



# SmugMug

## Brand Guidelines

2019





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# 1. Logo Lockups

1.1 Primary Logo

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# 1.1 Primary Logo

This is SmugMug’s Primary Logo.

Please use this version of the logo whenever possible, as outlined in the Rules & Guidelines section of this document.





# 1.2 Mark

This is SmugMug’s Mark, known internally as Smuggy.

Please, only use this logo as outlined in the Rules & Guidelines section of this document.



## 1.3 Logo with Tagline

This is SmugMug’s Logo, paired with the “You Look Better Here.” tagline, for use whenever the brand tagline is needed.

Please, only use this logo as outlined in the Rules & Guidelines section of this document.

Please note that this tagline is ® (reserved) and needs to be presented as such.

SmugMug   
Your photos look better here.®



# 2. Rules & Guidelines

2.1 Primary Logo

2.2 Mark

2.3 Logo with Tagline





## 2.1 Primary Logo

This is the Primary Logo for the SmugMug brand.

The Primary Logo is the brand's leading visual asset. Please use the Primary Logo instead of just the Mark (Smuggy) whenever possible, especially for introductory brand touch-points and in areas of high-visibility.

SmugMug 



## 2.1 Primary Logo Clearspacing

To ensure the Primary Logo always stands at its strongest, a minimum amount of clear space must always surround it. This margin allows the Primary Logo to hold its own by ensuring that headlines, text, or any other visual elements are kept clear from competing with the Primary Logo.


This clearspace is defined by the height and width of the mark in relation to the logotype.

To ensure legibility, the Primary Logo has a minimum size. Please keep in mind that the minimum print-size is in relation to a standard laser-printer, and alternate printing techniques may hinder legibility at a small scale.

Clearspacing:



Minimum Size  
*Print*

SmugMug

0.685"

Minimum Size  
*Digital*

SmugMug

150px



## 2.1 Primary Logo Color Usage

The Primary Logo may only appear in the following colors, dependant on the context of the vehicle of communication.

A  
When used on Dark or Neutral backgrounds, the SmugMug Logotype should always knock our to White, with Mark (Smuggy) in SmugMug Green.

B  
When used on light backgrounds, the SmugMug Logotype should always be black, with Mark (Smuggy) in SmugMug Green.

C  
When used on photos or potentially conflicting colored backgrounds, the SmugMug Logotype & Mark (Smuggy) should always knock out to White.

D  
When used on lighter conflicting colored backgrounds that hinder legibility of the all white lockup, the SmugMug Logotype & Mark (Smuggy) should display in Black.

A. Dark Neutral Background



B. Light Neutral Background



C. Complex or Photographic Background



D. Solid Color Background





## 2.1 Primary Logo Incorrect Usage

- A. The colors of the logo may not be altered.
- B. The colors of the logo may not be inverted.
- C. The type in the logo may not be typeset in a font.
- D. The logo may not appear inside another visual device.
- E. The elements of the logo may not be rearranged.
- F. The mark may not be paired with other visual elements or typography.
- G. Effects may not be applied to the logo.
- H. The logo should not appear on complex backgrounds.
- I. The logo may not be stretched, skewed, distorted, etc.

Light Neutral Background

Example A



Example B



Example C



Example D



Example E



Example F



Example G



Example H



Example I





## 2.2 Mark

This is the Mark for the SmugMug brand.

The Mark may be used within context of the brand, as a secondary touch-point for communication vehicles or on its own when paired closely with the word “SmugMug” (such as an app icon).

Please use the mark sparingly, and refer to the Example Applications section of this document for usage context.





