



SMITH ASSEMBLY

Brand Guidelines



# OUR BRAND IDENTITY

Meticulous management and a strong brand identity are the two keys to ensuring your brand wows viewers and has the staying power to last. These brand guidelines were developed to help better understand the brand and to ensure correct and consistent use of the identity system - which includes the brand logo, typography, color palette, and other visual elements.



# OUR LOGO

Your logo is the embodiment of your brand identity - incorporating messaging into a visual representation of your brand.

The full-color version should be the primary use version and it is required that this version be used whenever possible.



SMITH ASSEMBLY

PRIMARY LOGO LOCKUP



SMITH ASSEMBLY

INVERTED LOGO LOCKUP



SMITH ASSEMBLY

ALTERNATE LOGO LOCKUP



SMITH ASSEMBLY



SMITH  
ASSEMBLY

PRIMARY LOCKUP LOGO AND HORIZONTAL LOCKUP



# Logo Variations

In the event that the stacked logo cannot be used, the next best option is to use one of these alternates. Other color combinations, using the brand color palette should be approved by the marketing department. Do not create additional, off-brand color versions.

ALTERNATE - HORIZONTAL LOGO



ICON



INVERTED LOGO



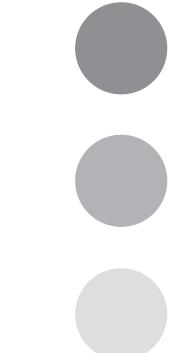
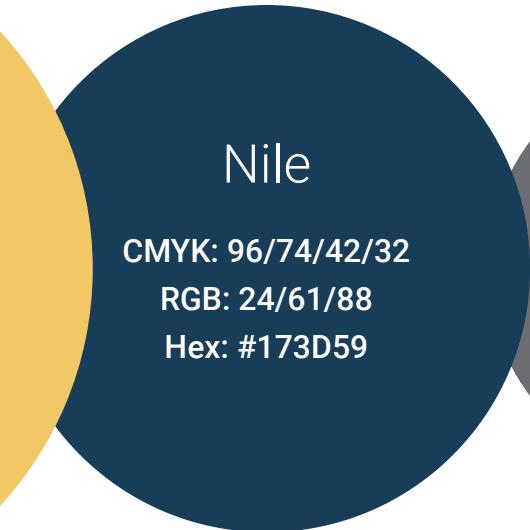
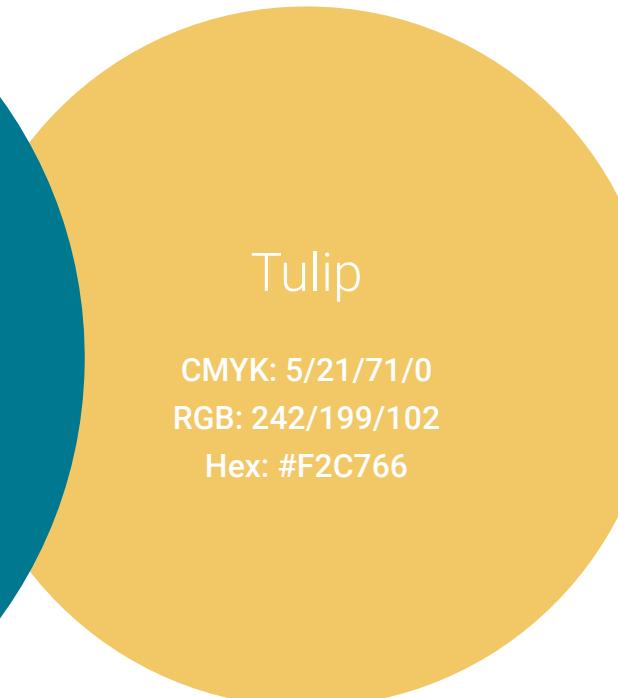
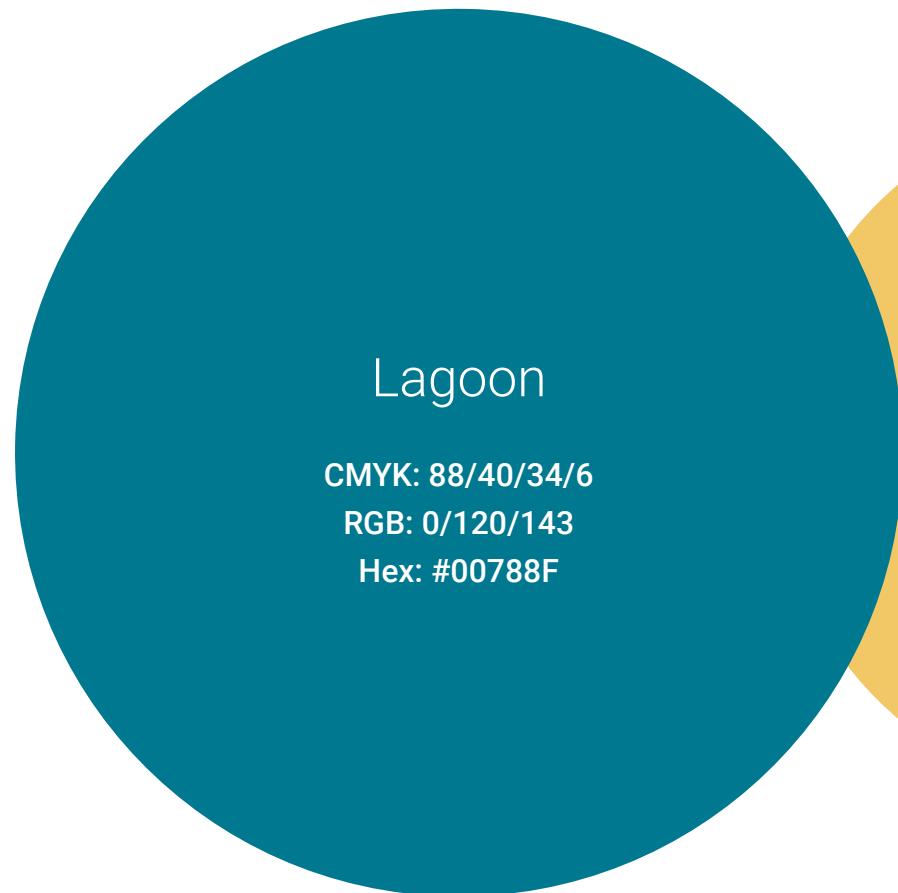
INVERTED ICON





