Brand
visual identity
book

Detailed description and guidelines of the company's logo,
key visual, colors and typeface usage.

SMSAPI

I Brand identity

II Logotype

III Key visual

SMSAPI

Logotype presentation

Idea

The ever-growing mobile market calls for a modern, direct approach. Streamlined yet eye-catching logotype of SMSAPI appeals the concept.

The shape created with a negative space inside the logotype symbolizes a unit, part of a code / api and points to the company's core values – communication and swiftness.

Permanent meaning

Properly designed brand identity withstands the test of time. Logotype of SMSAPI was designed with such quality in mind.

Logotype has no additional signage, whereas its colors stay fresh no matter the changing trends of digital design.

Key visual presentation

Continuity

Irregular, horizontal multiplication of the shape amplifies the company's resolutions stated above.

Additionally, choice of envelopes and other icons symbolizing SMSAPI services improves the readability and legibility. The concept of message sending was expanded and put together with logo.

Fluidity of the form

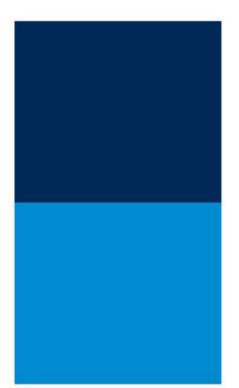The key visual was designed to be modified and expanded in the future.

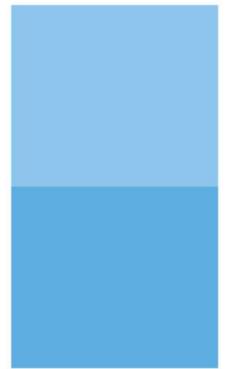New variations can be prepared by changing the initial shape or replacing the icon.

SMSAPI

Colors

Basic colors

Present on the logotype, as well as all other elements of the brand visual identification.

Navy blue

Pantone	648
CMYK	100 71 9 56
RGB	0 41 87
WEB	#002957

Blue

Pantone	285
CMYK	97 30 0 0
RGB	0 138 208
WEB	#008AD0

Additional colors

Lighter shades of the basic colors. Present mostly in key visual. They should be used as an auxiliary colors.

Soft blue

Pantone	283
CMYK	42 9 0 0
RGB	140 198 236
WEB	#8CC6EC

Light blue

Pantone	284
CMYK	59 17 0 0
RGB	94 174 225
WEB	#5EAEE1

Typography

The main color of brand identity system. In case of darker background, it is advised to use white instead.

Dark navy blue

Pantone	289
CMYK	100 84 45 51
RGB	6 35 64
WEB	#062340

SMSAPI

Font characters set

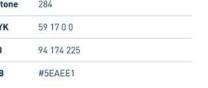| A	Ą	B	C	Ć	D	E	Ę	F	G	H	I	J	K	L	Ł	M
N	Ń	O	Ó	P	R	S	T	U	W	X	Y	Z	Ź	Ż		

a	ą	b	c	ć	d	e	ę	f	g	h	i	j	k	l	ł	m
n	ń	o	ó	p	r	s	t	u	w	x	y	z	ź	ż		

1	2	3	4	5	6	7	8	9	0	!	?	&	*	(	)	-
+	:	;	>	/												

FF DIN PRO

FF DIN PRO created by FontFont in 1995 is the basic font of the SMSAPI brand identification.

DIN Pro font family can be used both in printed and online publications (web font).

Alternative

In all cases of the applications in which FF DIN PRO is unavailable, it's recommended to use an alternative font:

Arial for Windows operating systems.
Helvetica for Max OSX operating systems.

Recommended variants of the company's typeface

Our platform is an ideal solution for creating, managing and monitoring of mobile campaigns for online shops.

The platform provides multitude of features, which facilitate SMS campaigns. That's why, we are the top choice for e-commerce owners. Usually, they have telephone number databases with consents for marketing communication.

Such contacts can be effortlessly imported to the platform.

(Nielsen Report).

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(Nielsen Report).

FF DIN PRO Regular

Regular is the basic variant of the DIN PRO font. It's present in all applications of the brand visual identification.

It should be used for larger text bodies, descriptions and additional information of lower priority.

FF DIN PRO Medium

Medium lies between regular and bold / black variants.

It's especially useful for larger, heavily formatted text bodies.

FF DIN PRO Bold / Black

Bold / black variant is applied to headlines and other elements requiring highlighting.

SMSAPI

Recommended typeface sizes

Explore the potential of SMS communica-tion

Efficient SMS, MMS and VMS campaigns

Large title

Text / copy meant to draw attention. Applied to posters, flyers, books, publications and exhibition walls.

Sizes

Font size:	126 sp
Line spacing:	126 sp
Letter spacing:	- 30

Smaller title

Smaller version should be applied to smaller formats of publications.

Sizes

Font size:	75 sp
Line spacing:	81 sp
Letter spacing:	- 30

SMSAPI

Our platform is an ideal solution for creating, managing and monitoring mobile campaigns for online shops.

The platform provides multitude of features, which facilitate conducting of SMS campaigns.

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Our platform is an ideal solution for creating, managing and monitoring mobile campaigns for online shops.

The platform provides multitude of features, which facilitate conducting of SMS campaigns. That's why, we are the top choice for e-commerce owners. Usually, they have telephone number databases with consents for marketing communication. Such contacts can be effortlessly imported to the platform. It can done by uploading *.cvs or *.xls files.

Messages can be sent from a randomized number or with a defined sender name, for example online shop name, which greatly supports brand's recognition.

Slogan

Positioned under titles as an extension. Slogan shouldn't exceed 2-4 lines of text.

Sizes

Font size:	38 sp
Line spacing:	45 sp
Letter spacing:	- 30

Headline

Used as a paragraph division. It's applicable as a main text variant.

