

sen | si™

Brand guidelines

WORKING WITH THE BRAND ELEMENTS

Sensi brand product naming protocols

Navigating the Sensi brand product portfolio should be as easy as using the products themselves. Our naming protocol has 3-tiers to clearly group products based on category, mark innovation jumps and make it easy to compare versions.

BRAND	INNOVATION	CATEGORY
Sensi	Touch	smart thermostat
Sensi		smart thermostat
Sensi		Predict smart HVAC
Sensi		Manager multi-thermostat system

SENSI BRAND NAME AND TRADEMARK

Our trademarks and service marks identify exactly who we are – and must be protected.

ACCEPTABLE BRAND NAME USAGE

Whenever possible, the first occurrence of the Sensi brand name should be the official branded product name, with trademark symbol:

Sensi Full Product Name

For example: Sensi™ Touch smart thermostat

Sensi™ Predict smart HVAC

Only after the official name has been used, or in instances where the full official name is too long, can the abbreviated name be used:

Sensi Short Product Name

For example: Sensi thermostat

Sensi Predict

Sensi Manager

TRADEMARK

It is of utmost importance that we establish and protect our brand. We have outlined the basic rules that will help us do just that. Using trademarks in your day-to-day communications can often be a challenging balancing act between marketing objectives and legal requirements. However, we don't want to make our communications read or sound like legal documents, so with care and common sense we can ensure that live up to the spirit, not just the letter, of brand protection. Here are a few guiding points:

- The key to protecting our mark is that "Sensi" must be used as an adjective modifying a noun such as thermostat, product, service or app the first time it is used in or on a communication. However, you can imagine how that could make for a very clumsy headline. In which case, it would be acceptable to use the short name instead.
- The first use of the Sensi name also requires use of the trademarked symbol (TM). This holds true regardless of where that first-use appears in the communication, unless it is in a headline, then use it the first time it is in text.
- First-use rules usually apply to the entire piece of communication. What constitutes "the entire piece" varies. An ad is obvious. On the web, it would be reasonable to consider each page as an entire piece. When it comes to printed literature, it will vary. In a short, e.g. single-fold, piece, on the front cover or the first time in the first copy paragraph may be enough. In a many-page brochure, it may be at the beginning of each new section. Again, we must strive to smartly balance brand protection with clear communication.
- In specific instances where space or word count is limited, such as a social tweet, using Sensi as a noun can be allowed.
- Emerson legal counsel and trademark attorneys can provide direction and guidance when specific questions arise.

LANGUAGE AND MECHANICS

When speaking about "Sensi" or "Emerson", always use first-person plural tense:

"But we wanted the Sensi [specific product] to be different. So, we asked homeowners what they wanted in a [product category]."

"With Emerson's 125 years of experience, we know comfort. So, when we set out to create a connected home comfort solution, compatibility was our top priority."

When speaking to the consumer, use second-person singular (plural) tense:

"You never stray far from your smart phone. With the Sensi™ mobile app, you can keep in your comfort zone with the simple swipe of a finger."

The Sensi website should be all lowercase and should not include "http://" or "www"
sensicomfort.com

Most importantly, make sure the language we use is consistent with and authentically expresses our brand personality.

STANDARD PUNCTUATION

- Dash instead of ellipses
- Punctuation in headline only if it is a complete sentence
- Headlines are sentence case
- No oxford comma
- Do not use punctuation in bulleted lists unless it contains more than one sentence

STANDARD TERMS

- Common wire (c-wire)
- Extensive compatibility
- Geofencing
- Flexible scheduling
- Circulating fan
- Smarthome
- Smartphone
- Touchscreen
- Easy to install and use
- Easy-click terminals
- Back glow
- Backlight display
- Anytime. Anywhere.

BRAND MARK

TRADEMARK USAGE

Proper use of the Sensi brand mark always includes the TM symbol. However, the symbol can be scaled appropriately so that it is not overwhelming when the logo is very large or unreadable when the logo is quite small. It would be impossible to outline exactly how to scale the symbol for all possible uses, so smart branding and good design will need to be your guides.



