

LOGO GUIDELINESS



INTRODUCTION

Welcome to the SMP Logo Guidelines, created to establish a clear and structured framework for representing the SMP identity.

These guidelines define how the logo should be used across all environments and applications. Their purpose is to ensure consistency, clarity, and visual coherence at every brand touchpoint — from digital interfaces to printed materials, from presentations to large-scale signage.

By following these standards, we ensure that every implementation reflects the same level of discipline and professionalism that defines SMP's work.

Let these guidelines serve as a reference point for anyone working with the SMP identity — supporting a unified presence and ensuring the brand continues to project strength, confidence, and technical excellence across all contexts.

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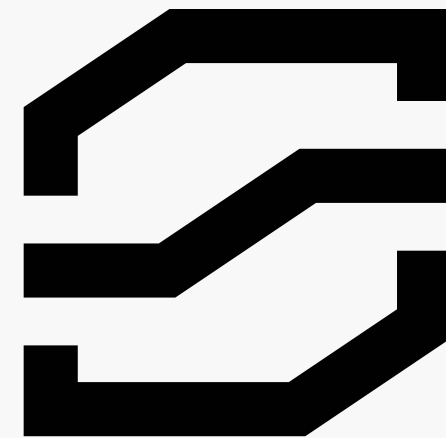
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LOGO SYSTEM OVERVIEW

LOGOMARK

The SMP logomark is constructed on the foundational engineering language of the orthogonal x, y, z coordinate system, establishing a clear, stable structural framework that represents built space, dimensional logic, and the controlled conditions in which SMP operates alongside its partners and clients.

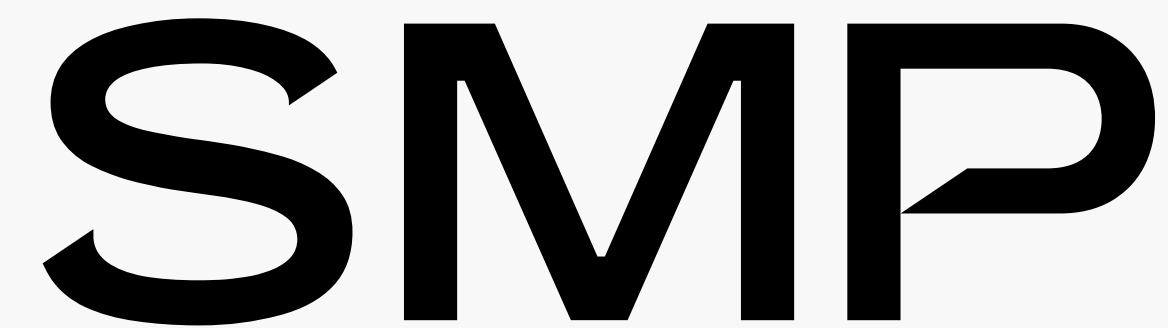
The introduction of the diagonal line intentionally disrupts this rigid order, symbolizing SMP's precise and confident intervention — a deliberate, non-standard engineering decision that challenges convention, reshapes the structure, and ultimately drives meaningful impact.



LOGOTYPE

The SMP wordmark is based on a classic grotesque typeface chosen for its clarity, neutrality, and structural precision, providing a stable and professional foundation aligned with engineering standards.

Custom 56-degree angled cuts introduce deliberate direction and momentum, transforming a familiar typographic structure into a distinctive, engineered expression of SMP's precise and forward-thinking identity.

The image shows the SMP wordmark logo in a large, bold, black font. The letters are set against a light gray background. The 'S' is a classic grotesque style with a slight curve. The 'M' is a simple, blocky shape. The 'P' is a classic grotesque style with a slight curve. The overall appearance is clean, professional, and modern.

LOGO LOCKUP 1

This primary lockup unites the SMP logomark and logotype into a single, cohesive signature that reinforces recognition and consistency across all brand touchpoints. It represents the full expression of the identity and serves as the standard configuration for most applications.

