SMART®
Visual Identity Guidelines

SMART

Content

**Welcome to the**

SMART. Visual Identity Guidelines.

Our visual identity expresses who SMART is now and who we want to be in the future. It is designed to bring a strong SMART identity to the marketplace across all mediums while allowing room to grow and evolve. It positions SMART as a digital–first organization and bridges SMART's product focus and purpose in a real, tangible way.

This guide is a strategic point of reference for the creators behind all SMART visual materials and is designed to give you the guidance and tools you need to communicate a strong, consistent, and differentiated SMART identity across all mediums.

SMART

About our master brand

SMART is a leading brand that stands for **quality**, **trust** and **credibility**. The strength of SMART elevates and unites all of our sub-brands, ingredient brands, and endorsed brands.
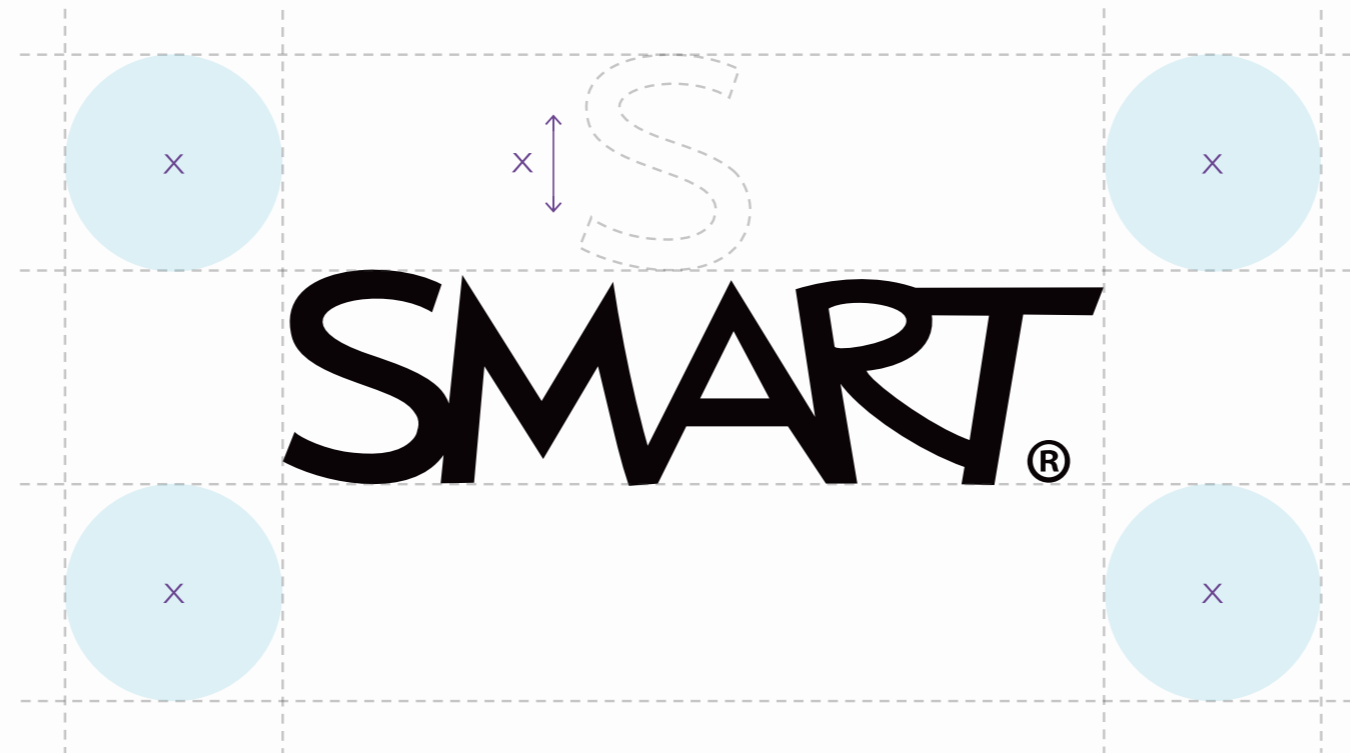
Character of our master visual identity ⟶

