



# BRAND GUIDELINES



Softtek®

# INTRODUCTION

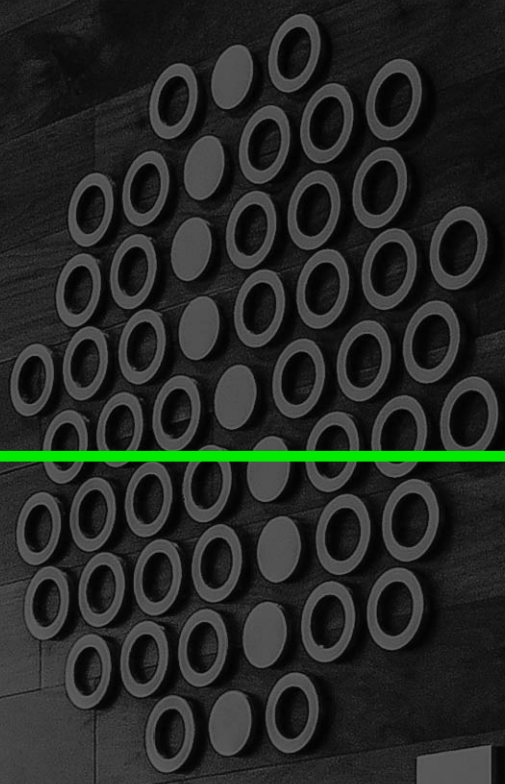
The document you have in your hands are not only guidelines, but also a business instrument which contains Softtek's graphic image.

This document is the main reference for Softtek's image designing and positioning in the market; it was planned to satisfy the needs of the countries where we are present: Argentina, Brazil, Canada, Chile, China, Colombia, Costa Rica, Hungary, India, Mexico, Netherlands, Paraguay, Peru, Puerto Rico, Uruguay, United Kingdom, Spain, USA and Venezuela. Regional adaptations should be developed according to the requirements of each country, taking into account that all the stipulations defined in this document should be respected. The Global Image area is responsible for developing updates and revisions to this Brand Guidelines.

If you have any questions about its document, send your comments to:

[global.image@softtek.com](mailto:global.image@softtek.com).





# THE BRAND

The circle, as an abstraction, represents the final achievement of the objectives and goals; efforts that are conceived, developed, finished and reborn.



# Softtek



## OUR LOGO

The merger of efforts is what builds Softtek—independent and organic entities form a coherent whole. The typography used for the logo in its simplicity and classicism contains a sense of solidity and permanence. Softtek is an organization that links these two concepts. It is a solid company with the capacity to change according to the clients' needs.

Thank you for not editing, changing, distorting, recoloring, or reconfiguring our brand. Files available at Softtek Brand Sharepoint site, [Download the official logo here.](#)





## ONE-COLOR LOGO VARIATION

The brand will rely on a one-color logo variation, which could be white or black when necessary. The main characteristic of this variation is that the green colored circles appear just with a contour.

The application examples for this variation are: beveling, dry engraving or any other method that is restricted to one color.

Thank you for not editing, changing, distorting, recoloring, or reconfiguring this logo variation.

Files available at Softtek Brand Sharepoint site, [Download the one-color logo here.](#)



## REVERSE LOGO VARIATION

The main characteristic of this variation is that the typography, trademark symbol and central spheres of the symbol will be white. The application examples for this variation are: embroidery and printing over dark colored backgrounds.

Thank you for not editing, changing, distorting, recoloring, or reconfiguring this logo variation. Files available at Softtek Brand Sharepoint site, [Download the reverse logo here.](#)



## CONSTRUCTION GRID

Through a mathematic calculation, one of the brand's elements is selected and it will have an "X" value, which will allow to define the proportional size for the remaining elements. By following this criterion precisely, the brand's reproduction and scale to any needed size, will be accurate.

