

Brand book

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Logo

CHAPTER 01:

The logo is our most recognisable brand asset. It is more than a visual element – it is a business tool that helps us build recognition, create the right associations, and strengthen relationships with our audiences.

To work effectively, it should always be used in line with the brand guidelines.

➔ LOGO

Logotype colours

The Spyrosoft logo is available in four approved colour versions. The one you choose should depend on the background colour.

On dark backgrounds, use the white logo with the red element. On light and white backgrounds, use the blue logo with the red element.

The fully white and fully black versions should be used only in exceptional cases where the standard variants are not suitable, for example due to technical limitations, the need for maximum legibility, or monochrome printing.

Only these four versions are allowed. Other colour combinations are not permitted.

COLOUR LOGO ON DARK BACKGROUNDS



COLOUR LOGO ON LIGHT BACKGROUNDS



WHITE LOGO ON DARK BACKGROUNDS



BLACK LOGO ON LIGHT BACKGROUNDS



Brand mark colours

The Spyrosoft symbol is available in four approved colour versions.

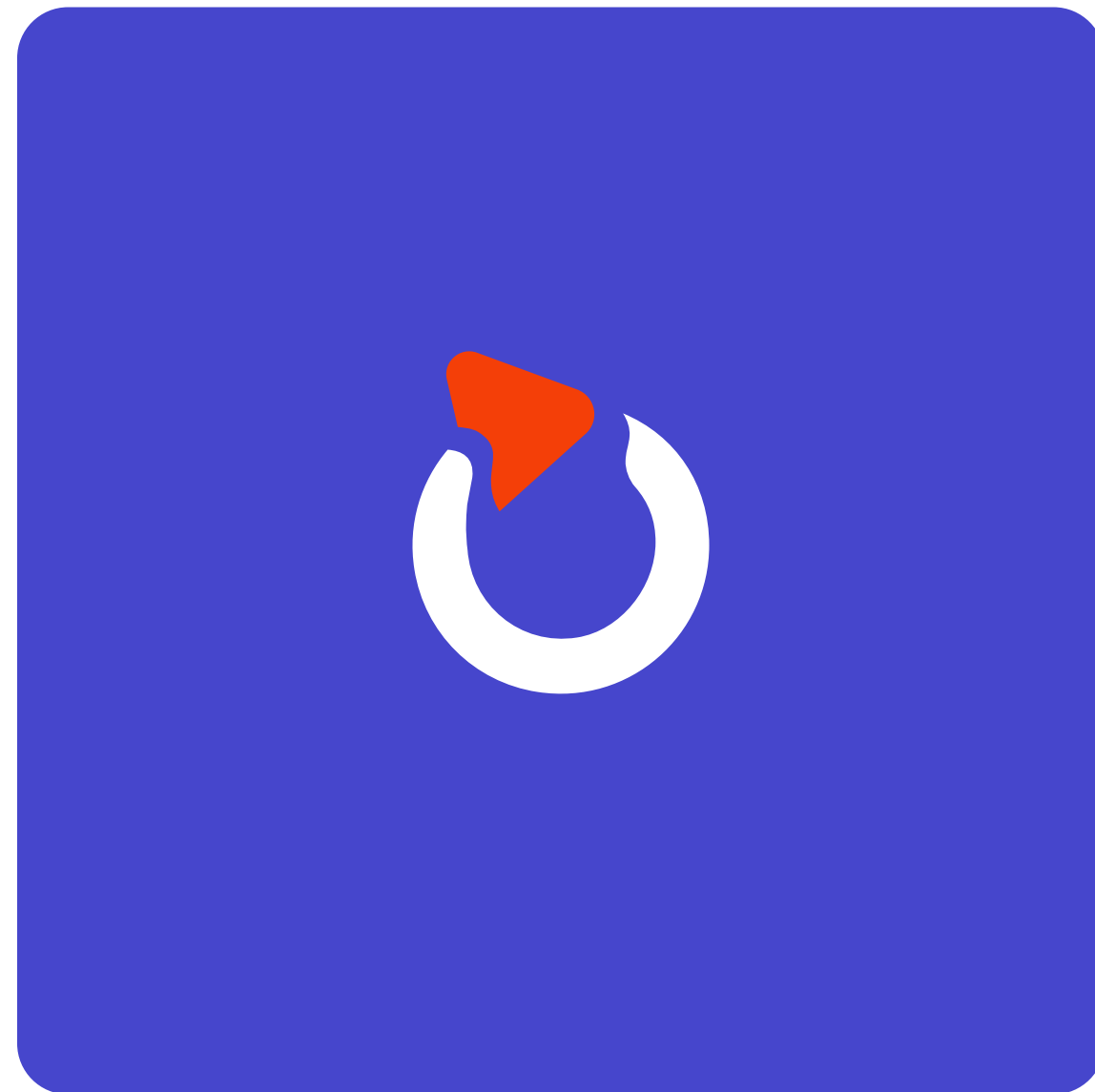
Use the symbol only in exceptional situations where the full logo does not fit or loses legibility, such as profile photos, avatars, or very small spaces.

On dark backgrounds, use the white version with the red element. On light and white backgrounds, use the blue version with the red element.

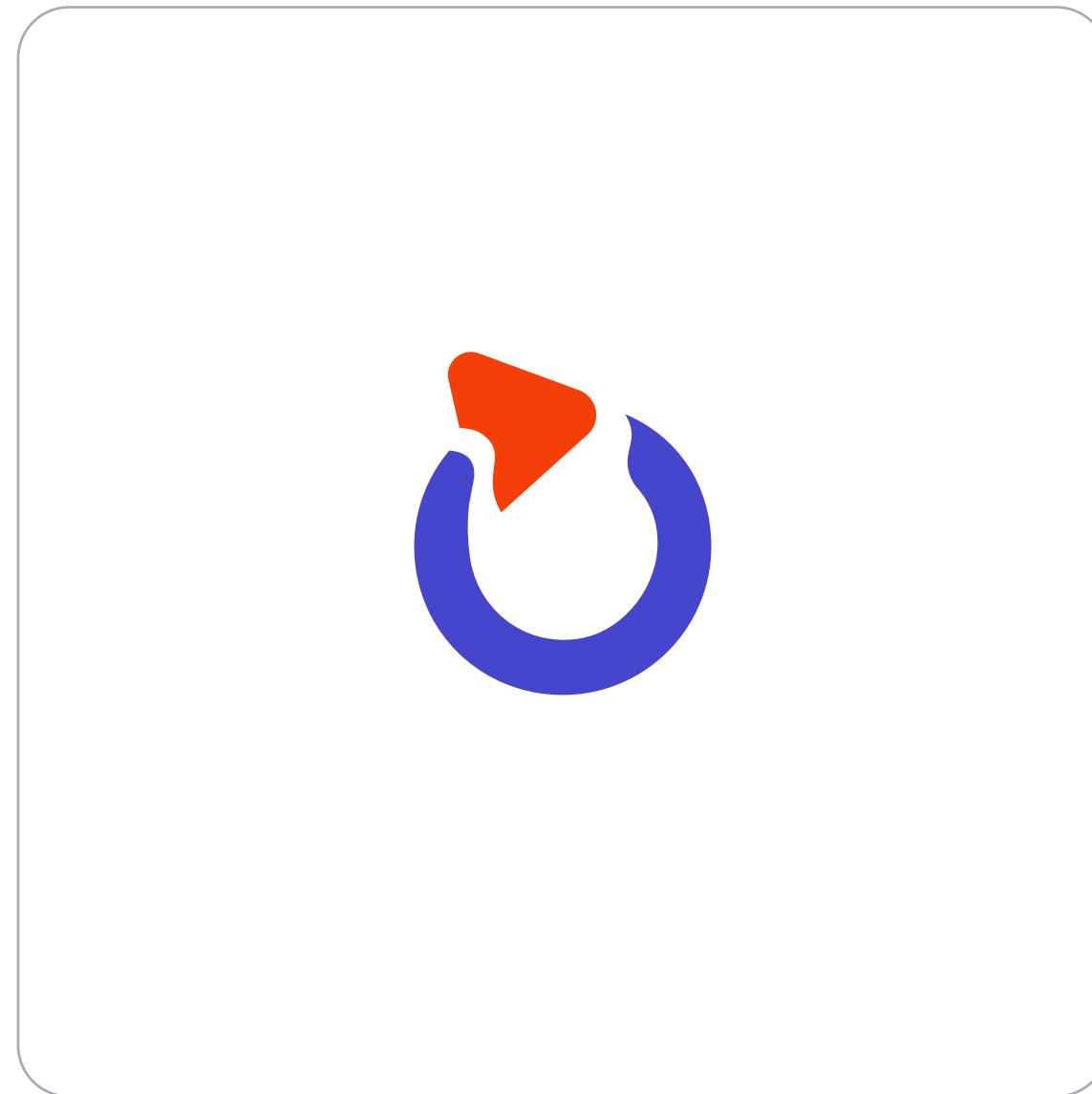
The fully white and fully black versions should be used only in exceptional cases where the standard variants are not suitable, for example due to technical limitations, the need for maximum legibility, or monochrome printing.

Only these four versions are allowed. Other colour combinations are not permitted.

COLOUR BRAND MARK ON DARK BACKGROUNDS



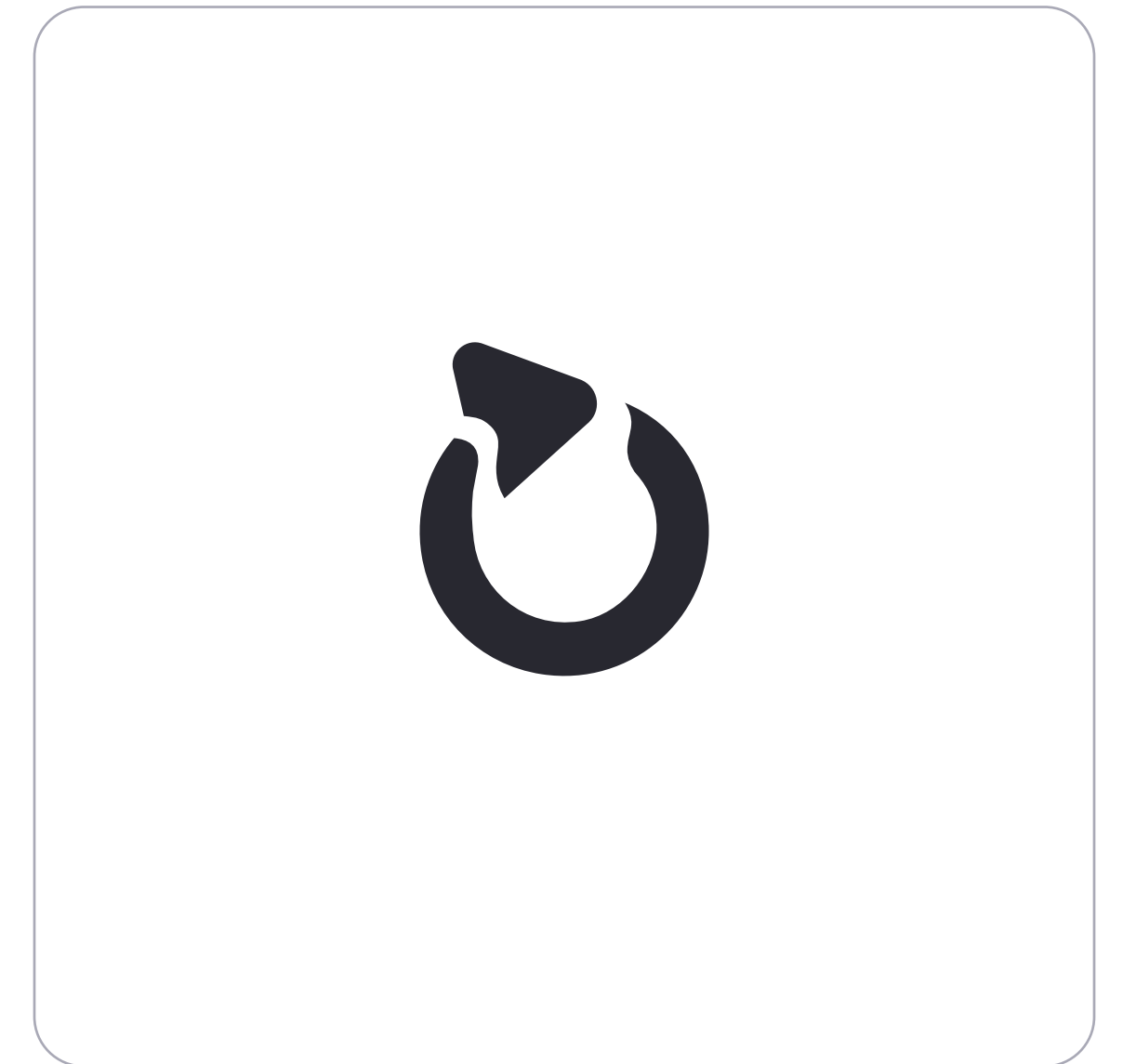
COLOUR BRAND MARK ON LIGHT BACKGROUNDS



WHITE BRAND MARK ON DARK BACKGROUNDS



BLACK BRAND MARK ON LIGHT BACKGROUNDS



Clear space

Always keep a clear space around the Spyrosoft logo and symbol to ensure legibility and proper visual presentation. The clear space is defined by the width of the letter “o” from the logotype. No other elements, including text, icons, images, or graphic lines, may enter this area.

Clear space is required in all materials, both printed and digital.

CLEAR SPACE AROUND THE LOGOTYPE



CLEAR SPACE AROUND THE BRAND MARK



Minimal sizes

The Spyrosoft logo and symbol have defined minimum sizes that must always be followed to ensure legibility and recognition.

Do not reduce the logo or symbol below these values, as this can make the brand mark less clear and lower its visual quality.

LOGO – MINIMUM SIZE (DIGITAL)



MINIMUM WIDTH
90 px

LOGO – MINIMUM SIZE (PRINT)



MINIMUM WIDTH
45 mm

BRAND MARK – MINIMUM SIZE (DIGITAL)



MINIMUM WIDTH
30 px

BRAND MARK – MINIMUM SIZE (PRINT)



MINIMUM WIDTH
15 mm

Picture background application

On photographic backgrounds, we usually use the white logo with the red accent or the fully white version. Always ensure sufficient contrast between the background and the brand mark. This keeps the logo clear, legible, and easy to see.

If needed, use a black gradient or a black overlay, or adjust the logo's position within the image to improve visibility.

PICTURE BACKGROUND APPLICATION



New sub-brand identity guidelines

Brand identity for new brands is created when a new company is established within the Spyrosoft Group. This also applies when an existing brand joins the Group. The company name follows the structure “Spyrosoft [sub-brand or other brand name]”.

An exception may be made for companies that already have a strong, recognisable brand and a distinctive identity worth retaining.

The new brand name appears as an additional element in a contrasting colour, aligned to the right. This keeps new sub-brands consistent with one another and with Spyrosoft as the parent brand.

A vertical line is placed before the company name. The lock-up is available in the two colour versions presented below.

HOW TO CREATE A NEW COMPANY’S LOGO?



FONT
POPPINS MEDIUM
CAPITAL LETTERS
SIZE: H × 0,57
TRACKING: 4

EXAMPLE COLOUR VERSION

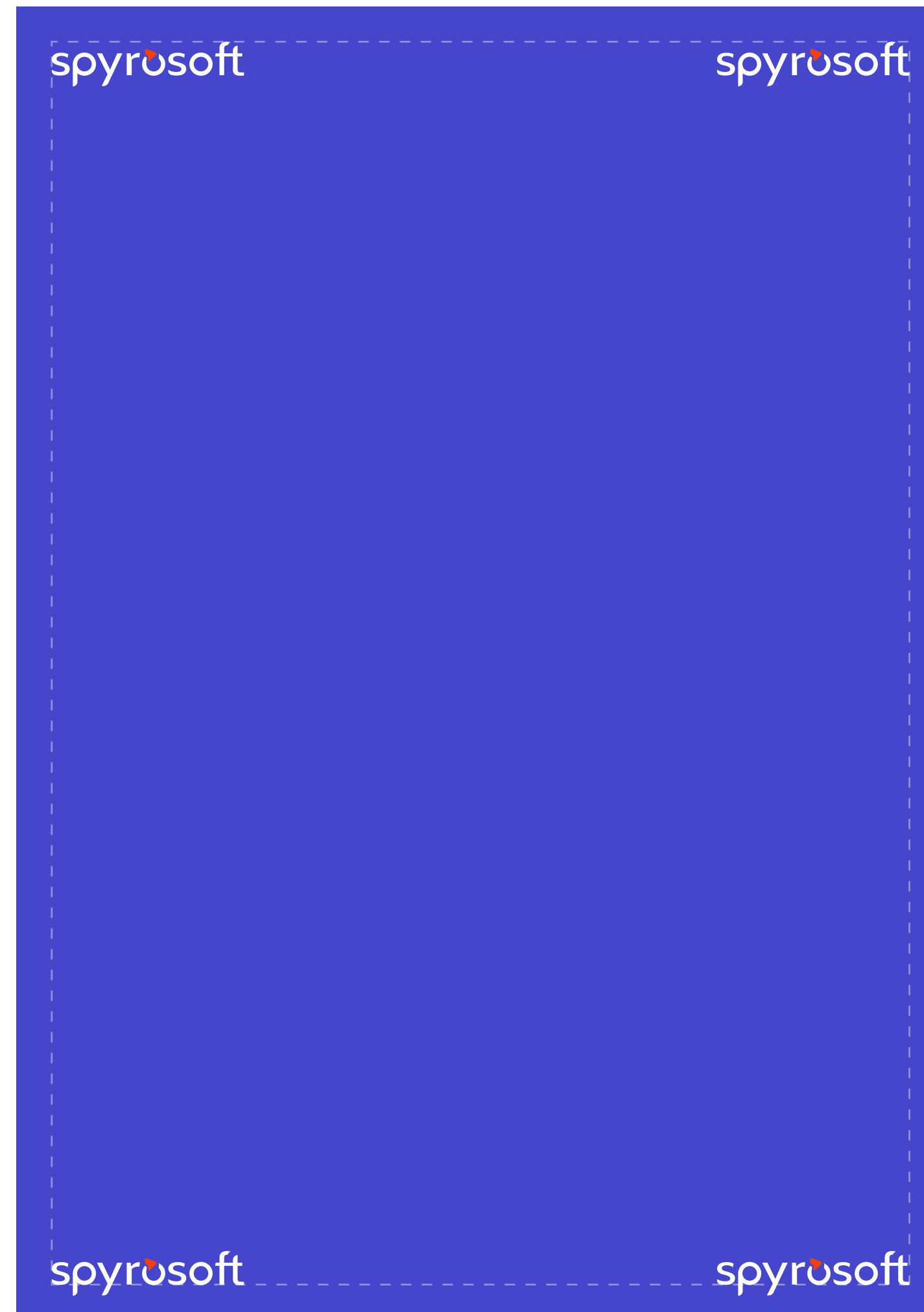


Placement

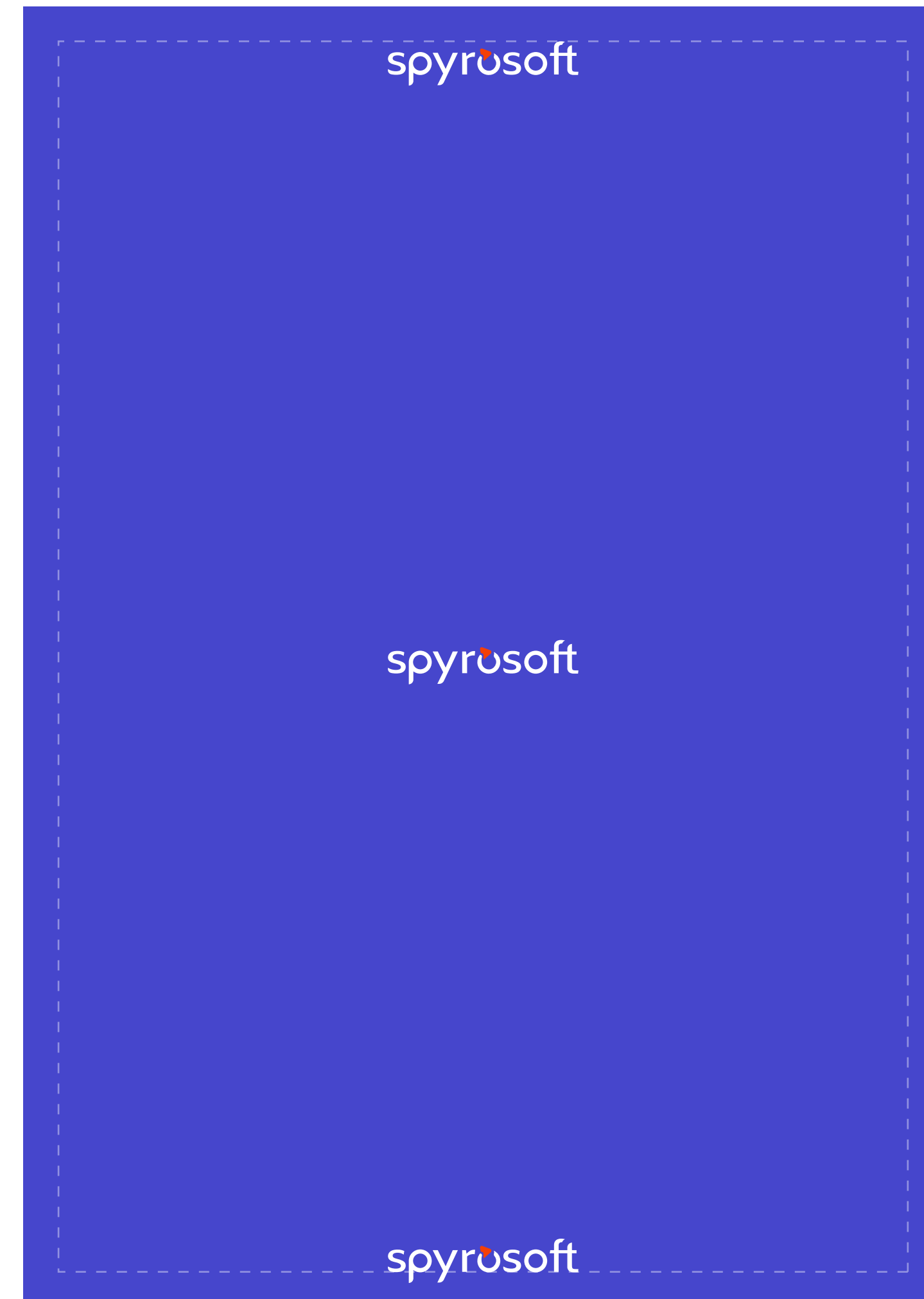
The logo should be placed in one of the four corners of the composition whenever possible. This keeps the layout visually ordered and prevents the logo from distracting from the main content.

In specific cases where the logo plays a leading role, such as in videos, posters, or promotional materials, it may be centred.

CORNER LOGO POSITION (PREFERRED)



CENTRE LOGO POSITION (EXCEPTIONAL CASES ONLY)



Incorrect usage

The Spyrosoft logo should always be used in line with the brand guidelines.

The following are not permitted:

- reversing the logo colours
- using the version with the red accent on a red background
- rotating or tilting the logo
- placing the logo on backgrounds with insufficient contrast
- scaling the logo without maintaining its proportions
- using the symbol and logotype together as a separate composition

These actions reduce the consistency and professionalism of the brand's visual identity.

INCORRECT USE OF THE SPYROSOFT LOGO

The logo is displayed in its standard colors (blue and red) on a white background, which is correct usage. However, this is listed under 'Incorrect usage' in the context of the slide's title.The logo is white with a red accent on a solid red background, which is incorrect due to insufficient contrast.The logo is tilted at an angle, which is incorrect as it breaks the brand's consistency.The logo is overlaid on a photograph of a person working, which is incorrect as it does not maintain the brand's visual identity.The logo is displayed in its standard colors (blue and red) on a white background, which is correct usage. However, this is listed under 'Incorrect usage' in the context of the slide's title.The logo is white with a red accent on a solid blue background, which is incorrect due to insufficient contrast.

Colours

CHAPTER 02:

Colours are a crucial element of our brand's visual identity. Their use depends on the context, helping to strengthen the message and make designed materials and content more accessible.

The following pages present detailed rules for using colours in print, digital media, and other applications.

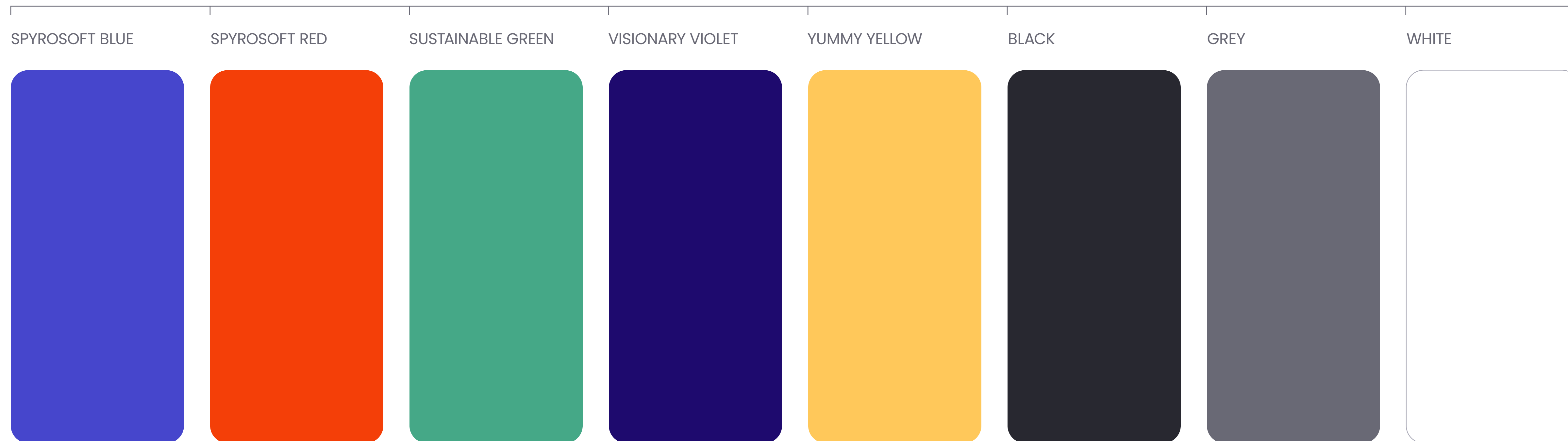
➔ COLOURS

Brand colour palette

Spyrosoft's colour system is based on five colours assigned to the brand archetypes, supported by three neutral colours: black, white, and grey.

Each colour has a specific role in the brand's visual communication, helping to support consistency, information hierarchy, and the modern character of our materials.

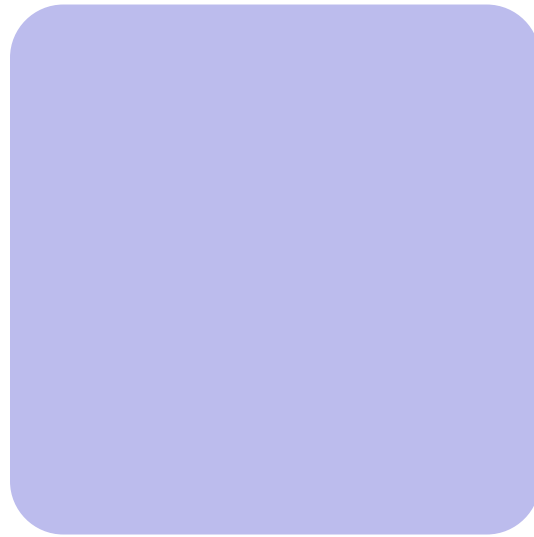
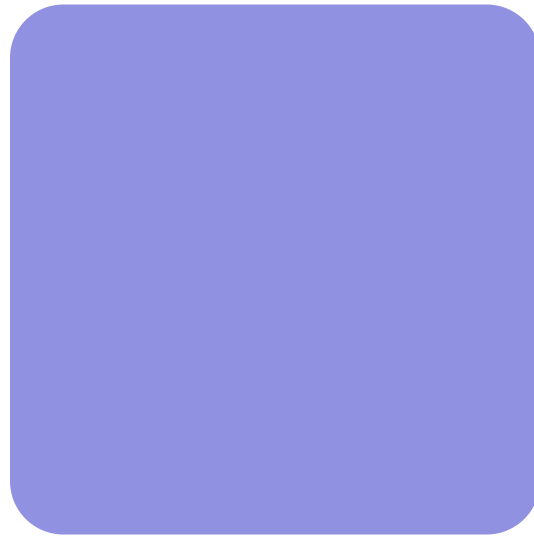
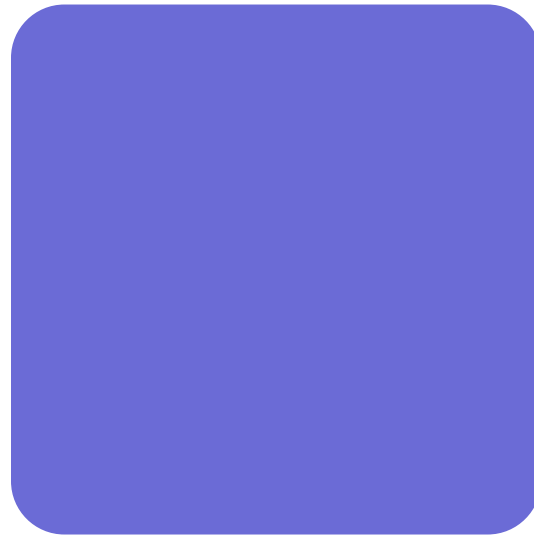
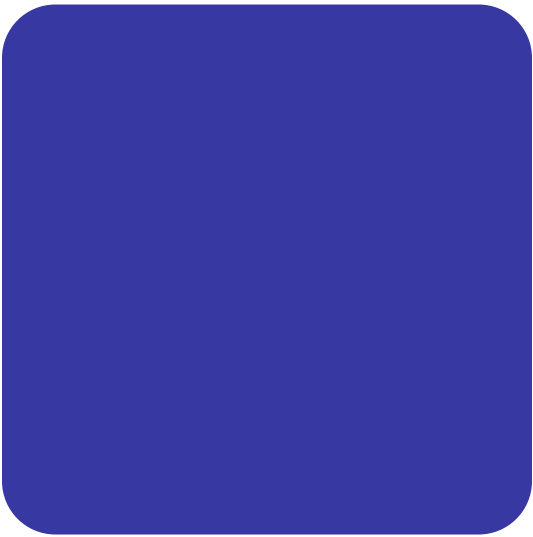
The palette has been designed to build a flexible yet consistent visual identity across different contexts and channels.



Spyrosoft Blue

Spyrosoft Blue, the colour of the Sage archetype, represents knowledge, credibility, and the brand’s expert character. The palette includes six shades: five lighter tones and one darker tone, giving graphic compositions depth and a clear visual hierarchy.

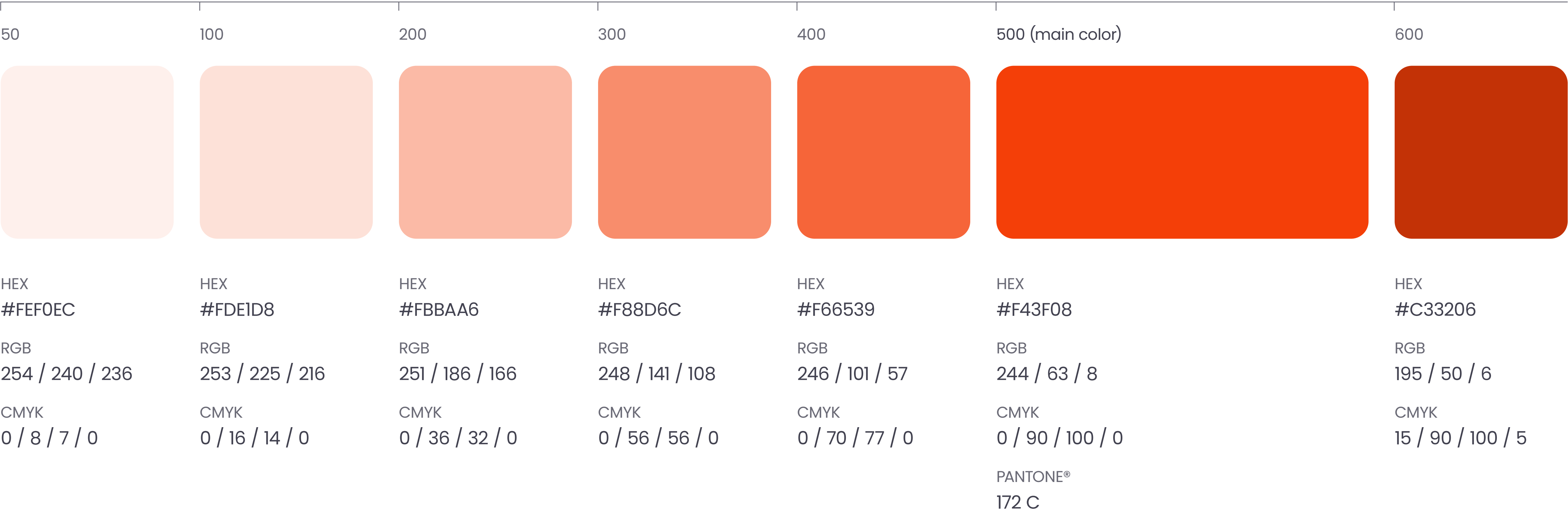
Each shade has a defined role and can be used for text, icons, backgrounds, or graphic elements. This makes it easier to create coherent, modern, and functional visual compositions within one colour family.

