



Softtek[®]

Brand System



**I.
Foundations
of Our Identity**

The Basis of Our Visual Expression

This manual is not just a visual guide; it is a living expression of who we are and how we wish to be perceived. It brings together the principles that shape our **graphic** identity, but also the values, personality, and vision that define us as a brand.

Above all, we aim to ensure that regardless of country, language, or channel, Softtek communicates with consistency, clarity, and purpose. From Argentina to India, from Mexico to China, this document serves as a tool to align efforts, strengthen our sense of belonging, and consolidate our global presence with a unified voice.

The **Global Image** area is responsible for keeping this manual up to date and aligned with the evolution of our brand. If you have questions, suggestions, or need support applying these guidelines, feel free to **contact us** at: global.image@softtek.com.

Brand Essence

Softtek was founded on the belief that technology can be a positive force for change. For over four decades, we've helped organizations around the world evolve, grow, and adapt—always guided by a vision that blends progress, closeness, and purpose. Our culture is built on collaboration, trust, and a desire to transcend.

Our brand reflects this spirit with a personality that's agile, resilient, and deeply human. We think like engineers and act like business allies: precise, creative, and committed to solutions that generate real impact. Our voice is clear and empathetic, reflecting an identity that combines technical expertise with cultural sensitivity.

Just like our isologo—a dynamic network of expanding dots—Softtek represents the connection between people, ideas, and technologies. It is a brand that grows with its clients, adapts without losing our essence, and understands that innovation isn't a destination—it's a shared journey.

That's why we focus on partnering with organizations that want to transform their operations with intelligence, speed, and vision. Companies that value closeness, adaptability, and experience find in Softtek a trusted partner that understands their challenges and shares their ambition to build a better future.

The background features a series of overlapping circles. The circles on the far left and far right are filled with a light purple color. The central circle is white and contains the text. All circles are outlined in a vibrant blue color.

II. Graphic Identity

Brand

A brand is the promise of an experience and the unique identity that sets an organization apart in the minds of its audiences. In Softtek's case, that identity has been shaped by the collective efforts of many independent and organic entities that, when integrated with consistency, form a strong and authentic whole.

Softtek's **isologo** reflects this essence. Its simple and classic design, paired with a **typeface** that conveys strength and permanence, represents an organization capable of adapting and evolving without losing its foundation. Softtek connects these principles: it is a visual expression of our values—firm in purpose, flexible to meet clients' needs.

To protect the integrity of our brand, it is essential to use it consistently. That means no edits, distortions, recoloring, or reconfigurations—ever.

You can find official resources and authorized versions of the isologo on the [Global Image](#) site in SharePoint.



Softtek®

Brand
Construction Grid
Clear Space

Construction Grid

To ensure accurate reproduction of the **isologo** at any **scale**, we use a proportional system. By assigning a value "x" to a key element, the relative dimensions of the rest of the **composition** are defined, ensuring visual **balance** and consistency.

Clear Space

To guarantee proper visibility and legibility of the isologo, it is essential to respect the protective area surrounding it. Defined using a base measurement "x," this space ensures that no **graphic** or **typographic** element interferes with its visual presence. It is neither decorative nor optional—it is a fundamental rule for preserving the integrity and strength of our identity.



Brand Minimum Reduction

To maintain legibility and proper **composition** of the **isologo**, reduction limits are established based on the available area:

If the reproduction area is equal to or greater than 3.5 cm², the full isologo (A) must be used.

If the area is smaller than 3.5 cm², it is recommended to use the Softtek name only (B) or the horizontal version*.

These variants ensure that the brand maintains its visual integrity across all formats and **scales**.

***IMPORTANT. All use of horizontal version must be approved by Global Image area.**

Contact: global.image@softtek.com.



Brand Isologo Versions

Softtek's [isologo](#) has four official versions, each designed for specific applications. Proper use ensures a coherent and strong visual expression of our brand across all touchpoints. These versions must be applied in accordance with their guidelines to ensure consistency in our identity.

Original Isologo Version

Features an oval of small green circles surrounding a central row of blue circles. The name "Softtek" uses the same blue as the circles in the [symbol](#). Colors are defined by the [Pantone Matching System](#).

This version represents Softtek's first face to the world: ideal for communications aimed at the public, prospects, and current clients.

