



Brand Guidelines



Wordmark

Our logo is used in two colours on a white background. Our wordmark keeps things clean and professional. Our logo colour is used in reverse on a darker colour background



About Us

.store is an industry expert that understands the retail and eCommerce space; and offers professional inputs to eCommerce business owners. Customers and stakeholders can seek credible marketing & branding advice, as well as technical know-how from **.store**.



Sophisticated and Simple.

.store is a domain extension that adds 'sophistication' to an online business.

.store – a meaningful word by itself - transforms a 'business' into a 'brand'.



Brand Attributes



PERSONABLE

.store will always show people.
The decision maker / store owner is key to the brand.



ASPIRATIONAL

.store showcases its existing presence and use cases in a way that creates an aspiration for those who are not yet on-board.



PREMIUM

The visual and textual representation of the brand should resonate with the premium nature of the brand.
It's not luxury but premium.



HELPFUL

Most of the store owners are clueless on how to grow their business or how to take it online. **.store** guides them along the way and is therefore approachable and helpful.

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Our Logo

The **.store** logo has been created to portray the brand in the simplest form.

The logo uses negative space to identify with the segment with the help of a price tag in the "e". This creates an instant connect with retail.

Wordmark

Logo can be used on image as well.
On a teal background or a
background similar to the teal shade,
full white logo is used.





Clearspace

It is important to keep the corporate logo clear of any graphic element. To regulate this, an exclusion zone has been established.

This should not be changed to ensure the visibility and impact of the logo. The clear space is equal to half height of the logo. 2X being the height of the logo.

X = half of the logo

Logo Lockup



STAND ALONE LOGO



LOGO WITH DESCRIPTION



LOGO WITH DESCRIPTION
IN PORTUGUESE

- Note:**
- The **.store** logo is primarily to be used in stand-alone form for industry purposes.
 - The **.store** domain logo with description is primarily to be used in B2C campaigns.

Minimum Logo Size

Web



Print



Logo Missuse



Logo colours should not be reversed



Respect the minimum size of the logo



Do not change the form of the logo



Do not use logo on a bright background



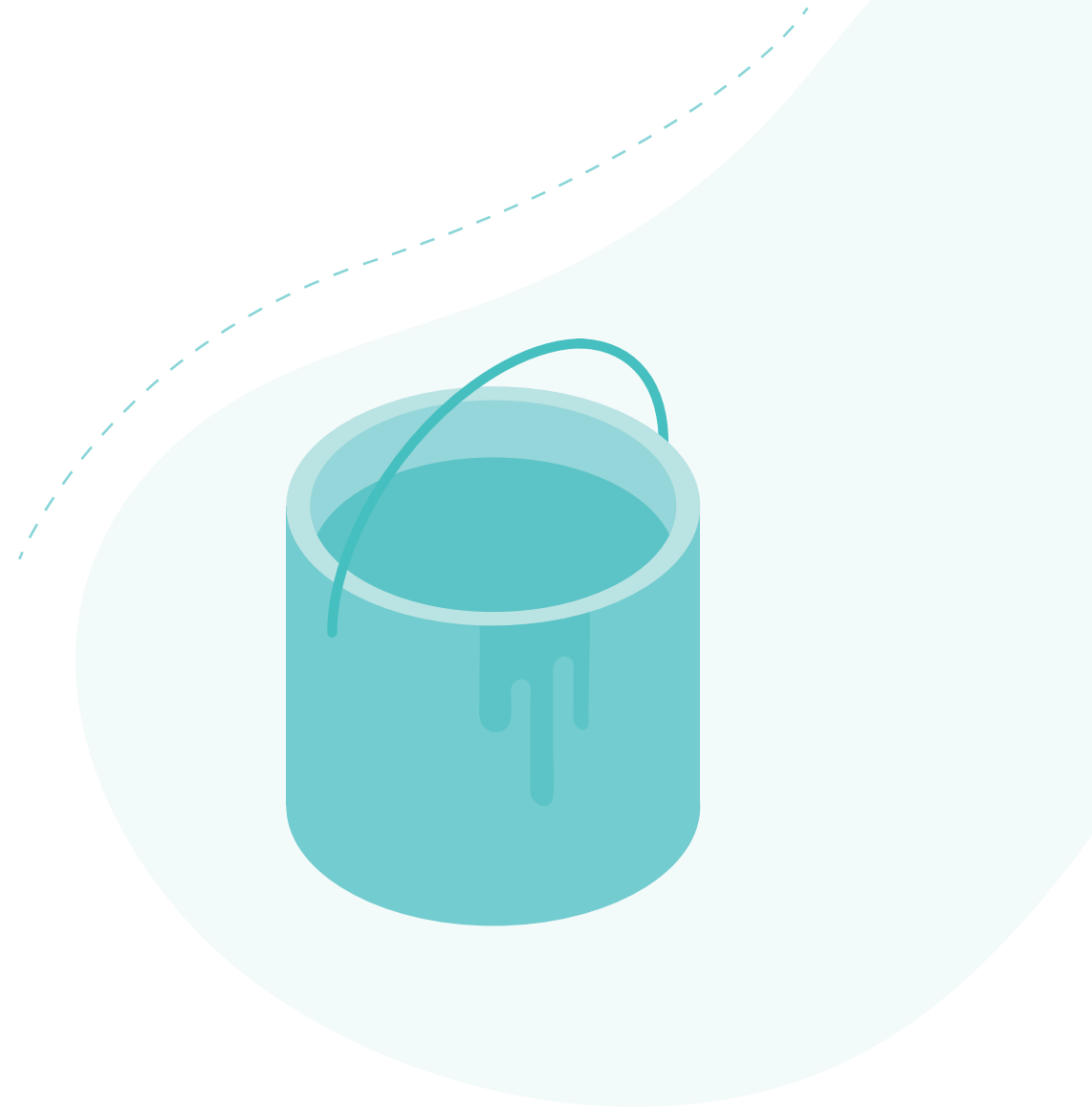
Do not add dropshadow under the logo



Do not skew the logo

Colours

Colour plays an important role in the identity system. The colours are recommended for various media for the brand to look harmonious and cohesive. A set of colours has been developed to compliment the look of the brand.



