



SENS.IT LOGO

Dos and Don'ts

DE Januar 2020
EN January 2020

LOGO - DOS

Logo - Dos

DE Damit sich das sens.it Logo immer angemessen vom Untergrund absetzt und zur vollen Geltung kommt, ist darauf zu achten, dass das Logo in grün immer auf einem weißen oder hellen Untergrund steht.

Als weiße/negative Version steht das Logo entweder auf grün oder anthrazit.

Folgende Varianten sind gestattet.

EN To ensure that the sens.it logo always stands out appropriately from the background and is fully effective, it is important to ensure that the logo in green is always placed on a white or light background.

As a white/negative version, the logo is either green or anthracite.

The following variations are permitted.

The logo consists of the text "sens.it" in a bold, italicized, sans-serif font. Above the dot of the "i" are three curved lines representing a signal or antenna.The logo is identical to the previous one, but the background is a solid light gray.The logo is identical to the previous ones, but the text is white and the background is a solid green.The logo is placed over a photograph of a winding road through a hilly landscape. The text "sens.it" is in green, and the signal icon is also green.The logo is identical to the previous ones, but the text is white and the background is a solid dark gray. The word "ONE" is in a smaller, all-caps, sans-serif font.

LOGO - DON'TS

Logo - Don'ts

DE Das sens.it Logo darf weder in Farbe, Form noch Proportionen verändert werden. So wird eine einheitliche Außendarstellung stets gewährleistet.

Des Weiteren sind Zusätze oder Logoergänzungen ebenfalls nicht gestattet.

Ebenfalls gelten alle DON'TS der Marke ALLIGATOR auch für die Marke sens.it.

Unter anderem sind folgende Varianten nicht gestattet.

EN The sens.it logo may not be changed in colour, shape or proportions. Thus a uniform external presentation is always guaranteed.

Furthermore, additions or supplements to the logo are also not permitted.

All DON'TS of the ALLIGATOR brand also apply to the sens.it brand.

Among others, the following variations are not permitted.

