

Brand Book

Seyfor

2022

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WE AIM TO CONQUER EUROPE



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

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**)



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!

Unlimited
leave?

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



**WHY WE DO,
WHAT WE DO**

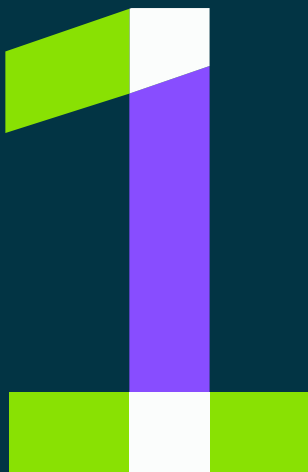
**To make
technology fit
human needs.**



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.



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





Seyfor

INVERSE VARIANT

Inverse variant of the logo
in Seyfor Blue colour.

The image shows the word "Seyfor" in a bold, white, sans-serif typeface. The text is centered within a solid, dark navy blue rectangular field. The letters are thick and have a clean, modern look, with the 'y' having a distinctive shape where the descender is slightly curved. The overall composition is minimalist and high-contrast.

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.

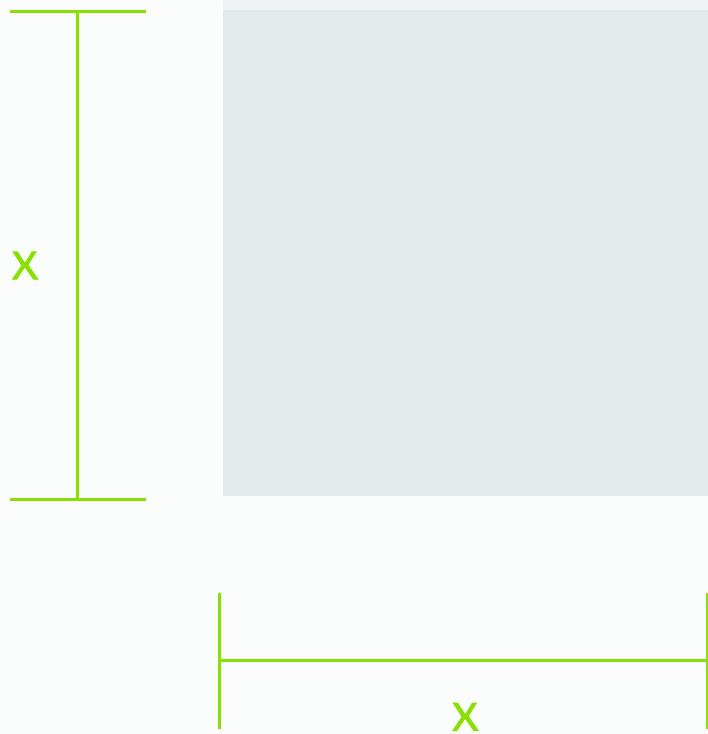
Seyfər

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)



print version (basic shape)



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.

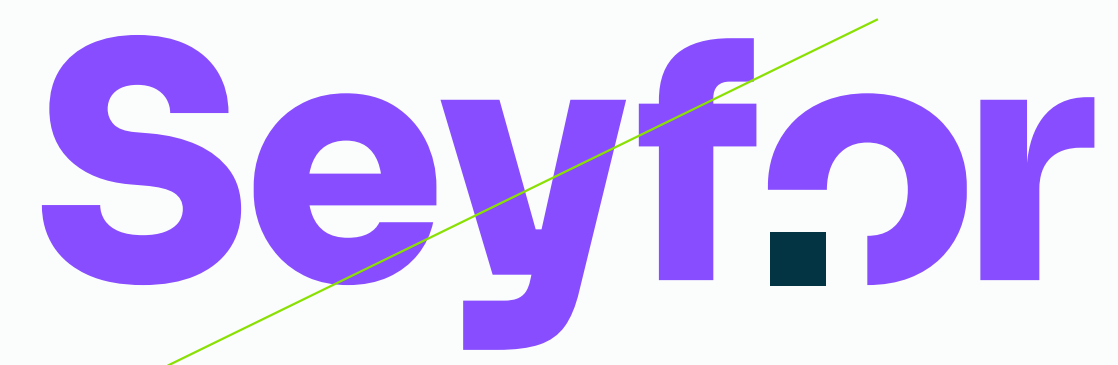
Removing parts of the logo



Proportional deformation



Incorrect colour interpretation



Change of proportions



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



Seyfor



Seyfor



Seyfor

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



Seyfor

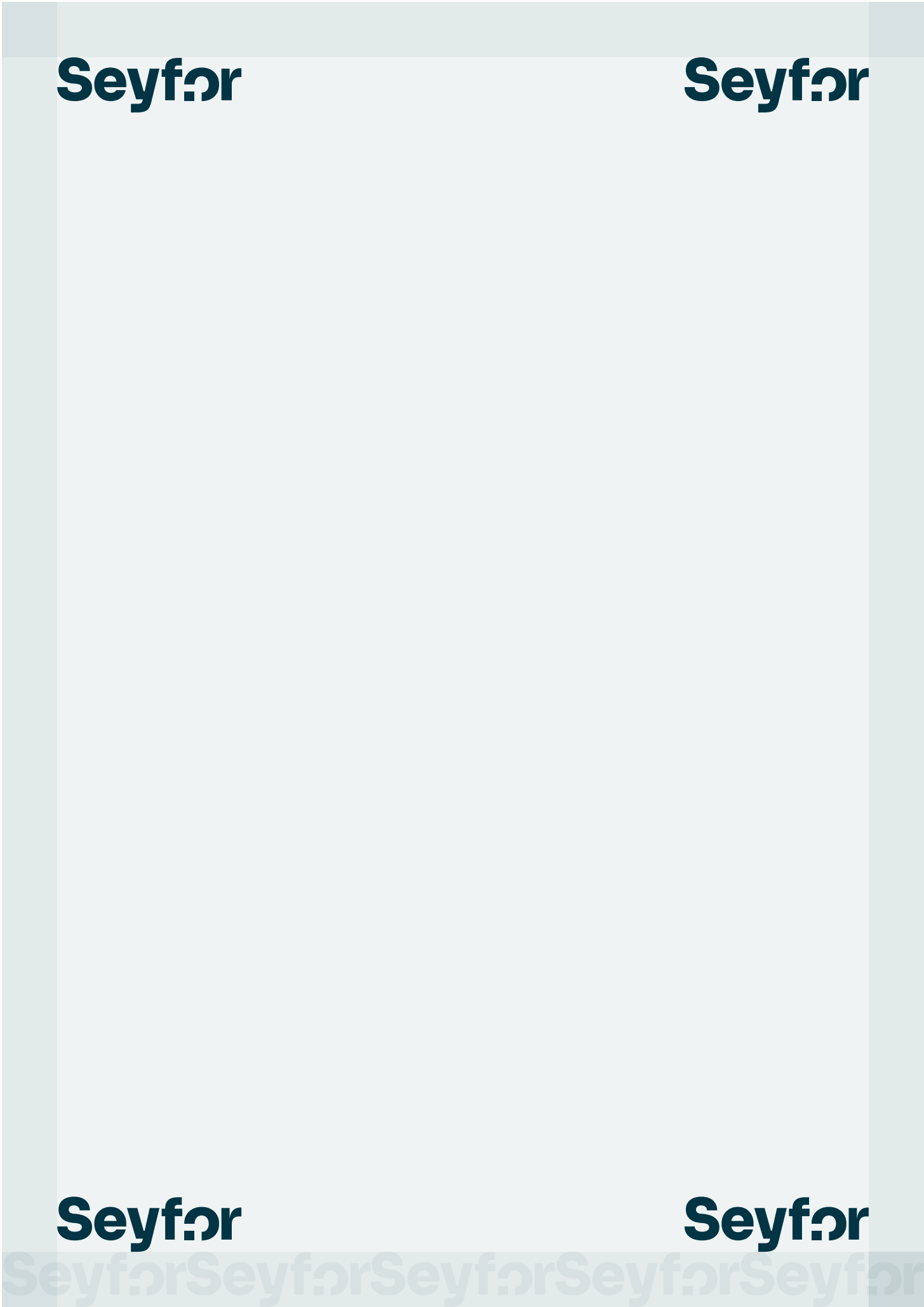


Seyfor



Seyfor

LOGO PLACEMENT





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

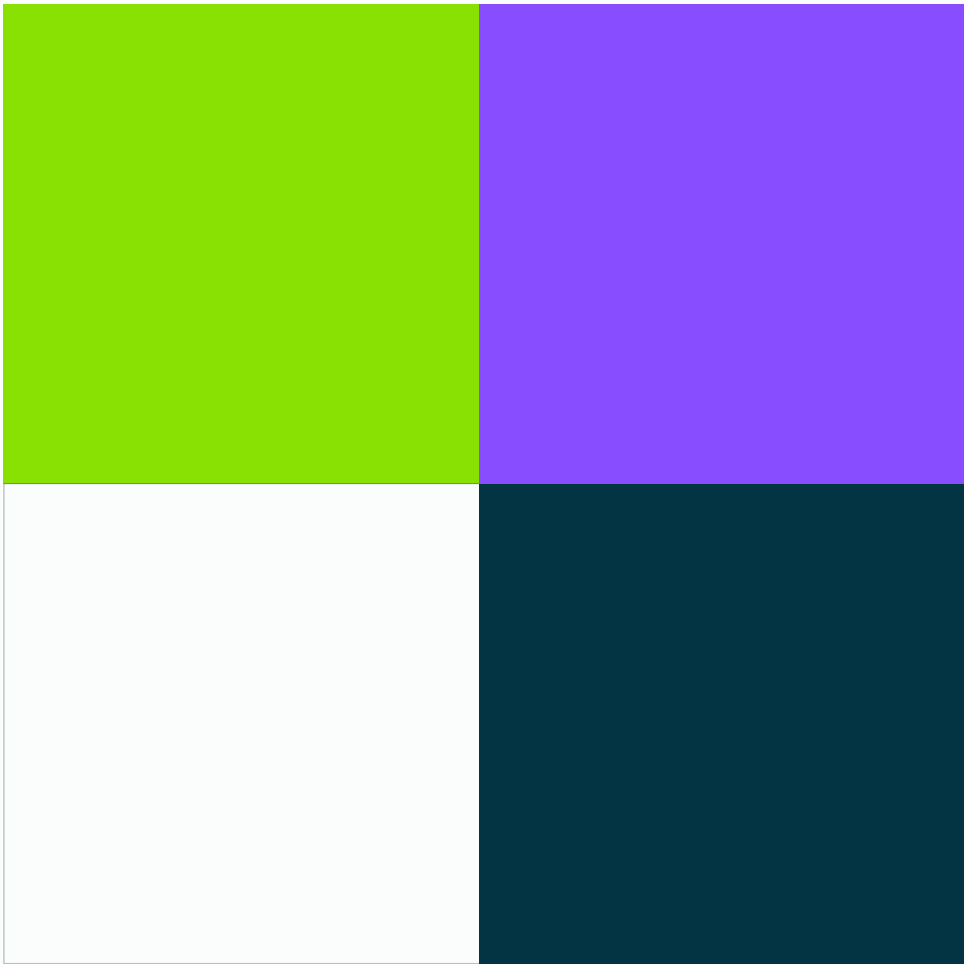
BASIC ATTRIBUTES

They are absolutely essential for all forms of visual communication.

