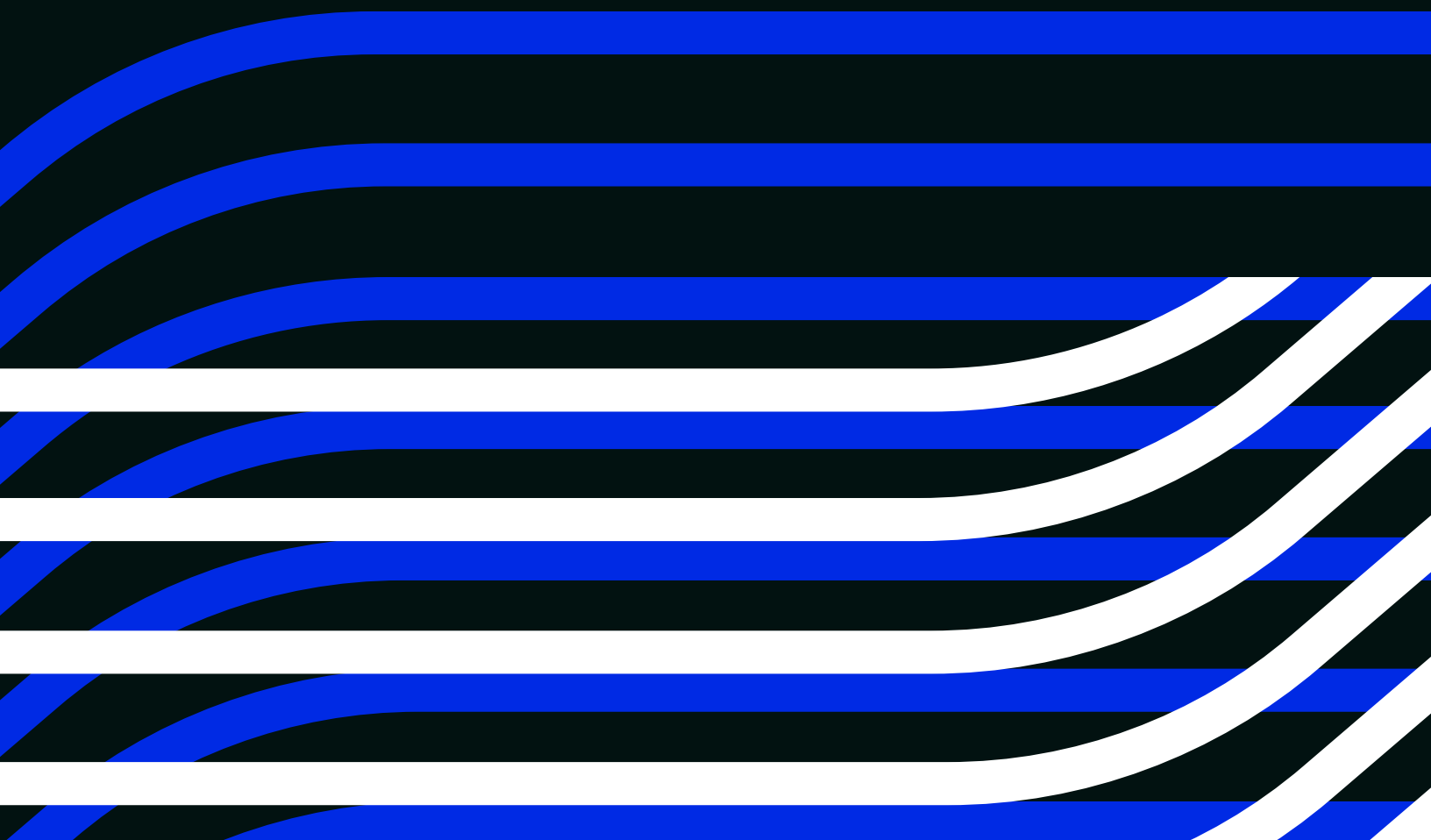# MUCH SMARTER

## brand book

# to connect

good things take time.

# brand
# guidelines

## logo guide

The logo is the face of  much smarter.
It communicates our values while being simple and impactful.

