

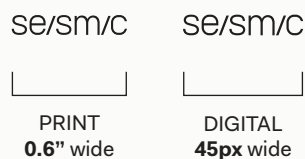
se/sm/c

Logo

The Seismic Logo

As a natural reference to seismic shifts beneath the surface, the Seismic logo speaks to change, progress and forward motion.

Logo Minimum Sizing



Incorrect Logo Usage

- 01 — Do not change the typeface of the logo
- 02 — Do not rotate or change the angle of the logo
- 03 — Do not add effects or treatments to the logo
- 04 — Do not warp, stretch or change proportions of the logo
- 05 — Do not colorize individual parts of the logo
- 06 — Do not place the logo on a complicated background
- 07 — Do not place logo inside a container device
- 08 — Do not place the logo on a background color with insufficient contrast
- 09 — Do not rearrange or alter the parts of the logomark
- 10 — Do not change the color of the logo

Logo | PRIMARY

se/sm/c

Logo | VARIANTS



For use in cases when the background color is too close in value to the primary logo color, requires additional contrast, or needs to live on top of photography.

For use in cases that the logo needs to be used in on a dark background.

Logo Spacing | CLEAR SPACE REQUIREMENTS



The clear space is defined by the height of the forward slash "/" in the mark and is to be maintained around the perimeter of the logo. The space is relative to the size of the logo and applies to all variations.