



88 MARKETPLACE BRANDING GUIDE



WELCOME TO 88!

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ABOUT 88!

Hello

Welcome to 88 Marketplace!

We are Chicago's LARGEST Chinese supermarket located in East Pilsen, right next to Chinatown! The following is some of 88's basic information:

LOCATION: 2105 S. JEFFERSON ST. CHICAGO, IL 60616
(SECOND FLOOR)

PHONE: (312)-929-4926

EMAIL: CONTACT@88-MARKETPLACE.COM

HOURS: 8:00 A.M. - 8:00 P.M.

HOURS SUBJECT TO CHANGE DURING HOLIDAY PERIODS.

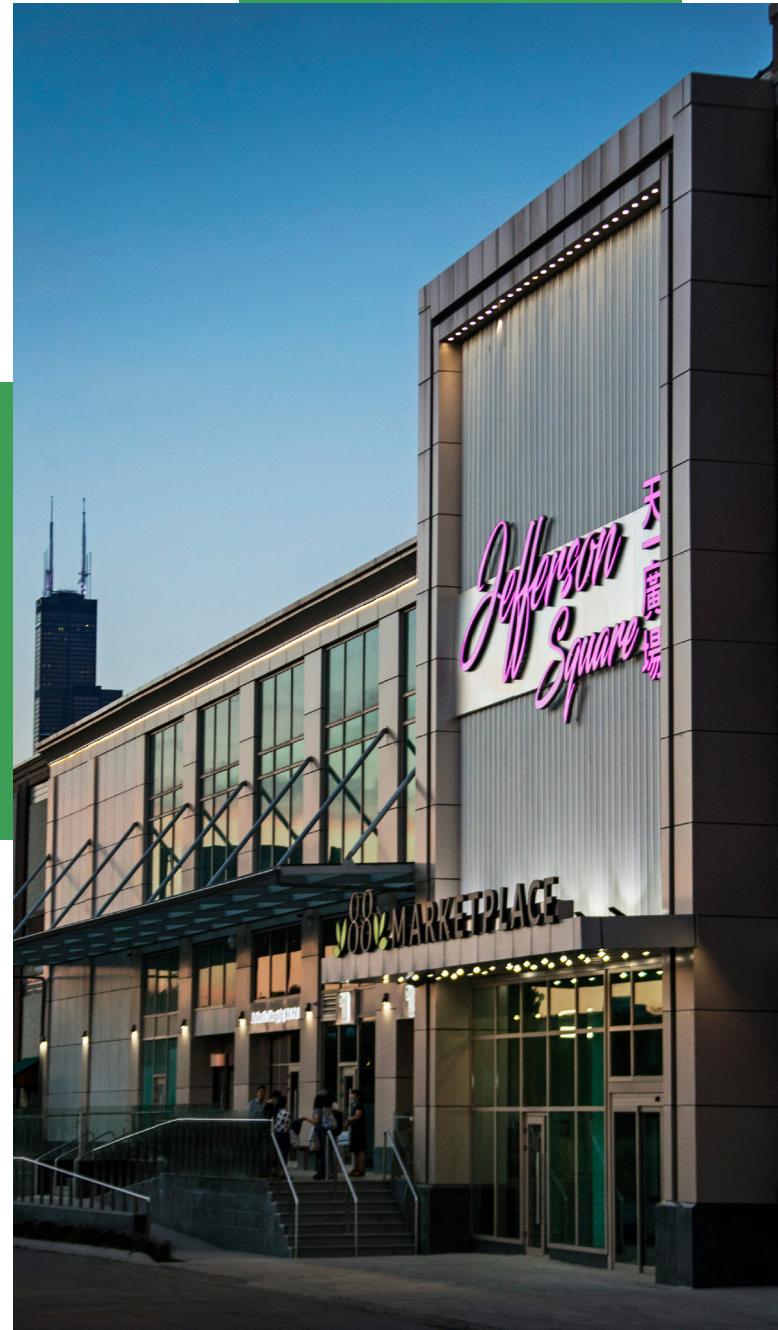
THIS INFORMATION IS POSTED ON MOST - IF NOT ALL - PUBLICATIONS (PHYSICAL/DIGITAL).

