



# Entropic | Brand Guidelines

# Mission Statement

The Entropic mission statement is available at

<https://www.scentropic.com/about.shtml>

# Logo

## How to use the logo

- Only show the Entropic logo in it's original colors
- Aside from resizing, the logo should not be modified

## Clear Space and Minimum Size

- Allow adequate clear space around the logo, when using alongside other elements. This space should be a minimum of 25% of the image width for all sides
- Maintain the original aspect ratio if you need to resize the logo
- For readability the logo should not be resized below 128 pixels wide

# Colors

<b>Primary</b>  Purple  HEX #370975 RGB:55 9 117	<b>Secondary</b>  Cream  HEX #FDF8F3 RGB: 253 248 243
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- The original colors of the logo should not be altered
- When placing the logo on a background which uses darker color(s), you can optionally surround it with a lighter color border (ex: white) to maintain visibility

# Typography

- Use Verdana typeface

# Questions

Have any questions?

E-mail us at [info@scentropic.com](mailto:info@scentropic.com)

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<https://www.scentropic.com>