PRESTASHOP

BRAND AND MEDIA KIT

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Brand territory

1.

GRAPHIC TERRITORY

1.1 LOGOTYPE
Presentation

Our new logo is that of a modern brand at the service of commerce.

A sober, visual word.
The brand name speaks for itself, hence the desire to not add any symbol or emblem.

A custom-made typography
An original creation, it symbolizes efficiency and performance, thanks to a refined design and an impactful weight, all in capitals. It also evokes proximity and accessibility through a certain roundness.

Assertive colors
Black on light background, white on dark background and blue on a black background, the colors are timeless (black and white), with a soft yet assertive proprietary blue.

Proprietary font

Claimed sobriety

PRESTASHOP

Assertive colors

Legible on all supports

Writing rules
In a current text, the trademark is always written "PrestaShop".
The trademark does not admit any abbreviation (ex: PS).
When written in context of other brands that are themselves capitalized, the trademark turns to upper case.

1.1 LOGOTYPE
Versions

The logotype is available in three color versions: black, white and blue.

The color references of the logo are below:
- RGB and hexadecimal (#) for on screen applications.
- Pantone for direct tone printing.
- CMYK for color process printing.

The application of another color is forbidden.

N.B. This logo must not be altered nor deformed. For any reproduction, use the computer files available for download.

PRESTASHOP

Black version

R 0
G 0
B 0

000000

~~Pantone~~

C0 M0 Y0 K100

PRESTASHOP

White version

R 255
G 255
B 255

ffffff

~~Pantone~~

C0 M0 Y0 K0

PRESTASHOP

R 164
G 219
B 232

a4dbe8

Pantone 635 C

C38 M0 Y7 K0

Blue version

1.1 LOGOTYPE
Clearspace
and minimum size

To ensure the logo is legible
and visible, a minimum surrounding
clearspace has been defined to
protect it. This must be respected.

The minimum clearspace is the
first letter P of the logotype.
Do not place text in this area.

To ensure all elements remain
legible, the minimum width must
be respected for the logotype and
its symbol. The minimum size varies
depending on the reproduction format.

Clearspace
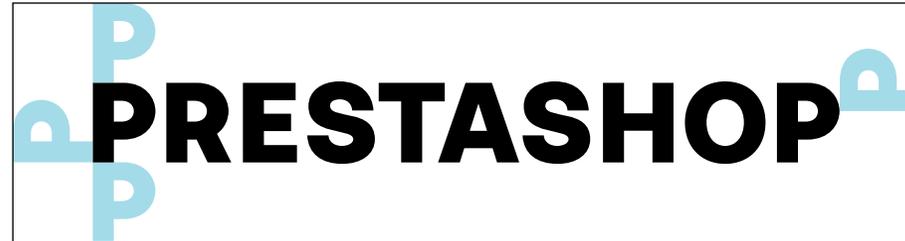
Ovid eumque commolore
di renis del miliam facia
audi sequis dolupid...

Minimum sizes

printing: 20 mm

screen: 50 px

silk-screen printing: 25 mm

embroidery : 40 mm

PRESTASHOP

1.1 LOGOTYPE
Use on backgrounds

For optimal visibility, use the monochrome black version on light backgrounds and monochrome white version on darker backgrounds. Use blue version only on black background.

N.B. When using disturbed backgrounds (photography), make sure the logo sits on a homogeneous part and use the white or black version according to best contrast.

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PRESTASHOP

1.1 LOGOTYPE
Prohibited uses

Non-exhaustive examples of incorrect or prohibited use of the Skaleet logo.

N.B. To avoid mistakes, please read all rules defined in these brand guidelines and use the electronic files provided.

PRESTASHOP

🚫 apply a random color

PRESTA SHOP

🚫 alter composition

PRESTASHOP

🚫 enclose the logo in a shape

PRESTASHOP

🚫 ignore directions about background compatibility

PRESTASHOP

🚫 rotate

PRESTASHOP

🚫 add a symbol

PRESTASHOP

🚫 use PrestaFont glyphs in the logotype

PrestaShop

🚫 change the font

PRESTASHOP

🚫 apply a visual effect (outline, drop shadow, etc.)

1.2 TYPEFACES
Our proprietary
titling typeface

Lean

PRESTASHOP

History

PRESTASHOP

Human

PRESTASHOP

Iconic

PRESTASHOP

Dataspeed

PRESTASHOP

PrestaShop has its own typography:
the PrestaFont.
It offers several variants for each
of the letters composing PrestaShop.

