

Logo

Our logo is a vital element of our brand identity, it represents who we are, our products and services.

Logo Variations, Minimum Size and Protection Zone

The ST logo exists in 3 versions:

- **Vertical:** with "life.augmented" tagline below - **preferred when possible**
- **Horizontal:** with "life.augmented" tagline on the right
- **Simple:** without tagline - to be used wherever the context requires it. Typically, the simple logo is suitable when the logo size is too small and the words life.augmented would become unreadable or when the logo is used on a rooftop (urban perspective).

Print Use



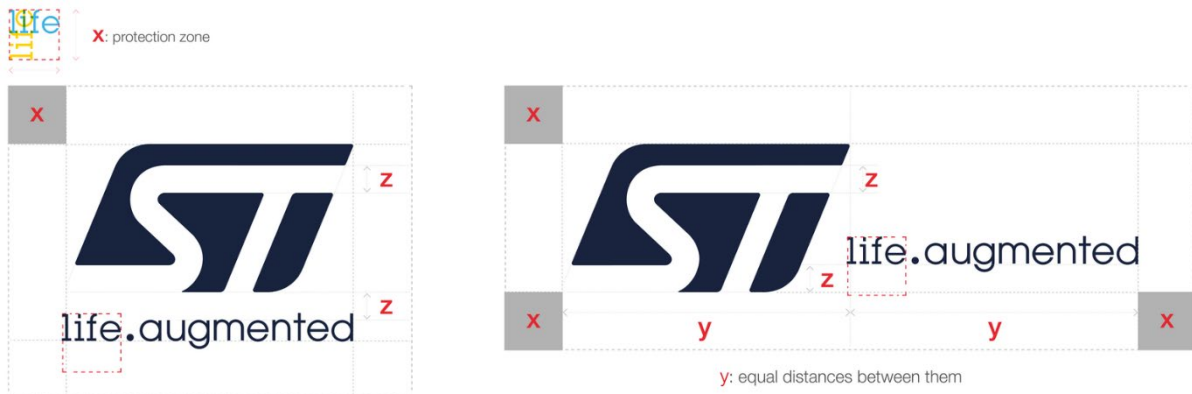
Web Use



Every logo version has a specific minimum size to ensure legibility across a variety of applications:

- **10 mm / 47 pixels** in width for the simple version
- **13.5 mm / 71 pixels** in width for the vertical version
- **27 mm / 141 pixels** in width for the horizontal version

To ensure our logo is never “disrupted” by other elements such as text, images, or illustrations, we create a surrounding protective area. Apart from the associated life.augmented tagline, nothing may be placed within this area.



Use and misuse

Correct USE

The **dark blue logo** (standard version) must be used on white and light colored backgrounds.

The **white logo** must be used on dark and black backgrounds and whenever the dark blue version would not provide adequate visibility.

The use of the **black logo** should be limited to cases where the standard and white logos cannot be used. A typical example is for a fax.



Standard version



White version



Black version



MISUSES

The ST logo is a special graphic element. It shall not be modified or used in a graphic composition.

The ST logo is a complete graphic design on its own, and no additional graphic elements or effects is accepted.

Some of the most common misuses of our logo are shown here below. If in doubt, please contact the brand and internal marcom agency for advice.



Do not apply a shadow.



Do not move the tagline.



Do not deform.



Do not put the logo on a color gradient background.



Make sure the brand block is always visible.



Do not change the tagline color.



Do not change the logo color.



Do not put the white logo on light background.



Do not use the previous logo version.



Do not use the logo as a text element.