

The Brand Guide ↑

# Brand Guide: Table of contents



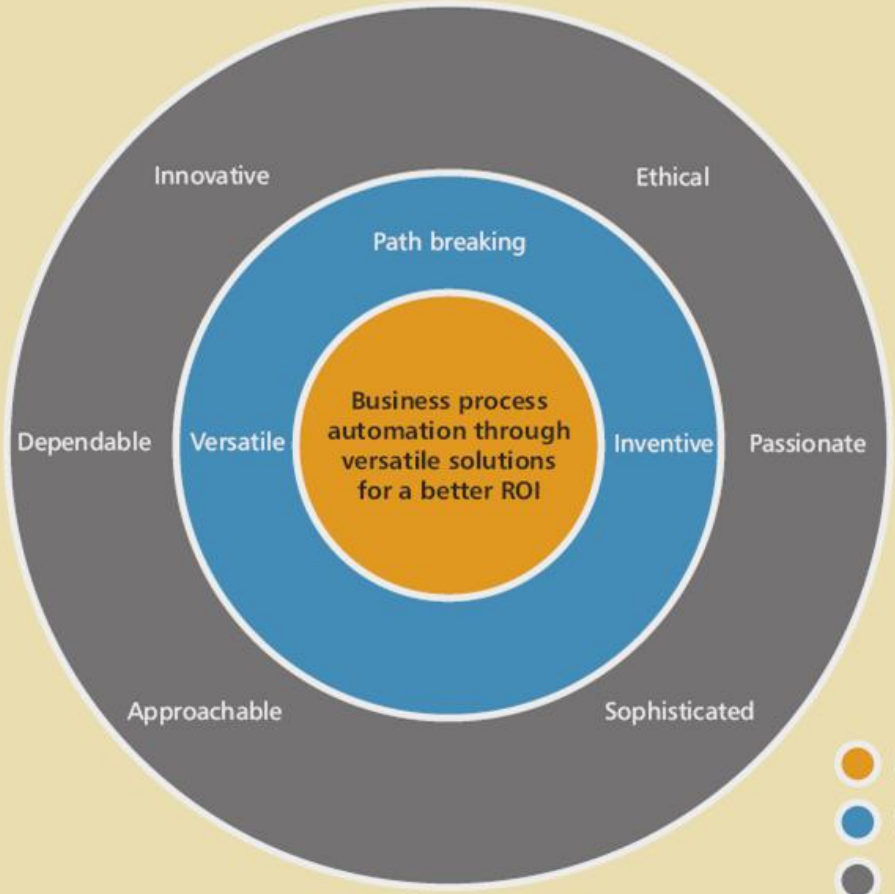
1. Introduction
2. The Brand Basics
3. The evolution
4. Brand onion
5. Logo Elements
6. Logo versions
7. Logo; Dos and Don'ts
8. Typography
9. Product Nomenclature
10. bSmart; Voice & tone
11. Brand Guide; Summary.

# Introduction

Communication is one of the most definitive expressions of bSmart. When customers, employees, partners, vendors, and shareholders see a bSmart advertisement, website, white paper, or exhibition banner, there must be no confusion about whom it is from or what it signifies.



# The Brand Basics



# The Brand Basics

Strong brands move customers from simple awareness of a company to preference and finally to loyalty or bonding. In the minds of these customers, nobody else can do what this company can do.

Brand is the complete experience one has whenever he or she interacts with the company. It is a pledge between a company and its customer a promise that must be kept at every point of interaction.

Successful companies consciously manage their brands by paying constant attention to them and treat them like strategic assets. Managing a brand carefully and consistently can contribute directly to the bottom line.

Brand Personality comprises of the human personality traits that achieve differentiation for the brand.

Therefore, when the world thinks of bSmart, we want them to think of us as path breaking, versatile and inventive.

## The bSmart Attitude

The language and character of a company comes through its communication and bSmart has its own way of expressing:

**Confident**  
**Open**  
**Intelligent**  
**Inspirational**



# The Brand Basics

## Brand Position + Brand Promise

Brand Position is the distinctive competitive space we occupy:

bSmart aims at leading in business process automation through versatile solutions...

Brand Promise is the commitment a company makes about the cumulative experience customers will have with the brand:

...improved Return on Investment made on any business process.

## Business process automation through versatile solutions for a better ROI

## Brand Attributes

Brand attributes are communicated through marketing communications, products, and our people.

