



Brand guidelines

Welcome

SmartFrame Technologies helps image creators and anyone else who holds rights to images to have full control over their assets online.

SmartFrame's technology allows users to present their images in the best way possible and to protect them against theft, while also realizing their full value through monetization options.

Our vision

Our vision is to redefine the way images are published and viewed online.

Our mission

Our mission is to protect the rights of image owners and empower them to attain greater value from their assets.

Our values

World Class, Innovation, Determination, Fairness,
Transparency, Authenticity, Sincerity, Reliability, Integrity,
Accountability

Our culture

Entrepreneurial, Passionate, Ambitious, Tenacious,
Innovative, Supportive, Fearless, Focused, Flexible,
Dependable, Vigilant, Loyal, Open, Honest, Respectful

General guidelines

The purpose of these guidelines is to explain the use of the brand style, and to ensure consistency in the application of visual elements in all communications. This includes publications, presentations and all other marketing materials, both online and offline. Guidelines on the use of the company logo are included.

It's imperative that the brand is not compromised, so we have created this guide to provide everything you need to maintain its integrity. These guidelines are designed to improve, rather than inhibit, the creative process. By following them, the materials you create will represent the company cohesively to the outside world.

Full logo

Our Full logo is a valuable asset and must be treated respectfully.

It's designed to fit into landscape (horizontal) formats, and is the first point of call to represent and enforce the brand.

The font used for the logotype is sans-serif Bryant, whose thickness is equal to that of the frame logo to its left. It is always showcased in our company blue.

Clear space

In order to preserve the integrity of our logo, it is important that no other logos, text or other graphic elements infringe on its space. The minimum clear space around the logo is equivalent to twice the height of the letters within the logo.

Smallest size use

The minimum size of the logo should never be smaller than 0.8in (20mm) wide. For digital applications, the minimum size is 80 pixels wide.

Blue logo



White logo



Clear space and minimum size



SMARTFRAME

Minimum print size: 0.8in (20mm) wide
Minimum digital size: 80 pixels wide

Reduced logo

Our Reduced logo is designed to work with portrait (vertical) placements. It is suitable for watermarking or to differentiate the multiple layers of SmartFrame's feature set.

Clear space

In order to preserve the integrity of type, it is important that no other logos, text or other graphic elements infringe on its space. The minimum clear space around the logo is equivalent to twice the width and height of the logo.

Smallest size use

The minimum size of the logo should never be smaller than 0.4in (10mm) wide. For digital applications, the minimum size is 45 pixels wide.

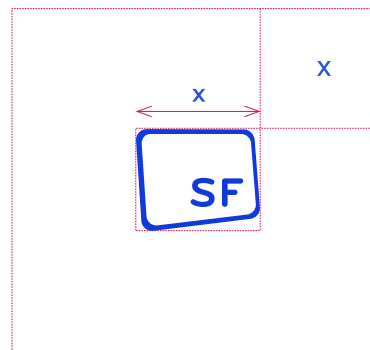
Blue logo



White logo



Clear space and minimum size



Minimum print size: 0.4in (10mm) wide
Minimum digital size: 45 pixels wide

Logo guidelines

To make sure our logo appears consistent throughout our communications, it must never be placed or adjusted in any of the following ways.



The SmartFrame 'frame' is to be in the correct proportions relative to the text, as detailed on page 3



The logotype mustn't be placed against a busy background or one of the same colour, where its visibility stands to be compromised



The SmartFrame 'frame' and text should always appear together



Avoid styling the logotype with outlines, glows or any other techniques



The SmartFrame 'frame' and text are to be the same colour at all times (see next page)



The company logo must either be in white on company blue or company blue on white

Colours

Our colour palette is built around a bold lead colour, Palatine Blue. This has been carefully selected to reflect the SmartFrame brand identity.

Primary colours

These colours can be used for backgrounds, charts/graphs, PowerPoint presentations, web links and icons.

