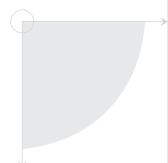


2.16 "



*Brand Styleguide*



# Our Visual Identity



10 "

The Smartt brand is a combination of professionalism and pragmatic insight. It is visualized in our word mark through the use of rounded corners on the feet of the letters contrasted with sharp corners at the top. Color is integral to our logo's ability to look unique. Five-sixths of the color is dark grey while the remaining one sixth is red. This proportional color scheme is carried throughout our brand. Duality is the overarching theme found in competition between our two dominant colors; white and dark grey. White is used prominently to invoke Smartt's friendlier side while the dark grey represents our serious results orientated nature; necessary if a client's business is to succeed with results measured accurately. Our color balance is augmented by the use of subtle measurement cues. Red acts as our primary color and provides continuity from the original brand identity. Used in smaller quantities than dark grey and white, red draws attention to key elements of our brand such as the logo and symbol.

# Our Logo



Our logo's genesis is from the Akzidenz-Grotesk typographic family; a father to contemporary Sans Serif fonts. Changes to the original font include rounding the feet of the letters and removing the natural bridge in the letter A. Adjoined T's at the end of the word mark reveal a Pi symbol with a distinct tail formed by two overlapping circles.



*Our logo is a modified version of Akzidenz-Grotesk BQ - Medium*

## Minimum Size

The recommended minimum size for the logo width is 0.75 " (19mm).



## Logo with Tagline

The tagline should only be included when it can be read comfortably. If it becomes difficult to read, a version without the tagline should be used.



*Our logo is preferably displayed with the tagline, except in instances where the tagline is illegible.*

# Spacing



10<sup>mm</sup>

The logo should have the height of the “S” above, below and to the sides as clear space. The spacing between the letters of the logo is proportional to 3.5% of the width of the “M”, and must never be altered.



# How To Use Our Logo



10 "



*Our preferred version of the logo is on a white background with the primary brand colors.*



*This is our preferred version on the brands' dark grey color. The letters are a tint of the dark grey.*

## Secondary Options



*If color is not an option the logo can be desaturated on a white background.*



*If color is not an option the logo can be set to all white on a dark background.*

# How Not To Use Our Logo



10<sup>''</sup>

Common sense should prevail when using our logo. The Smartt logo should always be displayed in its unaltered state. Under no circumstances should garish effects be applied to the word mark.



*Resist the urge to place a drop shadow on our logo.*



*Please do not color our logo letters all red. Some of our competitors display their logo as such; we prefer to remain different.*



*Applying a stroke to our logo is also against our style principles, so please don't do it.*



*I know what you're thinking. Our logo would look good on a red background. You're right it does. But to keep the brand integrity intact, don't do it. And that goes for any background except the dark grey version.*

# Our Symbol



10 "

Derived from the Alpha "A" of our word mark, the symbol has evolved into an iconic mark in its own right. It continues Smartt's dual identity in the form of two overlapping roads which resolve at its peak. The pyramid form encapsulates many of Smartt's core principles and the upward motion solidifies our obsession with results. As an auxiliary icon it's important this shape does not supersede our word mark. It can be used when space is limited, but bear in mind: precedence must always be given to the original logo.



*The preferred background choice for our symbol is white. A secondary option is a corporate grey from our color palette.*

*If it's placed on any other background a white fill must be used for the icon.*

## Poor Use Of Our Symbol



To maintain originality, our symbol must never be displayed in any direction other than facing upwards. Differentiation is vital to our ability to be unique in a crowded market as many other brands have a similar Alpha symbol being used as their primary logo.

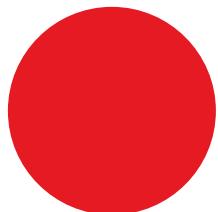
# Corporate Colors



10<sup>''</sup>

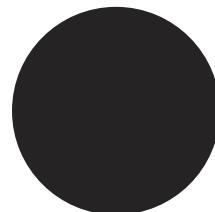
## Primary Colors

Our color palette is monochromatic in nature. Red and blue are used to add color to an otherwise desaturated scheme. Red represents our energy and confidence in our ability to obtain measurable results. Dark grey and white are the most spatially dominant colors in our brand. Flexibility is achieved with the additions of burgundy, a darker shade of the red, blue a complementary color and grey tints.



