MOVESENSE

LOGO GUIDELINE

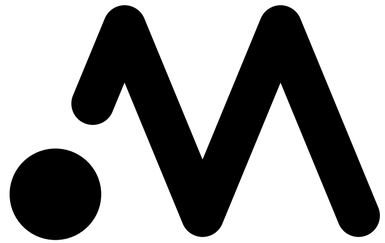
May 2017

1.
FORMS

The Movesense logo consists of two forms: the logotype and the logomark.

The logomark is a stylised "M" letter and it is included in the logotype.

Logomark

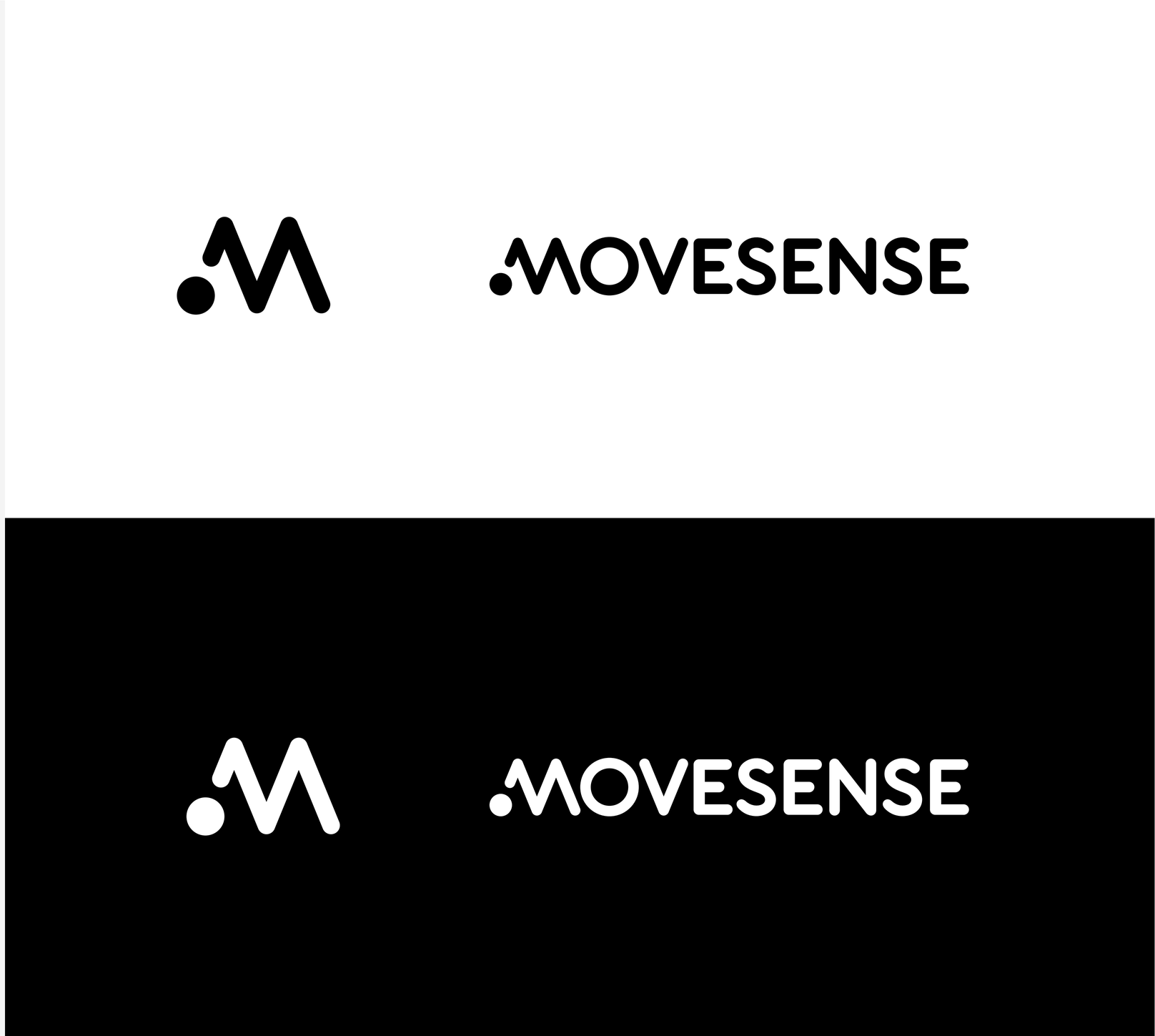


Logotype

2.1
USAGE

The logo can be used in black or white.

