



Digital Brand Guidelines

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SMSA Digital Brand Guidelines

This Digital Brand Guidelines contains all the major tools and resources you will need to use the SMSA digital regional brand identity and elements successfully. Precise information, design rules and practical examples are contained in the following pages.

Any brand or visual identity elements or asset not included in these guidelines is not recommended.

For artwork approvals and advice about using this digital brand guidelines, please contact marketing@smsaexpress.com

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Any misuse, reproduction, or dissemination of this Digital Brand Guidelines is strictly prohibited. Only authorized persons within SMSA are intended to make use of this Digital Brand Guidelines.

For artwork approvals, proposed additional design elements not included here and advice about using this digital brand guidelines, please contact marketing@smsaexpress.com

02

Logo

- 2.1 SMSA logo
- 2.2 SMSA logo iterations
- 2.3 Which logo to use?
- 2.4 Logo size
- 2.5 Clear space
- 2.6 Improper usage

SMSA Logo

The SMSA logo and colors are the vital basic elements of our visual identity. They are its foundation.

Your commitment to ensuring they always appear as shown them here will protect the integrity of the SMSA brand name and create the best results.

SMSA Main Logo



SMSA Logo Iterations

Having a logo for header helps keep icon in the eyes of the user at all time maximise SMSA brand presence and exposure.

We have several logo iterations for different representations:

a. Reverse

Heavy-reverse



White-reverse



b. One-color

One-color (violet)



One-color (black)



Which logo to use?

For SMSA digital tools, special applications and website, we are using the heavy-reverse form of SMSA logo. It is characterized by heavy violet background with white-orange reverse SMSA logo.

Heavy-reverse



Having a logo for header helps keep icon in the eyes of the user at all time maximize brand presence and exposure.

Logo size

Our logo always displays with a minimum 220 px width.

Logo size



Clear space

We can maximize visibility and impact simply by creating and protecting this invisible clear space around it. It is kept free of graphics, text and other marks. It also defines the minimum distance between the logo and the edge of the page.

Clear space



• This is the minimum recommended clear space area and more space around the logotype will always aid visibility.

The clear space around our logo is equal to the height of “a” of smsa logo.

Common logo misuses

Create a powerful impression by using only the approved logo variations and applying them correctly and consistently. The SMSA logo should always be reproduced from the master artwork, DO NOT RECONSTRUCT THE LOGO.

The SMSA logo should never be altered, redrawn, recolored or manipulated in any way. Be sure to avoid these common misuses.



Solid orange logo over violet



Solid violet logo over orange background



Although the logo is correct, background cannot be used over this logo variation



Although the logo is correct, background cannot be used over this logo variation

02

Digital Brand Guidelines Improper Usage

Common logo misuses



50% opacity logo



Solid black background



Solid white logo



Placing shadow



Gray background



Light orange background or other color except solid smsa violet



Light violet background or other color except solid smsa violet



Light violet background or other color except solid smsa violet

03

Color

- 3.1 Core colors
- 3.2 Primary colors
- 3.3 Secondary colors

Core colors

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 presents vitality, inspiration and creates enthusiasm.



03

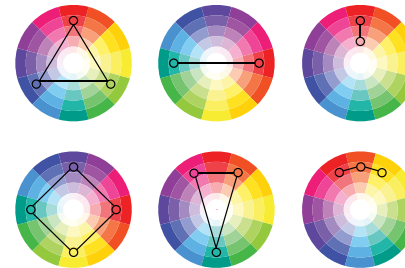
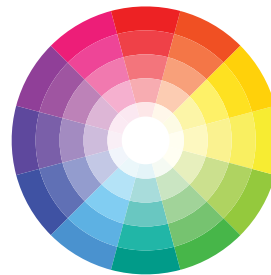
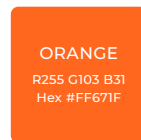
Digital Brand Guidelines

Primary & secondary colors

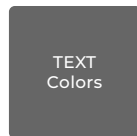
Core colors

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

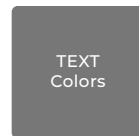
Primary colors



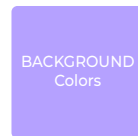
Secondary colors



R102 G102 B102
#666666



R119 G119 B119
#777777



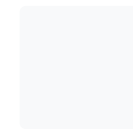
R181 G161 B255
#B5A1FF



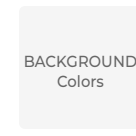
R21 G6 B64
#150640



R102 G102 B102
#666666



R248 G249 B250
#F8F9FA



R153 G153 B153
#999999 (10%)

04

Typography

- 4.1 English typography
- 4.2 SMSA typeface

English Typeface

Typeface have been selected to compliment SMSA identity system and to create consistent recognizeable look for the wide variety of visual communications.

