



7N Global brand guidelines



A modern interior space with a large potted tree in the center, white columns, and a blue accent wall. The scene is dimly lit, with the tree and columns providing a sense of depth and structure. The overall atmosphere is clean and minimalist.

01

7N Core Brand elements

Short guide through 7N visual identity

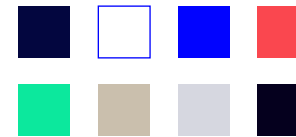
Core elements

Here you will find a guide to the core master brand elements that should be used and considered in creating assets for 7N Brand.
For more details please check next chapters.

Logo



Colors



Tagline



Typography

Chivo Black
Chivo Bold
Chivo Regular
Chivo Light

The background is a photograph of a modern interior space, possibly a hallway or a large room, with a high ceiling and large windows. A large, leafy tree is potted in a wooden crate in the center. A blue horizontal bar is overlaid on the image, and the number '02' is written in white on it.

02

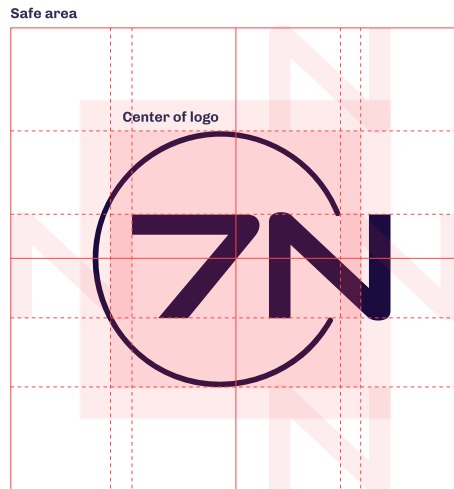
7N Logo & Tagline

Basic rules for using logo

Logo

Our primary logo is 7N in Elite Blue on a white background. This is to create a premium feel as we continue to set the industry standard for professional IT solutions.

Safe area & center of logo



7N Logo in Elite blue



7N Logo in White



Logo misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way.



NO

Do not change the logo colour or tone outside of Elite blue or White.



NO

Do not outline or create a keyline around the logo.



NO

Do not apply a gradient on the logo.



NO

Do not resolve the logo in two different colours.



NO

Do not distort or warp the logo in any way.



NO

Do not rotate the logo.



NO

Do not change, recreate or manipulate the logo.

Tagline

The brand name and claim “IT CONSULTING Driven by High Performance” go together to form the tagline. The tagline is created in 3 variations together with logo in both elite blue & white version. Depending on the project, it can be separated from the logo, but shouldn’t be used alone.

