



Brand Guidelines

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"I'm proud to launch the new Sisense branding, which heralds the start of an exciting new wave of analytics. It brilliantly reflects how we help all of our customers go beyond dashboards to infuse analytics at the right place and right time, every time. And it accurately articulates the role that analytics plays in business transformation."

— Amir Orad, CEO

01 Brand Values

Our Brand Values

The way we show up and the way we sound reinforce the value we bring to the marketplace. In order to apply logic to the visual brand identity, we use the overarching brand values as our foundation.

Archetypes represent values, traits, and motivations that are intrinsic to human nature. They tap into universal human desires. They take the sales pitches and value propositions and transform them into a character that people understand.

Our Mission

To help businesses go beyond the dashboard, infuse analytics everywhere and empower their customers and employees to act on their data at the right time, every time.

Our Value Proposition

Sisense transforms the way people work. We put the power of data and actionable intelligence right where people are spending their time - whether that is deep within the products they use everyday or throughout their daily workflows and processes.

Differentiation

AI-driven platform; highly extensible and customizable for a personalized data experience.

Brand Values

Smart

Intelligent

Friendly

Approachable,
Accessible

Authentic

Trustworthy,
Genuine, Inclusive

Innovative

Creative, Bold,
Experimental

Brand Archetype

Sage

Thought Leader,
Exudes Wisdom,
Rich In Expertise,
Advisor

Creator

Innovative,
Experimental, Bold,
Genuine

Caregiver

Caring, Warm,
Reassuring

02 Logo

Logo Guidelines

The logo is our most important identity element. It appears in all of our communications, and we need to ensure that it's presented in a clear and consistent way.

Always place the logo using a master artwork file and ensure you use the correct logo size for the visual placement (e.g., digital or print). If you require the logo in different sizes, be sure to scale the logo proportionally. Do not shrink or stretch the logo vertically or horizontally.

Please ensure that no other text or graphic elements are within the required clear space areas when using the logo.

Minimum Size Requirements (horizontal and stacked logos)

Digital Minimum Size



Print Minimum Size



Digital Minimum Size



Print Minimum Size



Profile Image on Social Media



Clear Space Requirements

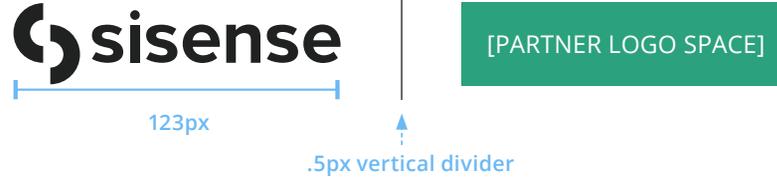


Partnership Logo Lockups

In certain cases, there will be a need to feature a partnership logo lockup. Scale and positioning for each component of the lockup is important. The Sisense logo will always be positioned on the right, with a vertical divider between the Sisense and partner logos.

Minimum Size Requirements

Digital Minimum Size



Print Minimum Size



Clear Space Requirements



Logo Options

Primary Logo*

The horizontal logo is our primary logo treatment. Use it as a default.

When placing the yellow/white logo, make sure it is displayed on a solid black or dark color for proper contrast. Do not place the yellow/white logo on a white or light background.

Please note: Creation of new, external-facing logo designs is forbidden without approval from the Corporate Marketing team.

Primary Logo



Logo Options

Alternate Logo

The vertically stacked logo is our alternate logo. It should only be used when there is insufficient space for the primary logo or when the design calls for a simpler logo.

Alternate (stacked) Logo



Logo Design & Usage Guidelines

To maintain brand integrity, do not alter the Sisense logo in any way.

There are multiple variations of the Sisense logo available that will work for most scenarios.

If you still have questions or encounter a scenario not covered in these guidelines, please email creative@sisense.com.

Crimes Against the Sisense Logo



DO NOT modify any part of the logo.



DO NOT use the logomark as a decorative design element.



DO NOT change the logo color.



DO NOT remove any element of the logo.



DO NOT use the logo in a sentence or within text.



DO NOT add visual effects (like drop shadows, gradients and bevels).



DO NOT use unapproved color variations of the logo.



DO NOT outline the logo.



DO NOT disproportionately resize the logo.



DO NOT change the logomark.



DO NOT re-typeset the logo.



DO NOT distort, skew or rotate the logo.

Logo Design & Usage Guidelines

When placing the Sisense logo in any communication, it's important to always keep backgrounds simple, clutter free, and as neutral as possible. Ensure a high degree of contrast between the logo and the background.

Additionally, the area surrounding the Sisense logo needs to be clear, without any visual distractions.

Background Do's



- ✓ Choose the black logo to ensure high contrast on light backgrounds



- ✓ Choose the all white or white/yellow logo to ensure high contrast on dark backgrounds



- ✓ Choose the all white or white/yellow logo to ensure high contrast on solid black backgrounds

Background Don'ts



- ✗ Don't place the logo on a background that obscures any part of the logo



- ✗ Don't place the logo over imagery that is visually busy and makes the logo difficult to read

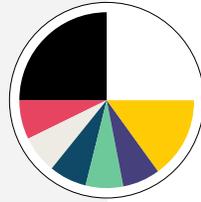


- ✗ Don't place the logo on a background that has low contrast

03

Colors

Color Palette



Each color within the Sisense palette has been carefully chosen, and should follow the codes shown here*.

*Professional printers should use **Rich Black**: CMYK: 60, 40, 40, 100

As shown below, the colors are tied to our core Sisense brand values. They should be used carefully and tastefully as pops of color accents without overwhelming the composition. Use the color wheel displayed above as a guide for appropriate allocation of color within any single composition.

- **Friendly**
creative, enthusiastic & warm
- **Smart**
exudes calmness & intelligence
- **Innovative**
growth, safety, warmth & balance
- **Authentic**
confident, trustworthy, smart & stable
- **Bold**
energetic & passionate

Sisense Color Palette

				
Color	Builder Black	Clean White	Sisense Sunglow	Sage Green
Hex	#000000	#FFFFFF	#FFCB05	#66CCA98
RGB	0, 0, 0	255, 255, 255	255, 203, 5	108, 202, 152
CMYK	0, 0, 0 100	0, 0, 0, 0	0, 20, 100, 0	58, 0, 52, 0
Pantone	Black C		116C	338 C

				
Color	Periscope Purple	Builder Blue	Sandstone	Sisense Sizzle
Hex	#493d83	#084968	#EDEBE3	#E8425E
RGB	73, 61, 131	8, 73, 104	237, 235, 227	232, 66, 94
CMYK	86, 85, 14, 2	96, 63, 36, 26	9, 7, 12, 0	0, 85, 48, 0
Pantone	7671 C	3025 C	663 C	710 C

Grayscale Palette

				
Color	Data Gray 1	Data Gray 2	Data Gray 3	Data Gray 4
Hex	#F3F3F4	#E0DFDF	#B2B2B1	#4D5153
RGB	243, 243, 244	224, 223, 223	178, 178, 177	77, 81, 83
CMYK	3, 2, 2, 0	11, 9, 9, 0	31, 25, 26, 0	67, 57, 55, 33

Color Tints

Our color palette can be expanded to create a range of tints. These tints allow us to have flexibility, variety and diversity in our visuals.

