Brand book

systam

Hello! We are Systam.

Since 2006, we've been building smarter ways to create seamless, safe, and more connected workplaces. Our tools help you streamline meeting preparation, foster collaboration, and bring people together with ease.

The following pages will guide you through our brand. Here you'll find the key elements – images, colors, fonts, and words – that express who we are and what we stand for. By following these guidelines, we ensure our brand communicates clearly and consistently.

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Let's stay on the same path, together.

Table of contents

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01. Our philosophy

01. Our philosophy

Our purpose and values

Why we exist and what drives us. The core purpose behind our brand, the values we live by, and what guides us in everything we do.

We believe in the power of face-to-face meetings

While digital communication is essential in today's world, we know that in-person interactions drive collaboration and innovation, build trust, and produce outcomes that virtual meetings simply cannot match.

This core purpose is supported by how we work together – a culture built on trust and success, with the courage to challenge the status quo. To create meaningful encounters, we must make this philosophy a reality in everything we do.

- **We trust** ourselves, our teammates, and the power of cooperation.
- **We dare** to get excited, ask questions, and challenge ourselves.
- **We care** about each other and the success of our customers.

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01. Our philosophy

Our mission

What we do and who we do it for.
The actions we take to achieve our purpose,
and how we deliver value to our customers.

To empower businesses for better f2f meetings

We help our customers automate routines, streamline meeting preparation, and reduce unnecessary fuss so they can easily hold safe, happy, and productive meetings – all with a single click.

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01. Our philosophy

Our vision

The future we aim to create. Where we want
to go as a company and how we envision
the future. Our long-term guide that
inspires us to grow and innovate.

Safe and seamless workplaces where meetings count

We want to preserve the unique value of in-person meetings
and see businesses thrive with safe and meaningful interactions,
powered by data and connectivity.

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02. Our products

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02. Our products

Our customer promise

The unwavering commitment we make to our customers. What you can expect from us at every step of our joined path.

Your partner for delivering excellence now and in the future

We take pride in providing our customers with the best solutions that simplify and automate the processes behind their operations.

Our work is built on long–term partnerships. We deliver value at every stage – from design and implementation to ongoing support and development. With us, you're not just getting tools; you're gaining a dedicated partner who's always focused on your success.

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02. Our products

Our value propositions

The core of our doing. How we streamline the meeting experience by combining powerful automation with seamless integrations. We make every meeting efficient and hassle-free with just one click.

Make every meeting an effortless experience with smart automation

Systam Visit
Visitor management

Elevate your front desk into a seamless, automated experience. Save time, enhance security, and create a welcoming environment.

Systam Pass
Safety inductions

Systam Rooms
Room booking & meeting room displays

Make meeting management easy. Book rooms from your calendar or on the go, and gain insights to optimize space usage.

Systam Studio
Manage it all in one place

Connect your visits, inductions, and room bookings and utilize data for workplace efficiency.

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03. Our brand

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03. Our brand

Applying our tone

These tone of voice examples define how we communicate with our audiences and bring the brand personality to life.

From a friend to another

No sweat, just explain it like you would tell a friend.

1. Use first-person voice
"We are a Finnish software company".

2. Use an active voice "You can download the material from the below link."

3. Use casual words and descriptions
"Just a few clicks and you're all set."

The real deal, with pride

We are experts in our field, don't be afraid to show it.

1. Use confident language.
"We've perfected this tool to help you uncover the real story behind your visitor data."

2. Share proven results. "With over 98% uptime, we're here when you need us."

3. Proudly talk about accomplishments.
"Leading Finnish service."

Short is sweet

Cut the fluff and tell it the (Finnish) simple way.

1. Use short sentences.
"Manage your accounts, fast and easy."

2. Be direct without overexplaining.
"It works. Just like that."

3. Instead of multiple commas, consider chopping.
"Track your visitors effortlessly. See what they're up to. Use that insight to optimize your processes."

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03. Our brand

Applying our tone

These tone of voice examples define how we communicate with our audiences and bring the brand personality to life.

Playful is more fun

Use dry humor and make descriptions with a twinkle in the eye.

1. Use unexpected or witty remarks. "Click the button. Or don't. But you'll miss out if you don't."

2. Be quirky while maintaining professionalism. "We crunched the numbers, so you don't have to (you're welcome)."

3. Play with words to spice up messages. "Find the best recipe for safer visits and create tastier encounters."

No technical jargon

Stay easily approachable and intelligible.

1. Use everyday words. Say "connected" instead of "synchronized" or "easy access" instead of "authentication".

2. Explain concepts simply. Say "This tool works everywhere" instead of "Cross-platform functionality".

3. Focus on the outcome or benefit, not the process. "See your key numbers live and turn them into actions that count."

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03. Our brand

Our core message

Our brand message captures the core of our philosophy: we provide the tools that make every face-to-face encounter safe, efficient, and effortless. The message is used in key areas and materials, even offering inspiration for visuals.

The core message is primarily used in its basic form, but the last word can be changed to fit different contexts. This allows us to highlight product-related benefits or other important topics.

greet. meet. repeat. effortlessly

greet. meet. repeat. securely

greet. meet. repeat. seamlessly

greet. meet. repeat. effectively

greet. meet. repeat. reliably

Effortlessly emphasizes automation and ease of use.

Securely highlights privacy and data security.

Effectively focuses on productivity and savings.

Seamlessly emphasizes integrations and user experience.

Reliably highlights the reliability of our solutions.

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04. Our logo guide

systam

04. Our logo guide

Our logo embodies the uncomplicated
and secure operation, & underlines
the positive and warm experience
Systam enables.

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04. Our logo guide

Safety zone

For relative measurement, the width and height of the letter "S" are used as x(W) and x(H).

The Safety area is equal to the width of the letter "S" 1x(H) – Top/Bottom and 2x(W) Left/Right sides) of the logotype.

It is imperative not to position any text or graphics within the designated safety area.

2x (Width)

1x (Height)

1x (Width)

1x (Height)

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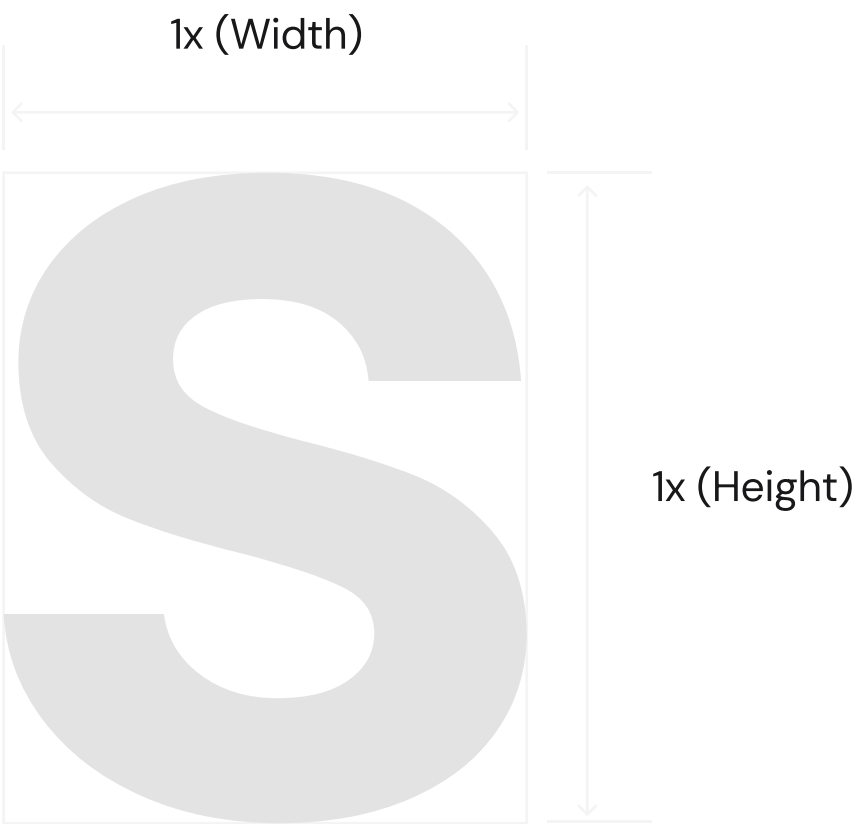
04. Our logo guide

Systam logotype options

The primary logo design features a navy color and the brand main pink. The main body of the logo is filled with a Primary navy blue color. The underline stroke under "a" if filled with main pink. If needed, it's technically ok to use logo version without the underline.

