

# Brand Identity Style Guide



**ecomplete<sup>®</sup>  
commerce**

Connecting what really counts

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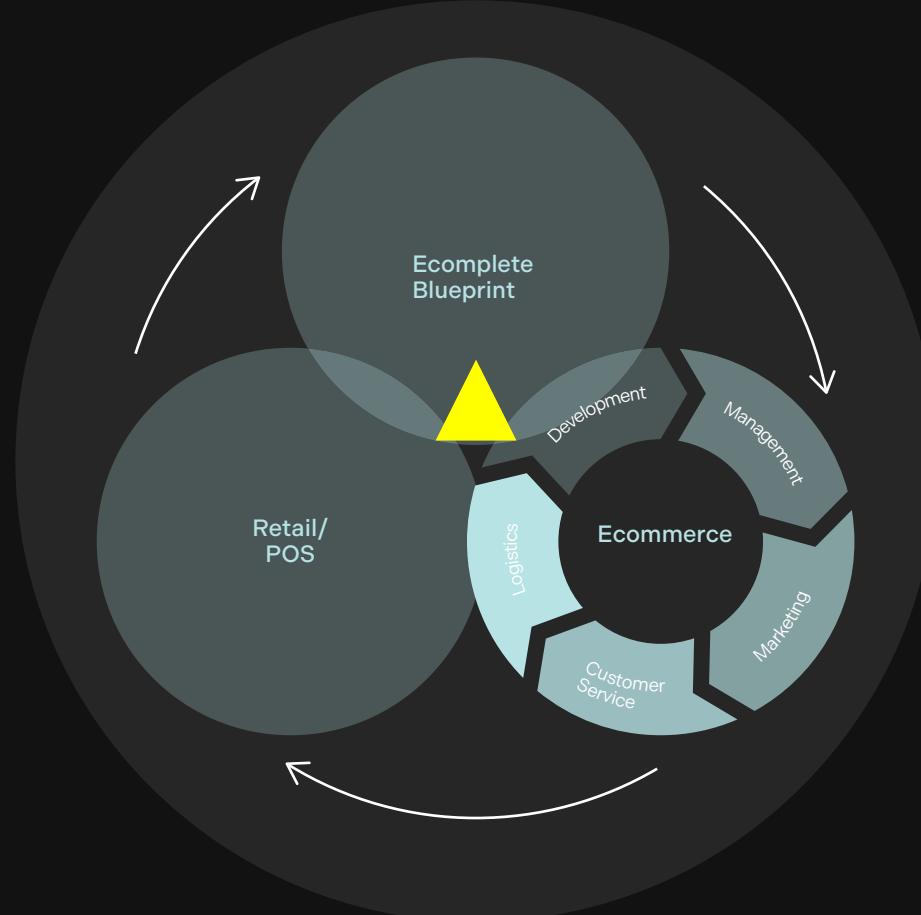
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## Who we are

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Introduction

Overview



Creating the connections

## Ecomplete Commerce

A full managed ecosystem birds eye view & performance

- ↳ Always on.
- ↳ Always growing.
- ↳ Always learning.
- ↳ Always optimising.

## Introduction

# Connecting what really counts.

## Brand idea

| Human   | Technological:                             | What matters most  | Measurable outcomes:           |
|---|--|--|--------------------------------|
| Partnerships<br>Relationships<br>Our team<br>Partners<br>Trust<br>Loyalty | Systems<br>Data<br>Tech Stack<br>Platforms | Consistently showing up<br>and doing what you love.<br>Our values. | The results<br>The bottom line |



The single organising idea  
powering it all

## Introduction

### What we do

A fully managed ecosystem from online development and marketing to logistics to point of sale, that delivers results for clients looking to conquer, not just to grow.

### How we do it

One team with skin in the game who are in it for the long haul.  
Part of the Smolian group.

### Why we do it

We were a fire starter in this game - and will keep pushing it to its limits. Each day keep learning more. We thrive in an industry that literally never sleeps. Our tenacity knows no bounds. We have no fifth gear. We live for this kind of problem solving. You either have it or you don't. Every day, we keep showing up to do what we love most - and that's what really counts.

The single organising idea  
powering it all  
Connecting what really counts

Who we are

Tone of voice

**Together with how you look  
is how you sound. Use these  
5 principles as your guide to  
being on brand.**

## **1. Speak boldly.**

Our words make waves and challenge the norm.

## **2. Lead from the front.**

No-one knows this industry better than us. It shows.

## **3. Cut through.**

There's so much complexity in what we do. We break it down so it's clear and actionable.

## **4. Fueled by pure drive.**

Our genuine obsession powers everything we say and do - and its contagious.

## **5. Impact, not fluff.**

We tell it like it is. If we can't do it, we say so. If we can, we deliver.

## Core Brand Elements

### Overview

#### General Principles

Our logo is a vital part of our brand and upholds the brand's visual identity and values.

#### The Primary Logo

The primary logo includes the wordmark and icon. It is the primary option and should be used consistently as long as the icon remains legible.

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commerce**

## Core Brand Elements

# Overview

### General Principles

Our logo is a vital part of our brand and upholds the brand's visual identity and values.

### The icon

The icon should only be used where the legibility of both the wordmark and icon are compromised, or where reproduction limitations, such as the available printing area, indicate its use. It may also be used in certain graphic-driven applications, such as tote bags, or wallpaper.



## Core Brand Elements

### Primary logo

It is important to familiarise yourself with the construction of the logo in order to identify and correct situations where the logo may be compromised.



## Core Brand Elements

## Wordmark construction

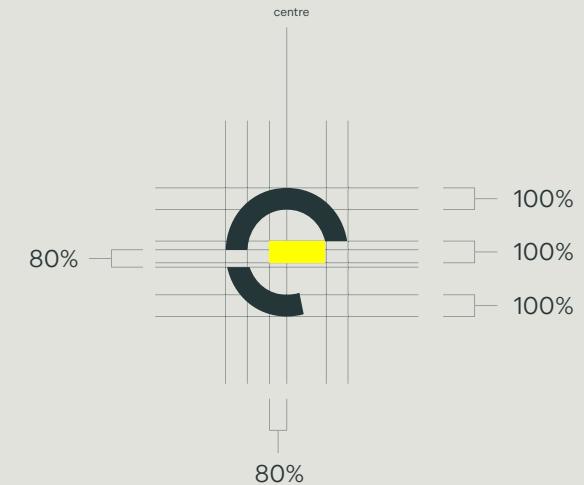
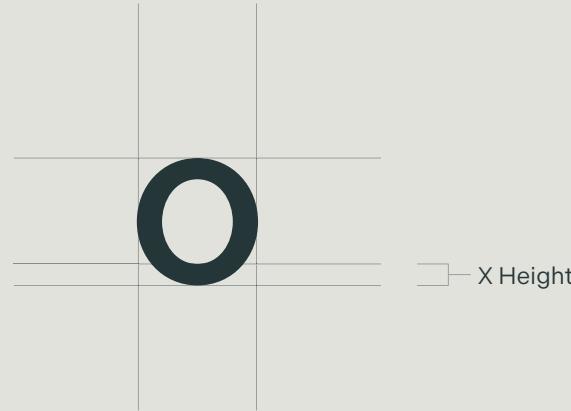
- A. The wordmark represents the unified world of commerce seamlessly connected. Meaning, each letter has been constructed to fit and exist in perfect and symmetrical harmony. Do not shift, change or space any letter in the wordmark.
- B. Indicates the spacing between the two words and the letter p descender has been adjusted to fit accordingly.
- C. The brand icon has been sized carefully 50% x height of the cross section of the letter e to signify the trademarked IP at the end of the wordmark.



## Core Brand Elements

### Brand icon construction

The weight of the brand icon is determined by the baseline height of the letter o in the wordmark.

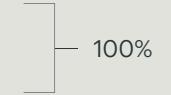


## Core Brand Elements

## Area of isolation

The exclusion zone should be equal to the height of the letter e. No other graphic elements should occupy the exclusion zone.

With small format sizes, where the minimum clear space compromises the legibility of the logo, the minimum clear space may be adjusted to preserve the legibility of the logo.



## Core Brand Elements

### Area of isolation

The exclusion zone should be 30% of the height of the circle.

With small format sizes, where the minimum clear space compromises the legibility of the logo, the minimum clear space may be adjusted to preserve the legibility of the icon.



30%

## Core Brand Elements

### Minimum logo size

A minimum logo size exists in order to safeguard its stature, presence and legibility.

#### Print application

The logo should never be used at sizes smaller than 5 mm wide in print.

#### Digital application

The logo should never be used at sizes smaller than 128 px wide on screen.



50 mm Print

128 px Digital

## Core Brand Elements

### Minimum icon size

A minimum icon size exists in order to safeguard its legibility.

#### Print application

The icon should never be used at sizes smaller than 7 mm wide in print.



