
CORPORATE IDENTITY AND BRANDING GUIDE

VERSION 1
APRIL 2015

Visual consistency plays a fundamental role in increasing recognition of the services and products provided by Erndo. The purpose of this guide is to provide a holistic standard for the implementation of the Erndo corporate identity across a range of visual media.



GUIDELINES LOGO VARIATIONS

GUIDELINES

The Erndo logo should never use colors other than those specified in this manual and should always be created from original, digital artwork.

The Erndo logo should never be reproduced at a size smaller than the specified minimum size described.

All elements within the Erndo logo variations must remain at their fixed proportions and should not be scaled, re-positioned, distorted, or altered in any way.

LOGO VARIATIONS

The following are approved variations of the Erndo logo:

Horizontal



Stacked

MINIMUM SIZE EXCLUSION ZONE

MINIMUM SIZE

For clear legibility at smaller sizes, it is recommended that the horizontal Erndo logo should not be reproduced at a size smaller than .75" in height and the stacked Erndo logo should not be reproduced at a size smaller than 1" in height. When used with the Erndo tag line, the minimum width should be 2" for horizontal and 1.5" for stacked.

Horizontal



Stacked



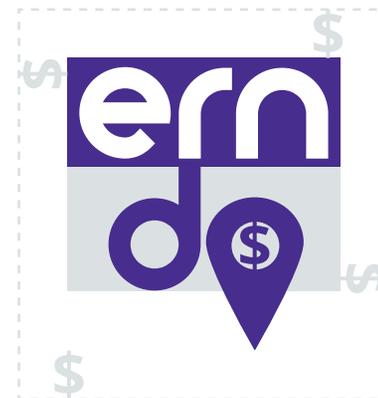
EXCLUSION ZONE

The recommended exclusion zone for the Erndo logo is approximately the height or width of the \$ sign. No other text, design elements, or images should encroach in this space except for the Erndo tag line.

Horizontal



Stacked



COLORS

COLORS

Erndo brand colors are purple and silver as noted below. The Erndo logo can also be reproduced in a gray scale, black, white, silver, or purple where appropriate.



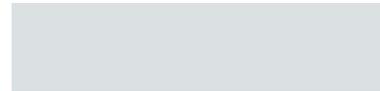
PURPLE

Pantone Solid Coated = Violet C

CMYK = 89%, 100%, 1%, 2%

RGB = 66, 0, 153

HEX = #420099



SILVER 1

Pantone Solid Coated = 7541 C

CMYK = 14%, 7%, 8%, 0%

RGB = 217, 224, 226

HEX = #D9E0E2



SILVER 2

Pantone Solid Coated = 7542 C

CMYK = 37%, 17%, 18%, 0%

RGB = 163, 188, 196

HEX = #A3BCC4



TYPEFACES

TYPEFACES

Although modified, the base font for the Erndo logo is TimeBurner. The font will not appear as thick as the logo if chosen to use in other applications as it does not have a bold option, but it will mirror the letter shapes.

The font for the Erndo tag line is Ubuntu with a 1pt stroke on the letters. Ubuntu is a font family that can be used in various weights for other applications such as print and web: <http://font.ubuntu.com>.

TIMEBURNER

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

UBUNTU

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

ICON USE

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Where appropriate, specific elements of the Erndo logo may be used in graphic and web design as well as social media and other online applications where an icon or avatar may be required.



TAG LINE USE

TAG LINE USE

The Erndo logo may also be displayed with the slogan. Appropriate slogan use styles include a horizontal and a stacked version as well as a single color version. Please also be advised that the minimum size for legibility of the Erndo logo when used with the slogan should remain at least 2" across for horizontal and 1.5" across for stacked.



Explore. Shop. Earn dough.



Explore. Shop. Earn dough.

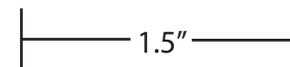
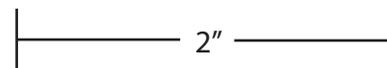
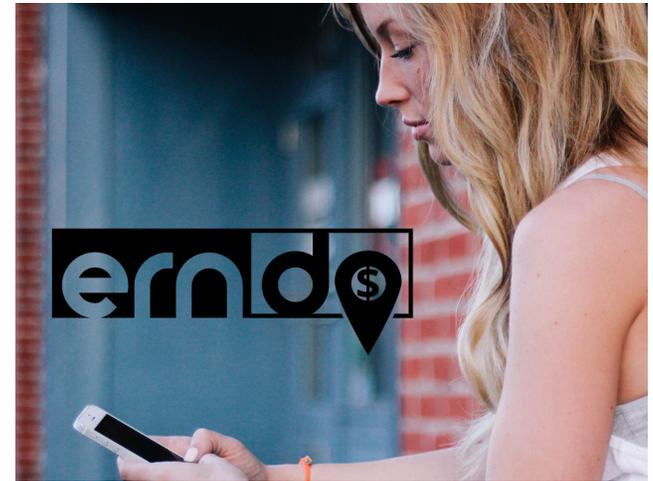
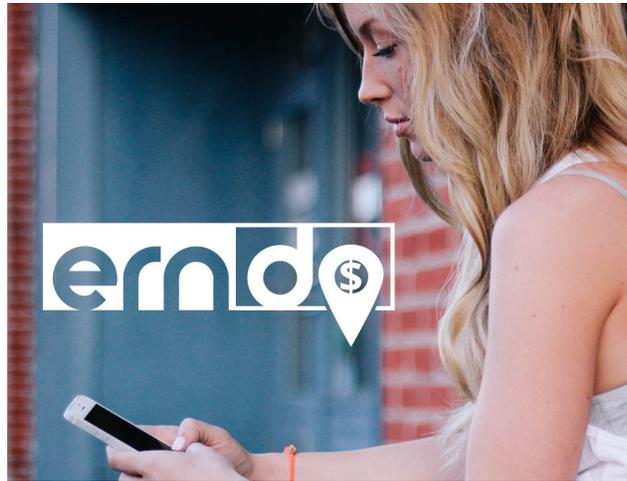


PHOTO USE

PHOTO USE

The Erndo logo may be used over an appropriate image or photograph if using the single color transparent version. When using the non-transparent version, it is recommend to place a white background behind the logo.



BRAND CONCEPTS

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The Erndo brand encompasses:

- trust – bold/heavy example fonts, built to last, strength in numbers, supportive
 - value – money, win/win, new customers, ease of shopping, mobile shopping
 - local business – map pin, community, interconnected, shopping local, shoppers, small businesses/small business owners
 - hip/modern – handcrafted, consumer demographic
 - sustainability/sense of “doing good” – shopping local, community support, money into local economy, emotion = happy/content.
 - exploration and discovery – explore new and local retailers, discovery great products, services, and deals
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