

SMARTLOYALTY 

---

Brand Guidelines



# CONTENTS

---

Logo Variations 01

Typography 02

Colourways

Misuse 03

Contact 04

## LOGO VARIATIONS

---

Our brand may need to be presented in different printing and digital scenarios, these colour selections will allow for the greatest range in design options. Whenever possible, the logo should appear in its primary state.

The inverse logo variant should only be used when black is the background colour. Black and white logo variants are to be used on all other background colours or images.

**Do not** deviate from these variations, see page 02 for more information on our corporate colour palette.

**Do not** put the logo in a box, the examples shown below are indicative of a dark background only.

PRIMARY



SMARTLOYALTÿ

INVERSE



SMARTLOYALTÿ

BLACK



SMARTLOYALTÿ

WHITE



SMARTLOYALTÿ

# TYPOGRAPHY

---

Avenir Light and Medium is the preferred brand typeface for body copy. Adam Pro is great for headings, however it is not a requirement.

## Adam Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Avenir Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Avenir Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# COLOURWAYS

---

To convey brand personality and philosophy, we have established a simple, yet modern colour palette. Our signature colours may be used extensively for both large areas of colour and as accent colours.



The suffix C, U or M should follow the Pantone colour code depending on whether coated, uncoated or matte coated paper stock is used for print items. Whilst every effort has been made to match to the Pantone colours given, there is a possibility that varying results may occur.

The CMYK specifications in these guidelines are correct.

# MISUSE

---

Please respect our brand integrity and professional appearance. Here are some examples of what not to do with our logo and toolkit.

Colour and typography are both important and distinctive elements of our identity system. Please respect our brand integrity and ensure consistency in its application.



**DO NOT** use colours other than those permitted in this document



**DO NOT** tint the colours



**DO NOT** add to or alter the logo



**DO NOT** alter logo assembly



**DO NOT** distort the logo



**DO NOT** apply effects to the logo



**DO NOT** use solid colours other than black or white



**DO NOT** obstruct any part of the logo



**DO NOT** box the logo



**DO NOT** compromise logo integrity with background imagery

# CONTACT

---

Please contact our team via the information below if you have any questions about the principles mentioned in this guide or for assistance.

## New Zealand

### Address

140 Anglesea Street, Level 1, SouthBloc, 3204, Waikato, New Zealand

### Phone

0800 99 76278

### Email

[comms@smartloyalty.co.nz](mailto:comms@smartloyalty.co.nz)

### Website

[www.smartloyaltyhq.com](http://www.smartloyaltyhq.com)

## Australia

### Phone

1800 618 863

### Email

[support@smart-loyalty.com.au](mailto:support@smart-loyalty.com.au)

### Website

[www.smartloyaltyhq.com](http://www.smartloyaltyhq.com)