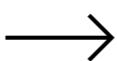


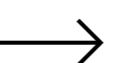


**Common Ground,  
Common Purpose,  
Common Sense.**



# About the brand

Common Sense brings an expert team of software engineers and regulatory affairs experts to its clients. But just as importantly, it provides its clients with the management tools to report on the status of all regulatory affairs and compliance engineering processes and projects to *all* audiences within client organizations, from design to compliance engineering to engineering and executive management.



# Brand personality

## ● Reliable

We take regulatory compliance and engineering tasks off your hands and return them, completed and on time.

## ● Productive

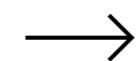
We evaluate your work-flow processes with systematic, proven methodologies and help you implement dramatic improvements.

## ● Understanding

We always approach clients individually and create solutions that are tailor-made to match the specific requirements.

## ● Successful

Long-term solutions based on training and consulting. We will help you improve your internal processes, both for your immediate needs as well as future projects.



# Logo



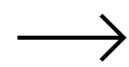
MAIN LOGO



SYMBOL

Common Sense **Systems**

ALTERNATIVE LOGO



## Do's and Don'ts



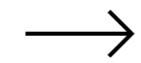
**DO NOT** use colours that  
are not associated with the  
brand.



**DO NOT** add shadow  
or any effects.



**DO NOT** rotate the logo  
or change its  
composition

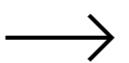




**DO NOT** put logo on  
too busy background.

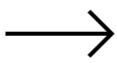
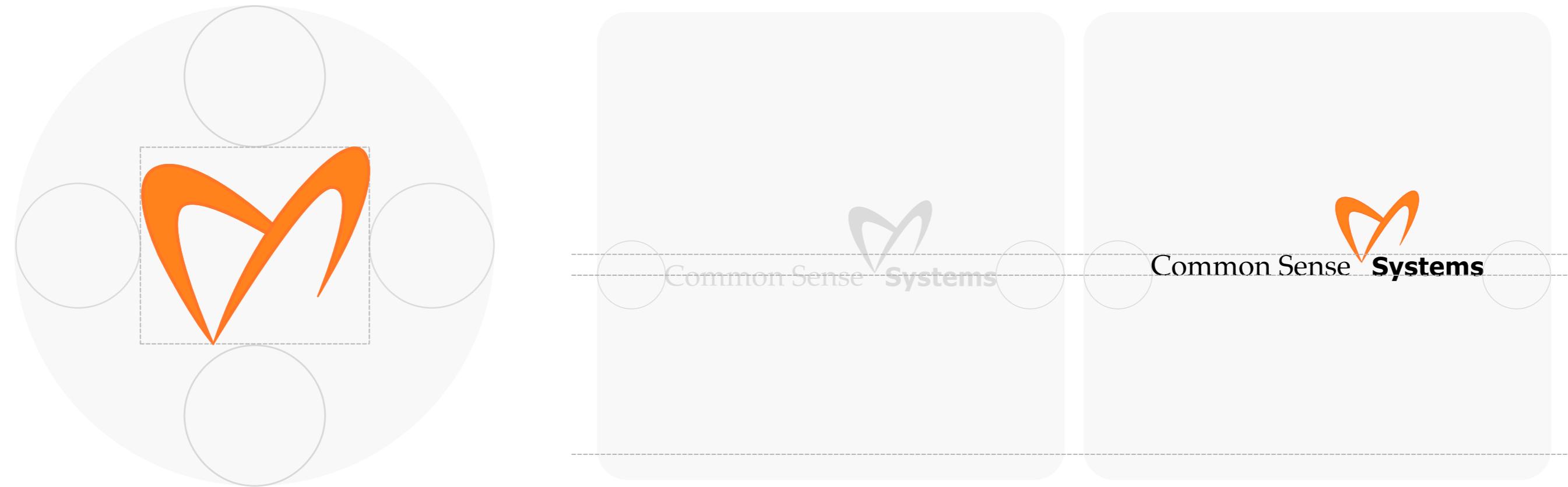


**ADD** a black overlay with low opacity if the background is busy. Consider whether the fully black/white version will be more suitable.



# Proper alignment

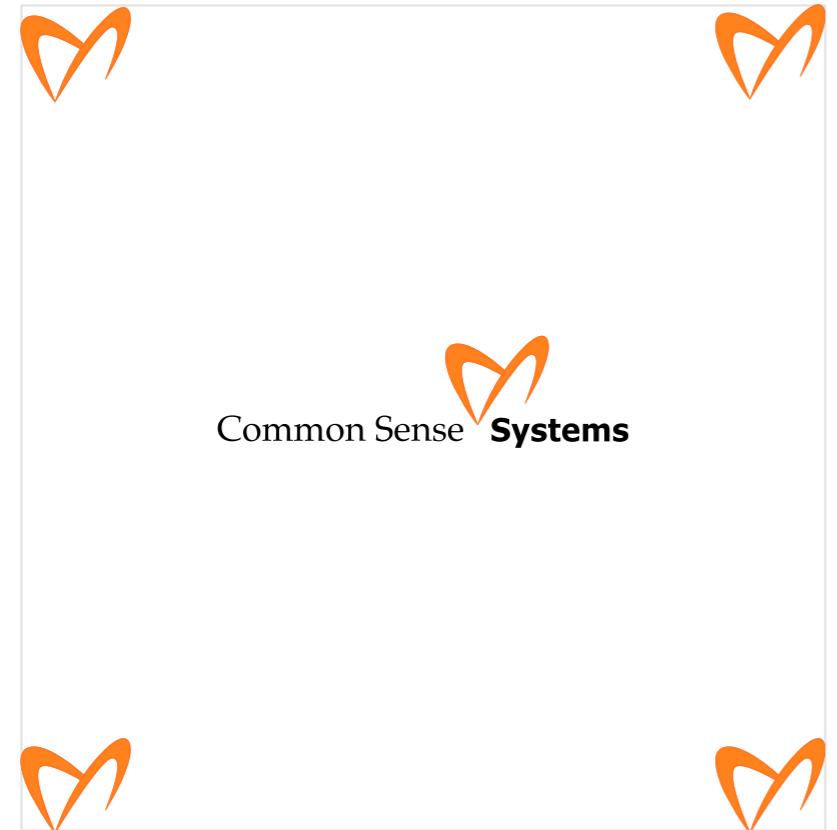
The logo is easily adjustable. Symbol logo should be centred right in the middle (while keeping the same margins left/right, top/bottom), whereas the main logo should be aligned to the centre and moved towards the top-margin by half of the text height to keep it visually balanced.



