LAUNCH cart.

BRAND GUIDELINES

CONTACT

Address

Launch Cart, Inc.
201 East Grand Ave
Suite 2A
Escondido, CA 92025

DOWNLOAD

Direct Link :   www.LaunchCart.com/style-guide

Scan for download the
complete Corporate Design Brand Manual

LAUNCH cart.

Focused Optimized Ecommerce

WE LOVE THAT BRAND.

CONTACT

Address

Launch Cart, Inc.
201 East Grand Ave
Suite 2A
Escondido, CA 92025

Phone :

760-294-0163

Online

Email 1: support@launchcart.com
Email 2: info@launchcart.com

Website:www.launchcart.com

DESIGN AND BRAND GUIDELINES

TABLE OF CONTENTS

Welcome to Launch Cart!

We are proud to show you the vision, mission and values of Launch Cart in our company's brand guidelines. Launch Cart is leading the way for entrepreneurs and business owners all over the world to take control of their business using our state of the art eCommerce platform.

At Launch Cart we believe that anyone with ambition and desire can create the life of their dreams using our technology. At its core, Launch Cart is a revolutionary eCommerce platform that is faster, easier to use, and more robust than any other technology on the market. Even better still, it is completely free to set up and use a Launch Cart store.

What sets us apart from all the competition is that we have lowered the barrier to entry for entrepreneurs everywhere, while also raising the bar for all eCommerce businesses. From the mom looking to launch her own clothing line to the hip hop artist who wants to turn his followers into raving fans promoting his brand, Launch Cart is the place eCommerce businesses grow.

Join us on this evolutionary journey as we shatter the limitations to building a store online.

Thank you,

Greg Writer
Founder & CEO

LAUNCH cart

SECTION 0
INTRODUCTION

Mission

Enabling entrepreneurs around the world to launch their businesses online for free with the most advanced eCommerce solution on the market.

Our Values

Launch Cart is dedicated to maintaining the trust, respect, and highest level of integrity with our store owners. We have built our team and our software to maintain the highest quality standards, provide complete transparency, and are dedicated to providing the greatest level of customer support we can achieve.
Our goal is to empower business owners, entrepreneurs, families, communities, and causes with the most robust technology we can build to allow them to maintain a standard of living otherwise unattainable.

Brand Philosophy

Launch Cart's brand is one of complete enthusiasm for any business owner or entrepreneur embarking on that journey of selling products online. We have and continue to build the most advanced and technologically superior software that will result in the highest converting eCommerc platform on the market.

Our goal is to wow customers with our technology and service, and make it easy for them to do business online with our platform.

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Launch Cart's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Launch Cart's commitment to quality, consitency and style.

The Launch Cart brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Launch Cart name and marks.

LAUNCH cart

1
CORPORATE LOGO

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation
Incorrect Logo Applications

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combinati-

on of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The Launch Cart logo is a symbol of a growing online store, using a "sales hanger tag" image inside of a shopping bag. It symbolizes someone checking out of a physical store after having paid for their merchandise and putting it into the bag. The streaks behind the hanger tag are designed to invoke "taking off" or Launching a store online. At no point does Launch Cart use rocket ships or other flying spacecraft to indicate this take off idea, but instead the growth of sales, indicated by a hang tag taking off.

It has a particular relationship with Launch Cart name.The Logo Type has been carefully chosen for its modern and yet refined,

highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of color as well as shape and form. The two corporate colo rs are Yellow and Grey. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.

The Colors have been selected according to international standards as shown below and are easily implemented.

THE LOGOTYPE

1

2

LAUNCH cart

1) The Logo Symbol
Consists of a powerful element evoking the culture of design services and a grey square backround.

2) The Logo Title
Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in gray tone of the chosen corporate color. The font that is used here is Montserrat Bold.

1) The general Logo
The main logo is the dark logo used on white or colored backround. For darker backrounds you will find an alternative below.

LOGO DARK VERSION

LOGO LIGHT VERSION

3) The Logo Dark Version
will be used when the backround color ist light colored.

