Brand Guidelines.

SmartAction

2022 Brand Guidelines

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our mission.

We make it **painless** for brands to deliver **frictionless** conversational AI experiences.

our moonshot.

Create a super-smart world where life is less hard for everyone.

01. why we do what we do.

The Big Idea

We are inspired by the promise of the Fourth Industrial Revolution — **a smarter, more connected world where more and more people will have access to the super-smart technology** they need to truly excel in their lives and be the hero of their own story.

life is hard enough. customer service should be easy.

Einstein once said, “computers are incredibly fast, accurate, and stupid. While human beings are incredibly slow, inaccurate, and brilliant. Together they are powerful beyond imagination.” This inspires us to do what we do.

SmartAction was born out of a revolutionary AI think tank with a bold dream to leverage the power of human-machine collaboration, a human-centric work culture, and human-centric design to create a super-smart human-machine interface for a super-smart world.

02. brand voice.

Brand Voice

We're obsessed with the intersection where CX meets AI-powered automation because this is where the most human-centric AI transformation happens.

We believe, as Einstein once said, that "computers are incredibly fast, accurate and stupid; human beings are incredibly slow, inaccurate, and brilliant; and together they are powerful beyond imagination."

That's why we've taken a team of CX experts and paired them with a team of AI experts to harness the power of AI automation within a Human-Centric Design. Here, the CX is put above all else, creating a super-smart world that works for everyone.

Brand Tone of Voice

The brand voice should make it clear that we are thought leaders and pioneers in the AI space while equally expressing that we're regular, down-to-earth Joes. We really just want to make life less hard — for contact centers, customers, and our own team members — and we use super-smart tech to do it.

Sometimes we use big , intellectual words but we make sure to pair them with easy-to-understand, relatable verbiage so anyone, anywhere can understand what we're talking about.

03. logo overview.

Standard Logo

Should be used when the logo needs to be less than 200px wide.

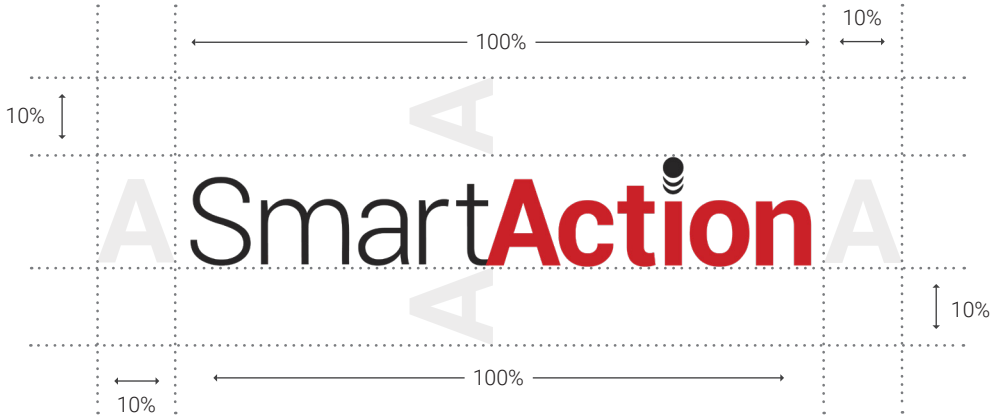
Icon Logo

Dark and Light

Don't
Do not use white or gray logo variations on non-SmartAction colors.

Do
Use white logo variations on SmartAction primary and secondary color backgrounds.

