

**SMART**<sup>®</sup>

# Visual Identity Guidelines

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Welcome to the

# SMART® Visual Identity Guidelines.

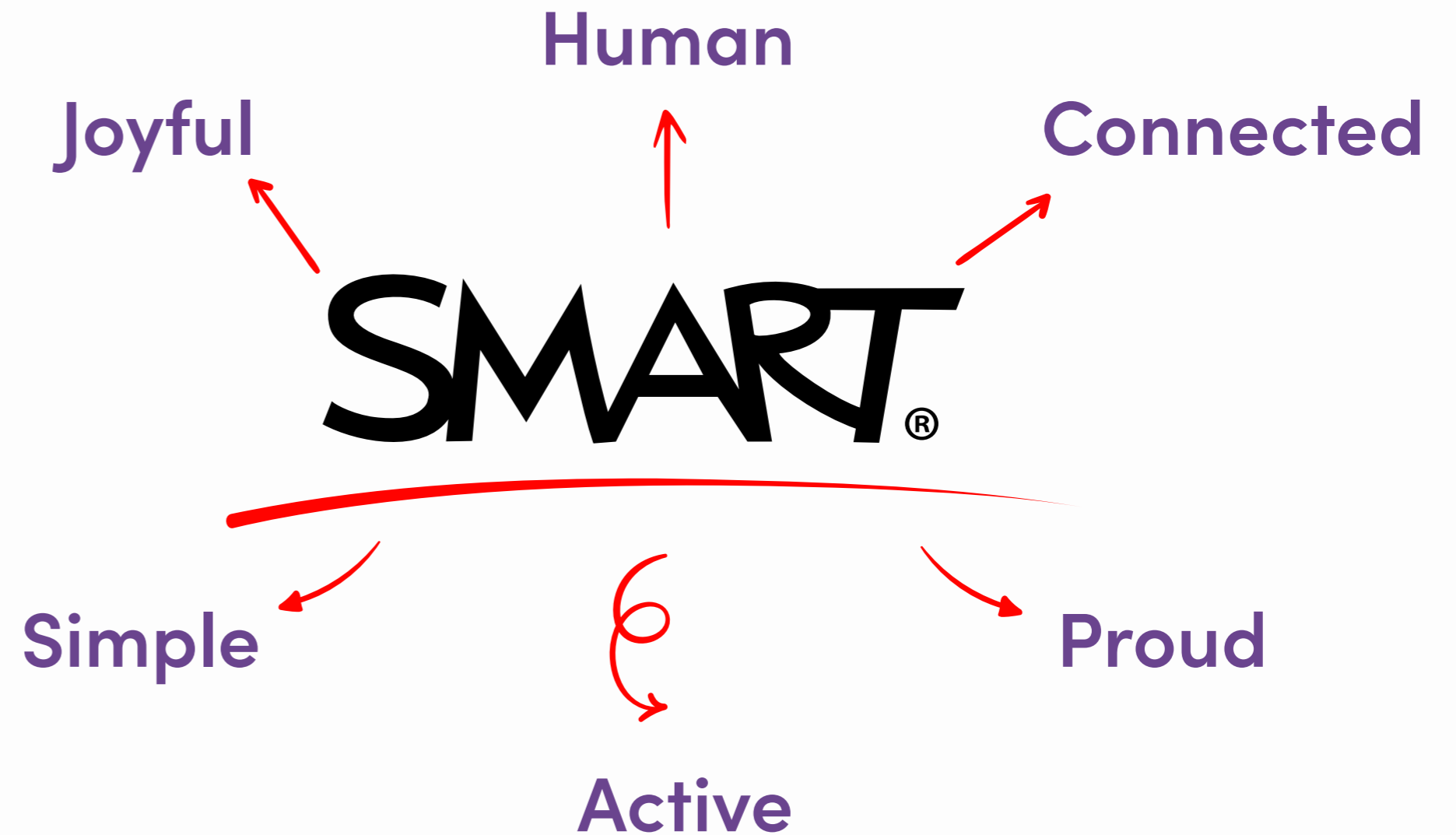
Our visual identity expresses who SMART is now and who we want to be in the future. It is designed to bring a strong SMART identity to the marketplace across all mediums while allowing room to grow and evolve. It positions SMART as a digital-first organization and bridges SMART's product focus and purpose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

