

2026



Psiog Brand Creative Guide

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1.0 Brand Core

About Psiog

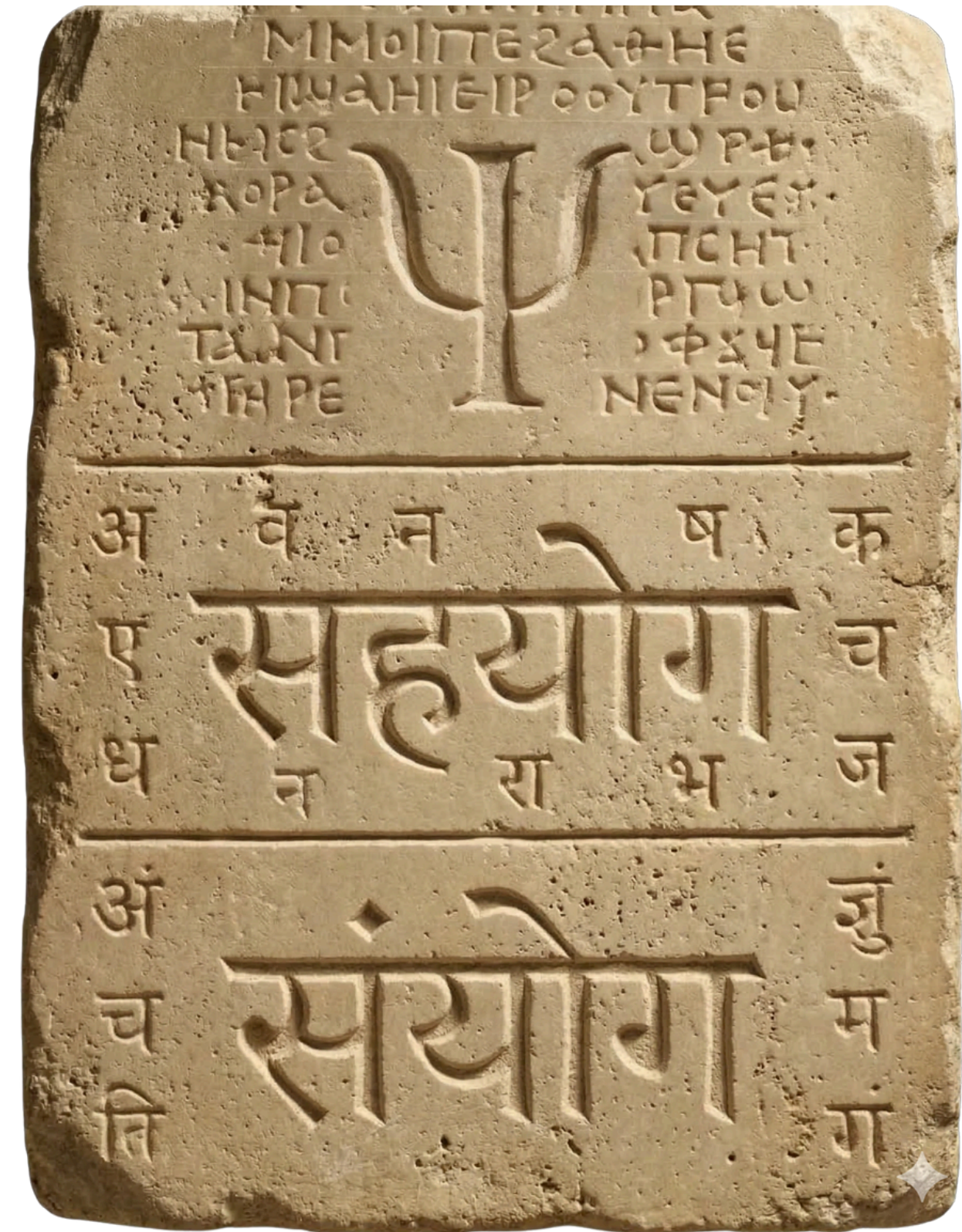
Psiog Digital Private Limited - known simply as Psiog - is a pure-play IT Services, Systems Integration & Consulting boutique headquartered in Chennai, India.

We serve global mid-market organizations, companies between **\$100M** and **\$3B** in revenue, that are strengthening their technology foundations and preparing for scale.

The name **Psiog** draws from multiple cultural influences. Sahayog in Hindi means support, and Samyoga in Sanskrit means union - ideas that reflect the spirit of collaboration at the heart of the company. The Greek letter Psi (Ψ) complements this narrative, symbolizing connection. Together, these influences express a single principle: aligning business priorities with technology execution. The P in Psiog is silent - a quiet nod to the brand's layered cultural roots.

Psiog operates through a **100% offshore delivery model from its Global Delivery Centre in Chennai**, providing offshore economics while maintaining disciplined delivery, clear communication, and strong accountability.

Brand Promise: A partner who understands your business, shows up prepared, and makes you look good - every time.



Brand Positioning

We are a pure-play IT services and systems integration boutique. We build, enable, and support digital systems across data, applications, and quality for mid-market organizations looking to create lasting business impact through technology.

Our work focuses on helping organizations translate business priorities into reliable technology execution - combining strong engineering practices with the responsiveness of a boutique partner.

The larger goal is to become the preferred technology partner for global mid-market companies as they scale toward enterprise maturity. We aim to support this journey with professional, high-quality services that bring together Tier-1 delivery discipline and boutique agility, delivered through a 100% offshore model.



Brand Voice & Tone

Psiog's voice reflects its character: measured, substantive, and nuanced. It avoids self-promotional noise and herd mentality. It does not shout - it demonstrates.

PSIOG SOUNDS LIKE

- Calm and considered
- Conversational yet professional
- Opinionated on technology advisory in style
- Specific, nuanced, and contextual
- Guided by depth, not volume

PSIOG DOES NOT SOUND LIKE

- Boastful or self-congratulatory
- Jargon-heavy or buzzword-led
- Following industry herd mentality
- Generic or interchangeable messaging
- Selling loudly rather than demonstrating quietly



2.0 Psiog Brand Identity

Identity Overview

The Psiog brand identity is a visual representation of our commitment to bridging the "hard middle" between business ambition and real-world technology constraints. Our name draws inspiration from a trinity of different cultures, reflecting a holistic approach to problem-solving:

- Psi (Greek): Meaning 'Tethering', it signifies our commitment to keeping strategy and engineering locked together.
- Sahayog (Hindi): Meaning 'To assist', it represents our role as a dedicated consulting partner for mid-market leaders.
- Samyoga (Sanskrit): Meaning 'Collaboration', it is our core principle of partnership that ensures we walk the wire in total alignment with our clients.

Together, these elements form an identity built on Boutique Access and Enterprise Output. We exist to turn the messy, mission-critical "blind spots" of digital transformation into clear, compounding business advantages.



3.0 Psiog Logo

Logo Overview

The Psiog logo represents the disciplined execution required to turn complex digital problems into clear business advantages. Consisting of a dynamic S-Mark and a modern wordmark, it serves as a visual anchor for our promise: enterprise-grade delivery without enterprise-grade bureaucracy. Whether in primary teal or high-contrast black and white, the logo must always stand as a mark of precision and control.

PRIMARY PSIOG LOGOMARK



REVERSED LOGO - BLACK



We design intelligent applications,
structured data systems, and resilient
infrastructure

REVERSED LOGO - WHITE



We design intelligent applications,
structured data systems, and resilient
infrastructure

Logo Mark

The Psiog Logo is a symbol of enterprise-grade delivery without the bureaucracy. It combines the modified PSI symbol with a clean, modern wordmark to represent our ability to simplify complex digital problems.

Core Guidelines:

- Use the Original Teal & Lime versions for maximum brand recognition on light backgrounds.
- If need be use the white versions for Teal or Lime backgrounds.
- Use the dark green for blue background or vice versa.
- Use the white or black versions for high-contrast environments or restricted print applications.



Brand Mark

The modified PSI Symbol (Ψ), our brand mark, encapsulates the essence of our identity, serving as a powerful, standalone representation of the brand. It signifies the seamless integration of strategy and technology, with the three dots symbolizing our key stakeholders: Associates, Customers, and Investors.

Core Guidelines:

- The brand mark can be used for social media icons, favicons, and secondary brand assets where the full logo mark is not required.
- Maintain the primary Teal or Lime versions to ensure maximum brand recognition on light-colored digital interfaces.
- Ensure the mark is surrounded by sufficient clear space to maintain its visual impact and represent our 'first-principles' thinking.



Clear Space and Minimum Size

To maintain the visual integrity and impact of the Psiog identity, the logo must always be surrounded by a designated amount of clear space, free from any competing visual elements or text.

PSIOG LOGOMARK CLEAR SPACE



PSIOG LOGOMARK MINIMUM SIZE



The minimum size for digital communications is 30px



The minimum size for print communications is 0.5in

PSIOG LOGOMARK TIGHT CLEAR SPACE



Preferred clear space is equal to 1x where x is equal to the height of the S-Mark

Alternative clear space (or tight clear space) is equal to 0.5x where x is equal to the height of the S-Mark

Brand Mark Pattern

This pattern is created by deconstructing our brandmark into a flexible visual element. We created it in two ways: first, by taking the curved lines of the brandmark and scaling them up to create a sense of layered movement; and second, by zooming in on the brandmark itself. It allows the brand's identity to be felt across every design, even when the actual logo isn't visible.

Usage:

To maintain visual integrity, use this pattern only as a supporting graphic or to provide texture to negative space. It must remain subtle enough to never compete with the primary logo or compromise the legibility of the brand copy.



Logo Application

The Psiog logo is designed for versatility, maintaining its professional integrity across diverse physical and digital environments. These applications demonstrate how our identity balances strategy and technology, ensuring a consistent and "enterprise-grade" presence from corporate collateral to environmental signage.



