



**Smart
Apply**[®]

Brand Guidelines

Intelligent Spray Control System



Smart
Apply[®]

Brand Logo

Smart  Apply[®]

Logo Usage



Main Logo



Inverted Logo



Horizontal Logo



Icon

Headline

Helvetica Neue Bold

Complimentary Font

Proxima Nova Extra Bold

Body Font

Helvetica Neue Regular

Proxima Nova Medium

Typography

Logo Usage



T-Shirts



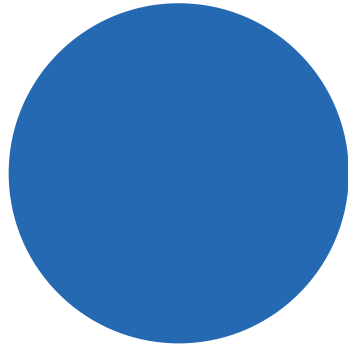
Hats



Dress Shirts

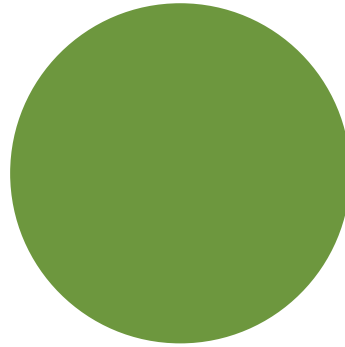
Merchandise

Brand Colors



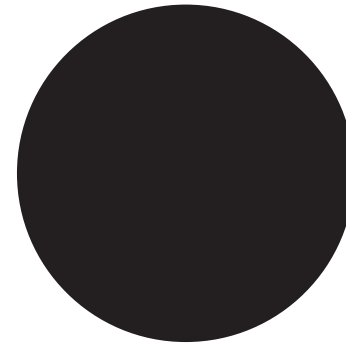
SMART APPLY BLUE

CMYK 85 / 60 / 0 / 0
RGB 48 / 105 / 178
HEX #3069B2



SMART APPLY GREEN

CMYK 60 / 20 / 100 / 10
RGB 110 / 149 / 59
HEX #6E953B



BLACK

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000