



sensenet

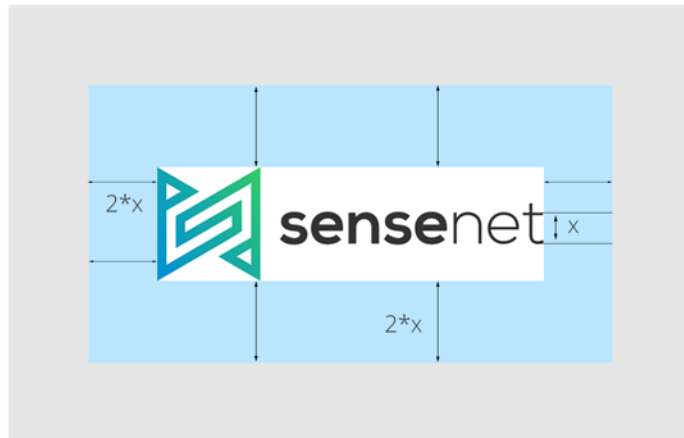
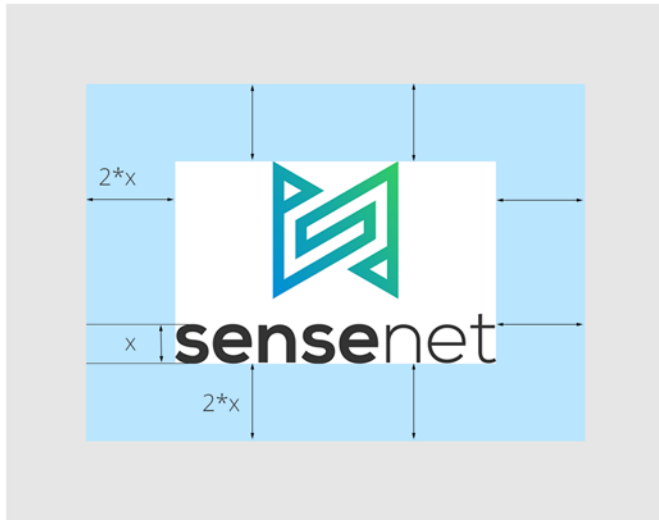
logo and style
identity guide

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1. Logo clearspace

The main logo consists of the letters “s” and “n”.

The company name is placed under or beside the logo, aligned center. Both, the logo and the company name can be used individually as well.

Safe zone: other graphical and visual elements can be safely positioned up to the adjoining blue area.

Clear space: is indicated by the blue area.

This must be kept free of all other graphical and visual elements. The minimum required clear space is defined by the double of the measurement “X” (X equals to the height of the letters)

Nexa Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 (!@#\$%&.,?::)

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

Nexa Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 (!@#\$%&.,?::)

Penultimate

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2. Typeface details

Typeface Family: only two font styles are used in the logo, both from the same typeface: Nexa Bold and Nexa Light. For the logo only use these two typeface weights, these will ensure the consistency for the future growth of company identity.

How to use: Nexa is the typeface, that is uniformly used in the logo wording. The first part of the company name “sense” is written in Nexa Bold, and for the second part “net” Nexa Light is to be applied.



3. Color specifications

Logo color: the logo is filled with blue and green specified by the rgb, CMYK, and hex-codes in this documentation. The type of transition gradient between the colors are linear, the degree of transition is 30° the dispersion is 50% between the two colors. The transition starts from blue in the bottom left corner and ends in green in the top right corner of the figure.

Text color: the text in the logo is displayed by grey, specified by rgb, CMYK, and hex values in this documentation.



4. Logo styles

Primary full tone color: the primary logo to use, includes a linear transition in the figure. This is the main go-to version of the logo.

Full tone gray scale: the greyscale version can be used for higher quality, but still black & white print reproduction, where a finer halftone screen is used.

Solid black: the solid black version is only to be used for lower quality black & white prints, like commercial printing, where course halftones screens are used.

Social media: 3 versions for social media profile image can be used without the company name. The white figure version on linear background, the linear gradient figure on transparent, angular and rounded background.



5. Logo best practices

To ensure that our brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, or modify any part of the logo.

Do Not - Logomark: do not resize or change the position of the logomark.

Do Not - Fonts: do not use any other font, no matter how close it might look to Nexa.

Do Not - Sizing: any resizing of the logo must be proportionate. It should never be displayed rotated or flipped.

Do Not - Color: do not change the colors, even if they look similar. Always use the official color specification, detailed in these guidelines.




6. Branding design in correspondence

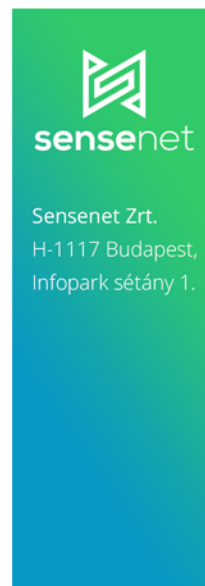
Letter head and footer: even our letters must increase brand awareness with printed custom business letters. The design is intended to make a great impression by solidifying the company's image.

