

Sensolus brand guideline

September 2022



Visual style

Lato
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.(\?!%&£#\$/)

Lato
SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.(\?!%&£#\$/)

Lato
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.(\?!%&£#\$/)

Lato
Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.(\?!%&£#\$/)



Sensolus colors

					
212851	005B81	0071A1	A0C3D8	C2D7E4	DAE5EC
					
1D283C	424B59	535E6F	B8BFCA	D5D9E0	DEE4E6
					
E7E7E1	EAEF1	EFF3F4	F9FAFA	FFFFFF	
					
FFCC66	F6FBD0	62CC86	B8BFCA	39CB99	543200
					
E00000	E86124	F68483	F0D5CA	FFA858	FDEFDE



WHITE BACKGROUND



NEGATIVE BACKGROUND

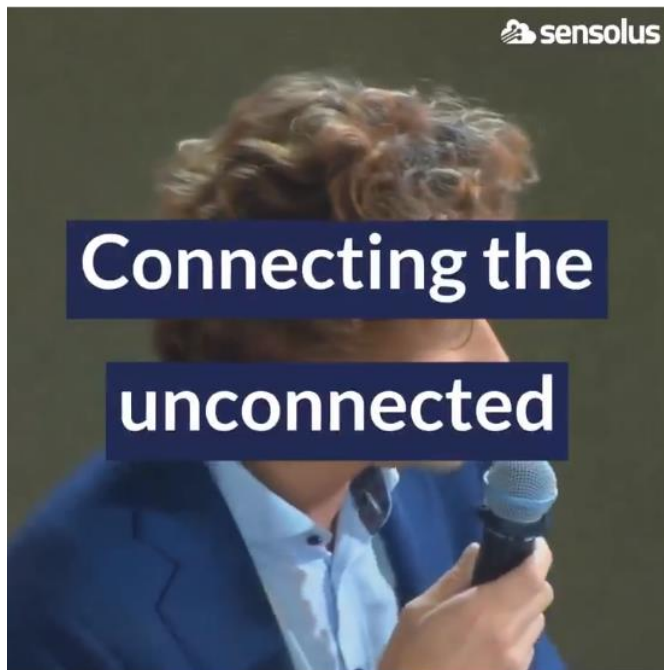
- **Usage:** Always horizontal
- **Color:** White or blue
- **High quality logo:** Please see the file 'logos'
- **Never** use the cloud image separately.

Logo spacing



The height of the logo defines the left, right, top and bottom spacing of the logo.

Not respecting the logo spacing



It does not respect the logo freespace

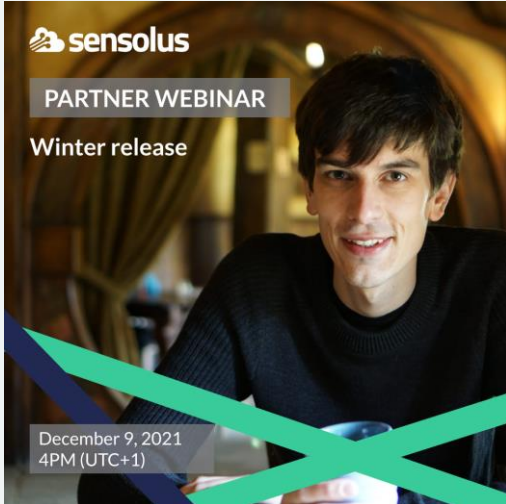
Logo on solid colored background



These combinations are allowed for the Sensolus logo on a solid colored background

- Dark blue on white
- White on Dark Blue
- White on Green

Logo on picture



Dark blue on light
backgrounds

White on darker
backgrounds

Not allowed colors for the Logo



- Do not change the color of the logo
- Do not skew the logo
- Do not rotate the logo

Sensolus and partners – Sensolus first



- Dark blue on white - Partner logo is in color
- White on Dark Blue – Partner logo is white
- White on Green – Partner logo is white

Logo spacing with partner logo



The height of the logo defines the left, right, top and bottom spacing of the logo.

Sensolus and partners – Partner first



- Partner logo is on a white background => Use Sensolus dark blue logo
- Partner logo is on a colored background => White sensolus logo

Always ask for the partner logo as **VECTORS**. Supported file types for vectors are .ai, .eps or .svg. No other file types!

