

UMetha

Corporate Confidential Information

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About the company

Company vision, mission, values

Tone of voice

Brand archetype

Personas

01 Introduction

About the company

Welcome to UMetha, your ultimate destination for cutting-edge products and unbeatable shopping experiences! At UMetha, we believe in the power of choice and convenience, offering a diverse range of high-quality products across various categories to meet all your needs. Founded with the vision of revolutionizing the online shopping landscape, UMetha is more than just an e-commerce platform—it's a community of passionate shoppers and sellers driven by innovation, trust, and a commitment to excellence. We strive to create a seamless and enjoyable shopping journey, ensuring that our customers have access to the latest trends, top brands, and exclusive deals, all at their fingertips.

Our platform is designed with you in mind, combining state-of-the-art technology with user-friendly features to make shopping easy, secure, and fun. Whether you're looking for the latest electronics, stylish fashion, home essentials, or unique gifts, UMetha has it all. Join us on our journey as we continue to redefine e-commerce, making it more personalized, accessible, and enjoyable for everyone. Discover the future of online shopping with UMetha—where your satisfaction is our success.

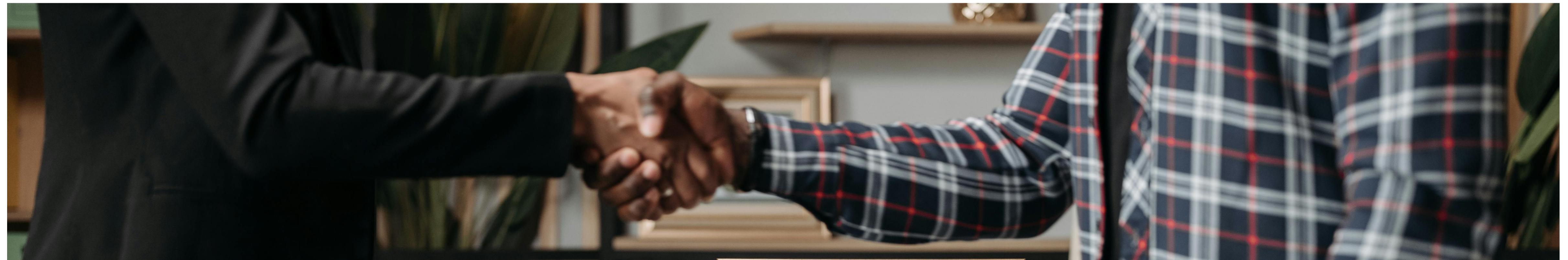


Company vision, mission, values

Vision: The Leading E-commerce Platform with Relevant and Best Deals for Everyone.

Mission: Empower both the consumer and brands

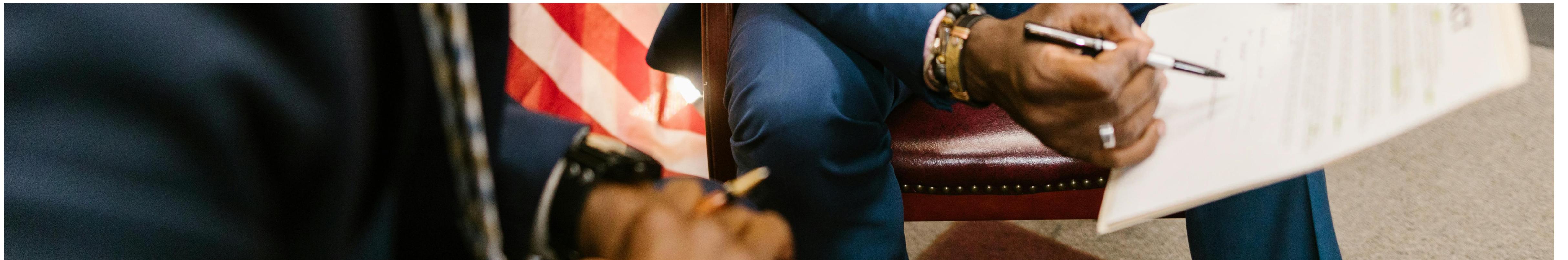
Values: Agile, Trustworthy and Adaptive



Tone of voice

Welcoming

Enthusiastic and Attractive



Persona



Dermographics

Name: Jamie Trendsetter

Age: 32 year old

Gender: Female

Occupation: E-commerce Visionary
and Customer Experience Advocate

Location: New York, NY

Professional Background

Jamie Trendsetter is an expert in the e-commerce industry, with a keen sense of emerging trends and a deep understanding of customer needs. With years of experience in digital retail, Jamie is passionate about creating a shopping experience that is not only efficient and secure but also enjoyable and personalized. Jamie's mission is to make UMetha the ultimate destination for online shoppers by combining cutting-edge technology with exceptional customer service.

Goals

Innovative: Always on the lookout for new trends and technologies to stay ahead in the digital space.

Empowering: Dedicated to helping others achieve financial independence and success through e-commerce.

Trustworthy: Provides a reliable and transparent platform where users can confidently grow their businesses.

Supportive: Offers guidance and resources to ensure both product sellers and affiliates can maximize their potential.

Values

Empowerment: Believes in giving people the tools and opportunities to succeed in the digital economy.

Innovation: Embraces cutting-edge technology and innovative strategies to stay ahead of the competition.

