



DIGITAL MOODBOARD
internet & e-commerce & websites

October 2020





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2. Logo usage
3. Colors
4. Typography
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Purpose of this document

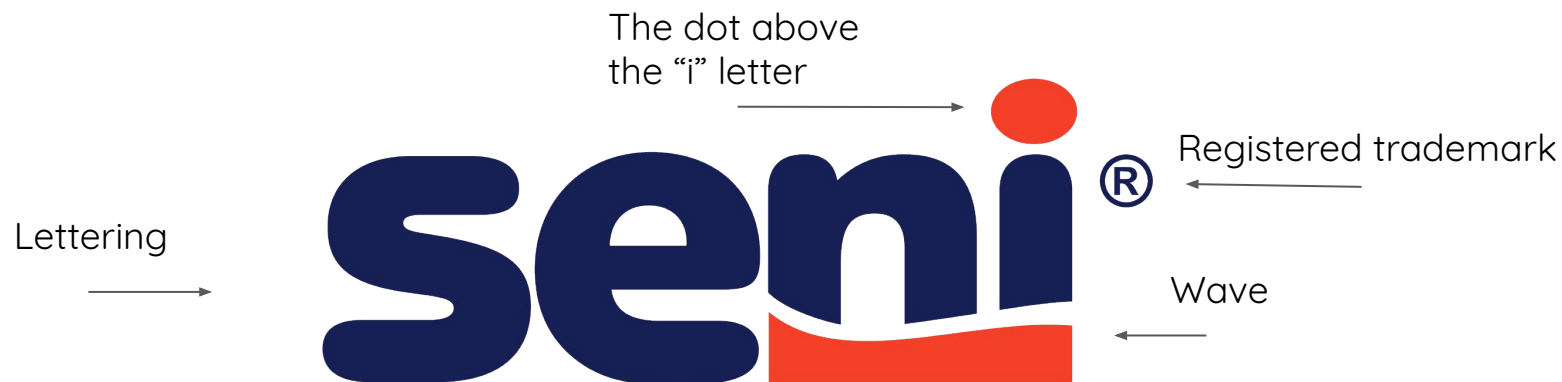
This manual has been created to help and guide in building strong & consistent identity of SENI brand in Internet **communication.**

You will find here practical tips how to properly make use of the Seni brand and Seni's subbrands resources.

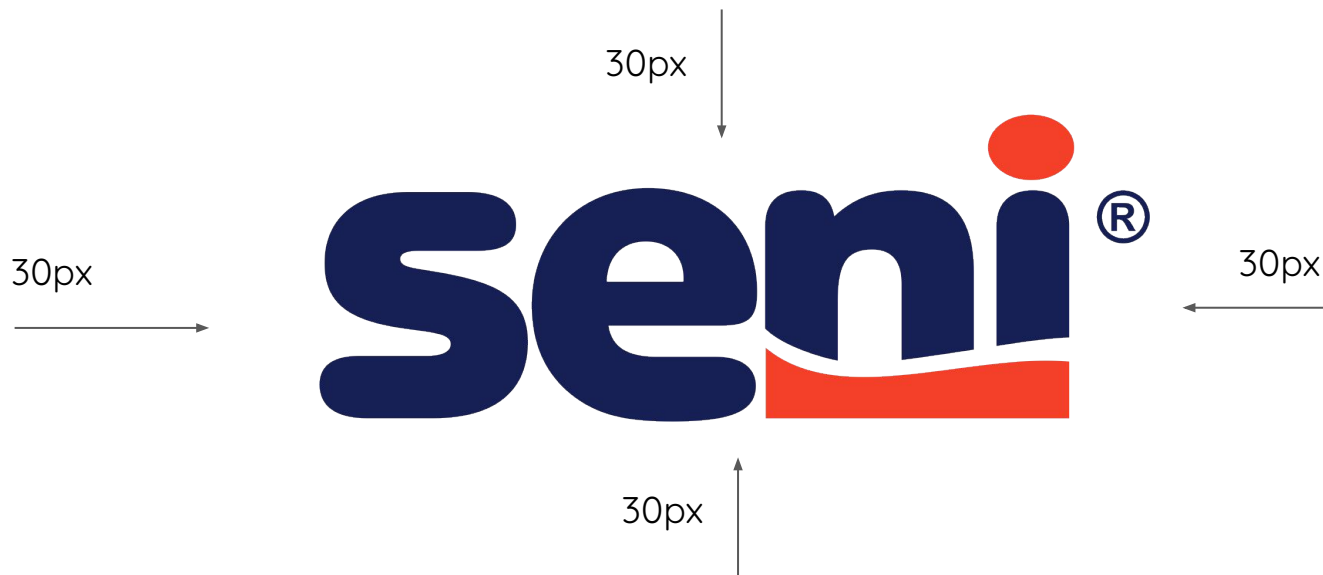
The presentation also indicates what type of photos should be used together with the Seni brand in order to build a consistent and undisturbed brand image in online communication.



