



SRI SATYAM
COMPUTECH

Sri Satyam Computech is an ISO-certified, MSME, and SEZ-supplied leader in IT and connectivity solutions, proudly serving organizations across Telangana and Andhra Pradesh since 2014. As a Tier-3 partner of major brands like Dell, HP, and Lenovo, we specialize in comprehensive sales, support, and service for all types of computers, laptops, and servers, holding a proven track record of selling up to 2,000 laptops annually. Our expertise extends to critical infrastructure, including networking, video conferencing, PA systems, and CC camera solutions, demonstrated by our successful completion of over 200 projects in both the public and private sectors, driven by our commitment to innovation and delivering reliable, high-performance technology.

Sri Satyam Computech Express the Brand

Connecting Technology with Trust.
“Empowering digital transformation through innovation,
reliability, and integrity.”

1. The role of the Satyam Computech brand
3. Logo
4. Logotype
5. Typography
6. Color
7. Grids
8. Tiles
9. Photography
10. Illustration
11. Icons
12. Putting it all together
13. Showcase

What brand should I use, and how does this guide fit in?

At SriSatyam Computech, we offer a wide spectrum of IT services and solutions – from system support to enterprise infrastructure setup. To maintain a consistent and professional image across all our communications, this brand guide ensures that every visual and written element reflects a unified identity.

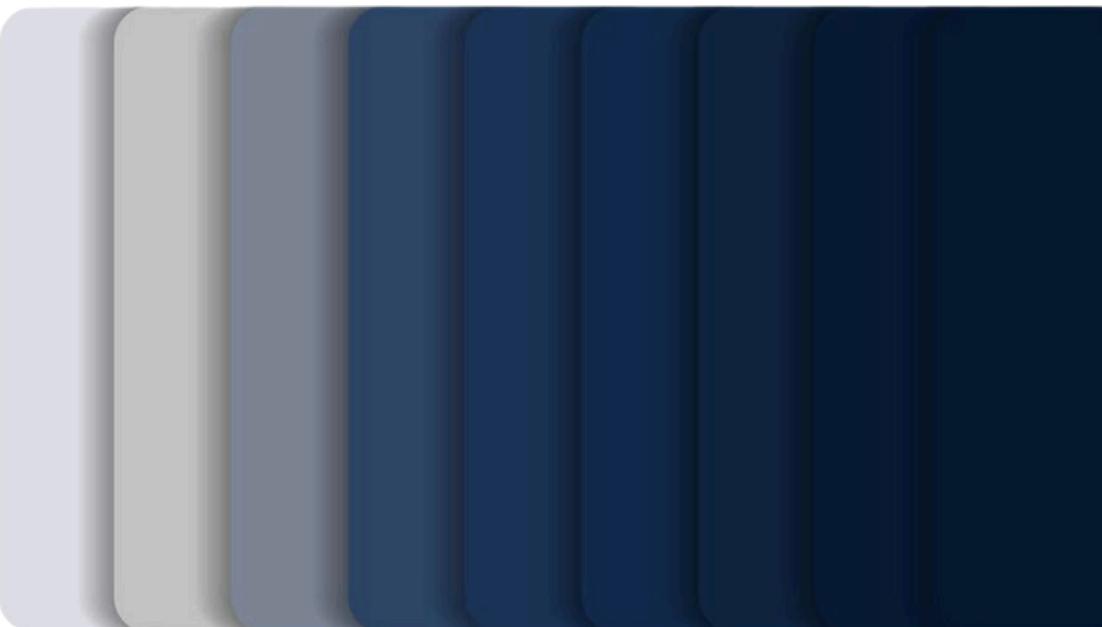
When creating materials not tied to any specific service category (e.g., IT Hardware Sales, AMC, or Cybersecurity), or when representing multiple services together, SriSatyam Computech becomes the lead brand.



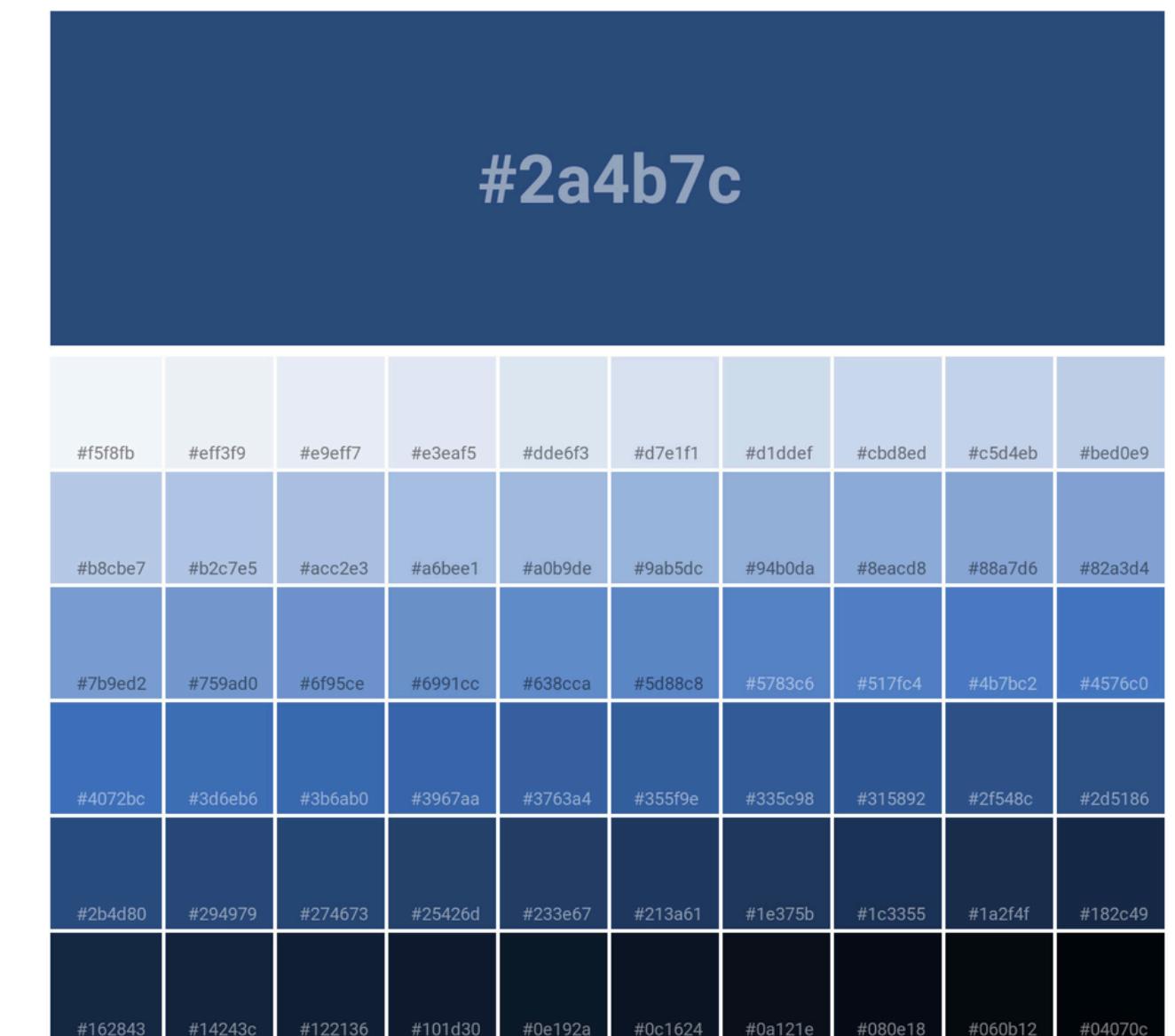
LOGO



TYPE



BRAND COLOURS



THE PERFECT LOGO

The Sri Satyam Computech logo represents the brand's core values of trust, connectivity, and innovation. Its design reflects stability and forward movement, symbolizing the company's continuous growth in the IT and digital infrastructure sector. The clean lines and modern typography convey professionalism and technological precision. The logo serves as a visual anchor of our brand identity – simple, strong, and instantly recognizable.



