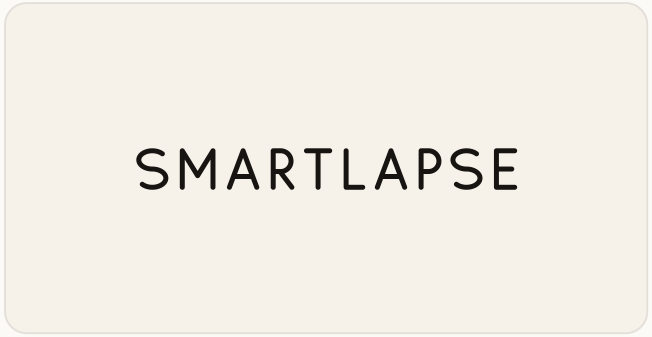
SMARTLAPSE

01

Your logo

The full logo is the first choice wherever it fits. The mark stands in where space is small and square: an app icon, a profile picture, a favicon. The name on its own suits long, narrow places.



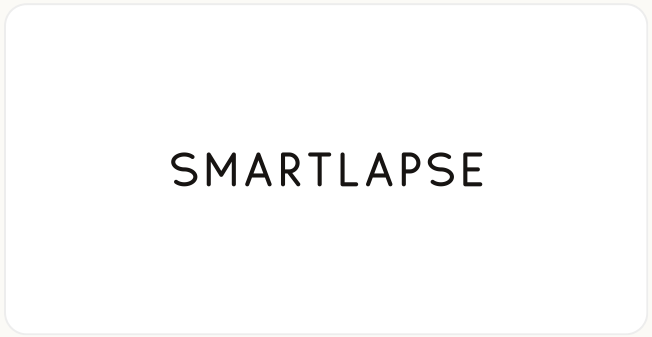
Full logo, on its own colours



The mark



The name



On white



Reversed: the mark on its text colour



The mark on the accent

02

Black and white

For one-colour printing, forms and receipts, on photographs, and anywhere the brand colours can't be used. The kit includes each as SVG and PNG.



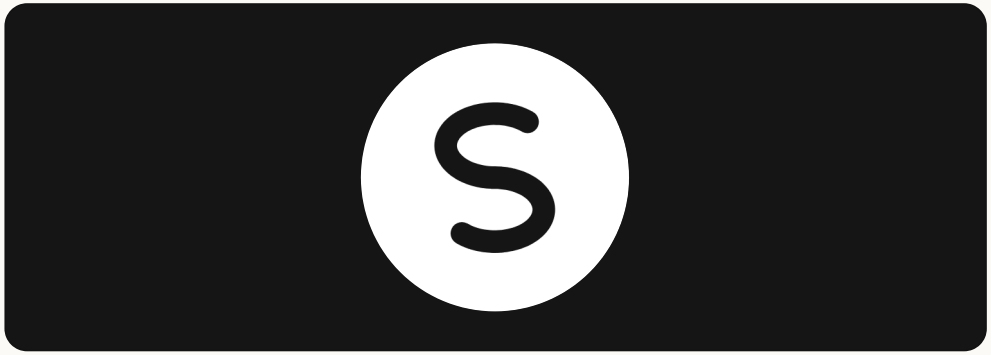
Black, on light backgrounds



White, on dark backgrounds and photos



The mark in black

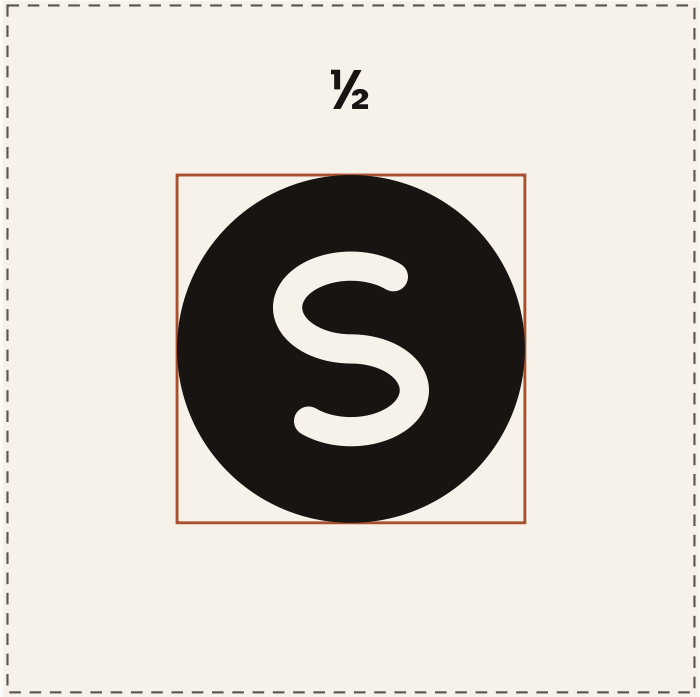


The mark in white

03

Space and size

Keep clear space round the logo of at least half the mark's height, free of text and other graphics. Below these sizes the details stop reading, so use the mark instead.



