



SAKTA

FOR THE WORK YOU DO

Excellence in High-Quality Workwear Manufacturing

SIA "Sakta" is a clothing manufacturing company with extensive experience and a strong focus on producing high-quality garments. The company stands out for its precisely tailored cuts, meticulous sewing craftsmanship, and rigorous quality control. Its production facility is modern and equipped with advanced technologies, ensuring premium products that meet international standards. "Sakta" offers a wide range of fabrics, finishing elements, and delivery solutions to meet the needs of both local and international markets.



Mission

To deliver top-quality garments and exceptional service by blending traditional craftsmanship with modern design and technology.

Vision

To become a leading player in the international apparel manufacturing market, offering products that are both stylish and sustainable.

Brand Guidelines Introduction

Our **visual identity**, defined by thoughtfully selected colors and design principles, embodies our commitment to quality, expertise, and customer satisfaction. It ensures we maintain a consistent and professional image in everything we do.

As we progress from being a trusted company to becoming an industry leader, this brand book will serve as our guide. More than a collection of rules, it reflects our mission and values, showcasing our dedication to delivering exceptional services and meeting the diverse needs of our clients.

Inside, you'll discover the core elements of our brand identity - from the colors that capture our essence to the typography that conveys our story.

Every detail is thoughtfully designed to equip you with the knowledge and tools needed to represent our brand with consistency and impact.



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Brand logo

Page 01



The sleek, straight lines embody the company's modernity and precision, while the abstract curves evoke the delicate trajectory of stitching, subtly referencing the meticulous craftsmanship and flawless accuracy inherent in our manufacturing process.

Midnight blue  and amber yellow  symbolize trustworthiness and elegance, conveying the company's stability and refined approach while evoking a sense of sophistication and modernity. These colors reflect the perfect balance of strength and warmth, inspiring confidence and a timeless sense of style in every aspect of the brand.

Logo clear space

Page 02



The clear space is determined by the letter "A"

The clear space around a logo is crucial for ensuring its visibility and recognition. Serving as a protective buffer, it prevents other elements from interfering with or blending into the logo, safeguarding its integrity and impact. Maintaining consistent clear space enhances the logo's effectiveness across various media and reinforces the brand's professional image.

Logo Placement

By using this template as a guide, you can effectively position the logo in the desired location on any page, allowing other elements like images and text to align seamlessly with the logo's placement.

Always ensure sufficient white space around the edges of the document to preserve readability.



Primary, Secondary & Symbol

Primary logo mark



Secondary logo mark



Logomark without company slogan

Logo symbol



The symbol can only be used separately from the logo;
do not place it on top of the logo mark

The primary logo is used in most cases. The secondary logo is employed when space is limited, when it provides a more visually appealing option, or when surrounding design elements reflect Sakta's field of work, making additional description unnecessary. Use your judgment to determine the best placement and context for the logo.

How not to use the logo



Bad contrast

When incorporating our logo into any design or branded material, it's crucial to maintain high contrast between the logo and its background. This ensures that the logo remains clear, legible, and impactful.



Altered logo

Our logo is the cornerstone of correct brand communication. Always use the logo file provided. Do not copy/paste logos from Google or other online sources. Do not alter or manipulate the logo files provided by our team.



Wrong color use

Ensuring the use of correct colors specified by this brandbook is essential for maintaining brand consistency and identity. Whenever possible, it is advisable to utilize the logo files provided by our team.

Logo Size Guide



To ensure readability and brand recognition, avoid using the logo in sizes smaller than 150px (width) for digital formats and 3-4 cm (width) for print formats.

Brand Colors



SAKTA
FOR THE WORK YOU DO

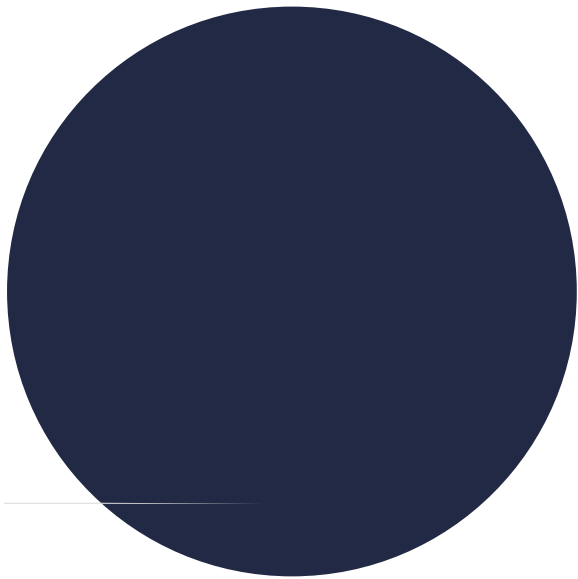
Each color in our palette is carefully selected for its psychological and cultural significance, ensuring both visual impact and optimal visibility, especially for a workwear brand where clarity and distinction are essential. These colors are designed to stand out in all environments, ensuring they are easily visible and recognizable. By adhering to our specified color codes - HEX, RGB, and CMYK - we maintain consistency in the brand's appearance across digital and print formats, ensuring maximum usability and effectiveness in every context.