Human

Joyful

Connected

SMART®

Simple

Proud

Active
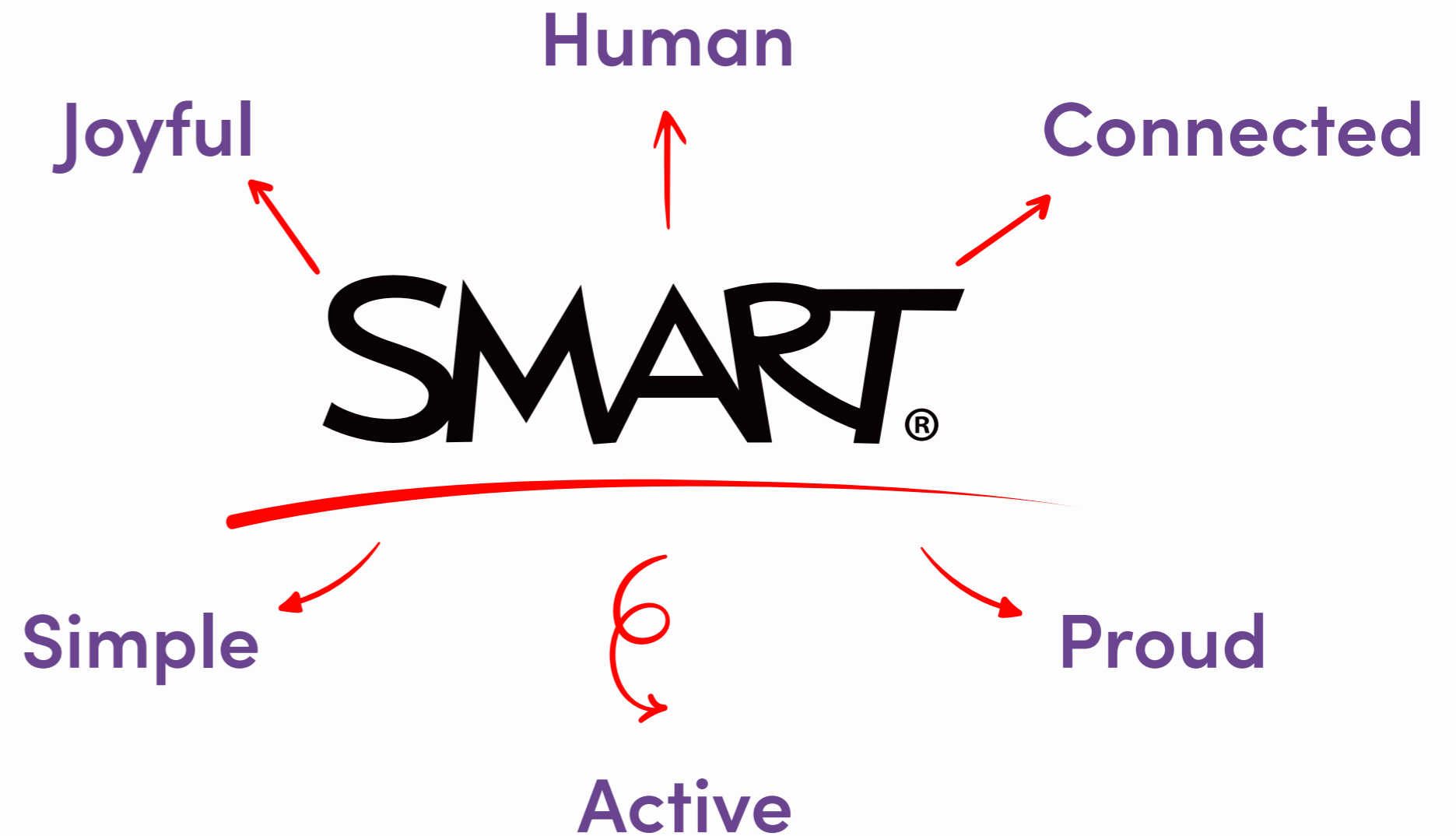
Logo

Our logo should be instantly recognizable anywhere it appears.

The SMART logo can only be represented in black and white in vector (EPS), JPG and PNG files.

Clear space

Our logo must have a margin of clear space on all sides equal to the cap height of the "S."