The choice is dependant of the background on which the logo is used.



2.2
USAGE

The logo can be used on a colored background.

Use the white logo on darker backgrounds, and the black on lighter backgrounds.

2.3
USAGE

The logo can be used on photo backgrounds.

Make sure the logo is legible on the background, tinting the photo darker or lighter if needed.

2.4
USAGE

A few reminders:

Only use the logo in it's default orientation. Do not rotate or distort the logo.

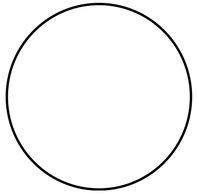
Do not use the logo in any other colors than 100% black or white.

Do not decorate the logo with extra elements, like shadows or other effects.

3.
COLOR VALUES

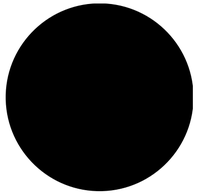
The logo can appear only full white or full black.

* Note that on printed medium, the appropriate values for rich black can depend on the case.
When creating material for print purposes, consult the print company for best neutral rich black.



White

CMYK: 0%, 0%, 0%, 0%
RGB: 255, 255, 255
HEX: #FFFFFF



Black

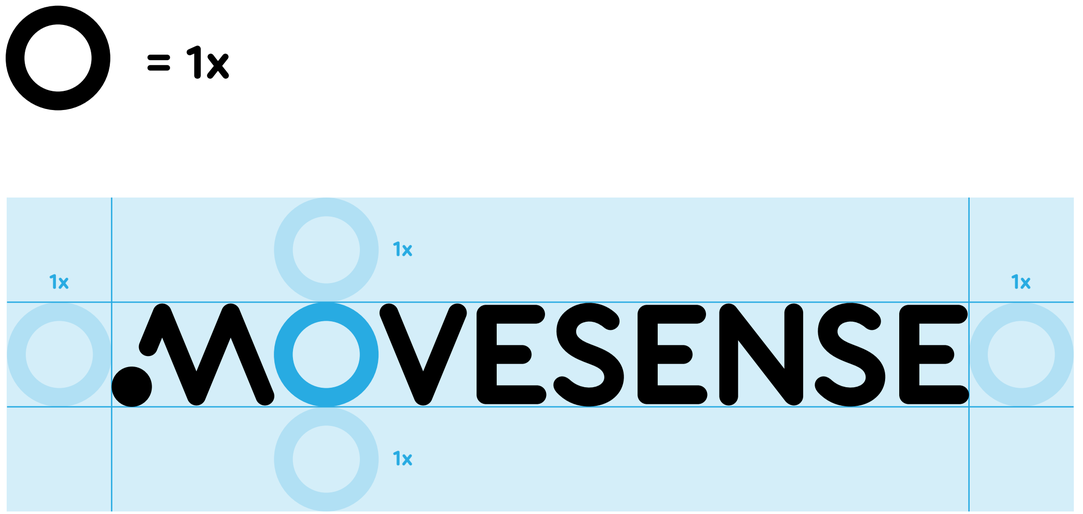
CMYK: 60%, 40%, 40%, 100% (rich black)*
RGB: 0, 0, 0
HEX: #000000

4.1
SAFE MARGINS

The safe margins define how much space the logotype needs to have empty space around it.

The logotype has an amount of margin that equals exactly the size of the letter "O" included in the logotype.

The source EPS files include versions with and without the safe margins.

