

Brand Book

Seyfor

2022

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WE AIM TO CONQUER EUROPE



Seyfor

WE AIM TO CONQUER EUROPE

In 1990, **Cígler Software** was established.
After two successful decades and domestic and foreign acquisitions, we grew into a **holding of software solutions for the small and large – Solitea.**

We are now home to over **30 brands, 1,600 people, and a turnover of CZK 3 billion.**

We have never been more ready to conquer Europe, and our brand must be similarly prepared.

GOLDEN RULE



GOLDEN RULE

The golden rule states that 80% of IT meetings is for listening and only 20% for talking.

And while much has changed over the past 30 years, our ability to listen to the needs of our clients and employees still defines us.

So if you ever need anything, just say.

That's why we're now called SEYFOR*

*(a stylised compound of **say** and **for**)

SEYFOR



Seyfor

Whether you need to connect branch systems around the world, better organise your e-commerce warehouse, or take the worry out of accounting for your corner-shop artisan bakery. **Just say, we're listening.**

Just sey it!

We're listening.

Seyfor

OUR BELIEFS



OUR BELIEFS

We believe all those zeros and ones, processors, RAM and databases, should work for you. Not against you. They should save you time and energy, be more of a „**Click here**“ than „**It's bugging out again**“.

We believe technology can be truly useful for humanity, and that the right „this is how“ answers can only be found after careful listening.

We believe that if it came down to „**humanity versus technology**“, the outcome would be clear:

a win for humanity.



CLAIM



Seyfor

CLAIM

Just say it, we're listening. Yet to confirm that only we can really say this, we write this sentence with a slight modification: „**just sey it**“. By so doing, we can better link our claim to the brand and stake a competitive advantage.

Just sey it!

CLAIM

**Unlimited
leave?**

Just sey it!

Just sey it!

Claims can be variously positioned and used to answer questions in the window.

Here it is positioned in the button under the window , and you can choose from three background brand colours.

CLAIM

Or it can be used as branding together with the SEYFOR logo, or as a stand-alone claim with a web link to SEYFOR.

Just sey it!
seyfor.com

Seyfor

Just sey it!

WHY WE DO,
WHAT WE DO



Seyfor

**WHY WE DO,
WHAT WE DO**

**To make
technology fit
human needs.**



OUR VALUES



OUR VALUES



PARTNERSHIP

We listen to the needs of our clients and **respect one rule – we deliver what we promise.**

Naturally, we also cultivate partnership and fairness within the company, and promote a friendly and cooperative environment.



STABILITY

We have been with our clients for **30 years.** Although we grow and our products change, we still keep the same course.



EXPERTISE

We are IT professionals, yet we understand our clients' craft. **We can advise and bring a long-term functional solution.** We are also constantly learning through new projects and ever-evolving technologies.



SEYFOR LANGUAGE

Whether a butcher, economist, or the head of a multinational corporation, we always speak in a way they can understand.

In their own language.

They focus on their line of business, and might not know how to write an SQL nested query or what a common table expression is. They want to know where to click to download an invoice, see the warehouse status, or add bonuses to wages.

We are not prim or starchy, and can lighten the mood with humour when needed. In short, we are that **hotshot** who explains everything simply and clearly.

It's the only way to be truly useful.

LOGO



Seyfor

The image shows the word "Seyfor" in a dark teal, bold, sans-serif font. The text is overlaid on a light gray grid. The grid consists of 10 vertical lines and 6 horizontal lines. The word "Seyfor" is positioned between the second and fifth horizontal lines. Below the word, there are six small gray squares, each centered under a vertical grid line. The squares are located at the intersections of the second, third, fourth, fifth, sixth, and seventh vertical lines with the first horizontal line below the text.

Seyfor

Seyfor

INVERSE VARIANT

Inverse variant of the logo
in Seyfor Blue colour.

A large, dark teal rectangular area containing the word "Seyfor" in a bold, white, sans-serif font. The text is centered horizontally and vertically within the rectangle.

Seyfor

BLACK-AND-WHITE VARIANT

Black-and-white variant in positive and negative versions. Useful when working with the colour variant is not possible, or the colour variant does not fit the context.

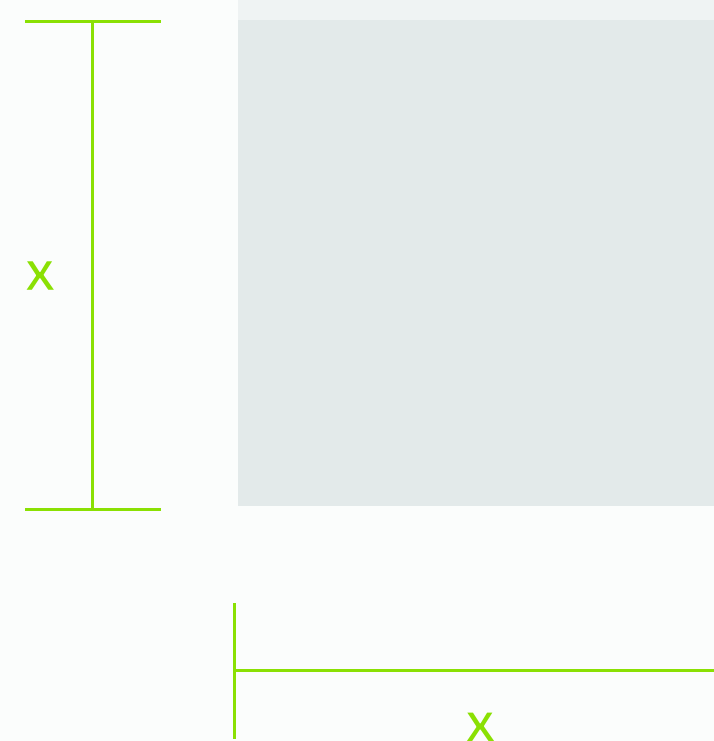
Seyfər

Seyfər

PROTECTION ZONE

The logo protection zone defines the space in which only the Seyfor logo can be located.

Therefore, no graphic elements or elements that could interfere with or significantly impair the legibility of the logo may extend into this zone.



MINIMUM SIZE

Note: if necessary or if the format does not allow otherwise, adjustment of the minimum size is allowed as required.

However, the logo must remain legible.

online version (basic shape)

Seyfər | 100 px

print version (basic shape)

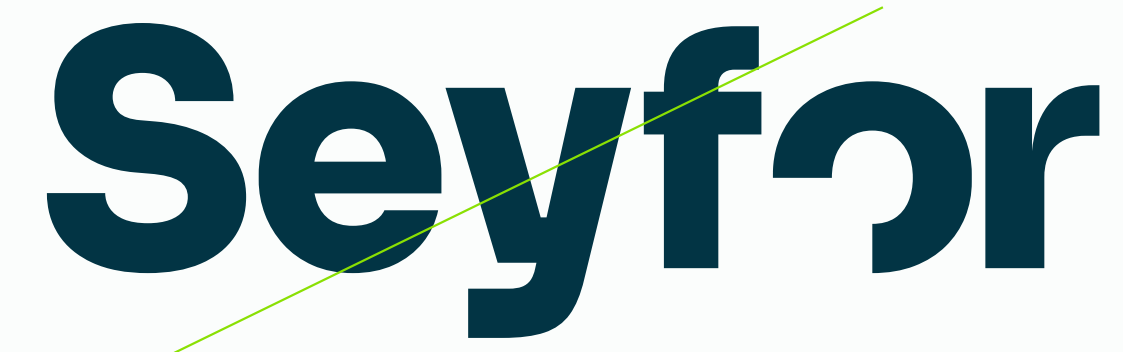
Seyfər | 5 mm

UNAUTHORISED LOGO MODIFICATIONS

The Seyfor logo cannot be altered, deformed, or rearranged in any way.

Only the logo and colour versions defined in this brand book are allowed.

Removing parts of the logo



Seyfor

The image shows the word 'Seyfor' in a dark blue, bold, sans-serif font. A thin green diagonal line is drawn across the letters 'y' and 'f', indicating that parts of the logo have been removed or altered.

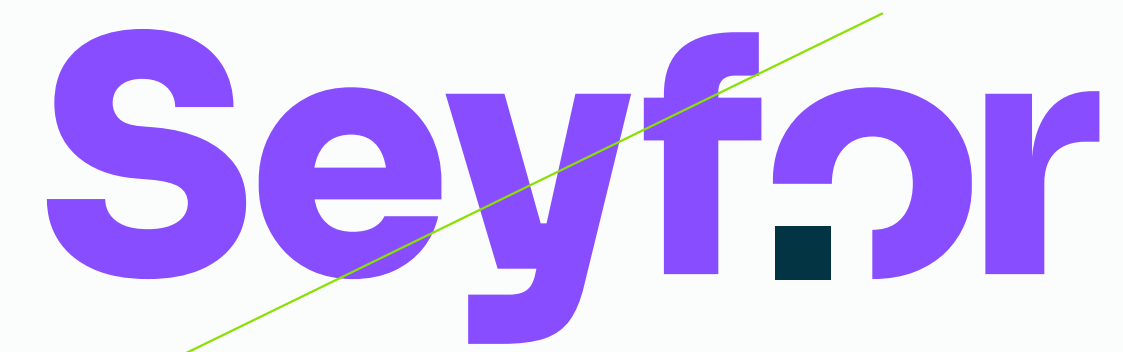
Proportional deformation



Seyfor

The image shows the word 'Seyfor' in a dark blue, bold, sans-serif font. A thin green diagonal line is drawn across the letters 'y' and 'f', indicating that the logo has been proportionally deformed.

Incorrect colour interpretation



Seyfor

The image shows the word 'Seyfor' in a purple, bold, sans-serif font. A thin green diagonal line is drawn across the letters 'y' and 'f', indicating that the color is an incorrect interpretation of the brand's color.

Change of proportions



Seyfor

The image shows the word 'Seyfor' in a dark blue, bold, sans-serif font. A thin green diagonal line is drawn across the letters 'y' and 'f', indicating that the proportions of the logo have been changed.

**ALLOWED INVERSE VERSIONS
OF THE LOGO ON COLOURED
BACKGROUNDS**



Seyfor



Seyfor

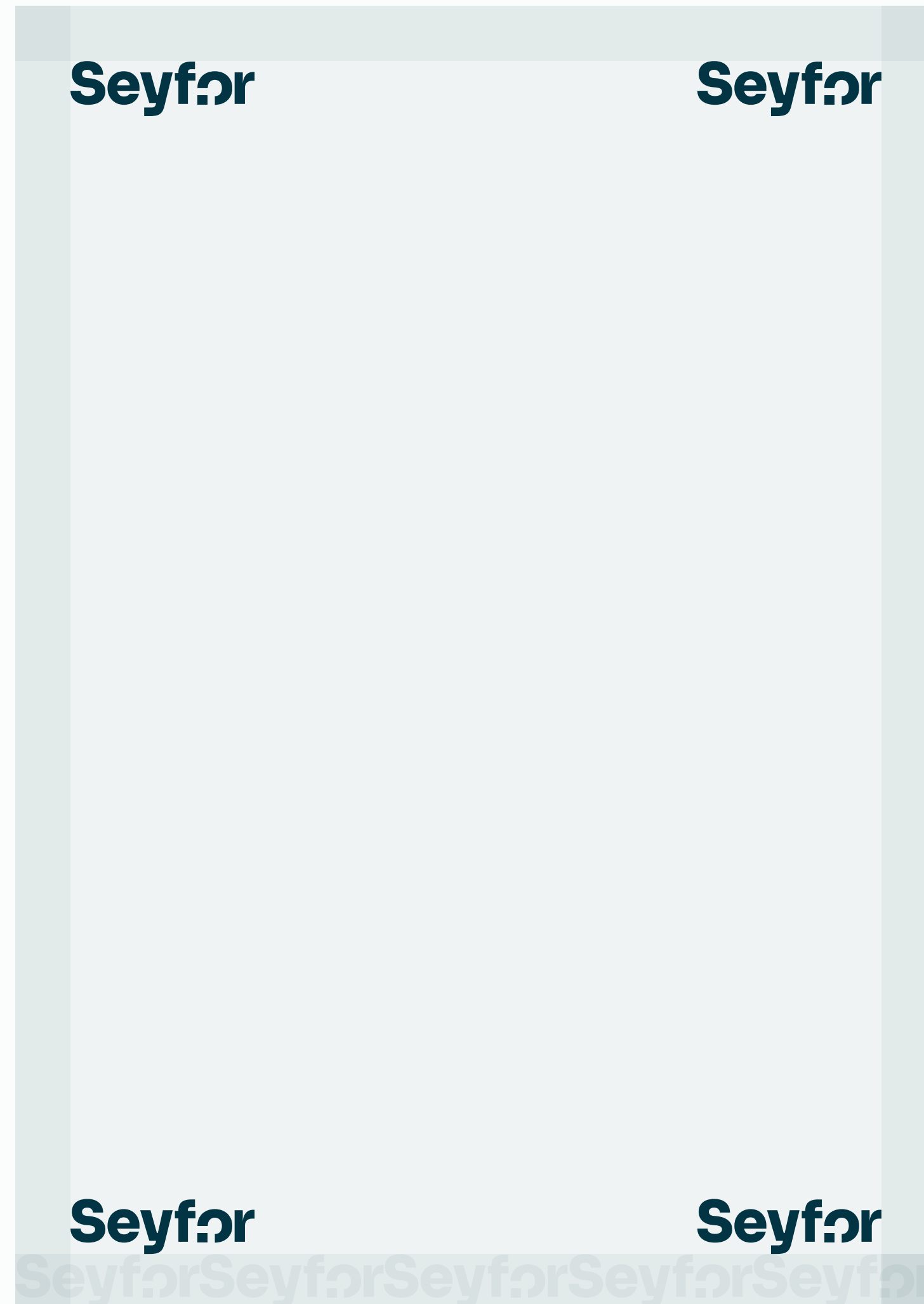


Seyfor

**ALLOWED COLOUR VERSIONS
OF THE LOGO ON COLOURED
BACKGROUNDS**



LOGO PLACEMENT



Seyfor

Vema

OneCore

Money S3

iDoklad

Byznys

Money ERP

We have simplified the new window to a basic image – a square. This element connects the entire Seyfor ecosystem. The square has its place in the logo of the main brand and sub-brands, and frames every visual output.

It does not box us in, quite the opposite. It is a window open to new visual approaches.

FAVICON

Favicon is usually a **16×16** or **32×32 px** icon in a website's root directory as favicon.ico. New recommended sizes have been created for high-resolution mobile devices, such as 180×180 and 120×120 px.



#884DFF
VIOLET

RGB
136 %
77 %
255 %

Seyfor

BRAND'S VISUAL ATTRIBUTES



BRAND'S VISUAL ATTRIBUTES

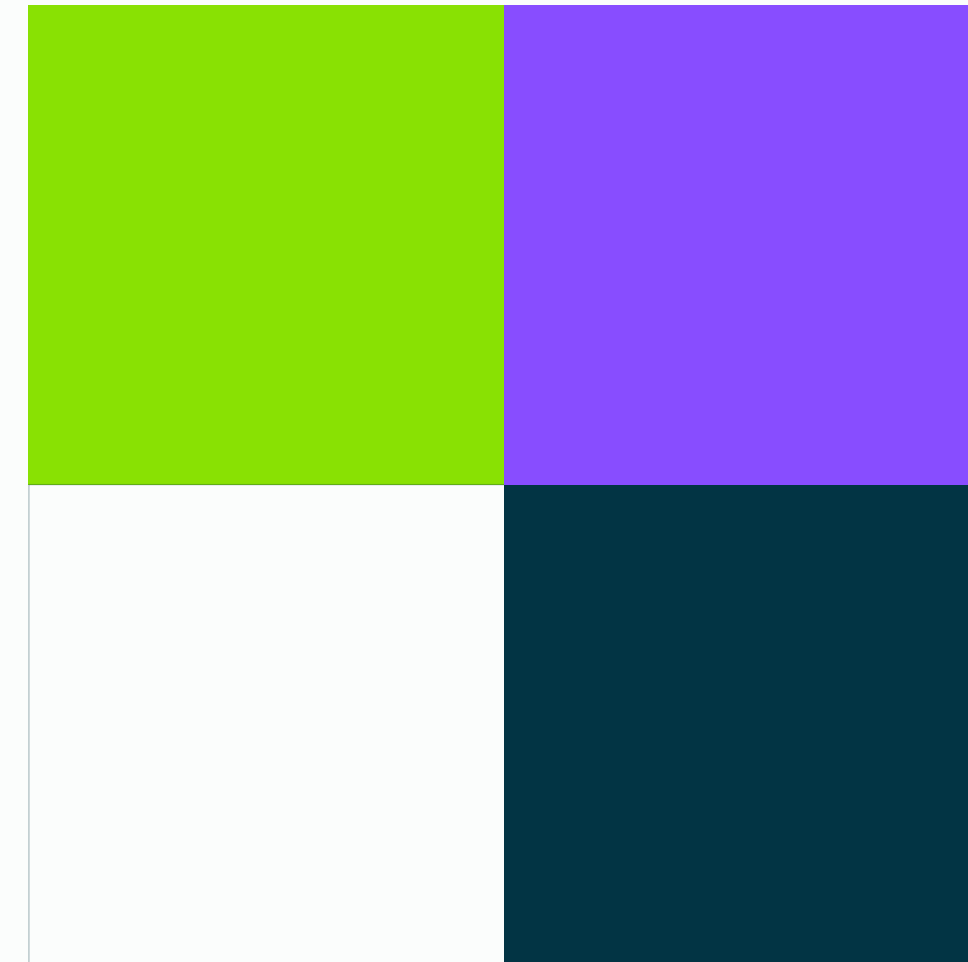
BASIC ATTRIBUTES

They are absolutely essential for all forms of visual communication.

a) typography



b) colour



c) a photo

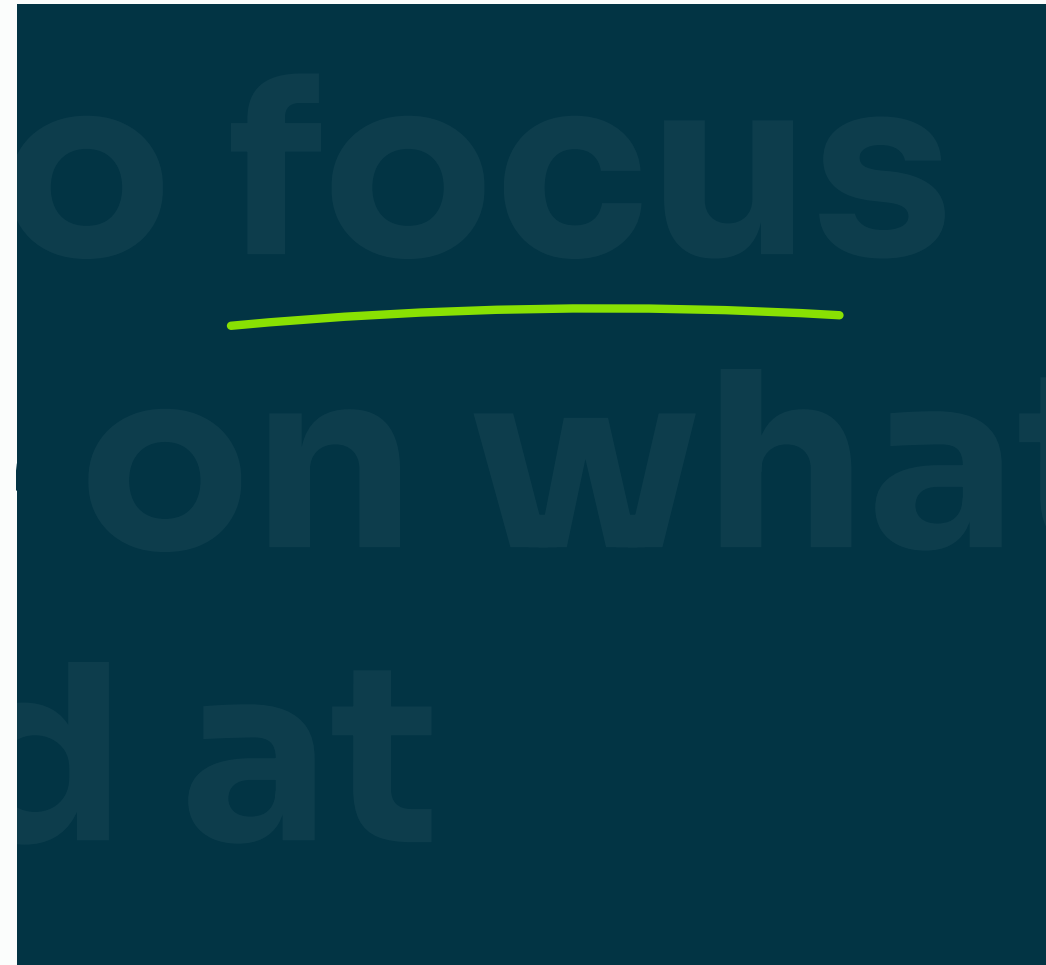


BRAND'S VISUAL ATTRIBUTES

IDENTIFYING ATTRIBUTES

They characterise the visual identity of Seyfor, and distinguish us from competing brands.