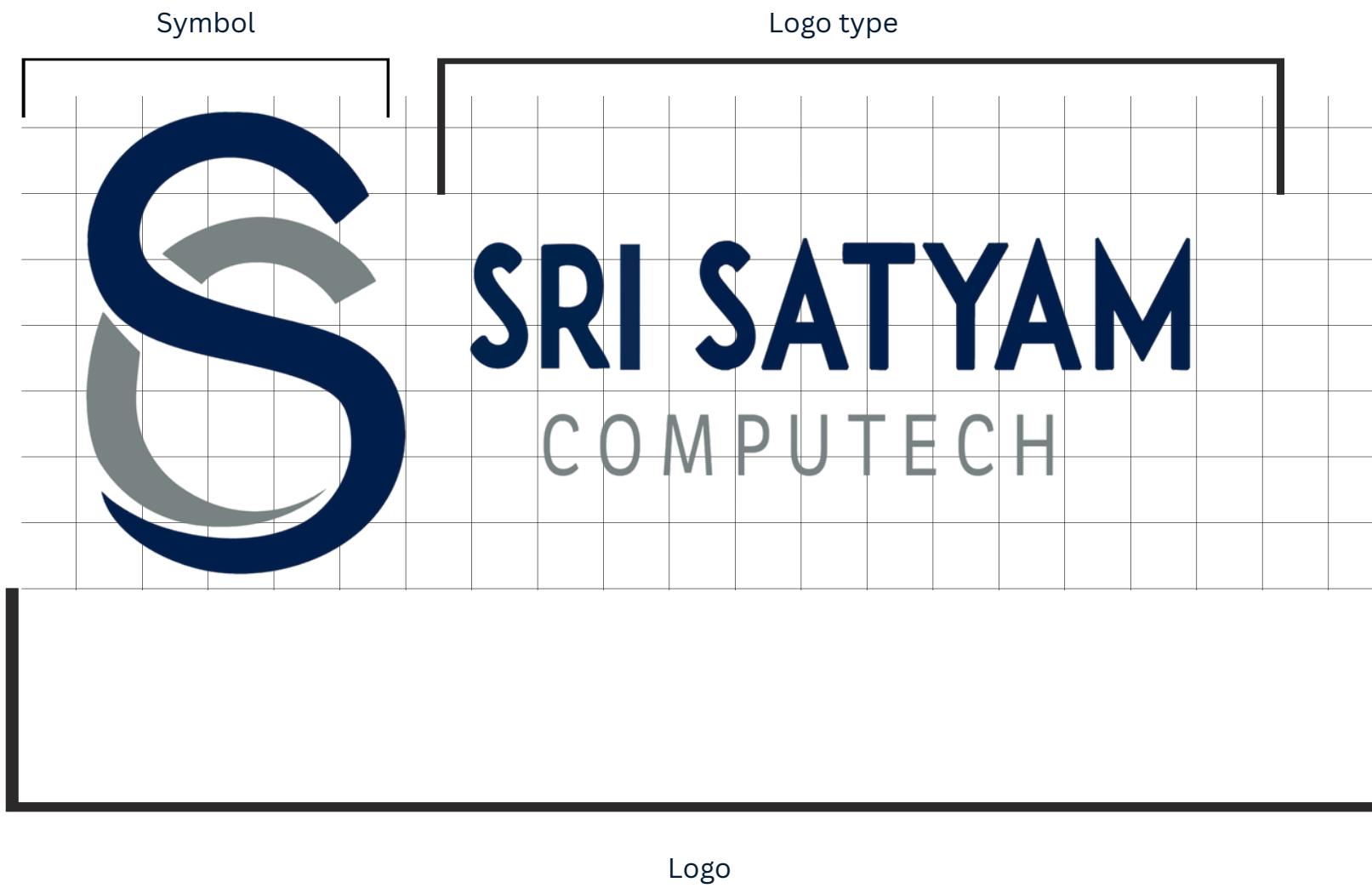
ALMOST WE USE THE
BLUE COLOR PALATTE
COLORS FOR OUR BRAND

The Sri Satyam Computech logo must be used on all internal and external communications. It represents our company's identity and should appear on all official materials, including business documents, marketing content, digital platforms, events, and products. Always use the approved versions to ensure clarity, visibility, and brand integrity.



The Logo =
Symbol + Logo type

The Sri Satyam Computech logo combines a modern symbol representing connection and innovation with a clean logotype that reflects trust, clarity, and professionalism. Together, they create a unified identity that embodies our brand's commitment to technology and reliability.



Let the logo breathe

Clear space

Always give the Sri Satyam Computech logo enough open space to stand out clearly.

This space keeps the design balanced and ensures legibility across all applications.

The minimum clear area must equal the height of the letter "S" in Satyam.

No text, icons, or graphics should enter this zone.

Minimum size

To maintain clarity and impact:

Print: never smaller than 1 inch (25 mm) wide

Digital: never smaller than 70 pixels wide

Registration marks

In marketing, registration marks on the logo are no longer necessary, except in consumer packaging applications.



Minimum size



On-screen: 70 px
Print: 1" (25 mm)

Color variations

The Sri Satyam Computech logo is designed to work across different mediums and backgrounds while maintaining visual integrity. Its color balance — Navy Blue and Steel Gray — represents trust, stability, and modern technology. To preserve consistency,

The primary logo (Navy Blue and Steel Gray) should be used on white or light backgrounds.

This version best reflects the brand's professional and contemporary character.

A white version of the logo may be used on dark or colored backgrounds where contrast is required.

Ensure the logo remains clear and legible at all times.

Full-color positive



Full-color reverse



Acceptable backgrounds for the full-color logo

The full-color Sri Satyam Computech logo may be used on approved brand colors or clean, minimal areas of photographs where visibility and contrast are maintained.

Refer to the brand color palette section for specific color values and usage guidance.



Sometimes Srisatyam leads, sometimes it supports.

In cases where the full-color Sri Satyam Computech logo cannot be used – or when the company is endorsing a partner brand, project, or collaboration – use the logotype only.

This ensures a clear, consistent presence while allowing the partner or featured brand to remain in focus.

The Sri Satyam Computech logo or logotype must appear on all official communications, materials, and digital assets to maintain brand recognition and authenticity.

