SONTAY LTD.

DESIGN MANUAL: VIDEO & SCREEN

GUIDELINE ON HOW USE CD VISUALS IN VIDEOS

A compelling and thoroughly implemented corporate design ensures a high level of recognition and a unique identity. A strong brand increases the value of Sontay Products and supports the image of certificates, licensees and partners of Sontay respectively.

This design guidelines should be followed to promote the visual identity in the most convenient, consistent and efficient way and make sure no mistakes are done. It will be used to implement the corporate design in an active and professional manner and to ensure that the Sontay logo, font and colours represent an uniform image.

CONTACT US:

Please do not hesitate and contact Susanne Schaumkelle
when you have questions at susanne.schaumkelle@sontay.com

CONTENT

01 **COLOURS**
Fonts for screen media and how to use them

02 **FONT**
Font to use on screen applications

03 **LOGO**
Sontay Logo and colour variations used on backgrounds

04 **ARTWORK**
Supportive artwork for backgrounds and visual branding ideas

Sontay®

VISUAL CREATION

01

COLOURS

Fonts for screen media and how to use them

CORPORATE DESIGN COLOUR: BLUE

Screen #12abe3 // RGB: 18 / 171 / 227

GREY: TEXT

Screen #545454 // RGB: 84 / 84 / 84

GREY: SUBTEXT

Screen #a6a6a6 // RGB: 166 / 166 / 166

GREY: TEXT

Screen #ffffff // RGB: 255 / 255 / 255

BACKGROUND: BLUE SHADES

Dark Blue (also used in gradients)
Screen #104a7f // RGB: 16 / 74 / 127

BACKGROUND: GREY SHADES

Dark Grey
Screen #322e2f // RGB: 50 / 46 / 47

Middle Grey:
Screen #545454 // RGB: 84 / 84 / 84

Light Grey
Screen #d9d9d9 // RGB: 217 / 217 / 217

Sontay®

VISUAL CREATION

01

COLOUR CODE: PRODUCTS

Fonts for screen media and how to use them



01 - Air & Water Flow
Screen #00869a // RGB: 0 | 134 | 134

AV Air Velocity Sensors & Probes
FS Air & Liquid Flow Switches
LS Liquid Level Switches & Sensors



02 - Air Quality & Gas Detection
Screen #7d73a3 // RGB: 125 | 115 | 163

GL Gas Leak Alarm Systems
GS Air Quality, CO2 , RH & T & Gas Sensors
SD Duct Smoke Detector



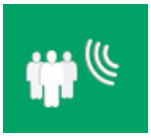
03 - Controllers
Screen #96ac39 // RGB: 149 | 174 | 48

FC Fan Speed Controllers
RE Electric Heater Battery Controllers



04 - Input / Output Modules
Screen #f39200 // RGB: 243 | 146 | 0

GL Input / Output Modules



05 - Light Level & Occupancy
Screen #06ab71 // RGB: 6 | 171 | 113

LL Light Level Controllers & Sensors
OC Electric Heater Battery Controllers



06 - Metering & Power Monitoring
Screen #f3ba00 // RGB: 243 | 186 | 0

PM Energy Analysers & Power Monitoring
PS Power Output Supplies

Sontay®

VISUAL CREATION

01

COLOUR CODE: PRODUCTS

Fonts for screen media and how to use them



07 - Pressure

Screen #9e6916 // RGB: 158 | 105 | 22

PA Air DP Sensors & Switches
PL Liquid Pressure Sensors & Switches



08 - Smart Communication Protocols

Screen #bc90c1 // RGB: 188 | 144 | 193

SC Smart Sensor - BACnet/Modbus
SC-ST Smart Temperature Controller
PA-6P Smart Air DP Sensor
SC-FS Smart Gateways
SC-IO Smart I/O Module
ST-TOUCH Touchscreen Thermostat
SC-Gateways Gateways for Air Condition



09 - Temperature

Screen #e30613 // RGB: 227 | 6 | 19

RH RH & T Sensors & Humidistats
ST Temperature Thermostats
TT Temperature Sensors & Pockets
UI User Interfaces & Alarm Annunciators



10 - Valves & Actuators

Screen #7eaac0 // RGB: 126 | 170 | 192

VA Damper, Valve & Failsafe Actuators
VR Rotary Shoe Valves
VZ Zone Valves & Actuators



11 - Peripherals & Interfaces

Screen #006eb7 // RGB: 0 | 110 | 183

EP Emergency Switches/Buttons & Thermal Links
WD Water Detection System & Sensors
WD-CPS Condensation Prevention Sensor

Sontay®

VISUAL CREATION

02

FONT

Font to use on screen applications

HEADLINE: LATO

Including all Sub-headlines, Quotes, and Highlight Text.

For all Screen Media Projects is the CD Font **LATO** as open source font accepted. This includes: Webpage, Video and Screen applications in any form.

SUBTITUTION: ARIAL

In the rare case, when the font LATO is not available, we may use the font ARIAL as an substitute.

