Brand book

systam

Core components and guidelines
for using brand materials.

This is us
– behind every visit

Since 2006, we've been making visits safer, smoother, and easier to manage. Our solutions take care of the routines behind every visit, helping organizations create secure workplaces, seamless visitor experiences, and better face-to-face encounters.

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.

Let's stay on the same path, together.

Table of contents

01. Our philosophy
- Our values
- Our mission
- Our vision

02. Our products
- Our value propositions
- Our customer promise

03. Our brand
- Our tone of voice
- Our core message

04. Our logo guide
- Main logo
- Safety zone
- Systam logotype options
- Usage
- Systam Studio logo

05. Our app & web icons

06. Our colour palette
- Main colors
- Additional colors
- Gradients
- Example of the main gradient
- Example of the additional gradients
- UI kit colors

07. Our typography
- Font
- Hierarchy in typography

08. Our images
- Path
- Path + photo
- Photos
- Icons

09. Our product images
- Kiosk
- Rooms
- Dashboard
- Safety Inductions
- Website

10. Emails

systam

01.

Our philosophy

01. Our philosophy

Our values

What we stand for and what drives us. 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 believe that in-person interactions drive collaboration and innovation, build trust, and produce outcomes that virtual meetings simply cannot match.

This core value is supported by how we work together and turn this belief into action.

- We trust, act openly and honestly and keep our promises.
- We dare to get excited, ask questions, and challenge ourselves.
- We care about each other and the success of our customers.

01. Our philosophy

Our mission

What we do and who we do it for. Our mission turns our purpose into action and guides the value we aim to create for our customers every day.

To empower businesses for better visits

We automate the entire visitor path from invitations and inductions to secure arrival, access, and departure.

By streamlining preparations and reducing unnecessary fuss, we help organizations create safe, happy, and productive meetings.

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 visits count

We want to preserve the unique value of in-person visits and meetings in an increasingly digital world and help businesses make their interactions safer, smoother, and more meaningful.

02.

Our products

02. Our products

Our value propositions

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

One seamless path for every visit

Systam Visit
Visitor management

Automate invitations, inductions, sign-ins, and visitor data management. Stay safe and compliant while improving visitor experience and gaining valuable data for efficiency.

Systam Pass
Safety inductions

Deliver digital inductions for employees and other groups. Track completions and ensure key information is understood.

Systam Rooms
Meeting room displays

Find available rooms easily, book effortlessly, and use your spaces more efficiently.

Systam Studio
Manage it all in one place

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

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 joint path.

Always a visit ahead

We make sure your visitor path runs without unwanted surprises, everything that needs to happen gets done, and everyday operations stay smooth and secure.

And if something needs attention, we’re close by and ready to put it right. So you can count on getting our best today – and staying a visit ahead tomorrow.

03.

Our brand

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
“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.”

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."

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.

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.



04. Our logo guide

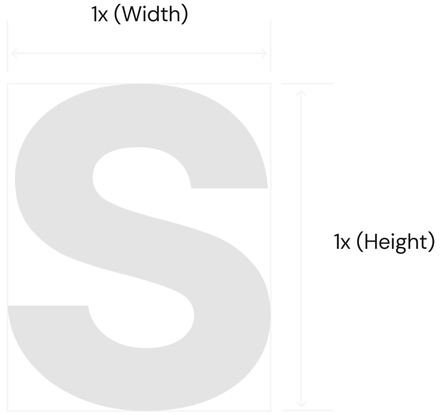
Safety zone

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.





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” 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



Color version



Color version (reversed)



Black solid



White solid



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 on a photograph (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)



1.1



2.2



1.3



2.3



1.2



2.1

04. Our logo guide

Systam Studio logo

Systam Studio



05.

Our app & web icons

05. Our app and web icons

App icons

For app stores and home screens



Rooms



Kiosk

Favicons

For browser tabs



App Systam.io



Systam.io



Admin tool



Mobile

05. Our app and web icons

Service icons

For offers and sales materials.

Service icons help customers recognise our services at a glance. Pair them with the service name.

- Drawn with our icon rules: outline, rounded corners, 1.5 pt stroke.
- Not for app stores or browser tabs.
- Don’t stretch, recolour, or mix with UI icons.



Visit Pass Rooms

06.

Our colour palette

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 body text.

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 100 / B 159 C 0 / M 67 / Y 15 / K 0 PMS 190 C	R 24 / G 26 / B 52 C 100 / M 87 / Y 0 / K 82 PMS 2765C

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

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 R 255 / G 68 / B 115	Cold accent FF739F R 255 / G 115 / B 159 C 0 / M 70 / Y 10 / K 0	Piggy pink FFE3EC
Peachy 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

06. Our colour palette

The primary brand gradient

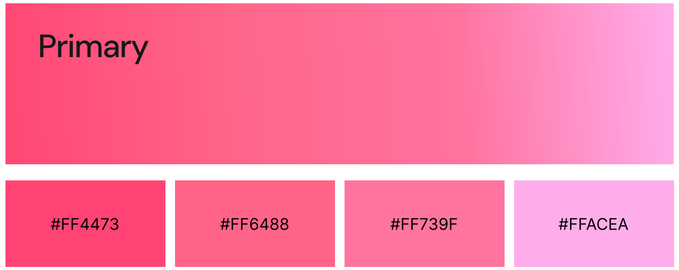
Our primary gradient is the one when referring to all our products as a whole, or when communicating about us as a company in general. It represents the complete product ecosystem and our brand identity at large.

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.

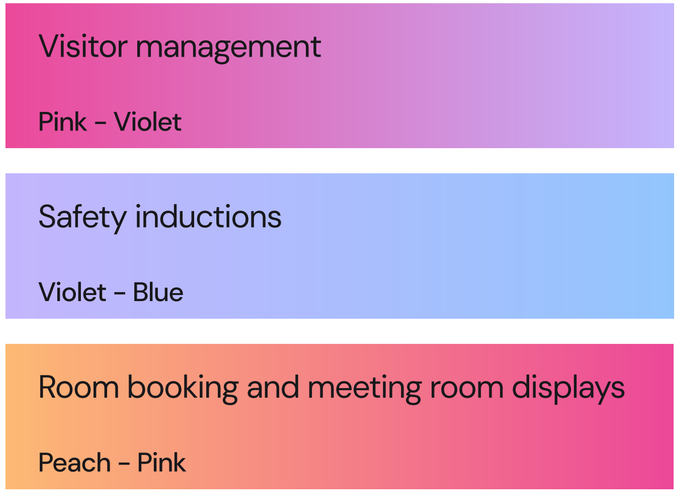
Primary gradient

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.



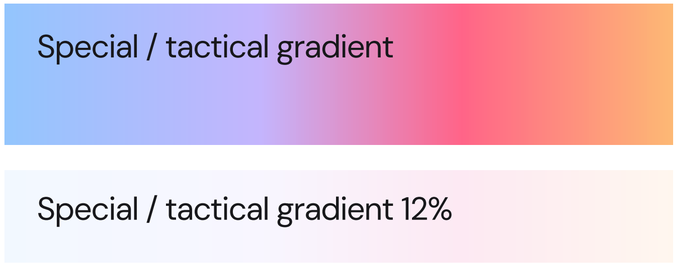
Product-specific gradients

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.



