

sensemetrics logo use specifications

sensemetrics

Logo

The sensemetrics logo (hereinafter referred to as “logo”) shall not be modified or recreated as a new model or new artwork. The logo shall never be used on products.

The logo shall never appear in a line of text or be mixed-up with other words and/or graphics. The word “sensemetrics” may be used in a line of text. When used in a line of text, “sensemetrics” is always to be all lowercase.

Color of logo and background colors

The letters of the sensemetrics logo shall be green (matching the CMYK value: 51/7/100/0). The green logo shall always be placed on a white background. If the logo must be placed on a dark or patterned background, a white logo should be used.

A black logo on a white background may be used where permanent media is printed in black and white (e.g. faxes, some newspapers) or where advertising is placed in black and white. The logo shall not be used in any other color unless extraordinary circumstances prevail, e.g. building codes require standard signage colors, but then sensemetrics’ prior written consent is needed.

Use of patterns and special effects

The use of special patterns, outlines, background shapes or shadow effects is not allowed. The use of shadow effects is allowed only for electronic media, such as videos and shows. All retouches, animations, changes, etc. require sensemetrics’ prior written consent.

51C 7M 100Y 0K
Hexa-Code 8db926
141R 185G 38B