

Manual

BiSS-LOGO

Bodenheim, Germany, August 2016

Preface

Dear Sir or Madam

BiSS is an open source digital interface for sensors and actuators.

The BiSS license agreement stipulates the application and use of the BiSS logos.

In accordance with the following guidelines, the logo may be used for your printed material, on your homepage, for your advertising or directly on your product itself.



Marko Hepp
BiSS Support

The BiSS logos

The use of the BiSS logos requires licensing of the open source BiSS Interface.



BiSS Interface:

This logo can be used in any connections with the BiSS Interface.



BiSS Safety:

This logo can be used in connection with the BiSS Interface in safety applications.

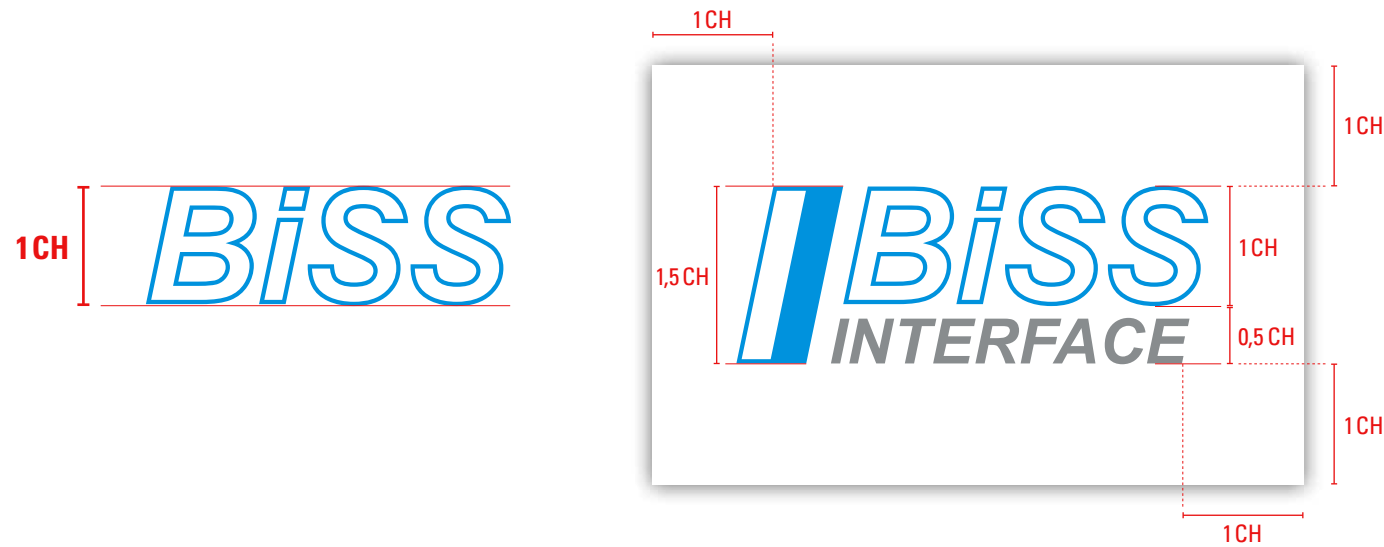


BiSS Line:

This logo can be used in connection with the BiSS Interface for wireless, 2- and 4- wire applications.

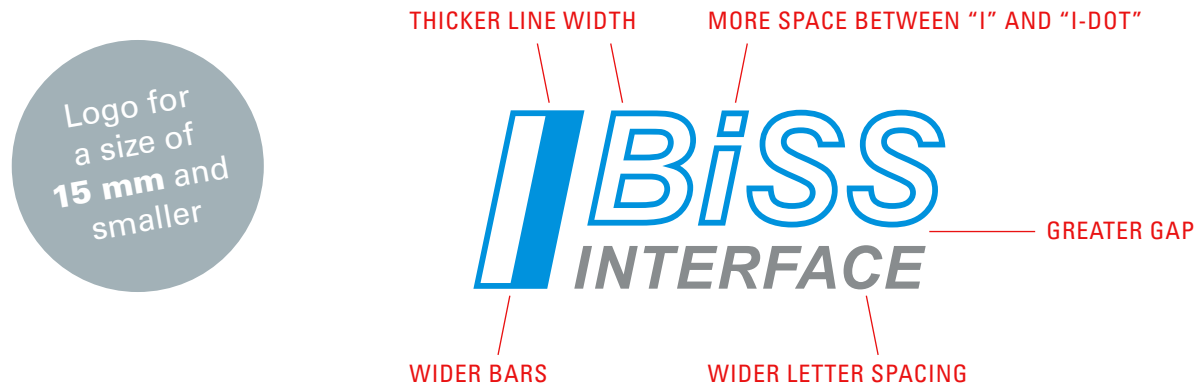
The BiSS logo consists of two bars, the BiSS lettering and the appropriate subline. The design of the logo is predefined and must not be changed. In print, the minimum width of the logo is 15 mm. There is no maximum size. In digital media, the minimum width of the logo should be 50 pixels.

