



# Adfinis. Style Guide.

2025

# Welcome to the **Adfinis Style Guide**

First and foremost, thank you for being part of the Adfinis team. Your work plays a vital role in shaping who we are and how we are perceived. At Adfinis, we take pride in living our core values of openness, collaboration, and innovation. These principles not only define how we work together but also how we present ourselves to the world.

This style guide is your essential resource for maintaining consistency and quality across all aspects of our brand. It covers everything from defining our brand identity and corporate design to ensuring a cohesive digital presence, creating impactful print materials, and fostering accessibility and inclusivity in all we do. You'll also find templates and assets to streamline your work, helping you bring the Adfinis brand to life with clarity and creativity.

Together, let's build a unified and inspiring brand experience that reflects the values we stand for.

Kind regards,  
Your Communication Department  
[communication@adfinis.com](mailto:communication@adfinis.com)

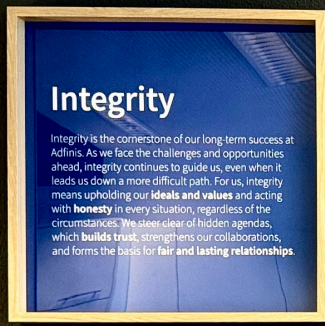
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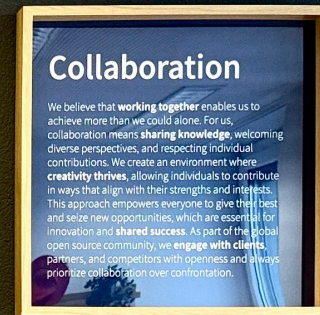


## Our Values



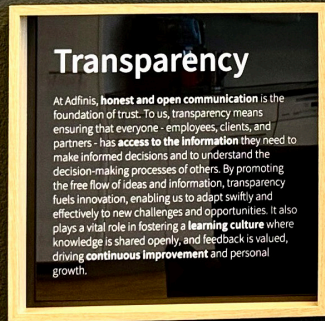
### Integrity

Integrity is the cornerstone of our long-term success at Adfinis. As we face the challenges and opportunities ahead, integrity continues to guide us, even when it leads us down a more difficult path. For us, integrity means upholding our **Ideals and values** and acting with **honesty** in every situation, regardless of the circumstances. We steer clear of hidden agendas, which **builds trust**, strengthens our collaborations, and forms the basis for **fair and lasting relationships**.



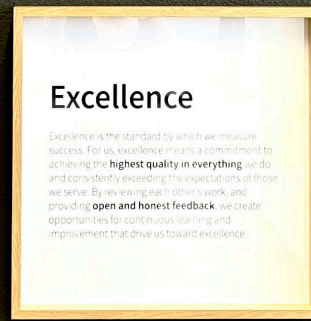
### Collaboration

We believe that **working together** enables us to achieve more than we could alone. For us, collaboration means **sharing knowledge**, welcoming diverse perspectives, and respecting individual contributions. We create an environment where **creativity thrives**, allowing individuals to contribute in ways that align with their strengths and interests. This approach empowers everyone to give their best and seize new opportunities, which are essential for innovation and **shared success**. As part of the global open source community, we **engage with clients**, partners, and competitors with openness and always prioritize collaboration over confrontation.



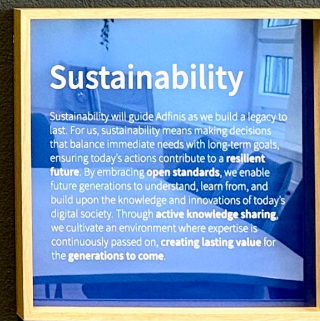
### Transparency

At Adfinis, **honest and open communication** is the foundation of trust. To us, transparency means ensuring that everyone - employees, clients, and partners - has **access to the information** they need to make informed decisions and to understand the decision-making processes of others. By promoting the free flow of ideas and information, transparency fuels innovation, enabling us to adapt swiftly and effectively to new challenges and opportunities. It also plays a vital role in fostering a **learning culture** where knowledge is shared openly, and feedback is valued, driving **continuous improvement** and personal growth.



### Excellence

Excellence is the standard by which we measure success. For us, excellence means a commitment to achieving the **highest quality in everything** we do and consistently exceeding the expectations of those we serve. By reviewing each other's work, and providing **open and honest feedback**, we create opportunities for continuous learning and improvement that drive us toward excellence.



### Sustainability

Sustainability will guide Adfinis as we build a legacy to last. For us, sustainability means making decisions that balance immediate needs with long-term goals, ensuring today's actions contribute to a **resilient future**. By embracing **open standards**, we enable future generations to understand, learn from, and build upon the knowledge and innovations of today's digital society. Through **active knowledge sharing**, we cultivate an environment where expertise is continuously passed on, **creating lasting value** for the generations to come.



# Brand Identity



# Brand Messaging

## We Live Open Source!

Adfinis is a leading provider of open source services, delivering **innovative, sustainable, and resilient IT solutions**. With an international presence in Switzerland, the Netherlands, Germany, Australia, New Zealand and Egypt, our team of experts helps clients harness the full potential of open source technologies.

Our **core values** guide everything we do. We empower clients with **freedom and flexibility** with a **no vendor lock-in** approach and actively engaging with the global **open source community**. Our culture promotes collaboration, efficiency, and sincerity, ensuring a seamless and effective service experience.

Our expertise spans a wide range of today's IT challenges. We bring **strong capabilities in modern cloud-native environments** and **developer experience**, combined with a **proven track record** in foundational areas like **server management, virtualization, and infrastructure as code**.

Our solutions in **cybersecurity** and **digital sovereignty** ensure **trust, compliance, and control** over data and infrastructure. Additionally, our **custom development services** round out our offering—helping organizations enhance **business agility** and adapt quickly to evolving needs.

Our services **cover the entire IT lifecycle** - from strategy to execution. We provide **consulting and planning** to kick off each project based on **best practices**, deliver **engineering expertise** to optimize efficiency in your environment, and offer **24/7 managed services** to ensure seamless, reliable operations.

Adfinis: Potential. **Unlocked.**

# Vision

The vision is our guidance into the far future; a goal that aims high - something we all strive for and we won't reach today or tomorrow, but hopefully in a couple of years.

*“As a company, we shape a world of **innovative, sustainable and resilient** IT solutions built on trustworthy **Open Source** technology to unlock the full potential of our customers.”*

# Mission

The mission describes what we do on our day-to-day base, it defines our business, its objectives and our approach to reach those objectives.

*“Our mission is to **foster Open Source** technology, deliver **high-quality** work, and **run mission-critical systems around the clock** so our customers can **focus on their core business**. By working with us, customers are **liberated from vendor lock-in** and are one step ahead of their competition.”*

# Claim

The claim is the brand core and describes our core values shortly and concisely.

