



A visual guide to the  
branding of Smart Stack.  
2022 edition.



# SMART STACK

**This is who we are, this is what we do and this is why we do it.**

Smart Stack is the most space efficient, modular, accessible and hardwearing on-site archiving system available. Paired with our powerful web based software, our customers fetch their documents quicker than Jango fetches a ball!

## OUR VISION

Is a world where school archiving receives the attention and care it deserves.

## OUR MISSION

To become the first choice in document archiving solutions for schools and businesses across Australia.

# BRAND VALUES

Smart Stack is committed to providing a SMART service:

## SECURE

We have secure systems throughout the archiving life cycle to assist in the processing, storage, handling, and eventually destruction when they are no longer needed.

## MARKET LEADING

Ahead of the curve in the archive management space and continually improving our services and offering to exceed customer needs and expectations.

## ATTENTIVE

We pay close attention to our customer needs and the need to remain compliant in record keeping and have developed tailored archiving solutions to meet the ever changing needs.

## RELIABLE

Our archiving products and services will perform their intended function adequately, with our customer support team available when you need it.

## TRUSTWORTHY

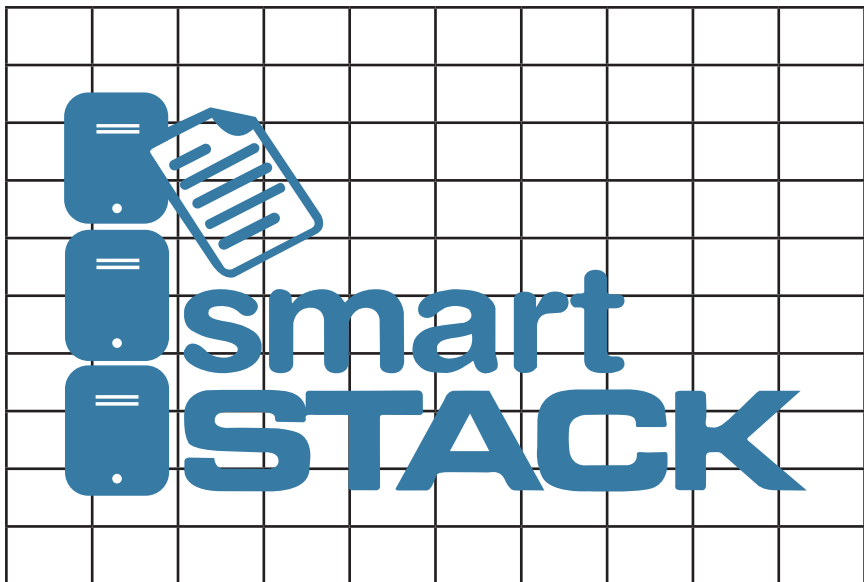
We're honest. We behave ethically because it's the right thing to do, and will only ever recommend products or services that will be of an actual benefit to our customers.

# BRAND VOICE

|                   | Description   | Do   | Don't   |
|-------------------|---|--|---|
| <b>Friendly</b>   | Our audience may be apprehensive of what we have to offer, So we make sure to come across as friendly and approachable to build a sense of trust.                     | Show genuine interest in how they are feeling.<br><br>Use casual and polite greetings.   | Don't be blunt or cold.<br><br>Don't be annoyingly cheerful when a customer is upset.<br>Don't be dry.  |
| <b>Relateable</b> | We are the experts in school archiving so we understand exactly what issues they are facing. Approach every interaction from a place of experience and understanding. | Show a level of care for whatever situation they are currently experiencing. ie. Acknowledge particularly stressful parts of the school term. Acknowledge little annoyances they may be having and present solutions other schools have used | Don't make them feel like their problems aren't important.<br><br>Don't try to relate on non-work related topics unless it's very targeted messaging. |
| <b>Helpful</b>    | We are ready to do what we can to solve our customers problems.   | Be ready and willing to explain difficult topics in easy to understand terms. Give them a sense of optimism that their problem can be resolved. Make possible challenges or setbacks very clear.   | Don't over promise.<br><br>Don't make them feel stupid.   |
| <b>Simple</b>     | We help people archive better. It's simple as that.<br><br>Our customers are not archivists so make sure to help them in a way they will understand.                  | Keep sentences short.  | Don't use over complicated jargon.  |
| <b>Playful</b>    | Archiving is boring right? Welllll yeah basically, but we try not to take things too seriously. Find the fun where you can.   | Be self aware of ourselves. Have fun creating interesting illustrated scenes. Use snappy copy, embrace puns  | Don't be cringy. Don't pretend that archiving is the funnest thing in the world. Don't use cliches  |

