

Version 1.1 / April 2022

Brand Guidelines



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The Systecon brand experience

Welcome to Systecon

Opus Suite, from Systecon, is the go-to solution for any industry with demanding technical requirements that wishes to optimize readiness and cost. It's the gold standard in powerful life cycle management analysis, from modeling single tasks to the largest and most complex projects. Opus Suite enables informed business critical decisions that give real world provable benefits and ROI.

Our brand identity should reflect this balance - the power to solve complex technical problems supported by people who are passionate about working with customers to achieve the best possible results.

Our brand should show Systecon leading the field with a clear, engaging voice. An accessible feel, focusing on real life situations, professionals and the benefits of Lifecycle Management.

Clean layouts using a robust serif display font and geometric, humanist sans-serif for sub titles and body copy, paired with a tonal palette that contains bright energetic highlights. Solid, believable imagery that inspires can be cropped into simple shapes, alongside cutout elements with gradient overlays and a refined dot grid hinting at analytics.

All brought together conveying precision, trust and innovation.



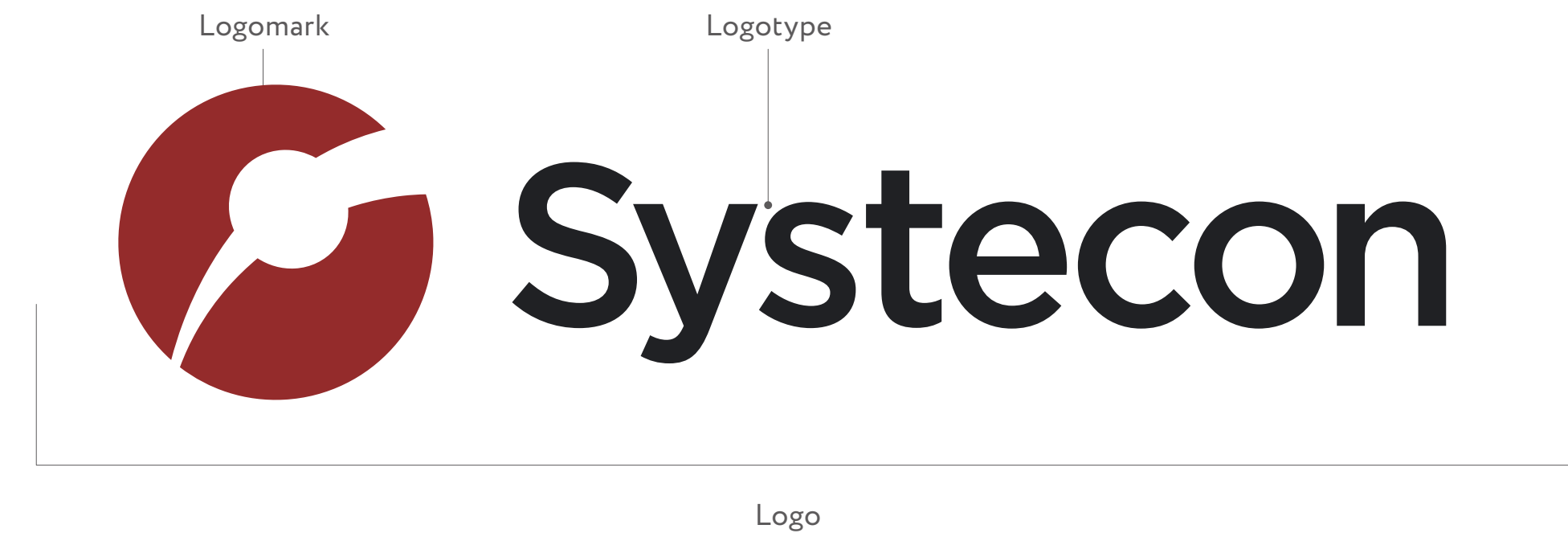
Logo

Corporate logo

Primary logo

Our corporate logo is the single most visible and important expression of the Systecon brand and is the constant that represents Systecon in every communication. The Systecon logo should be treated as an image, not a word. The logo must not be redrawn or modified in any way.

The Systecon logo is comprised of a custom mark and type set in the Systecon primary Mesa and Core Black. This color version is the preferred logo. Use this when printing spot color.



Clear space

There must always be sufficient clear space surrounding the logo to avoid competition from other graphic elements and to maintain the visual impact. At minimum, there should be at least one x-height ("logomark" size) around the entire logo.



Minimum size

The logo should be large enough to be legible. This is important especially in small format communications such as banner advertisements. The minimum size of the logo should be at least 100 pixels wide for online applications, and 32mm in offline applications.



Logo
Alternate logo use

Logomark

As a design element, the logomark provides a versatile mark to use on various applications. It should only be used as a supporting element to the corporate logo.