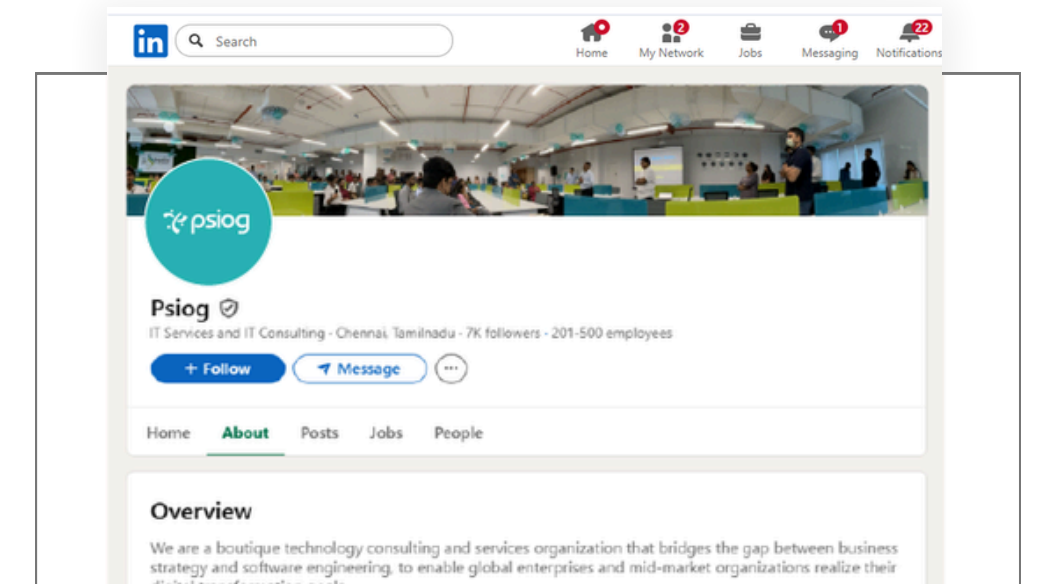
Stationery & Collateral: On tactile items like journals, the logo serves as a mark of precision, utilizing primary brand colors to ensure a vibrant and recognizable presence.



Environmental Signage: For large-scale signage, the logo is applied with high-contrast finishes against dark backgrounds to reinforce our stable, enterprise-grade identity.



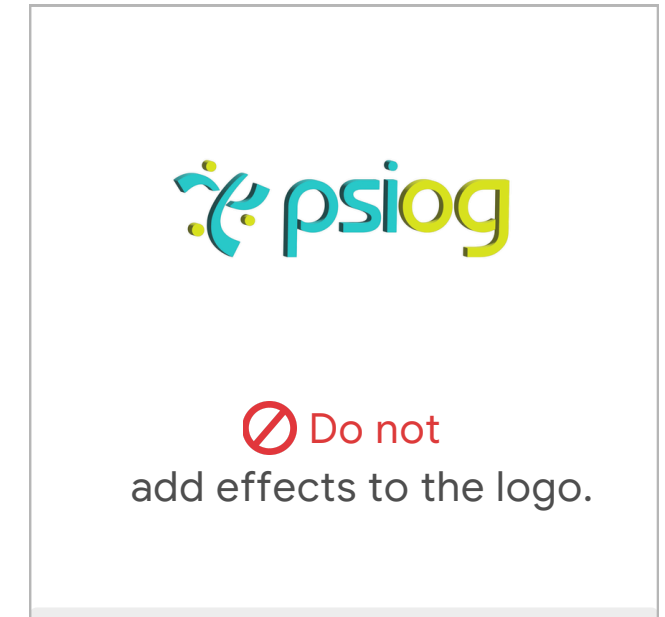
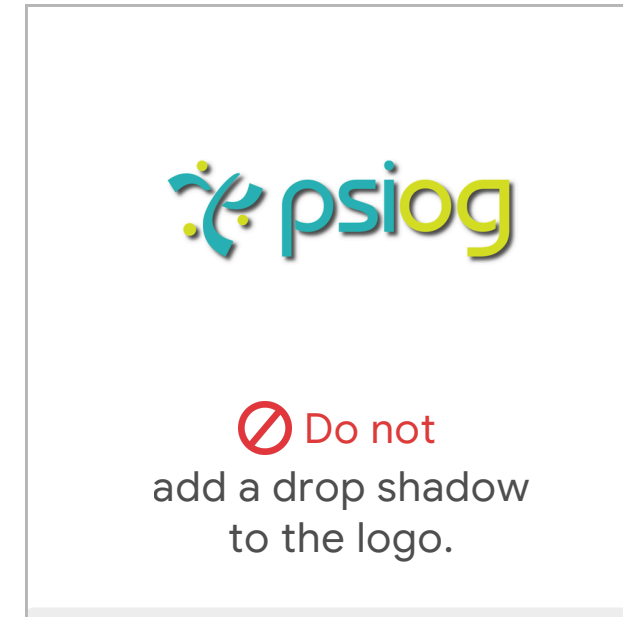
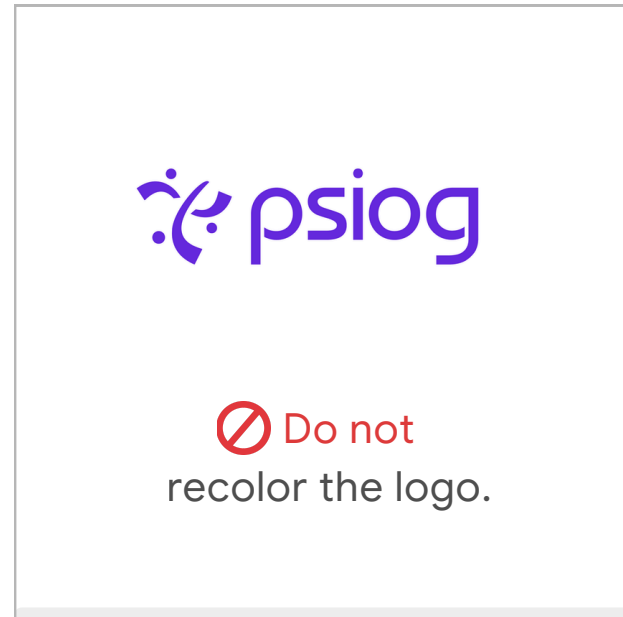
Co-Branding: When appearing alongside partners, the logo must maintain a 1x clear space to preserve its collaborative authority and prevent visual crowding.



Social Media: In digital profiles, we lead with a clean, centered mark to communicate our boutique, first-principles approach with maximum clarity.

Incorrect Application

To maintain a consistent and professional brand presence, the Psiog logo must never be altered or distorted. Adhering to these "Do Not" rules ensures our identity remains clear, authoritative, and aligned with our enterprise-grade standards.



4.0 Psiog Colors

Primary Color Palette

The Psiog primary palette consists of two signature colors that represent the intersection of technical stability and forward-thinking innovation. These core tones are the foundation of our visual identity and should be used consistently to ensure brand recognition across all platforms.

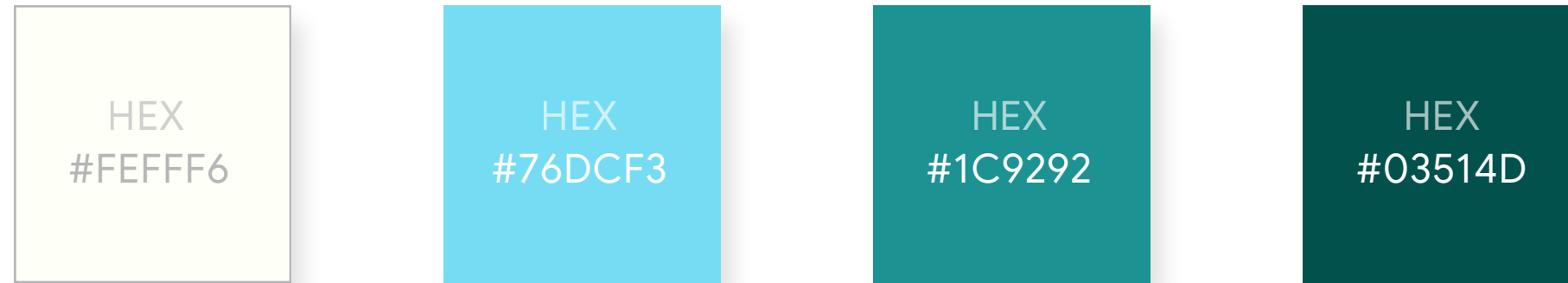
The image displays two primary color swatches. The top swatch is a teal color with the following specifications: RGB (40, 179, 180), HSB (180, 78%, 71%), CMYK (73, 5, 33, 0), and HEX (#28B3B4). The bottom swatch is a lime green color with the following specifications: RGB (214, 223, 39), HSB (63, 83%, 87%), CMYK (20, 0, 97, 0), and HEX (#D6DF27). Each swatch is accompanied by a box containing its HEX code and a line connecting it to the swatch's RGB values.

Color	RGB	HSB	CMYK	HEX
Teal	40, 179, 180	180, 78%, 71%	73, 5, 33, 0	#28B3B4
Lime Green	214, 223, 39	63, 83%, 87%	20, 0, 97, 0	#D6DF27

Secondary Color Palette

The secondary color palette provides depth and flexibility, supporting our primary colors with a range of tonal scales for complex layouts and data visualizations. These core support colors ensure visual hierarchy while maintaining the brand's sophisticated, tech-forward aesthetic.

