



Corporate Logo Guide

December 2005
Version 3.3





Logos

Primary identification of SMART Technologies Inc.



PANTONE: Process Black C
PROCESS: C0 M0 Y0 K100
RGB: R0 G0 B0
HEXADECIMAL: #000000

Logos

As SMART continues to grow, it must project a unified identity through its trademarked logos.

Every SMART employee and authorized representative of SMART products plays a role in ensuring the company's trademarks are protected and reproduced accurately. The guidelines that follow explain the proper use of SMART's logos.

Corporate and Subsidiary Logos

The official color of the SMART corporate logo is black (C0 M0 Y0 K100) on any color with less than 49% K and solid white on any color with more than 51% K.

With Reseller, Distributor or Other Logos

It is important that SMART products are differentiated from products offered and sold by third parties.

Please follow these guidelines when associating SMART logos with another company's products, logos and trademarks:

- Do not market any product under a name that is confusingly similar to a SMART logo or trademarked name
- Do not place your company name, trademarks, service marks or product names next to a SMART logo or trademarked name on packaging, disks or labels
- Display your own name more prominently than a SMART logo or trademarked name on stationery, advertising and brochures

For more information about referring to SMART's trademarks in copy, please consult the SMART Trademark Guidelines at <http://www.smarttech.com/company/trademarksindex.asp>.



Logos

One-Color Product Logos

When you use one-color product logos, use them with the appropriate noun descriptors in a visual environment that obviously connects the logo with the product.

All one-color product logos are black (C0 M0 Y0 K100) on any color with less than 49% K and solid white on any color with more than 51% K.

SMART Board™
interactive whiteboard

Symposium™
interactive pen display

Rear Projection
SMART Board™
interactive whiteboard

In-Wall Rear Projection
SMART Board™
interactive whiteboard

SMART Board™
for Flat-Panel Displays interactive whiteboard

Actalyst™
interactive digital signage



Logos

Four-Color Product Logos



PANTONE: 3005
PROCESS: C100 M20 Y0 K10
Dark gradient in icon:
C100 M20 Y0 K30 to C50 M10 Y0 K2
Light gradient in icon:
C100 M20 Y0 K10 to C50 M10 Y0 K2



PANTONE: 285
PROCESS: C89 M43 Y0 K0
PANTONE: 124
PROCESS: C0 M15 Y100 K6
PANTONE: 021
PROCESS: C0 M53 Y100 K0



PROCESS: C0 M4 Y79 K0
PROCESS: C100 M96 Y0 K8



Logos

One- and Four-Color Technology Logos

One-Color Technology Logo

For use in paper, digital and multimedia communications.



PANTONE: Black

Four-Color Technology Logos

The four-color DViT™ logo is for use in paper, digital and multimedia communications. The DViT onboard logo is for use on the physical product only.



Diamonds in the logo, clockwise starting from top center diamond

PANTONE: 2945
PROCESS: C100 M56 Y0 K0
PANTONE: 295
PROCESS: C100 M72 Y22 K10
PANTONE: 279
PROCESS: C56 M18 Y0 K0
PANTONE: 2905
PROCESS: C34 M6 Y0 K0



Letters in the logo

PANTONE: 295
PROCESS: C100 M72 Y22 K10



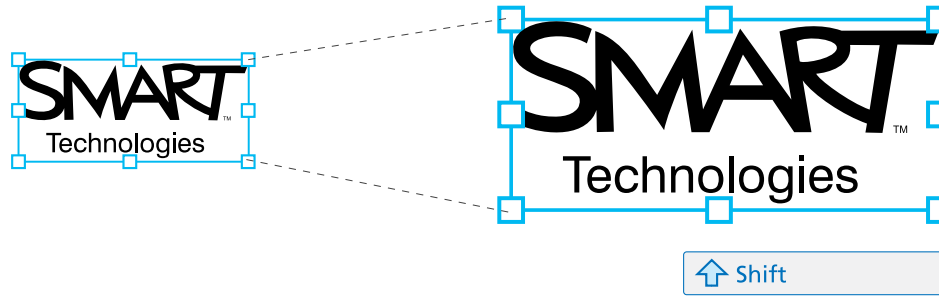
Logos

Print, Online and Multimedia – File Formats

EPS (vector) and JPEG (raster at 300 dpi) are the standard file formats for reproducing SMART logos. These formats are available from SMART. They can be resized, but no other alterations may be made.

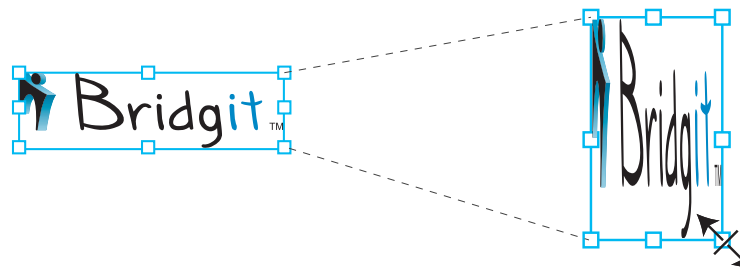
Correct

Correctly resized with Shift key



Correct

Incorrect; alterations not allowed

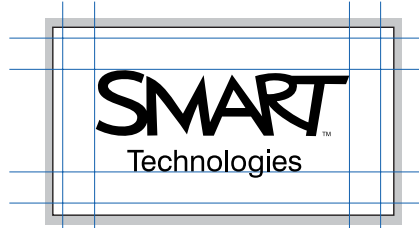




Logos

Print, Online and Multimedia – Space and Proportion

The minimum space that should surround any stacked logo is equal to the height of the top half of the letter S. The minimum surrounding space will increase and decrease proportionally with the scale of the logo.



In all mediums, all components of the logo must be clearly visible. The logo is one graphic; all parts must retain their proportional and spatial relationship. Do not alter the relative size of any elements of any SMART logo.

Correct



Incorrect



Incorrect



Print, Online and Multimedia – Scale

Minimum Scale

The “SMART” component of the logo must be no smaller than 1" (25.5 mm) horizontally in print and no smaller than 1.5" (37 mm) horizontally in Web and multimedia communications.

Logos must be clearly separate from surrounding text so they are recognizable as unique. If sharing a close space, the size of other SMART logos should be equal to or smaller than the SMART corporate logo. The trademark symbol must be clearly visible.

Correct



Incorrect



Maximum Scale

There is no maximum scale for the SMART corporate logo. However, the logo should not be enlarged to a size that compromises the graphical integrity of the logo.



Logos

Print, Online and Multimedia – Layout

Backgrounds

SMART logos must appear on a solid background. On a 49% K or darker background, logos are reversed out in white. On a 51% K or lighter background, logos are reproduced in black. No logos may be screened, have a drop shadow or other filter applied to them, or be used as a design element or background.

Correct



100% K; white logo

Incorrect; drop shadow not allowed



Patterns

Reproducing SMART's logo over patterns, designs or photographs is not permitted.

Online use

All logos should be saved as transparent GIF files when the background color of the Web page is solid.

Logos

Print, Online and Multimedia – Layout with Nouns

Logos must be used with appropriate noun descriptors (see Section 4, Trademarks, for more information). A logo may stand alone only when space is limited and the logo is next to a picture of the SMART product it represents.

Correct

Logo with noun descriptor

SMART Board™
interactive whiteboard

Logo with picture and without
noun descriptor



Symposium™

Incorrect

Logo without noun descriptor

Symposium™



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