



# Brand Guidelines

**DRAFT / JULY 6, 2022**





Primary Logo Variations

Full Color



Two Color



One Color

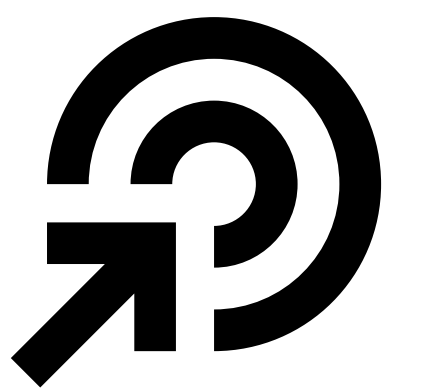


Black Logo



Knockout Logo





Logo Mark Variations

Full Color



Two Color



One Color



Black Logo



Knockout Logo



TargetSmart

TargetSmart

Two Color

**TargetSmart**

One Color

**TargetSmart**

Black Logo

**TargetSmart**

Knockout Logo

**TargetSmart**

Level 1



Level 2



Level 3



Level 4



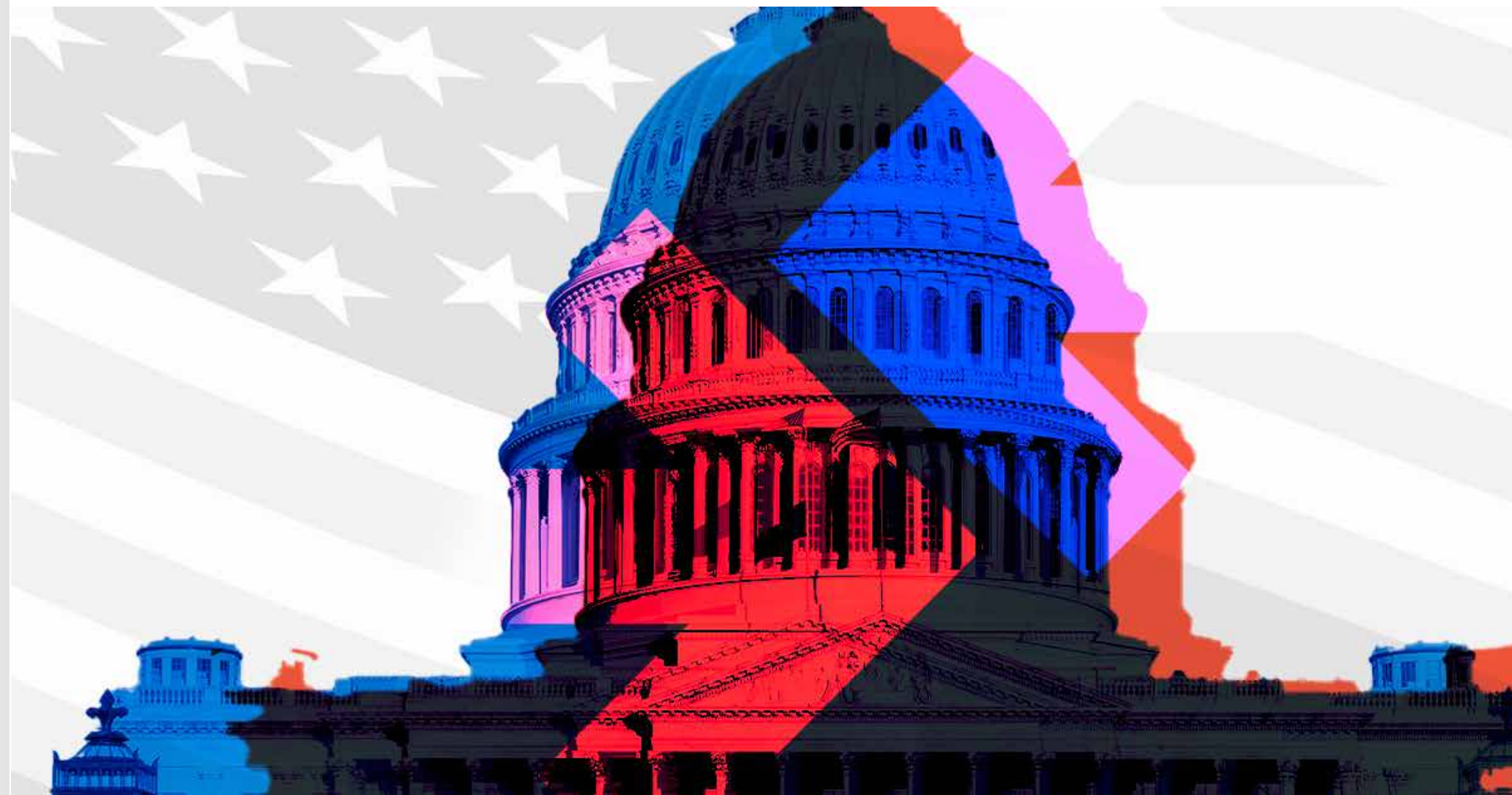




**TargetSmart**

July 8 at 9:07 AM · 🌐

With 200 days remaining until the midterm elections, most of the punditry seems to have decided that Democrats will face crushing losses in November. The reality is more complex. Read more at [insights.targetsmart.com](https://insights.targetsmart.com)



**TargetSmart** @TargetSmart · Jun 21

JUST IN: TargetSmart is proud to be launching a small donor program, built on the great work of Integral Resources, the firm founded by legendary progressive strategist Ron Rosenblith. Read more here:



TargetSmart.com

TargetSmart Acquires Integral Resources; Launches One-Stop Fundraising Solutions Team...

Today, TargetSmart, the leading provider of political...



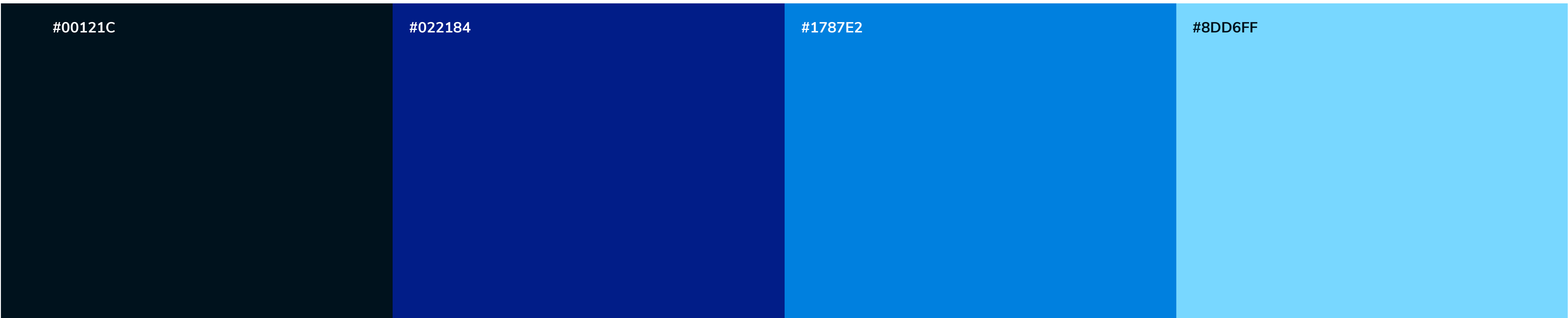
↻ 12

♥ 4



Color Palette

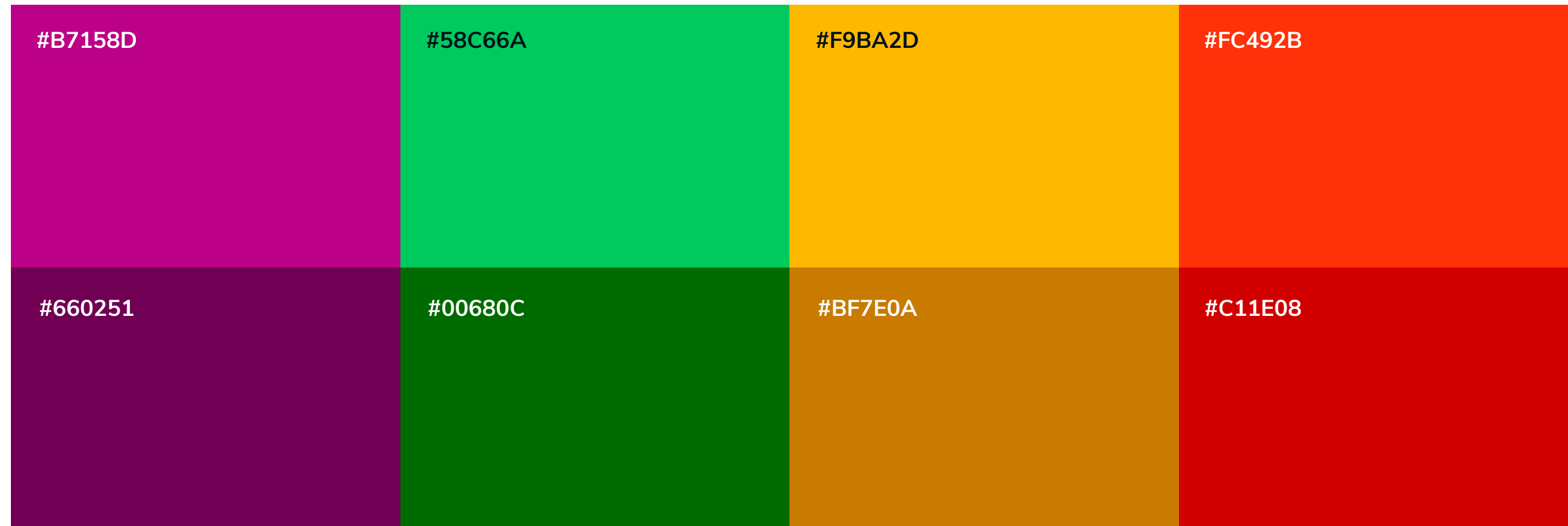
Primary Palette



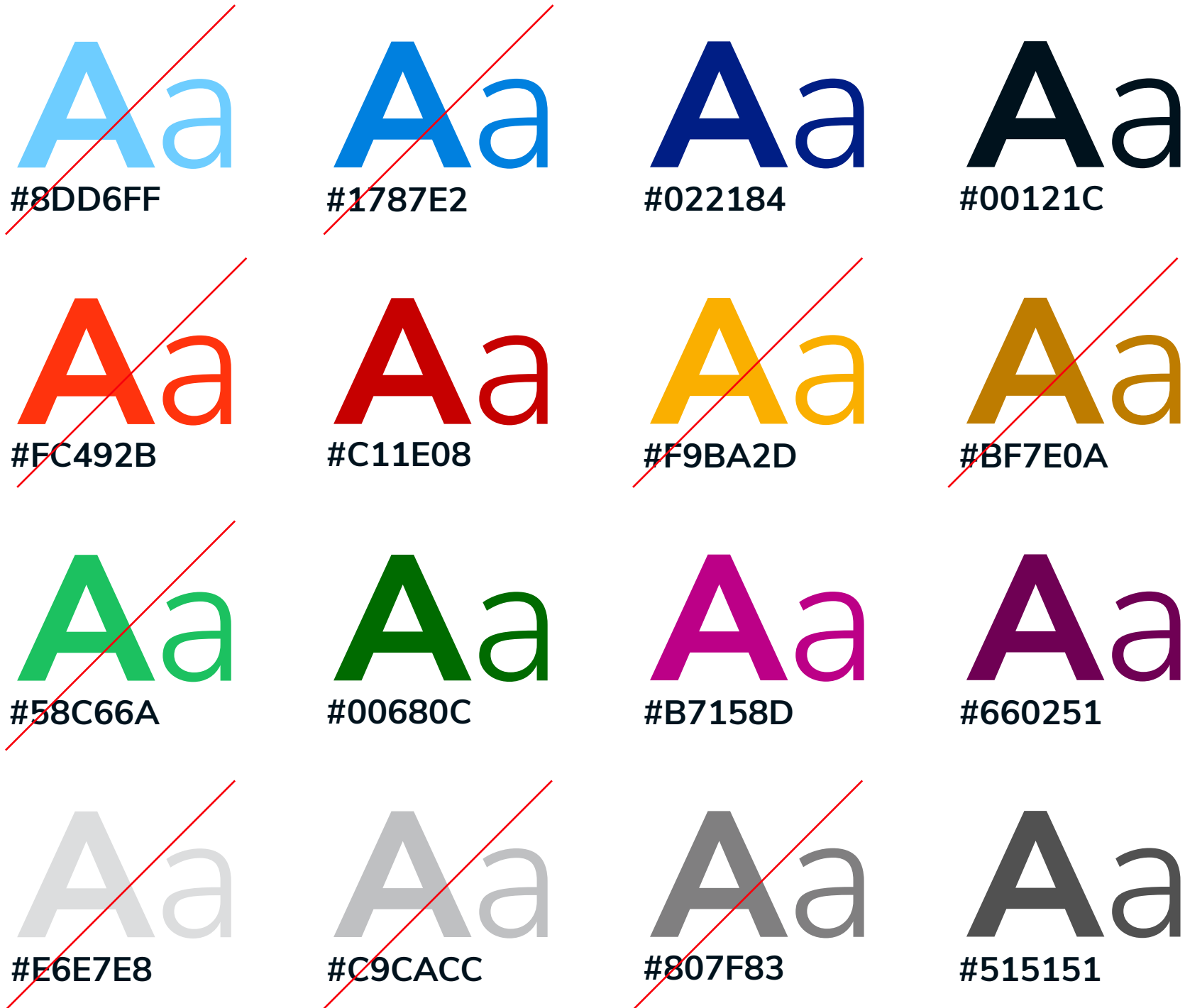
Neutral Palette



Secondary Palette



Color Contrast



**Headline**

Nunito Sans  
Extra Bold/ Extra Light  
Initial Caps

**Sub Headline**

Nunito Sans  
Extra Bold  
All Caps

**Paragraph Text**

Nunito Sans  
Regular  
Initial Caps

**Button Text**

Nunito Sans  
Bold  
Title Case

# Delivering superior **data solutions.**

## OUR SERVICES

TargetSmart's data offerings were created to seamlessly align with your strategic goals and are tailored to suit your organization's unique objectives.

[Learn More](#)

[Learn More](#)

Nunito Sans Extra Light  
*Nunito Sans Extra Light Italic*  
Nunito Sans Light  
*Nunito Sans Light Italic*  
Nunito Sans Regular  
*Nunito Sans Italic*  
Nunito Sans Semibold  
*Nunito Sans Semibold Italic*  
**Nunito Sans Bold**  
***Nunito Sans Bold Italic***  
**Nunito Sans Extra Bold**  
***Nunito Sans Extra Bold Italic***  
**Nunito Sans Black**  
***Nunito Sans Black Italic***

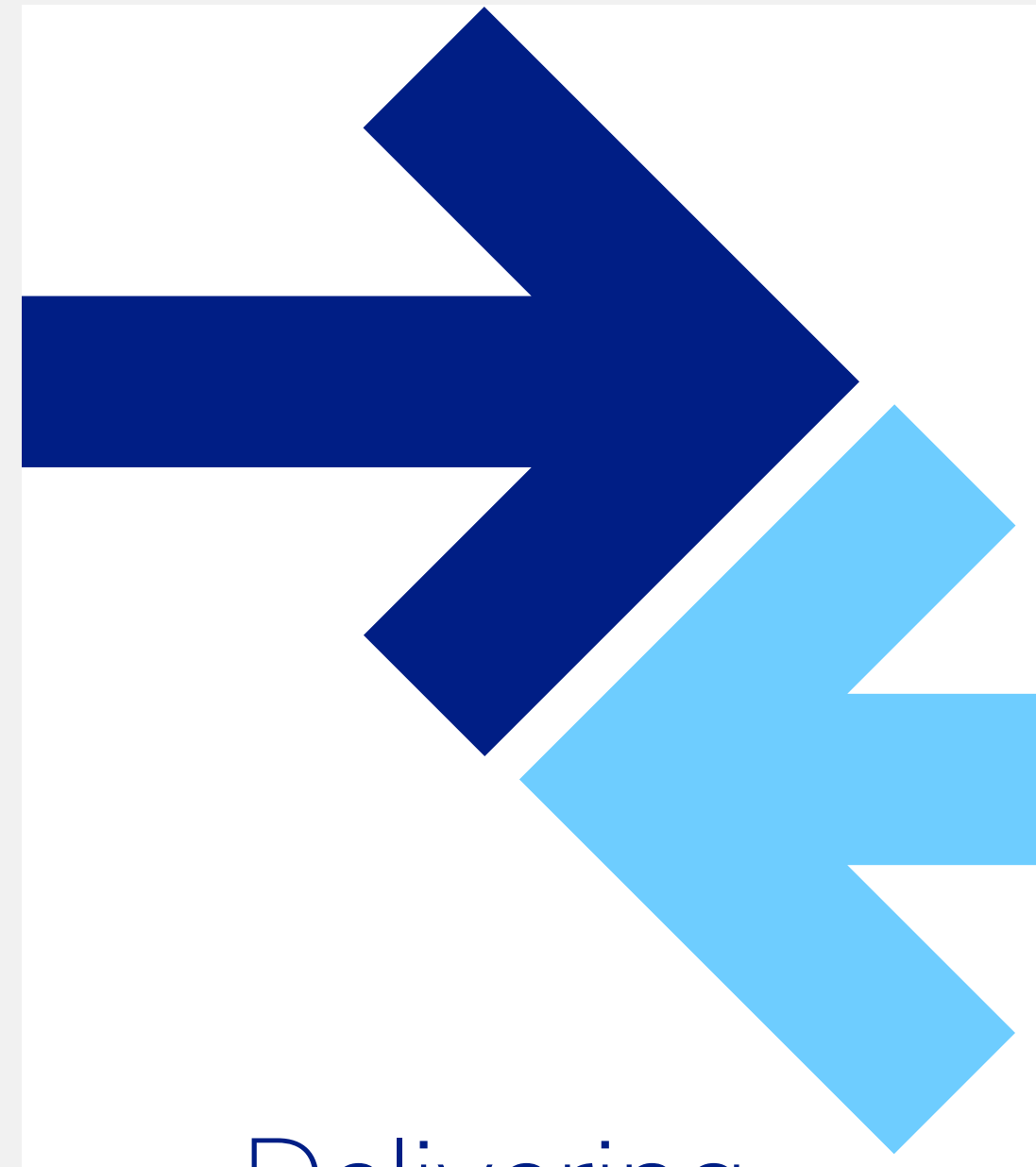


## Building a better future.

TargetSmart is a mission-driven public affairs agency that specializes in providing data-driven solutions that empower clients to understand, engage, and activate their key stakeholders to achieve their goals.

Our mission is to empower forward-thinking campaigns, companies, labor unions, and non-profits to harness the full power of data, technology, and strategy to win their battles and build a better future.


 TARGET-SMART.COM



## Delivering superior data solutions.

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 TARGET-SMART.COM



## Understand engage and activate

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 TARGET-SMART.COM



## Tailored data Targeted results.

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 TARGET-SMART.COM

# Good data is at the core of good technology

We have a deep understanding of data-powered technology. We offer APIs for custom development, several in-house data processing and data connectivity tools, and the ability to undertake custom development and integration projects. Whether you're a technology expert or a novice, TargetSmart provides tech solutions that can help you make the most of your data.

 TargetSmart



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 TargetSmart



514601

Targeted results.  
**Tailored for you.**



TargetSmart

The advertisement is displayed on a billboard mounted on a brick wall. The billboard features a blue background with a large, semi-transparent blue target symbol on the right side. A woman with dark hair, wearing a brown sweater, is shown from the chest up, looking at her smartphone. The target symbol is positioned behind her, with its center overlapping her face and the phone. The text 'Targeted results. Tailored for you.' is written in white on the left side of the billboard. The TargetSmart logo is located at the bottom left of the billboard. The number '514601' is visible in the top right corner of the billboard frame. A man with a beard, wearing a white cap and a black shirt, is walking past the billboard on the left side of the image.



Business Card



The logo for TargetSmart features a stylized white icon on the left, consisting of a target symbol with an arrow hitting the bullseye. To the right of this icon, the text "TargetSmart" is written in a clean, white, sans-serif font. The entire logo is centered on a solid blue background.

TargetSmart