

sen | si™

Brand guidelines

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## Meet Sensi

Emerson's simple and intuitive connected home solution – built on decades of experience and expertise in comfort for the core infrastructure of the home.

These guidelines outline the Sensi™ brand from Emerson, including the vision, promise, values, attributes and position. Together, these elements define the Sensi brand and inform how it looks, feels, talks and acts. They were thoughtfully developed to guide the execution of an effective marketing plan for the brand – from product development to communications; allowing for creative and technical flexibility while ensuring brand consistency.



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Brand  
strategic  
background



A photograph of an Emerson building at dusk. The building is a modern, multi-story structure with a dark brick facade and large glass windows. The word "EMERSON" is illuminated in white, block letters on the left side of the building. The sky is a mix of purple and blue, suggesting twilight. The building is set on a grassy area.

## THE EMERSON CONNECTED HOME STRATEGY

# Emerson is the expert in comfort for the core infrastructure of the home.

Comfort is complicated. It's personal and it's shared. It's physical and it's emotional. It's a balancing act, one of many moving parts in an already hectic day. As the Internet of Things expands and always-on connectivity becomes the norm, consumers are expecting more – more capabilities, more information, more control – from more of the systems within their homes.

While others may know how to connect things together, that's not enough to deliver a true home comfort solution. Only Emerson has over 125 years of experience with critical heating and cooling infrastructure systems to make sure that when we connect them, they will consistently and reliably maintain the comfort of your home.

Firmly grounded in the offering available today, the Emerson connected home strategy roadmaps a vision for what the Sensi product portfolio should – and just as importantly, what it should not – become. So while the Sensi portfolio started with thermostats and HVAC system diagnostics and monitoring, it will continue to extend to other technologies, components and systems that are critical to delivering comfort. And with each successful addition, Sensi's stature as a strategic Emerson brand and business driver will grow.

## THE SENSI BRAND VISION

# Smart, connected solutions that manage the comfort and reliability of your home.

Welcome to the Sensi brand. A fundamentally different approach to home comfort that starts with a fundamentally different understanding of comfort.

More than just a physical feeling, true comfort includes the psychological feelings of being in control while maintaining confidence in the face of change and unpredictability.

Why is that important? Because amidst the pace, peculiarities and unpredictability of everyday life, we understand that staying connected and in-the-know provides more true comfort than staying on a set schedule. With this in mind, Emerson created a strategic brand to provide smart, connected solutions to manage the comfort and reliability of home. This vision serves as the “why” behind the Sensi brand’s existence and the foundation for the brand by:

- Defining what makes the Sensi brand distinctive and relevant
- Bringing focus and clarity to future Sensi products and services
- Inspiring the Sensi team to work towards that future
- Guiding people in making decisions as they reach for this future



### EMERSON CONNECTED HOME STRATEGY

Franchise Vision

The expert in comfort for the core infrastructure of the home

Brand Vision

Smart, connected solutions that manage the comfort and reliability of your home

Perceptual Target

Savvy navigators of life

Category Re-Frame

Comfort is more than just a physical need

Brand Positioning

We deliver a distinctive emotional benefit:  
*Comfort for an unpredictable life*

## OUR PERCEPTUAL TARGET

# Who did we build Sensi for?

Sensi products are built for a mindset – a type of person defined more by how they think and how they live than by how old they are and how much money they make.

## MEET THE SAVVY NAVIGATORS OF LIFE

Yes, they're busy. And sure, the most "regular" thing about their schedule might be how often it changes. But don't call them stressed, harried or overwhelmed. They don't fit that outdated stereotype. They're a different breed altogether. Dealing seamlessly with change, rolling with life's inevitable curveballs and doing it all with style and a smile on their face.

The key to their success? In a world that's more connected than ever, they're finding and creating new ways to check in, reach out, keep up and keep ahead. It's not about technology for technology's sake. Rather, technology is a tool for making life easier, keeping it running smoothly and taking some work and worry off their plates.

They probably don't see themselves as especially extraordinary. But that's sort of what makes them extraordinary in the first place. As the world around them seems to get more complex, they always find a way to make it work. That's why we call them Savvy Navigators of Life.

## WHO THEY ARE

- Less likely to operate on a pre-programmed or regimented schedule
- More easily handle inconsistency and work around the unexpected
- Do not shy away from change, but embrace it to make life easier
- Have the skills and mindset we admire today

## WHAT THEY WANT

- To be in control and in the know – Anytime. Anywhere.
- The flexibility to change their schedule when life throws a curve ball
- To be prepared so they can mitigate the impact of the unexpected
- A simple, intuitive solution that provides control and peace of mind

## REFRAMING THE CATEGORY

# So how is Sensi different?

## THE CATEGORY TODAY

- Holds to the traditional definition of physical comfort
- Focuses on the smarts of the technology vs. the needs of the homeowner
- Can feel like I have to work around technology, not the other way around
- Products/services are automatic, programmed or scheduled vs. customized to situation

We know that comfort is a moving target. To find the sweet spot, we need to balance features with function. We need to go beyond one-size fits all thinking and embrace the changing landscape of personal home comfort in all its messy and wonderful incarnations. When we do, we will be more than just another seller of technology, we will become their knowledgeable and trusted advisor.

**From its first introduction to future innovations, Sensi products do more for our target than just make their physical environment feel good. They make them feel good —empowered to deftly and reliably manage change in their home environment. Anytime. Anywhere.**

Empowerment that for the first time in our category, truly delivers comfort for an unpredictable life.





## OUR BRAND POSITION

# The power of empowerment

- You feel in control
- You do it on your terms
- It's all accomplished in a simple, intuitive and useful way

We know from our consumer research that our Savvy Navigators need and expect to be able to deal with life's variables and vagaries when they arise. This is more than just the feeling of control that comes from pushing a button and making something happen. They want the all-important feeling of being in control that comes from knowing they can handle a situation. Quickly and easily. Any time it arises. From anywhere they happen to be. In short, they want to feel empowered.

However, as we've all experienced, technology that is supposed to make life simpler often just complicates it. Instead of taking things off our plate, it becomes just one more difficult thing to deal with; leaving us feeling anything but empowered. As you'll read later in these guidelines, a key hallmark of the Sensi portfolio is technology that makes it simple and intuitive for our savvy navigators to stay connected and maintain control in the face of change.

It is this convergence of simplification and being in control that ultimately enables the Sensi brand to deliver that feeling of empowerment in the face of change.

### THE SENSI BRAND POSITION

To the savvy people who navigate the ups and downs of life with uncommon ease,

Sensi is the connected home solution that empowers them to deftly and reliably manage change in their home environment, at any time and from anywhere they need,

So that they can feel true comfort in their unpredictable lives.

With this statement, we carve out a distinct point of differentiation in our category. We are positioned to tell a story that gives us a clear advantage vs. other feature-focused competitors.

## A WORD ABOUT INFLUENCERS

# Contractors

While many homeowners are comfortable choosing and installing a thermostat, some will prefer the convenience or expertise of a professional installation. And other products in the Sensi portfolio, like more sophisticated HVAC diagnostics and monitoring, will require a professional hand.

All along that spectrum, contractors can and will play an influential role. Either as “first recommender” to a homeowner who may not have heard of a Sensi product or as “brand fan” to the homeowner who asks their opinion on buying and installing a Sensi product.

To contractors, the Sensi portfolio should represent the same empowering approach to home comfort. Sensi helps them use technology to make things easier, more transparent and provide them better information so that they and their technicians are better prepared and better able to plan ahead. Finding new ways to grow revenue and retain customers is key to their success.

And finally, because it comes from Emerson, a company contractors not only know and respect but count on to deliver high-quality technology, the Sensi brand should be an easy and confident choice for them to make and recommend.



Brand  
building  
blocks



## OUR NAME AND OUR LOGO

### Why Sensi?

It sounds “modern” and “approachable.” And for such a seemingly “simple” name, it conveys a lot: “intelligence,” “awareness,” “the senses,” “sensitivity,” even the notion of “a teacher.” However, these are not our words, but those of the consumers that we heard repeated throughout our research.

# SĔN•see

The brand mark visualizes those same characteristics. From the clean style of the lower case letters to the serene yet solid blue color, the logo looks as simple, contemporary and friendly as the name sounds. The clear division into two syllables helps clarify the correct pronunciation of the brand’s unique name. But the spike represents more than just punctuation: its position evokes the two sides of the hot/cold spectrum. While its shape, elongated to a point at the bottom, recalls both the simplicity of the earliest analog equipment and the pin-point accuracy and control of the most modern digital technology.