# OUR COLOR PALETTE

Use these colors consistently in all visual communications and across various media types and materials. Consistent use of the brand colors will strengthen the brand and increase brand recognition.





# OUR BRAND FONTS

We have two standardized typefaces in our brand identity. These three typefaces should be used in all printed and online forms of communication. In circumstances where these fonts are not available please use Arial Regular and Arial Bold system fonts instead.

INTERLINK

**INTERLINK BOLD**  
**IS OUR LOGO AND**  
**DISPLAY TYPEFACE.**

ROBOTO - LIGHT  
SYSTEM FONT ALTERNATIVE: ARIAL BOLD



Roboto Light is our primary headline typeface.

ROBOTO - MEDIUM  
SYSTEM FONT ALTERNATIVE: ARIAL REGULAR

**Roboto medium is our primary subhead**

ROBOTO - REGULAR  
SYSTEM FONT ALTERNATIVE: ARIAL REGULAR

Roboto Regular is for body copy font. You can use other weights of this font in the body copy as well for visual emphasis on certain words and/or sentences. If Roboto Regular is not available substitute with Arial for use in MS Office and other font-limited applications.

TYPE SPECIMEN

# Our Workshops

## **Our workshops are inclusive half-day events**

Participants collaborate in small groups to help each other build an object designed by innovators from around the world. Smith Assembly hosts meaningful team building workshops for companies aiming to encourage communication, leverage the advantages of inclusion, and reinforce product design and problem-solving skills.



# BRAND COLLATERAL

Concepts which can be considered for applying your logo to stationery, business cards, and website.

# Stationery



Website



# Brand Pattern

Borrowing from the interlink font, we use outlined versions of the "O" letterform for accents or framing that further ties the branding together. Examples of this can be seen throughout these branding guidelines.