7 mm Print

44 px Digital

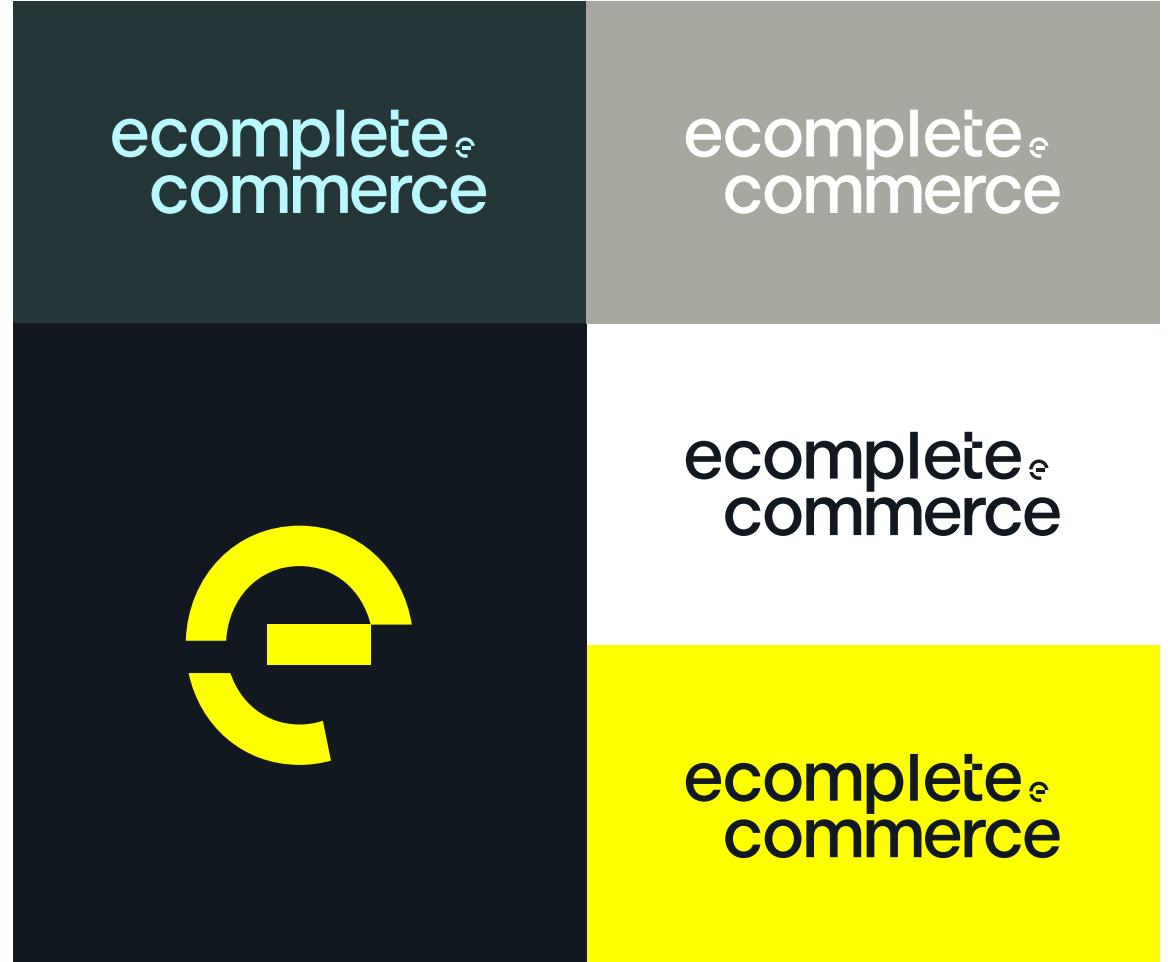
#### Digital application

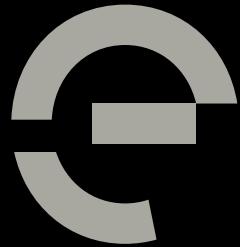
The icon should never be used at sizes smaller than 44 px wide in digital.

## Core Brand Elements

## Colour variations

The logo and background colour should be printed in Pantone whenever possible, with the CMYK values used when Pantone is not available. When neither Pantone or CMYK reproduction is available, the colours should be specified to match to Pantone. RGB colours should only be used for digital applications.





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## Core Brand Elements

## Greyscale variations

When reproduction is only possible in greyscale, the logo can be reproduced in greyscale where the background, whether flat colour or photographic, is light / white. The logo must be reproduced in white where the background, whether flat colour or photographic, is dark / black.

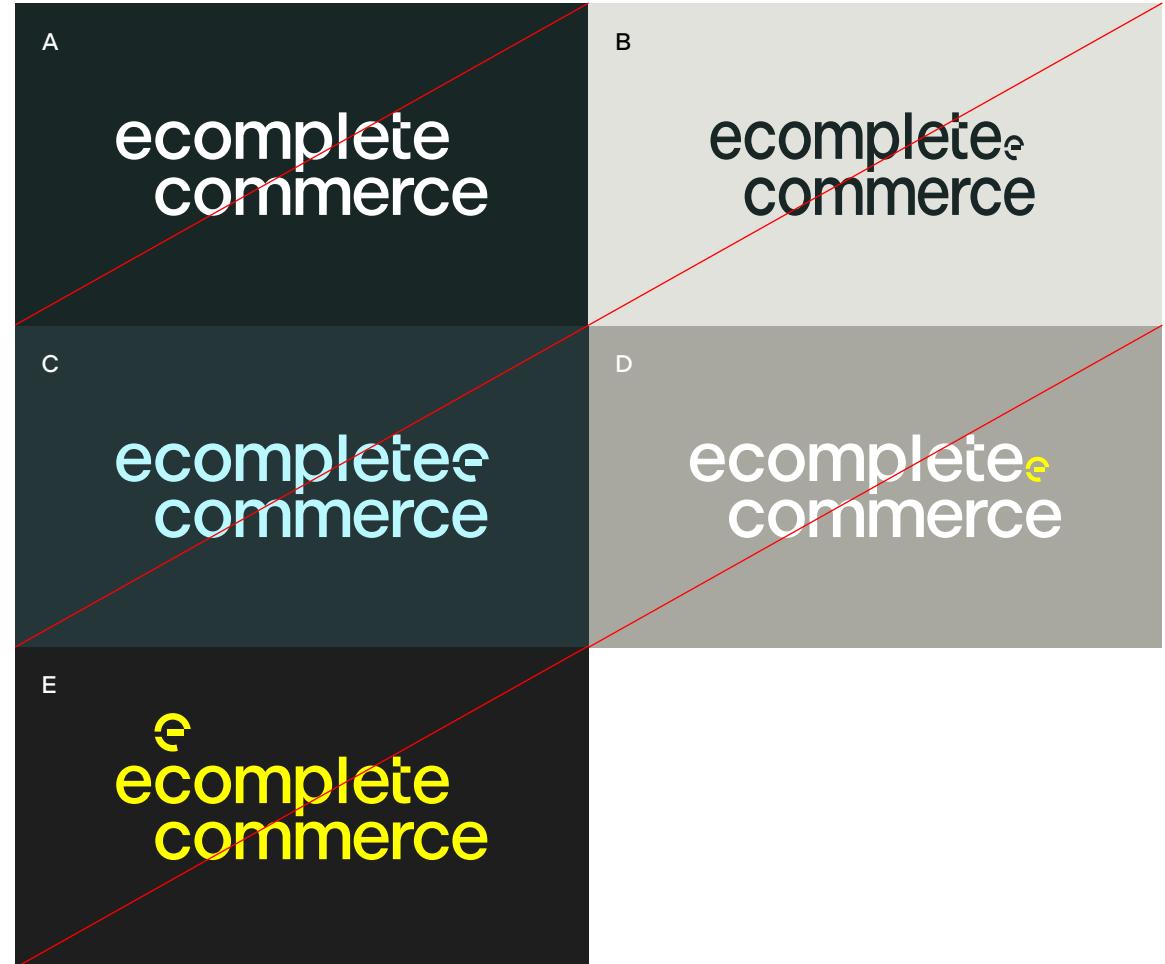


## Core Brand Elements

## Logo abuse

Avoid these common errors when applying the logo to communication collateral.

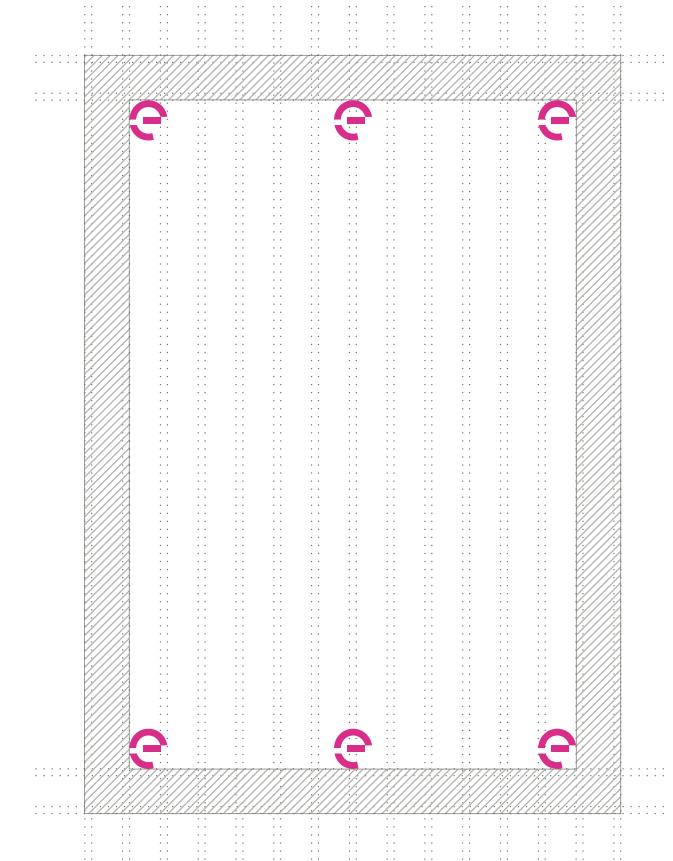
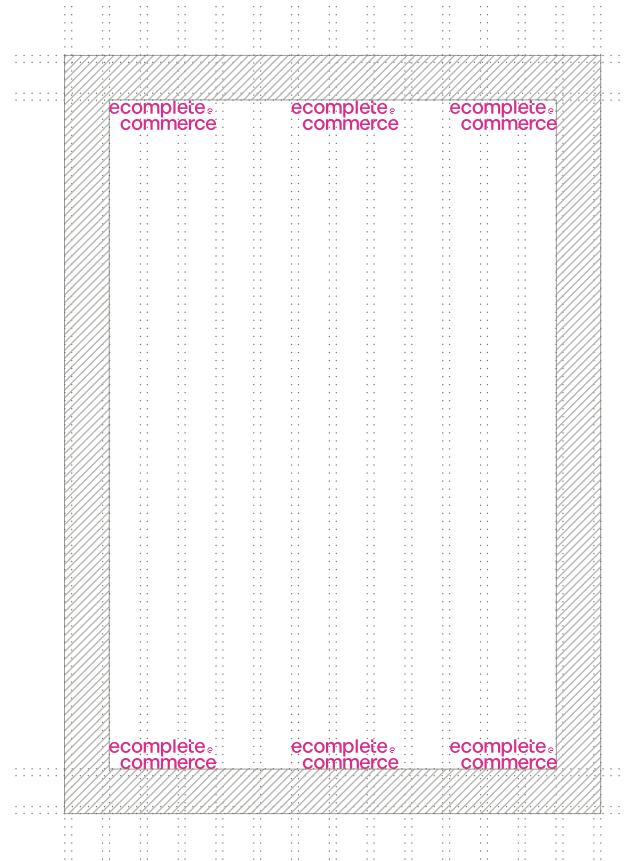
- A. Do not remove the icon from the primary logo.
- B. Do not stretch or re-shape the logo in any way.
- C. Do not alter the size relationships between the various elements of the logo.
- D. Do not apply different colours to separate elements of the logo.
- E. Do not alter the position of the elements comprising the logo.



**Core Brand Elements**

## Positioning the logo

The logo and icon should only appear in one of five locations—at the base of the layout, centre bottom, centre top or at the top of the layout. The position depends on the overall layout solution, including the position of photographic and text content.



## Colour palette

# Overview

The palette consists of five colours, which all play an important role in the colour expression of the brand. Consistency in digital and print reproduction is essential to maintaining continuity across all brand touch points. Always ensure that colours are specified to match the values listed in the brand identity document.

### Digital representation of colour

Due to differences in technology and screen calibration, digital colour may display differently across different screens or projection devices. Always ensure that the correct RGB or HEX value has been specified in digital artwork to maintain as much consistency as possible.

### Paper stock and print reproduction

Paper stock and printing reproduction technology has a direct impact on the final appearance of colour on printed materials.

- Always base your final colour values on the paper stock specified for print. If the paper is matte, ensure that the respective PANTONE® or CMYK value is specified for uncoated stock. If the paper is glossy, ensure that the respective PANTONE® or CMYK value is specified for coated stock.
- Always base your final colour values on the printing technology that will be used for a particular deliverable. When printing lithographically, appearance of colour on printed materials.