CORE SUPPORT COLORS



TEAL COLOR SCALE

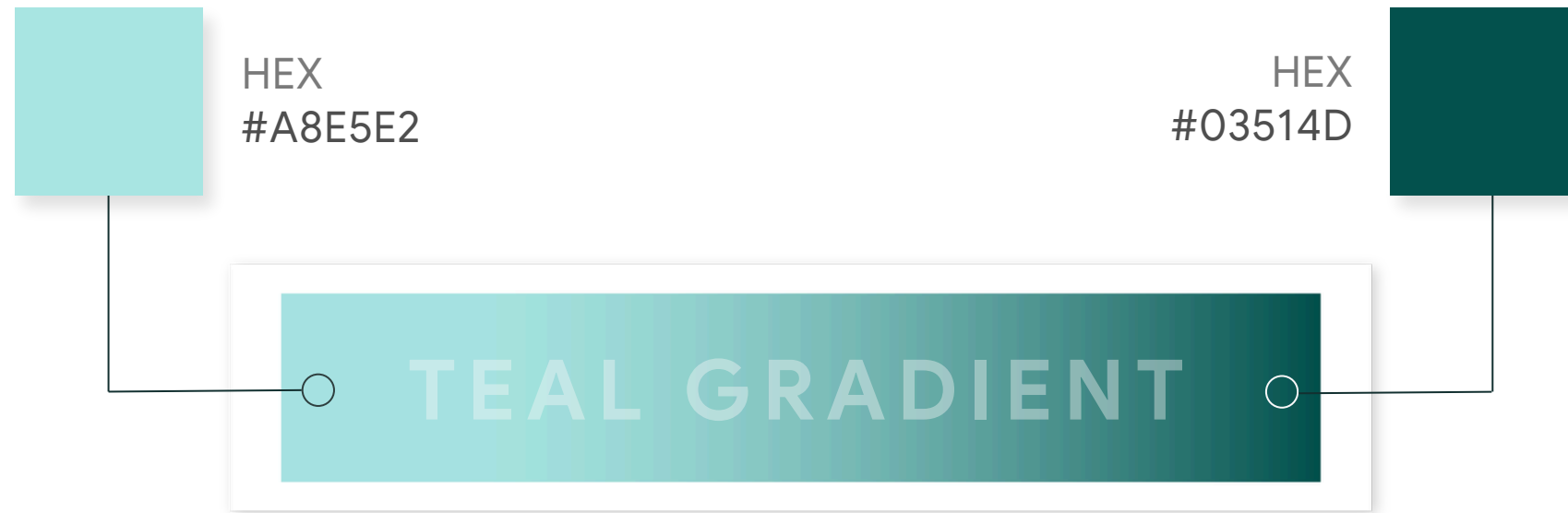


LIME COLOR SCALE



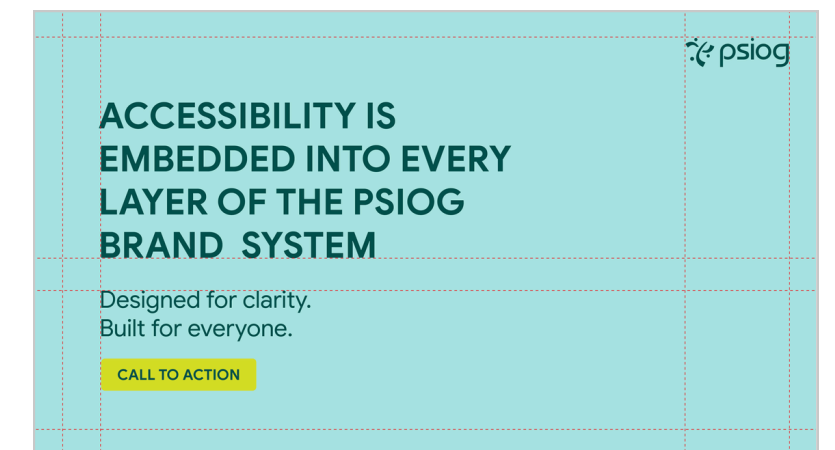
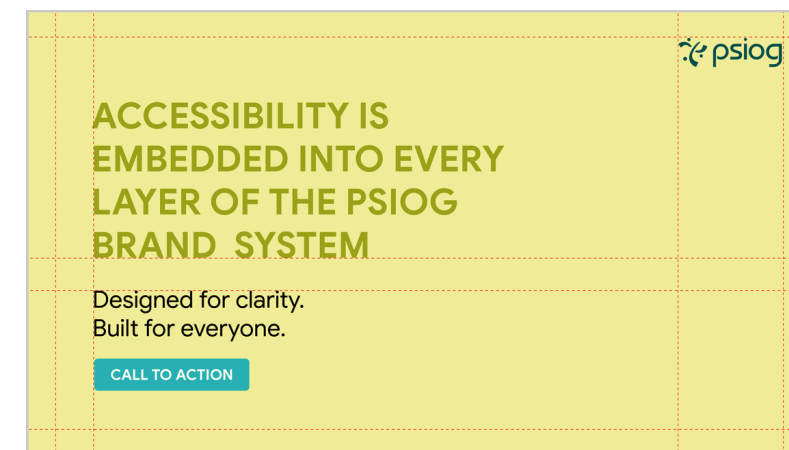
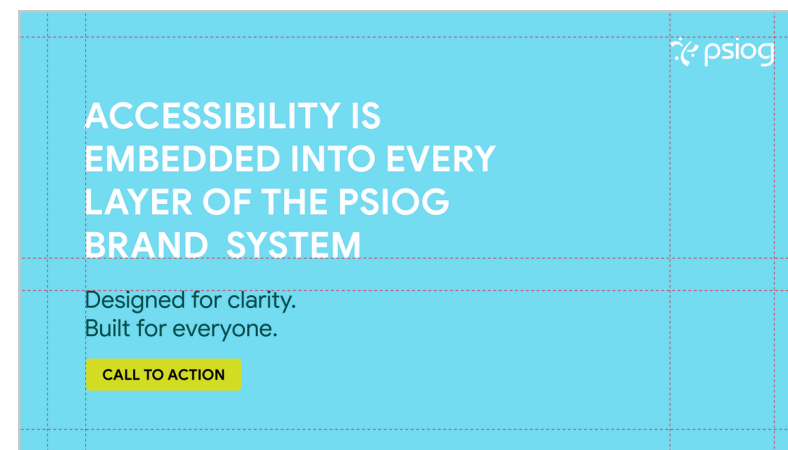
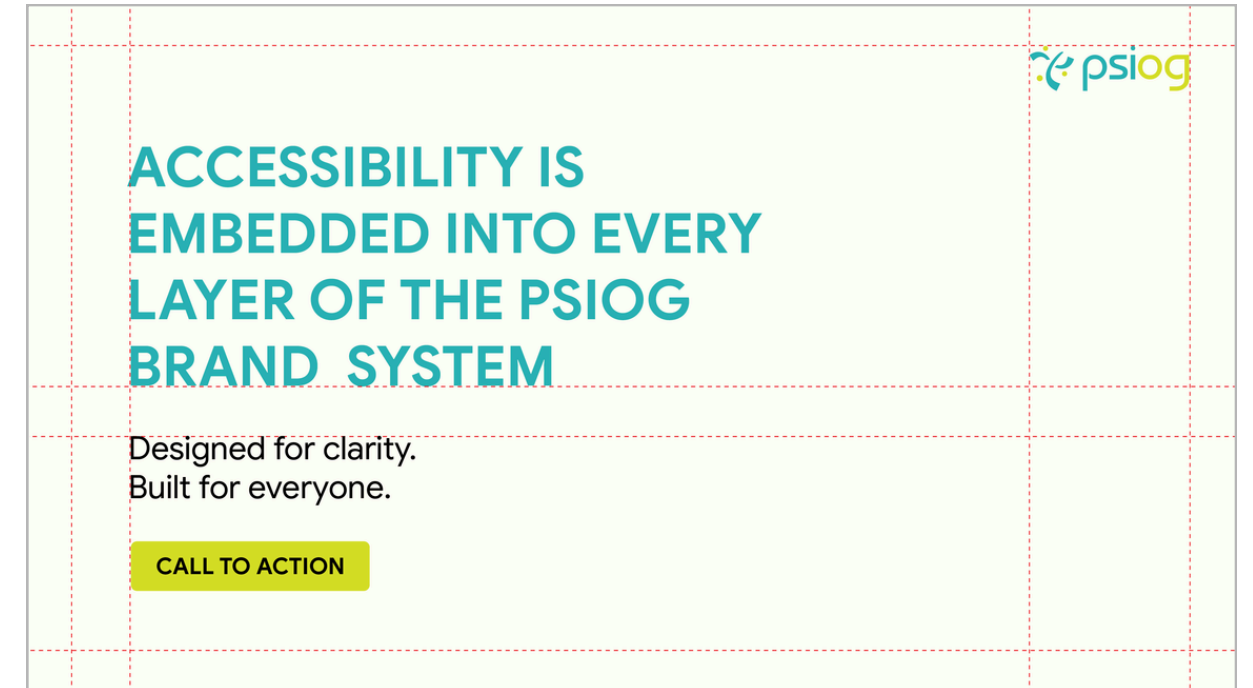
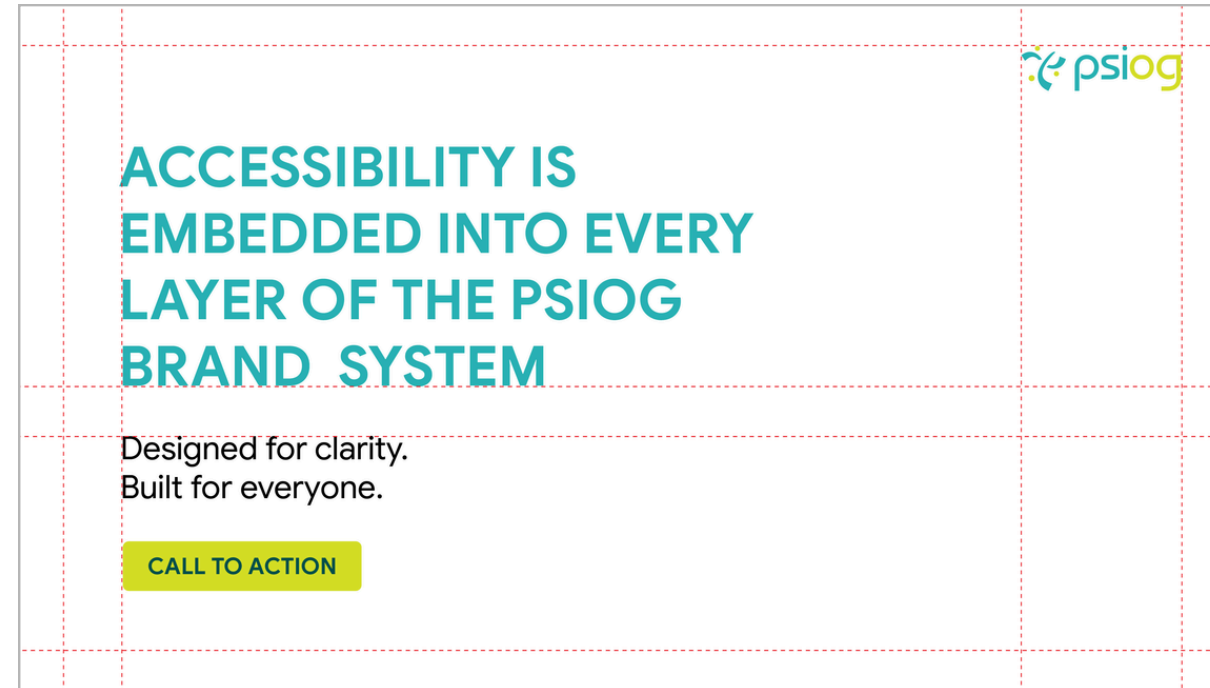
Gradient Color Palette

The Psiog brand utilizes gradients to inject a modern, digital-first energy into our communications. These smooth transitions between our core tones represent the fluid digital transformation we deliver, adding depth and motion to backgrounds, headers, and key brand digital assets.