Colors used

Green – Pantone 376

Blue – Pantone 295



Brand
Negative Version

This version maintains the original structure but replaces the blue elements with white, keeping the rest of the symbol in green.

Use on dark backgrounds where **contrast** is needed.

Colors used

White 100%

Green - **Pantone 376**



Brand Monochromatic Version

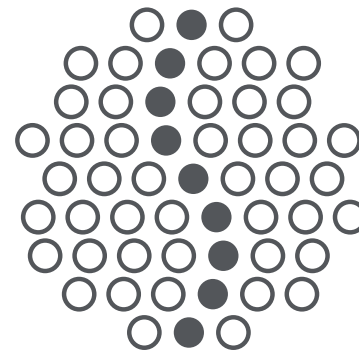
Designed for single-color applications. In this version, the central row of circles is filled; the remaining rest are only outlined.

Ideal for materials where the brand is already familiar, when there are printing restrictions, or for more minimalistic aesthetics.

Defined colors options

White 100%

Gray - [Pantone](#) Cool Gray 11C



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Brand Correct Uses

Proper use of the **isologo** and its variants ensures brand recognition and impact.

The following examples represent the most common applications of the isologo, though they are not limited to these.

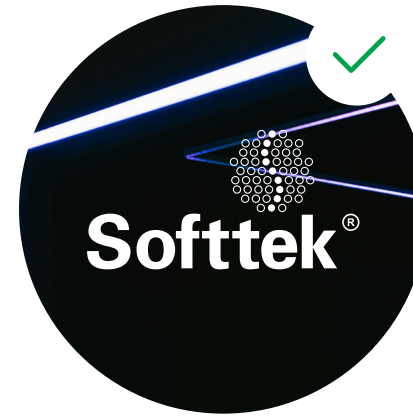
If you have questions about any use not covered here, please **contact**: global.image@softtek.com.



Original version
on light background



Negative version
on dark background



Monochromatic version
on dark background



Monochromatic version in gray
on light background



Use of 'Softtek' name without
symbol and 'Register' symbol



Horizontal version
on dark background



Respecting the isologo clear
space across all versions



Horizontal version on a light
background in limited spaces

Brand Isologo positioning

The **isologo** should always be positioned for maximum visibility, legibility, and brand impact, following these principles:

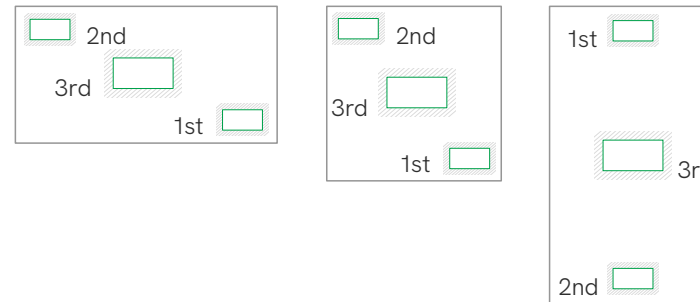
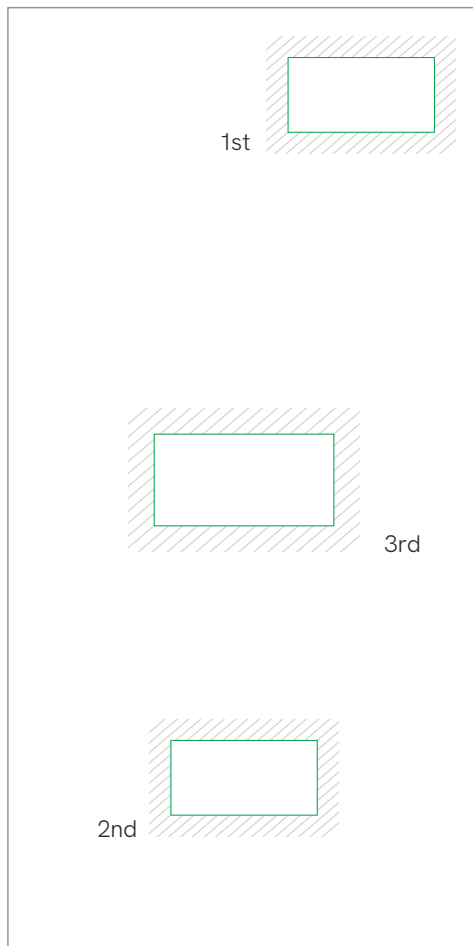
- Keep enough clear space around it to avoid visual clutter and ensure prominence.
- Use the minimum size that ensures the text is readable and the **symbol** is recognizable.

