

SMART[®]

Visual Identity Guidelines

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Welcome to the

SMART® Visual Identity Guidelines.

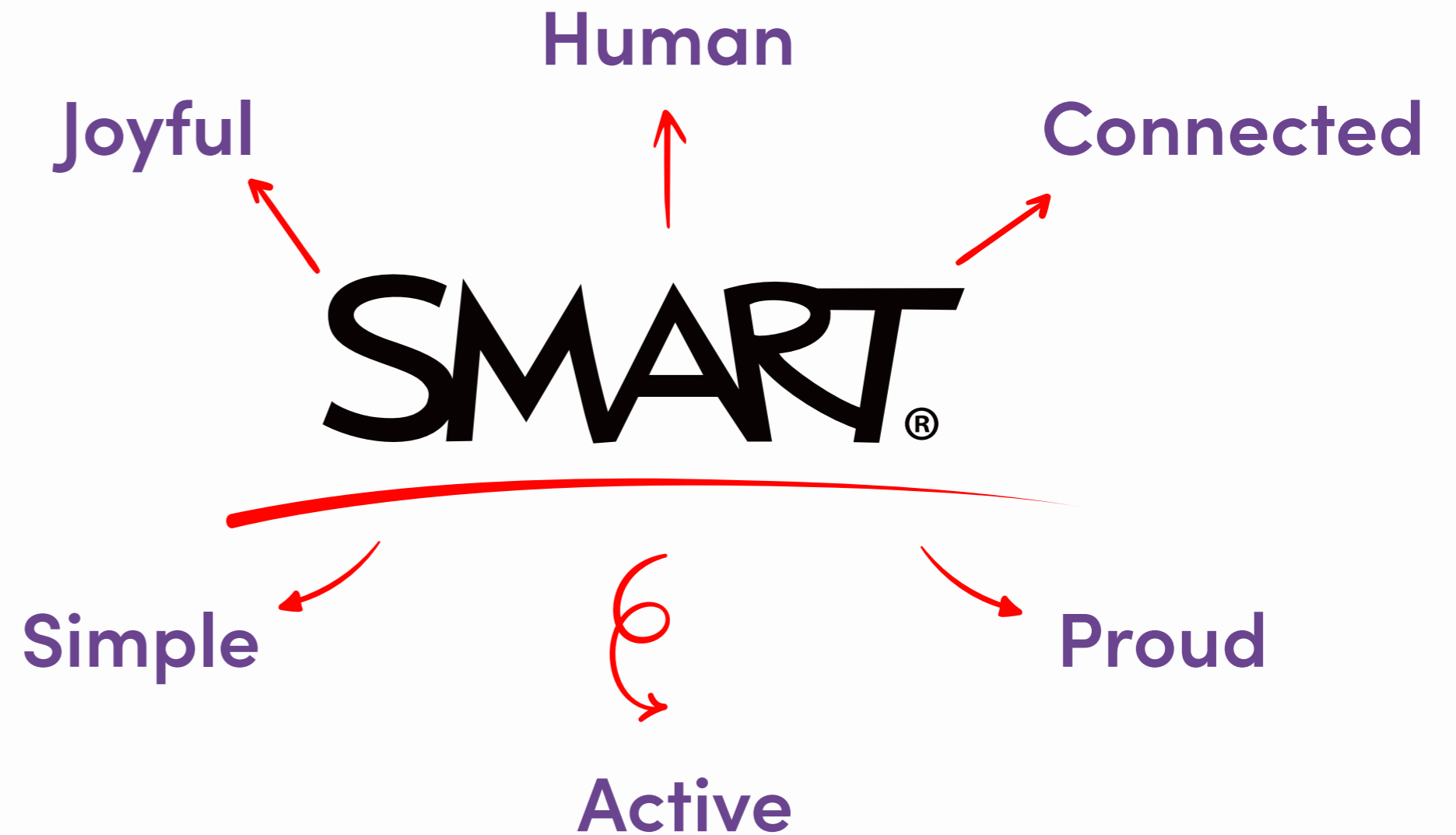
Our visual identity expresses who SMART is now and who we want to be in the future. It is designed to bring a strong SMART identity to the marketplace across all mediums while allowing room to grow and evolve. It positions SMART as a digital-first organization and bridges SMART's product focus and purpose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

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.

