



BRAND STANDARDS

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## ABOUT BROADLEAF COMMERCE

Broadleaf Commerce provides B2B and B2C eCommerce platform solutions to simplify the complexities of multi-channel commerce and digital experience management. As the market-leading choice for enterprise organizations requiring tailored, highly scalable commerce systems, Broadleaf is fully customizable and extensible. Trusted by Fortune 500 corporations, yet priced for the mid-market, Broadleaf provides the framework for leading brands, including Google, The Container Store, O'Reilly Auto Parts, and Vology.

## OUR MISSION

Every day, we solve eCommerce complexities for the world's leading brands. Broadleaf is comprised of brilliant, innovative individuals who take every opportunity to celebrate everyone on the team, and make sure it doesn't go unnoticed when the company as a whole reaches new milestones.

## BROADLEAF PARTNERS

*“Growth is never by mere chance; it is the result of forces working together.”*

- James Cash Penney

## FEATURED DESIGN & DEVELOPMENT PARTNERS

Selecting the right eCommerce platform is only the first step. We partner with companies that specialize in design and development to make sure that you can move forward quickly with a professional eCommerce website.



CREDERA

DunnSolutions



pranion



TANDEM  
THEORY™

## BROADLEAF PARTNERS

*“Growth is never by mere chance; it is the result of forces working together.”*

- James Cash Penney

## FEATURED TECHNICAL PARTNERS

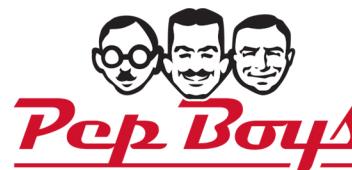
Broadleaf partners with companies to give users more of the features and functionality they are looking for in a standout ecommerce platform. Check out the companies we currently work with to give you the best ecommerce experience.



## CLIENT STORIES

When it comes to Broadleaf Commerce, our clients tell it the best. We're proud to power the eCommerce capabilities for some of the most recognized brands around the globe. One thing all of our clients share is the need to have a solution that works for their **unique eCommerce needs**. No two businesses are exactly alike, so we have provided a system that celebrates that fact.

You have a business to run. **We're here to help.**



...ANNNND A FEW MORE FOR GOOD MEASURE...



## OUR COLORS

Our primary color, Broadleaf Commerce Green, is the main color for our brand.

We also use blue as our secondary color which is reserved for call to action items such as buttons and links.

We also use variations of gray to help accent our primary and secondary colors.

Please note that the Pantone colors are for solid coated colors only.



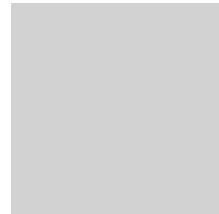
Broadleaf Green

PANTONE: 2301  
CMYK: 48 15 100 1  
RGB: 149 176 0  
# 95b000



BLC Buttons & Link

PANTONE: 2149 C  
CMYK: 79 35 13 1  
RGB: 43 137 182  
# 2b89b6



BLC Light Gray

PANTONE: Cool Gray 2 C  
CMYK: 17 13 13 0  
RGB: 210 210 210  
# d2d2d2



White

CMYK: 0 0 0 0  
RGB: 255 255 255  
# ffffff



BLC Medium Gray

PANTONE: 422 C  
CMYK: 39 32 30 0  
RGB: 161 161 161  
# a1a1a4



Black

CMYK: 75 68 67 90  
RGB: 0 0 0  
# 000000



BLC Dark Gray

PANTONE: Black 7 C  
CMYK: 68 61 60 47  
RGB: 64 64 64  
# 404040

## OUR LOGO

Our primary Broadleaf Commerce logo comes in either the dark gray font or in white font.



## LOGO INTEGRITY

The Broadleaf Commerce logo is the primary visual representation therefore; it's integrity should be respected at all times. Please do not crop, stretch, condense, distort or cut pieces from it's original form.

The images to the right are some, but not all, of the common misuses and unacceptable uses of the Broadleaf commerce logo.



Scale

When scaling do not squish or stretch the logo.



Orientation

Do not change the orientation of the logo by rotating it.



Effects

Do not place effects such as, but not limited to, glow, drop shadow, stroke, or patterns.



