

# Our brand

This is a living guide of elements approved for use today.

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# Welcome

The integrity of our brand depends on our ability to apply consistent visual language across all mediums. To that end, this document contains brand guidelines on all elements of the Smartsheet visual identity. Navigate through the left-side navigation to find guidelines and resources on each specific element.

Additionally, keep in mind that all Smartsheet branded assets should reflect our five brand traits: optimistic, engaging, authentic, resourceful, and cheeky.

Visit our [brand page](#) to find all brand assets and request a brand review.

## BASICS

# Logo

The Smartsheet logo represents both a work tool and accomplishment. It conveys achievement, success, and satisfaction in getting work done. Remember that the logo is often people's first impression of the company.

Below are all the accepted treatments of the logo.

## Variations

### Horizontal layout



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# Logomark (icon)

The full lockup is preferred. The logomark (icon only) should be used exclusively within the app. Please request a brand review whenever you use the logomark in place of the full lockup.

It is appropriate to use only the Smartsheet logomark (icon) when:

- The space available is so small the word 'Smartsheet' in the full logo would not be legible. Example of this is a favicon.
- In a large body of work, the full Smartsheet logo has already been used, but you would like to have continuous branding throughout.

Example of this is a presentation deck with the full logo on the first slide and just the logomark (icon) on the interior slides.



## Other Smartsheet logos

You have access to more company logos including Smartsheet Products, Add-ons, Programs, and Events in the

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# Logo usage

## Clearance

Give the logo some room to breathe – that is, some clear space around the entire lockup. This will provide proper spacing for the logo's character ascenders.

Below is the minimum amount of clearance, but more is preferred.



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## Logo colorways

The Smartsheet logo should always be in one of the below color schemes. Avoid putting the logo on a busy background. That said, dark photography behind a white logo or light photography behind a primary blue logo is okay.



smartsheet-logo-blue-800-on-white



smartsheet-logo-blue-800-on-warm-gray-25



smartsheet-logo-white-on-warm-gray-800



smartsheet-logo-white-on-blue-800



smartsheet-logo-white-on-blue-500



smartsheet-logo-white-on-photo

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# Incorrect logo usage

Use the logos as they are provided in these guidelines and do not attempt to alter.  
**Do use the official Smartsheet logo.**

## ⊗ DON'T



### ⊗ Skew

Don't skew or scale disproportionately



### ⊗ Add effects

Don't add drop shadows, strokes, bevels



### ⊗ Change colors

Don't change the colors



### ⊗ Alter orientation

Don't change the orientation



### ⊗ Recreate

Don't make alterations, additions, or substitutions



### ⊗ Use busy backgrounds

Do not place the logo on busy or complicated backgrounds.

## Aligning the logo

Logo arrangement depends on usage. These distinctions are subtle.

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# Colors

Color is important to our brand. Smartsheet uses color to communicate clearly, build visual patterns, and focus the reader's attention.

The use of color should be purposeful, legible, and deliberate. We prioritize a light, bright, modern aesthetic over our formerly darker designs.

Use only the approved colors within this guide.

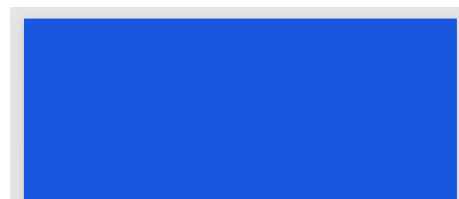
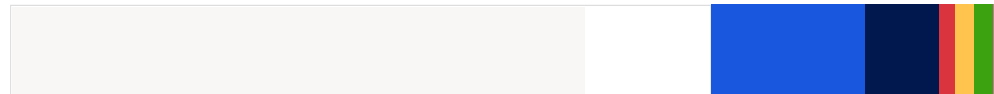
## Primary colors

Primary blues are our anchoring colors and should have a presence in all marketing materials. However, avoid overdoing it, as these are strong colors.

Overall, brand colors should be used in the following percentages:

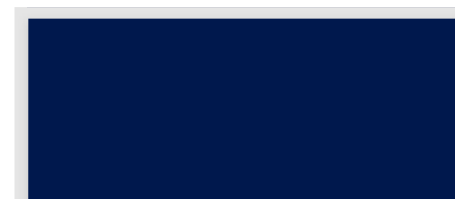
- 65% White, or Warm Gray
- 20% Primary colors
- 15% Secondary and Tertiary colors

In most instances, it is enough to use Primary Blues in the logo, typography, and a supporting graphic element.



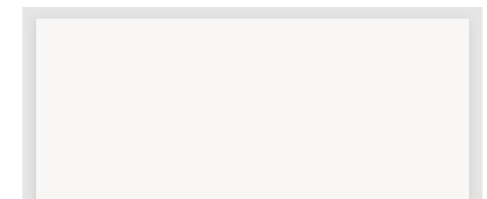
**Blue 500**

HEX	#1957DE
RGB	25, 87, 222



**Blue 800**

HEX	#00184D
RGB	0, 24, 77



**Warm Gray 25**

HEX	#F8F7F5
RGB	248, 247, 245



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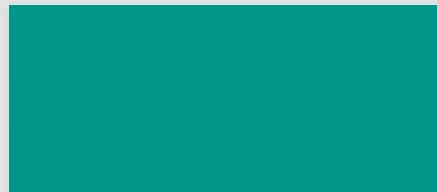
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# Secondary colors

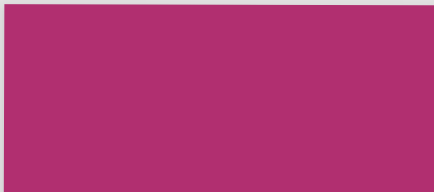
When using typography over our secondary colors, be mindful of contrast. We use WCAG Level AA as a measure of success.



**Gold 500**  
HEX #FFB41F  
RGB 255, 180, 31



**Teal 500**  
HEX #009689  
RGB 0, 150, 137



**Rose 500**  
HEX #B12F70  
RGB 177, 47, 112

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# Tertiary colors

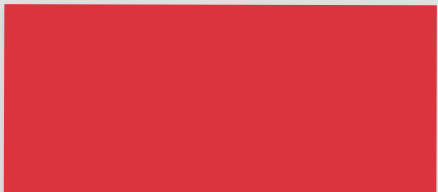
When using typography over our tertiary colors, be mindful of contrast. We use WCAG Level AA as a measure of success.



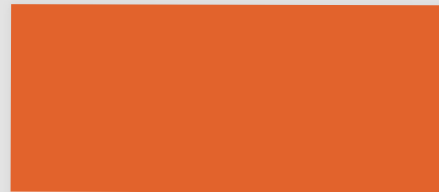
**Green 500**  
HEX #37950F  
RGB 55, 149, 15



**Violet 500**  
HEX #8F35D4  
RGB 143, 53, 212



**Red 500**  
HEX #DA343F  
RGB 218, 52, 63



**Orange 500**  
HEX #E2632C  
RGB 226, 99, 44

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# Typography colors

All typography colors are safe to use over white and Warm Gray 25 backgrounds.

	<b>Blue 800</b>	HEX #00184D
		RGB 0, 24, 77
	<b>Blue 500</b>	HEX #1957DE
		RGB #2587222
	<b>Teal 500</b>	HEX #009689
		RGB #0150137
	<b>Rose 500</b>	HE #B12F70
		RGB #17747112

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# Color scales

To expand our color palette while staying on brand, you can use shades and tints of our brand colors.

## Blue scale

	<b>Blue 25</b>	HEX #F1F5FE	RGB 241, 245, 254	
	<b>Blue 50</b>	HEX #E3EBFD	RGB 227, 235, 253	
	<b>Blue 75</b>	HEX #CADAFD	RGB 202, 218, 252	
	<b>Blue 100</b>	HEX #ADC6FA	RGB 173, 198, 250	
	<b>Blue 200</b>	HEX #90B1F9	RGB 144, 177, 249	
	<b>Blue 300</b>	HEX #6392F8	RGB 99, 146, 248	
	<b>Blue 400</b>	HEX #356EE9	RGB 53, 110, 233	
	<b>Blue 500</b>	HEX #1957DE	RGB 25, 87, 222	Primary
	<b>Blue 600</b>	HEX #30244D1	RGB 2, 68, 209	
	<b>Blue 700</b>	HEX #012F92	RGB 1, 47, 146	
	<b>Blue 800</b>	HEX #00184D	RGB 0, 24, 77	Primary
	<b>Blue 900</b>	HEX #001033	RGB 0, 16, 51	

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











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# Warm gray scale

	<b>Warm Gray 25</b>	HEX #F8F7F5 RGB 248, 247, 245	Primary
	<b>Warm Gray 50</b>	HEX #F2F0EE RGB 242, 240, 238	
	<b>Warm Gray 75</b>	HEX #E8E6E3 RGB 232, 230, 227	
	<b>Warm Gray 100</b>	HEX #D7D5D0 RGB 215, 213, 208	
	<b>Warm Gray 200</b>	HEX #BAB8B5 RGB 186, 184, 181	
	<b>Warm Gray 300</b>	HEX #91908D RGB 145, 144, 141	
	<b>Warm Gray 400</b>	HEX #73716E RGB 115, 113, 110	
	<b>Warm Gray 500</b>	HEX #5D5C5B RGB 93, 92, 91	
	<b>Warm Gray 600</b>	HEX #4B4949 RGB 75, 73, 73	
	<b>Warm Gray 700</b>	HEX #363636 RGB 54, 54, 54	
	<b>Warm Gray 800</b>	HEX #242424 RGB 36, 36, 36	
	<b>Warm Gray 900</b>	HEX #121212 RGB 18, 18, 18	

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











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# Cool gray scale

	<b>Cool Gray 25</b>	HEX #F6F6F7 RGB 246, 246, 247
	<b>Cool Gray 50</b>	HEX #EFEFF1 RGB 239, 239, 241
	<b>Cool Gray 75</b>	HEX #E4E5E7 RGB 228, 229, 231
	<b>Cool Gray 100</b>	HEX #D2D3D5 RGB 210, 211, 213
	<b>Cool Gray 200</b>	HEX #B5B6BA RGB 181, 182, 186
	<b>Cool Gray 300</b>	HEX #8D8E91 RGB 141, 142, 145
	<b>Cool Gray 400</b>	HEX #6E6F72 RGB 110, 111, 114
	<b>Cool Gray 500</b>	HEX #5A5B5E RGB 90, 91, 94
	<b>Cool Gray 600</b>	HEX #48494B RGB 72, 73, 75
	<b>Cool Gray 700</b>	HEX #363636 RGB 54, 54, 54
	<b>Cool Gray 800</b>	HEX #242424 RGB 36, 36, 36
	<b>Cool Gray 900</b>	HEX #121212 RGB 18, 18, 18

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# Slate scale

	<b>Slate 25</b>	HEX #F5F6FA RGB 245, 246, 250
	<b>Slate 50</b>	HEX #E5E7F1 RGB 229, 231, 241
	<b>Slate 75</b>	HEX #D1D5E6 RGB 209, 213, 230
	<b>Slate 100</b>	HEX #B6BDD8 RGB 182, 189, 216
	<b>Slate 200</b>	HEX #A2ABCD RGB 162, 171, 205
	<b>Slate 300</b>	HEX #8792BF RGB 135, 146, 191
	<b>Slate 400</b>	HEX #6674AD RGB 102, 116, 173
	<b>Slate 500</b>	HEX #5665A1 RGB 86, 101, 161
	<b>Slate 600</b>	HEX #41508B RGB 65, 80, 139
	<b>Slate 700</b>	HEX #2E3A6B RGB 46, 58, 107
	<b>Slate 800</b>	HEX #1C254A RGB 28, 37, 74
	<b>Slate 900</b>	HEX #0D1226 RGB 13, 18, 38

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











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# Teal scale

	<b>Teal 25</b>	HEX #F1F9F8 RGB 241, 249, 248
	<b>Teal 50</b>	HEX #E0F2F1 RGB 224, 242, 241
	<b>Teal 75</b>	HEX #BEE4E1 RGB 190, 228, 225
	<b>Teal 100</b>	HEX #A1D8D3 RGB 161, 216, 211
	<b>Teal 200</b>	HEX #80CBC5 RGB 128, 203, 197
	<b>Teal 300</b>	HEX #4DB6AD RGB 77, 182, 173
	<b>Teal 400</b>	HEX #00A89A RGB 0, 168, 154
	<b>Teal 500</b>	HEX #009689 RGB 0, 150, 137
	<b>Teal 600</b>	HEX #00796F RGB 0, 121, 111
	<b>Teal 700</b>	HEX #004D47 RGB 0, 77, 71
	<b>Teal 800</b>	HEX #00332F RGB 0, 51, 47
	<b>Teal 900</b>	HEX #001A17 RGB 0, 26, 23

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# Gold scale

	<b>Gold 25</b>	HEX #FFFAFO RGB 255, 250, 240	
	<b>Gold 50</b>	HEX #FFF5E0 RGB 255, 245, 224	
	<b>Gold 75</b>	HEX #FFEECC RGB 255, 238, 204	
	<b>Gold 100</b>	HEX #FFE2A8 RGB 255, 226, 168	
	<b>Gold 200</b>	HEX #FFD580 RGB 255, 213, 128	
	<b>Gold 300</b>	HEX #FFC44D RGB 255, 196, 77	
	<b>Gold 400</b>	HEX #FFBD38 RGB 255, 189, 56	
	<b>Gold 500</b>	HEX #FFB41F RGB 255, 180, 31	
	<b>Gold 600</b>	HEX #F0A000 RGB 240, 160, 0	
	<b>Gold 700</b>	HEX #CC7E00 RGB 204, 126, 0	
	<b>Gold 800</b>	HEX #8F4500 RGB 143, 69, 0	
	<b>Gold 900</b>	HEX #4D1D00 RGB 77, 29, 0	

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












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	<b>Rose 25</b>	HEX #FBF4F7 RGB 251, 244 247	
	<b>Rose 50</b>	HEX #F6E7EE RGB 246, 231, 238	
	<b>Rose 75</b>	HEX #F0D6E3 RGB 240, 214, 227	
	<b>Rose 100</b>	HEX #E5B8CF RGB 229, 184, 207	
	<b>Rose 200</b>	HEX #DE9BBC RGB 222, 155, 188	
	<b>Rose 300</b>	HEX #D171A1 RGB 209, 113, 161	
	<b>Rose 400</b>	HEX #C14E87 RGB 193, 78, 135	
	<b>Rose 500</b>	HEX #B12F70 RGB 177, 47, 112	
	<b>Rose 600</b>	HEX #A12161 RGB 161, 33, 97	
	<b>Rose 700</b>	HEX #830C47 RGB 131, 12, 71	
	<b>Rose 800</b>	HEX #5C0530 RGB 92, 5, 48	
	<b>Rose 900</b>	HEX #280114 RGB 40, 1, 20	

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












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# Green scale

	<b>Green 25</b>	HEX #F3F9F1 RGB 243, 249 241	
	<b>Green 50</b>	HEX #E5F2E0 RGB 229, 242, 224	
	<b>Green 75</b>	HEX #C7E3BB RGB 199, 227, 187	
	<b>Green 100</b>	HEX #ACD59A RGB 172, 213, 154	
	<b>Green 200</b>	HEX #96CB80 RGB 150, 203, 128	
	<b>Green 300</b>	HEX #6DB64D RGB 109, 182, 77	
	<b>Green 400</b>	HEX #3CA210 RGB 60, 162, 16	
	<b>Green 500</b>	HEX #37950F RGB 55, 149, 15	
	<b>Green 600</b>	HEX #247900 RGB 36, 121, 0	
	<b>Green 700</b>	HEX #174D00 RGB 23, 77, 0	
	<b>Green 800</b>	HEX #0E2E00 RGB 14, 46, 0	
	<b>Green 900</b>	HEX #081A00 RGB 8, 26, 0	

