

SMARTEES

DR

SUPERIOR

SMARTEES

AUTHENTIC

URBAN

▶▶▶ BRAND ◀◀◀

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The central graphic is a large, stylized white letter 'D'. Inside the curve of the 'D', the word 'SMARTEES' is written in a yellow, sans-serif font. To the left of the 'D', the word 'SUPERIOR' is written in yellow, slanted upwards. Above the 'D', the letters 'DR' are visible in white. Below the 'D', the word 'AUTHENTIC' is written in black on a yellow banner with diagonal stripes. At the bottom left, the word 'URBAN' is written in green. Below that, the word 'BRAND' is written in white, flanked by three right-pointing triangles on the left and three left-pointing triangles on the right. To the right of 'BRAND', there is a white graphic element consisting of a horizontal bar, a vertical bar, and a white star inside a white square, with two parallel vertical lines below it.