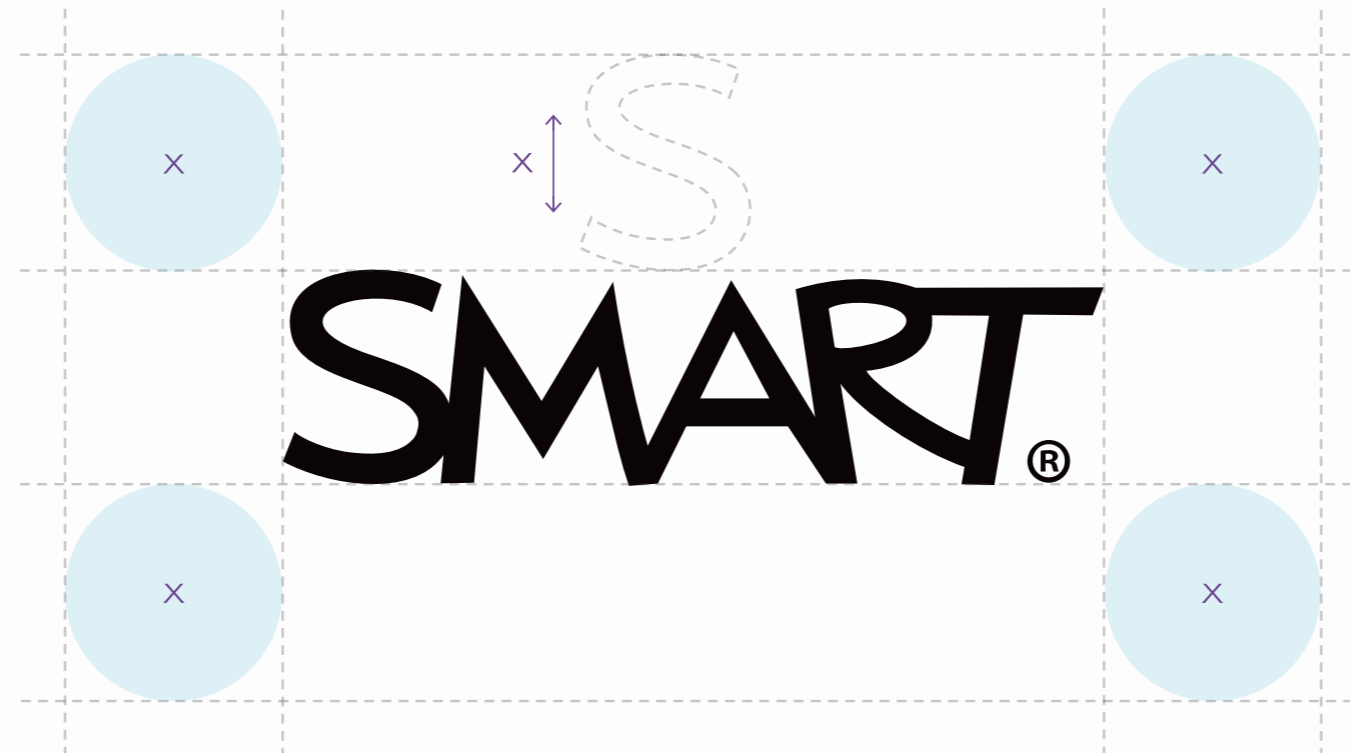
**Character of our master visual identity** →



# Logo

Our logo should be instantly recognizable anywhere it appears.