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











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# Red scale

	<b>Red 25</b>	HEX #FDF1F2 RGB 253, 241 242
	<b>Red 50</b>	HEX #FCE4E6 RGB 252, 228, 230
	<b>Red 75</b>	HEX #FAD1D4 RGB 250, 209, 212
	<b>Red 100</b>	HEX #F7B5B9 RGB 247, 181, 185
	<b>Red 200</b>	HEX #F48F96 RGB 244, 143, 150
	<b>Red 300</b>	HEX #F16A73 RGB 241, 106, 115
	<b>Red 400</b>	HEX #E54D57 RGB 230, 77, 87
	<b>Red 500</b>	HEX #DA343F RGB 218, 52, 63
	<b>Red 600</b>	HEX #C21823 RGB 194, 24, 35
	<b>Red 700</b>	HEX #880E16 RGB 136, 14, 22
	<b>Red 800</b>	HEX #5C050B RGB 92, 5, 11
	<b>Red 900</b>	HEX #280104 RGB 40, 1, 4

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











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# Orange scale

	<b>Orange 25</b>	HEX #FDF5F1 RGB 253, 245, 241
	<b>Orange 50</b>	HEX #FCEBE4 RGB 252, 235, 228
	<b>Orange 75</b>	HEX #FADDD1 RGB 250, 221, 209
	<b>Orange 100</b>	HEX #FBC8B2 RGB 251, 200, 178
	<b>Orange 200</b>	HEX #FCAA87 RGB 252, 170, 135
	<b>Orange 300</b>	HEX #F98F62 RGB 249, 143, 98
	<b>Orange 400</b>	HEX #F07642 RGB 240, 118, 66
	<b>Orange 500</b>	HEX #E2632C RGB 226, 99, 44
	<b>Orange 600</b>	HEX #CB480F RGB 203, 72, 15
	<b>Orange 700</b>	HEX #902F06 RGB 144, 47, 6
	<b>Orange 800</b>	HEX #611D00 RGB 97, 29, 0
	<b>Orange 900</b>	HEX #330F00 RGB 51, 15, 0

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











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# Violet scale

	<b>Violet 25</b>	HEX #F8F4FB RGB 248, 244, 251
	<b>Violet 50</b>	HEX #F0E7F6 RGB 240, 231, 246
	<b>Violet 75</b>	HEX #E2D2EE RGB 226, 210, 238
	<b>Violet 100</b>	HEX #D2B8E5 RGB 210, 184, 229
	<b>Violet 200</b>	HEX #C09ADE RGB 192, 155, 222
	<b>Violet 300</b>	HEX #AF78D9 RGB 175, 120, 217
	<b>Violet 400</b>	HEX #9D4EDA RGB 157, 78, 218
	<b>Violet 500</b>	HEX #8F35D4 RGB 143, 53, 212
	<b>Violet 600</b>	HEX #731AB7 RGB 115, 26, 183
	<b>Violet 700</b>	HEX #550D8C RGB 85, 13, 140
	<b>Violet 800</b>	HEX #310057 RGB 49, 0, 87
	<b>Violet 900</b>	HEX #1D0033 RGB 29, 0, 51

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# Typography

Smartsheet uses typography to denote clear hierarchy and brand presence. Typography should be legible, hierarchical, and scalable. Note that the style guidelines listed here are proportionate to the medium you are creating for.

## Type styling

**Tracking:** Keep tracking tight. Typically, 0 to -10 is appropriate, but it depends on font size.

**Kerning:** Set to Optical, or custom kern each character for optimal results.

**Leading:** Keep leading tight within bodies of text. Typically, use the same leading size as font size (note that this can vary up to 5 points).

## Type ramp

Note that not all employees have our approved fonts downloaded. If you do not have TT Norms, use the Google typeface Montserrat. We use 100% TT Norms for printed materials.

### Display

Text Color ● Blue 800

Background ● Warm Gray 25

Font : TypeType - TT Norms

Pro DemiBold

Size : 60px

Line Height : 60px

Weight : DemiBold

Display

### H1 - Header 1

Text Color ● Blue 800

Background ● Warm Gray 25

Font : TypeType - TT Norms

Pro DemiBold

Size : 47px

Line Height : 48px

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## H2 - Header 2

Text Color ● Blue 800

Background ● Warm Gray 25

Font : TypeType - TT Norms

Pro DemiBold

Size : 40px

Line Height : 40px

---

# H2 - Header 2

Text Color ● Blue 800

Background ● Warm Gray 25

Font : TypeType - TT Norms

Pro DemiBold

Size : 28px

Line Height : 32px

---

## H3 - Header 3

## H4 - Header 4

Text Color ● Blue 800

Background ● Warm Gray 25

Font : TypeType - TT Norms

Pro Medium

Size : 20px

Line Height : 24px

## H4 - Header 4

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# Photography

## How to source and use photography for Smartsheet

This document is a how-to guide for using photography when creating assets for Smartsheet, and is intended for use by the Smartsheet brand and marketing teams, brand stewards, and any partners or vendors. It includes sections on where and how to source photos, how to incorporate and express our brand personality traits with photography, and simple dos and don'ts.

### I. How to think about photo utility

When selecting photographs, think about what you are trying to establish visually. Use the following questions to help identify your 'why':

1. Who is your audience?
2. What information are you trying to convey with the photograph (e.g. set a tone, depict a situation, show an example, etc.)?
3. What is important for the photograph to reflect (e.g. does your audience need to see themselves represented, do you need to focus on the Smartsheet product, etc.)?

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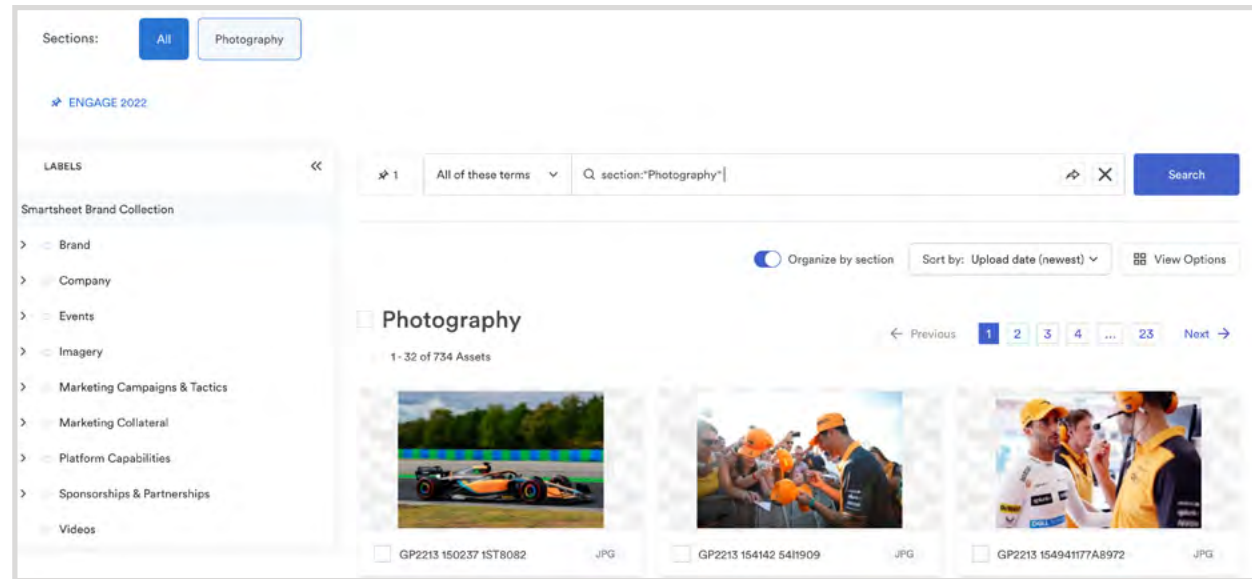
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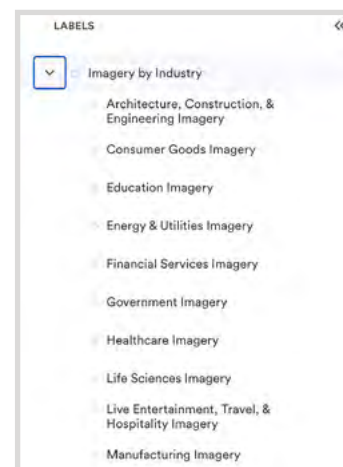
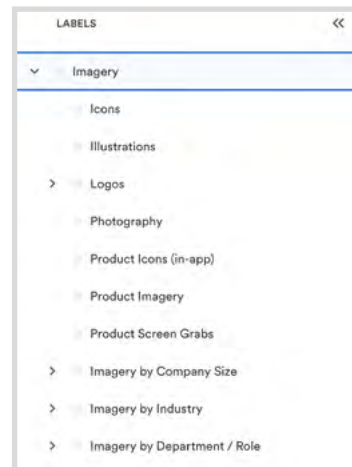
## II. Where to go to source branded photography

Smartsheet has a library of approved brand photography that you can choose from, as outlined below.

- Visit our [Photography page](#). This is where all of our approved brand assets (including icons, logos, etc.) live.
- Scroll down and click Photography.
- The page that opens includes all of our approved branded photography. To find specific images, use the search bar, or filter by Labels.



- To find industry-specific photographs, click on the Imagery label, and then click Imagery by Industry. This is a great resource to start with when sourcing photography of people or industry-specific scenarios.



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### III. Guidelines for finding photos that fit with our brand

This section includes information on how the five Smartsheet brand personality traits – authentic, optimistic, engaging, resourceful, and cheeky – translate to photography. Use these traits to guide your selection of images.

You can read more about the Smartsheet voice and tone in our Writing Style Guide.

#### Optimistic

Photographs should feel bright and positive. This should be reflected in the lighting, positive-seeming interactions between people, and light-filled, uncluttered environments.

#### Engaging

Photographs should have a clear focus on the subject, who should appear engaged in the environment. Beyond that, photo composition should also be interesting and dynamic (i.e., a relationship between the foreground and background, asymmetry, etc.).

#### Authentic

The environments and people within them should feel real – think: candid and casual, rather than staged. The lighting should be natural (rather than editorial), and interactions between people (and between people and technology) should feel easy and not forced.

#### Resourceful

People should appear confident and proactive as they interact with work (or the Smartsheet product, if applicable). Think: having the tools and resources you need to drive results at your fingertips.

#### Cheeky

This attribute will not always translate easily to photography. But, when appropriate, a sense of playfulness and cleverness is encouraged.

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**IV. Photography dos and don'ts** **DO:**

- Use approved brand imagery only.
- Use photographs that showcase human-centered perspectives, candid reactions, and real-world situations.
- Cast talent that reflects the world you are representing, and the kind of company that Smartsheet aspires to be. Read more in our DEI Playbook.
- Ensure the photo has natural saturation. Reduce saturation as necessary to ensure the photo feels authentic (see the Photo Treatment file for information on how to do this in line with Smartsheet style).
- It is OK to stitch together multiple approved photos next to each other (for example, to create a banner of side-by-side images).
- Realistically Photoshop product shots into device screens. Use the Transform tool to accurately fit the product shot within the screen. Use Gaussian blurs, tilt shifts, and field blurs to match the level of focus on the product screen to the surrounding device.
- Brighten the exposure if the natural photo appears too dark.
- Enhance the contrast as necessary.
- Ensure that any copy on top of the photo is readable. Position copy on clean background areas. If necessary, use the gray overlay in the Photoshop template to help with readability.

 **DON'T:**

- Recolor photographs.
- Stretch or distort photographs.
- Use photos where the environment, people, or reactions feel staged.
- Cast talent to tick diversity boxes, or portray talent in any way that stereotypes or objectifies them (i.e., based on race, gender, religion, physical ability, etc.). We want anyone to be able to imagine themselves in the role we're portraying.
- Use overly busy backgrounds. If the background is busy, take a photo with a shallow depth of field in order to blur out the background.
- Don't blend multiple photos together (i.e., superimpose or layer photos on top of each other).
- Add too much noise, activity, or definition to the photo. As much as possible, aim to keep natural features.

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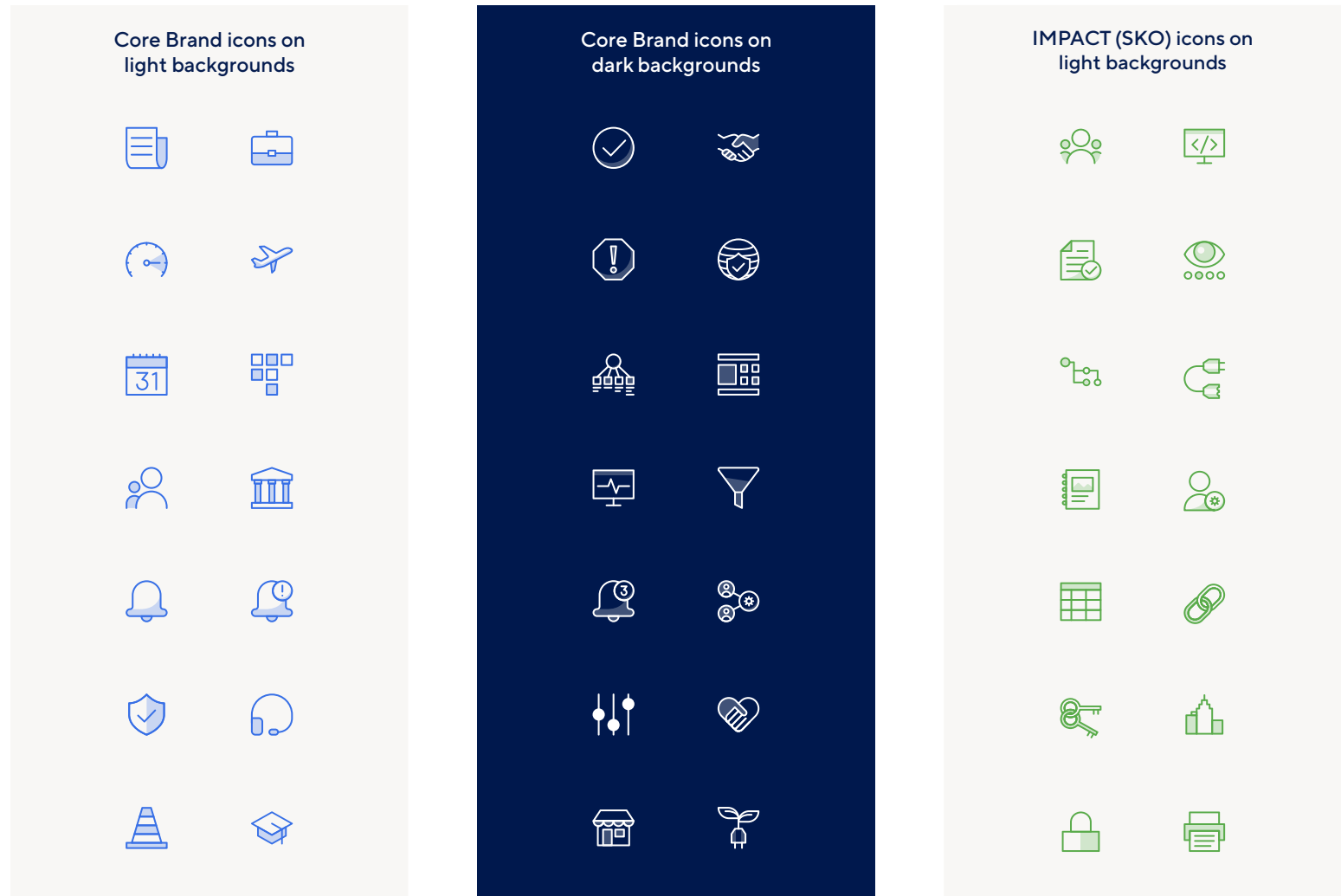
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# Iconography

Icons serve as visual signposts to help communicate an idea as simply as possible. Each icon should be able to communicate an idea on its own.

