



Digital Brand Guidelines for Social Media

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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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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
- 2.7 Logo Sizing

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)



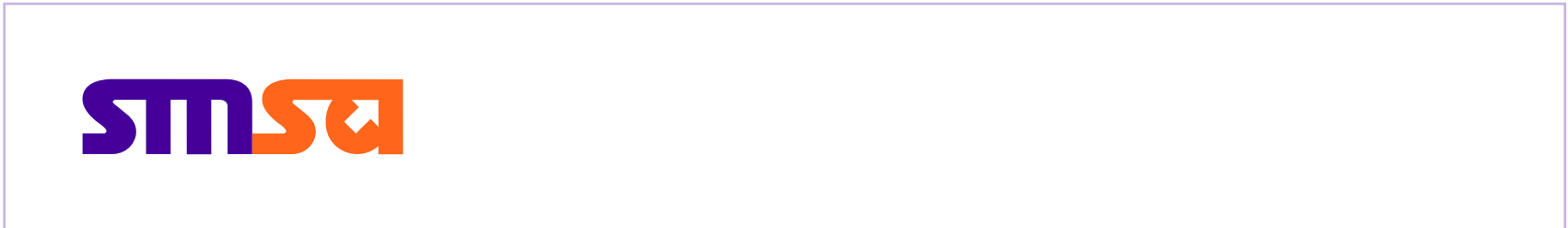
One-color (black)



Which logo to use?

For SMSA digital tools, special applications, social media and website, we are using the variety of SMSA logo signature. Basically, we are using the image main image or visual as our basis on the type of logo to be used. Depending on the image background, we can use

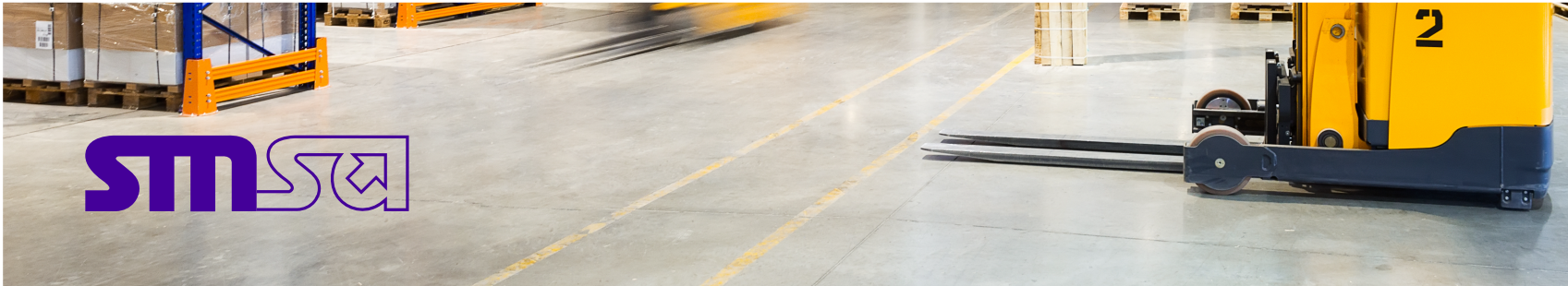
On WHITE Background use SMSA main signature logo



On VIOLET Background use SMSA heavy-reverse logo



On LIGHT Background use SMSA Violet One Color signature logo



On DARK Background use SMSA White One Color signature logo



For some corporate give-away items, solid black is to be used specially on metal materials



