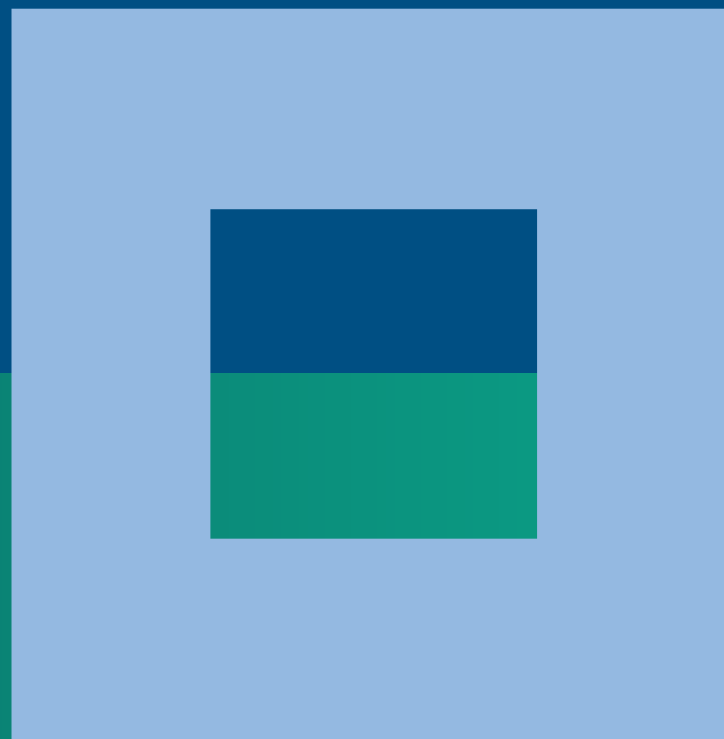
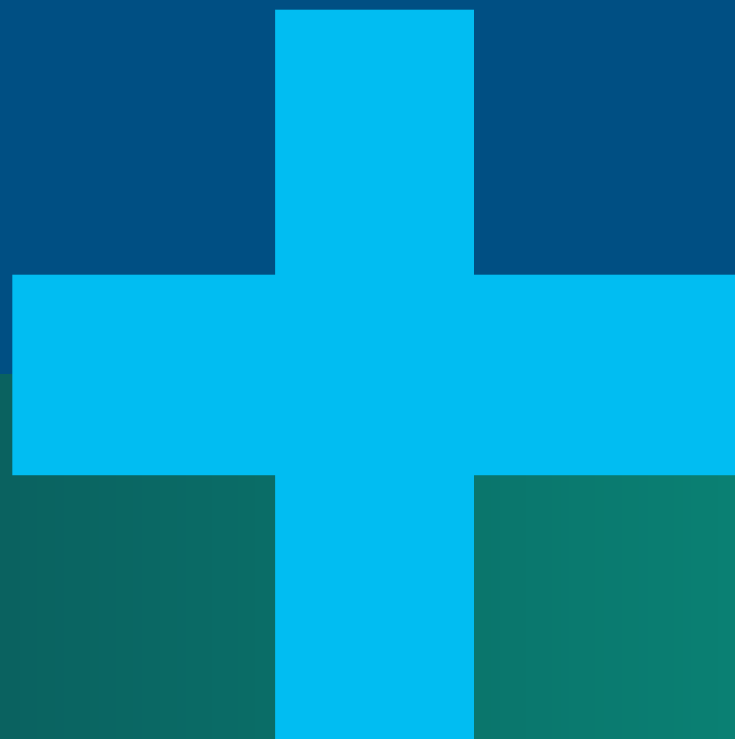




SMOLLAN

BRAND IDENTITY GUIDELINES

February 2021



WE HAVE REFRESHED
OUR BRAND FOR ALL

UPLIFTING OUR VALUES AND **ADDING NEW IMAGININGS**



A woman with long, thick, light brown braids is shown from the chest up. She is wearing a teal, sleeveless, textured dress. She is looking down and to her right with a slight smile, her right hand held out palm up. She is wearing a gold watch on her left wrist. The background consists of a wooden slat wall and a blue wall.

CONNECTING US TO WHAT REALLY MATTERS

A woman with long brown hair, wearing a bright yellow jacket with a red, white, and black striped cuff, is sitting in a metal shopping cart. She is smiling broadly and looking upwards, with her hands behind her head. The background is a blurred indoor setting, possibly a store or warehouse, with shelves and various items visible. The text "TO REFLECT OUR PURPOSE AND TO REINVIGORATE OUR PASSION" is overlaid on the right side of the image in white and orange capital letters.