d) underline



e) window



f) special characters

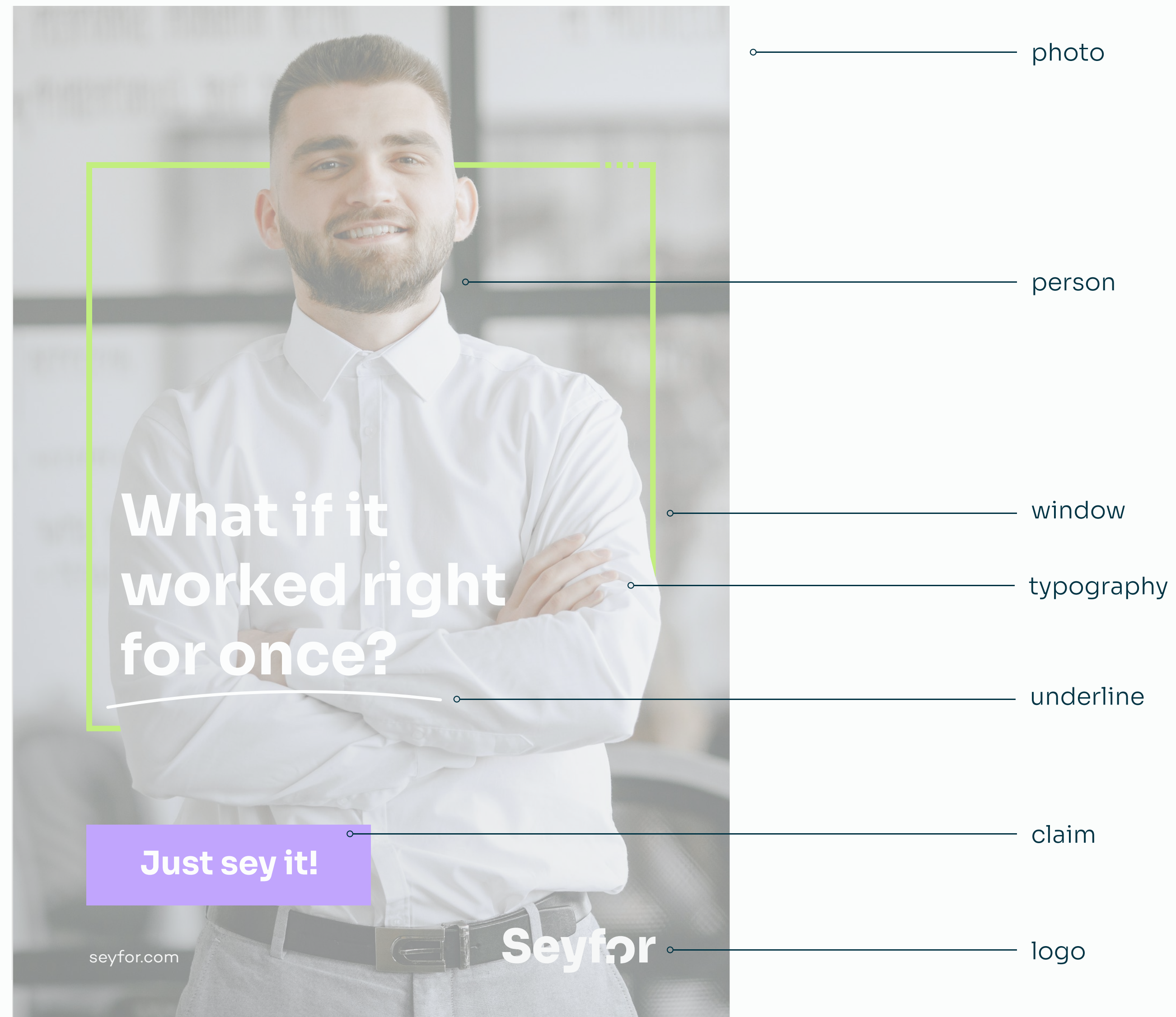


LAYOUT

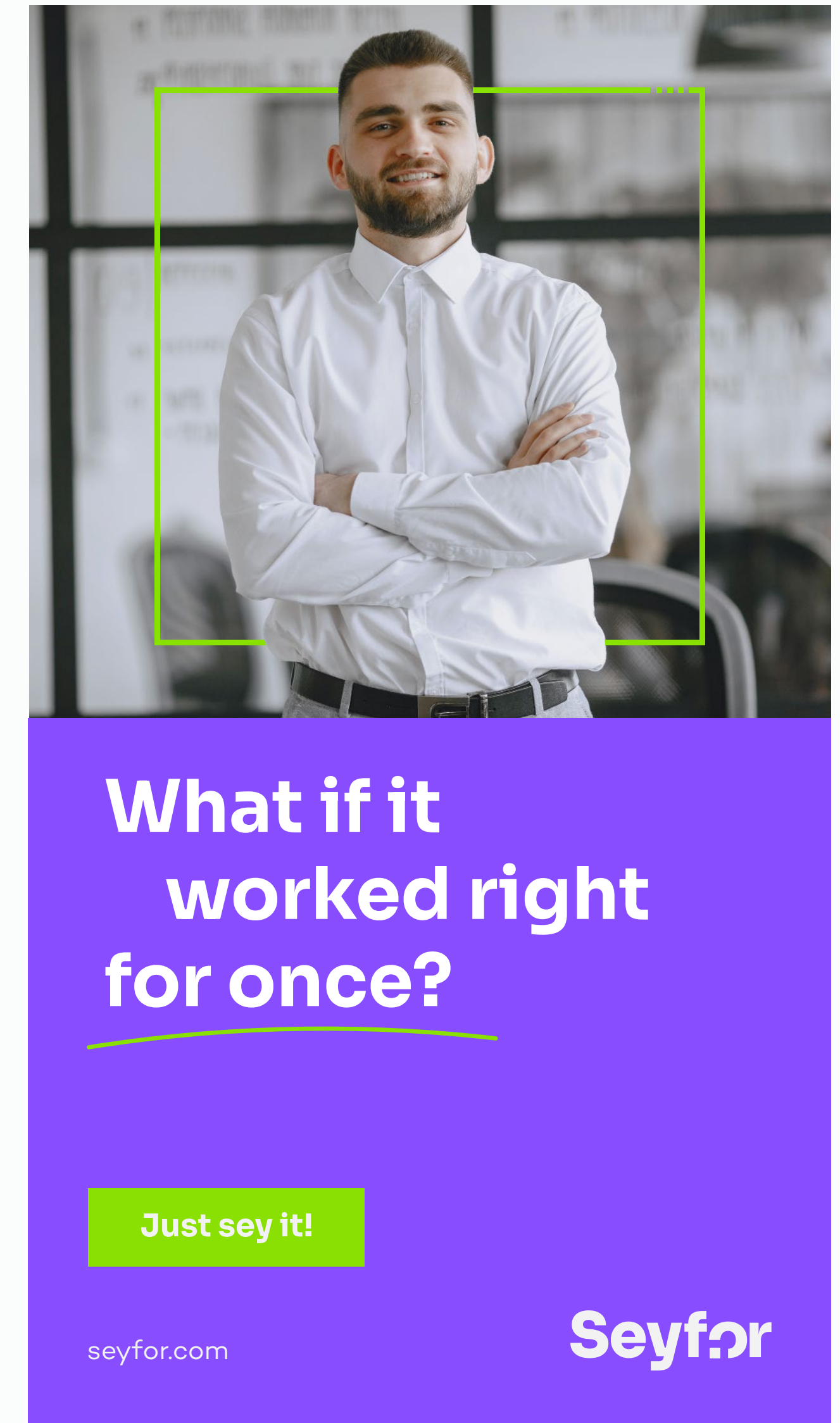
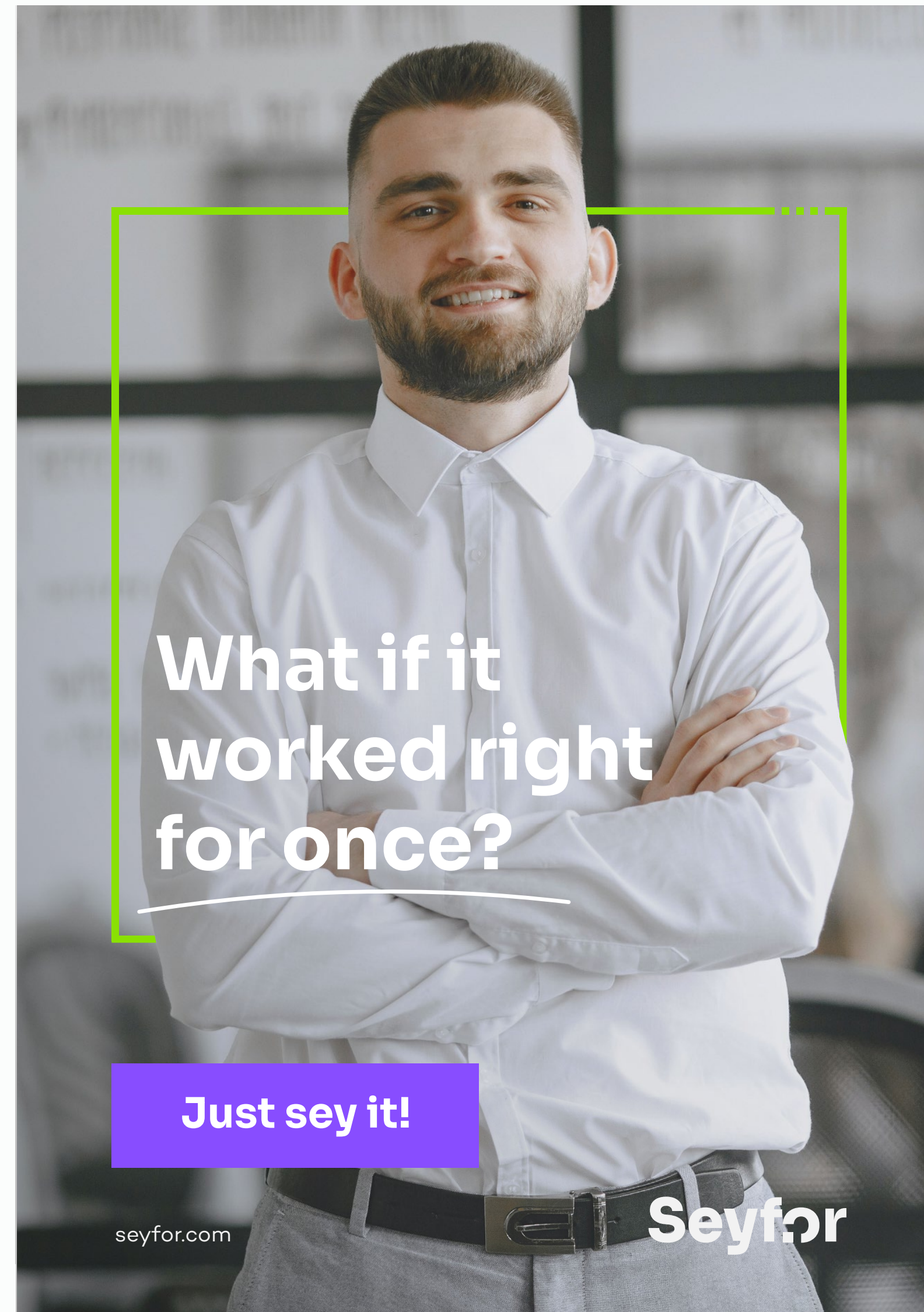


Seyfor

DEFINITION OF ELEMENTS IN LAYOUT WITH PHOTO



EXAMPLES OF LAYOUT WORK WITH PHOTO



EXAMPLES OF LAYOUT WORK WITH PHOTO



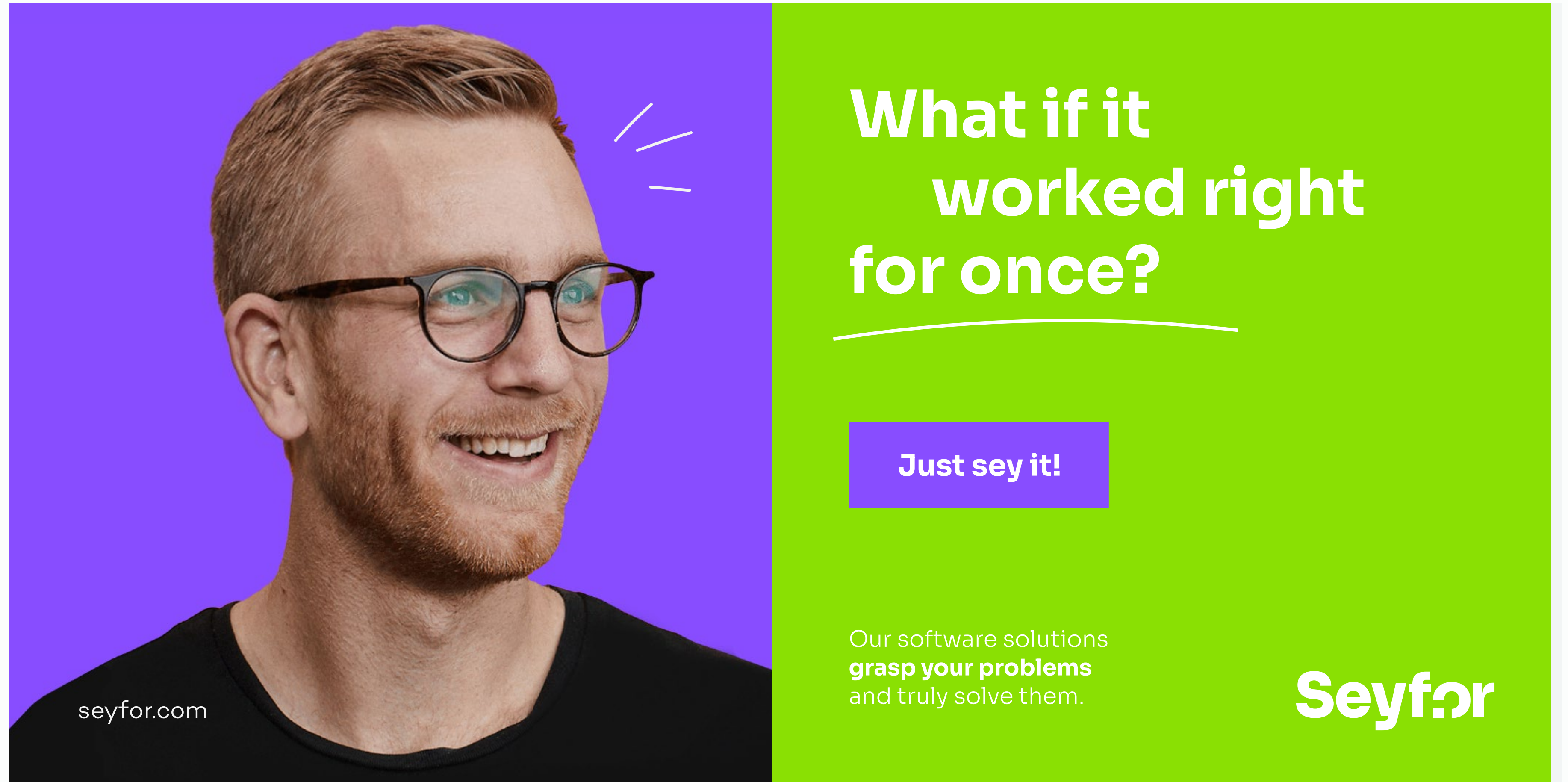
What if it
worked right
for once?

Just sey it!

Our software solutions
grasp your problems
and truly solve them.

Seyfor

UKÁZKY PRÁCE S LAYOUTEM S FOTOGRAFIÍ



seyfor.com


What if it
worked right
for once?

Just sey it!

Our software solutions
grasp your problems
and truly solve them.

Seyfor

EXAMPLES OF LAYOUT WORK WITH PHOTO



seyfor.com

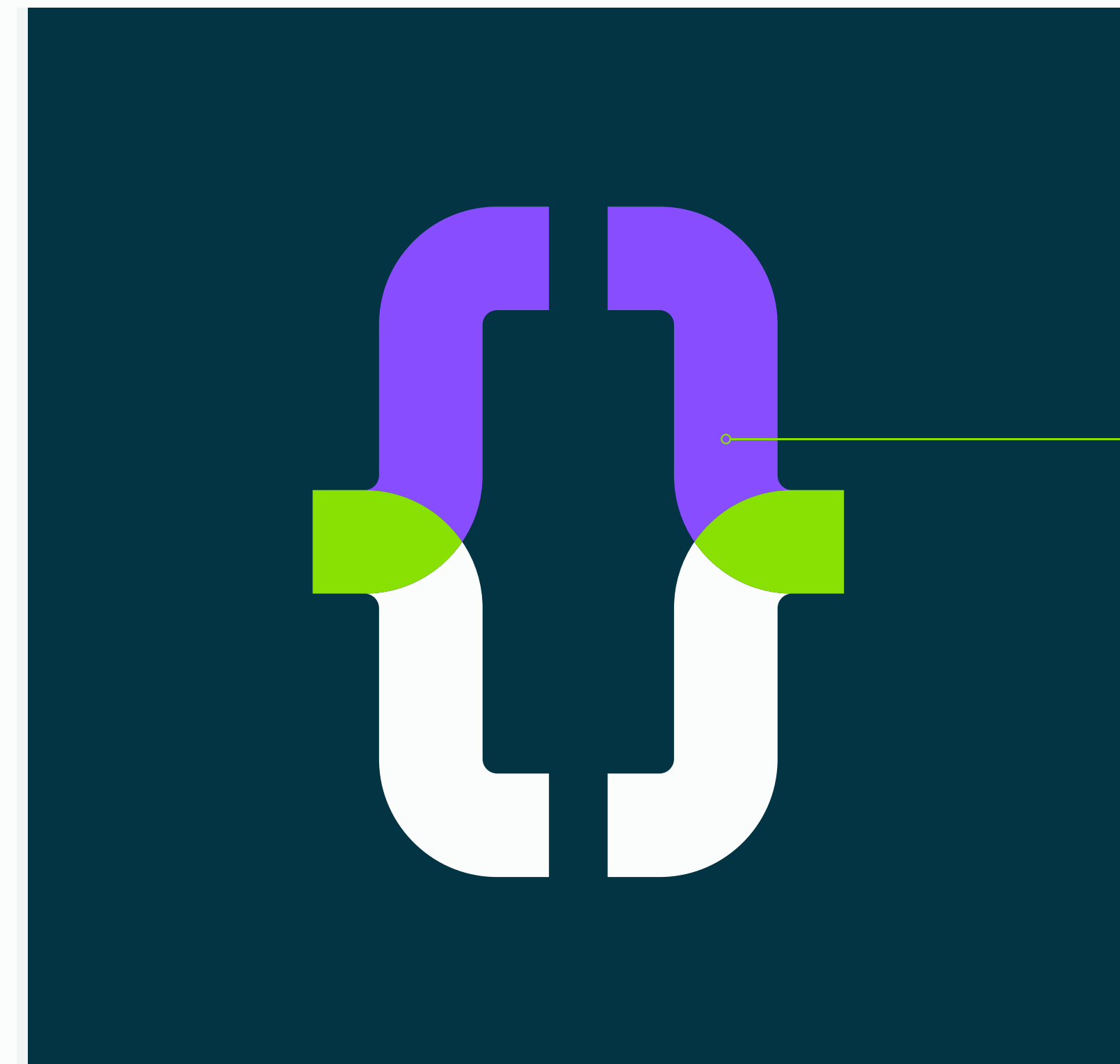
What if it
worked right
for once?