a) typography



b) colour



c) a photo

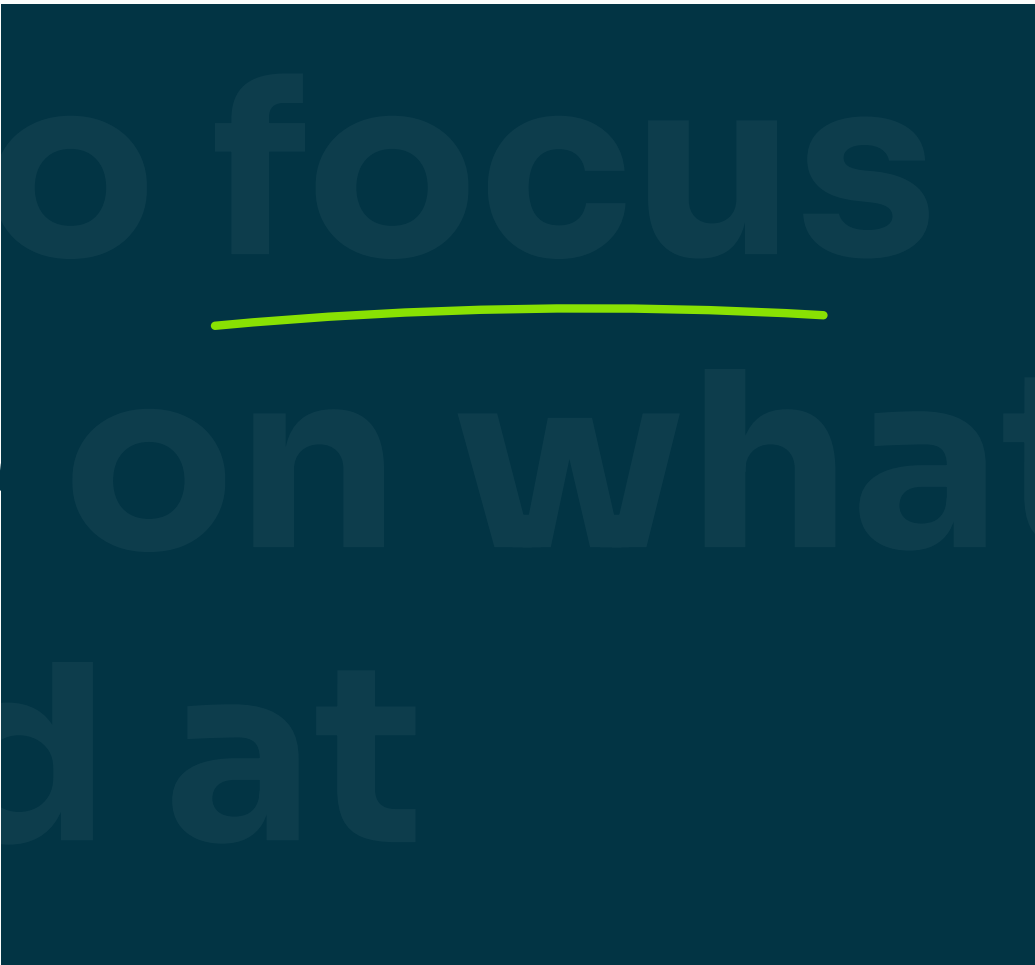


BRAND'S VISUAL ATTRIBUTES

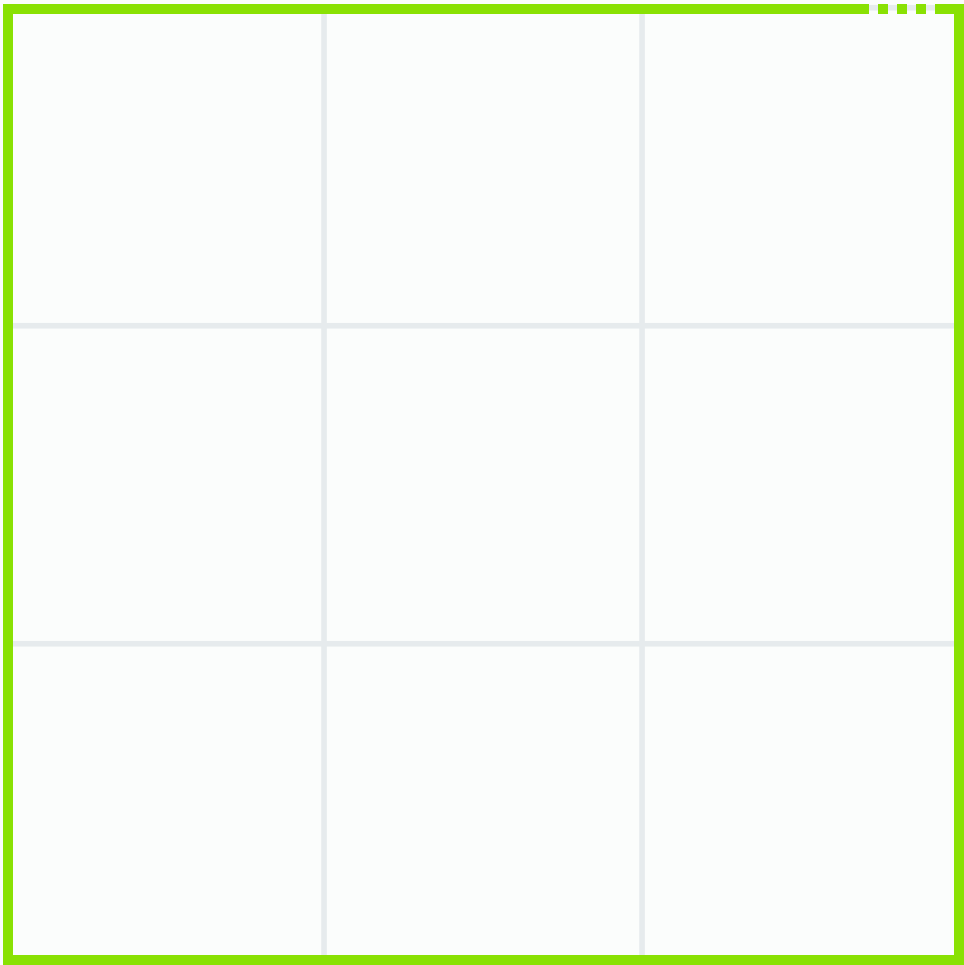
IDENTIFYING ATTRIBUTES

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

d) underline

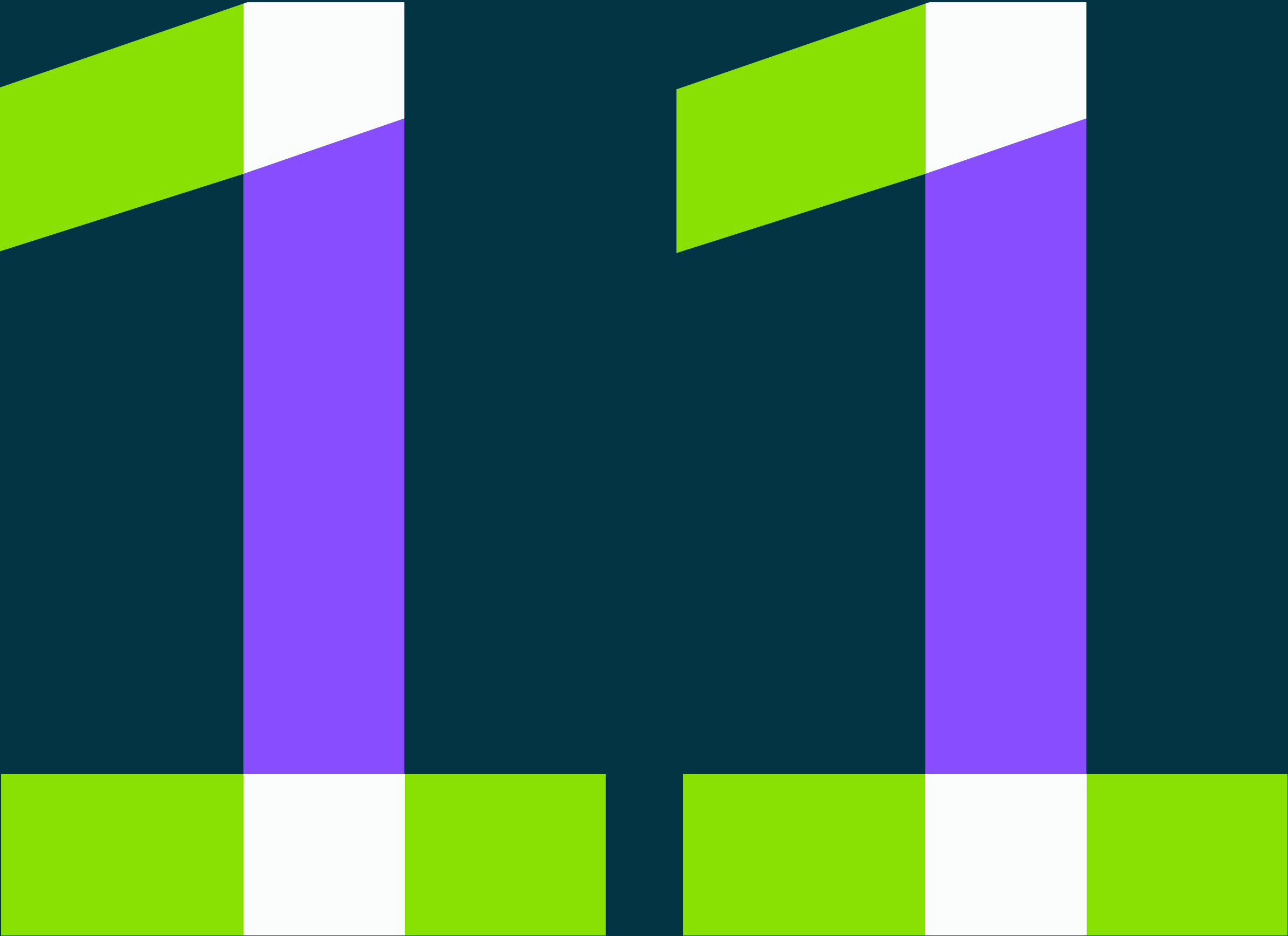


e) window

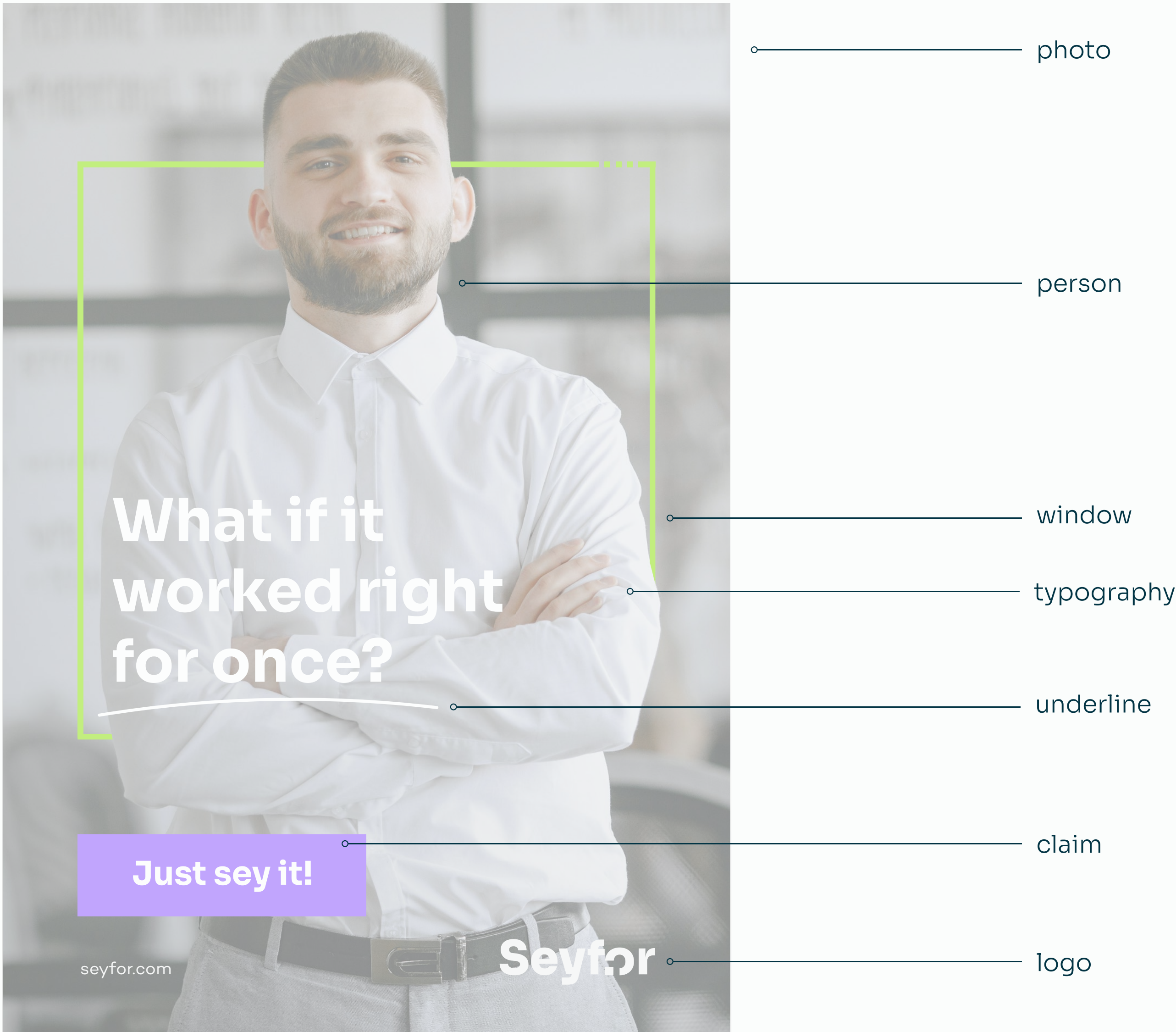


f) special characters

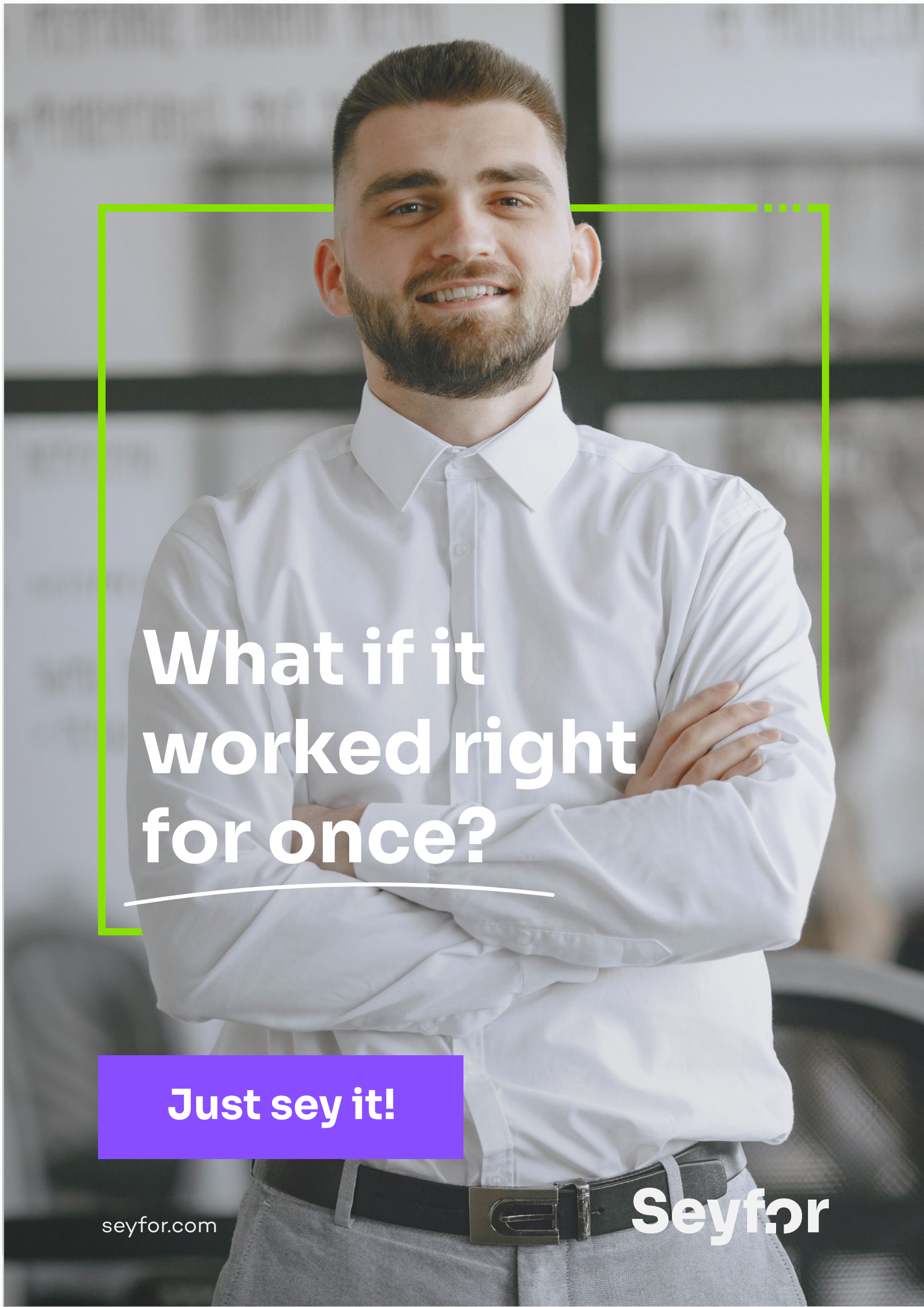




DEFINITION OF ELEMENTS
IN LAYOUT WITH PHOTO



EXAMPLES OF LAYOUT WORK
WITH PHOTO



EXAMPLES OF LAYOUT WORK WITH PHOTO



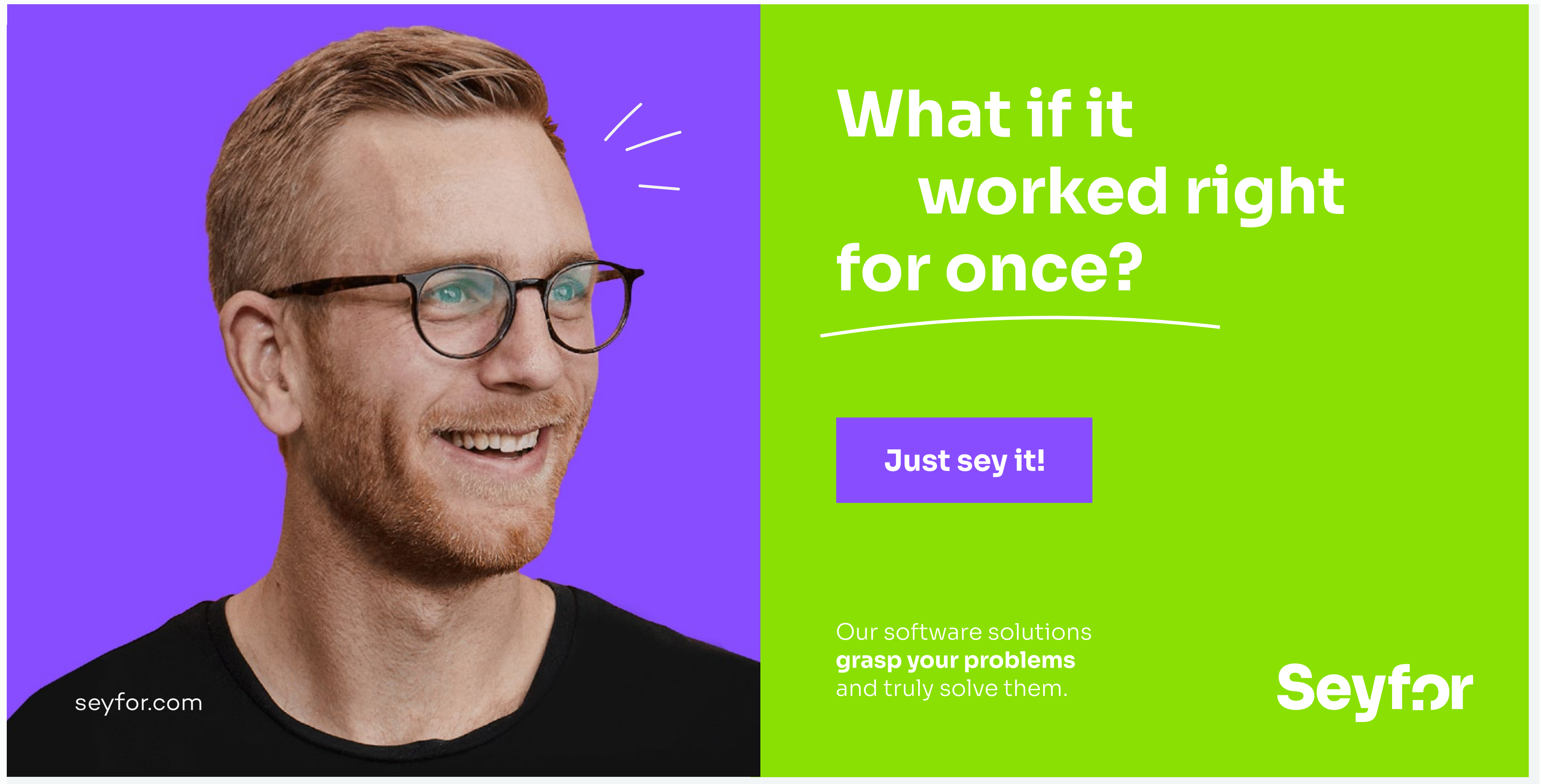
**What if it
worked right
for once?**

Just say it!

Our software solutions
grasp your problems
and truly solve them.

Seyfor

UKÁZKY PRÁCE S LAYOUTEM S FOTOGRAFIÍ

An advertisement for Seyfor. On the left, a portrait of a smiling man with glasses and a beard is set against a solid purple background. A white lightbulb icon is positioned above his head. The text 'seyfor.com' is in the bottom left of the portrait. The right side of the ad has a solid green background. It features the headline 'What if it worked right for once?' in white, underlined. Below this is a purple button with the text 'Just sey it!'. Further down, a paragraph reads 'Our software solutions grasp your problems and truly solve them.' The Seyfor logo is in the bottom right corner.