Color Palette

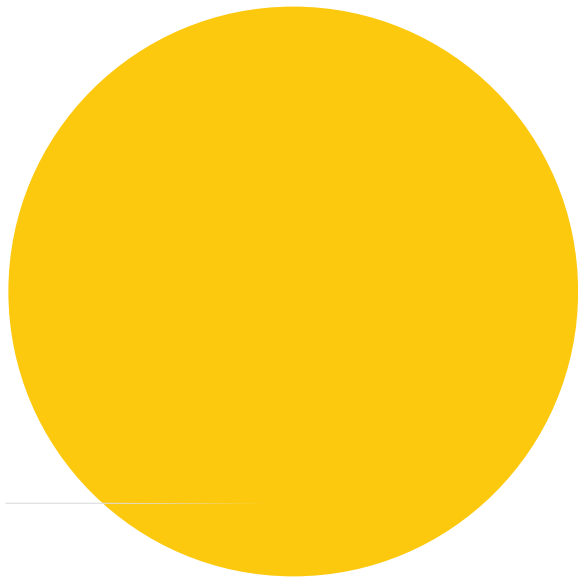
Core Colors: These shades form the foundation of our brand identity, representing its essence. Present across all platforms—from our logo to promotional materials—they serve as the cornerstone of our visual presence, ensuring immediate recognition and consistency.

Accent Colors: Complementing our core primary palette, these hues add depth and flexibility to our brand's visual narrative. They enhance and differentiate various elements within our designs, creating a balance of harmony and diversity, all while preserving the unity of our brand identity.

Core colors

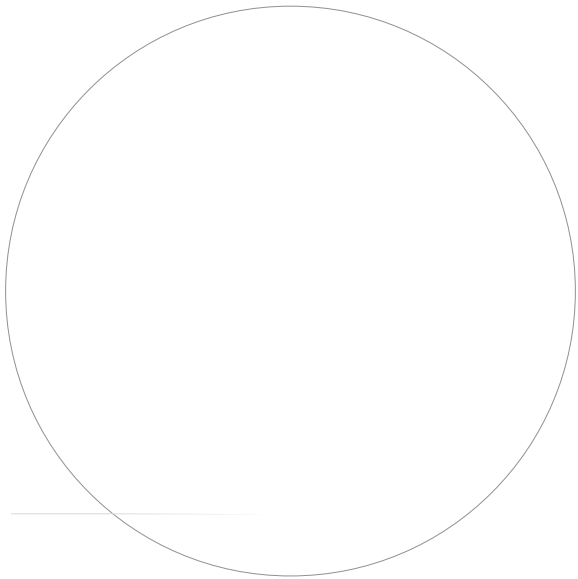


Midnight blue
HEX: #222944
RGB: 34, 41, 68
CMYK: 90, 82, 45, 47



Amber yellow
HEX: #FDC90F
RGB: 253, 201, 15
CMYK: 1, 20, 98, 0

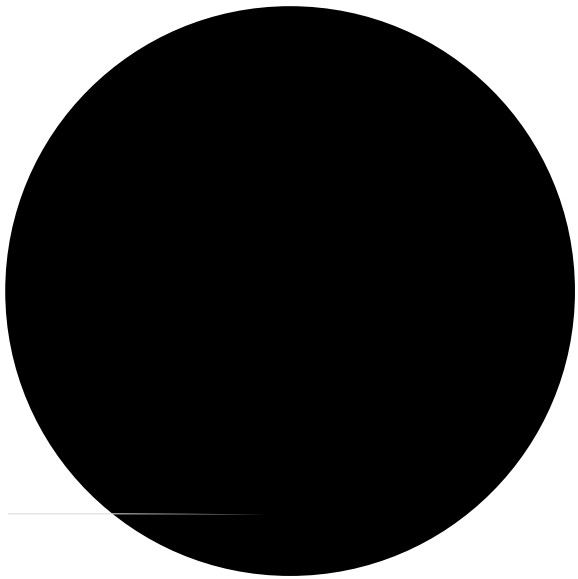
Accent colors



White
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Light gray
HEX: #DDDDDD
RGB: 221, 221, 221
CMYK: 12, 9, 10, 0