Typography hapes a company's personality. Therefore, it is vital to consider what typeface will be at the forefront of forming this image – primary font. To add variation, a company may have a secondary typeface which is limited for distinct purposes or recipients.

- **Primary** : the most recognizable and frequently used font
- **Secondary** : a supplementary font to the primary font
- **Web safe default** : a backup font that displays when a digital device doesn't support the specified font. This is because the font is not installed on the device or originates from an unfriendly source. The most common fonts include Arial, Verdana, Helvetica,

SMSA Typeface

The SMSA Primary typeface is Univers Fonts Family (Medium 90% Horizontal Scale) however, for the digital venue; meaning computer outputs like social media, website, apps and digital tools, we are using Montserrat, a Sans Serif font type.

Primary Typeface

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 - !@#\$%^&*()

Montserrat (Semibold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 - !@#\$%^&*()

Montserrat (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 - !@#\$%^&*()

05

Other Design Design Elements

- 5.1 User design interface
- 5.2 Input controls
- 5.3 Navigational components
- 5.4 Informational components
- 5.5 Containers

User design interface

Be consistent and predictable in choice of interface elements. Users have become familiar with elements acting in a certain way, so choosing to adopt those elements when appropriate will help with task completion, efficiency, and satisfaction.

Interface elements include but are not limited to:

Input Controls: checkboxes, radio buttons, dropdown lists, list boxes, buttons, toggles, text fields, date field

Navigational Components: breadcrumb, slider, search field, pagination, slider, tags, icons

Informational Components: tooltips, icons, progress bar, notifications, message boxes, modal windows

Containers: accordion

Input Controls

1. Checkboxes

Checkboxes allow the user to select one or more options from a set. It is usually best to present checkboxes in a vertical list. More than one column is acceptable as well if the list is long enough that it might require scrolling or if comparison of terms might be necessary.

- ☒ Carry info to next Shipment
- ☐ Save/Update address

2. Radio buttons

Radio buttons are used to allow users to select one item at a time.

- ☒ Single ☐ Group
- ☒ Documents Only ☐ Commodities

Input Controls

3. Dropdown lists

Dropdown lists allow users to select one item at a time, similarly to radio buttons, but are more compact allowing you to save space. Consider adding text to the field, such as 'Select one' to help the user recognize the necessary action.



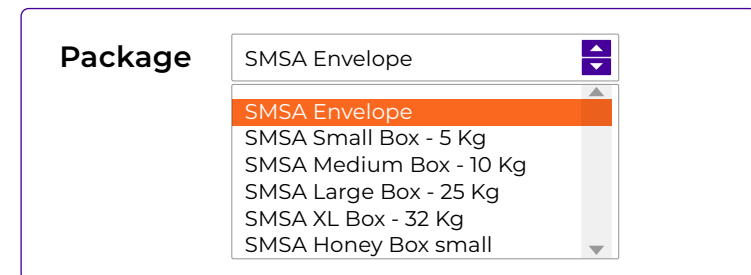
Country

Select country ▼

- Afghanistan
- Albania
- Algeria
- Angola
- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan

4. Lists boxes

List boxes, like checkboxes, allow users to select a multiple items at a time, but are more compact and can support a longer list of options if needed.



Package

SMSA Envelope

- SMSA Envelope
- SMSA Small Box - 5 Kg
- SMSA Medium Box - 10 Kg
- SMSA Large Box - 25 Kg
- SMSA XL Box - 32 Kg
- SMSA Honey Box small

Input Controls

5. Buttons

A button indicates an action upon touch and is typically labeled using text, an icon, or both.

