Shopxare Brand Guide

Primary Logo

Primary Logo
This is Shopxare's main logo. This logo should be preferred first and foremost.

Inverted Primary Logo
This logo version can be used on dark or busy backgrounds.

Our primary logo combines our brand icon enclosed in an ovalized hexagon with the word "Shopxare" in bold font next to it. Remember: The inner background of the hexagon is not colored. The transparent background uses the background of its location.

Monotone Logos

Monotone Black Logo

Monotone White Logo

This is the logo style you can use when it is not possible to use the primary logo. This may be the case for:

- You are printing a monochrome print.

- If you are using backgrounds that also contain gradients or close to two color codes.
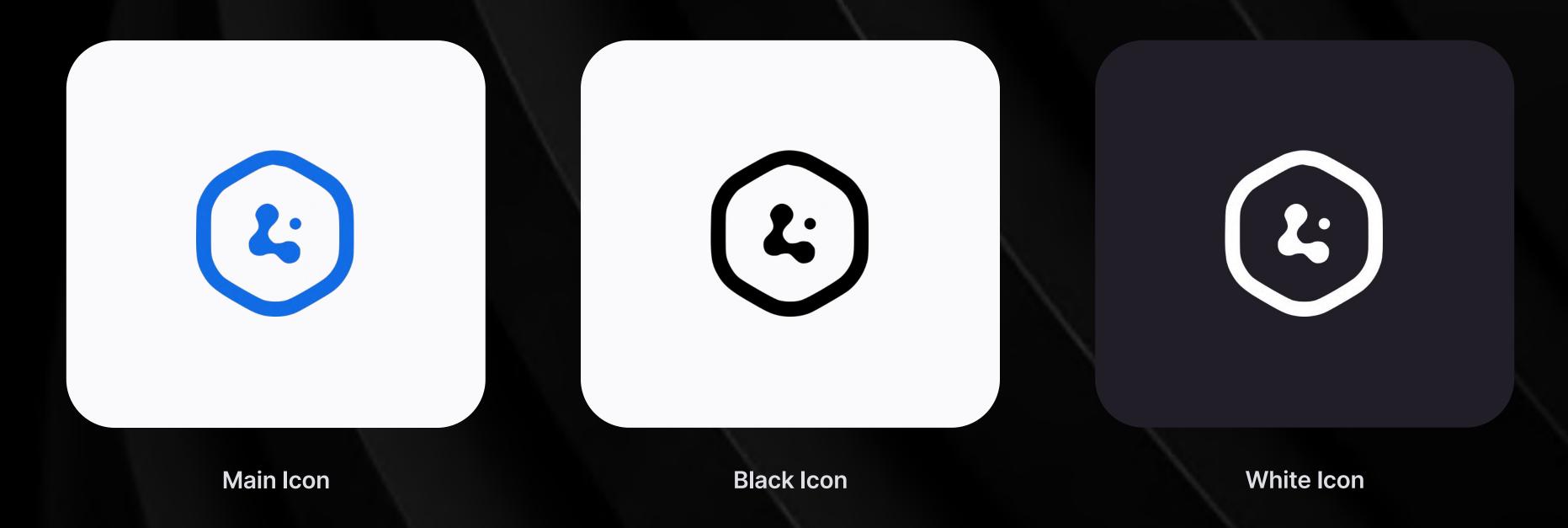
No Icon Logos

Main Logo

White Logo

You may want to use a logo without an icon. There are no additional requirements for the use of this logo. You can use icon-free logos instead of Primary logos if they are more in line with your brand or the print area.

Shopxare Icon

Main Icon

Black Icon

White Icon

Just some reasons why you should use icons:

- If your use case is square.

- In secondary use cases. (For example, if you have already used Shopxare Primary logos in an office or on a billboard, you can choose to use the secondary logo as an icon as an identifier elsewhere in the area.)

Sub-Brand Logos

Shopxare Payment Logo

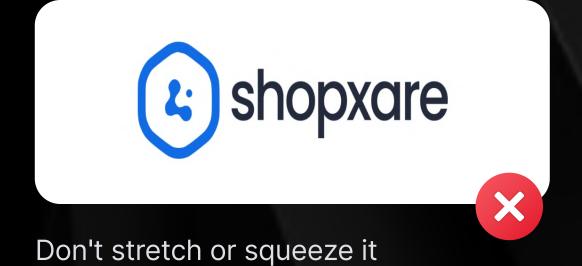**Shopxare Learn Logo**

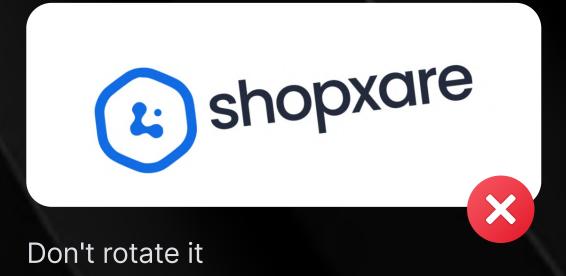**Shopxare Delivery Logo**

Shopxare Dialog Logo

Shopxare Partner Logo

Shopxare Terminal Logo

These logos are used to represent our sub-brand. If customized, all text in the logo must be lowercase. For example, instead of "Shopxare Payment" it is used as "shopxare payment".
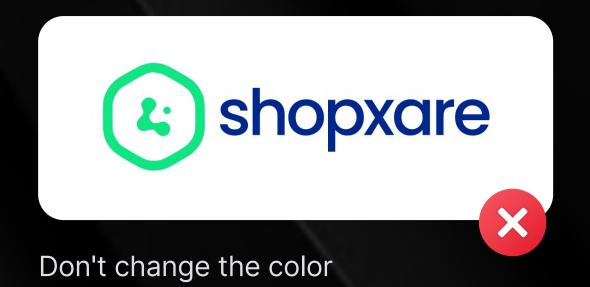
Misue

Don't stretch or squeeze it

Don't rotate it

Don't crop the logo

Do not customize it for yourself

Don't change the color

Don't use shadows or low-contrast

You should use Shopxare logos correctly. Failure to follow these rules may result in your logo usage being banned.

Download All Logos

Shopxare Assets

- Primary Color : #2b5cfd

- Secondary Color : #6576ff

- Logo Primary Color : #126CE5

- Logo Secondary Color : #242B3D

- Font : Poppins