

BRAND STANDARDS MANUAL

Franchisee Guidelines

Volume 3 • Second Edition Nov 2022

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This Brand Standards Manual is disclosed in trust, for the sole purpose of delivery to the Franchisee and is a fundamental aspect to the success of SMSA Franchises.

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Only authorized persons within SMSA and its Franchises are intended to make use of this Brand Standard Manual.

This Brand Standard Manual is subject to amendments. Ensure that when you receive revisions,
that you have familiarized yourself with the information contained therein and have applied it to your daily procedures.

SMSA Brand Standards Manual & Franchisee Guidelines

These guidelines describe the visual and verbal elements that represent SMSA's corporate identity.
This includes our name, logo, and other elements such as colors, typeface, and graphics.

Sending a consistent and controlled message of who we are is essential to representing a strong, unified image of our company.

These guidelines reflect SMSA's commitment to quality, consistency, and style.
These provide a framework for the consistent application of SMSA's commercial identity as reflected in our various trademarks. As for SMSA's services, it is important that SMSA's brand elements, including all the elements that make up the company's visual identity, remain consistent.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of SMSA's name and marks.

If you have any questions, please do not hesitate to contact us at ***marketing@smsaexpress.com***

Franchise Brand Consistency

One of the keys to building a successful franchise – or any successful business, for that matter – is consistency.

Consistency builds strong branding, so it is one of SMSA's primary considerations. The same graphic design elements, language, and writing style should be a constant across all communication channels – from print materials to in-store décor to digital ads, landing pages, franchisee websites, and corporate sites.

SMSA Brand Standards Manual contains all the information necessary for a franchisee to meet the standards required by every SMSA operation. Franchisee must operate their business in line with these standards.

SMSA Brand Standards Manual covers detailed required and suggested procedures, standards, and other minimum requirements instructing the franchisee in their business operations. This serves as an effective tool that franchisees can consult and use as a practical reference daily.



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1.1 Signature

SMSA signature, in regards to identity, is a structured logotype.

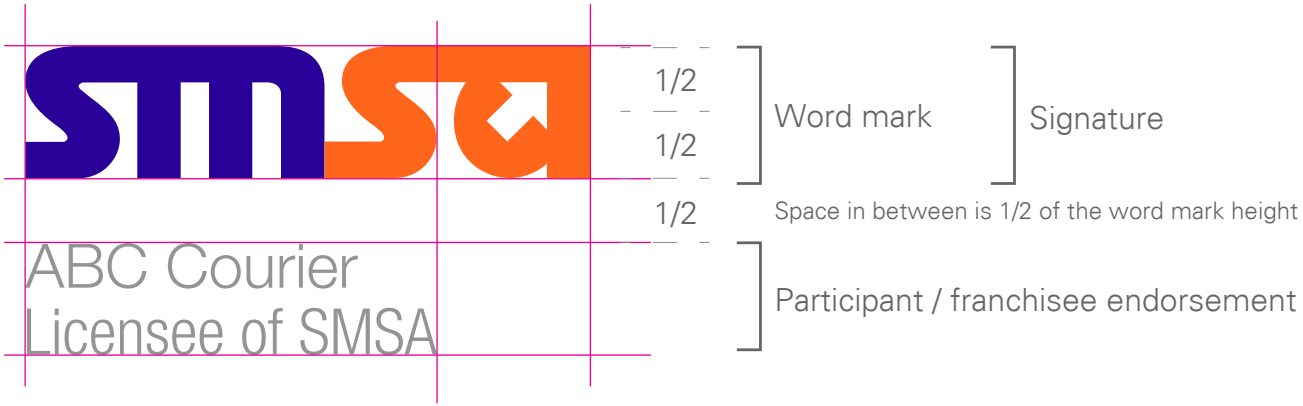
This is the only approved logo for a two-color positive signature.

The logo comprises the violet letters SM together with its unique rendition of orange letters SA with an iconic “arrow” symbol inside the letter “a”. This arrow mark is a subliminal symbol for speed and precision.

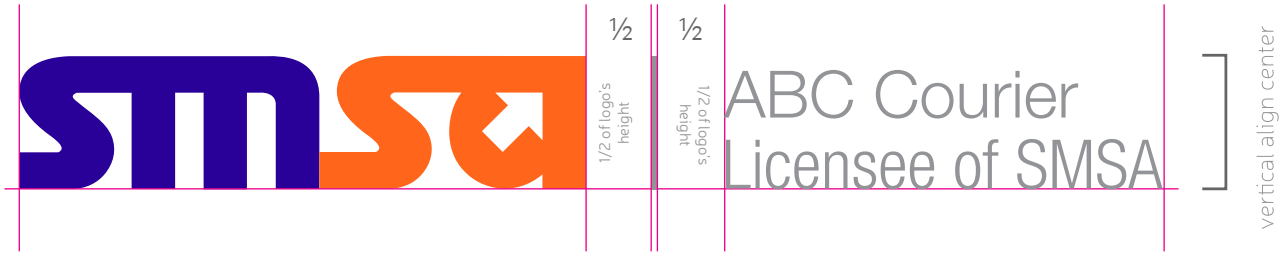
The primary and preferred version of the SMSA logo is a violet and orange horizontal lockup on a white background. It must be used whenever possible.

1.1.1 SIGNATURE ELEMENTS

Primary Format



Alternative placement



Space in between is 1/2 of the word mark height with vertical divider

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1.3 Signature Variations

A logo variation is simply a variation or alternative version of the main logo.

A full brand identity design does not just include one logo, it includes a full alternative family logo that gives you the widest range of versatility and potential for brand recognition.

1.3.1 Logo Versions

To apply the SMSA logo, use one of these preferred logo versions.

These variations are designed to accommodate a wide range of applications.

- Preferred two-colored positive



- Two-color positive over violet background



- One-color English (black)



- One-color reverse over black background

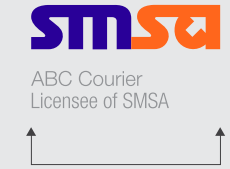


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1.4 Signature Sizing

As a general rule, we follow this simple formula for calculating our logo size in any layout.

To get the right size logo, divide the longest side of the layout named “L” by the number shown on the sample layout to represent the identity.

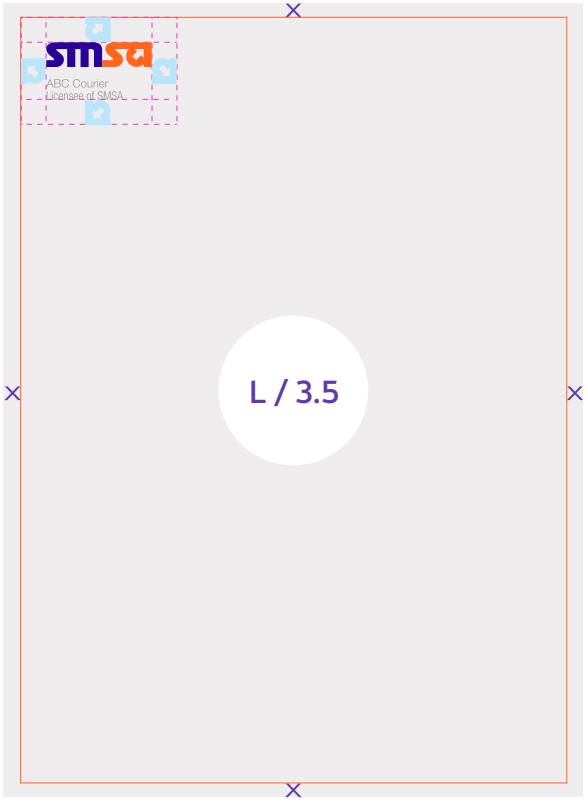


Note: 2.5 cm minimum for Logo application

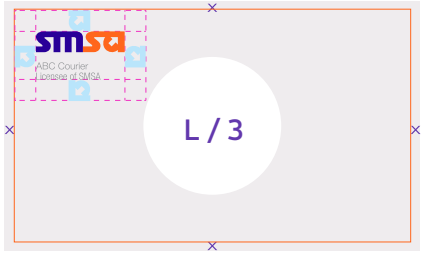


1.4.1 LOGO SIZING

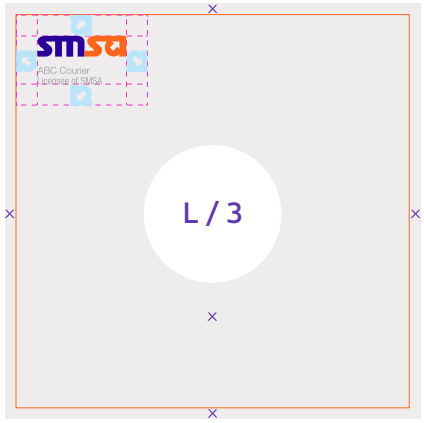
- Vertical



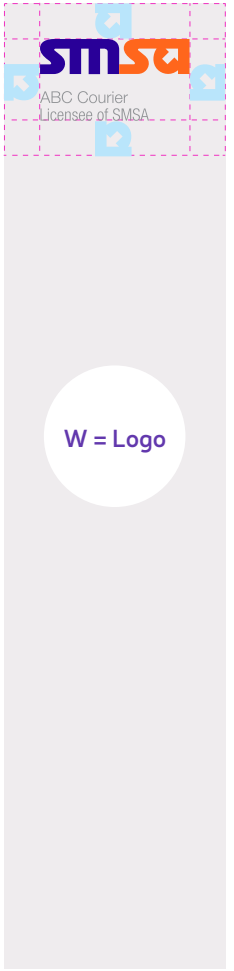
Horizontal



- Square



- Banner



- Strip



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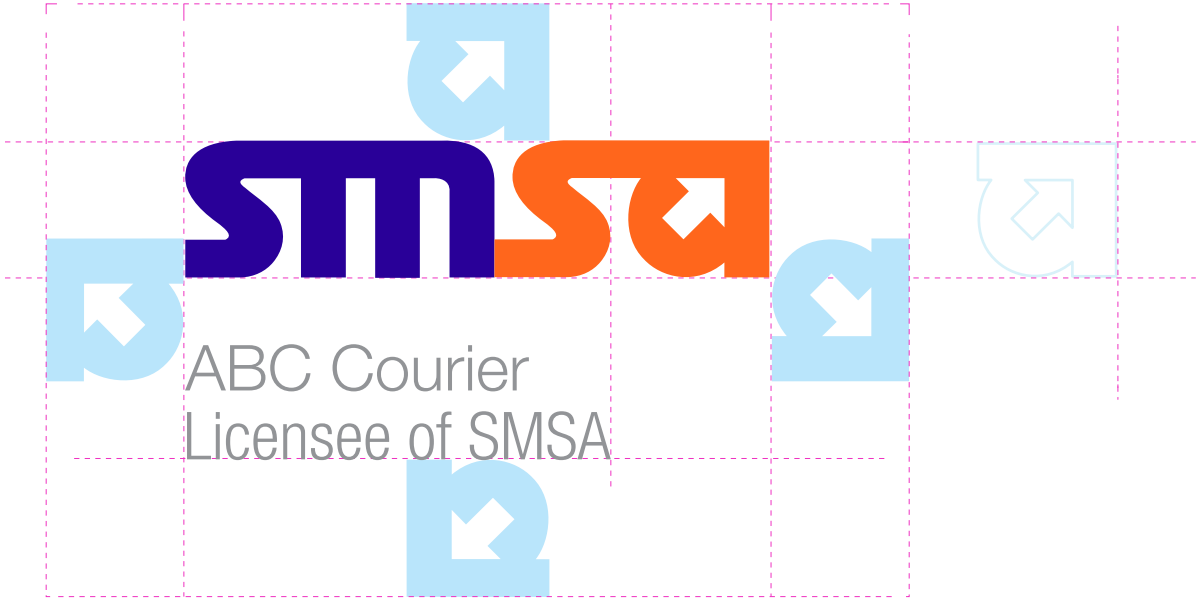
1.5 Signature Usage

Follow these simple rules when using the logo. Always use our full-color logo on a solid white background; otherwise, you can use the signature variation rules described previously.

1.5.1 LOGO CLEAR SPACE

For the SMSA logo to communicate effectively, it should not be crowded or overwhelmed by other graphic elements and away from the edge of a filed or printed piece.

The minimum clear-space allowance is measured as “a” which equals the “a” height of the “SMSA” word mark. Allow additional clear space whenever possible.



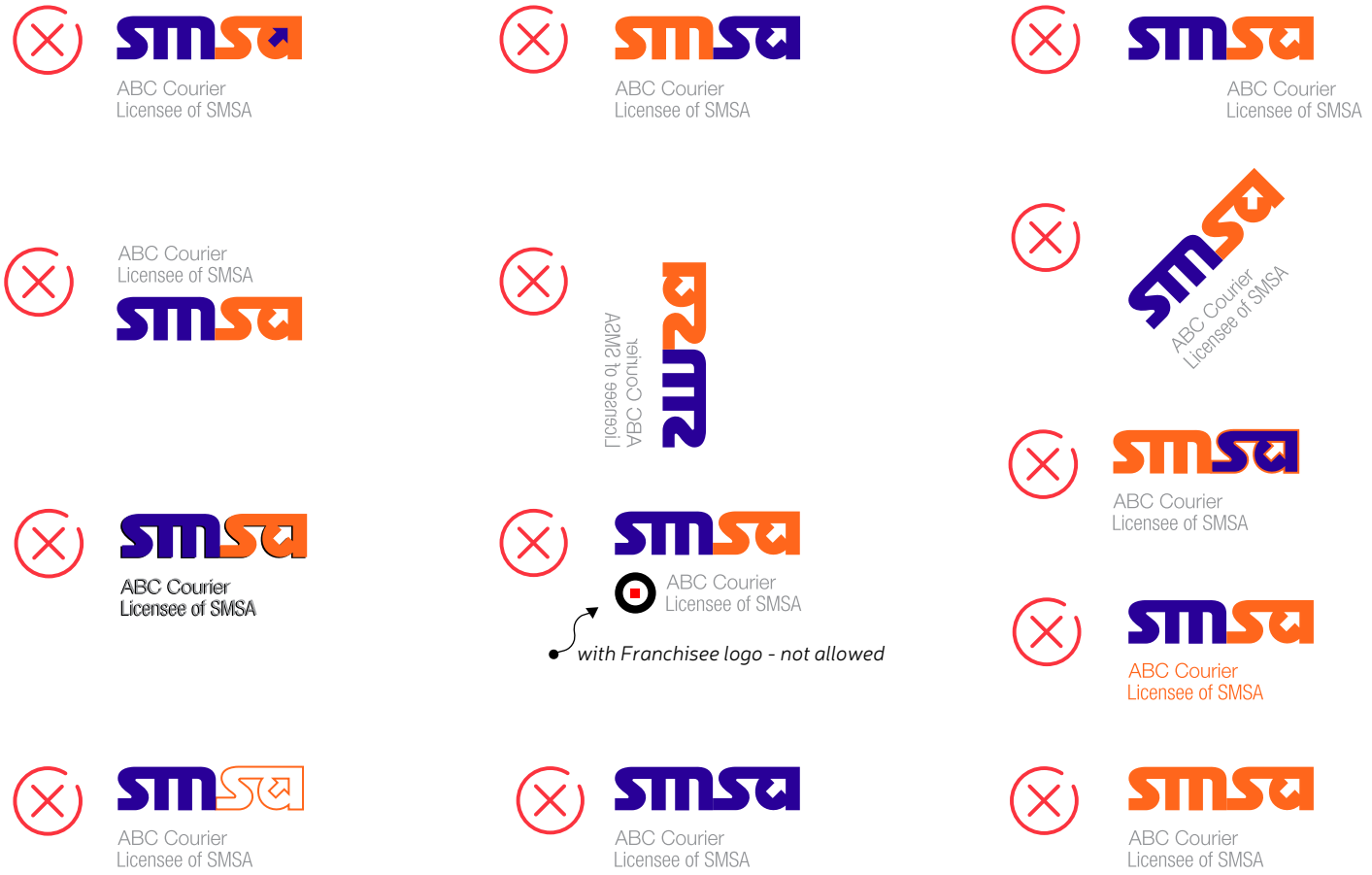
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1.6 Improper Usage

For the SMSA logo to communicate effectively, it should not be crowded or overwhelmed by other graphic elements and away from the edge of a filed or printed piece.

The minimum clear-space allowance is measured as “a” which equals the “a” height of the “SMSA” wordmark. Allow additional clear space whenever possible.

1.6.1 IMPROPER USAGE



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1.7 COLOR

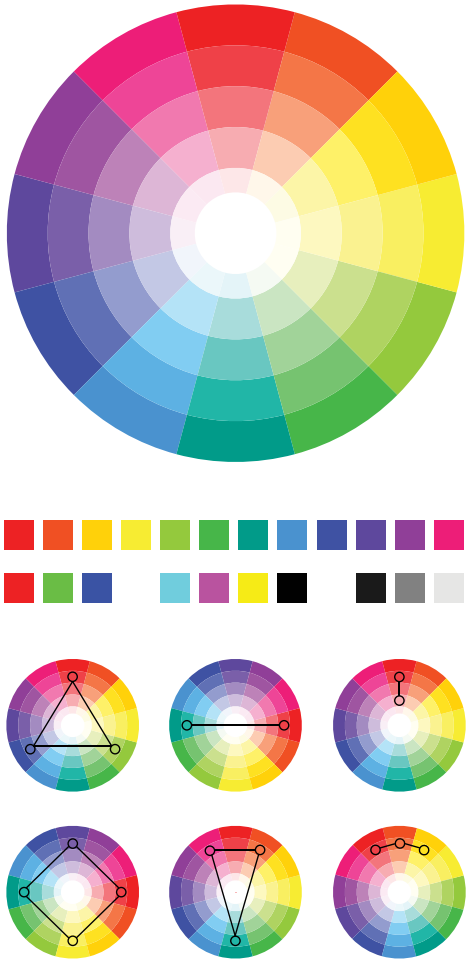
A color is a powerful tool that promotes visual recognition. Our corporate colors have been selected to reflect a contemporary and fresh environment.

Violet, is a combination of power, energy, and strength of red with the integrity and truth of blue. Psychologically purple presents luxury and quality.

Orange is warm, vibrant, and flamboyant color. It is energy combined with fun. It represents vitality, and inspiration and creates enthusiasm.

It is important to ensure that the corporate colors appear consistently in every medium and application, including high-quality production and reproduction.

1.7.1 CORE COLORS



Pantone Violet C

- Pantone Coated

C90, M99, Y0, K0
R68, G0, B153
H267, S100, L30
H267, S100, B60
CSS = rgb (68, 0, 153)
CSS = hsl (267, 100%, 30%)
Hex #440099
Websafe #330099

Pantone 165

- Pantone Coated

C0, M70, Y100, K0
R255, G103, B31
H19, S100, L56
H19, S88, B100
CSS = rgb (255, 103, 31)
CSS = hsl (19, 100%, 56%)
Hex #ff671f
Websafe #ff6633

ABC Courier
Licensee of SMSA

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1.7.2 COLOR USAGE

ABC Courier
Licensee of SMSA

ABC Courier
Licensee of SMSA

ABC Courier
Licensee of SMSA

ABC Courier
Licensee of SMSA

The general rule to apply the SMSA logotype to a full color photograph is by using One-Color Reverse format like this sample below



Alternatively, solid white background panel can be placed at the bottom of the images then place the full color logo



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1.7.3 COLOR MISUSES







For colored photograph, use One-color Reverse Logotype format (white) and avoid using logo formats shown in this page







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1.8 English Typography

English typefaces have been selected to compliment the SMSA identity systems and to create a consistent recognizable look for the wide variety of visual communications.

1.8.1 TYPEFACE OVERVIEW

- English Typeface

Univers Font Family (Headline)

Univers

A B C D E F G H I J K L M N O P Q R S T U V W X W Y
a b c d e f g h i j k l m n o p q r s t u v w x w y
1 2 3 4 5 6 7 8 9 0 - ! @ # $ % ^ & * ( )

Secondary

Univers LT Std 55 Roman (Body)
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

Univers LT Std 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

Univers LT Std 67 Bold
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

Tertiary

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXWY
abcdefghijklmnopqrstuvwxwy
1234567890 - !@#$%^&*()

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1.10 Typography Alternatives

English typefaces use as alternative typefaces for a consistent recognizable look.

1.10.1 ALTERNATIVE TYPOGRAPHY

- English Typeface

Helvetica Font Family (SubHeadline)

Helvetica Bold

A B C D E F G H I J K L M N O P Q R S T U V W X W Y Z

a b c d e f g h i j k l m n o p q r s t u v w x w y z

1 2 3 4 5 6 7 8 9 0

Helvetica Regular

A B C D E F G H I J K L M N O P Q R S T U V W X W Y Z

a b c d e f g h i j k l m n o p q r s t u v w x w y z

1 2 3 4 5 6 7 8 9 0

Helvetica Light

A B C D E F G H I J K L M N O P Q R S T U V W X W Y Z

a b c d e f g h i j k l m n o p q r s t u v w x w y z

1 2 3 4 5 6 7 8 9 0

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1.10.2 USAGE

Headline — Helvetica Bold

Sub Headline — Helvetica Neue Medium

Body Copy — Helvetica Regular/ Light
Body Copy

1.10.3 TYPOGRAPHY MISUSES

HEADLINE — Always use Bold on Headline

Sub Headline — Don't Use Bold on Sub Head

Body Copy — Use normal spacing of letters
Body Copy

Pharagraph — Never distort the text

1.10.4 TYPOGRAPHY and the INFLECTION POINT/ MISUSES

Kerning
To adjust the kerning between two letters, place your cursor between the two letters to be adjusted.

Ke rning

Tracking
To adjust the tracking, make a specific selection and the adjustment will be carried out uniformily across all o f the slected characters.

Track ing

Leading
To adjust the leading, select either the entire block or just the lines you want to adjust.

Leading is the space between lines of type.
Leading is the space between lines of type.
Leading is the space between lines of type.

Baseline Shift
To adjust the baseline shift, select the letter above or below the baseline.

Bas eline Shift

NOTE: It is better not to adjust Kerning, Tracking, Leading and Baseline Shift unless needed

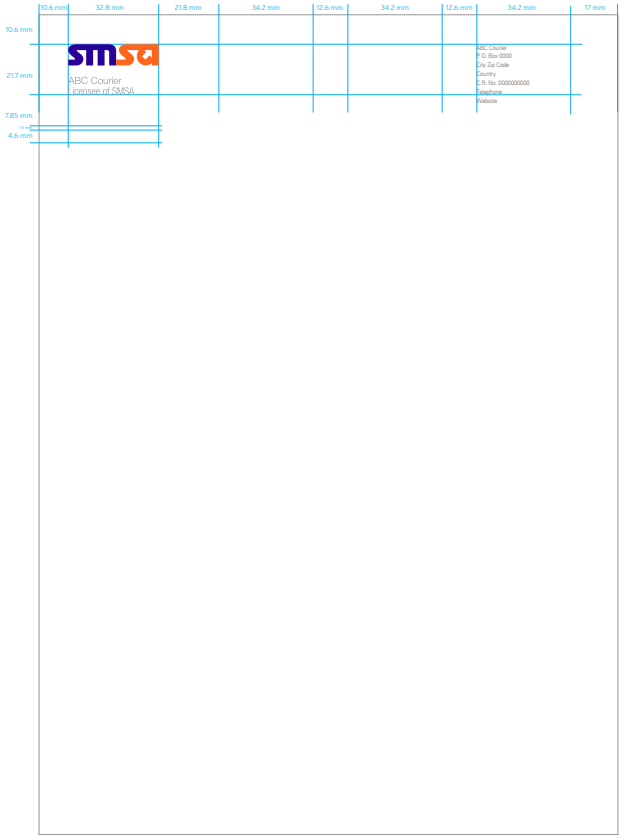
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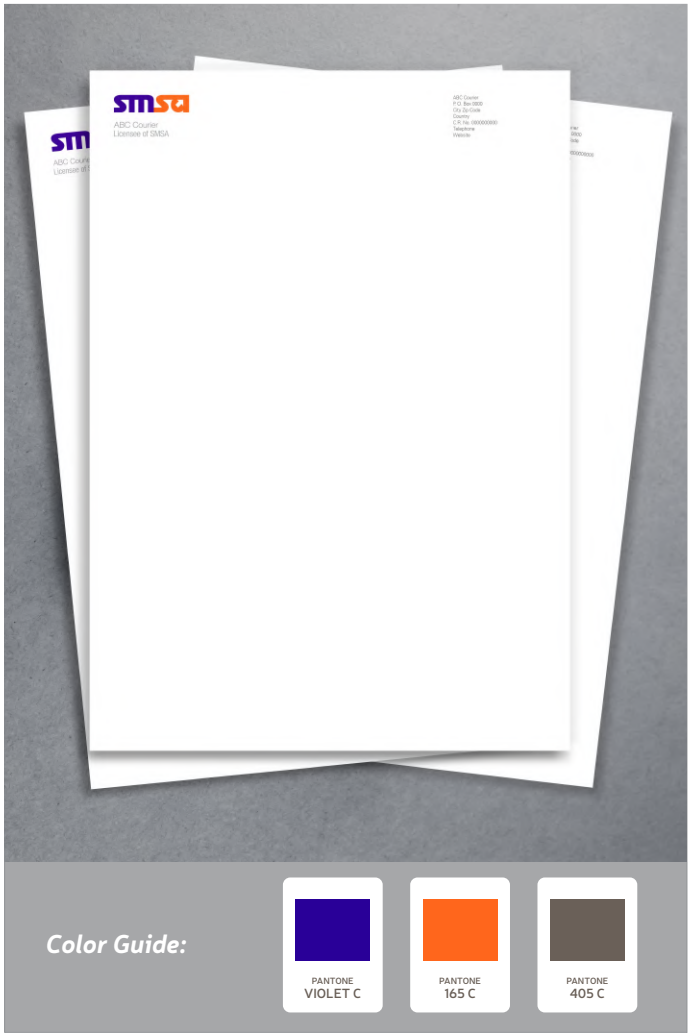
2 STATIONERY MANUAL

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2.0.1 Letterhead

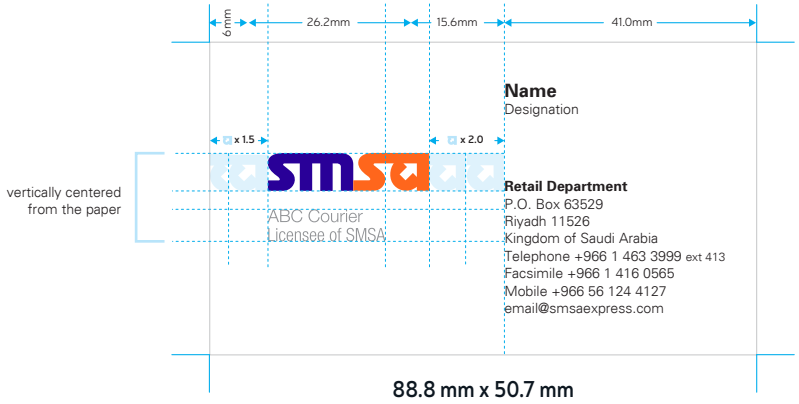
English version



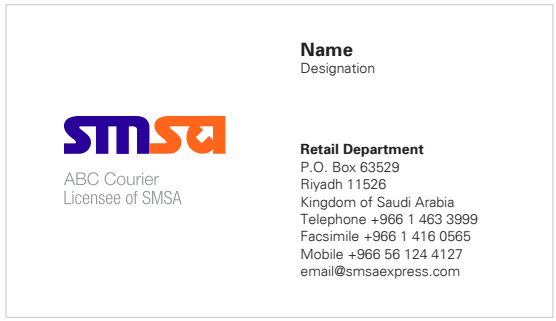


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2.0.2 Business Card



88.8 mm x 50.7 mm



88.8 mm x 50.7 mm



Paper/ Material Specification:

- Specs 001 / Staff : Printed on CX22 (Conqueror Diamond White Paper) 320 GSM
- Specs 002 /Manager: Printed on Ice Gold 300 GSM

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2.0.3 General Guidelines

Paper tells about the function of the product. It's feeling and quality. Therefore, it is a crucial part of the overall experience of your final product. Best of all is to start thinking about the choice of paper even before you start your work on the computer, not only to get the feeling right but also because of printing issues and costs.

Coated or Uncoated?

The decision to use either coated or the uncoated paper is probably the choice that will affect the overall feeling of your product the most. So, choose carefully. Coated papers have a coating applied to one or both sides. It comes in a variety of smoothness, like matte, semi-matte, silk, and gloss.

All of the above except matte-coated papers are usually best for printing photographs and other kinds of art. Why is that? Because of the paper quality, the ink in the printer doesn't get absorbed by the paper fibers but stays at the top. This gives brighter colors and the paper a somewhat glossy finish.

The uncoated paper, which has a rough natural feel to it, is preferred before coated paper for productions that include lots of text. With this paper and the printer ink gets inside the top layer of the paper and reflects light more than uncoated paper does. This can sometimes make it harder to read longer texts. Still, the final decision should be all about what feeling you want to achieve with your product.