# LOGO

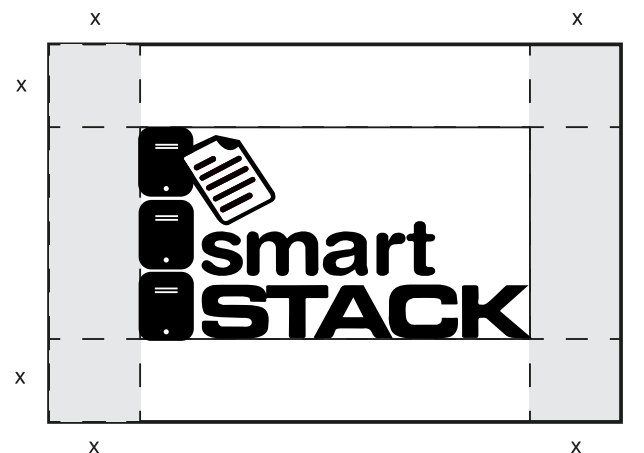
Central to the visual identity of Smart Stack



## EXPLANATION

The current smart stack logo was designed and implemented in 2007. It features the company name along with three containers and a document. These containers are a visual representation of the smart stack system along with the documents which they store.

## SPACING



## COLOUR USE

Blank Background: Use logo in Smart Stack blue



Coloured Background: Use a white logo

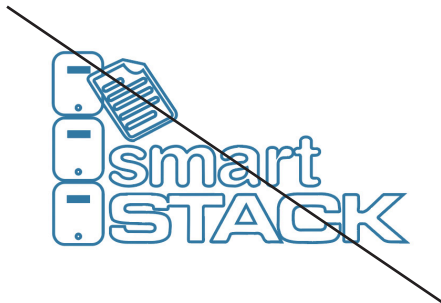


# LOGO USE

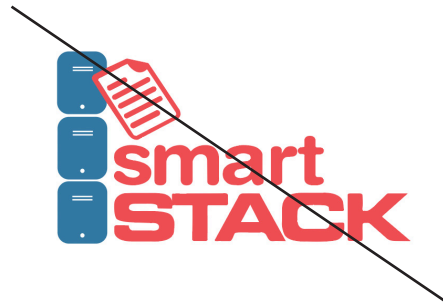
Correct use: Use appropriate colours and spacing



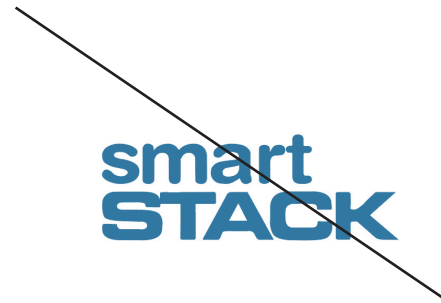
Incorrect use



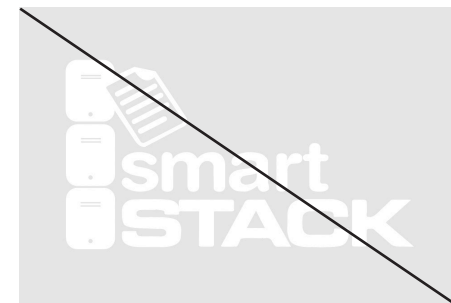
Don't use outlines



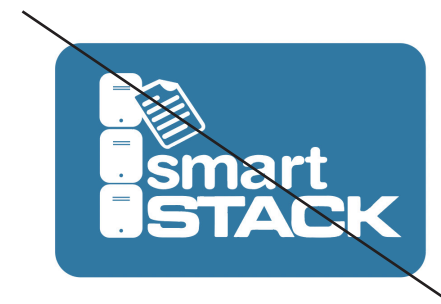
Don't mix and match colours



Don't modify the layout



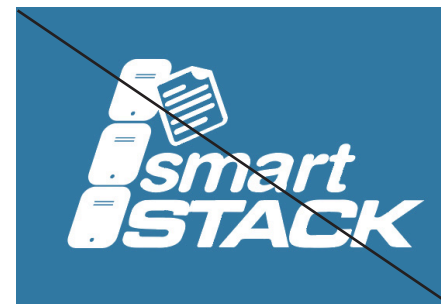
Don't use light logos on light backgrounds



