

# Brand Guidelines

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# Brand Story

In this section, we delve into the essence of commonsku and our ambitious objectives. Immerse yourself in our distinctive brand narrative to get a grasp of commonsku's role in the promotional products industry and the invaluable contributions we offer to the community.

# About commonsku

“Software Designed to Help Your Business Grow.”

## What is commonsku?

commonsku is a comprehensive software solution tailored specifically for the promotional products industry. It serves as a CRM, Order Management, and eCommerce platform, providing a sophisticated hub that seamlessly connects distributors and suppliers. With commonsku, teams can streamline their workflow and focus on what they do best, fostering efficient and sustainable growth.

## Our mission

At commonsku, we are passionate about creating the promotional products industry of the future. By offering a connected workflow software platform and fostering a thriving community, we strive to drive innovation and excellence in the industry.

We are committed to empowering and inspiring our customers while elevating the promotional products industry to new heights.

## Our story

commonsku was designed and created by people who understand the challenges of the industry. Launched in 2011, commonsku was built to power Rightsleeve (now a division of Genumark), a respected promotional products agency, and evolved into a comprehensive sales and marketing tool for the industry. Today, we serve 800+ distributors and 100+ suppliers, comprising \$1.8B+ in sales.

# Core Values



## Community First

Customers are more than clients, colleagues are more than coworkers; we are one community that supports each other.



## Ten Steps Ahead

We innovate and scale through big ideas, smart risks, and bold action.



## Delightful Work

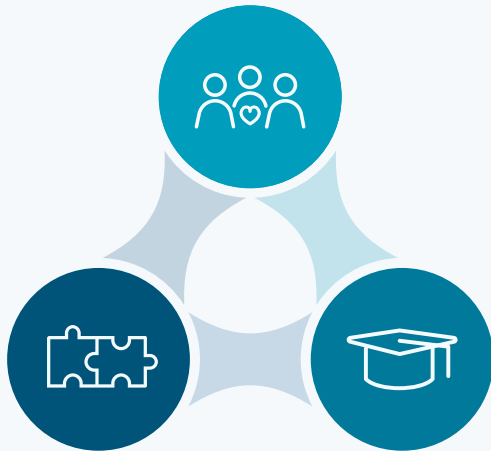
With intelligence, humour, and transparency, we make work amazing for our customers and our colleagues.



## Fast-Forward

Our energy is positive, optimistic, and open. Our actions create momentum and change.

# Brand Pillars



## Community

Our community of distributors and suppliers is the driving force behind our success, embodying growth, creativity, and collaboration.

## Education

We are committed to offering educational resources like webinars and workshops, empowering our community with industry insights and best practices to stay ahead and succeed.

## Connected Workflow

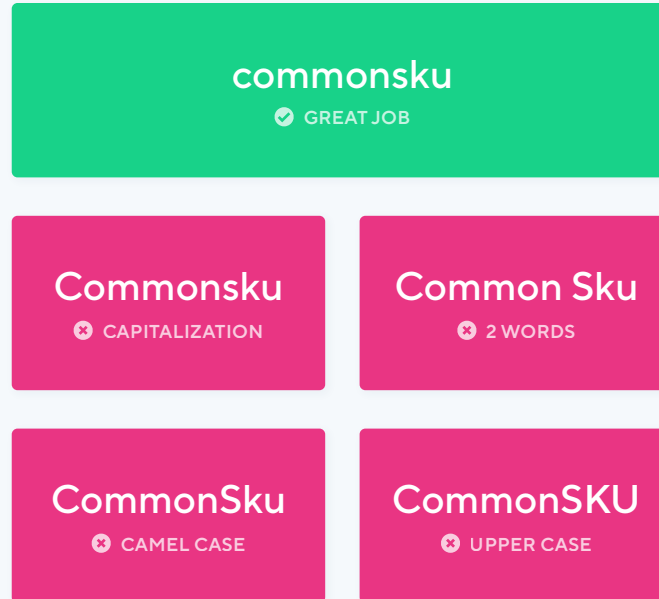
Our software excels at streamlining our customer's workflow from start to finish, enabling seamless interaction and engagement among teams, supplier partners, and end clients.

