# expocart

BRAND GUIDELINES

# EXPOCART LOGO COLOUR COMBINATIONS

This section deals with the various forms that the *ExpoCart* logo can take.

**1** The full logo, featuring both the icon and the wordmark. This should be used whenever possible to officially represent the company. The logo is intentionally bright, bold and will stand out wherever it is used in this context. This logo should be used on the official ExpoCart blue background, or over any dark, sparsely populated imagery, taking into account the spacing and clear zone rules, which will follow.

**2** The second full logo variation is designed for use on lighter colour backgrounds, but is also primarily more of a 'corporate' logotype. This should be used to substitute the primary full logo if in use on any print materials, invoices, email or stationary.
In addition, two futher 'masking colours' can be used if neither of the primary logotypes are clearly visible, or are intended to be more obscure (be it over imgary or at the bottom of an e-mail).
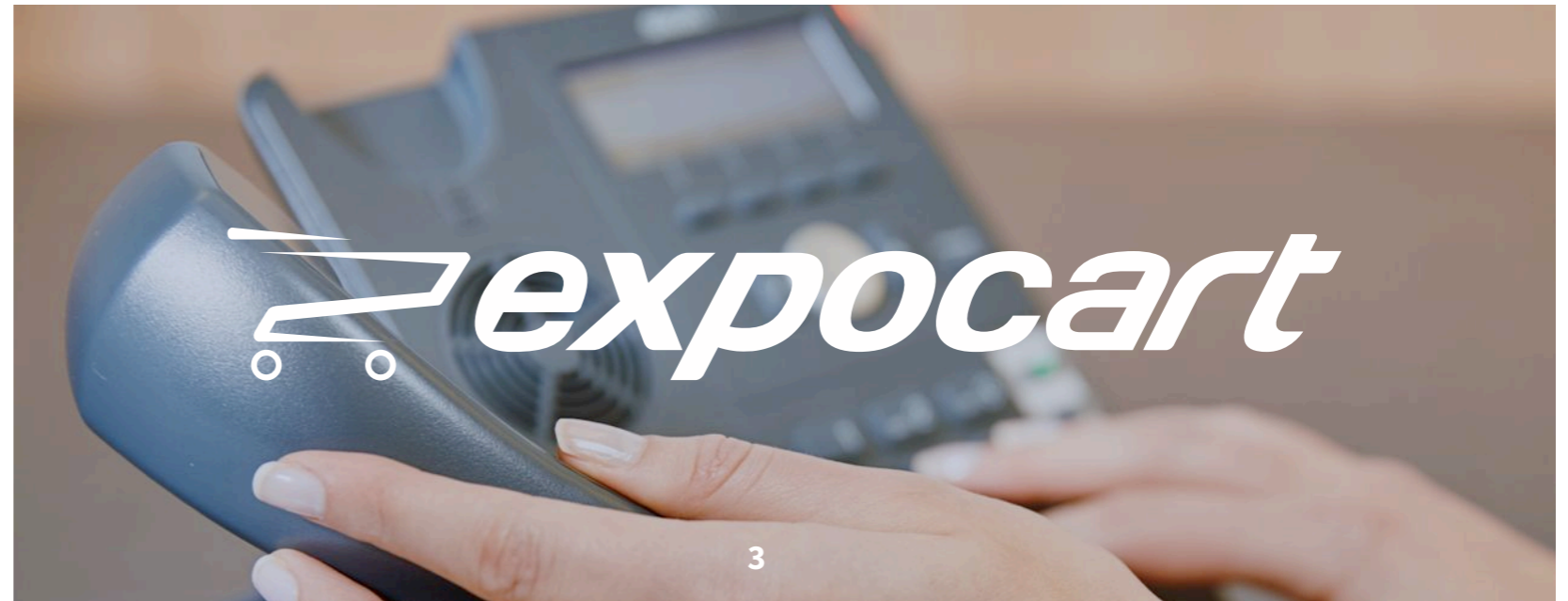


**1**

**2**

# EXPOCART LOGO COLOUR ALTERNATIVES

This section deals with the various alternative forms that the *ExpoCart* logo can take.

