

EcomBuddha Brand Guidelines

INTRODUCTION TO XYZ BRAND

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01

Logo

LOGO

Construction

Our logo incorporates essential elements to construct a meaningful icon representing our business.

Buddha represents the peace our platform offers for the e-commerce businesses.

Initial of our name 'e'.

Star represents the intelligence.

Cart tires represents our primary customers.



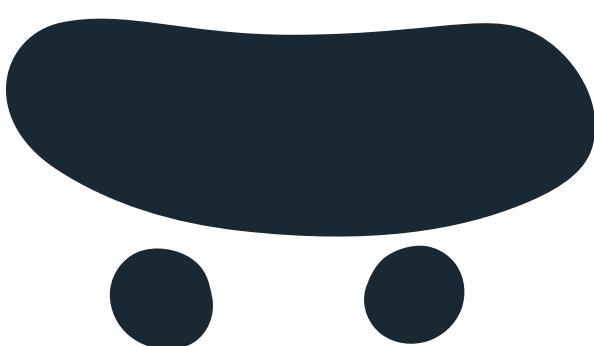
BUDDHA



LETTER 'E'



STAR



CART TIRES

LOGO

Lockups

We've carefully developed multiple logo lockups for different use-cases from favicon to billboard.

The primary lockup will be used most of the time. While others can be used based on the requirements.



PRIMARY LOCKUP



SECONDARY LOCKUP



ICONMARK



WORDMARK

LOGO

Clearspace

For the integrity and legibility of our logo, we've defined a clear space guidelines that ensures our logo is not getting closed with surrounding elements.

We strongly request to adhere to the guidelines for whenever using our logo.

You can easily create the clearspace guides using the instructions provided here.



PRIMARY LOCKUP CLEARSPACE GUIDE

- Divide the wordmark 'ecom buddha' in four equal parts. Defined as 'X' above.
- Extend the gridline above and below to have equal eight parts and extend 1/2x above and below to have exactly equal ninth part divided.
- 'X' is also used as the in-between space between logomark and wordmark.
- Leave, 1.5X on both the sides as clearspace.

LOGO

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SECONDARY LOCKUP CLEARSPACE GUIDE

- Divide the wordmark 'ecom buddha' in three equal parts. Defined as 'X' above.
- Both the sides of the logo will have a clearspace of '3X' while the top and bottom will have a clearspace of '2X'.