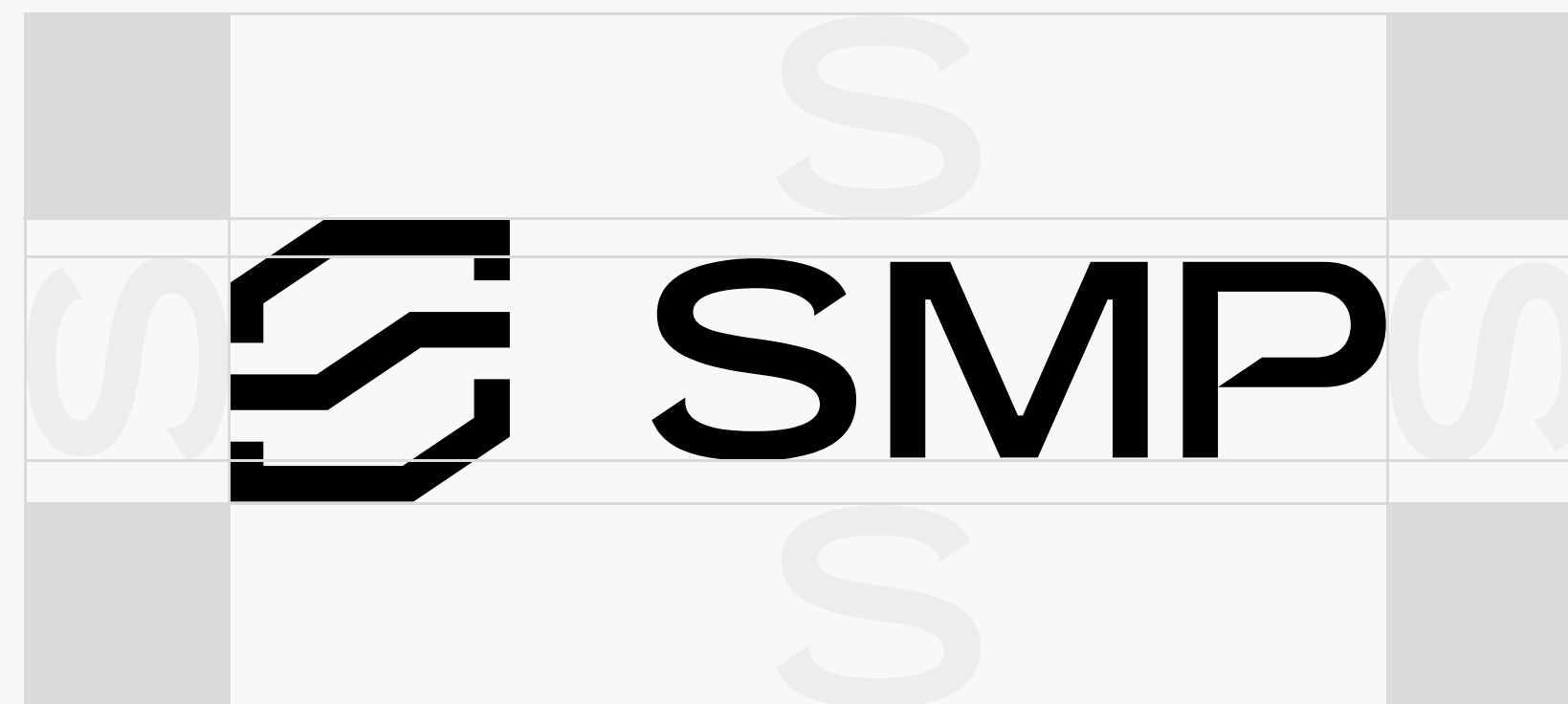
PLACEMENT

Logo Lockup 1 serves as the universal primary configuration and should be considered the default choice for most use cases. It supports left, center, and right alignment within structured layouts and is recommended in applications where strong and immediate brand identification is essential.



CLEAR SPACE



The minimum clear space is defined by the full height of the “S” in the logotype, used as the modular reference unit. This measurement establishes the required exclusion zone around the entire lockup and must remain unobstructed in all implementations.



MINIMUM SIZES

The minimum size has been defined through legibility testing to ensure the 56-degree cuts, stroke weight, and internal spacing remain visually distinguishable. The full lockup must not appear smaller than 20 px in digital environments.

 SMP

 **SMP**  15mm or 20px

LOGO LOCKUP 2

Logo Lockup 2 combines the SMP logotype with the brand motto to emphasize positioning and vision. It is intended for communication-driven applications where the message “Engineering for Tomorrow” strengthens the brand narrative.

PLACEMENT

Logo Lockup 2 is intended for large-scale, communication-driven applications where the motto reinforces the brand message. It is recommended for centered layouts and must not be used at small sizes where tagline legibility cannot be maintained.

