

## Primary Palette

Our primary colors are strong and straightforward. They represent the Smith Micro brand at its most basic level—our logo. In fact, these are the only colors that may be used to reproduce our logo.

Conversely, Smith Micro Blue may not be used for anything besides the logo. This is why you will not find it in our expanded color palette.



SM Blue



Black



Grey



White

Color	Pantone	CMYK	RGB	Hexadecimal
Smith Micro Blue	PANTONE 293 C	C 100 M 57 Y 0 K 0	R 0 G 106 B 182	#006AB6
Grey	PANTONE Cool Gray 10 C	C 0 M 0 Y 0 K 50	R 150 G 150 B 150	#969696

*(Note: The color shown throughout this guide has not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.)*