



BRAND IDENTITY GUIDELINES

GERONIMO PROJECT | APRIL 2019

**STRENGTH
IN NUMBERS!**

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INTRODUCTION



The importance of visual guidelines for any business or organisation could be summarised in one sentence: “Don’t put the cart before the horses”. It is one thing to create visually appealing communication tools, but it is of crucial importance to remember that these tools will eventually define what SHOPPERS CLUB is. Appending our logo on dissimilar productions, streaming in from every direction, would leave an impression of untidiness. But it would also make our brand less recognisable.

Consistently following visual guidelines, on the other hand, helps people define who and how different SHOPPERS CLUB is. It also saves precious time which would otherwise be spent trying to reinvent the wheel or briefing subcontractors. A consistent branding means more hours spent on content and less on unnecessary layout experimentation.

This document provides a new set of visual guidelines for SHOPPERS CLUB, which are meant to lay the new foundations of our existing communication products while leaving room for creativity. They revolve around two core elements: a refreshed logo, which ensures visual continuity while seamlessly integrating our brand name and tag-line.

It translates the idea of “community”, which is now how SHOPPERS CLUB defines itself. These guidelines are now an integral part of this definition as well, and as such should become a point of reference for anyone working on internal and external communication products.

ABOUT SHOPPERS CLUB



Shoppers club is a community that focuses on grouping together to get benefits of Bulk Buying. Bulk buying is cheaper because of the economies of scale that buying on your own.

Members can buy on amazon and benefit from discounts on the shipping overseas (shipping being the item). This provides choice. But they can also buy from local suppliers for a particular item.

In managing the community, we encourage discourse and finding out what people want us to grab for them. Our

administrators broker deals with manufacturers and provide coupons to people to claim for their products. Each coupon claimed gives us a commission.

This is the first iteration. More iterations include deliveries, e-commerce portals and lockers.

We share stories of the Shoppers Club community, their problems. These stories are unrelated to the products themselves and more targeted at wants and the why.

SHOPPERS CLUB SYMBOL



SHOPPERS CLUB's symbol is a strong brand ambassador which helps in the dissemination of the brand's visual identity.

The symbol is closely related to the nature of the endeavour; Get better deals as a community! This amalgamation of elements is explicit in terms of communication bubbles, puzzle to show connection and the handle of a shopping bag for commerce.

The whole identity can be used as a stand-alone on particular deliverables/occasions and as a graphic to accentuate brand recognition.

Nevertheless, the choice of using the symbol independently should be thoroughly considered to avoid negative disruption in the branding strategy of SHOPPERS CLUB.

SHOPPERS CLUB

1.0 | LOGO



1.1 | LOGO WITH LOGOTYPE



The SHOPPERS CLUB logo is our signature. This signature is the key building block of our identity. It must be at all times consistent. It reinforces the message of a clear, strong identity for SHOPPERS CLUB. Every aspect of SHOPPERS CLUB's activities on view internally and externally should be identified by use of the logo.

All elements of the logo have a fixed relationship and this must never be adjusted, redrawn or modified in any way, and must always be reproduced by using approved digital versions.

1.2 | COLOUR VARIATIONS

The Shoppers Club logo can be used in full colour as well as in one colour, based on the supporting hues which will be advised further in this document. The different versions of the logo should be properly used on strategic communication materials to ensure brand continuity and recognition.



1.3 | USE IN ARTWORKS



One of the main objectives of a logo is to remain recognisable in whatever situation. Shoppers Club logo is no exception. It is advised that whenever the logo is used it is placed on a dark or light plain background to ensure legibility.

1.4 | CLEARANCE



To ensure the integrity of the SHOPPERS CLUB logo, no design elements such as typography or graphics may intrude on the logo clearance. The logo clearance is equivalent to the height of "CLUB" as applied around the whole logo.

1.5 | THINGS TO AVOID



DO NOT DISTORT THE LOGO
(HORIZONTAL DISTORTION)



DO NOT DISTORT THE LOGO
(VERTICAL DISTORTION)



DO NOT ENCROACH ON
THE LOGO'S CLEARANCE

Palicaut vessin Etrac fex
nition llat, te, se desin
resulvit, unum diAn hos
obus etri, quodi poena-
tus. Hucepost reditiam
ret? qui populin dit.