Tints add a hierarchy of depth and range without limiting us to single color usage. Light and dark tints of each color can be used for highlights and shadows within illustrations and our shape system. They also provide tonal contrast to allow them to be used to segment information in data visualizations and provide adequate visual separation between data points.



Diagram showing color tints for Sunglow (yellow) and Periscope (purple) series. Each series has three circles of increasing size from left to right, connected by a horizontal line.

Color	Dark Sunglow	Sisense Sunglow	Light Sunglow	Dark Periscope	Periscope Purple	Light Periscope
Hex	#F2BA00	#FFCB05	#FFEDA3	#302B57	#493D83	#6B6BC2
RGB	242, 186, 0	255, 203, 5	255, 237, 163	48, 43, 87	73, 61, 131	107, 107, 194
CMYK	5, 27, 100, 0	0, 20, 100, 0	1, 4, 44, 0	91, 90, 37, 31	86, 85, 14, 2	64, 62, 0, 0



Diagram showing color tints for Sage (green) and Builder Blue (dark blue) series. Each series has three circles of increasing size from left to right, connected by a horizontal line.

Color	Dark Sage	Sage Green	Light Sage	Dark Builder Blue	Builder Blue	Light Builder Blue
Hex	#2BA17D	#6CCA98	#7FE2A9	#08384A	#084968	#0F6985
RGB	43, 161, 125	108, 202, 152	127, 226, 169	8, 56, 74	8, 73, 104	15, 105, 133
CMYK	78, 13, 65, 1	58, 0, 52, 0	46, 0, 46, 0	96, 69, 49, 44	96, 63, 36, 26	90, 51, 34, 10



Diagram showing color tints for Sizzle (red) and Sandstone (tan) series. Each series has three circles of increasing size from left to right, connected by a horizontal line.

Color	Dark Sizzle	Sisense Sizzle	Light Sizzle	Dark Sandstone	Sandstone	Light Sandstone
Hex	#CF294D	#E8425E	#FA7A85	#DBD9D1	#EDEBE3	#F5F5ED
RGB	207, 41, 77	232, 66, 94	250, 122, 133	219, 217, 209	237, 235, 227	245, 245, 237
CMYK	13, 98, 65, 2	0, 85, 48, 0	0, 66, 33, 0	13, 11, 15, 0	9, 7, 12, 0	3, 2, 6, 0



Diagram showing color tints for Builder Black (black) and Data Gray (gray) series. Each series has six circles of increasing size from left to right, connected by a horizontal line.

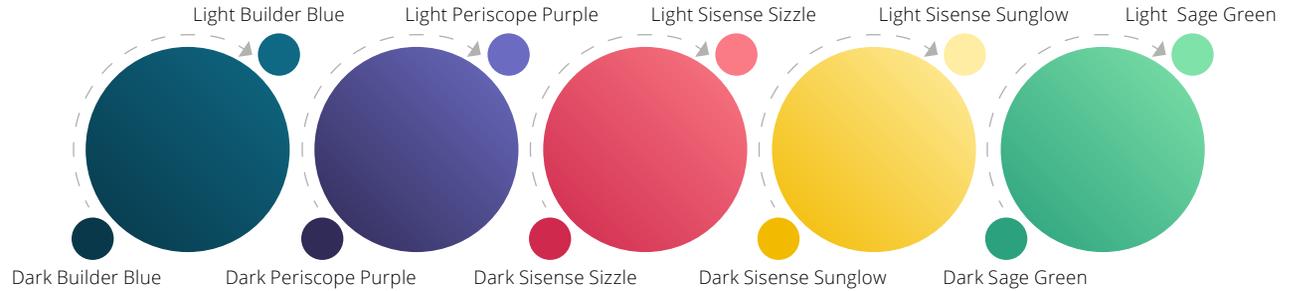
Color	Builder Black	Data Gray 4	Data Gray 3	Data Gray 2	Data Gray 1	Clean White
Hex	#212322	#4D5153	#B2B2B1	#E0DFDF	#F3F3F4	#FFFFFF
RGB	33, 35, 34	77, 81, 83	178, 178, 177	224, 223, 223	243, 243, 244	255, 255, 255
CMYK	75, 64, 60, 78	67, 57, 55, 33	31, 25, 26, 0	11, 9, 9, 0	3, 2, 2, 0	0, 0, 0, 0

Color Gradients

Solid color backgrounds sometimes have a flat appearance, and our gradients can help add a layer of visual interest to a composition.

We have two sets of approved color combinations within our gradient system. A one-color set and a two-color set.

One-Color Gradients



Two-Color Gradients



04 Typography

Typography

Typography is a crucial element of our visual identity to ensure consistency and legibility in our communications.

Our primary font is **Open Sans**. It should be used for headlines, subheads, body copy and most everything else.

Our Fonts

Open Sans is our primary typeface used in headlines, subheads, body copy, and most everything else.

When Open Sans is not available, use Arial.

Typography

The example to the right shows how text should be sized. This sizing is based on the grid system after establishing the X height value.

Open Sans

Characters Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * { } _

Headline Open Sans Bold | Title Case | 30 pt | Color: #212322 Builder Black

X
X
X
1.5X
0.5X

**This is a Headline
Example.**

Collaborating across time zones, and without fact-to-face contact, requires a well-thought-out strategy. Here are six top tips to enable your product team to collaborate when they are geographically distributed.

$$\frac{X}{0.5X} \approx 2$$

Open Sans Regular | Paragraph Case | 15 pt | Color: #393939 Dark Grey

05 Illustrations

Illustration Style

Our illustration style is designed to convey complex or abstract ideas with warmth, energy, or playfulness in ways that are not easily achieved with other mediums. The style is intended to create a simplified visual language that is dynamic, unique, and approachable.

Choose illustration to add dimension and clarity to ideas like interactivity or data visualization, especially in places where stock photography lacks depth or originality.

The illustration example here shows characters navigating a data landscape. It conveys interaction and a sense of insightful discovery by illuminating active data touchpoints in Sisense Sunglow.

Illustration vs Image

✓ Illustrations enable us to relay ideas such as data wrangling and analysis without resorting to images of UI which may not stay up-to-date with current offerings.



✗ Generic stock photos have a difficult time demonstrating collaboration and abstract concepts.



Photo by Andrea Piacquadio from Pexels

Characters

These friendly and diverse characters can be used to represent human and data interactions in promotional, marketing and advertising materials.

The examples on this page demonstrate our established guidelines for characters. It is important to use this styling consistently for outlines and strokes, shapes, character design, and textures.

