



Brand guidelines

How to use the Sitenet logo, colours and type, so the brand looks the same everywhere.

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The logo

Three parts that always travel together: a line cube for structure, the living globe for reach, and custom lettering. Each detail is drawn on one system, so never redraw or rearrange it.



- 1 **Line cube**
A hexagon and the cube's three inner edges, drawn with the same pen as the letters.
- 2 **Living globe**
The real Earth, turning once every 20 seconds and lit for the visitor's time of day.
- 3 **Wordmark**
Custom lettering, drawn from circles, arcs and lines. Never retype it in a font.
- 4 **The light**
The i-dot is the logo's light source: sun gold by day, city-light amber at night.

Versions

Use the horizontal logo wherever it fits. Use the stacked logo for square or narrow spaces, the icon on its own only where the brand is already clear (apps, avatars, favicons).



Horizontal · primary

sitenet-tech-logo-fullcolour.svg



Stacked

...logo-stacked-fullcolour.svg



Icon

...mark-fullcolour.svg



Wordmark

...wordmark-fullcolour.svg



Full colour

on white and light



Reversed

on dark



Single colour · deep ocean

one-colour print



Single colour · black

fax, newsprint, stamps



Single colour · white

engraving, embroidery

The living globe

On screen the globe turns once every 20 seconds and follows the visitor's local time of day. Visitors who ask for reduced motion see it still. Everything else (print, documents, social) uses the static Day logo.



Day



Afternoon

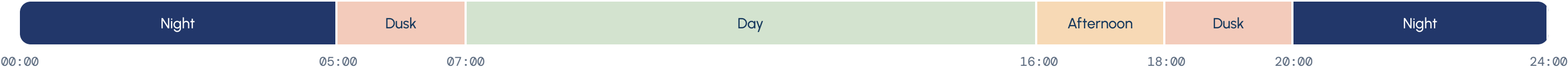


Dusk



Night

Which version shows · the visitor's local time



Rules

Keep the static Day logo in the page's HTML: it is the default if the script or animation cannot run.

Never speed up, reverse or pause the globe on one frame; never animate the cube or the letters.

Dawn (05:00–07:00) uses the Dusk version.

On the website

```

<script src="/brand/logo/sitenet-logo-time.js"></script>
```

Clear space and minimum size

Keep everything (text, edges, other logos) at least x away from the logo, where x is half the height of the icon. Below the minimum sizes the globe and the letters lose their detail.



x = half the height of the icon, on every side



Logo · 120 px wide on screen, 30 mm in print



Icon · 24 px, 6 mm. Below 32 px use the favicon file.



Favicon · simplified globe for 16–48 px

The animated logo needs at least 160 px of width for the turning globe to read; below that use the static logo.

Backgrounds

Give the logo a calm background with strong contrast. Light backgrounds take the full-colour logo; dark ones take the reversed logo. On mid-tones, use single-colour white.



✓ White
Full colour · the default



✓ Ice and light tints
Full colour



✓ Deep ocean and dark blues
Reversed



✓ Mid-tone blue
Single colour · white



✓ Near-black
Reversed



✓ Photography
Reversed, on a calm area or a 55% deep-ocean overlay

What not to do

The logo only works if it is always the same. Use the supplied files as they are: never redraw, recolour, distort or decorate them.



✗ Don't stretch or squash



✗ Don't rotate



✗ Don't recolour



✗ Don't add shadows or effects



✗ Don't rearrange the parts



✗ Don't use the full-colour logo on dark



✗ Don't place it on busy backgrounds



✗ Don't retype the wordmark in a font

Colour

The palette comes straight from the logo's globe: deep ocean and ocean blues, sage land, ice, sun gold for accents and a brighter gold for buttons. CMYK values are screen conversions; match them on a proof with your printer.

Core

Deep Ocean

Logo ink, headings, dark backgrounds

HEX #15385C

RGB 21 56 92

CMYK 77 39 0 64

Ocean

The globe's sea, primary blue

HEX #245A8E

RGB 36 90 142

CMYK 75 37 0 44

Sage

The globe's land

HEX #6E9A69

RGB 110 154 105

CMYK 29 0 32 40

Sun Gold

The i-dot, the accent colour

HEX #E2A646

RGB 226 166 70

CMYK 0 27 69 11

Bright Gold

Buttons on screen, with Ink text

HEX #F5BC48

RGB 245 188 72

CMYK 0 23 71 4

Ice

Light backgrounds, the globe's poles

HEX #ECF1F4

RGB 236 241 244

CMYK 3 1 0 4

Atmosphere

Light blue accent, the globe's rim

HEX #A9C7EC

RGB 169 199 236

CMYK 28 16 0 7

White

Backgrounds, reversed logo

HEX #FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

Ink

Text on Bright Gold buttons (9.4 : 1)

HEX #0C2236

RGB 12 34 54

CMYK 78 37 0 79

Times of day and night

Low Sun

Afternoon i-dot

HEX #E8913C

RGB 232 145 60

CMYK 0 38 74 9

Sunset

Dusk i-dot

HEX #DE6F4E

RGB 222 111 78

CMYK 0 50 65 13

City Light

Night i-dot

HEX #E9B04F

RGB 233 176 79

CMYK 0 24 66 9

Night Sea

The globe's night side

HEX #0E1F47

RGB 14 31 71

CMYK 80 56 0 72

Night Land

Land at night

HEX #22376A

RGB 34 55 106

CMYK 68 48 0 58

Night Glow

City lights

HEX #FFC76E

RGB 255 199 110

CMYK 0 22 57 0

Accessibility

Every Sitenet page and document should be readable by everyone. These are the approved text and background pairings, measured against WCAG 2.2: body text needs 4.5 : 1, large text (24 px, or 19 px bold) 3 : 1.

