Logo Guidelines
Version 1.0 | May 2018

Seqirus™

A CSL COMPANY

Introduction

First Iteration Logo

New Logo

CHANGES INCLUDE	RATIONALE
Darkened grey	Stands out better against multiple backgrounds
Font adjusted in endorsement	Letters have been condensed; now more open and legible
Endorsement left aligned	Allows for more space between "q" and endorsement line
Swoosh moved up and to the left slightly	Provides more breathing room for company name

LOGO ADJUSTMENTS

There are some small adjustments that have been made to the first iteration of the Seqirus logo which are outlined to the right. This revised logo will be used on a go-forward basis as of Feb. 1, 2018. Existing collateral, signage or packaging will continue to be used unless a redesign is warranted for other reasons.

Logo

Logo Mark

SEQIRUS LOGO

Our logo is the cornerstone of our brand and one of our most valuable assets. When our audiences see our logo, they're reminded of the relationships we've built with them. Proper use of the logo helps build and maintain brand equity.

Company Identifier

Logo Type

LOGO FRAMEWORK

The forward movement of the double swoosh in our logo mark has been carefully developed to represent our commitment to support, protection and innovation. Pride in our heritage is reflected in the way our corporate colors link to our CSL origins with the continuing use of red and grey.

PRIMARY LOGO COLORS

Consistent use of color across all media is essential to the integrity of the Seqirus identity. The diagram shows the approved color specifications for print (CMYK) and web (RGB) formats. Do not change the color or tints of the logo elements.

Pantone 185 U

C=0 M=91 Y=76 K=0
R=252 G=25 B=33
HEX=FC1921

Pantone 7545 U

C=23 M=2 Y=0 K=63
R=92 G=111 B=123
HEX=5C6F7B

Clear Space and Minimum Logo Size

Clear Space

CLEAR SPACE

The Seqirus logo should always be surrounded by a generous clear space. The preferred margin is equal to the height and width of the letter 'e' from the Seqirus logo on every edge. The margin prevents other objects or design elements from encroaching on the logo. This standard is also in place to maintain an appropriate margin space when the logo is resized. The result is a clean, uncluttered space around the logo.

MINIMUM LOGO SIZE

When the logo is reduced, there is a point at which it becomes ineffective. The Seqirus logo should not be printed smaller than the minimum width and height (see diagram).

If the logo needs to be printed smaller than the recommended minimum size, the tagline may be removed.

Minimum Logo Size

16 mm

33 mm

No Tagline

10 mm

24 mm

Logo Formats

Standard Logo

Acceptable Usage of Logo

Seqirus™
A CSL COMPANY

Seqirus™
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STANDARD LOGO

Whenever possible, use the standard logo on a white background. This is the primary and preferred logo use. In other words, when in doubt, use the standard full-color logo. The Seqirus logo works across all media. The style you choose will depend on the environment in which the logo appears.

ACCEPTABLE USAGE OF LOGO

If you are unable to use the standard full-color logo, our logo can be used in 100% black, or reversed. The white reversed logo should only be used over backgrounds in which the standard full-color logo does not offer appropriate contrast.

EXTERNAL LOGO USAGE

Any external use of the logo is to be approved by the Corporate Affairs Team.

Incorrect Logo Usage

Do not use the logo too small.

Do not place over low contrast colors or photos.

Do not change the logo color.

Do not alter the relationships of logo components. Do not use logo mark outside of logo.

Do not intrude on the visual space of the logo.

Do not take the logo or elements of the logo and use them for other internal logos.

LUNCH-N-LEARN

INCORRECT APPLICATIONS

The Seqirus logo is our primary visual brand identifier. Altering the Seqirus logo colors or proportions compromise the brand identity and reduce brand recognition. Alteration of the logo in any way is not permitted. While an alteration may appear desirable for a particular application, remember that visual recognition is established through consistent use of the logo and other elements of the identity system. Only one logo per visual plane is allowed. The logo cannot be re-created or personalized for internal or other corporate events. The logo icon may not be used separate from the logo.

Do not add a shadow or glow to the logo.

Do not rotate, skew or distort the logo.

Do not repeat the logo as a pattern.

Co-Branding

Leading with Seqirus Brand

PRODUCT BRANDING

Leading with Seqirus

When leading with the Seqirus brand, place the Seqirus logo on the far left side with the product logos on the right. If space is limited, a .5 point rule can be used to separate the product logos from the Seqirus logo. If you're placing the logos on the red background, logos should be shown in white.

Leading with product logo

When leading with a Seqirus product brand, the Seqirus logo should appear secondary to the product brand logo. Use product branding guidelines to inform design for specific products.

INTERNAL PROGRAM BRANDING

When there is a logo for an internal program the same principles that are applied to product branding apply. The internal program should be placed in the upper left or right as the lead and the Seqirus logo should be placed at the bottom. The two logos should never sit immediately next to each other. No new internal program logos may be developed without permission from the Corporate Affairs Team.

Leading with Product Brand