COPY: MONSERRATE

Including all Notes and Supportive text.
For all Screen Media Projects.

SUBTITUTION: LATO OR ARIAL

First choise would be always LATO.

REQUIRED FONT SIZES IN SCREEN MEDIA PROJECTS

- Headline: 36pt (minimum 30pt)
- Copytext: 18pt (minimum 16pt)
- Quotes "..." or special text notes: 30pt (minimum 20pt)
- Additional secondary explanations: 12pt (min 10pt/option: capital letters)

According to harmonies, adjustments are possible when high amount of information is required to be shown. However, it is advised to reduce Text Information to a minimum of bullet point form or short sentences on screen.

VISUAL CREATION

02

FONT: COLOUR

Font to use on screen applications

REQUIRED FONT SIZES IN SCREEN MEDIA PROJECTS

- Headline:
- Copytext:
- Quotes "..." or special text notes:
- Additional secondary explanations:

EXAMPLES



Presentation (1024x768px)
(https://www.canva.com/design/DADxowb6N6Y/share/preview?token=Zco402VgIJ8vpiFgdqH5JA&role=EDITOR&utm_content=DADxowb6N6Y&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton)



Video (16:9)
(https://app.biteable.com/social/3.0/project/858621/scene/4115948/caption/9302474/text/12652382)

VISUAL CREATION

03

LOGO

Sontay Logo and colour variations used on backgrounds





METAL

Is only being used on White and Black background.



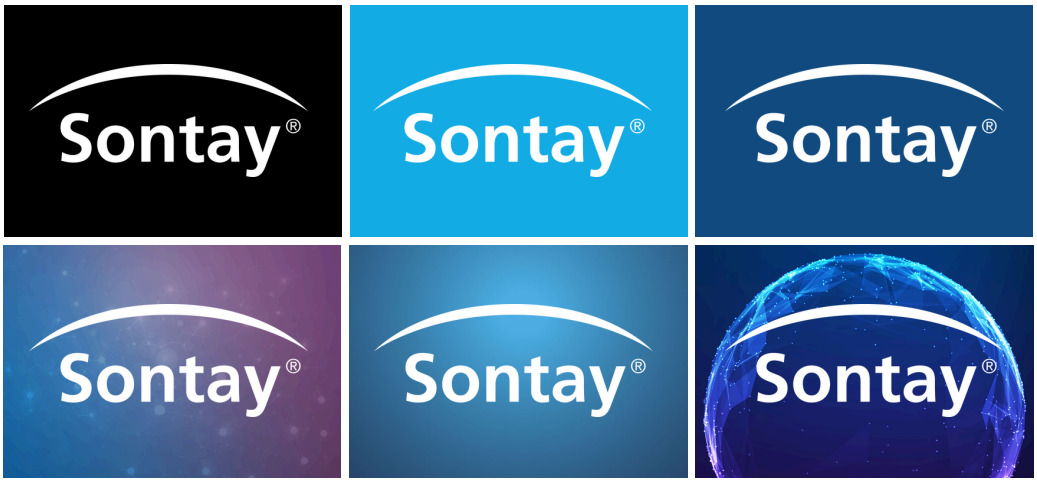


BLACK & GREY

Is only being used on White background.

WHITE

Is being used on all variations of coloured background.



VISUAL CREATION

04 ARTWORK: ELEMENTS

Supportive artwork for backgrounds and visual branding ideas

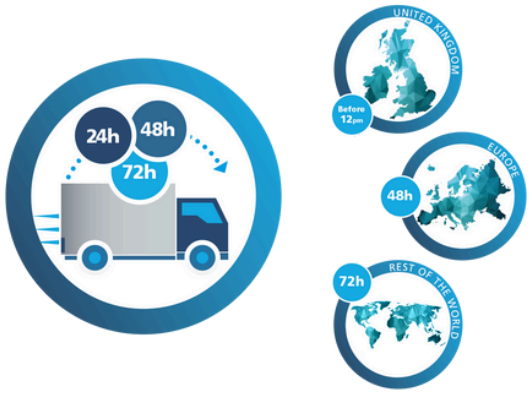


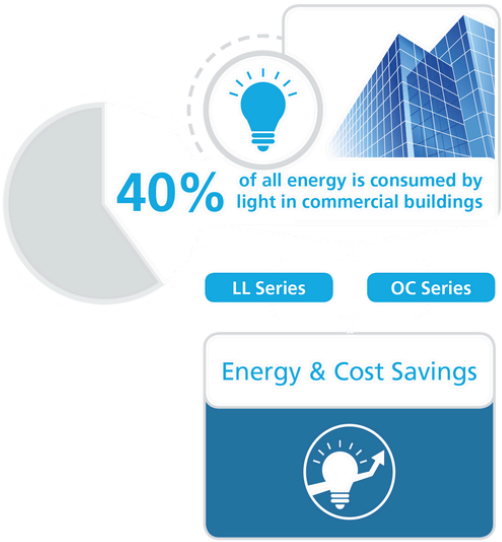




EXAMPLES FOR THE VISUAL LANGUAGE

The Corporate Colour Blue should be used as Highlight Colour for elements and background features.



