Brand

Guidelines

serbus

connect + protect

Strategy

Serbus connects and protects the UK's most critical national services.

Our people are trusted to build and maintain exceptionally secure, highly resilient communications infrastructure so that the information and operations of vital services are always available whenever and wherever they're needed.

Serbus

Our name is Serbus, and that memorable ,recognisable name is one of our core brand assets. Do not capitalise or alter our name. Our name is not 'Serbus Group', 'Serbus IT', 'Serbus Security', or 'Serbus Technology'. It's just Serbus.

Serbus
Connect + protect

'Connect' is about building communication networks. 'Protect' is about delivering them with exceptional security. It's the shortest, sharpest way of explaining what we do as a business.

Secure infrastructure

We advise on, design, and build critical digital infrastructure that can be relied upon

Secure communications

We provide secure communication for vital people and technologies, wherever and whenever it's needed.

Secure services

Our security cleared technical teams can support in-house services or manage them for you

We build the network foundations. We create communication systems on those networks, and we keep them optimised, secure, and running. And we specialise in doing all of this in challenging and changeable environments.

Security that sets us apart

Experience and empathy over ego

Teamwork at all times

Trust built on always delivering

These are the foundations our business is built on. The values that guide and drive us.

Security that sets us apart

We embed high security standards, and a secure mindset, in everything we do

Experience and empathy over ego

We prioritise operational needs, and are selflessly committed to meeting them

Teamwork at all times

We work in partnership, collaborating, learning and adapting as we go

Trust built on always delivering

We actively listen, understand the why, and are dedicated to getting the job done

These behaviours are how we bring our values to life every day, in everything we do and deliver. They define the ways we work.

Our Government message

Secure and resilient interconnected infrastructure, ensuring the UK is the safest place to live and do business.

UK-based, security-first, integrated communications and infrastructure that runs and improves our most critical public services. Securely bringing people and systems together whether wired, wireless, or mobile.

Government customer challenges

• Delivering critical services with lower budgets

• Increasing threat to operations and need for stronger security

• Unpredictable policy changes

Our messages to Government customers

• Enabling critical operations and improvements to public services

• Robust, resilient, and secure communications and ICT infrastructure

• Flexible and trusted UK-based sovereign technical and support services

• Secure and clear communications, even in the most challenging locations

Our defence message

Secure UK-based communications technology, working wherever and whenever you need it.

Flexible sovereign solutions for critical communications infrastructure that works anywhere it's needed. Reliable, secure and ready to evolve, fast.

Defence customer challenges

• Need for sovereign solutions
• Complex operating environments
• Rapidly evolving security threats

Our messages to defence customers

• Agile secure connectivity, where and when you need it
• Proven resilience for your operations, everywhere
• True understanding of secure by design, sovereignty, partnership and interoperability between nations
• Cleared and trusted operations, in and from the UK

Our health message

Specialist digital services, delivering critical support and improving patient care.

Keep patient care available and efficient with reliable, secure, specialised communications infrastructure; delivered by people who care as much as you do.

Health customer challenges
• Minimising disruption to patient care
• Cost saving & efficiency targets
• Increasing threat to operations and need for stronger security

Our messages to health customers
• Enabling transformation that will save lives and improve patient outcomes
• Proven experience in complex clinical environments
• Reliability and security built-in
• Consulting and advisory services

Our industrial message

Robust digital infrastructure that secures your operations and boosts your productivity.

Proven systems for operational technology that put security first. Keep your critical processes running reliably, while making monitoring, optimisation and automation easy.

Industrial customer challenges

• Increasing productivity/OEE
• Increased cyber security threat due to adoption of OT
• Enhancing security while adhering to company guidance/standards
• Inexperience with connected and automated systems

Our messages to industrial customers

• We understand securing the connection of operational tech to IP
• Government-proven reliability and security for your systems
• Flexible 360° maintenance and support, on or off-site
• Cleared and compliant experts working in complex facilities

Our enterprise message

Scalable data centre infrastructure that maximises returns and minimises risks.

