

The
Saicon
Brand Book



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Section 1

The Saicon Brand

A brand is more than a logo, a color, or a typeface. It's a system of trust.

The Saicon brand represents technological progress, structured innovation, and dependable execution. It unifies the company's presence across every interaction, from strategic consultations and enterprise-scale implementations to agile support and delivery.

Grounded in deep expertise and driven by forward-thinking solutions, the brand reflects Saicon's role in helping organizations thrive through technology.

In a fast-changing landscape, a consistent brand signals clarity and confidence. The Saicon brand system ensures that wherever it appears, it does so with purpose and precision.



Section 2

Saicon Brand Identity System

A strong brand identity ensures Saicon is represented clearly and consistently across every context. It brings together core visual and verbal elements such as typography, color, icons, and the Saicon logo into a system that is both cohesive and adaptable.

Each element contributes to a unified experience that reflects the company's values and reinforces trust across all audiences, including enterprise clients, technology partners, internal teams, and prospective hires. When applied consistently, these elements support clear communication and a recognizable presence across all brand touchpoints.

This section outlines how to apply the identity system with precision and consistency to uphold the integrity of the Saicon brand.



Overview

The Saicon brand is supported by a clear set of building blocks: logo, color, typography, icons, treatments, gradients, graphics, and texture. These elements ensure that every communication feels unmistakably Saicon.

Together, these building blocks help reinforce brand recognition, support a cohesive experience across channels, and ensure Saicon is presented with the same professionalism in every context.

LOGO



COLOR



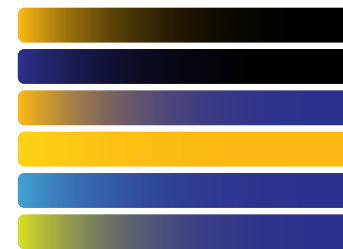
TYPOGRAPHY

Typography.
Sophisticated.
Clean.
Inspiring.

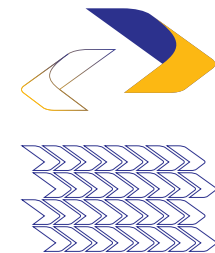
ICONS



GRADIENTS



GRAPHICS



Logo Principles

The Saicon logo is a visual anchor for the brand. It reflects both forward momentum and a sense of enduring stability—modern in form yet intentionally timeless in its construction. The smooth, continuous curves and structured geometry of the logo signal adaptability in a space defined by constant technological change. It is designed to represent progress without losing grounding, and transformation without friction.



Logo

The Saicon logo is available in full color, black, white, and reversed formats to support consistency and adaptability across brand applications. These variations ensure the logo maintains clarity and legibility in different environments. Regardless of the context, the logo should always appear with enough contrast and space to preserve its impact and recognizability.

PMS 2746 C
PMS 7548 C



PMS 2746 C



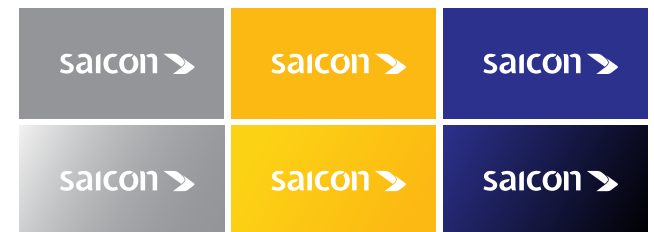
BLACK



REVERSED



PREFERRED PALETTE / SOLID (ON SOLID / GRADIENT BACKGROUND)



Logo

Clear Space



Minimum Size



To maintain visual clarity and brand integrity, the Saicon logo must always be surrounded by a minimum amount of clear space. This ensures it remains prominent and free from visual interference.

The Saicon logo must not appear smaller than $\frac{3}{4}$ " in width when used in print. This ensures the mark remains clear, legible, and visually balanced in small-scale formats.

Color Principles

Color is one of the most immediate and influential elements of brand expression. It shapes perception, builds recognition, and helps guide the emotional response to communication. Saicon's well-defined color system brings cohesion to the brand and ensures it communicates with clarity and intent, no matter the format or platform.