Primary Colours

Our primary colour palette should be the strongest impression of our brand. It should lead communications, being supported by the secondary and extended palettes.



STORE TEAL

HEX	14AEB3
RGB	20 174 179
CMYK	75 8 33 0



STORE GREY

HEX	333333
RGB	51 51 51
CMYK	69 63 62 58



STORE WHITE

HEX	000000
RGB	255 255 255
CMYK	00 00 00 00

Secondary Colours

Our secondary color palette gives us additional design flexibility while allowing us to stay true to our visual aesthetic. Use the secondary palette primarily for illustrations and iconography.



HEX 0A2B28
RGB 10 43 41
CMYK 86 58 67 67





HEX 35BABC
RGB 54 186 189
CMYK 69 02 30 00



HEX CCEAED
RGB 204 235 237
CMYK 19 00 06 00



Typography

Typography plays an important role in communicating the overall tone of the brand. Careful use of typography reinforces our personality and ensures clarity.



Primary Type

High Voltage has only one weight (regular), hence, this condensed font mainly used for headers and sub-headers.

Note: Primary font should be used in both print and for web.
High voltage should not be used for body copy

High Voltage



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
1 2 3 4 5 6 7 8 9 0 . , ! @ # \$ %

Secondary Type

Avenir has high legibility when used in small font size and text heavy spots, it is used primarily for body copy.

Avenir black is used to highlight important text where as avenir Medium and book are used as body copy and graphic type-treatment.

Avenir

Avenir Book

Aa

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
1 2 3 4 5 6 7 8 9 0 . , / ! @ # \$ %

Avenir Medium

Aa

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
1 2 3 4 5 6 7 8 9 0 . , / ! @ # \$ %

Avenir Black

Aa

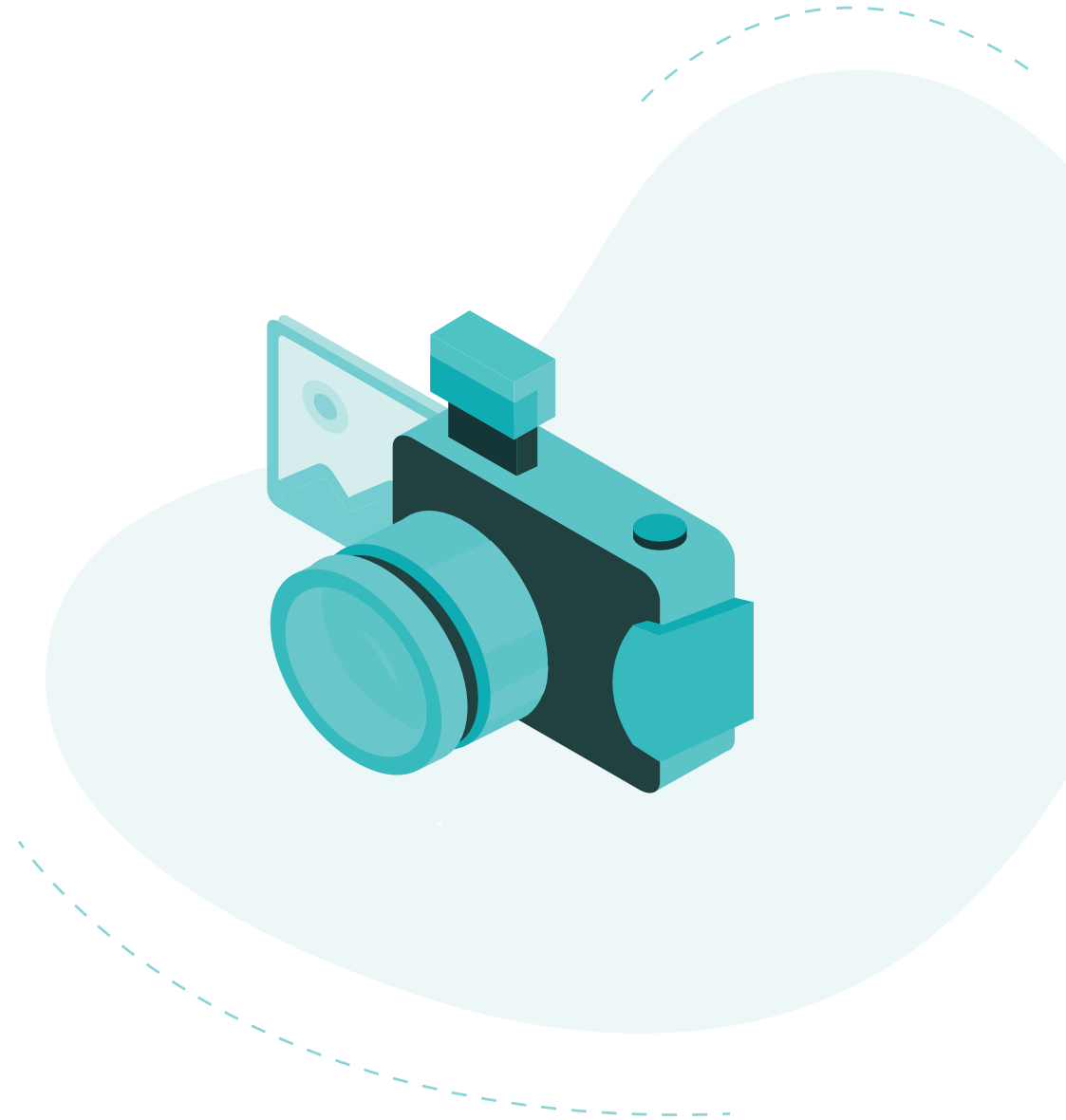
A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . , / ! @ # \$ %

Imagery Style

Images add depth to an article and are very useful in conveying meaning. They are also attractive to the eye and are easy to scan, breaking up the page in an interesting way.

Store uses two types of image style :

- Photographs
- Mock-ups





Imagery Style

.store images are focused on people behind the counter/store owners. These images have one person in focus who is happy/content and are looking at the camera.

