

Styleguide e-Comas

This document aims to set out all the graphic rules useful for creating the different communication media of the company.

This should not be perceived as a constraint but well as a practical tool that should be analyzed in order to ensure the greatest coherence to the visual identity of Seeds.

For any questions, I am at your disposal at the following address: mchabran@agencepytheas.com

Une Histoire, un Design with Agence Pythéas

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1 Logotypes



● The logotype

Vertical logo



Horizontal logo



Description



Notion of speed



Caddie - refers
to Commerce



● Protection zone

A protective space must be respected around the logo in order not to hinder its readability.

It is necessary to use the space of the caddy (without the lines) of speed to define the clearance area all around the logo.



● Minimum size

The minimum size for use of the logo is 30 mm in width.



● Protection zone

A protective space must be respected around the logo in order not to hinder its readability.

It is necessary to use the space of the caddy (without the lines) of speed to define the clearance area all around the logo.



● Minimum size

The minimum size for use of the logo is 50 mm in width.



● Entities

Monolithic brand

This version retains the unity and consistency of the group, while differentiating each entity through distinct colors.

It meets the need for immediate recognition of the group, but remains faithful to the existing identity without modifying the logo or its structure. The color comes to support the service it illustrates.



● Alternative

Favicon is an alternative version of the main logo.

This option should be used when the first logo variation does not match the required space.

It can be used on social networks, printed materials and others.