# logo guide

much smarter logo will be used across the primary brand application.
this trademark helps the audience easily identify.

logo design will be applied on to web presence, app, social media, and others.
the correct logo application to materials and enhances the professionalism of the brand.

this is the much smarter logo

**MUCH SMARTER**

the logo is a wordmark

**MUCH SMARTER**

logo spacing
The clear space required around the logo, the stacked word-mark and
the horizontal word-mark is equal to at least a third of the height of the logo.

the logo should never be sized below 0.3 inch height for print use
or 25px for digital use.

**MUCH SMARTER**

logos should always have padding when applied digital and print formats

**logo : primary logo**

MUCH SMARTER
MUCH SMARTER

**logo : monochrome**

MUCH SMARTER

MUCH SMARTER

MUCH SMARTER

MUCH SMARTER

MUCH SMARTER
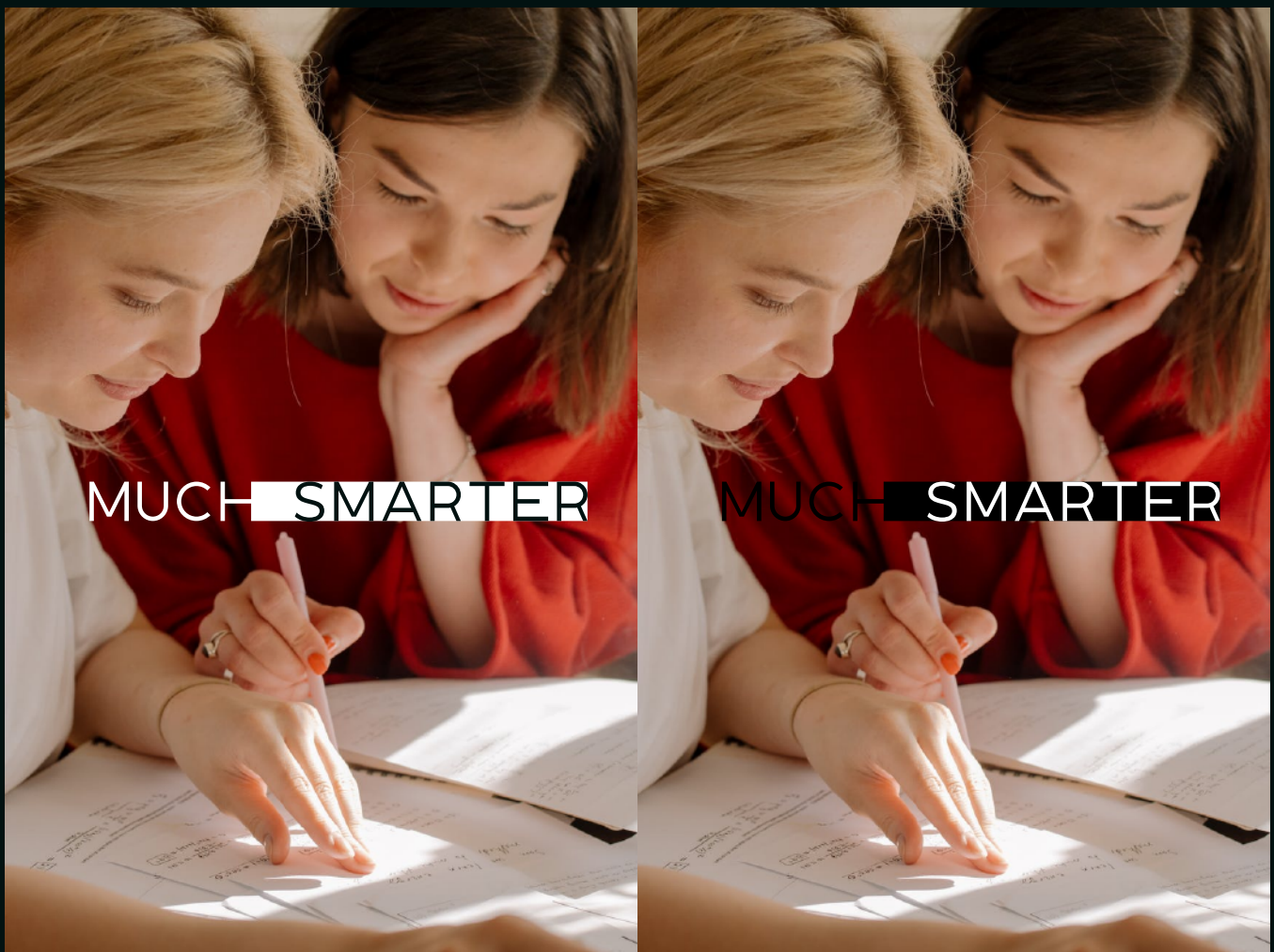
MUCH SMARTER

MUCH SMARTER

MUCH SMARTER

MUCH SMARTER

MUCH SMARTER

MUCH SMARTER

# logo guide

**image background**

only the primary and monochrome versions of the logo
can be used in front of an image background.
the image choice should not be busy, with no concrete focus point,
and highly distinct from the logo color.

