



SMBiT
PROFESSIONALS

BRAND GUIDELINES | 2014 | VERSION 1.0



SMBIT
PROFESSIONALS

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INTRODUCTION

The SMBiT Professionals logo is the cornerstone of the company's brand identity.

The logo is on every piece of communication, so it is imperative to use the logo properly and with consistency.

These brand guidelines have been created to help you implement the proper use of the logo and brand. The pages that follow explain the essential elements of the brand and demonstrate its proper use. Adhering to these standards will ensure a clear, consistent brand identity.

This document and the logo files are available via request, please contact:
admin@smbitpro.org

The versions shown on this page are the primary logos, and the preferred version in most instances.

The brand can either be positioned on a white or orange background and is available in a vertical or horizontal format.

A range of file options and mono versions including greyscale, mono and reverse are also available. **See page 6 for visual examples.**

A minimum clear space of 'x' must be maintained. 'x' is equal to 50% width of the capital letter 's' in the SMBiT logotype and must be kept free from typography or any other graphic elements such as illustrations and other logos.

PLEASE NOTE: logos on white background do not have a frame or border, one has been created in this instance to show clear space required.



PRIMARY LOGO > WHITE BACKGROUND > VERTICAL



PRIMARY LOGO > ORANGE BACKGROUND > VERTICAL



PRIMARY LOGO > WHITE BACKGROUND > HORIZONTAL



PRIMARY LOGO > ORANGE BACKGROUND > HORIZONTAL

TAGLINE VERSIONS

The SMBiT Professionals brand has a range of tagline versions to choose from. These are filed under the following:

1. PRIMARY TAGLINE VERSION

To be used in most instances where space permits.

2. MINIMUM SIZE TAGLINE

This version can be used where space is an issue, the tagline is slightly larger and more legible at a small scale.

3. LONG TAGLINE VERSION

To be used when the space is long and horizontal.

Mono options including greyscale, solid black and reverse (white) are available.



REGISTERED MEMBER LOGOS

The SMBiT Professionals brand has a range of registered member logos to choose from. These are filed under the following:

1. PRIMARY REGISTERED MEMBER VERSION

To be used in most instances where space permits.



2. MINIMUM SIZE REGISTERED MEMBER

This version can be used where space is an issue, the registered member type is slightly larger and more legible at a small scale.



3. LONG REGISTERED MEMBER VERSION

To be used when the space is long and horizontal.

Mono options including greyscale, solid black and reverse (white) are available.

The following shows a list of acceptable usage options for the suite of SMBiT Professionals logos. We have used the vertical primary logo in this instance.

These rules govern the use of logos across all mediums including print, press and online.

Should a logo device be required to be used in a situation other than those listed then please send example of application to admin@smbitpro.org for approval.



FULL COLOUR ON WHITE OR LIGHT BACKGROUNDS



FULL COLOUR ON ORANGE BACKGROUND



GREYSCALE ON WHITE OR LIGHT BACKGROUNDS



MONO ON WHITE OR LIGHT BACKGROUNDS



REVERSE ON BLACK OR DARK BACKGROUNDS



REVERSE ON ORANGE BACKGROUND

The following shows examples of acceptable usage options for the suite of SMBiT Professionals logos on a background image or texture. We have used the vertical primary logo in this instance.

These rules govern the use of logos across all mediums including print, press and online.

Should a logo device be required to be used in a situation that might contravene acceptable usage, please send sample of use to admin@smbitpro.org for approval.



ACCEPTABLE BACKGROUNDS ARE THOSE THAT TEND TO BE SIMPLE AND CLEAN GIVING CLEAR VIEW OF THE LOGO.



SMBiT PROFESSIONALS BRAND GUIDELINES

Unacceptable Logo Usage

The following shows examples of unacceptable usage options for the suite of SMBiT Professionals logos on a background image or texture. We have used the vertical primary logo in this instance.

These rules govern the use of logos across all mediums including print, press and online.

Should a logo device be required to be used in a situation that might contravene acceptable usage, please send sample of use to admin@smbitpro.org for approval.



UNACCEPTABLE BACKGROUNDS ARE THOSE THAT TEND TO BE BUSY AND DETRACT FROM THE LOGO IMPACT.



LOGO RESIZING SHOULD BE AT A SCALE OF 1:1 WIDTH AND HEIGHT. THE EXAMPLES ABOVE WOULD BE DEEMED UNSUITABLE.

The following is a colour palette for use when using the SMBiT Professionals logo and for constructing documents, print collateral, press ads and online content. There should be no variation of this palette unless approved by SMBiT Professionals.

PLEASE NOTE: The SPOT colours and CMYK breakdowns have been custom selected for consistency with all print jobs. Use this reference at all times and not the automatic colour breakdowns of your computer/program/swatches.



CMYK	RGB
0	238
0	120
0	33
100	



CMYK	RGB
3	37
66	31
100	31
0	



Using three different weights, the HELVETICA NEUE family enables a modern contemporary look.

Body copy should be in HELVETICA NEUE Regular at a minimum size of 8.5pt. Subtitles are to be in HELVETICA NEUE Bold. Headlines can be in a combination of Regular, Medium and Bold to emphasise important words and create interest.

PLEASE NOTE: In the event that HELVETICA NEUE is not available, replace with HELVETICA or ARIAL.

HELVETICA NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HELVETICA NEUE BOLD ITALIC

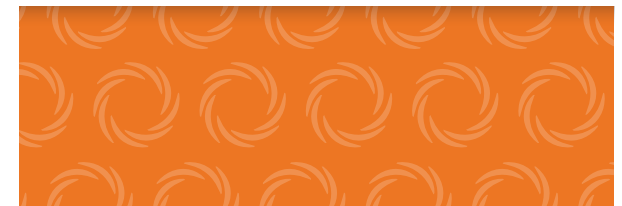
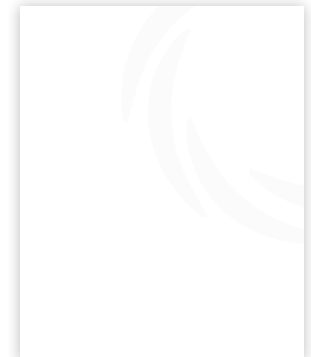
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The circular icon device has been adopted as a visual element withing the SMBiT Professionals identity. This may be used as a focus element as seen on the cover of this document or as a watermark type element as seen around the page number.

The white icon should be used (10-20% opacity) when on a colour background, and the mono icon (5-10% opacity) should be used when on a white background.

It can also be multiplied and used as a pattern as shown on the award certificate example.

Please do not rotate the image at all. It can be cropped in a variety of ways to add interest to a document, examples shown.





Logo files shown in this document are available via request,
please contact: **admin@smbitpro.org**