Mother logo



Entities logo



Marketplace



Distribution



Digital

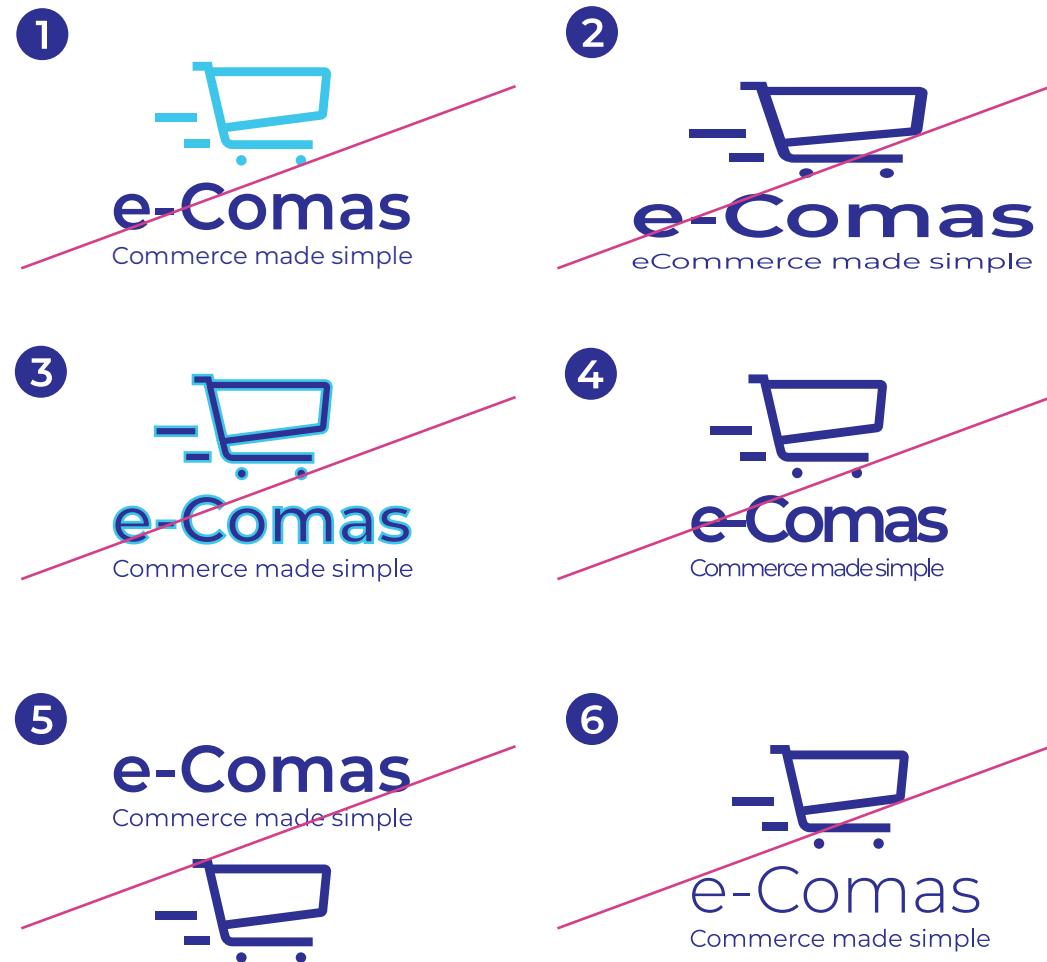


Tech



● Prohibitions

- 1 Change the color
- 2 Deform
- 3 Add an outline or a net
- 4 Amend the space of the elements
- 5 Change the placements
- 6 Change the typography



2 Texts



● Typographies

The identity is based on the use of the Montserrat font distributed by the Google foundry.

We will use 4 variants of this typography:

- Regular
- *Italic*
- **SemiBold**
- **Bold**

It will be necessary to favor the Regular for the current text and the **SemiBold** for the titles and work the hierarchization by differences in size.

The **Bold** will essentially be used to highlight a word or a sentence in a text.

Montserrat Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



● Typographic rules

- ① The title is at voluntary line break.
- ② The text must be systematically placed on the left.
- ③ Compositions centered on the right or justified are to be avoided.
- ④ We recommend using a maximum of three different types of text in the same graphic document.

Here an example of three font sizes:

Big Title

Subtitle

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the **industry's standard** dummy text ever since the 1500s.

—
Title
Montserrat Bold 25 pts

—
Subtitle
Montserrat SemiBold Italic 15 pts

—
Body text
Montserrat Regular 10 pts

—
Important words
Montserrat Bold 10 pts



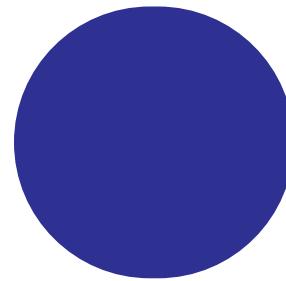
3 Colors



● Main range

The primary identity color is navy blue.

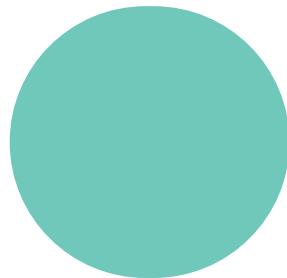
Embody the trust, stability and expertise of a structured group, capable of sustainably supporting brands in their e-commerce development on a global scale.



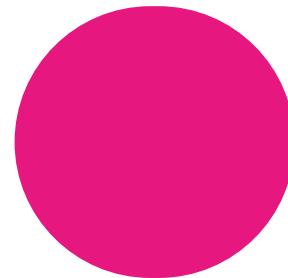
Navy blue :
CMJN : 100 100 0 0
RVB : 47 48 141
Web : #2F308D



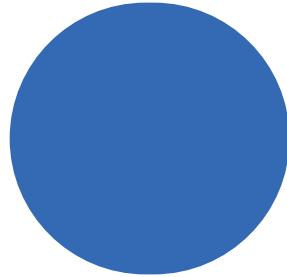
● Sub-range



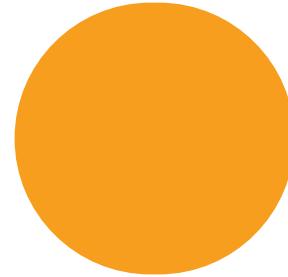
Turquoise
CMJN : 52 0 33 0
RVB : 133 201 187
Web : #85c9bb