# logo guide

Brand logo no-no's
Don't rotate the logo
Don't squash or stretch
Don't resize any part
Don't add unofficial graphics to the logo
Don't use off-brand colors
Reference the color usage section
Don't add drop shadows or other text styles
Don't contain the logo in a box when used on a background

# brand
# guidelines

## typography guide

much smarter brand typography is chosen to personify the brand, create visual hierarchy, and help direct the reader's eye across the page.

# typography guide

primary font : montserrat

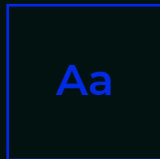montserrat has a clean and playful design.
it provides a variety of font styles to create a dynamic visual hierarchy for montserrat.
the font should never be used in any other outside the brand colors.
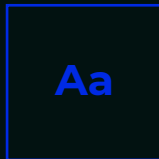In front a colored
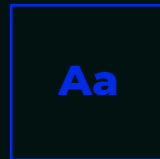background, the font must always be white.

| | | | |
|---|---|---|---|
| Aa | Aa | Aa | Aa |
| montserrat regular | montserrat semibold | **montserrat bold** | **montserrat extrabold** |

## brand typography sample

### title montserrat extrabold
**subtitle montserrat bold**

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud exercitation
 ullamco laboris nisi ut aliquip ex ea commodo consequat.
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum
dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat
non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# typography guide

**color & background usage**

The font should never be used in any other color than much smarter brand colors. In front a coloredbackground,
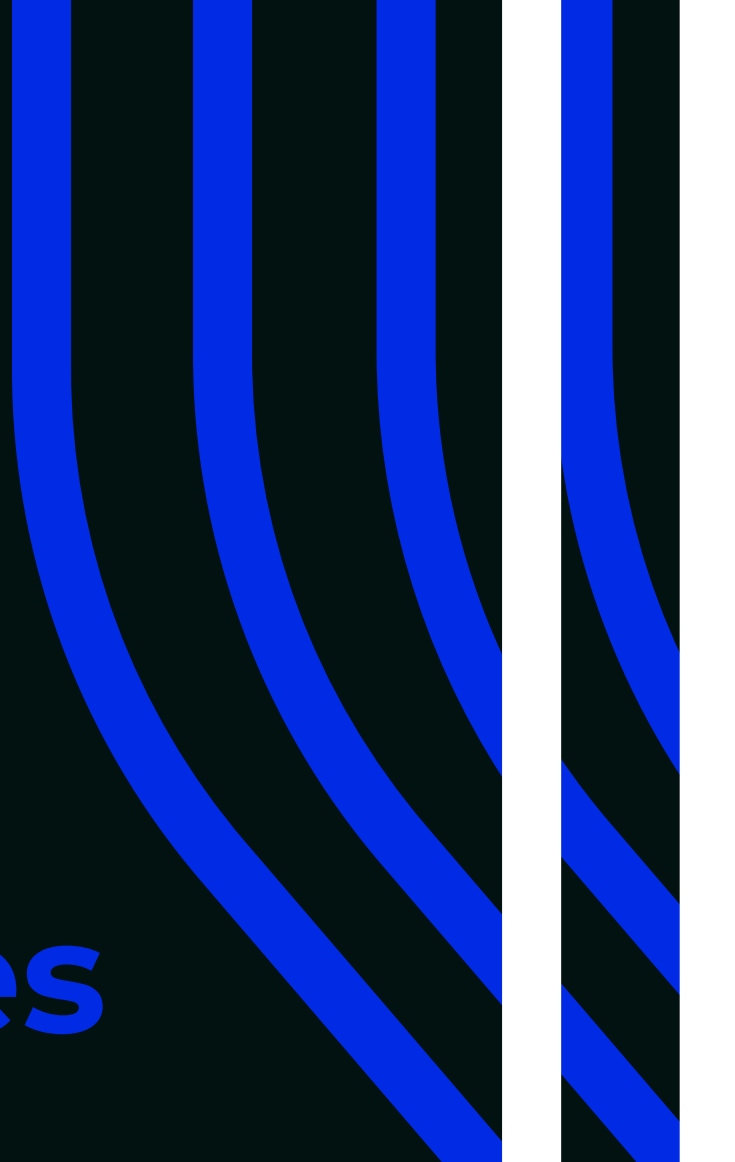the font must always be white or black.

