



BRAND IDENTITY GUIDELINES · 2025

Visual Identity Guidelines

Logo · Typography · Color · Voice & Tone · Visual Devices

IT Solutions Tailored for Your Business

Serian Technologies is a technology company based in Massachusetts, USA, with over 12 years of experience in Information Technology. We provide managed IT services, cybersecurity, SaaS implementation, web development, and software design — tailored specifically for mid-sized businesses and non-profit organizations across the region.

MANAGED IT

CYBERSECURITY

WEB DEV

SAAS

HELP DESK

SOFTWARE DESIGN

The Idea Behind the Brand

Serian Technologies exists to be the layer between complexity and clarity. For mid-sized businesses and non-profits, technology can be overwhelming — too many options, too much jargon, and not enough time. Serian steps in as the trusted intermediary: translating real business needs into the right technological footprint, so clients can focus on what they do best.

"We translate business needs into technological footprints — without clients having to worry about the specifics."

This idea of translation, signal, and connection is the foundation of the entire brand. The signal-wave icon in the logo is the brand's core metaphor: Serian as the signal that cuts through noise, connecting businesses to the technology they need.

Brand Pillars

CLARITY

We remove complexity. Every service translates a hard technical reality into a clear, manageable solution for the client.

TRUST

Over 12 years of experience. We are an extension of your team, invested in your long-term outcomes — not just the next ticket.

PRECISION

We analyze short, medium, and long-term needs before recommending anything. The right solution at the right time.

About Serian Technologies

Serian Technologies is a technology company based in Massachusetts, USA. Our team has over 12 years of experience in Information Technology. We focus on meeting the technological needs of mid-sized companies and non-profit organizations, analyzing their short, medium, and long-term needs to support and guide the best technologies to implement.

Our services include:

- Remote help desk support
- IT systems monitoring
- Server and network management
- SaaS implementation
- Cybersecurity solutions
- Web design and development
- Mobile and desktop software design

02 — THE LOGO

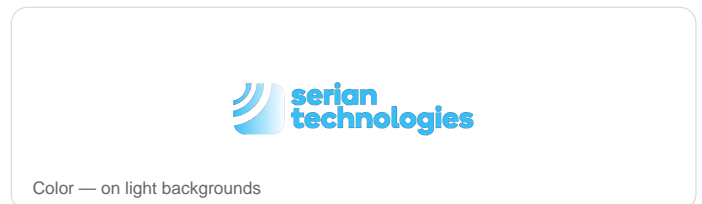
Logo System

The Serian Technologies logo is a lockup of the signal icon and the wordmark set in Boing Bold. Together they form a confident, modern identity that works across web, print, and application contexts.



- Signal Icon**
 A rounded square with radiating arc waves from the lower-left corner. Represents connectivity and Serian's role as the signal between client and technology.
- Wordmark**
 Set in Boing Bold. Rounded terminals communicate approachability without sacrificing authority. All lowercase for warmth.
- Lockup**
 Icon and wordmark always used together in the primary lockup. The icon should never be scaled below 24px in any application.

Logo Variants



Favicon & App Icon



Standalone Icon
 The signal icon alone is used as a favicon, app icon, and profile avatar. It always appears on a black background in square format. The gradient on the rounded-square face provides depth and dimension at small sizes.

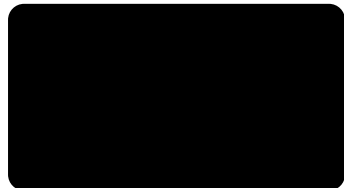
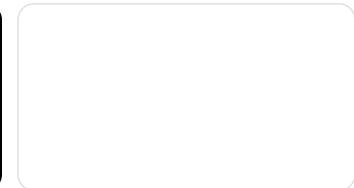


Navbar Variants



03 — COLOR SYSTEM

Color Palette

The Serian palette is built on a foundation of absolute black and white, grounded in clarity and contrast. The sky-blue accent brings warmth and approachability without sacrificing professionalism.

| | | | |
|--|---|--|---|
|  |  |  |  |
| Black #000000 · Primary, dark UI | White #FFFFFF · Light backgrounds | Sky Blue #38BDF8 · Brand accent, CTAs | Deep Blue #0284C7 · Support, hover states |

Color Roles & Usage

| Color | Primary Use | Avoid |
|---------------------|--|-----------------------------------|
| ● Black | Backgrounds, body text on light, wordmark | As an accent or highlight |
| ○ White | Light surfaces, reverse text on dark | As an accent on white backgrounds |
| ● Sky Blue #38BDF8 | CTAs, links, active states, section labels | Large background fills; body text |
| ● Deep Blue #0284C7 | Hover states, gradients paired with Sky Blue | Standalone without Sky Blue |

Why this palette works

Black and white enforce clarity and trust — colors associated with precision and expertise. The sky blue accent brings the brand to life: it's the color of open signal, clear skies, and possibility — aligned with the signal-wave metaphor. The deeper support blue grounds the accent and provides hierarchy without introducing a third brand color.

