

sitesage

design manual / 24

01 OVERVIEW	3	03 COLOURS	12
Mission	4	Primary palette	13
Vision	4	Secondary palette	14
Positioning	4	Gradient	17
Tone of voice	5		
Brand values	5		
02 LOGO	6	04 TYPOGRAPHY	18
Logo versions	7	Brand typefaces	19
Logo colours	8	Type hierarchy	20
Clearance	9		
Minimum sizes	10	05 IMAGE STYLE	21
What to avoid	11		

Ø1 Overview

MISSION

Elevating the standard of customer support for small to mid-sized e-commerce businesses in Denmark with custom AI solutions.

4

VISION

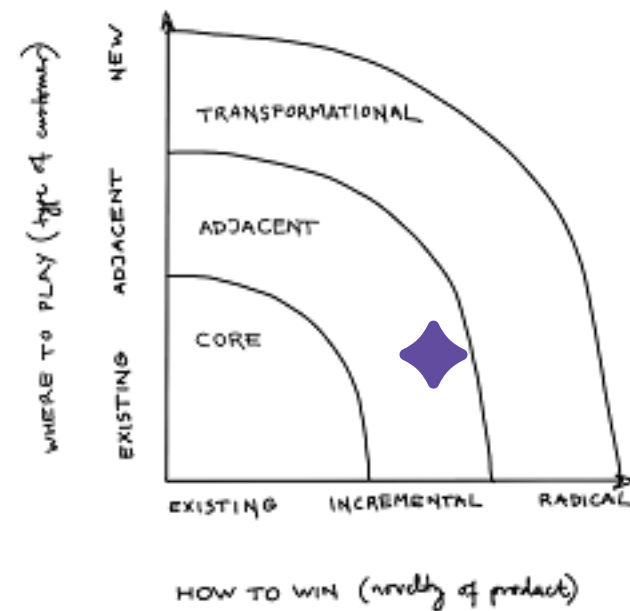
Continuously evolving to meet the dynamic needs of our clients, setting the benchmark for AI-driven customer support in Denmark.

POSITIONING

Niche Focus: Positioned as the go-to AI customer support solution for Danish e-commerce enterprises with 500–2500 daily visitors, generating a minimum of 3M DKK revenue.

Innovative Pioneer: Setting the brand apart by competing with traditional live chat solutions and addressing issues with pre-defined chatbot solutions by using virtual assistants.

Prioritizing a specific customer segment and becoming the expert in serving their unique needs (allocate time and resources needed)



TONE OF VOICE

BRAND VALUES

Designed to resonate with the dynamic, forward-thinking mindset of Danish executive decision-makers in e-commerce, we speak with the enthusiasm of pioneers, conveying the thrill of embracing cutting-edge AI solutions.

5

We are guided by these key concepts and values.

BESPOKE

We pride ourselves on crafting personalized experiences that meet the unique needs of each client.

RESOURCEFUL

We thrive on finding inventive ways to address challenges, providing our clients with the tools to effectively use their resources.

TRUSTWORTHY

Our commitment to certainty and precision is woven into the fabric of everything we provide, ensuring a trustworthy and dependable partnership.

EMPATHETIC

Guided by a commitment to a human-centered philosophy, we aim to create a more relatable and engaging customer experience.

INNOVATIVE

Staying ahead in technology, we explore the limits of what's possible, combining creativity and curiosity to uncover new ways of problem-solving.

Ø2 Logo

02 LOGO VERSIONS

7

The logo has two different versions:

A - Lettermark

The two interlocking G letters represent security and stability. The Lettermark mark can be used independent of the Wordmark as a graphic element.

B - Wordmark

This is the primary use of the logo as it provides context and establishes brand recognition. The brand name is presented using the sans-serif typeface Format 1542 in lowercase. (with a slight modification on the letter “a” for higher legibility)



02 LOGO COLORS

The logo may be used in Midnight Moss and Ecu White colors.

For maximum contrast and clarity:

On a light background, use the Midnight Moss version.

On a dark background, use the Ecu White version.

Over photography, the designer may decide between the above listed four colours depending on which has the most contrast and legibility.

