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Introducing our new visual identity

We are excited to introduce our new brand mark to the world. Internally named GearBear, this mark is the derivative of a the iconic gear that seamlessly stands as a symbol for tools that work. The mark speaks succinctly to the five identified brand personality traits mentioned previously; Inventive, brainy, Confident, Approachable, and Effortless.
Most often GearBear lives alongside SmartBear
Clear Space

The ideal clear space is outlined above.
Horizontal Logo

Minimum Sizes

When possible, please try to maintain the minimum sizes outlined below.

SMARTBEAR

30 px / 10 mm

100 px / 35 mm

SMARTBEAR

130 px / 45 mm
Visual Identity

Vertical Logo

Clear Space

The ideal clear space is outlined above.
Color Options

Below are full color and one color options.

SMARTBEAR
## Logo Misuse

The following are no no’s when it comes to using the logo.

<table>
<thead>
<tr>
<th>No.</th>
<th>Rule Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Do not rotate or rearrange elements and proportions</td>
</tr>
<tr>
<td>2</td>
<td>Do not add additional graphics and elements to lockup</td>
</tr>
<tr>
<td>3</td>
<td>Do not apply gradients or change color beyond those outlined in this book</td>
</tr>
<tr>
<td>4</td>
<td>Do not outline or stroke</td>
</tr>
<tr>
<td>5</td>
<td>Do not apply a drop shadow</td>
</tr>
<tr>
<td>6</td>
<td>Do not crop or lock to bottom of the canvas or screen, this can only be done when GearBear lives alone</td>
</tr>
</tbody>
</table>
Sometimes GearBear lives alone

GearBear can live on its own in some situations. However, the primary use of the logo is locked up with SmartBear. Some examples of appropriate use include: as our favicon, on presentation pages, graphics, swag, and signage.
Clear Space

When living alone, the ideal clear space is outlined above. Some situations will not allow for this ideal clear space but whenever possible, let’s look our best and let GearBear breathe.
Logo Lockups

The following is how to lock up the SmartBear logo with internal programs.

SMARTBEAR  |  Academy
SMARTBEAR  |  Blog
SMARTBEAR  |  Community
Additional Usage

Logo Lockups

The following is how to lock up the SmartBear logo with third party logos such as partners, event organizations, customers, etc.
Tool Icons

- AlertSite
- AQTime
- Capture for Jira
- Collaborator
- CrossBrowserTesting
- HipTest

- LoadComplete
- LoadNinja
- QAComplete
- TestComplete
- TestLeft

- ReadyAPI
- SoapUI Pro
- ServiceV Pro
- LoadUI Pro
- SoapUI

- Zephyr for Jira
- Zephyr Enterprise

- SwaggerHub
- Swagger Inspector
- Swagger UI
- Swagger Codegen
- Swagger Editor
Add-On Icons
Tool Icons

Commercial

Commercial tools are identified with a square icon

Open Source

Open Source tools are identified with a circle icon
Tool Icons

Clear Space

When locked up with SmartBear, the ideal clear space is outlined below
Use Cases

Below are some examples of how tool icons should be used in certain situations. It is good to know that outside of our website and the in-product experience we are limiting the overall use of these icons.
Tool Icons

Use Cases

New tool icons may used on SmartBear web properties and in-product
Tool Icons

Use Cases

New tool icons may be used together in examples like our product diagram.
Tool Icon Misuse

New tool icons may not be used outside of our web properties or our applications. The exception to this is when demonstrating a multi-product story like the previous example. In this case, the icon cannot exist without the name of the tool typed out along with it.

