

ReturnLogic Visual Identity System

PRIMARY LOGO



PRIMARY COLORS

R-238
G-132
B-132
#ee8484

R-35
G-65
B-107
#23416b

R-236
G-207
B-138
#eccf8a

ACCENT

R-165
G-207
B-148
#a5cf94

R-139
G-119
B-71
#8b7747

R-159
G-151
B-127
#9f977f

SUPPORTING COLORS

R-243
G-249
B-213
#f3f9d5

R-204
G-201
B-198
#ccc9c6

R-127
G-167
B-221
#7fa7dd

BRAND FONT

GOTHAM

Gotham has a relatively broad design with a reasonable high x-height and wide apertures. It is great for bolded headings and strong stylized advertisenenents. Gotham has (6) weights ranging from light to black.

COMMON USE FONT

Trebuchet

Trebuchet is the common-use font for non-design use across both Windows and Mac platforms. Trebuchet bold and italic can be used for emphasis.

VISUALS

Visuals should be widely used to support brand positioning, conveying:

- Happy customers**, with an over-emphasis on customers who look like target personas aspirational selves--driven, young, hip, slightly alternative, experimental, successful, collegial, urban, informal, interesting, culturally astute.
- Precision**; ReturnLogic is masterful at data and identifying the needle in the haystack
- Connection**; finding connections between data, people, business units, etc., is essential to ReturnLogic’s business model.
- Excellence**; ReturnLogic delivers.
- Simplicity**; ReturnLogic reduces complexity and gives breathing space in time, cost and hassle.

ILLUSTRATION STYLE

Illustrative style draws equal parts of inspiration from tech, fashion and millennial hipster culture.

USES

Illustrations should be used to provide simplified explanations of complicated processes or concepts; visual wayfinding throughout the website and other materials; and visual support for the main points of authored content.

DO

- Use brand color palette
- Use flat colors with minimal, stylized gradients
- Mix neutrals with bold accents
- Use simple outlines

DON’T

- Use drop shadows
- Use complex strokes with accent colors
- Rely exclusively on primary colors
- Use fades to white or vignettes

PHOTOGRAPHY STYLE

Photography style is heavily focused on capturing the emotions and expressiveness of the brand instead of the functionality of what the product does.

USES

Photographs should be used as texture on the website and in other marketing materials to convey the intangibles of the experience with ReturnLogic, who the brand is, and how customers feel. It should be large but not carry the functional message.

DO

- Use beautiful, large, artistic photographs
- Capture people, places and essence instead of things
- Blend with color palette either as a neutral or with spot colors from palette
- Use pops of color to support brand expressiveness

DON’T

- Over-focus on logistics, products, returns
- Use poor quality photos
- Use over-used or cliché stock photography
- Use black and white photography