The Seismic Logo
As a natural reference to seismic shifts beneath the surface, the Seismic logo speaks to change, progress and forward motion.

Logo Minimum Sizing

<table>
<thead>
<tr>
<th>se/sm/c</th>
<th>se/sm/c</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT</td>
<td>DIGITAL</td>
</tr>
<tr>
<td>0.6” wide</td>
<td>45px wide</td>
</tr>
</tbody>
</table>

Incorrect Logo Usage

01 — Do not change the typeface of the logo
02 — Do not rotate or change the angle of the logo
03 — Do not add effects or treatments to the logo
04 — Do not warp, stretch or change proportions of the logo
05 — Do not colorize individual parts of the logo
06 — Do not place the logo on a complicated background
07 — Do not place logo inside a container device
08 — Do not place the logo on a background color with insufficient contrast
09 — Do not rearrange or alter the parts of the logomark
10 — Do not change the color of the logo

For use in cases when the background color is too close in value to the primary logo color, requires additional contrast, or needs to live on top of photography.

For use in cases that the logo needs to be used in on a dark background.

Logo Spacing

The clear space is defined by the height of the forward slash “/” in the mark and is to be maintained around the perimeter of the logo. The space is relative to the size of the logo and applies to all variations.