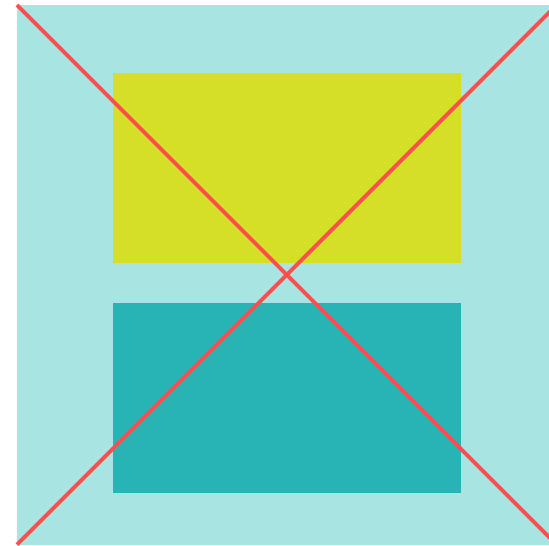
Contrast Application

Accessibility is fundamentally embedded into every layer of the Psiog brand system, ensuring all communications are designed for clarity and built for everyone. By utilizing high-contrast color pairings from our primary and support palettes, we maintain maximum legibility across all digital and print touchpoints.

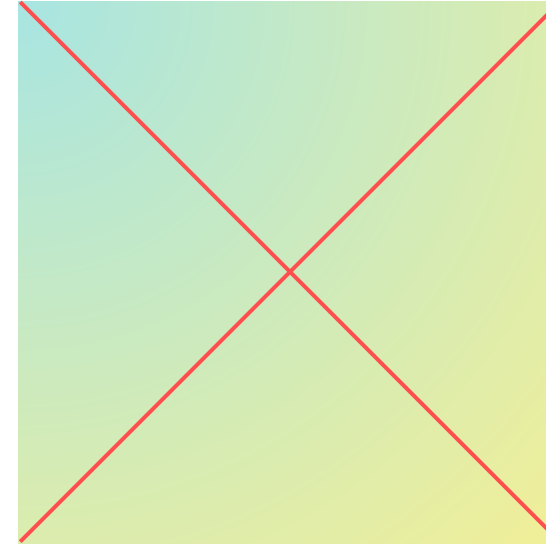


Incorrect Application

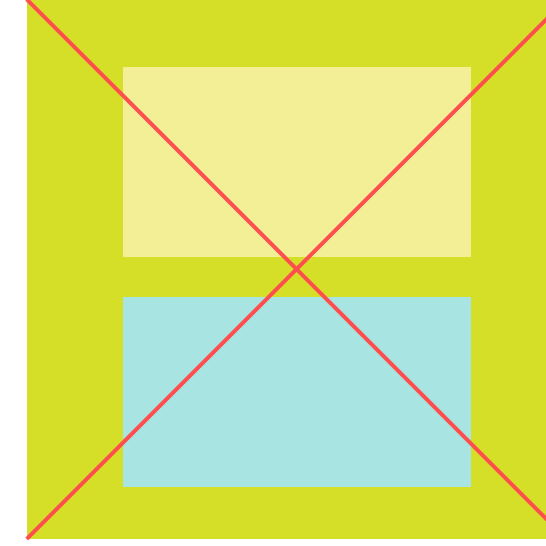
To ensure that the Psiog brand maintains its high standards for accessibility and professional clarity, the following color and tint combinations must be avoided. These restrictions prevent visual clutter and ensure that our technical aesthetic remains clean and authoritative.



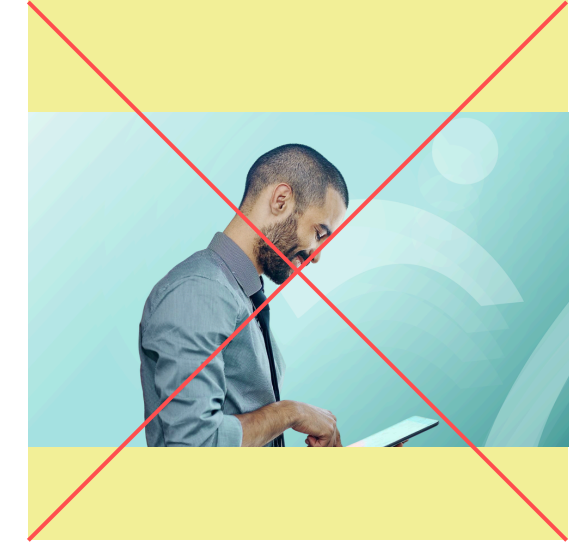
Tint Layering: Do not place a color tint directly on top of another tint.



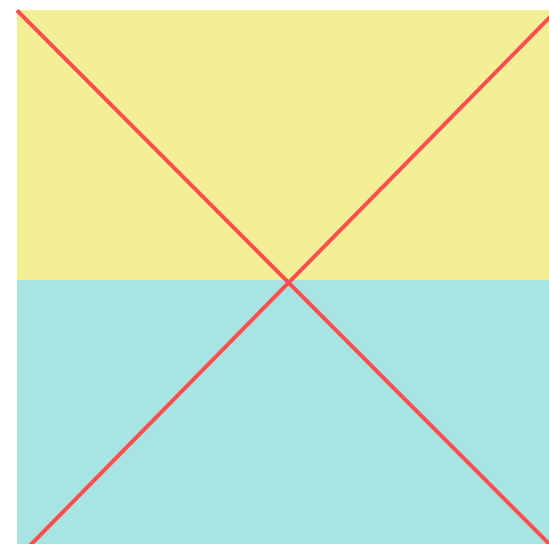
Unapproved Gradients: Do not create custom gradients from the individual color tints.



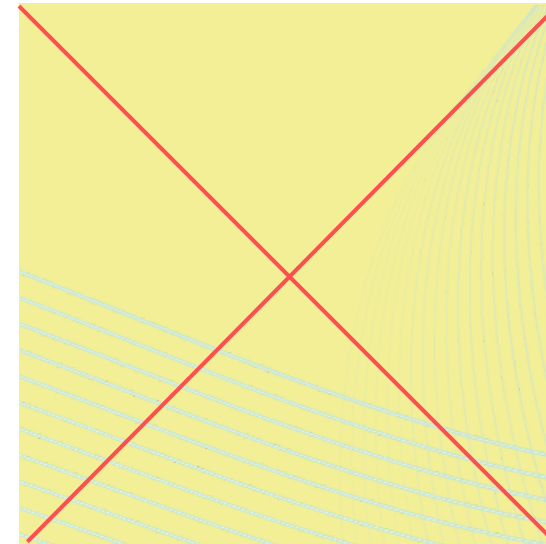
Background Contrast: Do not place color tints on top of vibrant core colors.



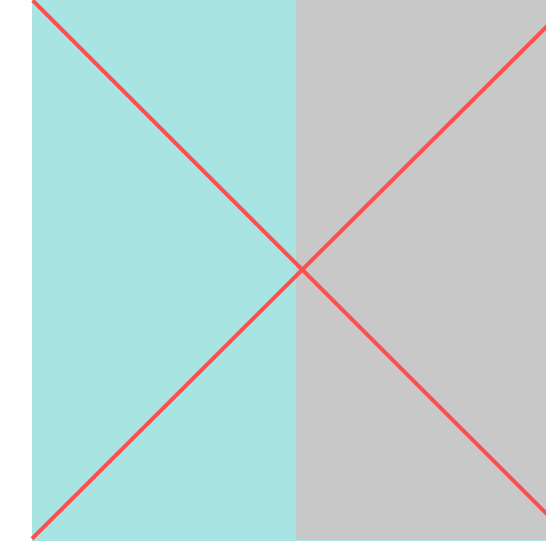
Imagery Overlays: Do not place color tints photo illustrations with on top of a color tint.



Spacing: Do not place two color tints next to one another without white space in between.



Data Visualization: Do not use color tints on data illustrations or technical diagrams.



Tonal Pairing: Do not pair color tints with neutral colors that are similar in tone.

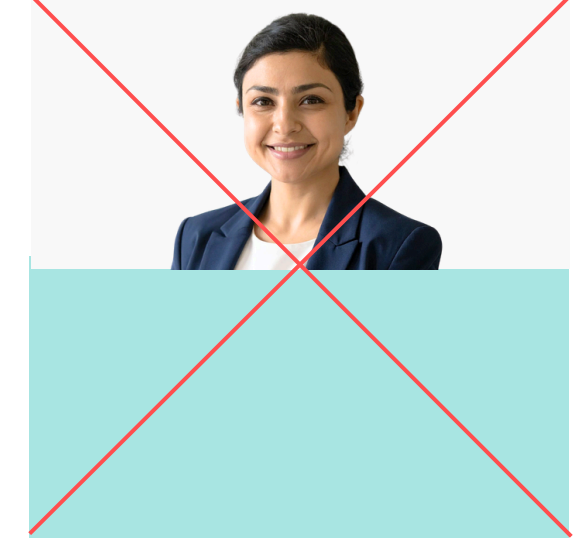


Photo Pairing: Do not pair color tints with photographs that are light in tone.

5.0 Psilog Typeface

Google Sans

Google Sans is the primary typeface of the Psiog brand, selected for its modern, geometric construction that reflects our focus on technical precision and clarity. Its clean lines ensure high legibility across all digital and print applications, maintaining a professional and approachable aesthetic.

A a B b C c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

REGULAR

Lorem ipsum dolor sit amet, fors
consectetur adipiscing elit, sed do
eiusmod Lorem to ipsum dolor sit
amet, consectetur adipisc
juholorem

MEDIUM

Lorem ipsum dor sit amet, rit
consect adipiscing elit, sed do
eiusmod Lorem ipsum dolor sit
amet, consectetur dipiscin
eiusmod Lorem epus

BOLD

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod Lorem sfg ipsum
dolor sit amet, consecur reyt
adipiscing elit, sed**

Alternate Typefaces

The Psiog brand uses Google Sans as its main typeface, but alternate options are provided to ensure consistent typography across various software platforms and digital tools. These modern sans-serif fonts have been carefully selected to mirror the clean, geometric characteristics of our primary brand font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@#%*::,!.?

Our Main Typeface ————— ■ Google Sans

Alternate Typefaces

■ Google Web Font, Canva, ————— ■ Inter
Google Docs / Slides

■ Emma, Microsoft ————— ■ Segoe UI

■ Tableau ————— ■ Segoe UI Semibold

**If none of the designated typefaces are available,
please select a modern sans-serif that features**

A double-storey “a” and double-storey “g”

Clean, rounded bowls (particularly in “O”, “P”, and “C”)

Type Sample

Our typographic system is designed to provide clear hierarchy and professional readability across all levels of communication. By utilizing various weights of Google Sans, we ensure a structured and consistent experience for the reader.