Imagery Rendition

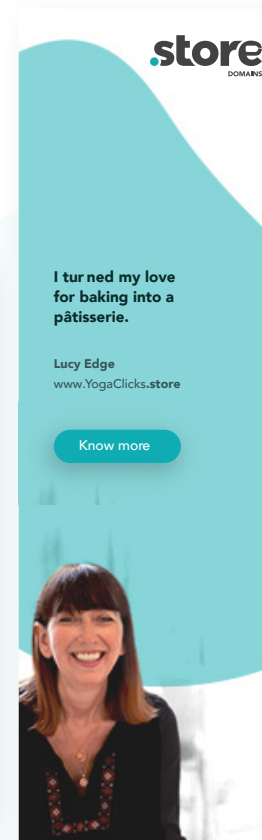
The background is always black and white. The main element/focus object of the image should always be in colour. Teal coloured squiggly-blob should be created on the image. This should be a part of the image and should appear behind the focus object. Text should be placed on the squiggly-blob.

Note: The squiggly-blobs should always be behind the focused object and only be used in **.store** teal colour.

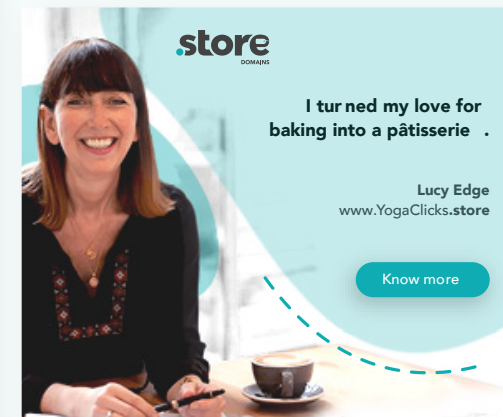




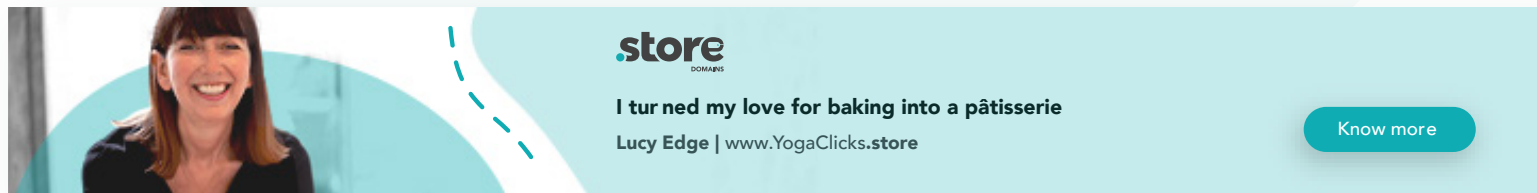
Rectangular Sizes



Vertical Sizes



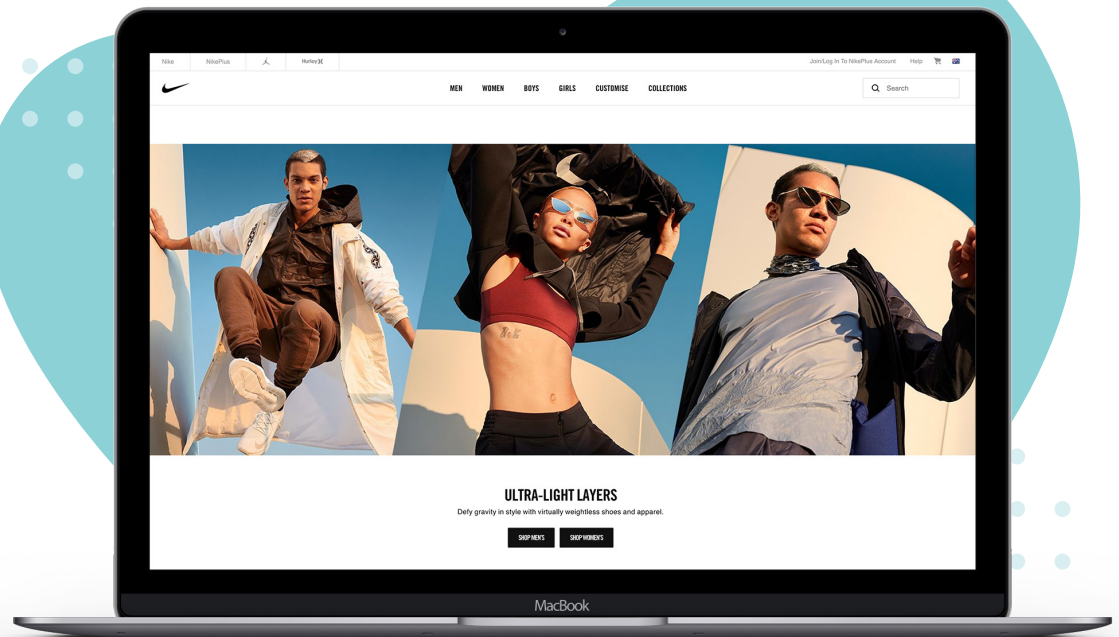
Square Sizes

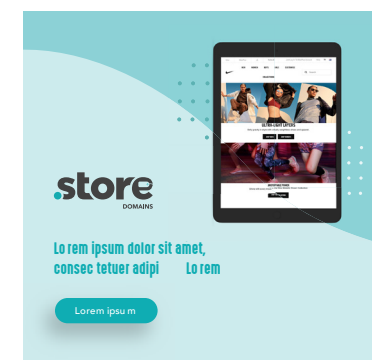
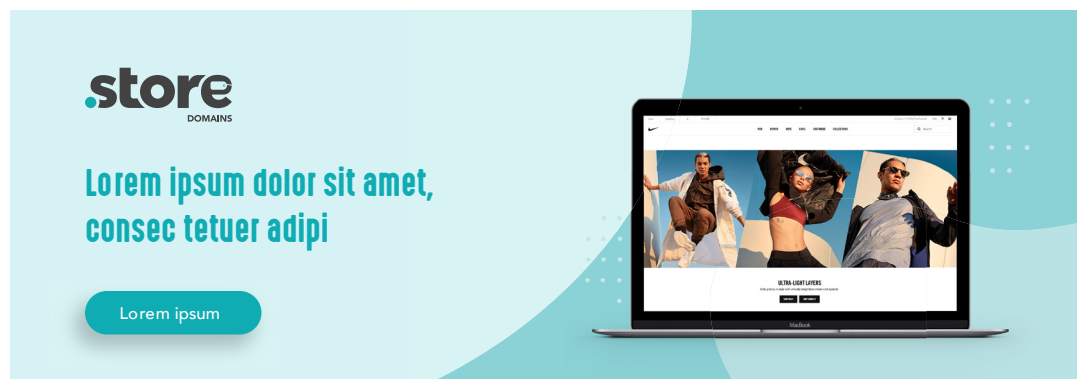
