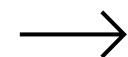Common Sense Systems

→

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.

→
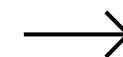
Brand personality

● Reliable

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

● Understanding

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

● Productive

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

● 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.
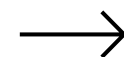
$\longrightarrow$
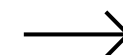
Logo

MAIN LOGO

SYMBOL

ALTERNATIVE LOGO
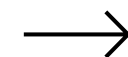
→

Do's and Don'ts

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

DO NOT add shadow or any effects.

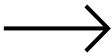**DO NOT** rotate the logo or change its composition

→

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.
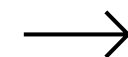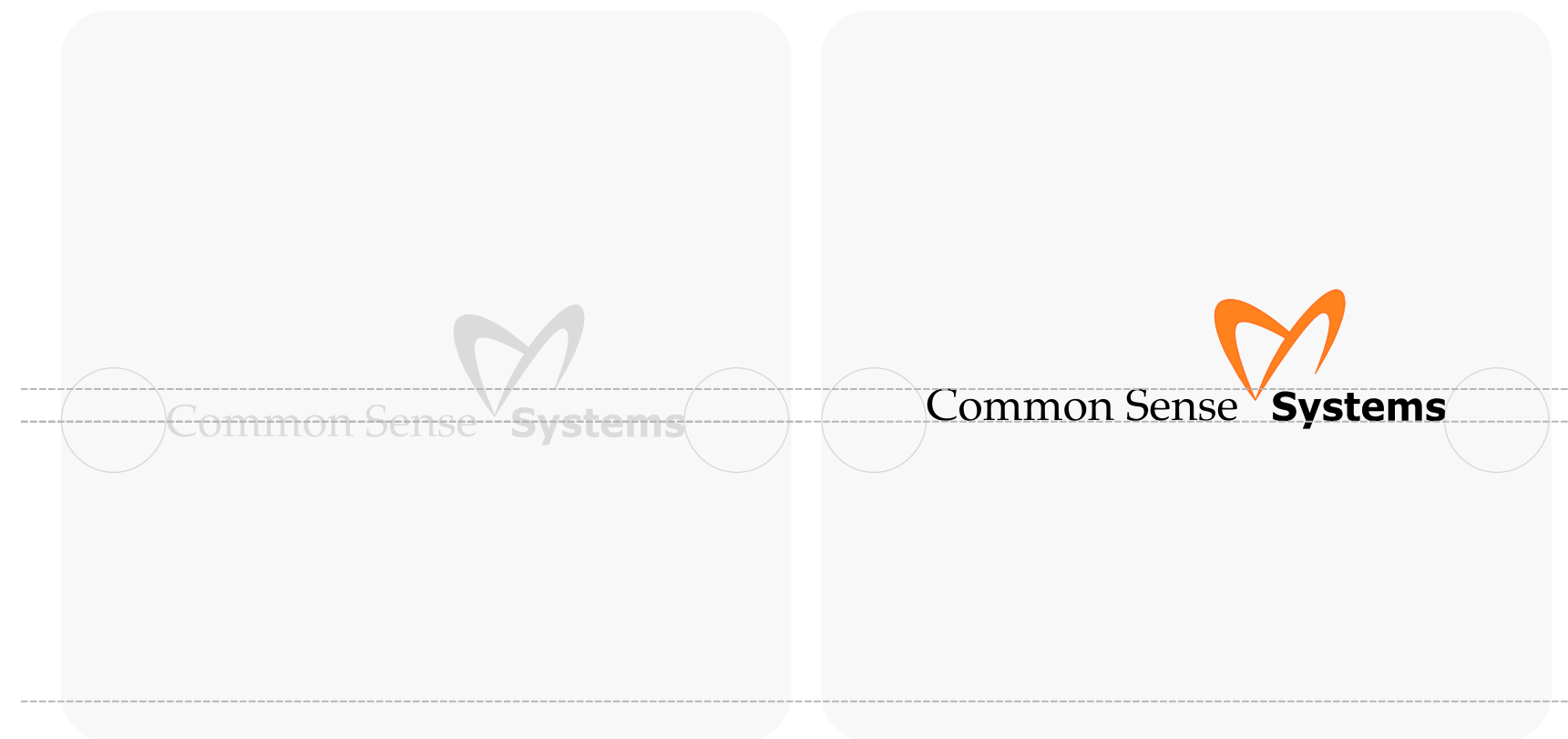
Logo usage