SENI logo building



SENI logo safety area in digital communication



Respect safety area around logo. Do not place the logo too close to the edge of the image you create. Keep a space between the logo and other graphic elements.

SENI logo colors in digital communication



The colors have been carefully selected for the Seni brand.
Use logo in RGB (dedicated to digital communication).



Choose format to download

png

jpg

SENI logo usage



The correct color for displaying Seni logo is white or any other light, delicate and plain background that **does not interfere with the perception of the logo.**

SENI logo usage



How should Seni logo **not** be used. **It is not allowed to:**

- deform the logotype, stretch it, set it at the angle and change its proportions
- add claims directly under the logo
- place additional elements on the logo
- present it on heterogeneous, disturbing perception background
- use the Seni logo with a white border around

Presentation of SENI packshots

Seni products should be presented against bright and plain background. Avoid multi-colored backgrounds with graphic elements that disturb the perception. Do not present Seni packshots on the image of the people



SENI typography

Headings

Quicksand, 56px / 1.2em, light

Heading H1

Quicksand, 33px / 1.2em

Heading H2

Quicksand, 30px / 1.2em

Heading H3

Quicksand, 26px / 1.2em

Heading H4

Quicksand, 22px / 1.2em

Heading H5

Quicksand, 18px / 1.2em

Heading H6

Paragraphs

Muli, 14px / 2em, semi bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facil.

Buttons

Quicksand, 14px / 48px, bold

SEE PRODUCTS

HEX: #79aaa2

SEE PRODUCTS

HEX: #85b1d6

SEE PRODUCTS

HEX: #b4a2ca

SEE PRODUCTS

HEX: #c3b0a2

SEE PRODUCTS

HEX: #a9a9a9

Lists

Muli, 14px / 2em, semi bold

- Lorem ipsum dolor sit amet, consectetur
 - adipiscing elit, sed diam nonummy nibh euismod
 - incididunt ut laoreet dolore magna aliquam
1. Lorem ipsum dolor sit amet, consectetur
 2. adipiscing elit, sed diam nonummy nibh euismod
 3. incididunt ut laoreet dolore magna aliquam

SENI typography (cyrillic)

Headings

Comfortaa, 56px / 1.2em, light

Heading H1

Comfortaa, 33px / 1.2em

Heading H2

Comfortaa, 30px / 1.2em

Heading H3

Comfortaa, 26px / 1.2em

Heading H4

Comfortaa, 22px / 1.2em

Heading H5

Comfortaa, 18px / 1.2em

Heading H6

Paragraphs

Source Sans Pro, 14px / 2em, regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facil.

Buttons

Comfortaa, 14px / 48px, bold

ПОДРОБНЕЕ

HEX: #79aaa2

ПОДРОБНЕЕ

HEX: #85b1d6

ПОДРОБНЕЕ

HEX: #b4a2ca

ПОДРОБНЕЕ

HEX: #c3b0a2

ПОДРОБНЕЕ

HEX: #a9a9a9

Lists

Source Sans Pro, 14px / 2em, regular

- Lorem ipsum dolor sit amet, consectetur
 - adipiscing elit, sed diam nonummy nibh euismod
 - incidunt ut laoreet dolore magna aliquam
1. Lorem ipsum dolor sit amet, consectetur
 2. adipiscing elit, sed diam nonummy nibh euismod
 3. incidunt ut laoreet dolore magna aliquam

SENI colors in digital communication

Below is a **set of colors recommended** for Seni brand Internet communication. First two colors - navy blue and warm red - are the Seni logo colors. That can be treated as the main ones. Other colors to use in Seni brand communication should be delicate, pastel., soft like in examples below.



The claim of SENI brand



Created with Care
for a Better Life

The claim of Seni brand is **“Created with Care for a Better Life”**. It expresses the identity and the main idea of the brand. We recommend using it in Seni online communication and we encourage you to use this claim translated into a particular language. Examples of the claim in different language versions:

DE: Seni. Mit Sorgfalt entwickelt für ein unbeschwertes Leben.

RO: Seni. Create cu grijă pentru o viață mai bună!