DO NOT CHANGE
THE COLOR



DO NOT DISPLACE
LOGO ELEMENTS



DO NOT PUT THE LOGO
AT AN ANGLE



DO NOT CHANGE
THE LOGOTYPE



DO NOT CHANGE PROPORTIONS



DO NOT USE THE LOGO
IN LOW RESOLUTION

SHOPPERS CLUB

2.0 | COLOURS



2.1 | MAIN COLOURS

D.BLUE	C.BLUE
PANTONE	PANTONE
?	?
CMYK	CMYK
C 100	C 100
M 95	M 0
Y 5	Y 0
K 0	K 0
RGB	RGB
R 43	R 0
G 57	G 174
B 144	B 239
Web	Web
#2b3990	#00aeef



SHOPPERS CLUB

3.0 | FONTS



3.1 | FONTS - PRINT AND DIGITAL

One family is used in SHOPPERS CLUB texts in digital and print documents: **Roboto Condensed**.

Roboto Condensed, which is much more legible, is used for corporate communication, commercials, annual reports, brochures, flyers, adverts, posters and website for main titles and texts. No other fonts may be used for the core texts. As for emails it is very important that you use only **Arial** font family.

ROBOTO CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

ROBOTO CONDENSED LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^& ()*

ROBOTO CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

ROBOTO CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^& ()*

ROBOTO CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

ROBOTO CONDENSED BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

3.2 | FONTS - THE TAGLINE

The tagline says something special about the Obrica's brand. It is the company's motto! It gives the essence of why Obrica exists.

The tagline is intentionally set in **FREDOKA ONE** (easily available on Google Fonts), which is different from the normal typeface, **ROBOTO CONDENSED**, used for common texts.

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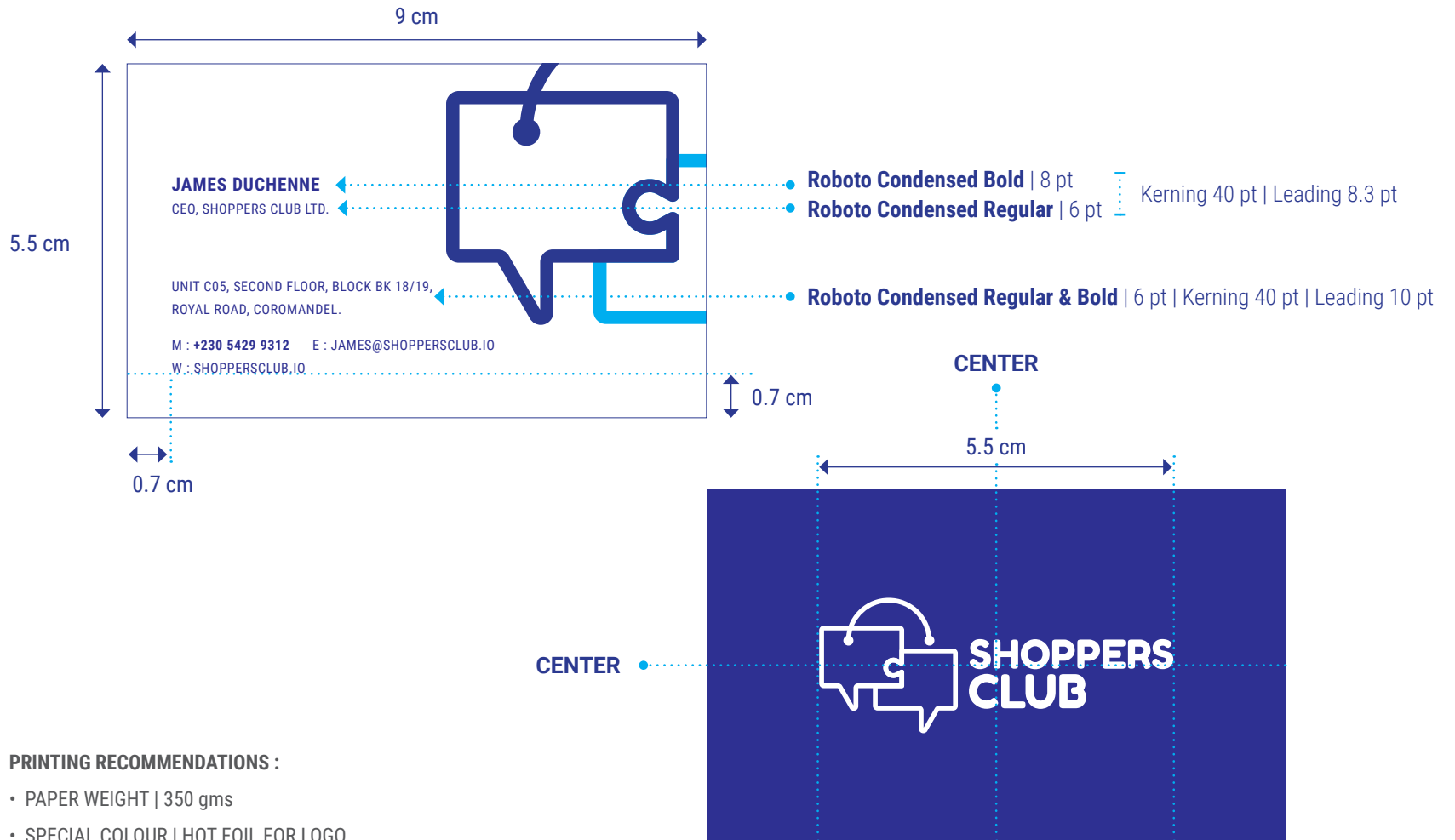
SHOPPERS CLUB