50	100	200	300	400	500 (main color)	600
						
HEX #F0F0FB	HEX #E2E2F7	HEX #BCBCED	HEX #9191E1	HEX #6B6BD6	HEX #4646CC	HEX #3838A3
RGB 240 / 240 / 251	RGB 226 / 226 / 247	RGB 188 / 188 / 237	RGB 145 / 145 / 225	RGB 107 / 107 / 214	RGB 70 / 70 / 204	RGB 56 / 56 / 163
CMYK 7 / 5 / 0 / 0	CMYK 14 / 11 / 0 / 0	CMYK 31 / 26 / 0 / 0	CMYK 50 / 45 / 0 / 0	CMYK 70 / 60 / 0 / 0	CMYK 81 / 76 / 0 / 0	CMYK 91 / 86 / 0 / 0
					PANTONE® 2117 C	

Spyrosoft Red

Spyrosoft Red, the colour of the Caregiver archetype, expresses care, support, and authenticity in relationships with employees and clients. The palette includes six shades: five lighter tones and one darker tone, giving graphic compositions depth and a clear visual hierarchy.

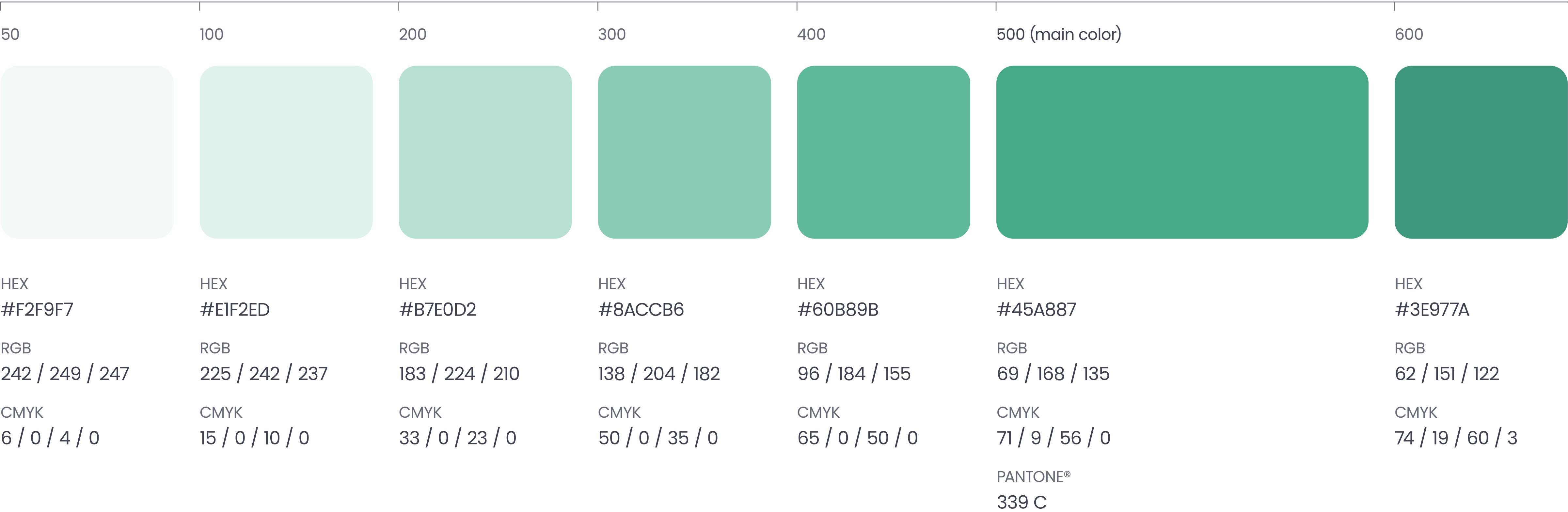
Each shade has a defined role and can be used for text, icons, backgrounds, or graphic elements. This makes it easier to create coherent, modern, and functional visual compositions within one colour family.



Sustainable Green

Sustainable Green is the colour of the Hero archetype. It represents growth, commitment, and positive impact. The palette includes six shades: five lighter tones and one darker tone, giving visual compositions depth and a clear hierarchy.

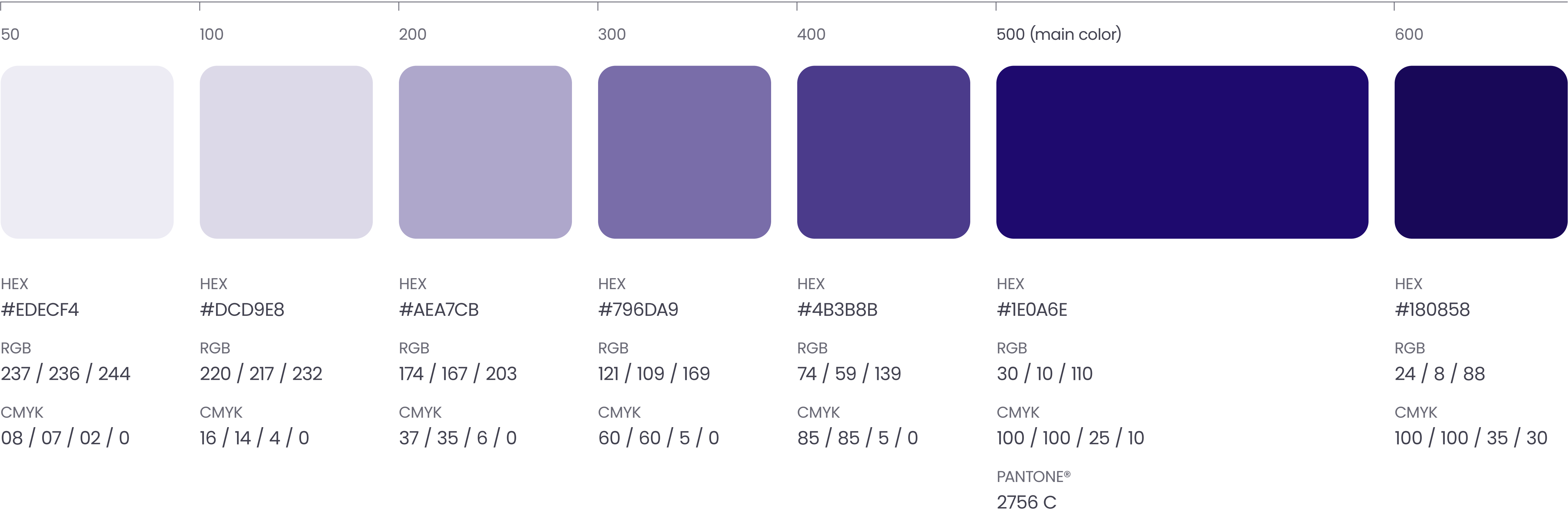
Each shade has a defined role and can be used for text, icons, backgrounds, or graphic elements. This makes it easier to create coherent, modern, and functional visual compositions within one colour family.



Visionary Violet

Visionary Violet is the colour of the Creator. It represents innovation, technology, and creative thinking. The palette includes six shades: five lighter tones and one darker tone, giving visual compositions depth and a clear hierarchy.

Each shade has a defined role and can be used for text, icons, backgrounds, or graphic elements. This makes it easier to create coherent, modern, and functional visual compositions within one colour family.



Yummy Yellow

Yummy Yellow is the colour of the Everyman archetype. It reflects everyday life, authenticity, and a sense of closeness between people in the organisation. The palette includes six shades: five lighter tones and one darker tone, giving visual compositions depth and a clear hierarchy.

Each shade has a defined role and can be used for text, icons, backgrounds, or graphic elements. This makes it easier to create coherent, modern, and functional visual compositions within one colour family.

50	100	200	300	400	500 (main color)	600
						
HEX #F0F0FB	HEX #E2E2F7	HEX #BCBCED	HEX #9191E1	HEX #6B6BD6	HEX #FFC85A	HEX #3838A3
RGB 255 / 251 / 242	RGB 255 / 246 / 229	RGB 255 / 235 / 195	RGB 255 / 222 / 157	RGB 255 / 211 / 123	RGB 255 / 200 / 90	RGB 204 / 160 / 72
CMYK 0 / 2 / 6 / 0	CMYK 0 / 4 / 12 / 0	CMYK 0 / 10 / 30 / 0	CMYK 0 / 15 / 45 / 0	CMYK 0 / 20 / 60 / 0	CMYK 0 / 25 / 80 / 0	CMYK 20 / 35 / 80 / 6
					PANTONE® 122 C	

White, grey, black

White, grey, and black form the core neutral colour range used across Spyrosoft’s visual identity.

White is most often used as a background colour, but it can also be used for typography when the background or image is dark. Black and shades of grey are used in text, iconography, and graphic elements.

As with the archetype colours, using different saturation levels, from 0 to 600, helps build information hierarchy, contrast, and visual depth.



Colour in typography

The colour of typography should be chosen according to the background. Legibility and contrast are the key priorities. On light backgrounds (including light photographic backgrounds), use dark typography, usually black. On dark backgrounds and images, use white typography.

This slide shows the approved typography colour combinations. Follow them to maintain visual consistency and ensure the content remains fully legible.

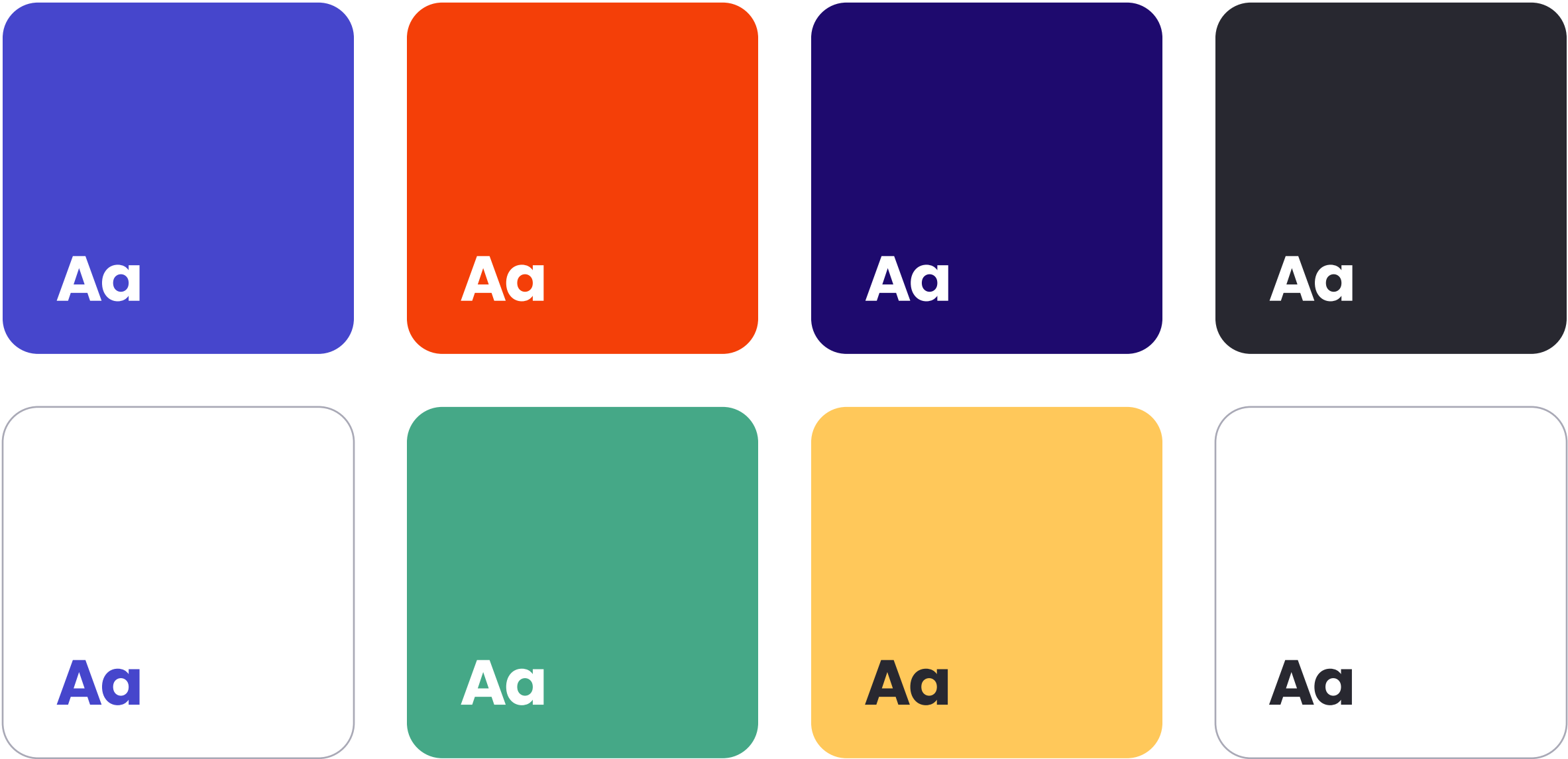
For brand colours, the following rules apply:

- on a white background, use black or Spyro Blue typography,
- on a yellow background, use black typography, as white does not provide sufficient contrast,
- on all other brand colours, use white text.

TEXT ON LIGHT IMAGE



TEXT ON BACKGROUNDS



TEXT ON DARK IMAGE



Black gradient in pictures

The black gradient is reserved for cases where the image does not provide sufficient contrast for typography, logos, or other graphic elements. Using a gradient helps maintain a clean aesthetic and readability by toning down the background and making the text or logo more visible. Detailed guidelines on the use of the gradient are set out below.

BLACK GRADIENT



GRADIENT

TINTED SIDE

OPACITY: 10-100%

POSITION: 0-60%

RADIUS: -180° - 180°

COLOUR: BLACK #000000

NORMAL SIDE

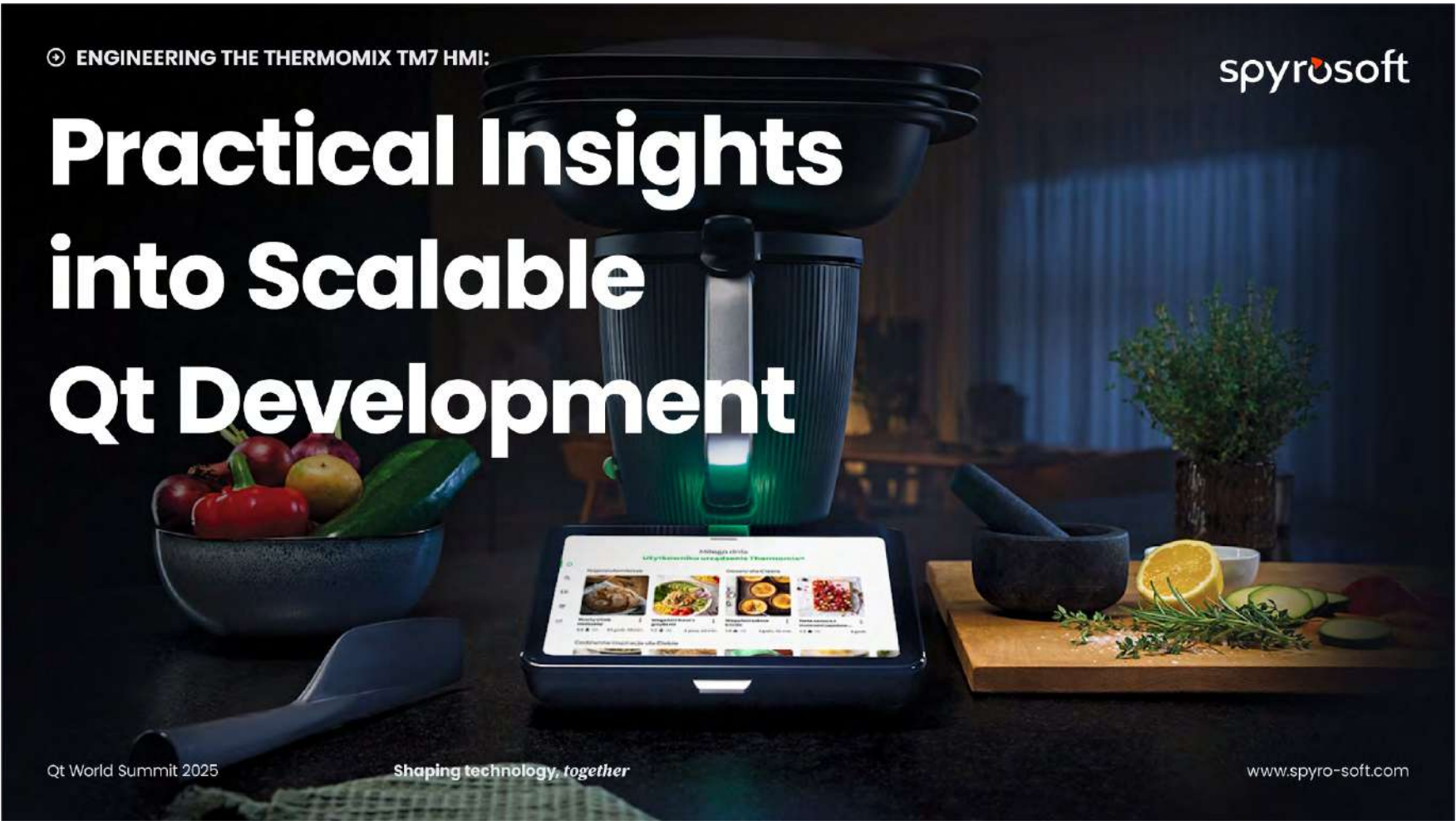
OPACITY: 0%

POSITION: 60-100%

RADIUS: -180° - 180°

COLOUR: BLACK #000000

EXAMPLE OF USE: BLACK GRADIENT ON A PHOTO



➔ COLOURS

Use in layout: colour background

- **Spyrosoft Blue**
- **Spyrosoft Red**
- **Sustainbale Green**
- **Visionary Violet**

The example below shows how to apply the brand colours and their shades in ready-made graphic layouts. Each layout presents a consistent approach to typography, graphic elements, and colour accents, based on the brand’s main colour backgrounds.

For Spyro Blue, Spyro Red, Sustainable Green, and Visionary Violet, the layout and use of colour remain consistent and repeatable.

WHAT COLOUR AND SHADE SHOULD I CHOOSE?

EYEBROW

COLOUR 100

HEADLINE

WHITE

ORNAMENT

COLOUR 100

LEAD / PARAGRAPH

COLOUR 50

GRAPHIC ELEMENT IN THE BACKGROUND

COLOUR 600

COLOUR 400

FOOTER

COLOUR 100

EXAMPLE OF LAYOUT (1920 × 1080 PIXELS)

LOREM IPSUM DOLOR SIT

LOrem ipsum dolor sit amet, consectetur adipiscing elit.

CHAPTER 01:

LOrem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Spyrosoft Group

Shaping technology, together

www.spyro-soft.com

Spyrosoft Brand book

Shaping technology, together

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Use in layout: colour background

- Yummy Yellow

Yellow requires a more tailored approach because of its brightness and the limited readability of some elements. In this case, we use darker, adjusted accents to keep the design clear and easy to read.

WHAT COLOUR AND SHADE SHOULD I CHOOSE?

EYEBROW
GREY 300 ●

HEADLINE
BLACK 500 ●

ORNAMENT
GREY 300 ●

LEAD / PARAGRAPH
GREY 400 ●

GRAPHIC ELEMENT IN THE BACKGROUND
YUMMY YELLOW 400 ●

FOOTER
GREY 300 ●

EXAMPLE OF LAYOUT (1920 × 1080 PIXELS)



Use in layout: colour background

- White

A white background is another exception where subtlety, lightness, and the right level of contrast are essential. We use soft shades of neutral and primary colours to ensure readability while keeping the look and feel minimal.

WHAT COLOUR AND SHADE SHOULD I CHOOSE?	EXAMPLE OF LAYOUT (1920 × 1080 PIXELS)
EYEBROW GREY 200 ● SPYROSOFT BLUE 500 ●	●➔ LOREM IPSUM DOLOR SIT
HEADLINE BLACK 500 ● SPYROSOFT BLUE 500 ●	• Lorem ipsum dolor sit amet, consectetur adipiscing elit.
ORNAMENT GREY 200 ●	●CHAPTER 03: • Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
LEAD / PARAGRAPH GREY 400 ●	• Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
GRAPHIC ELEMENT IN THE BACKGROUND GREY 50 ● SPYROSOFT BLUE 50 ●	
FOOTER GREY 200 ●	●Spyrosoft Group Shaping technology, together www.spyro-soft.com

Use in layout: picture background

WHAT COLOUR AND SHADE SHOULD I CHOOSE?

EYEBROW
GREY 100 ●

HEADLINE
WHITE ○

ORNAMENT
GREY 100 ●

LEAD / PARAGRAPH
GREY 50 ●

FOOTER
GREY 100 ●

EXAMPLE OF LAYOUT (1920 × 1080 PIXELS)



Colour pairing

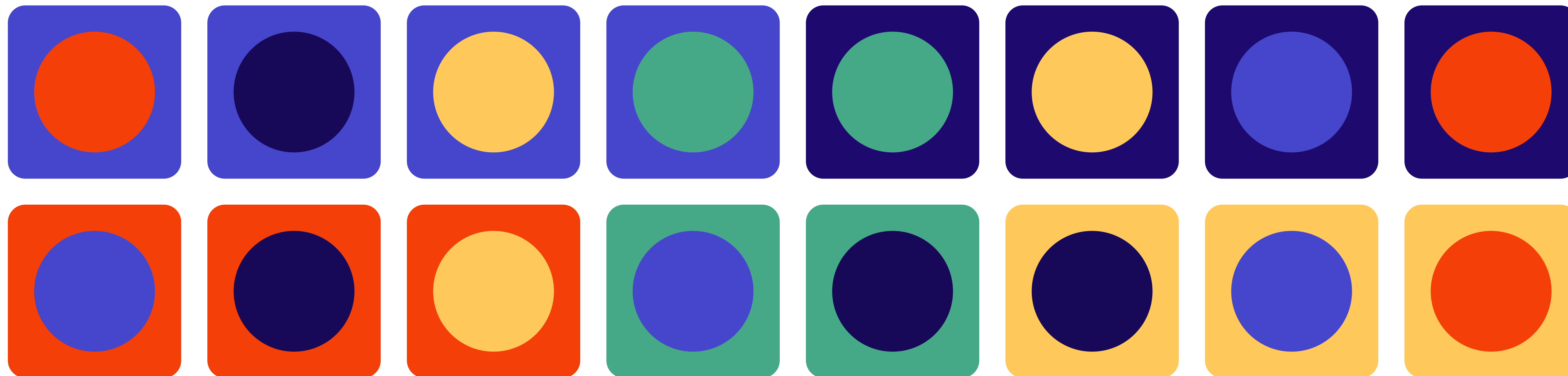
Brand colours can be combined, but only in clearly defined ways.

Although we usually use individual archetype colours, two-colour combinations are allowed in specific cases, such as highlighting a CTA or adding a visual accent.

This slide presents approved and tested combinations that ensure visual consistency and the right level of contrast.

Do not combine more than two colours or create custom variations beyond the compositions shown below.

APPROVED COLOUR PAIRINGS



Typography

CHAPTER 03:

Typography is another element of the visual identity that shapes the character of the brand.

The following slides present font guidelines and detailed recommendations for their use across different channels and media.

Brand typeface

In Spyrosoft’s visual identity, we use Poppins: a modern, readable, and widely available typeface. The font is available for free from the Google Fonts library.

We use it in two font weights:

- **Poppins Bold** – best for headlines, leads, and elements that need emphasis,
- **Poppins Regular** – best for paragraphs and main body copy.

HEADLINES / LEADS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.&?!\$*

FONT
POPPINS BOLD

DOWNLOAD FONT

PARAGRAPHS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.&?!\$*

FONT
POPPINS REGULAR

Headlines

Headlines in brand communication should follow the established type scale and line heights.

Set them in Poppins Bold, then take three values from the level you need: font size, leading (line height), and negative tracking. That’s what keeps headlines consistent across formats and readable at every size.

Need a size that isn’t listed? Multiply the font size by 1.33 for the leading, and keep tracking at –10.

FONT: POPPINS BOLD	TRACKING: -10	
Headline 1	SIZE 96 px	LEADING 128 px
Headline 2	SIZE 84 px	LEADING 112 px
Headline 3	SIZE 72 px	LEADING 96 px
Headline 4	SIZE 60 px	LEADING 80 px
Headline 5	SIZE 48 px	LEADING 64 px

FONT: POPPINS BOLD	TRACKING: -10	
Headline 6	SIZE 36 px	LEADING 48 px
Headline 7	SIZE 28 px	LEADING 36 px
Headline 8	SIZE 24 px	LEADING 32 px
Headline 9	SIZE 21 px	LEADING 28 px
Headline 10	SIZE 18 px	LEADING 24 px

Paragraphs

Paragraph text always uses the type scale. Set it in Poppins Regular, then take three values from the level you need: font size, leading, and tracking. That’s what keeps text consistent across formats and comfortable to read at length.

Need a size that isn’t listed? Multiply the font size by 1.33 for the leading, and keep tracking at –10.

FONT: POPPINS REGULAR		TRACKING: -10	
Paragraph 1	SIZE	LEADING	
	36 px	48 px	
Paragraph 2	SIZE	LEADING	
	28 px	36 px	
Paragraph 3	SIZE	LEADING	
	24 px	32 px	
Paragraph 4	SIZE	LEADING	
	21 px	28 px	
Paragraph 5	SIZE	LEADING	
	18 px	24 px	

FONT: POPPINS REGULAR		TRACKING: -10	
Paragraph 6	SIZE	LEADING	
	16 px	21 px	
Paragraph 7	SIZE	LEADING	
	14 px	18 px	
Paragraph 8	SIZE	LEADING	
	12 px	16 px	
Paragraph 9	SIZE	LEADING	
	10 px	14 px	
Paragraph 10	SIZE	LEADING	
	8 px	12 px	

Typographic hierarchy example

Hierarchy guides the reader’s eye. It signals what to read first, what’s supporting detail, and where one idea ends and the next begins.

Every element, from the headline down to the footer, takes its font size, leading, and tracking from the scale. Keep these relationships intact, and the page will read in the right order.

PART OF TYPE	EXAMPLE OF TYPOGRAPHIC HIERARCHY
EYEBROW FONT: POPPINS BOLD (CAPITAL LETTERS) SIZE: 28 px LEADING: 36 px TRACKING: -10	➔ LOREM IPSUM DOLOR SIT Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
HEADLINE FONT: POPPINS BOLD SIZE: 84 px LEADING: 112 px TRACKING: -15	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl.
LEAD FONT: POPPINS BOLD SIZE: 48 px LEADING: 64 px TRACKING: -10	Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.
SUBHEADLINE FONT: POPPINS BOLD SIZE: 36 px LEADING: 48 px TRACKING: -10	
PARAGRAPH FONT: POPPINS REGULAR SIZE: 28 px LEADING: 36 px TRACKING: -10	
FOOTER FONT: POPPINS REGULAR + CLAIM SIZE: 21 px LEADING: 28 px TRACKING: 0	Spyrosoft Group Shaping technology, <i>together</i> www.spyro-soft.com

Alignment

Left alignment is the default. A fixed left edge gives the eye the same return point on every line, which is what makes long copy readable – use it for anything more than a couple of lines.

Centre alignment suits short, standalone lines: ad headlines, banners, pull quotes. Every line starts in a different place, so reading slows down. Keep it to three lines or fewer.

Right alignment is reserved for ebook covers. Use it elsewhere only where the composition genuinely depends on it, and never for body copy.

LEFT ALIGNMENT	CENTER ALIGNMENT	RIGHT ALIGNMENT
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.	Lorem ipsum dolor sit amet. www.spyro-soft.com	Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet, consectetur adipiscing elit!

➔ TYPOGRAPHY

Claim

Poppins is the only typeface in the system – with one exception. In the brand claim, “Shaping technology, together”, Source Serif Pro Black Italic sets the single word “together” alongside Poppins Bold. Nothing else in our communication uses a second typeface.

The serif does one job: it gives “together” a warmer, more human note against the geometric Poppins around it. That’s why it applies to that word alone.

Set the claim in one, two, or three lines, depending on the space available. It works as a supporting element in the composition, not as the main message.

FIRST PART

Shaping technology, *together*

FONT

POPPINS BOLD

SIZE: Y

LEADING: Y × 1,3333

TRACKING: 0

SECOND PART

FONT

SOURCE SERIF PRO BLACK ITALIC

SIZE: Y × 1,1111

LEADING: Y × 1,3333

TRACKING: 0

WE CAN ALSO CREATE OUR CLAIM IN:

THREE LINES

Shaping
technology,
together

TWO LINES

Shaping technology,
together

Imagery & graphics

CHAPTER 04:

Iconography and photography are important elements of the visual system. They support communication, help the audience understand content more easily, and express the brand's character. Used consistently and thoughtfully, they work together with other elements of the visual identity to create a coherent and recognisable brand experience.

This chapter defines the key principles for using icons and photography, including consistency, visual style, colour palette, framing, and composition.

Iconography

In Spyrosoft’s visual identity, we use icons from the Google Material Symbols & Icons library.

We choose the stroke variant, with a weight of 400, grade set to 0, and an optical size of 24 px. This style gives the icons a modern, lightweight look and ensures high readability.

The Google library offers a wide selection of icons, making it easy to choose the right graphic for each topic while maintaining consistency with the brand’s visual style.

The preferred format of the icons is the vector one, such as SVG. This allows them to be scaled freely without losing quality and makes it easy to change their colour depending on the needs of the project.

ICONS CUSTOMISATION

TYPE
STROKE

WEIGHT
400

GRADE
0

OPTICAL SIZE
24 px

EXAMPLES OF ICONS



DOWNLOAD ICONS

Background icons

In Spyrosoft's visual identity, icons can also be used as a subtle background element.

In this case, they don't dominate the content. Instead, they strengthen the brand's modern character and add extra depth to the composition.

They are used at a large scale, with limited contrast against the background, so they remain a graphic accent rather than the centre of the composition.

BACKGROUND ICONS



Icons with copy

Icons are also used as an integral part of infographics.

In this context, they appear alongside the copy and help organise information, present correlations, or illustrate complex processes.

Thanks to their clear form and consistent style, they work well with text content, creating layouts that are easy to understand and visually engaging.

ICONOGRAPHY



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Photography

In our visual identity, we use two types of photography: studio photos, taken against a white or grey background, and photos taken in office spaces.

Studio photos usually show portraits of people, either individually or in groups.

