

BRAND BOOK

VERSION 5.0

SENSIS

CODE AND CAMERA. ONE TEAM.

SENSISMEDIA.GR

THESSALONIKI

SEPTEMBER 2026

01	FOUNDATION	Why we repositioned, positioning and the claim, four pillars, audiences, the service architecture and the three tiers.
02	VOICE	Tone principles, vocabulary, taglines, key messages and boilerplate.
03	IDENTITY	Wordmark, color and light, typography, imagery, graphic devices, the film strip, browser windows, the CTA card, web components, motion and performance.
04	IN USE	Website, case studies, proposals, social and the performance receipt.

How to use this book. This is the single source of truth for how Sensis Media looks, speaks and sells after the 2026 repositioning. Wordmark and palette are unchanged by decision; what changed is the story they tell and the devices that tell it.

If a piece of communication contradicts this book, the communication is wrong. If the live theme contradicts this book, the book is behind: the theme is the design, and this edition was written from it.

Rules with the word never are hard rules. Everything else is a strong default: break it only on purpose, and only if the result is still measurably fast, bold and on-brand.

WHAT CHANGED IN 5.0

- The wordmark replaces the lockup in the site chrome; the strapline retires from the chrome and stays in the legal name.
- Fira Sans joins Commissioner as the mixed-case section face. The type table is rewritten from the theme.
- Radial light on dark surfaces and a 6/8/10 px radius scale are canon. The old blanket bans on gradients and rounded corners are replaced by precise rules.
- New devices: the film strip, the browser window in two skins, the CTA card, the section title bar, the service cards and the corner ribbon.

01

FOUNDATION

What the business became, and the brand that finally matches it.

WHY WE REPOSITIONED

04

Sensis began as a video production company that also built websites. The business moved: today **web development is by far the largest line of the business**, and video almost always ships inside a web project.

The brand never moved with it. The old site opened with a showreel and the line «Ο καθένας έχει μια ωραία ιστορία να διηγηθεί». That is a storyteller's promise, made to clients who are actually buying sites that sell.

The fix is not to hide the cameras. It is to change what they mean. In a market where web agencies own no cameras and production houses build no websites, an in-house film crew inside a web agency is not a second service line. It is the sharpest differentiator we have. On the homepage the two universes now sit side by side at equal weight: web on navy, video on grey.

SENSIS MEDIA IS A WEB AGENCY WITH A PRODUCTION HOUSE INSIDE.

Our custom builds score 100/100 on Google; our crew shoots everything they need to sell.

THE ONE-SENTENCE BRAND

2012

BUILDING SINCE

100/100

GOOGLE PSI, CUSTOM
BUILDS

200+

PROJECTS DELIVERED

14

COUNTRIES SERVED

2

LANGUAGES, GR + EN

THE PRODUCTION-POWERED WEB AGENCY OF NORTHERN GREECE.

Custom builds that score 100/100 on Google. E-shops engineered to pass Core Web Vitals. And everything they need to sell, shot in-house: video, product photography, drone. One team. One invoice. No subcontractors.

Greek: Custom κατασκευές που πίνουν 100/100 στη Google. E-shops που περνούν τα Core Web Vitals. Και ό,τι χρειάζονται για να πουλήσουν, γυρισμένο in-house: βίντεο, φωτογράφιση προϊόντων, εναέριες λήψεις. Μία ομάδα. Ένα τιμολόγιο.

NEVER PUBLISH

- «The only agency in the area offering video, ads, photography, drone, web, SEO...» The checklist claim is falsifiable: at least one local agency lists every item on paper, and an Athens agency does nationally.
- The Dutch chapter of the company story. The Dutch way of working shows as practice, never as origin; outward the brand is made in Greece. Public proof line: «από το 2012». Dutch client work stays in the portfolio: that is geography of projects, not identity.
- Blanket «from scratch, no templates» claims. Custom is the flagship line; bulk work legitimately ships on ready themes with WooCommerce. Say custom where it is custom.

SAY INSTEAD

- «The only team in Thessaloniki where the film crew and the developers are the same in-house team.»
- Proof-based: «Our custom builds score 100/100 on Google. Shot by our own crew. One invoice.» Nobody can counter-claim a receipt, and the claim stays bound to what earns it.
- Depth beats breadth: competitors can copy our service list overnight. They cannot copy a production reel, a plugin codebase, or a public performance record.

FOUR PILLARS

06

1

PROOF OVER PROMISES

Every project ships with a public performance receipt. The standard: 100/100 Google PageSpeed for custom builds, passing Core Web Vitals for e-shops. Claims come with numbers or they do not ship.

Proof: live scores per project, real numbers, never blanket promises.

2

ONE TEAM, CAMERA TO CODE

The crew that shoots your film builds your site. No subcontractors, no agency-of-agencies markup, no blame passing between vendors.

Proof: integrated case studies: shoot + site + campaign, one client.

3

WEB THAT SELLS

Sites, e-shops, platforms, SEO and ads are sold as outcomes: traffic, ranking, conversion, revenue. Deliverables are the means, never the message.

Proof: client results, before and after metrics.

4

NORTHERN DEPTH, NATIONAL REACH

Based in Thessaloniki, priced like the North, engineered for anywhere. Two languages, remote-friendly, EU-grade quality.

