

Brand guidelines

Version 1.0
January 19, 2019

Smart Sense Laboratory

The Sense Lab investigates problems in its three main areas of interest (video surveillance, forensic computing, and biometrics), the group develops techniques involving of computer vision, machine learning, and digital image processing.

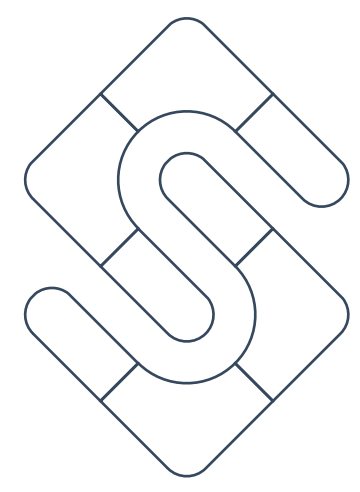
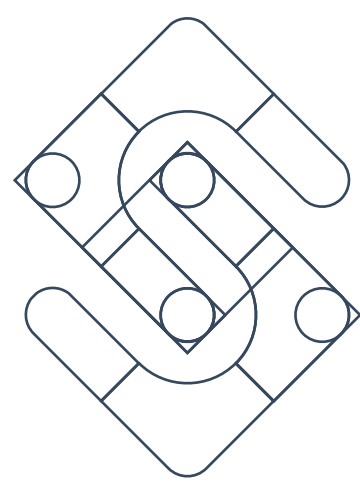
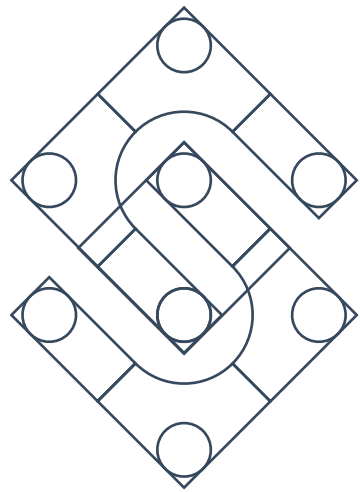
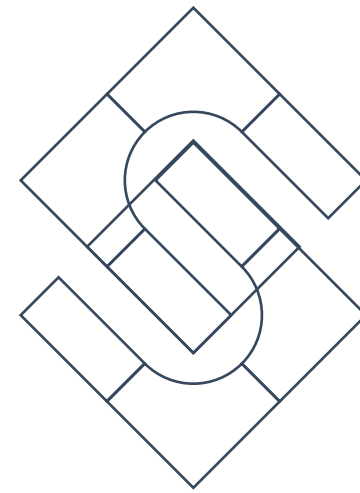
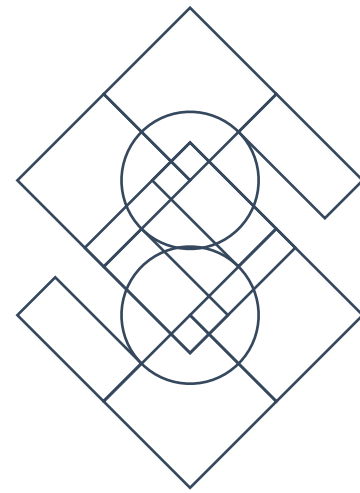
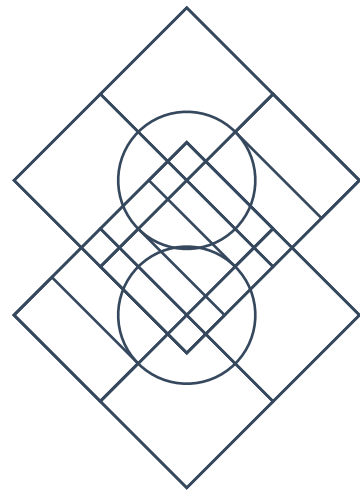
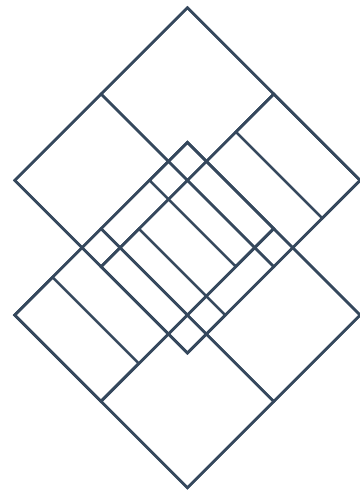
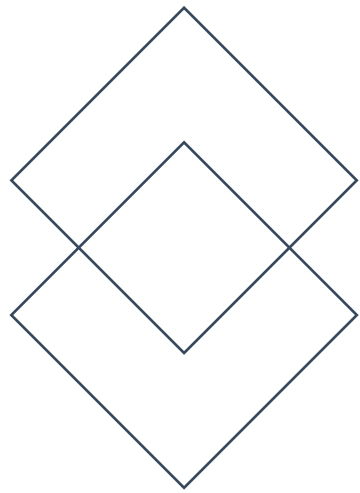
www.smartsense.dcc.ufmg.br

