

Brand Guidelines

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01

Logo

Logotype

The logotype is the cornerstone of Signaturit Group's identity, encapsulating the brand's essence and values. As the visual representation of who we are, it's vital to preserve its integrity.

The logotype is immutable — it must never be altered or distorted. All reproductions must be sourced from official brand assets and adhere to established guidelines.

The Signaturit Group logotype is available in 3 formats:

- **Main version:** The primary representation of our brand, preferred whenever space permits.
- **Long version:** A streamlined option, specially for internal use, for limited-space applications.
- **Emblem version:** A streamlined option for limited-space applications.

For consistent brand recognition, prioritize the full version wherever possible.

Signaturit
Group

Signaturit Group



Safe Zone

The Safe Zone section outlines guidelines for the minimum distance that must be maintained between the brand's logo or other design elements and other visual elements, such as text, images, or other graphics. In this case, the safe zone is the height of the G of the root logo.



Logo misuse

A logotype is a whole that cannot be distorted, deconstructed or modified. These few bad examples demonstrate the importance of a coherent and integral identity.

This section is particularly important to ensure that the logo is not used inappropriately or in a way that conflicts with the brand's values and messaging.

If you encounter any unauthorized use or misuse of our Logo Mark, please report it to the brand team immediately.



Logos' usage

Our Logo Mark should always be visible and legible, regardless of the background color or image it's placed on.

If in doubt, please consult with the brand team for advice on the best Logo Mark placement and usage for your specific design needs.

**Signaturit
Group**

**Signaturit
Group**

**Signaturit
Group**

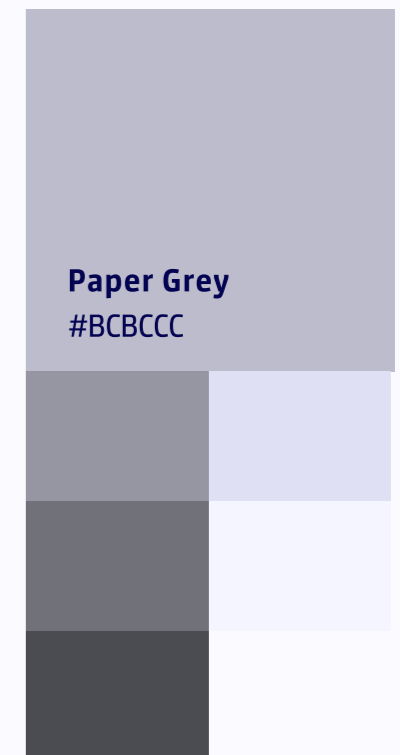
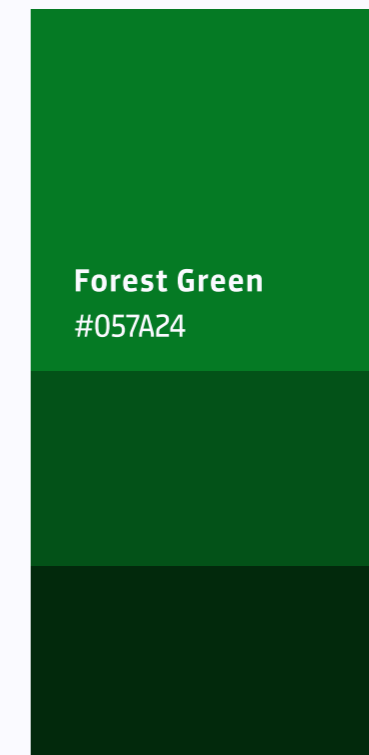
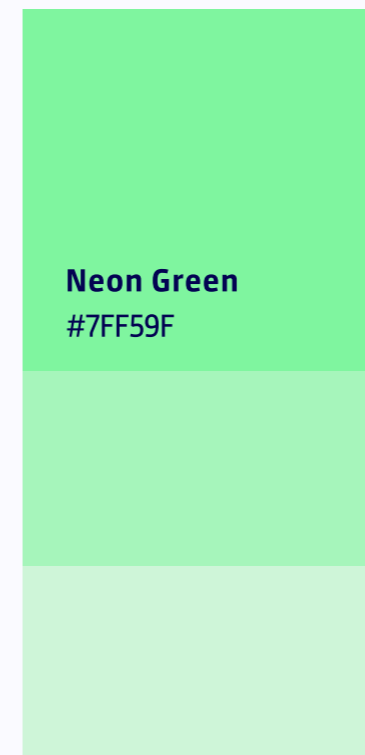
**Signaturit
Group**

