



SERTIS

# Brand identity guidelines & principles 2024

```
extern double stoploss =200; // SL for an opened order
extern double takeprofit =30; // TP for an opened order
extern int Period_MA_1=11; // Period of MA 1
extern int Period_MA_2=11; // Period of MA 2
extern double distance =20.0; // Distance between MAs
extern double lots =0.1; // Strictly set amount of lots
extern double freeMargin =0.07; // Percent of free margin
```

```
refresh rates
Minimal number
type margin
requirement
stop is changed
```

```
extern double stoploss =200; // SL for an opened order
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extern double distance =20.0; // Distance between MAs
extern double lots =0.1; // Strictly set amount of lots
extern double freeMargin =0.07; // Percent of free margin
```



# Color

# Color

## Color palettes



Dark blue



Blue



Light green



White

# Color

## Color proportion

### Formal (Corporate)



### Friendly (Internal Use Only)



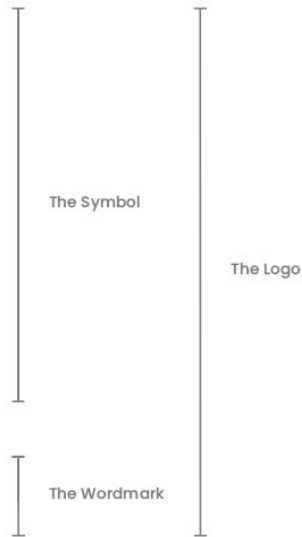


**Logo**

**Logo**  
Vertical logo



**SERTIS**



# Logo

## Vertical logo protection zone

0.35 in  
9 mm  
38 px



Minimum size  
Vertical orientation



**Logo**  
Horizontal logo



The Symbol

**SERTIS**

The Wordmark


The Logo



# Logo

## Horizontal logo protection zone

0.93 in  
6 mm  
17 px



Minimum size  
Vertical orientation



# Logo

Logo usage



Full Color Logo use on **white** or **bright** background



Full Color Logo use on **black** or **dark** background

# Logo

## Logo usage



Dark blue Color Logo use on **white** or **bright** background



Blue Color Logo use on **white** or **bright** background



Light green Color Logo use on **black** or **dark** background

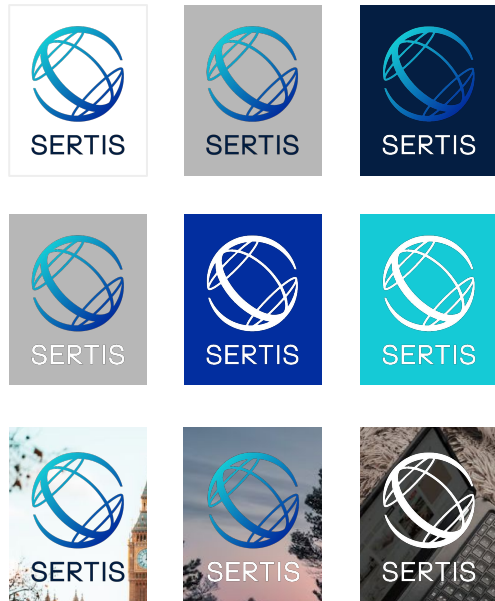


White Color Logo use on **black** or **dark** background

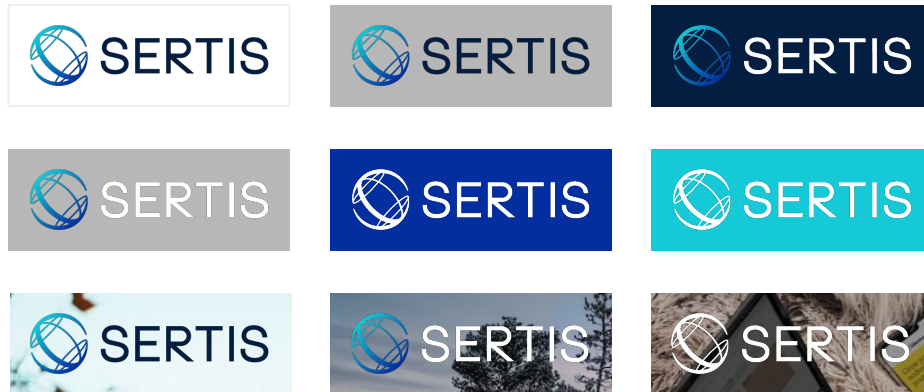
# Logo

## Background usage

Vertical logo



Horizontal logo



# Logo

## Incorrect usage of the logo

1. Do not reverse the logo.
2. Do not apply colors.
3. Do not rotate any single part of the logo.
4. Do not stretch or alter the proportions of the logo.
5. Do not change the arrangement of the logo.
6. Do not apply gradients, shadows, or other effects



