

VOYAGER

BRAND GUIDELINES

2013

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WHAT IS VOYAGER?



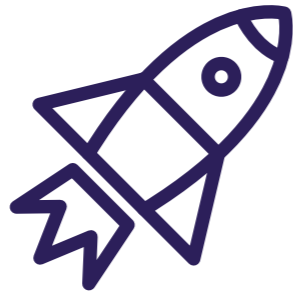
SMART has built an organization with a mindset biased for action, innovation & constant change.

Our goal is to come out with market shaping services that are relevant to the needs of our customers.

The products we sell, how we do things, the way we are structured, the networks, systems and platforms that support us are all changing and evolving.

We need to evolve to an organization that is better positioned for the future new business streams & evolving business models.

THE MISSION



MISSION

Transform & energize communities through the creation, development & delivery of game-changing digital services.



VISION

Be the preferred partner in digital life innovations.

CORE VALUES



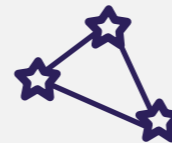
CUSTOMER-INSPIRED
We always start with the customer.



RISK TAKING & ACCOUNTABILITY
We push boundaries.



OPENNESS
We embrace possibilities.



TEAMWORK
We win together.



CURIOSITY & CREATIVITY
We dare to ask.



DRIVE FOR EXCELLENCE
We keep raising the bar.

PRIMARY LOGO



VOYAGER

Voyager; A long journey to an unknown or distant place.

The graphic logo represents the compass, a navigational tool to point out voyager to the direction of destination. The arrow, pointed at a 45 degree angle, in Chinese 'Feng Shui' is the position of success and wealth.

COLOR SPECIFICATIONS

WEB

<p>VOYAGER BLUE</p> <p>C97 M100 Y33 K27 R44 G31 B90 #2C1F5A</p>	<p>SUN YELLOW</p> <p>C0 M29 Y91 K0 R253 G187 B48 #FDBB30</p>	<p>SPACE BLACK</p> <p>C73 M67 Y65 K78 R26 G26 B26 #1A1A1A</p>	<p>OFF WHITE</p> <p>C1 M1 Y1 K0 R249 G249 B249 #F9F9F9</p>
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PRINT

<p>VOYAGER BLUE</p> <p>C100 M97 Y0 K45 R22 G20 B95 #16145F</p>	<p>SUN YELLOW</p> <p>C0 M29 Y91 K0 R253 G187 B48 #FDBB30</p>	<p>SPACE BLACK</p> <p>C70 M67 Y64 K74 R35 G31 B32 #231F20</p>	<p>OFF WHITE</p> <p>C5 M4 Y7 K0 R239 G238 B231 #EFFFF7</p>
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COLOR SPECIFICATIONS

GRAYSCALE 01



VOYAGER

GRAYSCALE 02



VOYAGER

FULL COLOR 01



VOYAGER

FULL COLOR 02



VOYAGER

PRIMARY TYPOGRAPHY

VENERA 700

ABC012

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Book

Abc012

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Gotham Bold

Abc012

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abcdefghijklmnopqrstuvwxyz
1234567890**

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Helvetica Neue

Abc012

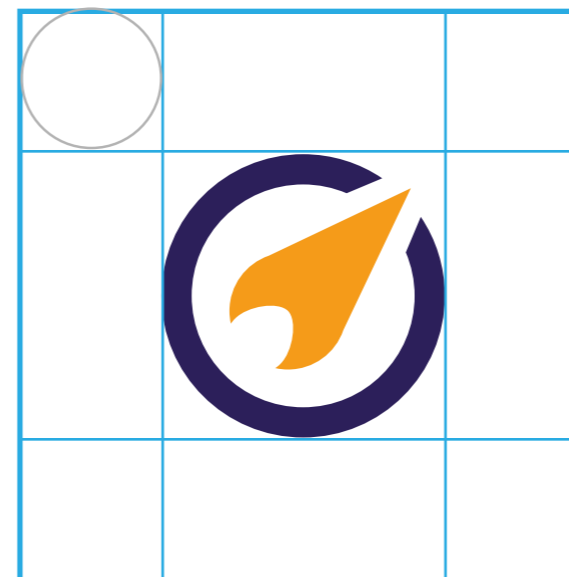
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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LOGO USAGE GUIDELINES

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.

1. All logo artwork is provided as Adobe Illustrator, based EPS.
2. A minimum clearspace must be maintained on the perimeter surrounding logo artwork as outlined on Logo Clearspace page. Must use the artwork provided.
3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
5. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
6. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.



MINIMUM SIZES



25px



120px

LOGO USAGE DONT'S

1. Don't change the logo's orientation.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the logo colors.
5. Don't crop the logo in any way.
6. Don't put a white box around the logo when placed on a dark or busy background.
7. Don't present the logo on "vibrating" colored backgrounds.
8. Don't present the logo in "outline only" fashion.
9. Don't place the logo on similarly-colored backgrounds.
10. Don't outline the logo in any color.
11. Don't add "drop shadow" effects to the logo.
12. Don't reconfigure or change the size or placement of any logo elements.
13. Don't stretch or squeeze the logo to distort proportions.
14. Don't recreate elements or replace with something else.



LOGO APPLICATIONS

Powered by
VOYAGER

Powered by 