Never use the logo in Purple Sage, Blue Charcoal and Macaw Turquoise.



sitesage



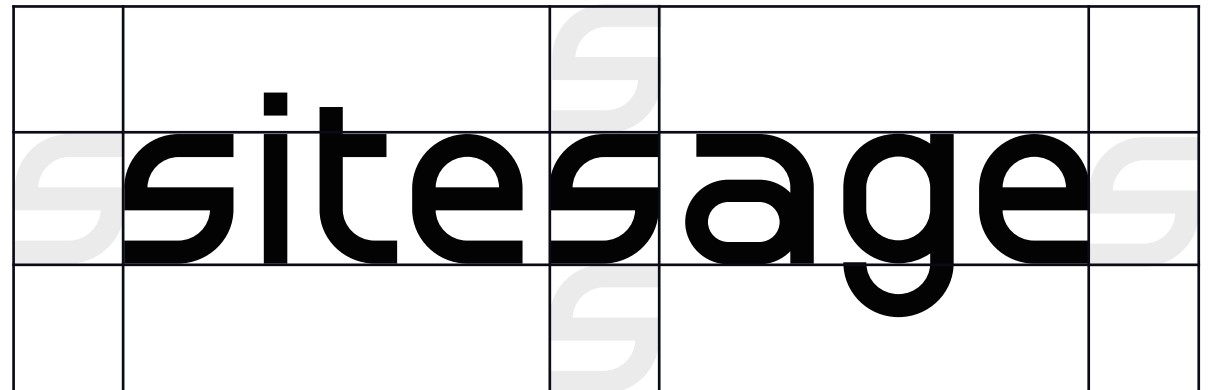
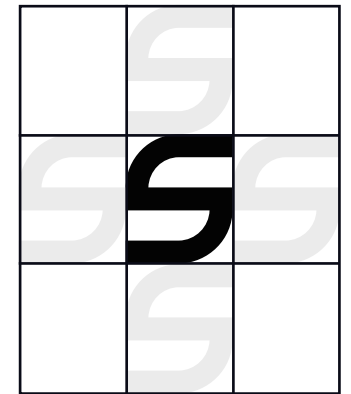
sitesage

02 CLEARANCE

It's important that the logo is surrounded by a minimum amount of clear space so that its not crowded by external elements.

The grids show the correct amount of space that should surround the logo. The space is defined by the letter S in both versions of the logo.

No accompanying text or logos should appear in this area.



02 MINIMUM SIZES

10

To ensure the logo remains legible at all times it should not be reduced below its minimum size.

The Lettermark:

Minimum sizes

Print: 10 mm

Digital: 50 px

The Wordmark:

Minimum sizes:

Print: 40 mm

Digital: 100 px

A stylized, bold, black letter 'S' logo.

10 mm

The word 'sitesage' in a lowercase, sans-serif font.

40 mm

A stylized, bold, black letter 'S' logo, larger than the one on the left.

50px

The word 'sitesage' in a lowercase, sans-serif font, larger than the one on the left.

100 px

02 WHAT TO AVOID

- 1 Do not use color combinations that make the logomark illegible
- 2 Do not use different colors for the logo
- 3 Do not disproportionately stretch or warp the logo
- 4 Do not outline, add a drop shadow, bevel, or any stylistic effect to the logo
- 5 Do not place the logo over images which make the logomark illegible



Ø3 Colours

Refer to the color ratio graph for guidance on color application. (printed documents like onepagers are an exception, where Ecrú White should be used as a background color, and Midnight Moss as the primary text colour)

The brand colors are based on the following principles:

Midnight Moss: signals professionalism, power, and sophistication

Ecrú White: signals class and dependability

Purple Sage: signals devotion, empathy and wisdom

Macaw Turquoise: signals innovation, balance, and clarity

Blue Charcoal: signals security, trust, and fiscal responsibility

The palette may be extended in the future if different colours are required for variation.



