# SGP GROUP

## OUTSOURCING COMPANY

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# Introduction

#FocusOnQuality has been our motto since 2006. Mainly because we specialize in providing quality services such as selection, sorting, repair of parts, components and finished products.

SGP Group is an international network, and our reputation is built on years of experience and countless satisfied customers from all over Europe and different industries. Over the years, we have managed to help thousands of companies improve their products. We provide professional service available 24/7, helping you cut unnecessary costs and save time and resources. By providing quality control services, we are able to help grow your business in a really effective way. Our employees are specialists who regularly improve their knowledge through different training courses, and thanks to the modern technical facilities we have, we can guarantee that our products comply with the latest standards and customer guidelines. We work hard to grow and regularly gain new knowledge.

We are progressively expanding the area of our operations, and we have already created foreign departments in: Romania, Slovakia, Czech Republic, Serbia, Hungary, Great Britain, Bulgaria, Slovenia, Macedonia, Italy, Turkey, Spain, Germany.

# 01
# LOGO

## VISION OF THE LOGO

The company's goal is a clear and consistent visual identity. As the logo is an integral part of our brand, it is therefore extremely important to follow the rules for its publication. It can be used on a variety of media and in any display, but the protective field must always be taken into account and the color scheme rules we have established must be followed. The logo is commonly placed on all materials intended for print and published on the Internet. The SGP GROUP logo in its basic version is created from a graphic sign placed in the center of a typographic layout. A cogwheel graphic is placed in the base field of the emblem. The addition to our logo is the text "OUTSOURCING COMPANY," separated by a horizontal separator.

The logo consists of two colors: orange and a contrasting dark blue.

## LOGO IN BASIC VERSION

The primary and correct form of brand identity used in all published documents is a logo with a claim.

## COMPLEMENTARY VERSION OF THE LOGO

A claim and company motto complement the basic logo. It is used mainly in social media.

**SGP GROUP**
**OUTSOURCING COMPANY**

**SGP GROUP**
**OUTSOURCING COMPANY**
*#focus on quality*

## EMBLEM

The company's emblem symbolizes the essence of our business. The open base represents our commitment to expansion and continuous expertise growth. The circle represents the versatility of our services. The emblem serves as a practical element for creating designs and branding materials with limited printing space.
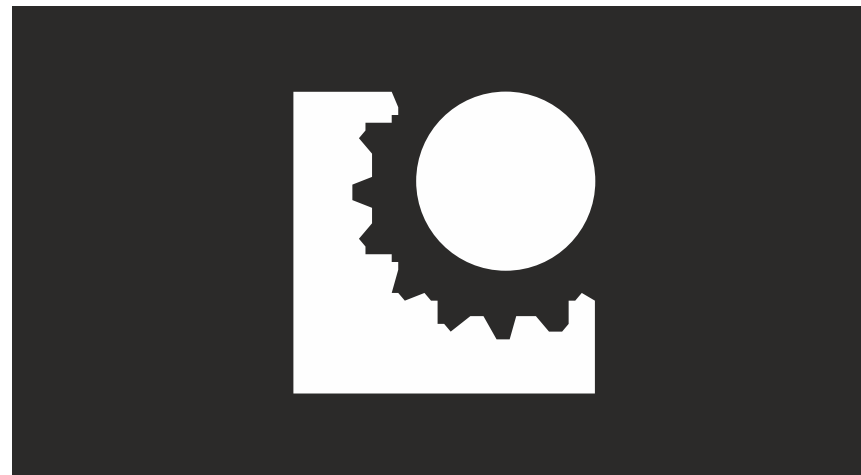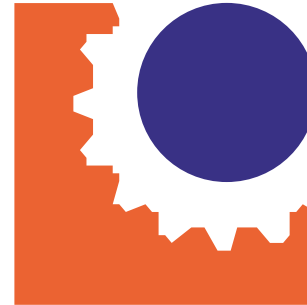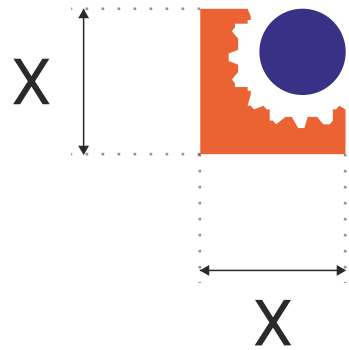
# 02
# USAGE

# PROTECTIVE FIELD OF THE LOGO

The protective field defines the area around the logo where no graphic forms or additional text should be placed. For the primary SGP GROUP brand logo, the minimum protective field is determined by the boundary of the emblem.