Proof: the bilingual site itself, clients in 14 countries.

Every piece of communication should express at least one pillar. The homepage hero must express the first two: it opens on a claim with the receipt line under it, and a mosaic of real builds beside it.

WHO WE TALK TO

07

LOCAL SMBS

Thessaloniki and Northern Greece. Want customers, fear agency-speak and hidden costs.

Say: fixed-price packages, shoot included, buy directly online.

Show: local cases, Google reviews, prices.

NATIONAL BRANDS

Bigger custom projects and platforms, ongoing SEO and ads. Compare us to Athens agencies.

Say: performance engineering plus in-house production, without the Athens markup.

Show: PSI receipts, integrated case studies, the platform cases.

INTERNATIONAL CLIENTS

Buy through /en/, a large and growing share of the work. Want EU quality, clear communication, sane rates.

Say: full-stack team, custom builds at 100/100, English throughout.

Show: the /en/ site scoring 100 is itself the pitch.

AGENCIES

Ad and PR agencies, IT firms, freelancers who need a bench they can trust.

Say: white-label dev and video under NDA, your brand on everything.

Show: turnaround, plugin work, production gear.

One brand, one voice for all four. What changes per audience is the proof we lead with, never the personality.

SERVICE ARCHITECTURE

08

01	PLAN	Corporate strategy, branding and brand books, positioning, digital roadmaps, annual marketing calendars, go-to-market, measurement plans.
02	BUILD	Custom platforms, custom WordPress themes and plugins, e-shops, web apps, migrations, performance engineering, maintenance, domains.
03	GROW	SEO, Google Ads, Meta Ads, analytics and measurement.
04	SHOOT	Video production and editing, corporate and promo films, photography, drone and aerial, event coverage.

Four verbs, always in this order. PLAN opens the relationship, BUILD leads because the business leads with it, GROW compounds it, SHOOT differentiates it. The services page lists eleven cards; **Custom Platforms is card 01** and carries the only HOT ribbon.

LAUNCH · LOCAL SMBs

PRODUCTIZED, FIXED PRICE

Published on the site. Site or e-shop plus product shoot bundles. Directly purchasable online: Sensis One.

SIGNATURE · BRANDS + CUSTOM

QUOTED, SCOPED, SENIOR

Strategy engagements, custom builds and platforms, integrated production, SEO and ads retainers. Senior team end to end.

PARTNER · AGENCIES

WHITE-LABEL BENCH

Development and production bench. NDA, their brand, our receipts.

02

VOICE

Bold, concrete, receipt-backed. The opposite of agency-speak.

FIVE RULES OF TONE

10

- 1 LEAD WITH THE NUMBER.** If a claim has a metric, the metric goes first. 100/100, 1.8 seconds, 200+ projects.
- 2 SHORT SENTENCES, ACTIVE VERBS.** Χτίζουμε, γυρίζουμε, ανεβάζουμε. Cut every word that does not sell.
- 3 SAY WHAT OTHERS HEDGE.** Name the problem plainly: slow sites, template agencies, subcontracted video. Then show the receipt.
- 4 CONCRETE BEATS ABSTRACT.** Name the deliverable and the outcome, never the «solution».
- 5 CONFIDENT, NEVER ARROGANT.** Every bold claim carries proof within one sentence. No proof, no claim.

INSTEAD OF

WE SAY

Κατασκευάζουμε γρήγορες και σύγχρονες ιστοσελίδες.

100/100 στη Google. Σε κάθε custom build που παραδίδουμε.

Προσφέρουμε ολοκληρωμένες λύσεις ψηφιακής επικοινωνίας.

Site, βίντεο, φωτογράφιση, διαφήμιση. Από μία ομάδα.

Η ιστοσελίδα σας θα είναι βελτιστοποιημένη ως προς την ταχύτητα.

Τα περισσότερα sites είναι αργά. Το δικό σας δεν θα είναι.

Φτιάχνουμε τα πάντα από το μηδέν, χωρίς templates.

Custom πλατφόρμες με δικό μας κώδικα. E-shops σε WooCommerce, στημένα σωστά.

The test. Read the sentence aloud to a shop owner in Kalamaria. If it needs a second sentence to explain what we actually do, cut it and start with the deliverable.

The receipt. Every number we print links to where it can be checked: the live PageSpeed run, the portfolio item, the client's site. A number without a link is a promise, and promises do not ship.

WORDS WE USE

- Plain verbs: χτίζουμε, γυρίζουμε, στήνουμε, ανεβάζουμε / build, shoot, ship, grow.
- Numbers and receipts: 100/100, Core Web Vitals, conversion, τζίρος.
- Μία ομάδα / one team, in-house, δικό μας συνεργείο, δικός μας κώδικας.
- Ένα τιμολόγιο / one invoice, χωρίς υπεργολάβους.
- Fixed price, στην ώρα του, μετρήσιμο.
- Custom πλατφόρμα when it is our code; e-shop when it is WooCommerce.