Characters

STROKES

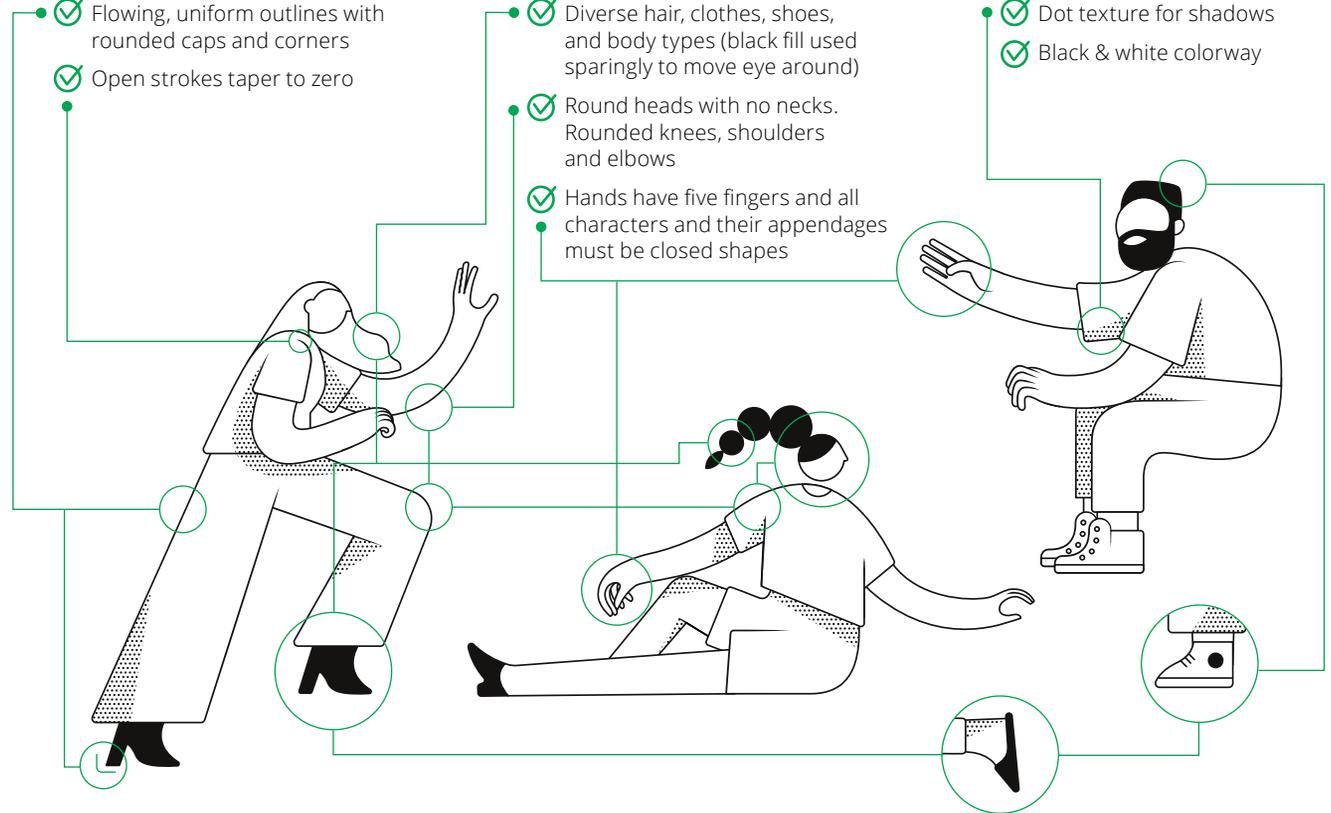
- ✓ Flowing, uniform outlines with rounded caps and corners
- ✓ Open strokes taper to zero

SHAPES AND STYLE

- ✓ Diverse hair, clothes, shoes, and body types (black fill used sparingly to move eye around)
- ✓ Round heads with no necks. Rounded knees, shoulders and elbows
- ✓ Hands have five fingers and all characters and their appendages must be closed shapes

COLORS AND TEXTURES

- ✓ Dot texture for shadows
- ✓ Black & white colorway



Physical Objects & Data

A physical object allows us to both view and create data; the interaction between the two is essential and intertwined. Illustrations allow us to highlight this relationship, making it visible and tangible.

Physical objects follow rules similar to characters: they are shown in black and white with uniform strokes. Their size is relative to the humans who interact with them and they are proportioned as they would be in real life.

Data illustrations are rooted in our shape system and reflect actual data visualizations in a simplified and dynamic way. We represent data infusion and interaction by illuminating a human-data touchpoint with Sisense Sunglow. Infused data can appear on a device's screen or pass through a screen for more dynamic compositions.

Physical Objects

✔ STROKES

- Flowing, uniform outlines with rounded caps
- Open strokes taper to zero

✔ SHAPES AND PROPORTIONS

- Reflect real life proportions and interactions

✔ COLORS AND TEXTURES

- Dot texture for shadows if needed
- Black & white colorway



Data

✔ STROKES

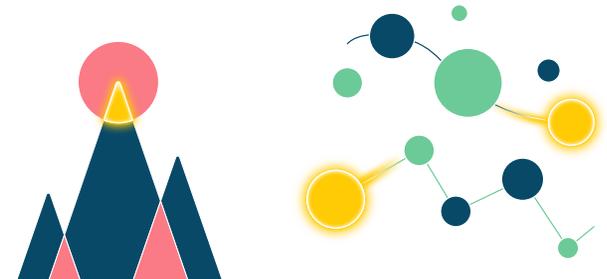
- Aligned to grid structure
- Uniform outlines with rounded caps

✔ SHAPES AND PROPORTIONS

- Proportion can be true to life (ie., on screens) or larger than life to create background movement and setting
- When shapes overlap they “cut” through each other

✔ COLORS AND TEXTURES

- Use only solid color fills. Do not use texture, gradients, or shading
- Use only two colors at a time (plus Sisense Sunglow where appropriate), ideally alternating adjacent colors for movement and balance
- Interactive or infused data always glows using Sisense Sunglow with white stroke. The glow fades as it moves away from hotspot



Ideal Scale & Technical Effects

Illustrations can adapt to a wide range of uses, viewing formats, and sizes, so there is no one-size-fits-all rule about stroke weight, texture size, or glow effects. Instead, use this guide as a starting point. Designs may be scaled up or down as long as they stay true to the overall feel. Use discretion for detail as required by the viewing format.