There are some exceptions, such as in social media and when the logo appears alongside a partner logo.
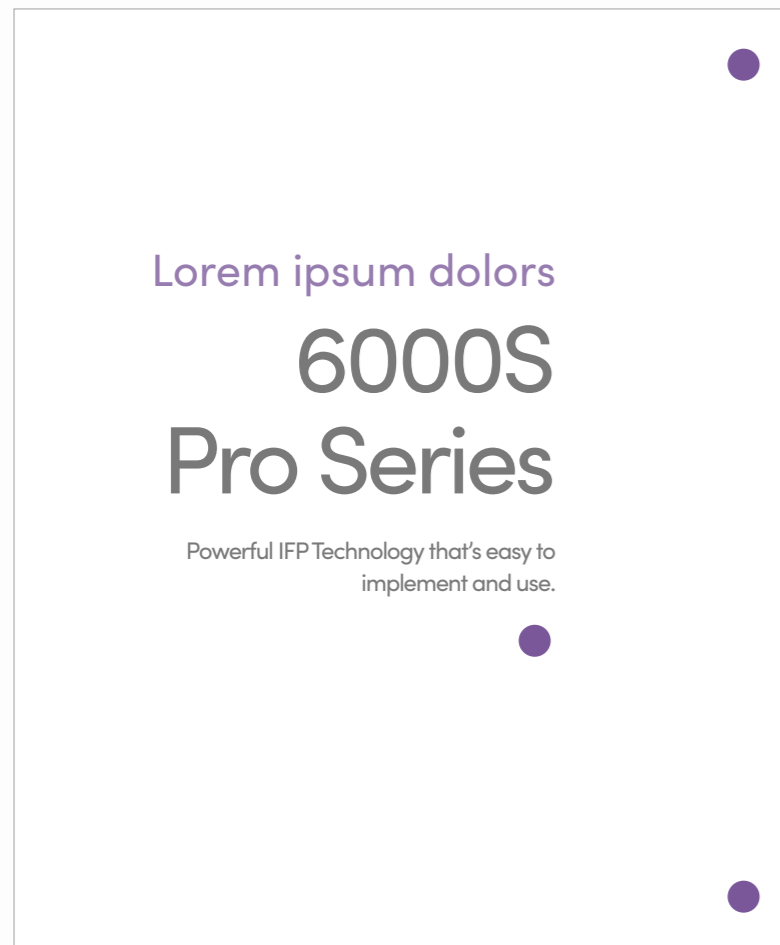

100px — web
.75" — print
50px — app-related materials
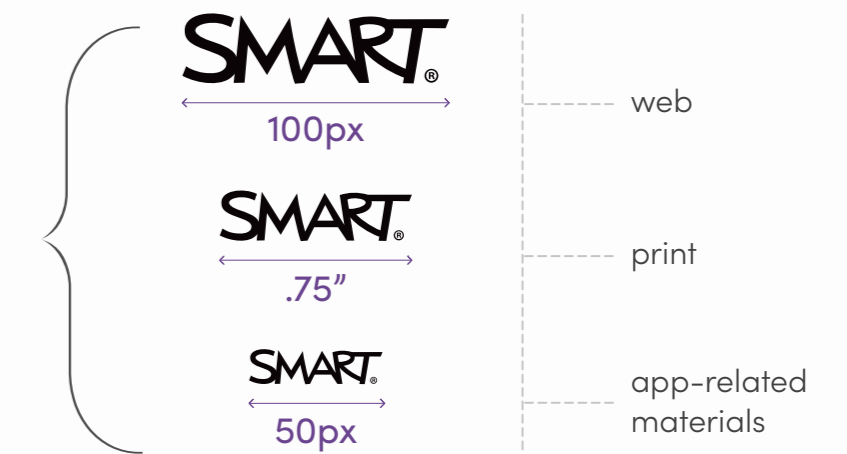
Logo size

The logo must be proportionally scaled. Minimum logo size for print is 0.75" (print), 100px wide (web) and 50px (app-related materials).
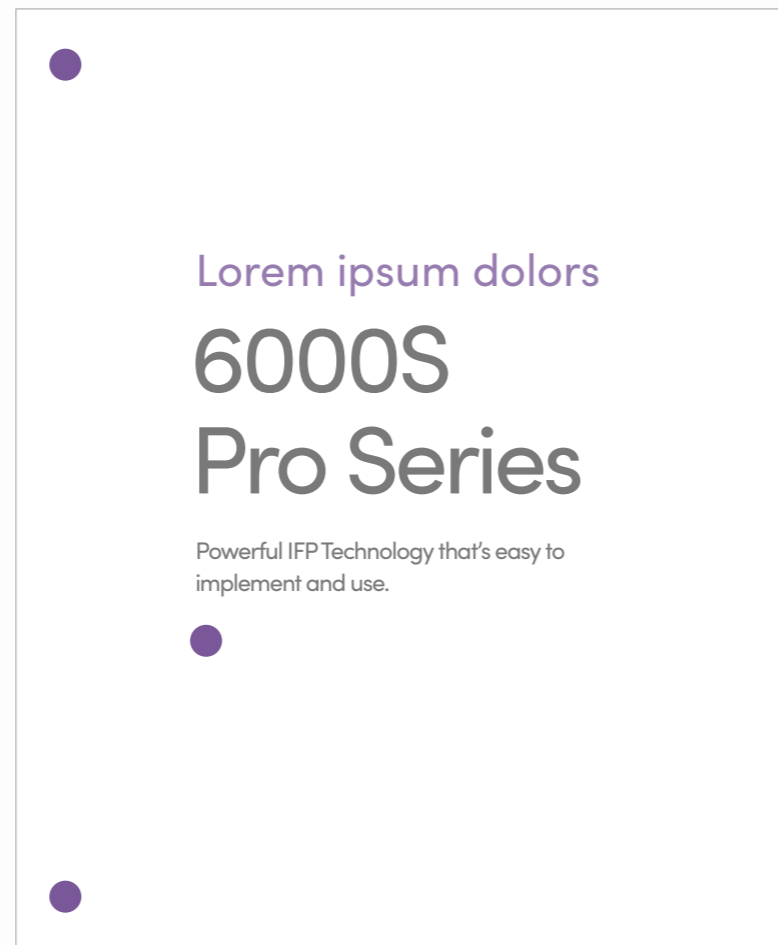
Logo Placement

