**ERA TECHNOLOGIZ**
AND ENGINEERING SERVICES

BRAND GUIDELINES
EDITION 2026
VERSION 1.1

IDENTITY SYSTEM

# Engineering tomorrow's systems.

How ERA Technologiz and Engineering Services looks, sounds and shows up, from a business card to a service van.



CAC BN 3411034 · LAGOS, NIGERIA

ERATECHNOLOGIZ.COM.NG

WELCOME

# Why this book exists.

Every school, business, estate and public agency we work with meets ERA Technologiz through something we made: a website, a proposal, a uniform, a social post, a van parked outside their office.

This book makes sure each of those moments feels like the same company. It explains the thinking behind the brand, then gives the practical rules for the logo, colour, type, graphic devices and photography, and shows them on real things.

Use it whenever you design, write or brief anyone who works on our behalf. When in doubt, choose clarity over decoration, and ask the brand team before you improvise.

FROM THE FOUNDER

**Africa must build, secure and export technology. Every page, product and uniform with our name on it should prove that we can.**



**Engr. Egwu Joseph Nnanna (Everjoe)**

Founder & Lead Engineer, ERA Technologiz

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# Inside this book.

Eight sections, from the thinking behind the brand to the files you need to apply it.

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# 01



SECTION 01

# Our brand

Who we are, what we believe and how we sound.

STORY / PURPOSE / VALUES / VOICE / REPUTATION

OUR STORY

# A bridge between Africa and global technology.

ERA Technologiz and Engineering Services is a Nigerian technology company, registered with the Corporate Affairs Commission in 2021 (BN 3411034), working from Lagos and the South-East for clients worldwide.

We combine consultancy, product development, training and branding under one roof, and we build and sell our own products, including TidyMate on the Microsoft Store and EduCoreX in daily use in Nigerian schools.

**2021**
Registered with CAC

**8**
Service lines

**5**
Own products and programmes



PURPOSE

# Mission, vision and promise.

MISSION

To accelerate Africa's entry into the Fourth Industrial Revolution by delivering embedded systems, IoT solutions, software and application development, and youth tech education.

WHAT WE DO EVERY DAY

VISION

A world where innovation knows no boundaries, where individuals and organisations dare to dream big and have the tools and resources to bring those dreams to life.

WHERE WE ARE GOING

PROMISE

We do not just build. We think, secure, design, teach and scale, and we stay after launch.

WHAT CLIENTS CAN HOLD US TO

VALUES

# What we stand for.

01

## Innovation

We keep pushing the edge of what technology can do for our clients, exploring new ideas and building solutions to pressing problems.

02

## Transparency

Trust and accountability sit at the centre of our work: open information, honest communication and the highest ethical standards.

03

## Collaboration

We work with communities, organisations and governments, because partnership multiplies impact.

04

## Social responsibility

We contribute to the greater good, from youth tech programmes to affordable, locally supported solutions.

KEY FACTORS

# Six things that drive us every day.

D

## Desire

A deep wish to innovate, transform lives and make technology accessible.

C

## Creativity

Creativity fuels our engineering, from IoT design to brand work.

R

## Responsibility

We own every solution we deliver and support it properly.

D

## Development

We invest in research, skills and product improvement.

R

## Relations

Trust and long-term partnerships with clients, partners and trainees.

C

## Concept

Every project starts with a clear idea of how technology makes life easier.

PERSONALITY

# If ERA Technologiz were a person.

A calm, capable engineer who explains things in plain words, keeps promises, and is quietly proud of being African and world-class at the same time.

Each trait has a limit. We are confident but never arrogant, warm but never casual. The pairs on the right are the test for any headline, post or design.

## Confident

**but** never arrogant

## Practical

**but** never vague

## Warm

**but** never casual

## Precise

**but** never cold

## Ambitious

**but** never hype

## Honest

**but** never evasive

TONE OF VOICE

# Clear, direct, human.

We write the way a trusted engineer talks to a client: short sentences, real numbers, no jargon unless the reader uses it too.

## Say it like this

**“Your website can be live in 7 days once your content is ready.”**

A real timeline and the condition that goes with it.

**“A business website starts from ₦250,000. Your written quote confirms the final scope.”**

A real price, and an honest “from”.

**“We will tell you honestly whether we are the right team.”**

Confidence without pressure.

## Never like this

~~“Leveraging cutting-edge synergies to disrupt your digital paradigm.”~~

Jargon that says nothing.

~~“Cheapest prices in Nigeria!!! Call now!!!”~~

Shouting, and a price promise we do not make.

~~“Our revolutionary AI-powered solution guarantees 1000% growth.”~~

Hype and guarantees we cannot prove.

WRITING STYLE

# House rules for every word we publish.

### 01 Language

British/Nigerian English spelling: organise, colour, programme, licence (noun). Address the reader as “you”, ourselves as “we”.

### 02 Our name

“ERA Technologiz” in running text; “ERA Technologiz and Engineering Services” in legal and formal use. Never “Era”, “ERATech” or “ERA Tech”.

### 03 Money

₦250,000 and US$450, with no decimals for whole amounts. Write “from” for starting prices, and add “excl. VAT” where it applies.

### 04 Numbers and dates

Numerals for 10 and above, words below. Dates as 22 December 2026; times as 9:00 WAT.

### 05 Contacts

+234 810 251 4461 (WhatsApp, primary), +234 902 240 6528 (alternative), info@eratechnologiz.com.ng, support@eratechnologiz.com.ng.

### 06 Headlines

Sentence case, a full stop for statements, one idea per line. Highlight at most one word in gold.

REPUTATION

# What people say about us.

Our reputation is built one honest review at a time. These are real reviews, quoted word for word, spelling included.

- Quote reviews exactly as written, with the reviewer's public name, the platform and the date.
- Never invent, edit or combine reviews, and never pay for them.
- Ask happy clients to review us on Google and on the Microsoft Store.

GOOGLE REVIEWS ERA TECHNOLOGIZ

★ ★ ★ ★ ★

**“Africa should look inwards for good skilled tech inclined persons like this, improve them, fund them and secure the future of her technological advancement! kudos!!”**

Positive | Professionalism

**pure bliss**

Google review · 5 years ago

**5.0** of 5

MICROSOFT STORE TIDYMATE

★ ★ ★ ★ ★

“IMPRESSIVE”

**“I was just introduce to the feature that tidy up my folder sections on my Laptop and it honestly did magic! It cleaned up my messy download folder an created folders for each of the documents I have there and moved each of the documents in the right folders. I'm blown away!”**

Microsoft Store review · 5 November 2026

**5.0** of 5

# 02



SECTION 02

# Logo

Our friendly engineer, and the rules that keep it recognisable.

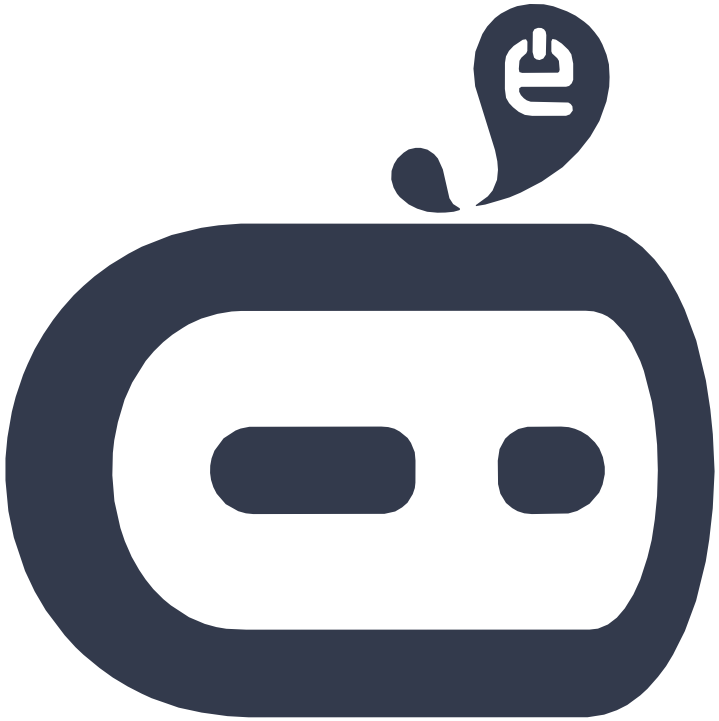
MARK / LOCKUPS / CONSTRUCTION / COLOUR / MISUSE / SEAL

THE MARK

# A friendly engineer.

Our mark is a robot face with a single antenna. The rounded body speaks of approachable technology; the two eyes, a long one and a short one, read as a status display that is always on.

The antenna carries a small “e” for engineering and energy: the spark that turns an idea into a working system. Keep it intact in every use above the minimum size.



ERA MARK · NAVY #333A4C

LOCKUPS

# Three ways to sign our work.

ERA TECHNOLOGIZ
AND ENGINEERING SERVICES






### Horizontal · primary

Website headers, letterheads, documents and most layouts.

### Stacked

Square formats, covers, signage and merchandise.

### Mark only

App icons, favicons, avatars and small spaces, once the name is known.

CONSTRUCTION

# Built on a simple grid.

The mark sits on a 10 × 10 grid. The height of the long eye is our unit, **x**.