THIS STANDARD INFORMATION SHOULD BE FORMATED AS SEEN ABOVE WHENEVER POSSIBLE.

88 MARKETPLACE MISSION

PG. 4 | MISSION

At 88 Marketplace, we strive to serve and enrich our communities by providing fresh, high quality products at a great value with exceptional service. We are committed to putting people first and are committed to fostering the growth of our employees and community.



LOGO FORMATS

MAIN LOGO



THE FOLLOWING IS THE MAIN LOGO FOR 88 MARKETPLACE. WHEN USING THE BRAND'S LOGO, THE FOLLOWING MUST BE ENSURED:

USE:

ANY REFERENCE OR PUBLICATION IN RELATION TO 88 MARKETPLACE (PHYSICAL/DIGITAL) MUST CONTAIN THE LOGO - OR THE APPROPRIATE VARIATION - WHEREVER POSSIBLE.

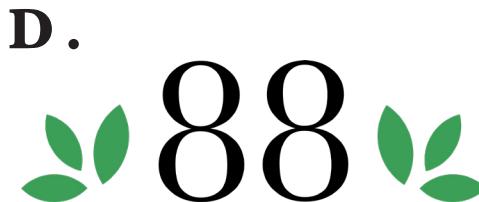
RESTRICTIONS:

THE LOGO(S) WILL NOT BE USED IN CONJUNCTION WITH COLORS/THEMES NOT ASSOCIATED WITH THE BRAND'S PALATE.

ANY USE OF AN ALTERNATE LOGO VARIATION MUST BE APPROVED BEFORE BEING PUBLISHED.

LOGO FORMATS

LOGO VARIATIONS



THE FOLLOWING (C-F) ARE THE LOGO VARIATIONS THAT CAN BE USED WHEN REFERENCING 88 MARKETPLACE IN ANY FORM OF PUBLICATION (PHYSICAL/DIGITAL). THE GUIDELINES SET FORTH MUST BE ADHERED WHEN USING THE FOLLOWING LOGO VARIATIONS:

- THE MAIN LOGO (PG. 6) IS TO BE THE PRIMARY LOGO USED FOR ANY PUBLICATIONS REFERENCING 88 MARKETPLACE.
- VARIATION C IS TO BE USED AS THE PRIMARY LOGO WHEN ANY PUBLICATION IS DONE IN CHINESE FORMAT.
- VARIATIONS E & F CAN BE USED AS SECONDARY LOGOS, IN ADDITION TO THE MAIN LOGO, WITH DISCRETION ADVISED.
- VARIATION D CAN BE USED AS A COMPLEMENTARY LOGO FOR EITHER ENGLISH OR CHINESE PUBLICATION. IT CAN ALSO BE USED TO REFERENCE THE MARKETPLACE SIMPLY AS "88".

TYPEFACE A

Typeface Heading Style 1: BASKERVILLE

Typeface A - also known as the Baskerville font - is the Primary typeface of 88 Marketplace. Any publication (physical/digital) should adhere to the guidelines set forth:

When spelling the brand's name, it is essential to ensure that the '88' is done in Typeface A.

8 8

Any primary text (headings, titles, etc.) Should be done using only this font.

HEADING : TYPEFACE A

Any publication made not using the brand's specific typefaces will be subject to review and alteration - if deemed appropriate.

** THIS PAGE WAS WRITTEN USING THE
BASKERVILLE FONT **

Typeface Subtext Style 1: ROBOTO

Typeface B - also known as the Roboto font - is the Secondary typeface of 88 Marketplace. Any publication (physical/digital) should adhere to the guidelines set forth:

When spelling the brand's name, it is essential to ensure that 'Marketplace' is done in Typeface B.