Don't place the logo in a box



Don't use effects

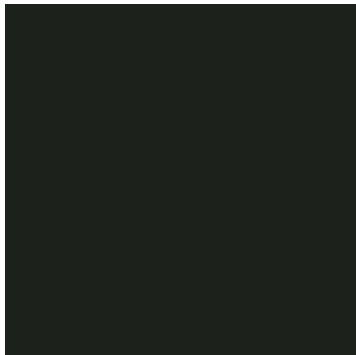


Don't skew the logo

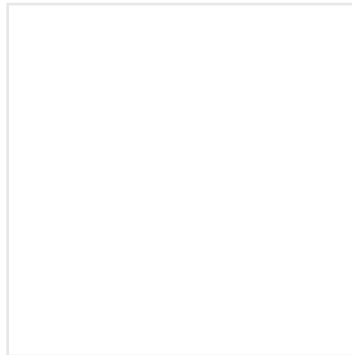
## PRIMARY COLOURS



SMART STACK BLUE  
#357BA5



SMART STACK BLACK  
#1F221D



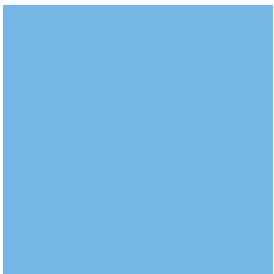
SMART STACK WHITE  
#F3F3F4

The smartstack primary colours form the foundation of any Smart Stack branded communication.

Official documents and flyers will feature a blue background with a black strip along the bottom.

The logo will be featured in white.

## SECONDARY COLOURS



SMART STACK LIGHT BLUE  
#75B6E4



FIRE OPAL  
#F05254



SMART STACK ORANGE  
#FF9E02



SMART STACK GREEN  
#81C34D



SMART STACK DARK BLUE  
#36495E



SMART STACK RED  
#EC2127

## HEADINGS

Aa

BEBAS NEUE REGULAR

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

## BODY

Asap Regular **Bold** *Italic*

Aa

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

| NAME      | CLASS | FONT WEIGHT | LINE HEIGHT | LINE SPACING |
|-----------|-------|-------------|-------------|--------------|
| HEADING 1 | H1    | Regular     | 0.9         | 0.9          |
| HEADING 2 | H2    | Regular     | 0.9         | 0.9          |
| Heading 3 | H3    | Bold        | 0.9         | 0.9          |
| Subtitle  | H4    | semi-bold   | 0.9         | 0.9          |
| Paragraph | p     | Regular     | 0.9         | 0.9          |

## INTRODUCING JANGO

Born in 2014, Jango has been an integral member of the Smart Team.

First to arrive each morning, and last to leave, Jango knows everything about getting on top of your archiving and document care.

Even when he's sleeping, he's dreaming up ideas of how to assist you in your document management.

## JANGO'S ROLE

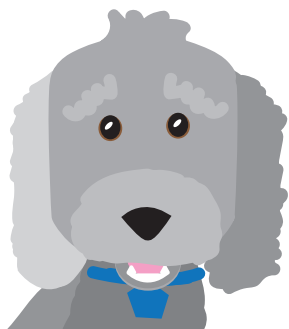
The Jango design plays a central role within our branding. As the Smart Stack mascot he should appear on all official messaging.

He is the cartoon embodiment of our company values, attitude and workplace culture. He provides brand recognition for our customers and sets us apart in a memorable way from our competitors.