Pink
CMJN : 13 89 14 0
RVB : 212 56 127
Web : #d4387f

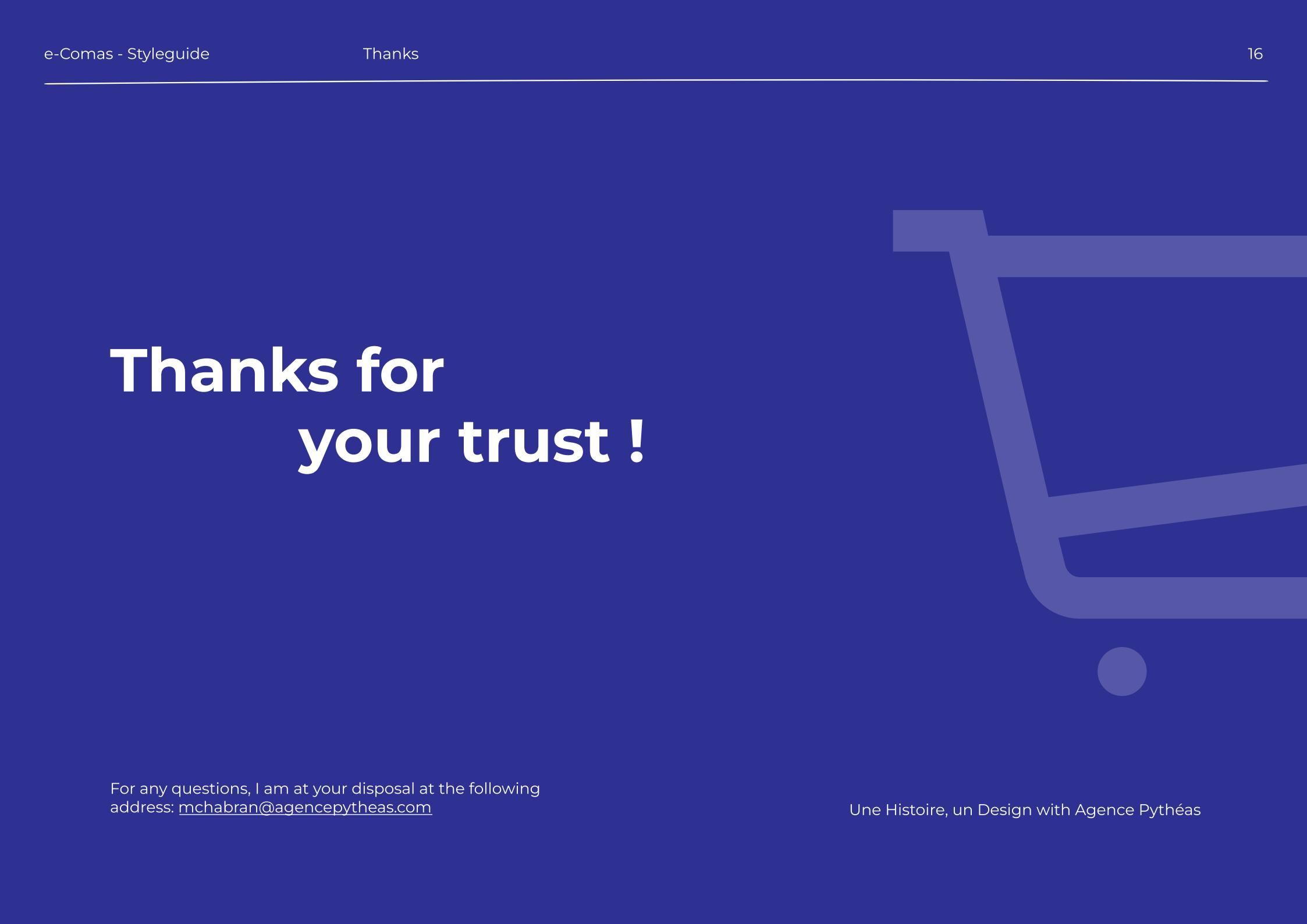


Blue
CMJN : 80 58 0 0
RVB : 68 104 176
Web : #4468b0



Orange
CMJN : 0 42 81 0
RVB : 246 165 61
Web : #f6a53d





Thanks for your trust !

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