For use in video, broadcast, or animated formats, please contact the Sri Satyam Computech brand design team for approved artwork and placement guidelines.

Sri Satyam branded communications



Logotype placement in digital communications

The Sri Satyam Computech logotype must appear clearly and consistently in all digital communications – including advertisements, social media banners, presentations, and video end-panels.

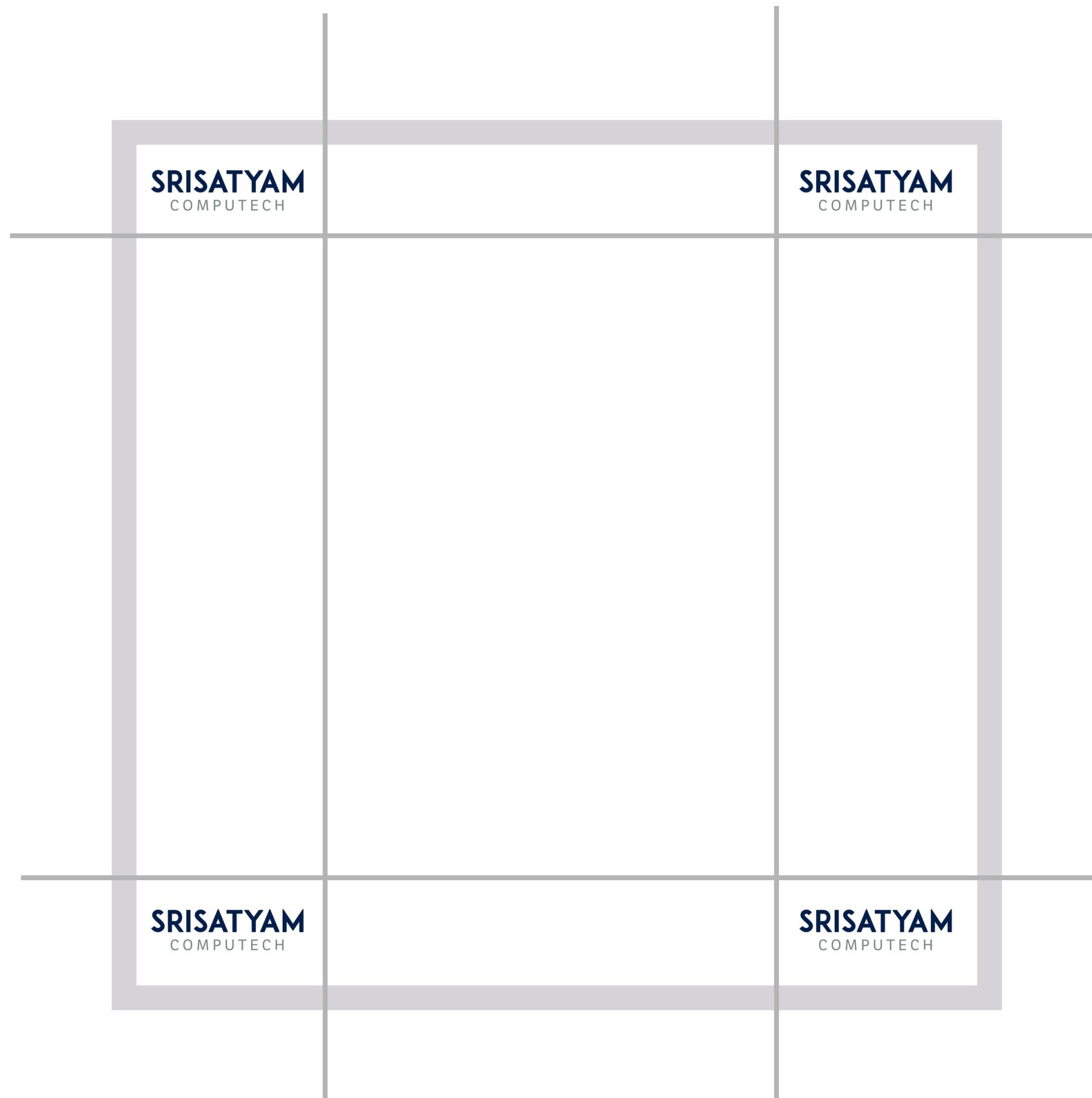
It should always be displayed for a minimum of one second in motion content or animations.

The logotype may appear in one of two ways:

1. Shared call-to-action end panel – alongside other partner or campaign elements.
2. Alone on the end panel – representing the brand independently.

In space-constrained layouts, place the logotype in one of the four corners of the frame, keeping equal distance from two adjacent edges for balanced alignment.

When displayed with partner or sub-brand logos, maintain a clear space of at least two “S” widths from the Sri Satyam Computech logotype to ensure visibility and visual hierarchy.



Type is beautiful, and it matters

Typography is more than a design choice — it's how our brand speaks.

It shapes the way we communicate ideas, conveying clarity, confidence, and precision in every message. The chosen typeface for Sri Satyam Computech reflects our values: modern, professional, and human-centered.

Clean and easy to read, it mirrors our commitment to clarity, reliability, and technology-driven simplicity.

Our typography works quietly yet effectively — allowing every message, from technical detail to customer communication, to feel authentic, approachable, and trustworthy.

Use Canva Sans
Keep it simple
Limit type sizes to three
Keep text flush left
Use sentence case

Canva Sans is our type family

We use Canva Sans, a modern and versatile type family that reflects Srisatyam Computech's focus on clarity, precision, and innovation. It's clean, approachable, and built for seamless readability across all formats.

Canva Sans Regular is the brand font used for print and graphic design, while Canva Sans UI (or web-safe equivalents) is used for on-screen and digital executions.

This type family strengthens our visual identity by maintaining consistency across every platform – from presentations to web interfaces and marketing materials.

Canva Sans Print

Use for all print applications.

Canva Sans Light

ABCDEFGHIJKLMNPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Senva Sans Regular

ABCDEFGHIJKLMNPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Segoe Pro Semibold

ABCDEFGHIJKLMNPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Segoe Pro Bold

ABCDEFGHIJKLMNPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Canva Sans Screen

Use for on-screen applications like PowerPoint, email, and websites.

Segoe UI Light

ABCDEFGHIJKLMNPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Segoe UI Regular

ABCDEFGHIJKLMNPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Segoe UI Regular

ABCDEFGHIJKLMNPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Segoe UI Bold

ABCDEFGHIJKLMNPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Size and Weight

- Limit type usage to no more than three sizes for consistency.
- Use Canva Sans Light for large headlines and hero statements.
- Use Regular or Semibold for small text and over image backgrounds for better legibility.
- Use Semibold or Bold for subheads, but not for main headlines.
- Avoid using Black or Condensed weights except for strong emphasis.

Case

- Use Sentence case for all Srisatyam communications.
- Use All uppercase sparingly – only for short titles, headings, or emphasis.
- Never use all-lowercase type.

Line Spacing

- Maintain consistent line spacing between text blocks.
- Refer to the Typography Spacing Table for exact leading values by text size.