X

X

x = protective field

## MINIMUM LOGO SIZE

· The minimum size of the logo specifies the smallest possible format for reproduction, ensuring the highest print quality.

· The minimum size logo should only be used in exceptional circumstances and should never be scaled down in size.

·  Reducing the logo and emblem will result in a loss of legibility of the lettering and the details within it.
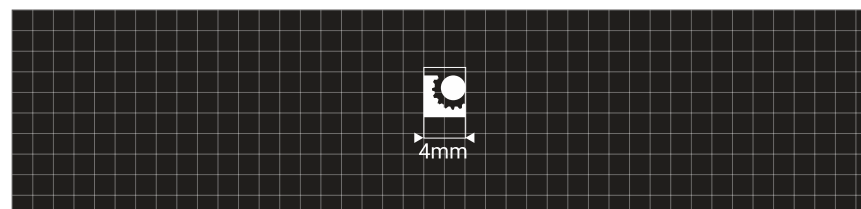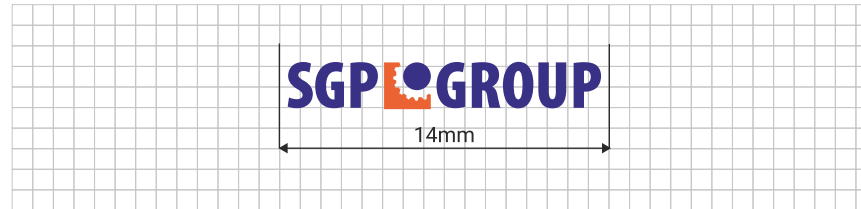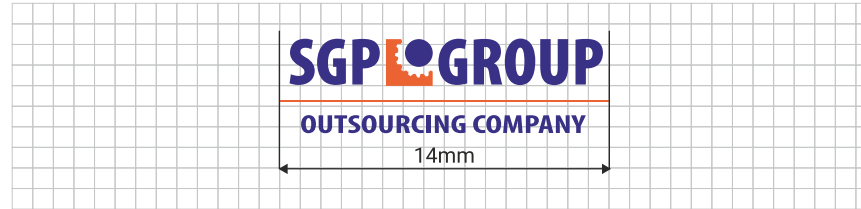
## UNACCEPTABLE USES OF THE LOGO
## BASIC VERSION

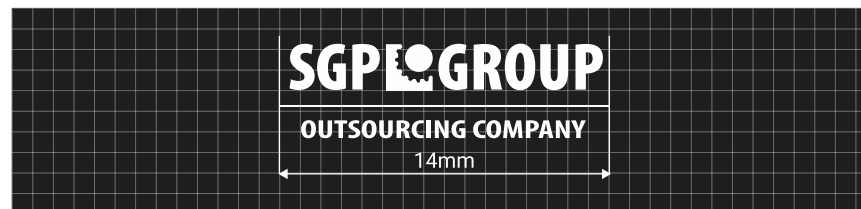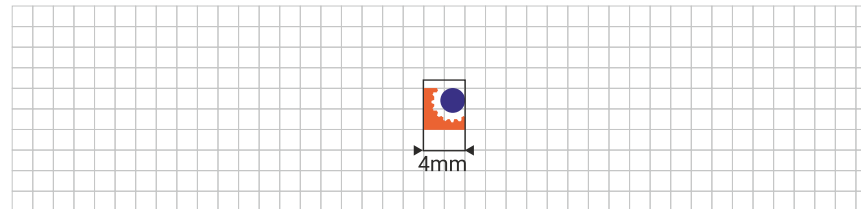1. When using the logo on a white background, never emphasize the white field in any way.

2. Do not change the size, proportion and layout of logo elements.

3. Do not use lettering (in the form of a logotype) alone without a graphic symbol.

4. Do not change or rotate the logo in any way.

5. Do not use the emblem alone (it is allowed only in certain cases).

1.