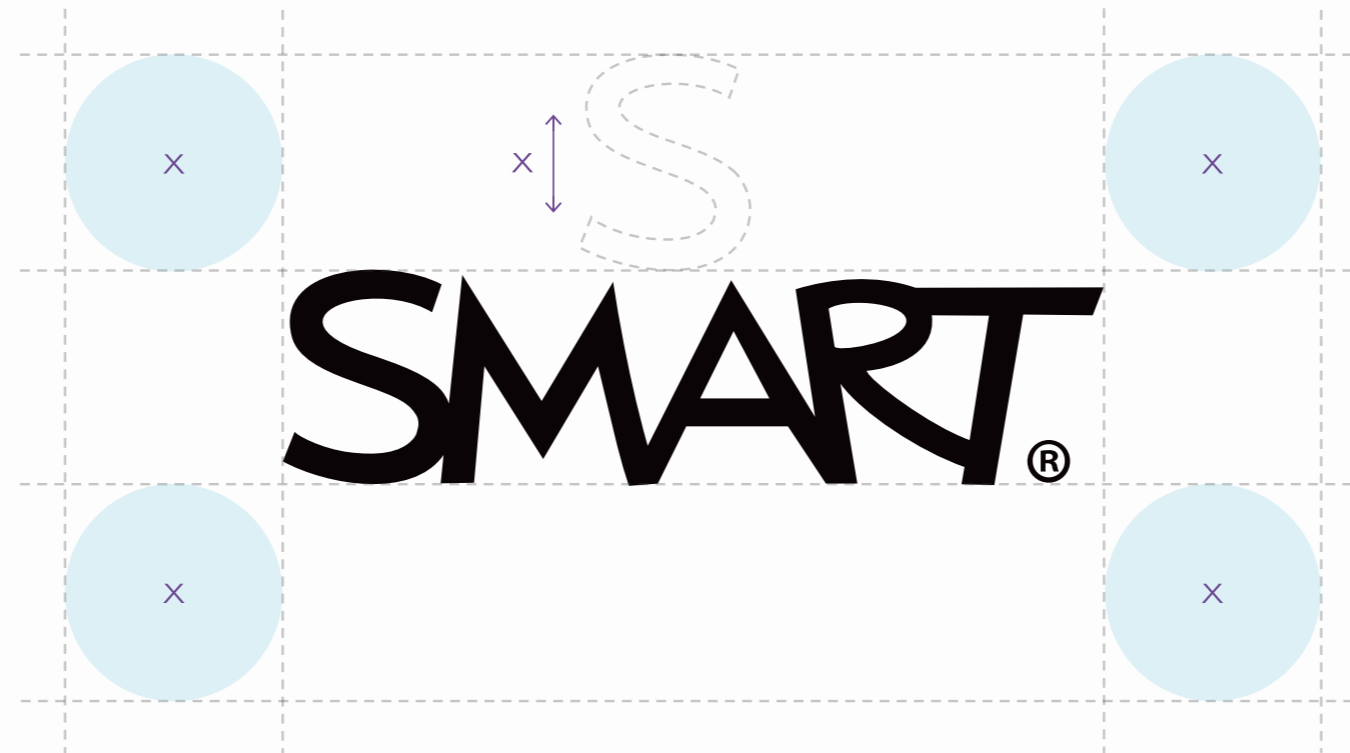
Character of our master visual identity →



Logo

Our logo should be instantly recognizable anywhere it appears.

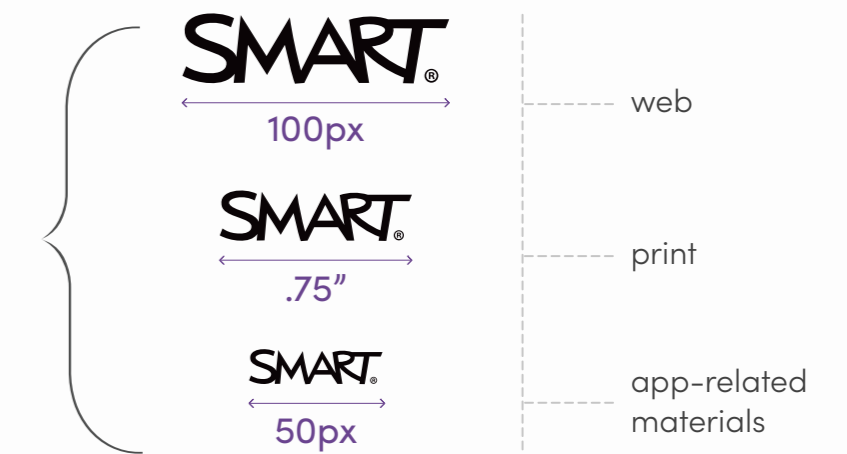
The SMART logo can only be represented in black and white in vector (EPS), JPG and PNG files.



