



Sieco-Tech  
Brand Guidelines

Sieco-Tech  
SMART SOLUTIONS

# Brand elements / Typography

## Layout grid system in use



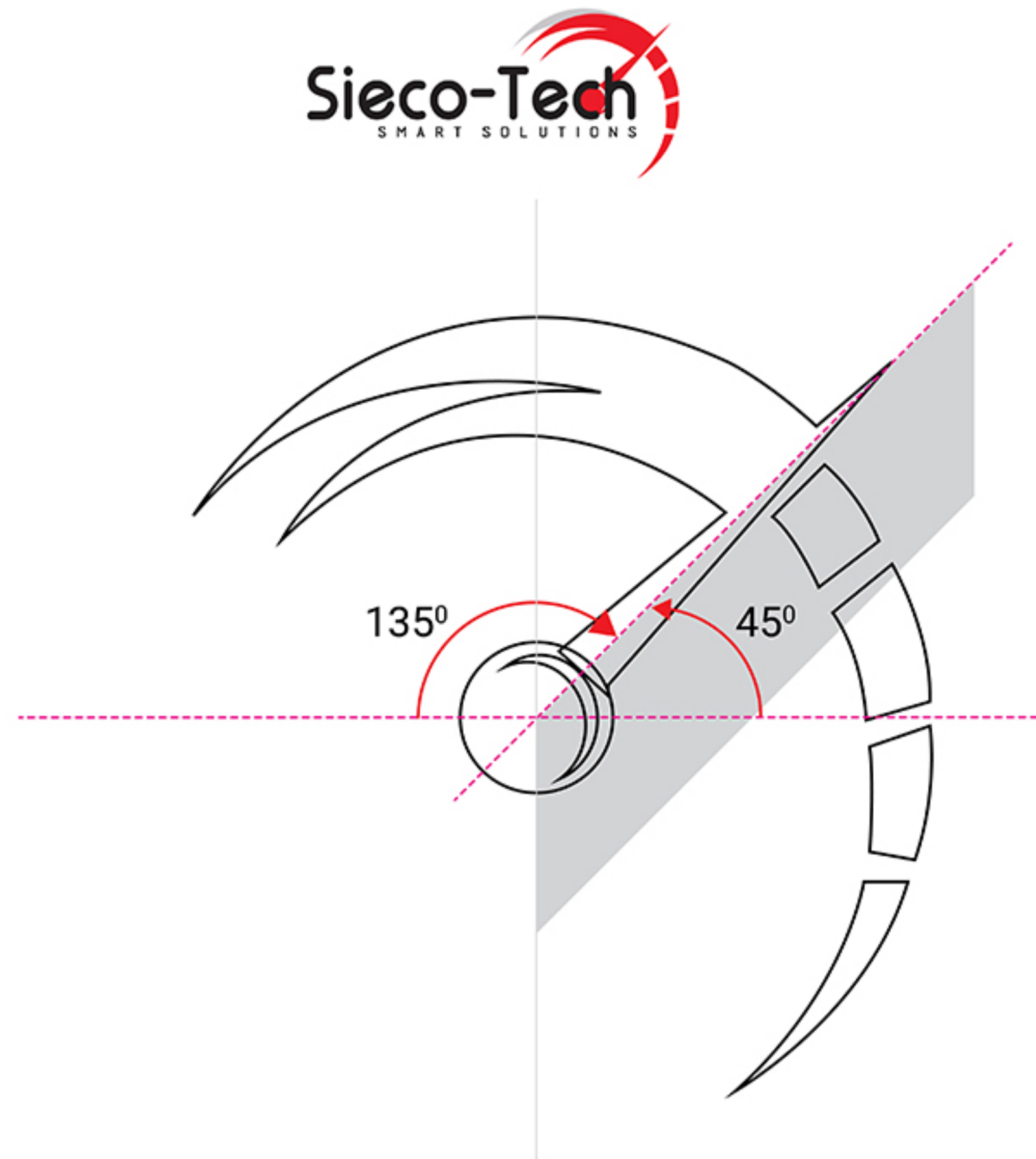
# Brand elements / Shapes

## Overview

The Shape, derived from the Sieco-Tech logo and referred to as the Performance symbol or meter symbol, serves as a proprietary graphic element that provides the brand with a unique identity. This distinct shape plays a crucial role in building brand recognition and consistency. For instance, when used across various materials, such as flyers, its presence immediately identifies it as a Sieco-Tech document due to the shape's distinctiveness.

In addition to its uniqueness, the Shape contributes to creating visually appealing and well-structured layouts. By incorporating the shape into designs, it adds a dynamic and cohesive element that enhances the overall aesthetics and creates a unified visual language. Its versatility allows it to serve as a design element, complementing the overall composition while maintaining brand integrity.