**Plan.** Innovatively

**Build.** Sustainably

**Run.** Resiliently

(Explanation: so that our customers get their...)

“Potential. **Unlocked.**”

# Core Values



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# Code of Conduct

Common sense is the best guide inside Adfinis. While e.g. technical topics should be discussed controversially and different views are desired, there are other areas where general principles apply.

We expect this Code of Conduct to be lived by all our employees. It does not cover all areas and is by no means complete-it defines our basic understanding of a shared and collaborative environment and our common goals.

## We are...

1. **...part of the community!** We use open source technologies and try, wherever possible, to contribute our share to the success and further development of the projects we use. We do this by returning / submitting code, patches, bugs etc. to upstream projects whenever possible. We use public discussion channels and help other users with our expertise.
2. **...open**, empathic and patient! We work together to create solutions and assume the good will of everyone involved. Our cooperation with each other is not only based on honesty, but also on the desire to approach each other openly. We do our best to be empathetic and deal with each other professionally, even in difficult situations.
3. **...collaborative!** Our solutions are used by many different people, and we are inspired by ideas of others or use their products. This give and take must be preserved. Therefore, we try to explain ideas and thoughts to other people and help them to use our services and products in the best possible way. Through our collaborative work, we create an environment in which a lively exchange takes place, from which all participants benefit.
4. **...curious!** Nobody knows all! Asking questions early on helps to prevent many problems later - questions are therefore always welcome! We try to answer questions seriously and in detail.
5. **...courageous!** We do not strive for the minimum and go the last mile. Top performance in terms of friendliness, helpfulness and technical expertise is our aspiration.
6. **...careful to choose our words wisely!** We act professionally in all situations and take responsibility for what we say and write. We are decent to others and do not insult anyone. We resolve differences in constructive discussion instead of attacking each other personally. This

# Code of Conduct

includes in particular sexist, racist or similar discrimination as well as violence and threats.

7. **...committed to the human rights!** We are committed to respecting human rights in every aspect of our business. Among the broader range of rights, we place particular emphasis on freedom from discrimination and exploitation, including child labor. Abusive or forced labor has no place in our company or within the operations of our suppliers or business partners.

At Adfinis everyone should feel welcome and nobody is excluded. No matter how old you are, no matter what culture you come from, no matter what your sexual, political or religious attitude is: we welcome you at Adfinis!

# Quality Policy

We build, develop and operate highly critical infrastructure for our customers. Operational disruptions can cost our customers a lot of money and, depending on the situation, may even be reported in the media.

This environment demands highest quality standards, which can only be achieved by continuous and sustainable adaptation of internal processes and quality management.

To effectively anchor this continuous improvement process in the company, we introduced a management system based on the principles of Total Quality Management in 2017.

Because we know that real control can only take place through the eyes of an outsider, we have our TQM management system regularly audited in accordance with the international standard for quality management ISO 9001:2015.

A constant awareness of quality in all areas is hard to achieve and needs a lot of practicing. The following items are goals we all must adhere to, please revisit them every once in a while and try to follow each of them:

## **We only succeed when our customers succeed!**

- » I put the client and their wishes and challenges first
- » I strive to earn our customers business and trust
- » I carefully listen to our customers to understand their needs and pain points
- » I ask questions to clear up any ambiguities as early as possible
- » I focus on what matters to the customer
- » I deliver service quality our customers love

## **I deliver quality work!**

- » I check my work for correctness and completeness before I consider something done
- » I keep track of my todo items in a tasklist
- » I create meeting invitations that always carry an agenda, a goals and a section that defines who is to be informed about the meeting outcome
- » I'm always on time and try to be in a meeting 2~5min before it actually starts, if I can't make it I'll inform the attendees early enough
- » I check my spelling, e.g. using languagetool.org and use tools like deepl.com to translate texts to the language the receiver (customer) speaks
- » I strive to communicate in a way that is appropriate for the target group

# Quality Policy

- » I test my changes thoroughly and do not pass on any untested work to third parties
- » I ensure that my knowledge is up to date thanks to regular training and that I know the best practice guidelines of our partners
- » I document my knowledge and help to keep the documentation in the company up to date

## **We work jointly to deliver quality work as a team!**

- » I write meeting minutes during meetings containing decisions and action items and share them after the meeting
- » I follow the CI/CD guidelines and use the company templates for our work
- » I keep track of the schedule of our projects and inform the customer early on if deliverables won't be ready on time
- » I make sure that we know the standard processes by checking our TQMi Wiki regularly
- » I improve the Wiki contents whenever we see a possibility to do so

## **As a leader I am a role model!**

- » I choose the right person for the job
- » I explain why I'm delegating the job
- » I set clear and precise goals, but leave enough room for individual decisions
- » I delegate responsibility and authority
- » I check the work and provide feedback
- » I say "Thank You!"



## Brand Design **Elements**



# Logo

Our logo combines the “A” of Adfinis with an open design that symbolizes our openness and transparency. At the same time the emblem symbolizes our proximity to open source.

In the design, a penguin (Tux) is recognizable, which further underlines our connection and competence in the Linux field. **Do you see it?**

## Safety Margins

In both print and digital formats, maintain a margin around the entire logo equal to the height of the “A”. No text or images should encroach on this area.

We developed three logo variations to be used in different colors on different backgrounds or media.

## Preferred Use

The preferred logo choice is always the horizontal logo in Sapphire color to enhance brand awareness. When the layout requires a different version of the Adfinis logo, please use one of the two other options: the vertical version or just the emblem. Use the logo or emblem only in these colors.





# Logo. Elements.



# Logo. Whitespace.



# Logo. Variations.



# Logo. Incorrect use.

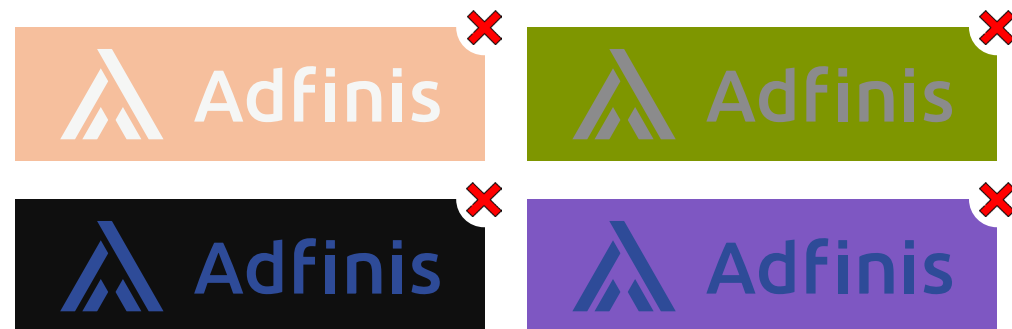
Don't add a shadow



Don't turn or stretch



Don't mess with the readability





# Color Palette

## Primary Colors

Sapphire, our corporate blue, is the core of our brand identity. It is primarily used in the logo and triangle shapes to reinforce brand recognition.