Normal Button:



Normal



Mouse over

Icon Button:



Normal

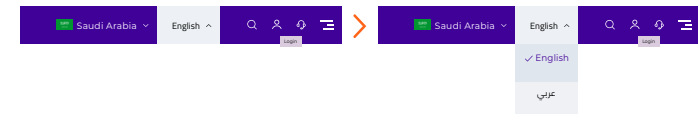


Mouse over

6. Dropdown button

The dropdown button consists of a button that when clicked displays a drop-down list of mutually exclusive items.

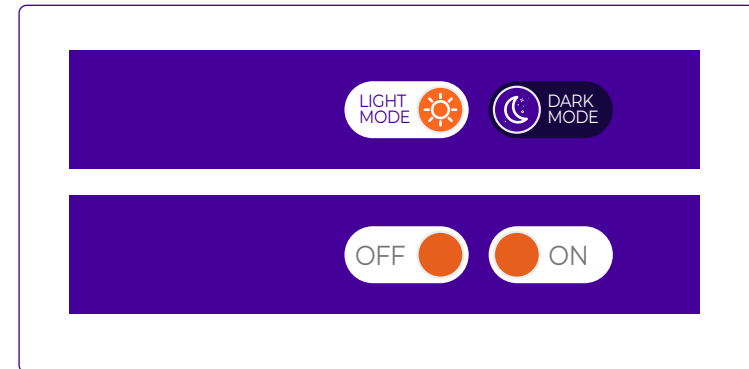
Dropdown button



Input Controls

7. Toggles

A toggle button allows the user to change a setting between two states. They are most effective when the on/off states are visually distinct.



8. Text fields

Text fields allow users to enter text. It can allow either a single line or multiple lines of text.

First Phone #	<input type="text"/>
Second Phone #	<input type="text"/>
Fax	<input type="text"/>
Email	<input type="text"/>
Department	<input type="text"/>

Input Controls

9. Date and Time Pickers

A date picker allows users to select a date and/or time. By using the picker, the information is consistently formatted and input into the system.

Select Date of Delivery

09/25/2022

Select Time of Delivery

08:00 - 12:00

September 2022

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

My address

Delivery next day!

Pick up in-store

06

Icons

- 6.1 Universal or popular icons
- 6.2 Types of SMSA icons
- 6.3 Useful icons

Universal or Popular Icons

Icons are a vital part of many interfaces, visually expressing objects, actions, and thoughts. It's a layout sample that is familiar to customers. Icons can add a lot of personas to even the most minimalist designs. It is a visual representation of an object, motion, or concept.

There are three sorts of icons: "popular," "conflicting" and unique icons. In SMSA web, digital tools and applications we are using Universal or most commonly known as "Popular" type of icon.

Sample Icons



SMSA Icons

Popular icons are without delay recognizable, and commonly constitute repetitive movements like home, print, or seek. Prevalent moves need to be represented with widespread icons to keep away from confusion. For instance, the search icon is traditionally a magnifying glass.

Getting creative by means of the use of binoculars instead is only going to confuse users. Even as you could alter the exact style of the icon to suit your layout, the simple shape and idea behind it must be equal.

Types of SMSA Icons



Solid Icon



Framed Icon



Outlined Icon

Rollover Icons



Normal



Mouse Over

SMSA useful icons



Dashboard



Orders



Receipts



Inventory



Returns



Vendor



Add to Cart



Retail Center

Home
(Outline)

Schedule



Settings



Help & Support

Shipping
CalculatorSaved
Address

Home



Filter



Logout

Shipment
DetailsChange
PasswordCheck for
Updates

Trash Bin

Developer's Note:

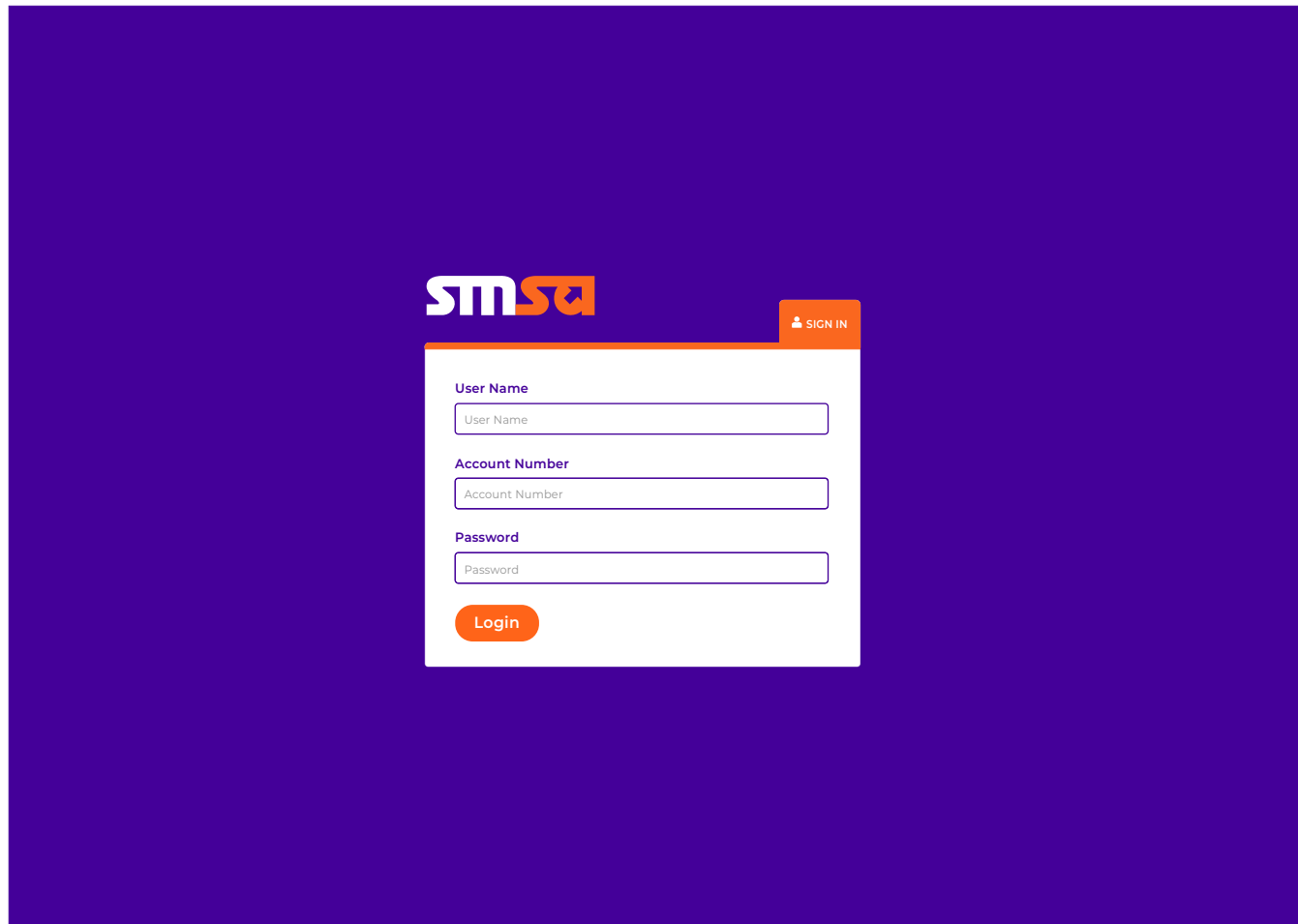
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07

SMSA Sample Digital Tools

- 7.1 Login page design
- 7.2 SMSA sample digital tool: LIGHT VERSION
- 7.3 SMSA sample digital tool: DARK VERSION

Sample SMSA digital tool



The image shows a sample digital tool interface for SMSA. It features a white login form centered on a dark blue background. The form includes the SMSA logo at the top left, a 'SIGN IN' button at the top right, and three input fields for 'User Name', 'Account Number', and 'Password'. A 'Login' button is positioned at the bottom of the form.