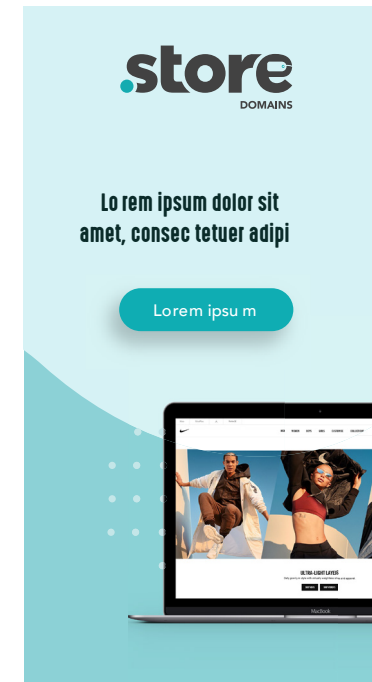
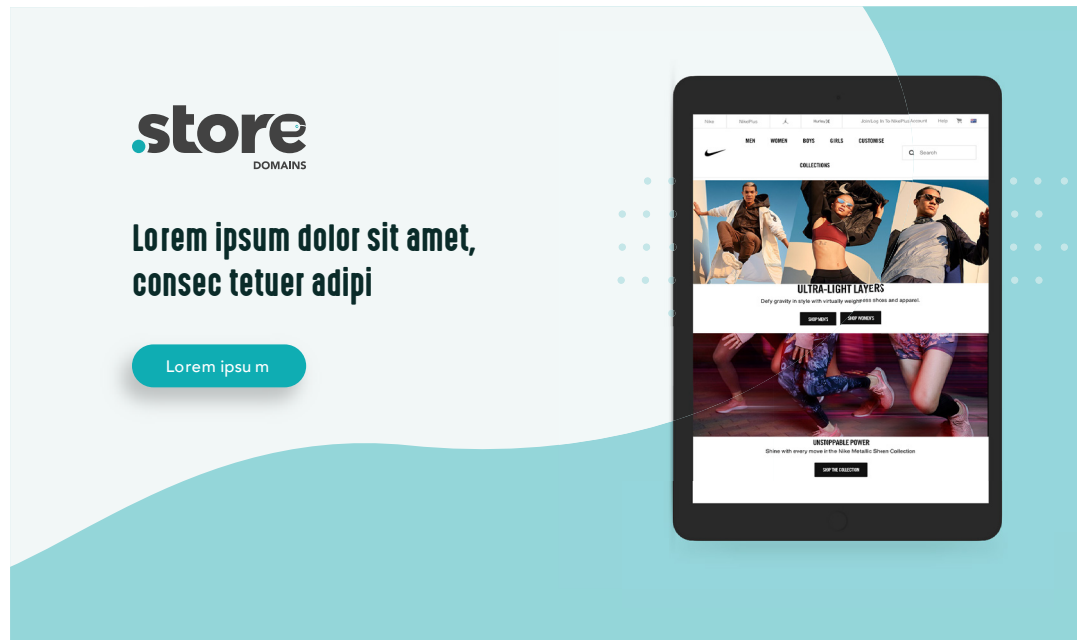


Horizontal Sizes

Mockups

Mockups used for brand extension collaterals should be at an angle. The devices used will be of a darker shade for it to stand out.





Social Media Banner Templates

Illustration Style

Illustrations make complex ideas more accessible. It represents our brand personality, voice, and platform in an efficient and clear way. Illustrations exist to tell stories and thoughtfully convey ideas - they should not be used as decoration or without consideration. Illustrations can be a part of websites, landing pages, presentations, print media, email, social media, infographic and events

