



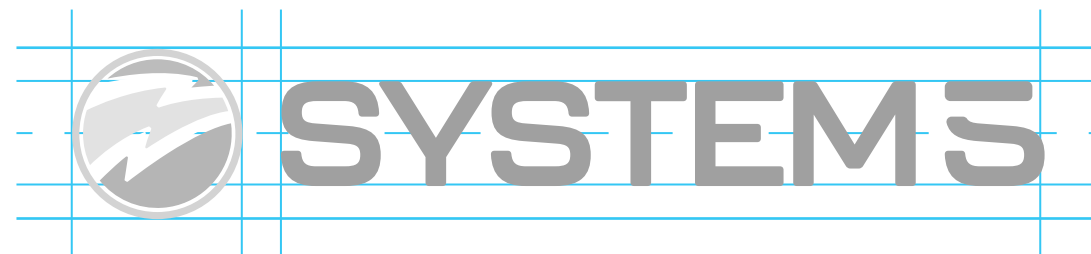
SYSTEMS

Branding Refresh Guidelines & Brand Book

© 2024



Full Wordmark

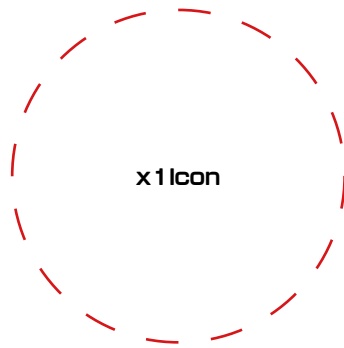


Icon



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

Kallisto Bold

Sub-headings

Kallisto Medium

Body copy + other

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.

SYSTEM5

- ✓ 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.