Clear space: half the mark's height on every side.

SMARTLAPSE

Full logo: at least 30 mm wide in print, 160 px on screen.

The mark: at least 10 mm in print, 32 px on screen.

04

Colours

Four colours, made to work together. Use the background most, the text colour for words, and keep the accent for what should catch the eye.

Background

HEX #F6F2EA

RGB 246, 242, 234

Backgrounds, and the field behind the logo.

Text

HEX #171412

RGB 23, 20, 18

The logo and words on the background.

Accent

HEX #A8512F

RGB 168, 81, 47

Buttons, highlights and links: use it sparingly.

Detail

HEX #7B7873

RGB 123, 120, 115

Secondary text, lines and quiet details.



A guide to how much of each: background 60%, text 25%, accent 10%, detail 5%. The kit's colours folder has them for websites (CSS) and Adobe apps (ASE).

05

Type

Two typefaces: the logo's own for headlines, and Poppins for everything you read. It is free to use, logos included (SIL Open Font License 1.1).

Aa

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headlines, the name, short lines.

Aa

Poppins

Body text, captions, menus and forms. Regular for reading, Medium and SemiBold for labels and buttons.

Glad you're here

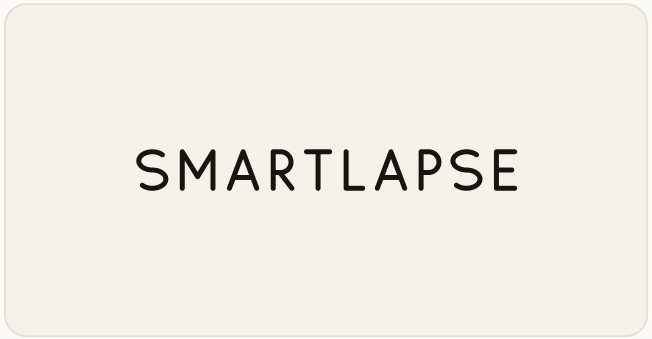
Let's talk

Get in touch

06

Do's and don'ts

Use the logo as it comes. These are the mistakes that most often weaken a brand.



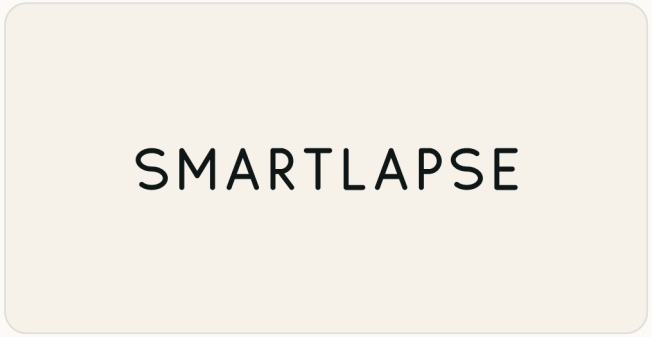
✓ Use it on its own colours



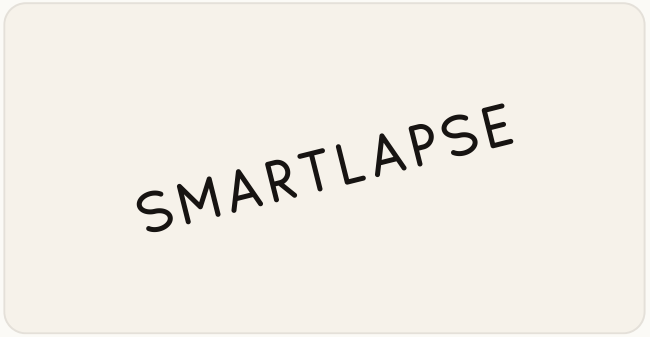
✓ Use black or white on other colours



✕ Don't stretch or squash it



✕ Don't change its colours



✕ Don't rotate it



✕ Don't add shadows or set it on busy backgrounds

07

In use

The brand out in the world. The kit's in-use folder has these and more, ready for your website, pitch or social posts.



