

BRAND GUIDELINES



Welcome to the ultimate Smackdab brand playbook - your go-to guide for keeping our vibe strong, consistent, and instantly recognizable everywhere!

Branding isn't just about looking good (though we do that effortlessly). It's about building trust and making meaningful connections. That's why we've laid out simple, clear guidelines for using our logo, colors, and typography like a pro.

Inside, you'll find easy-to-follow examples to keep everything polished and professional - whether it's a slick website, a social post, or printed swag. Stick to these rules, and together, we'll create a seamless, standout brand experience that captures Smackdab's energy, personality, and purpose!

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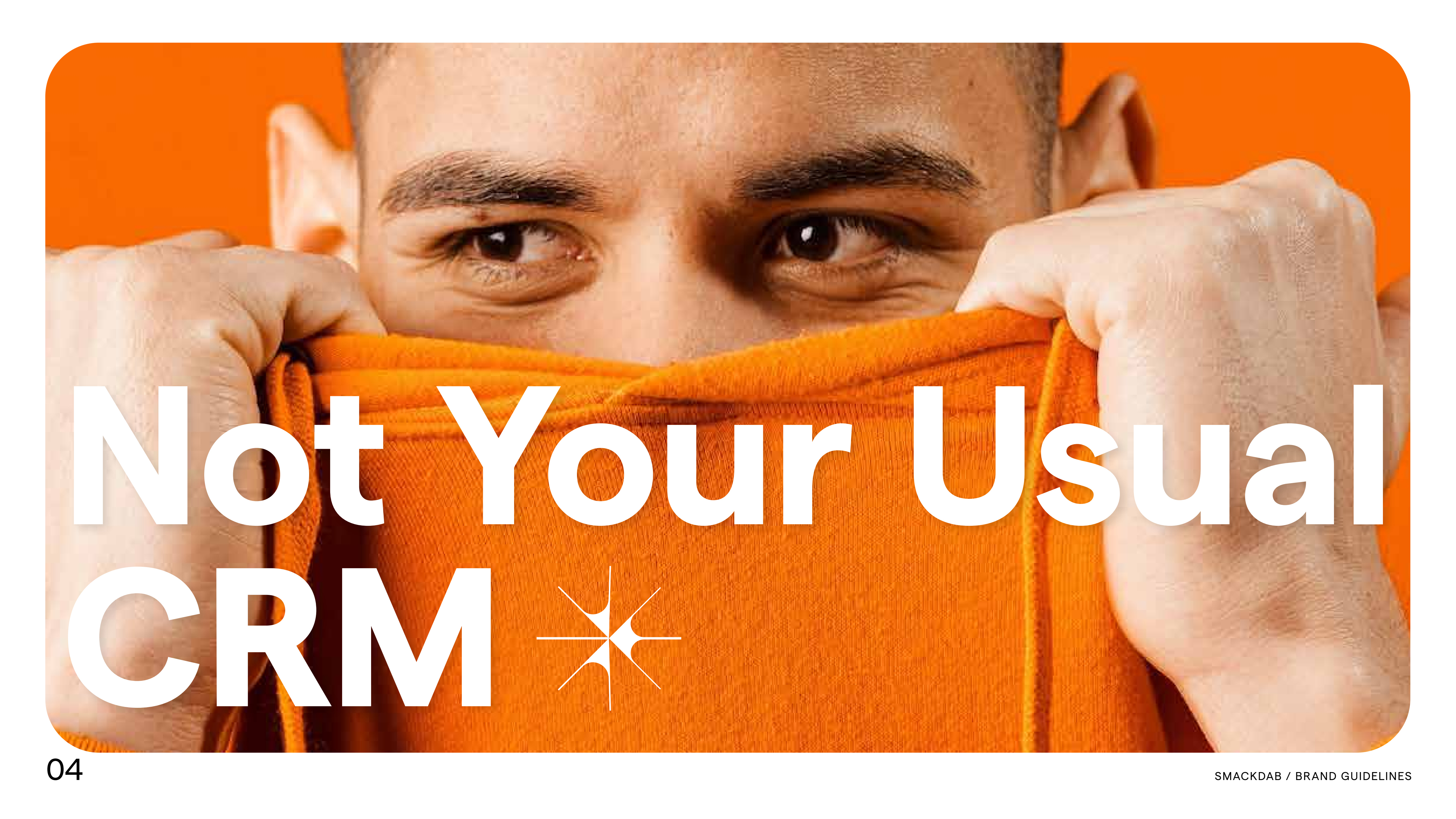
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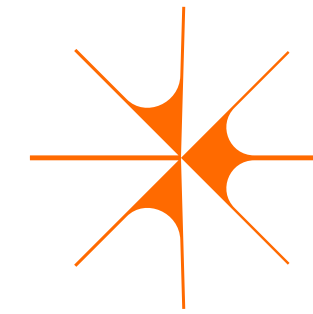
Brand Overview