SMSA SIGN IN

User Name

Account Number

Password

Login

Sample SMSA digital tool: LIGHT VERSION

SMSA Automation Manager

Shipment Tracking Pickup Import/Export Manage Reports About

SMSA Shipments Pickup Track/History Reports UID 100000001236 Exit

Ship Package

Sender Details

Sender ID RU0558

Company DAR AL RIYADH

Contact Fahad Al Mautrofi

Address 1 SULAIMANIYAH AREA

Address 2 STREET # 30

City Riyadh

Country Saudi Arabia

First Phone # 966-1-4641611

Account # 101006734

Shipment Details

Ship Date 10/25/2021 Shipment # 222050385150

Service SMSA Medium Box (SMB) - 10 Kg

Package SMSA Envelope

Carriage Value 0 SAR Insurance

Customs Value 0 SAR

Pieces # 1 Weight 0.5 Kg

Reference #

Notes

Recipient Details

Single Group Save/Update Address

Recipient ID

Company

Contact

Country Saudi Arabia

Address 1

Address 2

City

Phone #

Shipment Contents

Documents Only Commodities

Description

Billing Details

Bill Shipment To Sender 101006734

Bill Duties To Recipient

☐ Carry info to next Shipment

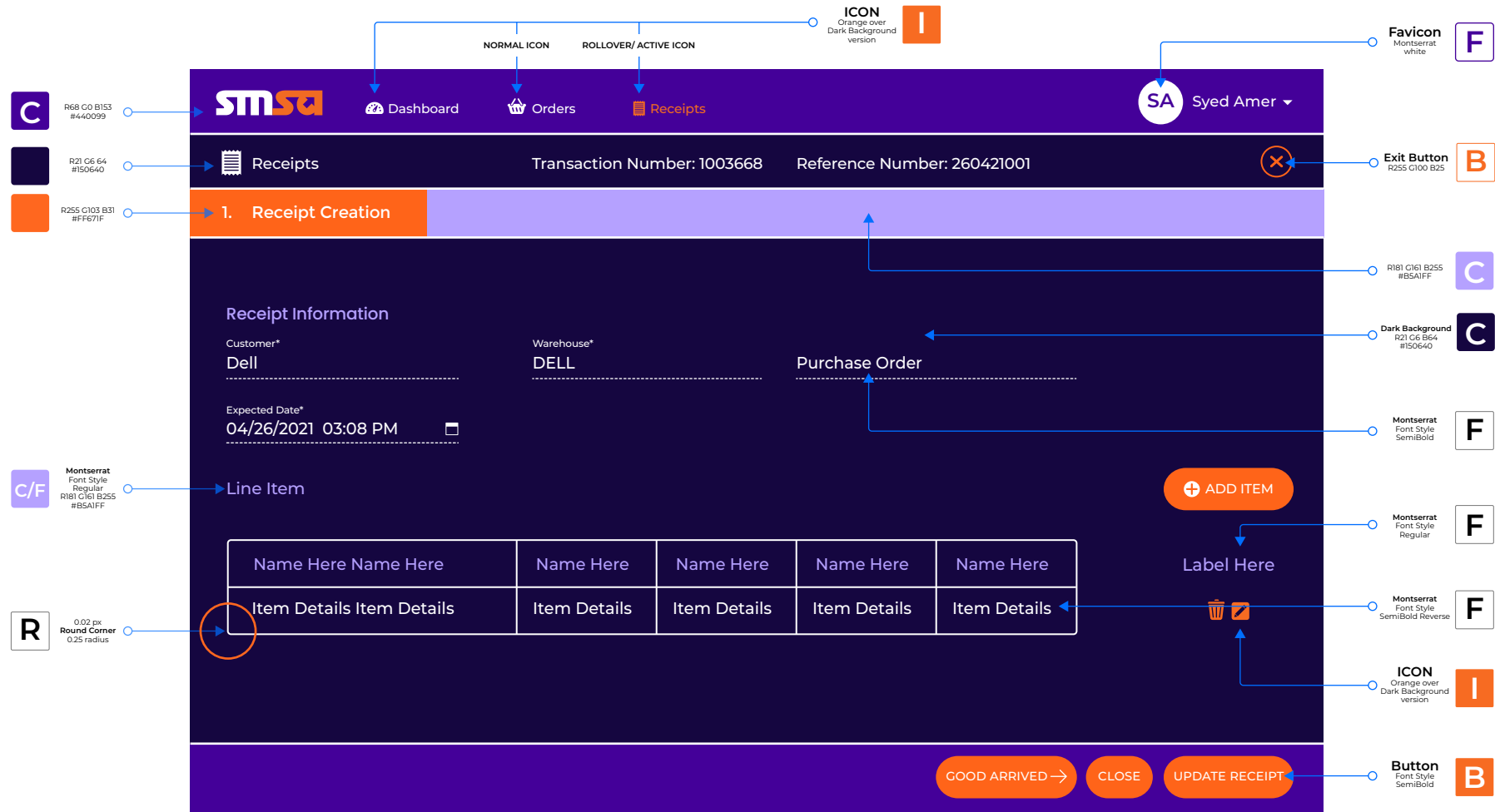
SHIP (F5) CANCEL

Oct 25 2021, 09:21:47 Internet 1.049 NA

Annotations:

- C: R68 CO B153 #440099 15%
- E: 0.02 px Round Corner 0.25 radius
- F: Montserrat Font Style SemiBold
- F: Montserrat Font Style Regular
- F: Montserrat Font Style SemiBold / All caps Reverse
- C: R119 C119 B119 #777777
- C: R255 C103 B31 #FFB71F
- E: 0.02 px Round Corner 0.25 radius
- F: Montserrat Font Style Regular