Just sey it!

Our software solutions
grasp your problems
and truly solve them.

Seyfor

DEFINITION OF ELEMENTS IN LAYOUT WITHOUT PHOTO



colouring the whole background or a square

special characters

Lorem ipsum
dolor amet

Just sey it!
seyfor.com

claim, web
underline

typography

Lorem ipsum **dolor**
sit amet, consectetur

Seyfor

logo

EXAMPLES OF LAYOUT WORK
WITHOUT PHOTO

</Charisma vanishes if
{ your } code _ doesn't run >

Our software solutions
grasp your problems
and truly solve them.

Just sey it!

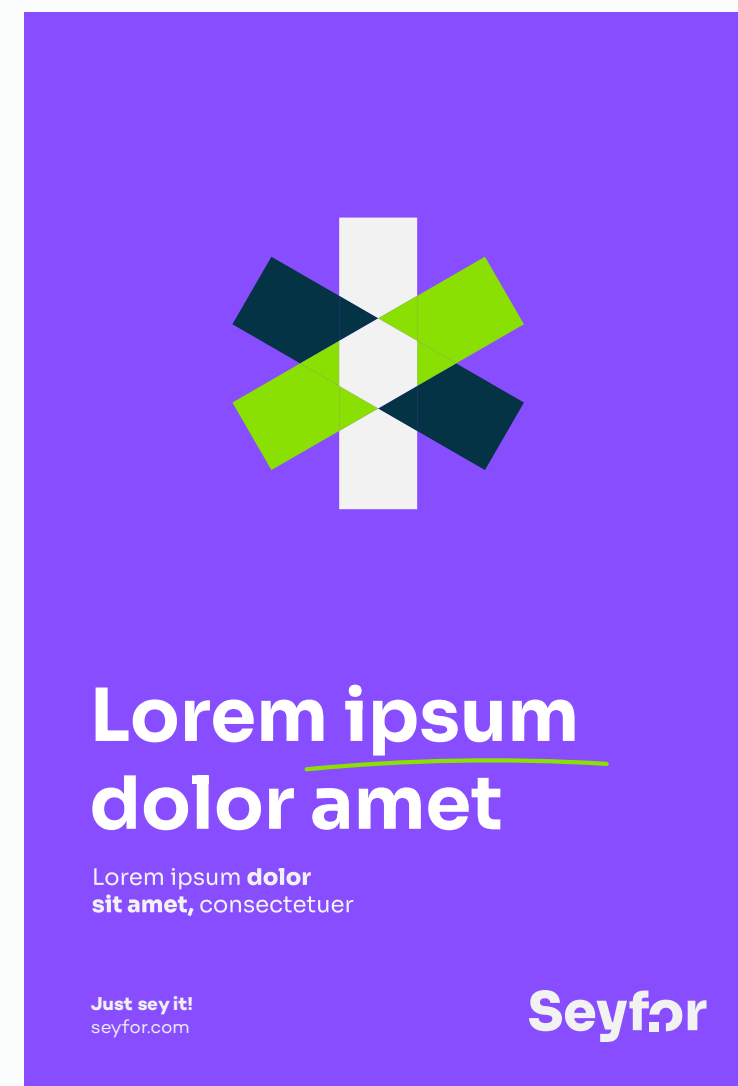
seyfor.com

Seyfor

EXAMPLES OF LAYOUT WORK WITHOUT PHOTO

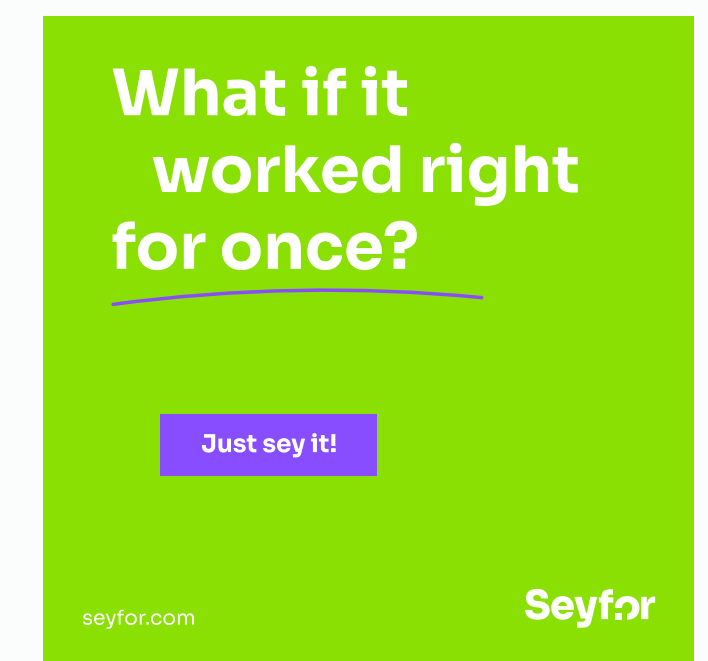


EXAMPLES OF LAYOUT WORK WITHOUT PHOTO



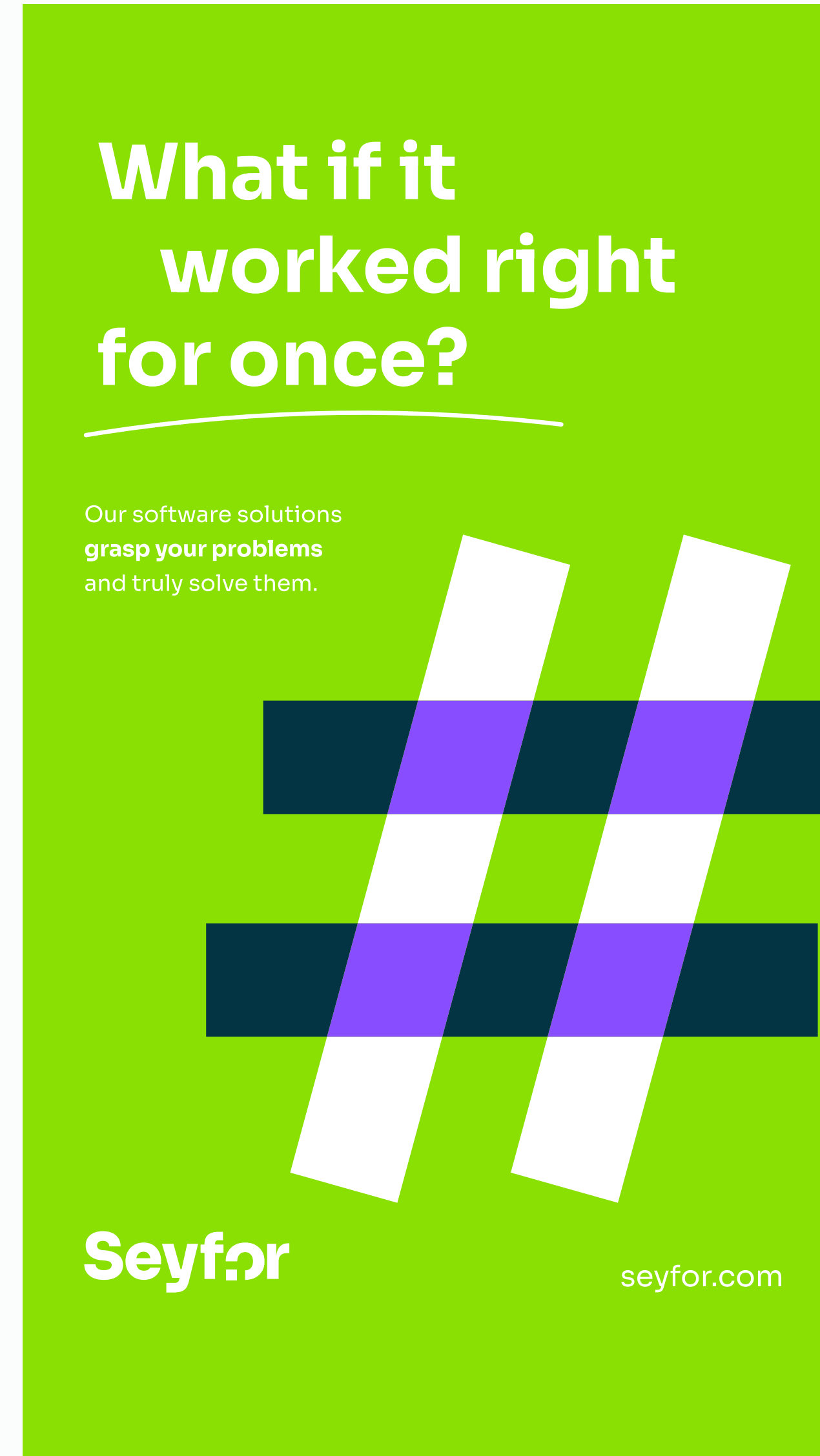
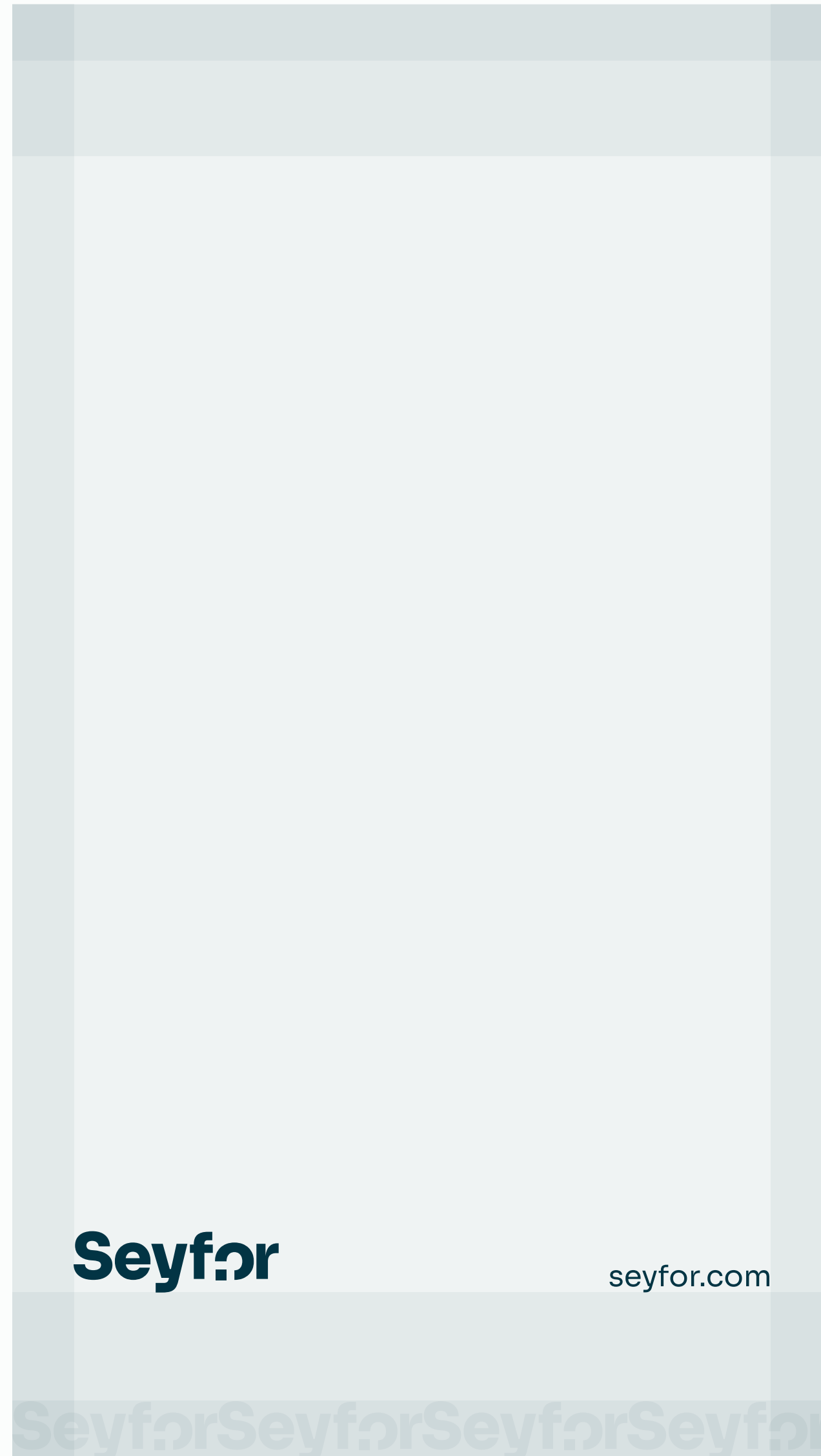
LAYOUT FOR SOCIAL MEDIA

POST
2000x2000 px



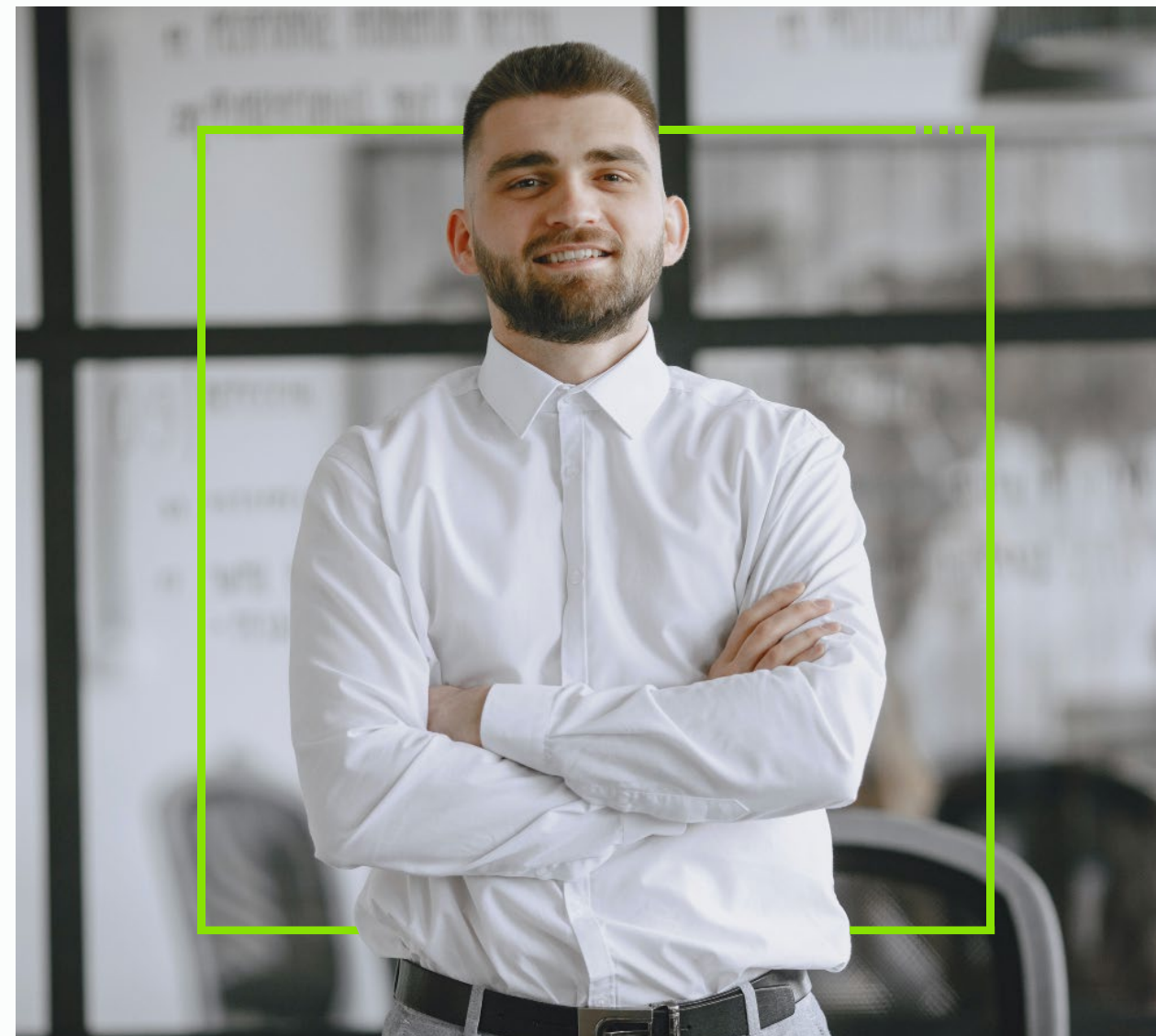
LAYOUT FOR SOCIAL MEDIA

STORIES
1920x1080 px



LAYOUT FOR SOCIAL MEDIA

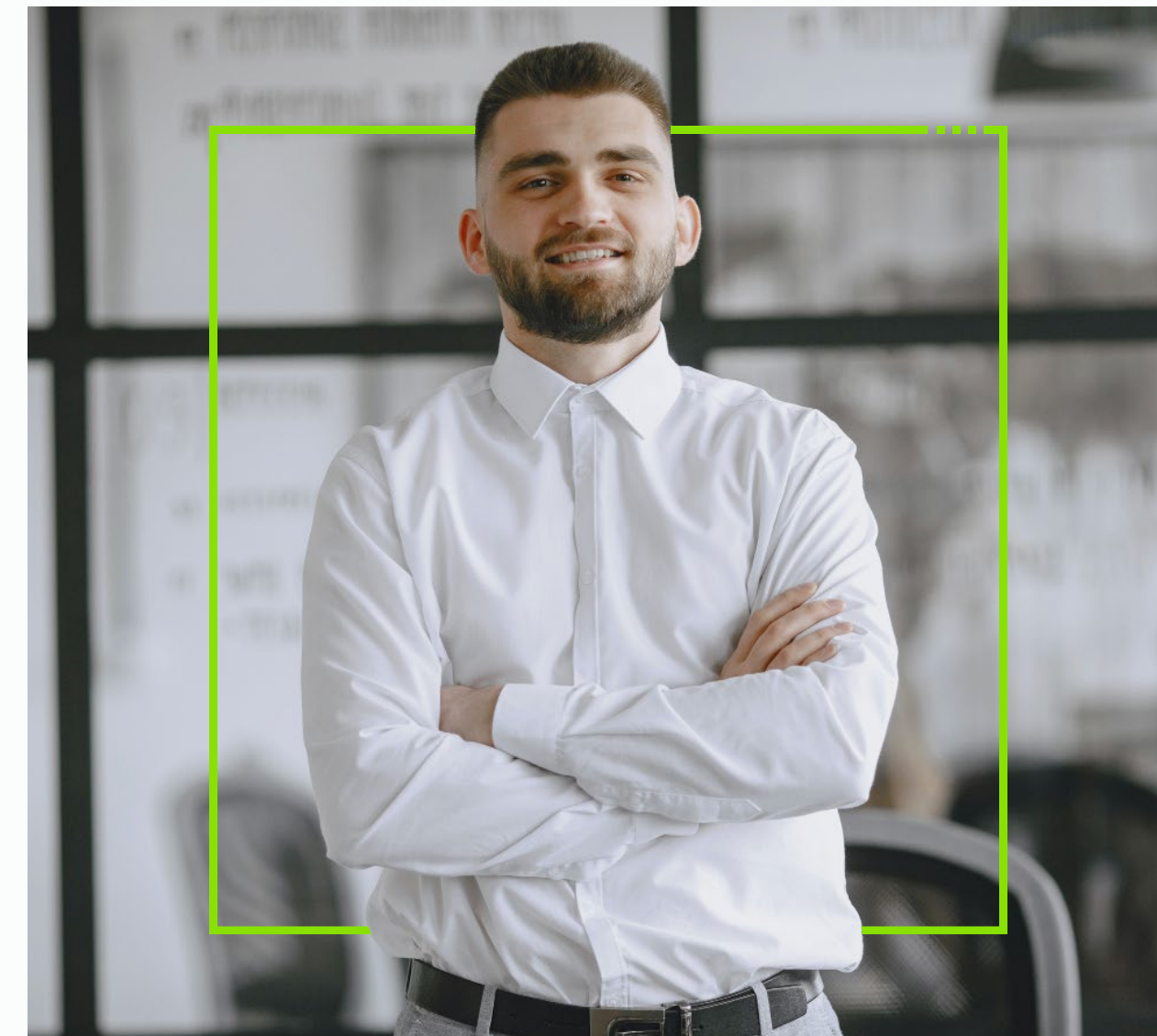
STORIES
1920x1080 px



**What if it
worked right
for once?**

Just sey it!