**Red**  
PMS 1797

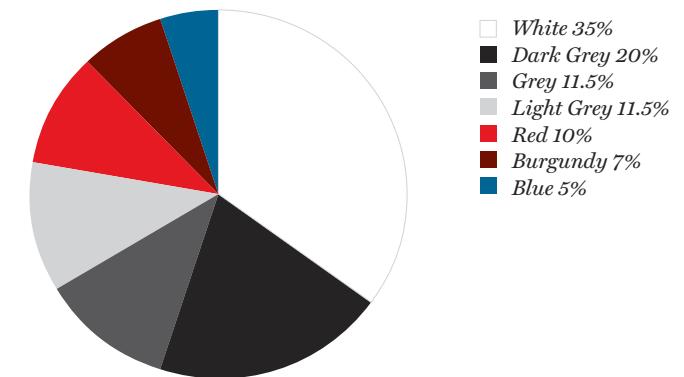
C=0 R=223  
M=100 G=19  
Y=99 B=42  
K=4



**Dark Gray**  
PMS 426

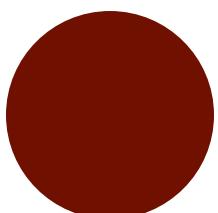
C=50 R=38  
M=30 G=35  
Y=40 B=36  
K=90

## Proportional Color Usage



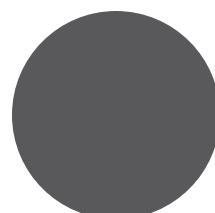
## Secondary Colors

Secondary colors are used to bring variety and interest to designs. They add depth when large amounts of red and dark grey become flat.



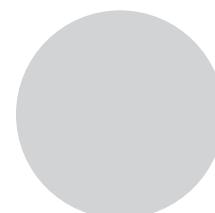
**Burgundy**  
PMS 1817

C=0 R=109  
M=90 G=15  
Y=100 B=0  
K=66



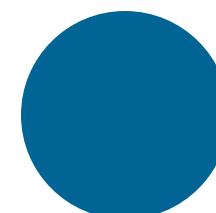
**Medium Grey**  
PMS 426 (80%)

C=0 R=90  
M=0 G=91  
Y=0 B=93  
K=79



**Light Gray**  
PMS 426 (20%)

C=0 R=210  
M=0 G=211  
Y=0 B=213  
K=20



**Blue**  
PMS 7496

C=100 R=0  
M=20 G=56  
Y=0 B=130  
K=40

Burgundy has a lower brightness value than our primary red. As a more muted hue, burgundy can be used for titles which require a different color, rather than a strong red which can be threatening.

A medium grey neutralises the harsh contrast of black and white.

The light grey is used for measurement graphics and also as a background color for content.

Blue acts as a complementary color to our primary red. It has the same brightness level as red and can be used to create variety in a piece.

# Our Typography - Print



10 "

Our font family consists of Akzidenz-Grotesk, a Sans Serif typeface, and Miller, a serif typeface. In combination the two typefaces create a distinct look for Smartt's brand.

## Akzidenz-Grotesk BQ [Bold]

Akzidenz-Grotesk BQ Bold is used for headings and sub-headings.

## Akzidenz -Grotesk BQ - Extra

Akzidenz-Grotesk BQ Extra is used for headings when greater impact is required.

## Miller - Roman

Miller Roman is used for all body copy.

## *Miller - Italic*

Miller Italic is used for quotations and can also be used for sub-headings. This should not be the most dominant typeface on a page.

# Our Typography - Web



10 "

On our website the following three fonts are used: "Helvetica Neue", "Baskerville", and "Georgia". The first two are specialized web safe fonts while the latter is ubiquitous on PC's and Macs.

