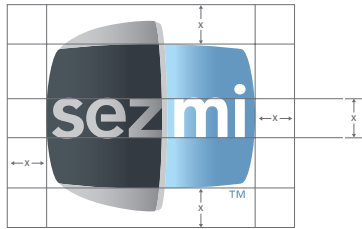


Sezmi Logo Guidelines



Isolation Zone

Clear space and minimum size ensure that the Sezmi logo stands out and is always legible.



logo clear space



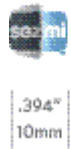
logo with functional descriptor clear space

Logo Background Color Palette

Using backgrounds behind the Sezmi logo. The preferred background colors for the logo are white, 100% black or 70% black.



Minimum sizing



logo minimum size for print
(inches, millimeters)



logo minimum size for
online applications (pixels)

Logo Misuses



Don't distort the logo.



Don't rearrange
the elements of
the logo.



Don't rotate
the logo.



Don't introduce
additional graphic
elements to the logo.



Don't place lines
or shapes around
the logo.



Don't use the
logo as a pattern.



Don't use either
the window or
logotype alone.



Don't change the
color of the logo.

Logo Color Variations

The Sezmi logo can appear in the following color variations. Please refer to the Sezmi Brand Identity Guidelines for a complete description of color variations and uses.



4-color dimensional



2-color flat



1-color flat