Black
HEX: #000000
RGB: 0, 0, 0
CMYK: 60, 60, 60, 100

Primary and monotone colors



Primary color on light background

On any light colored background, you can use the logo either in its primary Midnight Blue color or Amber Yellow to ensure it pops, maintaining clear visibility and brand integrity.



Primary color on dark background

When incorporating our logo into any design or branded material, it's crucial to maintain high contrast between the logo and its background. This ensures that the logo remains clear, legible, and impactful.



Monotone - 100% white & 100% black

100% black and 100% white. These variants should be used only in exceptional cases, such as documents that need to be printed without color or when color limitations are present. Their use ensures the logo remains recognizable and clear in environments where color options are restricted.

Logo usage on brand color background

Page 10

It is crucial to maintain the integrity of the logo at all times. These guidelines are designed to ensure that our logo is treated with the respect and visibility it deserves, no matter the background it is placed against.



On Midnight Blue background, utilize the Amber Yellow version of the logo to ensure it remains clear and vibrant, offering a striking contrast.



On Yellow Amber background, utilize the Midnight Blue version of the logo to create a stark contrast and ensure it stands out prominently.



On any possible dark background, utilize the Amber Yellow version of the logo to create a stark contrast and ensure it stands out prominently.



On any midtoned colored background, use the logo in its primary Midnight Blue color to ensure it pops, maintaining clear visibility and brand integrity.

Brand Typography



Typography is pivotal for our brand identity, maintaining consistent voice and tone across all channels. This section outlines our chosen fonts, ensuring clarity, professionalism, and contemporary appeal in our messaging.

Heading typeface

Page 12

Source Sans 3 is our primary typeface for all headings and subheadings and is used across most of our branded materials.

It captures attention and emphasizes important sections. Its strong presence helps in structuring content clearly and is ideal for titles and impactful statements.

Main text typeface

Page 12

Noto Sans is our primary typeface for main text.

Its humanist design features a clean and neutral appearance, enhancing readability across different platforms and devices. Extensive Language Support: Covers over 800 languages and multiple scripts.

Source Sans 3 - Semibold & Bold

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special characters

**@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []**

Noto Sans - Regular & Medium

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special characters

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []

Secondary typeface

For presentations and Word documents, the "Arial" typeface is used to ensure compatibility with computers that do not have the font "Noto Sans & Source Sans 3".

Arial Bold: Should be used for headings in scenarios where Source Sans 3 is not an option, maintaining the hierarchical importance and attention-grabbing quality needed in these elements

Arial Regular: Acts as a substitute for Noto Sans, used for body text where Noto Sans cannot be employed. It ensures that our messages remain clear and accessible.

Arial (bold)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special characters

@ # \$ % ^ & * () | \ : ; " ' < > , . ? / _ + - = { } []

Arial (Regular)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special characters

@ # \$ % ^ & * () | \ : ; " ' < > , . ? / _ + - = { } []

Brand assets



The brand assets presented in this section serve as visual inspiration and guidance for your designs. While they exemplify our brand's aesthetic direction, they are meant to be used flexibly. Let them provide a solid foundation, but feel free to adapt and innovate as necessary to meet the unique needs and context of each project.

Formal letter concept

Page 15

SIA "SAKTA" TUKUMS

LV-49203003060
Liela 59a, Tukums,
Latvija, LV-3101

DATE: 05.10.2024.

