



360 SMARTLY

Brand Manual

VOICE

360Smartly is an expression of the desire and joy of teaching and learning, sharing knowledge, and empowering people. We believe that we empower people when we share knowledge. If we empower those around us when we empower ourselves, we can only do right.

Our Vision is of mentally healthy and strong communities, and healthcare professionals empowered to provide support in their communities.

Visually we aim to express caring and connectedness through the learning environment.

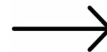
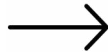
**Empowering Health Professionals
through Expert Education**

LOGO

Origins

The logo originated from the drawing of a Mesembryanthemum flower in a classic South African plant textbook. These little plants are known for their resilience and bright, colourful flowers. They are hardy succulents that can grow and thrive in difficult circumstances.

These qualities are also part of what we want reflected in 360Smartly's vision and purpose.



LOGO

Application

There are a few rules that need to be followed as this will influence the integrity of the logo and the brand of the company.

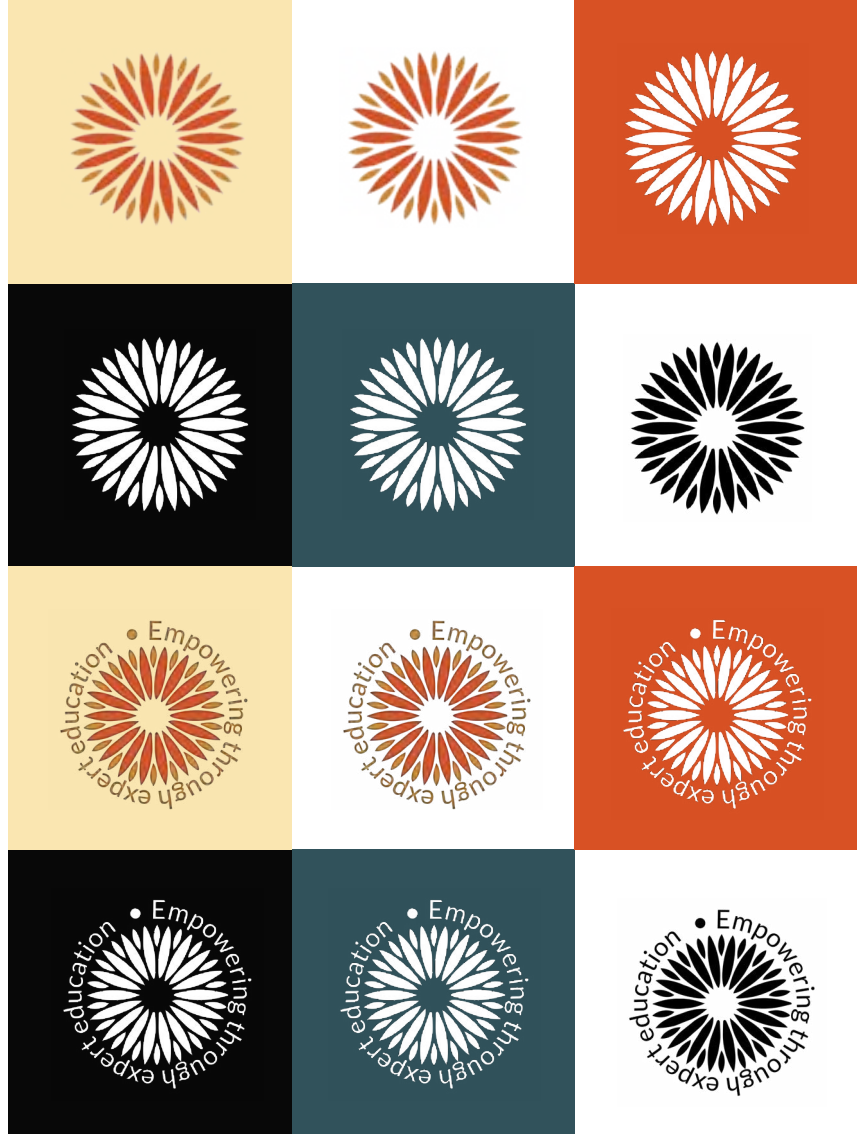
On the right are suggestions of how the logo can be used in regards to the possible colour backgrounds:

Dark background - white logo

Light background - full colour logo

In unique circumstances a black logo may be used on white or light backgrounds.

The favicon should always be without a tagline and on a transparent background.



LOGO

Tagline Application

The 360Smartly tagline or slogan is:

Empowering through expert education

Here is a few examples of how this can be used.

The logo has several versions:

- just the logo without any text
- logo surrounded by the text
- logo with text (tagline or name) to the right
- logo with text below



**EMPOWERING
THROUGH EXPERT
EDUCATION**



360SMARTLY



**360SMARTLY
EMPOWERING
THROUGH EXPERT
EDUCATION**

LOGO

Application on images



LOGO

How NOT to use the logo

The logo must always have a transparent background, thus it should be a .png image and not a .jpg image.

1. Do not use a logo with a white background on another colour background
2. Do not distort the logo's shape
3. Do not use the tagline version of the logo if the image is very small and the words cannot be seen clearly
4. Do not use a pixelated logo
5. Do not change hue or brightness etc. in a image app/program
6. The logo with text don't work on all background colours even if it is a light colour.

1



360Smartly

2



3



5



6



COLOURS

Two of the main colours are derived from the orange and mustard colours of the logo. These are warm colours which reflect passion, happiness, enthusiasm, and energy. Because orange is associated with the fruit of the same name, it can also be associated with health and vitality.

The ocean blue has been chosen as a complementing colour for the website, and can also be used in print and communication. Blue is used extensively to represent calmness and responsibility. Light blues can be refreshing and friendly. Dark blues are more strong and reliable. Blue is also associated with peace and has spiritual and religious connotations in many cultures and traditions.

OCEAN

#31525b

#6498a6

#97bdc8

#c6e0e8
#f6bfd

MUSTARD

#d68728

#fab41

#facb6f

#fae6b1

NAARTJIE

#d85124

#f2835e

#faae94

#fee3da

COLOURS

Alternative

An alternative complementing colour can be green. This colour is used more often in relation to Mindfulness for its balancing and harmonizing effect.

Green has many of the same calming attributes that blue has, but it also incorporates some of the energy of yellow. It's appropriate for designs related to wealth, stability, renewal, and nature.

#164a41

#d68728

#d21a22

#4d774e

#fab41

#f2835e

#9dc88d

#facb6f

#faae94

#dbf3d2

#fae6b1

#fee3da

TYPOGRAPHY

BREE SERIF

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234567890

This is the headline font (H1,H2, etc.) and should not be used for body text.

LATO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234567890

This font is for normal body text, buttons, tagline for the logo



IMAGES

It is very important to have a certain consistency in the use of pictures and illustrations on the website, social media, print media, presentations, communication etc.



This can be achieved with using a filter on selected pictures as in the pictures on the left, but also in choosing images that reflect the message we want to convey throughout our branding.





