



SHOPBACK

BRANDING GUIDELINES, 16 May 2016

ABOUT SHOPBACK

- ShopBack is The Philippines' #1 Online Cashback/Rebates Site – Shop Online & Earn Cashback from over 300 stores like Lazada, ZALORA, Agoda, Ensogo, Sephora, foodpanda & more
- Headquartered in Singapore with an affiliate office in the United States, Malaysia, The Philippines and Indonesia, ShopBack is one of the pioneers who introduced a fresh spin to Southeast Asia's online shopping scene in 2014. Granting customers Cashback when they shop at over 500 online stores, ShopBack connects both merchants and shoppers with a mutually beneficial reward system, sharing a cut of its commission gathered from the merchant partnership with the shopper.
- Experience ShopBack Philippines at
 - Website: <https://www.shopback.ph>
 - Facebook: <https://www.facebook.com/shopbackphilippines>
 - Instagram: <https://www.instagram.com/shopbackph>
 - Twitter: <https://twitter.com/shopbackph>
 - Watch ShopBack PH: https://www.youtube.com/watch?v=DfO7u9pt_kU
 - Google+: <https://plus.google.com/+ShopbackPh>

ABOUT SHOPBACK

- How to use ShopBack



- Why use ShopBack



- Find out more on how ShopBack works here:
<https://www.shopback.ph/how-it-works>

OTHER LINKS TO SHOPBACK

- Apart from your exclusive Sign Up Page URL, if you wish to include other hyperlinks to ShopBack, they must follow the following format
 - Homepage URL example: <https://www.shopback.ph>
 - Store URL example: <https://www.shopback.ph/zalora>
 - Category URL example: <https://www.shopback.ph/fashion>

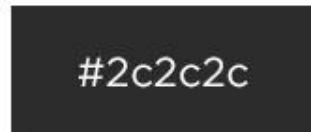
BRAND COLOUR

VISUAL IDENTITY

Red #f92828



Secondary Colours:



Using secondary colour to create a gradient:



Example:



SHOPBACK

LOGO

LOGO TYPEFACE: CUBANO | KERNING: 0

Our Master Logo is our strongest visual branding element and is used as a signature mark that represents our brand. Our logos should always be taken from our master artwork files (AI files) and never altered, redrawn, recoloured, or manipulated in any way. ShopBack's logo colours should always be in Red #f92828 or White #FFFFFF. The colours cannot be modified.

SHOPBACK

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YES



Qoo10 x **SHOPBACK** EXCLUSIVE DEAL



NO



SHOPBACK

LOGO + SUBLINE



The logo can be used together with ShopBack's subline, for e.g, on advertising and partnerships. A space of 1 cap-height (height of the subline) between the logo and subline needs to be maintained. Both logos are centered on vertical axis.

CLEAR SPACE



X-Height is derived from the width of each alphabet)

When placing our logo on communications, a minimum clear space of one x-height (derived from the width of the alphabets in the logo) must surround the logo as an invisible guide. We must ensure that the area around our logo is not hindered by distracting graphics, text and imagery. When used on top of photography or graphics, our logo must be legible.

LOGO – Clear space

VISUAL IDENTITY

EXAMPLES



MINIMUM SIZE



When creating an artwork, the minimum total length of the logo must be kept at 52 pixels.

YES



NO



SHOPBACK

LOGO – Logo Misuse

EXAMPLES

The word "SHOPBACK" is written in its standard red, bold, sans-serif font, but the entire text is slanted to the right, making it appear skewed.

DO NOT DISTORT OR SKEW

The word "SHOPBACK" is written in its standard red, bold, sans-serif font, but each letter has a thick white outline, which is a misuse of the logo.

DO NOT OUTLINE

The word "SHOPBACK" is written in its standard red, bold, sans-serif font, but the entire text is rotated counter-clockwise, making it slanted upwards.

DO NOT ROTATE

The word "SHOPBACK" is written in its standard red, bold, sans-serif font, but it has a dark grey drop shadow underneath it, which is a misuse of the logo.

DO NOT DROP SHADOW

The word "SHOPBACK" is written in its standard red, bold, sans-serif font, but the letters are significantly wider than normal, making the text appear stretched.

DO NOT STRETCH

The word "SHOPBACK" is written in its standard red, bold, sans-serif font, but the letters are filled with a complex, multi-colored pattern, which is a misuse of the logo.

DO NOT ADD PATTERNS/TEXTURE

The word "SHOPBACK" is written in its standard red, bold, sans-serif font, but the spaces between the letters are significantly larger than normal, making the text appear loose.

DO NOT CHANGE THE KERNING

The word "SHOPBACK" is written in a bold, sans-serif font, but the color is blue instead of the standard red.

DO NOT CHANGE COLOUR

These are some examples of logo abuse. Any form of logo abuse will weaken our communications, confuse our customers and potentially damage us as a brand and a business. Our logos should always be taken from our master artwork files and never altered, redrawn, recoloured, or manipulated in any way.

BRAND FONT

ShopBack's primary font is Gotham.

- A font is a grouping of typefaces that have similar characteristics
- A typeface is referring to an individual family member of that font

G O T H A M

G O T H A M L I G H T

G O T H A M M E D I U M

G O T H A M L I G H T I T A L I C

G O T H A M M E D I U M I T A L I C

G O T H A M B O O K

G O T H A M B O L D

G O T H A M B O O K I T A L I C

G O T H A M B O L D I T A L I C

Gotham has many typeface variations, but each falls within the parent font, Gotham. Specifically, Gotham Italic is a typeface; it resembles all things Gotham but looks slightly different. Think of it as one big happy family—each typeface is unique and special, but they all share the same font name.

MASCOTS

VISUAL IDENTITY

HAPPYBAG EVOLUTION

ShopBack's mascot, Happy, was created in 2013.




SHOPBACK'S MASCOTS



HAPPY
MALE



PENNY
FEMALE



NICK
MALE



BILL
MALE



PURSEY
FEMALE

SHOPBACK