And finally, the spike adds a dynamic element that gives a sense of movement and life to the logo.



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## OUR BRAND IDEA

# Connect to comfort

We know comfort is a moving target. What's comfortable to you changes from week to week, day to day and sometimes even minute to minute. We also know that comfort is more than just a physical feeling. It's an emotional and psychological state as well. You feel comfortable when you're on top of the situation, in control, with no worries, no surprises, no guessing.

That's why "Connect to comfort" is such a powerful idea for our brand. It works on so many levels.

It is both an invitation and a promise to our customers. As we invite them to experience comfort in a whole new way with Sensi products, we also make the promise that they will be successful in achieving that experience.

Its directness of tone speaks to our confidence to deliver on the promise, yet its simple, everyday language keeps the message approachable and friendly.

It has both literal and figurative meanings that speak to comfort's physical and psychological aspects. Sensi technology is a "connected" home comfort solution that also gives you the comfortable feeling of being in control. It works well with our current Sensi product portfolio of thermostat and monitoring lines, yet will easily accommodate and support the future offering in our development pipeline.

And most importantly, this action-oriented line clearly delivers on the idea of empowerment – the Sensi brand's key differentiator in the marketplace – connecting to your ideal level of comfort on your terms.

With its strong connotations of home, family and the connections we make together, our brand idea will help us create and support marketing messages that will resonate with consumers. Much more

than just a tagline, our brand idea is the external expression of our brand position. As such it is an integral part of our brand messaging. We encourage you to incorporate the brand idea into your communications. However, for the same reason, care must be taken to ensure its proper and consistent usage.

Later in these guidelines we will provide more details on how to use the "Connect to comfort" line and art work on marketing materials. And while those guides should be followed exactly, when writing copy it is acceptable to use variations of the wording for proper grammatical and sentence structure. For example:

- Sensi. Connect to comfort.
- Connect to comfort with Sensi products.
- Sensi technology provides a smart, simple and efficient way to connect to comfort.



A word of caution: while a degree of flexibility is useful and helpful, it also comes with great responsibility. We must exercise care and diligence to not overuse or misuse that flexibility which threatens to dilute the power of our brand idea.



## PERSONALITY

# Who is Sensi?

People think of brands in human terms. Our brand personality is the set of human characteristics that we want associated with our brand. Because the Sensi brand comes from Emerson, it shares the Emerson brand personality:

*Smart* – intelligent and savvy

*Real* – what you see is what you get

*Decisive* – know what we need to do

*Confident* – strength that doesn't boast

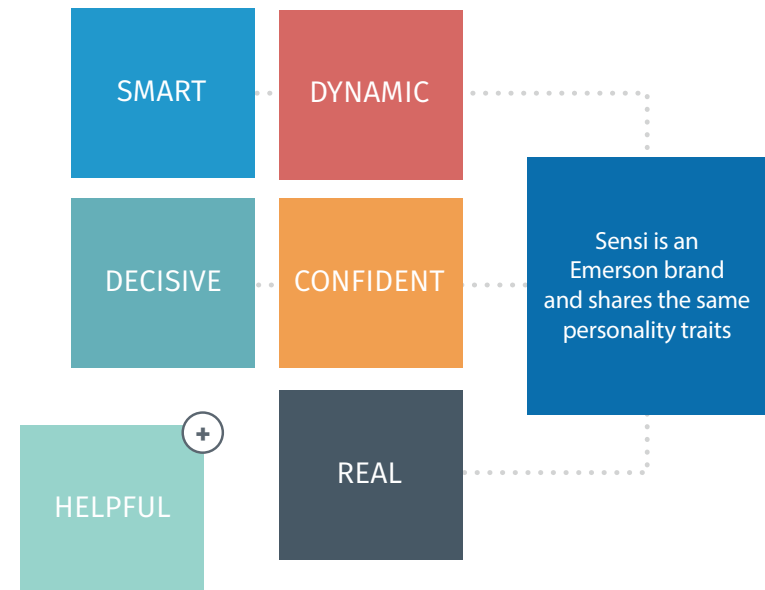
*Dynamic* – we energetically pursue answers

However, because the Sensi brand is also a consumer brand, one important trait has been added to the set:

*Helpful* – friendly and caring

Our brand personality describes the unique way we present our brand to the world. It is meant to be both distinctive and enduring so consumers can both relate to and form a consistent impression of what to expect from the brand.

Our brand personality, like a human personality, ultimately describes how the Sensi brand behaves and informs the Sensi brand experience. Like any great personality, ours shines through in everything we do. From visual styles to the specific words we use to express our brand, our personality remains evident and consistent.





## OUR VOICE AND LOOK

# How we present ourselves to the world

Just as you'd expect that how a person talks and looks would be consistent with their personality, the Sensi brand's personality guides our voice and look.

Our brand voice isn't just what we say, but also how we say it. It's the language we use, the way we construct our sentences, the sound of the words we choose. What defines our voice:

- Directness and frankness in our language
- Our words are clear and precise; thoughtful and with purpose
- We don't shout but there is strength in our voice
- Reflects confidence based on deep understanding of our customers' needs and over a century of industry experience

Our brand look needs to be just as carefully considered so that all our communication is distinct, clear, consistent and relevant to our target audience. What defines our look:

- Clean and uncluttered
- Looks like a leader; top-quality and professional
- Friendly and approachable
- Images reinforce our technology leadership but clearly show our role in people's lives

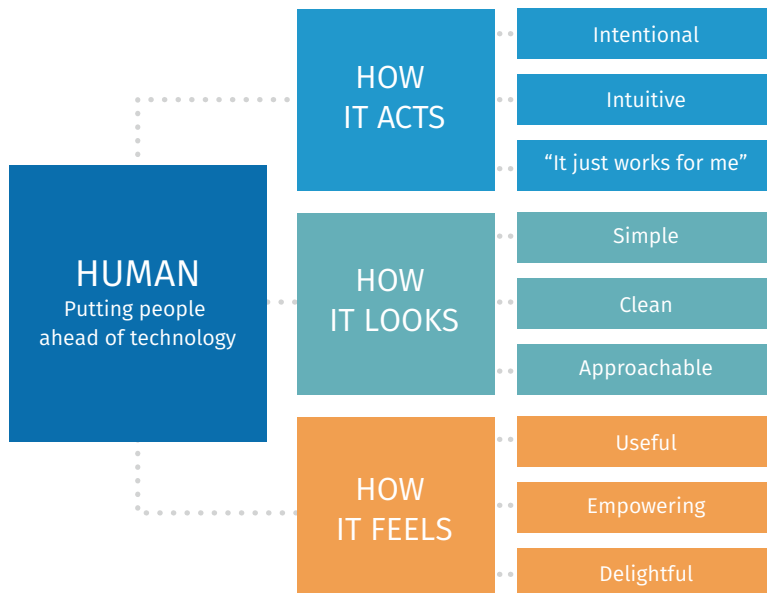
## DIFFERENTIATING OUR BRAND IN THE MARKETPLACE – PRODUCT PORTFOLIO GUARDRAILS

# What makes something “Sensi”?

A brand is more than a name and a logo.

Consumers have expectations for how a brand acts, thinks and looks. While complete inter-operability is ideal but not always practical, great brands always adhere to a common design aesthetic and deliver a consistent user experience. Just putting any product in a box with a Sensi logo isn't enough to make it a Sensi product. It has to be designed, developed and built to “be Sensi.” So what does that mean; what are the guardrails for our product portfolio?

**They start with a powerful idea: Human. Putting people ahead of technology.**



Obviously, we are not saying that great technology isn't important. Our technology absolutely has to and will be the best. But our definition of “best” starts with the belief that people should be masters of their technology, not slaves to it. That technology has to work for the people who use it, not just the company who makes it. We know we can deliver that experience because the Sensi portfolio is designed, built, supported by our Emerson team. People who put all our knowledge and expertise at their service. People who understand the needs of Savvy Navigators and work tirelessly to answer those needs. People who inspire trust and confidence in our ability to help them be, and stay, comfortable.

Look again and you'll see there's another side to this idea. That is: when we put people “ahead” of technology, we are giving them the advantage, the edge, over the technology they are using – empowering them to use our technologies, be it a product or a service, to connect to comfort.

