

Smiary logo and brand brief

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Smiary needs a new logo and a professional brand identity that works from a 16 px browser tab to a phone home screen. This brief covers what we need and the files to deliver.

About Smiary

Smiary is an online diary and appointment system with automated SMS reminders. It lets a practice book appointments, manage contacts and message patients from any device, anywhere.

- **Tagline:** "Your Smart Diary" (current website title).
- **Audience:** professionals and small practices who book appointments and need their diary wherever they are. Owners and reception staff are the daily users.
- **What it does:** Smart Diary (booking, reminders, multiple views, printing), Smart Messaging (single and batch SMS, scheduled sending, delivery reports) and Smart Contacts (contact management and self-service).
- **Markets:** South Africa and Australia. Spelling and tone should work in both.
- **Voice:** plain, practical and businesslike. Direct and feature-led, never playful or gimmicky.
- **Feeling we want:** dependable, calm, modern, quietly smart. A practice should trust it with its patients.

What we have now

The current logo needs replacing, and the product has no single consistent mark.

- **Website (smiary.co.za):** a wide logo image (`logo_280.png` , 280 px wide) that we want fully replaced. **It is attached to this project as a reference only.**
- **New app:** the sidebar and sign-in screens still show a generic blue square mark inherited from a template, and the browser-tab icon is a 32 px version of it. It says nothing about Smiary.
- **Missing:** no icon that works on its own, no dark-background version, no phone home-screen icon and no brand colours or fonts written down.

The new identity replaces all of these with one clear system.

Style direction

Aim for: a simple, confident mark that reads as professional software, not a hobby site. It should still be clear when shrunk to 16 px.

- A wordmark (the name "Smiary", capital S, set in a clean modern typeface) paired with a **simple icon** that also works alone as the app icon.
- Ideas worth exploring, not requirements: a diary page or calendar, a tick or bookmark, a speech bubble for messaging, the "S" of Smiary made into a shape. Surprise us, but keep it simple.
- **Colour:** blue-based is welcome because the app already uses blue and it suits trust and healthcare, but propose your own. Limit it to one main colour plus one accent, and give exact HEX values.
- **Typeface:** one modern sans-serif, rounded or geometric, that is free to use on the web (Google Fonts or similar). Tell us the name.

Avoid: gradients and effects that break when printed or shrunk, clip art, stock icons, detailed illustration, a generic globe or swoosh, and anything that looks like another diary or booking brand. Please send only original work and confirm it can be trademarked.

What to deliver

Logo versions

1. Primary horizontal logo: icon and wordmark side by side.
2. Stacked logo: icon above the wordmark.
3. Icon only: square, with a clear margin, so it can be the app icon and favicon.
4. Wordmark only.
5. Each of the above in full colour on light, full colour on dark, all black and all white.

Files

- SVG for every version (this is what the website and app use).
- PDF or EPS plus the editable source file (AI), with text converted to outlines.
- PNG with a transparent background, 2000 px on the longest side.
- A one-page brand guide: HEX, RGB and CMYK colours, typeface names, minimum size, clear space around the logo, and a few do and don't examples.

Rights: full copyright transfer and all source files.

Original master files for print and branding. We need to be able to scale the logo ourselves to any size, from a business card to a banner, without paying for changes.

- **Vector masters** of every logo version as editable Adobe Illustrator (`.ai`) plus PDF and EPS. All text converted to outlines, no embedded raster images, no effects that depend on the software.
- **Colour values** for each colour in three forms: HEX and RGB for screens, CMYK for printing, and the nearest Pantone (PMS) match for spot colour and exact brand matching.
- **One-colour and simple versions** that work for single-colour printing, embossing, engraving, stamps and embroidery. No gradients or fine lines that disappear at small sizes.
- **Large PNG** with a transparent background, at least 4000 px on the longest side, for anything we place in a document.
- **Print-ready layout** of a business card as a worked example (standard Australian size 90×55 mm, 3 mm bleed), plus a matching letterhead and email signature, to show how the logo is meant to be used. The brand guide should also say the smallest size the logo may be printed at.
- **Fonts:** the font files or licence links for every typeface used, so we can set text in the same style ourselves.

Logo sizes for web and mobile

Smiary is a web app, so the first rows matter now. The app-store rows apply only if native phone apps are built later. Please supply vector masters, and we will export the PNGs from them. For the starred (*) sizes, please check the exported icon by eye, because small icons need hand-tuning.

Where it is used	Size (px)	Format	Notes
Browser tab icon *	16, 32 and 48 in one file	ICO	Must stay readable at 16 px. Icon only, no wordmark.
Browser tab icon (modern)	scalable	SVG	Same icon, vector.
Website and app header	about 32 to 40 tall, supply 160×40 and 320×80	SVG, PNG	Horizontal logo. The 320×80 is the 2x version for sharp screens.
Collapsed menu and small icon	32×32 and 64×64	SVG, PNG	Icon only.

Where it is used	Size (px)	Format	Notes
Sign-in page and splash	about 64 tall, supply 240×96	SVG, PNG	Horizontal or stacked.
iPhone home screen ("Add to Home Screen") *	180×180	PNG, no transparency	Solid background. iPhone rounds the corners itself.
Android and installable web app *	192×192 and 512×512	PNG	Plus a 512×512 "maskable" version with the artwork inside the central 80%, so it survives round and squircle crops.
Link preview when shared (WhatsApp, LinkedIn, Facebook)	1200×630	PNG or JPG	Logo on a brand background with the tagline.
Social profile picture	400×400	PNG	Icon on a solid background. Keep the art away from the edges.
Email header and signature	400×100 (shown at 200×50)	PNG	Horizontal logo on white.
Apple App Store (native app only)	1024×1024	PNG, no transparency, square corners	Apple adds the rounding.
Google Play Store (native app only)	512×512	PNG, 32-bit	
Android adaptive icon (native app only)	432×432 layers	PNG	Keep the artwork inside the central 264×264.

Timeline and contact

- **Timeline:** about two weeks from the start of the project to the final files. We are flexible if more time improves the work.

- **Open to ideas:** we have no fixed preferences beyond this brief. Fresh, bold directions are welcome, as long as the result stays simple and professional. You do not need to stay close to the current logo.
- **Contact:** Claus, claus@tepper.co.za