Primary



Secondary



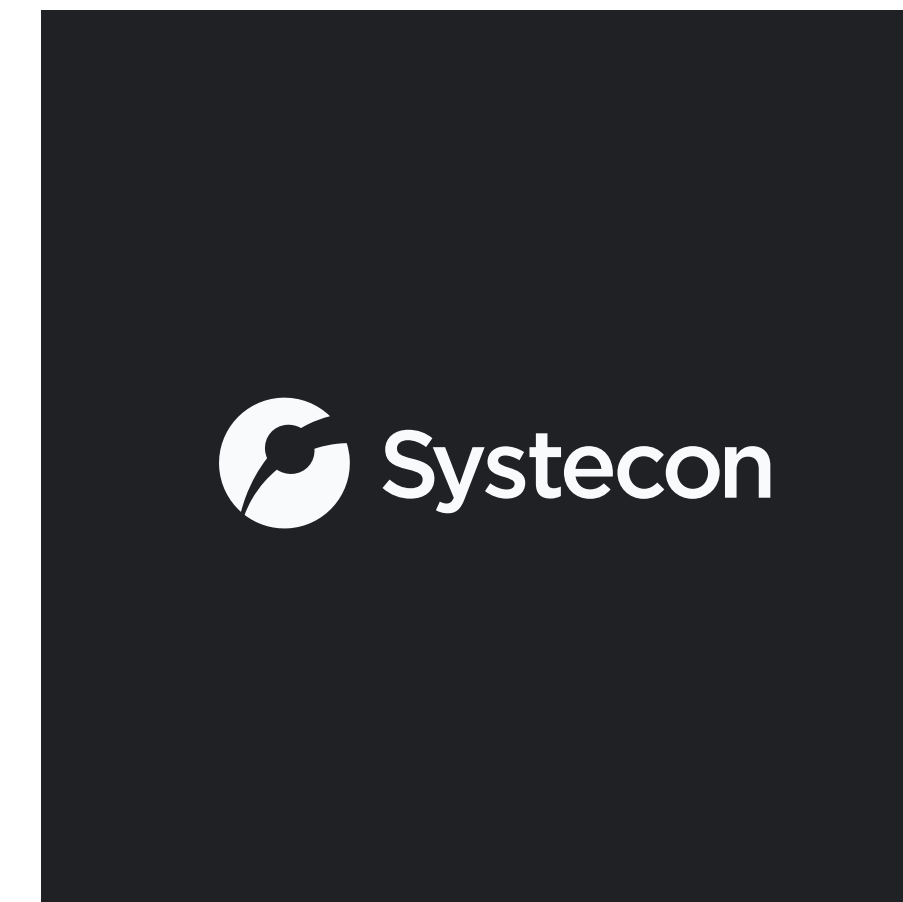
Usage on backgrounds

Full-color logos and single should be used on solid contrasting backgrounds. For single color, only use Crystal White or Core Black.

Primary



Secondary



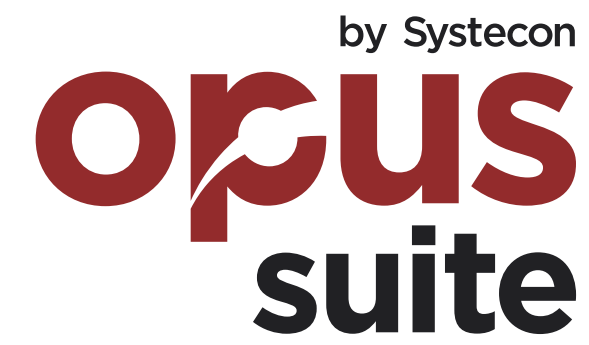
Logo Opus Suite

Use of product logotype

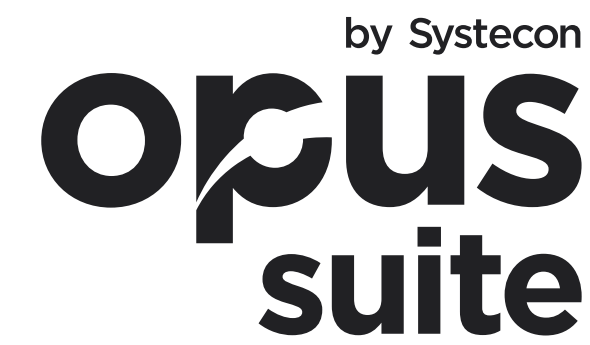
Two color Just as Systecon's logotype, Opus Suite has a primary logotype in the same nuances. This is the primary logotype for the product suite and is always the first choice..

Single color seen here in secondary should be used correctly to contrast with either dark or light backgrounds, only use Crystal White / Pure White / Pure Black or Core Black.

Primary



Secondary

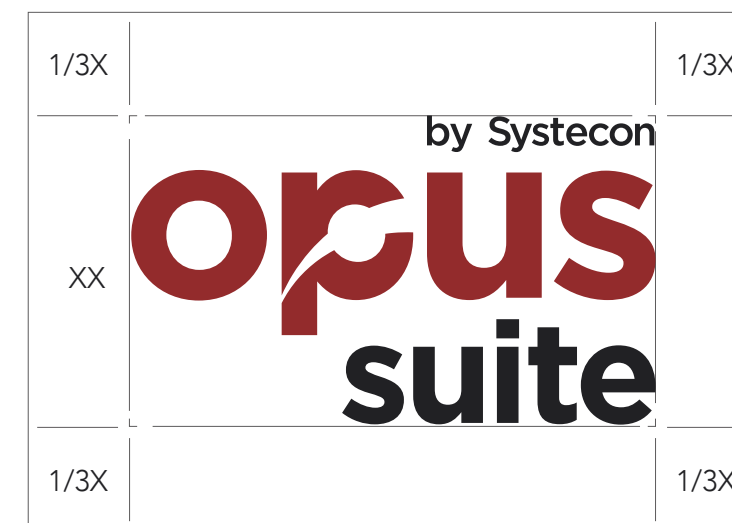


Protected zone

The logotype must always be clearly visible. Consequently, no other elements may be within the protected zone. The protected zone must be at least one-third of the logotype's height and contribute to creating a sense of calm and graphical clarity.

Smallest size

The logotype may not be used in sizes smaller than 20 mm / 60px in height.