Usually coated paper is used for:

- Photography
- Things that should "pop"
- Annual Reports

Often Uncoated Paper is Used for:

- Stationery
- Books

2.3.1 Paper Stock, kind, color and weight

Letter Head:
- Conqueror, Stonemarque, uncoated paper, Diamond white, 100 gms

Business Cards:
- Conqueror, Stonemarque, uncoated paper, Diamond white, 300 gms

DL Envelopes:
- Conqueror, Stonemarque, uncoated paper, Diamond white, 120 gms

2.3.1 Paper Stock for Executives

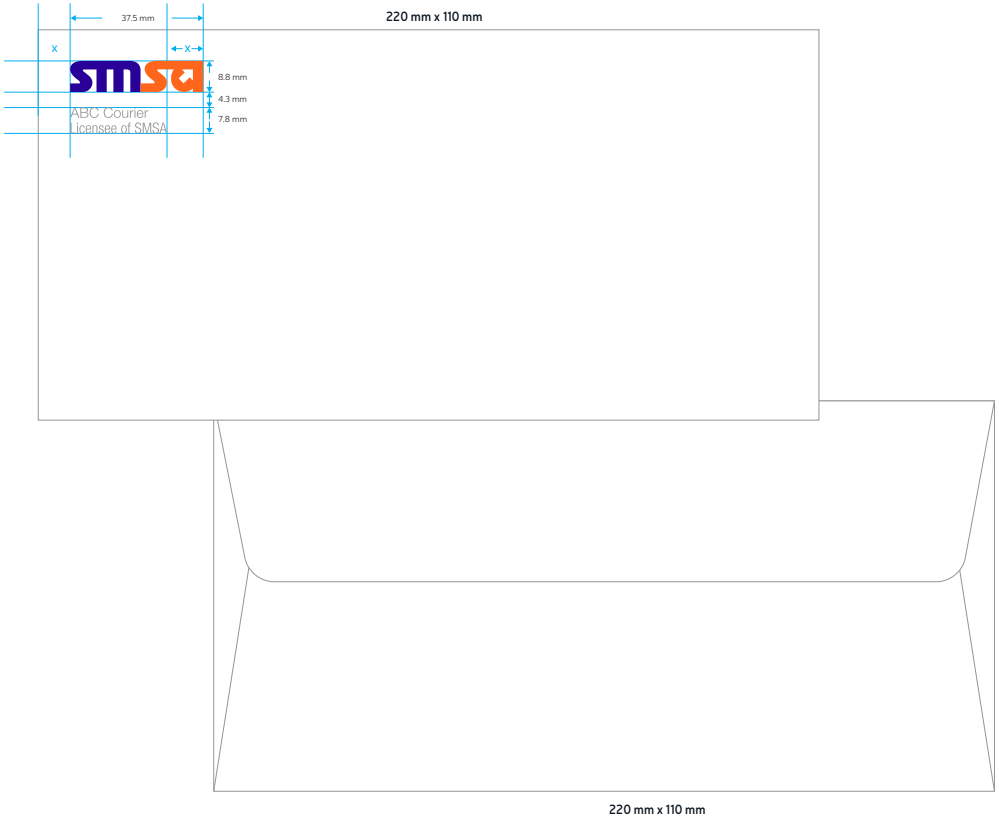
Letter Head:
- Conqueror, Iridescent uncoated paper, Silver Mist, 100 gms

Business Cards:
- Conqueror, Iridescent uncoated paper, Silver Mist, 250 gms

DL Envelopes:
- Conqueror, Iridescent uncoated paper, Silver Mist, 120 gms

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2.0.4 DL Envelope



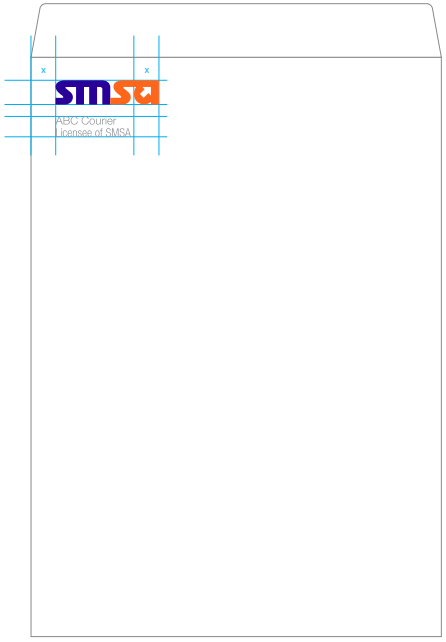


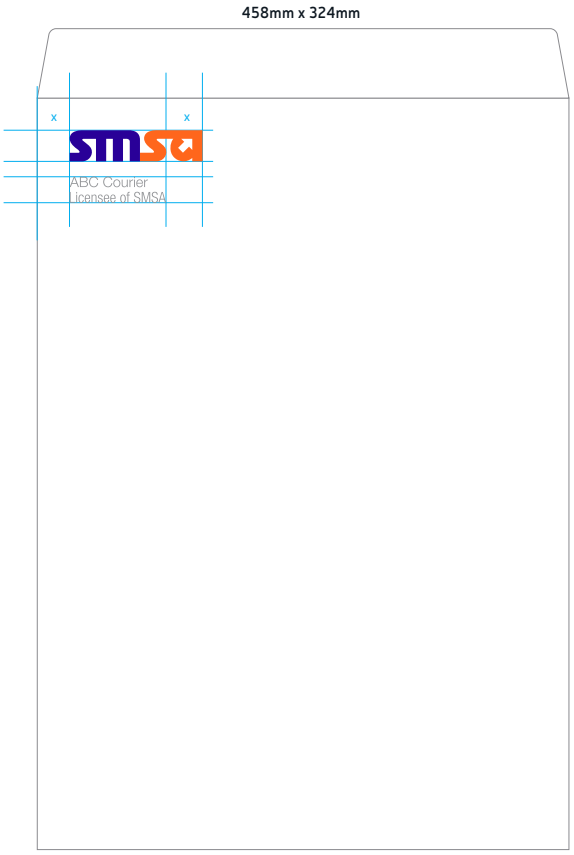
DL Envelope

- A DL (Dimension Lengthwise) envelope measures 110 x 220mm.
- It fits A4 paper folded into thirds. These envelopes are popular for both professional and personal correspondence.

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2.1.3 B4 & C3 Envelopes





B4 Envelope

- B4 envelope measures 250 x 353mm.
- Slightly larger than C4 envelopes, it fits unfolded ***A4 paper*** and is ideal for thicker documents.

C3 Envelope

- Standard C3 envelope measures 458mm x 324mm.
- This is designed to fit unfolded A3 paper (which is double the size of A4 paper). ***Standard A3*** paper size is 297mm x 420mm.



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2.1.3 C5 & C4 Envelopes



C5 Envelope

- A standard C5 envelope measures 162mm x 229mm
- This is designed to fit A4 paper folded in half, or ***A5 paper*** unfolded. Standard A5 paper size is 148mm x 210mm.ich is double the size of A4 paper).

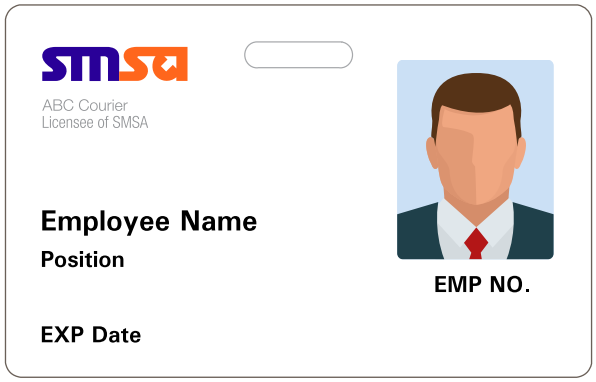
C4 Envelope

- A C4 envelope measures 229 mm x 324 mm
- It fits unfolded ***A4 sheets***. These are ideal for documents that need to remain straight or unfolded, such as certificates, legal paperwork and business correspondence.

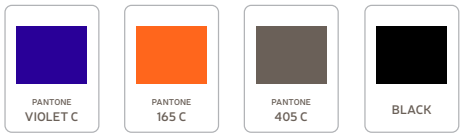


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2.1.5 Employee ID



Color Guide:



2.1.6 SMSA ID Lanyard





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3.0 Uniform

SMSA Uniform is a moving billboard that reflects and promotes the professionalism of the company.

Authorized SMSA couriers are to maintain a high level of personal hygiene and appearance. Only current uniforms may be worn and must be clean and tidy at all times.

3.1 POLO SHIRTS

Color Guide:

PANTONE VIOLET C

PANTONE 165 C



3.2 CARGO PANTS

Color Guide:

gray

COLOR



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3.3 SAFETY VEST



Logo One color printed 6cm printed on front left side

One color printed 15 cm printed on rear side



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3.4 SAFETY HELMET

One-color Logo Printing



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3.3 SAFETY VEST



Color Guide:

PANTONE VIOLET C

PANTONE 165 C





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1.3.1 Design 001
Male Uniform





Embroidered Logo



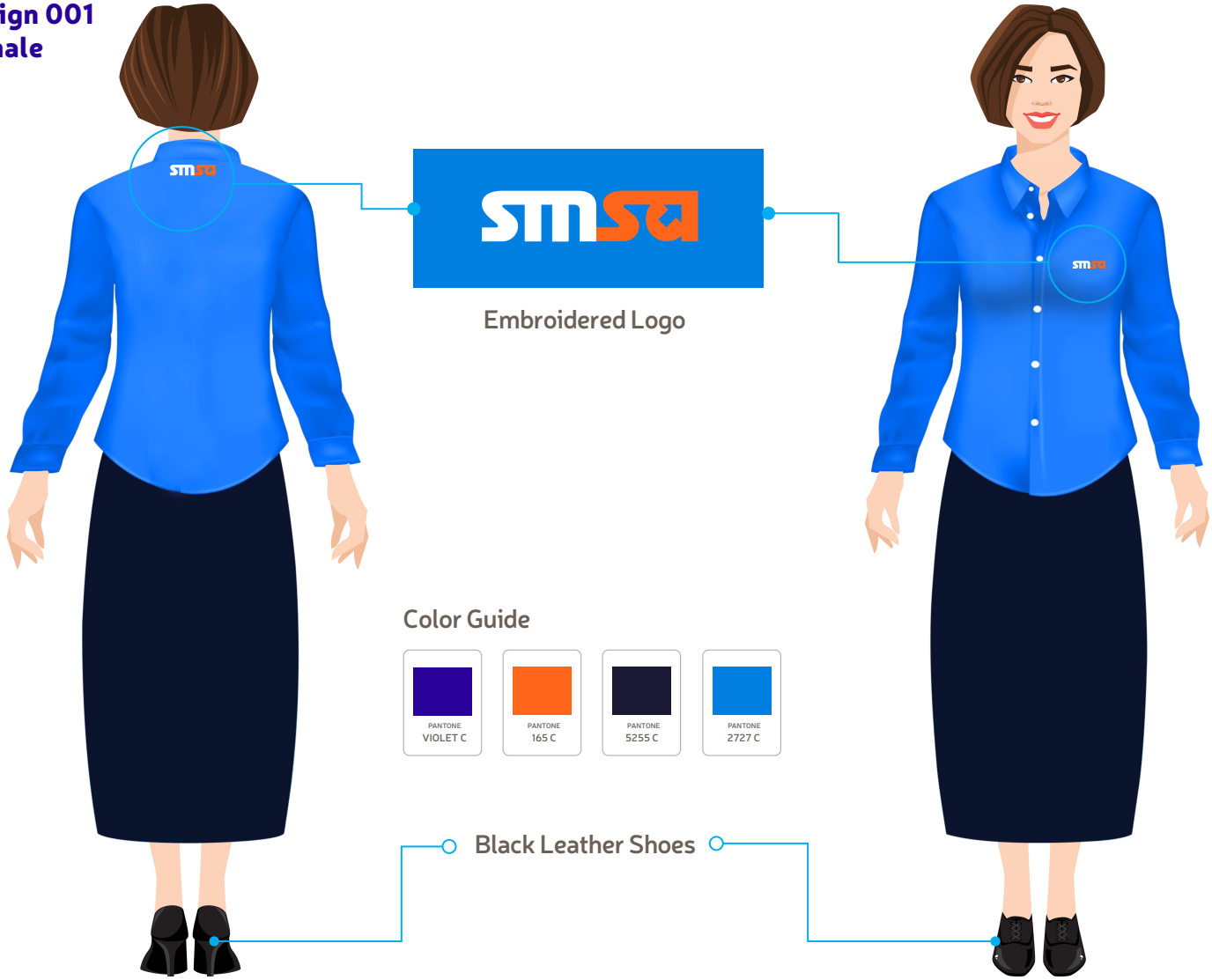
Color Guide



Black Leather Shoes

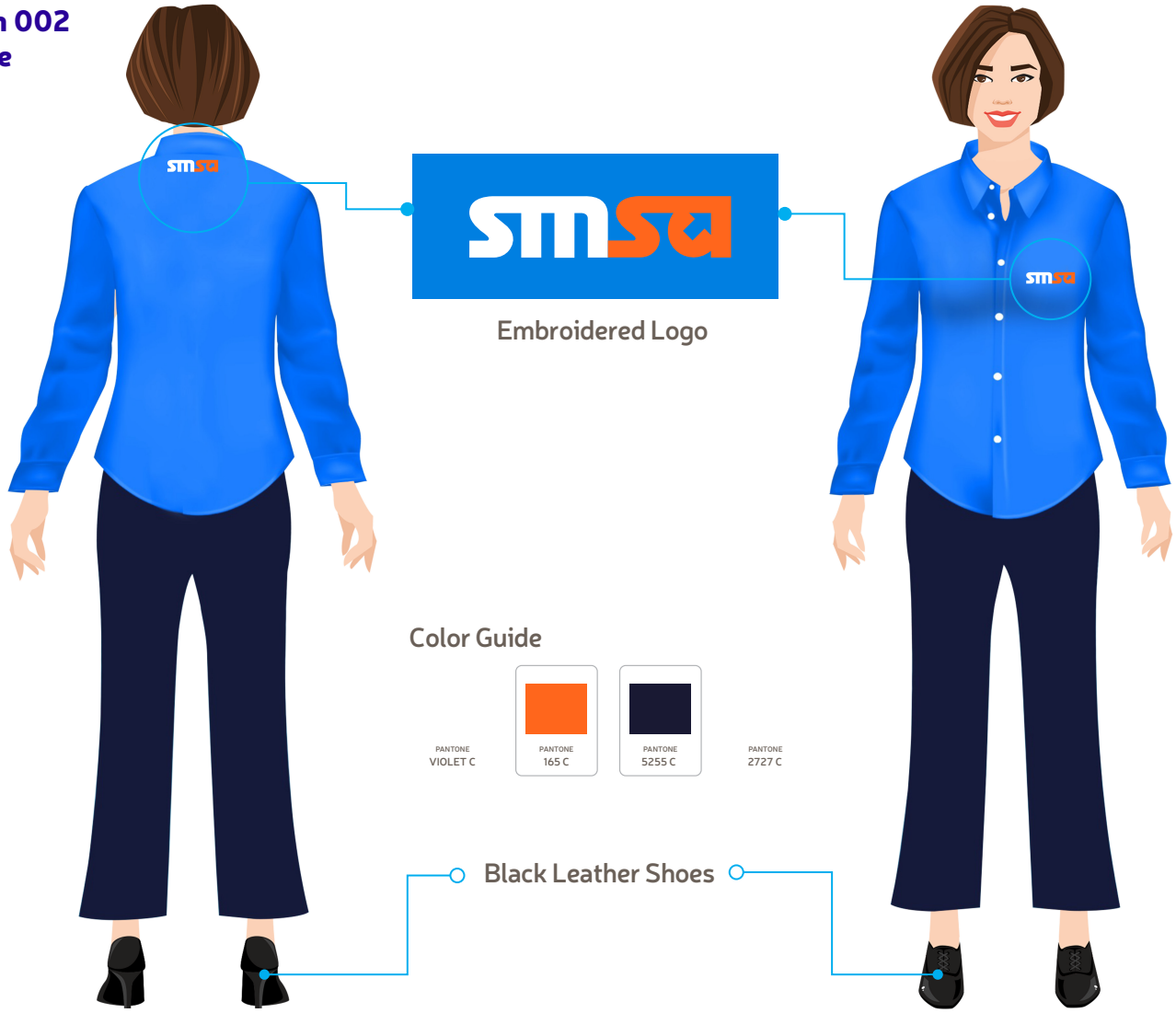
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1.3.1 Design 001
Female



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1.3.1 Design 002 Female



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1.3 Male Employee Uniform



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3.3 SAFETY VEST



Logo One color printed 6cm printed on front left side

One color printed 15 cm printed on rear side

CONTRACTOR



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Decal Application Guide

This is a SMSA Brand Management approved Vehicle schematic. Please note that although we take care to insure that an accurate schematic is produced, actual vehicle production of make and models may differ from country to country. For this reason we ask that you carefully check the information provided in your schematic with the actual vehicle before placing a decal order.

01 Tape all decals in place to insure that the decals will fit your vehicle as instructed in this schematic. If the decals do not fit, please contact the vendor and/or the design group with whom you originally placed your request.

02 If all of the decals do fit, but need to have the placement measurements adjusted, please note those adjustments and contact the design group before applying the decals.

03 If you have any questions concerning the application of the decals, please contact the design group that produced the decals. We want to insure that your vehicle meets the branding guidelines established by SMSA.

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4.0 GENERAL GUIDELINES

GUIDE VEHICLES

Our SMSA fleet is a highly visual element around the world that shapes our brand image.

The clear and vivid color of our vehicles makes them clearly stand out in traffic and highly recognizable by our customers.

In this guide, you will learn more about the typical look of our vehicles.

4.1 ESSENTIALS

Our SMSA fleet is made up of a variety of vehicle makes and models: trucks, vans, cars, and scooters as well as electric and environmentally-friendly vehicles. Around the world, our fleet is one of our most important and valuable brand touchpoints. That is why our vehicles should always display consistent branding, It is especially important that our vehicles are WHITE and that the SMSA logo and claim are displayed properly and prominently.

We use this Brand guideline to ensure consistent quality, and catalog our vehicles and models.

4.2 DOS and DON`TS

Dos

- Only white vehicles it is allowed to equip them with white vehicle wrapping film

Don'ts

- Don't use other colors other than white

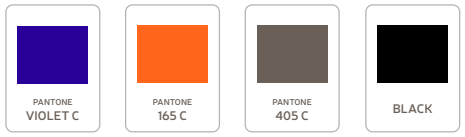
- To ensure maximum brand visibility, adding additional SMSA products and services or any other advertisements, stickers, labels, or signs is not permitted.

4.3 COLORS

Our colors are a key asset of our Brand. The combination of our energetic primary colors Violet and Orange white background gives our Brand a unique, unmistakable look. In this guide, you will find precise color definitions for decals and more.

The white background on our SMSA brand is a central and permanent design element. It builds the stage on which to place our wordmark and it immediately attracts the viewer's attention. Placing our logo, typography, icons, and interface elements on white background focuses the eye on important messages and information and call users to action. In addition to the Violet and Orange colors of our logo, white serves as the preferred color for background areas to create a clean overall appearance. Use dark gray or black for long copy texts.

Color Guide:



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NPR 4TONS

4.4.1 ISUZU NPR 4T STRAIGHT TRUCK

- ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***word mark*** 5 cm from the top rail and 5 cm from the front rail as shown here.

STEP 02 Center the ***URL*** horizontally on the cab door and slightly below the window

STEP 03 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is exactly the height of the letter "x" of smsa **ex**press.com

STEP 04 Position the ***Franchise Asset Number*** 5 cm from the bottom edge of the cab door (asset number is an option)

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• OPPOSITE PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***word mark*** 5 cm from the top rail and 5 cm from the front rail as shown here. Franchisee name should be 11.75 cm below the word mark

STEP 02 Center the ***URL*** horizontally on the cab door and slightly below the window

STEP 03 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is exactly the height of the letter "x" of smsa express.com

STEP 04 Position the ***Franchise Asset Number*** 5 cm from the bottom edge of the cab door (asset number is an option)

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• FRONT & REAR





FRONT

DECAL PLACEMENT INSTRUCTIONS

REAR

STEP 01 Position the ***word mark*** at the center of the roof panel/ spoiler

STEP 02 Position the ***word mark*** 18 cm from the top edge of the truck's back panel

STEP 03 Place the ***SMSA URL*** 30 cm below the SMSA word mark in right-align paragraph format

STEP 04 Position the ***Contact Numbe***r of the franchisee 3 cm below the URL and right-align with the "A" of the word mark

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ISUZU
TRUCKS

FSR 8TONS STRAIGHT TRUCK

4.4.2 ISUZU FSR 8T STRAIGHT TRUCK

- LEFT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01	STEP 02	STEP 03	STEP 04
Position the ***word mark*** 10 cm from the top rail and 10 cm from the front rail as shown here. 20cm below the word mark is the **Franchisee** name.	Center the ***URL*** horizontally on the cab door and slightly below the window	Position the ***Toll-Free Number*** slightly below the URL. The exact distance is exactly the height of the letter "x" of smsa **ex**press.com	Position the ***Franchise Asset Number*** 5 cm from the bottom edge of the cab door (asset number is an option)

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4.4.2 ISUZU FSR 8T STRAIGHT TRUCK

- RIGHT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***word mark*** 10 cm from the top rail and 10 cm from the front rail as shown here. 20cm below the word mark is the **Franchisee** name.

STEP 02 Center the ***URL*** horizontally on the cab door and slightly below the window

STEP 03 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is exactly the height of the letter "x" of smsa e**x**press.com

STEP 04 Position the ***Franchise Asset Number*** 5 cm from the bottom edge of the cab door (asset number is an option)

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• FRONT & REAR





FRONT

DECAL PLACEMENT INSTRUCTIONS

REAR

STEP 01 Position the ***word mark*** at the center of the roof panel/ spoiler

STEP 02 Position the ***word mark*** 18 cm from the top edge of the truck's back panel

STEP 03 Place the ***SMSA URL*** 30 cm below the SMSA word mark in right-align paragraph format

STEP 04 Position the ***Contact Number*** of the franchisee 3 cm below the URL and right-align with the "A" of the word mark

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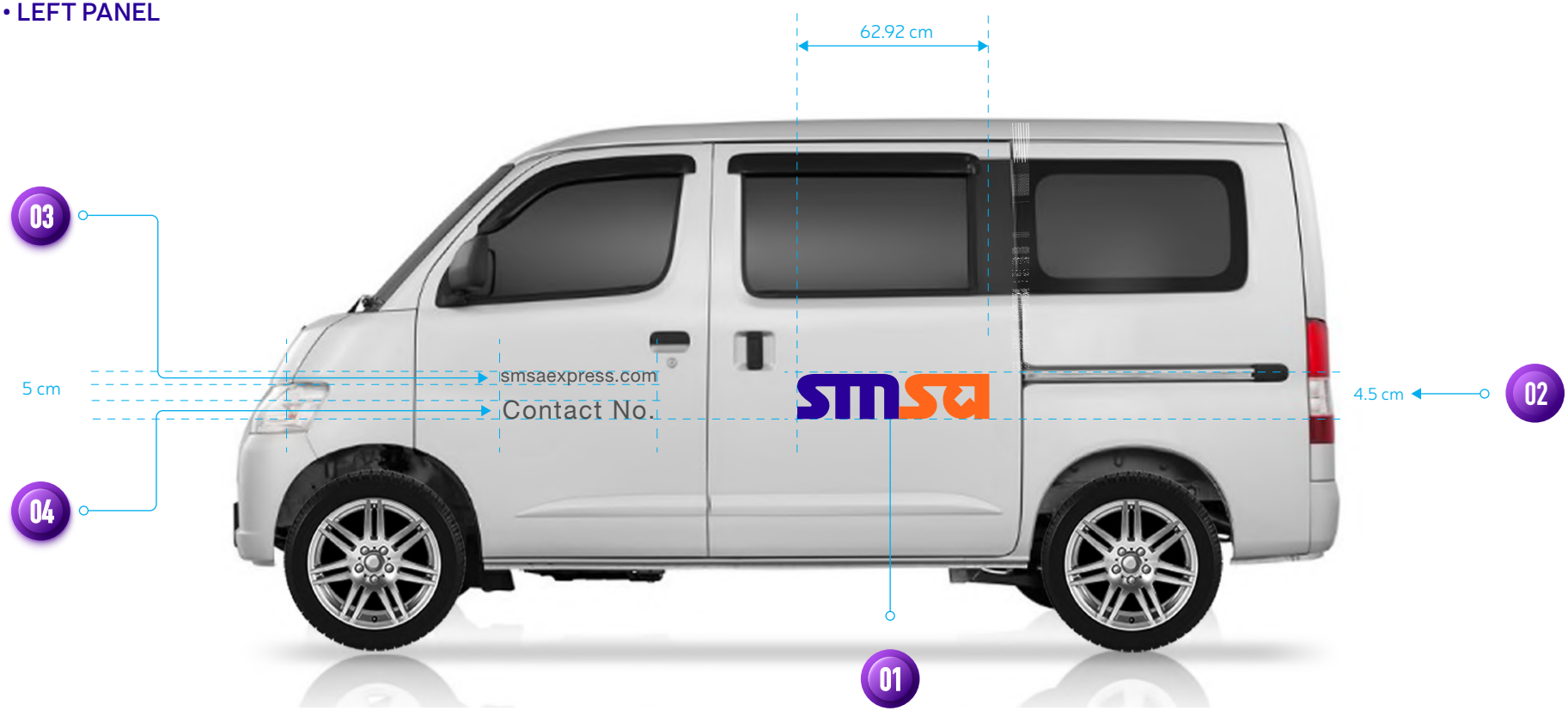


DAIHATSU

GRAN MAX

4.4.5 DAIHATSU GRAN MAX

• LEFT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Center the wordmark horizontally between the door handle and door crease and align with the bottom of the door slide as shown.

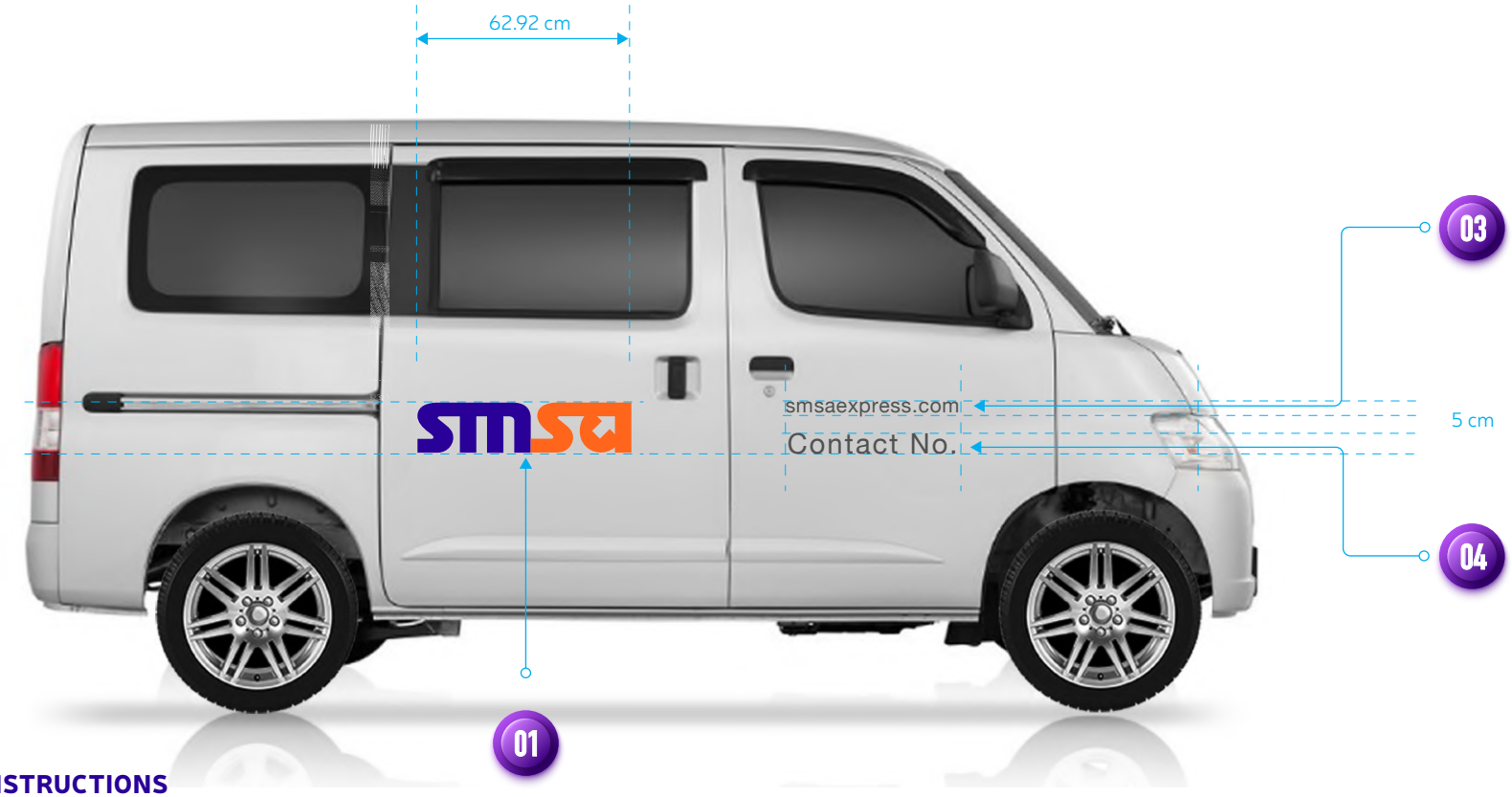
STEP 02 Place the ***Franchisee Name*** 4.5 cm below the word mark, left side of the word mark in left-align paragraph format

STEP 03 Center the ***URL*** horizontally on the cab door and slightly below the window

STEP 04 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 5.0 cm below the URL.

