

4SI Brand Guide

for partners and public use

A concise reference for using the 4SI corporate identity and the public Presence product family.



START HERE

Use the identity that matches the subject.

The system is intentionally small. Choose one signature, preserve the supplied artwork, and give it space.

COMPANY

 4SI

Use when 4SI is the sender, owner, employer, or institutional subject.

PLATFORM

 Presence

Use when the Presence platform itself is the subject.

PRODUCT

 Presence Key

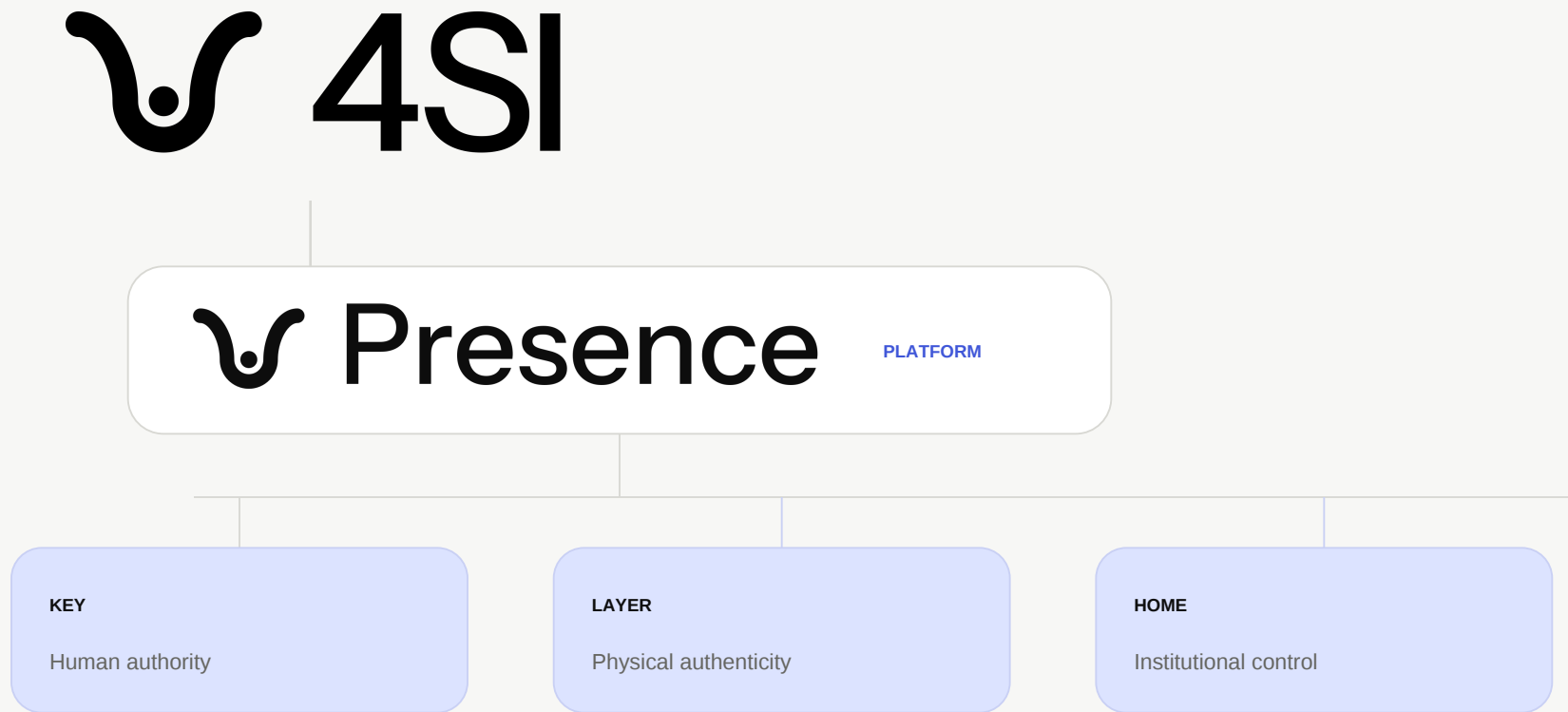
Use the exact Presence Key, Layer, or Home signature for that product.

ONE RULE

Never combine the 4SI wordmark and a Presence product name into a new lockup.

One company. One platform. Three public products.

The image mark connects every public product to the same physical-trust idea. Product descriptors change; the symbol does not.

