



Purpose of the document

The following pages are the foundations of the SECO brand, designed to unveil its DNA and help to create a consistent and cohesive approach to communication, across every channel.

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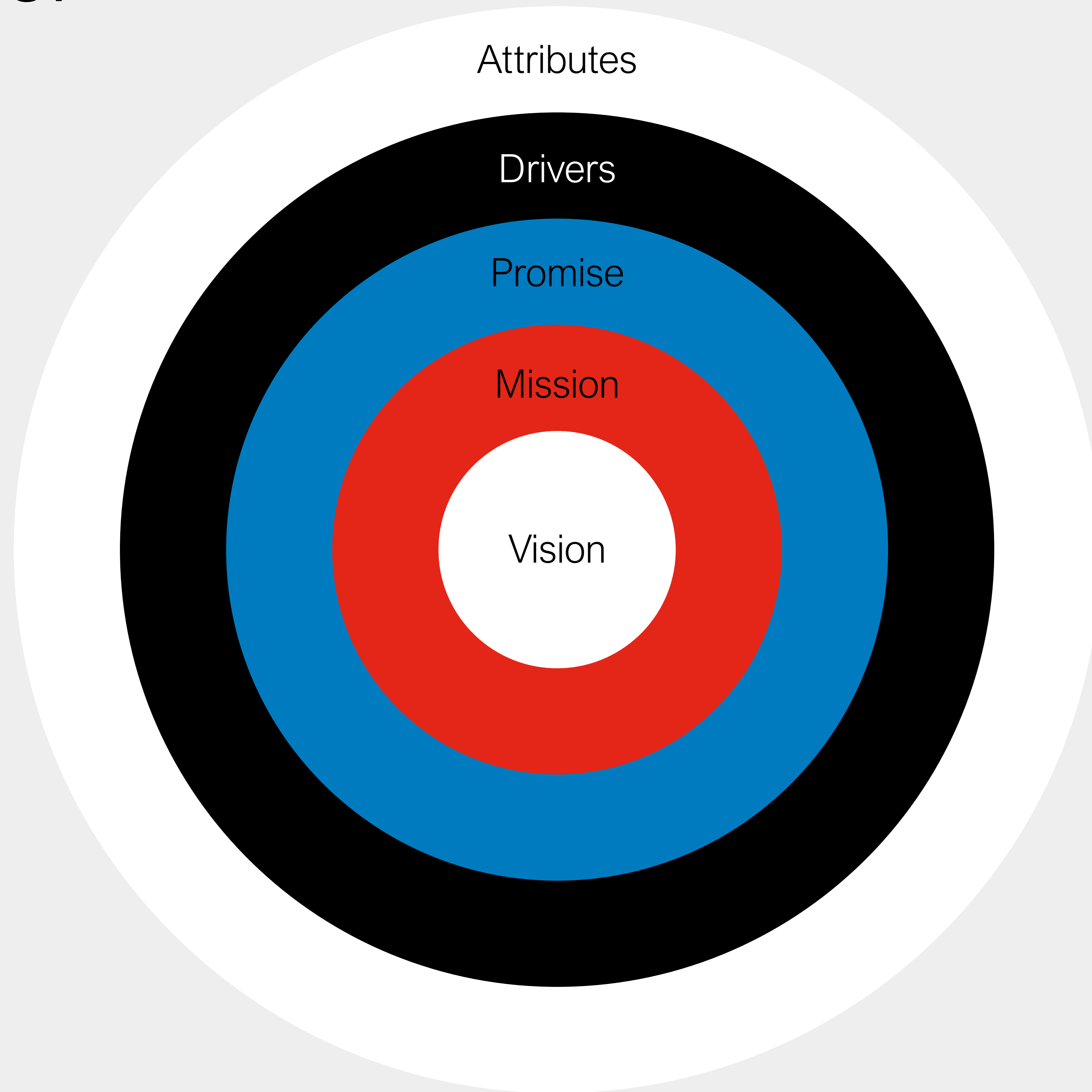
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BRAND STRATEGY

Brandbook

Brand wheel



Vision

The single purpose that serves as the unifying driving and inspiring force of the whole organization. Here we don't need to talk about our business.

Mission

The long-term company goal, written as actions performed to bring the vision to life. Here we can mention our business.

Promise

Everything the company does to realize vision and mission. What we actually offers to its audiences and why they should choose it.

Vision

The single purpose that serves as the unifying driving and inspiring force of the whole organization. Here we don't need to talk about our business.

We exist
to open up
the world*
to innovation.

*Products, Organizations, People,
Machines, SECO Itself

Mission

The long-term company goal, written as actions performed to bring the vision to life. Here we can mention our business.

We bring together
technologies and
skills to answer
new needs and
opportunities.

Promise

Everything the company does to realize vision and mission. What we actually offers to its audiences and why they should choose it.

End-to-end technologies that transform possibilities into concrete innovation.

BRAND STRATEGY

Drivers

The three most important brand assets
that help realize the promise



End to end competences

Our know-how covers the whole growing spectrum of innovation technologies and solutions for our clients.



Collaboration model

We work fully aligned with our clients' goals, to understand and anticipate needs and to realize valuable innovation.

Custom solutions



We design and realize personalized technology solutions to answer clients' specific needs.

BRAND STRATEGY

Attributes

Brand values or personality traits

Passion

Dynamism

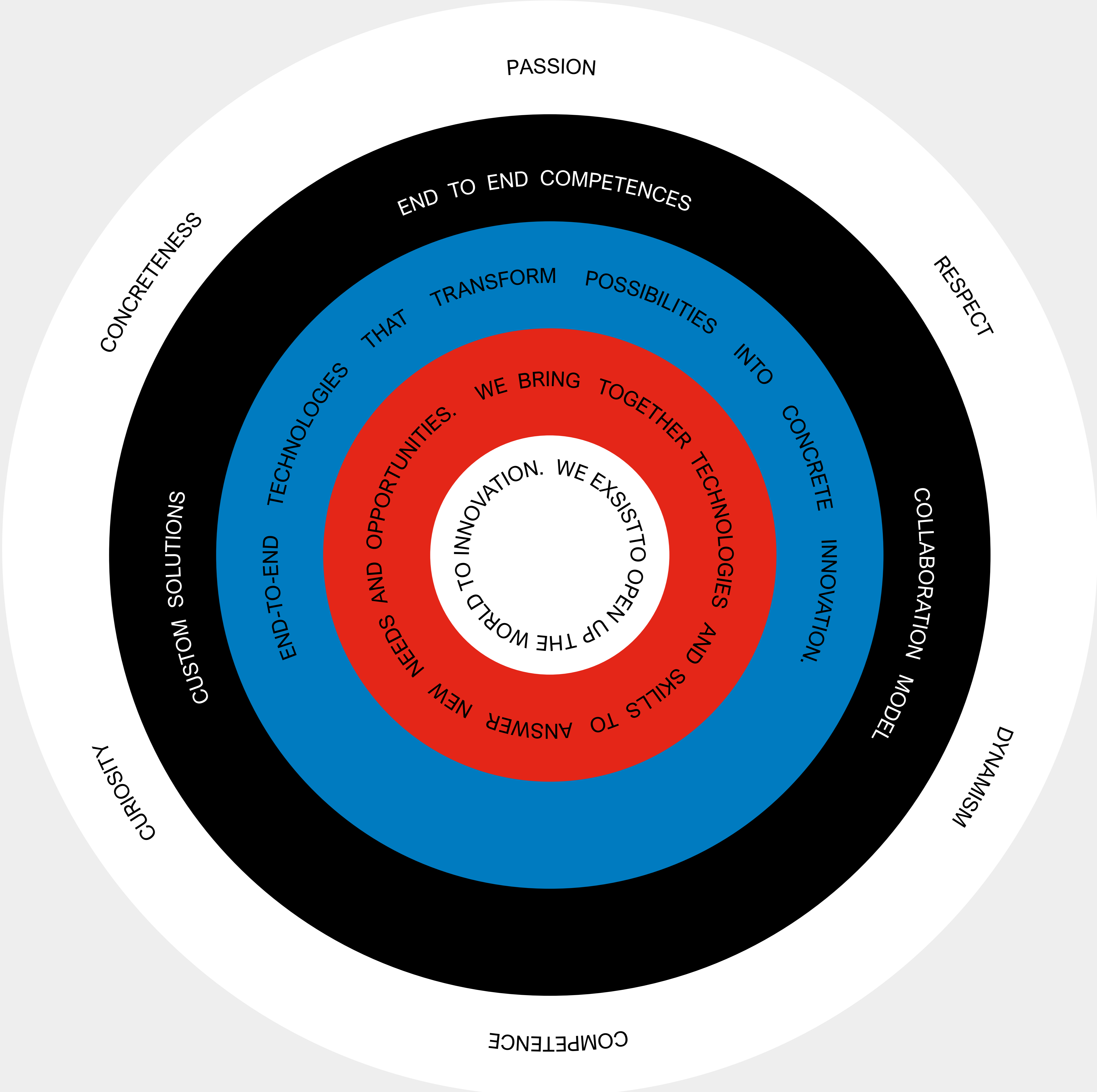
Respect

Excellence

Concreteness

Curiosity

SECO brand wheel





MANIFESTO & PAYOFF

Brandbook

Manifesto

Smart. Tech. Connected.