# Typeface

**DISPLAY TYPE: Poppins Bold**

**SUB-HEADLINE: Poppins Medium**

**BODYTEXT: Poppins Normal / Regular**

**Highlight BODYTEXT: source san 3 Bold**

**SERTISCORP**

**Becoming the trusted  
Data & AI partner for the world**

We enable our clients to achieve their goals by helping them structure, analyse and unleash the power of big data.

We enable **our clients to achieve their goals by helping them structure, analyse and unleash** the power of big data.

**DISPLAY TYPE: Mitr (Medium)**

**เซอร์ทิสคอร์ป**

**SUB-HEADLINE: Mitr (Normal/Regular) ประโยชน์ศาสตร์ดาต้าไซท์ในองค์กร**

BODYTEXT: Mitr (Light)

ไม่นานข้อมูลจะกลายเป็นสิ่งสำคัญที่ทุกบริษัทขาดไม่ได้  
หากพูดถึงสิ่งที่เป็นกระแสในช่วงนี้คงหนีไม่เรื่อง  
“ดาต้าไซท์” และเทคโนโลยีอันชาญฉลาดอย่าง “เอไอ”  
ซึ่งถือเป็นตัวช่วย  
สำคัญในการพัฒนาศักยภาพขององค์กร

**Highlight BODYTEXT: Mitr (Medium)**

ไม่นานข้อมูลจะกลายเป็น**สิ่งสำคัญ**ที่ทุกบริษัทขาดไม่ได้



# Typeface

## Background usage

On **white** or **bright** background

DISPLAY TYPE

**SERTIS**

**SERTIS**

**SERTIS**

SUB-HEADLINE

Becoming the trusted  
Data & AI partner for the world

Becoming the trusted  
Data & AI partner for the world

Becoming the trusted  
Data & AI partner for the world

BODY TEXT / HIGHLIGHT

We enable **our clients to achieve their goals by helping them structure, analyse and unleash** the power of big data.

We enable **our clients to achieve their goals by helping them structure, analyse and unleash** the power of big data.

We enable **our clients to achieve their goals by helping them structure, analyse and unleash** the power of big data.

On **black** or **dark** background

**DISPLAY TYPE**

**SERTIS**

**SUB-HEADLINE**

Becoming the trusted  
Data & AI partner for the world

**BODY TEXT / HIGHLIGHT**

We enable our clients to achieve  
their goals by helping them structure,  
analyse and unleash the power of big  
data.

# Typeface

## Incorrect usage of typeface

### DISPLAY TYPE

~~SERTIS~~

~~SERTIS~~

~~SERTIS~~

### SUB-HEADLINE

~~Becoming the trusted  
Data & AI partner for the world~~

~~Becoming the trusted  
Data & AI partner for the world~~

~~Becoming the trusted  
Data & AI partner for the world~~

### BODY TEXT / HIGHLIGHT

~~We enable **our clients to achieve their goals** by helping them structure, analyse and unleash the power of big data.~~

~~We enable our clients to achieve their goals by helping them structure, analyse and unleash the power of big data.~~

~~We enable our clients to achieve their goals by helping them structure, analyse and unleash the power of big data.~~

# Photography

# Photography

## Usage



Use abstract textures for conceptual imagery need



Consider different perspectives in image



Show authentic, real life situations



Asian (70%), Caucasian (20%), African American (5%), Other (5%)



Conscious of diversity inclusion (ethnicities, gender, ages..)