Proportions and space



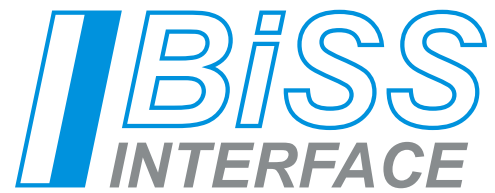
If the logo is used together with other logos, images or elements, the free space must be the width of 1 cap height (CH). The graphic marks the free space that also equals the space to the edge of the layout.

Optimized mini logo for the use of small sizes



For print sizes of 15 mm and smaller, the mini logo is used. The details shown above were optimized for better visualization. There is no minimum size, however, a good legibility of the logo must be ensured.

Shades

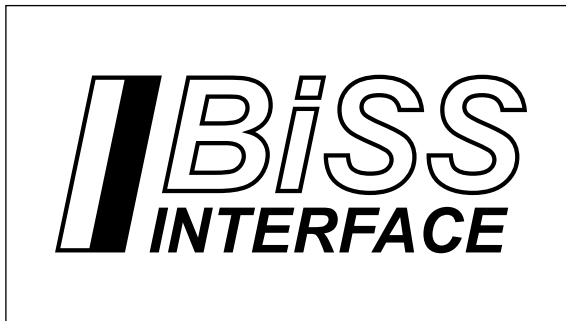


Pantone 2192C
CMYK: C 89 / M 18 / Y 0 / K 0
RGB: R 0 / G 145 / B 218
HEX: #0091DA



Pantone Cool Grey 8C
CMYK: C 23 / M 16 / Y 13 / K 46
RGB: R 136 / G 139 / B 141
HEX: #888B8D