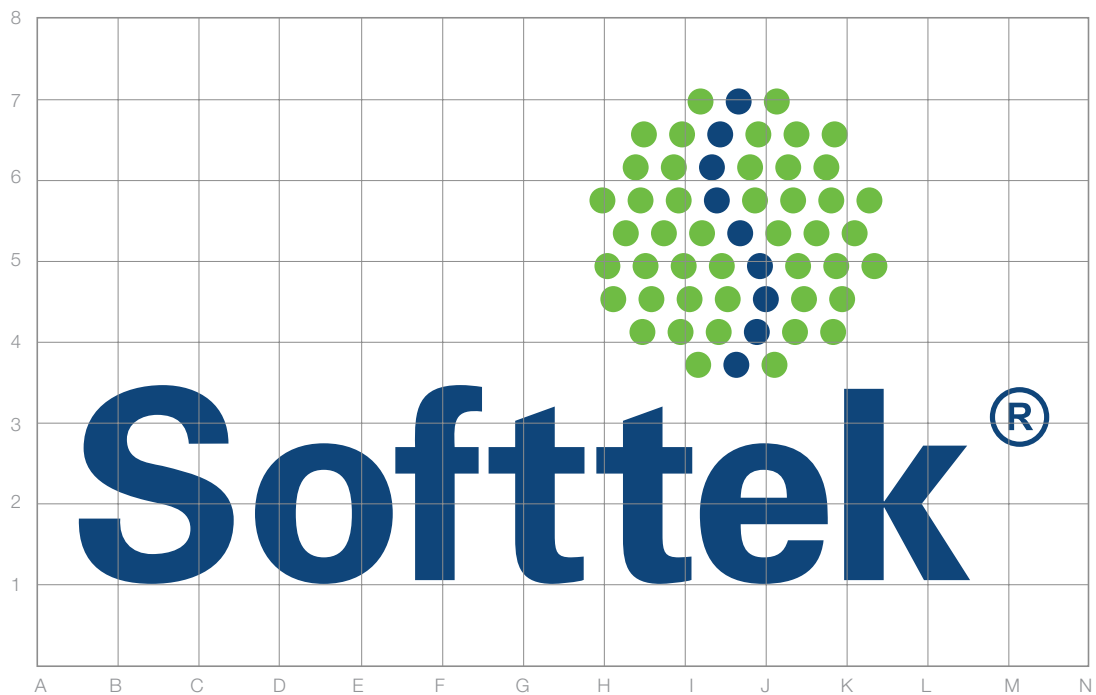




## PROPORTION GRID

This grid is used to reproduce the brand when it can not be accomplished by electronic means.

This approach is based on a coordinate system, with similar distances and measures that allow us to accurately apply our logo.



## MINIMUM REDUCTION

These are the established options for minimum reduction, which allow the correct appreciation of the brand and its elements.

In the event that the printing area allows using the original logo, option A should be used.  
If the printing area is less than 3 cm., option B will be used.

OPTION A



OPTION B



**Softtek**

## EXCLUSION AREA

In order to maintain the clarity and correct visibility of the brand, it is vital to respect the delimited zone (distance x) around it. The main purpose is to keep its visual individuality where it's applied.







# TRADEMARK

A trademark (abbreviated as <sup>TM</sup> or ®), refers to any symbol or name legally registered to identify any commercial product or service as exclusive.

## TRADEMARK

The trademark is an element that differentiates a service or product from others of the same class or field. It can be represented by a term, symbol, logo, design or sign, or a combination of them. A trademark is considered to be the intellectual property of whoever registers it, and this automatically makes a difference among its competitors in the market where it develops.

The trademark owner has rights that legally support him for possible incorrect brand uses. Softtek's trademark is properly protected before the WIPO (The World Intellectual Property Organization) in Mexico and USA. It certifies us as the only user of this name and its attributes.

Softtek's brand with the symbol ® gives us an added value as a safe, reliable and recognized company for the corresponding entities of each geography. The use of our brand without the symbol of trademark is established as incorrect in our Brand guidelines, as well as in reductions (More references on pp. 10 and 21 to 24).







# CHROMATIC RANGE

Color is a basic element when a visual message is elaborated. It is not only an attribute that recovers the form of things; although, without color the form stays, frequently the message is the color itself or what can be expressed with it.



## SUPPORTING COLOR VARIATION

In the graphic identity of a company, the chromatic range is one of the most valuable elements in its composition. The correct color application in the brand, as well as in black & white, allow us to leave a solid mark in our present and future clients. For this reason it is fundamental to apply it with consistency, and minimize any variations as possible.

In the case where the brand can't be applied with its original color palette, the use of our logo in a one-color version was established as a correct variation.

Both applications could be used, according to its reproduction needs, keeping in mind that the elements don't jeopardize the visibility or importance. of our brand.



LOGO VARIATION  
100% BLACK

LOGO VARIATION  
100% WHITE



## COLOR PALETTE

Pantone #295 will be applied to the typography and central spheres of the symbol, denoting formality, professionalism and intelligence.

The equivalences in the more common means of color composition are specified herein; therefore, it is important not to modify these values.



