SHIFT4SHOP

BRAND GUIDELINES

12-23-20 V1

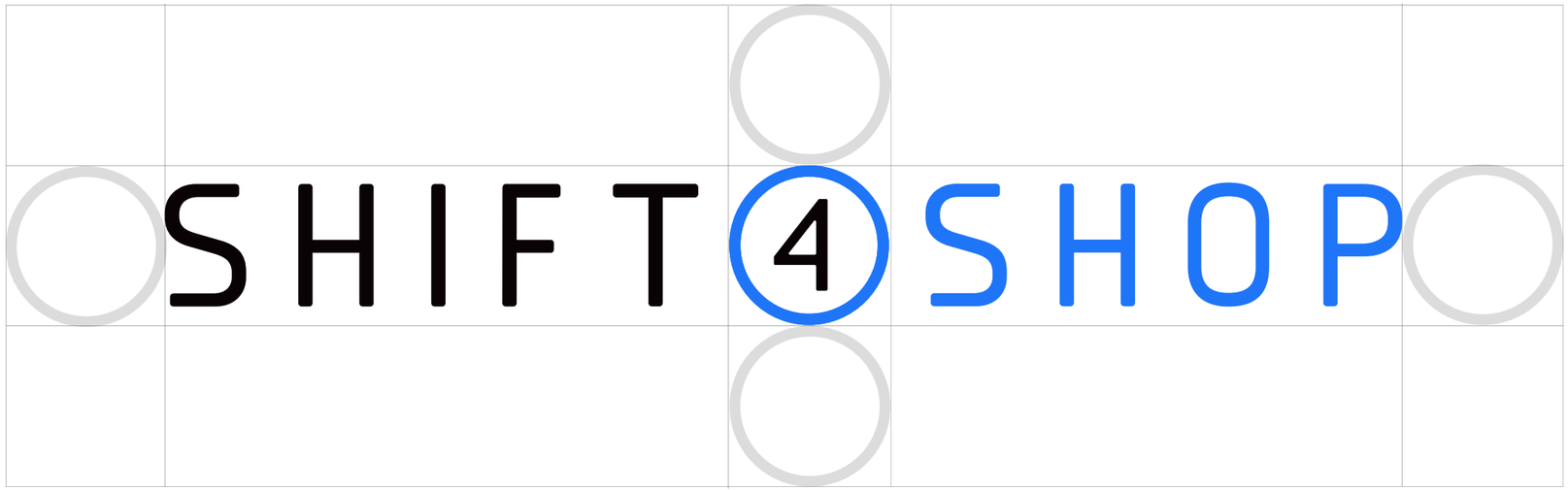
THE LOGO: KERNING

Our logo has been hand-drawn and set to specific spacing and proportions. It should not be altered in any way.

SHIFT4SHOP

THE LOGO: SPACING

Always keep the logo a proper distance from other elements. As a rule, reserve space around the logo equivalent to the height and width of the O.



THE LOGO: COLOR

The color combinations are specific per background color to create contast and vibrancy.

WHITE

COLOR LOGO on DARK background

BLACK + WHITE LOGO on DARK background

COLOR LOGO on LIGHT background

BLACK + LOGO on LIGHT background

THE LOGO: INCORRECT USES

Preserve the structure of the logo and avoid alterations. Below are examples of things to avoid.

EFFECTS
DO NOT add dropshadows, gradients, glows or any other effect.

POSITION
DO NOT skew or rotate the logo.

OUTLINE
DO NOT outline the logo.

COLOR
DO NOT change the colors from brand palette provided.

COLOR
DO NOT alter the color arrangement or fill the logo.

PROPORTIONS
DO NOT enlarge any element separately.

IMAGERY
DO NOT place logo on a pattern or busy imagery that interferes with legibility.

COLOR BACKGROUND
DO NOT place logo on a color background that does not provide enough color contrast.

BACKGROUND
DO NOT place logo on a dark background that does not provide enough color contrast.

THE ICON: COLOR

The color combinations are specific per background color to create contast and vibrancy.

WHITE

COLOR ICON on DARK background

BLACK + WHITE ICON on DARK background

COLOR ICON on LIGHT background

BLACK + WHITE ICON on LIGHT background

THE ICON: INCORRECT USES

Preserve the structure of the icon and avoid alterations. Below are examples of things to avoid.

EFFECTS
DO NOT add dropshadows, gradients, glows or any other effect.

POSITION
DO NOT skew or rotate the logo.

OUTLINE
DO NOT outline the logo.

COLOR
DO NOT change the colors from brand palette provided.

COLOR
DO NOT alter the color arrangement or fill the icon.

PROPORTIONS
DO NOT enlarge any element separately.