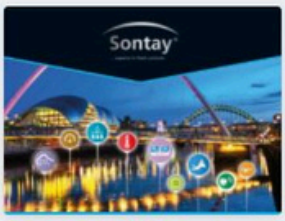


VISUAL CREATION

04

ARTWORK: PRESENTATION

Supportive artwork for presentation with emotional effect for e.g. introductions, themes, social media posts



1



2



3



4



5



6



7



8



9



10



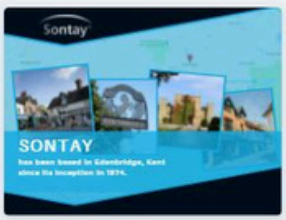
11



12



13



14



15



16



17

+

VISUAL LANGUAGE

The Corporate Colour Blue should be used as Highlight Colour for elements and background features. The darker blue shade is used as background and adapts with the theme.

VISUAL CREATION

04

ARTWORK: TRAINING PRESENTATIONS

Supportive artwork for training presentation with informational effect



1 - New SMART-SENSOR Technology



2



3



4



5



6



7



8



9



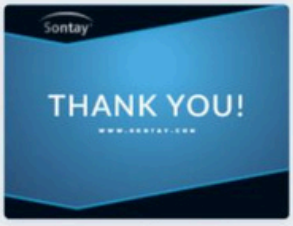
10



11



12



13

VISUAL LANGUAGE

The Corporate Colour Blue should be used as Highlight Colour for text and elements.
The background is white to allow e wide range of elements to feature pictures.

VISUAL CREATION

04

ARTWORK: ZOOM PRESENTATIONS (PPT)

Supportive artwork for training presentation in Zoom with or without the presenter.



1 - Zoom BG - Presentation Title
2 - Zoom BG - Presentation Question
3 - Zoom BG - Presentation Question
4 - Zoom BG - Presentation Explanati...
5 - Zoom BG - Presentation Explanati...
6 - Zoom BG - Presentation Explanati...
7 - Zoom BG - Presentation Explanati...
8 - Zoom BG - Presentation Explanati...
9 - Zoom BG - Presentation Thank Yo...

VISUAL LANGUAGE

The Corporate Colour Blue should be used as Highlight Colour for text and elements.
The background is the blue background used in our artwork across the print media.

VISUAL CREATION

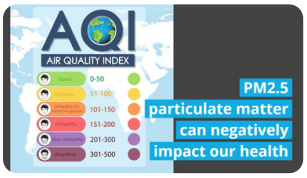
04 ARTWORK: VIDEO PRESENTATIONS

Supportive artwork for training presentation in Bitable with or without the presenter.

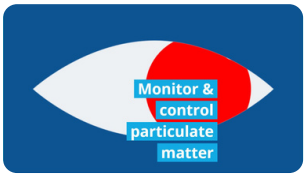
VIDEO:
Particular Matter Sensing

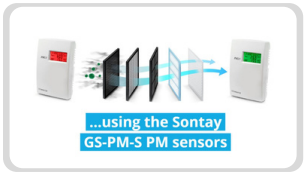


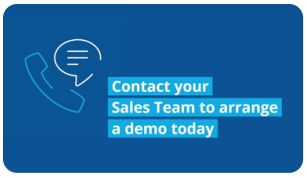












VIDEO:
RH Sensor















VISUAL LANGUAGE

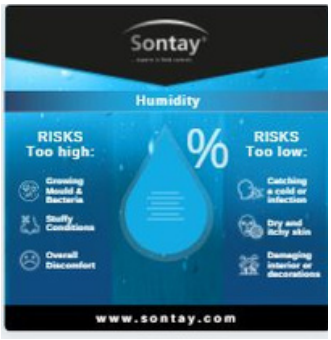
The Corporate Colour Blue should be used as Highlight Colour for text and elements as shown in those examples.

VISUAL CREATION

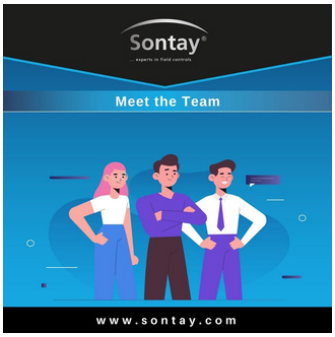
04

ARTWORK: SOCIAL MEDIA POSTS

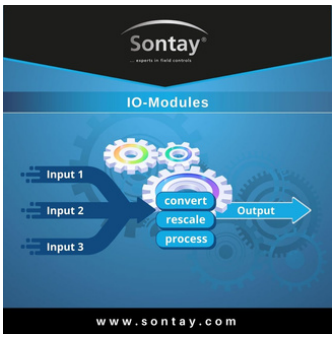
Supportive artwork for training presentation in Bitable with or without the presenter.













VISUAL LANGUAGE

The Corporate Colour Blue should be used as Highlight Colour for text and elements.
The background is the blue background and a variation of product display and graphic xplanation is used as shown within those examples.