2.

3.

4.

5.

# UNACCEPTABLE USES OF THE LOGO
# COMPLEMENTARY VERSION

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1.

2.

3.

4.

5.

## USE OF THE LOGO ON DIFFERENT BACKGROUNDS

The logo in its basic colors can only appear on a white background. In other cases, you should use a white or black version of the logo, depending on the brightness of the background on which it appears.

White background

Background in primary color

Background in complementary color

Light uniform low-saturated background

Light uniform high-saturated background

Light non-uniform background

Dark uniform low-saturated background

Dark uniform saturated background

Dark non-uniform background

Light structural background

Dark structural background

Metallic background

Light graphic background

Dark graphic background

# 03
## COLORS
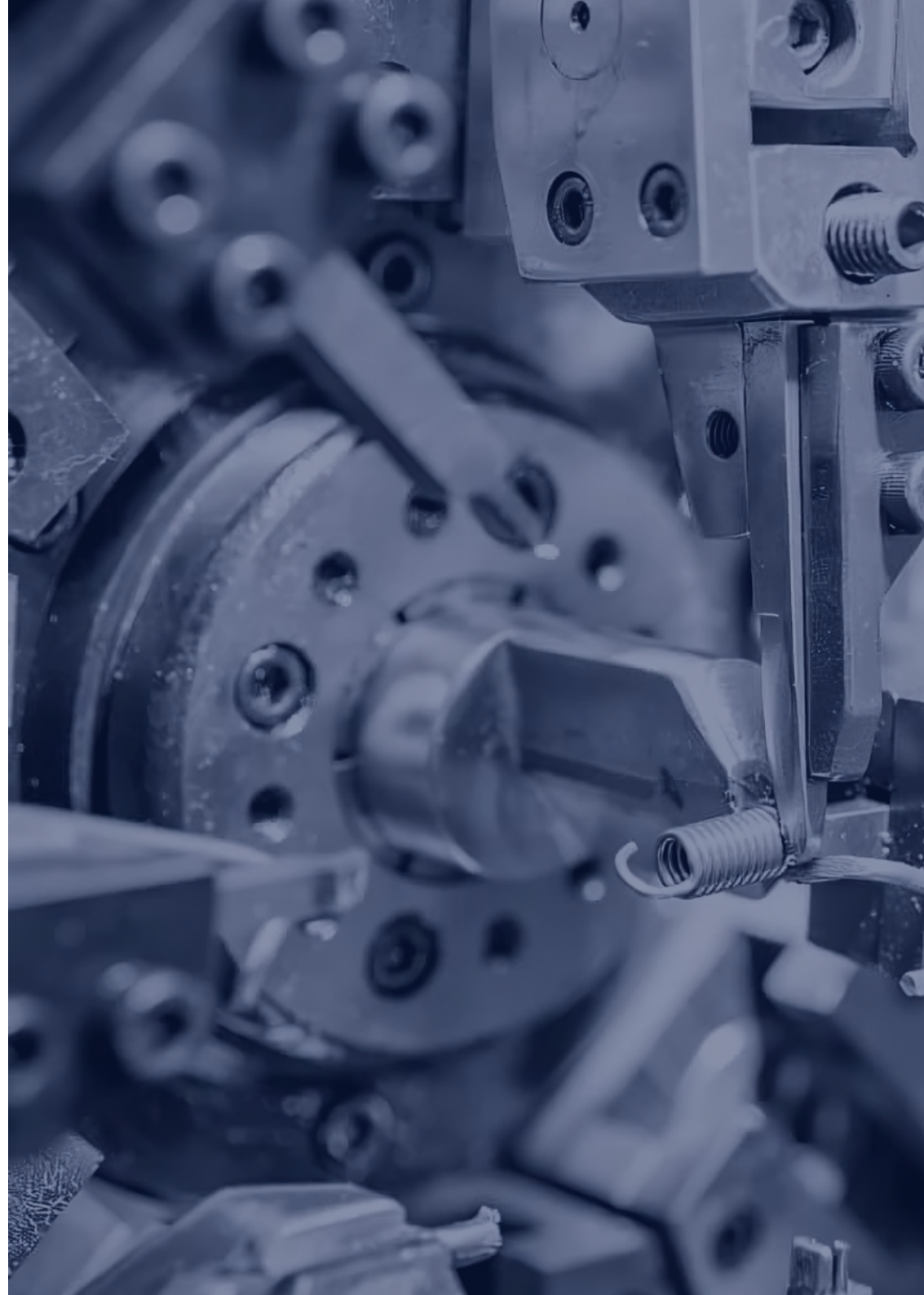
## BASIC LOGO COLORS

The elements of the logotype have two colors, which are considered the basic and leading colors in any created graphic design. Blue for the SGP GROUP, OUTSOURCING COMPANY text and the circle located in the emblem. Orange for the emblem and the separator between the text. To ensure consistency, the colors are provided in popular palettes commonly used for both online and print applications.

**Blue**

C100 M100 Y0 B0
R46 G49 B146
#2e3192
PANTONE P 99-16C
RAL 5002

**Orange**

C0 M73 Y89 B0
R245 G106 B52
#f26a34
PANTONE P 40-80C
RAL 2008

**SGP GROUP**
**OUTSOURCING COMPANY**

## ACHROMATIC LOGO VERSIONS

It is acceptable to use an achromatic version of the logo. A comprehensive overview of all achromatic variations of the symbol and logo is provided below.
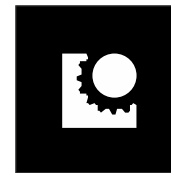
# 04
# TYPOGRAPHY

## LOGO

The font featured in the logo is Adobe Myriad in Pro, a Condensed variety. It was released in 1992 and made by designers Carol Twombly and Robert Slimbach. Myriad is a humanist sans-serif, a relatively informal design taking influences from handwriting.