Letter Spacing

- Letter spacing (tracking) controls the space between letters.
- Canva Sans defaults to neutral spacing (0), which ensures good readability.
- Adjust only when needed for large headlines (typically -10 to -15).
- Ensure no characters overlap or touch.

Justification

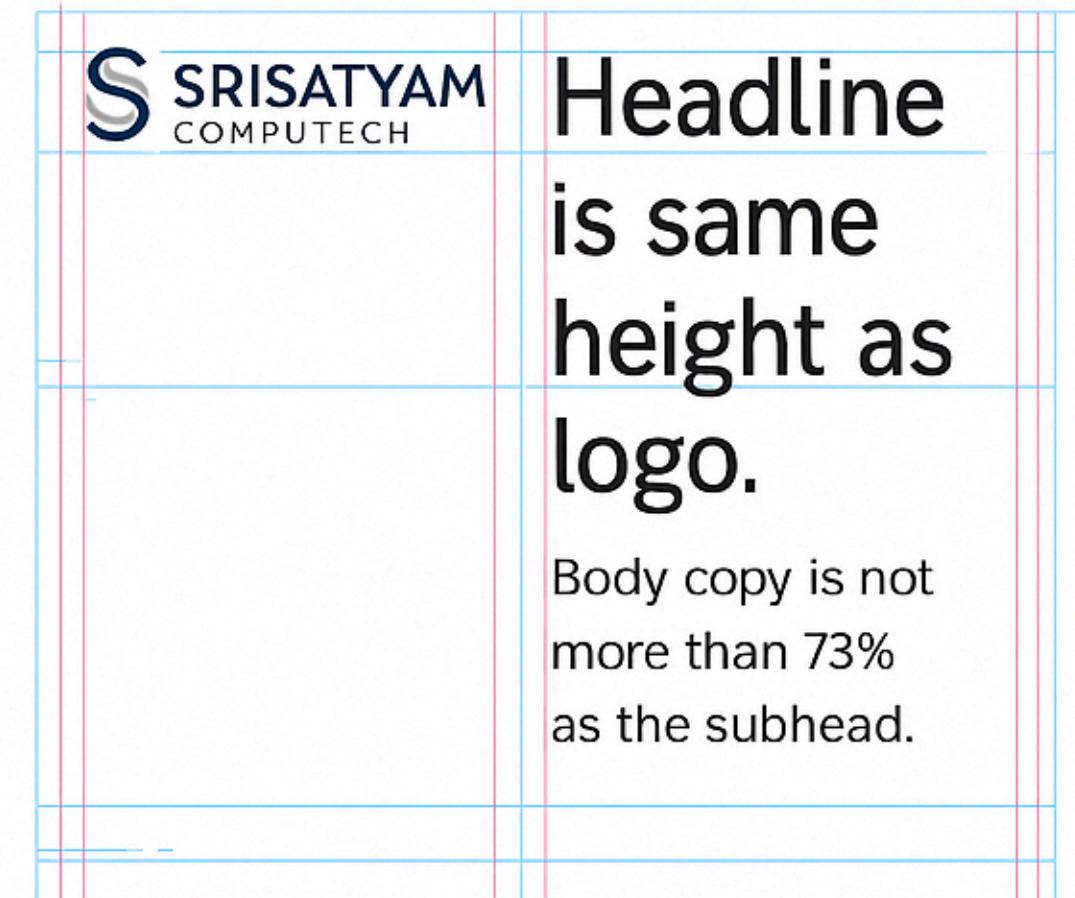
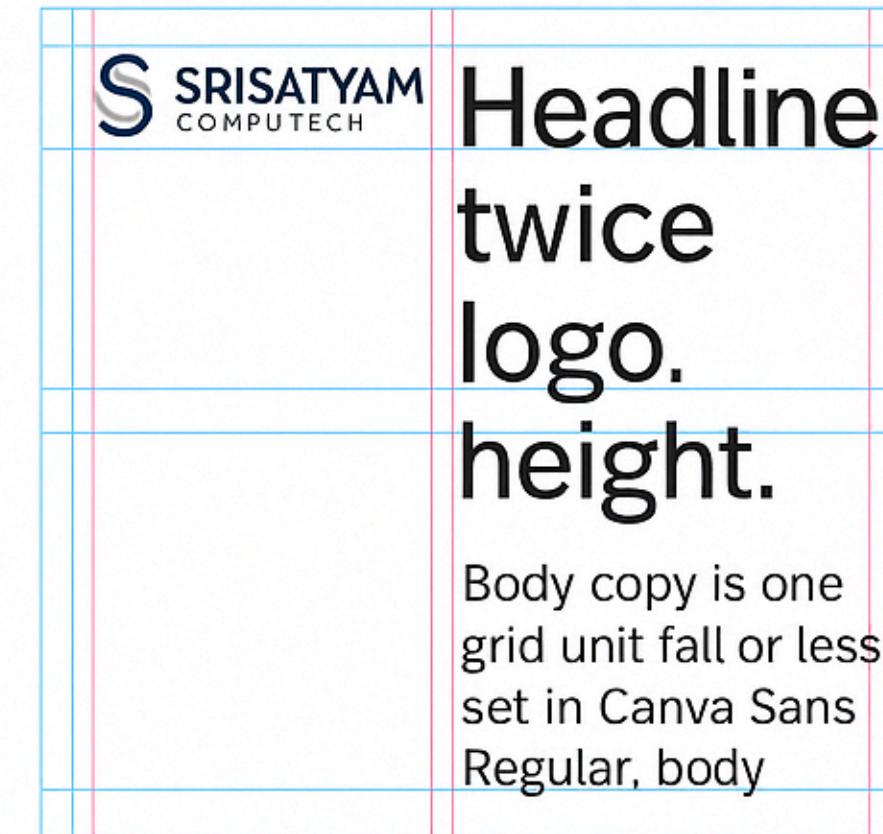
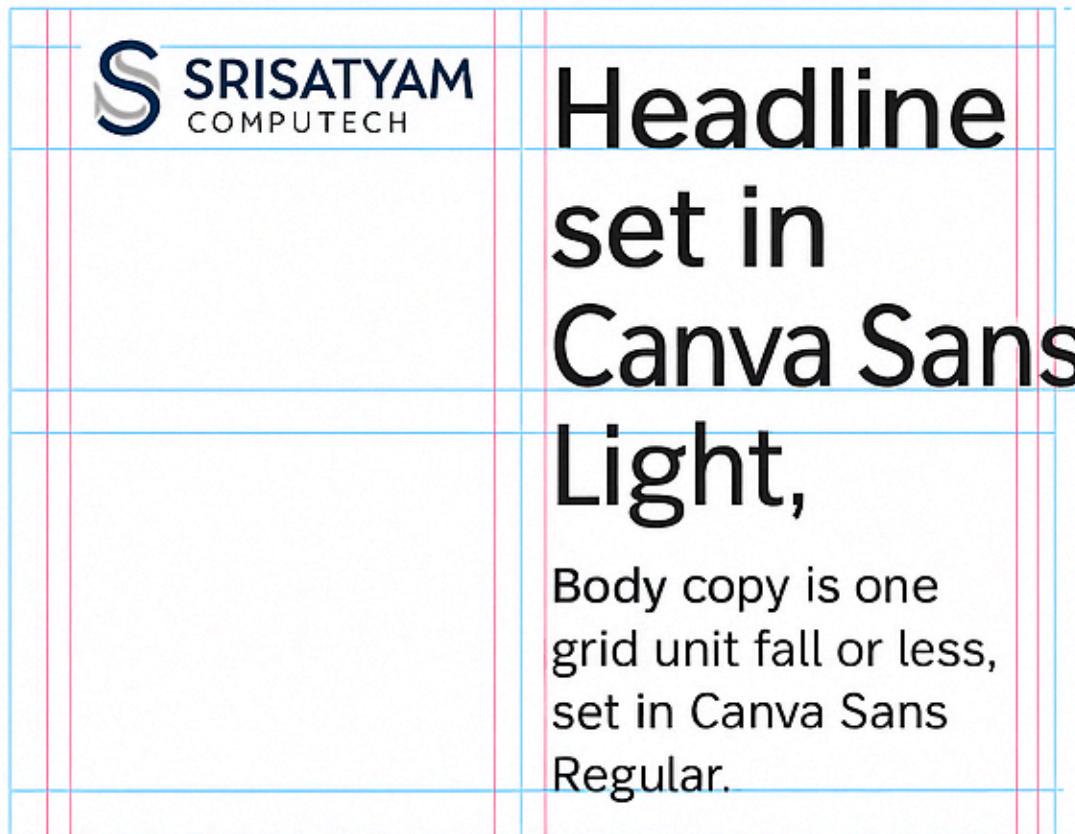
- All text should be flush left, ragged right.
- Avoid center or full justification.
- Prevent widows, orphans, and line breaks with hyphens.