Different families were developed
to express the scalable, customizable
and adaptable nature of the
PrestaShop solution.

It is used for titles only.
It can be used on all
communication supports.

To feature the various glyphs,
it is recommended to use the natural
behavior of the PrestaFont. However,
it is possible to change glyphs
manually, if certain rules are respected
(see page 28).

N.B. This typeface is available
(on request) from the PrestaShop
Brand Experience team.

PRESTAFONT

A recognizable and memorable brand asset.

AAAAAABCDEEEEE
FGHHHHHHIJKLMN
OOOOOOPPPPFQ
RRRRRRSSSSSTTTTTT
UVWXYZ

ÁÂÄÀÅÃÆÇÐÉÊËÈÍÎÏÌŁÑÓÔÖÒØÕŒÞŠÚÛÜÙÝŸŽ
0123456789#@&§.;+=!?($€£)*

1.2 TYPEFACES
Our proprietary titling typeface

Some rules must be followed in order to obtain an optimal final result.

⊖

⊗WN...

Do not use the "iconic" family at the beginning of a word.

FR⊗E...

Do not use 2 glyphs in a row.

C⊗MM⊗RC⊗...

Avoid repeating the same family in a single word.

Y⊗UR C⊗MMERCE, YOUR ST⊗RY...

Avoid repeating the same glyph in a composition.
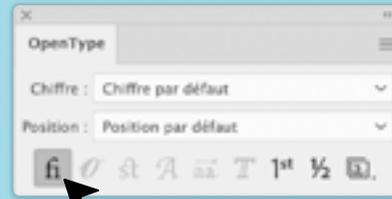
✓

OWN...

FREE...

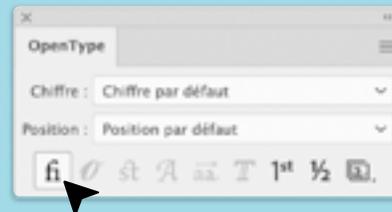**C⊗MMERCE...**

YOUR C⊗MMERCE, Y⊗UR STORY...

1.2 TYPEFACES
Our proprietary
titling typeface

To activate / deactivate the glyph
variants, just open the OpenType
table in your Adobe software and
check/uncheck the "ligature" option.

OWN YOUR COMMERCE,
BE YOUR SUCCESS.

OWN YOUR COMMERCE,
BE YOUR SUCCESS.

1.2 TYPEFACES
Accompanying typefaces

The IBM Plex Sans is our corporate font. It is used on all communication supports.

N.B. This font is subject to copyright. It is available on *Google fonts*

Arial is our substitute font, notably for office purposes (PPT, word, email signature...). This is a system font available on all computers.

IBM PLEX SANS

Abc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 *@#%$€&

Thin Extralight Light Regular **Medium SemiBold Bold**
Thin Extralight Light Italic Medium SemiBold Bold

IBM Plex™ is a global typeface family designed by Mike Abbink (executive creative director at IBM Brand Experience & Design) in collaboration with Bold Monday, an independent Dutch type foundry. Plex was designed to illustrate the unique relationship between man and machine - a key theme for IBM since the beginning of the century. The result is a grotesque, neutral, yet friendly typeface that has excellent readability on print, the web and mobile interfaces.

ARIAL — BUREAUTIQUE

Abc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 *@#%$€&

Regular **Bold Black**
*Italic **Bold Italic***

PPT
Emails
Letters
…

1.3 MONOGRAMS
Versions

If the choice of a monogram is open, it is best to have variations across different applications.

The monograms are applied:
- in black with blue on light background
- in white with black on dark backgrounds
- in blue with black on black background

They can be used as email signatures, goodies, social networks, newsletter.
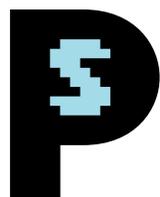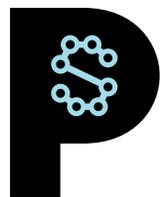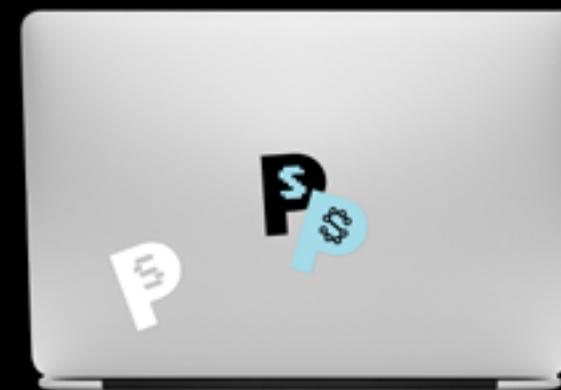
Black versions