A close-up photograph of a man's face, with only his eyes, eyebrows, and nose visible as he looks over a bright orange fabric. His hands are holding the fabric up to his face. The background is a solid orange color.

Not Your Usual CRM ✱



Smackdab is where business meets fun, simplicity, and serious power. No more clunky tools or endless tabs - just one smart, AI-driven platform that keeps everything running smoothly. Automate tasks, nurture relationships, and grow your business without the headaches. Smackdab makes work feel less like work and more like winning!



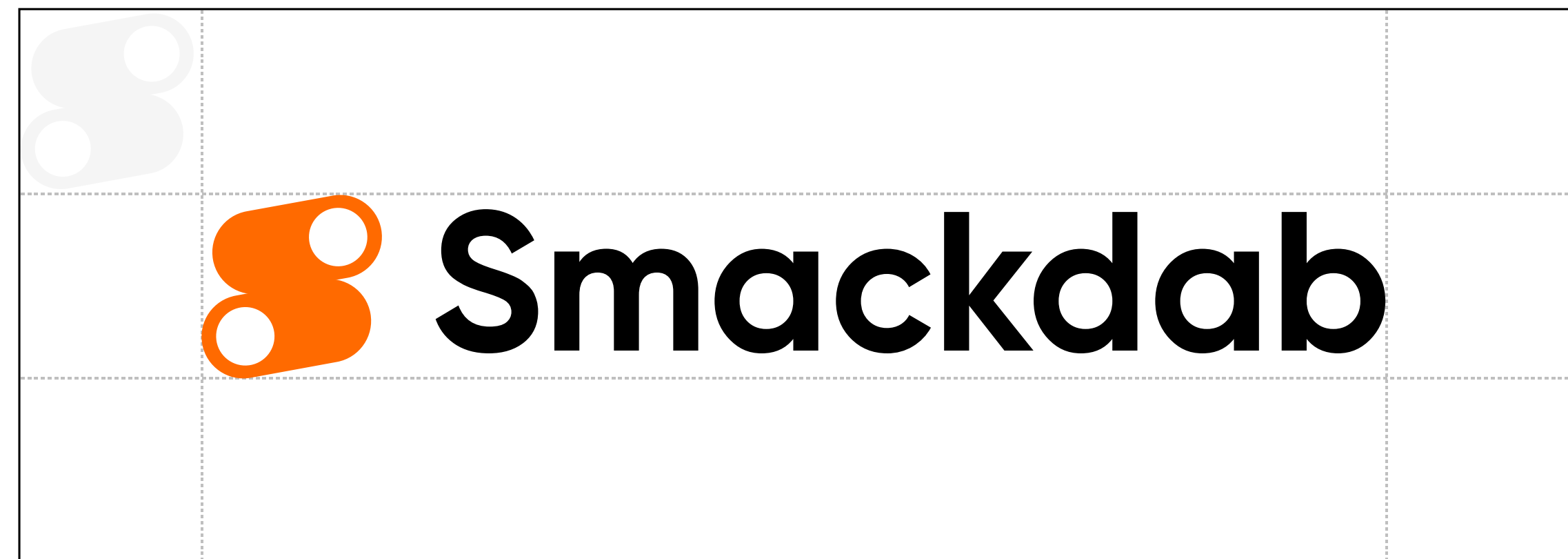
Logo Manual

The Smackdab logo is bold, modern, and packed with personality - just like us! The icon's two dynamic, overlapping shapes form an unmistakable "S," representing seamless connection, effortless flow, and perfect balance. With clean, crisp typography and a design that scales like a champ, our logo looks sharp anywhere - big, small, or smackdab in the middle!





Make sure to give the logo some breathing room! Keep it away from the edges and other design elements to let it shine. The clearance zone is like the VIP space around the logo - always clear and free from distractions, so it stands out loud and proud!