Seyfor



**What if it
worked right
for once?**

Just sey it!

Seyfor

What if it worked right for once?



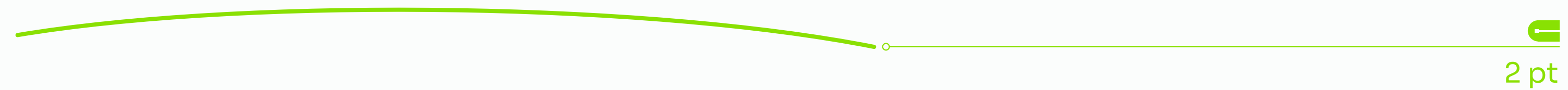
SORA
Bold, 120 pt
leading: 150 pt

Our software solutions
grasp your problems
and **truly solve them.**

SORA
Light, 30 pt
leading: 40 pt

SORA
Bold, 30 pt
leading: 40 pt

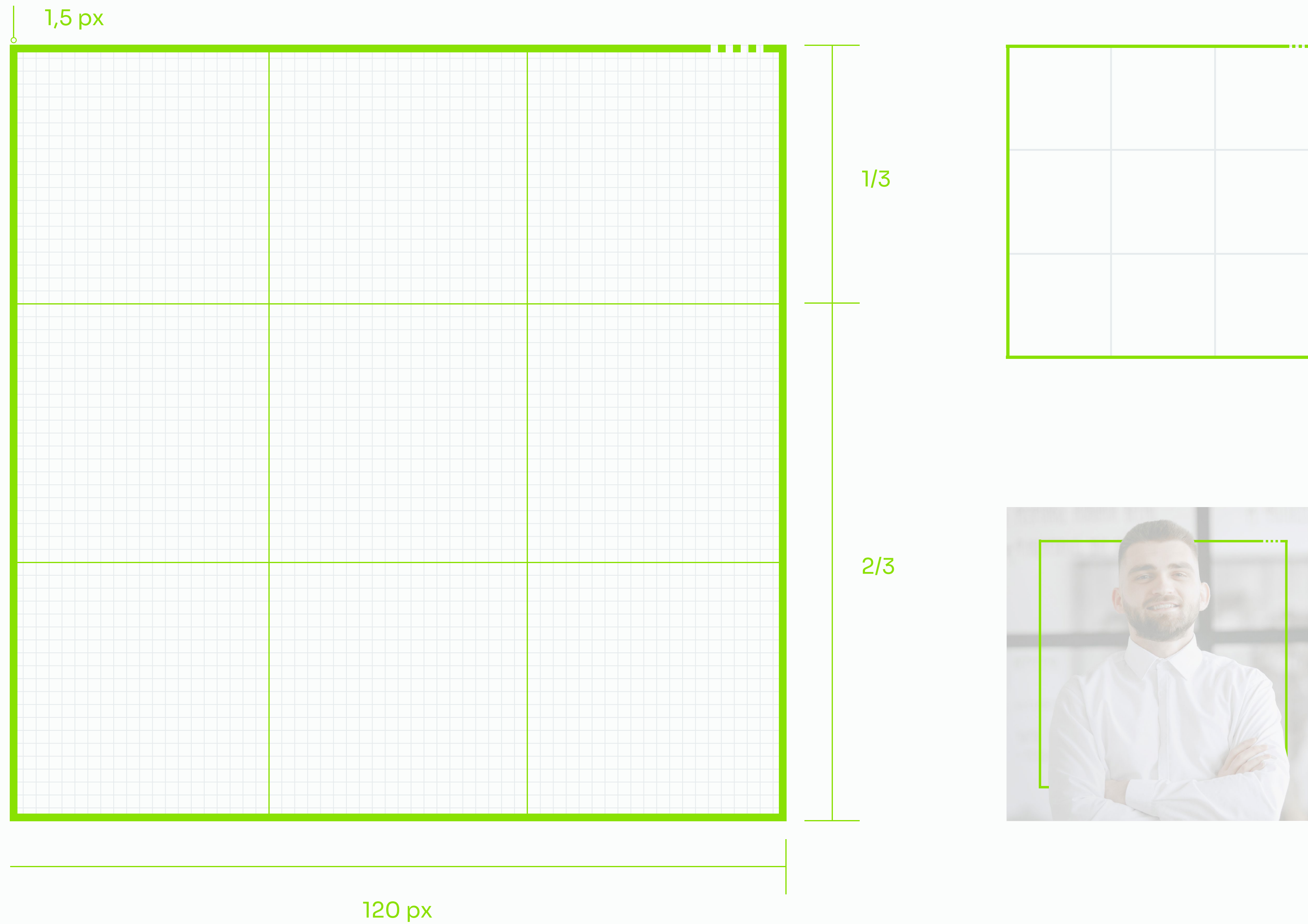
What if it worked right for once?



2 pt

Underlining is one of the visual signals of the brand. It is used to „highlight“ important parts of the text.

WINDOW



WINDOW + TEXT

TEXT OVER WINDOW

Unlimited leave?

SORA
Bold, 80 pt
leading: 85 pt

Claims can be variously positioned and used to answer questions in the window.

Here it is positioned in the button under the window.

Just sey it!

WINDOW + TEXT

TEXT IN WINDOW

Unlimited leave?

SORA
Bold, 85 pt
leading: 110 pt

Lorem ipsum dolor **sit amet**, elit
sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna
aliquam erat volutpat.

SORA
Light, 20 pt
leading: 25 pt

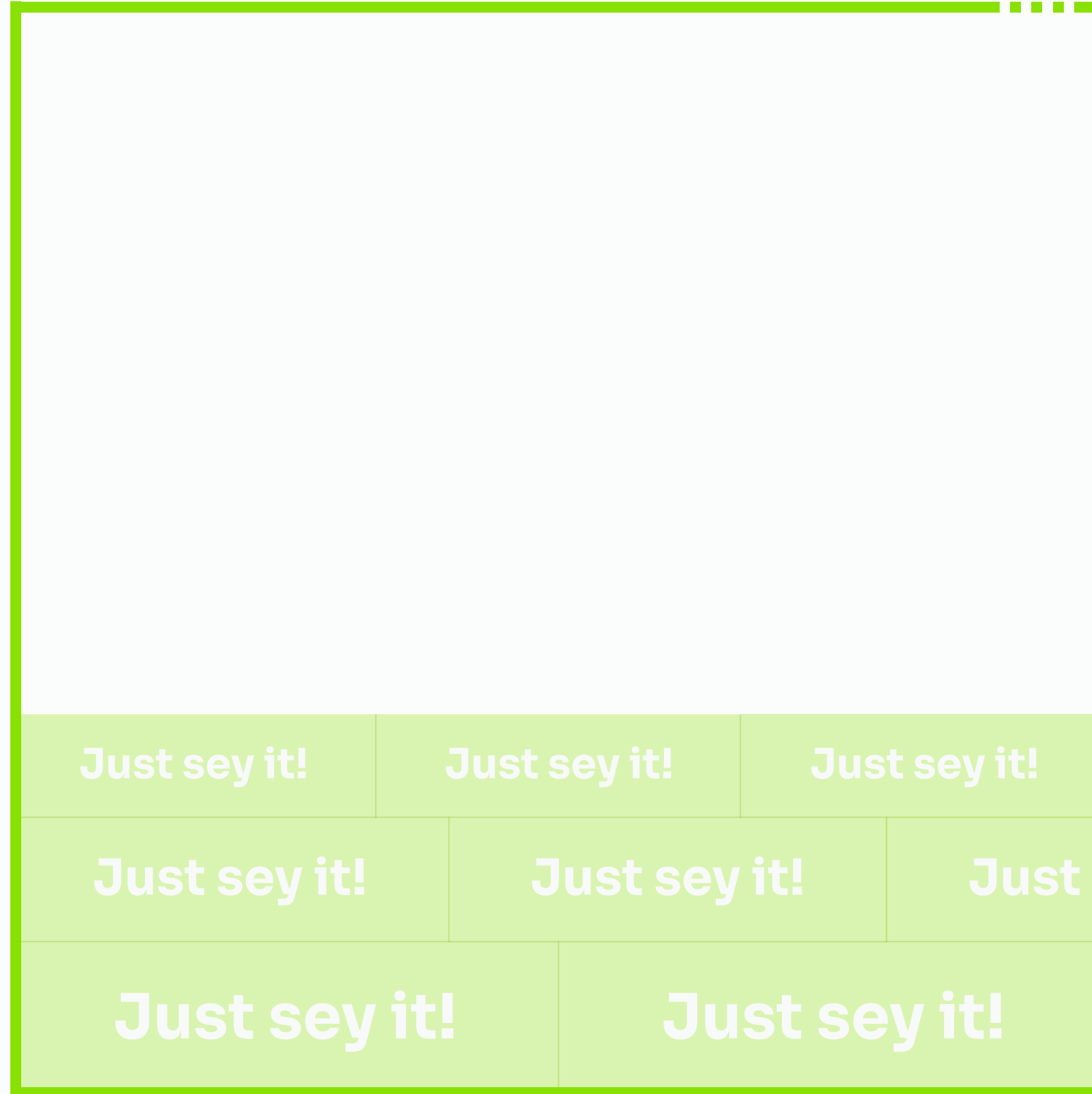
Just sey it!

WINDOW + CLAIM

CLAIM SIZE

ideally 2/5 of window width

Just sey it!



at least 1/3 of window width

Just sey it!

at most 1/2 of window width

Just sey it!

WINDOW + CLAIM

Claims can be combined with windows if there is a dialogue between the headline and the claim.

The colours of the window and the claim background can differ.



COLOUR VARIANTS

Just sey it!

Just sey it!

Just sey it!

Just sey it!

Claim
Sora, Bold

WINDOW + CLAIM

CLAIM POSITIONING

a) alignment to the right



Just sey it!

b) alignment to the left



Just sey it!

c) positioning without alignment



Just sey it!

PHOTO

We attach great importance to „what“ we depict through the photo. We choose interesting people from our own working environment.

We avoid the photo bank cliché.

Seyfor is informal, modern, yet understandable for everyone. Therefore, the visuals should „radiate“ the friendliness and openness of the company towards clients and employees.

d) photo with a background



If the photo has a background, an outline „window“ can be used to highlight the person in the photo. The window can be adjusted so that it overlays or underlays the person.

e) photo without a background



2 pt 

You can spice up a background-less photo with a sketch of the same style as the defined underline.

COLOURING



COLOURING

#FBFDFC

WHITE

RGB

251 %

253 %

252 %

RAL

9016

CMYK

0 %

0 %

0 %

0 %

#89E103

LAWN GREEN

RGB

137 %

225 %

3 %

RAL

6038

CMYK

40 %

0 %

100 %

0 %

#884DFF

VIOLET

RGB

136 %

77 %

255 %

RAL

4005

CMYK

64 %

72 %

0 %

0 %

#023444

SHERPA BLUE

RGB

2 %

52 %

68 %

RAL

5001

CMYK

100 %

70 %

50 %

40 %

COMPLEMENTARY COLOURING

#FFFFFF

WHITE

RGB

255 %

255 %

255 %

RAL

9010

CMYK

0 %

0 %

0 %

0 %

#F7F7FA

GREY

RGB

247 %

247 %

250 %

RAL

9003

CMYK

0 %

0 %

0 %

10 %

#000000

BLACK

RGB

0 %

0 %

0 %

RAL

9005

CMYK

0 %

0 %

0 %

100 %

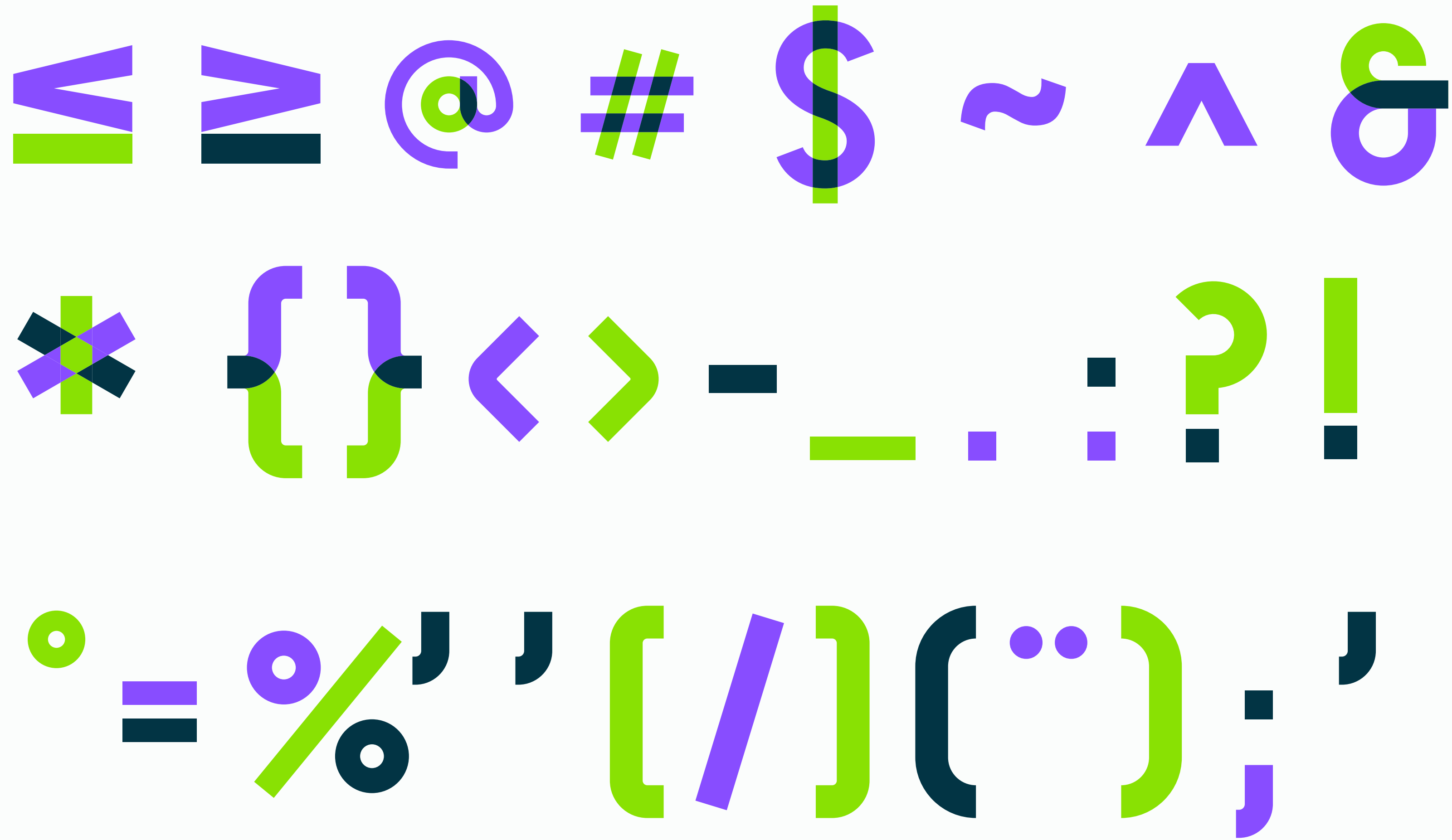
SPECIAL CHARACTERS AND PUNCTUATION



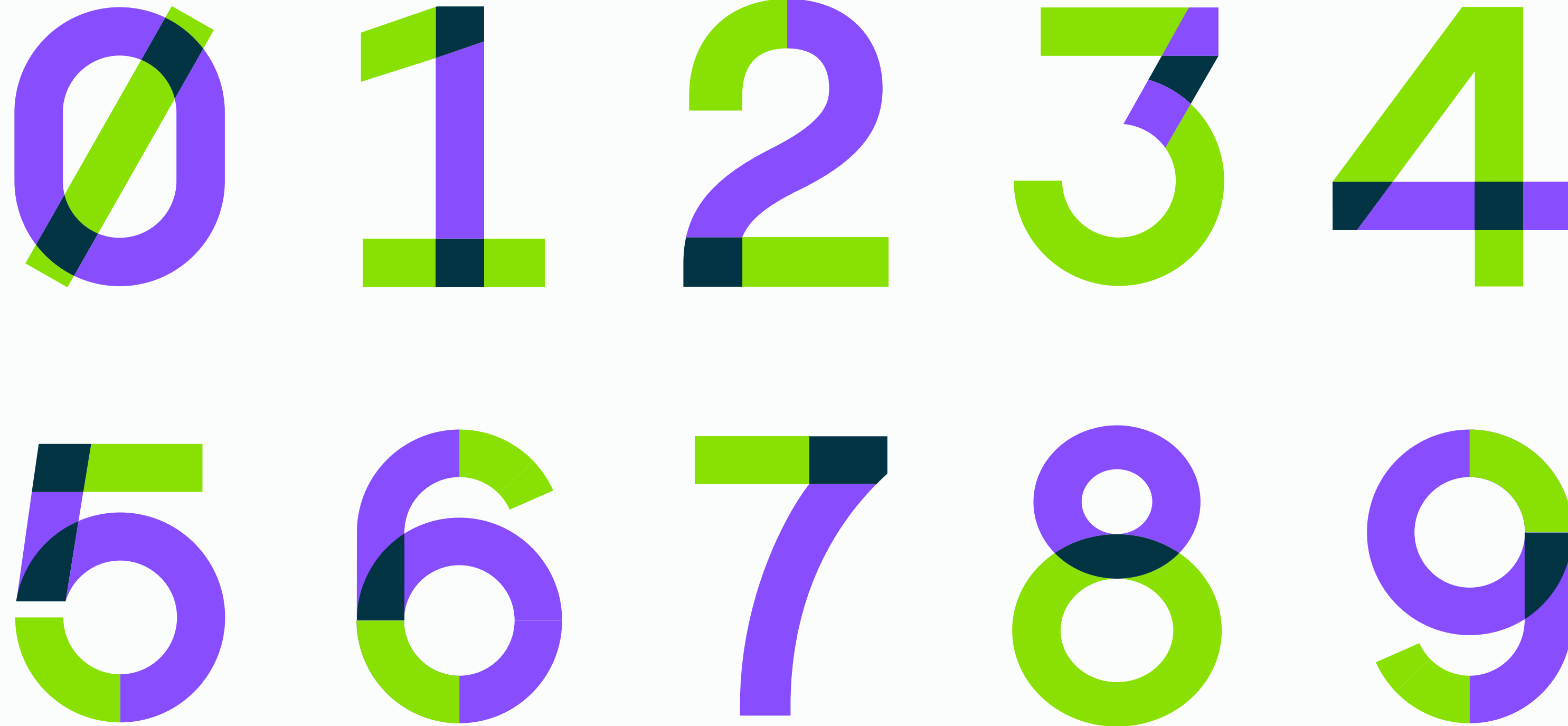
SPECIAL CHARACTERS AND PUNCTUATION

The design of special characters and punctuation has been completed, and no new characters can be created.

However, individual characters can be combined or merged into units.