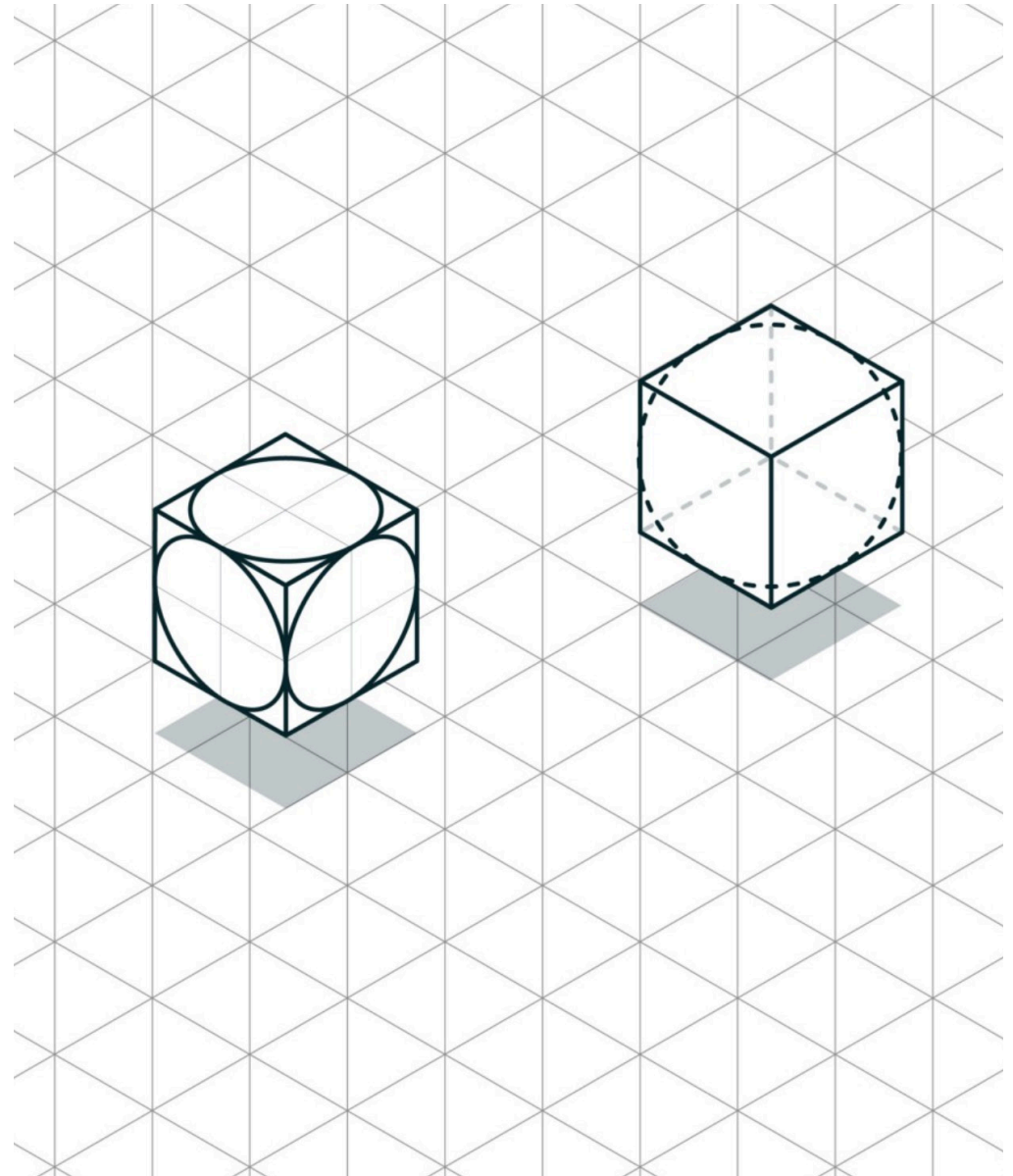


Isometry Grid

With careful consideration we identified a few key reasons isometric was the way to go! Isometric drawings adhere to a grid. This provides a built-in consistent perspective across illustrations.

By using a standardised grid, we can create any number of elements for a vast library for future use.

Easy to replicate across the design team.
Provides an easy set of rules to follow for consistency.



Illustration

Our illustrations should be friendly, optimistic and futuristic. The idea should always be easy to grasp. Our illustrations will have a primary focus object & supporting elements around it to complete the story. Illustration should always be placed on a blob of a light colour compared to the colour of the focused object. The best way to get an idea of our composition style is to study our existing illustrations.

Note: Do not make objects or characters too small. Do not overcrowd an illustration. Try not to use more than 3 subjects (characters and/or objects) per illustration.



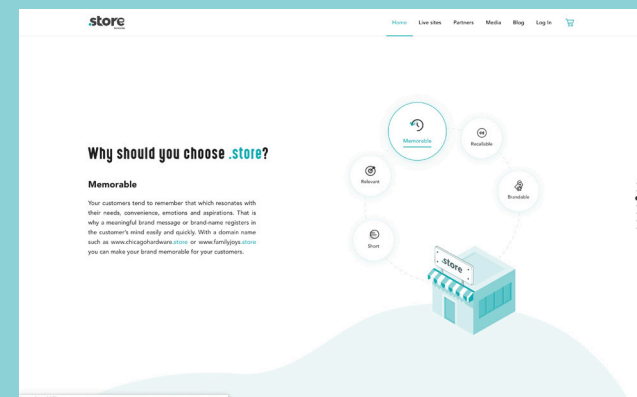
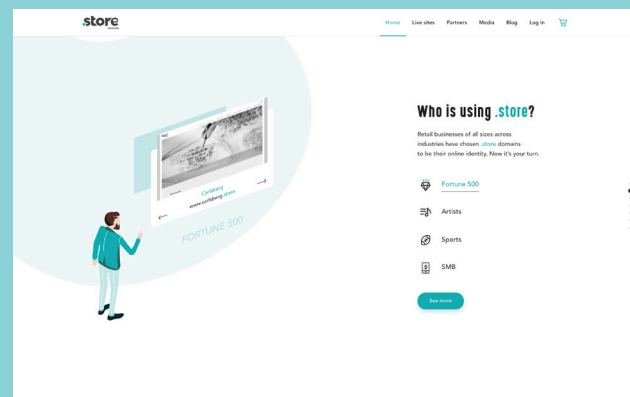
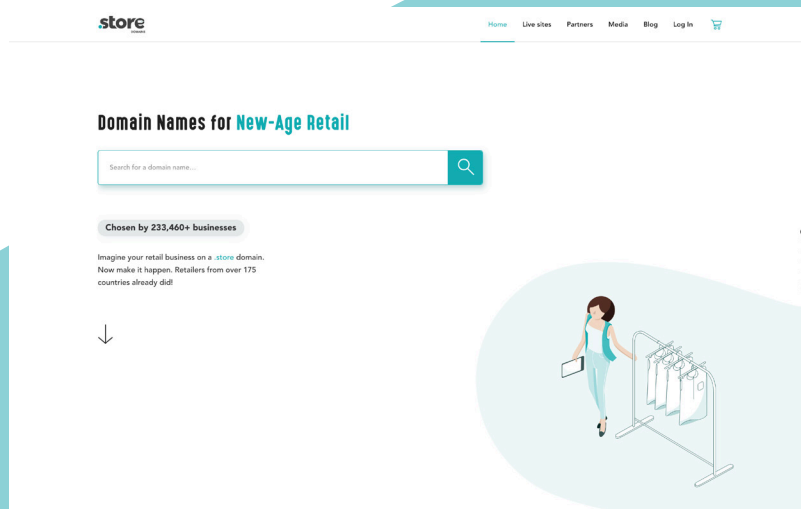








Illustration Application





Domínios para o Novo Varejo

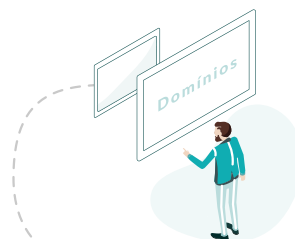
Registre o seu agora por apenas US\$4,99

Código : STORE499

Compre Já

Com o varejo cada vez mais online, encontrar um nome de domínio forte e relevante para sua loja tornou-se ainda mais importante do que já era. Até agora, os lojistas só podiam escolher entre os domínios convencionais que não ajudavam a descrever os seus negócios. Além disso, os domínios mais relevantes já não estavam mais disponíveis.