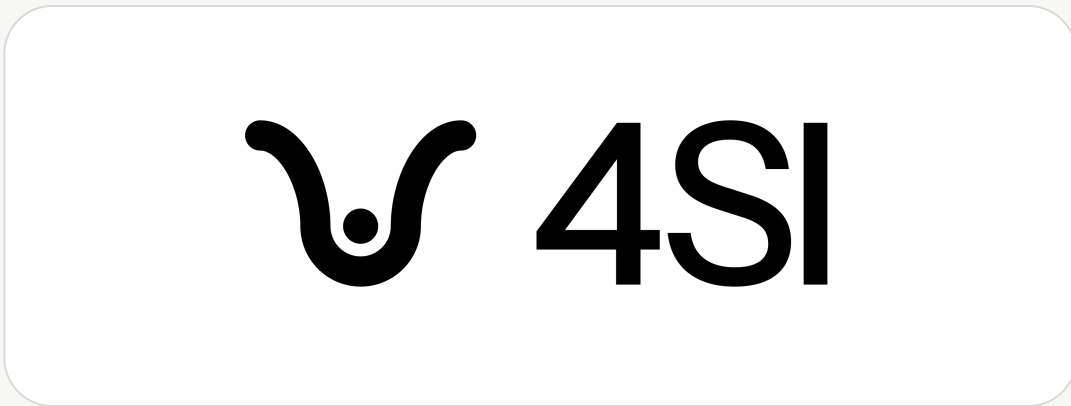


PUBLIC FAMILY

Key, Layer, and Home are the currently approved public product names.

Black or white. Nothing in between.

Use the complete corporate logo whenever 4SI is the primary sender. The symbol and 4SI wordmark form one fixed signature.



PRIMARY / BLACK

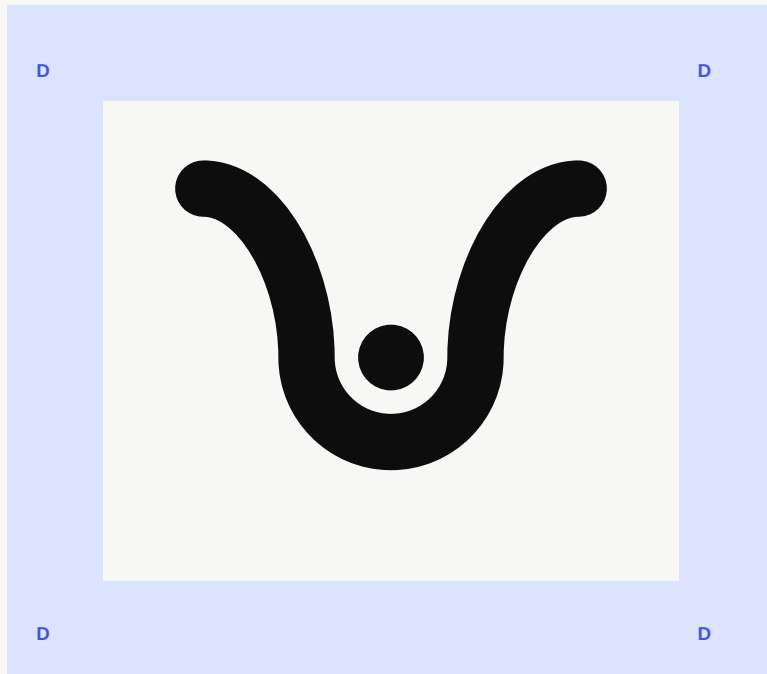


REVERSED / WHITE

- Use only the supplied SVG or PNG files.
- The complete logo is always entirely black or entirely white.
- The particle is never blue, gray, metallic, transparent, or animated separately inside the corporate lockup.
- Do not retype, redraw, stretch, rotate, outline, or place the logo inside a badge.

Protect the relationship between curve and particle.

The symbol may stand alone only when 4SI is already clear from context, such as a favicon, app icon, hardware mark, or compact interface.



CLEAR SPACE

Keep at least one particle diameter, D, clear on every side. No copy, border, partner logo, or image detail may enter this area.

MINIMUM SIZE

24 px

Digital symbol

8 mm

Printed symbol

96 px

Corporate logo

140 px

Product signature

PREFERRED

Use the complete corporate logo when there is enough space. The symbol is a compact exception, not a decorative substitute.

Family quiet. Product clear.

The image mark carries 4SI recognition. Presence is lower contrast. The descriptor is full contrast.

PLATFORM

 Presence

KEY

 Presence Key

LAYER

 Presence Layer

HOME

 Presence Home

NAMING IN COPY

First reference: 4SI Presence. Product names: Presence Key, Presence Layer, Presence Home.

Choose by surface, not by preference.

Use standard artwork on light backgrounds, reversed artwork on dark backgrounds, and mono artwork only when the approved contrast hierarchy cannot be reproduced.

The logo consists of a stylized 'v' icon followed by the text 'Presence Key' in a sans-serif font, all in black on a white background.

STANDARD / LIGHT

The logo consists of a stylized 'v' icon followed by the text 'Presence Key' in a sans-serif font, all in white on a dark background.