## Helvetica Neue - 65 Medium

Helvetica Neue - 65 Medium is used for headings and sub-headings.

### Web Format

**H1** \ Font-size: 3em;  
**H2** \ Font-size: 1.5em;

## *Georgia - Italic*

Georgia Italic is used for quotations and can be used for sub-headings.

### Web Format

**H3** \ Font-size: 1.875em;

## Baskerville Regular

Baskerville Regular is used for all body text.

### Web Format

**Body** \ Font-size: 1em;  
**Body** \ Line-height: 1.5em;

# Custom Icon Set



10 "

Our iconography employs a realistic style rather than anything too abstract. Icons depict real world objects to communicate Smartt services. Grey tints are used to give the icons texture, with small amounts of red to prohibit them from being overly prosaic. The icon set comes in three preset sizes to choose from; small,

**Small** (Width 120px, Height 150px)

**Medium** (Width: 150px, Height: 180px)

**Large** (Width: 300px, Height: 360px)

medium and large. Icons cannot be scaled as vectors due to the intricate detail. However they can be scaled down when exported as an image file.

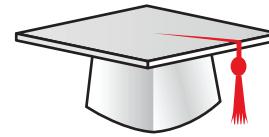
Advertising



Creative Service



Education & Training



SEO



Web Development



Analytics



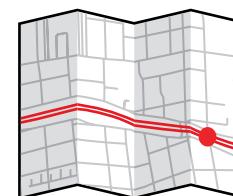
Social Media



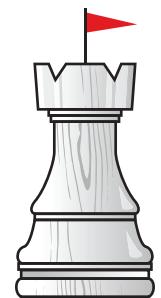
Branding



Roadmaps



Strategic Consulting



# Graphical Assets



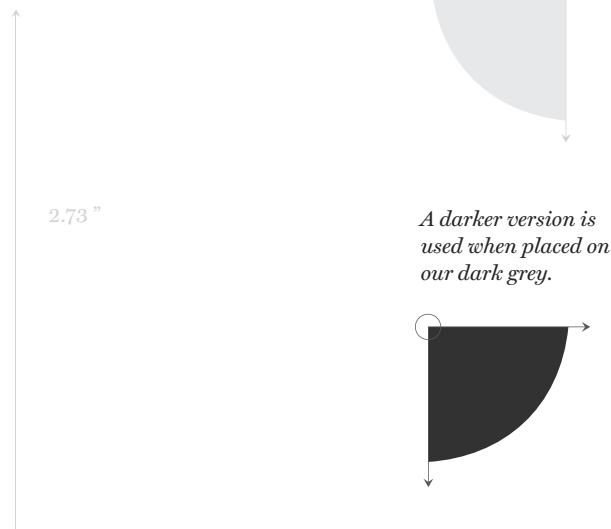
10 "

Subtle measurement cues are used to convey our obsession with measurable results. They should be used sparingly to augment a page design. Any more than five graphical items applied to one design is too much. It's important to keep the design uncluttered and clean.

## Measurement Cues

### Arrow and Number Patterns

Arrows can only be placed facing N, S, E, W. They should never be tilted at an angle. One or two arrows can be used per page and are accompanied with the length of the arrow displayed as an accompanying number in the form of pixels or inches depending on the media.

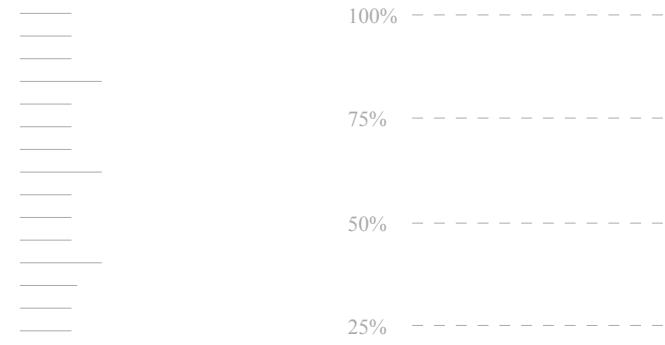


### Angle

Angles are placed at the bottom left or right corner of a page. They anchor content and form a visual metaphor for precision.