UK-based secure infrastructure and services for advanced data centres and enterprise facilities. Support your progress with government-grade cyber security and reliability.

Enterprise customer challenges

• Maintaining resilient systems for Business As Usual
• Rapidly increasing cyber security threat levels
• Urgent need for capacity
• Energy efficiency and ESG targets

Our messages to enterprise customers

• Scalable, secure infrastructure for advanced data centres
• Experienced working with your standards and KPIs, directly or together with partners
• Proven experience with rapid and compliant deployment
• Flexible 360º cyber security and support, on UK soil

Writing principles

Everyword we use is important, across every part of our business. So, no matter your role or title, using these principles will help you to write successfully and consistently.

Everything under control

We may work in complex environments, but we're always the calmest heads (and voices) in the room. We speak with confidence because it breeds confidence in turn. Our customers are assured they're in safe hands.

Clarity for cut-through

We keep our words simple, sensible and straightforward. We get to the point quickly and clearly. We use everyday language, contractions, and sentence-style capitalisation to make sure we cut through the noise.

Always the specialist

We share our insight and show how well we know our chosen sectors and environments. We speak our customers' language. We use an active voice. And we focus on what matters. This all helps us form close relationships.

Style guide

Write for all readers.

Different audiences will have different levels of interest and understanding. Help everyone by grouping related ideas together and using clear headers and subheads.

Focusyourmessage.

Lead with your main point or the most important details in all sentences, paragraphs, sections, and pages.

Be concise and precise.

Choose shorter words and have no more than 20 in each sentence. Avoid any unnecessary or vague language.

Do use contractions.

Especially if it feels natural to do so. These help us feel and sound less formal, more a pproa cha ble.

Capitalise correctly.

We use sentence-style capitalisation when writing copy. This applies when our strapline appears on its own, i.e. *Connect and protect*. Our brand name and product brands should be treated as proper nouns and therefore capitalised, i.e. *Serbus Control*.

Establish full names.

The first mention of a product brand in our writing should include our brand name, i.e. *Serbus Handsets*. Any further mention can be shortened to just *Handsets*.

Establish industry terms.

Similarly, the first mention of industry acronyms and abbreviations should be written out in full. Any further mention can be shortened.

Writing principles

Style guide

Avoid the passive voice.

This is where the subject of a sentence has the action done to it, rather than the subject doing the action. Scan your writing for words like "was" and "by" and rework where required.

Avoid technical jargon.

We always aim to make the complex clear and simple. If technical terms are necessary, be precise about their meaning to help people who aren't familiar with the subject.

Avoid heavy repetition.

Always scan your writing for repeated words or phrases that feel too close together, and rework. Heavy repetition of our brand name, for example, should always be avoided.

Avoid unnecessary ego.

We're confident about our capabilities and we're always in control. But this shouldn't ever creep into arrogance. We don't talk down to anyone or act as if we're above them.

Visual Identity

Logo

Our wordmark is the most important element of our visual identity.
It's a bold and distinctive signifier of the Serbus brand. Built on clarity, adaptability, and control, its rounded, modular letterforms feel engineered and precise, while the lowercase construction adds a sense of approachability and modernity.

serbus

Logo

Our wordmark may appear in any of our core brand colours: Signal Yellow, Stealth Black, Ice Grey, or Tactical Green. Always choose the version that provides the strongest contrast and clarity within your layout.
If your background is light, use the logo in Stealth Black. If your background is dark, use the logo in Signal Yellow, Ice Grey, or Tactical Green, depending on which provides the clearest visibility.

Strapline

The Serbus strapline, "connect + protect", captures the brand's core purpose in a concise, memorable way. It expresses the dual commitment to building secure connections and safeguarding what matters most. The strapline is always set in lowercase, mirroring the typography of the Serbus logo and reinforcing visual cohesion across the identity.

connect + protect

Strapline

The "connect + protect" strapline is designed to be a flexible, adaptable brand element, just like Serbus itself. Its position within a layout can shift as needed, moving around the page to suit the design and content, allowing for dynamic, contemporary compositions that feel fresh while remaining on-brand.