This idea serves as a touchstone for identifying the traits that define the Sensi design aesthetic and user experience as well as a filter to ensure that those defining traits differentiate our brand in the marketplace. It also provides a framework for how we think about and group those traits. Any product or service that puts people ahead of technology would look simple, clean and approachable. Its behavior would be intentional, intuitive, in short you'd say “it just works for me.” And how would it feel to use? Useful and empowering, of course, but also a bit delightful.

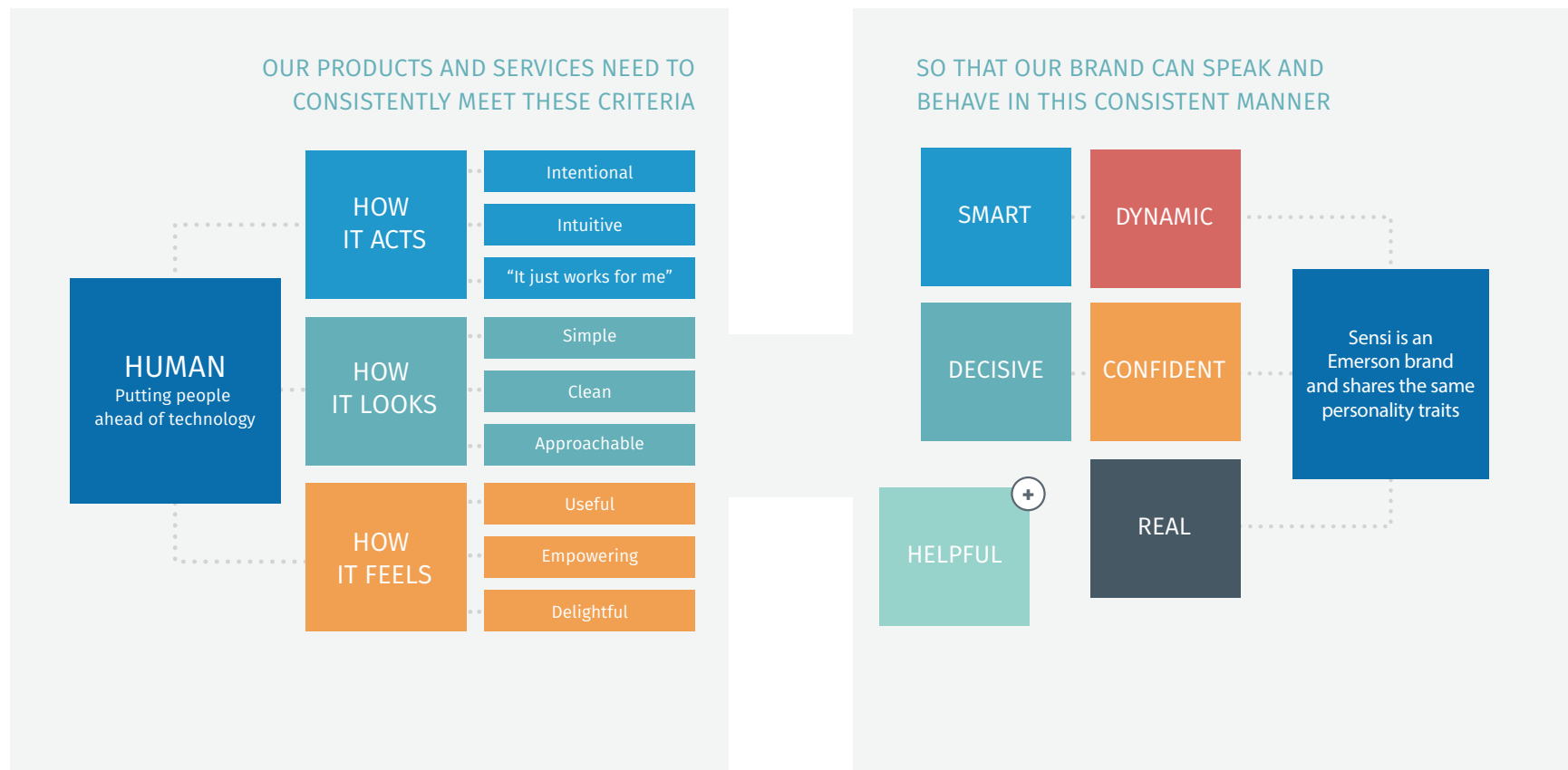
These criteria define what it means to “be Sensi” and differentiate our brand from the competition. So to earn the Sensi name, each new product or service needs to meet the full set. Because while another brand or product could share any single trait, the complete set ensures that anything with the Sensi name and logo “is Sensi.”



## OUR PRODUCT PORTFOLIO GUARDRAILS AND OUR BRAND PERSONALITY

Clean. Intuitive. Useful. Smart. Confident. Friendly. Those are just 6 of the many adjectives we've used on the last two pages. Why so many? Why are they different? And how do they relate?

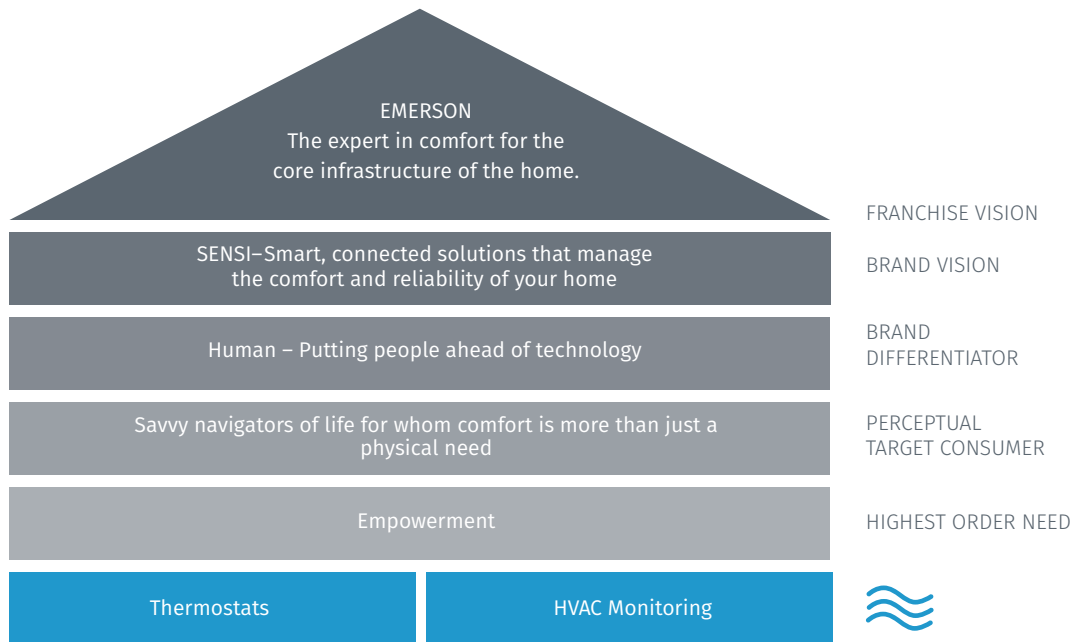
The product portfolio guardrails and the brand personality traits work together to ensure a cohesive brand experience for the consumer.



## SENSI BRAND PORTFOLIO ARCHITECTURE – TODAY

# Pulling it all together

Now how does all this come together to create a full and robust Sensi brand? The diagram below gives a high-level view of how the brand elements help us organize both our marketing message and product portfolio based on the consumer need – how Sensi products empower our customers to “Connect with Comfort”.





# Communication design basics



## WORKING WITH THE BRAND ELEMENTS

# Sensi brand product naming protocols

Navigating the Sensi brand product portfolio should be as easy as using the products themselves. Our naming protocol has 3-tiers to clearly group products based on category, mark innovation jumps and make it easy to compare versions.

BRAND	INNOVATION	CATEGORY
Sensi	Touch	Wi-Fi Thermostat
Sensi		Wi-Fi Thermostat
Sensi		Comfort Monitoring
Sensi		Multiple Thermostat Manager

## SENSI BRAND NAME AND TRADEMARK

Our trademarks and service marks identify exactly who we are – and must be protected.