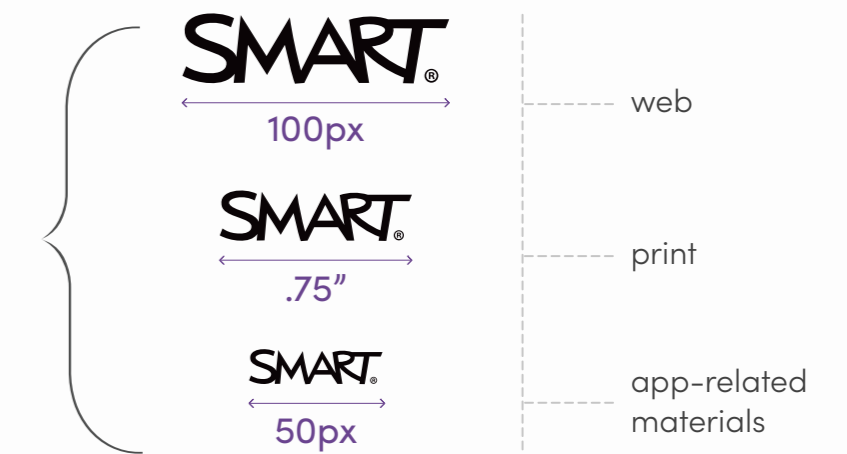
The SMART logo can only be represented in black and white in vector (EPS), JPG and PNG files.