When using it in this way, it's important to maintain consistency and legibility. In most instances, the height of the strapline should align with the crossbar of the letter "e" in the Serbus wordmark. This can be adjusted in increments, but it should always align with an element within the logo, and its baseline should always match the logo's baseline. This visual relationship ensures the strapline and core logo work in harmony, no matter where it appears.

serbus

connect + protect

serbus

connect + pro

Monogram

To accompany our logo, we also use a monogram. It's a bold, minimal mark that captures the essence of the Serbus brand in its simplest form. Formed from the lowercase "s", it shares the same rounded, modular structure as the wordmark, reinforcing clarity, control, and engineered precision. Its balanced, geometric form ensures it remains instantly recognisable, even at small sizes. Confident and contained, it reflects the Serbus approach: focused, adaptable, and always in control.
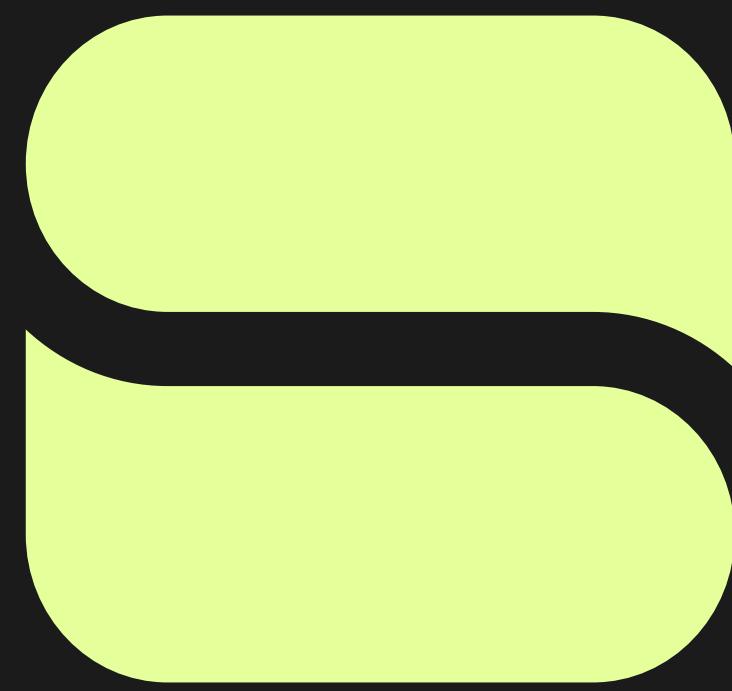
Monogram