- Body: about 7x wide and 5x tall, with fully rounded corners.
- Eyes: a long and a short capsule, one x tall, on the body's centre line.
- Antenna: a teardrop rising to the top right, carrying the “e”.
- Always reproduce the mark from the master files. Never redraw or trace it.



CONSTRUCTION GRID · 10 × 10

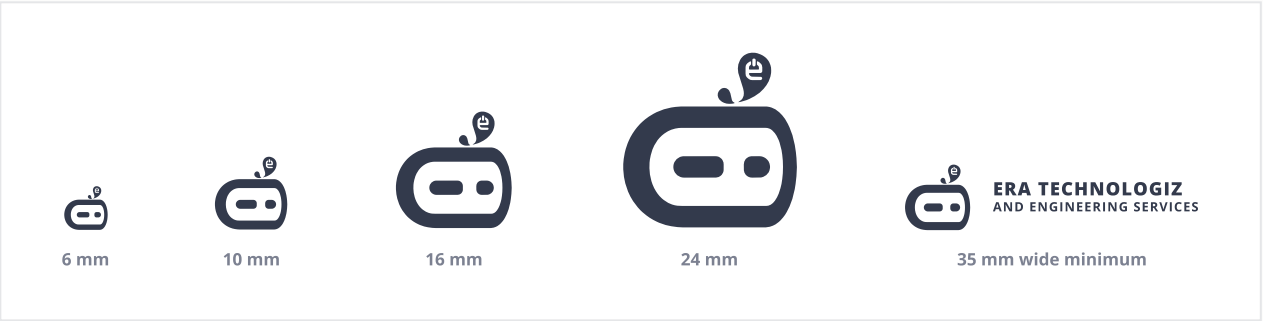
CLEAR SPACE AND SIZE

# Give it room to breathe.

Keep clear space equal to the height of the mark's body (**x**) on every side. Nothing else enters it: no text, images or edges.

| VERSION | PRINT | SCREEN |
|---|---|---|
| **Horizontal** | 35 mm wide | 160 px wide |
| **Stacked** | 22 mm wide | 110 px wide |
| **Mark only** | 6 mm | 24 px · 16 px favicon |



COLOUR VERSIONS

# Navy first. White on dark. Gold for special moments.




**Navy on light · primary**
Paper, white and Sand backgrounds.




**White on navy**
Navy, Deep Navy and dark photography.




**Gold on midnight**
Covers, awards, merchandise and celebrations.



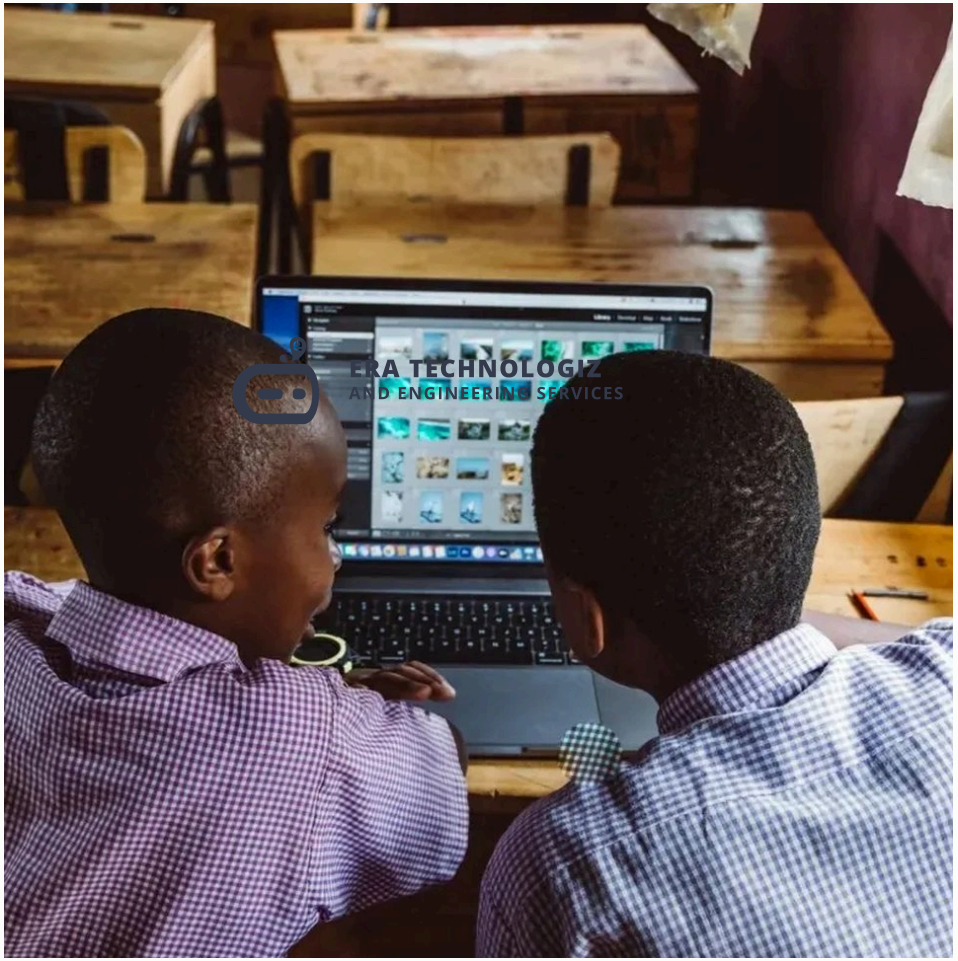

**One colour black**
Stamps, receipts, engraving and photocopies.

ON PHOTOGRAPHY

# Calm areas, strong contrast.



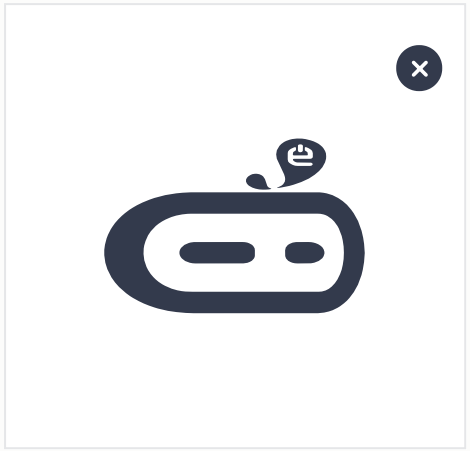

**White logo on a navy gradient** · in the calmest corner



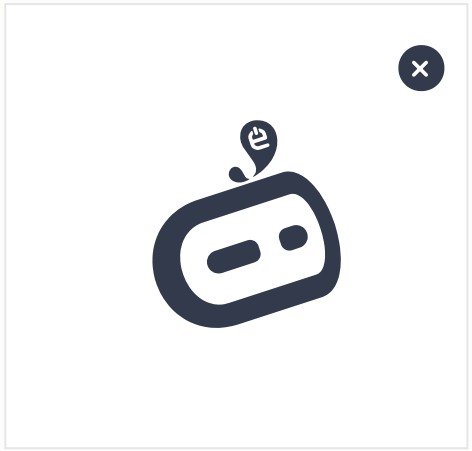

**Navy logo over a busy photo** · the mark disappears

MISUSE

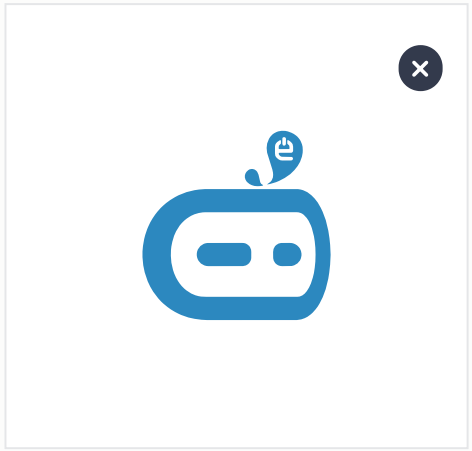
# Eight things never to do.