Typography Spacing Guidelines – Srisatyam Computech (Canva Sans)

| Text Type | Font Size Range | Tracking |
|---------------|-----------------------|----------|
| Body text | 120% (minimum) | 0 |
| Subhead text | 110% (minimum) | -10 |
| Headline text | 120% (maximum) | -15 |
| TextSize rand | 120% (maximum) | |

Type size and relationships

While there are many possibilities in the size and style of type, here are some proven relationships for using Segoe in composition.



Our palette, our personality

Color defines experience — it evokes emotion, drives focus, and connects people.

At Srisatyam Computech, color reflects the way we think — modern, intelligent, and precise.

Our palette represents the values we stand for: trust, clarity, and forward-thinking innovation.

Bright yet balanced, our colors bring depth and cohesion to every design, ensuring that every touchpoint — digital, print, or spatial — feels unified and distinctly Srisatyam.

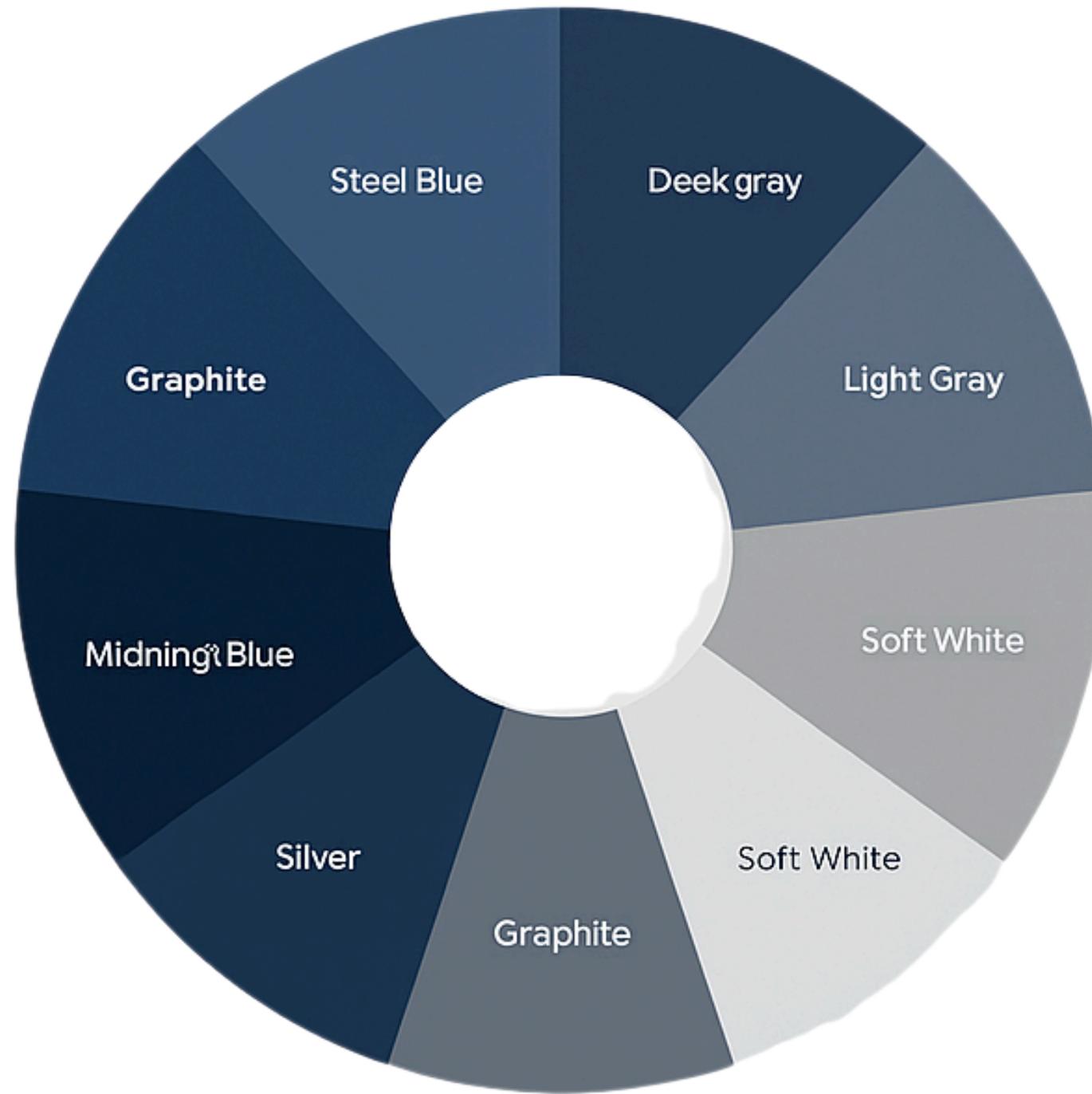
Choose one of the 10 core colors from our palette as the primary tone in your layout.

Use lighter and darker tints to build contrast, hierarchy, and harmony across all applications.

Our blues express confidence and intelligence.

Our grays express balance and sophistication.

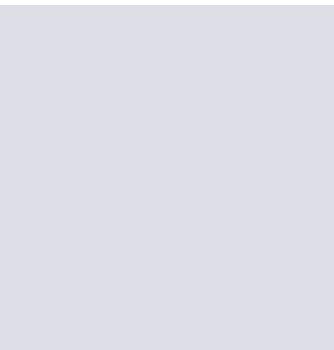
Together, they shape a brand that feels grounded yet dynamic — professional, dependable, and modern.



