



**SMART HOME
AMERICA**

BRANDING GUIDELINES

WHO WE ARE

Smart Home America is a 501(c)(3) nonprofit organization founded in 2009 and based in Mobile, Alabama. We advise communities, home, and business owners about the benefits of resilience, mitigation, and insurability

OUR VISION

Stronger, Sustainable, More Resilient Communities

OUR MISSION

To create stronger communities through collaboration, education, and the promotion of resilient and sustainable policies, products, and building methods.

WHY WE EXIST

To educate leaders, residents, and industry about smarter, safer buildings and tested policies, products, and techniques that build resilient and sustainable communities.

OUR CORE VALUES

Collaborative

Pragmatic

Innovative

Persistent

Logo

The Smart Home America (SHA) logo consists of two components, a graphic icon and a stylized text icon used in tandem most of the time. The logo is designed to be used in many variations - vertical, horizontal, full-color, black and white or reverse (white). Additionally, both parts of the logo can be used separately and/or together as needed.

The icon itself shows a home (residential structure) flanked by a representation of a light commercial building (or business). Both structures are surrounded by trees, grass and shrubbery with the outline of sidewalks and a driveway visible as white space.

The stylized text icon consists of a custom, bold typeface showing the name of the organization “Smart Home America”. The typeface is very angular and strong, giving the impression of strength and longevity. Additionally, within the “O” in “Home” is a representation of a house.

The logo was approved for use September 25, 2015 by our Board of Directors.



Proper Logo Usage

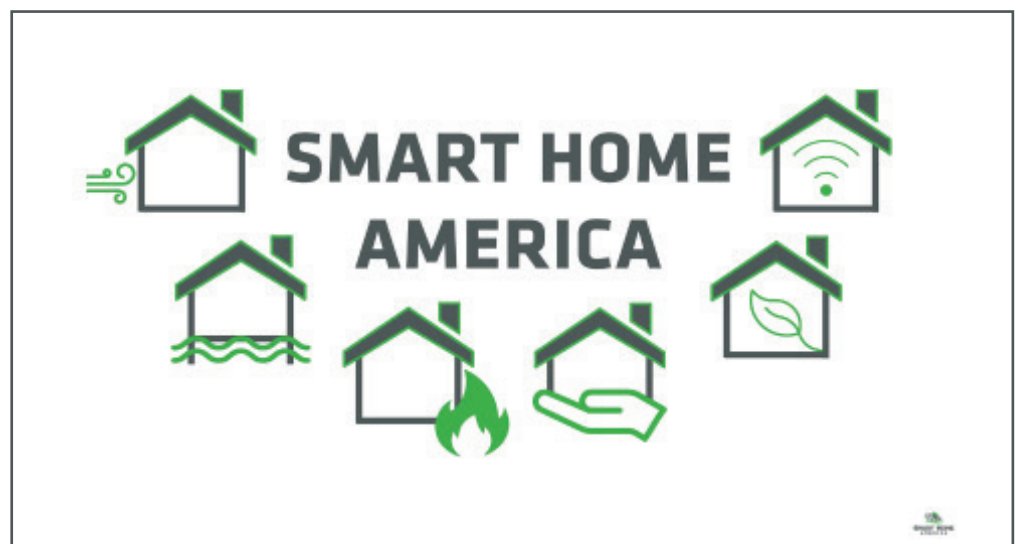


The white logo is proper usage, the color logo is not.



This image shows where the white logo is the better choice as it is easier to read than the color logo. Do not cover people's faces or key objects with the logo when there are better placement options.

Smart Home America slides reused by partners must include our logo in the bottom right of the slide. The color logo is used properly.



Typography

Fonts/Typefaces are integral to the branding of any organization. The text used conveys meaning and emotion in its style, angles or curves. We focus on facts and science while being honest and approachable and our fonts reflect that – easy to read, open, and strong.

Aa Helvetica Bold
THIS IS A HEADLINE EXAMPLE.

