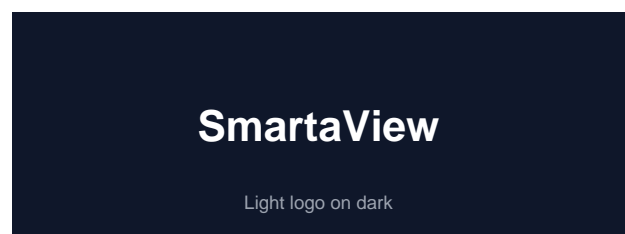
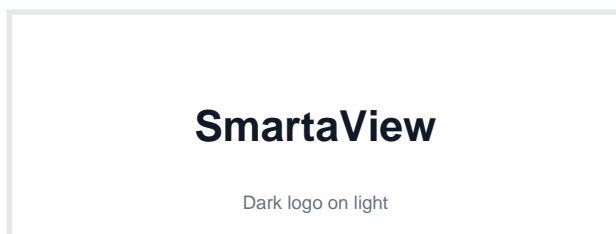


### About these guidelines

These guidelines show how to use the SmartaView brand correctly in editorial and partner contexts. Following them keeps the brand consistent wherever it appears. For anything not covered here, please contact the press team at [press@smartaview.com](mailto:press@smartaview.com).

### The logo

The SmartaView wordmark is the primary brand asset. Always use the supplied master files. Use the dark logo on light backgrounds and the light (reversed) logo on dark or photographic backgrounds.



Note: master logo files (SVG and PNG, light and dark) are supplied separately in the logo pack. The blocks above indicate placement only.

### Logo do and do not

- Do keep clear space around the logo, at least the height of the "S" on all sides.
- Do use the master files at a legible size, never below 20mm wide in print.
- Do not stretch, rotate, recolour or add effects to the logo.
- Do not place the dark logo on a busy or dark background, use the reversed version.

### Colour palette

Blue is the primary brand colour, used for actions and accents. A neutral gray scale carries the majority of the interface and text. Dark ink anchors headings.

**Primary blue**

#2563EB

**Blue (hover)**

#1D4ED8

**Ink**

#111827

**Slate**

#0F172A

**Body gray**

#6B7280

**Canvas**

#F3F4F6

### Typography

Figtree is the brand typeface, used across all weights from regular to extra-bold. Headlines are bold and tight, body text is regular and comfortable.

## Figtree Bold

Figtree Regular, the quick brown fox jumps over the lazy dog.

### Strapline

*Premium aluminium, delivered.*

Always written with the full stop. Use sparingly, typically beneath the logo.

### Tone of voice

Confident, clear and helpful. We explain premium products in plain English, without jargon or hard sell. We are a technology-led platform, direct, transparent and on the customer side.

- Clear over clever, say what we mean.
- Helpful, not pushy, guide the reader to the right choice.
- Premium but accessible, quality without snobbery.

### Key messaging

- Configure, price and order premium aluminium glazing entirely online, no quote forms.
- British-made by vetted manufacturers, delivered direct to the customer.
- Free UK mainland delivery on all orders, and a guarantee of up to 20 years by product.
- Supply only, SmartaView does not provide installation services.

### Important usage rules

When writing about SmartaView, please observe the following:

- Always state the guarantee as "up to 20 years", as it varies by product.
- Always describe delivery as free on the UK mainland, with no minimum order.
- Do not describe SmartaView as offering installation or finance.
- Manufacturer brand names are not used in customer-facing materials, please refer to SmartaView products generically.