Logo with right-aligned copy

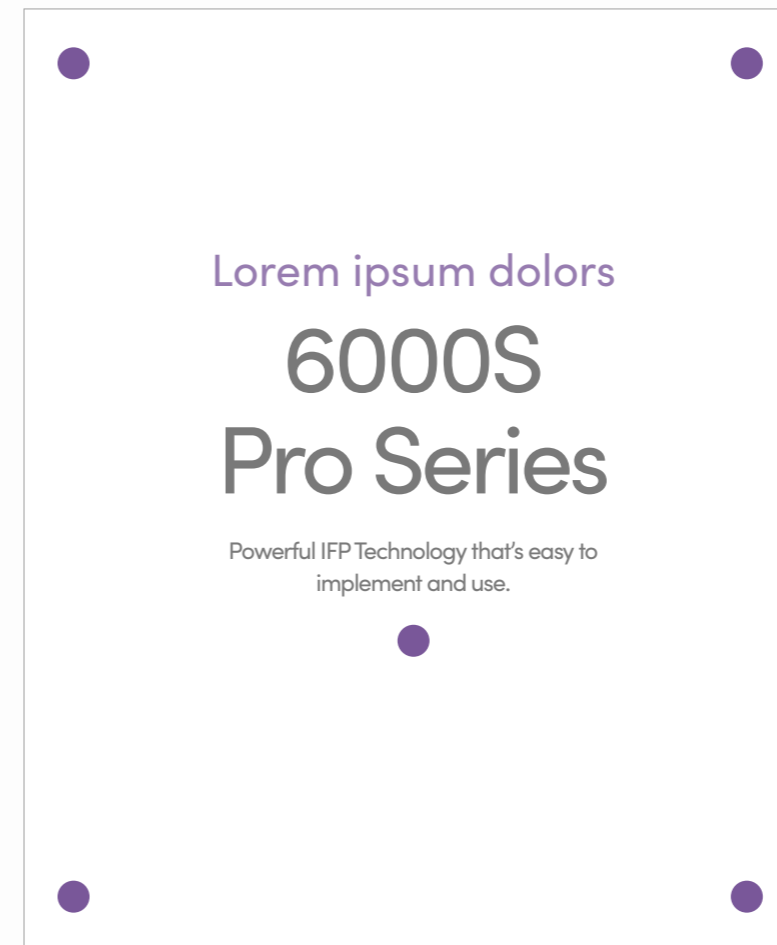Place logo in one of the right corners OR right align to copy

Lorem ipsum dolors

6000S
Pro Series

Powerful IFP Technology that's easy to implement and use.

Logo with left-aligned copy

Place the logo in one of the left corners OR left align to copy

Lorem ipsum dolors

6000S
Pro Series

Powerful IFP Technology that's easy to implement and use.

Logo with centred copy

Place logo in one of the four corners OR centre align to copy

Lorem ipsum dolors

6000S
Pro Series

Powerful IFP Technology that's easy to implement and use.