## Colour palette

# Overview continued

- Always base your final colour values on the paper stock specified for print. If the paper is matte, ensure that the respective PANTONE® or CMYK value is specified for uncoated stock. If the paper is glossy, ensure that the respective PANTONE® or CMYK value is specified for coated stock.
- Always base your final colour values on the printing technology that will be used for a particular deliverable. When printing lithographically, and where budget allows for spot colours to be specified, always ensure that the PANTONE® values are used.

When printing lithographically, where budget only allows for 4-colour printing (for example, when running an advert in a magazine) ensure that the CMYK values are used. When printing digitally, always ensure that the CMYK values are used.

- Wherever possible, the printer should be requested to perform colour matching against a PANTONE® swatch guide and make any adjustments that may be necessary on press.
- Wherever possible, print on paper with a neutral bright white tone. Be aware that

white paper usually contain slight yellow, blue, green or grey colour tints that can affect final colour appearance.

## Core Brand Elements

## Colour palette

## Digital Tide

Pantone 2182 C  
C 80 M 60 Y 60 K 55  
R 40 G 54 B 56  
HEX 283638

## Midnight Trade

Pantone Black 6 C  
C 73 M 67 Y 65 K 82  
R 18 G 18 B 18  
HEX 121212

## Retail Stone

Pantone Warm Grey 4 C  
C 36 M 29 Y 35 K 0  
R 168 G 168 B 161  
HEX A8A8A1

## Cloud Commerce

Pantone 636 C  
C 27 M 0 Y 5 K 0  
R 185 G 248 B 255  
HEX B9F8FF

## Checkout Gold

Pantone 102 C  
C 0 M 0 Y 100 K 0  
R 255 G 255 B 0  
HEX FFFF00

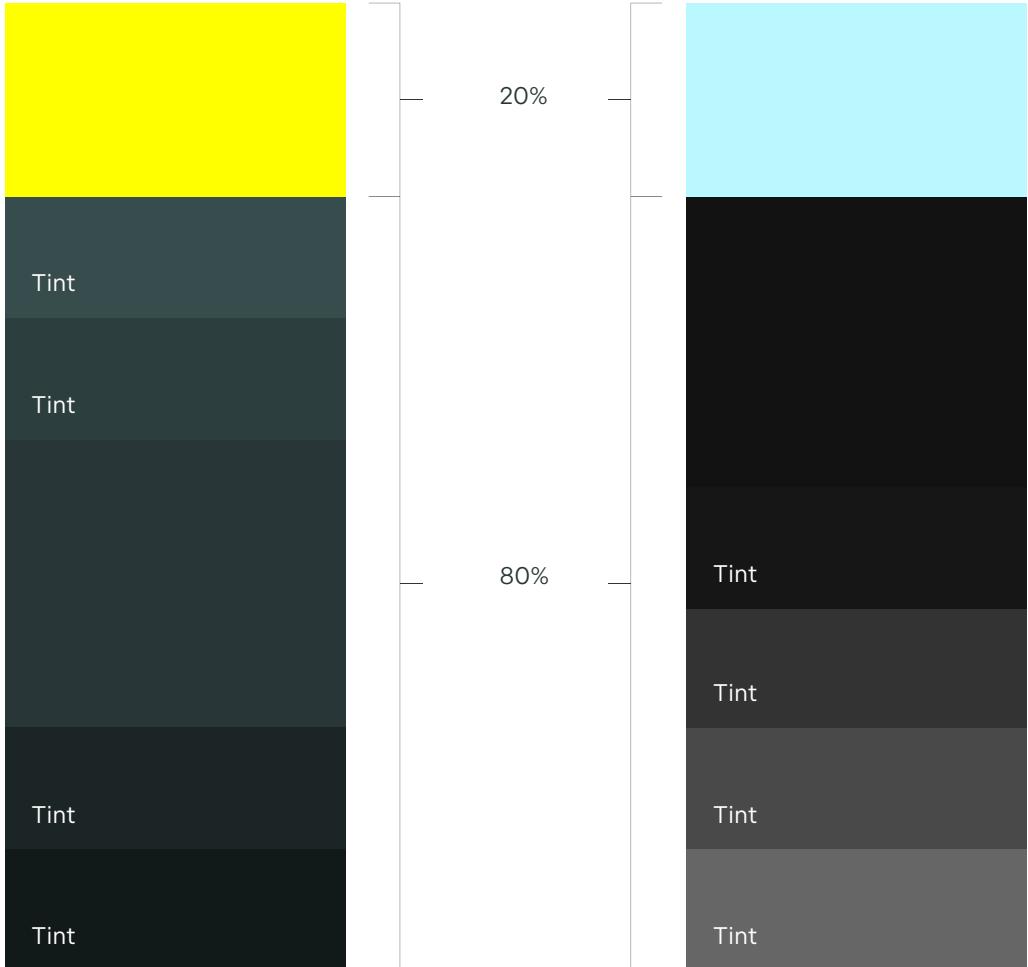
## Core Brand Elements

# Colour proportions

The combination of colours can, and should vary across different communication pieces. This keeps our identity dynamic. A range of tints can be used in a single piece with a contrast colour.

## Proportions

The majority of the format should comprise either a single colour, with a smaller proportion of the format assigned to a colour from our palette. Example -80% of the format comprises a single colour, 20% comprises a contrast colour. Always assess the colour combination for contrast and balance.



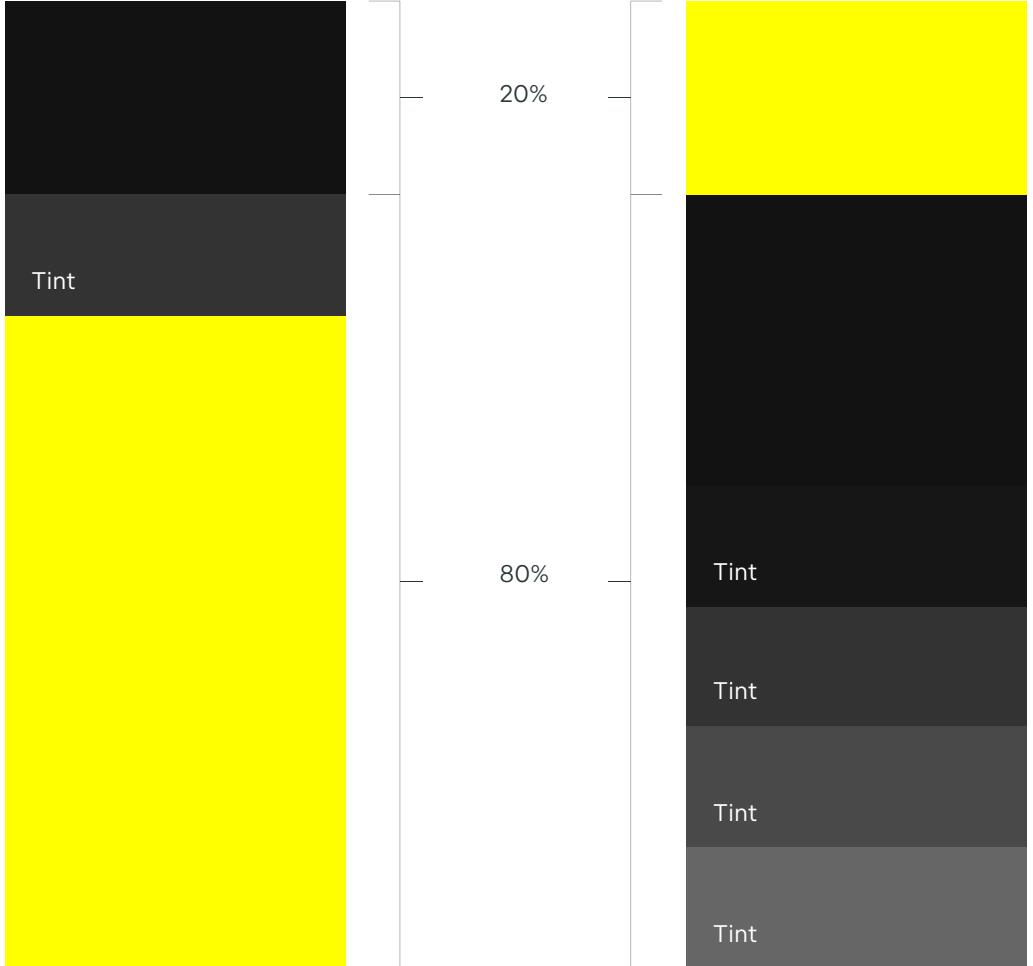
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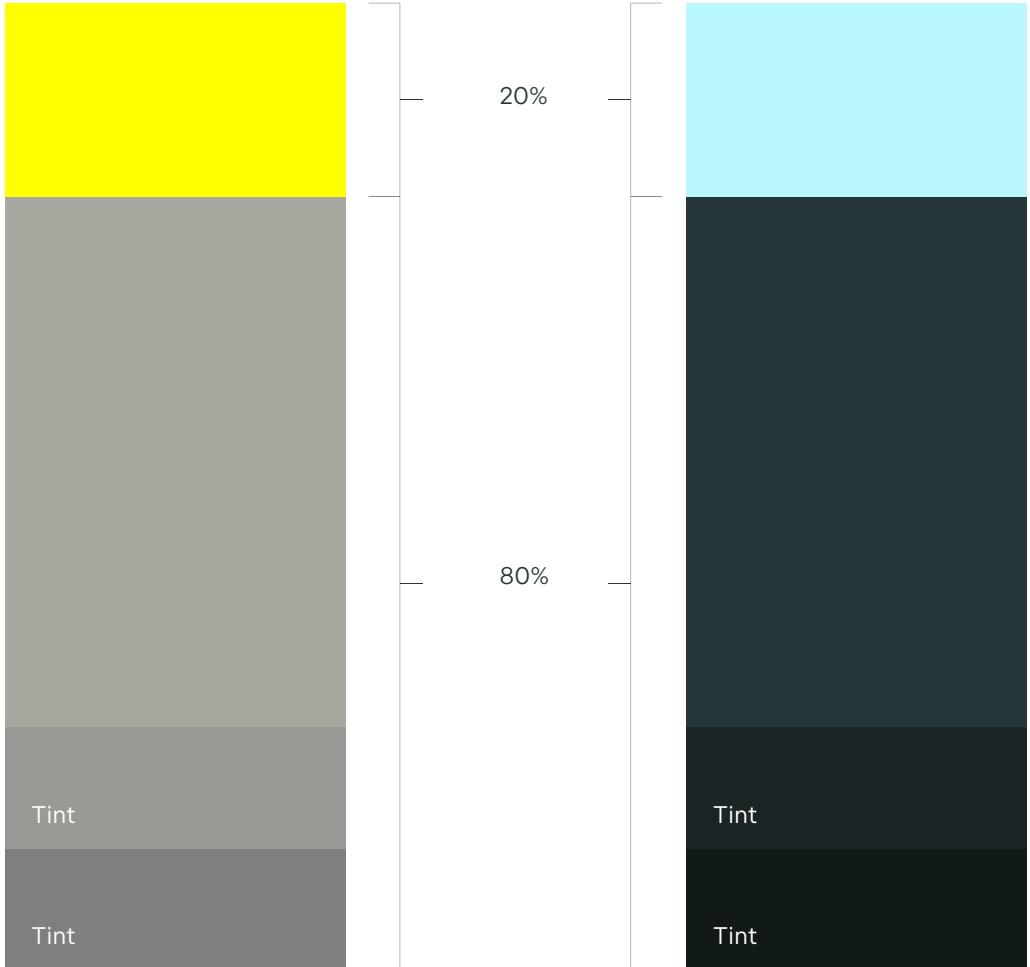
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## Core Brand Elements

### Primary Typography

Indivisible is an adobe font and cleared for commercial use.