- » Always use these colors at 100% opacity.
- » Do not adjust their percentages or opacity.

## Gradients

Yes, gradients are allowed—but only when using the colors Sapphire or Stone. Avoid incorporating other colors into gradients, as this can clutter our brand and detract from its consistency. Two elements with different gradients cannot exist next to each other.

## Secondary Colors

Secondary colors complement and support our primary colors. They are used to provide variety and flexibility in our design system while maintaining a cohesive brand identity. These colors are typically applied in contexts where differentiation is needed, while ensuring they harmonize with the primary colors. Secondary colors should never overpower the primary colors but instead act as accents or background elements to create a balanced and engaging visual experience.

## Journey Colors

Adfinis offers several solution approaches, known as Journeys. Each Journey has its own color to easily differentiate between them and aid in navigation. For labeling purposes, these colors may be used in gradient form, ranging from 0% to 100% opacity only.



# Color Palette. **Primary Colors.**

**Sapphire**



**HEX**

#2E4B98

**RGB**

46 75 152

**CMYK**

92 74 3 0

**Biscay**



**HEX**

#1C2E5D

**RGB**

28 46 93

**CMYK**

100 88 34 25

**Stone**



**HEX**

#0F0F0F

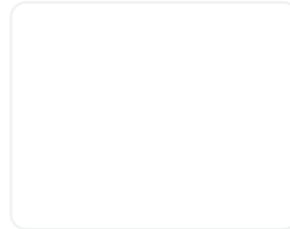
**RGB**

15 15 15

**CMYK**

81 72 62 90

**White**



**HEX**

#FFFFFF

**RGB**

255 255 255

**CMYK**

0 0 0 0

**Gradient**



**GRADIENT STONE**

Example

# Color Palette. **Secondary Colors.**

**Sunglow**



**HEX**  
#FFCA31

**RGB**  
255 202 49

**CMYK**  
0 23 85 0

**Prismarine**



**HEX**  
#249087

**RGB**  
36 144 135

**CMYK**  
79 21 50 5

**Anthracite**



**HEX**  
#484848

**RGB**  
72 72 72

**CMYK**  
63 54 51 51

**Grey**

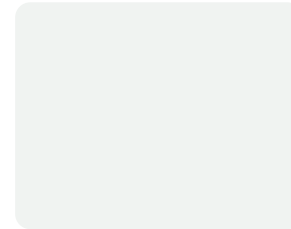


**HEX**  
#8b8b8c

**RGB**  
139 139 140

**CMYK**  
46 36 35 16

**Neutral**



**HEX**  
#F5F6F5

**RGB**  
245 246 245

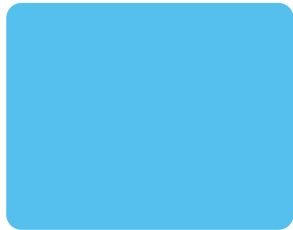
**CMYK**  
5 3 4 0



# Color Palette. **Journey Colors.**

## Sky

CLOUD  
JOURNEY



### HEX

#55C0EE

### RGB

85 192 238

### CMYK

63 3 0 0

## Grass

FORM AND WORKFLOW  
JOURNEY



### HEX

#7E9600

### RGB

126 150 0

### CMYK

57 23 100 7

## Cinnamon

SECURITY  
JOURNEY



### HEX

#E56820

### RGB

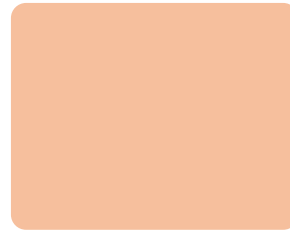
229 104 32

### CMYK

4 69 93 0

## Salmon

DEVELOPER  
JOURNEY



### HEX

#F7C6A5

### RGB

247 198 165

### CMYK

2 28 37 0

## Raspberry

DIGITAL SOVEREIGNTY  
JOURNEY



### HEX

#E30D74

### RGB

227 13 116

### CMYK

2 97 16 0

## Grape

SYSTEM AUTOMATION  
JOURNEY



### HEX

#6E0069

### RGB

110 0 105

### CMYK

69 100 21 12



# Typography

- » Source Sans Pro Light is our primary font, adding depth and dynamism to your text. Use it for titles, quotes, intros, and more.
- » To emphasize specific text, use **Semibold** (not Bold) for added attention.
- » **Semibold** is also used for subheadlines.

You can use them in different variations, as shown on the next pages. The font can be downloaded from both our internal Wiki and the branding section of our official website. You can use them in different variations, as shown on the next pages.

## How to use these fonts?

Width: 100%

Tracking: 0

## System Fonts

For e-mails and other items we can't use our main font, we use Sans Serif.

## Color Usage

Main titles are in black, subtitles use Sapphire, and body copy is always in black.



# Typography. **Source Sans Pro.**

## Source Sans Pro - Light

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890!@#\$%^&\*()

## Source Sans Pro - Semibold

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**1234567890!@#\$%^&\*()**

## Lorem Ipsum **Dolor Sit Amet,** Consectetur Adipiscing

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## Lorem Ipsum **Dolor Sit Amet**

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



# Formats

## Date and Time

### General form

Date format: YYYY-MM-DD -> e.g. 2025-11-29 for “Nov 29. 2025”)

Time format: HH:MM (Timezone) -> e.g. 19:12 (CEST)

### Technical form

Date, Time and Timezone according to ISO 8601 can also be used; see [https://en.wikipedia.org/wiki/ISO\\_8601](https://en.wikipedia.org/wiki/ISO_8601)

Examples:

Subject: [all] maintenance 23.07.24 19:00 ❌

*(official, incorrect use of month and year formats, timezone missing)*

Subject: [all] maintenance 23 June 2024 19:00 CEST ✔️

*(official, correct use of date formats and timezone)*

Subject: [all] maintenance 2024-06-23T19:00:00+01:00 ✔️

*(correct ISO 8601 date, time and timezone)*

Chat: Hi, phone call tomorrow at 8? ✔️

*(informal, local, therefore OK)*

## Language

Our company’s official language is English. All internal documentation and communications must be in English. Corporate Communication also generally uses English to communicate to the public. Since we operate in the tech industry, we adhere to standard US English. English must remain the primary language, even if another language is used. For customer communication or local specific communication other languages may be used in order to respect local customs.

## Units

For internal communication the metric system is generally used. In external communication, other systems may be used in order to respect local customs. Units are always used when it is not clear from the context which unit is meant. The following (base-) units should be used (SI/ International System of Units):

- » Distance: meter
- » Mass: kilogramm
- » Time: second
- » Velocity: m/s
- » etc.