Game-changer. Disruptor. Innovator.

Bottom-up. Top-down.

Did we really reduce innovation to buzzwords?

No. Not us.

Innovation is inspiration.

Our vision becomes yours, and products, machines and people start acting together to anticipate companies' needs and everyone's tomorrow.

Innovation is brilliance.

We consider technology as a tool, not as the goal. Our skills are empowered by the latest instruments, with which we keep on challenging the status quo.

Innovation is substance.

We are driven by results, and we combine curiosity and concreteness to bring out the next big thing.

Innovation is transformation.

We are inspired by excellence, but our concept of it changes every time. In line with your projects and ideas. Because the only rule for innovation, is not to have rules.

Don't follow trends.

Follow innovation.

Payoff

SECO

Endless ways to the future.

Payoff

SECO

Endless ways to the future.

Just like the number of solutions we are able to provide for every company, by experimenting and exploring day by day.

Because we don't just deliver technology tools, but we go down a path chosen with our partners.

Simply our goal. The place where we take companies through innovation. A future that is specific and concrete, for every client we work for.



BRAND ARCHITECTURE

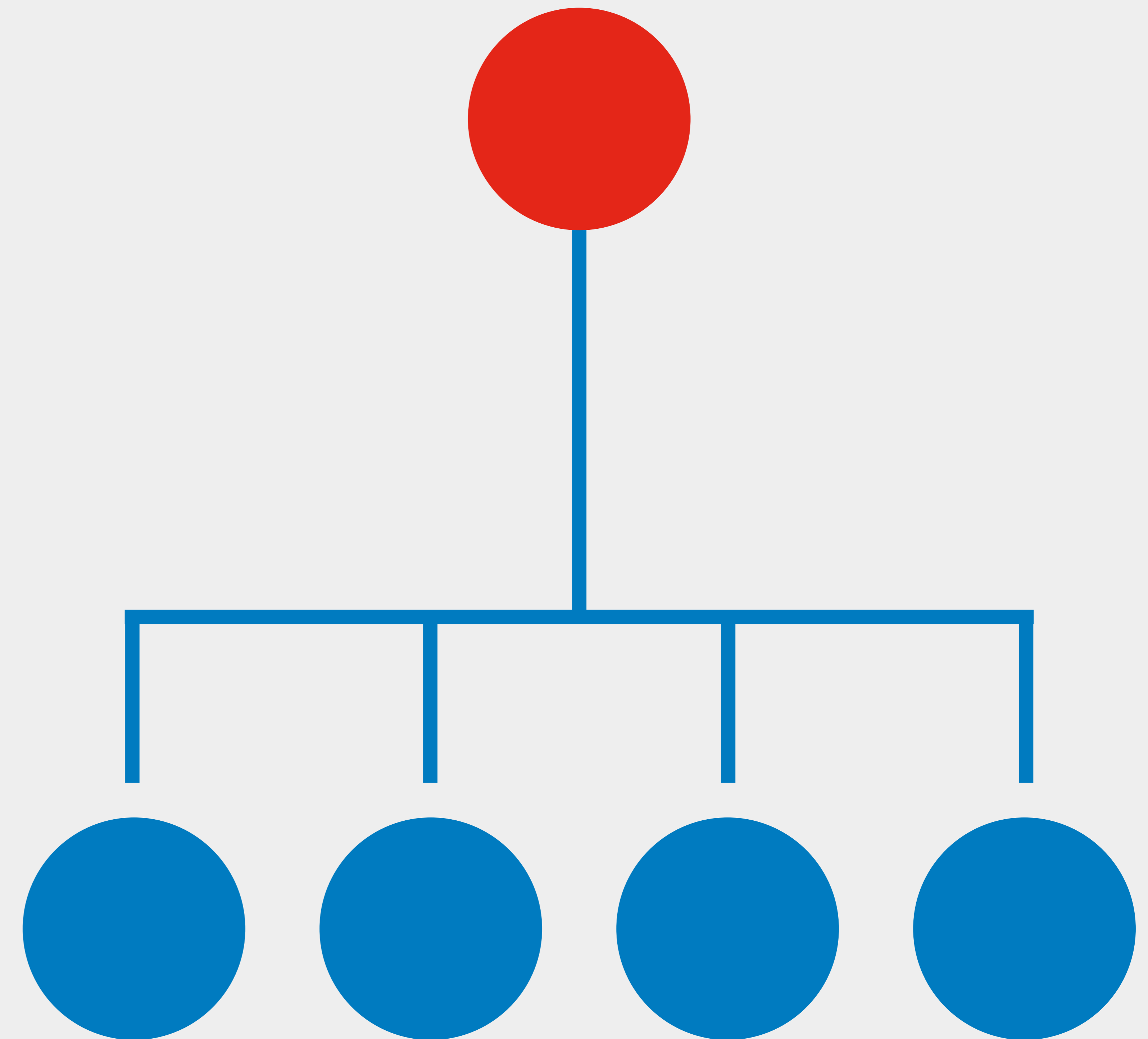
Brandbook

SECO's brand architecture model:

Monolithic

Monolithic architecture is characterized by a strong, single mother brand, that sits over the other brands within an organization. All brand extensions bear the parent brand's name - it's always visible: they use the parent's identity with descriptors.

This architecture emphasizes and reinforces SECO's brand equity, its distinctive values and strengths, that benefits also all brand extensions. And it can include all the future evolution of product offers of SECO.



SECO offer structure



Mother brand



Offer lines

HARDWARE /
SYSTEM INTEGRATION

Embedded board,
modules, touch screen,
machine parts.

Putting intelligence in things and creating human/machine interface.

IOT / DATA SCIENCE AI /
DATA ORCHESTRATION

Software services and
platforms.

Extracting data, bringing them to the cloud, organizing and analyzing, transforming them in high-valuable information for clients.

RESEARCH

Advanced research

Startup investments,
collaborations with
universities.

Rational

To write down offers' names and descriptions we took inspiration from the main features and values of SECO. We built a story about them, through different semantic fields and creative entry points, developing the narrative throughout five alternative proposals.

SECO's attitude is practical. It goes making simple what is complicated for the client. So we want to enhance this approach, by reflecting it in the offers narrative.

The names become nearly tag-words conveying a wide and evocative meaning, without giving up on immediacy: every word instantly communicates what's the matter.

Offers narratives



Human machine interface and edge computing become your products intelligence.



Integrated software services become valuable informations.



A multi-disciplinary space becomes your next generation products.



IDENTITY

Brandbook

IDENTITY

Logo

Evolution of the brand

The first SECO brand dates back to 1981 and is characterized by three distinguishing elements: the symbol, which represents the sun seen from the wing of an airplane, reproduced in light blue and red, displaying the corporate identity; the “SECO” logotype, produced ad-hoc in black lettering; and the blue wedge-shaped border over a white background which closes and relates these elements by creating a unique ensemble. Subsequently, the brand was “metallized” in 1986 in order to consolidate aspects such as determination, engineering and innovation. This evolution involved changes in the background texture and lettering.

In 2009, the brand had its last modification so as to become more contemporary through the integration of its characteristic elements in a harmonious and balanced ensemble. The symbol has kept its institutional line and colours, representing two wings that embrace the logotype. The latter has been redesigned and rendered modular. The whole piece is enhanced and strongly distinctive.

1981



1986



2009



Present day logo

The present day label is characterized by two enclosing wings: at the base we find a blue diminishing line going from the bottom of S up to the closure of C, while above we find a red augmenting line that goes from the start of E to the closure of O (ref. 1). This alternation gives movement and notability to the brand and highlights the logotype enclosed within. The font designed for SECO visibly reinforces the concept of “modularity”. The SECO brand label can be considered as such only if all the elements identified by the image are included (ref.1) and if the reproduction of the same respects the relative weights, colours and proportions as described in this branding guide. Every use differing in any particular way from the image (ref.1) is to be considered an improper or illicit use of the brand label.