Designed for versatility, the monogram works particularly well in compact formats, such as favicons, social media icons, security badges, and watermark applications, where the full logotype may not be practical.
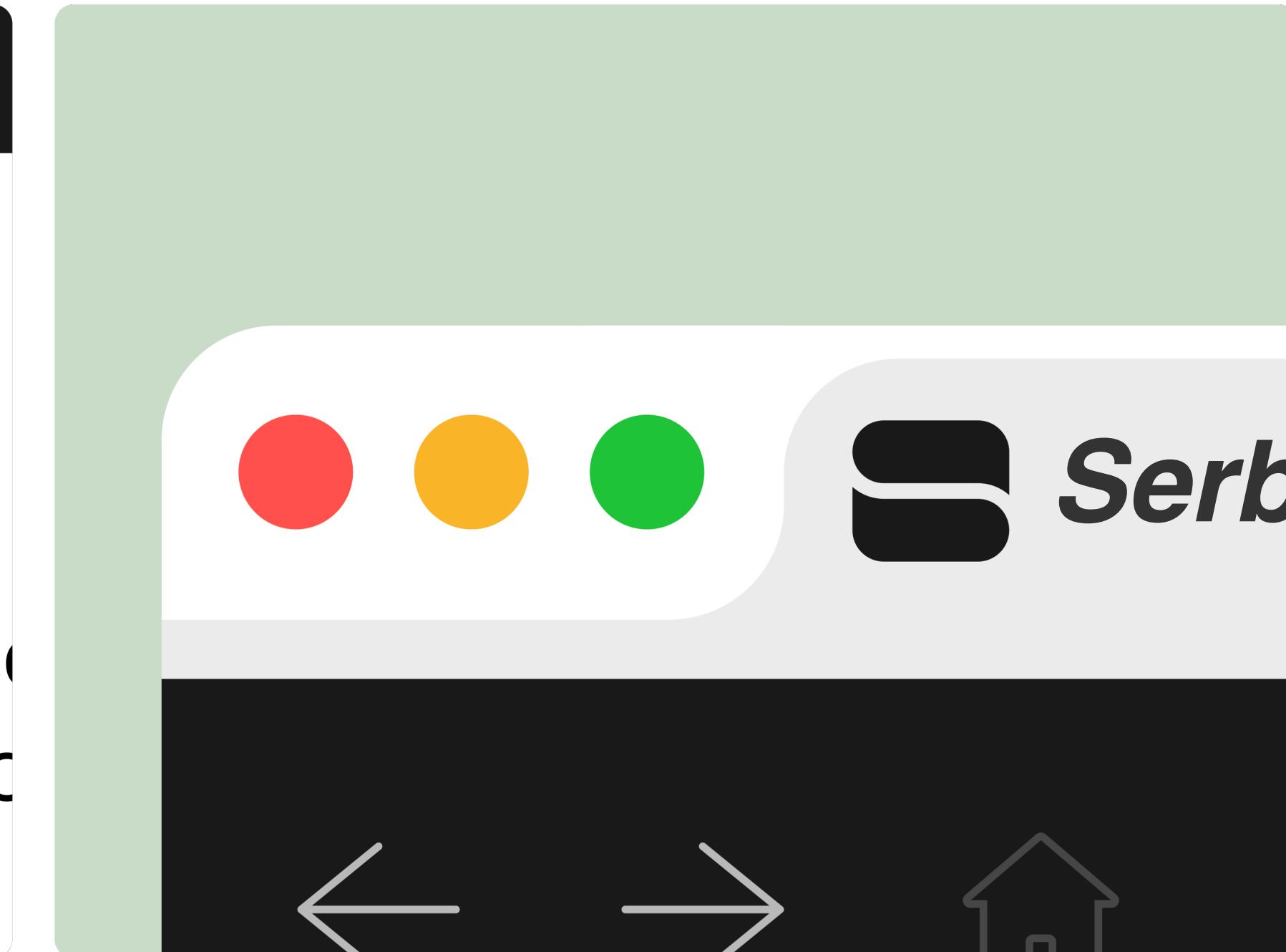
Lock-up

The Serbus lock-up combines the monogram with the wordmark to create a single, recognisable brand signature.

It brings together the clarity of the wordmark and the bold simplicity of the monogram, forming a complete and balanced expression of the Serbus identity.

This lock-up can be used with or without the strapline "connect + protect", depending on the context and communication need.

Clear space

To maintain visibility and impact, always surround the logo with sufficient clear space. This space ensures the logo is not crowded by other elements such as text, imagery, or graphic shapes. The minimum required clear space is defined by the width of the lowercase "r" in the Serbus wordmark. This rule applies consistently across all versions of the logo: • With or without the monogram • With or without the strapline • When using the monogram on its own No other elements should enter this protected area. Respecting this space ensures the logo always has room to breathe and appears with clarity and authority in every application.