The emblem is your go-to for everything! Use it as your profile pic, favicon, or even as a bold standalone on swag like clothes and accessories. It's ready to show off anywhere!



No funky business with our logo! Keep it consistent and don't stretch, squish, or tweak it. We need it to stay as sharp and strong as our brand!



✗ Don't change transparency.



✗ Don't switch the colors.



✗ Don't distort the logo.



✗ Don't drop effects.



✗ Only use brand colors.

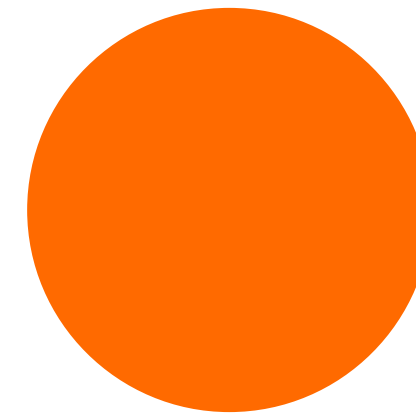


✗ No toppings.



Brand Colors

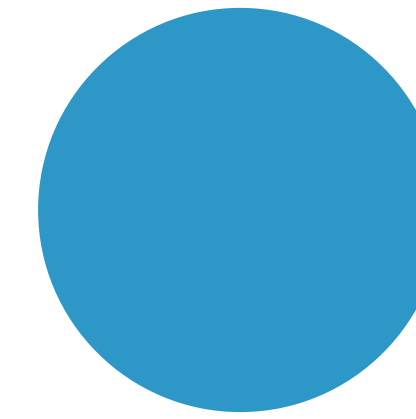
Smackdab's color palette is bold and vibrant, with bright orange as the star! Use it to highlight key elements like CTA buttons. The other colors are perfect as complementary accents, while the pastel shades work best as larger background colors, letting the rich hues pop!



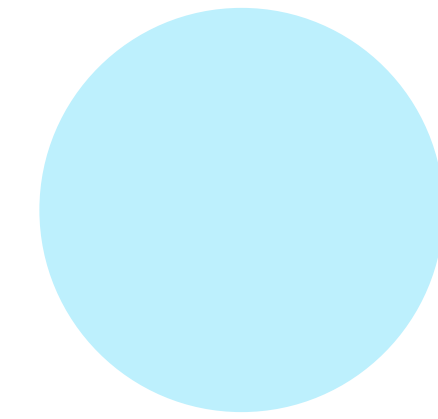
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CMYK 0/69/94/0



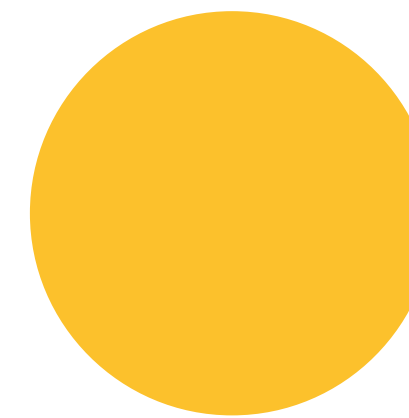
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CMYK 5/4/4/0



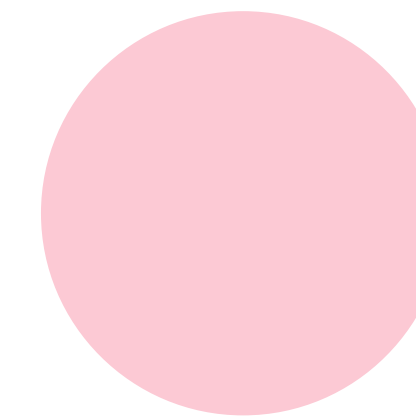
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CMYK 75/25/10/1



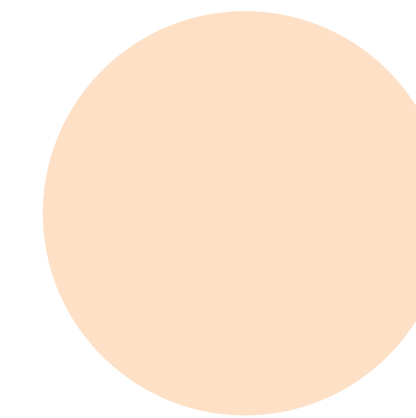
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CMYK 28/0/4/0



