

**External Brand Guide**



**eLearnCommerce**

**January 2020 Version 3**

## This is The eLearnCommerce Logo

It has two parts: ICON, and WORDMARK.

Almost always used together, and that's how it looks in most of the files you've been given.

The Logo



eLearnCommerce

Icon

Wordmark

## Do Not Change The Logo

Some examples of things you should NOT do with the logo, no matter how tempting.

~~eLearnCommerce~~ 

~~ eLearnCommerce~~

~~ eLearnCommerce~~

Never make adjustment to our logo...

~~ eLearnCommerce~~

~~ eLearnCommerce~~

~~ eLearnCommerce~~

Never change our logo's colors...

~~ eLearnCommerce~~

~~ eLearnCommerce~~

~~ eLearnCommerce~~

Maybe, just don't touch our logo...

## Leave Space Around The Logo

Padding around the logo should equal one corner's width and height.

Like all good logos and most medieval castles, our branding is surrounded by a space that no partner logo nor graphic should cross.



## Leave Space Around The Logo

### LEFT

Examples of Partner Logo and Call To Action placed too close to the logo

### RIGHT

We fixed this by moving them away from our logo.



## Leave Space Around The Icon

### LEFT

Example of our Icon placed in a circle without enough space around it.

### RIGHT

When using our icon in a circle, a few pixels right-of-center to compensate for the space created by our corner.

When placing the Icon in a square ... leave roughly one-corner of space around it.



## Make Sure Logo Colors Are Legible

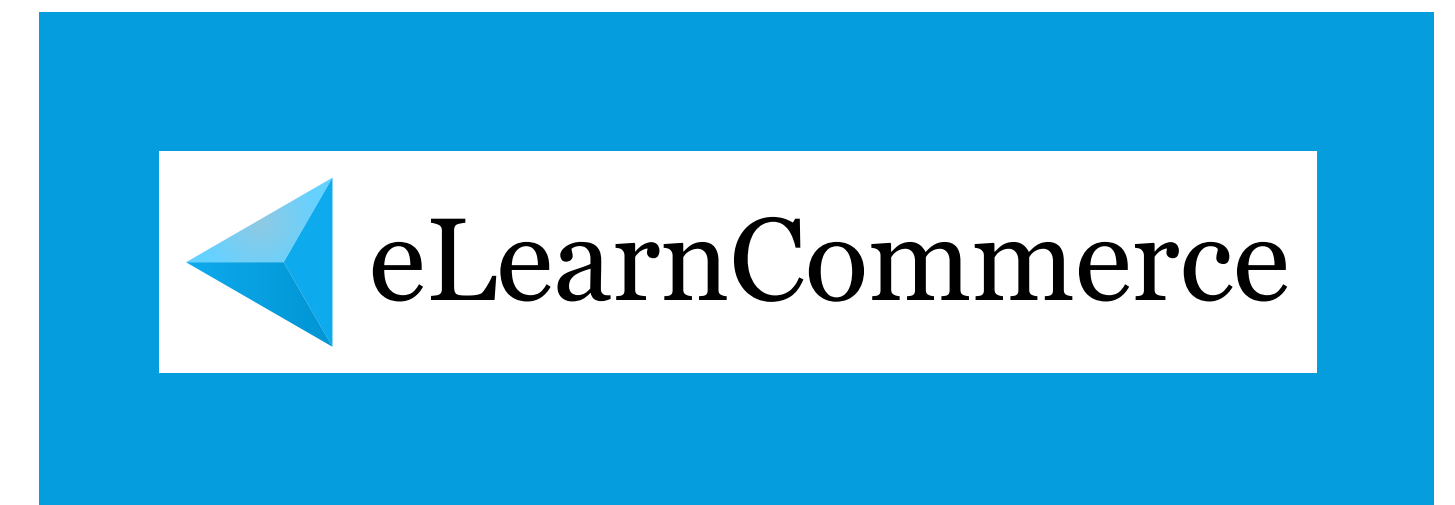
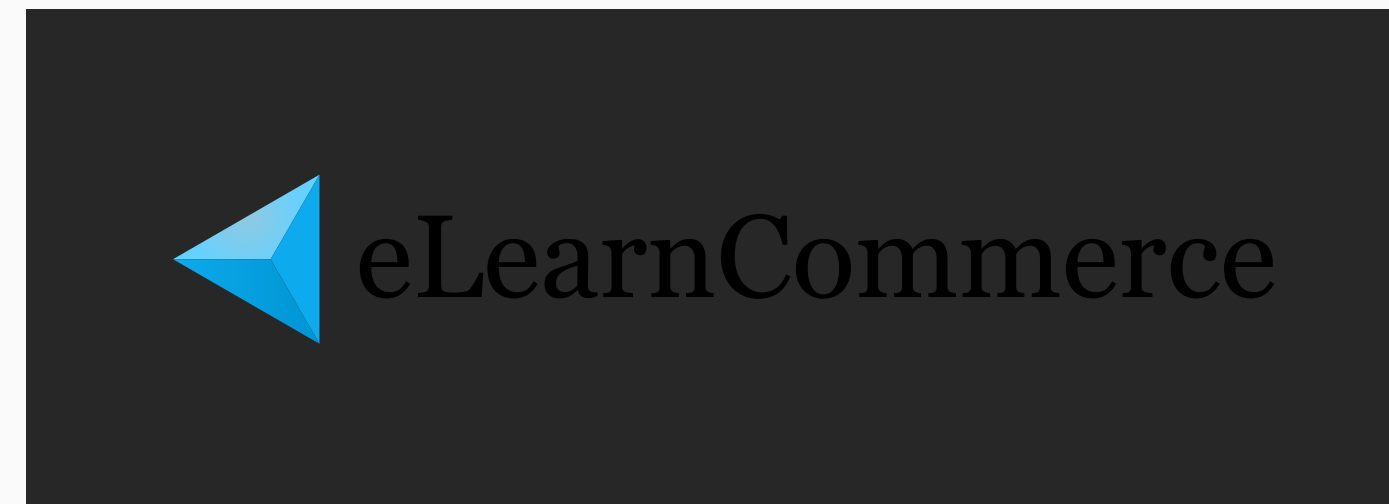
### - On Solid Colors