4) The Logo Light Version
will be used when the backround color ist dark colored.

3

4

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Launch Cart Trademark Licensing if you have any questions or need further help.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.
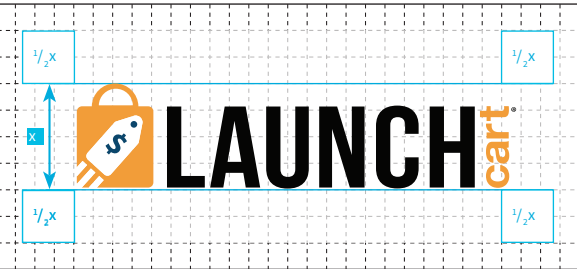
CLEARSPACE

Full Logo

Definition
-
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.
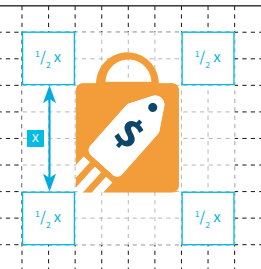
Computation
-
To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

CLEARSPACE

Logo Symbol

Text Logo

APPLICATION ON A BACKGROUND

LOGO A	LOGO A	LOGO C	LOGO D
Colored Version	Colored Version	Grey Version	Black Version

MINIMUM LOGO SIZES

Full Logo
Minimum Size: 20mm x 3.33 mm

40 mm · 30 mm · 20 mm

Logo Symbol
Minimum Size: 5 mm x 5 mm

15 mm · 10 mm · 5 mm

INCORRECT LOGO APPLICATIONS

DON'TS

1) Do not place the logo type on 2 lines

2) Do not invert the logo symbol

3) Do not alter the logo symbol

4) Do not alter the logo type style

5) Do not change the size relationship between the logo symbol and logo type.

6) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Launch Cart communications. We have selected Montserrat and

Montserrat, which helps inject energy and enthusiasm into the entire Launch Cart communications, as the primary and secondary corporate typefaces.

PRIMARY FONT
Montserrat

DESIGNER :
JULIETA ULANOVSKY

THE FONT
The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired me to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

TYPE EXAMPLES
Montserrat

MONTSERRAT

Bold	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z

Regular	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z

Figures	0 1 2 3 4 5 6 7 8 9 0

Special Characters	! " § $ % & / ( ) = ? ` ; :
	¡ " ¶ ¢ [ ] | { } ≠ ¿ '
	« ∑ € ® † Ω ¨ / ø π · ± '
	æ œ @ ∆ ° ª © ƒ ∂ , å ¥ ≈ ç
	√ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

Direct Link :

www.launchcart.com
Scan for to visit website

2
CORPORATE TYPOGRAPHY

The Corporate Fonts
Primary Font
Secondary Font
Font Hierachy

THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Launch Cart communications. We have selected Montserrat and

Montserrat, which helps inject energy and enthusiasm into the entire Launch Cart communications, as the primary and secondary corporate typefaces.

PRIMARY FONT
SOURCE SANS PRO

DESIGNER :
PAUL D. HUNT

THE FONT
Source is a sans serif typeface created by Paul D. Hunt for Adobe Systems. It is the first open source font family from Adobe, distributed under the SIL Open Font License.

The typeface is inspired by the forms of the American Type Founders' gothics by Morris Fuller Benton with both a larger x-height and character width. It is available in six weights (Regular, ExtraLight, Light, Semibold, Bold, Black) in upright and italic styles.

TYPE EXAMPLES
SOURCE SANS PRO

SOURCE SANS PRO

Bold	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z

Regular	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z

Figures	0 1 2 3 4 5 6 7 8 9 0

Special Characters	! " § $ % & / ( ) = ? ` ; :
	¡ " ¶ ¢ [ ] | { } ≠ ¿ '
	« ∑ € ® † Ω ¨ / ø π • ± '
	æ œ @ ∆ º ª © ƒ ∂ , å ¥ ≈ ç
	√ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

Direct Link :

www.launchcart.com
Scan for to visit website

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for

key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Launch Cart layouts.