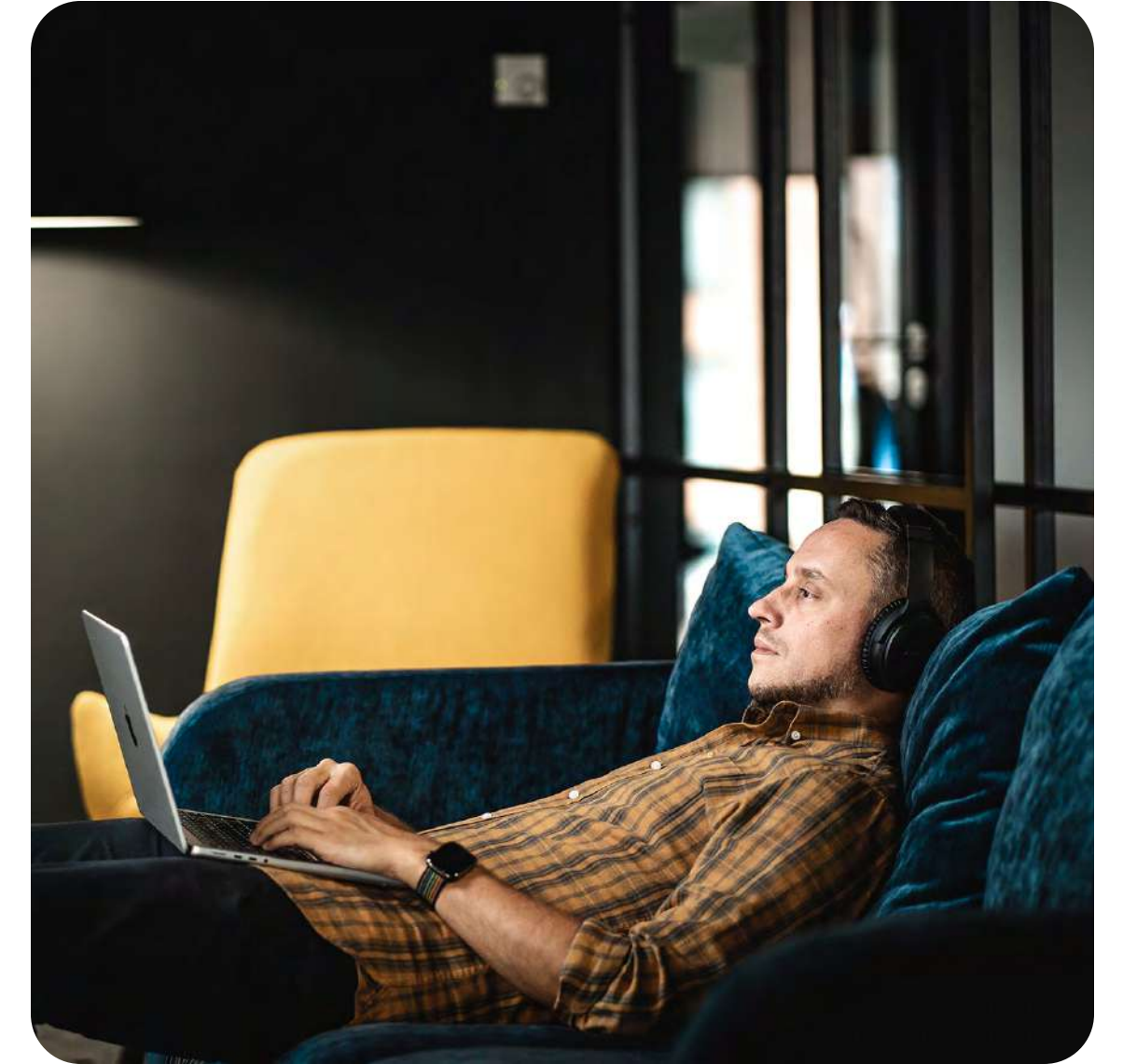
Lifestyle photos show people performing different activities in an office environment. This kind of photography can also include portraits.

In specific cases, such as blog articles or ebooks, we may use stock photos that are relevant to the topic. These images should always match the visual style of our brand.

IN THE STUDIO



IN THE OFFICE



General rules on photography & imagery

01

Authenticity

The main principle for photography is authenticity. If you are planning a photo shoot in the office, let people do what they normally do. Avoid creating staged, artificial situations and scenes.

02

Relevance and connection

Portrait photos should always be relevant to the context. Some may feel more corporate, while others may be more casual.

In both cases, direct eye contact with the audience is important. It helps build a sense of trust and authenticity.

03

Natural emotions

Encourage people in photos to react naturally, whether they are smiling, focusing, or having a conversation.

Avoid forced poses so that the photography reflects the real atmosphere of work.

04

Preparation

On the day of the photo shoot, make sure the office is tidy and that the people being photographed are dressed appropriately. They should avoid wearing busy patterns. Having an extra outfit can also help them feel more confident.

Remember that everyone wants to look good, so select the final pictures carefully.

05

Surroundings and details

Whether it's an office scene or a business photo shoot, pay attention to the surroundings. Remove unnecessary elements, arrange accessories, and use natural props people can interact with.

Taking care of these details early saves time in post-production.

06

Visual consistency

Create and present all images in a consistent style. Use similar lighting, colouring, and cropping across the set to maintain visual order and a professional look.

Photography: incorrect editing

LOW IMAGE QUALITY



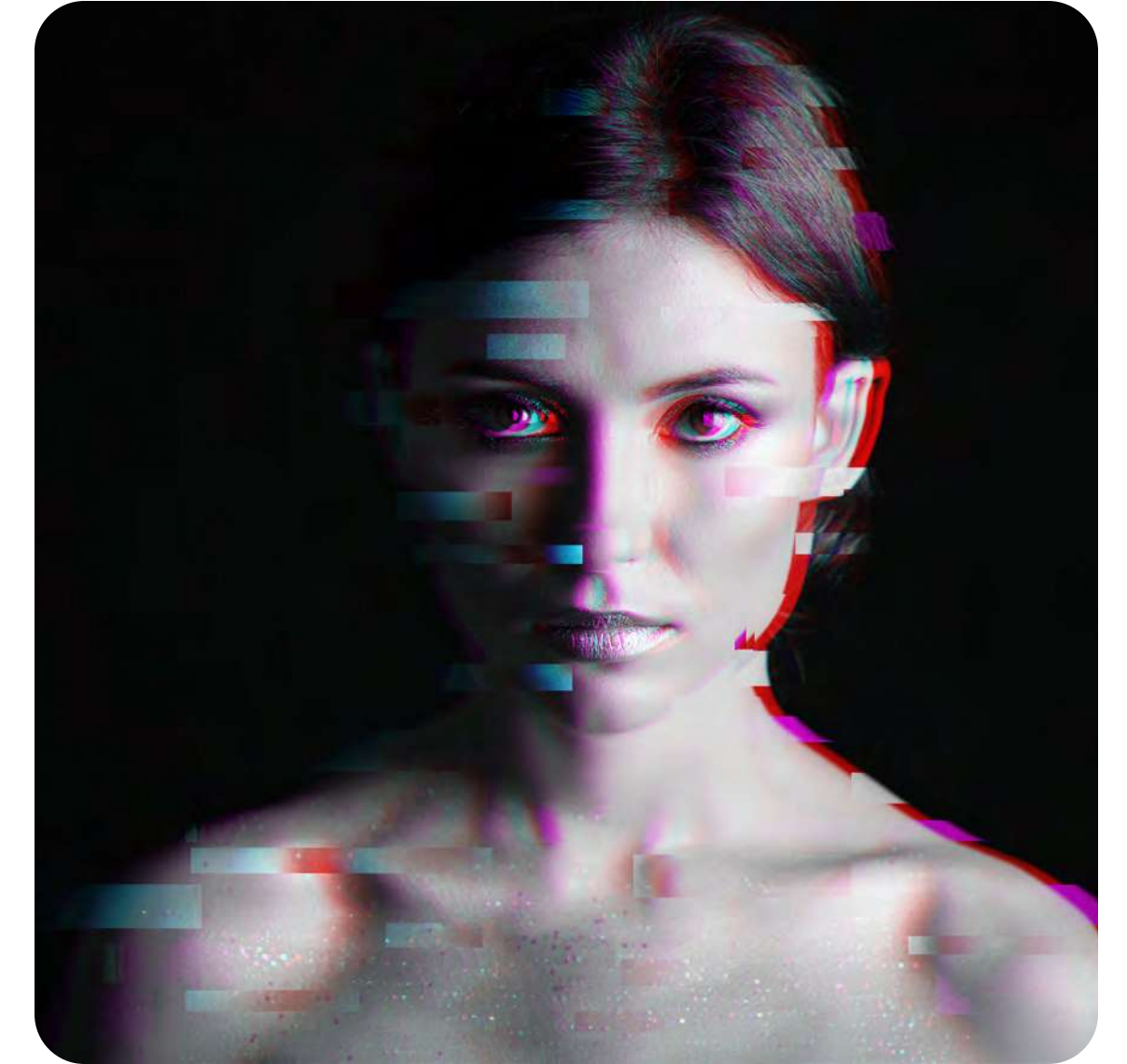
Avoid using blurry or low-quality images. When providing or using photography, ensure it is of high quality and resolution.

POOR CROPPING AND DISTORTED PROPORTIONS



Do not use images in which people or objects are poorly cropped, for example cut off in unnatural places or shown from too far away or too close. The composition should feel natural while supporting clarity and professionalism.

EXCESSIVE FILTERS AND HEAVY EDITING



Do not use images with excessive filters, heavy retouching, or unnatural graphic effects. These reduce authenticity and undermine visual consistency.

Photography: incorrect editing

BLACK-AND-WHITE PICTURES



Avoid black-and-white photography, especially portraits. It can create a memorial-like impression and does not reflect Spyrosoft's colourful, positive brand image.

ARTIFICIAL, UNREALISTIC ELEMENTS



Images that include unrealistic or artificial elements are not allowed. Photography should communicate information clearly, credibly, and in a way that feels grounded in reality. It specially applies to AI-generated images.

This type of imagery may only be used in blog posts or client-facing presentations when no better option is available.

UNFORTUNATE EXPRESSIONS



Avoid pictures where people have unnatural facial expressions, such as closed eyes or exaggerated grimaces. Same rule applies to images that show people in situations that don't reflect Spyrosoft's brand image.

Brand applications

CHAPTER 05:

This chapter covers brand applications in digital, print, and other formats. It includes guidelines on composition, grids, colour schemes, and layout for different formats. It also sets out principles for creating complex diagrams, illustrations, and infographics in a way that is consistent with the brand.

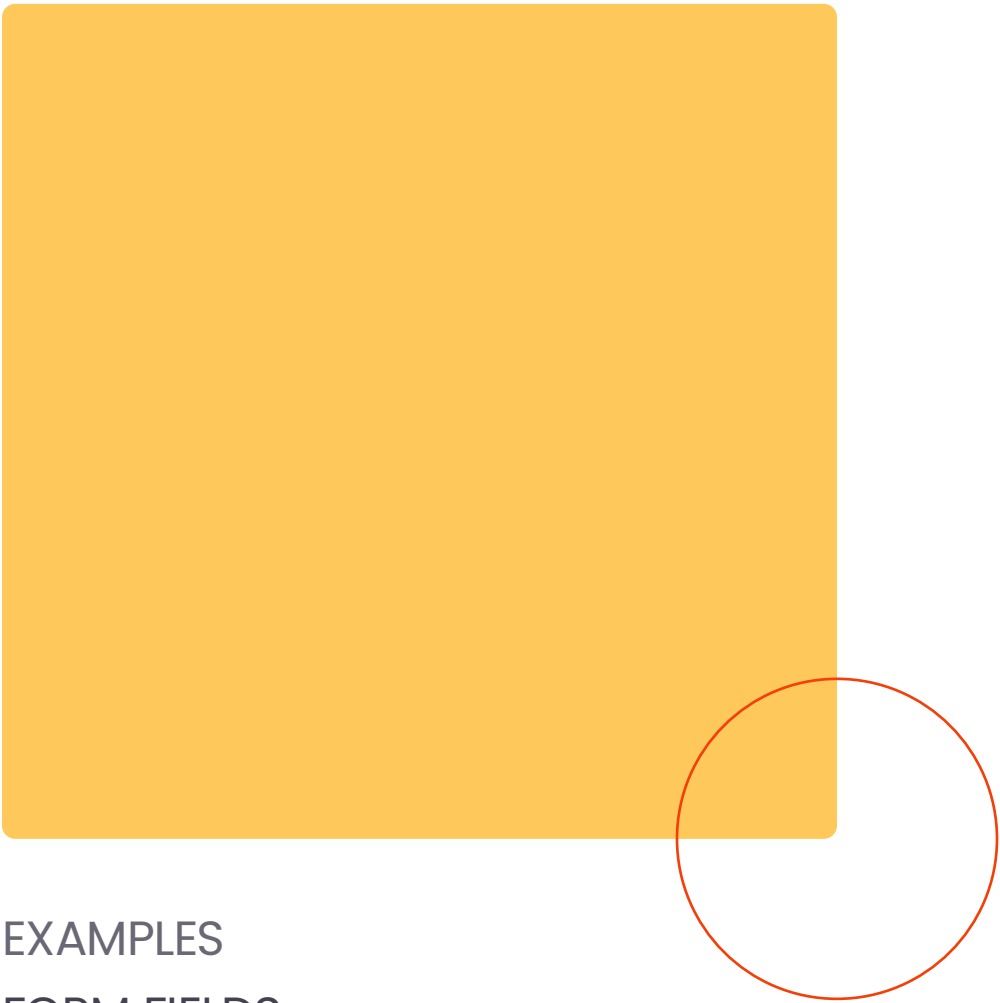
Rounded corners

Use a 20 px corner radius as the standard. If an element has an unusual shape or does not work well with this radius, reduce it by 10 px or 5 px.

A smaller radius is usually better for tables and contact form fields. A larger radius works well for photos and graphic elements, but the final choice should always depend on the format and the proportions of the elements.

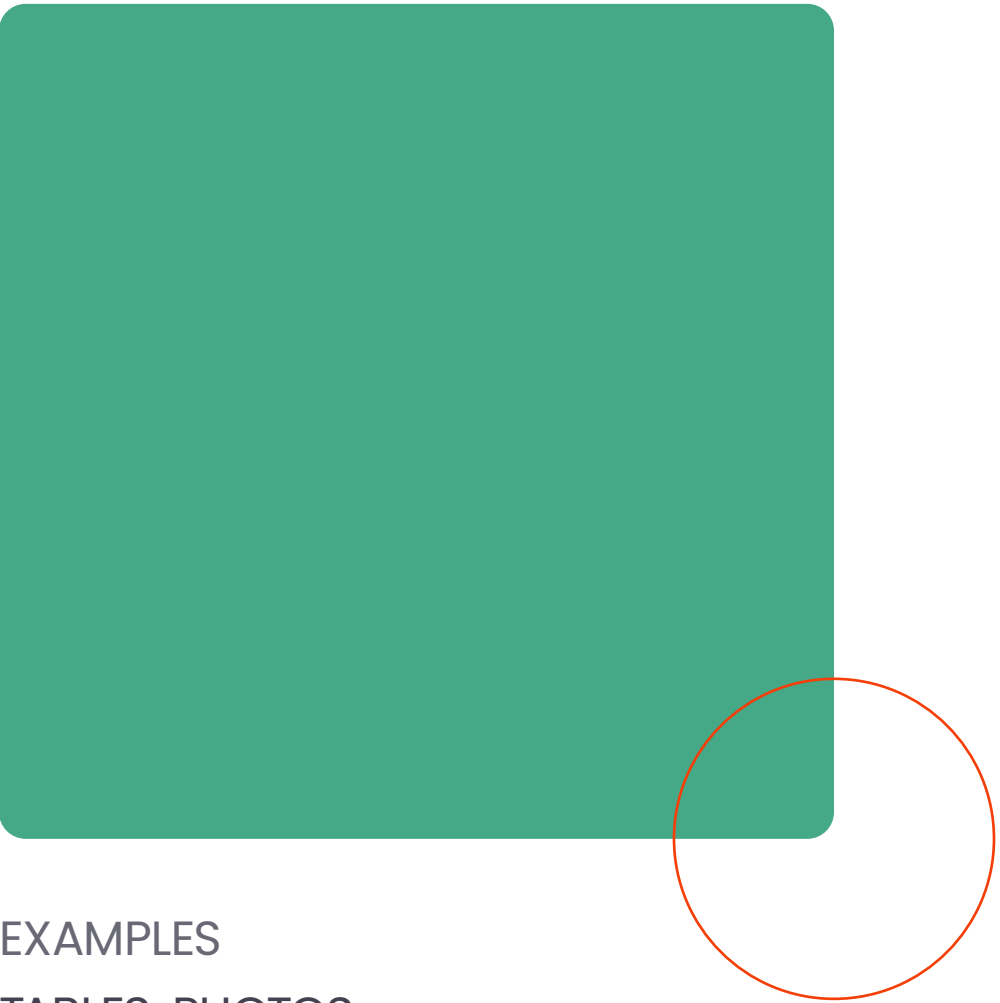
Buttons and tagline elements should be fully rounded until they form a circular shape.

ROUNDING 5 px



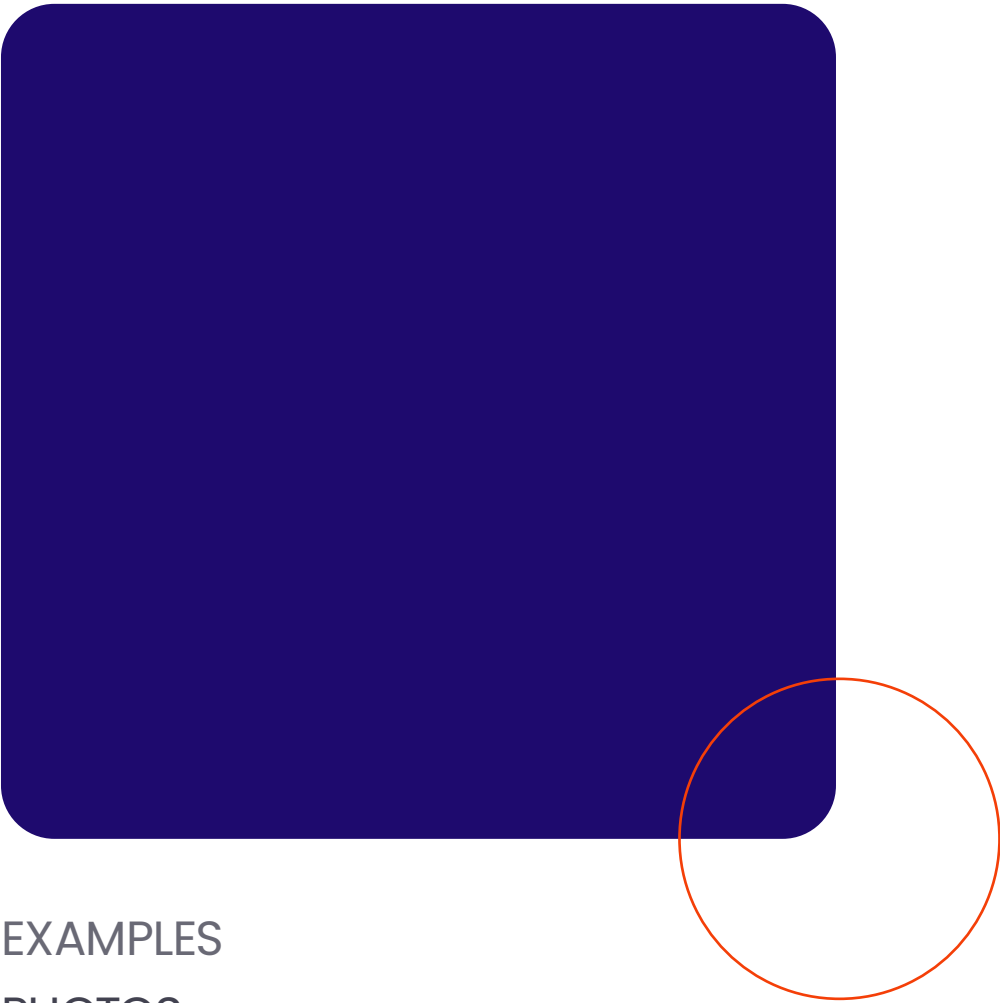
EXAMPLES
FORM FIELDS,
TABLES

ROUNDING 10 px



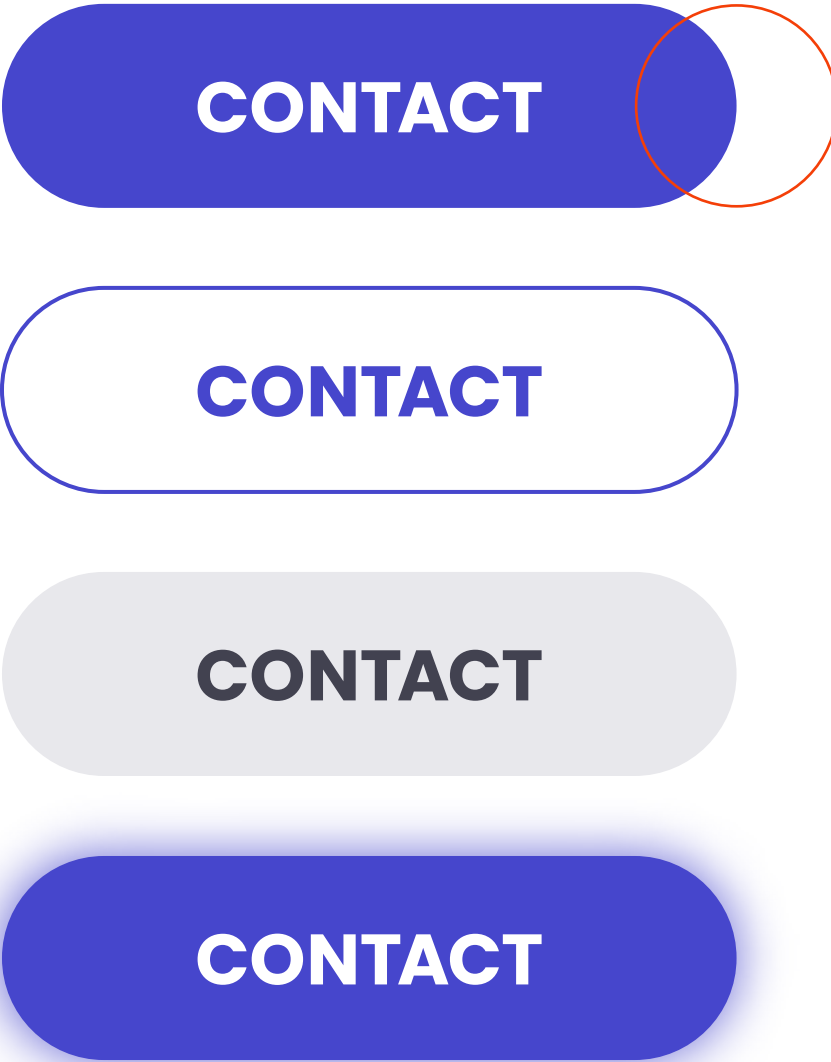
EXAMPLES
TABLES, PHOTOS,
GRAPHIC ELEMENTS

ROUNDING 20 px



EXAMPLES
PHOTOS,
GRAPHIC ELEMENTS

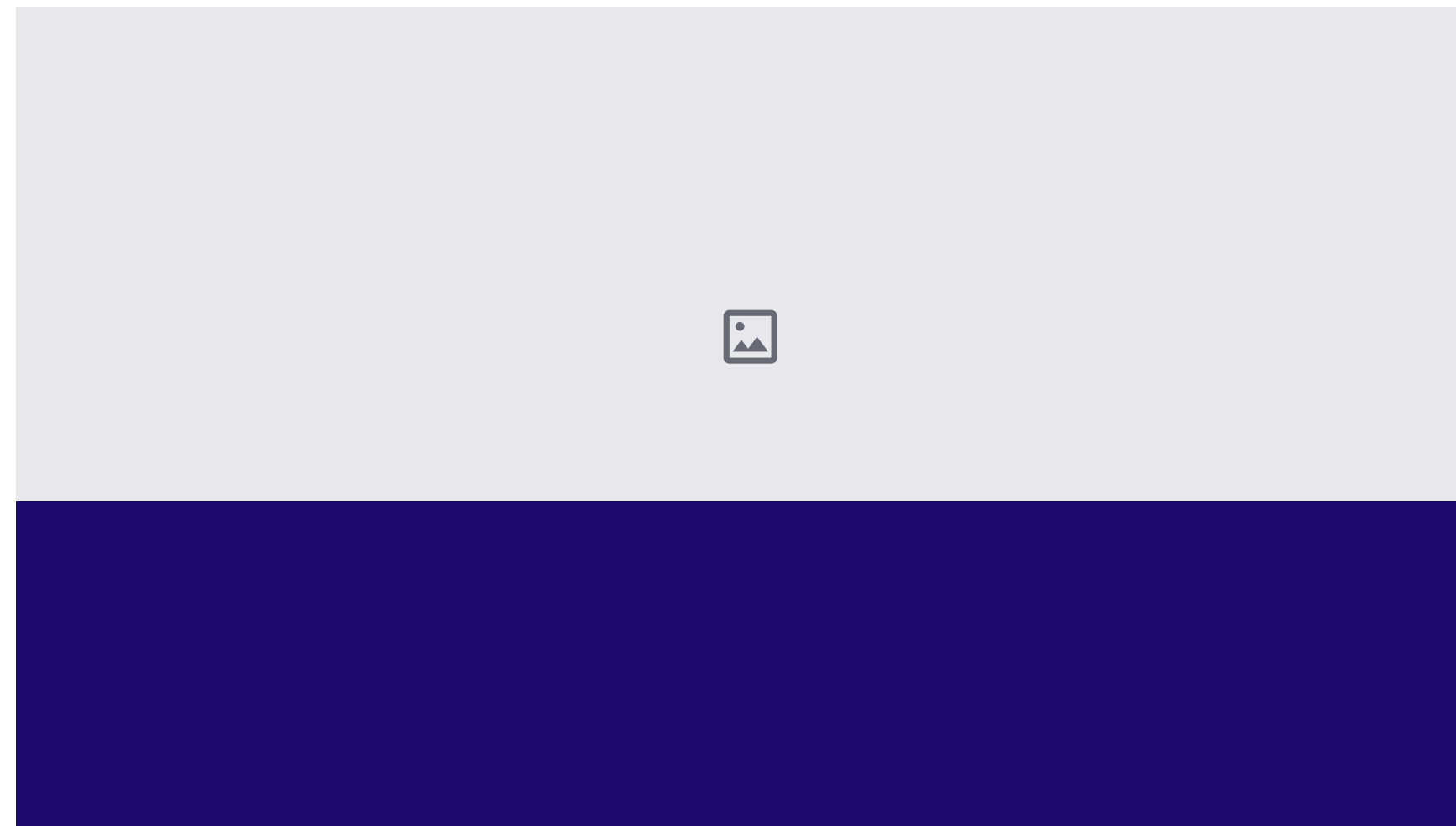
BUTTONS (FULLY ROUNDED CORNERS)



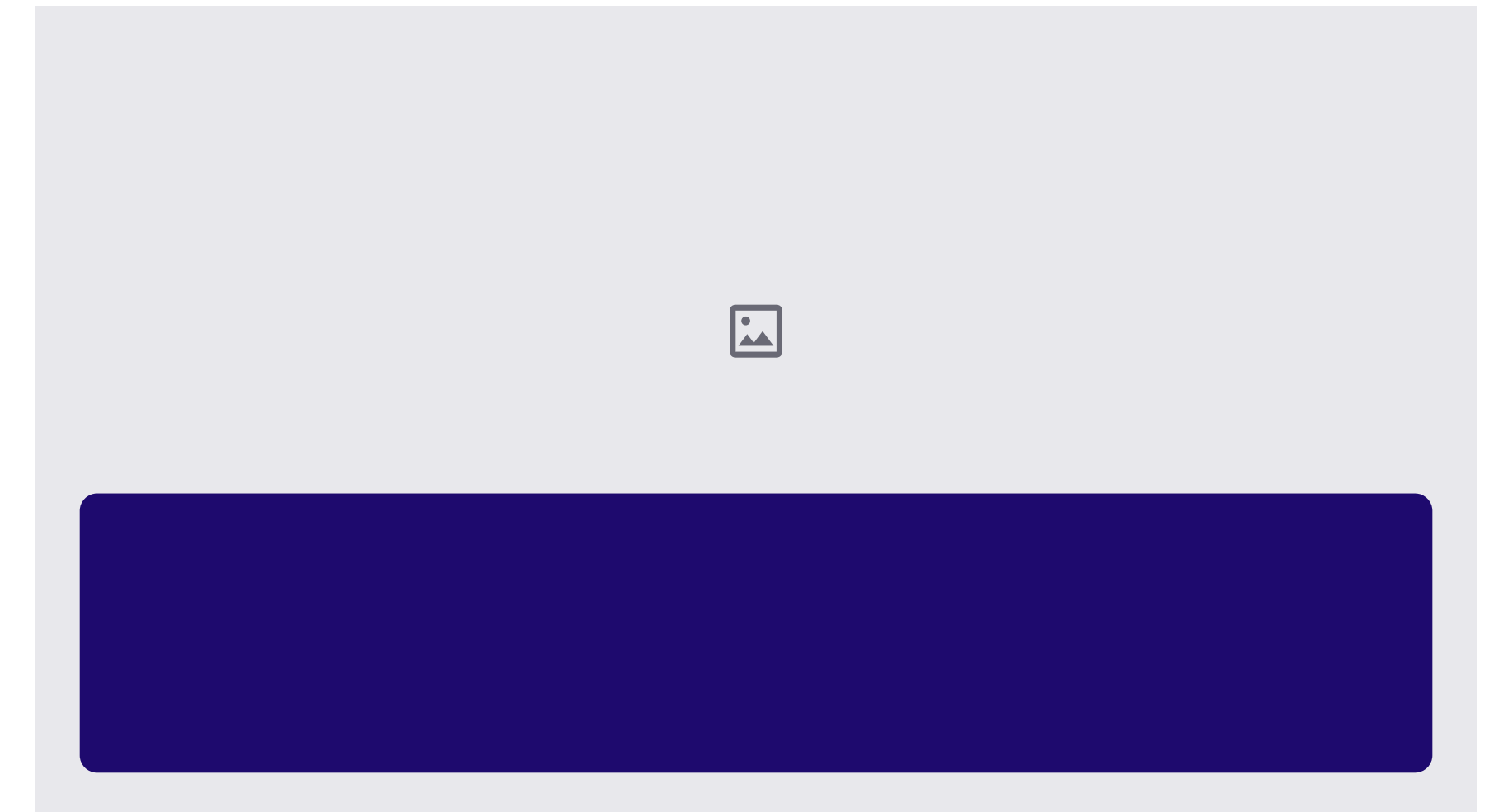
Rounded & straight corners

If a photo or background touches the edge of the image or composition, keep the corners straight. If it is placed away from the edge, round its corners according to the rules above.

STRAIGHT CORNERS



ROUNDED CORNERS



➔ BRAND APPLICATIONS

Layout: grid, margins & columns

Regardless of format, all Spyrosoft brand graphic materials are based on a 5×5 grid of five equal columns and five equal rows.

The grid helps build background compositions that combine two matching colours or a colour and an image. Use full columns or rows in any proportion, but **do not combine horizontal and vertical directions within a single layout**.