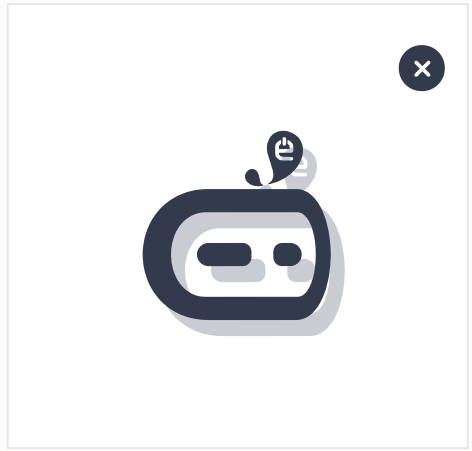
Don't stretch or squash



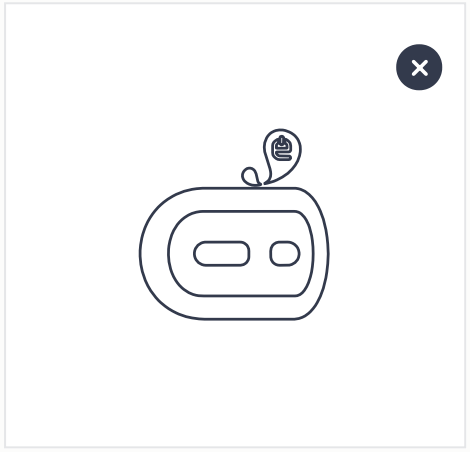
Don't rotate



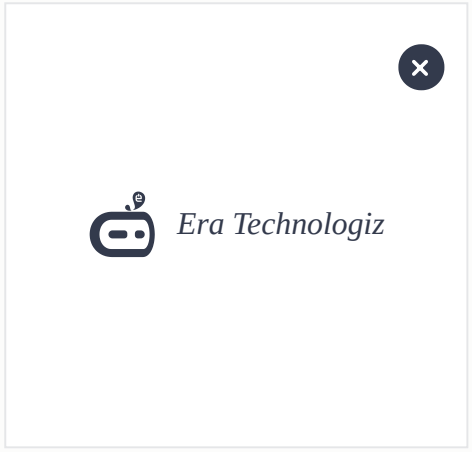
Don't recolour, not even in Signal Blue



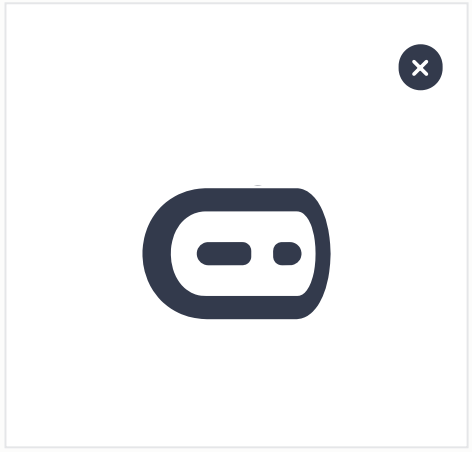
Don't add shadows, glows or bevels



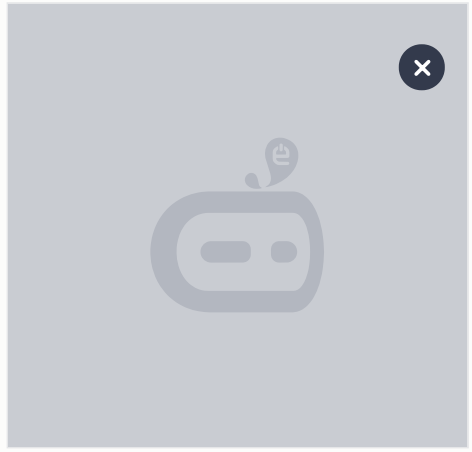
Don't outline the mark




Don't change the typeface



Don't crop or remove the antenna



Don't place it on low contrast

COMPANY SEAL

# Our official mark of approval.

The seal confirms that a document comes from ERA Technologiz and has been approved by an authorised person.
Use it only beside a signature.




### Round seal · navy ink · 40 mm

Contracts, invoices, receipts and official letters. Ink is ERA Navy, or black where only black is available; never red, green or purple.




### Gold foil seal · 30 mm

Certificates, awards and premium covers, foil-stamped or as a gold sticker.




### Office stamp · 60 × 28 mm

Received letters, deliveries and invoices. The seal and stamp stay with the Founder's office; never stamp drafts.

# 03

SECTION 03

# Brand architecture

One company, specialised units, products with their own personality.

STRUCTURE / UNITS / PRODUCTS



ARCHITECTURE

# A branded house, with endorsed products.

Service units carry the ERA name and mark. Products and programmes have their own names and looks, endorsed with “A product of ERA Technologiz”.

**ERA TECHNOLOGIZ**
**AND ENGINEERING SERVICES**

## SERVICE UNITS · BRANDED

### ERA Studio
Branding, UI/UX, pitch decks and company profiles

### ERA Secure
Security reviews, hardening, NDPA and GDPR compliance, awareness

### ERA Labs
Robotics, IoT, embedded systems and smart automation

### ERA Academy
Coding, robotics, UI/UX, cybersecurity and cloud training

## PROGRAMMES AND PRODUCTS · ENDORSED

### EduCoreX
School management system

### SmarTechKid
Robotics and IoT for ages 8–17

### Fangle
Youth tech empowerment

### NukiePass
Access control and operations

### TidyMate
Desktop file organiser

UNIT LOCKUPS

# Same mark, a unit name in gold.

The unit name replaces “AND ENGINEERING SERVICES” on the second line, set in Dark Gold #B8861D for legibility on light backgrounds.

On navy, use white for ERA and ERA Gold #D8A433 for the unit name. Never invent new units without approval from the brand team.



**ERA**
**STUDIO**

Branding, UI/UX, pitch decks and company profiles



**ERA**
**SECURE**

Security reviews, hardening, NDPA and GDPR compliance, awareness



**ERA**
**LABS**

Robotics, IoT, embedded systems and smart automation



**ERA**
**ACADEMY**

Coding, robotics, UI/UX, cybersecurity and cloud training

PRODUCTS

# Their own look, our endorsement.

## TidyMate

Messy files. Sorted.

Own purple identity · tidymate.eratechnologiz.com.ng

## NukiePass

Access control and operations

Own blue identity · nukiepass.com



## EduCoreX

School management

Follows the ERA palette

A product of **ERA Technologiz**

Use the endorsement in product website footers, packaging and app About screens, at least one size step smaller than the product name.

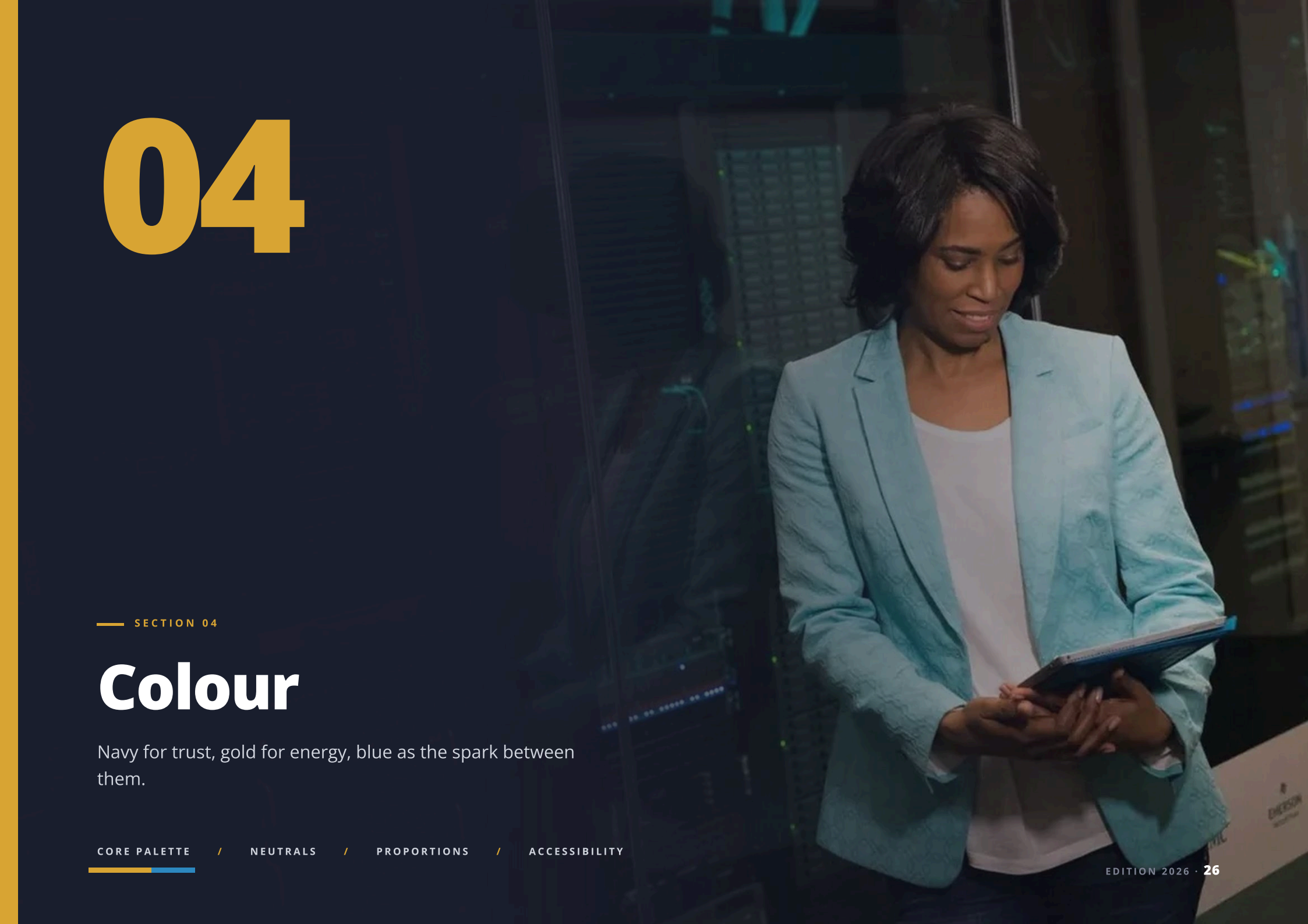
# 04

SECTION 04

# Colour

Navy for trust, gold for energy, blue as the spark between them.

