

# 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.



## Delightful Work

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



## Ten Steps Ahead

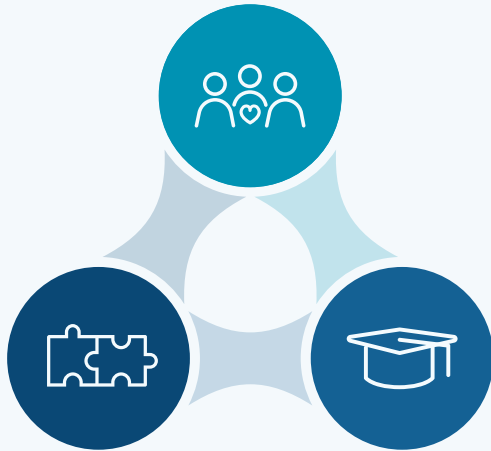
We innovate and scale through big ideas, smart risks, and bold action.



## 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!

commonsku  
✔ GREAT JOB

Commonsku  
✘ CAPITALIZATION

Common Sku  
✘ 2 WORDS

CommonSku  
✘ CAMEL CASE

CommonSKU  
✘ UPPER CASE

## 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 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.

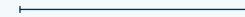
Always utilize the official logo files and refrain from altering the logo.

LOGOMARK (BARCODE)



min. 125px or 1.25" (3.175 cm)

WORDMARK



SKUBOT HORIZONTAL LOGO



min. 200px or 2" (5.08 cm)

SKUBOT STACKED LOGO



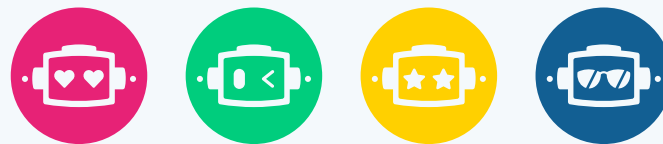
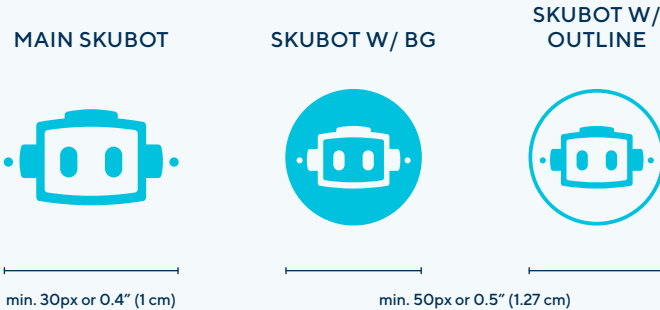
min. 125px or 1.25" (3.175 cm)

# 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!

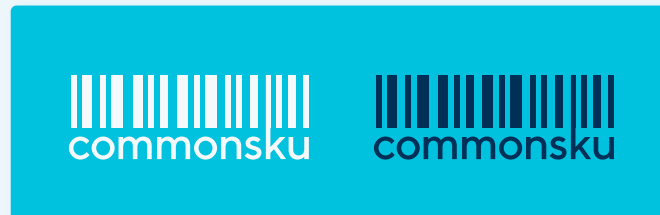


## Usage on Backgrounds

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.

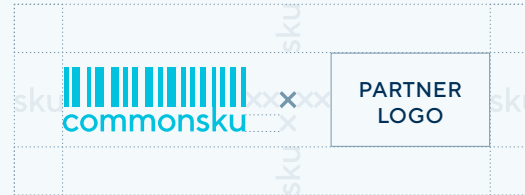


# Co-branding

For events hosted by commonsku that require co-branding, utilize the symbol × set in TT Norms 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 skumcommunity 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 only on backgrounds that are light or dark enough to ensure legibility

\* Please note that the color palette 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**

