

Logo Guide

StrataFlex Brand Guide, your compass to navigating the essence of our brand. Within these pages, you'll discover the core principles, visual elements, and tone of voice that define Strata Flex.



Strataflex



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O1.
About Us



About Us

Strataflex Nigeria Limited has led the way as a pioneering force in the security industry. Partnering with SIGNE SA, we've become renowned for our expertise in designing and delivering high-security and authentication solutions for administrative and legal documents. One of our notable achievements occurred in July 2015 when we introduced judiciary seals at the Chief Registrars of Nigeria conference held at the Supreme Court.

This initiative played a crucial role in supporting the National Judicial Commission's efforts to reposition the judiciary and marked a significant milestone in our journey. Today, Strataflex remains committed to providing innovative security solutions that ensure the integrity and authenticity of documents across Nigeria and beyond.

Strataflex

Vision

Our mission is to design and deliver cutting-edge security solutions that meet the evolving needs of our clients. We are dedicated to providing simple, efficient, and durable authentication solutions for brand protection and document certification.

Mission

Our vision is to be the foremost provider of innovative security solutions, setting the standard for authenticity, trust, and reliability in document protection.



02.

Identity



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Strataflex Word Mark

The StrataFlex logo embodies the essence of security, sophistication, and innovation. Crafted from the word "strata," meaning layers or series, the logo design ingeniously incorporates a stacked shape to symbolize the multi-layered security solutions offered by the company.

The stacked layers within the logo subtly convey the concept of security layers, representing the intricate and robust authentication solutions developed by StrataFlex.



Full colour Logo



Utilize the StrataFlex full-color logo thoughtfully, incorporating the designated colors: Midnight Blue, Security Blue, and Sky Blue. Ensure text is presented in Black for maximum contrast and readability. This harmonious blend of hues embodies our brand's identity, reflecting both professionalism and innovation.



Midnight Blue

C94 M96 Y33 K25 R20 G07 B64 #140740



Security Blue

C97 M90 Y25 K11 R19 G15 B89 #130F59



Sky Blue

C71 M22 Y03 K01 R20 G7 B64 #130F59



Black

C71 M22 Y03 K01 R20 G7 B64 #130F59

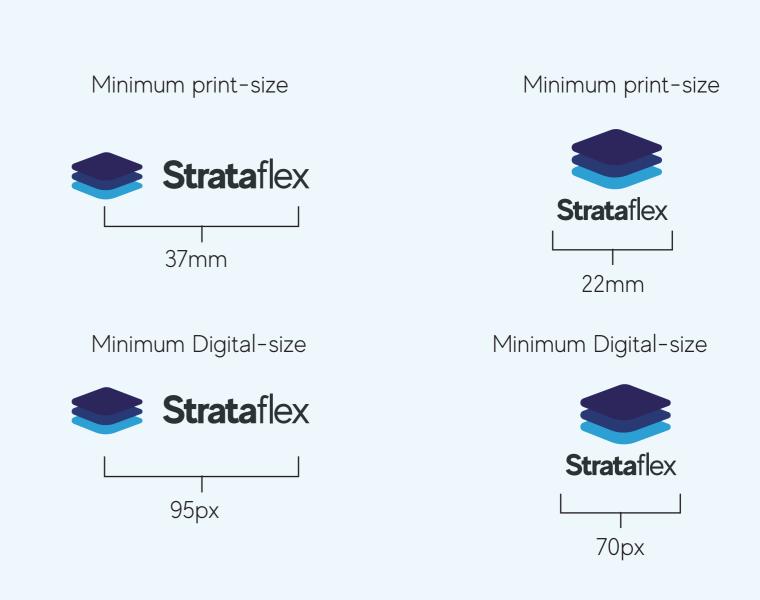
Strataflex

Logo Variations

StrataFlex offers two approved logo versions: Horizontal and Portrait. Opt for the Horizontal version for optimal legibility, especially in smaller formats. If space is limited, the Portrait version is the ideal choice.