### Ruler and Lines

Ruler marks can be used horizontally and vertically. They best support the brand when applied to the edges of images. Lines in general can be used to add structure to a design piece.



### Percentage Marks

Percentage marks can be used to demonstrate the length of a piece of content or canvass.

# Graphical Assets

10 "



## Rounded Corner Shape

Our rounded corner graphic is derived from the feet of the letters in our wordmark. It's used to break the rigidness of a square or rectangle in a design. A shape may only have one smooth edge and should be located in the bottom right or left corner. The smooth corner can also be used to mask images.



*Curved corner pointing South East*



*Curved corner pointing South West.*



*Lots of movement relating to our Roadmap services masked with a rounded corner.*

# Graphical Assets



10<sup>33</sup>

Below are secondary icons used to highlight lists. They are not to be used as branding elements outside of being associated with content lists.

## Pie



## Segment



## Direction



## Shapes



# Graphical Assets



10 "

Below is an auxiliary icon set used when dividing content on a web page. They do not supersede primary branding elements and must be used sparingly.

**Waves**



**Golden Ratio**



**Line Graph**



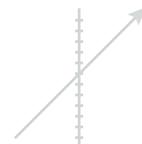
**Person**



**Plus**



**Function**



**Bars**



**Star**



# How To Use Our Assets



10 "

When assembling a Smartt canvass it's important to maintain a visual hierarchy. Graphical assets should be used to suggest measurement but must not clutter the canvass: a clean design is paramount. The content, not our graphics, must be the focal point of a design.

1. Use large white areas juxtaposed with dark grey.
2. Add subtle measurement cues to help highlight content and add structure to a page, but use no more than five. Cues are best applied along the edge of a canvass.
4. Don't use more than three font variations per page.
5. Break rigid rectangles with a rounded corner. This includes the canvass.
6. Add subtle thin lines if more structure is needed.

# Our Photography



10 "

Our photography illustrates the diverse services Smartt offers and reinforces our obsession with measurement.

## Guidelines

1. Close focus of technology
2. Movement and abstractions
3. Calculating apparatus
4. Reference services



*Close up shot of road to reference our Roadmap service.*



*Close up shot of abacus ties in with measurement philosophy.*



*Close up shot of measuring equipment. Abstract enough to avoid direct association with a particular field.*

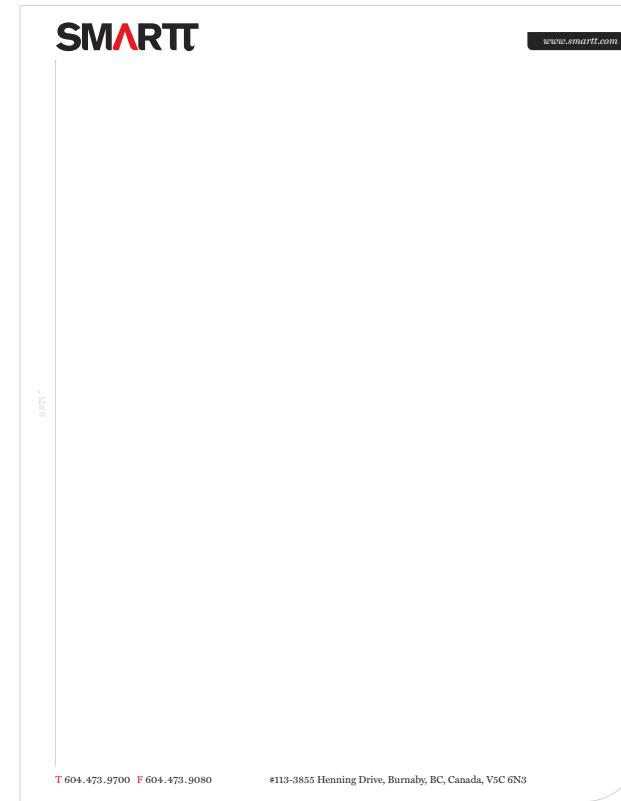
# Examples Of Print Material



10<sup>”</sup>

## Letterhead

Our letterhead epitomizes our design philosophy of high contrast and generous use of negative space. Graphical elements are placed along the top, bottom and sides; leaving the middle free for content.



