# Media Sonar Technologies

# Logo & Brand Identity Guidelines

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# 1.0     Logo Specifics

## Logo Construction

Uppercased Helvetica Bold for the text, substituting the O with the sonar icon

**MEDIA S(·)NAR**

## Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Pink area.

Pink indicates Clear Space. The pink area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the width of the circle in the centre of the sonar O.)
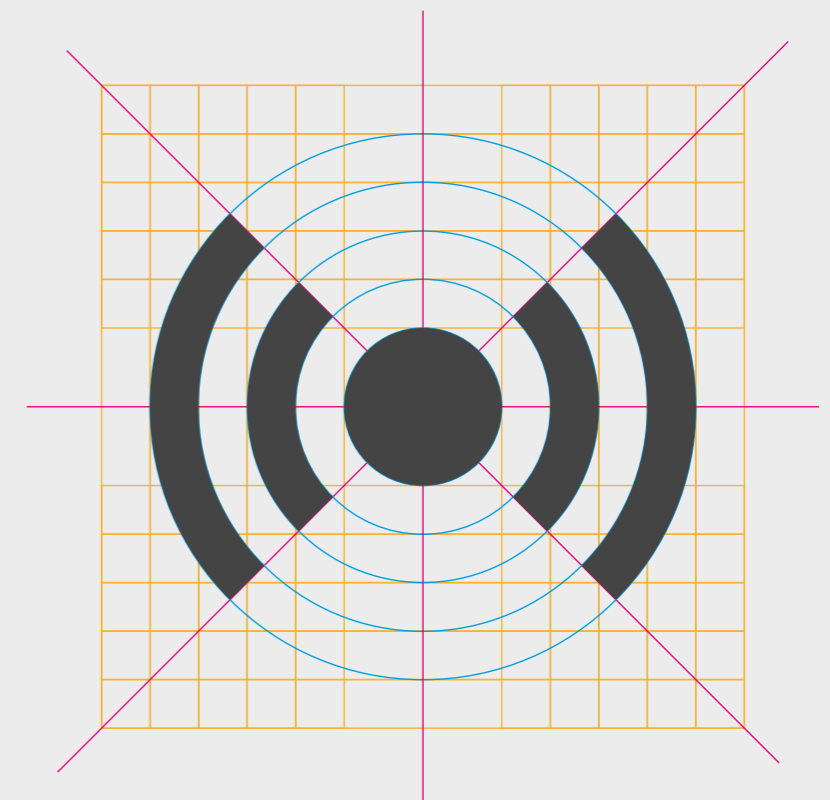
## Icon Construction

The icon is built on a grid, the center of which is using the golden ratio to determine it's column widths.

The width of the curved segments will be the same width as the safe area around the logo.

45 degree angles slice the circles to create quarter rings

# 2.0 Typeface Details

## The Typeface Family

There are 4 font styles used: Roboto Regular, Roboto Medium and Roboto Bold should be used for almost all situations. Georgia is used when a Serif font is preferred.

The logo is utilizing Helvetica, but isn't used anywhere else on the site or the product. It should be avoided. For compatibility use cases (such as emails) use Arial.

In most situations Roboto Regular, Medium. (Light, Bold or italic can be used if the situation calls for it).

## When to Use:

Roboto is the primary font used for the product and branding. It is also used for page headings when in all uppercase letters.

### Roboto (Regular)
### ABCDEFabcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

## When to Use:

When emphasizing text, either a username, or title to make it stand out. Depending on the font size, Roboto Bold can also be used.

### Roboto (Medium)
### ABCDEFabcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

## When to Use:

Georgia is used when showing the text written by a user. When the font size gets below a certain threshold, Roboto is substituted for readability.