- Place it consistently—most often in the top right or bottom right corner.
- Avoid busy or low-contrast backgrounds.

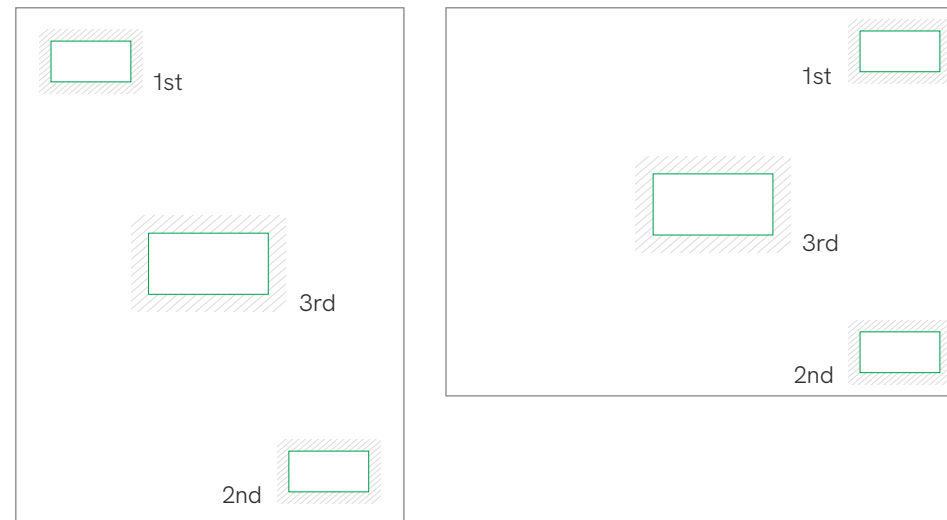
Because isologo's text and symbol are inseparable, these rules are essential to protect the integrity and effectiveness of the brand.

If you have questions about any use not covered here, please **contact**: global.image@softtek.com.

Application in large-format layout



Application in digital ad layout



Application in printed material layout

Brand Incorrect Uses

The following examples represent the most common applications of the **isologo**, though they are not limited to these.

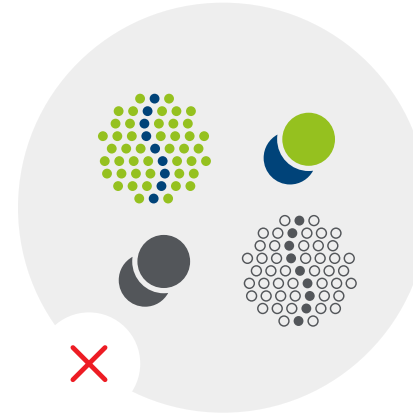
If you have questions about any use not covered here, please **contact**: global.image@softtek.com.



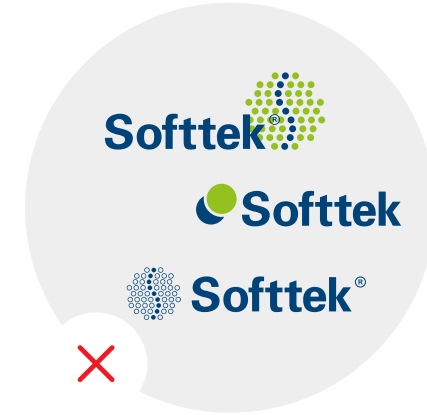
Poor **contrast** with background



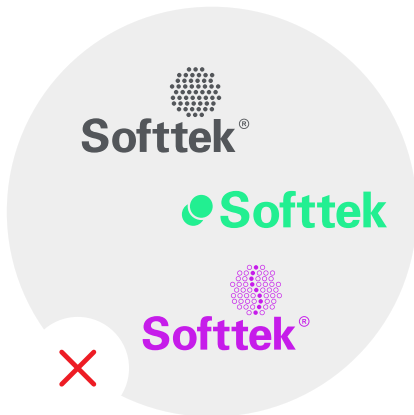
Distorting or resizing the isologo in any of its versions