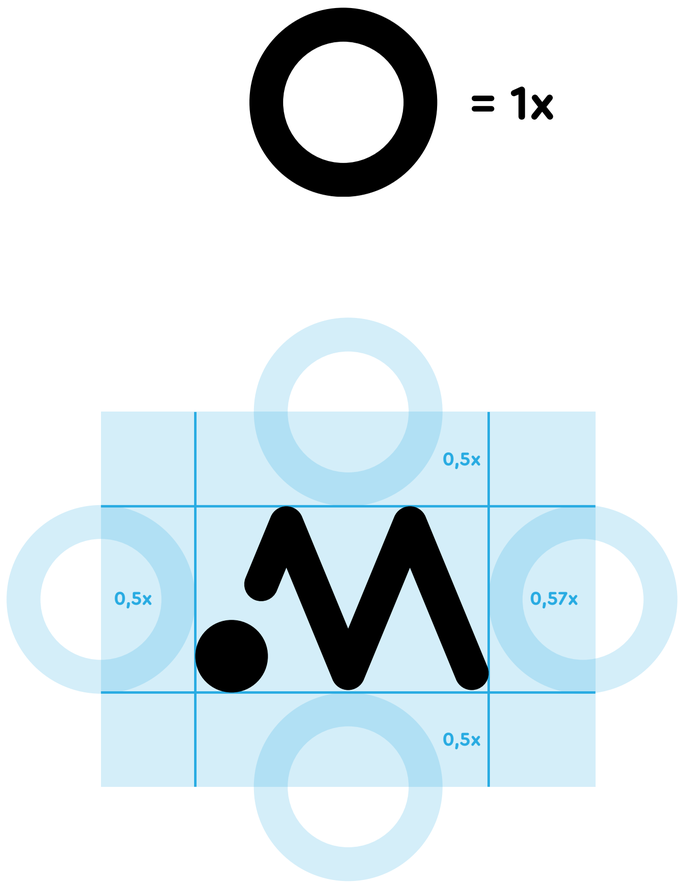


Logotype

4.2
SAFE MARGINS

The logomark margins are also relative to the logotype letter O.

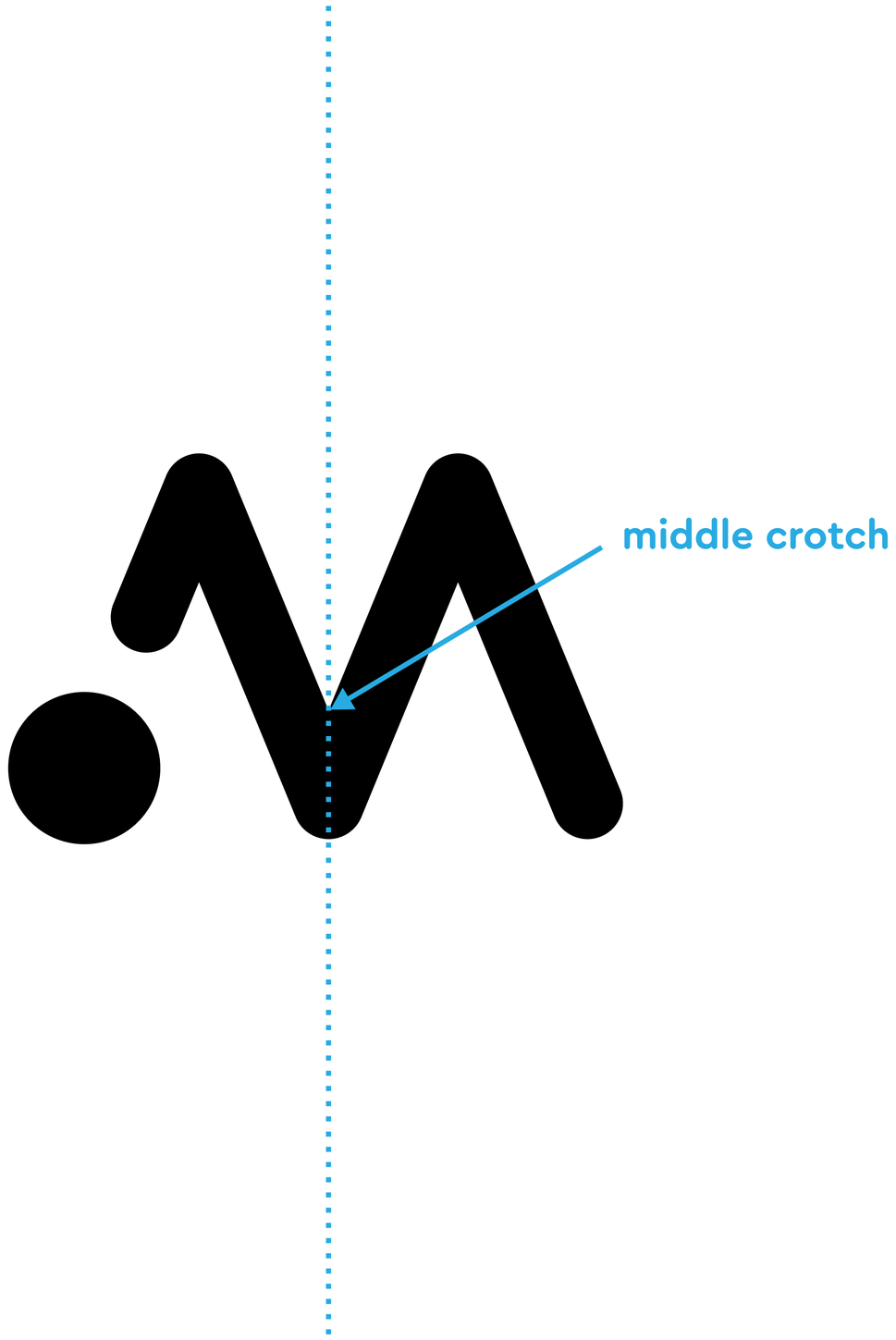
The source EPS files include versions with and without the safe margins.