Integrity: Maintains a high level of transparency and honesty in all business dealings.

Community: Fosters a supportive network where users can share knowledge, collaborate, and grow together.

Growth: Focused on continuous improvement and helping users scale their businesses effectively.

Logo variations

Logo usage

Logo safe zone

02 The logo

Logo variations

Primary Logo

The primary logo typically includes the full logo with all its elements—text, symbols, and colors.

Brand Mark

A minimalistic representation of the brand, usually just the symbol or icon without the text.

Primary logo



Print: 230 mm

Digital: 650 px

Brand Mark



Print: 50 mm

Digital: 140 px

Minimum size

Logo Usage

Monochrome

Monochrome (single color) versions of the logo are created to ensure the brand can be represented in black and white or a single color when needed, such as in print materials or on products where full color isn't feasible.

In this case, for the UMetha brand, the monochrome colours would be navy blue, teal, mustard, black and white.



Logo Usage

Monochrome

Monochrome (single color) versions of the logo are created to ensure the brand can be represented in black and white or a single color when needed, such as in print materials or on products where full color isn't feasible.

In this case, for the UserX Rewards brand, the monochrome colours would be navy blue, teal, mustard, black and white.



Logo safe zone

A logo safe zone is a designated area around a logo that must remain free of any other graphic elements or text to ensure that the logo remains easily identifiable and visually distinct. This clear space helps maintain the integrity and impact of the logo, ensuring it is not crowded or overshadowed by other design elements.

In this case, for the UMetha logo, the logo safe zone would be 100px from left to right and top to bottom. Same applies to the secondary logo.



Colour hierarchy and usage

03 Colour palette

Colour hierarchy and usage

CMYK:

They are the colours used in printed materials.

RGB:

This is used on-screen and for web design.

Hex:

This colour code is used on-screen and for web design.

Primary Colour

Hex: #000040

Secondary Colour

Hex: #4f03c8

Secondary Colour

Hex: #00aafa

Tertiary Colour

Hex: #231f20

Tertiary Colour

Hex: #FFFFFF

Typefaces

Font usage

04 Typography

Typefaces

Brand typography variations refer to the different ways a brand uses typefaces, font styles, sizes, and arrangements to convey its identity, values, and messages across various touchpoints. Here are the brand typography variations:

Primary:

Causten-Bold

Causten-Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

! @ # \$ % ^ & * () _ + { } : " < > ? - = [] ; ' , /
0 1 2 3 4 5 6 7 8 9

Secondary:

Causten-Regular

Causten-Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

! @ # \$ % ^ & * () _ + { } : " < > ? - = [] ; ' , /
0 1 2 3 4 5 6 7 8 9

Font usage

Different font sizes establish a visual hierarchy, making the content easier to read and navigate. Here are the brand typography sizes

Heading:

Causten-Bold at 100 pt

Subheading:

Causten-Bold at 50 pt

Body Text:

Causten-Regular at 20 pt

Heading

Subheading

Body text - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Style and tone

05 Photography

Style and tone

Images of the office space, showcasing a professional and organized work environment. Including elements like screens with data visualizations, meetings, and brainstorming sessions can emphasize the company's expertise.

Images showing consultants interacting with clients, discussing sales, and formulating strategies. This conveys a client-centric approach and the importance of collaboration.



Icons

Pattern

Shapes

06 Design elements

Icons

X-Affiliator should have brand icons that convey trust, expertise, and innovation. These icons can be used in orange, black and white. Here are some key types and elements these icons should include:

Charts and Graphs:

