

CHARTE GRAPHIQUE

GUIDE TO THE USE OF THE **S.M.A.T TRAINING LOGO** FOR
OUR PARTNERS AND FRANCHISES



The S.M.A.T Training company logo is symbolized by distinctive elements and signs that identify it, make it unique and affirm its personality. Logo, colors, typography, all these elements form a system coherent: our visual identity. The purpose of this visual identity is to convey our values:

Balance, Strength and Boldness.

Our identity must be expressed in a uniform manner on all our media. It cannot be modified according to the needs of each one. On the contrary, respect for its own characteristics guarantees its recognition.

The rules set out below form the basis of our visual identity.

Make sure that these rules are strictly respected during any reproduction, you contribute to the effectiveness and strength of our image.

**FOR VALIDATION OF YOUR MEDIA BEFORE PRODUCTION OR FURTHER INFORMATION,
you can contact the "Marketing" department at marketing@smat-training.com**

«Alone we go faster
together we go further»

Quote S.M.A.T

Structure of the logotype

The logo of the company S.M.A.T Training must always contain the following elements. In no case these can be modified. The logo reflects S.M.A.T's image and personality. The eagle symbol of strength and boldness is the emblem of society, it symbolizes «The power to see, to have a clear vision of situations».



Our specialty logos

For the sake of distinction, the logo of the company S.M.A.T Training will be available in two colors depending on the specialization. Grey will represent the specialization «security» of society and blue the «medical» aspect. These will always be accompanied by an explicit name.

The grey symbol of neutrality, sincerity and objectivity is the flagship color in the functional area. It reflects the efficiency and professionalism of the company.

The blue colour of the medical field evokes the insurance, the benevolence, expertise and prestige. It shows an empathetic character and proves the reputation of the company.

Specialization Security

S.M.A.T provides training in the field of «security»



Medical Specialization

S.M.A.T provides training in the «medical» field



Use of logos

The S.M.A.T Training company logo in black (or white) can be used on all administrative and communication media. This is the company's "general" logo.

For safety (grey) and medical (blue) logos, these should be used only when the communication concerns only these categories.

The eagle logo must be used in the same way but it can never be used independently of the S.M.A.T.



the basic rules

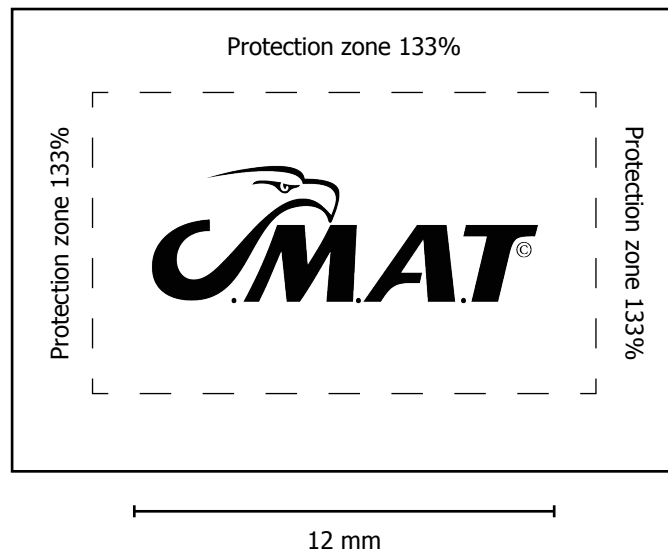
Size

The logo will never be reproduced at a size less than 12 mm wide.

Protection zone

The protection zone defines the space required around the logo to allow it to «breathe» and give it the visibility it needs to be identified.

This zone defines the scope in which no other elements (logos, text, etc.) are allowed. It must be greater than 133% of the area in which the logo is contained (see below).



The typography

In administrative and communication documents the police used is Tahoma.

S.M.A.T will be written in English abbreviation (**S**écial **M**édic **A**nd **T**actic).

Prohibitions

- ✗ Change the colors
- ✗ Distort the logo
- ✗ Change the proportions
- ✗ Move the elements of the logotype
- ✗ Add the elements of the logotype
- ✗ Change the typography

background colour



On a light background, the S.M.A.T logo is applied in its black colour.
On a dark background, the logo is inverted and appears in white.
The background must be sufficiently contrasted and always checked to ensure the correct legibility of the logo.



Whether on a light or dark background, the S.M.A.T Special Médics And Tactics logo will appear in blue.



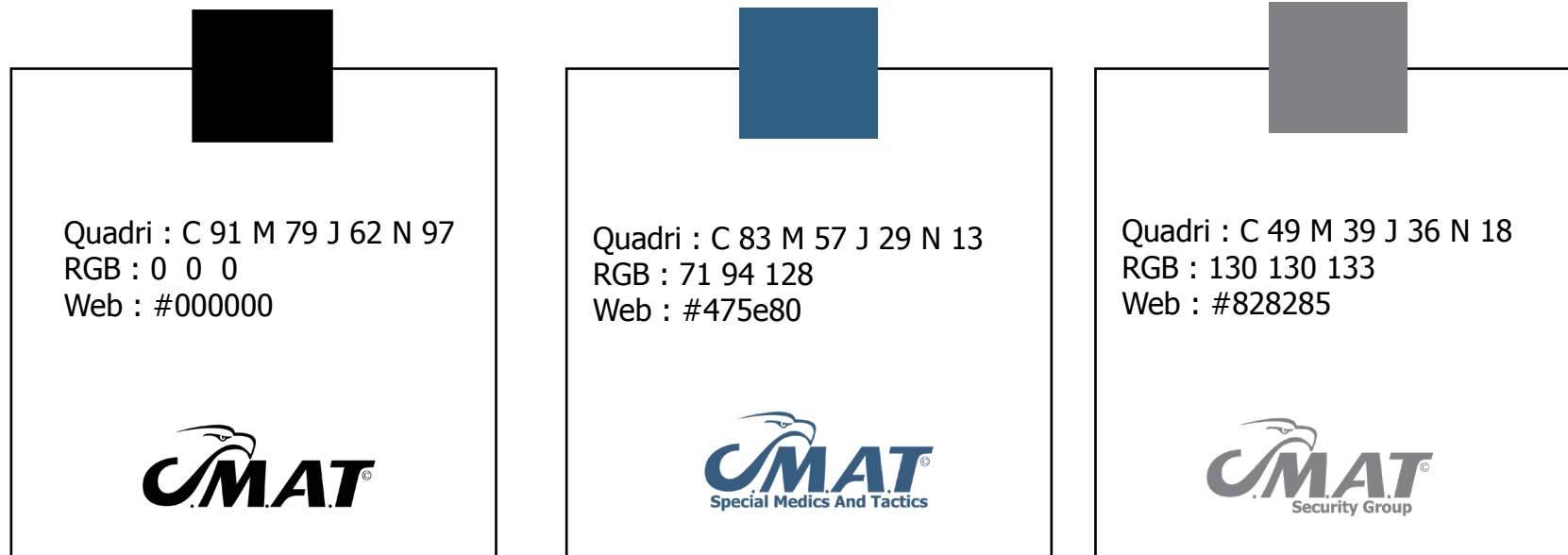
Whether on a light or dark background, the S.M.A.T Security group logo will appear in grey.

The colours

The colour of the S.M.A.T logo is Pantone black XXXX or Pantone white XXXX depending on the background (see:Color background)

Depending on its specialization, it will be available in two colors: Pantone XXXX blue for the «medical» sector and Pantone XXXX grey for the «security» sector

These colors are strictly referenced for printing (quadrichromy), display on computer screen or projected (RGB) or signage (NCS paint references). They must be respected in all applications.



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