Maintaining the correct color sequence is crucial. Whenever possible, prioritize the use of the color version of the logo. However, if technical limitations or visual considerations suggest otherwise, consider using the white or black variations of the logo.

🔗 Logo RGB (png, svg)

🔗 Logo CMYK (ai) — for print

8 px – minimum digital height size
10 pt – minimum print height size

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Color version

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Color version (reversed)

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Navy solid

systam

White solid

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04. Our logo guide

Usage

Our logo is versatile and can be used
in various scenarios:

- Primary colored versions (1.1, 1.2)
- White version on a colored background or
  (1.3)

Please keep the following guidelines in mind:

- Restrict the logo's color palette to the primary colors, white,
  or black (2.1)
- Ensure there is sufficient color contrast for visibility
  and clarity (2.2)
- Do not distort the logo in any way or modify the coloring
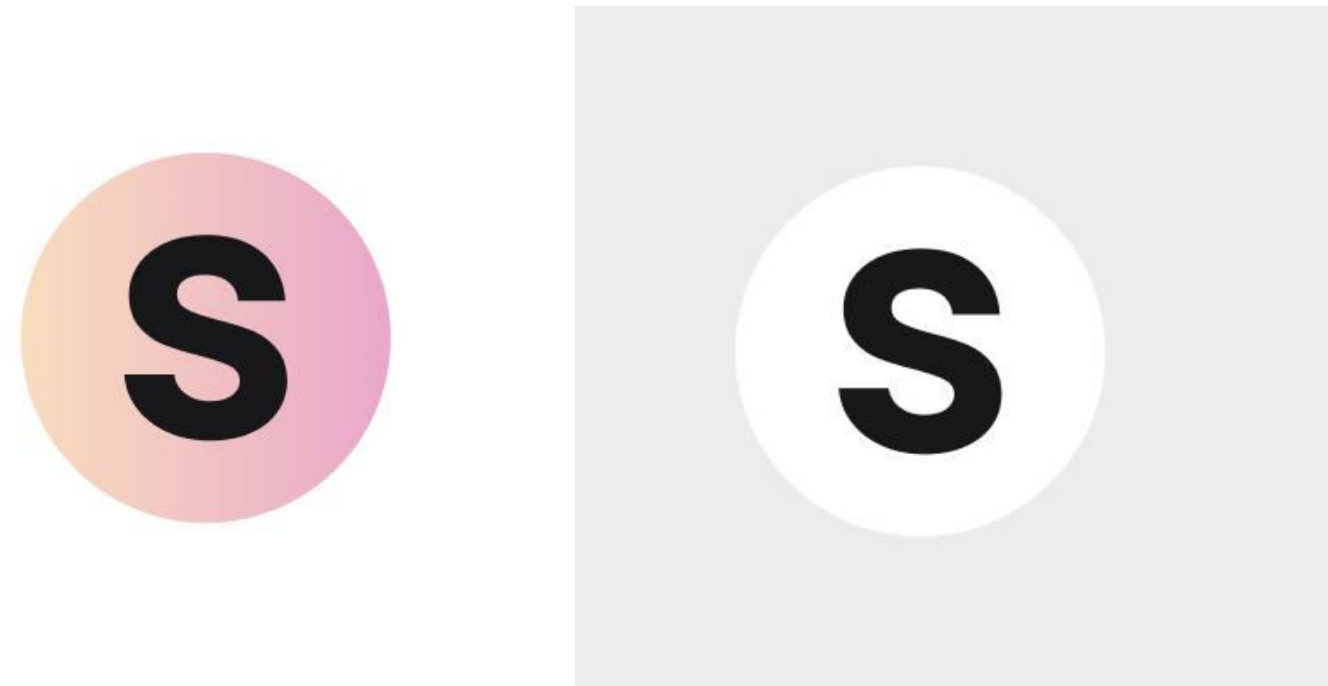 (2.3)

2.2

1.3

2.3

1.2

2.2

systam
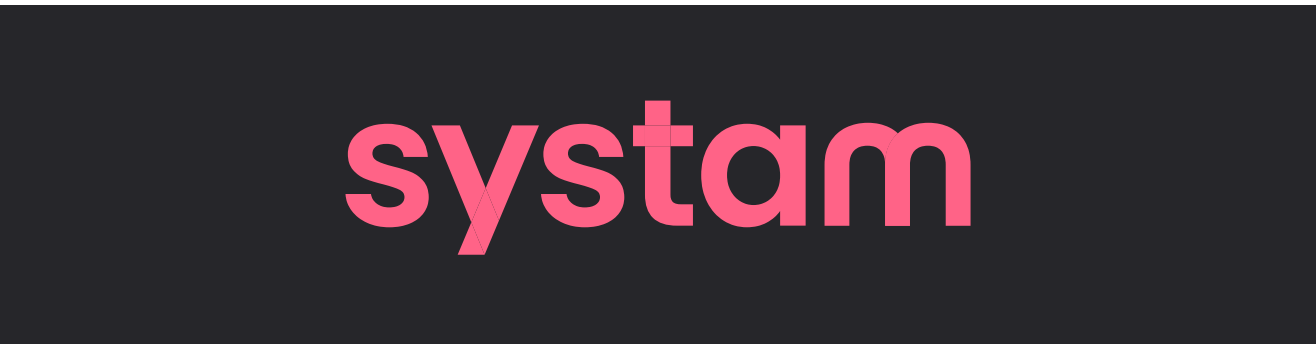
05. Our app and favicons

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05. Our app and web icons

App icons

Rooms

Kiosk

Favicons

App Systam.io

App Systam.io

Systam.io

Systam.io

Admin tool

Admin tool

Mobile

Mobile

systam

06. Our colour palette

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06. Our colour palette

Main colors

The brand's heart is formed of the warm pink tones, and the calming and prominent navy blue forming solid structure for the brand echoing the security aspect of the service.

The brand's primary colors are used in the logo, background, illustrations, gradients around our touchpoints. Navy blue is used on buttons, containers, dark backgrounds and large headlines. Black and white are used primarily for breadtexts.

Systam pink FF3364	Warm accent FF6488	Systam navy 181A34
R 255 / G 51 / B 100 C 0 / M 92 / Y 43 / K 0 PMS 191 C	R 255 / G 115 / B 159 C 0 / M 67 / Y 15 / K 0 PMS 190 C	R 24 / G 26 / B 52 C 98 / M 98 / O / K TBD PMS 2765C

White FFFFFF	Black 0C0C0C
	R 12 / G 12 / B 12 C 60 / M 40 / Y 40 / K 100

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06. Our colour palette

Additional colors

Additional colors can be used as supporting tones in illustrations, on web elements or as occasional backgrounds, and are components of the primary and product specific gradients.