M A R K E T P L A C E

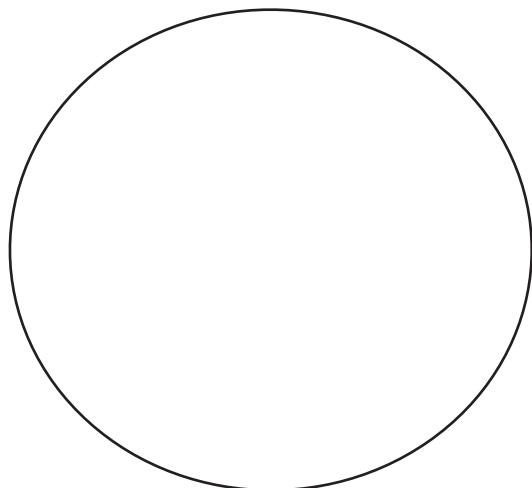
Any secondary text (body paragraphs, subtext, etc.) Should be done using only this font.

S U B T E X T : T Y P E F A C E B

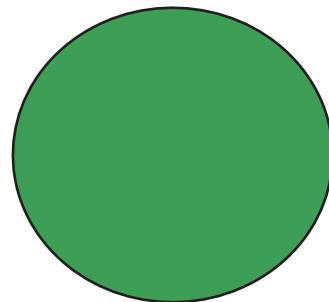
Any publication made not using the brand's specific typefaces will be subject to review and alteration - if deemed appropriate.

* THIS PAGE WAS WRITTEN USING THE
ROBOTO FONT *

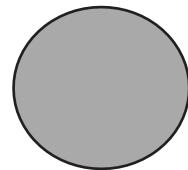
COLOR PALETTE

**WHITE**

#ffffff

**88-GREEN**

#3d9e56

**GREY**

#a9a9a9

**BLACK**

#000000

THE FOLLOWING ABOVE ARE THE COLORS USED TO REPRESENT 88 MARKETPLACE. ANY PUBLICATION (PRINT/DIGITAL) MADE BY 88 - OR ITS ASSOCIATES - SHOULD ADHERE TO THE FOLLOWING GUIDELINES:

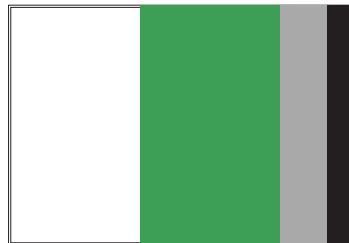
ONLY THE WHITE & GREEN COLORS OF THE PALETTE MAY BE INTERCHANGEABLE AS THE PRIMARY.

ANY TEXT WRITTEN SHOULD ALWAYS BE IN BLACK - UNLESS THE BACKGROUND IS GREEN, THEN IT IS WRITTEN IN WHITE.

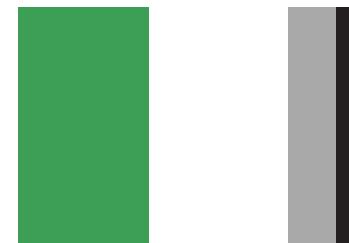
COLOR PALETTE

PG. 10 | COLOR

A.



B.

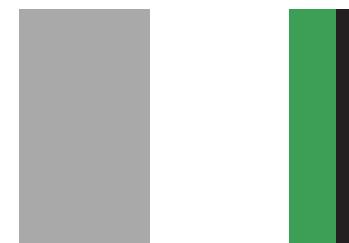


Color variations A & B are the main color palettes used for any publication (physical/digital) made by 88 - wherever applicable. These two palettes can be interchangeable with each other, but not with palettes C & D. Any major changes to the palette will be subject to review before undergoing publication.

C.



D.