Icons are used in a number of components across the website. Their intrinsic design and the atomic design system allow for their use, scalability, and consistency across the website.



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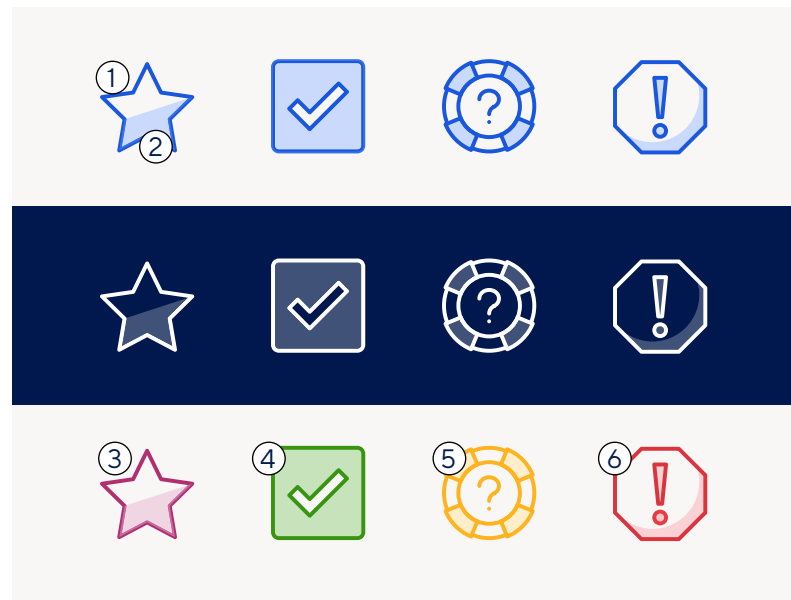
# When and where to use icons

Icons are used across Smartsheet branded materials in both digital and print. Use icons when you need to add a visual cue, support copy, or guide the user.

- Use Primary Blue in icons for evergreen brand materials.
- Use white for icons over dark backgrounds.

## Variations of icons

Icons come in multiple colorways. Blue is the most commonly used colorway.



- ① Stokes: 100% opacity
- ② Shading: 24% opacity
- ③ Use Rose icons for our customer conference, ENGAGE, and the associated materials (e.g. session decks).
- ④ Use Green icons for internal Sales Kick Off (IMPACT) and when you need to show success or positive states (e.g. in a comparison table to show a success metric).
- ⑤ Use Gold icons to show caution (e.g. in a deck to represent an at-risk task).
- ⑥ Use Red icons for error states (e.g. in a comparison chart to show a product that does not have a certain feature).

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# Icon color values




**Blue 500**  
HEX #1957DE  
RGB 25, 87, 222



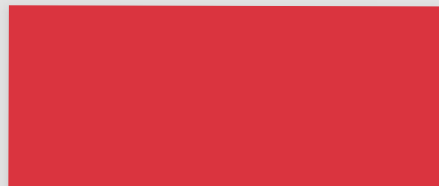
**White MAX**  
HEX #FFFFFF  
RGB 255, 255, 255



**Rose 500**  
HEX #B12F70  
RGB 177, 47, 112



**Green 500**  
HEX #37950F  
RGB 55, 149, 15



**Red 500**  
HEX #DA343F  
RGB 218, 52, 63

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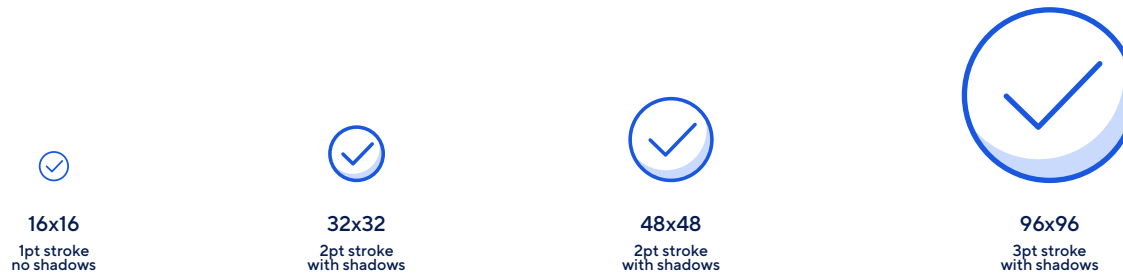
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# Size ramp

The size ramp below shows the basic pattern for how these icons change at different sizes.

You will need to factor in the stroke size to the final outlined size while building. For example, a 16px icon will need to be built at 15px to accommodate a 1px stroke, a 32px icon will need to be built at 30px to accommodate a 2px stroke, and so on.



# Exporting for web

By changing how we export the files from Illustrator, we are able to control colors via our global CSS schemes. Below are the settings we use when exporting from Illustrator:



Illustrator > File > Export As > SVG

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# Illustrations

Use illustrations to make complex topics more accessible and to tell a cohesive story. Illustrations are a key part of the visual identity and help to express our five brand traits: optimistic, engaging, authentic, resourceful, and cheeky.

We have varying levels of illustration style, from simple icon illustrations to complex empty state or full bleed illustrations.



## Hero icon illustrations

Hero icons are simplified illustrations that bring clarity to a topic. They are used in the content center, social media, and diagrams.

### How to create hero icons

Stick to one color scale in each composition with a tonal style. Add pattern and texture to the geometric, computer-generated illustrations to add a human, hand-illustrated feel.

Layer tints and shades to create depth with shadows and a tactile feel. Use a Medium-Light tone for the background, so that it shows up well on the dark background of the blog and on the white backgrounds of social.



Blue colorway



Teal colorway



Rose colorway

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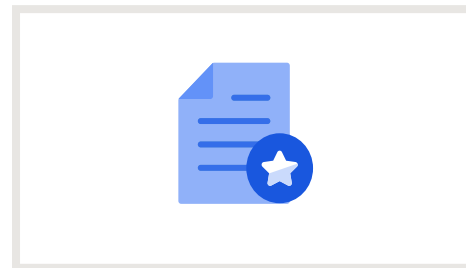
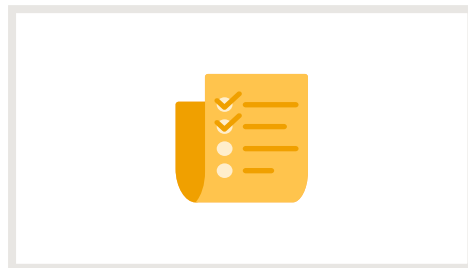
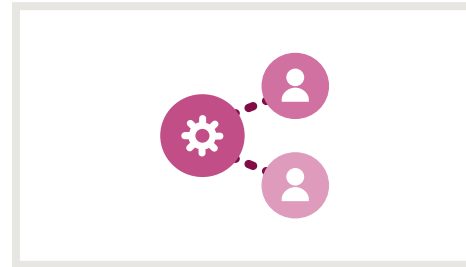
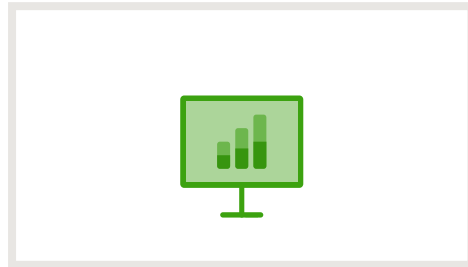
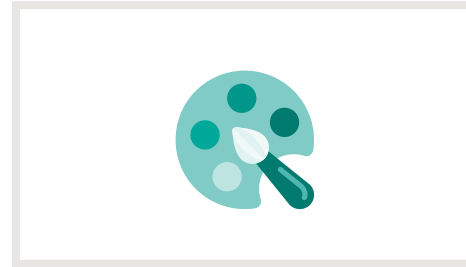
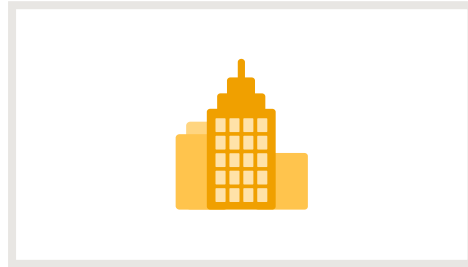
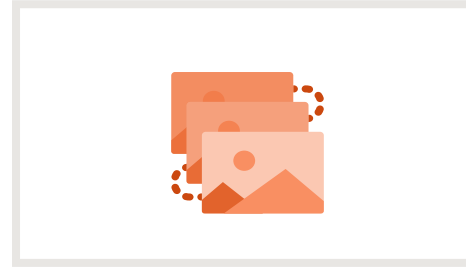
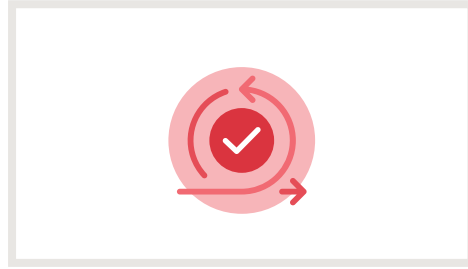
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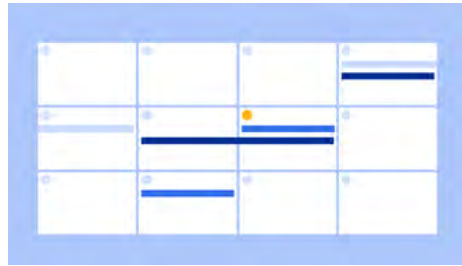
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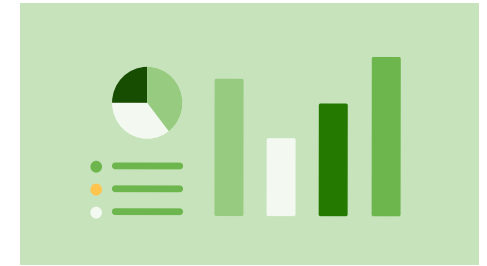
# In-app Solution Center illustrations



lodestar-solution-center-tile-calendar



lodestar-solution-center-tile-card-view



lodestar-solution-center-tile-dashboard



lodestar-solution-center-tile-grid-view



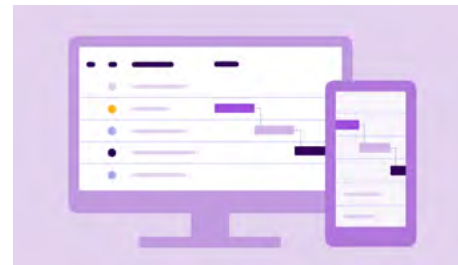
lodestar-solution-center-tile-project



lodestar-solution-center-tile-report



lodestar-solution-center-tile-template-set



lodestar-solution-center-tile-workapps



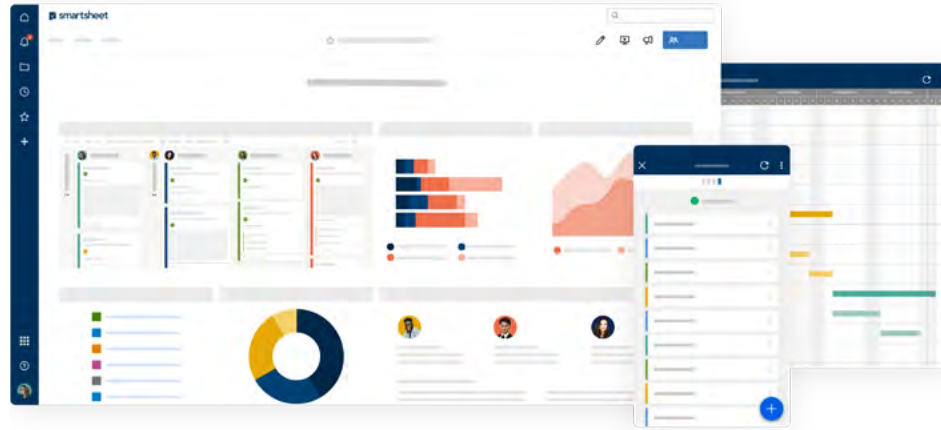
lodestar-solution-center-tile-form

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# Product screens

Product screens are stylized representations of the Smartsheet app, as well as any Premium Add-Ons, Integrations, and more. Product screens should reflect the most recent UI.



Stylized product screens enable us to do the following:

- Highlight certain product features.
- Reduce the user's cognitive load by focusing on specific content.
- Easily position the product for different roles and industries.
- Feasibly and scalably localize content.
- Reduce the time it takes to create product visuals.
- Create consistent styling and better alignment with the product.

## When to use product screens

Product screens are used across all marketing and brand materials, in both digital and print (website, blog, emails, etc.).

Use product screens when you need to simplify and focus the reader's attention. Use an actual screenshot of the app when announcing product releases, or when someone is first learning the product (e.g. in the Help and Learning Center videos).

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# Variations of product screens

## Devices

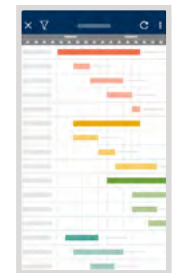
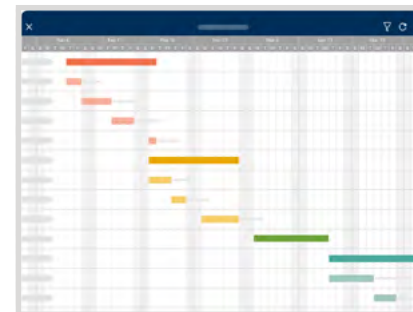
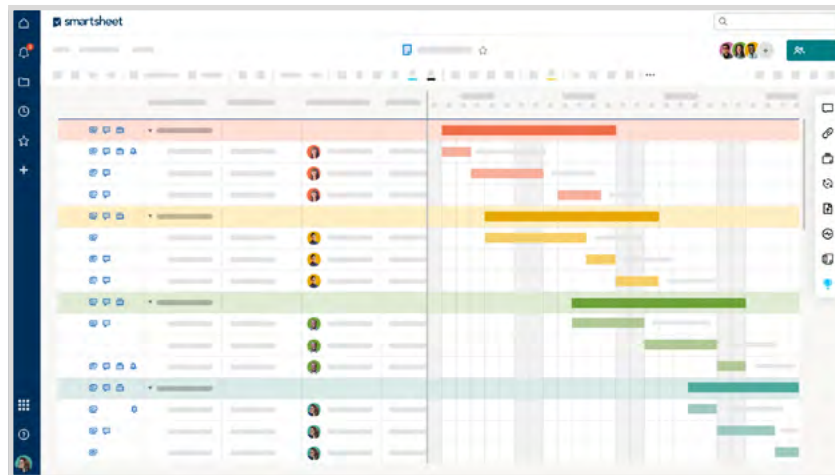
Product screens appear in varying devices: Desktop, Tablet and Mobile Versions.

## Device sizes

Product screens appear in varying devices: Desktop, Tablet and Mobile.