WORDS WE NEVER USE

- Ολοκληρωμένες λύσεις, 360, one-stop shop (every competitor says them).
- «Δεν ακολουθούμε τις τάσεις, τις δημιουργούμε» (two local agencies use it verbatim).
- «Από την ιδέα στην υλοποίηση», strategic partner, synergy.
- Storytelling as the primary promise; stories are the how, sales are the what.
- Καινοτόμος / innovative without naming the innovation.
- Public «what we do NOT do» lists. Filtering happens through positioning and public prices; the occasional no is said on the phone.
- War stories and confessions on marketing pages. What went wrong in a build is a lesson for us, not copy for the client.
- Em dashes and en dashes, anywhere. Short sentences instead.

Greek first. Write the Greek version as spoken business Greek, not translated marketing English. Tonos on mixed-case text, none inside ALL-CAPS. English copy is written fresh, never machine-translated from the Greek.

TAGLINES

12

ΚΩΔΙΚΑΣ ΚΑΙ ΚΑΜΕΡΑ. ΜΙΑ ΟΜΑΔΑ.

CODE AND CAMERA. ONE TEAM.

Primary. Lives next to the wordmark in communications, page footers, proposals, social bios.

100/100.ΣΕ ΚΑΘΕ CUSTOM BUILD.

Proof line. Portfolio, case studies, custom-dev pages. EN: 100/100. On every custom build. E-shop pages claim Core Web Vitals pass instead, never the blanket 100.

**ΧΤΙΖΟΥΜΕ ΤΟ SITE.ΓΥΡΙΖΟΥΜΕ ΤΟ ΒΙΝΤΕΟ.
ΑΝΕΒΑΖΟΥΜΕ ΤΙΣ ΠΩΛΗΣΕΙΣ.**

Campaign line. Ads and landing pages. EN: We build the site. We shoot the film. We grow the sales.

KEY MESSAGES AND BOILERPLATE

13

AUDIENCE	LEAD MESSAGE
Local SMB	Site, photography and video in one bundle, priced upfront, no surprises.
National brand	Custom engineering that scores 100/100 and in-house production. No middleman markup.
International	A full-stack Greek team whose custom builds score 100/100 and who shoots its own content. EU quality, sane rates.
Agency	Your brand, our bench: development and production under NDA, with receipts.

Boilerplate GR. Η Sensis Media σχεδιάζει τη στρατηγική, χτίζει custom ιστοσελίδες και πλατφόρμες που πιάνουν 100/100 στη Google, e-shops που περνούν τα Core Web Vitals, και παράγει in-house ό,τι χρειάζονται για να πουλήσουν: βίντεο, φωτογράφιση, εναέριες λήψεις, SEO και Google Ads. Μία ομάδα στη Θεσσαλονίκη, πελάτες σε όλη την Ελλάδα και το εξωτερικό.

Boilerplate EN. Sensis Media plans the strategy, builds custom websites and platforms that score 100/100 on Google, e-shops that pass Core Web Vitals, and produces everything they need to sell, in-house: video, photography, drone, SEO and Google Ads. One team in Thessaloniki, clients across Greece and abroad.

03

IDENTITY

Wordmark and palette stay. The devices around them multiplied, and the rules got precise.



PRIMARY · LOGO BLUE #1E70A9 ON WHITE AND LIGHT SURFACES · SENSIS-BLUE.SVG



WHITE ON NAVY, STEEL AND PHOTOGRAPHY · SENSIS-WHITE.SVG



THE S MARK · FAVICONS, AVATARS, SITE ICONS

THE WORDMARK ALONE

Since July 2026 the site chrome carries the wordmark only. The «MEDIA PRODUCTIONS» strapline is retired from headers, footers and social avatars; the legal name «Sensis Media Productions» lives on in footer text, invoices and email signatures. Aspect 1500 x 349; the header renders it at 47 px tall.

CLEARSPACE AND MINIMUMS

Keep a margin equal to the height of the S on all sides; nothing enters it, no text, no icons, no edges.
Minimums: wordmark 32 mm print, 140 px screen.
Mark 8 mm, 24 px. Below that, use the mark alone.

ONLY TWO COLORS EVER

Logo blue #1E70A9 and off-white #FEF9F9. The wordmark is never teal, never cyan, never black, never a gradient. Logo blue is reserved for the wordmark: UI blue is #0177A8.

IN THE SITE CHROME



ΥΠΗΡΕΣΙΕΣ PORTFOLIO ΠΑΚΕΤΑ ΕΠΙΚΟΙΝΩΝΙΑ

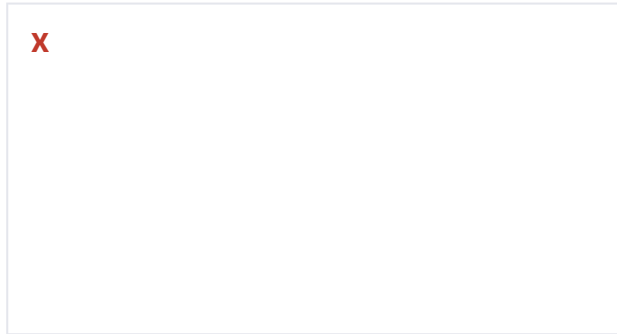


Sensis Media Productions · Θεσσαλονίκη · hello@sensismedia.gr

Sticky header: blue wordmark on white, 47 px tall. Footer: white wordmark on lit navy, legal name in the text. The wordmark never sits on the megamenu light or inside a card.