Below are some general guidelines for determining the **shadow/highlight**:

- No shadows/highlights on faces or groin areas
- Use a central light point, usually illuminated data, to determine shadow/highlight
- Keep shadow/highlight realistic, minimal and not overly detailed

Stroke:
Weight: 1 unit
Cap: Round
Corners: Round / 2 unit Radius



Dot Pattern:
Circle: 1 unit (same as stroke)
Tile Type: Brick By Row
Brick Offset: 1/2
Tile Size: 2 unit by 2 unit



Illumination Effects:
(Apply all 3 so they layer like this)

1. Inner Glow

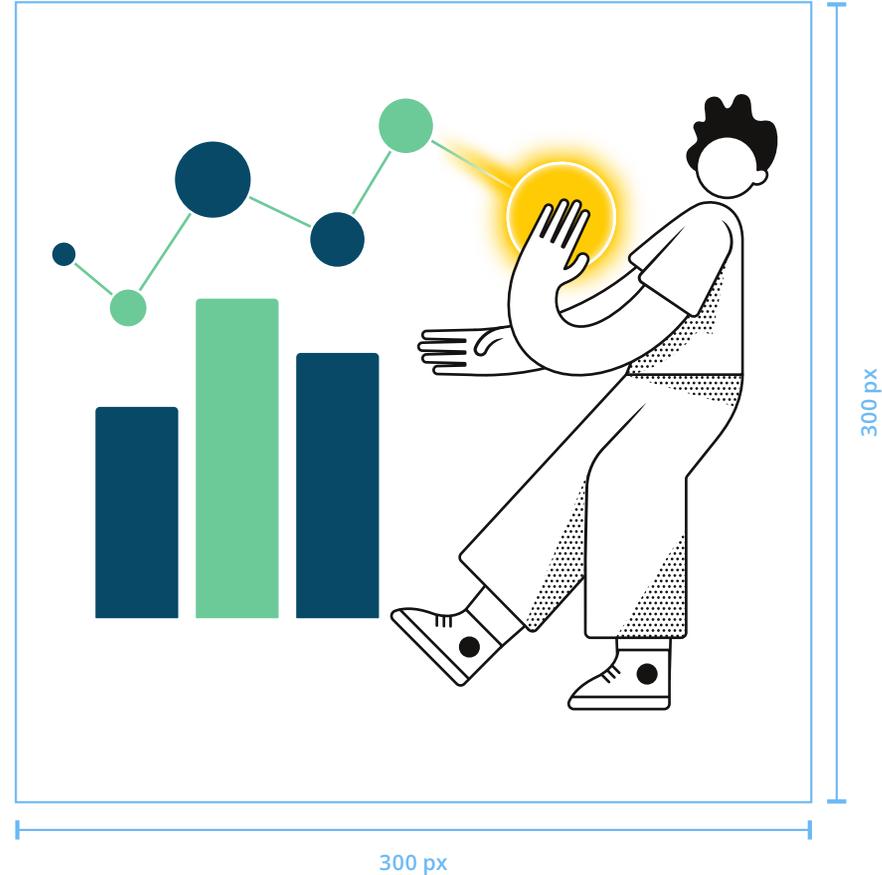
Mode: Screen
Color: Clean White
Opacity: 100%
Blur: 4 unit
Edge

2. Outer Glow

Mode: Normal
Color: Sisense Sunglow
Opacity: 100%
Blur: 1 unit

3. Outer Glow

Mode: Normal
Color: Sisense Sunglow
Opacity: 100%
Blur: 4 unit



300 px

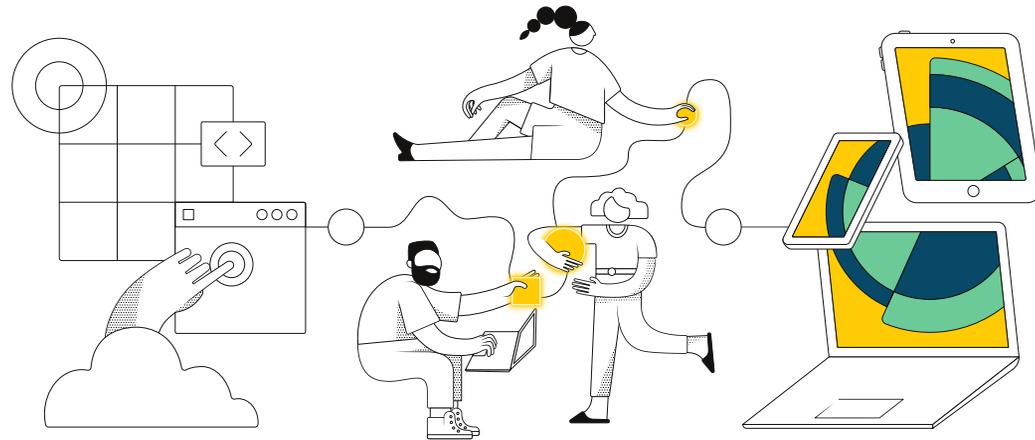
300 px

Putting It All Together

Characters, objects, and data can be combined into scenes to tell a story or convey an abstract idea. When creating a scene, keep our brand values in mind.

We are smart, friendly, authentic, innovative, and diverse. Below are some general guidelines for illustration scenes:

- Characters should be dynamic, with a sense of engaged movement. They should always interact with each other, physical objects, or data.
- When a character directly touches or interacts with data, the data becomes illuminated. Only data hotspot shapes may be illuminated.
- Hands can be shown without full bodies if the focus is not the character.
- Data can be large or small — try enlarging it for backgrounds or using it as a step or a seat to create dynamic scenes.
- Data can be further simplified through the use of interconnected lines to indicate movement and infusion.



Dark Backgrounds

Illustrations can be used against a dark (preferably black) background. To design an illustration for a dark background, make these adjustments to the style:

- Outlines are color gradients on dark backgrounds.
- Dot texture is used as a highlight instead of a shadow, and the transparency is set to 40%.
- No white fill is used.



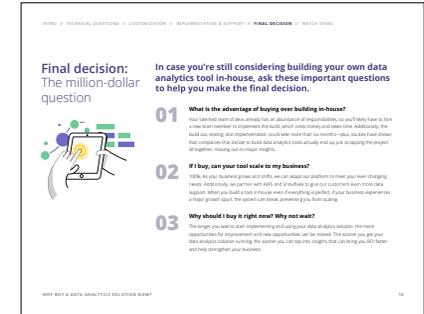
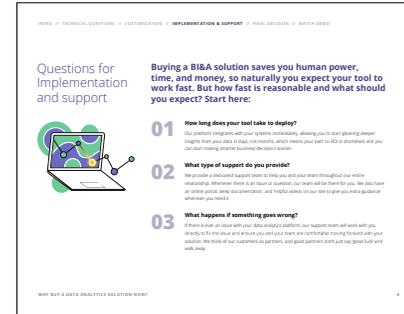
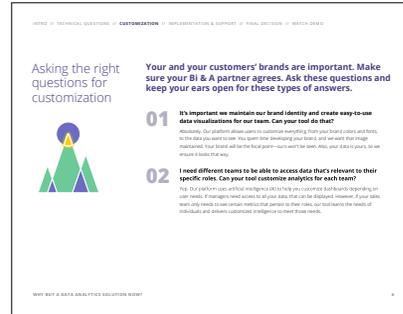
Illustration Use Cases

Our illustrations might be used to:

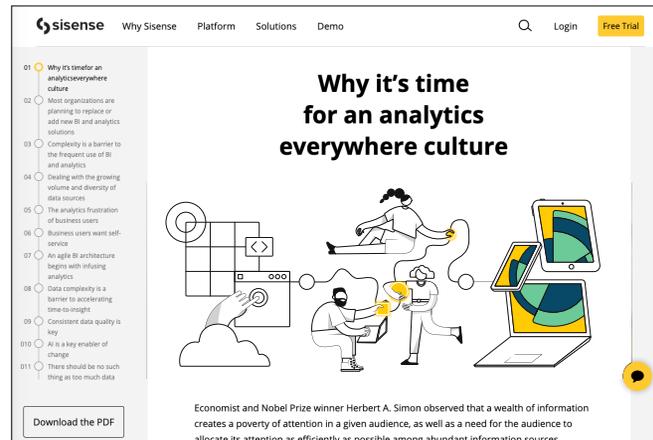
- Convey simple, dynamic ideas in white papers
- Emphasize complex or abstract concepts in web heroes
- Demonstrate our personality and bring an approachable, clever attitude to recruitment collateral

These examples are just a starting point for where and how to use our illustrations — they can be used anywhere that feels they are appropriate and impactful.

White Paper PDF



White Paper Web Header



LinkedIn Recruitment Piece



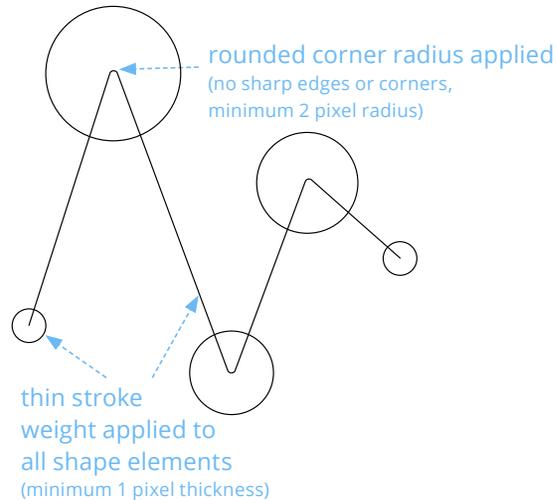
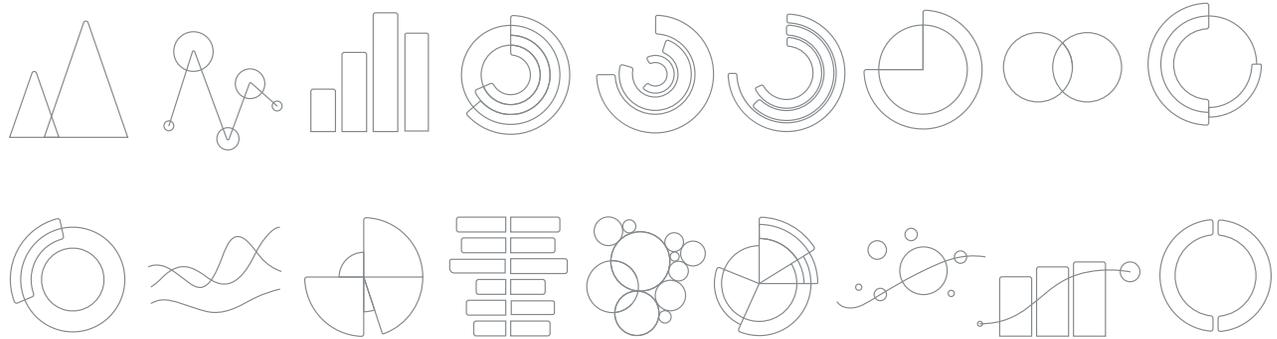
06 Shapes, Data Hotspot & Textures

Shape System

Our data shapes establish a solid visual foundation within our design system, and represent several different forms of data visualizations. We've simplified complex data charts and graphs down to their most basic forms to create these shapes.

The data shapes can be applied to photography or illustrations as an accent that communicates the idea of interactions between people and data.

Sisense Data Shape System



The “Data Hotspot”

Our “Data Hotspot” design element is a key accent within our visual language. The visual story we’re telling is that we live in a data-driven world, and everything we do affects the movement of data — directly and indirectly. Data is constantly moving, even when we’re sitting still.

The glowing orb at the leading edge of the Data Hotspot should always be white at the center, with a Sisense Sunglow feathered glow around it. The motion trail should connect to the center of the glow on the leading edge, and follow a portion of the outline of the data shape with a fade to transparency. The trail should only be on one side of the hotspot. This effect adds the illusion of movement and flow to the data shape system.

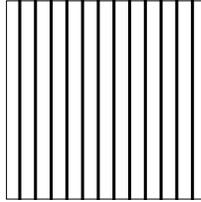


Pattern and Stipple Textures

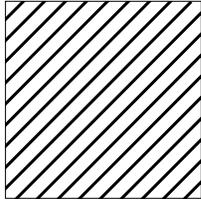
Whether the messaging is targeted at data scientists, analysts, builders, engineers or coders, we've developed these unique textures and patterns that can be applied as an overlay to background colors or photography.

When used sparingly, the addition of textures and patterns will give a customized look to photos and illustrations. As shown in the example to the right, the textures may be applied with the effect setting "overlay" or "multiply" to give a subtle sense of texture and depth.

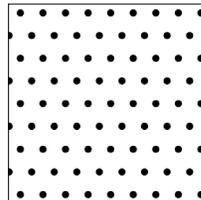
Pattern Textures



Stripes

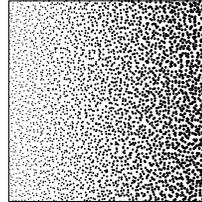


Diagonal Stripes

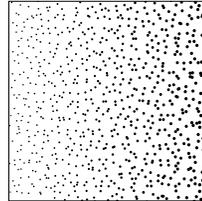


Dots

Stipple Textures



Thick / Dark Stipple



Spacious / Light Stipple

Example

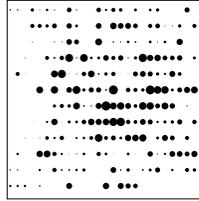


Light stipple overlay on gradient background

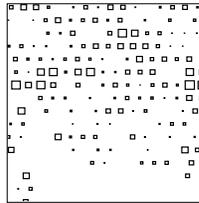
Code Textures

A series of dots and squares are an abstract representation of code on a screen. These Code Textures can be added as an overlay or meshed into photography when the subject matter or messaging is focused squarely on builders.

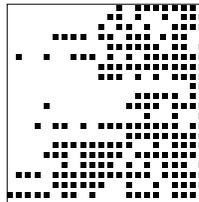
Code Textures



Code Texture 1



Code Texture 2



Code Texture 3

Example



Code texture 1

07

Photography

Photography

Every photo is an opportunity to show that we know and understand the interactions of people and our product. Through camera angle, focal distance, composition, unique perspectives and lighting, the viewer feels connected to the subject and is right there in the moment. Interpersonal connections are communicated through proximity, expressions and body position, but do not feel intentionally posed.