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.
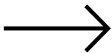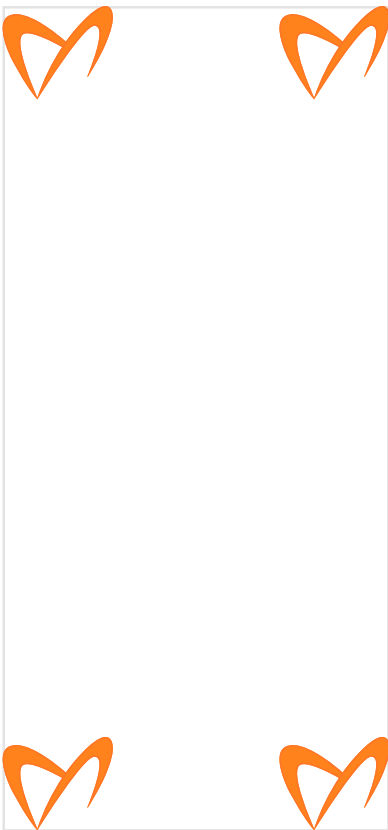
PACKAGING

DIGITAL ASSETS

APPS

Common Sense Systems
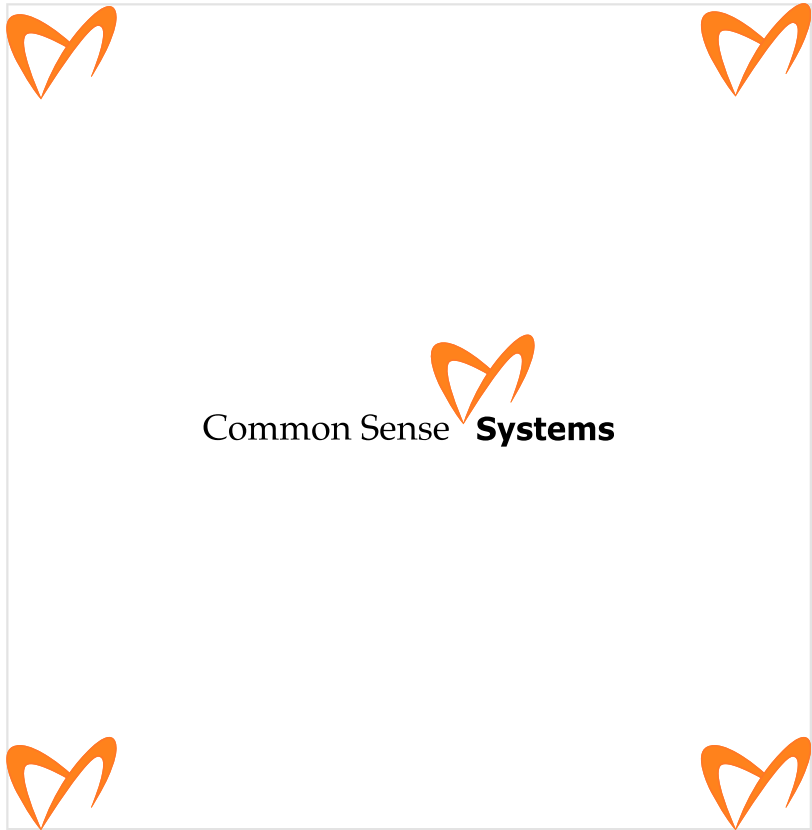
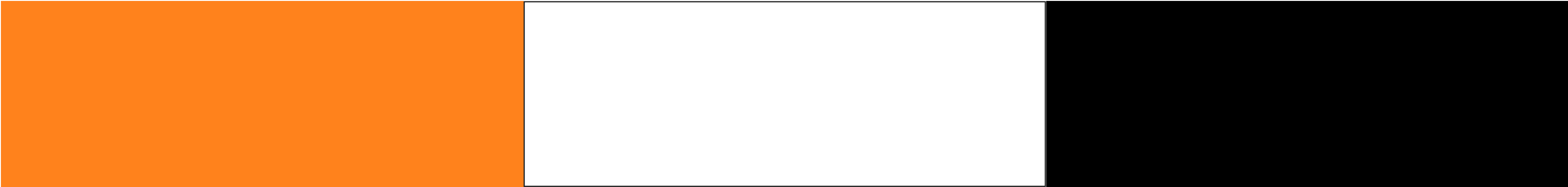Common Sense Systems

$\longrightarrow$

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.
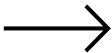
HEX CODE	RGB:
#FF8A3D	255 138 61
CMYK:	PANTONE
0 53 85 0	2025C

HEX CODE	RGB:
#FFFFFF	255 255 255
CMYK:	
0 0 0 0	

HEX CODE	RGB:
#000000	0 0 0
CMYK:	
0 0 0 100	

Color palette

MAIN COLORS

SECONDARY COLORS
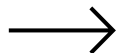
→

A guide to fonts

Main Typeface

FOR HEADERS

Lato Bold is condensed and full of character. It should be used for all titles, callouts and CTA.

Lato Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

$\longrightarrow$

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
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

$\longrightarrow$
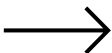
Font variations

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.
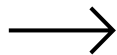
→

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.
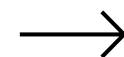
Headers
Body Text

Headers
Body Text

HEADERS
BODY TEXT

$\longrightarrow$

Common Sense Systems