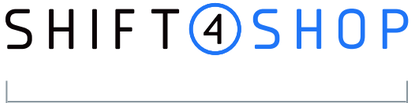
IMAGERY
DO NOT place icon on a pattern or busy imagery that interferes with legibility.

COLOR BACKGROUND
DO NOT place logo on a color background that does not provide enough color contrast.

BACKGROUND
DO NOT place logo on a dark background that does not provide enough color contrast.

LOGO + ICON: SIZING

The logo holds up small and at large proportions, so no need to alter the logo in any way. To keep the integrity of the logo, at very small sizes the 4 should be used.



The logo should never be sized under 2 inches wide or 192 pixels.

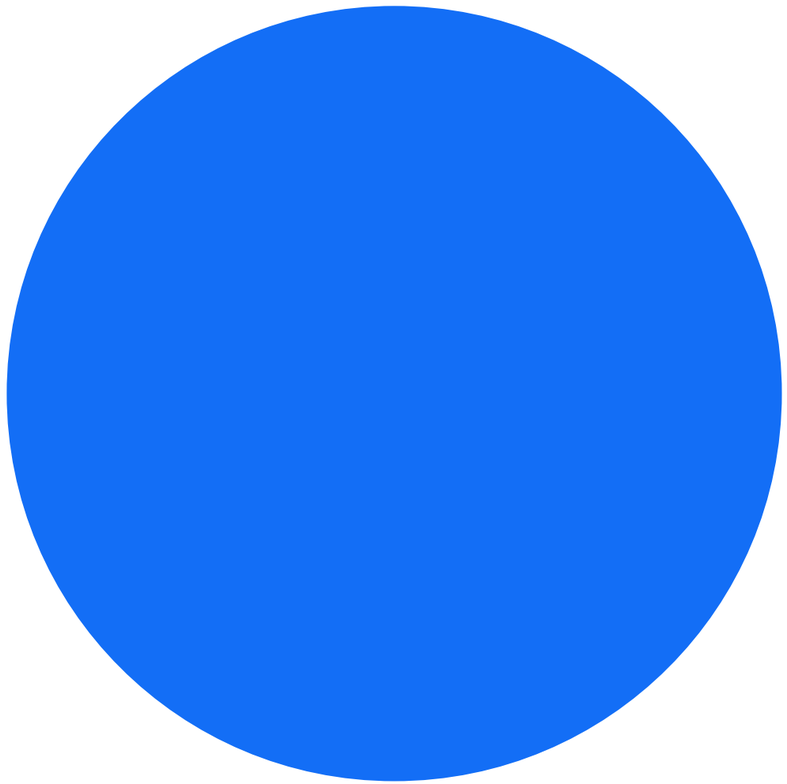
Under 2 inches or 192 pixels the logo should be represented as just the 4.

CTA + GRAPHIC ELEMENTS RECOMMENDATION

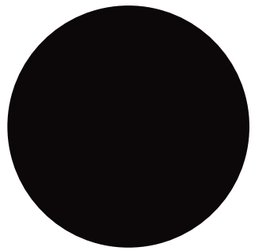
We love the idea of using large, bold, circular CTAs where it is appropriate.

BRAND: COLOR

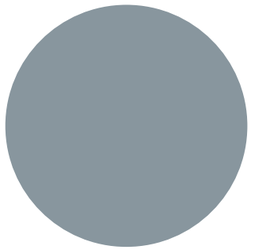
Our primary color, Inspiration Blue sets a vibrant and energetic tone for our brand. The secondary colors should be used sparingly and only as small hits for effect.



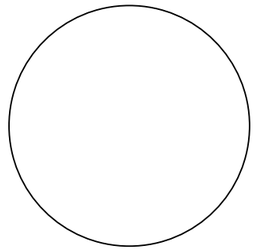
INSPIRATION BLUE
CMYK: 80, 58, 0, 0
RGB: 19, 110, 246
#136EF6



SPACE BLACK
CMYK: 72, 69, 66, 87
RGB: 9, 3, 4
#090304



ROCKET GRAY
CMYK: 51, 35, 33, 0
RGB: 136, 150, 158
#88969e



CLOUD WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
#FFFFFF

BRAND: TYPOGRAPHY

Using FREIGHT SANS PRO BOLD and FREIGHT SANS PRO MEDIUM creates an edgy, yet approachable type treatment. Pops of Blue jump out from black background and give life to the page.