Sitenet Aa Deep Ocean on white ✔ 12.0 : 1 · AAA	Sitenet Aa Deep Ocean on Ice ✔ 10.5 : 1 · AAA	Sitenet Aa White on Deep Ocean ✔ 12.0 : 1 · AAA	Sitenet Aa White on Ocean ✔ 7.2 : 1 · AAA	Sitenet Aa Ink on Bright Gold ✔ 9.4 : 1 · AAA
Sitenet Aa Ocean on white ✔ 7.2 : 1 · AAA	Sitenet Aa Deep Ocean on Atmosphere ✔ 6.9 : 1 · AA	Sitenet Aa White on Bright Gold ✘ 1.7 : 1 · Don't use for text	Sitenet Aa Sage on white ✘ 3.2 : 1 · Large text only	Sitenet Aa Sun Gold on white ✘ 2.1 : 1 · Don't use for text

Text

Put buttons in Bright Gold (#F5BC48) with Ink text (#0C2236, semibold), never white. Sage and Sun Gold are for shapes and accents, not for text on white. Keep body text at 16 px or larger on screen.

The logo

Give every logo image the alternative text "Sitenet" (or "Sitenet home" when it links home). Decorative globes and cube patterns take an empty alt.

Motion and focus

The animated logo stops for visitors who ask for reduced motion. Show a visible focus ring (3 px Sun Gold) on every link and button, and never rely on colour alone to carry meaning.

Typography

Aa

Urbanist

Regular 400 · Medium 500 · Semibold 600

DM Mono

Regular 400 · Medium 500

If they're unavailable (for example in email), use Arial.

Urbanist for everything you read: a geometric sans drawn, like the wordmark, from circles and straight lines. DM Mono for small labels and code. Both are free (Google Fonts, SIL Open Font License). The wordmark itself is custom lettering, not a font.

Display
64 / 1.05 · -1.75%

Software for the way
you work

Heading
40 / 1.1 · -1.5%

Everything a modern travel business
runs on

Body
18 / 1.55

Booking engines, agent tools and back-office systems, joined up so every trip flows
from quote to invoice.

Label
DM Mono 12

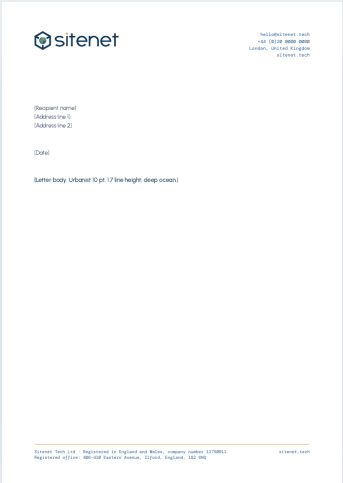
SOLUTIONS · TRAVEL · 04

Applications

Ready-made files for everyday use, all in the brand folder. Replace the [placeholders]; keep the layout, colours and logo placement.



Business card · 85 × 55 mm, 3 mm bleed (PDF)



Letterhead · A4 (PDF)



Link-share image · 1200 × 630



LinkedIn banner · 1584 × 396 (X header too)



Avatar · 800 × 800



Email signature · HTML

Co-branding

When Sitenet appears with a partner, both logos share one line: equal visual height, a thin divider, and clear space of x (half the icon's height) between each logo and the divider.



Partner logo

Partnership · Sitenet leads on the left when we lead the work

Powered by Sitenet

Powered by  sitenet

For products we build for clients (booking engines, portals) use this small credit in the footer: the words "Powered by" in DM Mono, then the logo at 120 px or more.

Rules

Never merge the logos into one shape, recolour either to match, or place the Sitenet icon inside another brand's mark. Get the partner's own approval for their logo.



Partner logo

On dark: the reversed logo and a light divider

Files and formats

Everything lives in the brand folder (and sitenet-brand-kit.zip). If you are unsure which file to use, use the static full-colour SVG for screens and the print PDF for print.

Website, animated	logo/svg/times/...-animated-*.svg + logo/sitenet-logo-time.js	Turns and follows local time
Website default / fallback	logo/svg/sitenet-tech-logo-fullcolour.svg	Static Day logo; keep it in the HTML
Dark backgrounds	logo/svg/sitenet-tech-logo-reversed.svg	White lettering
Print (professional)	logo/print/*-print.pdf	Vector, solid colours, no transparency
One-colour print	logo/print/*-singleink-*.pdf	Embroidery, engraving, stamps
Documents and slides	logo/png/*@2400w.png	High-resolution PNG
Favicon and app icon	logo/png/sitenet-tech-favicon-*, app-icon-*	16–48 px; 180–1024 px
Social and email	social/ · email/	Avatar, banners, share image, signature
Colours	colour/sitenet-colours.css · .json · .ase	CSS, design tokens, Adobe swatches
Stationery	stationery/*.pdf	Business card, letterhead

Default logo



sitenet-tech-logo-fullcolour.svg

Questions or a use not covered here?
brand@sitenet.tech [placeholder]