CORE PALETTE / NEUTRALS / PROPORTIONS / ACCESSIBILITY



CORE PALETTE

# Five colours, one feeling.

## ERA Navy

| | |
|---|---|
| HEX | #333A4C |
| RGB | 51 58 76 |
| CMYK | 33 24 0 70 |
| PMS | 7546 C* |

**28%**

Our core colour. Headlines, logo, navigation, dark sections.

## Deep Navy

| | |
|---|---|
| HEX | #262B3A |
| RGB | 38 43 58 |
| CMYK | 34 26 0 77 |
| PMS | 532 C* |

Top bars, footers, depth behind photography.

## Midnight

| | |
|---|---|
| HEX | #1D2130 |
| RGB | 29 33 48 |
| CMYK | 40 31 0 81 |
| PMS | Black 6 C* |

Hero backgrounds and the darkest panels.

## ERA Gold

| | |
|---|---|
| HEX | #D8A433 |
| RGB | 216 164 51 |
| CMYK | 0 24 76 15 |
| PMS | 7563 C* |

**12%**

Our signature accent. Buttons, highlights, the gold block.

## Signal Blue

| | |
|---|---|
| HEX | #2C88BF |
| RGB | 44 136 191 |
| CMYK | 77 29 0 25 |
| PMS | 7461 C* |

**5%**

The stripe partner to gold. Links and charts, sparingly.

*Pantone references are the closest Coated matches and are approximate; CMYK values are conversion starting points. Always approve a printed proof against the HEX values. Percentages are the share of a typical layout.

NEUTRALS

# The quiet colours that make the rest sing.

Paper and Sand give our pages warmth; Slate is our body-text colour on light backgrounds, a softer alternative to black.



**Paper**
#FCFCFB
RGB 252 252 251
Page background

**Sand**
#E4E0D6
RGB 228 224 214
Warm panels, print

**Mist**
#E5E6E8
RGB 229 230 232
Rules and borders

**Silver**
#C9CCD2
RGB 201 204 210
Dividers, disabled

**Slate**
#4A5062
RGB 74 80 98
Body text

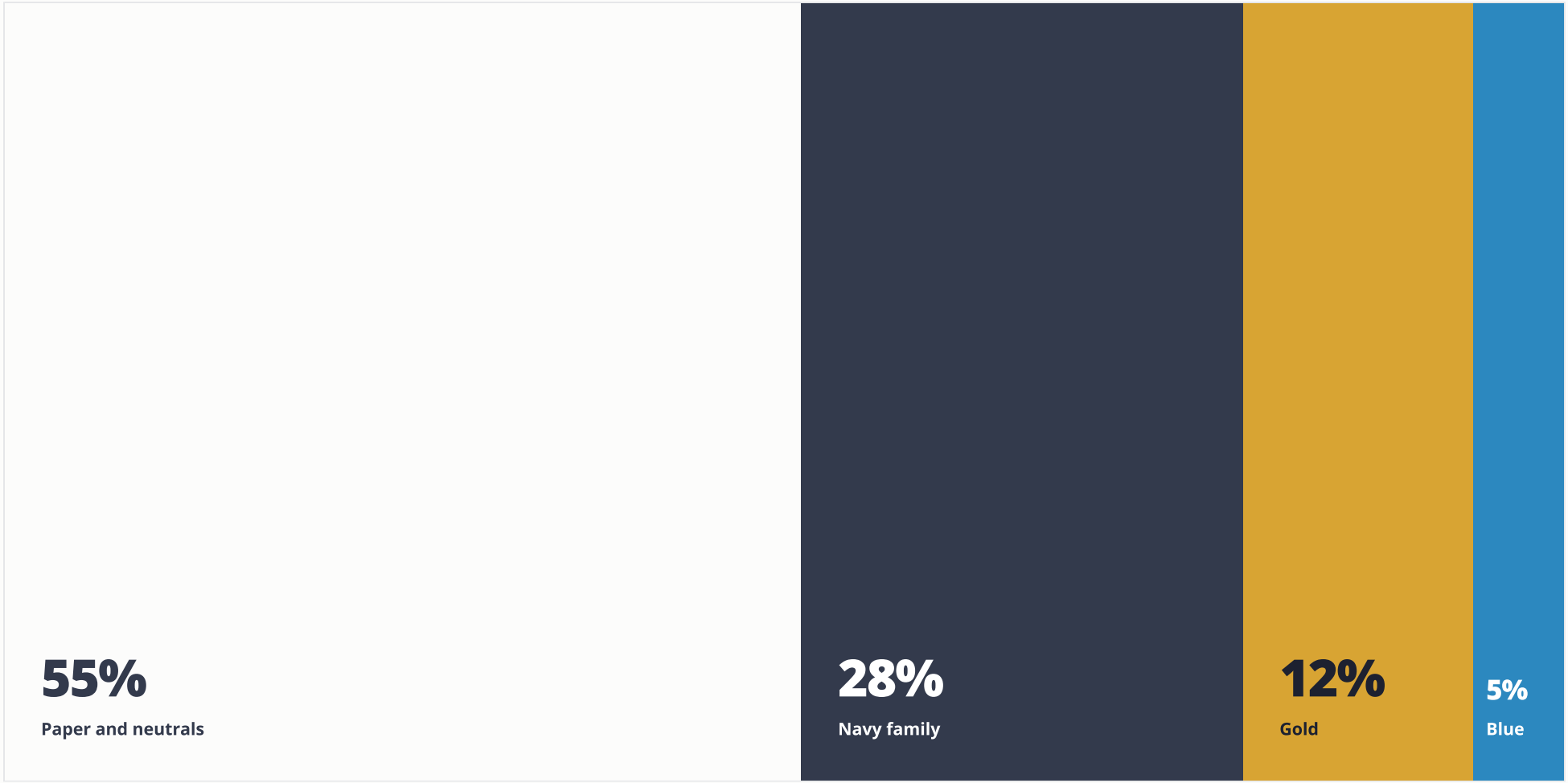
**Muted**
#7C8191
RGB 124 129 145
Captions and notes

**Ink**
#2B3040
RGB 43 48 64
Dense text on light

PROPORTIONS

# Mostly calm, a little gold.

Use colour in roughly these proportions across a layout, a campaign or a room. Gold works because it is rare.



ACCESSIBILITY

# Colour pairs that everyone can read.

Contrast follows WCAG 2.2: body text needs AA (4.5 : 1); headlines of 24 px and up can use AA large (3 : 1). On light backgrounds, set gold words in Dark Gold #B8861D.

| | | | | |
|---|---|---|---|---|
| Aa<br>11.3 : 1<br>AAA<br>Body and headlines | Aa<br>16.0 : 1<br>AAA<br>Hero text | Aa<br>7.1 : 1<br>AAA<br>Accents and headlines | Aa<br>5.0 : 1<br>AA<br>Large text | Aa<br>11.1 : 1<br>AAA<br>Headlines |
| Aa<br>7.8 : 1<br>AAA<br>Body text | Aa<br>7.1 : 1<br>AAA<br>Buttons | Aa<br>8.6 : 1<br>AAA<br>Panels | Aa<br>3.9 : 1<br>AA LARGE<br>Large text only | Aa<br>2.3 : 1<br>AVOID<br>Decoration only |

# 05

SECTION 05

# Typography

One open, honest typeface does almost all the work.

OPEN SANS / DISPLAY ACCENT / SCALE / HIERARCHY



PRIMARY TYPEFACE

# Open Sans.

Open Sans is friendly and highly legible on screen and in print. It is free under the SIL Open Font License, so every partner can use it.

Headlines in ExtraBold 800, sub-heads in Bold 700, body in Regular 400, kickers and captions in Bold capitals with wide spacing.

Where a character such as ș, ƀ or ƙ is missing, the system font fills in. Check headlines that use them before printing.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ₦ $ % & @ ? ! · ẹ ọ ṅ ụ ị é è

| 400 | 600 | 700 | 800 | 400 I |
|---|---|---|---|---|
| Regular | SemiBold | **Bold** | **ExtraBold** | *Italic* |

DISPLAY ACCENT

# Hatton, for rare moments.

Our Company Profile uses the serif Hatton for its cover title. It is an accent, not a workhorse: covers, certificates and event titles, a few words at a time.

Install the licensed font before using it. Where Hatton is not available, set the title in Open Sans ExtraBold instead. Never fake it with another serif.



TYPE SCALE

# A clear, consistent hierarchy.

| | |
|---|---|
| **Display**<br>44 pt · 64 px · 800 | **Engineering tomorrow's systems.** |
| **H1**<br>28 pt · 40 px · 800 | **Software built for how you work.** |
| **H2**<br>20 pt · 28 px · 800 | **School systems that run themselves.** |
| **H3**<br>13 pt · 18 px · 700 | **Robotics and IoT, installed and supported locally.** |
| **Body**<br>10 pt · 16 px · 400 | We help schools, businesses and public agencies turn an idea into a working system. |
| **Kicker**<br>7 pt · 11 px · caps · 700 | ERA TECHNOLOGIZ · LAGOS |

HIERARCHY IN USE

# Kicker, headline, lead, body.

- Kicker: Dark Gold capitals with wide spacing, always above the headline.
- Headline: Navy ExtraBold, sentence case, one gold word at most.
- Lead: about 1.2 × body size, in Slate.
- Body: 60–75 characters a line, 1.6 line height.
- Buttons: Gold with Midnight text, or a Navy outline.

