



Brand guidelines

April 2019

VISUAL IDENTITY

Main logo

The logo is the flagship element of our visual identity.

It represents Bold Commerce, or simply Bold, as a brand and business across all of our communications and departments.

The Bold logo consists of geometric shapes and curvatures that visually represent its:

- **power, strength and reliability**, projected through the glyph which is the most replicated symbol of our brand
- **uniformity**, through the use of matching arcs and shapes across the glyph and wordmark
- **innovation**, detailed in the unconventional gap that exists in the letters “b” and “d”

The logo should not be edited, modified, distorted, reshaped, or recolored in any way. The logo is formed by both a glyph and a wordmark. It does not include any taglines.

The glyph can be used by itself to represent the brand as an icon or whenever a 1 : 1 ratio logo is required. However, it's against the guidelines to use the wordmark by itself.



VISUAL IDENTITY

Color variations

In order to maintain the integrity of the brand, only use these approved color variations for the Bold logo.

When possible, the preferred logo version which consists of the red colored glyph should be favored over other color variations. Opacity changes to the logo should only be applied when using the one color monochromatic version and in 25% decrements.

FULL COLOR (preferred)



ONE COLOR MONOCHROMATIC



ONE COLOR MONOCHROMATIC OPACITY SCALING - 25% DECREMENTS



Color variations on backgrounds

The Bold logo can be placed over any colored background, with the exception of the preferred full color logo over red backgrounds and shades of red that do not provide enough contrast.

FULL COLOR ON DARK BACKGROUND (preferred)