# Examples Of Print Material



10 "

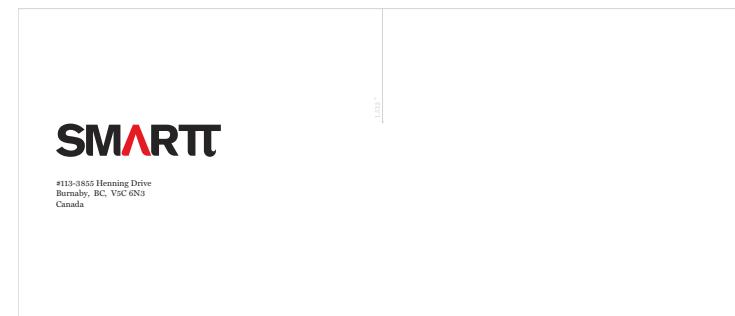
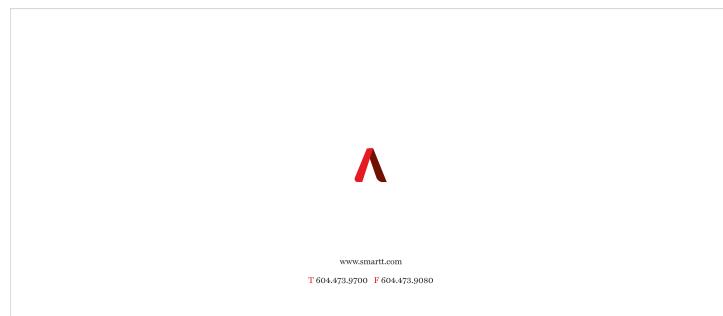
## Business Card

Our business card follows our theme of duality with a white front and a dark grey back. It uses subtle arrows on the white side to guide the eye to different contact information, while the dark side features the second version of our logo.



## Envelope

The envelope is all white. Our symbol is centred on the back of the envelope, which is consistent with the binder and also on the footer of our website.



# Digital Branding

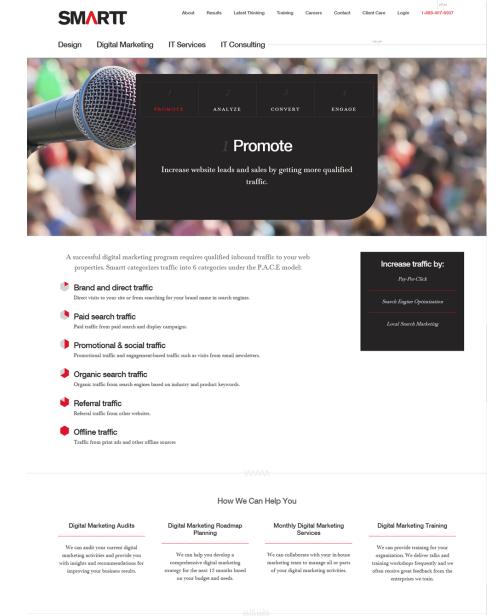
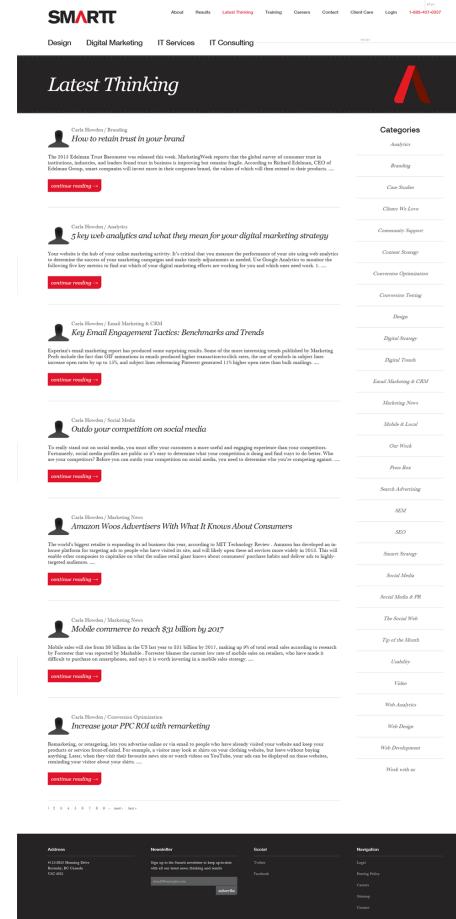
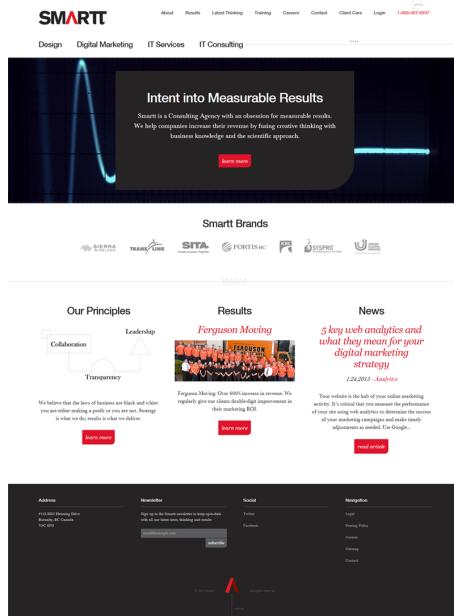


