3dcart

Good Looking Guide

Read. Apply. Repeat.

Version 1.0

LOGO

3dcart's logo is the core of our visual identity.
It should never be stretched, squashed or distorted
in any form regardless of the situation.

01 Original

HEX: #323232
RGB: 50, 50, 50
CMYK: 70, 62, 62, 60

02 Reversed

HEX: #F1F1F1
RGB: 241, 241, 241
CMYK: 4, 3, 3, 0

Avoid cluttering the logo. Keep good whitespace between our logo and any adjacent element and avoid "cramming it" into tight layouts.

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BAD USAGE EXAMPLES

✗ 01 No squashing

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✗ 02 No stretching or using reversed logo on a light background

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✗ 03 No "cramming" or using regular logo on dark backgrounds

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✗ 04 No rotating

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TYPOGRAPHY

Typography is 3dcart's most essential branding element. Our primary typeface is SEGOE UI (pronounced "see-go").

For online applications, stick to the "Regular" and "Bold" weights. Use of "Light" and "Semibold" styles is fine for graphics or printed materials. Try not not mix and match more than two different weights within a particular graphic or page.

Avoid the use of "Italics" unless strictly necessary to comply to a third party's branding style or naming conventions.

Kerning (letter spacing) should always be kept at -25

01 **Primary Group**

SEGOE UI REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
{!@#$%&*} 1234567890

SEGOE UI BOLD

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
{!@#$%&*} 1234567890**

02 **Secondary Group**

SEGOE UI LIGHT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
{!@#$%&*} 1234567890

SEGOE UI SEMIBOLD

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
{!@#$%&*} 1234567890**

HEADINGS & COMBINATIONS

Many times we combine headings and subheadings to present cohesive marketing messages. In these cases we want to have at least a weight difference (i.e. Bold + Semibold or Bold + Regular).

When the heading is extremely large, the kerning can be reduced even further to -50.

Any time we use the heading + subheading combinations the heaviest will be darker than the lighter. See examples below:

01 **Center Aligned**

Sell more with 3dcart
### Build, market and grow your online business

02 **Left Aligned**

Design packages that rock!
Select the handcrafted package of your choice.

COLORS & COMBINATIONS

It's important to maintain a cohesive color palette throughout our web pages, emails and ads. For this matter we have a primary color palette, which can be complemented by a secondary one. In the event that other colors are needed, make sure they match in saturation.

01 Primary Palette
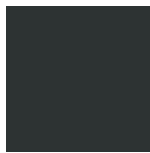
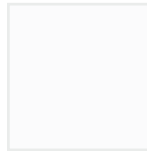RGB: 48, 52, 52
CMYK: 70, 60, 60, 60
HEX: #303434

RGB: 84, 87, 87
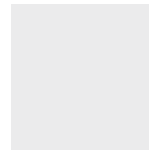CMYK: 65, 55, 55, 30
HEX: #545757

RGB: 55, 145, 68
CMYK: 80, 20, 100, 5
HEX: #379144

RGB: 80, 184, 72
CMYK: 70, 0, 0, 100
HEX: #50B848

RGB: 250, 250, 250
CMYK: 1, 1, 1, 0
HEX: #FAFAFA

RGB: 234, 234, 234
CMYK: 7, 5, 5, 0
HEX: #EAEAEA

02 Highlight Palette

RGB: 250, 210, 10
CMYK: 2, 15, 100, 0
HEX: #FBD206

RGB: 241, 91, 42
CMYK: 0, 80, 94, 0
HEX: #F15A29

PRODUCT LOGOS / OTHER LOGOS

Here are some of our product logos in case you need them.

1. SocialCommerce

3d Social Commerce

2. mCommerce

mcommerce

3. 3dcart University & 3DU

3dcart UNIVERSITY

3DU

4. @utoresponder

@utoresponder

5. 3dFeedback

3dfeedback

WEB GUIDELINES

Special consideration needs to be taken while implementing 3dcart's look on the web. These mostly relate to technical issues, such as font availability, css, etc.

Since Segoe UI is a system font under Windows Vista and 7, many platforms will need an alternative. Tahoma is next up, looking fairly similar. The third option is Helvetica Neue, mainly for the Mac and iOS platforms.

01 **Alternative Fonts**

Tahoma Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
{!@#$%&*} 1234567890

Tahoma Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
{!@#$%&*} 1234567890

Helvetica Neue

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
{!@#$%&*} 1234567890

Helvetica Neue Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
{!@#$%&*} 1234567890

CSS (Cascade Style Sheet)

Special consideration needs to be taken while implementing 3dcart's look on the web. Follow this rules for consistency among pages.

01 **Font Stack** | Segoe, "Segoe UI", Tahoma, "Helvetica Neue", Arial, sans-serif;

02 **Letter-Spacing** | From 10px up to 18px: 0px; (or not specify)

From 20px up to 36px: -1px;

From 38px and up: -2px;

03 **Line-Height** | 2px more that font size, for example, if a font size is 18px then its line-height should be 20px;