CYBERSECURITY · ERA SECURE

## Security you can trust.

Security reviews, hardening, NDPA and GDPR compliance, with a clear report you can act on.

A school that runs a results portal also needs secure logins, a website parents trust and staff who know how to use it. We review the whole picture, fix the weak points and train your people, then hand over a plain-English report with a fix roadmap.

Book a free call | See our work

# 06

SECTION 06

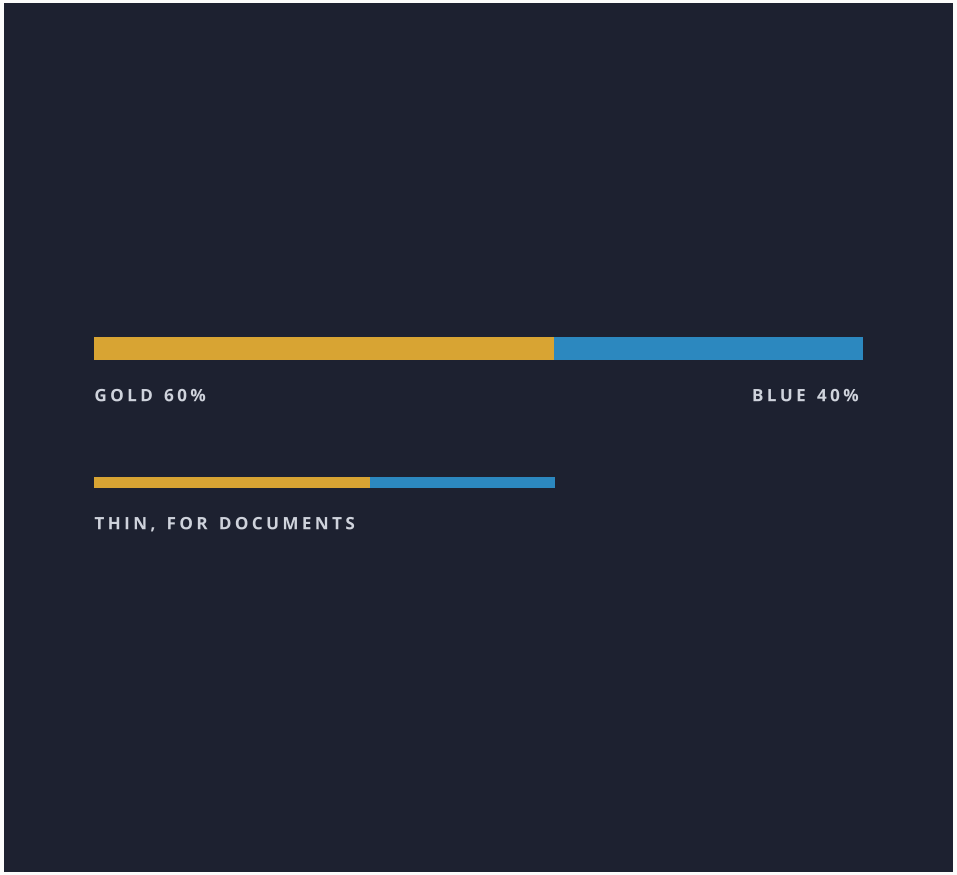
# Graphic language

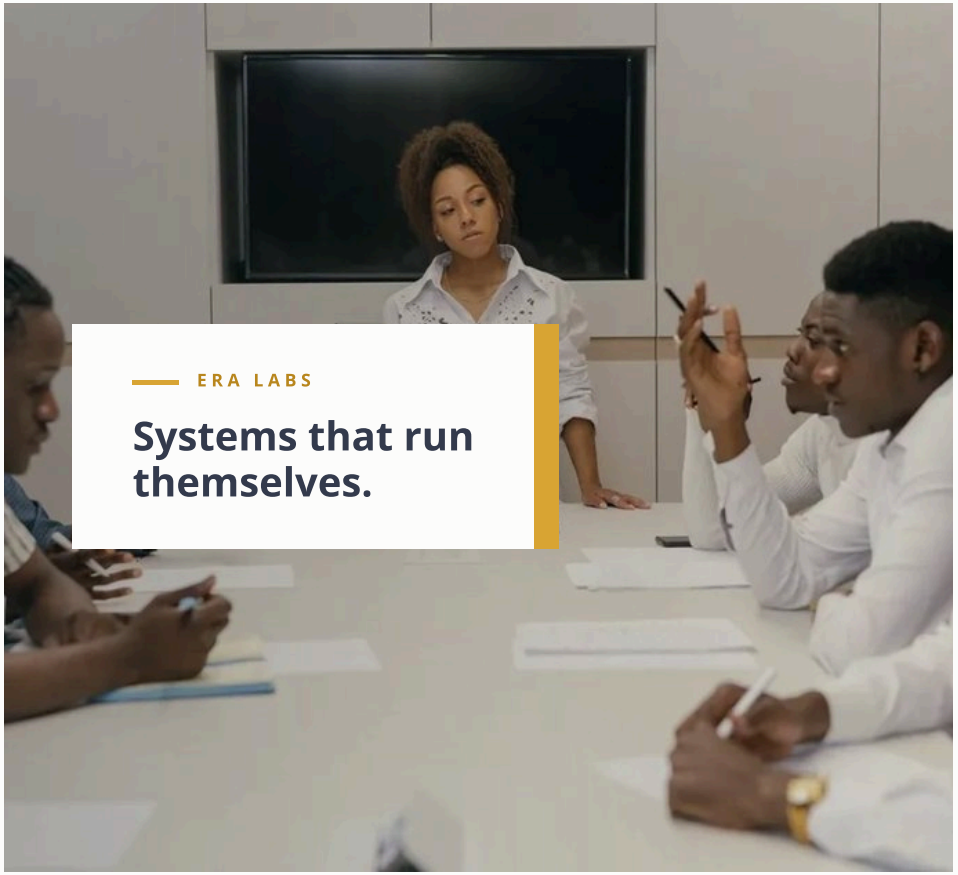
Signature devices that make a layout unmistakably ours.

STRIPE / GOLD BLOCK / GRID / ICONS / PHOTOGRAPHY

SIGNATURE DEVICES

# The stripe and the gold block.




## The ERA stripe

Gold and blue side by side, gold first, about 60 : 40. It runs along headers, footers and the edges of covers. Keep it straight and full width; never curve, fade or rotate it.

## The gold block

A solid gold bar on the edge of a white panel holds a headline over photography, as on our website hero and Company Profile cover. One per layout.

GRID AND LAYOUT

# Generous margins, strong left edge.

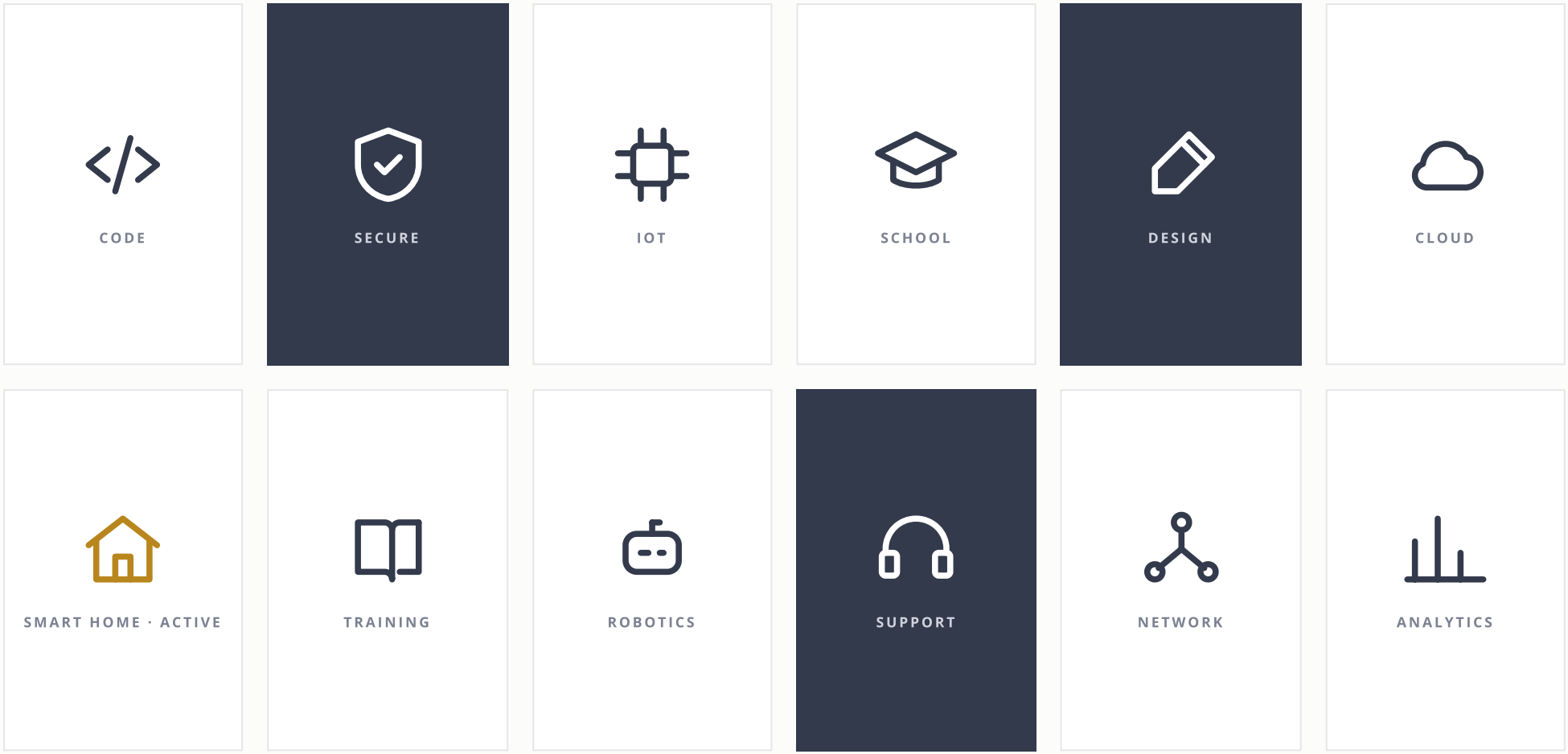
- A4 landscape: 12 columns, 20 mm outer margins, 5 mm gutters.
- A4 portrait documents: 20 mm margins, text on 8 of 12 columns.
- Web: 1180 px content width, 12 columns, 24 px gutters.
- Align text to a strong left edge; avoid centred paragraphs.
- Leave at least a third of every page as white or navy space.