Never undermine the primary warm pink overall look and feel, only use these colors thoughtfully on touchpoints when there is a specific need.

Warm accent #2 FF4473	Cold accent FF739F	Piggy pink FFE3EC
R 255 / G 68 / B 115	R 255 / G 115 / B 159 C 0 / M 70 / Y 10 / K 0	
Peachy 3 FFCBAC	Violet DBACFF	Blue ACE1FF
Grey 0.5 F1F1F1	Neutral 1.5 D6D6D6	Grey 2F2F2F R 47 / G 47 / B 47 C 20 / M 15 / Y 15 / K 90

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06. Our colour palette

The primary brand gradient

Our primary gradient is the one when referring to all our products as a whole, or when communicating about us as a company in general. It represents the complete product ecosystem and our brand identity at large.

Use of additional gradients

Each product also has its own dedicated gradient, which is applied in product-specific contexts — such as brochures, product pages, or landing pages. These variations help distinguish individual products while staying consistent within the overall brand family.
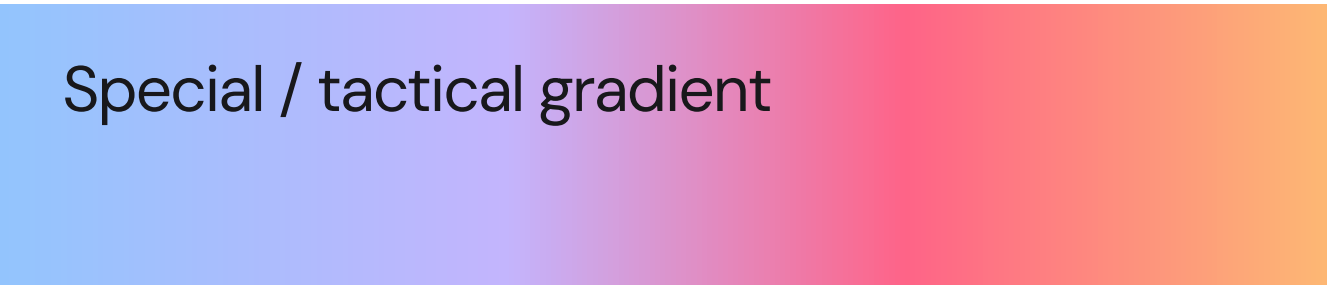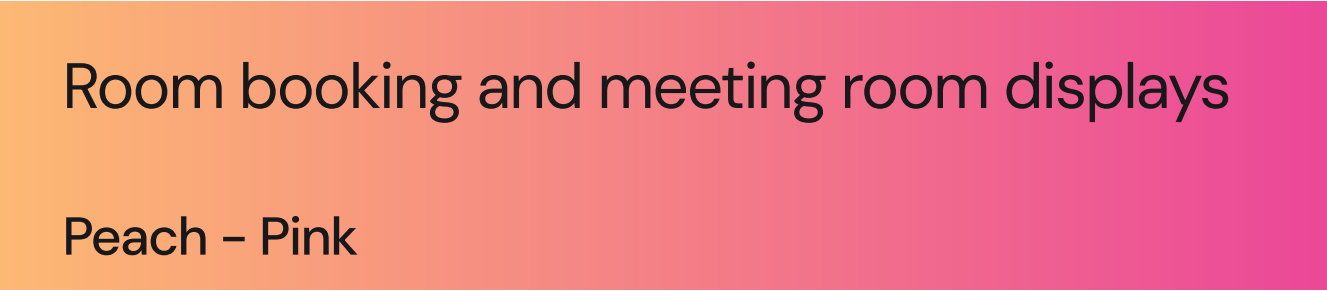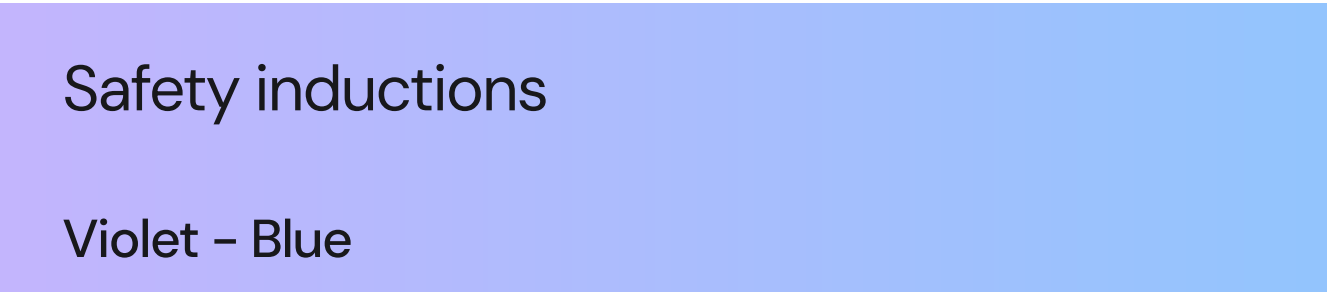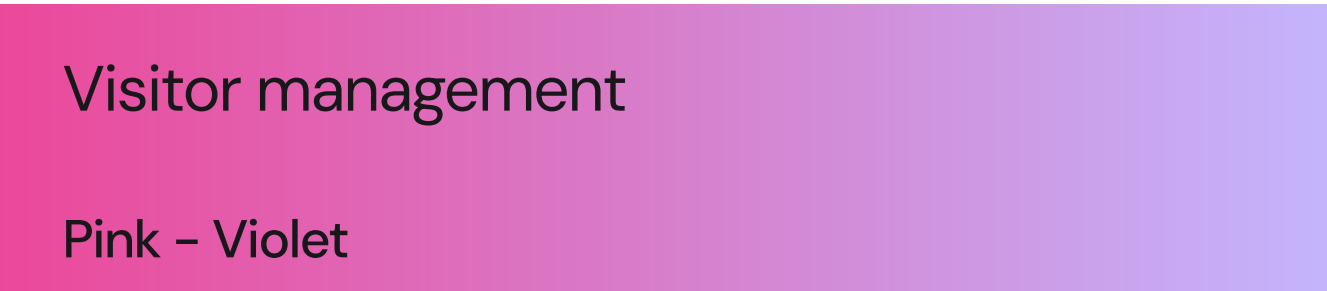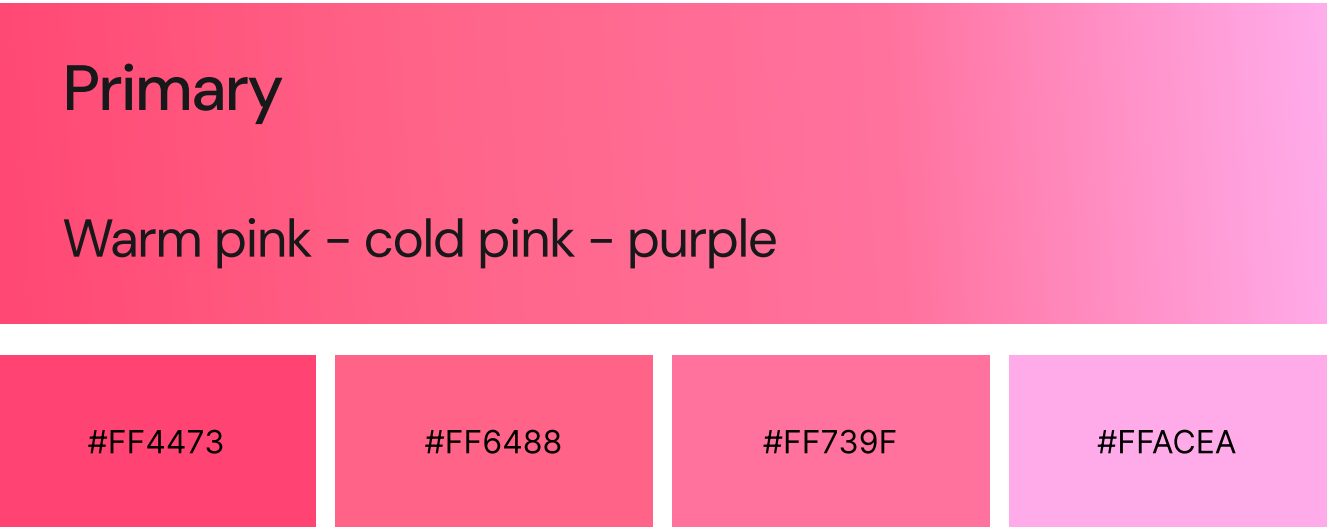
Primary gradient

