Brand Elements
Usage Guidelines

Primary Logo and Colors

The logo files can be in found in: *Sentia Brand Elements/1. Logo*

Logo

Primary Palette

SENTIA BLUE
PMS   300
cmyk 99 50 0 0
rgb   0 94 184
html 005EB8

SENTIA GRAY
PMS   Cool Gray 6
cmyk 16 11 11 27
rgb   167 168 170
html A7A8AA

Secondary Palette

TRANSPARENT
PMS   299
cmyk 86 8 0 0
rgb   0 163 224
html 00A3E0

AGILE
PMS   151
cmyk 0 60 100 0
rgb   255 130 0
html FF8200

CONSULTATIVE
PMS   354
cmyk 81 0 92 0
rgb   0 177 64
html 00B140

PRO
PMS   C. Gray 10
cmyk 40 30 20 66
rgb   99 102 106
html 63666A

Protected Zone and Alignment

The size of the protected zone around the logo is the equivalent of half the width of the letter "A" of the Sentia wordmark

The stagline must be aligned with the baseline of the wordmark while respecting the protection zone of the logo.

Main typography

Myriad Pro Light   *Italic*
Myriad Pro Regular   *Italic*
Myriad Pro Semibold   *Italic*
Myriad Pro Bold   *Italic*
Myriad Pro Black   *Italic*

Colors Usage for Services

Cloud

PMS 299
cmyk 86 8 0 0
rgb 0 163 224
html 00A3E0

Advisory and Assessment

PMS 354
cmyk 81 0 92 0
rgb 0 177 64
html 00B140

Implementation and Integration

PMS 151
cmyk 0 60 100 0
rgb 255 130 0
html FF8200

Management and Support

PMS 2617
cmyk 84 99 0 12
rgb 71 10 104
html 470A68

Data Protection

PMS Black 6
cmyk 100 79 44 93
rgb 239 51 64
html EF3340

Recovery

PMS 032
cmyk 0 86 63 0
rgb 239 51 64
html EF3340

Infrastructure

PMS C. Gray 10
cmyk 40 30 20 66
rgb 99 102 106
html 63666A

Icon Set for Services

The icon files be can in found in: *Sentia Brand Elements/2. Icons*. Two sets (with color varations) can be found. One with the service description, the other without.

Cloud

Cloud Services

Cloud Backup Services

Cloud Virtual Desktop

Cloud Infrastructure

Cloud Hosting

Advisory and Assessment

Advisory

Assessment

Implementation and Integration

Implementation and Integration

Management and Support

Managed Services

Users

Support

Remote Management

Remote Monitoring

Data Protection

Data protection

Recovery

Cloud Recovery

Cloud Recovery

Infrastructure

Converged Infrastructure

Data Center

Storage Solutions

Virtualization

Blade Server

Blade Server

Networking

PC

Laptop

Tablet and Smartphone

The icon curve

The curve should be used as a watermark on pictures or 'as is' for cover presentations.

Alternate Usage of Sentia Logo when Presenting Services

Cloud

Advisory and Assessment

Implementation and Integration

Management and Support

Data Protection

Recovery

Infrastructure

Office Documents

The office files can be in found in: *Sentia Brand Elements/3. Office documents*.

The folder contains:

3 Microsoft Word Templates

1. Standard long form document template
2. One-pager template
3. Regular letterhead template

1 Microsoft PowerPoint Template

Sentia Theme files

1. One .thmx file
2. Theme color and Theme font files.

Please refer to http://support.microsoft.com/ to learn how to install the theme in your version of Microsoft Office.

Please note that the Sentia font (Myriad Pro) should also be installed in order to properly use the themes and templates.
The font files can be found in: *Sentia Brand Elements/5. Fonts*.

All documents should always be sent to third parties in PDF to maintain their apparence.

Email signature

The files can be in found in: *Sentia Brand Elements/4. Email Signature*.
Load the html file in your email client and update the name and contact information. For more information on how to perform this task look for loading html signature in the help section of your email client.