ICONOGRAPHY

# Simple line icons, one weight.

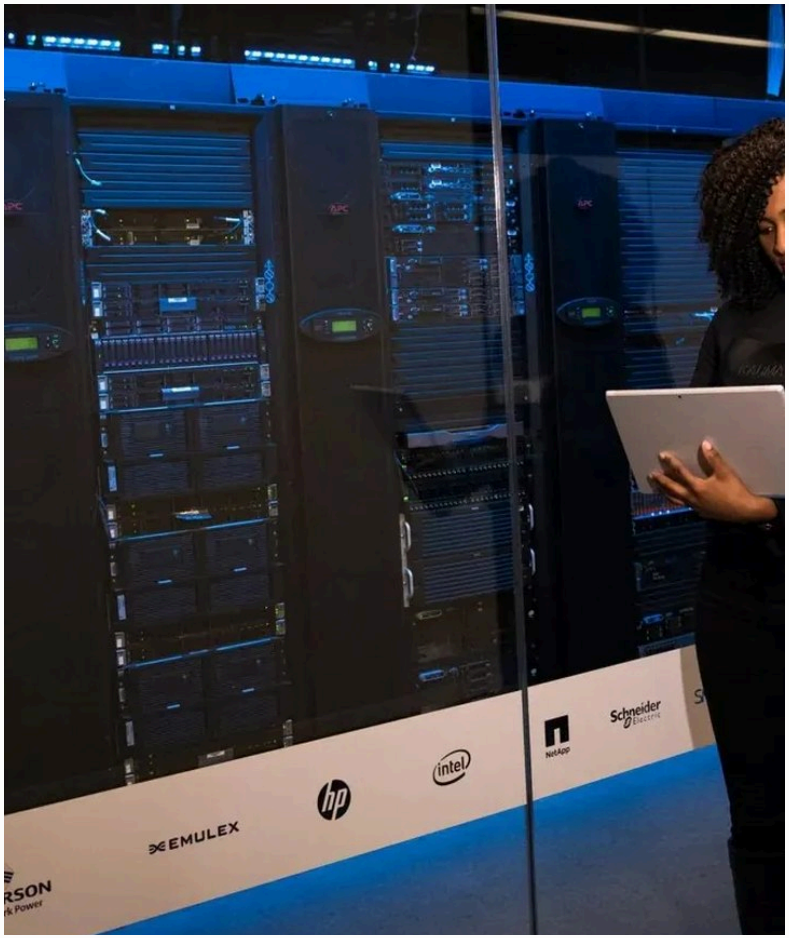
Draw icons on a 24 px grid with a 1.6 px stroke and round caps and joins. Navy on light, white on dark, gold only for a selected or active state.

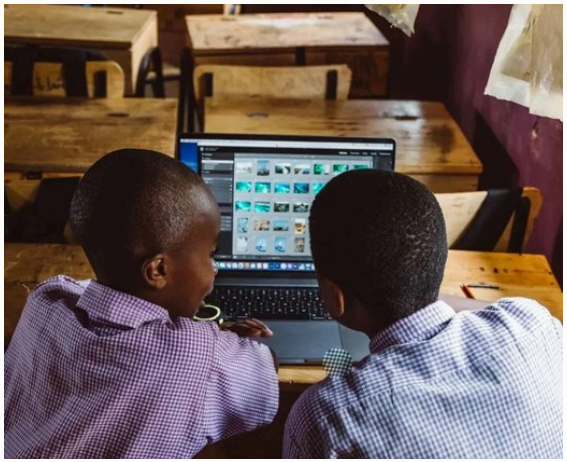


PHOTOGRAPHY

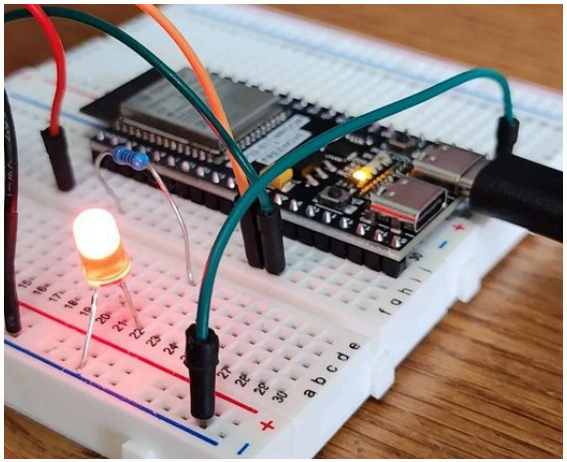
# Real people, real work, warm light.

Show Nigerians building, learning and running organisations with technology. Natural light, honest expressions, hands at work. No stock clichés of floating screens or handshakes against blue skies.







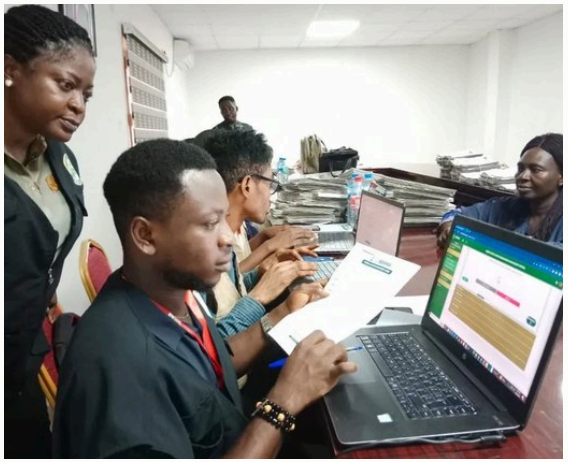
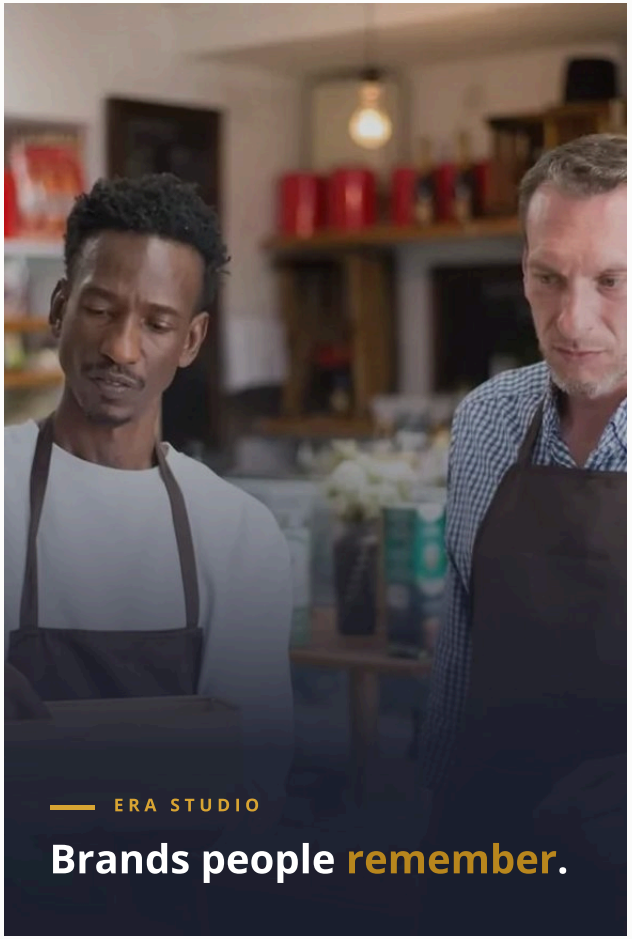


PHOTO TREATMENT

# A navy gradient for text, never filters.



**Original** · galleries and case studies




**With text: Midnight gradient** · darkest behind the words



**Filters and vignettes** · no colour casts or black edges

# 07

SECTION 07

# Applications

How the system comes together on real things.