Logo with no copy

Place logo in one of the right corners OR in the centre
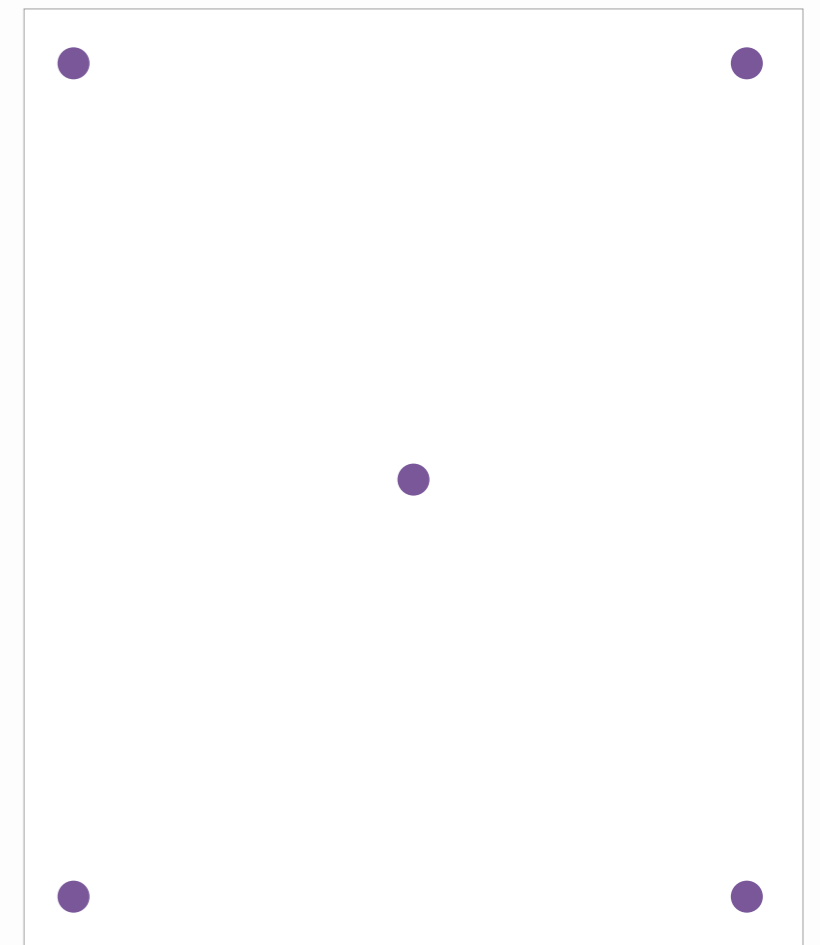
With partner logos

When pairing our logo with a third-party logo, always ensure that our logo is equal to or larger in size than the third-party logo.

SMART.

Logo Do

✓

Do place reversed logo on color background

✓

Do place black logo onto white background

Logo Don't

✗ Don't place reversed logo on color background

✗ Don't add a drop shadow

✗ Don't use the logo in colours other than black or white

✗ Don't add a tagline

SMART

Primary for all SMART

● **Purple**
Hex #6A448E
RGB 106/68/142
CMYK 69/83/0/0
Pantone 7678C
AA compliant LG & SM text

● **Blue**
Hex #017DB7
RGB 1/125/183
CMYK 98/24/1/3
Pantone 7461C
AA compliant LG & SM text

○ **White**
Hex #FFFFFF
RGB 255/255/255
CMYK 0/0/0/0

Purple = creativity, wisdom, pride	Blue = kindness, inspiration, reliability	White = a new beginning, simplicity
80% | Hex #8769A4	80% | Hex #3398C5	
70% | Hex #967CAF	70% | Hex #4CA5CC	
60% | Hex #A58EBB	60% | Hex #66B2D3	
30% | Hex #D1C6DC	30% | Hex #B1D8E9	
15% | Hex #E8E2ED	15% | Hex #D8EBF4	
5% | Hex #F6F4F8	5% | Hex #F1F8FB	

COLORS

Secondary for all SMART

Gradient
=
seamless transition, evolution, innovation, premium

#017DB7
Blue

#6A448E
Purple

#6A448E
Purple

#017DB7
Blue

45°

45°

Secondary for Education materials

Yellow
=
optimism, joy

Yellow
Hex #FECC4F
RGB 254/204/79
CMYK 0/20/69/0
Pantone 1225 C

Secondary for Business and Channel Partner materials

Gray
=
dignified, intellect, refined, authoritative

Gray
Hex #404040
RGB: 64/64/64
CMYK 0/0/0/74
Pantone 447 C
AA compliant:
LG, RG text

80% | Hex #333333
70% | Hex #4C4C4C
60% | Hex #656565
30% | Hex ##B1B1B1
15% | Hex #D8D8D8
5% | Hex #F1F1F1

Tertiary for Education materials

Light Blue
Hex #159BD9
RGB 21/155/217
CMYK 85/21/0/0
Pantone 2925C

| 80% | Hex #40CCE4 | 70% | Hex #58D3E8 | 60% | Hex #70D9EB | 30% | Hex #B7ECF5 | 15% | Hex #DBF6FA | 5% | Hex #F2FCFE |

Teal
Hex #11C0DE
RGB 17/192/222
CMYK 80/12/0/13
Pantone 311 C

| 80% | Hex #40CCE4 | 70% | Hex #58D3E8 | 60% | Hex #70D9EB | 30% | Hex #B7ECF5 | 15% | Hex #DBF6FA | 5% | Hex #F2FCFE |

SMART.

