

Brand Guidelines

WHEN VISION MEETS
STRATEGY, PEOPLE CAN'T
HELP BUT NOTICE.



Vision

Our vision at Sabotronic is to become a leading technology partner for businesses that want to grow, improve, and adapt to the future. We aim to set a standard in how smart software, automation, design, and digital solutions can work together to solve real problems. We see a future where technology is simple to use, tailored to each client, and makes a real difference in everyday operations. By staying creative, reliable, and open to change, we want to keep building solutions that matter.

Mission

At Sabotronic, our mission is to create smart, reliable, and user-focused solutions across multiple fields — from custom software and automation systems to web and mobile app development, as well as modern design services. We help businesses and individuals simplify their work, improve performance, and bring ideas to life through technology that's practical, efficient, and built with care. Our focus is always on real-world needs, long-term value, and trusted partnerships.



Brand Introduction

Sabotronic is a multi-disciplinary tech company offering smart software solutions, automation systems, web and app development, and modern design services. We focus on practical, well-built tools that help businesses grow, work more efficiently, and stay ahead in a digital world.



Brand Identity

Our brand identity is built on reliability, smart solutions, and a practical approach to innovation. From our logo to our color palette, every element reflects our focus on functionality, long-term value, and clear communication. We aim to represent a brand that's both professional and approachable — built to support real needs through modern technology and thoughtful design.



sabbotronic[®]
EST. 1997

Our Logo

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.



Main Logo



Secondary Logo



Icon

sabotronic®
EST. 1997

sabotronic®
EST. 1997

sabotronic®
EST. 1997

sabotronic®
EST. 1997

Color Palette

Our palette draws from nature, blending greens for growth and innovation with neutral tones for warmth and balance. Consistent use ensures a cohesive and professional brand presence. These colors should be used consistently across all media to maintain brand integrity.

Pale Sand

HEX: #f4f2eb
RGB: 248 241 233



HEX: #dee21d
RGB: 222, 226, 29

HEX: #1b1f3b
RGB: 27, 31, 59

HEX: #a6ce39
RGB: 166, 206, 57

HEX: #f3e5ab
RGB: 243 229 171

HEX: #141618
RGB: 26 26 26



Primary Typeface

Graffix was chosen for its bold personality and modern shape. It reflects our innovative and forward-thinking character while ensuring strong visual impact across all brand materials.

GRAFFIX

Aa Bb

Regular **Bold**

abcdsefghijklmnopq
rstuvwxyz123456789
0&\$!~

Secondary Typeface

Bai Jamjuree brings clarity and structure with its clean, geometric design. It supports our message with balance and versatility, working well across digital and print formats.

BAI JAMJUREE

Aa Bb Cc

Light Regular **Bold**

abcdsefghijklmnop
qrstuvwxyz123456
7890&%\$!~



Imagery style

Our imagery reflects the world of technology, development, and innovation – combining real work environments with digital precision. Photos should highlight hands-on processes, clean interfaces, coding, electronics, and human interaction with tech. Each image should feel professional, clear, and purposeful, supporting our brand’s identity as a forward-thinking, reliable, and modern technology company. High-quality, focused visuals are key to building trust and showing our expertise.