HEX #FCC12C
CMYK 0/27/87/7



HEX #FCC9D4
CMYK 0/30/8/0



HEX #FDE0C6
CMYK 0/16/24/0



Brand Typography

Heading: Matter Bold

Subheading: Matter Medium

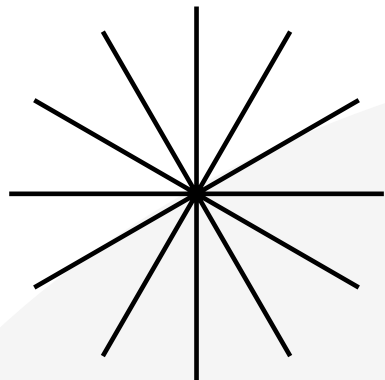
Body Text: Matter Regular

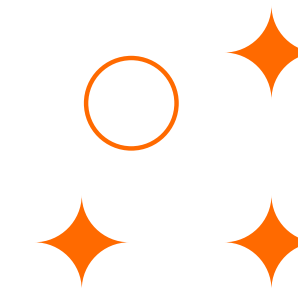
Matter Regular
01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Matter Medium
01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Matter SemiBold
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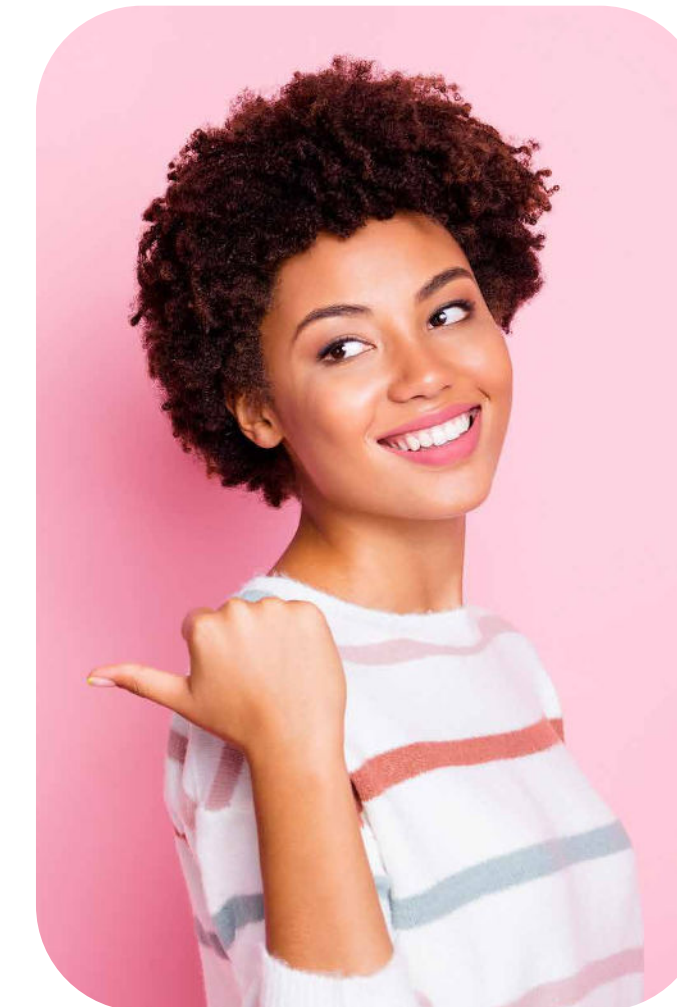
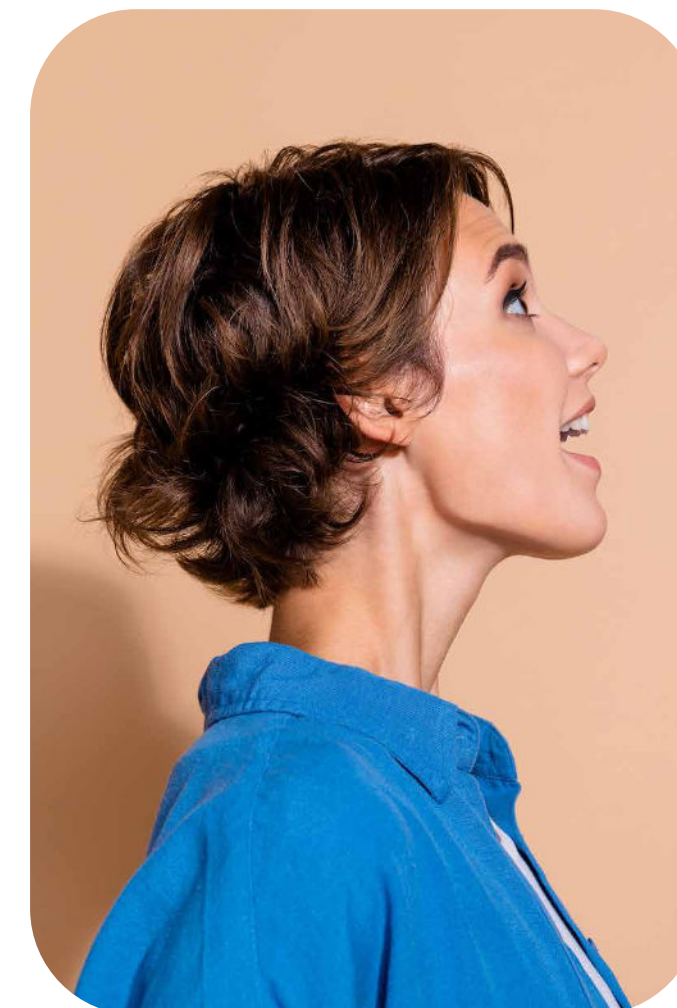
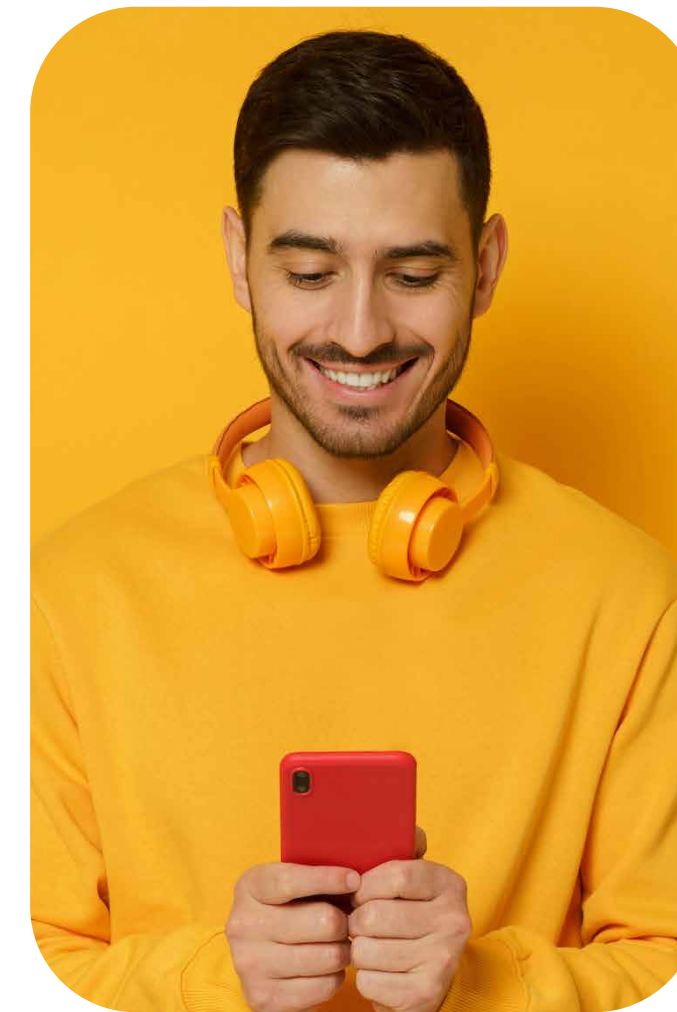
Matter Bold
01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz





Look & Feel

Smackdab's look and feel is fresh, fun, and people-first. It's human-centric, positive, and filled with energy - young at heart and never overly staged. Expect clean visuals with solid, vibrant backgrounds that pop, paired with aspirational photos that inspire. The vibe is all about uplifting, happy moments that resonate with real people.



We keep it confident, friendly, and full of fun! Our words are upbeat and empowering, like a cheerleader with a megaphone. We're all about clarity and simplicity - no jargon, just good vibes. Think of us as your enthusiastic, supportive friend, always ready to inspire and help you level up!