TO REFLECT OUR
PURPOSE AND TO
REINVIGORATE
OUR PASSION



REPRESENTING OUR DIVERSITY OF PEOPLE, NATIONS, CULTURES AND SERVICES



Contents

Our strategy

Our positioning

Our brand identity principles

The language that shapes our world

Our brand

The quadrant principle

Our photography

Our visual language applied

Letterhead

Word Documents

Business card

Email signature

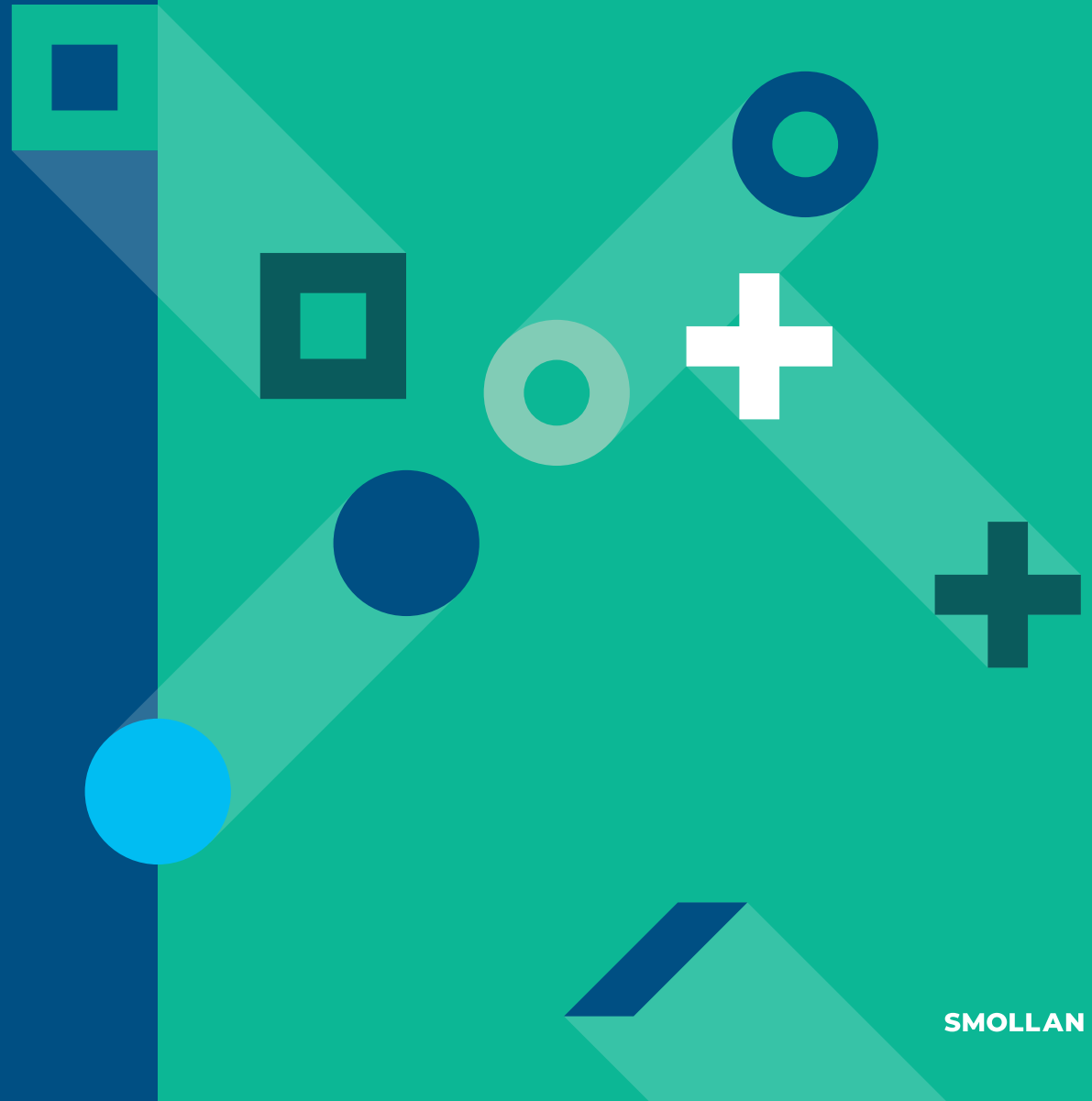
PowerPoint

Notepads

Teams Backgrounds

Printed collateral

Office environment



WE LEAD IN INTELLIGENT COMMERCE SOLUTIONS

WE CONNECT THROUGH PURPOSE.
WE INVEST IN OUR PEOPLE, OUR SQUAD.
WE ARE DIVERSE AND INCLUSIVE.

OUR BRAND IDENTITY PRINCIPLES

for everything that we do

AUTHENTIC

BE CREATIVE
AND STAY REAL.

SIMPLE

ICONIC AND
POWERFUL.

COLLECTIVE

OUR PEOPLE MAKE
UP OUR BRAND
PERSONALITY.