When selecting imagery, keep the following values in mind, as they tie directly to our brand persona.

- Smart
- Friendly
- Authentic
- Innovative
- Diverse
- Thought Leaders



Combining Shapes, the Data Hotspot and Photography

Our shapes can be tastefully meshed into still photography and videos to amplify the brand across all communications. When combined with the subject within each photo, there should be a natural flow, and it should be positioned and scaled to fit the overall composition.

The clean outlines of the data shapes should fluidly layer into the foreground and background of the composition, giving the illusion of dimension, movement and depth of field. The end result is a more customized, branded look that differentiates Sisense in the marketplace.

Shapes/Textures + Data Hotspot + Photography



08 Iconography

Iconography

Icons should represent an idea, concept or action. They simplify or summarize an action graphically. Icons are most effectively used to enhance the copy, but should not detract from the main message of any piece. They should be functional and never decorative.

As shown in the examples to the right, the design of each icon in the Sisense icon library is based on the foundation and principles of our brand:

- A.** We use ADA compliant colors from our brand color palette.
- B.** Our stippling texture is used within the solid gray filled areas to give a sense of movement and texture, symbolizing live data.
- C.** Overlapping knockout lines are a visual nod to the idea of deep insights, and seeing more than surface data.

Iconography - Overview

A.



Sisense Dark Gray



Sisense Medium Gray (stippled)

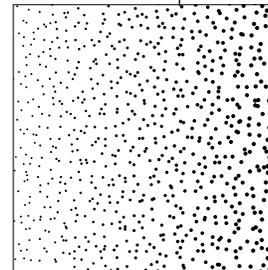


Sage Green



Light Builder Blue

B.



C.



Iconography

Contrast is an important consideration when placing icons into a layout. Depending on the background color that you use, you may use the light or dark mode icons.

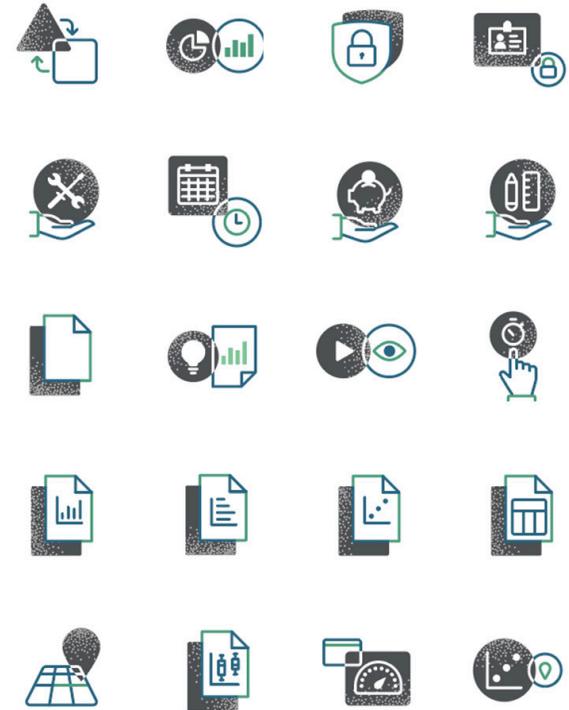
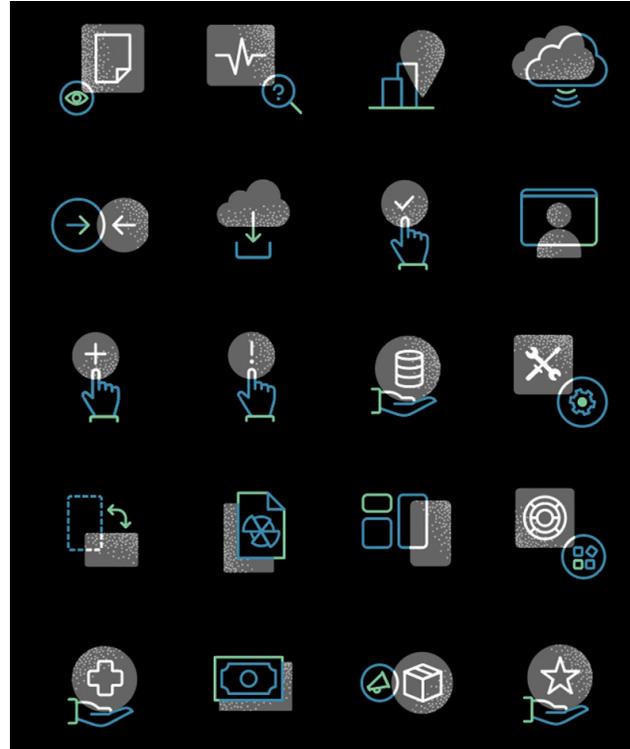
Icon set #1
(for use on **dark**
backgrounds
only)



Icon set #2
(for use on **light**
backgrounds
only)



Iconography - Light and Dark Mode



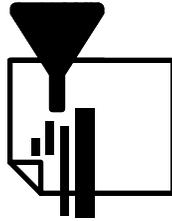
Icon Usage Guidelines

To maintain brand integrity and consistency, do not alter icons in any way.

If you still have questions or encounter a scenario not covered in these guidelines, email creative@sisense.com.



Crimes Against Sisense Iconography



DO NOT modify any part of the icon.



DO NOT change the color of the icons.



DO NOT place the icons on vibrant or multi-colored backgrounds. **Please limit to white and tints of black backgrounds only.**



DO NOT add visual effects (like drop shadows, gradients and bevels).



DO NOT distort, skew, rotate or flip the orientation of the icons.



DO NOT disproportionately resize the icons.

