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1. USAGE GUIDELINES

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1. USAGE GUIDELINES continued

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1. USAGE GUIDELINES  continued

Smartsheet appreciates your cooperation with these Smartsheet Branding Guidelines, and your appropriate use of Smartsheet’s intellectual property. If you find a website that uses a Smartsheet trademark inappropriately, please contact Smartsheet. For additional information with respect to Smartsheet Marks or Smartsheet’s intellectual property portfolio, please contact legal@smartsheet.com.
2. Using Smartsheet Marks DO’s

- Do always use proper trademark form and spelling.

- Do distinguish trademarks from surrounding text with appropriate capitalization (initial letters capitalized or all letters capitalized), italics, or quotation marks.

- Do always use the trademark as an adjective, not a noun or a verb. For example:
  
  - Proper Use: “Use of the Smartsheet software-as-a-service platform is becoming increasingly adopted company wide.”
  
  - Improper Use: “Smartsheet is becoming increasingly adopted company wide.”

- Do include an attribution of Smartsheet’s ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication. For example: “Smartsheet, the Smartsheet logo, and the checkmark, are trademarks or registered trademarks of Smartsheet Inc. in the United States and other countries.”
3. Using Smartsheet Marks DON’Ts

• Don’t modify a trademark to a plural form.
• Don’t translate a trademark into a foreign language.
• Don’t alter a trademark in any way, including through visual identifiers or unapproved fonts.
• Don’t use or register trademarks that are confusingly similar to Smartsheet trademarks.
• Don’t abbreviate a trademark as an acronym except where there may be a Smartsheet authorized acronym.
• Don’t use in relation to products or services across any mediums that may be explicit, vulgar, offensive, or that in any way violate applicable law.
4. Colors

Slate Blue - Dark
- Hex: #455264
- RGB: 69 / 82 / 100
- CMYK: 31 / 18 / 0 / 61
- Pantone: 7545 C

Collaboration Blue
- Hex: #003059
- RGB: 0 / 48 / 89
- CMYK: 100 / 46 / 0 / 65
- Pantone: 295 C

Supportive Green
- Hex: #349D73
- RGB: 52 / 157 / 115
- CMYK: 67 / 0 / 27 / 38
- Pantone: 2417 C

Honest Blue
- Hex: #2A75D1
- RGB: 42 / 117 / 209
- CMYK: 80 / 44 / 0 / 18
- Pantone: 2386 C
5. Fonts

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Roboto

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
6. Logo

The Smartsheet logo has meaning and purpose. It represents a work tool and accomplishment. It conveys achievement in getting work done, success, and satisfaction. Our logo is our first impression. Below are all the accepted treatments of the logo.

**Horizontal Layout**

- ![Smartsheet logo](image)

**Wordmark**

The logotype sans logomark is to be used exclusively within the app.

- ![Smartsheet logo](image)

**Vertical Layout**

- ![Smartsheet logo](image)

**Logomark (icon)**

- ![Smartsheet logo](image)
7. Clearance

Give the logo some room to breathe. The logo should be allowed some clear space around the entire lockup. This will provide proper spacing for its character ascenders. Below is the minimum amount of clearance, but more is preferred.
8. Incorrect Usage

Please use the logos as they are provided in these guidelines. Don’t alter the Smartsheet logo.

- **Skew**
  Don’t skew or scale disproportionately

- **Change colors**
  Don’t change the colors

- **Recreate**
  Don’t make alterations, additions, or substitutions

- **Add effects**
  Don’t add drop shadows, strokes, or bevels

- **Alter orientation**
  Don’t change the orientation

- **Use busy backgrounds**
  Don’t place on complicated backgrounds
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