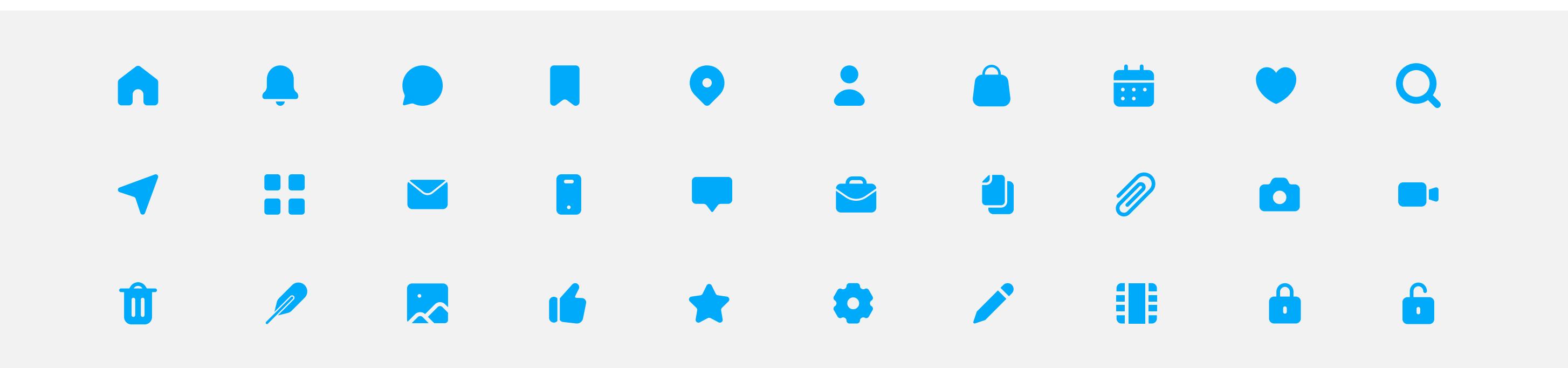
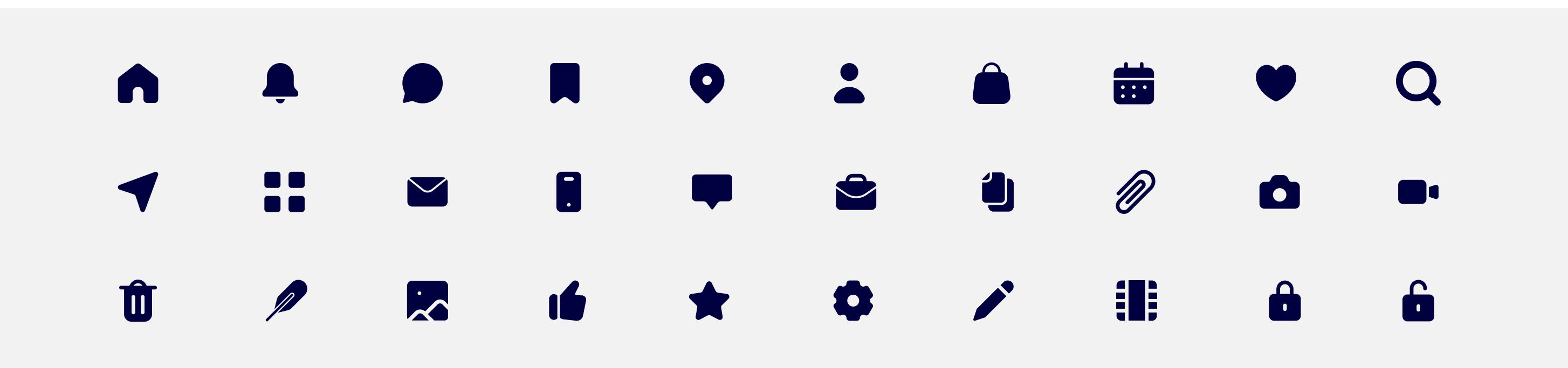
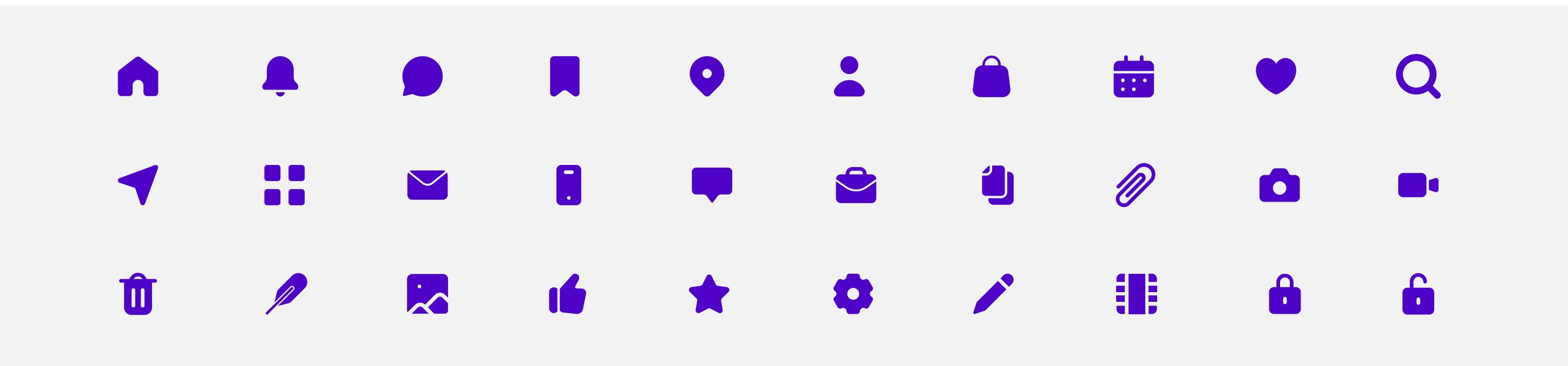
Representing data-driven insights and analytics.

Pie Charts, Line Graphs, Bar Charts:

Illustrate the various types of data analysis the firm can perform.

Circuit Boards or Microchips:

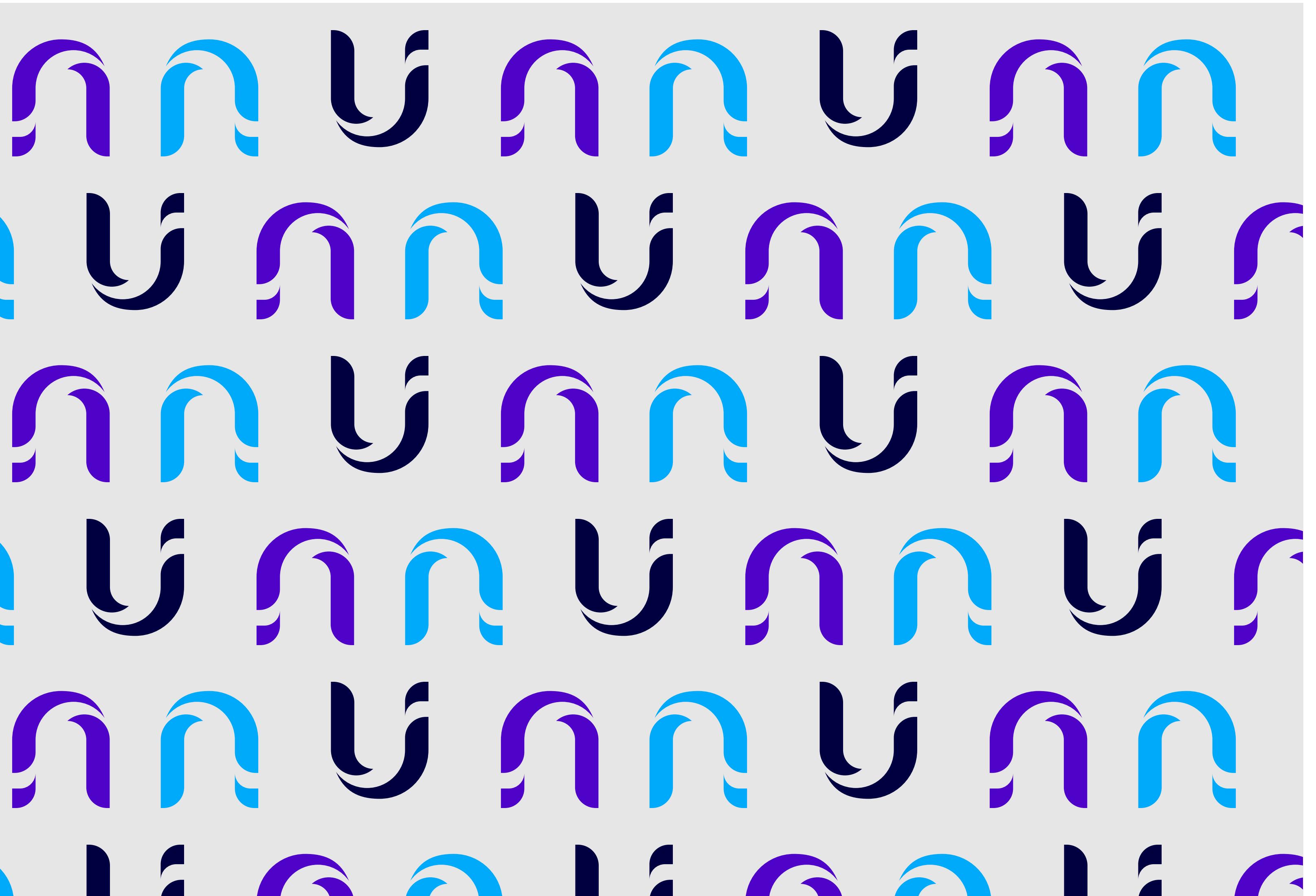
Highlight the use of advanced technology.



Pattern

The pattern that UMetha should use is one which is formed by a repetition of the brand mark. The brand pattern should be able to highlight the following:

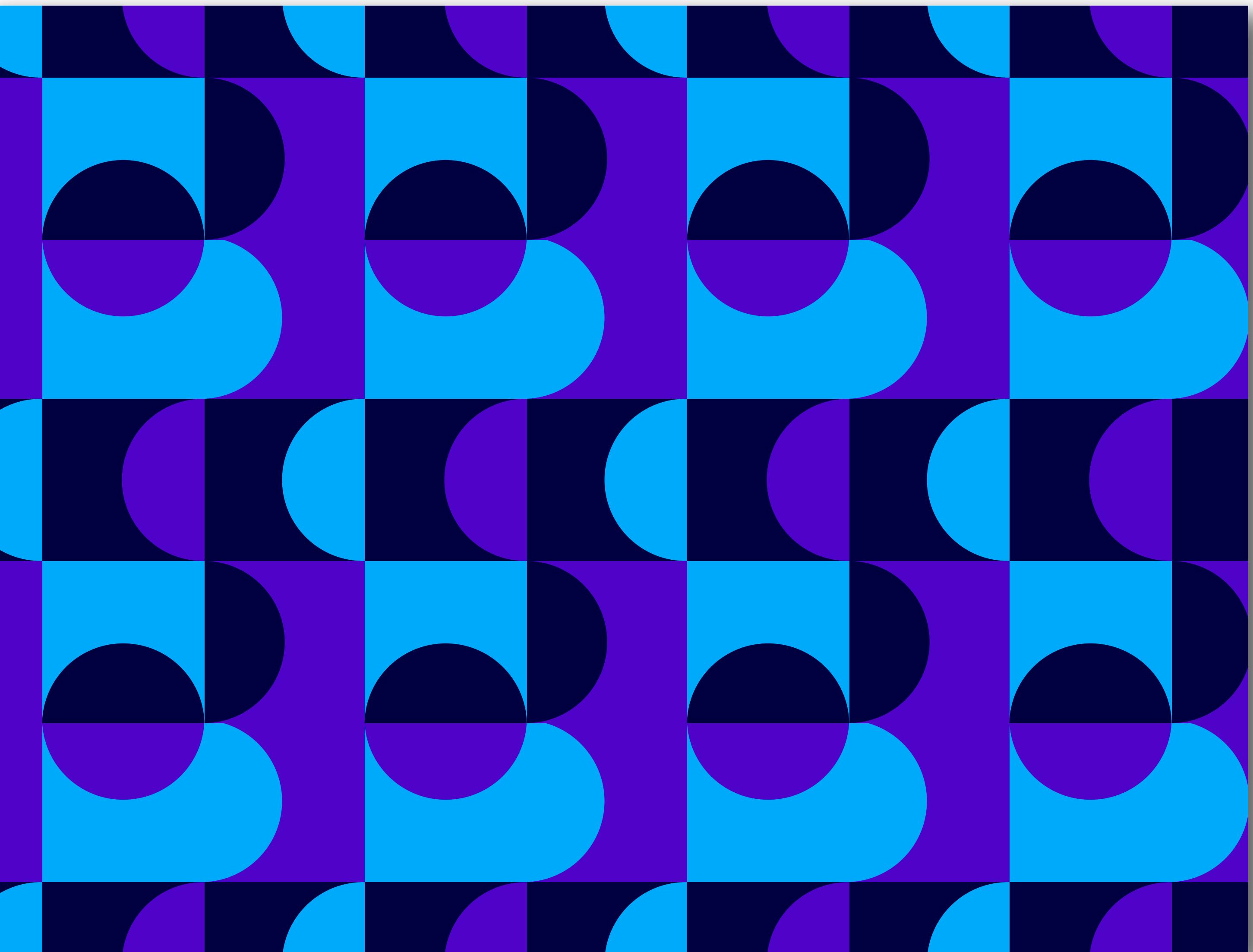
- Trust and Transparency
- Expertise and Authority
- Innovation and Adaptability
- Customer-Centricity and Personalization