Logomark

5.1
LOGOMARK CENTERING

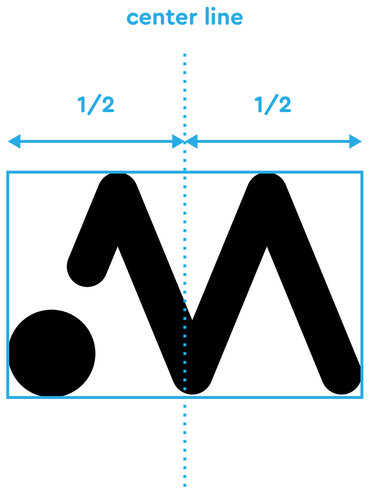
When centering the logomark horizontally with other elements, the logomark should be aligned by the middle crotch of the M letter.



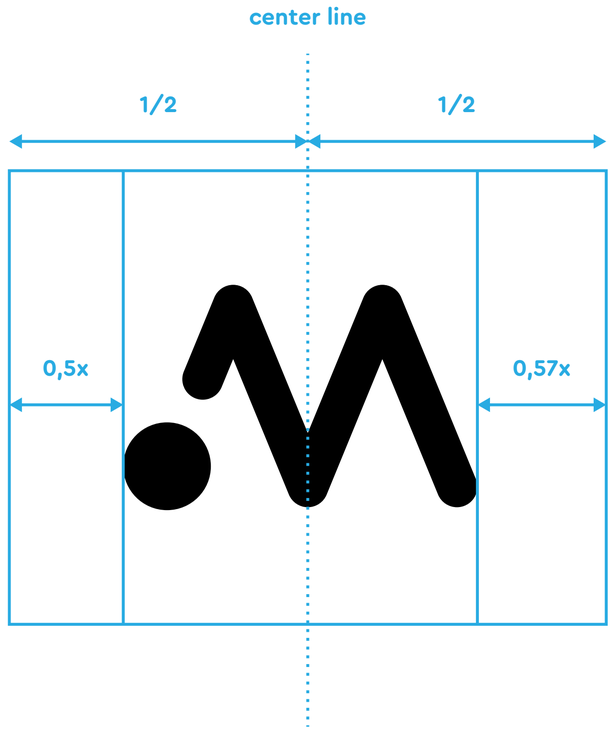
5.2
LOGOMARK CENTERING

As the logomark is an asymmetrical shape, it's centerline does not align with the middle crotch of the M letter.

The logomark right margin is defined wider than the left margin, to form a bounding box that aligns the centerline with the middle crotch.