10<sup>xx</sup>

## Website

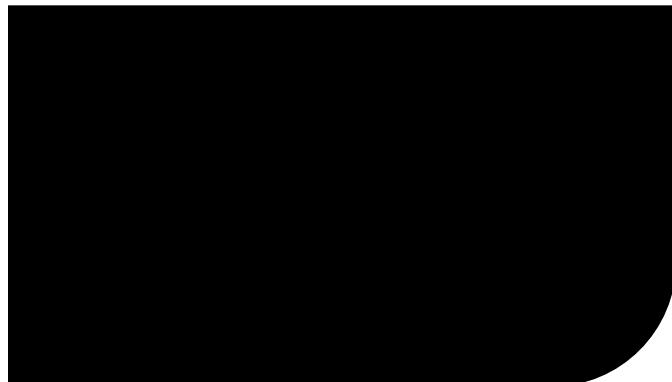
The Smartt website maintains a clean structure with heavy use of whitespace juxtaposed with a dark banner area and footer. Measurement lines are used to guide the eye to particular elements on the page. The curved rectangle is used to

display key pieces of content and also to form call-to-action buttons which are corporate red. This helps trigger user engagement with content.





## Website Assets



A custom shape is used on our homepage to offset content against imagery.

It has a large rounded corner in the South West corner with a corner radius of 6.25 em.



Call-to-action button makes use of our corporate red and has a left corner radius of 0.65 em.



Call-to-action hover state is the complementary burgundy.

## Mega Dropdown

The Smartt website provides access to content from anywhere in the site via a mega-drop-down menu. Colored with our dark grey, the menu provides contrast to the white background as well as to the imagery it pushes down while in its open state.

The screenshot shows the Smartt website's navigation bar with a mega-dropdown menu open. The menu items include 'Branding', 'Self-Assessment', 'Web Development', and 'Support'. Each menu item has a 'learn more' button. Below the menu, a section titled '1 Web Development' is visible with the subtext 'Websites that sell.' The background features a blurred image of city lights at night.