REVERSED ONE COLOR MONOCHROMATIC ON DARK BACKGROUND



FULL COLOR ON PRIMARY AND SOLUTION COLORED BACKGROUND

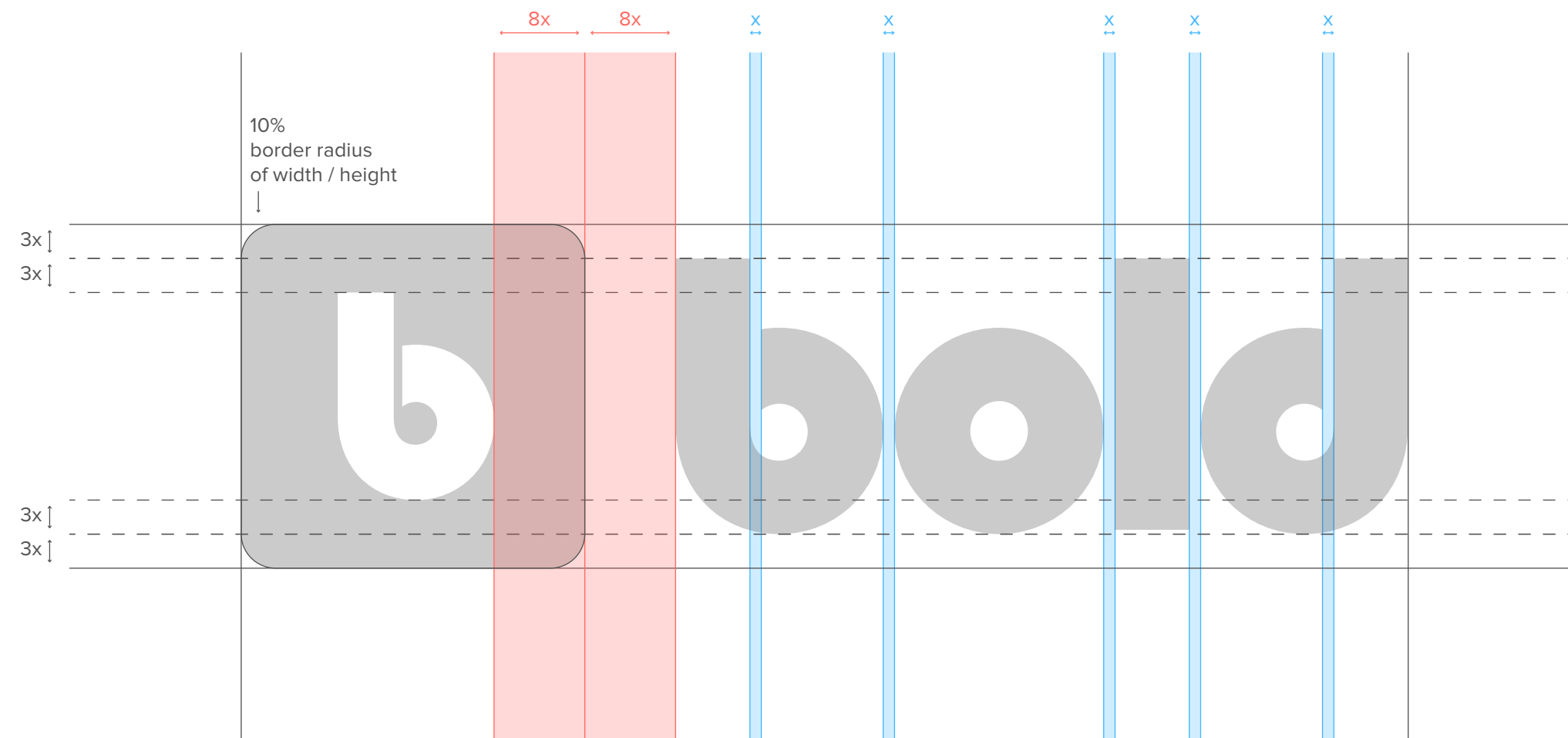


VISUAL IDENTITY

Logo integrity

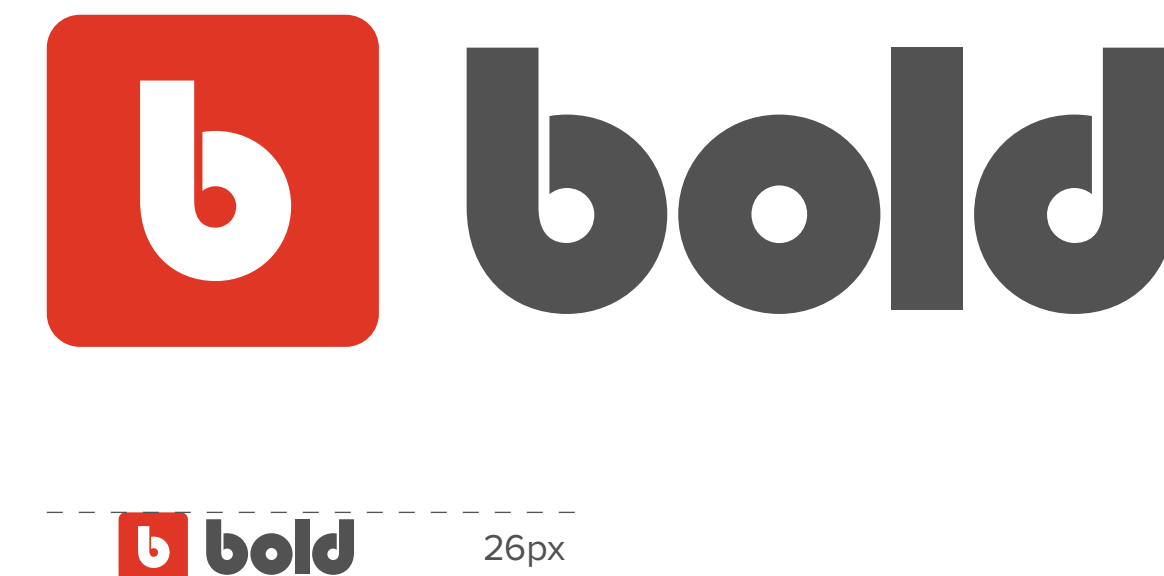
Bold's logo follows a construction grid that makes its spacing and proportions consistent.

The grid provides a strong foundation for a balanced logo and uniform spatial relationship between each part of the logo.



Minimum required size

Image proportions should always be kept in mind when increasing or decreasing the size of the logo. The Bold logo has been designed to be resized to a minimum dimension of no less than 0.3" in height in print format, equivalent to 26 pixels in height in digital format.