**3** The full logo, featuring both the icon and the wordmark. If used overy imagery, which could cause illegibility, the logo should be used in a single-colour 'masked' form.
The white variation of this logotype should be used as the primary alternative to versions 1 & 2 and should always be treated according to the guidelines set out on subsequent pages.

**4** The darker variation may be used in the rare scenarios where the white logotype is not visible and nor are colour combinations 1 or 2.
Such circumstances would involve a light background, with blue tones, which could cause legibility issues.
Finally, this logotype may be used in more obscure areas such as at the bottom of a document or signature, where the logo is intentionally obscure. This logo should never be used in place of the primary logo where this logo is customer-facing, unless necessary.



3

4

# EXPOCART LOGO ALTERNATIVE LAYOUT

This section deals with the various forms that the *ExpoCart* logo can take.

This alternative logo layout is designed for secondary use, behind the full horizontal logotype.
The primary application for this alternative layout is when space is limited in width. Such instances include use in social media; avatars, graphics, e-mail signatures and stamps.

**1** The primary, alternative layout logo. Bright and bold, clean 'ExpoCart' blue background and standard logo colour palette.

**2** The secondary colour, alternative layout logo, for use in e-mail signatures, busniess cards, stationary...etc.

**3** The primary 'masking' colour in the limited width layout. Works effectively over imagery, as long as it is dark and not too complex to obscure legibility.

**4** The final 'masking' colour for use in the assigned contex, e.g. as areas where the logo should not be the primary focal point, such as email and newsletter footers.

# EXPOCART LOGO SIZING & SPACING

All forms of the *ExpoCart* logo must conform to designated size guidelines set out on this page. Using a combination of the pictoral mark 'wheel' and 'e' of the 'ExpoCart' wordmark, you can clearly see how the various logo elements should be sized and positioned in relation to one another.

**1** The full social / limited width logo

Here you can see that when being used in a circular format, the logo must be contained within the square intersection of the boundary. In addition, the logo should have the exact room for an 'wheel' to fit all around the logo, except for either side of the wordmark, which has exactly half the width of the 'wheel' on either side.
The wordmark itself should also exactly the same height as the 'wheel' of the pictoral logo for any letters without a trunk or tail.

**2** The pictoral mark only

Once again, the 'wheel' of the pictoral mark is used to ensure that the 'cart' appears at the optimum size and retains the appropriate spacing.
For square or circular logo spaces, the space above and beneath the logo should square to the height of at least two 'wheels' and be centred vertically.

**3** The full primary logotype

Here, the 'wheel' of the pictoral mark separates the workmark and the 'e' provides the spacing guidelines around the entire logotype.

**1** | **2**

**3**

# EXPOCART LOGO CLEAR SPACE

All forms of the *ExpoCart* logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

The red areas indicate the exclusion zones, which no elements may enter under any circumstance. The green areas represent the ideal amount of clear space required to effectively display the logo for maximum legibility.

Wherever clear space exists above or beneath the exclusion zones, the logotype should be centred either vertically or horizontally.