WORDMARK MISUSE

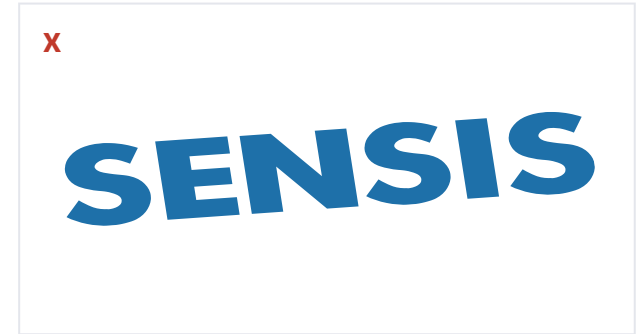
16



Never recolor and never the white wordmark on light. (Shown: invisible = wrong surface.)



Never the blue wordmark on navy or steel. Use the white version.



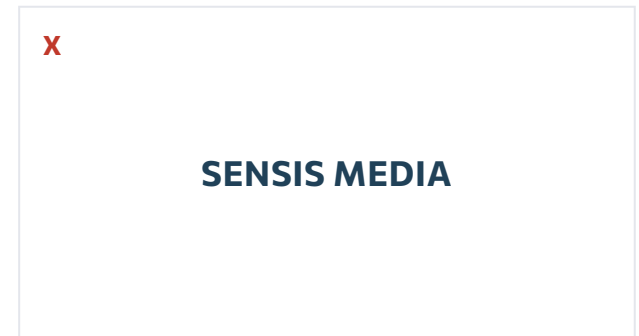
Never stretch, squash or rotate.



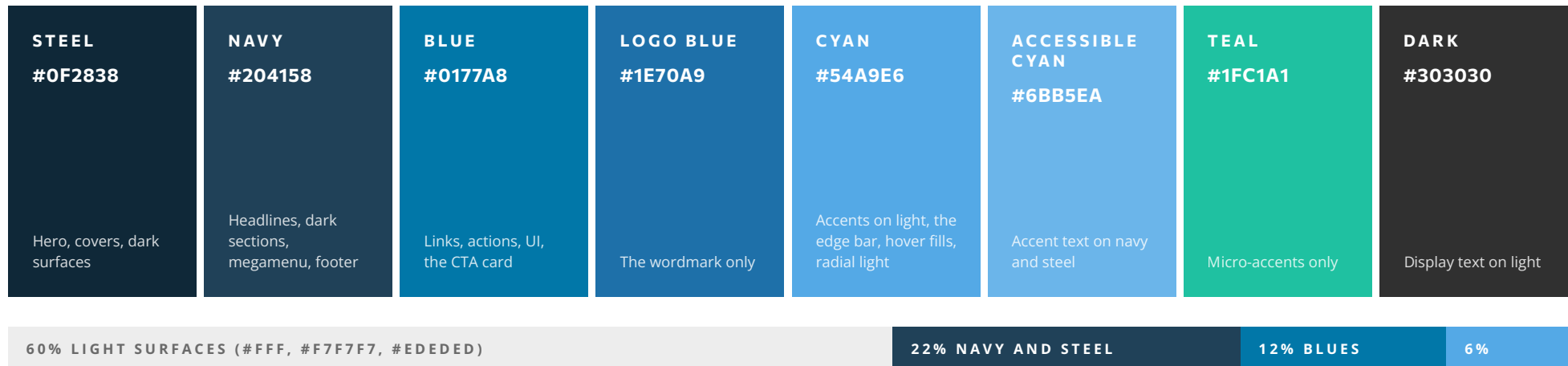
Never on multicolor gradients or busy imagery without a solid scrim. Radial light on a navy surface is fine; a rainbow is not.



Never as a watermark or at reduced opacity.



Never typeset the name as a substitute logo, in any face.



ACCESSIBILITY PAIRS (HARD RULES)

On navy or steel, accent text is **#6BB5EA or white, never darker cyan**. Body text on white is #4C4C4C, secondary #696969. On #EDEDED, text is #696969 or darker. On blue #0177A8, body copy is #D6EBF7 and titles are white.

TEAL IS SEASONING, NOT SAUCE

Hover states, the separator line, one accent per view. If teal covers more than a few percent of a layout, it is off-brand. The green of the receipt rings and the live dot (#21C15A) is a status color, never a surface.

LIGHT, NOT GRADIENTS

Dark surfaces carry radial light from the blue family (next page). Linear gradients, multicolor gradients and glows behind text or logos stay banned. Light shapes a surface; it never becomes the subject.

SURFACES AND LIGHT

18



STEEL · HERO

Four lights: cyan .22 at both top corners, blue .78 bottom-left, cyan .30 bottom-right.



NAVY · FOOTER, MEGAMENU, CARDS

Two lights: blue .46 bottom-left, cyan .18 bottom-right. Megamenu adds a 3 px cyan top rule.



BLUE · THE CTA CARD

Cyan .42 bottom-right, navy .35 top-left. Always with the 8 px cyan edge bar.