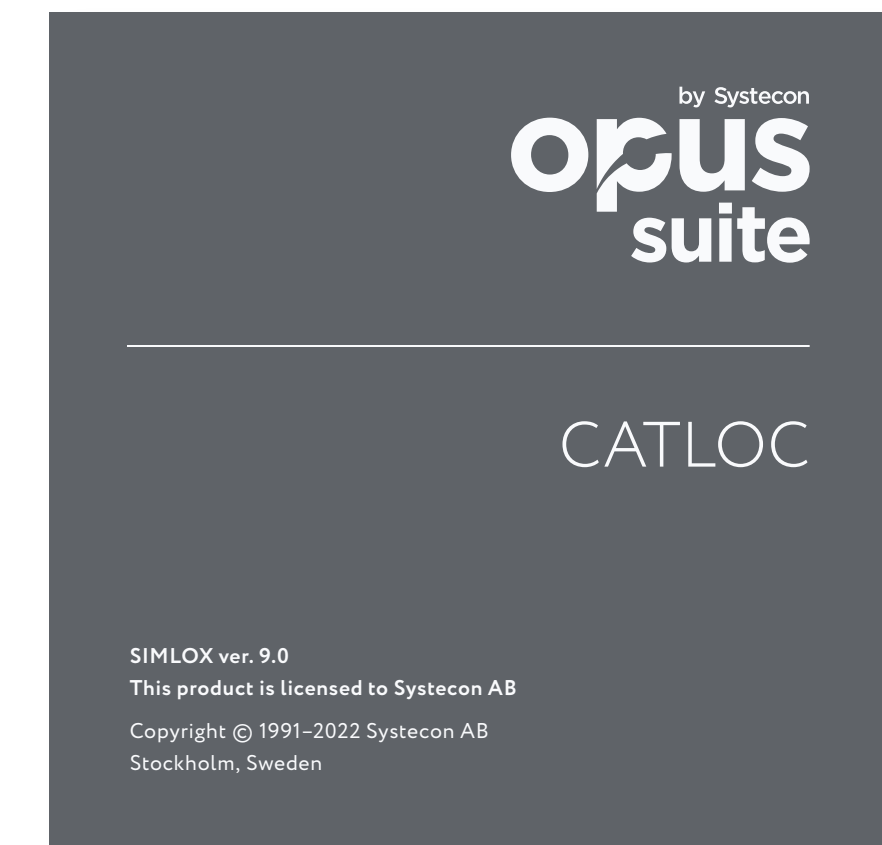
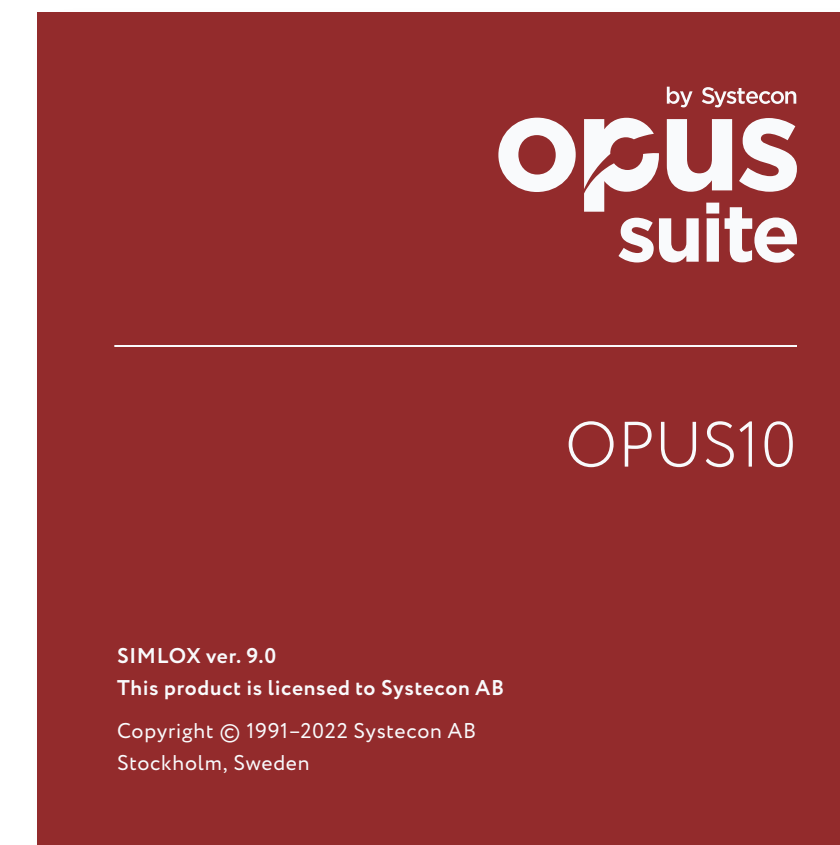
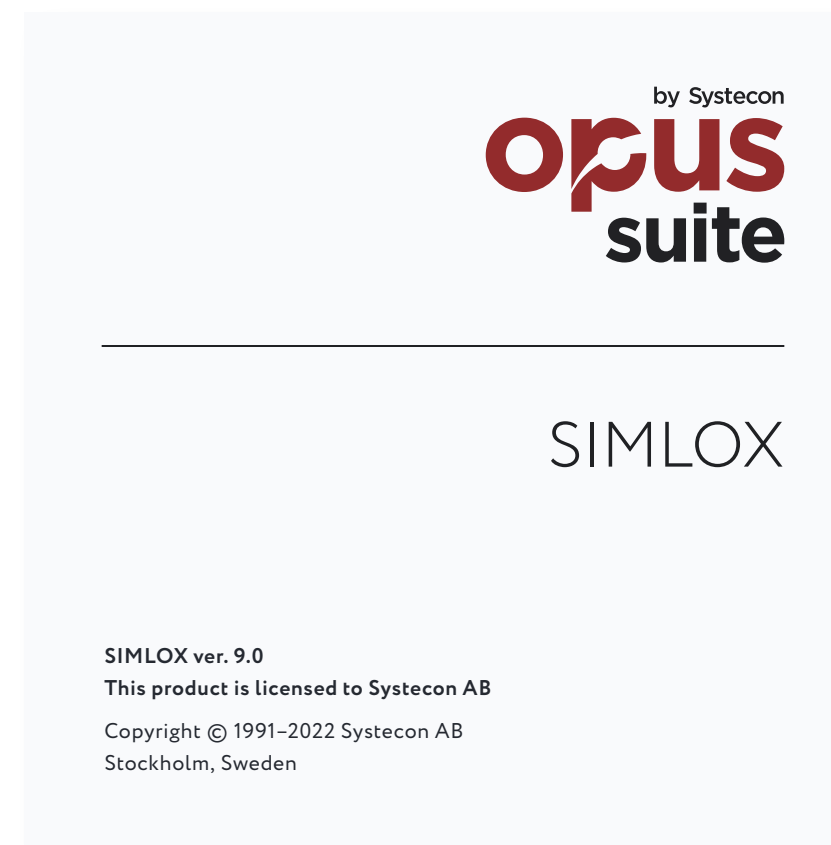
Logo Opus Suite