# Photography

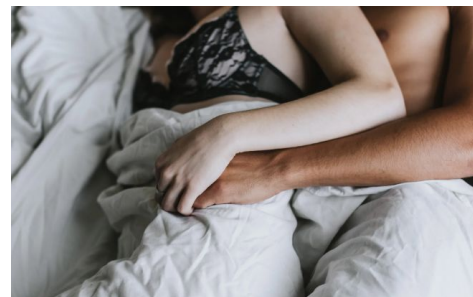
## Best practices



Do not use an unrealistic image



Do not use imagery that show violence



Do not show or use images with a over sexual theme



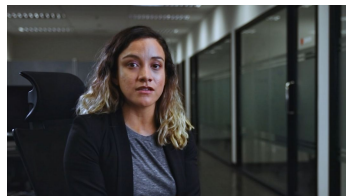
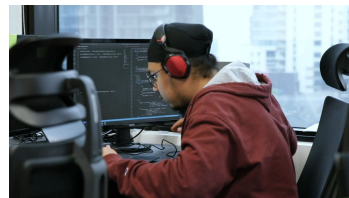
Do not show or use alcoholism images



Do NOT use moody lighting on a subject; lean towards positive, optimistic energy.



# Film



Cinematic style is warm, uplifting, & human. Lighting should be natural & not overly saturated.



# Illustration

# Illustration

Our illustration style uses a simple, bold, & graphic. Illustrations may be used to communicate a story in cases where photography cannot be used as effectively.



## Color palettes

Use other colors no more than 15% of the total image.

#041E42

C 100, M 88,  
Y 42, K 51

#022E9F

C 100, M 92,  
Y 2, K 0

#15CAD6

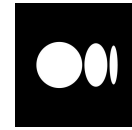
C 66, M 0, Y  
20, K 0



# Design system

# Design system

Social media



# Design system

Formal

Color proportion



Symbol



# Design system

Formal



# Design system

Formal: grid system – size – fonts type



**Size**  
2,000 x 1,225

**Thai**  
Sukhumvit Set  
(Bold/Medium) 85

**Leading** 110

# Design system

## Formal: Best practices

Avoid placing symbols around people's necks.





