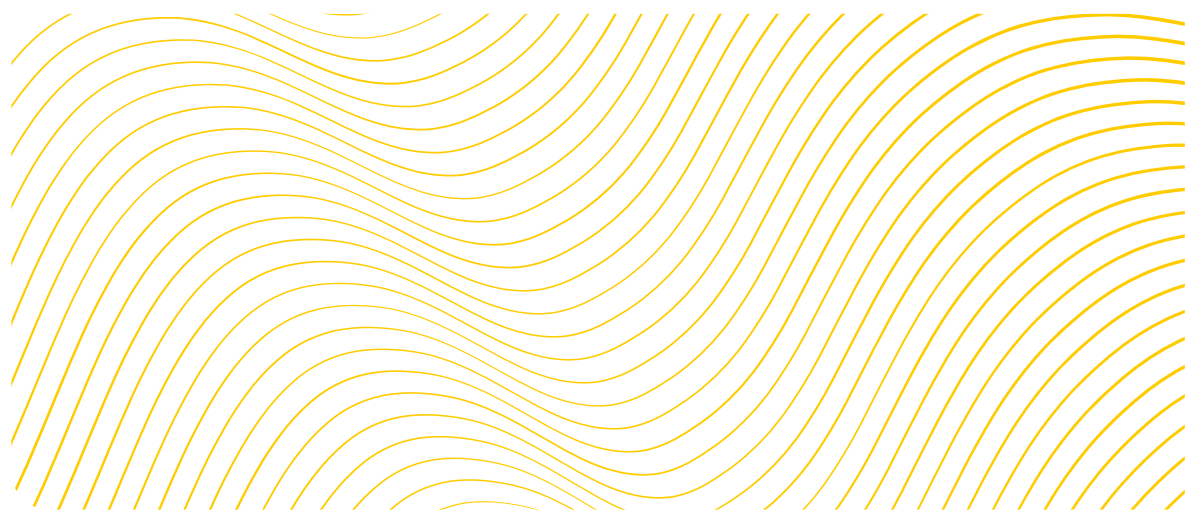


SAEI
BRAND
BOOK 2024



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About SAEI

SAEI Company was founded in 2010 by a group of experts in the fields of information technology and telecommunications. The company was established with the primary goal of providing cutting-edge services in the IT and telecommunications sectors.

Mission

To provide our customers with the latest global technologies, while localizing and developing them to meet their specific needs. This mission emphasizes a commitment to delivering state-of-the-art solutions and continuously improving these technologies to align with local requirements and enhance customer satisfaction.

Vision

To become a bridge for transferring technology and developing engineering services between Iran and Europe.

Logo & Logotype

Primary Logo

Main Logo is combination of both Farsi and English name of company.



Logo & Logotype

Alternate Logo

For English Context

The logo consists of the letters 'S', 'N', 'E', and 'I' in a bold, black, sans-serif font. A thick, yellow, wavy horizontal line is superimposed over the letters, starting from the left of the 'S' and ending to the right of the 'I'.

For Farsi Context

The logo consists of two parts. The top part is the letters 'S', 'N', 'E', and 'I' in a bold, black, sans-serif font, with a thick, yellow, wavy horizontal line superimposed over them. The bottom part is the Persian word 'ساخت' (Sاخت) in a bold, yellow, sans-serif font.