- Innovative
- Ethical
- Approachable
- Dependable
- Passionate
- Sophisticated

**“Business process automation through versatile solutions for a better ROI”.**



# The Evolution

The old logo consists of the word "bSMART" in a bold, sans-serif font. The letter "b" is orange, and "SMART" is black. The entire logo is set against a solid yellow rectangular background.

bSMART

The new logo features a stylized lowercase "b" where the vertical stem is black and the circular bowl is a blue sphere with a white highlight. To the right of the "b" is the word "smart" in a lowercase, black, sans-serif font, followed by a trademark symbol (TM). Below the "b" and "smart" is the tagline "Innovate. Facilitate. Automate" in a smaller, black, sans-serif font. The entire logo is set against a white rectangular background.

bsmart™  
Innovate. Facilitate. Automate

To address the company's broader positioning and technical implementation challenges, bSmart has developed a new logo and will start using it in April 2009.

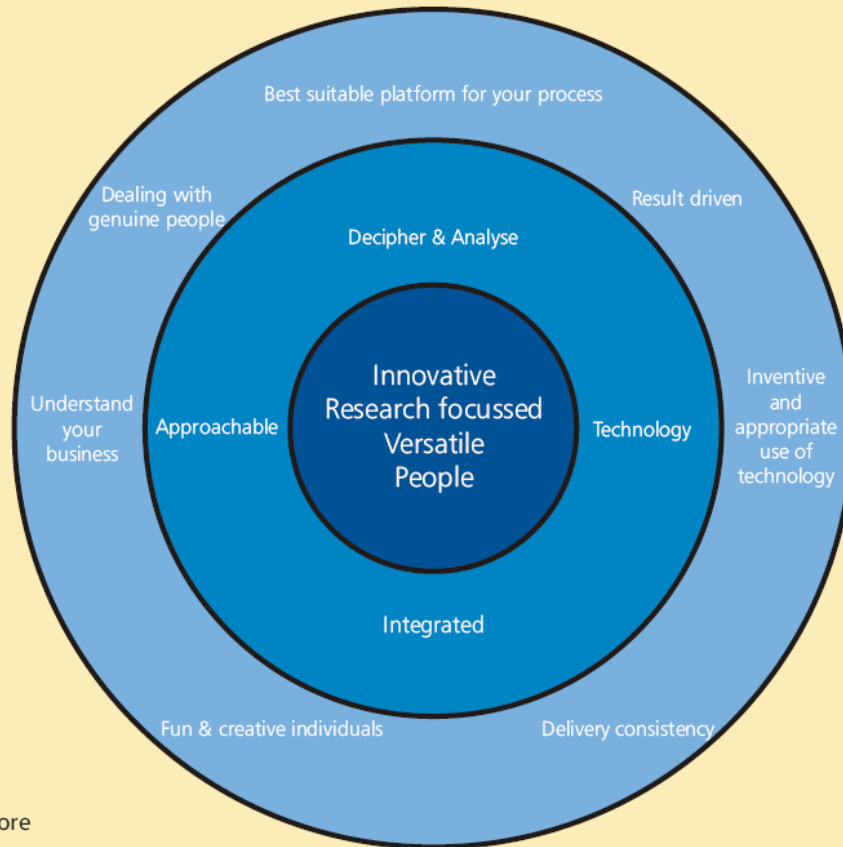
Our new logo represents the possibilities or rather the infinite ways in which technology can enhance business. Over the period of time, bSmart has evolved from just being messaging applications developer to business process automation using various platforms and different channels.

And today, the promise of bSmart is more than mobile based technology solutions.

The new corporate logo and brand name will symbolize this transformation, globally. We will use the name bSmart in our logo and as our corporate brand name in written communications.

We will continue to use our legal entity names worldwide (such as Smart Wireless Pvt. Ltd. in India), in legal documents such as contracts.

# The Brand Onion



- At the core
- What makes us different?
- Benefits to you



# The Brand Onion

## Brand mission:

“bSmart enables enterprise business process to improve collaboration with customers/prospects, colleagues and stakeholders.”

The mission statement is the foundation of bSmart's brand strategy and is separate from its business mission. It shows how bSmart wants to be perceived by its customers. This will act as a gauge to measure everything you do how you develop your products, how you communicate with the world, how you present yourselves in your marketing materials, even how you answer the phone.



# bSmart logo : Logo Elements

Smart Wireless Pvt. Ltd.

## **Brand Name:**

bSmart is our brand name and is featured in our company logo.

Use the name bSmart in written communications, such as customer correspondence, marketing materials, and press releases, both in first and subsequent references.