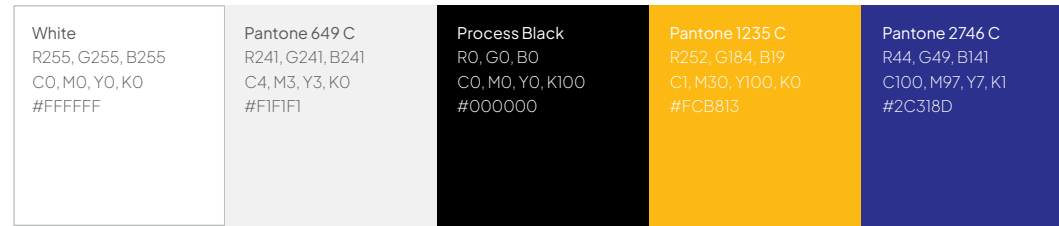


Color

The primary palette centers on deep, confident blues and structured neutrals, conveying trust, stability, and professional expertise. These are complemented by a set of vibrant accent colors that introduce flexibility and energy across communications without compromising consistency.

Effective use of color reinforces Saicon's presence across both technology and business services, helping maintain a cohesive and credible brand expression.

SAICON MAIN COLORS



SUPPLEMENTAL COLORS



Principles of Typography

Typography plays a key role in how Saicon communicates structure, clarity, and professionalism. The brand uses Plus Jakarta Sans—a modern, versatile typeface that offers a wide range of weights for establishing clear hierarchy across print and digital formats. Its clean, geometric form supports readability at all sizes and scales, allowing content to remain accessible and well-organized across diverse applications.



Typography

PLUS JAKARTA SANS THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PLUS JAKARTA SANS FONT FAMILY FIGURES

0 &!?:*
123
456789
012
3456
78901
23456
789

Typography

Leading / Tracking

9 / 12.6
140%

9 PT. / LEADING: 12.6 PT. / TRACKING: 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque at ipsum mi. Donec rhoncus urna nec hendrerit semper. Nunc justo dui, porta ut mauris id, semper fringilla lacus. Pellentesque convallis orci.

10 / 13
130%

10 PT. / LEADING: 13 PT. / TRACKING: 0

Lorem ipsum dolor sit amet, adipiscing elit. Pellentesque at ipsum mi. Donec rhoncus urna nec hendrerit semper. Nunc justo dui, porta ut mauris id, semper fringilla lacus.

20 / 22
110%

18 PT. / LEADING: 20 PT. / TRACKING: 0

Lorem ipsum dolor sit amet, elit mi.
Pellentesque ipsum.

All leading is not equal. As a general rule of thumb: the smaller the point size, the larger the leading; the higher the point size, the tighter the leading. Leading should be set between 100 to 140% of the point size. The tracking for Plus Jakarta Sans can generally be set to 0; Adjust tracking and kerning where needed based on application.

Hierarchy

A. DIFFERENT POINT SIZES / SAME WEIGHTS

15 PT. EXTRA LIGHT → Lorem ipsum dolor sit amet, consectetur adipiscing elit.

9 PT. EXTRA LIGHT → Pellentesque at ipsum mi. Donec rhoncus urna nec hendrerit semper. Nunc justo dui, porta ut mauris id, semper fringilla lacus. Pellentesque convallis orci purus, non efficitur risus dictum ut elementum risus.

B. SAME POINT SIZES / DIFFERENT WEIGHTS

9 PT. BOLD → **Pellentesque**

9 PT. EXTRA LIGHT → Donec rhoncus urna nec hendrerit semper. Nunc justo dui, porta ut mauris id semper.

C. SAME POINT SIZE IN ONE LINE / DIFFERENT WEIGHTS

18 PT. REGULAR → **Saicon Services** ← 18 PT. EXTRA LIGHT

Type can lend clarity to your message. By employing a consistent type hierarchy, the readability of your communication becomes more clear and meaningful. The examples above give some guidance on type hierarchy. In general, maintain a balanced contrast between titles/subtitles and body copy.

Color Usage

A. SUBHEAD AND BODY COPY IN GRAY

GRAY → Lorem ipsum
Pellentesque at ipsum mi. Donec rhoncus urna nec hendrerit semper. Nunc justo dui, porta ut mauris id, semper fringilla lacus.

B. SUBHEAD IN COLOR / BODY COPY IN GRAY

COLOR → **Lorem ipsum**

GRAY → Pellentesque at ipsum mi. Donec rhoncus urna nec hendrerit semper. Nunc justo dui, porta ut mauris id, semper fringilla lacus. Pellentesque convallis orci purus.

C. CREATIVE COPY IN COLOR

COLOR → **Advancing Technology,**
Empowering People.

Play with color. Simply infusing color into typography effectively accomplished two things at once: it clarifies both informational hierarchy and organization. And it elevates your typographic communication with personality and style. For appropriate Saicon color palettes, follow the guidelines in the color section.