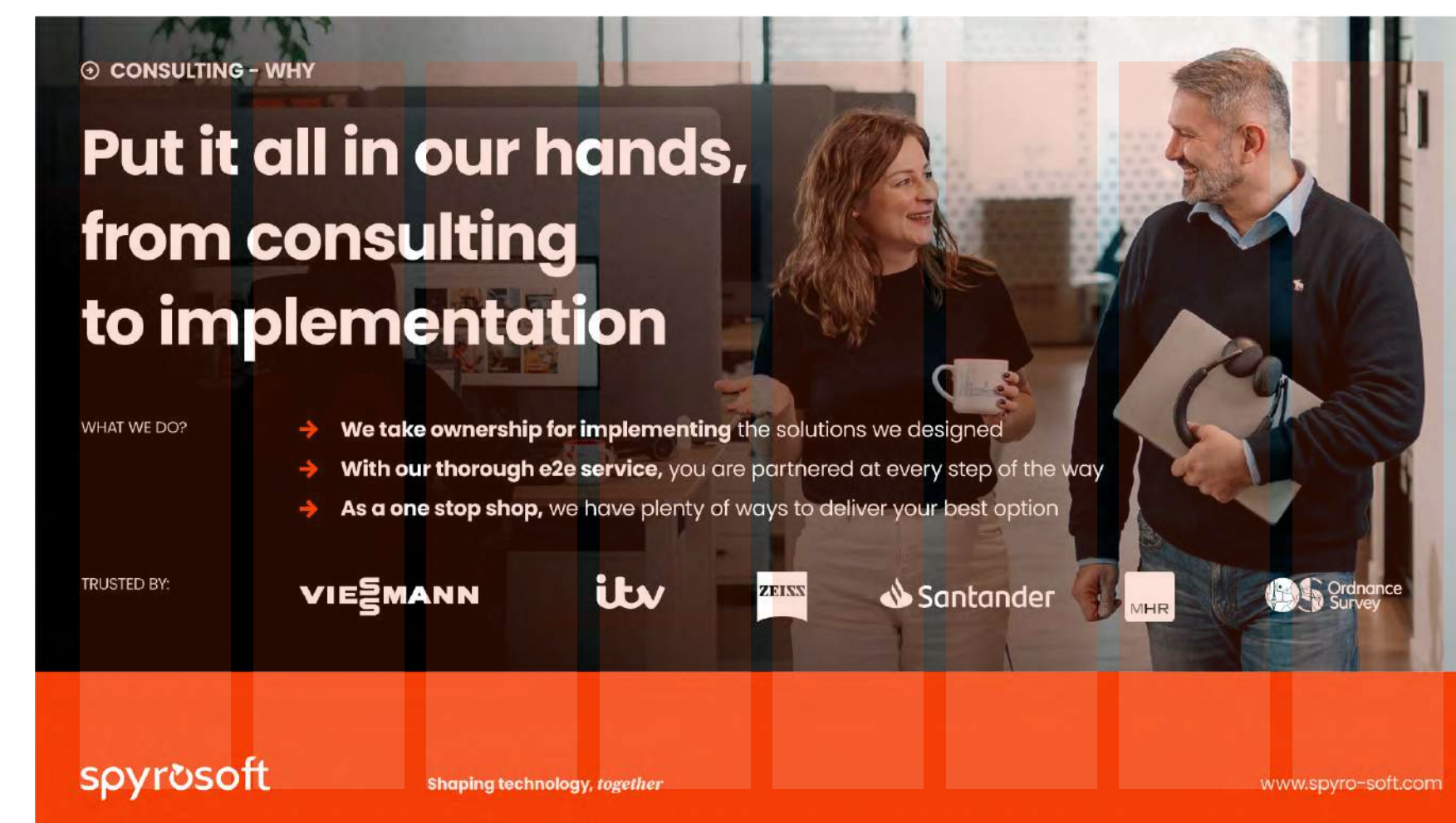
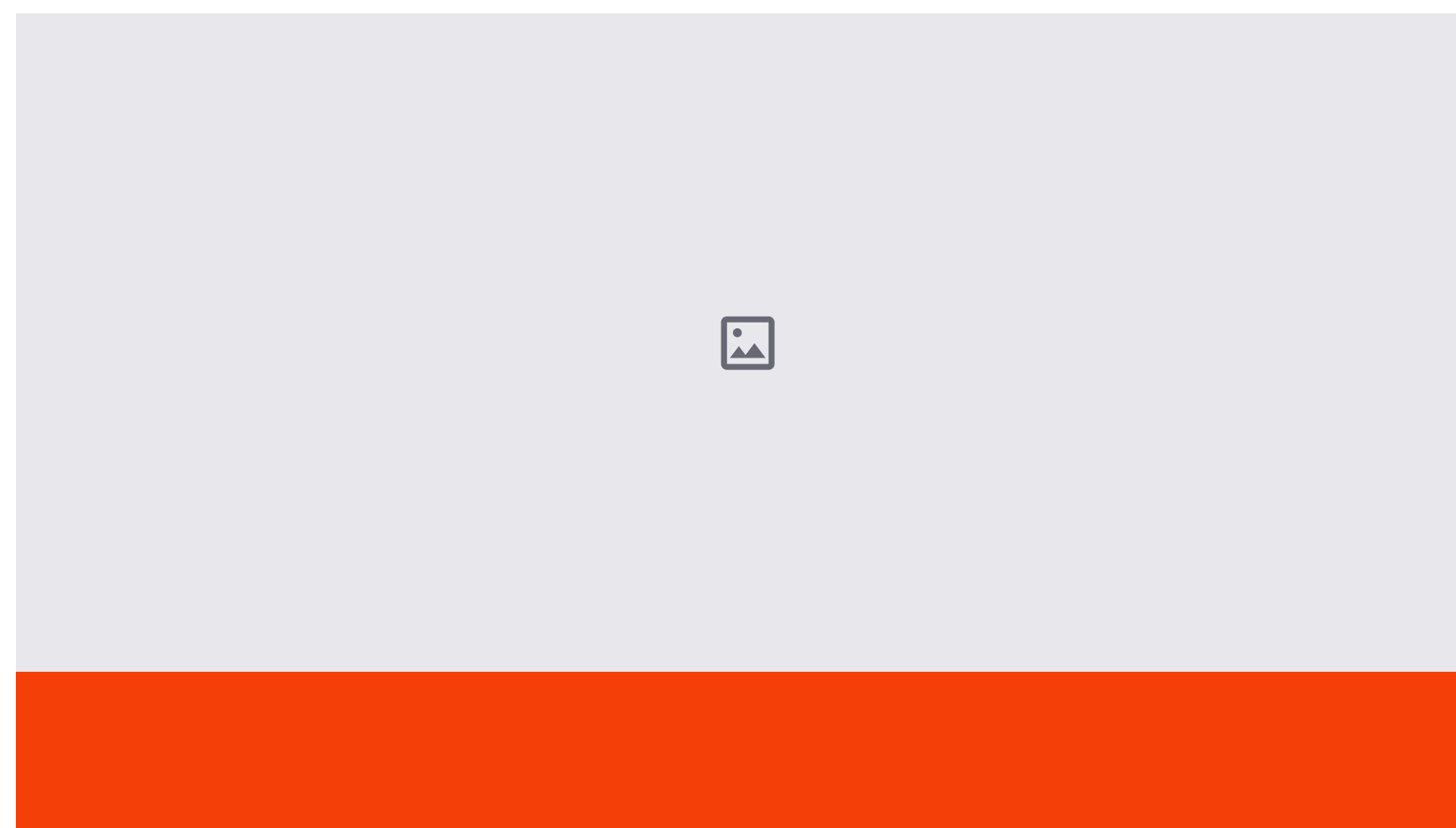
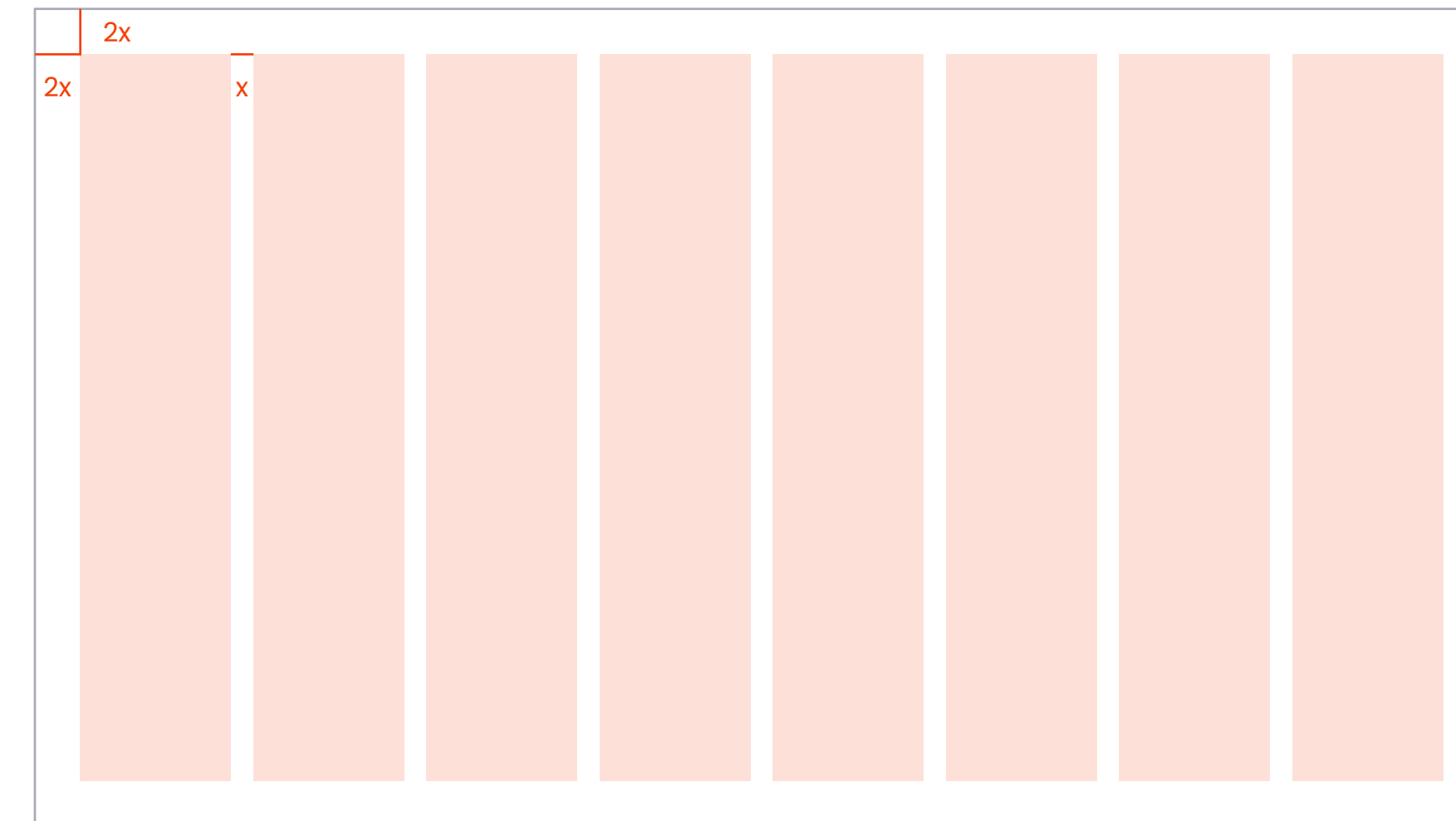
In addition to the 5×5 grid, all layouts – whether they use a background composition, a single colour, or a full-format image – must follow the rules for margins and columns.

A layout may use any number of columns, but the gutter should always be half the size of the outer margins.

5×5 GRID (1080P HORIZONTAL)



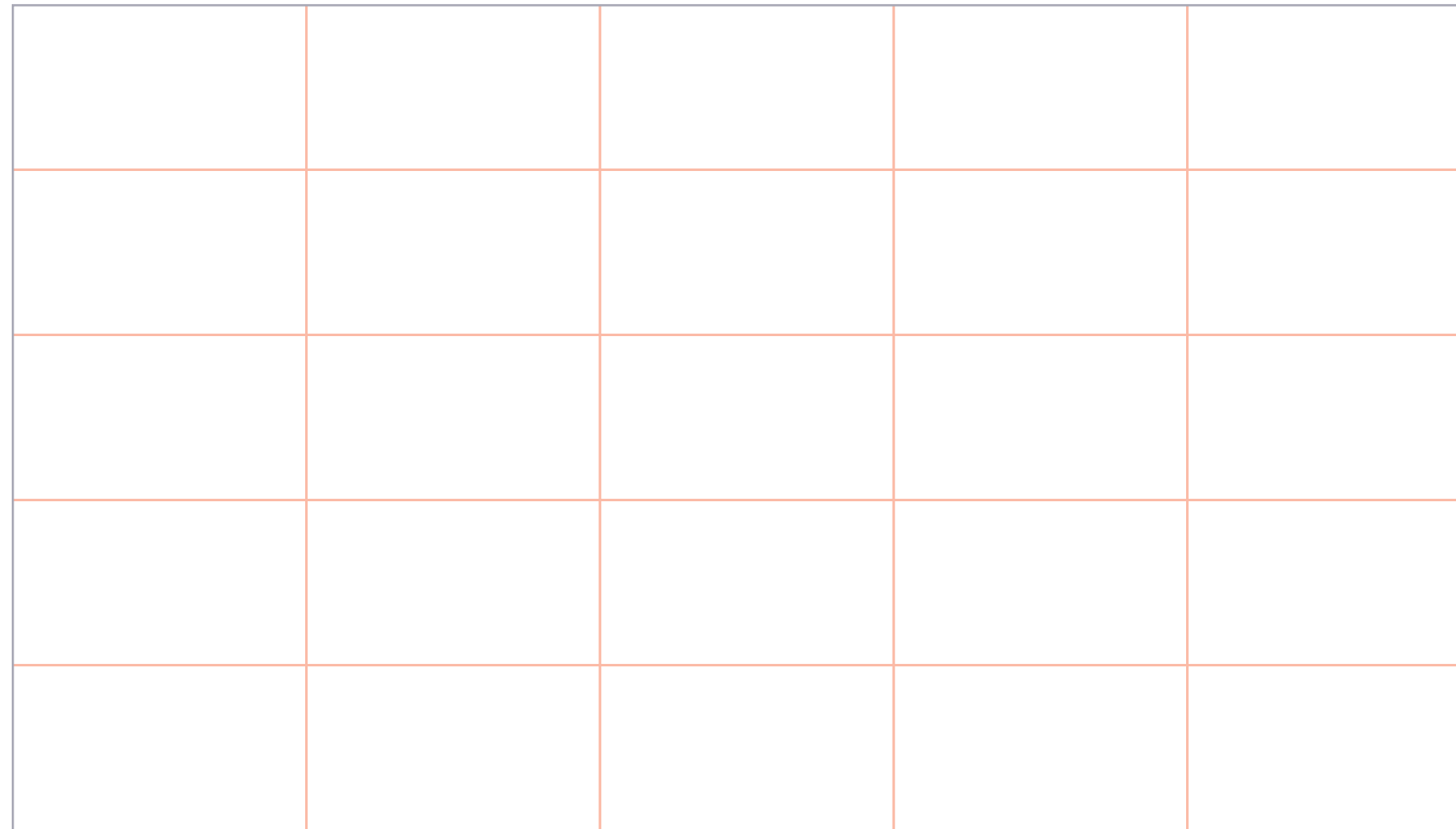
MARGINS & COLUMNS (1080P HORIZONTAL)



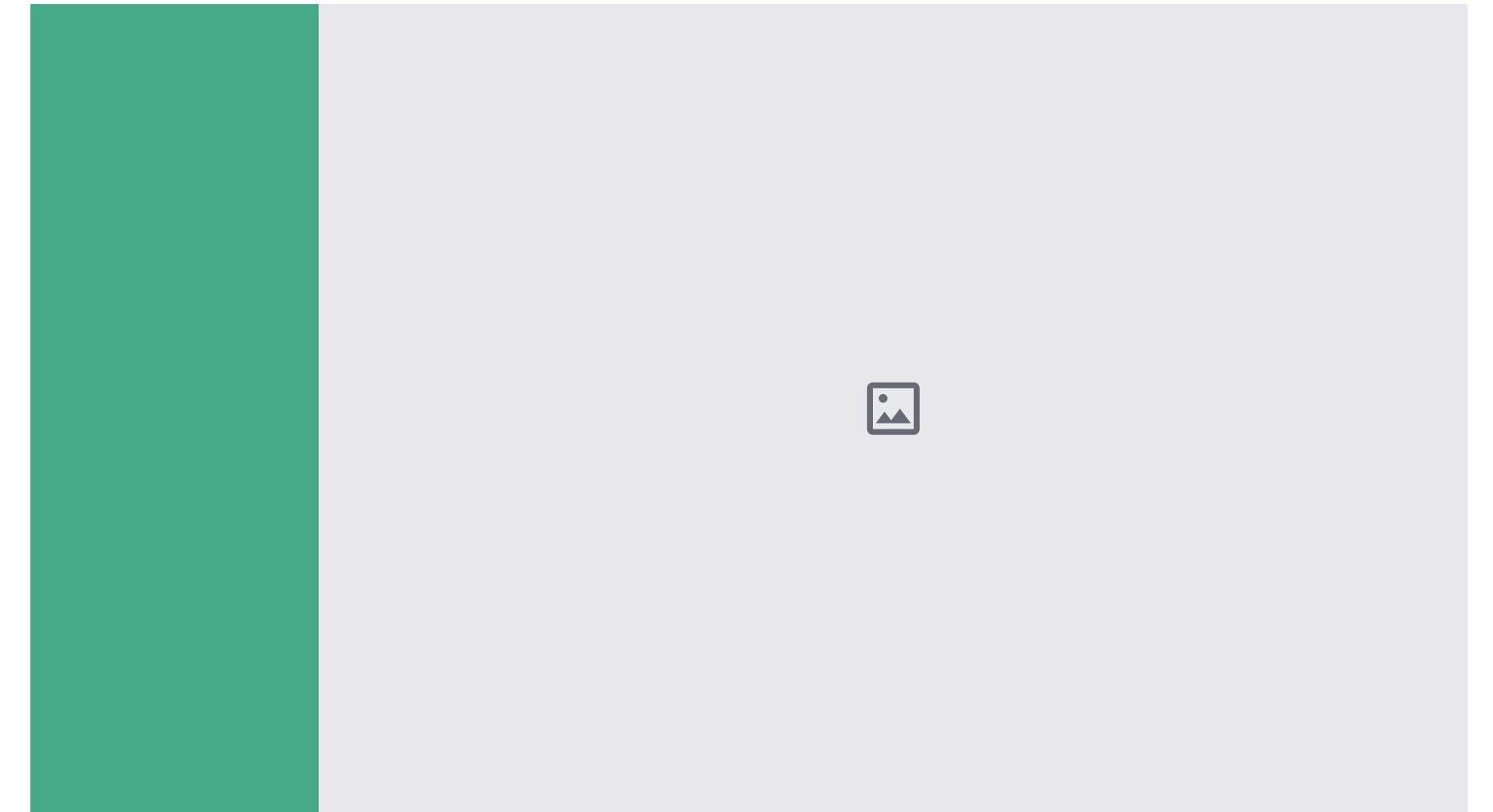
Specific formats: 1080p horizontal

1080p – 1920×1080 px

1080P HORIZONTAL – 5×5 GRID



HOW TO CREATE BACKGROUNDS?

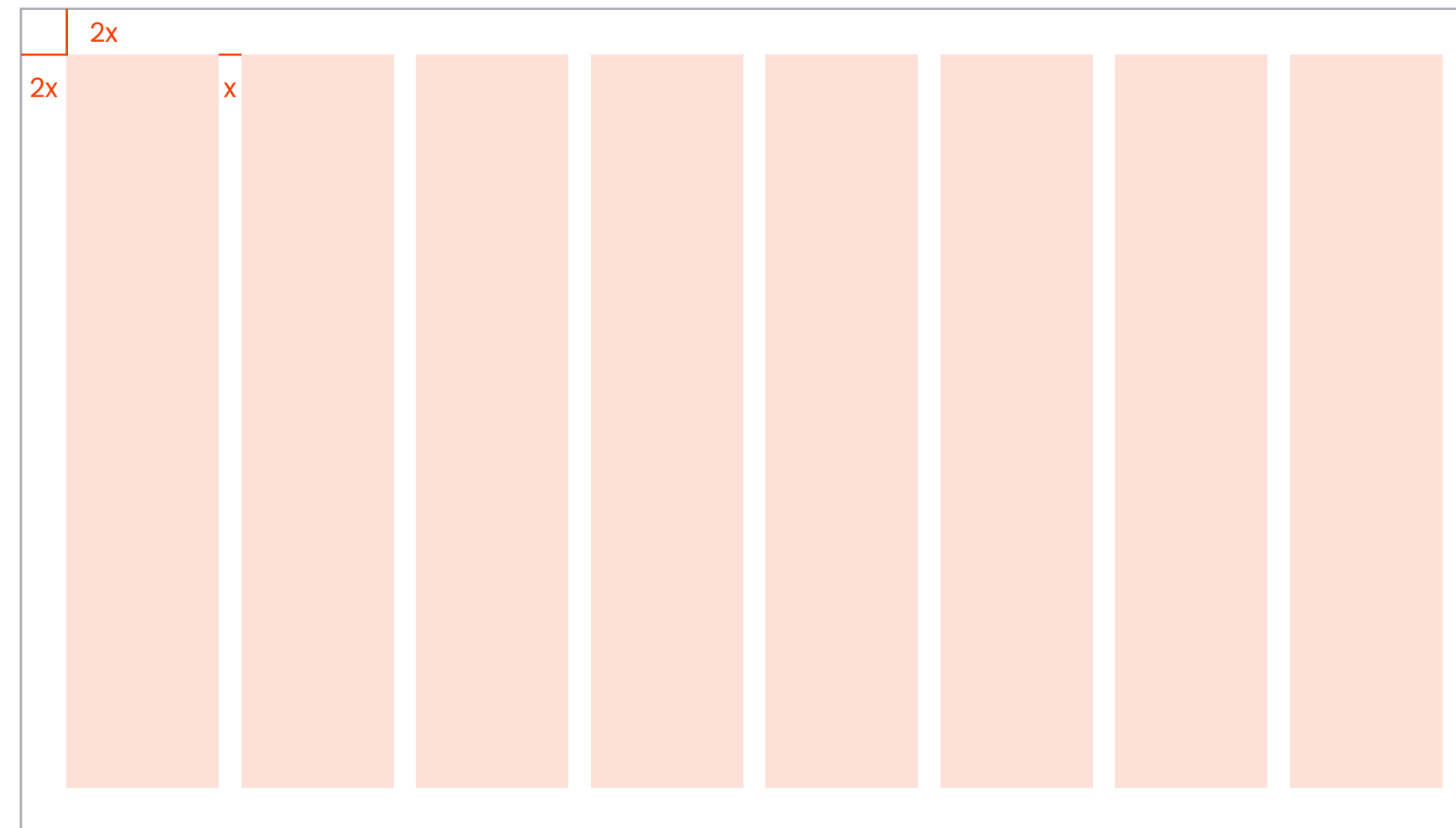


➔ BRAND APPLICATIONS

Specific formats: 1080p horizontal

1080p – 1920×1080 px

1080P HORIZONTAL – MARGINS & COLUMNS

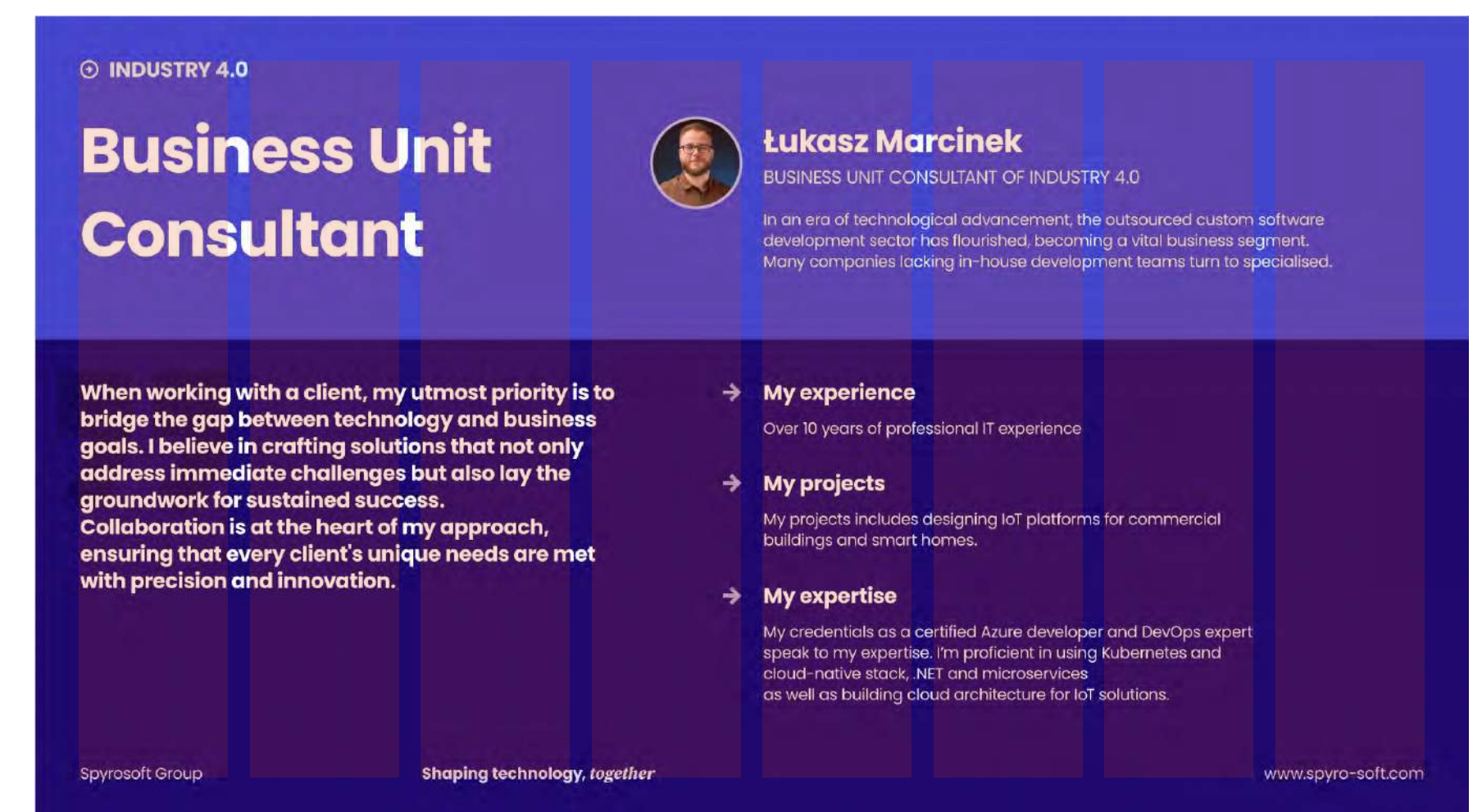


SIZES IN THIS FORMAT

X = 30 px

2X = 60 px

1080P HORIZONTAL – LAYOUT EXAMPLES

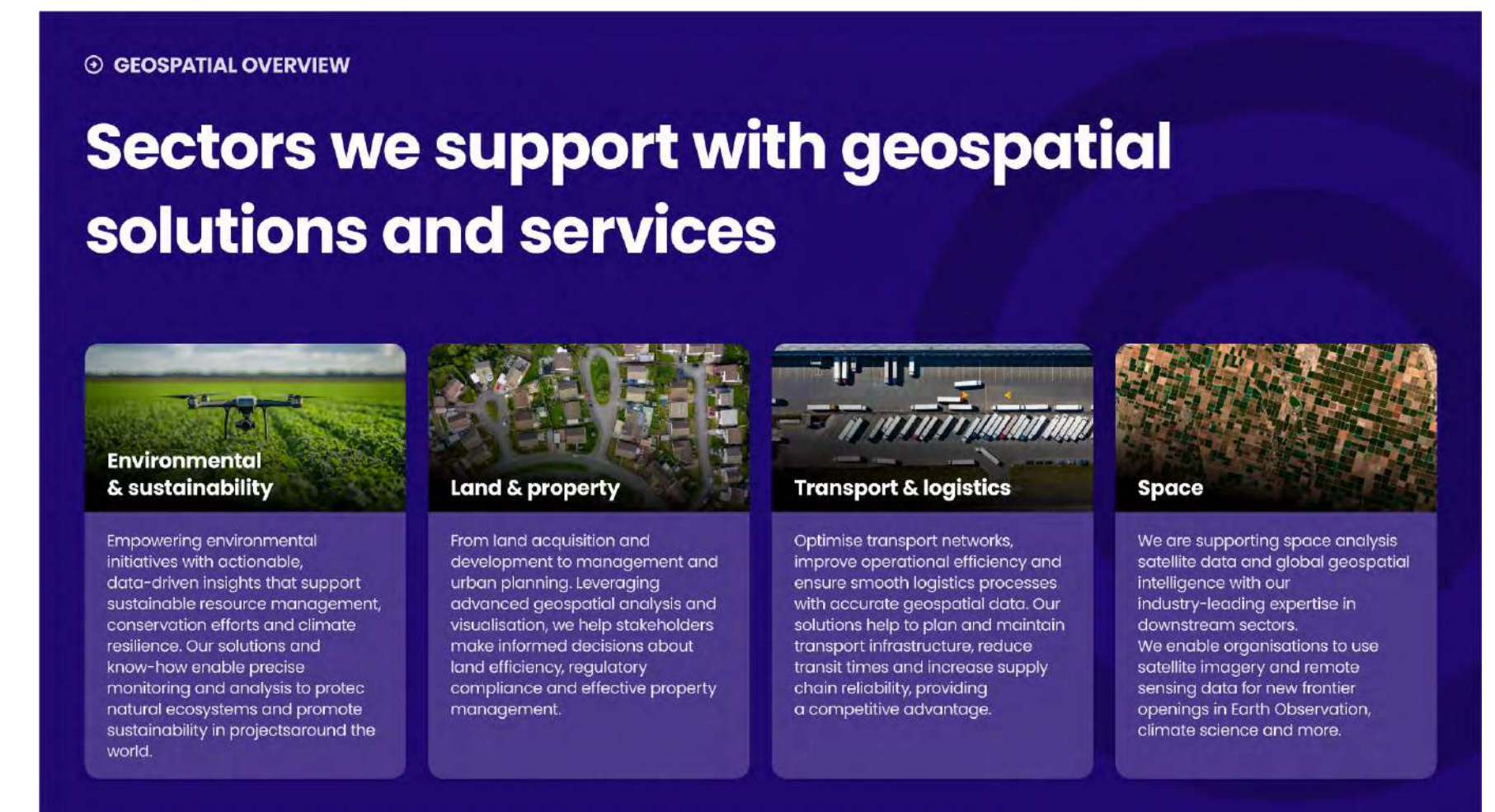
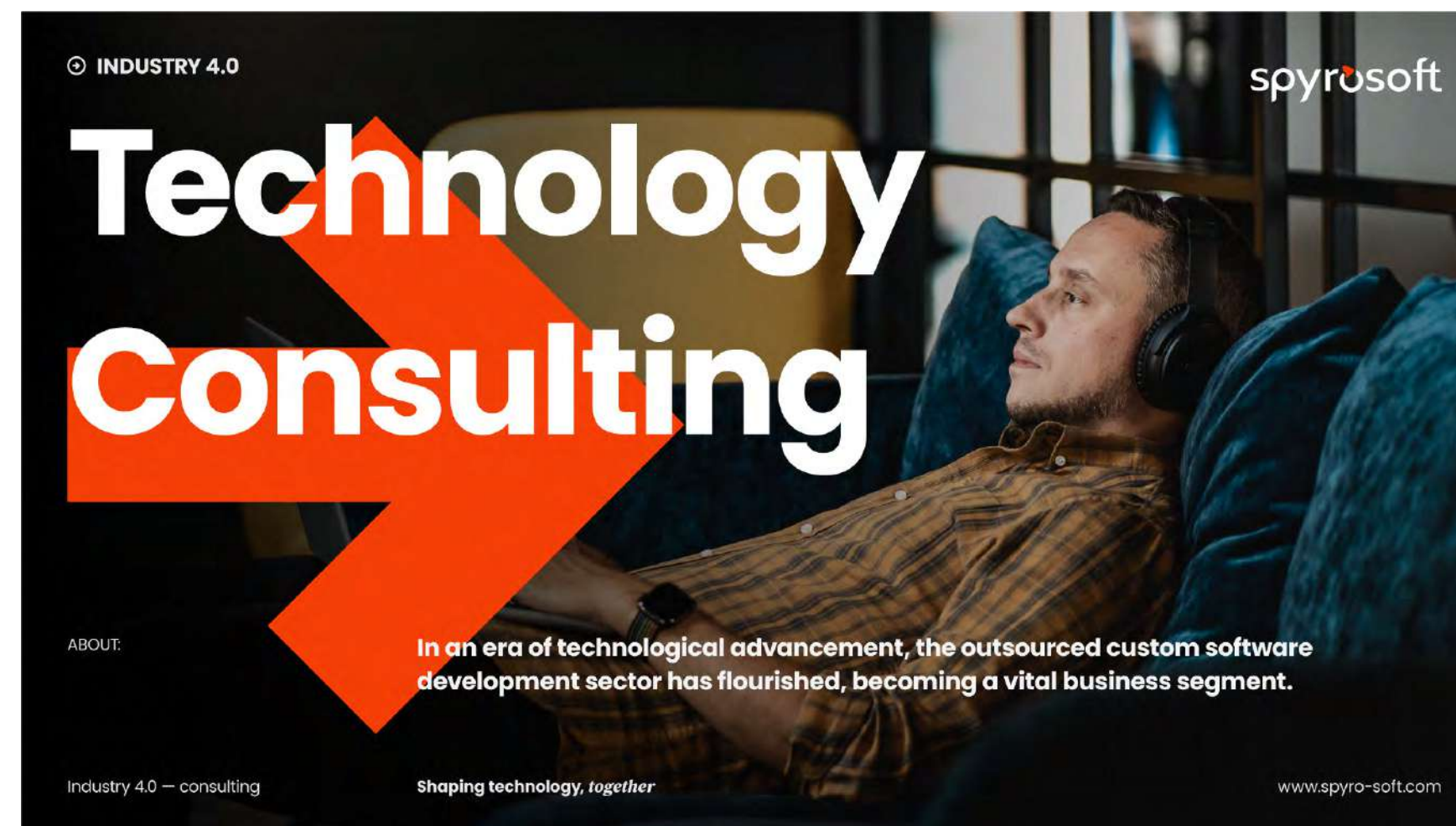
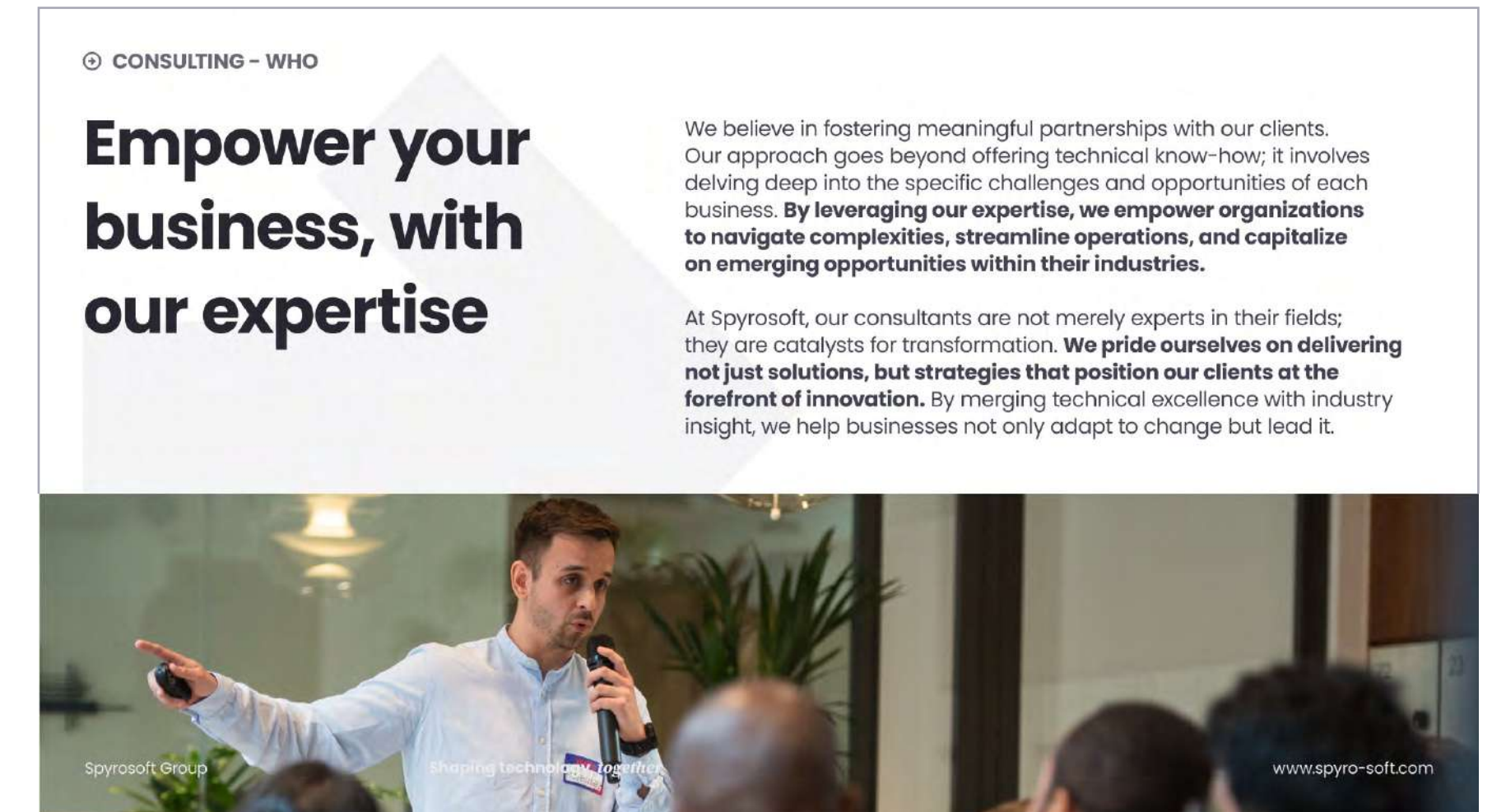
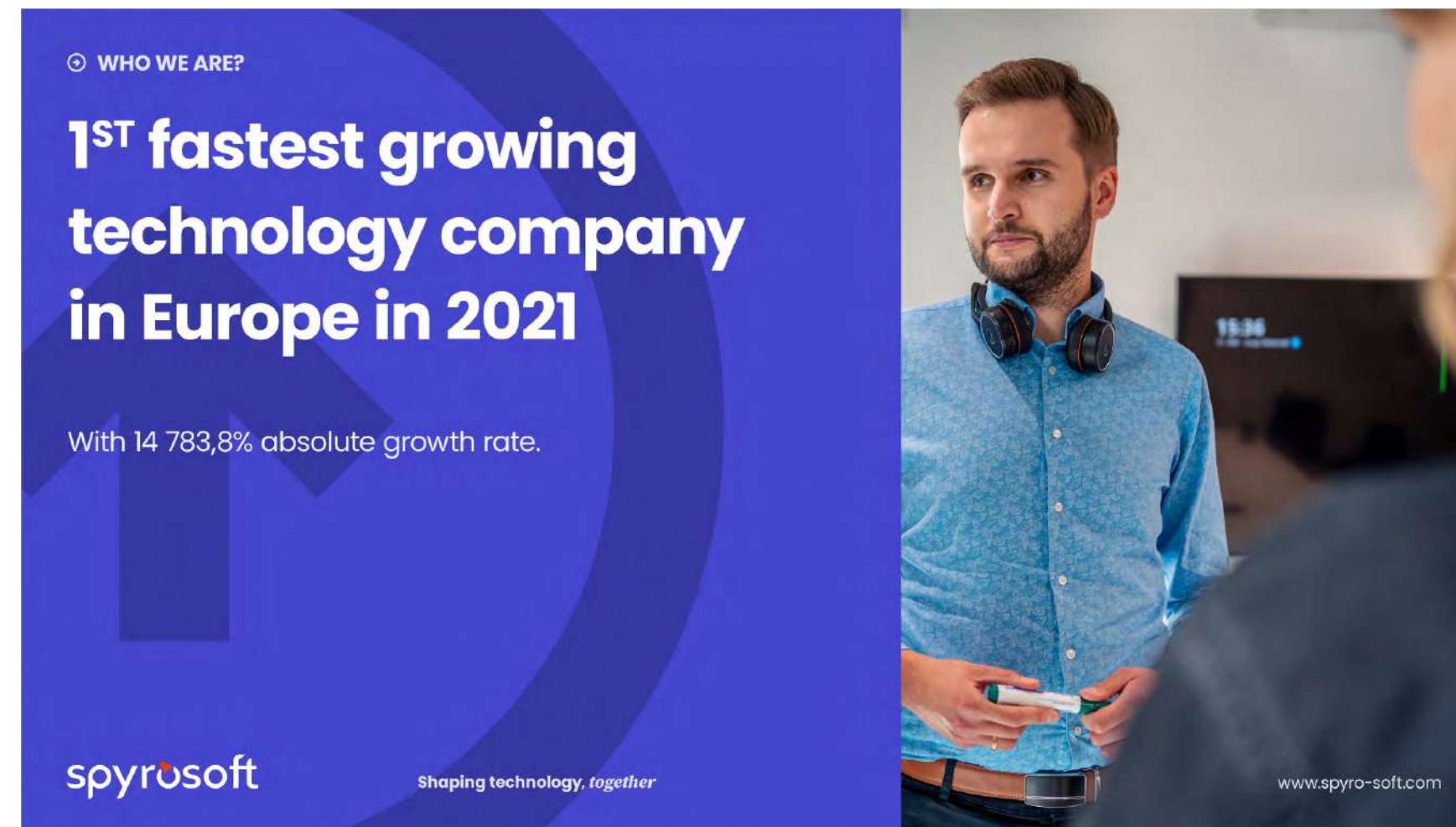