STATIONERY / DOCUMENTS / TEAM WEAR / MERCHANDISE / SIGNAGE / DIGITAL

BUSINESS CARDS

# 85 × 55 mm, two sides.

- Front: Navy with the white stacked logo and the stripe.
- Back: Paper; name in Navy ExtraBold, role in Dark Gold capitals, details in Slate.
- 350 gsm uncoated or soft-touch stock. Optional gold foil on the mark.




Print at 100% with 3 mm bleed. Approve a proof against the HEX values.

LETTERHEAD

# A4 letter and DL envelope.

- Header: horizontal lockup 40 mm wide; CAC number and contacts on the right.
- The ERA stripe under the header, full width.
- Body: Open Sans 10/15 pt in Slate, 20 mm margins.
- Footer: legal name, address and website above a thin navy rule.
- Envelope: logo top left, stripe along the bottom edge.

The editable letterhead (DOCX and PDF) is in the master files.



SEAL IN USE

# Stamped, signed, certified.




OFFICIAL LETTER · NAVY SEAL BESIDE THE SIGNATURE




ERA ACADEMY CERTIFICATE · GOLD FOIL SEAL

DOCUMENTS AND ID

# Proposal cover and staff badge.

- Proposal: full-bleed photo under a Midnight gradient, white logo, client name in the headline.
- Badge: CR80 card, navy header, photo ringed in gold, stripe at the foot.
- Lanyard: 20 mm navy webbing with repeated gold marks.




The proposal template (PDF) is in the master files.

EMAIL SIGNATURE

# Text first, one small mark.

- Name in bold, role underneath, then phone, email and website.
- A 24 px mark and a thin stripe. No quotes, banners or large images.
- Use live text, not one big image, so it reads on every phone and in dark mode.

To: kemi.adeyemi@example.com

Subject: Your website quote

Hello Kemi,

Thank you for your time today. Your quote is attached. I have kept the scope to the five pages we discussed, and the timeline starts once your content is ready.

Best regards,

**Firstname Lastname**
**Business Development Manager · ERA Technologiz**
+234 810 251 4461 · info@eratechnologiz.com.ng
eratechnologiz.com.ng

TEAM WEAR

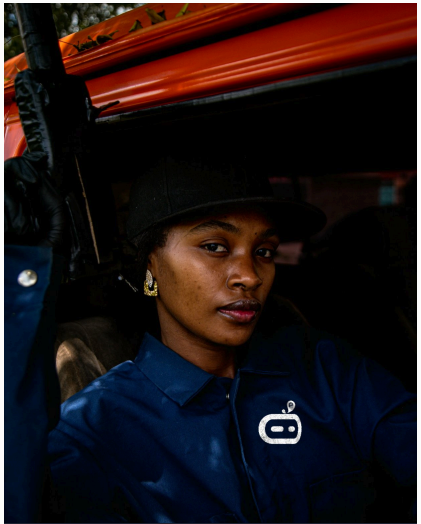
# Our engineers wear the brand.

- Navy polo with a white chest mark, 70–80 mm wide, on the left chest.
- White polo with the navy mark for training days.
- Gold mark on Midnight for events and leadership.
- Embroider the mark; print large back logos only on event tees.

Approve a stitched sample against the HEX values before ordering.



NAVY POLO · WHITE CHEST MARK



FIELD ENGINEER · NAVY WORK SHIRT



WHITE POLO · NAVY MARK



TRAINING DAY · WHITE POLO



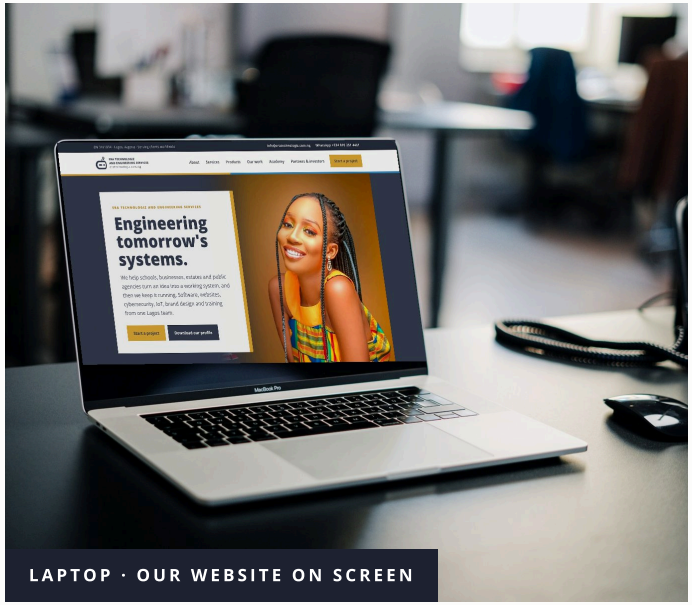
FRONT DESK · CREAM POLO

MERCHANDISE

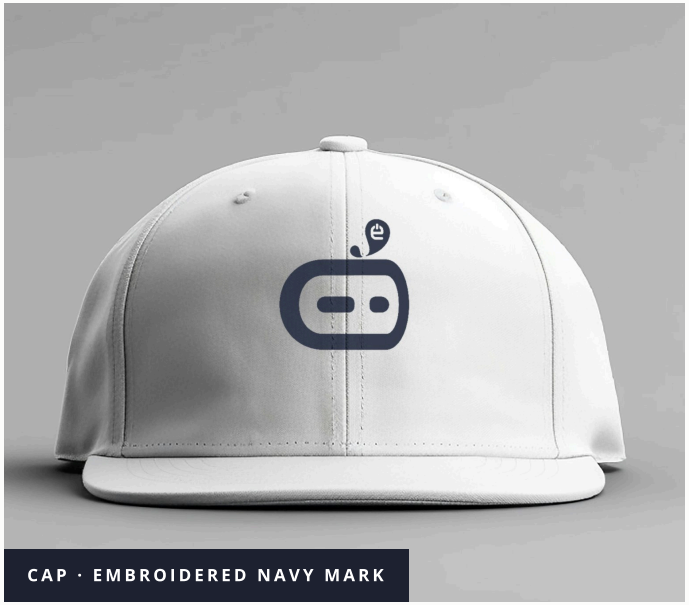
# Small things, same standard.

- Caps: embroidered mark on the front panel.
- Mugs and bottles: stacked logo, one colour, centred.
- Totes and notebooks: navy with the white or gold mark.
- Never put the logo on cheap items that will peel or fade.

Order a physical sample of every new item before a full run.




LAPTOP · OUR WEBSITE ON SCREEN



CAP · EMBROIDERED NAVY MARK




MUG · STACKED LOGO, ONE COLOUR




TOTE · NAVY PRINT ON NATURAL COTTON

PRINT IN REAL LIFE

# Paper you are proud to hand over.

Use a printer who can match HEX values and supply a proof.




LETTERHEAD · PRINTED A4




COMPLIMENT CARD · A6

- Letters on 100 gsm bright white uncoated paper.
- Compliment cards on 350 gsm, matching the business cards.
- Navy and gold print well on uncoated stock; check gold on a proof, as it can dull.

SIGNAGE AND FLEET

# Visible from across the street.

Check local signage permits before installing outdoor signs.