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• RIGHT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***word mark*** 10 cm from the top rail and 10 cm from the front rail as shown here

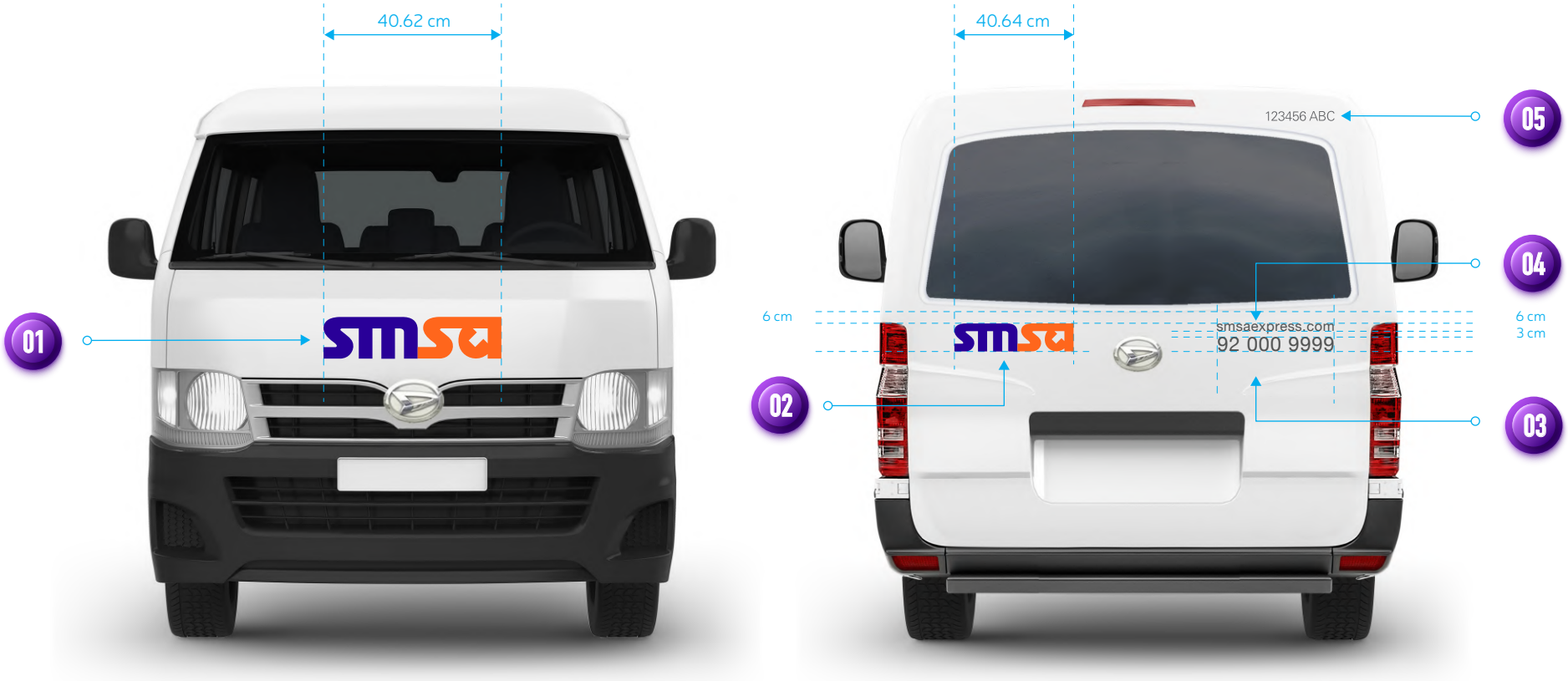
STEP 02 Place the ***Franchisee Name*** 4.8 cm below the word mark, left side of the word mark in left-align paragraph format

STEP 03 Center the ***URL*** horizontally on the cab door and slightly below the window

STEP 04 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 5.0 cm below the URL.

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• FRONT & REAR



FRONT

DECAL PLACEMENT INSTRUCTIONS

REAR

STEP 01 Position the ***word mark*** at the center of the roof panel/ spoiler

STEP 02 Position the ***word mark*** 18 cm from the top edge of the truck's back panel

STEP 03 Place the ***SMSA URL*** 30 cm below the SMSA word mark in right-align paragraph format

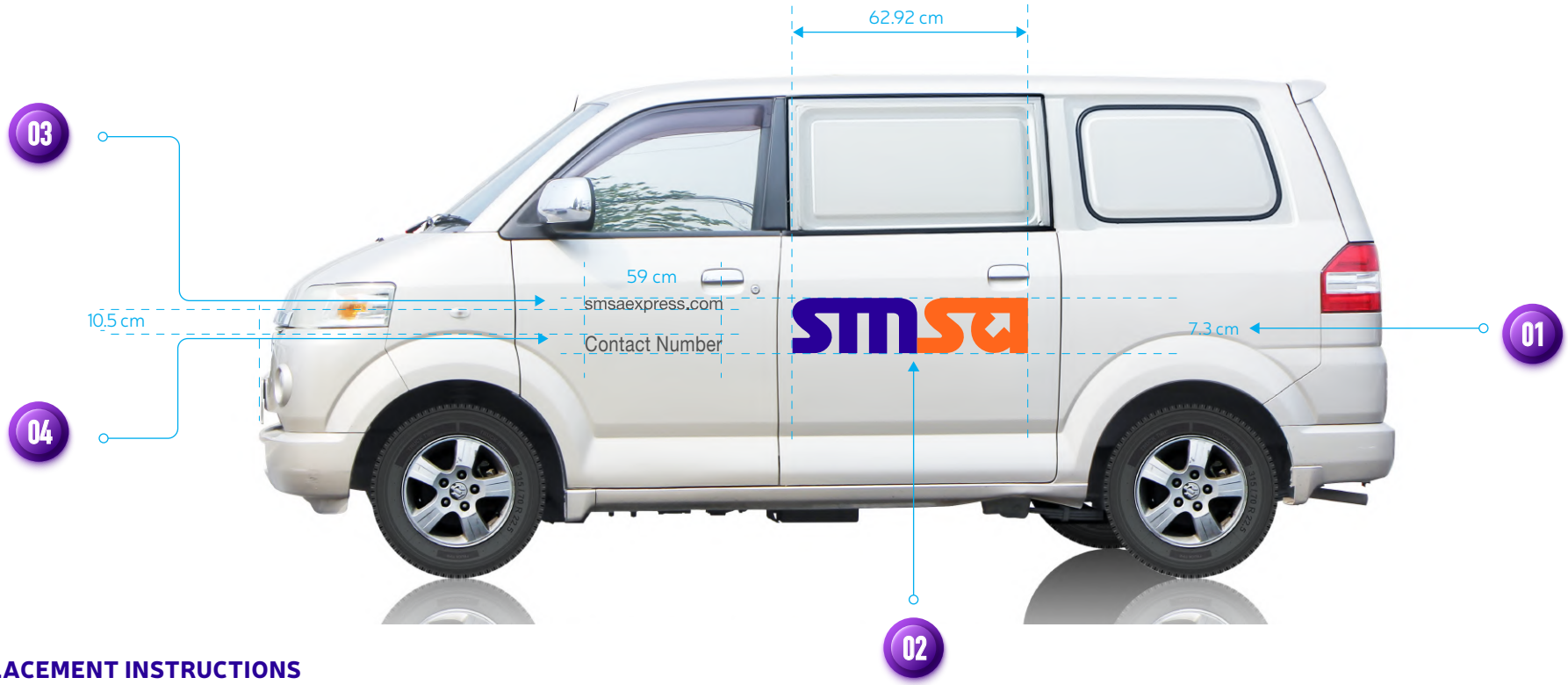
STEP 04 Position the ***Contact Numbe***r of the franchisee 3 cm below the URL and right-align with the "A" of the word mark

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SUZUKI
APV
UTILITY VAN

4.4.14 SUZUKI APV UTILITY VAN

• LEFT PANEL

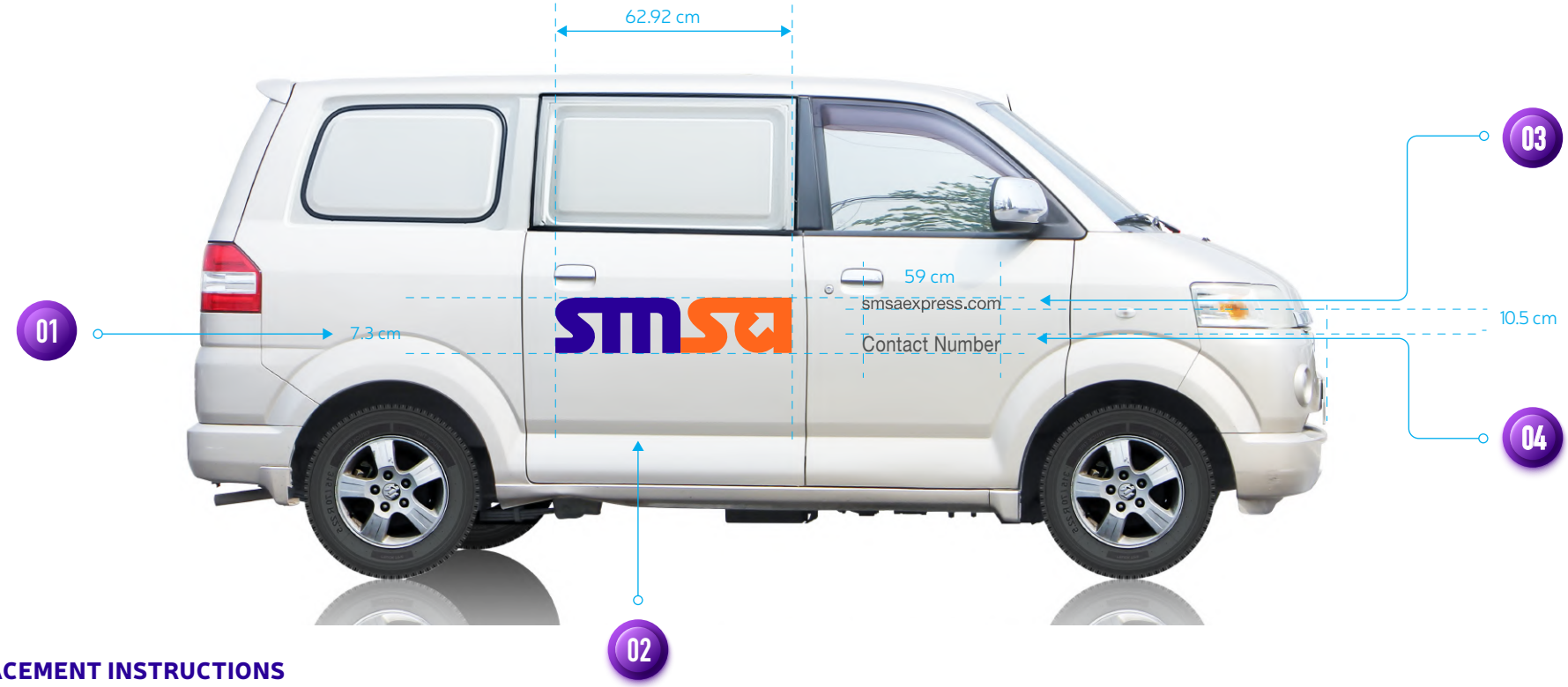


DECAL PLACEMENT INSTRUCTIONS

STEP 01	Place the **word mark** center of the passenger door	STEP 02	Place the ***Franchisee Name*** 7.3 cm below the URL in left-align paragraph format as shown	STEP 03	Place the ***URL*** center of the driver door	STEP 04	Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 10.5 cm below the URL.

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• RIGHT PANEL

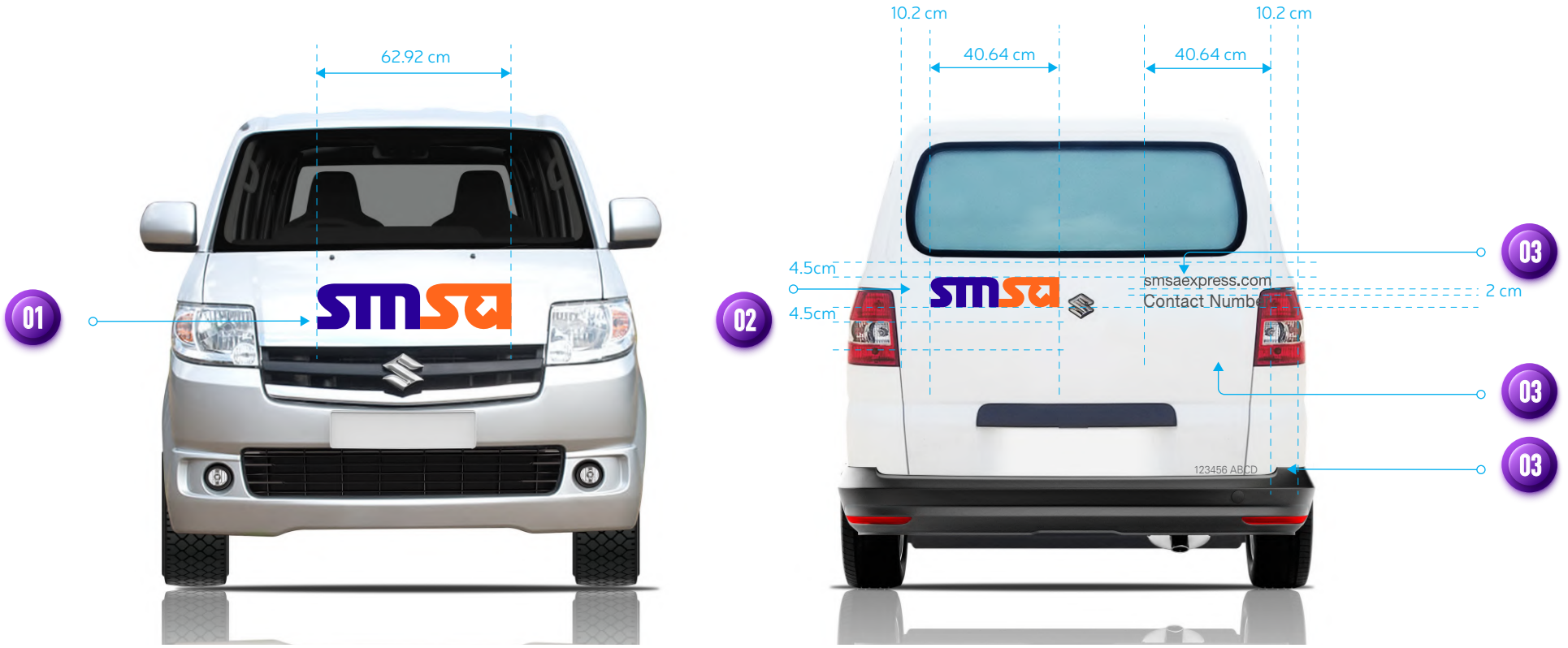


DECAL PLACEMENT INSTRUCTIONS

STEP 01	Place the **word mark** center of the passenger door	STEP 02	Place the ***Franchisee Name*** 7.3 cm below the URL in left-align paragraph format as shown	STEP 03	Place the ***URL*** center of the driver door	STEP 04	Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 10.5 cm below the URL.

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• FRONT & REAR



FRONT

STEP 01 — Position the ***word mark*** at the center of the roof panel/ spoiler

REAR

STEP 02 — Position the ***word mark*** 10.2 cm from the top edge of the truck's back panel

STEP 03 — Position the URL 6 cm below the window and center horizontally on the right side of the door.

STEP 04 — Position the phone no. 3 cm below the URL and align both sides of the URL as shown.

STEP 05 — Position the asset no. slightly above the window and align with the left side of the URL.

DECAL PLACEMENT INSTRUCTIONS

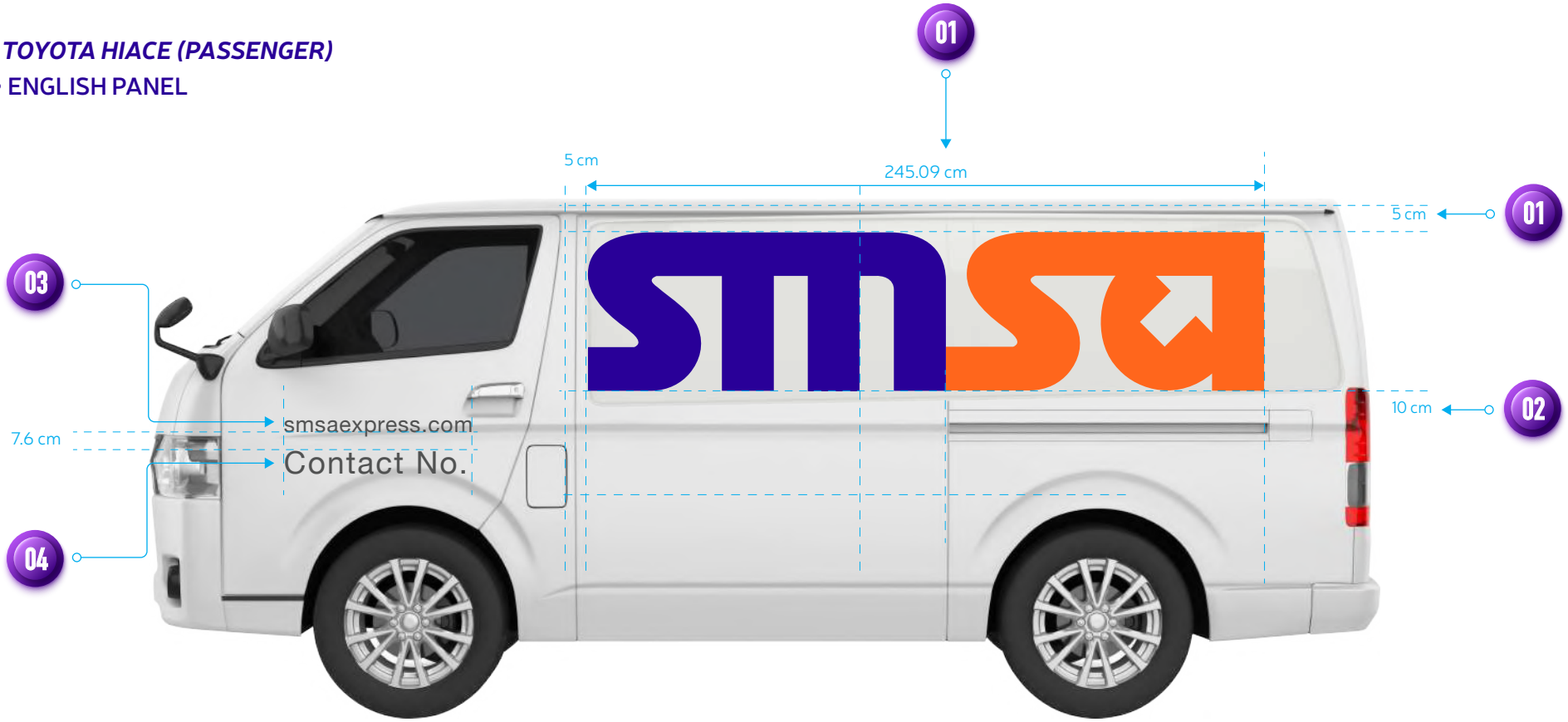
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HIACE

4.4.3 TOYOTA HIACE (PASSENGER)

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***word mark*** 5 cm from the top rail and 5 cm from the front rail as shown here

STEP 02 Place the ***Franchisee Name*** 10 cm below the word mark, left side of the word mark in left-align paragraph format

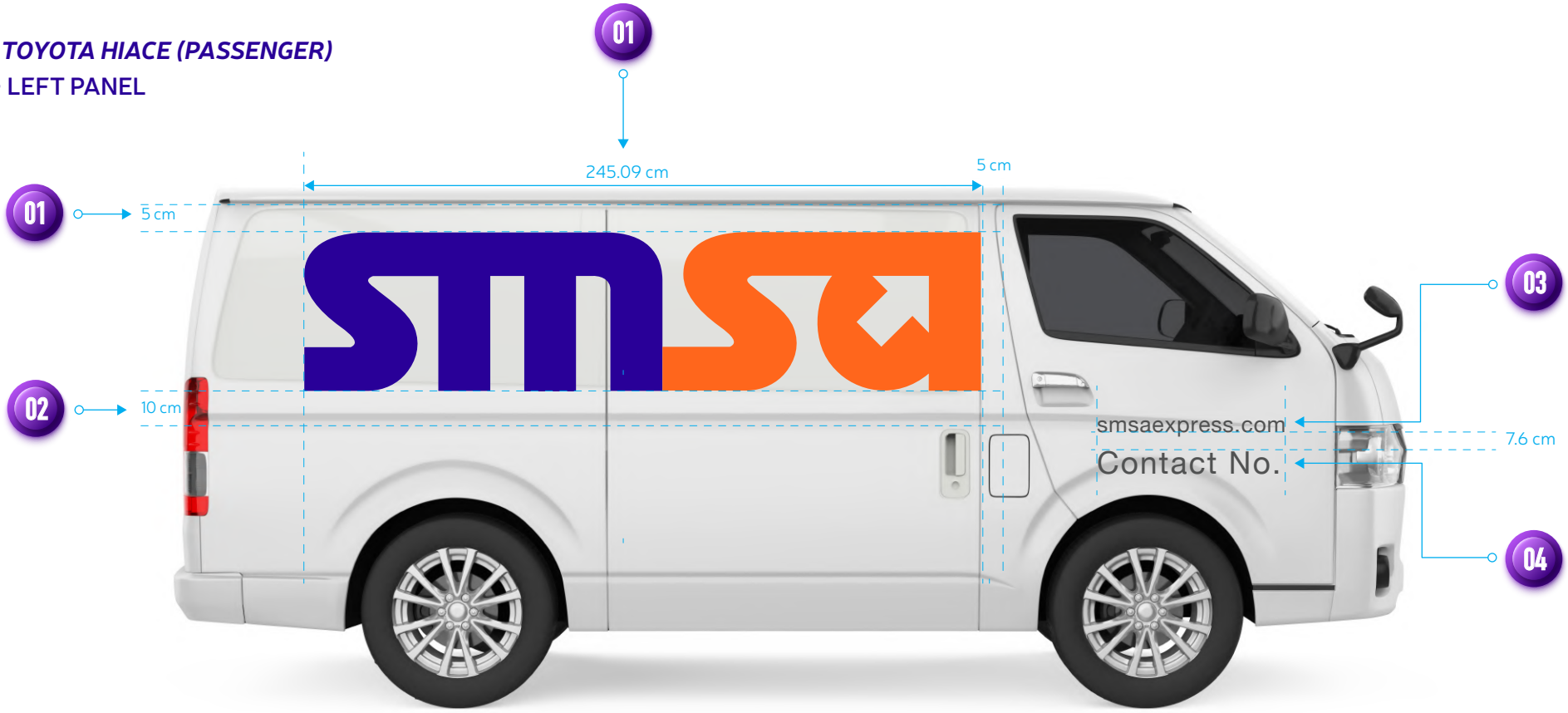
STEP 03 Center the ***URL*** horizontally on the cab door and slightly below the window

STEP 04 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 7.6 cm below the URL.

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4.4.3 TOYOTA HIACE (PASSENGER)

• LEFT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 — Position the ***word mark*** 5 cm from the top rail and 5 cm from the front rail as shown here

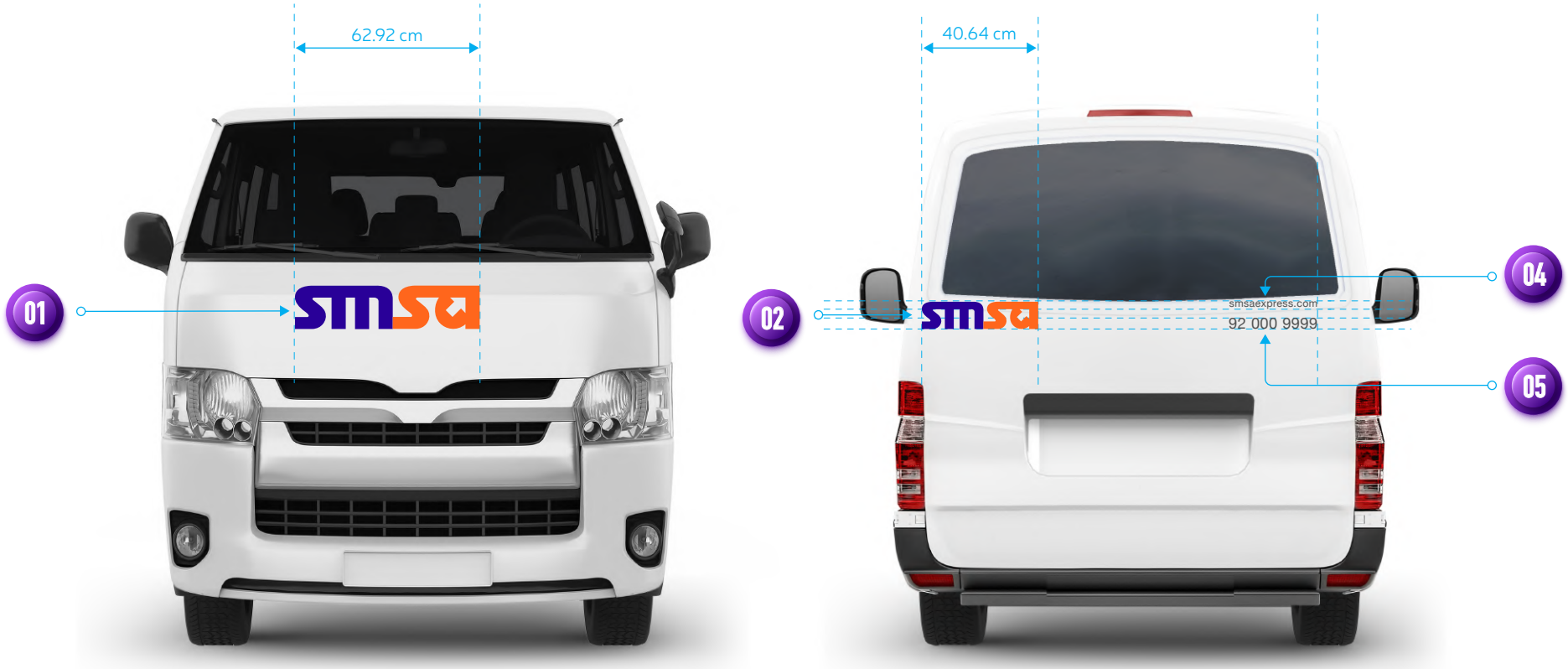
STEP 02 — Place the ***Franchisee Name*** 10 cm below the word mark, left side of the word mark in left-align paragraph format

STEP 03 — Center the ***URL*** horizontally on the cab door and slightly below the window

STEP 04 — Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 7.6 cm below the URL.

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• FRONT & REAR



FRONT

STEP 01 — Position the ***word mark*** at the center of the roof panel/ spoiler

REAR

STEP 02 — Position the ***word mark*** aligned from the left-corner and 10 cm below rear mirror

STEP 03 — Place the ***Franchisee Name*** around 5 cm from the **word mark** in left-align paragraph format

STEP 04 — Place the ***SMSA URL*** 5 cm below the right-corner mirror in right-align paragraph format

STEP 05 — Position the ***Contact Numbe***r of the franchisee 3 cm below the URL and right-align paragraph

DECAL PLACEMENT INSTRUCTIONS

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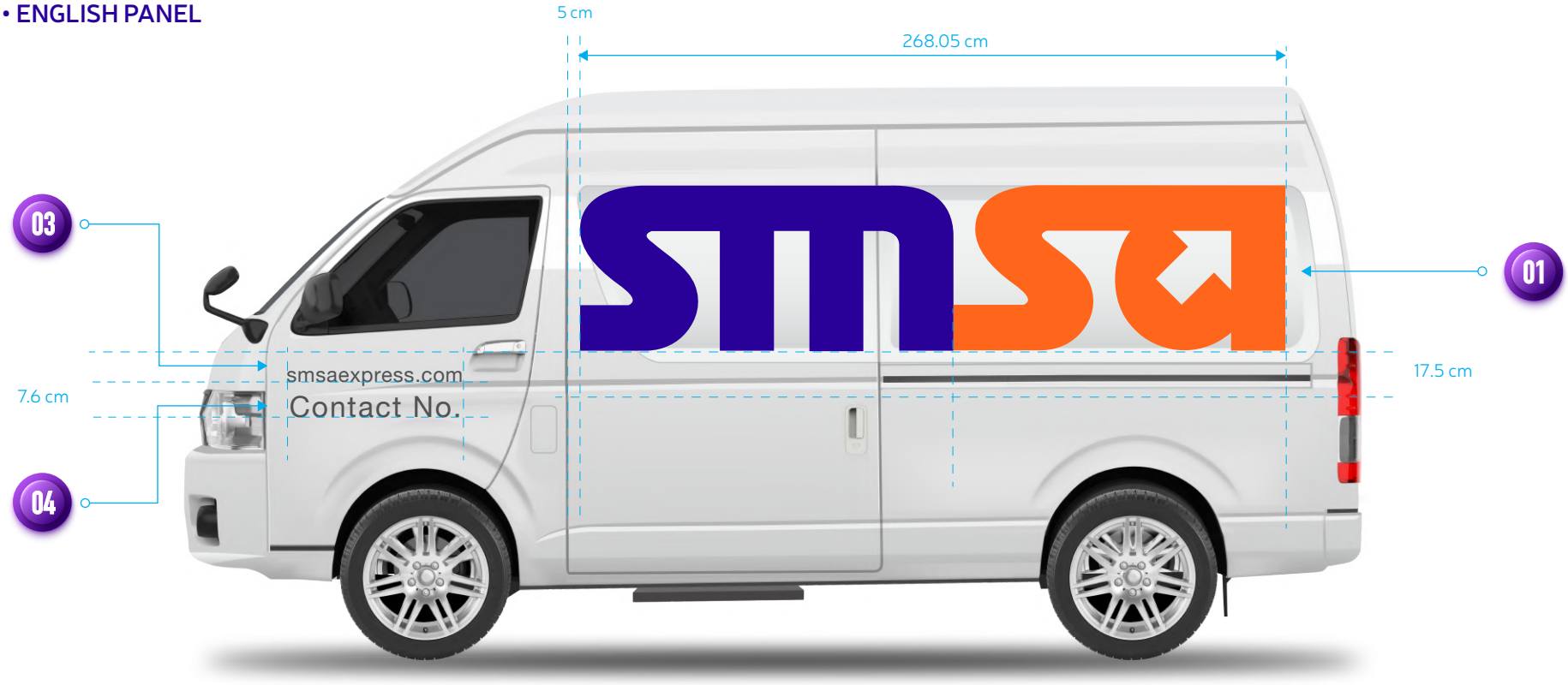


HIACE

HIGH ROOF

4.4.4 TOYOTA HIACE (HIGH ROOF)

- **ENGLISH PANEL**



DECAL PLACEMENT INSTRUCTIONS

STEP 01	Position the ***word mark*** 5 cm from the door's edge and 10 cm from the front rail as shown here	STEP 02	Place the ***Franchisee Name*** 17.5 cm below the word mark, left side of the word mark in left-align paragraph format	STEP 03	Center the ***URL*** horizontally on the cab door and slightly below the window	STEP 04	Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 7.6 cm below the URL.