- **Desktop/laptop:** 1600px wide X 900px tall
- **NOTE:** the new desktop size has changed from the previous product screen size (1280x695px)
- **Mobile Portrait:** 375px wide X 667px tall\*
- **Mobile Landscape:** 667px wide X 375px tall\*
- **Tablet Portrait:** 768px wide X 1024px tall\*
- **Tablet Landscape:** 1024px wide X 768px tall\*

\*NOTE: If any mobile or tablet screens appear in an image with the desktop screen, scale the mobile and tablet screen down to 75% of the size, so that they are proportional.



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# Fidelity

Product screens have varying levels of fidelity: low, medium, and high.

Product Screen Elements	Low Fidelity	Medium Fidelity	High Fidelity
Bars and Rails	None	Only if needed for context	All
Photos	None	Only in the focus areas	All
Text	None	Some	All
Icons	None	Some	All

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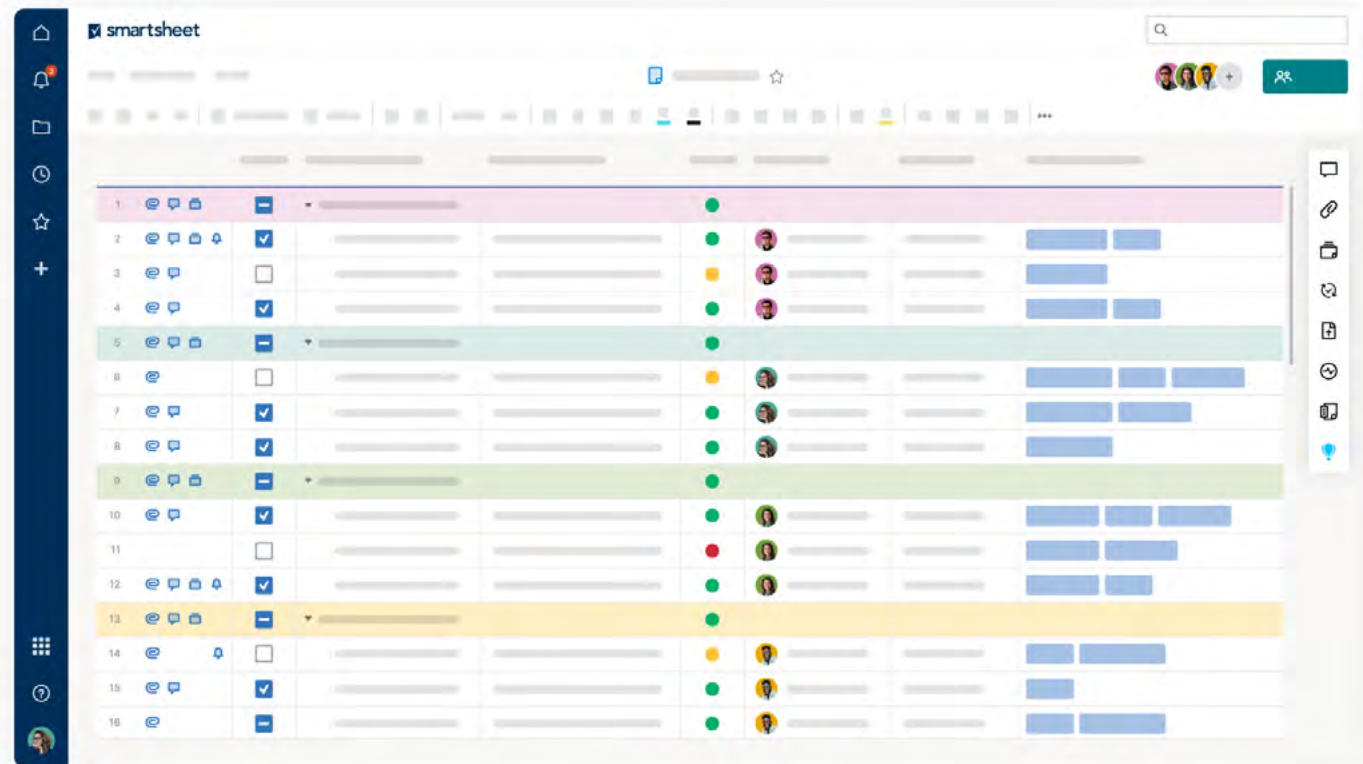
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# Low fidelity framing

Low fidelity is only intended for brand moments that do not require context, when covering multiple languages, and when the image is fairly small. It offers a sense of the product without overwhelming the user with the details.



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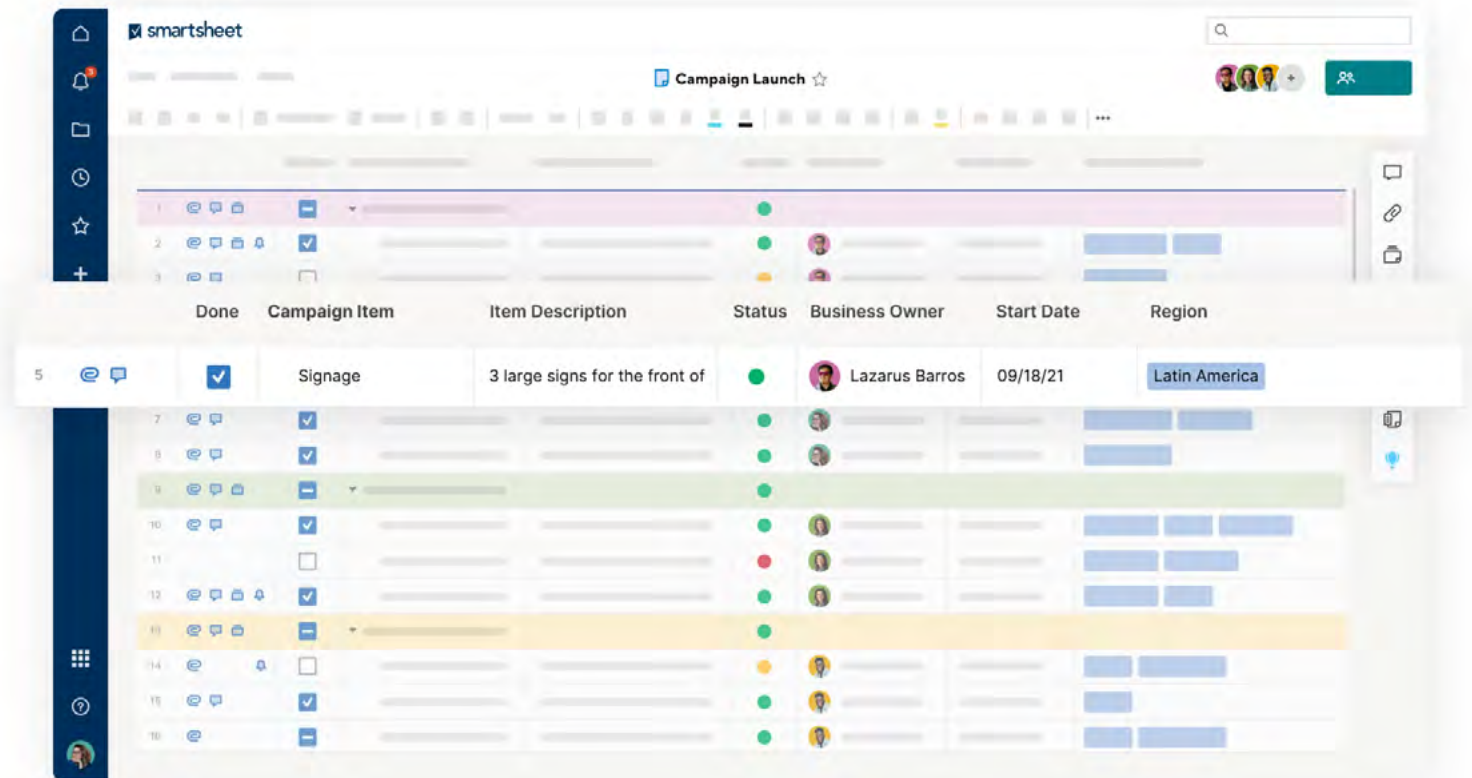
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# Medium fidelity framing

Medium fidelity is the standard; it is used for representing specific information or examples of data and use cases. It reduces cognitive load and allows the user to focus on only what is important to the topic.





# High fidelity framing

High fidelity is preferred during teaching/learning moments and when all the context is necessary. It provides all context and information, therefore it is ideal when a user is first being introduced to the product.

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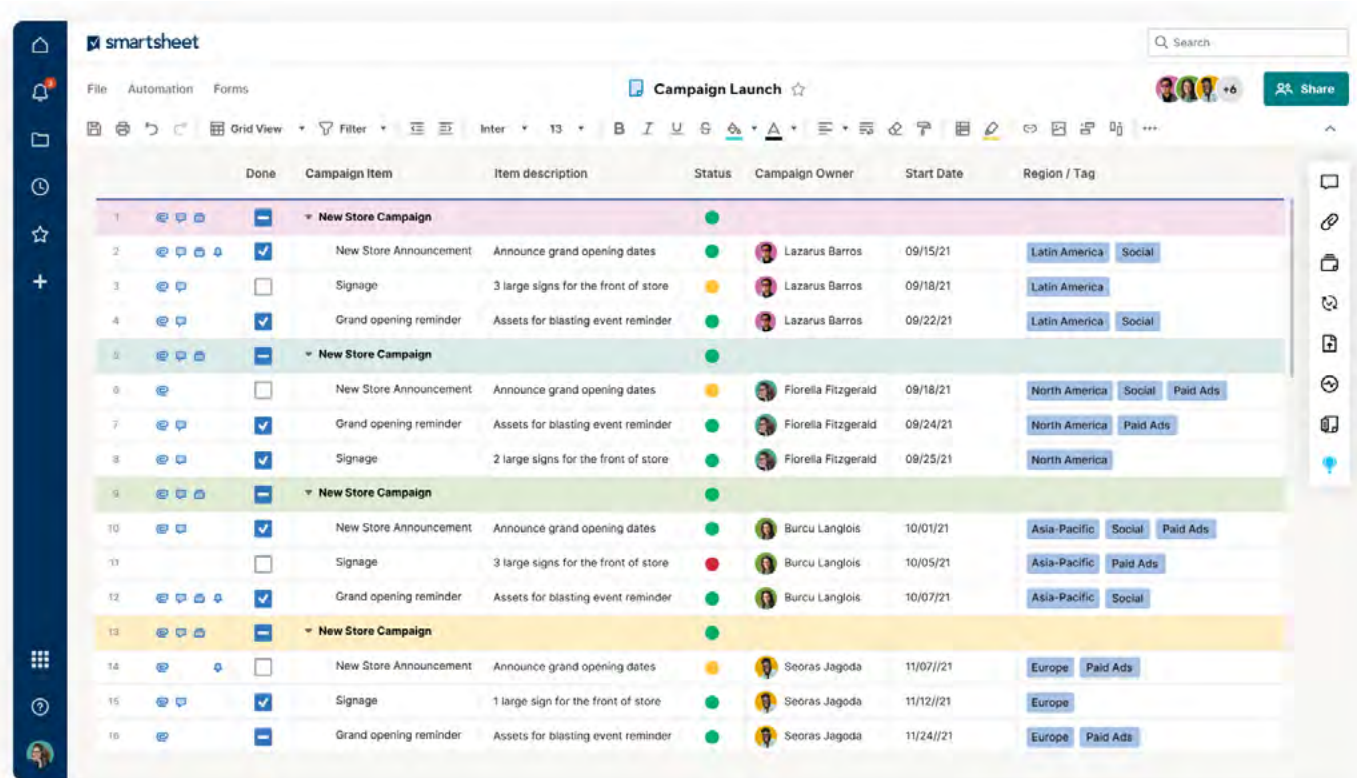
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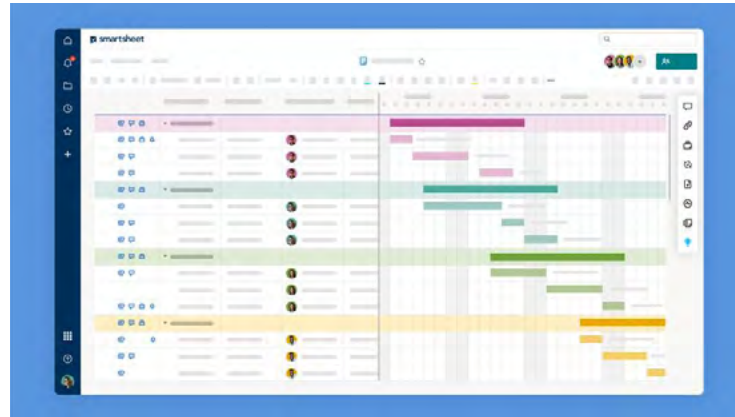
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# Using product screens in designs

How you use the product screens is just as important as how you design the product screen itself. Please request a brand review of your product screen via the

## Background color

Product screens are designed to work with solid, Smartsheet brand colored backgrounds.



**DO**

Do use solid brand colors for the background. See below for a list of approved background colors.



**DON'T**

Do not use sheet colors, non-brand colors, or busy textures and patterns for backgrounds, as they can distract from the product screen content.

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# App background colors

Product screens appear on limited brand colors to ensure they appear consistent across asset types, and so they contrast well against the bolder colors in our brand palette.

	<b>White</b>	HEX #FFFFFF	RGB 255, 255, 255
	<b>Warm Gray 25</b>	HEX #F8F7F5	RGB 248, 247, 245
	<b>Blue 500</b>	HEX #1957DE	RGB 25, 87, 222
	<b>Teal 500</b>	HEX #009689	RGB 0, 150, 137

# Transparency and blending

Do not fade or adjust the transparency on part of the product screen.



Do use full opacity on product screens, cropping is okay. It is OK to crop.



Do not use transparency or partial opacity on product screens.

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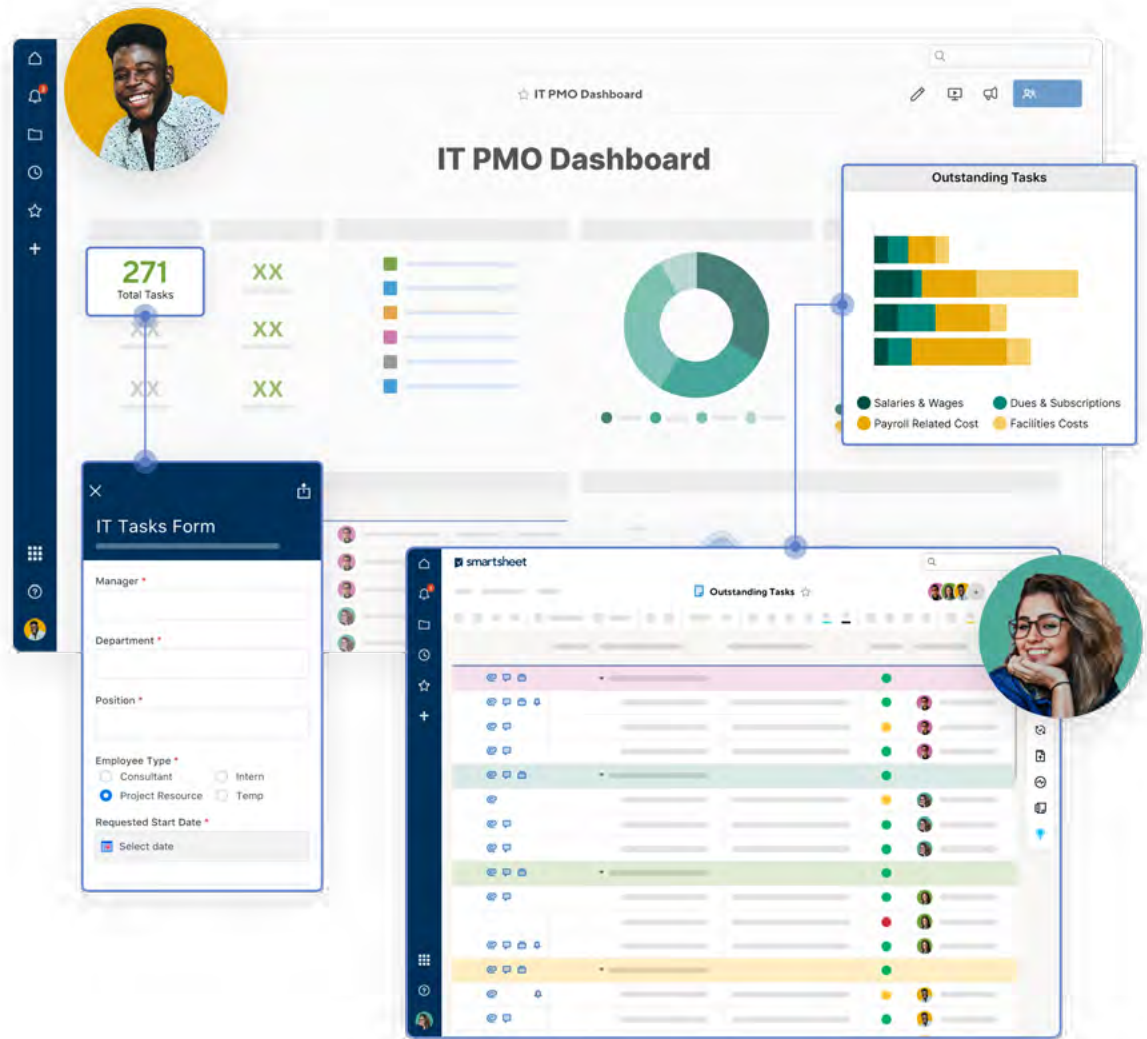
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Use opportunities to show real people (avatars) using the product or within the product. This adds authenticity and the human element.

