

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 SMARTLOYALTY 

INVERSE 

BLACK SMARTLOYALTY 

WHITE 

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.

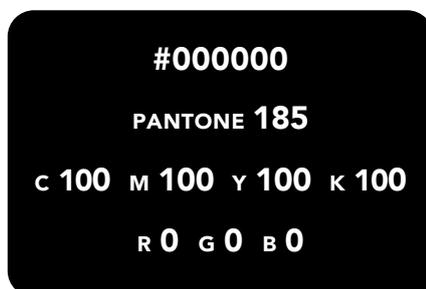
Adam Pro **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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.

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