Letterforms are open rather than "folded-up" on the nineteenth-century grotesque sans-serif model, and its sloped form is a "true italic" based on handwriting. The 'g' is single-storey and the 'M' has sloped sides on the model of Roman square capitals. As a family intended for body text and influenced by traditional book printing, text figures are included as well as lining figures at cap height.

**SGP GROUP**

**OUTSOURCING COMPANY**

**Myriad Pro Cond**

Aa  Qq  Rr

Aa Qq Rr    a

a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Examples of font usage in a project



## TEXT CONTENT

For marketing materials and internal communi-cation we recommend using Google Fonts from the Raleway family in its various styles. Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini. A thorough review and italic was added in 2016.

It is a display face and the download features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

If you want to get an access to the font, please send a request to the Marketing Department (e-mail marketing@sgpmedia.eu ).

Raleway (all font weights)



THIN

Raleway

BLACK CAPITALS

**LOREM IPSUM**

ITALIC

*Lorem ipsum dolor sit amet, consectetur*

BOLD

**Lorem ipsum dolor**

BLACK

**LOREM 1**

MEDIUM

Lorem ipsum dolor

LIGHT

#9876543210

BOLD ITALIC

*Lorem ipsum dolor*

REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## TEXT IN HEADINGS, TITLES AND SLOGANS

For text content included in advertising and office materials, we recommend using the Raleway font family. It offers a wide range of styles suitable for various purposes.

**Slogans** - use Raleway Bold written in verse.

**Headings** - use Raleway Medium or Regular depending on the composition of the design.

**Titles** - use Raleway Regular.

slogan   heading   title

title   heading   slogan

## NUMBERS

We suggest using fonts from the Roboto family available in Google Fonts, selecting the appropriate style based on your specific requirements.

If you want to get an access to the font, please send a request to the Marketing Department (e-mail marketing@sgpmedia.eu)

Roboto (all font weight)