The image shows the 'SMP logo lockup 2' centered on a light gray background. The letters 'SMP' are rendered in a large, bold, black, sans-serif font. Below the logotype, the brand motto 'ENGINEERING FOR TOMORROW' is written in a smaller, black, all-caps, sans-serif font.

SMP
ENGINEERING FOR TOMORROW

MINIMUM SIZES

The minimum size has been established through legibility testing to preserve stroke definition, spacing, and tagline clarity. The lockup with motto must not be reproduced below 140 px (digital) or 40 mm (print).

If the logo needs to appear smaller, the version without the motto (logotype only) must be used instead to maintain readability and visual integrity.

SMP

SMP
ENGINEERING FOR TOMORROW

40mm or 140px

LOGO LOCKUP 3

Logo Lockup 3 is a refined alternative to Lockup 2, optimized for smaller sizes. Its adjusted composition and reduced contrast between the logotype and motto improve readability while preserving brand clarity.

PLACEMENT

Logo Lockup 3 is intended for the same use cases as Lockup 2 but is optimized for space-constrained environments. Its composition ensures improved readability at smaller sizes and is best suited for left-aligned applications.

A large, light gray rectangular area containing the SMP logo lockup 3. The logo consists of the letters 'SMP' in a bold, sans-serif font, followed by a vertical line and the words 'ENGINEERING FOR TOMORROW' in a smaller, all-caps, sans-serif font.

