



Ethicli Brand Manual









Visual and Brand Identity

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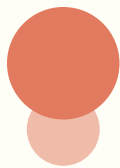
Ethicli helps you shop for ethical products.

“Demand quality not just in the products you buy, but in the life of the person who made it.”
— Orsola de Castro, *Leader in Sustainable Fashion*

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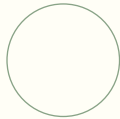
4 | Color Scheme





#E07A5F

Red - sampled from coral
Hover color 50%



#FFFCF2

Cream - sampled from flowers



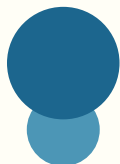
#C6D4C5

Light Green - sampled from plants
Hover color 30%



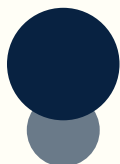
#89A387

Leaf Green - sampled from plants
Hover color 50%



#05668D

Blue - sampled from ocean
Hover color #4E96B7



#0A2342

Dark Blue - sampled from sky
Hover color 60%

Alerts, warnings, CTAs. Use sparingly.

Be a Beta Tester!

Report an Issue

Report an Issue

Shop rating unavailable.

Backgrounds, text on dark.

Ethicli

Terms of Use



Supporting color, backgrounds.

Ethicli helps you shop for ethical products.

"Demand quality not just in the products you buy, but in the life of the person who made it."

- Orsola de Castro

Shop Ethicli

Supporting color, footer, less used background.

✉ Advertise on Ethicli
📷 Blog
🐦 Donate
in Download for Chrome
🔧 Download for Firefox



Buttons, links, secondary text.

questions at hello@ethicli.com.

View Details

View Details

Shop: Clean Bean Cafe

Anti-Racism

Primary text on light backgrounds, backgrounds.

Donate

Shops

FAQ

Download ▾

Environmental Impact

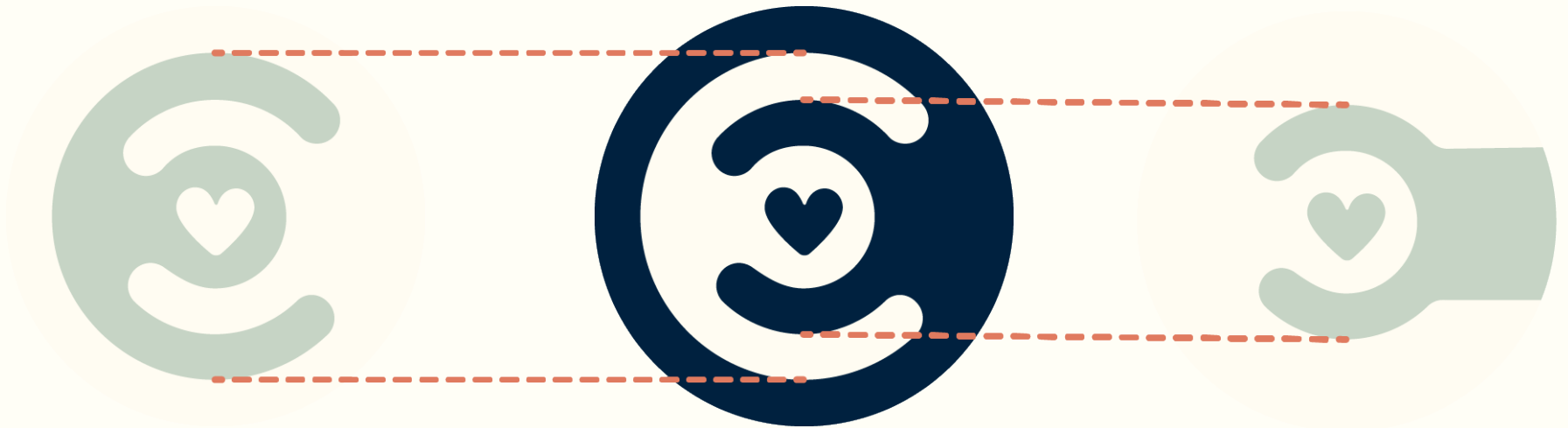
How it Works

While shopping, click on the Ethicli icon in your browser menu to see a breakdown of a shop's score. Want to know more? Select "View Details" to access links, sources, and suggestions for better

6 | Logo



Ethicli's logo should be present upon every marketing asset and other online communication avenues. At least one logo should be fully visible, along with the text "Ethicli" somewhere on the asset.