#1234567890
#1234567890
#1234567890
#1234567890
#1234567890
#1234567890
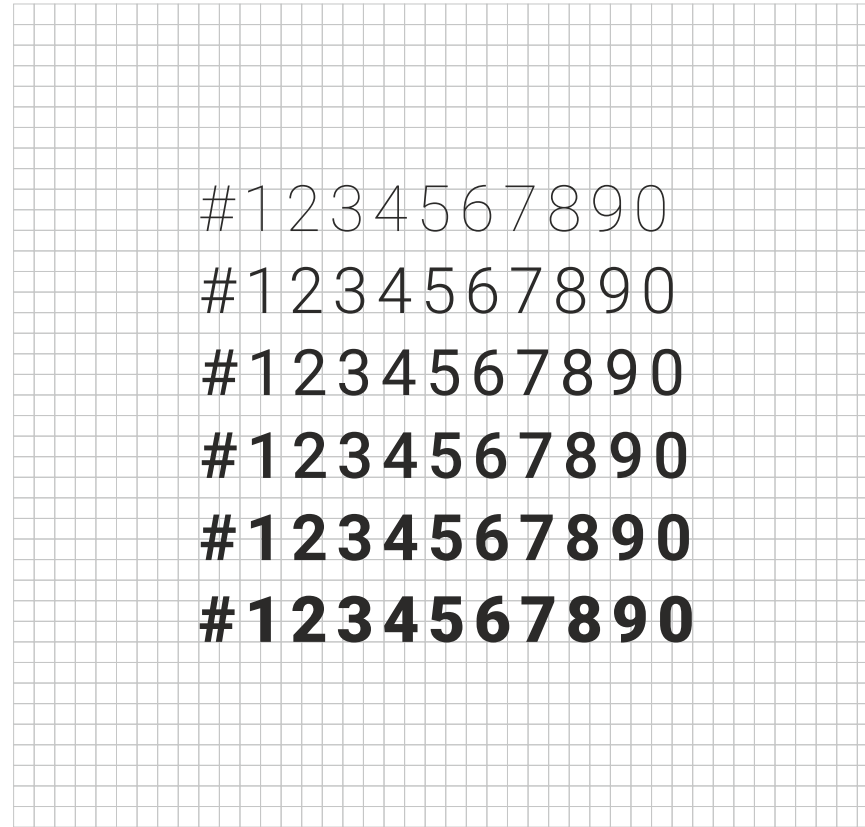
# 05
# GRAPHIC ELEMENTS

## SOCIAL MEDIA ICONS

A set of icons used for social media. In the original version and in the negative. It is also possible to use them in primary and secondary color depending on the composition of the graphic. All items in the GRAPHIC ELEMENTS category are available on the OneDrive and downloadable.

If you want to get an access to the icons, please send a request to the Marketing Department (e-mail **marketing@sgpmedia.eu** )

original

negative

grey

basic color

complementary color

# PICTOGRAMS

Here are some examples of vector graphics sets that can be used in graphic designs. It is advisable to use pictograms with a style similar to the presented "line icons" for visual consistency.

If you want to get an access to the icons, please send a request to the Marketing Department (e-mail marketing@sgpmedia.eu)
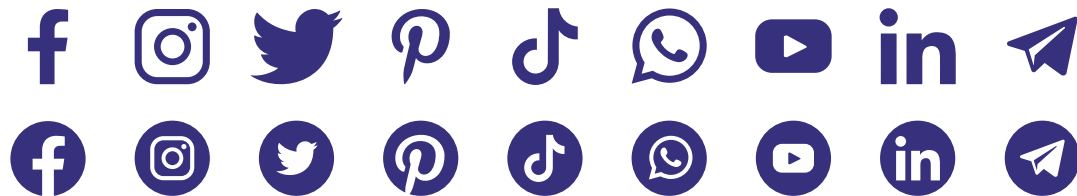
contact pictograms

## USEFUL GRAPHICS

Here is a collection of commonly used graphics that are frequently incorporated into the brand's designs.

If you want to get an access to the icons, please send a request to the Marketing Department (e-mail **marketing@sgpmedia.eu** )

# 06
## BRAND MATERIALS

## OFFICE SUPPLIES

Examples of office supplies used internally by the brand.



notebook A4

mug

catalog A4

letterhead

bussines cards

flyer A4

flyer DL

bag

envelope

pens

## ADVERTISING MATERIALS

Here are some examples of external advertising materials used by the brand for promotional purposes. Printing on the materials is realized based on individual arrangements and specific needs.

## ADVERTISING MATERIALS

Examples of advertising materials used internally by the brand. Printing on the materials is realized based on individual arrangements and specific needs.

Indoor booth



## ADVERTISING MATERIALS

An advertising booth is used at various events as a promotional tool. It serves as a visually appealing display to showcase the brand and its offerings.

