



SENSING TECHNOLOGIES

BRAND STANDARDS GUIDE

## LOGO CLEAR SPACE



X = Clear Space



## PRIMARY LOGO COLORS

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#163e8f

**Pantone 286C**

R: 23      C: 100  
G: 62      M: 86  
B: 144     Y: 0  
            K: 10

#6d6e70

**Pantone Cool Grey 9C**

R: 109     C: 0  
G: 110     M: 0  
B: 113     Y: 0  
            K: 70

#a7a9ab

**Pantone 429C**

R: 167     C: 0  
G: 169     M: 0  
B: 172     Y: 0  
            K: 40

#000000

**Pantone Neutral Black C**

R: 0        C: 0  
G: 0        M: 0  
B: 0        Y: 0  
            K: 100

## REVERSED LOGO COLORS

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#163e8f

**Pantone 286C**

R: 255     C: 0  
G: 255     M: 0  
B: 255     Y: 0  
            K: 100

#6d6e70

**Pantone Cool Grey 9C**

R: 109     C: 0  
G: 110     M: 0  
B: 113     Y: 0  
            K: 70

#a7a9ab

**Pantone 429C**

R: 167     C: 0  
G: 169     M: 0  
B: 172     Y: 0  
            K: 40

# TYPOGRAPHY

## Large title

Arial Bold 20pt



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Yabcdefghijklmnopqrstuvwxyz12  
34567890

## Medium title

Arial Regular 18pt



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Bold title

Arial Bold 12pt



ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
uvwxyz1234567890

## Paragraph

Arial Regular 12pt



ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
uvwxyz1234567890

## Small title

Arial Regular 10pt



ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234  
567890



**Wilcoxon**  
SENSING TECHNOLOGIES

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