
EBUYER.COM BRAND GUIDELINES 2.0

CONTENTS

Introduction	03
Logo use	04
Unauthorised logo use	05
Clear space and minimum space	06
Colours	07
Typeface	08
Contact details	09

INTRODUCTION

The accurate representation of the Ebuyer.com visual identity is crucial for consistency and these guidelines should be adhered to at all times across all media.

This policy is designed to help you use our brand and assets, including our logo, content and trademarks without having to worry about negotiating a separate agreement with us or talking to our lawyers. If you'd like to make any use of our marks that is not covered by this document, you must contact us at marketing@ebuyer.com and include a visual mockup of intended use.

LOGO USE



Version 1



Version 2

The Ebuyer.com logo is the primary means of identifying the company and the variants shown on this and the following pages are the only acceptable logos to be used.

Do not try to recreate the logos. Always request the correct digital files for any application and these must not be altered in any way.

The logos must always be prominent and have maximum impact. The area around the Ebuyer.com logo must have the clear space indicated on page 06.

Wherever possible, and conditions permitting, the preferred Ebuyer.com logo style is that shown above (version 1).

The hallmarks of our house style are white backgrounds and open spaces combined with blocks of approved colours (page 07), providing a contemporary, clean look for our brand and ensuring maximum visibility for our corporate signature.

If the logo needs to appear on a black background, it should be reversed out as shown above (version 2).

When required, the Ebuyer logo may need to be produced in black and white, e.g. press advertising, mono advert etc. The mono versions are to be applied when using this application.

When written, the company name is to be displayed as 'Ebuyer.com'.

To download the Ebuyer.com approved logos in various formats, please visit:
www.ebuyer.com/marketing

UNAUTHORISED LOGO USE

The Ebuyer.com logo is NOT to be edited. If an alternate version is required you are required to email marketing@ebuyer.com and request such materials along with the reason.

When written, Ebuyer.com should NOT be displayed as 'eBuyer.com', 'eBuyer' or 'Ebuyer'. Listed below are examples of the Ebuyer.com logo SHOULD NOT be displayed:

ebuyer



ebuyer.com

Ebuyer.com

ebuyer.com



ebuyer.com

ebuyer.com

ebuyer.com

ebuyer.com

ebuyer.com

HOW NOT TO USE THE BUYER LOGO:

1. Do not reproduce the logo in an unauthorised colour
2. Do not distort the logo
3. Do not use the logo as a repeat pattern
4. Do not outline the logo
5. Do not tint the logo
6. Do not attempt to reproduce the logo using computer systems
7. Do not stack the logo vertically or turn it on its side

CLEAR SPACE & MINIMUM SPACE



CLEAR SPACE

In order to prevent the logo from being overcrowded or obscured by other elements, an exclusion zone has been established. Ideally, the signature should be staged with as much space as possible to ensure proper framing of the signature and to protect its integrity.

The exclusion zone is an area into which no text or graphic element may intrude. Please refer to example shown for a graphical representation.

When positioning the logotype on a printed page, website etc. it is important to give it some breathing space and allow for a certain clear space around it.

This area should be kept clear whenever possible (there may be situations on web pages where the amount of space is limited and therefore does not allow for clear space).

MINIMUM SIZE

To ensure logo legibility, it is recommended that the minimum reproduction size of the Ebuyer.com logo is no smaller than 28mm wide.

PLACE THE LOGO CONSISTENTLY

The preferred placement of the Ebuyer.com logo is in the top left corner for web/multimedia designs. For printed communications, the top right or left is preferred. Although some flexibility is allowed, i.e. bottom right on magazine adverts, as long as it appears in a prominent position, depending on the layout and communication needs.

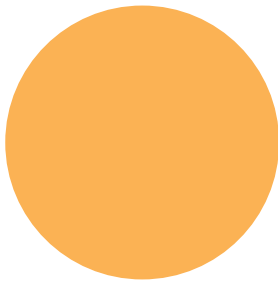
COLOURS

The Ebuyer.com corporate colours should be reproduced using these values, selecting the appropriate palette when either using on-screen and web or printed materials. These are not to be altered in any way.

For on-screen or web use, RGB or HEX values should be applied.

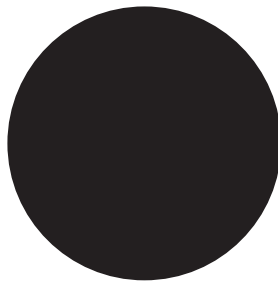
When producing printed communications, the 4-colour process (CYMK) colours are the favoured option if budgets and production techniques permit.

Whatever the chosen palette, careful consideration should be given to every project, as colours will vary according to papers or materials used. Be prepared to compensate where necessary for any variation.



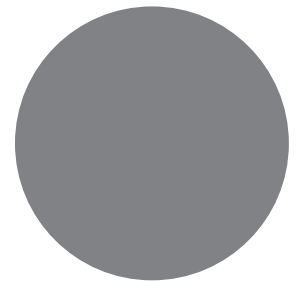
Orange. #FEB455

C: 0 R: 254
M: 34 G: 180
Y: 76 B: 85
K: 0v



Black. #1F1D21

C: 0 R: 31
M: 0 G: 29
Y: 0 B: 33
K: 100



Grey. #858688

C: 0 R: 133
M: 0 G: 134
Y: 0 B: 136
K: 60

TYPEFACE

The Ebuyer.com corporate typeface is Arial which is usually automatically installed on most PC and Apple Mac computers, and therefore should be readily available. They are preferred for use on print collateral, advertising, direct mail, presentations and other applications.

The various weights should be applied to give the greatest visual representation on your document. Generally, Bold for headings and sub-headings, with Light or Roman for body text and pictorial captions.

All typographical applications should be printed using upper and lower case characters. Body text should be ranged left with size dependent upon application. The use of italic text should be applied sparingly.

Arial

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

CONTACT DETAILS

We hope that these guidelines have given you the details you require.

Should you require any further information, please contact the Ebuyer.com Marketing department on the details shown below:

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