(((SMACK

Brand Guidelines

The SMACK Brand

SMACK is flexible Governance, Risk management and Compliance (GRC) software powered by QuickBase. The software has numerous and varied features and benefits, some of the key points being

Flexibility
SMACK offers unsurpassed flexibility and customizability

Accessibility
The platform is accessible from anywhere and from any device

Real Time Reporting
Users don't have to wait for an audit to receive an indication of their compliance. SMACK offers transparent real-time reporting

In order to highlight the user friendly nature of the software, the SMACK visual brand and tone of voice is **accessible**, **playful** and **dynamic**.

Logo

Logo

Adrianna Extended | Demi Bold

Both of these versions of the SMACK logo have been provided in the following formats:

RGB *(for screens)*
AI, EPS, JPG, PDF, PNG, SVG

CMYK *(for print)*
AI, EPS, JPG, PSD

DO NOT stretch, recolor, recreate or adjust the logo in any way.

DO ensure that there is a minimum of 50% of the height clear space surrounding the logo.

Variations

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Variations

Quick Base

The QuickBase version of the logo has been created in accordance with the QuickBase style guide. Please refer to instructions from QuickBase for more information regarding using of this logo.
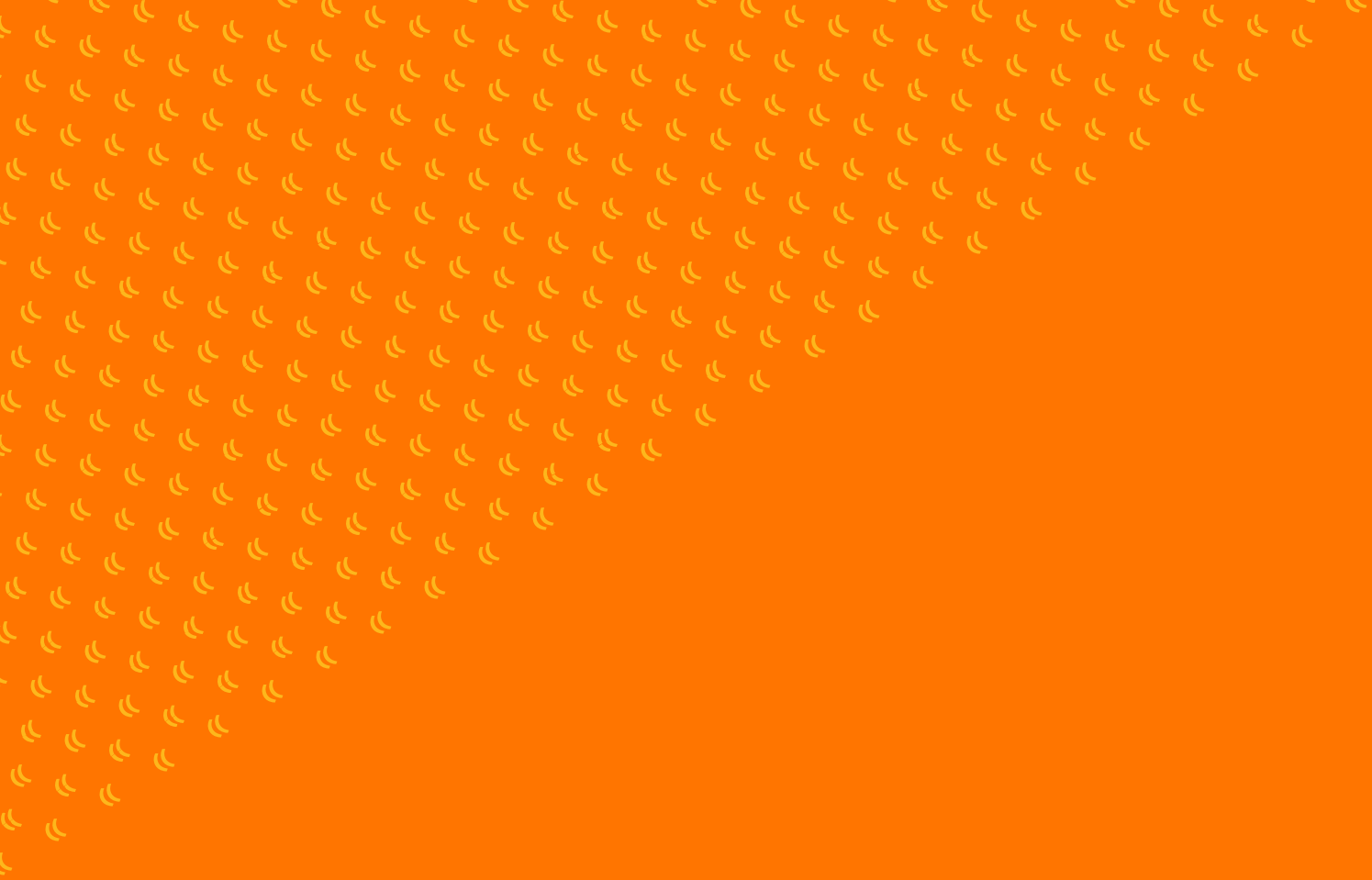