Descriptors

The product logotype is primarily used right-aligned with an underlying horizontal line along with descriptors:

OPUS10, SIMLOX, CATLOC.

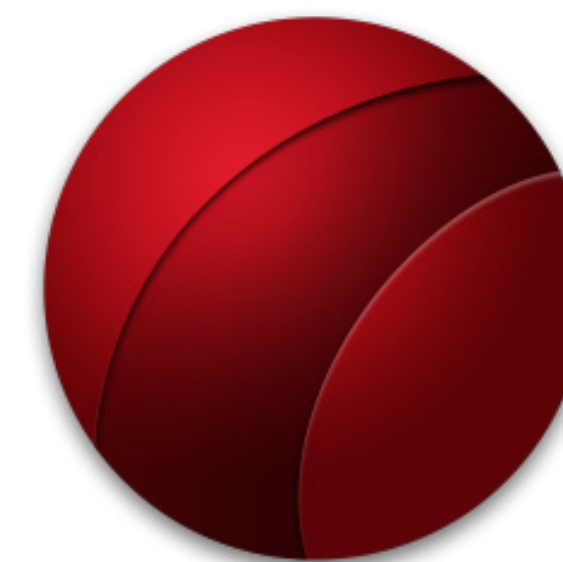
The descriptors are in uppercase only, right-aligned in the typeface Circe Light and approx 20% less of the Opus Suite logotype width. The descriptors may only be used in Core Black or Crystal White.



Product icon bugs

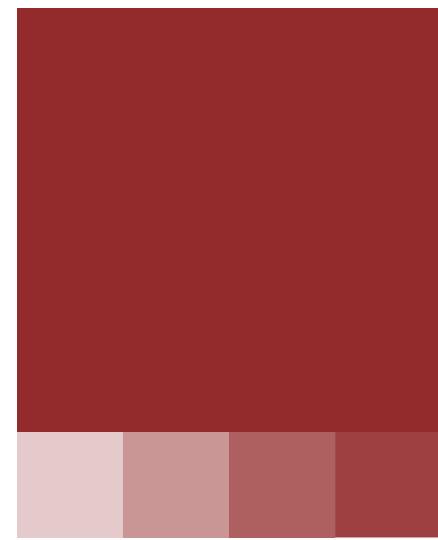
Not to be used in any external marketing.

These icons are intended for use solely within the software products.



Color palette

Primary



Mesa

Hex. #932B2C
 RGB. 147 43 44
 CMYK. 30 95 90 20
 Pantone. 704 C



Core Black

Hex. #202124
 RGB. 32 33 36
 CMYK. 50 45 40 85
 Pantone. Black 3 C



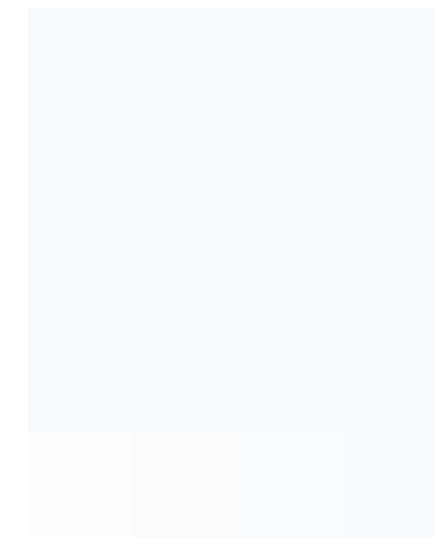
Aluminium

Hex. #5f6368
 RGB. 95 99 104
 CMYK. 30 22 17 57
 Pantone. Cool Gray 9 C



Gray Tone

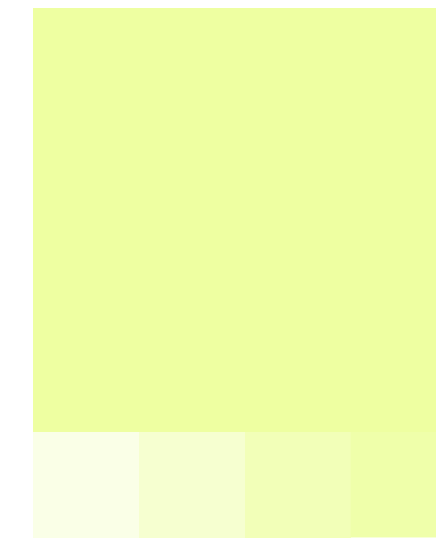
Hex. #BFC1C3
 RGB. 191 193 195
 CMYK. 12 8 9 23
 Pantone. Cool Gray 4 C