Shapes

These shapes can be used for the UMetha brand. They are more sharp and stacked from bottom to right leaving equal space in between. These shapes can be used in the following:

- [posters](#)
- [banners](#)
- [billboards](#)



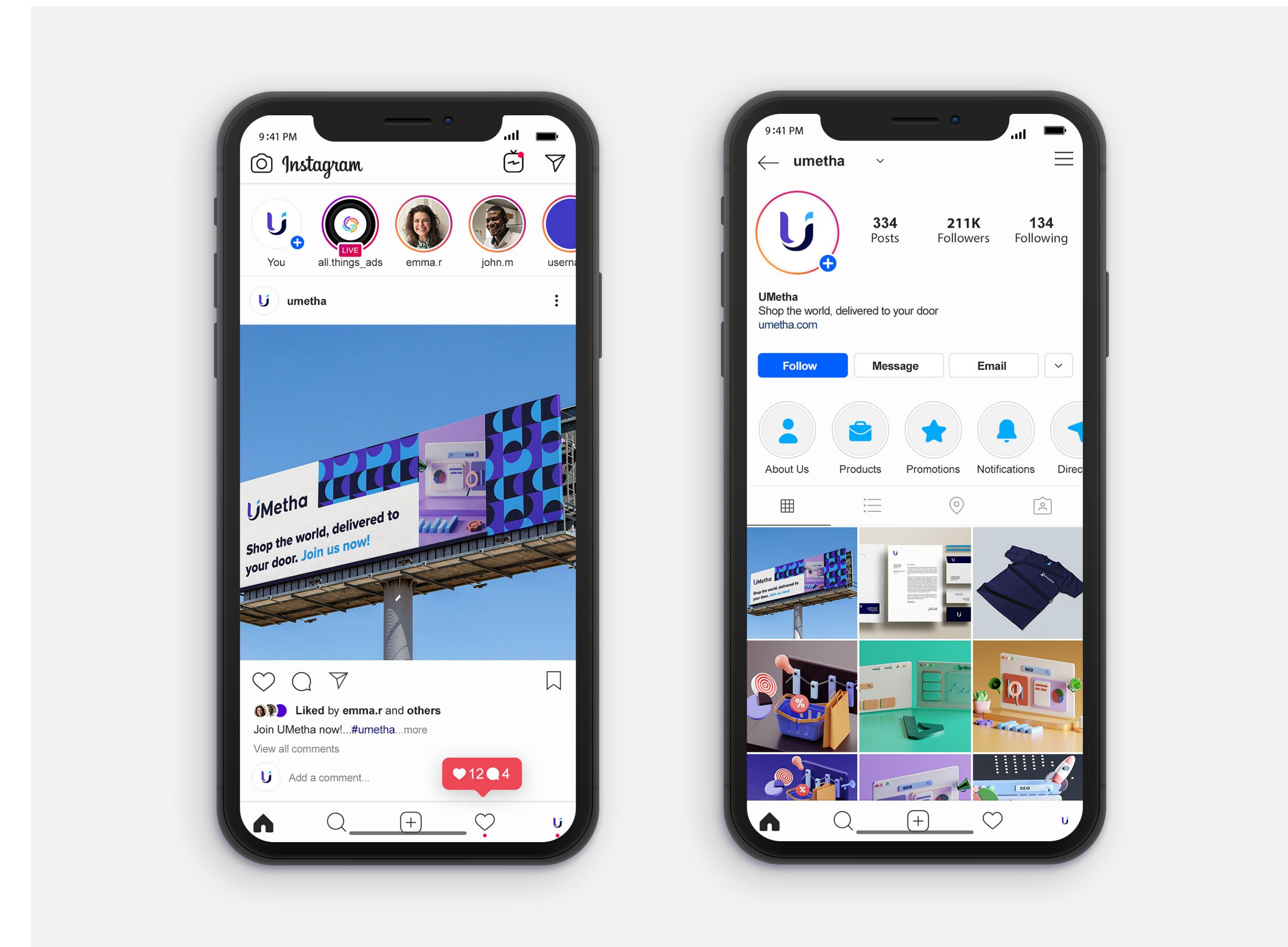
Social media

07 Digital media

Social media

Digital Presence

Use the logo as profile pictures and within cover photos across social media platforms. Preferably use the UserX Rewards Secondary Logo for the profile pictures.