COLOR

REVERSED

DARK GREY

ECRU WHITE

BLACK

WHITE

Colors

QuickBase Dark Grey

PANTONE 432 C
C05 **M**00 **Y**00 **K**80
R82 **G**87 **B**91
#52575B

Supernova

PANTONE 1235 C
C00 **M**31 **Y**98 **K**00
R255 **G**184 **B**44
#FFB81C

Gold Drop

PANTONE 2018 C
C00 **M**58 **Y**95 **K**00
R255 **G**117 **B**0
#FF7500

Downy

PANTONE 2227 C
C60 **M**00 **Y**25 **K**00
R89 **G**190 **B**201
#59BEC9

Allports

PANTONE 7468 C
C90 **M**18 **Y**07 **K**29
R0 **G**115 **B**152
#007398

Cerise Red

PANTONE 213 C
C00 **M**92 **Y**18 **K**00
R227 **G**28 **B**1211
#E31C79

Mantis

PANTONE 360 C
C63 **M**00 **Y**84 **K**00
R108 **G**194 **B**74
#6CC24A

Ecru White

PANTONE N/A
C01 **M**01 **Y**02 **K**00
R252 **G**251 **B**247
#FCFBF7

Colors

QuickBase Dark Grey should be used as an alternative to black wherever possible. **Supernova** is the primary accent color of SMACK. These two colors form the base of the our color palette.

Gold Drop and **Cerise Red** are our next preferred colors. Along with **Supernova**, they create a fiery, energetic feel.

Downy, Allports and **Mantis** may also be used as supporting colors where appropriate.

Ecru White should be used as an alternative to white wherever possible.

Avoid using any other colors.

RGB and Hex # colors should be used when designing for screens.

Pantone and CMYK codes are for use in print design.

Typography

Headings

Ubuntu

Body

Lato

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Application

The name SMACK has been created using the first initials of each of the founder's Children — Sadie, Matthew, Audrey, Carah and Kinsey. As such, the name SMACK should always appear in all capital letters.

The logo has been typeset in Adrianna Extended. To preserve the authority of the logo, this typeface should not be used anywhere else in the SMACK brand.

To create contrast with the logo and name, headings should be typeset in Ubuntu using sentence case.

Lato is suggested for use in body text. We recommend setting the leading to approximately 130%, as Lato tends to have tight vertical spacing.