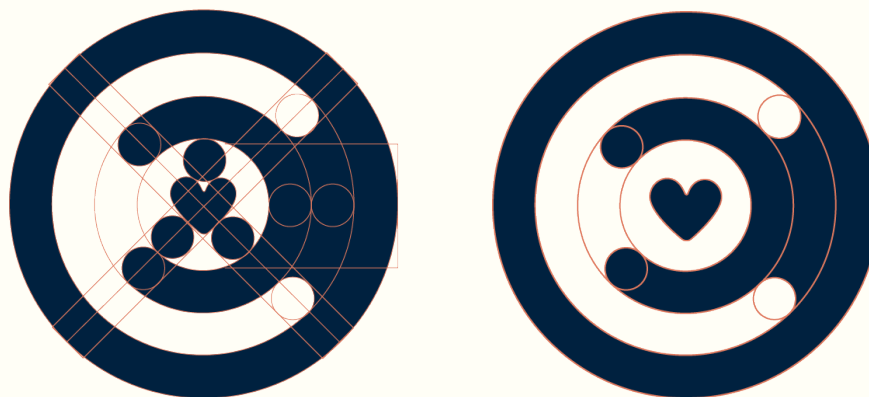


"E" and Person 1

The negative space in Ethicli's logo represents a person turned to the side and a heart within the head, with arms pointing right. It's also in the shape of an "E", with the arms forming the top and bottom of the capital letter.

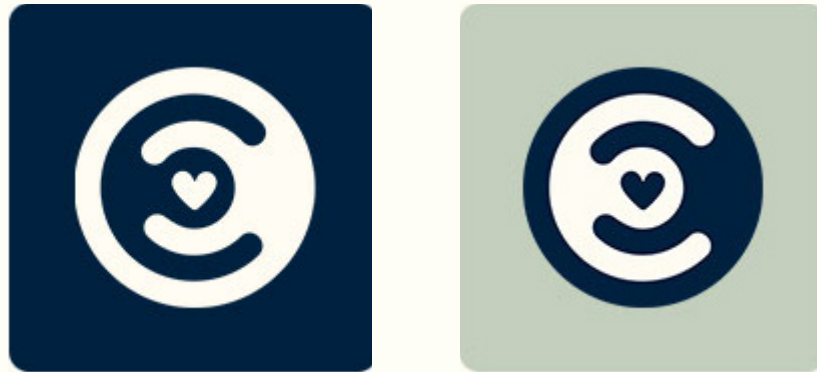
Person 2

The dark part of the standard logo forms part of a second person, with the heart as the head and arms pointing left. The arms interlink with the negative form of Person 1 to give a sense of togetherness and community.



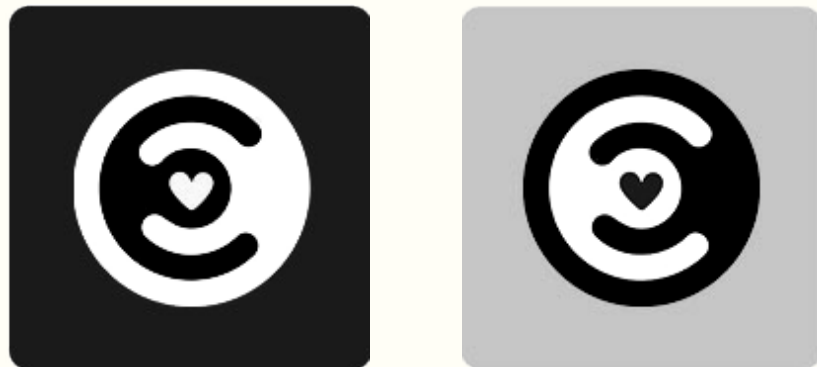
Logo Restrictions

Logos should retain the color, shape, and orientation when being used to represent Ethicli's identity. Patterns may use variations and warping of the logo, but must use brand colors (pg. 5). Use of altered logo in pattern does not count as a representation of Ethicli's brand.



Allowed - Colored Logos

Standard logos on a light background. The only colors permitted in the logo are cream (#FFFCF2) and dark blue (#0A2342).



Allowed - Black and White

Black (#000) and white (#fff) are permitted as logo colors on print collateral, and for non-colored marketing materials. White should replace cream, and black should replace dark blue.

Not Permitted

The following logos have been changed and should not be used in the branding.



Stretching

No warping on any axis allowed



Flattening

No warping on any axis allowed



Rotation

No changes to orientation allowed



Warping

No warping on any axis is allowed



Design Change

No changes to internal logo design



Cut-offs

Full logo must be visible at all times



Brand Colors

No off-brand colors can be used on logo



Brand Colors

No adding colors to logo (even if on-brand)



Partial Logo

Full logo must be visible at all times



Partial Logo

Full logo must be visible at all times

10 | Imagery



Major Imagery & Pattern

These are the repeated imagery used, generally in a flat 2D style. Plant Dude is our mascot! Plant Dude can be different colors as long as there is enough contrast to distinguish facial features. The logo can also be incorporated as a stylized pattern in designs.



*Happy and sad
Plant Dudes*



Shopping Bags



*Modified lady from
Humaaans.com, used
only in presentations*

Seasonal & Holiday Imagery

Imagery created for custom holidays, events, and purposes. The facial feature of Plant Dude is often added to objects related to the event (ex. Halloween Pumpkin Dude). Emojis are also often used in seasonal imagery to make graphics more engaging.



Valentine Dude 2021



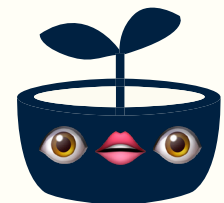
*Pumpkin Dude for
Halloween 2020*



*Turkey Hat for
Thanksgiving 2021*



Health & Safety Plant Dudes



April Fools 2021

Photos

Photos used are from unsplash, pexels, and other open-source platforms.

12 | Typography



Roboto is just our type!

Ethicli uses only one typeface -- Roboto. Roboto Bold is generally used for headers, and Roboto Regular is for body text. The **Light, Regular, Medium, Bold, and Black** weights are allowed, but **Roboto Thin SHOULDN'T be used due to legibility issues**. Roboto Black isn't shown in the type analysis.

**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**

***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***

Roboto Bold and Roboto Bold Italic. Font-size 32px. Line-height 36px. Good for titles.

**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**

***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***

Roboto Medium and Roboto Medium Italic. Font-size 24px. Line-height 30px). Good for subtitles.

**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
*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***

Roboto Regular and Italic. Font-size 16px. Line-height 20px). Good for body text.

**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
*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***

Roboto Regular and Italic. Font-size 16px. Line-height 20px). Good for captions.

14 | Web Elements



Containers

Text should be left aligned, including titles. Line-heights are all 1.5em.

This excerpt uses a title type size of 26px (19.5pt, 1.625rem) with font weight 600.

The body type size is 15px (11.25pt, 0.94rem) with font weight 400.

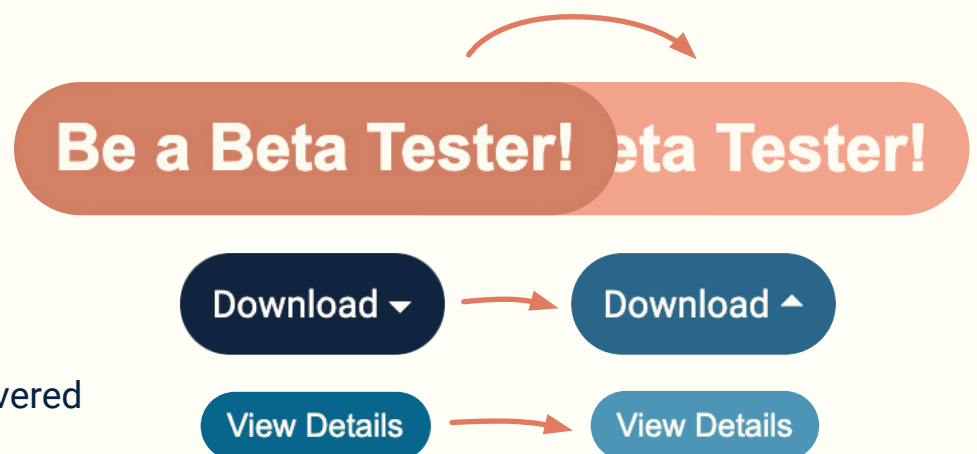
Titles often have a dual-color style. Variations of the primary branding colors can be used as long as there is enough contrast between the text and the background.



Buttons

Buttons can be any main color from the branding palette, and when hovered over, it changes to the hover colors (pg. 5)

The exception is dark blue, which when hovered over should turn the lighter blue color.



16 | Social Graphics



There are multiple social media announcement styles that Ethicli uses. All social graphics should contain Ethicli's logo. The following are suggested styles, but feel free to get creative!

Company, Site, Extension



- Image of product or company update
- Description of update

Initiatives & Involvement



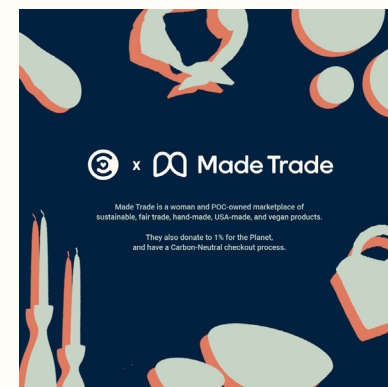
- Main announcement in stylized text
- Plant Dude
- Photo background

Celebrations & Holidays



- Description of involvement
- Plant Dude or other visual element that incorporates Plant Dude's facial features
- "Cutout" appearance **OR** translucent photo background allowed. "Cutouts" have a parchment texture overlay and have shapes with a subtle drop-shadow applied.

Partnerships



- Layered shadow graphics of products from partnering shop
- Ethicli logo x partnering shop logo
- Brief description of partner organization

18 | Mockups





20 | Contact



ethicli.com

Email — hello@ethicli.com

Instagram — [@shop.ethicli](https://www.instagram.com/shop.ethicli)

Twitter — [@Shop_Ethicli](https://twitter.com/Shop_Ethicli)

Facebook, LinkedIn, Reddit, YouTube — [@Ethicli](https://www.facebook.com/Ethicli)