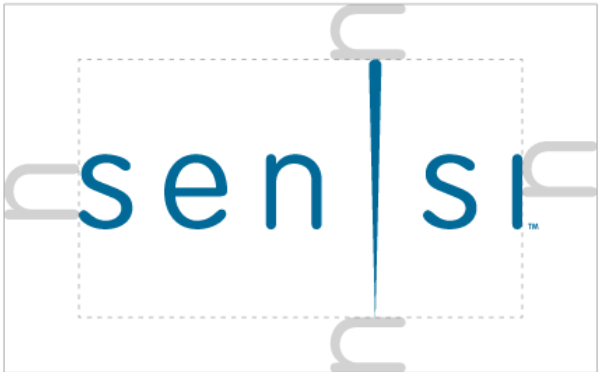
MINIMUM SIZE

Respecting the minimum size of the logo and corresponding TM symbol will ensure that it is always at a readable size and that all elements can be reproduced through most production methods. Contact the Sensi marketing team about applying the logo on items smaller than this minimum size.



MINIMUM CLEAR SPACE

Maintaining a minimum amount of space around the logo ensures that it is always clear and legible. For ease-of-use regardless of actual size, the rule is simple: whatever the logo size, use the “n” in the logo to determine the clear space as indicated above.



You will notice that by always orienting the “n” on its side, the side vs. the top/bottom clear spaces are not equal. This was done purposely to account for the extra height of the spike and still achieve a balanced look.

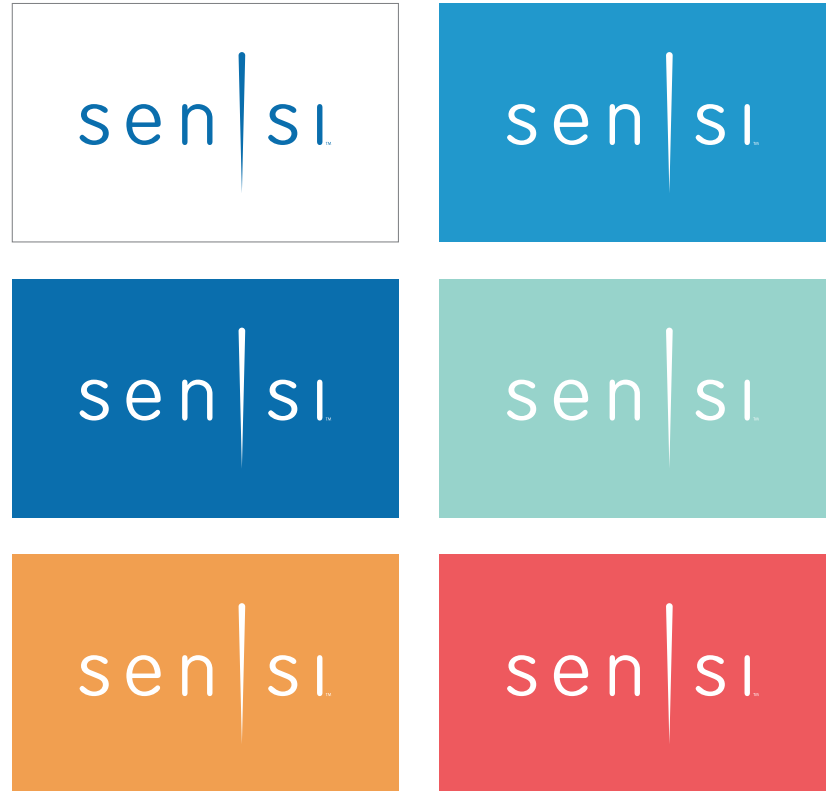
PRIMARY

BRAND MARK ON COLOR

The color of the Sensi brand mark was carefully chosen and the brand color palette (explained later in these guidelines) was designed to complement it. The blue logo displayed over a white background is always the preferred usage.

While the simplicity of the Sensi logo design allows it to be easily used against many background colors, certain principles must apply to maintain its clarity. When applied over any color, the logo should be reversed out in white. Always ensure that the background color is dark or rich enough to provide sufficient contrast between it and the logo.

Whether the background is a solid color or an image, the same design principles apply.



BRAND MARK DON'TS

- Do not substitute any other font for the Sensi logo type.
- Do not add a dot to the “i” or capitalize any letters.
- Do not alter the letter spacing. Do not condense or expand the spacing.
- Do not remove the spike from the logo.
- Do not add any other symbols or artwork to the logo.
- Do not invert, alter or substitute any other shape for the spike.

Just as good design and effective presentation can enhance the Sensi brand in the global marketplace, poor design and inconsistent implementation can make us appear uncoordinated and unprofessional, while also undermining our quality story.