| | |
|---|---|
| good things take time. | good things take time. |
| good things take time. | good things take time. |
| good things take time. | good things take time. |

# brand
# guidelines
## color guide

our brand colors are an integral part of much smarter.
They are important to distinguish the much smarter brand.
and establish a consistent experience across our visual identity, services, and products.

# color guide

**much smarter | brand colors**

**logo colors**

| | |
|---|---|
| HEX #002AE4 | HEX #021211 |

**secondary colors**

| | | |
|---|---|---|
| HEX #3257FF | HEX #002AE4 | HEX #001C98 |

| | | |
|---|---|---|
| HEX #8D4DFF | HEX #5C00FF | HEX #4000B3 |
| HEX #FF7575 | HEX #FF2828 | HEX #DB0000 |

**typography colors**

| | | |
|---|---|---|
| HEX #002AE4 | HEX #696C7B | HEX #021211 |

**ux | wireframes color**

| | | | |
|---|---|---|---|
| HEX #E4E9FF | HEX #EBEEFF | HEX #F1F4FF | HEX #F8F9FF |

| | | | |
|---|---|---|---|
| HEX #696C7B | HEX #999BA7 | HEX #C8CAD3 | HEX #F8F9FF |

# color guide

**much smarter | brand colors**

| | |
|---|---|
| HEX #021211 | HEX #002AE4 |

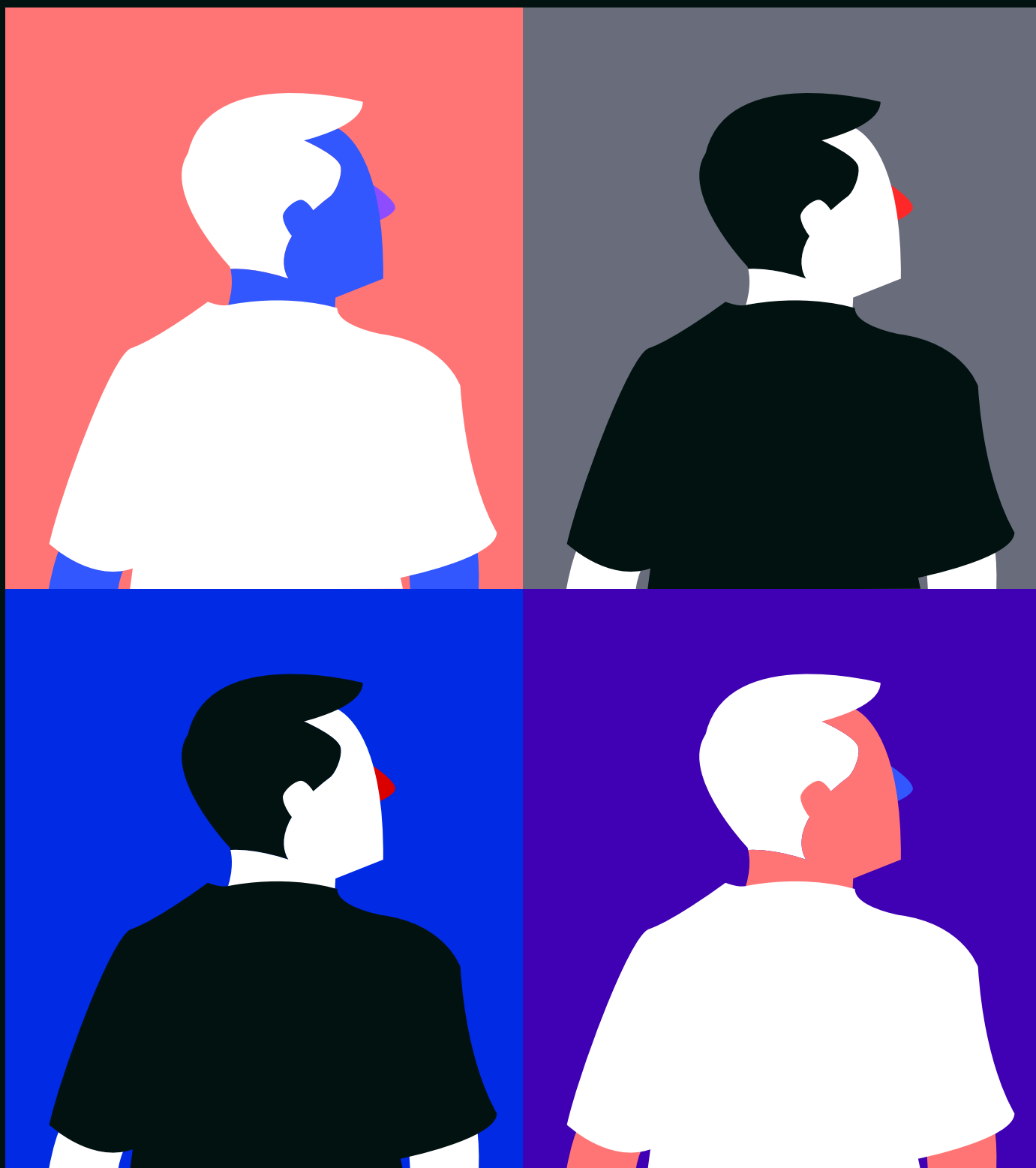| | |
|---|---|
| | PANTONE 2728 C |
| | PANTONE 2098 C |
| | PANTONE Orange 021 C |