# Imagery and Iconography

## Visual Language

The use of images and icons is highly encouraged. We prioritize authentic, high-quality visuals. For general topics, we favor nature- and sports-related imagery, with a preference for images featuring people. Our visuals reflect cultural diversity and emphasize local, country-specific characteristics and nuances.

Examples:

- » To illustrate a “challenge,” a rock climbing image could work well.
- » To convey “collaboration,” an image of a team sport might be appropriate.

Other types of images may also be used if they better fit the topic, provided they are high-quality and comply with license restrictions.

## Imagery

Use high-quality images to enhance the presentation. You can find license-free images on platforms like [Pexels.com](https://www.pexels.com), [Unsplash.com](https://unsplash.com), or [Pixabay.com](https://pixabay.com).

## Iconography

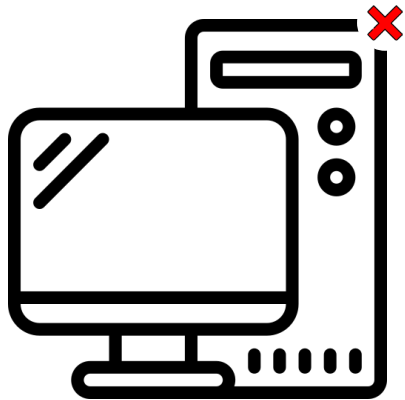
Use [flaticon.com](https://flaticon.com) for icons and select only the black icons with interrupted lines.



# Iconography. **Examples.**

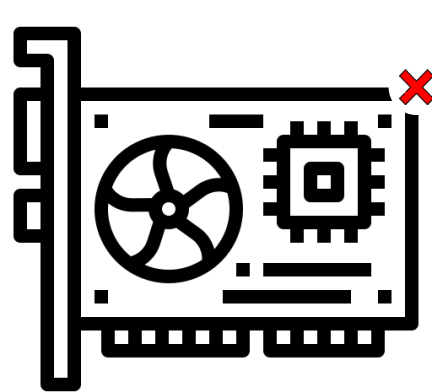


Correct



Incorrect

(No breaks in between the lines)



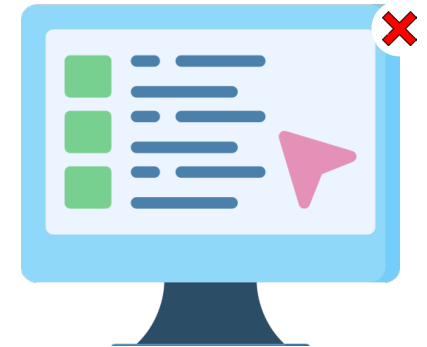
Incorrect

(Angular lines)



Incorrect

(Solid)



Incorrect

(No contours)

# Graphic Elements

## Triangles

Inspired by the mountains of Switzerland, we have developed a graphic element that can be used in various ways. The key rule for this triangle element is that it must always be used in proportion. The points at the top must always be aligned. The Triangles may be used horizontal as vertical. View the examples to explore the possibilities.

## Mascot

Our mascot, 'Lunkwill' (inspired by the Hitchhiker's Guide to the Galaxy story), is affectionately known as 'Lunki.'

We primarily use the mascot for internal or community projects, such as meetups and GitHub repositories, to differentiate these initiatives from business-related activities.

Various versions of Lunkwill are available for use and can be downloaded from our Wiki.

## Bullet Points

When using a list with bullet points, we use a double arrow instead of a dot.

» Correct bullet point ✓

• Incorrect bullet point ✗



# Triangels. **Examples.**

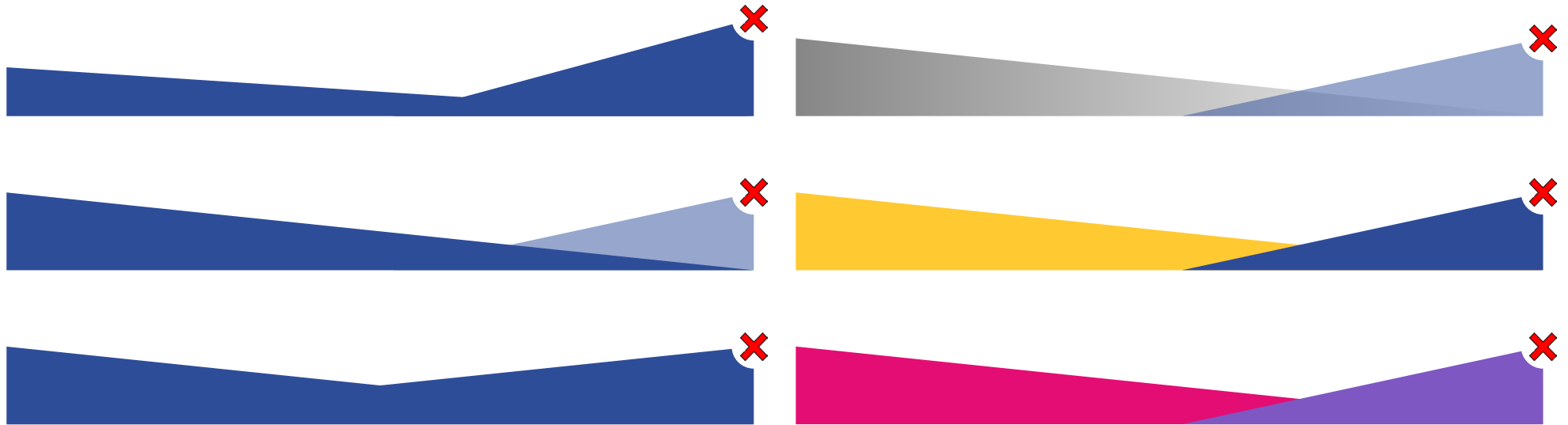
Light background



Dark background



# Triangels. **Incorrect use.**



# Mascot. **Examples.**





# Tone and Voice

We maintain a friendly tone that balances professionalism and collegiality.

Our team operates with a flat hierarchy and a collaborative approach. While we adapt to a more formal tone with customers when needed, we embrace our technical and nerdy roots—especially in community activities, where a more playful, nerdy tone is often appropriate.





# Digital and Web Guidelines





# Color Accessibility

To ensure our designs are inclusive and accessible to all users, all color combinations must meet recognized accessibility standards for readability, such as WCAG 2.0 (Web Content Accessibility Guidelines) compliance.

## Key Requirements

- » **Contrast Ratio** – Text and interactive elements must maintain a minimum contrast ratio of 4.5:1 for normal text and 3:1 for large text.
- » **Background and Foreground** – Ensure sufficient contrast between background and foreground colors to enhance readability and visual clarity.
- » **Color as Indicator** – Avoid using color alone to convey information. Pair with labels, patterns, or icons to ensure accessibility for users with color vision deficiencies.
- » **Testing** – Regularly test designs with accessibility tools to confirm compliance with WCAG standards.