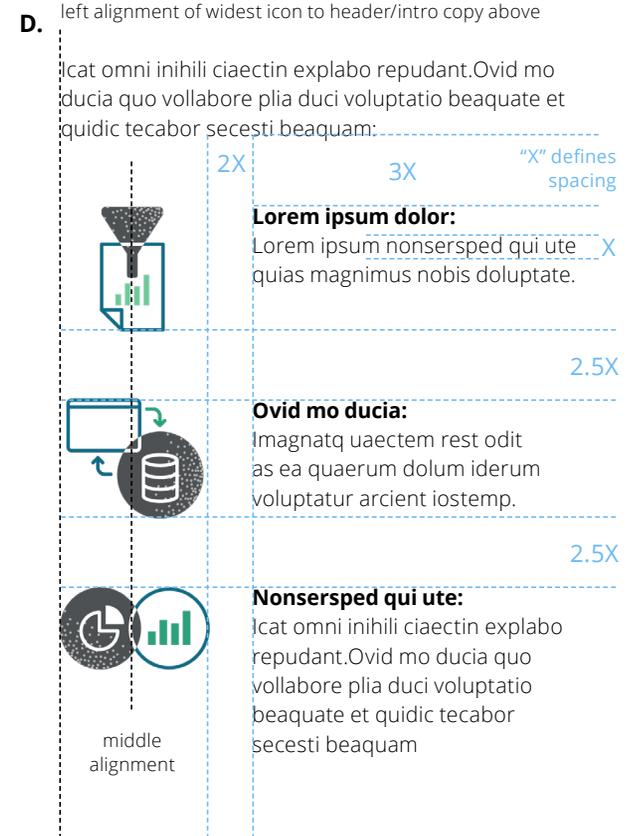
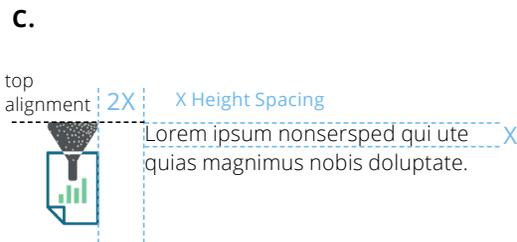
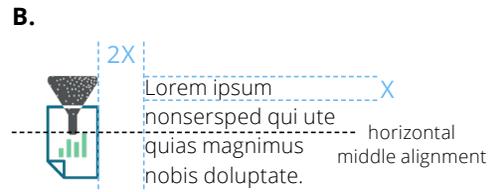
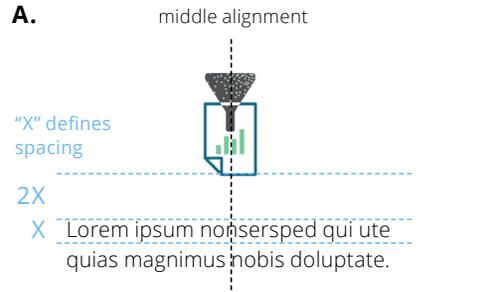
Icon Usage Guidelines

For consistency, the spacing, size and alignment across all icons should be uniform. Use the formulas in the examples to the right to determine spacing and alignment.

For layouts with multiple icons, try to place them at 100% original size. If that's not possible, scale all icons to the same percentage.

Always keep backgrounds simple, clutter-free, and as neutral as possible, so the icons do the work of drawing attention to accompanying content.

Iconography Best Practices/Preferred Layout Guidelines



09 Layout

Grid System

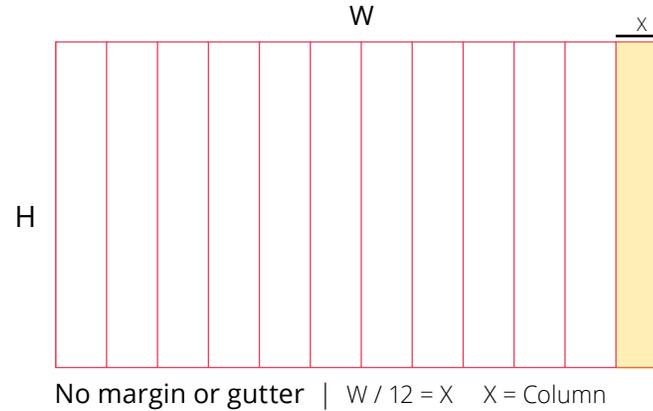
We design to a 12-column grid for all layouts, vertical and horizontal.

This grid defines the standard unit of measurement ("X"), and is used as the basic unit for all the other elements in the layout, no matter the size or orientation. X = the width of one column.

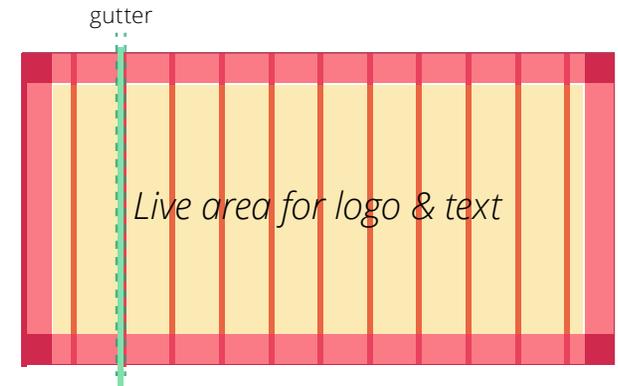
Make margins $1/6X$. The logo and messaging should never extend beyond this parameter.

Always follow this grid system for horizontal layouts, and make sure margin and gutter measurements are consistent.

12 Column Grid - **Horizontal** (grid view)



Content "live area" margins with no gutter
Margin = $0.6X \times 0.6X$



Content "live area" margins and gutters
Gutter = $1/6X$

Logo Size/Placement

After establishing the layout grid, it's important to place the logo correctly.

Logo Size:

The Sisense logo should be proportionally scaled to be exactly **3.5** columns wide for vertical layouts, and **2.5** columns wide for horizontal layouts.

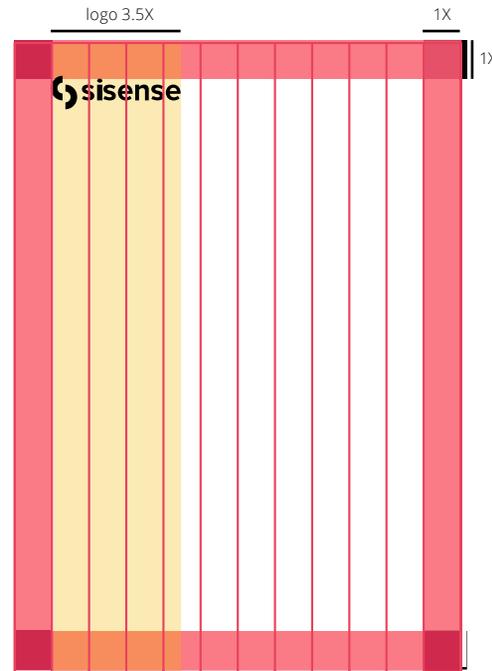
Logo Positioning:

By default, the Sisense logo should be positioned in the upper left corner of the composition*. The dot of the "i" in the Sisense logo should align flush to the 1/6x guide at the top.

(See the close-up example to the right).

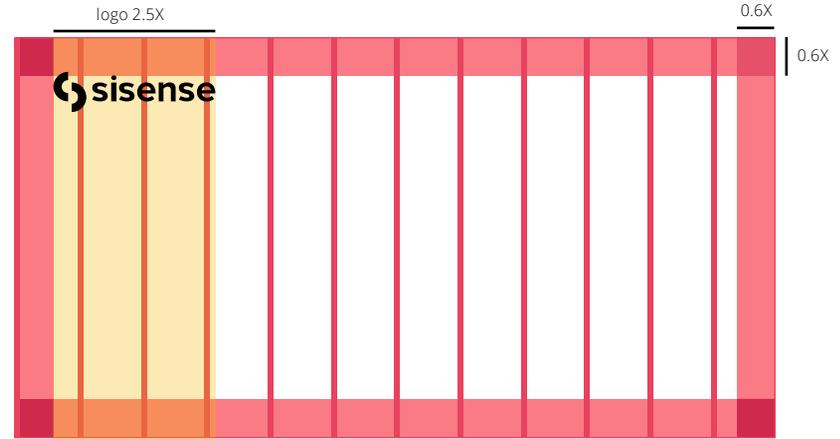
*There are exceptions when the logo may be positioned in the middle or right (anchored to the top or bottom). If in doubt, please contact the [Creative Team](#) with any questions.