# color guide

**color application**
illustration examples

# brand
# guidelines

## imagery guide

"Design is the silent ambassador of your brand."
(Paul Rand)

Imagery must always serve a purpose:
it is not there just to take up space.
It should facilitate comprehension by clearly illustrating concepts from the copy.

# imagery guide

## illustration

in-house illustration are the primary visual content for much smarter, especially for blog posts and social media posts.
they should always follow the same style - vectors, minimal, generous negative space and use the brand colors.
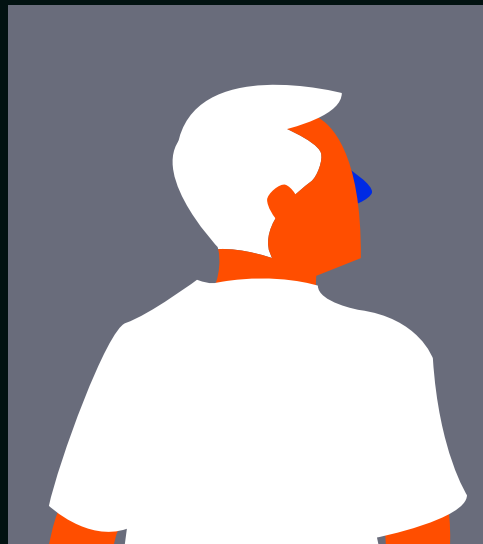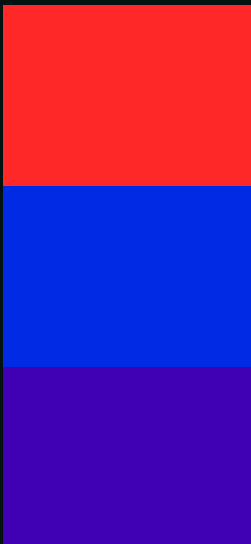
# imagery guide

**photography guidelines**

photographs should always look professional and clean.
priginal photos are better.
stock photos should only be used when there is no other choice,
and there should be an esthetic coherence
between their treatment.
ambient photos with a large plan and light colors are advised instead of
cluttered, dark, or very colorful and contrasting pictures.
the brand colors and patterns bring enough vibrance into play,
and should not be forced to compete with a busy image.
no obvious filter should be added,
but photo treatments can be used to improve the colors and the light ofthe picture.

# imagery guide

**imagery no-nos**

don´t use imagery with heavy filters.
don´t use imagery with textures.
don´t use imagery with graphic applications.
don´t use imagery that are dark.
don´t use imagery that has HDR.
keep and eye for horizontal and vertical aligment in photograph.