Ref. 1



Offers lockup

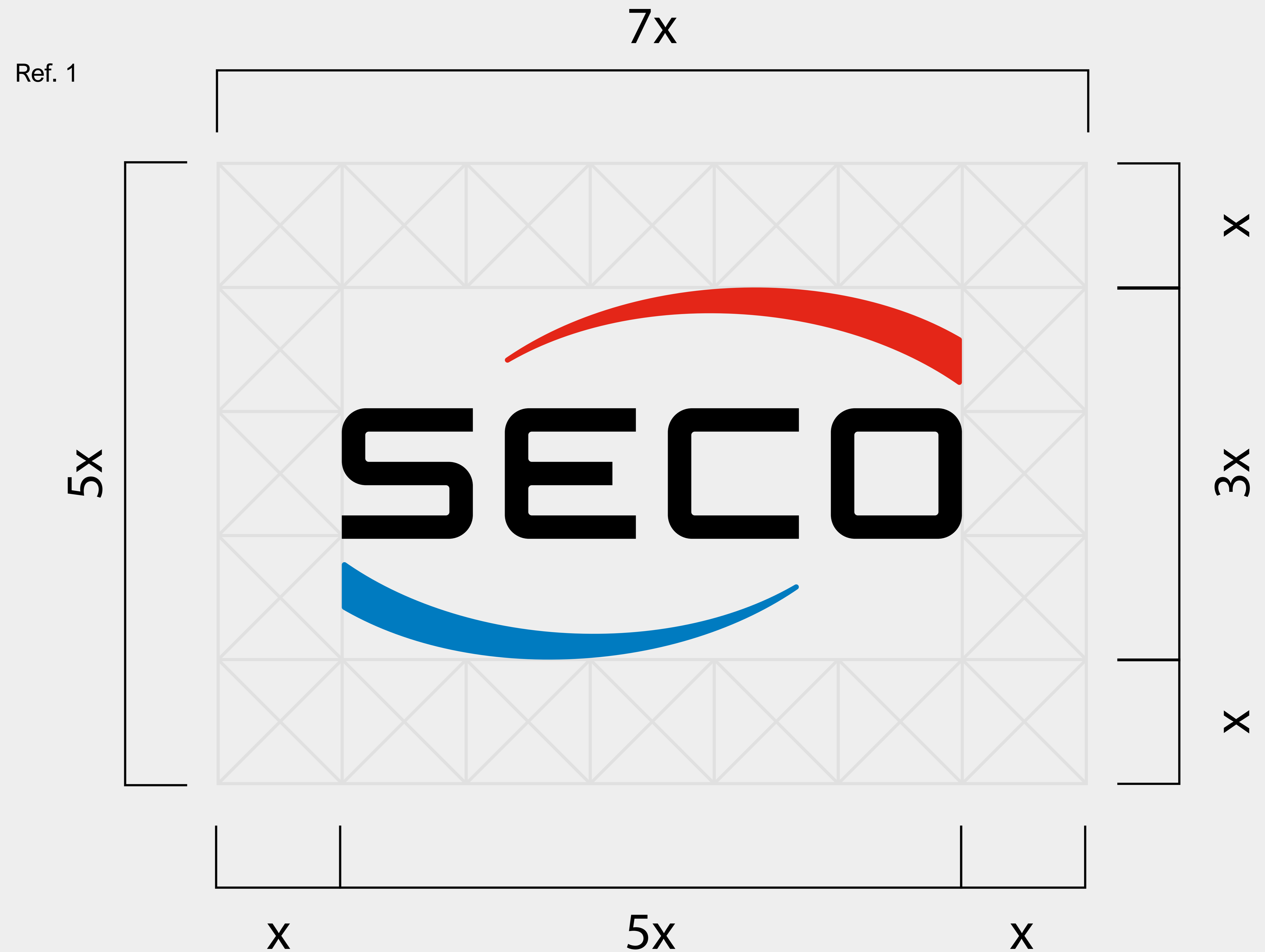


IDENTITY

Guidelines

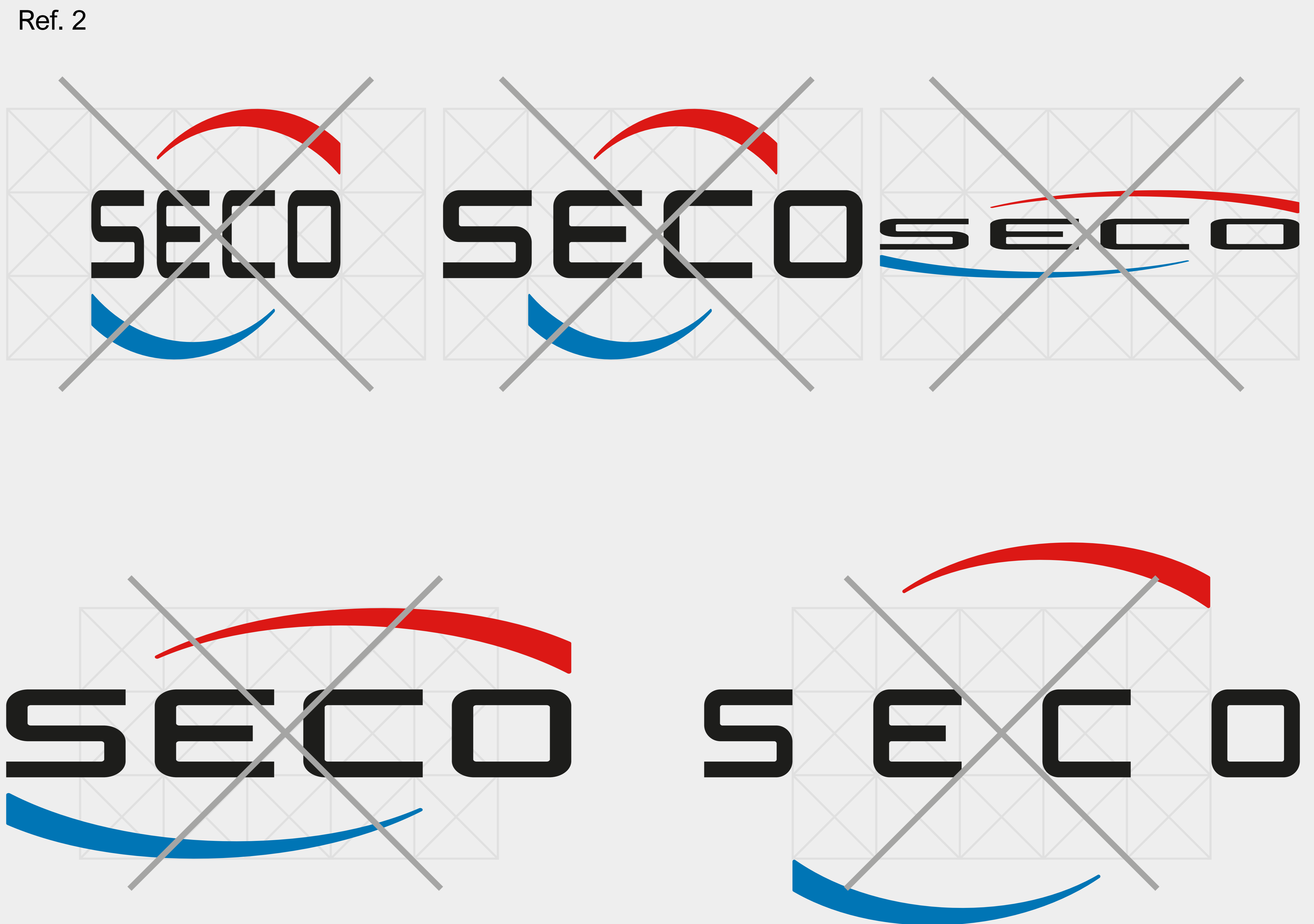
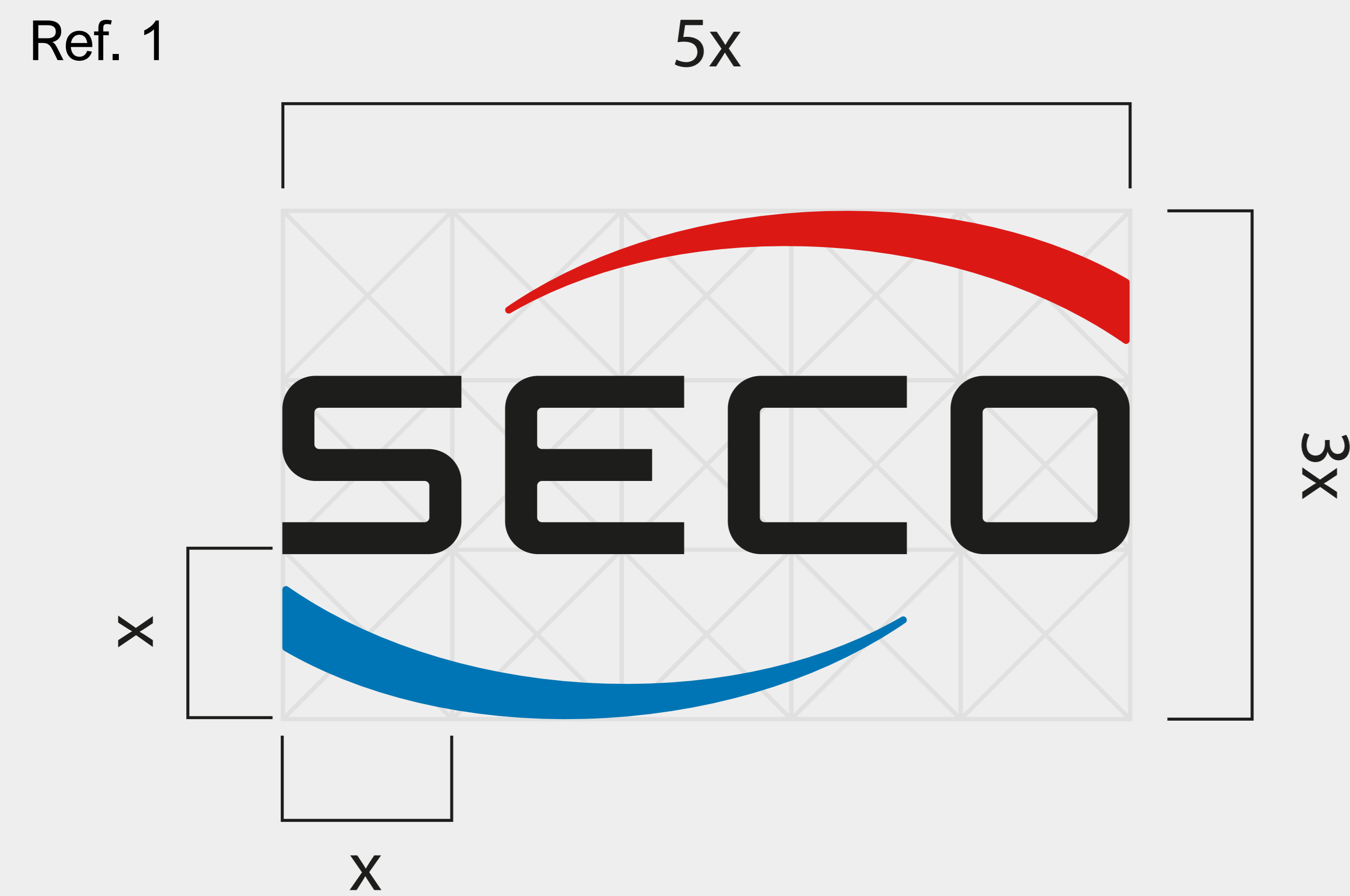
Required minimum area