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• ARABIC PANEL

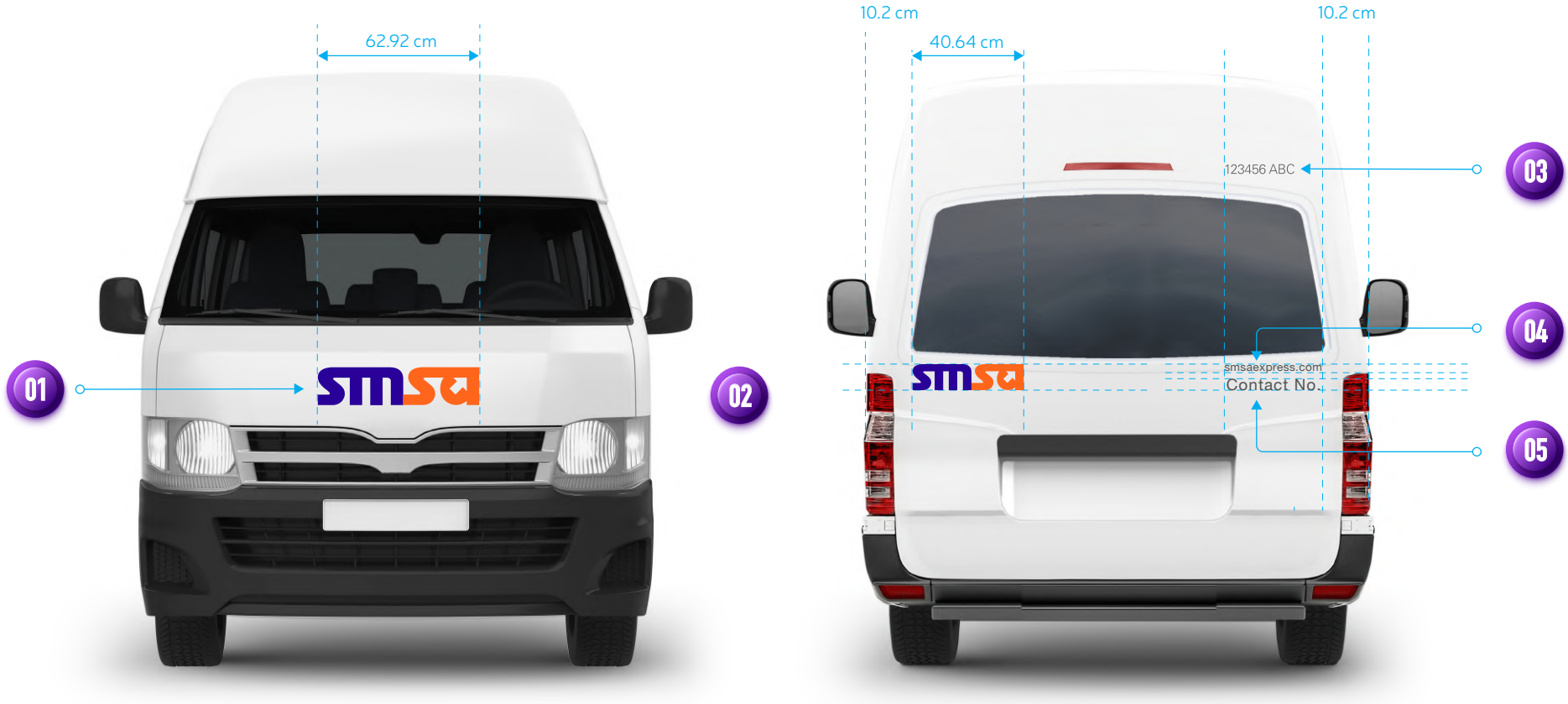


DECAL PLACEMENT INSTRUCTIONS

STEP 01	Position the ***word mark*** 5 cm from the door's edge and 10 cm from the front rail as shown here	STEP 02	Place the ***Franchisee Name*** 17.5 cm below the word mark, left side of the word mark in left-align paragraph format	STEP 03	Center the ***URL*** horizontally on the cab door and slightly below the window	STEP 04	Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 7.6 cm below the URL.

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• FRONT & REAR



FRONT

STEP 01 — Position the ***word mark*** at the center of the roof panel/ spoiler

REAR

STEP 02 — Position the ***word mark*** 10.2 cm from the side of the truck's back panel

STEP 03 — Place the ***Franchisee Name*** 5 cm below the word mark, left side of the word mark in left-align paragraph format

STEP 04 — Place the ***SMSA URL*** 10.2 cm fromthe right-align paragraph format

STEP 05 — Position the ***Contact Numbe***r of the franchisee 2 cm below the URL

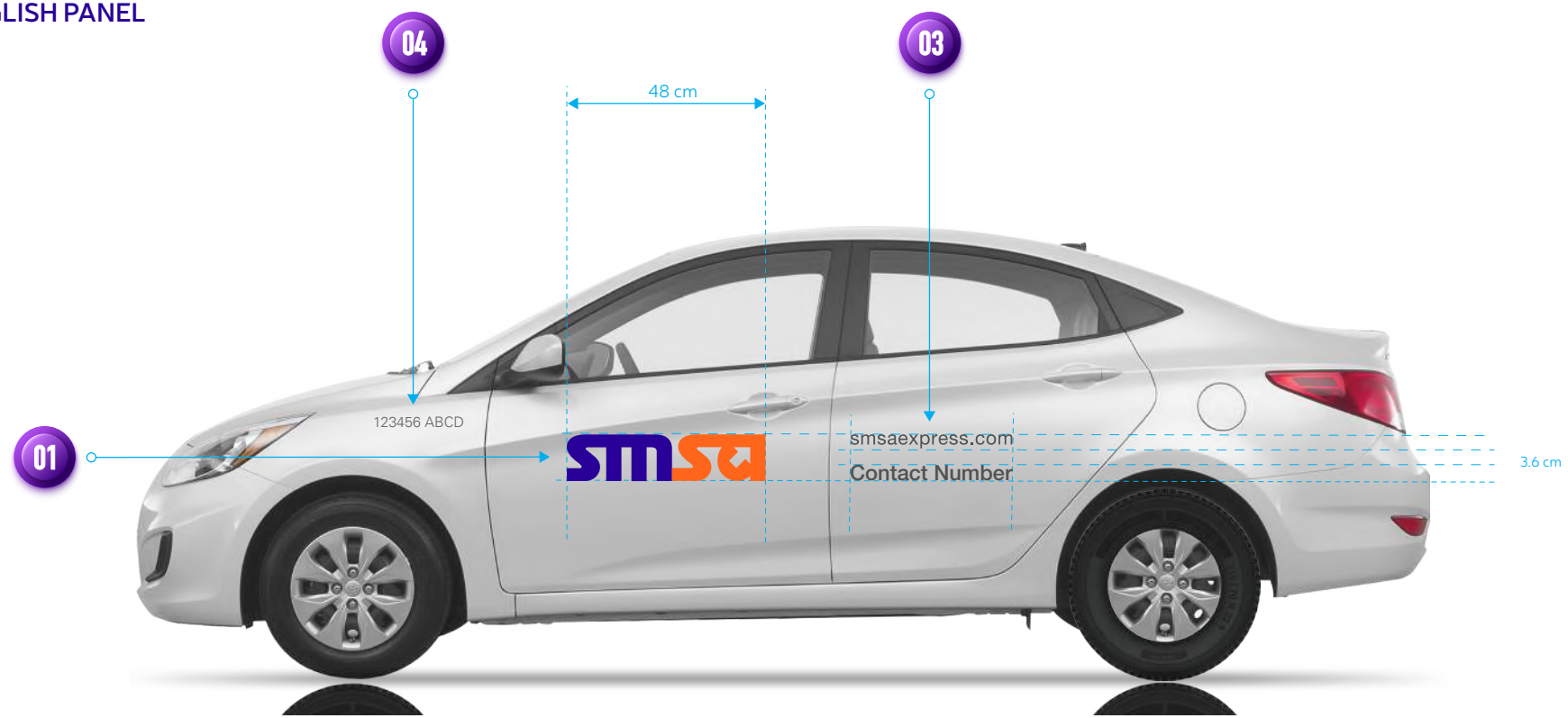
DECAL PLACEMENT INSTRUCTIONS

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HYUNDAI
ACCENT

4.4.8 HYUNDAI ACCENT

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Place the **word mark** at the center of the driver's door panel

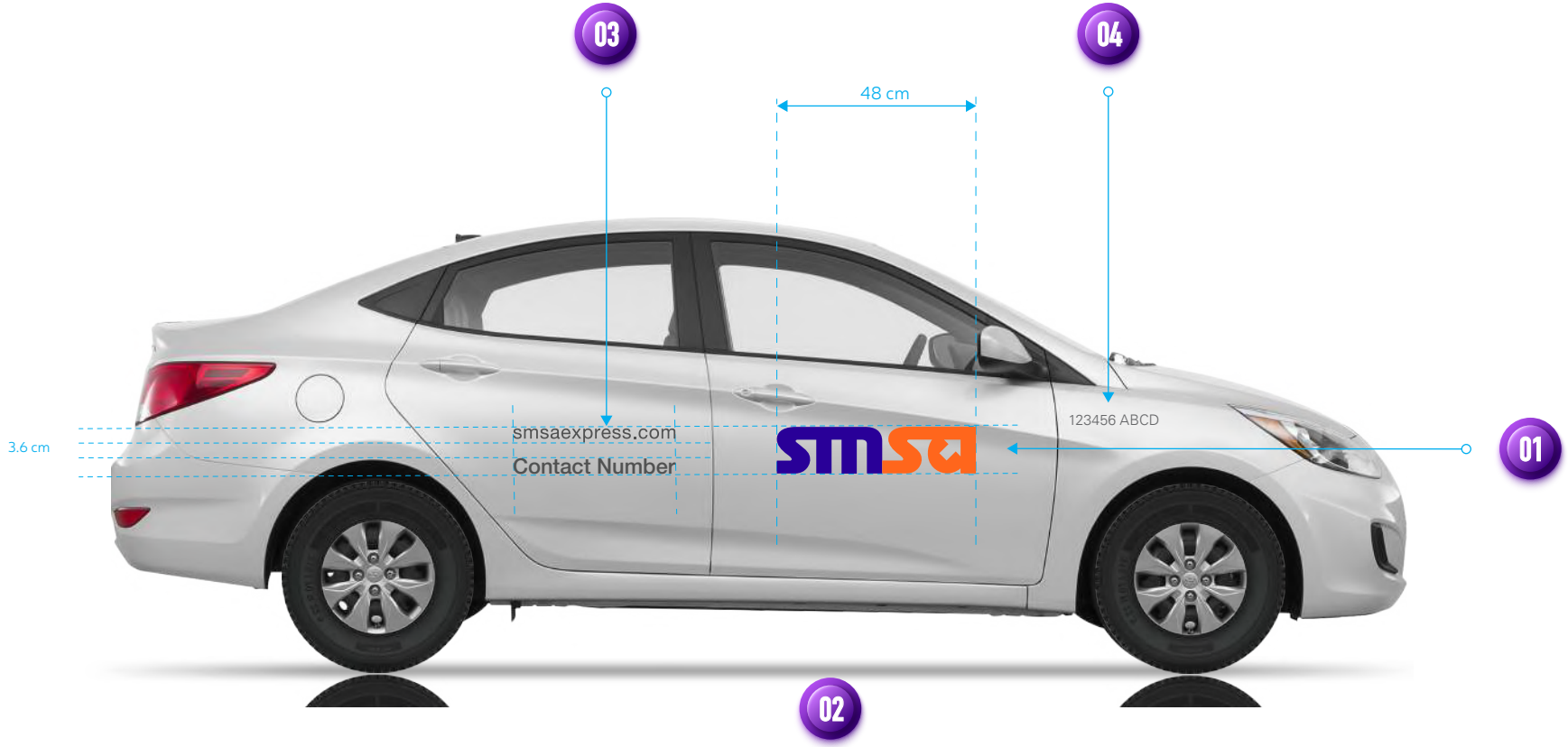
STEP 02 Place the ***Franchisee Name*** 6 cm below the word mark, left side of the word mark in left-align paragraph format as shown

STEP 03 Place the ***URL*** at the center of the passenger's door. Position the ***Toll-Free Number*** slightly below the URL.

STEP 04 Position the ***Franchise Asset Number*** 5 cm from edge of the cab door (asset number is an option)

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• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Place the **word mark** at the center of the driver's door panel

STEP 02 Place the ***Franchisee Name*** 6 cm below the word mark, left side of the word mark in left-align paragraph format as shown

STEP 03 Place the ***URL*** at the center of the passenger's door. Position the ***Toll-Free Number*** slightly below the URL.

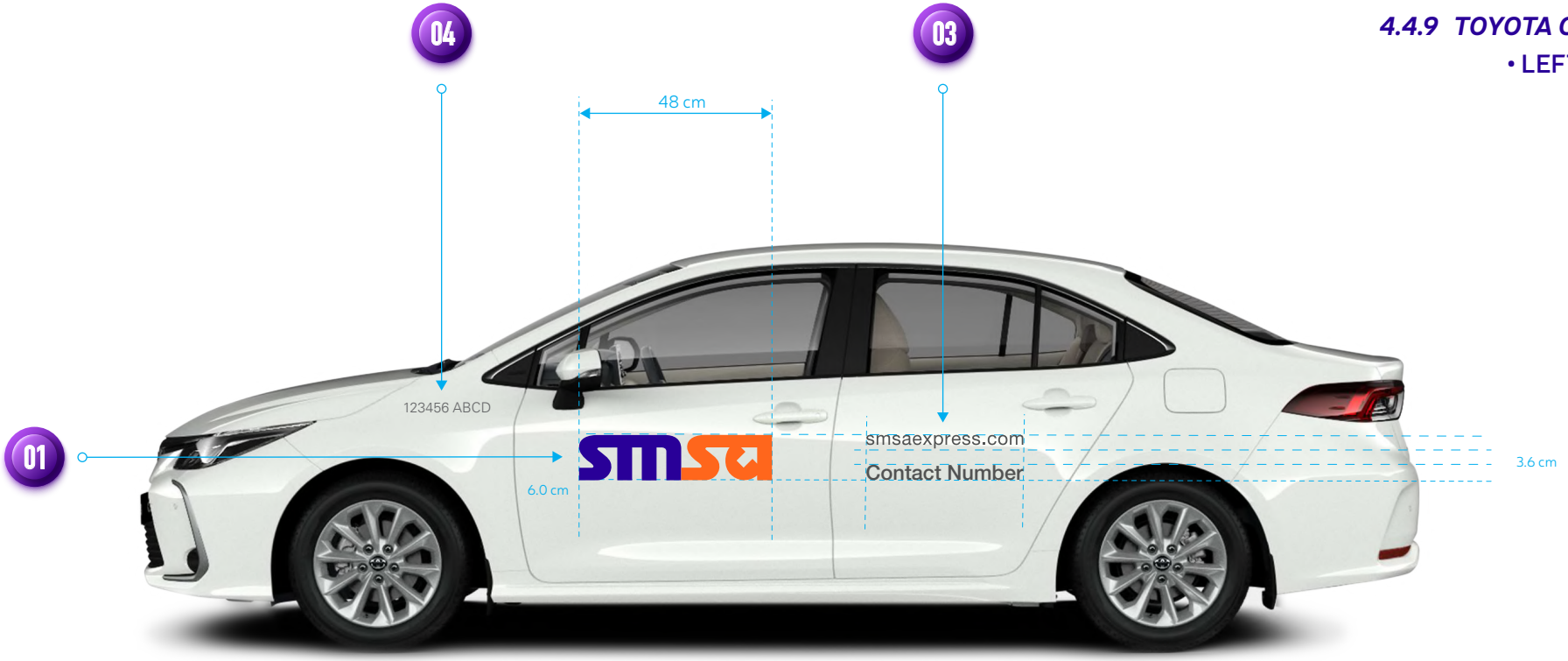
STEP 04 Position the ***Franchise Asset Number*** 5 cm from edge of the cab door (asset number is an option)

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COROLLA

4.4.9 TOYOTA COROLLA

• LEFT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Place the **word mark** at the center of the driver's door panel

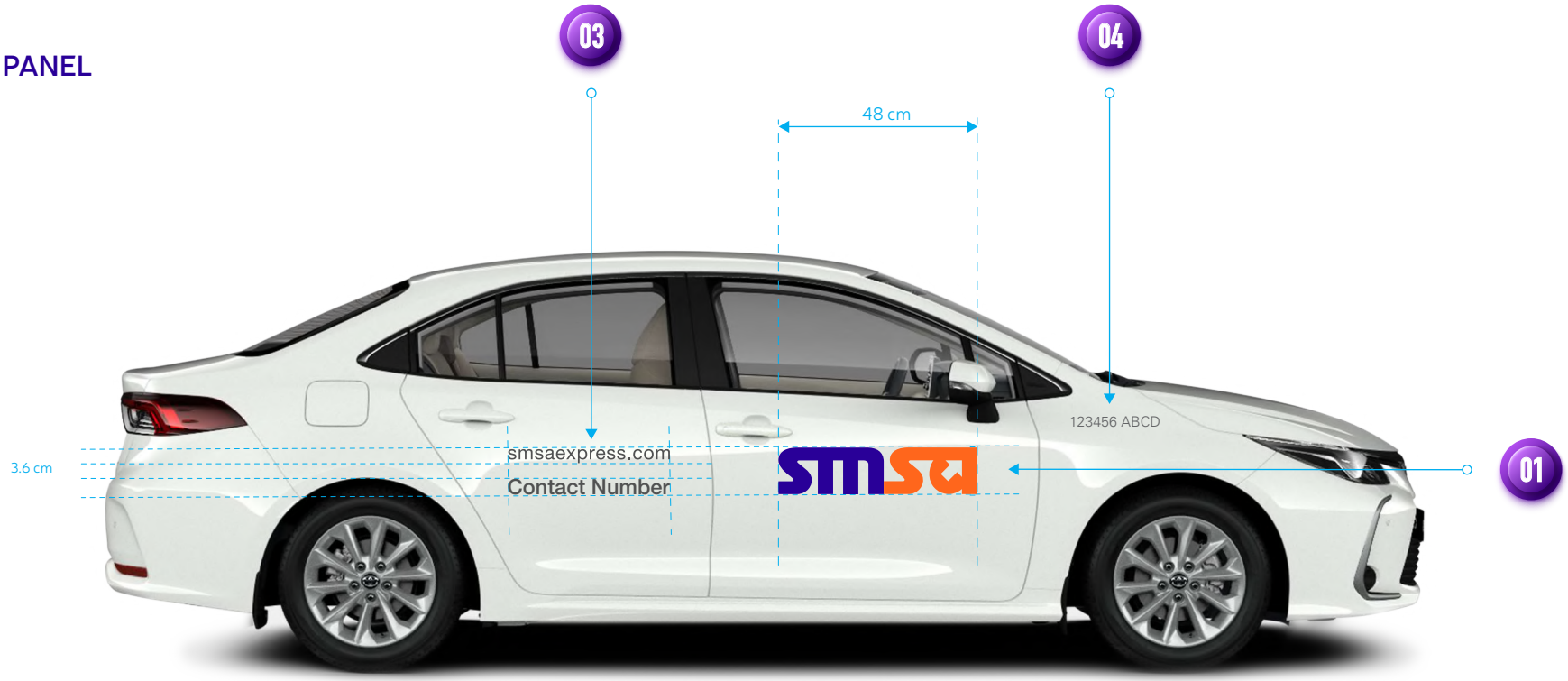
STEP 02 Place the ***Franchisee Name*** 6 cm below the word mark, left side of the word mark in left-align paragraph format as shown

STEP 03 Place the ***URL*** at the center of the passenger's door. Position the ***Toll-Free Number*** slightly below the URL.

STEP 04 Position the ***Franchise Asset Number*** 5 cm from edge of the cab door (asset number is an option)

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• RIGHT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Place the **word mark** 6.4 cm from the edge of the trailer panel 6.4 cm from the top as well as shown.

STEP 02 Place the ***Franchisee Name*** 13.4 cm below the word mark, left side of the word mark in left-align paragraph format as shown

STEP 03 Place the ***URL*** 44 cm from the edge of the trailer and about 10 cm from the top

STEP 04 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 17.8 cm below the URL.

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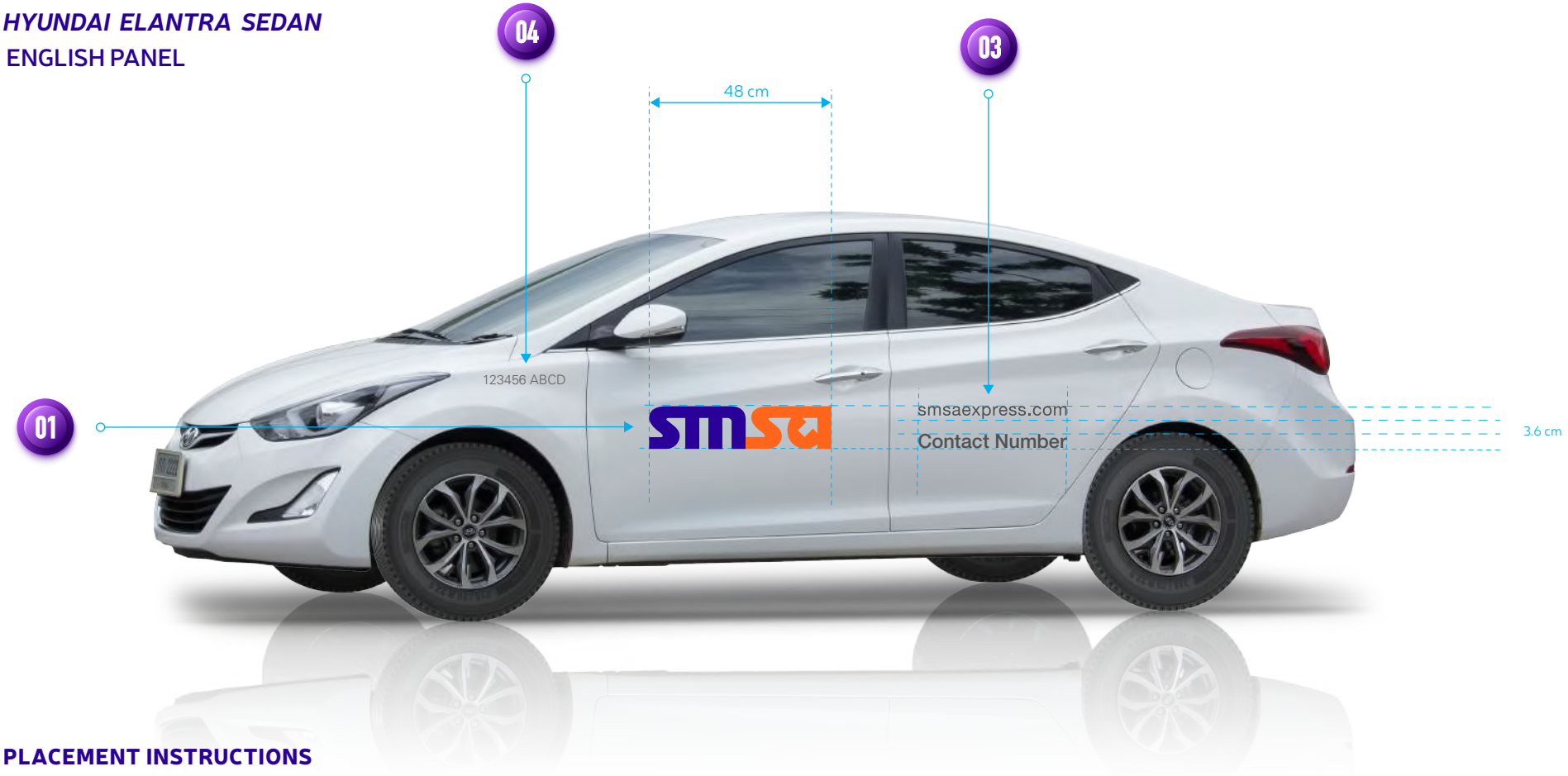


HYUNDAI

ELANTRA

4.4.10 HYUNDAI ELANTRA SEDAN

• ENGLISH PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Place the **word mark** at the center of the driver's door panel

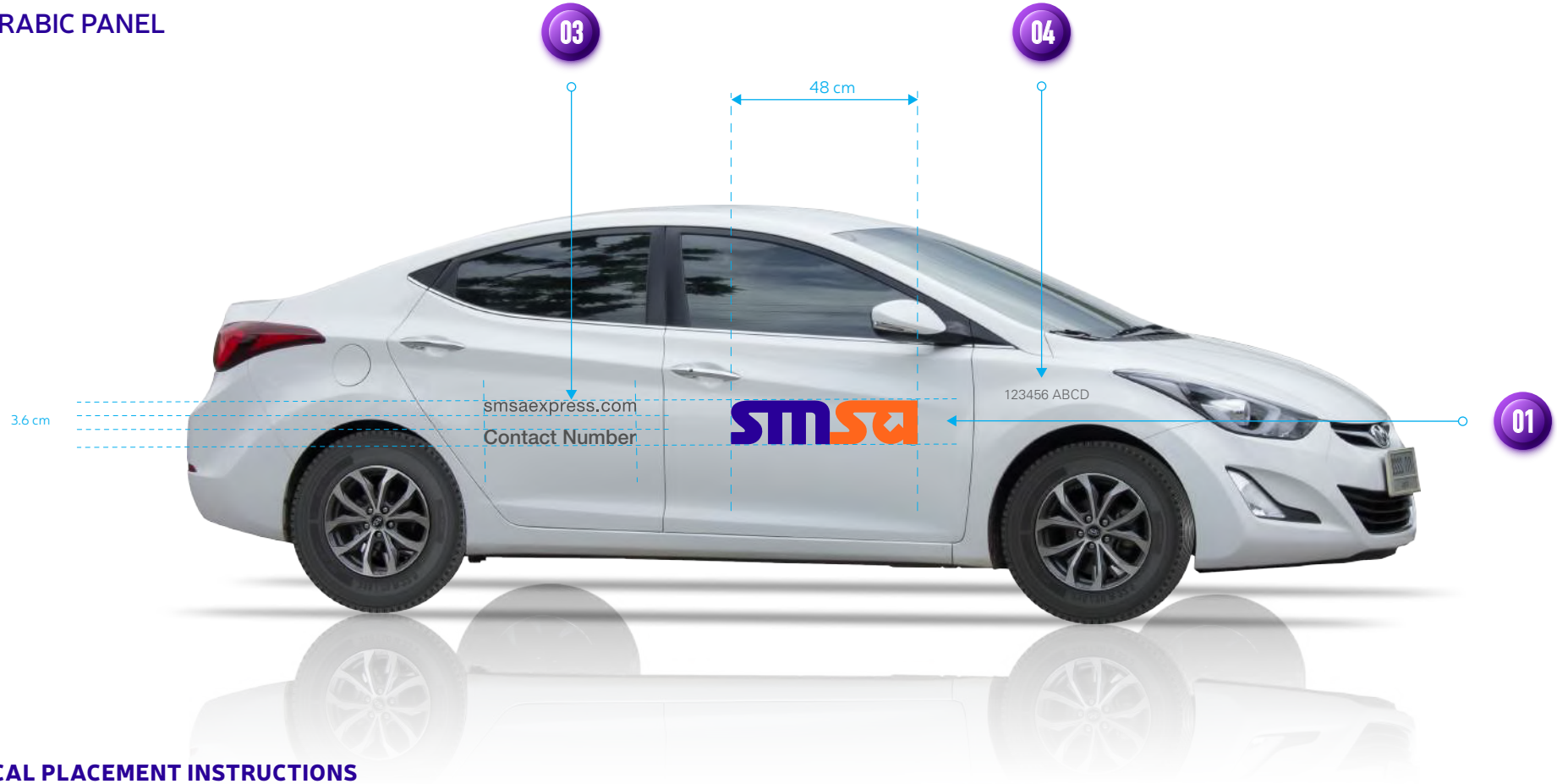
STEP 02 Place the ***Franchisee Name*** 6 cm below the word mark, left side of the word mark in left-align paragraph format as shown

STEP 03 Place the ***URL*** at the center of the passenger's door. Position the ***Toll-Free Number*** slightly below the URL.

STEP 04 Position the ***Franchise Asset Number*** 5 cm from edge of the cab door (asset number is an option)

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• ARABIC PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Place the **word mark** at the center of the driver's door panel

STEP 02 Place the ***Franchisee Name*** 6 cm below the word mark, left side of the word mark in left-align paragraph format as shown

STEP 03 Place the ***URL*** at the center of the passenger's door. Position the ***Toll-Free Number*** slightly below the URL.