Sample SMSA digital tool : DARK VERSION

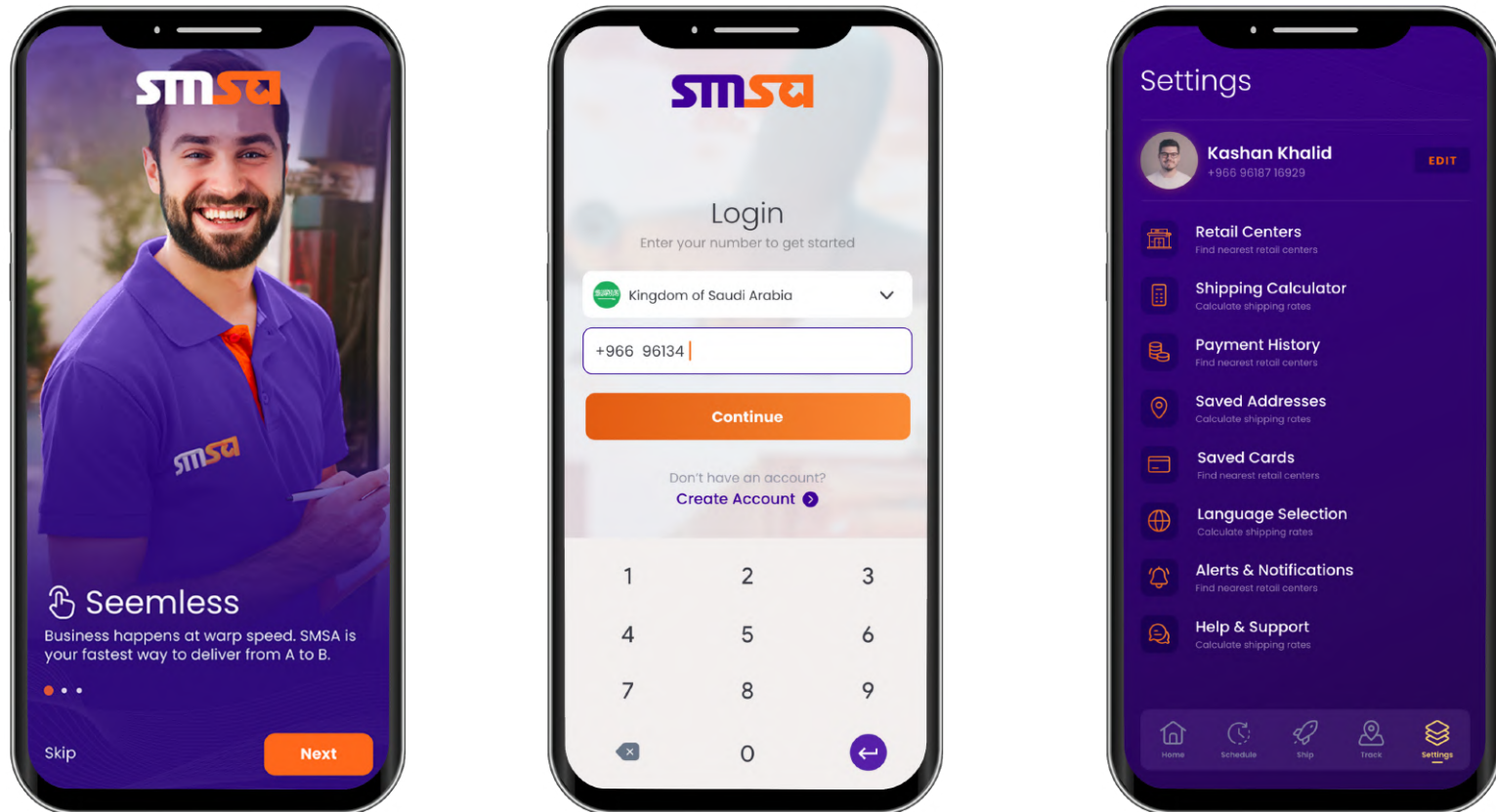


08

Mobile App

- 8.1 Screenshots
- 8.2 Mobile Apps icons

SMSA mobile apps screenshots



SMSA app icons



Dashboard



Orders



Receipts



Inventory



Returns



Vendor



Add to Cart



Retail Center



Home
(Outline)



Schedule



Settings



Help & Support



Shipping
Calculator



Saved
Address



Home



Filter



Logout



Shipment
Details



Change
Password



Check for
Updates



Trash Bin

Developer's Note:

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09

SMSA Automation Manager

- 9.1 Login
- 9.2 Ship package
- 9.3 Sender details
- 9.4 Pickup shipment details
- 9.5 Shipping history
- 9.6 Reports (AWB printing page)