The brand must be reproduced in compliance with its surrounding minimum area (ref.1). This area, defined by the sequence of squares of size x , is distributed around the label. Every graphic and chromatic element that is foreign to the brand shall not rest on the surface defined by this area. Every application of the brand label in which the area dimensions are not respected is to be considered an improper or illicit use of the label.



Proportions

In the definition of the label, our unit of measure is a square with a side equal to x . Departing from this assumption, we can affirm that the label covers, with its spread, an area equal to $5x$ for the width by $3x$ for the height. In the reproduction of the label, these proportions and corresponding distances between elements shall be strictly preserved (ref. 1). There are some examples of wrong use as follows (ref. 2). Every distortion in width or length, together with any variation of the relative distance between the composing elements of the label shall be considered to be an improper or illicit use of the label.



Reduction

The label in colours can be used in reduced proportions up to a minimum width of 15mm (ref. 1), while a single colour can be used in a reduced format to a minimum size of 10 mm (ref. 2). Every reproduction of the brand label presenting a width below these values shall be considered to be an improper or illicit use of the label.



Ref. 1



15mm

minimum width
of reproduction of
the label in colours

Ref. 2



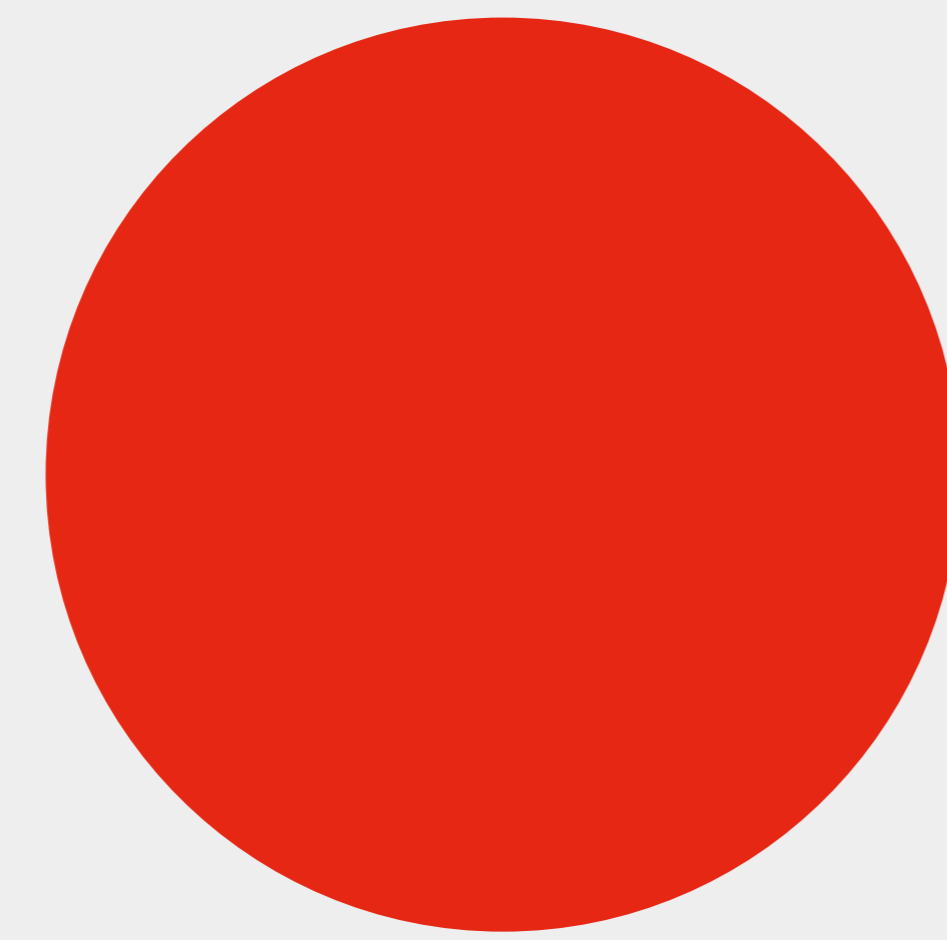
10mm

minimum width
of reproduction of
the label in a single colour.

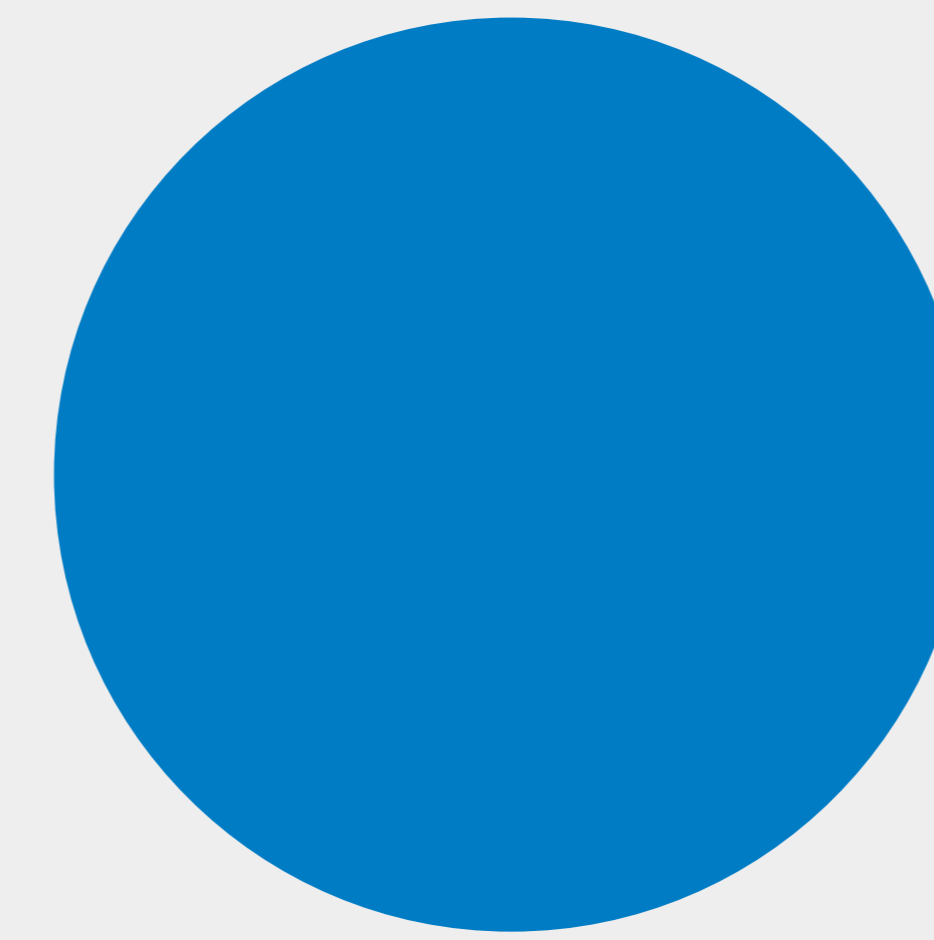
Colours

The reproduction of the label on a white background with institutional colours is to be retained as the optimal and preferable solution in every application. The institutional colours characteristic of the label are light blue (pantone 3005 C), red (pantone 1795 C) and black. Let's remember that depending on the type of application of the label and the support/medium over which it is reproduced, it is necessary to respect the corresponding colour code, as indicated in figure (ref. 1).

