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BRAND GUIDELINES



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# LOGO VARIATIONS

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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 the SmartTrade navy or black is the background colour. Black and white logo variants are to be used on all other background colours or over clear space in imagery.

**Do not** deviate from these variations, see below 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



INVERSE



BLACK



WHITE



# COLOURWAYS

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

#05445B  
PANTONE 302  
C 97 M 68 Y 44 K 31  
R 5 G 68 B 91

#27AAE1  
PANTONE 298  
C 70 M 15 Y 0 K 0  
R 39 G 170 B 225

#75CDED  
PANTONE 297  
C 49 M 1 Y 3 K 0  
R 117 G 205 B 237

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.

# SIZING

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Please adhere to our minimum sizing requirements below. This guide ensures that our logo is always visible in its application.



40mm - minimum size with tagline



30mm - minimum size without tagline



4mm - minimum size of logo icon



50mm - recommended flyer size



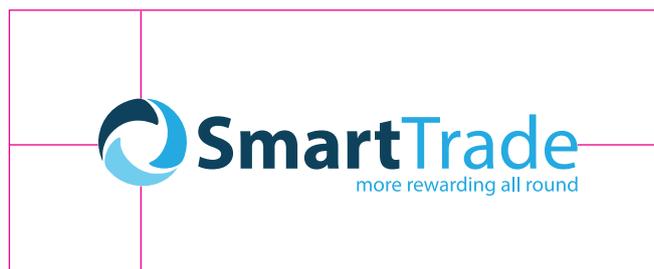
170 x 35.6px - recommended email signature size

# ISOLATION

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Please make sure there is sufficient isolation around our logo and it's always presented in a visible position. Maintaining distance is very important, as it ensures logo visibility among multiple elements.

Strictly observe the isolation requirements below to maintain the quality of our logo. An exception for isolation applies only to mobile displays.



Only in logo lockups presented below, can the distance between the vertical rule and partner logo equal half the diameter of the SmartTrade icon.



# TYPOGRAPHY

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Avenir Light is the preferred brand typeface for sub headlines and body copy, with Avenir Medium preferred for sub headlines and call-to-actions. Cocogoose DemiBold is preferred for headlines, however it is not a requirement.

## Cocogoose DemiBold

**abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ**

## Avenir Light

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

## Avenir Medium

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ

# LANGUAGE

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When referencing 'SmartTrade' within copy, it is to be written as one word with an uppercase S and T.

When referring to the programme, it is to be expressed as the "SmartTrade Rewards Programme". Please refrain from calling it a scheme, as this has negative connotations - see example below.

*You can earn **SmartTrade** reward points for every dollar you spend with participating programme partners, who consist of industry leading suppliers in all areas of business, including construction, agriculture, automotive, fuel, electricity, office products and more.*

*To find out more about the **SmartTrade Rewards Programme**, visit [smart-trade.co.nz](http://smart-trade.co.nz).*

# MISUSE

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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

# APPLICATION

As we are an ingredient brand to our partner businesses, use of our logo and its application can vary. When using our logo please respect our brand integrity and professional appearance by adhering to our application guidelines. Concepts of use must be approved by Smart Loyalty's marketing team before production.

The primary colour logo is the preferred version across all applications where there are no space and colour limitations. It should always appear on a white background and be positioned at the top or bottom, left or right of all documentation and marketing material.

Including but not limited to: Letterheads, business cards, contracts, invoices, signage, apparel, websites, eDMs and social media.

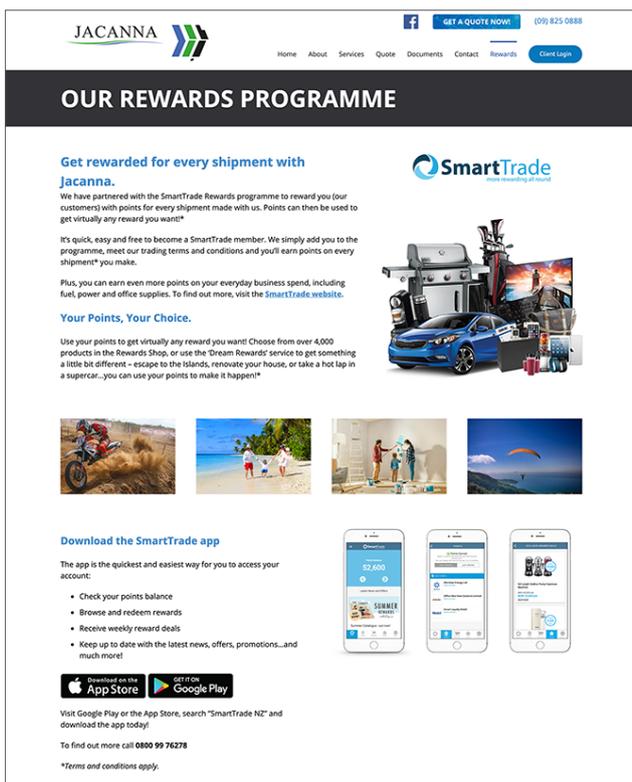
Here are some examples of how businesses have used our logo in market.



SmartTrade advert in an issue of the BuildLink catalogue.



Active Electrical polos.



SmartTrade Rewards page on the Jacanna website.



Active Electrical promotion signage.

# CONTACT

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Please contact the marketing team on [comms@smartloyalty.co.nz](mailto:comms@smartloyalty.co.nz) if you have any questions about the principles mentioned in this guide or for assistance.

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