#### LEFT

Background color interferes with the logo's legibility.

#### RIGHT

Fixed by changing the background color, or using the version of our logo surrounded by a white box.



## Make Sure Logo Colors Are Legible

### - On Gradients

#### LEFT

Background color interferes with the logo's legibility.

#### RIGHT

Fixed by changing the background color, or using the version of our logo surrounded by a white box.





## Make Sure Logo Colors Are Legible

### - On Photo

#### LEFT

The same rules apply to using the logo on photos or GIFs. Contrast is key.

#### RIGHT

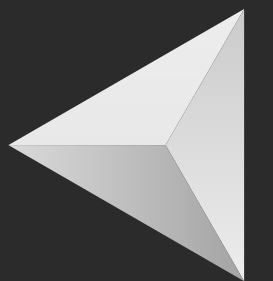
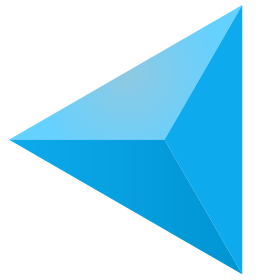
Use the logo in the white box, or tint your background image to allow our logo to read clearly.



## Use Our Logo In A Way That's Consistent With Other Brands

We are providing you with a monochrome logos to be used when **EVERYBODY ELSE IS DOING IT.**

These are usually tiny little icons on the bottom of a site, and you need simple, white versions of everybody's logo.



## Use Our Logo In A Way That's Consistent With Other Brands

Use our color logo when the other logos are color, use B&W when other logos are B&W.

It is important to come off as peers amongst the other social media giants we're placed next to. Let's look the part!



## BIG SALE 50%

Lorem ipsum dolor sit amet consectetur adipiscing elit vel nam neque porta sollicitudin, convallis eu condimentum himenaeos etiam diam ad commodo parturient in sapien. Suscipit vehicula nullam dis mauris penatibus odio fermentum sollicitudin arcu

Enroll Now



## BIG SALE 50%

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Enroll Now



## eLearnCommerce Colors

The **eLearnCommerce** color palette is the foundation of our design language.