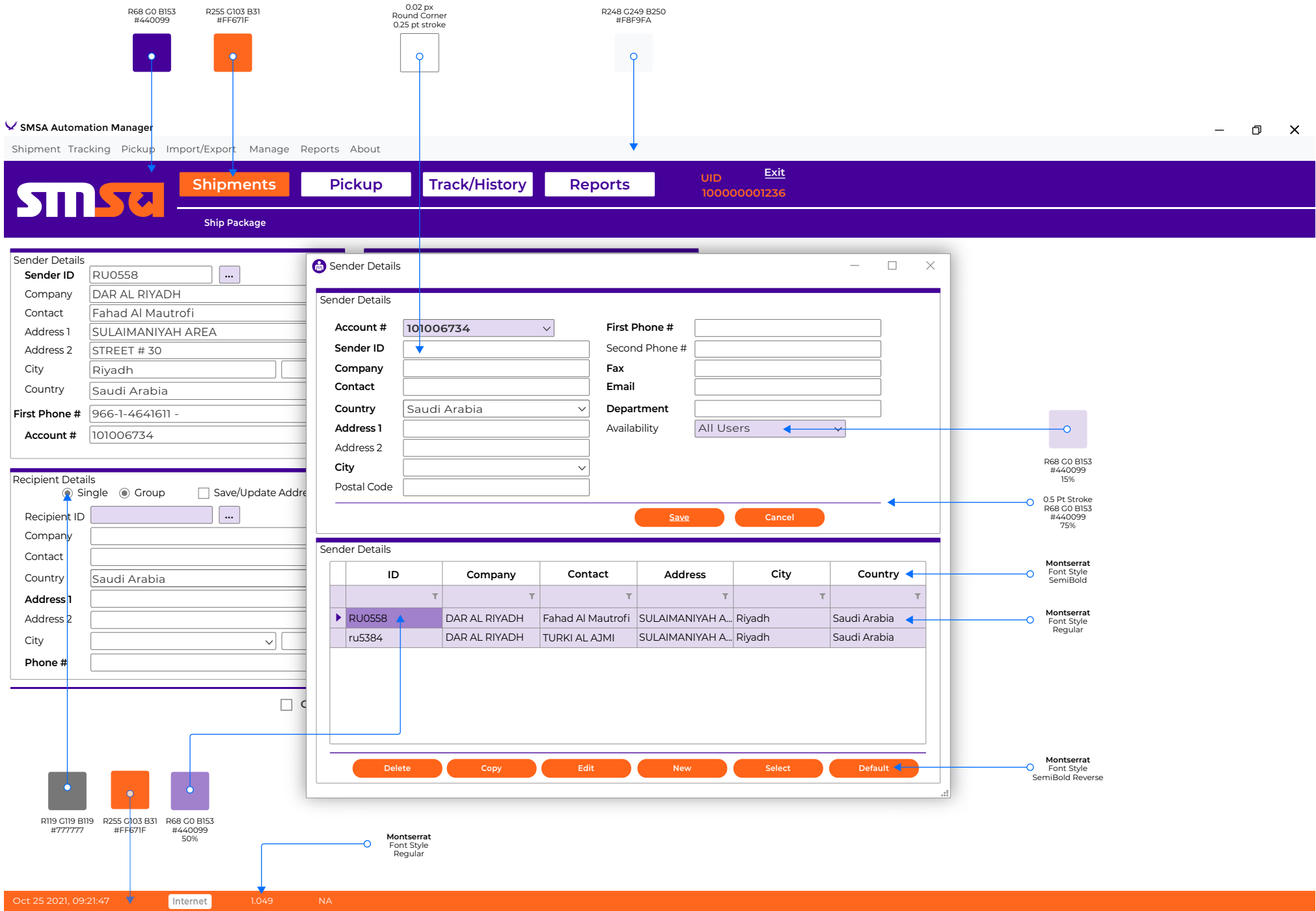
 SIGN IN

User Name

Account Number

Password

Login



R255 G103 B31
#FF671F

R68 G0 B153
#440099

R102 G102 B102
#666666

SMSA Automation Manager

Shipment Tracking Pickup Import/Export Manage Reports About

SMSA

Shipments

Pickup

Track/History

Reports

UID
100000001236

Exit

Ship Package

Pickup Shipment Details

<input type="checkbox"/>	AWB #	Reference	Date	Sender Comp	Contact	City	Country	
<input checked="" type="checkbox"/>	222004552370		01/16/2015	DAR AL RIYA...	TURKI AL AJMI	Riyadh	Saudi Arabia	d
<input type="checkbox"/>	222004552380		01/16/2015	DAR AL RIYA...	TURKI AL AJMI	Riyadh	Saudi Arabia	d
<input type="checkbox"/>	222004552391		01/16/2015	DAR AL RIYA...	TURKI AL AJMI	Riyadh	Saudi Arabia	D
<input type="checkbox"/>	222004552408		01/16/2015	DAR AL RIYA...	TURKI AL AJMI	Riyadh	Saudi Arabia	D
<input type="checkbox"/>	222004552419		01/16/2015	DAR AL RIYA...	TURKI AL AJMI	Riyadh	Saudi Arabia	D
<input type="checkbox"/>	222004552420		01/16/2015	DAR AL RIYA...	TURKI AL AJMI	Riyadh	Saudi Arabia	D