The primary Systam gradient brings out the warm brand heart with the pink tones, reflecting the positive experience of smooth visiting operation Systam enables, and fades into the cooler purple blending in with the Navy blue that stands for the overarching security and stability aspects of the service.

Product-specific gradients

Our set of product specific gradients bring our products in portfolio a touch of own identity below the parent brand. Pink-to-violet gradient is intended to be used in context of **Visitor management,** Violet–Blue with **Safety inductions** and warmer Pink–Peachy with **Room booking** products.

Special gradient

Gradient version used in tactical purposes when aiming for that extra focus highlighting key elements. Also works as background visual as toned down version to 12% opacity.

Primary

Warm pink – cold pink – purple

| #FF4473 | #FF6488 | #FF739F | #FFACEA |

Visitor management

Pink – Violet

Safety inductions

Violet – Blue

Room booking and meeting room displays

Peach – Pink

Special / tactical gradient

Special / tactical gradient 12%

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06. Our colour palette

Examples of the primary gradient

The primary gradient can be used simply as a line or path, as well as a frame for team photos. The bottom line: when talking about Systam in general, it's OK to use the gradient with the path shape or in container

Beef up your operations

Ready to transform your front desk with smart automation?

Track and welcome visitors with Finland's leading visitor management solution that keeps your data secure and operations compliant. Save time and costs by minimizing manual work and create a safe environment where you know who's present at all times.

greet. meet. repeat.
effortlessly

Make every visit and meeting an effortless experience with smart automation.

Book a demo

systam

06. Our colour palette

Examples of secondary gradients

Examples of the additional product gradients as used in context of product comms and the special gradient can be used to highlight certain texts, and work as container background as muted version.

together.

Offer a warm welcome with a difference

Our Systam solution offers a dynamic blend of automated visitor management, safety inductions, and room booking seamlessly integrated into your office or multi-tenant building operations. From casual guests to thousands of daily visitors, our solution brings you the best tools to host meetings with charm.
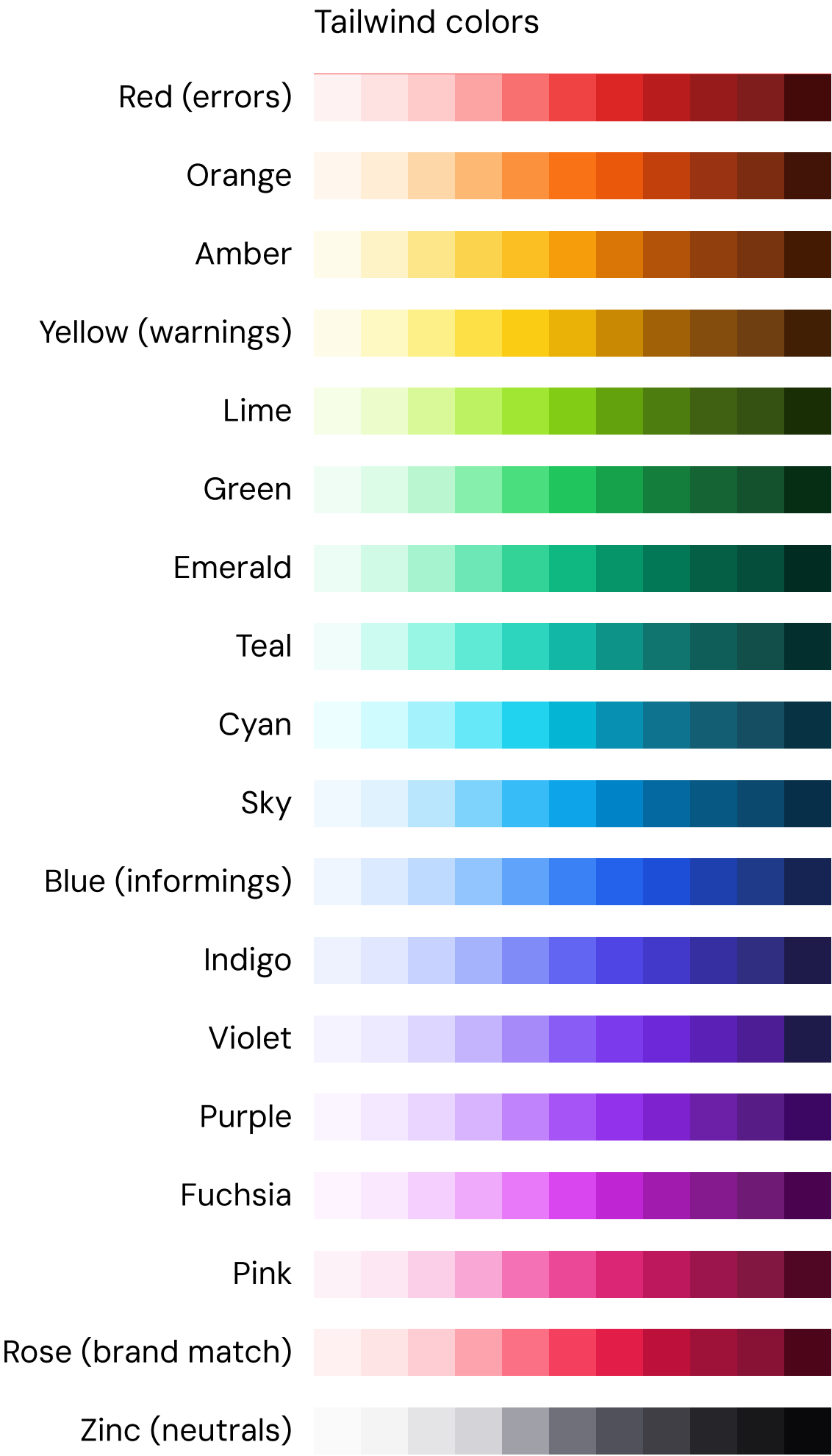
Why Systam?

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06. Our colour palette

UI kit colors

In our products we prioritize a smooth and accessible user experience, that's why we've picked a UI specific color range from validated and optimised Tailwind CSS color palette that ensures most optimal product UX.