- 1. H1 - Headings**
Google Sans Bold,
Title Case | FULL CAPS
- 2. H2 - Subheadings**
Google Sans Medium,
Title Case | FULL CAPS
- 3. H3 - Descriptor Paragraph**
Google Sans Bold,
Sentence Case
- 4. P - Body Copy**
Google Sans Regular,
Sentence Case
- 5. Hyperlinks - Bolded Text**
Google Sans Medium

Heading Lorem Ipsum Dolor

SUBHEADING LOREM IPSUM DOLOR SIT

Descriptor paragraph Lorem ipsum dolor sit amet, fors consectetur adipiscing elit, sed do eiusmod Lorem to ipsum dolor sit amet

Body copy Lorem ipsum dolor sit amet, fors consectetur adipiscing elit, sed do eiusmod Lorem to ipsum dolor sit amet, consectetur adipisc.

SUBHEADING LOREM IPSUM DOLOR SIT

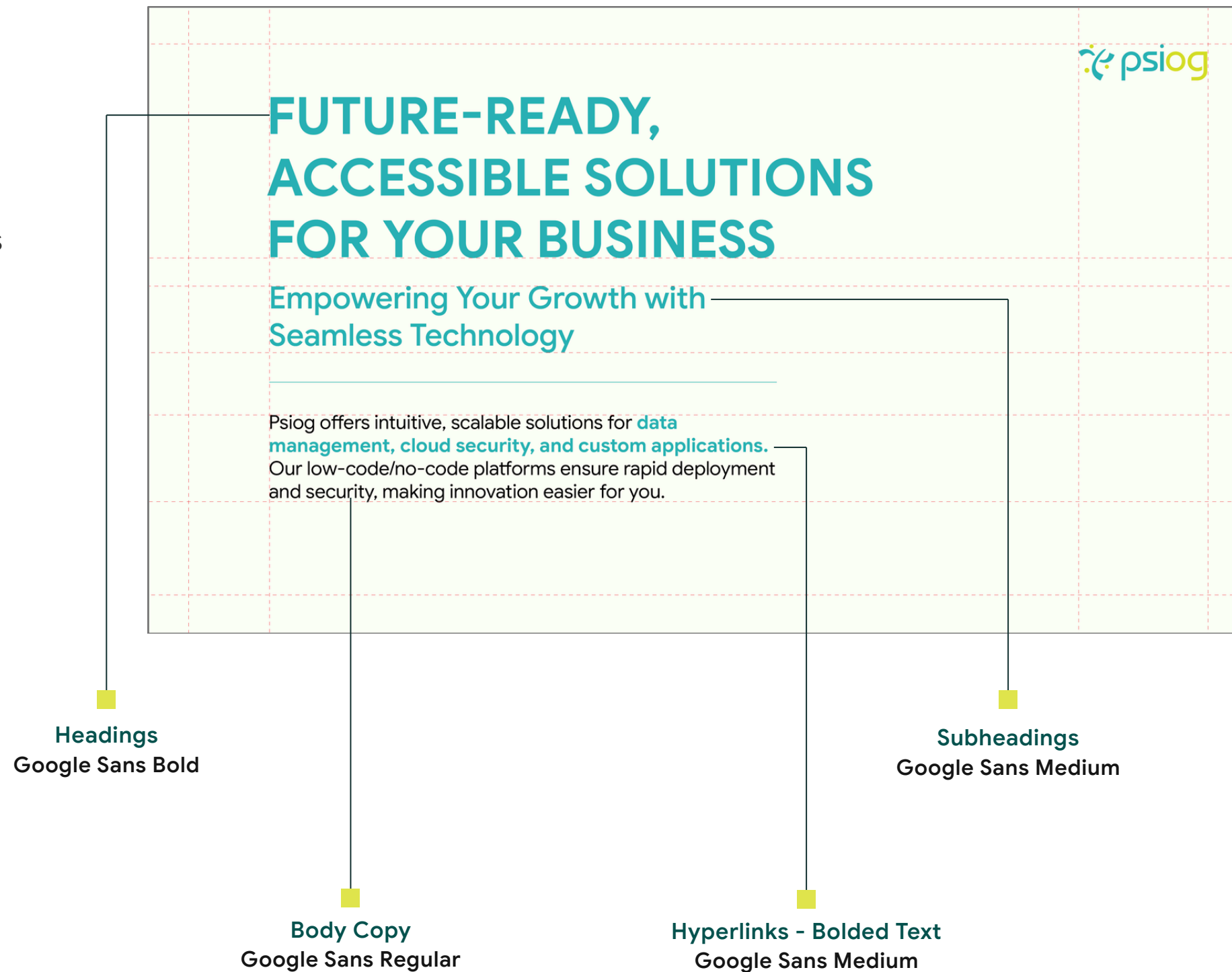
Body copy Lorem ipsum dolor sit amet, fors consectetur adipiscing elit, sed do eiusmod Lorem to ipsum dolor sit amet, consectetur adipisc.

SUBHEADING LOREM IPSUM DOLOR SIT

Body copy Lorem ipsum dolor sit amet, fors consectetur adipiscing elit, **Hyperlinks or bolded text** dolor sit amet, consectetur adipisc.

Typeface Application

The Psiog typeface system is applied to create a clear, accessible, and future-ready visual experience across all business communications. By strategically pairing different weights of Google Sans, we ensure that mission-critical information is always prioritized and easily digestible for our clients.



TRANSFORMING YOUR BUSINESS WITH ACCESSIBLE, FUTURE-READY SOLUTIONS

Scalable Security and Innovation, Tailored to Your Needs

At Psiog, we integrate accessibility into every solution. **From custom applications to data management and cloud security**, our services are designed to make technology simple and scalable. With our low-code/no-code approach, your business can grow with ease, while staying secure.

BEGIN YOUR JOURNEY TODAY.

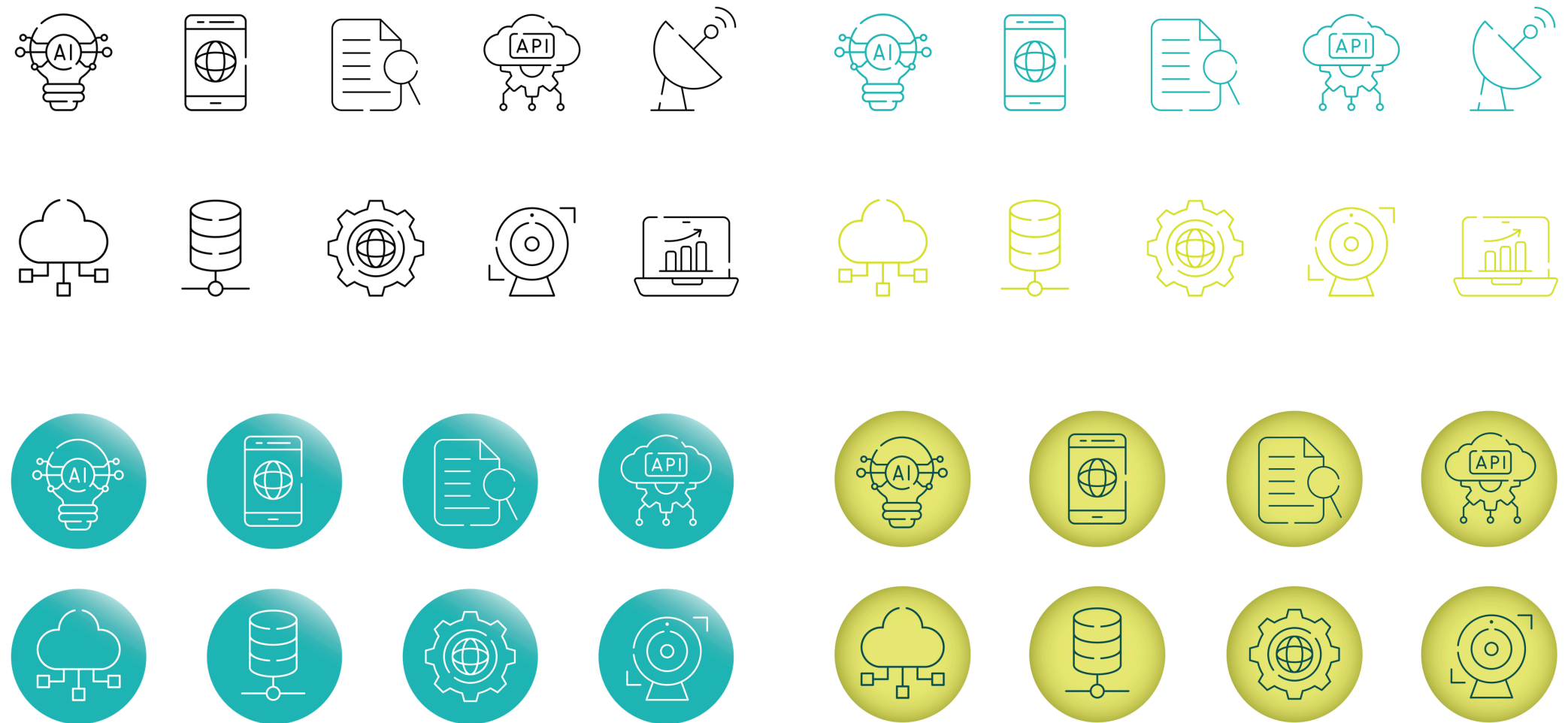
6.0 Graphic System

Iconography

Our iconography system is a vital part of the Psiog visual language, using clean line-art to represent complex technical concepts like AI, cloud infrastructure, and data management with simplicity and precision. These icons are designed to be highly versatile, maintaining clarity across various scales and color applications.