Logo size

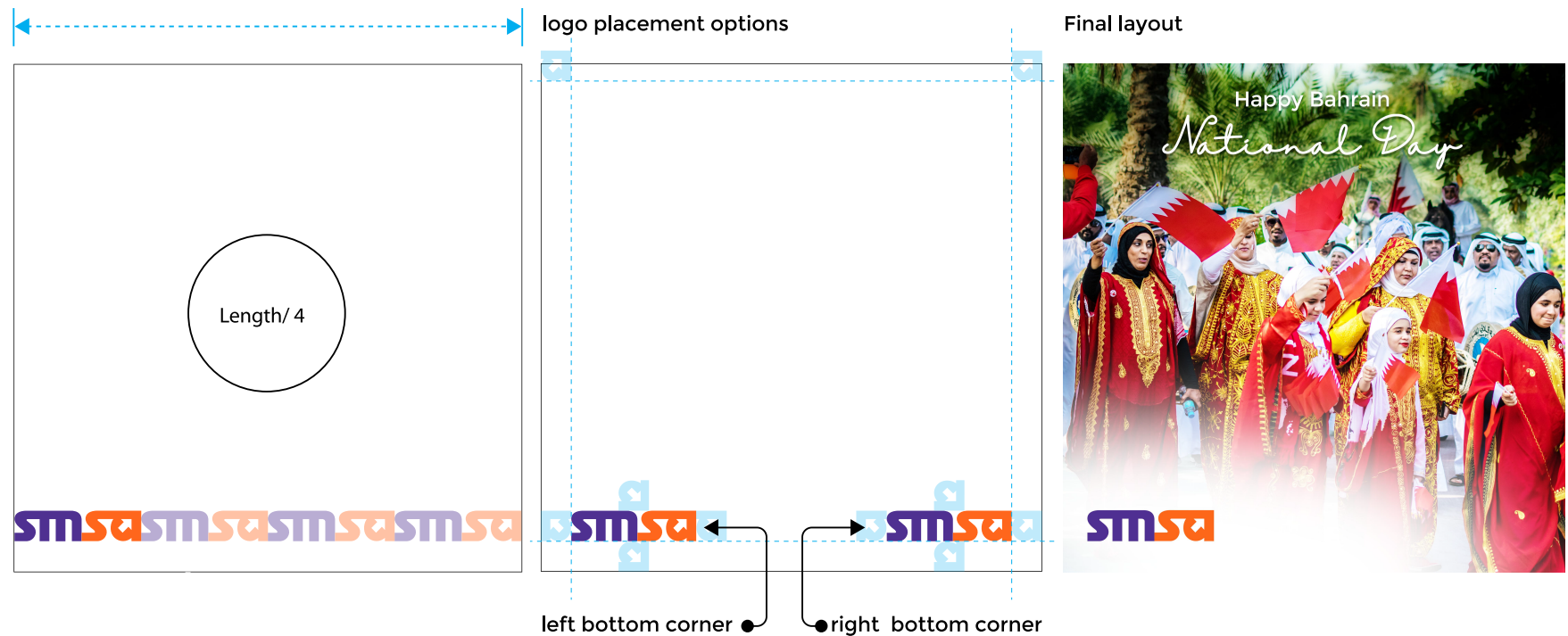
Our logo always displays with a minimum 270 px width.

Logo size



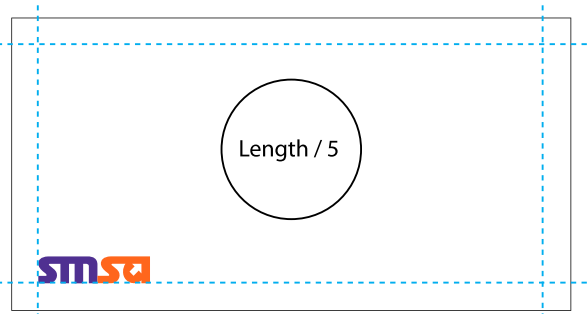
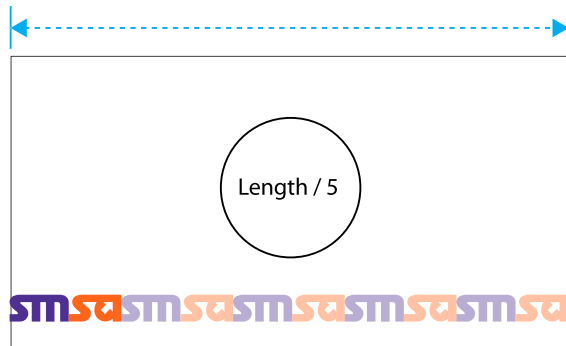
Logo sizing Square visual

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 length ("L") by 4 as shown on the sample layout. Once getting the right size, apply the clear space.



