

## LOGO: COLOR, GREY, REVERSED

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The Immersion logo is a one color logo. The color version should be used whenever possible, but a grey version can be used as shown and a reversed version when used on a dark background.



## LOGO: USAGE

The Immersion logo consists of a hand mark and type, please use them side-by-side. Here are some basic rules to follow:



While it's permissible to use the word mark independently, in lock up with the Hand is preferable.

Use the letter "m" (from the word mark), rotated 90-degrees as a gauge for the proper minimum space top and bottom of the logo.

Use the letter "m" (from the word mark) as a gauge for the proper minimum space left and right of the logo.



Please reverse the color logos.

## LOGO: DOS & DON'TS

Do use the logo consistently. If something is listed here as a Don't, or if it seems like it might be, don't do it.

**DON'T**  
Tilt the logo



**DON'T**  
Scale the logo disproportionately.



**DON'T**  
Use other colors



**DON'T**  
Skew the logo



**DON'T**  
Use the logo over an image that makes the logo unreadable



**DO**  
Use the logo in white over fields of Immersion colors (that are dark enough for contrast)



**DO**  
Use the white on visuals when there is enough contrast.



All images are FPO and are not final artwork.