4.0 | PRODUCTS



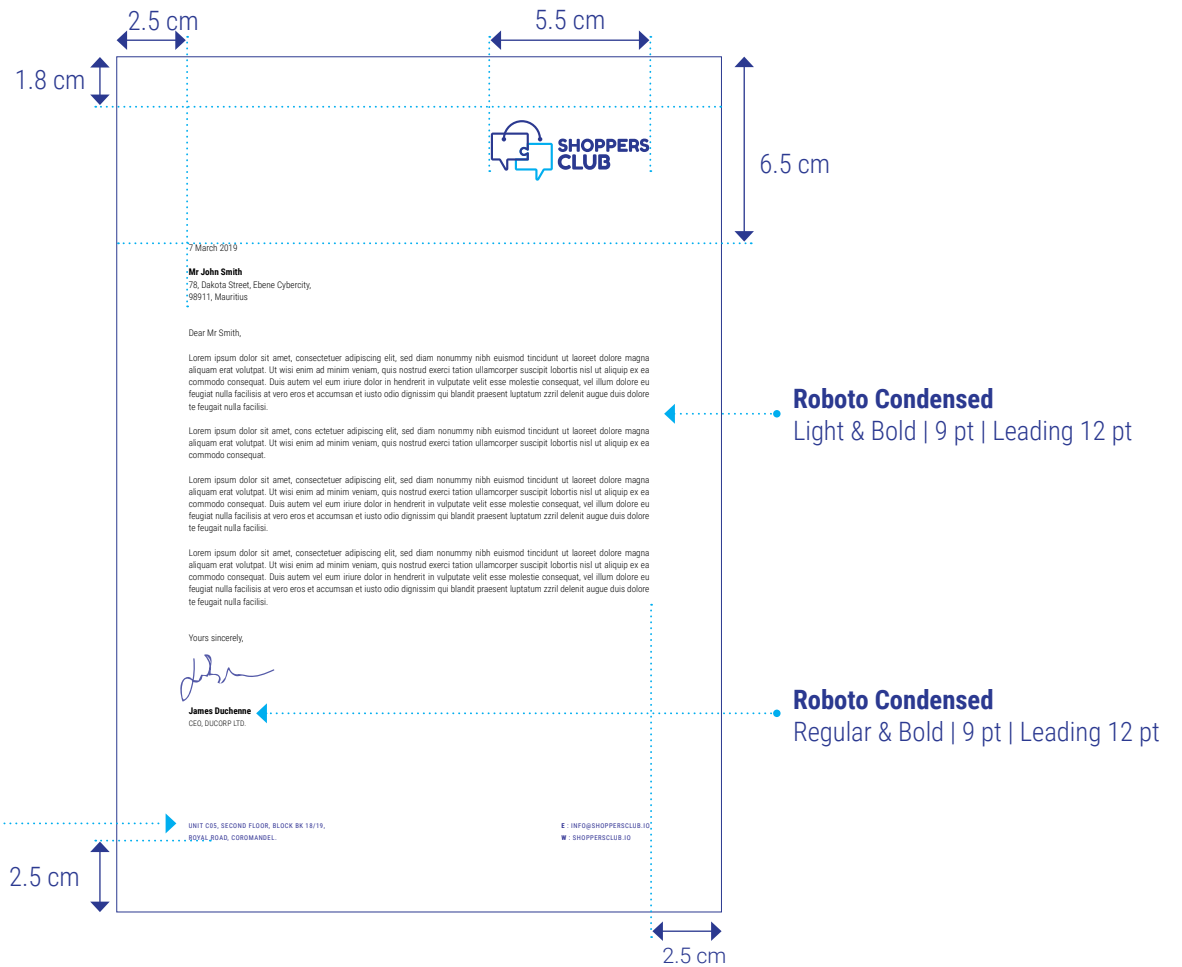
4.1 | BUSINESS CARDS

SHOPPERS CLUB business cards are effective networking tools for its employees and also serve as a promotional tool for the company. It features two sides: one with the SHOPPERS CLUB full logo on a green background, and one with the contact details of both SHOPPERS CLUB and the owner.



4.2 | LETTERHEAD

SHOPPERS CLUB letterhead is a must, as it serves as an additional advertising and branding tool. Please follow the guidelines to ensure proper communication and branding strategy.

