Smartsheet Branding Guidelines

Smartsheet owns many trademarks, logos, designs, and service marks (“Smartsheet Branding”) that it frequently uses to identify and promote the Smartsheet brand. These guidelines govern the use of Smartsheet Branding in promotional, advertising, resale, and similar capacities. In support of our partners, customers, and others, we provide the limited opportunity for use of Smartsheet Branding. All use of Smartsheet Branding is subject to the guidelines set forth herein, and Smartsheet may rescind your rights to use Smartsheet Branding at any time.

If you would like to use Smartsheet Branding, but you are not a partner or reseller engaged in a written agreement with Smartsheet, you may request use by emailing legal@smartsheet.com.

If you are engaged in a written agreement with Smartsheet, please review the terms of your agreement for an understanding of what rights (if any) you may already have to use Smartsheet Branding. You must not use Smartsheet Branding unless expressly authorized by Smartsheet.

List of Acceptable Logos for Use

See Appendix A
List of Specifications for Use

• Always use proper trademark form and spelling.
• Distinguish trademarks from surrounding text with appropriate capitalization (initial letters capitalized or all letters capitalized), italics, or quotation marks.
• It is required to use a trademark symbol on the first use of the mark in text, even if the symbol has already been used elsewhere on the page (e.g. in the headline or logos)
• Smartsheet requires the use of trademark symbols for all Smartsheet logos. If the materials provided by Smartsheet does not contain a trademark symbol, then it is not required.
• Use the trademark as an adjective, not a noun or a verb.
  - *Proper:* “Use of the Smartsheet software-as-a-service platform is becoming increasingly adopted company wide.”
  - *Improper:* “Smartsheet is becoming increasingly adopted company wide.”
• Do not modify a trademark to a plural form.
• Do not translate a trademark into a foreign language.
• Do not alter a trademark in any way, including through visual identifiers or unapproved fonts.
• Do not use or register trademarks that are confusingly similar to Smartsheet trademarks.
• Do not abbreviate a trademark as an acronym except where there may be a Smartsheet authorized acronym.
• On product, product documentation, or other product communications that will be distributed only in the United States, use the appropriate trademark symbol (TM, SM, ®) the first time the Smartsheet trademark appears in the text of the material.
List of Specifications for Use (cont.)

• For distribution in the United States, include an attribution of Smartsheet’s ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication.
  - Following are the proper formats:
    • ____________ is a registered trademark of Smartsheet Inc.
    • ____________ is a trademark of Smartsheet Inc. (For unregistered trademarks)

• For distribution outside of the United States, do not use trademark symbols on products, product documentation, or other product communications. Instead, use one of the following international credit notices:
  - ____________ is a trademark of Smartsheet Inc., registered in the U.S. and other countries.
  - ____________ is a trademark of Smartsheet Inc. (For unregistered trademarks).

For use of any Smartsheet logos that is licensed to you, the logo must be clickable and link back to www.smartsheet.com.
Prohibited Use

You are not permitted to incorporate Smartsheet Branding or any variation thereof into your product or company names, features, services, trademarks, logos, or domain names (including any social media accounts) unless expressly permitted in writing by Smartsheet. You are not permitted to use Smartsheet Branding or reference Smartsheet: (1) except in a way that is truthful, accurate, fair, and not misleading; (2) in relation to products or services across any mediums that may be explicit, vulgar, offensive, or that in any way violate applicable law; or (3) in a way that expresses or implies affiliation, association, or sponsorship, endorsement, or approval with/from Smartsheet.

General

Smartsheet does not make any representations regarding your use of Smartsheet Branding. Further, Smartsheet disclaims all warranties in association with any use of the Smartsheet branding, express or implied, including any warranties of noninfringement. For the avoidance of doubt, Smartsheet retains all right, title, and interest in and to the branding materials, including any intellectual property rights therein.

Your uses of the the Smartsheet Branding, including any license which may have otherwise been agreed to in writing, does not grant you any ownership rights to Smartsheet Branding, including but not limited to, any logos, designs, or other similar materials.
Conclusion

Smartsheet values its partners, and in order to preserve its quality and consistency, Smartsheet carefully selects with whom it allows to use its protected materials. We appreciate your cooperation with these Smartsheet Branding Guidelines, and your dedication to the appropriate use of protected intellectual property.

For additional information with respect to Smartsheet Branding or Smartsheet’s intellectual property portfolio, please contact legal@smartsheet.com.
Appendix A
The Symbol & Type

The logo is comprised of two components, the symbol and the logo type. 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).

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.

Spacing, 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.

Same with the stacked logo treatment. Consider giving the logo even more than an “H” worth of space when placing it into materials, let it breathe!
Partner Logos

We currently have two “tiers” to our channel partner logos, Partner, and Premier Partner. The logo is made up of three main parts:  
A.) The Smartsheet icon / symbol  
B.) The boxed color gradient  
C.) The “marks” that indicate “tier”

Team Logos

We often like to show team pride here at Smartsheet, whether it’s via a piece of swag, an event, or a public event (recruiting, engineering, etc.), so we’ve established a lockup of our logo to meet these needs.

While registration black / white is okay as well, and this is what we generally recommend over dark colors when using a team logo for swag.

Pin-Stroke & Distance

We use the same gray stroke color for our divider line as the one that defines the outline of the sheet in our logo-mark. The distance, much like the rules in the main Smartsheet logo, is defined by the character a.

Other usage rules for team logos are the same as defined above in our primary-logo rules. Be sure to not alter colors, fonts, or additional texts.
Careful with that Brand

It’s important we don’t play with the logo, even for internal use. Here are a few examples of what **not** to do.

- **Do not** add effects to the logo.
- **Do not** extrude or bevel the logo.
- **Do not** add taglines or lockups to the logo.
- **Do not** deviate from the full color or single color versions.
- **Do not** apply textures or use logo as a mask.
- **Do not** overlap with anything and do not use the old drop shadowed version of the sheet.
- **Do not** “hollow out” the sheet. Use the approved over-color versions.
- **Do not** remove the logo-mark.
- **Do not** incorporate other branding into or near the Smartsheet logo.