1 PLATFORM, 0 HEADACHES

Ditch the Limits. Upgrade to Smackdab!

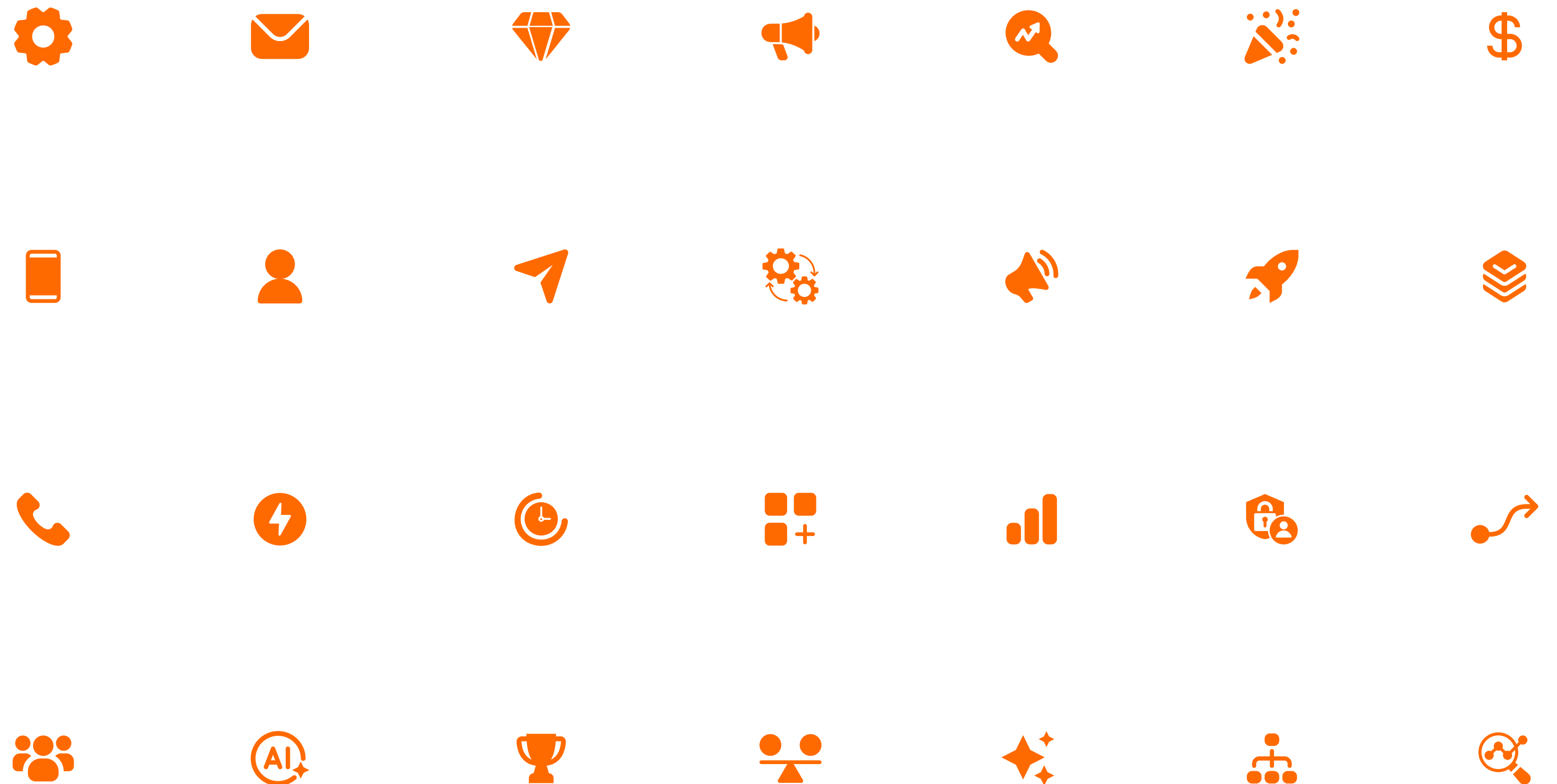
Take a  Break!

Unlock your business's superpower with unlimited email marketing that's as unstoppable as you are. No limits, no headaches - just pure marketing magic and results that wow.

Smack It!