02

Colours

Colours

Here you can find the 4 main colours of the Signaturit Group graphic charter. You will find the different colour codes corresponding to the main uses (RGB). Precise and regular use of these colours will contribute to the harmonisation and consistency of the visual identity on the different media.



03

Typography

Typography

The typeface “**Supreme**” will be used as the main typeface of the brand. It will be used from documents to the interface of our products because of its good reading and rhythm.

The typeface “**Expose**” will be used for visual and design purposes, it’s use is exclusive to the Marketing Department. This will be used in the materials produced by Marketing, like banners, whitepapers, infographics, presentations... etc. Where there is less quantity of text.

The typeface “**N27**” gives personality to the brand. It will only be used for big headers and numbers.

Aa

Supreme | Primary Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Expose | Marketing Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Aa

N27 | Secondary Typeface

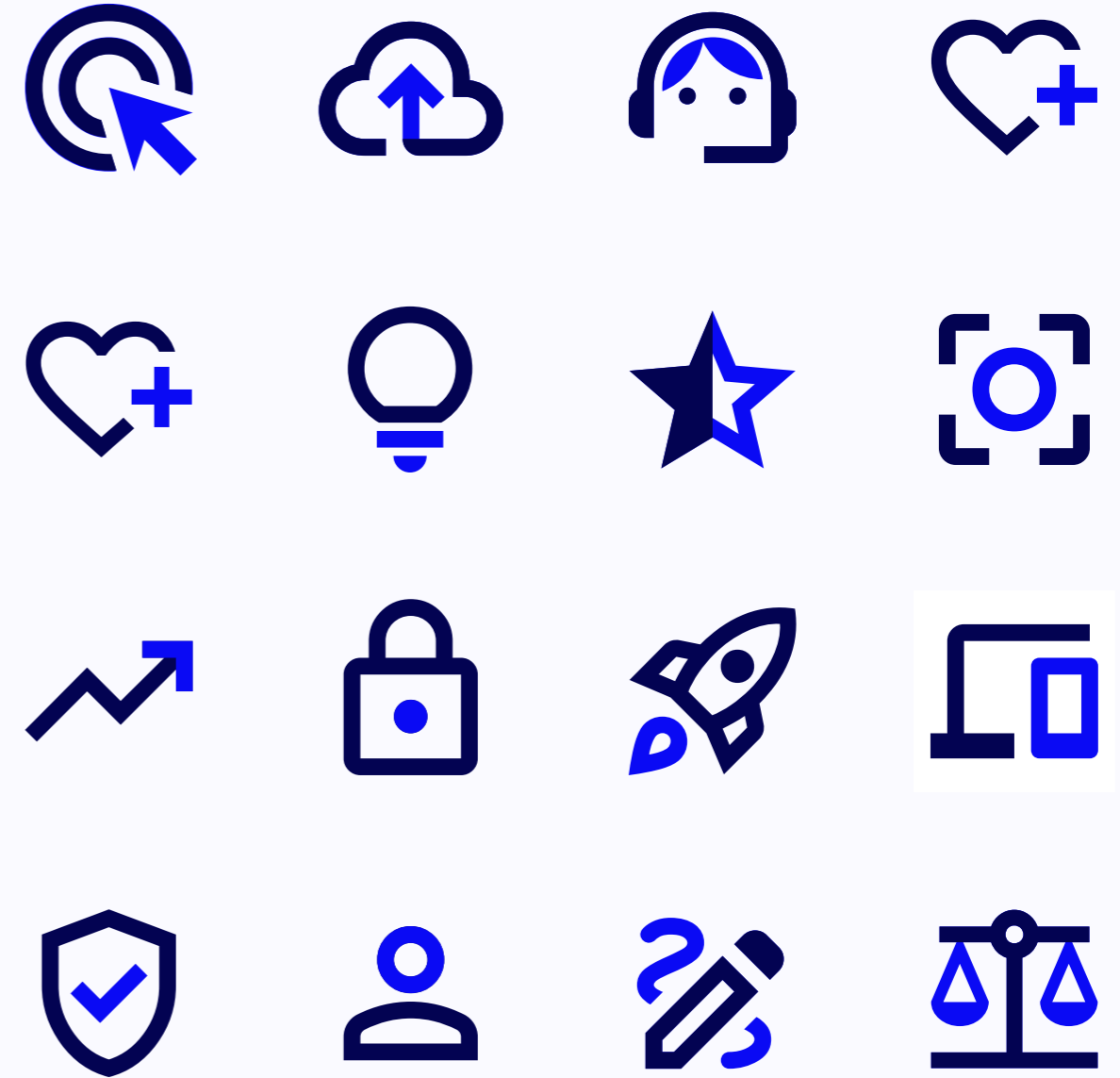
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