LV: Seni – rūpēs par labāku dzīvi.

SENI icons

To illustrate the primary features of Seni products use **only approved and provided icons**.

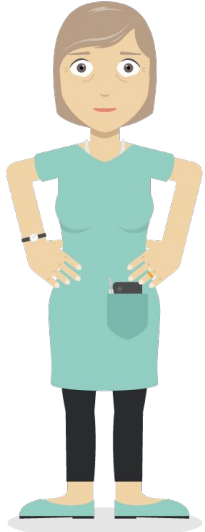
Avoid creating your own icons, as well as extracting graphic elements directly from the packaging design.

Fit & Dry



Download icons

SENI characters

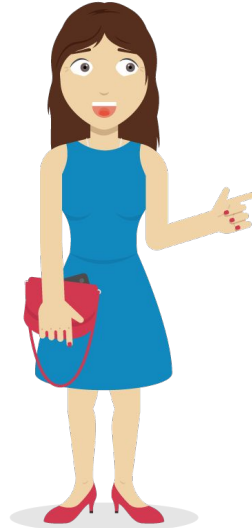


Choose format

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eps

png



Choose format

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Choose format

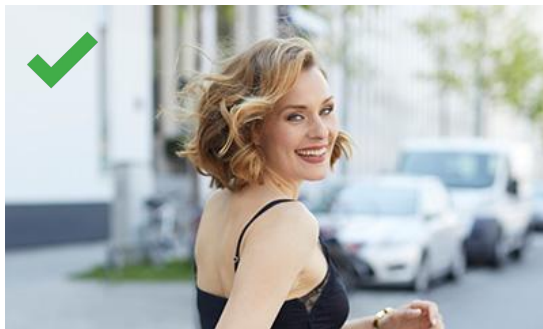
ai

eps

png

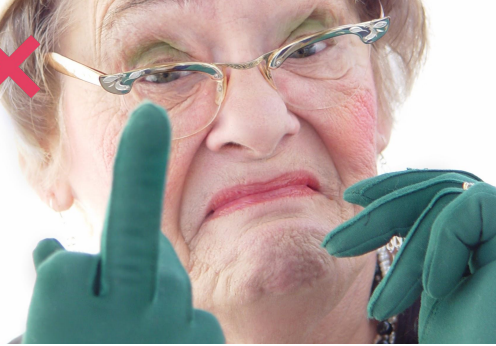
To illustrate the action of Seni products or to convey other content related to the brand, you can use characters related to Seni brand: a Caregiver, a female User, a male User.

SENI photos



Photos of people used in the communication of Seni brand should evoke positive emotions, trust and support a good association with the brand. The situations presented in the photos should be associated with: care, safety, comfort, peace, safe activity. We recommend bright, simple colors of photos, without harsh colors, blinding lights. The people should be as natural-looking as possible, without heavy makeup. **The photos presented on the left are just the examples showing the right mood for Seni brand.**

SENI photos



We **do not use** photos showing:

- people during dangerous activities
- people taking medicines
- negative emotions and situations
- people drinking alcohol, smoking cigarettes, or using other hazardous substances
- older people in situations that ridicule them
- packagings of competitive brands

SENI on Facebook



Facebook images should have one size, which is 1080x1080px.

Seni logo used on Facebook posts should have min. width 110px and min. height 40px.

Facebook images should be exported as png files, which is the guarantee of lossless image quality.

Seni logo need to have necessary safety area, which is 30px from every side and it should be placed on light and plain background.

Tips for using SENI subbrands resources

seni
Lady



seni
man



seni
care



SENI LADY logo usage



The correct background for the Seni Lady logo is a white background, or any other bright, delicate and plain background that does not interfere with the perception of the logo.

The word “lady” is an element that accompanies the Seni logo and it can only be used in the form for which you can contact the Seni Brand Management Office.

The word “lady” accompanying the Seni logo is also available with the word Slim, which is appropriate for this line.



