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Using Smartsheet Marks DO's

- Do always use proper trademark form and spelling.

- Do distinguish trademarks from surrounding text with appropriate capitalization (initial letters capitalized or all letters capitalized), italics, or quotation marks.

- Do always use the trademark as an adjective, not a noun or a verb. For example:

  - Proper Use: “Use of the Smartsheet software-as-a-service platform is becoming increasingly adopted company wide.”

  - Improper Use: “Smartsheet is becoming increasingly adopted company wide.”

- Do include an attribution of Smartsheet's ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication. For example: “Smartsheet, the Smartsheet logo, and the checkmark, are trademarks or registered trademarks of Smartsheet Inc. in the United States and other countries.”

Using Smartsheet Marks DON'Ts

- Don't modify a trademark to a plural form.

- Don't translate a trademark into a foreign language.

- Don’t alter a trademark in any way, including through visual identifiers or unapproved fonts.

- Don’t use or register trademarks that are confusingly similar to Smartsheet trademarks.

- Don't abbreviate a trademark as an acronym except where there may be a Smartsheet authorized acronym.

- Don’t use in relation to products or services across any mediums that may be explicit, vulgar, offensive, or that in any way violate applicable law.
The Smartsheet logo has meaning and purpose. It represents a work tool and accomplishment. It conveys achievement in getting work done, success, and satisfaction. Our logo is our first impression. Below are all the accepted treatments of the logo.

**Horizontal Layout**

![Horizontal Layout Image]

**Vertical Layout**

![Vertical Layout Image]

**Logomark (icon)**

![Logomark (icon) Image]

**Wordmark**

The logotype sans logomark is to be used exclusively within the app.
Clearance

Give the logo some room to breathe. The logo should be allowed some clear space around the entire lockup. This will provide proper spacing for its character ascenders. Below is the minimum amount of clearance, but more is preferred.

Incorrect Usage

Please use the logos as they are provided in these guidelines. Don't alter the Smartsheet logo.

- **Skew**
  Don't skew or scale disproportionately

- **Change colors**
  Don't change the colors

- **Recreate**
  Don't make alterations, additions, or substitutions

- **Add effects**
  Don't add drop shadows, strokes, bevels

- **Alter orientation**
  Don't change the orientation

- **Use busy backgrounds**
  Don't place on complicated backgrounds