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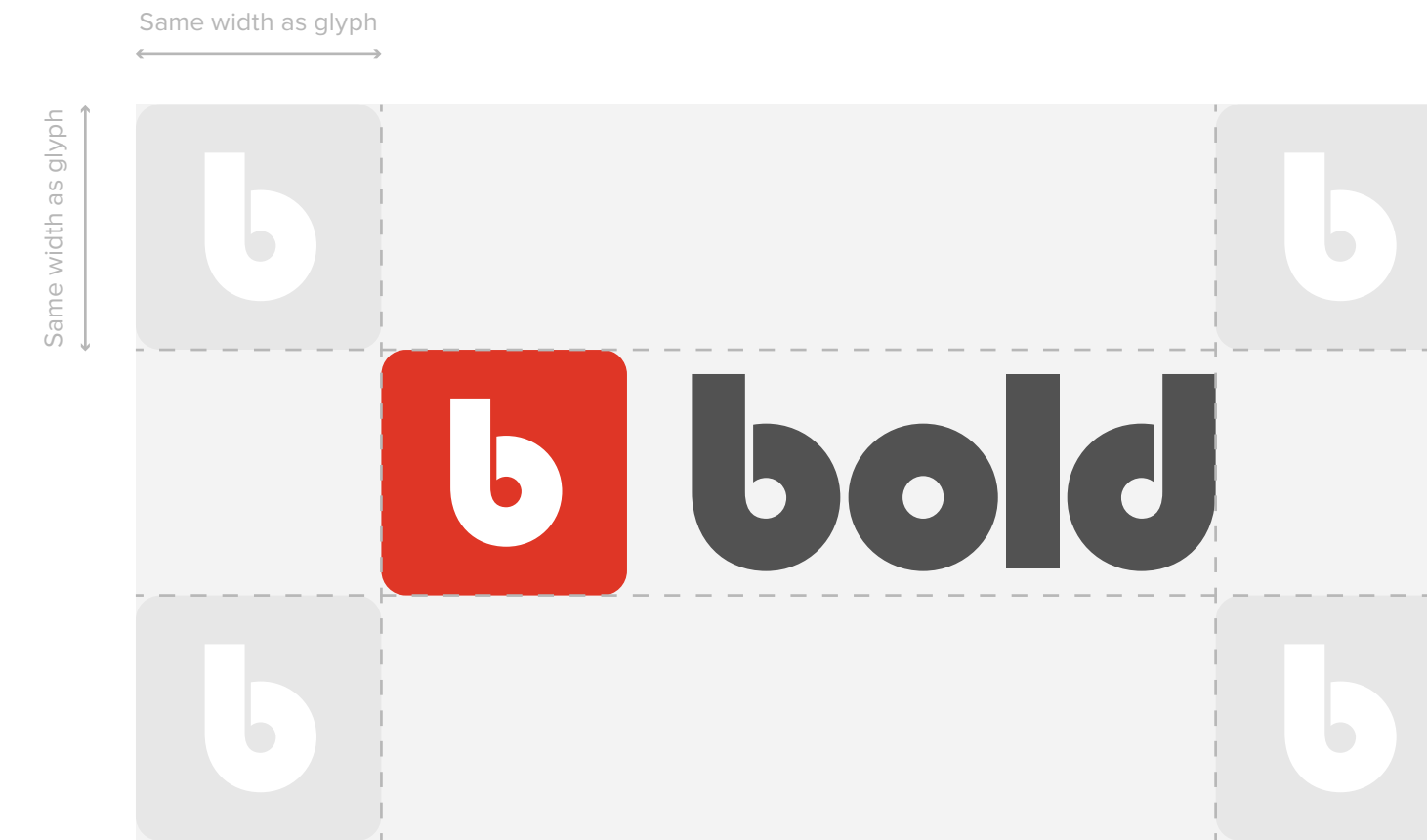
Clear space

We provide a specific amount of width around the logo to make it stand out clearly and guarantee it's not obstructed by any other elements.

The logo must always be surrounded by a minimum amount of “breathing space” to ensure effective communication. No text, graphic, photographic, illustrative, or typographic element must encroach upon this space.

We use the rounded corner square glyph to gauge the amount of clear space needed.

However, aligning the left hand edge of the logo with texts or images is permitted. The empty space of the margin will serve as the necessary clear space. A logo file without clear space is provided in the downloadable zip file.



At Bold, we empower entrepreneurs by providing them with tools they can use to make their eCommerce stores truly awesome.

That means giving your store the ability to fulfill all the unique needs of your business - and more. Every merchant is different, so we give you the power to make your eCommerce platform not only perform exactly the way you want it to, but also to do things you didn't think were possible.

Since the beginning, we've kept ahead of the curve and we want to help you do the same. Tens of thousands of merchants around the world trust Bold's industry-leading innovations, effective sales boosting solutions, and world-class customer service.

VISUAL IDENTITY

Typography

Our chosen typography allows for a consistent style and appearance of text throughout our brand communications, reflecting our brand personality traits.

We use the typeface Proxima Nova with two different weights:

- Proxima Nova Regular for large headlines and body text;
- Proxima Nova Bold for highlighting text in bold and small headlines in uppercase.