Think “content first”

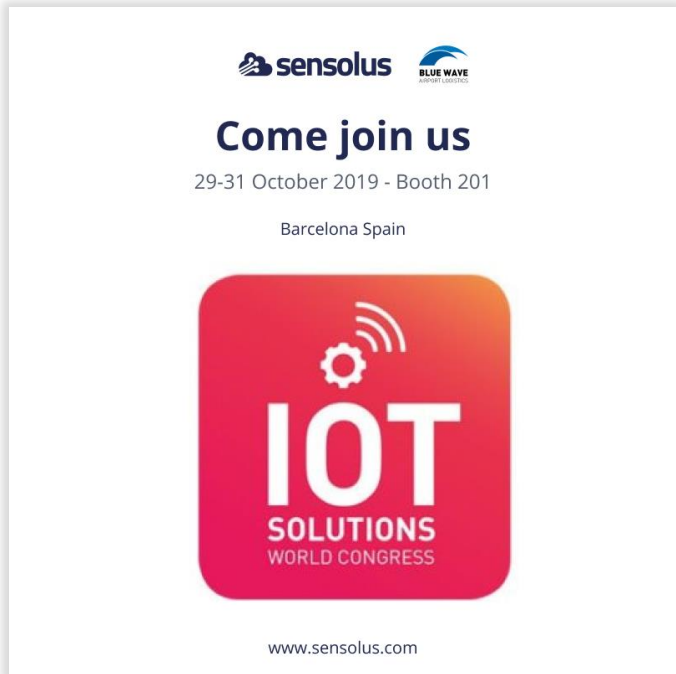
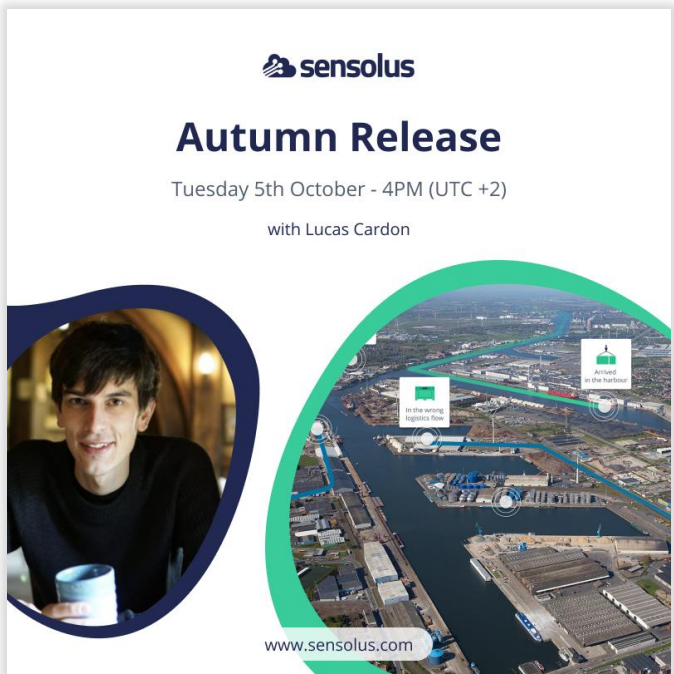
Focus on what you want to communicate instead of the visual side of it. Working with templates will cover the visual part of the communication.

Keep it simple

Focus on one specific topic per post and use vocabulary that is suited for the message. In general we focus on wording that is understandable for a broad audience, however some technical posts require some technical words.

Stay sober

Sensolus is a trendsetter in a highly technical environment. Stay sober in visual makeup and wording. Let the message speak for itself.





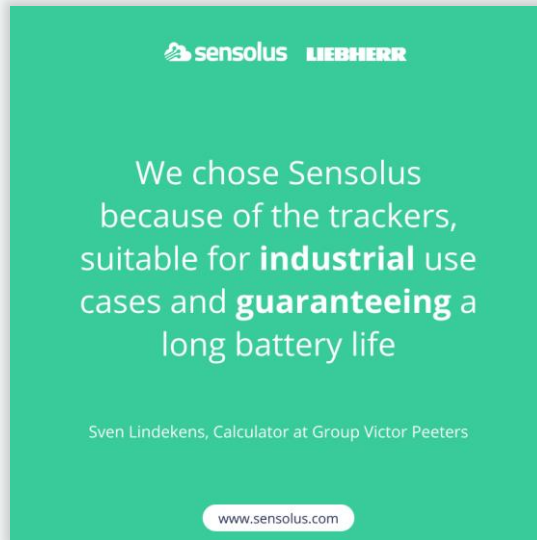
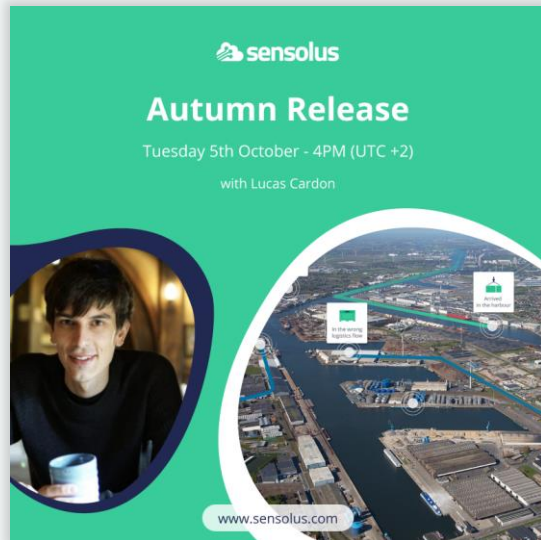
Social media templates blue