Logomark without bounding box



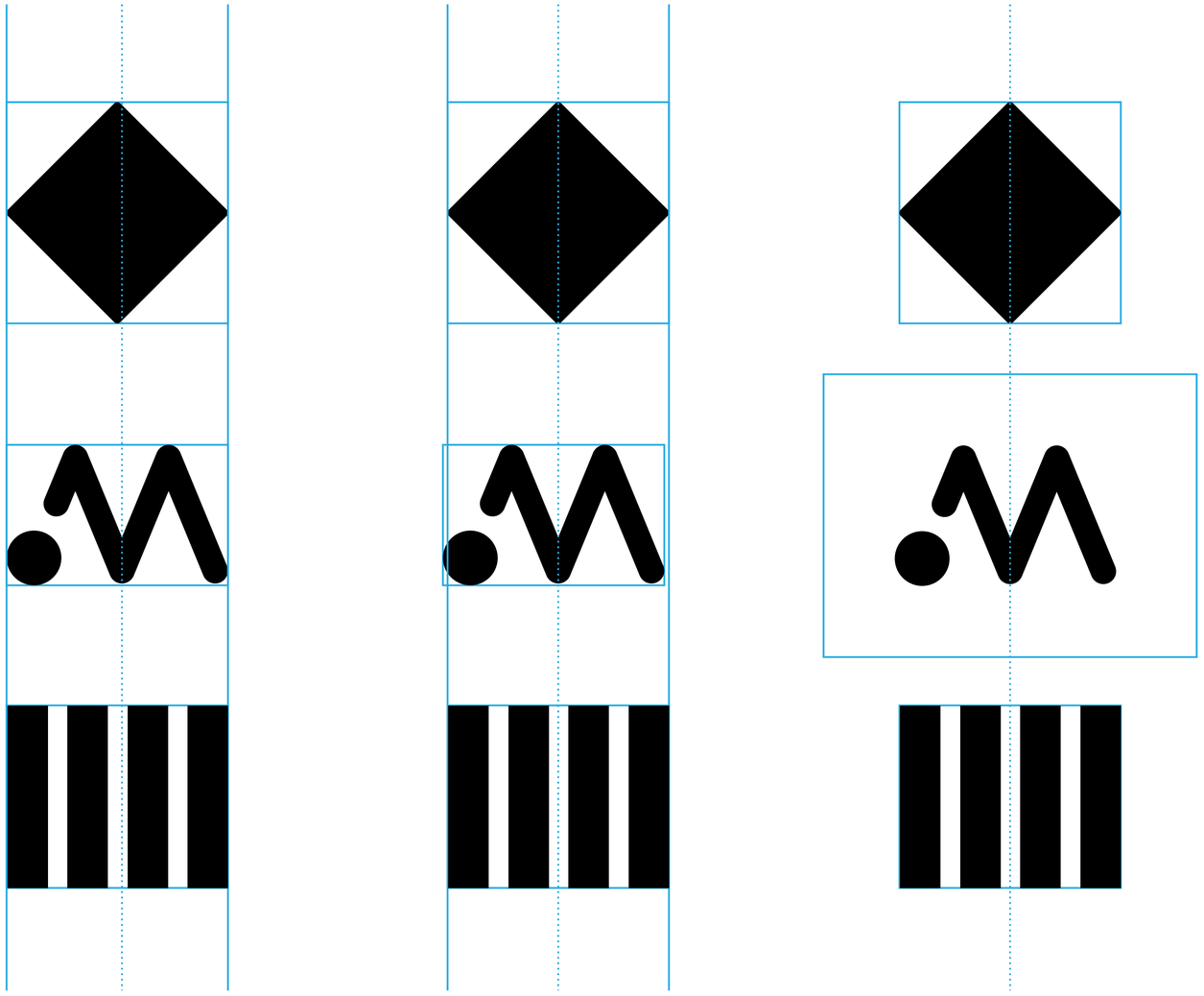
Logomark with bounding box

5.3
LOGOMARK CENTERING

Do not align the logomark by it's raw dimensions, like in figure 1.

If you use the logomark without the bounding box, align it by the middle crotch, as in figure 2.

The easiest way is to use the logomark with its bounding box, which aligns automatically right, as seen in figure 3.