The Shape not only gives Sieco-Tech a unique character but also acts as a practical tool for establishing brand identity. Its presence within designs helps to differentiate Sieco-Tech materials from others, reinforcing the brand's presence and increasing recognition among the target audience. With its ability to unify and enhance layouts, the Shape strengthens Sieco-Tech's visual identity, making it instantly recognizable and distinctive in the market.





# Brand elements / Shapes

## Layouts in use



www.siecotech.com

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# Brand elements / Shapes

## Layouts in use



This advertisement features a woman wearing a yellow hard hat and a high-visibility vest, smiling and holding a tablet. The background is a blurred industrial setting. The layout includes a blue diagonal shape on the right side containing text and a logo.

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Made to Measure

SP MET



This advertisement features a young child pointing at a glowing light fixture. The background is dark, making the light stand out. The layout includes a green diagonal shape on the right side containing text and a logo.

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**Made to Measure**

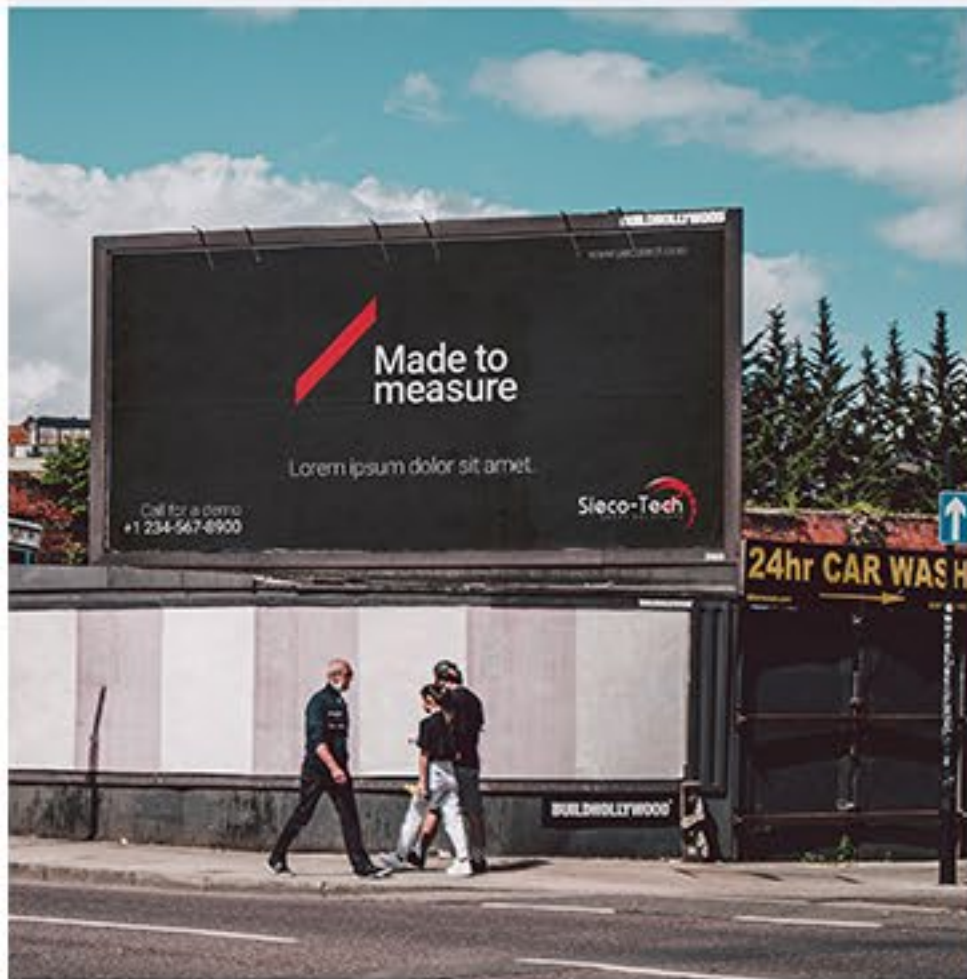
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SP MET

# Brand elements / Logo

## Logo placement in use



# Brand elements / Applications

Social media



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Introducing Sieco-Tech

**Made to measure**

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**#LoremIpsumSieco-Tech**



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**Made to measure**

# Brand elements / Applications

Wall branding



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## Made to Measure

# Brand elements / Applications

Van branding



# Brand elements / Applications

Event booth



# Brand elements / Shapes

## Principles

By adhering to the relationship between the 135-degree angle and the 45-degree angle, users can leverage this design principle to create additional shapes while maintaining the integrity of the original shape. This design approach allows for the expansion and exploration of various forms, all grounded in the foundational design principle of the shape.

By preserving the consistency and relationship between these angles, new shapes can be generated that possess a cohesive and harmonious visual language. These additional shapes maintain the recognizable attributes of the original shape, reinforcing brand recognition and creating a sense of continuity.

This principle not only provides creative freedom but also ensures that the new shapes align with Sieco-Tech's established design identity. It allows for flexibility in incorporating the expanded shape repertoire into different design elements while upholding the brand's unique character.