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# Event logos

Event logos help to establish a visual identity for a Smartsheet event. Only create event logos for conferences or big events that Smartsheet owns or hosts. Any other event that Smartsheet attends likely requires the standard Smartsheet logo and will use assets that follow standard brand guidelines.

\*Note: Request a brand review for any new event logo requests.



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# Swag

It is important to maintain Smartsheet brand standards in merchandise items, as they tend to have a relatively long life and are often seen outside of the company.

## Custom swag

If you need any custom ordered swag, please contact:

[sarah.sidley@smartsheet.com](mailto:sarah.sidley@smartsheet.com) and [marta.bistram@smartsheet.com](mailto:marta.bistram@smartsheet.com).

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# Co-branding

Co-branding styles can be bucketed into three categories, depending on audience and which brand is being promoted alongside Smartsheet: Accounts/Customers, Connectors & Integrations, and Channel Partners. We aim to promote others' brand identity consistently and harmoniously with the Smartsheet brand.

## Principles of co-branding

The principles of our co-branding efforts are as follows:

- **Reinforce brand familiarity:**

Promoting another brand in tandem with Smartsheet adds credibility and familiarity with other brands.

- **Create a purposeful brand presence:**

Be intentional about the proportions of our brand vs. another brand that we direct the focus to. This will be defined by the audience and which brand is appropriate to be at the forefront. For example, ABM assets should have the Customer's brand at the forefront to cater to the account as the audience; Connectors & Integrations should have equal branding as the audience is made up of customers of both brands; Channel Partners should make Smartsheet the primary brand for Smartsheet customers.

- **Ensure alignment and consistency:**

Although we are promoting another brand alongside Smartsheet, we want to maintain our standalone brand standards.

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# When and where to use co-branding

Use co-branding when promoting customers, targeting customers, or announcing new releases. Other companies, such as Channel Partners, also are permitted to co-brand with Smartsheet to show they are a Smartsheet Certified Partner.

## Category-specific co-branding rules

- **Account/Customer co-branding.**

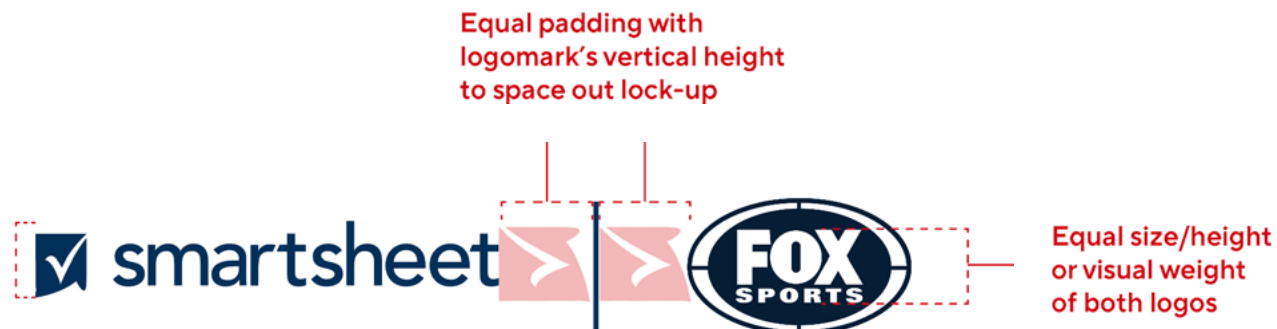
Marketing to specific accounts or promoting specific Smartsheet customers is integral in reinforcing the Smartsheet brand with how Smartsheet serves customers. Customer brands are just as – if not more – important to highlight and celebrate.

- **Locking up Customer logos:**

We use a vertical line or a “pipe” | to separate between account/customer logos and the Smartsheet logo. The line best represents Smartsheet and the Customer side-by-side on equal footing.

- **Logo order and size:**

Typically, the Smartsheet logo should come first (left) when targeting accounts, with the account second (right) and both equal in size. However, we sometimes make the Smartsheet logo smaller than the customer logo, because we want the Customer identity to be noticed in the forefront.





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## Connectors and Integrations co-branding

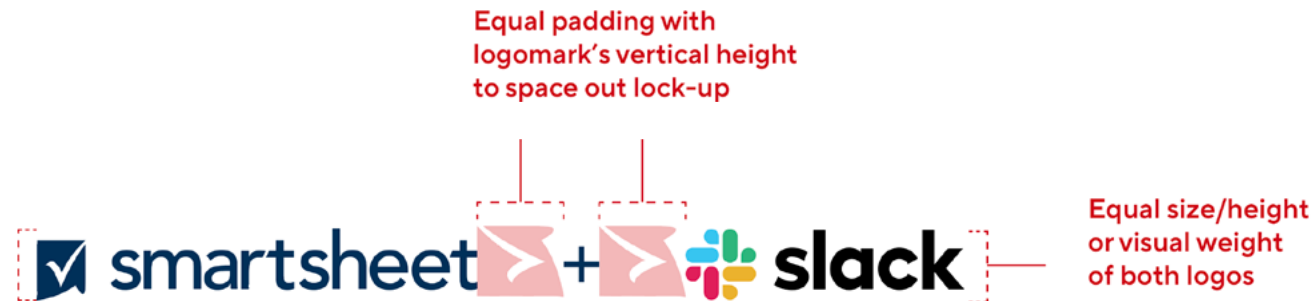
Promoting a Smartsheet Connector or Integration adds credibility and familiarity with their brand identity, and helps represent the app's integration with Smartsheet as its critical additional benefit.

- **Locking up Connectors and Integration logos:**

Use a plus sign + to combine the Connector or Integration logo and the Smartsheet logo. The plus represents the hand-in-hand partnership between the two apps.

- **Logo order and size:**

Typically, the Smartsheet logo should come first (left) when representing or announcing an app that connects with Smartsheet, with the app's logo second (on the right). Both logos should be equal in size or visual weight, because both brands are equally important to conveying the syncing of data between the two.



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## Channel Partner co-branding

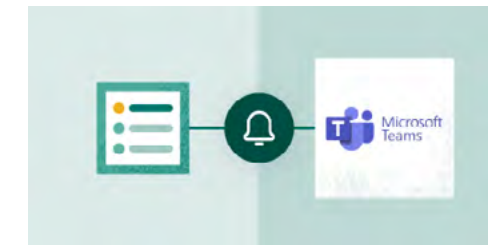
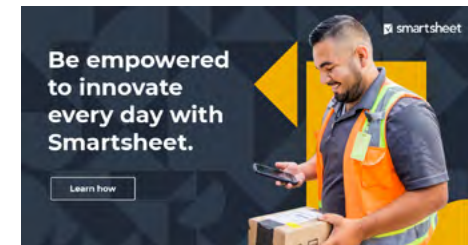
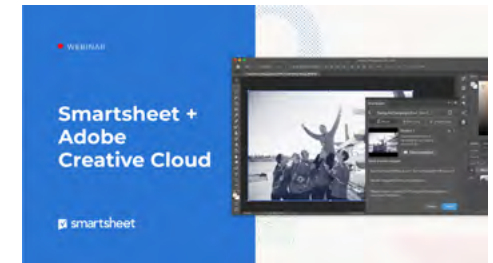
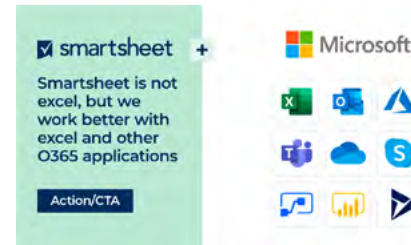
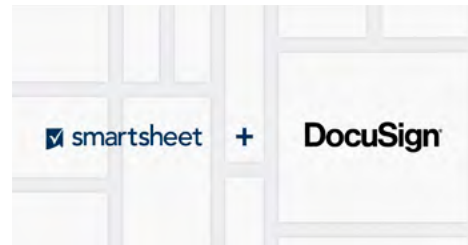
- Locking up Channel Partners logos:**

Use both logos in an open space layout with no symbol separating or combining the two logos. The flexibility of no symbol allows the two logos to be placed in a number of ways in a composition so Channel Partners and promote their partnership with Smartsheet how they need to, whether it be side-by-side, stacked, or one logo at the top and the other at the bottom.

- Logo order and size:**

The order is not as crucial here, because it depends on the type of asset. However the Smartsheet logo must be larger than the Channel Partner logo, as the Channel Partner is marketing Smartsheet and their Smartsheet certified partnership.

**Note:** When using another company's logo, be sure to follow their logo guidance. That usually means using their full color or grayscale logo on our white or warm gray background.



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# Smartsheet Gov

Smartsheet Gov is the government (FedGov) approved instance of the app. Use Smartsheet Gov marketing assets when reaching out to a government or military audience.

## Variations of Smartsheet Gov assets

Leverage geometric shapes, using Smartsheet Gov colors.



30951-fedgov-report-mockup



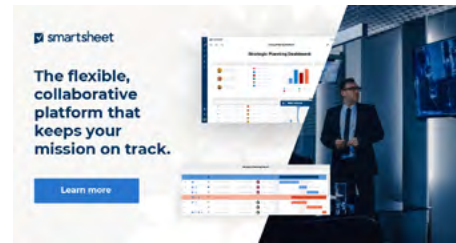
ABM-IT-consideration-linkedin



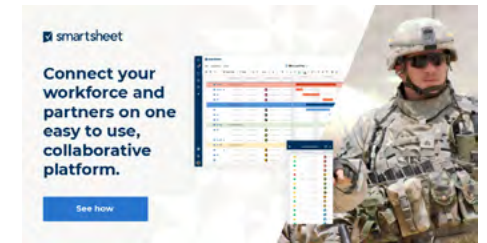
ABM-resource-mgmt-decision-linkedin



36271-abm-fedgov-us air force\_consideration-linkedin-1200x627



36113-abm-fedgov-dept of state\_awareness-linkedin-1200x627



36112-abm-fedgov-us army\_education-linkedin-1200x627

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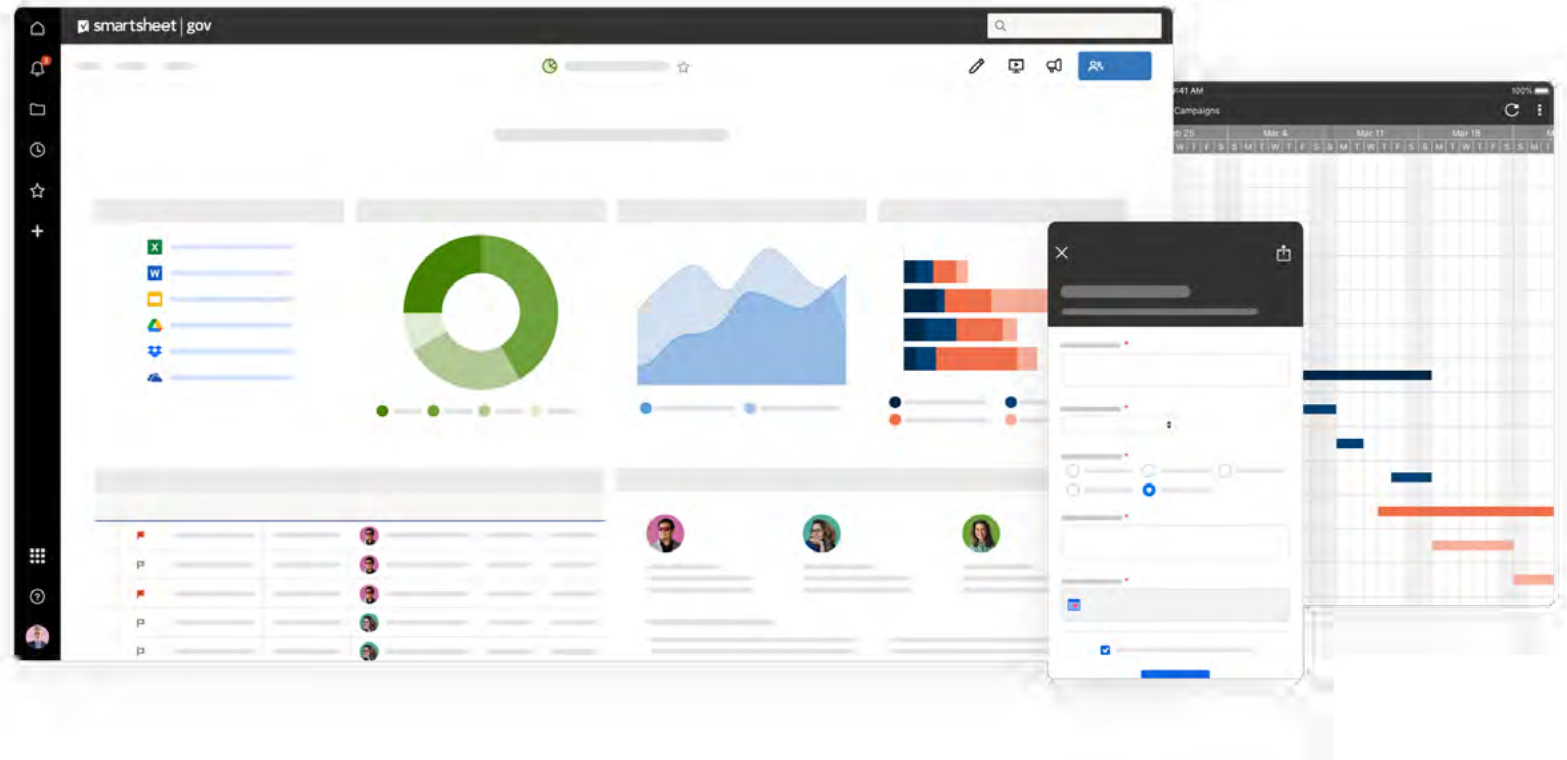
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# Product screen colors

In the Gov instance of the app, the top nav bar is the Smartsheet Gov gray (#323232), and the left rail is black, similar to custom branding. All Smartsheet Gov assets should reflect these different colors. You may repurpose any standard product shots, as long as you change the top nav and left rail colors for Gov.