06. Our colour palette

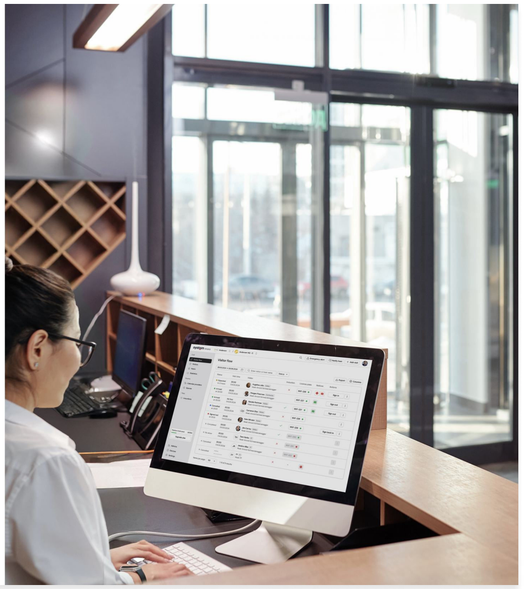
Examples of the primary gradient

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

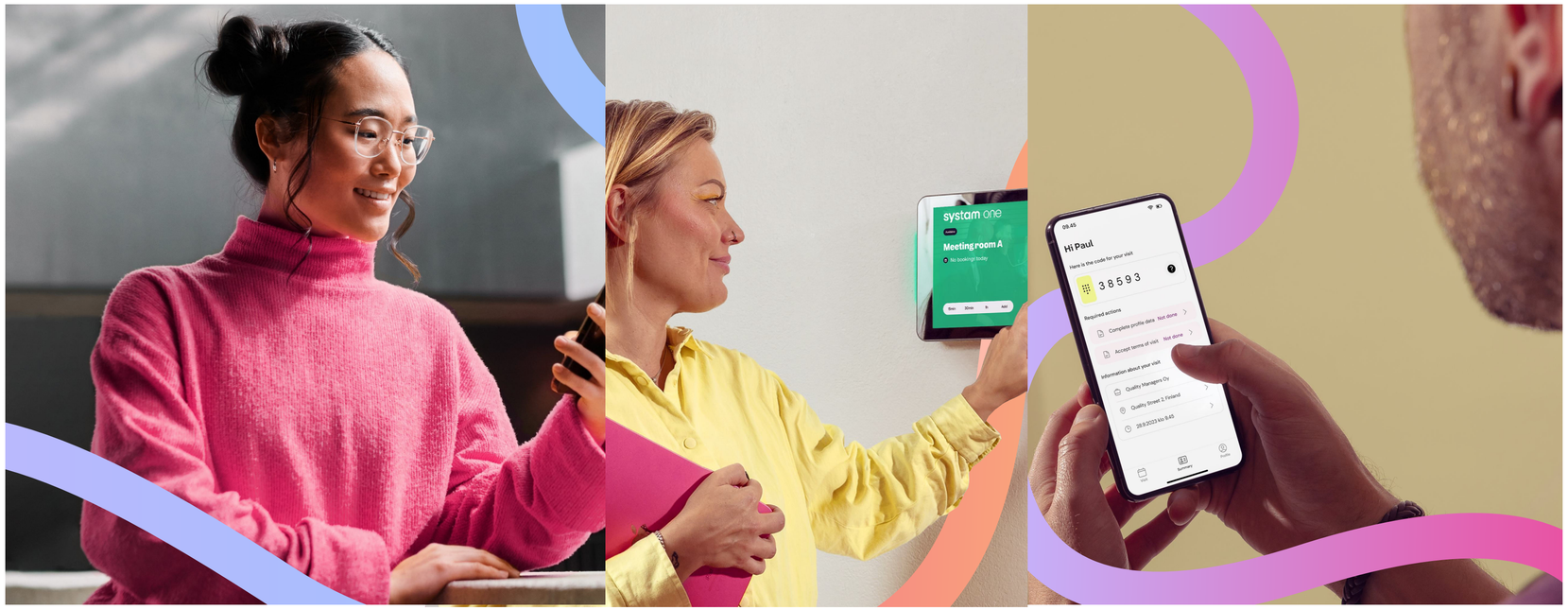


systam

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?

06. Our colour palette

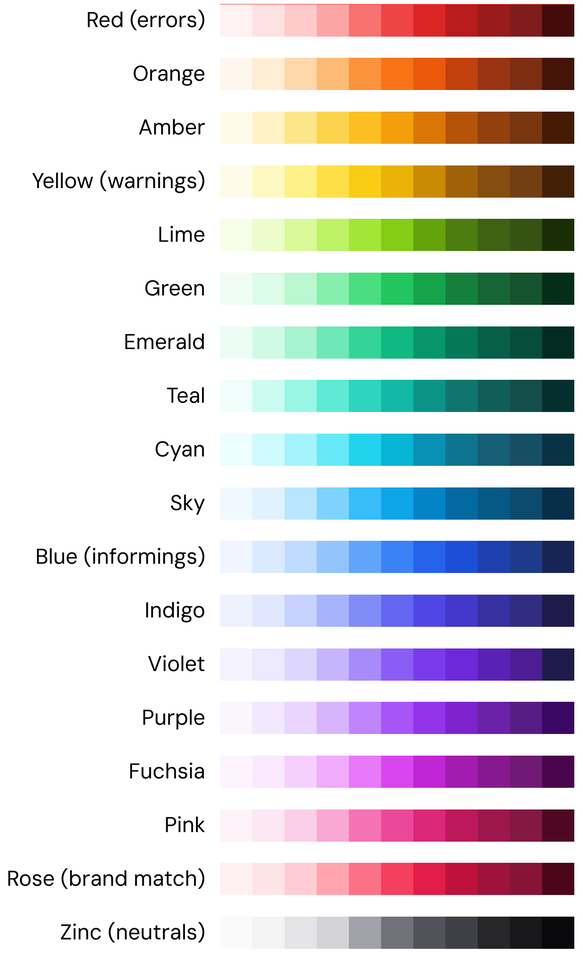
UI kit colors

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



Zinc

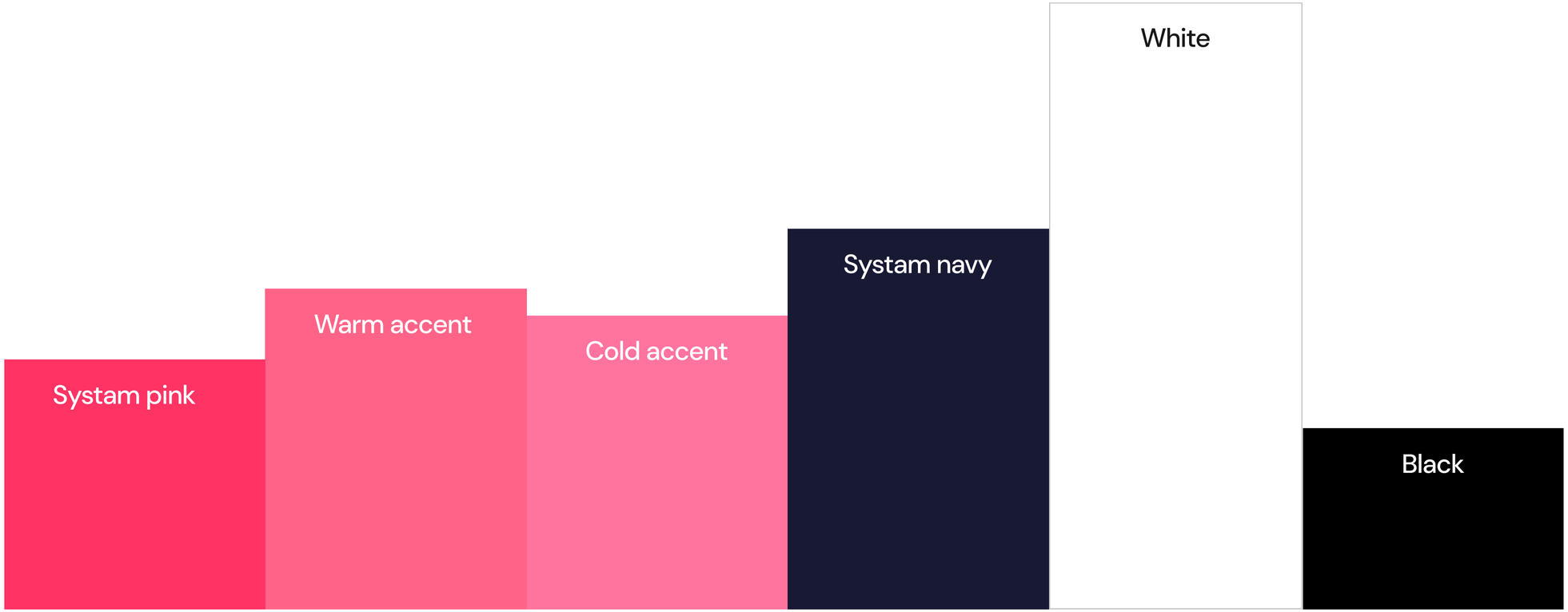
0	Backgrounds, Inverted icons	#FFFFFF
50		#FAFAFA
100	Borders, strokes	F4F4F5
200	Borders, strokes	E4E4E7
300		D4D4D8
400	Light icons	A1A1AA
500	Default icons	71717A
600		52525B
700		3F3F46
800	Primary Buttons, Logo, Dark Icons	27272A
900		18181B
950	Pressed Button, Illustrations	09090B
999		#000000

06. Our colour palette

Color proportions

Our brand colors are used consistently across different touchpoints to create a recognizable and balanced visual identity. Primary colors provide the foundation, while accent colors highlight key elements and add visual interest.

Systam pink	Warm accent	Cold accent	Systam navy	White	Black
Covers, logo, type highlights, headlines, underline element.	Supporting in big containers, elements.	Supporting in UI, gradients	Tier 1 & 2 headlines, large containers & structures, body text.	Backgrounds, structures, headlines, body text.	



07.

Our typography

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 Sans we opt to Arial.

DM Mono — error IDs.

DM Sans

Bold cut serves the role for biggest tier 1 headlines

DM Sans

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

DM Sans

DM Sans DM Sans DM Sans
DM Sans DM Sans

Regular cut is the main one for body text.

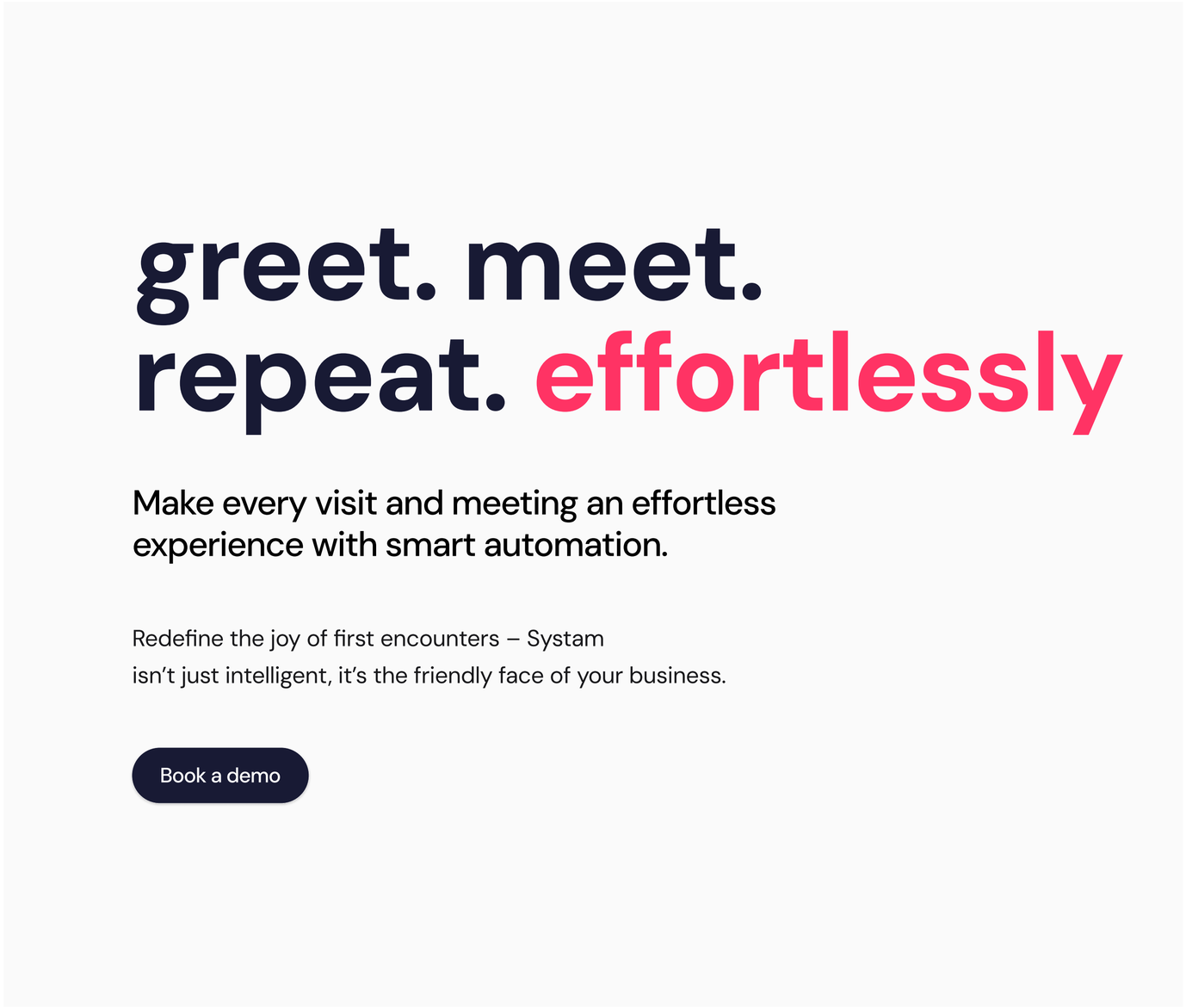
07. Our typography

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:

Figma



08.

Our images

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, gifs, 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.

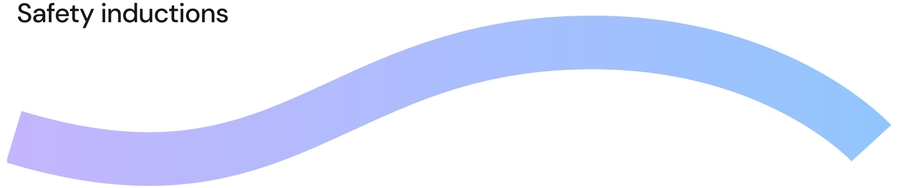
Primary Systam path



Visitor management



Safety inductions



Room booking and meeting room displays



08. Images

02. Path guide

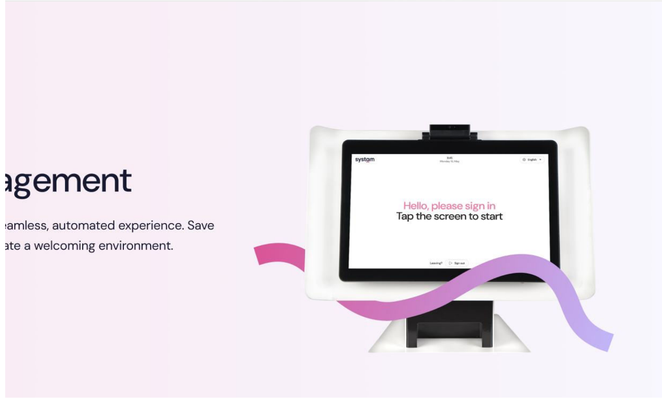
The line is a flexible tool in both form and content. It can guide the eye, indicating a step-by-step path, or simply illustrate a metaphor or idea. The lines are characterized by sharp angles.

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



08. Our images

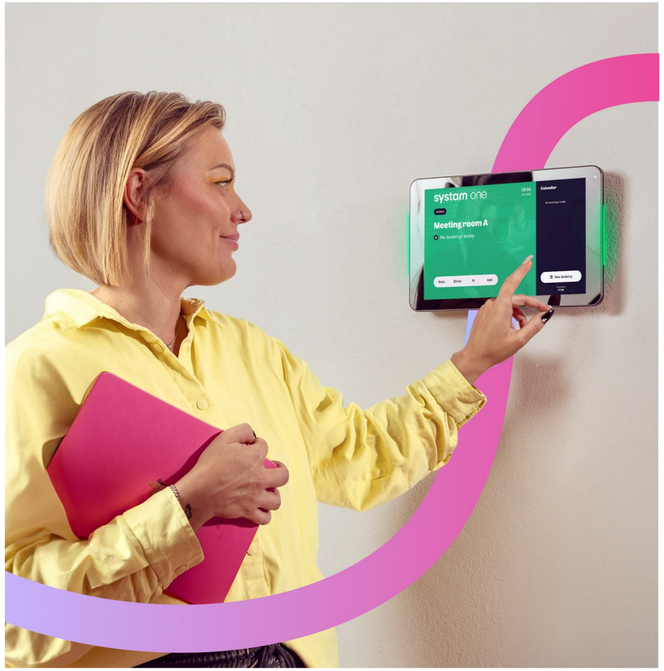
03. Path + photo

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.

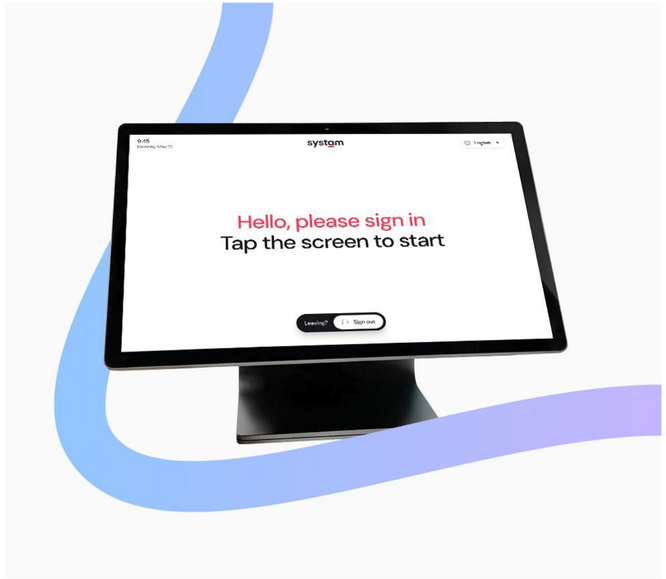
The line can interact with photos in various ways:

- 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.