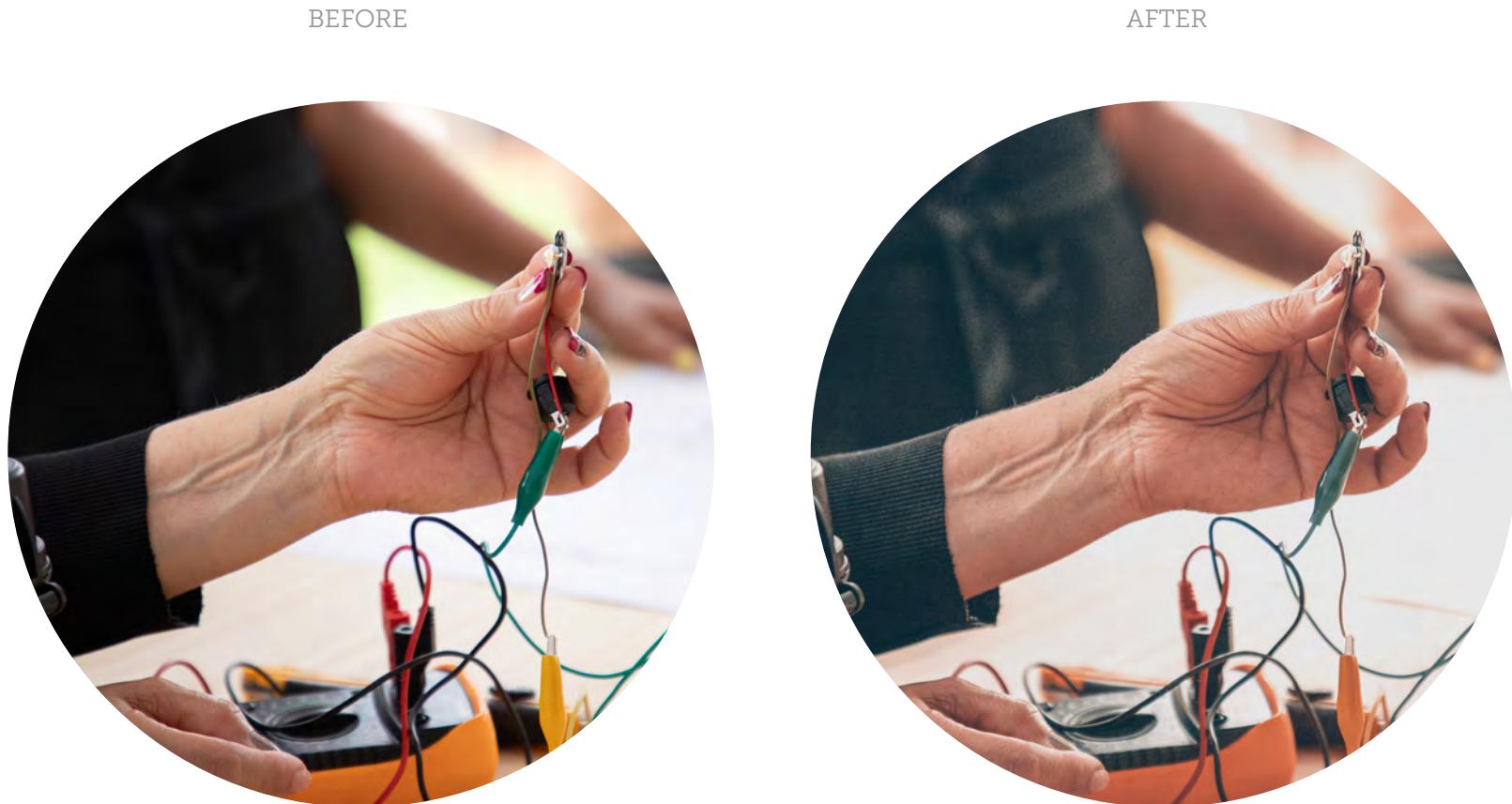
# OUR PHOTOS

Images are an important part of every design and the right visuals can take your brand from ordinary to outstanding. While it takes time and resources to find appropriate, high-quality photos to support your content, the results speak for themselves.



# Photo Filters

Photo filters are to be used to make photos look more personal and natural. These filters reinforce the experience of collaboration and interaction that Smith Assembly offers.



BEFORE



AFTER





SMITH ASSEMBLY

Thank You