Icon Principles

Icons are functional brand elements that streamline communication and bring clarity to complex information. Saicon's icon style is built on simplicity and consistency, designed to scale cleanly across formats while maintaining visual balance. A consistent grid ensures alignment and cohesion across use cases, whether in UI, diagrams, or presentations.



Icons

Scale

BIGGER THAN TYPE



Public Sector

SMALL SIZE ICONS



OPTICALLY SAME HEIGHT



When scaled up, icons can convey boldness and energy, adding emphasis to key messages or sections. At smaller sizes, they offer subtle cues that support clarity and guide attention without overwhelming the design.

Clear Space

BE SURE TO PROVIDE ENOUGH CLEAR SPACE AROUND ICONS



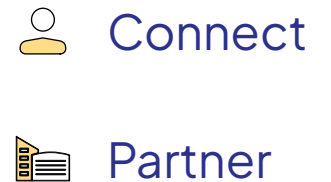
Icons should always have enough clear space around them to maintain visual clarity and avoid crowding. This spacing ensures that each icon stands out, remains legible, and integrates cleanly with surrounding elements.

Color Usage

PICTOGRAM IN GRAY



PICTOGRAM IN COLOR



Icon colors should follow Saicon's core palette to maintain consistency across applications. Use color to highlight function or hierarchy, ensuring contrast and clarity without overwhelming the design.

Gradient Principles

Gradients add depth, energy, and a sense of movement to the Saicon brand. They should be used with intention to enhance layouts, whether applied as backgrounds, overlays, or accent elements, while maintaining alignment with the core brand palette and overall visual clarity.



Gradients

Built on smooth transitions between two brand colors, these duotone gradients add vibrancy while maintaining a clean and professional look. They are best used as supporting elements, such as backgrounds or overlays that enhance structure without overwhelming content.

DUOTONE GRADIENTS



Brand Motif Principles

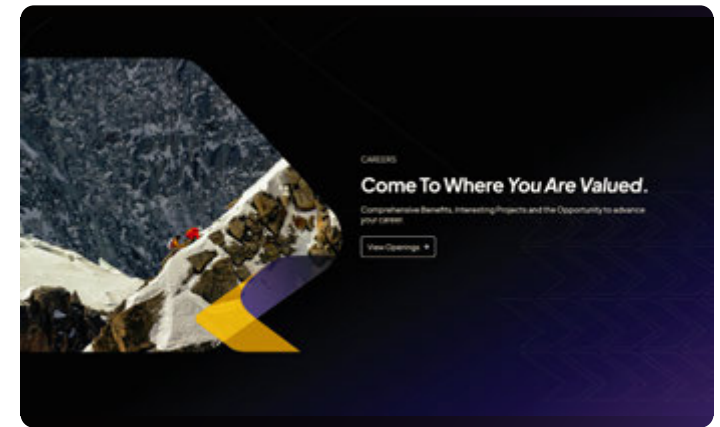
Brand motifs are abstract visual elements derived from Saicon's core identity. They add depth to layouts while reinforcing the brand's visual language. Used as subtle patterns or framing devices, motifs help guide the eye and create cohesion across materials. These elements may appear in solid color, outlined form, or gradient treatments, and should always complement primary content.



Brand Motif

The Saicon brand motifs are built on directional shapes inspired by the structure of the logo. These forward-leaning forms represent momentum, precision, and guided progress—key ideas that reflect Saicon’s role in enabling both operational and digital advancement. They can be used as standalone accents or as part of a modular pattern to reinforce the brand’s visual identity.

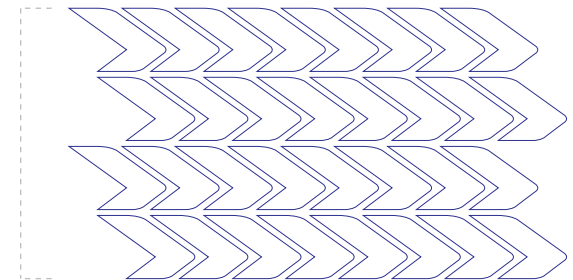
Colored Symbol



Outlined Symbol (Primary Gradient or Solid-colored)



CAN BE USED GROUPED TOGETHER TO CREATE A GRAPHIC PATTERN



Principles of Imagery

Imagery should reflect clarity, professionalism, and focus. Photos must align with Saicon’s visual tone—featuring real business environments, teams at work, and technology in use. Lighting, composition, and color should be consistent across materials to support a cohesive look and feel. Avoid overly stylized or abstract visuals that don’t align with the brand’s structured design system.