Both of these font families are available in full from **Google Fonts**, and they are free for both print and digital use.
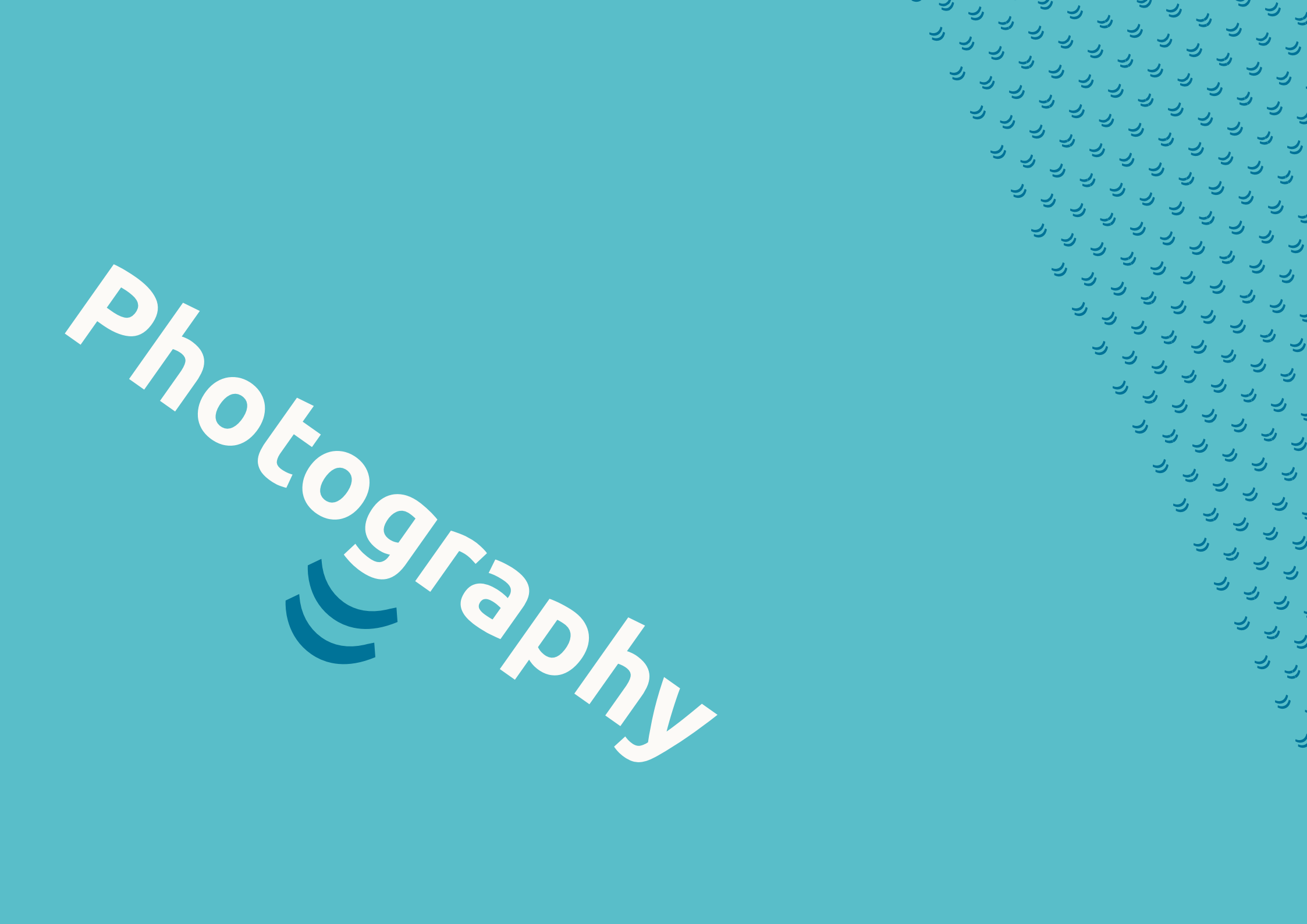
Photography

Photography

Photography should reflect a positive, relaxed, modern office environment. Pops of color from our color palette will connect the images to our brand.

Image frames may be abstract or angled shapes to illustrate our dynamic brand, however the photographs themselves should always be displayed as originally oriented.

Example images supplied here were sourced from Unsplash.