REVERSED / DARK

The logo consists of a stylized 'v' icon followed by the text 'Presence Key' in a sans-serif font, all in black on a white background.

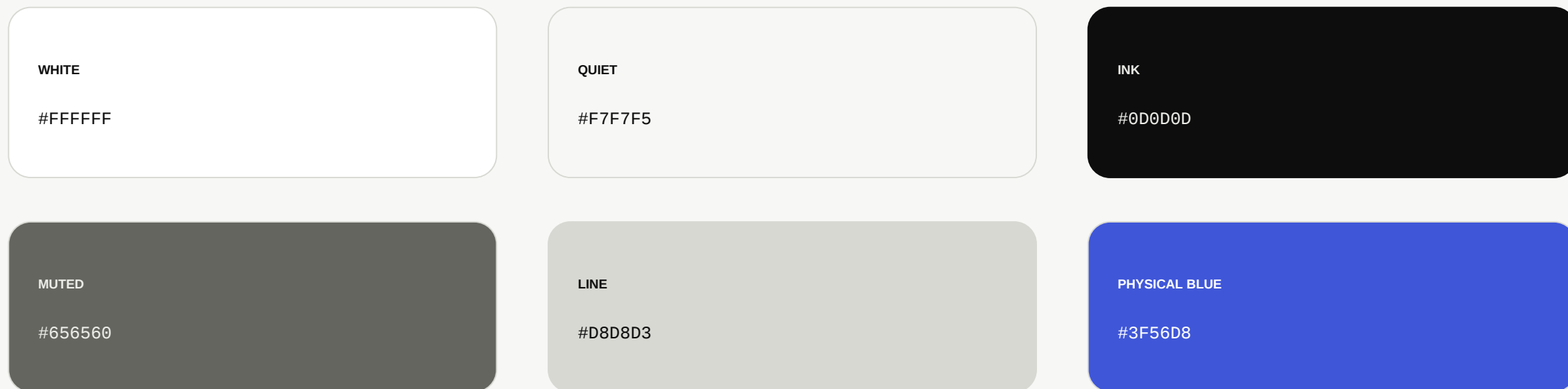
MONO BLACK

The logo consists of a stylized 'v' icon followed by the text 'Presence Key' in a sans-serif font, all in white on a dark background.

MONO WHITE

A neutral field with one physical signal.

The corporate identity remains monochrome. Physical Blue belongs to interface state, diagrams, links, and one decisive emphasis.



Alignment creates authority.

Use generous space, align to a clear grid, and keep partner relationships explicit rather than visually fused.

EDITORIAL PLACEMENT



Place the logo at a quiet edge. Preserve clear space. Do not center it by habit or float it over busy image detail.

PARTNER RELATIONSHIP



+

PARTNER LOGO

Keep marks separate and optically balanced. Use equal visual weight, not equal bounding-box dimensions. Never create a permanent combined logo.

REQUIRED

A partner use must not imply certification, endorsement, compatibility, or product approval unless 4SI has approved that claim in writing.

Recognition is built by refusing variation.

If a layout appears to require a special logo treatment, change the layout instead of changing the identity.

RECOLOR

No blue particle, product color, gradient, texture, or opacity effect.

REDRAW

Do not adjust the curve, particle size, lettering, proportions, or spacing.

CONTAIN

No shield, badge, rounded square, outline, glow, shadow, or keyline.

COMBINE

Do not attach 4SI, a partner name, or a claim to a Presence signature.

PLACE ON NOISE

Do not place artwork over detailed photography without a quiet field.

IMPLY APPROVAL

Do not use the identity as a certification seal or security guarantee.

Vector first. Raster when required.

Every public signature is supplied as production-ready artwork. Do not reconstruct it from screenshots or type.

SVG	Web, interface, print layout	Preferred. Scales without loss.
PNG	Office, social, presentation	Use at or below supplied pixel size.
BLACK	White and light neutral fields	Default corporate treatment.
WHITE	Dark fields and dark imagery	Use only with sufficient contrast.
STANDARD	Presence on light fields	Preserves platform/product hierarchy.
REVERSED	Presence on dark fields	Preserves hierarchy in inverse color.

DOWNLOAD GROUPS

Corporate Logo / Presence Signatures / Digital Symbols / Complete Package

Use the identity clearly.

These assets may be used to identify 4SI and its approved public products in accurate editorial, partner, and integration contexts.



ALLOWED

Accurate reference, approved partnership communication, and faithful reproduction of supplied artwork.



REQUIRES APPROVAL

Campaigns, merchandise, hardware application, certification claims, modified artwork, or any use implying endorsement.

OFFICIAL SOURCE

by4si.com

CONTACT

by4si.com