BLUE · THE REEL BAND

One navy vignette, .42 at the edges, clear centre. The film strip sits on it.

RADIAL LIGHT (PRODUCTION TOKENS)

Light is always an ellipse of blue #0177A8 or cyan #54A9E6 at 16 to 78 percent alpha, anchored at a corner of a dark surface and fading to transparent by 70 to 74 percent of its radius. Two to four lights per surface, never centred, never behind the wordmark. The only exception is the reel band, which uses one navy vignette instead of corner light so the video stays the brightest object.

Never linear gradients, never a light in teal or green, never light on a white surface, never light behind body text at reduced contrast.

RADIUS SCALE

0	Bands, tables, ledgers, swatches, the ribbon, the film strip.
6 px	Buttons and the CTA button pair.
8 px	Browser windows, hero tiles.
10 px	The CTA card, the homepage service cards, the video facade.
100 px	Choice chips and the browser address pill only.

Square is still the default for anything that reads as a document. Rounded is for things you press or look through.

COMMISSIONER

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
ΑΒCDEF GHIJ KLMNOPQRST UVWXYZ 0123456789

Display. Always bold, always uppercase, letter-spacing 1 px, eight words or fewer. Uppercase Greek is written without tonos. Its numerals are a brand device: use them huge.

100 68 1.8S

Fira Sans

Κωδικας και καμερα. Code and camera. 0123456789

Section. Bold, mixed case, letter-spacing 0 to 0.2 px. The voice of the hero H1, the section titles, the megamenu and the homepage service cards: warmer than Commissioner, never in caps, never below 16 px.

Open Sans

Body, 15/26 px, #4C4C4C. Bold for emphasis inside copy and for every button, chip and section sub; never for headlines.

ROLE	FACE	WEB SIZE
H1 hero	Fira Sans 700, mixed	30 to 40 px · lh 1.22
Section title	Fira Sans 700, mixed	25 to 36 px · lh 1.1
Section sub	Open Sans 700, caps	14 px · ls 2 px
H2 page	Commissioner, caps	30 px
Service card title	Fira Sans 700, mixed	26 px · sub 16 px
Megamenu title	Fira Sans 700, mixed	24 px · 18 px in panels
CTA card head	Commissioner, mixed	22 px · lh 1.25
H3 card / list	Commissioner, caps	15 to 17 px · ls 1.5 to 2 px
Numeral scale	Commissioner	26 / 54 / 64 / 84 / 170 px
Buttons	Open Sans 700, caps	14 px · ls 1 px
Body	Open Sans	15 / 26 px
Small / meta	Open Sans	13 px
Edge code	Open Sans 700, caps	9 px · ls 5 px · 50% white

Performance rules (hard). All three faces load as local woff2 subsets, Greek and Latin split, with a metric-matched fallback (Commissioner size-

IMAGERY AND GRAPHIC DEVICES

20

We shoot our own imagery. **Never stock.** A production company using stock photography is a contradiction the market would smell instantly. Three families:

WORK Site screenshots inside a browser window: real UI, real projects, the page snapshot at 1:2 so the whole page is the picture.

CREW Behind-the-scenes stills: gear, set, drone in flight. Proof the team exists. The reel poster is one of these.

PRODUCT Our photography, clean surfaces, honest color.

Every video embed is a poster image with click-to-load. Every raster ships at or under 0.084 bytes per pixel, LANCZOS-scaled, and is checked at 4x before it ships: a jagged thumbnail is an encoder problem, never a master problem.

DEVICES WE OWN

The giant numeral (100, 200+, 01-04) as a compositional anchor. The scene caption: film frames annotated with the project they belong to. The film strip. The browser window. The section title bar. The CTA card.

The performance receipt. Four rings, 100 each: the Lighthouse result as a chip. Always a real, current score, never decoration.



BANNED PATTERNS

- Eyebrow-kicker + headline + pill-button-with-arrow SaaS template. Eyebrow lines above text, short dash or full-width rule, anywhere.
- Linear and multicolor gradients, blob backgrounds, glassmorphism, box shadows, glows behind text.
- Stock handshake and laptop-people photos. Animated counters. Marquees.
- Icons boxed in tinted squares. Icons sit bare on the surface at 44 px.



WHAT IT IS

Two 36 px edge strips of translucent navy (rgba 32,65,88 at .45) framing a band, each perforated with a repeating 32 x 12 SVG tile (an 18 x 12 rounded hole, radius 3) and carrying a line of edge code. The band is padded 81 px so 45 px of clear air sits between strip and content. Born on the homepage reel in 1.44.24.