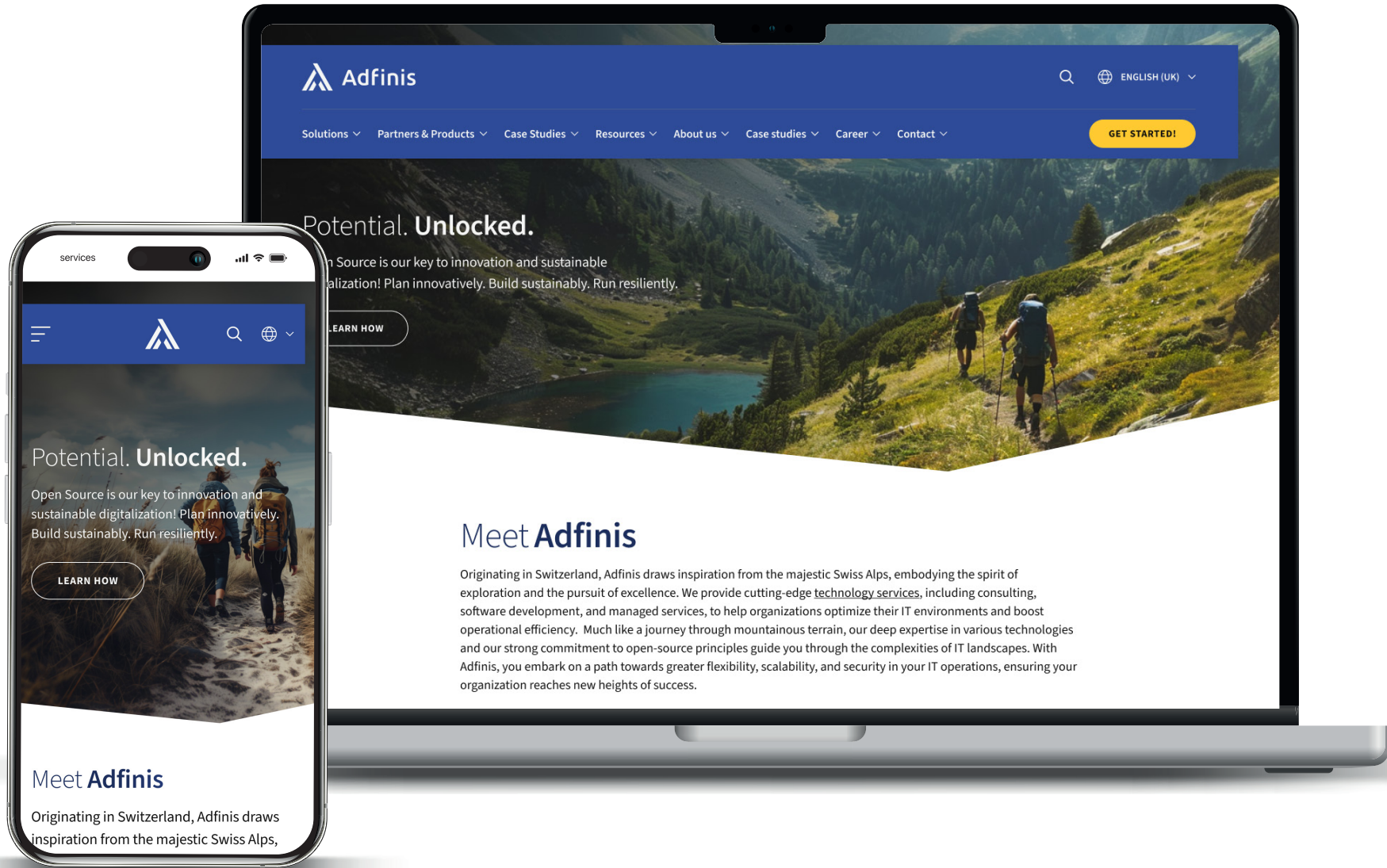
By following these guidelines, we create experiences that are not only visually appealing but also inclusive and accessible to all users.



# Website

Our website is designed in Figma using a 12-column grid. The following pages highlight how our brand identity is reflected in the website design.





## Potential. Unlocked.

Open Source is our key to innovation and sustainable digitalization! Plan innovatively. Build sustainably. Run resiliently.

LEARN HOW

## Meet Adfinis

Originating in Switzerland, Adfinis draws inspiration from the majestic Swiss Alps, embodying the spirit of exploration and the pursuit of excellence. We provide cutting-edge technology services, including consulting, software development, and managed services, to help organizations optimize their IT environments and boost operational efficiency. Much like a journey through mountainous terrain, our deep expertise in various technologies and our strong commitment to open-source principles guide you through the complexities of IT landscapes. With Adfinis, you embark on a path towards greater flexibility, scalability, and security in your IT operations, ensuring your organization reaches new heights of success.

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# Website. Examples.



# Website. Examples.

**Adfinis**

Solutions Partners & Products Case Studies Resources About us Case studies Career Contact GET STARTED

**Tailormade. Solutions.**

We offer tailored solutions designed to meet the specific needs of our clients leveraging open-source technologies for customized IT services and infrastructure.

LEARN NOW

**Join Adfinis**

Join us on a journey inspired by the Swiss Alps, where our experts seamlessly integrate and harmonize systems within complex IT environments. Originating in Switzerland, Adfinis embodies the spirit of exploration and excellence. We ensure your resources are optimized, guiding your IT landscape to reach its full potential, much like navigating through challenging mountain trails to discover breathtaking vistas.

**Let's Shape Your Journey Together**

**Plan**  
We create a situation analysis and elicit the best possible solution for your current infrastructure.  
GET YOUR CHECKUP

**Build**  
We optimally support you in the implementation of your individual infrastructure.  
FIND YOUR SOLUTION

**Run**  
With our 24/7 SLA, we provide you with all-round support. Benefit from fast and reliable support.  
CHOOSE YOUR SERVICE

**Tailormade. Solutions.**

**Cloud Journey**

- Assess your cloud adoption status and potential
- Implement efficient stack
- Containerize workloads
- Pipeline and CI/CD
- Operate cloud native workloads

MORE INFO

**Security Journey**

- Assess your security landscape
- Implement tools to strengthen security
- Shift left and Zero Trust expertise
- Threat modeling and pentesting (with a partner)

**Security Journey**

- Assess your security landscape
- Implement tools to strengthen security
- Shift left and Zero Trust expertise
- Threat modeling and pentesting (with a partner)

