

A high-angle photograph of a vast, rolling green landscape, likely a moor or tundra. In the foreground, a white and orange tent is pitched on a grassy slope. Two bicycles, one teal and one yellow, are lying on the grass nearby. The background shows a wide expanse of green hills with some rocky patches and small streams, under a soft, overcast sky.

# SMITH

## Logo Use Guide

Brand partners

2015



# Our logo

The cornerstone of our visual identity

A large, bold, black sans-serif font spelling out the word "SMITH". The letters are thick and evenly spaced, with a modern, clean aesthetic.

## PRIMARY BRAND LOGO

For all unisex and mens product applications  
and all brand communications

A smaller, bold, black sans-serif font spelling out the word "SMITH". It is centered and serves as a secondary logo variant.

## Minimal size in marcom

6mm in height. Consult design lead for any  
smaller applications.

# Logo use

Using our logo in marcom



## CLEAR SPACE

Place no graphic or type treatment closer than the measurement of the top half of the H in SMITH. Alternate measurements apply to product badging.



## COLOR

Black, reversed white, or dark gray for all brand marcom. Alternate color use guides apply to product badging.

# Logo use

What not to do.



**DO NOT DISTORT THE MARK**



**DO NOT ROTATE THE MARK**

Do not rotate the mark by any degree.  
DO not rotate vertical.



**DO NOT CROP THE MARK**



**DO NOT USE UNAPPROVED COLORS**

Do not apply unapproved colors or patterns  
or textures to the mark.



**DO NOT PLACE IN ANY CONTAINING SHAPE**



**DO NOT STROKE THE MARK**



# Thank You