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SENSOL SYSTEMS

**Brand
manual**

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Interactive



Sensol is redefining the crosswalk industry.
Saving lives one illuminated step at a time.

Flashing
beacons

Underfoot
illumination

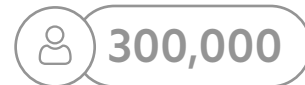
Data metric
collection

Autonomous
vehicle sensing

Tone of voice

Our 'tone of voice' consists of how we represent ourselves as a company through both written and spoken communication mediums. A clear and concise expression of our vision, mission, and core values is crucial in portraying ourselves as a trustworthy team dedicated to increasing pedestrian safety in roadways.

Problem



300,000 pedestrians die globally each year.



62% of these deaths took place within crosswalks.



occurred during dark conditions.



the U.S. spends over \$6B annually on these issues.

Mission

Sensol is **dedicated to reducing pedestrian-involved traffic accidents** for the smart city of the future by linking increased safety measures with developing smart technology. We aim to achieve this goal by providing an updated **crosswalk that can detect and illuminate a pedestrian from below in their exact location and can communicate this information to autonomous vehicles** in a safe, equitable, and sustainable format. Our mission aligns with that of the Vision Zero Initiative and the core values of the Smart Cities Council.

When producing materials for Sensol, it's important to represent the brand in an enthusiastic, yet also professional manner. Conveying a brand extends beyond what we say to how we say it as well.

Tone of voice

Mindful audience first

Put the audience first especially in call outs, and use directive language.

Simple to the point

Write in clear and straightforward language thats easy to understand.

Uniform unwavering

Follow a uniform tone that fits with the Sensol voice and is consistent.

Genearal Rules

When referring to 'Sensol Systems' use sentence case and write the whole company name first, upon second mention abbreviate the name to just Sensol.

Ampersands should only be used if they are part of official titles or names. Otherwise, spell out 'and'.

Spell out whole-number words for one to ten; use figures when above ten.

Citations should be done in IEEE format – unless otherwise directed.

Use capitals for titles prefixing names, and also for job descriptions.



SENSOL

Foundation

Our 'foundation' consists of the Sensol colors, graphic elements, photography style, and finally composition structure. These building blocks lay the foundation for the construction of our entire brand. All elements were curated to work seamlessly with one another in appropriate applications. Refer to the 'typography' section for combining text with foundation elements.