Usage & Styles:

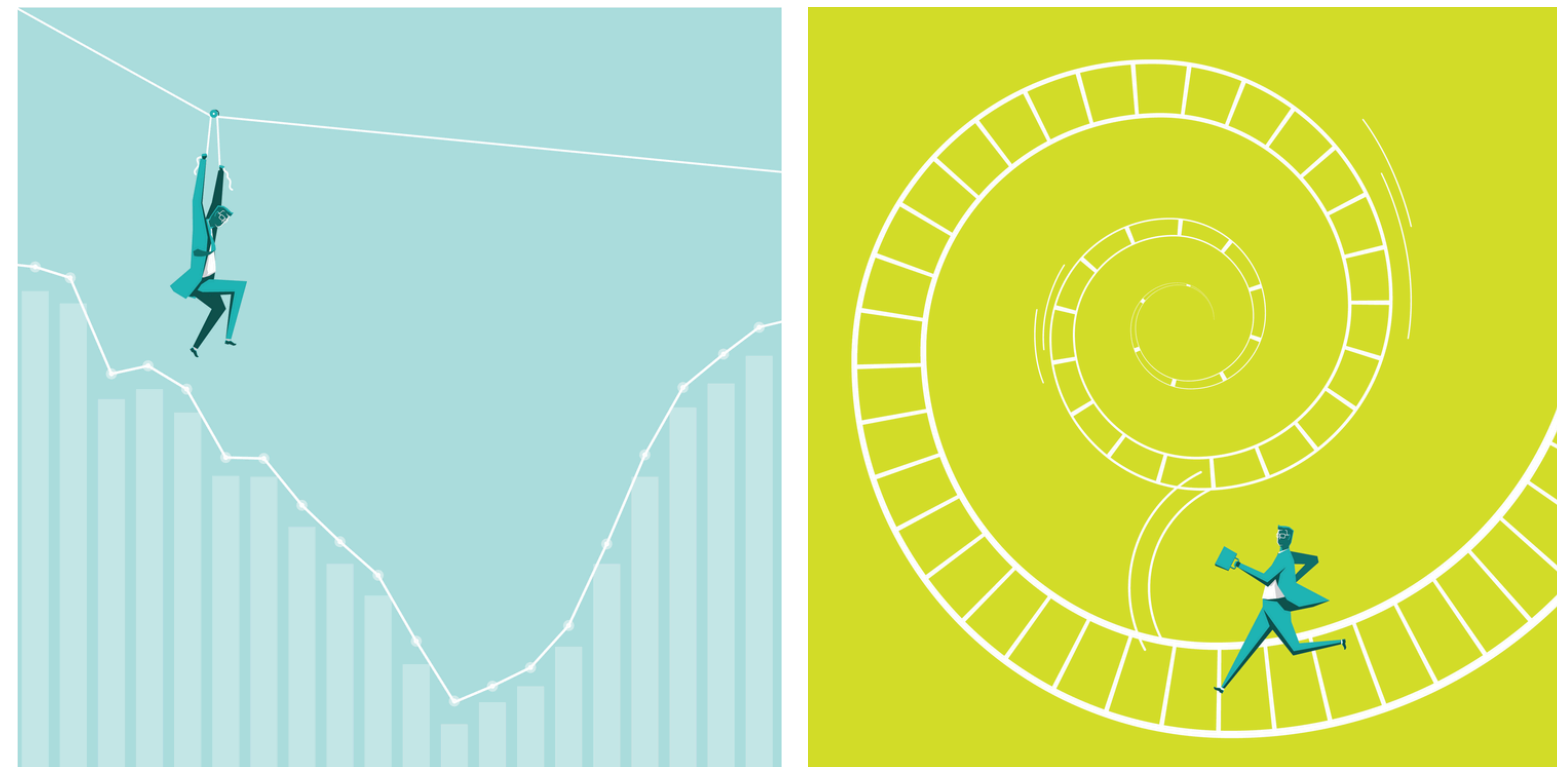
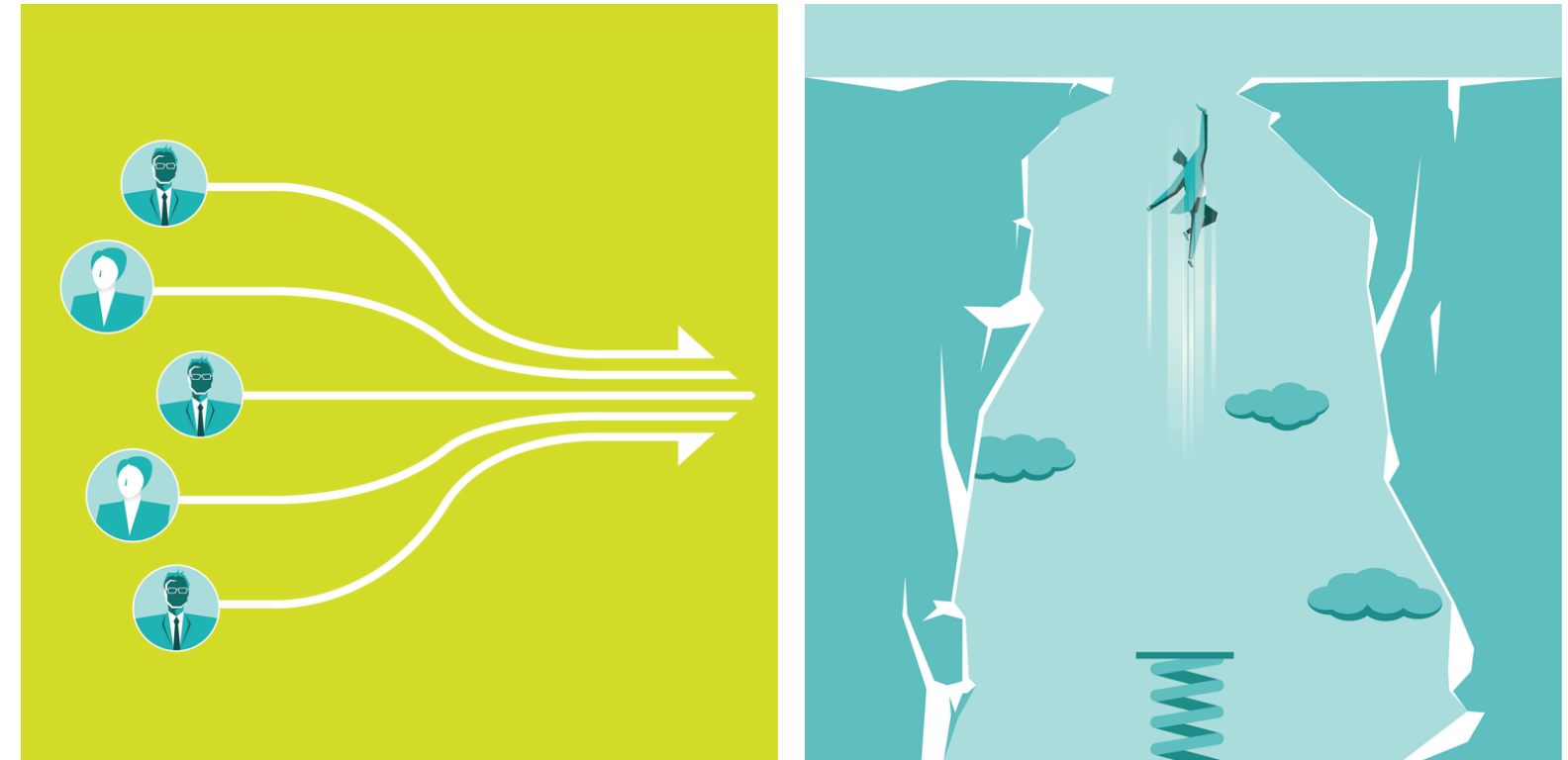
- **Line Icons:** The primary style features fine, consistent strokes in solid black or our core brand colors for a minimalist, technical feel.
- **Gradients & Tints:** Icons can be applied using our Teal and Lime color scales to create visual interest and highlight specific service areas.
- **Circular Badges:** For high-impact areas like website features or presentation slides, icons may be housed within circular gradient containers to provide a modern, "digital-first" aesthetic.



Regardless of the color application, icons should always appear balanced and uncluttered to reflect our "expert on the wire" approach to masterfully master the art of clean execution.

Illustration

Our illustration style moves away from generic graphics to utilize sophisticated, business-concept-driven visuals that mirror the strategic "on the wire" journey of our clients. These illustrations provide a human-centric perspective on complex technical challenges, visually representing the balance, precision, and forward motion required for digital transformation.



Portrait Styling

Our portrait styling is designed to showcase the human expertise behind our technical solutions, presenting our team as approachable yet highly professional consultants. By integrating people with our core brand elements, we reinforce the "passion with profession" that defines the Psiog culture.



7.0 Stationery

Stationery

The Psiog stationery system is a tangible extension of our professional standards, designed to provide a consistent brand experience across all corporate communications. By utilizing high-quality materials and our primary color palette, each piece reinforces our identity as a stable and sophisticated enterprise partner.

Core Design Principles:

- Clean Layouts: Every document, from letterheads to business cards, prioritizes ample white space to convey a boutique and focused approach.
- Brand Recognition: The strategic placement of the logo and original Teal and Lime colors ensures immediate recognition and professional authority.
- Cohesive Collateral: A unified design language across folders, envelopes, and business cards ensures a seamless transition between digital and physical touchpoints.