Outdoor booth

## ADVERTISING MATERIALS

The company catalog provides an overview of the brand and its range of activities. Internally, it serves as a training tool for new employees, ensuring they have an understanding of the company's offerings. Externally, the catalog is used for advertising and information purposes, effectively communicating the brand's strengths and value to prospective clients and partners.

Email footer
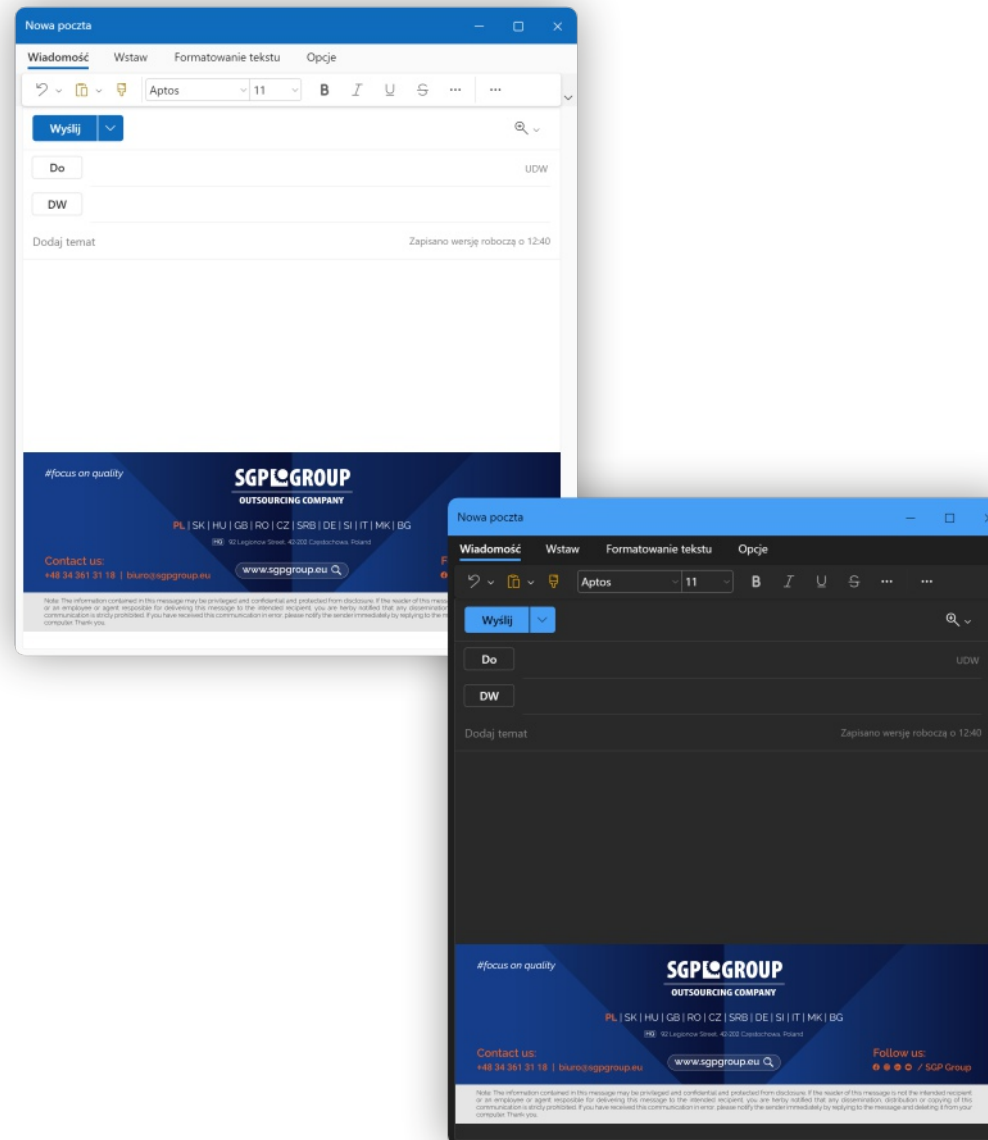
# DIGITAL MATERIALS

Examples of materials published on the Internet. Elements used in emails or social media posts.