04

Icons

Icons

Signaturit Group icons in the platform are the Material Symbols and Icons by Google. For marketing purposes they are edited for 2 colours.



05

Photography

Photography

Photography is a key element in our brand's visual identity, as it captures the essence of who we are and what we stand for. Our photography style is characterized by warm, bright, and natural tones, and should never be altered or manipulated to preserve the authenticity and integrity of our brand.

The brand book provides detailed instructions on how to choose appropriate images for marketing purposes.



There are no filters, there is natural light.

Our tones are warm, bright, and natural. We never use saturations or filters. We avoid photos burnt by the sun, strong flashes of light, or black and white photos that don't convey the vitality we seek.

There are no empty scenes, there are emotional moments.

We avoid images that don't say anything, always looking for scenes that contain interesting moments.

There are no models, there are people.

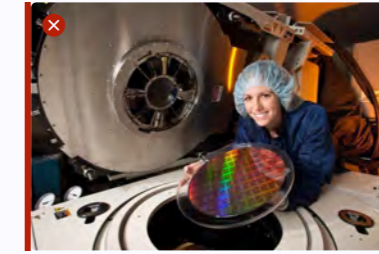
Our protagonists are ordinary people, not models. We want users to easily identify with our stories, so we will show different ages, races, abilities, styles, and complexions. We are inclusive.

There is no melancholy, there is vitality.

We want happy images that convey optimism and strength. We focus our messages on the positive.



Avoid having no center of interest and drawing attention to an empty center



Avoid conflicting focal points and no clear alignments to a grid center



Avoid images that are both unrealistic and common



Avoid overly warm, glowing, or "golden hour" photographs



Avoid color washes and grading



Avoid images that have color or image overlays



Avoid cliché images that attempt to loosely represent a concept, failing to portray the real world at work