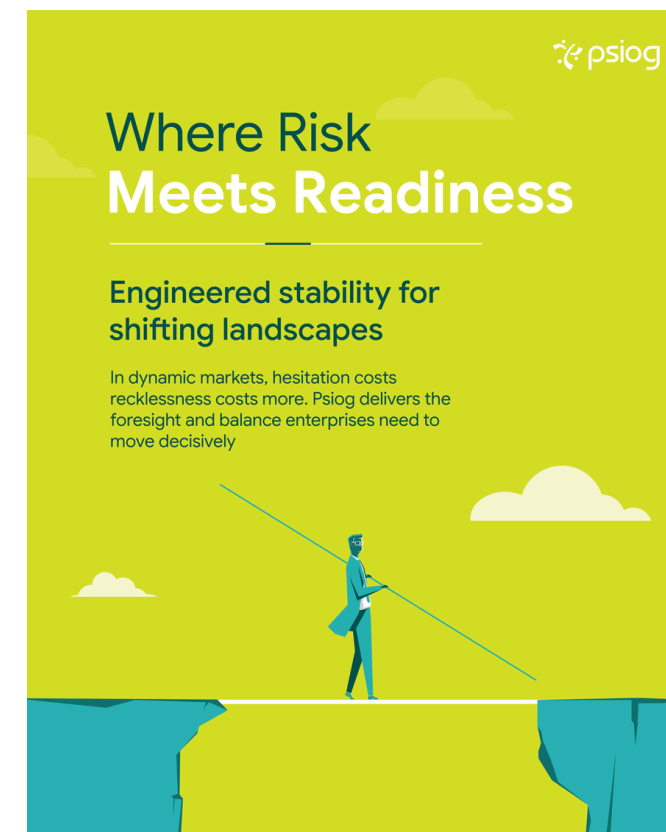
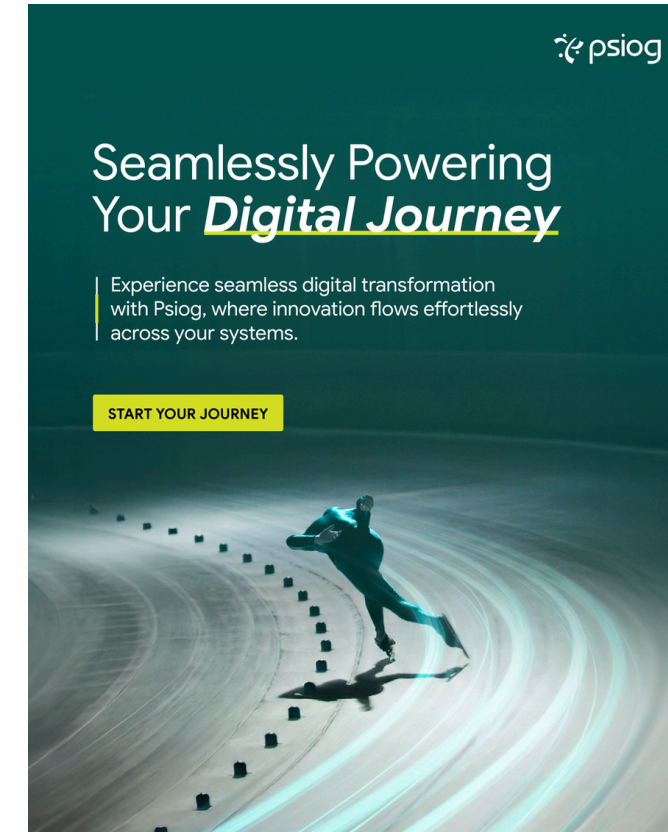
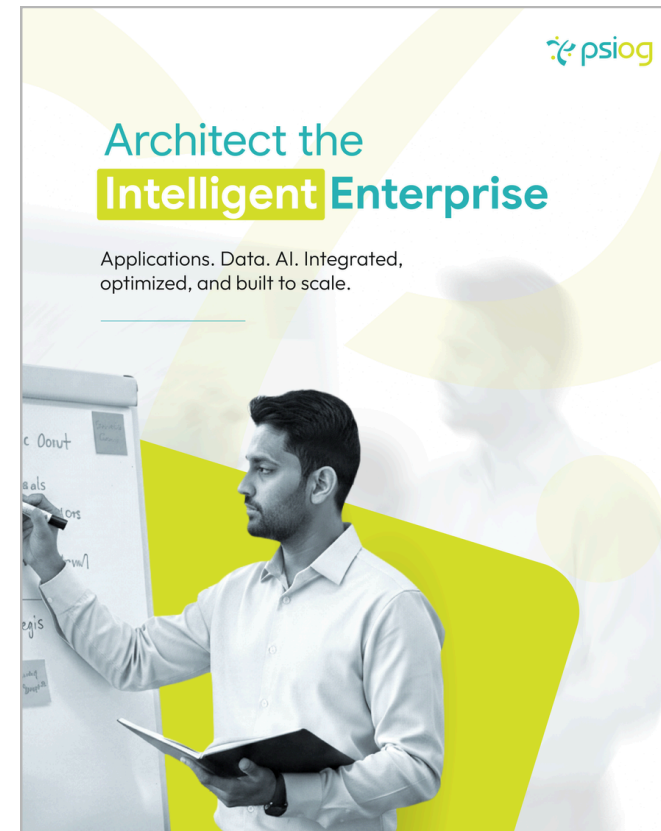
7.0 Stationery



8.0 Digital Application

Social Media Templates

The Psiog social media system is designed to translate our "expert on the wire" philosophy into a dynamic digital environment. These templates provide a consistent framework for sharing technical insights and business outcomes, ensuring every post maintains our enterprise-grade authority while remaining visually engaging.

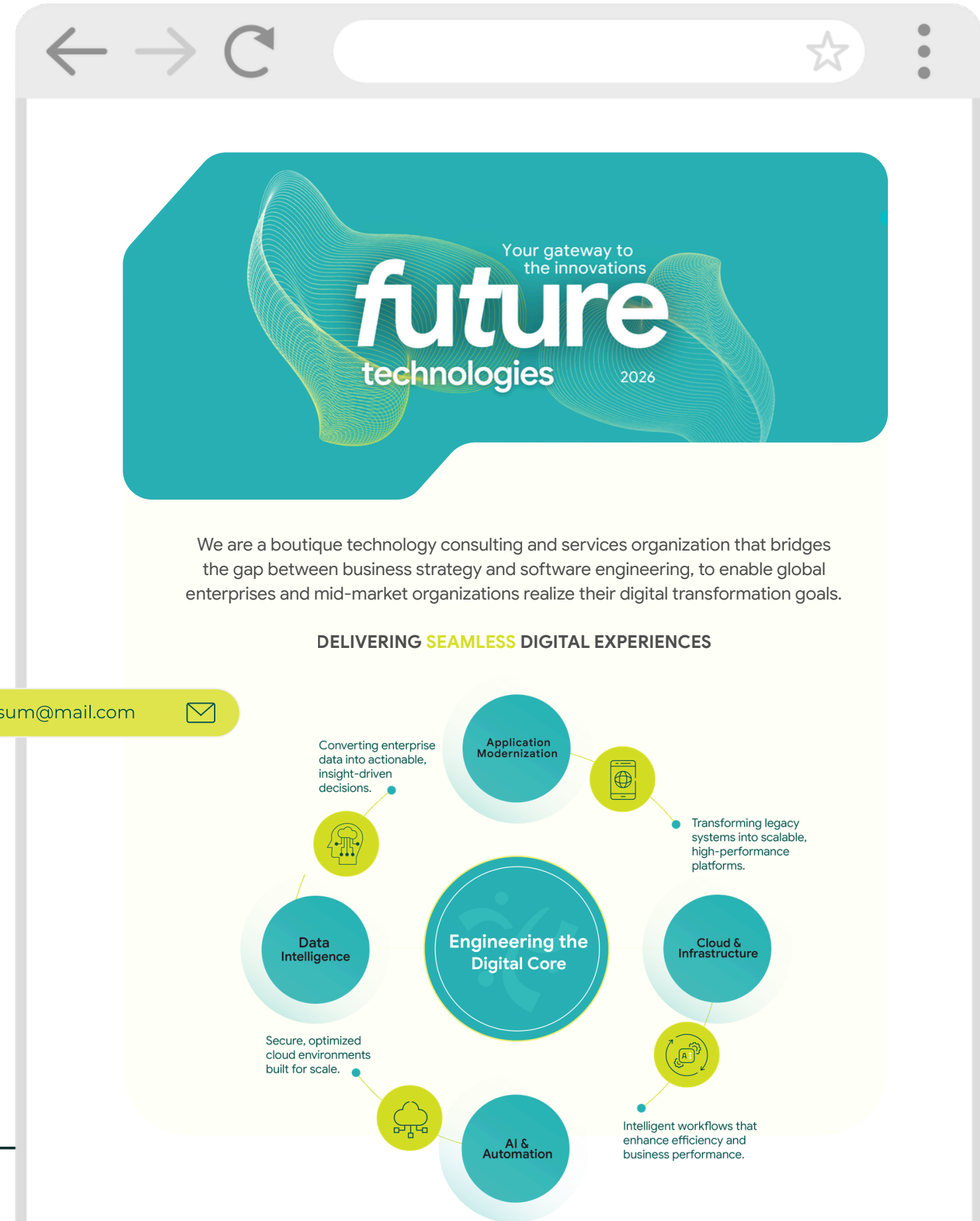


Mail Banner

The Psiog mail banner is a key digital touchpoint designed to communicate our value proposition as a boutique technology consulting and services organization. It visually bridges the gap between business strategy and software engineering, presenting a professional and future-ready first impression.

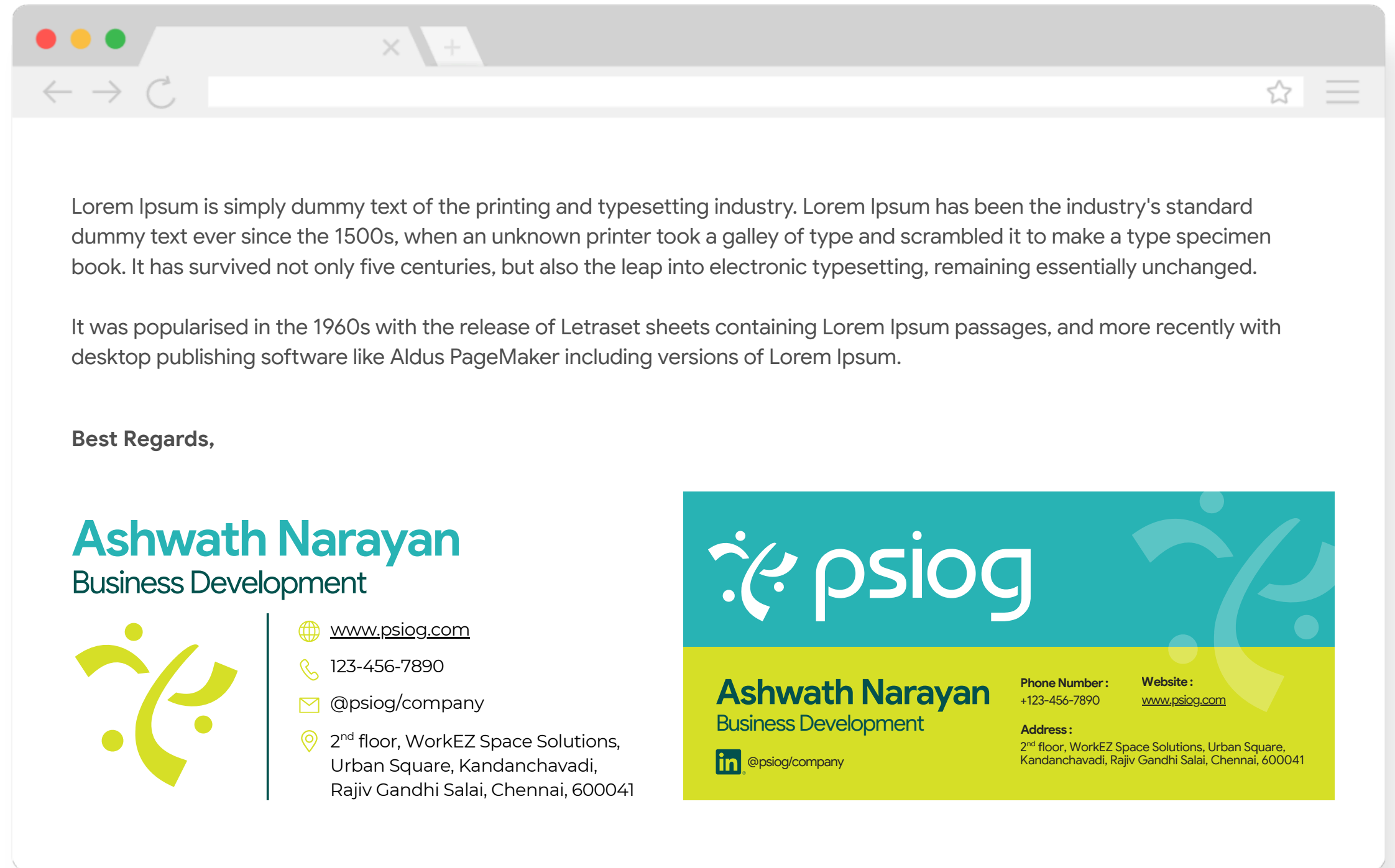
We utilize our primary Teal and Lime color palette and fluid, technical line-art to maintain consistency with our broader digital application system.