White versions

Blue versions

1.3 MONOGRAMS
Presentation

Some examples of monograms applied on goodies (stickers, phone cover, silk-screening on clothing, etc.).
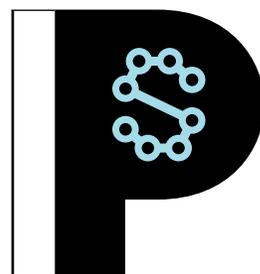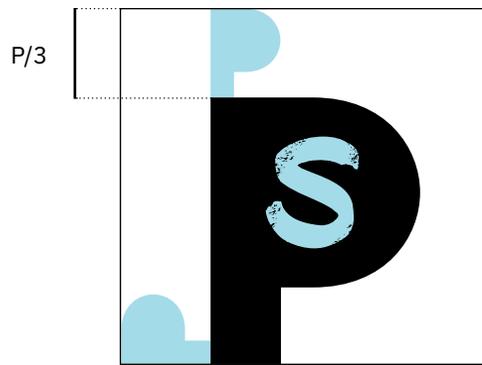
1.3 MONOGRAMS
Basic rules

In order to preserve its legibility and visibility, a clearspace around the monograms as well as minimum sizes have been defined.

The minimum clearspace is equal to one third of the height of P. No graphic element or text must disrupt this space.

Regarding the applications on backgrounds, the black version is applied on light backgrounds and the white version on dark backgrounds. The blue version is only applied onto black backgrounds.

N.B. When using disturbed backgrounds (photography), make sure the monogram sits on a homogeneous part and use white or black version according to the best contrast.
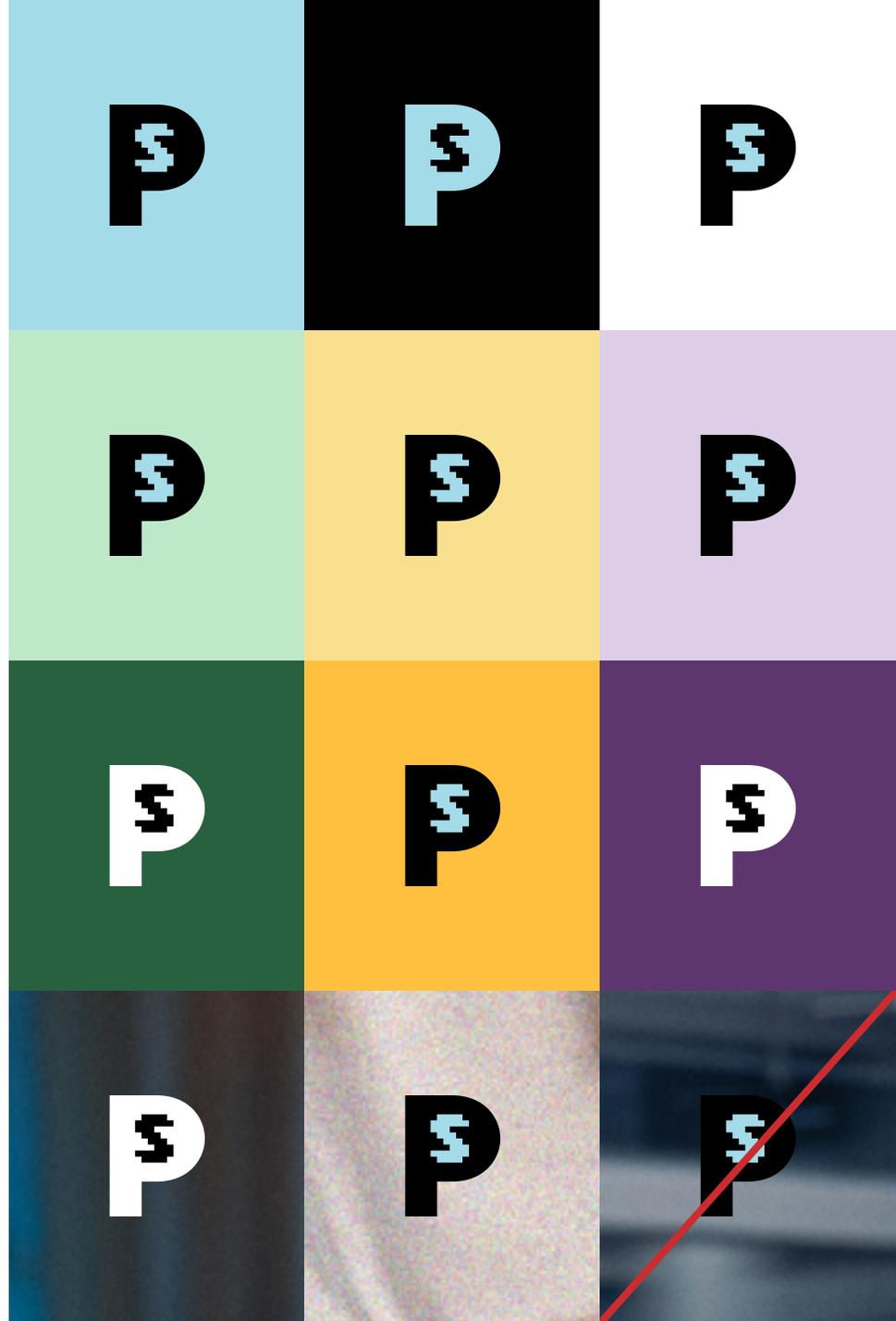
Clearspace

