

## COMPANY BRANDS



SENSOFAR

LOG00-01L-B

Color basic version  
for white or light background



SENSOFAR

LOT00-01L-B

Color tagline version  
for white or light background



SENSOFAR

LOM00-01L-B

Monocrom logo version for white or light  
background. The tone of gray can be  
adapted according to the application.



SENSOFAR

LOG00-01D-B

Color basic version  
for black or dark background



SENSOFAR

LOT00-01D-B

Color tagline version  
for black or dark background

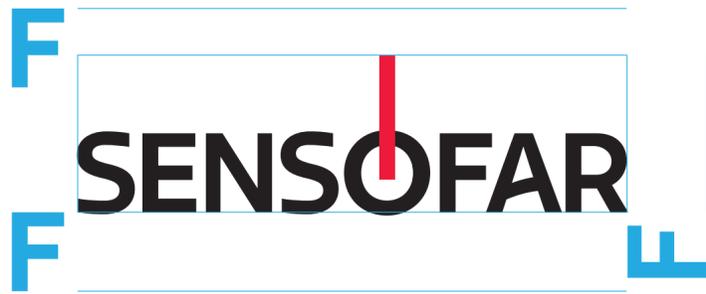


SENSOFAR

LOM00-01D-B

Monocrom logo version for black or dark  
background. The tone of gray can be  
adapted according to the application.

## CLEAR SPACE



Clear space for basic versions  
The reason for clear space is to ensure that  
a logo maximizes visibility and impact.



Clear space for tagline versions  
The reason for clear space is to ensure that  
a logo maximizes visibility and impact.

## BRAND ASSETS



Sensofar's basic color palette is based on white  
and a range of very light grays. The corporate  
color is 'Sensofar Red'. For text and headline  
composition: black and 80% gray.

**OPEN SANS** Latin Alphabet

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Etiam consectetur eu ex  
et ultricies. Vivernih icaste  
consuliam murbitatum iam  
per lost vignati ssimmo.

**SHIN GO PRO** Japanese

日本語の場合はランダムに生成され  
た文章以外に、著作権が切れた小。

**PING FANG HK** Chinese

滚滚长江东逝水，浪花淘尽英雄。  
是非成败转头空，青山依旧在。

Corporate fonts have been defined  
for each alphabet type. These fonts  
must be used in the composition of  
texts for brand communications.



The "S-frames" have become one of the  
most visual "assets" of the brand. The "Stand  
out frames" can also be used to highlight  
some elements of the composition.

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# Brand Guidelines



SENSOFAR