

SHIFT④SHOP™

Corporate Identity
& Brand Standards Manual

2021

OUR LOGO | Variants & Proper Use

The logo consists of the word "SHIFT" in black, followed by a blue circle containing the number "4", and the word "SHOP" in blue. A small trademark symbol (TM) is located at the top right of the word "SHOP".

SHIFT4SHOP™

2 COLOR ON WHITE BACKGROUND

The logo consists of the word "SHIFT" in white, followed by a blue circle containing the number "4", and the word "SHOP" in blue. A small trademark symbol (TM) is located at the top right of the word "SHOP".

SHIFT4SHOP™

2 COLOR ON BLACK BACKGROUND

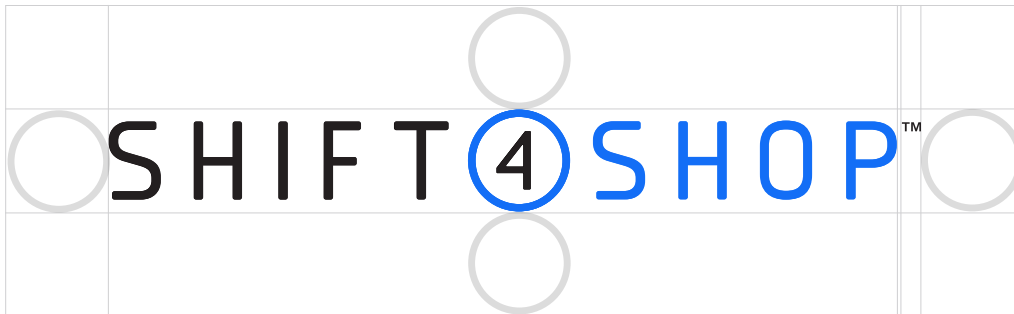
The logo consists of the word "SHIFT" in white, followed by a white circle containing the number "4", and the word "SHOP" in black. A small trademark symbol (TM) is located at the top right of the word "SHOP".

SHIFT4SHOP™

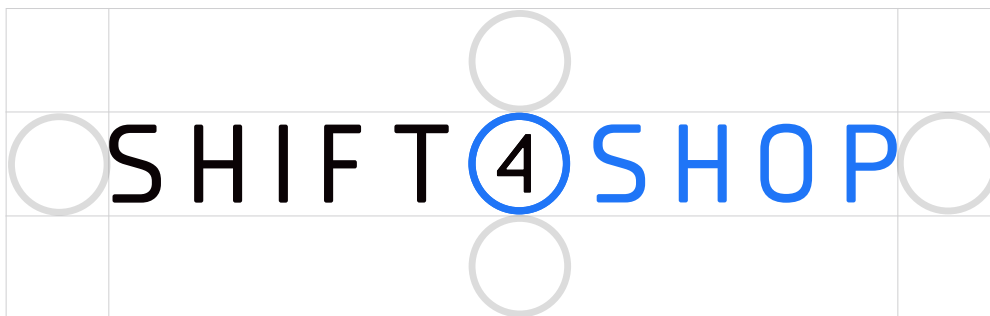
1 COLOR ON SHIFT4SHOP BLUE BACKGROUND

NOTE: REMOVE THE 'TM' SYMBOL WHEN IT IS ILLEGIBLE DUE TO THE LOGO BEING PRESENTED IN A SMALLER SIZE.

OUR LOGO | Clear Space

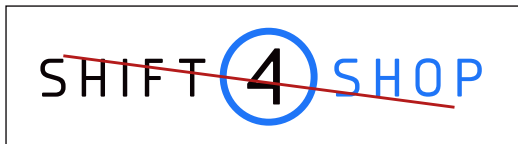


REQUIRED MINIMUM CLEAR SPACE - WITH 'TM'

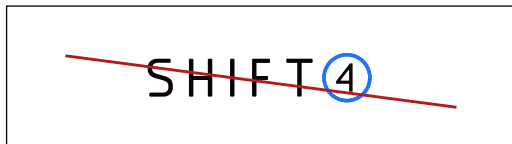


REQUIRED MINIMUM CLEAR SPACE - WITHOUT 'TM'