CONTEXT TEXT
AND INNER HEADLINES

Caption Text	Launch Cart Typo
	Montserrat Regular 6 pt Type / 9 pt Leading
Copy Text	Launch Cart Typo
	Montserrat Regular 8 pt Type / 11 pt Leading
Sublines Sections	Launch Cart TYPO
	Montserrat Regular - Capital Letters 10pt Type / 10pt Leading
Sublines Sections	**Launch Cart TYPO**
	Montserrat Bold - Capital Letters 16pt Type / 16pt Leading

HEADLINES AND
TYPOBREAKS

Big Headlines and Title	**Launch Cart TYPO**
	Montserrat Bold - Capital Letters 34pt Type / 30 pt Leading
Sequencer and Title for Marketing	**THE HEADER**
	Montserrat Bold - Capital Letters 48pt Type / 48 pt Leading

THE PRIMARY COLOR SYSTEM
AND COLOR CODES

Color plays an important role in Launch Cart corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of Launch Cart brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

PRIMARY COLOR SYSTEM

Explanation:
Launch Cart Company has three official colors: Black, Orange and Blue. These colors have become a recognizable identifier for the company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.
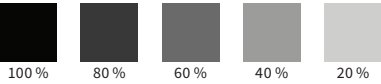
PRIMARY COLOR
BLACK

_

COLOR CODES

CMYK	:	C000 M000 Y000 K100
RGB	:	R035 G031 B032
Web	:	#050606

COLOR TONES

100 %	80 %	60 %	40 %	20 %

THE GRADIENT

Yellow Gradient

SECONDARY COLOR
DARK GREY

_

COLOR CODES

CMYK	:	C003 M044 Y088 K000
RGB	:	R242 G158 B058
Web	:	#f29e3a

COLOR TONES

100 %	80 %	60 %	40 %	20 %

THE GRADIENT

Yellow Gradient

LAUNCH cart®

3
CORPORATE
COLOR SYSTEM

The Corporate Colors
Primary Color System
Secondary Color System

PRIMARY COLOR SYSTEM

Explanation:
Launch Cart Company has three official colors: Black, Orange and Blue. These colors have become a recognizable identifier for the company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.
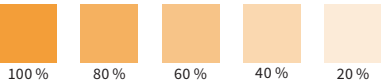
THE SECONDARY COLOR SYSTEM
AND COLOR CODES

**SECONDARY
COLOR SYSTEM**
–
Explanation:
The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Launch Cart company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:
Use them to accent and support the primary color palette.

Tones

COLOR CODES
CMYK   :   C068 M062 Y058 K045
RGB   :   R066 G065 B067
Web   :   #424143

Tones

COLOR CODES
CMYK   :   C052 M042 Y41 K006
RGB   :   R129 G131 B134
Web   :   #818386

Tones

COLOR CODES
CMYK   :   C075 M040 Y001 K000
RGB   :   R063 G134 B196
Web   :   #3f86c4

Tones

COLOR CODES
CMYK   :   C094 M066 Y045 K032
RGB   :   R020 G069 B090
Web   :   #14455a

Tones

COLOR CODES
CMYK   :   C000 M025 Y056 K000
RGB   :   R253 G198 B127
Web   :   #fdc67f

Direct Link :

www.launchcart.com
Scan for to visit website

COLORS ARE ONE OF THE MOST IMPORTANT THINGS TO TRANSFER A BRAND TO THE CUSTOMERS.

**THE COMPANY
LETTERHEAD**

PARAMETER

Dimensions	Weight	Print
8 ½" x 11"	120g/m Uncoated	CMYK
DIN US	white	

**THE COMPANY
LETTERHEAD**

Explanation:
This shows the approved layouts with the primary elements of Launch Cart stationery system for the front- and backside of the letterheads.

Usage:
The letterhead will be used for all official communication that is going out of Launch Cart company.