Stationary

Email signatures

Website

Banners

Billboard

Merchandise

08 Application

Stationary

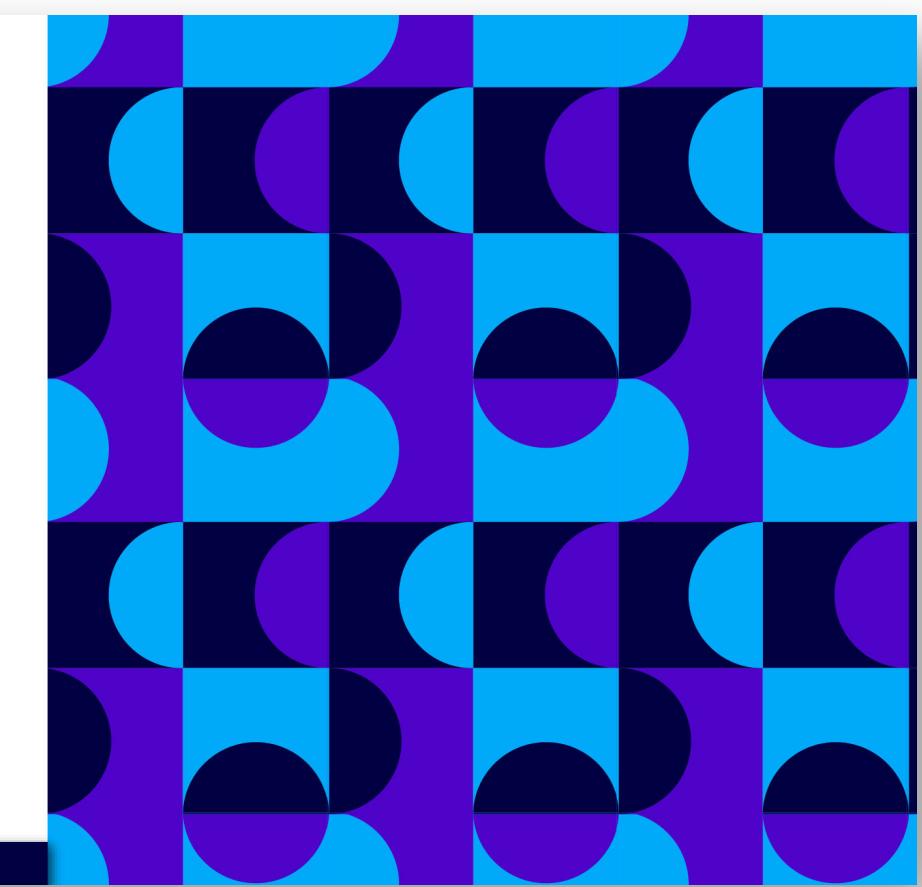
Corporate Materials

Use the logo on letterheads, envelopes, and other office stationery to ensure a cohesive brand image.