Logo & Logotype

Background Color



Dark Background



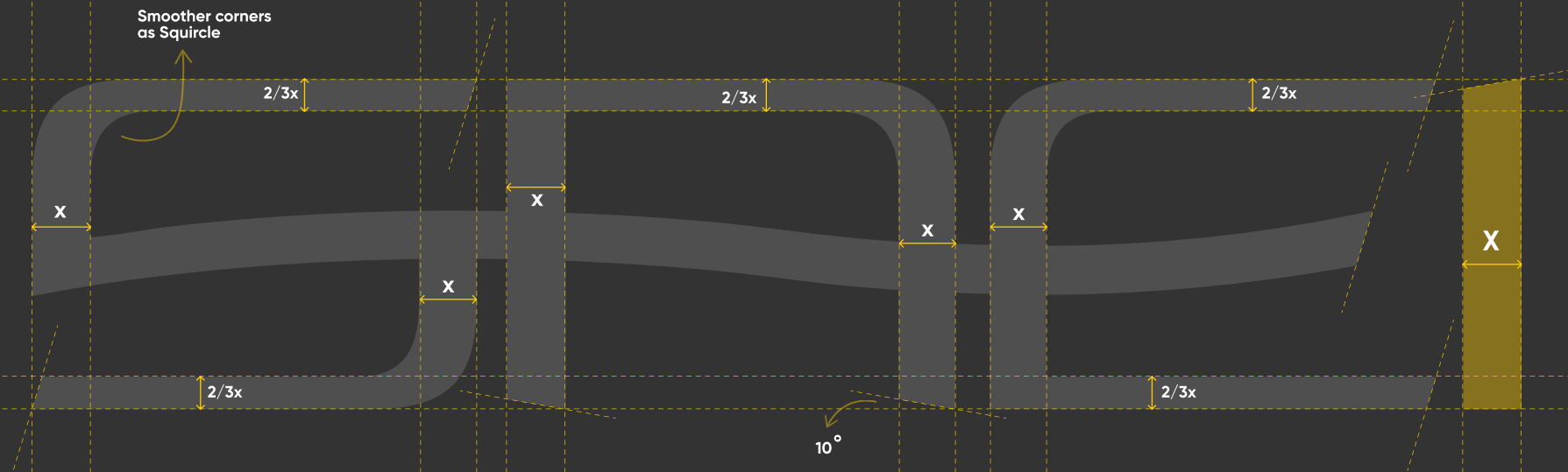
Yellow Background



White Background

Logo & Logotype

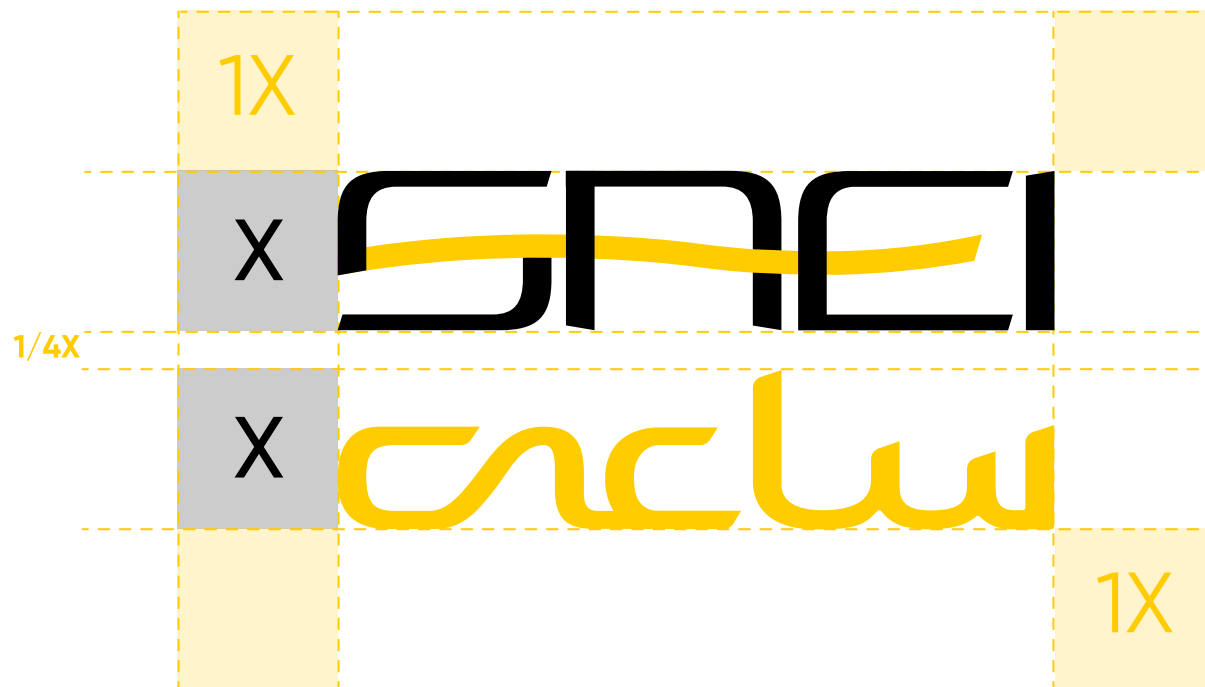
Logo Construction



Logo & Logotype

Clear Space

As a standard value for spacing, we set the “X unit” equal to English and Farsi Typography hight.