Primary

Sofia Pro

Text =
Simple,
No nonsense

Light
a b c d e f g h I j k l m n 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 O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Use in headlines

Regular
a b c d e f g h I j k l m n 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 O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Use in headlines
and body copy

Bold
a b c d e f g h I j k l m n 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 O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Use in headlines, web
buttons or labels, or for
emphasis within body copy

Black
a b c d e f g h I j k l m n 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 O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Contextual for EDU
where appropriate

Primary Text
Hex #404040

Secondary Headlines
Hex #6A448E

Quote Text
Hex #6A448E
White background
No shapes
Clean quotation marks

Citations in Primary
Hex #404040

SMART

Alternates

Arial

Secondary for Education:

Wisely

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
AaBbCcDdEeFfGgHhIiJjKkLlMmNn

Regular

abcdefghIjklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Use in headlines
and body copy

Bold

**abcdefghIjklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Use in headlines
and body copy

Arial is an alternate typeface when Sofia Pro
is not applicable, such as in email signatures,
PowerPoint, Microsoft Word documents and
SMART Notebook templates.

Logo in headlines

The SMART logo is permitted to
use in place of the word 'SMART' in
headlines across social materials,
ad copy, and printed materials.
However, the SMART logo is not
permitted in body copy.

**SMART IS THE
REAL DEAL**

example

SMART

SMART® Lines

Our flagship graphic represents our differentiated and superior technology as well as a timeline of innovation from the invention of the original SMART Board® and the movement to the future.

These graphic lines are a direct nod to our industry-leading walk-up-and-use touch and ink experiences, which are far superior to our competition.

These lines, like the innovation and technology they represent, are active and exclusive; accurate and smooth; fluid and flawless.
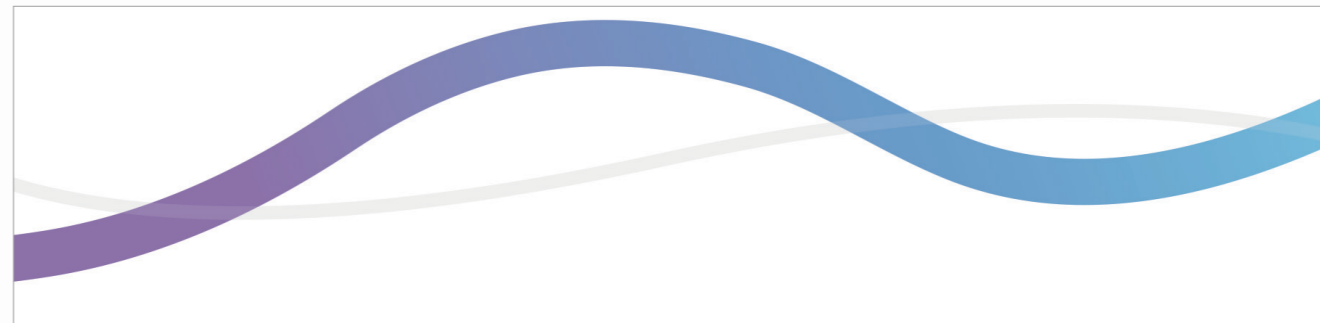
Lines | Always use the lines as a pair. This represents relationships, collaboration, and innovation.