STEP 04 Position the ***Franchise Asset Number*** 5 cm from edge of the cab door (asset number is an option)

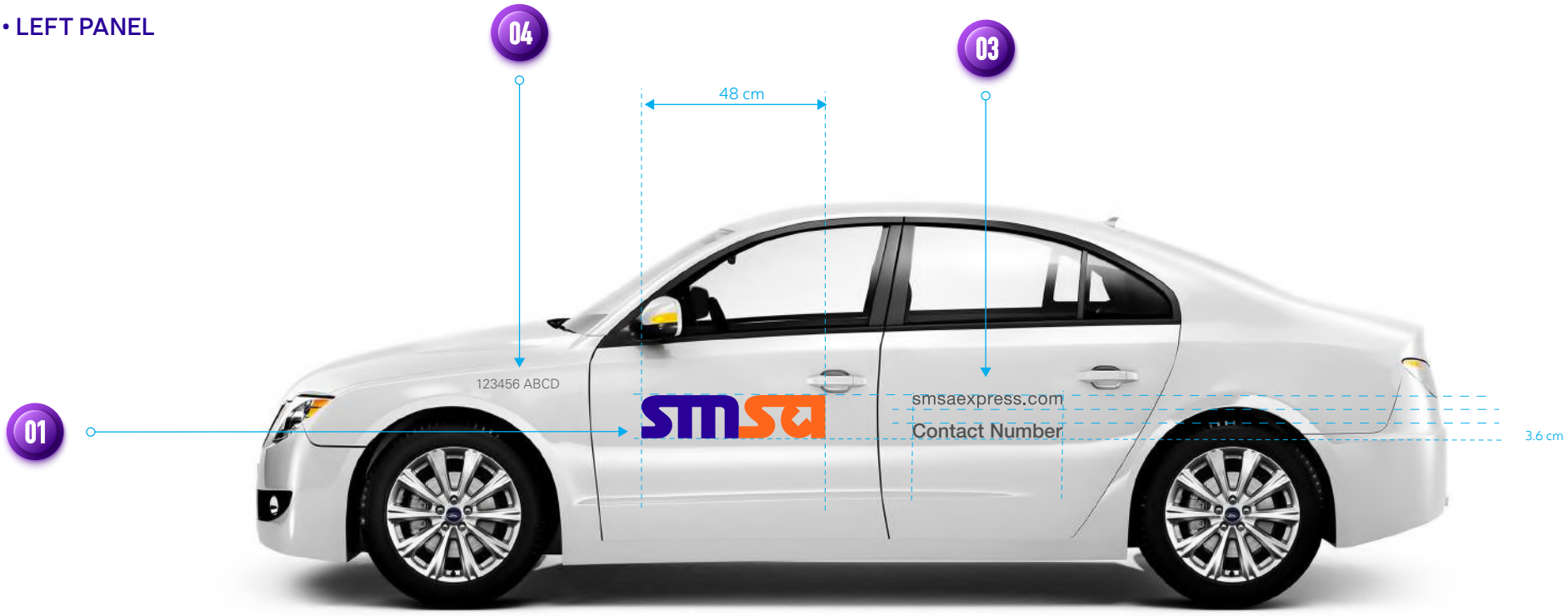
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Figo

4.4.11 FORD FIGO

• LEFT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Place the **word mark** 6.4 cm from the edge of the trailer panel 6.4 cm from the top as well as shown.

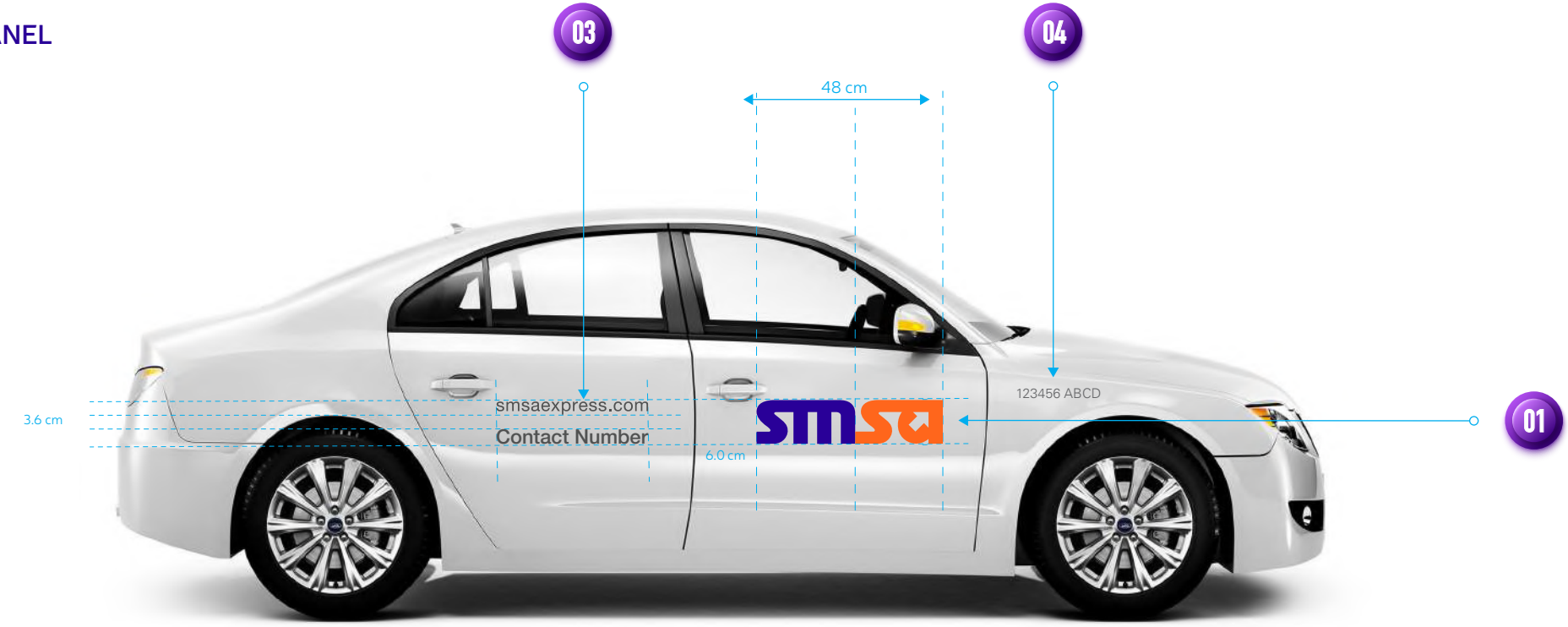
STEP 02 Place the ***Franchisee Name*** 13.4 cm below the word mark, left side of the word mark in left-align paragraph format as shown

STEP 03 Place the ***URL*** 44 cm from the edge of the trailer and about 10 cm from the top

STEP 04 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 17.8 cm below the URL.

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• RIGHT PANEL



DECAL PLACEMENT INSTRUCTIONS

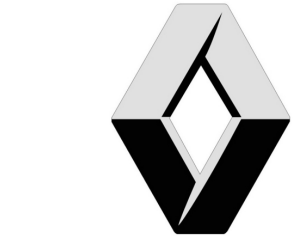
STEP 01 Place the **word mark** 6.4 cm from the edge of the trailer panel 6.4 cm from the top as well as shown.

STEP 02 Place the ***Franchisee Name*** 13.4 cm below the word mark, left side of the word mark in left-align paragraph format as shown

STEP 03 Place the ***URL*** 44 cm from the edge of the trailer and about 10 cm from the top

STEP 04 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 17.8 cm below the URL.

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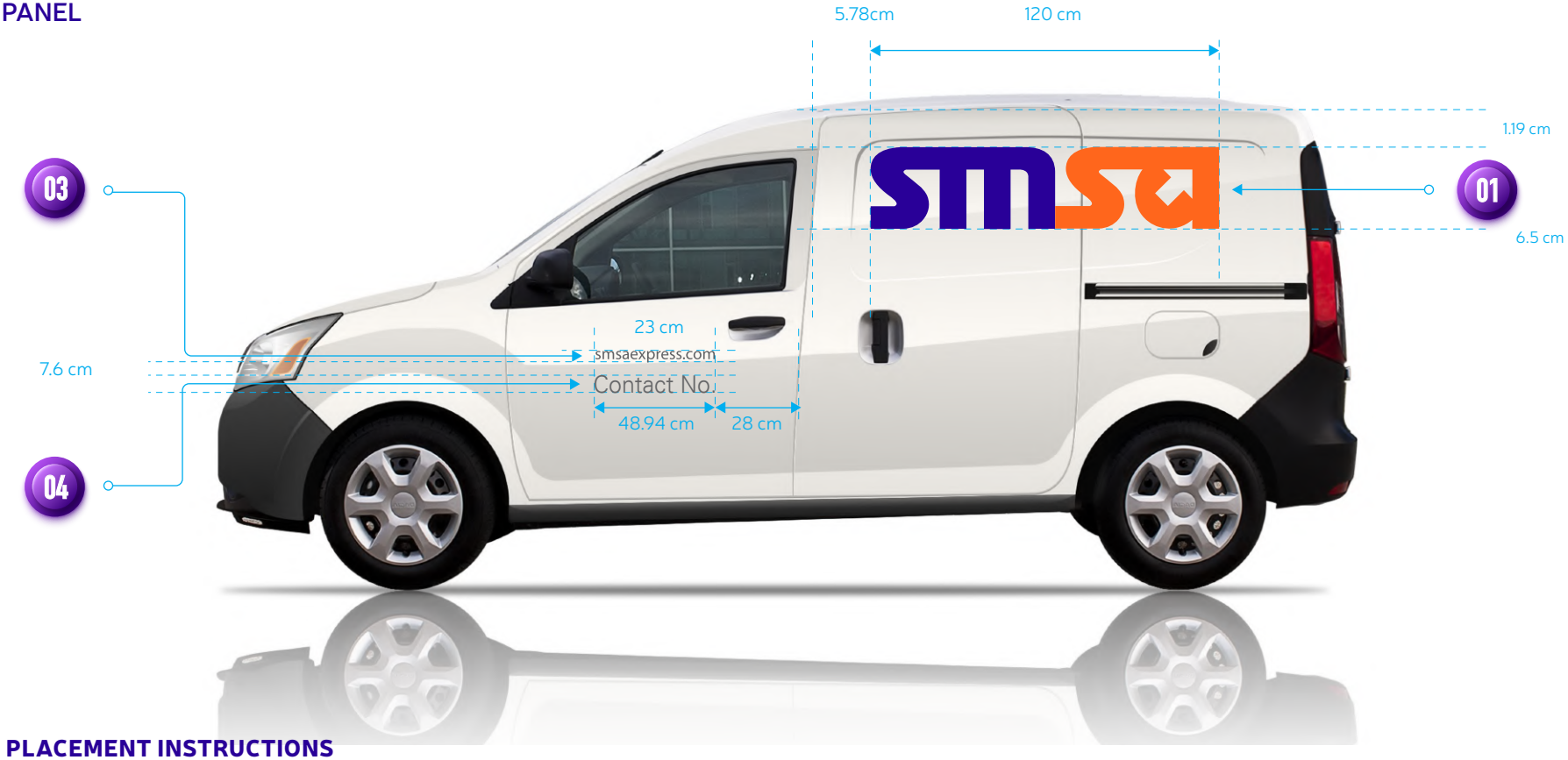


RENAULT

DOKKER

4.4.16 RENAULT DOKKER VAN

• LEFT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01	STEP 02	STEP 03	STEP 04
Place the **word mark** 6.4 cm from the edge of the trailer panel 6.4 cm from the top as well as shown.	Place the ***Franchisee Name*** 13.4 cm below the word mark, left side of the word mark in left-align paragraph format as shown	Place the ***URL*** 44 cm from the edge of the trailer and about 10 cm from the top	Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 17.8 cm below the URL.

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• RIGHT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Place the **word mark** 6.4 cm from the edge of the trailer panel 6.4 cm from the top as well as shown.

STEP 02 Place the ***Franchisee Name*** 13.4 cm below the word mark, left side of the word mark in left-align paragraph format as shown

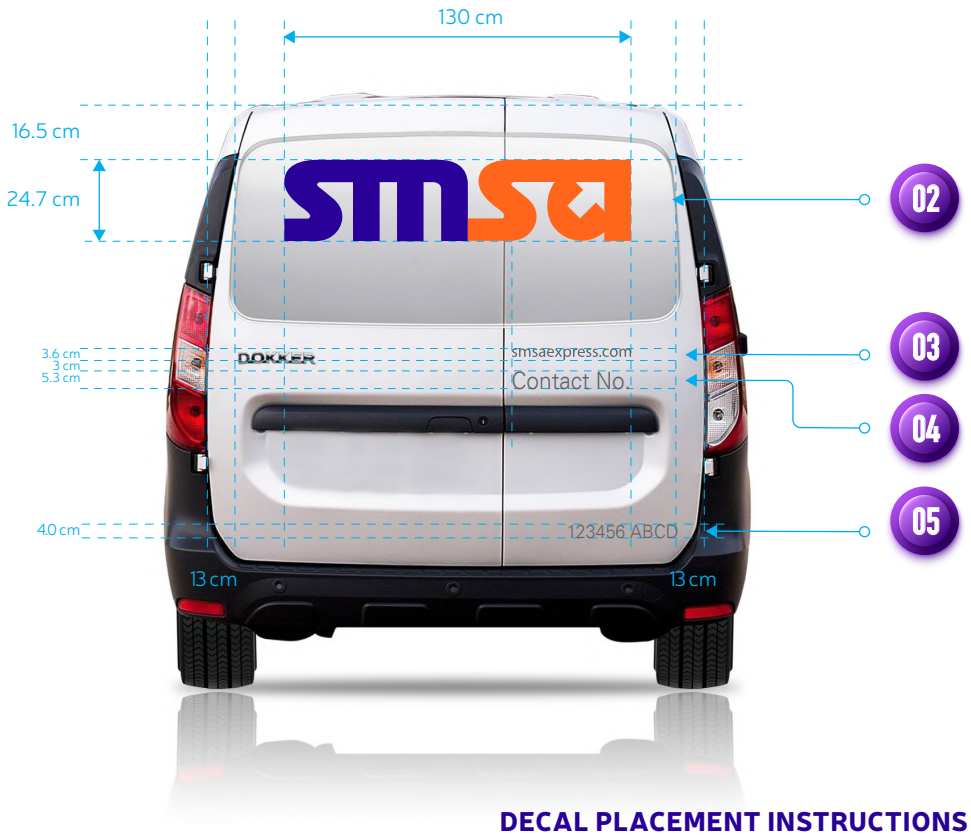
STEP 03 Place the ***URL*** 44 cm from the edge of the trailer and about 10 cm from the top

STEP 04 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 17.8 cm below the URL.

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• FRONT & REAR





FRONT **REAR**

DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***word mark*** at the center of the back panel/ spoiler

STEP 02 Position the ***word mark*** 16.5 cm from the top edge of the truck's back panel

STEP 03 Position the URL 6 cm below the window and center horizontally on the right side of the door.

STEP 04 Position the phone no. 3 cm below the URL and align both sides of the URL as shown.

STEP 05 Position the asset no. 13 cm from the right edge of the back panel

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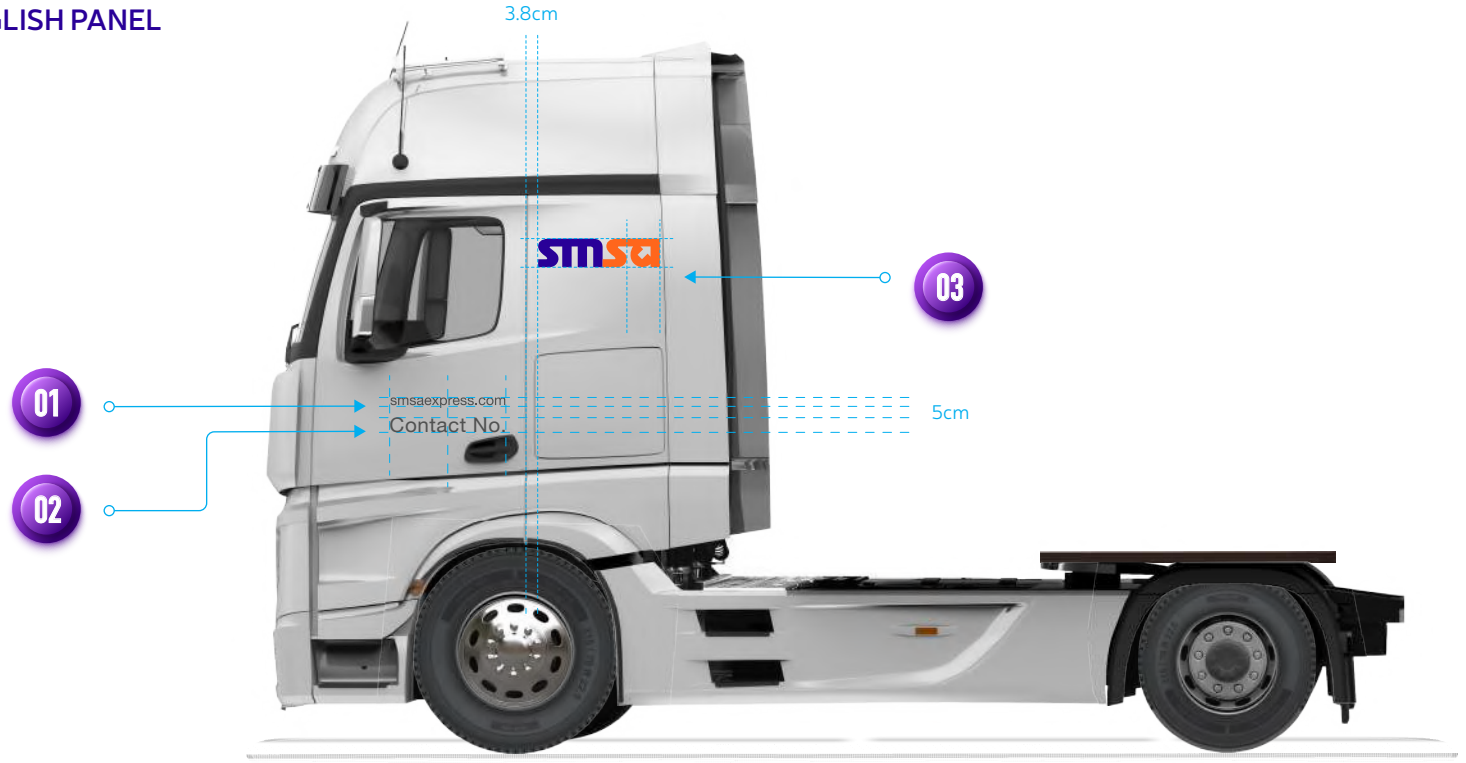


ACTROS

TRAILER TRUCK

4.4.7 ACTROS TRAILER TRUCK

• ENGLISH PANEL

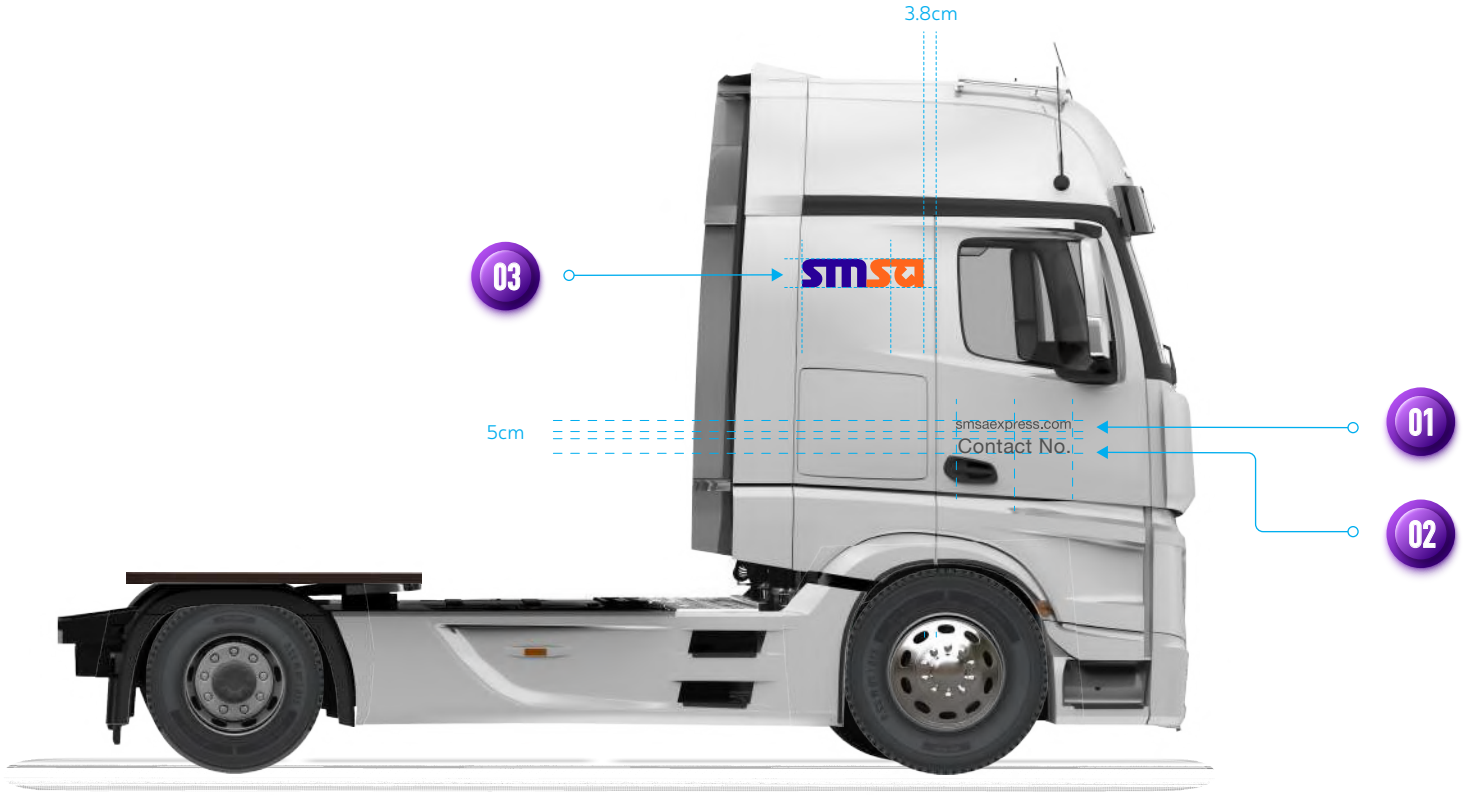


DECAL PLACEMENT INSTRUCTIONS

STEP 01	Position the ***word mark*** 10 cm from the top rail and 10 cm from the front rail as shown here	STEP 02	Place the ***Franchisee Name*** 30 cm below the word mark, left side of the word mark in left-align paragraph format	STEP 03	Center the ***URL*** horizontally on the cab door and slightly below the window	STEP 04	Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 7.6 cm below the URL.

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• RIGHT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Position the ***word mark*** 10 cm from the top rail and 10 cm from the front rail as shown here

STEP 02 Place the ***Franchisee Name*** 30 cm below the word mark, left side of the word mark in left-align paragraph format

STEP 03 Center the ***URL*** horizontally on the cab door and slightly below the window

STEP 04 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 7.6 cm below the URL.

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SEMI TRAILER

• FRONT



FRONT

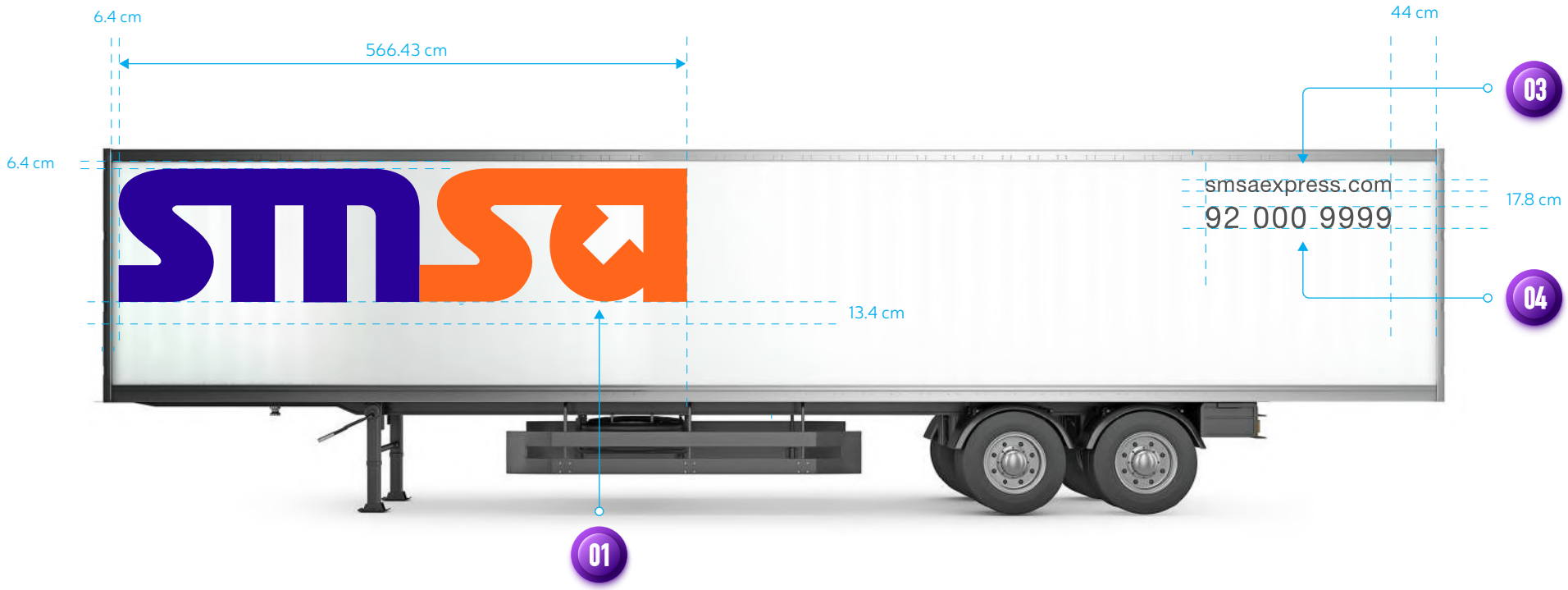
STEP 01

Center the ***word mark*** horizontally and position as shown.

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4.4.6 *TRUCK SEMI-TRAILER*

• RIGHT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Place the **word mark** 6.4 cm from the edge of the trailer panel 6.4 cm from the top as well as shown.

STEP 02 Place the ***Franchisee Name*** 13.4 cm below the word mark, left side of the word mark in left-align paragraph format as shown

STEP 03 Place the ***URL*** 44 cm from the edge of the trailer and about 10 cm from the top

STEP 04 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 17.8 cm below the URL.

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• LEFT PANEL



DECAL PLACEMENT INSTRUCTIONS

STEP 01 Place the **word mark** 6.4 cm from the edge of the trailer panel 6.4 cm from the top as well as shown.

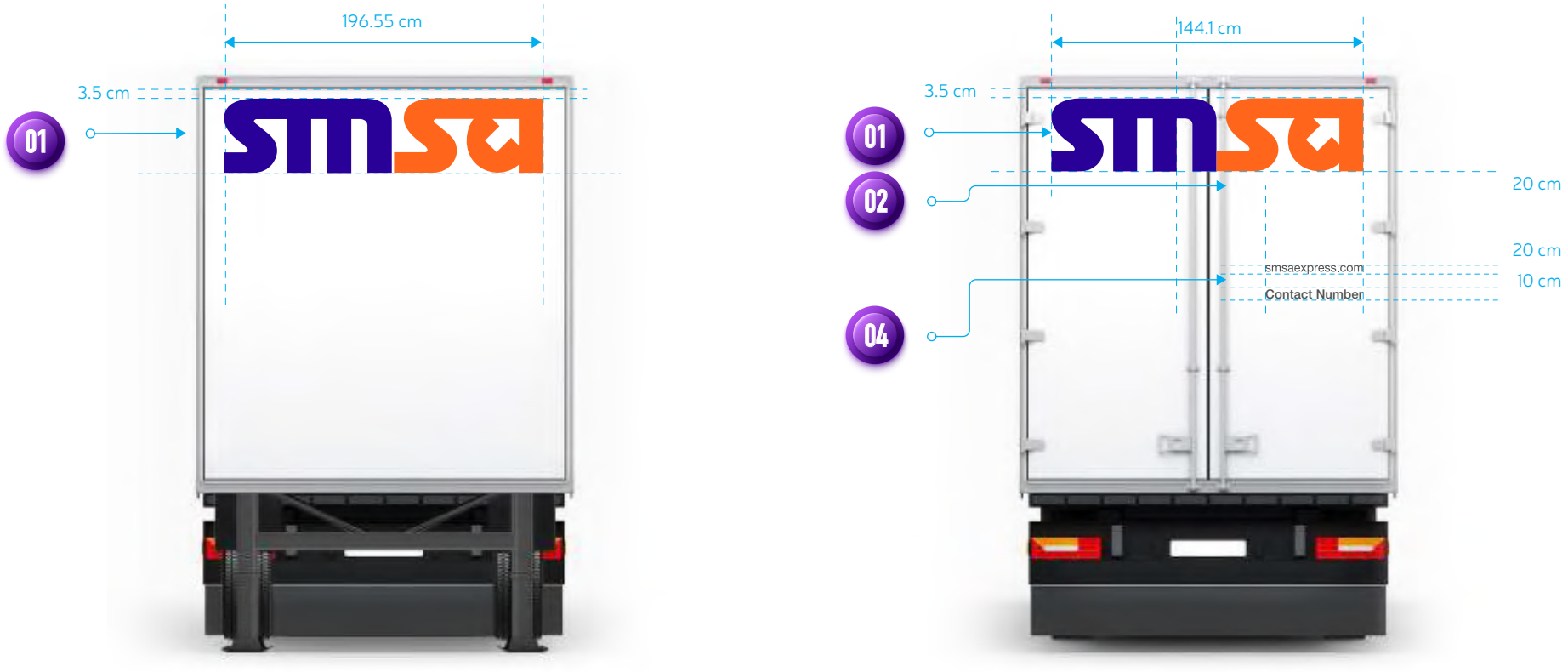
STEP 02 Place the ***Franchisee Name*** 13.4 cm below the word mark, left side of the word mark in left-align paragraph format as shown

STEP 03 Place the ***URL*** 44 cm from the edge of the trailer and about 10 cm from the top

STEP 04 Position the ***Toll-Free Number*** slightly below the URL. The exact distance is 17.8 cm below the URL.