Logo & Logotype

Clear Space



Logo & Logotype

Minimum Size

12mm / 60px



5mm / 25px



Logo & Logotype

Don'ts

Using visual effects



Using out-scaled logo



Using out-scaled logo



Using any other color for some part of logo



Using Any color for whole logo



Using Different forms of Logo



Using low resolution Logo



Using Logo with not standard spacing



Color Palette

Primary Color Palette

#FFCC00

R: 255
G: 204
B: 0

H: 48
S: 100
B: 100

#000000

R: 0
G: 0
B: 0

H: 0
S: 0
B: 0

Color Palette

Secondary Color Palette

#333333

R: 51
G: 51
B: 51

H: 0
S: 0
B: 20

#004E98

R: 0
G: 78
B: 152

H: 209
S: 100
B: 60

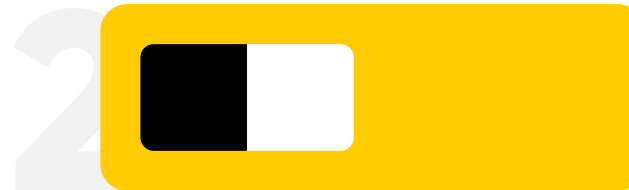
Color Palette

Primary Color Usage

First Combination: white as the base color and using Black and Yellow for complementary.



Second Combination: Yellow as the base color and using Black and white for complementary.



Third Combination: Black as the base color and using Yellow and White for complementary.



Color Palette

Secondary Color Usage

First Combination: white as the base color and using Gray and Blue for complementary.



Second Combination: Gray as the base color and using White and Yellow for complementary.



Third Combination: Blue as the base color and using White and Yellow for complementary.



Color Palette

Readability

To comply with the principle of readability, it is necessary to use only permitted color combinations of text and background.

Correct and Readable Combination 	Correct and Readable Combination 	Correct and Readable Combination 
Incorrect and Illegible Combination 	Incorrect and Illegible Combination 	Correct and Readable Combination 

Typography

English Typeface

Gilroy
Light

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
the quick brown fox jumps over the lazy dog.
1 2 3 4 5 6 7 8 9 0 . , ! ? * ()

Gilroy
Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
the quick brown fox jumps over the lazy dog.
1 2 3 4 5 6 7 8 9 0 . , ! ? * ()

Gilroy
Medium

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
the quick brown fox jumps over the lazy dog.
1 2 3 4 5 6 7 8 9 0 . , ! ? * ()

Gilroy
Bold

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
the quick brown fox jumps over the lazy dog.
1 2 3 4 5 6 7 8 9 0 . , ! ? * ()

Typography

Farsi Typeface

YekanBakh Light

الف ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش ص ض ط ظ ع غ ف ق ک گ ل م ن و ه ی
() * ? ! , . ۰ ۹ ۸ ۷ ۶ ۵ ۴ ۳ ۲ ۱

YekanBakh Regular

الف ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش ص ض ط ظ ع غ ف ق ک گ ل م ن و ه ی
() * ? ! , . ۰ ۹ ۸ ۷ ۶ ۵ ۴ ۳ ۲ ۱

YekanBakh Medium

الف ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش ص ض ط ظ ع غ ف ق ک گ ل م ن و ه ی
() * ? ! , . ۰ ۹ ۸ ۷ ۶ ۵ ۴ ۳ ۲ ۱

YekanBakh Bold

الف ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش ص ض ط ظ ع غ ف ق ک گ ل م ن و ه ی
() * ? ! , . ۰ ۹ ۸ ۷ ۶ ۵ ۴ ۳ ۲ ۱

Typography

Pairing Typography

Use these type pairings in order to achieve clarity, consistency and strong message hierarchy. Bold weight should be paired with Regular weight, and Semi-Bold weight should be paired with Light weight.

Bold

Header

Medium

SubHead

ضخيم

تیتیر

متوسط

زیر تیتیر

Semi-Bold

Header

Regular

SubHead

متوسط

تیتیر

معمولی

زیر تیتیر

Typography

Hierarchy

Here is suggested typography system for all communication needs. The headline, subheadline and body copy size and weight should follow these rules according to relative importance of content.