Facebook cover

Facebook



Facebook ID photo

## DIGITAL MATERIALS

The elements on Facebook, such as the background and profile picture, may change. SGP Media is responsible for creating the graphics and ensuring they are accessible for the entire brand. Similar consistency is maintained on the Instagram platform, where we use a unified profile photo.

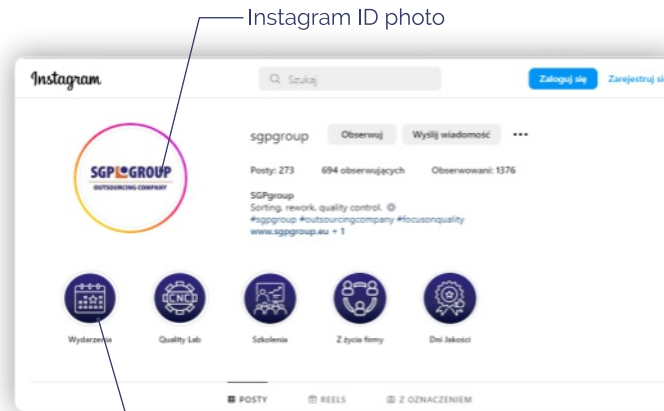Further details regarding the icons and their associations can be found on page 24.
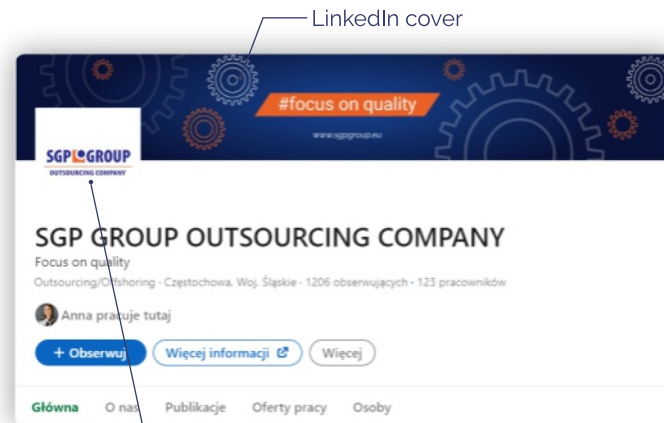
Instagram ID photo

Instagram



Icons

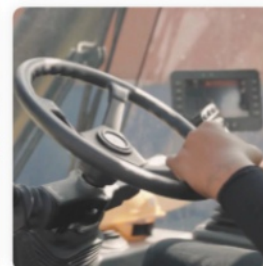LinkedIn cover

LinkedIn

LinkedIn ID photo

## DIGITAL MATERIALS

Posts published on Facebook and Instagram should have a consistent, defined graphic pattern. We use graphic elements that are shared on Canva.
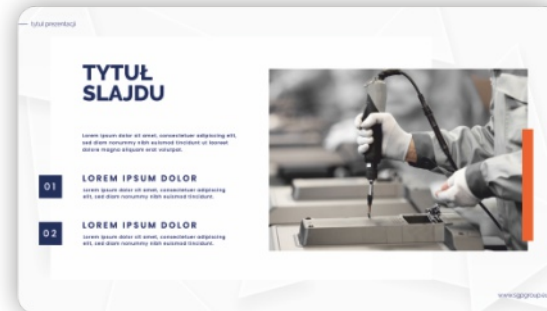
**Pictures**

