

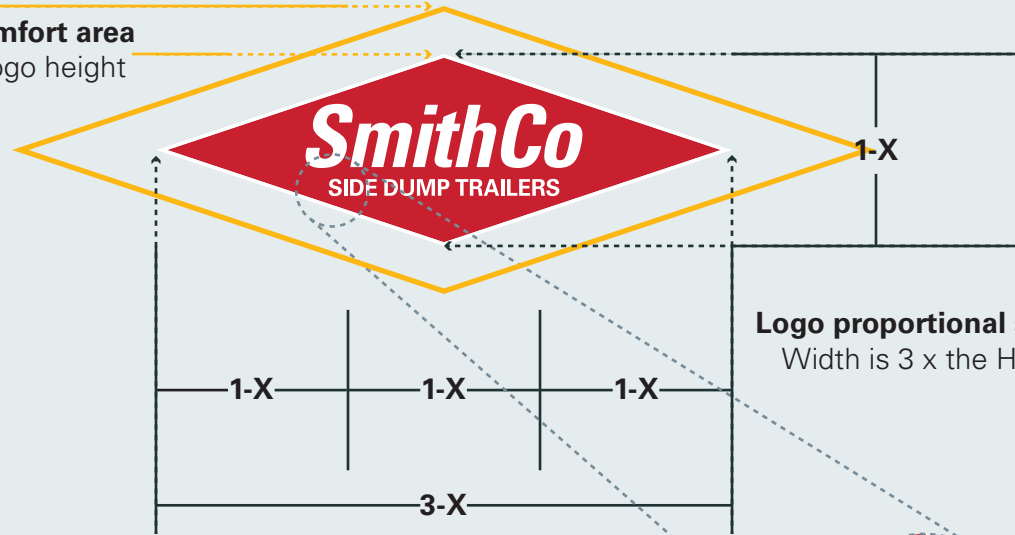


SmithCo Identity Style Guide

Logos and Color Palette

2019

Logo comfort area
1/4 of logo height



Logo proportional scale
Width is 3 x the Height



X
Diamond border

Diamond border thickness = Width of letter I



Corporate logos



SmithCo Red Logo

Red diamond with white word-mark and border



SmithCo Black Logo Transparent

transparent diamond with black word-mark and border



SmithCo Black Logo

Black diamond with white word-mark and border



SmithCo White Logo Transparent

transparent diamond with white word-mark and border



SmithCo Wordmark with tagline



SmithCo Red Logo without tagline

Red diamond with white word-mark and border



SmithCo Wordmark without tagline

Logos on white background



SmithCo Red Logo



SmithCo Black Logo



SmithCo Black Transparent Logo



SmithCo White Transparent Logo

Logos on black background



Logos a color background





Dealer Advertising logos

Dealers are encouraged to use this logo format with the domain name to ensure prospects visit the correct website.



sidedump.com



sidedump.com



sidedump.com



sidedump.com



sidedump.com



SmithCo Color Palette

All of these colors are specifically selected to support and enhance the SmithCo's primary logo color (red).

PMS 446 CMYK: 54, 27, 36, 82 RGB: 63, 68, 68 HTML: 3F4444
PMS 186 CMYK: 2, 100, 85, 6 RGB: 200, 16, 46 HTML: C8102E
PMS 7409 CMYK: 0, 31, 100, 0 RGB: 240, 179, 35 HTML: F0B323
PMS 7544 CMYK: 35, 14, 11, 34 RGB: 118, 134, 146 HTML: 768692
PMS 7541 CMYK: 7, 1, 3, 2 RGB: 217, 225, 226 HTML: D9E1E2