



Link & Expansion

2 "C"s create "S", the link mark.

Smart-C links advertisers and media and keeps expanding.





BRAND COLOR

Please adhere to the designated colors of the logo.
The color combinations cannot be changed.
Please refer to the right and use the designated Black, White and Blue.
Please note that the logo needs to be clear, visible and distinct.

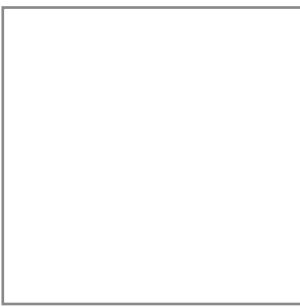


Gradation



#294879→#009fde
C91 M79 Y37 K2→
C76 M26 Y5 K0

Smart -C White

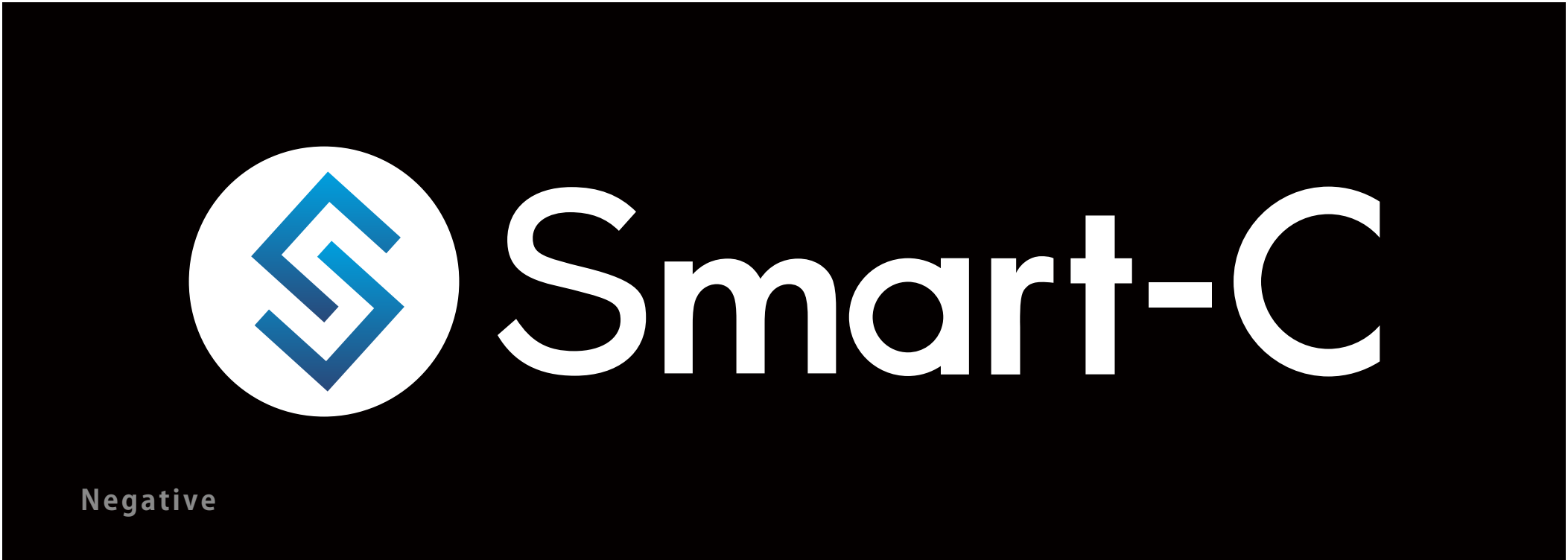


#ffffff
C0 M0 Y0 K0

Smart -C Black



#122c2f
C91 M75 Y72 K51





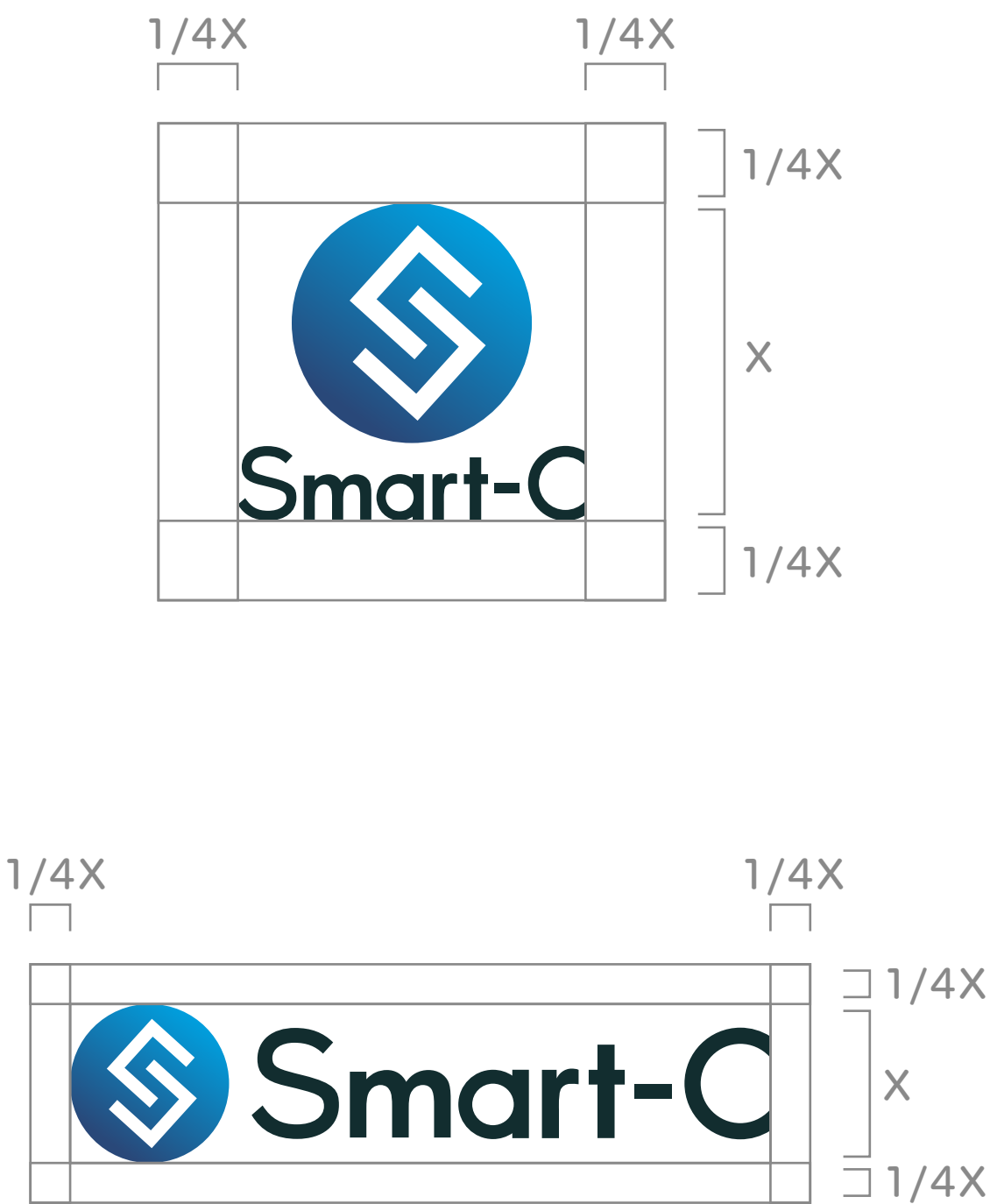
Positive



Negative

CLEAR SPACE

Smart-C logo needs to be staged and isolated with some clear space on all sides to maintain its visibility. In the clear space, no design or letters can be placed. The minimum clear space is equivalent to the quarter of the height of the logo referred to as X.




MINIMUM SIZE

To maintain the quality of the logo, please adhere to the size restrictions.


For the horizontal logo must always be at least 110 pixels and 80pixels for the vertical one for on screen display.


