

sigli

SIGLI BRAND KIT

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ABOUT SIGLI

Company overview & approved boilerplate for media use

Short Boilerplate

Sigli is a technology partner that helps organisations de-risk transformation, from first idea to working system, across software, data, automation, and AI.

Long Boilerplate

Sigli is a technology partner helping organisations de-risk technology transformation, from initial idea to working system. Founded in 2015, the company combines strategic discovery with hands-on delivery across custom software, data, process automation, and applied AI, building practical, scalable solutions grounded in real business outcomes.

Since its founding, Sigli has delivered **150+ projects** for **29+ clients** and established a presence across Europe, with offices in **Antwerp, London, and Vilnius**. Its work spans early concept validation and MVP development through to system modernisation and the scaling of established digital products.

Sigli is also the founder of **Innovantage**, an independent media initiative hosted by **Max Golikov**, bringing together industry leaders, entrepreneurs, and changemakers around the ideas shaping business and technology. With **50+ episodes and more than 1 million views across episodes and shorts**, Innovantage extends Sigli's connection to the wider technology and business community.

LOGO AND VISUAL IDENTITY

Concept:

Built on a balance of industrial strength and digital precision. The "g" symbol represents global reach and continuous growth.

Primary Mark

Full "sigli" wordmark with "g" symbol.
Default choice wherever it fits.

Icon-only "g"

Avatars, favicons, UI elements. Not a substitute in official documents.

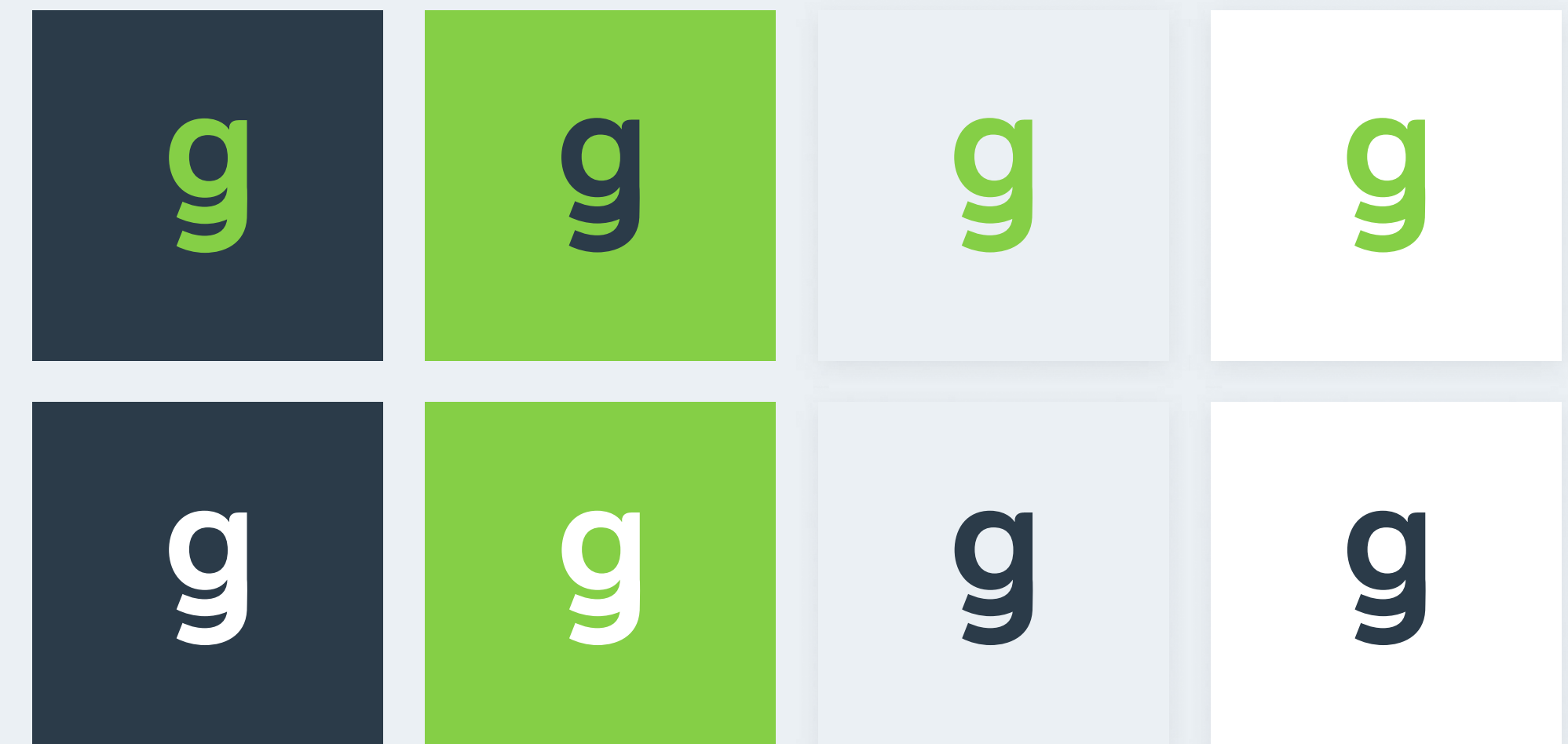
Download [logo](#)



Primary Logo — Dark Blue / Green / Light Blue / White



Icon-only "g" — Same Four Backgrounds



LOGO USAGE RULES

Use only approved standards and avoid any logo distortions to maintain brand recognition.