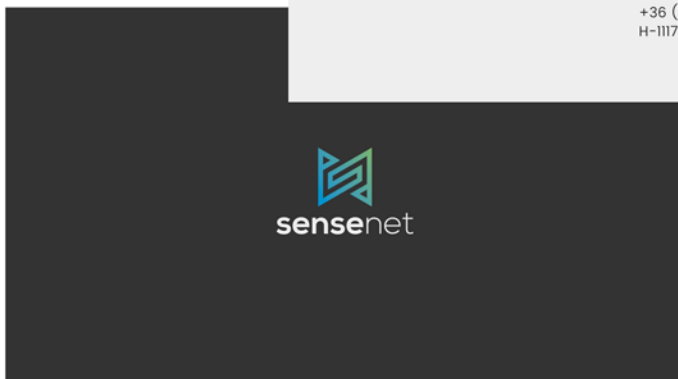
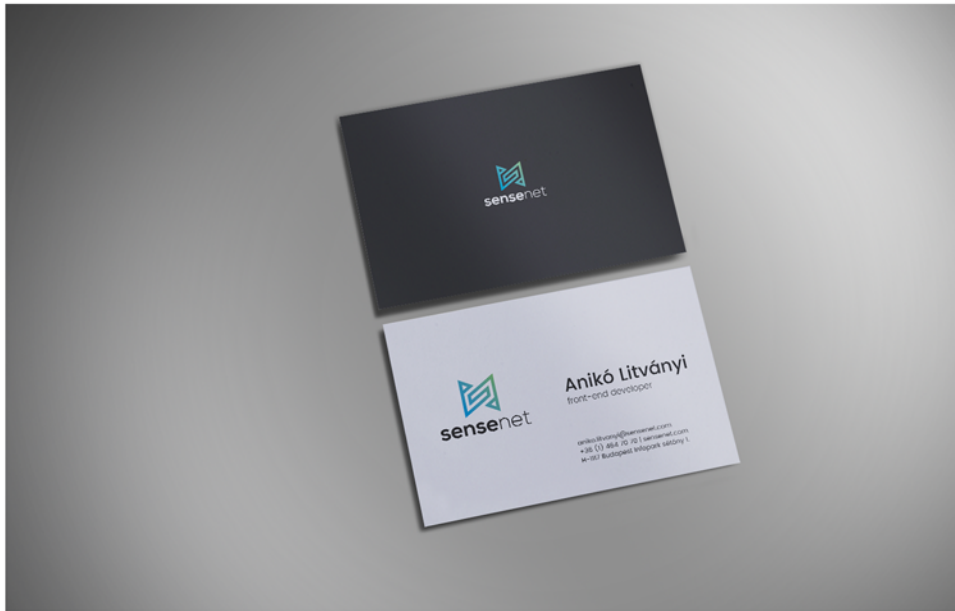
The logo and company's location need to be shown, in accordance the logo- and branding rules, as they are described in this document.

Envelope: custom envelopes, featuring the company's logo, name, and returning address will reach the partners and customers in style, identifying sensenet apart from our competitors.

Branding elements and company address should be set in white color, on a blue-to-green gradient strip on the left side of the envelope, started from the top; according to the branding guidelines described in this document.

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+36 1 464 70 80





7. Business card layout

Orientation: the businesscard has portrait layout. The size and proportion follows the Hungarian standards: it's width is 90mm, the height is 50mm, the aspect ratio is 1:8.

Front page content and layout: the front page shows the logo without company name in the top right corner, the name and title of employee, and the address of company on the right side of the card, text aligned to the right. On the left side of the card besides text-content, there is a QR code placed, that contains the vCard of the employee.

Back page content and layout: on the back page the primary full tone color logo is shown with the company name written under the logo. Both vertically and horizontally aligned center. The text color is white, the full background is drak grey.



8. Social media appearance

Described mediums: sensenet has social sharing pages, for sharing contents, news and images about the company for partners and users.

The corporate identity should transmit the values of sensenet both as workplace, and as product.

Profile image: sensenet avatar should be the social media version of the logo, either the full tone color version on transparent or white background, or the white version on gradient background. The logo must fit in and fill the available space of the avatar.

Cover image: cover image should be a unique image that represents the company and its vision in a creative way. It should be an image of the product, or about office location, or any artwork, what our audience responds to best.

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9. Email signature

Content: all emails, sent for business purposes should have a unified corporate signature, that contains as a minimum the following contents: the name and title of employee, full tone color company logo with company name written beside the logo, the company address and phone number.

In the case of necessity these data can be extended.

Font type and alignment: the signature is written with Arial font type, 11pt font size, in normal font style. Except for the name, which is written in bold font style. All contents are aligned to the left.