P/3

Minimum sizes

printing: 10 mm

screen: 25 px

silk-screen printing: 20 mm

embroidery : 20 mm

1.3 MONOGRAMS
Prohibited uses

Non-exhaustive examples of wrongful
or prohibited uses of the logo.

N.B. To avoid any error, consult
all the rules defined in these guidelines
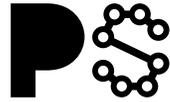and use the available computer files.

apply a random color

ignore directions about background
compatibility

apply a white S in the monogram

alter composition

rotate or distort

use a non defined S

enclose the monogram in a shape

associate it to the PrestaShop logo as
an emblem

apply a visual effect (outline, drop
shadow, etc.)

1.4 COLOURS
References

Primary colors
Light blue, black and white are the main brand colors.

Secondary colors
A secondary palette complements the main colors and ranges from light to dark.

Functional colors
Several functional colors (grays and a red) complete this set in order to meet specific needs: interface elements, neutral backgrounds, "like" heart symbol, etc.

The references are given:
- RGB and hexadecimal (#) for on screen applications.
- Pantone for direct tone printing.
- CMYK for color process printing.

N.B. All these colors must be faithfully reproduced.

LIGHT BLUE

PANTONE 635 C

C 38
M 0
Y 7
K 0

R 164
G 219
B 232

A4DBE8

BLACK

~~PANTONE~~

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

000000

WHITE

~~PANTONE~~

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

FFFFFF

GREEN

PANTONE 2253 C

C 27
M 0
Y 23
K 0

R 189
G 233
B 201

BDE9C9

YELLOW

PANTONE 1205 C

C 0
M 10
Y 50
K 0

R 248
G 224
B 142

F8E08E

PURPLE

PANTONE 2085 C

C 14
M 20
Y 0
K 0

R 222
G 205
B 231

DECDE7

GRAY#1

PANTONE WARM GRAY 1 C

C 5
M 8
Y 10
K 12

R 215
G 210
B 203

D7D2CB

GRAY#2

PANTONE COOL GRAY 3 C

C 9
M 6
Y 7
K 18

R 200
G 201
B 199

C8C9C7

GRAY#3

PANTONE COOL GRAY 8 C

C 23
M 16
Y 13
K 46

R 136
G 139
B 141

888B8D

GREEN#2

PANTONE 7723 C

C 69
M 0
Y 54
K 7

R 80
G 166
B 132

50A684

YELLOW#2

PANTONE 136 C

C 0
M 30
Y 80
K 0

R 255
G 191
B 63

FFBF3F

PURPLE#2

PANTONE 2076 C

C 60
M 75
Y 0
K 0

R 134
G 89
B 181

8659B5

GRAY#4

PANTONE COOL GRAY 11 C

C 42
M 30
Y 20
K 66

R 83
G 86
B 90

53565A

GREEN#3

PANTONE 7734 C

C 77
M 0
Y 80
K 62

R 40
G 97
B 64

286140

YELLOW#3

PANTONE 138C

C 0
M 56
Y 100
K 8

R 222
G 124
B 0

DE7C00

PURPLE#3

PANTONE 7665 C

C 64
M 84
Y 0
K 32

R 94
G 54
B 110

5E366E

RED

PANTONE 711 C

C 0
M 97
Y 80
K 7

R 203
G 44
B 48

CB2C30

2.