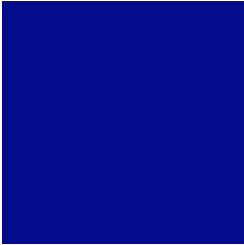
Primary colours

PALATINE BLUE



RGB 14, 59, 218
CMYK 94, 73, 0, 15
HEX #0E3BDA

PHTHALO BLUE



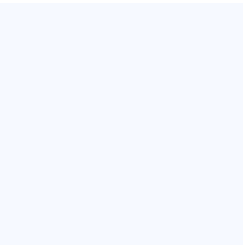
RGB 3, 10, 140
CMYK 98, 93, 0, 45
HEX #030A8C

LAVENDER WEB



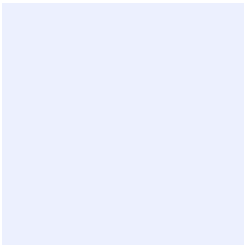
RGB 226, 234, 252
CMYK 10, 7, 0, 1
HEX #E2EAFD

GHOST WHITE



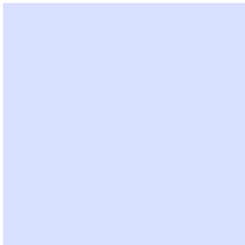
RGB 246, 249, 255
CMYK 4, 2, 0, 0
HEX #F6F9FF

ALICE BLUE



RGB 236, 240, 254
CMYK 7, 6, 0, 0
HEX #ECF0FE

PERIWINKLE CRAYOLA



RGB 215, 224, 254
CMYK 15, 12, 0, 0
HEX #D7E0FE

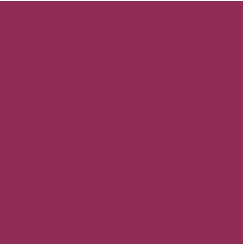
Colours

Secondary colours

These colours can be used for charts/graphs, tabular displays, and to highlight specific information within printed material.

Secondary colours

DARK RASPBERRY



RGB 143, 45, 86
CMYK 0, 69, 40, 44
HEX #8F2D56

DEBIAN RED



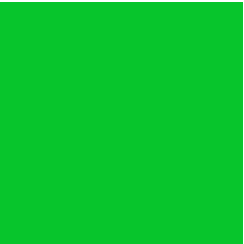
RGB 216, 17, 89
CMYK 0, 92, 59, 15
HEX #D81159

ORANGE



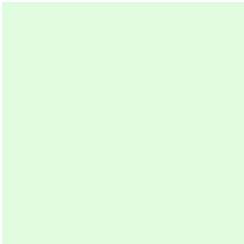
RGB 255, 131, 0
CMYK 0, 49, 100, 0
HEX #FF8300

LIME GREEN



RGB 7, 197, 44
CMYK 96, 0, 78, 23
HEX #07C52C

NYANZA



RGB 223, 252, 225
CMYK 12, 0, 11, 1
HEX #DFFCE1

CARAMEL



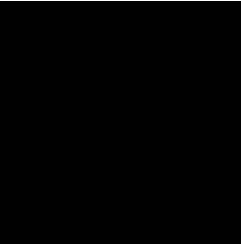
RGB 255, 212, 148
CMYK 0, 17, 42, 0
HEX #FFD494

Greyscale palette

Grayscale is used for containers, text, lines and borders.

Greyscale palette

BLACK



RBG 1, 1, 1
CMYK 2, 2, 2, 100
HEX #010101

DAVY'S GREY



RBG 94, 94, 94
CMYK 0, 0, 0, 63
HEX #5E5E5E

QUICK SILVER



RBG 160, 160, 160
CMYK 0, 0, 0, 37
HEX #A0A0A0

ALABASTER



RBG 249, 249, 249
CMYK 0, 0, 0, 2
HEX #F9F9F9

Style and tone of voice

Our tone of voice is clear, descriptive, professional, succinct, friendly, human and helpful.