Imagery

Brand Imagery
Lifestyle



Imagery

Brand Imagery
Environment



Section 3

Design Application

Application

Build consistency

Every touchpoint should reflect a unified visual identity. Core elements like logo, color, typography, icons, and imagery must be used consistently to reinforce recognition and trust across all formats. Consistency ensures Saicon is easily recognized and clearly differentiated from competitors.

Template vs. customization

Brand-aligned templates are already provided for common materials and can be used as is or adapted as needed. These templates were built from the ground up to ensure consistency, clarity, and ease of use across internal and external communications.

Calm vs. dynamic

The Saicon design system supports both calm and dynamic executions, depending on the context and communication goal. Calm layouts use minimal color, generous spacing, and clean typography to create focus and simplicity. Dynamic layouts introduce energy through gradients, accent colors, and layered visuals to highlight momentum or innovation.

Application

Design Application
Print

Calm



Use light backgrounds, minimal color, and clean typography to keep the focus on the content. This approach is ideal for formal reports, executive briefings, or data-heavy presentations where clarity and structure take priority.

Dynamic

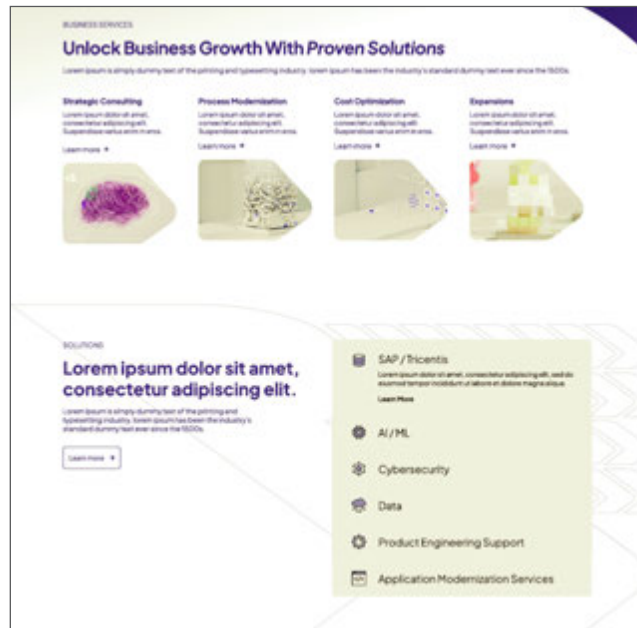


Use bold colors, gradients, and layered visuals to create energy and impact. It's best suited for pitches, launches, or vision-driven content where engagement and momentum are key.

Application

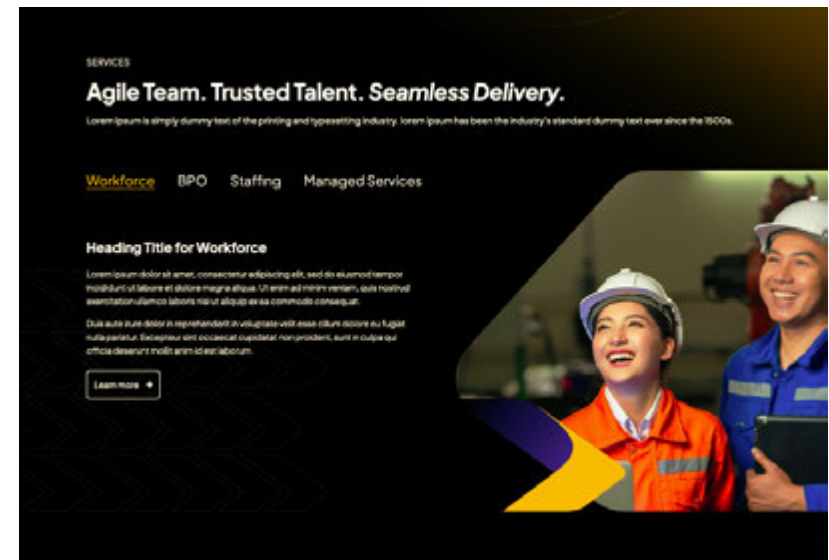
Design Application
Web / User Experience

Calm



Use a light visual palette, consistent spacing, and straightforward layouts to prioritize readability and ease of navigation. This approach works well for information-driven pages, where clarity and structure support the user experience.