IDEAS
START
HERE
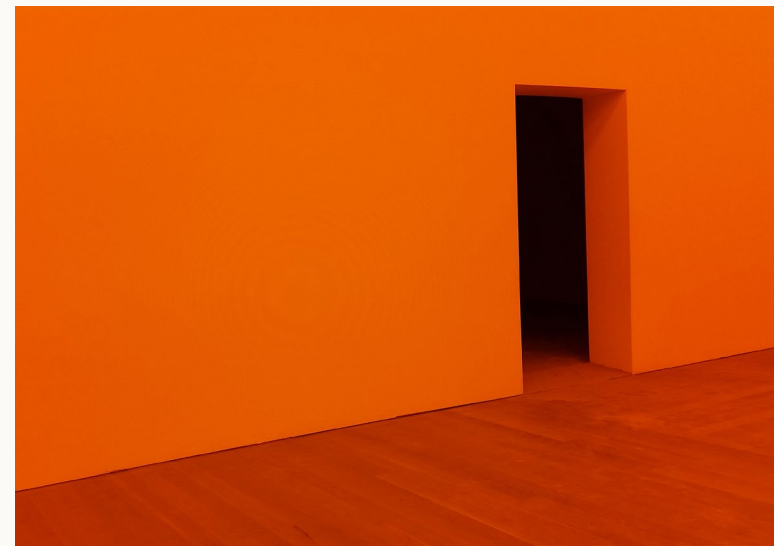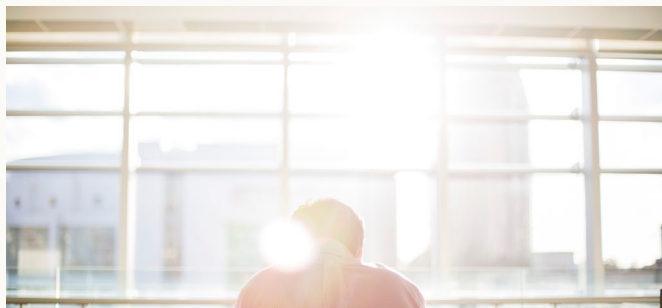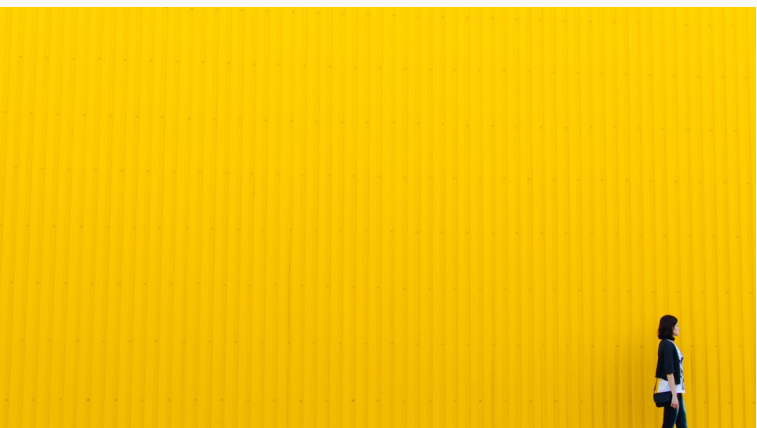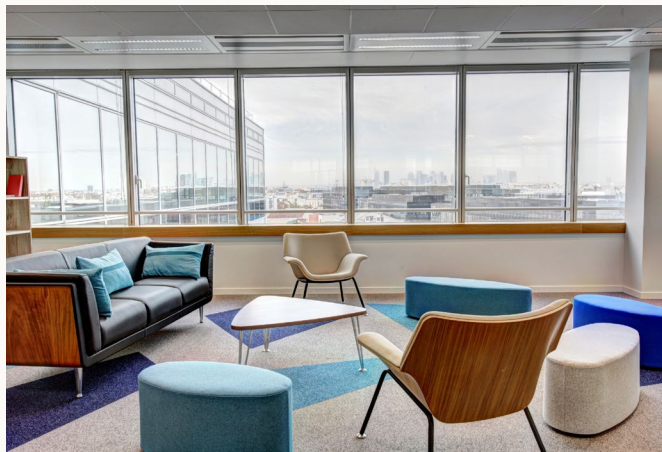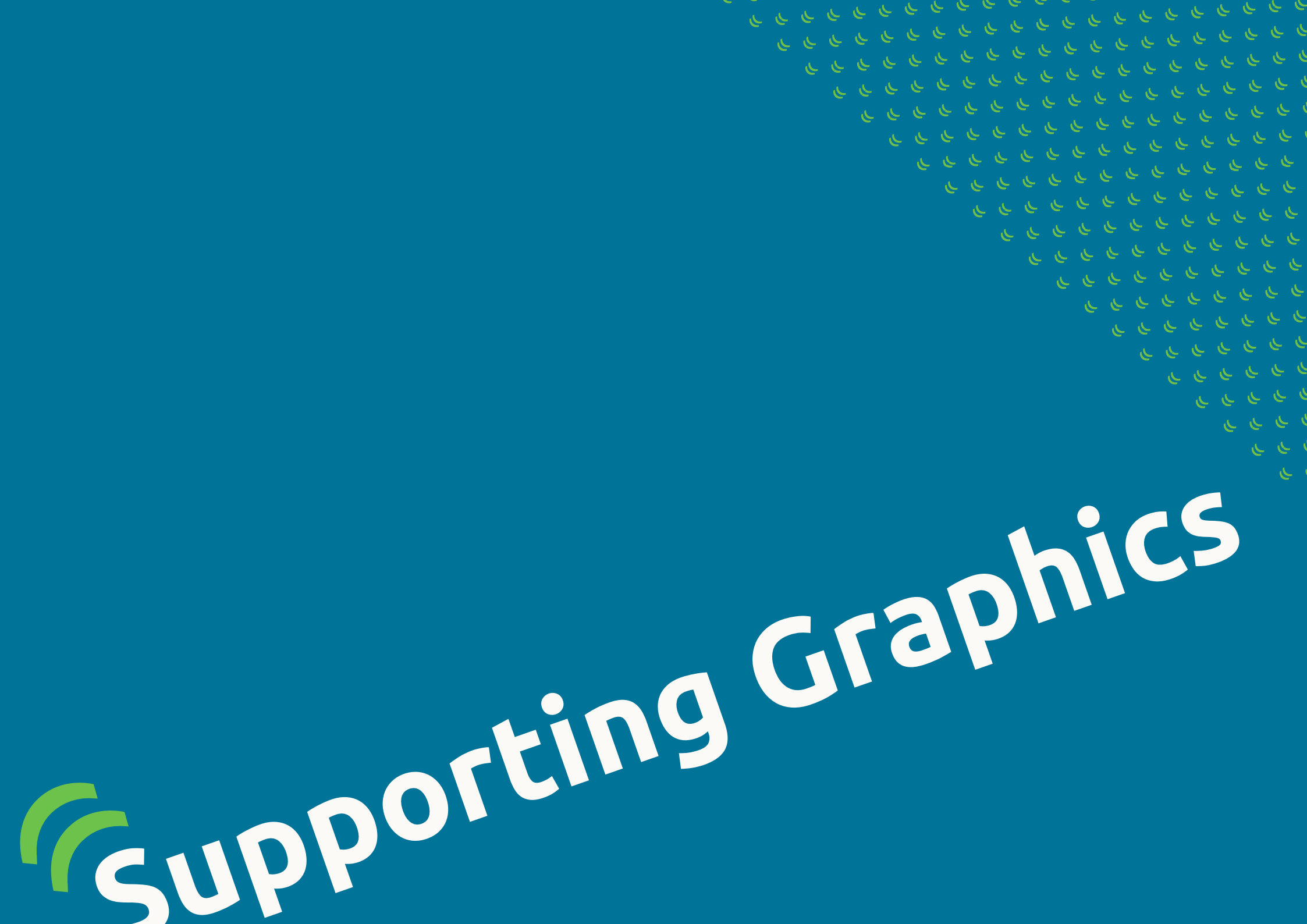
Supporting Graphics

Motion Lines

The motion lines used in our logo may be used independently of the logo. These have been supplied in each of the colors in our color palette.

The motion lines may be rotated, scaled to any dimensions, and/or displayed on contrasting color backgrounds.

Vector Pattern

The SMACK vector repeating pattern has been supplied in all of the SMACK colors. It may be rotated, scaled to any dimensions, and/or displayed on contrasting color backgrounds.

For more information, please contact **evelynne@eunoiacreative.com.au**