

Design and brand guide.

01

Logotype.

When using our logotype wisely and with a good visibility, you'll get the best out of it.



Smartsign™

 **Smartsign™**

Logotype

Our wordmark consists of the word Smartsign, written in a modern and distinct font. The icon symbolizes our position where we wind through digital signage. A industry that is built on displays, that consist of pixels. Shaped as squares.

Our logotype got EU-trademarked in 2012 (a stylized "S" in a square followed by the word "smartsign").

Usage

The logotype as a whole is used as widely as possible. When needed, you can use the icon or the wordmark it self.

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Taglines.

By giving ourselves slogans and taglines, we share a little bit of who we are and what we do. These should be used in indirect contact with the logo.



 **Smartsign**[™]

Keep people informed.

Colors.

We love green in different shades.

If you need a complimentary color, try it out and go for colors that matches our primary ones.

Dark green

CMYK 85 / 3 / 91 / 44

Pantone 349 C

RGB 4 / 106 / 56

HEX #046A38

Medium green

CMYK 73 / 1 / 91 / 17

Pantone 7740 C

RGB 58 / 145 / 63

HEX #3A913F

Perfect green

CMYK 70 / 0 / 93 / 5

Pantone 7738 C

RGB 71 / 162 / 63

HEX #47A23F

Light green

CMYK 51 / 0 / 86 / 0

Pantone 7488 C

RGB 120 / 214 / 75

HEX #78D64B

Black 90

CMYK 67 / 57 / 34 / 60

Pantone 4287 C

RGB 60 / 60 / 60

HEX #3C3C3C

Gray 8

CMYK 0 / 0 / 0 / 8

Pantone –

RGB 240 / 240 / 240

HEX #F0F0F0

Fonts.

We're not robots, but we love Roboto. Readability is our main goal when communicating.

Headings

Roboto Slab Medium

Roboto Slab Bold

Roboto Slab Black

Roboto Slab is a characteristic font that we use in headings to make it stand out.

Body

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

This is our go-to font that we use 90% of the time. It's a clean font that's easy to read and got a good variation of weights.

UI / Web

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

Readability and user-friendly fonts are highly important for us. We use the well-proven font Roboto when possible.

Others

Arial Regular

Arial Bold

When the Roboto-family fonts are unavailable, we use Arial to make it look as similar to our standard font as possible.

Graphic elements.

Use our different patterns and squares to make our communication look good. Yet to enlighten our brand and make it persistent.

Pixels

By letting our four green pixels appear in subtle ways in our communication, we get people to recognize us without having to use our name or logo.

The pixels can be arranged in several ways. Have fun with it and remember to keep the same style as our following examples.



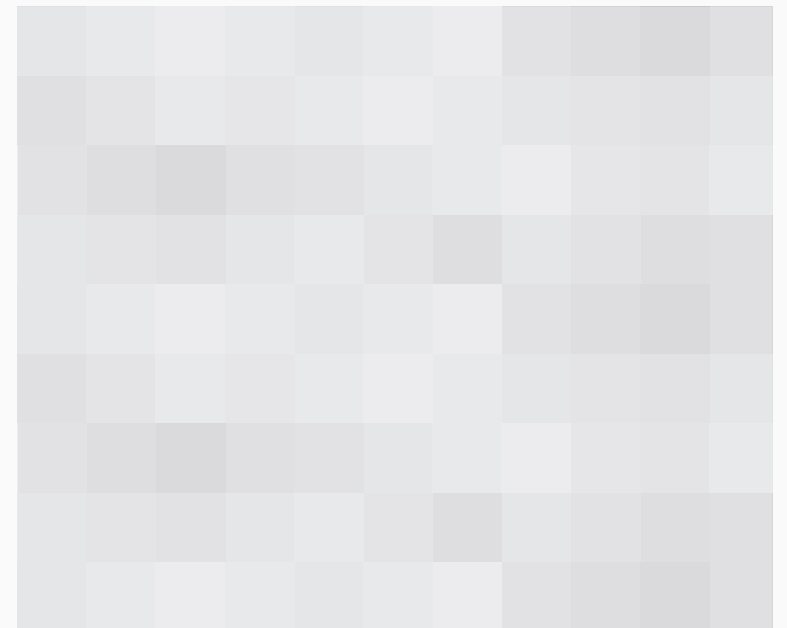
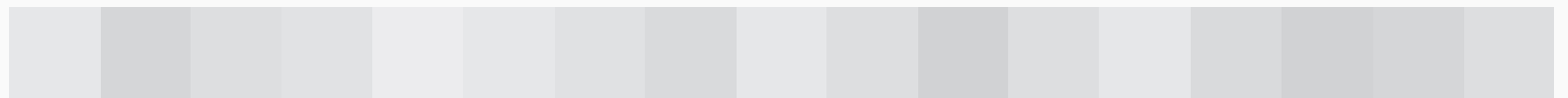
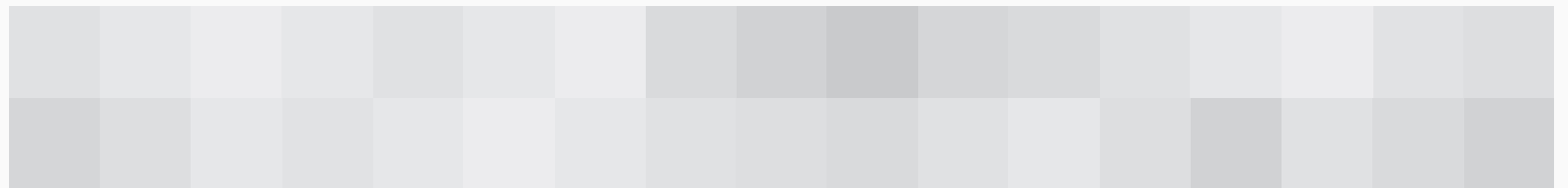
Patterns

