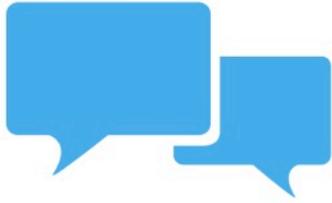


Logo Guidelines

These guidelines

1. Have been developed to be easy to understand and to use in all marketing materials.
2. Should be applicable to everything
3. Are flexible enough to allow for different executions
4. Are NOT OPTIONAL.



smscentral

WE'LL GET THE MESSAGE THROUGH

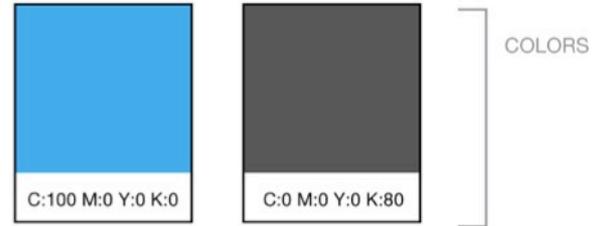
Logo



Think of the SMS CENTRAL logo and tagline as individuals that make a great team.

SMS CENTRAL logo needs its personal space so don't crowd it with titles, copies or any other content. Do not invade its personal room!

Logo



The logo should have a minimum clear space around it.
This space is equal to the width of the 'S' in the SMS CENTRAL logo.

Logo

SQUARE FORMAT



Reduced version for social networks use.
(or anything requiring a square logo)

Branding

DOs



ONLY for grayscale materials.



For coloured background applications.

Branding

DOs



ONLY for photos.



ONLY for contrasting colorful backgrounds.

Branding

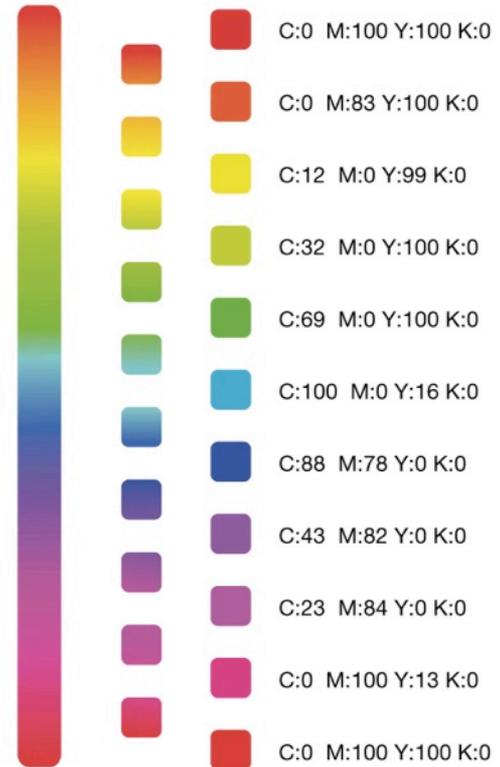
DON'Ts



Colour Direction

Think of the color palette as a rainbow, to use in boards and marketing pieces, to differentiate concepts or backgrounds messages.

You can either use the 11 plain colours or mix them with the previous or next one in the palette.



Questions or doubts?

If you are not sure about a particular execution,
or you would like additional branding materials,
get in touch with **Agus Echagüe**
agus@smscentral.com.au