1. Wrong

2. Right

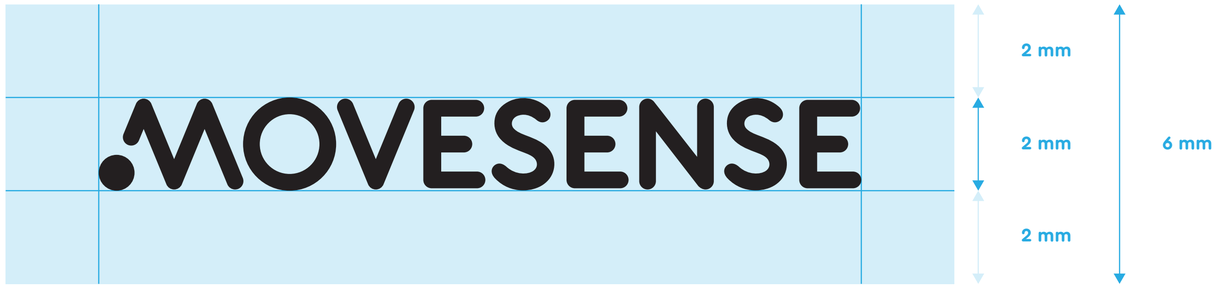
3. Best

6.1
MINIMUM SIZE

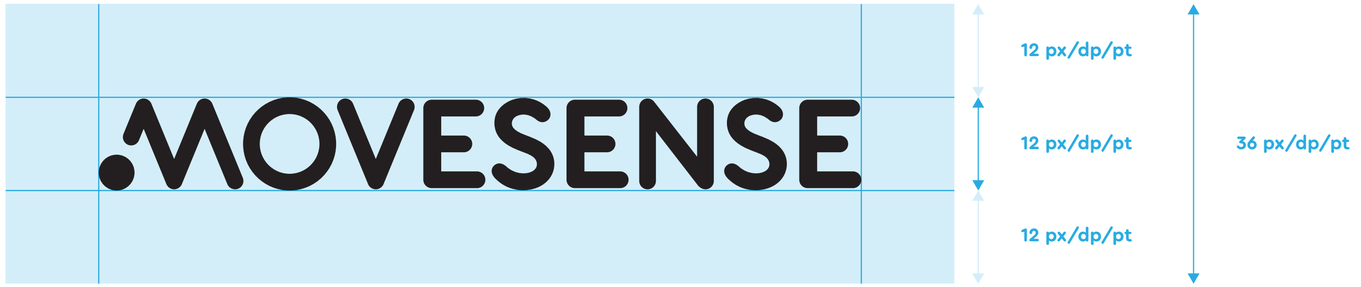
The minimum height the logotype can be used in print material is 2 mm, totalling 6 mm with safe margins.

In the digital media, the minimum height for the logotype is 12 density-independent pixels*.

(* For more information on density-independent pixels: http://ivomynttinen.com/blog/ios-design-guidelines



Print



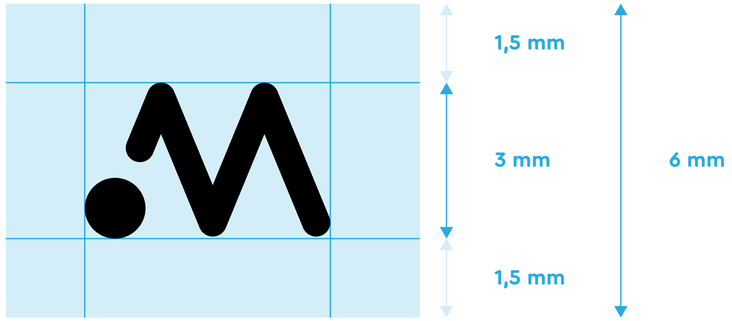
Digital

6.2
MINIMUM SIZE

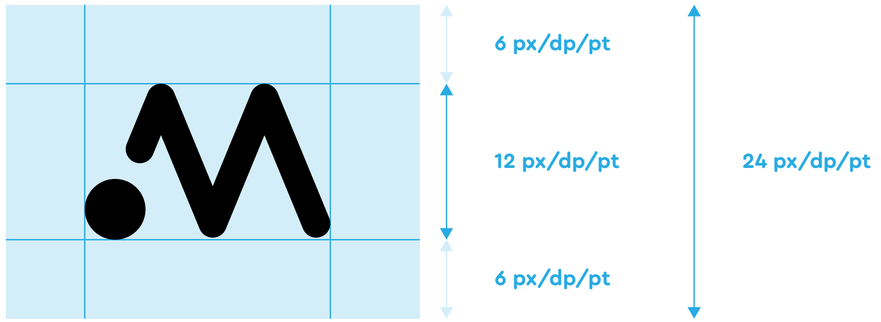
The minimum height the logomark can be used in print material is 3 mm, totalling 6 mm with safe margins.

In the digital media, the minimum height for the logomark is 12 density-independent pixels*.