Sincerely,

{Signature Block}

{Name | Title}
Launch Cart, Inc.
201 East Grand Ave
Suite 2A
Escondido, CA 92025

LAUNCH cart.

**4
CORPORATE
STATIONERY**

The Company Letterhead
The Company Business Cards
The Envelope

Direct Link :

www.launchcart.com
Scan for to visit website

EMAIL SIGNATURE

Johnson M. Doan | Director Of Marketing
Launch Cart

P (844) 864-4095 E johnson@celebritylifestylebrands.com
A 201 East Grand Ave Suite 2A, Escondido, CA 92025
W www.launchcart.com

THE COMPANY
BUSINESS CARDS

PARAMETER

Dimensions
3.35 x 2.17 inches

Weight
120g/m Uncoated
white

Print
CMYK

THE COMPANY
BUSINESS CARDS

Explanation:
This shows the approved layouts with the primary elements of Launch Cart stationery system for business cards.

Usage:
The business cards will be used for all official contact and communication of Launch Cart company. Insert Launch Cart letterhead and send your documents throughout the world.

Frontside

Backside

YOUR
NAME

C: (555) 555-5555

E: name@LaunchCart.com

www.LaunchCart.com

TITLE

201 E. Grand Ave STE 2A, Escondido, CA 92025

THE COMPANY
ENVELOPE

Explanation:
This shows the approved layout with the primary elements of Launch Cart stationery system for envelopes.

Dimensions:
8.66 x 4.33 inches

Weight:
400g/m Uncoated white

Print:
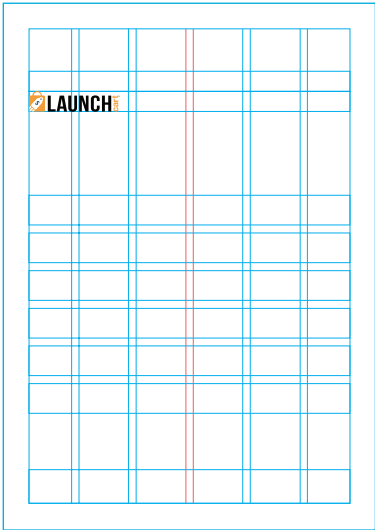CMYK

CORRECT
LOGO PLACEMENT

PARAMETER

Dimensions
8 ½" x 11"
DIN U.S

THE LOGO
PLACEMENT

Explanation:
To place Launch Cart logo in the correct way please use one of the approved styles that are shown on the right. To place Launch Cart logo in other ways is not allowed.

Direct Link :