Email signature

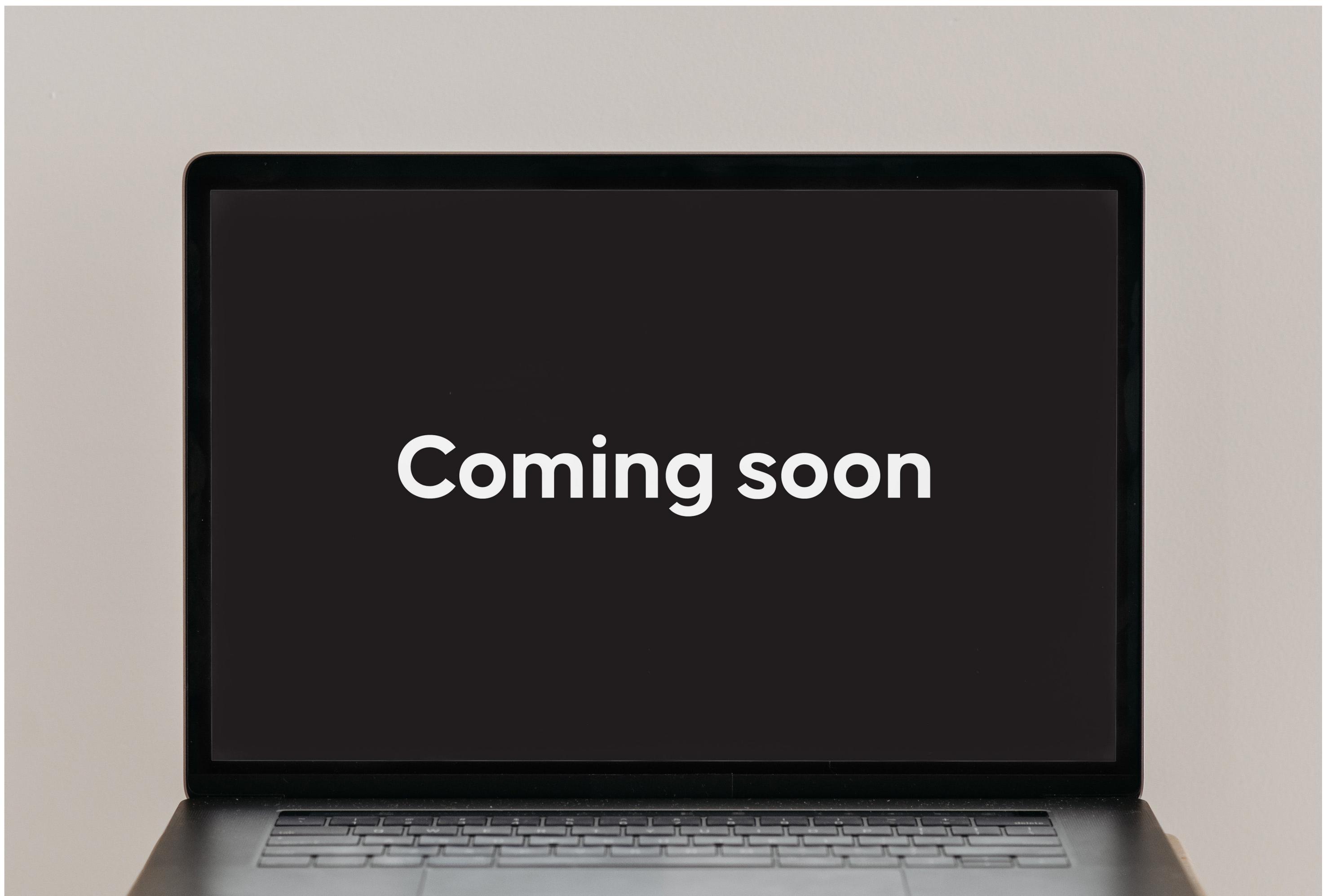
Include the logo and the brand shapes in employee email signatures to maintain a professional and consistent brand image.



Website

Digital Presence

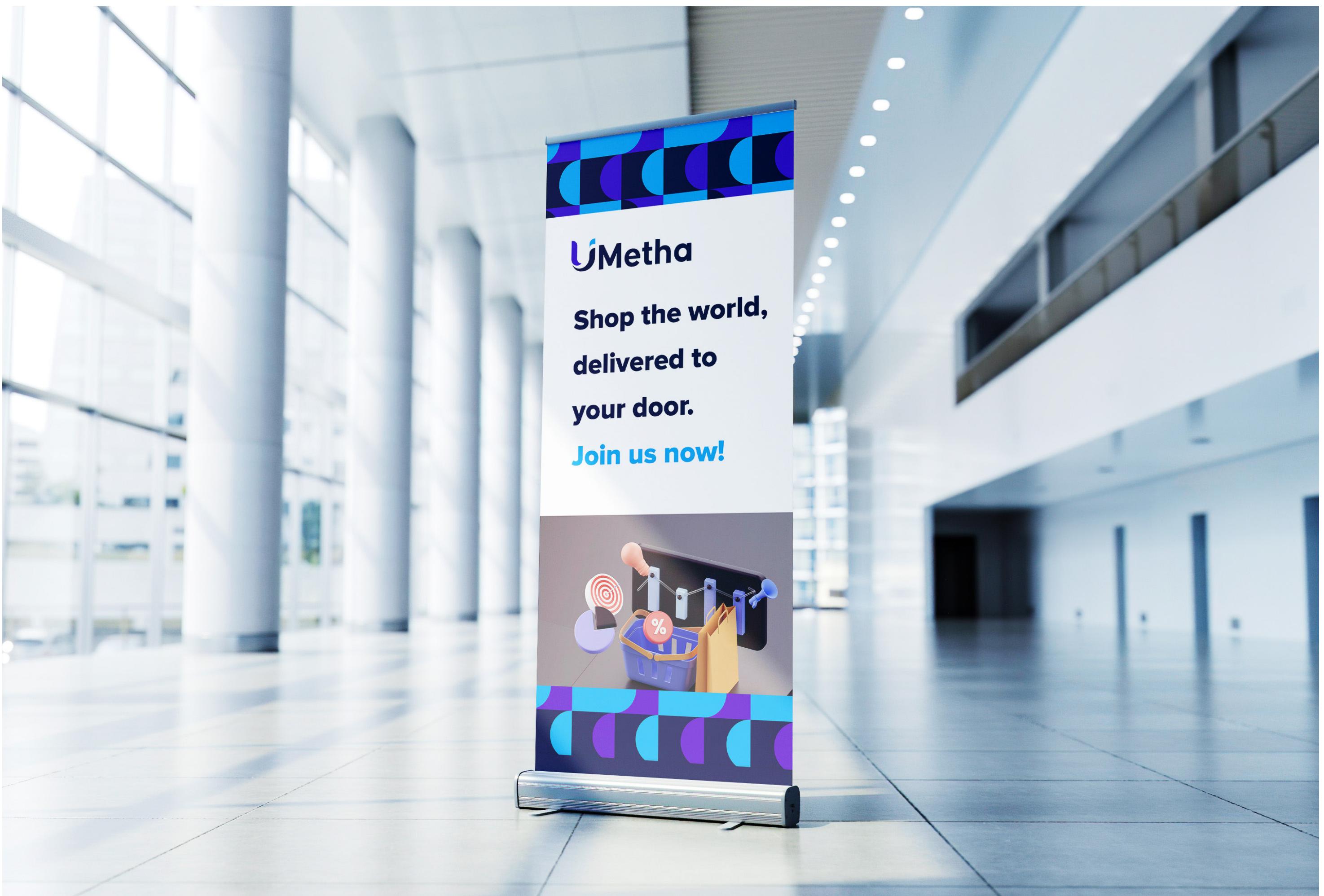
Prominently display the logo on the homepage, navigation bar, and footer to ensure brand recognition.