## 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.



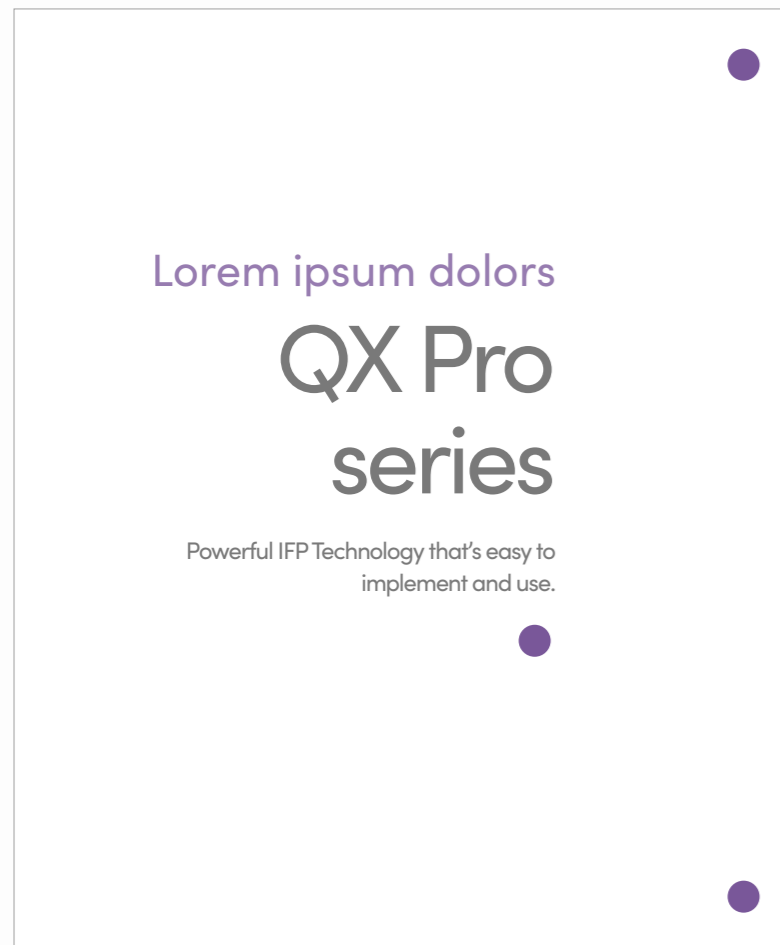
## Logo size

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

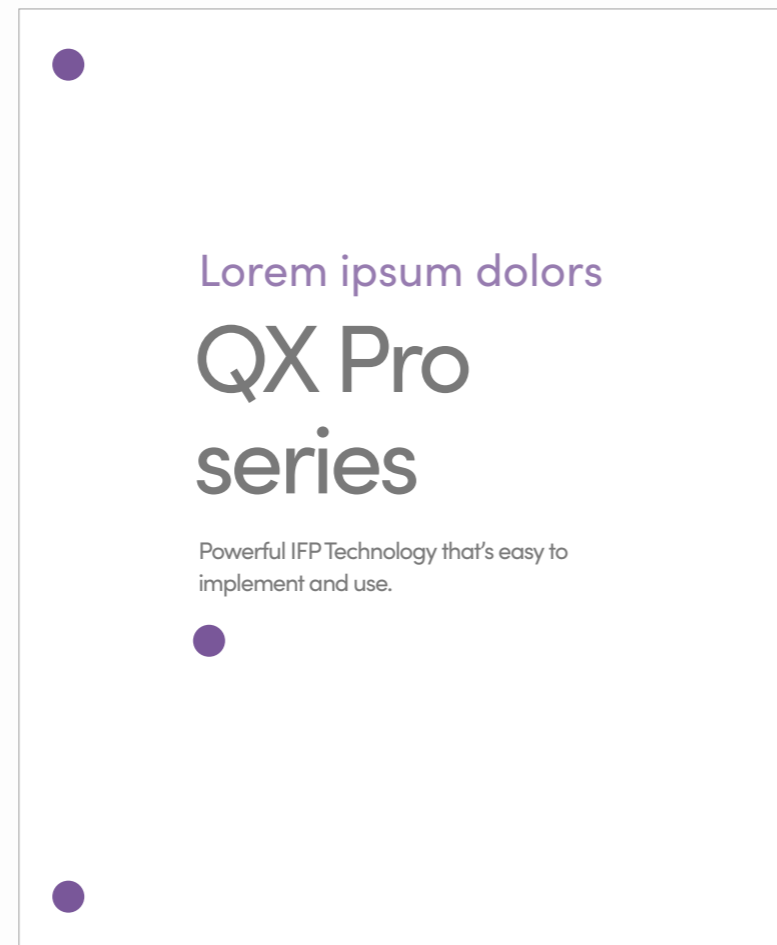
## Logo with right-aligned copy

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



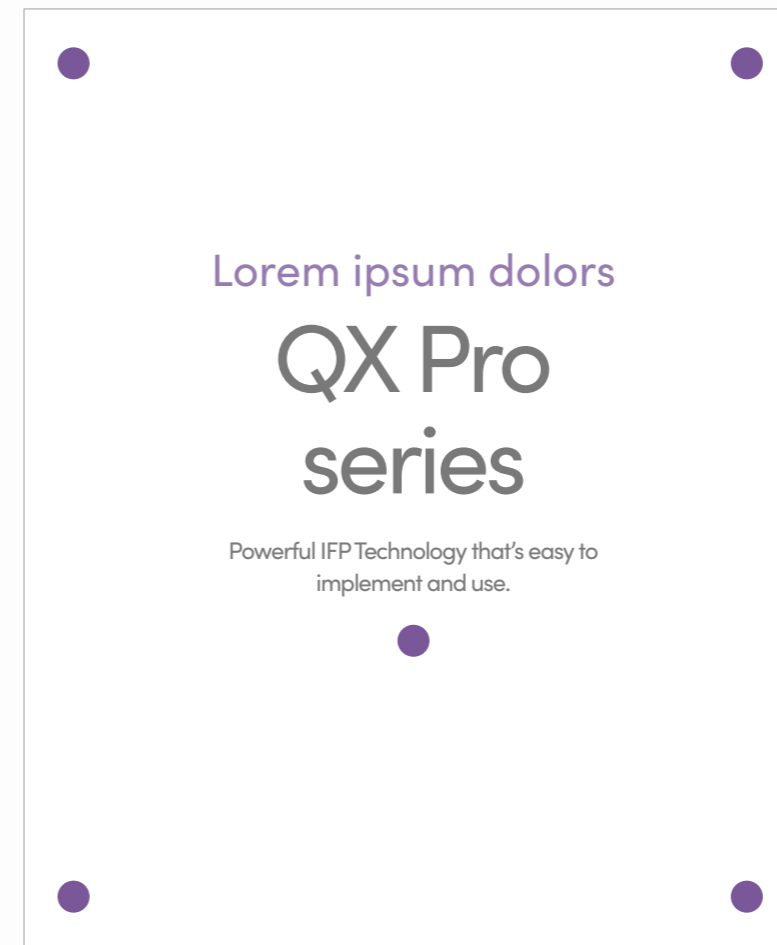
## Logo with left-aligned copy

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



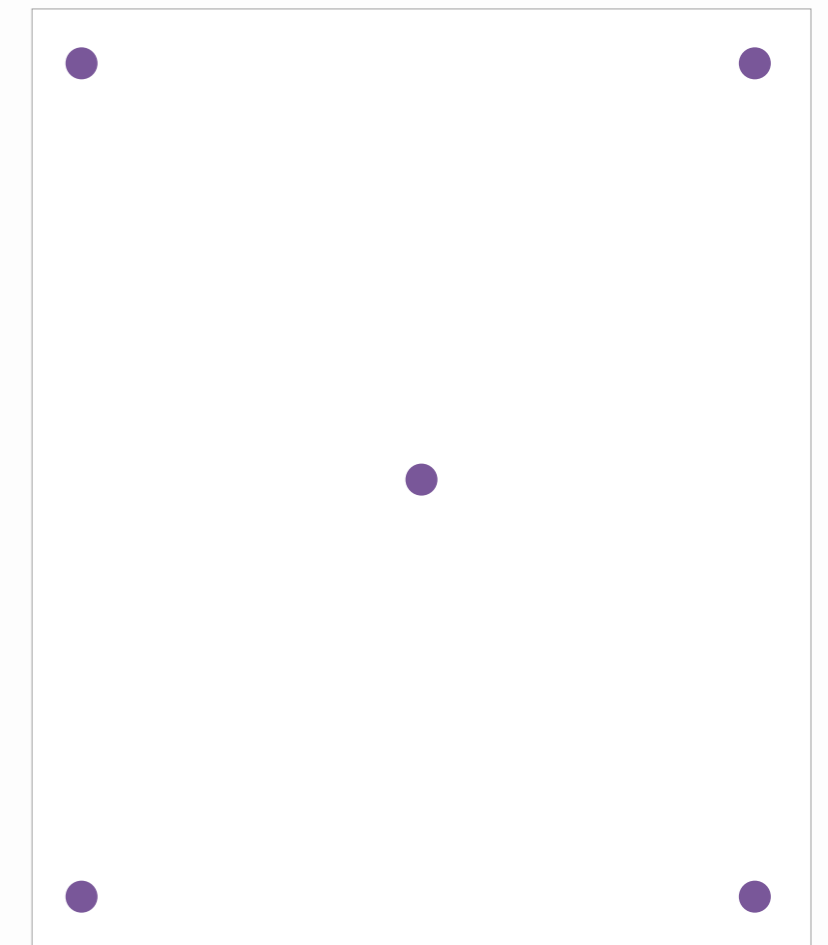
## Logo with centred copy

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



# “SMART for” logo lockups

When producing branded materials, the default should always be the SMART logo.

Approved ‘SMART for’ logos may be used under certain conditions, listed below, to represent specific lines of business. Approved logos include ‘SMART for Education’, ‘SMART for Business’ and ‘SMART for Government’.

They do not need to be used exclusively, but should be chosen strategically to build and represent the brand.

SMART® | Education

SMART® | Business

SMART® | Government

SMART®  
Education

SMART®  
Business

SMART®  
Government

## “SMART for” lockups may be used for the following purposes:

**1. Introductory.** To introduce a prospective customer to the idea that SMART has specific offerings for education, business and government audiences. When used for this purpose, the “SMART for” lockup would be used for the initial audience touchpoint. (e.g. the first slide in a presentation, the first page in a digital journey, etc.) Subsequent audience touchpoints do not require the “SMART for” logo, and should instead use the general SMART logo.

