

LOGO: COLOR, GREY, REVERSED

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.

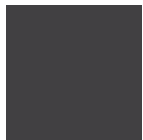


LOGO: USAGE

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



Use white over photographs and color fields.



Dark Grey



Light Grey



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.



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



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.