+55 31 34095765

sense@dcc.ufmg.br



Brand guidelines
02 Icon Design



03 Logo & Icon Usage



Primary Logo Use



Secondary Logo Use

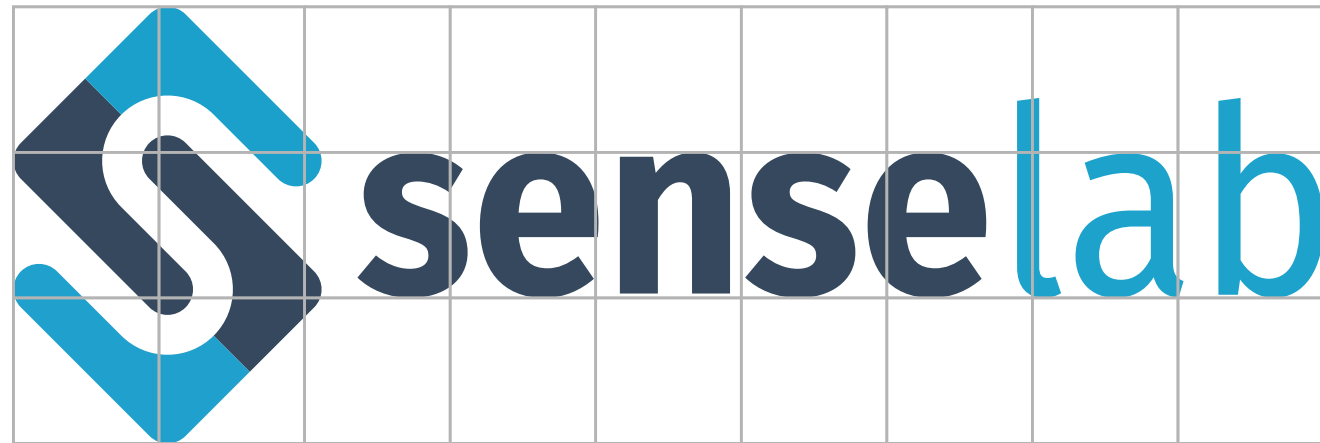


Only Icon Use

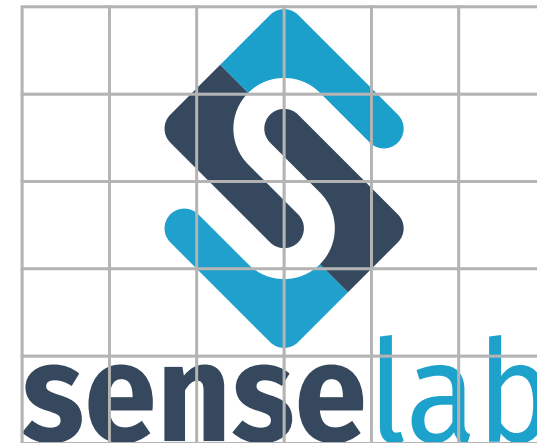


04 Size

Aspect Ratio - Never stretch the logo from its original form but respect its aspect ratio.



Primary Logo Use
(9x3 or 3x1)



Secondary Logo Use
(6x5)



Only Icon Use
(1x1)