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.

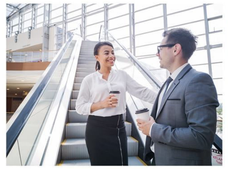
It’s good to have color tones in photos that align with our warm pink and cooler purple and navy combined palette.

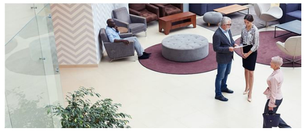
Tier 1: Header images - home page

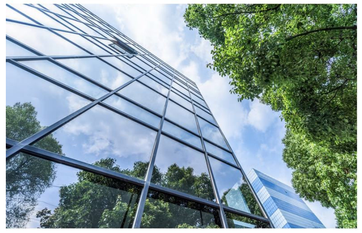
Tier 2: Secondary header images

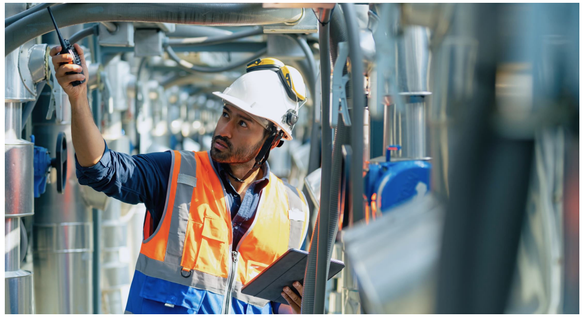
Tier 3: Section images, fillers

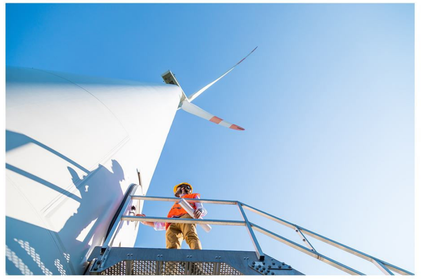


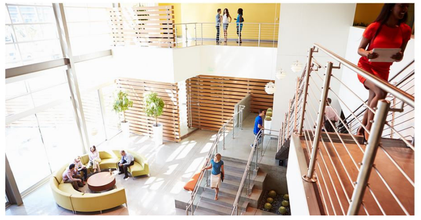






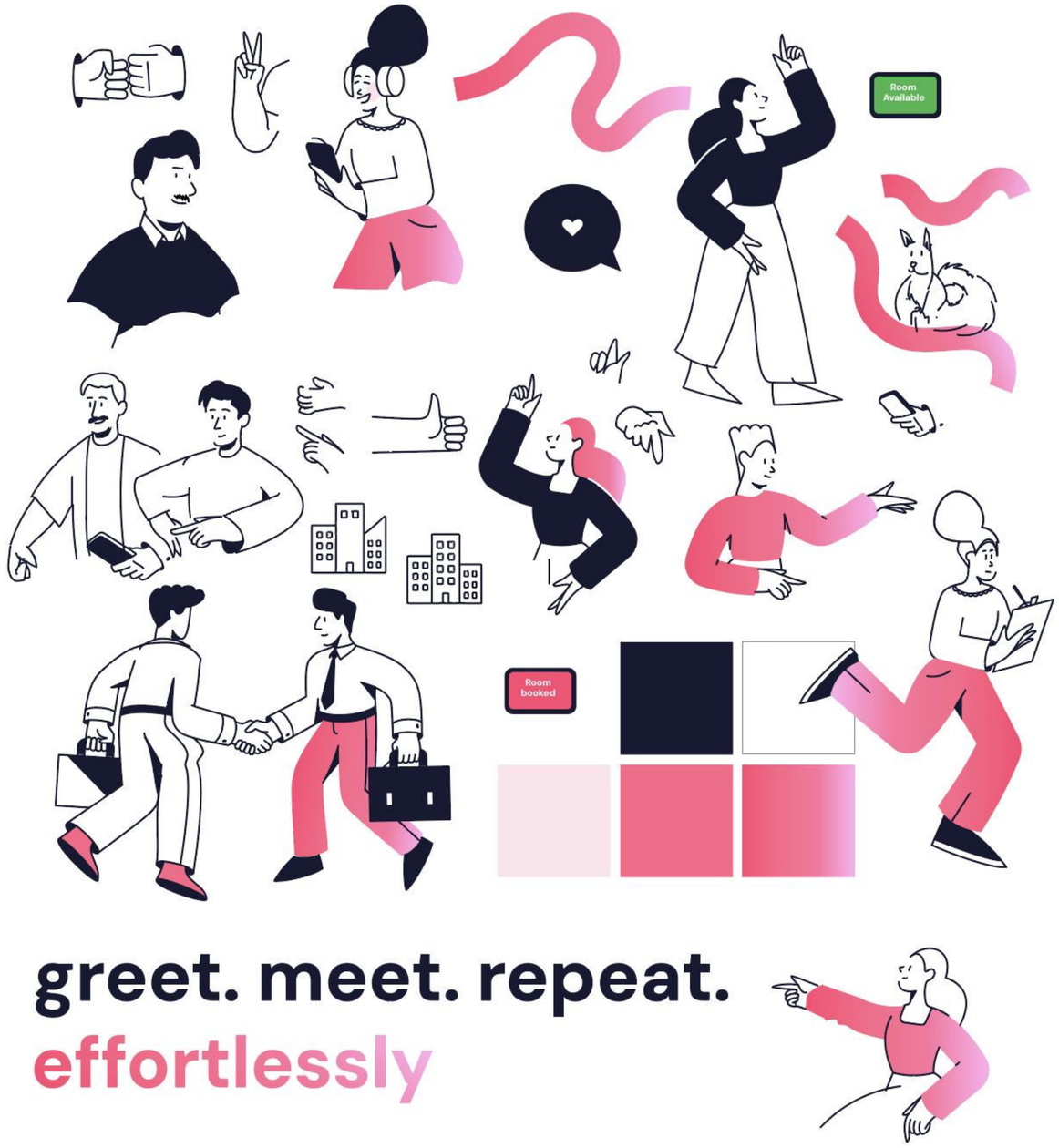

08. Our images

05. 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.

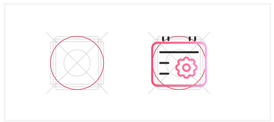


08. Our images

06. Icons

To create branded icons, adhere to the following guidelines:

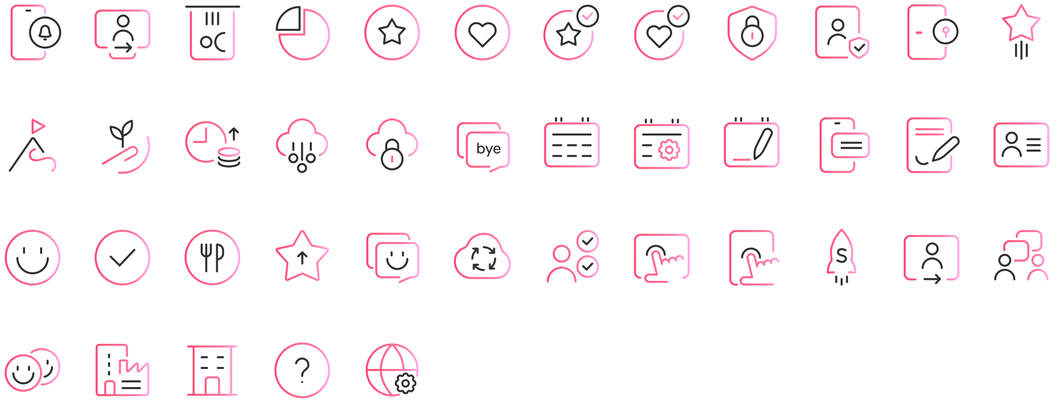
- Icons should look friendly and positive, use roundness for corners.
- All icons should be designed in an outline style. The gradient should go in one direction, from left to right, with a strict sequence of colors.
- The icon's color scheme should comprise two components: Grey 2F2F2F/White as the fill 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.