The examples below are perhaps the most obvious, but certainly not the only, infringements on the brand’s integrity that must be avoided. Correct application of our brand mark will ensure that its visual impact and overall integrity are maintained.



Please use only the approved electronic artwork provided. Do not use damaged artwork, laser prints, photographs, photocopies or hand renderings or any other typeset versions of the logo.

Do not substitute any other font for the Sensi logo type.

Do not add a dot to the “i” or capitalize any letters.

Do not alter the letter spacing. Do not condense or expand the spacing.

Do not remove the spike from the logo.

Do not add any other symbols or artwork to the logo.

Do not invert, alter or substitute any other shape for the spike.

COLOR

Color is a core building block of any brand identity. The Sensi color palette was developed to represent and support the brand position. It was also designed to be extremely functional.

The primary color gives the brand a strong and in control but still calm and approachable feel consistent with its name and logo.

The secondary and tertiary colors supply a range of options in both the warm and cool color spectrum to allow us to tell both sides of the comfort story.

While the Sensi brand is a consumer brand, it is important to note that it is still an Emerson brand. So the seven colors in the palette are based on gradations of the Emerson brand color palette, while PMS 288 with its corresponding CMYK, RGB, and HEX equivalents is actually Emerson Corporate Blue.

The complementary nature of the Sensi color palette gracefully accommodates the application of the Emerson logo on product

and packaging as well as providing some visual unity between Sensi and Emerson messaging on the web, at trade shows, in printed materials, etc.

And as an Emerson brand, we need to remember that bold color choices also need to be selective choices. Avoid using too many colors in any one piece. And use all the colors in the palette carefully and with clear purpose and strategy.

AN IMPORTANT NOTE ON COLOR USAGE

While the color palette is an important part of Sensi brand identity, its careful application is of equal importance. Which leads us to the eighth color of the Sensi palette—white or more accurately “white space.” The generous use of white space plays a critical role in all our communications from website to advertising to packaging to point-of-sale. First, it reinforces the brand’s image of a clean, simple, intuitive, easy approach to home comfort. Second, it magnifies the impact of our color palette giving our color choices and applications more power in contrast.

PRIMARY

SENSI BLUE

HEX 006998
R0 G105 B152
C93 M51 Y6 K4
PMS 2151

SECONDARY

LIGHT BLUE

HEX 0093C7
R0 G147 B199
C77 M25 Y6 K0
PMS 7689

TEAL

HEX 64B1BB
R100 G177 B187
C60 M14 Y26 K0
PMS 2219

LIGHT TEAL

HEX 96D4CC
R150 G212 B204
C40 M1 Y23 K0
PMS 324

TERTIARY

CORAL

HEX F05A5D
R240 G90 B93
C1 M80 Y58 K0
PMS 2031

ORANGE

HEX F09F52
R240 G159 B82
C3 M43 Y77 K0
PMS 1365

EMERSON BLUE

HEX 004B8D
R0 G75 B141
C100 M72 Y0 K20
PMS 2146 C

DIGITAL PRODUCT COLOR

Certain messages in the digital product experience need to be elevated due to their importance and the impact they will have on the comfort of our users. For these specific in-app and in-portal warnings or notifications only, we have allowed for some color alterations and the addition of bolder color hues.

In all other instances throughout the product experience (digital and otherwise, including all communications and touchpoints) the brand colors on the previous page must be adhered to without exception.

PRIMARY	SENSI BLUE HEX 006998 R0 G105 B152 C93 M51 Y6 K4 PMS 2151			
SECONDARY	LIGHT BLUE HEX 0093C7 R0 G147 B199 C77 M25 Y6 K0 PMS 7689	PRODUCT TEAL HEX 1098AD R16 G152 B173		
TERTIARY	PRODUCT RED HEX F03E3E R240 G62 B62	PRODUCT ORANGE HEX F76707 R247 G103 B7	PRODUCT YELLOW HEX F59F00 R245 G159 B0	PRODUCT GREEN HEX 37B24D R55 G178 B77
	PRODUCT WHITE HEX F8F9FA R248 G249 B250	PRODUCT GRAY 1 HEX E9ECEF R223 G236 B239	PRODUCT GRAY 2 HEX ADB5BD R172 G181 B189	PRODUCT GRAY 3 HEX 868E96 R134 G142 B150
	PRODUCT GRAY 4 HEX 666E75 R102 G110 B117	PRODUCT GRAY 5 HEX 495057 R73 G80 B87	PRODUCT GRAY 6 HEX 343A40 R52 G58 B64	PRODUCT GRAY 7 HEX 212529 R33 G37 B41

FONT

Our font library

FIRA SANS

The Sensi brand uses Fira Sans as its dominant font for all communications – both print and digital. Noted for its strong sense of humanity with a contemporary Silicon Valley vibe, Fira Sans is a clean, simple, friendly and approachable face. It also complements the letter forms in the Sensi logo artwork.