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

claim, web underline

typography

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



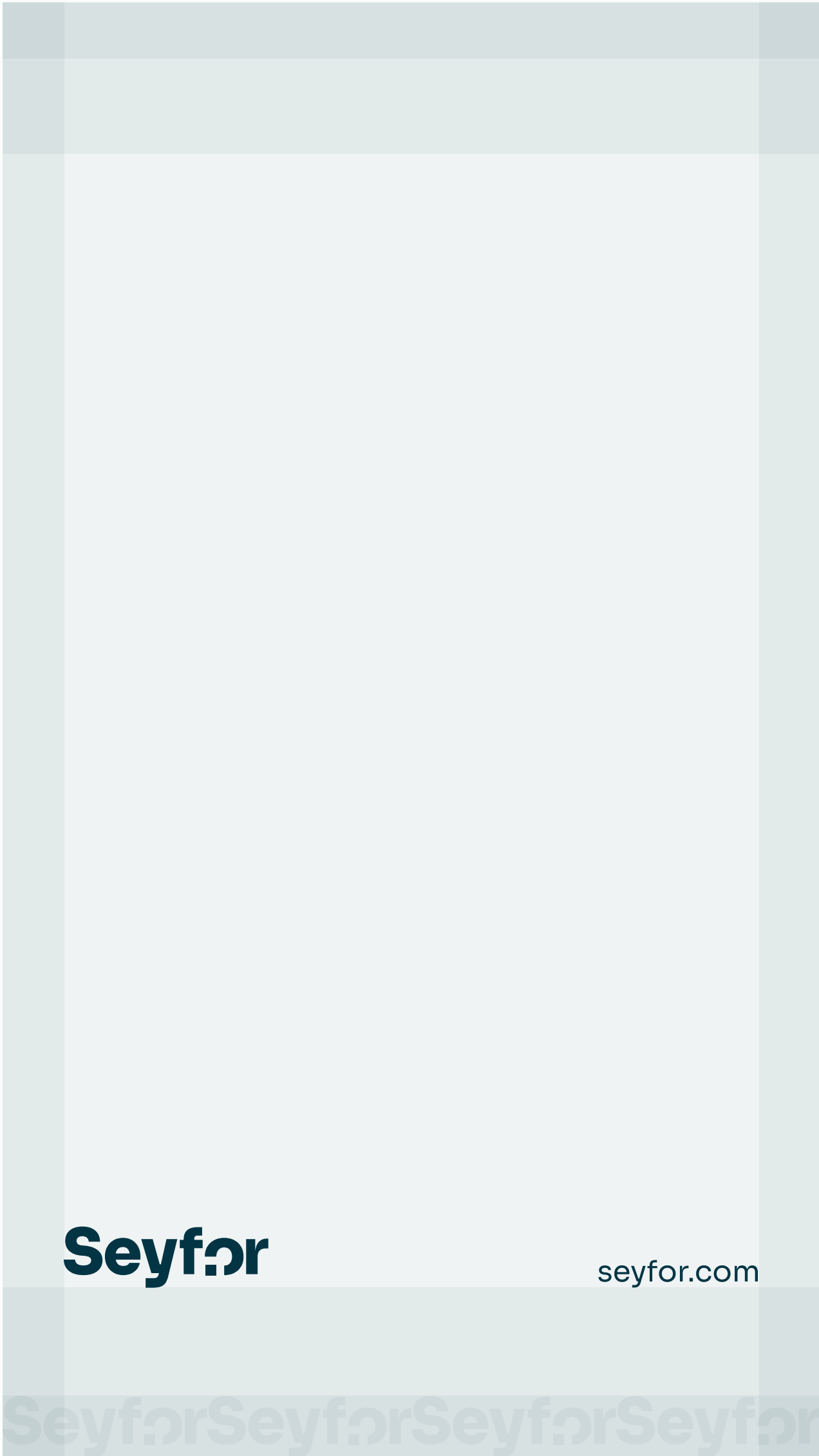
LAYOUT FOR SOCIAL MEDIA

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?



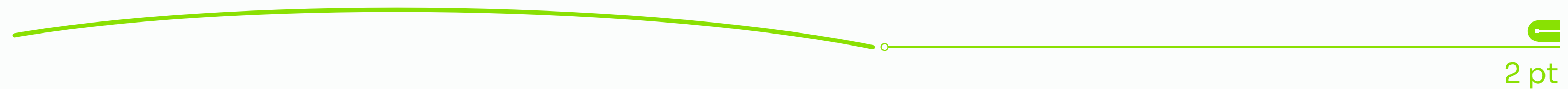
SORA
Bold, 120 pt
leading: 150 pt

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

SORA
Light, 30 pt
leading: 40 pt

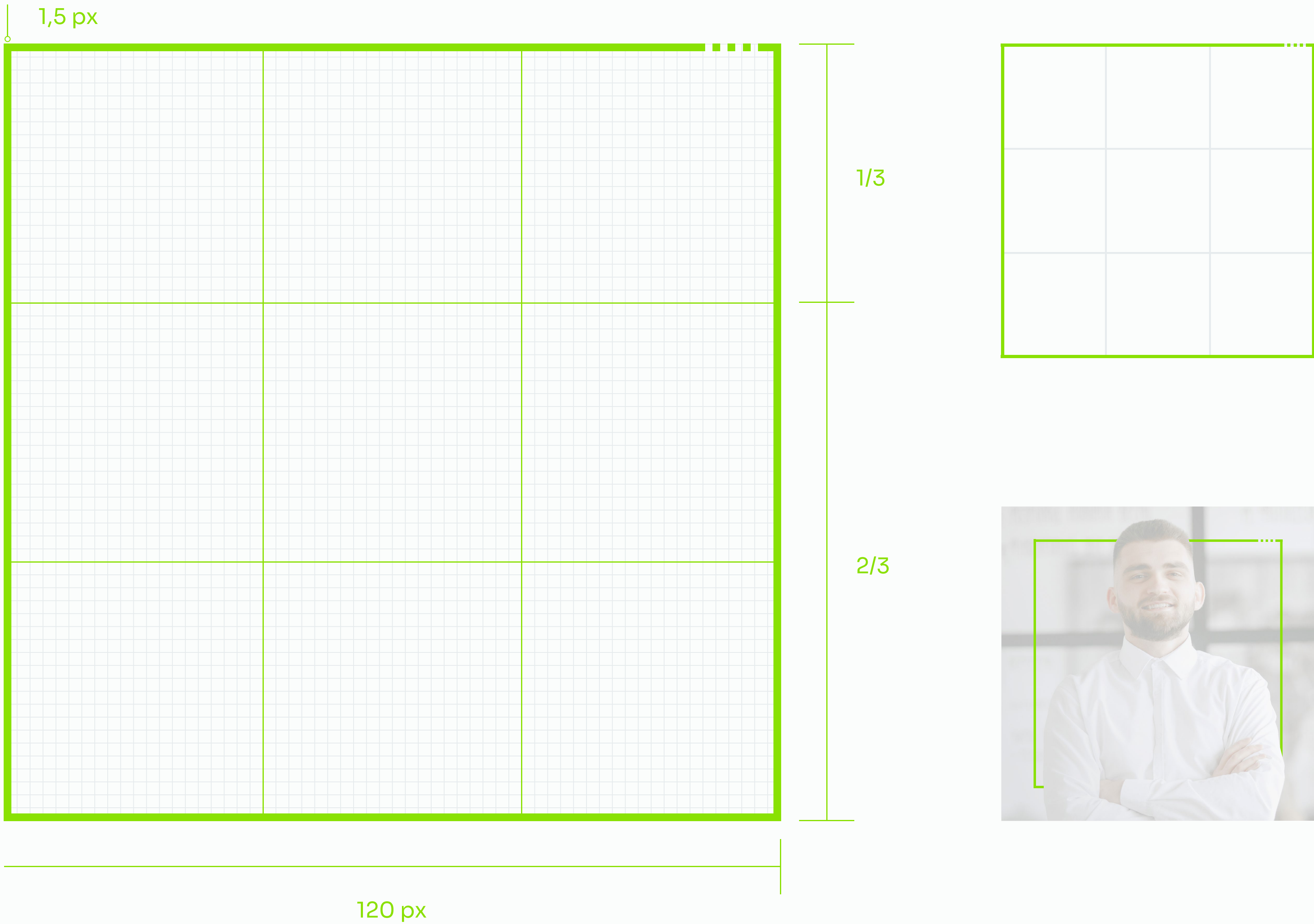
SORA
Bold, 30 pt
leading: 40 pt

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



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!

TEXT IN WINDOW

Unlimited leave?

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

SORA

Bold, 85 pt
leading: 110 pt

SORA

Light, 20 pt
leading: 25 pt

Just sey it!

WINDOW + CLAIM

CLAIM SIZE

ideally 2/5 of window width

Just sey it!

Just sey it!

Just sey it!

Just sey it!

Just sey it!

Just sey it!

Just

Just sey it!

Just sey it!

at least 1/3 of window width

Just sey it!

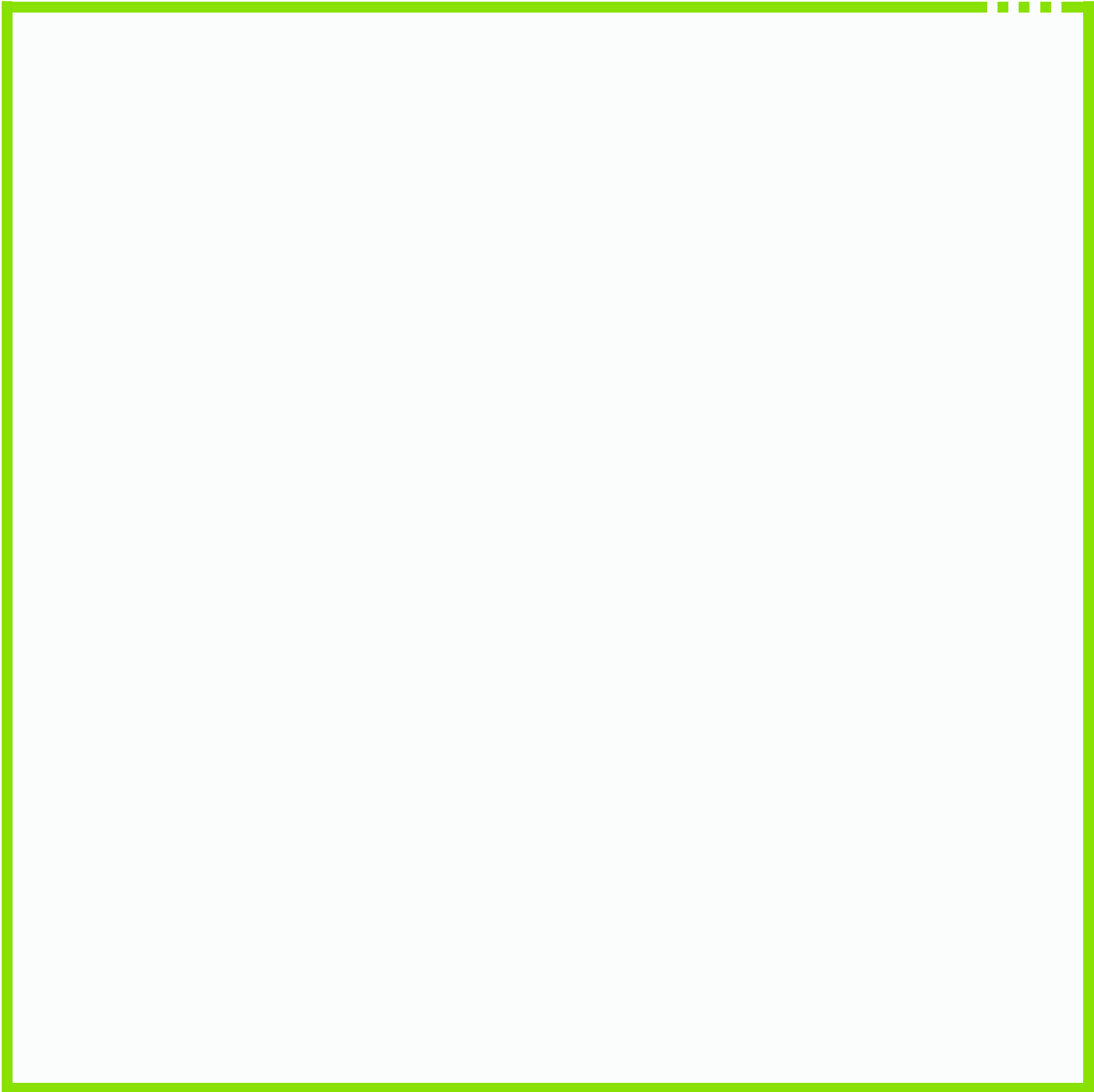
at most 1/2 of window width

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!

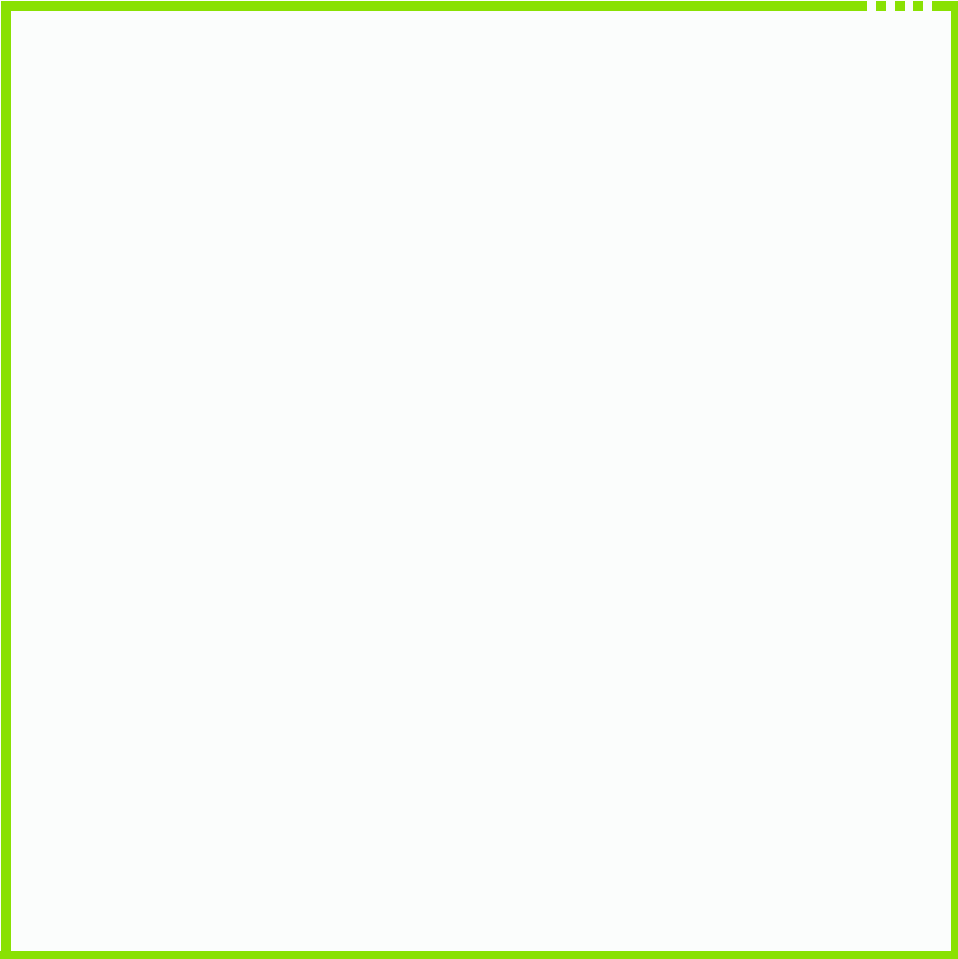
Just sey it!