Dynamic

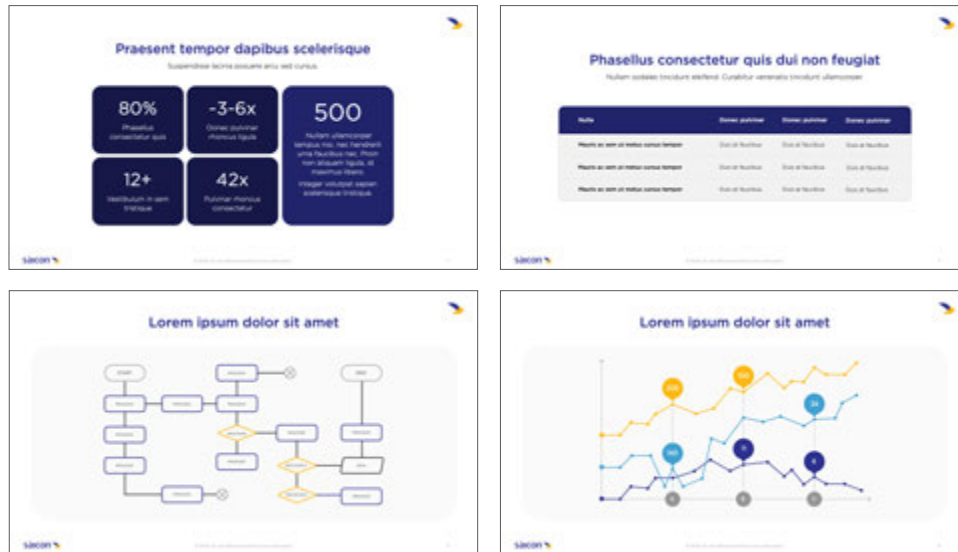


Use bold visuals, interactive elements, and layered content to create a sense of energy and movement. This style is ideal for campaign pages, brand storytelling, and innovation-focused sections where visual impact enhances engagement.

Application

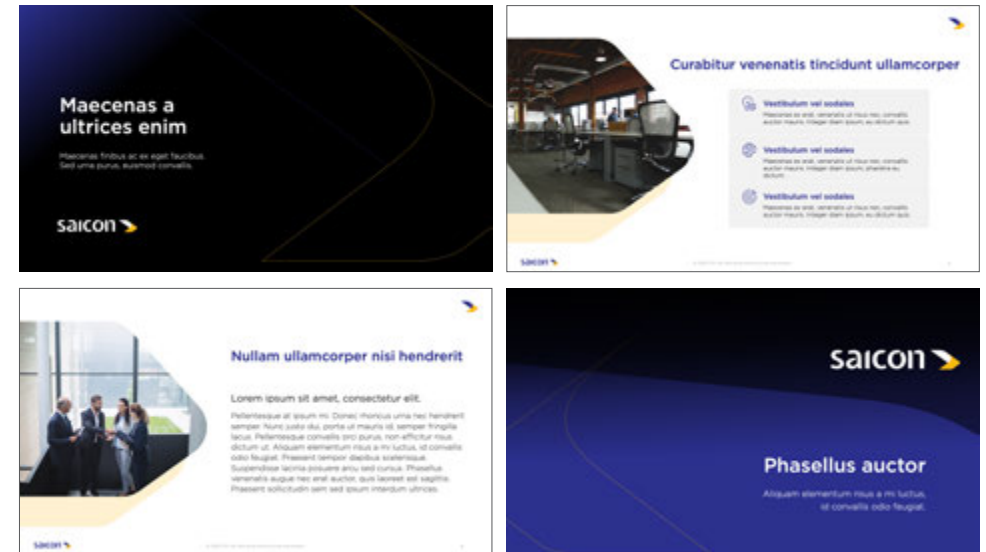
Design Application
Presentations

Calm



Use light backgrounds, minimal color, and clean typography to keep the focus on the content. This approach is ideal for formal reports, executive briefings, or data-heavy presentations where clarity and structure take priority.

Dynamic



Use bold colors, gradients, and layered visuals to create energy and impact. It's best suited for pitches, launches, or vision-driven content where engagement and momentum are key.

Application

Design Application
Exhibition Design

Calm



Use a light visual palette, consistent spacing, and straightforward layouts to prioritize readability. This approach works well for information-driven material, where clarity and structure support the visual experience.

Dynamic



Use bold visuals, interactive elements, and layered content to create a sense of energy and movement. This style is ideal for campaign pages, brand storytelling, and innovation-focused sections where visual impact enhances engagement.

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