# Grids and Layout

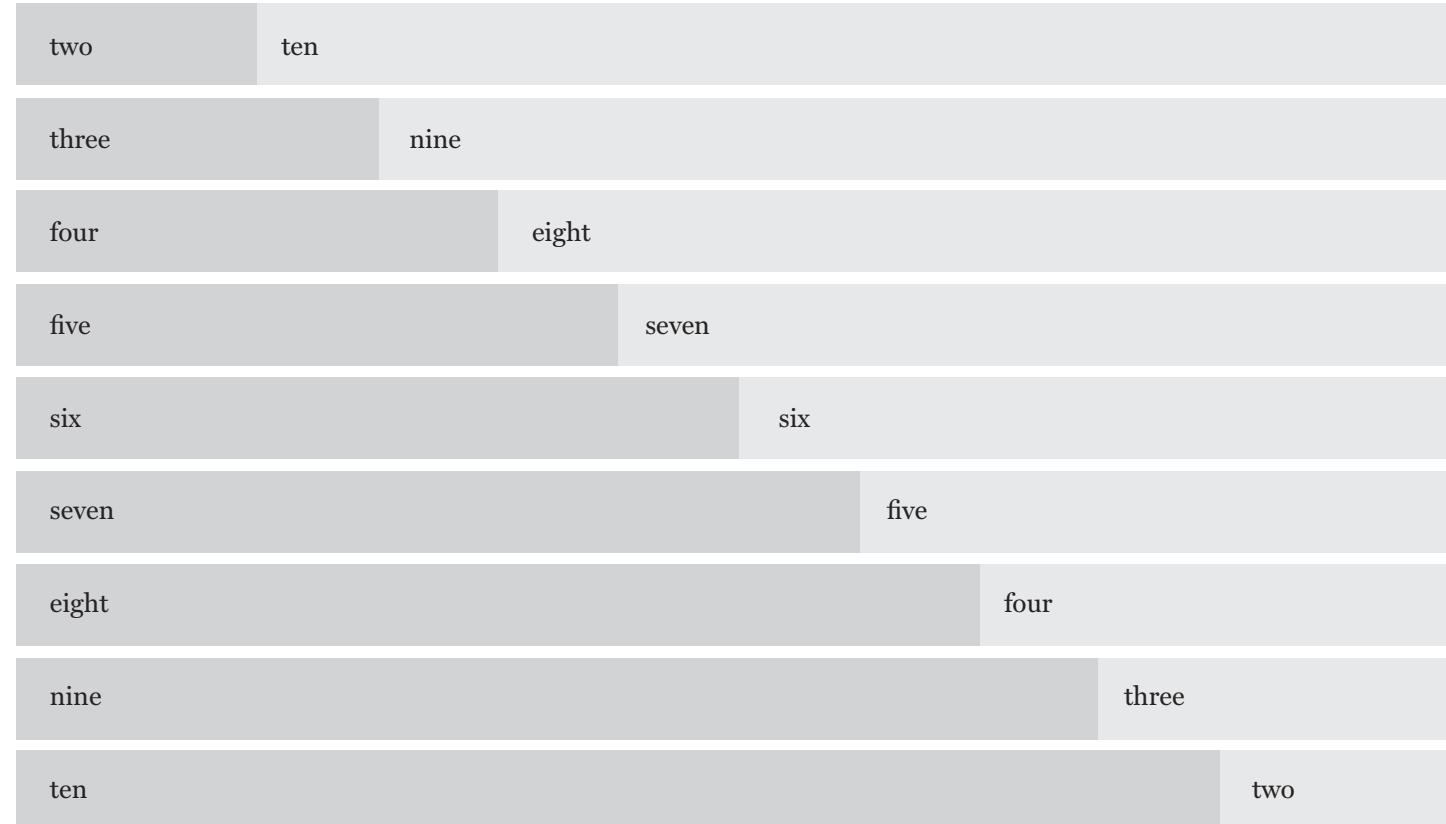


10 "

## Foundation

Foundation is a Responsive Framework used for prototyping as well as website development. It provides a liquid based 12 column grid to layout website elements which can be scaled down for mobile displays and up for desktop. On a desktop screen, rows are stacked with columns expanding horizontally to create the layout. For mobile views, columns are also stacked within rows and content can be scrolled up and down.