## **Legal Name:**

Smart Wireless Pvt. Ltd. is a legal entity name in India. The company affiliates in other countries may have different legal entity names. Always consult your bSmart Legal attorney for guidance on using the correct bSmart entity name for your document. Smart Wireless Pvt. Ltd. will continue to be the bSmart entity used on disclaimers and copyright statements. The company name is written in font type Tahoma.

Smart Wireless is not our brand name but only the legal entity name.

## **Parent Group:**

Essel Group is the parent company of bSmart. The logo of Essel Group in its designated format will appear on all the communication material wherever bSmart logo is present.

Our company logo is the single most visible representation of our company. It is used to identify our employees, communications, products, and facilities. Used effectively, our logo will help build greater awareness and understanding of our company.

An Essel Group Enterprise

The logo for Essel Group, featuring the word "Essel" in a stylized blue font with a red swoosh above it, and the word "GROUP" in a smaller, blue, all-caps font below it.

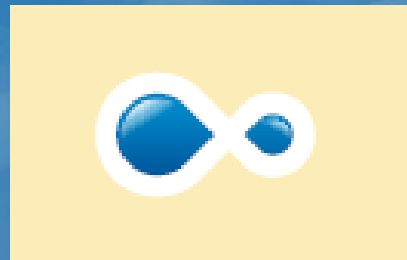
**Essel**  
GROUP





### **bSmart Logo:**

The bSmart Logo features bSmart, our brand name, and has been designed to meet specific functional criteria including use on display screens and products, no matter their size.



### **Graphic Element:**

The Graphic Element contains the symbol of infinity in thick white outline and bSmart sky fill.



bSmart should be written in lowercase letterforms using font type Tahoma with only S in uppercase as demonstrated on this page in all written communications including headline and text use.



A surreal landscape featuring a vibrant green field in the foreground, a small wooden house on a hill to the right, and a blue sky with white clouds. In the upper right, a large, bright planet is visible. In the center, a galaxy and a comet are depicted against the sky.

# bSmart logo : Logo Elements

# bSmart : Logotype



Our logotype is made up of a proprietary typeface 'smart-b' for the letter 'b' and the other letters are in 'Bahamas' typeface,

which is non- contemporary in feel yet appealing to a broader audience. The logotype provides a sound foundation for the Graphic Element.

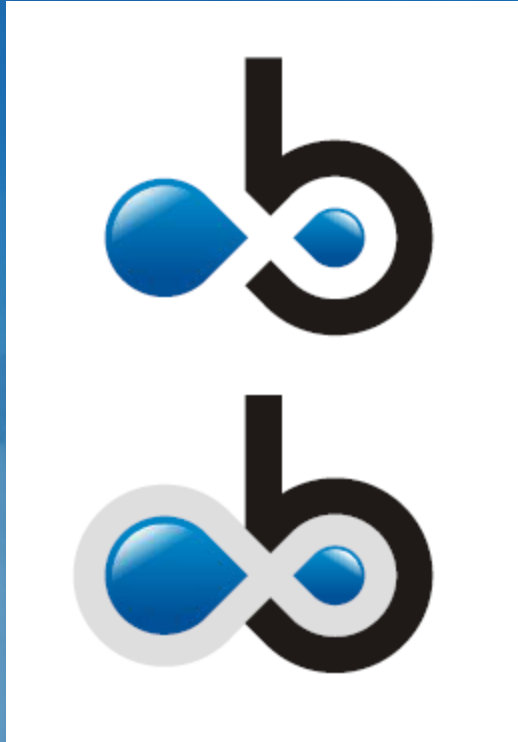


Never redraw the bSmart Logo, alter the placement, change the size relationship, or recreate the logotype. Modification of our logo diminishes its impact and weakens our legal protection.

Only authorized artwork may be used.



# bSmart logo : bSmart infinity



Customer's need changes with time. If a particular technology is acceptable today, it may not be tomorrow. Therefore, bSmart believes that staying ahead in technology business requires raising the exponent of knowledge, skill and technology to infinity. Infinity also denotes the spirit of bSmart people for whom innovation has no limits.



# bSmart logo : Versions



# bSmart logo : Incorrect Logo Usage



The examples on this page demonstrate examples of incorrect use of the bSmart logo.

Avoiding incorrect use is important for several reasons. Our company name and logo are valuable assets, and incorrect use can weaken our ability to protect these assets. One incorrect use that is widely distributed will tend to encourage other incorrect uses.