For print, the width must be at least 39mm for the horizontal logo and 28mm for the vertical one.

110px




80px





 WEB

39mm



28mm



 PRINTED

IMPROPER USES

Examples of improper logo usage
Logo must be used accordingly to the guideline and this manual to accurately convey the brand.
The examples shown and any usage that violates the guideline are prohibited.



Please do not alter the spacing or the size of the symbol



Please do not condense, extend or italicize the logo



Please do not add shadows to the logo



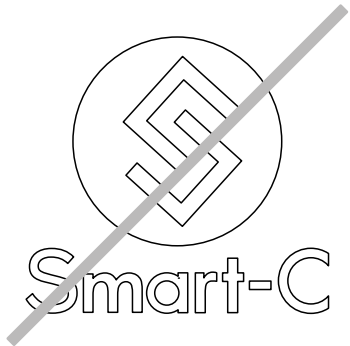
Please do not use change the color specifications. No gradients are allowed



Please do not add any shapes or letter in the clear space



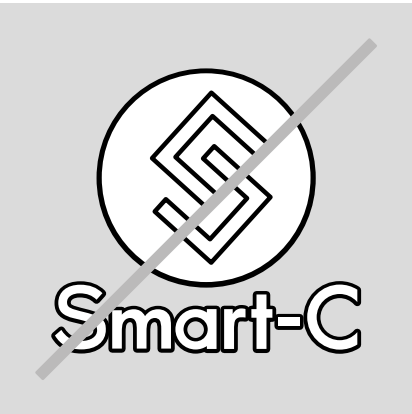
Logo must not be inverted



Please do not use outlined typeface



Please do not alter the text or font of the logo



Please do not outline the logo

THANK YOU
FOR
YOUR ATTENTION

Please make sure to read Guideline and the manual for any usage of ADWAYS and its services' Logos.
Any usage of the logo outside the guideline or this manual needs to be confirmed by ADWAYS before its use.
Please contact us for any concern or question: press@adways.net