THE EDGE CODE

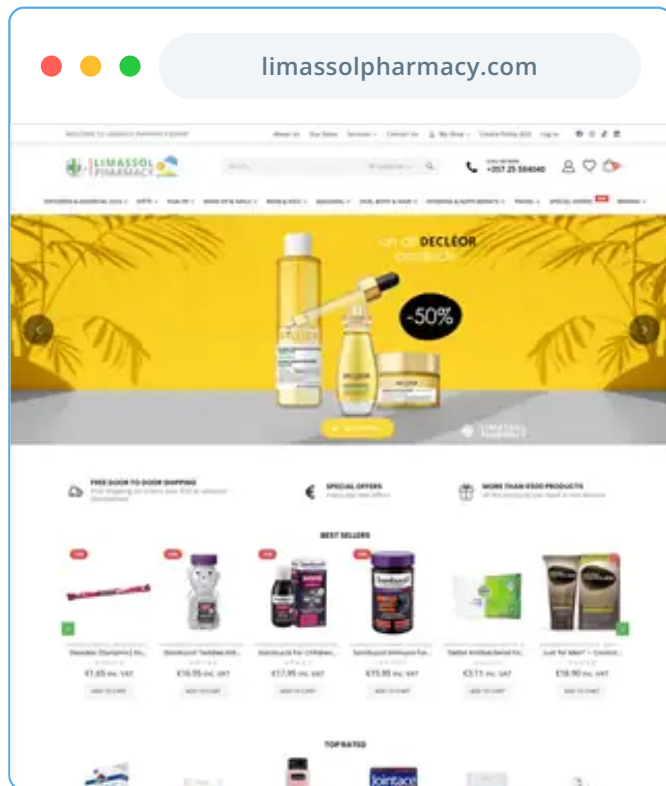
Open Sans 700, 9 px, letter-spacing 5 px, uppercase, 50 percent white, em-space gaps and the ▷ glyph between fields: SENSIS MEDIA ▷ PRODUCTION REEL 2026 ▷ 4K ▷ 24 FPS ▷ SC 01 TK 01 ▷ 0001 ▷ 0002 ▷ 0003, repeated. Write real production data; change the reel year and scene when the footage changes. It is texture, so it clips at the edge on purpose.

WHERE IT BELONGS

Only where footage is the subject: the reel band, video service pages, a case study's production chapter, the cover of a video proposal. Never on a web or platform page, never as a general divider, never doubled on one screen. It marks the production house inside the agency: rare by design.

THE BROWSER WINDOW

22



1

Chrome. #FFF, hairline #DBE3E8, radius 8 px. Dark skin: #1C2F3A, hairline #2A4351.

2

Lights. #D7E0E6 dots at rest; red, amber, green on hover.

3

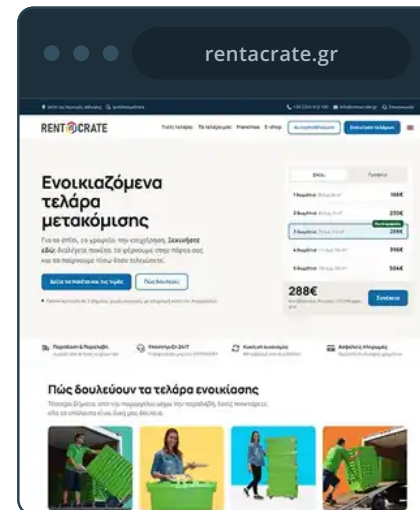
Address pill. 100 px radius, the client's domain, nothing else.

4

Aperture. 1:1 on a 1:2 page snapshot, 320 px at 1x. Pans to the foot over 5 s on hover.

5

Cyan border on hover. Never a shadow.



DARK SKIN · HERO TILE AT REST AND ON HOVER

DARK SKIN, THE HERO

The hero mosaic wraps every build in the dark window. On hover the page pans to its foot and the «go» strip slides up: the kind in bold, the verb after it. The tile is a promise the linked page keeps.

LIGHT SKIN, THE CASES

The three flagship cases wrap their 1:2 snapshots in the white window on light bands. No «go» strip: the anchor opens a lightbox. On phones the pan runs once, 10 s, on view and on tap; no lightbox on touch.

RULES

Always a real, current page, never a placeholder. Three windows per case, one per hero tile. No device frames, no tilted 3D, no shadows: the hairline and the radius are the object.



THE CTA CARD AND THE SECTION TITLE

23

Tell us what you need to be provable.

We did not print the word eco-friendly on a banner here. We bound every movement of every crate to a public chain and left it open for anyone to audit. If your business has something worth proving, we know how it gets built.

TELL US ABOUT YOUR PROJECT

Navy variant.

For pages whose band rhythm already used blue.

PRIMARY

GHOST

Grey variant.

On white pages; buttons keep the blue fill and navy outline.

PRIMARY

SECONDARY

ANATOMY

10 px radius, 26 x 34 px padding, an 8 px cyan edge bar on the left, radial light from the card's own family, head in Commissioner 22 px mixed case, lead 15 px in #D6EBF7, and the button pair on the right: white fill with blue text as primary, ghost outline at 60 percent white as secondary. Hover: primary goes navy, ghost fills cyan with the label kept white. Below 767 px the buttons stack full width.

RULES

One CTA card per page, at the foot, as the last thing before the footer. The head is a sentence about the reader, never «Contact us». The lead names what we did, in one breath, then makes the offer. Never two cards in sight, never inside another card, never on a dark band (the card is the dark moment).

Video Production Reel 2026

SECTION SUB IN ACCESSIBLE CYAN

The section title bar: an 8 px cyan bar, 3 px inset top and bottom, 24 px left of a left-aligned Fira title. On light bands the same title is centred without the bar and the sub goes #696969.