Spacing



Sizing

SmartAction

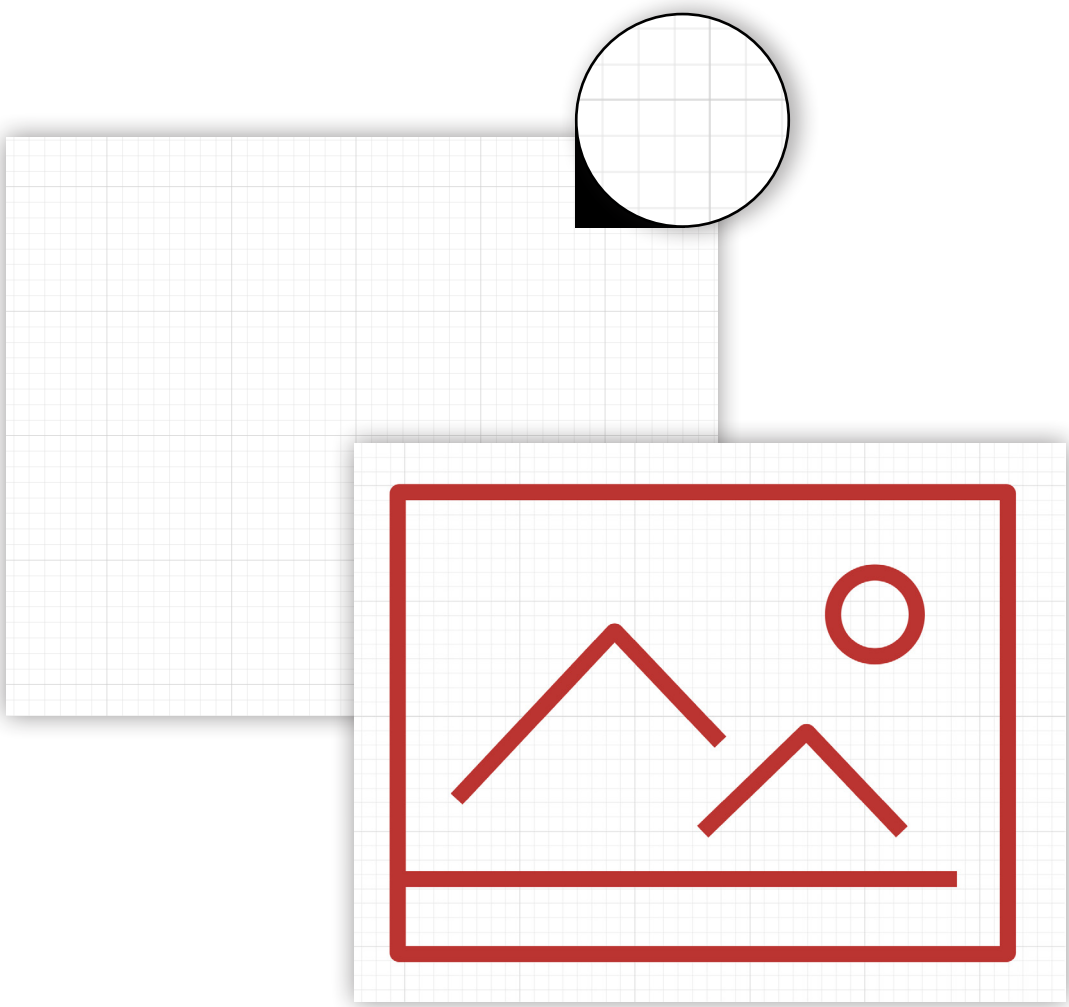
200px

Logos with tagline should not be smaller than 200px wide.

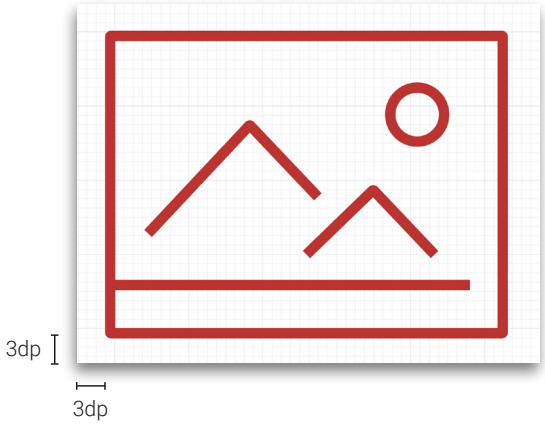
04. iconography.

Grid

The icon grid establishes clear rules for the consistent, but flexible, positioning of graphic elements. For icons created in Adobe Illustrator, the grid feature helps ensure correct sizing and spacing when designing.