OWNABLE

MODERN LOGO.
SPECTRUM COLOURS.
UNIVERSAL SHAPES.

HUMAN

INCLUSIVE
PHOTOGRAPHY
AND IMAGERY.

CONNECTED

ONE BRAND,
MANY POSSIBILITIES.

A FAMILY NAME THAT BECAME A BRAND NAME

OUR KEY IDENTIFIER THAT BEGAN WITH
FAMILY AND CONTINUES TO REFLECT THE
FAMILY OF OUR SMOLLAN COLLECTIVE.

SMOLLAN

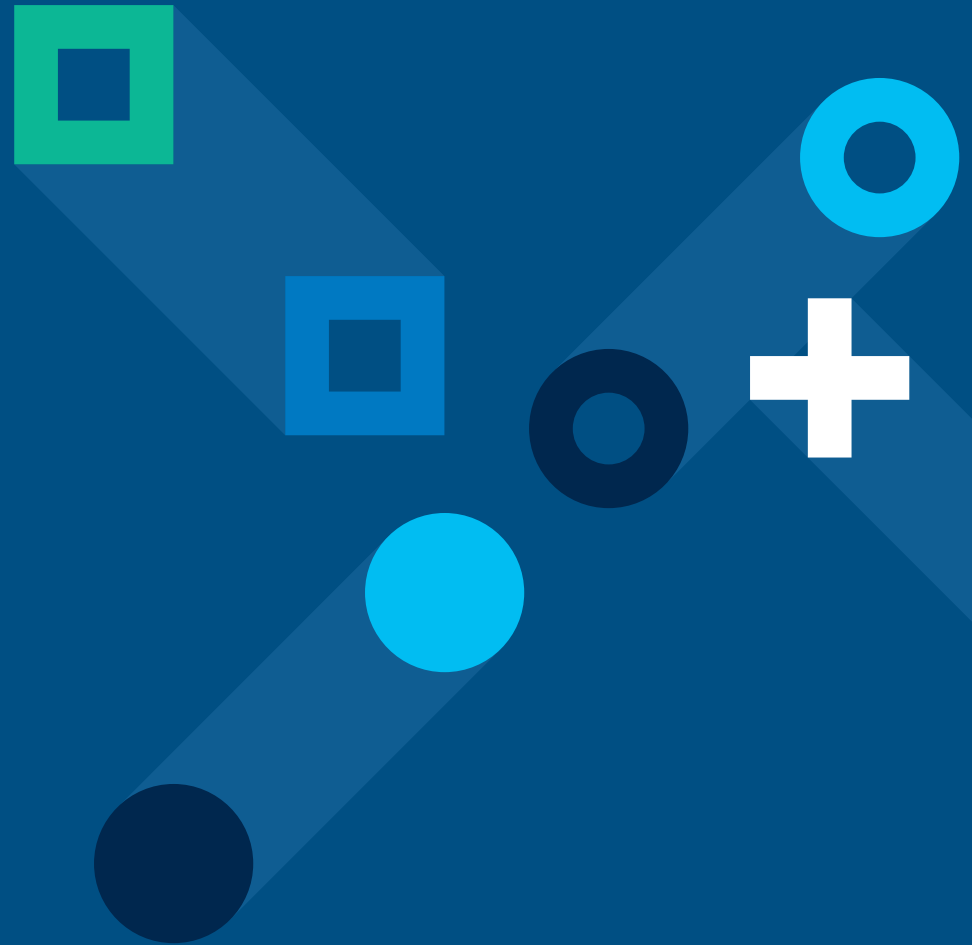
GROUNDING IN HERITAGE,
CONNECTED TO THE FUTURE.

UNITING US IN A UNIVERSAL LANGUAGE

TRANSCENDING CULTURE, TERMINOLOGY
AND ACCENT. OUR SHAPES CONNECT US
WHEREVER WE ARE IN THE WORLD.

INDEPENDENTLY,
THEY SPEAK FOR US AS
INDIVIDUALS.

COLLECTIVELY, THEY
DEMONSTRATE THAT
**SMOLLAN IS THE SUM
OF ALL ITS PARTS.**



WE ARE DIVERSE AND INCLUSIVE

Each individual shape is symbolic.

They have meaning, representing how we think and act independently and collectively.



CIRCLE : We are inclusive. There is space for all. Possibilities are unlimited.

SQUARE : Our heritage is strong. Technology and innovation define many ambitions.

PLUS : We are built to connect and grow. To increase our impact. We add value.

STRIKE : We are forward thinking and focused. Championing diversity and choice.

LEAF : We are environmentally conscious. Working in sustainable ways.

STAR : We celebrate progress and achievement. Bringing opportunity to light.

HEART : We are united and connected in our humanity. Improving lives. Caring for each other.