Com o domínio **.store**, as lojas online têm, agora, o poder de escolher um domínio que foi feito especialmente para elas.



Por que escolher um domínio **.store**?



Associa instantaneamente o seu site com varejo.



Alta disponibilidade de bons nomes (curtos e fáceis de lembrar)



Os mecanismos de busca tratarão seu domínio **.store** da mesma maneira que tratam domínios convencionais

Saiba Mais

Junte-se a mais de **170.000 negócios** e mude sua loja para o novo endereço do varejo online.

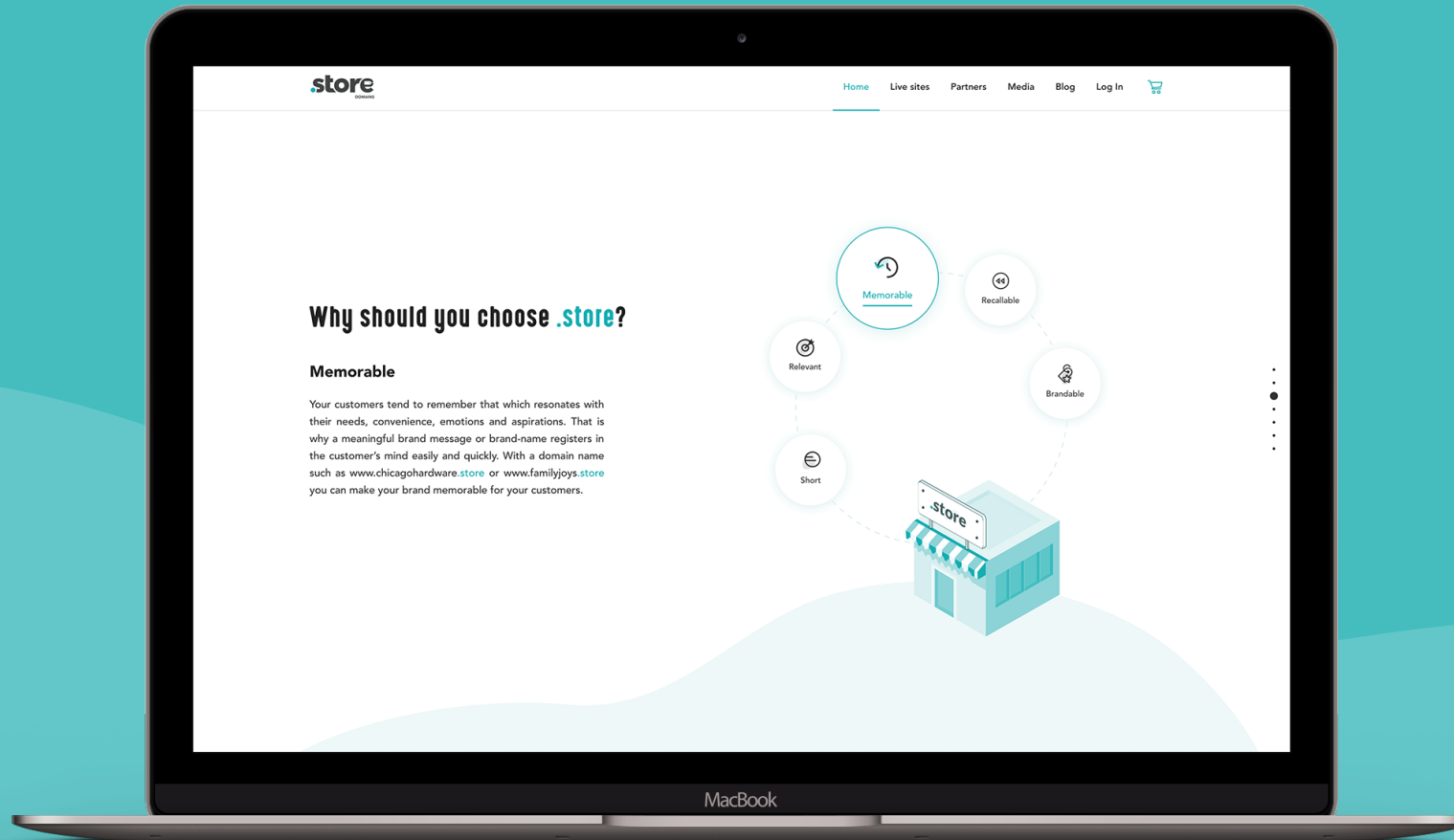


Emirates
www.emirates.store



Impressos.Store
www.impressos.store

Newsletter



Website

Squiggly-Blobs

The blob is an essential design element used in the brand. The blob is an amorphous, pseudo-organic shape. It usually serves as a mask or background element. It is organic and constantly transforming.



Squiggly-Blobs : Usage

- ✓ Can be used below an illustration



★ **Note:** The squiglli-blobs cannot be the main focus of the artwork.

Squiggly-Blobs : Usage

- ✓ Can be used below an illustration
- ✓ Can be used behind the text or can be a part of the background

.store is a domain extension that adds 'sophistication' to an online business.

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Squiggly-Blobs : Usage

- ✓ Can be used below an illustration
- ✓ Can be used behind the text or can be a part of the background
- ✓ Can be used as a part of the image treatment



★ **Note:** The squiglli-blobs cannot be the main focus of the artwork.

Squiggly-Blobs : Usage

- ✓ Can be used below an illustration
- ✓ Can be used behind the text or can be a part of the background
- ✓ Can be used as a part of the image treatment
- ✓ Can be used behind the icon



Note: The squiglli-blobs cannot be the main focus of the artwork.

Iconography

We use a precise iconographic system to communicate. Icons are simple and informative. Each icon builds on the visual language of the design system, and represents the simplest version of the idea.