# Brand Naming

The name “commonsku” reflects two crucial elements of the platform: *community* (*common*) and *product* (*sku*).

Just as in the word commonsku, these two elements seamlessly join together within the platform to create an exceptional technology experience for the industry.

Because of this, the word commonsku is always together and always lowercase - yes, even at the beginning of a sentence!



## Voice & Tone

- Our commonsku properties maintain a light, fun, and positive tone, reflecting our friendly and supportive approach to customer interactions.
- We prioritize genuine and honest communication, aiming to demonstrate care for our customers both professionally and personally in every interaction.
- We offer one-on-one human support, avoiding offshoring and minimizing automated responses, to provide a personalized touch that resonates with our customers.
- As a software company with a 'new kid on the block' mindset, we balance professionalism with a fun, casual brand identity, aiming to be taken seriously while maintaining approachability.
- When determining the appropriate tone for each conversation, we consider factors such as company size, individual role, relationship status, conversation topic, and the tone of the customer's initial message.





# Merch Principles



The purpose of commonsku branded merch is to (1) show off our suppliers' products and (2) inspire our distributors to collaborate with commonsku suppliers and sell their products to their clients.

With the support and collaboration from commonsku suppliers, we want to create *merchandise that matters*.

The following principles guide our approach when working with suppliers and creating merch:

1. Longevity of the Product
2. Social and Environmental Impact
3. Inclusivity
4. Impeccable Design

# Revolutionize Your Promotional Products Business



# Brand Identity

In this section, we organized commonsku's design system from top to bottom to communicate our visual identity. Explore our versatile logos, carefully curated color palettes, typography guidelines, and graphic styles and iconography that forms a consistent and compelling visual language across various platforms.

# commonsku Logo

The commonsku logo is structured with a logomark in the form of a barcode and a wordmark set in TT Norms Pro Medium.

The barcode represents 'sku' for product, which is one of the important elements of the platform.

The primary logo should be used in most occasions, and the word 'commonsku' should be readable at all times. Do not use the primary logo for small uses. It should be a minimum of approx. 125px or 1.25" (3.175 cm).

Always utilize the official logo files and refrain from altering the logo.

## PRIMARY LOGO



min. 125px or 1.25" (3.175 cm)

# Logo Variations

commonsku has a variation of secondary logos for different occasions. These may be used when the primary logo is not suitable.

The logomark and the wordmark are primarily for small uses or design purposes where prominent brand presence is not required, such as merchandise designs. They should be a minimum of approx. 125px or 1.25" (3.175 cm).

The horizontal and stacked logos with the skubot may be used when the primary logo is not suitable but still requires some brand presence, such as merchandise designs.

Always utilize the official logo files and refrain from altering the logo.

LOGOMARK (BARCODE)



min. 125px or 1.25" (3.175 cm)

WORDMARK

commonsku



SKUBOT HORIZONTAL LOGO



min. 200px or 2" (5.08 cm)

SKUBOT STACKED LOGO



min. 125px or 1.25" (3.175 cm)

# skubot 2.0

In this rebranding project, we are introducing skubot 2.0 (a.k.a. newbot)! skubot is commonsku's official mascot, originally designed by Tee Hamilton, is a great icon option for logo alternative. The original skubot was loved by many, and we have decided to simplify it for practical uses.

skubot is great for small uses where such as favicon. It should be a minimum of approx. 30px or 0.4" (1 cm), and 50px or 0.5" (1.27 cm) for the ones with bg or outline. Recommended size differs depending on the printing method/surface.

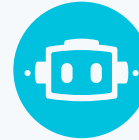
In addition, skubots may be customized and utilized for various projects by incorporating fun visual elements. There are no boundaries to the creative potential of skubots!

MAIN SKUBOT



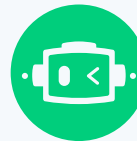
min. 30px or 0.4" (1 cm)

SKUBOT W/ BG



min. 50px or 0.5" (1.27 cm)

SKUBOT W/  
OUTLINE



# Usage on Backgrounds

Depending on the value of the background color, the color of the logo may be adjusted for better visibility.

