



# Logo Usage Guidelines

## Appropriate Logo Usage

The full-color, landscape version of the Sentera logo is always preferred however there are other options available depending on the background color and other graphical elements being used in conjunction.

It is not recommended to use the burst graphic as the default identifier in place of the full Sentera logo.

The single-color option should be used only on black or colored backgrounds.



color on white.



white on color.



black on white.



white on black.

## Inappropriate Logo Usage

Just as there are specific ways to use the Sentera logo, there are also specific ways *not* to use the logo.

Please refer to this document to determine compliant (and non-compliant) ways to use the Sentera logo.



do not use the logo on black.



no logo rotation.



negatively affects readability.



no logo warping.



no color clashing.



no special effects.



# Logo Usage Guidelines

## White Space

It is important to give the Sentera logo ample white space on all sides.

The white space is defined as the area around the logo that should remain unchanged. The detailed illustrations on this page should be your guide.