295 M / Formula Guide Solid Mate  
295 U / Formula Guide Solid Uncoated  
295 C / Formula Guide Solid Coated  
DS 210-1 U / Process Guide Uncoated

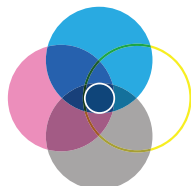


RGB

R: 1

G: 50

B: 93



CMYK

C: 100

M: 57

Y: 0

K: 40



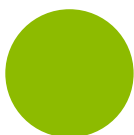
Hexadecimal code:

#00325D

## COLOR PALETTE

Pantone #376, will be applied to the rest of the spheres of the symbol, giving freshness and shaping a modern and interesting image.

The equivalences in the more common means of color composition are specified herein; therefore, it is important not to modify these values.



376 M / Formula Guide Solid Mate  
376 U / Formula Guide Solid Uncoated  
376 C / Formula Guide Solid Coated  
DS 298-1 U / Process Guide Uncoated



RGB  
R: 94  
G: 166  
B: 40



CMYK  
C: 50  
M: 0  
Y: 100  
K: 0



Hexadecimal code:  
#5DA526





# TYPOGRAPHY

Subconsciously, we relate what we see with previous experiences. Just by looking at the design and typography used, this communicates a friendly, pleasant or annoying, formal or informal sensation.

## BRAND TYPOGRAPHY

The typographic family used in Softtek's Brand is Univers. This font was selected for its solidity, whether it is seen from long distances or in its minimum reduction.

Files available at Softtek Brand Sharepoint site, [Download the brand font here](#).



UNIVERS Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789? ! ; : & \$**

UNIVERS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdef  
ghijklmnopqrstuvwxyz 0123456789? ! ; : & \$

UNIVERS Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdef  
ghijklmnopqrstuvwxyz 0123456789? ! ; : & \$*

UNIVERS Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdef  
ghijklmnopqrstuvwxyz 0123456789? ! ; : & \$***

## PREFERRED FONTS

These fonts were selected as the most appropriate for general usage in Softtek's print and digital communications. Their simple traces allow an easy reading without detracting the brand presence.

We recommend using these fonts in titles or body text of all kind of documents. Italic and extra bold options will be respectively useful for captions or closing messages..

Files available at Softtek Brand Sharepoint site, [Download the preferred fonts here](#).

Helvetica Neue / Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz ? ! , ; : & \$ / @ # % ^ & / () =

Helvetica Neue / Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz ? ! , ; : & \$ / @ # % ^ & / () =**

Helvetica Neue / Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz ? ! , ; : & \$ / @ # % ^ & / () =*

Helvetica Neue / Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz ? ! , ; : & \$ / @ # % ^ & / () =***

Raleway / Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz ? ! , ; : & \$ / @ # % ^ & / () =

Raleway / Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz ? ! , ; : & \$ / @ # % ^ & / () =**

Raleway / Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz ? ! , ; : & \$ / @ # % ^ & / () =*

Raleway / Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrstuvwxyz ? ! , ; : & \$ / @ # % ^ & / () =***





# BRAND USAGE

With the appropriate use of the elements a greater impact and growth in the level of recall will be achieved. It is essential to apply them faithfully to strengthen marketing tasks and advertising applications.

## CORRECT BRAND USAGE

The following are considered correct usage of Softtek's brand:



1. Original version over a light colored image.



2. One color, brand variation, over a dark or colored background.



3. Reversed variation, over a picture or colored background.



4. One color, brand variation, using black 100%, black 75% or white 100%.



6. Using only Softtek's Brand text without the trademark (®) symbol.



## INCORRECT BRAND USAGE

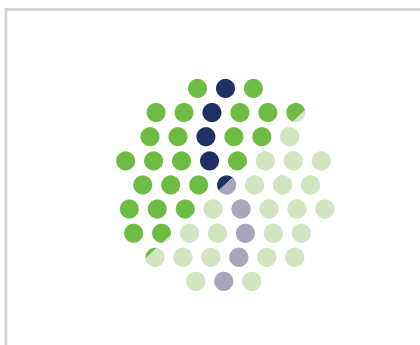
The following are considered incorrect usage of Softtek's brand:



1. Using the original version, over a picture or background with similar colors



2. Image distortion (lengthening or enlarging the brand).



3. Using the symbol separately, cut out, solid or in-color screen.



4. Changing the composition of the brand.



5. Using Softtek's brand in long texts or taglines.



6. Changing any color of the brand's color palette

## INCORRECT BRAND USAGE

The following are considered incorrect usage of Softtek's brand:



7. Use of a different typography.



8. Incomplete use of the brand.



9. Move or flip any element of the brand.