Color palette

Download color palette

Sensol White

HEX: #ffffff

PMS: None

RGB: 255 / 255 / 255

CMYK: 0 / 0 / 0 / 0

Sensol Safety

HEX: #ff5c37

PMS: 171 C

RGB: 252 / 92 / 55

CMYK: 0 / 79 / 82 / 0

Sensol Cement

HEX: #949494

PMS: 4289 C

RGB: 148 / 148 / 148

CMYK: 44 / 36 / 37 / 2

Sensol Asphalt

HEX: #000000

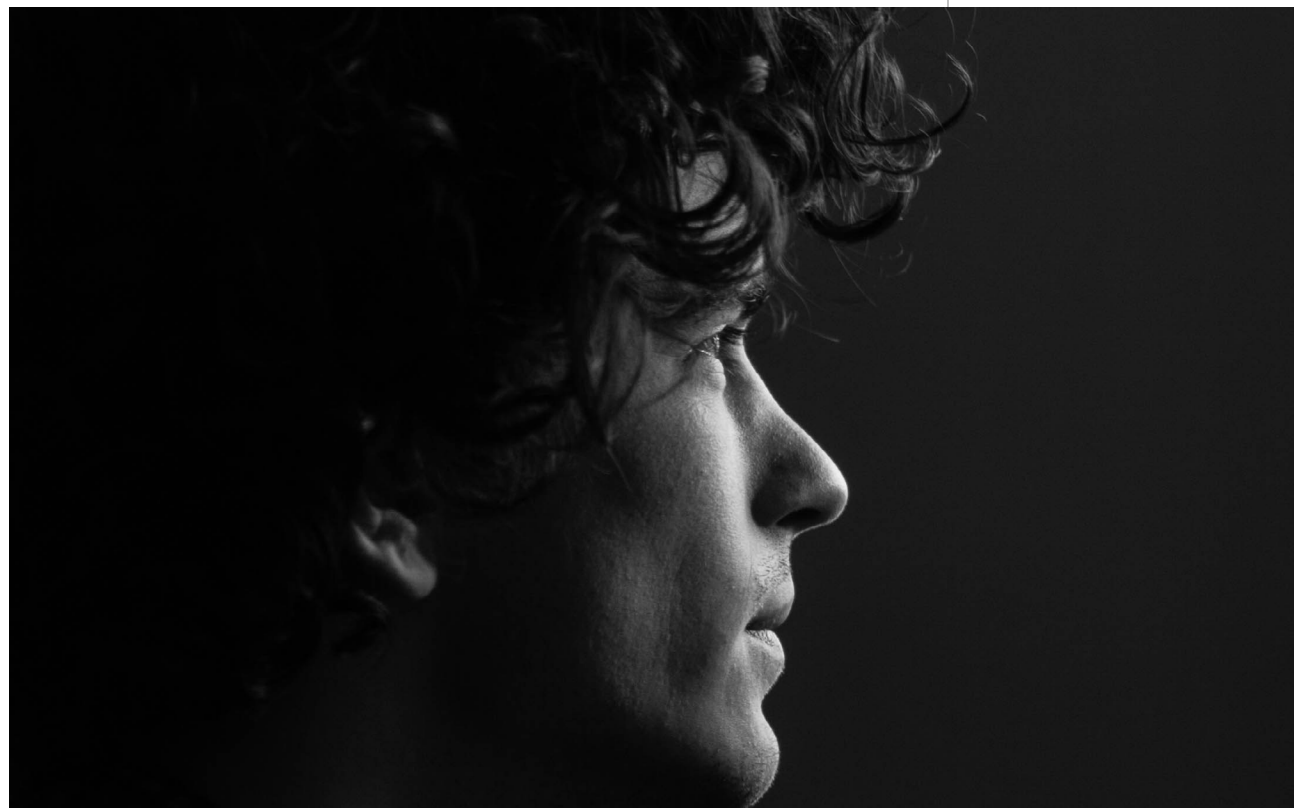
PMS: None

RGB: 0 / 0 / 0

CMYK: 0 / 0 / 0 / 100



Example Imagery



Subject Matter

Capture movement to highlight how movement connects us, from getting from point A to B to connecting communities. Suggest the importance of protecting movement and Sensol's vision.

Composition

Capture negative space to create an inviting environment for the viewer but also to direct them to the primary focus especially when paired with type. Use the rule of thirds to achieve this.

Location

Select locations that display an urban presence with a dash of personality. Crosswalks, city buildings, studio portraits are recommended but avoid cliches, recognizable destinations and posed photos.