Claim
Sora, Bold

WINDOW + CLAIM

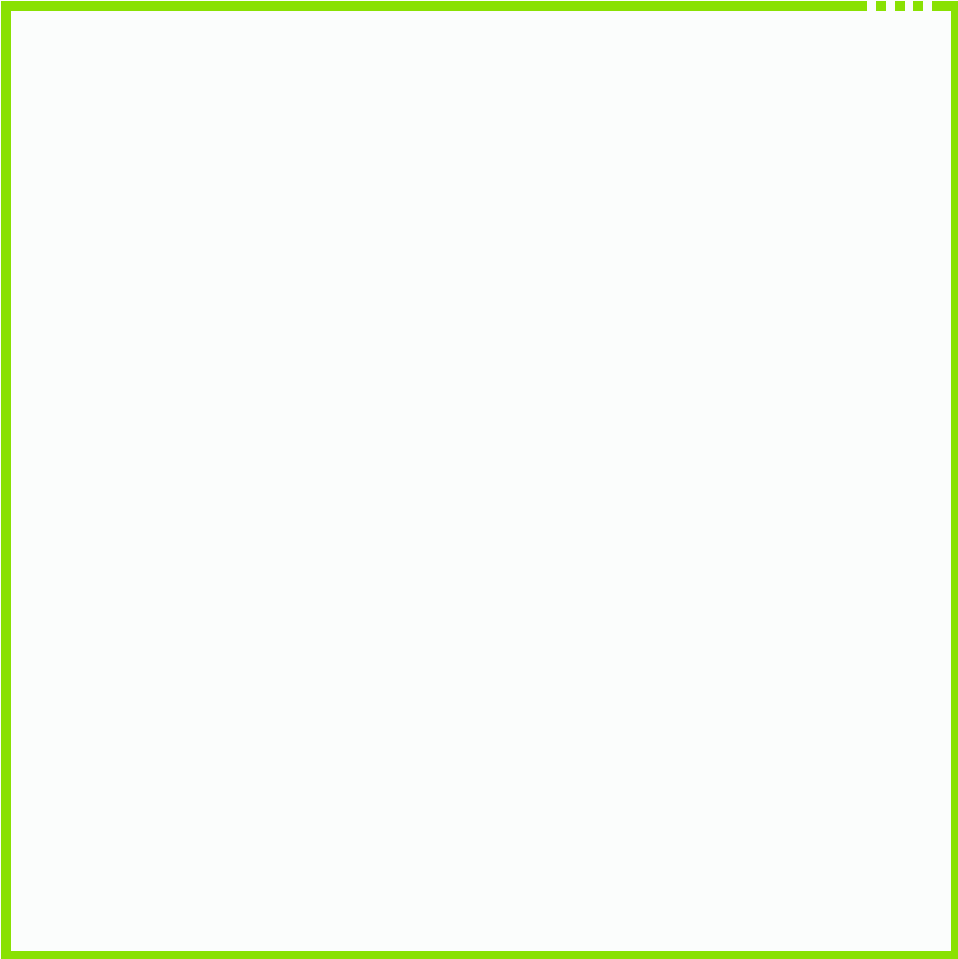
CLAIM POSITIONING

a) alignment to the right



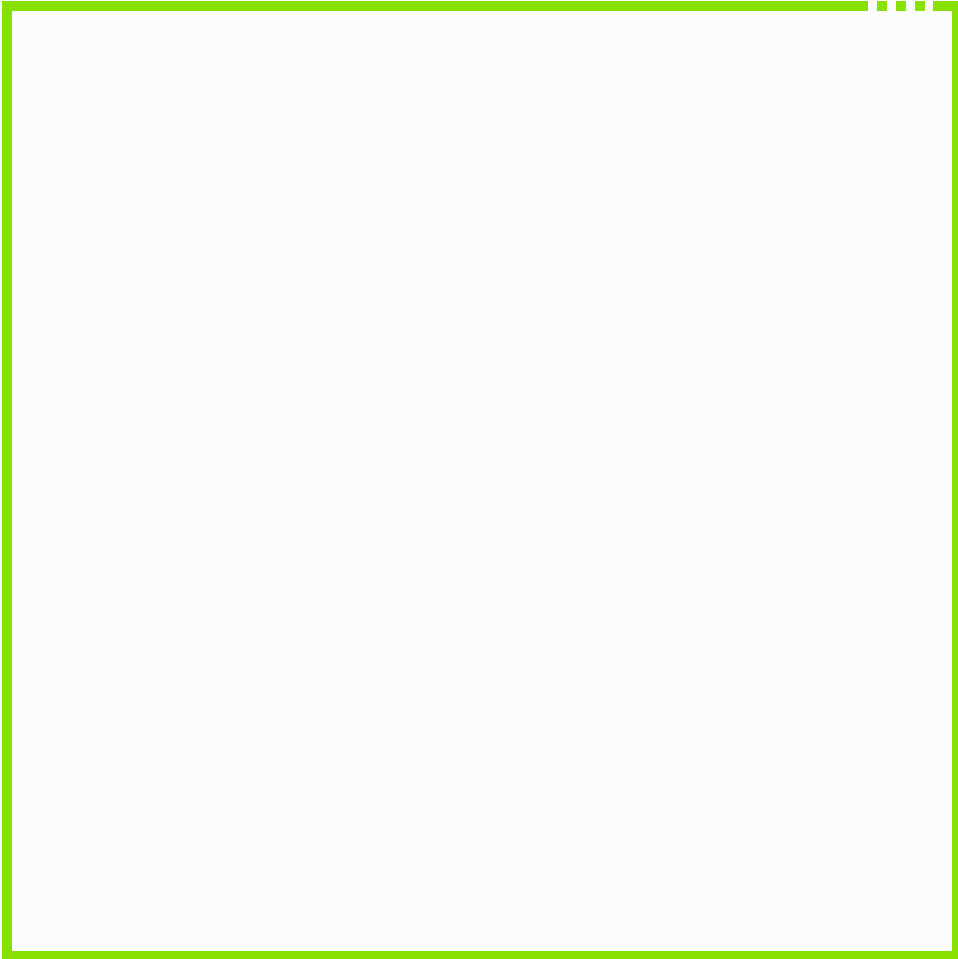
Just sey it!

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

#FBFDFC
WHITE

RGB	CMYK
251 %	0 %
253 %	0 %
252 %	0 %
	0 %
RAL	
9016	

#89E103
LAWN GREEN

RGB	CMYK
137 %	40 %
225 %	0 %
3 %	100 %
	0 %
RAL	
6038	

#884DFF
VIOLET

RGB	CMYK
136 %	64 %
77 %	72 %
255 %	0 %
	0 %
RAL	
4005	

#023444
SHERPA BLUE

RGB	CMYK
2 %	100 %
52 %	70 %
68 %	50 %
	40 %
RAL	
5001	

COMPLEMENTARY
COLOURING

#FFFFFFF WHITE		#F7F7FA GREY		#000000 BLACK	
RGB	CMYK	RGB	CMYK	RGB	CMYK
255 %	0 %	247 %	0 %	0 %	0 %
255 %	0 %	247 %	0 %	0 %	0 %
255 %	0 %	250 %	0 %	0 %	0 %
	0 %		10 %		100 %
RAL		RAL		RAL	
9010		9003		9005	

SPECIAL CHARACTERS
AND PUNCTUATION



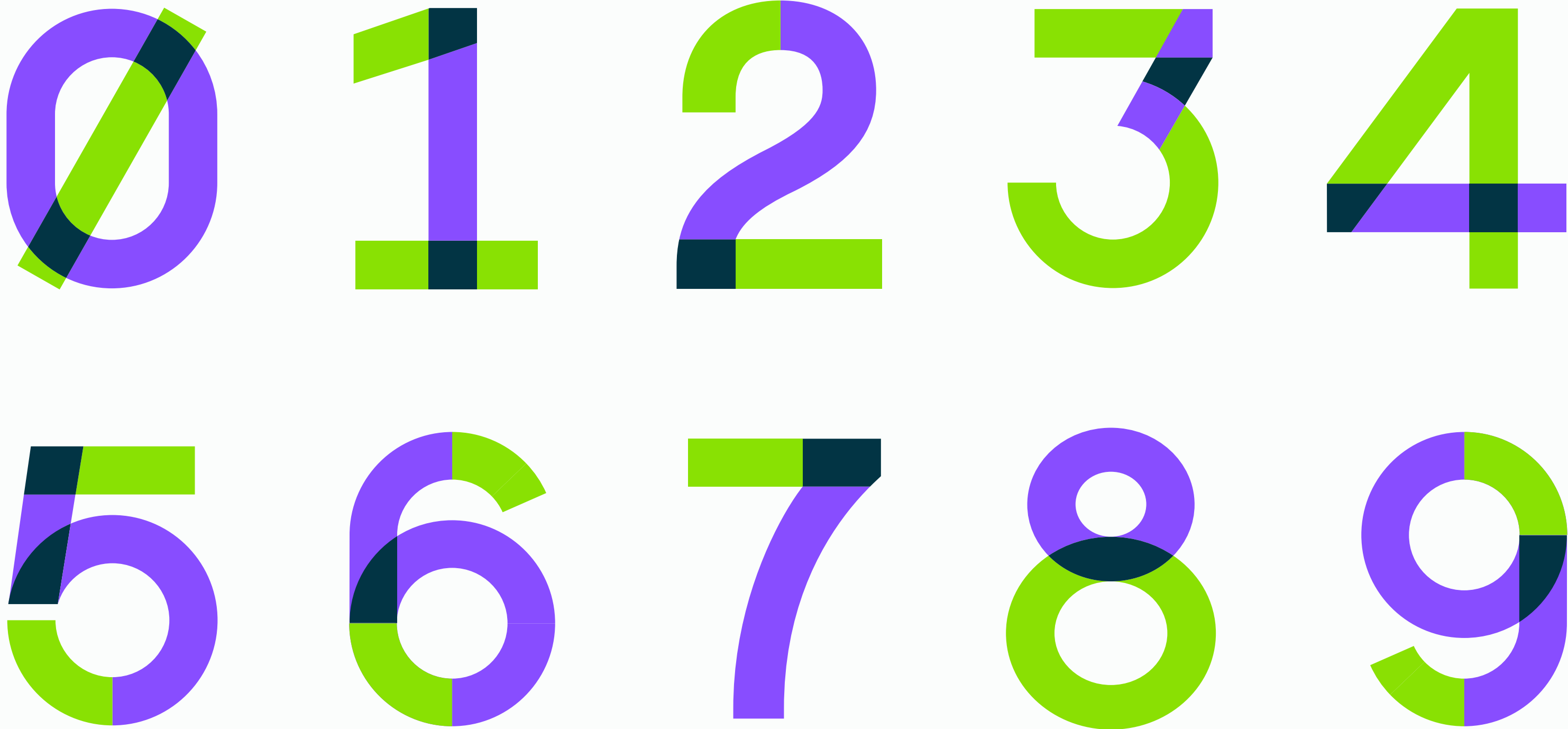
SPECIAL CHARACTERS AND PUNCTUATION

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

\$

#

4.04

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

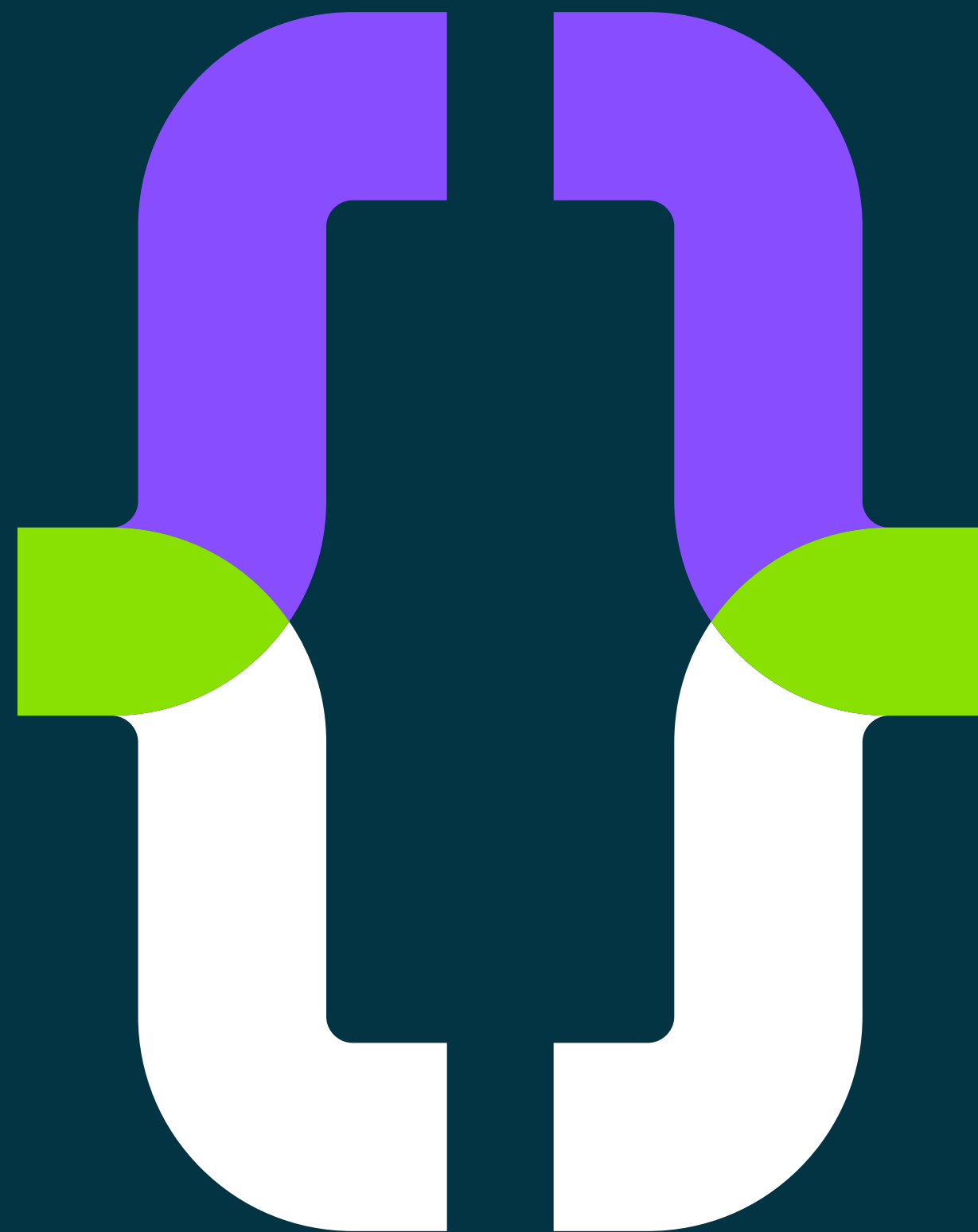
Aa

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.

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

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
(. : ; ? ! @ # € %)

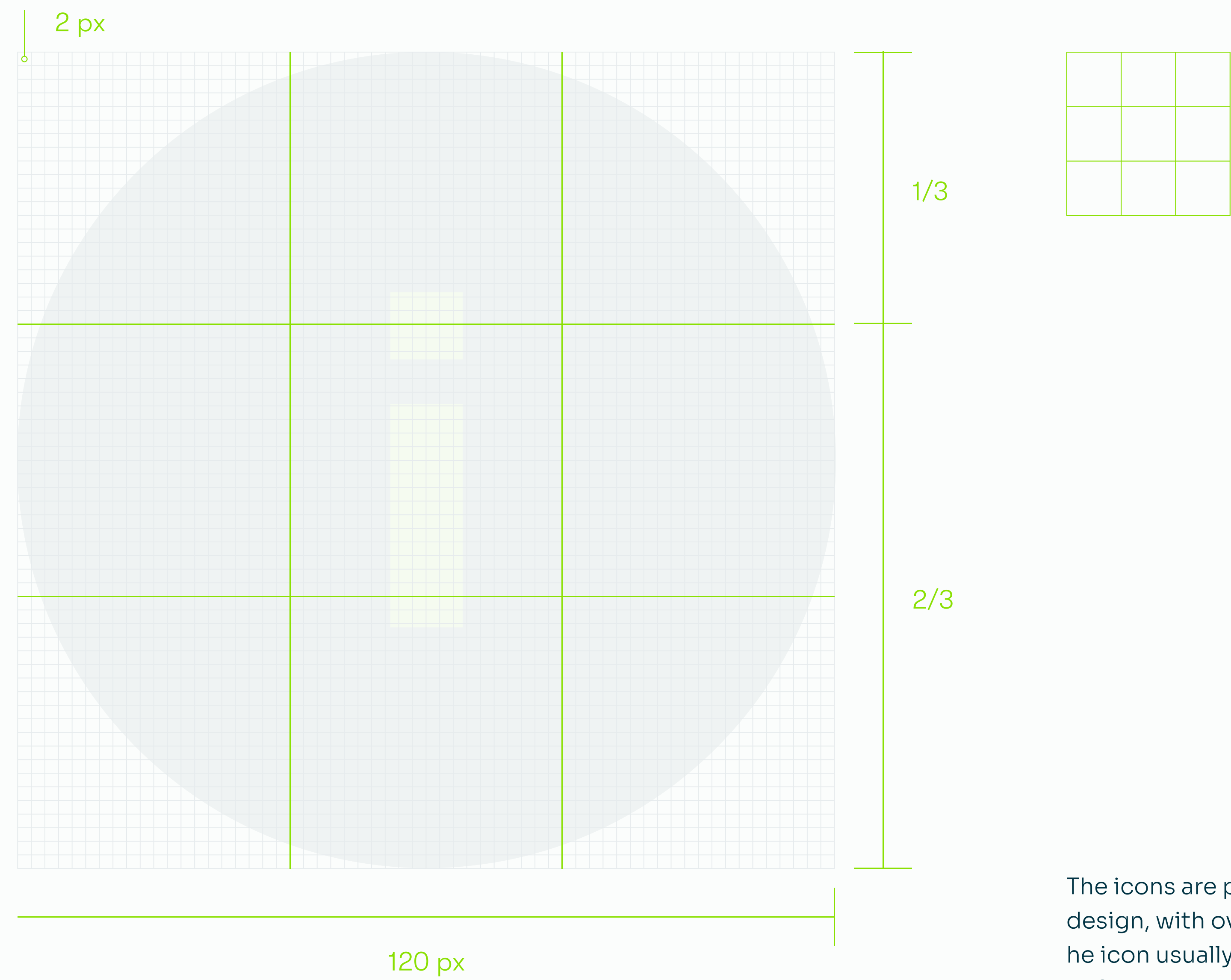
Century Gothic

Designed by
Monotype Imaging
1991

Century Gothic
Regular

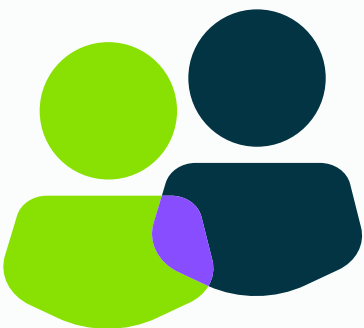
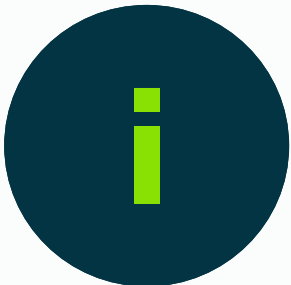


ICONOGRAPHY



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

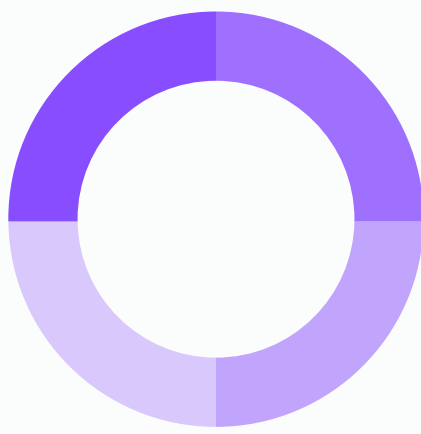
The basic colour palette of charts consists of three colours (#89E103, #884DFF, #023444) supplemented with grey (#F7F7FA) that can be used with full-colour background.