MIDNIGHT MOSS

HEX: #030304

RGB: (3, 3, 4)
CMYK: 27% 27% 2% 98%
Pantone: BLACK 6 C

ECRU WHITE

HEX: #F4F6EA

RGB: (244, 246, 234)
CMYK: 1% 0% 5% 4%
Pantone: 663 C

PURPLE SAGE

HEX: #6633CC

RGB: (102, 51, 204)
CMYK: 50% 75% 0% 20%
Pantone: 2090 C

BLUE CHARCOAL

HEX: #000033

RGB: (0, 0, 51)
CMYK: 100% 100% 0% 80%
Pantone: 296 C

MACAW TURQUOISE

HEX: #33CCFF

RGB: (51, 204, 255)
CMYK: 80% 20% 0% 0%
Pantone: 298 C

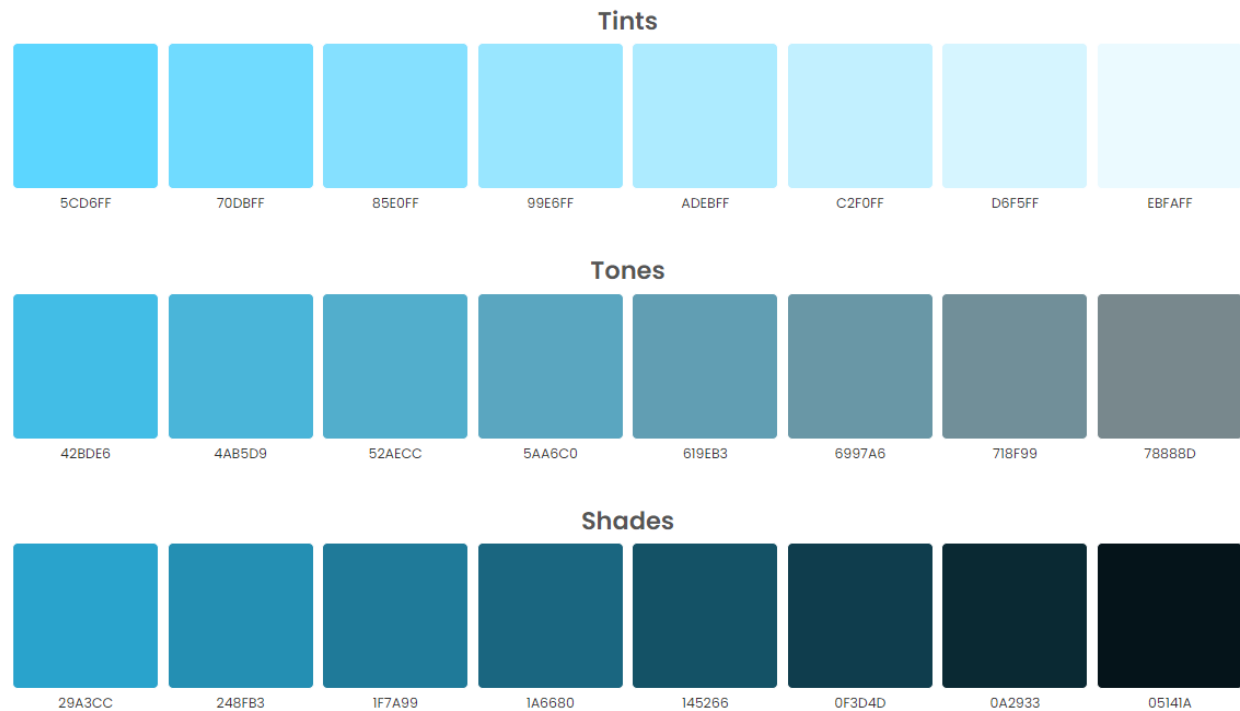
03 SECONDARY PALETTE

14

The following monochromatic palettes use tints, tones and shades of the primary colors, enabling flexibility while staying true to the original branding.

Individuals colours may be manually selected from these secondary palettes and used in relation with the primary brand colors.

Be mindful and do not overuse the colors in these secondary palettes.



03 SECONDARY PALETTE

The following monochromatic palettes use tints, tones and shades of the primary colors, enabling flexibility while staying true to the original branding.

Individuals colours may be manually selected from these secondary palettes and used in relation with the primary brand colors.

Be mindful and do not overuse the colors in these secondary palettes.



03 SECONDARY PALETTE

The following monochromatic palettes use tints, tones and shades of the primary colors, enabling flexibility while staying true to the original branding.

Individuals colours may be manually selected from these secondary palettes and used in relation with the primary brand colors.

Be mindful and do not overuse the colors in these secondary palettes.