- Combination of **Headline + Subhead:**

Headline : Bold

Subhead : Medium , 1/2 headline point size

Here is a Headline

This is subhead section

- Combination of **Headline + Subhead + Body:**

Headline : Bold

Subhead : Medium , 1/2 headline point size

Body : Regular , 1/2 Subhead point size

Here is a Headline

This is subhead section

Lorem ipsum dolor sit amet consectetur. Ultrices odio eget urna malesuada fringilla maecenas orci amet. Lectus egestas mauris felis vehicula dictumst integer ullamcorper aenean. Commodore viverra in nascetur arcu habitant tristique sem. Cras nulla quam risus placerat amet malesuada. Elit egestas et.

- Combination of **Headline + Body:**

Headline : Bold

Body : Medium or Regular , 1/3 headline point size

Here is a Headline

Lorem ipsum dolor sit amet consectetur. Ultrices odio eget urna malesuada fringilla maecenas orci amet. Lectus egestas mauris felis vehicula dictumst integer ullamcorper aenean. Commodore viverra in nascetur arcu habitant tristique sem. Cras nulla quam risus placerat amet malesuada. Elit egestas et.

Imagery

Events

Event Photography

Event photography should match the color and tone of the event. In general, use the light that is available to you, and include minimal corrections and coloring if necessary. When shooting photography at an event, it is important to capture wide shots that showcase the environment.



Attendee photography

It is also important to capture tighter photographs that highlight attendees interacting and participating throughout the event.



Imagery

Portraits

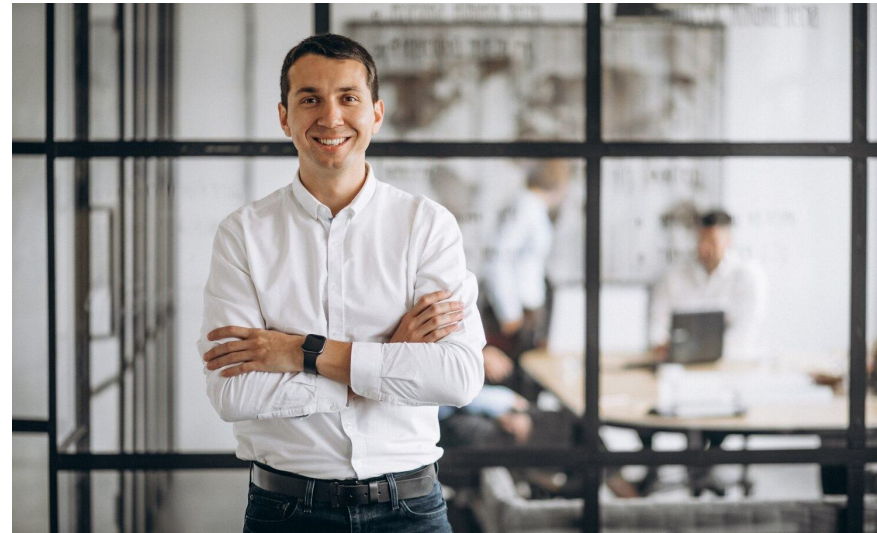
Employee headshots

Employee headshots are taken in a studio with a solid background and studio lighting to highlight the subject's personality instead of the environment.



Customer photography

Photos of our customers should be shot in their environments to capture their personalities and add depth to their stories.