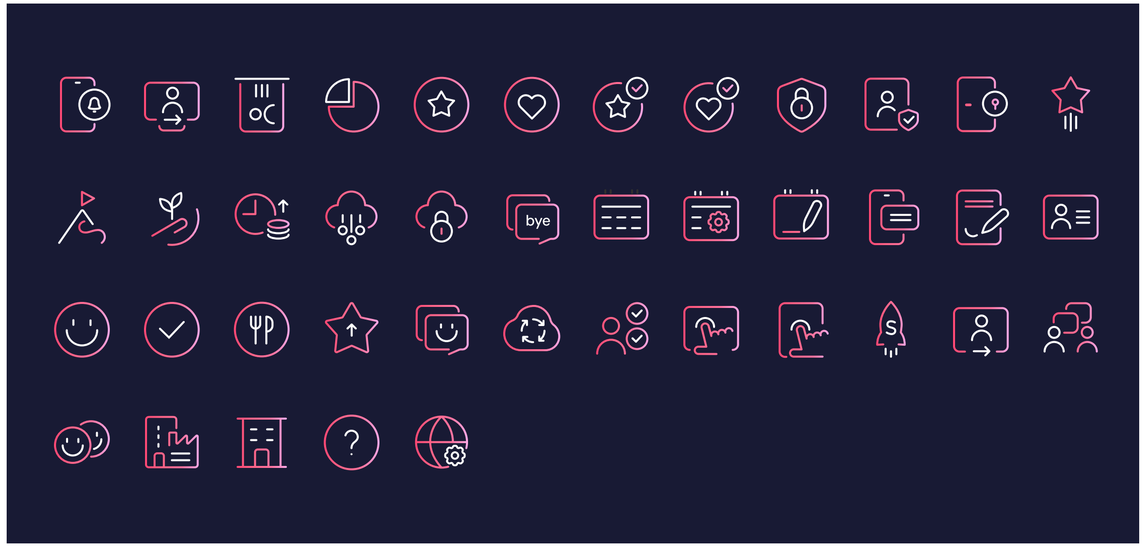
Link to the png/svg

Figma

White background



Black background



systam

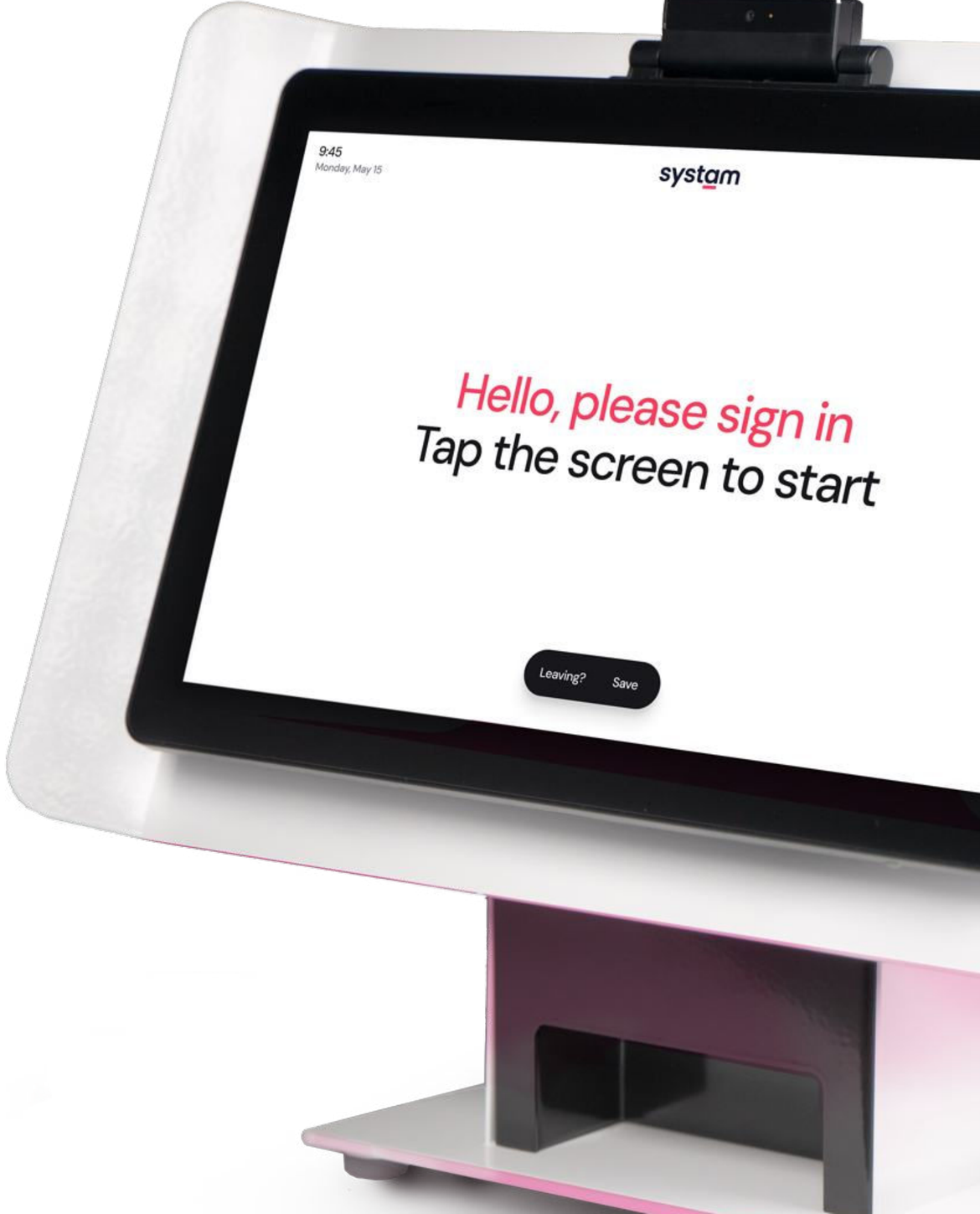
09.