In most cases, the commonsku teal should be used. However, if the contrast ratio between the teal logo and the background color is low (less than 4), the logo color may be changed to commonsku navy or light blue.

For special occasions, such as event branding, where the commonsku brand colors do not align, the logo color may be adjusted to match the branding color system.

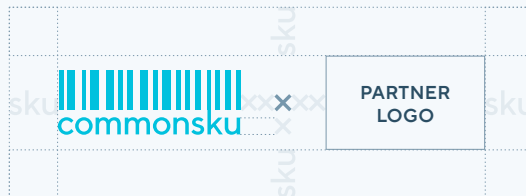


# Co-branding

For events hosted by commonsku that require co-branding, utilize the symbol × set in TT Norms Pro Medium between the commonsku logo and the partner logo. The symbol × should have the same x-height as the logotype of the commonsku logo.

The partner logo should be of a similar size to ensure comparable presence alongside the commonsku logo.

Always ensure that there is enough space around the logo to avoid overcrowding it with other elements.





# Event Logos

commonsku hosts a range of events that foster connections within the promotional product industry. The primary event logo encapsulates the spirit of all skumunity events. The color may be adjusted to align with the unique branding color system of each event. This flexibility allows the event logo to seamlessly integrate with the overall visual identity of the specific event.

For our biggest events, skucon and skucamp, the logo undergoes an annual change with new brandings. To serve as representative symbols for both of these events, general logos for each event have been created. skucon/skucamp general logos should always be sku Navy or off-white or white.

MAIN EVENT LOGO



min. 125px or 1.25" (3.175 cm)

GENERAL SKUCON LOGO



GENERAL SKUCAMP LOGO



min. height 40px or 0.4" (1 cm)

# Core Colors

commonsku's core color palette consists of the following colors: sku Blue, sku Navy, sku Pink, and neutral colors. Use the colors as specified below:

- **sku Blue & sku Pink**  
For sub-headings or accent/highlights
- **sku Navy & Off-white/White**  
For backgrounds, main headings, or text. Off-white and White may be used interchangeably
- **sku Gray**  
For body texts and other graphic assets

\* Please note that the color usage for the in-app software differ from the commonsku website and other brand assets.

## sku Blue

HEX	#00c1de
CMYK	62-2-8-0
RGB	74-193-224
PMS	311 C

## sku Pink

HEX	#e81f76
CMYK	2-97-24-0
RGB	232-31-118
PMS	213 C

## sku Gray

HEX	#7697ac
CMYK	57-32-24-0
RGB	118-151-172
PMS	5425 C

## sku Navy

HEX	#003057
CMYK	100-80-38-37
RGB	0-48-87
PMS	540 C

## Off-white

HEX	#F5f9fc
CMYK	3-0-0-0
RGB	245-249-252
PMS	5435 C (10% opa)

## White

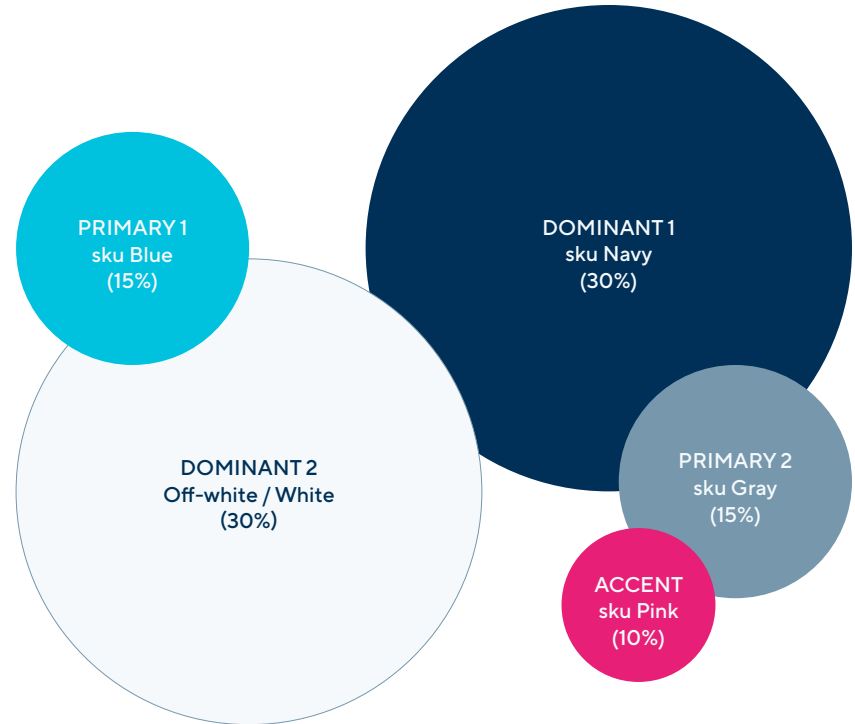
HEX	#FFFFFF
CMYK	0-0-0-0
RGB	255-255-255
PMS	White