04 GRADIENT

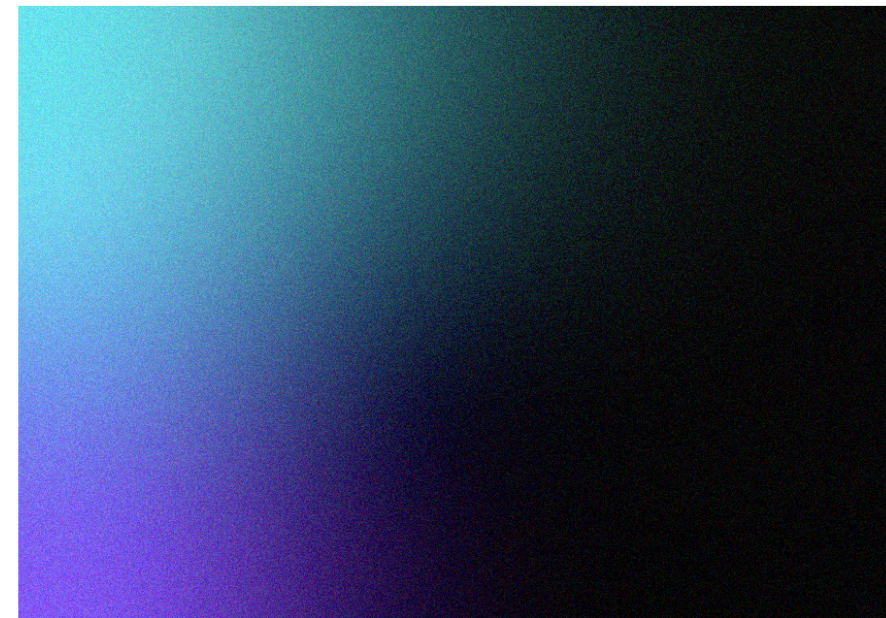
17

To add depth and movement to the visuals, a freeform gradient can be used.

Use Midnight Moss as a base color, adding Macaw Turquoise, Blue Charcoal and Purple Sage as shown in the examples.

Use Ecru White for text to go on top of the gradient.

To finish, add Regular Grain (Intensity 21, Contrast 50).



04 Typography

Both typefaces have open font licences and are free to be used commercially in both print and digital media.

Epilogue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&* ,;/{}[]()?!

Usage:	Available Styles:		
Headlines	Extra Light	Medium	Extra Bold
Subheadings	Light	Semibold	Black
Short quotes	Regular	Bold	

Barlow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&* ,;/{}[]()?!

Usage:	Available Styles:		
Body Copy	Thin	Medium	+ more
Info text	Light	Semibold	
	Regular	Bold	

Hierarchy refers to the overall structure of a layout, and/or the relationship between different text elements.

To establish hierarchy, use different sizes of text, with headlines being the largest text element, and body text the smallest.

For design needs outside of existing assets, use a consistent typeface with a bolder weight for the most prominent text in a layout, and a lighter weight for secondary text. This directs the eye to the most important information first.

Most layouts have at least three levels of hierarchy: headline, subheading, and body text.

For design needs outside of existing templates, determine the size of body text first (at least 12 points/16px). Then set the headline to double the body text size or larger (for example, 24 points/32 px).

(Epilogue Bold, 24pt)

Want to know more?

(Barlow Regular, 16pt)

Book a discovery call to get your custom solution started.

(Epilogue Medium, 16pt)

[Book a meeting](#)

(Barlow Light, 12pt)

WHY CHOOSE SITESAGE

(Epilogue Bold, 24pt)

Personalised recommendations

(Barlow Regular, 12pt)

With Emma, we can upsell and recommend products in your tone of voice based on individual customers. With that in mind, she can discuss what products would best suit any given customer, based on their personal needs.

Ø6 Image *style*

06 IMAGE STYLE

22

The color and tone of the photography should be warm and, reminiscent of the lifestyle of Sitesage's target audience - Danish executives / CEOs.

The following images are a guide to be considered when creating photography assets to be used for print or digital materials.

Here's a list of websites where you can find similar free images to use:

Unsplash
Pexels
Life of pix
Picography

For consistent icons - use Font Awesome