Our product images

09. Our product images

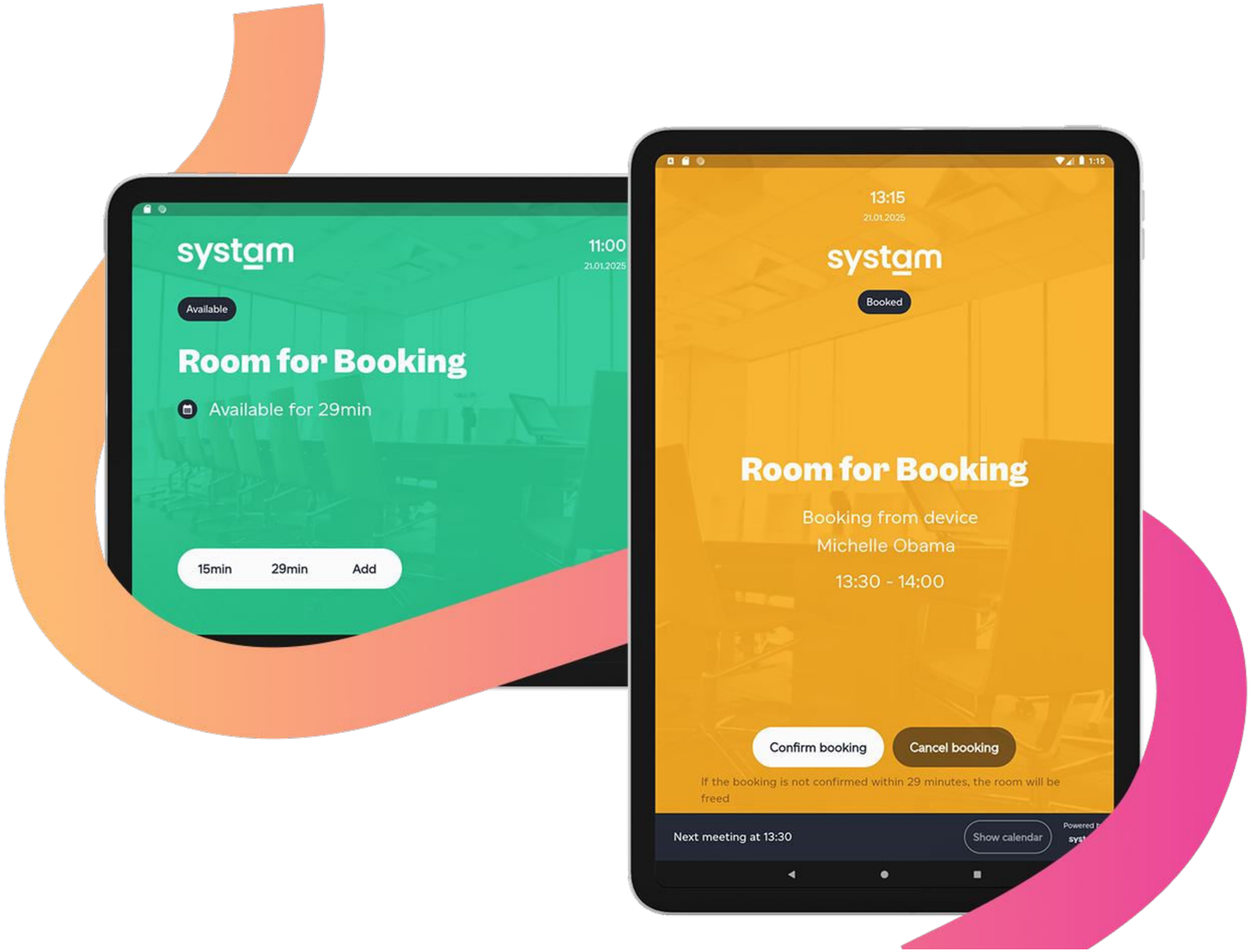
01. Kiosk





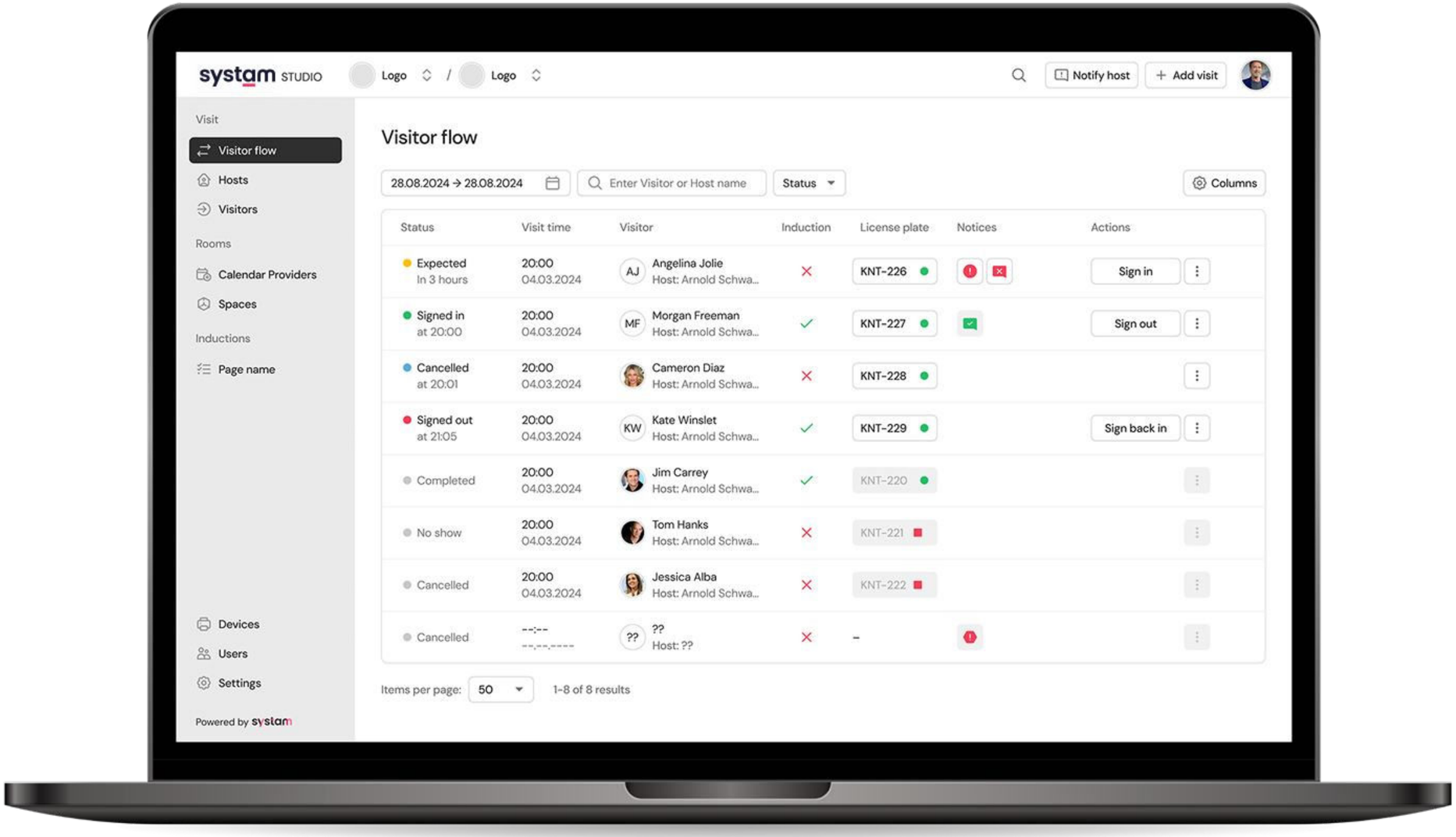
09. Our product images

02. Rooms



09. Our product images

03. Dashboard



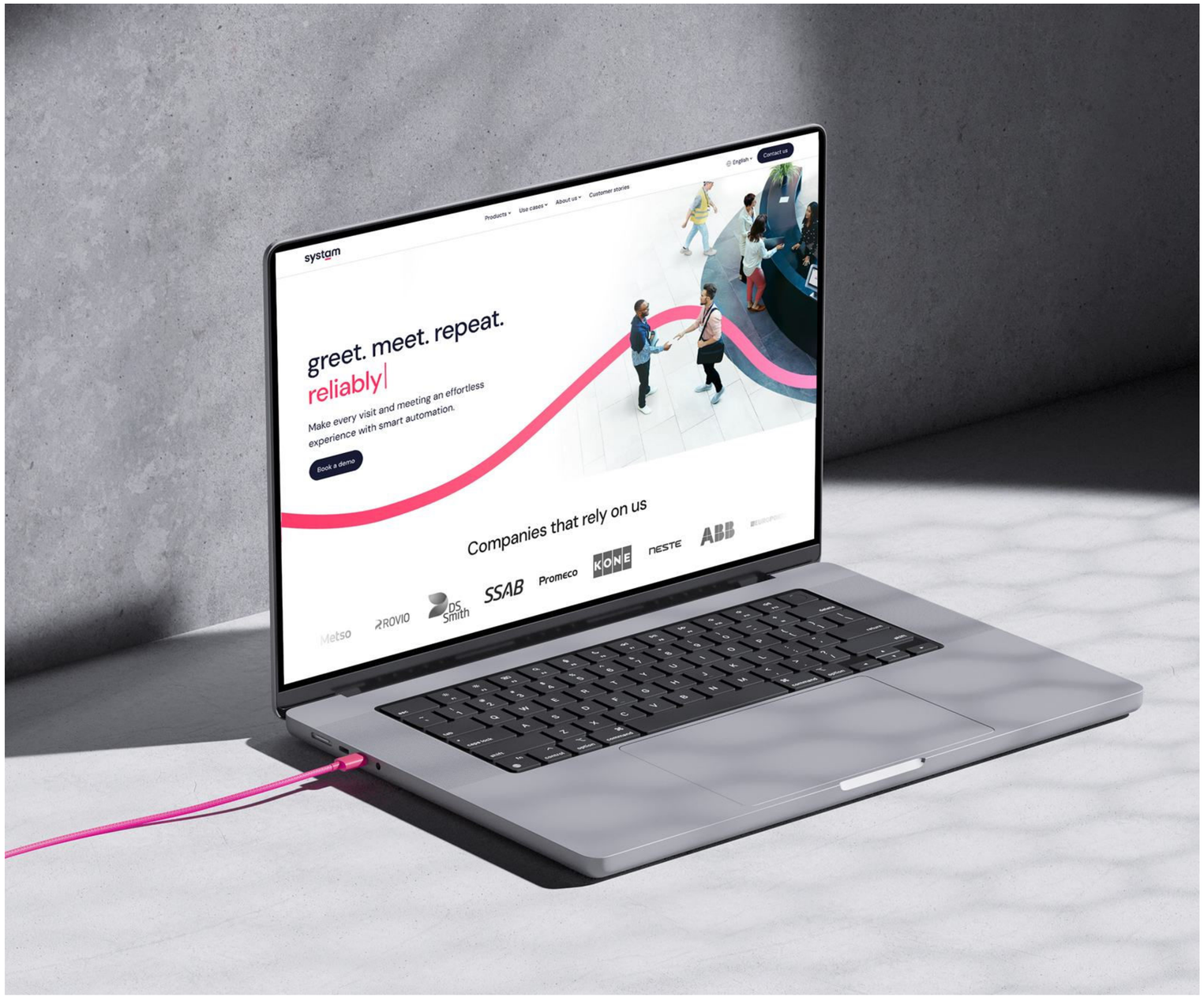
09. Our product images

04. Safety inductions



09. Our product images

05. Website

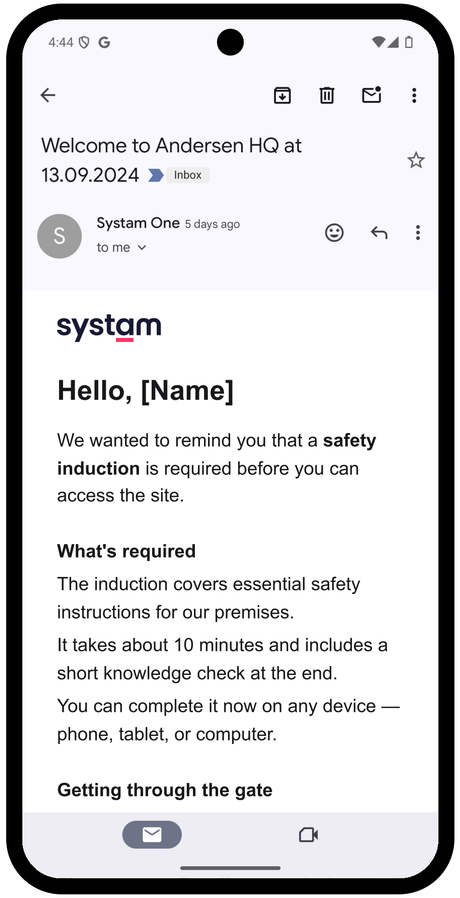


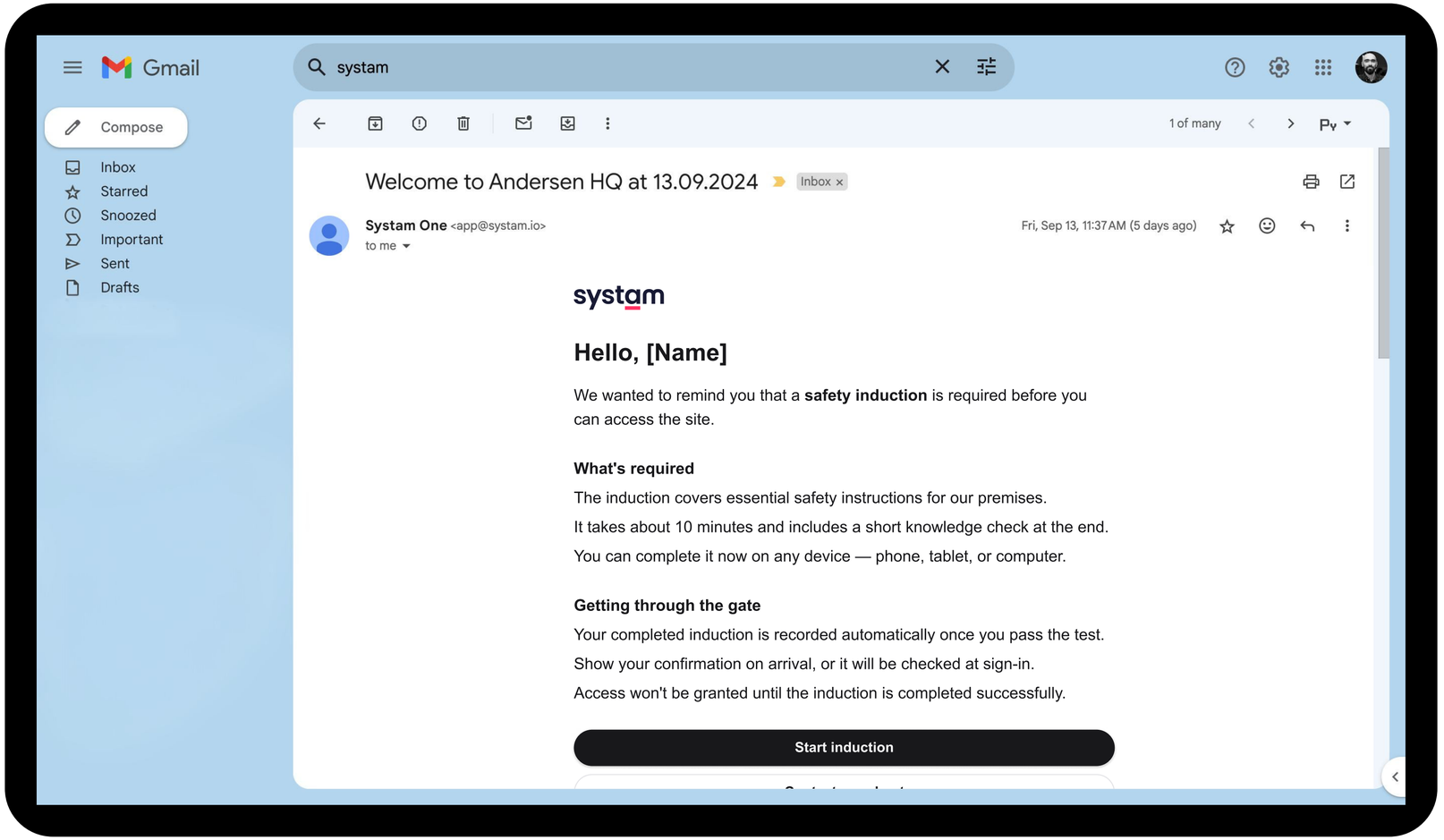
10.

Emails

10. Emails

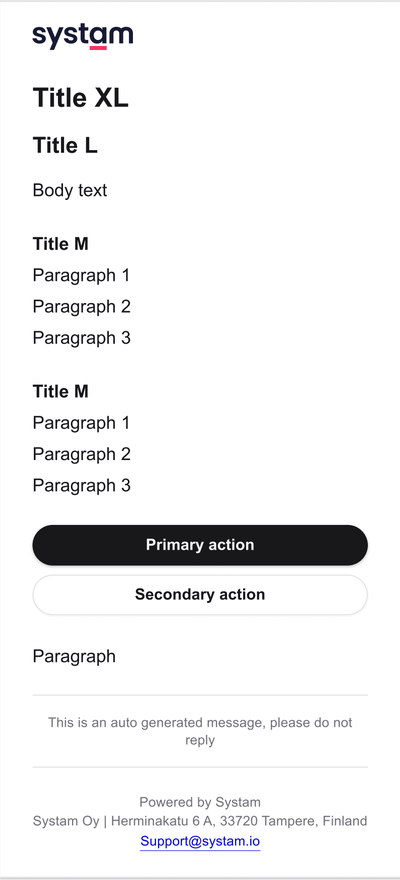
How the email looks on different devices





10. Emails

Email anatomy



1. Logo — Systam logo, always in the same spot. Don't move or resize it.
2. Title (XL) — The main headline of the message. Keep it short.
3. Title (L) — Optional subtitle.
4. Body text — A short intro line right under the title. One or two sentences setting context for the rest of the message.
5. Content sections (Title M + Paragraphs) — blocks, each with its own bold subheading ("Title M") and a few lines of supporting text. Use as many of these as the message needs. Each block should cover one topic (e.g. "What happens next," "Your details," "Important dates").
6. Buttons — Up to two actions:
   - Primary action (solid black): the main thing you want the reader to do — this should always be the most important next step.
   - Secondary action (outlined): an optional, less important action. Skip this button entirely if there's no second action needed.
7. Closing paragraph — A short line of closing text or fine print before the footer (e.g. a reminder, a note about timing, or "thank you").
8. "Do not reply" notice — Fixed, standard text. Never edit this — it tells recipients this is an automated message.
9. Footer — Fixed and identical across every message: "Powered by Systam," company address, and support email. Never edit this section.

Rule of thumb

Everything from the logo down through the "do not reply" line and footer is fixed — don't change layout, fonts, or colors there. Everything between the title and the buttons (headline, body text, content sections, button labels) is where you write your message's actual content.