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SENI LADY logo usage

✗ DON'T

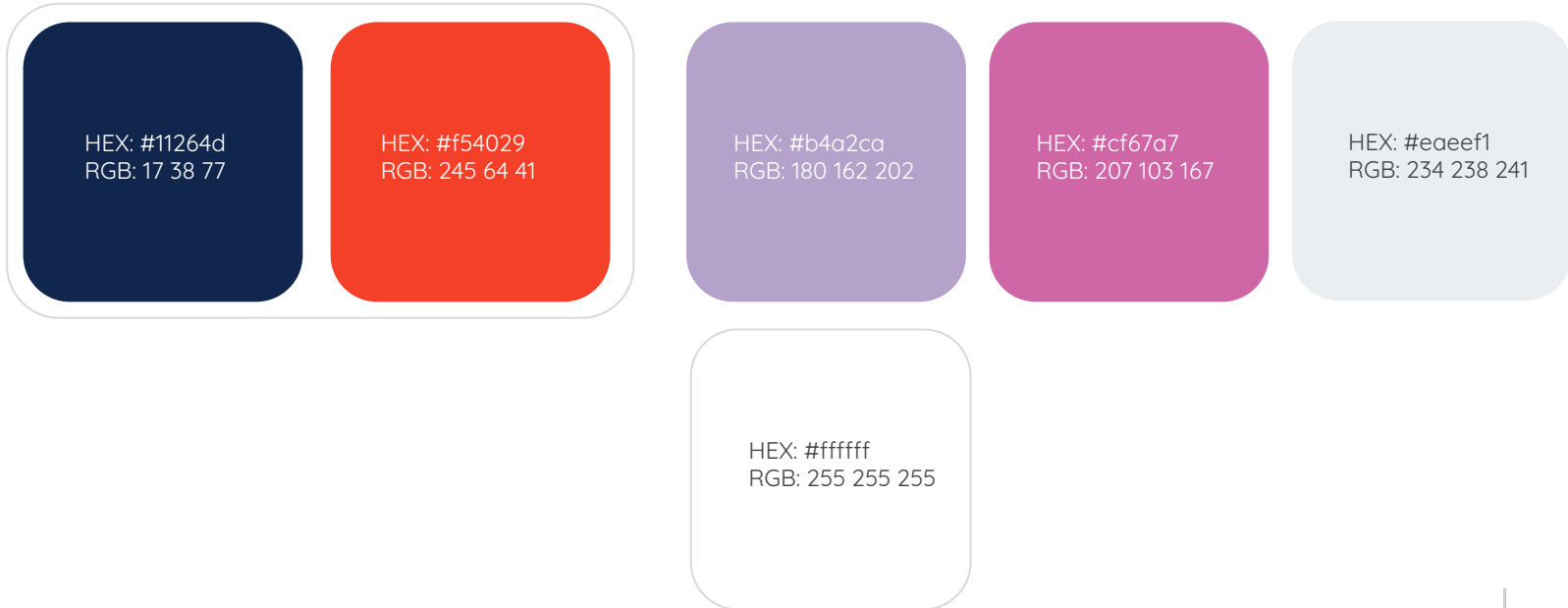


How should Seni Lady logo **not** be used? **It is not allowed to:**

- deform the logotype, stretch it, set it at the angle and change its proportions
- add claims directly under the logo, the exception is the approved word "lady".
- place additional elements on the logotype
- present it against a non-uniform background that distorts the perception

SENI LADY colors

Those colors have been carefully selected for SENI LADY brand. Apart the colors of Seni brand - navy blue and warm red that are mentioned on slide “11” **violet** is intended as the main color for SENI LADY. There are also other colors that match Seni Lady brand. Please see them below. Please use the colors for Seni Lady communication online.



SENI LADY photos



In SENI LADY internet communication we use photos of women of different ages, positive, preferably doing some activities. Usually they will be women aged 40+, but also older. In some situations there may also be pregnant women. We recommend bright, simple colors of photos, without harsh colors, blinding lights. The women should be as natural-looking as possible, without heavy makeup. **The photos presented on the left are just the examples showing the right mood for Seni Lady brand.**

SENI LADY photos



We **do not use** photos showing:

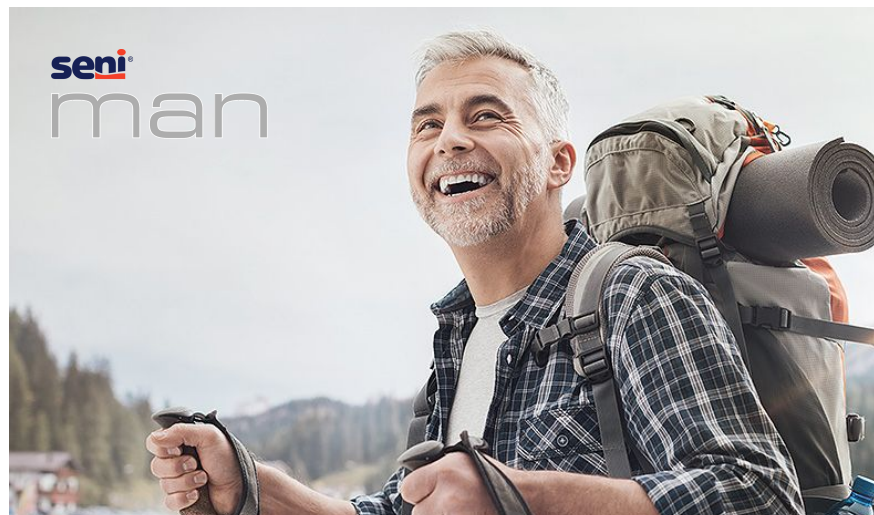
- women drinking alcohol, smoking cigarettes, or using other hazardous substances
- women in underwear or too naked
- women communicating negative emotions
- women in extreme situations
- women in ridiculous or intimate situations
- packaging of competitive brands