You could be designing a webpage, or doing a photoshoot, if you use some of the colors, it will fit in with the rest of our designs.

The first time someone meets **eLearnCommerce** they should see our core colors first, use secondary colors when you have exhausted those options.

### Core Colors



0466B1  
Pantone 2196C / 4151C

### Secondary






0089f3  
Pantone 2193C / 2192C

## The two ways to reference eLearnCommerce on your Platform

You can add a hyperlinked logo preceded by the words "powered by" or use simple hyperlinked text "powered by eLearnCommerce" as seen in the examples here.




The hyperlink needs to point in both cases to: <https://elearncommerce.com>


If you you choose the text option the text size should be at **least 14px and not smaller than 11px**

Information	Areas	Account	Social Media
FAQ	Home	My Account	  
Sitemap	Product	Logout	<b>Sign Up</b>
Documentation	Story		Lorem ipsum dolor sit amet consectetur adipiscing elit cubilia nam, sapien cursus viverra netus donec ante odio varius,
	Contact		<input type="text" value="E-Mail Address"/> <input type="button" value="SEND"/>

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Information	Areas	Account	Social Media
FAQ	Home	My Account	  
Sitemap	Product	Logout	<b>Sign Up</b>
Documentation	Story		Lorem ipsum dolor sit amet consectetur adipiscing elit cubilia nam, sapien cursus viverra netus donec ante odio varius,
	Contact		<input type="text" value="E-Mail Address"/> <input type="button" value="SEND"/>

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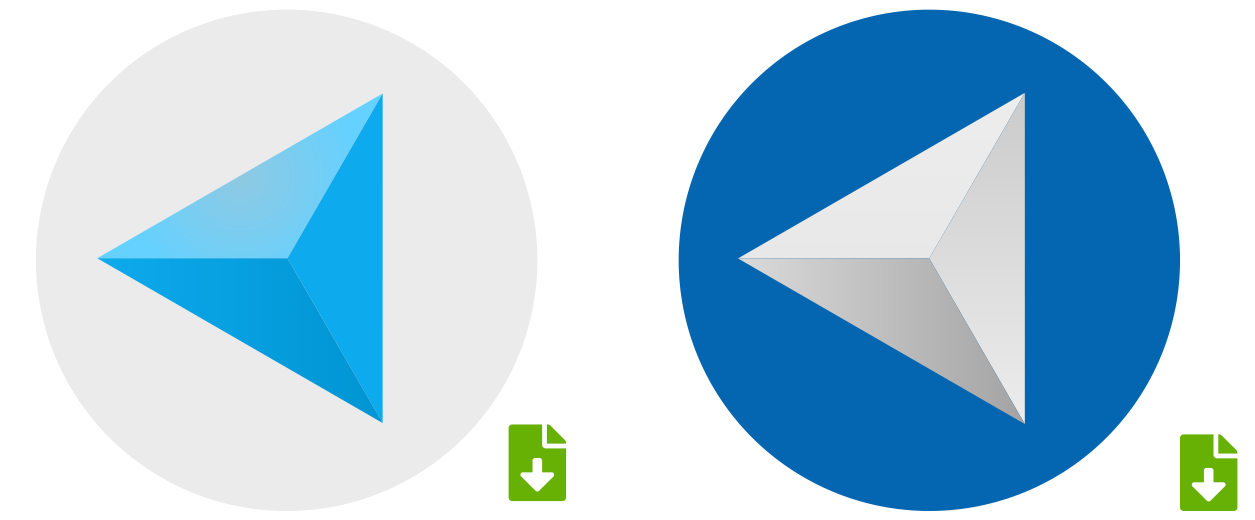


Brand Assets Download

## eLearnCommerce Brand Assets

Click this  icon beside the logo to download the file.

 Download all Brand Assets



**If you have any question**

**We're Here to help**

**[support@elearncommerce.com](mailto:support@elearncommerce.com)**