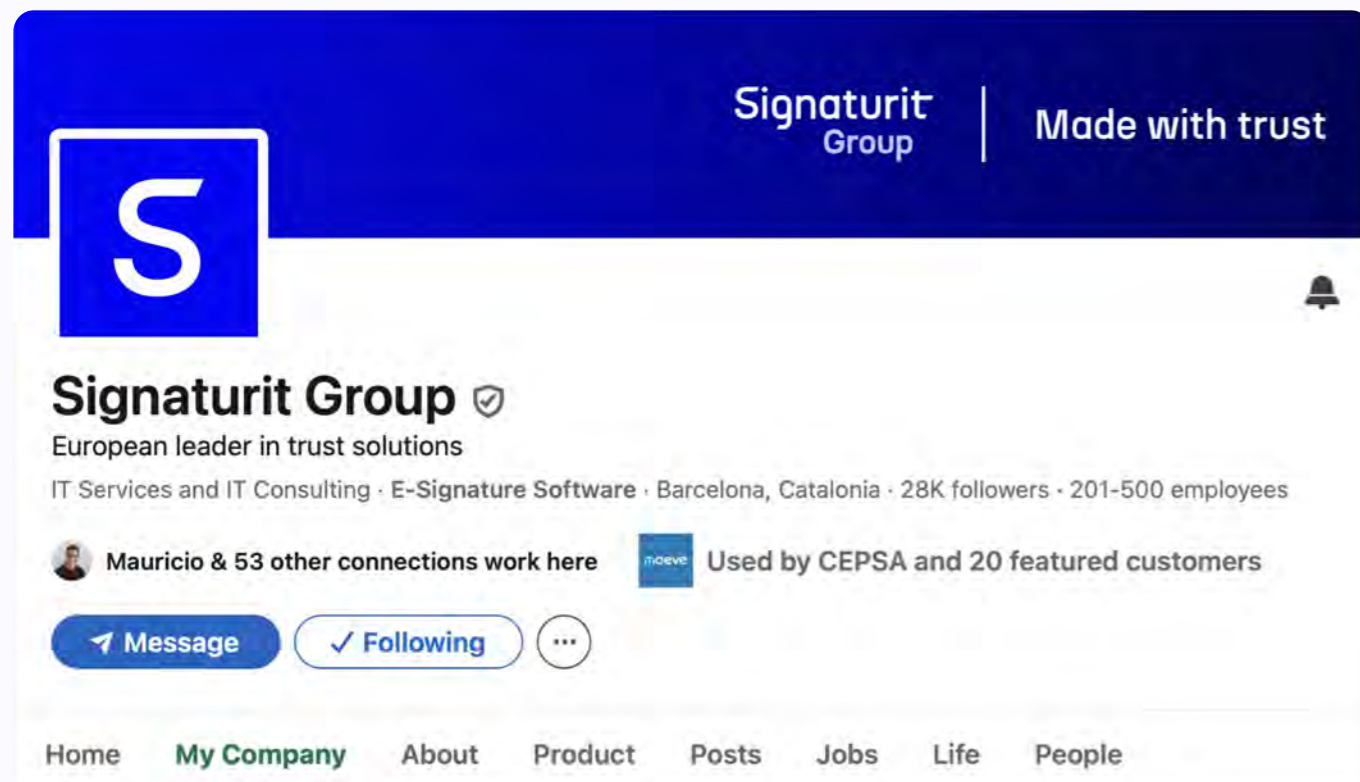


Avoid images with added glare or elements that have been clearly added via photoshop

06

Applications

Social media posts



Signaturit Group | Made with trust

Signaturit Group ✓
European leader in trust solutions
IT Services and IT Consulting · E-Signature Software · Barcelona, Catalonia · 28K followers · 201-500 employees

Mauricio & 53 other connections work here Used by CEPSA and 20 featured customers

Message Following

Home My Company About Product Posts Jobs Life People



Signaturit Group
27,815 followers
2w · 🌐

🔔 **Simplifica la gestión de notificaciones electrónicas** 🔔
¿Sabías que la Ley 39/2015 obliga a todas las empresas a interactuar electrónicamente con las Administraciones Públicas? Este proceso ...more

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🔔 **Simplifica la gestión de notificaciones electrónicas** 🔔 · 6 pages

Gestiona tus notificaciones

Seguridad y eficiencia en cada trámite



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Desliza para leer →

You and 19 others · 3 reposts

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27,815 followers
2mo · 🌐

📅 El próximo jueves 3 de octubre, **Lucca** y Signaturit te invitan a un **#evento** exclusivo centrado en la **Humanización del proceso de Offboarding**, un **aspecto clave en la gestión del talento**. 🗨️ 🍷 ...more


Show translation

📅 **Events** 3 Octubre | 18h

Humanización del proceso de Offboarding



Rebeca Algaba
HR Recruitment & Development Manager
DOGA




Xavier Hernández
Director U.N. y Servicios
montaner

Español Granada - C/ Ciudad de Granada 28 bis

Regístrate

You and 29 others · 8 reposts

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Signaturit Group
27,815 followers
3w · 🌐