SENI MAN logo usage



The correct background for Seni Man logo is a white background, or any other bright, delicate and plain background that does not interfere with the perception of the logo.

The word “man” is an element that accompanies Seni logo and it can only be used in the form for which you can contact Seni Brand Management Office.



SENI MAN logo usage



How should Seni Man logo **not** be used? **It is not allowed to:**

- deform the logotype, stretch it, set it at the angle and change its proportions
- add claims directly under the logo, the exception is the approved word "man".
- place additional elements on the logotype
- present it against a non-uniform background that distorts the perception



Choose format to download

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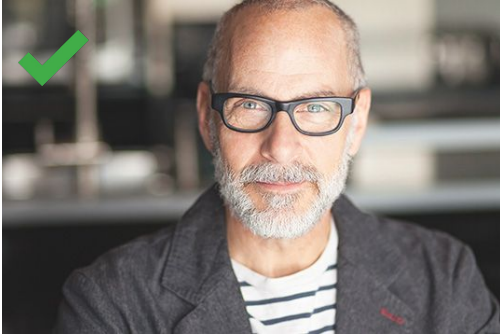
jpg

SENI MAN colors

Those colors have been carefully selected for SENI MAN brand. Apart the colors of Seni brand - navy blue and warm red that are mentioned on slide “11”, there are also other colors that match Seni Lady brand. Please see them below. Please use the colors for Seni Man communication online.



SENI MAN photos



The photos accompanying Seni Man communication should show men aged 50+, positive, smiling, mobile, possibly during various activities. We recommend bright, simple colors of photos, without harsh colors, blinding lights. The men in the photos should be possible with natural appearance. **The photos presented on the left are just the examples showing the right mood for Seni Man brand.**

SENI MAN photos



We **do not** use photos showing:

- men drinking alcohol, smoking cigarettes, or using other hazardous substances
- men communicating negative emotions
- men in extreme situations
- men in ridiculous or intimate situations
- packagings of competitive brands

SENI CARE logo usage



The correct background to display Seni Care logo is a white background, or any other bright, delicate and plain background that does not interfere with the perception of the logo.



SENI CARE logo usage



How should Seni Care logo **not** be used? **It is not allowed to:**

- deform the logotype, stretch it, set it at the angle and change its proportions
- add claims directly under the logo, the exception is the approved word "man".
- place additional elements on the logotype
- present it against a non-uniform background that distorts the perception



Choose format to download

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SENI CARE colors

Those colors have been carefully selected for SENI CARE brand. Apart Seni Care logo colors “Classic blue” is intended as the main color of Seni Care brand but other colors suggested below also can be used.

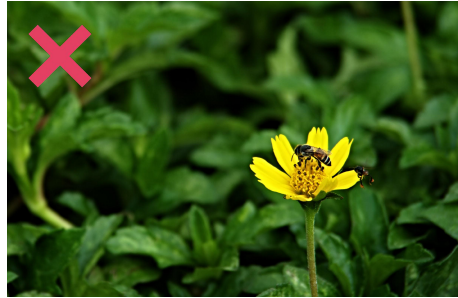


SENI CARE photos



In the photos accompanying Seni Care communication, we present themes associated with care and safety. The photos may also show the care activities. The photos may show the elderly, parts of the body, hands and arms. We recommend bright, simple colors of photos, without harsh colors, blinding lights. People should be as natural-looking as possible, without heavy makeup. **The photos presented on the left are just the examples showing the right mood for Seni Care brand.**

SENI CARE photos



We **do not use** photos showing:

- other than Seni Care product packagings
- wounds, scars
- people in only their underwear, too naked
- plants and herbs that could suggest their presence in Seni Care products



seni[®]

Thank you