Indivisible, an Adobe font, is a modern and versatile sans-serif typeface chosen for its clean, geometric structure and refined elegance. Its balanced proportions and subtle character details embody unity and precision, making it an ideal font for our brand. The font's adaptability across print and digital mediums ensures consistent legibility.

For print and digital use.

Unified  
commerce.

Indivisible is the brand's primary typography.

## Core Brand Elements

## Headline

Indivisible Semibold - Titlecase

Size: 30 Pt

Leading: 33 Pt

Tracking: -2 em

## Primary Typography

Organise the typography in a hierarchical system according to relative importance through scale and function.

Refer to the sample tracking and letter spacing set.

## Body copy

Indivisible Regular - Titlecase

Size: 20 Pt

Leading: 22.8 Pt

Tracking: 5 em

# Connecting what really counts.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

# Indivisible

## Core Brand Elements

### Websafe Typography

Helvetica is a universal websafe font.

Arial is the web-safe replacement font for Indivisible, ensuring broad compatibility across Windows environments. As a widely available sans-serif typeface, Arial provides a clean and neutral appearance, maintaining readability and consistency when Indivisible is not accessible. While it lacks some of Indivisible's qualities, its versatility and familiarity make it a practical alternative for Windows.

Websafe font equivalent for all digital applications where the primary desktop or webfont cannot be supported, such as email signatures.

# Unified commerce.

Arial is our brand's websafe typography.

Core Brand Elements

Headline

---

Arial Bold - Titlecase  
Size: 30 Pt  
Leading: 33 Pt  
Tracking: -2 em

## Websafe Typography

Organise the typography in a hierarchical system according to relative importance through scale and function.

Refer to the sample tracking and letter spacing set.

Body copy

---

Arial Regular - Titlecase  
Size: 20 Pt  
Leading: 22.8 Pt  
Tracking: 5 em

# Connecting what really counts.

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.*

Arial

## Core Brand Elements

## Simple scaling rule

The size of text affects how easy it is to read, both on screens and in print. If the text is too small, it can be hard to read, especially on mobile devices. If it's too large, it can look unbalanced.

To create a clear structure and maintain balance, you can use a simple scaling rule. Start with a comfortable body text size—14 or 16 px for desktop, 12 px for mobile, and 10 pt for print. Then, to determine the sizes of subheadings, headings, and larger text, multiply each size by 1.618 and round it off to the nearest multiple (a natural proportion known as the "golden ratio").

Heading \_\_\_\_\_

Size: 32 Pt  
Leading: 35.84 Pt

Sub Heading \_\_\_\_\_

Size: 20 Pt  
Leading: 36 Pt

Body Text \_\_\_\_\_

Size: 14 Pt  
Leading: 15.96 Pt

# Connecting what really counts.

## Sub-headline sample to sample here

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.*

## Core Brand Elements

## Line space: Improving readability

Line spacing (also called leading) makes text easier and faster to read. If the spacing is too tight, the text feels cramped, and if it's too loose, it looks disconnected.

A simple way to set good spacing is by using a ratio: For headlines and large text, use 1.2 (meaning the space between lines is 1.2 times the text size). For body text and subheadings, use 1.4 (meaning the space between lines is 1.4 times the text size).

Text Size = 1

Leading = 1:1.2

Text Size = 1

Leading = 1:1.4

# Connecting Connecting what really counts.

Lore ipsum dolor sit amet,

Lore ipsum dolor sit amet, consectetuer  
adipiscing elit, sed diam nonummy nibh  
euismod tincidunt ut laoreet dolore magna  
aliquam erat volutpat.

## Core Brand Elements

## Letter spacing: Improving readability

Tracking is the space between letters in a word. Adjusting it helps make text easier to read.

For small text, slightly increasing the space between letters makes it clearer. For large text, slightly reducing the space can make it look more balanced and visually appealing.

Good tracking keeps text from looking too cramped or too spread out, improving readability.

# Unified!

-2 em

*Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed diam  
nonummy nibh euismod tincidunt ut  
laoreet dolore magna aliquam erat  
volutpat.*

5 em

## Core Brand Elements

**Text Example:** *“Lorem ipsum dolor sit amet, sed diam  
consectetuer adipiscing elit, sed diam  
nonummy nibh.”*

## Line length

Aiding readability with optimal line length.

Small text should ideally be set at a line length of between 50 and 75 characters. Character count includes spaces.

Large display text, headlines or sub headlines should be set a line length of between 15 and 40 characters.

Character count includes spaces.

15 to 40 Characters

*“Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam  
nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat  
volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation  
ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.”*

50 to 75 Characters

## Core Brand Elements

### Alignment

To match the brand's friendly and natural tone, all text should be left-aligned and written in sentence case (only the first letter of a sentence and proper nouns are capitalized). This makes the text easier to read and feel more approachable.

# Connecting what really counts.

## Sub-headline sample here

Loreum ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

## Iconography

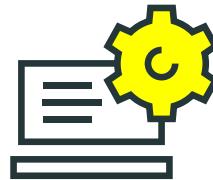
# Overview

The iconography style is defined by clean lines, intersected circles, and geometric precision. The icons maintain a structured yet simple aesthetic with circular forms and sharp intersections to reinforce the technological edge while still feeling playful.

## Core Brand Elements

### Styling full colour

Full colour application across the brand colour palette.  
Ensure smart representation. I.e Digital marketing is a  
volume of clicks, so seek ideas that break away from  
conventional representation where possible.



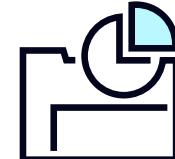
Web Development



Inventory



Hosting &amp; Security



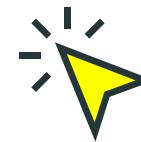
Data Management



Email Marketing



Customer Management



Digital Marketing



Consulting



UX Design

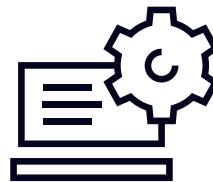


Performance

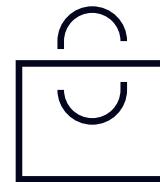
## Core Brand Elements

### One colour

Full colour application across the brand colour palette.  
Ensure smart representation. I.e Digital marketing is a  
volume of clicks, so seek ideas that break away from  
conventional representation where possible.



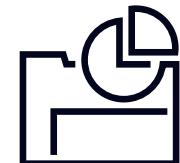
Web Development



Inventory



Hosting &amp; Security



Data Management



Email Marketing



Customer Management



Digital Marketing



Consulting



UX Design



Performance

## Graphic Elements

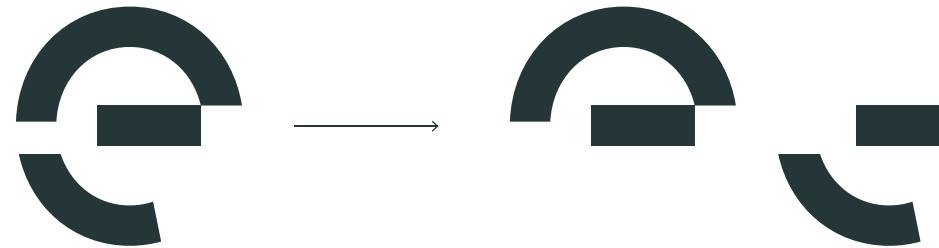
### Overview

The visual language deconstructs the core components of our trademark seal to success signifying the range of complexities at play. The extracted 'e' within the 'c' and the enclosing circular seal are used for framing devices, overlays, or interactive configurations.

## Core Brand Elements

## Visual style

The graphic style has been created from the nuances in our brand icon, extracting sections from key elements to create a visual language.

