

# Brand Guidelines

# SCL Digital Agency Brand Guidelines

## Table of Contents

|                   |    |
|-------------------|----|
| Overview          | 01 |
| Logo              | 02 |
| Color             | 03 |
| Typography        | 04 |
| Examples of Usage | 05 |

# 01. Overview

# Who we are

SCL Digital Agency (SCL DA) founded by Shinsa Lyonga Lomboto is a software creative lab and digital agency dedicated to developing scalable solutions for real-world problems. Operating on a unique dual-engine model, we function as both a product innovation lab and a specialized client-facing agency. We don't just offer services; we are builders who design, develop, and launch our own digital products internally before offering those proven capabilities to our partners.

Our core philosophy is simple: every product we build is a meaningful solution to a specific challenge. By partnering with founders, entrepreneurs, and visionaries, we provide the essential infrastructure and strategic execution needed to transform ambitious ideas into scalable, market-ready businesses. At SCL DA, we combine practical expertise with a commitment to building high-quality intellectual property, positioning ourselves as a premium innovation partner for those ready to build the future.

# Background

Company Background: SCL Digital Agency (SCL DA)

## Executive Summary

SCL Digital Agency (SCL DA) is a premier software creative lab and digital agency dedicated to engineering scalable solutions for real-world problems. Operating on a unique dual-engine model, the company seamlessly functions as both an internal product innovation lab and a specialized, client-facing enterprise agency.

Rather than acting as a traditional services provider, SCL DA positions itself as a team of active builders. The agency designs, develops, and launches its own proprietary digital products internally, using these market-proven capabilities to deliver elite infrastructure and engineering to its external partners.

## Core Philosophy & Approach

The foundational ethos of SCL DA is straightforward: every product built must serve as a meaningful solution to a specific challenge. The agency cuts through traditional development complexity by focusing on high-quality intellectual property, robust architectural execution, and sustainable digital infrastructure. By prioritizing proven internal methodologies before deploying them into client environments, SCL DA ensures that every engineered solution is stable, high-performing, and market-resilient.

## Operational Pillars

The Innovation Lab (Internal Engine): Ideating, prototyping, and launching proprietary software, automation tools, and MVP platforms. This serves as the R&D proving ground for the agency's technical stack.

The Client Agency (External Engine): Partnering directly with founders, entrepreneurs, and visionaries to provide the essential technical infrastructure, strategic execution, and engineering expertise required to scale ambitious ideas into market-ready businesses.

## Value Proposition

SCL DA combines deep practical engineering expertise with a firm commitment to building high-value intellectual property. By acting as a premium innovation partner, the agency offers technical sovereignty and strategic execution for forward-thinking enterprises ready to build the future.

02. Logo

# We use our logo with pride and fill it with meaning

In order to convey the evolution of SCL Digital Agency, and to align with our strategy of less-is-more, we've updated the logo to a more streamlined and modern execution.

The image shows the SCL DA logo in a purple, sans-serif font. The letters are bold and modern. The logo is centered within a white rectangular box that has a thin grey border.The image shows the SCL DA logo in a white, sans-serif font. The letters are bold and modern. The logo is centered within a dark purple rectangular box.

03.Color

# Color Palette



# 04. Typography

# Typography

## Our Primary Font

# Manrope

## About

Manrope is our primary brand font.

It's used for headlines/text labels and can be used for paragraph text as well.

Use the Light weight in most instances.

Use the Medium or Semi-Bold weights to create emphasis within headlines or, at smaller sizes, to create proper balance in your text layouts.

Do not use the Bold/Extra-Bold weights.

# Typography

## Our Secondary Font

# Heebo

## About

Heebo is used for paragraph text and small labels.

Heebo is currently only used in limited places to reduce complexity for teams. Designers should use Heebo, but non-designers will rely solely on the use of Manrope for presentations and other docs.

# Typography

## Fallback Fonts

Helvetica Neue  
Arial

## About

If you are not able to use Manrope and Heebo (and all options to use them have been exhausted), use Helvetica Neue Light (Mac) or Arial Regular (PC). This is not ideal, but it will somewhat approximate the typography styles of the brand.

## Typography Example

# This is an example of a headline 72px Manrope light

If a subhead is needed, try and make it a weight that sits comfortably between the headlines and the body copy. Here we're using a medium weight of Manrope.

Here is how some smaller body copy can be used to create some size contrast. Body copy is used for text that requires a paragraph format. For this example, we're using Heebo light at 20 px. It's best to consider this an example and not a rule, as font sized will vary depending on the use case. One size may work well for web applications, but something different may be appropriate for a white paper. Always make sure body copy is legible to the reader. Here is how some smaller body copy can be used to create some size contrast.

Body copy is used for text that requires a paragraph format. For this example, we're using Heebo light at 20 px. It's best to consider this an example and not a rule, as font sized will vary depending on the use case. One size may work well for web applications, but something different may be appropriate for a white paper. Always make sure body copy is legible to the reader.

## 05.Examples of Usage





SCL DA

Shinsa Lyonga Lomboto  
CEO

Cape Town, South Africa  
+2774 019 4690  
Shinsa@Softwarecreativelabs.com

SCL DA





SCL DA

## Product Launch Event

An SCL Digital Agency showcase of  
new digital systems and ideas.



# Thank You

[www.softwarecreativelabs.com](http://www.softwarecreativelabs.com)

Credits

Creative Direction

Shinsa Lyonga Lomboto

Brand Identity & Design

Shinsa Lyonga Lomboto

Strategy & Systems

Shinsa Lyonga Lomboto

Mockups & Visual Presentation

Shinsa Lyonga Lomboto

**SCL DA**