## How to create Smartsheet Gov assets

Reference the [Visual Language](#) section of the brand guidelines (note that Smartsheet Gov styles vary in colors).

All Smartsheet Gov ads should have the following key elements:

- Smartsheet logo (see logo guidance above)
- Header or tagline
- Button or text link for the call to action (CTA)
- Design elements: product screens, tint bars, geometric shapes, and photography

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# Color

We adjust our primary and secondary colors for Smartsheet Gov to cater to a government and military-focused audience.

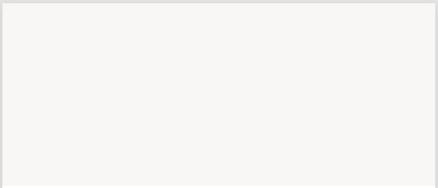
## Smartsheet Gov primary colors




**Warm Gray 800**  
HEX #242424  
RGB 36, 36, 36



**Green 400**  
HEX #3CA210  
RGB 60, 162, 16



**Warm Gray 25**  
HEX #F8F7F5  
RGB 248, 247, 245



**White**  
HEX #FFFFFF  
RGB 255, 255, 255

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**Smartsheet Gov secondary colors**




**Green 200**  
HEX #96CB80  
RGB 150, 203, 128



**Blue 500**  
HEX #1957DE  
RGB 25, 87, 222



**Blue 800**  
HEX #00184D  
RGB 0, 24, 77



**Blue 300**  
HEX #6392F8  
RGB 99, 146, 248

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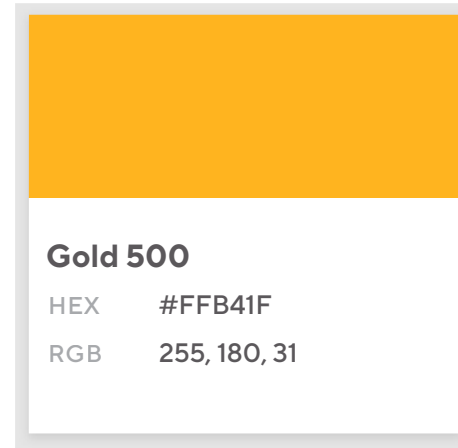
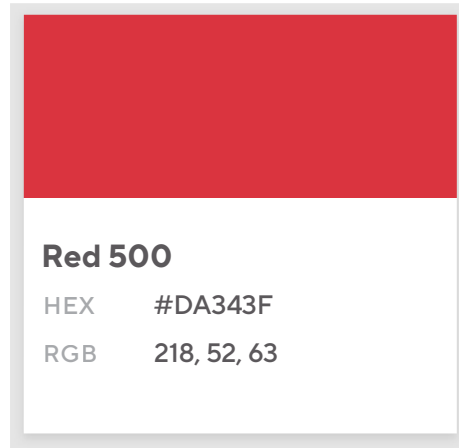
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### Smartsheet Gov tertiary colors



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# Smartsheet logo for Smartsheet Gov

Always use the typical Smartsheet logo in ads, rather than the Smartsheet | Gov lockup (which is only used in the app). We want to reinforce brand recognition – rather than dilute it with the Smartsheet | Gov lockup.

In marketing assets and ads, the Smartsheet logo should be smaller than the header copy font, but large enough to be readable in small banner sizes. Avoid putting the logo on a busy background.



smartsheet-logo-blue-800-on-white



smartsheet-logo-white-on-blue-500



smartsheet-logo-blue-800-on-warm-gray-25



smartsheet-logo-white-on-warm-gray-800

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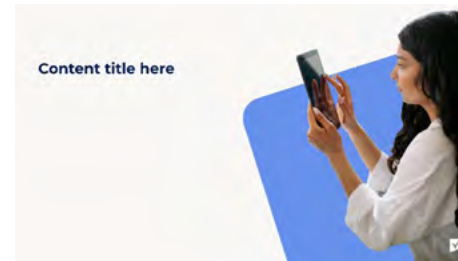
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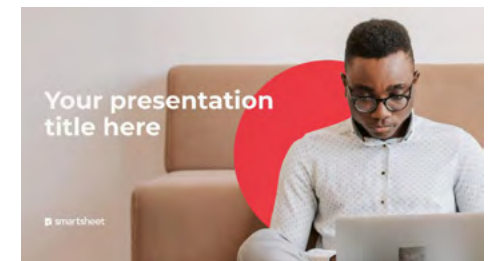
Geometric shapes consist of squares, rectangles, circles, and right triangles, and are design elements that can be used to add color or pattern to assets. Geometric shapes can be use alone or arranged in a pattern to create anything, like building blocks. They show connectivity and fluidity, which parallels how Smartsheet can be ever-changing, and how easy-to-use pieces can be configured to build something very complex.



45° pill shape masking out photo



22.5° square shape background



0° circle shape integrated with photo

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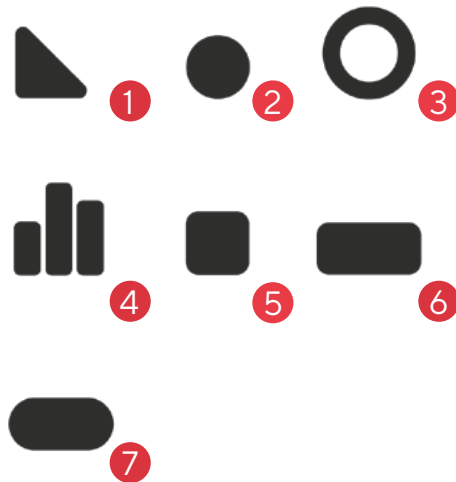
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# Basic shapes

There are seven basic shapes, which can be used as design elements: triangle, circle, donut chart, bar graph, square, rectangle, and round capped rectangle.

These basic shapes can also be used in combination to create more complex data visualization shapes, like bar and donut graphs.



- 1 Triangle
- 2 Circle
- 3 Donut chart
- 4 Bar graph
- 5 Square
- 6 Rectangle
- 7 Round Cap (pill) Rectangle

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# Restricted shape angles

These shapes can be flipped horizontally and vertically, but are restricted to limited angles to maintain order and consistency between design elements.

0°	22.5°	45°	90°
----	-------	-----	-----

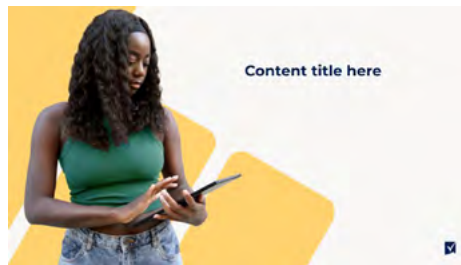
## When and where to use shapes

Shapes are primarily used as background elements that help ground the design, add depth, color, and dynamism.

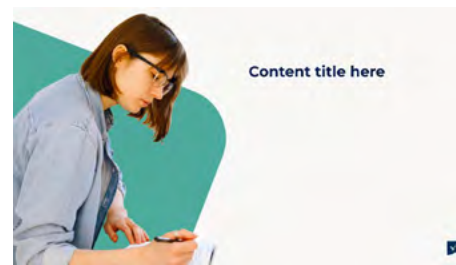
### Variations of shapes

**There are three primary ways to use the geometric shapes:**

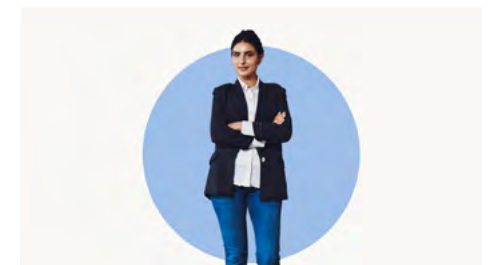
1. Colored shape in background (for depth behind photo or product screen)



Shape in background, -22.5° angle



Shape in background, -22.5° angle



Shape in background with photo masked

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2. Shape that masks out a photo

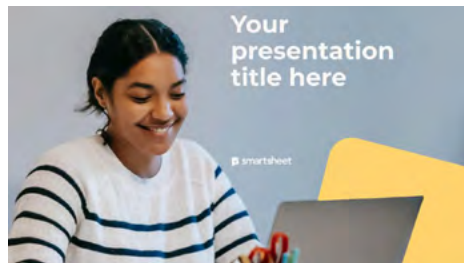


Photo masked by shape

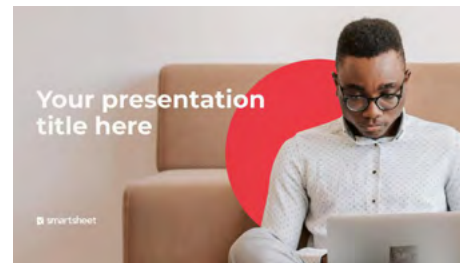


Photo masked by colored shape

3. Colored shape integrated with a photo



Colored shape integrated in photo, emphasis on device



Colored shape integrated in photo, emphasis on person

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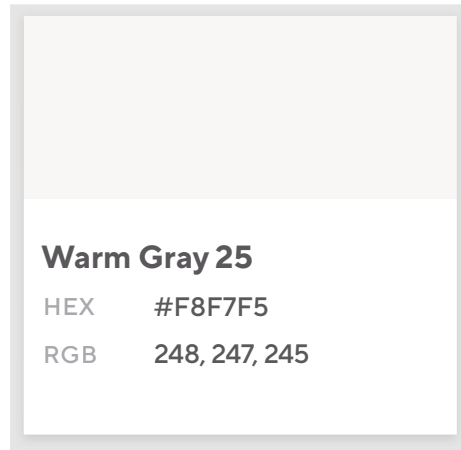
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# Background color

This is the background color all shapes can be used over.



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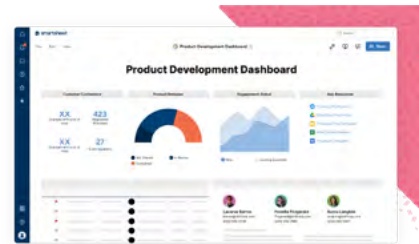
# Using shapes in designs

Geometric shapes help add dynamic angles and color to enhance design layouts. When creating a layout with geometric shapes follow these guidelines:

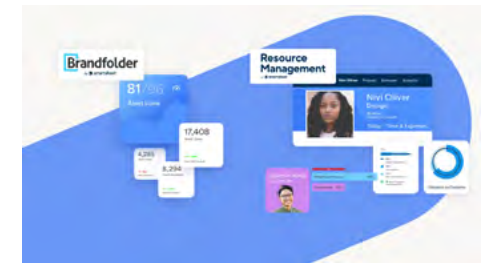
- Give headlines, body copy, logos, and other important content a clear area. If copy will go on top of a shape, use a lighter tint in the color scale to ensure readability.
- Shapes can be rotated on 0°, 22.5°, or 90° (we sparingly use 45° angles).
- Use one shape per composition.
- Use one brand color inside each shape or composition, to avoid the design becoming overly busy.
- Use full opacity (100%) on the geometric shapes, so they are bold and impactful.
- Refine, refine, refine. Avoid using too many shapes unless you are creating a pattern.



90° shape behind product



45° shape with illustration inlayed



22.5° shape behind product pieces

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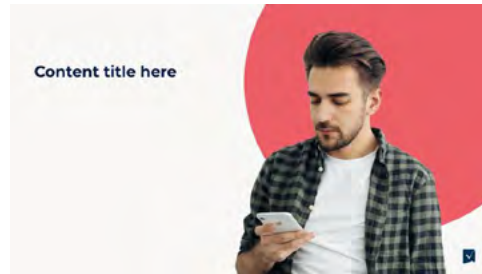
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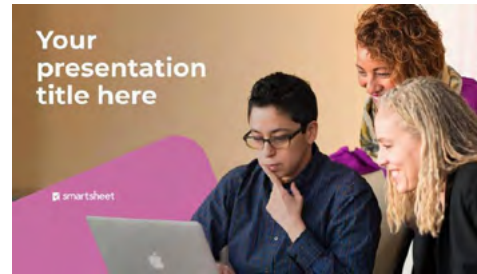
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# How to create geometric shapes

## Geometric shapes individual



✔ You may crop shapes off in composition.



✔ You can use shapes to emphasize devices or people.

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# Geometric shapes

## Audience: Who is this for?

These guidelines are primarily intended for those who create animation, motion, video, and UI/UX components, as well as specific groups within the brand marketing and product design orgs. Managers who oversee these creators may also benefit from (e.g. a product marketing manager who needs to onboard a video vendor).

## Manifesto

Motion is a critical part of our goal to create delightful product and brand experiences. The main objective of our work is to focus attention and inform viewers, and we get there in surprising, creative, and pleasing ways.

Our product may not be the flashiest, but it is incredibly powerful. So, when it comes to our motion design, we avoid decoration – instead, we strive for simplicity and economy. Our work should feel light, nimble, quick, but also intentional, thoughtful, and precise. More discerning eyes will notice our attention to detail, but even the less design-savvy will feel the effect.



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# Principles: Why we put things in motion

We use motion intentionally and thoughtfully, to do the following:

1. Focus attention with precision.
  - Direct the eye. Where should the user or viewer be looking?
  - Convey importance.
  - Keep the viewer engaged.
2. Inform and educate.
  - Show status
  - Give feedback
  - Hierarchical relations
  - Show options
3. Express the Smartsheet brand starting from a place of empathy.
  - Make memorable the mundane; enhance the common
  - Gamification: reward milestones and progress
  - Distill complexity with intuitive ease
4. Be tastefully cheeky.

We spend a lot of time working, nobody ever said it couldn't be fun. Cheeky humor is a way of relating to and engaging more people in our mission, and we think that's good. We want to make learning fun — that is, to “edutain.”

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# Style: How we put things in motion

Use the below Dos and Don'ts as guides to question, hone, and advance your Smartsheet motion and animation projects.

**✔ DO**

- Enhance
- Focus
- Engage
- Deploy brand expression
- Delight!

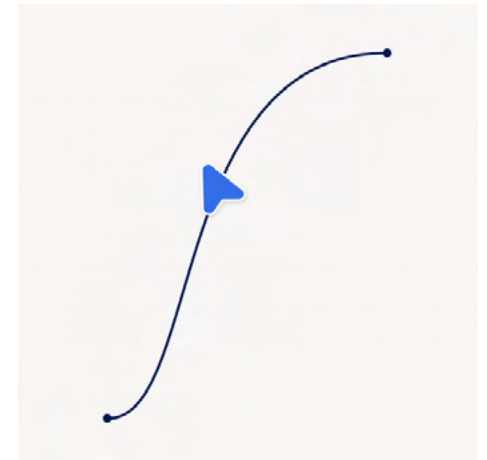
**✘ DON'T**

- Distract
- Overwhelm
- Bore
- Be heavy or abrupt without purpose

## Principles in motion

### 1. Focus attention with clarity, simplicity, and precision

Movement can be quick and easing can be short (focused on the outgoing keyframe). Techniques outside of motion can and should be embraced – shifting camera focus, color, opacity, scale, etc.