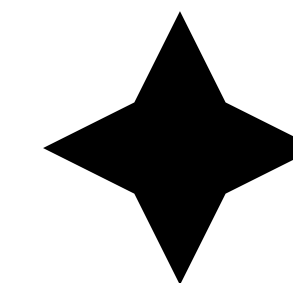
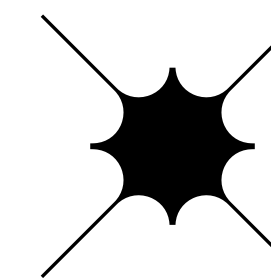
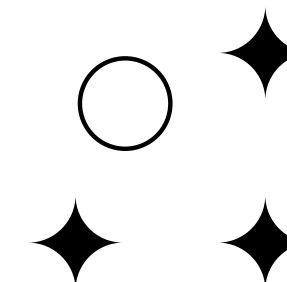
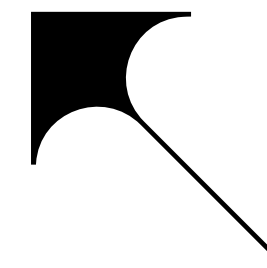
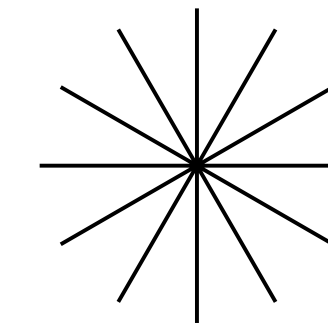
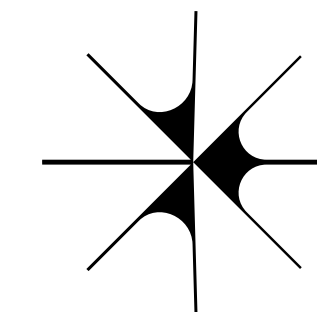
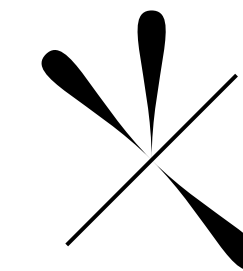
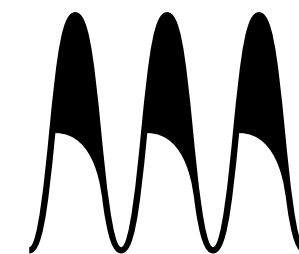
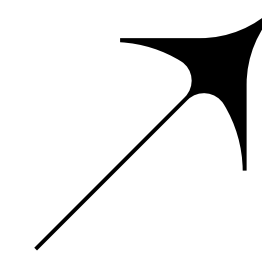
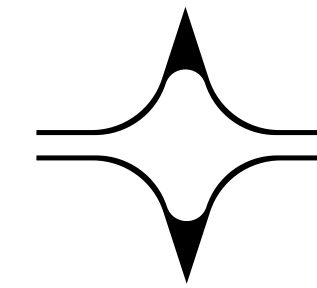
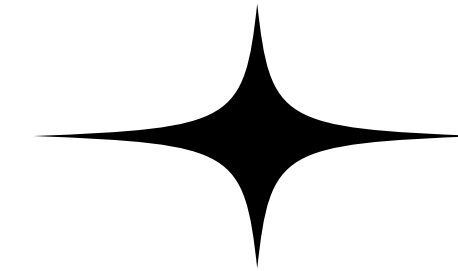
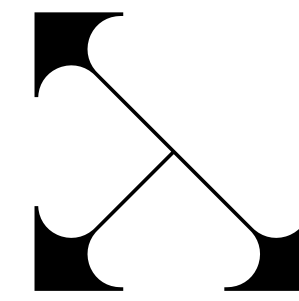


Smackdab's icons embody clarity, efficiency, and innovation. With a clean, minimal aesthetic and simple geometric shapes, they keep things crisp, modern, and effortlessly sleek. Less clutter, more impact - because simple should still pack a punch!



Smackdab's graphic elements are bold, playful, and full of personality. With dynamic shapes and fresh patterns, they add energy and keep the brand looking sharp across all touchpoints.

Our CTA buttons? Round, fun, and impossible to resist. With cheeky labels like "Let's Go!" and "Smack That Button," they make clicking feel like part of the fun!



Smack It!



Dive In!