➔ BRAND APPLICATIONS

Specific formats: 1080p horizontal

1080p – 1920×1080 px

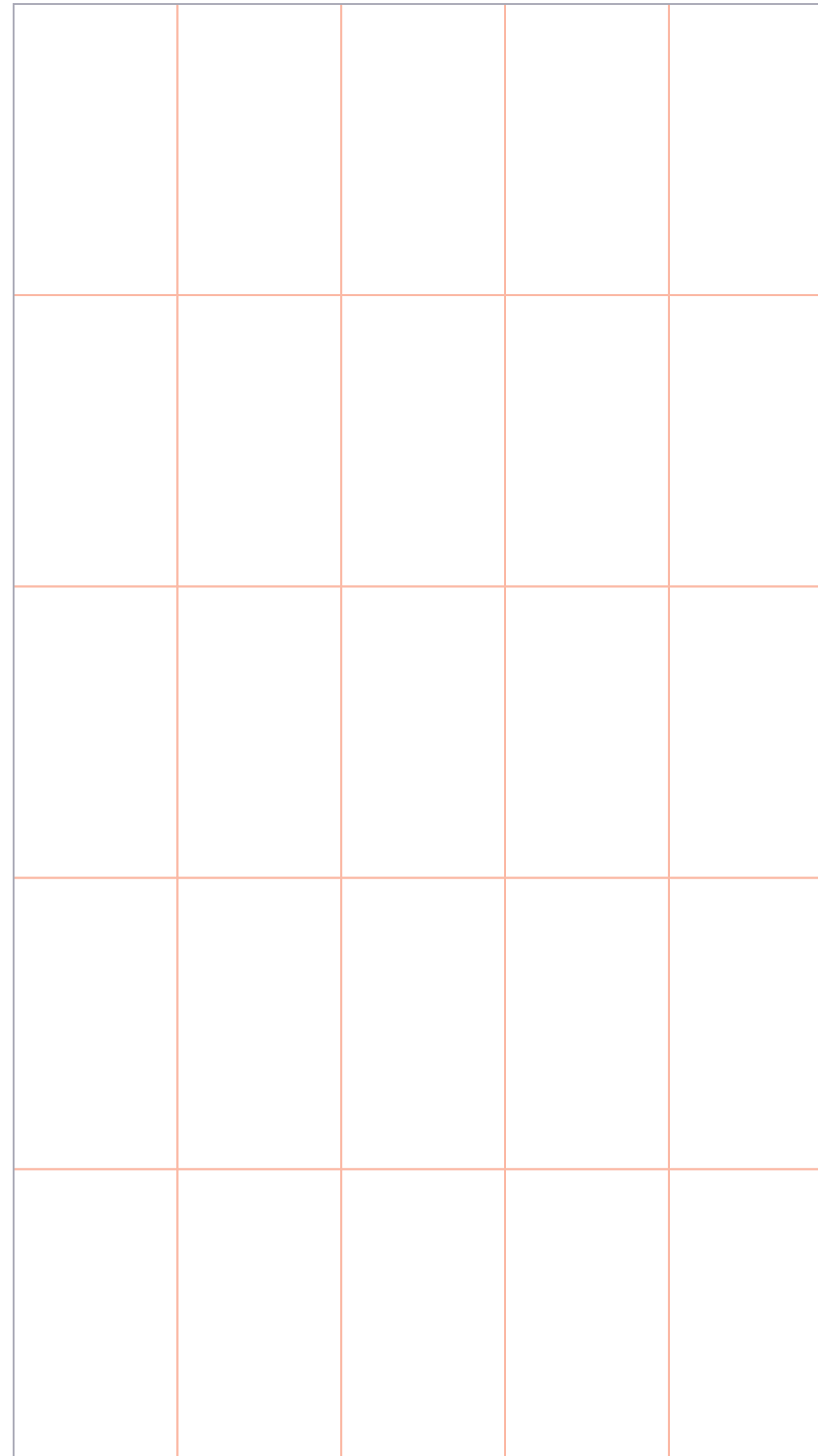
1080P HORIZONTAL – LAYOUT EXAMPLES



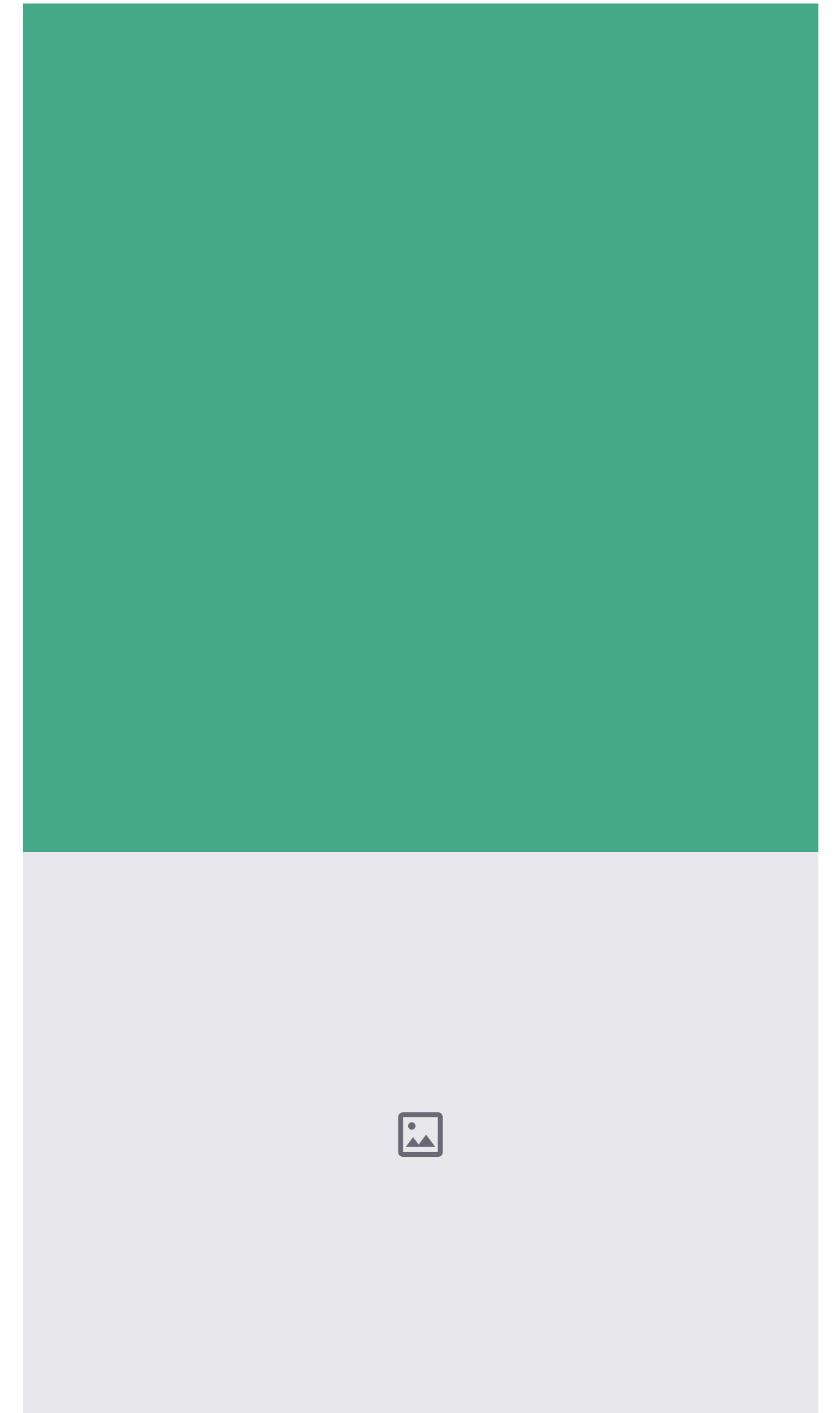
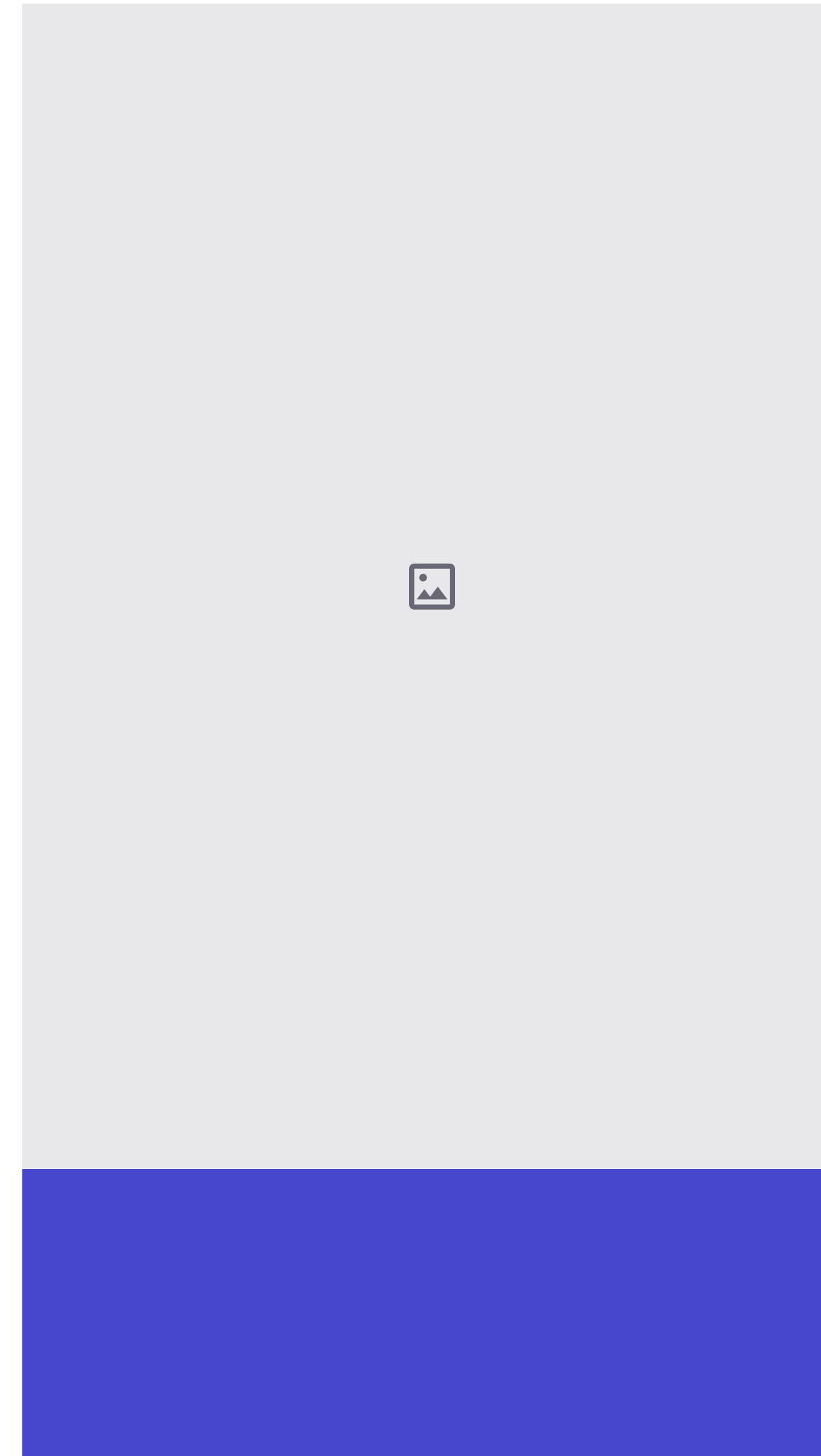
Specific formats: 1080p vertical

1080p – 1920×1080 px

1080P VERTICAL – 5×5 GRID



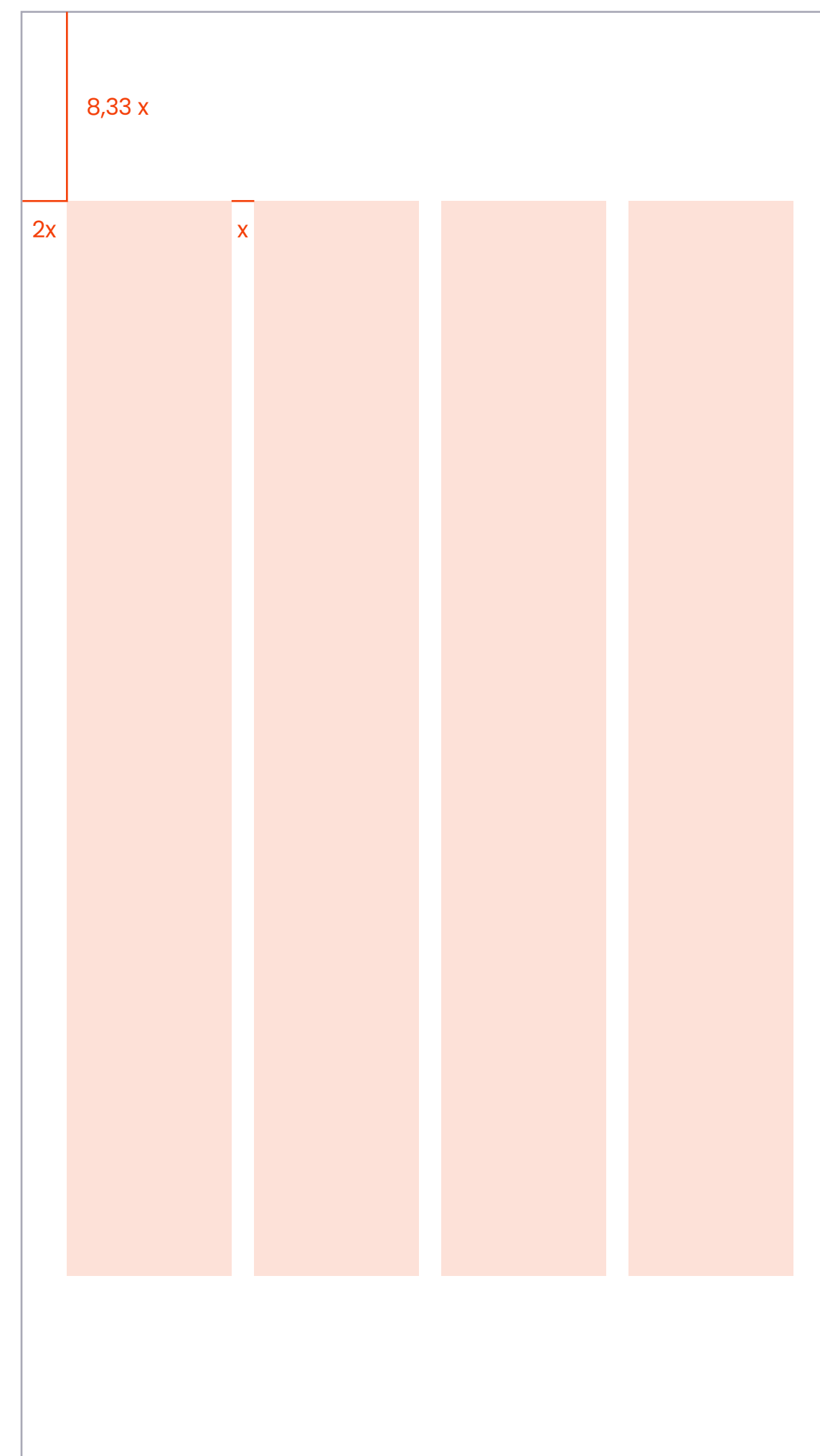
HOW TO CREATE BACKGROUNDS?