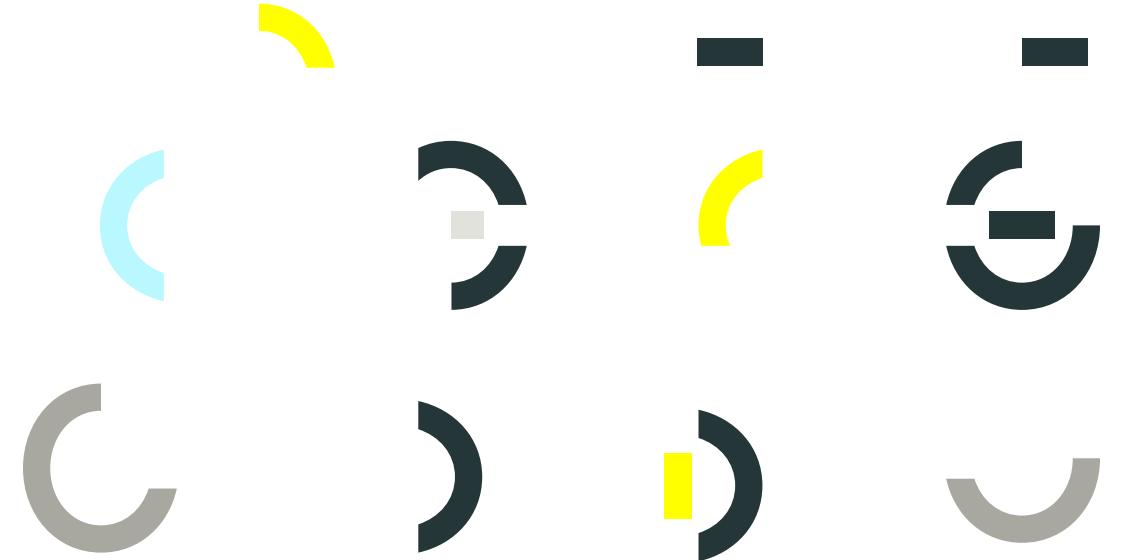


Seamlessly Unified

Variables signifying complexities

**Core Brand Elements****Graphical elements**

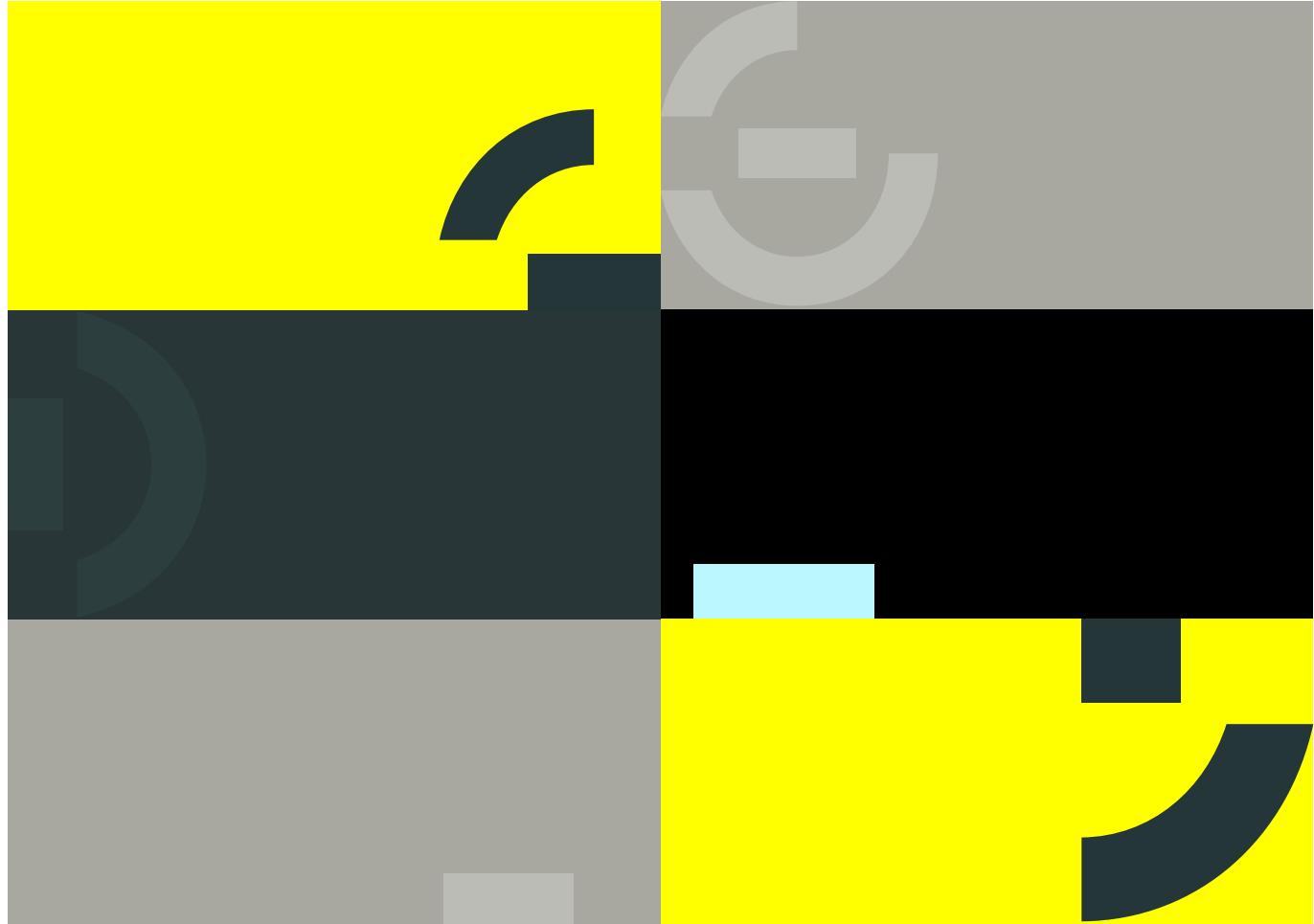
Variable components created from the nuances of the trademark seal signifies the complex moving parts to unifying commerce.



## Core Brand Elements

## Graphical style

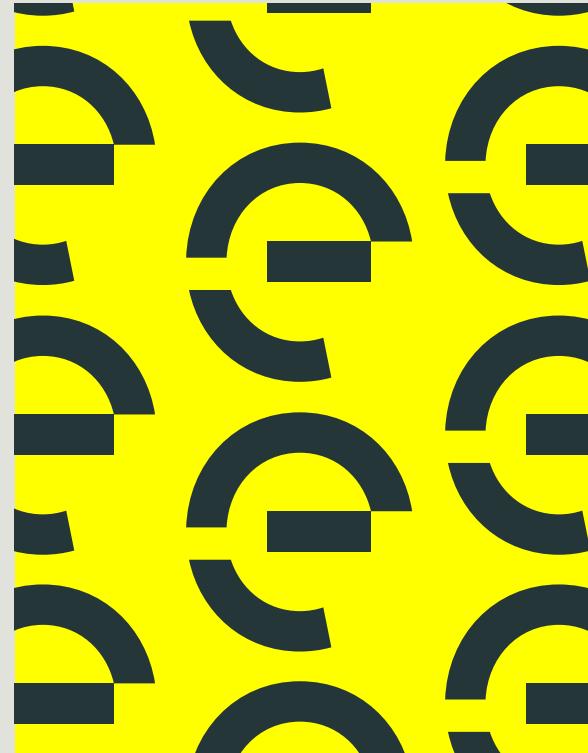
Application of graphical elements to create dynamic compositions.



## Core Brand Elements

### Patterning

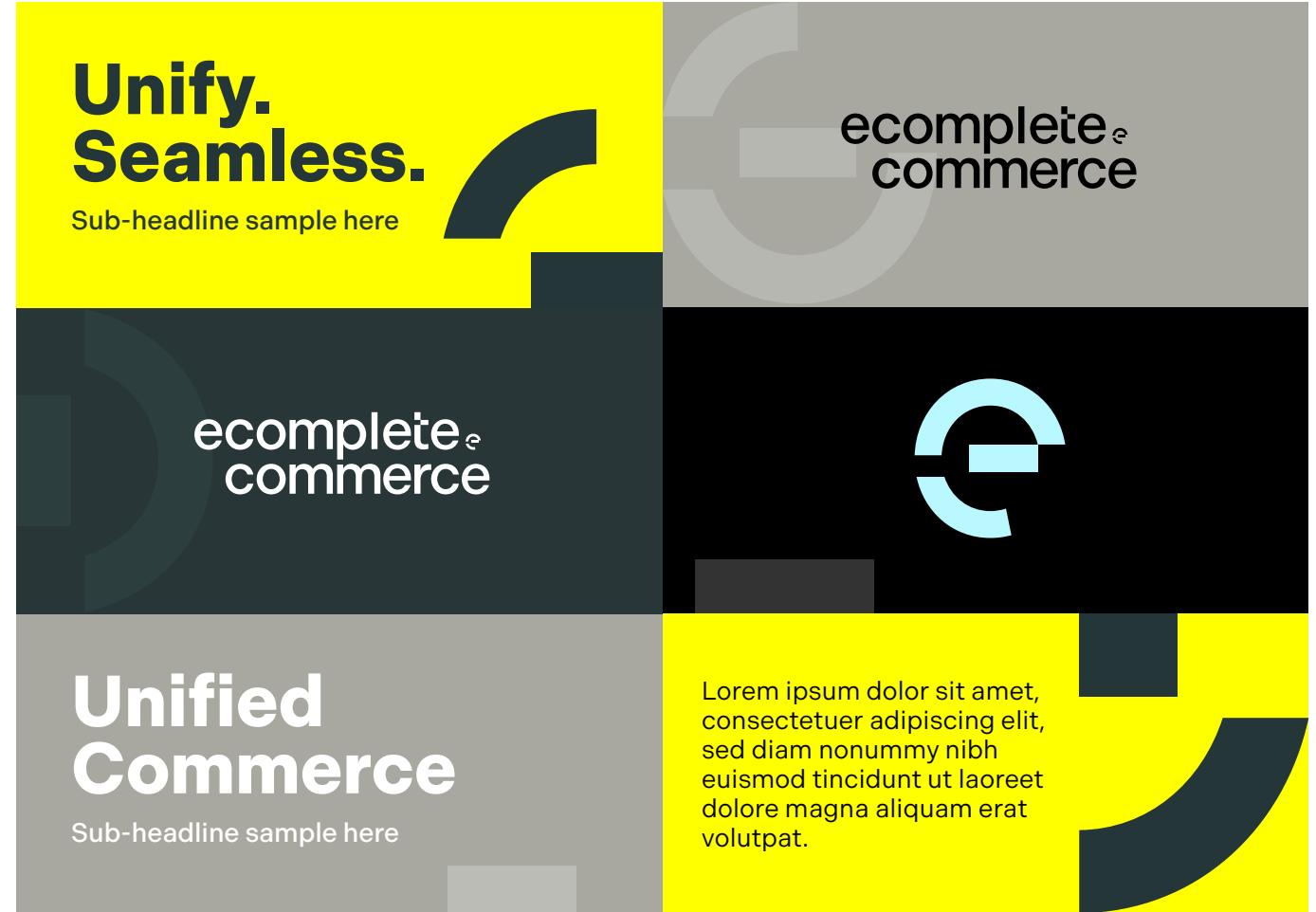
Patterning must be carefully applied and only considered for specific brand touchpoints. Patterning can be applied to gifting, merchandise, and internal elements.



Core Brand Elements

Visual language

Sample visual language with graphic elements



## Photography

# Overview

Our photography approach is designed to visually reinforce Ecomplete Commerce's brand promise—seamlessly unifying digital and POS commerce. The imagery should be aligned with our brand aesthetic.

the brand's colour palette. Any stark contrasting colours not in the brand palette must be muted as to not overpower the brand's colour palette used in the image.

### 1. Simplicity

Compositions should be clean, with a single focal point. Backgrounds should be uncluttered

### 2. Use of Colour

Backgrounds and image content must be selected from

**Core Brand Elements**

## Photography Style

### Style 1: First-Person Unboxing

Perspective: From inside the package, looking up at the customer's reaction as they open it. Engaging, immersive, and filled with anticipation. Keep the background minimal or softly blurred to retain focus on the customer's reaction. Use warm, well-balanced lighting to highlight the excitement of receiving a delivery. Customer expressions should drive the emotion.



## Core Brand Elements

# Photography Style

## Style 2: Lifestyle Moments

Perspective: Wide shots capturing customers receiving or opening their retail packages. Environments should feel authentic.



1371938384

**Core Brand Elements**

## Photography Style

The imagery focuses on the "always-on" customer, capturing dynamic and seamless shopping experiences across various environments—whether online, in-store, or on the move. By showcasing diverse backgrounds and real-world retail interactions, the visuals emphasize the fluidity of unified commerce and the anytime, anywhere buying behaviors of modern consumers. The style conveys ease, accessibility, and innovation, reinforcing Ecomplete Commerce's role in seamlessly connecting digital and physical retail experiences.



## Core Brand Elements

# Image Treatment

Add the brand colours into the image where feasible.  
Images must always feel bright, positive and neutral on skin tones.

## Image Settings

|             |     |
|-------------|-----|
| Exposure:   | 0   |
| Contrast:   | 0   |
| Highlights: | +50 |
| Shadows:    | +54 |
| Whites:     | 0   |
| Blacks:     | 0   |



## Grid

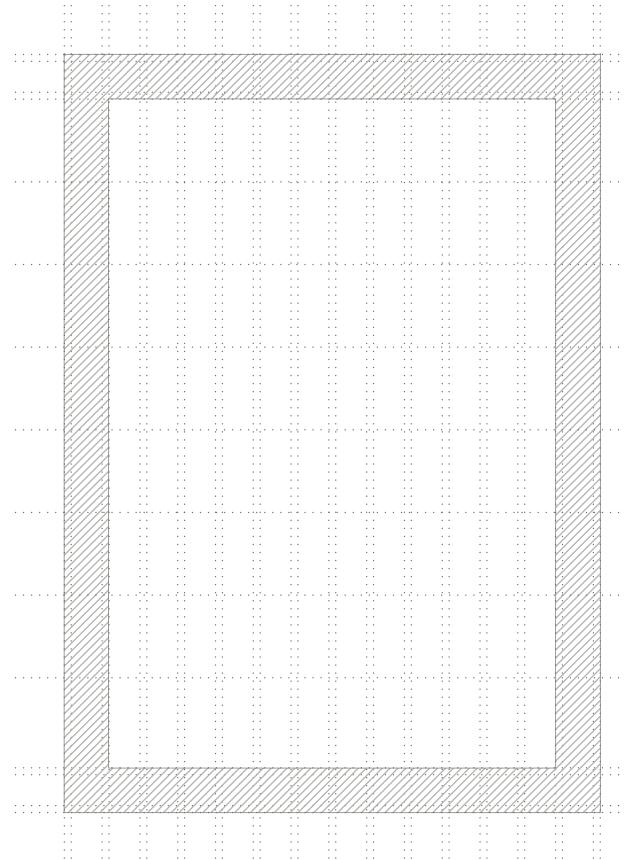
## Overview

Technical grids ensure consistency across all designs by aligning images, text and logo in a structured way. They create a cohesive look while remaining flexible, allowing for various layouts based on format and purpose. Once familiar with the grid, teams can adapt and experiment to create unique yet brand-consistent designs.

**Core Brand Elements**

## Grids for portrait formats

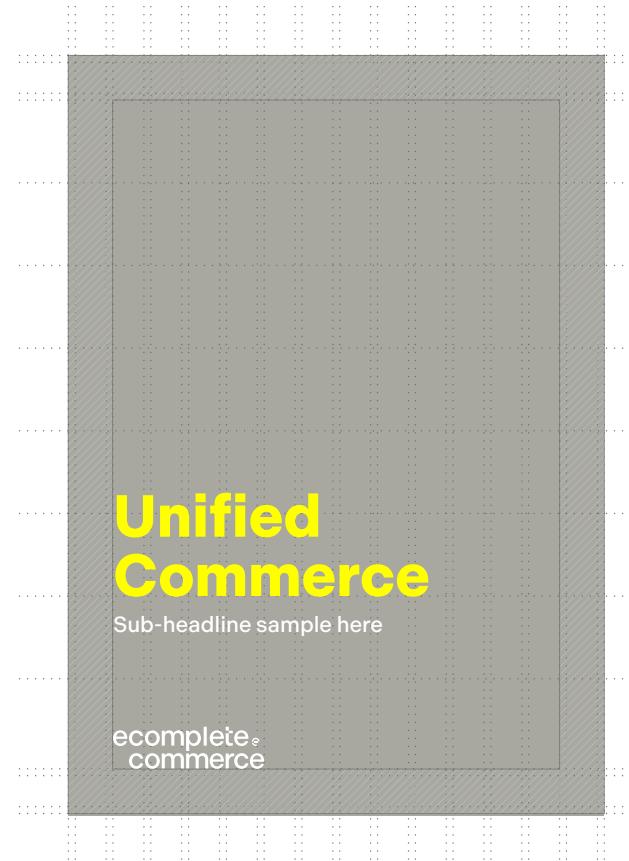
Use gutters to separate text columns, with the gutter width set to 1.5% of the format's width. The layout is divided into 14 equal columns, including gutters on the edges, ensuring all elements align within them. A margin of one column width, including two gutters, is always kept clear for text and logos. The vertical space is divided into 8 equal rows, guiding the placement of logos, text, and images.



## Core Brand Elements

### Grids for portrait formats

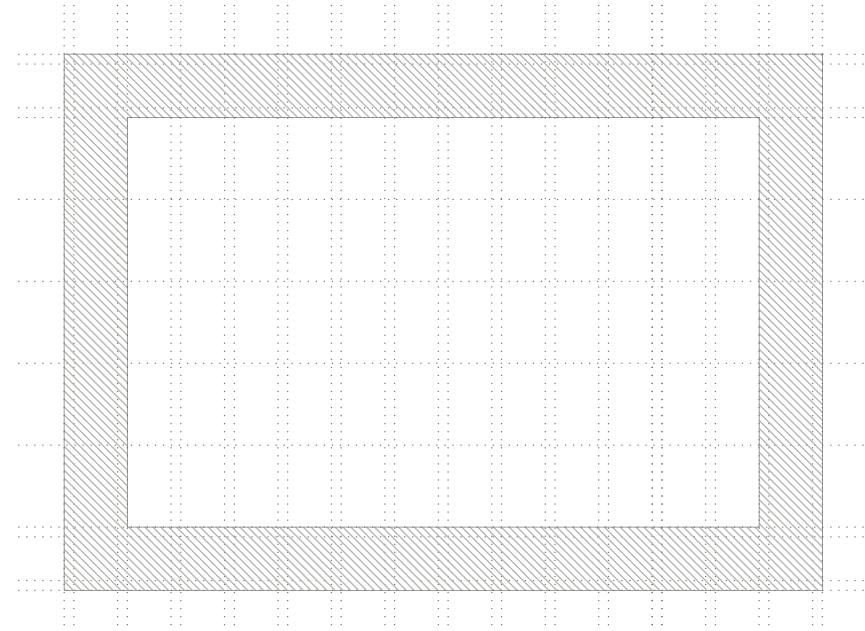
Place the logo at the top, middle or bottom, aligned to the left, centre or right margin, depending on the layout. Text should fit within any of the 8 rows, and longer content can be split into up to 4 columns. Images may extend to the edges (full-bleed).



## Core Brand Elements

### Grids for landscape formats

Use gutters to separate text columns, with the width set to 1.5% of the format's width. The layout is divided into 14 equal columns, including gutters on the edges, ensuring all elements align. A margin of one column width, including two gutters, is always kept clear for text and logos. The vertical space is divided into 6 equal rows, guiding the placement of logos, text, and images.



## Core Brand Elements

### Grids for landscape formats

Place the logo at the top or bottom, aligned to the left or right margin, depending on the layout. If the tagline is separate, it must align with the logo on the same horizontal line. Text should fit within any of the 6 rows, and longer content can be split into up to 4 columns. Images may extend to the edges (full-bleed).



Collateral

Application

Business card

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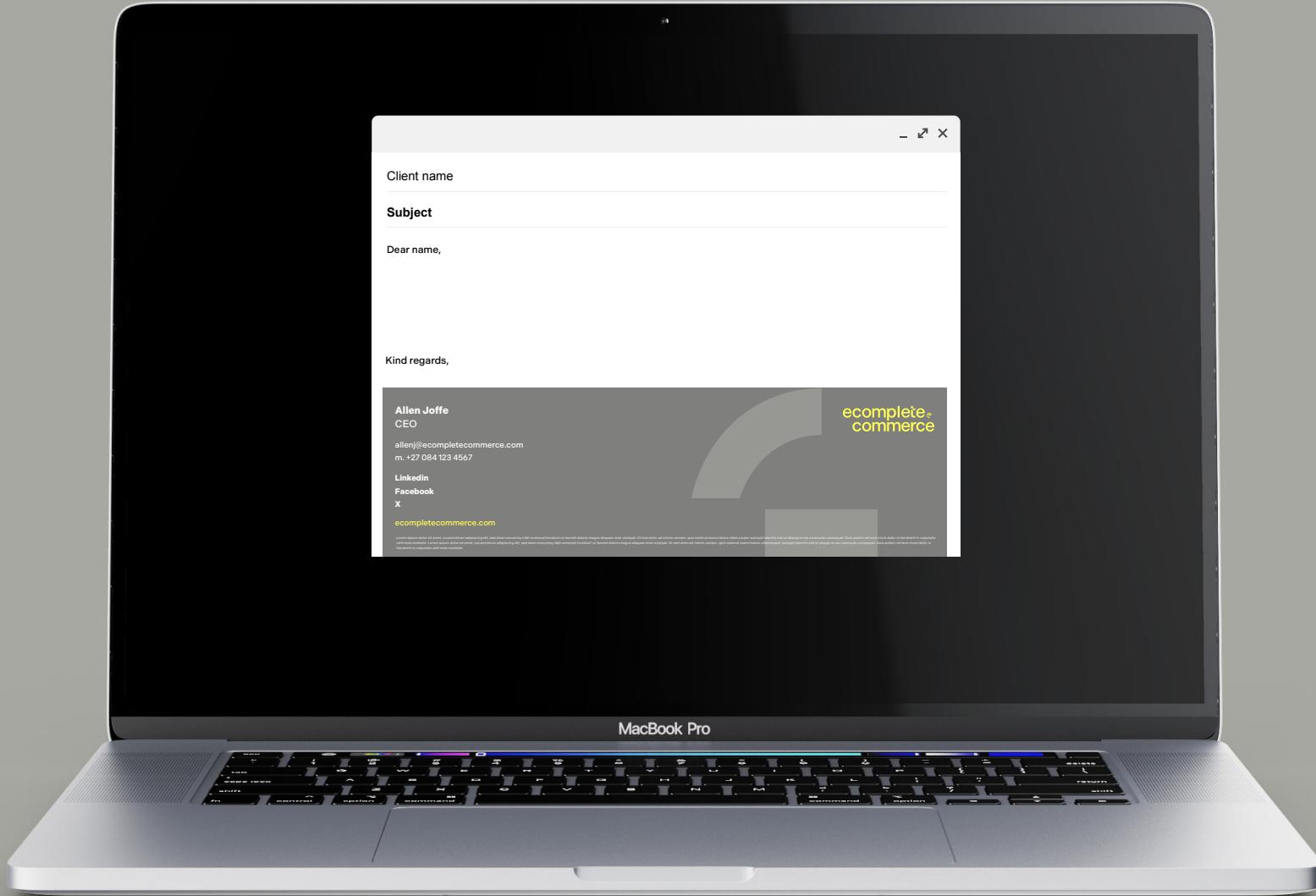
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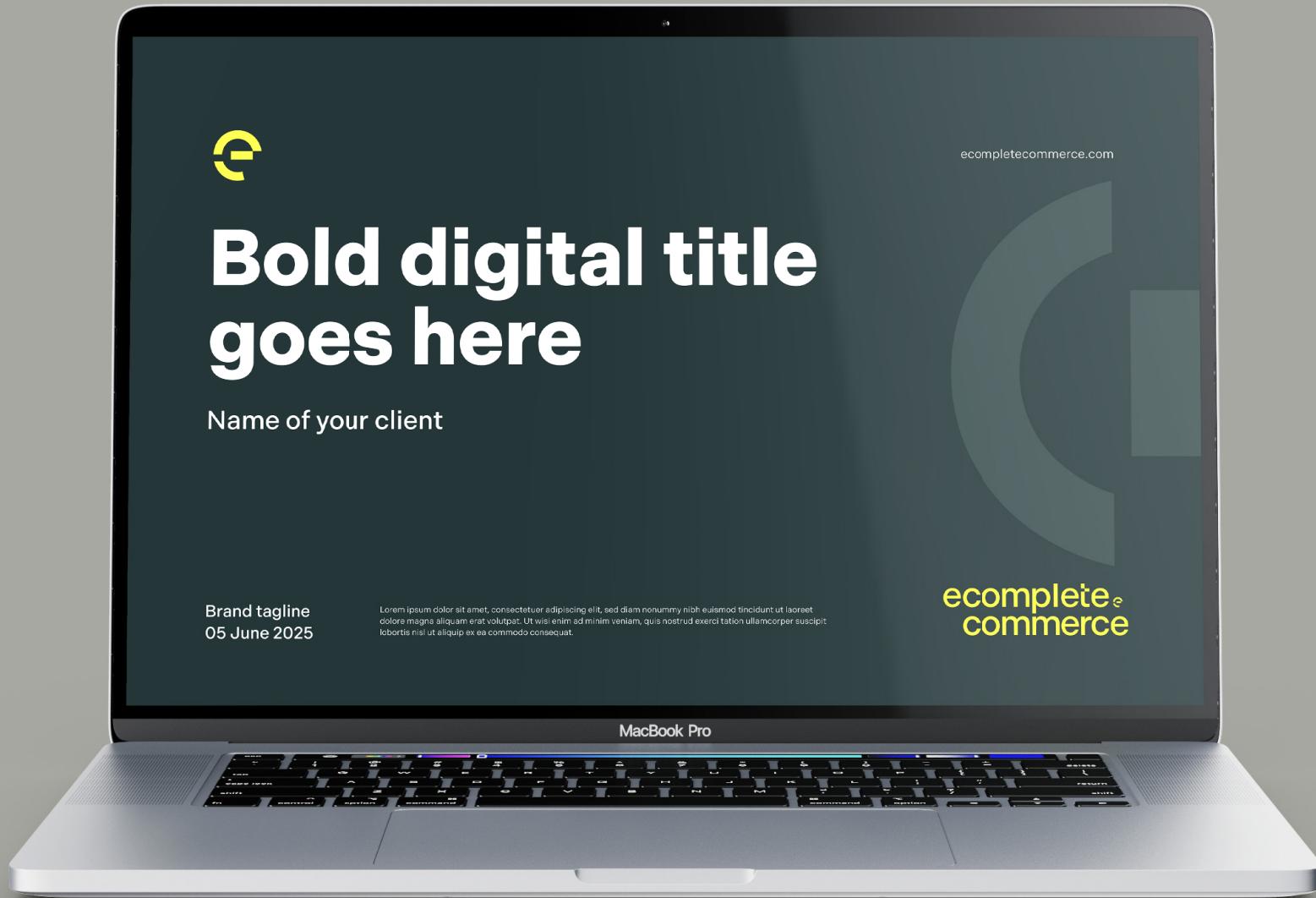
## Letterhead