Usage:

- When content is clearly separated (picture or in blob).
- Text only

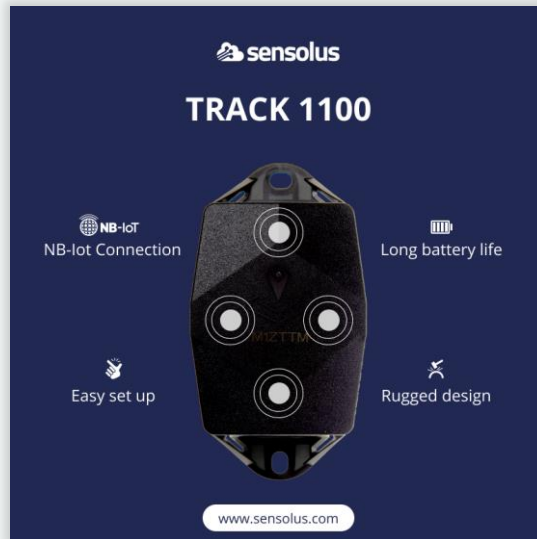
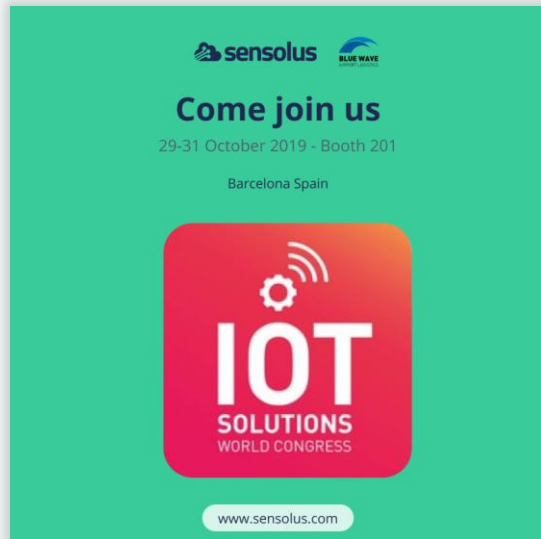
Social media templates green



Usage:

- When content is clearly separated (picture or in blob).
- Text only

Social media templates not allowed



Why not use:

- The main content does not get enough attention due to the colored backgrounds.
- Color contrast is not big enough