Selecting a single brand font will help us unify our communications and selecting 6 weights – from Ultra Light to Semi Bold – will help us manage brand consistency. However, these guardrails do not limit creativity. By exploring color, composition and scale, this typeface can be used in countless ways.

Fira Sans was selected because it is very legible even at even at smaller sizes and thinner weights. On the rare occasion a larger font size is needed for the headline or body copy it must be scaled proportionately to the given standards. This will maintain the integrity of the guidelines.

Aa Fira Sans UltraLight
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(,;:)

Aa Fira Sans ExtraLight
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(,;:)

Aa Fira Sans Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(,;:)

Aa Fira Sans Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(,;:)

Aa Fira Sans Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(,;:)

Aa Fira Sans SemiBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(,;:)

TYPE

Visual hierarchy and type scale

While the Sensi typefaces were selected with flexibility in mind, we encourage designers to follow best practices in creating communications for the Sensi brand. Below is a list of basic do's and don'ts to keep in mind.

DO

- Use sentence case
- Kern headlines to avoid letters too close together or too far apart

DO NOT

- Use gradients or special effects
- Distort typefaces
- Use justified alignment
- Substitute our fonts



TYPOGRAPHY USAGE

A Sensi thermostat is designed with you in mind.

B ICIMUS AS VOLORIB USAPERUMQUAS DEBITATUS CUM IPSANTIA.

Lorem ipsum dolor sit amet, possit ullamcorper usu et, nisl summo docendi mel et, in eam ullum olutpat. Ius facilisis deseruisse cu, omnis abhorreant dissentiet has te. Alterum accusam mea ei. Alia epicurei mediocrem sea ea.

C Lorem ipsum dolor sit amet, possit ullamcorper usu et, nisl summo docendi mel et, in eam ullum olutpat. Ius facilisis deseruisse cu, omnis abhorreant dissentiet has te. Alterum accusam mea ei. Alia epicurei mediocrem sea ea.

LOREM IPSUM DELOR

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E LOREM IPSUM

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F VOLUT FUGIT QUIS

- Lorem ipsum dolor sit amet, possit ullamcorper
- Usu et, nisl summo docendi mel et, in eam ullum
- Volutpa Ius facilisis deseruisse cu, omnis abhorreant
- Dissentiet has te Alterum accusam mea ei
- Alia epicurei mediocrem sea ea

G Lorem ipsum dolor sit amet, possit ullamcorper usu et, nisl summo docendi mel et, in eam ullum olutpat. Ius facilisis deseruisse cu, omnis abhorreant dissentiet has te. Alterum accusam mea ei. Alia epicurei mediocrem sea ea.

A. Headline

Fira Sans Ultra Light
Size: 24 pt
Leading: 26 pt
Tracking: -25
Color: PMS 2151
Alignment: Left
Sentence case

B. Subhead

Fira Sans Light
Size: 12 pt
Leading: 14 pt
Tracking: -5
Color: PMS 2151
Alignment: Left
All caps

C. Body

Fira Sans Light
Size: 10 pt
Leading: 14 pt
Tracking: -5 pt
Color: PMS 431
Alignment: Left

D. Small Body

Fira Sans Light
Size: 8 pt
Leading: 12 pt
Tracking: -5
Color: PMS 431
Alignment: Left

E. Small Subhead

Fira Sans Book
Size: 7 pt
Leading: 9 pt
Tracking: -5
Color: PMS 431
Alignment: Left
All caps

F. Bullet list

Fira Sans Light
Size: 8 pt
Leading: 12 pt
Tracking: -5 pt
Color: PMS 431
Alignment: Left
Bullet: Fira Sans Book

G. Disclaimer/Legal

Fira Sans Light
Size: 5.5 pt
Leading: 6.5 pt
Tracking: 0
Color: PMS 431
Alignment: Left

NOTE: When reversing type replace ultra light with extra light, light with book and book with medium.