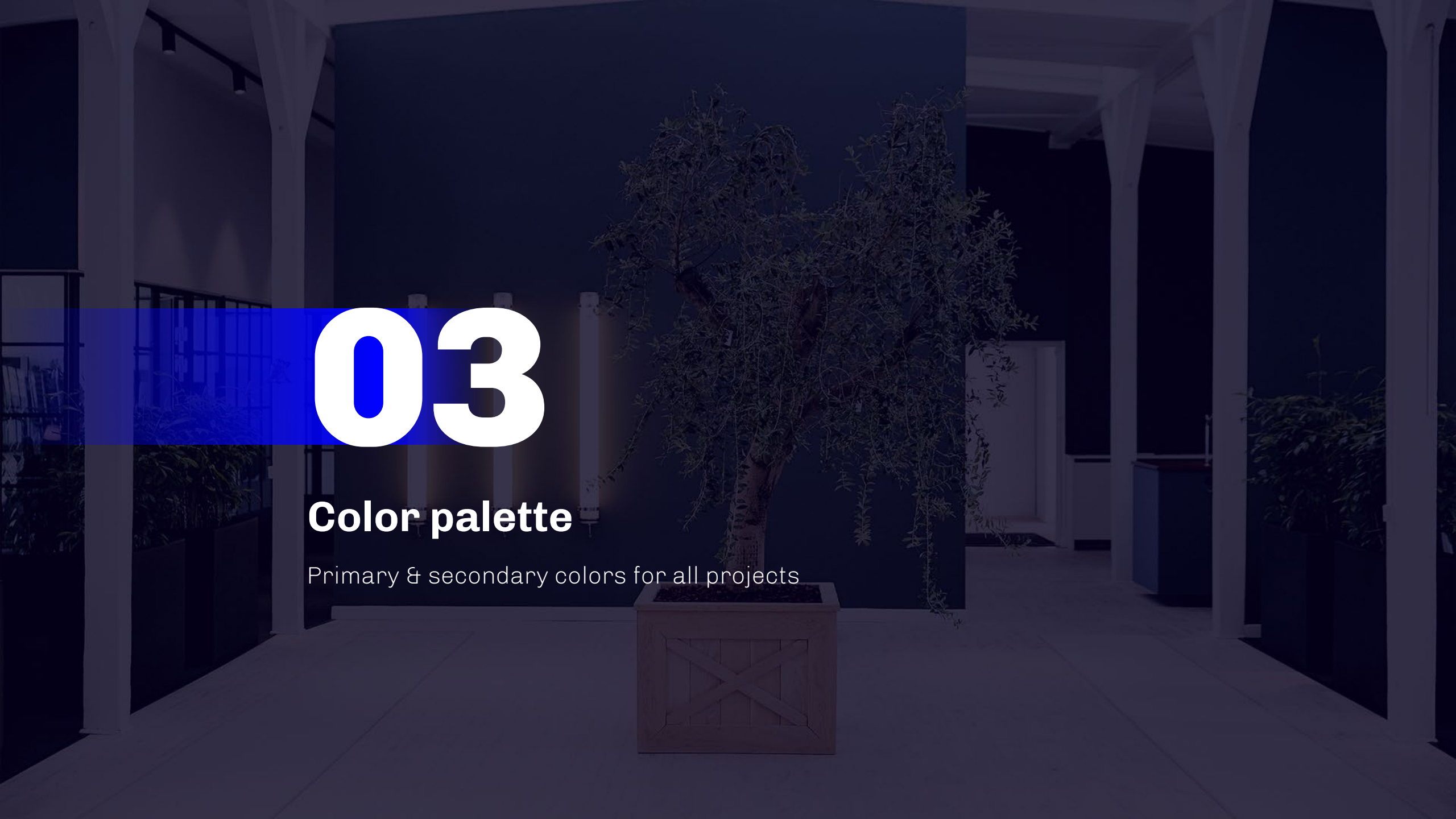
7N Tagline in Elite blue



7N Tagline in White



Rules about misuse of the 7N Logo apply also to tagline.

The background is a photograph of a modern interior space, possibly a hallway or a large room, with a high ceiling and large windows. A large, leafy tree is potted in a wooden crate in the center. A blue horizontal bar is overlaid on the image, and the number '03' is written in white on it.

03

Color palette

Primary & secondary colors for all projects

Colors – Primary palette

The basic palette used in 7N projects. The fundamental colors of 7N are Elite blue+White together with accents in Proficient blue.

Depending on the project additional accents can be created with Substance red or Open minded green.

Open minded green should be used only on dark backgrounds to keep contrast.

ELITE BLUE



#03063F
RGB (3, 6, 63)
CMYK (100, 90, 13, 68)
PMS 282
RAL 5022

WHITE



#FFFFFF
RGB (255, 255, 255)

PROFICIENT BLUE



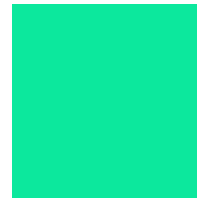
#0103FF
RGB (1, 3, 255)
CMYK (100, 95, 0, 3)
PMS BLUE 072
RAL 5002

SUBSTANCE RED



#FA474F
RGB (250, 71, 79)
CMYK (0, 86, 63, 0)
PMS RED 032
RAL 2012

OPEN MINDED GREEN

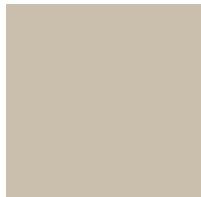


#0CE89D
RGB (12, 232, 157)
CMYK (62, 0, 53, 0)
PMS 3395
RAL 6032

Colors – Secondary palette

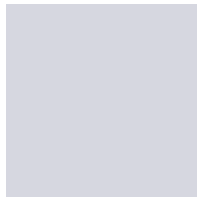
The additional palette used mostly in 7N digital projects. Please use the correct color values for your application.

