



 smartup

Brand guidelines

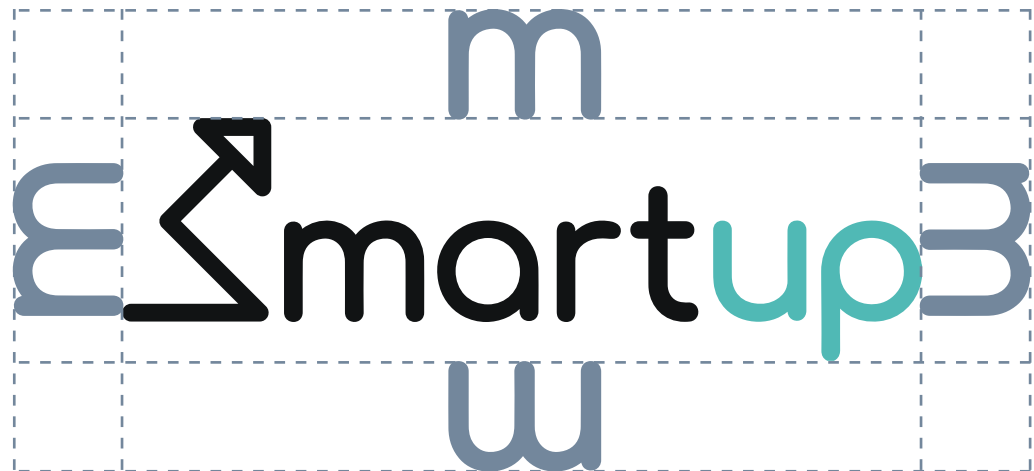
Brand logo

Brand logo should always be displayed as indicated - in this color version, negative or black and white.

The Logo should have minimum clearspace, so it does not compete with other elements. It should be surrounded by an exclusion zone as shown.

Be careful, when using the logo on the background it should not compete with the logo and should provide enough contrast.

The minimum size of the logo should be readable on a particular material.



Brand logo

BLACK VERSION OF LOGO



NEGATIVE VERSION OF LOGO



Brand colors

Colors are a key part of any brand story. Market research has shown that companies that consistently use prescribed color schemes in all their communications are more easily and quickly identified, and their messages can be more reliably attributed to the sender.

Our hero color is zmartblue and it is used for highlights, titles, buttons, and other emphases. It should be used carefully and not to an excessive extent.

Other more neutral colors are used to create depth and allow ZMARTBLUE to stand out. Darker colors are used for longer texts, all others can be used for backgrounds, infographics, and other secondary elements.

There is also a gradient option, which you can use as backgrounds for special elements or filters for photos.

ZMARTBLUE

#53b9b5

RGB 83 185 180

CMYK 64 5 33 0

DARK GREY

#1c1c1c

RGB 28 28 28

CMYK 73 67 65 77

ROCKET GREY

#333c55

RGB 51 60 85

CMYK 84 74 43 45

CLOUDY GREY

#73879c

RGB 115 135 156

CMYK 59 41 28 2

GRADIENT

#0d7c8a -> #5fbab9

LIGHT MINT

#b3eeed

RGB 179 238 237

CMYK 27 0 10 0

LIGHT GREY

#ededed

RGB 237 237 237

CMYK 6 4 4 0

Brand typography

Brand typography is also an important element in a brand story.

Heavy weights are used for titles and more important text, lighter weights are used for longer text.

Zmartup is using Montserrat typography which is freely available on Google fonts.

MONTSEERRAT LIGHT

ABCČDEFGHIJKLMNOPRSŠTUVZŽ
abcčdefghijklmnoprsštuvzž
1234567890

MONTSEERRAT REGULAR

ABCČDEFGHIJKLMNOPRSŠTUVZŽ
abcčdefghijklmnoprsštuvzž
1234567890

MONTSEERRAT ITALIC

ABCČDEFGHIJKLMNOPRSŠTUVZŽ
abcčdefghijklmnoprsštuvzž
1234567890

MONTSEERRAT MEDIUM

ABCČDEFGHIJKLMNOPRSŠTUVZŽ
abcčdefghijklmnoprsštuvzž
1234567890

MONTSEERRAT SEMIBOLD

ABCČDEFGHIJKLMNOPRSŠTUVZŽ
abcčdefghijklmnoprsštuvzž
1234567890

MONTSEERRAT BOLD

ABCČDEFGHIJKLMNOPRSŠTUVZŽ
abcčdefghijklmnoprsštuvzž
1234567890



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