Gradient line + Yellow
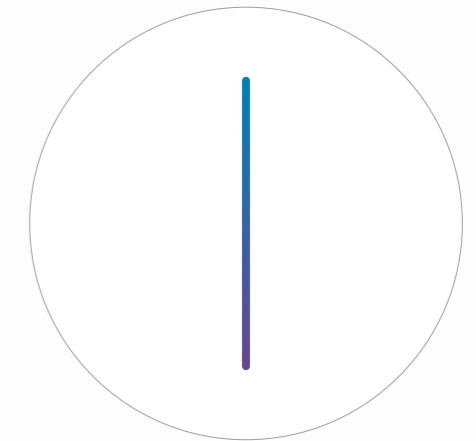

Gradient line + Gray
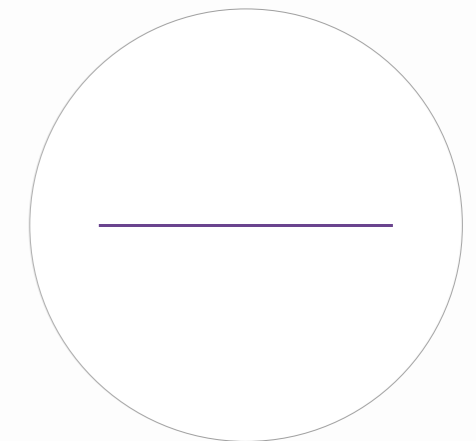

Gradient Background + Line

Separators

Gradient line separator

Weight: up to 3 px
Cap: Round

Solid purple separator


Weight: 1 px
Cap: Square

SMART

Additional graphics

People are naturally inventive and curious, and we help them to create and explore. Echoing the loose, flowing gestures people use when they interact with SMART products, organic, curving shapes express the unique way each person interacts with ideas. Use them as background elements to brighten and add interest to layouts.
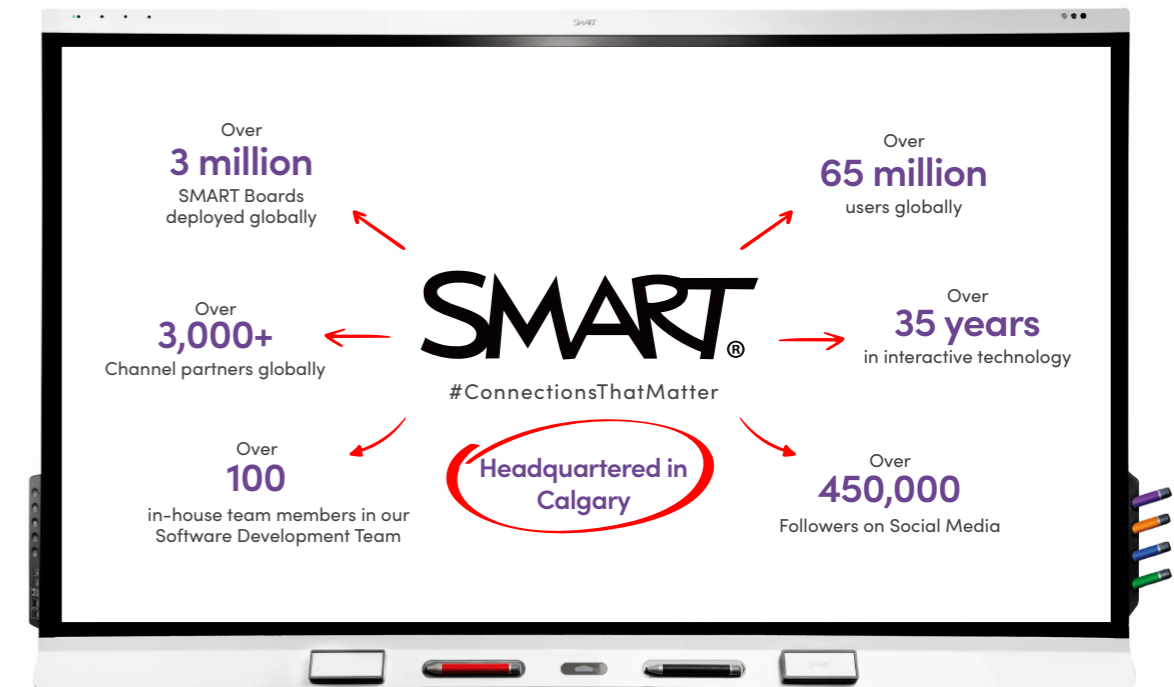
Shapes for Education materials
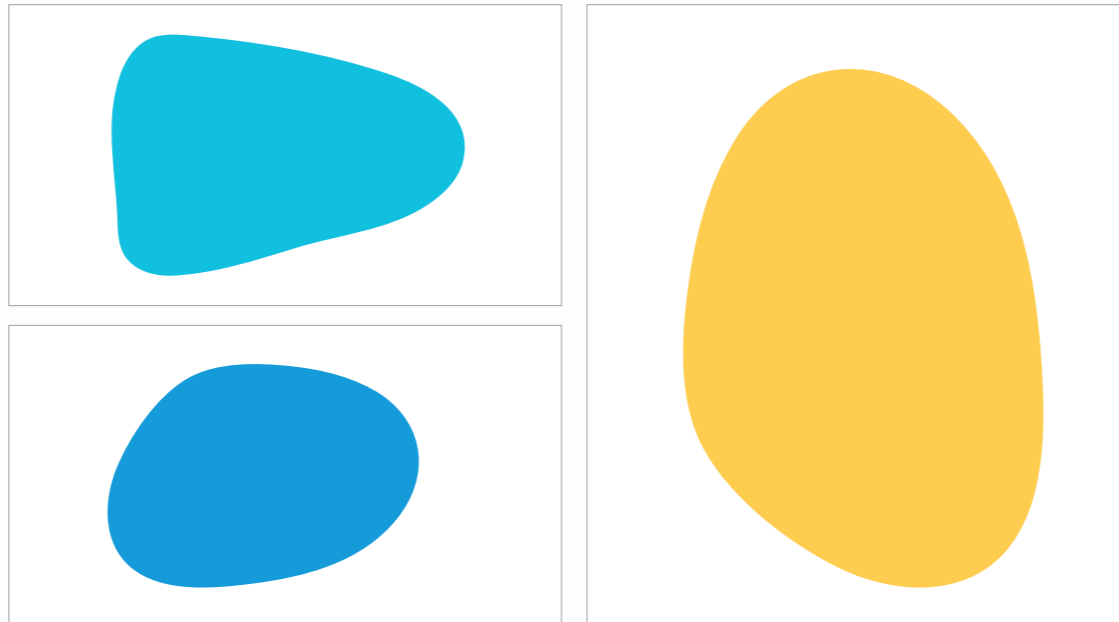
Texture for Business and Channel Partner materials
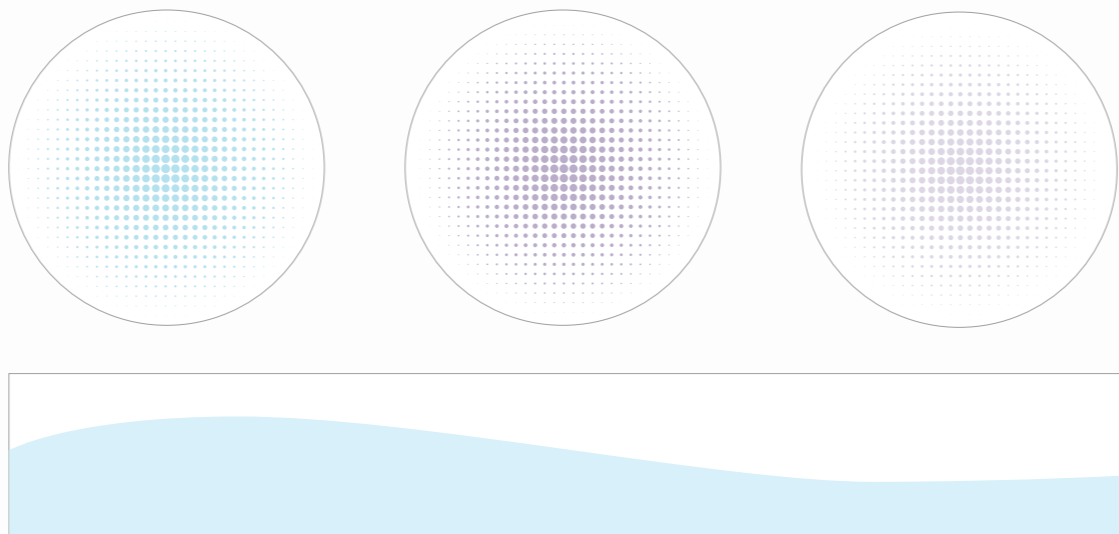
Accents for all SMART