# Color Hierarchy

Using the 60-30-10 rule, commonsku achieves visual balance in designs. The hierarchy consists of 3 components.

- **Dominant color (60%)**  
For backgrounds and text
- **Primary color (30%)**  
For main elements that serve as prominent visual components
- **Accent color (10%)**  
To complement colors from the 2nd row

This rule applies prominently on main commonsku website/blog, digital ads, and many other commonsku branded digital marketing materials. Exceptions may apply on select media for creativity.



# Color Swatches

The commonsku color swatches are utilized across all media, including the website and the application.

In addition to the core color shades (sku Blue, sku Navy, sku Gray, and sku Pink), sku Yellow and sku Green shades serve as secondary colors to offer variety to the graphic assets. Different shades of any of these colors may be employed to provide a harmonious visual balance.

## PRIMARY

90 [sku Navy]	540 C / #003057
80	#005479
70	#00799B
60	#009DBC
50 [sku Blue]	311 C / #00C1DE
40	310 C / #63CFE3
30	#93DEEC
20	#BEEBF3
10	#E9F8FB

## NEUTRAL

90	#123952
80 [Body Text]	#2A4D63
70	#44687F
60	#5D8096
50 [sku Gray]	5425 C / #7697AC
40	#96B0C0
30	#B6C8D4
20	#D5E1E8
15 [In-App BG]	#EDF4F7
10 [Off-White]	#F5F9FC

# Color Swatches

## ACCENT

90	#38061B
80	#660A32
70	#940F49
60	#C2145F
50 [sku Pink]	213 C / #E81F76
40	#EE5D9C
30	#F38BB8
20	#F8BAD5
10	#FDE8F1

## SECONDARY 1

90	#9F4E18
80	#CB641F
70	7577 C / #E17E3C
60	#F0A81E
50 [sku Yellow]	109 C / #FFD100
40	120 C / #FAD963
30	#FCE592
20	#FDF1C4
10	#F3F9E6

## SECONDARY 2

90	#00423A
80	#005C50
70	2244 C / #007E6E
60	#00A675
50 [sku Green]	7479 C / #00CE7C
40	353 C / #79DEA8
30	#A1E8C2
20	#CAF2DC
10	#EBFAF2

# Typeface

As commonsku’s primary typeface, TT Norms Pro effectively conveys the ways in which we empower individuals within the promotional products industry.

TT Norms Pro is a modern geometric sans serif that offers versatility across various applications. Its characteristics allow the font to be legible in small sizes as well as keep the elegance in large sizes – it has no restrictions.



Within the commonsku brand, TT Norms Pro is employed in font weights ranging from Regular (400) upto ExtraBold (800), allowing for a clear typographic hierarchy and visual emphasis.

Different commonsku event brandings may introduce new fonts.

## TT Norms Pro

Regular	400	By promo people, for promo people
<i>Italic</i>	400	<i>By promo people, for promo people</i>
Normal	450	By promo people, for promo people
<i>Normal Italic</i>	450	<i>By promo people, for promo people</i>
Medium	500	By promo people, for promo people
<i>Medium Italic</i>	500	<i>By promo people, for promo people</i>
DemiBold	600	By promo people, for promo people
<i>DemiBold Italic</i>	600	<i>By promo people, for promo people</i>
<b>Bold</b>	<b>700</b>	<b>By promo people, for promo people</b>
<i><b>Bold Italic</b></i>	<b>700</b>	<i><b>By promo people, for promo people</b></i>
<b>ExtraBold</b>	<b>800</b>	<b>By promo people, for promo people</b>
<i><b>ExtraBold Italic</b></i>	<b>800</b>	<i><b>By promo people, for promo people</b></i>