### ACCEPTABLE BRAND NAME USAGE

Whenever possible, the first occurrence of the Sensi brand name should be the official branded product name, with trademark symbol:

Sensi Full Product Name

*For example:* Sensi™ Touch Wi-Fi Thermostat

Sensi™ Comfort Monitoring

Only after the official name has been used, or in instances where the full official name is too long, can the abbreviated name be used:

Sensi Short Product Name

*For example:* Sensi Thermostat

Sensi Monitoring

Sensi Manager

## TRADEMARK

It is of utmost importance that we establish and protect our brand. We have outlined the basic rules that will help us do just that. Using trademarks in your day-to-day communications can often be a challenging balancing act between marketing objectives and legal requirements. However, we don't want to make our communications read or sound like legal documents, so with care and common sense we can ensure that live up to the spirit, not just the letter, of brand protection. Here are a few guiding points:

- The key to protecting our mark is that "Sensi" must be used as an adjective modifying a noun such as thermostat, product, service or app the first time it is used in or on a communication. However, you can imagine how that could make for a very clumsy headline. In which case, it would be acceptable to use the short name instead.
- The first use of the Sensi name also requires use of the trademarked symbol (TM). This holds true regardless of where that first-use appears in the communication, unless it is in a headline, then use it the first time it is in text.
- First-use rules usually apply to the entire piece of communication. What constitutes "the entire piece" varies. An ad is obvious. On the web, it would be reasonable to consider each page as an entire piece. When it comes to printed literature, it will vary. In a short, e.g. single-fold, piece, on the front cover or the first time in the first copy paragraph may be enough. In a many-page brochure, it may be at the beginning of each new section. Again, we must strive to smartly balance brand protection with clear communication.
- In specific instances where space or word count is limited, such as a social tweet, using Sensi as a noun can be allowed.
- Emerson legal counsel and trademark attorneys can provide direction and guidance when specific questions arise.

## LANGUAGE AND MECHANICS

*When speaking about "Sensi" or "Emerson", always use first-person plural tense:*

"But we wanted the Sensi [specific product] to be different. So, we asked homeowners what they wanted in a [product category]."

"With Emerson's 125 years of experience, we know comfort. So, when we set out to create a connected home comfort solution, compatibility was our top priority."

*When speaking to the consumer, use second-person singular (plural) tense:*

"You never stray far from your smart phone. With the Sensi™ mobile app, you can keep in your comfort zone with the simple swipe of a finger."

*The Sensi website should be all lowercase and should not include "http://" or "www"*  
sensicomfort.com

Most importantly, make sure the language we use is consistent with and authentically expresses our brand personality.

## STANDARD PUNCTUATION

- Dash instead of ellipses
- Punctuation in headline only if it is a complete sentence
- Headlines are sentence case
- No oxford comma
- Do not use punctuation in bulleted lists unless it contains more than one sentence

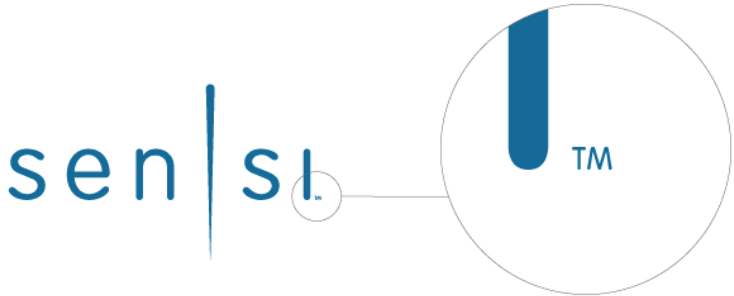
## STANDARD TERMS

- Common wire (c-wire)
- Extensive compatibility
- Geofencing
- Flexible scheduling
- Circulating fan
- Smarthome
- Smartphone
- Touchscreen
- Easy to install and use
- Easy-click terminals
- Back glow
- Backlight display
- Anytime. Anywhere.
- Predict. Prevent. Protect.™

# BRAND MARK

## TRADEMARK USAGE

Proper use of the Sensi brand mark always includes the TM symbol. However, the symbol can be scaled appropriately so that it is not overwhelming when the logo is very large or unreadable when the logo is quite small. It would be impossible to outline exactly how to scale the symbol for all possible uses, so smart branding and good design will need to be your guides.



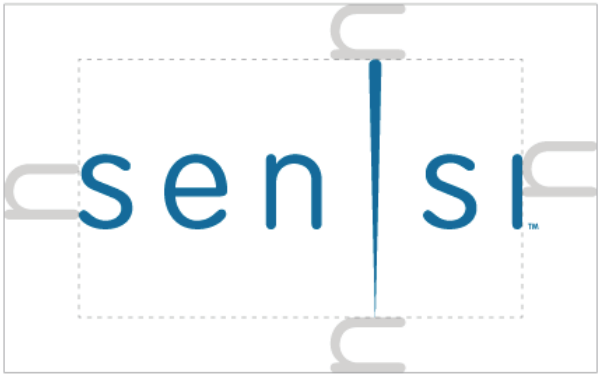
## MINIMUM SIZE

Respecting the minimum size of the logo and corresponding TM symbol will ensure that it is always at a readable size and that all elements can be reproduced through most production methods. Contact the Sensi marketing team about applying the logo on items smaller than this minimum size.



## MINIMUM CLEAR SPACE

Maintaining a minimum amount of space around the logo ensures that it is always clear and legible. For ease-of-use regardless of actual size, the rule is simple: whatever the logo size, use the “n” in the logo to determine the clear space as indicated above.



You will notice that by always orienting the “n” on its side, the side vs. the top/bottom clear spaces are not equal. This was done purposely to account for the extra height of the spike and still achieve a balanced look.

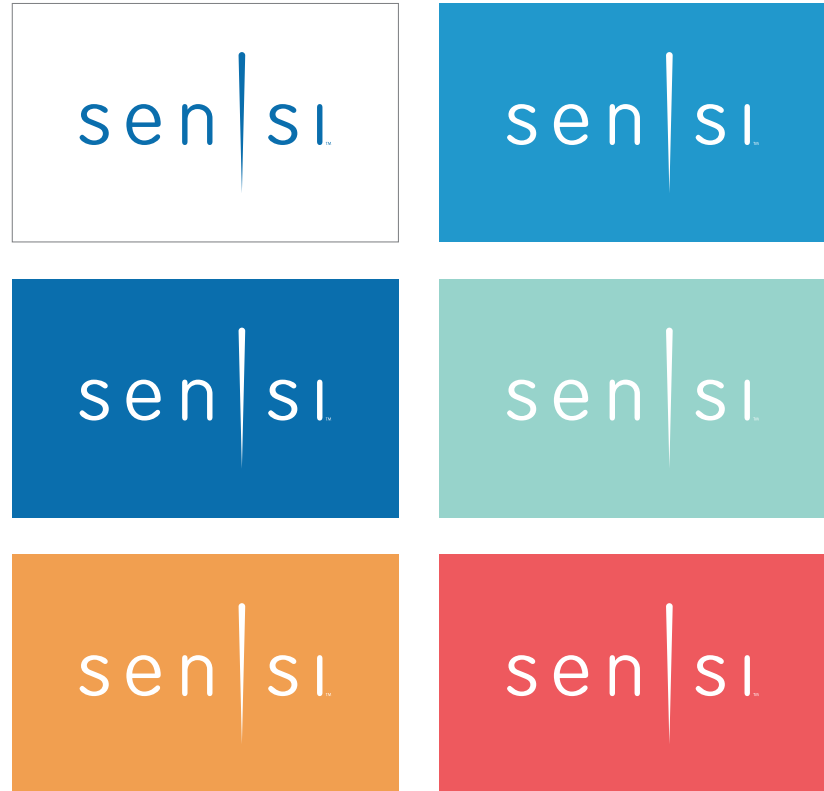
## PRIMARY

### BRAND MARK ON COLOR

The color of the Sensi brand mark was carefully chosen and the brand color palette (explained later in these guidelines) was designed to complement it. The blue logo displayed over a white background is always the preferred usage.

While the simplicity of the Sensi logo design allows it to be easily used against many background colors, certain principles must apply to maintain its clarity. When applied over any color, the logo should be reversed out in white. Always ensure that the background color is dark or rich enough to provide sufficient contrast between it and the logo.

Whether the background is a solid color or an image, the same design principles apply.





## BRAND MARK DON'TS

- Do not substitute any other font for the Sensi logo type.
- Do not add a dot to the “i” or capitalize any letters.
- Do not alter the letter spacing. Do not condense or expand the spacing.
- Do not remove the spike from the logo.
- Do not add any other symbols or artwork to the logo.
- Do not invert, alter or substitute any other shape for the spike.

Just as good design and effective presentation can enhance the Sensi brand in the global marketplace, poor design and inconsistent implementation can make us appear uncoordinated and unprofessional, while also undermining our quality story.