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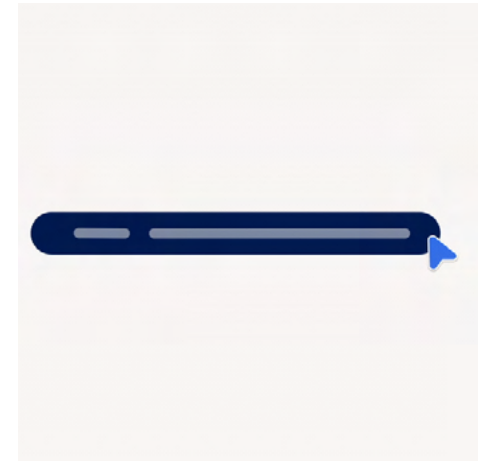
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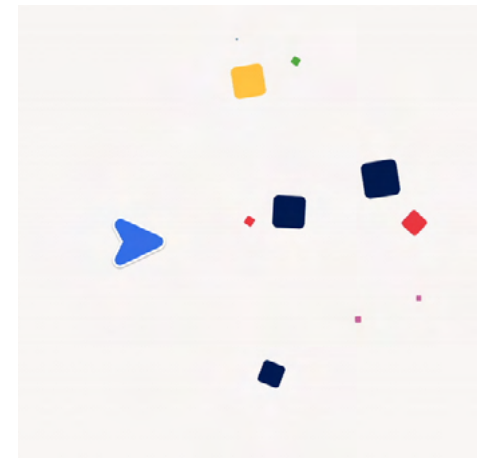
## 2. Inform and educate

Movement should be tangible and informative. Making information digestible is paramount. The ease in and out should be strong – focused on the incoming keyframe.



## 3. Express the Smartsheet brand

Determine the mood. Is this a time to be serious or silly? Use anticipation, overshoot, secondary action, and exaggeration.



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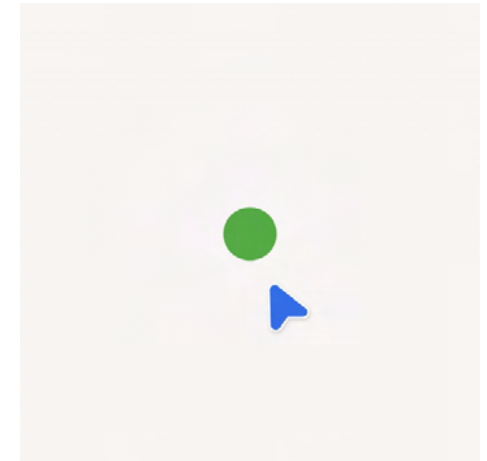
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### 4. Be tastefully cheeky

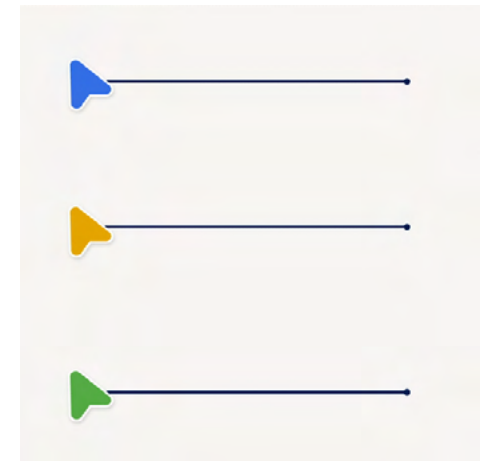
Start with thoughtful scripting and storyboarding. The idea should lead the animation. We still obey the laws of physics but sleight of hand and even magic are welcome.



## Choreography

### Complex

Motion cascades from one element to the next. This is the ideal and first choice.



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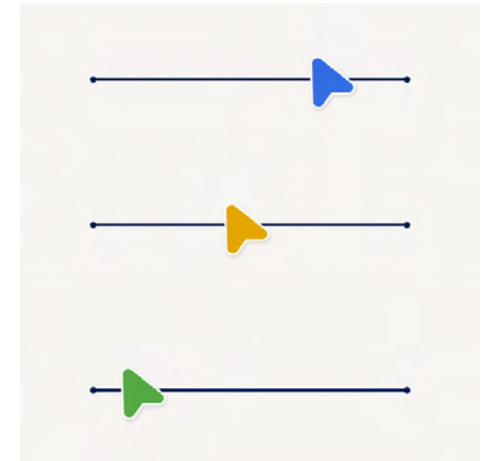
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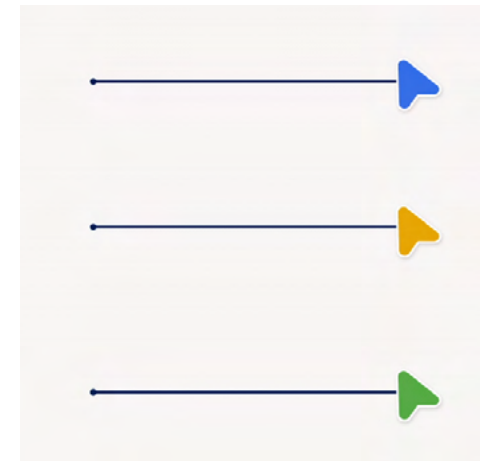
### Simple

Use when motion is purely utilitarian, and for background elements.



### Step

Specific use cases only (e.g. a GIF with file size requirements).



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# Pre-production discovery

## Prior to starting a project, determine the following:

### Goals and objectives

- What is the goal of the project?
- How will success be measured?
- Who are the stakeholders and who should be invited to review?
- Who is the producer or PM?

### Specifications

- What are the deliverables?
- What is the ultimate destination for the deliverables?
- What is the frame rate?
- What is the size/aspect ratio (16x9, 9x16, 1:1)?
- Are there color specifications we need to adhere to?
- Is there audio? If so, are there requirements (LKFS, LUFS, etc.)?
- Are there file size requirements?
- Are captions needed?

### Next steps

- Who will the working files be handed off to?
- Will these files be versioned for international delivery?

Motion vocabulary	
Beat	8 frames (in a 24fps environment)
fps	frames per second
trt	total run time
aspect ratio	video / frame width x height.
animatic	storyboard set to VO (scratch read okay)

**BASICS****VISUAL LANGUAGE****LAYOUT****VIDEO AND MOTION**

# Video specifications

Be mindful of where your video or animation will be used. Often, content will live across several channels. This may inform how you build and format your video.

## Standard

MP4, H.264 - 1920x1080 - 23.976fps

This is the most widely used format across Smartsheet.

Captions: Please supply a .SRT file with your final video.

## Email

GIF - 1200x600 (or based on design guidance)

Heavily limit the use of color, motion, and runtime for email videos. The final output should be no more than 1mb in size. Unless otherwise specified, GIF animations should loop.

## Instagram

MP4, H.264 - 1080x1080 - 23.976fps

Captions: Bake in captions on video containing dialogue.

## Twitter

MP4, H.264 - 1920x1080 - 23.976fps

Captions: Bake in captions on video containing dialogue. Include the caption file in your final project deliverables.

## LinkedIn

MP4, H.264 - 1920x1080 - 23.976fps

Captions: Bake in captions on video containing dialogue. Include the caption file in your final project deliverables.

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# Product screens in video

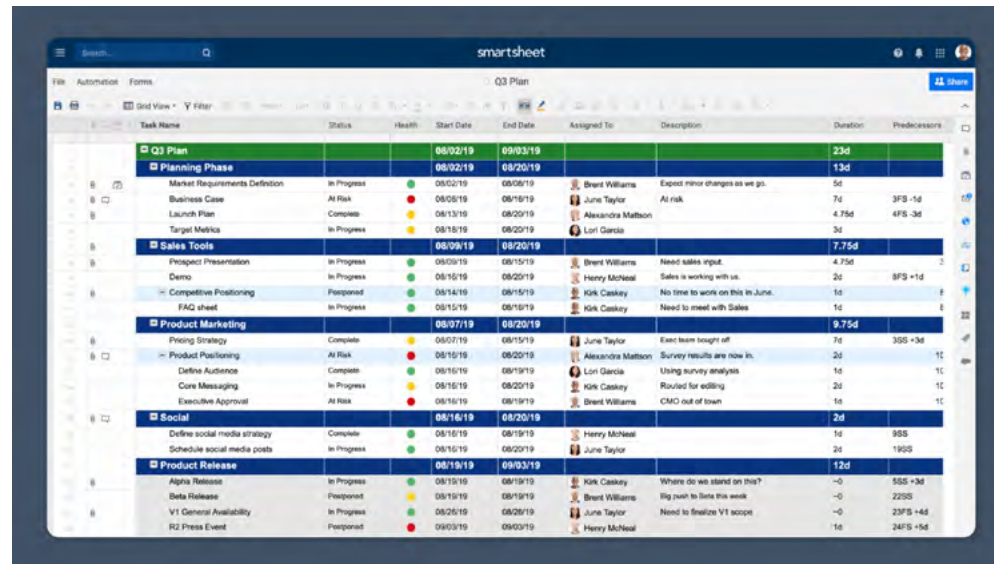
Product screens can either be a stylized representations of the Smartsheet app, or screen-captured footage of a live environment. For additional guidance on product screens, visit the [general product screens](#) section.

## Guidance

### Composition

When showing the entire product screen, maintain rounded edges and a drop shadow.

A fullscreen approach is also acceptable.





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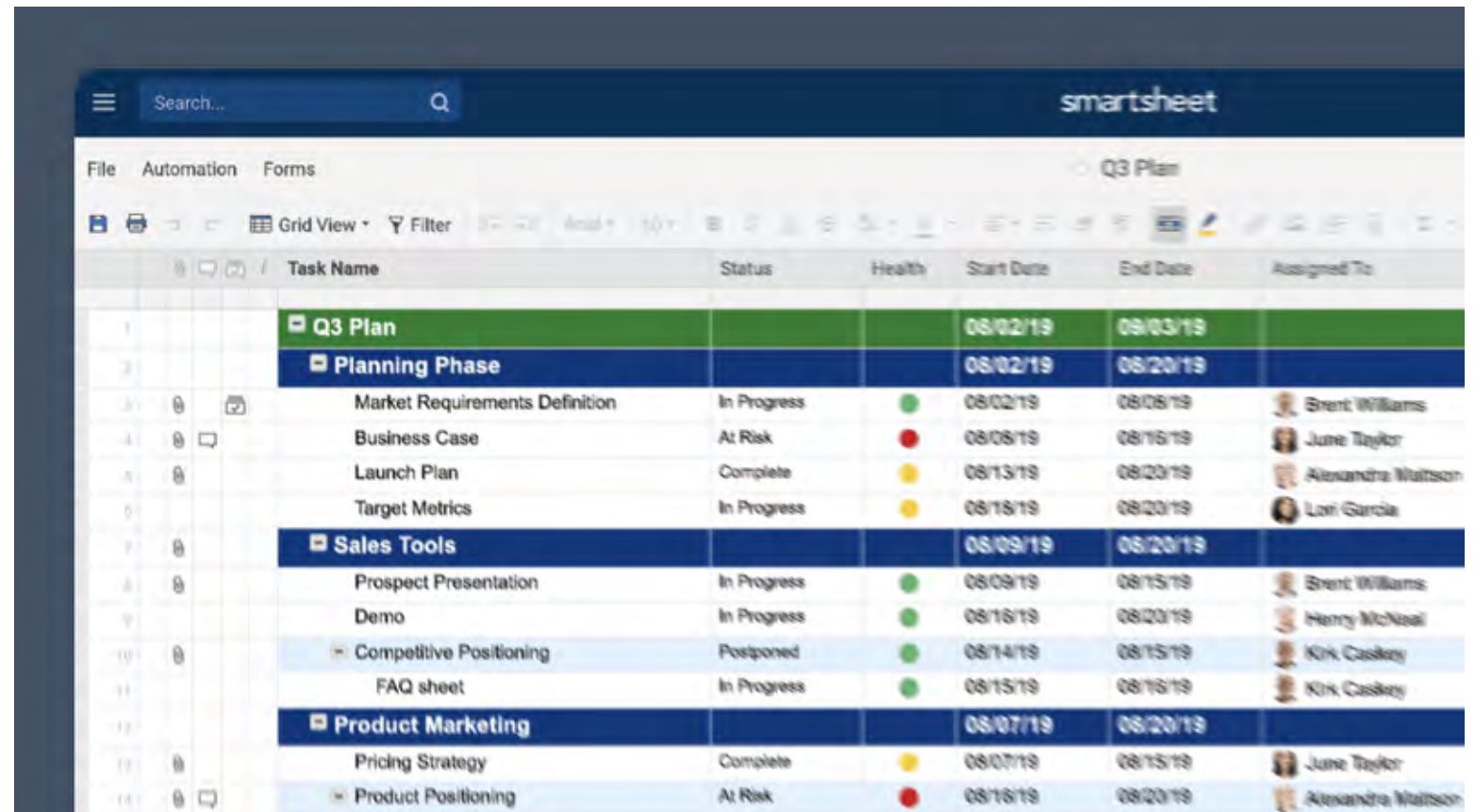
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**Scaling and panning**

When scaling and panning, always ensure that the viewer can effortlessly track your motion.

For spatial context, the edges of the product should be visible whenever possible.



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Use product screens to add real-world context to projects that leverage video footage, are industry-specific, or contain a narrative.