FREIGHT SANS PRO BOLD
CLOUD WHITE

FREIGHT SANS PRO BOLD
CLOUD WHITE

FREIGHT SANS PRO MEDIUM
CLOUD WHITE

FREIGHT SANS PRO MEDIUM
CLOUD WHITE

FREIGHT SANS PRO MEDIUM
CLOUD WHITE TEXT

CALL TO ACTION SHAPE
INSPIRATION BLUE

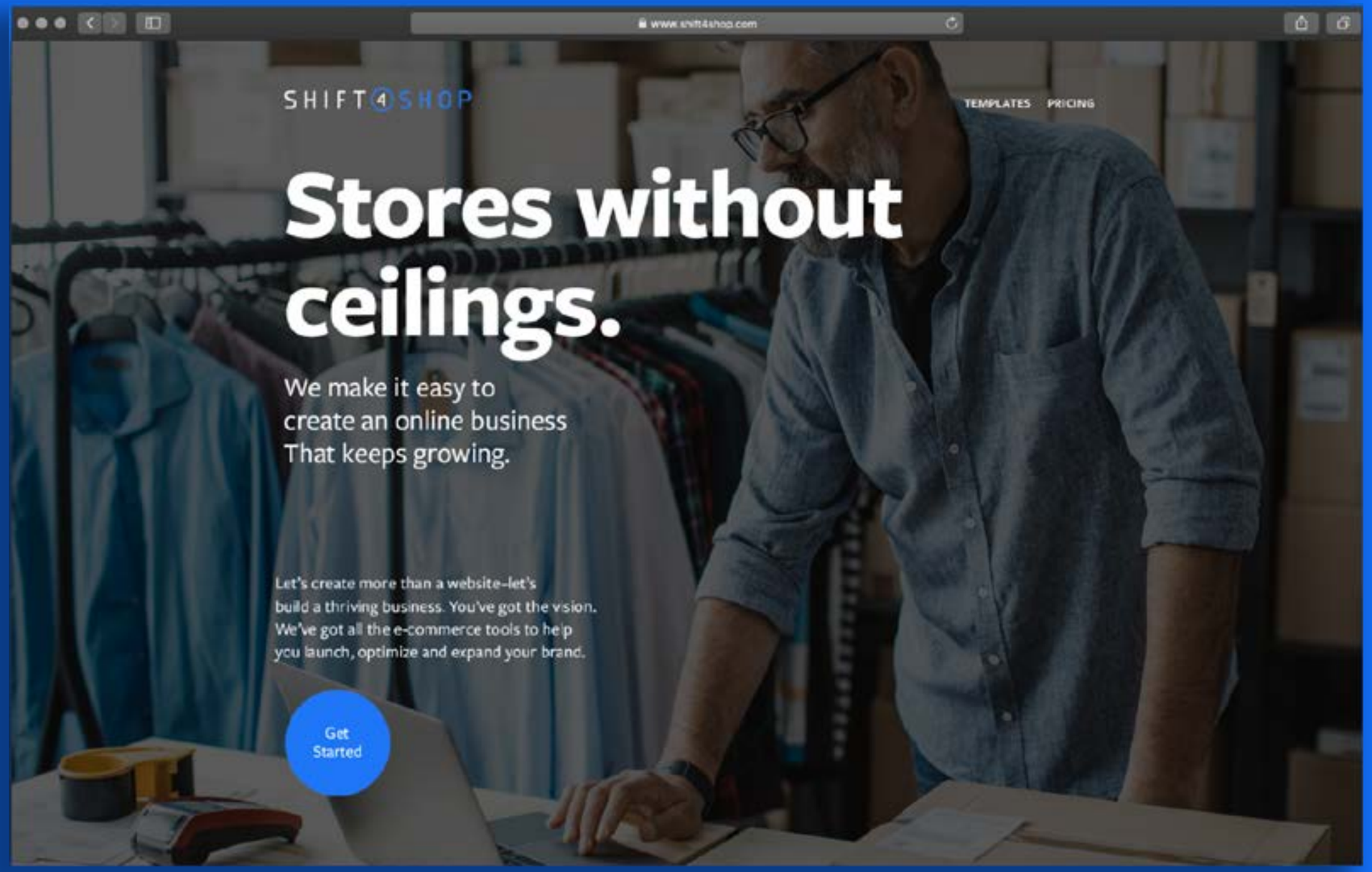
TEMPLATES PRICING

Stories without ceilings.

We make it easy to create an online business that keeps growing.

Let’s create more than a website—let’s build a thriving business. You’ve got the vision. We’ve got all the e-commerce tools to help you launch, optimize and expand your brand.

Get Started


SHIFT4SHOP
TEMPLATES
PRICING
Stores without ceilings.
We make it easy to create an online business That keeps growing.
Let's create more than a website–let's build a thriving business. You've got the vision. We've got all the e-commerce tools to help you launch, optimize and expand your brand.
Get Started

THANK YOU