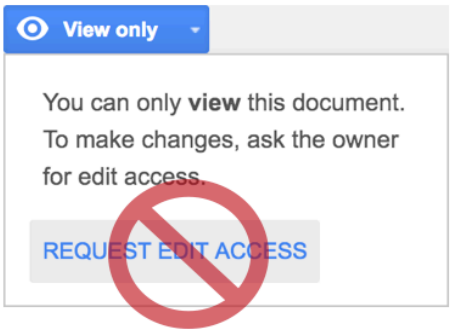
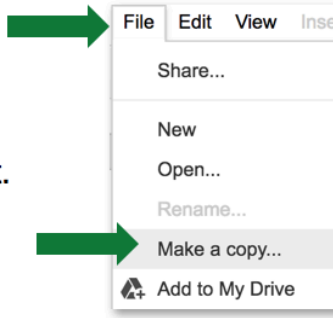


How to use this template:

This is a view-only file and cannot be edited.

Create your own copy of this template to edit.

In the menu, click **File > Make a copy...**



BRAND STYLE GUIDE PRESENTATION TEMPLATE – VERTICAL

Try smartsheet for free

Template begins on page 2.

BRAND STYLE GUIDE

ORGANIZATION NAME

Street Address
City, State and Zip

webaddress.com

VERSION 0.0.0

00/00/0000

©20XX. All Rights Reserved Your Organization.

sales@smartsheet.com

(844) 324-2360

smartsheet.com

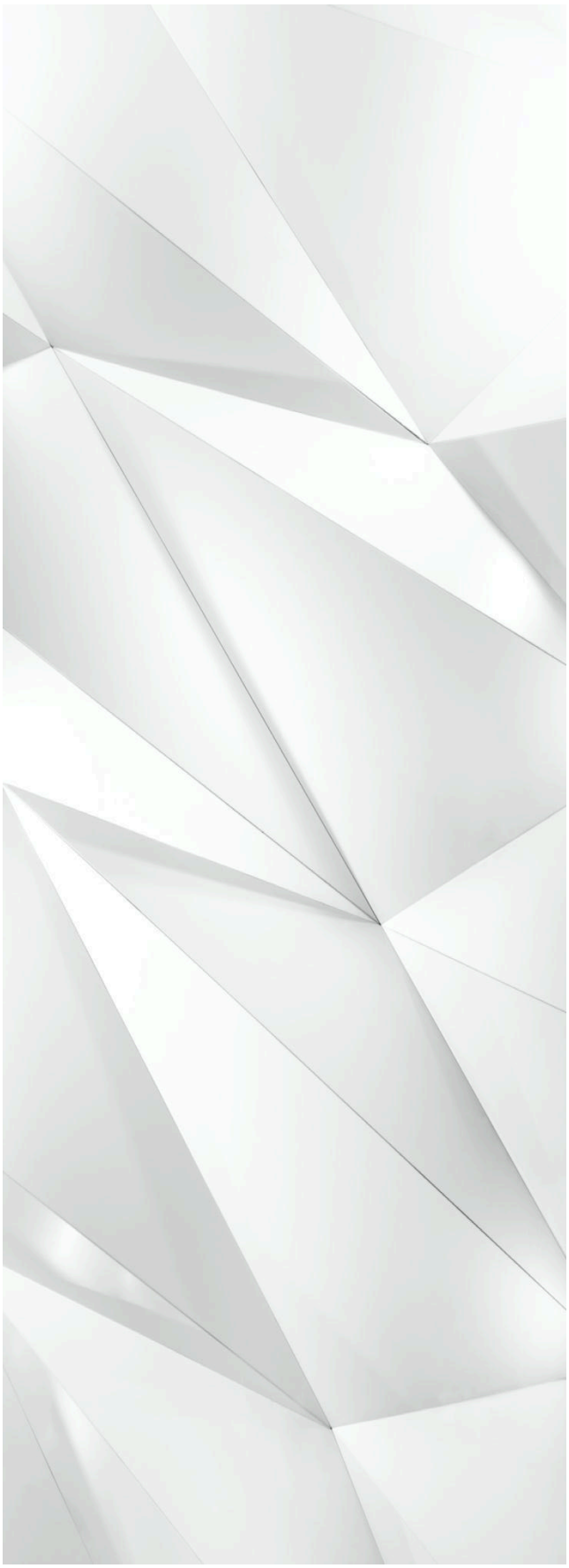
/smartsheet

/company/smartsheet-com

/@smartsheet

/smartsheet

/smartsheet



©20XX. All Rights Reserved Your Organization.