Using only the isologo **symbol** without the 'Softtek' text



Altering the **composition**, colors, or typography of the isologo



Changing color of the isologo



Rotating the isologo or any of its elements



Invading the clear space area with text or elements

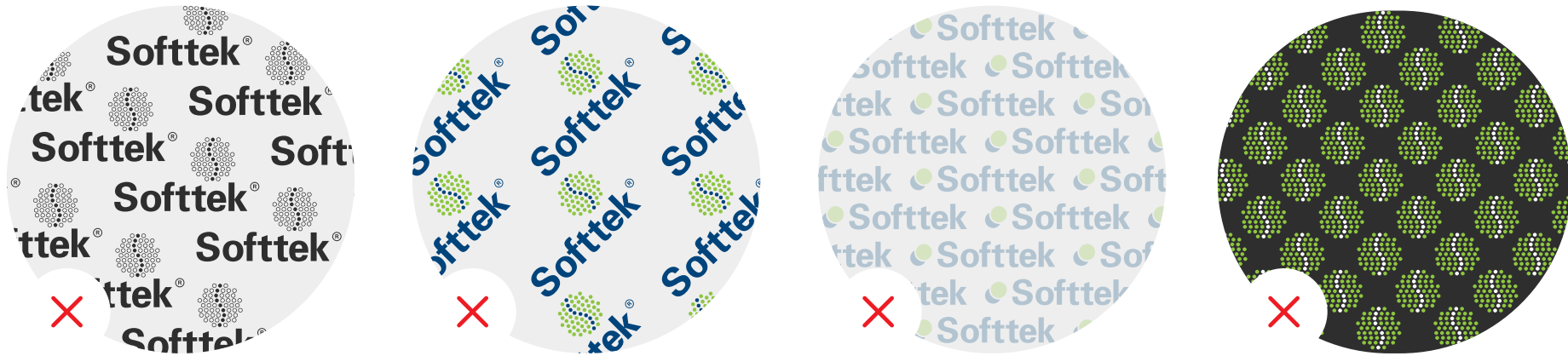


Applying effects, shadows, or textures not defined in this manual

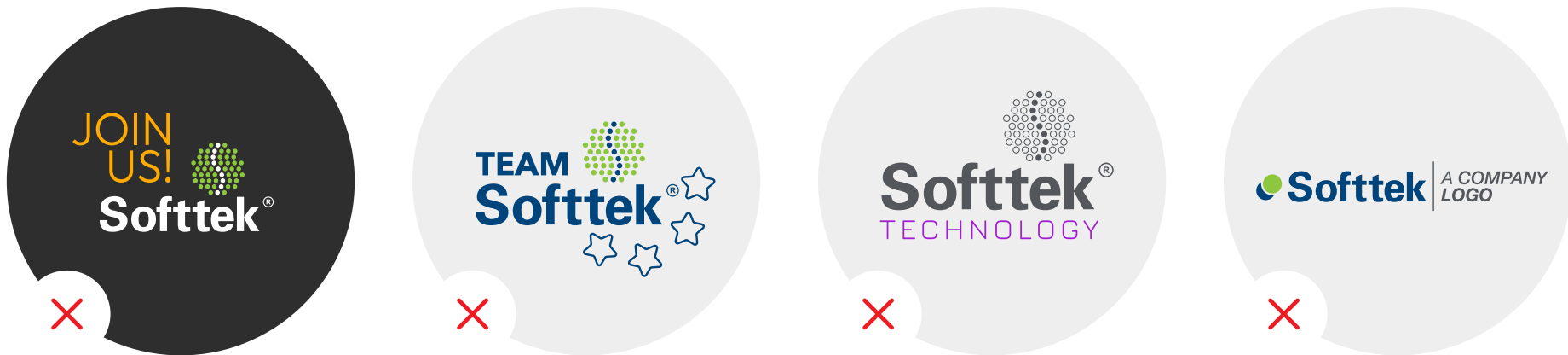
Brand Incorrect Uses

The following examples represent the most common applications of the **isologo**, though they are not limited to these.

If you have questions about any use not covered here, please **contact**: global.image@softtek.com.



Creating patterns with the isologo without following the usage guidelines



Unauthorized adaptations for campaigns or initiatives

Brand Trademark

A **registered trademark** distinguishes a product or service within its category and represents the intellectual property of its owner. It may include a word, symbol, **logo**, design, or a combination of these.