Specific formats: 1080p vertical

1080p – 1920×1080 px

1080P VERTICAL – MARGINS & COLUMNS



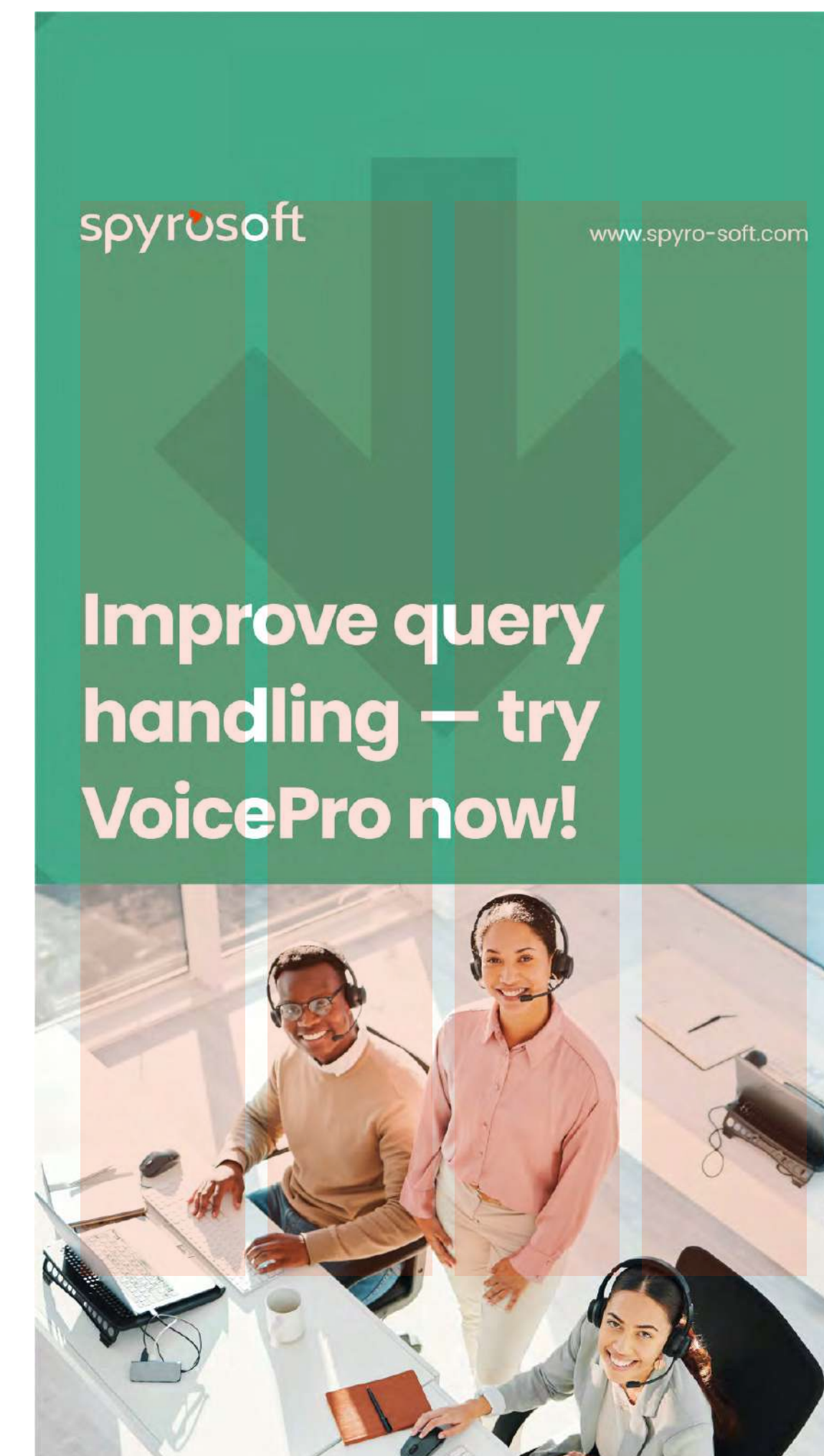
SIZES IN THIS FORMAT

X = 30 px

2X = 60 px

8,33X = 250 px

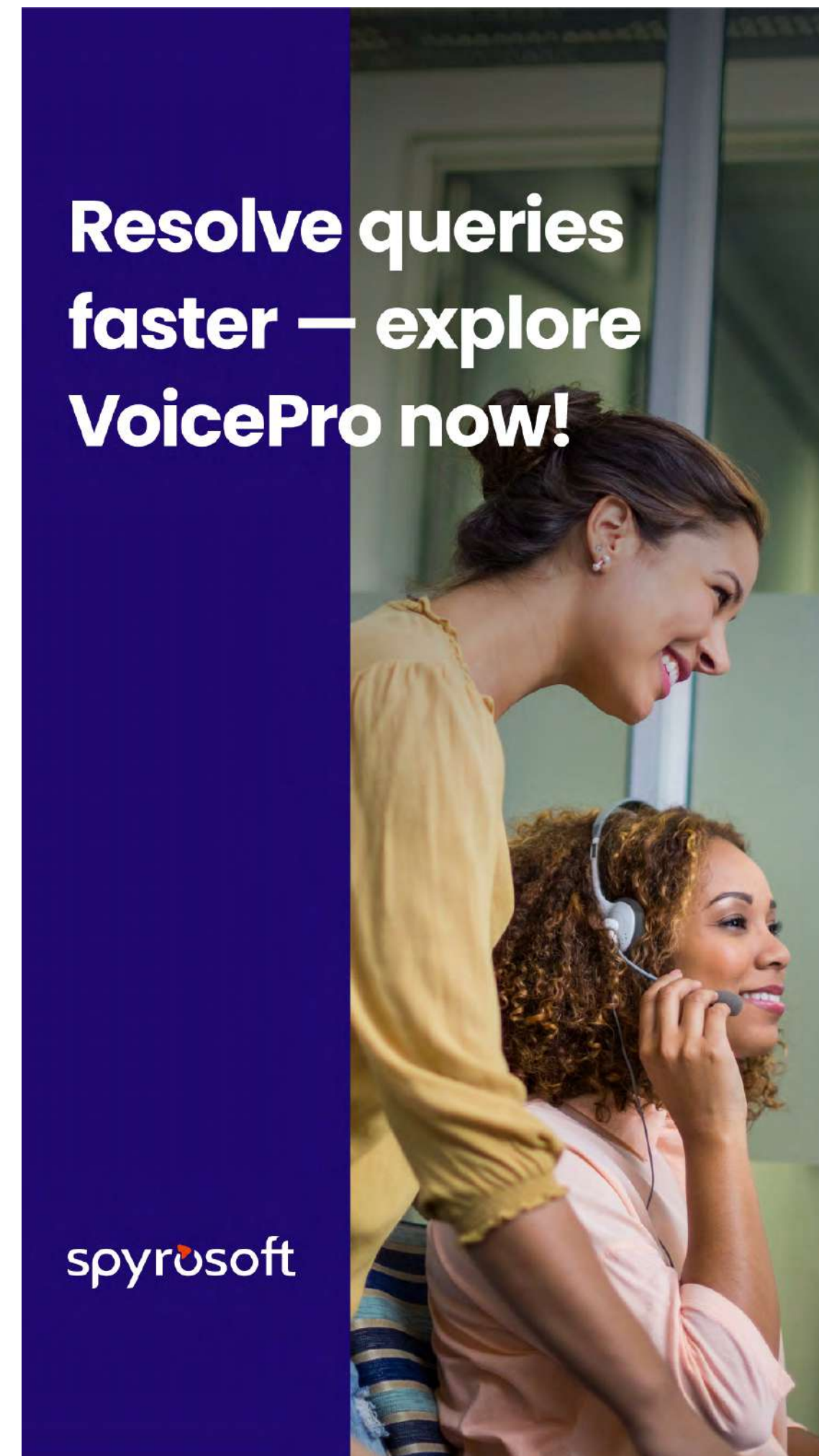
1080P VERTICAL – LAYOUT EXAMPLES



Specific formats: 1080p vertical

1080p – 1920×1080 px

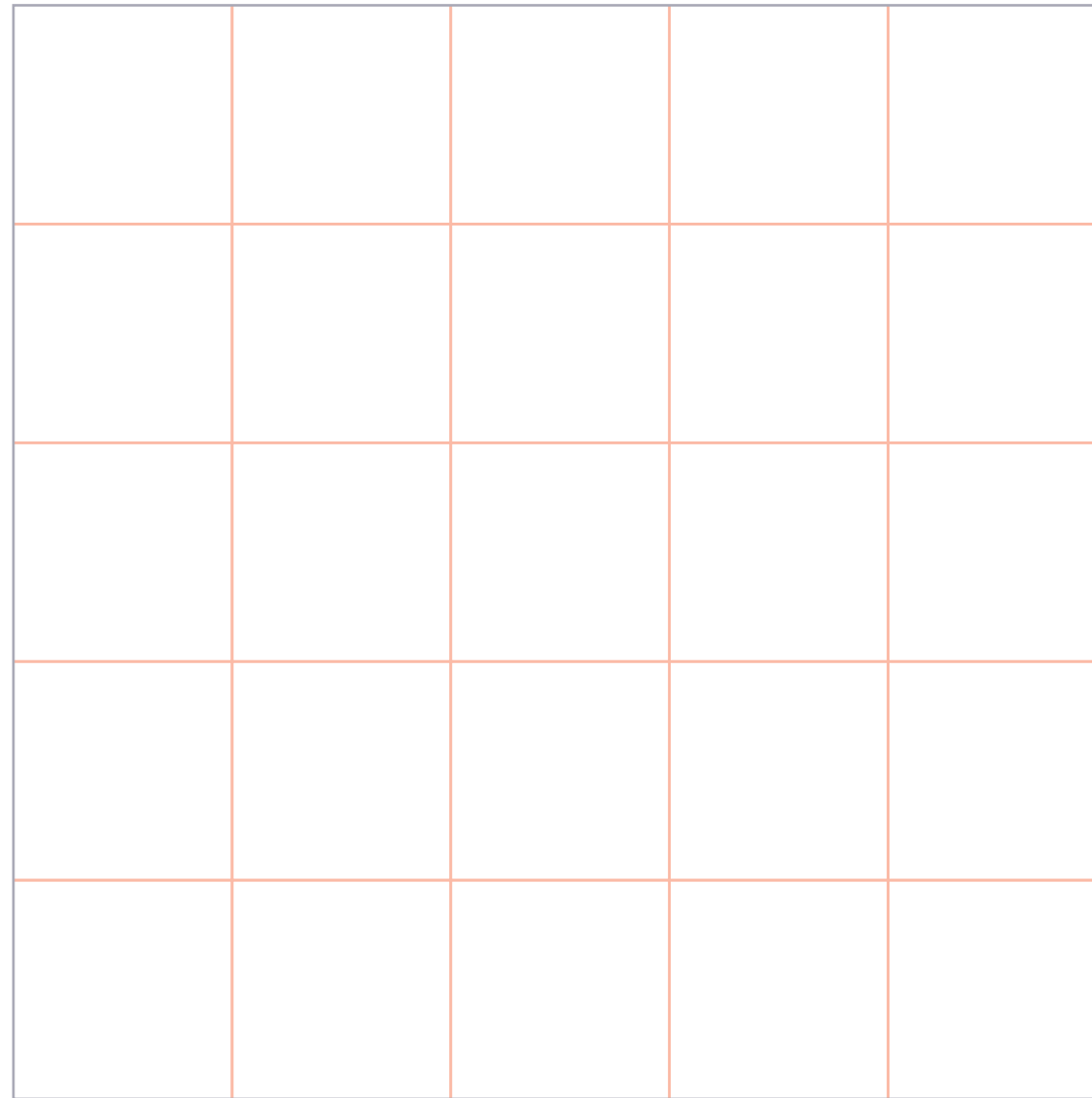
1080P VERTICAL – LAYOUT EXAMPLES



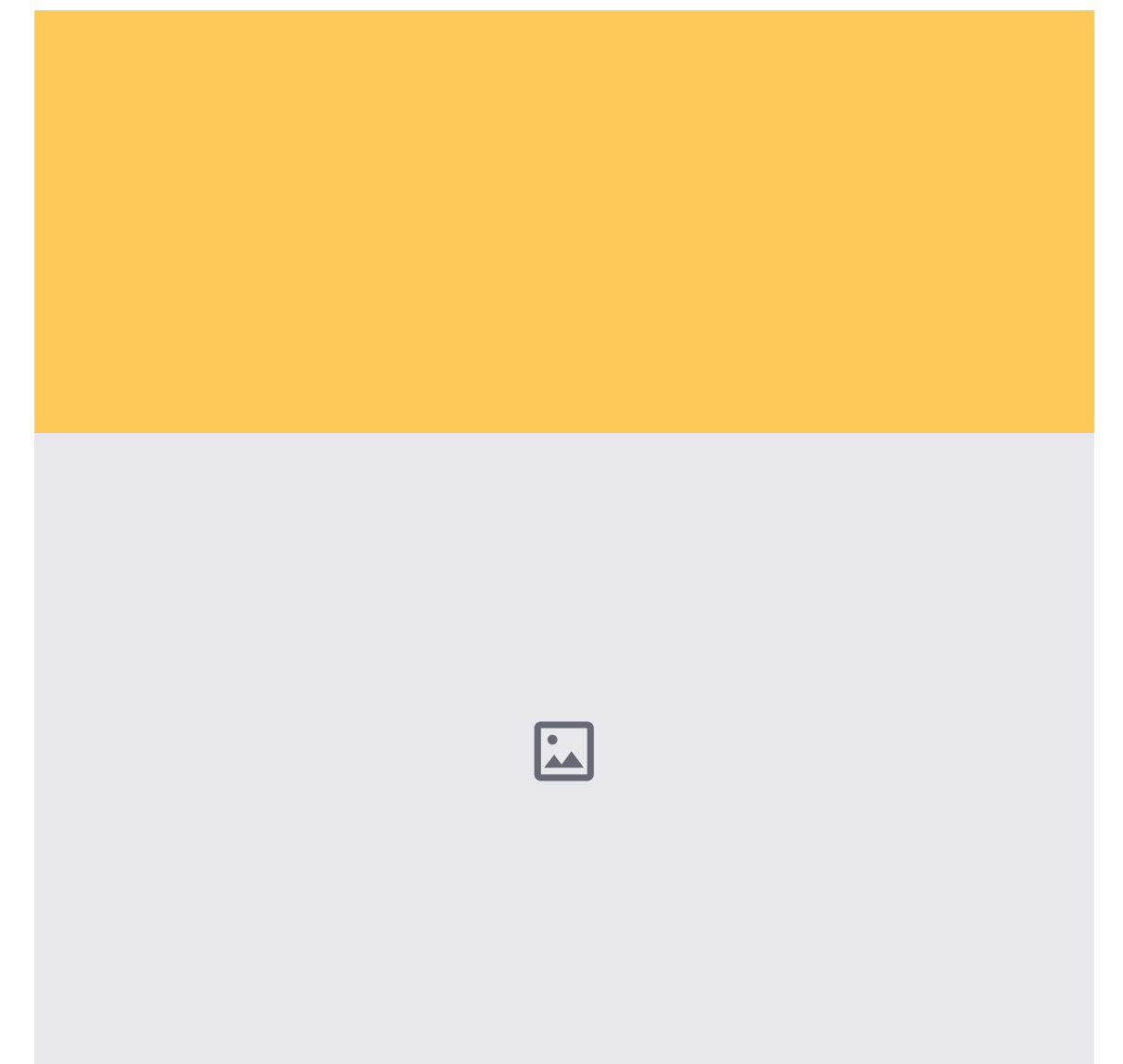
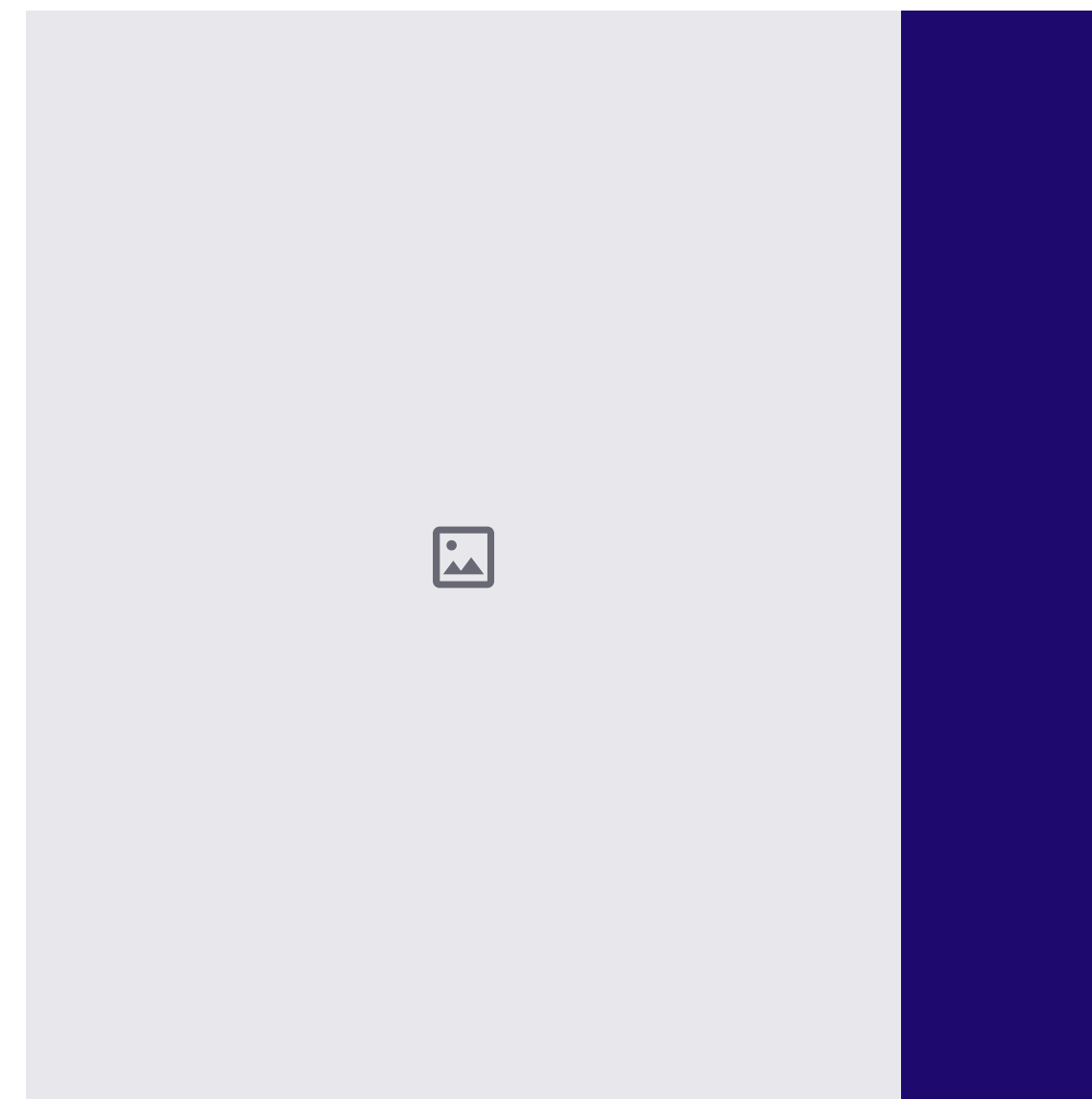
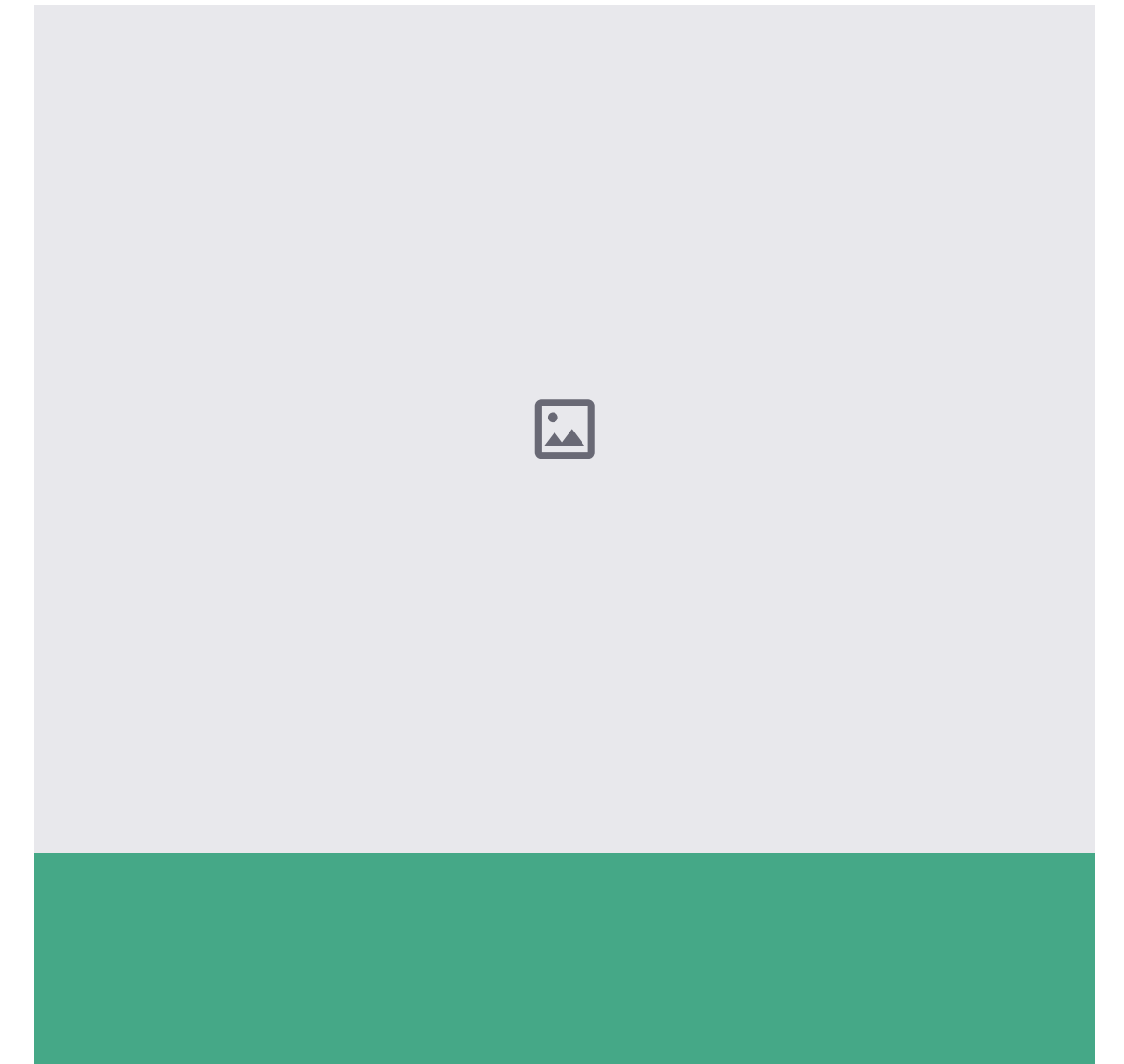
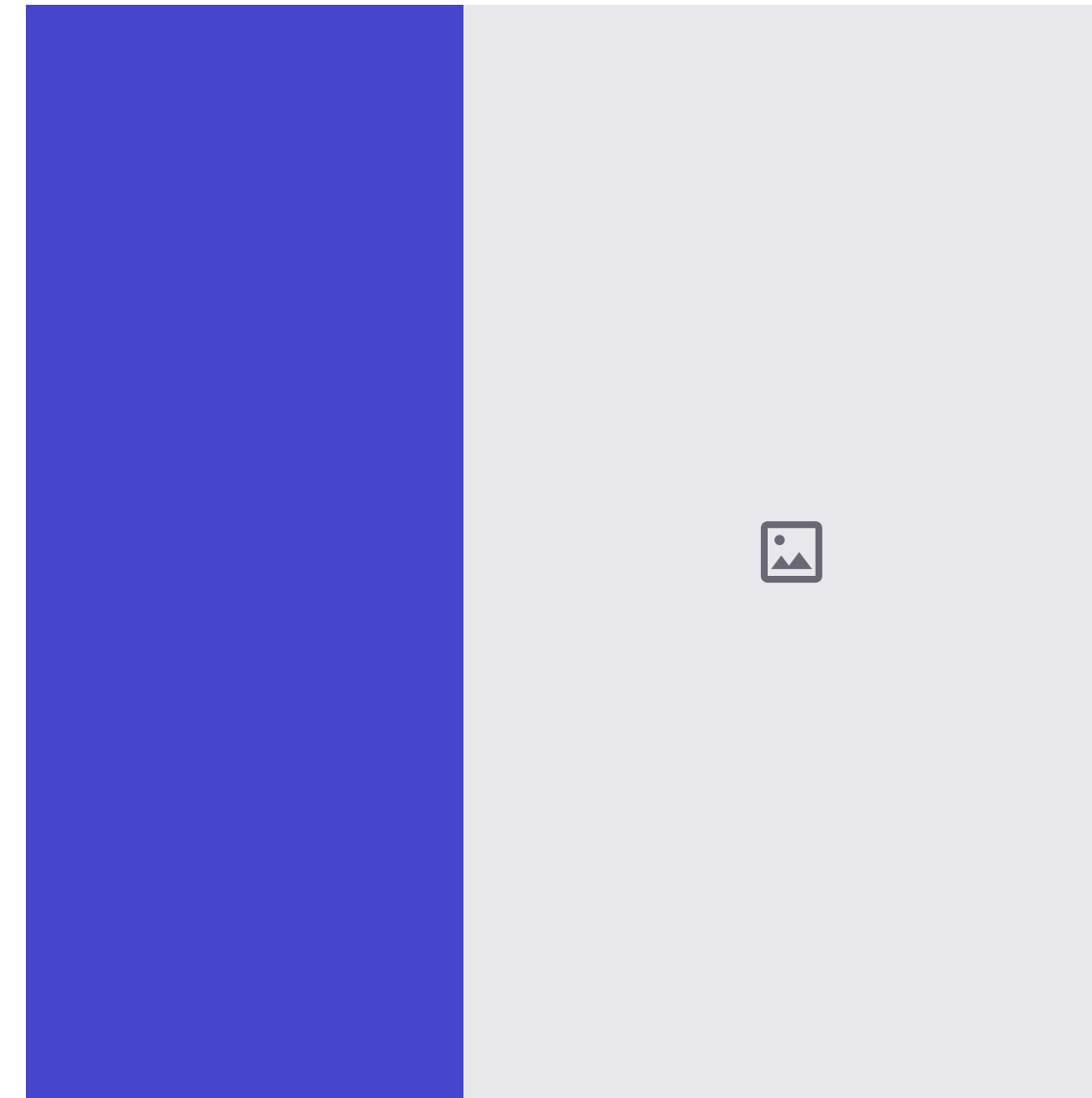
Specific formats: 1080p square

1080p – 1080×1080 px

1080P SQUARE – 5×5 GRID



HOW TO CREATE BACKGROUNDS?

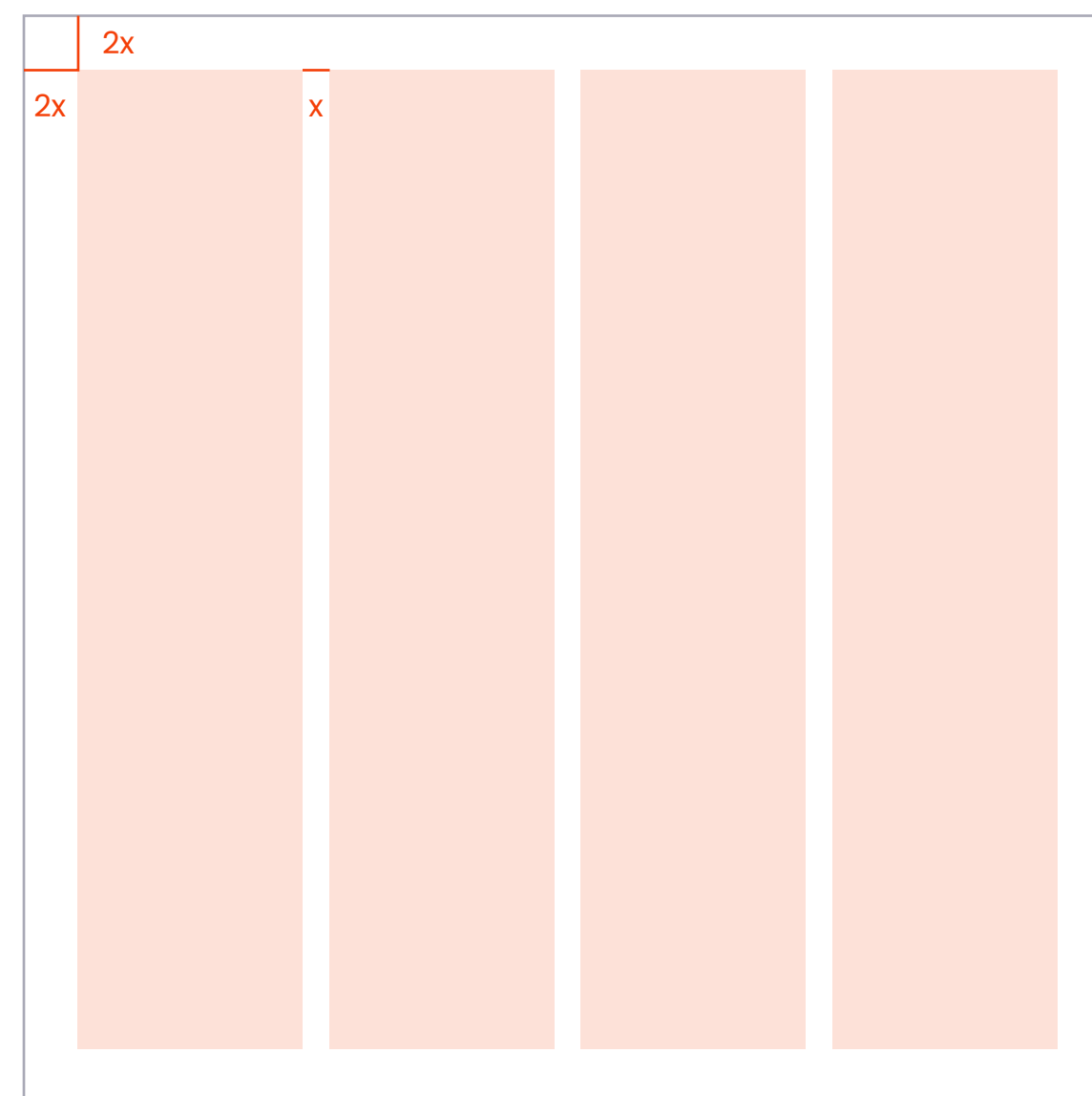


➔ BRAND APPLICATIONS

Specific formats: 1080p square

1080p – 1080×1080 px

1080P SQUARE – MARGINS & COLUMNS



SIZES IN THIS FORMAT

X = 27 PX

2X = 54 PX

Shaping technology, *together*

1080P SQUARE – LAYOUT EXAMPLES



➡ BRAND APPLICATIONS

Specific formats: 1080p square

1080p – 1080×1080 px

1080P SQUARE – LAYOUT EXAMPLES



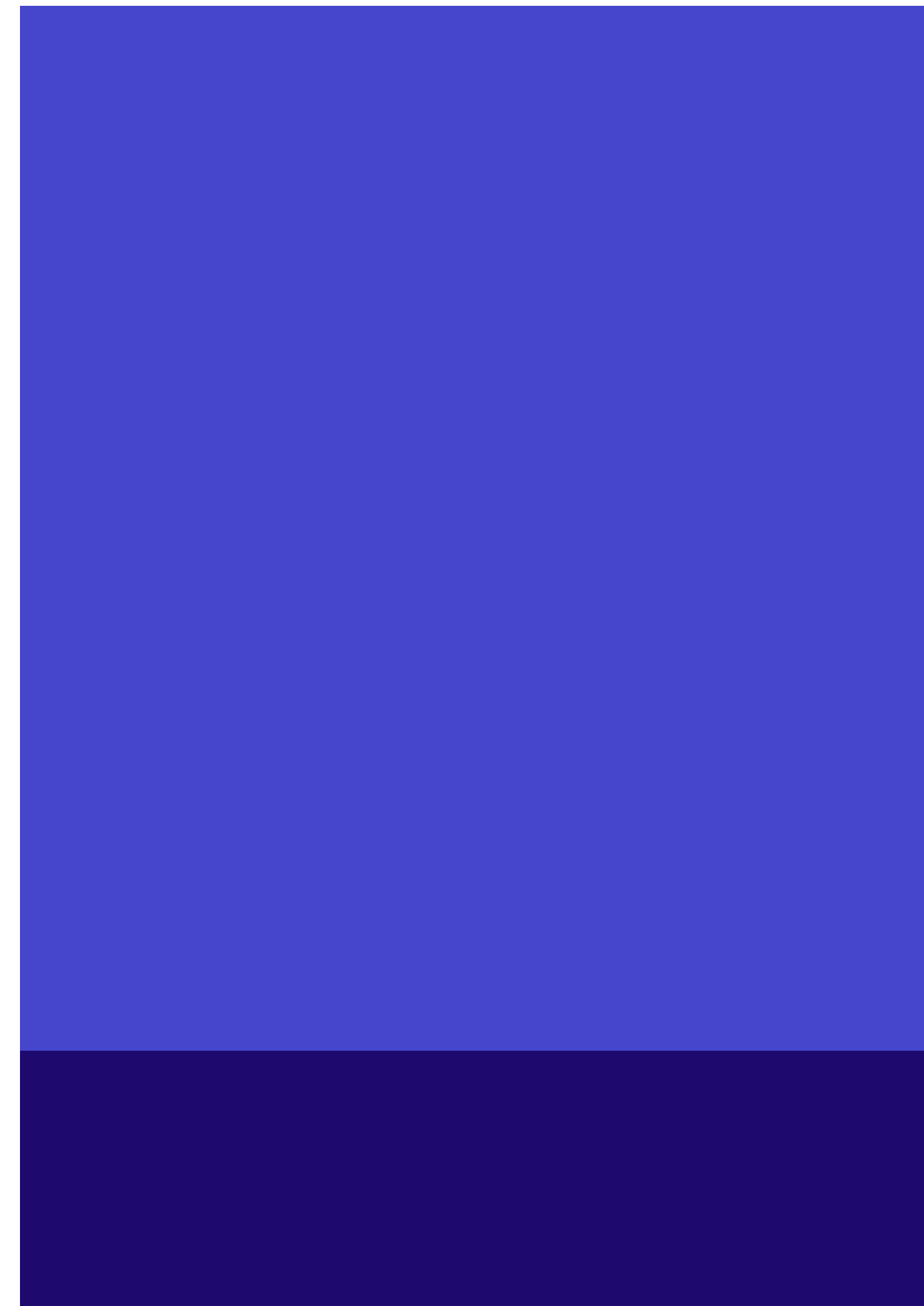
Specific formats: A4 vertical

A4 – 210×297 mm

A4 VERTICAL – 5×5 GRID



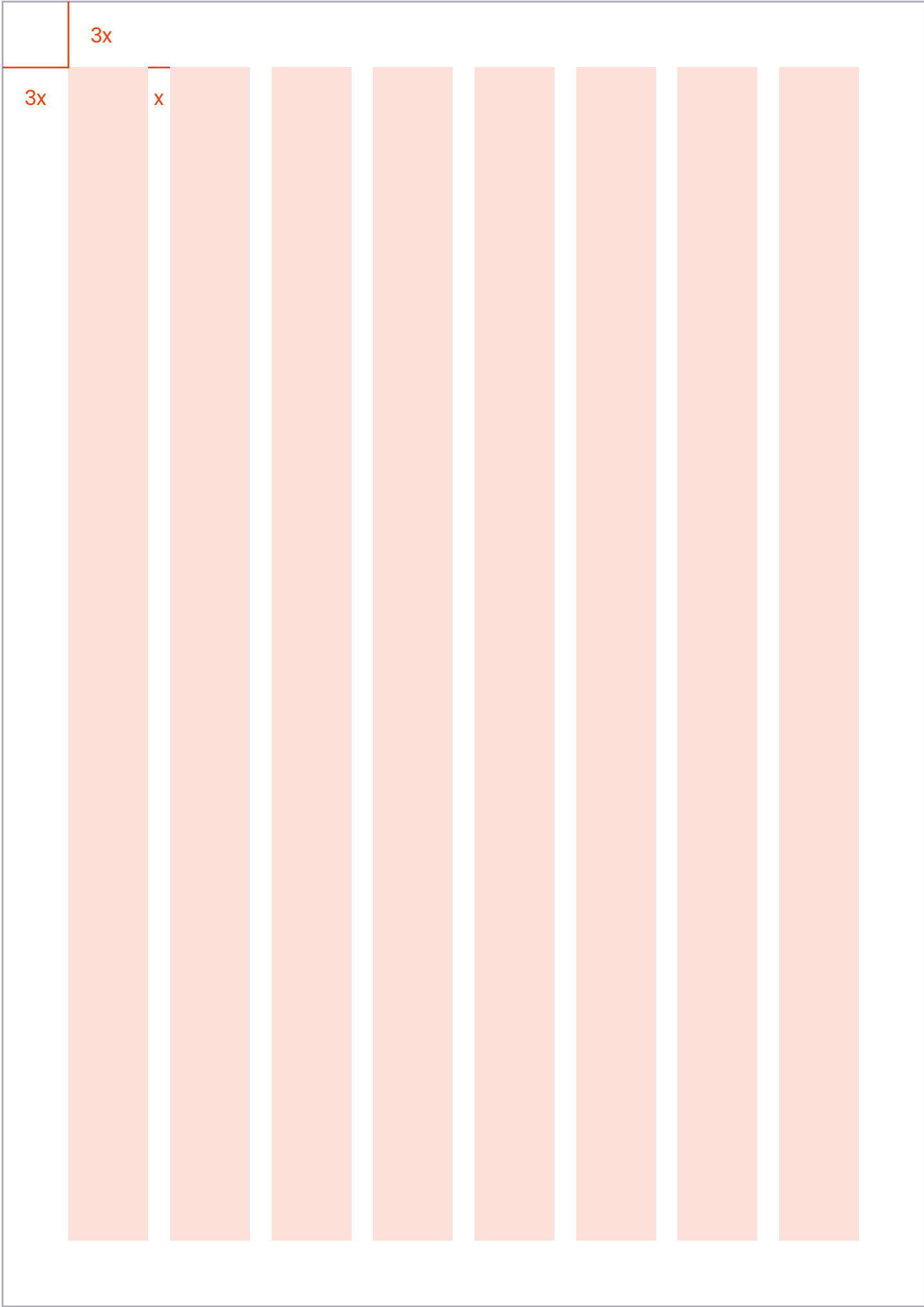
HOW TO CREATE BACKGROUNDS?



Specific formats: A4 vertical

A4 – 210×297 mm

A4 VERTICAL – MARGINS & COLUMNS

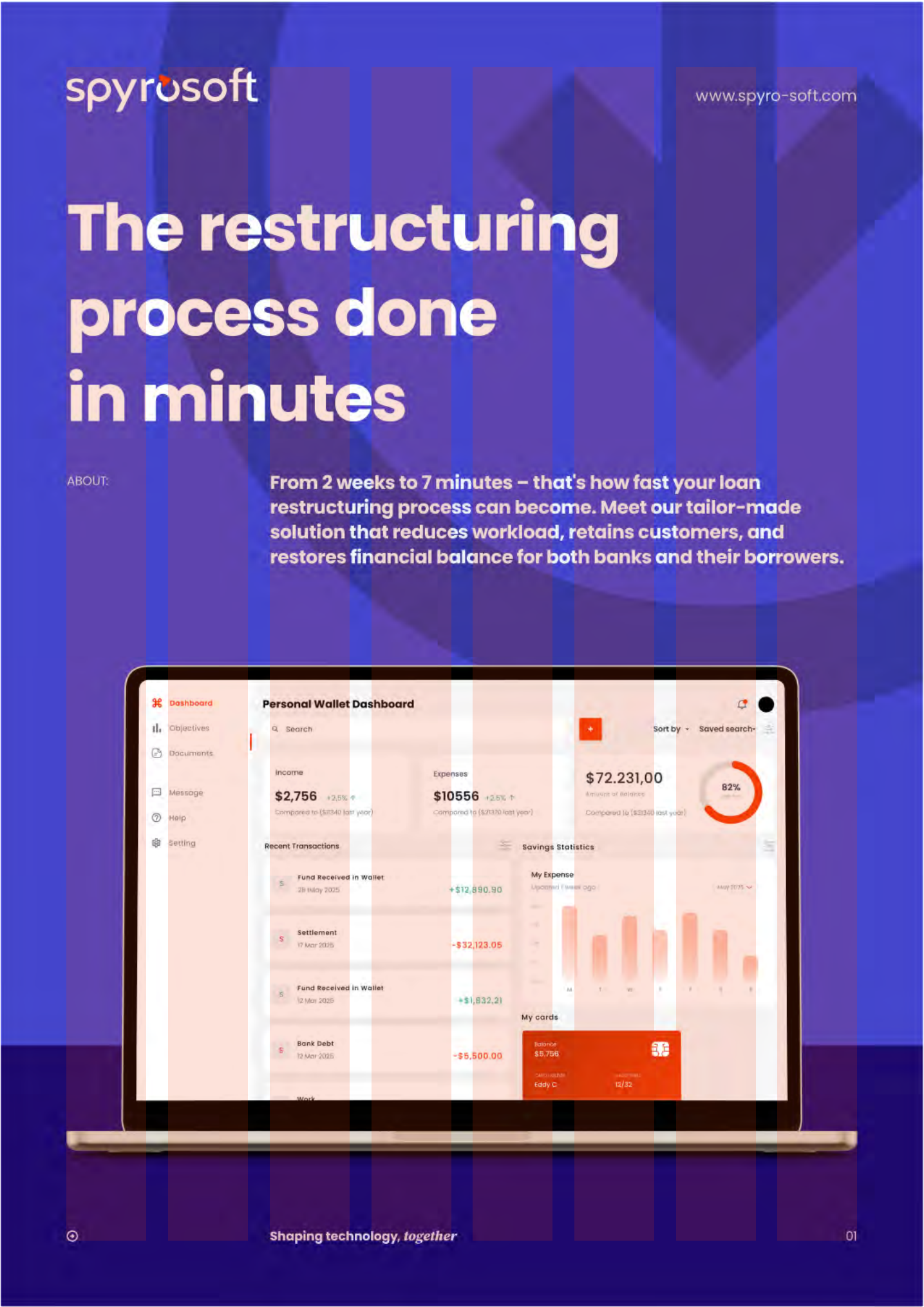


SIZES IN THIS FORMAT

X = 5 mm

3X = 15 mm

A4 VERTICAL – LAYOUT EXAMPLE



Specific formats: A4 vertical

A4 – 210×297 mm

A4 VERTICAL – LAYOUT EXAMPLES



Building resilient & high-performing systems in the cloud

How to leverage managed services

After go-live

Once your cluster is live, it's yours to run. If you don't have the in-house team to operate it day to day, we also offer an ongoing management service for the cluster.

How we start: the discovery audit

Every engagement begins with a fixed-price, productised discovery audit. It's a low-risk way to get a clear, de-risked migration plan before committing to the larger project. You pay a known fee, not an open-ended hourly bill, and receive a plan your own architects can trust. Thanks to our AI-assisted method, the audit is priced 20–40% below a traditional consulting assessment.

	One cloud	Hybrid estate	Regulated
Best for	Up to ~15 workloads, one cloud	~16–60 workloads, hybrid	60+ workloads, regulated
Team	Cloud architect	Architect + security engineer	Architect + security + lead
Typical duration for	~1 week	~2–3 weeks	~4–6 weeks
Fixed price (ex VAT)	€9,500	€24,000	From €55,000

Every audit delivers: a current-state inventory and dependency map; a migration readiness and risk assessment; a target-state architecture on your new sovereign platform; a migration strategy with a disposition (the 6 Rs) for every workload; a phased roadmap; and an effort and cost estimate. It's all captured in an executive summary and technical report, reviewed and signed off by our architects and security engineers. Security and compliance findings are included from the hybrid estate scope upwards.

We can credit part or all of the audit fee against a signed migration engagement, so the first step costs next to nothing if we go ahead together.