You can find it via the link:

🔗 Figma

Tailwind colors

Color	
Red (errors)	
Orange	
Amber	
Yellow (warnings)	
Lime	
Green	
Emerald	
Teal	
Cyan	
Sky	
Blue (informings)	
Indigo	
Violet	
Purple	
Fuchsia	
Pink	
Rose (brand match)	
Zinc (neutrals)	

Zinc

0	Backgrounds, Inverted icons	#FFFFFF
50		#FAFAFA
100	Borders, strokes	F4F4F5
200	Borders, strokes	E4E4E7
300		D4D4D8
400	Light icons	A1A1AA
500	Default icons	71717A
600		52525B
700		3F3F46
800	Primary Buttons, Logo, Dark Icons	27272A
900		18181B
950	Pressed Button, Illustrations	09090B
999		#000000

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07. Our typography

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07. Our typography

Font

Our brand font DM Sans conveys our messages in a clean, calm and confident way. Our brand uses Regular, Medium and Bold cuts. They should be used across all digital and marketing applications, for presentations and printing materials.

🔗 DM Sans

Fallback fonts:

Arial — backup font. In case compatibility and functionality needs to be prioritised on certain medias and platforms that don't support DM we opt to Arial.

DM Mono — error IDs.

DM Sans

DM Sans

DM Sans

DM Sans DM Sans DM Sans
DM Sans DM Sans

Bold cut serves the role for biggest tear 1 headlines

We use the medium cut from 2nd level headlines and descending

Regular cut is the main one for breadtext.

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07. Our typography

Hierarchy in typography

Any text must have a hierarchy, a heading, a main
body of text and an additional description /
button / footnote. You can see an example here.

Here you can find how
typography works in screens:

🔗 <u>Figma</u>

greet. meet. repeat. effortlessly

Make every visit and meeting an effortless experience with smart automation.

Redefine the joy of first encounters – Systam
isn't just intelligent, it's the friendly face of your business.

Book a demo

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08. Our images

systam

08. Our images

01. Path

The path element visualises the positive and smooth visiting journey enabled by Systam, while also displaying the dynamic nature of the service and each unique meeting with the organic and free flowing form.

Being the brand's main shape element, It can be used in wide array of applications such as presentation covers, screens, website, gifts, photo frames and also as a minimalistic visual element paired with text and clean background.

The products under Systam umbrella can be expressed with a specifically colored path projecting the specific part within visitor journey.
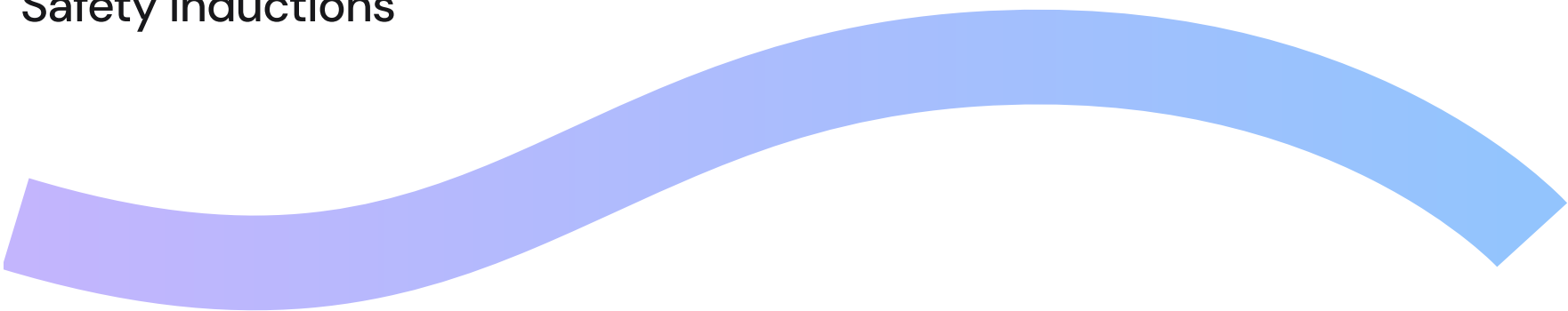
Primary Systam path

Visitor management

Safety inductions

Room booking and meeting room displays

systam

08. Images

02. Path guide

The line is a flexible tool in both form and content. It can guide the eye, indicating a step-by-step path, or simply illustrate a metaphor or idea. The lines are characterized by sharp angles.
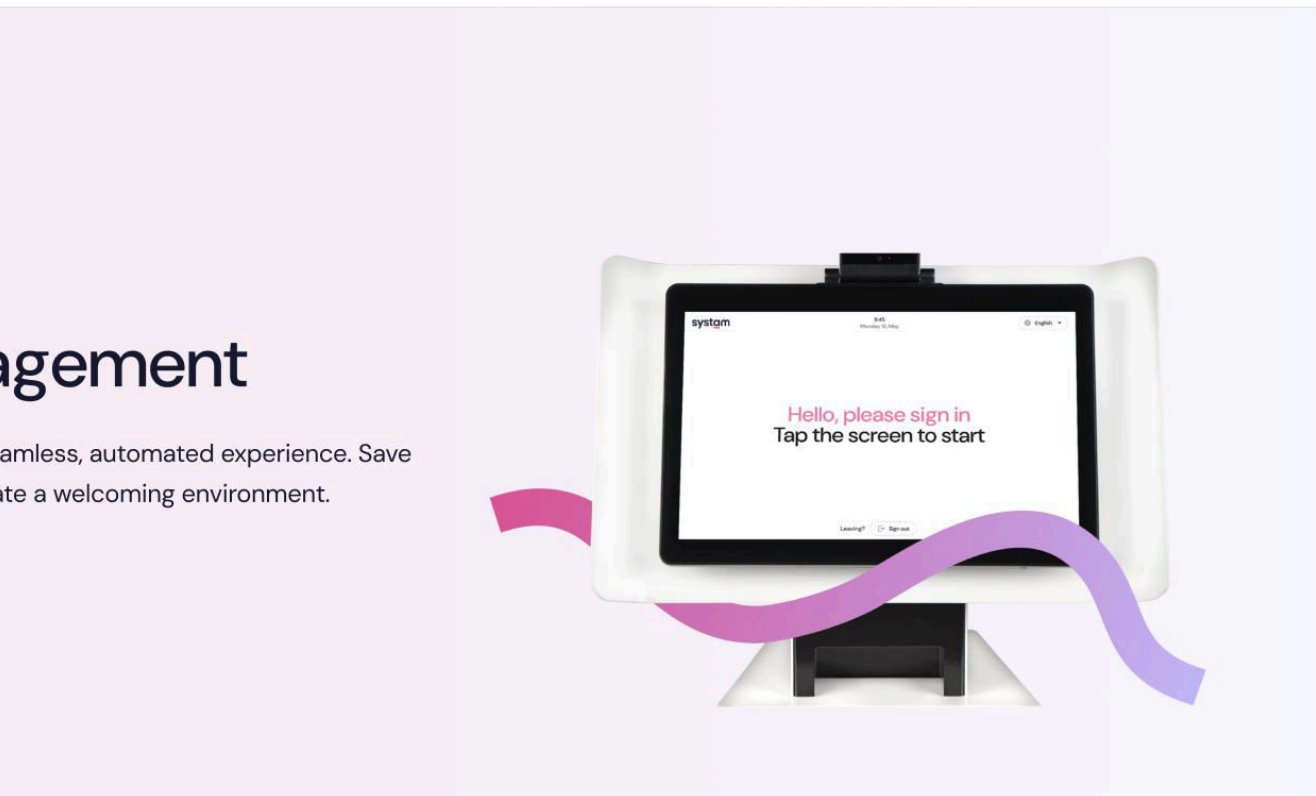
We follow the scale of stroke thickness as presented on examples on right to stay coherent with visual language:

Example 1: Home page header

Example 2: Product page header

Example 3: Secondary images


Example 4: Fair section wall

systam

08. Our images

03. Path + photo

To make a photography more branded and draw the viewer's focus to the device or add a specific mood, we can also use a line path.