BUTTONS

ΑΜΕΣΗ ΑΓΟΡΑ

ΣΤΟ ΚΑΛΑΘΙ

HOVER ON HERO

E-SHOP

SENSIS ONE

6 px radius, 44 px tall, Open Sans 700 caps 14 px, letter-spacing 1 px. Blue fill primary, navy outline secondary, hover navy; on the hero the hover flips to cyan fill so the button never sinks into its own family. **Hard rule:** on grey bands, white fill and blue border. Choice chips: the one 100 px element, outline at rest, navy fill selected.

BAND RHYTHM

White · hero grid or intro

Grey F7F7F7 · services

Navy 204158 · proof, lit

White · cases

Blue 0177A8 · reel with strip

Grey · CTA card sits here

Navy · footer, lit

Pages breathe in alternating bands. On navy: white titles, #6BB5EA subs, #DCE7F0 body, white underlined links. Never two dark bands adjacent; the CTA card counts as dark.

THE MONEY CARD AND THE QUOTE

490€

ΤΟΝ ΠΡΩΤΟ ΧΡΟΝΟ

ΔΗΜΟΦΙΛΕΣ

«Μια λέξη... WOW.»
JEROEN WILBERS

One money moment per page: white card, blue top accent, 64 px amount, euro sign after the number. The recommended tier may carry one navy corner ribbon. Proof speaks in navy pull quotes with cyan rules. Under every case: the receipt chip.

THE LIVE-SCORE CHIP

● Live PageSpeed: 100 / 100

100 100 100 100

ΑΥΤΟ ΤΟ SITE: 100/100 ΣΤΗ GOOGLE

Two skins: the dot chip (hero, footer) and the four-ring chip (services page, proof band). Steel at 92 percent, square corners, white label, green #21C15A. Both link to the current PageSpeed run of the page they sit on, so it is never a claim, always a receipt.

Web Development

Ιστοσελίδες, e-shops και custom πλατφόρμες που πιάνουν 100/100 στη Google.



Custom πλατφόρμες

Δικός μας κώδικας, δικά σας δεδομένα.



E-shops

WooCommerce, στημένο σωστά.



Ιστοσελίδες

Fixed price, στην ώρα τους.

[ΔΕΣ ΤΑ ΠΑΚΕΤΑ](#)

Video Production

Εταιρικά βίντεο, διαφημιστικά, φωτογράφιση και drone από το δικό μας συνεργείο.



Στούντιο και συνεργείο

Σενάριο, γύρισμα, μοντάζ in-house.



Στόχευση

Βίντεο κομμένο για κάθε κανάλι.



Για το site σας

Poster, click-to-load, 100/100.

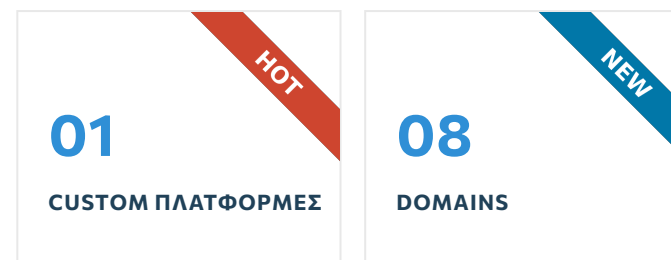
[VIDEO PRODUCTION](#)

THE HOMEPAGE DUALITY

Two cards, equal weight, two universes: web on lit navy, video on #EDEDED. 10 px radius, 44 x 40 px padding, left-aligned, Fira 26 px title, lead, then three rows of a 44 px icon beside a Fira 16 px sub-title and one sentence. One centred 6 px button each. **The 50/50 weight is a decision, not a metric:** never reorder the pair by revenue share, never merge them into one ledger.

ICONS

Flat, multicolor, 44 px, sitting bare on the surface. Never boxed in a tinted square, never monochrome line icons, never an icon without a sub-title beside it.



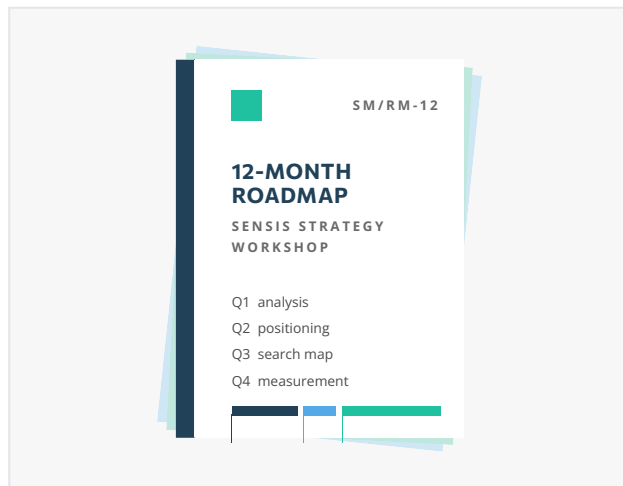
Services grid card: white, #E8E8E8 hairline, 54 px cyan-blue numeral, caps Commissioner title; hover fills navy. **Ribbons:** 104 px corner, 45 degrees, 12 px caps, letter-spacing 1.2 px. Red #CE452F for HOT, blue #0177A8 for NEW, navy for ΔΗΜΟΦΙΛΕΣ on the money card. One ribbon per grid.