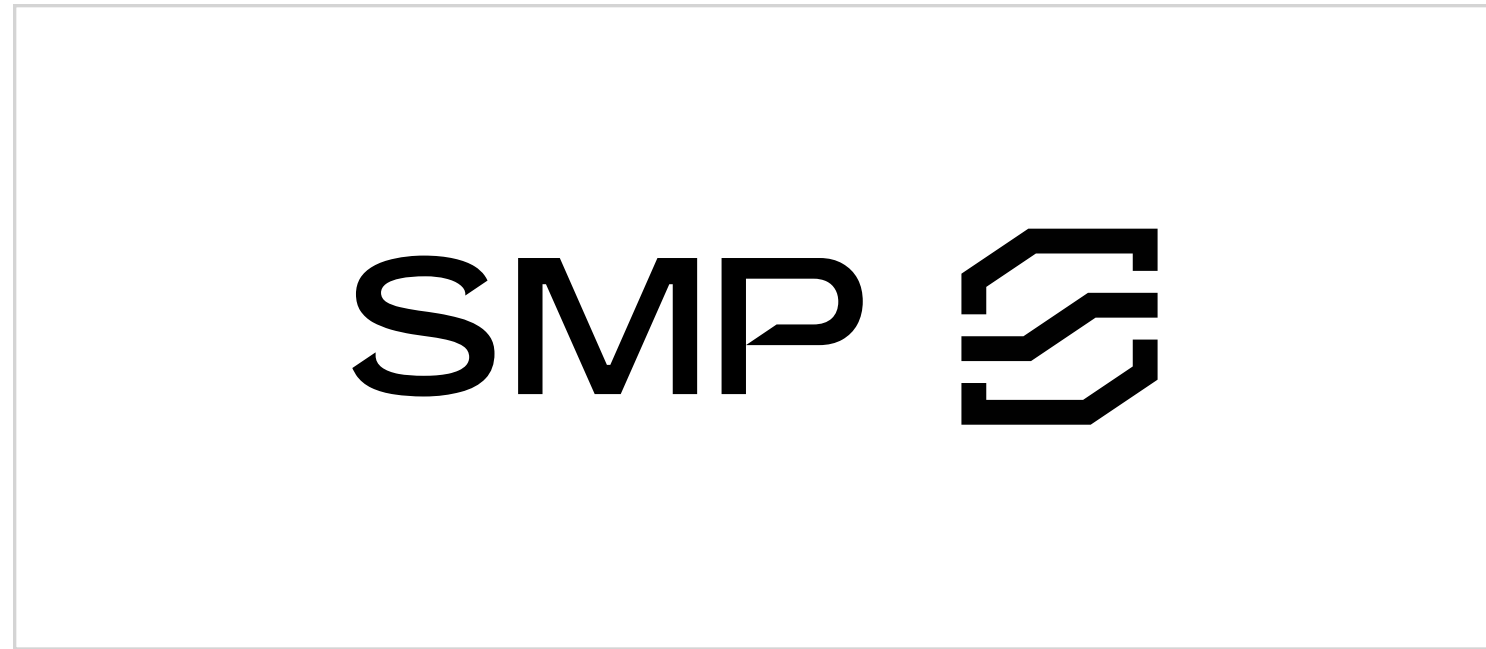
SMP | ENGINEERING
FOR TOMORROW

MINIMUM SIZES

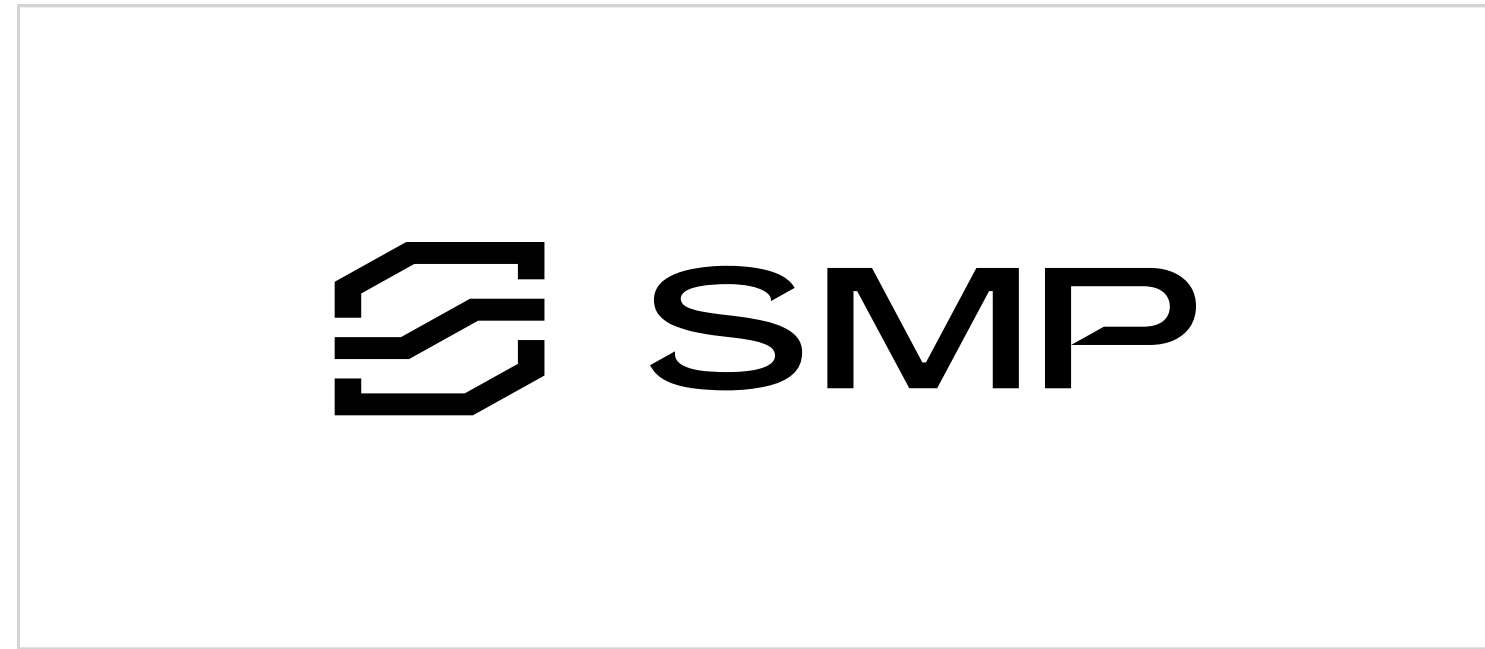
This configuration must not appear smaller than 30 px in digital environments or 25 mm in print applications, as reduction beyond these limits compromises readability and typographic precision.