Crystal White

Hex. #F9FAFC
 RGB. 249 250 252
 CMYK. 4 2 0 0
 Pantone. White

Secondary



High-Res Yellow

Hex. #EEFFA1
 RGB. 238 255 161
 CMYK. 15 0 60 0
 Pantone. 379 C



Acid Mint

Hex. #7FD0BD
 RGB. 127 208 189
 CMYK. 62 56 56 16
 Pantone. 338 C



Brown Malt

Hex. #796D47
 RGB. 121 109 71
 CMYK. 0 8 60 70
 Pantone. 7756 C

Primary palette

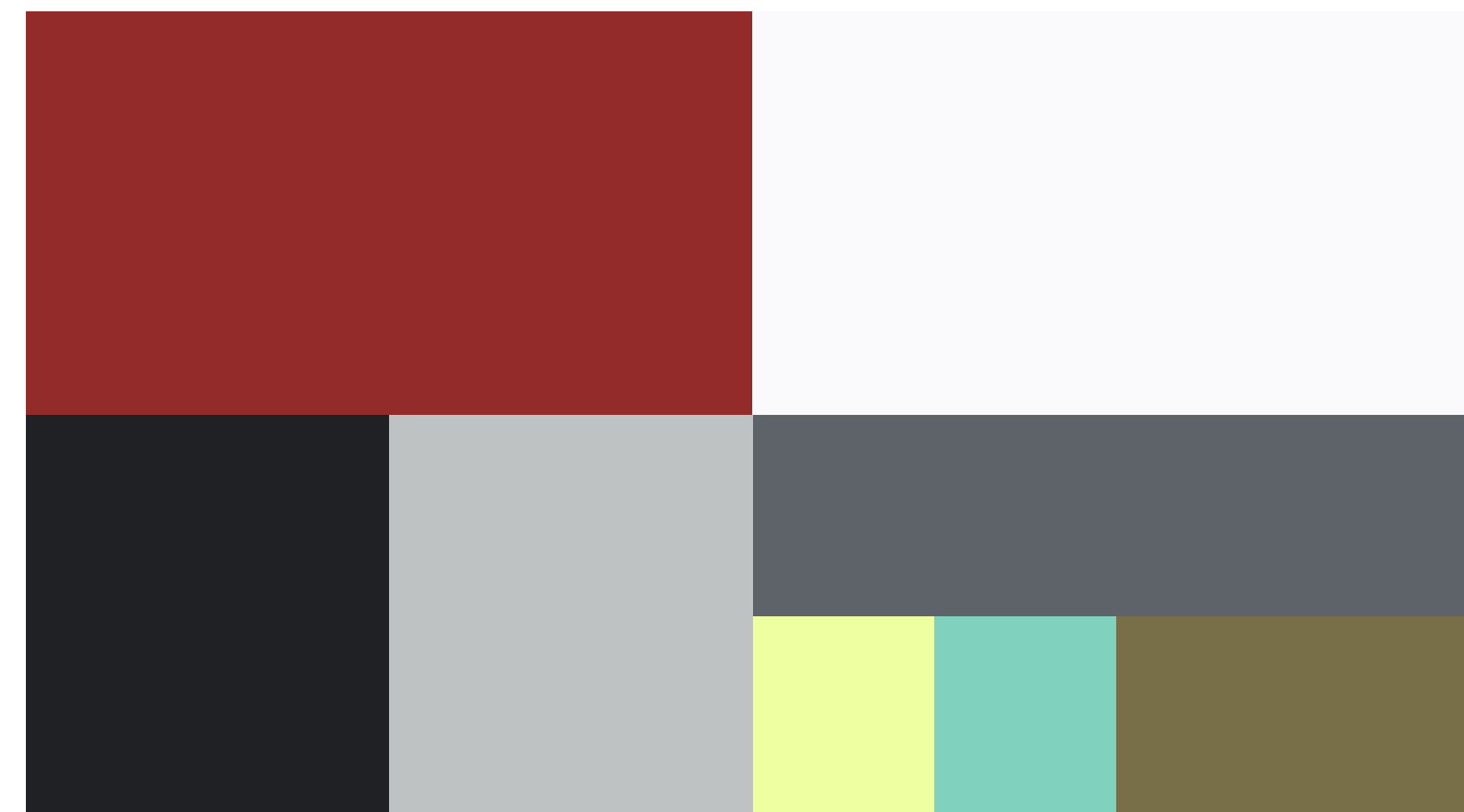
Consistency of color is necessary to communicate Sysstecon's brand effectively. The main color palette should be used in all corporate communications.

All graphic elements including type, backgrounds, bars, buttons and icons must be based on one of these approved color families with consistent hue, saturation and brightness for all communications.

Secondary palette

A complementary secondary palette has been created for supporting content for flexibility in any application. These colors can be used as part of a graphic element or texture on a visual design. These are for limited use and highlights only.

Usage breakdown



Calluna Regular
Circe Regular

In search of the optimum

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris viverra sem nec massa luctus, a interdum metus lobortis. Ut at arcu nunc. Curabitur at convallis urna, et pharetra velit. Morbi ac ipsum felis.

Calluna and Circe are available for all design and website applications.
Visit: fonts.adobe.com for more information.

Headlines

Main titles use Calluna Regular from the font family and are to be set to optical with -14 kern. Headlines use sentence case and, where possible, are left aligned on two lines. Leading uses the equation of (Pt size X .99). Text size approximately 6 times the size of body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$\$%&*{[_

Body

Standard body copy is set in Circe Regular set to metrics with a kern of 0. Leading between lines should be between 5 or 10pt more than font size.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$\$%&*{[_

Substitution

When Calluna is not available Arial Bold should be used for headlines. For body copy when Circe Regular is not available use Arial Regular and Bold for sub-headings.