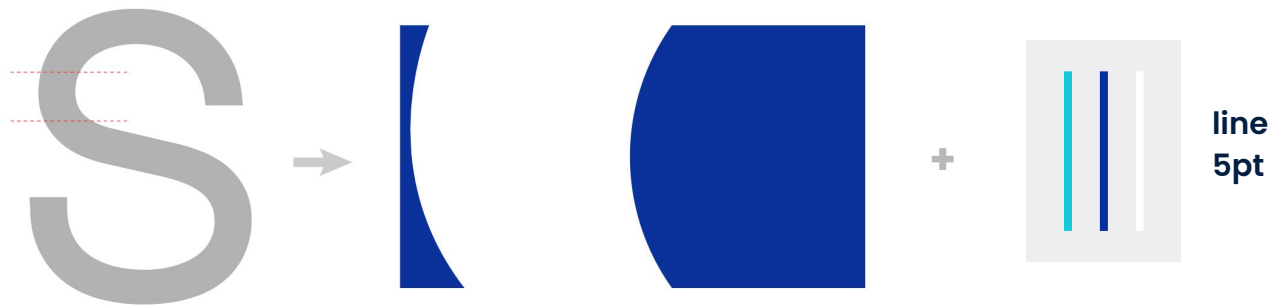
# Design system

Friendly

Color proportion



Symbol



# Design system

Friendly: Color proportion



Why you should care about **classical approaches to computer vision**



60%

10%

30%



**Face Detection with Feature Pyramids and Landmarks**



60%

10%

30%

# Design system

Friendly: grid system - size - fonts type



**Size**  
2,048 x 1,365

**English**  
Poppins  
(Bold/Medium) 100

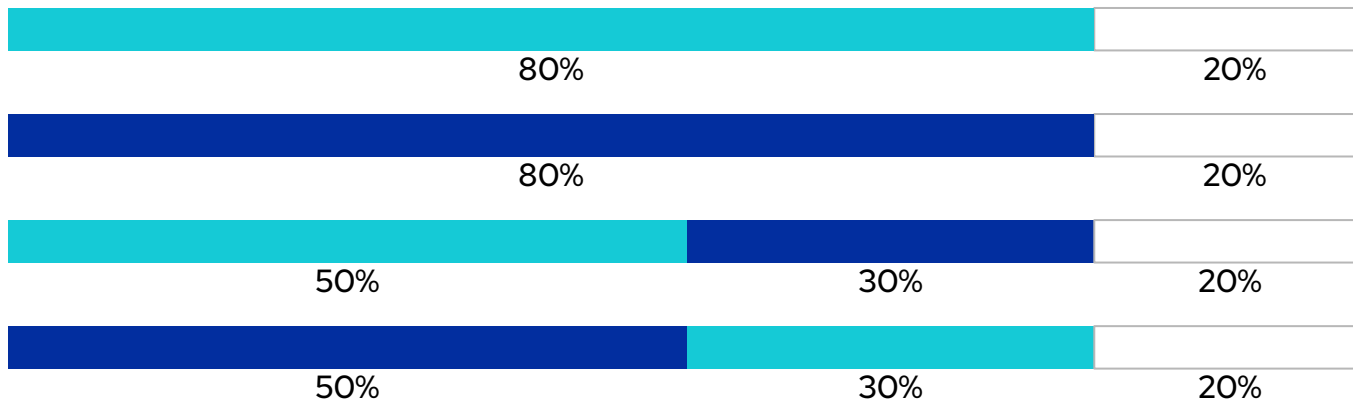
**Thai**  
Sukhumvit Set  
(Bold/Medium) 100

**Leading 125**

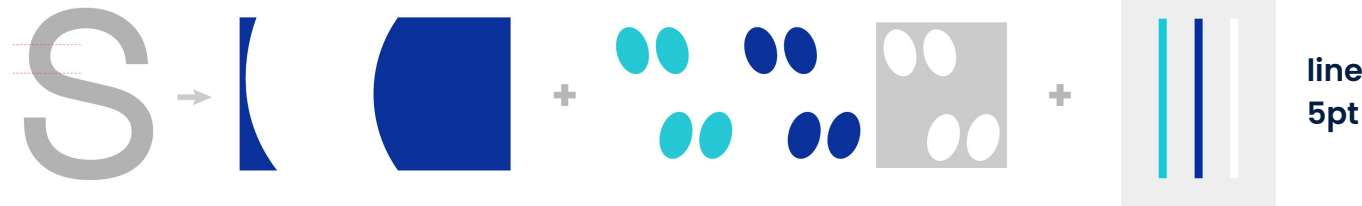
# Design system

Playful

Color proportion



Symbol



# Design system

Playful: Color proportion



80%

20%



80%

20%

# Design system

## Playful: Color proportion

**Ask**  
Kit Watchareeruetai  
Senior AI Researcher

**HOW TO BECOME A COMPUTER VISION EXPERT**

**What do you do currently?**

I have been involved in several research projects, for example, face recognition and video analytics systems. My responsibilities mainly focus on researching and developing state-of-the-art computer vision methods. Our team has recently published research papers in a peer-reviewed journal and conference.

**How did you get here?**

"It started when I was an undergraduate student. Although my major was electrical engineering, I have been interested in computer programming since my first year of study. Before I graduated, I had to complete a graduation project and it was my first computer vision project."

"Doing this project made me realize that computer vision has the great potential to be a key technology for the world."

**What is computer vision** how is it different from other fields?

"Computer vision is a technology that involves all stages of image and video processing pipelines, starting from acquisition, preprocessing, analyzing and understanding. One of its ultimate goals is to make computers be able to understand scenes in the real world through image and video signals."

50% 30% 20%

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50% 30% 20%

# Design system

## Playful: Dynamic grid system



**Ask**  
**Kit Watchareeruetai**  
Senior AI Researcher

### HOW TO BECOME A COMPUTER VISION EXPERT

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**Ask**  
**Kit Watchareeruetai**  
Senior AI Researcher

### HOW TO BECOME A COMPUTER VISION EXPERT



**What is computer vision**

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```

```
refresh rates
Minimal number
type margin
requirement
stop is changed
```

```
extern double stoploss =200; // SL for an opened order
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extern double profit =0.07; // Percent of free margin
```





## Background

## Spirit

Proud of our work/innovation,  
Passion to work for high quality,  
Always open mind for new learning  
Hyper friendly people, Nice working  
atmosphere, Growth/Career  
Development (by yourself)