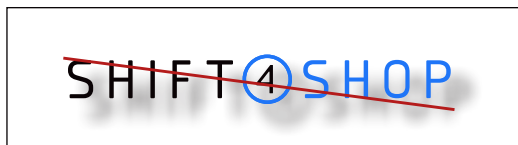
OUR LOGO | Do Not Manipulate



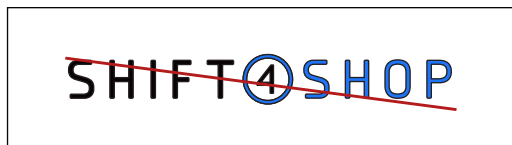
DO NOT ADJUST ELEMENT SIZING



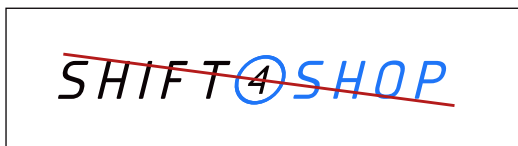
DO NOT REMOVE ELEMENTS



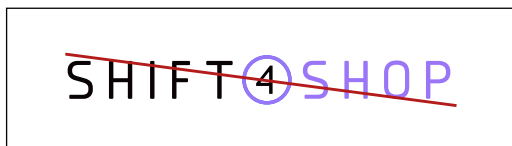
DO NOT ADD EFFECTS



DO NOT ADD STROKES

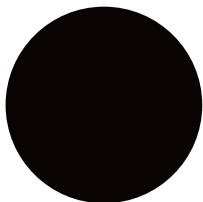


DO NOT DISTORT



DO NOT CHANGE COLORS

OUR PALETTE | Primary Color Codes



Space Black

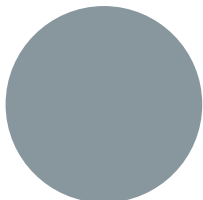
CMYK: 72, 69, 66, 87
RGB: 9, 3, 4
HEX: #090304
PMS: BLACK 6



Inspiration Blue

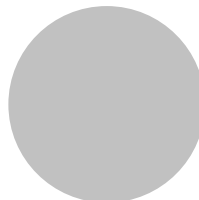
RGB: 19, 110, 246
HEX: #136EF6
PMS: 2727C

NOTE: PMS COLOR ONLY FOR OFFSET
PRINTING



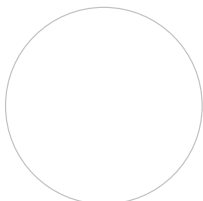
Mercury Gray

CMYK: 50, 34, 32, 1
RGB: 136, 150, 158
HEX: #88969E



Light Gray

CMYK: 24, 19, 20, 0
RGB: 193, 193, 193
HEX: #C1C1C1



Cloud White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



Off White

CMYK: 2, 1, 1, 0
RGB: 249, 249, 249
HEX: #F9F9F9



Error Red

CMYK: 20, 100, 100, 12
RGB: 180, 27, 27
HEX: #B41B1B



Go Green

CMYK: 80, 28, 100, 14
RGB: 53, 126, 41
HEX: #357E29

OUR FONT | *Typography & Priority Logic*

Primary Font: Sofia Pro

Aa Headline
 SOFIA PRO BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@\$\$%&!

Aa Subheading
 SOFIA PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@\$\$%&!

Aa Body Copy
 SOFIA PRO REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz@\$\$%&!

Aa Body Copy/Fineprint
 SOFIA PRO LIGHT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz@\$\$%&!

Alternate Fonts (if Sofia Pro is unavailable)

Aa Headline
 ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@\$\$%&!

Aa Subheading
 ARIAL REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz@\$\$%&!

Aa Body Copy
 CALIBRI REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz@\$\$%&!

Aa Body Copy/Fineprint
 CALIBRI LIGHT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz@\$\$%&!

Contact Us For More Information:
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SHIFT  SHOP™