WE CONNECT THROUGH PURPOSE IN UNLIMITED WAYS

The shapes connect through our common purpose.

They represent our unified ideals, tell a story and give depth to ideas.



CONNECTING PEOPLE + BRANDS + OPPORTUNITIES

WE LEAD IN INTELLIGENT
COMMERCE SOLUTIONS



The background is a dark blue field with several geometric elements: a light blue circle with a dark blue center in the top left; a solid blue circle in the top right; a teal circle with a dark blue center in the bottom center; and a large blue plus sign on the right side. A diagonal line of a slightly different shade of blue runs from the top left towards the bottom right.

WE ARE **SMOLLAN.**

A photograph of a young Black woman with long, thick, light brown braids. She is smiling warmly, looking off to the side. She is wearing a teal t-shirt under a light blue denim jacket. She is holding a clear plastic bag filled with fresh green leafy vegetables, likely lettuce. The background is a blurred grocery store aisle with shelves of various products.

THE PURPOSE
OF OUR IMAGERY
IS STORYTELLING

A photograph of two women in a kitchen setting. On the left, a Black woman with short hair and glasses, wearing a teal shirt, is smiling and looking towards the right. On the right, a woman with long brown hair, wearing a light grey cardigan over a purple top, is smiling and looking down. The background shows a window with bright light and some framed pictures on the wall.

OUR BRAND ATTRIBUTES INTERSECT
WITH HUMAN MOMENTS TO CREATE
A MEMORABLE STORY.

OUR GOAL IS TO CONNECT WITH EMOTION
AND MEANING AND SHOW THE CULTURE,
ENERGY AND DIVERSITY OF THE BUSINESS.