LIFESTYLE BEIGE



#CABFAD
RGB (202, 191, 173)
CMYK (5, 10, 17, 16)
PMS 7528
RAL 7032

CLASSIC GREY



#D6D7E0
RGB (214, 215, 224)
CMYK (10, 7, 1, 4)
PMS 5315
RAL 9018

ROBUST BLACK



#05001E
RGB (5, 0, 30)
CMYK (60, 40, 40, 100)
PMS BLACK 6
RAL 9011

EB – PARAGRAPH



#332C55
RGB (51, 44, 85)

EB – PARAGRAPH LIGHT



#74769C
RGB (116, 118, 156)

WEB BG GREY



#F7F8FF
RGB (247, 248, 255)

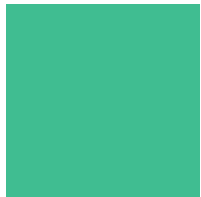
GOLD



#FFBC57
RGB (255, 188, 87)

Gradients – only as accent elements

PHOTO BG GREEN



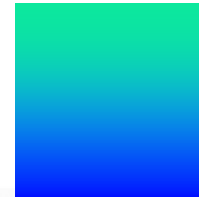
#40BD91
RGB (64, 189, 145)

PHOTO BG RED



#D26A6F
RGB (210, 106, 111)

GREEN - BLUE GRADIENT



#0CE89D – #0103FF

RED - BLUE GRADIENT



#FA474F – #0103FF

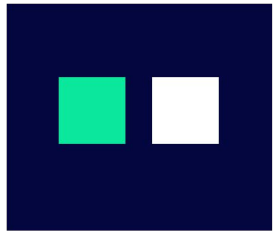
BLUE - ELITE GRADIENT



#03063F – #0103FF

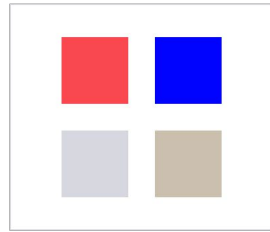
Rules for colors

There are some rules about using 7N color palettes which following provides best results.



YES

It's recommended to use dark solid colours, with Open Minded Green or White elements on top.



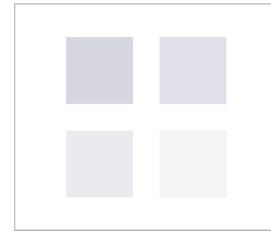
YES

It's recommended to use light solid colours, with Proficient Blue, Substance Red, Classic Grey and Lifestyle Beige elements on top.



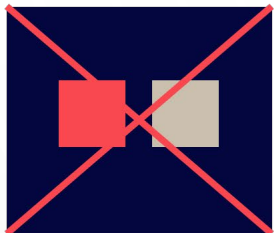
YES

It's allowed to use gradients in specific color sets (see gradient list below)



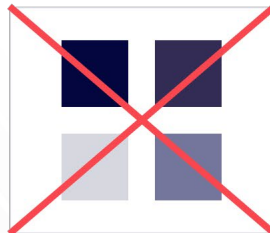
YES

Colours can be toned down to create more layers of depth.



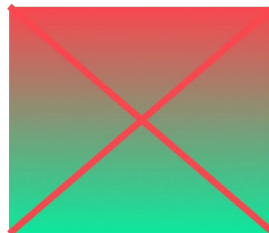
NO

Colours like Substance Red and Lifestyle Beige should never be used on dark solids.



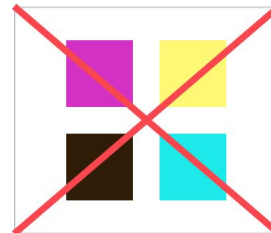
NO

Too much grey colour creates depressing atmosphere. We recommend using it mostly for typography purpose.