SPECIAL NUMERALS



< / >

< 3

\$

#

404

TYPOGRAPHY



Aa

Aa Bb Cc Dd E e Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
(. : ; ? ! @ # € %)

SORA

Designed by
Jonathan Barnbrook
2020

SORA
Thin

Aa

Aa Bb Cc Dd E e Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
(. : ; ? ! @ # € %)

SORA

Designed by
Jonathan Barnbrook
2020

SORA
ExtraLight

Aa

Aa Bb Cc Dd E e Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
(. : ; ? ! @ # € %)

SORA

Designed by
Jonathan Barnbrook
2020

SORA
Light

Aa

Aa Bb Cc Dd E e Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
(. : ; ? ! @ # € %)

SORA

Designed by
Jonathan Barnbrook
2020

SORA
Regular

Aa

**Aa Bb Cc Dd E e Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
(. : ; ? ! @ # € %)**

SORA

Designed by
Jonathan Barnbrook
2020

SORA

SemiBold

Aa

Aa Bb Cc Dd E e Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
(. : ; ? ! @ # € %)

SORA

Designed by
Jonathan Barnbrook
2020

SORA
Bold

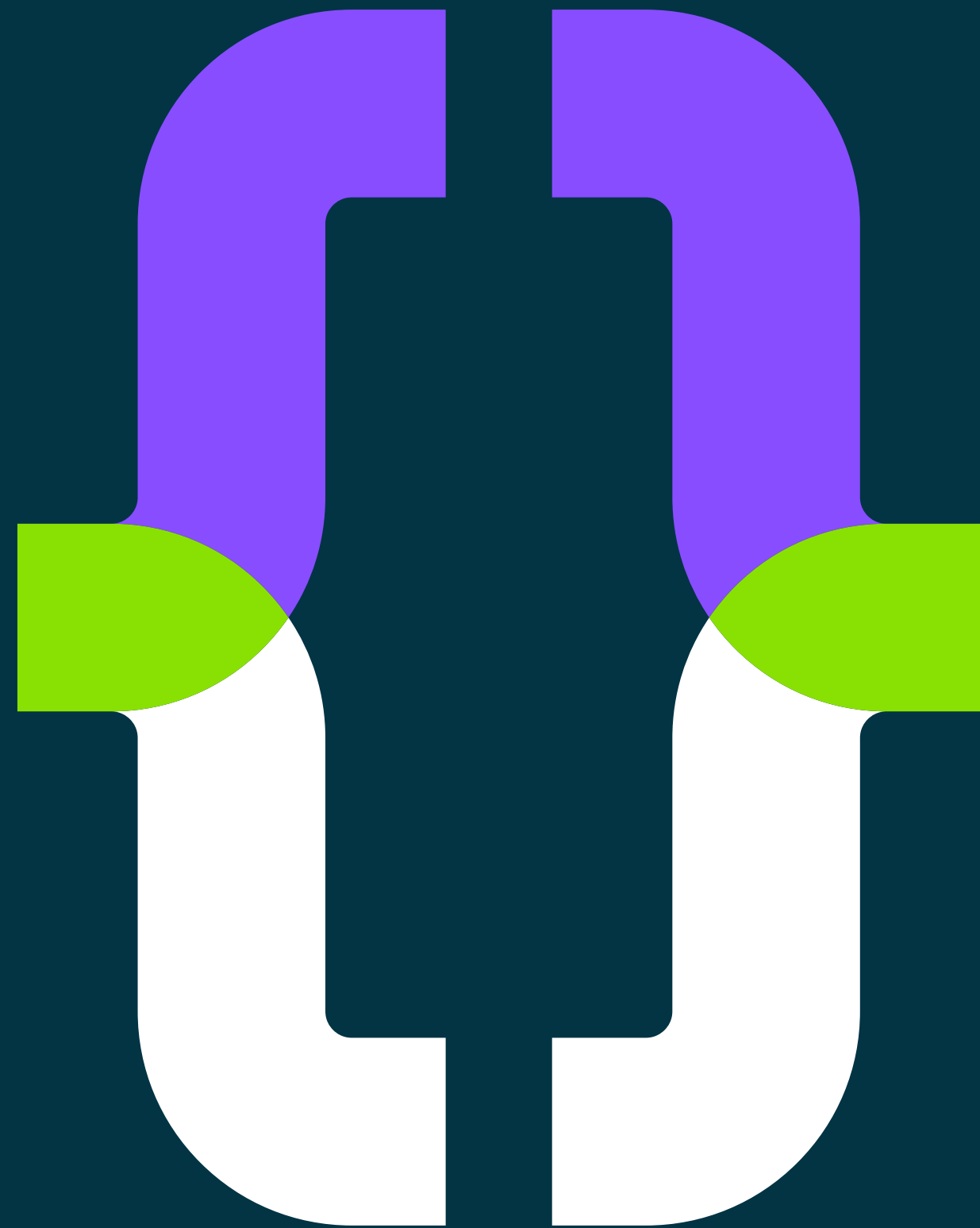
Aa

**Aa Bb Cc Dd E e Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
(. : ; ? ! @ # € %)**

SORA

Designed by
Jonathan Barnbrook
2020

SORA
ExtraBold



Sora is a sans-serif font

designed by

Jonathan Barnbrook

2020

A particularly large x-height combined with obviously generous counters turns this font family into a convenient tool for applications and web interfaces, where clarity and efficiency at any size is a must.

COMPLEMENTARY FONT

Aa

Aa Bb Cc Dd E e Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
(. : ; ? ! @ # € %)

Campton

Designed by
René Bieder
2014

Campton
Book

A a

Aa Bb Cc Dd E e Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
(. : ; ? ! @ # € %)

Century Gothic

Designed by
Monotype Imaging
1991

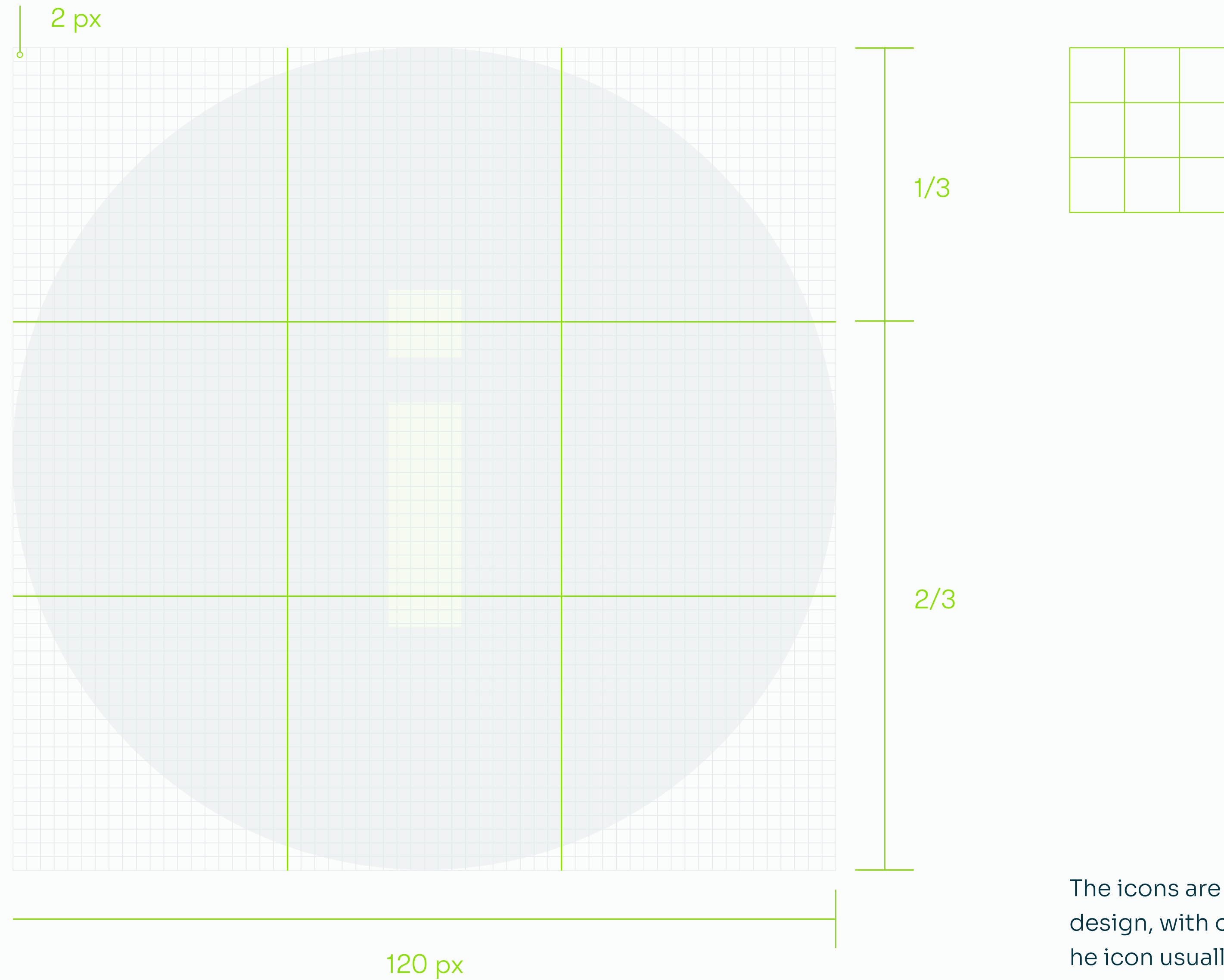
Century Gothic

Regular

ICONOGRAPHY

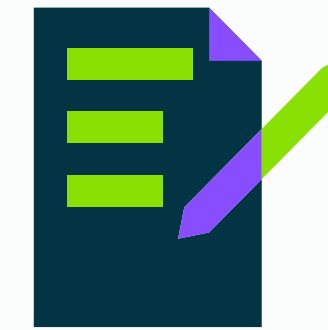
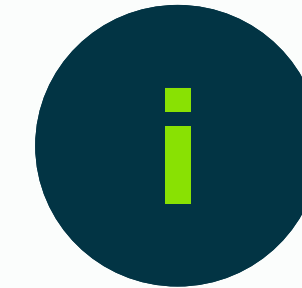


ICONOGRAPHY



The icons are processed in a simple flat design, with overlapping surfaces. The icon usually consists of a minimum of 2 and a maximum of 4 colours.

ILLUSTRATIONS OF ICONS





COLOURS IN CHARTS

The basic colour palette of charts consists of three colours (#89E103, #884DFF, #023444) supplemented with grey (#F7F7FA) that can be used with full-colour background.

Full colours

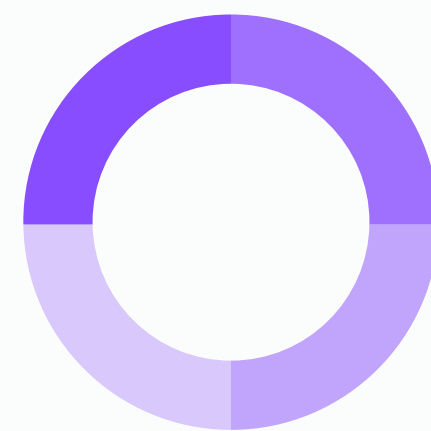


Monochromatic colours

are set by four opacity levels (100%, 80%, 50%, 30%).



#023444
SHERPA BLUE



#884DFF
VIOLET



#89E103
LAWN GREEN



#5DE5E9
TURQUOISE BLUE

It is allowed to use the additional colour **TURQUOISE BLUE** (#5DE5E9) only when displaying more than three data segments.

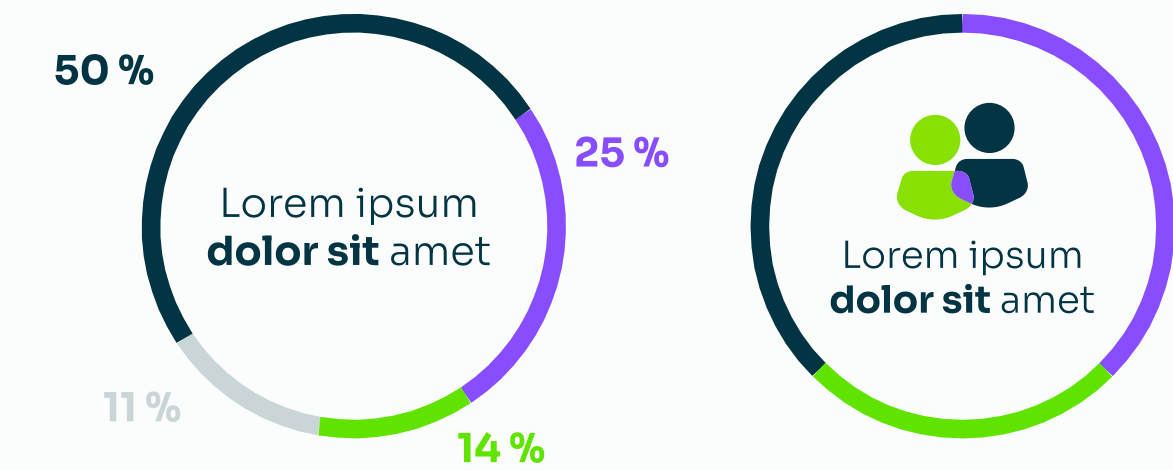
CHARTS

Charts are designed to clearly provide the necessary information, required data or statistics.

Pie chart (chart + text = one colour)



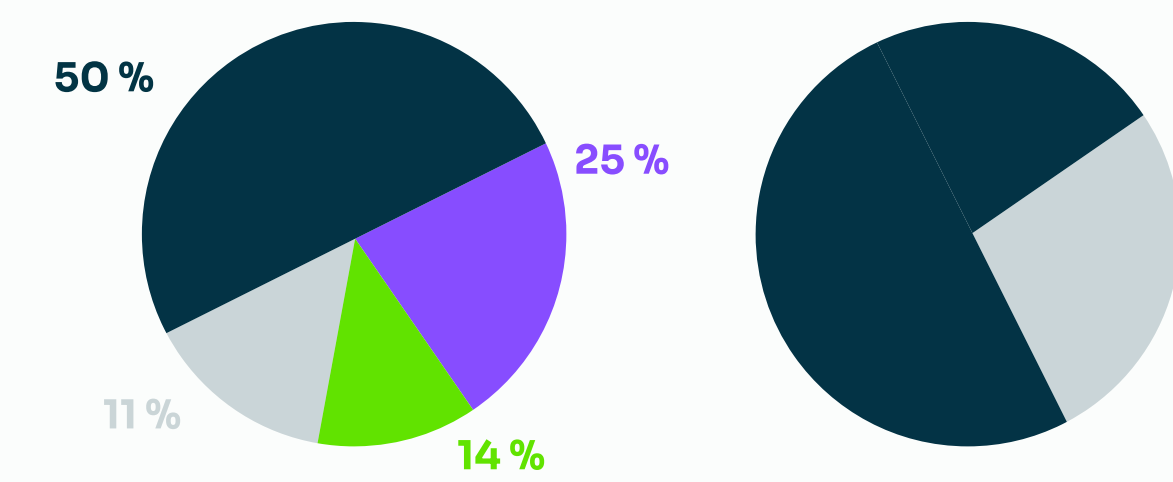
Pie chart (open)



Other charts



Pie chart (full)