Color variations C & D are the secondary color palettes used for any publication (physical/digital) made by 88 - wherever applicable. These two palettes can be interchangeable with each other, but not with palettes A & B. Any major changes to the palette will be subject to review before undergoing publication.

IMAGERY

88 MARKETPLACE PHOTO STANDARDS

When using any imagery of - or related to - 88 Marketplace, it must be ensured that only high quality pictures/video are taken. Any type of imagery taken without authorized equipment, or handled improperly, will be subject to review. The imagery used by 88 Marketplace is not only to showcase our products, but to also develop and maintain the brand's aesthetic - and this is done by ensuring high quality imagery is used.



Any form of imagery of, and by, 88 Marketplace is allowed to be used on any type of publication (physical/digital) made by 88 and its associates. Any, and all, imagery taken by 88 Marketplace should be archived and filed - with correct labeling - in order to ensure a standard and consistent method of maintaining records.

88 MARKETPLACE VOICE STANDARDS

When acting on behalf of - or speaking as - 88 Marketplace, it is essential that the proper voice of the brand is maintained consistent throughout all forms of publication (physical/digital). Any alterations or improper use of the brand's voice in any form that is considered offensive - or not in line with the brand's mission - will result in the revocation of being able to represent the brand in any form.

The following must be ensured when acting on behalf of the brand:

LANGUAGE :

The language used when acting on behalf of 88 Marketplace should be of a positive nature. The language used should never be offensive and should encourage engagement among its audience. The language used should be maintained consistent throughout all mediums in order to ensure consistency within the brand.

TONE :

The tone used when acting on behalf on 88 Marketplace should be used in a way, so the manner in which things are said are not offensive or controversial to anyone. This relates to the way things are said, and the reaction the audience gives, not what we say.

MOOD :

The mood of 88 Marketplace should always be one of an upbeat, happy, and helpful nature. Any improper use, or misuse, of the brand's mood in relation to voice will not be tolerated.

ONLINE PRESENCE

WHEN REPRESENTING 88 MARKETPLACE THROUGH FORM OF ONLINE MEDIUM, THE BRAND'S ONLINE PRESENCE SHOULD ADHERE TO THE RULES SET FORTH IN THIS GUIDEBOOK. IT IS IMPERATIVE TO ALWAYS MAINTAIN A POSITIVE ATTITUDE, BE RECEPTIVE TO FEEDBACK - BOTH POSITIVE & NEGATIVE - AND TO ENSURE WHATEVER IS PUBLISHED BY 88 IS OF HIGH QUALITY AND STANDARD.

88 MARKETPLACE'S ONLINE PROFILES ARE TO BE UPDATED ON A REGULAR BASIS ENSURING CONSISTENCY THROUGHOUT. THE FOLLOWING ARE WHERE YOU CAN FIND 88 MARKETPLACE ONLINE:



88 MARKETPLACECHICAGO



88 MARKETPLACE



WWW.88-MARKETPLACE.COM



88 MARKETPLACE_CHICAGO



88 MARKETPLACE

OVERVIEW

PG. 11 | OVERVIEW

WHEN REPRESENTING 88 MARKETPLACE AS ITS OWN ENTITY, IT MUST BE ENSURED THAT THE GUIDELINES SET FORTH IN THIS DOCUMENT ARE MET IN ORDER TO DEVELOP/MAINTAIN, THE COMPANY'S IMAGE, VOICE, ONLINE PRESENCE, & RELATIONSHIPS WITH THOSE IT CHOOSES TO DO BUSINESS WITH. ANY MISUSE OR UNAUTHORIZED USAGE OF THE COMPANY'S LOGO, IMAGE, OR NAME WILL NOT BE TOLERATED. ANY ALTERNATE USE OF 88'S LOGOS, MEDIA, AND OTHER ASSETS WILL BE SUBJECT TO REVIEW.



*Jefferson
Square*

天一廣場

MARKETPLACE



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