Imagery

Stock

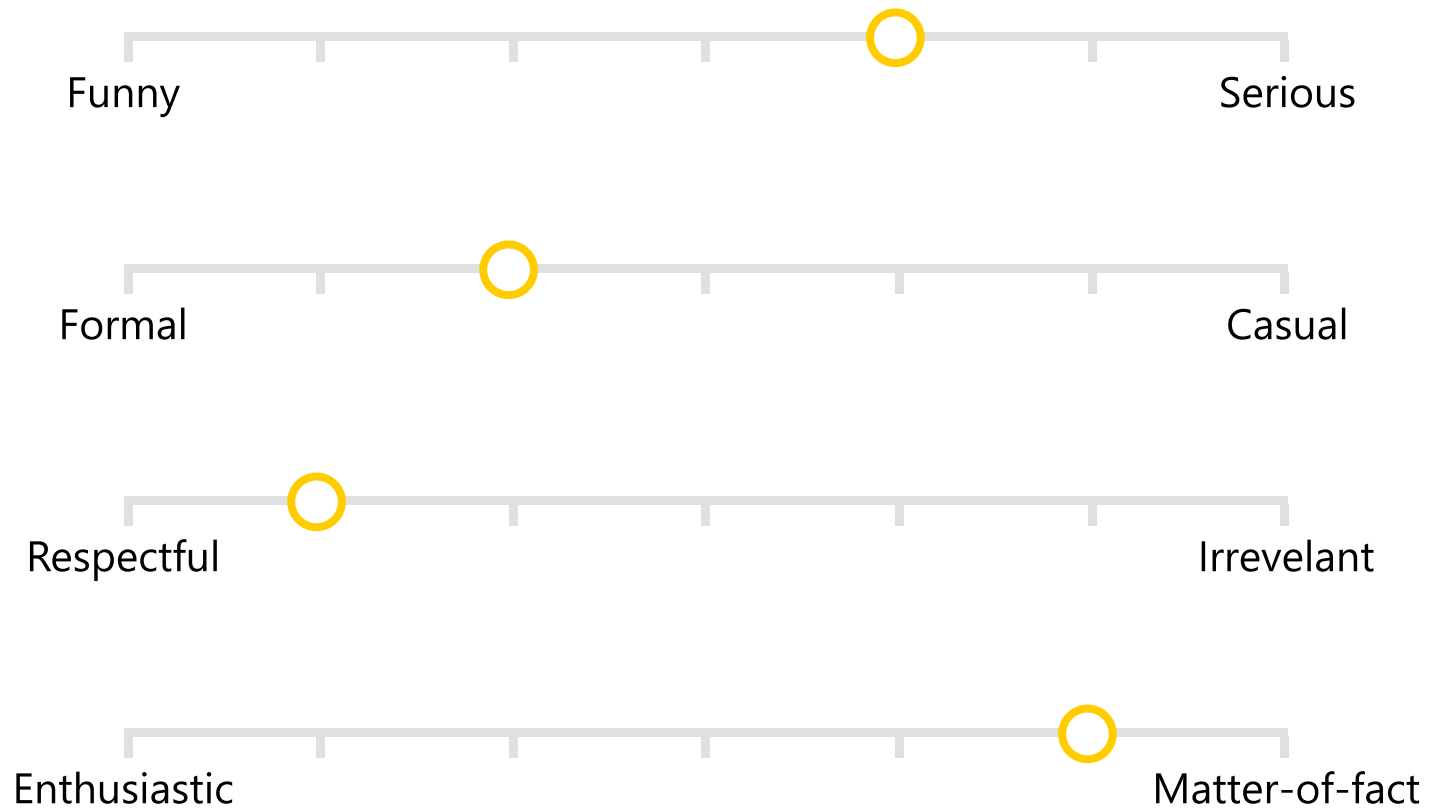
Stock photos are licensed through stock photography agencies. Look for photos without licensing restrictions that don't feature people as the subject of the photo; they should feature an action or a space instead. Make sure you know what you are buying.



Tone & Style

- **Professionalism:** SAEI should maintain a professional demeanor in all interactions, using formal language and adhering to proper grammar and syntax.
- **Clarity:** Communication should be clear and concise, avoiding jargon or overly complex language that may confuse audience.
- **Authority:** SAEI should convey authority and expertise on the topics it discusses, citing reliable sources and providing accurate information. This helps build trust and reinforces SAEI's credibility.
- **Forward-Thinking:** Position SAEI as a forward-thinking company that anticipates future trends and challenges in the telecommunications industry. Showcase the company's vision for the future and its commitment to continuously innovating and evolving to meet the needs of clients in a rapidly changing environment.
- **Collaborative:** Highlight SAEI's collaborative approach to working with clients as partners in their success. Emphasize the company's willingness to listen to client feedback, incorporate their input into solution development, and actively engage in ongoing dialogue and collaboration.