Start with a free 30-minute scoping session

Book a 30-minute Workload and TCO session with a Spyrosoft architect. We'll review your current estate, pinpoint the biggest cost and sovereignty opportunities, and recommend the right audit scope – with no obligation.

Contact us:



Filip Róžański
HEAD OF MANAGED SERVICES



+48 786 943 366



fro@spyro-soft.com

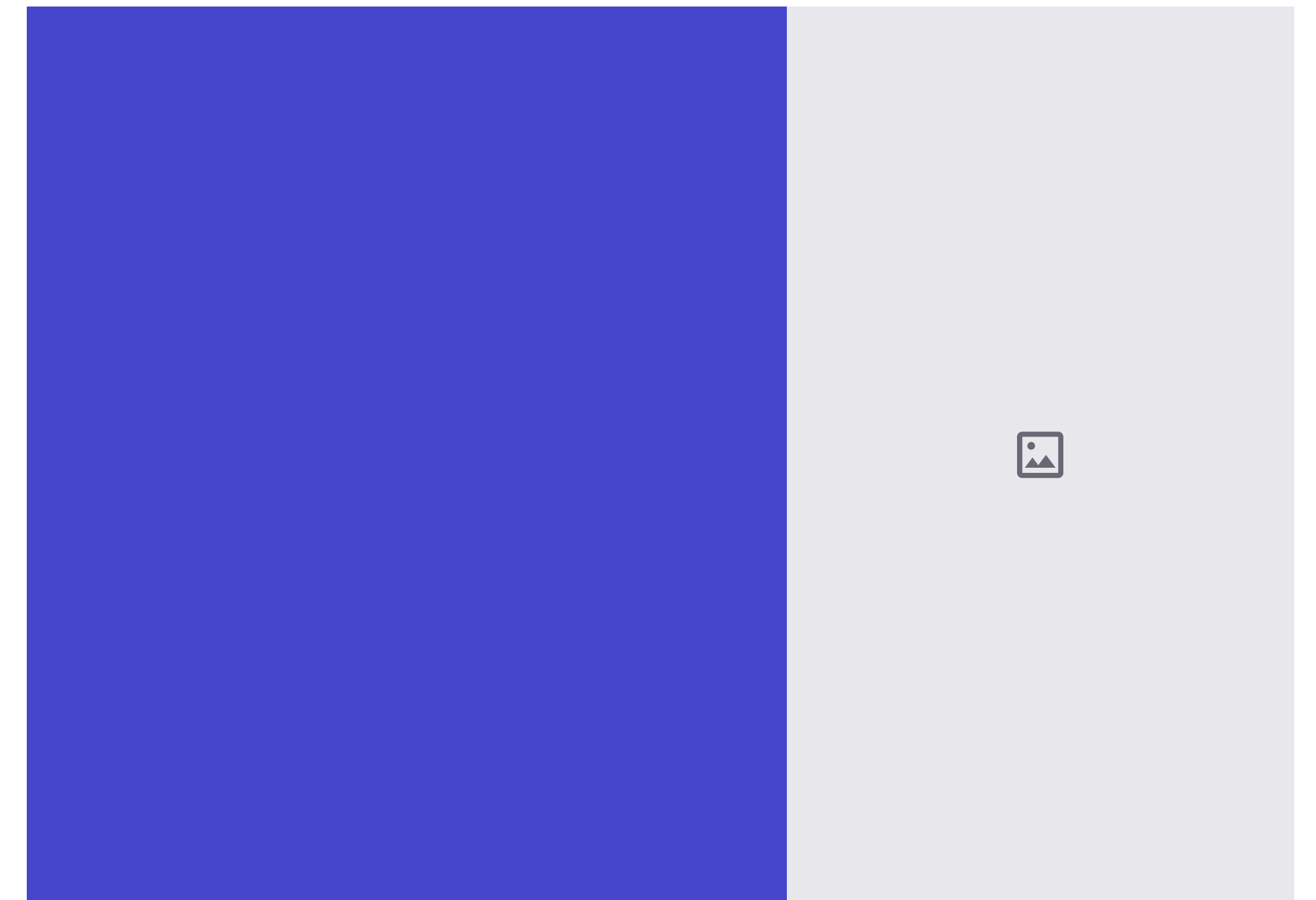
Specific formats: A4 horizontal

A4 – 210×297 mm

A4 HORIZONTAL – 5×5 GRID



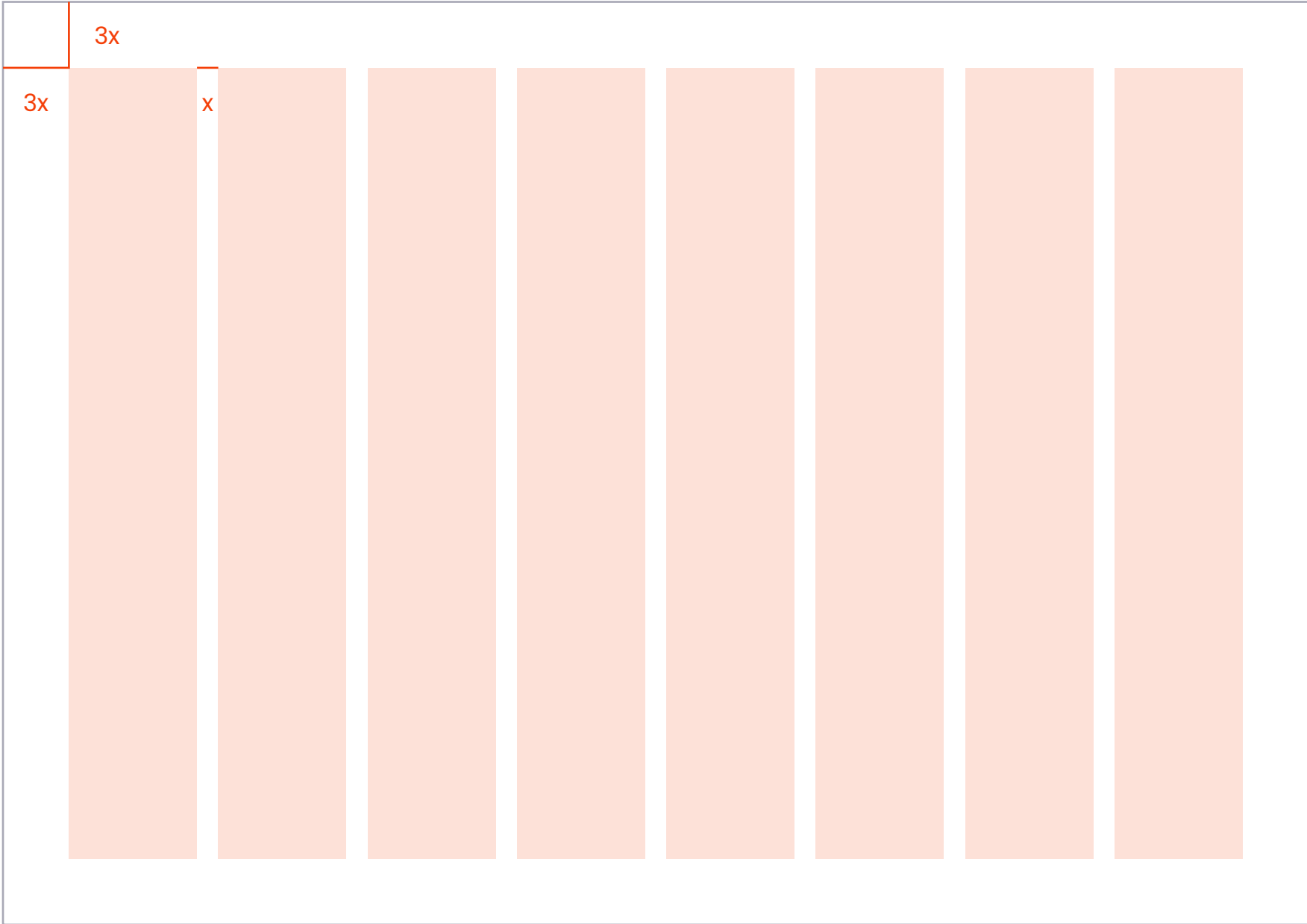
HOW TO CREATE BACKGROUNDS?



Specific formats: A4 horizontal

A4 – 210×297 mm

A4 HORIZONTAL – MARGINS & COLUMNS

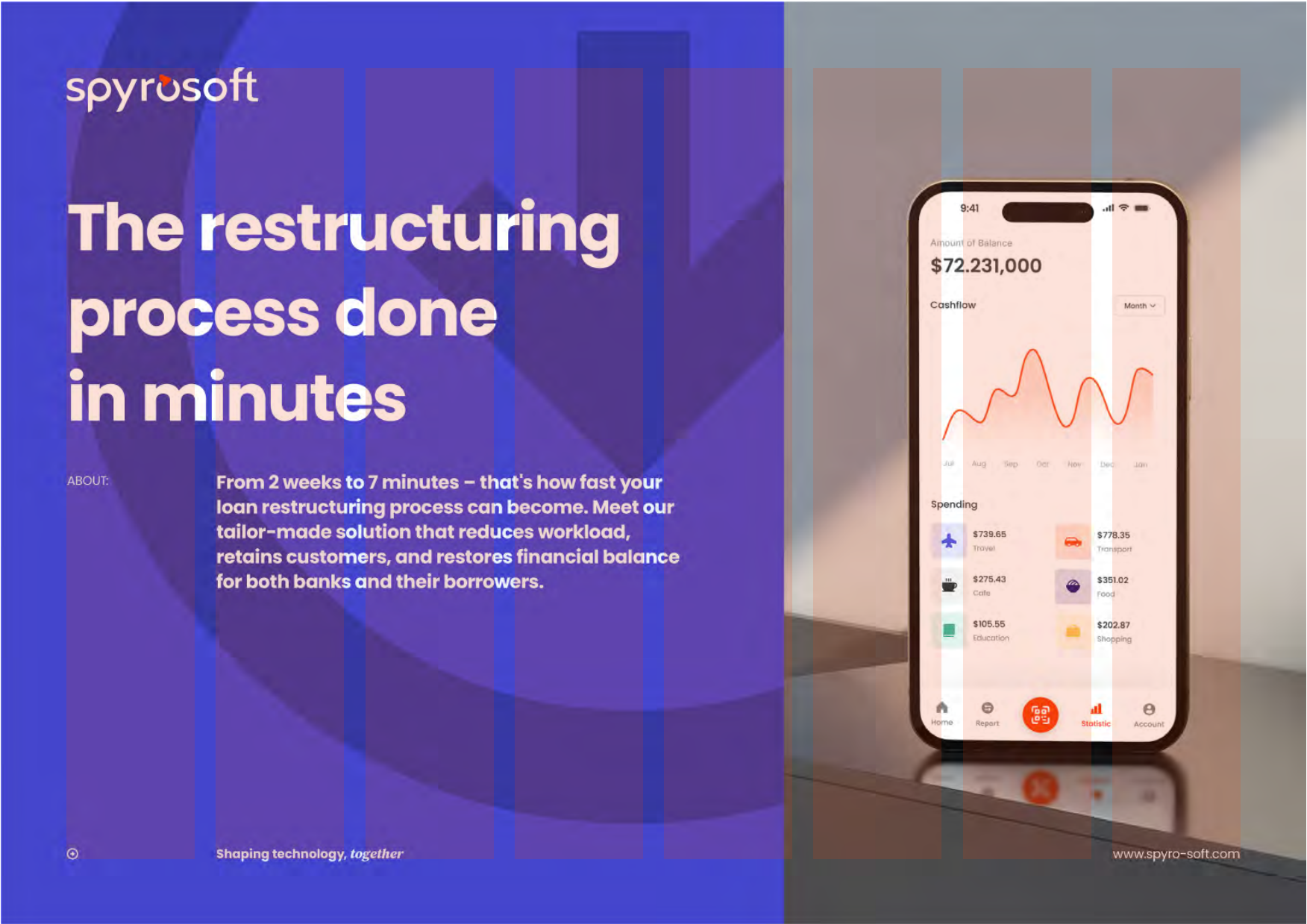


SIZES IN THIS FORMAT

X = 5 mm

3X = 15 mm

A4 HORIZONTAL – LAYOUT EXAMPLE



Specific formats: A4 horizontal

A4 – 210×297 mm

A4 HORIZONTAL – LAYOUT EXAMPLES

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Sharper code, proven gains: Our results with nVidia’s Cursor

Smarter development with Cursor AI

AI in our workflows improves efficiency, clarity, and code quality especially in projects with high compliance demands. We’ve got the numbers to back it up.

80% less time spent*
on generating and maintaining public class documentation

50% faster
production of clear, structured technical documentation

30% less effort
to reach up to 100% unit test coverage (where applicable)

20% faster
identification and resolution of code violations

Shaping technology, *together*

www.spyro-soft.com

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Understanding the Context: Healthcare & Life Science Sector Challenges

Quality is essential in Healthcare & Life Science software development, ensuring patient safety and efficiency. At Spyrosoft, we streamline compliance with regulations like MDR and FDA, protecting patient data while maintaining high standards. Our quality assurance practices ensure reliability, and our focus on risk management aligns with ISO 14971 and IEC 62304 standards. We design solutions for seamless interoperability & scalability, empowering healthcare organizations to enhance patient outcomes amid complex compliance challenges.



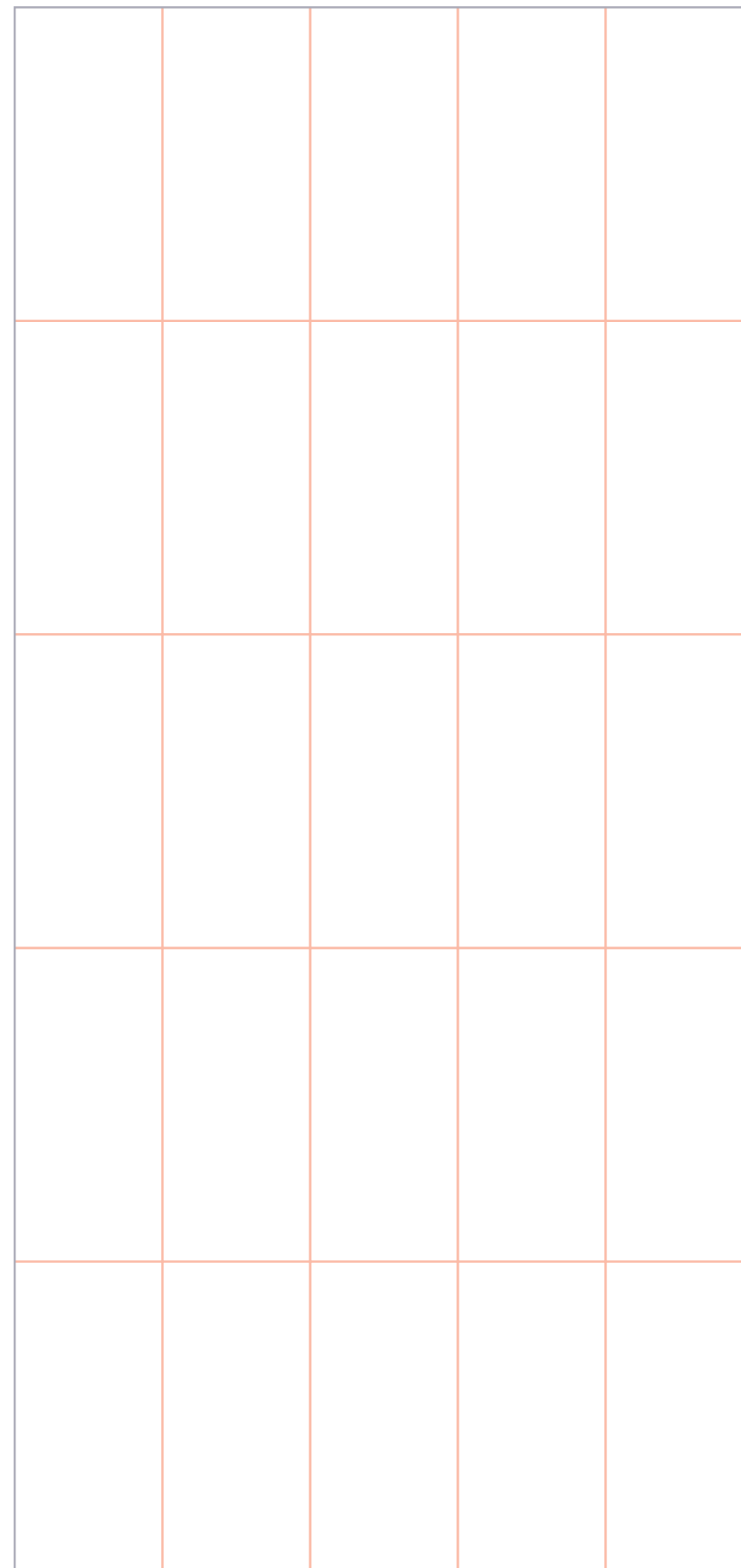
Krzysztof Minicki
DIRECTOR OF HEALTHCARE & LIFE SCIENCE

Shaping technology, *together*

Specific formats: DL

DL – 99×210 mm

DL – 5×5 GRID



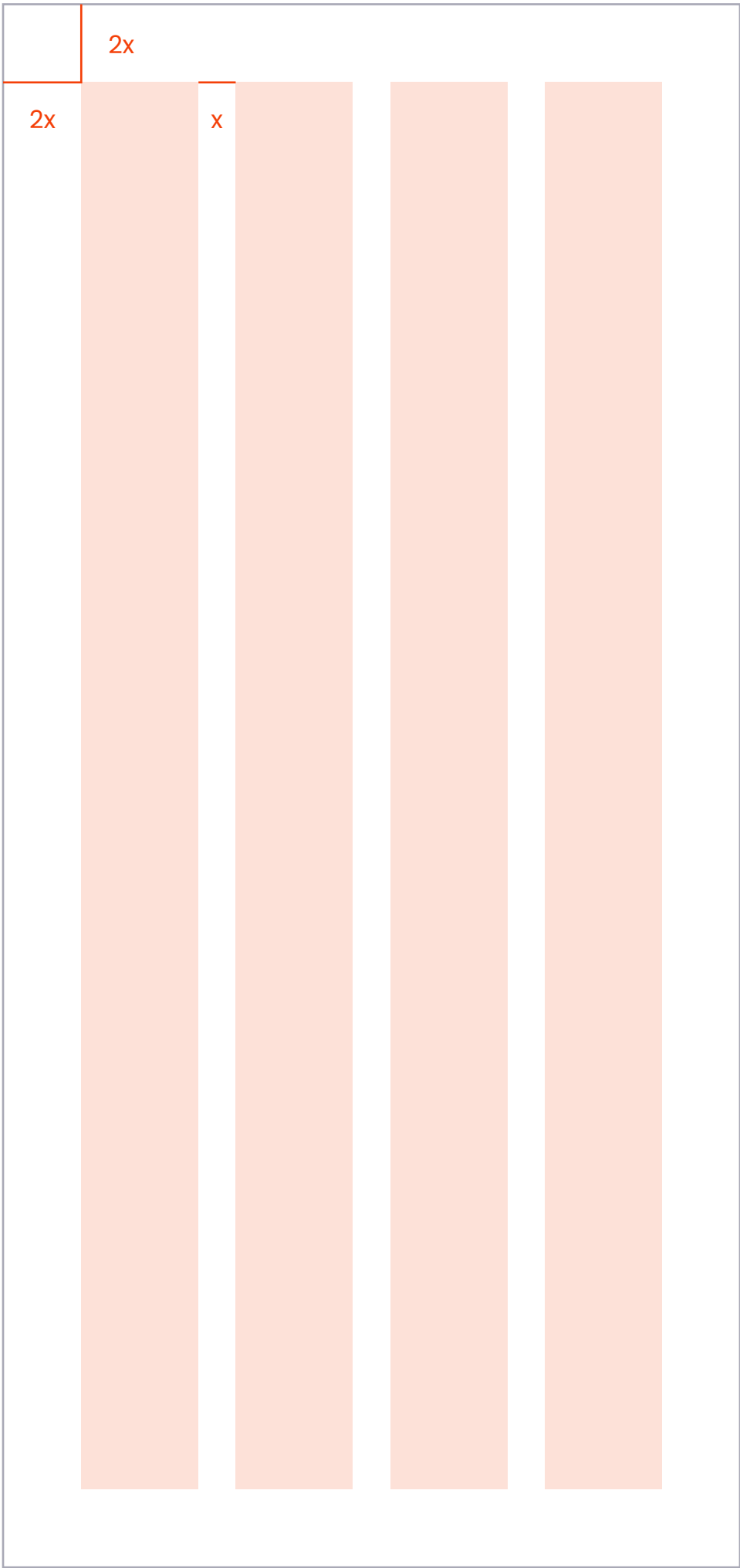
HOW TO CREATE BACKGROUNDS?



Specific formats: DL

DL – 99×210 mm

DL – MARGINS & COLUMNS



SIZES IN THIS FORMAT

X = 5 mm
2X = 10 mm

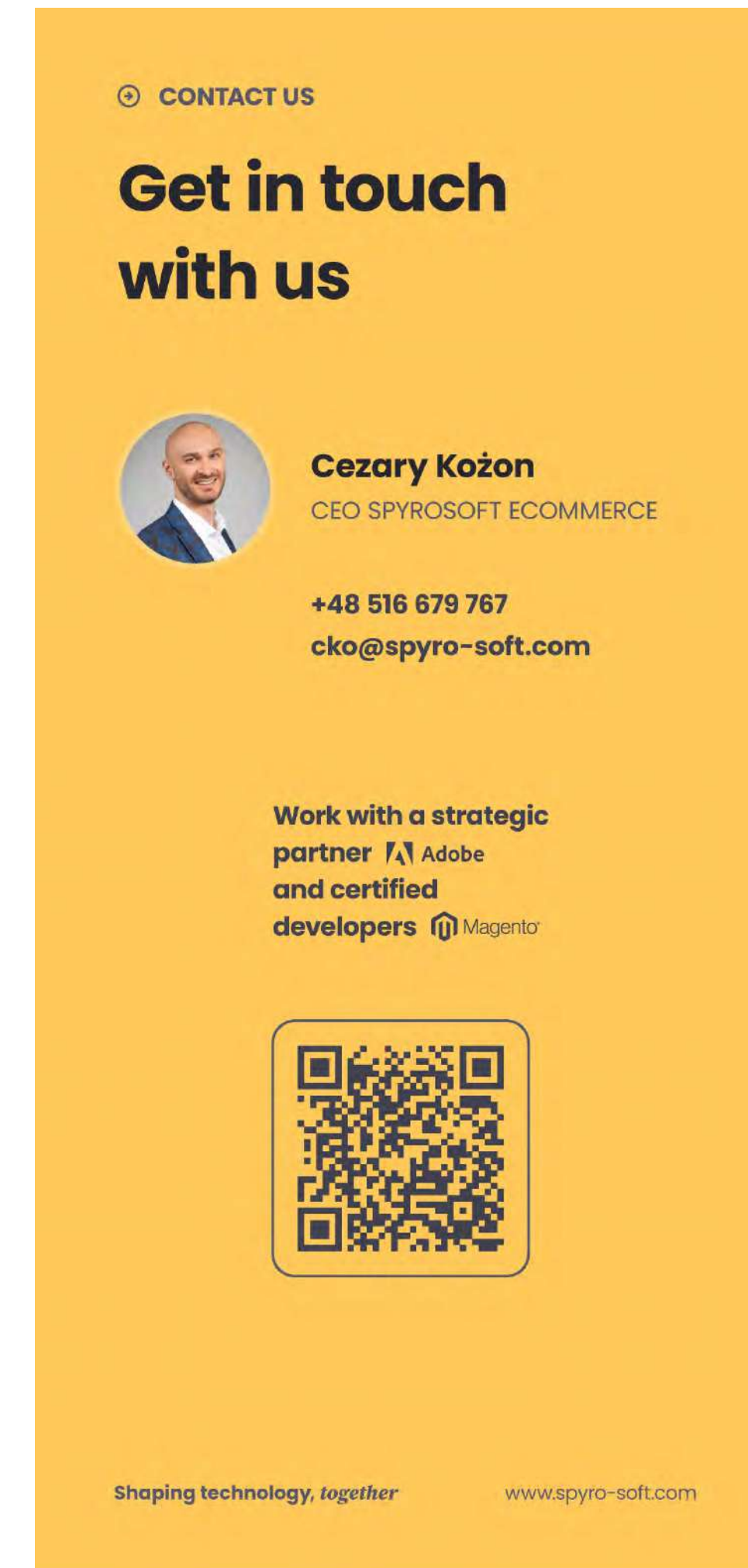
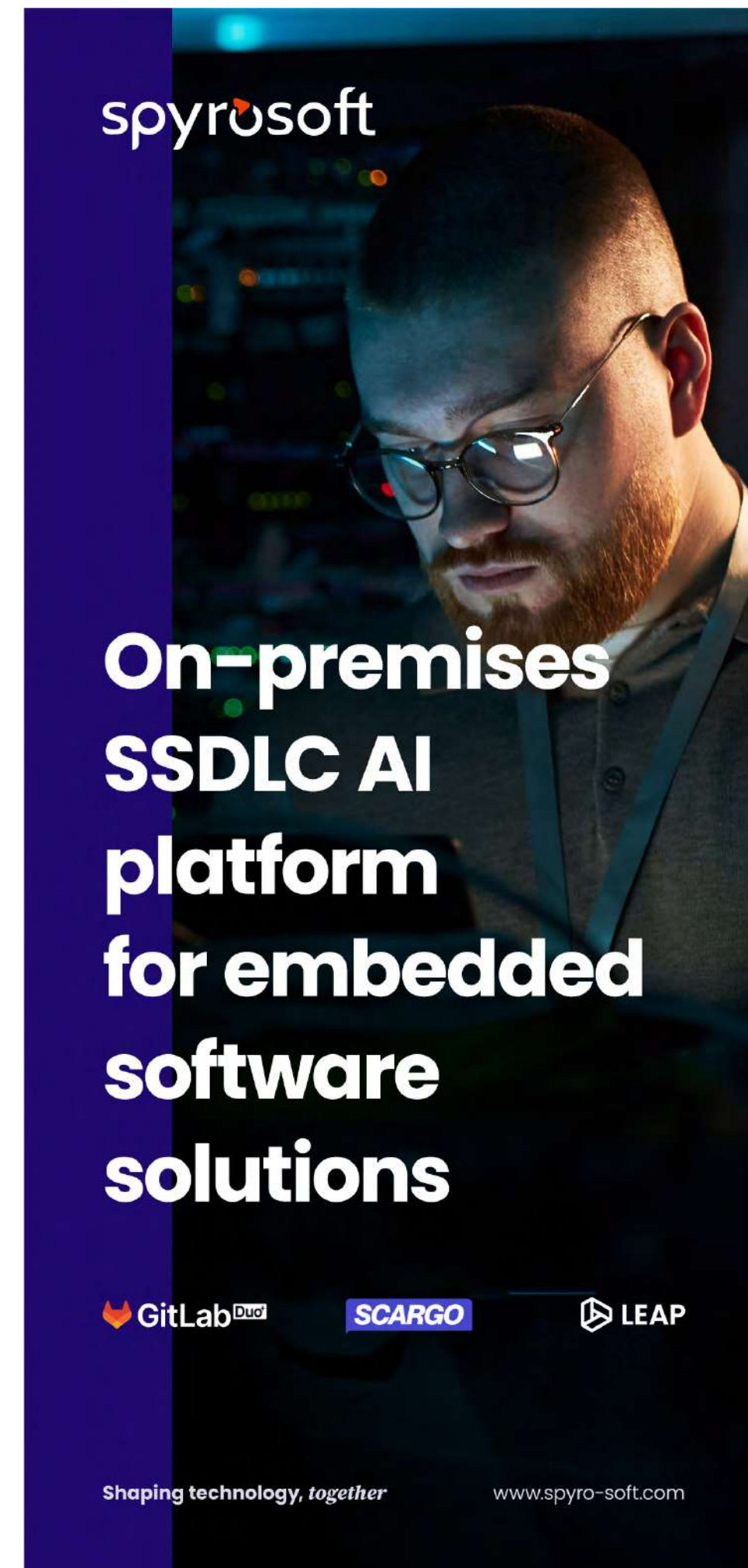
DL – LAYOUT EXAMPLES



Specific formats: DL

DL – 99×210 mm

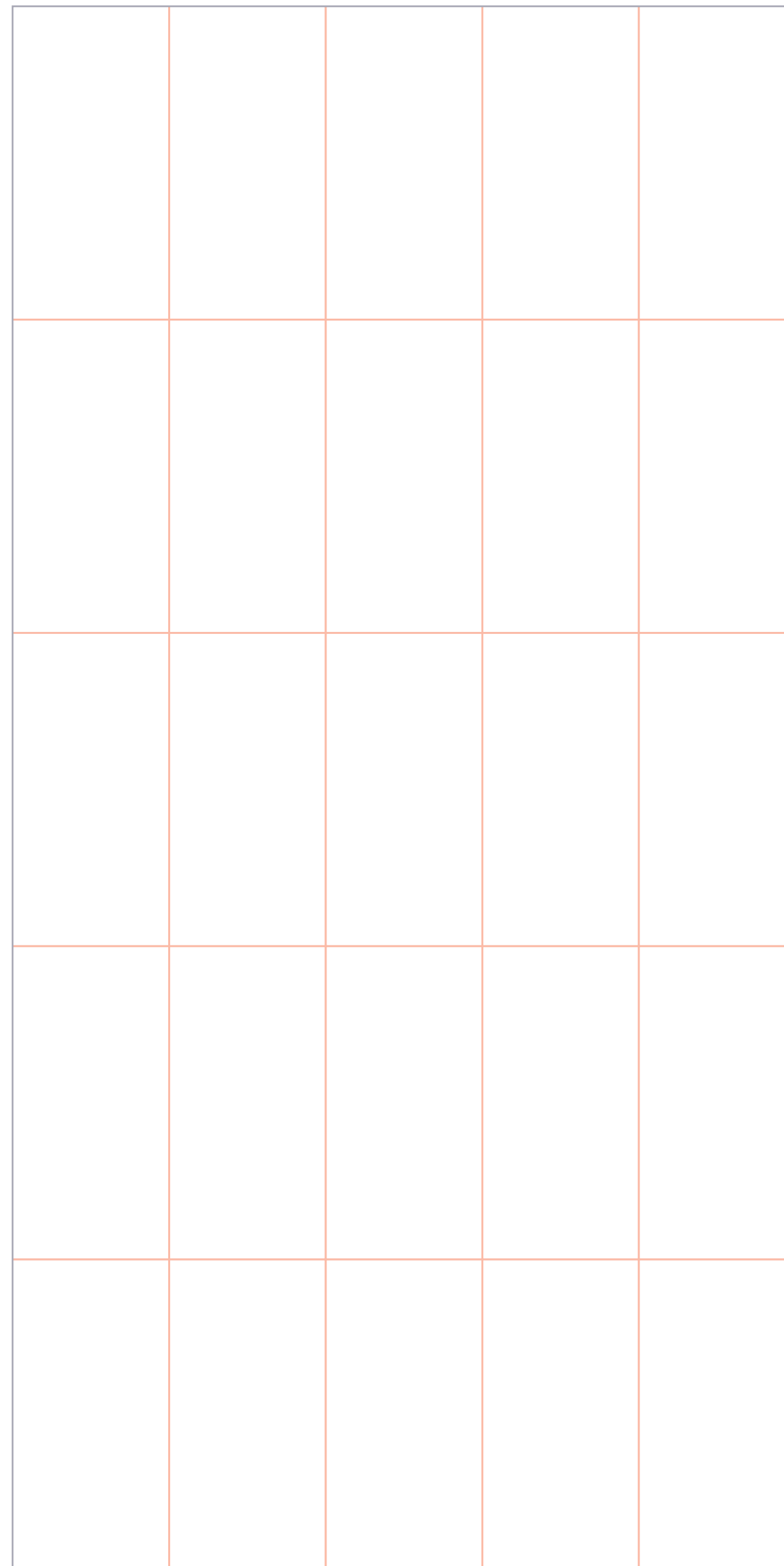
DL – LAYOUT EXAMPLES



Specific formats: rollup 1×2m

1×2 m – 1000×2000 mm

ROLLUP 1×2M – 5×5 GRID



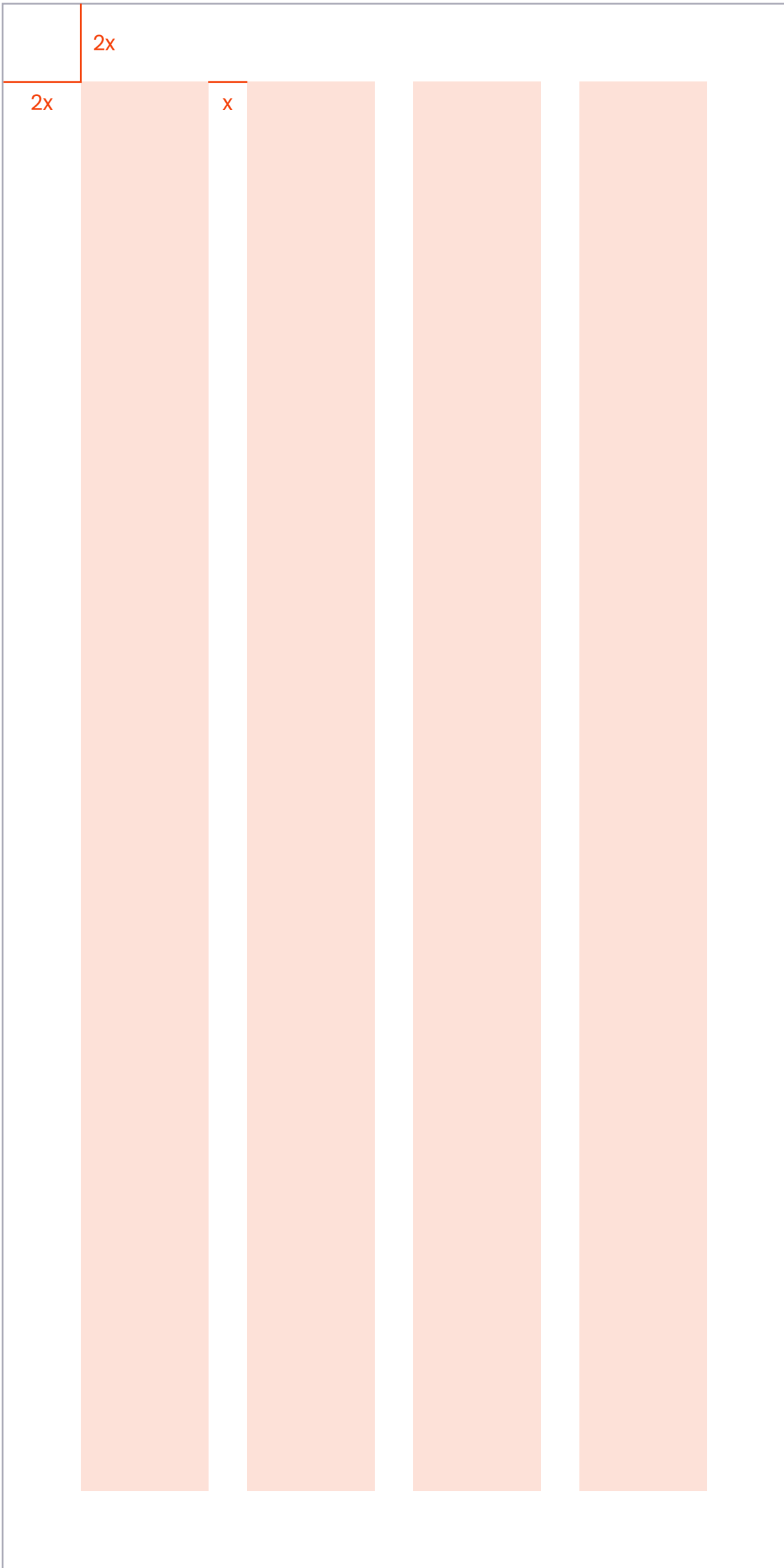
HOW TO CREATE BACKGROUNDS?