GRAPHIC DEVICES, EXPANDED

26

Born on the site in the 1.35 to 1.36 era, repainted in July 2026, canon. Each device is flat ink: hairline edges only where a drawing needs them, never shadows, never eyebrows.

THE EDITORIAL COVER



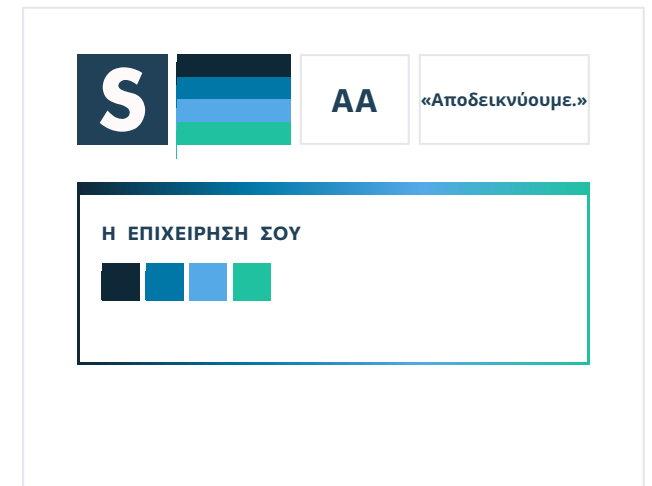
The deliverable as an object: painted spine, teal mark and protocol reference, dotted info rows, mini-bar strip. Back sheets tinted teal and blue; sways at rest, spreads on hover.

THE LEDGER

01	One-page ιστοσελιδα
02	Domain
03	Φωνη της μαρκας
04	Παραδοση σε 15 ημερες

Hairline rows with cyan index numerals for lists; dotted leaders with page numbers when the list is a table of contents. Replaces card grids where reading order matters. This book's own contents page is one.

THE SPECIMEN STRIP AND THE CARD



The brand's anatomy in one bar: mark, palette, type cell, voice cell. The spine card carries the swatch row into stationery mocks. The only place the palette runs as a strip: it is a swatch, not a gradient.

MOTION AND PERFORMANCE

27

IF A DESIGN IDEA COSTS THE 100, THE IDEA IS WRONG.

Performance is not an engineering afterthought at Sensis; it is the brand promise made physical. Every public page of sensismedia.gr holds 100/100 Google PageSpeed, mobile and desktop: the standing rule, and it outranks any visual whim. Client work carries the same discipline, scoped honestly: 100/100 on custom builds, Core Web Vitals pass on e-shops.

Engineering rules. Zero external dependencies, local fonts and an SVG icon sprite, click-to-load facades for every embed and the map, zero layout shift. Below-fold animation starts on intersection, never on load. Inline style beats every media query, so responsive images are declared in the markup, never patched in CSS. Motion is felt, never waited for.

TOKEN	VALUE
Hover lift	translateY(-5px), border to navy, .35s cubic-bezier(.22,.9,.3,1)
Stack spread	±4 to 6° rotation, .5s same ease
Entrance	30 px rise + fade in .25s, staggers .05 to .25s, nothing before first paint
Window pan	object-position 0 0 to 0 100% over 5s cubic-bezier(.3,0,.4,1); phones: one 10s cycle on view and on tap
Border color	.25 to .3s; traffic lights .3s
Buttons	background, color, border .2s ease
Megamenu	8 px rise + fade on open
Carousels	6s autoplay, pause on hover and drag; marquees never
Reduced motion	respected always



PERFORMANCE · ACCESSIBILITY · BEST PRACTICES · SEO

04

IN USE

Where the brand meets the customer.

WEBSITE

Hero = claim + receipt + mosaic, web-first. The pure production reel lives in its own band under the film strip, never as the opening promise. The homepage keeps the two-card duality; the services page leads with Custom Platforms.

Rule: Launch tier prices are public. One CTA card per page, last.

CASE STUDIES

One client, one story, told from the eyes of the architect and the builder: the brief, the constraint, the decision, what we engineered. The client's scale is proof of what we can carry; the client's services stay on the client's site. Each flagship case has its own layout language.

Rule: every case ends with the performance receipt chip and a CTA card.

PROPOSALS

Steel cover with the white wordmark, tagline, then receipts before promises: scores, past cases, timeline. Video proposals may wear the film strip on the cover.

Rule: fixed price or scoped quote, never «from». Euro sign after the number.

SOCIAL + EMAIL

Navy frames with radial light, white mark bottom-right, one giant Commissioner numeral or one Fira claim per tile. Emails: white document on #EDEDED, blue wordmark letterhead, one flat blue CTA.

Rule: the signature carries the tagline and the site link, nothing else.

The performance receipt chip is the one visual asset used everywhere: site footer, case studies, proposals, social. It is the brand's signature move: the claim with its proof attached.

SENSIS

ΚΩΔΙΚΑΣ ΚΑΙ ΚΑΜΕΡΑ. ΜΙΑ ΟΜΑΔΑ.

Questions on applying this book: [hello via sensismedia.gr](mailto:hello@sensismedia.gr)