Minimum size

To maintain clarity and legibility across all applications, the Serbus wordmark, monogram, and lock-up must not be scaled below the specified minimum sizes. These limits ensure each element remains recognisable and performs consistently across both print and digital environments. In space-constrained applications, always default to the monogram for maximum legibility.
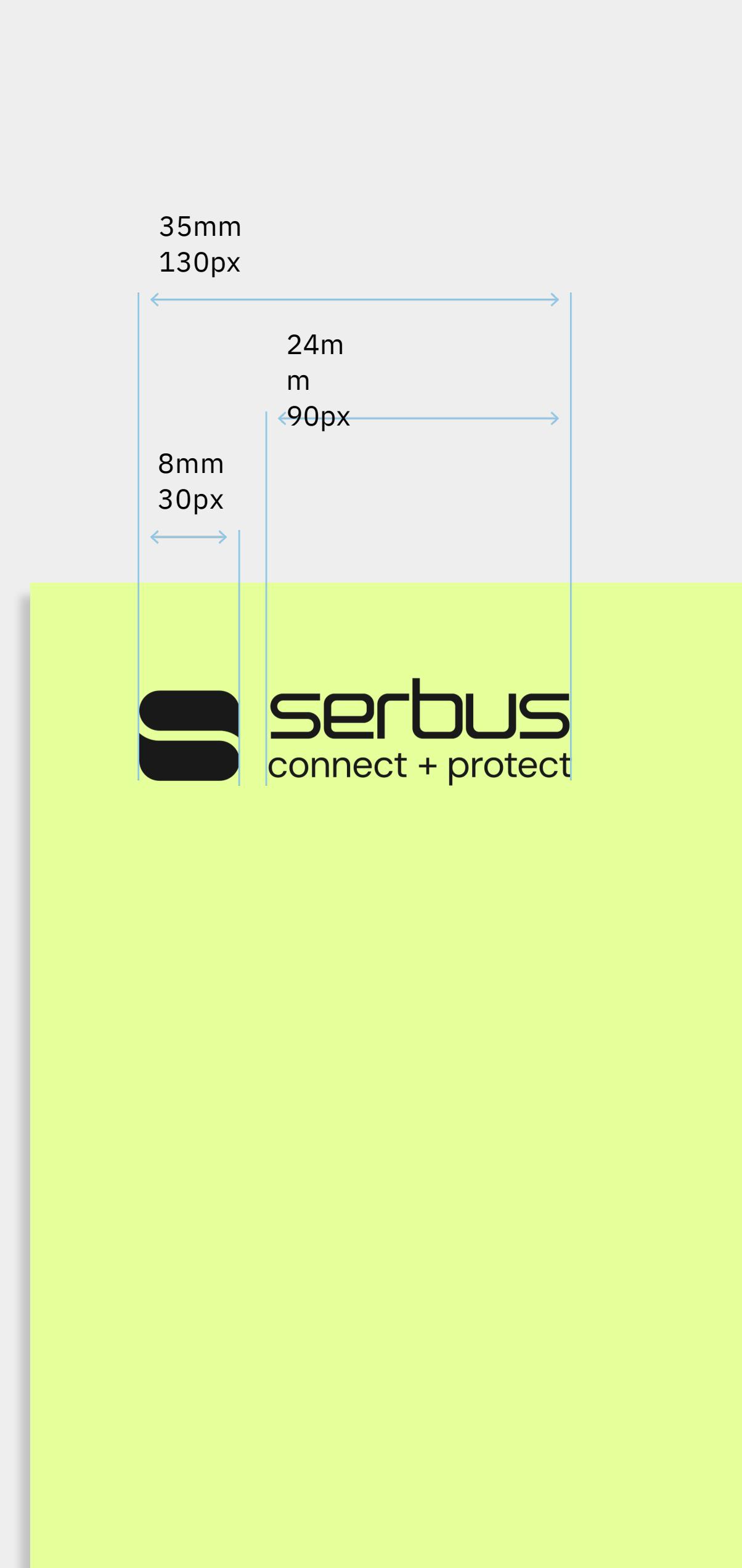
35mm
130px