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• FRONT & REAR



FRONT

STEP 01 — Position the ***word mark*** at the center of the back panel/ spoiler

REAR

STEP 02 — Position the ***word mark*** 6 cm from the top edge of the truck's back panel

STEP 03 — Position the URL 6 cm below the window and center horizontally on the right side of the door.

STEP 04 — Position the phone no. 3 cm below the URL and align both sides of the URL as shown.

STEP 05 — Position the asset no. slightly above the window and align with the left side of the URL.

DECAL PLACEMENT INSTRUCTIONS

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E-Mail
SIGNATURE

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5.0 E-Mail Signature Guidelines

SMSA e-mail signature has been created following similar conventions and styles as the business card and other communication materials.

Using a standard, consistent and clean email signature will present a more professional appearance.

Consider your email signature your digital business card and include the appropriate information.

Basic E-Mail Signature guide

This guide shows an e-mail signature with many optional fields suitable for your specific needs.

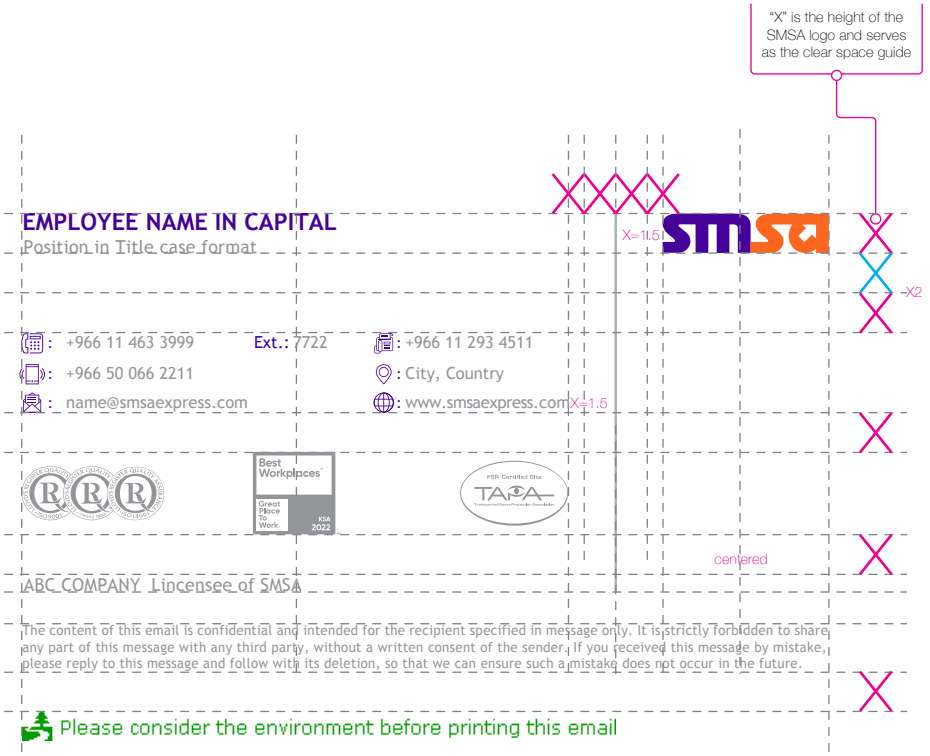
Items that should be included in your signature are the following: your name, your title, full lab name Space and a contact (phone, email, or lab website).

Some examples below show two lines for phone, this is optional if one number is preferred.

If a fax number is required, it can be added below the phone numbers. E-mail is optional for the simple signature options.

The recommended typeface to use is Trebuchet MS which is a web-safe sans-serif font. The signature should be set to 10.5 pt type size.

The three colors used in the email signature are SMSA Violet (R68, G0, B153), SMSA Orange (R255, G103, B31) and Gray (RGB 99,102,106).



Note on the guide:

"X" is the height of the SMSA logo and serves as the clear space guide

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E-Mail Signature should look like this

Kind regards,

EMPLOYEE NAME IN CAPITAL
Position in Title case format

: +966 11 463 3999 **Ext.:** 7722
: +966 50 066 2211
: name@smsaexpress.com

: +966 11 293 4511
: City, Country
: www.smsaexpress.com

ABC COMPANY Lincensee of SMSA

The content of this email is confidential and intended for the recipient specified in message only. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.

Please consider the environment before printing this email

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6

Service Center
BRANDING

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6.0 Office Banding Guide

Inherent in franchise business is a certain degree of physical consistency. Individual franchisees are expected to abide by rules related to uniform, presentation, customer service norms and the general business processes. The consistency of each of these physical elements in turn helps the corporation meet the needs and expectations ofits target consumer, no matter which franchisee they happen to be interacting with.

Consistency between uniforms, presentation, look-and-feel of the brick and mortar locations, and general business processes strengthens the franchise's ability todifferentiate itself from the competition and stand as a credible, trustworthy business.In short, consistency lends weight and credibility to your franchise's brand as a whole.

Service Center Branding

Consistency builds strong brands, and this is our primary consideration.

The same graphic design elements, language, and writing style, should be a constant across all communication channels —from print materials to in-store décor to digital display ads, landing pages, franchisee websites, and the corporate site.

The following are the SMSA Service Center's aesthetics and construction guidelines.





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6.1.1 Exterior Design OPTION 1



SMSA Service Center
Type C

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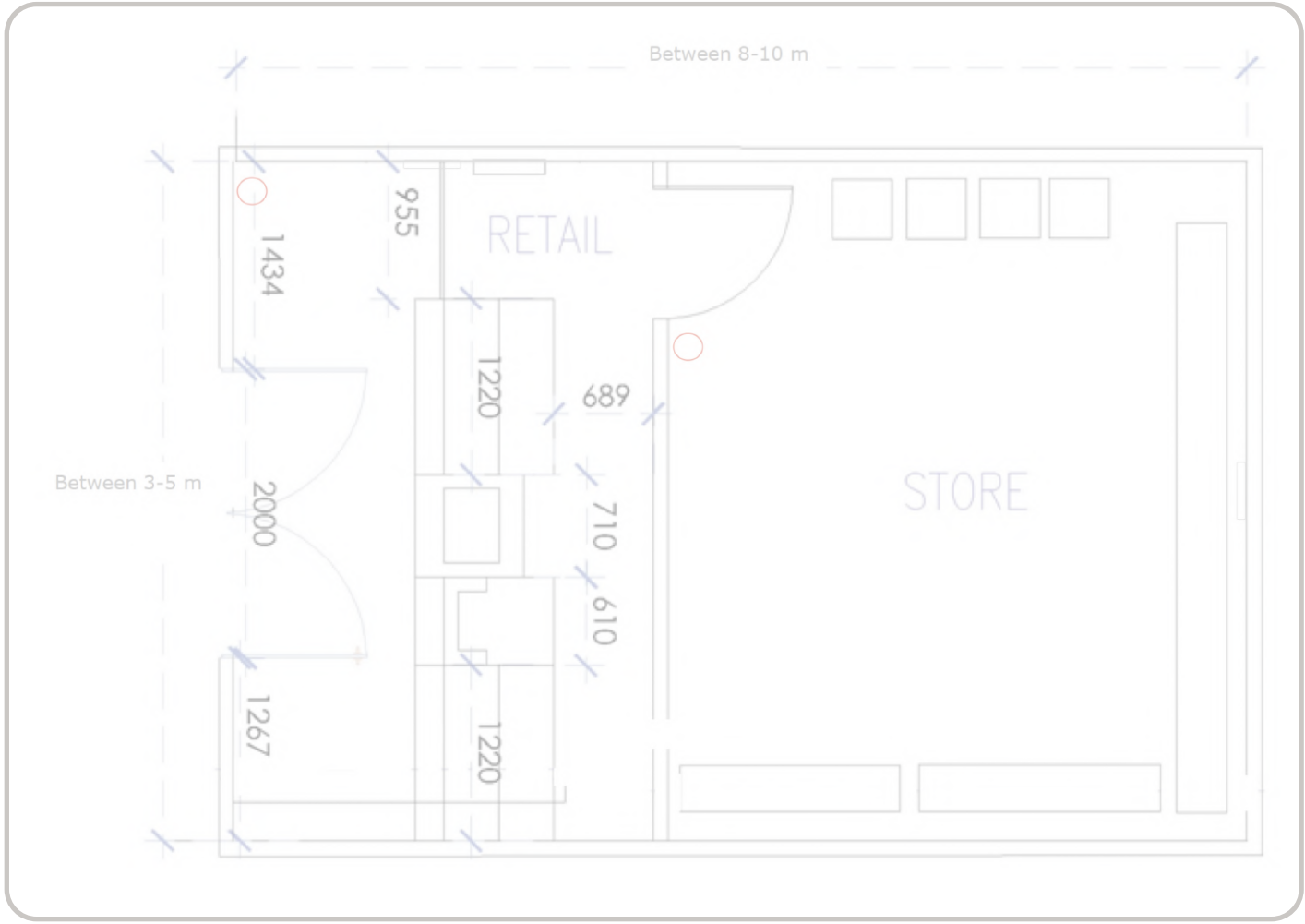
6.1.2 Exterior Design OPTION 2



SMSA Service Center
Type C

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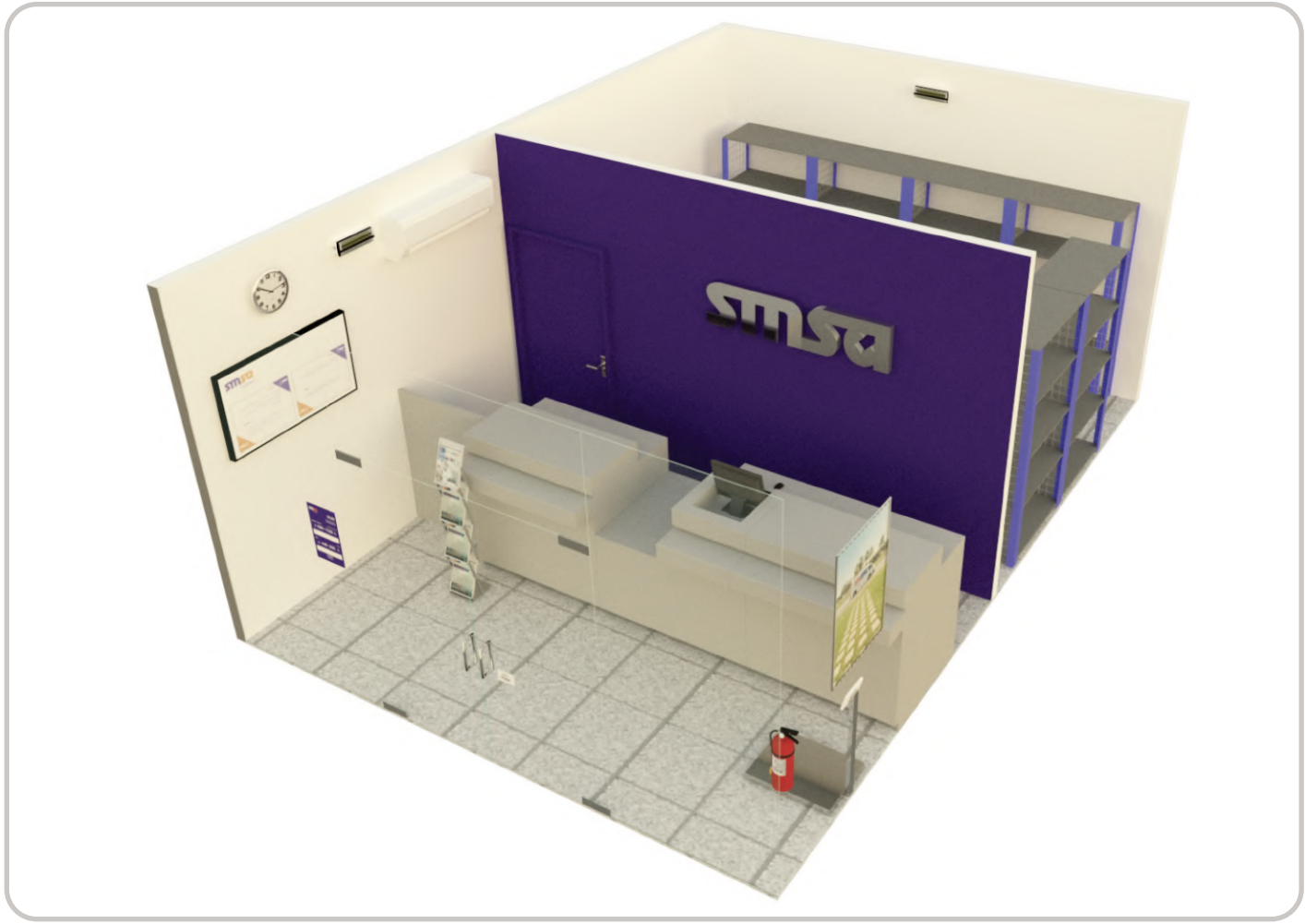
6.2 Floor Plan



- Type C
  Floor Plan size between
  8-10 m^2 x 3-5 m^2

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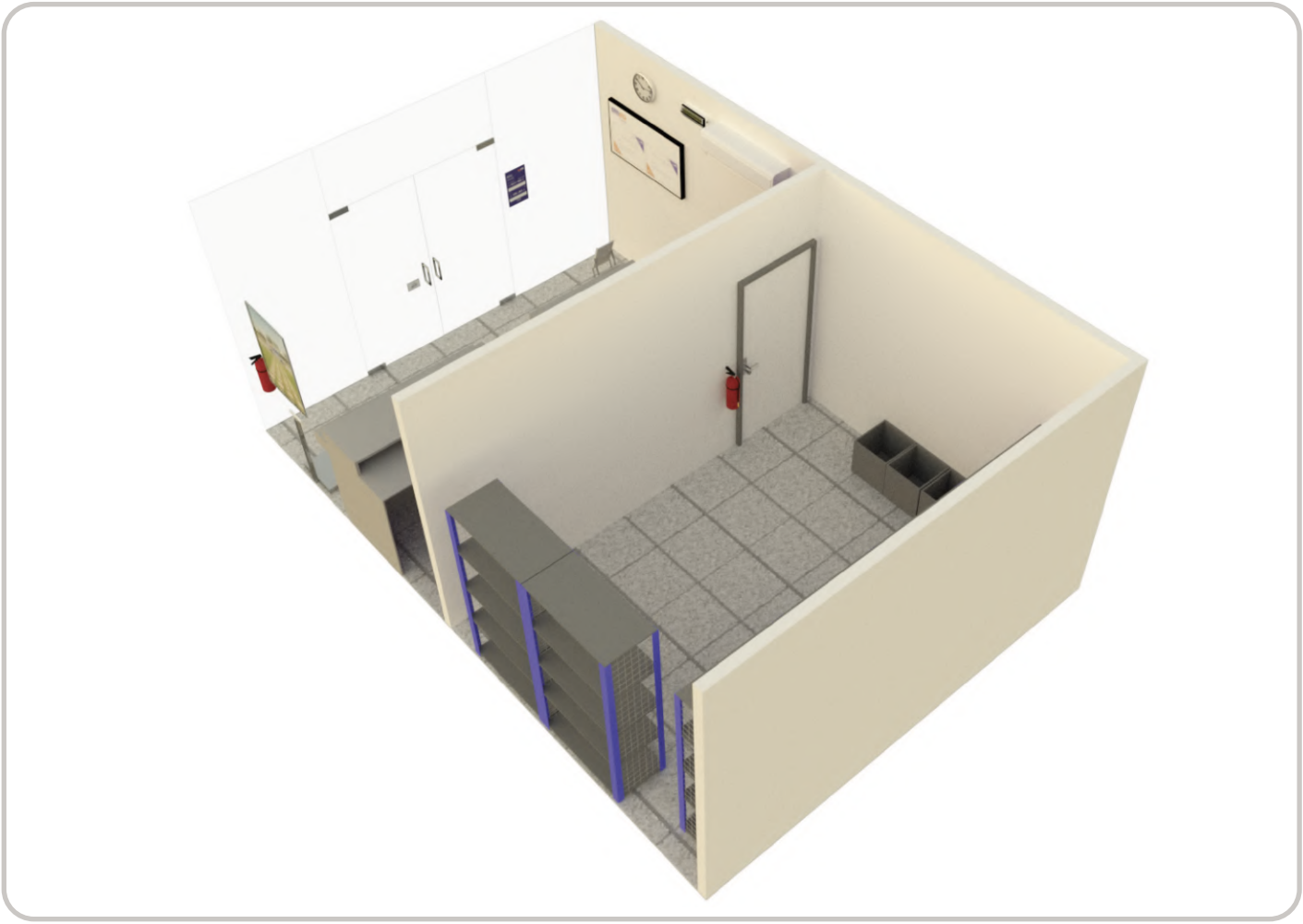
6.3.1 Interior Perspective



- Type C
  Interior Perspective
  in details

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6.3.2 Interior Perspective



- Type C
  Interior Perspective
  in details

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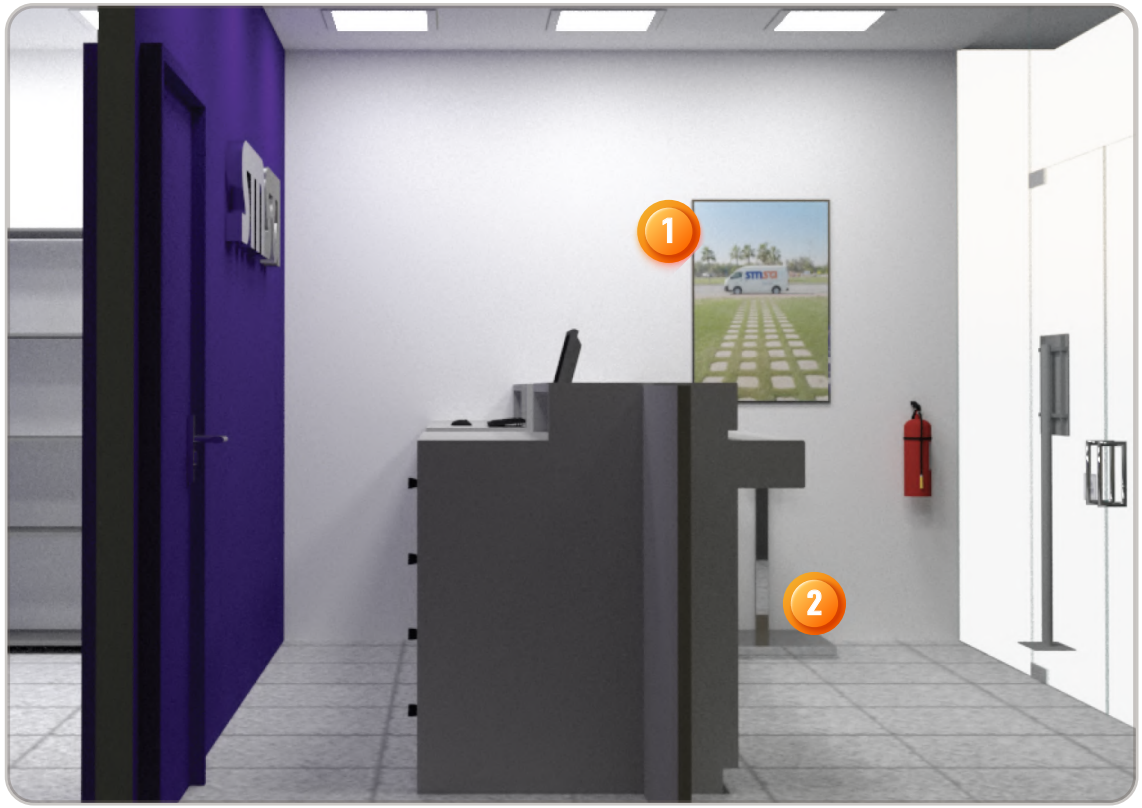
6.4 Storage



- Type C
  Service Center Storage
  in details

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6.5 Service Center Counter



1 **Wall Graphics**



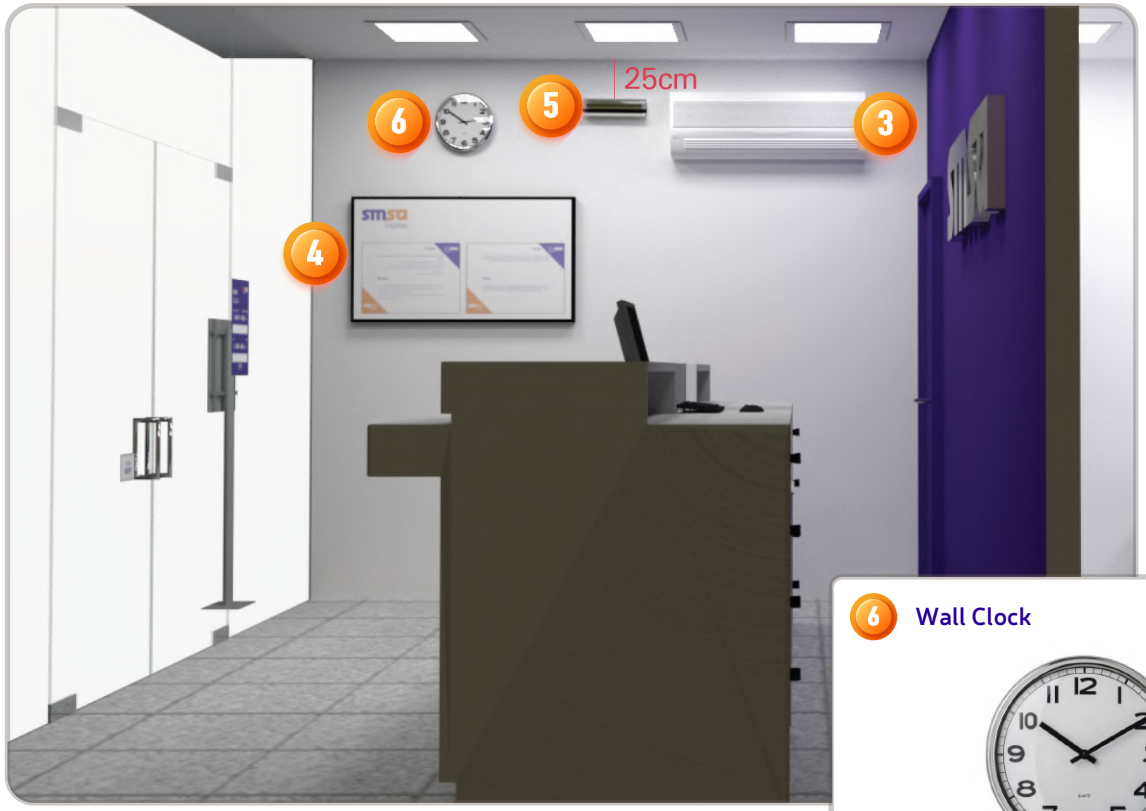
Size:
70 cm x 100 cm

2 **Weighing Scale**



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6.6 Service Center Front Desk

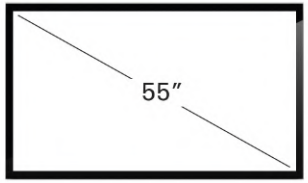


3 Air Condition Unit



LG Split Type unit 24,000 BTU Multi-System Ductless Split Outdoor Unit

4 TV Screen



While there's no set height for Rsc Clock placement, consider the wall dimesions varying from one retail to another, recommending a place holder for clock will be in between the TV and ceiling.

6 Wall Clock

While there is no standard height for SSC Clock placement, consider the wall dimensions as it vary from one service center to another - so ideal placement for the wall clock will be in the center of the TV and the ceilling.

5 Emergency Light



Emergency light needs to be installed at the center of the left wall exactly 25cm below the ceiling. Electrical wiring to be concealed inside the wall. The power plug should be easily accessible.

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6.6.1 Service Center Front Desk

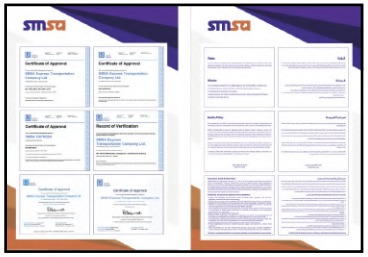


7 Fire Extinguisher



The prefered placement for fire extinguisher is 120cm from the floor

8 V-M, QP & Certificates on TV screen



9 Wall Paint Color

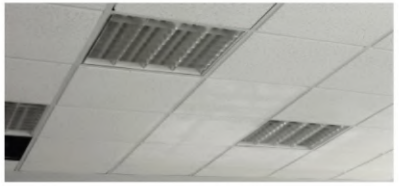
3 Coats of Sigma® Paints 3220

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6.6.2 Service Center Front Desk

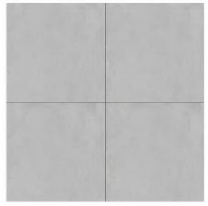


10 Acoustic Ceiling Tile



Armstrong Minatone Cortega ®
acoustic ceiling tiles
size 60 cm x 60 cm

11 Floor Tiles



Alkhazaf Alsaudi ® Ceramic, color gray
40cm x 40 cm

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6.6.3 Service Center Front Desk



12 Push and Pull Signage



The actual size of SSC Entrance PUSH/ PULL sticker is A6
The correct placement is 107 cm from the ground into the glass door

13 Retail Timing



Actual dimension of SSC Timing Signage is 26 cm x 46 cm
The correct placement is 170 cm from the ground (as per sample image)

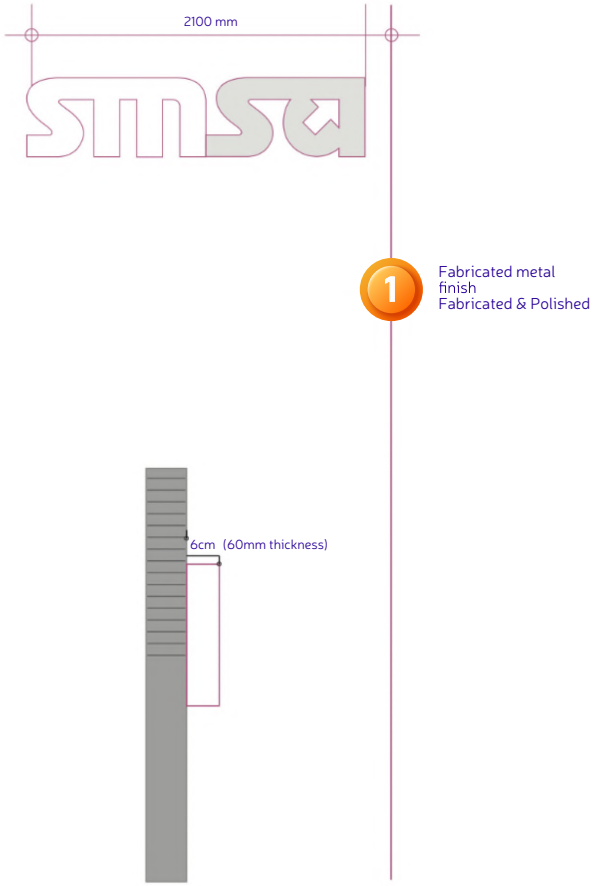
14 Parking Signage



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6.7 Service Center Front Desk Violet Wall



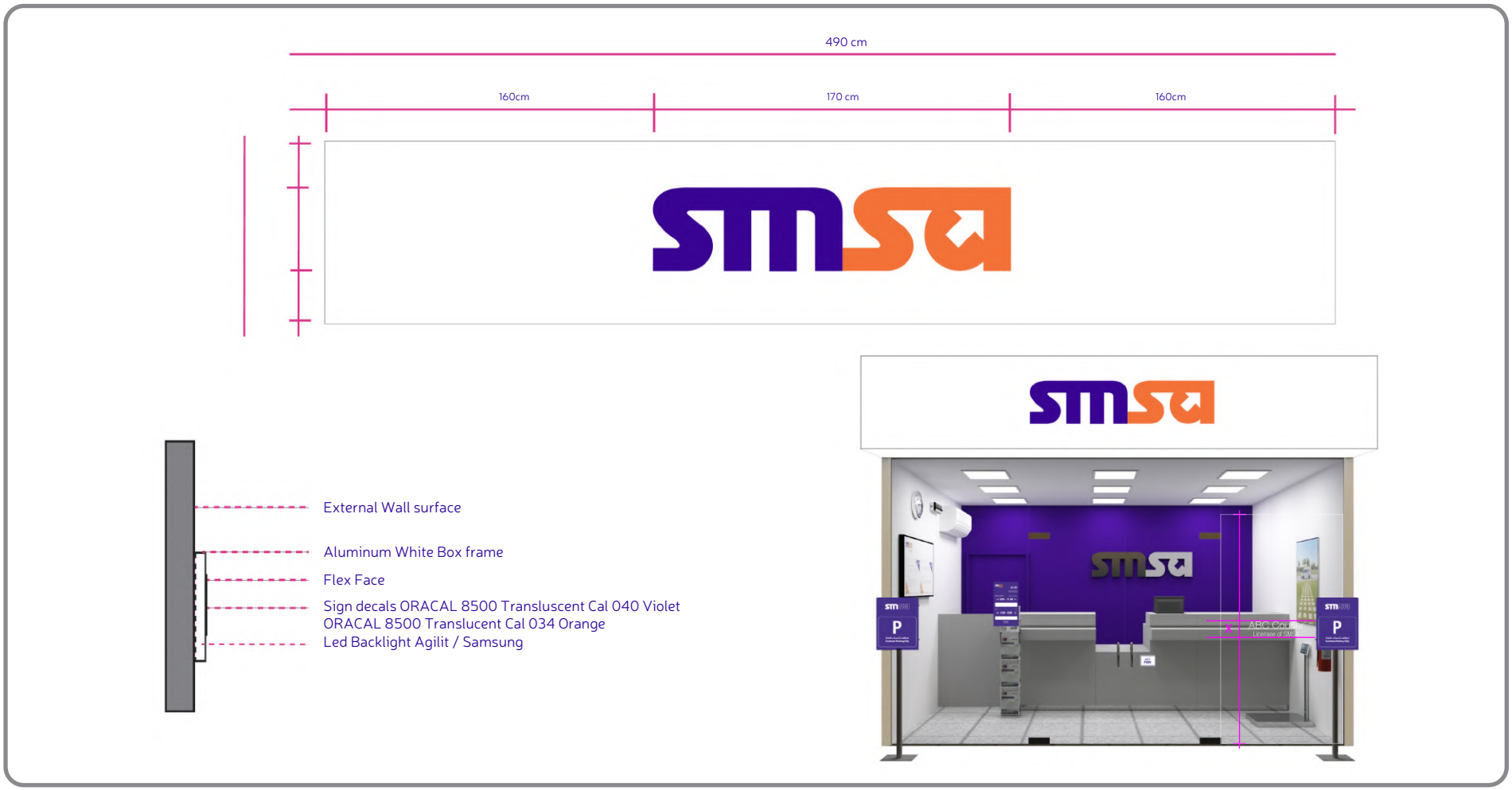


The Sign's depth is 6 cm - mirror and brush / matt (SM Mirror-SA Brush/ Matt) finishing style as per sample image
3D non-lit letters fixed directly to an existing backgroun using signage fixtures. The measurement will vary slightly as per the onsight requirement