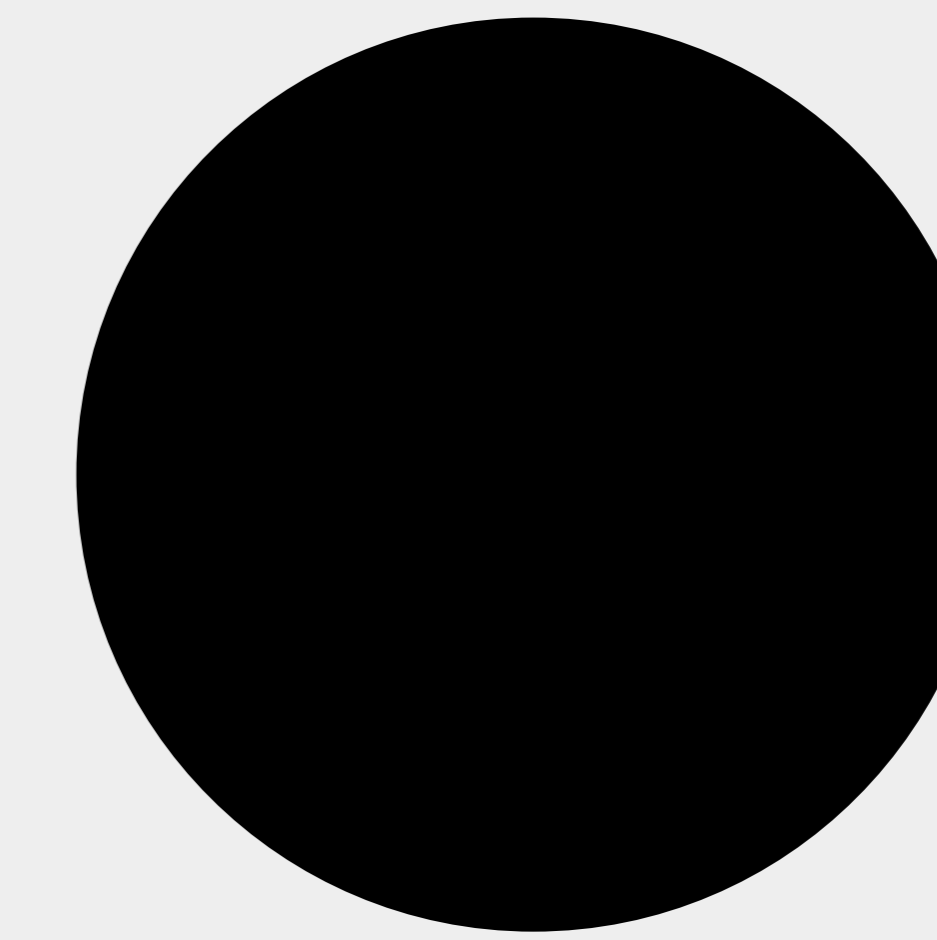
Ref. 1



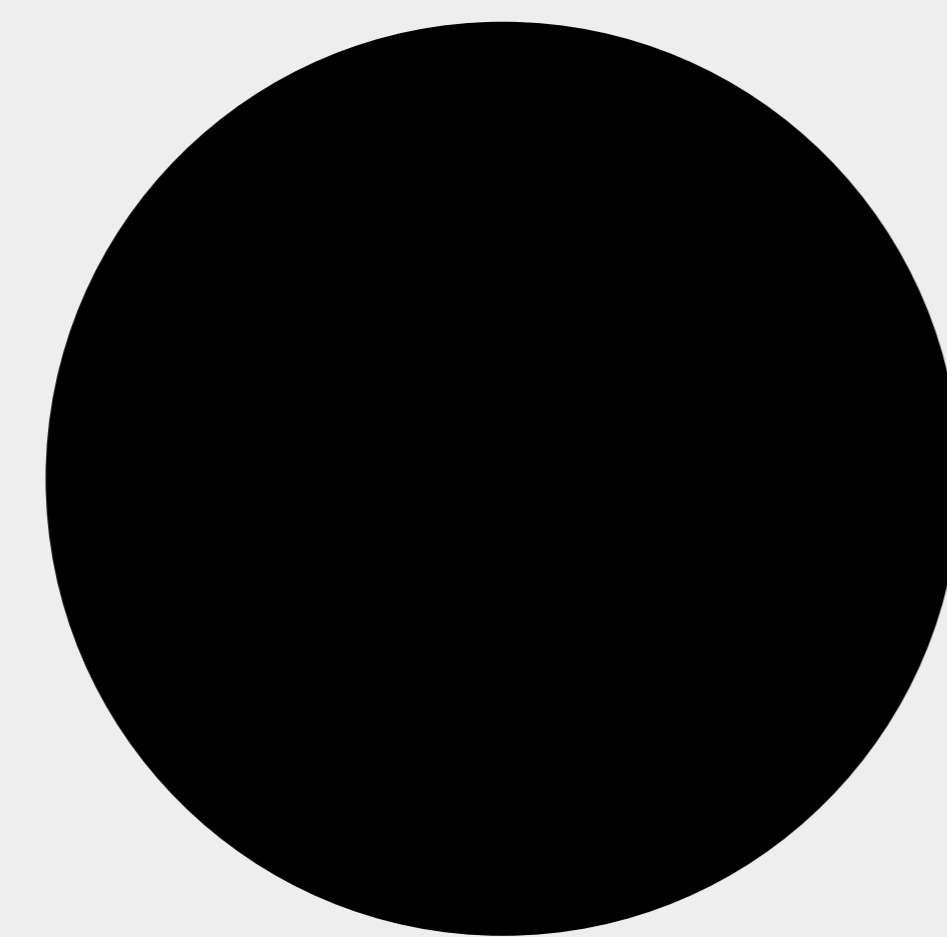
Red
Pantone 1795 C
CMYK 0.94.100.0
RGB 228.38.24
HEX #E52713



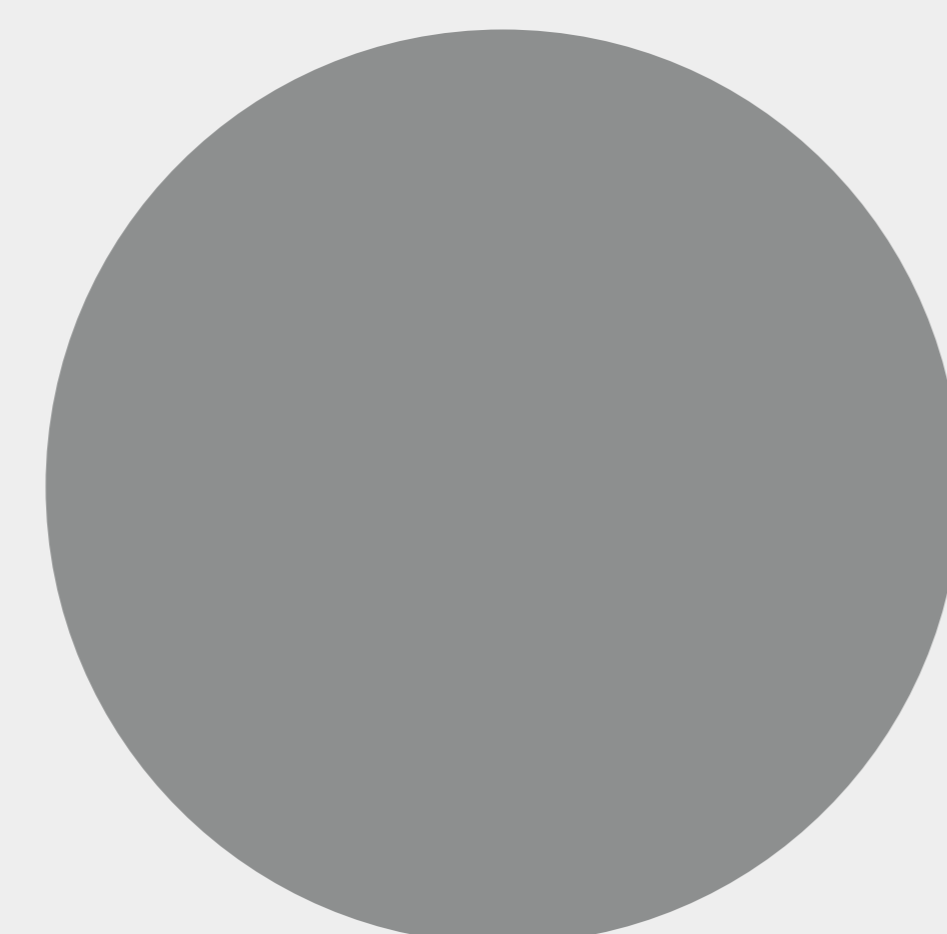
Light Blue
Pantone 3005 C
CMYK 100.34.0.0
RGB 0.123.192
HEX #007CC5



Black
Pantone Black C
CMYK 0.0.0.100
RGB 26.23.27
HEX #1D1D1B



Black
Pantone Black C
CMYK 0.0.0.100
RGB 26.23.27
HEX #1D1D1B



Silver
Pantone 877 C
CMYK 3.1.0.43
RGB 138.141.143
HEX #8d8f8f

Colours

The label may be used in black sporadically. Only in the case of reproduction of the label over promotional gadgets, where the reproduction of the label is not desirable in a colour version or a black version, it is allowed to use the label in a silver version (pantone 877 C). As follows, there are some examples of wrong use of the label (ref. 2). Every reproduction of the brand label differing from the identified institutional colours shall be considered to be an improper or thus illicit use of the label.

Ref. 2



Positive and negative

Overall it is always preferable to use a dimensional or positive version for the colour label. Should there be a need to reproduce the label employing a one-colour background, it is advisable to reproduce it with a light blue background (pantone 3005 C), red (pantone 1795 C) or black, as visualized in figure (ref. 1). The reproduction of the label shall be negative if the background colour is solid (ref. 1), while the positive version must be used if the background colour is in a light shade (ref. 2). For the reproduction of the label over images, the version must be positive over light ones, while one may be able to choose when using it over dark images based on the dominant colours of the same, whether to use the negative version of the label or just the logotype in negative and the wings in colour (ref. 3). Every reproduction of the brand label differing from the identified graphic solutions shall be considered to be an improper or illicit use of the label.