Full colours



Monochromatic colours

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



#023444
SHERPA BLUE

#884DFF
VIOLET

#89E103
LAWN GREEN

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



#5DE5E9
TURQUOISE BLUE

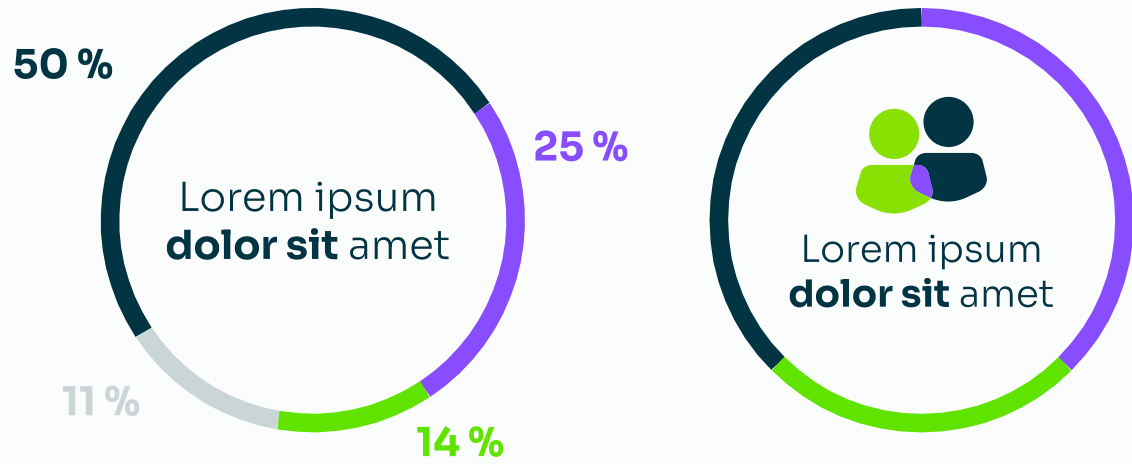
CHARTS

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

Pie chart (chart + text = one colour)



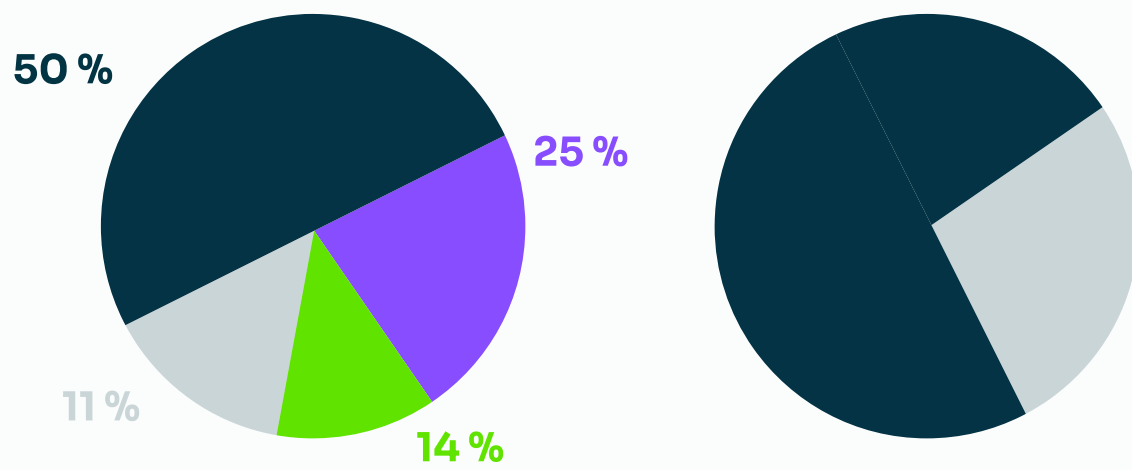
Pie chart (open)



Other charts



Pie chart (full)

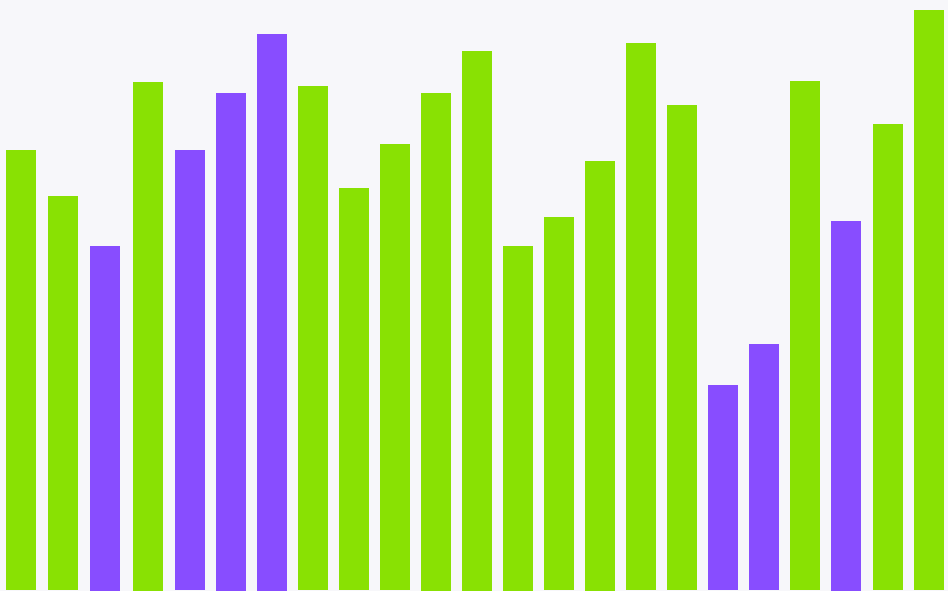


750 Title here
Lorem ipsum



See more ►

2,31 Title here
Lorem ipsum



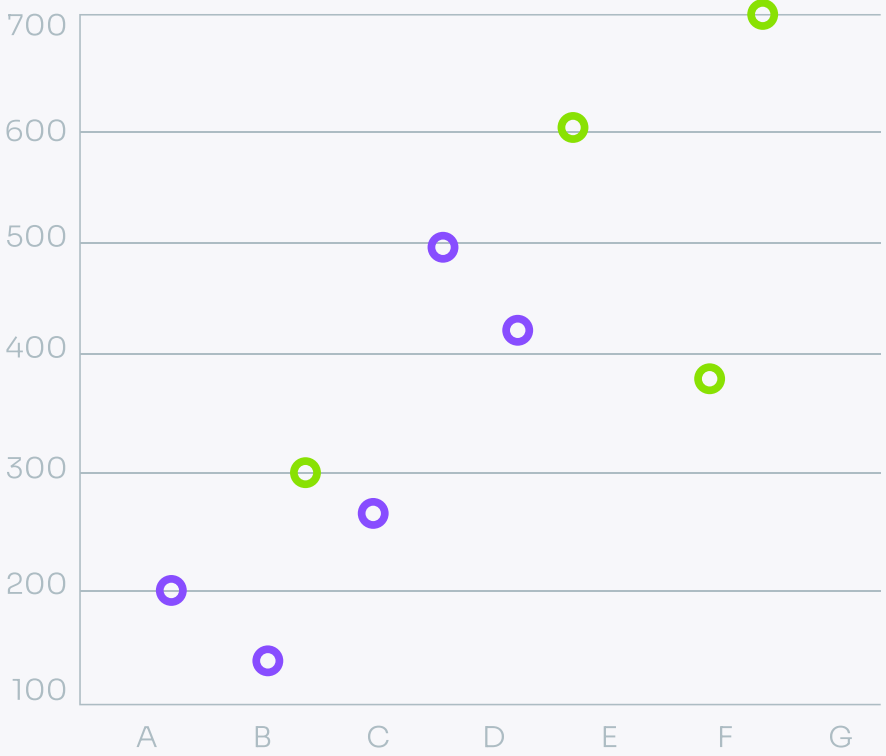
See more ►

840 Title here
Lorem ipsum



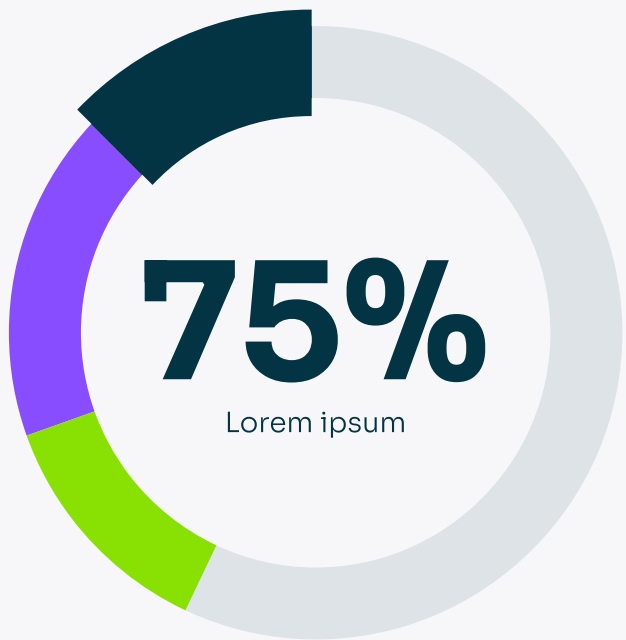
See more ►

4,51 Title here
Lorem ipsum



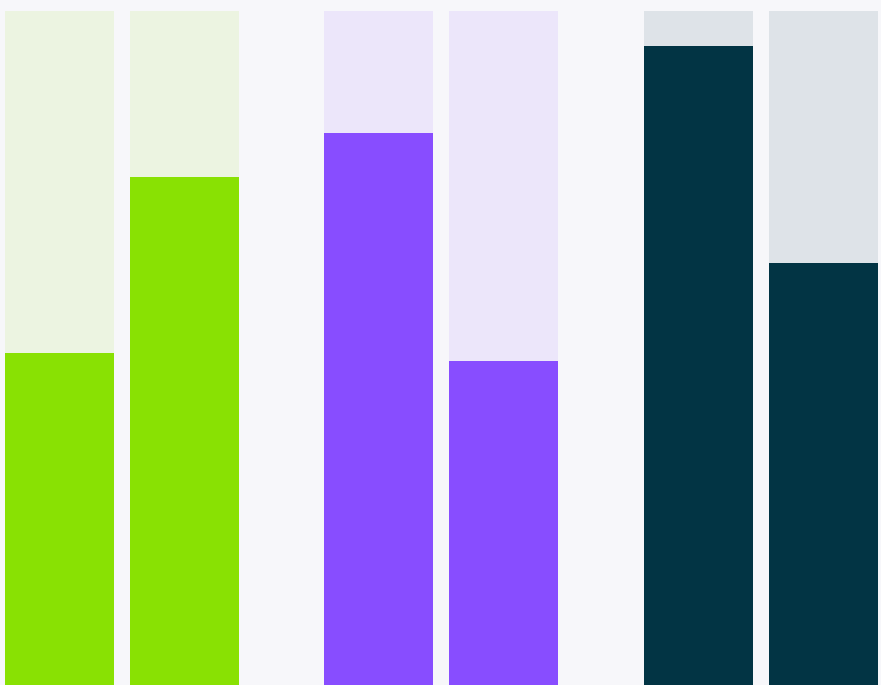
See more ►

Title here
Lorem ipsum



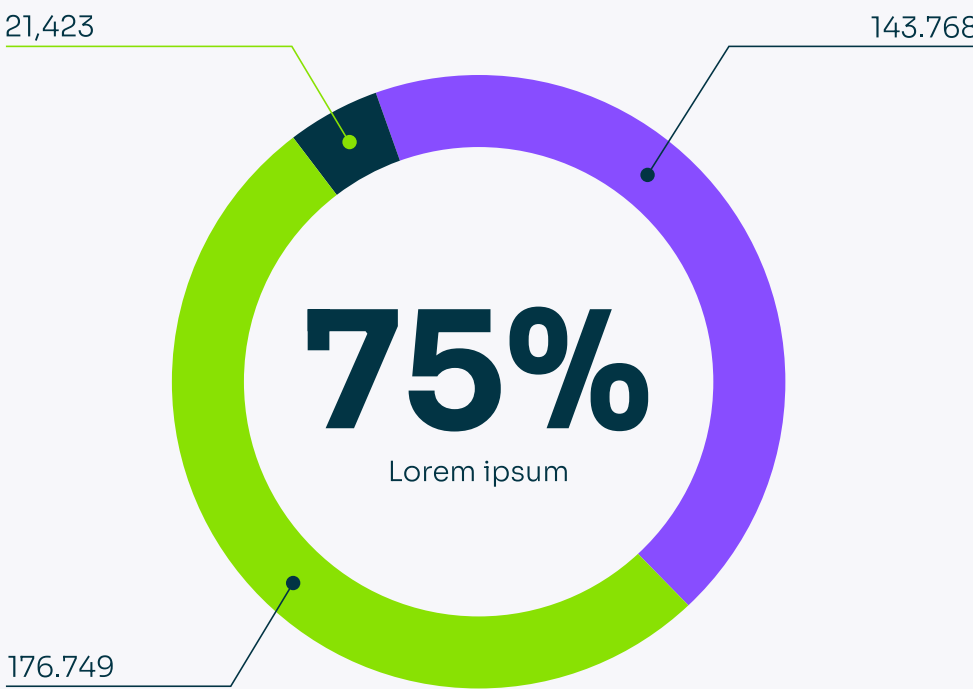
■ Lorem ipsum ■ Lorem ipsum
■ Lorem ipsum ■ Lorem ipsum

Title here
Lorem ipsum



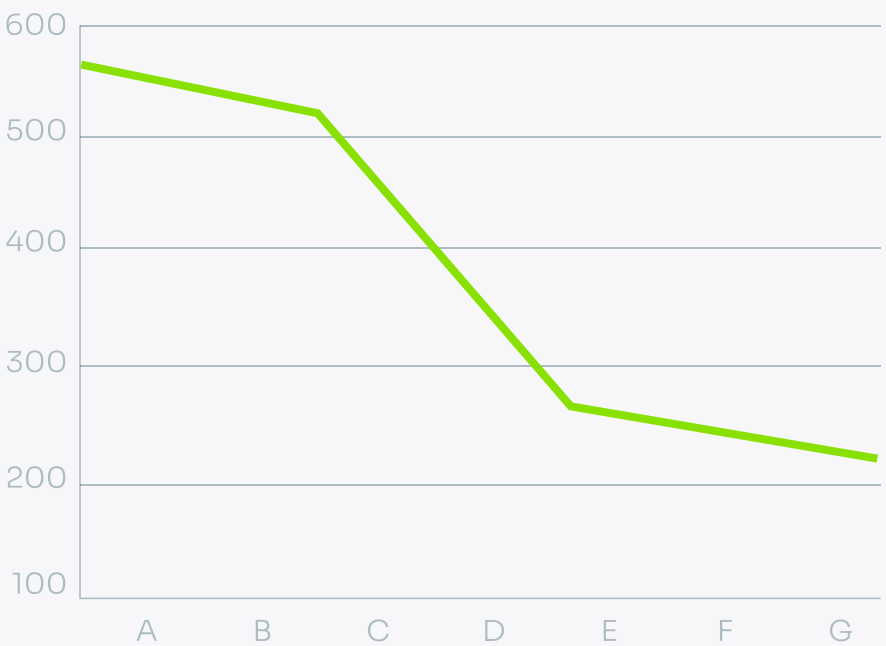
■ Lorem ipsum ■ Lorem ipsum ■ Lorem ipsum