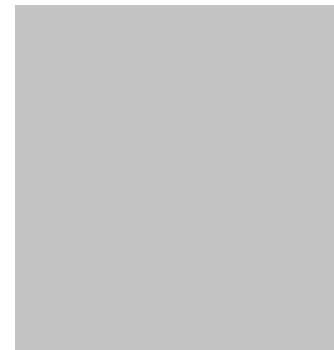
Use the 10 core colors in the right places

Use RGB and HEX values for all on-screen and digital applications. For print, always use CMYK builds or Pantone (PMS) colors as specified.

Each Satyam color is carefully optimized for both digital and print reproduction to ensure accuracy and vibrancy across mediums. Refer to the provided color specifications – RGB, HEX, CMYK, and PMS – for every color in the Satyam palette. Avoid relying on automated color conversion tools within design software, as they can distort color fidelity and brand consistency.



PaleLavender
C3 M3 Y0 K10
R222 G222 B230
HEX #DEDEE6



Light Gray
C0 M0 Y0 K24
R195 G195 B195
HEX #C3C3C3



Medium Slate
C16 M10 Y0 K42
R124 G133 B148
HEX #7C8594



Dark Blue-Gray
C55 M32 Y0 K60
R46 G69 B102
HEX #2E4566



Deep Navy
C3 M3 Y0 K10
C66 M40 Y0 K66
HEX #1D3456



Very Dark Blue
C72 M42 Y0 K70
R21 G44 B76
HEX #152C4C



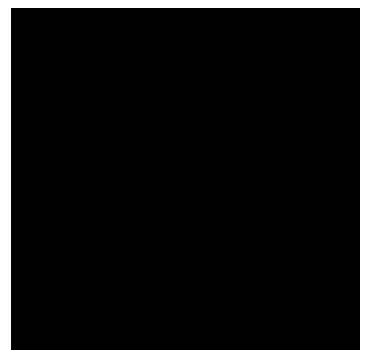
Near Black Blue
C71 M41 Y0 K75
R18 G37 B63
HEX #12253F



Dark Cyan-Blue
C84 M52 Y22 K70
R9 G28 B56
HEX #091C38



Pure Black Blue
C87 M48 Y0 K81
R6 G25 B48
HEX #061930



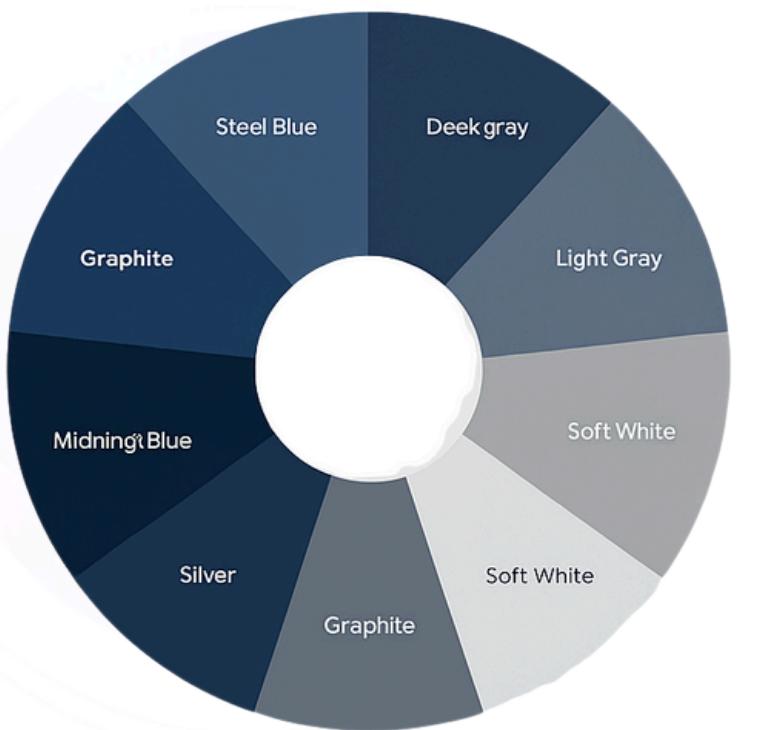
PaleLavender
C3 M3 Y0 K10
R222 G222 B230
HEX #DEDEE6

Powerful color combinations

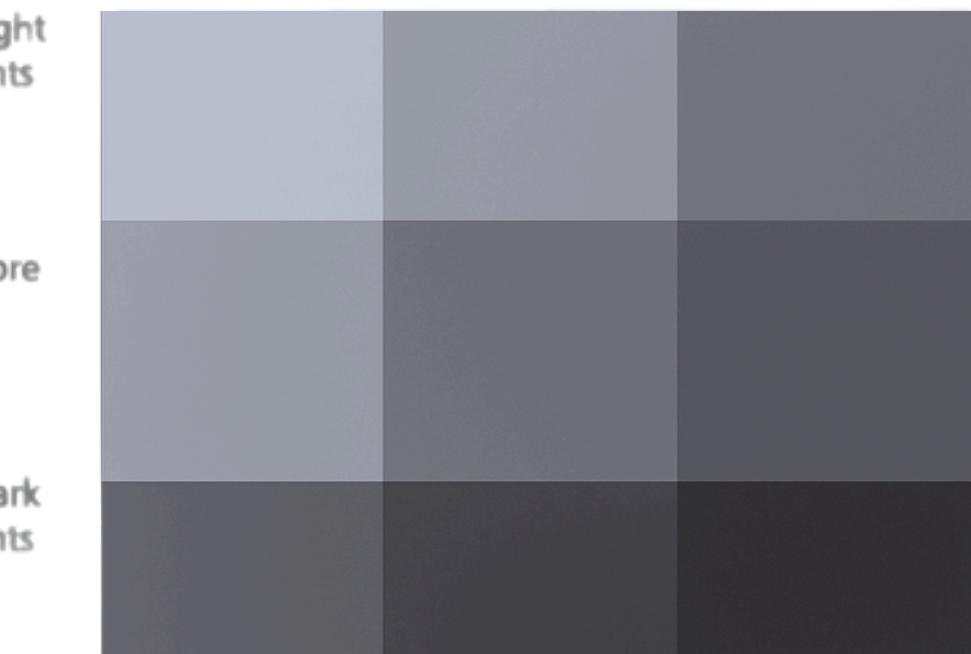
Satyam's color system is built on balance, clarity, and cohesion.

These sample color pairings demonstrate harmonious combinations derived from the Satyam color palette. When designing, select a minimum of one and a maximum of four colors from a chosen group for any application — excluding white, gray, or black. To preserve contrast and impact, use no more than one light tint within a composition.

