InStore Commerce

Brand guidelines

How to use the InStore Commerce name and logo in articles, presentations and partner material.

Logo versions



Full-color logo, for light backgrounds



White-text logo, for dark backgrounds

Use it like this

- Use the full-color logo on white or light backgrounds.
- Use the white-text logo on dark or navy backgrounds.
- Leave clear space around the logo equal to the height of the storefront icon's awning.
- Keep the logo at least 120 px wide on screen and 25 mm wide in print.
- Use the icon alone only where the full name appears nearby, such as app icons and social avatars.

Please avoid

- Do not stretch, rotate, recolor or add effects to the logo.
- Do not place the full-color logo on busy photos or low-contrast colors.
- Do not rebuild or retype the wordmark.
- Do not imply endorsement by showing the logo next to a brand or publication without permission.

Colors

InStore Blue	Navy	Cream	White
#2563EB	#0F172A	#FFF7E8	#FFFFFF

Typography

The InStore Commerce website uses Inter.

Questions

Ask press@instorecommerce.com before using the logo in a way not covered here.