# Typography Styles

CLASS	NAME	FONT WEIGHT	FONT SIZE	LINE HEIGHT	COLOR	COLOR STYLE
h1	Page Title	Bold	3rem / 48px	3.5rem / 56px		Primary 90 #003057 [sku Navy]
h2	Section Heading	DemiBold	2rem / 32px	2.75rem / 44px		Primary 80 #005479
h3	Subheading	Medium	1.75rem / 28px	2.25rem / 36px		Primary 70 #00799B
h4	Subsection Title	Medium	1.25rem / 20px	1.5rem / 24px		Primary 70 #00799B
h5 / h6	CAPTION / SMALL TEXT	DemiBold	1rem / 16px	1.5rem / 24px	  	Subject to change
p	Body text	Normal	1.25rem / 20px	1.75rem / 28px		Neutral 80 #2A4D63
p i	Body text highlight / emphasis	Normal Italic	1.25rem / 20px	1.75rem / 28px	  	Subject to change
a	Hyperlink	Normal	1.25rem / 20px	1.75rem / 28px		Accent 50 #E81F76 [sku Pink]
button	<div><div>CTA</div><div>Primary</div><div>Secondary</div></div>	Medium	1.15rem / 18.4px	1.5rem / 24px	  	Accent 50 #E81F76 [sku Pink] Primary 50 #00C1DE [sku Blue]

# Illustrations

commonsku employs illustrations across multiple platforms to enhance a friendly and positive brand image. These platforms include, but are not limited to, the website, eBooks, display ads, and blog.

On websites, use core colors, primarily focusing on blues and navys, with the addition of pinks to emphasize and maintain visual balance.

For eBooks and display ads, secondary colors may be used to fit the medium or to add an extra touch of vibrancy.

In illustrations featuring human figures, diversity is emphasized as a fundamental principle. commonsku is committed to inclusivity and supports individuals of all races, ages, and genders.

WEBSITE ILLUSTRATION



EBOOK ILLUSTRATION





# Iconography

commonsku icons enhance user experience by providing visual appeal and efficient information consumption. These icons serve as effective communication tools, allowing messages to be conveyed quickly and clearly, reducing the reliance on text-heavy content.

To ensure visual cohesion, all icons should exhibit a consistent appearance when placed in proximity to one another. This can be achieved through the incorporation of similar visual characteristics, such as rounded edges and line caps.

Additionally, icons belonging to the same group should maintain a uniform optical size, effectively indicating their association within a specific set of information.

## WHAT IS COMMONSKU?



## PRICING - DISTRIBUTOR



## DISTRIBUTOR FEATURE TOOLS



## CAREER PERKS



# Imagery



commonsku's photography captures the essence of joy and inspiration, with a strong emphasis on skumcommunity. From lively group shots to candid moments of individuals as well as fun merch photos, the visuals seek to connect with viewers on an emotional level, fostering a sense of belonging and excitement.

When commonsku brand photo is taken outside of commonsku context, it is recommended to watermark commonsku main logo in the upper left corner. The color and opacity of the watermark should be chosen based on the image situation, with the options limited to sku Blue, sku Navy, or white.