<http://foundation.zurb.com>



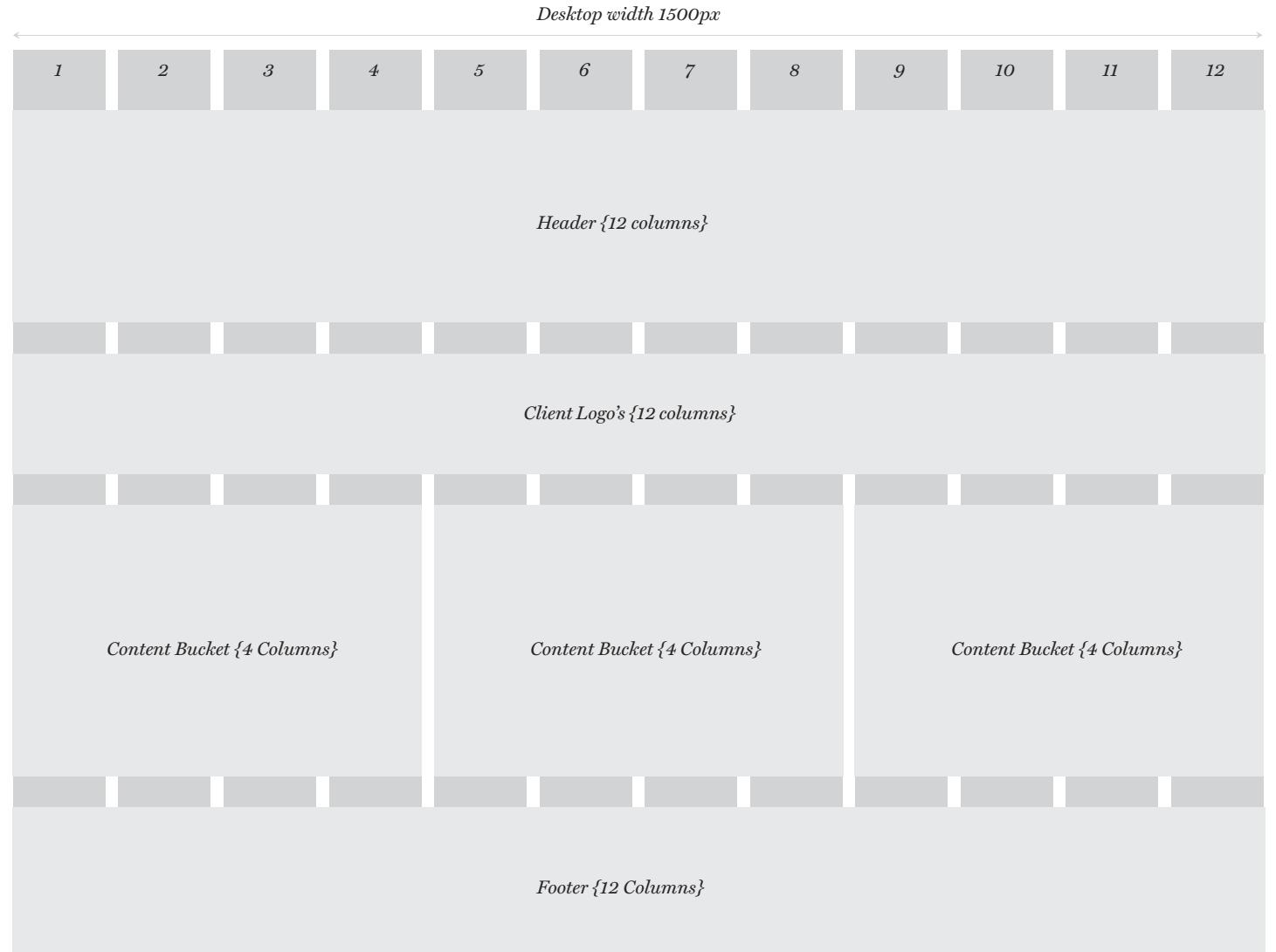
*A flexible 12 column grid is used to layout elements.*

# Grids and Layout



10 "

## Homepage Layout



# Grids and Layout



10<sup>''</sup>

## Blog Layout



4.33 "



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