**2. Clarifying.** To clarify a user journey that would otherwise be unclear.

If one of the previous conditions are met, “SMART for” lockups may be used in the following cases:

1. To represent a digital space that is specifically dedicated to education, business or government (eg. the initial web page in an introductory/first-touch digital journey for business audiences, a social media profile that represents SMART as an education brand).
2. In collateral or presentation decks dedicated to a single line of business (eg. the title page of a presentation deck for SMART business solutions)
3. In product as deemed appropriate in agreement with PM and PMK teams

Other uses may be approved by SMART creative/brand teams on an ad hoc basis.

Use logo lockups as the files provided; do not create alternative lock-up variations.

Logo lockups must follow all the same guidelines that apply to general SMART logo usage.

# 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®

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your logo®



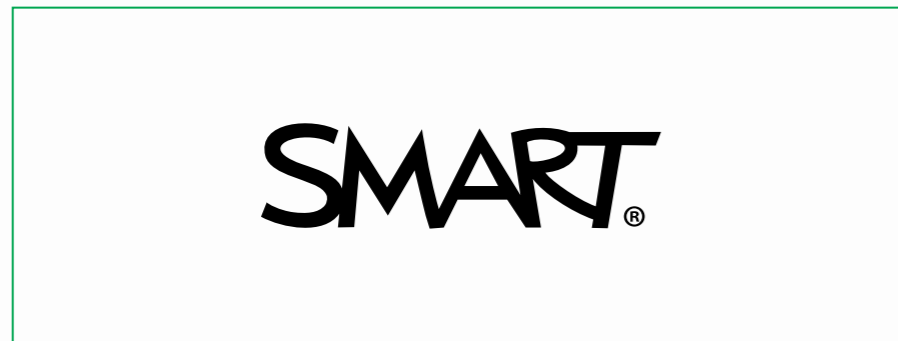
Logo Do



Use white logo on purple background



Use white logo on gradient background



Use black logo on white background

Logo Don't



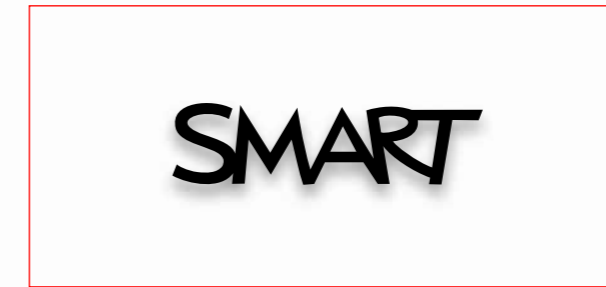
**No Logo on Busy Background**  
Don't place reversed logo on color or busy background



**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



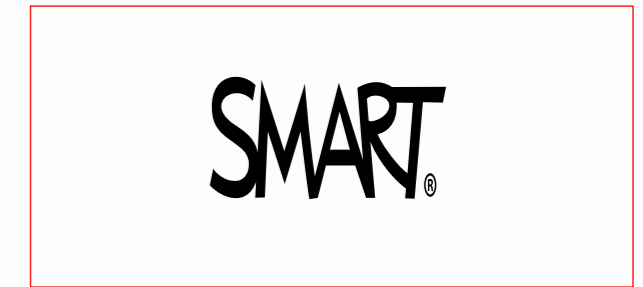
**No Additional Elements**  
Do not add any new elements like shadows, glows, or extra text to the logo



**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



**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**  
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 #44AFE1	70%   Hex #5BB9E4	60%   Hex #73C3E8	30%   Hex #B9E1F4	15%   Hex #DCF0F9	5%   Hex #F3FAFD
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**Teal**  
Hex #11C0DE  
RGB 17/192/222  
CMYK 80/12/0/13  
Pantone 311 C

80%   Hex #41CDE5	70%   Hex #58D3E8	60%   Hex #70D9EB	30%   Hex #B8ECF5	15%   Hex #DBF6FA	5%   Hex #F3FCFD
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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

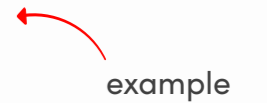
**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

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.



**SMART<sup>®</sup> IS THE  
REAL DEAL**



## 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.



However, the **SMART<sup>®</sup>** 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, including wallpapers, wordmarks and iQ.