Minimum Size

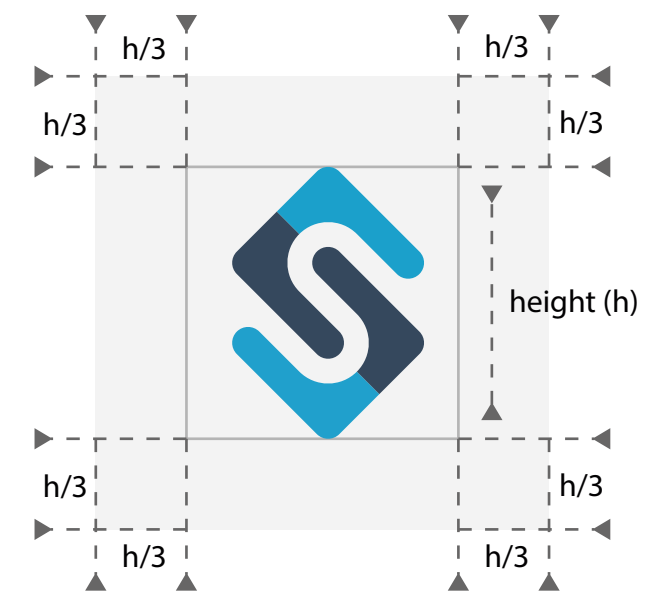
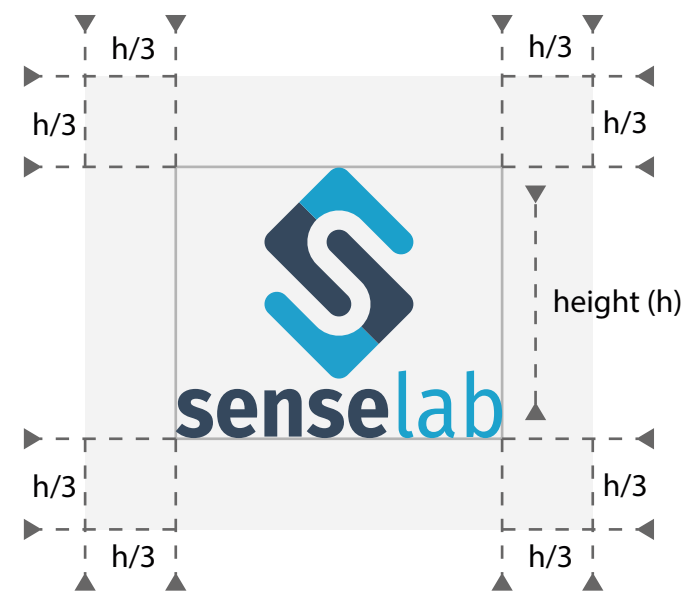
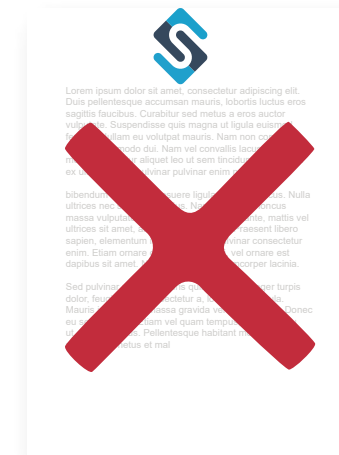
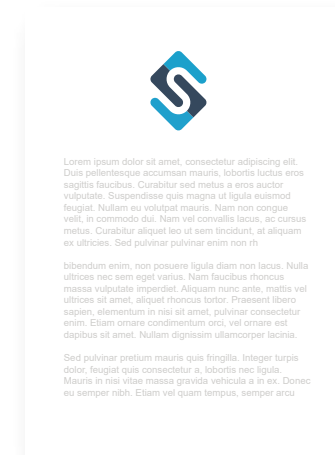
- The primary logo should never be smaller than 70px (width) in digital or 20mm in print.
- The secondary logo should never be smaller than 50px (width) in digital or 14mm in print.
- The only icon should never be smaller than 21px (width) in digital or 6mm in print.



Brand guidelines

05 Clearing Space

To ensure legibility, always keep a minimum clear space, of **one third of the height**, around the logo. This space isolates the mark from any competing graphic elements like other logos or body text that might conflict with, overcrowd, and lessen the impact of the mark.



Fira Sans

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**



07 Color



HEX 35495F
R53 G73 B95
C44 M23 Y0 K63



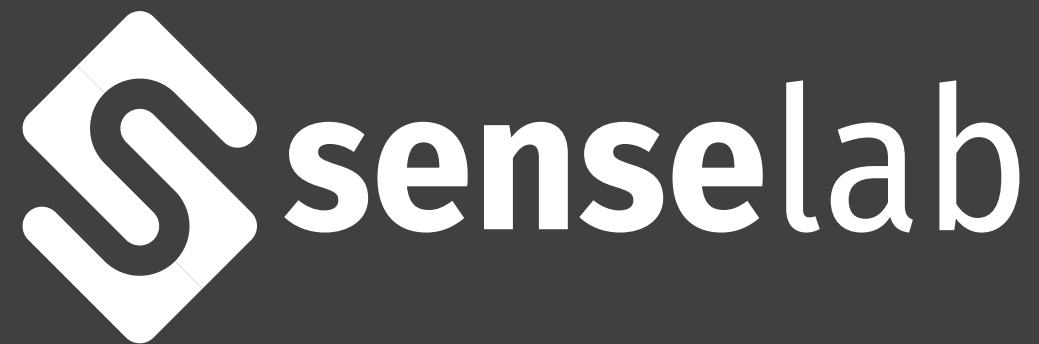
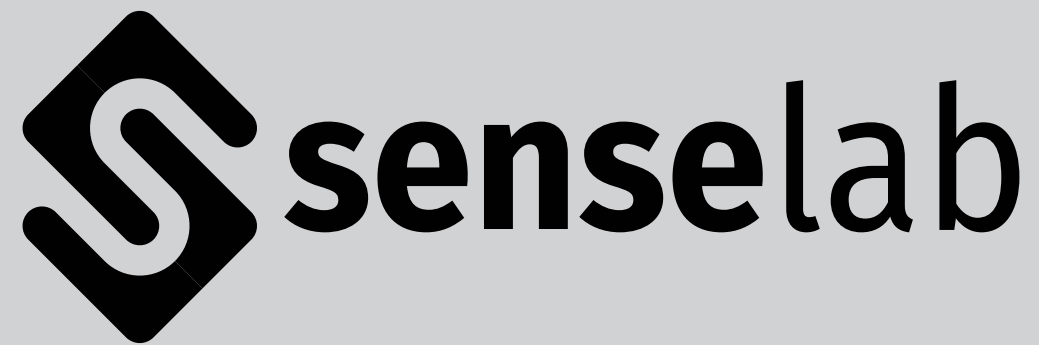
HEX 00ACDC
R0 G172 B220
C100 M22 Y0 K14



Brand guidelines

08 Treatment

The color usage for senselab is fairly minimal. The logo will mostly be use in different backgrounds, but can also be use as solid black or white.





Brand guidelines