## Future

Aim to be Thailand's brand  
ambassador company in data, tech,  
and AI

## Specialty

The most unique company  
and community; Mixing of  
1.Ability to drive and create  
new thinking + research  
new innovations +  
development  
2.Capability to work with  
major enterprises for  
consulting service

## Target group

Everyone

## Talk about

Research and Use cases  
Spotlight on Sertizens  
Growth Path

Describe SERTIS in few words

**TALENTS / FRIENDLY / INNOVATIVE**

# STANDARD LOGO

## Color palettes

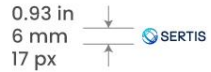


041E42

022E9F

15CAD6

0.93 in  
6 mm  
17 px



Minimum size  
Vertical orientation



The Symbol

# SERTIS

The Wordmark

The Logo

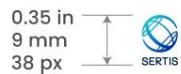


# STANDARD LOGO

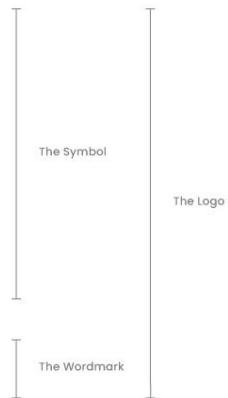
## Color palettes



041E42 022E9F 15CAD6



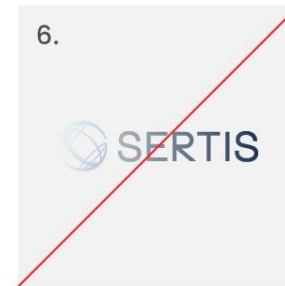
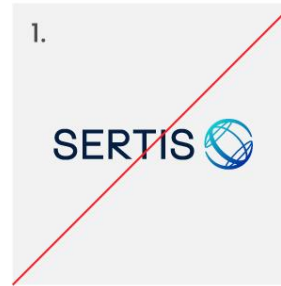
Minimum size  
Vertical orientation



# LOGO USAGE

## Incorrect usage of the logo:

1. Do not reverse the logo.
2. Do not apply colors.
3. Do not rotate any single part of the logo.
4. Do not stretch or alter the proportions of the logo.
5. Do not change the arrangement of the logo.
6. Do not apply gradients, shadows, or other effects.



# LOGO USAGE

## Logo + Color

Black and white:



Logo on color:



Logo on images:



# TYPEFONT

## ENGLISH

**DISPLAY TYPE: Poppins Bold**

SUB-HEADLINE: Poppins Medium

BODYTEXT: Poppins Medium

**HIGHLIGHT BODYTEXT: Ubuntu Bold**

## SERTISCORP

Transform your business  
for an AI-driven world

We enable our clients to achieve their goals by  
helping them structure, analyse and unleash  
the power of big data.

We enable **our clients** to achieve their goals by

---

## Thai

**DISPLAY TYPE: Sukhumvit Set Bold**

SUB-HEADLINE: Sukhumvit Set Semi Bold

BODYTEXT: Sukhumvit Set Medium

**HIGHLIGHT BODYTEXT: Sukhumvit Set Bold**

## เซอร์ทิสคอร์ป

ประโยชน์ศาสตร์ดาต้าไซน์ในองค์กร

ไม่นานข้อมูลจะกลายเป็นสิ่งสำคัญที่ทุกบริษัทขาดไม่ได้  
หากพูดถึงสิ่งที่เป็นกระแสในช่วงนี้คงหนีไม่เรื่อง “ดาต้าไซน์”  
และเทคโนโลยีอันชาญฉลาดอย่าง “เอไอ” ซึ่งถือเป็นตัวช่วยสำคัญ  
ในการพัฒนาศักยภาพขององค์กร

ไม่นานข้อมูลจะกลายเป็น**สิ่งสำคัญที่ทุกบริษัทขาดไม่ได้**

# COLOR PROPORTION

## Formal



## Friendly

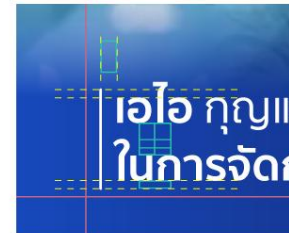
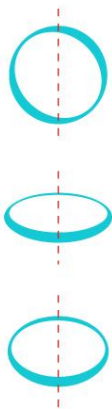