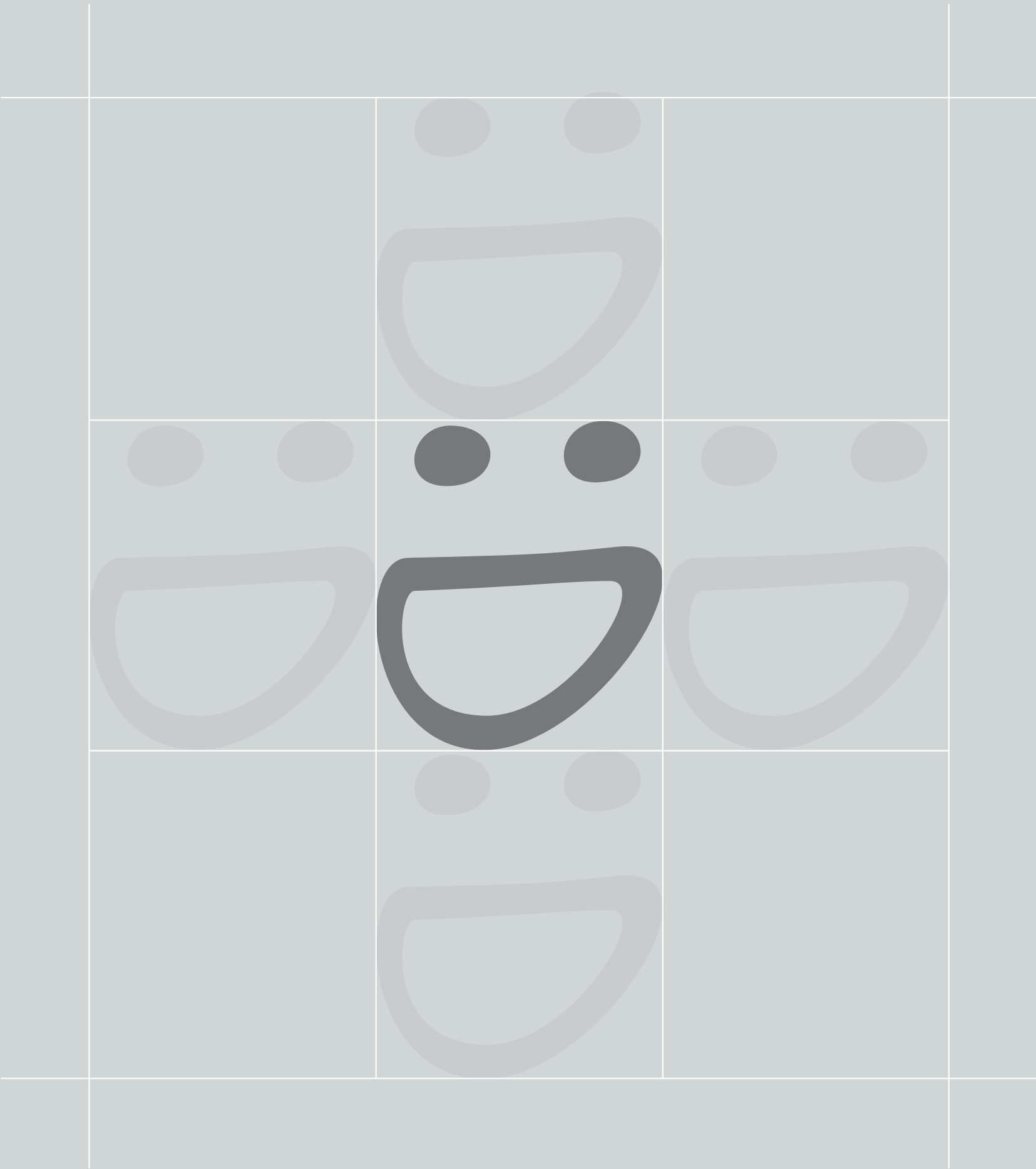
## 2.2 Mark Clearspacing

To ensure the Mark always stands at its strongest, a minimum amount of clear space must always surround it. This margin allows the Mark to hold its own, by ensuring that headlines, text, or any other visual elements are kept clear from the Mark.

This clearspace is defined by the height and width of the mark itself.

To ensure legibility, the Mark has a minimum size. Please keep in mind that the minimum print-size is in relation to a standard laser-printer, and alternate printing techniques may hinder legibility at a small scale.

Clearspacing:



Minimum Size  
*Print*



Minimum Size  
*Digital*





## 2.2 Mark Color Usage

The Mark may only appear in the following colors, dependant on the context of the vehicle of communication.

A  
When used on Dark or Neutral backgrounds, the Mark (Smuggy) should display in SmugMug Green.

B  
When used on light backgrounds, the Mark (Smuggy) should display in SmugMug Green.

C  
When used on photos or potentially conflicting colored backgrounds, the Mark (Smuggy) should always knock out to White.

D  
When used on conflicting colored backgrounds that hinder legibility of the SmugMug green or white, the Mark (Smuggy) should display Black.

Dark Neutral Background



Light Neutral Background



Complex or Photographic Background



Solid Color Background



# 2.2 Mark Incorrect Usage

A. The colors of the mark may not be altered.

B. The mark may not appear inside another visual device.

C. The mark may not be stretched, skewed, distorted, etc.

D. The mark may not be flipped or rotated.

E. The elements of the mark may not be altered.

F. The mark may not be used as a pattern.

G. Effects may not be applied to the mark.

H. The logo should not appear on complex backgrounds.

Example A



Example B



Example C



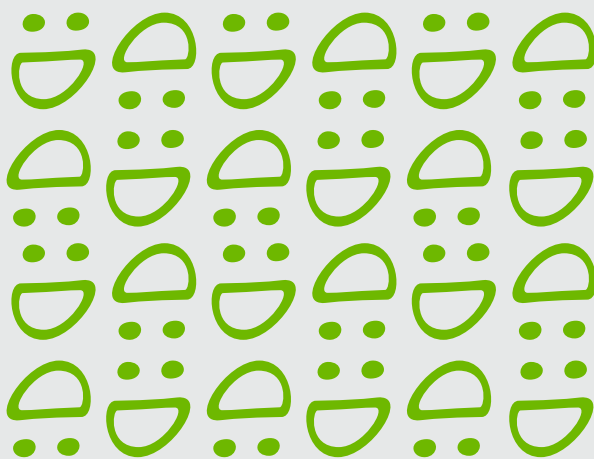
Example D



Example E



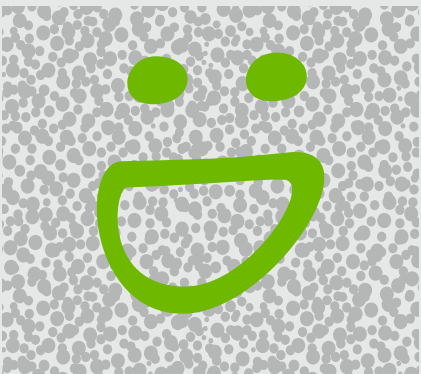
Example F



Example G



Example H



## 2.3

### Logo with Tagline

This is the Tagline Logo for the SmugMug brand.

The Tagline Logo is used whenever the brand's tagline has to be communicated upon an initial touch-point.

Please note that the typography in this phrase has been customized to pair well with the custom typography in SmugMug's Primary Logo, and cannot be replaced by any of the brand's typefaces.

# SmugMug

**Your photos look better here.®**



## 2.3 Logo with Tagline Clearspacing

To ensure the Tagline Logo always stands at its strongest, a minimum amount of clear space must always surround it. This margin allows the Tagline Logo to hold its own by ensuring that headlines, text, or any other visual elements are kept clear from the Tagline Logo.

This clearspace is defined by the height and width of the mark in relation to the logotype.

To ensure legibility, the Tagline Logo has a minimum size. Please keep in mind that the minimum print-size is in relation to a standard laser-printer, and alternate printing techniques may hinder legibility at a small scale.

Clearspacing:



Minimum Size  
*Print*



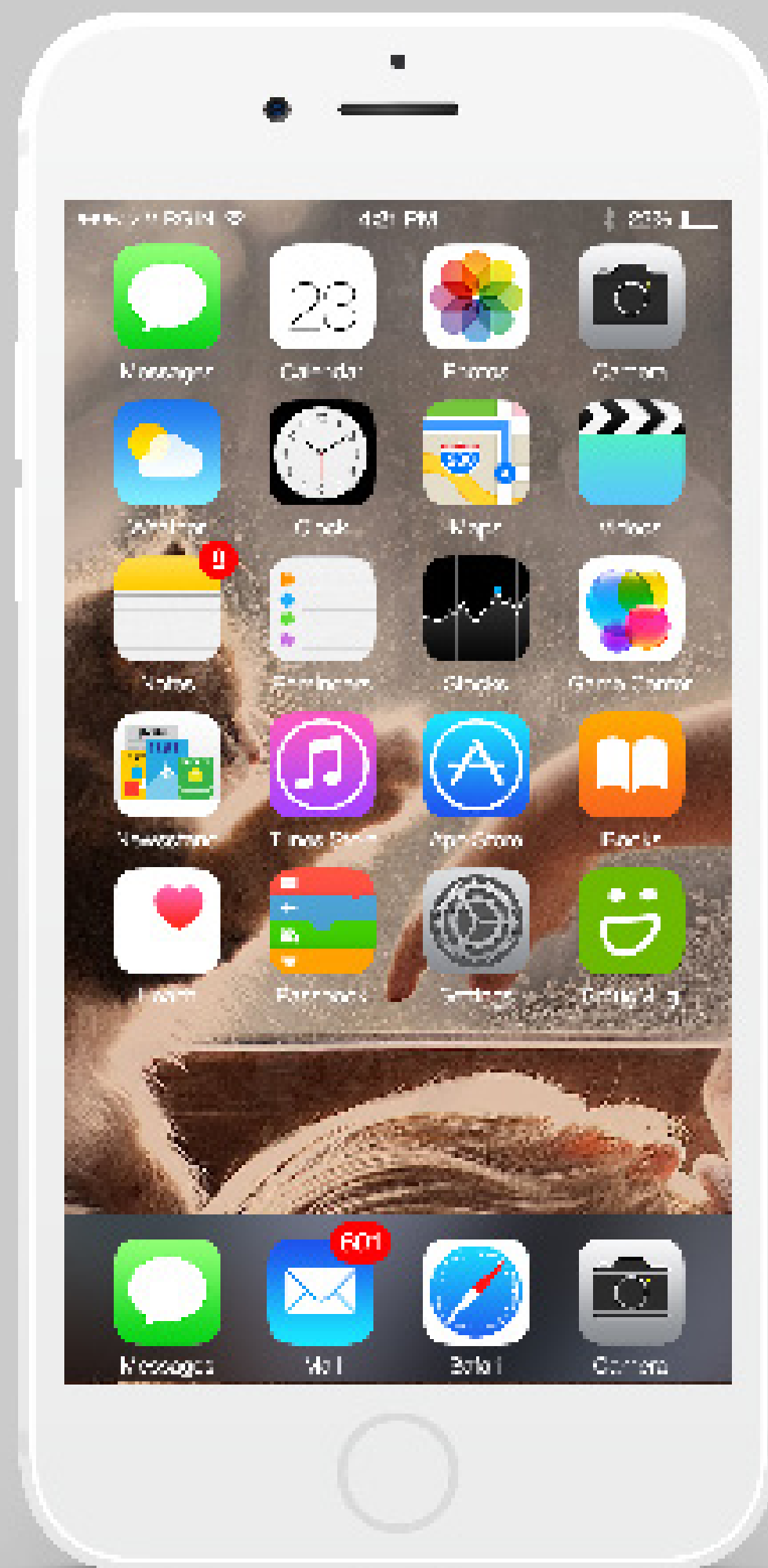
Minimum Size  
*Digital*



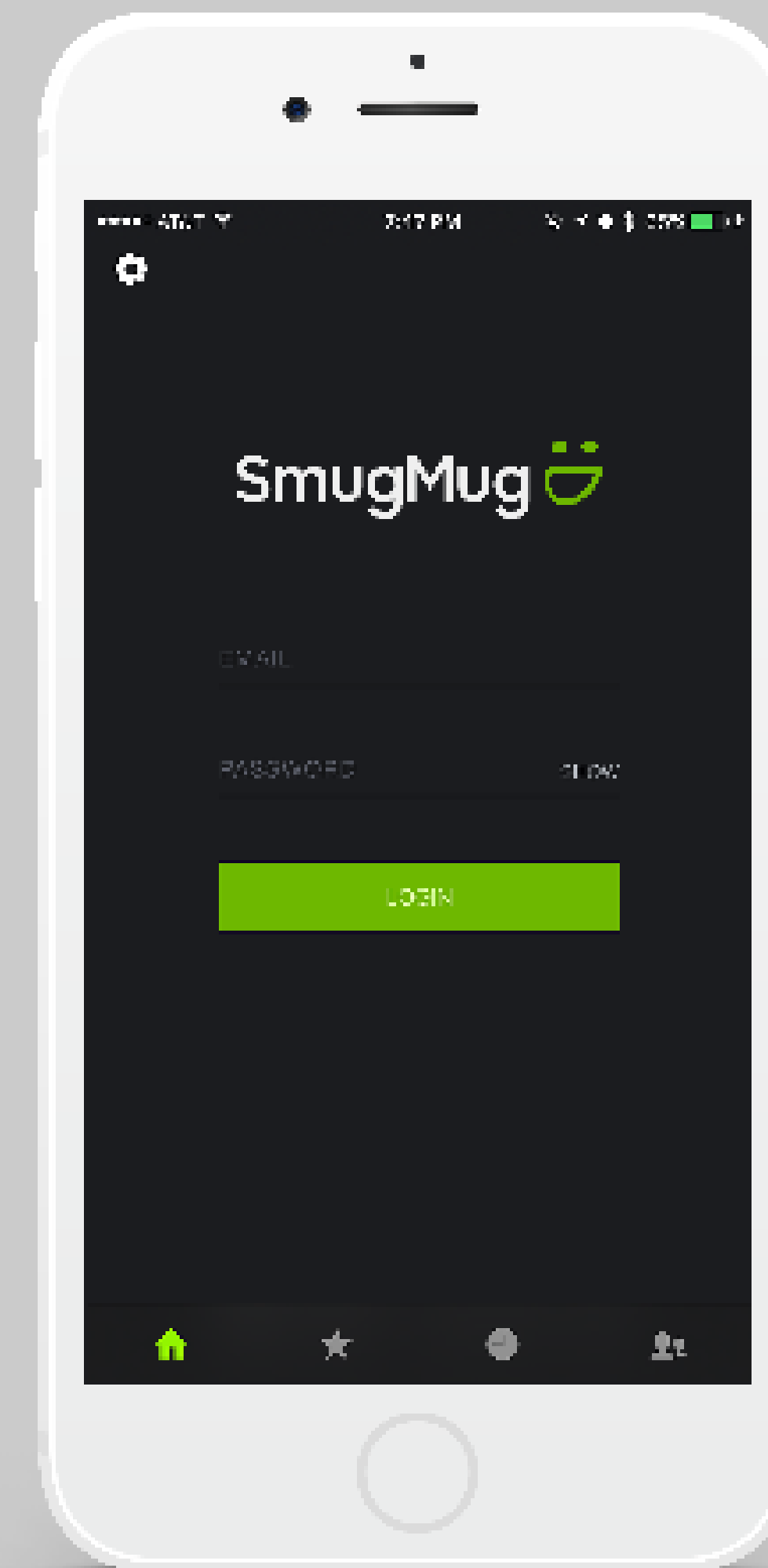


# 3. Example Applications

## App Icon



## Product Login

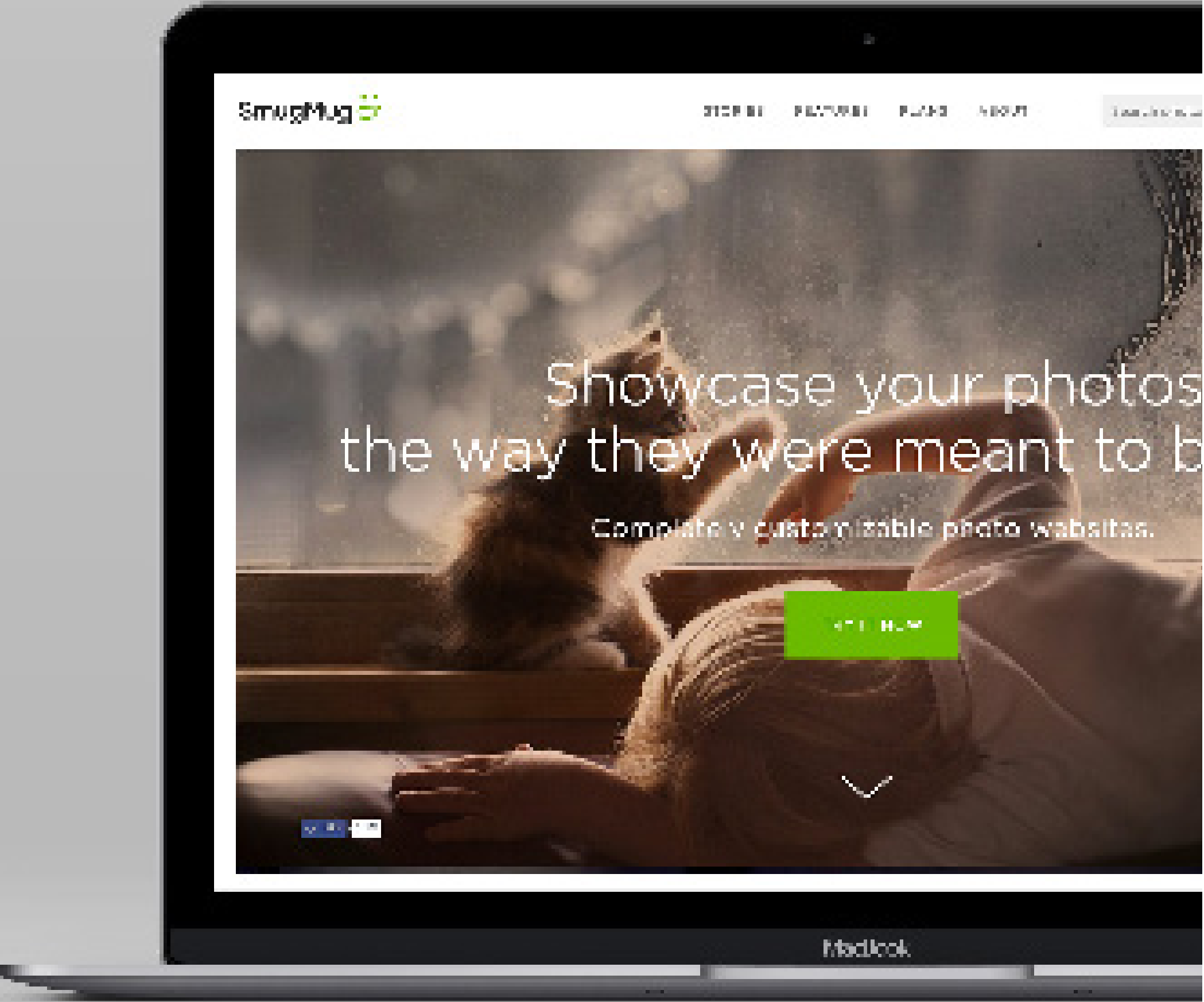




Business Card



Website





Sweater

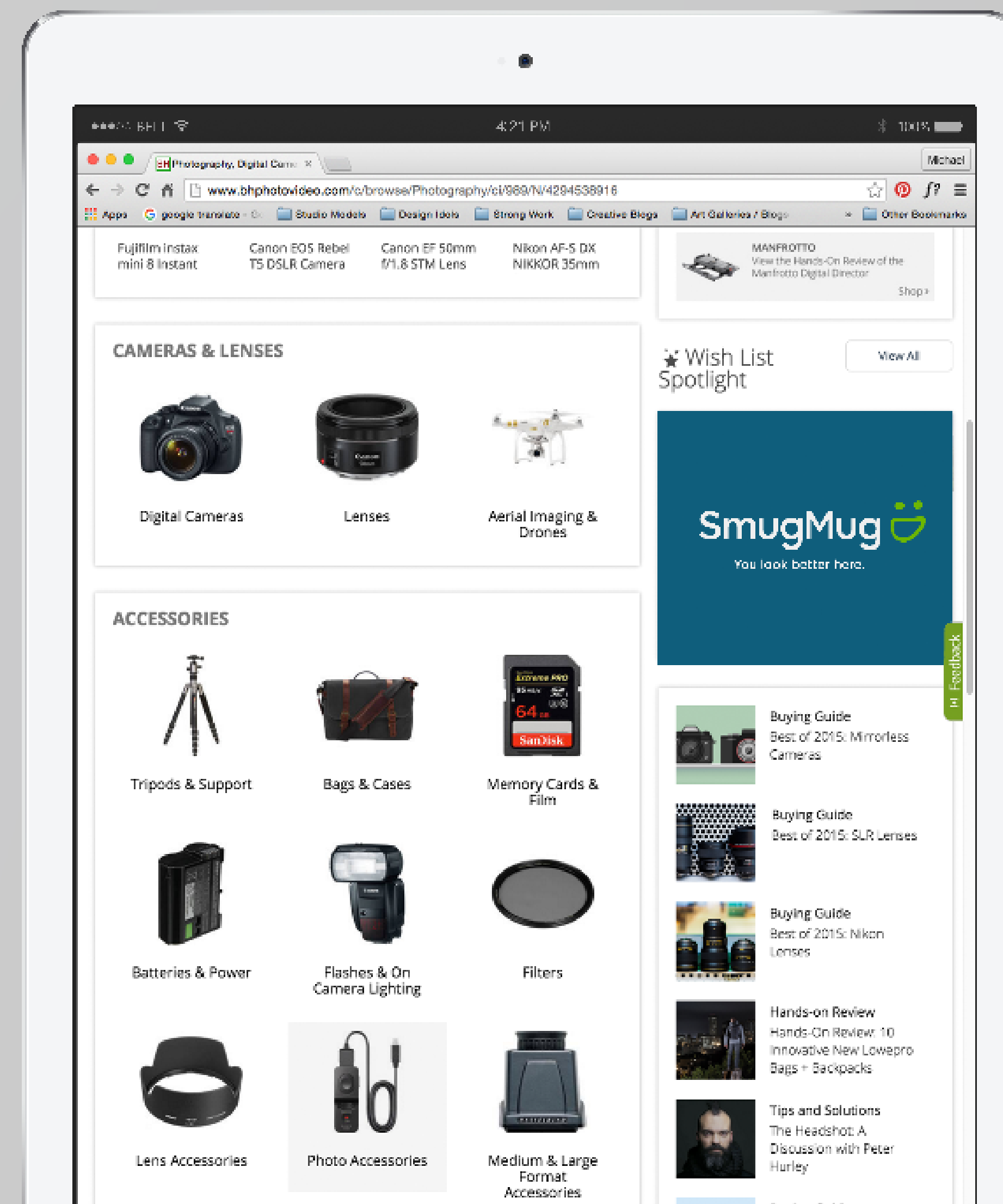
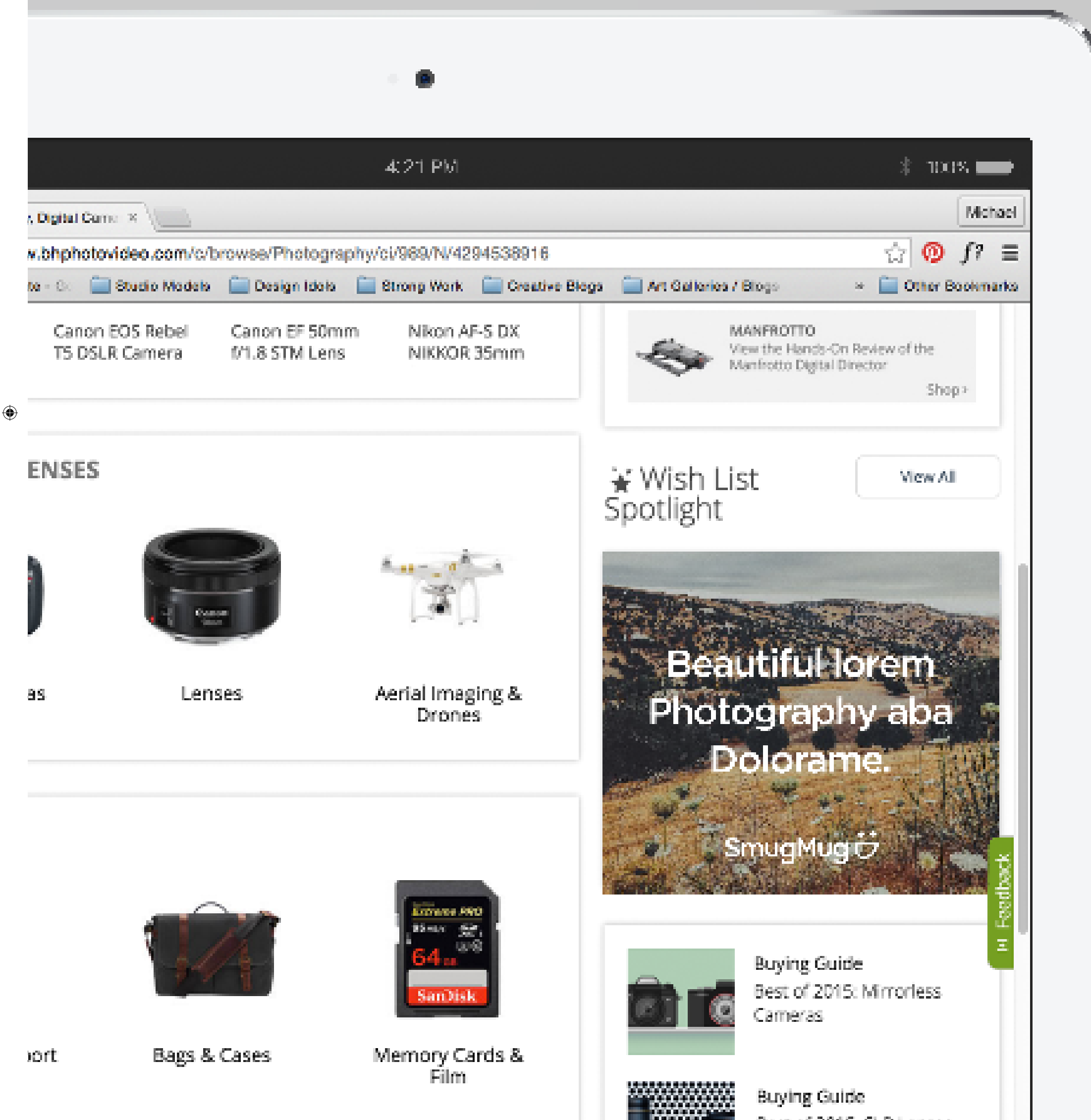


T-Shirt



Banner Ad

Banner Ad





Thank you.

Questions?

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