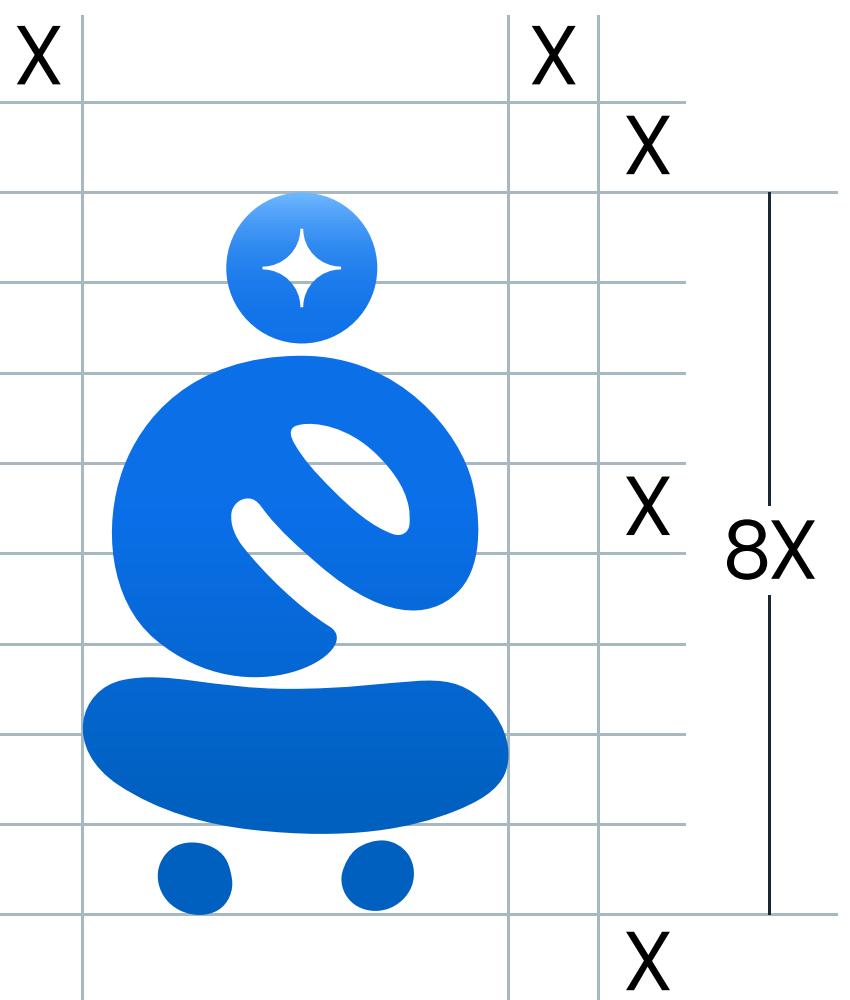
LOGO

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LOGOMARK CLEARSPACE GUIDE

- Divide the logomark in eight equal parts. Defined as 'X' above.
- The 'X' will be the clearspace around the logo mark.



WORDMARK CLEARSPACE GUIDE

- Divide the wordmark 'ecom buddha' in four equal parts. Defined as 'X' above.
- Use the size of 'X' to have exactly '1.5X' clearspace around the wordmark.

LOGO

Don'ts

Along with the clearspace, it is necessary to follow these don'ts of the logo to maintain the integrity of our logo and brand.



DON'T USE GRADIENT ON THE WORDMARK



DON'T CHANGE THE LOGO TO WORDMARK RATIO



DON'T STRETCH THE LOGO



DON'T CHANGE THE LOCKUP OR CREATE A NEW ONE



DON'T CHANGE THE LOGO COLORS



DON'T LET OTHER ELEMENTS INSIDE THE CLEARSPACE



DON'T USE LOGO ON LOW CONTRAST BACKGROUNDS



DON'T APPLY ANY SPECIAL EFFECTS ON THE LOGO



DON'T SKEW OR ROTATE THE LOGO

02

Typography

Brand Fonts

We use Quicksand font family as our brand fonts. For logo, we've used Quicksand Bold style.

Quicksand is an easily available, open source Google font which showcases incredible legibility and readability.

It resembles and resonates with our brand tone and vision.

Quicksand Bold

01234567890

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

{ ! @ # \$ % ^ & * ? } (, : ; " /) [+ - ~]

Hierarchy

We use golden ratio to have a define the hierarchy in any material.

Here's how to define the hierarchy using the golden ratio:

1. Select the smallest/base/ body copy font size.
2. Multiply the body copy font size with 1.618 and round off the number to have a second level hierarchy.
3. Do the same steps as required.

H1 SIZE * 1.618
= TITLE SIZE

Title

H2 SIZE * 1.618
= H1 SIZE

H1 goes in the

H3 SIZE * 1.618
= H2 SIZE

Lorem ipsum dolor sit

BODY SIZE * 1.618
= H3 SIZE

Lorem ipsum dolor sit amet consectetur.
Ultricies risus ut est odio morbi posuere.

12-16PX
BODY COPY

Lorem ipsum dolor sit amet consectetur. Ultricies risus ut est odio morbi posuere. In malesuada nunc tristique aliquet aliquam elit nec. Laoreet vitae cursus volutpat et facilisis congue. Orci sem odio urna tellus lacus eu ultrices viverra. Egestas curabitur.

03

Colors

COLORS

Primary Colors

Primary colors are the one which we use for 60% of the times in all our assets. These colors create our core identity.

We've used these colors in our logo and will be used incorporation with whites.

#FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

#6CB6FF

RGB: 108, 182, 255

CMYK: 49, 18, 0, 0

#0B6FE9

RGB: 11, 111, 233

CMYK: 81, 57, 0, 0

#0060BF

RGB: 0, 96, 191

CMYK: 89, 65, 0, 0

#1B2833

RGB: 27, 40, 51

CMYK: 85, 71, 55, 61

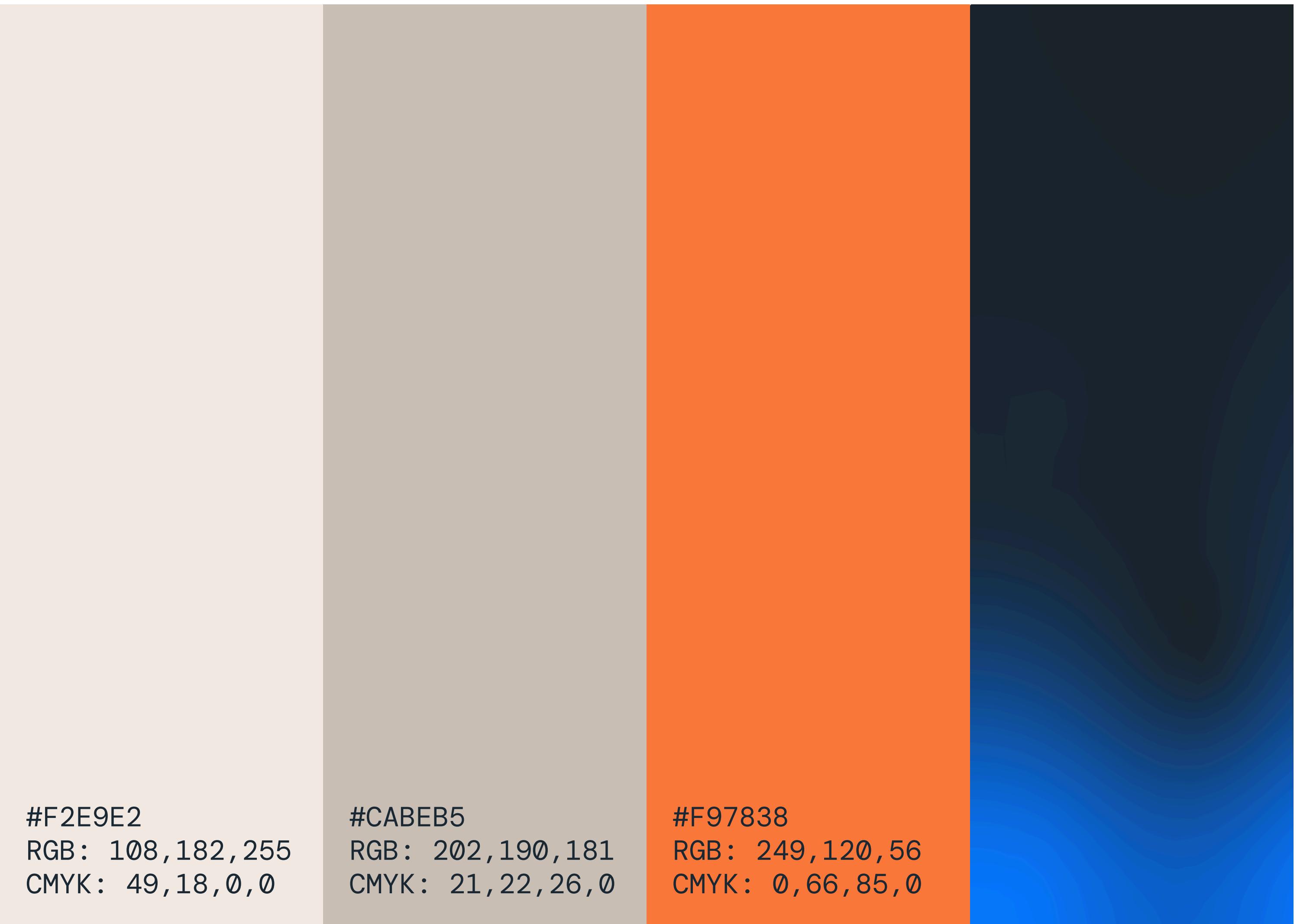
COLORS

Secondary Colors

Secondary colors can be used for 40% of the times as supporting colors to the primary colors.

We've also introduced a gradient patterned background to have a tech feel in our communications.

You can create these gradient backgrounds using primary and secondary colors.



05

Brand in Action



ecom
buddha

Thank You.

IF YOU HAVE ANY QUESTIONS PLEASE DO GET IN TOUCH VIA EMAIL.
XYZ@XYZ.COM