## Playful



# Formal

## Template / Symbol



Size 2,000 x 1,225  
Thai Sukhumvit Set (Bold/Medium) 85  
Leading 110

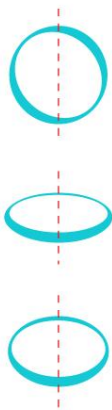


Size 1,200 x 1,200  
English Poppins (Bold/Medium) 80  
Thai Sukhumvit Set (Bold/Medium) 70  
Leading 100



# Formal

## Template / Symbol



หลักเสียงการวางที่คล้องคอคน

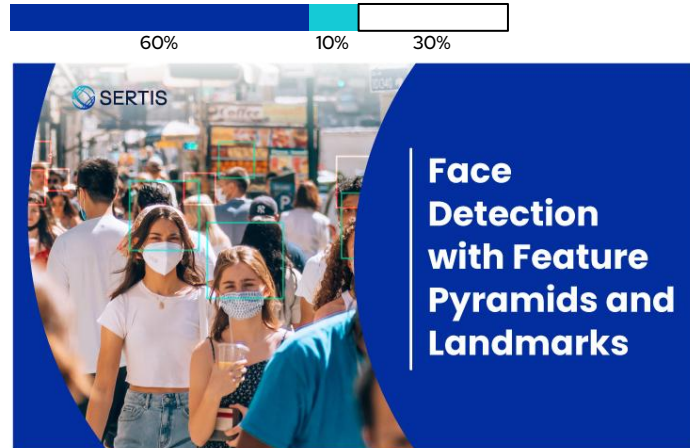
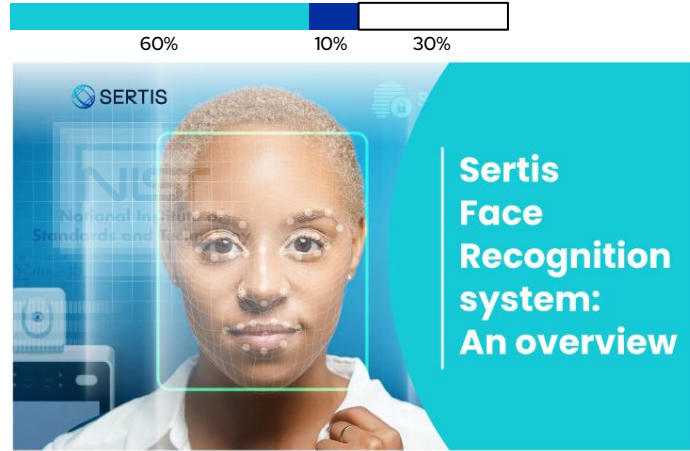
# Friendly

## Template



022E9F

15CAD6



## Poppins (Bold/Medium) 100

Leading 125



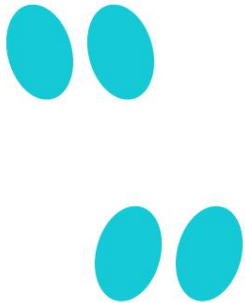
# Playful

## Template / Symbol



022E9F 15CAD6

**Size** 1,200 x 1,200





## What do you do currently?

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# Ask Kit Watchareeruetai Senior AI Researcher **HOW TO BECOME A COMPUTER VISION EXPERT**



## How did you get here?

"It started when I was an undergraduate student. Although my major was electrical engineering, I have been interested in computer programming since my first year of study. Before I graduated, I had to complete a graduation project and it was my first computer vision project."

"Doing this project made me realize that computer vision has the great potential to be a key technology for the world."

## What is computer vision

how is it different from other fields?