To further demonstrate our dynamic, best-in-class inking, use markup elements to emphasize certain elements of your message. Mark ups should be made in the same colors as our pens:

→ red   yellow ←
→ black   blue ←
→ purple or green ←

Photography

Humanity and authenticity are an integral part of the SMART visual identity. SMART thrives on strong, long-lasting relationships and a focus on what really matters to our customers. Photography is a powerful tool we use to express this brand value in a way that's tangible to our customers.

Across all photography treatments, we put humans first to reflect the way that our technology supports our audiences. We give the tools, guidance and connections to support their work.

Ideally, always use real photos of real people (vs. stock) and include a caption with name, title, school or company, district, and country where applicable.

Subjects should be happy and confident.

There are three main categories of photography we use:

01 Portrait

Real people, natural smiles, diverse cast, eye contact with camera.

example

Where possible, positioned in front of our technology solutions. When SMART products are in the background:

+ Must show bottom bezel of SMART products
+ Must include iQ features on screen
+ Product must reflect true size
+ Rule of 3rds when possible

SMART.

03 **Product**

Creators must use the most current, approved product imagery in all materials.

02 **In-use**

Editorial style, subjects actively engaging with one another and our technology solution.

Photo do: Show 2 or more users interacting with the board at the same time wherever possible.

Avoid: In-use imagery with user standing in front of the board as if presenting only.