Primary Logo

Logomark

Logotype

Blue indicates Clear Space. The blue area must be kept free of other elements.

Grey padding indicates Safe Zone.

Magenta indicates type and element alignment and boundaries.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

COLOUR SPECIFICATIONS

Primary
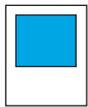
Pantone 303 C	Pantone 431C
C100 M11 Y0 K74	C0 M0 Y0 K75
#003F5F	#636466

Black & White
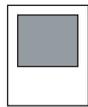
Pantone Black	Pantone Cool Gray 8C
C3 M0 Y0 K100	C0 M1 Y0 K43
#000000	#A1A1A4

Color - Gradient Render
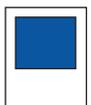
C98 M74 Y5 K0	C82 M35 Y6 K0	C76 M20 Y7 K0
#0056A1	#0088C0	#009FCF
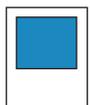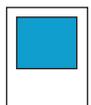
(type colors)

C72 M3 Y26 K0	C58 M9 Y77 K0
#00B5C0	#76B469
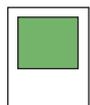
Grey Alternative 1(Dark BG)
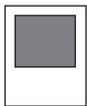
Pantone Cool Gray 10 U	white
C100 M11 Y0 K74	C0 M0 Y0 K
#003F5F	#FFFFFF
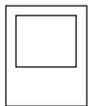
Grey Alternative 2 (Dark BG)
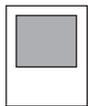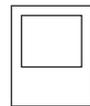
Pantone Cool Grey 7 U	white
C33 M26Y25 K0	C0 M0 Y0 K0
#ADAFB2	#FFFFFF

FONTS USED IN LOGOTYPE

Code Light (2 pt stroke)

1234567890 !$&
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Code Bold (1pt stroke)

1234567890 !$&
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Minimum Logo Width - 14mm
14mm is the safest minimum size.

Website Favicon
Usually saved as a .ico at 16px.

Social Profile Images
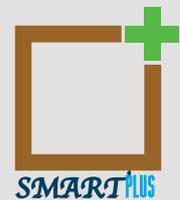Twitter, FaceBook, Flickr etc.

DON'T ABUSE YOUR LOGO

DON'T CHANGE
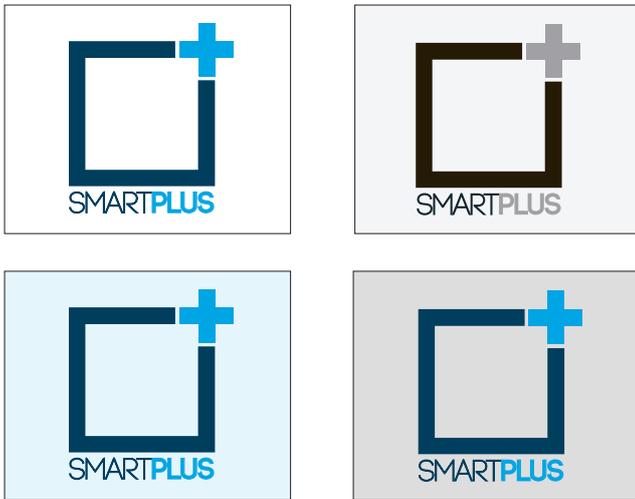ELEMENT POSITION

DON'T STRETCH OR
DISTORT

DON'T CHANGE
ELEMENT SIZE

DON'T CHANGE FONTS
/ COLOUR

BACKGROUND DO'S

Whenever possible, the Smart Plus Logo should be used on a white or light background. For those application tha require a background color, the following guidelines should be followed.
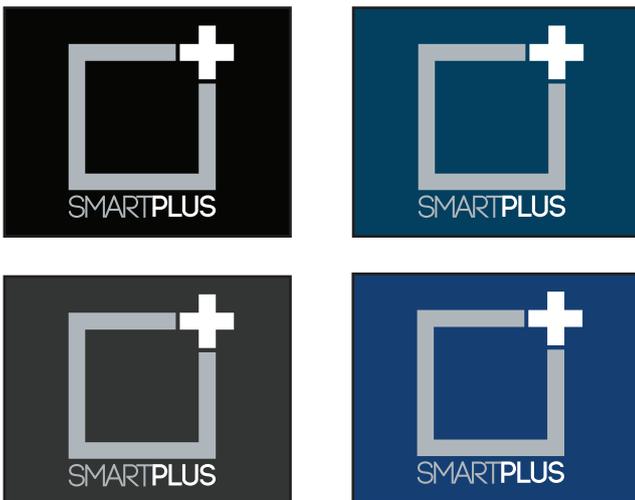
BACKGROUND DON'TS

Avoid using the Smart Plus Logo on a busy background or backgrounds with the similar color of the Smart Plus logo.
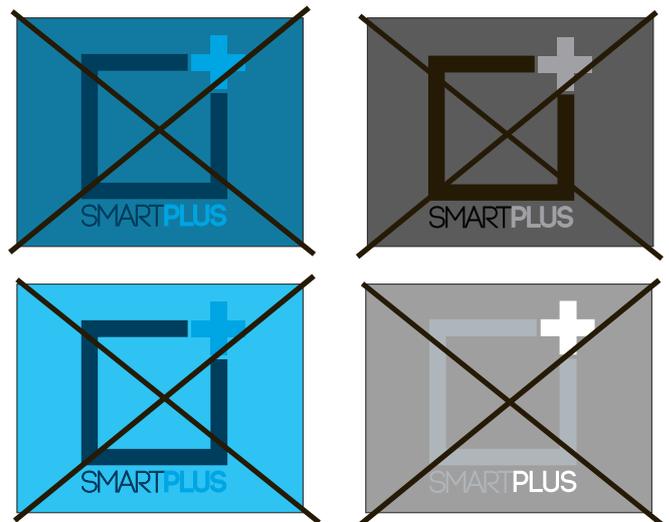
Don't use the logo on a pattern or photogrpahic background.
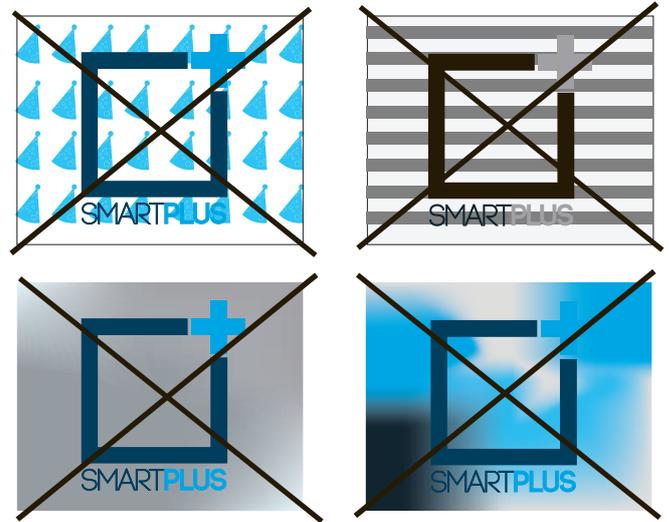
For dark backgrounds, use grey version whenever possible.

Don't use the logo on a background color that is similar to the colors in the logo.

When color spot (CMYK) is not available , use the single color vesion

...use the white version instead