"Computer vision is a technology that involves all stages of image and video processing pipelines, starting from acquisition, processing, analyzing and understanding. **One of its ultimate goals is to make computers be able to understand scenes in the real world through image and video signals.**"



50%

30%

20%



## What do you do currently?

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Ask

**Kit Watchareeruetai**  
Senior AI Researcher

**HOW TO BECOME  
A COMPUTER  
VISION EXPERT**

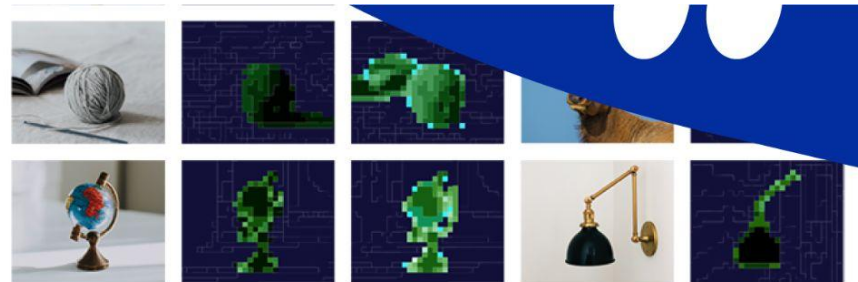




## How did you get here?

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“Computer vision is a technology that involves all stages of image and video processing pipelines, starting from acquisition, processing, analyzing and understanding. One of its ultimate goals is to make computers be able to understand the real world through images.”



**SERTIS**

# TRANSFORM YOUR BUSINESS FOR AN AI-DRIVEN WORLD

**Sertis**  
@sertiscorp • 4.4 13 reviews • Business Consultant

Send message  
Hi! Please let us know how we can help.

Home Services Reviews Photos More

**About** See all

597/5 3rd Floor Suite 302 Sukhumvit Road Wattana Sukhumvit Road Wattana Bangkok, Thailand 10110

Since 2014, Sertis has been Thailand's leading Big data and AI-powered solution provider. We integrate data science innovations with AI solutions to u... See more

Sertis provides both of the shelf solutions as well as customized AI for our clients. We offer world class custom artificial intelligence (AI) and ... See more

11,214 people like this including 65 of your friends

11,520 people follow this

593 people checked in here

http://www.sertiscorp.com/

098 256 3239

Send message

Price range - Not Applicable

info@sertiscorp.com

Open now  
9:00 AM - 6:00 PM

Business Consultant

https://www.linkedin.com/company/sertis

**Face Detection with Feature Pyramids and Landmarks**

You, Choentawan Dora Jamreonsakri, Anantaya Pornwichianwong and 2 others 4 shares

Information Technology Company

Sertis  
December 9 at 2:00 PM

Why you should care about classical approaches to computer vision

Nowadays, we applied machine learning to various AI-powered solutions, including computer vision solutions covering tasks ranging from object detection and recognition, and optical character recognition, to artistic image generation. Machine learning has a uniform framework that can be easily adapted to new various problems.

Prior to a machine learning-based computer vision, we built a computer vision sol... See more

**Photos** See all

**Videos** See all

**HAPPY Thanks giving DAY**

You, Choentawan Dora Jamreonsakri, Anantaya Pornwichianwong and 1 other 3 shares

**Sertizens in Focus**

หน้าที่ของ UX/UI Designer ที่เซอริทิสทำอะไร??

Sertis  
November 29 at 2:00 PM

"Data is the new oil" คำกล่าวนี้แสดงให้เห็นว่าข้อมูลได้กลายเป็นสินทรัพย์ที่มีคุณค่ามหาศาล เทคโนโลยีสำคัญๆ ไม่ว่าจะเป็นการวิเคราะห์ข้อมูล (Data Analytics) หรือวิทยาศาสตร์ข้อมูล (Data Science) ไปจนถึงแมชชีนเลิร์นนิง (Machine Learning) ที่พัฒนาอย่างต่อเนื่อง ก็จำเป็นต้องอาศัยข้อมูลได้อย่างมีประสิทธิภาพ สร้างโมเดลที่ชาญฉลาด และสามารถวิเคราะห์ข้อมูลได้ละเอียดและลึกกว่าเดิม

เทคโนโลยีด้านข้อมูลสามารถประยุกต์ใช้ในแทบทุกอุตสาหกรรม เทคโนโลยีที่ฝังตัว หรือโมเดลอุปกรณ์เหล่านี้... See more

**ไอโอ ถูกใจแล้ว! ในการจัดการอุตสาหกรรมผลิต**

Nattajit Boonyakard, Choentawan Dora Jamreonsakri and 4 others