Our patterns gives us a vibrant look which help to make our communication look more interesting.

We don't always need to be loud and green. The gray version is perfect when you want to keep a lower profile.

When in need of a background pattern. Use the original ones and put a colored plate above with a bit of opacity.

Our patterns are free to extend when needed. Just keep the same color family and a good blend and you will be safe.



Images.

We like to use images in our communication. These help us become more human, and our product to come alive.

Guidelines for great images:

- Green details
- Screens in real locations
- People in action, using the product, working at Smartsign etc.
- A good variety of people (age, sex, race)
- Keep the same kind of edit and feeling for a persists feeling

Images no-no:

- Too much Stock image-feeling
- Screens that shows sensitive information
- People looking uncomfortable or people having too exaggerated emotions/poses
- Low quality and poor composition



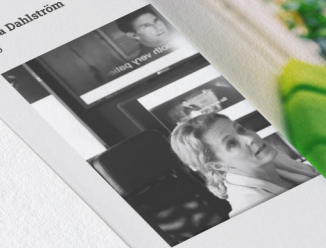
Brand applications.

To get a good idea on how to apply our identity,
look further for some examples.



Versus veni hic et doluptine su...
Torem et volo tem doles min ea vel in...
Tet doluptine sunt endicae sundellat...
parci int estum fuga poam volore et...
modi aliquat verum sit, inimaginatia et