The examples below are perhaps the most obvious, but certainly not the only, infringements on the brand’s integrity that must be avoided. Correct application of our brand mark will ensure that its visual impact and overall integrity are maintained.



Please use only the approved electronic artwork provided. Do not use damaged artwork, laser prints, photographs, photocopies or hand renderings or any other typeset versions of the logo.

Do not substitute any other font for the Sensi logo type.

Do not add a dot to the “i” or capitalize any letters.

Do not alter the letter spacing. Do not condense or expand the spacing.

Do not remove the spike from the logo.

Do not add any other symbols or artwork to the logo.

Do not invert, alter or substitute any other shape for the spike.

## SENSI AND EMERSON

# Corporate affinity

Sensi is not a business or legal entity but rather a brand created by Emerson to represent our portfolio of connected home comfort solutions.

Ultimately, the Sensi brand was created to build equity for the Emerson brand in the consumer channel. For this reason, the relationship between Sensi and Emerson should be reflected in communications through the inclusion of the Emerson corporate logo and legal sign off, whenever possible.

### LOGO VS. LOGO

The position of the two logos relative to each other should clearly communicate that Sensi comes from Emerson.

This means that the Emerson logo should be placed in a secondary position—for example, in the lower right corner of the page – always adhering to the clearance and minimum size rules found in the Emerson brand guidelines.

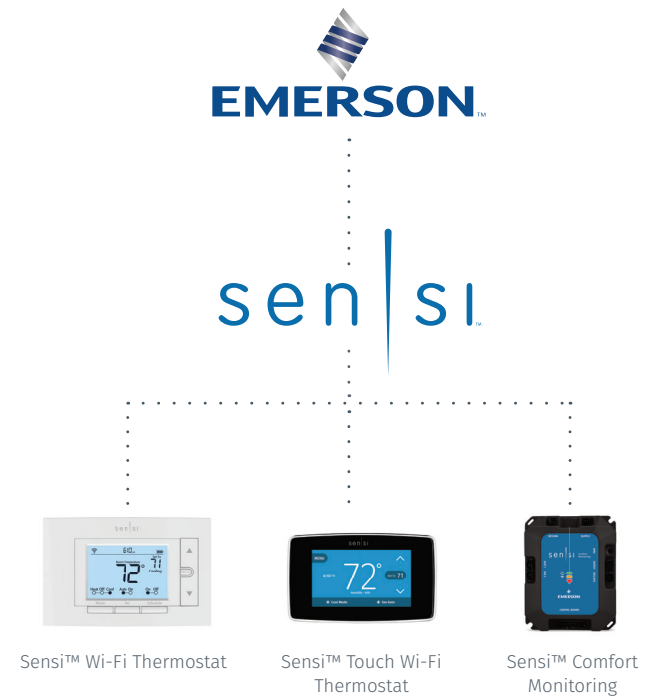


Sensi should never be connected to the White-Rodgers brand and White-Rodgers should never be used in place of Emerson.

### CORPORATE VS. PLATFORM AFFINITY

The Emerson logo should be used with Sensi communications. There is no need to visually or verbally reference the Emerson Commercial & Residential Solutions platform.

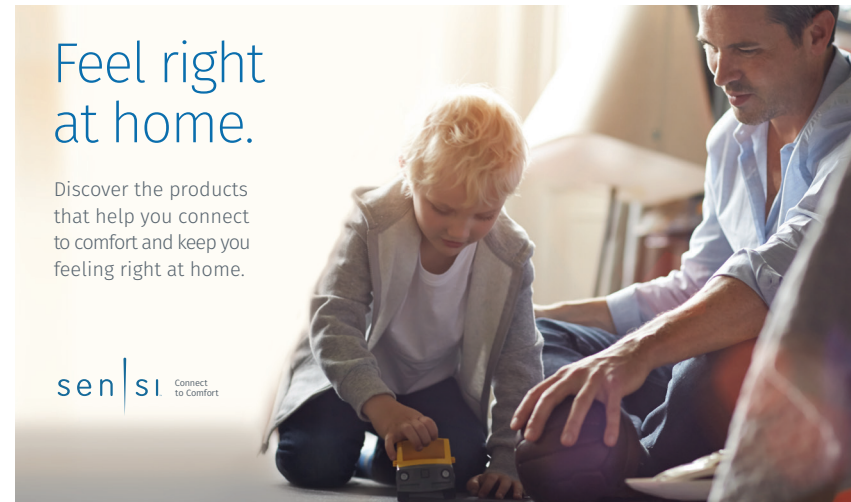
## Sensi by Emerson



BRAND IDEA

# Connect to Comfort

Guidelines for the proper and consistent usage of our brand idea will be integrated as soon as possible. For questions on this, please contact brand support (last page).



**CONNECT TO COMFORT.**  
Learn more at [sensicomfort.com](https://sensicomfort.com).



## COLOR

Color is a core building block of any brand identity. The Sensi color palette was developed to represent and support the brand position. It was also designed to be extremely functional.

The primary color gives the brand a strong and in control but still calm and approachable feel consistent with its name and logo.

The secondary and tertiary colors supply a range of options in both the warm and cool color spectrum to allow us to tell both sides of the comfort story.

While the Sensi brand is a consumer brand, it is important to note that it is still an Emerson brand. So the seven colors in the palette are based on gradations of the Emerson brand color palette, while PMS 288 with its corresponding CMYK, RGB, and HEX equivalents is actually Emerson Corporate Blue.

The complementary nature of the Sensi color palette gracefully accommodates the application of the Emerson logo on product

and packaging as well as providing some visual unity between Sensi and Emerson messaging on the web, at trade shows, in printed materials, etc.

And as an Emerson brand, we need to remember that bold color choices also need to be selective choices. Avoid using too many colors in any one piece. And use all the colors in the palette carefully and with clear purpose and strategy.

### AN IMPORTANT NOTE ON COLOR USAGE

While the color palette is an important part of Sensi brand identity, its careful application is of equal importance. Which leads us to the eighth color of the Sensi palette—white or more accurately “white space.” The generous use of white space plays a critical role in all our communications from website to advertising to packaging to point-of-sale. First, it reinforces the brand’s image of a clean, simple, intuitive, easy approach to home comfort. Second, it magnifies the impact of our color palette giving our color choices and applications more power in contrast.

### PRIMARY

#### SENSI BLUE

HEX 006998  
R0 G105 B152  
C93 M51 Y6 K4  
PMS 2151

### SECONDARY

#### LIGHT BLUE

HEX 0093C7  
R0 G147 B199  
C77 M25 Y6 K0  
PMS 7689

#### TEAL

HEX 64B1BB  
R100 G177 B187  
C60 M14 Y26 K0  
PMS 2219

#### LIGHT TEAL

HEX 96D4CC  
R150 G212 B204  
C40 M1 Y23 K0  
PMS 324

### TERTIARY

#### CORAL

HEX F05A5D  
R240 G90 B93  
C1 M80 Y58 K0  
PMS 2031

#### ORANGE

HEX F09F52  
R240 G159 B82  
C3 M43 Y77 K0  
PMS 1365

#### EMERSON BLUE

HEX 004B8D  
R0 G75 B141  
C100 M79 Y16 K3  
PMS 288

## DIGITAL PRODUCT COLOR

Certain messages in the digital product experience need to be elevated due to their importance and the impact they will have on the comfort of our users. For these specific in-app and in-portal warnings or notifications only, we have allowed for some color alterations and the addition of bolder color hues.

In all other instances throughout the product experience (digital and otherwise, including all communications and touchpoints) the brand colors on the previous page must be adhered to without exception.

PRIMARY	<b>SENSI BLUE</b> HEX 006998 R0 G105 B152 C93 M51 Y6 K4 PMS 2151			
SECONDARY	<b>LIGHT BLUE</b> HEX 0093C7 R0 G147 B199 C77 M25 Y6 K0 PMS 7689	<b>PRODUCT TEAL</b> HEX 1098AD R16 G152 B173		
TERTIARY	<b>PRODUCT RED</b> HEX F03E3E R240 G62 B62	<b>PRODUCT ORANGE</b> HEX F76707 R247 G103 B7	<b>PRODUCT YELLOW</b> HEX F59F00 R245 G159 B0	<b>PRODUCT GREEN</b> HEX 37B24D R55 G178 B77
	<b>PRODUCT WHITE</b> HEX F8F9FA R248 G249 B250	<b>PRODUCT GRAY 1</b> HEX E9ECEF R223 G236 B239	<b>PRODUCT GRAY 2</b> HEX ADB5BD R172 G181 B189	<b>PRODUCT GRAY 3</b> HEX 868E96 R134 G142 B150
	<b>PRODUCT GRAY 4</b> HEX 666E75 R102 G110 B117	<b>PRODUCT GRAY 5</b> HEX 495057 R73 G80 B87	<b>PRODUCT GRAY 6</b> HEX 343A40 R52 G58 B64	<b>PRODUCT GRAY 7</b> HEX 212529 R33 G37 B41

## FONT

# Our font library

### FIRA SANS

The Sensi brand uses Fira Sans as its dominant font for all communications – both print and digital. Noted for its strong sense of humanity with a contemporary Silicon Valley vibe, Fira Sans is a clean, simple, friendly and approachable face. It also complements the letter forms in the Sensi logo artwork.