SERVICE VAN · LOGO, STRIPE AND WEB ADDRESS



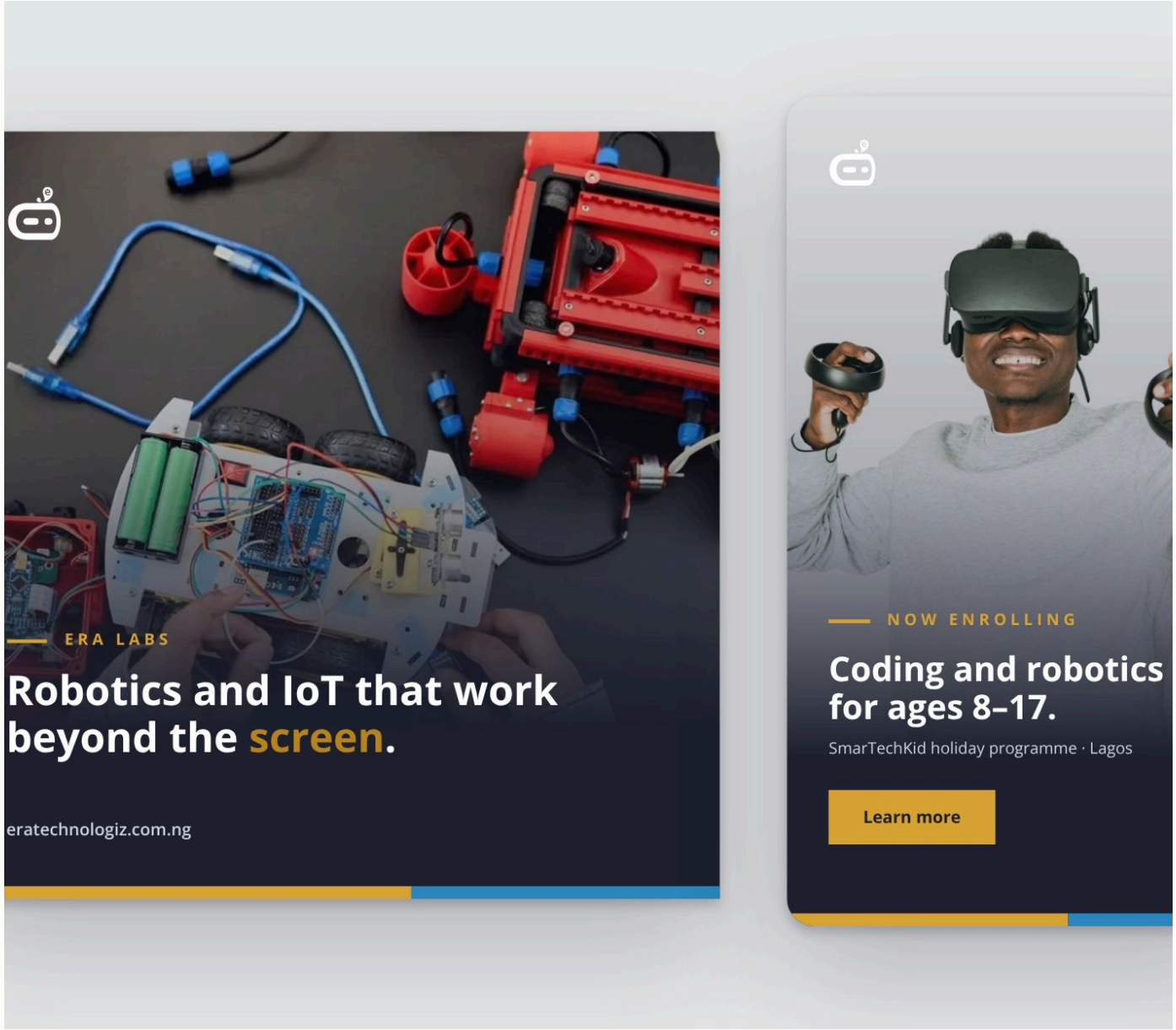
OFFICE GLASS · NAVY VINYL AND STRIPE

- Reception: white or brushed-metal lockup on a navy wall.
- Outdoor: white on navy, lit at night, stripe along the base.
- Vehicles: logo on the clean side panel, stripe along the sill, phone number readable at 20 m.

SOCIAL MEDIA

# Square post and story.

- Photo under a Midnight gradient, white mark top left, headline bottom left.
- Kicker in gold, one gold word in the headline at most.
- The stripe along the bottom edge of every post.
- 1080 × 1080 posts, 1080 × 1920 stories, 1200 × 627 link cards.

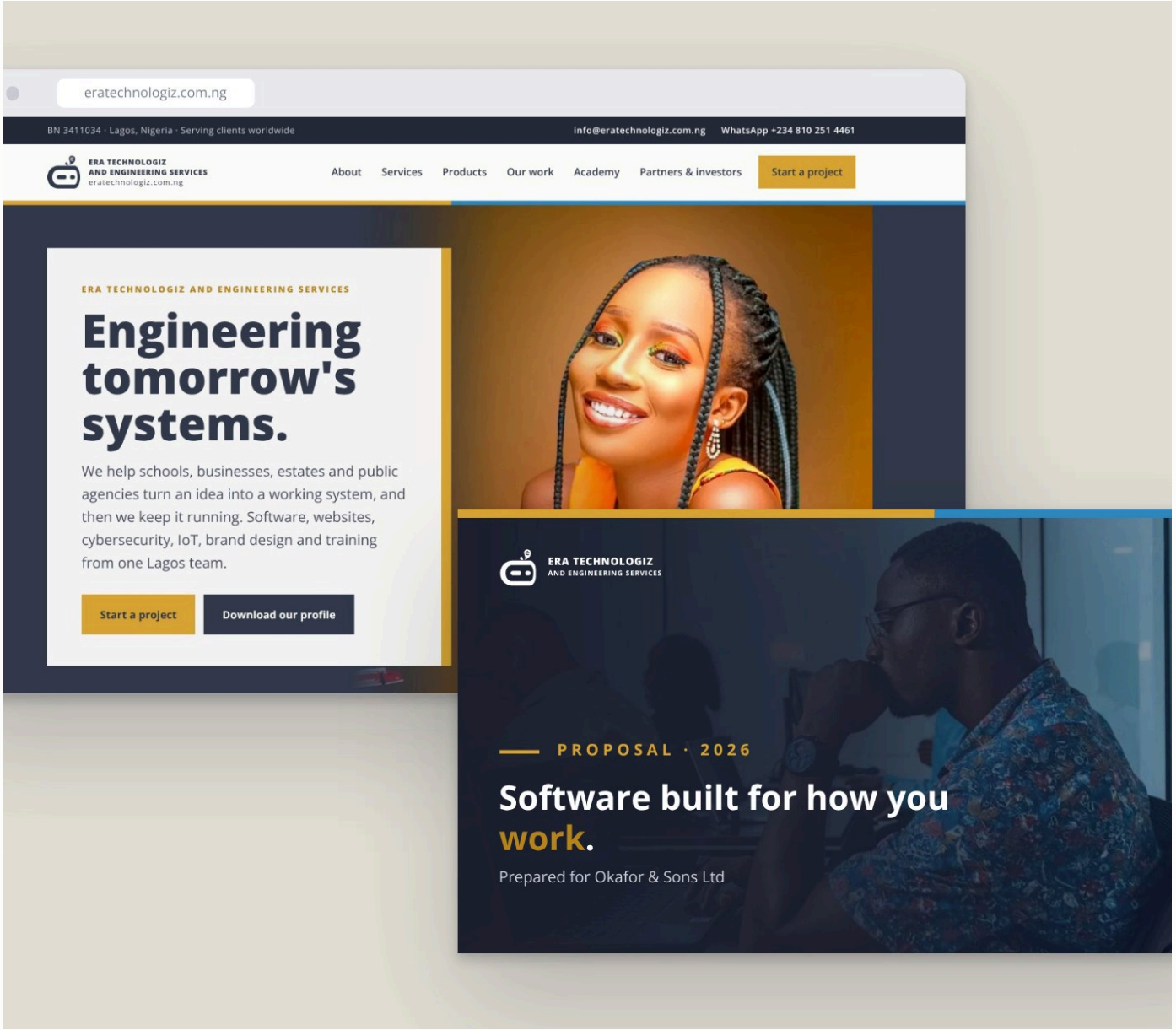



Handles and hashtags go in the caption, not on the image.

DIGITAL

# Website and presentations.

- Website: deep-navy top bar, white header with the lockup, the stripe under the navigation.
- Hero: gold block panel over photography; gold primary button.
- Slides: 16 : 9, Midnight gradient on the title slide, stripe at the top, slide number in gold.




Live site: eratechnologiz.com.ng, built mobile-first and tested on phone, tablet and desktop.

# 08



SECTION 08

# Resources

Everything you need, and who to ask.

MASTER FILES / CHECKLIST / CONTACTS

MASTER FILES

# Use the originals, every time.

Never copy the logo from a website, a screenshot or a social post. Ask for the master files and keep them in one shared folder.

**01** **Logo**
SVG and PNG · navy, white, gold, black · horizontal, stacked, mark

**02** **Seal and stamp**
Vector files for the stamp maker and foil printer

**03** **Fonts**
Open Sans (Google Fonts, free) · Hatton (licensed)

**04** **Templates**
Letterhead (DOCX, PDF), proposal, slides, social posts, email signature

**05** **Colour**
HEX, RGB, CMYK and Pantone values on page 27

**06** **Photography**
Approved library of ERA projects, people and places

## BEFORE ANYTHING GOES OUT

01 Logo from the master files, with clear space and above the minimum size.

02 Only ERA colours, in roughly the right proportions.

03 Open Sans everywhere; sentence-case headlines; one gold word at most.

04 Real photos, with a navy gradient behind any text.

05 Name, phone numbers and email spelt exactly as in this book.

06 External materials approved by the brand team.

CONTACTS

# Ask us before you improvise.

Request files and approvals from the brand team. Allow two working days for approval of external materials.

This book is reviewed every year. Suggestions are welcome; send them to the brand team with examples.

ERA TECHNOLOGIZ
AND ENGINEERING SERVICES

## ERA Technologiz and Engineering Services

Registered business name · CAC BN 3411034

| | |
|---|---|
| BRAND TEAM | info@eratechnologiz.com.ng |
| SUPPORT | support@eratechnologiz.com.ng |
| WHATSAPP | +234 810 251 4461 |
| PHONE | +234 902 240 6528 |
| WEB | eratechnologiz.com.ng |
| BASED IN | Lagos, Nigeria · serving clients worldwide |



# ERA TECHNOLOGIZ
## AND ENGINEERING SERVICES

ENGINEERING TOMORROW'S SYSTEMS

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