

## BRAND PHILOSOPHY

ShopClues logo holds the two strongholds of the brand- comprehensiveness and trust, while bringing a contemporary, simpler and stronger vibe to the brand. It ably perpetuates our image as the most accessible online shopping partner for all Indians.

## BACKGROUND

Our Logo is either black or white. ShopClues favicon is always shown in blue color. Only the logo patch without the background should be used.



Black Logo



White Logo

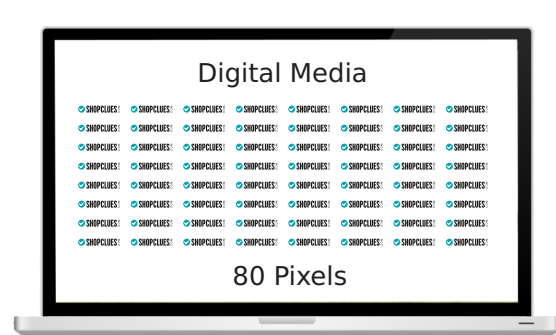
## DO'S AND DON'TS WITH THE LOGO

### Do's

- The length & breadth of the logo should always be kept in 6:1 ratio.



- The minimum logo size that can be used is 1.11" on print or 80 pixels for digital media.



- The margin to be used in the logo should always be 20 pixels with bleeds on all four sides.



### Don'ts

- Do not alter the color and typography of the logo.



- Do not alter configurations or distort and add shadows to logo components.



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- Do not rotate, animate or fill the counter spaces in the letters of the logo.



## TEXT FORMAT

The way we write the word "ShopClues.com" helps to add consistency to our brand. That's why the brand name "ShopClues" should always be written with an upper case "S" and "C", even when it is used in the middle of a sentence.



## COLOR

ShopClues Blue

CMYK

RGB

White

Black



## NO ALTERATIONS ARE ALLOWED IN THE COLOR OR LOGO FORMAT

- Do not use colors other than approved ones
- Do not outline the logo
- Do not modify or recreate the provided artwork
- Do not use the logo as part of a sentence
- Do not layer other content on top or below
- Do not place the logo on a patterned background



## WHERE TO USE

- Can be used for co-branded campaigns
- Can be used in company demos or presentations
- Can be used on event signage
- Can be used for advertising purposes (only for campaign partners)



## WHERE NOT TO USE

- Should not be used on personal business cards
- Should not be used on resumes
- Should not be used on personal website/online store