Maria Dahlström
CEO



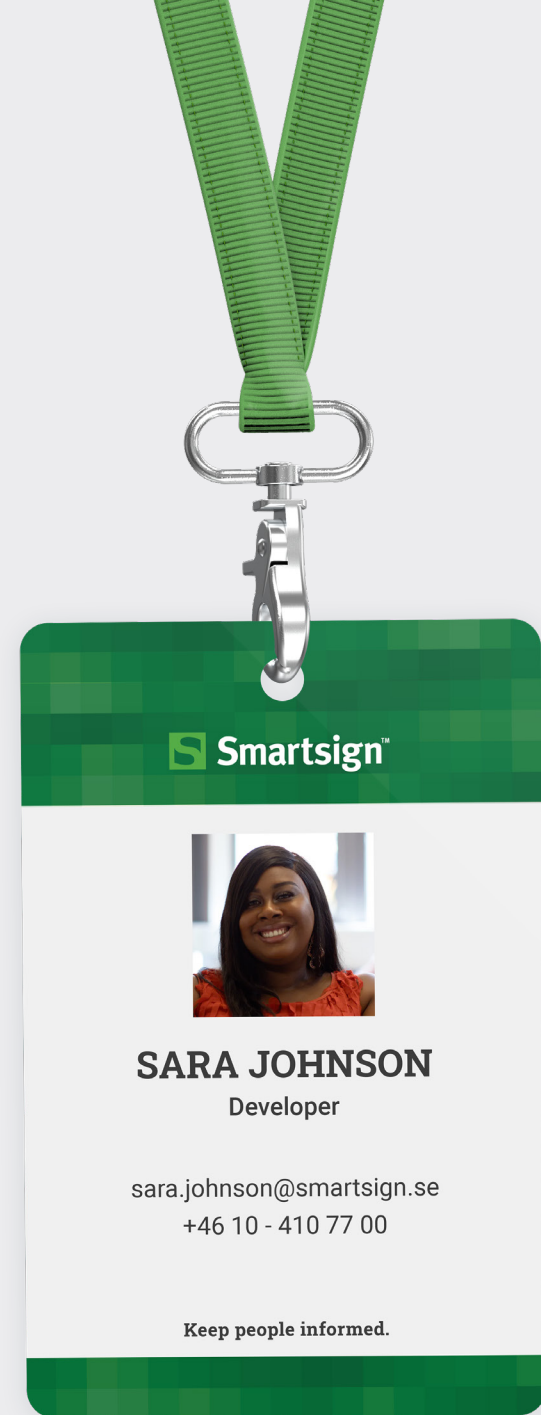
Read more

smartsignpublisher.se



Keep people informed.









NEXT WEBINAR:

Design interactivity

Are you interested in how to use touch on your display? Sign up to our online webinar to get inspired with our support team that will give you an idea on what you can do and how to get started.

Wednesday, May 27, 2020
09.30 – 10.30 CET

[SIGN UP TO DESIGN INTERACTIVITY WEBINAR](#)

 **Smartsign**

MacBook Pro



SMARTSIGN SWEDEN

Communication is a real thing.

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OUR PRODUCTS

 Smartsign



Smartsign - Get Your Message Through

855 följare

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Learn how to get the most out of your screen layouts in this free webinar from Smartsign. There is several default screen layouts available in Smartsign, but you can of course make your own, with a custom design and detailed control over layers for different kind of content.

Date: 29 of April , AM 9:30 CET (SummerTime) approx. 30 minutes

Sign up now! <https://lnkd.in/eR7KQih>

#webinar #smartsign #digitalsignage #digitalcommunication

NEXT WEBINAR:

Design interactivity

SIGN UP »



Webinar – Screen layouts

smartsignmanager.com



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Gilla



Kommentera



Dela



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Design Interactivity in Smartsign Display Manager – Interactivity can engage your audience and help you communicate in an effective way. Join our design interactivity webinar and learn how your Smartsign screen layouts can I ...se mer

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Webinar – Design interactivity - Smartsign

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Gilla



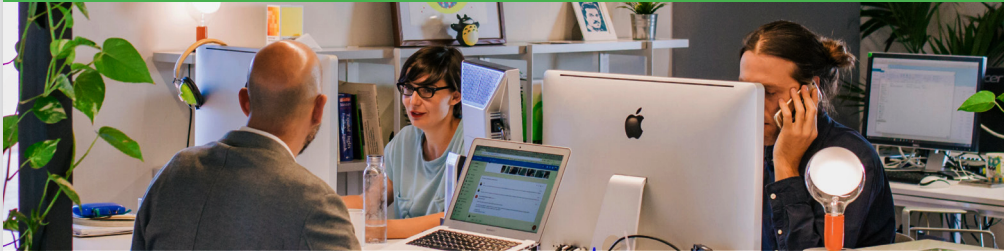
Kommentera



Dela



Keep people informed.



With Smartsign, your screens come alive.

Aenean ullamcorper vitae purus eget ultrices. Etiam malesuada diam ac eros hendrerit tempor. Fusce finibus cursus ligula, et feugiat orci dictum in.

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[READ MORE »](#)

We are hiring!

Donec a dignissim diam. Integer laoreet mauris a nulla tincidunt, nec fermentum eros hendrerit. Quisque aliquet leo lectus, ac condimentum odio consectetur id!

[SEND US YOUR CV](#)

Keep people informed.

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Design Interactivity

Are you interested in how to use touch on your display from Smartsign? Sign up to our online webinar to get inspired with our support team that will give you an idea on what you can do and how to get started.

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Communication is everything.

Talk to our marketing department when in doubt
on how to use our visual identity.