**OUR COLOUR PALETTE REPRESENTS
COUNTRIES, CATEGORIES AND PEOPLE -
AND ANCHORS OUR IMAGERY.**



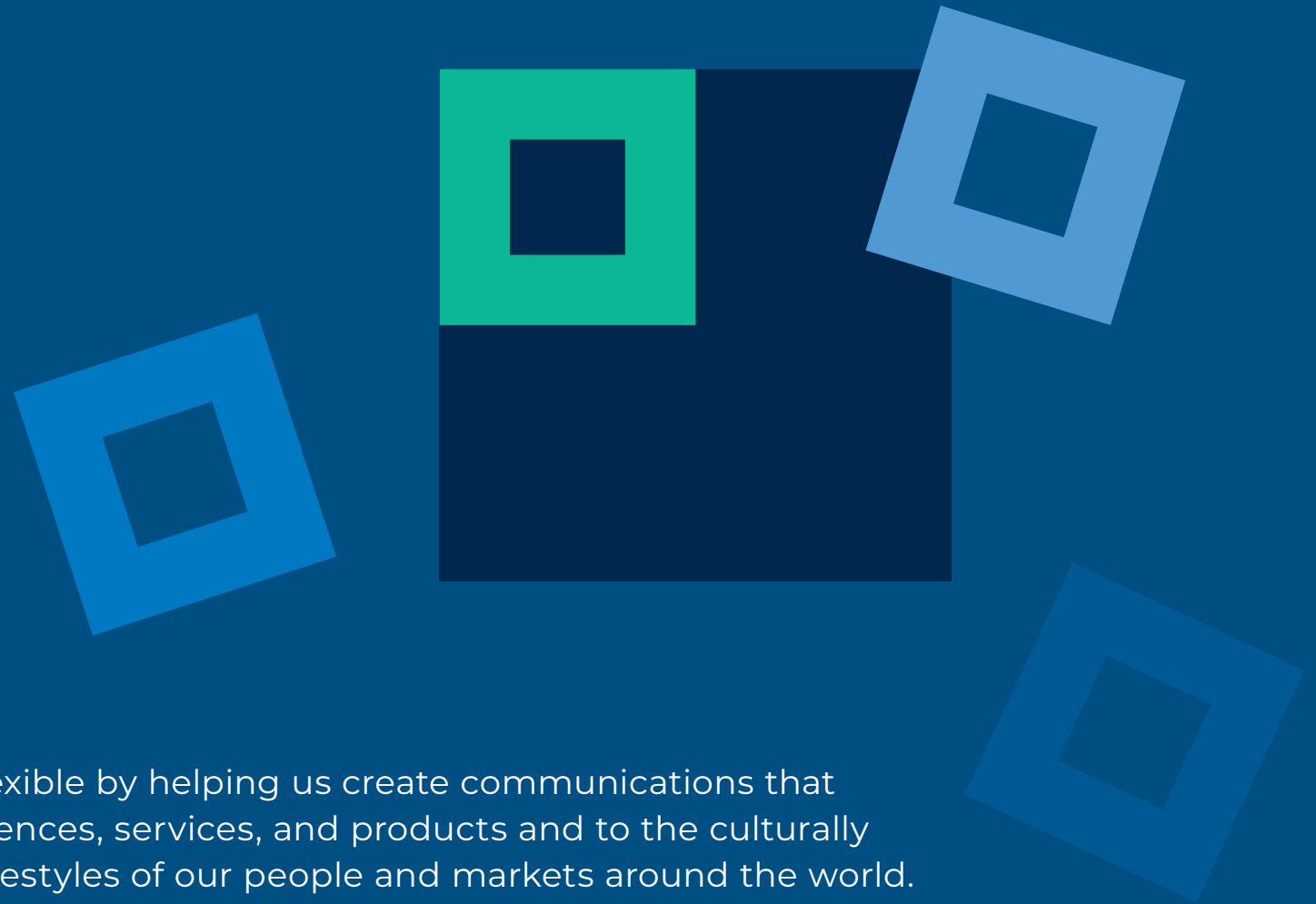








**THE QUADRANT PRINCIPLE
IS THE TOOL THAT ENABLES
DESIGN FLEXIBILITY WITHIN
THE PARAMETERS OF OUR
BRAND IDENTITY.**



The four quadrants keep us flexible by helping us create communications that speak to different media, audiences, services, and products and to the culturally diverse needs, interests and lifestyles of our people and markets around the world.

The Brand team help navigate the quadrants for each campaign, project or communication so the messaging finds the best place to live in an uncluttered and focused space.

ESTABLISHED. CLASSIC. CORPORATE.

SMOLLAN IN THE WORLD

01

02

MILD

HOT

03

04

THE WORLD OF SMOLLAN

INFORMAL. AUTHENTIC. COLOURFUL.

ESTABLISHED. CLASSIC. CORPORATE.

QUADRANTS 1 - 2 **SMOLLAN IN THE WORLD**

FOR COMMUNICATIONS THAT ARE EXTERNAL FACING AND REFLECT HOW THE WORLD SEES US.

MILD

HOT

QUADRANTS 3 - 4 **THE WORLD OF SMOLLAN**

FOR COMMUNICATIONS THAT ARE ABOUT OUR PEOPLE AND HOW WHO THEY ARE COMES TO LIFE; THEIR PERSONALITIES AND EXPERIENCE; SKILLS AND LEARNING; CULTURE AND DIVERSITY.

INFORMAL. AUTHENTIC. COLOURFUL.

ESTABLISHED. CLASSIC. CORPORATE.

01

WE ARE CONTEMPORARY

WE LEAD IN INTELLIGENT COMMERCE SOLUTIONS

Who we are as a business.

Our industry leadership, legacy and impact.

KEYWORDS:

Sleek
Refined
Forward thinking
Focused

WE ARE DYNAMIC

WE CONNECT THROUGH PURPOSE

What, how and why we do what we do.

Our services and products, our values and our purpose.

KEYWORDS:

Empathetic
Energetic
Courageous
Impactful

02

MILD

ALWAYS PURPOSEFUL
ALWAYS CONNECTED
ALWAYS TRUE

HOT

Our Smollan Squad.

The growth, upliftment, learning & development of our people.

KEYWORDS:

Positive
Inspirational
Vibrant
Creative

Our individual personal ambitions, traits, culture and preferences are what connects and engages us.

KEYWORDS:

Adventurous
Imaginative
Bold
Exciting

03

WE INVEST IN OUR PEOPLE

WE ARE PROGRESSIVE

WE ARE DIVERSE & INCLUSIVE

WE ARE PLAYFUL

04

INFORMAL. AUTHENTIC. COLOURFUL.