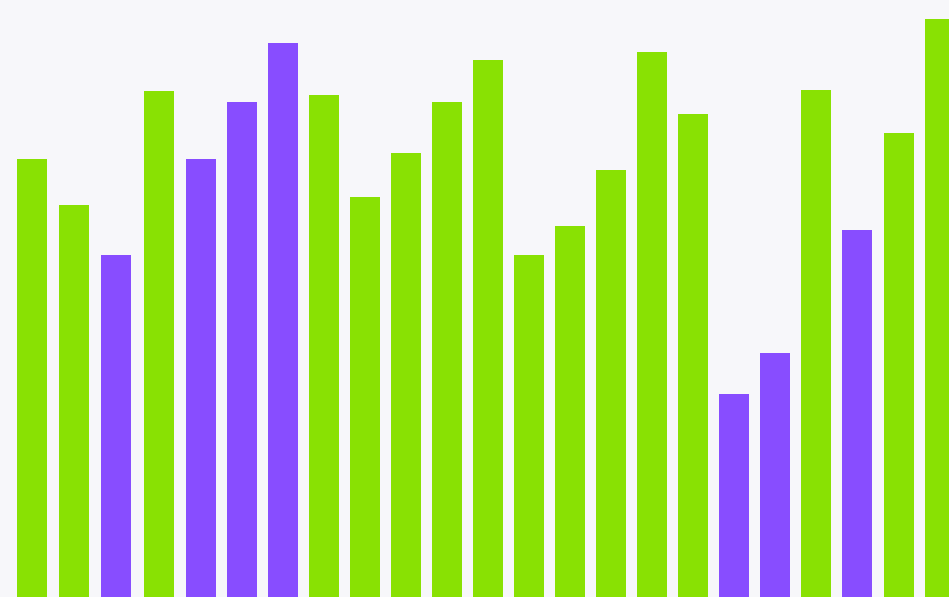


750 Title here
Lorem ipsum



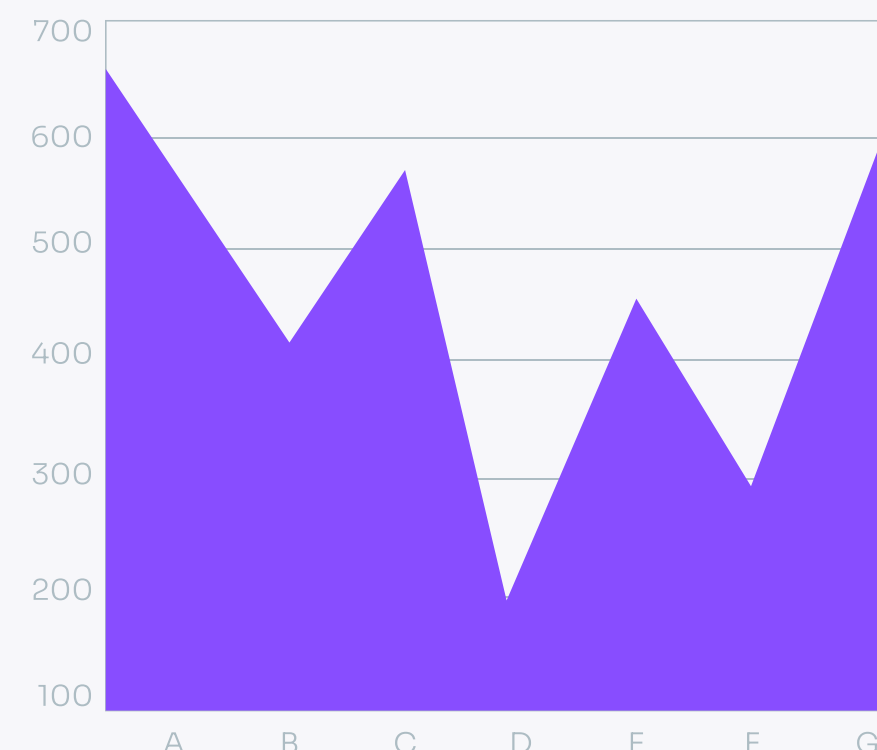
See more ▶

2,31 Title here
Lorem ipsum



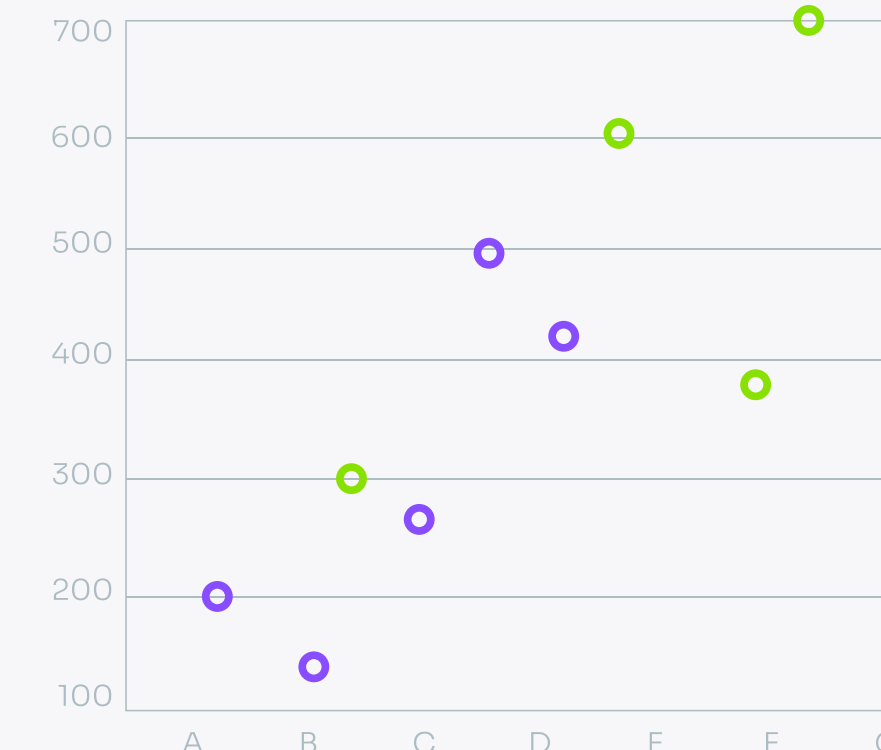
See more ▶

840 Title here
Lorem ipsum



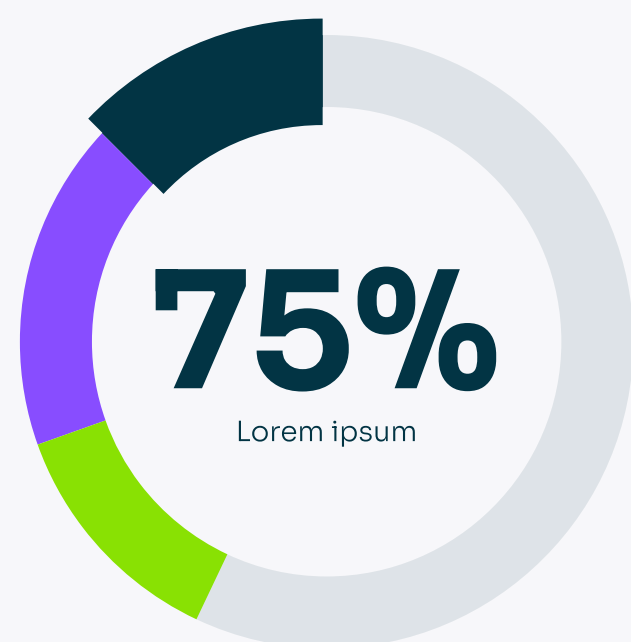
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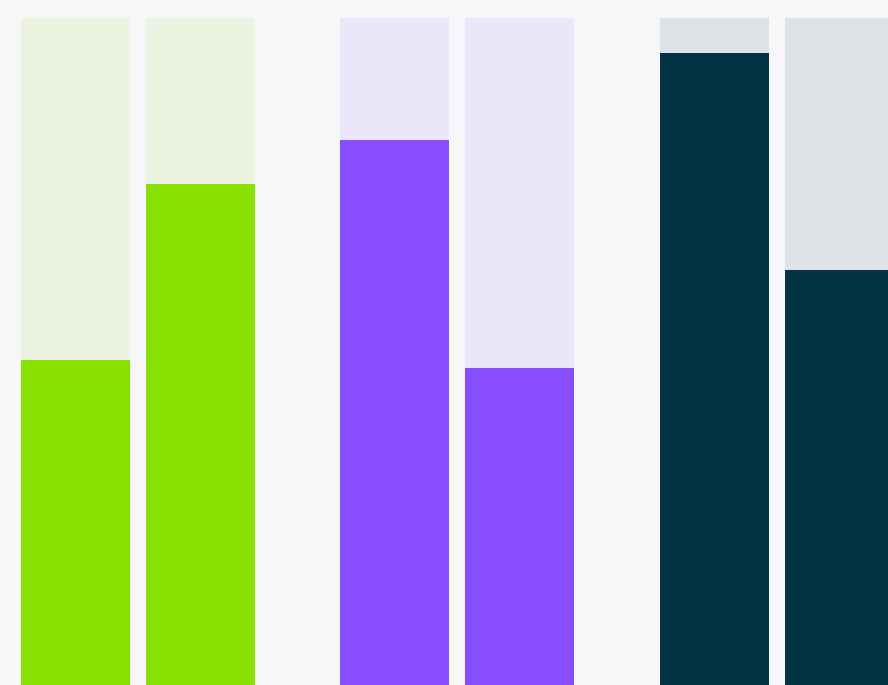
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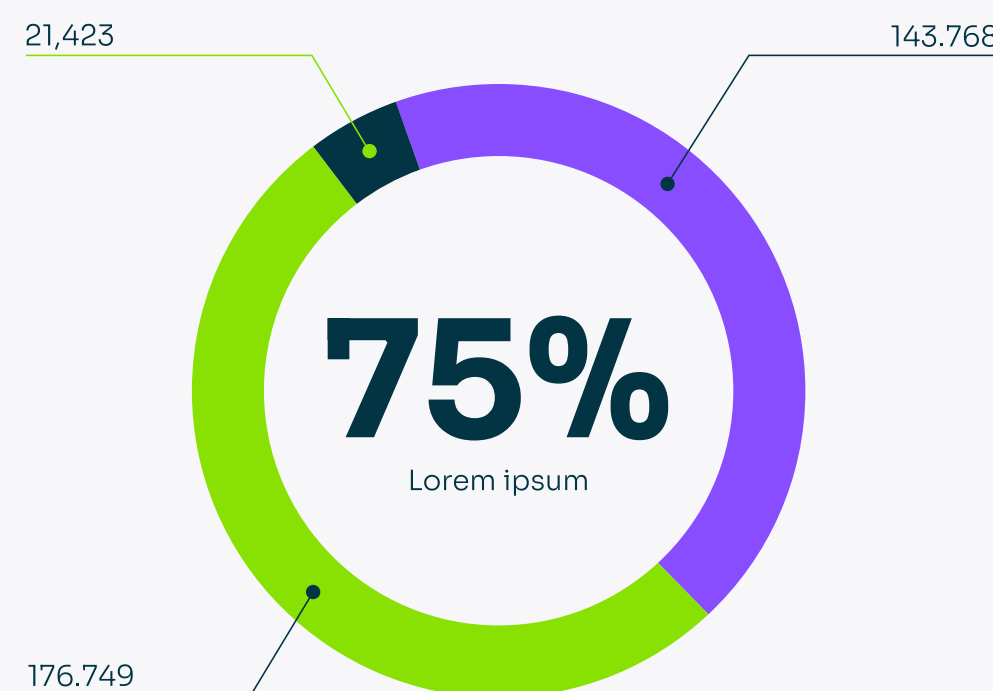
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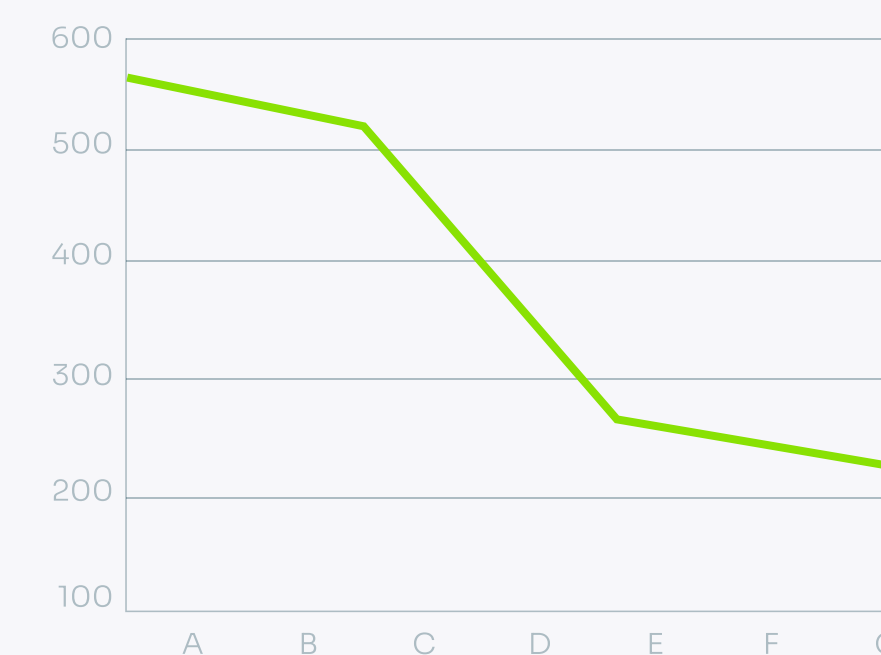
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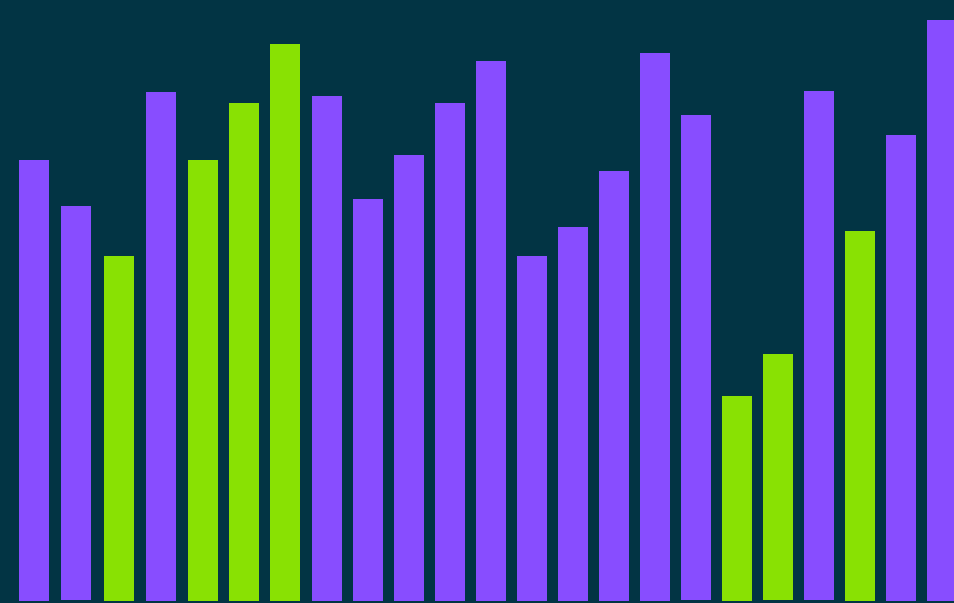
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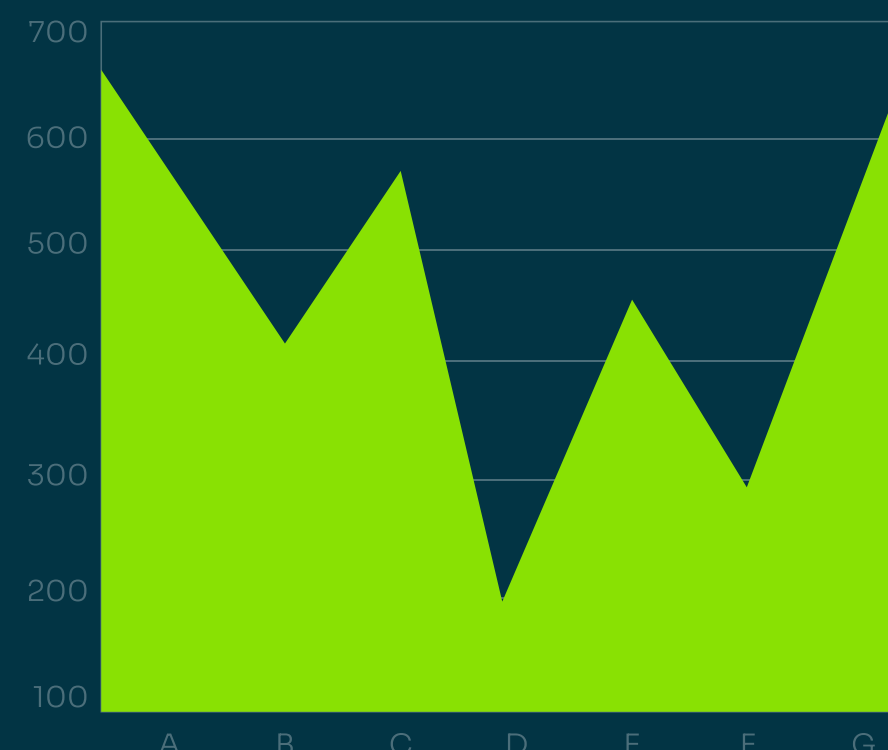
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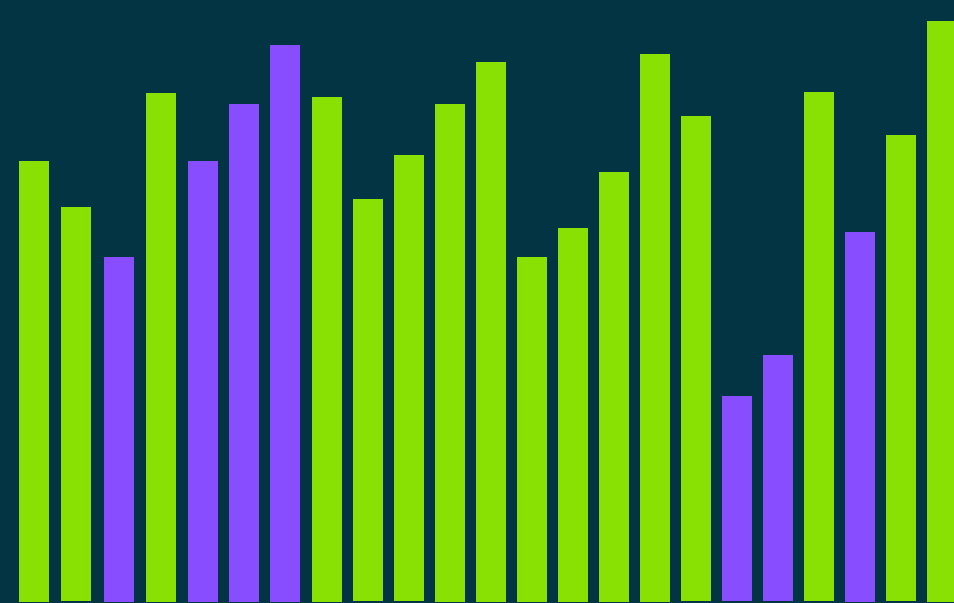
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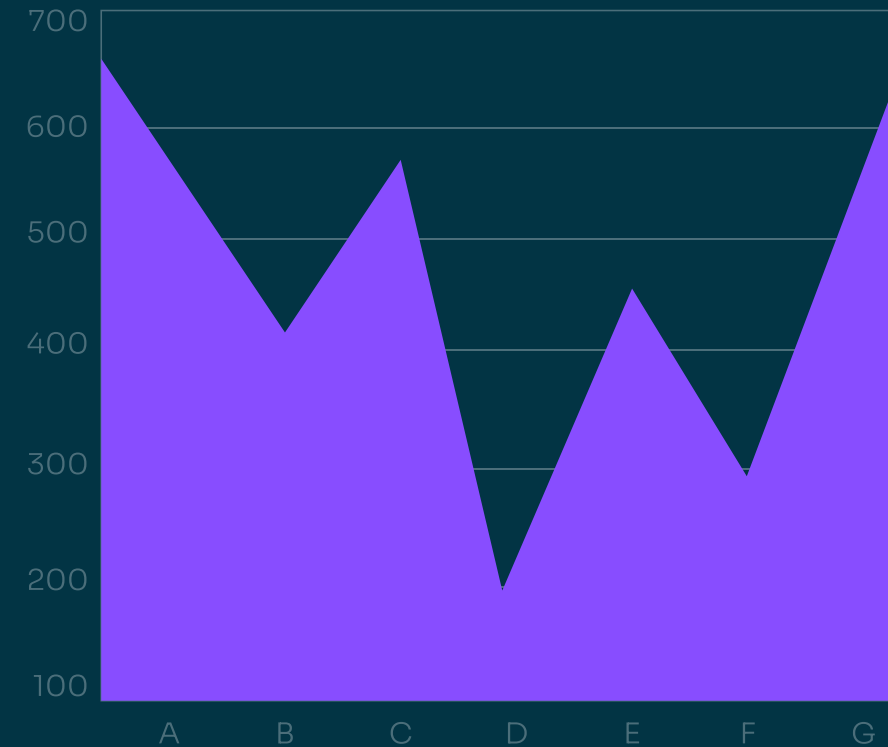
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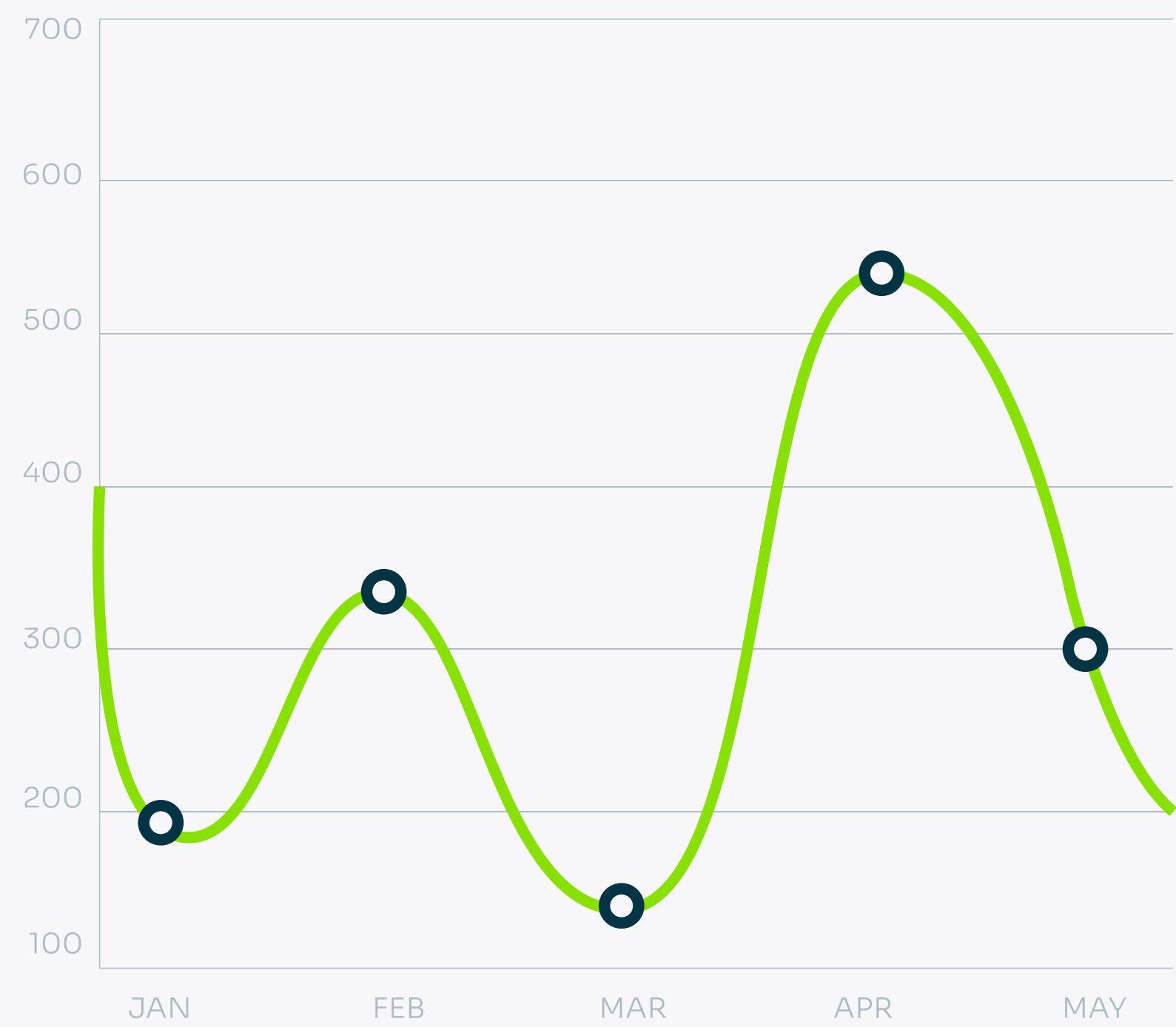
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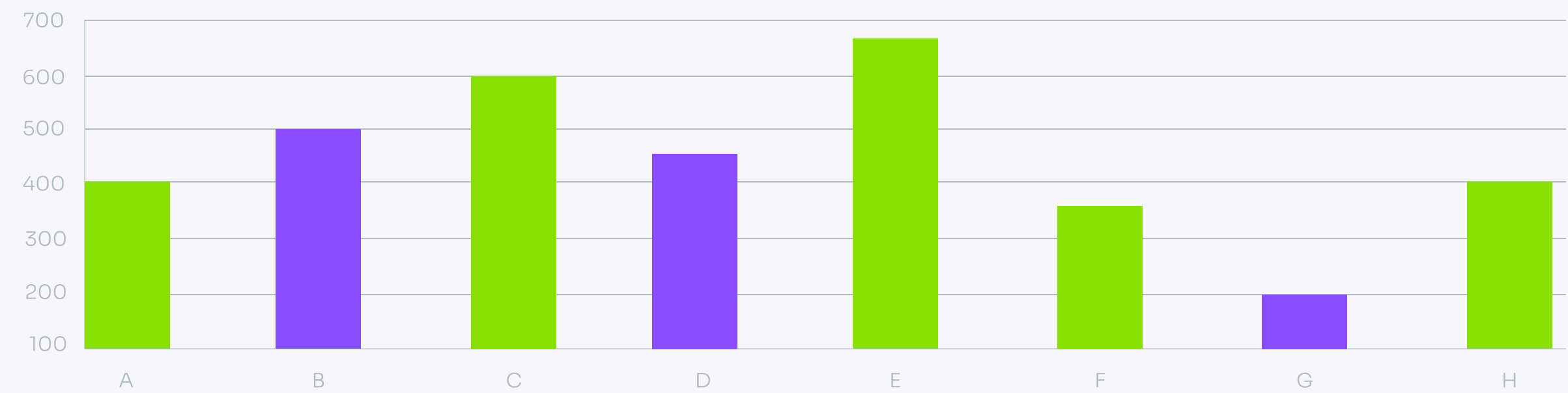
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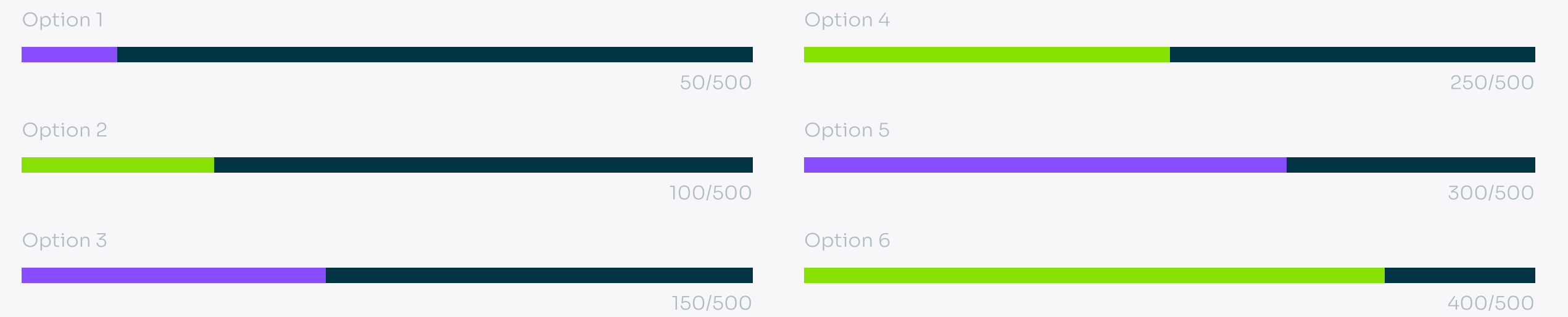
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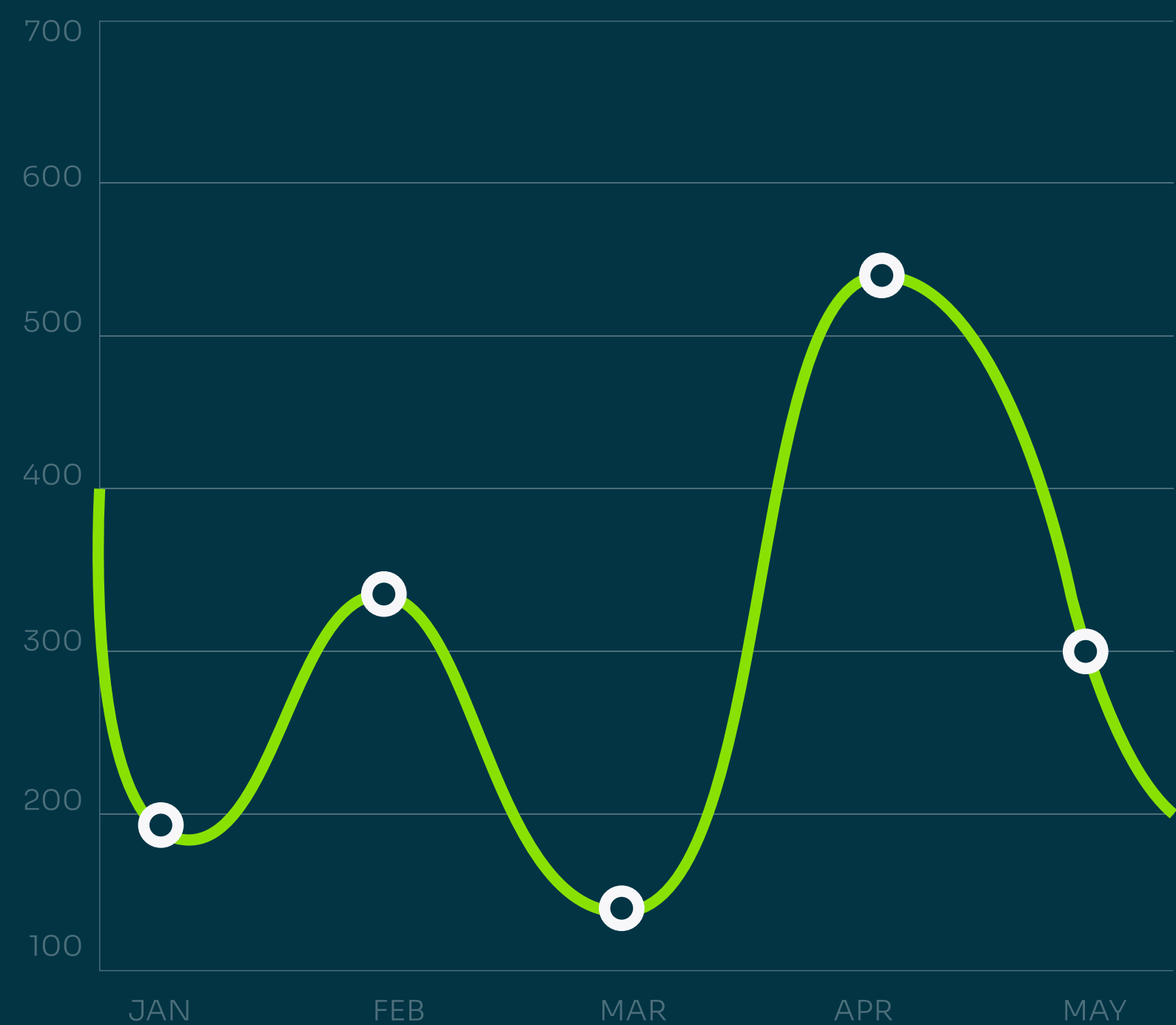