01

Movement

02

Negative Space

03

Urban locations

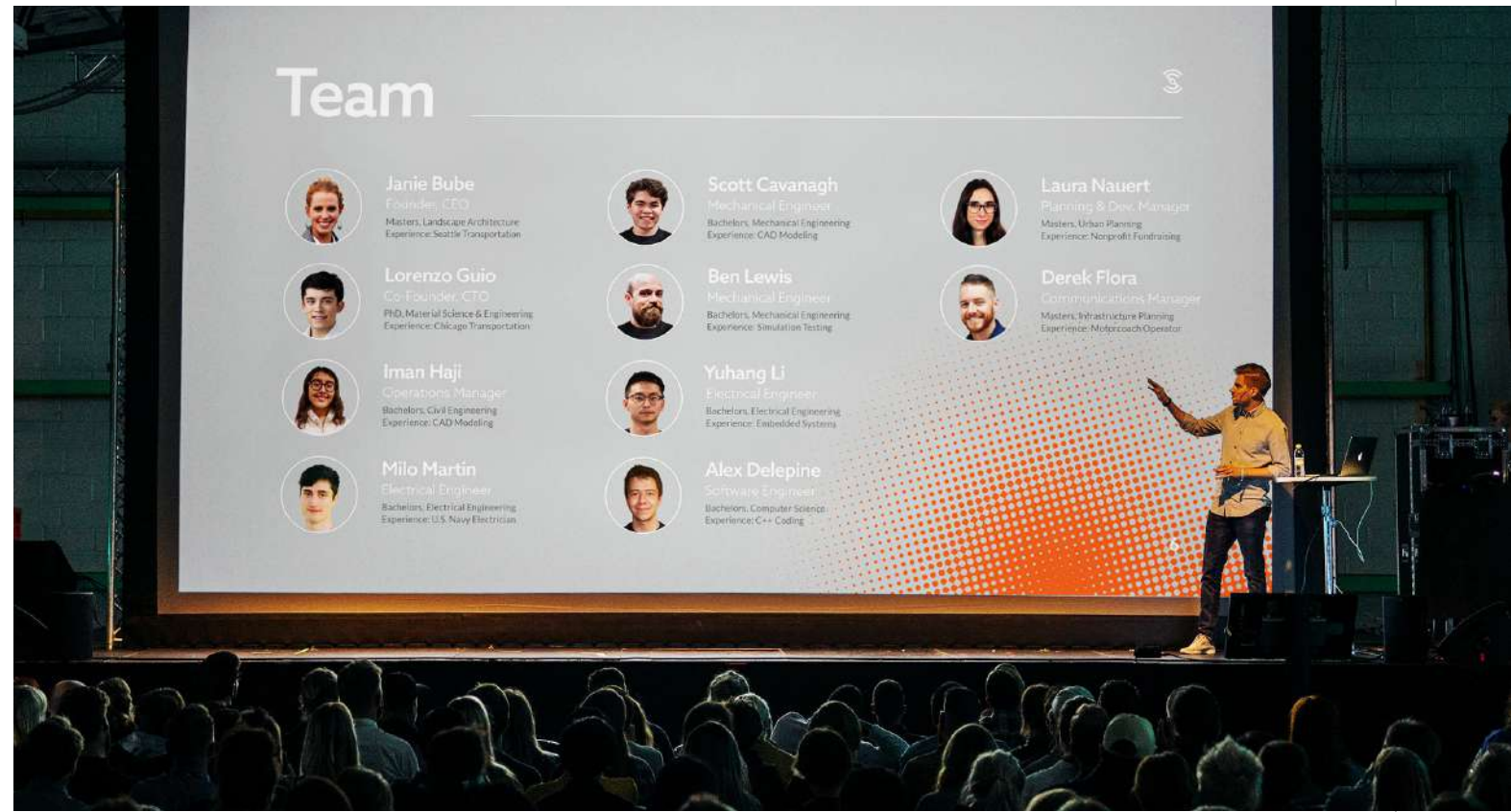


Radiate

Apply in large open spaces. The effect mimics light diffusion and the radius of illumination that our product leverages.

Illustration

Illustration should be technical line illustration. To achieve open blender file, switch viewport to wireframe mode, turn guides and x-ray off, screenshot the scene. Then use color selection tool to remove extra background in photoshop. Finally, change the line color by adding a color overlay effect and merging with an empty layer.



Typography

Our 'typography' consist of our two main font families, how to use the type in combination, proper sizing and weight combinations and finally pairing type with imagery. We consciously selected type that ensured consistent application on a variety of mediums and that maintain increased legibility and brand recognition.

Lato – Body copy font

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%/>([?!])...

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%/>([?!])...

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%/>([?!])...

Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%/>([?!])...

Azo Sans – Heading font

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%/>([?!])...

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%/>([?!])...

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%/>([?!])...

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%/>([?!])...

Bolding + italics

When bolding something always use the weight two steps away. For example with Azo Sans use Regular and Bold not Regular and Medium. In addition never double emphasize text with bold and italics – use just one form of emphasis.

Extra Font

There is an additional font used in limited scenarios depicted on the following page. The font is, titled Raleway and is only to be used as an ‘eyebrow’. An eyebrow is used as a small intro header before the main heading.

Eyebrow

Font: Raleway Regular
Spacing: 50 pt
Case: Small Caps

Heading

Font: Azo Sans Medium
Spacing: -5 pt
Case: Sentence Case

Sub-heading

Font: Azo Sans Light
Spacing: 10 pt
Case: Sentence Case

Body-copy

Font: Lato Regular
Spacing: 0 pt
Case: Sentence Case

Sub-heading sizing

Medium
Light type

The sub-heading should be the size of the heading multiplied by 0.6

HOW SAFE ARE CROSSWALKS

The Sensol System crosswalk increases pedestrian safety.

Illuminate your every step

Our crosswalk lights up underneath pedestrians while they're crossing the street creating a radius of illumination from dim where they were – to bright where they are – to dim where they are going. This allows traffic, specifically at low visibility times, to see the pedestrian's exact location from a distance.

Body-copy sizing

Use Lato Regular for body copy, when something needs to be bolded use **Lato Black**. Never use *italics* and bolded text at the same time.

