

BRAND GUIDELINES



THE BASICS

The sensemetrics logo has two variations - a vertical orientation and a horizontal orientation.

In certain circumstances, we may use the icon on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon. The icon should not be used by itself without express written consent from sensemetrics.

- Only show the logo in sensemetrics green & grey, sensemetrics green, or white, as shown on page 3 of this document.
- Don't alter, compress, rotate, or modify the logo in any way.
- Don't animate the logo.
- Don't surround the logo with other shapes, images or text.
- Don't accessorize the logo with extra elements.
- Don't overemphasize the logo with effects such as drop shadow, outer glow, stroke or embossing.
- Don't make the logo transparent.
- Don't use previous versions of the logo.
- Follow the clear space guidance in this document.
- Don't use the icon by itself without permission from sensemetrics.

Vertical Orientation



sensemetrics

Horizontal Orientation



Icon



CLEAR SPACE & MINIMUM SIZE

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The space around the vertical logo should be at least 125% of the width and 150% of the height of the logo.

The horizontal logo and the icon's exclusion zone is equal to half the height of the icon (marked as x in the diagram).

Establishing a minimum size ensures that the visual impact and legibility of the logo is not compromised in application. Follow the minimum size guidelines for each logo orientation and icon as stated on this page.

Exclusion Zone



Minimum Size



The vertical sensemetrics logo should never be smaller than 115 px in digital or 14 mm in print.



The horizontal sensemetrics logo should never be smaller than 137 px in digital or 17 mm in print.



The sensemetrics icon should never be smaller than 34 px in digital or 6 mm in print.



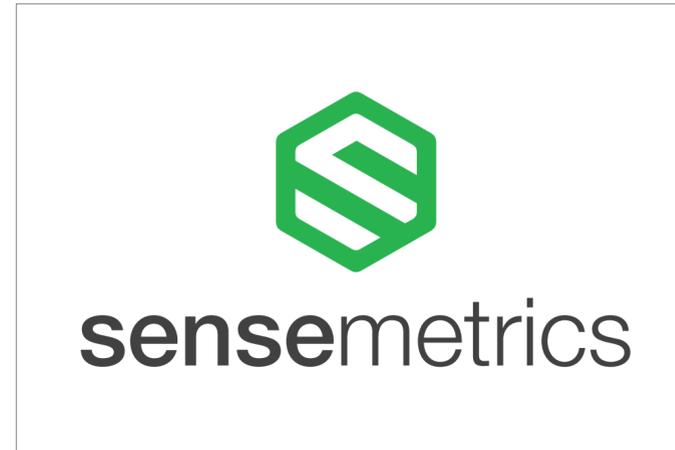
COLOR

The sensemetrics green and grey logo is our primary logo colorway, and it should only be used on a white, non-photographic background.

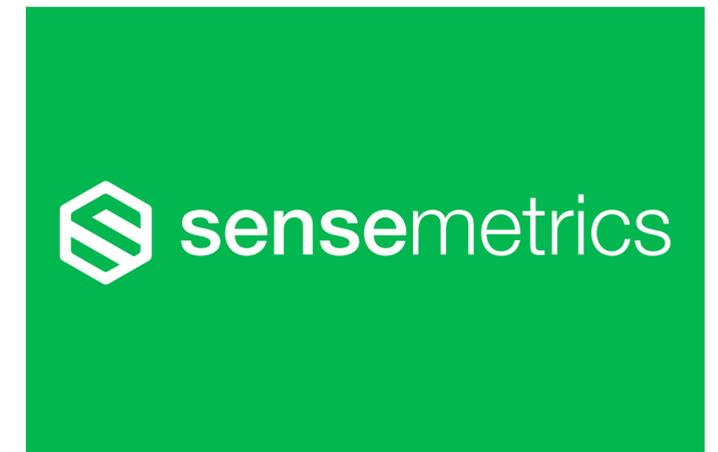
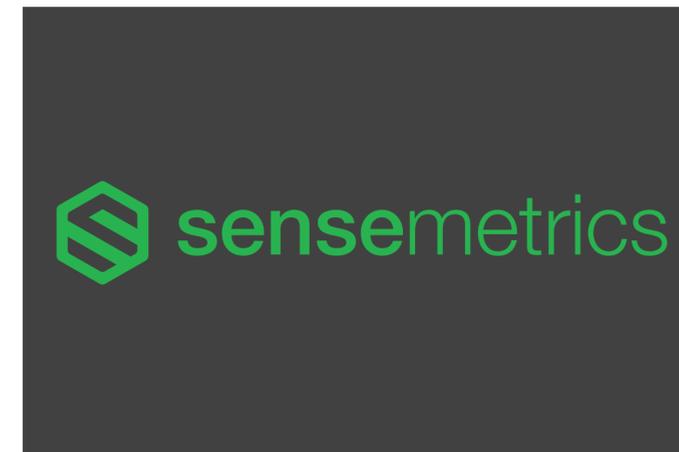
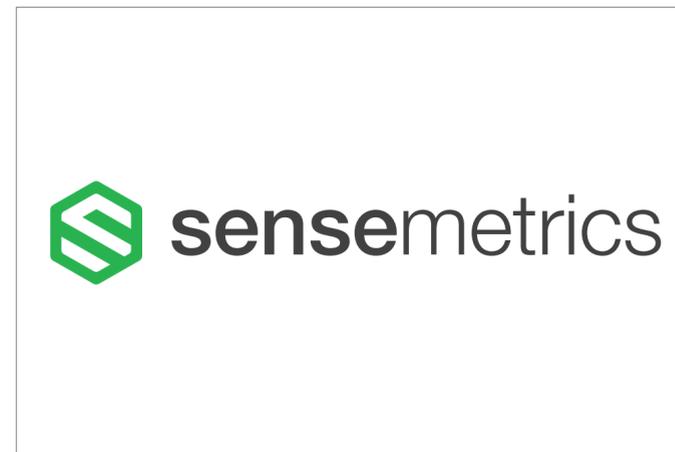
The sensemetrics all-green logo should only be used on a sensemetrics grey background.

The sensemetrics white logo should only be used on our sensemetrics green color or when being used on an approved photographic background.

Vertical Orientation



Horizontal Orientation



Logo Colors



sensemetrics Green
Pantone 7481 C
HEX #02b74f
RGB 2 183 79
CMYK 78 0 97 0



sensemetrics Grey
Pantone 4287 C
HEX #414141
RGB 65 65 65
CMYK 67 60 59 46



LOGO MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.



NO

Do not use the old version of the logo.



NO

Do not apply a drop shadow to the icon or wordmark.



NO

Do not rotate the logo or icon.



NO

Do not change the logo color or tone outside of the sensemetrics color guidelines on page 3.



NO

Do not apply a stroke or outer glow to the icon or wordmark.



NO

Do not distort or warp the logo in any way.



NO

Do not use the wordmark without the icon.



NO

Do not outline or create a keyline around the logo.



NO

Do not change the typeface of the wordmark.



NO

Do not try to recreate or manipulate the icon.



NO

Do not apply a gradient to the icon or wordmark.



NO

Do not make the logo transparent.



NEED HELP?

If you have questions about anything in this guide, you are missing brand elements, or you are unsure if your visual application best represents the sensemetrics brand, please contact us at marketing@sensemetrics.com.