Vertical Layouts (grid view)

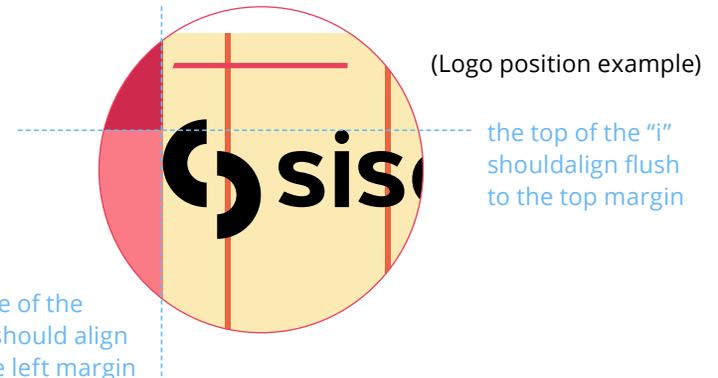


Logo width = 3.5 columns

Horizontal Layouts (grid view)



Logo width = 2.5 columns



the left side of the logomark should align flush to the left margin

Putting It All Together

This layout example shows how elements are sized and spaced based on the Sisense grid*.

Notes:

1. Headline and subhead are commonly left aligned and anchored to the left live area margin.
2. Images can fill the the entire canvas area, and may bleed on all four sides. Remember to allow adequate negative space around the text area. Equally as important, ensure that there is enough contrast between the background and text for clear legibility.
3. In most cases, our logo is anchored to the left margin. Depending on the asset type, it may be positioned at the top or bottom.
4. Text should be properly sized [see pg.27 for more details on typography.](#)

*Logo positioning or slight layout modifications may be necessary to fit unique formats or asset types.

Layout Example (horizontal)



0.6X



(grid view)

High-Level Layout checklist:

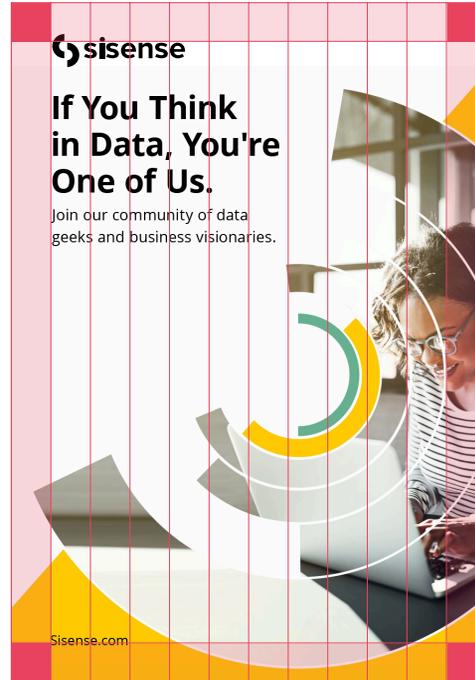
- ✓ 12 column grid rules applied
- ✓ Text & logo inside of live area
- ✓ Logo is properly positioned and proportionately scaled to 2.5X wide, so it aligns to the horizontal grid principles
- ✓ Clear contrast between background and messaging
- ✓ Clear contrast between the logo and background

Layout Principles

This is an example of an ad that appropriately follows all of our high-level guidelines. Notice:

- 12-column grid setup
- Logo (size and position)
- Color palette (relative percentage of color used in compositions, and color combinations)
- Typography size and positioning
- Photography is natural, candid and not intentionally posed or staged
- Proper use of our data shape system and/or textures

Layout Do's



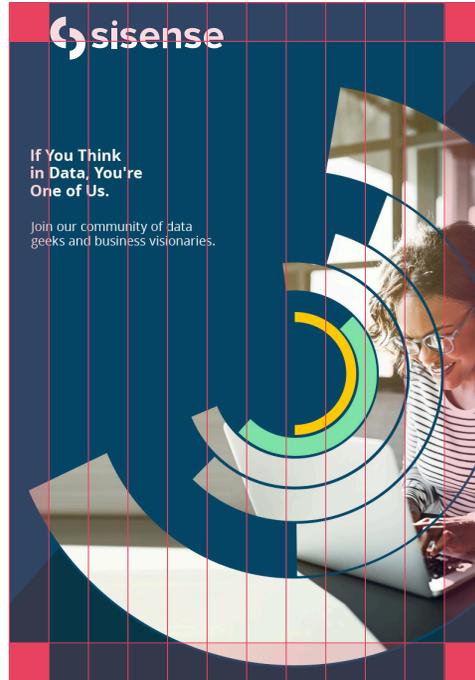
(grid view)

- ✓ 12-column grid setup
- ✓ Logo properly sized and placed onto grid
- ✓ Typography size/placement is correct
- ✓ Messaging, logo and critical graphic elements are within the live area
- ✓ Sisense Sunglow yellow is the dominant color, with Sage Green as the accent.

Layout Principles

This is an example of an ad that does not appropriately follow all of our high-level guidelines.

Layout Don'ts



(grid view)

- ❌ Logo is altered in size, and placed outside of the live content area
- ❌ Incorrect color application: secondary colors should not over-power primary colors
- ❌ Messaging is not sized appropriately, and does not allow clear space within the layout

10 Brand Voice and Tone

Tone of voice overview

Establishing brand voice guidelines ensures consistency throughout Sisense's communications and reinforces who we are as a brand.

Sisense is/does

- ✔ Experts, Knowledgeable
- ✔ Puts customer first
- ✔ Factual
- ✔ Approachable
- ✔ Straightforward
- ✔ Confident

Sisense is not/does not

- ✘ Arrogant, Condescending
- ✘ Braggards, egotistical
- ✘ Exaggerate
- ✘ Amateurs
- ✘ Ambiguous
- ✘ Disparaging

Sisense's core personality

Knowledgeable -Speaks without hesitation and with authority, but not arrogant or condescending.

Straightforward - No obscurities, tired buzzwords or abstractions. Clear and honest, easy to understand language.

Professional - Smart and polished and never dumbed-down, but also not patronizing.

Approachable - Friendly and always respectful when speaking with, or about, someone or something

Passionate – Enthusiastic about what we do and what our platform does for our customers

Clever – Creative ways to make a serious point, laugh and have fun in a tasteful manner

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Additional Resources

- Learn more about the [Sisense Brand Story](#)
- Download logos, presentation templates and more from our [brand portal](#) (*available to all Sisense employees*)
- Use creative@sisense.com to ask the design team any questions about the Sisense brand guidelines



Thank You.

Please feel free to [contact](#) the Design Team with any questions regarding Sisense brand guidelines. We are always here to help!

August 2021