The body-copy should be the size of the heading multiplied by 0.25

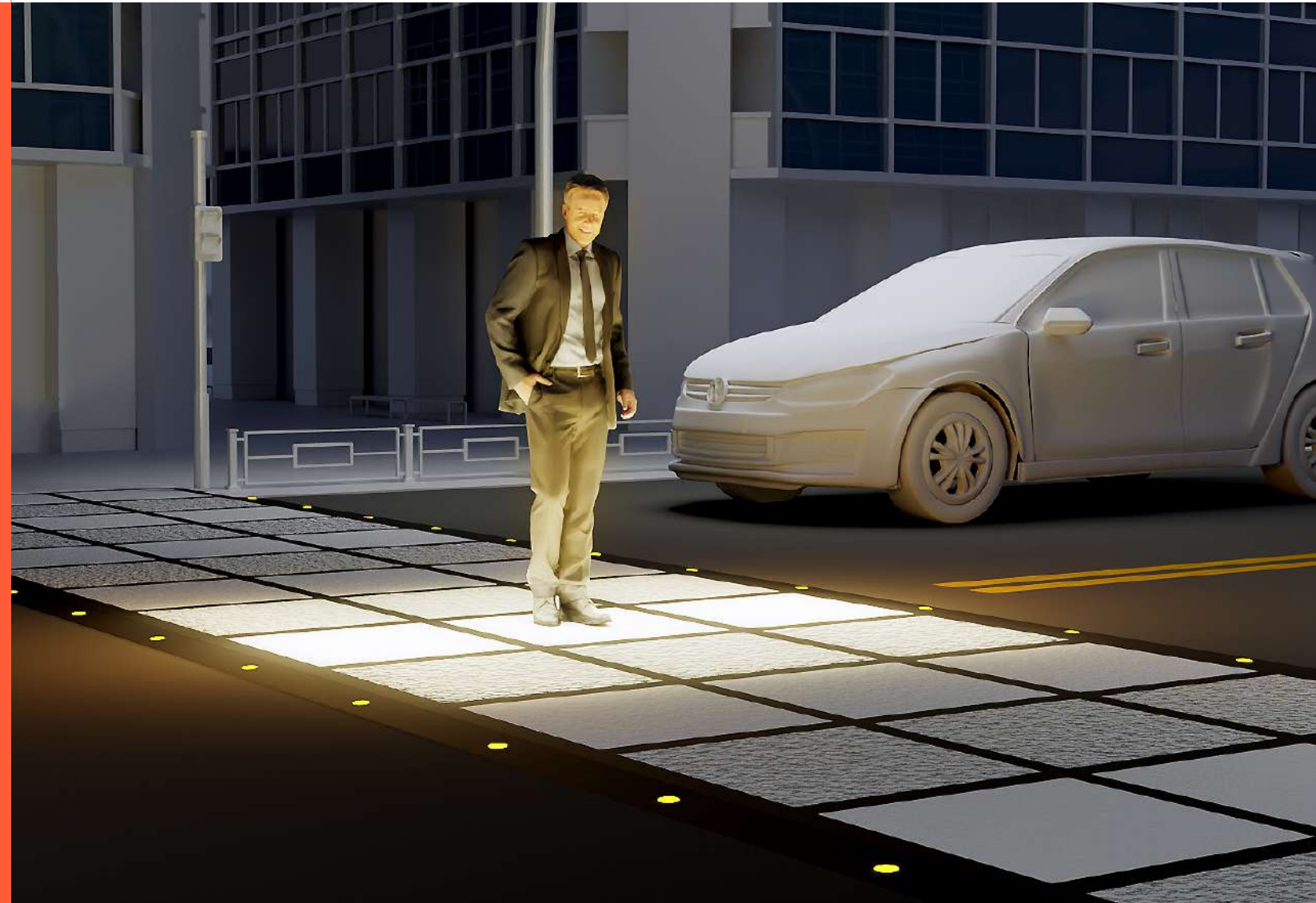
General rule

The size rule on the left is not a hard a fast rule but rather a generalization to guide you to the approximate right font size. Use your best judgment.

Welcome
to a safer
crosswalk.