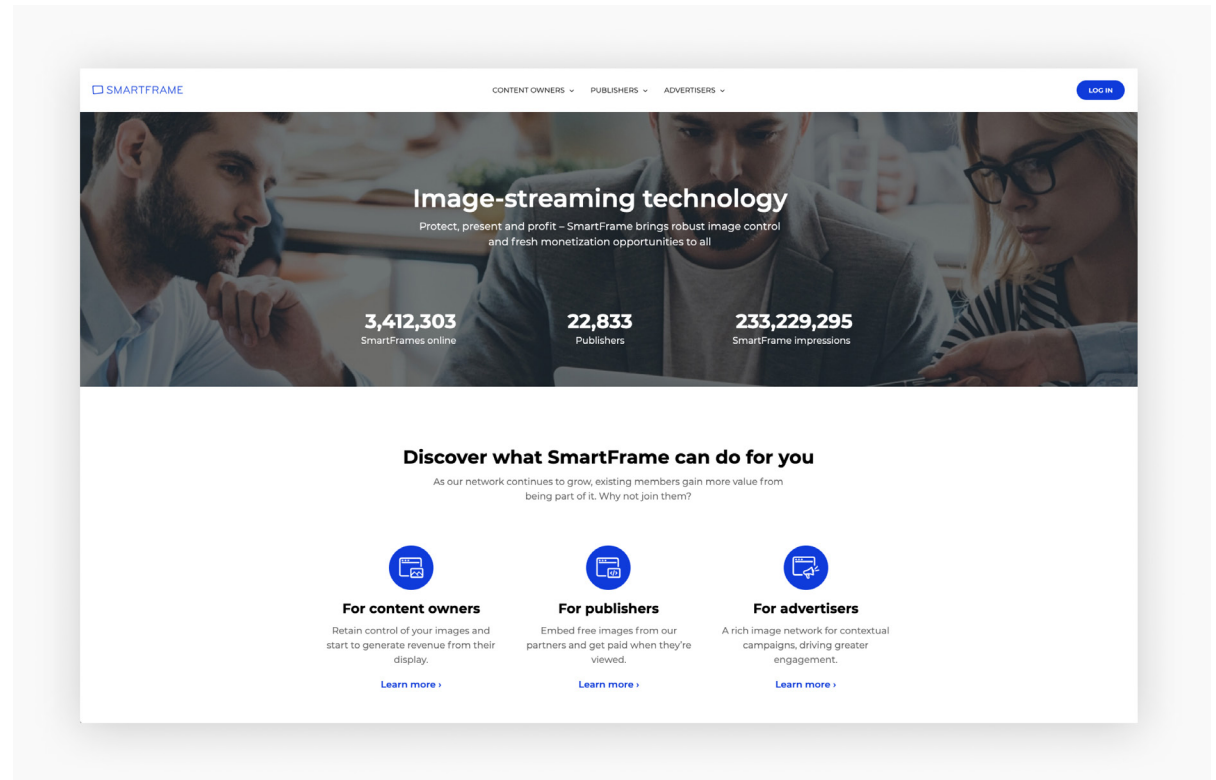
SmartFrame has a broad userbase and online audience, ranging from individuals to world-renowned organizations. Because of this, our communications should always be clear and concise so that everyone can easily understand our company and product. We should also underline how effortlessly SmartFrame can be incorporated into a customer's existing workflow where necessary.

We should avoid superfluous words and distill key messages to the essentials. Our homepage provides a good example of how we achieve this:

Image-streaming technology – Protect, present and profit – SmartFrame brings robust image control and fresh monetization opportunities to all.

For publishers – Embed free images from our partners and get paid when they're viewed.

We should be particularly aware that terms we are used to internally – Hyper Zoom, for example – will not mean much to people new to the product. Please also remember that not everything needs to be explained in full as we have many resources that can be easily linked to from webpages, emails etc.



Our typeface

Montserrat is the main font that’s used on our website and throughout our communications, preferably in its Regular style. If the Regular style is not available, a sans-serif variation should be used in its place.

Montserrat

The Montserrat family type is our corporate font. Montserrat is a modern, simple font, which is suitable for anything from headlines to body text.

Montserrat Bold

Montserrat Bold is to be used when headings or subheadings are placed over a coloured background in order to make them easier to read. The kerning may need adjusting, so be aware of this and act accordingly.

Aa

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Aa

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Iconography

Icons are mostly used to provide a visual accompaniment to other UI components. They should not be less than 32 pixels in diameter.