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.



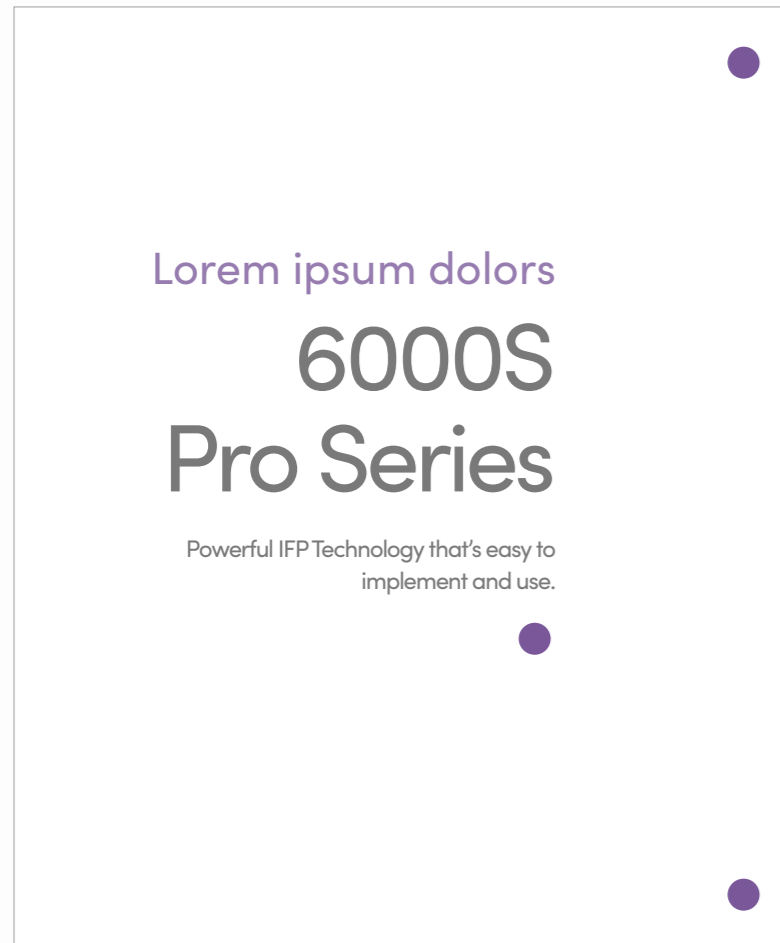
Logo size

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

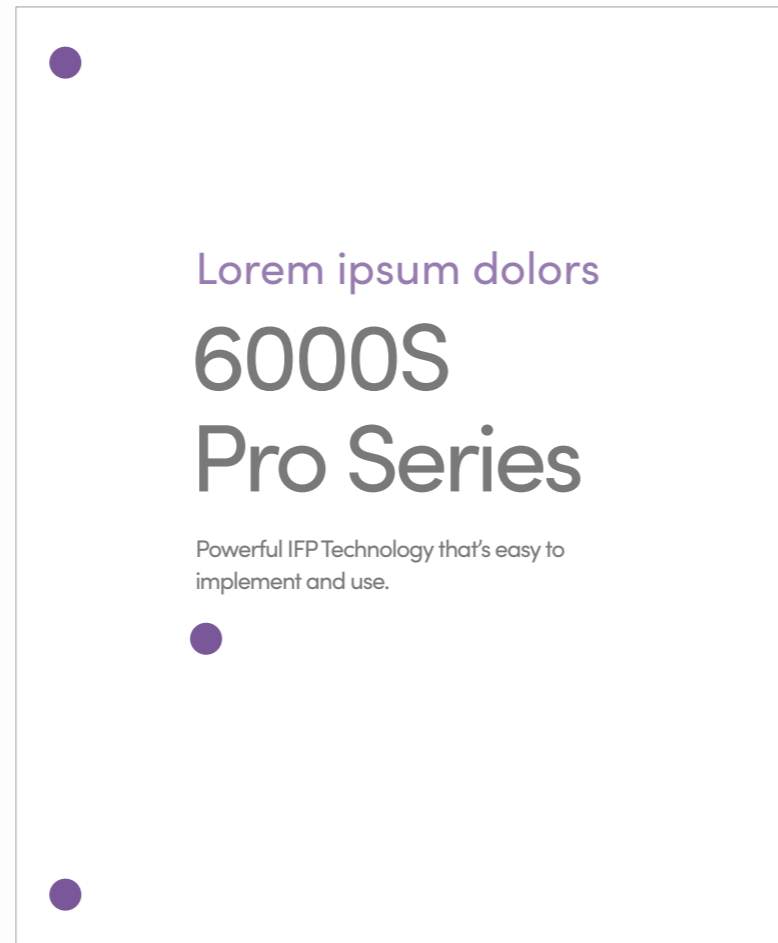
Logo with right-aligned copy

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



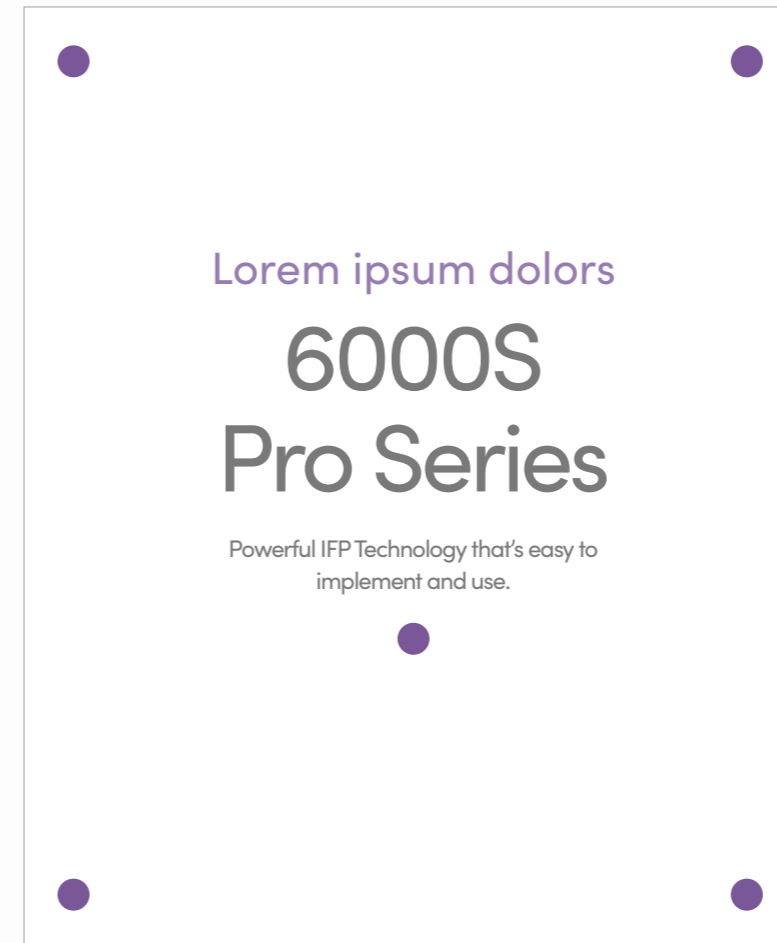
Logo with left-aligned copy

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



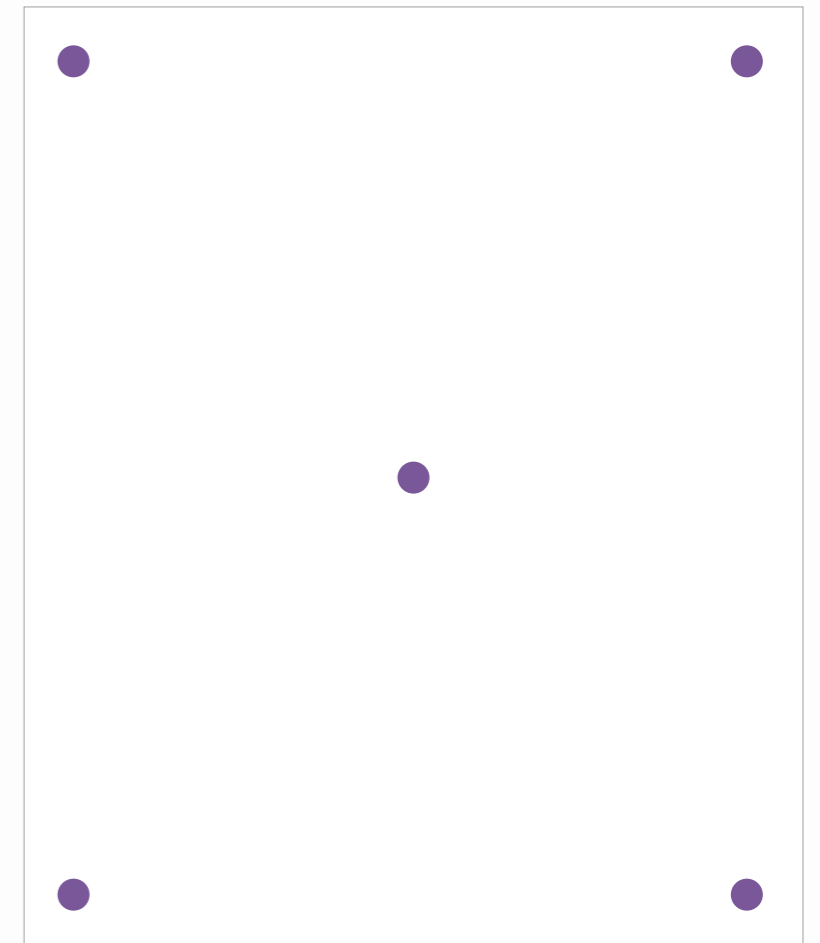
Logo with centred copy

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



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® | your logo®



SMART®
your logo®

✓ Logo Do



Use white logo on purple background



Use white logo on gradient background



Use black logo on white background

✗ Logo Don't



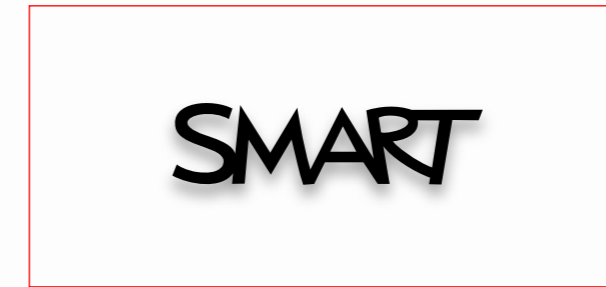
No Logo on Busy Background
Don't place reversed logo on color or busy background



No Alternative Colors
Don't use the logo in any colours other than black or white



Use Vector-Based Format
Whenever possible, use vector formats (.SVG, .EPS) for scaling to ensure that the logo maintains its quality at any size



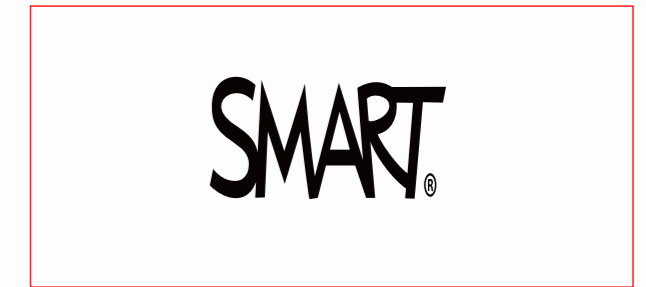
No Additional Elements