The basic rule is not to alter or distort the bSmart Logo in any way. Be particularly careful that the logo is not applied on background colors, patterns, or photographs that visually compete with the logo. If you are not sure about an application of the bSmart Logo please contact bSmart Brand Manager



# bSmart : Typeface (Font)

Typefaces and Media Usage					
bsmart Typefaces	Print	Web/Flash	Video	Presentations	Technical Documents
Microsoft Sans Serif	●●	●●	●●	●●	●●
Futura Md BT	●●	●●	●●	●●	●●
Futura Lt BT	●●	●●	●●	●●	●●
Tahoma (unbold)	●●	●●	●●	●●	●●

System Typefaces	Print	Web/Flash	Video	Presentations	Technical Documents
<b>Verdana – bold &amp; big</b>		●●		●●	●●
Verdana- smaller		●●		●●	●●
Arial		●●		●●	●●
Tahoma ( unbold )	●●	●●		●●	●●

The examples on this page illustrate proper typeface uses in bsmart communications.

Microsoft Sans Serif should be used as headline wherever possible, regardless of media.

Flush left, ragged right is the preferred paragraph setting of type at bSmart. Mixed capitalization, odd leading, and different font sizes within the same paragraph or sentence is considered out of compliance with the brand identity system.

Type in bSmart deliverables should always be easy to read and simply set. All bSmart supplied templates across all media demonstrate the proper use of type.



# bSmart : Typeface (Font)

Correct

## bSmart Typeface

Typefaces help express brand personality and perform specific functions. The consistent use of the same typefaces and typographic treatments allow our audiences to readily recognize bSmart materials.

Incorrect

## Bsmart *Typeface*

Typefaces help express brand personality and perform specific functions. The consistent use of the same typefaces and typographic treatments allow audiences to readily recognize Bsmart materials.





# bSmart : Product Nomenclature (type & style)

## **bSmart : Product Nomenclature (type & style)**

bSmart Data Reporter

bSmart Enroute SMS

bSmart Gateway Connect

bSmart TRIDENT

bSmart Short Code

bSmart Business SMS

To standardize the use of different product names, bSmart follows the brand-extension strategy.

bSmart remains a prefix to every product name.

Font type for bSmart: Tahoma

Font type for product name: Tahoma



A surreal landscape featuring a vibrant green field in the foreground, a small wooden house on a hill to the right, and a blue sky with white clouds. In the upper right, a large, glowing blue planet is visible. In the upper left, a spiral galaxy and a comet are depicted against the blue sky.

# bSmart : Voice & Tone

# bSmart : Voice and Tone

Voice and Tone are ways of expressing our brand personality. Voice and Tone can be applied to any medium in which you communicate from the way you write to the way you design a brochure.

**Voice is the language we use in our communications.**

**Tone is the character of that language.**

**bSmart is:**

**Confident**

**Genuine**

**Concise**

**Open**

**Compelling**

**Intelligent**

**Inspirational**

**bSmart is not:**

**Arrogant**

**Pretentious**

**Complex**

**Defensive**

**Worn**

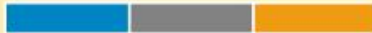
**Superior**

**Ordinary**



# bSmart Brand Guide Summary

## Basic Elements



Humnst777 BT Regular **Bold**

Humnst777 Lt BT



**bSmart is:**  
Confident  
Genuine  
Concise  
Open  
Compelling  
Intelligent  
Inspirational

**bSmart is not:**  
Arrogant  
Pretentious  
Complex  
Defensive  
Worn  
Superior  
Ordinary



## Optional Elements



## Brand Identity System:

The bSmart Brand Identity System is composed of Core Elements and Optional Elements, which are then arranged in templates and/or integrated marketing materials.

## Basic Elements:

Basic Elements (Logo, Colors, Typefaces, Voice, Tone, and Clear Space) are the building blocks of the bSmart Brand Identity System. Every deliverable, including bSmart business cards, software interfaces, and advertisements use them. Use them all the time, in every deliverable, across all media. Creative use of Basic Elements allows for differentiation and flexibility in your communication materials.

## Communication Media

Making all external and internal communication appear in harmony in terms of visual usage, logo position, space and distribution. It includes brochures, advertisements, presentations, etc.



# bSmart Brand Guide Summary



## Stationery:

Standardized stationery designs for all possible items used for routine office purpose towards internal, external customer and stakeholders.

## Templates:

Templates are your starting point for creating all deliverables. Use them as-is or as a launching point for something new. All templates come with their own set of documentation.

- Identity Media
- Merchandise

## Voice and Tone:

Product Nomenclature Type and Style

Contact Us: In case of any query on brand book please write to [brandcom@bsmart.in](mailto:brandcom@bsmart.in)