MORE INFO

**System Automation Journey**

- Assess manual processes in your IT landscape
- System lifecycle automation
- Config management
- Implementation using state of the art tools
- Know-how transfer to empower your team

MORE INFO

**Digital Sovereignty Journey**

- Assess your vendor lock-in and sovereignty level
- Build independent IT environments and regain data sovereignty
- Improve collaboration, sharing and accessibility

MORE INFO

**Form and Workflow Journey**

- Assess paper based tasks and media discontinuities in your process landscape
- Rebuild processes in a digital way using state of the art tools
- Make collaboration on process workflows easy

MORE INFO

**Start Your Journey with Adfinis**

GET STARTED

**Start Your Journey with Adfinis**

GET STARTED

**SLA - Our Managed Service Models**

**Basic**

- Support
- Operational engineering
- Cyclic maintenance
- Monitoring, alerting & stats
- Incident management
- 24/7/365 Intervention
- SLA reporting
- Service management

**Advanced**

- Support
- Operational engineering
- Cyclic maintenance
- Monitoring, alerting & stats
- Incident management
- 24/7/365 Intervention
- SLA reporting
- Service management

**Premium**

- Support
- Operational engineering
- Cyclic maintenance
- Monitoring, alerting & stats
- Incident management
- 24/7/365 Intervention
- SLA reporting
- Service management

**Combine Your Journey with our SLA**

GET STARTED

**Adfinis**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et massa mi. Aliquam in hendrerit urna. Pellentesque sit amet sapien fringilla, mattis ligula conseteque, viverra mauris.

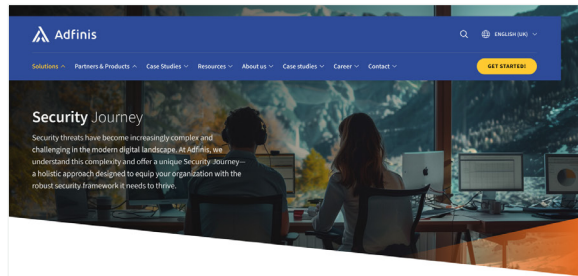
**Solutions**  
Cloud journey  
Security journey  
System automation journey  
Digital sovereignty journey  
Form & workflow journey  
DevOps journey  
SLA

**Partners & products**  
HashiCorp  
Red Hat  
SUSE  
GitLab  
Cloud native  
Additional partners

**About Adfinis**  
Team  
Newsroom  
Contact

© 2023 Adfinis. Privacy policy

# Website. Examples.



## Understanding the Risks of Poor Secrets Management

In an era of expanding digital frontiers, security is a necessity. Learn why modern businesses can't afford to overlook cybersecurity. Secure Your Secrets. Secure Your Future.

## Areas of Expertise

At Adfinis, we offer a complete range of security solutions to protect your organization. Our expertise spans various critical areas, ensuring a holistic approach to cybersecurity. Collaborating with our trusted partners, we provide top-notch services to address all your



### Secrets Management

- Centralized Control: Manage and protect your secrets with advanced tools.
- Regular Audits and Rotation: Ensure secrets are secure and regularly updated.

GET IN TOUCH

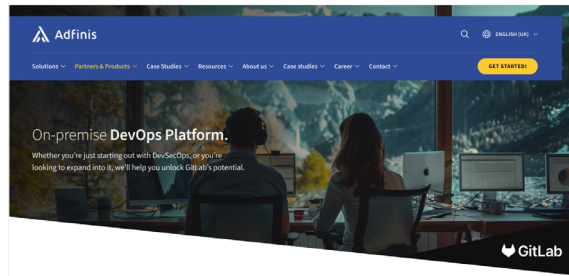
### Supply Chain Security

- Integrity Assurance: Protect your software supply chain from vulnerabilities.
- Compliance Monitoring: Ensure compliance with industry standards and regulations.

GET IN TOUCH



## Why Adfinis?



## Adfinis & GitLab

You want to enhance your DevSecOps practice, so you've set your sights on GitLab. But you lack the experts or knowledge to unlock its full potential. We're here to help! Adfinis is a Professional Services Partner of GitLab, but not just any partner when you call us in, we not only help you implement, integrate, or optimize—we leave your organization richer and fully equipped to get the most out of GitLab for your requirements.

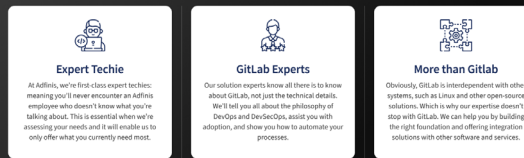
### Unlock the full potential of GitLab

Say goodbye to tool-chain complexity with GitLab's comprehensive DevSecOps Suite. Our white paper highlights GitLab's integrated capabilities for seamless project management, code testing, and release.

DOWNLOAD WHITEPAPER



## Where we support you.



GET STARTED

## Our Services

As experts in integrating and optimizing GitLab for your unique needs, we offer comprehensive services to help you get the most out of GitLab.

Assessment

Migration

Optimization



DATE EVENT: JUNE 08, 2022

## GinLab

From Dev to DevOps to DevSecOps, we'll introduce you to the GitLab environment and show you how to take your organization to the next level step by step.

Regardless of whether you've just started with your dev team or are already on your way to a DevOps way of working - together with GitLab, we'll introduce you to the collaboration platform and show you what options you have with it.

Git can be as diverse as the combinations you can make with GitLab. At the GinLab that follows, you'll create your own git, and we'll have enough time to address individual questions and needs.