📅 Webinar: **Optimización de la Gestión de Notificaciones Electrónicas para las AAPP**
¿Trabajas gestionando notificaciones electrónicas? 🗨️ Este webinar es ...more

Show translation

📅 Webinar 14 NOVIEMBRE | 12.30 h

Optimizar la gestión de notificaciones electrónicas de las AAPP

Desafíos del Real Decreto-ley 6/23

Miguel Cuellar | Account Executive en Signaturit Group

Regístrate



Mauricio Martínez Rodríguez and 22 others · 3 reposts

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Social media posts

Programa de onboarding y offboarding

Compromete y potencia el talento de tu equipo



Signaturit Group

Desliza para leer →

Índice

- 1 Introducción
- 2 Propósito del onboarding
- 3 Un onboarding exitoso
- 4 Propósito del offboarding
- 5 Un offboarding exitoso
- 6 La firma electrónica
- 7 KPI del onboarding & offboarding
- 8 Preguntas clave

S

Introducción

Los empleados que han tenido una **gran experiencia en los primeros 90 días** de empleo tienen diez veces más probabilidades de permanecer durante mucho tiempo en la compañía que aquellos que han tenido una mala experiencia.



El coste medio para las empresas de hacer un onboarding ronda los **1.400 euros**

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Propósito del onboarding

Al implementar un proceso de integración, el objetivo principal es que los nuevos empleados se familiaricen con los valores de la empresa, se unan al equipo y se adapten a la cultura organizacional **desde el principio**.



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¿Quieres descubrir más sobre cómo mejorar el onboarding y offboarding de tu equipo?

Descarga guía



Signaturit Group

La guía del certificado digital

Descubre todo lo que necesitas saber



Signaturit Group

Desliza para leer →

¿Qué es un certificado digital?

Un certificado digital es tu **documento de identidad electrónico**, lo que te permite identificarte y firmar transacciones de forma segura en internet.

Beneficios clave

- Identificación digital segura
- Protección de datos
- Firmas electrónicas válidas

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Continúa leyendo

Diferencias entre certificado digital y firma electrónica



Firma digital: Representa tu **aceptación o consentimiento** sobre un documento concreto.



Certificado digital: Te identifica ante **organismos y plataformas electrónicas**.

¡Recuerda! El certificado digital es más seguro y está respaldado por una Autoridad de Certificación.

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Continúa leyendo

¿Qué es una firma cualificada con certificado?

La firma cualificada es la **más segura** y tiene la **mayor protección jurídica**. Es la única equivalente a la firma manuscrita tradicional.



Usos comunes

- Compra de inmuebles
- Préstamos bancarios
- Firmas con alto valor jurídico

S

Continúa leyendo

Proceso de emisión de un certificado digital

- 1. Identificación:** Se verifica tu identidad de manera presencial o remota.
- 2. Emisión del certificado:** El prestador de servicios lo emite siguiendo estrictas normativas.
- 3. Almacenamiento Seguro:** Puedes guardar tu certificado en la nube con IvSign.
- 4. Uso del Certificado:** Puedes utilizar tu certificado digital desde cualquier dispositivo conectado.

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Continúa leyendo

Tipos de certificados digitales

- Certificado de Representante ante la AAPP
- Certificado cooperativo
- Certificado de Sello Electrónico

Elegir el certificado adecuado para tus necesidades es clave para la **seguridad en tus transacciones**.

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Continúa leyendo

Nuestra solución: Iv Sign

Con IvSign, gestionas todos tus certificados en la nube, de manera segura y desde cualquier dispositivo.

IvSign
Producto Signaturit



Beneficios clave

- Almacenamiento seguro
- Firma cualificada
- Control total en tiempo real

Signaturit Group + Ivnosys by Signaturit Group

¡Buen trabajo!

Signaturit Group

Thank you

We appreciate you taking the time to read our brand manual and being a part of this journey with Signaturit.

Your attention and engagement mean a lot.

marketing.team@signaturit.com

