SMART TECHNOLOGIES

Style Guide

Logo

It's important to us that, on a first impression, people know about our commitment to Christ. Consequently, our logo is designed to communicate that commitment, as well as the quality and character of our service.

Since office technology solutions are one of our flagship offerings, the central A of the logo is made to look like folded paper. Additionally, the three lines of this A represent the Trinity.

The red line crossing over "Technologies" both represents the blood of Christ, and the comprehensive nature of our offerings.

Finally, the T in "Smart" has been altered to resemble a cross.

The logo should always be given ample breathing space, and should be displayed in all black or all white on backgrounds that may compromise its readability. Examples of the logo in full color and on a colored background can be seen on the following page.

SMART
TECHNOLOGIES

SMART
TECHNOLOGIES

Design Logic

Smart Technologies is bold, assertive, and contemporary. As a major purveyor of printers, the design logic is meant to harken to imagery and artifacts associated with print.

The **Dots,** for example, mimic half-tone reproduction, and can create headers or other graphic elements. They can be covered with solid red bars - up to 50% - to give a better sense of body.

SAMPLE HEADING

Paper Banners can be used for subheadings. They can be portrayed with or without a **Line.** When used alone, lines should almost always be a shade of red.

Finally, all documents should be designed with at least 0.5" margins, as they will probably be printed.

Fonts

Poppins Bold 48pt.

Poppins Regular 32pt.

Poppins Bold 21pt.

Open Sans 21pt.

Open Sans 18pt. for introductory text.

Open Sans 15pt. for body text.

Open Sans Italic 16pt. for highlights.

Open Sans 10pt. for small print.

Colors

ST Red
RGB: 194 - 37 - 65
CMYK: 17 - 98 - 73 - 6   #c22541

ST Grey
RGB: 77 - 81 - 89
CMYK: 69 - 59 - 50 - 30   #425159

ST Bright Red
RGB: 219 - 65 - 72
CMYK: 9 - 89 - 73 - 1   #db4148

Alt Black
RGB: 0 - 22 - 36
CMYK: 91 - 76 - 55 - 71   #001627

ST Dark Red
RGB: 126 - 25 - 25
CMYK: 30 - 98 - 95 - 37   #7e1919

Jet Black
#000000

ST Blue
RGB: 48 - 185 - 204
CMYK: 69 - 3 - 19 - 0   #30c9cc

White
#ffffff

ST Silver
RGB: 239 - 241 - 253
CMYK: 4 - 3 - 0 - 0   #eff1fd

ST Cream
RGB: 245 - 237 - 240
CMYK: 2 - 6 - 2 - 0   #f5edf0