The icons are designed in such a way that they can be used both in print and on the web. The icon set is created on a 320X320 pixel artboard with stroke weight of 16 pixel. The icon set have a similar stroke weight throughout.

Icons have two colours/dual tone :
Grey and teal blue.

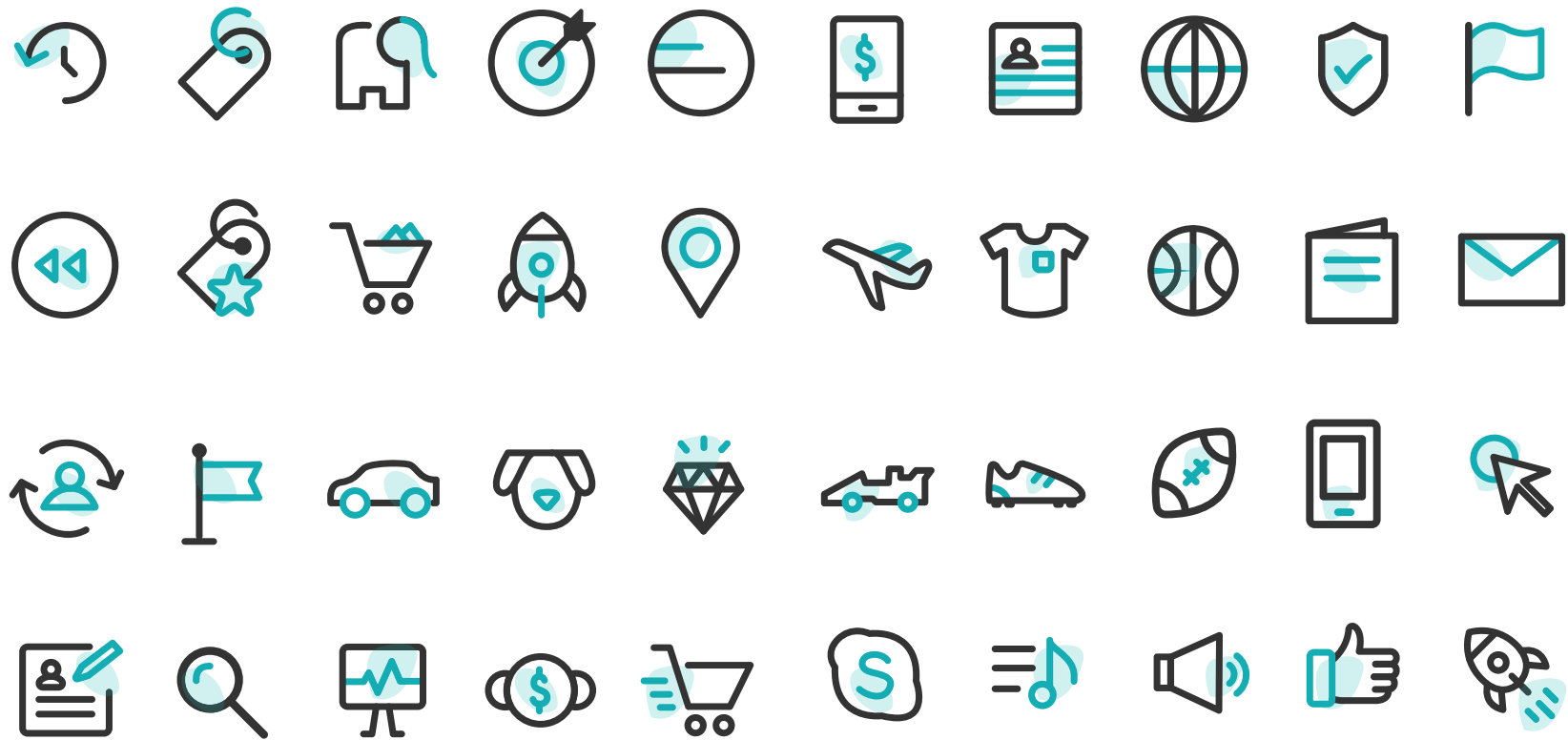
The icons do not have a fill or gradient.
Icons should always have a stroke weight.
The minimum size of the icon is 32 pixel.

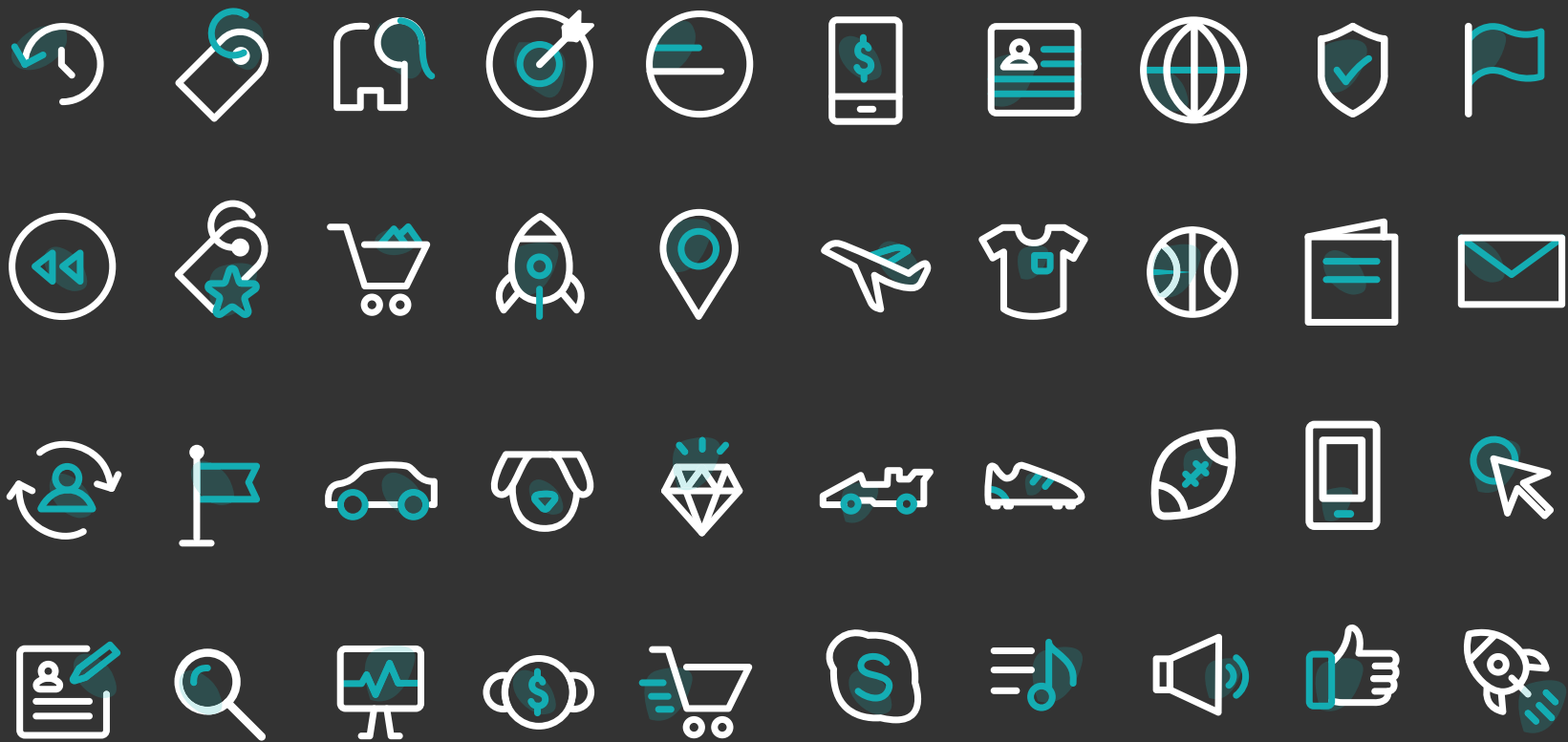
Icons are opaque and cannot have any
opacity percentage.

