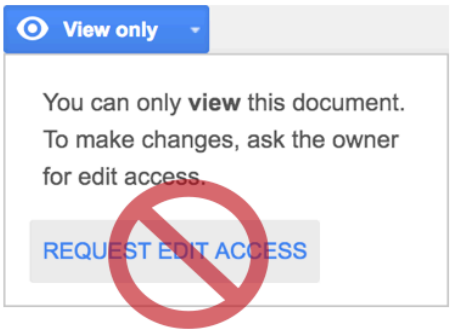
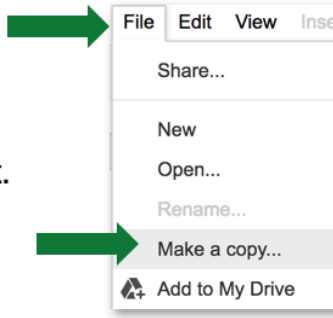


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BRAND STYLE GUIDE PRESENTATION TEMPLATE – VERTICAL

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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



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sales@smartsheet.com

(844) 324-2360

smartsheet.com

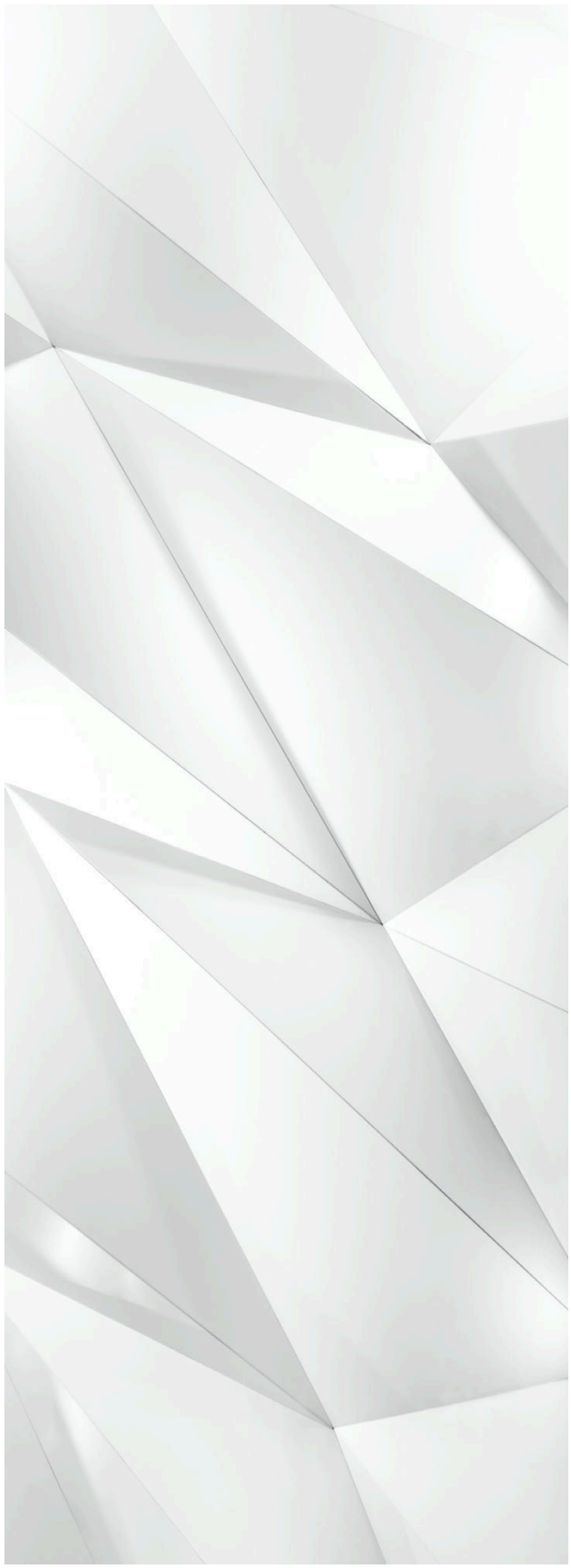
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1. Usage Guidelines

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.

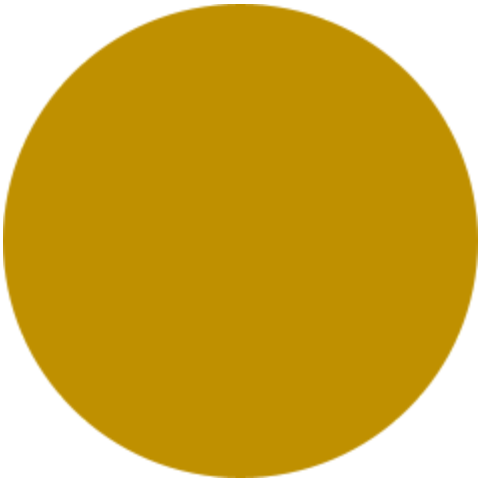


3. Mark Usage DON'Ts

- 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



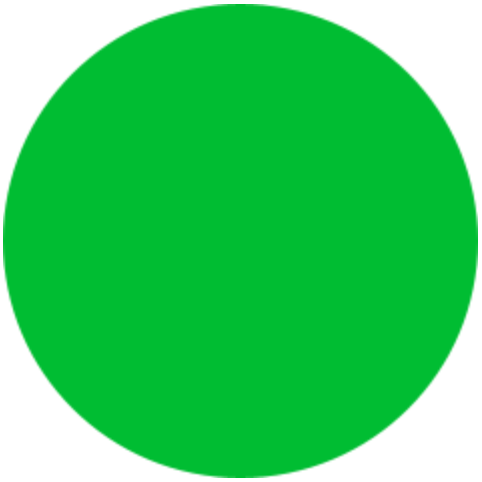
Bronze Beach

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



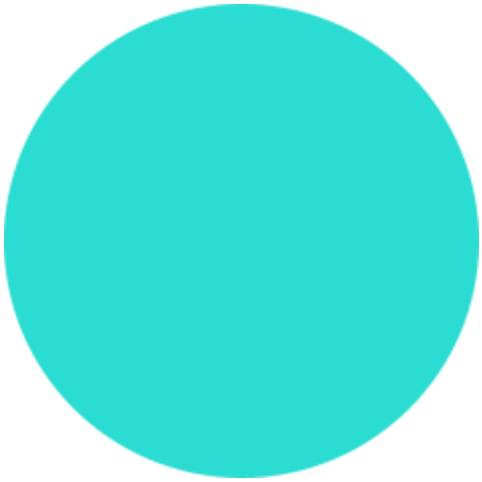
Golden Sun

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

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