Wall paint
Violet Toner matching the Pantone color Violet C
Jotun Fenomastic: 4417

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6.8.1 3D Signage Front



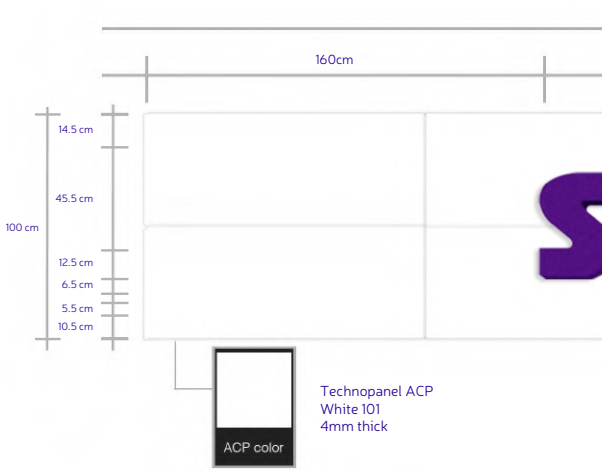
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6.8.2 3D Signage Front OPTION 2 (with LOCAL language)



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6.9.1 3D Signage Front



- Fascia Cladding on existing building
- MS frame work to hold ACP sheets
- 4mm thick Technopanel ACP
- White 101 ACP sheets to be used for Zero joints
- Size of cladding area varies on the area but to be adjusted as per illustration proportionally

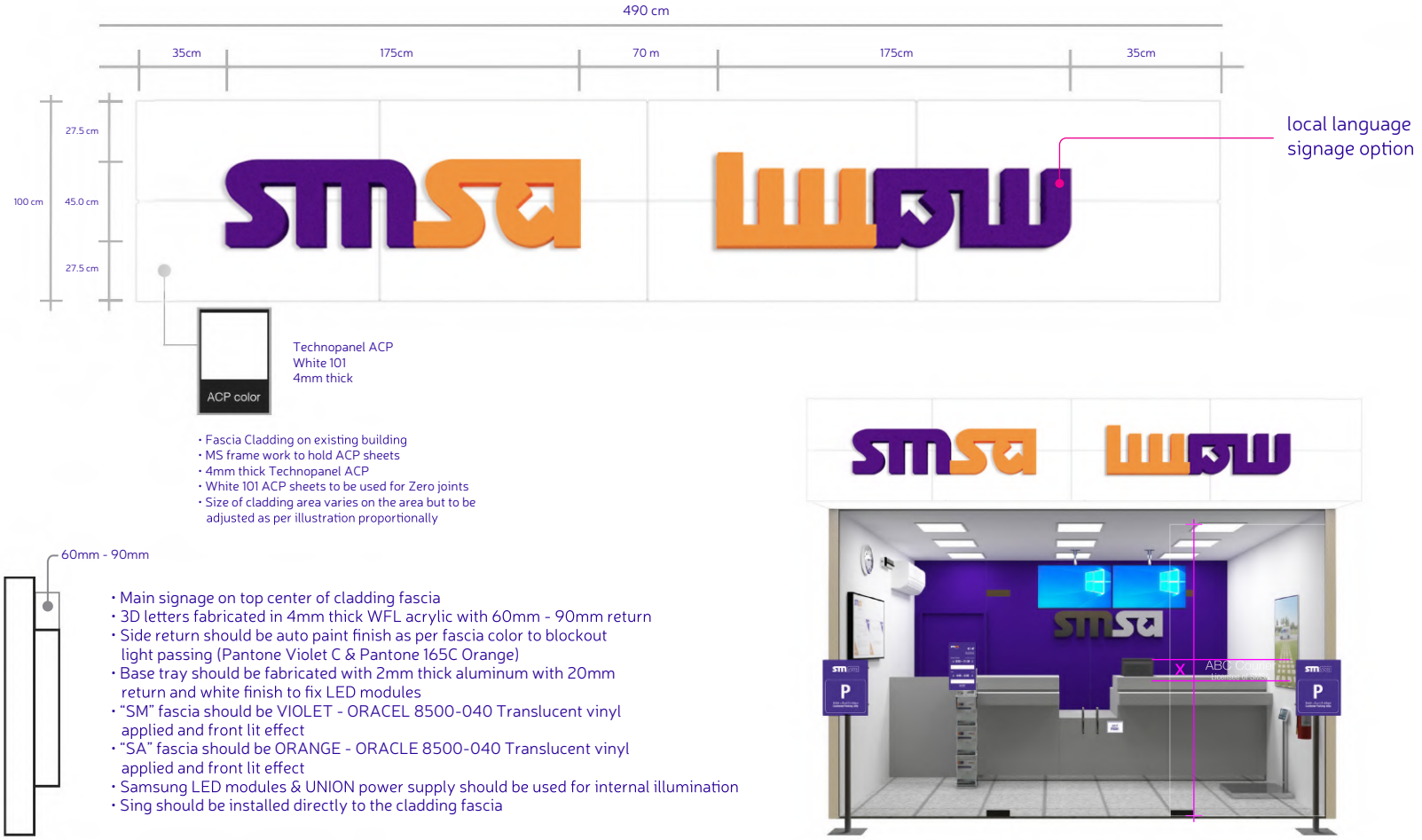


- Main signage on top center of cladding fascia
- 3D letters fabricated in 4mm thick WFL acrylic with 60mm - 90mm return
- Side return should be auto paint finish as per fascia color to blockout light passing (Pantone Violet C & Pantone 165C Orange)
- Base tray should be fabricated with 2mm thick aluminum with 20mm return and white finish to fix LED modules
- "SM" fascia should be VIOLET - ORACEL 8500-040 Translucent vinyl applied and front lit effect
- "SA" fascia should be ORANGE - ORACLE 8500-040 Translucent vinyl applied and front lit effect
- Samsung LED modules & UNION power supply should be used for internal illumination
- Sing should be installed directly to the cladding fascia



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6.9.2 3D Signage Front OPTION 2 (with LOCAL language)



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6.9.1 3D Signage on Building OPTION 1 (English Signage only)



• Fascia cladding on existing buiding, MS framework to hold ACP sheets which is 4mm thick Technopanel ACP Matt Silver wil be used for cladding. Good quality silicon will be u sed for Zero joints. Size of cladding area as illustrated.

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6.9.2 3D Signage on Building OPTION 2 (with LOCAL language)



• Fascia cladding on existing buiding, MS framework to hold ACP sheets which is 4mm thick Technopanel ACP Matt Silver wil be used for cladding. Good quality silicon will be u sed for Zero joints. Size of cladding area as illustrated.

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6.10 Binds/ Curtain



• Normal dimension of SMSA Service Center blind is 120cm x 338cm

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6.11 Rolling Shutter

- High Density Gray Colored Aluminum Rolling Shutter



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7.8.1. White Notebook with Full Color Printing



8.5 cm

Color guide :

- Pantone Violet C
- Pantone 165 C

For **paper** and **white** materials, use the SMSA full color logo using SMSA Violet (Pantone Violet C) and SMSA Orange (Pantone 165) in silk-screen printing as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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7.8.1. White Notebook with Full Color Printing

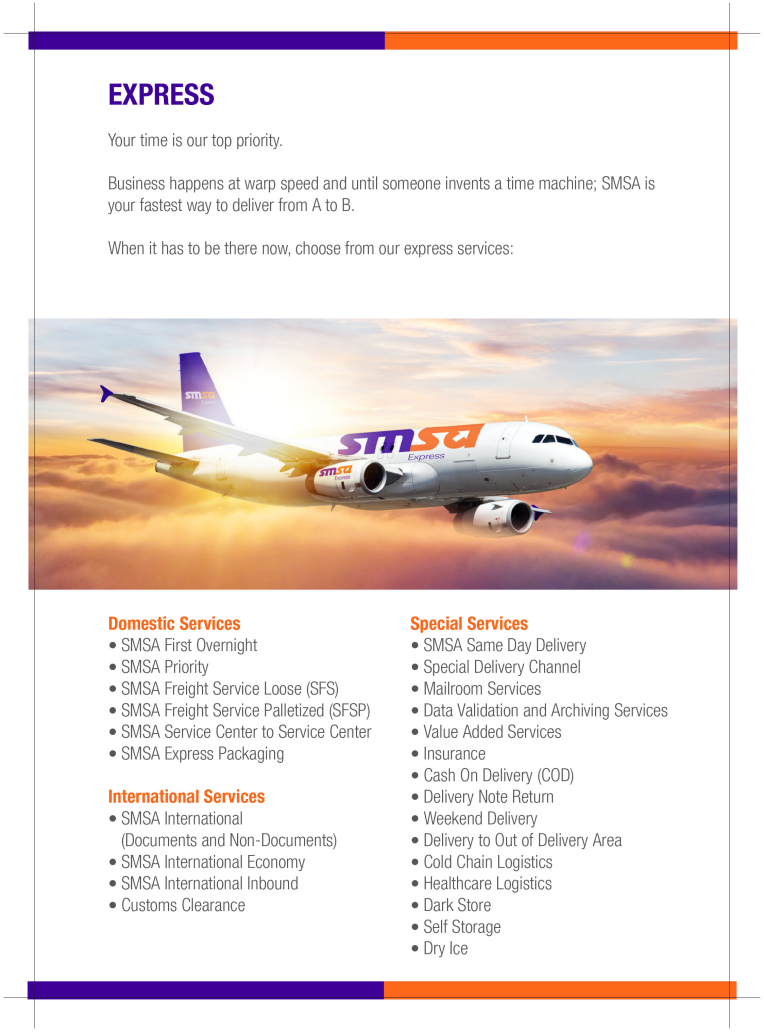
NOTEBOOK COVER



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7.8.1. White Notebook with Full Color Printing





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7.8.1. White Notebook with Full Color Printing

FREIGHT

We're built for big. Whether it's a few pallets headed to the next city or several truckloads bound for distant destinations, businesses from every sector know they can count on SMSA to move their large and heavy cargo. We offer much more than trucks and trailers, providing end-to-end freight logistics for your operation here and abroad. We love getting to know our clients in order to customize service to best meet their needs.

When serious cargo has to go, choose from our freight services:

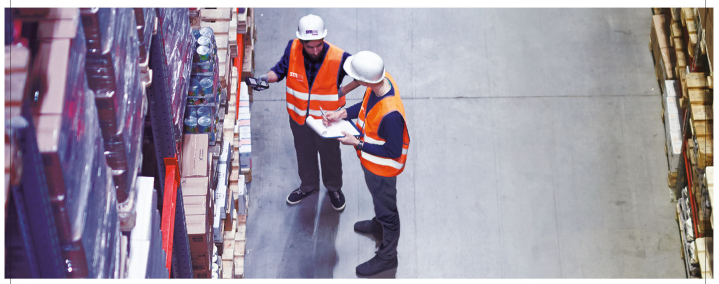


Domestic Services
- SMSA Freight Service Loose (SFS)
- SMSA Freight Service Palletized (SFSP)
- Trucking (LTL & FTL)

International Services
- Air Cargo (Inbound & Outbound)
- Sea Cargo (Inbound & Outbound)
- Expedited Air Service
- Brokerage Service
- GCC Trucking (LTL & FTL)
- Project Cargo Handling
- Moving & Relocation Service
- Cargo Insurance

LOGISTICS

Boost your business performance! Every business is a machine, the sum of many moving parts. When the parts align to move smoothly and efficiently, your business thrives. At SMSA, we're all about getting those pieces moving right. Our integrated logistics services help operations flow better. And a better functioning business is a more productive one. When you outsource logistics operations to SMSA, you can focus on the bigger picture knowing your partner on the ground is handling the nuts and bolts needed for optimized performance. Get your business in gear with SMSA Logistics.



Logistics Services
- Warehouse Management
- Fulfillment & Distribution
- Third-Party Logistics (3PL)
- Cold Chain Logistics
- Healthcare Logistics
- Consumer Products Logistics
- In-Plant Logistics
- Kitting and Bundling
- E-Commerce Logistics
- Individual Warehousing & Logistics

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7.8.1. White Notebook with Full Color Printing

E-COMMERCE

Shopping support for the 21st Century. These days, more and more purchases happen in the virtual world - and for that, you need real-world tools, up-to-date ways of meeting the demand. Find out how SMSA can simplify your life with improved online capabilities for your business. We'll help you manage online trade and exceed customer expectations with our swift and easy shipping solutions for things bought on the web.



E-Commerce Services
- SMSA E-Commerce Solutions
- SmartShip
- Store2Door

SMSA PACKAGING

SMSA provides customers with a range of complimentary packaging suitable for documents or parcels up to 40 kg. For multiple or larger items, we offer a complete packaging service. Our experienced professionals know the best way to bundle, stack and/or wrap your goods for maximum transit safety – simply leave the job to us. We also offer industry-specific packaging solutions for homegrown products with unique requirements, such as fruits, olive oil, dates, and honey.



Packaging Solutions
- Olive Oil
- Honey
- Dates
- Fruits
- Maps
- Sensitive Documents
- High Value
- Gift Box

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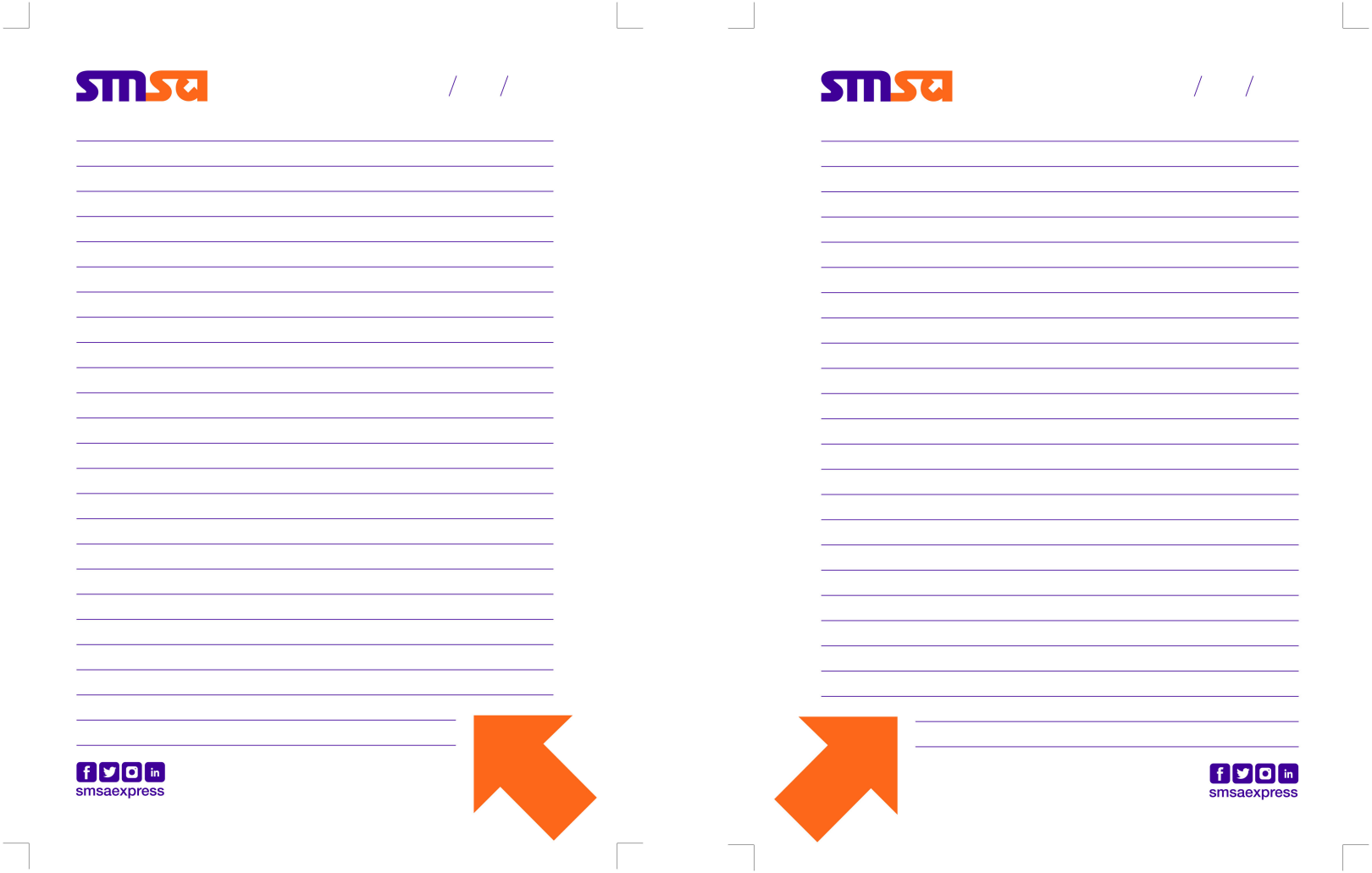
7.8.1. White Notebook with Full Color Printing





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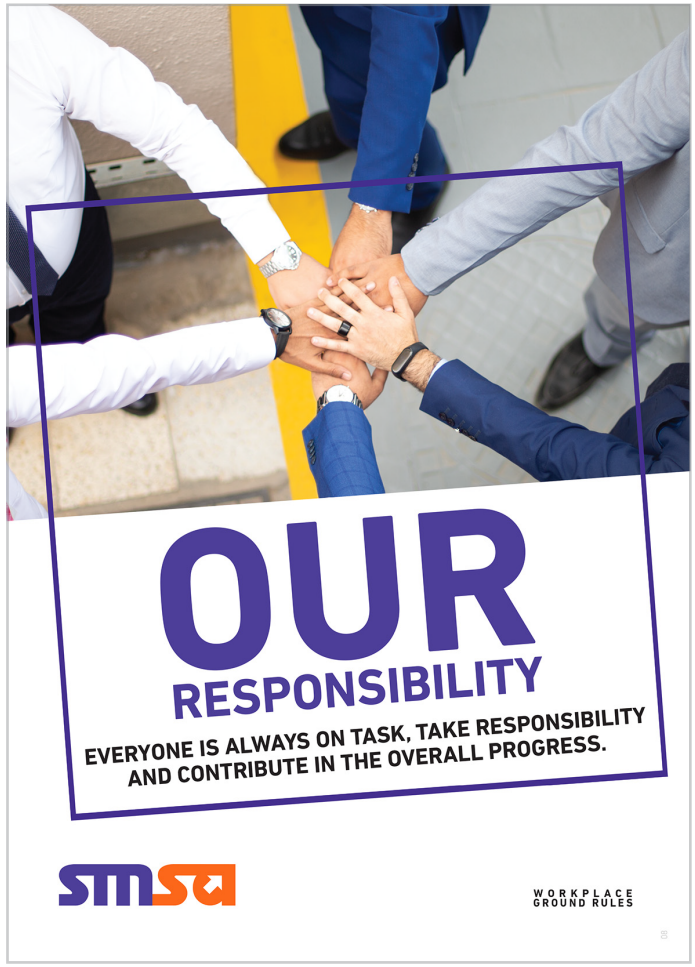
7.8.1. White Notebook with Full Color Printing



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7.8.1. White Notebook with Full Color Printing





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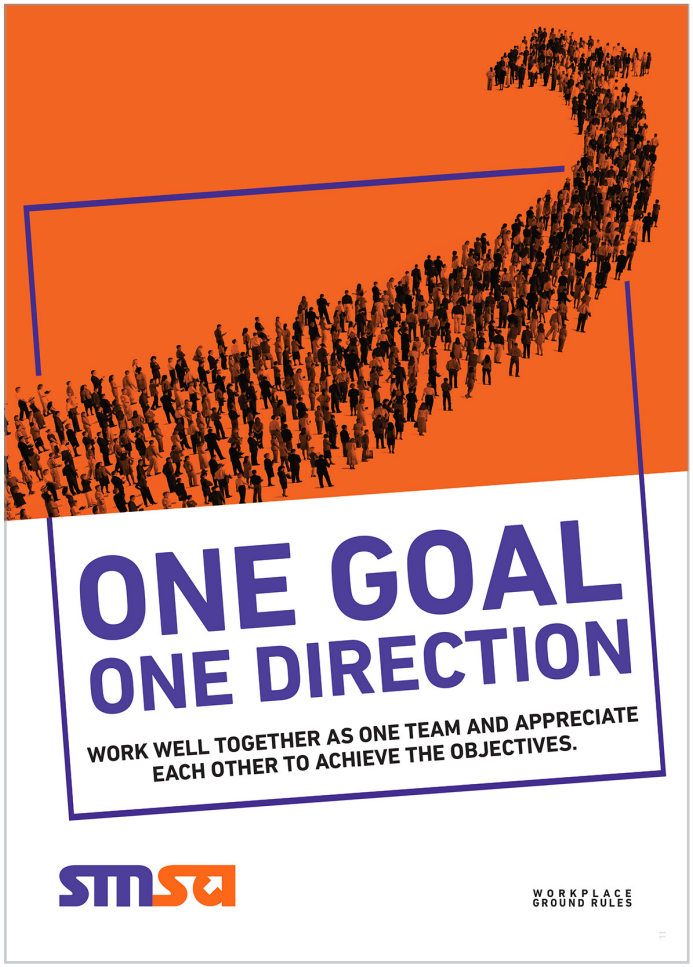
7.8.1. White Notebook with Full Color Printing

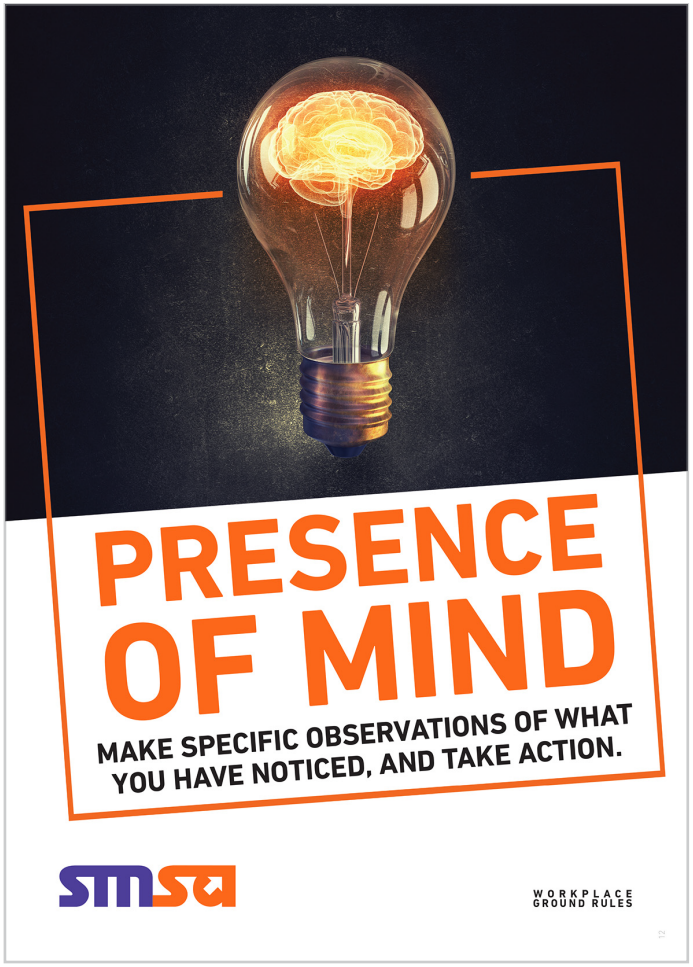




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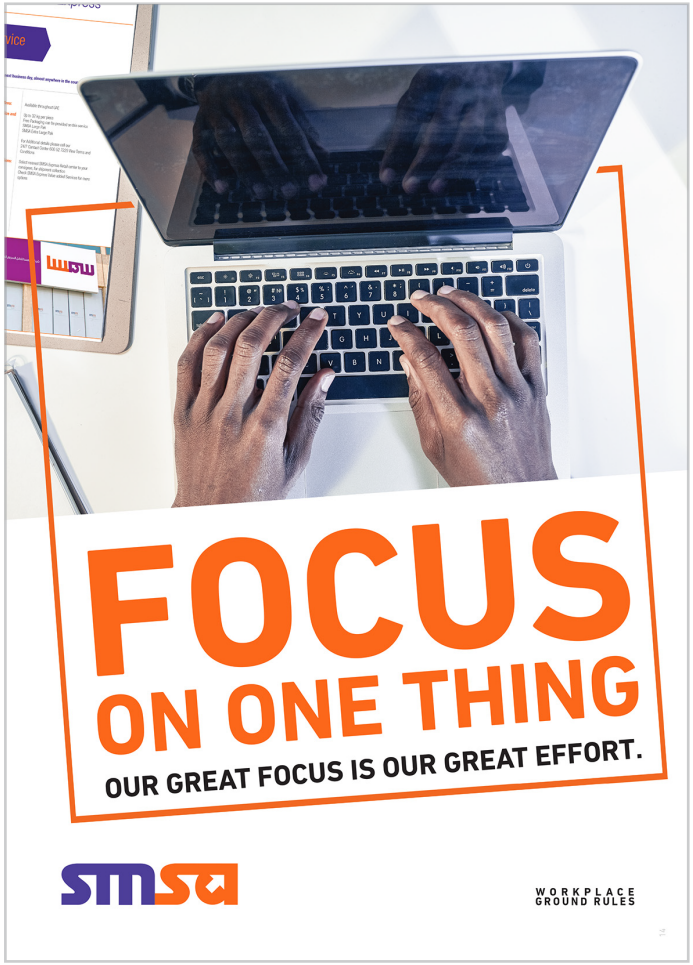
7.8.1. White Notebook with Full Color Printing

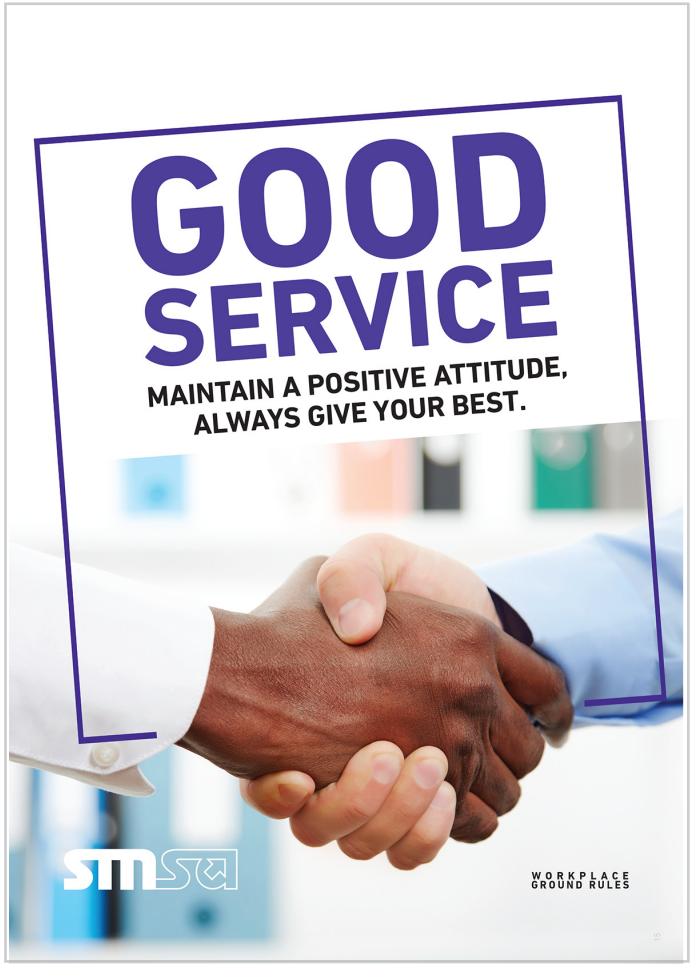




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7.8.1. White Notebook with Full Color Printing