Install Sensol →

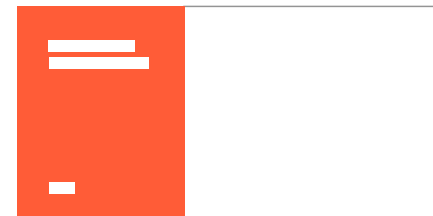
SENSOL



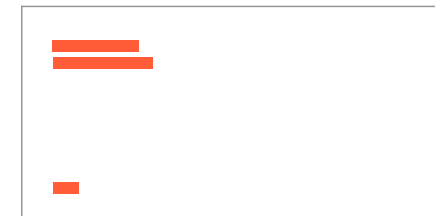
Pairing imagery with type

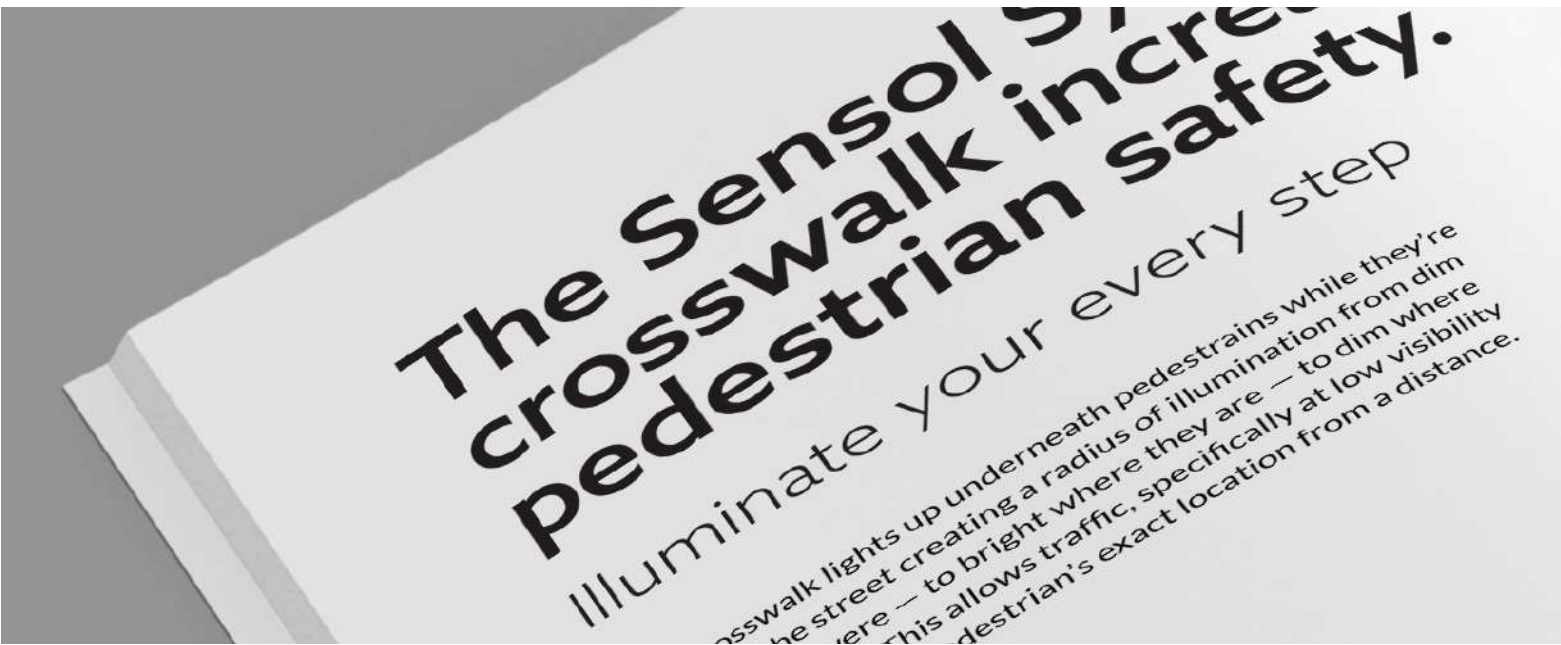
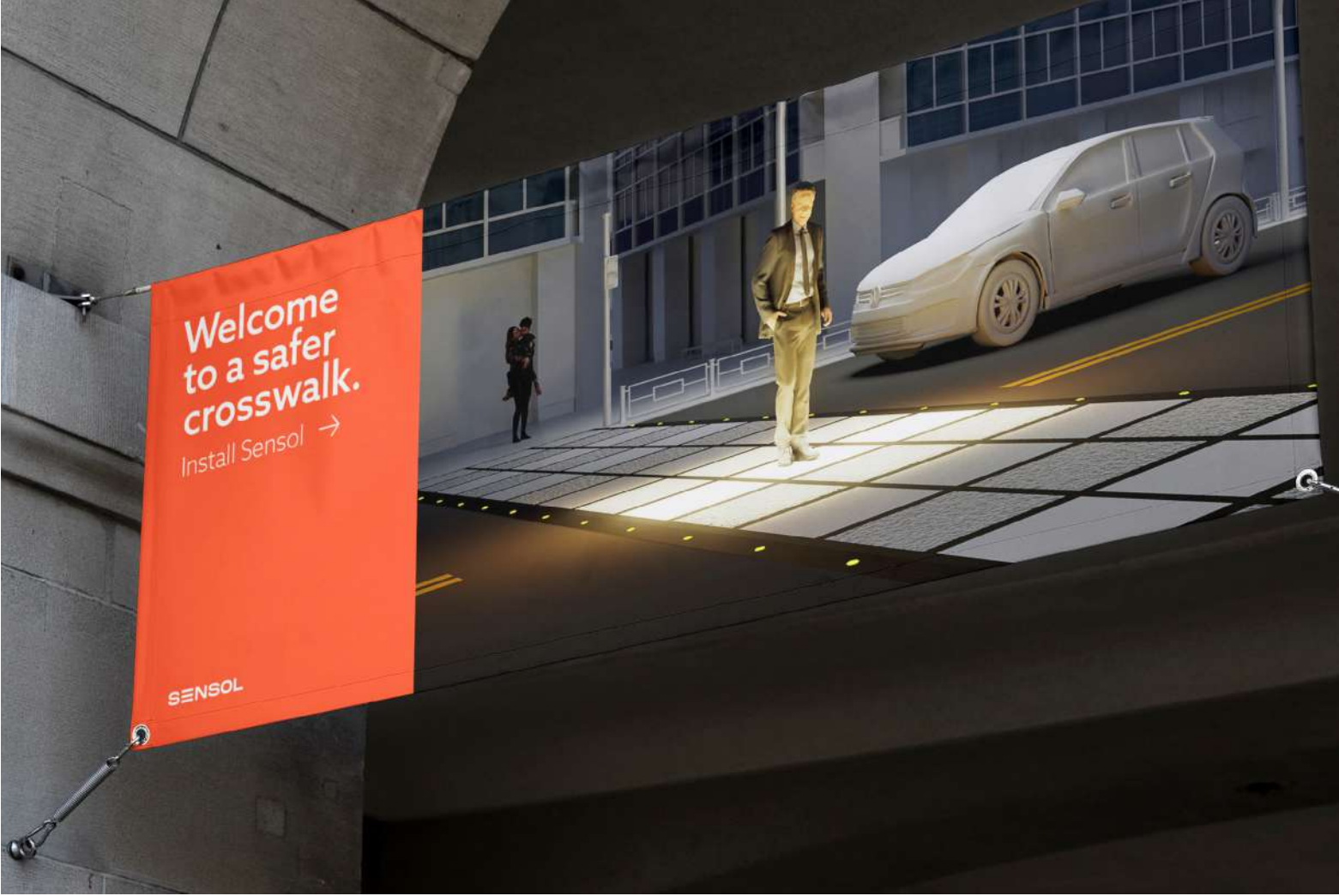
When pairing imagery and type, use one of the two options on the right. If the photo has negative space use option two. If the image does not have significant negative space make sure to use option one, as shown in the example above.