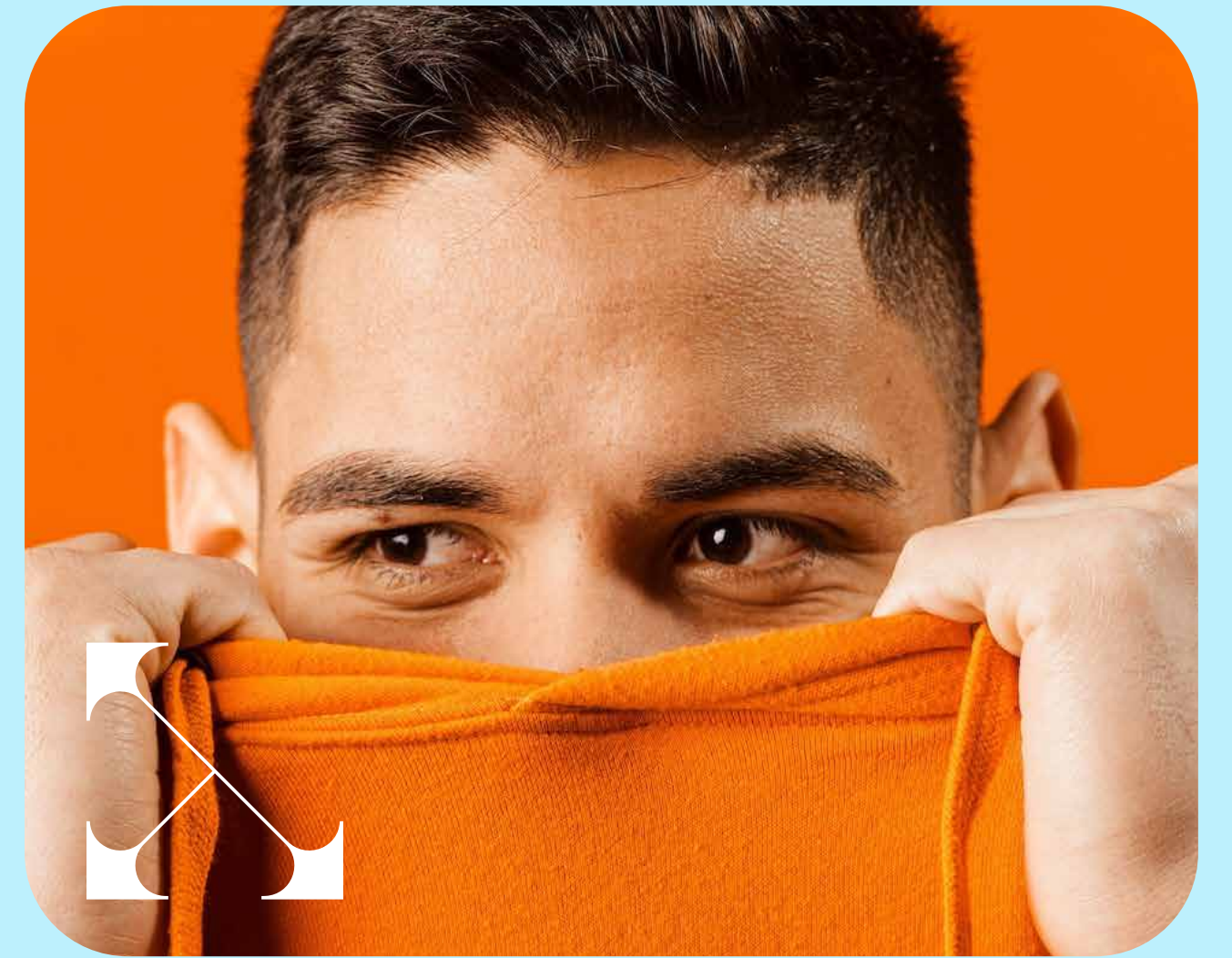




Brand in Action







**The Fun,
Not-Frustrating CRM!**







Burnout?



Not in our dictionary.

 Smackdab

smackdab.ai



Smack It!

At Smackdab, we don't do boring, and we definitely don't do cookie-cutter. This guide isn't some stuffy rulebook - it's a launchpad for creativity! We're all about thinking outside the box and bringing fresh, unique ideas to life because great design evolves with trends, tech, and a little bit of magic.

That said, while we love a good creative twist, any major remix of these guidelines needs a thumbs-up from an authorized Smackdab rep. Thanks for keeping our brand bold, fun, and unmistakably us!