Accent in Use



Sky Blue for primary CTAs · Black for secondary actions

04 — TYPOGRAPHY

Type System

Two typefaces form the complete Serian typography system. Boing handles identity-level moments. Inter handles everything else.

BOING BOLD — BRAND TYPEFACE

serian technologies

Boing Bold is a geometric rounded display typeface. Its rounded terminals and confident weight project friendliness and modernity — perfectly suited for a technology company that wants to be approachable, not intimidating.

Used for: Logo wordmark · Hero headings · Brand headlines · Display text

INTER — SYSTEM TYPEFACE

Clear. Reliable. Human.

Light 300

Managed IT

Regular 400

Managed IT

Medium 500

Managed IT

Used for: Body copy · UI text · Documents · Emails · Website · Data tables

Type Scale

Display

IT that works for you

H1 / 18pt

Managed IT Services

H2 / 14pt

Cybersecurity Solutions

Body / 11pt

We analyze the short, medium, and long-term technology needs of your organization.

Caption / 8pt

Massachusetts, USA · Est. 2012 · Over 12 years of experience

Google Fonts & Web Usage

For web and digital applications where Boing is not available, use Inter Bold or Inter SemiBold as a fallback for display headings. Inter is available free via Google Fonts.

How Serian Speaks

Serian's voice reflects the same clarity it promises in its services. We speak like a trusted senior colleague: knowledgeable without being condescending, direct without being cold, and confident without being boastful. Our tone adapts to context but our character never changes.

VOICE TRAIT 01

Clear and Direct

We don't hide behind jargon. When we use technical language, we explain it. Every sentence should be immediately understood by a busy operations manager.

"We'll monitor your systems and alert you the moment something needs attention — before it becomes a problem."

VOICE TRAIT 02

Confident, Not Arrogant

We've been doing this for over 12 years. We make recommendations with authority, but never talk down to clients or make them feel uninformed.

"Based on your infrastructure, we'd recommend a hybrid approach — here's why it makes sense for you."

VOICE TRAIT 03

Human and Approachable

Technology companies can feel cold. Serian is the opposite. We write and speak like real people who genuinely care about our clients' outcomes.

"You focus on running your business. We'll make sure technology never gets in the way of that."

VOICE TRAIT 04

Solutions-Focused

We don't lead with problems or specs. We lead with outcomes. Help the reader understand what changes for them — what becomes possible.

"With managed monitoring in place, your team stops firefighting and starts focusing on what grows the business."

Do & Don't

WRITE LIKE THIS

- Use plain language any business owner can understand
- Lead with the client's outcome, not our capabilities
- Use active voice: "We protect your systems"
- Be specific — name the technologies and the benefit
- Sound like a trusted advisor, not a vendor

AVOID THIS

- Acronym-heavy copy without explanation (SIEM, MDR...)
- Boastful claims with no substance ("world-class")
- Passive, corporate voice that sounds like a contract
- Fear-based messaging around cybersecurity risks
- Overly casual tone in formal documents

06 — VISUAL DEVICES

Graphic Language

Beyond the logo, Serian uses a set of visual devices across documents, presentations, and digital surfaces. All devices derive their language from the signal-wave motif in the logo.

**Signal Arc**

Expanding arcs from the logo icon. Used as section dividers, background textures, and decorative elements in presentations.

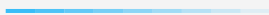
**Signal Bar**

A vertical left-border rule in Sky Blue. Used to introduce pull quotes, callouts, and highlight boxes in documents and web content.

• SERVICES

Section Label

Small-caps labels in Sky Blue with a dot prefix. Used to introduce sections — visual hierarchy without heavy headers.

**Gradient Rule**

A horizontal rule that fades from Sky Blue to transparent. References the signal-fade motif of the logo icon.

Remote Help Desk

Service Tag

Black pill tags for labeling services and capabilities. Builds a clean visual vocabulary for service listings.

Services**Accent Underline**

A Sky Blue underline beneath primary headings. Grounds the headline and creates a visual anchor on the page.

07 — DOCUMENT STYLE

Applying the Brand

All Serian documents — proposals, reports, contracts, and presentations — follow a consistent visual logic to reinforce the brand at every client touchpoint.

Document Headers

Black bar with the white logo lockup on the left. Document title in Inter Medium on the right. Optionally include a Sky Blue accent underline beneath.

Section Structure

Introduce sections with a Sky Blue section label (all-caps, spaced). Use the Signal Bar for callouts and pull quotes. Body text in Inter Regular at 11–12pt.

Tables and Data

Header rows use black fill with white text. Alternating rows use light gray (#F5F5F5). Use Sky Blue to highlight key values or standout figures.

Footers

Light gray footer with the Serian Technologies name on the left and page numbers on the right. A Gradient Rule separates the footer from body content.



Massachusetts, USA · Est. 2012

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