Option 1



Option 2





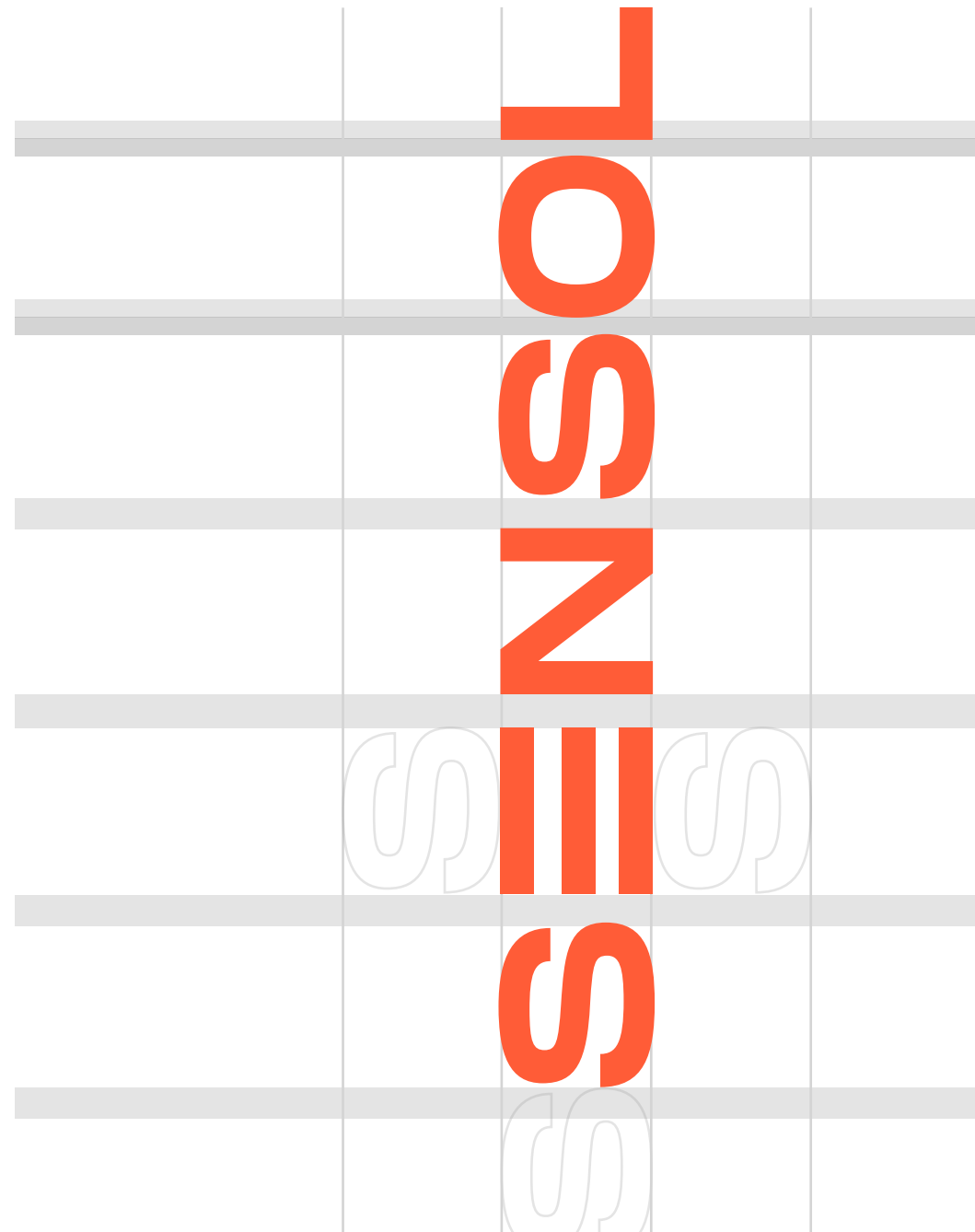
Identity



Our 'identity' consists of our wordmark, logo, and the combination of the two. A wordmark is a text-only typographic treatment of our company name, whereas a logo is an emblem or symbol. Our wordmark represents the identifiable 'zebra stripes' of traditional crosswalks, and our logo represents the communication capabilities of our product to AV's and its shape mimics the 'S' in Sensol.

General rules

Mainly use the 'primary identity' configuration to represent our company. The 'logo' can be used independent of the wordmark, usually at a small scale. The combined version is only to be for large scale only. Finally, the 'S' in the wordmark is used as a spacing measurement for room around the logo, and also spacing of additional elements such as the partnership lockup.



The primary identity

SENSOL

Primary option can be white or black.
Use highest contrast color option.
Can be displayed large and/or small.

Alternative wordmarks

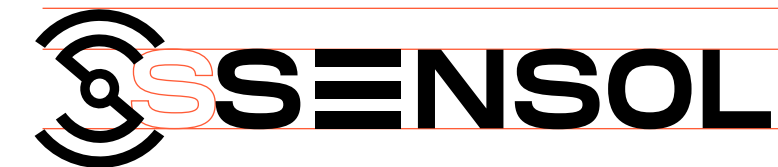
SENSOL

Use against pure white backgrounds.
Only use this wordmark at large scale.

SENSOL

Use against pure white backgrounds.
Can be displayed large and/or small.

Logo and wordmark



Partnership lockup



Interactive



Our 'interactive' section consists of iconography, animation, video, and sound guidelines. These elements can be used in combination with one another, or separately depending on the given scenario. View the sensol website where a wide variety of these interactive elements are showcased.