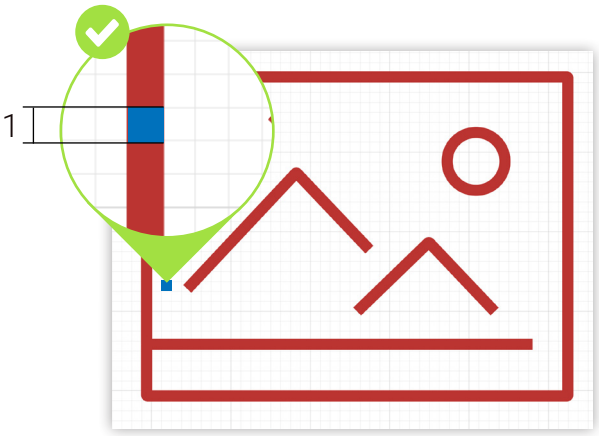
Spacing

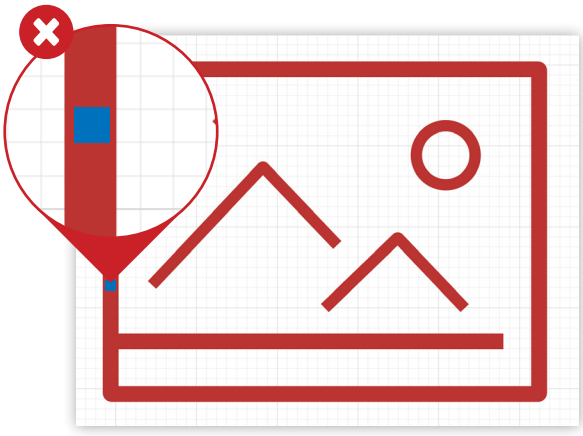


Include at least 3dp of padding around live area.

Sizing

System icons use a consistent stroke width of 1dp, including curves, angles, and both interior and exterior strokes.





Do
Use consistent stroke weights of 1dp.

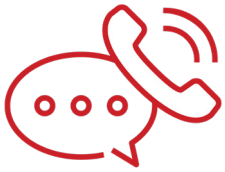
Don't
Use inconsistent stroke weights or weights exceeding 1dp.

Icon Alignment

When using large line-based icons, icons with headers and paragraph text must be centered.

Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.



Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Sizing

When using small line-based icons, icons with headers and paragraph text must be left aligned.

Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

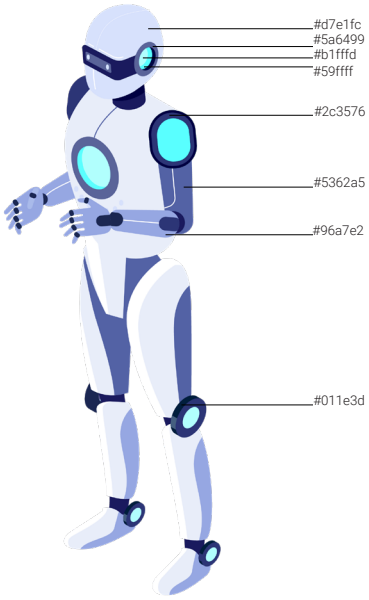
Header

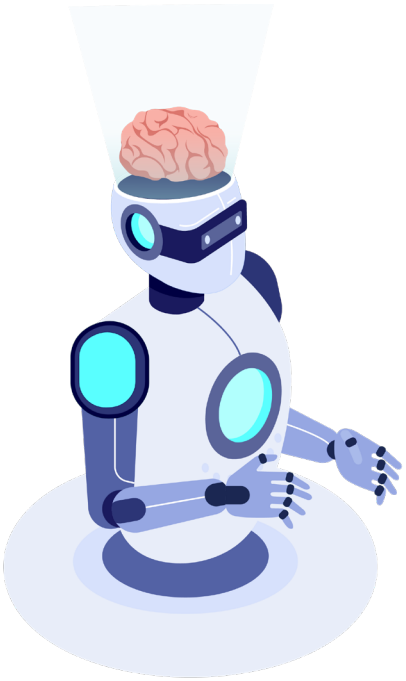
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