Title of the formal letter

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fl

Name, Surname

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SIA "SAKTA" TUKUMS

LV-49203003060
Liela 59a, Tukums,
Latvija, LV-3101

Title of the formal letter

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fl

Name, Surname

+371 29440455, +371 631 26810 | pasutijumi@sakta.lv | www.sakta.lv

Business card concept



Visualization of the lightbox for the production facility building

Page 17



Office stationery concept

Page 18



Facebook page cover and profile picture concept

Page 19

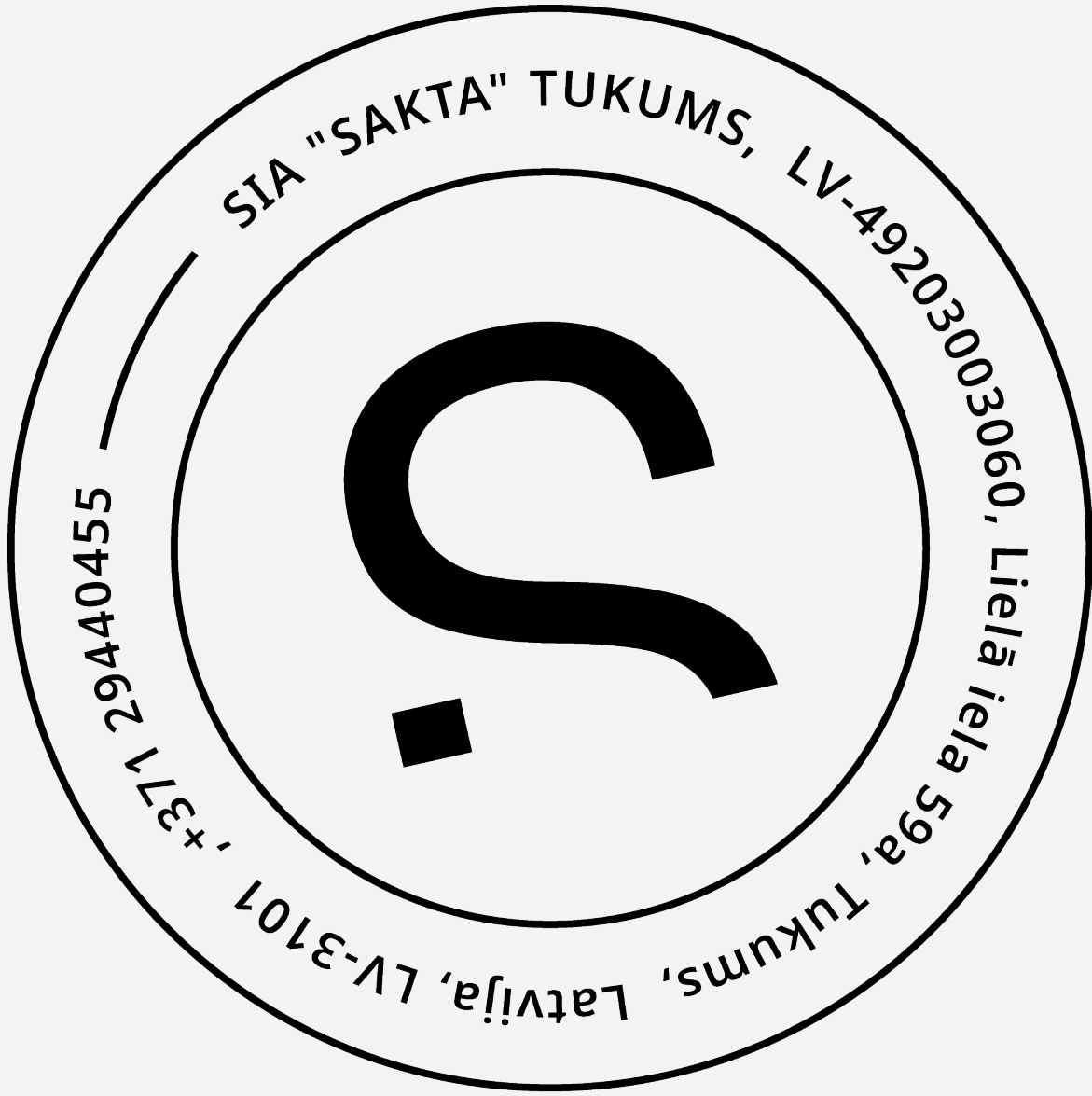
Cover photo



Profile picture

Formal stamp concept

Rectangle shape stamp



Circle shape stamp

Quality tag

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Endurance

Definition: The ability to sustain a specific activity, force, or state over an extended period.

Context: Often used in dynamically changing situations where maintaining performance under prolonged stress or repeated use is required.

Durability

Definition: The ability to withstand wear, damage, or deterioration over time, often in harsh or changing conditions.

Context: Usually refers to the longevity and resistance of materials or objects against damage, without the need for active or repeated use.



Midnight blue



Amber Yellow

Document folder concept



Contact us

Page #23



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To access brand photographs, brand guidelines, and other resources in this document:

www.sakta.lv/brand-guidelines