www.launchcart.com
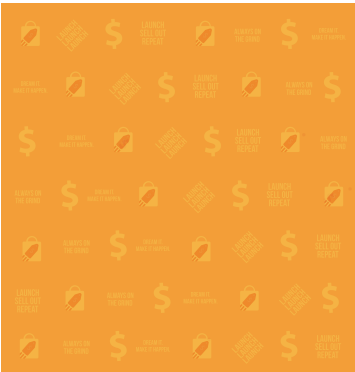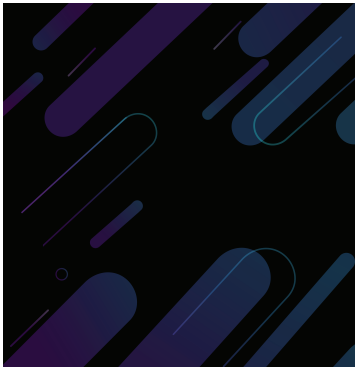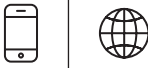Scan for to visit website
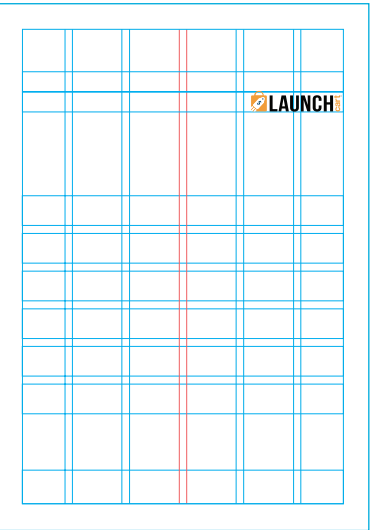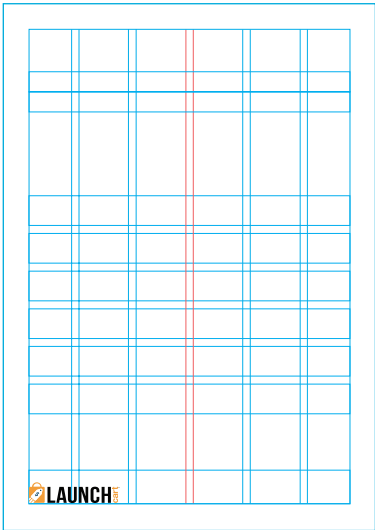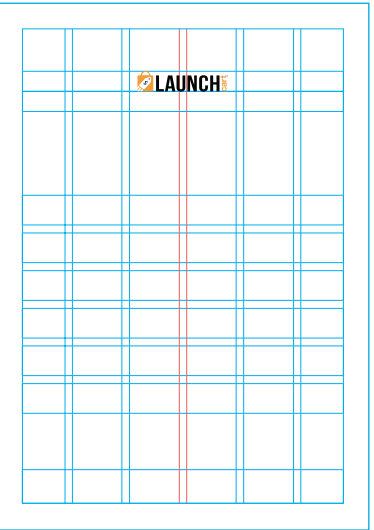
LAUNCH CART BACKGROUNDS

LAUNCHcart

5
LAYOUTS

Background
Advertising Banners
Booth Graphics

Direct Link :

www.launchcart.com
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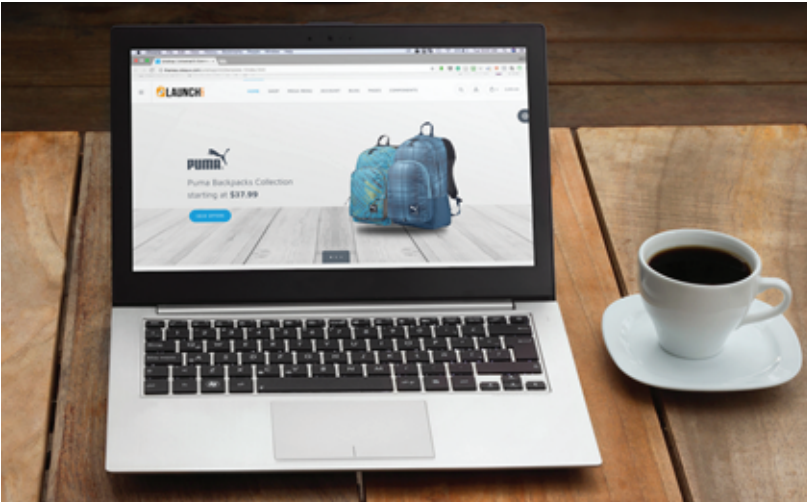# LAUNCH CART
CORPORATE IMAGE : COLORED IMAGES

Corporate Images are responsible to transfer the values of Launch Cart to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Launch Cart use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.
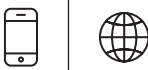

**EXAMPLES FOR
LAUNCH CART CORPORATE
IMAGE SYSTEM**
–
Requirements:
- desaturate colours
- high contrast
- sharp images
- minimalistic look
- modern and businesslike