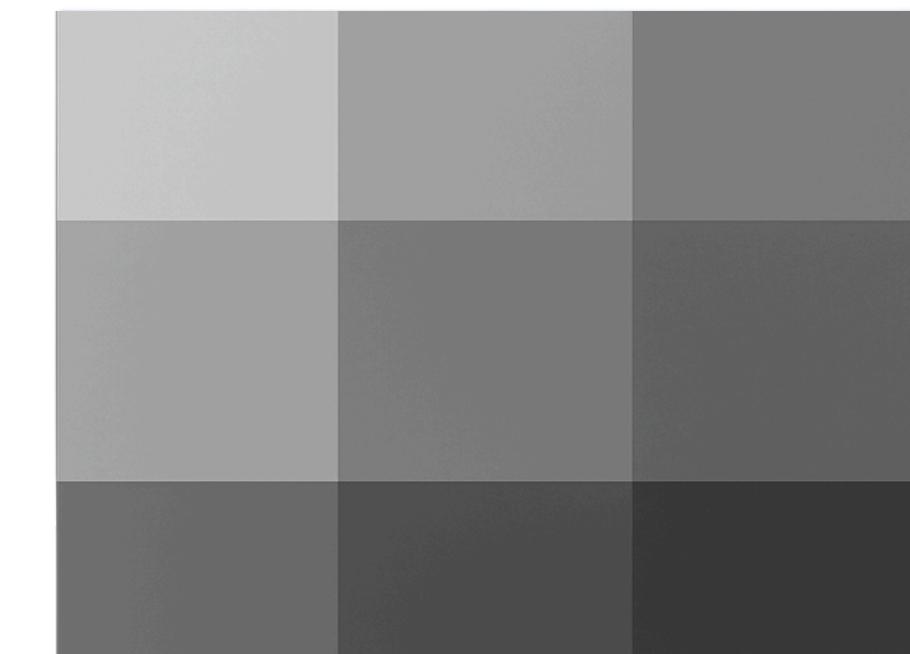
Consistent and thoughtful pairing of Satyam colors enhances visual unity, strengthens recognition, and reflects the brand's confident and modern identity.



Group 1



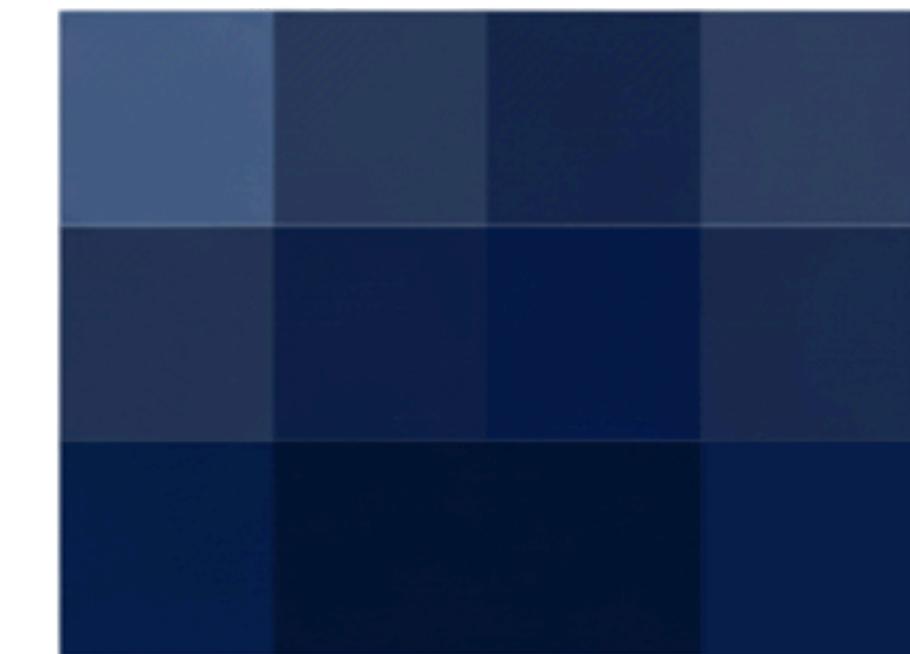
Group 2



Group 5



Group 3



Using transparency when content tiles interact with photos

Cornerstone elements must always remain 100% opaque to preserve the integrity and strength of the Satyam brand.

However, content tiles and graphic overlays may use controlled transparency when placed over imagery. Because colors respond uniquely to different photos, transparency levels should typically range between 80% and 100% opacity.

The goal is to maintain each color's depth and vibrancy while introducing a soft, balanced overlay effect that enhances – not obscures – the underlying image.

Consistency in transparency ensures a polished and cohesive visual experience across all Satyam communications.