(* For more information on density-independent pixels: http://ivomynttinen.com/blog/ios-design-guidelines



Print

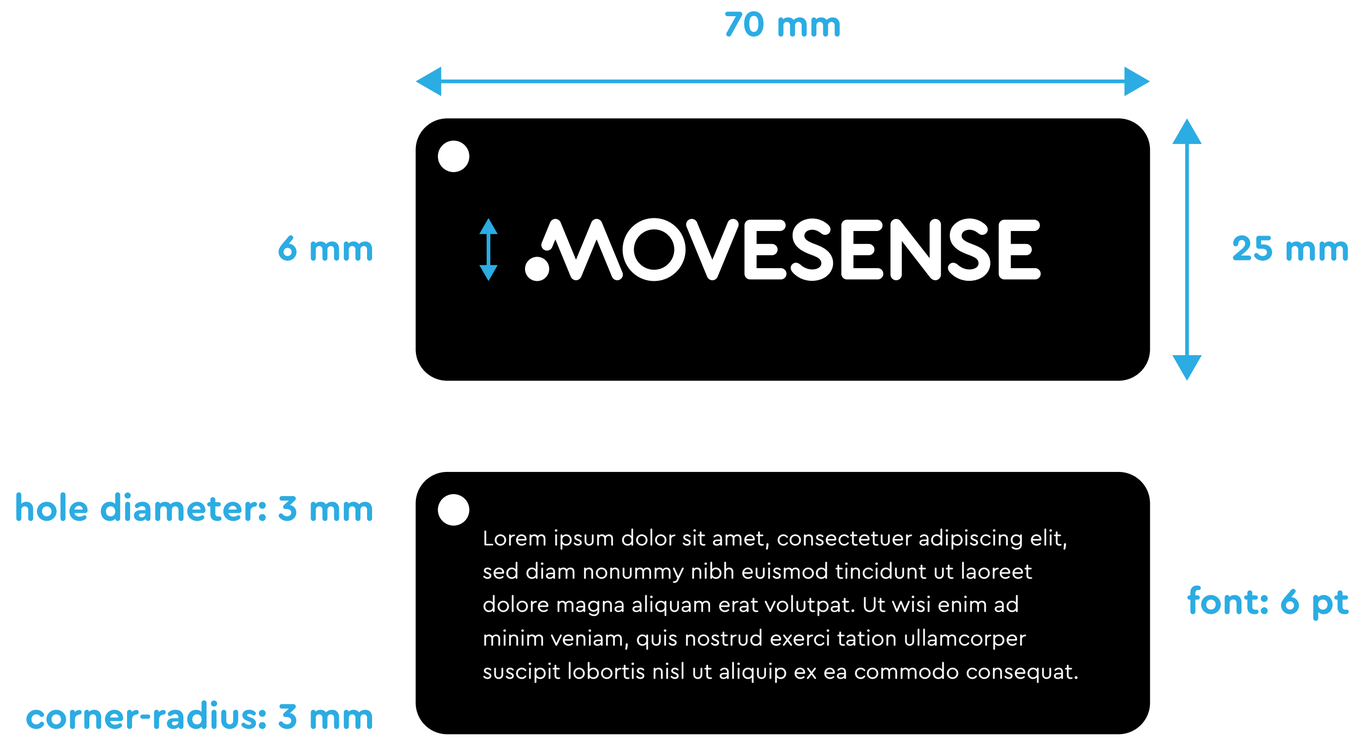


Digital

7.1
SUMMARY TAG

The tag is a physical carton tag that is intended to be attached to physical products that use the Movesense technology.

Especially a product that can't have the logo printed or embroidered into itself, would have to use the Movesense tag.



7.2
PRODUCT PACKAGES

In product packaging, the Movesense logo should be used in conjunction with other associated product logos.

The safe margins should be respected, along with other logos' safe margins.

The size of the logo should be adjusted to have visually approximately the same weight as the other logos.