Selecting a single brand font will help us unify our communications and selecting 6 weights – from Ultra Light to Semi Bold – will help us manage brand consistency. However, these guardrails do not limit creativity. By exploring color, composition and scale, this typeface can be used in countless ways.

Fira Sans was selected because it is very legible even at even at smaller sizes and thinner weights. On the rare occasion a larger font size is needed for the headline or body copy it must be scaled proportionately to the given standards. This will maintain the integrity of the guidelines.

Aa Fira Sans UltraLight  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&@?!/+(,;:)

Aa Fira Sans ExtraLight  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&@?!/+(,;:)

Aa Fira Sans Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&@?!/+(,;:)

Aa Fira Sans Book  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&@?!/+(,;:)

Aa Fira Sans Medium  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&@?!/+(,;:)

Aa Fira Sans SemiBold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&@?!/+(,;:)

## TYPE

# Visual hierarchy and type scale

While the Sensi typefaces were selected with flexibility in mind, we encourage designers to follow best practices in creating communications for the Sensi brand. Below is a list of basic do's and don'ts to keep in mind.

### DO

- Use sentence case
- Kern headlines to avoid letters too close together or too far apart

### DO NOT

- Use gradients or special effects
- Distort typefaces
- Use justified alignment
- Substitute our fonts



## TYPOGRAPHY USAGE

**A** Sensi thermostat is designed with you in mind.

**B** ICIMUS AS VOLORIB USAPERUMQUAS DEBITATUS CUM IPSANTIA.

Lorem ipsum dolor sit amet, possit ullamcorper usu et, nisl summo docendi mel et, in eam ullum olutpat. Ius facilisis deseruisse cu, omnis abhorreant dissentiet has te. Alterum accusam mea ei. Alia epicurei mediocrem sea ea.

**C** Lorem ipsum dolor sit amet, possit ullamcorper usu et, nisl summo docendi mel et, in eam ullum olutpat. Ius facilisis deseruisse cu, omnis abhorreant dissentiet has te. Alterum accusam mea ei. Alia epicurei mediocrem sea ea.

### LOREM IPSUM DELOR

**D** Lorem ipsum dolor sit amet, possit ullamcorper usu et, nisl summo docendi mel et, in eam ullum olutpat. Ius facilisis deseruisse cu, omnis abhorreant dissentiet has te. Alterum accusam mea ei. Alia epicurei mediocrem sea ea.

**E** LOREM IPSUM

Lorem ipsum dolor sit amet, possit ullamcorper usu et, nisl summo docendi mel et, in eam ullum olutpat. Ius facilisis deseruisse cu, omnis abhorreant dissentiet has te. Alterum accusam mea ei. Alia epicurei mediocrem sea ea.

**F** VOLUT FUGIT QUIS

- Lorem ipsum dolor sit amet, possit ullamcorper
- Usu et, nisl summo docendi mel et, in eam ullum
- Volutpa Ius facilisis deseruisse cu, omnis abhorreant
- Dissentiet has te Alterum accusam mea ei
- Alia epicurei mediocrem sea ea

**G** Lorem ipsum dolor sit amet, possit ullamcorper usu et, nisl summo docendi mel et, in eam ullum olutpat. Ius facilisis deseruisse cu, omnis abhorreant dissentiet has te. Alterum accusam mea ei. Alia epicurei mediocrem sea ea.

#### **A. Headline**

Fira Sans Ultra Light  
Size: 24 pt  
Leading: 26 pt  
Tracking: -25  
Color: PMS 2151  
Alignment: Left  
Sentence case

#### **B. Subhead**

Fira Sans Light  
Size: 12 pt  
Leading: 14 pt  
Tracking: -5  
Color: PMS 2151  
Alignment: Left  
All caps

#### **C. Body**

Fira Sans Light  
Size: 10 pt  
Leading: 14 pt  
Tracking: -5 pt  
Color: PMS 431  
Alignment: Left

#### **D. Small Body**

Fira Sans Light  
Size: 8 pt  
Leading: 12 pt  
Tracking: -5  
Color: PMS 431  
Alignment: Left

#### **E. Small Subhead**

Fira Sans Book  
Size: 7 pt  
Leading: 9 pt  
Tracking: -5  
Color: PMS 431  
Alignment: Left  
All caps

#### **F. Bullet list**

Fira Sans Light  
Size: 8 pt  
Leading: 12 pt  
Tracking: -5 pt  
Color: PMS 431  
Alignment: Left  
Bullet: Fira Sans Book

#### **G. Disclaimer/Legal**

Fira Sans Light  
Size: 5.5 pt  
Leading: 6.5 pt  
Tracking: 0  
Color: PMS 431  
Alignment: Left

NOTE: When reversing type replace ultra light with extra light, light with book and book with medium.



## IMAGERY

The imagery we use speaks volumes about our brand: what it cares about, what it aspires to be. Whether it's the style, lighting, angle, color or composition of a photograph or a graphic, our choices should be consistent with our Brand Personality and even our Product Portfolio Guardrails. That coordinated consistency in tone and feel across all aspects of the brand supports our promise to consumers that they can connect to comfort with Sensi products.

## Lifestyle photography

### SENSI IN THE HOME

These shots should reinforce the comfort of the home. Any products, if shown, should look naturally placed and lit. Homes should be tastefully decorated; not show pieces, but not messy or cluttered either. Photos should have a glow of natural sunlight to remind the viewer of temperature.

Think of the home as intimate and personal, a comfortable place where people enjoy spending quality time together. Sensi lifestyle shots are part editorial, part aspirational. We want people to invite us into their homes, by first envisioning what their home could be with Sensi.

### SENSI ON THE ROAD

Sensi on-the-road shots are all about complete comfort control. Anytime. Anywhere. "On the road" shots should show our target audience in typical out-of-home situations. That could be on a business trip, on vacation, commuting, or just checking in from the office or the game.

In the home or on the road, people should be interacting with their mobile device in a natural and relate-able way. They should feel authentic and genuine, not posed or contrived. These images should help consumers envision an easier, more convenient way to control their comfort.



## IMAGERY

# Product photography

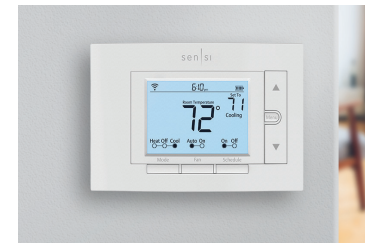
The Sensi brand is about empowerment – the benefit our customers derive from using and interacting with our brand. So the focus of our imagery should be on them, their families, their homes, their lives. When we can, we should try to showcase our products in use. And when we do need straight-ahead product photography, great care and consideration should be given to making our products look as good as they are.

Interesting angles, clean lighting, uncluttered settings will help us present our portfolio as being as contemporary as the Internet of Things of which it is a part.