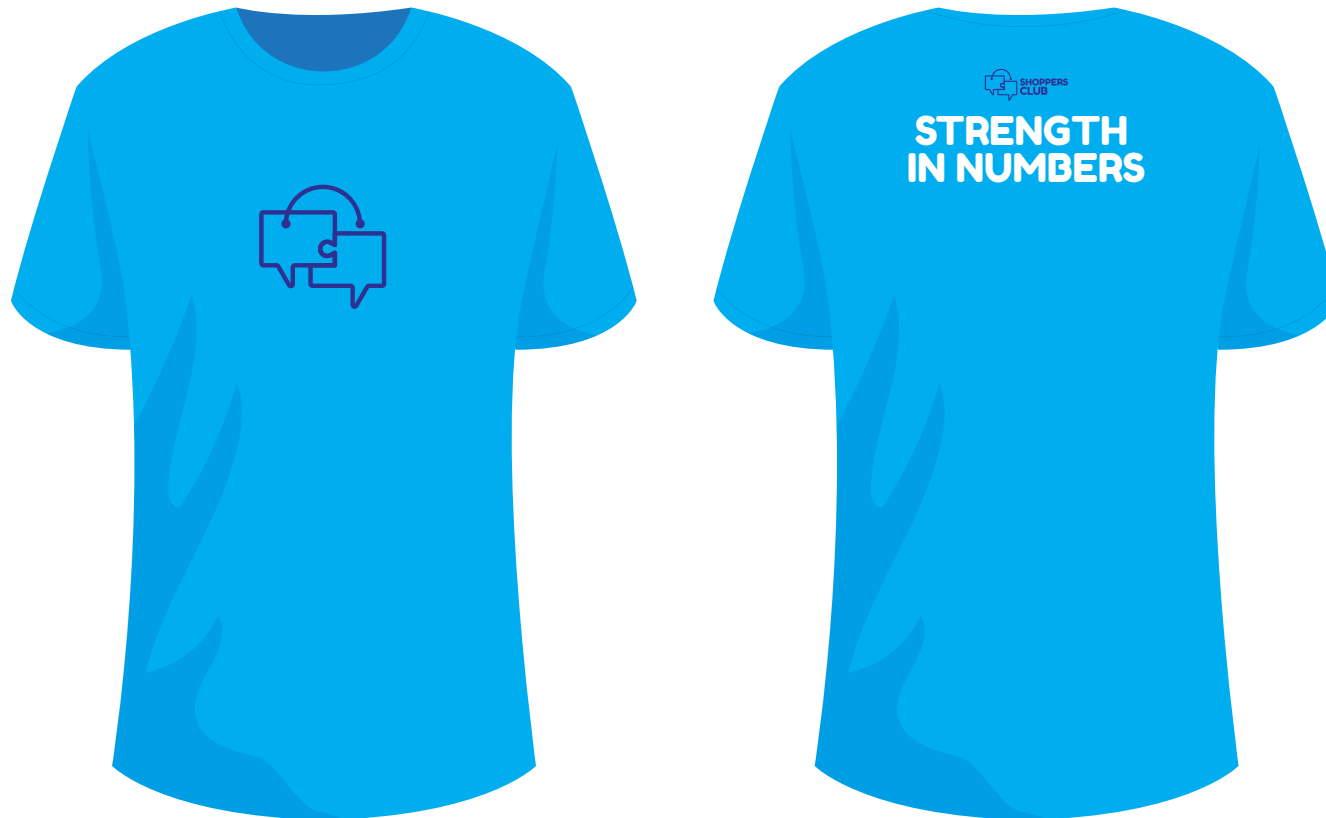


4.3 | CAP

The cap is an accessory that can be used for everyday activity. The objective is to disseminate the Obrica brand. Unlike traditional forms of advertising such as tv and radio ads, print, or online marketing, apparel based advertising that “walks” is more likely to gain attention.



4.4 | T-SHIRT



The T-Shirt forms part of the compulsory official wear for each employee of SHOPPERS CLUB. It is their day-to-day uniform whenever employees have to meet clients and when they are on-site for a task. The T-shirt ensures brand recognition and is thus a very powerful tool which complements Obrica's branding and communication strategy.

4.5 | POLO-SHIRT



The Polo-Shirt forms part of the compulsory official wear for each employee of SHOPPERS CLUB. It is their day-to-day uniform whenever employees have to meet clients and when they are on-site for a task. The Polo-shirt ensures brand recognition and is thus a very powerful tool which complements Obrica's branding and communication strategy.

4.6 | FACEBOOK

This a sample of the layouts which can be created for social media communication strategies.



PROFILE PICTURE



SOCIAL MEDIA COVER PICTURE



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WWW.SHOPPERSCLUB.IO