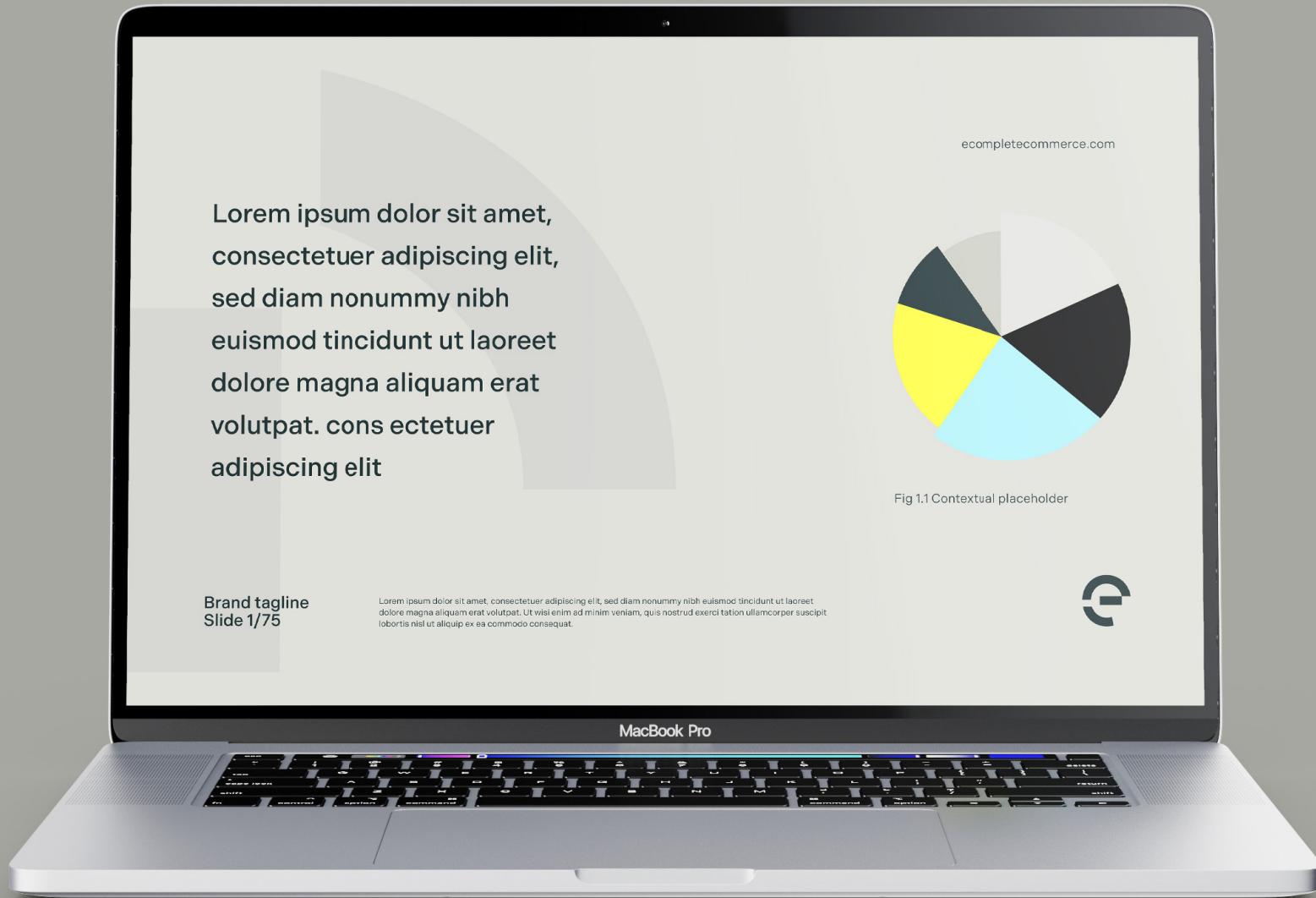
## Email signature



Powerpoint



Powerpoint

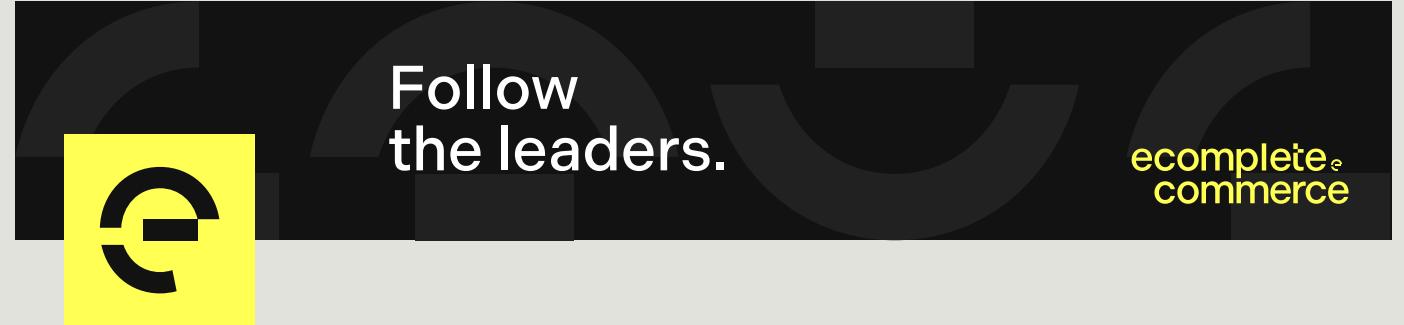


Media Asset



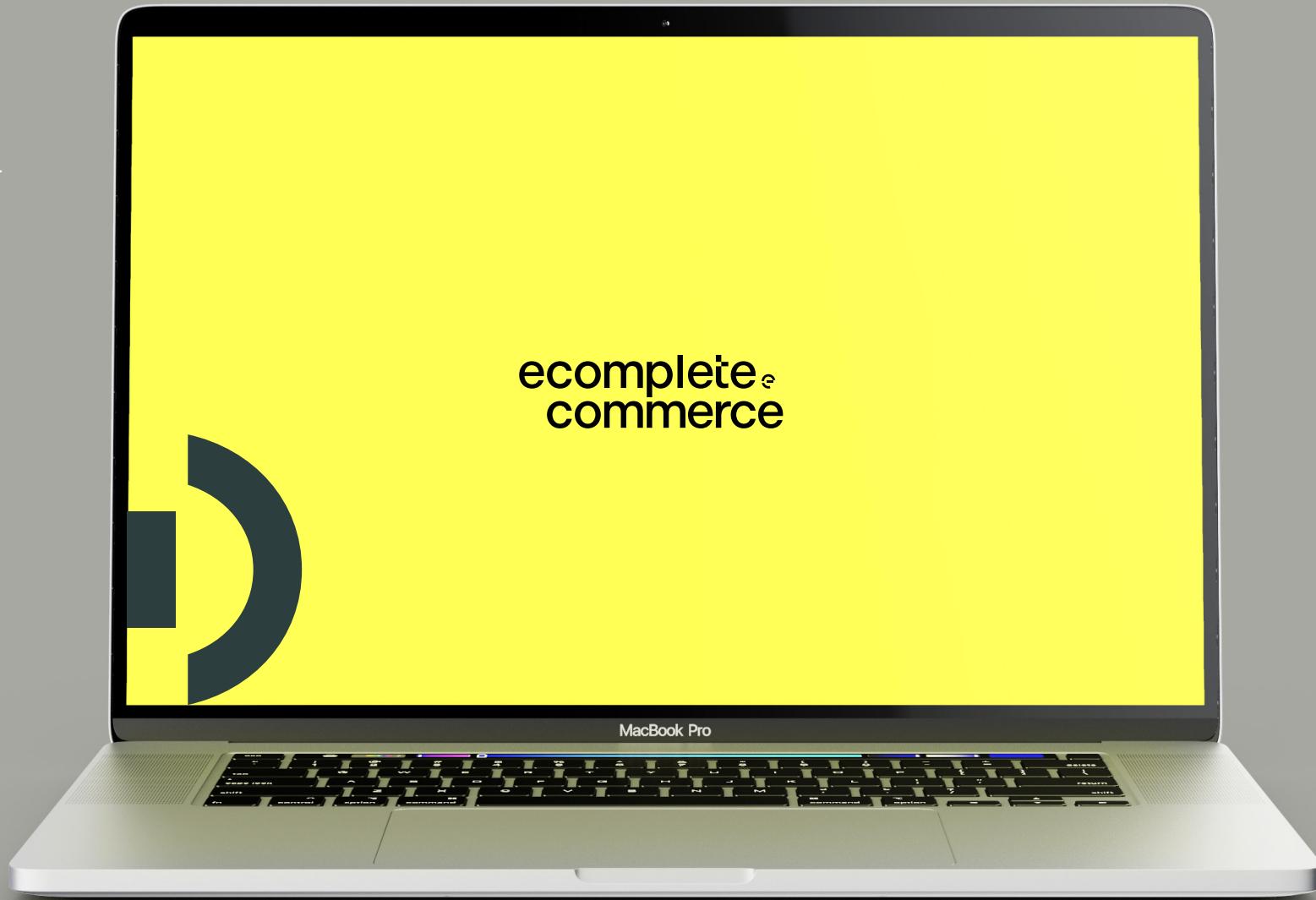
Linkedin Banner

Media Asset



Linkedin Banner

Desktop screensaver



Merch



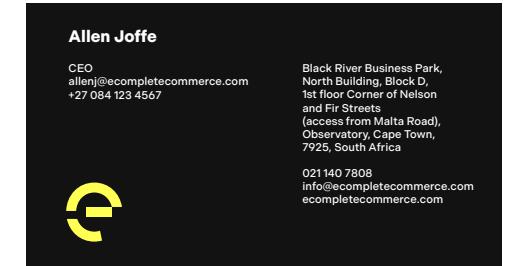
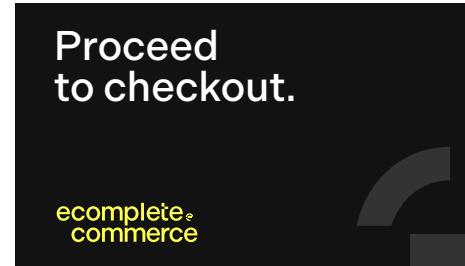
Employee engagement



**Collateral**

**Media assets**

## Media Asset

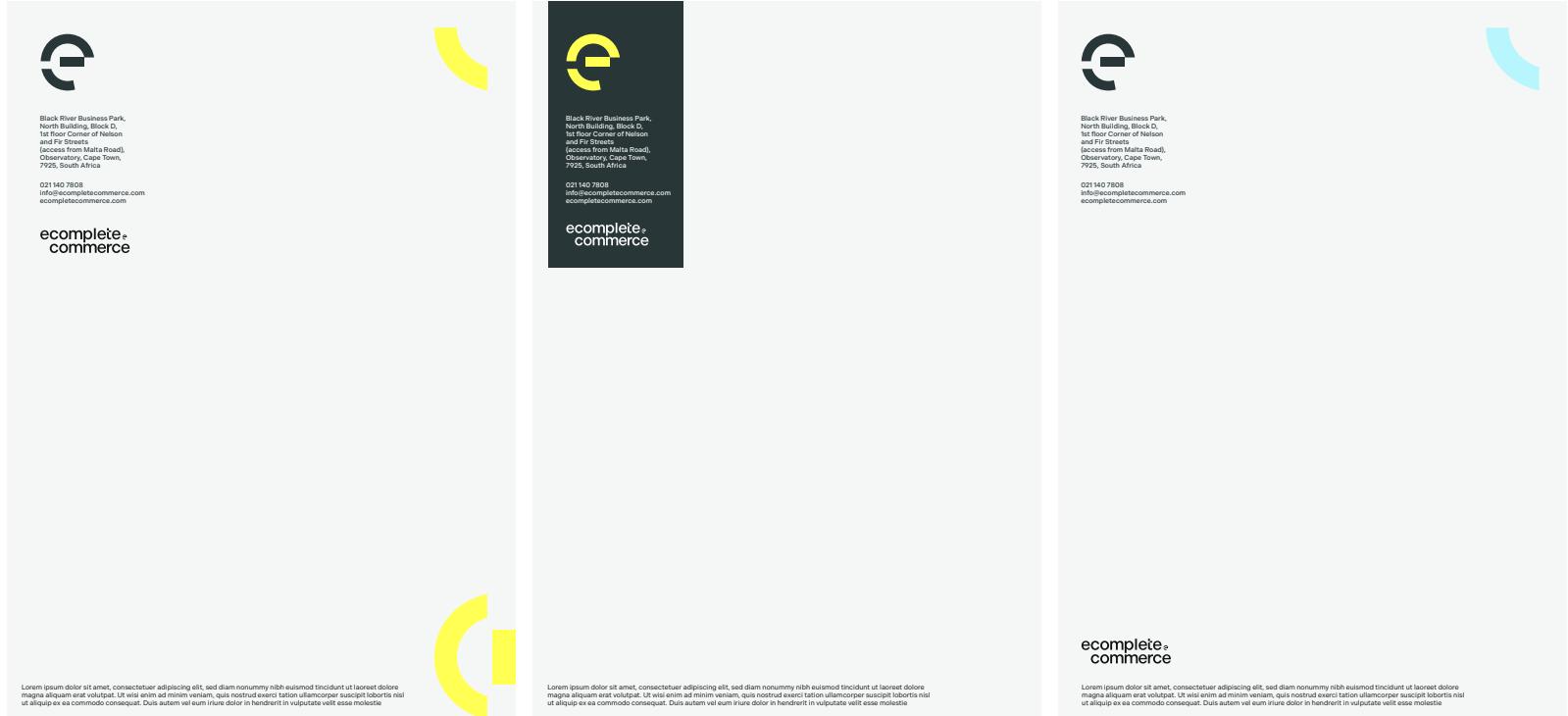


## Business card



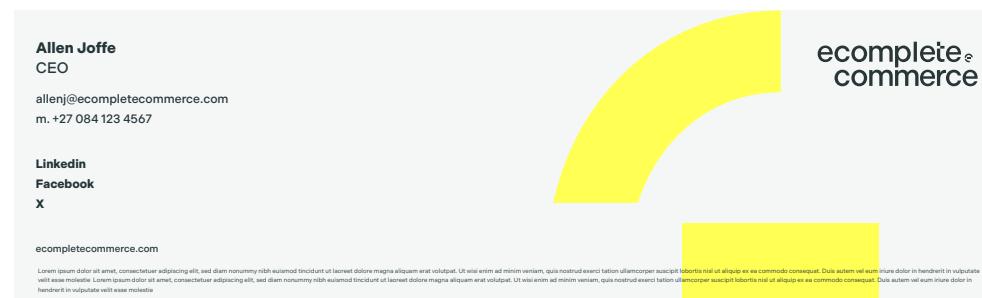
## Media Asset

## Letterhead



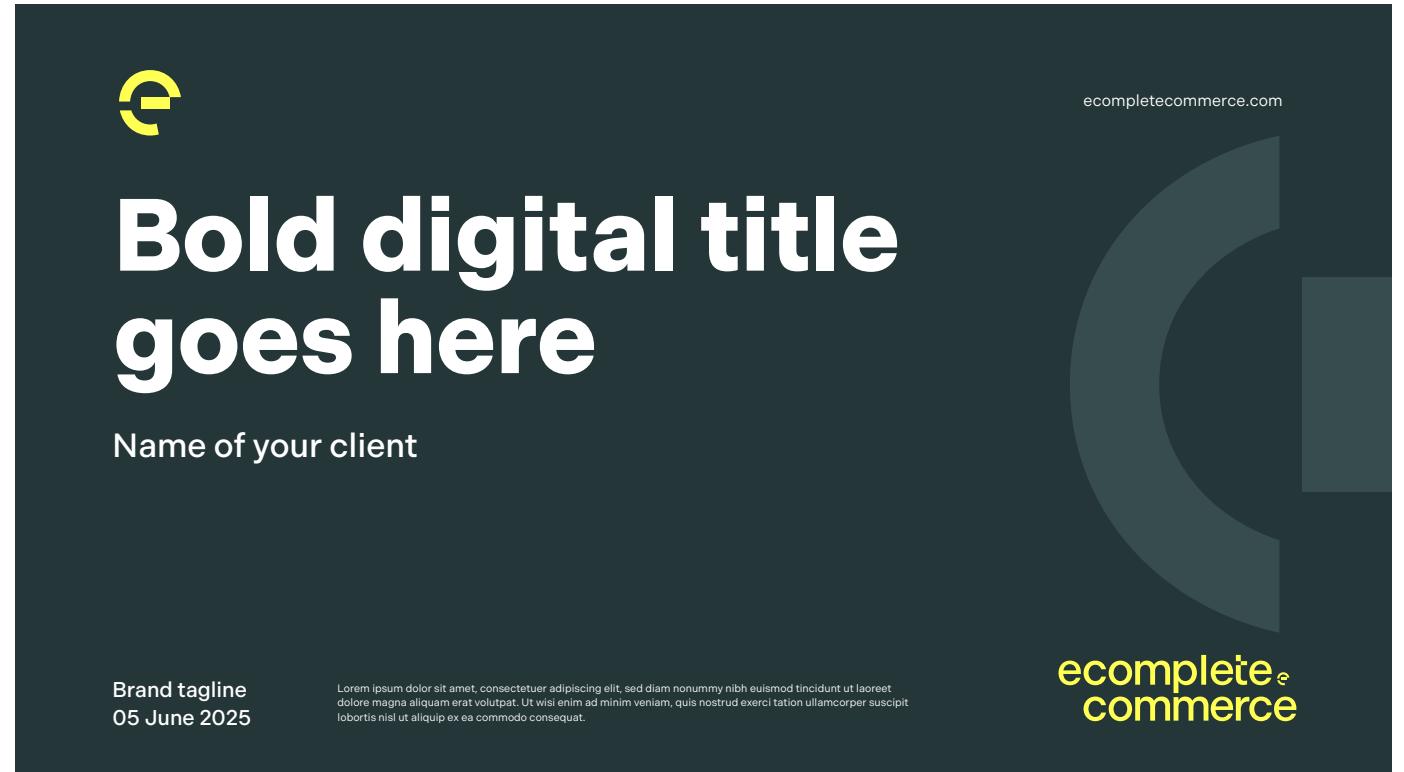
## Media Asset

## Email signature



Media Asset

Powerpoint



## Media Asset

## Powerpoint

ecompletecommerce.com

**Brand tagline**  
Slide 1/75

Fig 1.1 Contextual placeholder

Logo: A stylized letter 'E' inside a circle.

Text at bottom right: 'ecompletecommerce.com'

Text inside circle: 'Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. cons ectetuer adipiscing elit'

Text at bottom left: 'Brand tagline  
Slide 1/75'

Text at bottom right: 'Fig 1.1 Contextual placeholder'

Logo at bottom right: 'E'

Media Asset



Linkedin Banner

## Brand Expression Guidelines

For more information about the identity, to seek permission for usage or obtain logo master artwork files, please contact:

Terri Garfinkel  
[terri@newnarrative.co.za](mailto:terri@newnarrative.co.za)