Pictures of SGP Group        Tagged pictures     Albums

## DIGITAL MATERIALS

A presentation template that serves for creating new
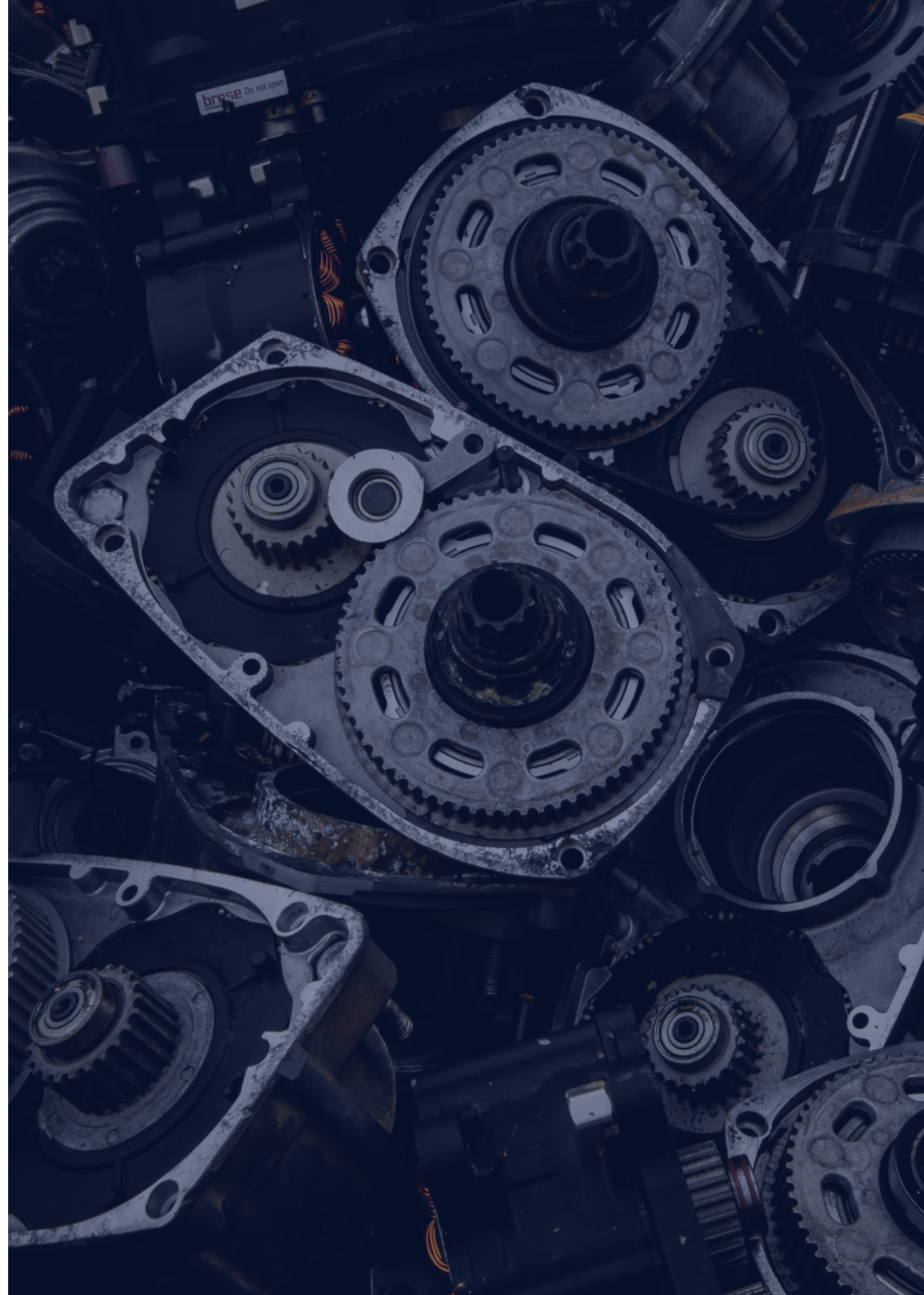PowerPoint presentations.

# CAR WRAPPING

Examples of designs for company cars.

# 07
# COMMUNICATION RULES

## COMMUNICATION RULES

Brand communication guidelines.

■ To ensure the proper usage of the visual elements, kindly send your self-created graphics for review to the following email address: **marketing@sgpmedia.eu**.

■ We do not set up social media accounts ourselves. These accounts are set up by the IT Department (email: **it@sgpgroup.eu**), which grants access. You can make a request for an account if necessary, but we do not act on our own.

■ You can't make changes in general files shared with you. If you want to get an access to selected materials (offer, presentation etc.), please send a request to the Marketing Department (e-mail **marketing@sgpmedia.eu** ) and only then you can edit the content according to your needs.

■ Requests for new graphic materials or updates should be sent to the marketing department via email at **marketing@sgpmedia.eu**.

■ You should only use graphic designs that are available in the folders created by the marketing department.

■ A specific dress code is required when participating in events like job fairs, conferences, or business meetings. It is crucial to maintain a formal and neat appearance, ensuring that your outfit  is appropriate for the specific event you are attending.