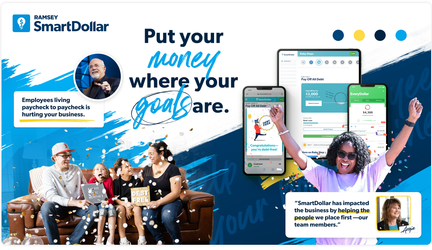
# SmartDollar Brand Guidelines

This brand guide serves as a resource for our SmartDollar clients and partners. It contains the essential elements you need to know when using our logo, graphic images and/or content to create co-branded materials.

## Mood Board




## Logo Suite

**Primary Logo**
This logo is default. Use it as often as possible—95% of the time.

**Secondary Logo**
Use this logo when space is limited and for swag (T-shirts, pens, etc.).

**Badge**
Try not to use the badge by itself unless it's for app badges, portal icons, favicons, etc.

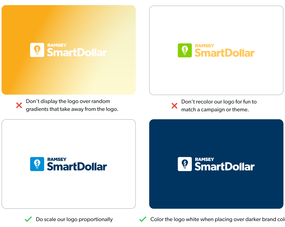
**Icon**
Try not to use the bulb by itself unless it's for portal icons, favicons, etc.

Download Logos

## Clear Space

Maintain the integrity of the SmartDollar logo by keeping this clear space around the logo. Whenever you're placing the SmartDollar logo, make sure you give it some breathing room. A general rule is to use the x height of the logotype in relation to its size.

## Do's and Don'ts.



✗ Don't display the logo over random gradients that take away from the logo.

✗ Don't recolor our logo for fun to match a campaign or theme.

✓ Do scale our logo proportionally

✓ Color the logo white when placing over darker brand colors.

## Logo Color Usage

These are the logo variations you should use on different color backgrounds.

## Color Palette

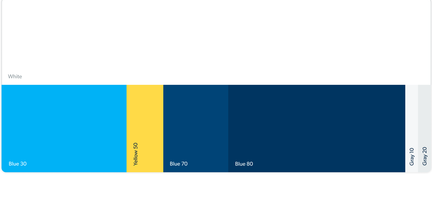
These are the main colors used by SmartDollar.

| Blue 90-70 | Blue 80 | Yellow 50 | Blue 30 | White |
|---|---|---|---|---|
| #002342 to #004477 | #003361 | #FFCD34 | #0082F6 | #FFFFFF |

| Blue 40 |
|---|
| #0091D9 |

## Color Ratio

Use this color ratio chart as a reference for how much of a presence each color should have.




## Color Usage

✓ Yellow 50 or Blue 30 over Blue 90-70 Gradient

✓ Amber 50 - Yellow 50 Gradient (draw out the Amber)

✗ Yellow 50 over Blue 30

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