

# LOGO USAGE GUIDELINES PRESENTATION TEMPLATE

## LOGO USAGE GUIDELINES



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### LOGO USAGE GUIDELINES

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#### 1. Logo

Minimum size for reproduction on print:

Horizontal layout	Vertical layout

Minimum size for reproduction on digital:

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#### 2. Clearance

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#### 3. Incorrect Usage

These are the ways in which the SmartSheet logo is not to be used:

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- Do not use the logo with a shadow or drop shadow.**
- Do not use the logo with a background or pattern.**
- Do not use the logo with a border or frame.**
- Do not use the logo with a background image or pattern.**
- Do not use the logo with a background image or pattern.**

#### 4. USAGE GUIDELINES

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#### 5. Mark Usage DO's

- Do always use the SmartSheet logo and mark.
- Do not use the SmartSheet logo and mark in a way that is not intended.

#### 6. Mark Usage DON'T's

- Do not use the SmartSheet logo and mark in a way that is not intended.
- Do not use the SmartSheet logo and mark in a way that is not intended.

#### 7. Color: Primary

<b>Primary Blue</b>	<b>Primary Yellow</b>	<b>Primary Green</b>	<b>Primary Cyan</b>
Hex: #0056b3	Hex: #f1c233	Hex: #00a651	Hex: #00b0c0
RGB: 0, 86, 179	RGB: 241, 194, 51	RGB: 0, 166, 81	RGB: 0, 176, 192

#### 8. Color: Secondary

<b>Secondary Red</b>	<b>Secondary Orange</b>	<b>Secondary Yellow</b>	<b>Secondary Green</b>
Hex: #e31a1c	Hex: #f19e6b	Hex: #f1c233	Hex: #00a651
RGB: 227, 26, 28	RGB: 241, 158, 107	RGB: 241, 194, 51	RGB: 0, 166, 81

#### 9. Typography

SmartSheet

Roboto

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

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

#### 10. Typography: Formatting

SmartSheet

Roboto

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

Paragraph

SmartSheet

# Logo Guidelines Template

**Albert A Gayle**



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