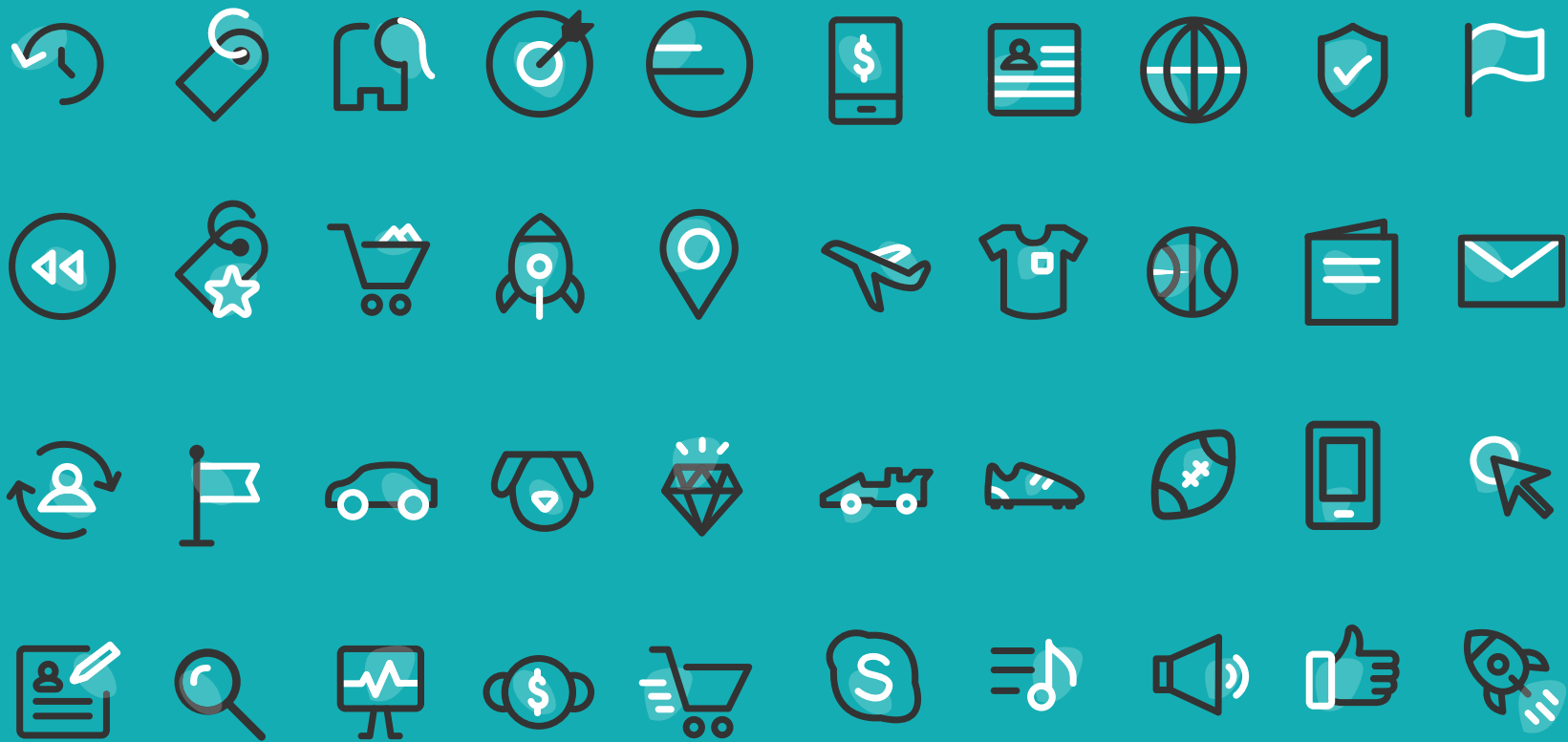


32px : Minimum size









170,000+ Businesses
175+ Countries

Why choose .store?




Cude Perfect
www.cudeperfect.store


Pooch & Mutz
www.poochandmutz.store


The Meredith Corporation
www.meredith.store


Topcast
www.topcast.store

Join 170,000+ businesses.
Get your .store domain name.

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Talk to us
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New-Age Retail

www.get.store

store
DOMAINS

Jodi Chamberlain
Event Coordinator

+1 315-664-4137
jodi@radix.email
jodi.chamberlain



