



S I L I C O N O V E R D R I V E C O R P O R A T E I D E N T I T Y (C I) G U I D E L I N E S

V 1 . 3

Silicon 
Overdrive

Table of Contents

Brand Overview.....	1
Name Usage.....	2
Logo Usage.....	3
Brand Colors.....	5
Fonts.....	8
Messaging & Tone of Voice.....	9
Contact & Approval.....	10

Brand Overview

ABOUT SILICON OVERDRIVE

Founded in 1995 by a team of dedicated tech enthusiasts and, fuelled by all things innovative and exciting in the world of technology, Silicon Overdrive has always aimed to transform how growing businesses view and experience IT support and solutions. With our expertise and passion for the latest tech advancements, we have consistently provided our valued customers with cost-effective, customer-centric, reliable, and personalized support.

Headquartered in **Cape Town, South Africa**, with teams in **Nairobi, Kenya**, **Dublin, Ireland**, and a recently launched presence in **London, United Kingdom**, and with over 30 years of experience, we have grown into a respected industry advisor. Our unwavering commitment to excellence has positioned us at the forefront of information technology, software development, and cloud computing sectors.

We assist customers in migrating, securing, optimizing, and managing their IT and Cloud infrastructures, as well as achieving and maintaining security compliance. Partnering with Silicon Overdrive, you can rest assured that a team of seasoned IT experts are working on your behalf propelling your business to new heights of success.

Some of our customers include DPO PayGate, Electrum Payments, Intimate Data, OZOW, Alligator, TB HIV Care, African Bank, HomeChoice, PriceCheck, Primedia, University of Pretoria, and many Agriculture, Financial Services, Education, Healthcare, Manufacturing, Media, Nonprofit, Retail and Technology companies.

As an AWS Premier Partner, Microsoft Modern Work and Infrastructure Azure Solution Partner, and Trend Micro Bronze Partner, Silicon Overdrive boasts expertise in various areas from Amazon Web Services (AWS), Microsoft Azure, and Microsoft 365 to ICT security, compliance and auditing, WordPress website design and maintenance, and software development, we have you covered. We support customers across diverse industries such as Financial Services, Retail, Higher Education, Healthcare, Manufacturing, Media, Non-Profit, and Technology.

Name Usage

CORRECT USAGE

The company name must always be written as:

Silicon Overdrive

A FEW RULES

- "Silicon Overdrive" must always appear on the same line.
- Both words must be capitalised.
- Do not abbreviate or alter the name unless explicitly approved.

INCORRECT EXAMPLES

- Silicon
Overdrive
- silicon overdrive
- SiliconOverdrive
- Silicon-Overdrive
- Overdrive
- SO

Logo Usage

SILICON OVERDRIVE

PRIMARY LOGO

Use the official Silicon Overdrive logo for all external materials.

Light Backgrounds
(Dark Blue Logo with Gradient Icon)



Use this logo on light backgrounds:
White, Light Grey, Light Blues, etc.

Dark Backgrounds
(Solid White Logo)



Use this logo on dark backgrounds: Black,
Dark Grey, Dark Colours, etc.

Maintain adequate spacing around the logo to ensure visibility.

CORRECT USAGE EXAMPLES



Incorrect Logo Usage

S I L I C O N O V E R D R I V E



Do not stretch or distort logo.



Do not recolor the logo.



Do not add effects such as shadows or glows.



Do not rotate logo.



Do not place the logo on visually cluttered backgrounds.



Do add a background overlay.

Brand Colours

PRIMARY COLOURS



HEX: #0089D6
CMYK: 100,36,0,16
Pantone: Process Blue C

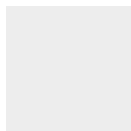


HEX: #002A41
CMYK: 100,35,0,75
Pantone: 539 C / 2965 C



HEX: #000000
CMYK: 0,0,0,100
Only use for copy, not visuals

SECONDARY COLOURS



HEX: #EDED ED
CMYK: 0,0,0,7
Pantone: Cool Gray 1 C



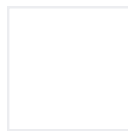
HEX: #FF9900
CMYK: 0,40,100,0
Pantone: 714 C / 1375 C



HEX: #31B0F5
CMYK: 80,28,0,4
Pantone: 299 C



HEX: #00507A
CMYK: 100,34,0,52
Pantone: 7693 C



HEX: #FFFFFF
CMYK: 0,0,0,0

USAGE GUIDELINES

- **Primary colours** should be used for key brand elements.
- **Secondary colours** can be used for backgrounds and supporting visuals.
- Do not modify brand colours.
- Only use Orange (#FF9900) with assets involving AWS.

Fonts

S O C I A L M E D I A

MAIN HEADING – POPPINS BOLD

- Uppercase
- Line spacing: 1
- Letter spacing: 0
- Font size: Min 30px | Max 40px

SUB-HEADING – POPPINS LIGHT

- Uppercase
- Line spacing: 1
- Letter spacing: 0
- Font size: Min 20px | Max 24px

Paragraph copy – Poppins

- Sentence case
- Line spacing: 1.2
- Letter spacing: 0
- Font size: Min 8px | Max 12px

Messaging & Tone of Voice

Please use American English.

TONE OF **VOICE**

- Professional
- Clear
- Technical
- Confident

WHAT TO **AVOID**

- Overly promotional language
- Slang
- Excessive buzzwords
- Contractions (e.g. don't, won't)

Contact & Approval

For questions regarding brand usage or approval of marketing materials, please contact:

Silicon Overdrive Marketing Team

Head of Marketing

Jerusiah Pather

jerusiah@overdrive.co.za

021 448 5759