

Sentrian Brand Redesign Brief

[IBS InfoTech](#) has been operating in Brisbane for over 20 years providing IT services and support. The company's core service offering has evolved under the product brand '[Sentrian Managed IT](#)' which is now a suite of managed services and cloud solutions sold on a subscription basis.

IBS InfoTech would now like to rebrand the company as Sentrian, with all services offered under the umbrella 'Sentrian One' subscription. To achieve this, we are seeking design services to assist in:

- Modernizing the Sentrian brand mark;
- Creating email templates for customer communications; and
- Potentially contributing to the redevelopment of the company website in future.

1. Current Brand Marks

1.1. IBS InfoTech



1.2. Sentrian



The name Sentrian is a variation on the word 'sentry' meaning a soldier standing guard/keeping watch. This metaphor for security and monitoring of business IT systems has been reinforced with the use of the shield as the product's brand mark. Product line extensions have modified the words associated with the brand mark, including Managed IT Services, and Cloud Services.

2. Requirements

2.1. New Corporate Identity

Sentrian will replace IBS InfoTech as the company name. The Sentrian brand mark needs to be modified to provide a sleeker corporate identity for a variety of different applications.

2.1.1. Design Guidelines

- The blue and grey colour scheme is to be retained;
- Flat design ie: no shading/shadow effects;
- Retain the shape of the shield, but consider a simpler inside design. Could perhaps include just the S, or a basic geometric shape/pattern. A more abstract shape, suggestive of a shield could also be considered;
- Lettering to read simply "Sentrian";
- Consider a new font to something that's not quite so heavy. Segoe UI font family will continue to be used in company documentation.

Concepts that we like:





2.1.2. Applications

- Print & electronic publications
- Website
- Embroidered on black polo shirts, striped, white business shirt and/or baseball caps;
- Screen printed on sports shirt, white background.

2.1.3. Deliverables

Layout

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ Image only ▪ Image and company name stacked ▪ Image and company name horizontal layout | <ul style="list-style-type: none"> ▪ Full colour ▪ Colour reverse ▪ Mono |
|--|---|

Format

- | | |
|---|--|
| <ul style="list-style-type: none"> ▪ High-res and low-res JPEG ▪ EPS ▪ Colour GIF or PNG on transparent background | <ul style="list-style-type: none"> ▪ White GIF or PNG on transparent background ▪ Source vector files (eg: IND, PSD) |
|---|--|

2.2. HTML Email Template

In order to maintain a high standard of customer communication, a generic HTML email template is required. This template will be used in conjunction with our ticketing/customer management system ConnectWise for announcements and system generated alerts/updates. Marketing emails will be addressed separately.

2.2.1. Design Guidelines

- Flat, simple design in keeping with the brand mark;
- Responsive design, or at least compatible with mobile devices;
- Inline HTML formatting. Code may be modified by people with basic HTML knowledge to incorporate specific messages or data integrations for specific purposes;
- Single column body layout;
- Footer containing company contact, website and social media links.

The ConnectWise HTML Email best practice guide can be found here:
http://docs.connectwise.com/Online_Documentation/2012.2/060/010/020/100

In the short term, images will be hosted on the IBS InfoTech website. The syntax for referencing images in the media library is <http://www.ibsinfotech.com.au/system/files/image-name.xxx>

2.2.2. Application

- ConnectWise template library

2.2.3. Deliverables

- HTML file
- Created images to be uploaded to website.