24mm
90px

8mm
30px

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serbus
connect + protect

Product brands

Our product brand lock-up brings the Serbus wordmark, monogram, and product name together in a single, unified structure. It allows Serbus to clearly brand proprietary tools, platforms, or service lines while maintaining a strong connection to the core brand. To ensure consistency, the Serbus wordmark should align with the top half of the monogram, and the product name should align with the bottom half of the monogram. Use lowercase for product names to match the Serbus wordmark. Exceptions can be made for established product names or acronyms that require capitalisation. Keep names short, functional, and focused. This system ensures every product or offer feels like part of the same trusted ecosystem, engineered, intentional, and always in sync with the Serbus brand.

serbus handset

serbus OCaaS™

Colour

The Serbus colour palette is built for clarity, control, and flexibility. It consists of a primary palette for core brand communications and a secondary palette for supporting visuals. **Primary Palette** The primary palette includes: • Signal Yellow (visibility and focus) • Stealth Black (strength and control) • Tactical Green (calm authority) • Ice Grey (clarity and structure) These colours form the foundation of the Serbus brand. Tints of all colours, including secondary colours, can be used to add depth, variation, and flexibility across layouts and backgrounds. **Secondary Palette** The secondary palette can be used sparingly to introduce visual interest and support items like charts, graphs, infographics, and other data-driven content. These colours should never dominate - they are there to support the core palette and maintain brand consistency.