### Georgia (Regular)
### ABCDEFabcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

# 3.0    Icons

## Icon Font

Font Awesome Icon font is used for all situations in the application
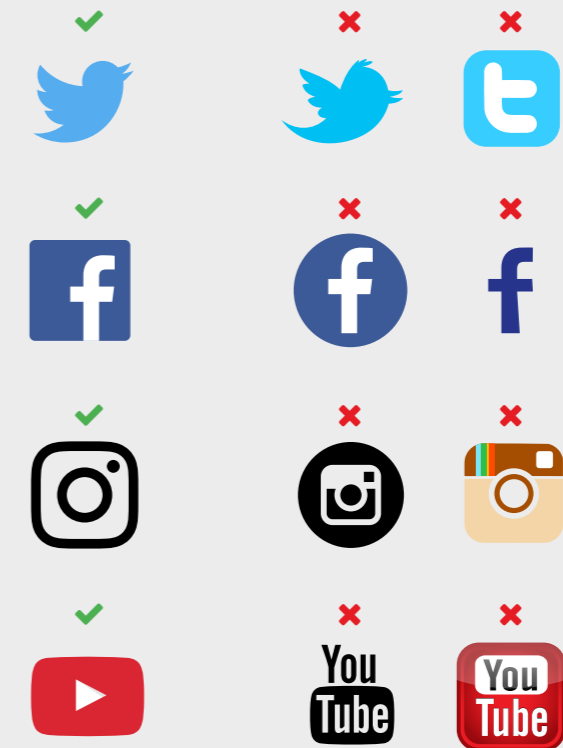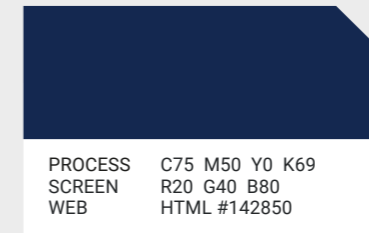
Scales to any size or colour without loss of quality

## Social Media Icons

All third party social media icons must respect and follow that brand's guide for acceptable usage.

# Font Awesome

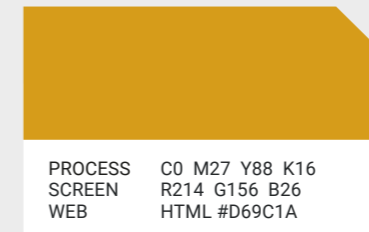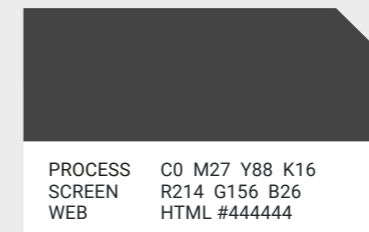A full list of the 634 available icons can be found at:
http://fontawesome.io

# 4.0    Colour Specifications

Sonar Blue
Pantone 2766C

PROCESS    C75 M50 Y0 K69
SCREEN     R20 G40 B80
WEB        HTML #142850

Sonar Gold
Pantone 7555C

PROCESS    C0 M27 Y88 K16
SCREEN     R214 G156 B26
WEB        HTML #D69C1A

Pantone Black 7C

PROCESS    C0 M27 Y88 K16
SCREEN     R214 G156 B26
WEB        HTML #444444

Pantone 2718C

PROCESS    C73 M45 Y0 K4
SCREEN     R66 G133 B244
WEB        HTML #4285F4

Pantone 361C

PROCESS    C57 M0 Y54 K31
SCREEN     R76 G175 B80
WEB        HTML #4CAF50

Pantone 185C

PROCESS    C0 M88 Y85 K10
SCREEN     R229 G28 B35
WEB        HTML #E51C23
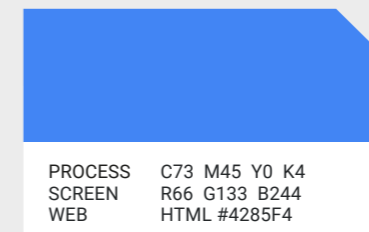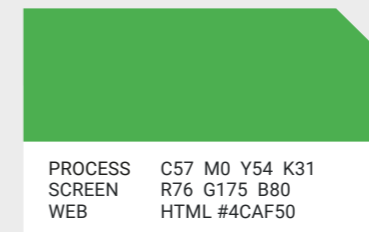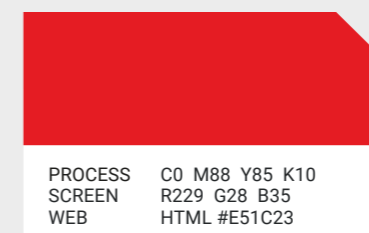
## 5.0    Logo Styles

### Primary Full Colour

This is the primary logo to use, it consists of Sonar Blue and Sonar Gold. This is your main go-to version of the logo, except for limited exceptions below.

### Primary Inverted Colour

When placing the logo on a background of our official Sonar Blue

### One Colour Greyscale

The greyscale version can be used at various different opacities, where colour is not desired or permitted

### Solid Black or White

The solid black version is to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used. Solid White is ideal for placing the logo ontop of a background that is not Sonar Blue

### Icon Logo

When using the icon version of the logo, follow the same colour rules as the full version

The Icon can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container. Some situations may call for a white or transparent background

For circular profile destinations, such as: Google+, Instagram etc, retain the same spacing as the square version.
The site favicon and other small applications will use a blue icon on a transparent background

**5.1** Logo Best Practices

## Do Not: Shapes

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo missuse are shown below.



## Do Not: Kerning

Do not change the position of letters or change the spacing between them



## Do Not: Fonts

Do not use any other font, no matter how close it might look to Helvetica Bold



## Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



## Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines