smartments®

07 März 2025

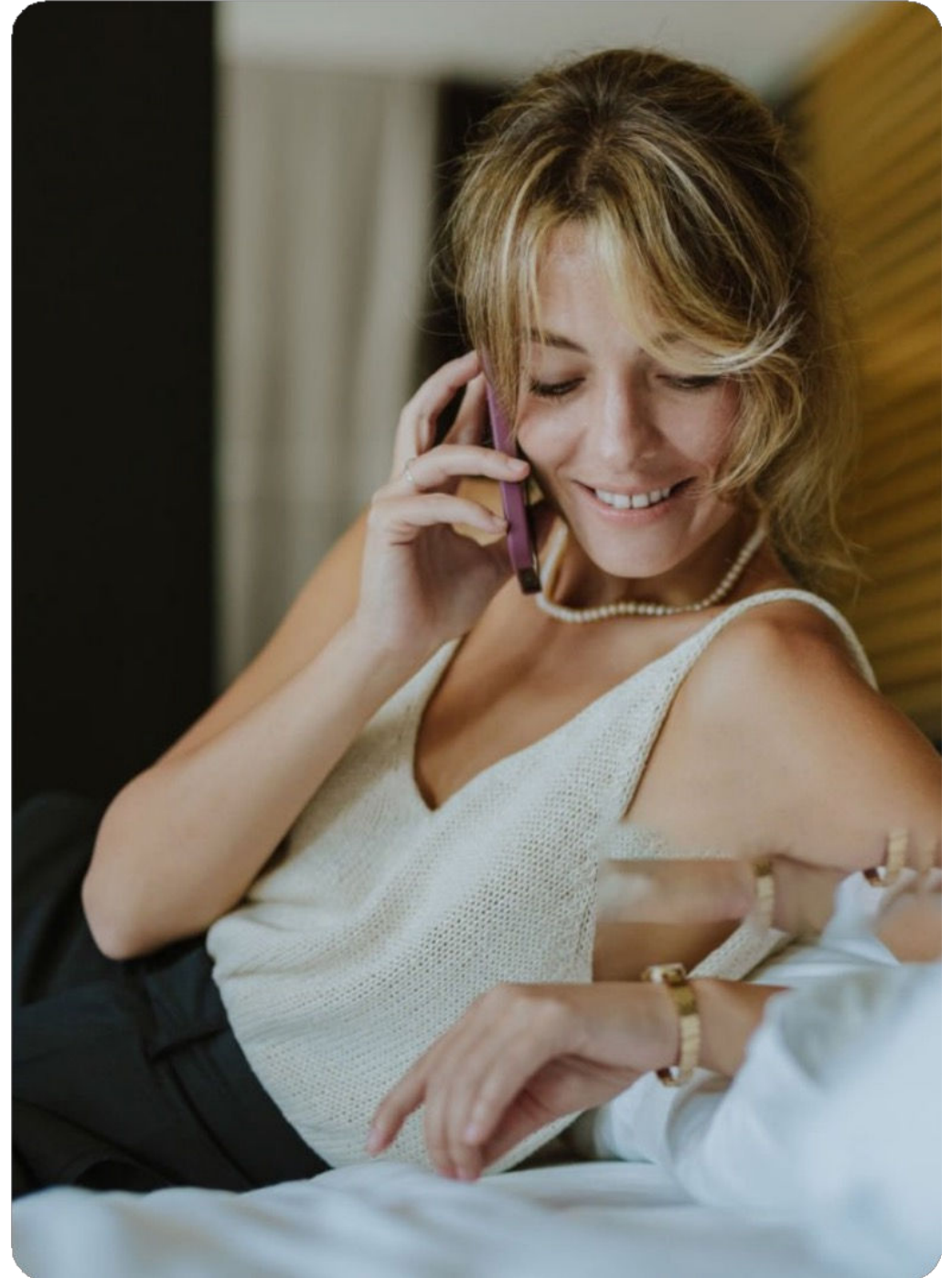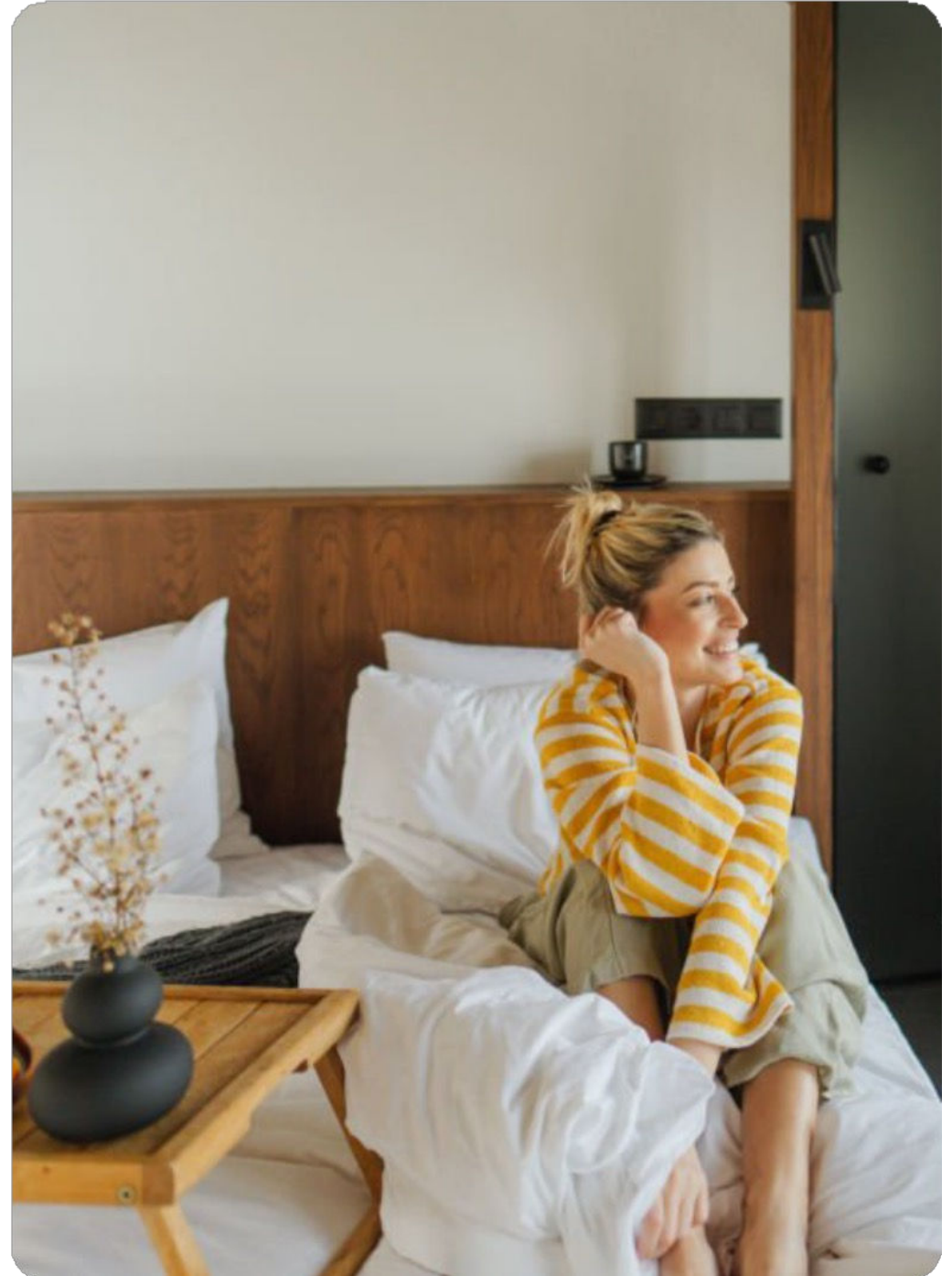In Process

Corporate Design Manual

smartments®

01 Vision, Mission, Values & Core

We create spaces that simply work – through innovation, clarity and sustainability. For stays that focus on what truly matters.

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We design tomorrow's stays – simple, thoughtful, and timeless.

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Simplicity is our compass

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Authenticity

We create genuine, meaningful experiences, built on trust and integrity.

Sustainability

Sustainability drives us, naturally present in everything we do.

Customer-Centricity

We design seamless experiences centered entirely on you.

Simplicity & Clarity

Simplicity defines us – clear, intuitive, and effortlessly innovative.

In a world overflowing with options, information, and excess, we offer orientation, clarity, and structure.

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Simplicity is Innovative

Advanced solutions redefine processes, technologies, and experiences to make them as intuitive as possible.

Simplicity is Reduced

We filter, streamline, and highlight only what truly matters, acting as an anchor in a cluttered world.

Simplicity is Forward-Thinking

Offering structure in a time marked by complexity, we help create order from chaos.

Simplicity is Sustainable

Less excess, more mindfulness – our simplicity conserves resources and focuses on what's essential.

02 Logo

Simply black & white.

Wordmark

Primary logo: instant brand recognition. The Logo utilized at every audience touchpoint to ensure we're building equity effectively. The wordmark is simple, free and visible.

Wordmark with Claim

The logo with claim is used if the claim is not already used as a sentence/headline. Especially in campaigns and social media - when there is little space for text.

Signet

Signed with an „s". Short form for markings, icons, playful element.

Icon

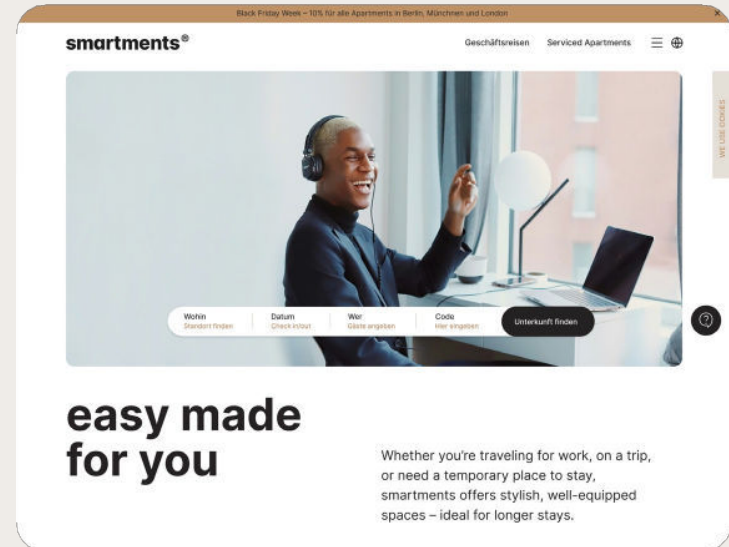Signed with an „s". Short form for markings, icons, playful element.

We use our distinctive wordmark logo in a consistent way across our channels.

Clear space
The minimum clear space should correspond to the full width of the "s", as shown here. And on the right-hand side to the height of the "t" from the protection mark.

Color options
The wordmark is available only in our core palette of Black or White, and no other combination of colors.

We have various minimum sizes for different formats. Please try to stick to these values where possible.

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Print
Small formats 25 mm
Large formats 120 mm

For Screen
Large formats 70px

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Print
min. width 25 mm

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Web
min. width 70 px

We use our distinctive wordmark logo in a consistent way across our channels.

smartments ®

smartments ®
Easy. Made for You.

Clear space

The minimum clear space should correspond to the full width of the "s", as shown here. And on the right-hand side to the height of the "t" from the protection mark. The distance between the word mark and the claim corresponds exactly one time to the height of the claim.

Color options

The wordmark is available only in our core palette of Black or White, and no other combination of colors.

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Easy. Made for You.
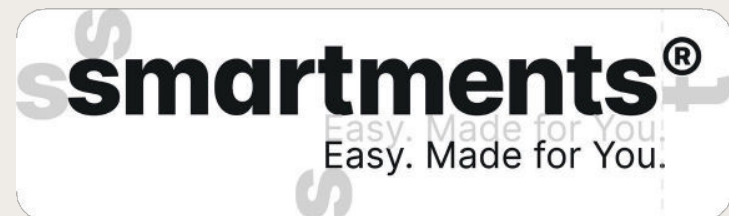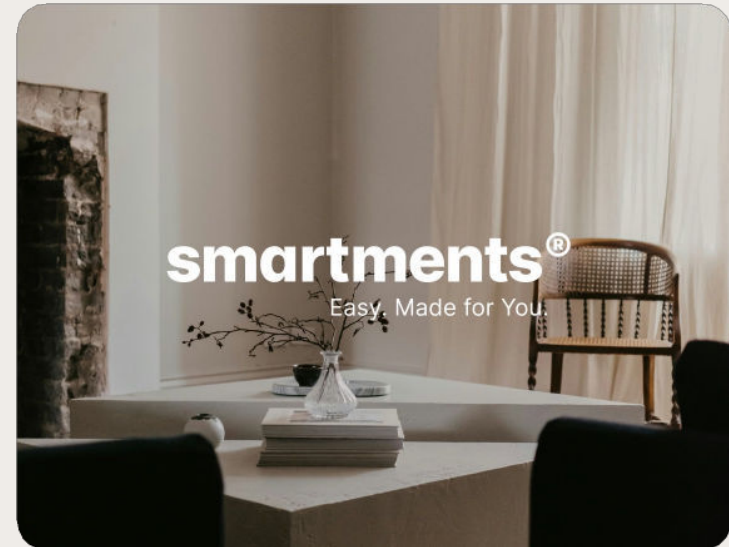
For the legibility of the claim, it is important to consider the size of the logo.

Print
Small formats 35 mm
Large formats 130 mm

For Screen
Large formats 95 px

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smartments®
Easy. Made for You.

Print
min. width 35 mm

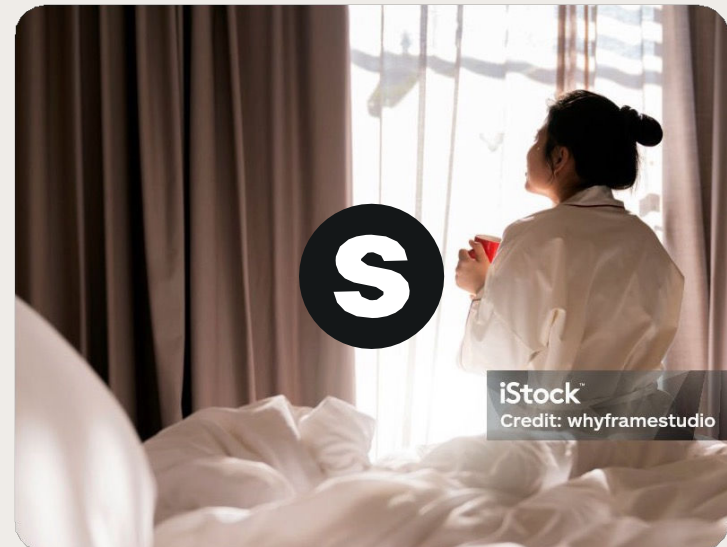**smartments®**
Easy. Made for You.

Web
min. width 95 px

Limited space? Too many trademarks? Feel free to use the icon, but avoid using it as a standalone in external comms – it only provides a light touch.

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iStock™
Credit: whyframestudio

Icon in use
Our most compact option is used as an app icon/Favicon, avatar and watermark.

Color options
The Signet/Icon is available only in our core palette of Black or White, and no other combination of colors.

For consistency and legibility, our trademarks shouldn't be altered in any way.

Don't alter the colors of our trademarks.

Don't stretch, squeeze, rotate or add effects/shadows to our trademarks.

Don't alter or create new lockups.

Don't outline our trademarks.

03 Colors

Our Primary Color palette – simple as possible.

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Black
real, authentic, simple

Pantone	Hexachrome Black
CMYK	72 – 65 – 59 – 78
RGB	35 – 33 – 34
HEX	242222

White
clear, clean, bright

Pantone	–
CMYK	0 – 0 – 0 – 0
RGB	255 – 255 – 255
HEX	ffffff

A balance of calm, warmth, and clarity. Our secondary palette is designed to create a sense of professionalism, comfort and effortless modern stays.

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Classic Blue calm, trustworthy, reliable, authentic

Color of the year 2020

Pantone	19-4052
CMYK	97 – 70 – 23 – 8
RGB	15 – 76 – 129
HEX	0F4C81

Caramel
warmth, cosiness, comfort, naturalness

Pantone Colors will be checked again

Pantone	2313 CP
CMYK	22 – 41 – 61 – 11
RGB	191 – 146 – 102
HEX	BF9266

Green
balance, sustainability, harmony

Pantone	568 XGC
CMYK	86 – 32 – 64 – 23
RGB	16 – 109 – 93
HEX	106D5D

Beige
clarity, simplicity, elegance

Pantone	Pastel 9081
CMYK	13 – 11 – 16 – 0
RGB	228 – 223 – 215
HEX	E4DFD7

Blue is the most important and most frequently used color of the secondary colors.

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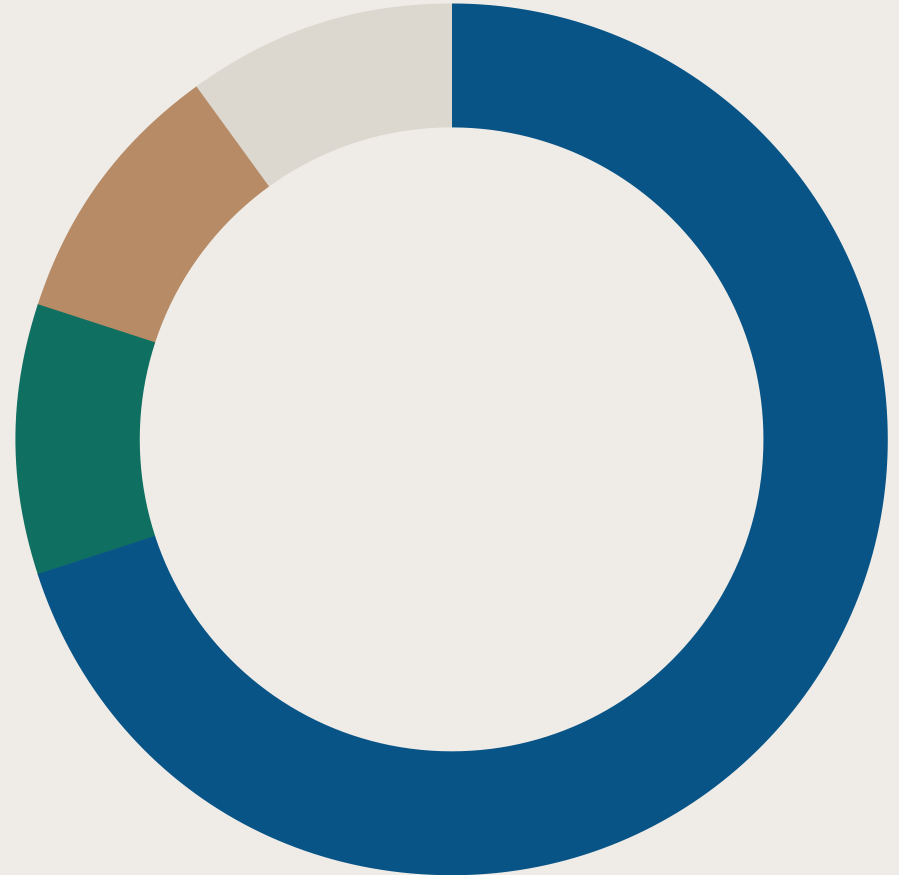
For some digital funnel – like website – tints provide more options for stretching our primary and secondary palettes.

Dark Caramel
Fonts Accents
for Web

Pantone	–
CMYK	27 – 50 – 73 – 20
RGB	191 – 146 – 102
HEX	A87746

Dark Beige Outlines
for shapes
and Borders, Web and
Print

Pantone	–
CMYK	25 – 22 – 30 – 4
RGB	198 – 189 – 176
HEX	C6BDB0

40% Beige
Background area
for Web and Print

Pantone	Pastel 9081
CMYK	13 – 11 – 16 – 0
RGB	228 – 223 – 215
HEX	E4DFD7

Everything needs space.

The white space dominates the layout to 50%.

There are large areas with the secondary colors that are allowed to break through this calm.

Black is one of the main colors, but only takes over the task of the font, buttons and contrasts in the images.
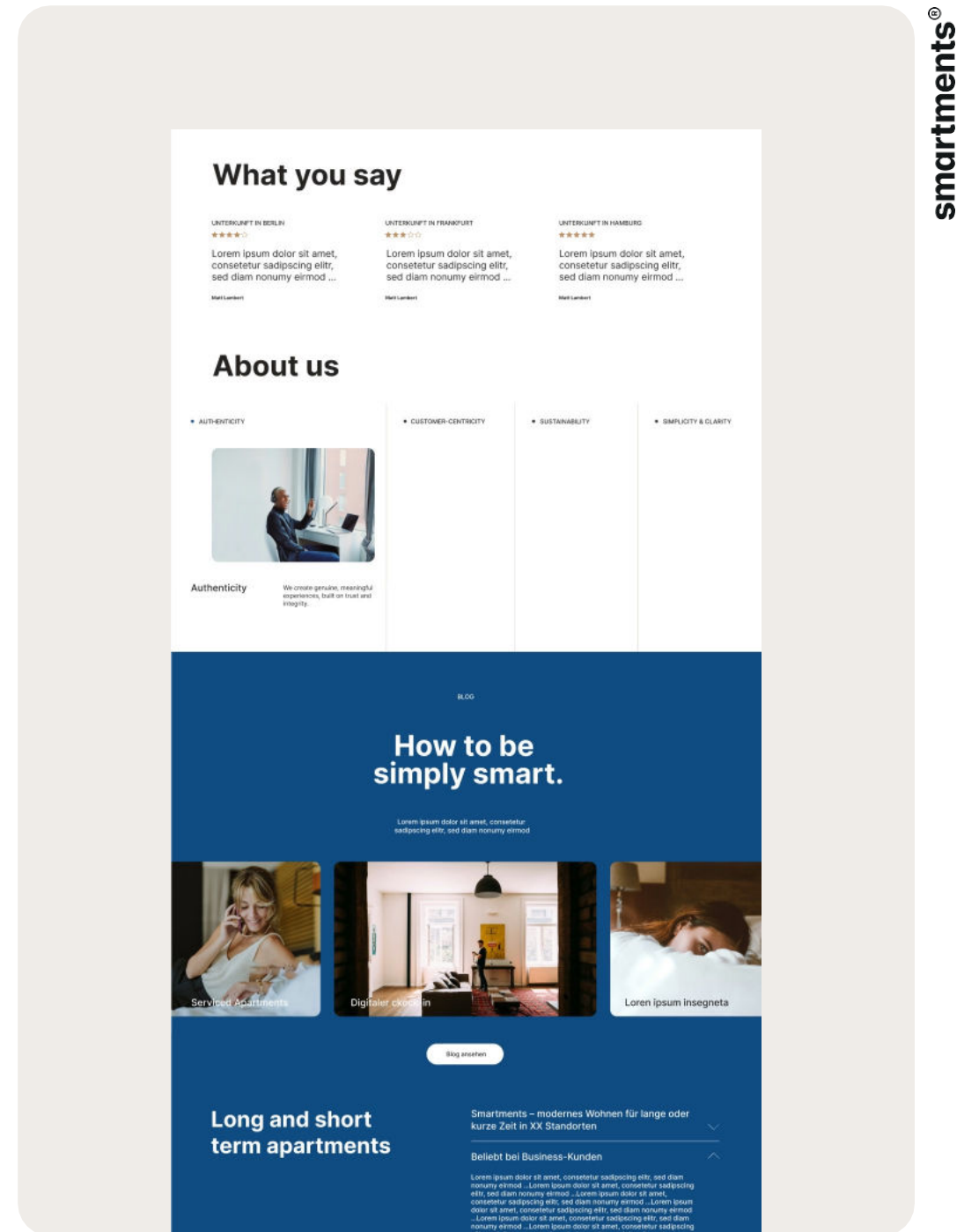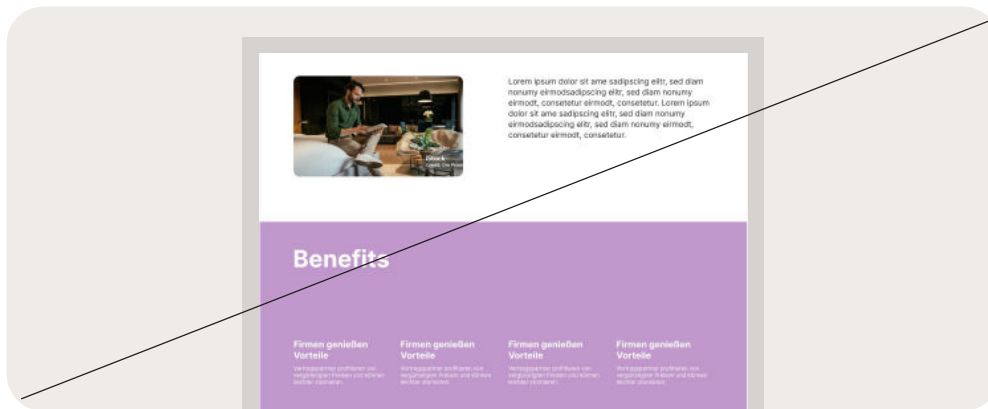
Don't be wild.

Only two of the colors green, blue and caramel may be used at the same time within one page (one screen, one media area).
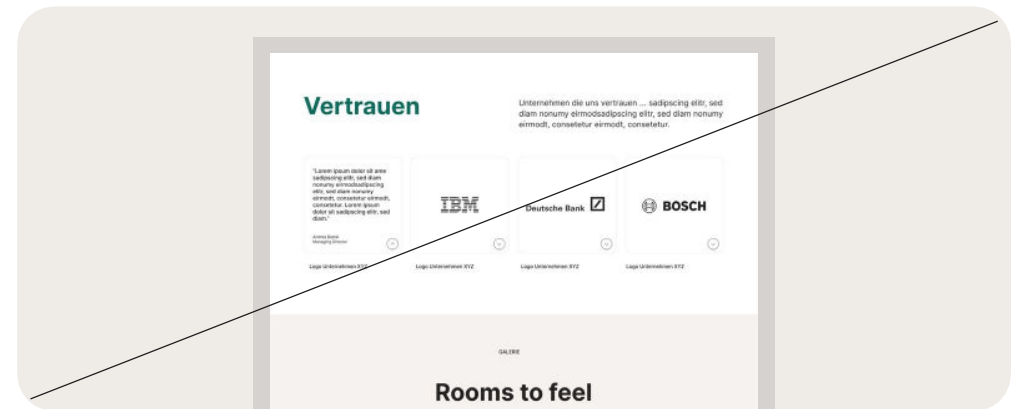
Do not constantly switch between secondary colors. Text is only black or white (see exception on the web).
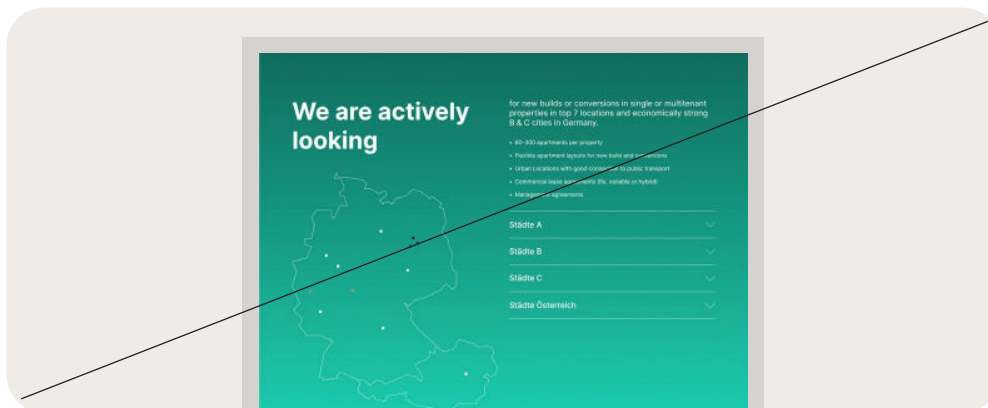

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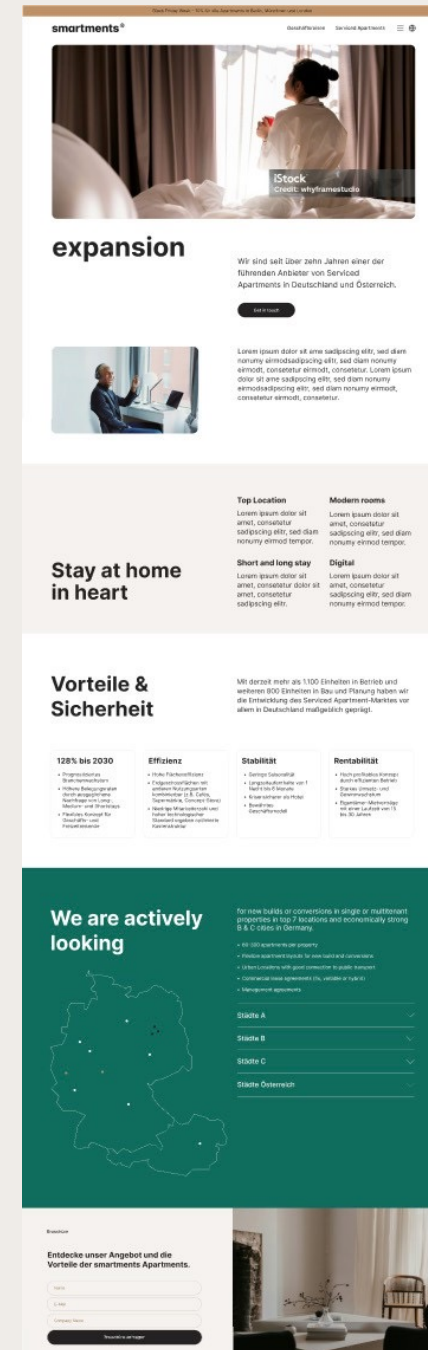
While our color palettes are versatile, please follow these guidelines to make sure we stay consistent and legible.
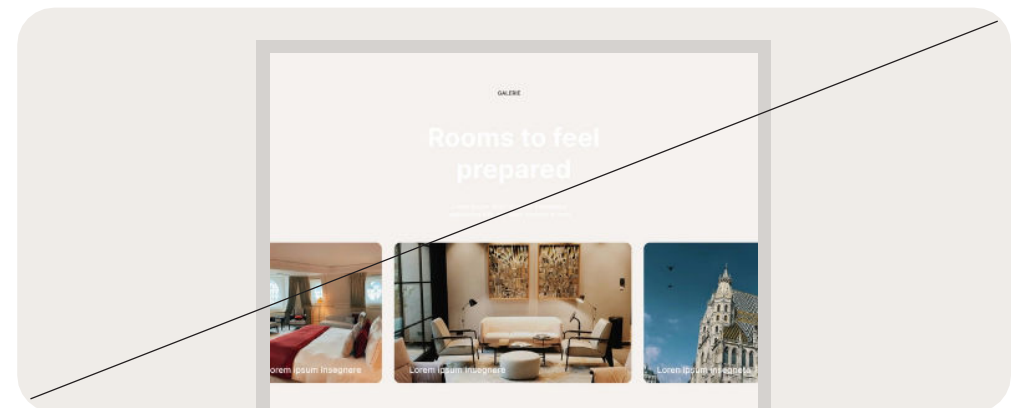

Don't introduce new colors outside of our defined color palettes.

Don't use secondary palette colors for typography.

Don't create gradients.

Don't combine colors that create poor contrast.

04 Typography

What's our type?

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We use one typefaces in our brand communications – called „Inter".

The Headline is alway Bold, the other Textparts are supporting and Regular.

Some smaller headlines may be used in medium or capital letters. (H5, H6)

Left alignment is a classic, clear way to present text, especially longer copy.

Center alignment is a more striking approach for shorter, simpler lines of text.

Hero	108 Bold 110 LH, 0 S	**easy made for you**
H1	32 Regular 45 LH, 0 S	Whether you're traveling fo
H2	84 Bold 95 LH, 0 S	**Stay at home in heart**
H3	64 Bold 77 LH, 0 S	**Lage**
H4	32 Bold 39 LH, 0 S	**Get Social**
H5	28 Medium 34 LH, 0 S	Apartment Berlin
H6	18 Medium 22 LH, 1 S	UNTERKUNFT IN BERLIN
H7	16 Medium 19 LH, 1 S	UNTERKUNFT IN BERLIN
Body Text 1 groß	28 Regular 38 LH, 0 S	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod ...
Body 2 und NaviRubriken	20 Medium 24 LH, 0 S	Standorte Lorem ipsum dolor sit amet, consetetur
Body Text 3 bold	20 Bold 24 LH, 0 S	**71,66 €**
Body Text 4 normal	18 Regular 22 LH, 0 S	Black Friday Week – 10% für alle

The font does a good job.

Do not try to change the font spacing.

The line spacing should be kept relatively narrow.

Give the Main-Headline space and clearance to other texts and elements.
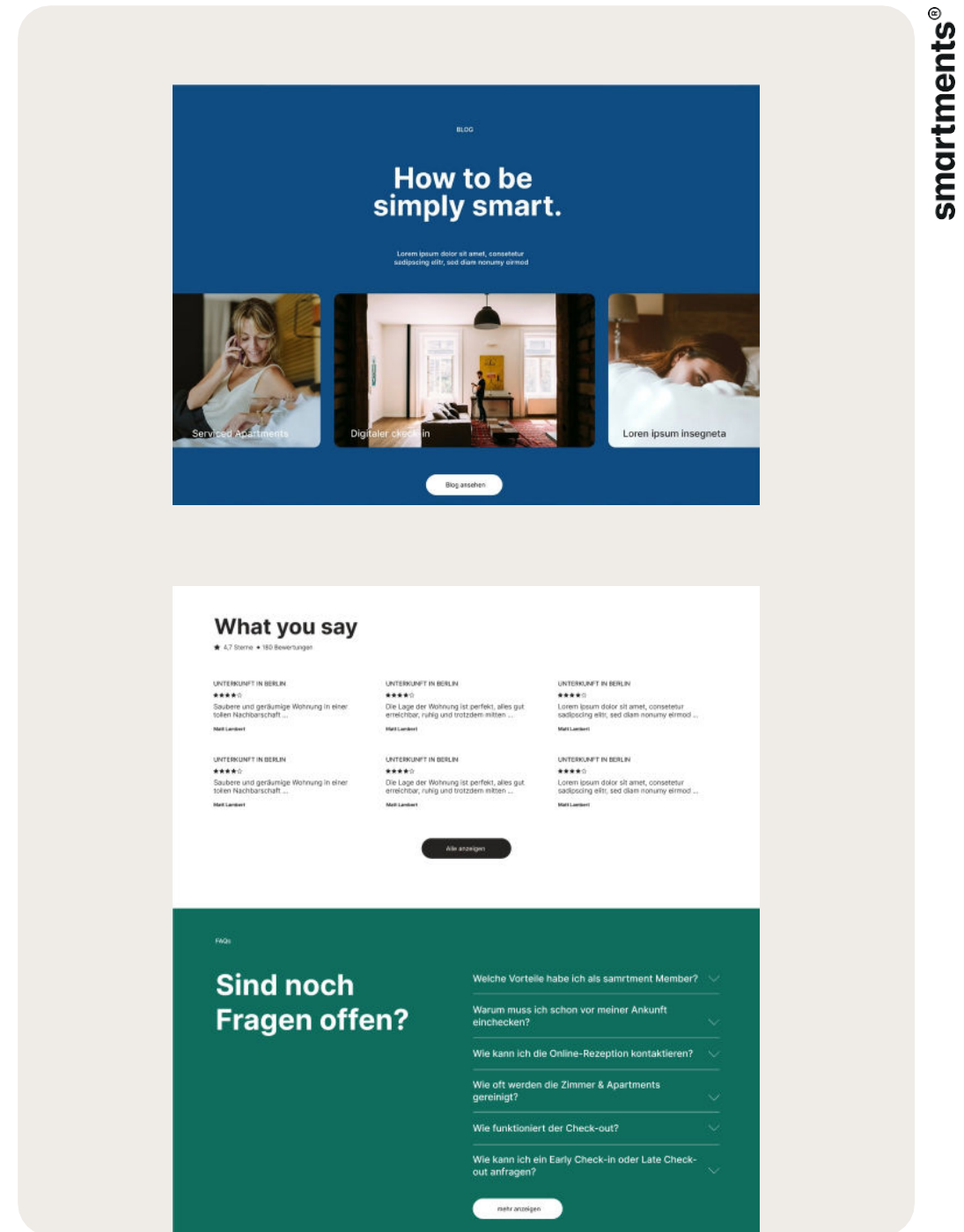
For the purposes of consistency and legibility across our brand, there are certain settings that should be avoided when we are setting type.

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Too tight.
Too   loose.

Don't make letter spacing too tight or too loose.
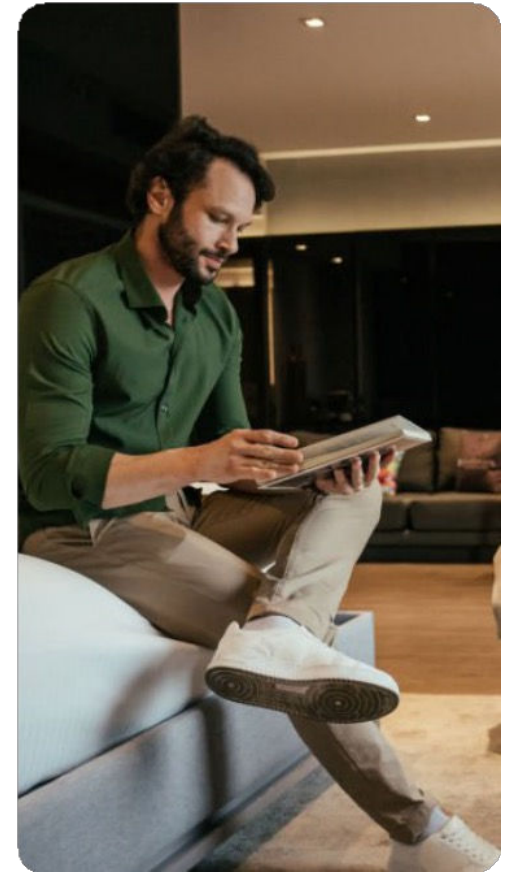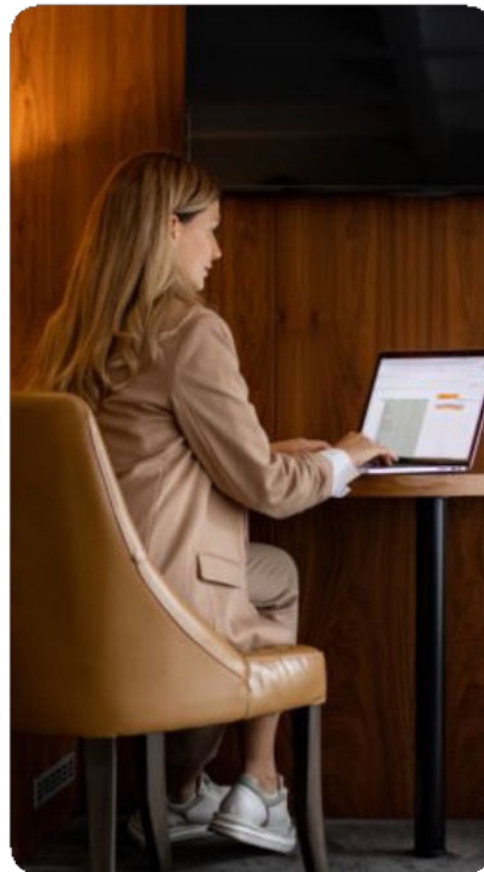
Do not use
new fonts

Don't add other fonts.

DO NOT
SHOUT!

Don't use all caps as a headline.

Do not right
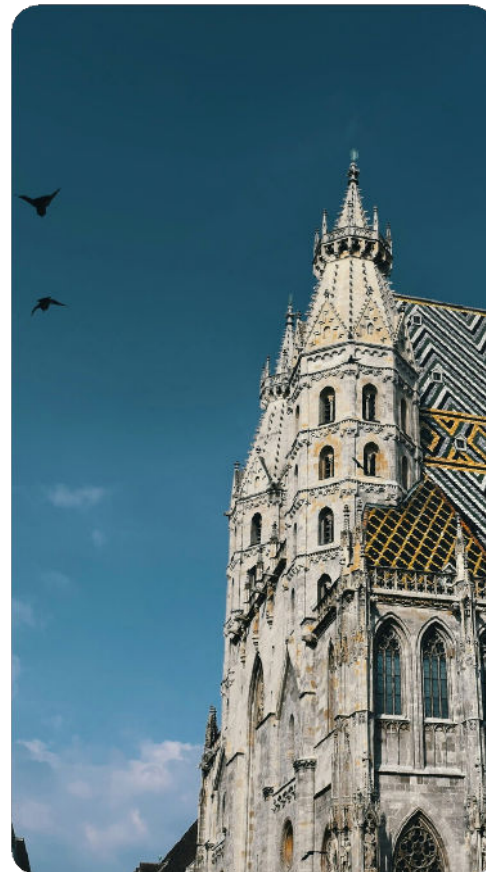align text.

Never right-align texts.

05 Photography

We adapt our brand to the target group. That's why we also want to show them.

Happy, satisfied, self-confident, smart, successful - these are the people we show. They don't have to look at the camera, are usually busy and behave naturally.
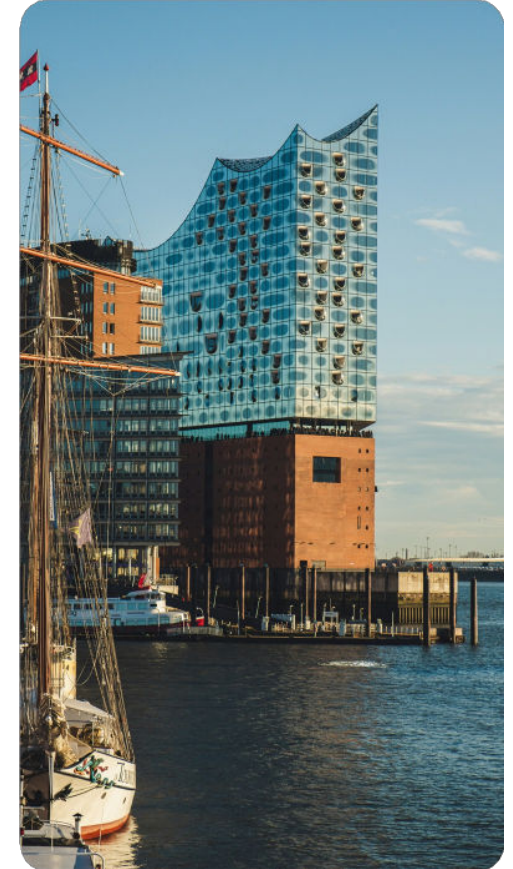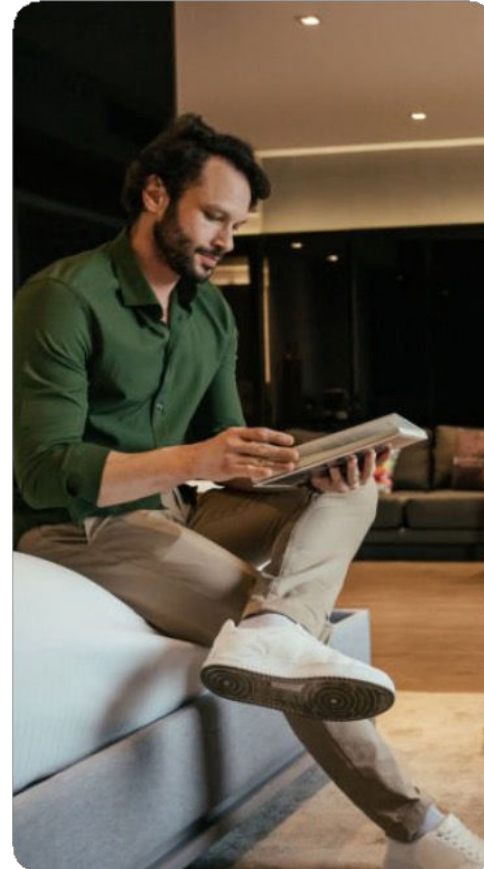
Rooms and locations (cities) should also be shown.

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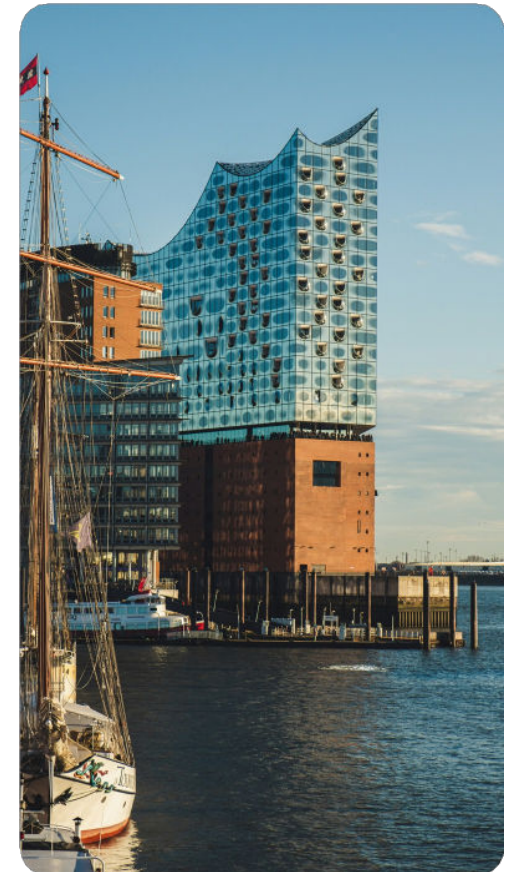
The places should be kept tidy and clear – including the image sections. Keep details and playful elements to a minimum. There should always be a mixture of images with and without people.

The pictures should be atmospheric and cozy.

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The corporate colors may be reflected in the images. The atmosphere is always bright. It can sometimes be a little darker, but in a positive way. Warm yellow light and shadows are important players. We love contrasts.

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For the purposes of consistency and legibility across our brand, there are certain settings that should be avoided when we are using pictures.
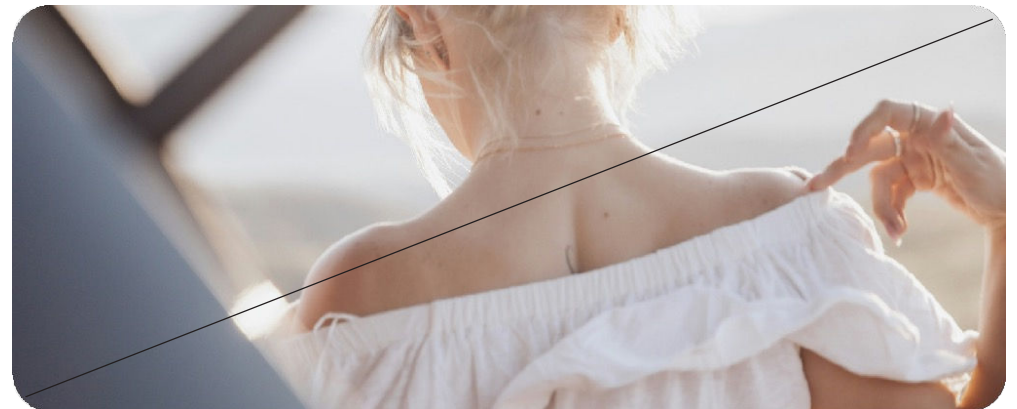

Do not use too colorful images.
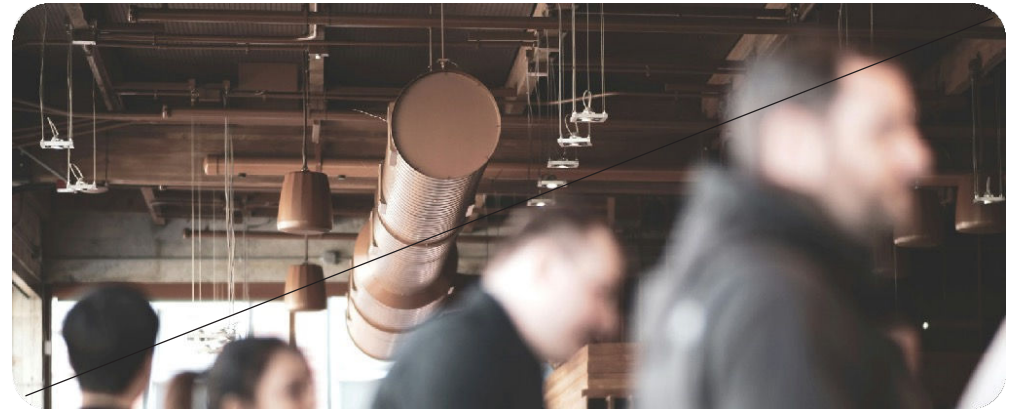
Don't use people in blur or too busy movement.

Avoid images with too many details and small objects.

Do not use a person in a bad mood or inappropriate poses.

06 Layout

The grid system helps us easily organize and structure our content – from visual elements to typography – to create striking compositions.

Our standard margin for layouts is 4% of the shortest side.
In special cases where the scale is bigger and the layout needs more space, we can use a double margin of 8%. Gutters are always half of the margin size.

There are large headlines in two different sizes, depending on the length of the text. The text takes up 1/3 or 1/2 (without image) of the width of the format.

There are many ways to divide the format. The usual divisions are into four, three, two or one area. These can be shapes with otulines, color areas with the secondary colors or images.
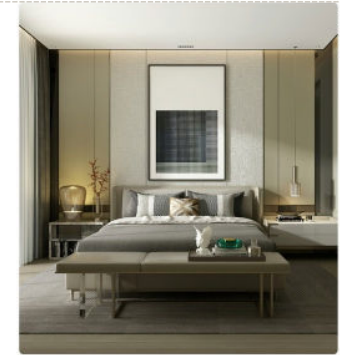
If possible, there are large gaps between the headline and the text, with the headline at the top and the text at the bottom – as you can see in the second layout on the right.

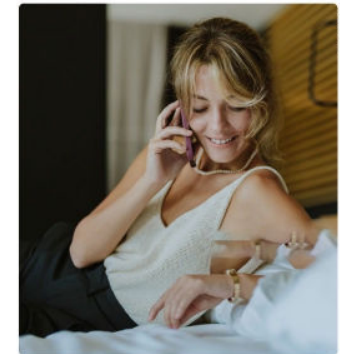The pictures always have rounded corners.

4% of the shortest side

We design tomorrow's stays – simple, thoughtful, and timeless.

Distance between Headline and Text

1/3 of the width

Serviced Apartments

We create spaces that simply work – through innovation, clarity and sustainability. For stays that focus on what truly matters.

smartments has been one of the leading providers of serviced apartments in Germany and Austria for over 10 years. The concept is tailored to the needs of modern travelers and is equally suitable for business travelers, young professionals and city explorers.

Sustainability

We have set us the task of contributing to the achievement of Biosphere's 17 sustainability goals.

We act ecologically
- Reduction of water and energy consumption
- Waste separation
- Energy-saving lighting concept
- 60%-renewable energies, 100% from 2025

We think economically
- Long-term leases
- Responsible supplier management
- Relaxation of the housing market

We support our employees
- Fair contracts and payment
- Free public transport ticket
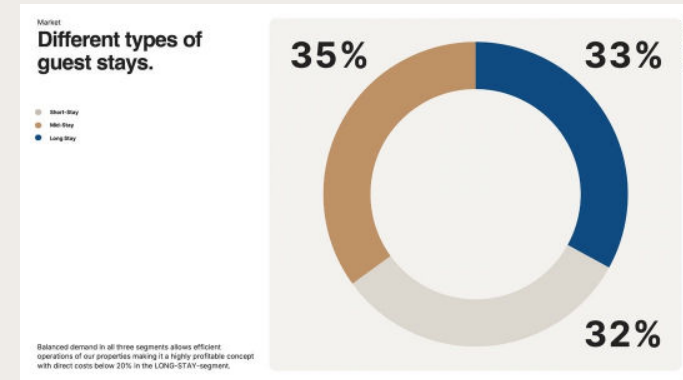- Training programmes and promoting young talents

Seperated in four parts.

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One color can be used over the entire surface to present a quote, a headline or the table of contents in a large and effective way.

Black is never a full background color - only white and the secondary colors. Blue is to be used particularly frequently.

Secondary colors are used sparingly in the layout. Never use more than two colors at the same time and do not change them as often. Diagrams are the exception.

Thank you!

Stephanie Rietz – Studio871c
hello@studio871c.de

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