



SMARTBNBKIT

BRAND IDENTITY

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OVERVIEW & OBJECTIVES

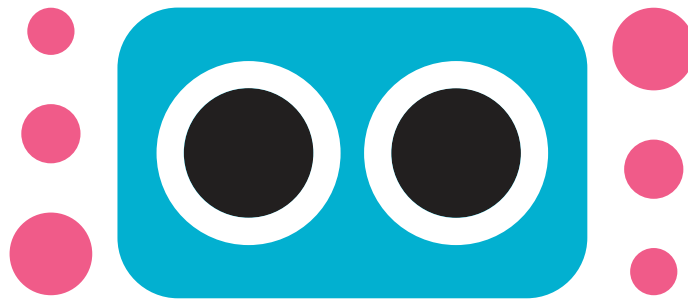
What does the brand do and what concepts we kept in mind to build its identity.

On the next page, the concept can be repeated and show itself bigger to be highlighted.

“Live there. Smarter”

STRUCTURE

The brand was thought by keeping in mind different elements:



Isotype



Isologo



Isologo - Variation 2

TYPOGRAPHY

Bariol

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

? ! / () [] { } = + ; : . , < > “ ” ~

TYPOGRAPHY

Bariol Bold

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

? ! / () [] { } = + ; : . , < > “ ” ~

TYPOGRAPHY

Bariol Italic

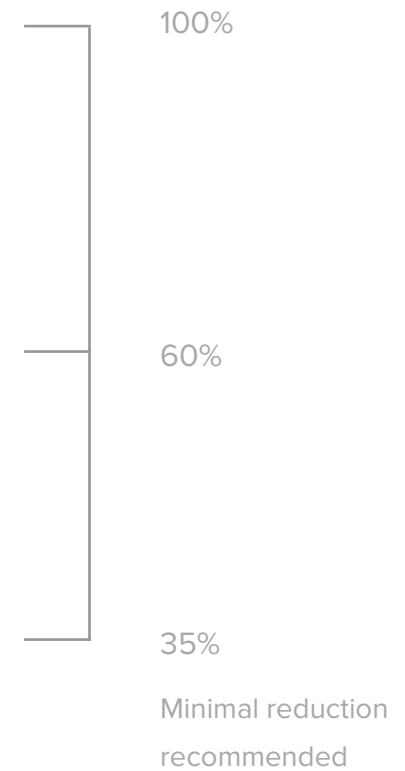
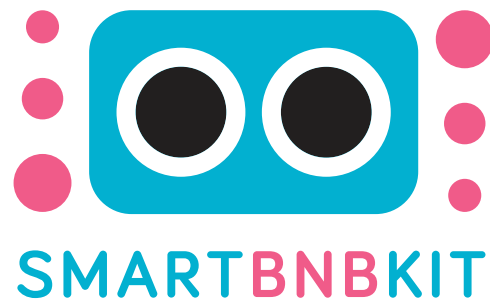
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

? ! / () [] { } = + ; : . , < > “ ” ~

SIZE REDUCTIONS



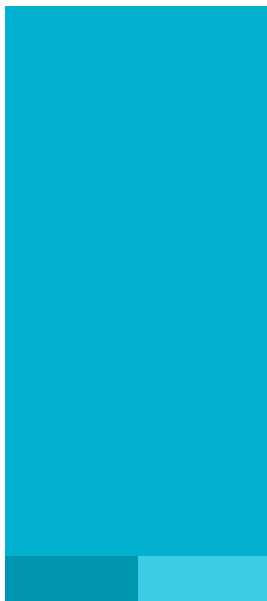
SAFETY SPACE



Safety module

36 x 36 px • 0.37 x 0.37 inches • 0.95 x 0.95 cm

COLOR PALETTE



HEX #02B0D0

R: 2
G: 176
B: 208

C: 73%
M: 8%
Y: 14%
K: 0%



PANTONE
Solid Uncoated
631 U



HEX #F05B89

R: 240
G: 91
B: 137

C: 0%
M: 80%
Y: 20%
K: 0%



PANTONE
Solid Uncoated
2039 U

BACKGROUNDS