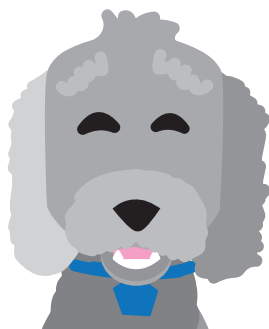


Jango imagery should be used to demonstrate the entire archiving lifecycle, showing him react to different issues, him fixing situations and the relief he feels after getting everything under control.

## JANGO'S EMOTIONS



**HAPPY**  
WHEN EVERYTHING IS GOING TO PLAN  
AND IN CONTROL — THE GENERAL LOOK  
OF JANGO.



**PLAYFUL/LAUGHING**  
WHEN JANGO DISCOVERS OR LEARNS  
SOMETHING NEW.



**SURPRISED**  
HELPING TO ILLUSTRATE WHEN  
SOMETHING IS CHALLENGING OR  
UNEXPECTED.



**PROUD**  
JANGO EXPRESSES THIS FEELING LIKE  
WHEN YOU FINALLY GET ON TOP OF  
THE HUGE AMOUNT OF ARCHIVING



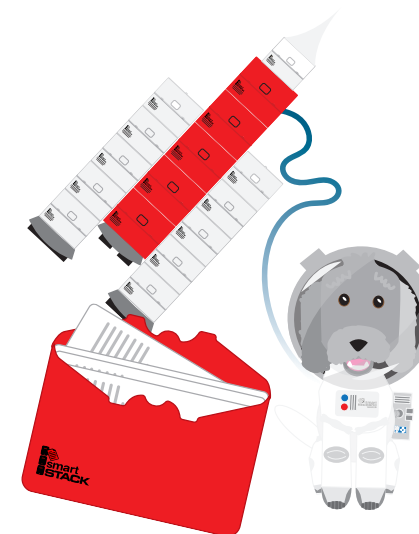
**RELIEVED**  
WHEN A PROBLEM IS FIXED!



**ALERT**  
HELPING ILLUSTRATE HOW HE PRO-  
TECTS AND PROVIDES SECURITY.



**CONFIDENT**  
WE'RE THE EXPERTS IN WHAT WE DO,  
JANGO HELPS US EXPRESS THAT.



# GENERAL ILLUSTRATION

We use illustrations to delight the audience on an otherwise “uninspiring” subject matter.

Use them to demonstrate what Smart Stack does, show pain points the customers are facing, demonstrate our process or otherwise communicate information. Our illustrations should always reflect the Smart Stack personality of being playful and fun.

Illustrations can be witty, but never silly and should feature Jango assisting a problem a customer might have.

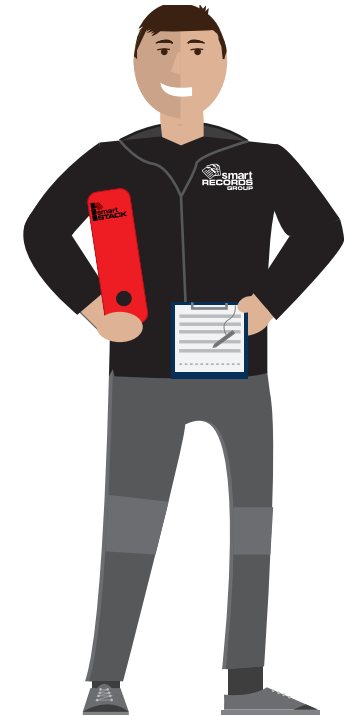
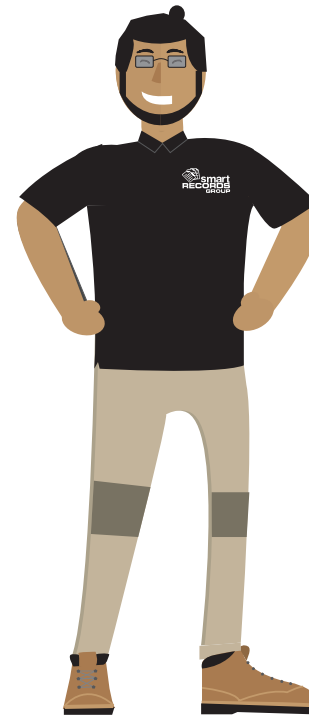


# GUZI/ SMART TEAM

Guzi is a caricature of real life smart team member, Gustavo. He represents the smart team and is used to demonstrate the role smart team plays in customer interaction.