Image style and use

Primary use

Building a strong brand presence requires a careful selection of imagery to successfully promote Sys-tecon's messaging.

Imagery showcases a cross section of the working industry. Our goal is to tell the Sys-tecon success story using real people working, natural light, color and emotion.

Showcasing an ever-changing, more diverse working landscape than ever before. A global reach with people coming together to solve lifecycle management challenges using Opus Suite.



Photography
Tinted images

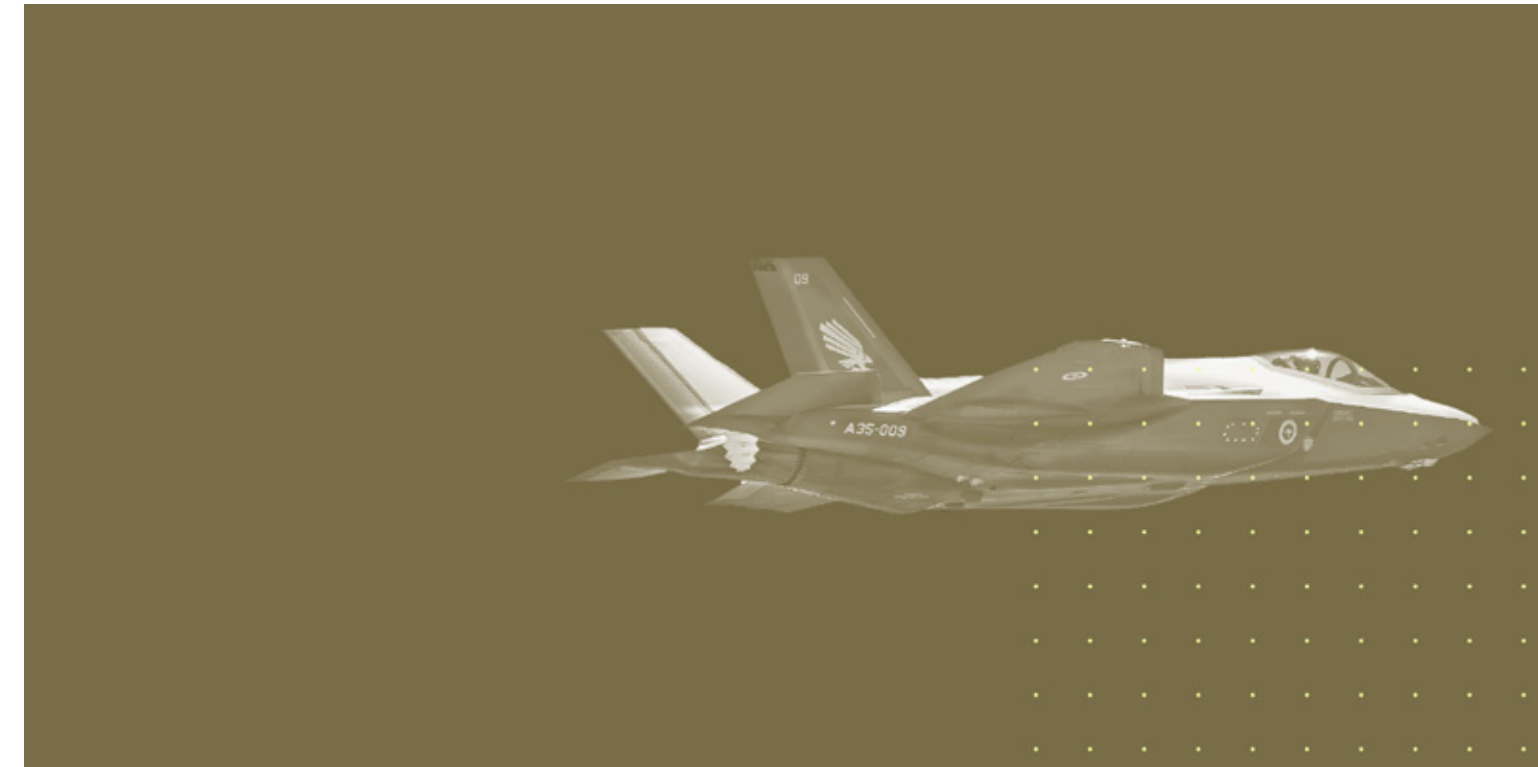
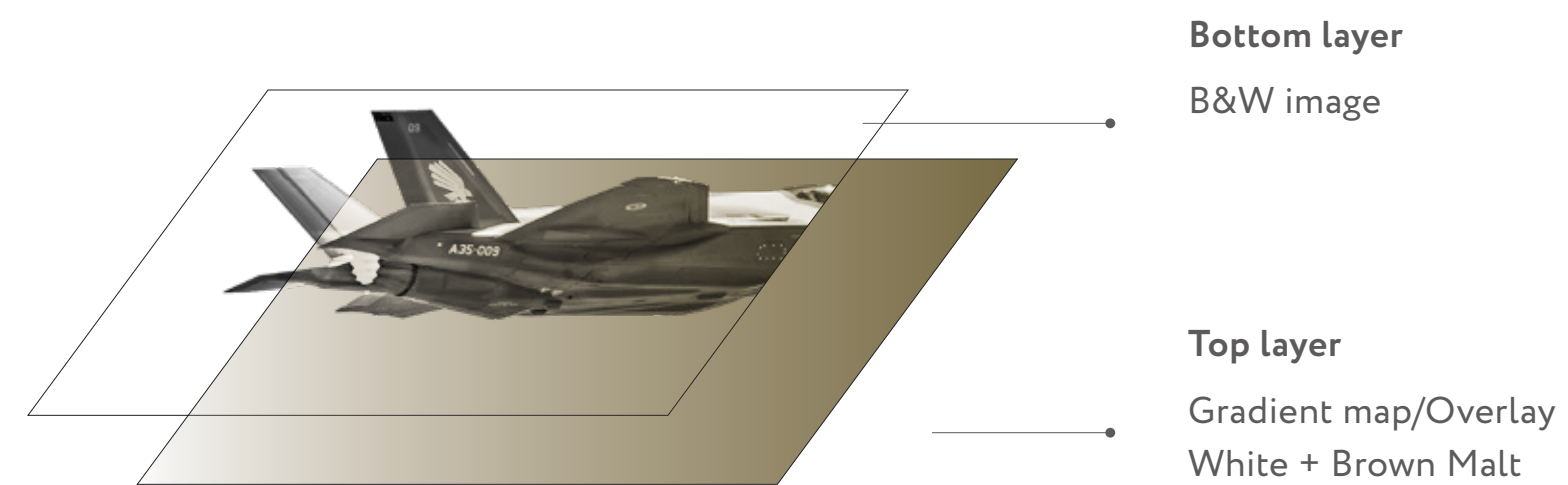
Secondary use