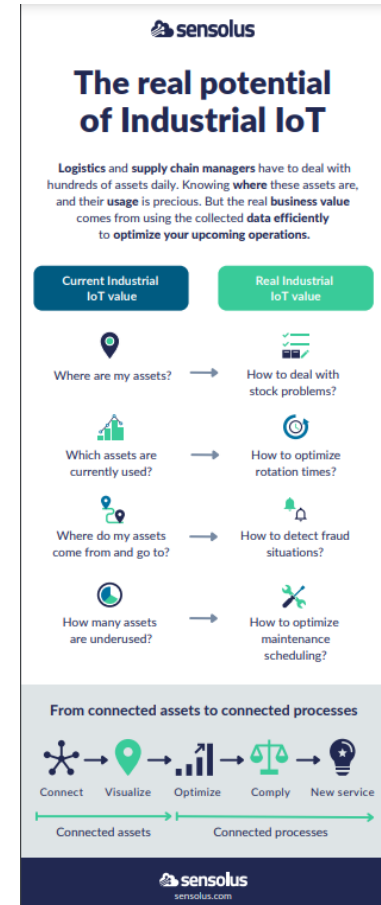


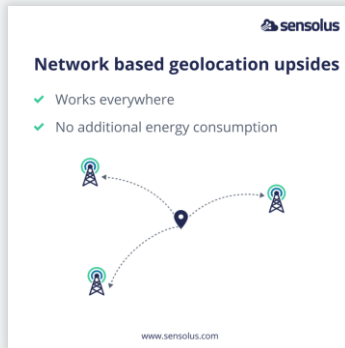
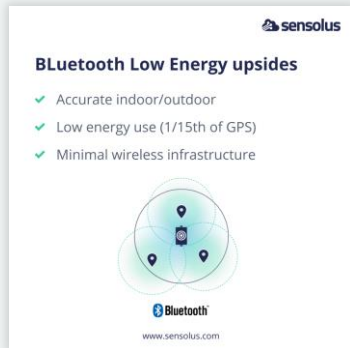
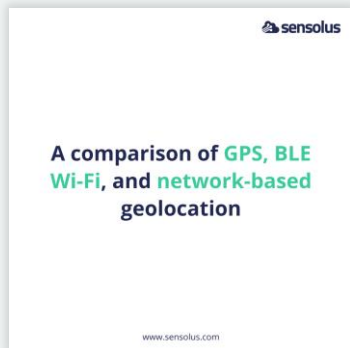
It is basically a Sensolus template

- Only use Sensolus colors
- Placeholders for images and graphics
- Sensolus logo first, partner logo second

Infographic guidelines

- Use white background as main background color
- Use gray or colored background to separate sections
- Use colored icons on white background
- Only use Sensolus colors
- Let it breathe – Space out the sections
- Avoid using boxes inside boxes
- Use bold only for 'titles' and for highlighting a specific information
- An infographic is not text in boxes, use text and visuals



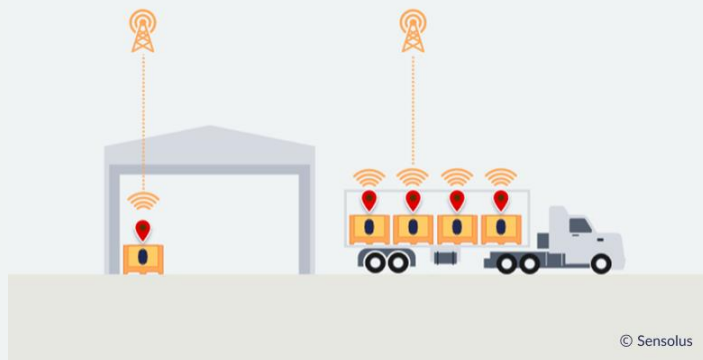


For professional and consistency purposes

- Try to use as much [in house graphics](#) as possible.
- Use the pictures we made ourselves or the stock images we bought.
- Use the Sensolus designed [icons](#).

We prefer a professional, minimalist visual style

- We present information in a precise, simple way
- We prefer organic shapes over geometry
- The color palette plays a supporting role. The main color is white.
 - The message needs to be bold, not the colors
- Illustrations are used for explanations. Photographs are used to illustrate use cases and customer cases.
 - We aim for authenticity, not the feeling of a photographer's studio



© Sensolus

Usage:

- When using Sensolus visuals;
- In marketing material e.g. blog post, brochure

Placement: **Bottom-right corner** of a visual

Copyright indication

Tone of voice

These adjectives describe the way Sensolus interacts with the world



Keep

- Trusted, experienced, reliable and premium*
- Approachable, authentic, relationship and customer oriented
- Pioneering and visionary
- Practical and down-to-earth

*but we don't want to be considered unaffordable

Add

- Bold thought leader
- Value-oriented
- Simple*
- International**

*asset tracking is complex, but we make it simple for you

**when you're truly international, people don't know where you're from

Avoid

- Casual & playful
- Boastful
- Technological

Cobranded guidelines

03 December 2021

- When a partner communicates with Sensolus material (pictures, visuals, screenshots,...), the partner should mention “in cooperation with Sensolus”
- Sensolus offers a full set of assets for proper cobranding
 - Sensolus color sheet
 - Sensolus icons
 - Sensolus logo and guidelines
 - Lato font

