Brand guidelines

April 2019
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.
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.

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.
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.
VISUAL IDENTITY

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.
**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.
**VISUAL IDENTITY**

**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.
**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.

<table>
<thead>
<tr>
<th>DO NOT</th>
<th>DO NOT</th>
<th>DO NOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>swap elements around</td>
<td>use the wordmark by itself</td>
<td>center lockup the logo</td>
</tr>
<tr>
<td>rotate any elements</td>
<td>add any effects</td>
<td>alter the spacing of the logo</td>
</tr>
<tr>
<td>change the logo's official colors</td>
<td>place the logo over the color red</td>
<td>place the logo on images without insufficient contrast</td>
</tr>
<tr>
<td>distort or skew the logo</td>
<td>replace the wordmark font</td>
<td>place elements over the logo</td>
</tr>
</tbody>
</table>
If you have any questions regarding the use of our brand, please contact marketing@boldcommerce.com