Monochrome application

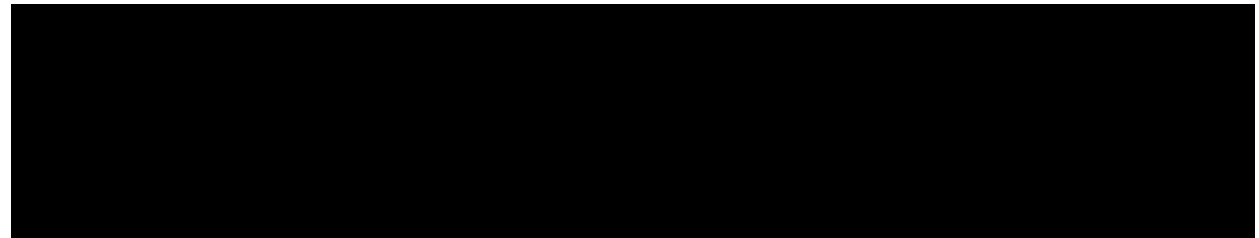


White

CMYK: C 0 / M 0 / Y 0 / K 0

RGB: R 255 / G 255 / B 255

HEX: #ffffff



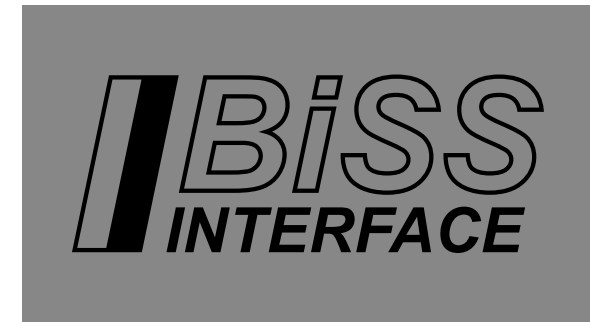
Black

CMYK: C 0 / M 0 / Y 0 / K 100

RGB: R 0 / G 0 / B 0

HEX: #000000

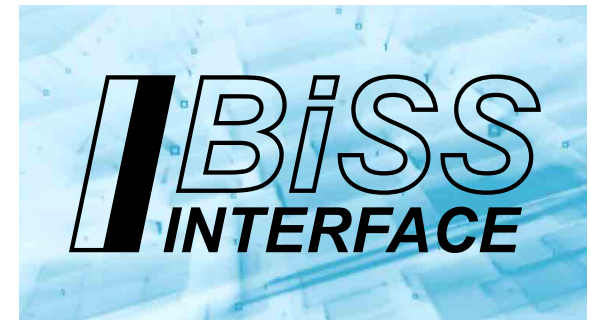
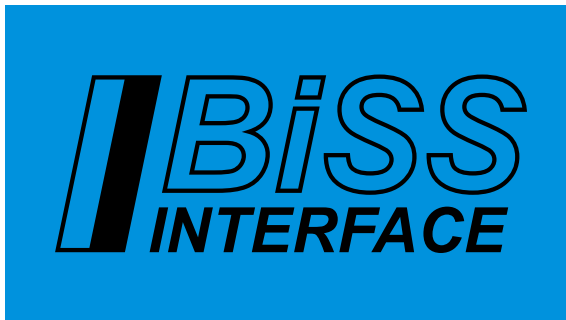
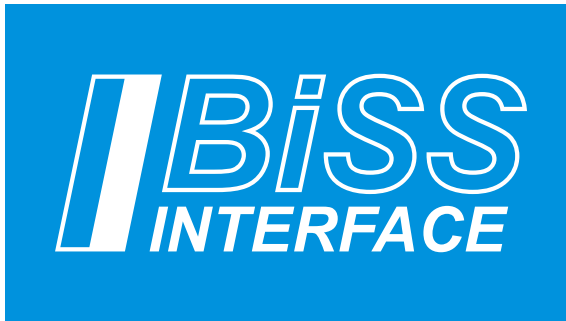
Application on a neutral background



These color variations can be used on a neutral background if the contrast with the logo is set high enough.
(e.g. white, black, light or dark grey)

On backgrounds with insufficient contrast with the logo, the monochrome version must be used. The designer has the discretion whether to use the logo positively or negatively. A good legibility of the logo must be ensured.

Application on other backgrounds



On colored and dynamic backgrounds, the monochrome version is used. The designer has the discretion whether to use the logo positively or negatively. A good legibility of the logo must be ensured.

Busy images, strong color gradients and high-contrast designs are not suitable as backgrounds for the logo.

Selecting the correct data file

FILE NAME	VECTOR	PIXELS	PRINT	SCREEN	NOTE
STANDARD LOGO					
BiSS-*_CMYK.eps	x		x		colored version, infinitely scalable upwards, transparent background
BiSS-*_CMYK.jpg		x	x		colored version, comply with 300 dpi print resolution, white background
BiSS-*_RGB.jpg		x		x	colored version, only scalable downwards, white background
BiSS-*_RGB.png		x		x	colored version, only scalable downwards, transparent background
BiSS-*_black.eps	x		x	x	monochrome black, infinitely scalable upwards, transparent background
BiSS-*_black.jpg		x	x	x	monochrome black, comply with 300 dpi print resolution, white background
BiSS-*_black.png		x	x	x	monochrome black, comply with 300 dpi print resolution, transparent background
BiSS-*_white.png		x	x	x	monochrome white, comply with 300 dpi print resolution, transparent background
MINI LOGO (PRINT SIZE OF 15 MM DOWN)					
BiSS-*_Minilogo_CMYK.eps	x		x		colored version, scalable, transparent background
BiSS-*_Minilogo_CMYK.jpg		x	x		colored version, comply with 300 dpi print resolution, white background
BiSS-*_Minilogo_black.eps	x		x		monochrome black, scalable, transparent background
BiSS-*_Minilogo_black.jpg		x	x		monochrome black, comply with 300 dpi print resolution, white background
BiSS-*_Minilogo_white.png		x	x		monochrome white, comply with 300 dpi print resolution, transparent background

“*” in the file names substitutes the label “interface”, “safety” or “line”.

Vector files can be scaled according to use; pixel files must comply with sufficient resolution.

CMYK files must be used exclusively for print; RGB files for digital use.

The table will help you selecting the correct data file for the appropriate use.

Contact

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