**1**   The full social / limited width logo

**2**   The pictoral mark only

**3**   The full primary logotype
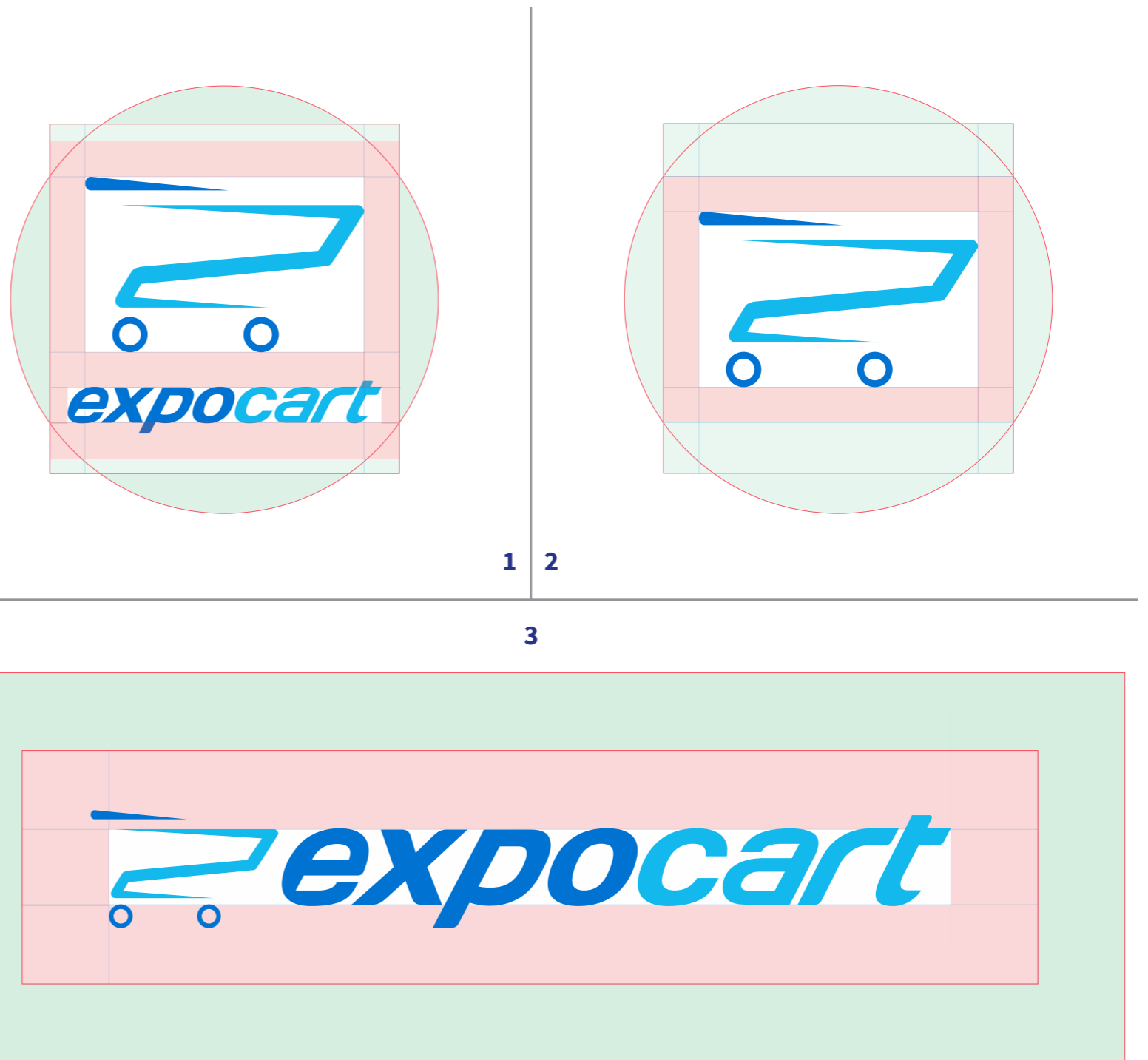
# EXPOCART LOGO SIDE-BY-SIDE COMPARISON

This section deals with the various forms that the *ExpoCart* logo can take.

**1** The original limited width / social logotype. Good when displayed at a large size, but extremely limited and somewhat illegible at smaller viewing sizes.

