

# BRAND IDENTITY - SMART TOOLS



ITEM TITLE: Smart Tools 3 Logo V1

ITEM TITLE: Smart Tools 3 Logo V2

TITLE: Smart Tools 3 Brand Identity

CLIENT: Research Machines PLC

PURPOSE: To update this data management software identity in relation to its version number and bring it in to line with other product branding that it interfaced with.

## Smarttools Stylguide

**Overview**  
 This document sets the styling for the Smarttools brand. It will help you use the Smarttools logo correctly and gives advice on the right colours and fonts to use across various media.  
 The graphics elements below show the Smarttools Logo branding styling for use on the web or if required for print (e.g. packaging or materials).

Default logo - (Colour use on white only)



Default logo - (Greyed out use on white only)



Default logo - (Greyed out use on black or very dark colour only)



Default logo - (Colour if use on black or individual web backgrounds)



Default logo - (Greyed out use on black, colour and background)



Print 100% CMYK  
 CMYK: #000000  
 Print 20% CMYK  
 CMYK: #000000  
 Print 20% RGB  
 RGB: #000000

**Usage situations for the logo versions**  
 If the logo needs to be placed in a non-white/light colour background it must be in black. If the background is not white, black or grey, it must be in black. If required it is recommended that you use 'Default logo 1'.

**Contact information**  
 RowSELL Design  
 185 Milton Park, Abingdon, Oxon, OX14 4SE  
 Tel: (1235) 923896/923270

For further clarification or requests for changes please contact a member of the RowSELL design team.

**Brand colours**  
 The table below shows the colours which are to be used when working with the logo.

CMYK	28, 02, 95, 16	11, 11, 57, 11	3, 3, 19, 0
Pantone Coated	1865 C	438 C	961 C (80%)
Web safe RGB	1833, 8	204, 204, 100	255, 255, 255
Web safe HEX	#000080	#000080	#FFFFFF

**Exclusion Zone and Sizing for the logo**  
 Space should be left around the logo. No other typography or design elements should fall in any area within a half the height of the logo.



The minimum step for print is 30mm wide. There is no maximum size limit.

The minimum size for vector is 30mm wide (30 pixels wide). There is no maximum size limit.



**Typeface**  
 The typefaces used in the logo, branding and associated material is Futura of which five variants - medium bold for (30mm) & bold for (web) are used. The (T) is a close feature element.

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890@#%&'()\*  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890@#%&'()\*

**Please Don't** under any circumstances:  
 ...place the logo on a angle  
 ...change the type  
 ...stretch the logo  
 ...change or replace individual elements of the logo