# Using the Sinewave Campus logo

Every rule on this page is from the Sinewave brand book. Use the logo files in this kit as supplied: they are exported from the master artwork.

## Colour versions




**sinewave-campus-lockup-on-light**, the default on light backgrounds.

The mark and SINEWAVE in #7B61FF, Campus in #1E2028.




**sinewave-campus-lockup-on-dark**, the default on dark backgrounds, those below 0.18 relative luminance.

The mark and SINEWAVE in #B6ABFF, Campus in #FFFFFF.




**sinewave-campus-lockup-ink**, one colour, #1E2028.

For a light background where neither colour version's mark reaches 3:1 contrast.




**sinewave-campus-lockup-white**, one colour, #FFFFFF.

For a dark background where neither colour version's mark reaches 3:1 contrast.

Where no version reaches 3:1 against the background, place the logo on an opaque field in a palette colour. The mark takes no colour but these.

## Clear space




Keep 1 w clear on every side, measured from the outermost edge of the artwork. w is the width of one stroke of the mark, measured horizontally.

Nothing enters the clear space: no type, photography, pattern, rule or other mark, and no page fold, trim edge or surface seam.

## Minimum size

| | Screen | Print |
|---|---|---|
| The logo's overall width | 132 px | 34 mm |
| The SINEWAVE line | 7 px | 2 mm |

Where the logo will not fit at that size, it is replaced, not shrunk: use the icon, **sinewave-campus-icon-1024.png** in this kit, plus the product name set in Plex Sans 600, or the icon alone where the brand is already established in the same field of view.

## What not to do

- Stretch or squash it, or set it at another proportion.
- Recolour it in any way, red, amber and green included.
- Rotate it.
- Add a shadow, glow, bevel or outline.
- Fade it into a background, or set it below full opacity.
- Draw its shapes in outline instead of solid.
- Crop it, or leave out any of the mark's four shapes.
- Redraw it, from a screenshot or otherwise: use these files.
- Place it on a busy picture without an opaque field beneath it.
- Put a word beside the mark to make a new logo.
- Drop the SINEWAVE line and keep only Campus.

Anything that changes the logo's geometry, proportion, colour, orientation or completeness is a misuse, whether or not it is listed here.