   **A** *Standard social profile photo resolution*
   **B** *Standard mobile social profile photo resolution*
   **C** *Simulated mobile social profile thumnail*
   **C** *Simulated desktop social profile thumbnail*
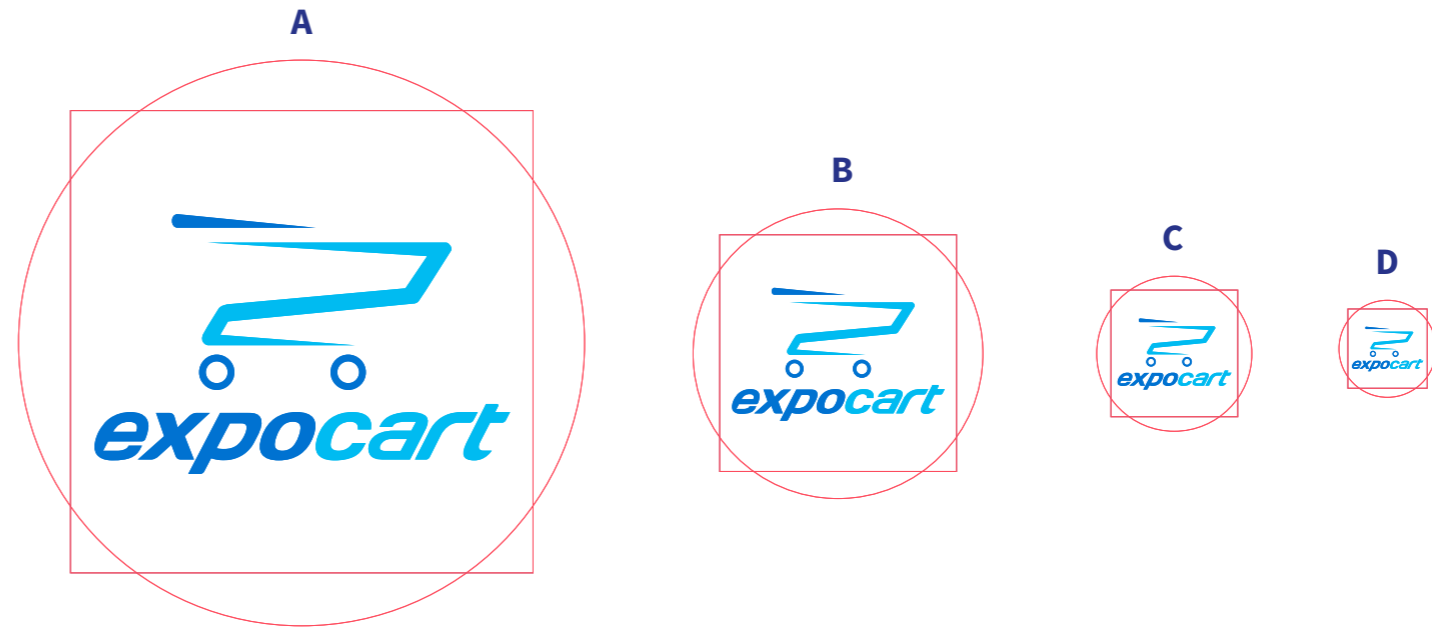
**2** The new, revised limited width / social logotype. Slightly less balanced, though carefully positioned and sized.
Optimal legibility at all sizes with the cart still visible at the lowest (desktop thumbnail) size and more spacing allowing the wordmark to be more visible.

   **A** *Standard social profile photo resolution*
   **B** *Standard mobile social profile photo resolution*
   **C** *Simulated mobile social profile thumnail*
   **C** *Simulated desktop social profile thumbnail*