Softtek's R trademark is officially registered with in Mexico, the United States, and other countries, granting exclusive rights to the name and its attributes.

The ® **symbol** alongside the Softtek brand reinforces our positioning as a secure, trustworthy company recognized by the relevant authorities in each country.

Do not omit the symbol or use it below minimum size requirements. Do not alter the position or size of the ® symbol under any circumstances.



Color System

The color selection of our brand is not accidental: each color communicates an essential dimension of our identity. Consistent use of color—including black and white—helps us build a strong brand presence among current and future clients.

Primary Colors (Brand)

Green evokes vitality, growth, and renewal. The specific shade, Pantone 376, conveys a positive and approachable energy that reinforces our commitment to sustainable innovation and collective well-being.

This color appears in the 45 circles surrounding the central row, which uses the blue tone.

Deep blue, Pantone 295, communicates trust, stability, and professionalism. This specific tone adds a layer of sophistication and authority, reflecting our leadership capabilities and strategic vision.

This color is used in the typography, the Registered symbol (®), and the central row of 9 circles.

The corporate colors are defined according to the [Pantone Matching System](#). Equivalents for the most common color [composition](#) systems are specified in this section; therefore, these values must not be altered.



The Softtek logo is centered on the left, featuring a circular dot pattern above the word "Softtek" with a registered trademark symbol. Two lines extend from the dot pattern to two large circular color swatches on the right: a light green one above and a dark blue one below.

Softtek Green

HEX	#84BD00
RGB	132/189/0
CMYK	31/0/100/26
PANTONE	#376

Softtek Blue

HEX	#002855
RGB	0/40/85
CMYK	100/53/0/67
PANTONE	#295

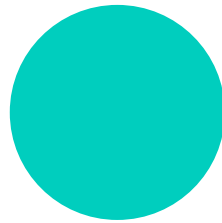
Color System

Secondary Colors

Green and blue are closely tied to our identity, but the brand's visual expression goes beyond these colors.

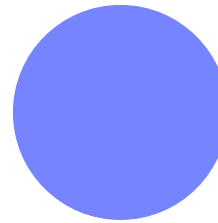
This secondary color palette helps create a consistent look and feel across marketing materials, digital platforms, and select internal channels.

By maintaining visual consistency, we strengthen brand recognition and build a cohesive, familiar connection with our audiences.



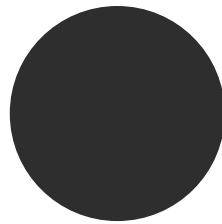
Aqua Pulse

HEX #00CEBE
RGB 53/53/68
CMYK 78/69/47/51



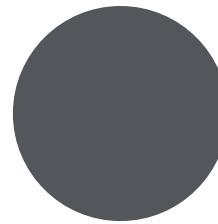
Luminous Blue

HEX #7684FF
RGB 53/53/68
CMYK 78/69/47/51



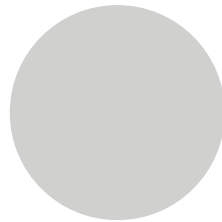
Pitch Gray

HEX #2E2E2E
RGB 46/46/46
CMYK 0/0/0/82



Charcoal Gray

HEX #53565A
RGB 83/86/90
CMYK 8/5/0/65



Pale Gray

HEX #D0D0CE
RGB 208/208/206
CMYK 0/0/1/19



White Canvas

HEX #FAFAFA
RGB 250/250/250
CMYK 0/0/0/2

Typography is a key part of our brand's visual identity. It reinforces character, clarity, and consistency at every touchpoint.

The **typeface** in the Softtek **isologo** is Univers, a grotesk-style sans serif known for its clean, modern design. **Univers** offers versatility and precision, ensuring our brand looks sharp and consistent across both digital and physical environments.

Institutional Typeface

Specifically, Univers Bold was selected for its visual strength and excellent legibility, even in large-scale applications or at minimum sizes. Its firm and **balanced** presence helps project a professional and trustworthy image, aligned with the values of clarity and consistency that define our identity.

The use of Univers is strictly limited to the isologo and should not be applied to messaging or other communication materials.

Univers / Bold

A b c 1 2 3

These complementary fonts expand the brand's visual system, providing stylistic coherence, functional versatility, and accessibility across different application contexts.

