



Shopable

Brand Guide 2020



Vision

Help others live out their passion



Mission

Fix ecommerce websites with bad experiences by providing professional website management.



Personality

We are a compassionate brand that is tranquil. Our motto is “always stay positive”

Ideal Customer



Helen Amanda

Etsy sellers

“It's up to us to take care of each other.”

Demographics

- Woman
- 45-54 years old
- Divorced

Lifestyle

- High school
- \$50,000 – \$100,000
- Lives in the suburbs

Motivations

- Likes: knitting
- Hates: mental hurdles

Logo

The brand logo identifies the Shopable brand as a whole. This logo is a carefully created piece of locked artwork that should not be altered in any way.

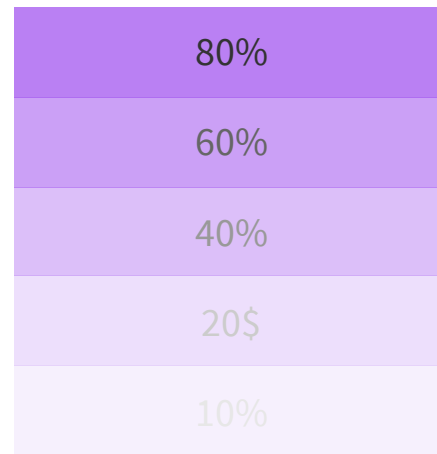
The Shopable logo is displayed in a vibrant purple color. It features the word "Shopable" in a bold, rounded, sans-serif typeface. The letters are thick and have a friendly, approachable feel. The 'S' is particularly large and rounded, and the 'e' at the end has a small tail. The overall design is clean and modern.

Colors

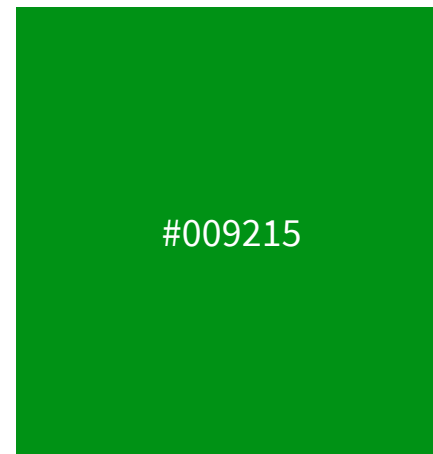
Main



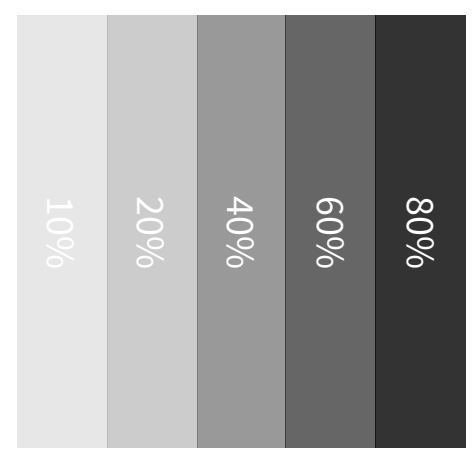
Tints



Attention



Neutrals



Typography

Palanquin Dark

Header font.

Source Serif Pro

Paragraph font.

Shopable

Websites make everything possible.

Though we've come to the end of this guide, this is only the beginning of our journey. Thank you for being part of it.