



Simul | software
engineering

Brand Guidelines

This document is a guide to the use of our brand assets.

Simul Logo

The Simul logo may be used in two ways, with or without the 'software engineering' wording. Please use the illustrations below as a guide to how the Simul logo should be used. The logo must remain proportionate when scaled meaning it cannot be stretched. When using the logo, you can either use the blue logo on a white background or the white on a the blue background.

a.



b.



c.

Simul

d.

Simul

Truesky Logo

The Truesky logo can be used the same way as the Simul logo. Either on a white or blue background or as an image overlay (please see the next page).

a.



trueSKY™

The image shows the Truesky logo, consisting of the word "true" in lowercase and "SKY" in uppercase, followed by a trademark symbol (TM). The text is blue and is centered within a white rectangular area defined by a dotted border.

b.



trueSKY™

The image shows the Truesky logo, consisting of the word "true" in lowercase and "SKY" in uppercase, followed by a trademark symbol (TM). The text is white and is centered within a solid blue rectangular area.

Truesky Logo

You can also use the white logo to overlay an image as shown below.



Download Simul Logo Files

You can download Simul logos from our website in a variety of formats to suit print and on screen use.

www.simul.co/brandassets