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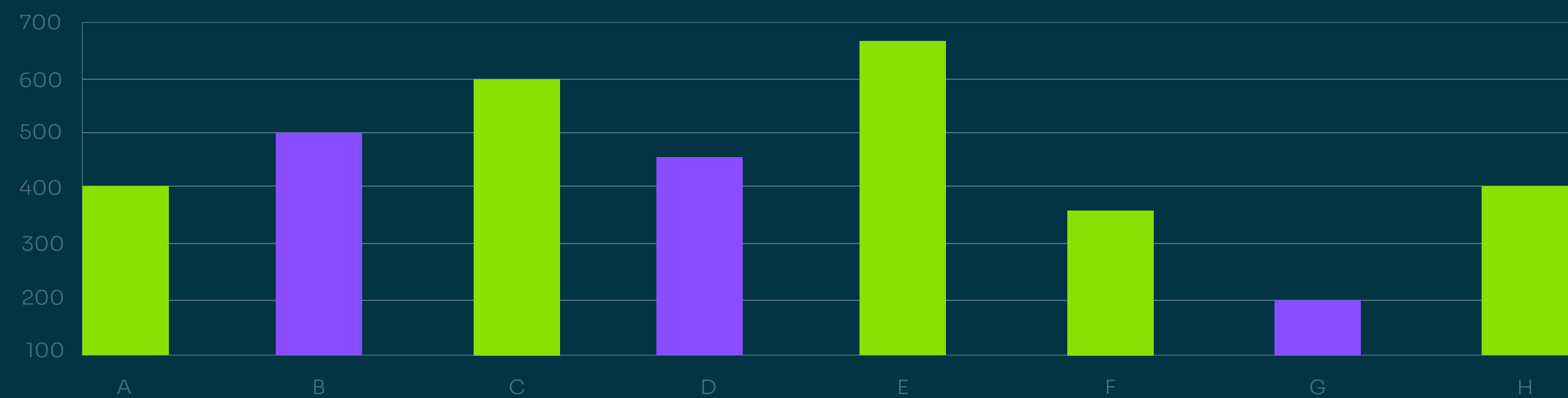
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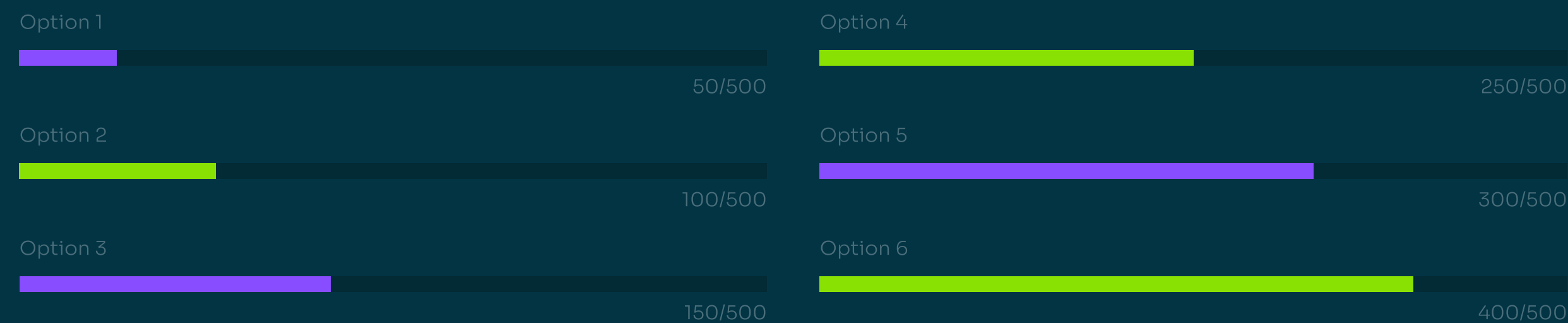
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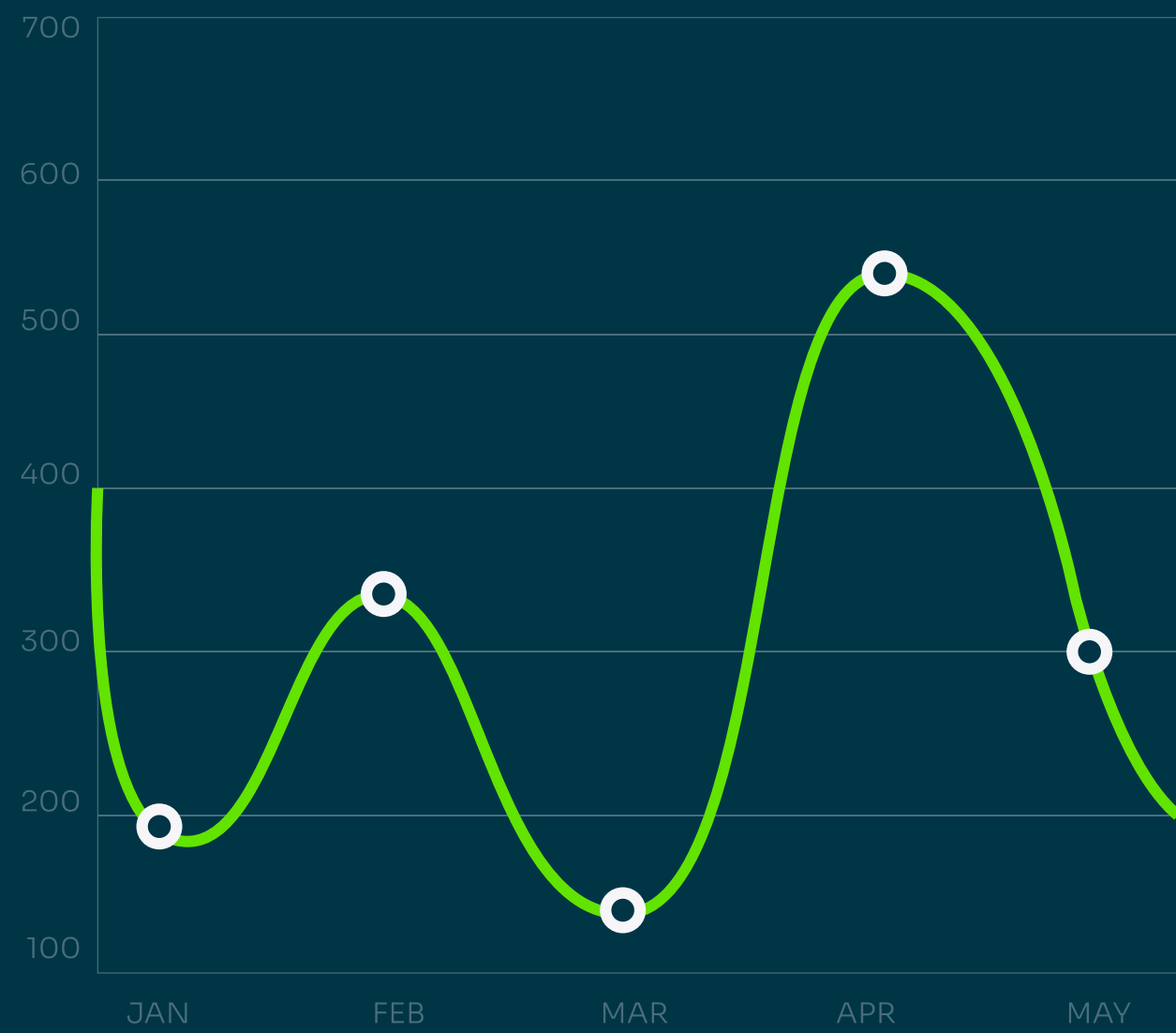
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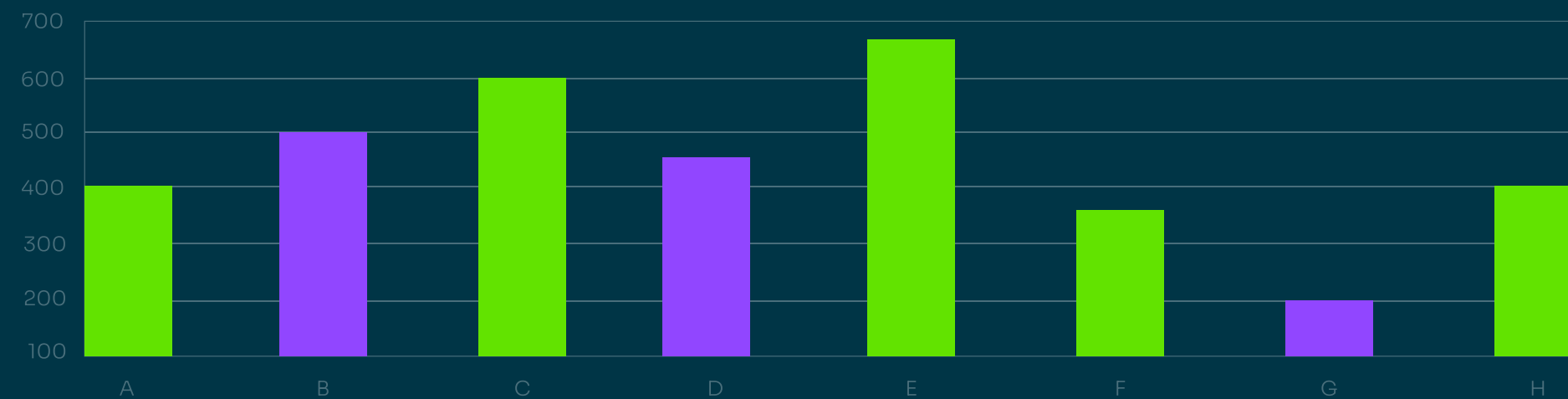
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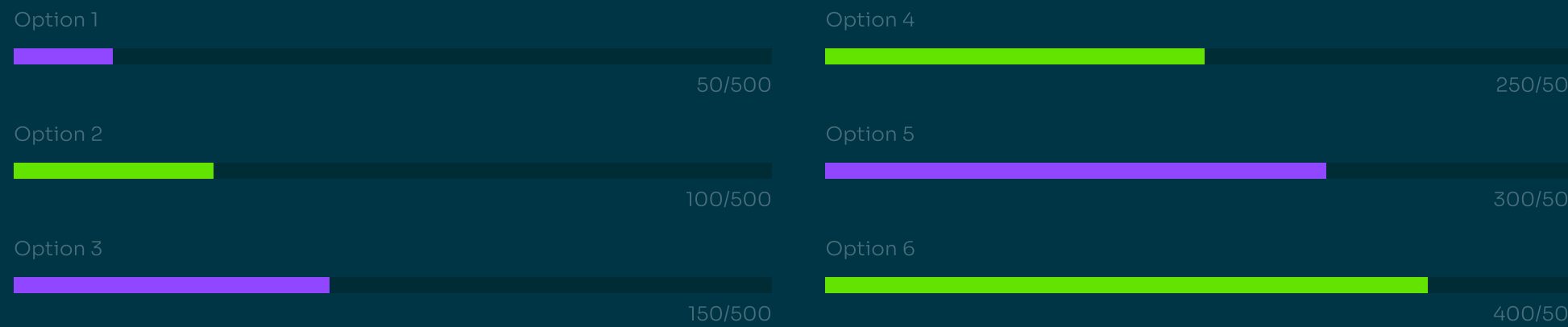
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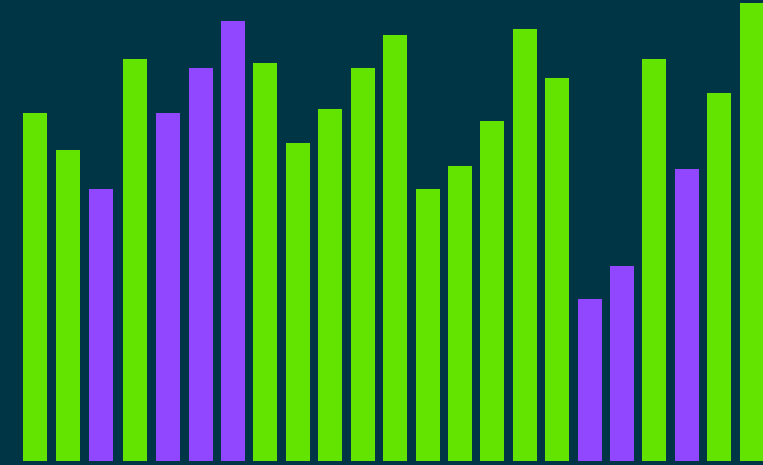