CMYK 12/2/45/0
RGB 229/255/155
HEX E5FF9B

CMYK 83/62/67/78
RGB 27/27/27
HEX 1B1B1B
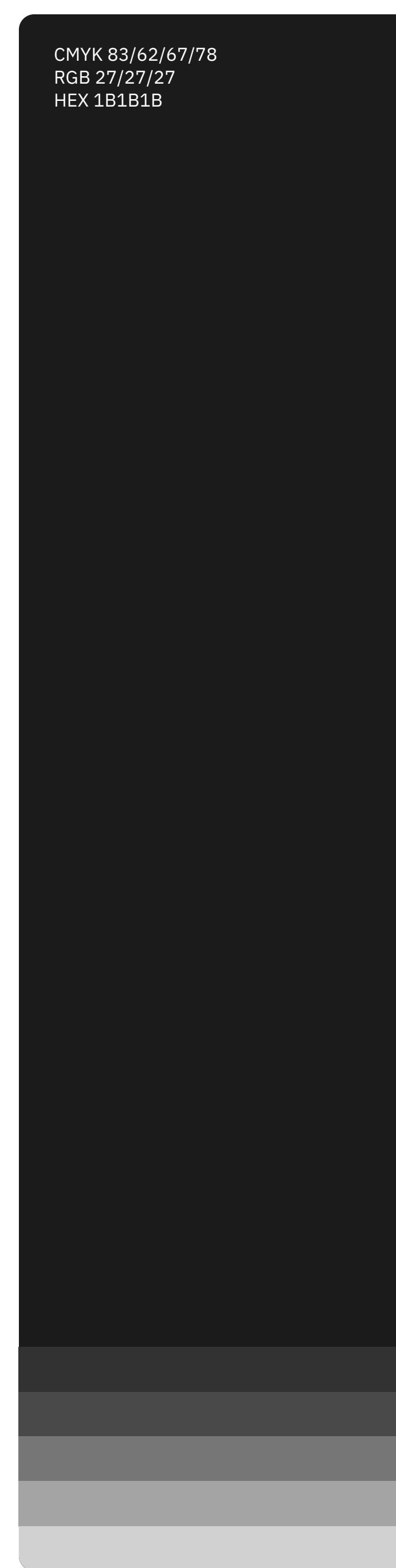
CMYK 20/3/20/0
RGB 204/220/200
HEX CCDCC8
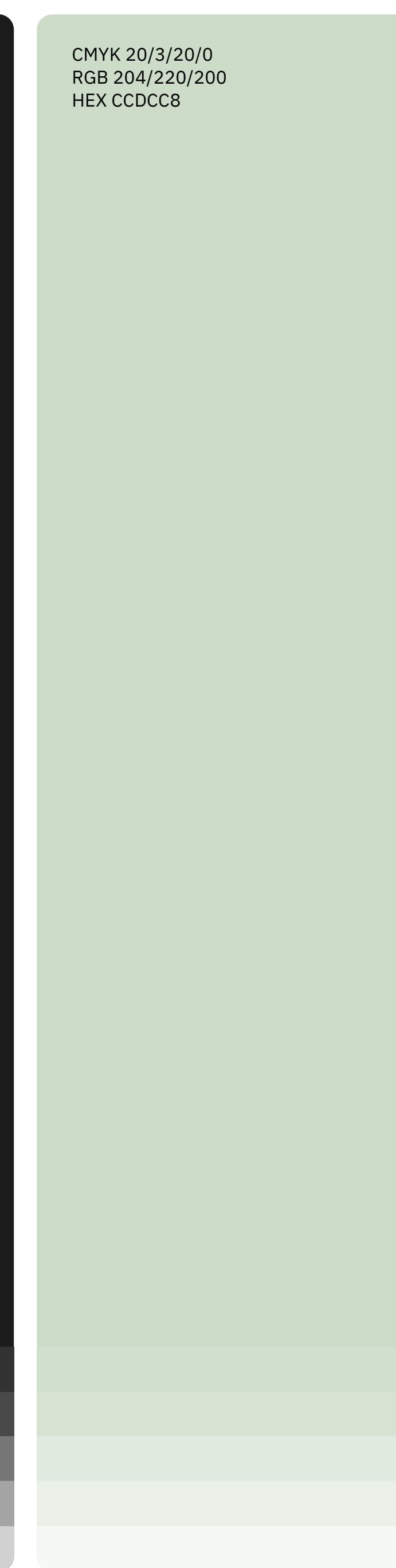
CMYK 0/0/0/5
RGB 238/238/238
HEX EEEEEE
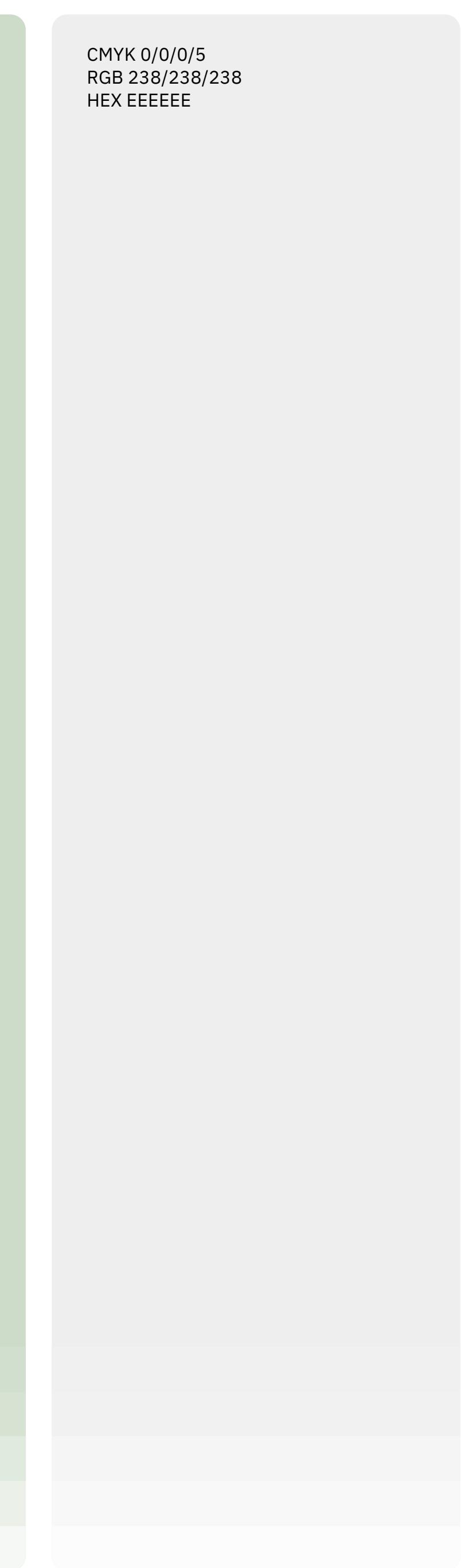
CMYK 42/7/2/0
RGB 141/200/232
HEX 8DC8E8