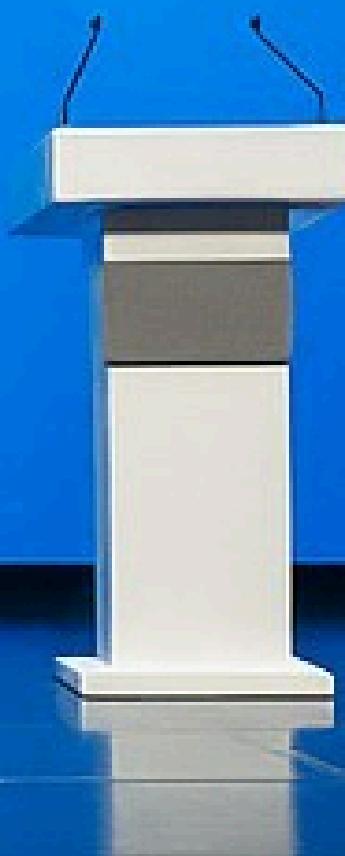


Internal banner

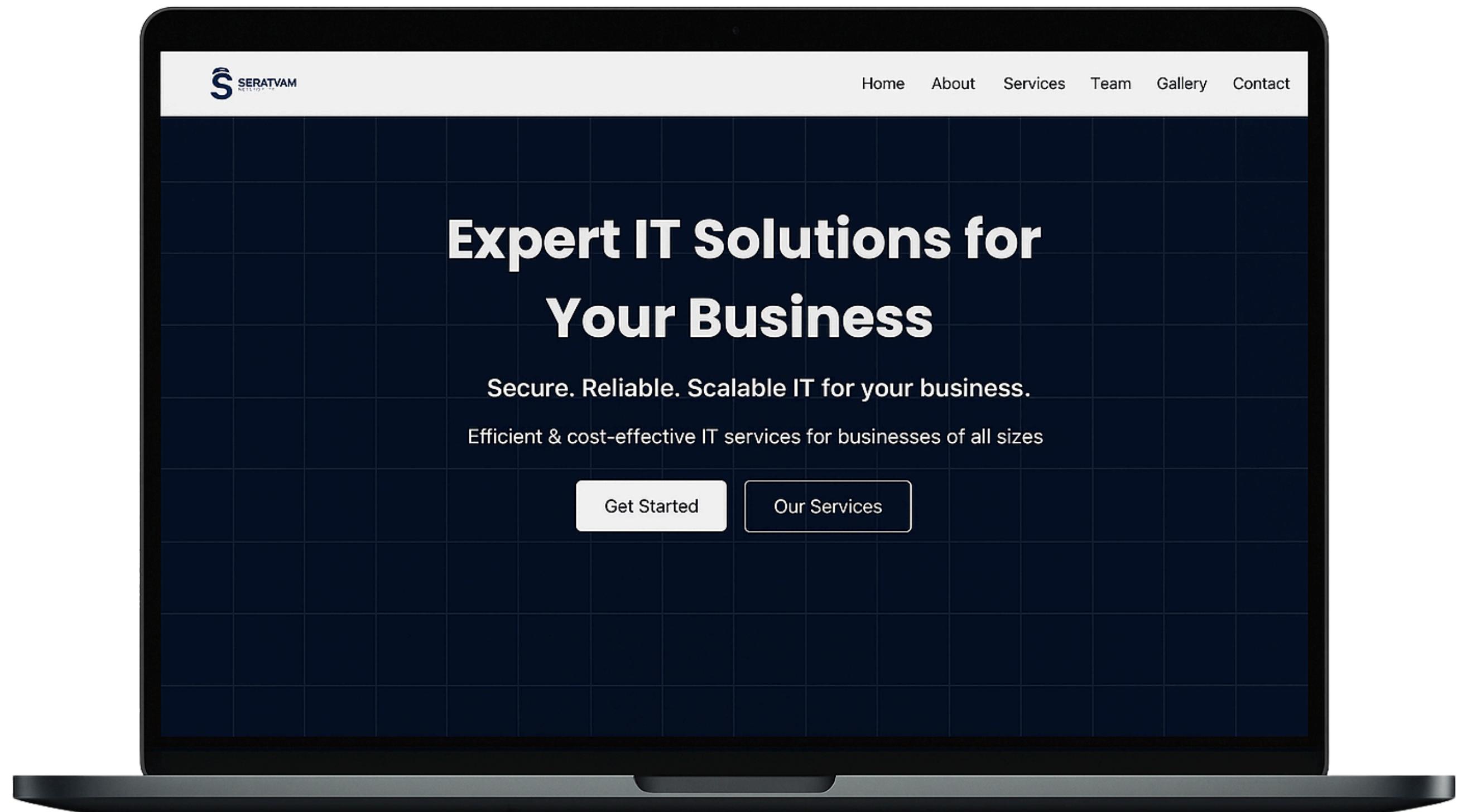
Showcase: some examples of what's possible with our visual identity system

What we want people to think:
It's fresh
It's simple and easy
It's helpful
It's beautiful—I want it
It feels like Sri Satyam Computech

Tech Companion



Internal SharePoint



Letter Head

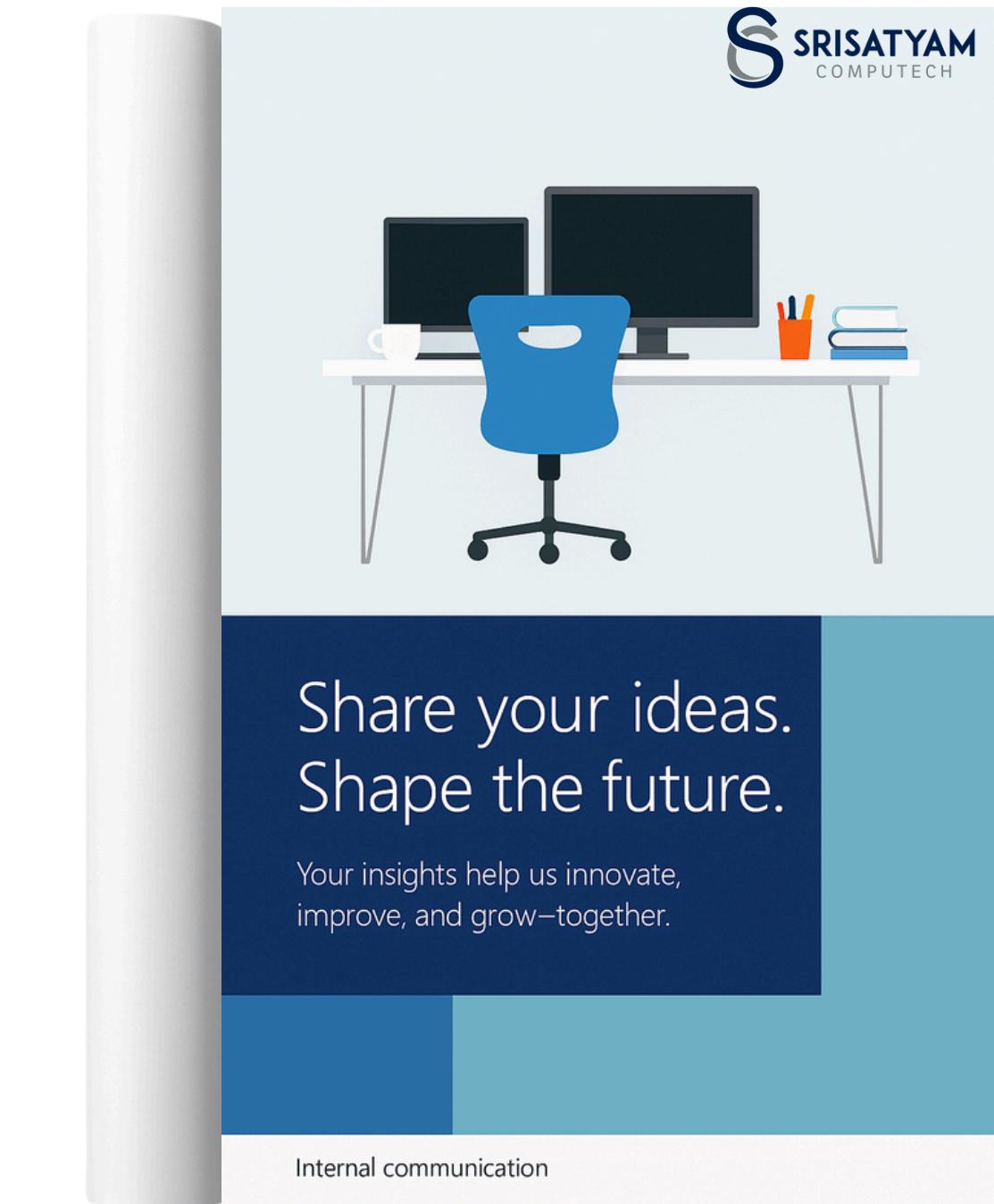
Satyam Computech specializes in delivering dependable IT services and tailored software solutions for organizations of all sizes. We are committed to consistent quality, timely execution, and technology that actually solves business problems.



Print ads



External communication



Internal communication

Billboard



Your business.
Powered
smarter.

Make every move count with smarter
data streaming, secure and

Your business.
Powered smarter.

Srisatyam Computech -
transforming technology into performance

Print ads



Your data.
In the cloud.

Secure-Scalable-Seamless.



ID card



I'D card



Vertical event banners



Your systems, ready for what's next.



From infrastructure to innovation, Srisatyam Computech delivers scalable solutions that keep you ahead

Smarter systems, Stronger support.
Seamless growth.

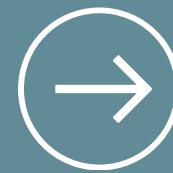
Design matters

If you've reached this point, you have our respect.

It shows that you share our belief in precision, clarity, and the value of design done right.

Every element – color, space, and typography – carries meaning.

Applying these principles takes discipline and care, but every piece of communication we create together becomes stronger, clearer, and more unified.



brand@satyamcomputech.com

Thank you