Every banner reinforces our mission to deliver seamless digital experiences, helping mid-market organizations realize their digital transformation goals.



E-mail Signature

The Psiog e-mail signature is a vital component of our professional digital correspondence, ensuring that every outgoing message is properly branded and carries a sense of "enterprise-grade" authority. It provides a clean, structured layout that prioritizes clear communication while reinforcing our boutique identity.

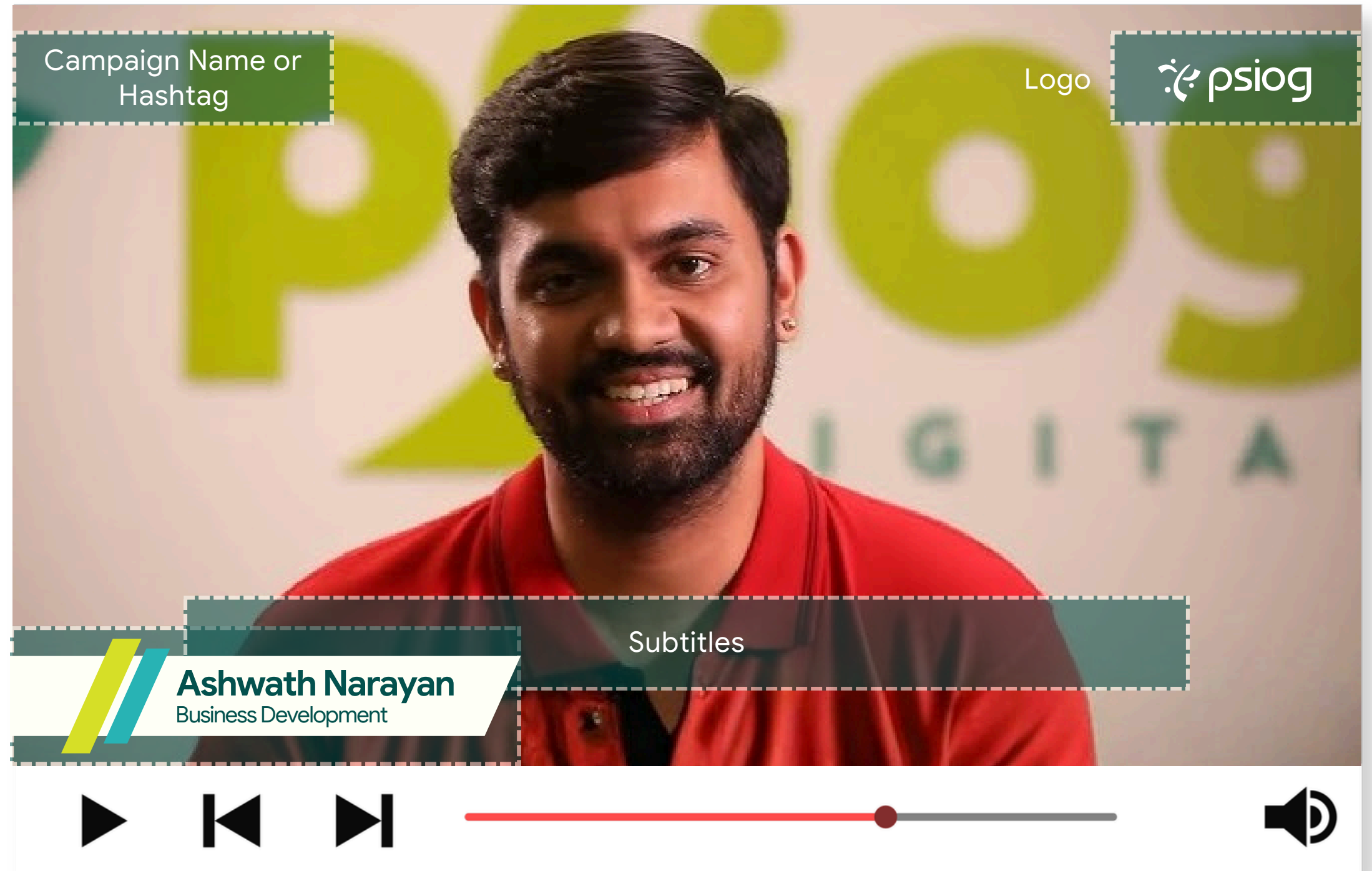


Video Recording

The Psiog lower thirds system ensures a professional and consistent visual identity for all video content, specifically designed to introduce our "seasoned practitioners" with technical clarity.

By utilizing structured layouts and brand-aligned typography, we provide a clean framework that enhances the viewer's experience while maintaining our enterprise-grade authority.

Lower Third Placement



Presentation Templates

The Psiog presentation system is designed to transform complex data into compelling narratives, providing a structured framework for high-impact storytelling. Each template leverages our core color scales and business-centric illustrations to maintain a balanced, professional aesthetic that bridges technical detail with executive strategy.



Report Templates

The Psiog report system is designed to provide a cohesive, professional framework for long-form documentation, ensuring technical depth is paired with high-impact visual delivery. These templates prioritize information clarity, allowing complex business insights to be communicated with the authority of a "seasoned practitioner".

Cover pages utilize our full range of Teal and Lime color scales alongside abstract brand graphics to create a bold, modern first impression.

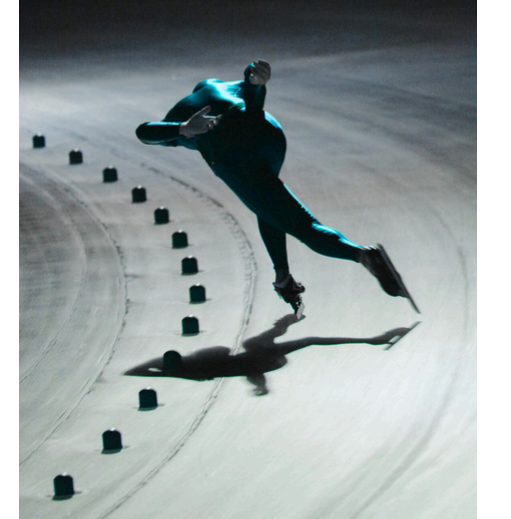
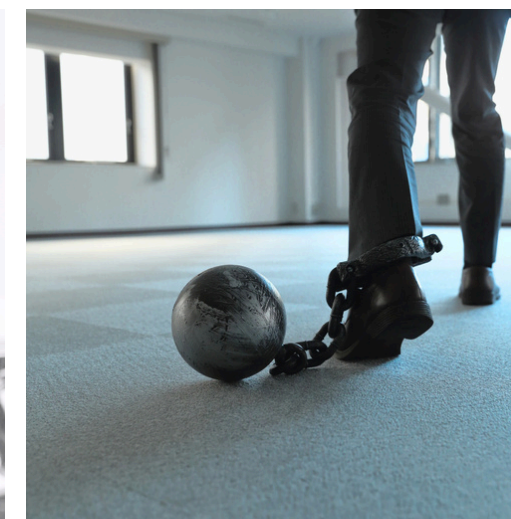
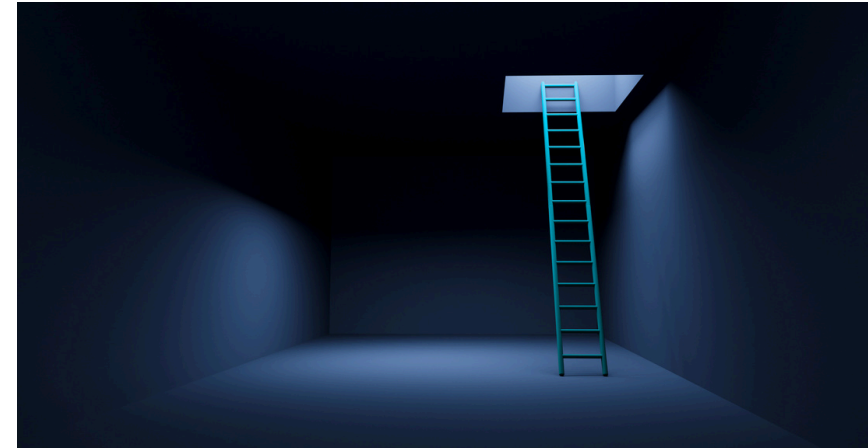
Internally, the layouts are optimized for readability, providing a clear hierarchy for headers, executive summaries, and mission-critical data.



9.0 Imagery & Content

Conceptual Imagery

Our imagery styling moves beyond literal technology to embrace metaphorical "on the wire" storytelling, reflecting the balance and precision required for enterprise-grade digital transformation. These visuals emphasize strategic milestones, such as overcoming legacy constraints and achieving a competitive vantage point through calculated growth.



Service & Solution Imagery

Our service and solution imagery captures the technical essence of our boutique consulting approach, focusing on the high-performance environments where we operate. These visuals emphasize the intersection of human intelligence and advanced infrastructure, showcasing our capability to modernize digital cores and engineer future-ready solutions.



People Imagery

Our people imagery celebrates the vibrant collaborative spirit and "passion with profession" that defines the Psiog team. These visuals focus on authentic human connections, showcasing our seasoned practitioners engaging in the high-impact, mission-critical work that drives our clients' success.



10.0 Brand in Environment

10.0 Brand in Environment



10.0 Brand in Environment



The End