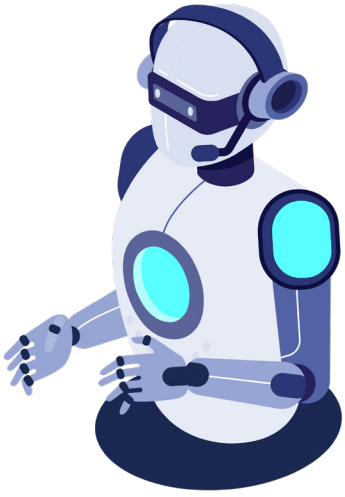
Header

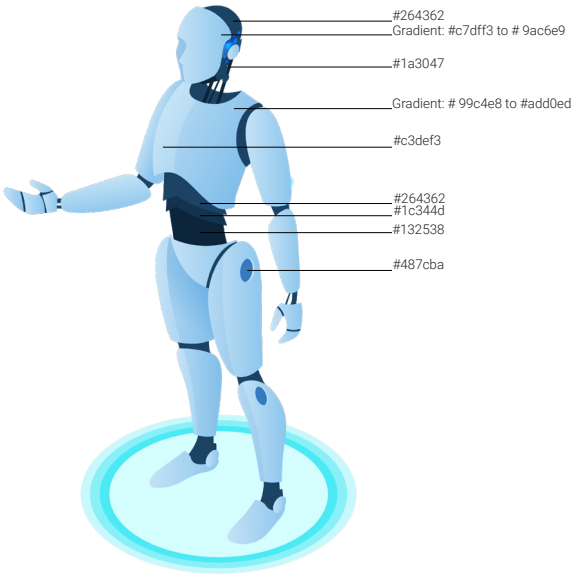
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

the SmartAction robot must match the below designs.









Color

#ca2027
R: 202
G: 32
B: 39

#282625
R: 40
G: 38
B: 37

#282626
R: 40
G: 38
B: 38

#a19f9f
R: 161
G: 159
B: 159

#eaeaea
R: 234
G: 234
B: 234

#7641a5
R: 118
G: 65
B: 165

#a80f7d
R: 168
G: 15
B: 125

#0071bc
R: 0
G: 113
B: 188

#00a698
R: 0
G: 166
B: 152

#ca2027
R: 202
G: 32
B: 39

#7641a5
R: 118
G: 65
B: 165

#61d4f9
R: 97
G: 212
B: 249

#843def
R: 132
G: 61
B: 239

#ca2027
R: 202
G: 32
B: 39

05.

typo graphy.

Roboto.
Roboto is a geometric sans-serif typeface that is thoughtfully designed for a wide range of devices, sizes and resolution. It features 12 different weights and supports Latin, Greek and Cyrillic scripts. The Regular family can be used in combination with Roboto Condensed and Roboto Slab.

Black
Bold
Regular
Light

Style Usage

Use Roboto Light for H1, H2 and body copy.
Use Roboto **Bold** and **Black** for sub-headlines.

Case Usage

Use Title Case for H1 and H2, everywhere.
Use sentence case for body copy, everywhere.

Color Usage

For H1 and H2 text, use white, black, or SmartAction red.
For body copy, use white or black.

Aa

AaBbCcDd EeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789
(&?!/,:;-_+;%@*”)