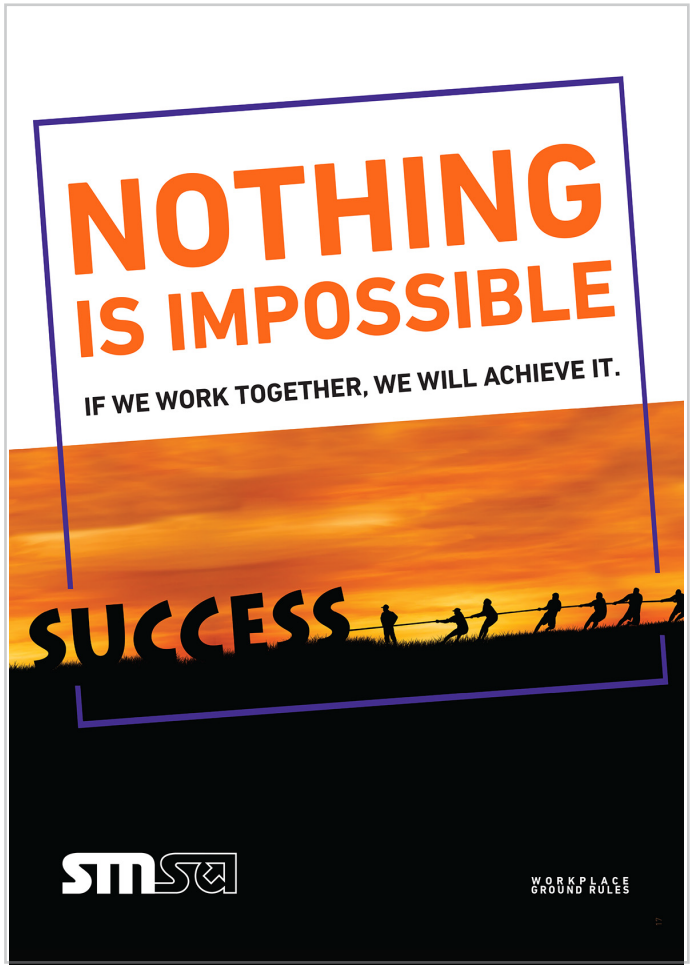




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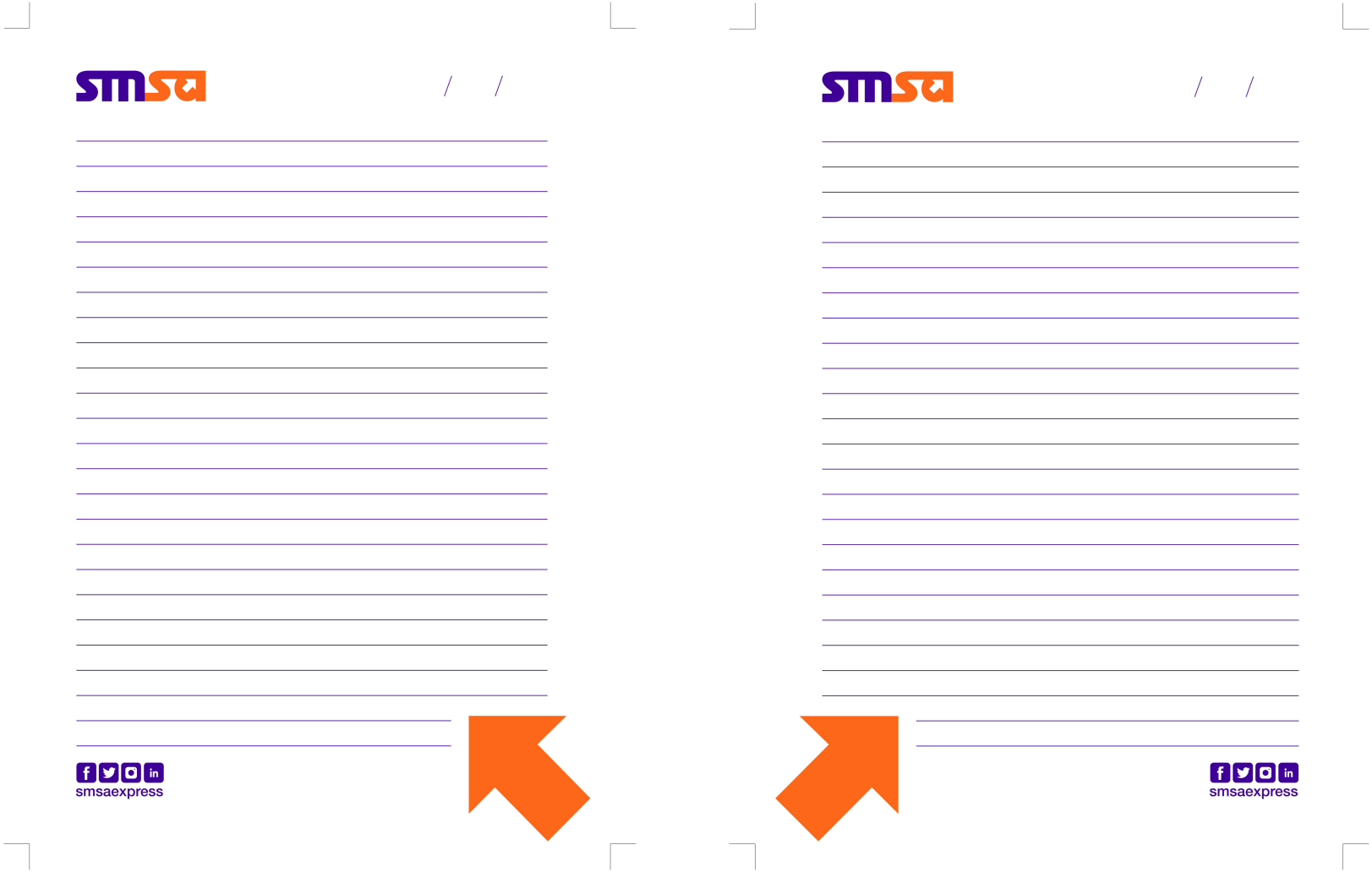
7.8.1. White Notebook with Full Color Printing





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7.8.1. White Notebook with Full Color Printing



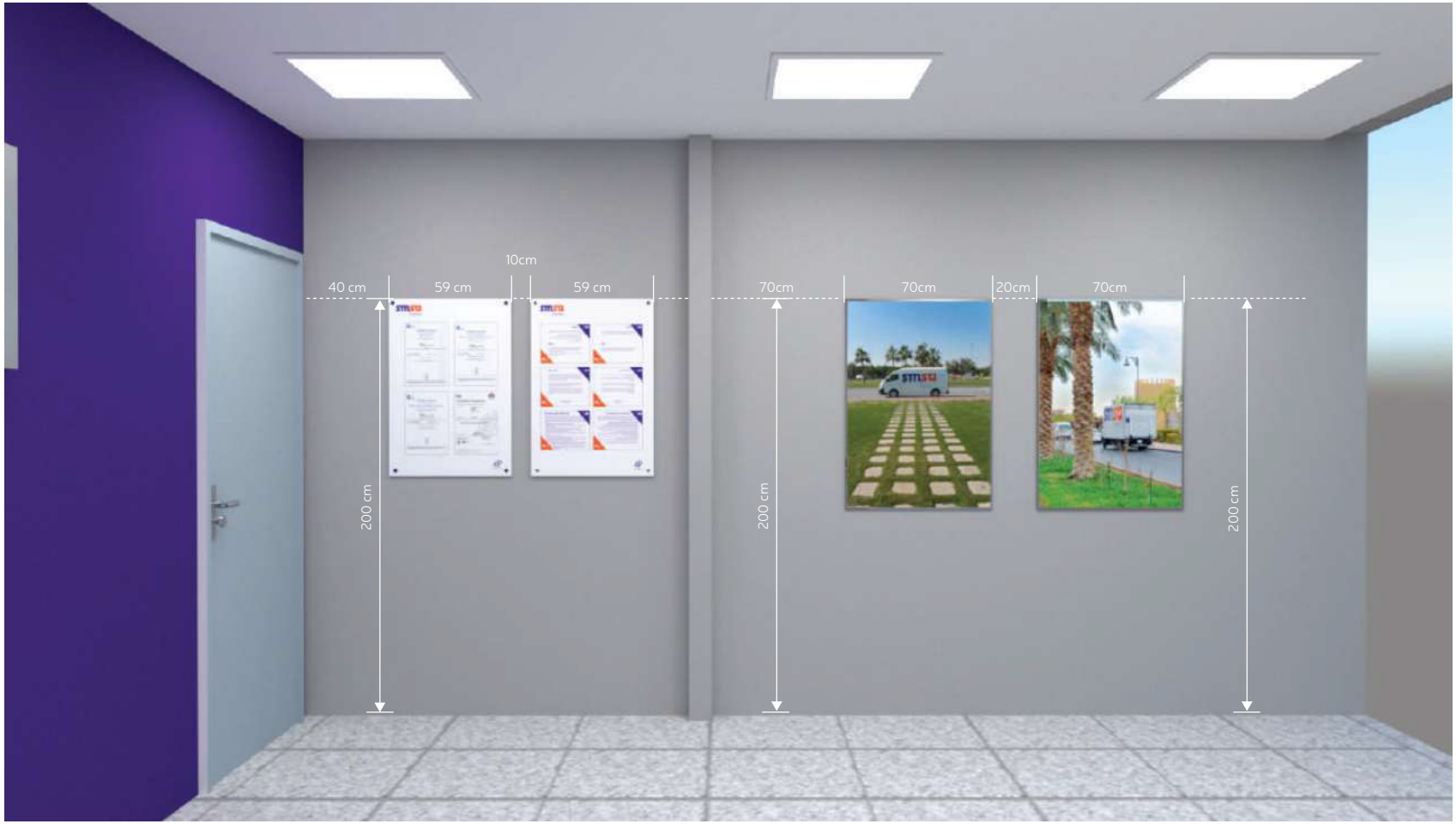
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8

Corporate
WALL GRAPHICS

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8.0 Corporate Posters : Installation guide



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8.0 Corporate Posters

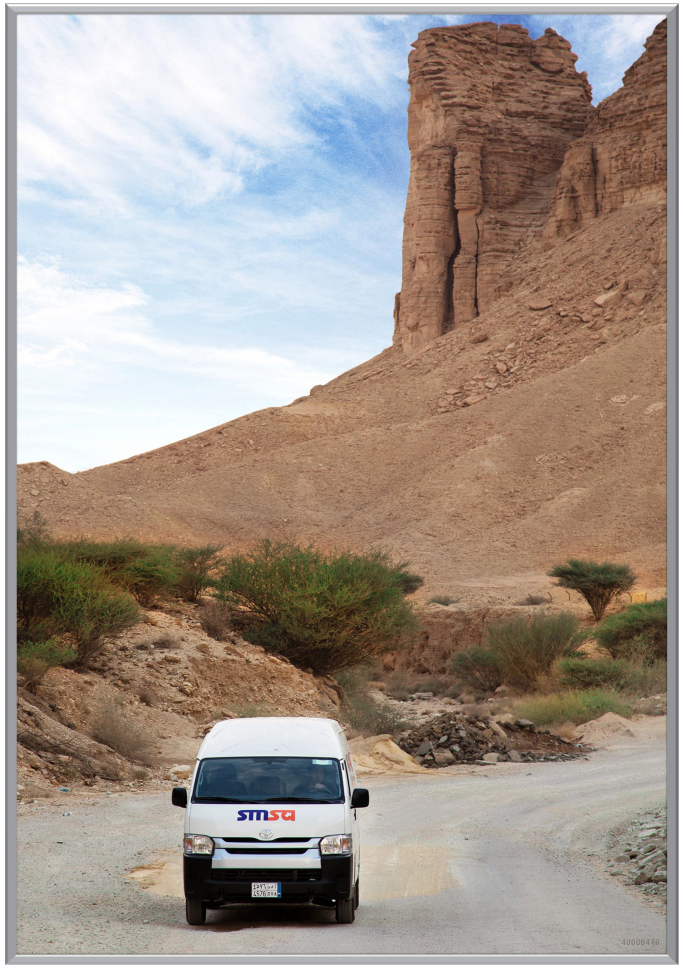




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8.0 Corporate Posters





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8.0 Corporate Posters





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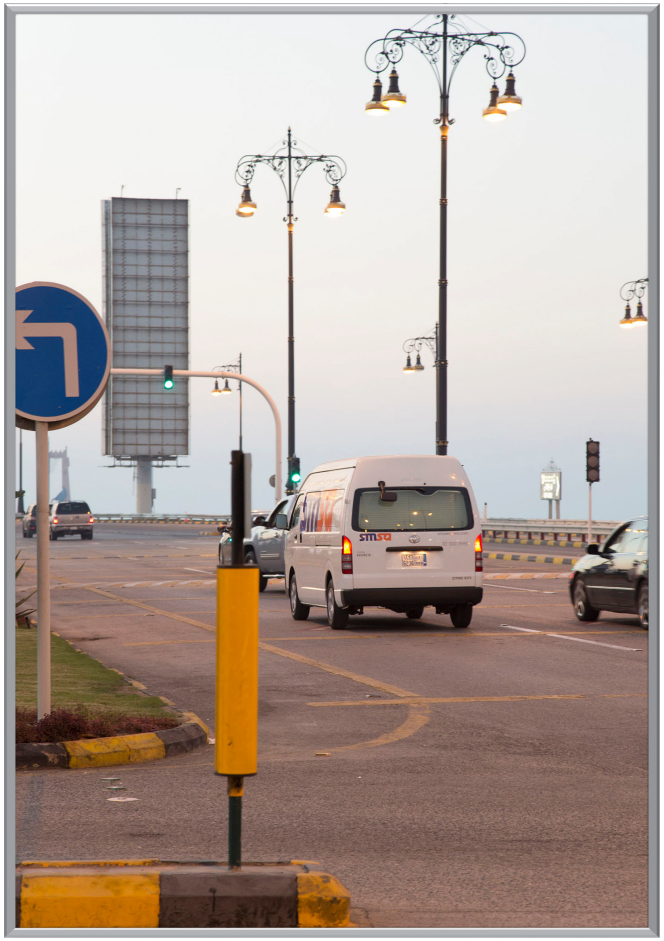
8.0 Corporate Posters





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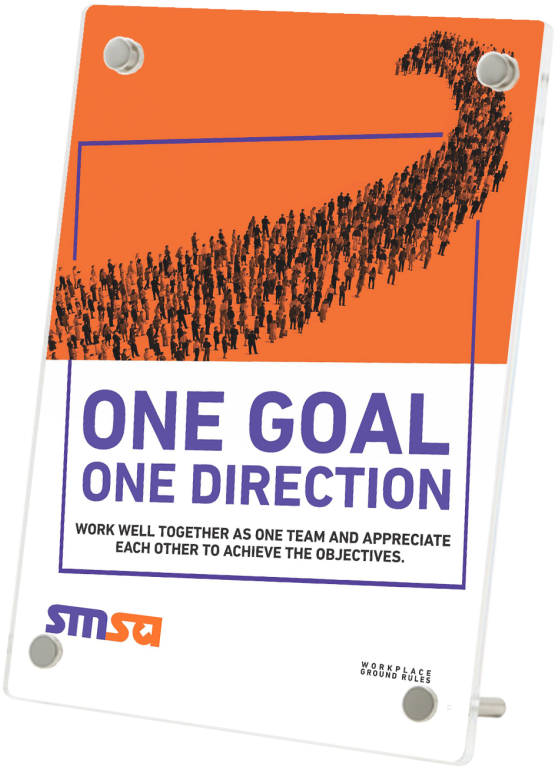
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8.0 Corporate Posters

Seeing stunning artwork paired with an inspiring message makes motivational posters so effective for a wide variety of office settings. In business, taking in meaningful words and memorable images helps improve productivity and spark growth. Having a constant reminder of encouraging posters in an office or business building spurs momentum. Visitors who see inspirational posters associate positive sentiment with your work or your business, which can help to reinforce a relationship.

Comes in 70cm x 100cm in clear acrylic frame & stainless steel standoff bolts

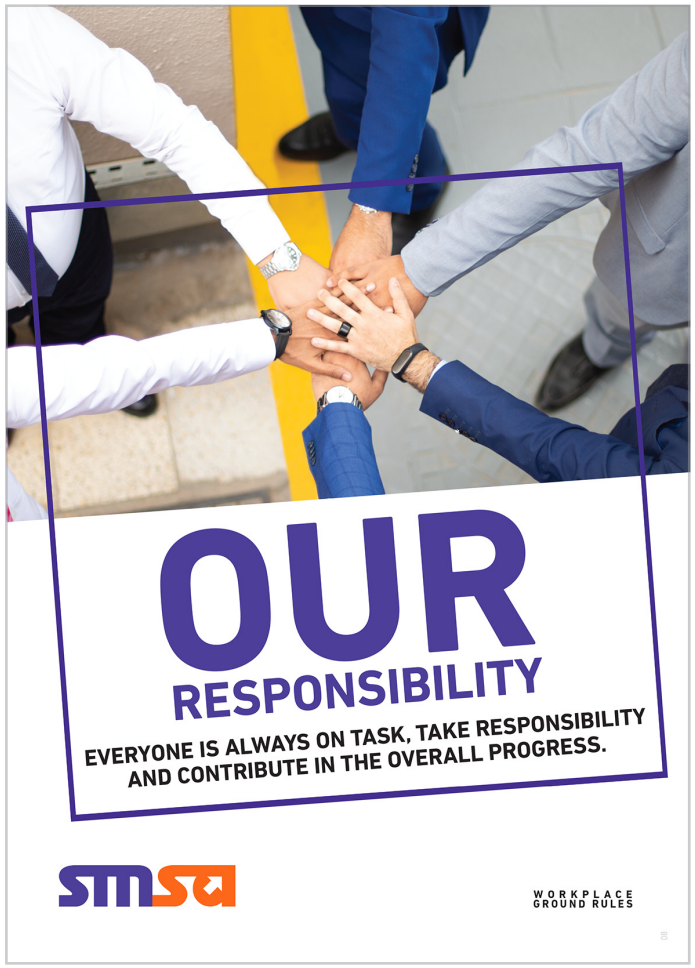
8.1 Corporate Posters: Acrylic Frame





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8.1 Corporate Posters: Acrylic Frame

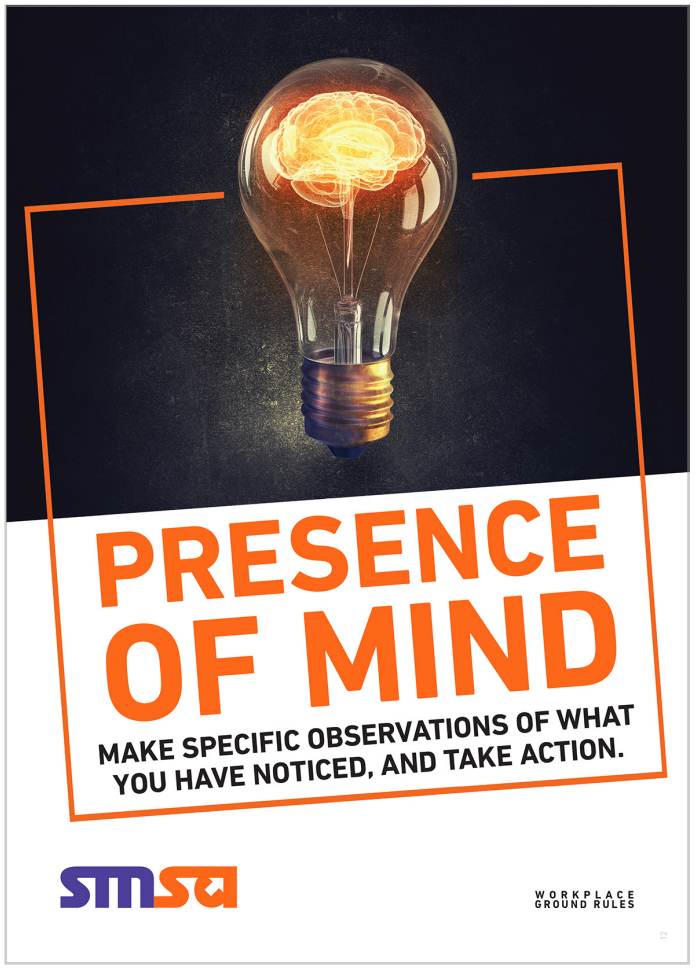




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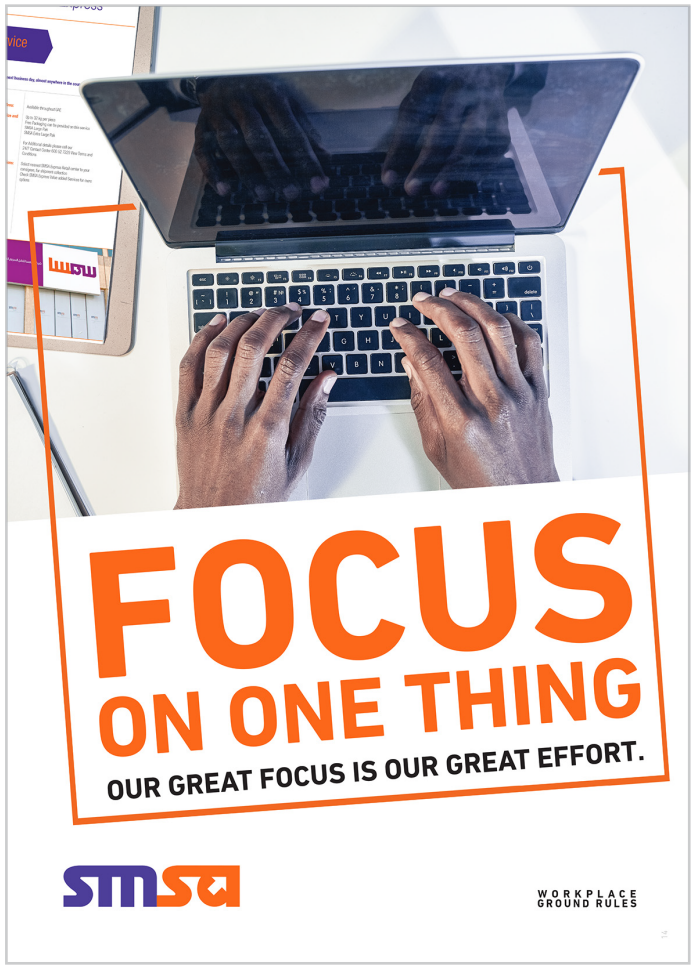
8.1 Corporate Posters: Acrylic Frame

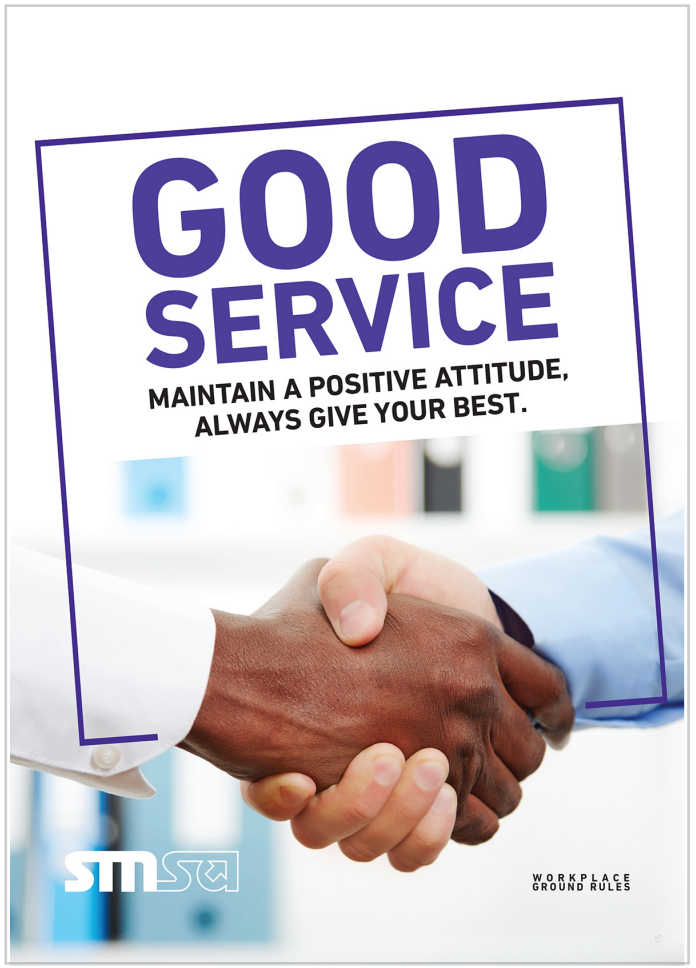




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8.1 Corporate Posters: Acrylic Frame

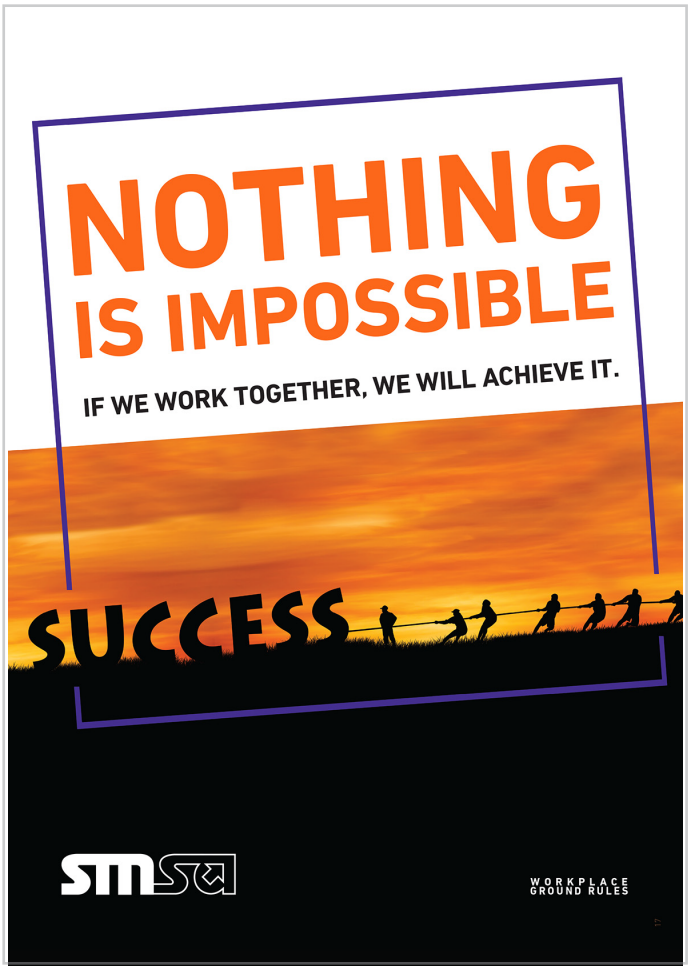




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8.1 Corporate Posters: Acrylic Frame





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Corporate Gift Items
BRANDING GUIDE

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9.0 Corporate Gift Item Banding Guide

The following pages show templates and examples of how the SMSA brand is being properly applied.

Consider them a reference guide as you develop your material.

Customized gift items that marketing department order from approved vendors will be used the approved SMSA logo branding.

SMSA Corporate Gift Items

The right corporate gift sparks a response. That's why we give them. No matter who your recipient is, a gift can propel them forward to take that next step in a business relationship.

Sending meaningful gifts comes down to being personal and intentional. By choosing a highly customized, functional, and valuable item, you humanize your brand in a way that makes it more relatable to prospects, clients, and employees.





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9.1 iPhone Case



3.5 cm

Color guide :

- Pantone Violet C
- Pantone 165 C

For **plastic** and white materials, use the SMSA full color logo using SMSA Violet (Pantone Violet C) and SMSA Orange (Pantone 165) in sublimation printing as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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9.1.2 iPhone Case OPTION 2



3.5 cm

Color guide :

White

For **plastic** and **black** colored material, use one color white logo as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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9.2 Plastic Ball Point Pen



2.5 cm

Color guide :

- Pantone Violet C
- Pantone 165 C

For **plastic** and white materials, use the SMSA full color logo using SMSA Violet (Pantone Violet C) and SMSA Orange (Pantone 165) in sublimation printing as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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9.3 Boxed Thermal Mug



3.5 cm

Color guide :

- Pantone Violet C
- Pantone 165 C

For **paper** and **white** materials, use the SMSA full color logo using SMSA Violet (Pantone Violet C) and SMSA Orange (Pantone 165) in sublimation printing as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

4.0 cm

Color guide :

- Black

For **metal** and **stainless** colored materials, use one color black logo as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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9.4 White Coffee Ceramic Mug Full Color Printing



6.0 cm

Color guide :

- Pantone Violet C
- Pantone 165 C

For **ceramic** and **white** material, use the SMSA full color logo using SMSA Violet (Pantone Violet C) and SMSA Orange (Pantone 165) in silk-screen printing as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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9.5 Business Card Holder





For **metal** and **stainless** colored materials, use one color black logo as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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9.6 External Hard Drive





Color guide :

◯ White

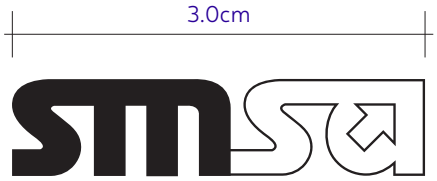
For **metal** and **stainless** colored materials, use one color white logo as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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9.7.1 Leather Key Chain





Color guide :

White

For **Leather** and **Dark/ Black** colored materials, use one color white logo as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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9.7.2 Metal Key Chain





Color guide :

◯ White

For **Metal** and **Silver** colored materials, use deep metal engraving as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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9.8.2 White Notebook with Full Color Printing





Color guide :

- Pantone Violet C
- Pantone 165 C

For **paper** and **white** materials, use the SMSA full color logo using SMSA Violet (Pantone Violet C) and SMSA Orange (Pantone 165) in silk-screen printing as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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9.8.2 White Notebook with Full Color Printing



18.5 cm

Color guide :

- Pantone Violet C
- Pantone 165 C
- Pantone 404 C

For **paper** and **white** materials, use the SMSA full color logo using SMSA Violet (Pantone Violet C), SMSA Orange (Pantone 165) and Pantone 404 C for “since 1994” in silk-screen printing as per illustration.

Note: Logo dimension vary as per gift item’s printer area dimension

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9.8.3 White Notebook with One Color (Silver Stamping)





Color guide :

Silver Stamping

For **White** colored notebook cover material, one option is by using hot stamping (silver) as per illustration.

Note: Logo dimension vary as per gift item's printer area dimension

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