<input type="checkbox"/>	222004552430		01/16/2015	DAR AL RIYA...	TURKI AL AJMI	Riyadh	Saudi Arabia	D
<input type="checkbox"/>	222004552441		01/16/2015	DAR AL RIYA...	TURKI AL AJMI	Riyadh	Saudi Arabia	D
<input type="checkbox"/>	222004552452		01/16/2015	DAR AL RIYA...	TURKI AL AJMI	Riyadh	Saudi Arabia	D
<input type="checkbox"/>	222004552463		01/16/2015	DAR AL RIYA...	TURKI AL AJMI	Riyadh	Saudi Arabia	D

Sender Details

RU0558

Sender ID

RU0558

...

101006734

Company

DAR AL RIYADH

Contact

Fahad Al Mautrofi

Address1

SULAIMANIYAH AREA

Address2

STREET # 30

City

Riyadh

Phone

966-1-4641611-

Shipment Details

10/25/2021

Pickup Date

100000001236

Ready Time

09:22

Closing Time

11:22

Packages

0

Weight

0.0

Kg

Comments

Confirm Pickup

Cancel

BUTTON
R255 G103 B31 / #FF671F

Oct 25 2021, 09:21:47

Internet

1.049

NA

R68 G0 B153
#440099
50%

R68 G0 B153
#440099
10%

R255 G103 B31
#FF671F

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