Aa Calibri Regular
This is a body example.

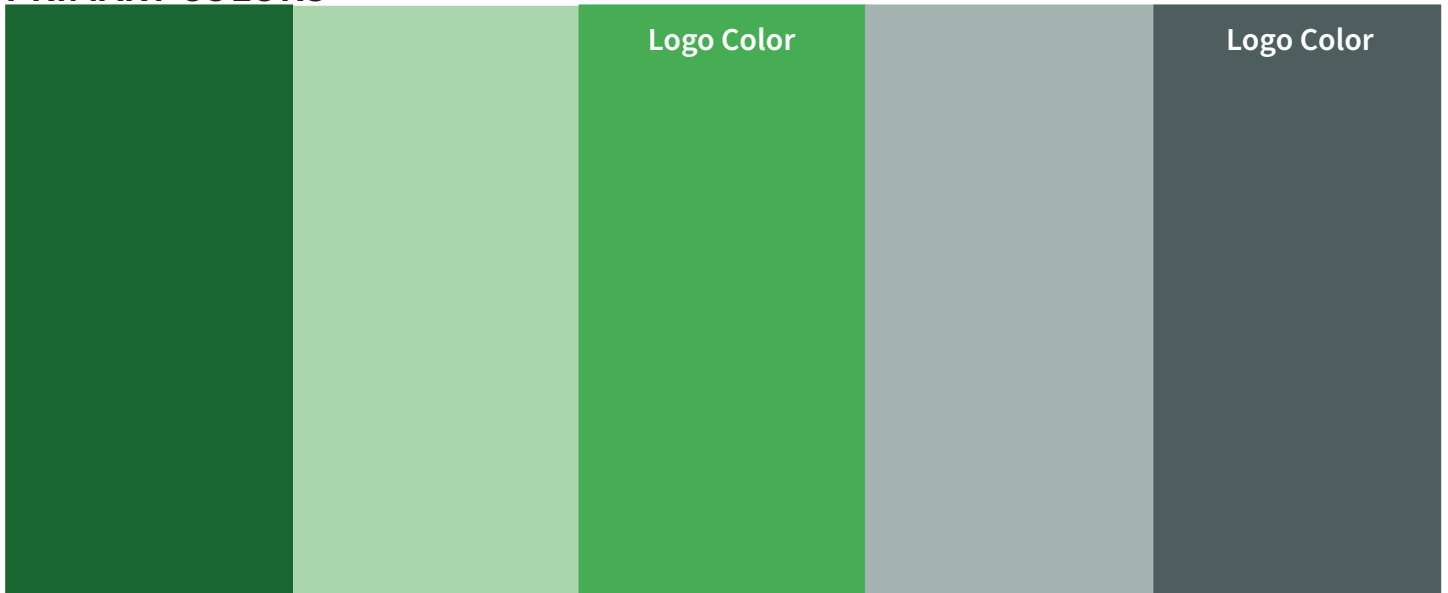
Aa Klavika Bold
This is a display or quote example.

For generic items of text or co-branded materials, a fast-growing favorite is **Source Sans Pro**.

ExtraLight	Regular	Bold
<i>ExtraLight Italic</i>	<i>Italic</i>	<i>Bold Italic</i>
Light	SemiBold	Regular
<i>Light Italic</i>	<i>SemiBold Italic</i>	<i>Regular Italic</i>

Colors

PRIMARY COLORS



#20652A

R: 32

G: 101

B: 42

#ABD5AC

R: 171

G: 213

B: 172

#4CAC54

R: 76

G: 172

B: 84

#A2B3B0

R: 162

G: 179

B: 176

#4F5E5F

R: 79

G: 94

B: 95

ACCENT COLORS



#F4F1E8

R: 244

G: 241

B: 232

#B8860B

R: 184

G: 134

B: 11

#6B4E3D

R: 107

G: 78

B: 61

#5B7C8D

R: 91

G: 124

B: 141

#2C3E50

R: 44

G: 62

B: 80