

SMARTCOOKIE8
OFFICIAL IDENTITY STYLEGUIDE

DESIGN AND BRAND GUIDELINES

IDENTITY MARK, TYPOGRAPHICAL, AND COLOR USAGE SPECIFICATIONS

SMARTCOOKIE8™



SMARTCOOKIE8
IDENTITY MARK
PRIMARY APPLICATION

SMARTCOOKIE8™



1) Logotype

Consists of the wordmark with the identity mark embedded inside the letter forms.

2) Identity Mark

Consists of the mark, which may be used on its own as a solo representation of the brand.



LOGO ON LIGHT VERSION



The Logo on Light Version will be used when the background color is dark colored.

LOGO ON DARK VERSION



The Logo on Dark Version will be used when the background color is light colored.

**SMARTCOOKIE8
IDENTITY MARK
SECONDARY APPLICATIONS**

LOGOTYPE - SOLO APPLICATION

The logotype may be used alone, without the larger mark present. The mark has been embedded within the letterform itself to accommodate for this application.

SMARTCOOKIE8™

MARK - SOLO APPLICATION

The identity mark may be used alone, without the larger mark present. The mark has been embedded within the letterform itself to accommodate for this application.



SMARTCOOKIE8
BRAND TYPOGRAPHY
PRIMARY TYPEFACE

SMARTCOOKIE8 TYPOGRAPHIC SPECIFICATIONS

1

PRIMARY TYPEFACE
APPLICATIONS: SELECTIVE CUSTOM HEADLINES & HEADERS

TOKYO TRAIL

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 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 Y Z

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 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 Y Z

Figures

0 1 2 3 4 5 6 7 8 9 0

SMARTCOOKIE8 TYPOGRAPHIC SPECIFICATIONS

2 SECONDARY TYPEFACE
APPLICATIONS: MAIN HEADLINES, HEADERS, & FEATURE PARAGRAPHS

BLENDER

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	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	y	z

Book

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

Figures

0	1	2	3	4	5	6	7	8	9	0
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SMARTCOOKIE8 TYPOGRAPHIC SPECIFICATIONS

2

BODY PARAGRAPH COPY TYPEFACE

APPLICATIONS: BODY COPY TEXT, LARGE TEXT PARAGRAPHS

ROBOTO

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 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 y z

Book

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

Figures

0 1 2 3 4 5 6 7 8 9 0

SMARTCOOKIE8 COLOR SYSTEM CODES, SWATCHES, TONES & GRADIENTS

SMARTCOOKIE8 COLOR SYSTEM SPECIFICATIONS

1 SMARTCOOKIE8 BLUE
USAGE: ACCENTS

HEX : #0085AF
RGB : R: 0 G: 133 B: 175
CMYK : C83 M34 Y20 K1
Pantone : 3135 U

TONES



GRADIENT




2 SMARTCOOKIE8 GREY 1
USAGE: CORE ELEMENTS & TEXT

HEX : #999999
RGB : R: 156 G: 152 B: 152
CMYK : C45 M37 Y37 K2
Pantone : Black 0961 U

TONES




GRADIENT




4 SMARTCOOKIE8 GREY 2
USAGE: CORE ELEMENTS & TEXT

HEX : #474747
RGB : R: 71 G: 71 B: 71
CMYK : C64 M54 Y51 K52
Pantone : Neutral Black U

TONES



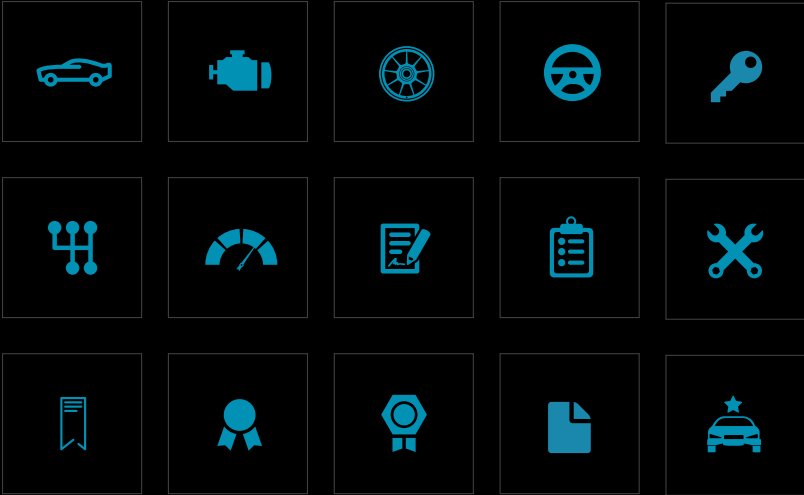
GRADIENT



**SMARTCOOKIE8
ICONOGRAPHY SYSTEM
MASTER ICON SET**

SMARTCOOKIE8 COLOR SYSTEM SPECIFICATIONS

**SMARTCOOKIE8
MASTER ICONS
SOLID ON DARK**



**SMARTCOOKIE8
MASTER ICONS
REVERSE ON LIGHT**



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BRAND GUIDELINES

IDENTITY MARK, TYPOGRAPHICAL, AND COLOR USAGE SPECIFICATIONS