SMP | ENGINEERING
FOR TOMORROW I 25mm or 30px

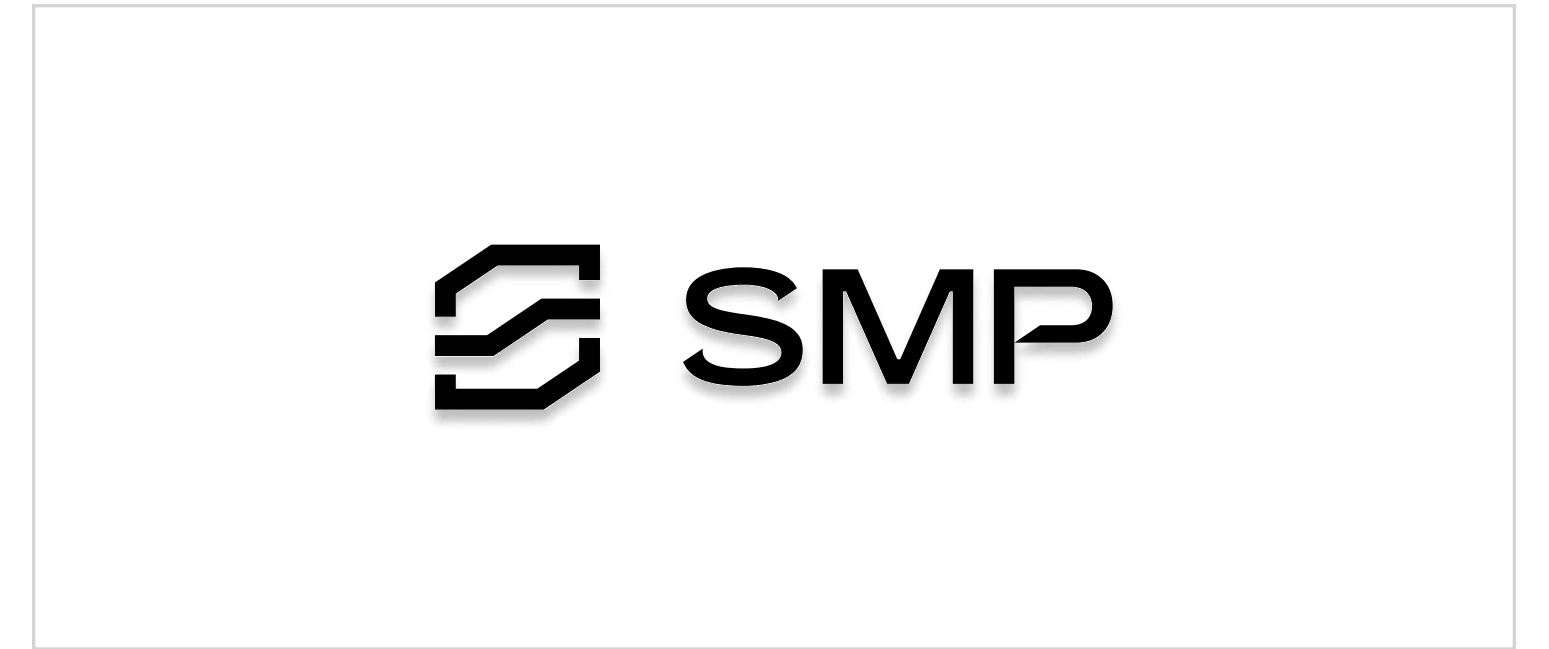
INCORRECT USAGE



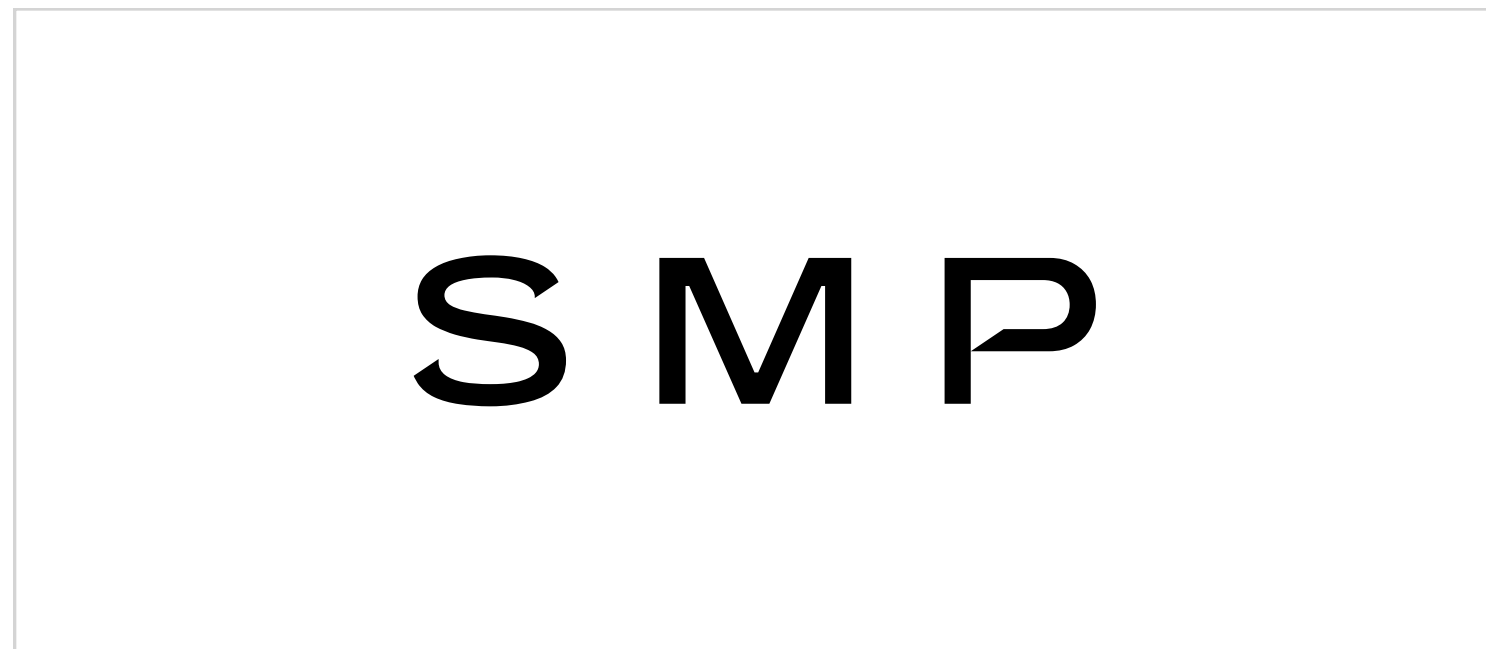
1. Do not flip lockup



2. Do not distort horizontally



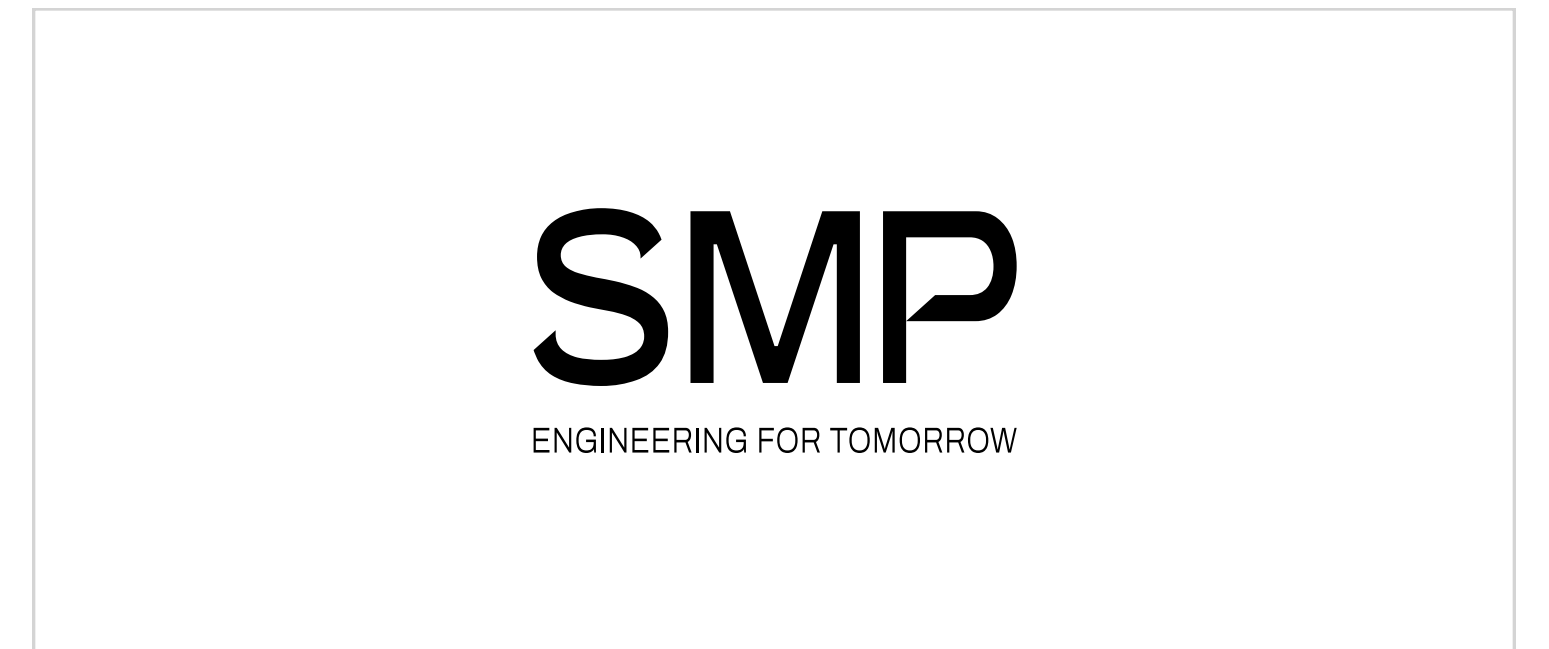
3. Do not add a drop shadow



4. Do not change relationship of elements



5. Do not outline



6. Do not distort vertically

TYPOGRAPHY

PRIMARY TYPEFACE / HEADLINES

Archivo

Designed by Héctor Gatti | Omnibus-Type

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()_+

Archivo® is a grotesque sans serif typeface family originally designed for highlights and headlines. This family is reminiscent of late nineteenth century American typefaces. The technical and aesthetic characteristics of the font are both crafted for high performance typography.

Regular, *Italic*, **Bold.**

SECONDARY TYPEFACE / BODY TEXT

DM Sans

Designed by Colophon Foundry

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()_+