Strataflex

Clear Space

The visible clear-space between the logo and other elements around it should be the size of the letter 'a' on the wordmark, on all sides.





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Logo Colours

The visible clear-space between the logo and other elements around it should be the size of the letter 'a' on the wordmark, on all sides.

4 Colours Logo



Monochrome Logo







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Logo Care

The integrity of our logo is paramount to maintaining a strong and consistent brand identity. Any alterations to the artwork detract from its value and undermine the cohesive experience we aim to provide. Here, we showcase examples of incorrect logo usage to emphasize the importance of preserving its original form.





Do not skew or strech logo





Do not change the logo colors.





Do not use the 4 color logo against backgrounds that do not complement the identity.





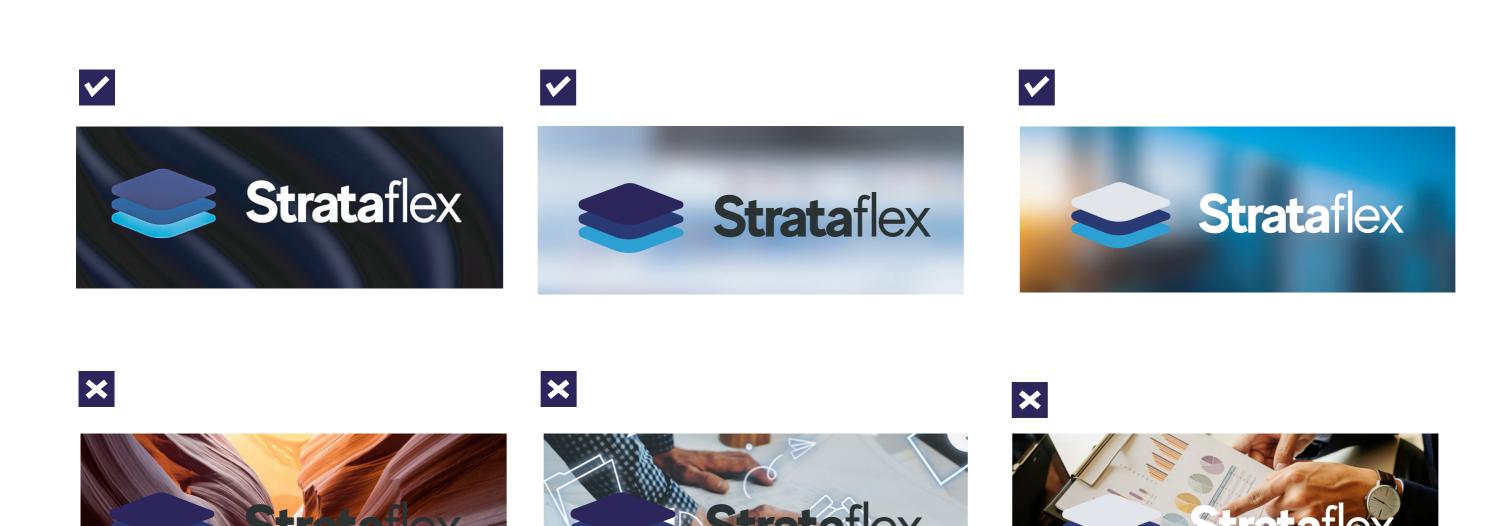
Do not add any effect to the logo.

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Logo on Backgrounds

The full-color logo variations is designed for light backgrounds and dark backgrounds, also on image areas that do not distract from its visibility.

Avoid using the full-color or single-color logos against disruptive backgrounds.



03.
Typography

Our Typeface

Typography plays a pivotal role in conveying our message, imbuing it with personality and reinforcing our values. Consistent typography usage is key to crafting a cohesive brand image that resonates with our audience and communicates our attitude effectively.