YOUR BRAND

MOVESENSE

Bluetooth™

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YOUR BRAND

MOVESENSE

Bluetooth™

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7.3
SUMMARY PAGE

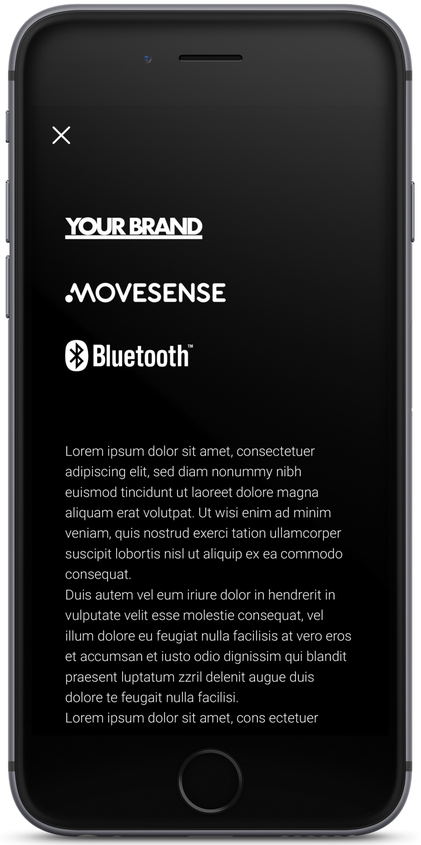
When a summary of the Movesense technology is presented in a digital medium, the following general rules should be applied:

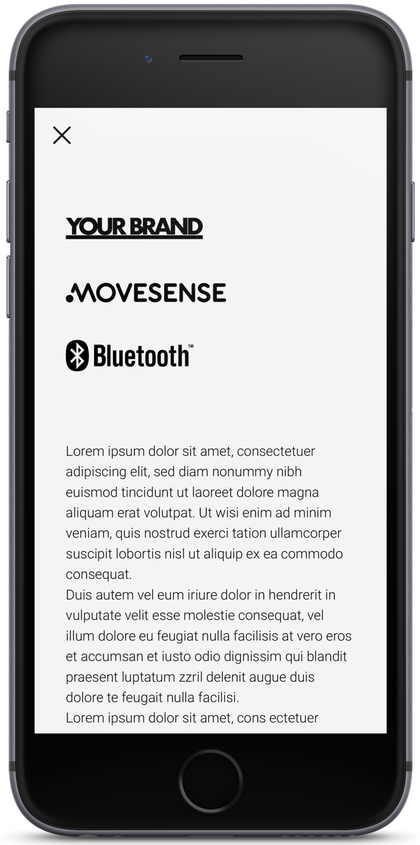
The logo should be on top of the content, alongside with other possible logos.

Align the logo with other elements by it's actual bounds, not by it's safe margins.

Pay attention to the safe margins, but preferably give the logo some extra space around it.

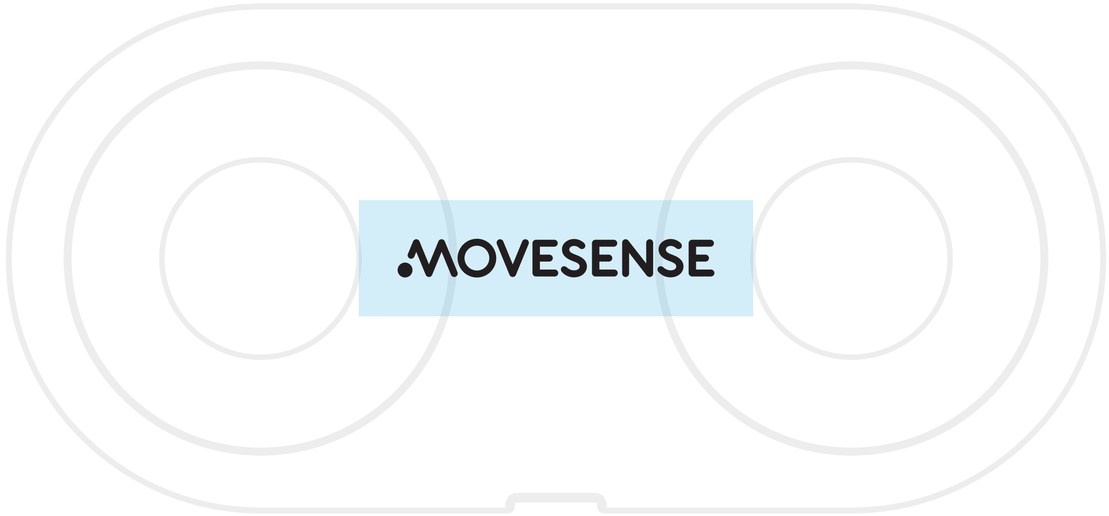
The logo works best in a black and white context.





8.
SENSOR SOCKET

Mind the safe margins when using the logo in the sensor socket.



9.
SENSOR SAFE AREA

The logo on the front face of the sensor, should fit inside a centered circular area of 21 mm diameter.

www.movesense.com / info@movesense.com