Proportions & Scaling

- ✓ Always resize proportionally. Maintain the original aspect ratio.



- ✗ Do not stretch, compress, or skew the logo.



Logo Composition

- ✓ Keep the composition intact. Ensure high contrast for readability.



- ✗ Do not reconfigure or alter the relationship between the "G" and the text.



Effects & Palette

- ✓ Use only the approved brand palette.



- ✗ Do not apply shadows, strokes, or gradients. Do not use unapproved colors.



Backgrounds & Clear Space

- ✓ Maintain a sufficient safe area. Use the inverted white version on dark or busy backgrounds.



- ✗ Do not clutter the safe area. Do not place the logo on low-contrast or busy backgrounds.



COLOUR PALETTE

Use only the approved brand palette across every touchpoint.

#2C3C4A
RGB 44 60 74
CMYK 91 64 47 48
Dark Blue

#86CF47
RGB 134 207 71
CMYK 64 0 96 0
Green

#FFFFFF
RGB 255 255 255
White

#17191C
RGB 23 25 28
Text/Black

#4D5A71
RGB77 90 113
Text/Gray

#EBF1F5
RGB 235 241 245
Light Blue

Neutral Colors

- Text/Black — high-contrast text
- Text/Gray — secondary text, UI
- Light Blue — backgrounds, accents

Primary Colors

- Dark Blue — backgrounds, headers, accents
- Green — CTA's buttons, active states
- White — text on dark, clean backgrounds

DO'S & DON'TS

Primary Accents

✓ Let one accent lead the composition.

Dark Blue

Green

✗ Don't give both accents equal weight.

Dark Blue

Green

Contrast & Readability

✓ White on dark, dark on light.

Aa

Aa

✗ Don't set gray text on light backgrounds.

Aa

Aa

Neutral Balance

✓ Use neutrals for space and structure.

Green

Aa

✗ Don't build a section from neutrals alone — it reads flat.

Aa

Aa

Aa

Aa

Palette Discipline

✓ Stick to the approved palette everywhere.

Dark Blue

Green

Light Blue

✗ Don't add new hues, tints, or gradients.

Bright Green

Teal

Muted Green

TYPOGRAPHY

Typefaces, pairing, and usage rules for a consistent brand presence.

Inter is the main typeface for body text, UI elements, and supporting information.

AG Foreigner Ultra Black C is used for headings and key statements, giving the brand a bold, distinctive presence. Where AG Foreigner is unavailable, fall back to the system sans-serif stack.

HEADINGS

AG FOREIGNER

Always caps. Never italic.

EVERYTHING ELSE

Inter

Body copy, UI, web fallback.

Web fallback: system sans-serif stack where AG Foreigner is unavailable.

Commercial license required for AG Foreigner — contact marketing@sigli.com.

DO'S & DON'TS

Hierarchy & Alignment

✓ Contrast headings (AG Foreigner) with body copy (Inter) on a strict left-aligned grid.

HEADING

✗ Do not swap roles: no Inter headlines or AG Foreigner body copy.

Body as heading

Color & Readability

✓ Use Dark Blue, White, or Green for the highest legibility.

Dark Blue on Light Blue

✗ Do not use typography colors outside the brand palette.

Orange on Light Blue

Scaling & Distortion

✓ Always resize text blocks proportionally, never manually.

Aa

✗ Do not stretch, squeeze, skew, or italicize AG Foreigner.

Aa

Effects & Spacing

✓ Keep sufficient breathing room between headings and paragraphs.

Aa

✗ Do not add drop shadows, outlines, gradients, or filters.

Aa

IMAGERY & PHOTOS

Concept:

We use photography in presentations, case studies, banners, and other materials to illustrate and position Sigli as a contemporary, open, and professional team. Authentic, live shots convey the company's real atmosphere and build trust.