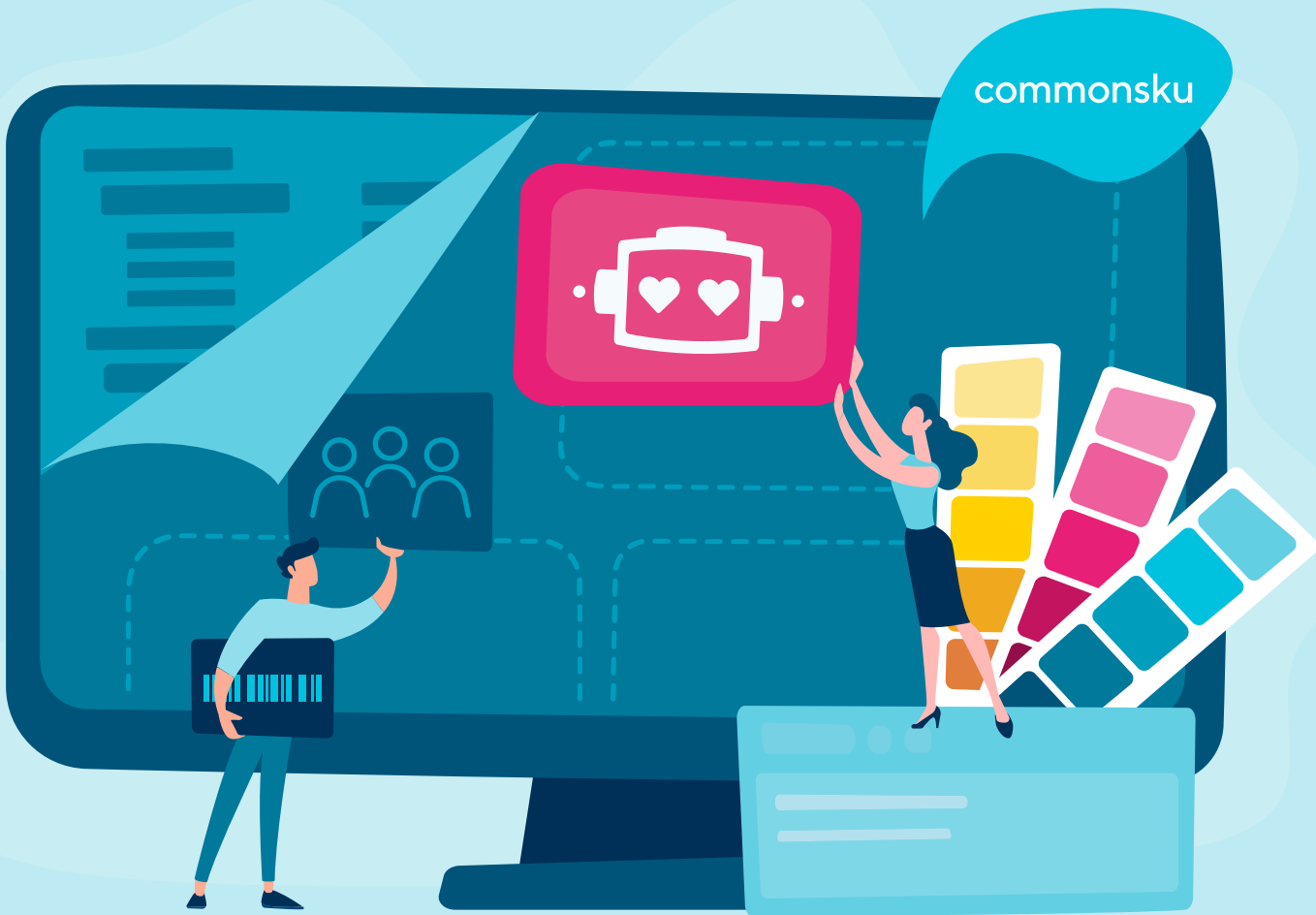
# Patterns & Gradients

In most instances, sku Navy or white will be utilized as backgrounds for various assets. However, for visual enhancement, patterned backgrounds and gradient backgrounds may also be used.

It is crucial that all background values lean towards either lighter or darker shades to ensure visibility of elements placed atop.

Any combination of secondary colors from the 1st & 3rd row of the color palette will work well for gradients.





## CONTACT



1-877-209-6496



info@commonsku.com

## SOCIAL



instagram.com/commonsku/



facebook.com/commonsku/



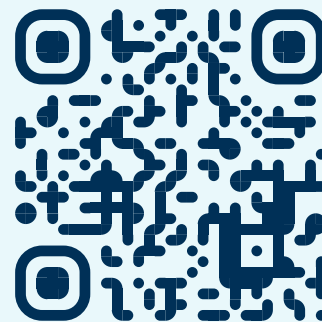
linkedin.com/company/commonsku/



youtube.com/c/commonsku



soundcloud.com/commonsku



commonsku.com