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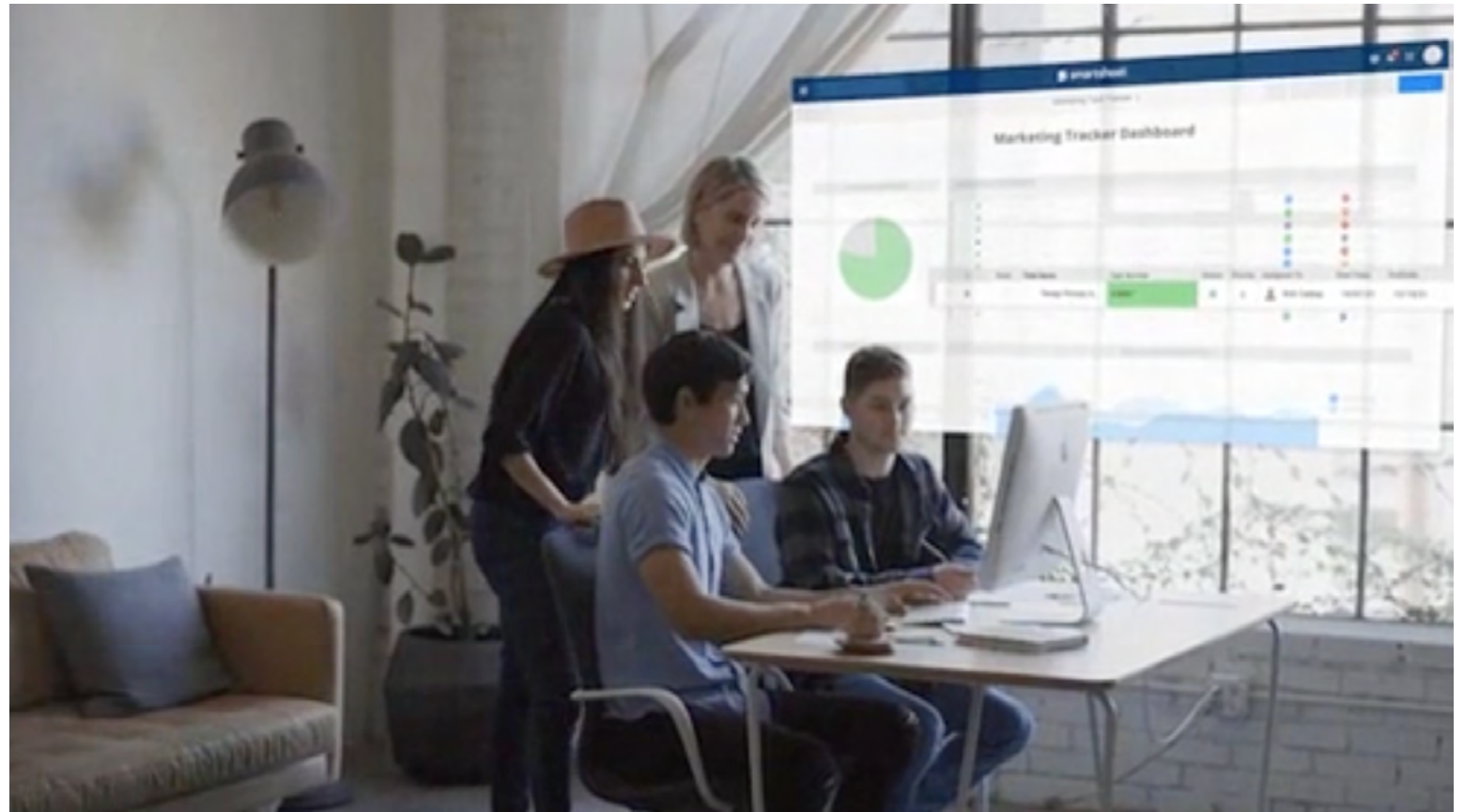
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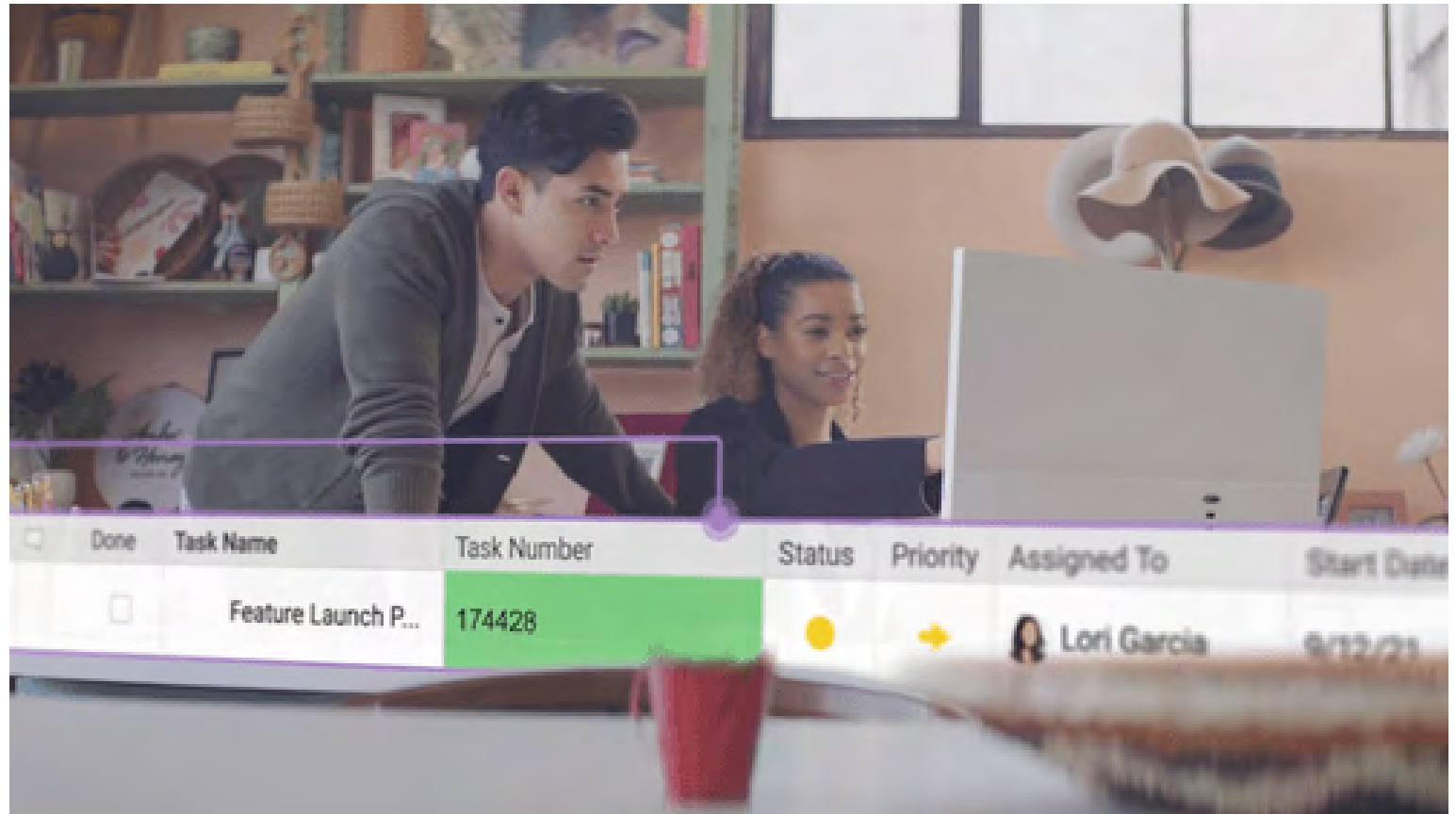
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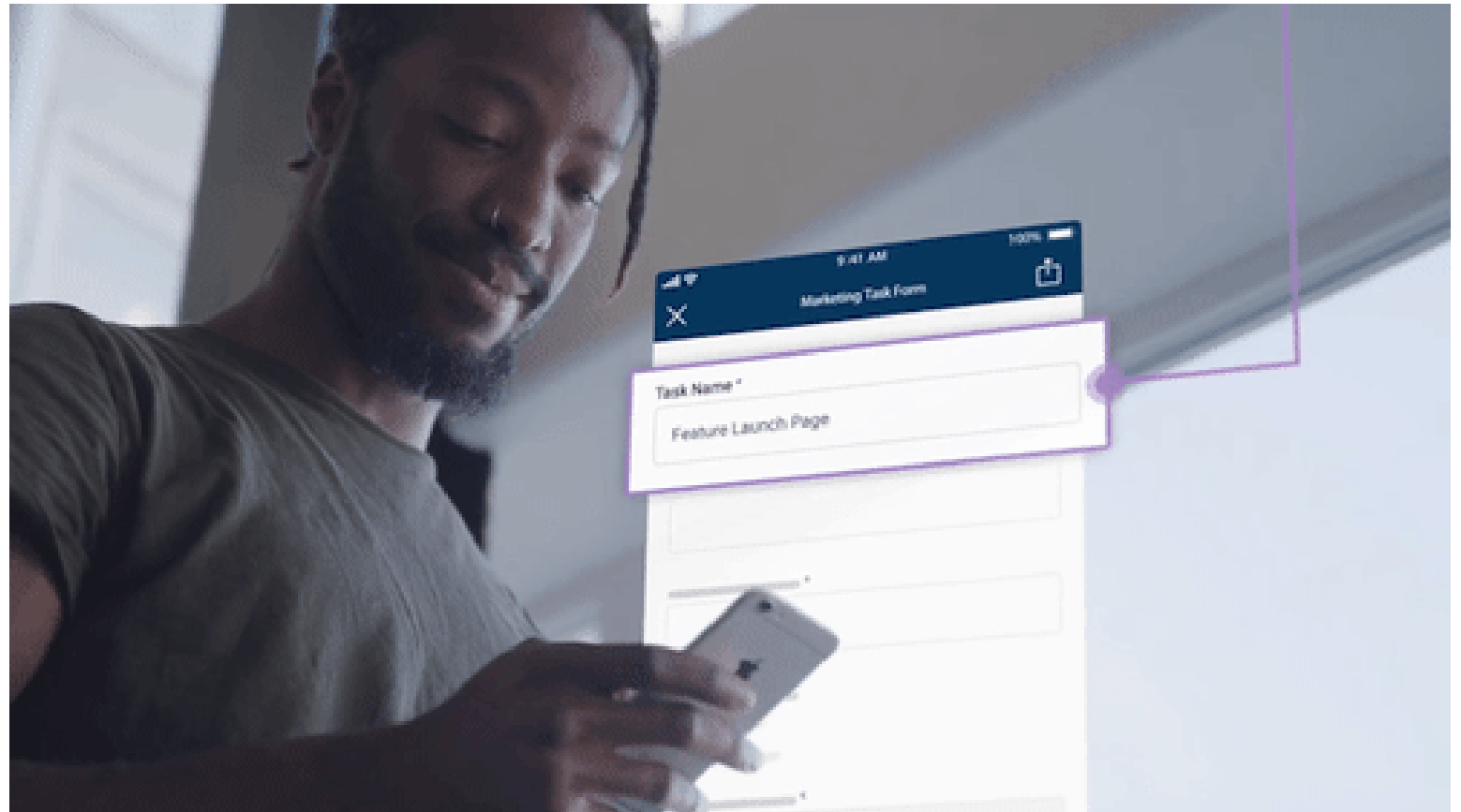
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# Dos and don'ts

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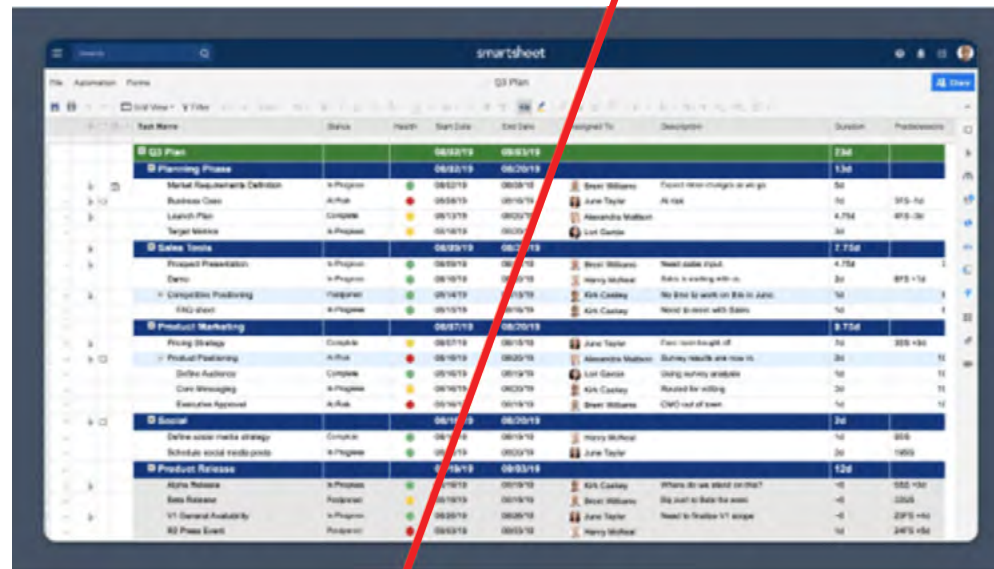
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Scale and pan using the entire product frame.



Scale and pan the product inside of the framing

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Task Name	Status	Start Date
<b>Q3 Plan</b>		08/02/19
<b>Planning Phase</b>		08/02/19
Market Requirements Definition	In Progress	08/02/19
Business Case	At Risk	08/08/19
Launch Plan	Complete	08/13/19
Target Metrics	In Progress	08/18/19
<b>Sales Tools</b>		08/09/19
Prospect Presentation	In Progress	08/09/19
Demo	In Progress	08/16/19
Competitive Positioning	Postponed	08/14/19
FAQ sheet	In Progress	08/15/19
<b>Product Marketing</b>		08/07/19
Pricing Strategy	Complete	08/07/19
Product Positioning	At Risk	08/16/19
Define Audience	Complete	08/16/19

✔ DO

When shown, ensure that your product corners are nicely framed.

Task Name	Status	Health
<b>Q3 Plan</b>		
<b>Planning Phase</b>		
Market Requirements Definition	In Progress	

✘ DON'T

Don't include the browser, or tabs in the framing.

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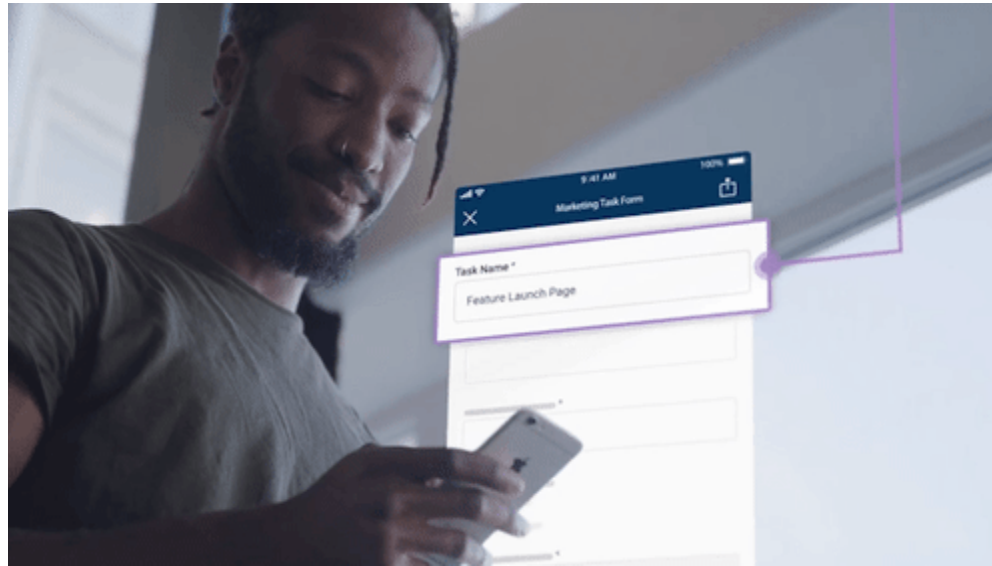
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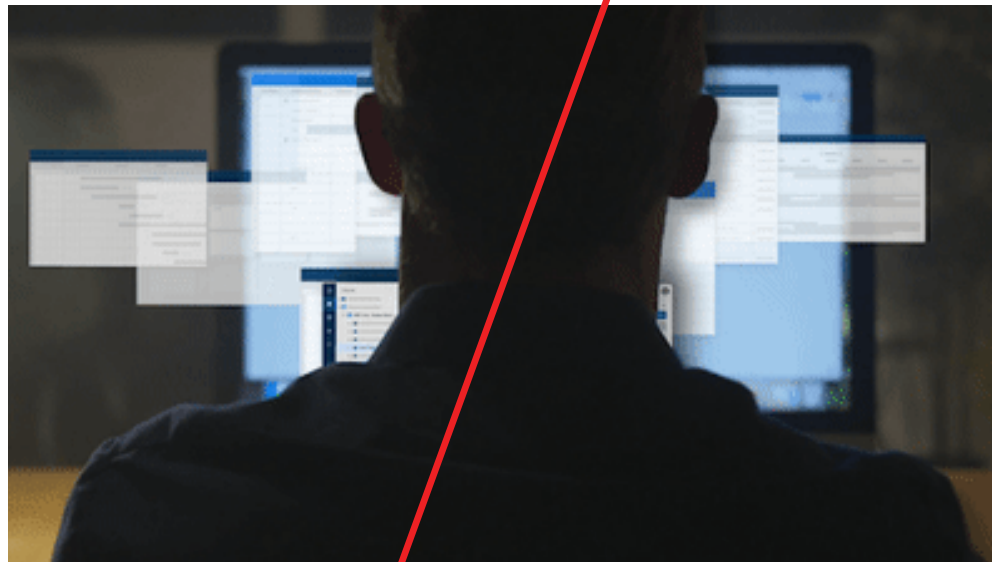
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 **DO**

Use creative layering to create depth in a non-distracting manner.



 **DON'T**

Scale and pan the product inside of the framing.



# Help

Need more guidance, a brand review, or brand assets?

Visit