



● THE SYSADMIN.EXPRESS BRAND

IT you don't have to think about.

We take care of all your IT — from computers and networks to websites, whole systems, and security. Quietly and around the clock, so you can focus on what you do best.

While you run the business, we make sure everything just works.

● 01 — HISTORY

Why we refreshed our mark

In our line of work, red usually reads as alarm — danger, an outage, something broke. We decided that in our mark it would mean the exact opposite: calm and protection.

~~alarm-signal~~ → mark of **protection**

The same confident red — now with a brighter meaning. It's the one watching alongside you, on your side. A calm sentinel that stays awake while you work.

Less drama, more trust. Same color, better meaning.

• 02 — BRAND

What stands behind the mark

Three things we promise everyone who works with us.

01



We protect.

We stand between your business and whatever threatens it — from a random glitch to an attempted breach. We do our best work when you never even think about it.

02



We know.

Behind the calm is experience. We watch your systems every day, so we catch a problem before it ever becomes yours.

03



We care.

We treat your systems like our own. We don't disappear once the setup is done — we stick around.

Peace of mind means someone's
keeping watch.
That someone just isn't you.

The logo



What you're looking at

The red circle is a field of view — the space under watch. The dark silhouette inside is our sentinel. The bright horizontal bar is its steady gaze that never dims.

Usage rules

- DO keep clear space around it — at least a quarter of the circle's diameter.
- DO place it on a dark background — that's where the mark looks its best.
- DO scale it proportionally — and at small sizes (under 24px) use the simplified version without the glowing bar.
- DO use the single-color version — white or black — on a busy background or in print.
- DON'T stretch, squash, tilt, or mirror it.
- DON'T recolor the circle or let cyan take the lead — red is always the lead color.
- DON'T add shadows, outlines, or any outer glow beyond the mark's own cyan visor.

Colors

A deep near-black for calm. Red for confidence. A single drop of cyan — like a pilot light that says we're online.

Click any color to copy its code.

Canvas

the depth it all rests on

#06070b

Card

surfaces and blocks

#0b0d14

Signal red

glow and accents

#ff3b3b

Primary red

buttons and the main action

#e11d48

Deep red

shadows and depth

#be123c

Cyan

a light accent only

#22d3ee

Bright text

primary text

#e6e9f0

Calm text

secondary text

#b6becc

Quiet text

small captions

#8a93a6

● 05 — FONTS

Fonts

Space Grotesk FOR HEADINGS

Crisp, modern, confident.

Always on watch

Inter FOR BODY TEXT

Calm and easy to read, even in long stretches.

We watch over your systems quietly, around the clock.

JetBrains Mono

FOR DETAILS

For technical details and codes.
Every character in its place.

#e11d48 ·
sysadmin.express

All three fonts are free and available to everyone.

● 06 — HOW WE TALK

How we talk

We write the way we talk to you — calm and clear. No scare tactics, no jargon.

● WE SAY

"All under control. It's set up — you're good to go."

× NOT

"WARNING! Critical threat! Your data is at risk!!!"

● WE SAY

"Caught a small thing and fixed it before it became a problem."

× NOT

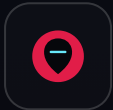
"Proactive incident monitoring was performed, with subsequent escalation."

One period says more than three
exclamation points.

07 — DOWNLOAD

Download

Everything below is free to download and use — if you work with us or you're spreading the word about us. No need to ask first.



Logo

Our mark in vector and image form — for websites, decks, and documents.

Format: SVG + PNG

Download SVG

PNG



Icons

A set of icons for your site and browser tabs, in a range of sizes.

Format: `favicons.zip`

Download



Fonts

All three of our fonts in one archive.

Format: `fonts.zip` (TTF + woff2)

Download



Brand guide

The complete brand guide: colors, fonts, and rules in a single file.

Format: `brandbook.pdf`

Download

We ask just one thing: don't alter the mark itself.

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Let's talk about your business

The first conversation is free, with no strings attached. Tell us what's broken, and we'll be straight with you about whether we can help. We talk like real people — no jargon.

service@sysadmin.express

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