Title here
Lorem ipsum



■ Lorem ipsum ■ Lorem ipsum ■ Lorem ipsum

Title here
Lorem ipsum



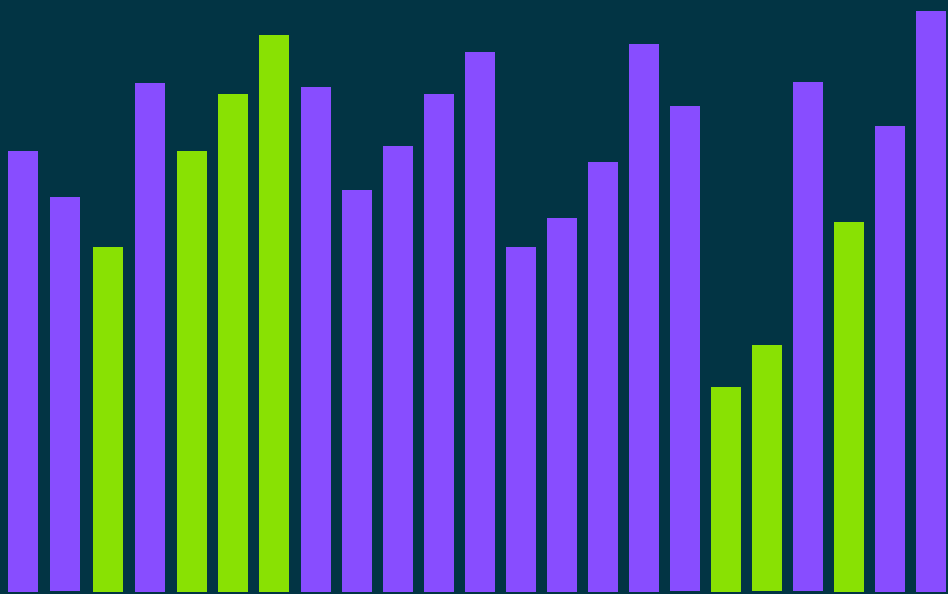
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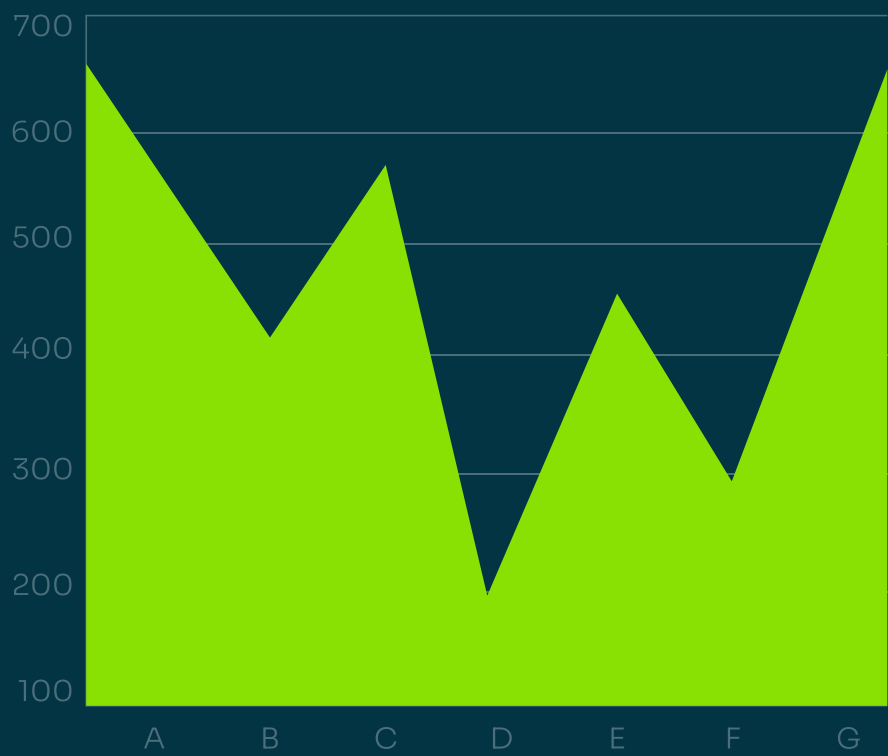
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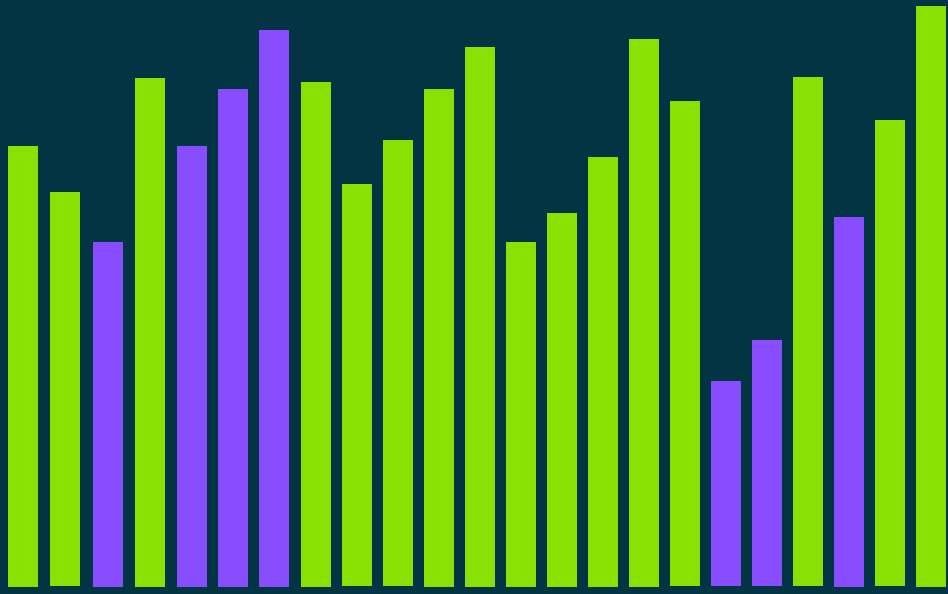
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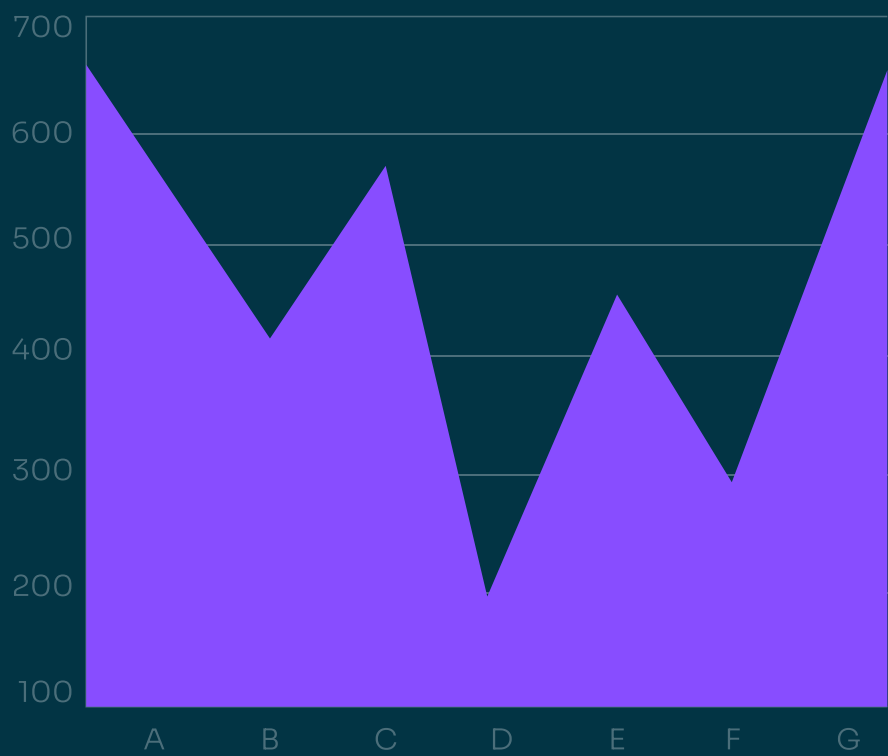
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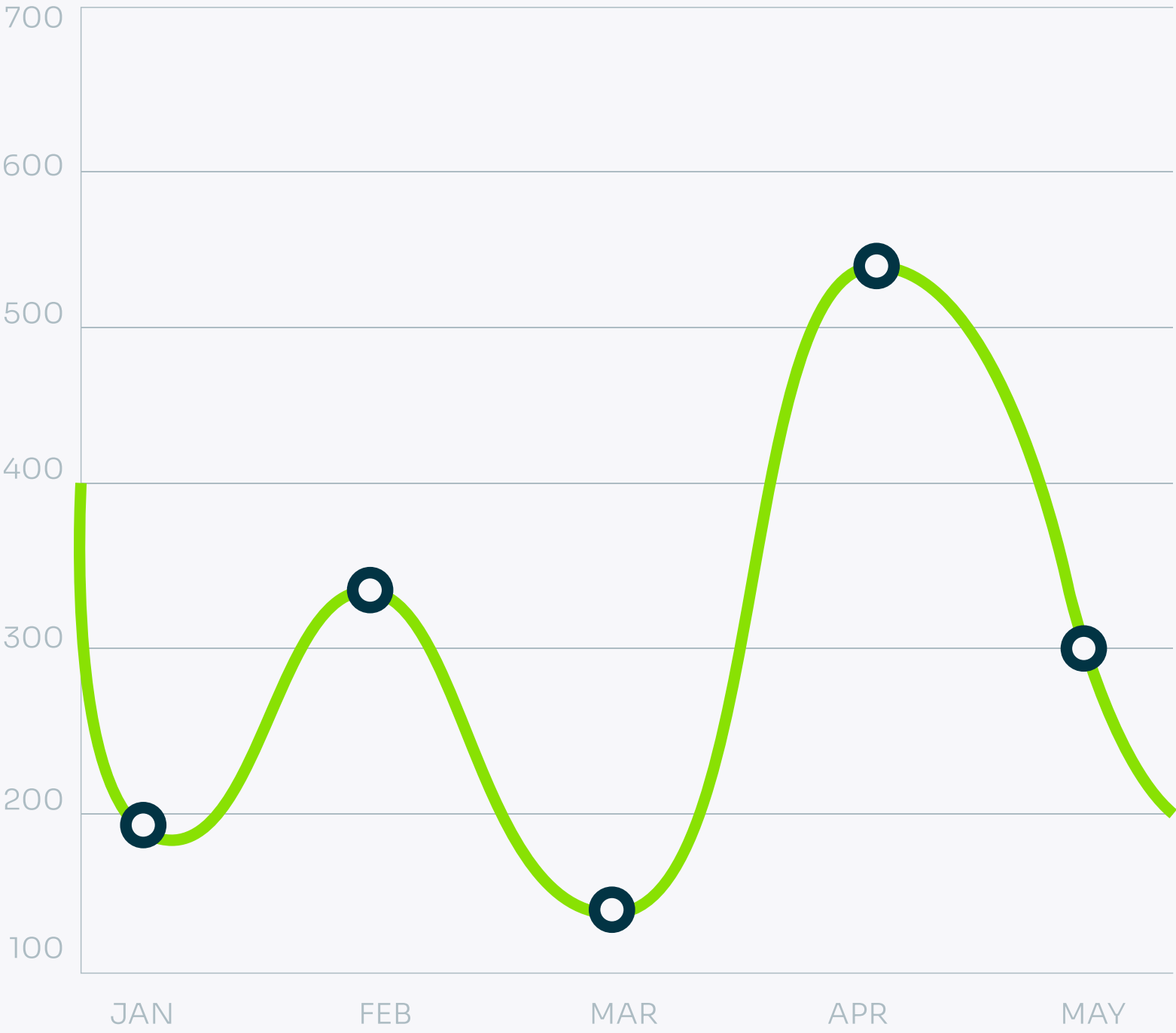
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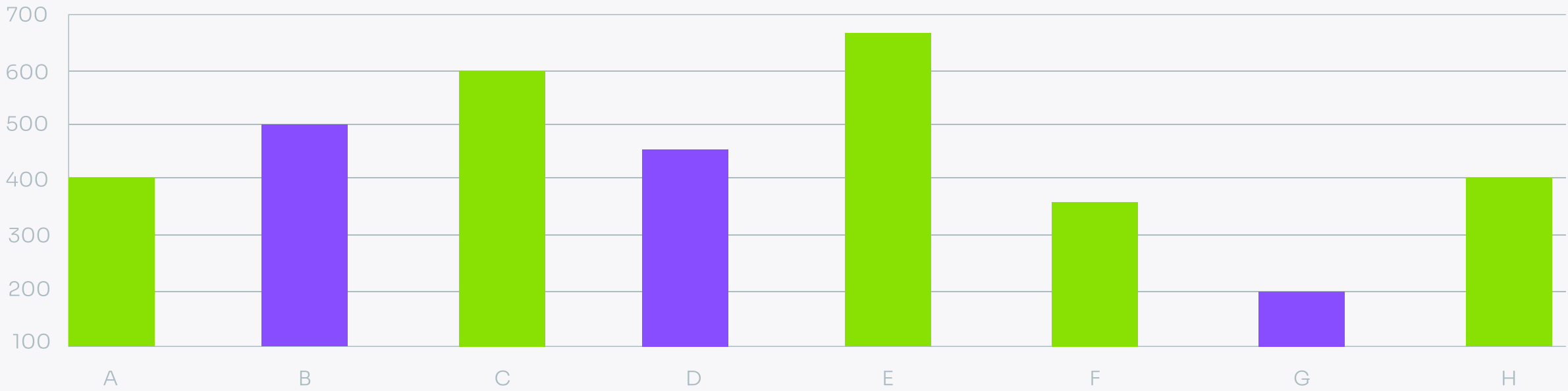
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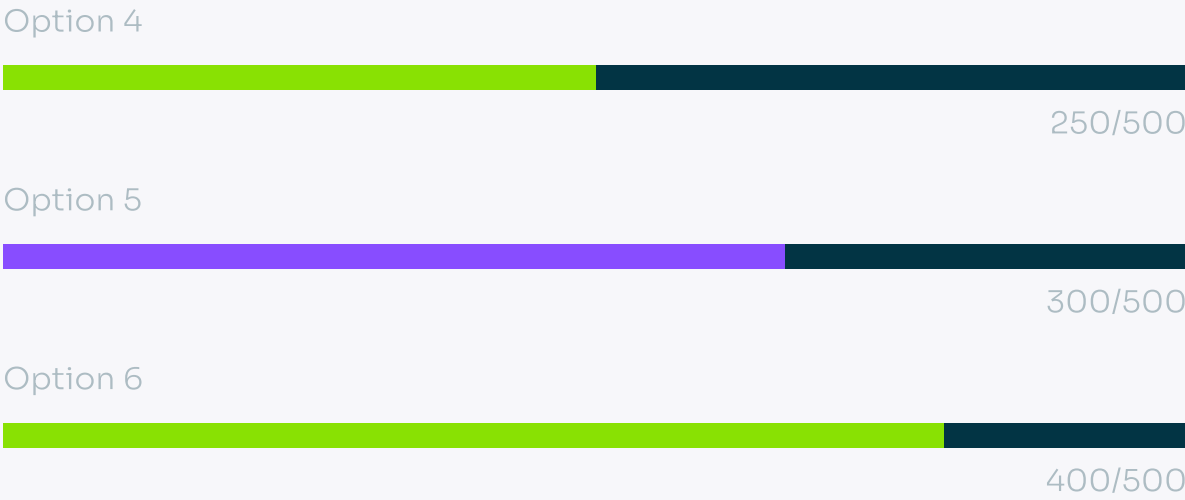
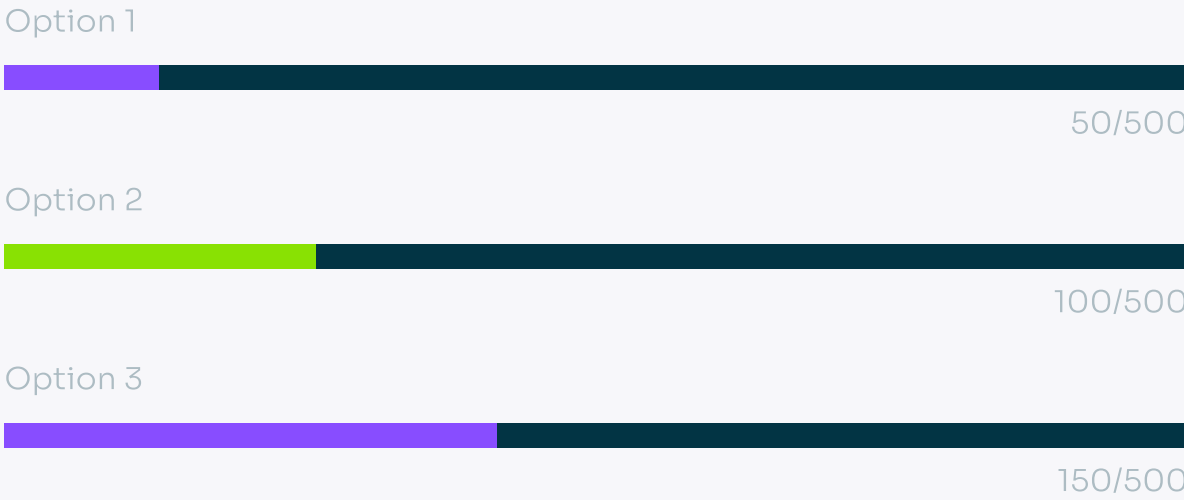
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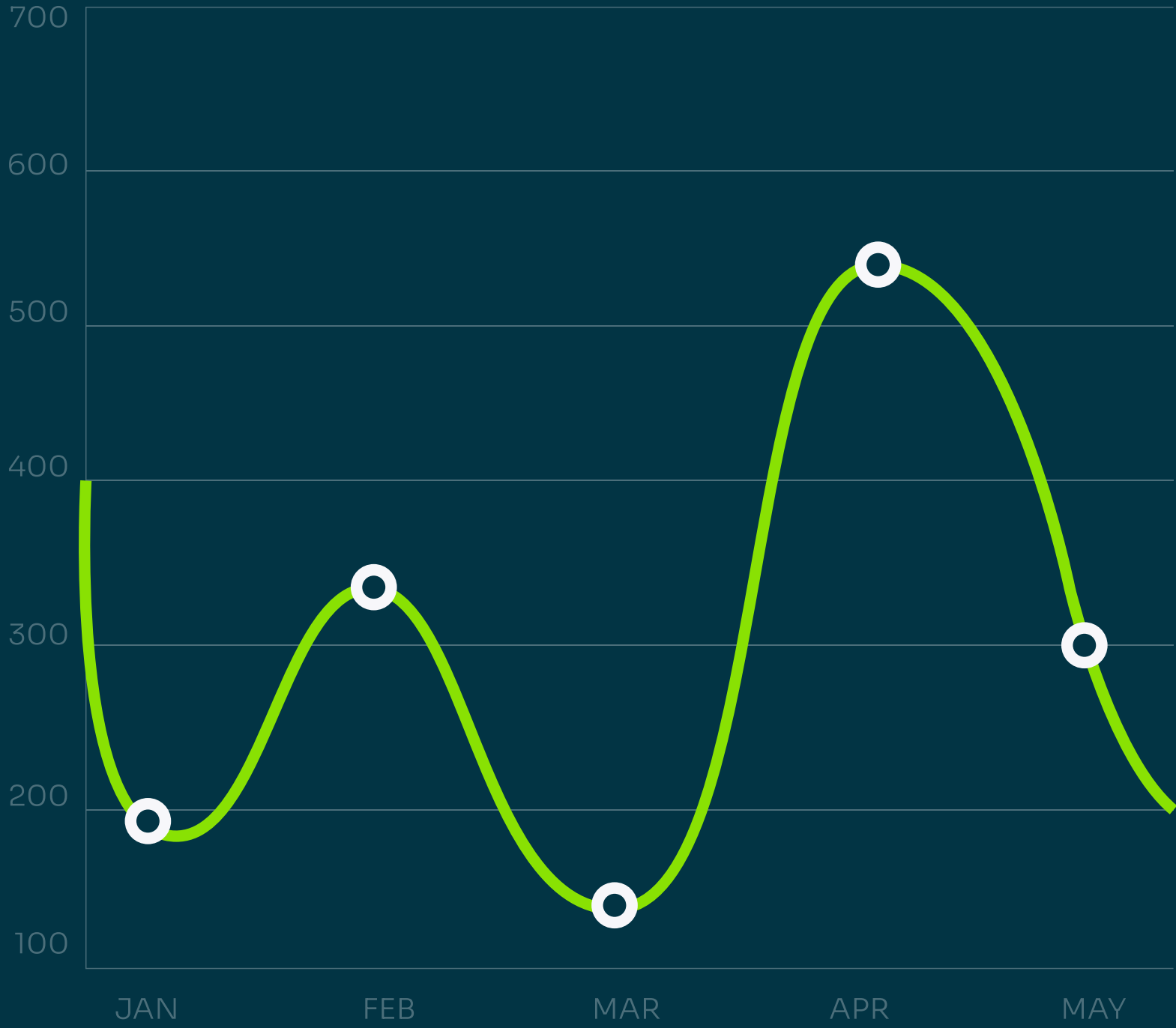