OFFERS ARCHITECTURE

2.1 PRESTASHOP ESSENTIALS
Presentation

Essentials are a handful of addons, deemed necessary to create and develop a business with PrestaShop. They were developed by PrestaShop with high profile technological partners. They have specific logos with a structure that can only apply to Essentials.

N.B. These logos must not be altered or distorted. For any reproduction, use the computer files available for download.

PRESTASHOP
METRICS

PRESTASHOP
SOCIAL
With **facebook** & *Instagram*

PRESTASHOP
MARKETING
With Google

PRESTASHOP
CHECKOUT
Built with ***PayPal***

PRESTASHOP
PAYLATER
With ***payplug*** & oney

PRESTASHOP
INSURANCE
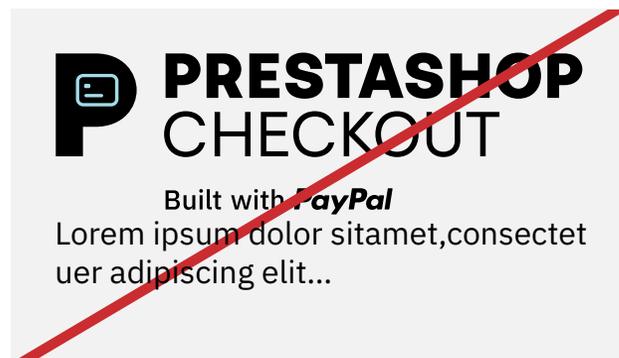
2.1 PRESTASHOP ESSENTIALS
Basic rules

Essentials logos follow the same rules as the PrestaShop logo regarding their colors, their application on backgrounds and their clearspaces.

Minimum sizes (Height of P)

printing: 5 mm

screen: 15 px

2.2 LABELS
Labeling system principles

PrestaShop Experts and Partners can be identified through a label (for example Experts label indicates the level of service they can provide when operating PrestaShop for merchants and Partners label the type of business interaction they have with PrestaShop).

A label system was created for these occurrences. It exists as a label version when used inside the PrestaShop ecosystem (e.g. on our website) and as a sticker version, including the PrestaShop logo, when used outside of the ecosystem (e.g. on the Expert's or Partner's website, ads, etc.).

The color, font, shape and number of stars should not be tampered with. This labelling system should not be associated with any other entity, unless ratified by the Brand Experience team.

Sticker version on white background

PRESTASHOP
EXPERT ★

PRESTASHOP
EXPERT ★

EXPERT

EXPERT ★

EXPERT ★★

EXPERT ★★★

EXPERT ★★★★

Sticker version on light background

PRESTASHOP
EXPERT ★

PRESTASHOP
BUSINESS PARTNER

BUSINESS PARTNER

PREMIUM PARTNER

ELITE PARTNER

Sticker version on dark background

PRESTASHOP
EXPERT ★

For the sake of clarity, unity and enhancement of the PrestaShop brand, we aim to avoid a multiplication of logos, symbols and various graphic treatments.

The offers architecture shown here should be strictly observed. Any new product or service must be assessed with the Brand decision flowchart before joining the flock and no new marker, logo or brand system should be created without the agreement of the Brand Experience team.

In addition, specific logos and markers do not mean specific visual codes: the brand territory demonstrated in this brand book are transversally and consistently applied through the different PrestaShop offers.

Master brand

PRESTASHOP

Products & Services

Essentials

PRESTASHOP METRICS

PRESTASHOP MARKETING
With Google

PRESTASHOP PAYLATER
With *payplug* & oney

PRESTASHOP SOCIAL
With *facebook* & *Instagram*

PRESTASHOP CHECKOUT
Built with *PayPal*

PRESTASHOP INSURANCE

On the marketplace

Essentials

By PrestaShop

PrestaShop Edition

PRESTASHOP EDITION

Other offers

PRESTASHOP ACADEMY

PRESTASHOP DAY

PRESTASHOP COACHING

THANK YOU!

If you have any questions, please contact us:

Brand Experience team
brandexperience@prestashop.com

PRESTASHOP