SHOP4CF

CORPORATE IDENTITY MANUAL

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INTRODUCTION

Below, the **SHOP4CF** is standardised and the common elements that constitute its new visual identity are established.

It is important to underscore the need to correctly and meticulously apply these basic design norms to ensure that the identity prevails.

The users of this manual are invited to become the main promoters of SHOP4CF's new image, assimilating the values presented here and applying their own criteria with the necessary discipline to build a solid, consistent global image.

LOGO

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

RGB

CMYK

Primary Logo

This is the positive version which we will use it as the principal logo

RGB

CMYK

Secondary Logo

This is the negative version which we will use it with black background

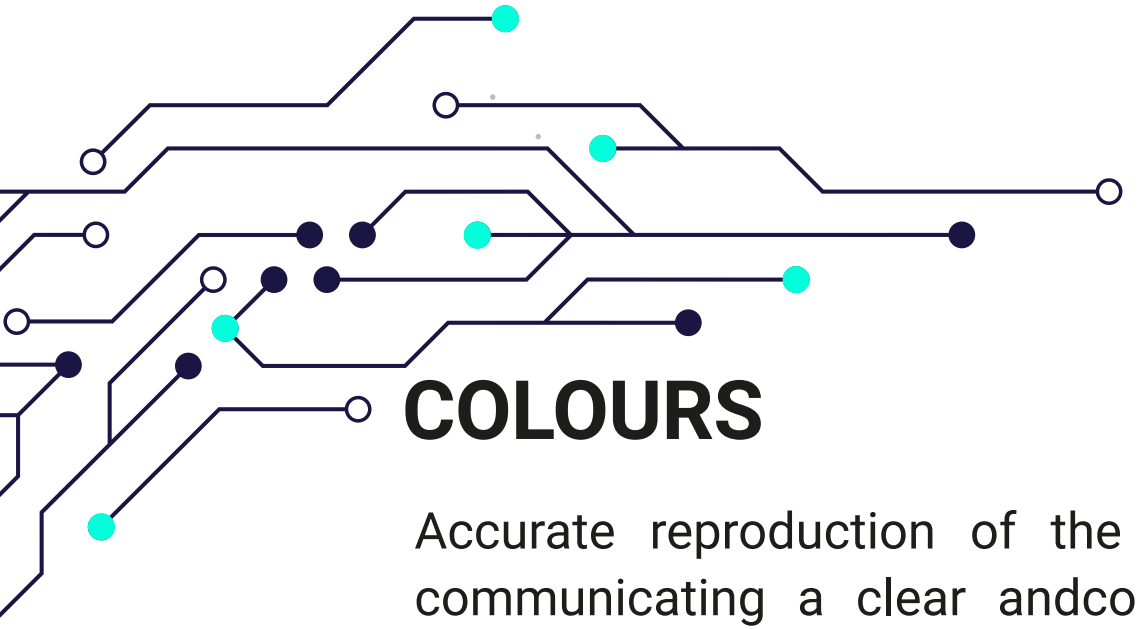
Exceptional Version

We can use a full black/white logo version with exceptional backgrounds like colorfoul images which complicate the visibility of the logo

50mm

Brand Visibility

The SHOP4CF logo can be reproduced at any size bigger than 50mm wide, without losing its image quality, as long as it is in vector format. Note that the logo must always be scaled proportionally to its height and width.



COLOURS

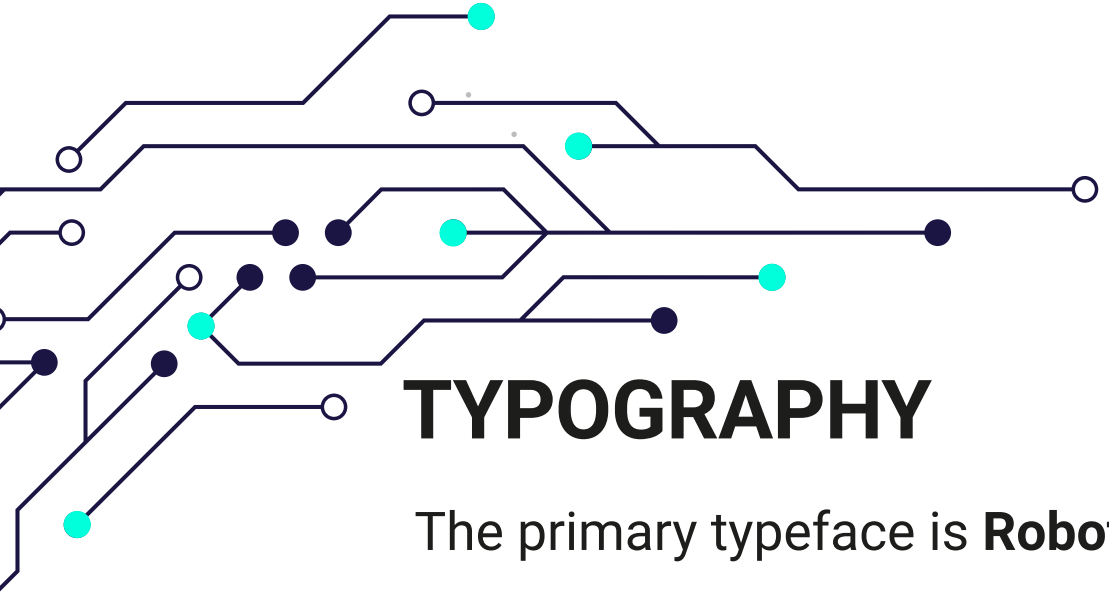
Accurate reproduction of the brand colour scheme is essential in communicating a clear andconsistent message about the company image.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

Dark Blue

The corporate colour is dark blue. Its exact use depends on the media in question.

RGB: 27/21/68 **CMYK:** 100/100/41/44 **HEX:** #1B1544



TYPOGRAPHY

The primary typeface is **Roboto**.

These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Roboto

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SHOP4CF

Red

The secondary colour is red along with turquoise, black and white, applied to complement the main colours.

RGB: 230/14/87 **CMYK**: 0/98/45/0 **HEX**: #E60C57

Turquoise

Turquoise will be used to highlight either text or different parts of an illustration, for very specific content only.

RGB: 0/255/218 **CMYK**: 59/0/33/0 **HEX**: #2BD9B9

White

The secondary colour is white along with turquoise, black and red, applied to complement the main colours.

RGB: 255/255/255 **CMYK**: 0/0/0/0 **HEX**: #FFFFFF

Black

The secondary colour is black along with turquoise, red and white, applied to complement the main colours.

RGB: 0/0/0 **CMYK**: 0/0/0/100 **HEX**: #000000