



## Logo Versions



Primary

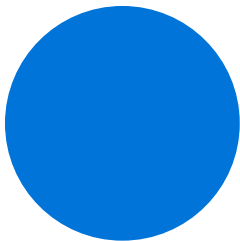
Smarderope

Wordmark Only



Icon

## Colours



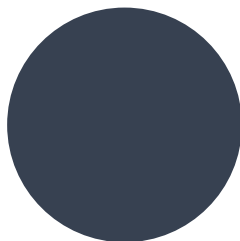
Primary

Hex #0074d9

RGB rgb(0,116,217)

CMYK 100 47 0 15

Pantone 18-4141



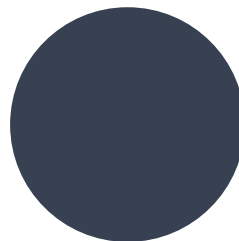
Secondary

Hex #374151

RGB rgb(55,65,81)

CMYK 32 20 0 68

Pantone 19-4110



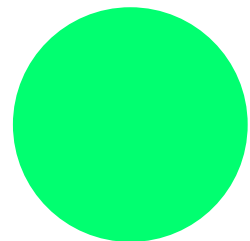
Accent

Hex #374151

RGB rgb(55,65,81)

CMYK 32 20 0 68

Pantone 19-4110



Background

Hex #01ff70

RGB rgb(1,255,112)

CMYK 100 0 56 0

Pantone 14-0156

## Typography

Primary

Alex Brush

Aa Bb Cc