Helvetica Neue

UltraLight
UltraLight Italic
Thin
Thin Italic

Light
Light Italic
Regular
Italic

Medium
Medium Italic
Bold
Bold Italic

Hanken Grotesk

ExtraLight
ExtraLight Italic
Thin
Thin Italic
Light
Light Italic

Regular
Italic
Medium
Medium Italic
SemiBold
SemiBold Italic

Bold
Bold Italic
ExtraBold
Bold Italic
Black
Black Italic

Inter

ExtraLight
ExtraLight Italic
Thin
Thin Italic
Light
Light Italic

Regular
Italic
Medium
Medium Italic
SemiBold
SemiBold Italic

Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic



**VI.
Glossary**

Glossary

Alignment

The intentional positioning of graphic elements in relation to each other and to the layout, creating visual order and clarity.

Balance

The visual equilibrium achieved by distributing elements within a composition, either symmetrically or asymmetrically, to convey stability and harmony.

CMYK

A color model used for print production that defines colors through the combination of four ink values: Cyan, Magenta, Yellow, and Key (Black). CMYK ensures accurate and consistent color reproduction in offset and digital printing processes.

Co-branding

A collaborative branding approach in which two or more brands share visual presence in a single piece, respecting each brand's identity guidelines while reinforcing joint value.

Color System

Set of brand colors, defined by roles, hierarchies, and usage rules, ensuring visual consistency across all touchpoints.

Composition

The deliberate arrangement of graphic elements within a space, considering hierarchy, rhythm, balance, and alignment to communicate clearly and effectively.

Contrast

The visual differentiation between elements—such as color, size, weight, or spacing—that enhances hierarchy, emphasis, and readability.

Color Values

Standardized color definitions that ensure accurate reproduction across environments:

- HEX / RGB for digital use
- CMYK / PMS for print
- ASE (Adobe Swatch Exchange) / ACO (Adobe Color) for color management in design software.

Digital Printing

A printing method that transfers digital files directly onto substrates, suitable for short runs, and fast production.

Graphic

Any visual element designed to communicate information, ideas, or meaning through imagery, shapes, or visual composition.

Hexadecimal

A numerical system used in digital environments to define colors through HEX codes composed of red, green, and blue values.

Hierarchy

The visual order that guides the reader through content by prioritizing elements using size, color, position, and contrast.

Isologo

A brand mark in which the symbol and the name are integrated into a single, inseparable graphic.

Iconography

A cohesive set of icons designed under a shared visual language, used to support communication.

Glossary

Logo

The graphic representation of the brand name, primarily typographic, which may exist independently or alongside a symbol.

Layouts

Predefined structural compositions that establish margins, grids, and content distribution to ensure consistency across brand materials.

Monochromatic

A color approach based on variations of a single hue, using different tones, shades, or intensities.

Offset

A traditional printing technique using plates, recommended for large production volumes and high color accuracy.

Pantone Matching System (PMS)

A standardized color identification system that enables consistent color reproduction in physical printing processes.

Readability

The ease with which text can be read and understood, influenced by typography, contrast, spacing, and layout.

Resolution

The level of detail in a digital image, measured in pixels or dpi (dots per inch), determining its clarity and quality depending on the output medium.

Registered Trademark (®)

A legal symbol indicating that a brand or logo is officially registered and protected by applicable trademark laws

RGB

A color model used for digital environments that defines colors through combinations of Red, Green, and Blue light. RGB ensures consistent color rendering across screens, interfaces, and digital platforms.

Semantic Structure

The logical and meaningful organization of content based on information hierarchy, supporting clarity, usability, and accessibility—especially in digital environments.

Spacing

The intentional use of space between graphic elements to improve clarity, balance, and visual flow.

Scaling

The proportional resizing of graphic elements without distortion, ensuring legibility and consistency across different formats.

Symbol

A graphic element that represents ideas, values, or concepts and may support or form part of the brand mark.

Typographic System

The set of rules defining font usage, hierarchy, styles, and combinations to ensure clear and consistent brand communication.

Typeface

A specific font design with distinctive formal characteristics that contributes to the brand's visual personality.

Templates

Pre-designed formats that define structure and styles, enabling efficient and consistent application of the brand identity.

WCAG 2.1 AA Standards

International accessibility guidelines that ensure digital content is perceivable, operable, understandable, and robust for users with diverse abilities, at an AA compliance level.

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