Black and white images with a gradient overlay can be used to support where needed across branding assets.

This style to be used in a more supporting role, always leading with a Primary photographic style.

Building an overlay

This layering technique gives a distinct combination of contrast and shadow.

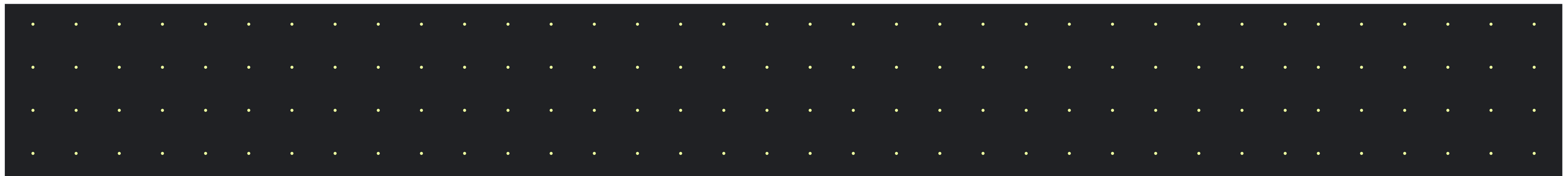
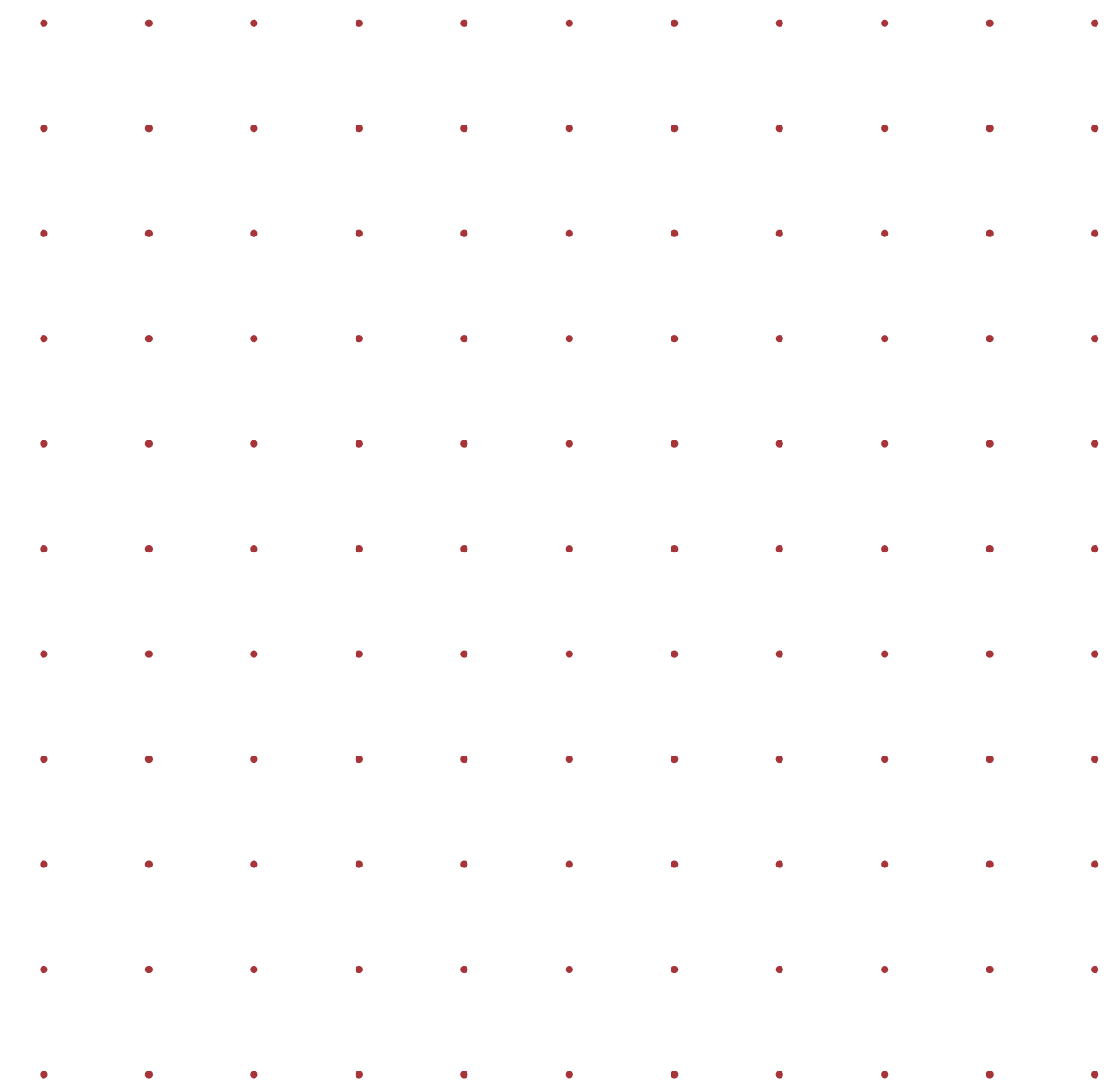
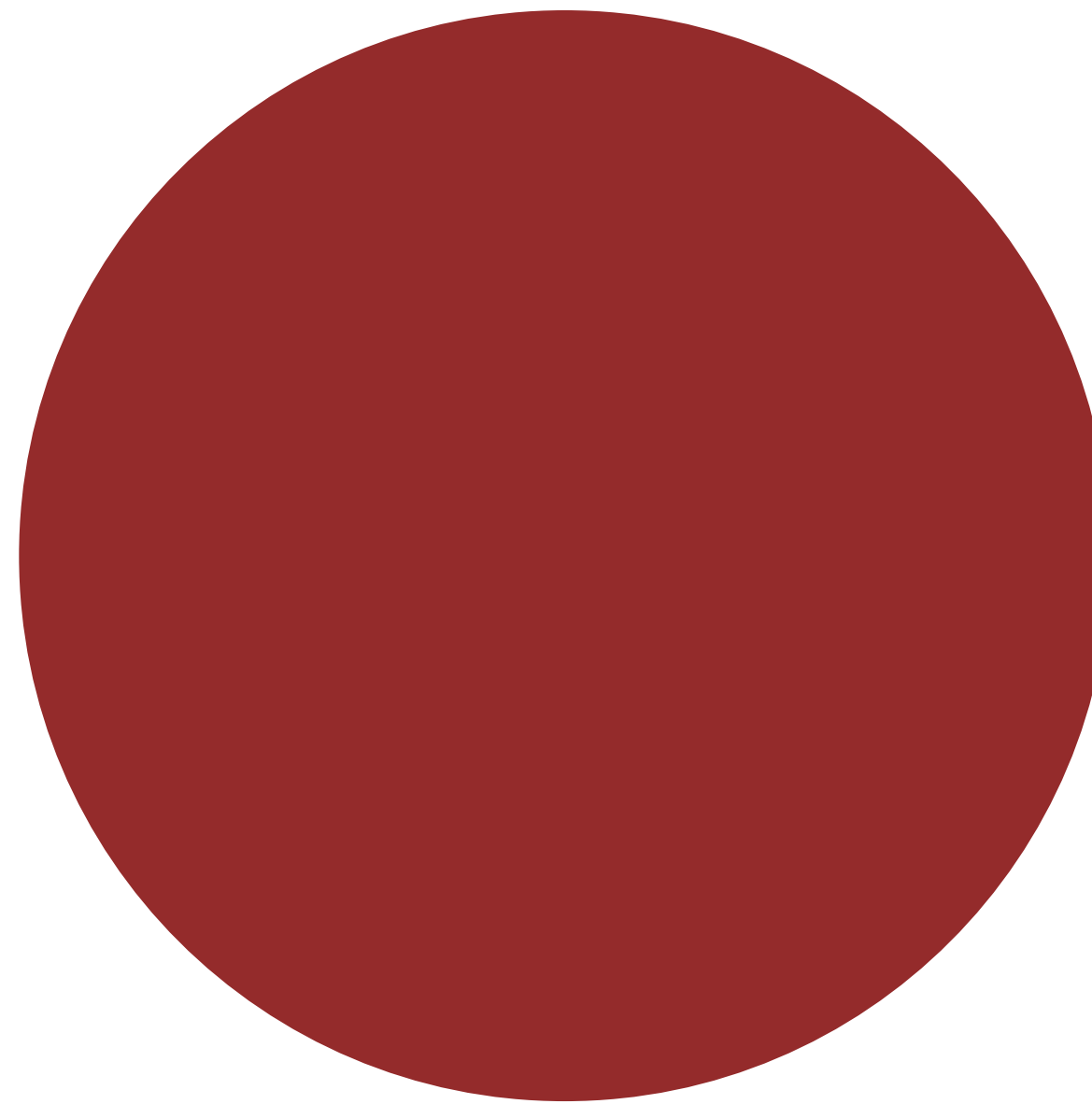


Dot grid

Precise analytics

The dot of optimization. Symbolizing the Optimum. This can be used as a graphic element cropped into certain layouts as a visual aid in backgrounds.

Also a dot grid is available that has a generous spacing and a small radius circle. This can be used as a design element to layer sparingly onto photography and to add detail and texture to certain layouts.



Graphic elements
Putting it together

In search of the optimum.



systecongroup.com



Others sell software - we provide results.

Let's face it, 'efficiency' isn't the most inspiring term. But it's our relentless search for efficiency - whether it comes to saving time, material, costs, or hours - that has turned Opus Suite into the gold standard of lifecycle management software. Which is something to get excited about...

[More info +](#)



Life Cycle Management


Stop guessing. Start knowing.



Opus Suite - Life Cycle Management Software

From defense to windpower to transport - whatever your industry, Opus Suite is the gold standard when it comes to maximizing readiness at the lowest possible cost.

[Learn more](#)




Don't guess. Know.

by Systecon

opus suite


Let's face it, 'efficiency' isn't the most inspiring term. But it's our relentless search for efficiency - whether it comes to saving time, material, costs, or hours - that has turned Opus Suite into the gold standard of lifecycle management software. Which is something to get excited about...

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Stop guessing. Start knowing.

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Want to see the future?

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