Video rendering

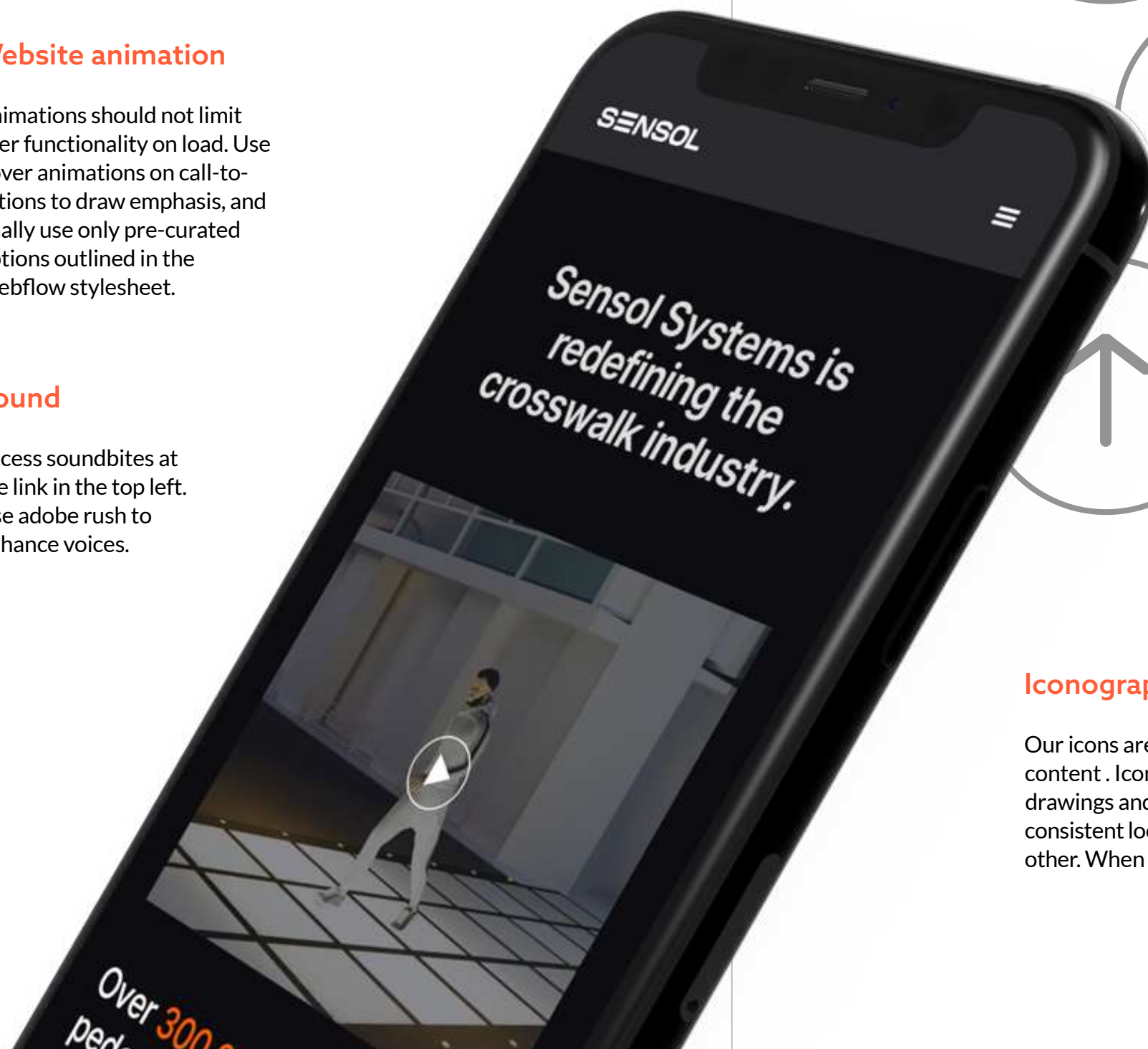
Using blender, access the animations files. Load the Scene City Plugin and either use the pre-animated file or the non-animated file. Animations should show our diverse range of our potential users, and also clearly represent how the product is used.

Website animation

Animations should not limit user functionality on load. Use hover animations on call-to-actions to draw emphasis, and finally use only pre-curated options outlined in the Webflow stylesheet.

Sound

Access soundbites at the link in the top left. Use adobe rush to enhance voices.



Iconography

Our icons are crafted to enhance understandability of content. Icons are constructed using simple line drawings and are enclosed in a outlined circle for a consistent look when displayed in proximity to each other. When isolated you may use non-outlined version.