Example on printed document



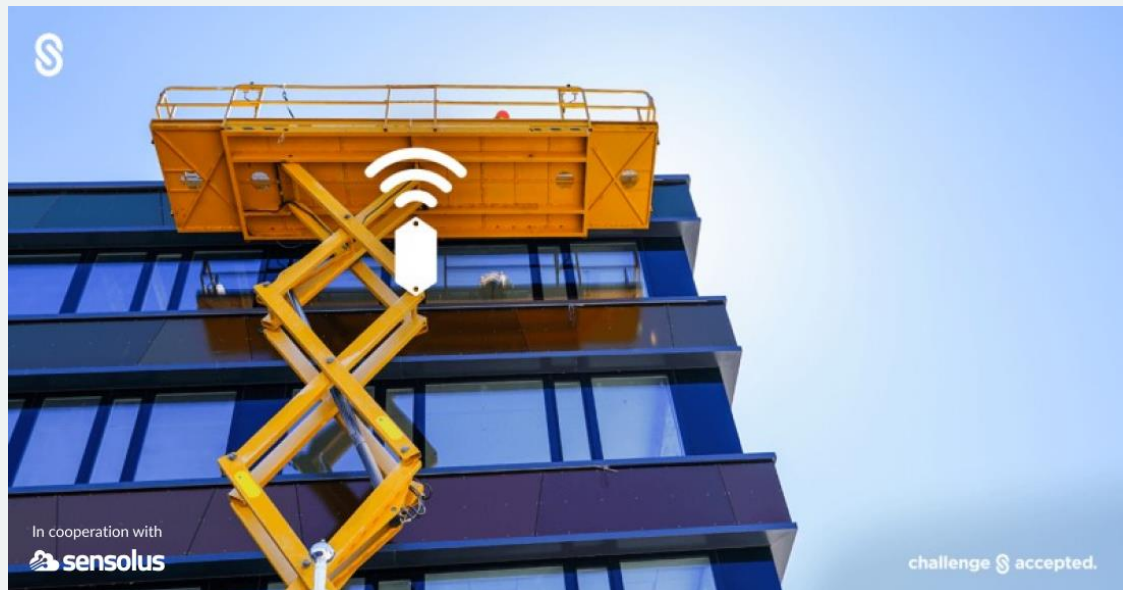
Mention 'In cooperation with Sensolus'. The partners can choose the font for "In cooperation".

Partners are free to place the logo anywhere.

Sensolus logo must be used properly.

- Keep the whitespace
- Blue Sensolus logo
 - white backgrounds
 - light photos
- White Sensolus logo
 - colored backgrounds
 - dark photos

Example online post



Mention 'In cooperation with Sensolus'. The partners can choose the font for "In cooperation".

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- Keep the whitespace
- Blue Sensolus logo
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 - light photos
- White Sensolus logo
 - colored backgrounds
 - dark photos

- Sensolus logo and spacing
- Sensolus branding colors
- Colored icons set
- Sensolus visuals
 - Platform screens
 - Marketing visuals

Logo spacing



The height of the logo defines the left, right, top and bottom spacing of the logo.

Please keep these distances in mind when placing the Sensolus logo.

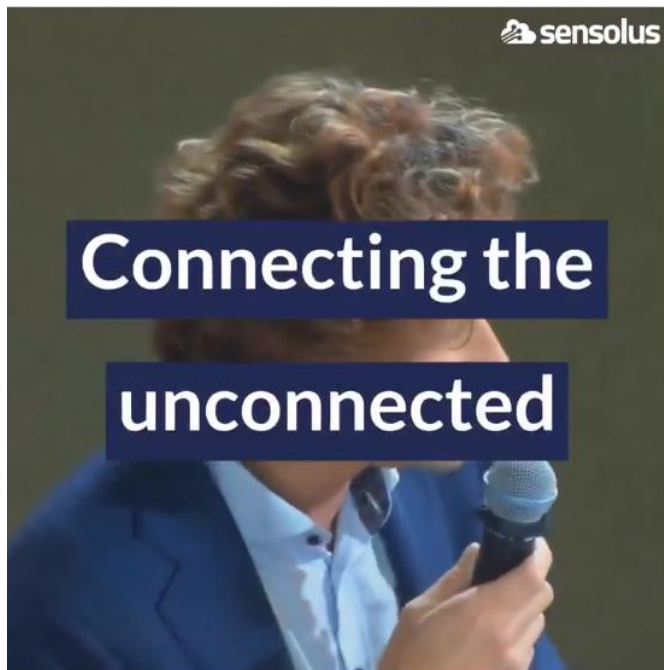
In cooperation with



In cooperation with is part of the top X-height.

Preferred font for the “in cooperation with” is Lato but Partners can choose to use their own font.

Not respecting the logo spacing



It does not respect the logo freespace

Contact us:

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