Color

Do not alter or change the color of the logo in any way.



Missing Elements

Do not delete or misplace elements such as the leaf.



Cropping

Do not crop the logo in any way.

## FONT SELECTION

Broadleaf Commerce uses Proxima Nova as its primary font family for print material. It should be used to maintain consistency in our messaging and branding.

Also, to ensure web browser consistency we use Arial and Helvetica on our website as a web-safe font.

### Proxmia Nova Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

### Proxmia Nova Regular

**1234567890**

*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.*

### Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

### Helvetica Regular

**1234567890**

*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.*

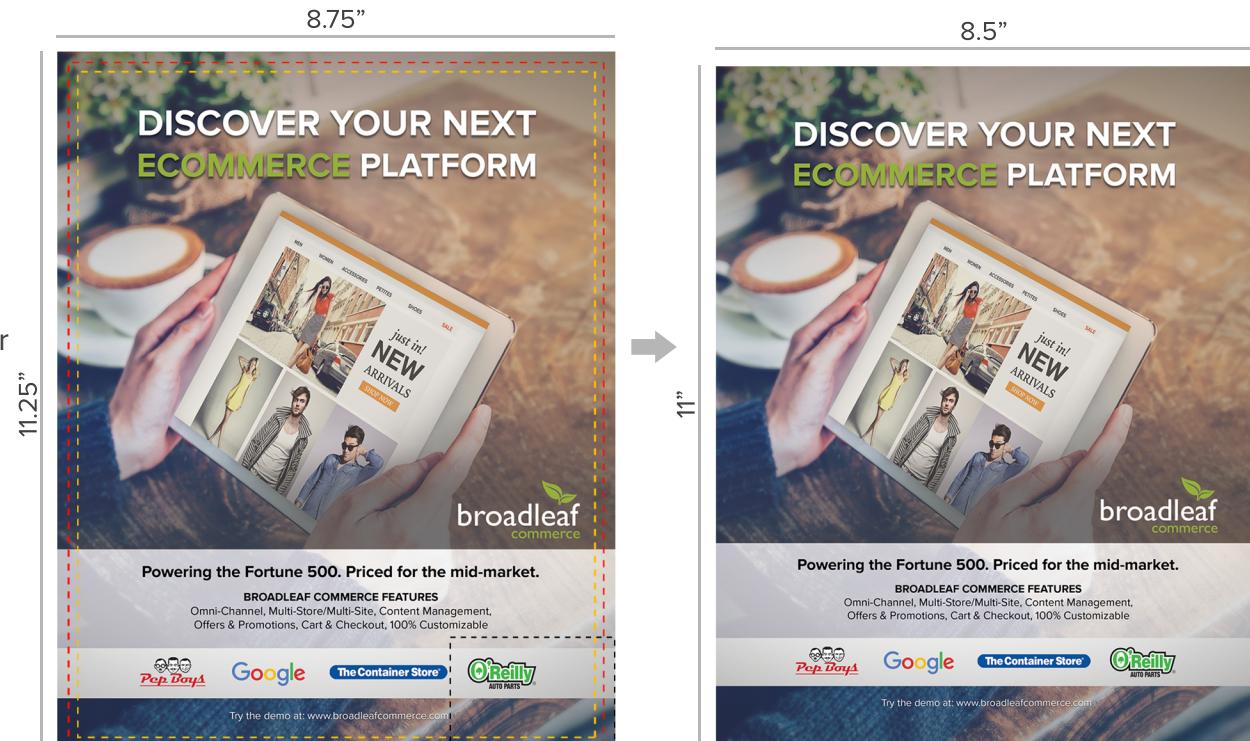
## PRINT COLLATERAL

Broadleaf's print collateral typically consists of flyers, brochures, and conference booth graphics.

In order to print collateral in full bleed please add an additional .25" to all sides of the file. 1/8" will be for the margin and another 1/8" for the crop area. The example on the right is a full bleed collateral that was recently printed.

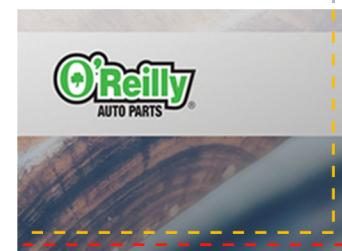
### Basic rules for print:

- Use 300 dpi
- Ensure color is set to CMYK
- Accommodate .25" for full bleed prints



Designed file with bleeds before printing

Printed file with cuts after printing

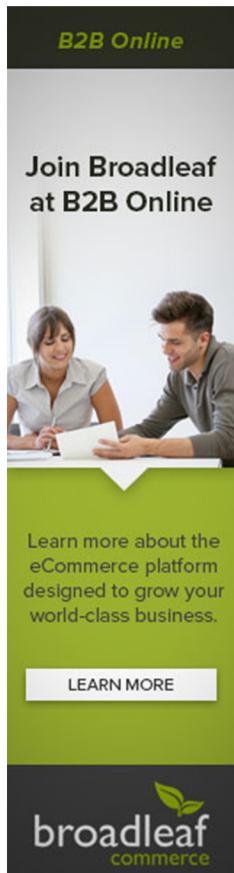


This 1/8" safety margin area needs to be clear of any critical text or images

This 1/8" full bleed area in red will be cut off after printing

## DIGITAL COLLATERAL

Digital campaign ads primarily consists of five sizes that are targeted to specific websites to maximize brand visibility and awareness.



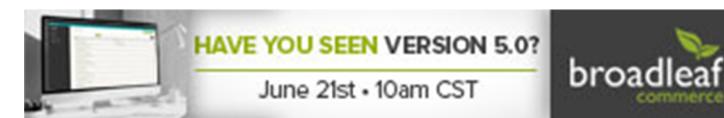
160x600



300x600



728x90



320x50



300x600

## Basic rules for digital

- Use 72 dpi
- Ensure color is set to RGB

## WEBSITE

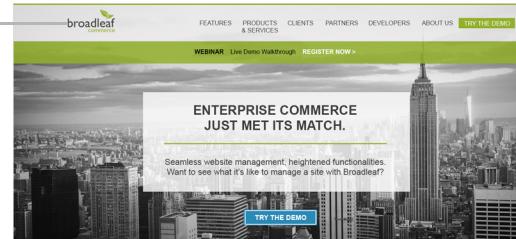
Our website is regularly updated with new content and graphics. Some of these regular updates include new landing pages, blogs, and documentation page.

When performing any type of update it is important to consider keeping the graphics to a maximum of 1 MB for hero images and a maximum of 300 KB for all smaller graphics on the website.

## Basic rules for website graphics:

- Use 72 dpi
- Ensure color is set to RGB
- Compress graphic file size to optimize page upload speed
- Maximum file size for hero images 1 MB
- Maximum file size for support images 300 KB

Logo 123x60

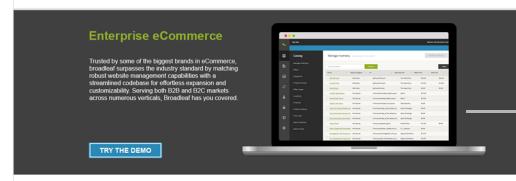


Hero image 1360x630

Big thumbnail image 123x60

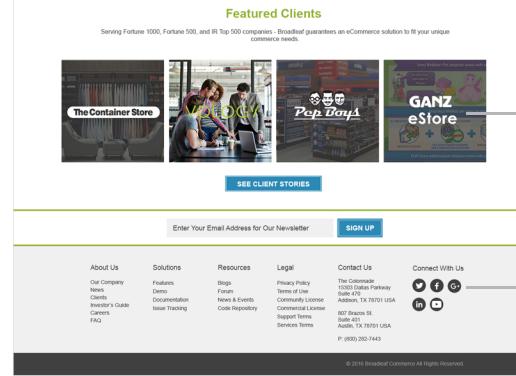


Icon image 90x66



Thumbnail image 234x147

Content image 635x350



Client image 268x268

Social media icon 36x36

## APPAREL & TCHOTCHKES

It is important that our brand is consistently executed throughout all types of mediums including apparel and tchotchkies in order to maintain a cohesive image.

### Basic rules for apparel & tchotchkie graphics:

- Use 300 dpi
- Ensure color is set to CMYK
- Ensure that the logo is clearly legible and is no smaller than .5" on tchotchkies and 3" on apparel





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