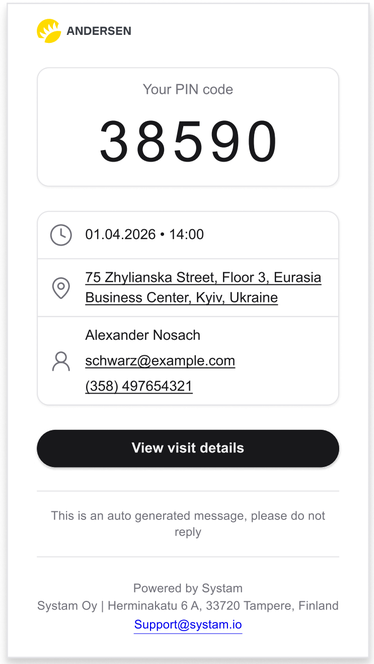
Source of truth

The main source of information is the Emails file.

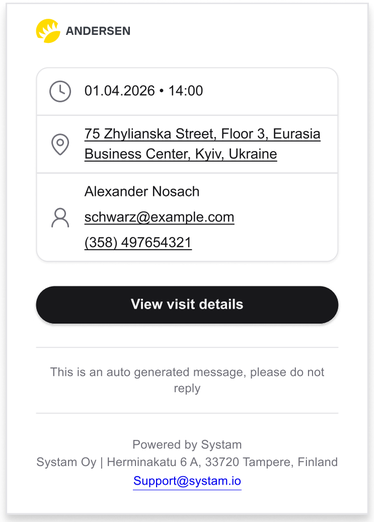
10. Emails

Examples of service emails (with subjects)

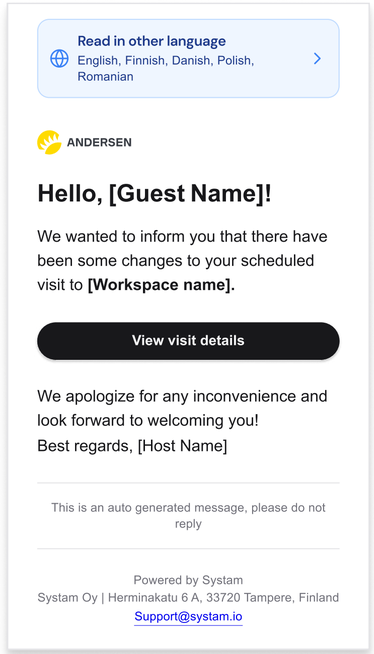
A visitor receives this email after the visit is created by the host



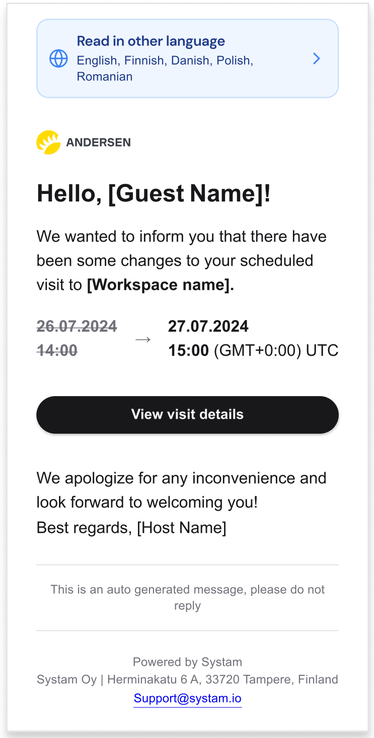
A visitor receives this email after the visit is created by the host.
The pin code signing is off



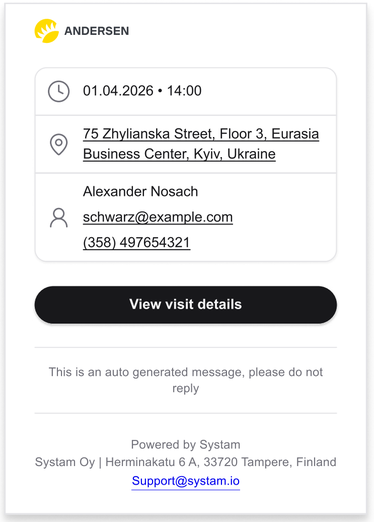
A visitor receives this email after the host has made changes to the visit
Changes are NOT related to the date and time!



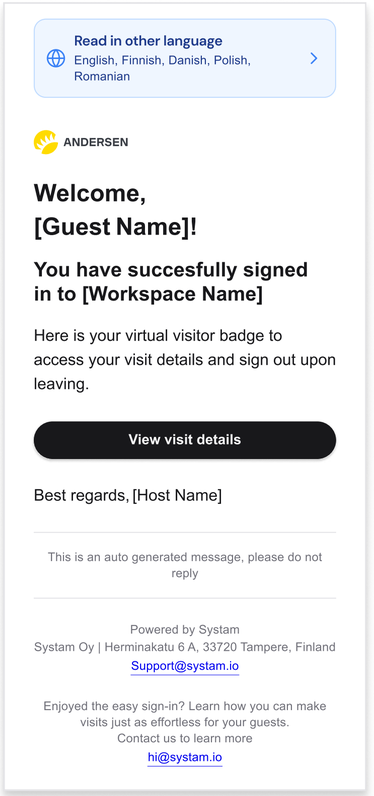
A visitor receives this email after the host has made changes to the visit
Changes ARE related to the date and time!



A visitor receives this email one day before the visit (reminder)



A visitor receives this email after signing in

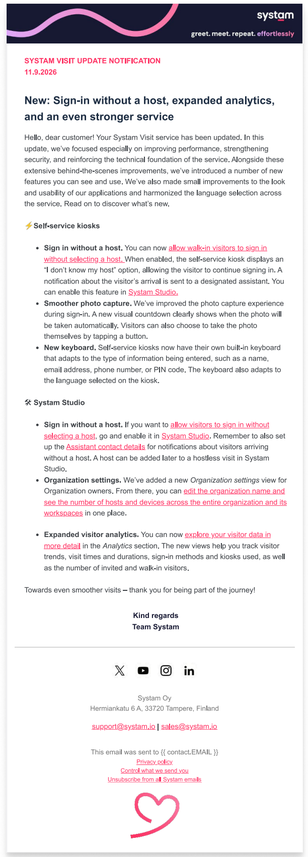


systam

Brand book

10. Emails

Example of newsletter



systam



SYSTAM VISIT UPDATE NOTIFICATION
11.9.2026

New: Sign-in without a host, expanded analytics, and an even stronger service

Hello, dear customer! Your Systam Visit service has been updated. In this update, we've focused especially on improving performance, strengthening security, and reinforcing the technical foundation of the service. Alongside these extensive behind-the-scenes improvements, we've introduced a number of new features you can see and use. We've also made small improvements to the look and usability of our applications and harmonized the language selection across the service. Read on to discover what's new.

⚡Self-service kiosks

- **Sign in without a host.** You can now allow walk-in visitors to sign in without selecting a host. When enabled, the self-service kiosk displays an "I don't know my host" option, allowing the visitor to continue signing in. A notification about the visitor's arrival is sent to a designated assistant. You can enable this feature in Systam Studio.
- **Smoother photo capture.** We've improved the photo capture experience during sign-in. A new visual countdown clearly shows when the photo will be taken automatically. Visitors can also choose to take the photo themselves by tapping a button.
- **New keyboard.** Self-service kiosks now have their own built-in keyboard that adapts to the type of information being entered, such as a name, email address, phone number, or PIN code. The keyboard also adapts to the language selected on the kiosk.

🛠 Systam Studio

- **Sign in without a host.** If you want to allow visitors to sign in without selecting a host, go and enable it in Systam Studio. Remember to also set up the Assistant contact details for notifications about visitors arriving without a host. A host can be added later to a hostless visit in Systam Studio.
- **Organization settings.** We've added a new *Organization settings* view for Organization owners. From there, you can edit the organization name and see the number of hosts and devices across the entire organization and its workspaces in one place.
- **Expanded visitor analytics.** You can now explore your visitor data in more detail in the *Analytics* section. The new views help you track visitor trends, visit times and durations, sign-in methods and kiosks used, as well as the number of invited and walk-in visitors.

Towards even smoother visits – thank you for being part of the journey!

Kind regards
Team Systam

Systam Oy
Hermiankatu 6 A, 33720 Tampere, Finland

support@systam.io | sales@systam.io

This email was sent to {{ contact.EMAIL }}
Privacy policy
Control what we send you
Unsubscribe from all Systam emails