**A**

**B**

**C**

**D**

**1**

**2**

**A**

**B**

**C**

**D**

**B**

**C**

**D**
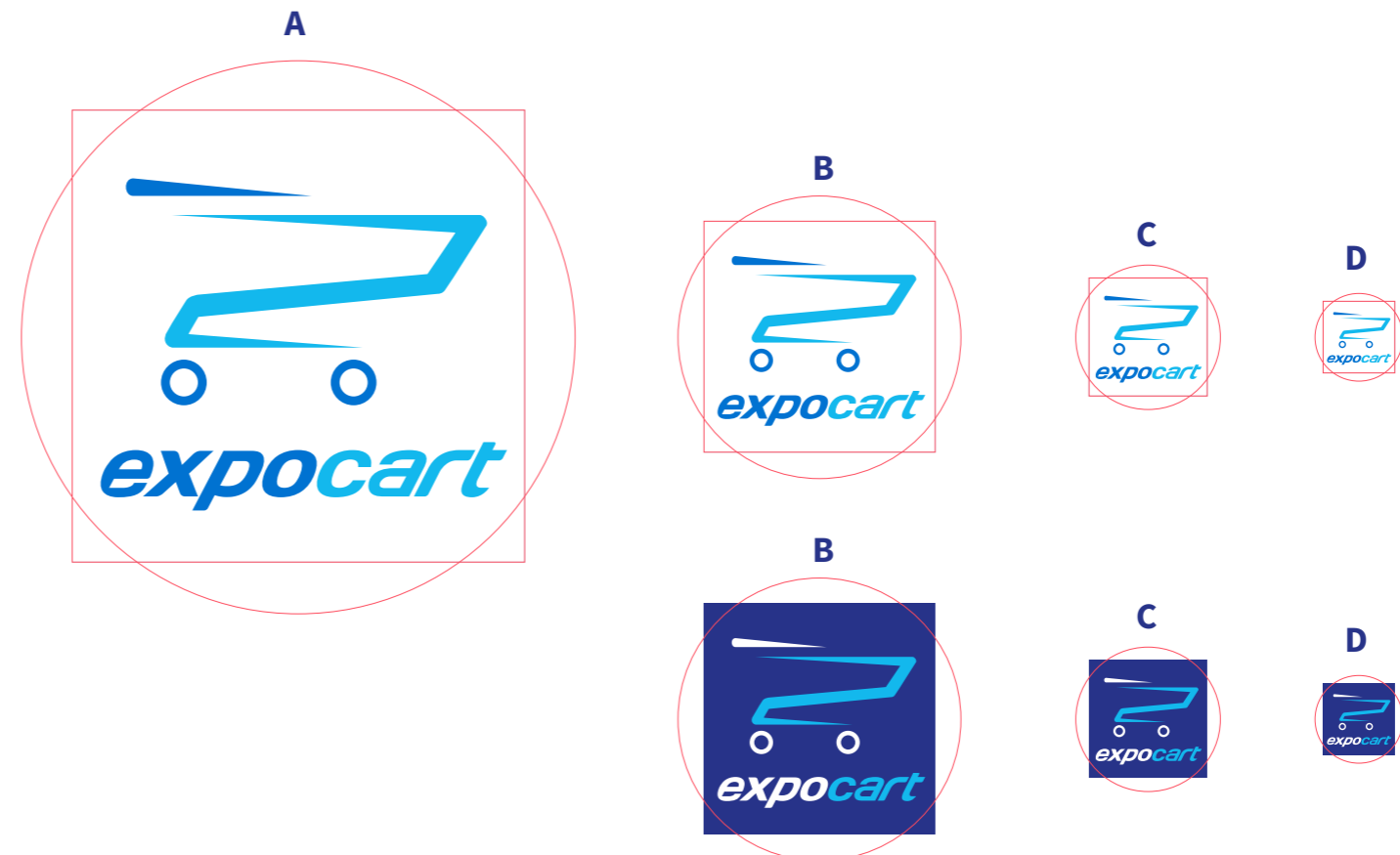
# EXPOCART COLOUR PALETTE

Our company colours are professional, modern and bold, expressing who we are.

**1** Our main logo colour is an active blue, to signify the modern and active nature of our company, as well as the trustworthiness we want to portray.

As a technology company, our colours are designed primarily for digital use, so should be displayed in RGB wherever possible. Print works should use pantone colours to match the RGB values as closely as possible.

**2** Our Main ExpoCart Blue is complemented by a more subdued set of colours, including a range of greys, to create our colour palette.

The Background Blue is primarily used as a means to enhance the boldness of the logo. This also applies to the website, where 'background' areas such as the footer exist.