SIGN UP NOW

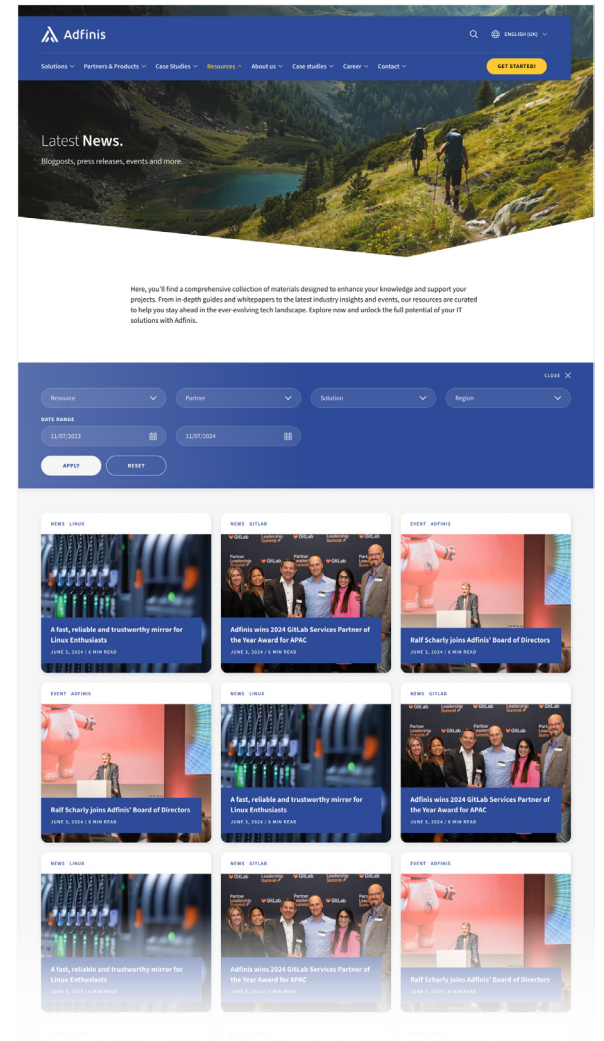
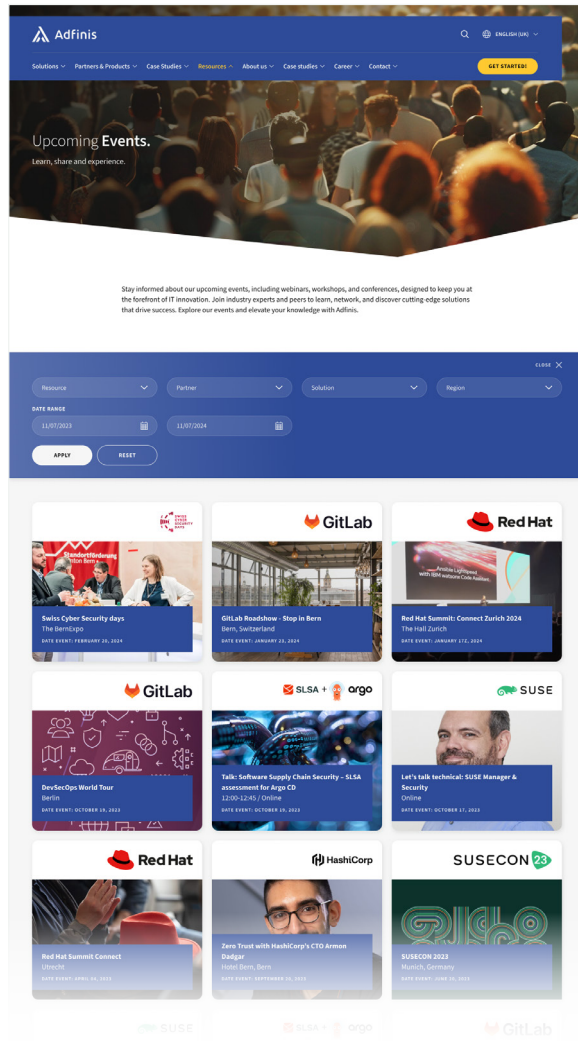
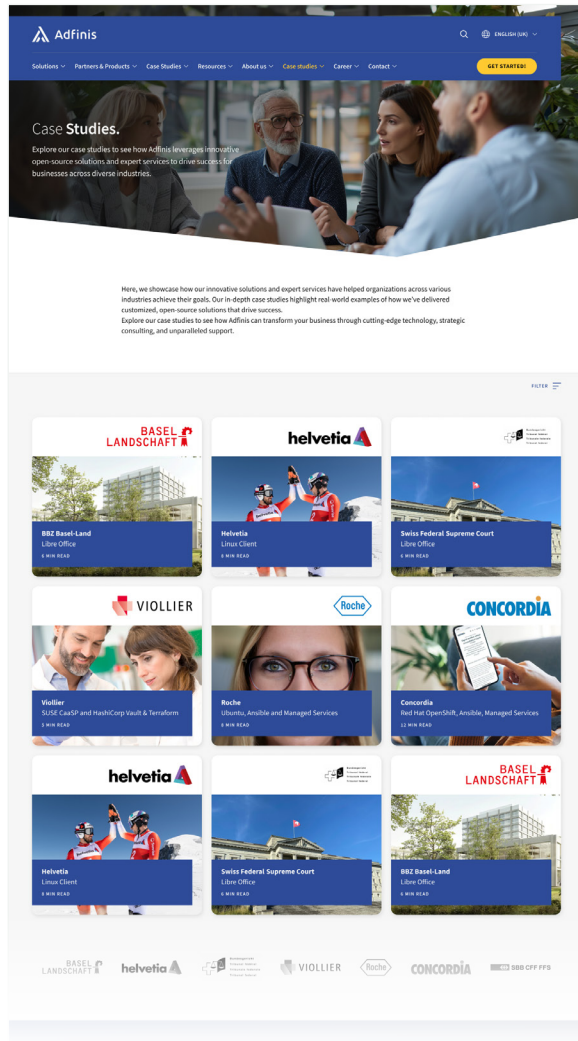
## Register

Registration form with fields for: FIRST NAME, LAST NAME, E-MAIL ADDRESS, PHONE NUMBER, COMPANY, JOB TITLE, COUNTRY (dropdown), YES, I will attend the dinner at 6:30 p.m. in the Brasserie Follager, DO YOU ALREADY HAVE CERTAIN AREAS OF FOCUS THAT INTEREST YOU?, and REMARKS.

I agree to the Adfinis Privacy Policy.

REGISTER

# Website. Examples.



# Corporate Presentations

Our corporate presentations are designed in Google Slides.

Since Google Slides may not be easy for everyone to use, we have created two versions:


- » **Basic** – Available for everyone.
- » **Pro** – Available only for experienced Google Slides users.

The presentations use clear, user-friendly templates, allowing you to create them independently. However, for important presentations to large or key audiences, please have your slides reviewed and optimized by COM in advance to ensure a consistent and clear brand message.

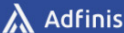

The presentation templates are available in our Google Workspace.  
For any questions, contact [communication@adfinis.com](mailto:communication@adfinis.com).