THE QUADRANTS

one brand, many possibilities

01

02

03

04



MONTSERRAT

○+□

TEXT EFFECTS

Heritage – Global – Leading



MONTSERRAT

Mrs Eaves

○+□

TEXT EFFECTS

Spirited – Emotive – Pioneering



MONTSERRAT

Mrs Eaves

○+□

TEXT EFFECTS

Vibrant – Can-do



MONTSERRAT

Recoleta

○+□

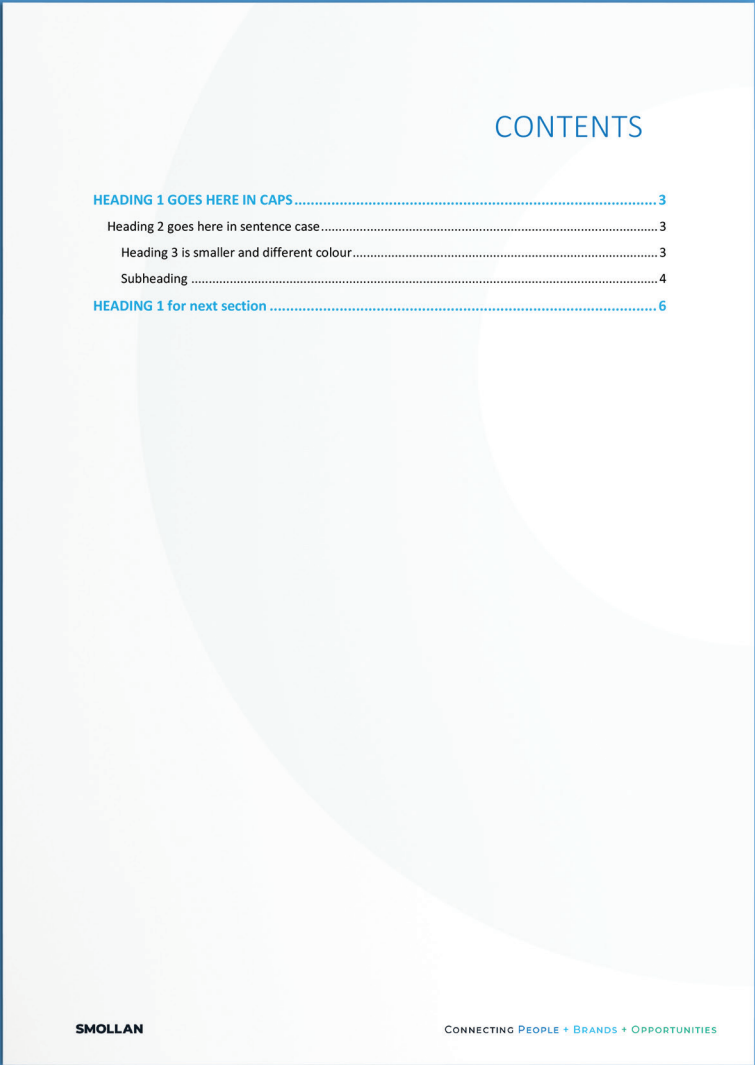
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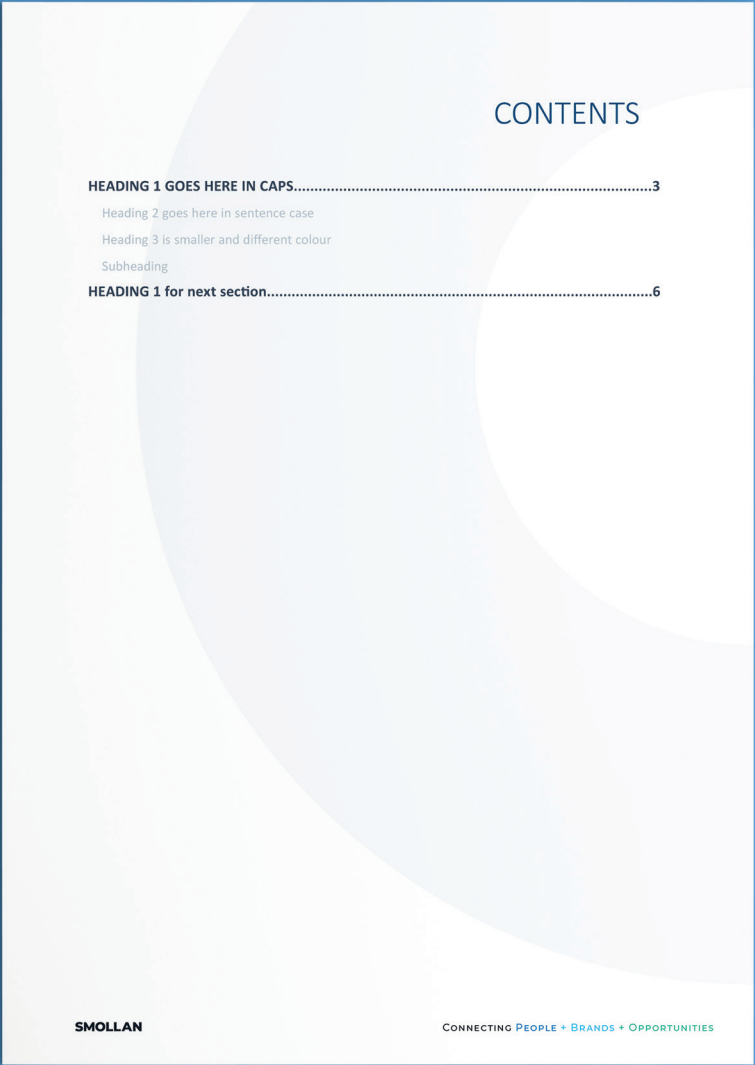
Diverse – Transformative – Inclusive

OUR VISUAL LANGUAGE BROUGHT TO LIFE

BRINGING OUR BRAND TO THE WORLD, AND
THE WORLD TO ALL THAT IS **SMOLLAN**.