Specific formats: rollup 1×2m

1×2 m – 1000×2000 mm

ROLLUP 1×2M – MARGINS & COLUMNS



ROLLUP 1×2M – LAYOUT EXAMPLE



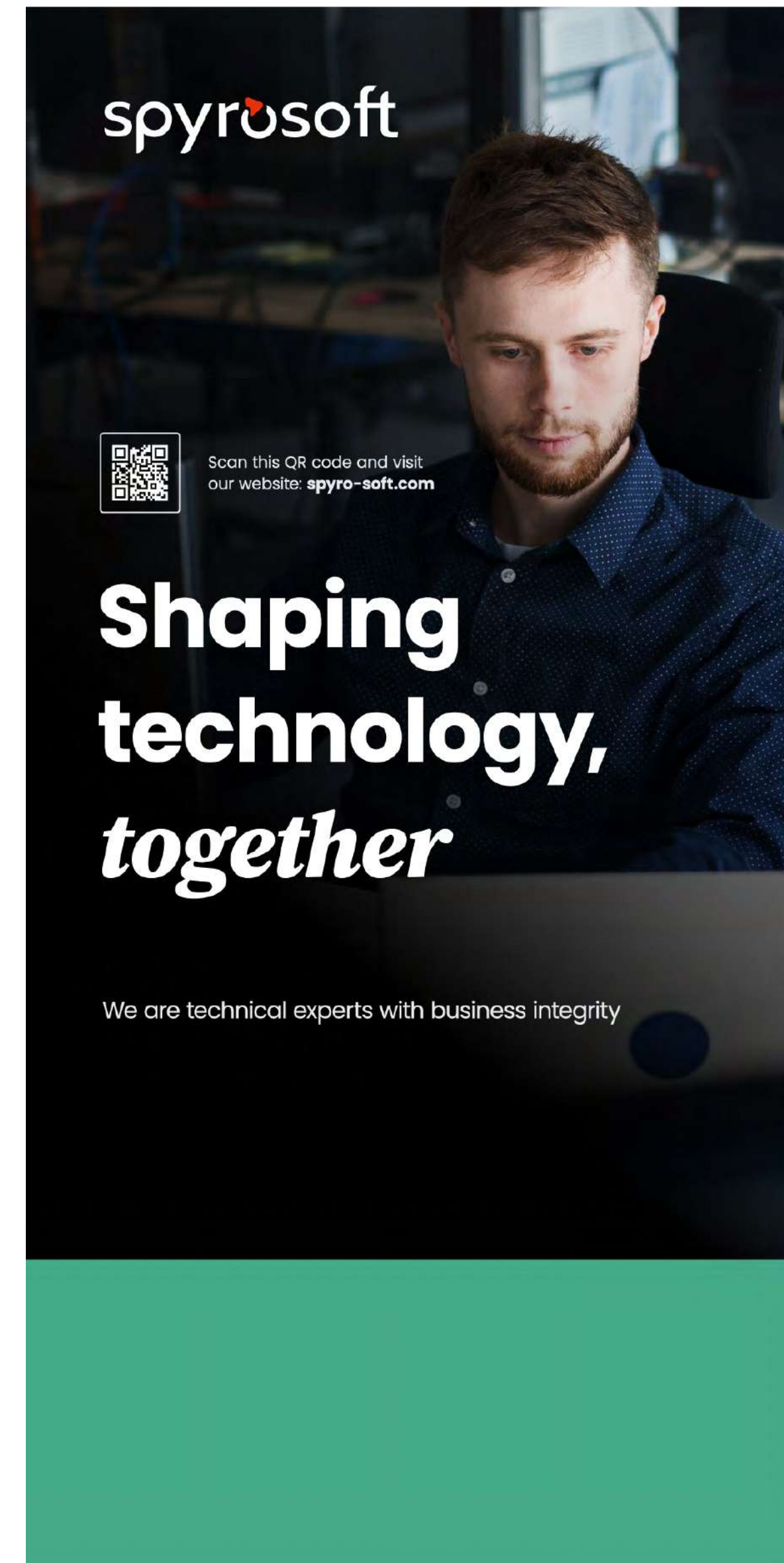
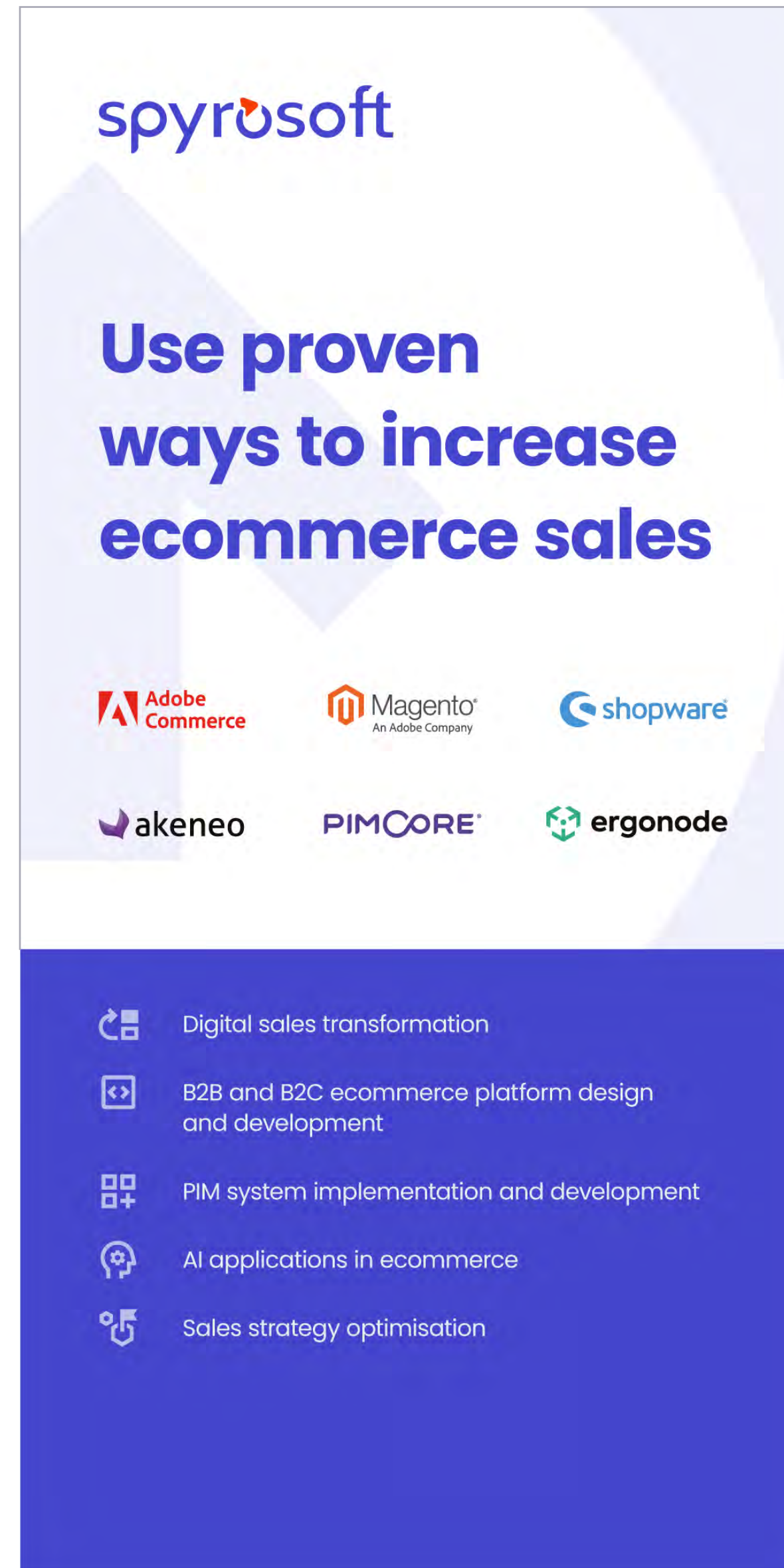
SIZES IN THIS FORMAT
X = 50 mm
2X = 100 mm

➔ BRAND APPLICATIONS

Specific formats: rollup 1×2m

1×2 m – 1000×2000 mm

ROLLUP 1×2M – LAYOUT EXAMPLES

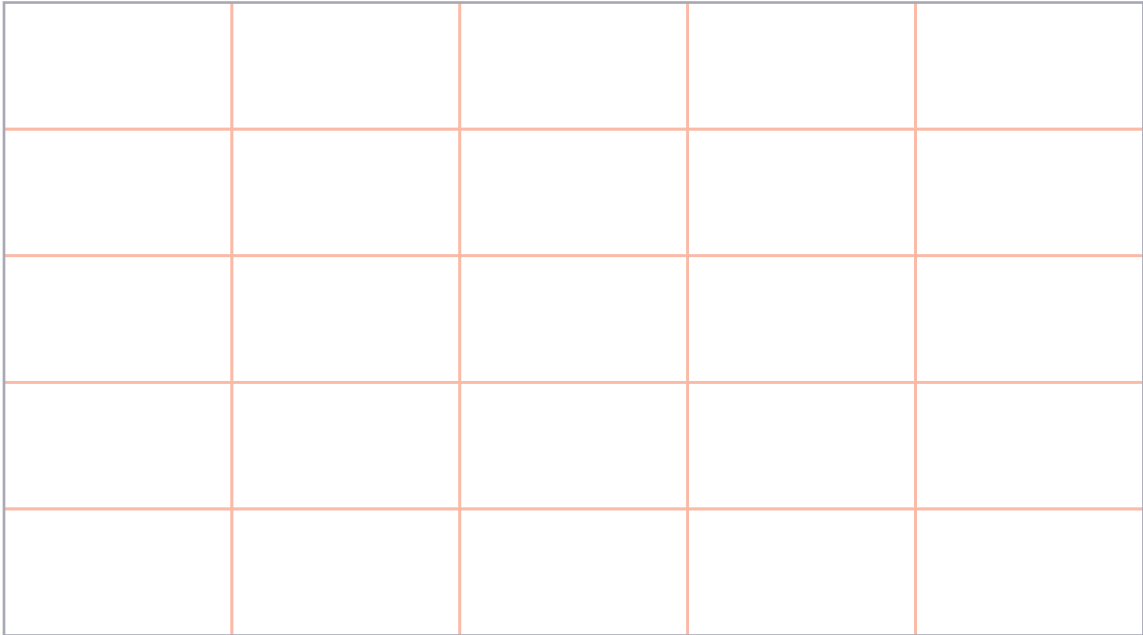
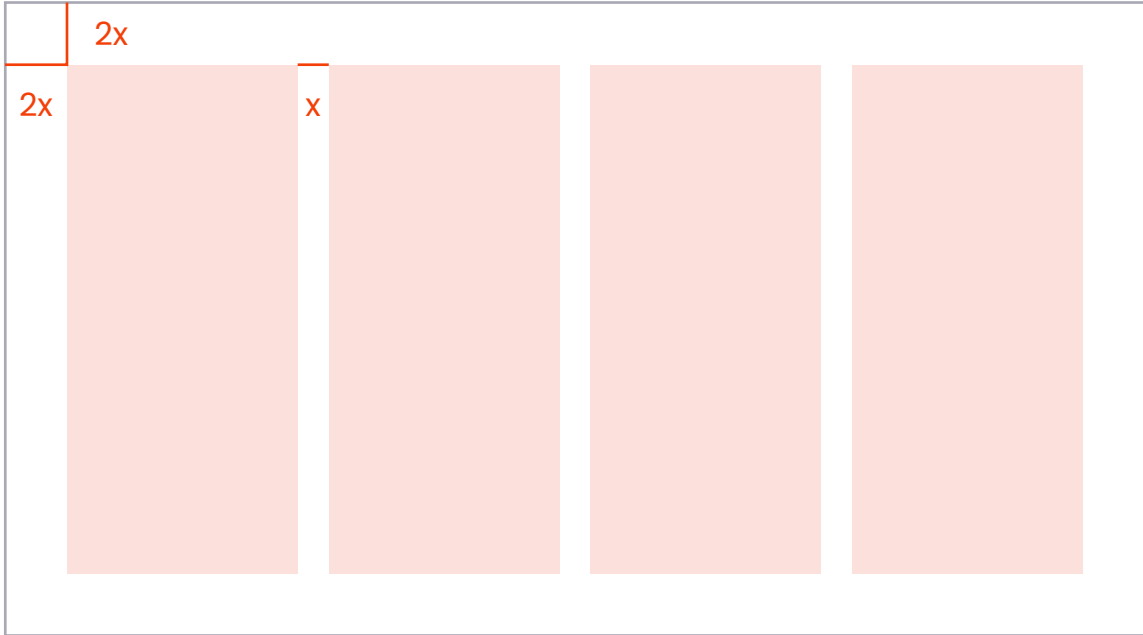
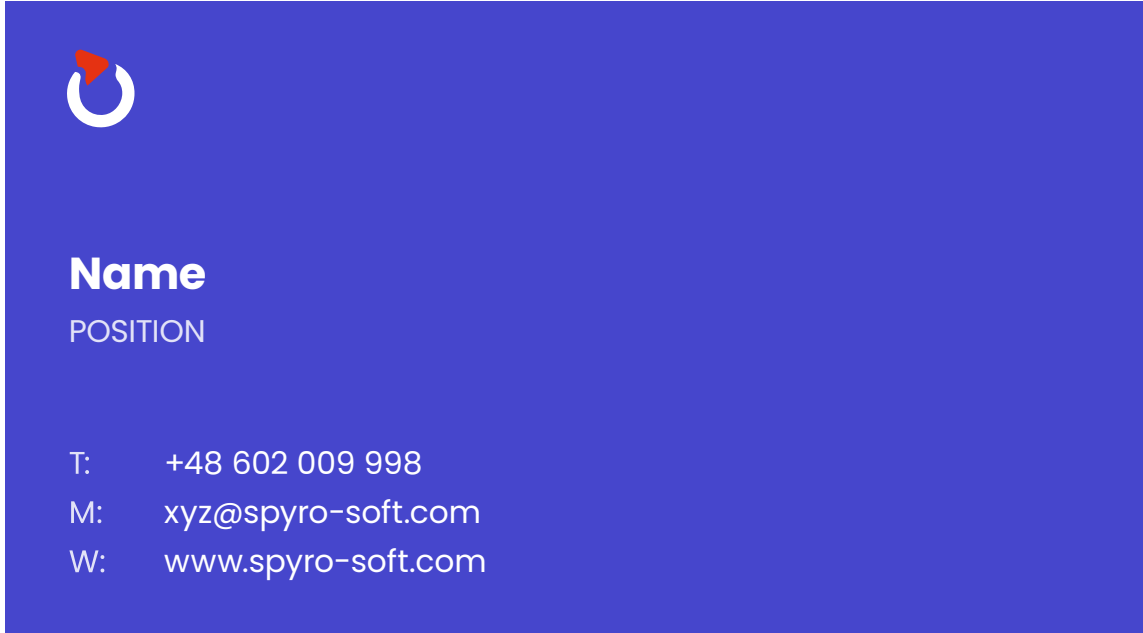


Business cards

This slide presents the design guidelines for business cards in the 90×50 mm format.

The composition is based on a 5×5 grid, with precisely defined margins and columns.

Detailed guidelines for the logo, brand mark, typography, and front and back variants of the business card should be followed.

BUSINESS CARD 90×50 mm – 5×5 GRID		BUSINESS CARD 90×50 mm — MARGINS & COLUMNS		
				
				
		SIZES IN THIS FORMAT X = 2,5 mm 2X = 5 mm		
BUSINESS CARD — FRONT		BUSINESS CARD — BACK (FIRST VERSION)		BUSINESS CARD — BACK (SECOND VERSION)
				
LOGO SIZE 54 × 12,5 mm PRINT FINISHING: 3D SPOT UV		BRAND MARK SIZE 5,32 × 6,125 mm	NAME POPPINS BOLD SIZE: 10 PT COLOUR: WHITE	POSITION POPPINS SIZE: 7 PT CAPITAL LETTERS COLOUR: SPYROSOFT BLUE 100
				CONTACT DETAILS POPPINS SIZE: 7 PT LEADING: 11 PT COLOUR: WHITE

Tables

Tables should follow the same rules for margins and columns established earlier. Use 0.5× spacing between rows and columns, based on a 2× margin.

It is also recommended to keep the entire table within a single colour line to avoid visual clutter.

HORIZONTAL TABLE EXAMPLE (LAYOUT 1920×1080 px)

	0,5 x	0,5 x	0,5 x	2x	
		Staff augmentation	Dedicated software development teams	Software development outsourcing	2x
Scale your lineup as needed	0,5 x	✓	✓	✓	0,5 x
Get our devs on your team(s)		✓	—	—	0,5 x
Get an entire team working with/for you		—	✓	✓	0,5 x
Manage the team yourself		✓	✓	—	0,5 x
Leave the project management to us	2x	—	—	✓	0,5 x
2x					

SIZES IN THIS FORMAT

0,5X = 15 px

2X = 60 px

Tables

HORIZONTAL TABLE EXAMPLE (LAYOUT 1920×1080 px)

	0,5 x		2x	
	Support lines	L1 & L2 & L3		
		0,5 x	0,5 x	2x
	Core challenges	Volume & efficiency: • High frequency of repeatable queries • Unpredictable workload peaks • SLA violation due to high abandonment rates • Support outside business hours • Multilingual requirements	Knowledge management: • Information overload for agents	Operational consistency: • Agent onboarding, retention, and training • Compliance with standardized scripts
				0,5 x
	Solutions	Automation: Generative AI for chat and voice assistants to handle routine queries efficiently.	Knowledge access: Search engine RAG (Retrieval-Augmented Generation) for quick and accurate information retrieval.	Call analytics: Real-time and offline coaching for script adherence & compliance checks.
				0,5 x
2x	Use cases	Customer support Technical support Sales Claims processing Policy management		
	2x			

SIZES IN THIS FORMAT

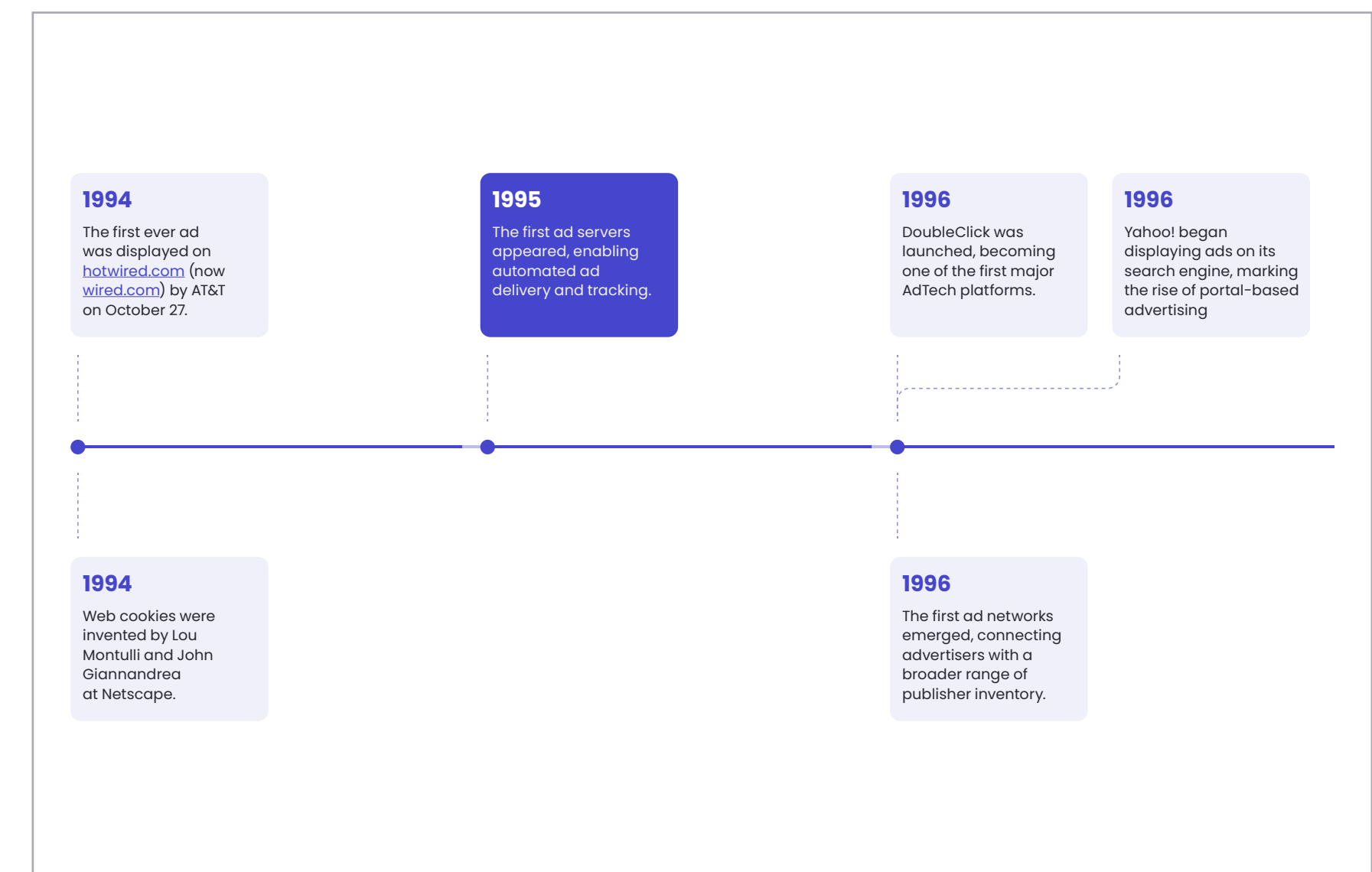
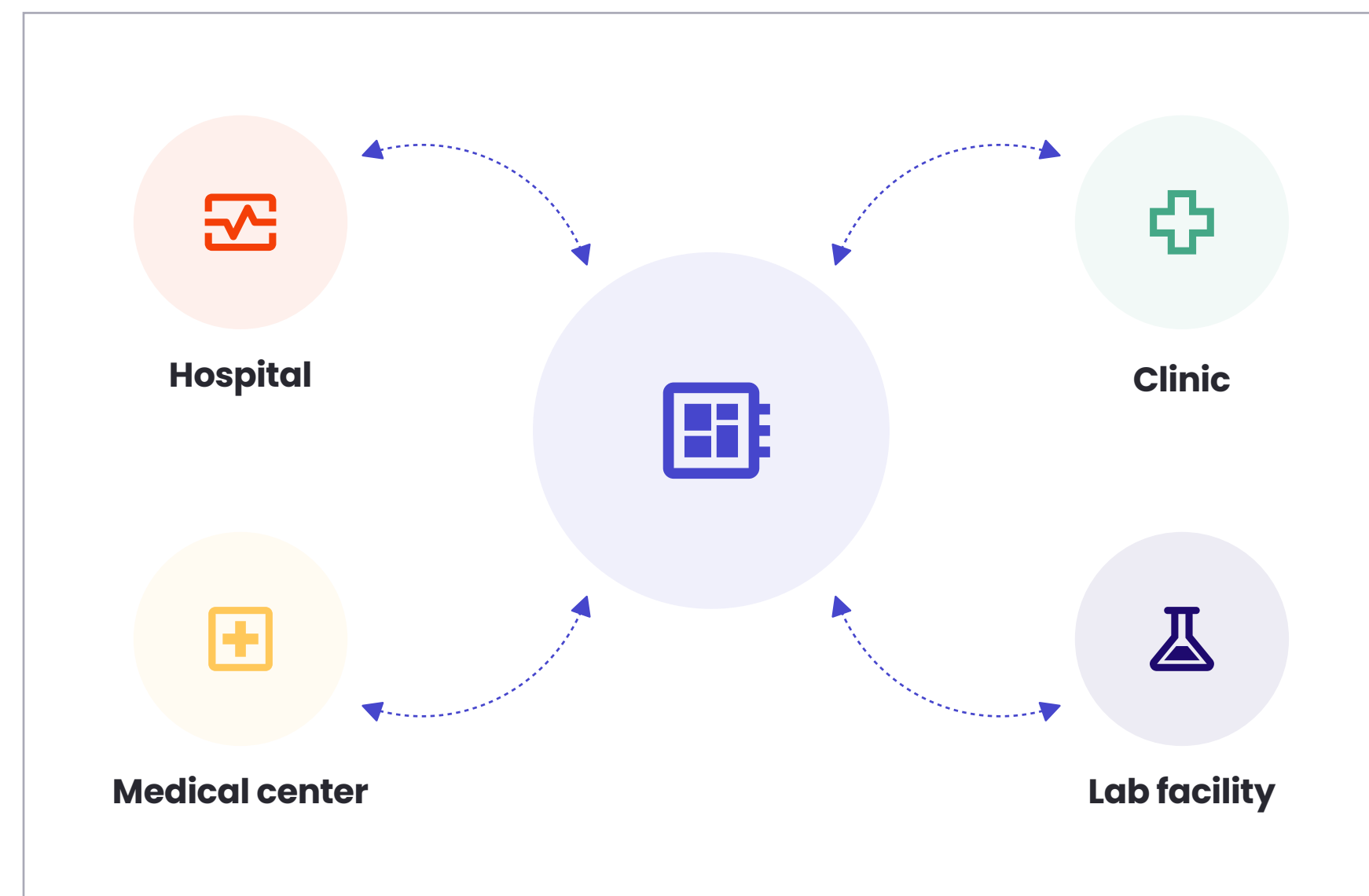
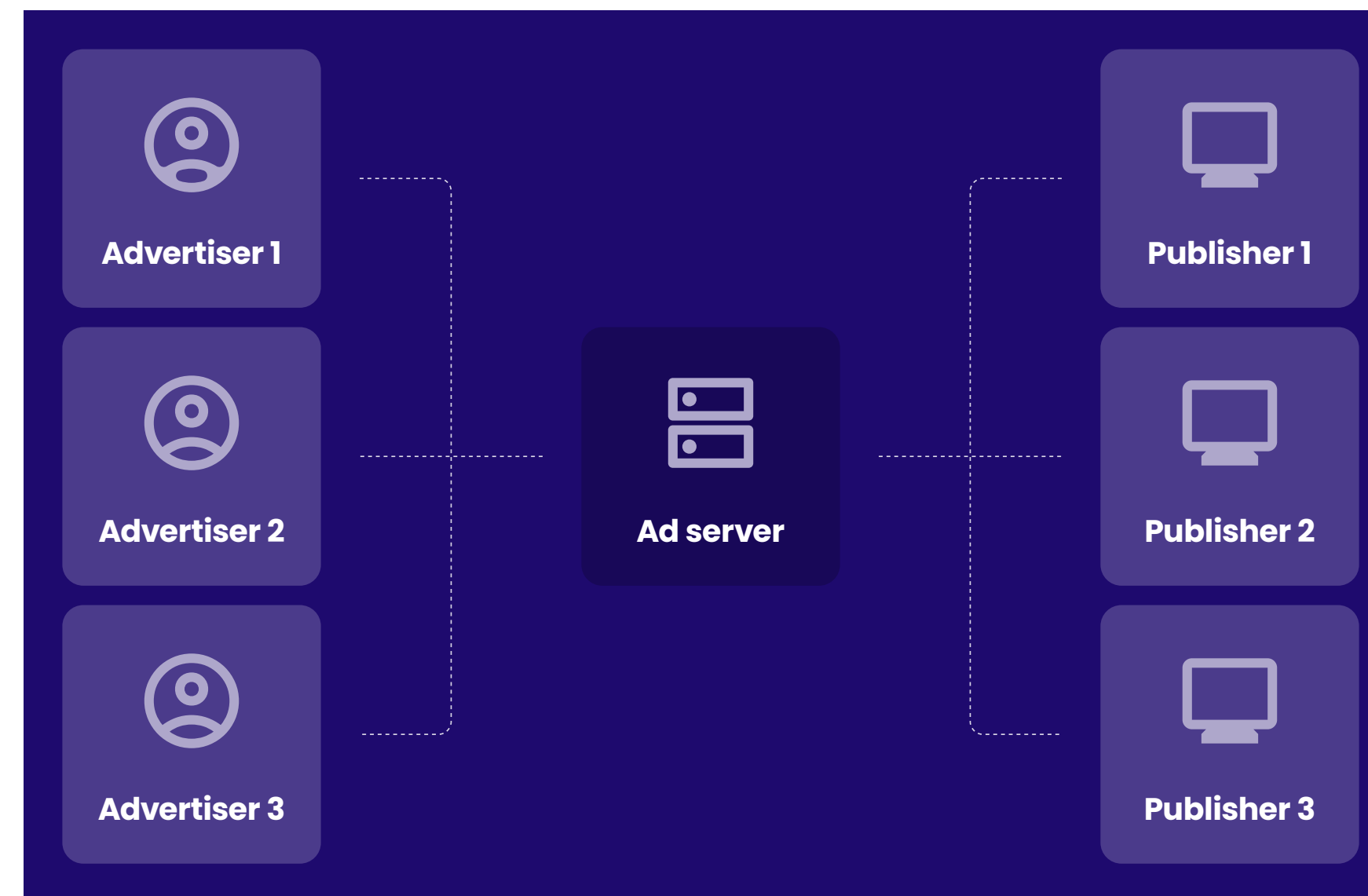
0,5X = 15 px

2X = 60 px

Infographics, illustrations, & diagrams

- Work within a single colour scheme: the background and icon should use colours from the same colour line.
- To highlight an element more strongly, you may use additional colours. Make sure they are not mixed within a single message.
- Use backgrounds with rounded corners or circular backgrounds beneath icons.
- Place text within the background or below it.
- Use solid and dashed lines to show different meanings, for example in timelines.

EXAMPLES OF INFOGRAPHICS, ILLUSTRATIONS, AND DIAGRAMS



CONTACT:

If you have any questions about the Spyrosoft brand guidelines, or need guidance on a case not covered in this document, please contact our Brand Design Team.



Marcin Broniecki

SENIOR BRAND DESIGNER AT SPYROSOFT



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