The line can interact with photos in various ways:

- floating in space
- guiding the viewer to the device
- connecting people
- a form-mask for an image
- wrap around a portrait of a person or device.

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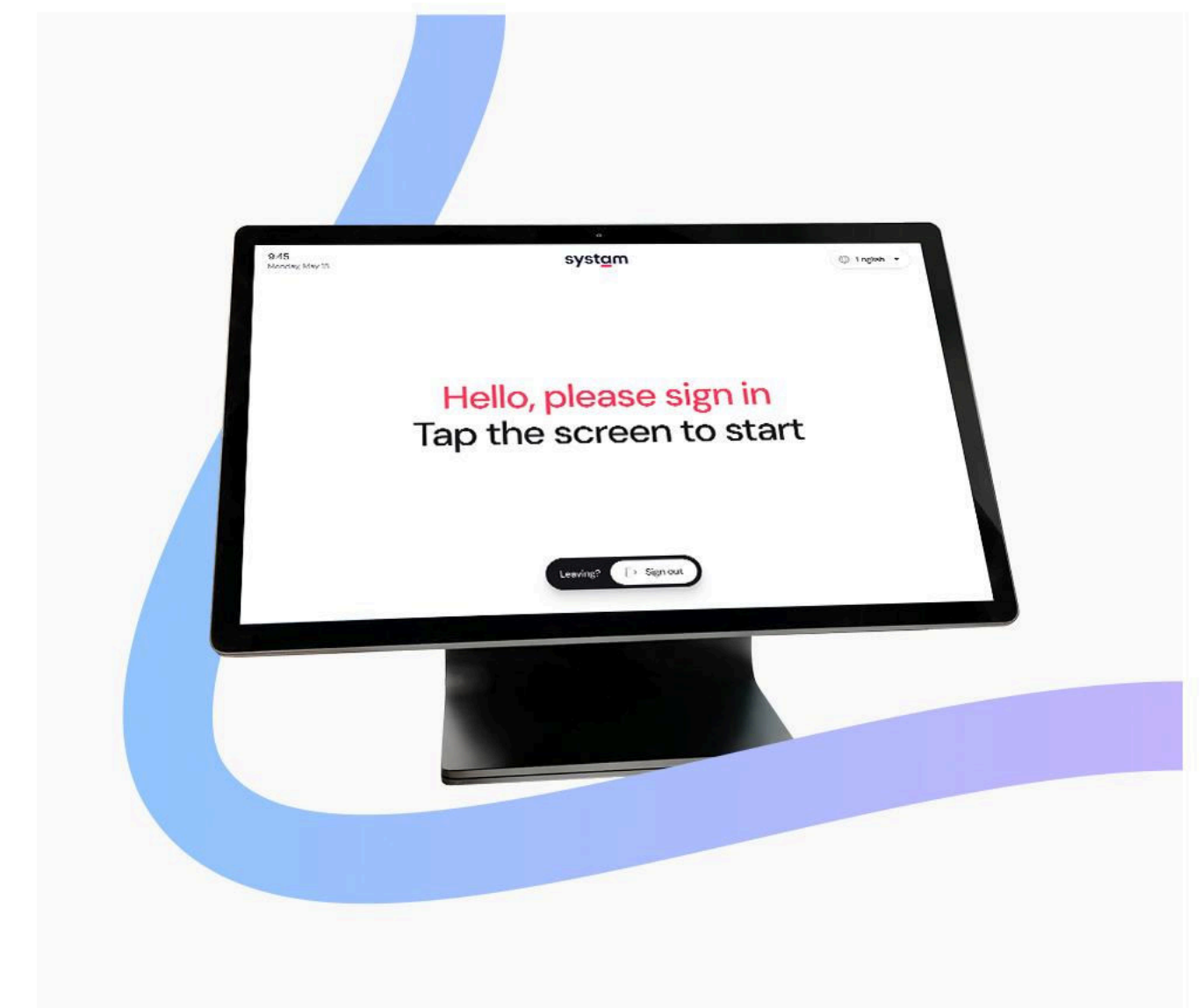
08. Our images

04. Photos

The photos show people having good time using our services and as many different ways and forms of it. Photos should be well lit with good contrast, prefer natural light and warmth in color.

It's good to have color tones in photos that align with our warm pink and cooler purple and navy combined palette.

Tier 1: Header images – home page

Tier 2: Secondary header images

Tier 3: Section images, fillers

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08. Our images

06. Icons

To create branded icons, adhere
to the following guidelines:

• Icons should look friendly and positive,
  use roundness for corners.

• All icons should be designed in an outline style.
  The gradient should go in one direction, from
  left to right, with a strict sequence of colors.

• The icon's color scheme should comprise two
  components: Grey 2F2F2F/Whote as the fill for the primary
  element of the icon, and a gradient for additional elements.

• The stroke thickness should be set to 1.5pt.

• The new icons are built based on this grid in 48x48px size.

🔗 Link to the png/svg

🔗 Figma

systam

White
background

Black
background

08. Our images

5. Illustrations

When it comes to describing a complex process, adding a layer of storytelling in the comms or perhaps just giving a nice visual touch to some basic content, you can use our illustration style to carry the message through in a light and elegant way.

The illustrations are formed from combination of navy and gradient filled shapes and navy colored strokes. They follow the upbeat, free flowing and smooth visual language of Systam brand.

