



# SYSTEMS

Branding Refresh Guidelines & Brand Book

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Full Wordmark

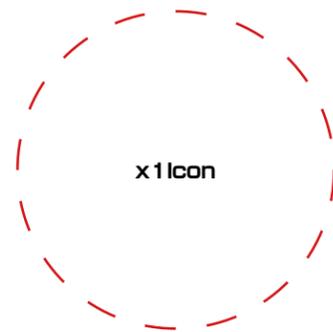


Icon



Letter Icon





Allow, at minimum, one icon measurement for allowance around wordmark.

# Kallisto Bold

Logo Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()+=?

## Brand Color Palette



**Carbon Black**  
#212121

H: 45  
S: 0%  
B: 12%  
R: 33  
G: 33  
B: 33  
C: 72%  
M: 66%  
Y: 65%  
K: 73



**System Blue**  
#003662

H: 206  
S: 100%  
B: 38%  
R: 0  
G: 54  
B: 98  
C: 100%  
M: 83%  
Y: 36%  
K: 26%



**Data Green**  
#7eb72e

H: 84  
S: 74%  
B: 71%  
R: 126  
G: 183  
B: 46  
C: 56%  
M: 6%  
Y: 100%  
K: 0%



**Archive White**  
#ffffff

H: 179  
S: 0%  
B: 100%  
R: 255  
G: 255  
B: 255  
C: 0%  
M: 0%  
Y: 0%  
K: 0



**Display Blue**  
#0087bc

H: 196  
S: 100%  
B: 73%  
R: 0  
G: 135  
B: 188  
C: 83%  
M: 36%  
Y: 8%  
K: 0%



**Charged Yellow**  
#ffc600

H: 45  
S: 100%  
B: 100%  
R: 255  
G: 198  
B: 0  
C: 0%  
M: 22%  
Y: 100%  
K: 0%



**Digital Red**  
#d63c18

H: 11  
S: 88%  
B: 83%  
R: 214  
G: 60  
B: 24  
C: 11%  
M: 90%  
Y: 100%  
K: 2%

## Headings

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Kallisto Bold

## Sub-headings

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Kallisto Medium

Body copy + other

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Indivisible Regular

**Thank you for choosing us for your data recovery and software back-up needs.**

**Welcome to the forefront of data protection and security.** In today's digital landscape, where information reigns supreme, ensuring the integrity and accessibility of your data is non-negotiable. At System 5, we specialize in providing state-of-the-art data backup solutions tailored to meet the diverse needs of modern enterprises.

**Our commitment to excellence begins with understanding your unique business requirements.** Whether you operate a small startup or a large corporation, our team of dedicated professionals works closely with you to design a comprehensive backup strategy that aligns perfectly with your objectives. From sensitive client information to critical operational data, we prioritize the security and confidentiality of your digital footprint, ensuring seamless continuity in the face of unforeseen challenges.

**Why choose System 5?** Our innovative approach combines advanced technology with proactive monitoring and support, guaranteeing round-the-clock protection for your most valuable asset—your data. Utilizing industry-leading encryption protocols and cloud-based infrastructure, we offer scalable solutions that grow with your business, empowering you to focus on what matters most: driving growth and fostering innovation.

✗ Do not add effects that warp the shape of the logo.



✗ Always use logo at full opacity.



✗ Do not use a singular fill color, unless in brand black or white (shown on next page).



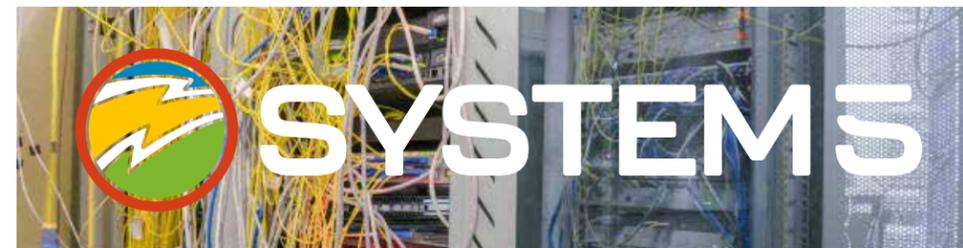
✗ Do not use harsh or aggressive drop shadows or offset linework.



✗ Do not place inverted version on a clashing color, it is recommended to stick to placement against brand colors.



✗ Do not place logo against an unedited busy background.



- ✓ Do not add effects that warp the shape of the logo



- ✓ If absolutely necessary, logotype (no icon) may be filled with Carbon Black or Archive White.



- ✓ Inverted logo may be placed against the following brand colors: Carbon Black and System Blue.



- ✓ Subtle shadows + glows may be applied when necessary. Do not allow to overpower logo or background.



- ✓ Use a Gaussian Blur (or similar effect) when placing logo over a busy background.