Banner

Events and Conferences

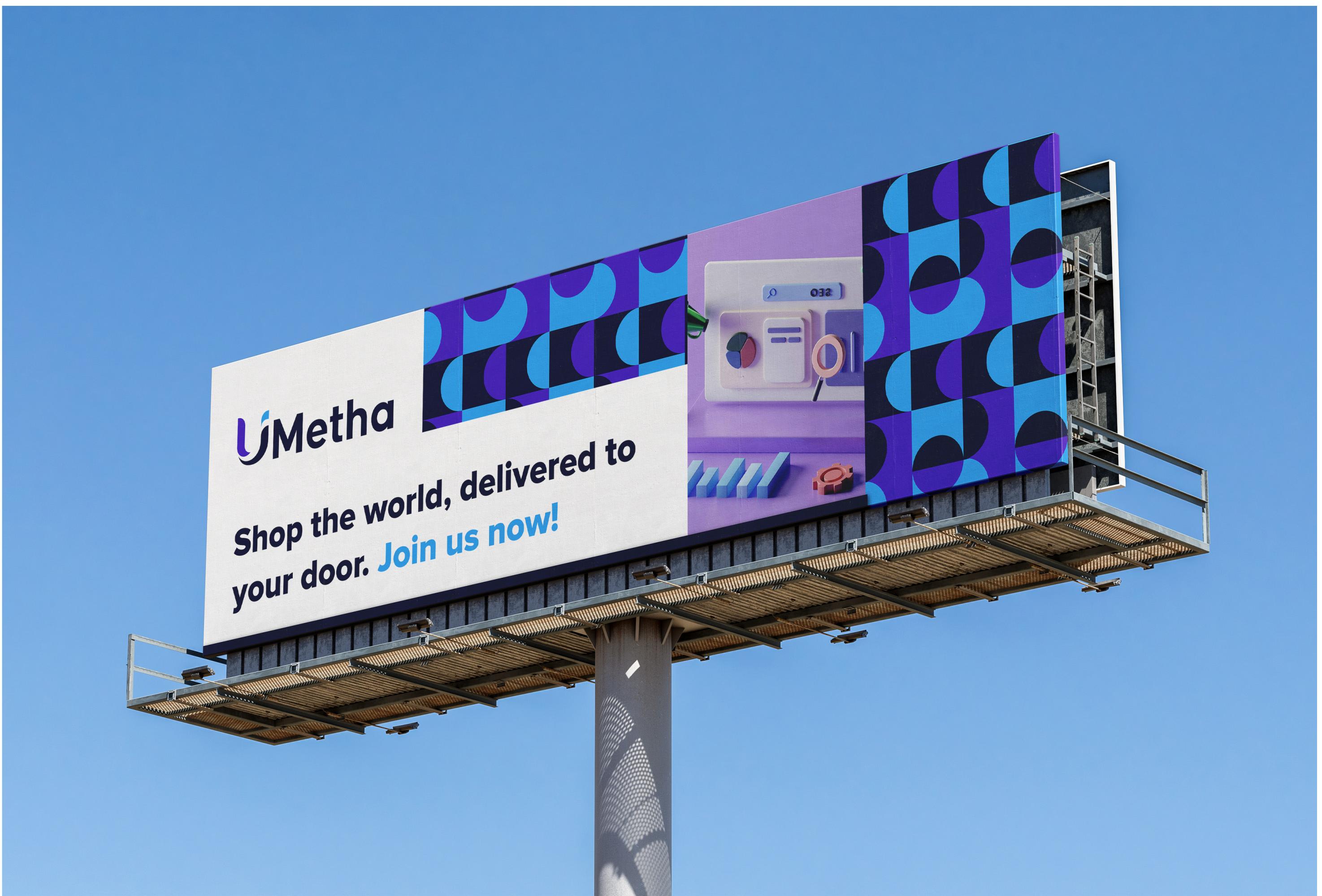
Use the logo on booth designs and banners at industry events to attract attention and reinforce brand presence.



Billboard

Advertisements

Use the logo in online and print ads to build brand recognition and trust.



Merchandise

Include the logo on branded merchandise such as pens, notebooks, t-shirts and USB drives to increase brand visibility



UMetha

...And that's a wrap.

We hope you now have a better understanding of our brand.