Ref. 1



Ref. 2



Ref. 3



Ref. 2



Istitutional Font

Arial Nova

Arial Nova Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?&%\$£€#* @®+ -=

Arial Nova Light

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?&%\$£€#* @®+ -=*

Arial Nova Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?&%\$£€#* @®+ -=

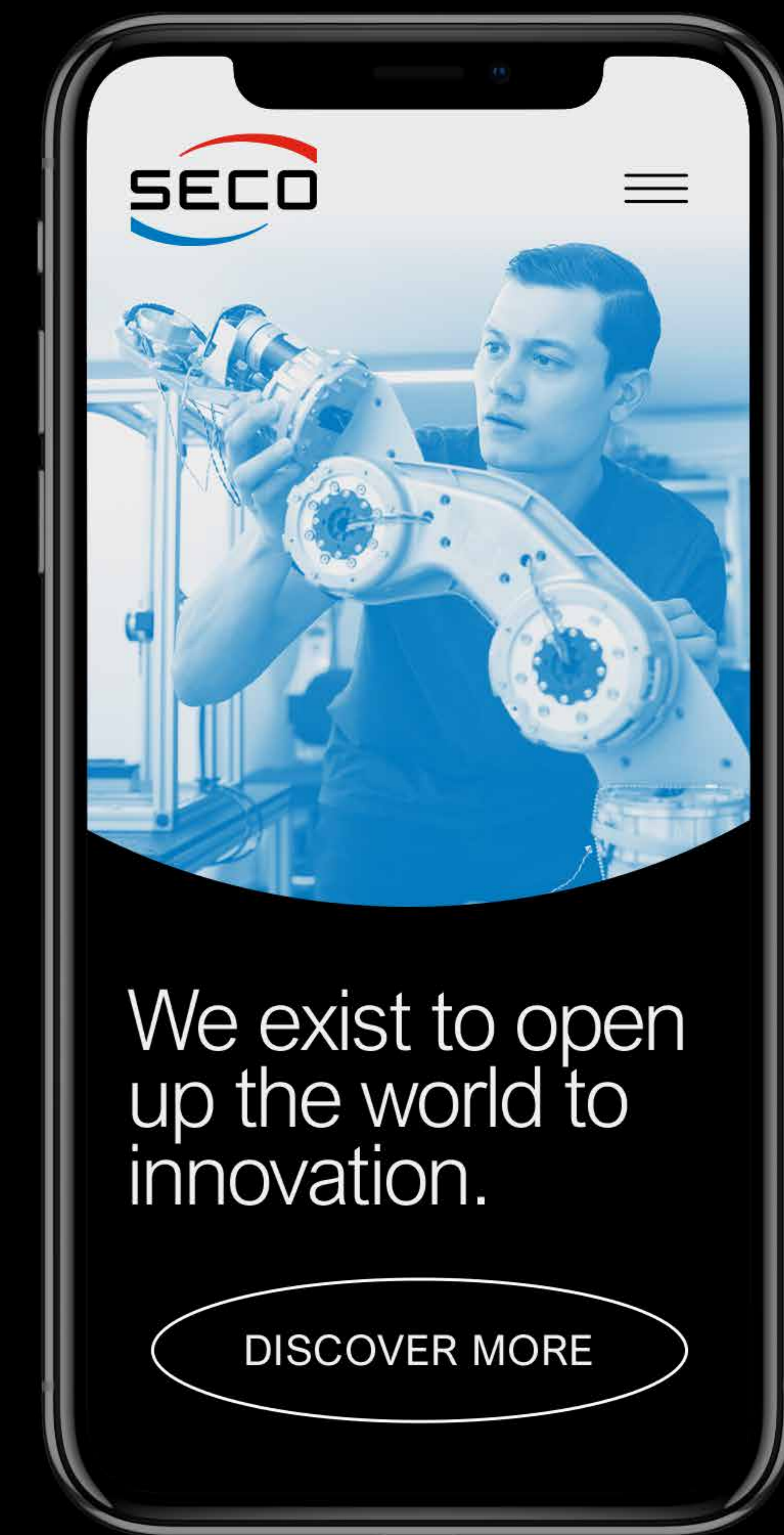
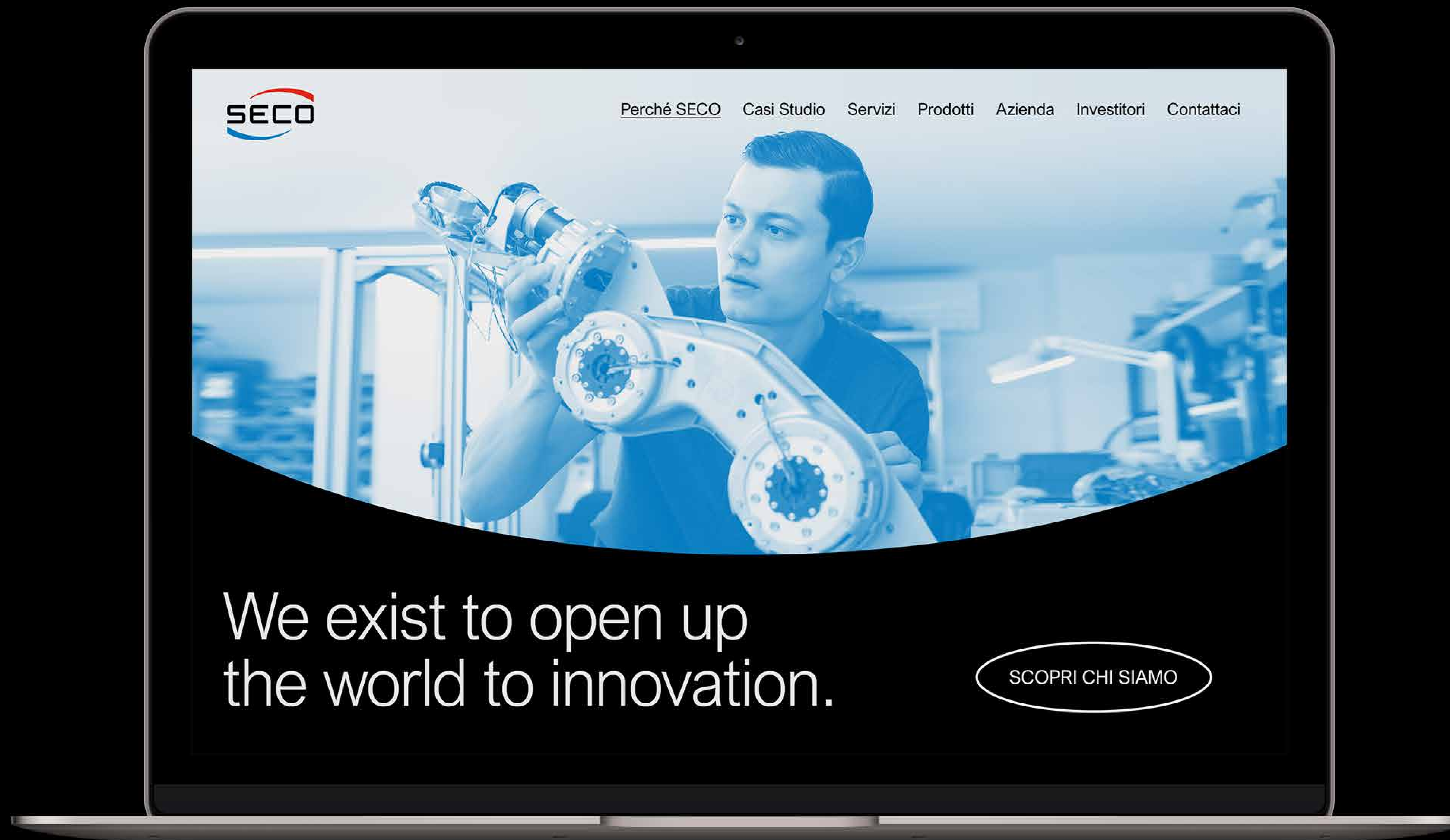
Arial Nova Regular Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?&%\$£€#* @®+ -=*