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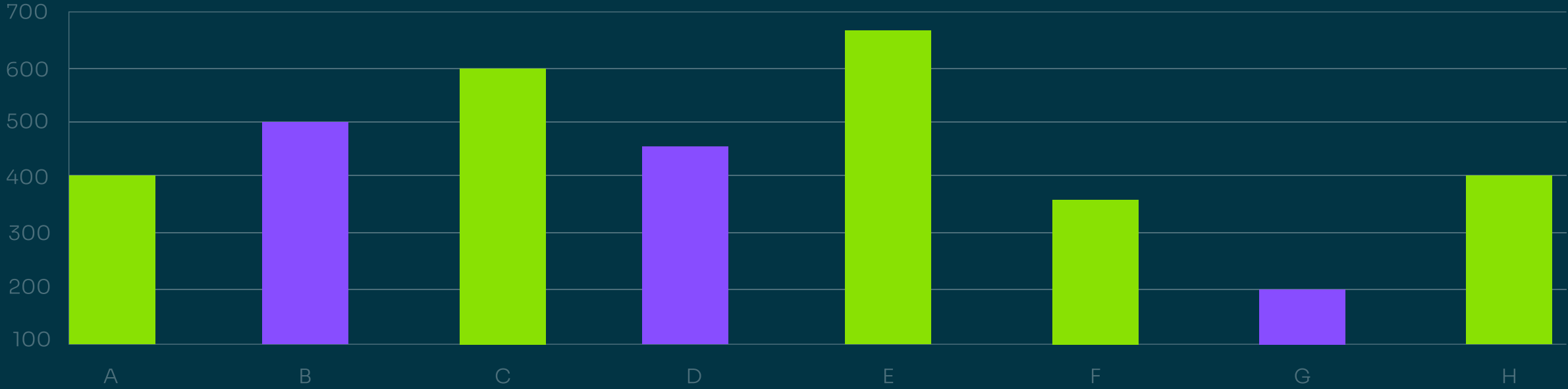
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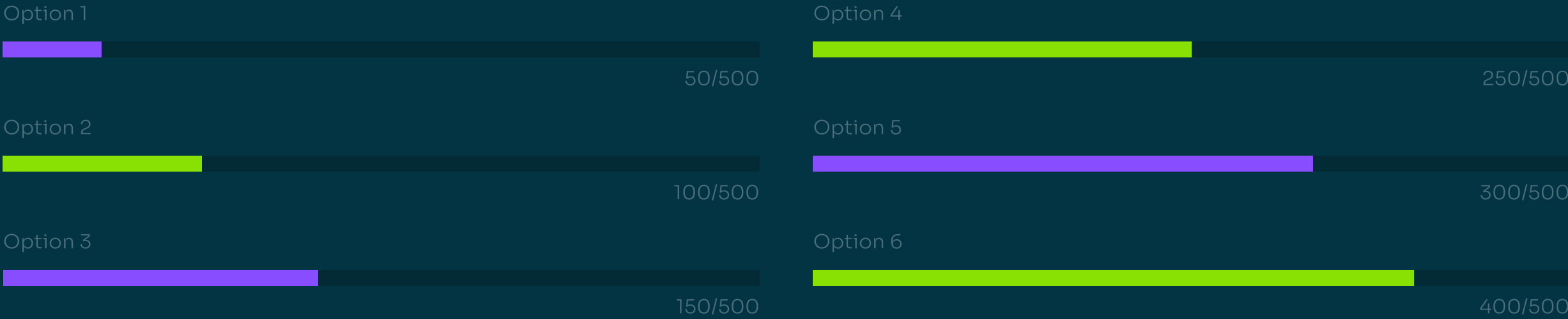
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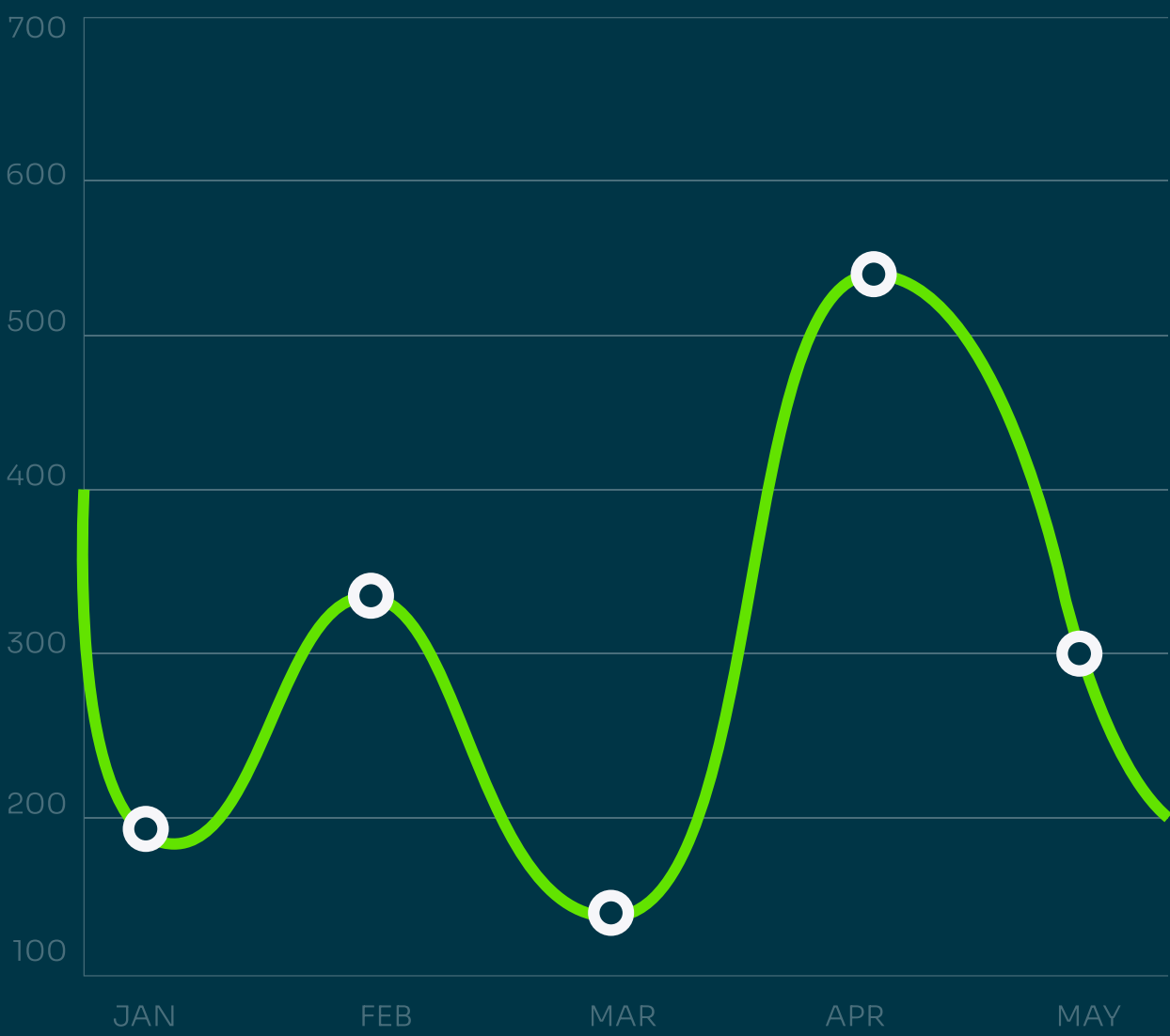


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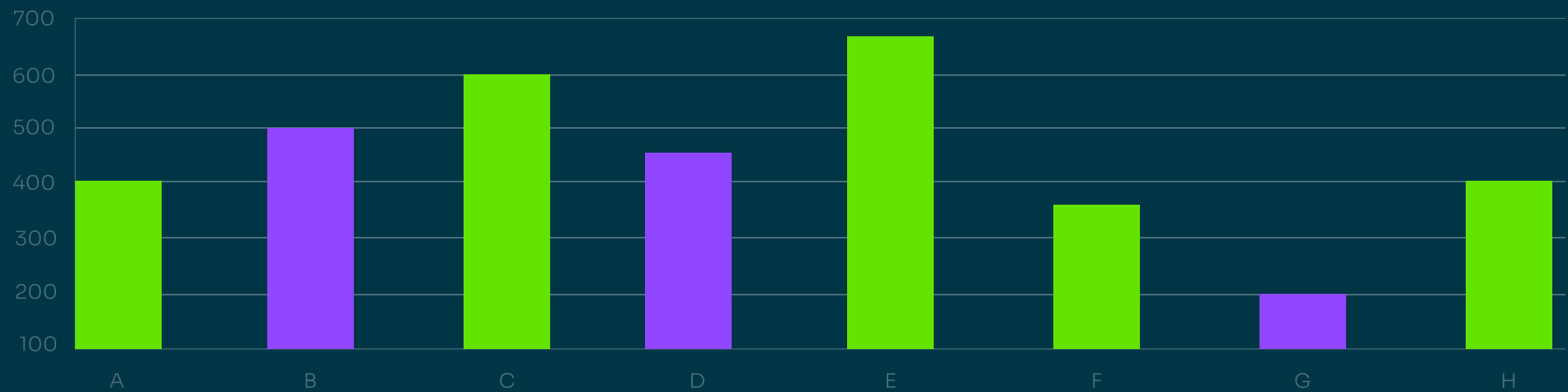
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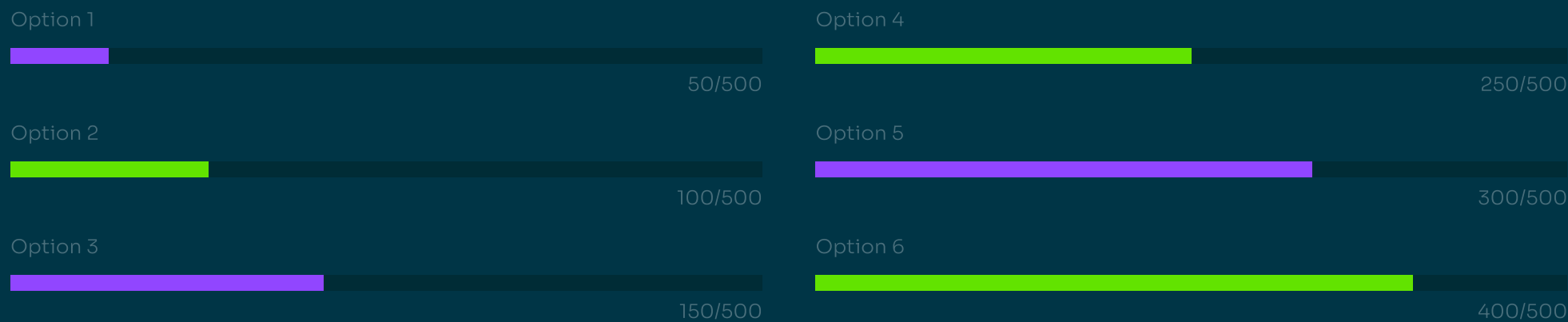
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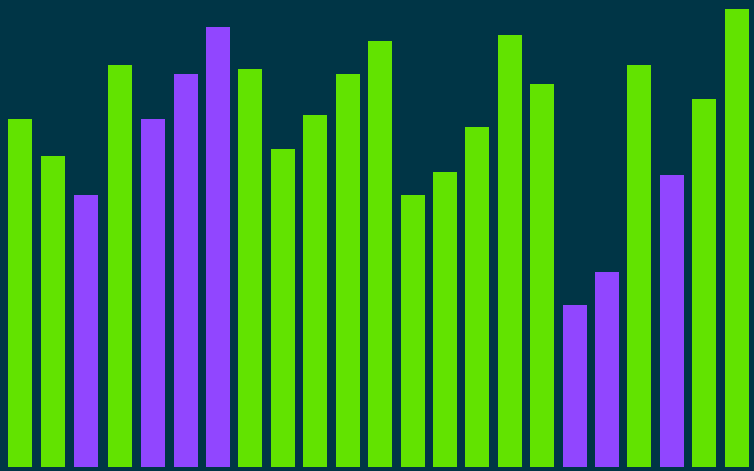
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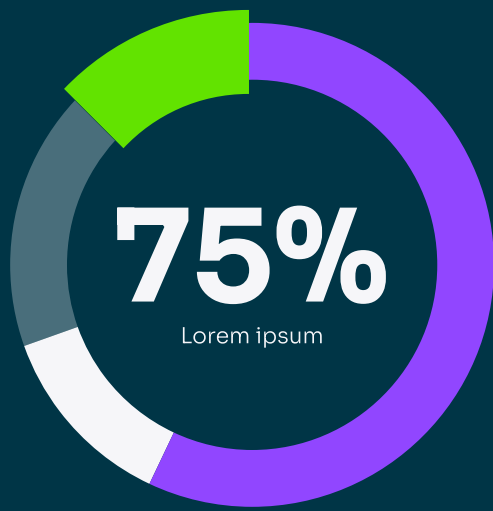
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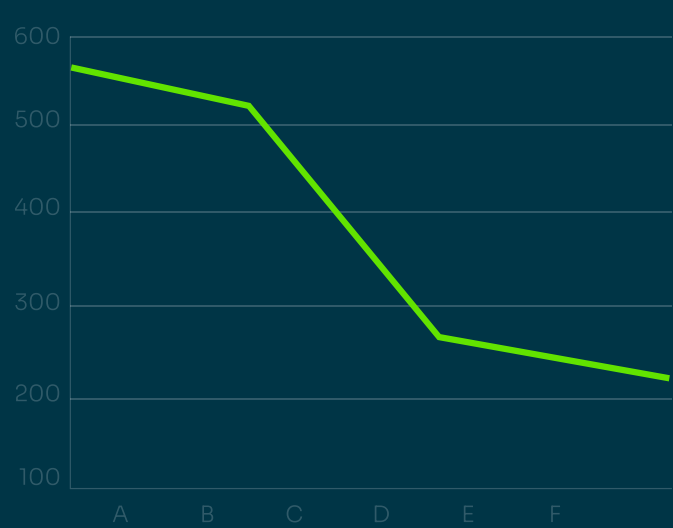
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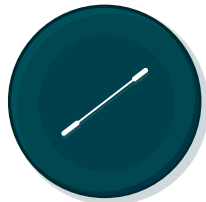
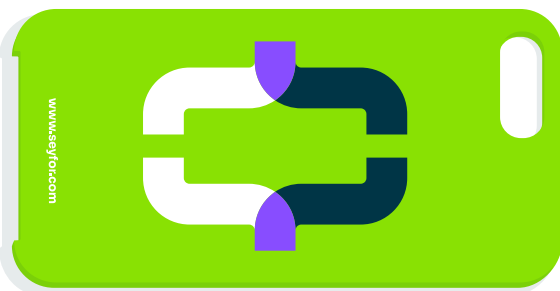
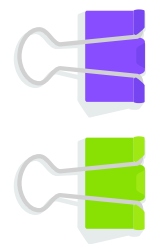
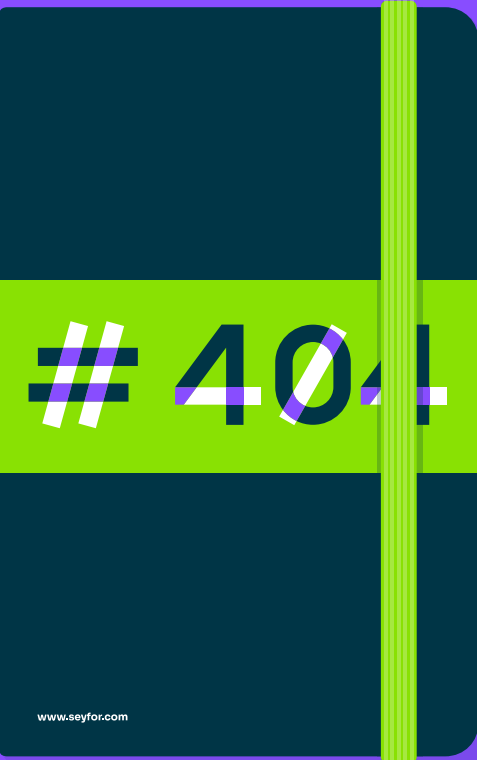
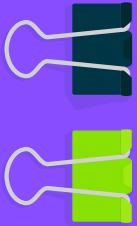
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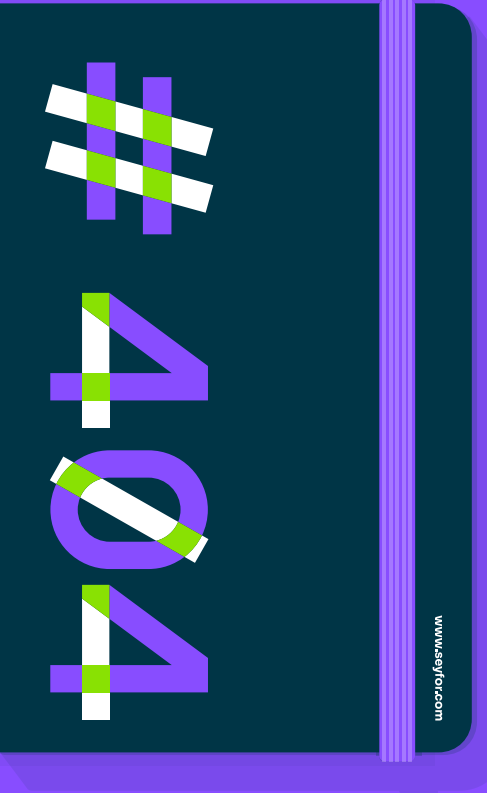
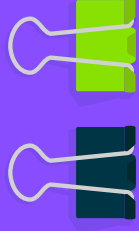
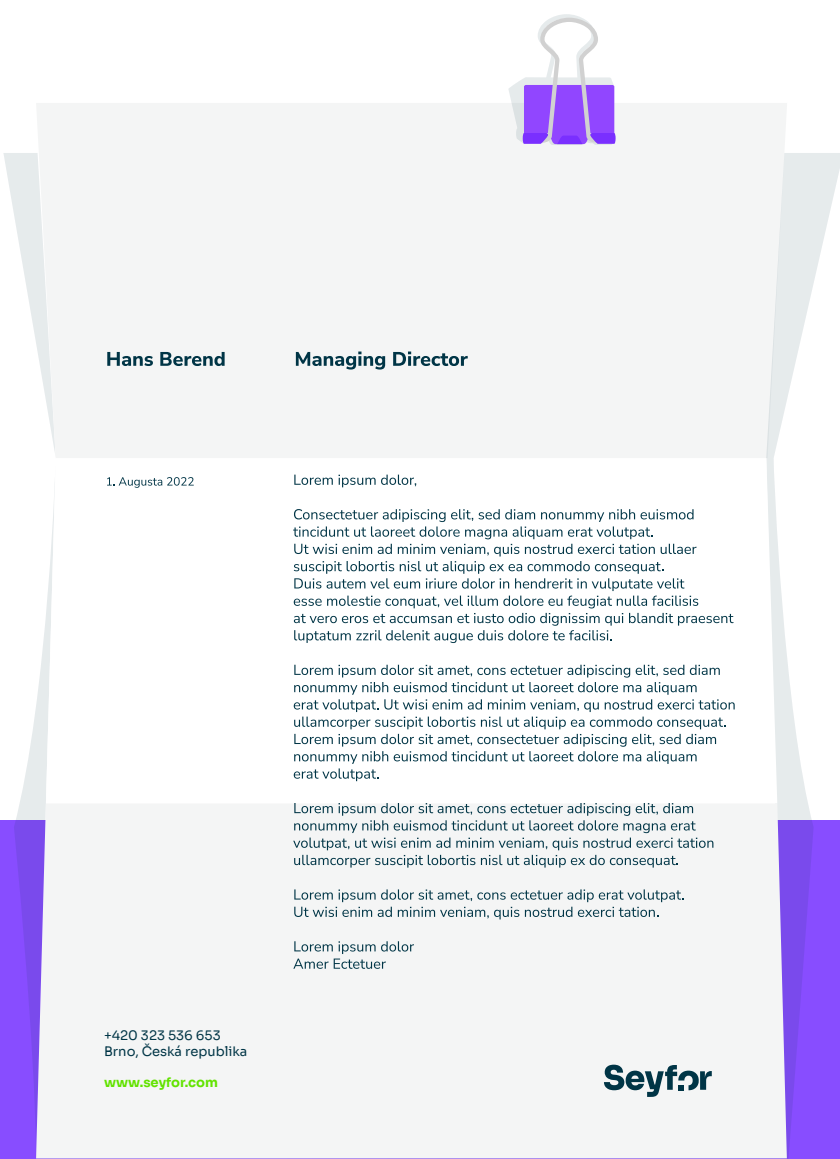
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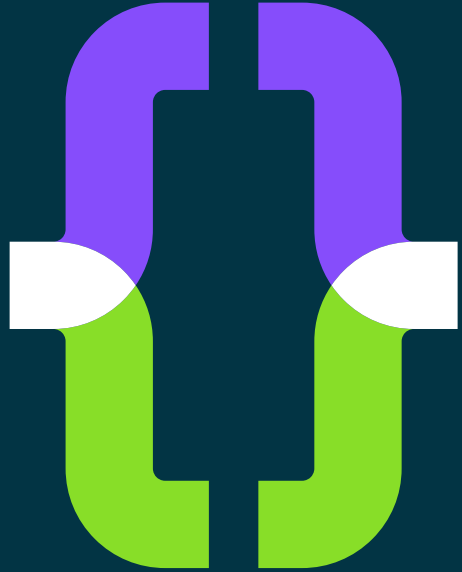






