



# Logotype & Logomark Ruleset

*smartsheet.com*

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# Our Logo

Upholding the visual integrity of our brand is paramount, and an easy way to help is to remember how we use our logo. We've recently updated our treatments, so be sure to review the rules below if you're unsure what's changed. The asset sheet to the right has all the assets you'll need.

## What We'll Cover



**The Logo Elements**

**Spacing**

**Usage:** In Context

**Usage:** Things to Avoid

**Downloads**

**Legal Information**



# Logo Elements

The logo is comprised of two components, the checkmark-sheet and the word next to it. The symbol is a sheet with a checkmark indicating a checked box. The symbol can be used in conjunction with the logo type or alone depending on the amount of available space, but cannot be used in another context (e.g. as a part of another word, image, or logo)

**Popular Question:** When do I use the logotype without the logomark?

**Answer:** It's all about context (examples below) - and if we're using the logo in an environment where our visual brand has otherwise been established. \*

Think of it like a handshake - if we've had one, ditch the sheet. If we've never met - full logo!

*\* If you aren't sure (or are a vendor / publication working with / for Smartsheet, always default to the full logotype + logomark lockup.*



LOGOMARK

LOGOTYPE







# Spacing

## **Over White / Over Color**

The full color logo is to be used when at all possible. Single color logos are to be used to contrast busy background or for single color print projects.

Avoid using the logo directly over photography or complex patterns. It should be easily readable over white or a solid / gradient background.

## **Only an “H” Away**

To ensure the proper logo usage, an exclusion zone around the logo equal to the height of the “h” in Smartsheet should be maintained for maximum visibility.

## **Pulling Them Apart**

We’ve expanded our logo rules to include scenarios where the logomark and logotype can be used separately from one another. If you aren’t sure in your own work, be sure to ask!



## In Context



### Website(s)

Consider our logo's context — when otherwise established with a self-contained property, like the website, we can separate the logomark and the logotype.



### Collateral

When we're producing our own collateral (versus inclusion of our brand visuals in another property, we can lean on our newly weighted logotype.

## In Context (*cont.*)



### Website(s) Footer

Think of our logomark in the footer less as an after-thought, and more-so a reminder - another brand attribute to help congeal our image in the user's experience.



### Mobile Splash

When loading our mobile application — as is a relatively common trend — a small and refined inclusion of our logomark is all we need. Remember: context is everything. The user already knows what app they're opening, so now we simply re-enforce the brand without being disruptive.

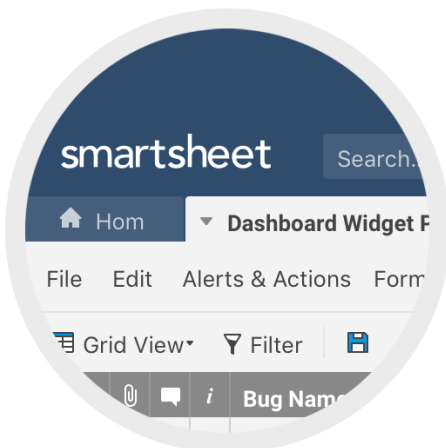


## In Context (*cont.*)



### Against Messaging

If you're laying out content and considering whether or not to use our full logo or just an element (logomark or logotype), lean toward the full lockup.



### In The Product

When including our logomark in our applications, the sheet can make it sometimes feel like a "house with low ceilings" - so we're now leaning on the logotype. *Note:* this doesn't mean we'll exclude the logomark in other context(s).



## In Context *(cont.)*



### Among Others

Always use the full logo lockup when used anywhere that isn't a Smartsheet property, or when otherwise context has not been established. Publications, PR, and outbound marketing are good examples.



### App Icons

One of the primary uses of our logomark is for certain context(s) like this — when we need to represent the brand with a single piece of on-brand imagery.



## Things to Avoid



### Don't!

Do not add drop-shadows or other effects to the logo.



### Don't!

Do not change the color of the logo - use only #FFFFFF, #1D9DE0, or #0E2947.



## Things to Avoid *(cont.)*



### Don't!

Do not create lock-ups, team logos, custom marks, or other messaging with our logo.



### Don't!

Do not "hollow out" the logomark or logotype.



## Things to Avoid *(cont.)*



### Don't!

Do not move or re-orient the logomark and the logotype.



### Don't!

We no longer use a stacked treatment of our logo.





## Things to Avoid *(cont.)*



### Don't!

Do not incorporate outside brand materials with our logo.



### Don't!

We no longer use the "full check" version of our sheet - make sure you're using the solid version.



# Asset Downloads

In the link below, you can find access to the following files:

**logo-full-blue.eps**

(the "action blue" treatment you see in this document)

**logo-full-core.eps**

(the "core blue" color - darker / navy)

**logo-full-white.eps**

(same logo lockup, full white version)

**PNGs**

(ready-to-use non-vector versions of the logos above)

<https://d2myx53yhj7u4b.cloudfront.net/sites/default/files/smartsheet-logos.zip>



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# Legal Information *(cont.)*

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(see pg.18, pg.19, and pg.62)

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## Legal Information *(cont.)*

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