There's an option to highlight some elements with product colors, such as room booking screen UI's, but the main aesthetic should consists of 2/3 white & navy and maximum 1/3 of pink gradients.
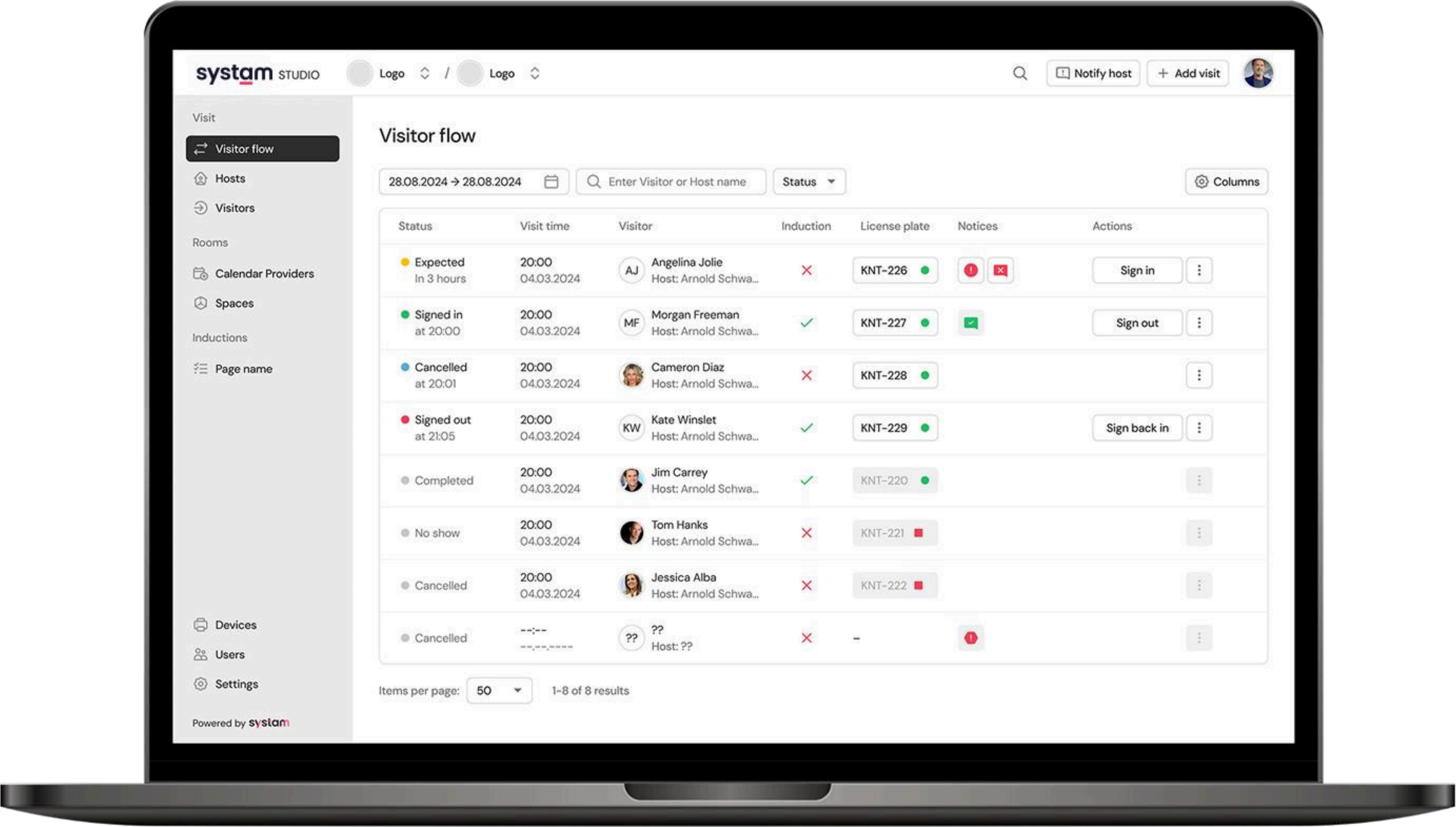