Logo sizing Rectangular visual

For rectangular shape visuals, we likewise follow the same formula for calculating our logo size in any layout. But this time, to get the right size logo, divide the length ("L") by 5 shown on the sample layout to represent the identity and apply the clear space.



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

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.

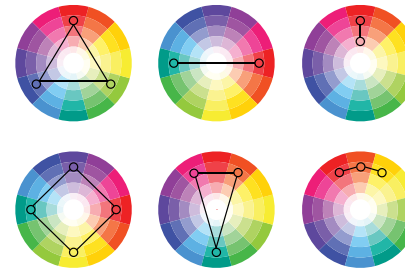
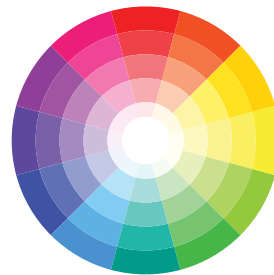
Orange is warm, vibrant and flamboyant color. It is energy combined with fun. It presents vitality, inspiration and creates enthusiasm.



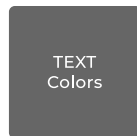
Core colors

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

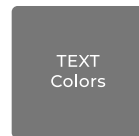
Primary colors



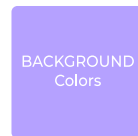
Secondary colors



R102 G102 B102
#666666



R119 G119 B119
#777777



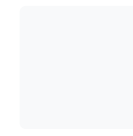
R181 G161 B255
#B5A1FF



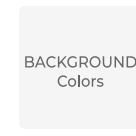
R21 G6 B64
#150640



R102 G102 B102
#666666



R248 G249 B250
#F8F9FA



R153 G153 B153
#999999 (10%)

04

Typography

- 4.1 Typography
- 4.2 SMSA typeface
 - a. SMSA English typeface
 - b. SMSA Arabic typeface

SMSA Typeface

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

Typography shapes 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 - !@#\$%^&*()

SMSA Arabic Typeface

The SMSA Primary Arabic typeface for social media is DIN Next LT Arabic Fonts Family however, we are using couple of font styles as well as alternatives like in website and SMSA Apps.

Primary Typeface

DIN Next LT Arabic (Regular)

أ ب ت ث ج ح خ د ذ ر س ش ص ض ط ع غ ف ق ك ل م ه و ي
! @ # \$ % ^ & * () - ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

DIN Next LT Arabic (Medium)

أ ب ت ث ج ح خ د ذ ر س ش ص ض ط ع غ ف ق ك ل م ه و ي
! @ # \$ % ^ & * () - ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

DIN Next LT Arabic (Bold)

أ ب ت ث ج ح خ د ذ ر س ش ص ض ط ع غ ف ق ك ل م ه و ي
! @ # \$ % ^ & * () - ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Arabic Alternative Typefaces

GE Dinar One (Regular)

أ ب ت ث ج ح خ د ذ ر س ش ص ض ط ع غ ف ق ك ل م ه و ي
! * # \$ % ^ & * () - ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

GE Dinar One (Medium)

أ ب ت ث ج ح خ د ذ ر س ش ص ض ط ع غ ف ق ك ل م ه و ي
! * # \$ % ^ & * () - ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

GE Flow Bold

أ ب ت ث ج ح خ د ذ ر س ش ص ض ط ع غ ف ق ك ل م ه و ي
! * # \$ % ^ & * () - ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

DIN Next LT Arabic (Regular)

أ ب ت ث ج ح خ د ذ ر س ش ص ض ط ع غ ف ق ك ل م ه و ي
! @ # \$ % ^ & * () - ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

DIN Next LT Arabic (Bold)

أ ب ت ث ج ح خ د ذ ر س ش ص ض ط ع غ ف ق ك ل م ه و ي
! @ # \$ % ^ & * () - ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .