

SMARTYCARD IDENTITY & STYLE GUIDE

AUGUST 2009 | VERSION 1.8



smartycardTM
LEARN. EARN. PLAY.

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Introduction to These Guidelines

These guidelines have been designed to introduce and help you apply the SmartyCard brand, style, and corporate identity.

Whether you are a member of staff or a partner, you must follow these rules.

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Colors

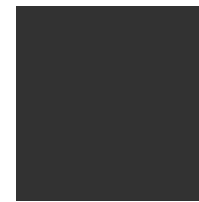
There are three main corporate colors which should be reproduced as accurately as possible in whichever medium they are used.



SmartyCard Blue
Hex: #009ce0
C:74 M:17 Y:0 K:0
R:0 G:156 B:224
PANTONE DS 229-1 C



SmartyCard Green
Hex: #93c83d
C:50 M:0 Y:85 K:0
R:147 G:200 B:61
PANTONE DS 290-2 C



SmartyCard Gray
Hex: #323232
C:0 M:0 Y:0 K:80
R:50 G:50 B:50

000000	1A1A1A	333333	4D4D4D	666666	808080	999999	B3B3B3	CCCCCC	E6E6E6	F2F2F2
009CE0	17A5E3	2EAE66	46B7E8	5DC0EB	74C9EE	8BD2F1	A2DBF4	B9E4F7	D1EDF9	E8F6FC
93C83D	9DCD4F	A7D260	B0D772	BADC84	C4E195	CEE6A7	D8EBB8	E2F0CA	EBF5DC	F5FAED
F6921E	F79C32	F8A647	F8B05B	F9BA70	FAC484	FBCD99	FCD7AD	FDE1C2	FDEBD6	FEF5EB
FF0099	FF17A2	FF2EAC	FF46B5	FF5DBE	FF74C7	FF8BD1	FFA2DA	FFB9E3	FFD1EC	FFE8F6
166099	2B6EA2	407DAC	568BB5	6B9ABE	80A8C7	95B7D1	AAC5DA	BFD4E3	D5E2EC	EAF1F6

Extended Color Palette

SmartyCard employs a range of secondary colors in elements such as header copy and background gradients.

SmartyCard Typeface

The SmartyCard brand typeface families are Franklin Gothic and Tahoma.

Tahoma is reserved for web usage within all web browser generated text and graphical type images.

Franklin Gothic is reserved for print media.

You can use Tahoma or Franklin Gothic for headings and body text, but DO NOT mix the two typefaces – use one or the other. No other typeface(s) should be used alongside or independently of Franklin Gothic or Tahoma.

Type size: A minimum size of 12px is recommended for people with a visual impairment.

Type weight: Use a medium or bold weight.

Letter spacing: Ensure adequate even spacing between letters, they should never appear to touch.

Word spacing: Keep word spacing even. Don't condense or stretch lines of type to fit a particular measure.

Justification Range: left type with ragged right hand margin.

Hyphenation: Don't split words at the end of lines

Layout: Keep layout clean and logical. Provide contents lists and plenty of clear headings. Break text into shortish paragraphs with adequate space between and around them.

Tahoma Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!;:/?.,@•%&*()\$\'<+>"©

Tahoma Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!;:/?.,@•%&*()\$\'<+>"©

Franklin Gothic Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!;:/?.,@•%&*()\$\'<+>"©

Franklin Gothic Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!;:/?.,@•%&*()\$\'<+>"©



Introduction to the Logotype

The SmartyCard logotype is unique and is one of the most important visual elements of the identity.

The logotype comprises the company name, SmartyCard, and the words “Learn. Earn. Play.”. They should be used in conjunction (locked-up) with each other and in the approved colorways.

The various logotype can be obtained in a variety of file formats including: EPS, and JPEG files. Please study this section before using the logotype.

Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.



An alternate version that omits the tagline was created for a small format or alternate display of the logo.



The logo can also be knocked out in front of a dark background.



DO NOT change colors.



DO NOT change the angle.



DO NOT change the typeface.



DO NOT add elements



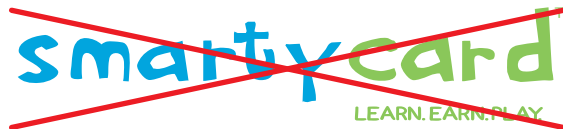
DO NOT change the size relationships.



DO NOT change the grouping.



DO NOT distort the elements



DO NOT change character spacing.



DO NOT use intricate backgrounds.

Incorrect Usage of the Logotype

The appearance of the corporate logo is critical to the integrity of our corporate identity and to the consistent impression we make in the marketplace. There are rules to follow for using the corporate logo. A few examples of “DO NOTs” are: never skew the corporate logo in any direction, never orient the logo vertically and never use the logo in a sentence.

Badges

Badges are designed to be displayed on the websites of SmartyCard's partners and affiliates. SmartyCard offers a variety of predetermined color schemes, sizes, and messages to allow for stronger integration with the content of its host's web page. Additional guidelines can be found in the Appendix section of this document.

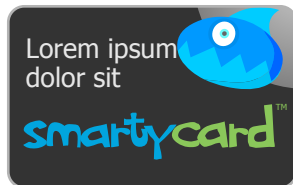
Sizes

Large



Width: 150 px
Height: 68 px

Medium



Width: 108 px
Height: 68 px

Small



Width: 80 px
Height: 48 px

Mini



Width: 80 px
Height: 15 px

Large Badges

Version 1



Alternative Colors



Blue Background Gradient
Gradient Type: Circular
Colors: #166099, #009CE0



Orange Background Gradient
Gradient Type: Circular
Colors: #CE7720, #F6921E



Green Background Gradient
Gradient Type: Circular
Colors: #6B8E28, #93C83D



Pink Background Gradient
Gradient Type: Circular
Colors: #B20273, #FF0099

Large Badges

Version 2



Alternative Colors



Logo Color: #FFFFFF
Blue Background
Background Color: #166099
Border Color: #009CE0



Logo Color: #FFFFFF
Orange Background
Background Color: #F6921E
Border Color: #CE7720



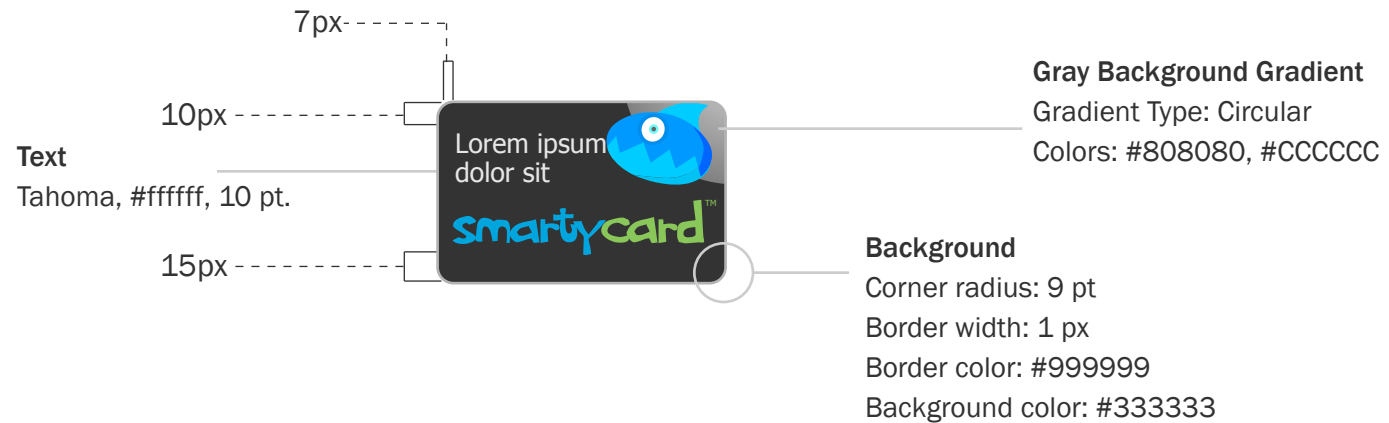
Logo Color: #FFFFFF
Green Background
Background Color: #93C83D
Border Color: #6B8E28



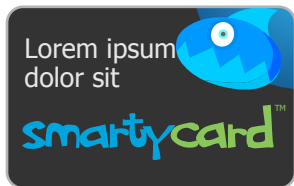
Logo Color: #FFFFFF
Pink Background
Background Color: #FF0099
Border Color: #B20273

Medium Badges

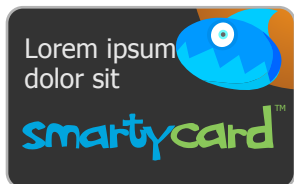
Version 1



Alternative Colors



Blue Background Gradient
Gradient Type: Circular
Colors: #166099, #009CE0



Orange Background Gradient
Gradient Type: Circular
Colors: #CE7720, #F6921E



Green Background Gradient
Gradient Type: Circular
Colors: #6B8E28, #93C83D



Pink Background Gradient
Gradient Type: Circular
Colors: #B20273, #FF0099

Medium Badges

Version 2



Alternative Colors



Logo Color: #FFFFFF
Blue Background
 Background Color: #166099
 Border Color: #009CE0



Logo Color: #FFFFFF
Orange Background
 Background Color: #F6921E
 Border Color: #CE7720

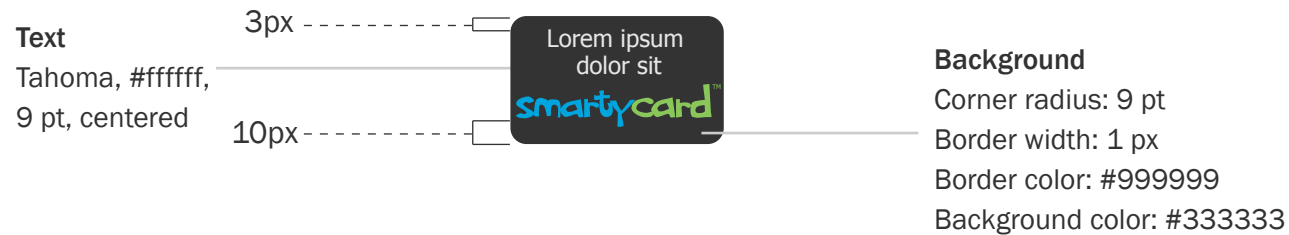


Logo Color: #FFFFFF
Green Background
 Background Color: #93C83D
 Border Color: #6B8E28



Logo Color: #FFFFFF
Pink Background
 Background Color: #FF0099
 Border Color: #B20273

Small Badges



Alternative Colors



Logo Color: #FFFFFF
Blue Background
Background Color: #166099
Border Color: #009CE0



Logo Color: #FFFFFF
Orange Background
Background Color: #F6921E
Border Color: #CE7720

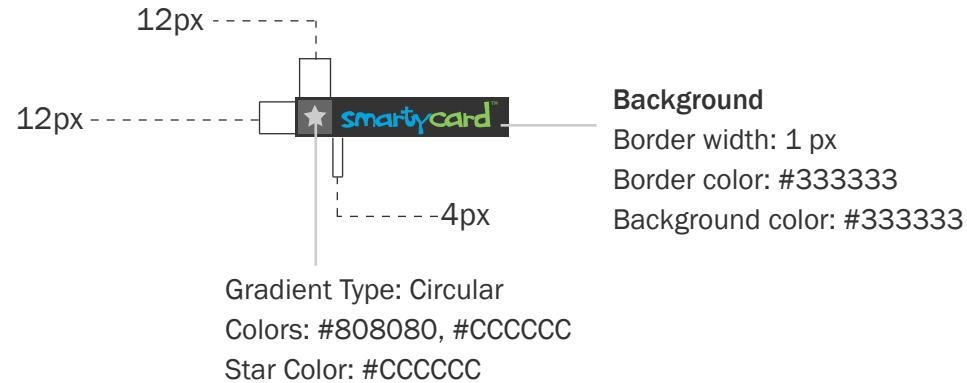


Logo Color: #FFFFFF
Green Background
Background Color: #93C83D
Border Color: #6B8E28



Logo Color: #FFFFFF
Pink Background
Background Color: #FF0099
Border Color: #B20273

Mini Badges



Alternative Colors



Blue Background Gradient
 Gradient Type: Circular
 Colors: #166099, #009CE0
 Star Color: #8BD2F1



Green Background Gradient
 Gradient Type: Circular
 Colors: #6B8E28, #93C83D
 Star Color: #D8EBB8



Orange Background Gradient
 Gradient Type: Circular
 Colors: #CE7720, #F6921E
 Star Color: #FCD7AD



Pink Background Gradient
 Gradient Type: Circular
 Colors: #B20273, #FF0099
 Star Color: #FFD1EC

Business Card

SmartyCard provides business cards to employees of the company. The cards are printed using CMYK (process color) on 4/4 14 pt. matte paper stock. To ensure proper display of the characters and other elements, be sure to use the artwork in the folder entitled “business_card” included with the Style Guide assets.



Business Card Blue
C:93 M:58 Y:21 K:3



Business Card Green
C:30 M:0 Y:99 K:0



Business Card White
C:0 M:0 Y:0 K:0

Total Image Area Including Bleed
3.625 x 2.375
(3 5/8" x 2 3/8")

Bleed .125
(1/8")



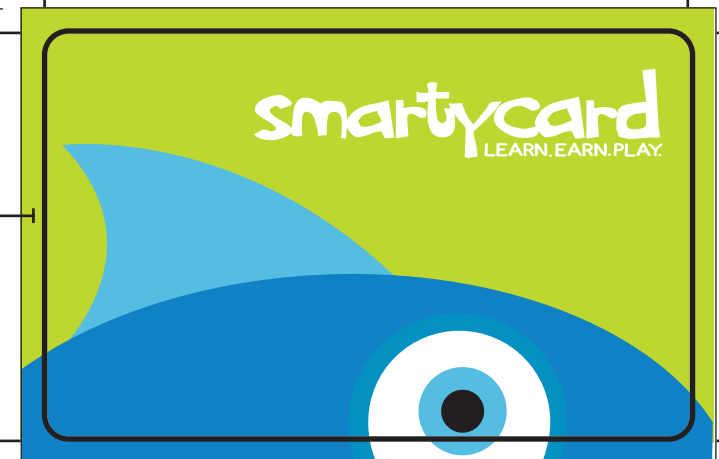
Font: Tahoma
Size: 9.5 pt
Color: White
Leading : 9 pt

Bleed .125
(1/8")

Font: Tahoma
Size: 7.5 pt
Color: White
Leading : 9 pt

Font: Tahoma
Size: 7.5 pt
Color: C:30 M:0 Y:99 K:0

Total Image Area Including Bleed
3.625 x 2.375
(3 5/8" x 2 3/8")



SmartyCard Characters

The SmartyCard characters are unique illustrations and personas and are important visual elements of the identity. There are five primary characters that help shape the SmartyCard virtual world.

All the characters are available in a variety of poses in EPS format.





Chin Lin

Beverly Hills Brains

Academic Strengths: Foreign Languages, History/Social Studies, Politics, Popular Culture, Fashion

Attitude: Bright, bubbly, can-do spirit balanced by a she-devil temper. Multi-tasker, extreme communicator, control freak. Fashion focused, materialistic, pampered, self-focused.





Isaiah

Smart Jock

Academic Strengths: Structural Engineering, Mechanics, Kinesiology, Biology, Dinosaur-buff, Handy

Attitude: Boastful, brawny, athletic. Hero-complex. Accident prone. Kind hearted but off-base/oblivious to other people's feelings.





Harmony

Hipster Intellectual

Academic Strengths: Mathematics, Quantum Physics, Nanotechnology, Computer Science, Industrial Design, Architecture, Technological Gadgets

Attitude: Hyper-perceptive, quick-witted, deadpan delivery, sarcastic. Righteous, self-imposed outsider. Fyodor Dostoevsky book club member.





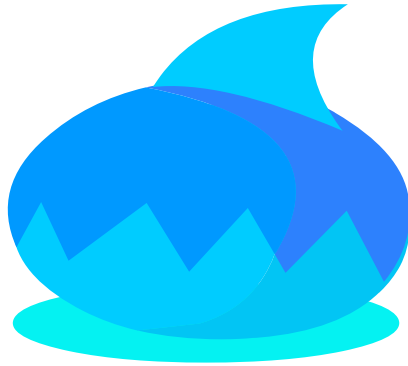
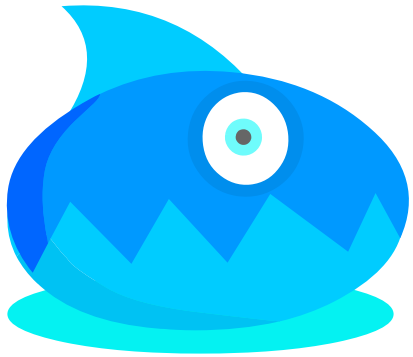
Shamus

Insightful Surfer

Academic Strengths: Earth Science, Chemistry, Archeology, Sociology, Music

Attitude: Boy beauty. Zen/Eastern Philosophical in nature. Spontaneous and lives in the present. Non-confrontational. Laid back and focused on the pleasure and adventure in life. Extreme-Sport enthusiast. Green activist.





Indi

Pet

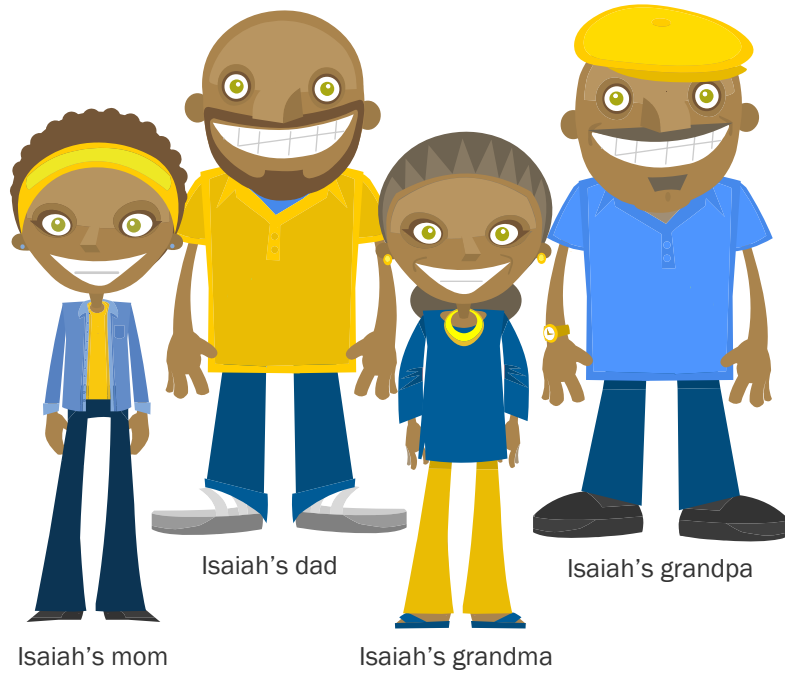
Academic Strengths: None

Attitude: Small force of nature. Creates chaos though never wrong in the eyes of owner (Shamus). Irreverent, self-sufficient and resourceful. Narcoleptic.



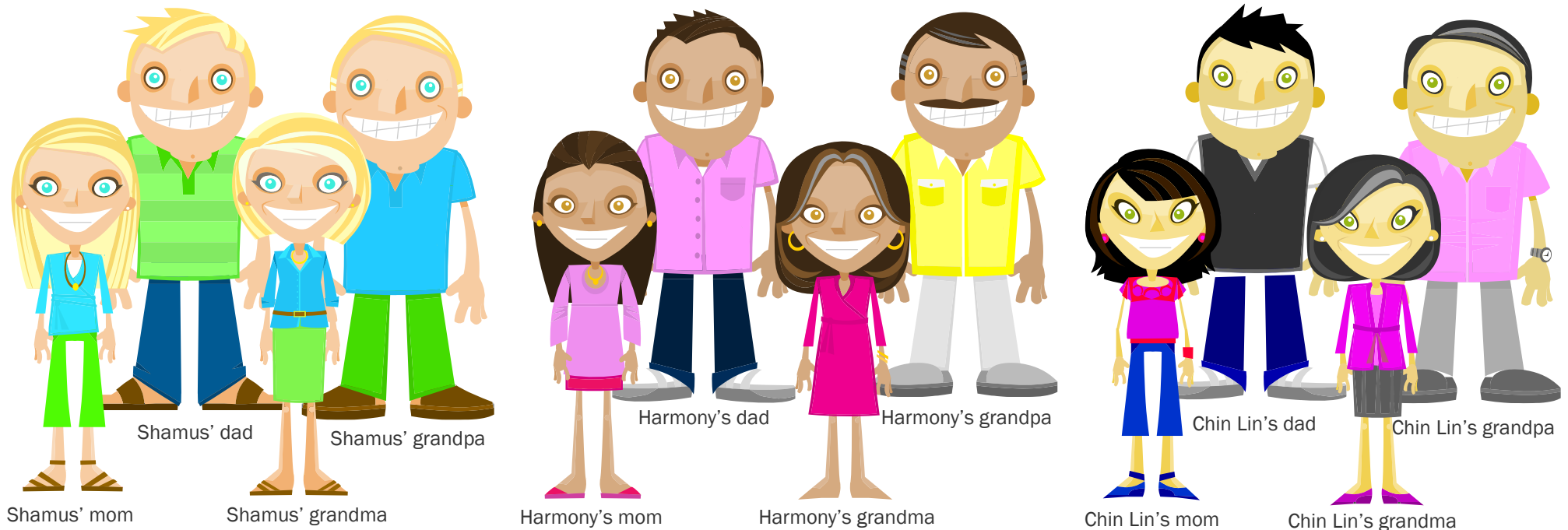
Zzzzzzz





Secondary Characters: Parents

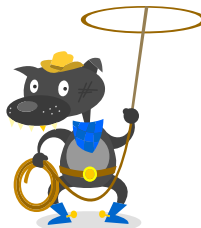
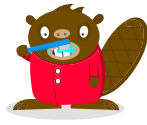
Parents of each character also inhabit the SmartyCard world. They often appear alongside their child.





Secondary Characters: Avatars

Users can choose from a range of over twenty avatar characters. The choice is generally made during the registration process and the avatar subsequently appears each time the user is logs in.





Secondary Characters: Critters

Secondary characters inhabit many of the SmartyCard environments and interact with the primary characters. Characters, such as the chimp, often instigate action. Whales and dolphins are often seen jumping or performing in the midst of the primary characters.



Background Illustrations

SmartyCard characters interact within rich environments that feature a variety of background illustrations. A handful of the illustrations correspond with a specific lesson categories. For instance, writing quizzes are overlaid above the Waikiki background.



Boardwalk Background Illustration



Boardwalk

Filename: BG_Boardwalk.fla

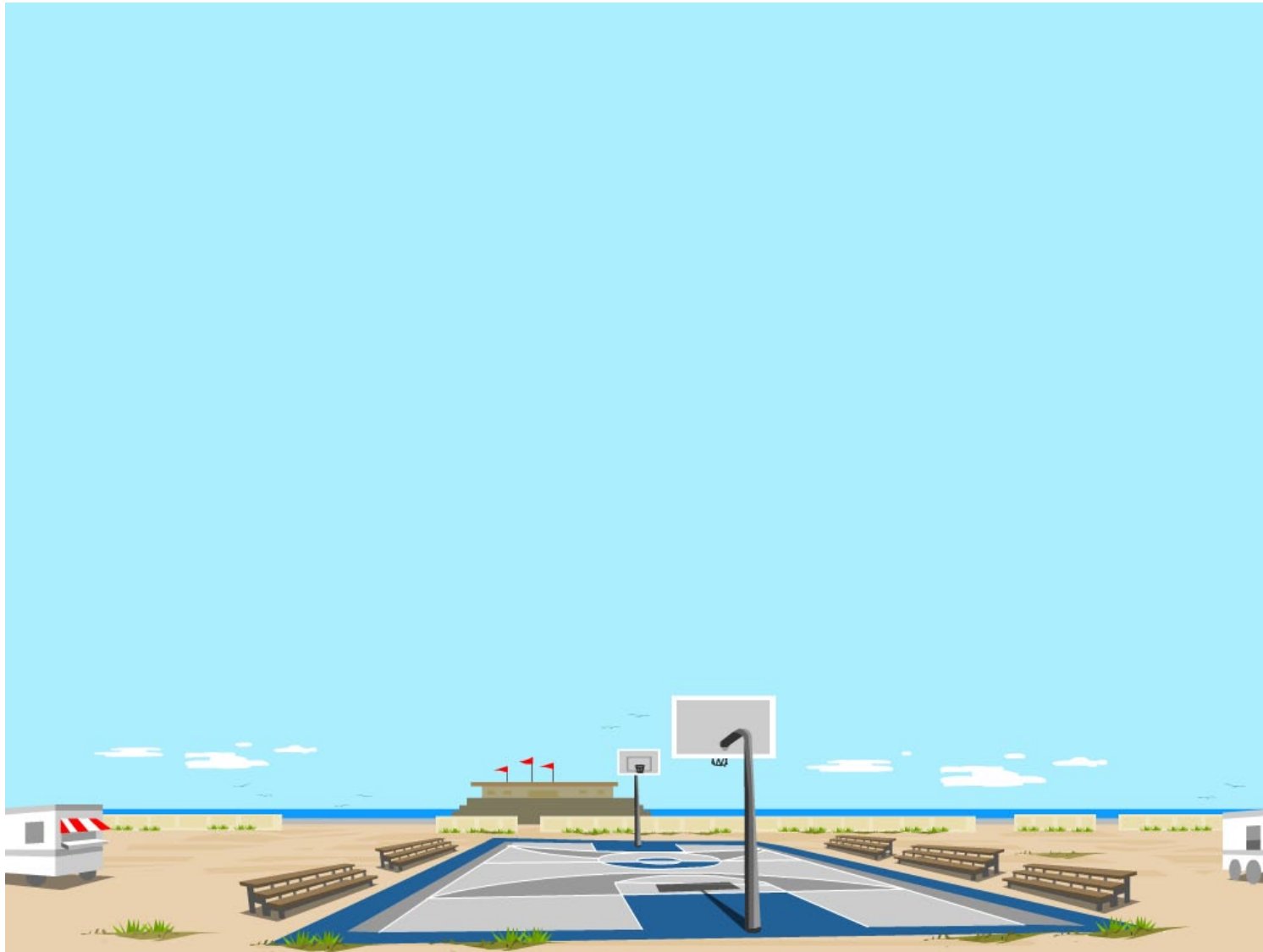
Related Content: Reading

Brooklyn Background Illustration



Brooklyn
Filename: BG_Brooklyn.fla

Basketball Background Illustration



Basketball

Filename: BG_Basketball.fla

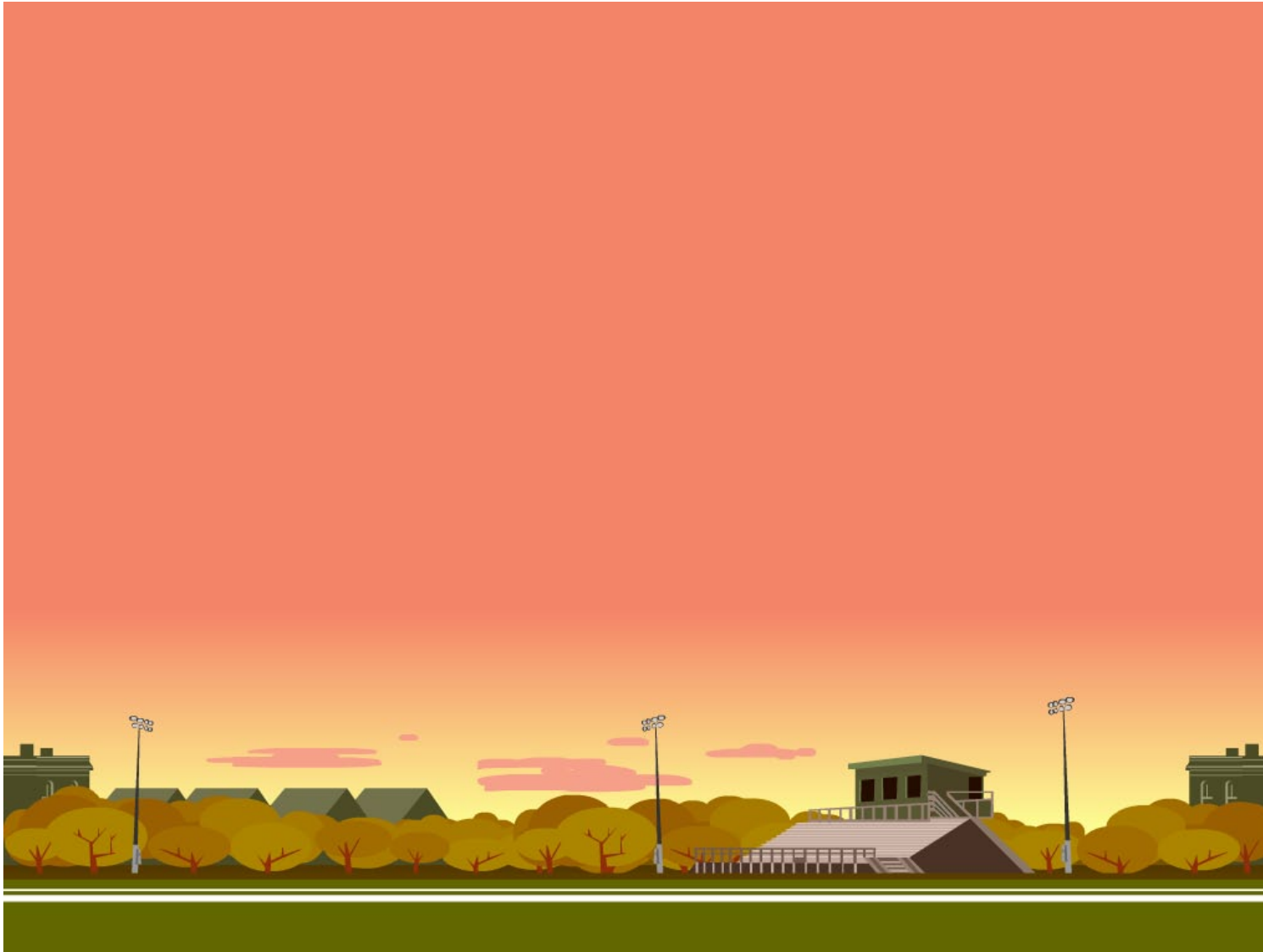
Baseball Field Background Illustration



Baseball Field

Filename: BG_BaseballField.fla

Athletic Field (Dusk) Background Illustration

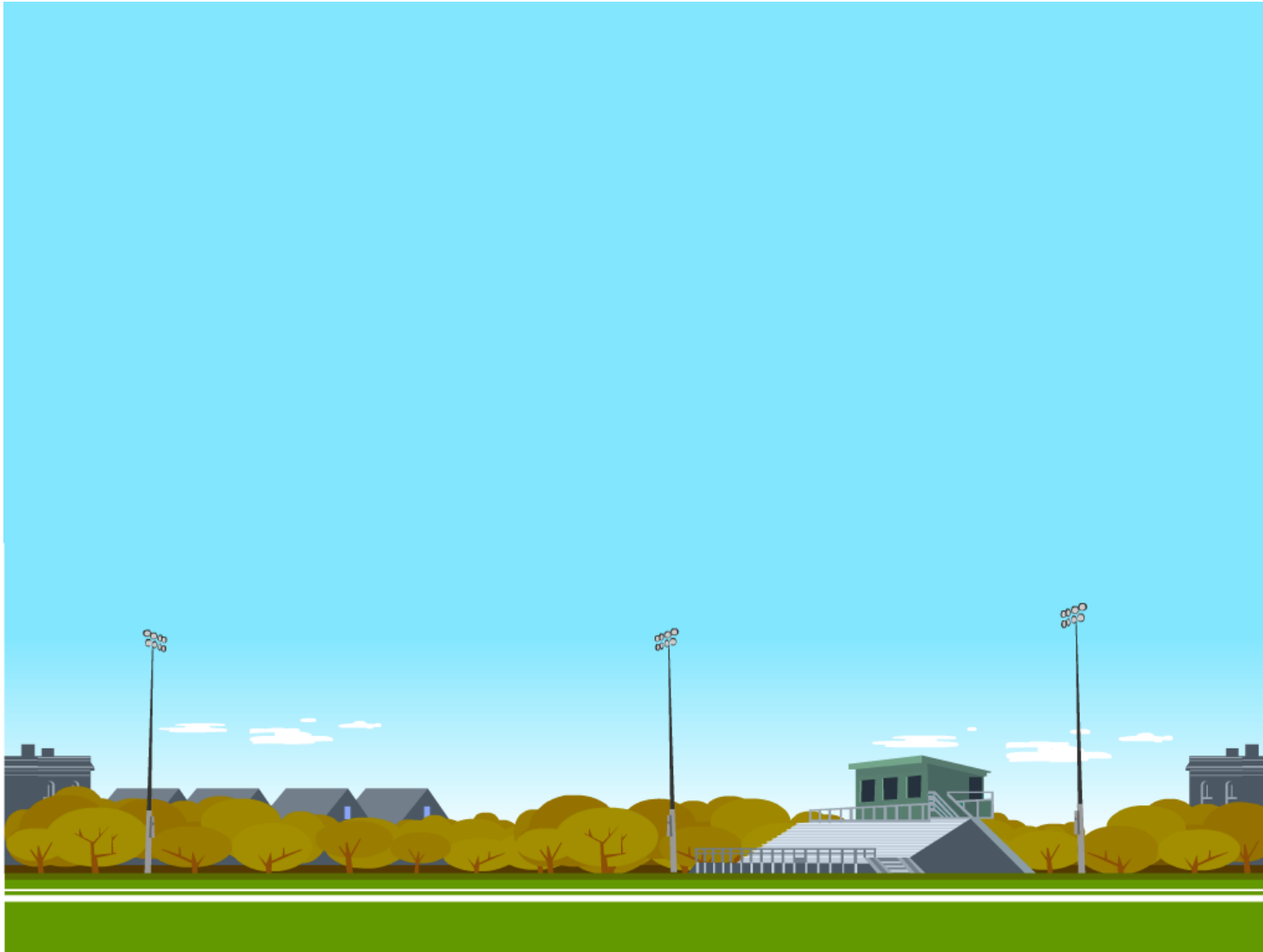


Athletic Field (Dusk)

Filename:

BG_AthleticField_Dusk.fla

Athletic Field (Day) Background Illustration



Athletic Field (Day)
Filename:
BG_AthleticField_Day.fla

Air & Space Museum Background Illustration



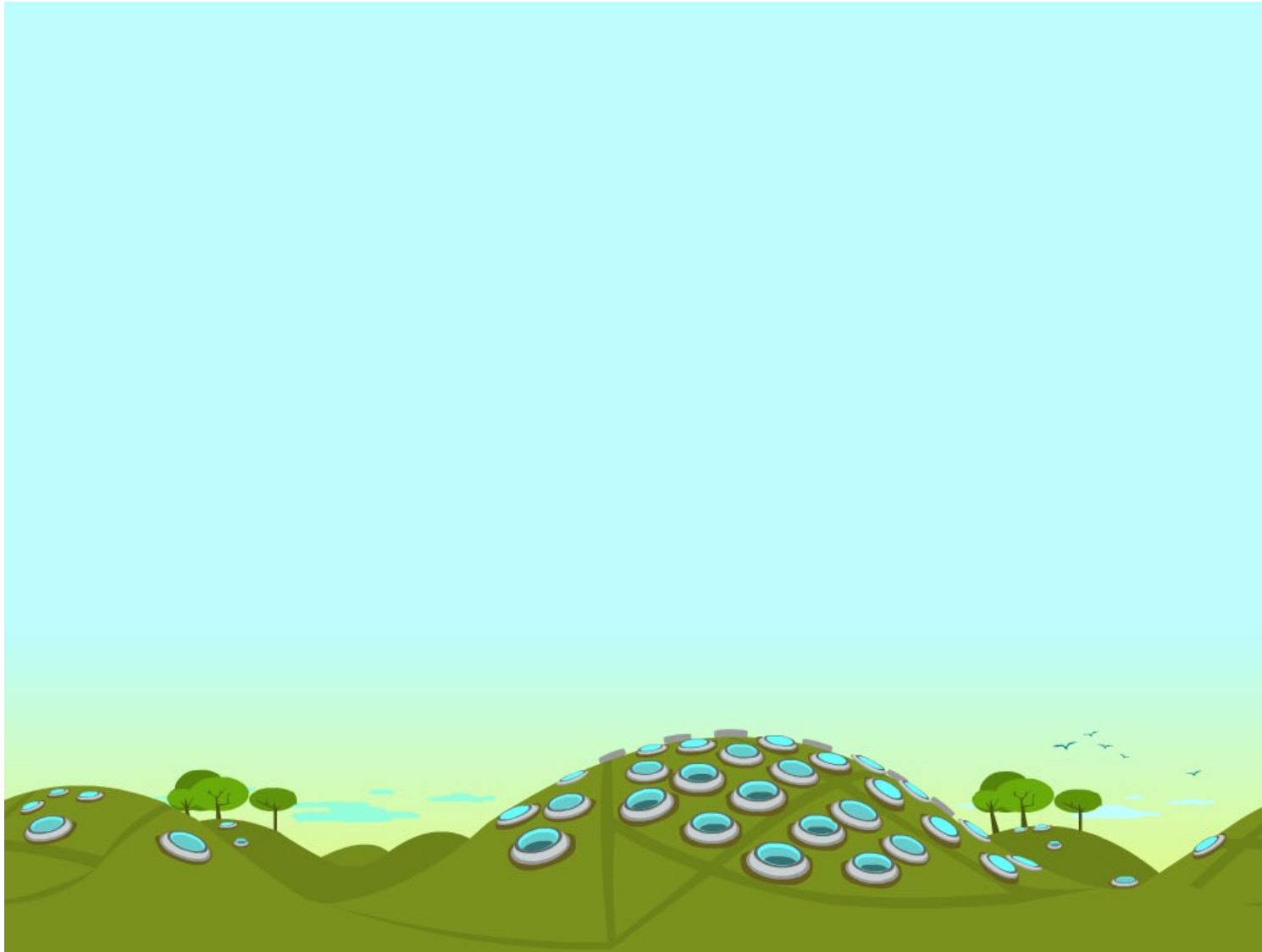
Air & Space Museum

Filename:

BG_AirSpaceMuseum.fla

Related Content: Science

Academy of Science Background Illustration



Academy of Science
Filename:
BG_AcademyScience.fla

Waikiki Beach Background Illustration

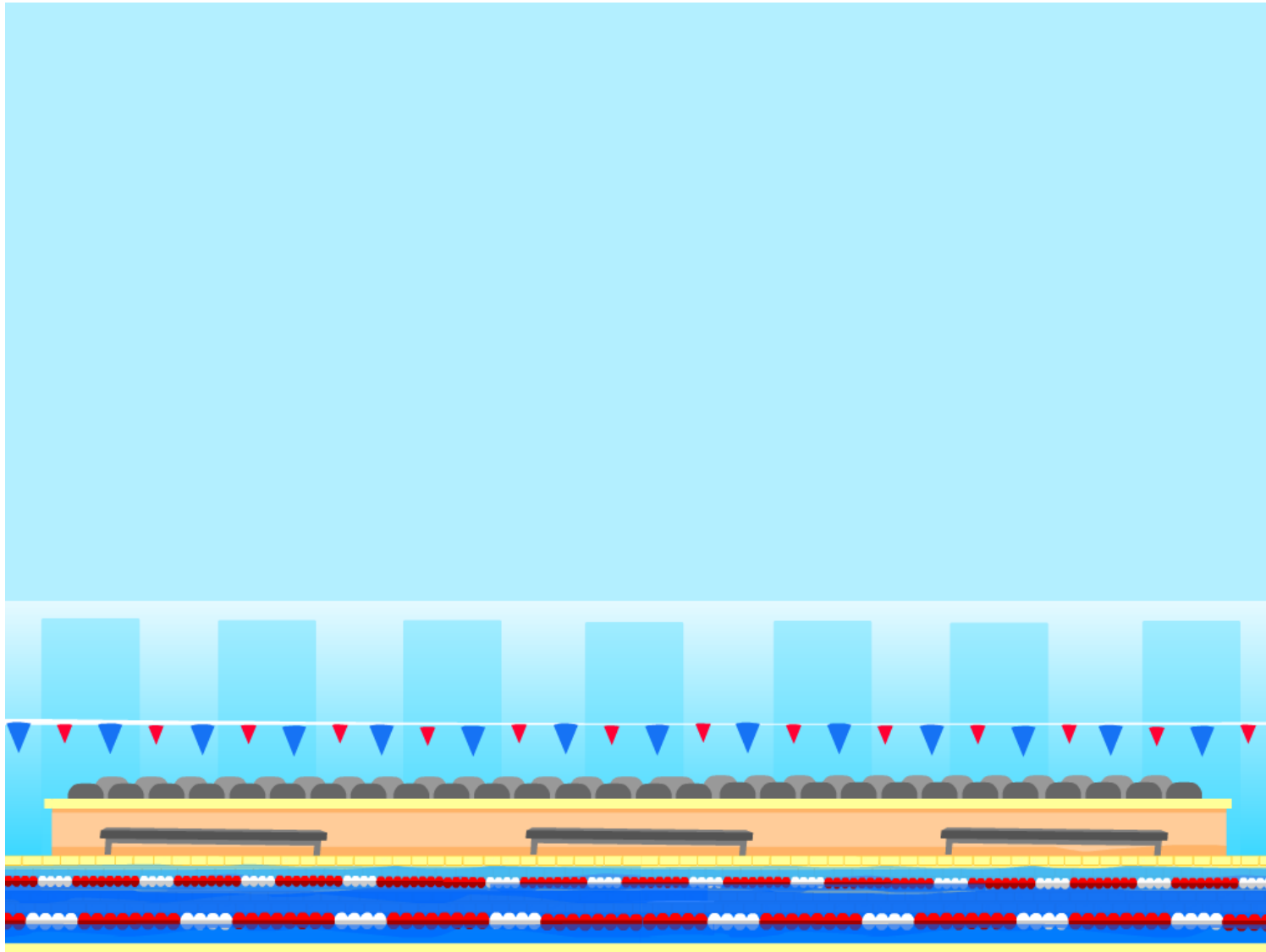


Waikiki Beach

Filename: BG_WaikikiBeach.fla

Related Content: Writing

Swimming Pool Background Illustration



Swimming Pool
Filename: BG_SwimmingPool.fla

Sea World Background Illustration

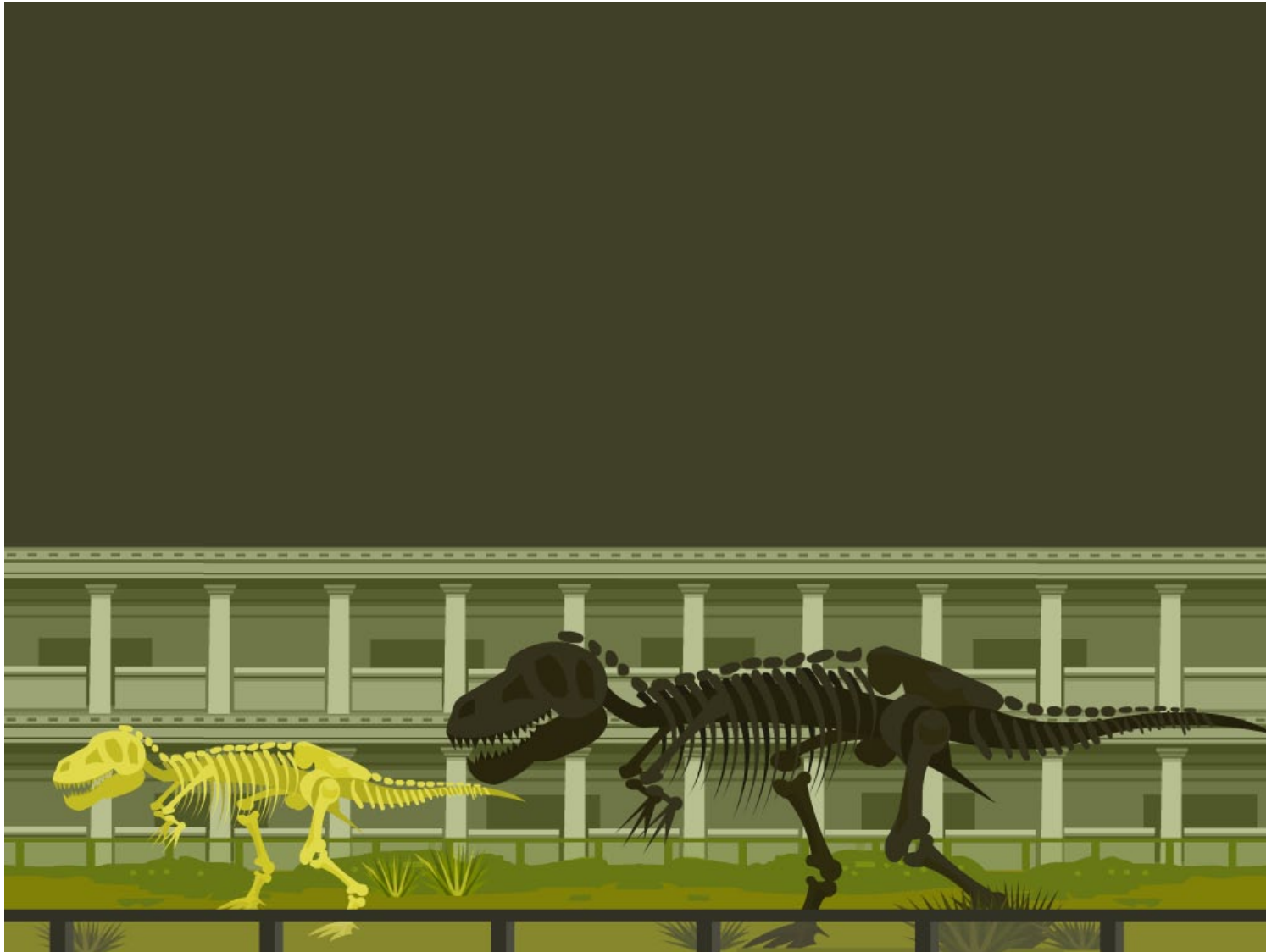


Sea World

Filename: BG_SeaWorld.fla

Related Content: Social Studies

Natural History Museum Background Illustration

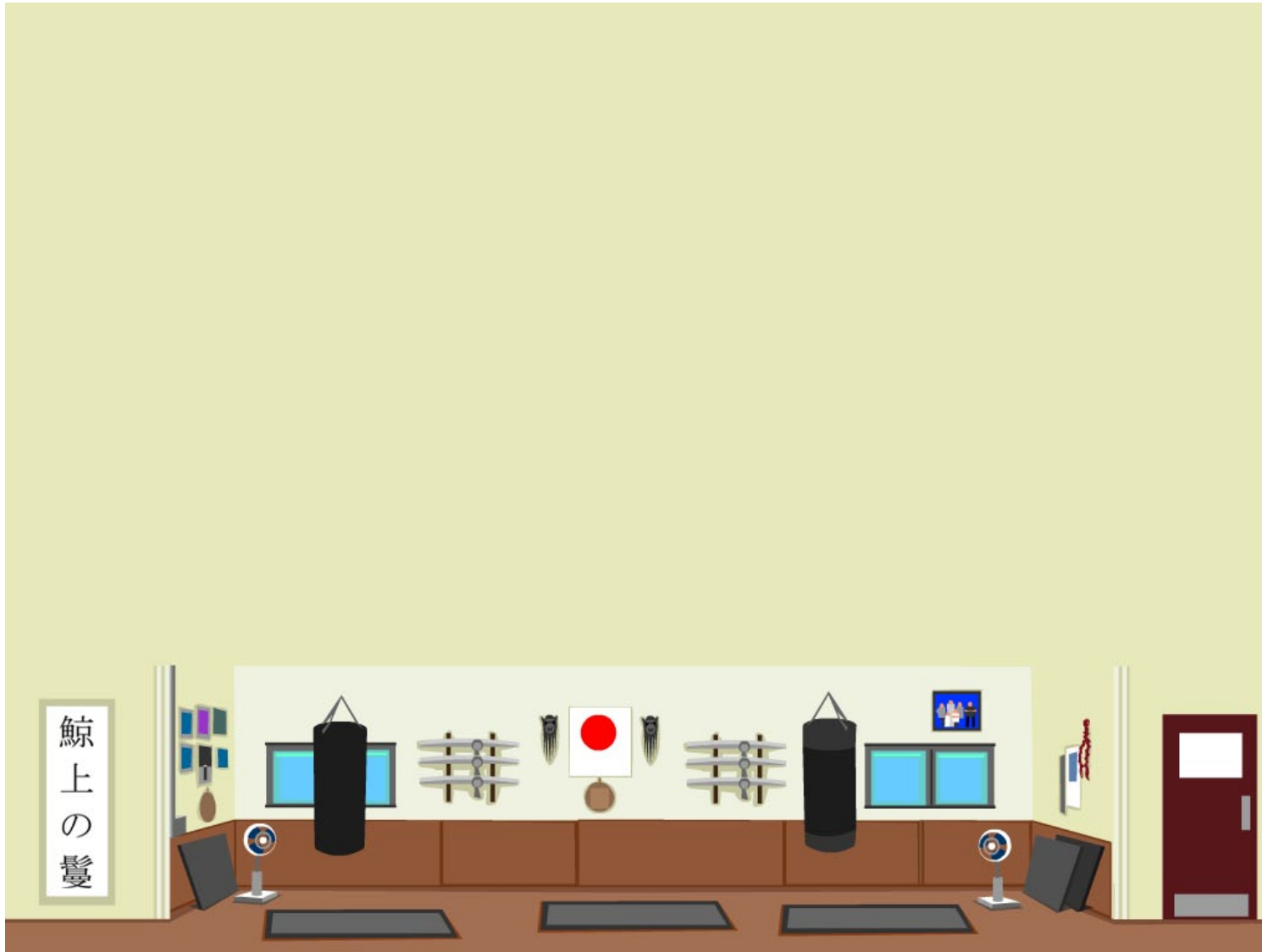


Natural History Museum

Filename:

BG_NaturalHistoryMuseum.fla

Dojo Background Illustration



Dojo
Filename: BG_Dojo.fla

Dino Park Background Illustration

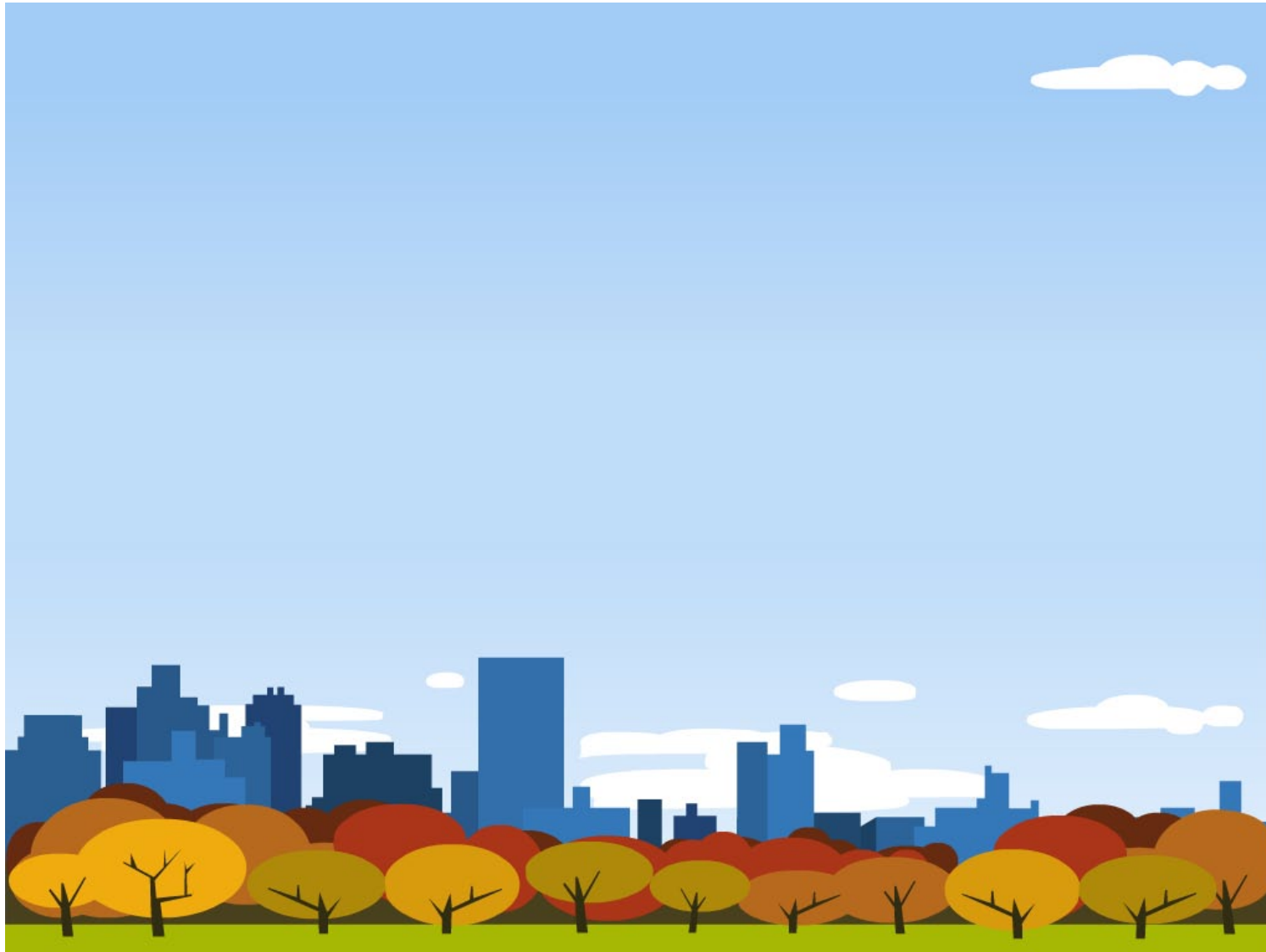


Dino Park

Filename: BG_DinoPark.fla

Related Content: Math

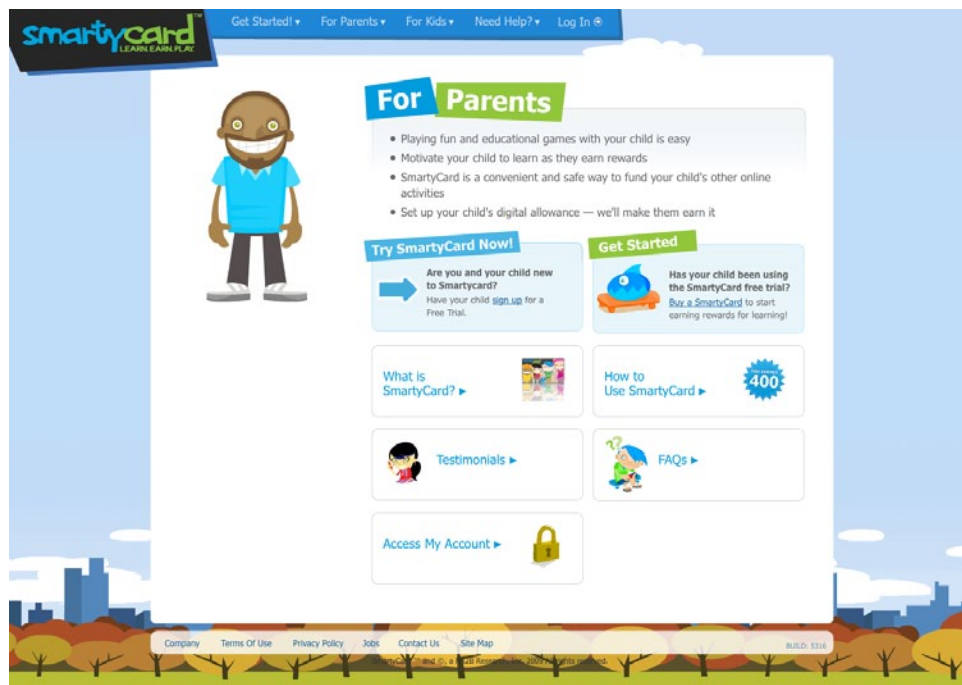
Central Park Background Illustration



Central Park
Filename: BG_CentralPark.fla

Interface Elements

SmartyCard employs a standardized set of interface elements throughout smartycard.com. To ensure consistent display of elements such as buttons, headers, and other elements follow these guidelines closely.



Button Construction

Large Buttons



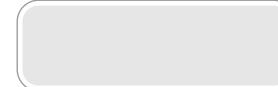
Create a rounded rectangle 30 points high with 6-point corner radius. Copy to clipboard.



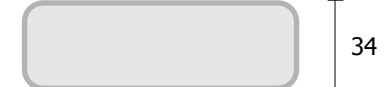
Give the shape a 4-point stroke.



Outline the stroke by selecting Object > Path > Outline Stroke. Delete inner shape.



Paste the clipboard in front (command-f).



Fill inner shape with button color. Fill outer shape with stroke color. Finished button is 34 points tall.



Medium Buttons



Create as above, 20 points high with 4-point corner radius. Copy to clipboard.



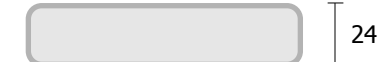
same as above



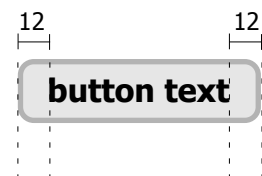
same as above



same as above



same as above, 24 pts tall

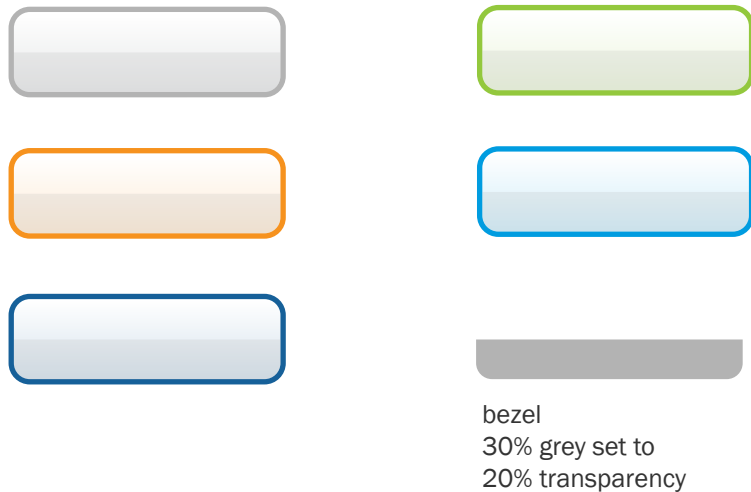


Button Colors & Textures

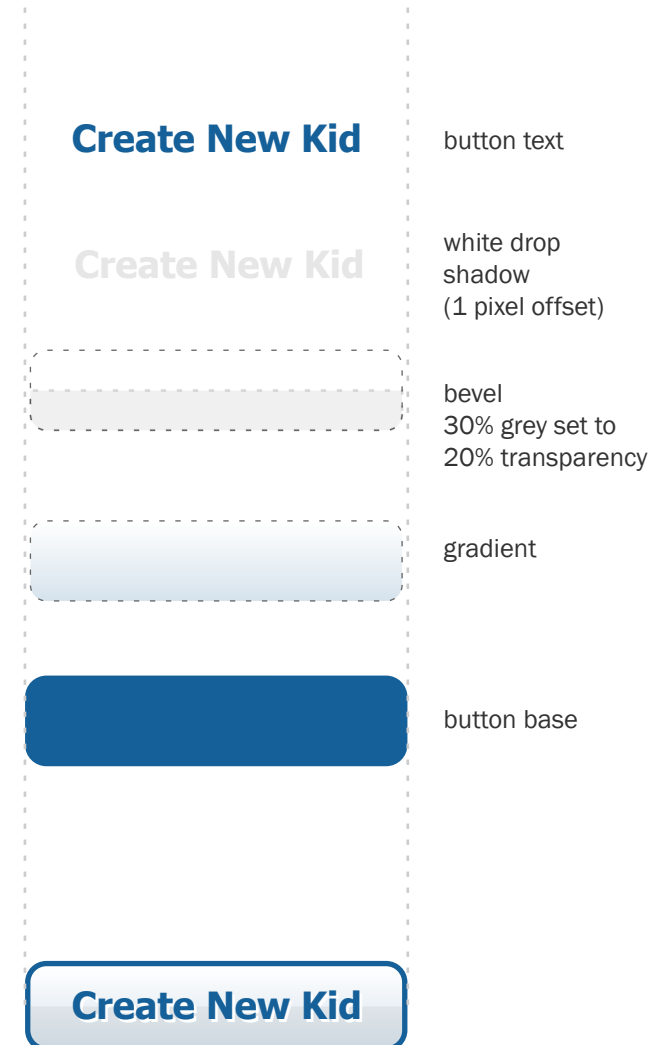
Color Gradients



Bezel



Layered View



Text Elements

Header 1

Size: 22px
Color: #f6921e
Font: Tahoma
Weight: Bold

Header 2

Size: 18px
Color: #009ce0
Font: Tahoma
Weight: Normal

Header 3

Size: 15px
Color: #78a037
Font: Tahoma
Weight: Normal

Header 4

Size: 13px
Color: #666666
Font: Tahoma
Weight: Bold

Paragraph

Size: 13px
Color: #666666
Font: Tahoma
Weight: Normal

Hyperlink

Size: 13px
Color: #166099
Font: Tahoma
Weight: Normal
Style: Underline

Container Construction



Containers are shaped from rounded rectangles with a corner radius of 9 points.



Create a 2-pt concentric outer shape by duplicating the shape and giving it a 4-pt stroke.



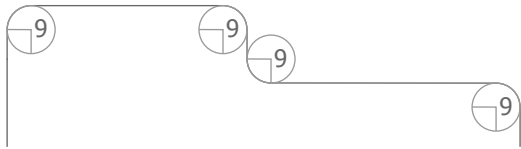
Outline the stroke (Object > Path > Outline Stroke) and delete the inner path.



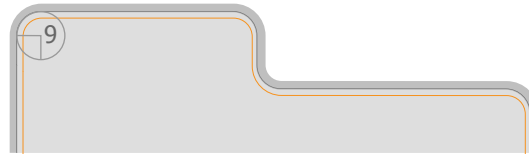
You are left with 2 concentric shapes with a 2-pt border.



Tab Shapes



Tabs are shaped from rounded rectangles with corner radius of 9 points.



The outer shape is created from the inner shape by applying a 4-point stroke (like the buttons) and expanding the stroke to a path. Delete the inner path.

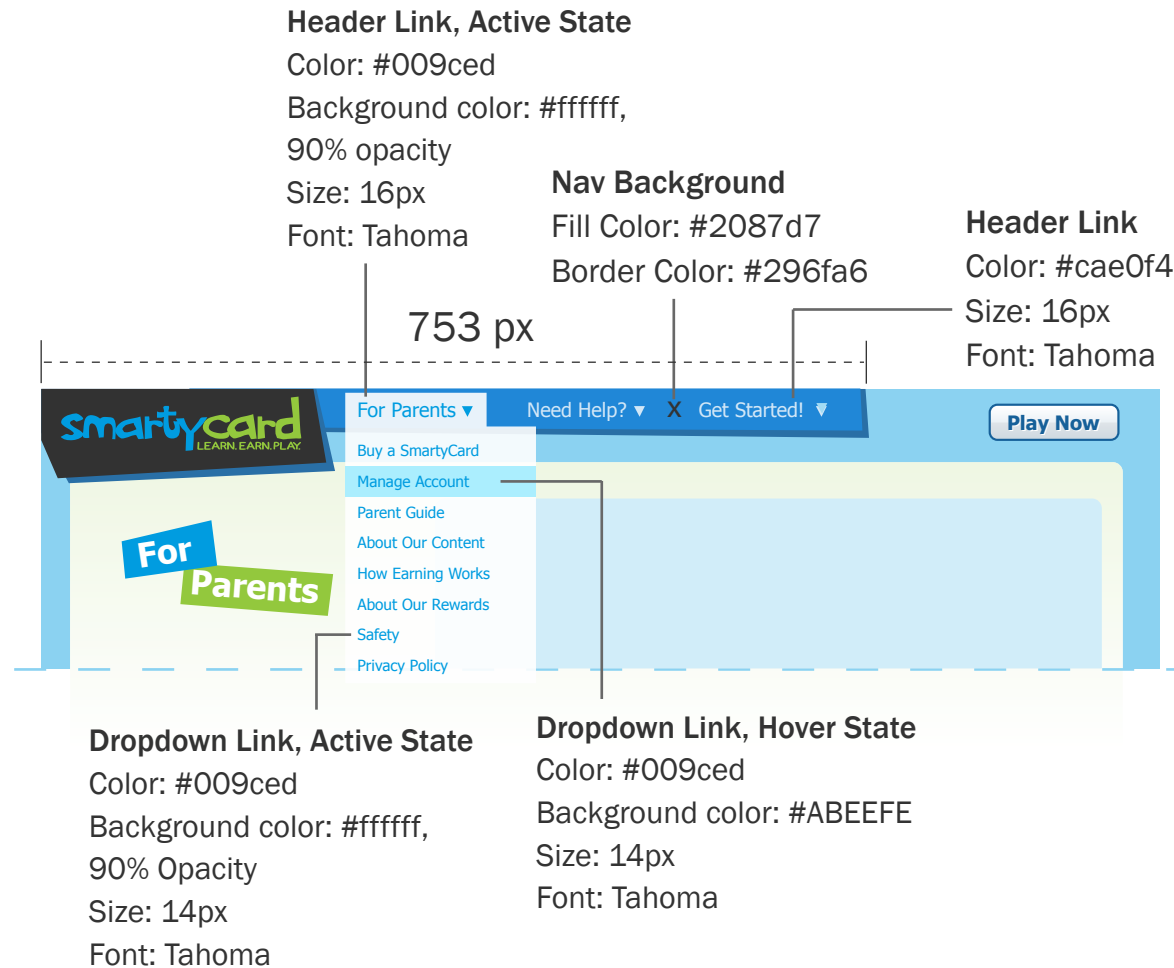


Delete the inner path. You are left with the original path with a 2-point outer concentric shape.



Tab labels are 14-pt Tahoma Bold. The width of the tabs is quite wide to allow for a large mouse target area.

Navigation



An Important Note Regarding the Logged In Navigation:

By and large the specifications do not change for the logged in version of the navigation with a few important exceptions:

- The Nav width is reduced to 467px.
- The Header Link font size is reduced to 12px.
- There are no dropdown states

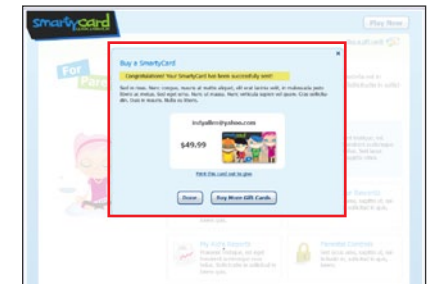
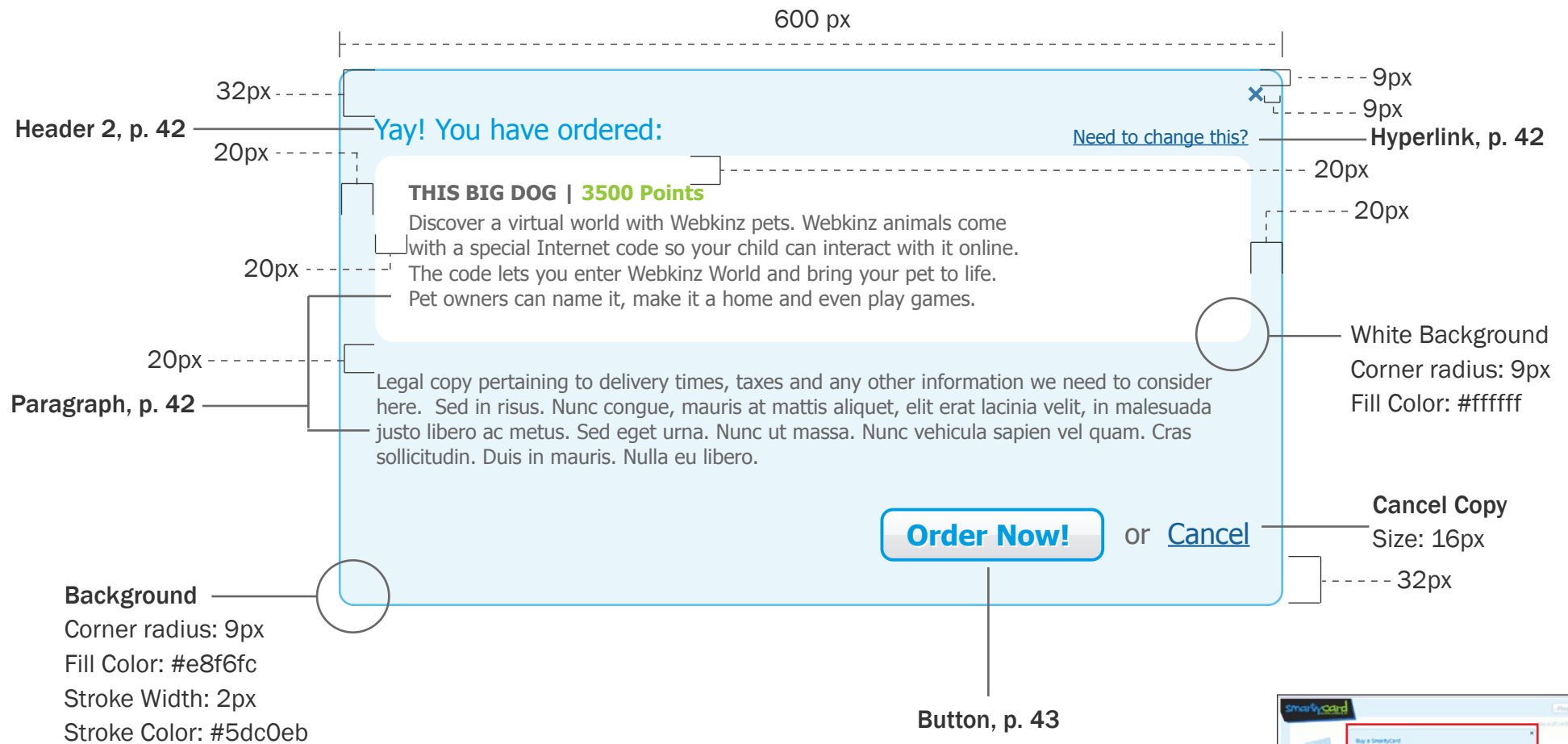
Application Environment



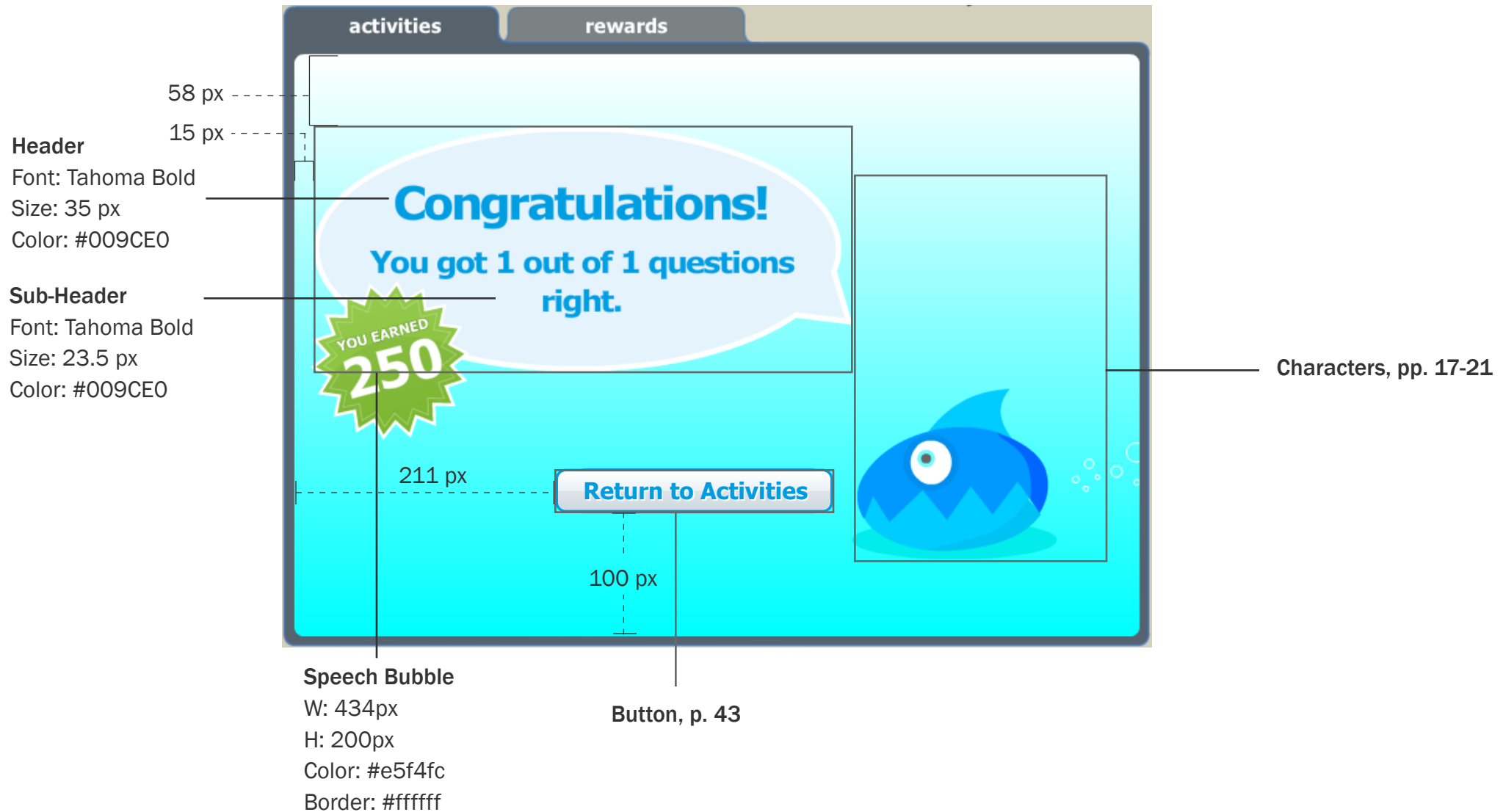
Logged Out Environment



Dialogue Box



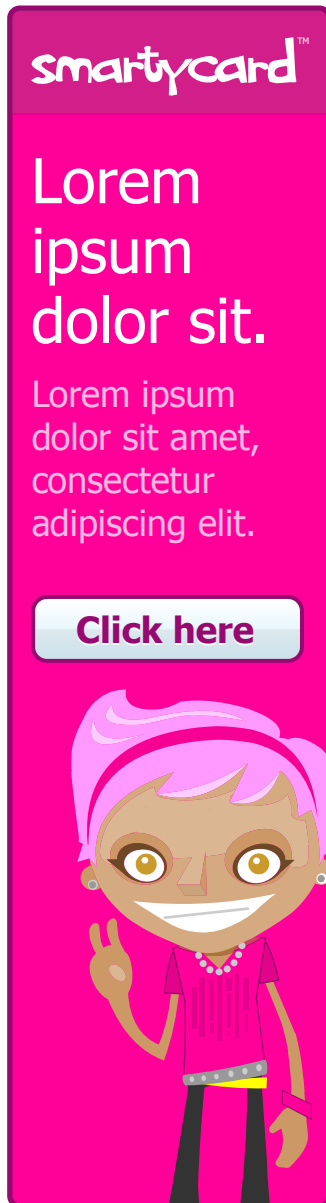
Success/Failure Screen



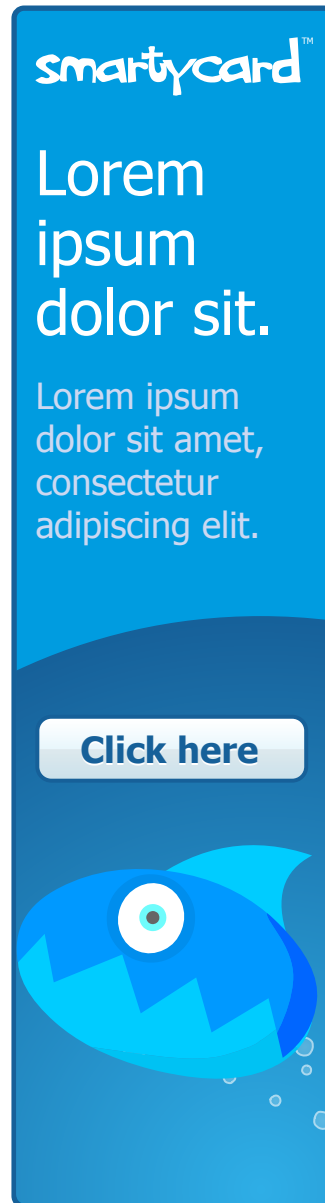
Appendix

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Newsletter	66

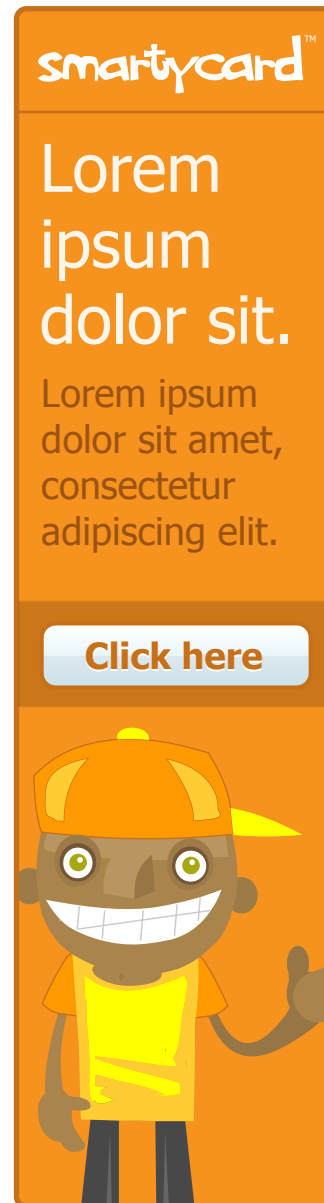
Banner Ads: 160 x 600 (Wide Skyscraper)



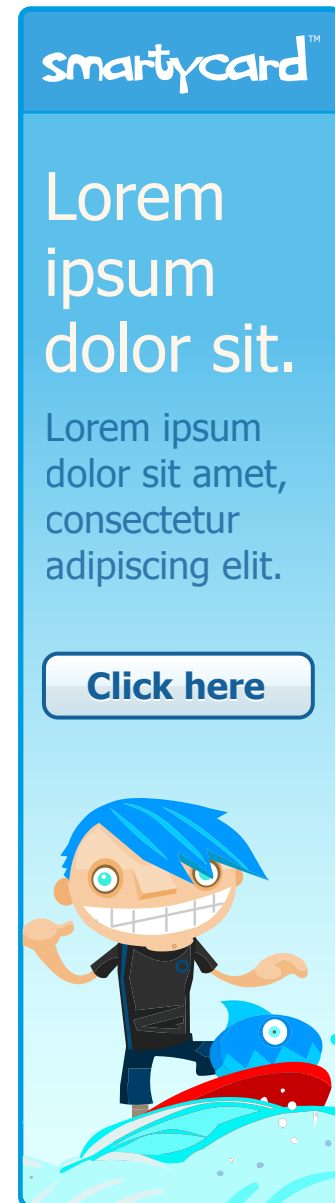
banner_skyscraper_1



banner_skyscraper_2



banner_skyscraper_3



banner_skyscraper_4

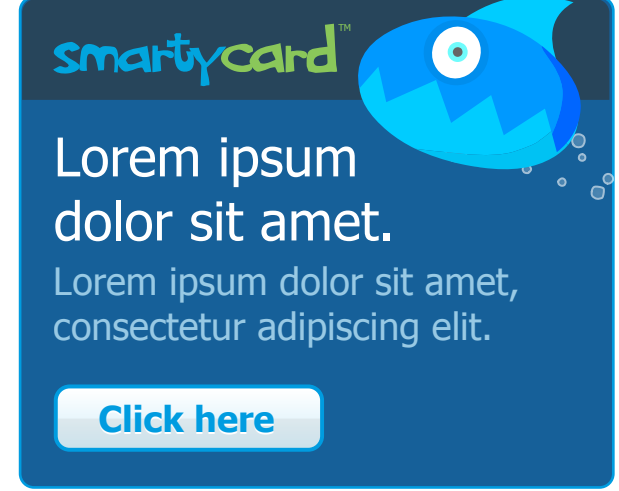
Banner Ads: 300 x 250 (Medium Rectangle)



banner_medium_rec_1



banner_medium_rec_2



banner_medium_rec_3

Banner Ads: 180 x 150 (Rectangle)



banner_rec_1



banner_rec_2



banner_rec_3



banner_rec_4

Banner Ads: 728 x 90 (Leaderboard)



banner_leaderboard_1



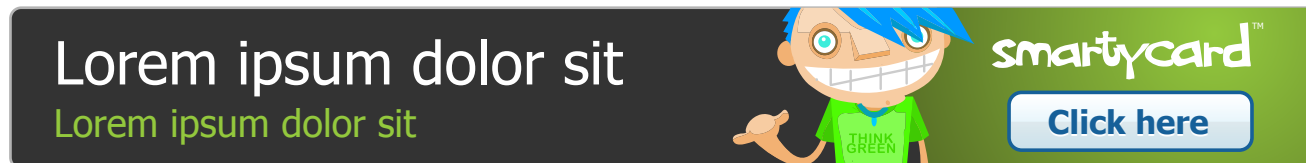
banner_leaderboard_2



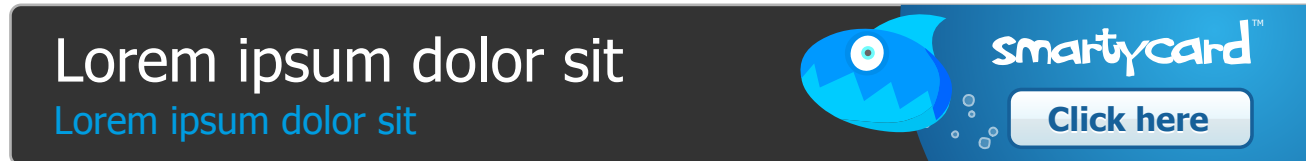
banner_leaderboard_3



banner_leaderboard_4



banner_leaderboard_5



banner_leaderboard_6

Banner Ads: Animation Sequence

1.



banner_leaderboard_anim_1

2.



banner_leaderboard_anim_2

3.



banner_leaderboard_anim_3

4.



banner_leaderboard_anim_4

5.



banner_leaderboard_anim_5

Badges: “You can find us on SmartyCard”



you_can/you_large_gray_v1.gif



you_can/you_large_gray_v2.gif



you_can/you_med_gray_v1.gif



you_can/you_med_gray_v2.gif



you_can/you_small_gray.gif



you_can/you_large_blue_v1.gif



you_can/you_large_blue_v2.gif



you_can/you_med_blue_v1.gif



you_can/you_med_blue_v2.gif



you_can/you_small_blue.gif



you_can/you_large_green_v1.gif



you_can/you_large_green_v2.gif



you_can/you_med_green_v1.gif



you_can/you_med_green_v2.gif



you_can/you_small_green.gif



you_can/you_large_orange_v1.gif



you_can/you_large_orange_v2.gif



you_can/you_med_orange_v1.gif



you_can/you_med_orange_v2.gif



you_can/you_small_orange.gif



you_can/you_large_pink_v1.gif



you_can/you_large_pink_v2.gif



you_can/you_med_pink_v1.gif



you_can/you_med_pink_v2.gif



you_can/you_small_pink.gif

Badges: “Check us out on SmartyCard”



check_us/check_large_gray_v1.gif



check_us/check_large_gray_v2.gif



check_us/check_med_gray_v1.gif



check_us/check_med_gray_v2.gif



check_us/check_small_gray.gif



check_us/check_large_blue_v1.gif



check_us/check_large_blue_v2.gif



check_us/check_med_blue_v1.gif



check_us/check_med_blue_v2.gif



check_us/check_small_blue.gif



check_us/check_large_green_v1.gif



check_us/check_large_green_v2.gif



check_us/check_med_green_v1.gif



check_us/check_med_green_v2.gif



check_us/check_small_green.gif



check_us/check_large_orange_v1.gif



check_us/check_large_orange_v2.gif



check_us/check_med_orange_v1.gif



check_us/check_med_orange_v2.gif



check_us/check_small_orange.gif



check_us/check_large_pink_v1.gif



check_us/check_large_pink_v2.gif



check_us/check_med_pink_v1.gif



check_us/check_med_pink_v2.gif



check_us/check_small_pink.gif

Badges: “As seen on SmartyCard”



as_seen/seen_large_gray_v1.gif



as_seen/seen_large_gray_v2.gif



as_seen/seen_med_gray_v1.gif



as_seen/seen_med_gray_v2.gif



as_seen/seen_small_gray.gif



as_seen/seen_large_blue_v1.gif



as_seen/seen_large_blue_v2.gif



as_seen/seen_med_blue_v1.gif



as_seen/seen_med_blue_v2.gif



as_seen/seen_small_blue.gif



as_seen/seen_large_green_v1.gif



as_seen/seen_large_green_v2.gif



as_seen/seen_med_green_v1.gif



as_seen/seen_med_green_v2.gif



as_seen/seen_small_green.gif



as_seen/seen_large_orange_v1.gif



as_seen/seen_large_orange_v2.gif



as_seen/seen_med_orange_v1.gif



as_seen/seen_med_orange_v2.gif



as_seen/seen_small_orange.gif



as_seen/seen_large_pink_v1.gif



as_seen/seen_large_pink_v2.gif



as_seen/seen_med_pink_v1.gif



as_seen/seen_med_pink_v2.gif



as_seen/seen_small_pink.gif

Badges: “Also available at SmartyCard”



also_available/also_large_gray_v1.gif



also_available/also_large_gray_v2.gif



also_available/also_med_gray_v1.gif also_available/also_med_gray_v2.gif



also_available/also_small_gray.gif



also_available/also_large_blue_v1.gif



also_available/also_large_blue_v2.gif



also_available/also_med_blue_v1.gif also_available/also_med_blue_v2.gif



also_available/also_small_blue.gif



also_available/also_large_green_v1.gif



also_available/also_large_green_v2.gif



also_available/also_med_green_v1.gif also_available/also_med_green_v2.gif



also_available/also_small_green.gif



also_available/also_large_orange_v1.gif



also_available/also_large_orange_v2.gif



also_available/also_med_orange_v1.gif also_available/also_med_orange_v2.gif



also_available/also_small_orange.gif



also_available/also_large_pink_v1.gif



also_available/also_large_pink_v2.gif



also_available/also_med_pink_v1.gif also_available/also_med_pink_v2.gif



also_available/also_small_pink.gif

Badges: “Earn our products at SmartyCard”



earn_our/earn_large_gray_v1.gif



earn_our/earn_large_gray_v2.gif



earn_our/earn_med_gray_v1.gif



earn_our/earn_med_gray_v2.gif



earn_our/earn_small_gray.gif



earn_our/earn_large_blue_v1.gif



earn_our/earn_large_blue_v2.gif



earn_our/earn_med_blue_v1.gif



earn_our/earn_med_blue_v2.gif



earn_our/earn_small_blue.gif



earn_our/earn_large_green_v1.gif



earn_our/earn_large_green_v2.gif



earn_our/earn_med_green_v1.gif



earn_our/earn_med_green_v2.gif



earn_our/earn_small_green.gif



earn_our/earn_large_orange_v1.gif



earn_our/earn_large_orange_v2.gif



earn_our/earn_med_orange_v1.gif



earn_our/earn_med_orange_v2.gif



earn_our/earn_small_orange.gif



earn_our/earn_large_pink_v1.gif



earn_our/earn_large_pink_v2.gif



earn_our/earn_med_pink_v1.gif



earn_our/earn_med_pink_v2.gif



earn_our/earn_small_pink.gif

Badges: Mini



mini/mini_gray.gif



mini/mini_blue.gif



mini/mini_orange.gif

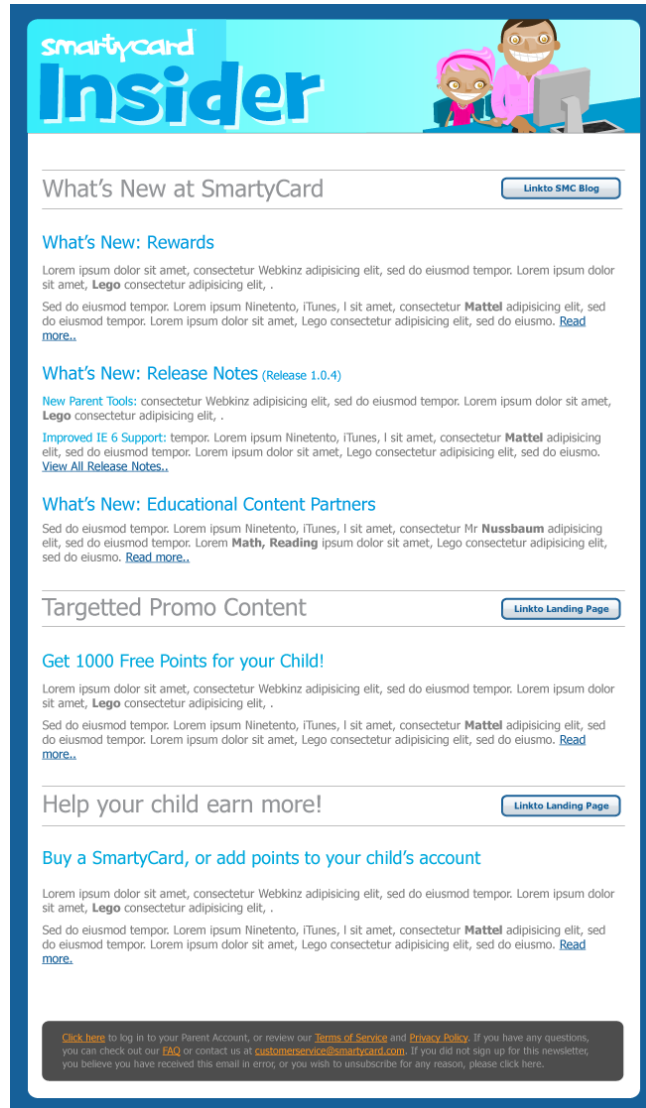


mini/mini_green.gif



mini/mini_pink.gif

Newsletter



Header 1

Size: 24px
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Font: Tahoma
Weight: Normal

Paragraph

Size: 12px
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Font: Tahoma
Weight: Normal

Footer Paragraph

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Weight: Normal

Header 2

Size: 18px
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Hyperlink

Size: 12px
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Weight: Normal
Style: Underline

Footer Hyperlink

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