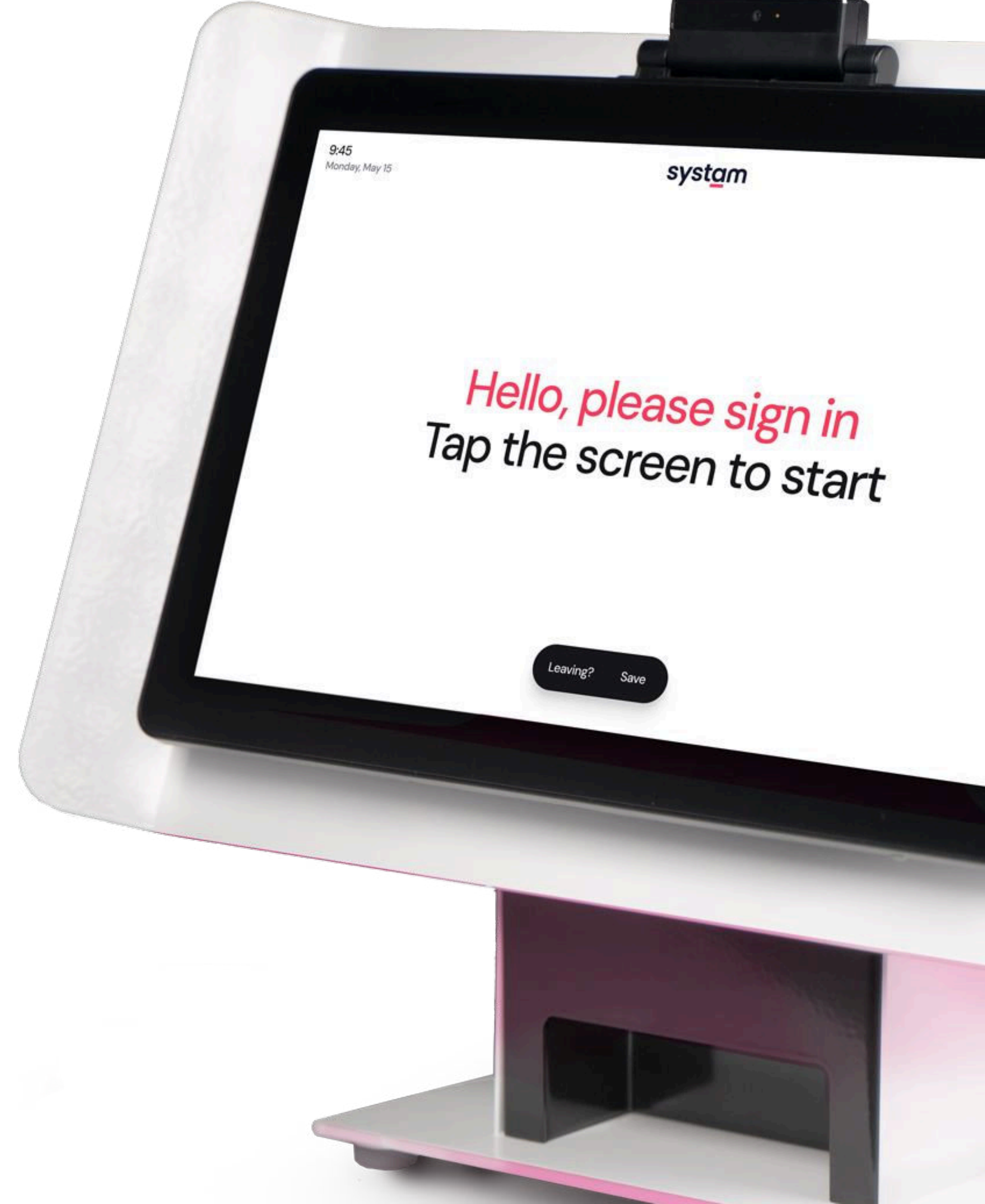greet. meet. repeat.
effortlessly

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09. Our product images

systam
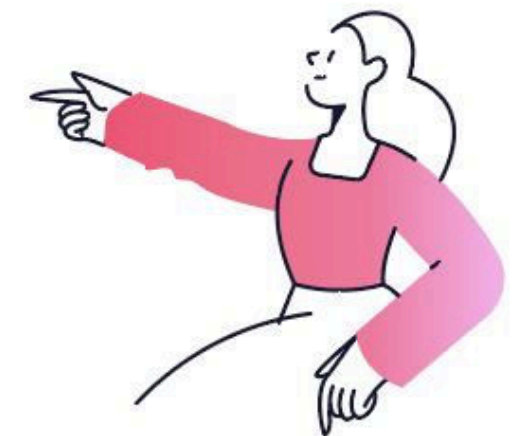
Brand book

09. Our product images

03. Dashboard (Desktop)

09. Our product images

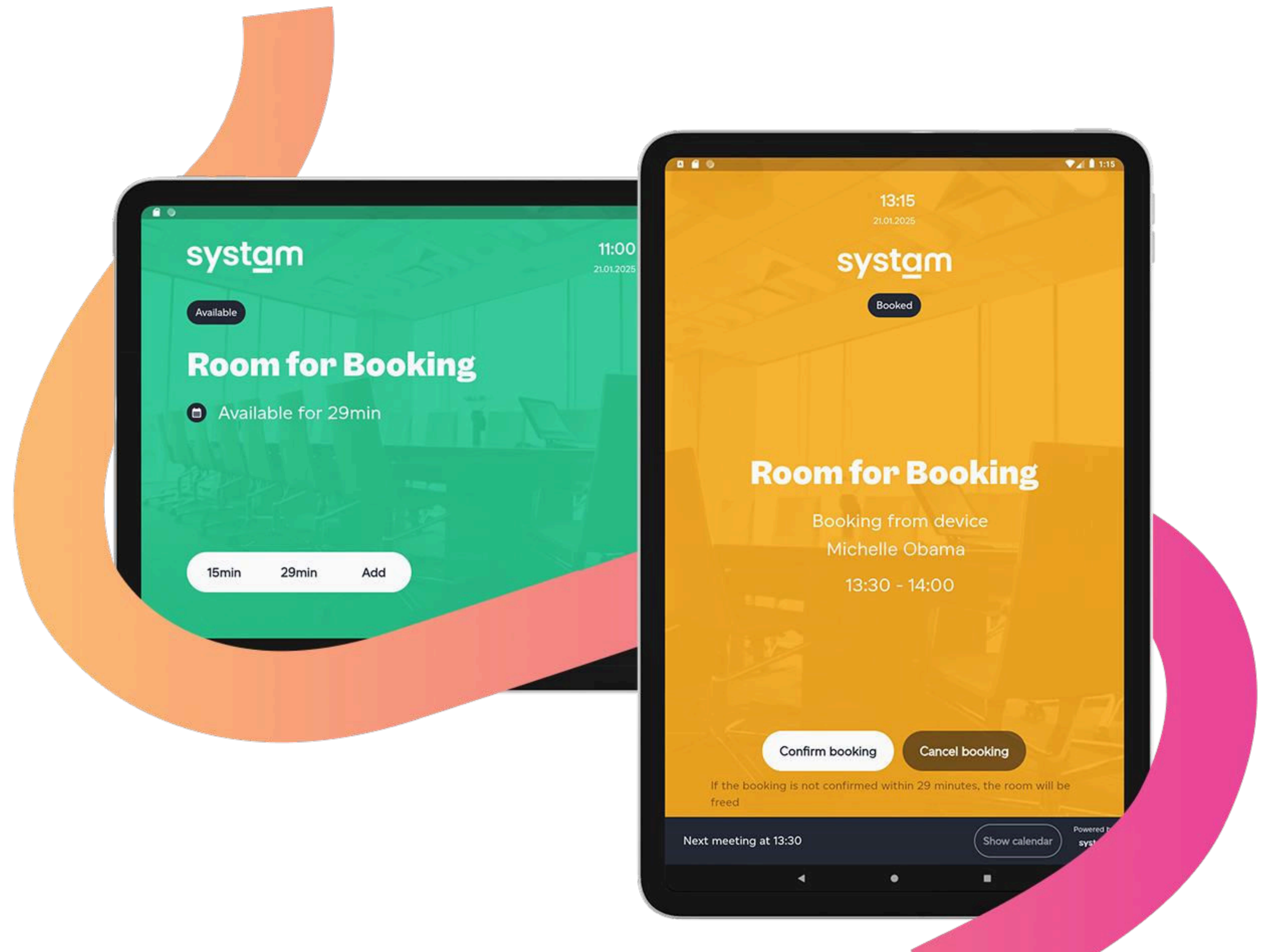## 01. Kiosk (Big tablet = Desktop)

systam

09. Our product images

04. Mobile (Safety inductions)
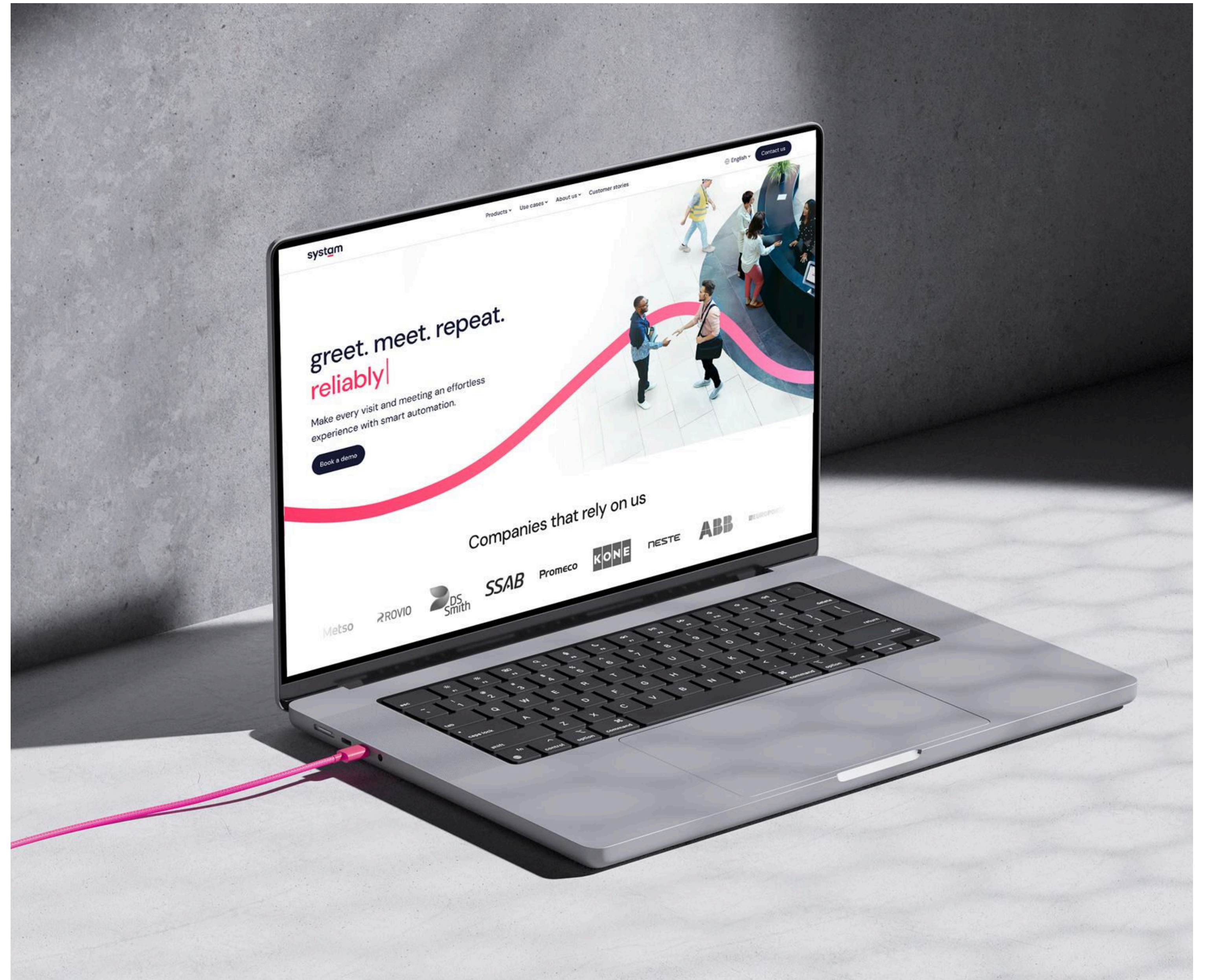

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09. Our product images

02. Rooms (Big tablet = Desktop)

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09. Our product images

05. Website

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greet.
meet.
repeat.
effortlessly

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