The Slate Blue should be used for both copy and as a functional colour variation. This will be used in areas such as the checkout buttons and breadcrumbs.
The Light Slate is for use as a background colour to enhance the white product areas.

The Accent Blue should be used sparingly for small or high importance areas at most, once per page.

**3** Finally, the red and the green are only for use when a non-blue, functional accent is required.

**1**

EXPOCART LOGO BLUE - MAIN HIGHLIGHT / ACTIVE COLOUR
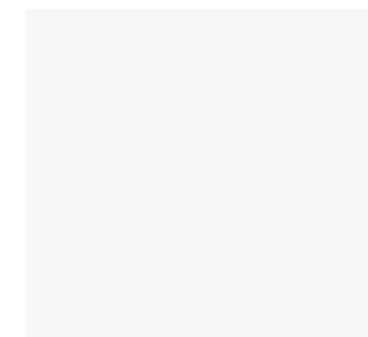
**RGB** 0, 115, 209
**HEX** #286FB6
**CMKY** 84, 51, 0, 0

**2**
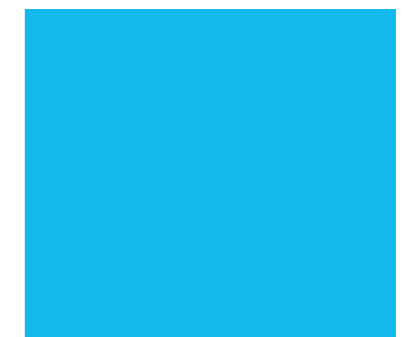
| BACKGROUND BLUE | SLATE BLUE | LIGHT SLATE | ACCENT BLUE |
|---|---|---|---|
| **RGB** 37, 52, 139 | **RGB** 127, 145, 162 | **RGB** 245, 247, 248 | **RGB** 21, 187, 235 |
| **HEX** #253887 | **HEX** #7F91A2 | **HEX** #Ff5F7F8 | **HEX** #1BB8EB |
| **CMYK** 100, 87, 13, 1 | **CMYK** 54, 35, 26, 8 | **CMYK** 5, 2, 3, 0 | **CMYK** 70, 2, 0, 0 |

**3**
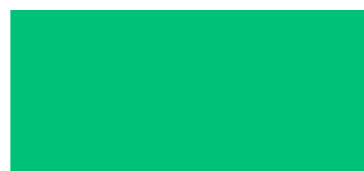
| ACCEPT ACCENT | WARNING ACCENT |
|---|---|
| **RGB** 0, 193, 121 | **RGB** 255, 98, 98 |
| **HEX** #00C179 | **HEX** #FF6262 |
| **CMYK** 72, 0, 67, 0 | **CMYK** 0, 74, 51, 0 |

# EXPOCART LOGO INCORRECT USAGE - COLOUR

This section deals with the various forms that
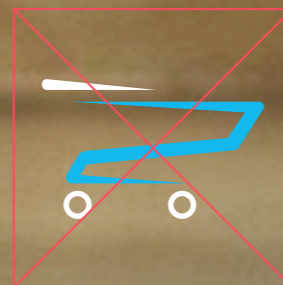the *ExpoCart* logo should not take.

This includes:

**1** Using only one of the two primary ExpoCart colours
**2** Using the two primary ExpoCart colours, reversed
**3** Using a single flat colour other than those permitted
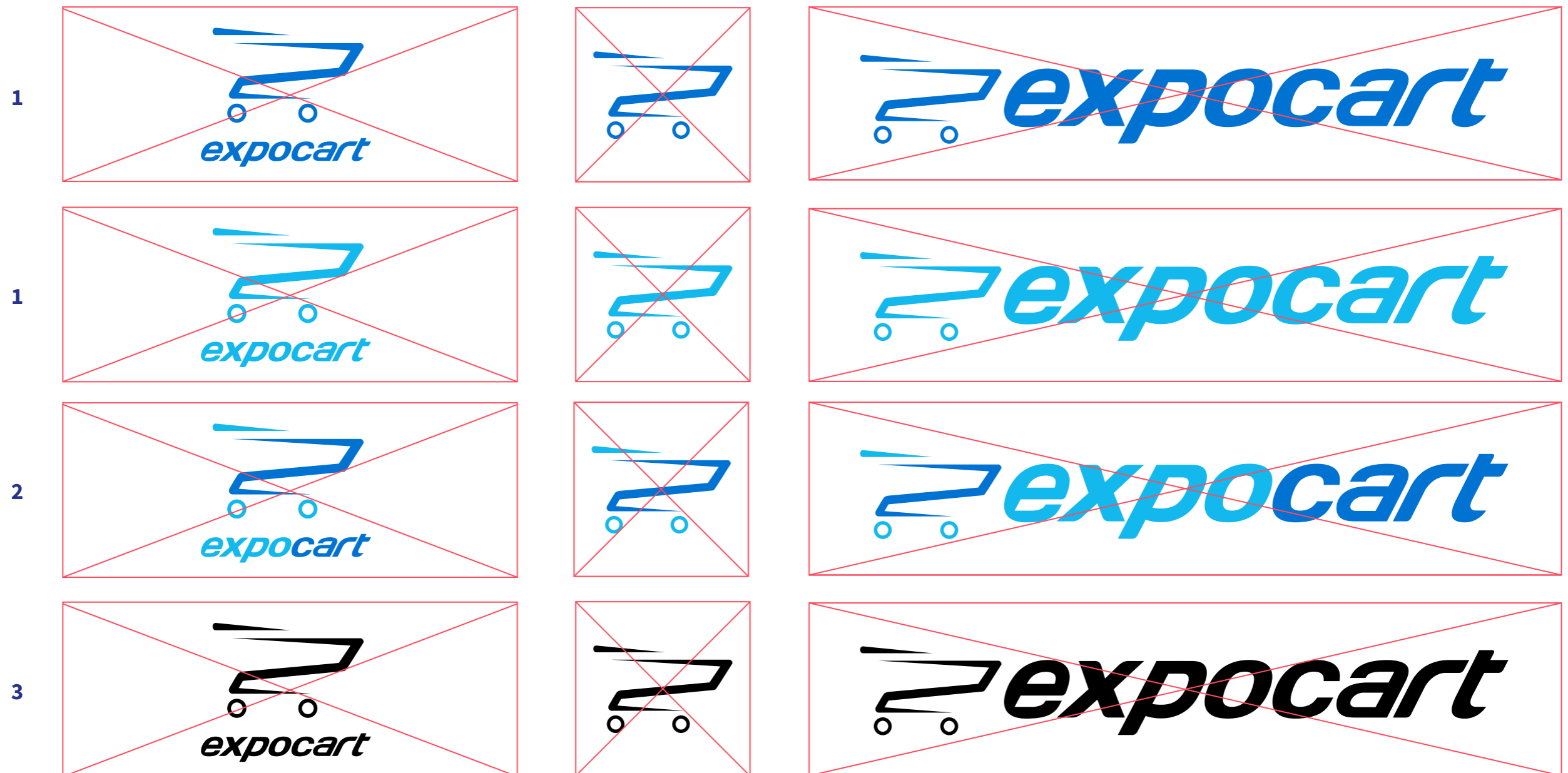
# EXPOCART LOGO INCORRECT USAGE - OVERLAYS

This section deals with the various forms that
the *ExpoCart* logo should not take.

# EXPOCART LOGO INCORRECT USAGE - SCALE / POSITION

This section deals with the various forms that
the *ExpoCart* logo should not take.

This includes:

**1**  Using the cart icon, undersized in the context of the workmark
**2**  Using the cart icon, oversized in the context of the workmark
**3**  Ignoring the clear spacing requirements for the logo
**4**  Ignoring the alignment and positioning requirements for the logo