

Smartria Brand Style Guide

Logo



Primary - Full Color



Secondary - 1 Color Grayscale



Secondary - Reverse with Transparency

Colors



Smartria Blue

PMS 2935C

R - 0 C - 100
G - 86 M - 68
B - 184 Y - 4
 K - 0

HEX # 0056b8



Smartria Orange

PMS 151C

R - 253 C - 0
G - 130 M - 60
B - 4 Y - 100
 K - 0

HEX # fd8204



Smartria Light Blue

PMS 645C

R - 121 C - 53
G - 159 M - 29
B - 195 Y - 10
 K - 0

HEX # 799fc3

Fonts

Open Sans family

Light, Regular, **Semibold**, **Bold**

and all accompanying italic forms

aA bB cC dD eE 1 2 3 4 5 & \$ % #