The italicized version of each font can be used to emphasize words and differentiate text.

Aa

Large headlines and body text

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

Highlight text in bold and small headlines in all caps

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

VISUAL IDENTITY

Primary color palette

Bold's primary color palette ensures a consistent look and feel across all of Bold's communications and helps create brand awareness through the careful use of our official colors.

Bold Red is our hero color. It is primarily used for our logo glyph, but is also minimally and strategically used for various graphics to accent our logo.

Bold Blue is our primary color. It is the dominant color in all of our communication and design elements, conveying our tech-savviness and authority in eCommerce which, when allied with Bold Red, creates a unique visual theme.

The primary color palette is used when communicating about our brand at a high level, as well as when communicating about our individual apps. When communicating about our solutions, only the Bold Red should be used in conjunction with the extended color palette.

Gradients can be created by transitioning between colors of the same hue, but not across different hues. Eg.: Creating a gradient which transitions between Bold Red and Bold Blue is against brand guidelines.



BOLD RED

#DF3626
R223 G54 B38
C2 M91 Y98 K1
PMS 485 C



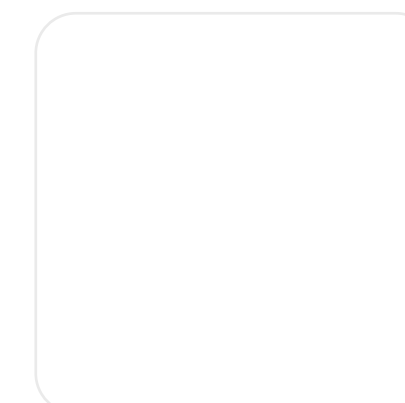
BOLD BLUE

#0C92F2
R12 G146 B242
C76 M34 Y0 K0
PMS 279 C



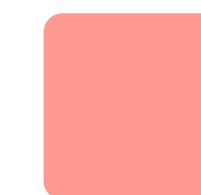
BOLD DARK

#525252
R82 G82 B82
C59 M45 Y42 K39
PMS 425 C



BOLD LIGHT

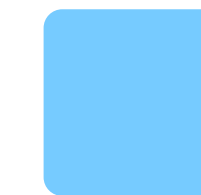
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0
N / A



#FF9A91
R255 G154 B145
C3 M52 Y47 K0
PMS 486 C



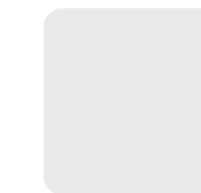
#FF6861
R255 G104 B97
C0 M73 Y57 K0
PMS 178 C



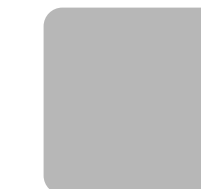
#76CBFF
R118 G203 B255
C66 M9 Y2 K1
PMS 2915 C



#43B7FF
R67 G183 B255
C63 M14 Y1 K0
PMS 292 C



#EAEAEA
R234 G234 B234
C13 M10 Y12 K0
PMS COOL GRAY 1 C



#B7B7B7
R183 G183 B183
C31 M21 Y21 K2
PMS COOL GRAY C



#AA251F
R170 G37 B31
C22 M92 Y91 K12
PMS 7627 C



#781D14
R120 G29 B20
C33 M92 Y73 K38
PMS 188 C



#0C79BC
R12 G121 B188
C99 M31 Y8 K5
PMS 7461 C



#095889
R9 G88 B137
C98 M51 Y16 K22
PMS 7692 C



#1E1E1E
R30 G30 B30
C63 M52 Y51 K75
PMS NEUTRAL BLACK C



#000000
R0 G0 B0
C82 M71 Y59 K75
PMS BLACK 6 C



MAIN BODY / TEXT COLOR

#58627C
R88 G98 B124
C67 M52 Y44 K17
PMS 431 C

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Extended color palette

The extended color palette is used solely when marketing and designing for each of Bold's solutions.

Each solution's color palette is used only for content and messaging about that solution. Otherwise, use Bold's primary color palette.

For example, if the content describes the Bold Loyalty **solution**, use its color palette. On the other hand, if the content is about the Loyalty Points **app** (yes, there's a difference), the primary color palette should be used instead. If the content is about two or more apps that aren't in a solution together, use the primary color palette.

Each solution has a corresponding color palette — one base color and at least two corresponding tints and shades.