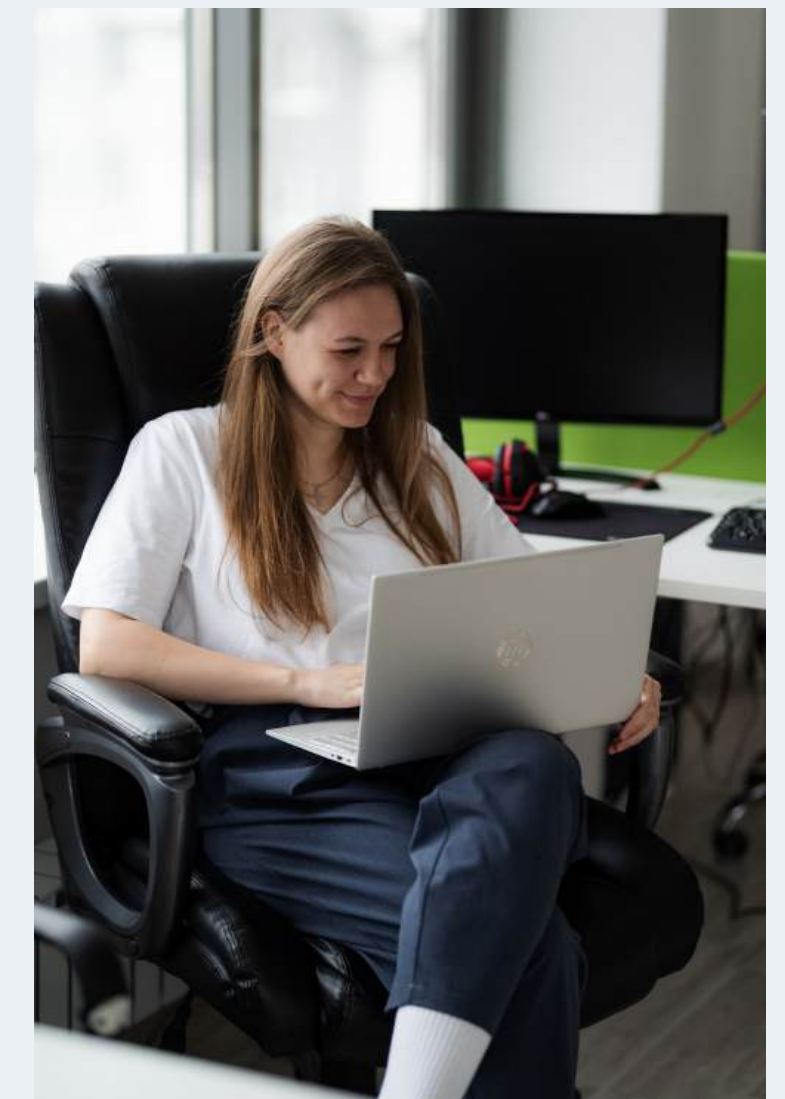
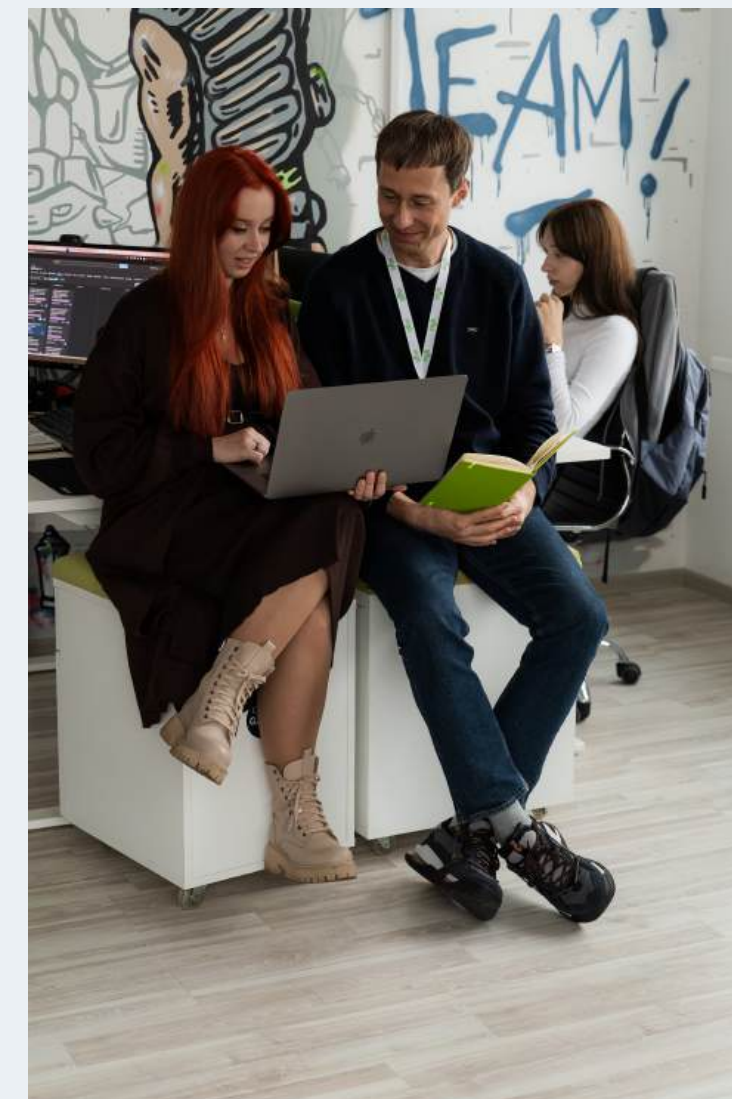
Usage Priority

Priority is given to unique, in-house content. Use stock imagery only if a suitable option is missing from our database.

- **Sigli photo library** – official corporate archive:
<https://drive.google.com/drive/folders/1i-wMtLYXejS1aWyWh9QI4YfcgDBmNKO5?usp=sharing>
- **Stock photography** – stock images (only if options 1 are unavailable).

Workflow Note:

When creating any design layout, **always start your search within the Sigli photo library**. Resort to stock imagery only if the required subject is entirely missing from our database.



CONTACT INFO

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