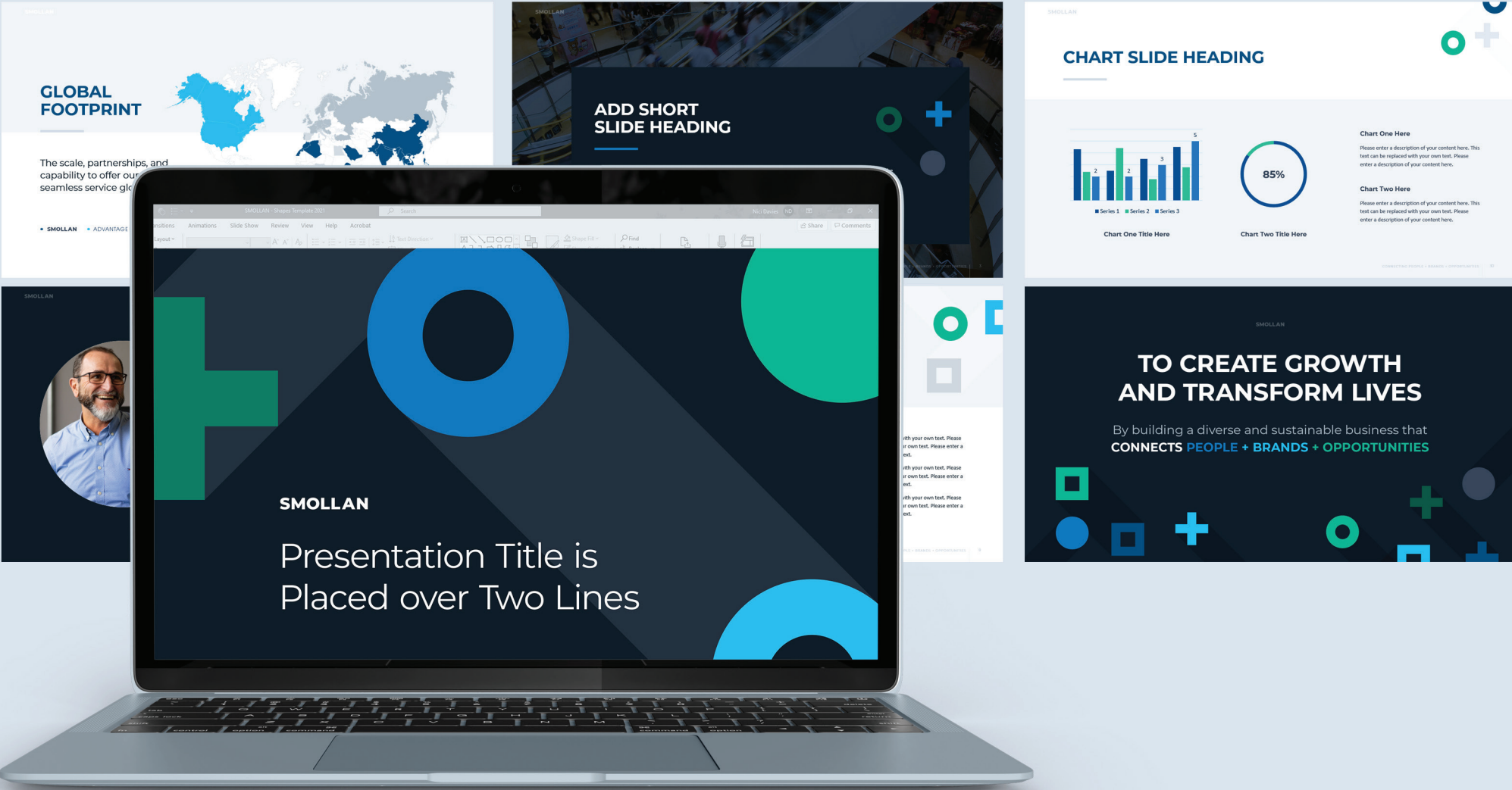










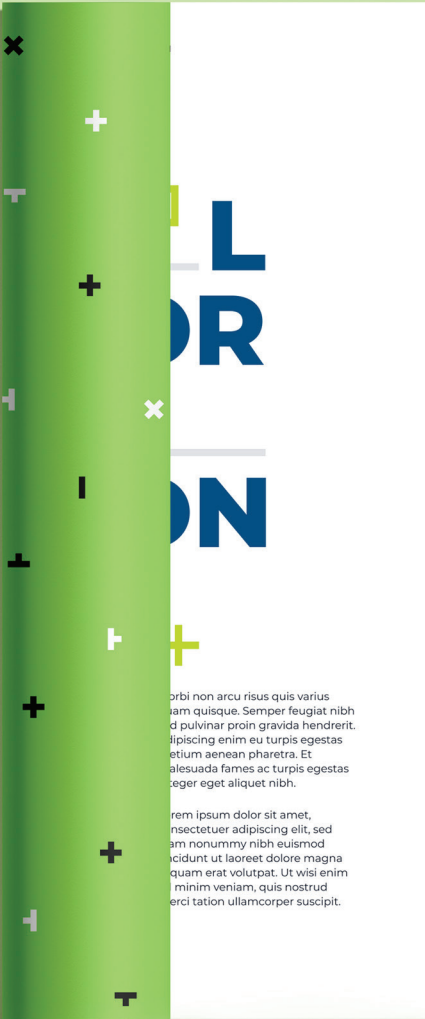












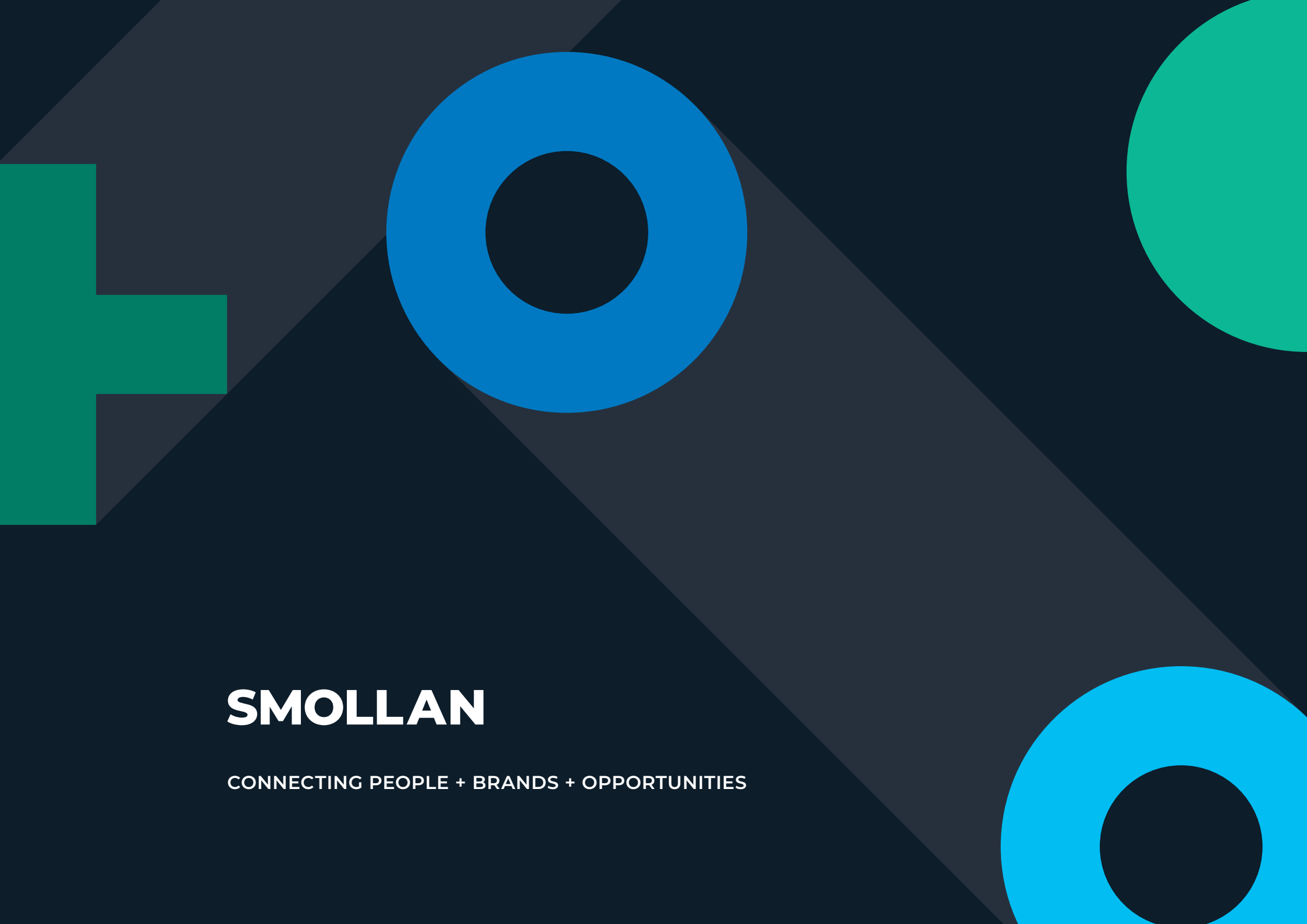






**THIS IS OUR SPACE TO
GROW AND CONNECT.**

A NEW BRAND FOR A NEW ERA.



SMOLLAN

CONNECTING PEOPLE + BRANDS + OPPORTUNITIES