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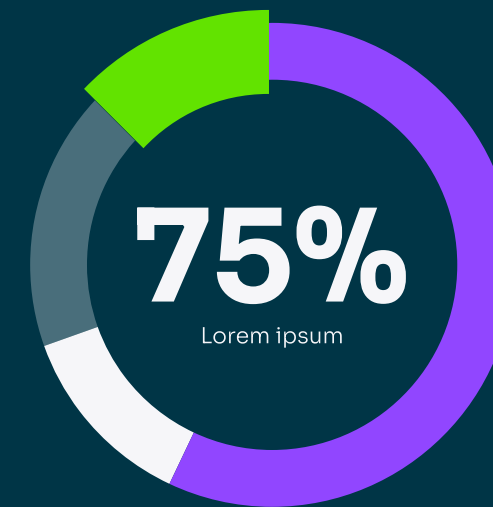
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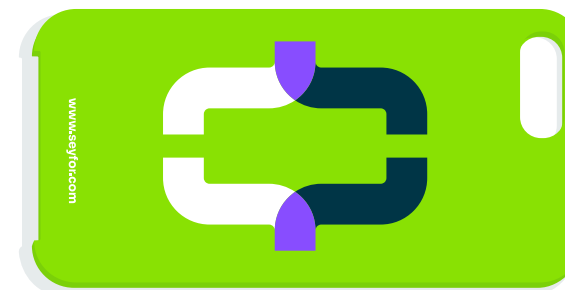
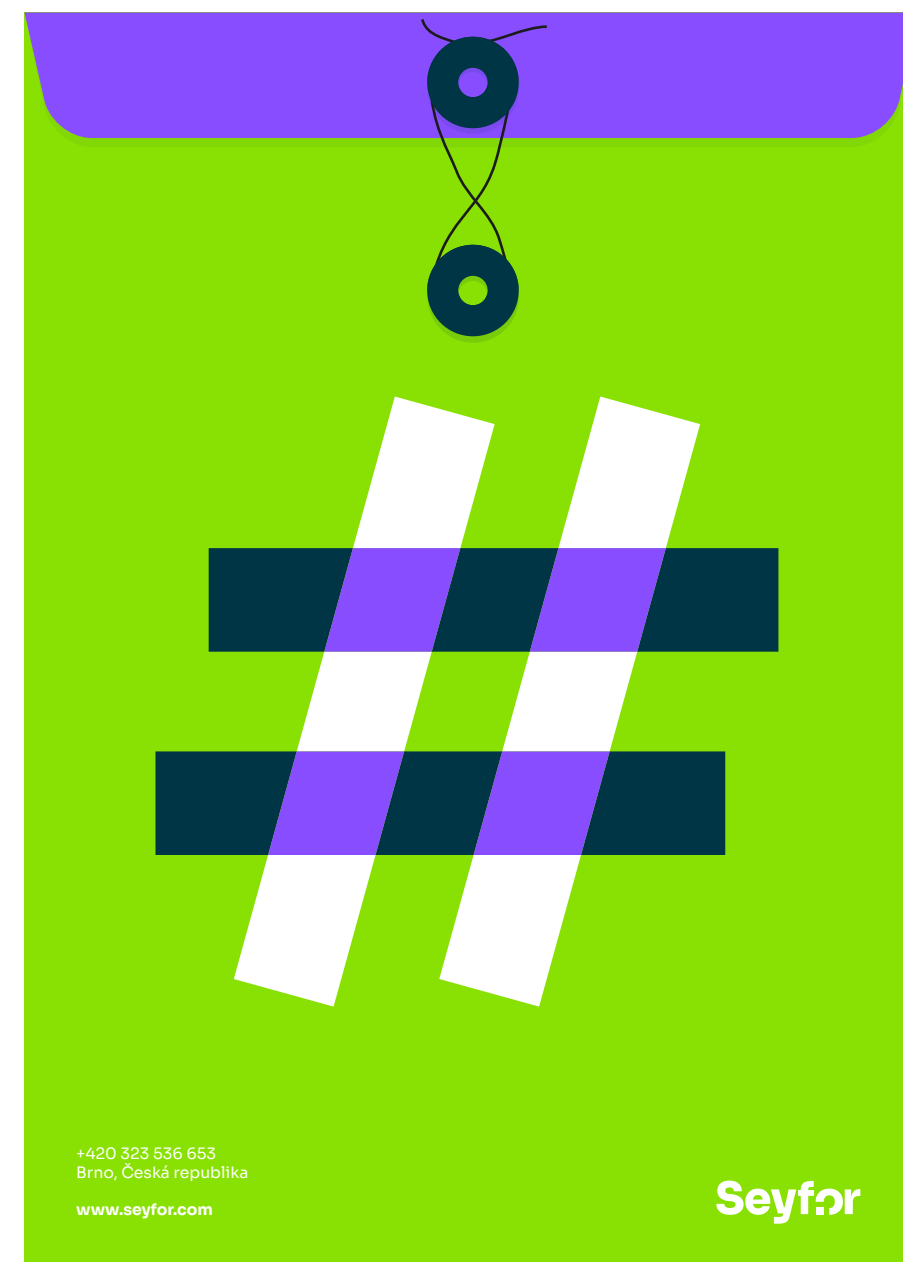
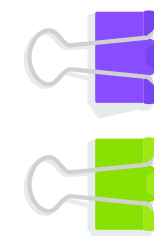
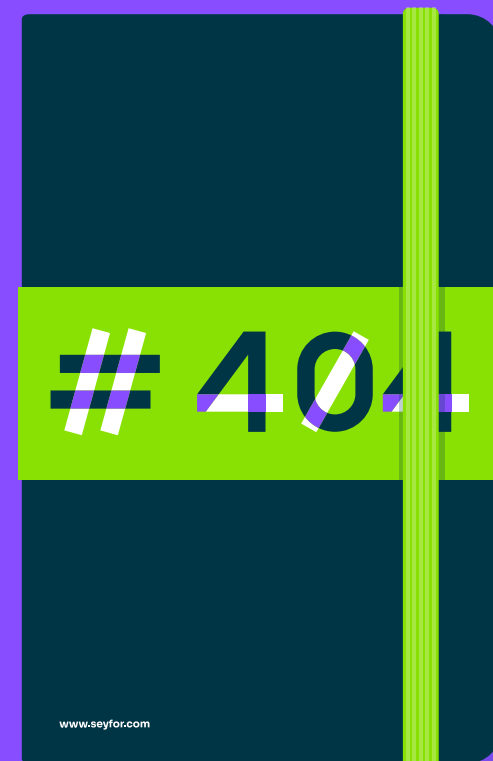
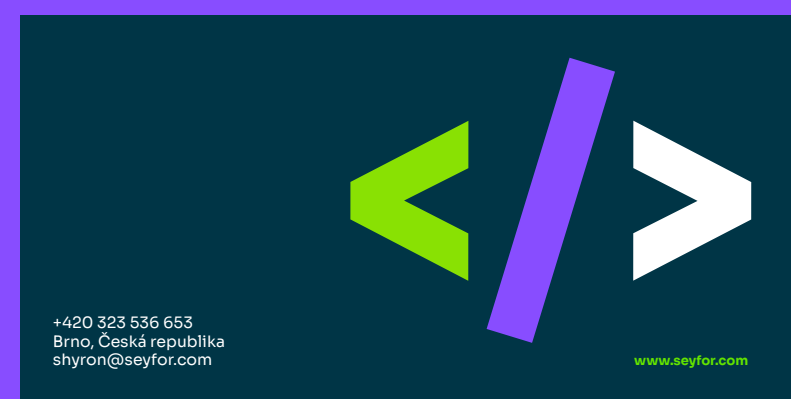
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Hans Berend Managing Director

1. Augusta 2022

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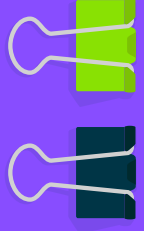
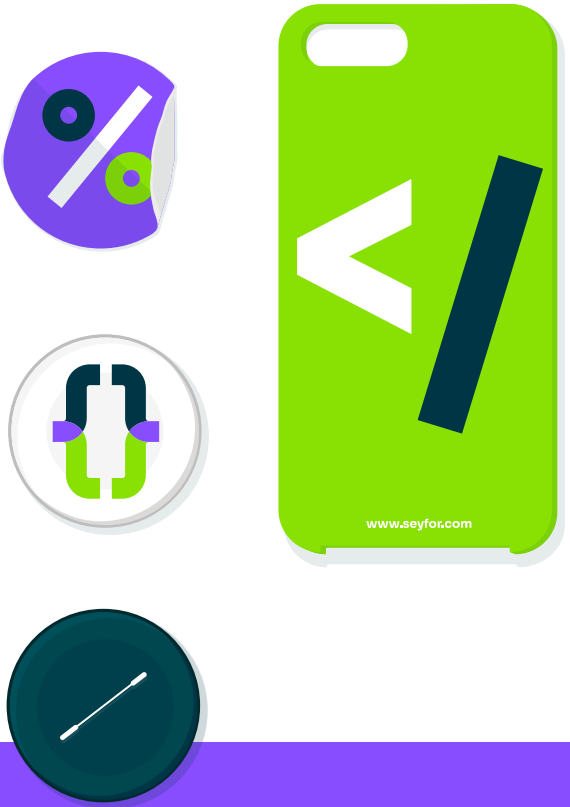
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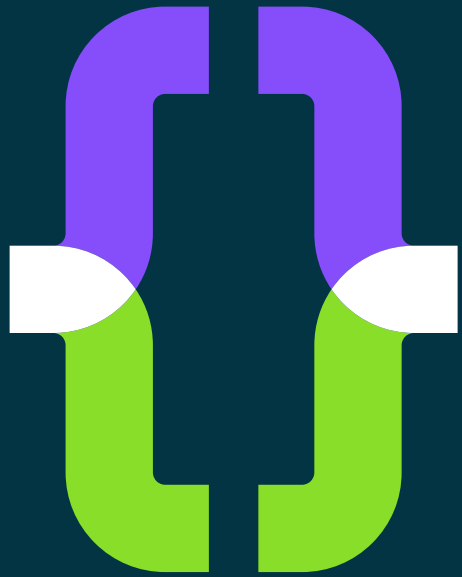
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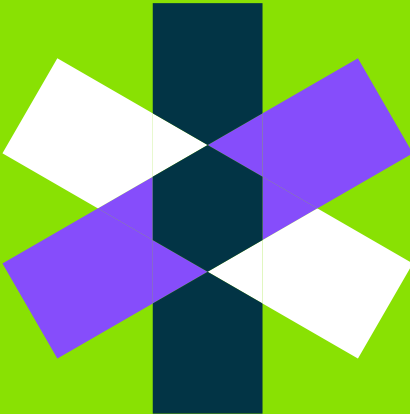
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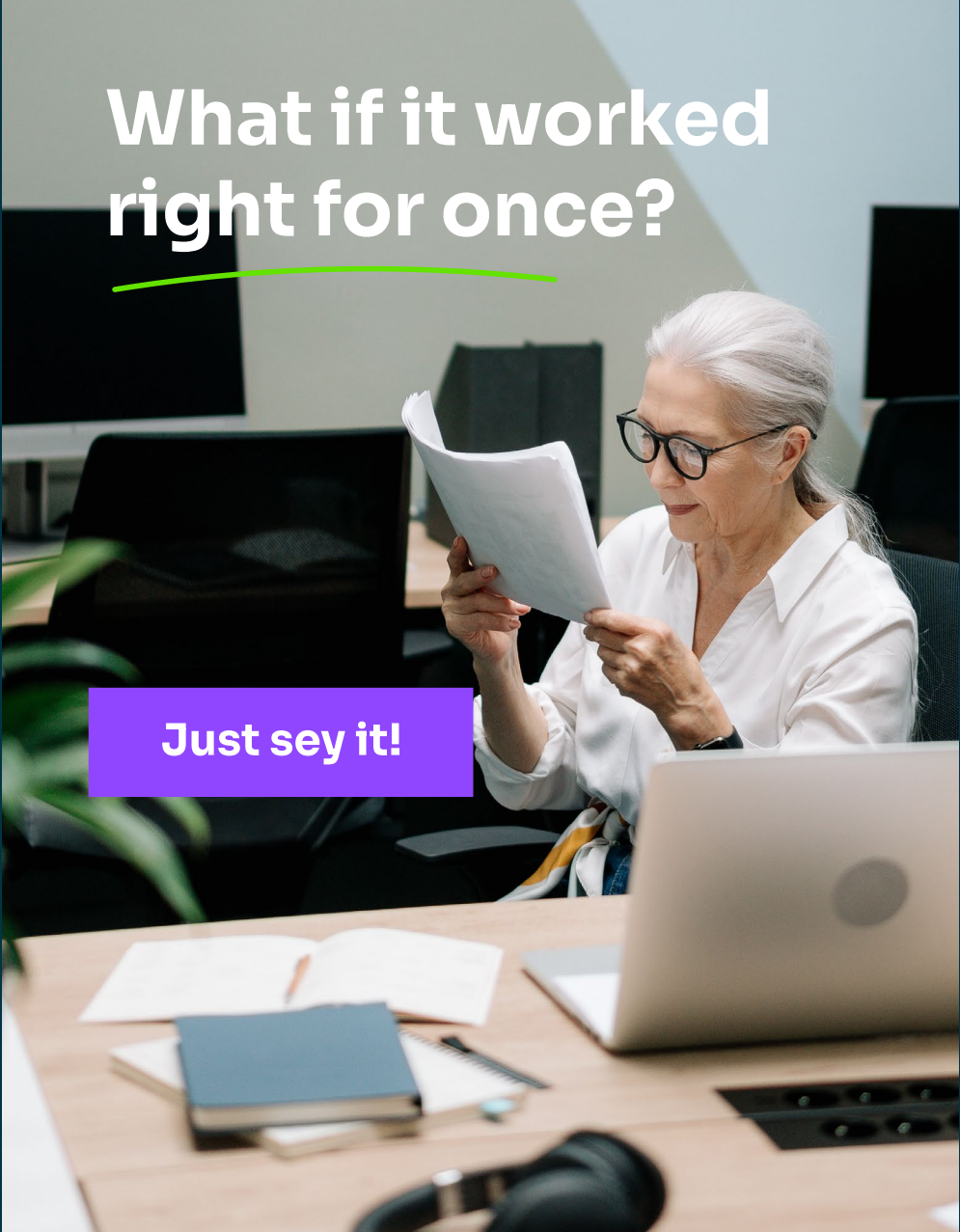
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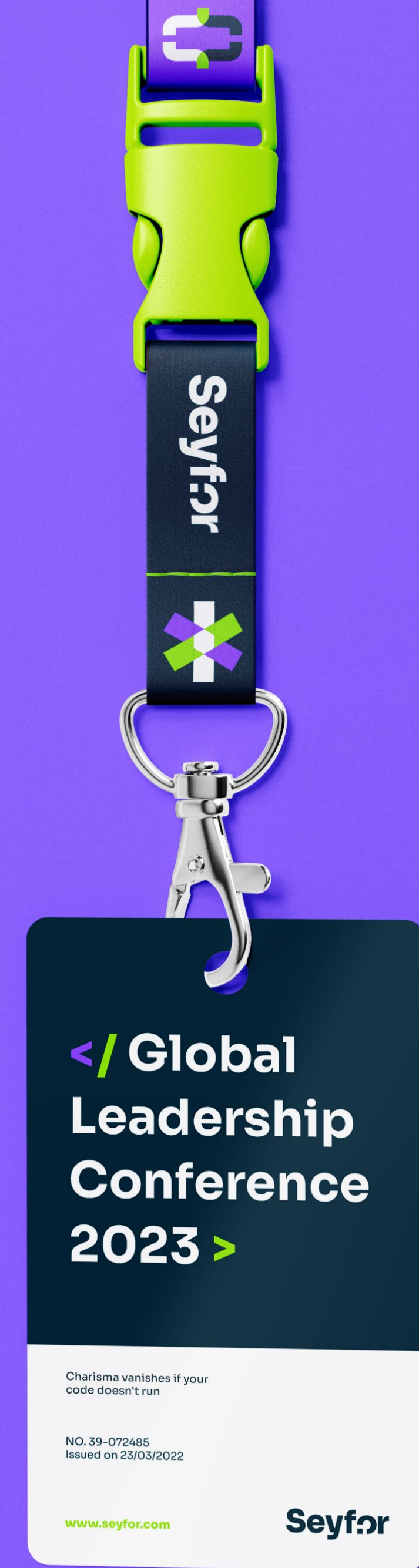
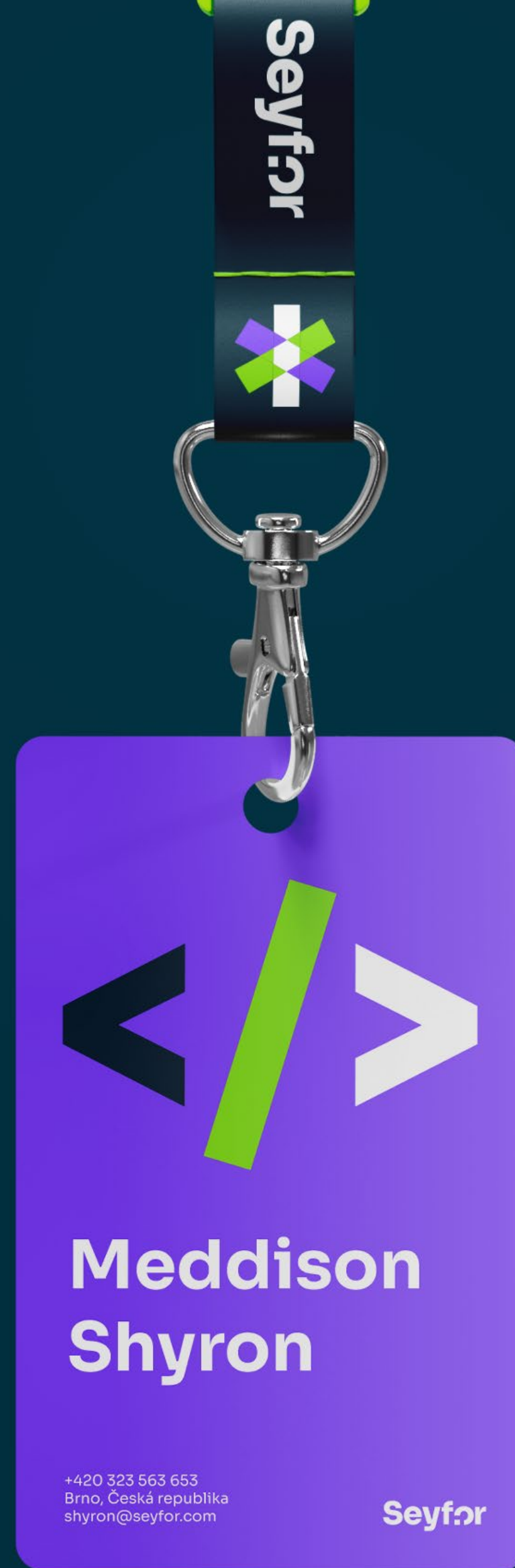
























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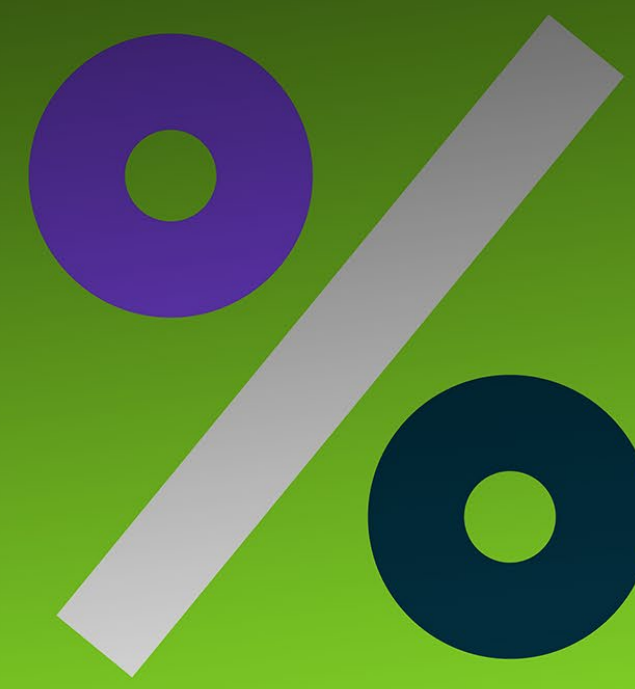


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