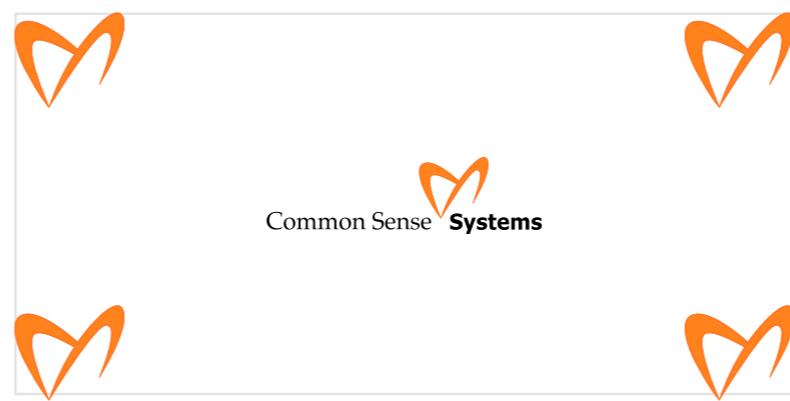
# Logo usage

If we want to place the logo in the corner, it's better to use the alternative variation - logo in one line without the border.

PACKAGING



DIGITAL ASSETS



APPS



# Brand colors

Colour palette is kept minimalist, with predominantly neutral colours such as tones of grey. The signature red has been added as contrasting colour to balance the neural palette.

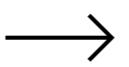
<b>HEX CODE</b> <b>#FF8A3D</b>	<b>RGB:</b> 255 138 61	<b>HEX CODE</b> <b>#FFFFFF</b>	<b>RGB:</b> 255 255 255	<b>HEX CODE</b> <b>#000000</b>	<b>RGB:</b> 0 0 0
<b>CMYK:</b> 0 53 85 0	<b>PANTONE</b> 2025C	<b>CMYK:</b> 0 0 0 0		<b>CMYK:</b> 0 0 0 100	

# Color palette

## MAIN COLORS



## SECONDARY COLORS



## A guide to fonts

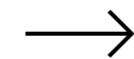
### Main Typeface

FOR HEADERS

# Lato Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ

We bring an expert team of software engineers to our clients.  
WE BRING AN EXPERT TEAM OF SOFTWARE ENGINEERS TO OUR CLIENTS.



# A guide to fonts

## Secondary Typeface

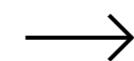
FOR SUBHEADERS AND BODY TEXT

Lato should be used for body copy and supporting text. It's a super clean and diverse sans-serif that makes reading long paragraphs easy.

# Lato

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ

We bring an expert team of software engineers to our clients.  
WE BRING AN EXPERT TEAM OF SOFTWARE ENGINEERS TO OUR CLIENTS.



# Font variations

## Pairings to use

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

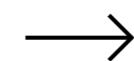
## Pairings to use

### ALTERNATE

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

## PAIRINGS TO USE

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPISCING ELIT, SED  
DO EIUSMOD TEMPOR INCIDIDUNT  
UT LABORE ET DOLORE MAGNA  
ALIQUA.



# Font hierarchy

Communication across all brand assets needs to be coherent, especially in print designs. While placing texts for print designs (stationery, packaging designs etc), we should consider its hierarchy and design it accordingly.

**Headers**

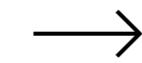
Body Text

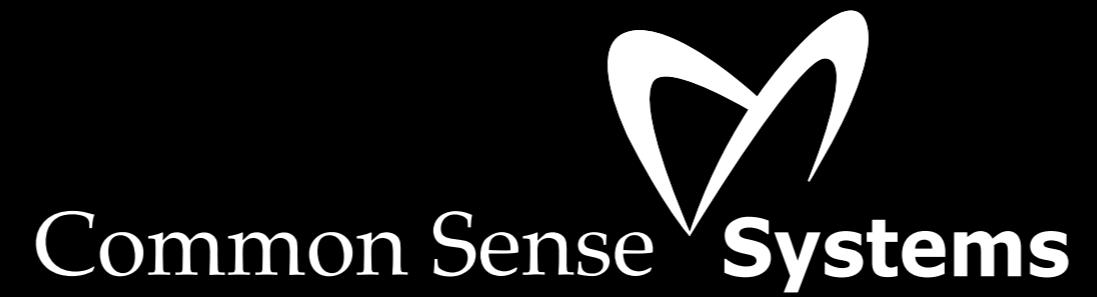
**Headers**

*Body Text*

**HEADERS**

BODY TEXT





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