DM Sans is a modern sans serif typeface designed for clarity and readability in digital environments. Its open forms and balanced proportions make it well suited for body text, supporting long-form reading while maintaining a clean and contemporary appearance.

Regular, *Italic*, Bold.

MONOSPACE TYPEFACE / TECHNICAL ACCENTS

CHIVO MONO

Designed by Omnibus-Type

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()_+

Chivo Mono is a monospace sans serif typeface designed for technical clarity and structured communication. Its uniform character width reinforces precision and system logic, making it suitable for accents, labels, and short statements within engineering and digital contexts.

Regular, *Italic*, **Bold**.

TYPOGRAPHY HIERARCHY

CHIVO MONO / LABEL

Line height: 130% 20 Px

ARCHIVO / HEADLINE

Line height: 120% 64 Px

DM SANS / BODY TEXT

Line height: 140% 20 Px

DM SANS / PULL QUOTE

Line height: 140% 18 Px

EMPOWERING TOMORROW

Experts in Electrical Consulting Engineering

At SMP, we're not just electrical engineers; we're builders of tomorrow's landscapes. Our portfolio boasts some of Western Canada's most iconic projects, showcasing our unwavering dedication to excellence.

“ *Driven by our core values of commitment, knowledge, and connection, SMP is more than just a consultancy firm.* ”

COLORS

PRIMARY

01

HEX: #010101

C: 0 R: 1
M: 0 G: 1
Y: 0 B: 1
K: 99

Black

SECONDARY

02

HEX: #52555A

C: 8.89 R: 82
M: 5.56 G: 85
Y: 0 B: 90
K: 64.71

G

SECONDARY

03

HEX: #FOFOFO

C: 0 R: 240
M: 0 G: 240
Y: 0 B: 240
K: 5.88

W

ACCENT 1

04

HEX: #B0F7E5

C: 28.74 R: 176
M: 0 G: 247
Y: 7.29 B: 229
K: 3.14

Neo Mint

ACCENT 2

05

HEX: #ECF7B0

C: 4.45 R: 236
M: 0 G: 247
Y: 28.74 B: 176
K: 3.14

Soft lime

100%	100%	100%	100%	100%
90%	90%	90%	90%	90%
80%	80%	80%	80%	80%
70%	70%	70%	70%	70%
60%	60%	60%	60%	60%
50%	50%	50%	50%	50%
40%	40%	40%	40%	40%
30%	30%	30%	30%	30%
20%	20%	20%	20%	20%
10%	10%	10%	10%	10%