Primary Typeface

Made Evolve Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 Thin
Light
Regular
Medium
Bold

04.
Colours



Strataflex

Our Colours & Hues

Core Colors:

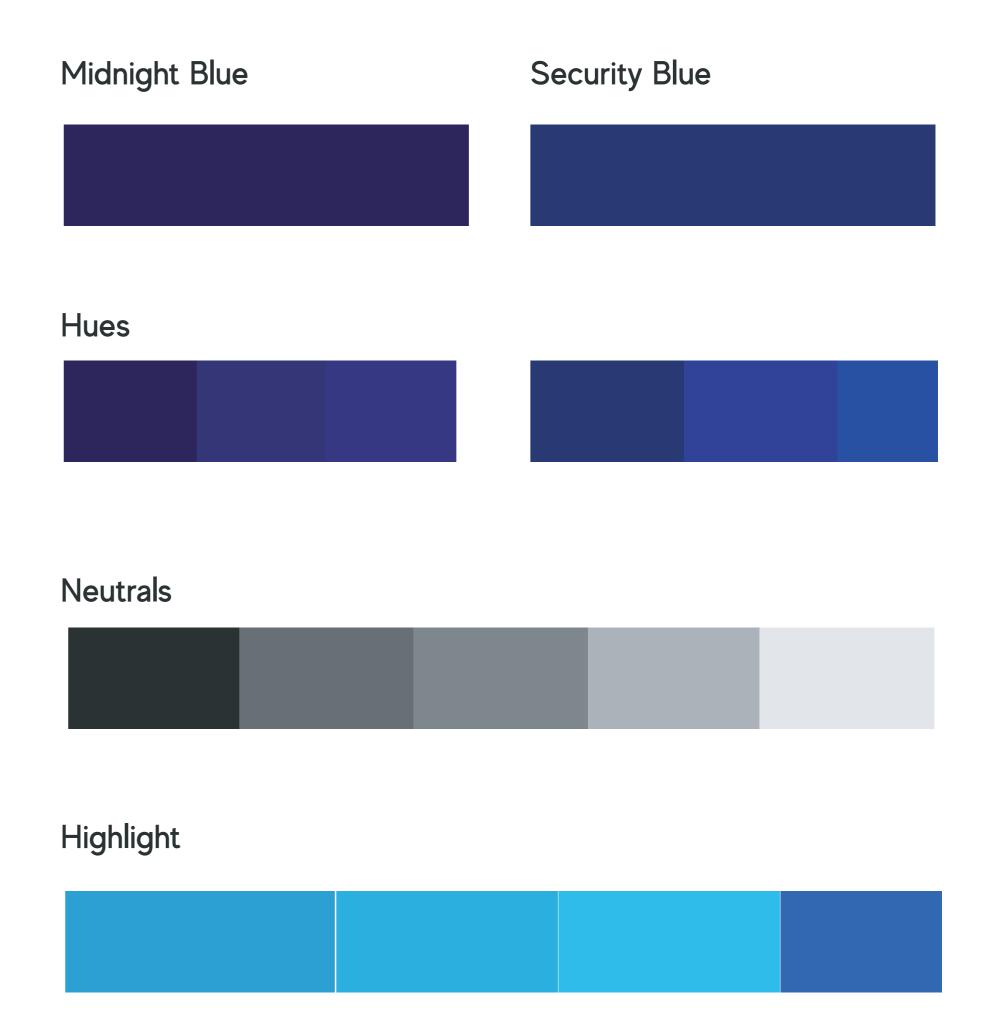
Embodying an established and sophisticated perspective, our rich core colors project strength coupled with approachability. These hues serve as the foundational palette, anchoring and harmonizing our color expressions.

Neutrals:

Neutral tones act as the 'whitespace', enhancing contrast and equilibrium when paired with the core colors. They contribute to a sense of balance and clarity in our visual identity.

Highlights:

Vibrant and lively, highlights punctuate our palette with bursts of energy across both cool and warm tones. While they add dynamism, it's essential to use them judiciously, ensuring they complement rather than overwhelm our overall color scheme.





Colour Values



05.
Logo in Use









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