Tone & Style

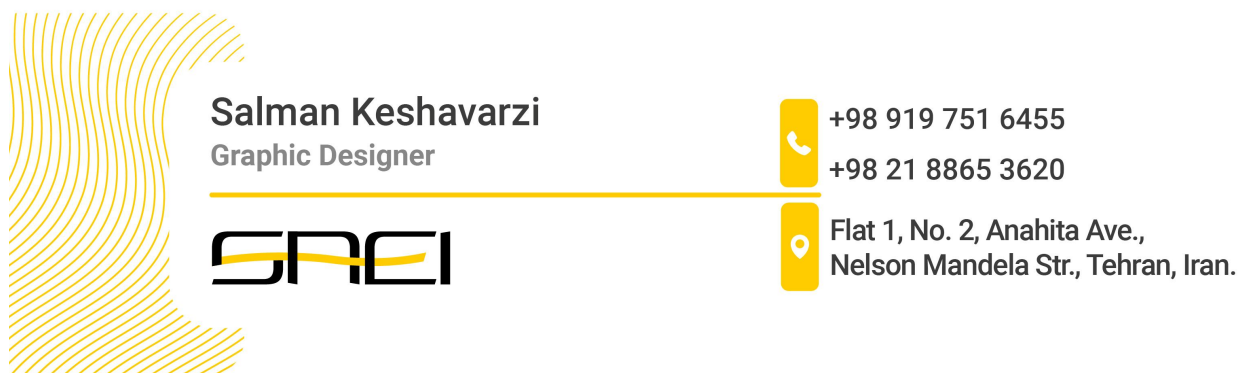


Stationary



Stationary

Email Signature



Digital Guidelines

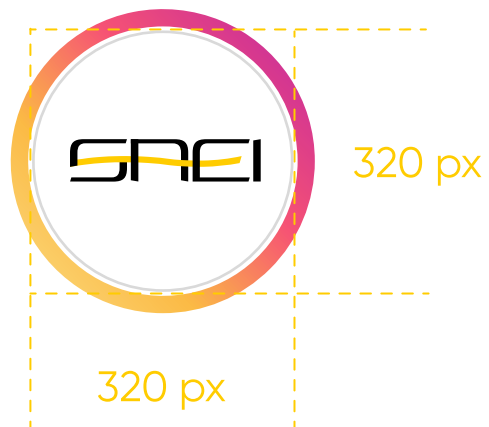
Website Favicon



Digital Guidelines

Social media: Instagram

- **Profile Picture:**



- **Highlights Design:**



All about SAEI



Worldwide



Anouneements



SAEI Team



Anou

- **Suggested Bio :**

Transforming digital landscapes since 2009.

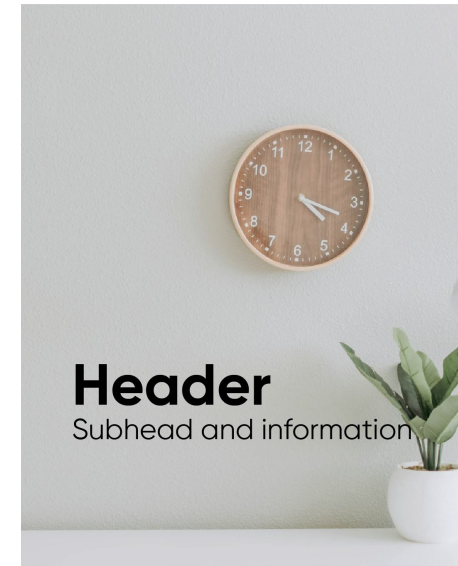
Digital Guidelines

Social media: Instagram (Pictures)

On Dark Backgrounds use only Yellow or white for text



On Light Backgrounds use only black for text



- Following "Pairing Typography Rules" is necessary:

Use the combination of **(Bold+Regular)** or **(Medium+Light)** for header and Subhead