# Presentation Basic. **Examples.**




Potential. **Unlocked.**  
Let's Shape the World Together

## Adfinis **Empowers** Your Team

-  We are a **team of 100+ Open Source experts** who support you with your **engineering challenges**
-  We **share our knowledge** and **empower** your team through our **Inner Source** mindset
-  We **focus on engineering**, not body leasing - we extend your team **through collaboration**
-  We are experts in working for highly **regulated industries** and focus on **quality**

#EXPERTS  
#INNERSOURCE  
#COLLABORATION  
#QUALITY




## Adfinis **Security** Journey

**Why Adfinis?**

- » Support you to cover regulation and compliance using the right tooling
- » Multi vendor solutions that best fit your need
- » Simplification of workflows and introducing security aspects in each process step by fostering DevSecOps mentality

**What you get From Adfinis**


- » Assess your security landscape
- » Implement tools to strengthen security
- » Secrets Management adoption
- » Shift left and Zero Trust expertise
- » Threat modeling & penetration testing

**Public Customer References**

- » SBB (Vault)
- » Basler Kantonalbank (Vault)
- » Swisscom (Service Mesh)







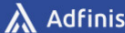
#ZEROTRUST  
#COMPLIANCE  
#VULNERABILITIES  
#SHIFLEFT


## Start Your **Journey** with Adfinis.

**Let's Get in Touch.**



-  [adfinis.com](https://adfinis.com)
-  [info@adfinis.com](mailto:info@adfinis.com)
-  [/adfinis](https://www.linkedin.com/company/adfinis)
-  [/adfinis](https://twitter.com/adfinis)







# Presentation Pro. **Examples.**




Potential. **Unlocked.**  
Let's Shape the World Together

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#ZEROTRUST  
#COMPLIANCE  
#VULNERABILITIES  
#SHIFLEFT

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**Let's Get in Touch.**

-  [adfinis.com](https://adfinis.com)
-  [info@adfinis.com](mailto:info@adfinis.com)
-  [/adfinis](https://www.linkedin.com/company/adfinis)
-  [/adfinis](https://github.com/adfinis)




# Social Media

Our LinkedIn posts are designed in Google Slides, with templates available in two post sizes. You can choose the appropriate size depending on the type of post.




# Social Media. **Examples.**




Post **title** and **image**

Blogpost




Adfinis and **Collabora**

10 Years of Driving Innovation and Shaping the Digital Sovereignty Landscape







New partnership with **Gitlab**



[DOWNLOAD PRESS RELEASE](#)



GitLab **Roadshow** - Stop in Berlin

Let's meet!

-  January 23, 2024
-  14:00 - 18:00 CET + get-together
-  Parkterrasse 10, 3012 Bern, Switzerland
-  Sign up now via our website



Adfinis wins 2024 **GitLab Services Partner of the Year** Award

Brisbane, 2024 – Adfinis announced that it has received the 2024 GitLab Partner of the year award in the APAC Services of the Year category – the same award as last year for EMEA.




**WIN!**

Like this post and win a **LEGO** set with our mascot **Lunkwill** as Santa!


[LIKE THIS POST AND WIN!](#)



# Social Media. **Examples.**



Post **title** and **image**  
Blogpost



Adfinis and **Collabora**  
10 Years of Driving Innovation and Shaping the Digital Sovereignty Landscape



GitLab **Roadshow** - Stop in Bern  
Let's meet!

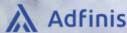

-  January 23, 2024
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-  Parkterrasse 10, 3012 Bern, Switzerland
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**WIN!**

Like this post and **win** a **LEGO** set with our mascot **Lunkwill** as Santa!

**LIKE THIS POST AND WIN**





# Email Signatures

The mail signature is intended to summarize the most important information about your person and facilitate further contact.

The following information is included in the signature. Please don't overfill the signature with further information, unless there is a reason (e.g. ongoing campaigns, important news, link to blog or socials). These exceptions especially apply to sales personnel. The technical staff should use the standard signature.



# Email Signatures. **Examples.**

## Technical People

The direct number is optional and actually not necessarily recommended, as customers tend to use this number for any support request.

```
--  
Adfinis AG  
Hans Muster, Software Engineer, GPG KeyID:  
Giessereiweg 5 | CH-3007 Bern  
Office +41 31 550 31 11 | Direct +41 31 987 65 43  
www.adfinis.com
```

## Sales People

LinkedIn link is optional.

```
--  
Adfinis AG  
Hans Muster, Account Manager  
Giessereiweg 5 | CH-3007 Bern  
Office +41 31 550 31 11 | Direkt +41 31 987 65 43  
www.adfinis.com  
[Link to your LinkedIn]
```



## Accessibility and Inclusivity





# Inclusive Language

At Adfinis, we are committed to fostering an environment of inclusivity, respect, and cultural sensitivity across all forms of communication. This applies to internal and external messaging, ensuring our brand voice reflects our values of diversity and belonging.

## Core Principles

- » **Clarity and Simplicity** – Use clear, straightforward language that avoids unnecessary jargon or complex terms. This ensures accessibility for all audiences.
- » **Respectful Tone** – Maintain a professional yet warm tone that respects different cultures, identities, and experiences.
- » **Bias-Free Language** – Avoid stereotypes, assumptions, and gendered language. Use gender-neutral terms (e.g., “they/them” instead of “he/she”) when the gender is unknown or irrelevant.
- » **Cultural Sensitivity** – Be mindful of cultural differences, idioms, and references. Ensure phrases and examples resonate across diverse audiences without alienating or offending.
- » **Accessible Communication** – Write in a way that accommodates people of different abilities, literacy levels, and language proficiencies.





# Inclusive Language

## Specific Guidelines

- » **Pronouns and Titles** – Respect individual pronouns and preferred forms of address. If unsure, ask or default to neutral forms.
- » **Imagery and Symbolism** – Use visuals that reflect a diverse range of people and avoid reinforcing stereotypes.
- » **Inclusive Examples** – When providing examples or scenarios, ensure representation of different cultures, genders, and abilities.
- » **Avoid Exclusive Language** – Replace exclusive terms with inclusive ones (e.g., “team” instead of “guys”).
- » **Feedback Loop** – Encourage feedback from employees and audiences regarding language and inclusivity to continuously refine our communications.

By adhering to these guidelines, we aim to ensure that all communications authentically reflect the inclusive and respectful culture of our brand.





## Print and Collateral Materials





# Business Card



**Max Muster**  
System Engineer

[max.muster@adfinis.com](mailto:max.muster@adfinis.com)  
[linkedin.com/in/maxmuster](https://www.linkedin.com/in/maxmuster)  
[www.adfinis.com](http://www.adfinis.com)

T +41 61 500 31 31  
D +41 61 500 31 31  
M +41 76 500 31 31

**Adfinis AG**  
Giessereiweg 5  
CH-3007 Bern





# Templates & Assets



# Templates

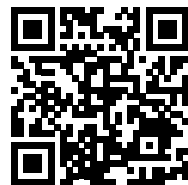
The presentation templates are available in our Google Workspace. For any questions, contact [communication@adfinis.com](mailto:communication@adfinis.com).

## **Brand Assets Available for Download**

We have made various brand assets available for download on our website, including key visual elements to support your communication needs. From logos and typography guidelines to color palettes, you can easily access everything needed to maintain brand consistency.

Please ensure that all downloaded materials are used in accordance with the guidelines outlined in our brand manual. If you require additional materials or have specific requests, feel free to contact us at [communication@adfinis.com](mailto:communication@adfinis.com).

We're happy to help!



# Questions?

If you have any questions or would like to verify that the rules are correctly applied, please contact us at [communication@adfinis.com](mailto:communication@adfinis.com).