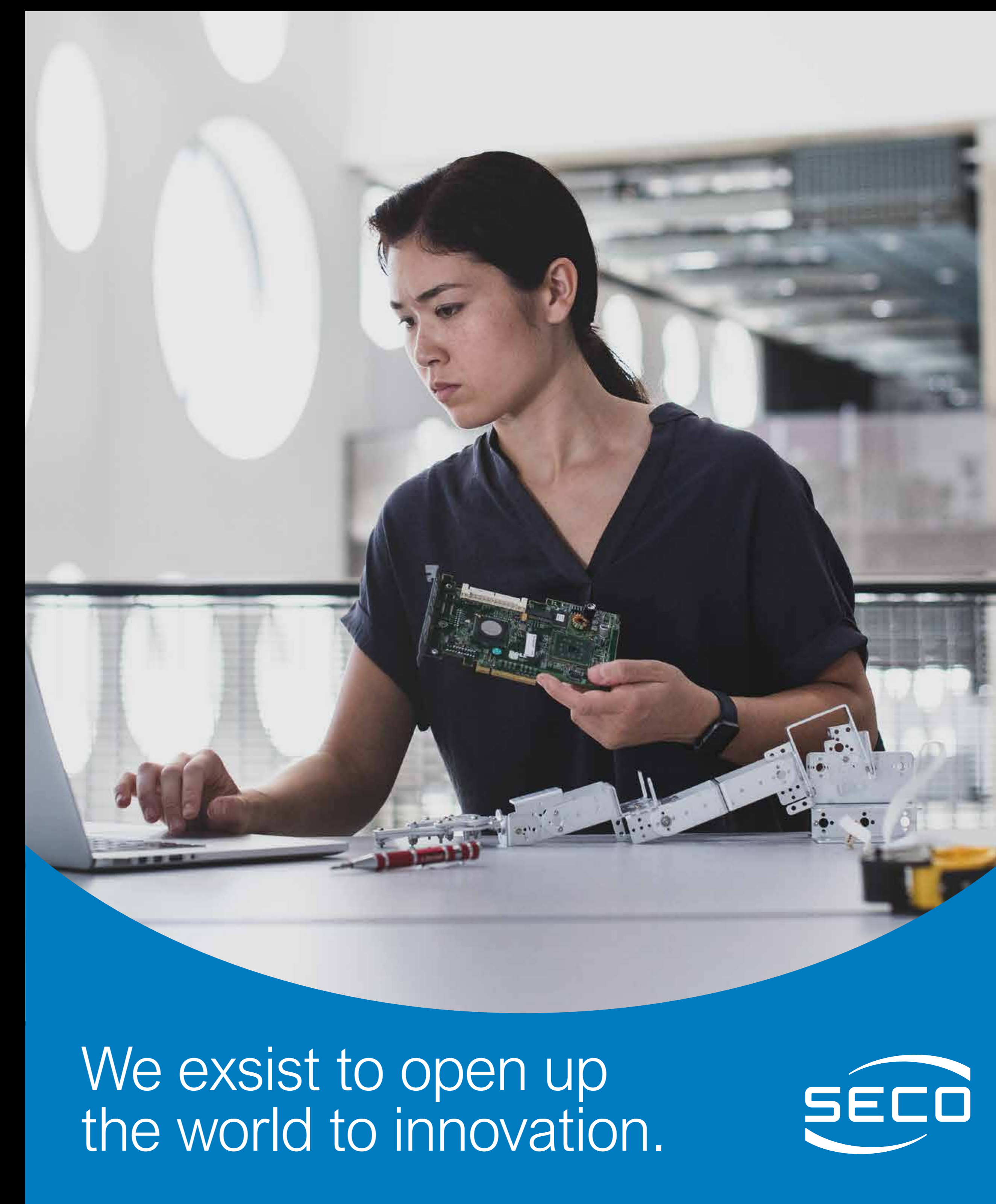
IDENTITY

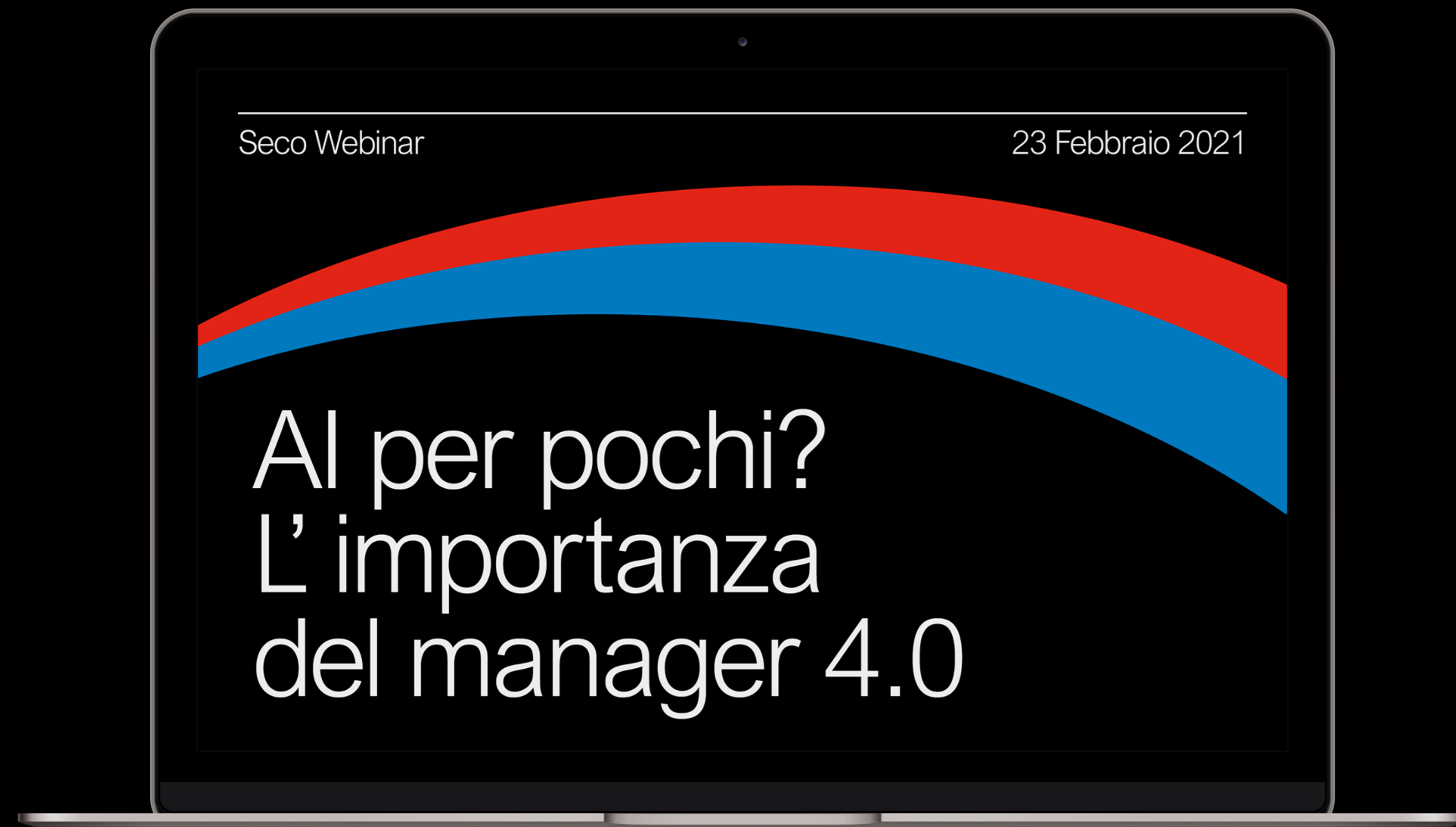
Visual applications

Website

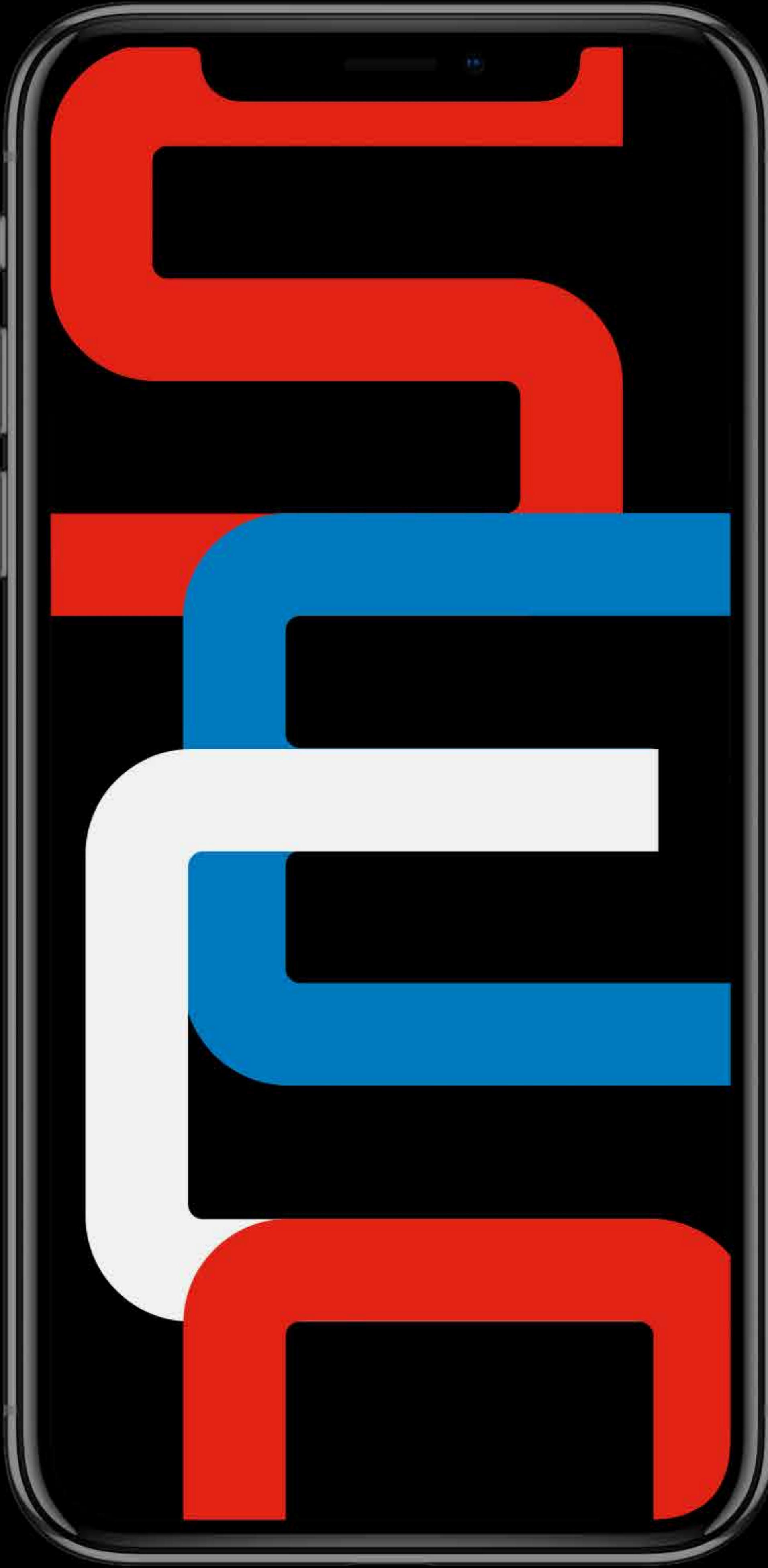


Social





Artwork

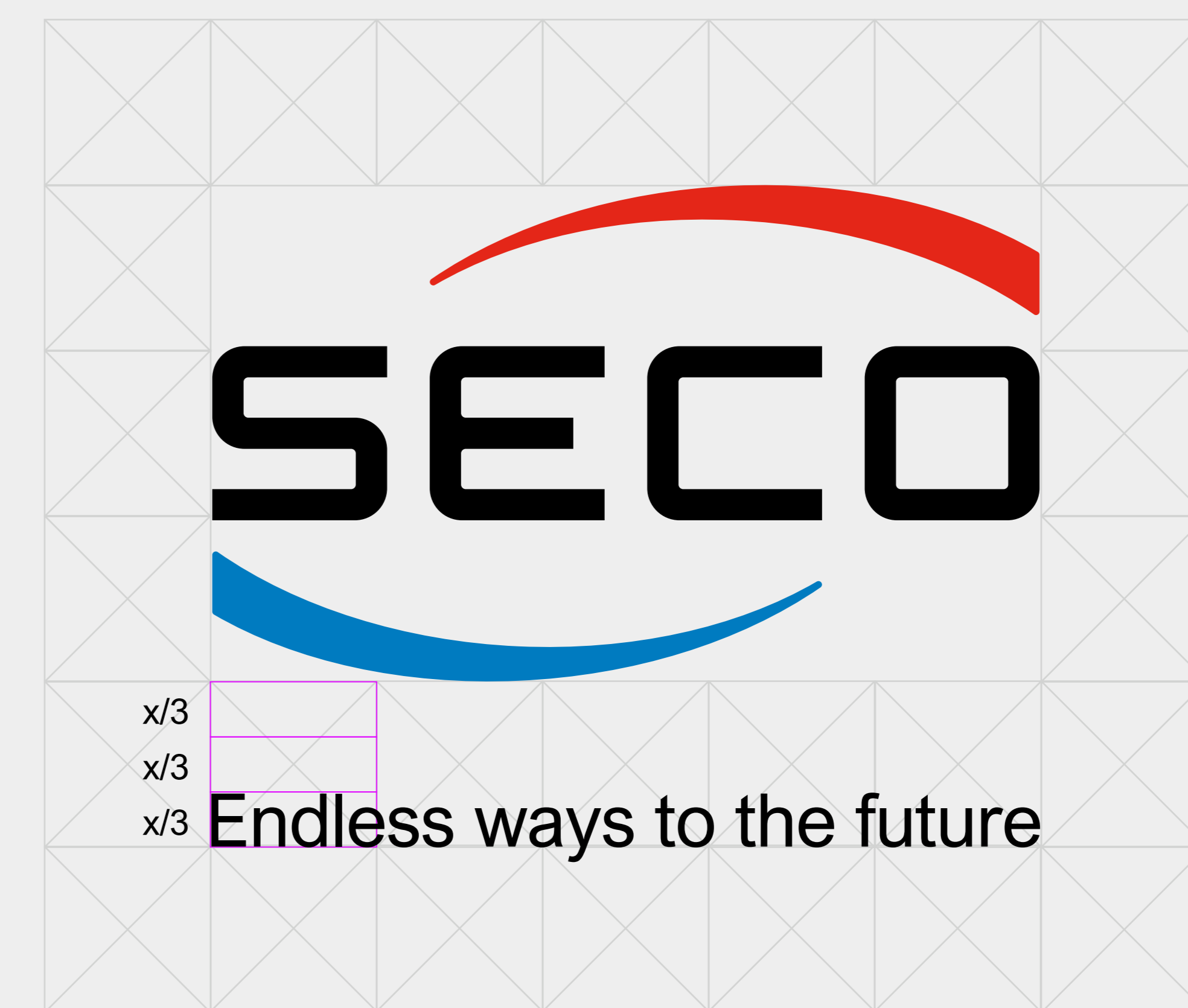
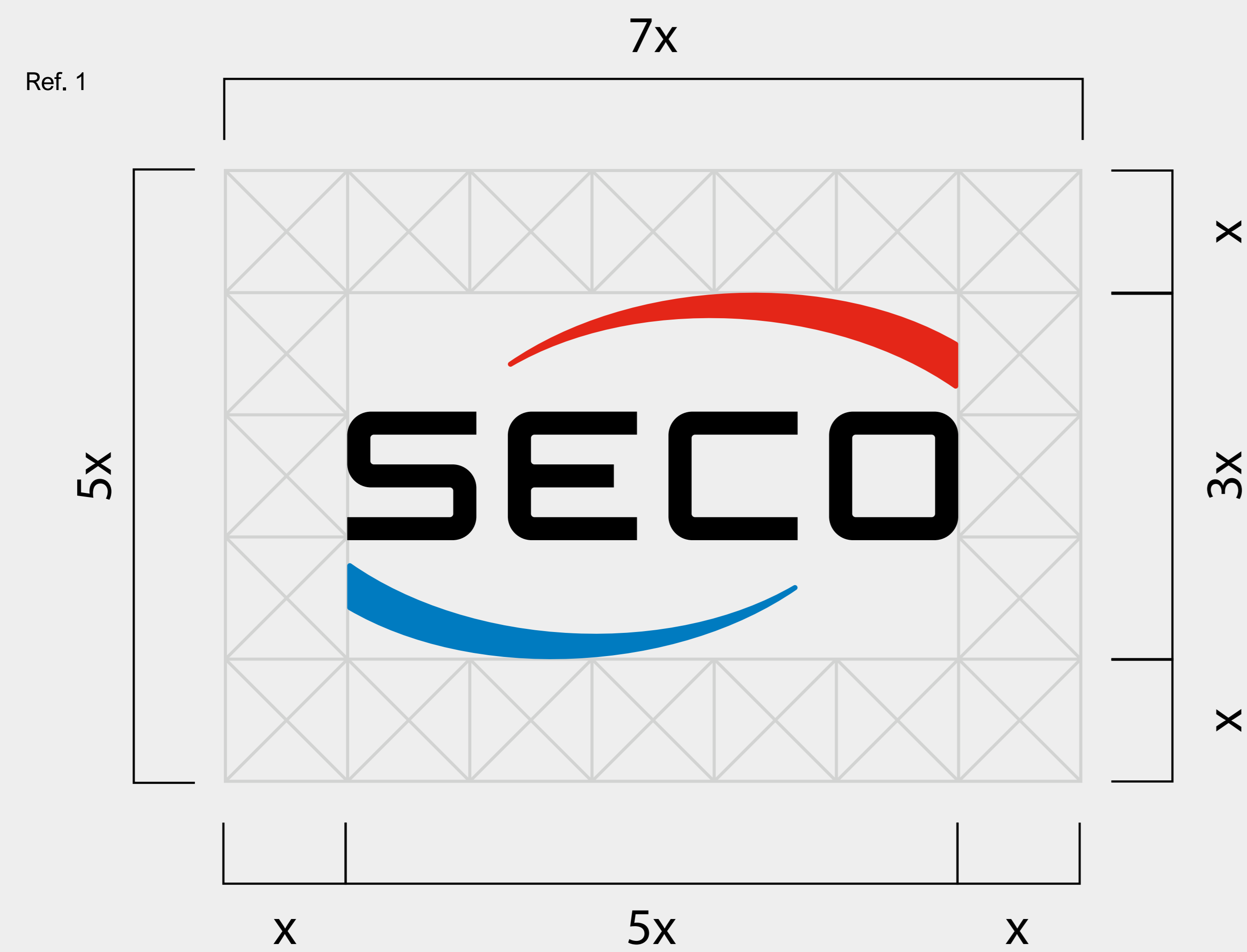




We exist to
open up the world
to innovation



Logo Seco with payoff



Endless ways to the future

Logo Seco with payoff alternative use when the size of the logo is small



use when size logo SECO is less than 3 cm





seco.com