Sizes

Font size:	17 sp
Line spacing:	27 sp
Letter spacing:	- 30

Main text

It should be used for longer text bodies, descriptions and additional information of lower priority.

Sizes

Font size:	14 sp
Line spacing:	18 sp
Letter spacing:	- 30

II   Logotype

III   Key visual

SMSAPI

Safe space
and the minimal size

SMSAPI

23 mm

Logo legibility

The safe space around the SMSAPI logotype
is designated by the „x" module, which width
and height is equal to the size of logotype.

To ensure its legibility, no other elements
should be placed inside the safe space.

Size

The SMSAPI logotype can be resized to any
desirable dimensions. It's important to
remember that the minimum size of logotype
is 23 mm.

Abiding to rules above ensure the legibility
of the logotype.

SMSAPI

Available logotype variation

Basic version

Horizontally-oriented two-color logotype is a basic version of the logotype. It's recommended to use it wherever it's possible.

It's also possible to apply the reverted version on blue or darker backgrounds.

Monochromatic version

Monochromatic version should be applied only if production method makes it impossible to use basic colors, for example while faxing or greyscale printing.

Achromatic version

Achromatic version should be applied only when the logotype is pressed, engraved or its printing method rules out usage of raster.

Prohibited interference

1

2

3

4

5

Most common mistakes

1. Changing the proportions of the elements

2. Different than recommended colors

3. Changing the sign composition

4. Adding extra elements inside the safe space

5. Adding shades and shadows

To avoid any mistakes it's advised to follow the rules presented in this manual.

In all other cases not included in the manual, please consult the graphic designer responsible for the brand's identification.

III Key visual

SMSAPI

Basic version

Basic version

Basic version of the key visual is reproduced in four colors. It's recommended to use this version wherever possible.

It's also possible to apply the reverted version on blue or darker backgrounds.

Extensions

The key visual has been designed in the way to make extensions and editions possible. It's allowed to change the icon and to enlarge the wave horizontally.
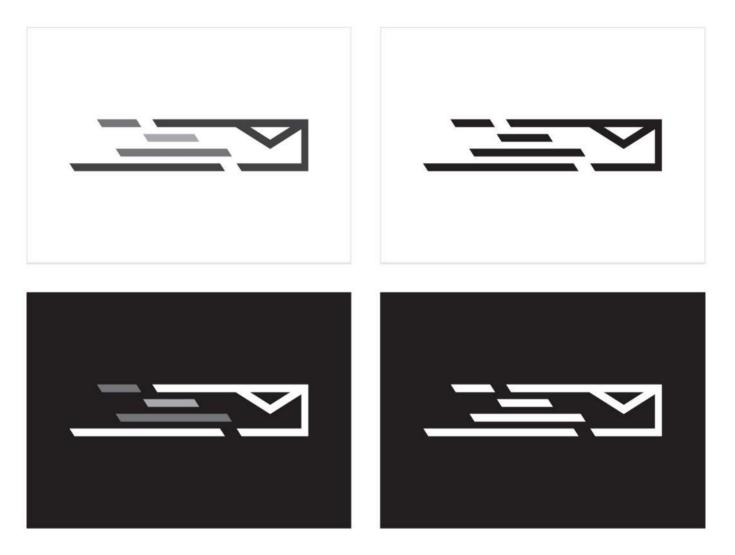
It's important to position the strokes chaotically to imitate wave and motion.

SMSAPI

Monochromatic and achromatic versions

Monochromatic version

Monochromatic version should be applied only when it's required by the production method, i.e. greyscale printing (fax, laser printers).
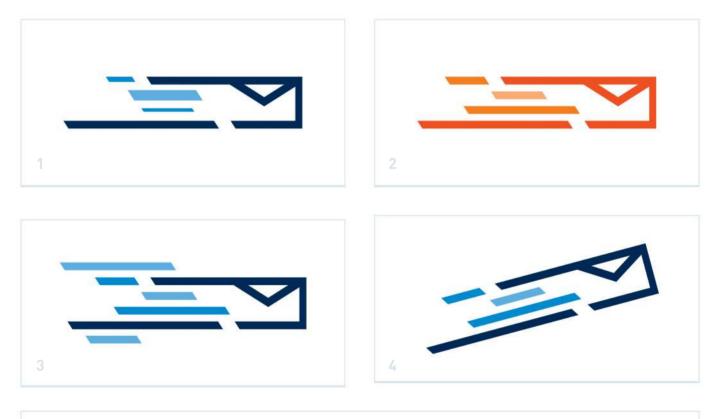
Achromatic version

Achromatic version should be applied only when it's required by the production method, i.e. pressing, engraving or all other techniques which make usage of raster impossible.
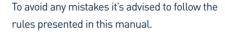
SMSAPI

Prohibited interferences

1

2

3

4

5

The most common mistakes

1. Changing the proportions between key visual elements

2. Changing colors

3. Extending the key visual vertically

4. Rotating the key visual

5. Regular positioning of the key visual's strokes

To avoid any mistakes it's advised to follow the rules presented in this manual.

In all other cases not included in the manual, please consult the graphic designer responsible for the brand's identification.

SMSAPI

Usage examples

Frame

Solid white frame presented above is a great addition to the brand's identification.

It is especially useful for printed materials.

The best use of solid white frame is on brochures, posters, presentation walls or flyers.

Minimalism of form

The main characteristic of the SMSAPI brand visual identification is minimalism of its form.

Bold, dynamic colors together with the elegant san-serif typography makes an ideal combination. There's no need for any addiotnal ornaments.

It's allowed to use subtle photos in the background to strengthen the desired message.

Additional information available on website and via phone number.

SMSAPI