**6
IMAGES**

Corporate Image

Direct Link :

www.launchcart.com
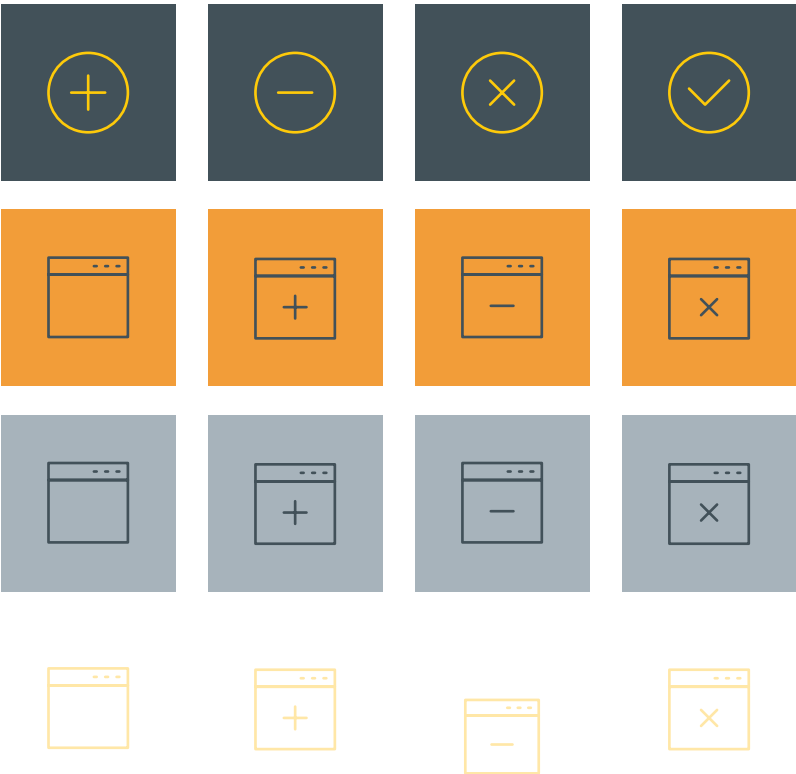Scan for to visit website

7
CORPORATE ICONOGRAPHY

Corporate Iconography
Application

LAUNCH CART
CORPORATE ICONOGRAPHY

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a software tool, function or a data file.
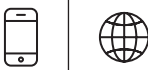
EXAMPLES FOR LAUNCH CART CORPORATE ICONOGRAPHY SYSTEM
–
How to:
- only use icon with a backround
- minimum stroke size: 0.5 pt
- upscale only proportional
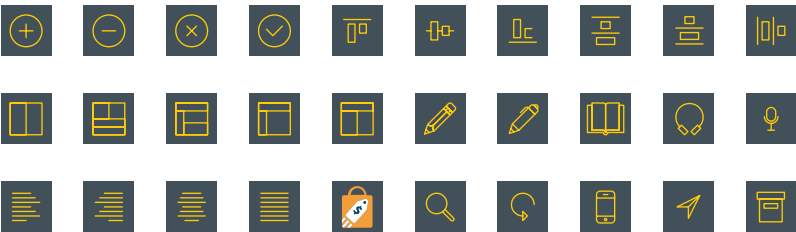
Direct Link :

www.launchcart.com
Scan for to visit website

LAUNCH cart

8
SUMMARY
AND CONTACT

Summary
Contact

A SHORT SUMMARY

Launch Cart is the latest in eCommerce platforms to offer a free service for entrepreneurs and business owners around the world to launch their business online. We offer a complete marketplace owners can stock their stores with on their very first day, and a design store that gives them thousands of stylish designs they can put on any of their products.

Our platform is higher converting, faster, more responsive, and easier to use and maintain. This gives store owners greater control, flexibility, and an assurance that their store is going to convert at the highest levels possible.

For the first time ever, entrepreneurs and business owners all over the world can put highly sought after brands and apparel in their own stores and use their own creativity to sell online, without ever carrying inventory, managing shipping and fulfillment, or worry about getting paid!

Launch Cart is the most revolutionary eCommerce platform on the market!

Link : http://www.design-inc.com/cd/full.zip

Contact

For further information please contact:

Launch Cart Administration
201 East Grand Ave
Suite 2A
Escondido, CA 92025
www.LaunchCart.com

E: info@launchcart.com
P: 760-294-0163

Direct Link :

www.launchcart.com
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