Do not add any new elements like shadows, glows, or extra text to the logo



No Alterations
The logo should not be distorted, skewed, or rotated



No Combining with Imagery
Do not add any graphic elements like icons or any other shapes to the logo



Aspect Ratio
Always maintain the original aspect ratio of the logo when resizing



No Mixing
Do not combine logo with other logos or icons without prior approval



Approved Version Only
Always use the approved, high-resolution versions of the logo

Primary for all SMART



Purple

Hex #6A448E

RGB 106/68/142

CMYK 69/83/0/0

Pantone 7678C

AA compliant LG & SM text



Blue

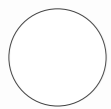
Hex #017DB7

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

Secondary for all SMART

Gradient
=
seamless transition, evolution,
innovation, premium

Secondary for Education materials



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

Yellow
=
optimism,
joy

Secondary for Business and Channel Partner materials



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

Gray
=
dignified,
intellect,
refined,
authoritative

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
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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
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Primary

Sofia Pro

Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Use in headlines

Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Use in headlines
 and body copy

Bold

**abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890**

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

Black

**abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890**

Contextual for EDU
 where appropriate

Text =
 Simple,
 No nonsense



Primary Text
 Hex #404040



Secondary Headlines
 Hex #6A448E



Quote Text
 Hex #6A448E

White background

No shapes

Clean quotation marks

Citations in Primary
 Hex #404040

Alternates

Arial

Regular

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Use in headlines
 and body copy

Bold

abcdefghijklmnopqrstuvxyz
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 or SMART Notebook templates.



← example

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.

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



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.

03 Product

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