Email Signature Misuse

PowerPoint Icon Misuse

CrossBrowserTesting

Douglas Clark

Manager, Web Operations

617-684-2418

Collaborator 101
### Visual Identity

#### Brand Independent

<table>
<thead>
<tr>
<th>Color Code</th>
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<th>RGB</th>
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<tbody>
<tr>
<td>#FF730B</td>
<td>0-68-100-0</td>
<td>255-115-11</td>
</tr>
<tr>
<td>#FF8F0F</td>
<td>0-53-100-0</td>
<td>255-143-15</td>
</tr>
<tr>
<td>#FFAD33</td>
<td>0-37-100-0</td>
<td>255-173-51</td>
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</tbody>
</table>

#### Swagger

<table>
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<tbody>
<tr>
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<td>57-0-22-0</td>
<td>80-228-234</td>
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<tr>
<td>#07C6D</td>
<td>65-0-21-0</td>
<td>7-206-214</td>
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<tr>
<td>#219A3</td>
<td>79-25-33-1</td>
<td>33-148-163</td>
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<tr>
<td>#016570</td>
<td>88-38-47-12</td>
<td>1-101-112</td>
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#### ReadyAPI

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<tbody>
<tr>
<td>#8EA2D</td>
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<td>133-234-45</td>
</tr>
<tr>
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<td>56-0-100-0</td>
<td>99-219-42</td>
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<tr>
<td>#38832</td>
<td>67-7-100-0</td>
<td>56-184-50</td>
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<tr>
<td>#298E35</td>
<td>83-23-100-8</td>
<td>41-142-53</td>
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#### Zephyr

<table>
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<tbody>
<tr>
<td>#FCDC00</td>
<td>2-8-94-0</td>
<td>252-220-20</td>
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<tr>
<td>#F4CF14</td>
<td>5-15-98-0</td>
<td>244-207-20</td>
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<td>#EDBF00</td>
<td>8-23-100-0</td>
<td>237-191-0</td>
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<tr>
<td>#E6A400</td>
<td>9-38-100-0</td>
<td>230-164-0</td>
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#### Dark Neutrals

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>#758491</td>
<td>47-31-28-0</td>
<td>117-132-145</td>
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<tr>
<td>#173647</td>
<td>92-70-50-46</td>
<td>5-38-58</td>
</tr>
<tr>
<td>#2C282C</td>
<td>70-68-60-65</td>
<td>44-40-44</td>
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#### Light Neutrals

<table>
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<th>RGB</th>
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</thead>
<tbody>
<tr>
<td>#FFF0F</td>
<td>9-6-6-2</td>
<td>239-240-240</td>
</tr>
<tr>
<td>#DDDDDD</td>
<td>12-9-9-0</td>
<td>221-221-221</td>
</tr>
<tr>
<td>#D2E1E8</td>
<td>16-5-5-0</td>
<td>210-225-232</td>
</tr>
</tbody>
</table>
Color looks like this on a dark background
Open Sans is our primary brand family. It is confident and smart... especially when it comes to load time.
Typography

**Open Sans Typeface Family**

Open Sans is a humanist sans serif typeface designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

---

**Open Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Open Sans Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Open Sans Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Typography

This Roboto Mono typeface family can be used to add a little character to headlines and display copy. To create even more emphasis, we can highlight sections of a sentence with the Roboto Mono Bold weight.

Roboto Mono is our display family. It says ‘code’ and adds some character.
Roboto Mono Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Typeface Core Weights

Roboto Mono is a monospaced addition to the Roboto family. Like the other members of the Roboto family, the fonts are optimized for readability on screens across a wide variety of devices and reading environments.
Iconography
Photography

When considering photography please consider the general rules and guidelines laid out here, especially when working on core brand materials. There may be opportunity to break these rules in some situations such as campaigns or creative materials. Just ask, does this image fit with our brand personality? Does it say SmartBear?

General Rules

• Images should have a lighter tone to them with open, bright spaces

• Always show a work environment – inclusive of any and all alternative work environments (creative work place, traditional corporate, coffee shop, studio)

• Show diversity, not within a single photo, but within the collection of images the brand is using

• Faces are good and help create a personal connection but avoid big smiles and laughter especially when using stock photography

• Avoid people looking at camera

• Avoid showing people struggling, annoyed or in pain

Examples and mood on next page
Photography
Thank You

For questions please contact brand@smartbear.com