This is the H1 or H2

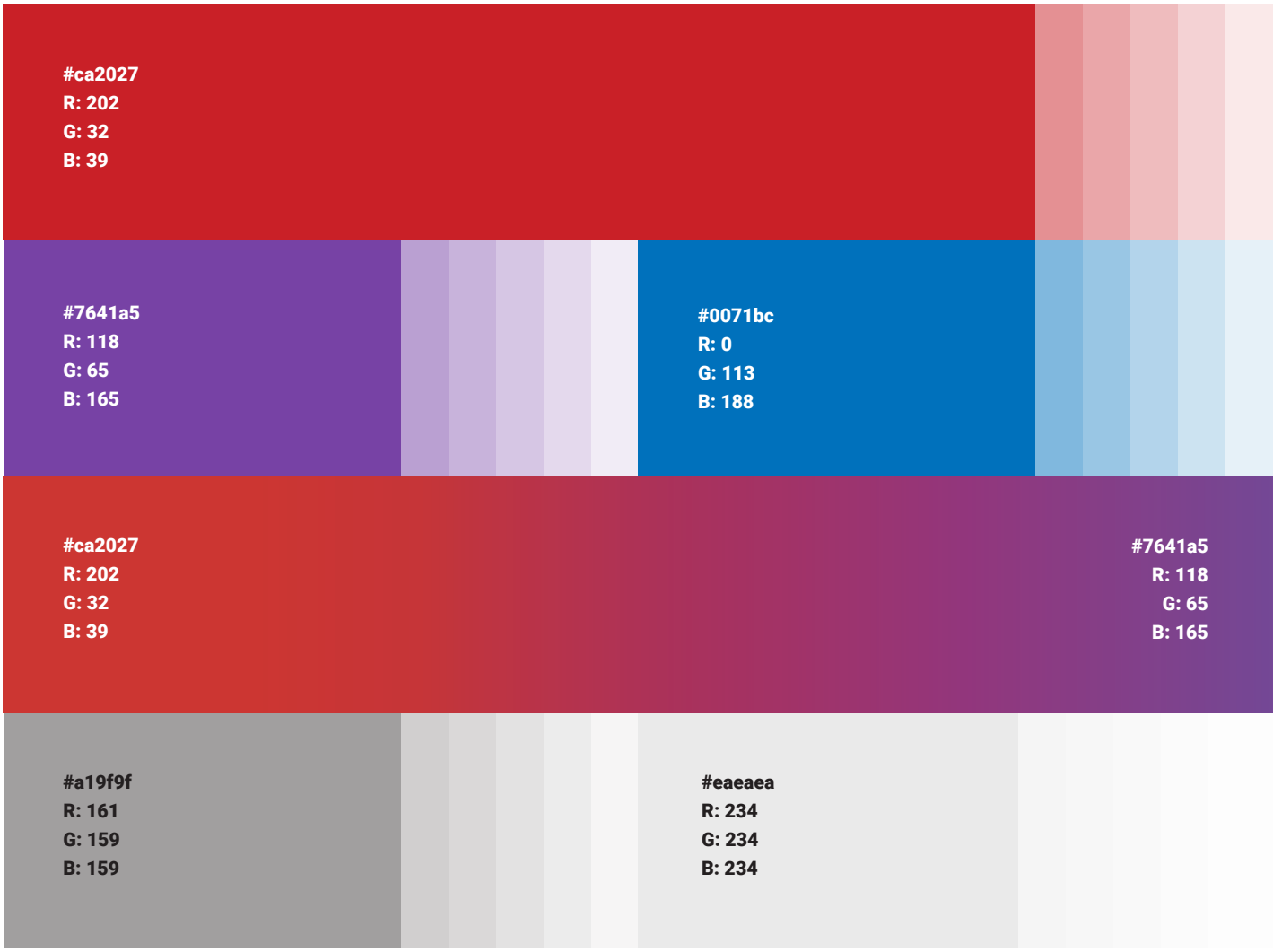
This is the H3 or H4

THIS IS THE H4 OR H5

This is the body copy. Always make sure to use sentence case when writing one sentence or more.

06. color bar options.

Primary Colors



Secondary Colors

07.

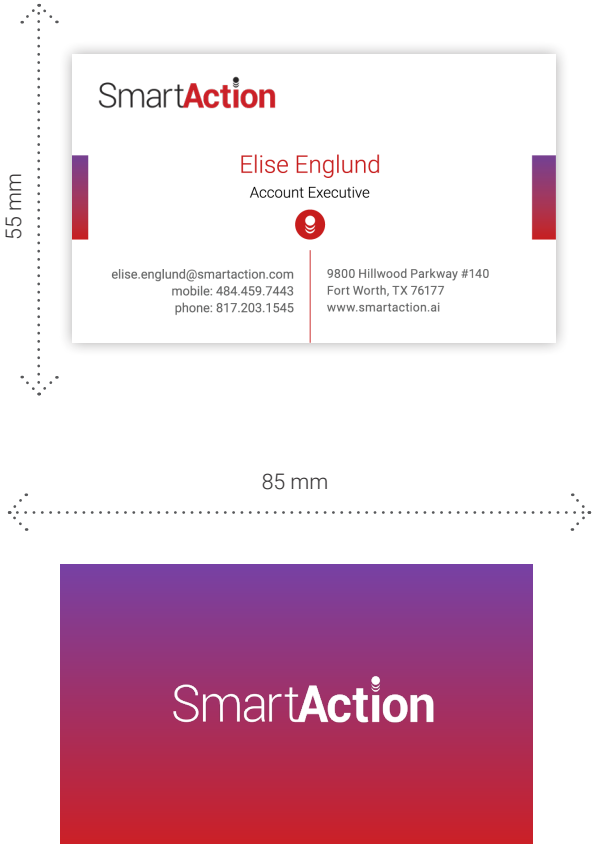
stationery set.

Business Card Parameter.

Card Dimensions
85 x 55 mm

Paper Weight
260 gram white

Print Color Format
CMYK



Letterhead Parameter.

Paper Dimensions
8.5in. x 11in.

Paper Weight
120 gram white

Print Color Format
CMYK

bridging the gap between what is and what can be.

SmartAction

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