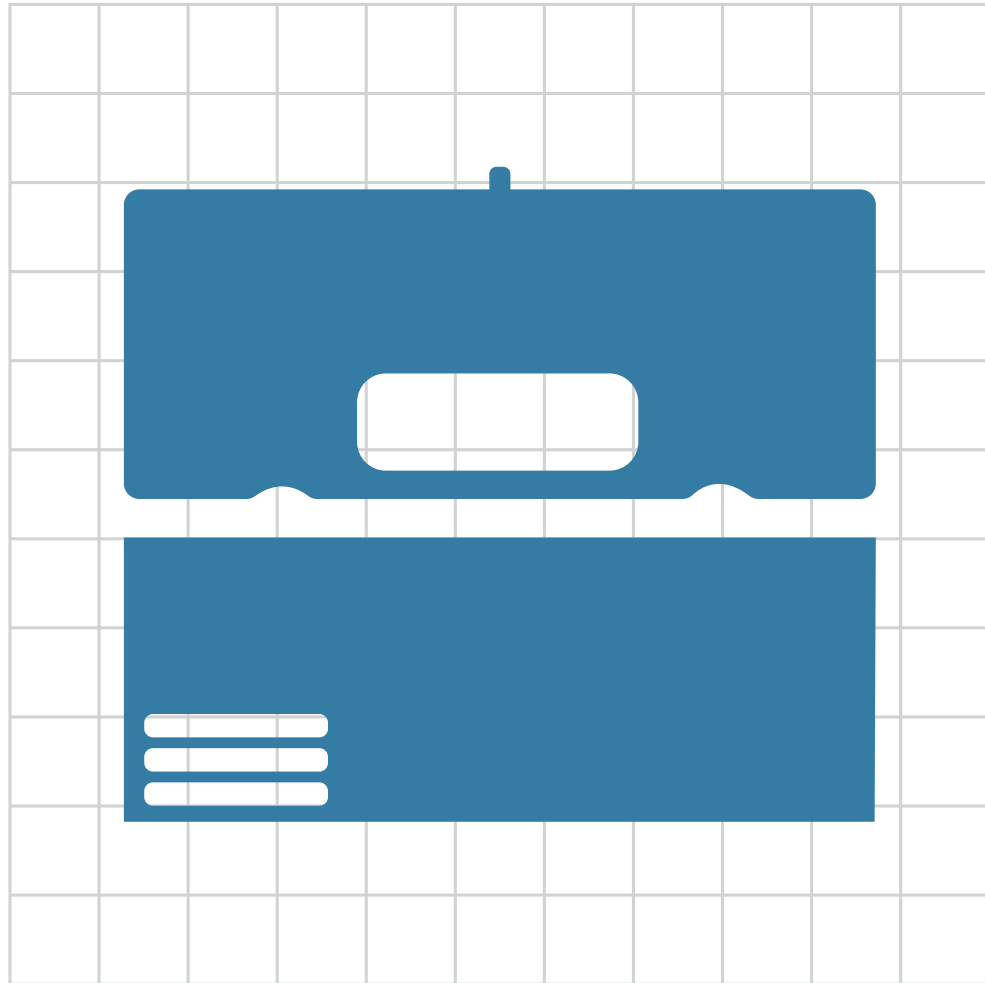
This team does all the pick ups, drop offs, system removals and ongoing archiving so it is important to display them in communications as they are team members that customers become most familiar with.

Use this character and other team members to accompany jango in scenes where there is heavy lifting or sorting of documents involved.



## — Iconography

Smart Stack icons are used across different brand touchpoints. They provide symbolism, conceptual clarity, and visual interest in simplistic shapes and forms.



## — Photography

Smart Stack utilises relatively little photography simply due to limited opportunities to conduct photoshoots on site at schools. it is a long term plan to undertake more photography shoots. Photography is useful to demonstrate; smart stack installations, benefits of the system (before and after) as well as giving a better understanding of the size and dimensions of a system. Avoid using stock imagery



— Design examples