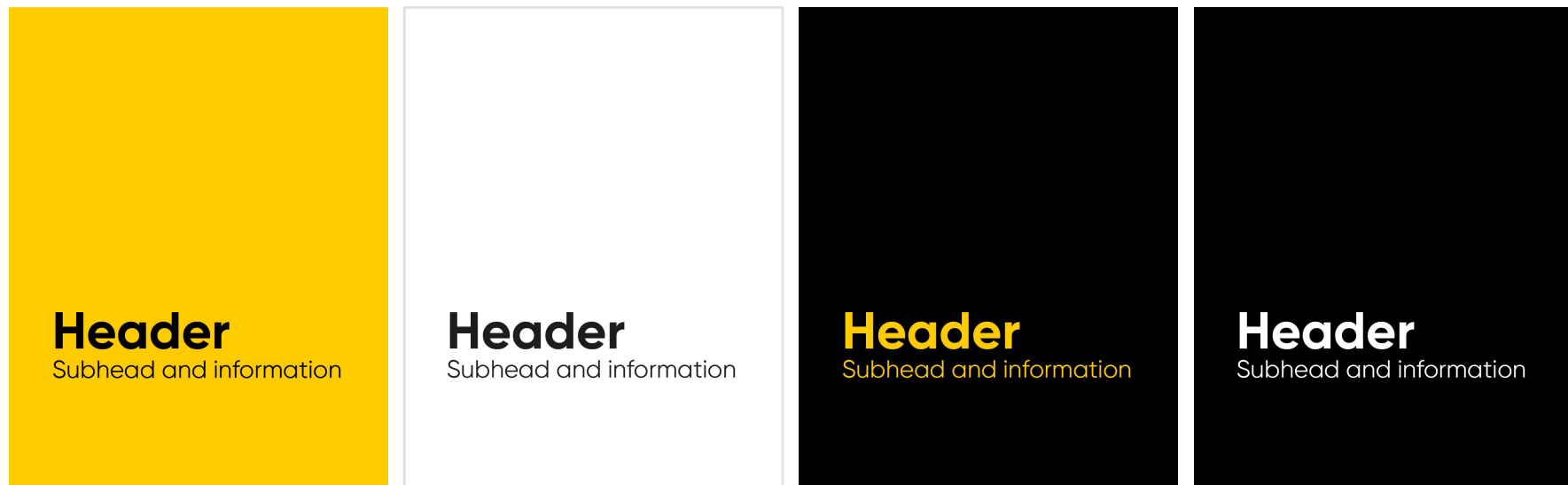
Subhead point size is $\frac{1}{2}$ the point size of header

Recommended point size for header is 140pt and Subhead is 70pt.

Digital Guidelines

Social media: Instagram (Solid Colors)

Use “**Readability Rules**” for the best combination of text and background color



- Following “**Pairing Typography Rules**” is necessary:

Use the combination of **(Bold+Regular)** or **(Medium+Light)** for header and Subhead

Subhead point size is **1/2** the point size of header

Recommended point size for header is 140pt and Subhead is 70pt.

Digital Guidelines

Social media: Instagram (Solid Colors)

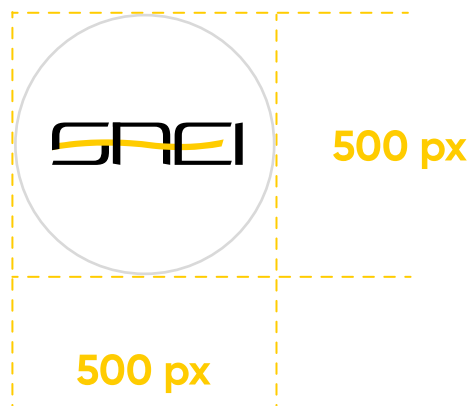
Using Combination of colors or pattern is optional



Digital Guidelines

Social media: LinkedIn

- **Profile Picture:**



- **Banner Picture:**



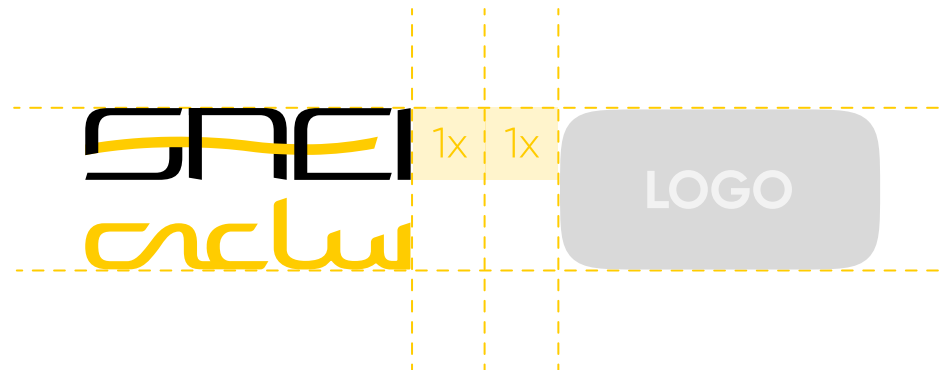
- **Suggested Bio :**

At SAEI, we are at the forefront of driving digital transformation across Iran and Europe. Since our inception in 2009, we have dedicated ourselves to delivering innovative IT and telecommunications solutions that empower businesses to thrive in a digital age

Partnership and Sponsorship

Co-branding Guidelines

Rules for partnering with other brands, including how logos are displayed together and partner communication strategies.



Thank you for your careful adherence to the guidelines!