



Brand Guidelines | 2018



About Us

.store is an industry expert that understands the retail and eCommerce space; and offers professional inputs to eCommerce business owners. Customers and stakeholders can seek credible marketing & branding advice, as well as technical know-how from **.store**.



Sophisticated and Simple.

.store is a domain extension that adds 'sophistication' to an online business.

.store – a meaningful word by itself - transforms a 'business' into a 'brand'.



Brand Attributes



PERSONABLE

.store will always show people.
The decision maker / store owner is key to the brand.



PREMIUM

The visual and textual representation of the brand should resonate with the premium nature of the brand.
It's not luxury but premium.



ASPIRATIONAL

.store showcases its existing presence and use cases in a way that creates an aspiration for those who are not yet on-board.



HELPFUL

Most of the store owners are clueless on how to grow their business or how to take it online. **.store** guides them along the way and is therefore approachable and helpful.

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Our Logo

The **.store** logo has been created to portray the brand in the simplest form.

The logo uses negative space to identify with the segment with the help of a price tag in the "e". This creates an instant connect with retail.

Wordmark

Our logo is used in two colours on a white background. Our wordmark keeps things clean and professional. Our logo colour is used in reverse on a darker colour background



Wordmark

Logo can be used on image as well. Either on a teal background or the white space on the image. On a teal background, full white logo is used.



Clearspace



It is important to keep the corporate logo clear of any graphic element. To regulate this, an exclusion zone has been established.

This should not be changed to ensure the visibility and impact of the logo. The clear space is equal to the height of the logo. X being the height of the logo.



X = half of the logo

Logo Lockup



store

STAND ALONE LOGO



store
DOMAINS

LOGO WITH DESCRIPTION



store
DOMÍNIOS

LOGO WITH DESCRIPTION
IN PORTUGUESE

- Note:**
- The **.store** logo is primarily to be used in stand-alone form for industry purposes.
 - The **.store** domain logo with description is primarily to be used in B2C campaigns.

Minimum Logo Size

Web



Print



Logo Missuse



Logo colours should not be reversed



Respect the minimum size of the logo



Do not change the form of the logo



Do not use logo on a bright background



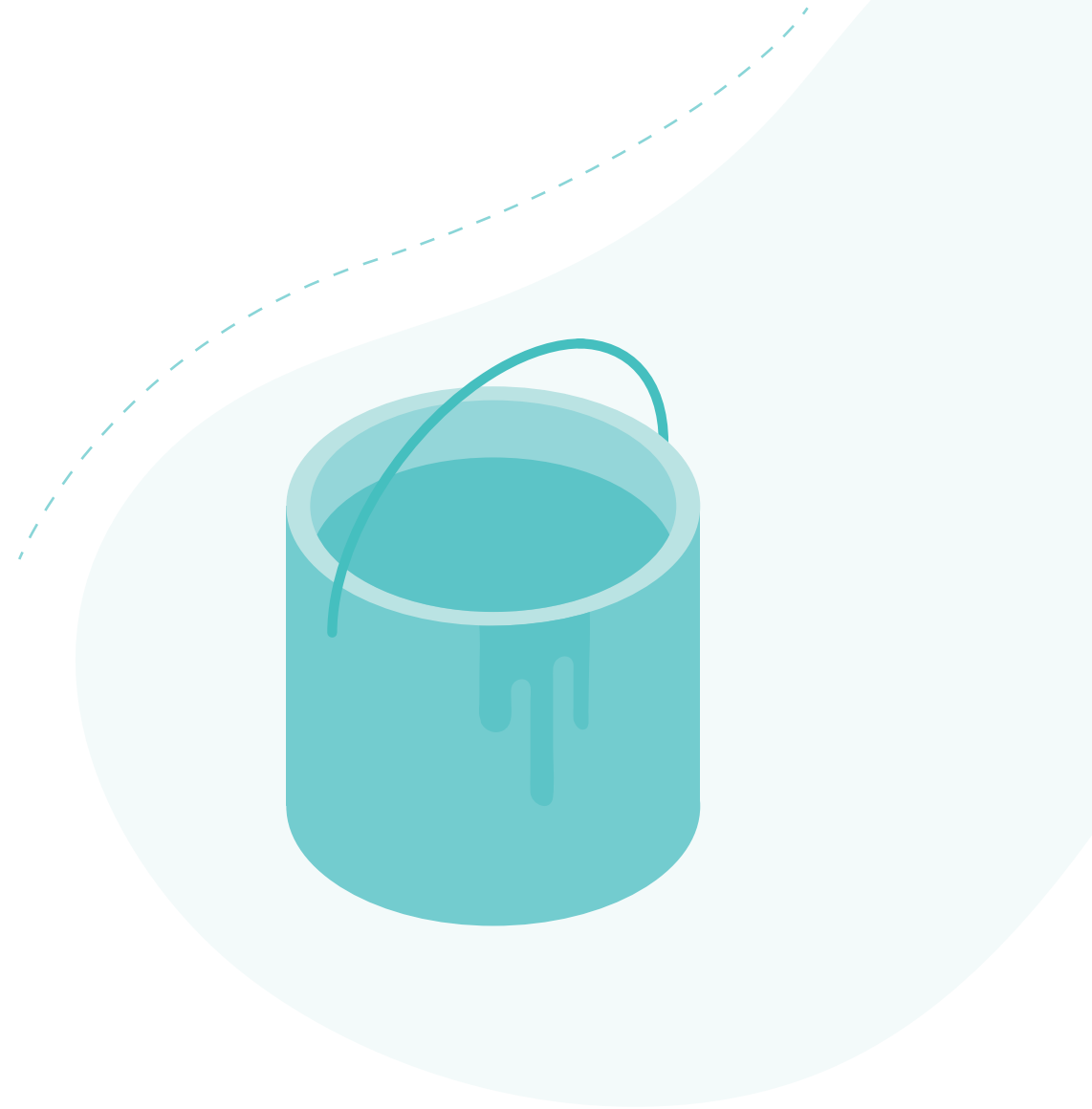
Do not add dropshadow under the logo



Do not skew the logo

Colours

Colour plays an important role in the identity system. The colours are recommended for various media for the brand to look harmonious and cohesive. A set of colours has been developed to compliment the look of the brand.



Primary Colours

Our primary colour palette should be the strongest impression of our brand. It should lead communications, being supported by the secondary and extended palettes.



STORE TEAL

HEX	14AEB3
RGB	20 174 179
CMYK	75 8 33 0




STORE GREY

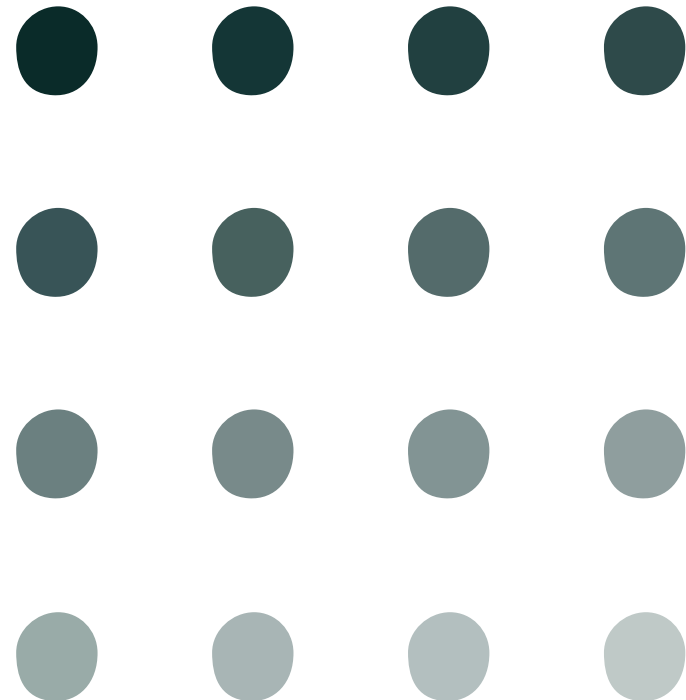
HEX	333333
RGB	51 51 51
CMYK	69 63 62 58

Secondary Colours

Our secondary color palette gives us additional design flexibility while allowing us to stay true to our visual aesthetic. Use the secondary palette primarily for illustrations and iconography.



HEX 0A2B28
RGB 10 43 41
CMYK 86 58 67 67

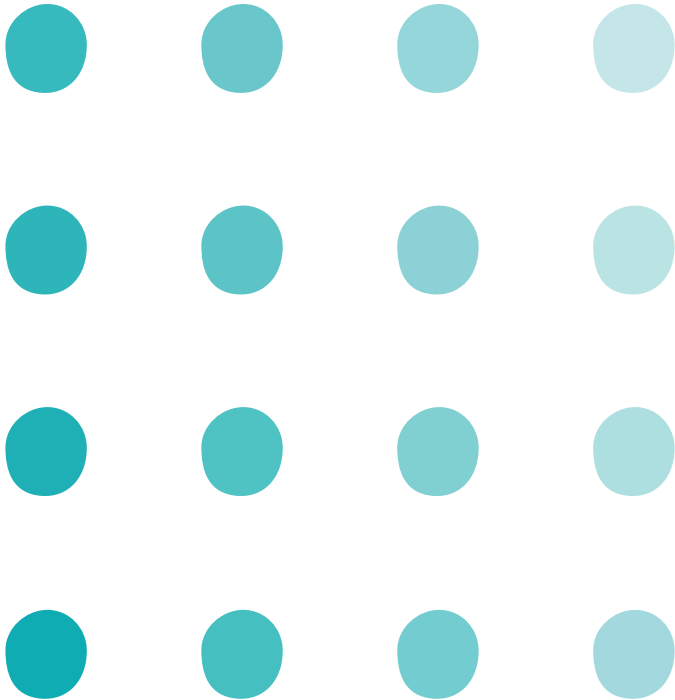




HEX 35BABC
RGB 54 186 189
CMYK 69 02 30 00



HEX CCEAED
RGB 204 235 237
CMYK 19 00 06 00



A large, teal-colored organic shape with a dashed teal outline, centered on the page. The shape is irregular and rounded, resembling a splash or a cloud. The text "Thank You" is centered within this shape in a white, bold, sans-serif font.

Thank You