

Logo

# Sonatus Logo





The Sonatus logo is a key element of our brand identity. It is one of our most valuable company assets, and consistent usage enhances marketplace recognition.

The Sonatus logo should appear together in all corporate materials, including, but not limited to: web, advertising, marketing materials, collateral/sales tools, online and offline promotions, etc.

## Primary Logo



## Logo Colors

	PANTONE	HEX	RGB			CMYK			
	4140	3A4146	58	65	70	81	71	65	33
	1788	ED1C24	237	28	36	1	99	97	0
	172	EC5F3C	236	95	60	2	78	83	0
	157	F89C45	248	156	69	0	46	82	0

# Logo Proper Usage

The Sonatus logo must be clear and legible, displayed on solid backgrounds only, and must have sufficient contrast to be recognizable. If the background is dark for example, the "light" logo should be used and vice versa.

Always use Sonatus' Full Gray-tone and Full Light logo for black and white publication.

## Logo Colors



Sonatus Logo - Light Logotype



Sonatus Logo - Dark Logotype



Sonatus Logo - Full Light

Although Sonatus prefers that its logo always be placed on a white or black background, color variants are permitted if necessary. When using a colored background, always use the logo in all white.



Sonatus Logo - Full Gray-tone

# Logo Spaces

## Without tagline

Surround the Sonatus logo with adequate clear space to ensure maximum prominence and visual impact.

Maintain the preferred clear space of 1xH (height) or a minimum space of 1/2xH on all sides of the logo.

Apply only one logo per visual surface (cover of brochure, web page, PowerPoint slide, one sheet, etc.).

Use the approved electronic logo file.  
Do not try to recreate the logo using other fonts or images.

## Preferred space



## Minimum space



# Logo Spaces

## With tagline

Surround the Sonatus logo with adequate clear space to ensure maximum prominence and visual impact.

Maintain the preferred clear space of 1xH (height) or a minimum space of 1/2xH on all sides of the logo.

Apply only one logo per visual surface (cover of brochure, web page, PowerPoint slide, one sheet, etc.).

Use the approved electronic logo file.  
Do not try to recreate the logo using other fonts or images.

Tagline font size shouldn't be less than 8 points.

## Preferred space



## Minimum space



# Logo Spaces

## Stacked logo

Surround the Sonatus logo with adequate clear space to ensure maximum prominence and visual impact.

Maintain the preferred clear space of 1xH (height) or a minimum space of 1/4xH on all sides of the Sonatus' stacked logo.

Only use the stacked logo when there's a limited horizontal space.

Use the approved electronic logo file.  
Do not try to recreate the logo using other fonts or images.

## Minimum space



# Incorrect Logo Usage

The Sonatus logo was developed as a balanced whole. The logo must not be altered, modified, re-created, stretched, squeezed or manipulated. Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition. The Sonatus logo must always stand alone and may not be combined with any other graphic elements.

Do not use the logo with, or as part of, another logo or symbol or create a logo-like graphic that competes with the logo.



Do not - stretch or alter logo.  
Always maintains a logo height to the length ratio of 1:6.6



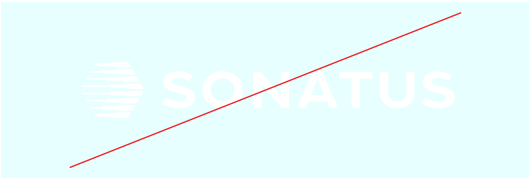
Do not - recreate or retype logo



Do not - use logo as a read through in text



Do not - place black type logo over images that makes the logotype hard to read



Do not - place white type logo over images that makes the logotype hard to read



Do not - rotate the logo



Do not - change the logo color to unspecify color



Do not - use the logo in outlined form



Do not - use drop shadow or any other effect on the logo



# Need more help?

Contact Ariel Relaford at [ariel.relaford@sonatus.com](mailto:ariel.relaford@sonatus.com)