NO

Don't use gradient in any other way that it's specify on list below.



NO

Don't add extra colours to existing list.

A modern interior space with a large potted tree in the center, white columns, and a blue accent wall. The scene is dimly lit, with a blue horizontal band across the middle containing the text.

04

Typography

Short guide through text styles

Typography

We are using all styles of both 7N fonts, which depends on the content required for the project. Below you can find examples based on basic 7N document style, but for different projects it could vary. The most important thing is to keep the hierarchy of styles.

7N Fonts

Chivo Black

Chivo Bold

Chivo Regular

Chivo Light

Basic example of headers/paragraph hierarchy

Title – 28pt

Subtitle – 16pt

Paragraph title – 12pt

Paragraph subtitle – 12pt

Body text – 10pt

GRAPH LABELS – 10pt

Graph text – 10pt

Sources – 8pt



05

Illustrations & Icons

The construction & rules for existing and new elements

Illustrations

The illustration style of 7N is used to provide supporting illustrations to services, processes, functions and other abstract matters. It follows the principles of simplicity and clarity and takes inspiration from the straightforwardness and dynamism of tape drawing.

Use of color

Basic palette for 7N illustrations is combination of elite blue and white with strong accents of proficient blue and substance red. Background is usually created with classic gray elements. Shading is created with hard edges including one shadow level (color+transparent elite blue) and one highlight level (color+transparent white).

Illustrations of People

Illustrations of people are reduced to the essentials. Comical facial expressions and gestures are not used.

Illustrations of Scenes & Concepts

Scenes and various abstracts settings should always take advantage of rules and push the to more abstract level, but keeping the style in tact.

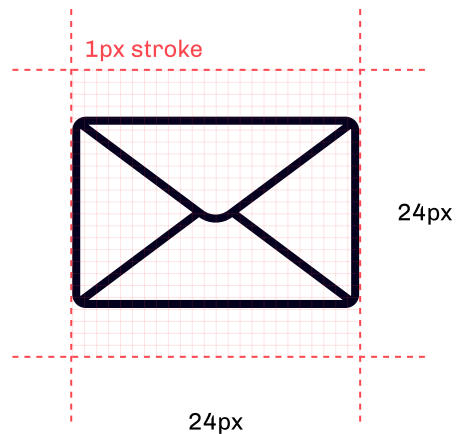


Icons

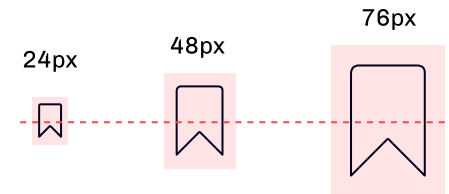
Icons are made up of as few elements as possible. The constructed style is created by means of a fine, constant narrow contour thickness, and the avoidance of filled-in blocks. Right angles alternate with rounded corners.

Icons should preferably appear to the left or right of the associated text. If several icons are placed alongside each other, the minimum spacing is 12px.

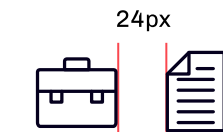
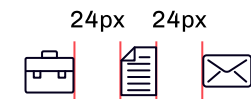
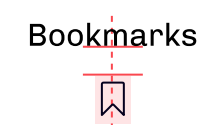
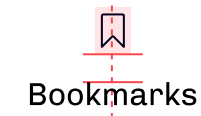
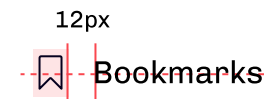
Icon structure



Icon scaling



Icons Placement





7N Group is an elite IT consultancy agency with more than 30 years of market experience in serving all aspects of critical IT projects both within the public and private sector.

We have dedicated ourselves to finding the right match between our consultants and the companies we serve – we believe that is how the best results are created. At 7N, we have built a professional community of extraordinary people. A community dedicated to achieving professional and personal development. A place where the best gets to play with the best.

www.7N.com | info@7N.com