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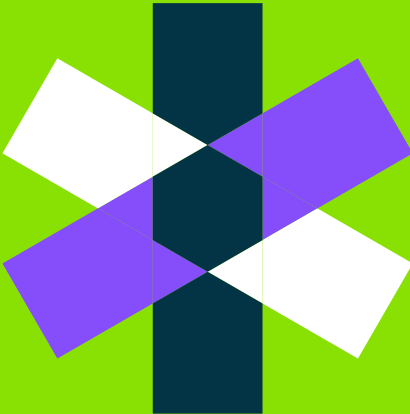


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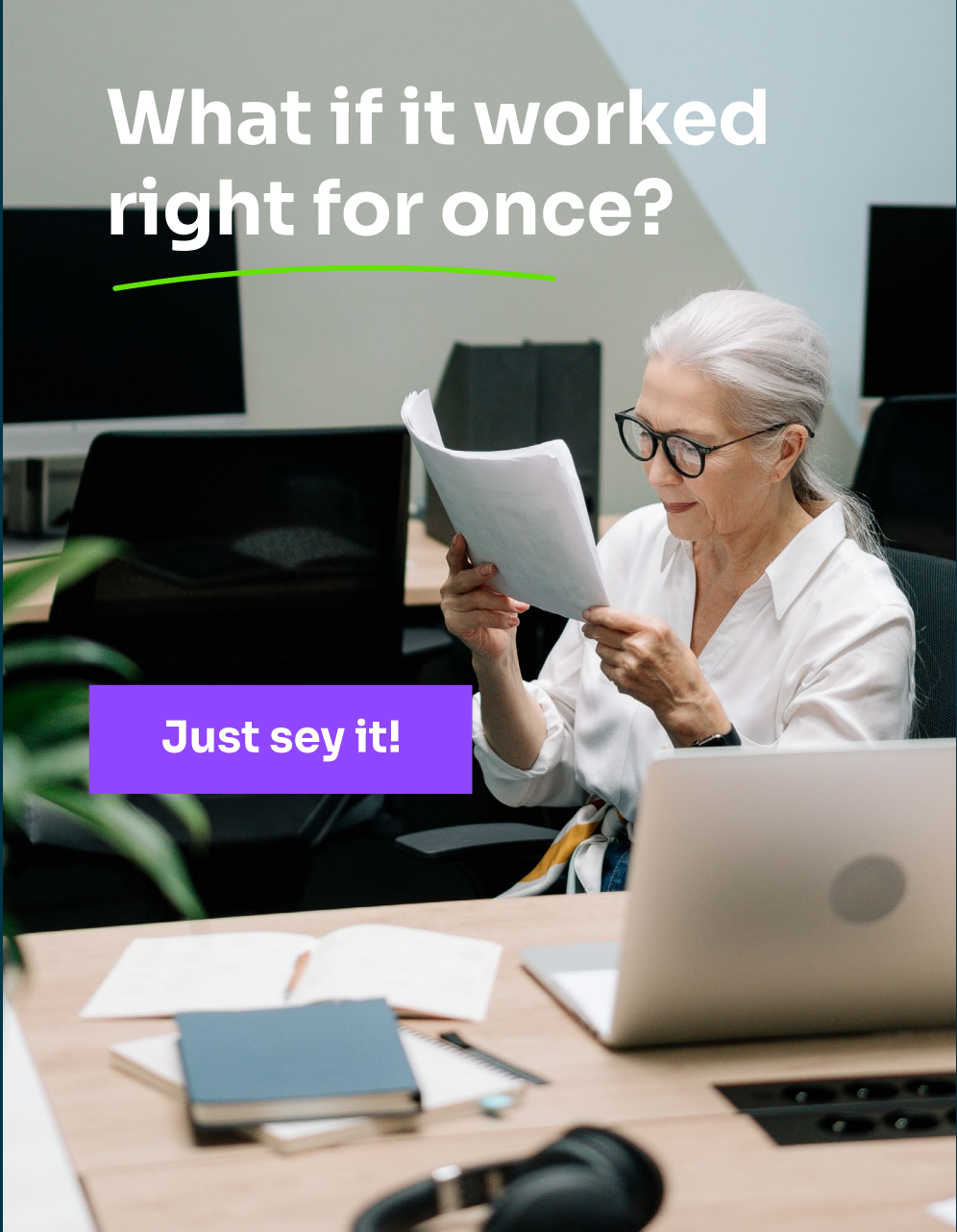
We want to conquer Europe. With you!

We are looking for a database engineer who will take over new markets with us.

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Customs officers in Finland they greet you

Our software makes their work easier and faster and makes them nicer to customers

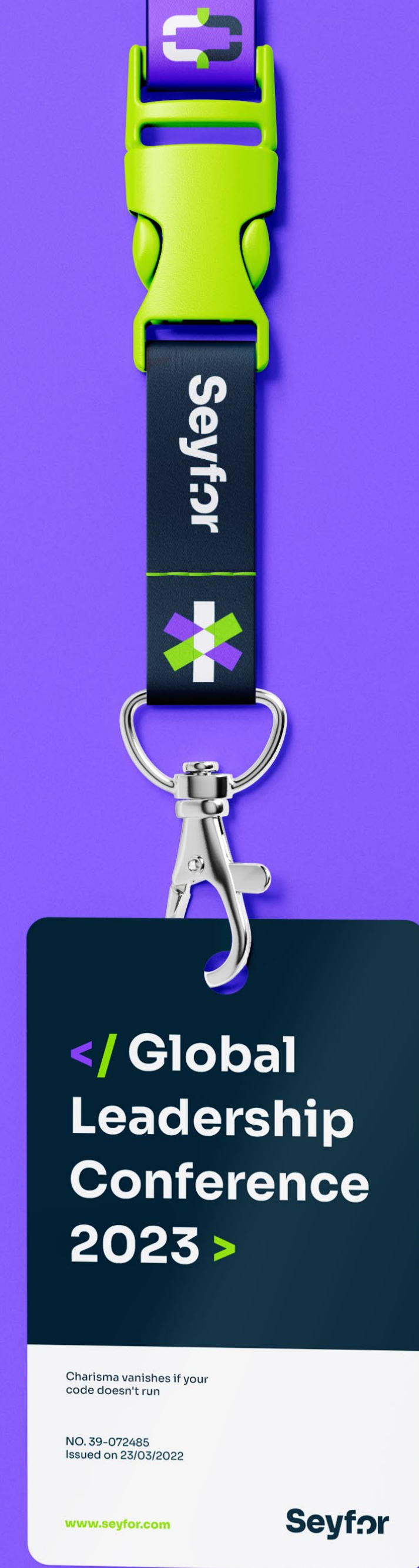
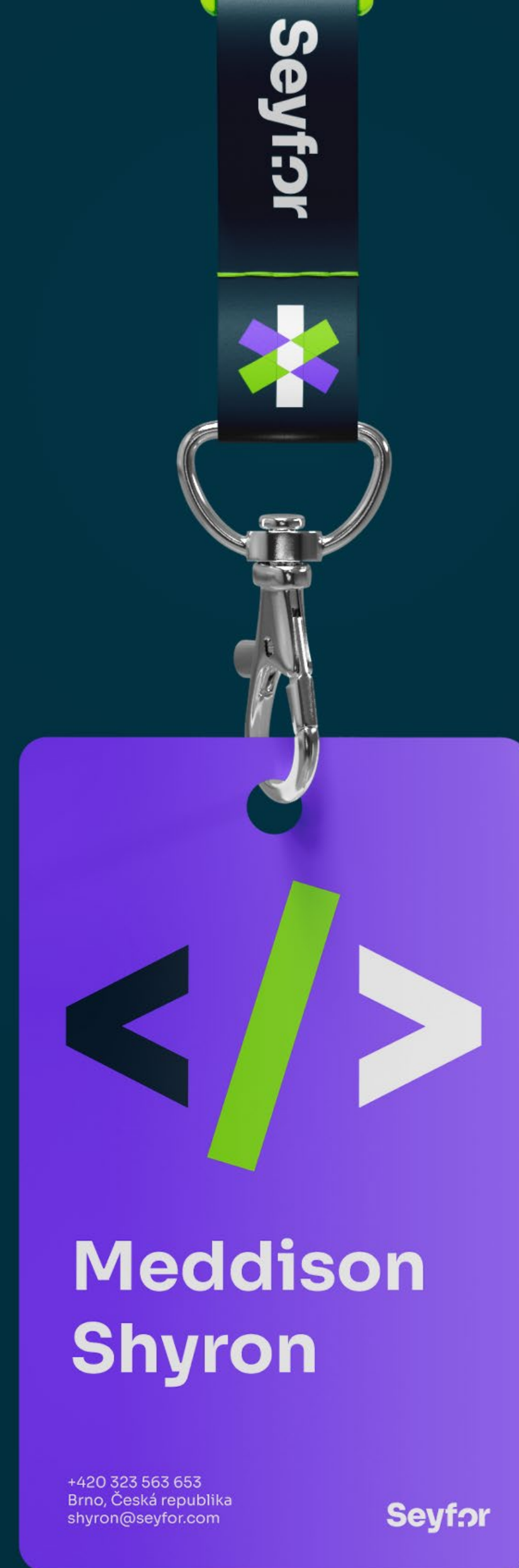
























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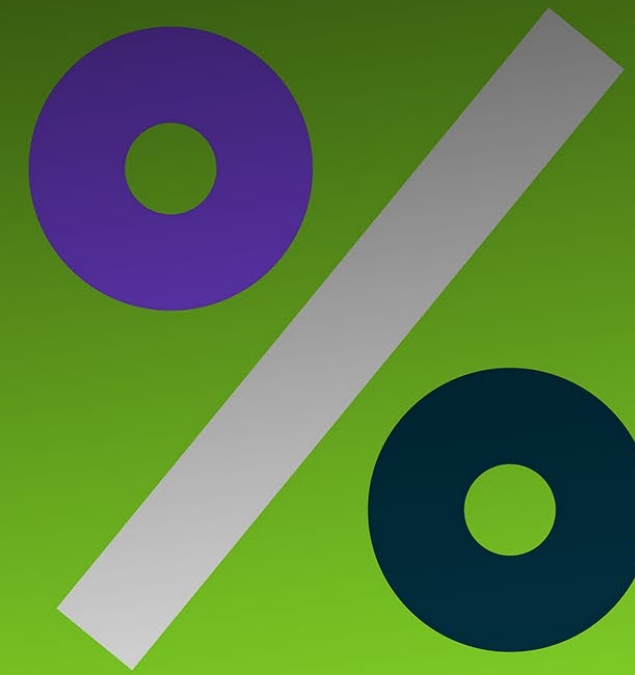


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worked right
for once?

Our software solutions
grasp your problems
and truly solve them.

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Thank you