CMYK 82/50/0/0
RGB 48/97/27
HEX 3061CB

CMYK 38/48/0/0
RGB 134/97/197
HEX 8661C5

CMYK 90/100/0/0
RGB 78/48/120
HEX 4E3078

CMYK 0/62/60/0
RGB 236/103/88
HEX EC6758

CMYK 87/50/51/26
RGB 34/91/98
HEX 225B62

CMYK 45/27/23/0
RGB 147/167/180
HEX 93A7B4

CMYK 0/74/82/0
RGB 255/92/57
HEX FF5C39

Typography

Typography playsakeyrolein communicating the clarity, confidence, and technicalprecisionoftheSerbus brand.
DM Sans is ourprimarytypeface. Clean, contemporary,andhighlylegible, it pairs seamlesslywiththeSerbus logo and supportsawiderangeof applications, from user interfaces to long-form content.
Its simplicityandflexibilityreflectthe Serbus approach:clear,direct,andbuilt to performinhigh-trustenvironments.
DM Monoisoursupportingtypeface. With subtlelinkstodata,coding,and system logic,itbringsatechnical

edge to thebrandandcanbeused for infographics,diagrams,interface elements, orshort-formemphasis.
Both DM SansandDMMonoare available to downloadforfreefrom Google Fonts,makingthemaccessible for both internalteamsandexternal partners.
Download DMSans
Download DMMono

DM
Sans

DM
Mono

Li g ht
Regular
Medium
Semi Bold
Bold

Light Regular
Medium

Typography

DM Sans is used across all core text styles, including headlines, introductions, and body copy. Its clarity and versatility make it suitable for both digital and print, supporting everything from long-form communication to quick-scan layouts.
DM Mono is used for smaller, supporting details, such as eyebrow headings, buttons, annotations, figures, and labels within charts, infographics, and technical diagrams. It adds a subtle connection to the world of code and data, reinforcing the brand's technical credibility without overwhelming the design.

Eyebrow ——————

TRIED AND TESTED

Headline ——————

Digital services

Introduction ——————

Os niavoloritibusincidelenditatemqueeesedipisinnon lorem nulparumimus delit,con nonsedisdolorequismavoluptasped ulla numquam illuptatet macorumsedipsum.

Body ——————

Os nia voloritibus inci delendi tatemque esedipisin non nulparum imus delit, con nonse dis dolore quis ma voluptasped ulla numquam illuptatet ma corum iducipis et fuga nam ad ut facepta speria et eaquisq uidessin reiumqui dent et archill uptiusae por mos quae d.

Button ——————

LEARN MORE

Highlight device

The Serbus highlight device is a subtle but distinctive brand element, inspired by the world of technical review, where information is scanned, marked up, and refined. It's a visual cue for focus, clarity, and precision, reflecting the behind-the-scenes discipline that ensures things aren't just done, but done right.

Used to draw attention to key information, it brings a clear, editorial feel to communications while reinforcing Serbus's connection to critical infrastructure and secure environments.

The highlight can also suggest redacted or classified content - a simple way to show how seriously we take security and discretion.

Reliable networks can be a ==lifesaver==

Securing critical infrastructure to ==JSP 604 standards,== ITM deploys in-house, CIDA-trained, security-cleared personnel for defence projects. Our commitment ensures reliable and resilient infrastructure in secure environments.

As a defence specialist, the company classifies a wide range of sensitive information to protect national security interests and ensure the integrity of critical operations. For example, the technical ████████████████████████████s of its secure tactical communication systems are considered classified. This includes ████ ███████████████████████████████████s, and system vulnerabilities identified during penetration testing.

Thanks