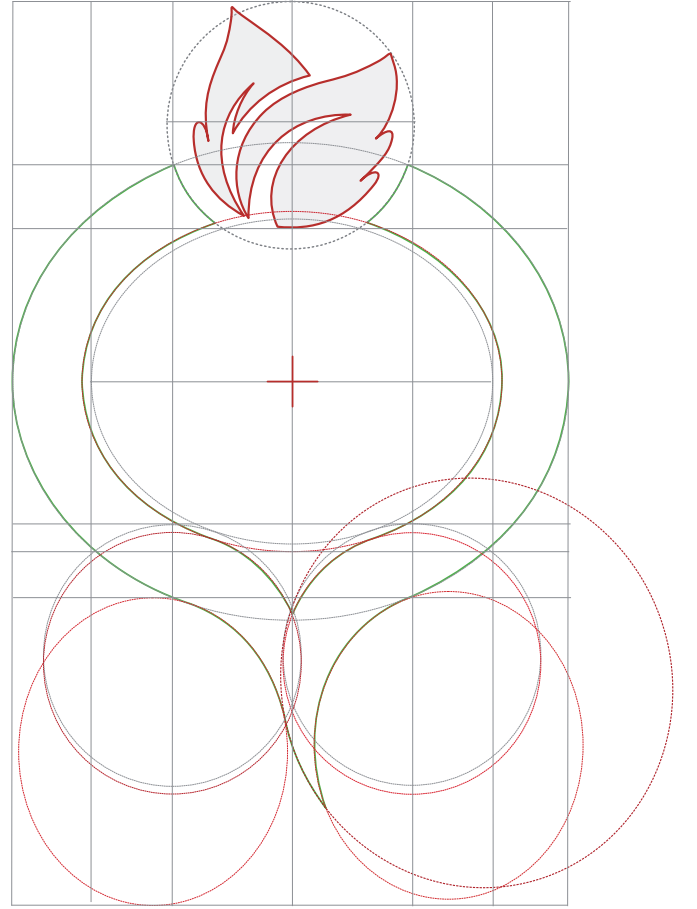
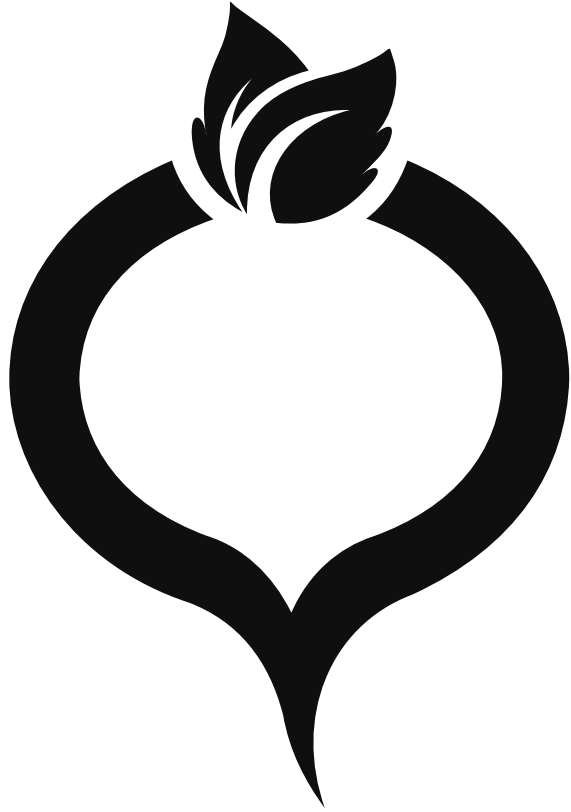
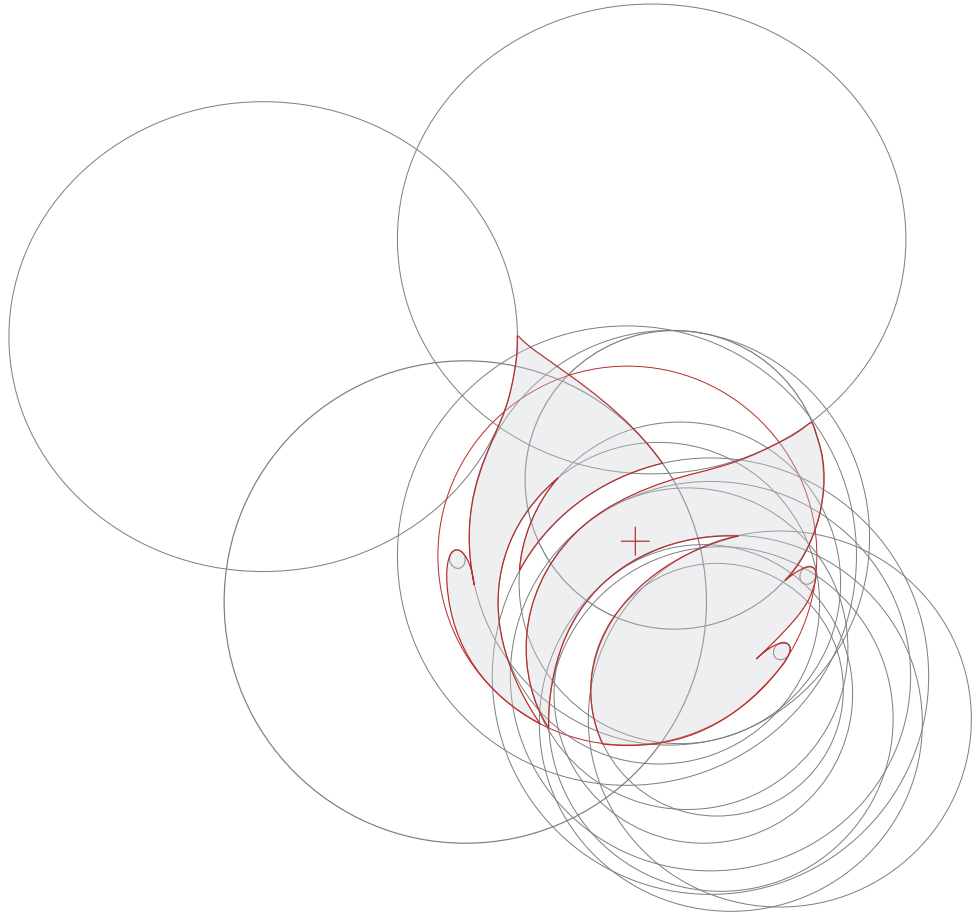


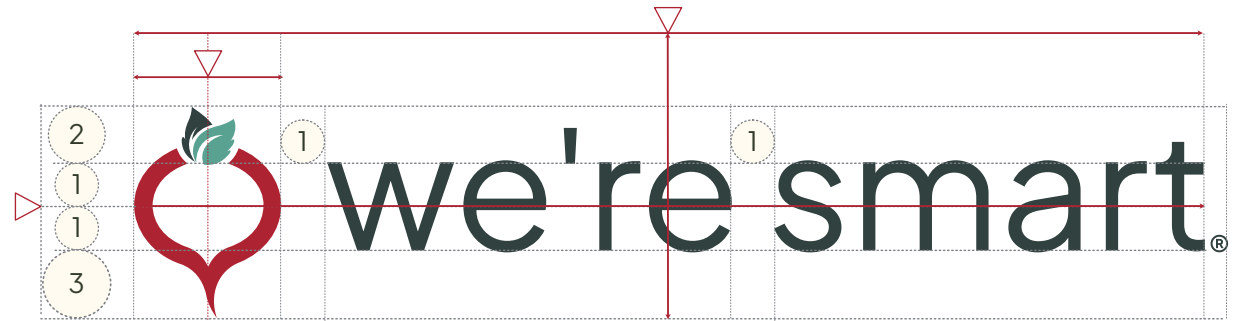
 we're smart.

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brandbook







The text we're smart® has no capital letters. Also in running text, we're smart® is written without capitals.

Attached proportions must always be respected.

The ® falls outside the definition of the centre.

we're smart.



C 82 M 44 Y 53 K 55  
#2D4140



C 78 M 18 Y 47 K 3  
#58A190



C 10 M 100 Y 93 K 18  
#AC0E2D



we're smart.®

Plus Jakarta Sans	ExtraLight
<i>Plus Jakarta Sans</i>	ExtraLight Italic
Plus Jakarta Sans	Light
<i>Plus Jakarta Sans</i>	Light Italic
<i>Plus Jakarta Sans</i>	Italic
Plus Jakarta Sans	Regular
Plus Jakarta Sans	Medium
<i>Plus Jakarta Sans</i>	Medium Italic
Plus Jakarta Sans	SemiBold
<i>Plus Jakarta Sans</i>	SemiBold Italic
<b>Plus Jakarta Sans</b>	Bold
<b><i>Plus Jakarta Sans</i></b>	Bold Italic
<b>Plus Jakarta Sans</b>	ExtraBold
<b><i>Plus Jakarta Sans</i></b>	ExtraBold Italic



**download:** <https://fonts.google.com/specimen/Plus+Jakarta+Sans>



we're smart.



we're smart.

#B88F34



we're smart.



we're smart.



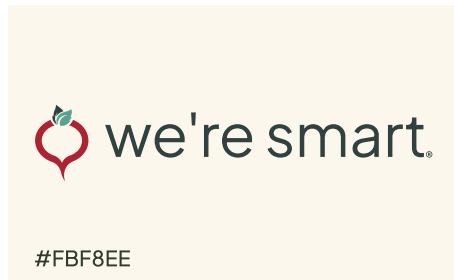
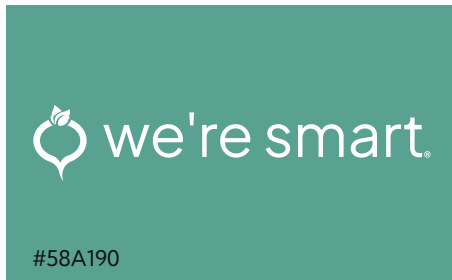
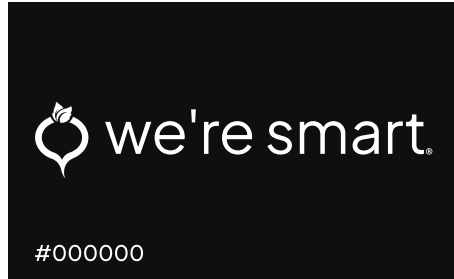
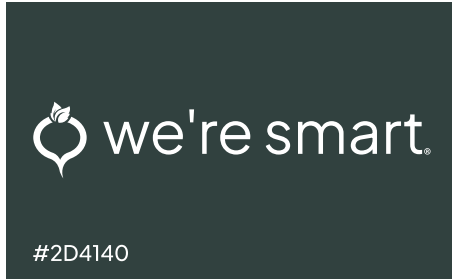
we're smart.



we're smart.



The Green Guide®'s quotient of 1 to 5 radishes.  
The Untouchables has 5 golden radishes.



On dark backgrounds, the logo and text we're smart® are displayed in white.

On lighter backgrounds and white, the logo and radish are shown in colour.

we're smart.



we're smart.



we're smart.

we're smart.



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we're smart.



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The we're smart® logo should be respected in colour and shape. Here are a few examples of its misuse.