## SENSI THERMOSTAT GUIDELINES

### PRODUCT IMAGERY

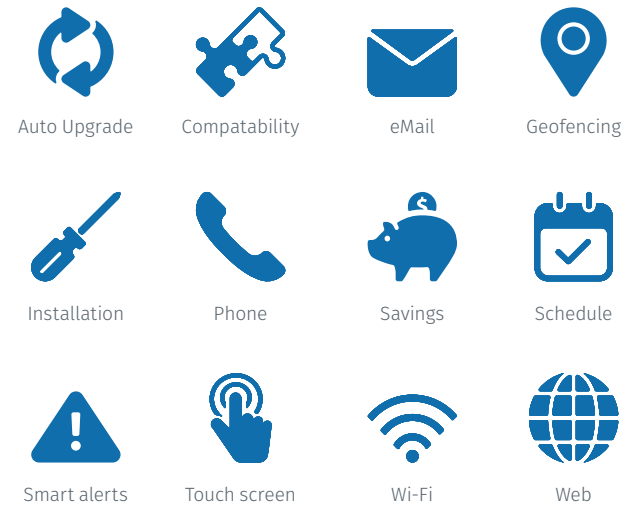
- All product photography should be supplied by the Sensi marketing team to ensure consistent and high quality images
- The smartphone the app appears on should be brand neutral, that is no logos or hardware specific elements.
- Multiple angles of the product can be explored but anything greater than a 3/4 angle starts to obscure the screen and should be avoided.
- When the product is shown outside of an environment the app and the thermostat should be shown together.
- The Sensi app should show either the home cooling screen (blue) or the home heating screen (orange). Don't show the gray screen unless it is paired with the heating or cooling screen.
- When shooting the product, it's important to see two things clearly, the app screen and the thermostat screen. Both of the elements are illuminated and should be shown without excessive glare or shadows.
- It is important that screen elements such as time and temperature are the same on both the app and the thermostat.
- Room temperatures displayed on either the app or the thermostat should fall between 70 and 72 degrees; set temperatures should be no more than one degree greater or less than the actual temperature.



## ICONS

The Sensi icon library is designed to work well in print and digital designs. The illustration style uses clean, simple lines to illustrate product features and guide user interactions. To the right are the icons used most often for marketing. All icons are available to download as vector files and icon fonts.

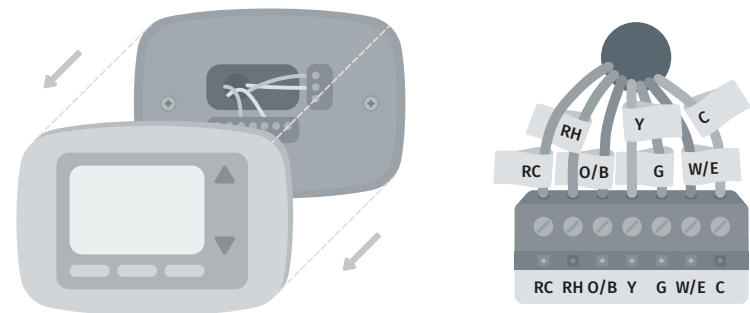
Please contact the Sensi marketing team to request all icons.



## ILLUSTRATIONS

Sensi uses simple, clean, gray-scale illustrations to easily guide users through processes such as installation. To the right is an example of the illustration style used digitally and in print

Please contact the Sensi marketing team to request illustrations.



## DIGITAL GUIDELINES

# Digital Guidelines

Digital content, like print, should adhere to Sensi brand guidelines to create a cohesive look and feel across all brand touchpoints. The following guidelines are intended to assist digital publishers and creators in professionally and consistently representing the Sensi brand on all digital platforms.

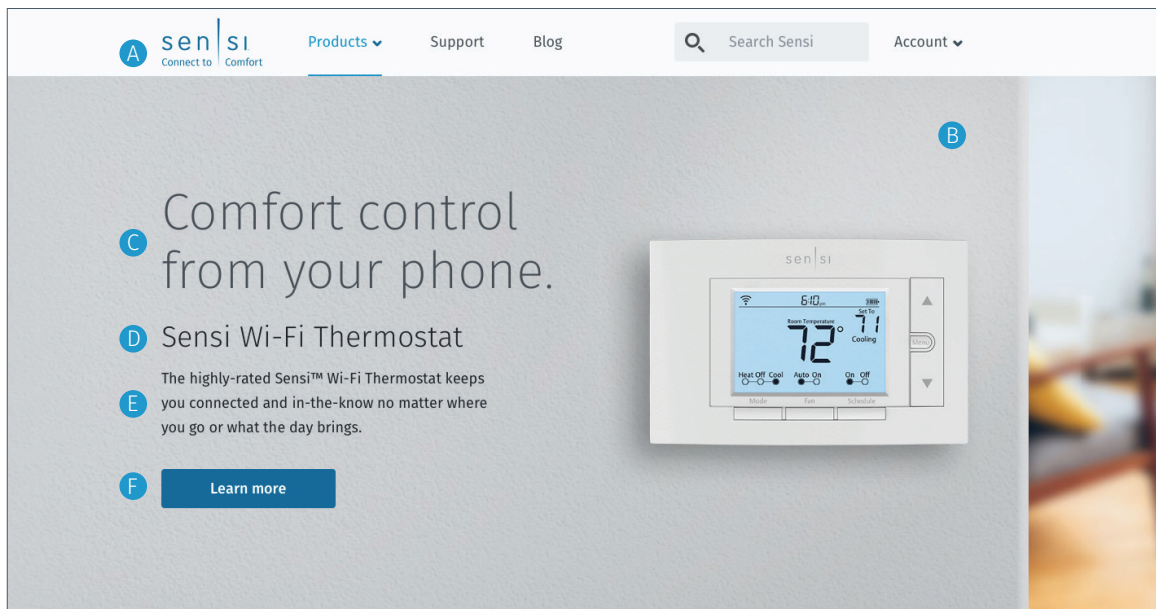
## Website navigation



### REQUIRED ELEMENTS

- A. Sensi logo and brand idea left aligned on #F8F9FA background. The logo should link back to sensicomfort.com
- B. Tab style navigation for the primary elements. Tabs may be left or right aligned in the navigation bar

## Website header



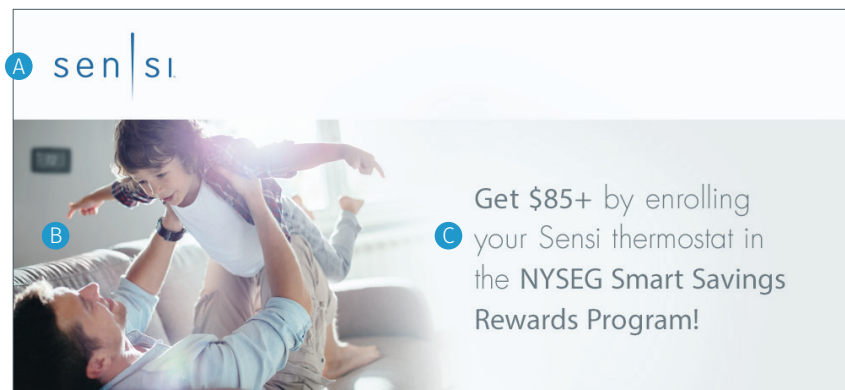
### REQUIRED ELEMENTS

- A. Sensi logo and brand idea left aligned on #F8F9FA background
- B. Horizontal image with room for legible headline
- C. Headline

### OPTIONAL ELEMENTS

- D. Subhead
- E. Headline
- F. Button/Call-to-action

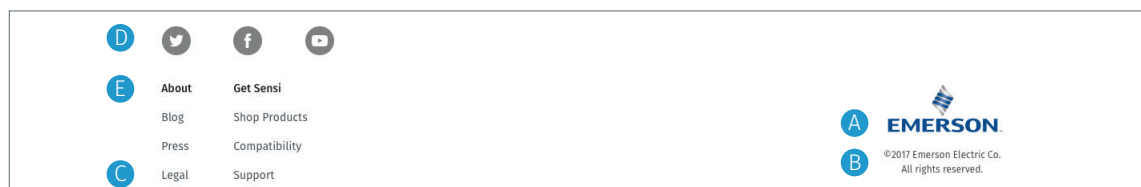
## Email header



### REQUIRED ELEMENTS

- A. Sensi logo left aligned on a light gray (#F8F9FA) background
- B. Horizontal lifestyle image with room for legible headline
- C. Headline