TABLE OF CONTENTS

1. Usage Guidelines 4
2. Mark Usage DO's 5
3. Mark Usage DON'Ts 6
4. Colors 7
5. Fonts 8
6. Logo 9
7. Clearance 10
8. Incorrect Usage 11

1. Usage Guidelines

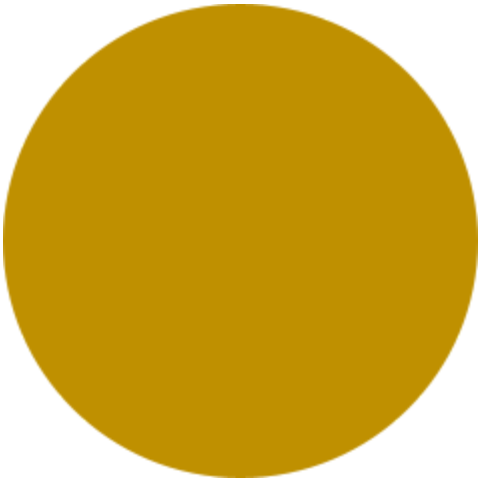
2. Mark Usage DO's

- Do always use proper trademark form and spelling.
- Do distinguish trademarks from surrounding text with appropriate capitalization (initial letters capitalized or all letters capitalized), italics, or quotation marks.

3. Mark Usage DON'Ts

- Don't modify a trademark to a plural form.
- Don't alter a trademark in any way, including through visual identifiers or unapproved fonts.

4. Colors

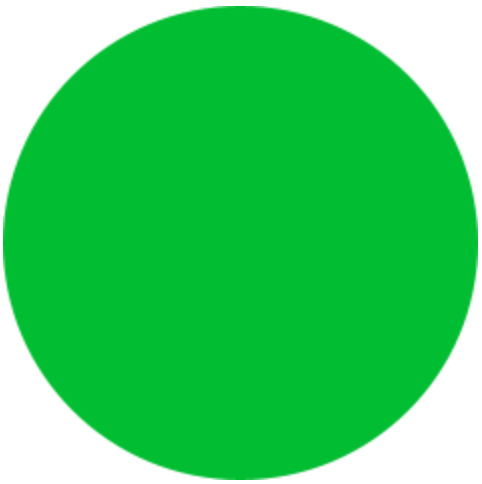


Bronze Beach

Hex: #000000
RGB: 0/ 0 / 0
CMYK: 0 / 0 / 0 / 0
Pantone: XXXX

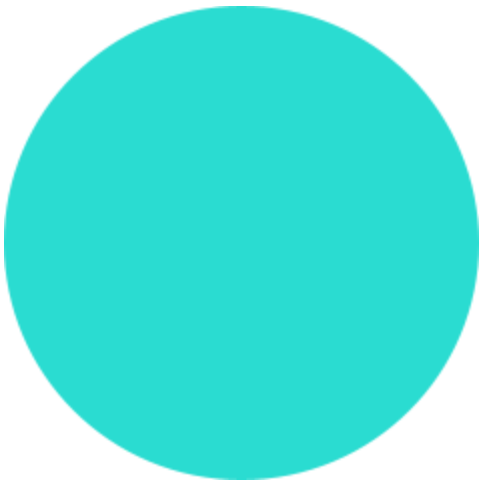
Golden Sun

Hex: #000000
RGB: 0/ 0 / 0
CMYK: 0 / 0 / 0 / 0
Pantone: XXXX



Lush Green

Hex: #000000
RGB: 0/ 0 / 0
CMYK: 0 / 0 / 0 / 0
Pantone: XXXX



Power Blue

Hex: #000000
RGB: 0/ 0 / 0
CMYK: 0 / 0 / 0 / 0
Pantone: XXXX

5. Fonts

Montserrat

Aa Bb Cc Dd Ee Ff
Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz 0123456789

Roboto

Aa Bb Cc Dd Ee Ff
Gg Hh Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

6. Logo

Below are all the accepted treatments of the logo.

Horizontal Layout

Vertical Layout

Wordmark

The logotype sans logomark is to be used exclusively within the app.

Logomark (icon)

7. Clearance

Give the logo some room to breathe. The logo should be allowed some clear space around the entire lockup. This will provide proper spacing for its character ascenders. Below is the minimum amount of clearance, but more is preferred.

8. Incorrect Usage

Please use the logos as they are provided in these guidelines. Don't alter the logo.

Skew

Don't skew or scale disproportionately

Change colors

Don't change the colors

Recreate

Don't make alterations, additions, or substitutions

Add effects

Don't add drop shadows, strokes, or bevels

Alter orientation

Don't change the orientation

Use busy backgrounds

Don't place on complicated backgrounds

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.