Gradients can be created from transitioning between colors of the same hue and solution, but not across different solutions.

	BOLD EVERYWHERE MARINE #035882 R3 G88 B130 C95 M35 Y22 K37 PMS 7701 C				
	BOLD SUBSCRIPTIONS PURPLE #753BBD R117 G59 B189 C76 M75 Y0 K0 PMS 266 C				
	BOLD CHECKOUT GREEN #78BE20 R120 G190 B32 C52 M6 Y98 K1 PMS 368 C				
	BOLD CONVERSION TEAL #00B0B9 R0 G176 B185 C94 M1 Y36 K0 PMS 7466 C				
	BOLD B2B SLATE #6A7684 R106 G118 B132 C55 M35 Y38 K21 PMS 444 C				
	BOLD LOYALTY PINK #E45DBF R228 G93 B191 C24 M66 Y0 K0 PMS 238 C				
	BOLD CUSTOMIZATION ORANGE #FF9E1B R255 G158 B27 C0 M49 Y91 K0 PMS 1375 C				

VISUAL IDENTITY

What not to do

There are several instances where a logo's visual identity can be misinterpreted and applied incorrectly.

To guarantee that the logo's integrity and expected structure is maintained we have highlighted some common incorrect uses that are not permitted.

The Bold logo should always be presented in accordance with these guidelines and never be distorted, reshaped, or edited. No other visual elements should ever be added to it or placed behind or in front of it.

Here are some examples of unacceptable logo arrangements.

DO NOT
swap elements around



DO NOT
use the wordmark by itself



DO NOT
center lockup the logo



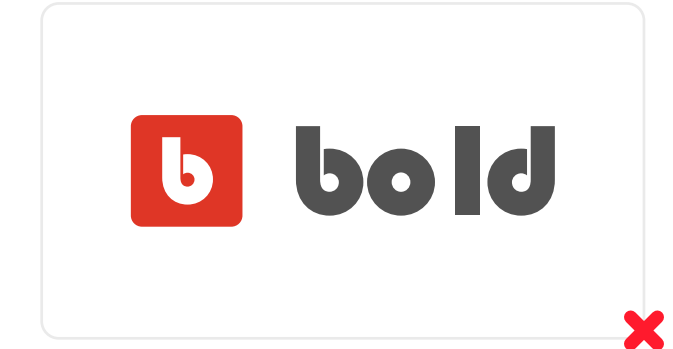
DO NOT
rotate any elements



DO NOT
add any effects



DO NOT
alter the spacing of the logo



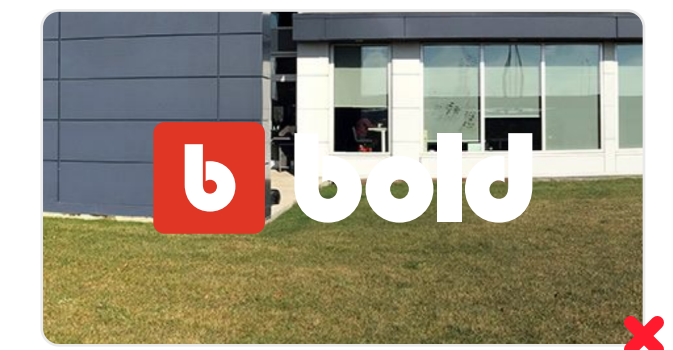
DO NOT
change the logo's official colors



DO NOT
place the logo over the color red



DO NOT
place the logo on images without insufficient contrast



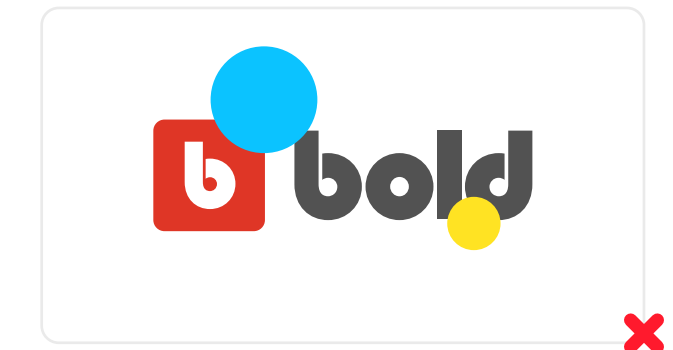
DO NOT
distort or skew the logo



DO NOT
replace the wordmark font



DO NOT
place elements over the logo





If you have any questions regarding the use of our brand,
please contact marketing@boldcommerce.com