## Website & email footer



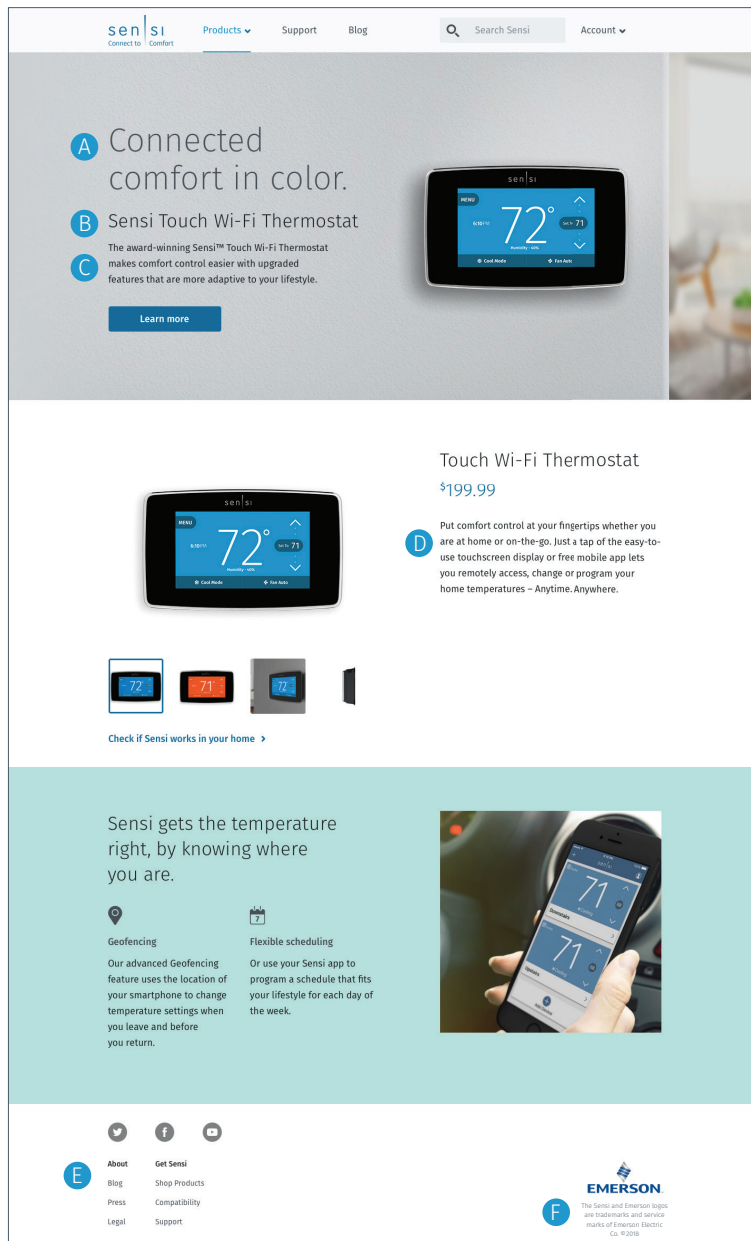
### REQUIRED ELEMENTS

- A. Emerson logo
- B. Copyright lines
- C. Legal

### OPTIONAL ELEMENTS

- D. Social icons
- E. Quick links

## TYPOGRAPHY USAGE – WEB



### A. Headline/H1

Fira Sans Ultra Light  
 Size: 64 px  
 Line height: 72 px  
 Color: #5B6770 or black  
 Alignment: Left  
 Sentence case

### B. Subhead/H2

Fira Sans Light  
 Size: 36 px  
 Line height: 48 px  
 Color: #5B6770 or black

### C. Lead in title/H3

Fira Sans Medium  
 Size: 18 px  
 Color: #5B6770 or black  
 Sentence case  
 ALL CAPS

### D. Body

Fira Sans Book  
 Size: 18 px  
 Line height: 28 px  
 Color: #5B6770 or black  
 Alignment: Left

### E. Small Body

Fira Sans Light  
 Size: 16 px  
 Line height: 24 px  
 Color: #5B6770 or black  
 Alignment: Left

### F. Disclaimer/Legal

Fira Sans Light  
 Size: 14 px  
 Line height: 24 px  
 Color: #5B6770 or black  
 Alignment: Left

Dark gray is primarily used for text. White may be used for text on backgrounds that provide high enough contrast for readability.

## COLOR – WEB

Sensi blue is the primary color. When used in digital media the color is an indicator that an element is actionable. Primary buttons, hyperlinks, checkboxes and other elements use the Sensi blue color.

Sensi brand colors can be used for non actionable design elements that do not include text.

### PRIMARY

#### SENSI BLUE

HEX 006998  
R0 G105 B152  
C93 M51 Y6 K4  
PMS 2151

### SECONDARY

#### LIGHT BLUE

HEX 0093C7  
R0 G147 B199  
C77 M25 Y6 K0  
PMS 7689

#### TEAL

HEX 64B1BB  
R100 G177 B187  
C60 M14 Y26 K0  
PMS 2219

#### LIGHT TEAL

HEX 96D4CC  
R150 G212 B204  
C40 M1 Y23 K0  
PMSPMS 324

### TERTIARY

#### CORAL

HEX F05A5D  
R240 G90 B93  
C1 M80 Y58 K0  
PMS 2031

#### ORANGE

HEX F09F52  
R240 G159 B82  
C3 M43 Y77 K0  
PMS 1365

#### DARK GRAY

HEX 5B6770  
R91 G103 B112  
C45 M25 Y16 K59  
PMS 431

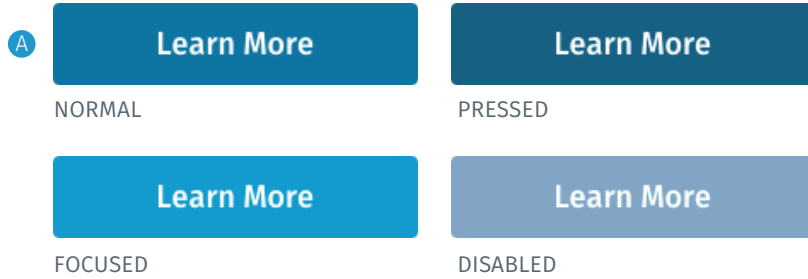
#### LIGHT GRAY

HEX D0D3D4  
R208 G211 B212  
C7 M3 Y5 K8  
PMS 427

# Buttons

## PRIMARY BUTTON

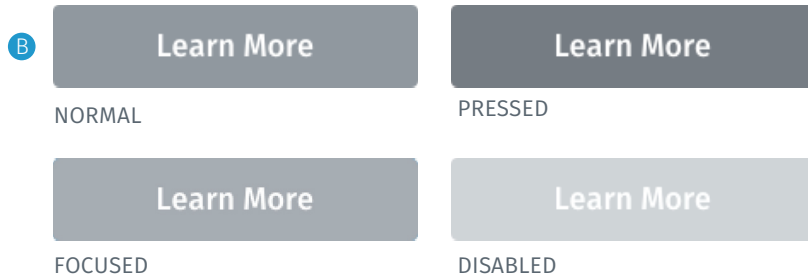
The primary button is used for call-to-action buttons.



A. The primary button is Sensi Blue (#006998) with a 4 pixel radius. The text is Fira Sans Medium, 18 px, centered, white

## SECONDARY BUTTON

The secondary button is used for a secondary action when there is already a primary button.



B. The secondary button is Gray (#868E96). The text is Fira Sans Medium, 18 px, centered, white

## BUTTONS WITH ICONS



C. Buttons with icons have icon placed to the left of the copy in white. All icons must be pulled from the Sensi icon library. The text is Fira Sans Medium, 18 px, centered, white



## Call-to-action link

The call to action link is used in place of a button when it is not the primary call to action.

**Learn more** >

## Inline hyperlinks

Inline hyperlinks are indicated with the color of text and the underlined style.

**If you need to install a c-wire,**  
**[learn more](#)** about how you can  
**use your extra wire as a c-wire.**

## DISCLAIMERS AND LEGAL REVIEW

Make sure that your disclaimers are as brief as legally possible and do not contain extraneous verbiage.

*When the Sensi logo is used, you must include the Sensi legal sign-off. The exact wording is as follows:*

The Sensi logo is a trademark and service mark of Emerson Electric Co. ©YEAR

*When the Emerson logo is used, you must include the Emerson legal sign-off. Exact wording is as follows:*

The Emerson logo is a trademark and service mark of Emerson Electric Co. ©YEAR

*When both are used, you must include the combined legal sign-off. The exact wording is as follows:*

The Sensi and Emerson logos are trademarks and service marks of Emerson Electric Co. ©YEAR

Legal disclaimers and copyright information are required but do not need to be conspicuous. For instance, in print they can be set at a 5-point size and can also be screened back to help lessen the intrusiveness of the disclaimers. The information should be positioned to best accommodate the image in your main visual, insets, copy and logos, etc.

It is Emerson policy that all advertising must receive legal review by the Business attorney before it is released. The primary purpose of the review is to avoid unsupported claims and overzealous product statements. Secondly, this review will ensure proper, as well as consistent, use of trademarks and trade names. That said, it must be emphasized that the review is for legal clearance for liability only; the Business lawyer is not to act as a creative judge (i.e., copy editor, moral or subject editor).

