



RULES  
& GUIDELINES

SMARTSUIT

*Protection is our business*

# BASE ELEMENTS LOGO

Standard SMARTSUIT logo;

# SMARTSUIT

PMS877C version

SMARTSUIT logo variations;

# SMARTSUIT

PMS877C converted to CMYK

# SMARTSUIT

DIAP version

# SMARTSUIT

BLACK version

# SMARTSUIT

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# BASE ELEMENTS COLOURS

The basecolours are black, grey and white.



# BASE ELEMENTS TYPOGRAPHY

The typography consists of two combinations of fonts; 'Netto' and 'Demos'.

'Netto' is used for all of the body text, often in Capital.

'Demo' is used for the pay off 'protection is our business'.

**1** Netto | regular  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz  
1234567890

Netto | bold  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopq**  
**rstuvwxyz**  
**1234567890**

**2** Demos | italic  
*ABCDEFGHIJKLMN*  
*OPQRSTUVWXYZ*  
*abcdefghijklmnopq*  
*rstuvwxyz*  
*1234567890*

# BASE ELEMENTS IMAGES



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# EXAMPLES FORMATS

## ADVERTISEMENT

**SMARTSUIT**  
www.smartsuit.eu

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MODELBRIEFCASE  
MODELCROSSOVER  
MODELBACKPACK

## TOPCARD

**SMARTSUIT** *Protection is our business*

## CANVAS

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Modelle Crossover  
Modelle Briefcase  
Modelle Backpack

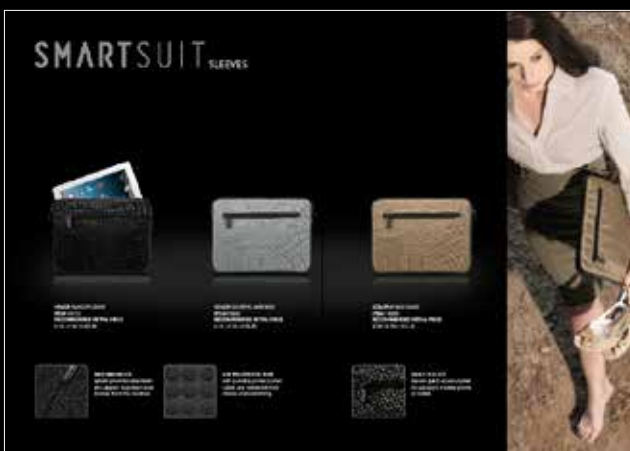
www.smartsuit.eu

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# VOORBEELDEN UITINGEN

## BROCHURE



# SMARTSUIT

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