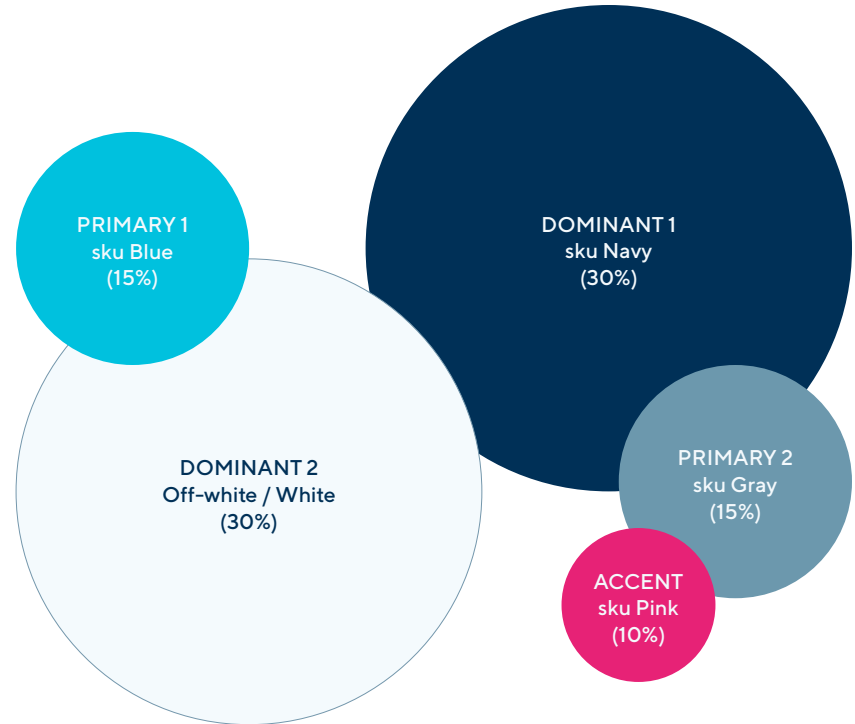
HEX	#FFFFFF
CMYK	0-0-0-0
RGB	255-255-255
PMS	White

# 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 digital and physical materials.

In addition to the core color shades (sku Blue, sku Navy, 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.

					
sku Blue light #63CFE3 Pantone 310 C	sku Navy light #185F93 Pantone 647 C	sku Pink light #E64783 Pantone 7424 C	sku Yellow light #FAD963 Pantone 120 C	sku Green light #79DEA8 Pantone 353 C	White #FFFFFF Pantone White
					
sku Blue #00C1DE Pantone 311 C	sku Navy heading #004876 Pantone 7693 C	sku Pink #E81F76 Pantone 213 C	sku Yellow #FFD100 Pantone 109 C	sku Green #00CE7C Pantone 7479 C	Off-white #F5F9FC Pantone 5435 C (10% opa)
					
sku Blue dark #0091B3 Pantone 632 C	sku Navy #003057 Pantone 540 C	sku Pink dark #C31C4A Pantone 7636 C	sku Yellow dark #E17E3C Pantone 7577 C	sku Green dark #007E6E Pantone 2244 C	sku Gray #7697AC Pantone 310 C

# Typeface

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

TT Norms 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 is employed in font weights ranging from Regular (500) upto ExtraBold (800), allowing for a clear typographic hierarchy and visual emphasis.

Different commonsku events may involve the introduction of new fonts.

## TT Norms

Regular	By promo people, for promo people
<i>Italic</i>	<i>By promo people, for promo people</i>
Medium	By promo people, for promo people
<i>Medium Italic</i>	<i>By promo people, for promo people</i>
<b>Bold</b>	<b>By promo people, for promo people</b>
<b><i>Bold Italic</i></b>	<b><i>By promo people, for promo people</i></b>
<b>ExtraBold</b>	<b>By promo people, for promo people</b>
<b><i>ExtraBold Italic</i></b>	<b><i>By promo people, for promo people</i></b>

# Typography Hierarchy

H1 / PAGE TITLE

TT Norms Bold

H2 / SUB-HEADING

TT Norms Medium

H3 / SECTION TITLE

TT Norms Medium

P / BODY TEXT

TT Norms Medium  
TT Norms Medium Italic

H5, H6 / CAPTION

TT Norms Medium

CTA

TT Norms Medium

# By promo people For promo people

## See how we make a difference

Maximize Your Efficiency

The body text *highlight* is italicized and in the color of Heading Navy, while **hyperlinks** are in sku Pink. If a **hyperlink** appears in the middle of the body text, it is accompanied by a gray underline for emphasis.

THE COLOR MAY BE MODIFIED TO ALIGN WITH SPECIFIC NEEDS

CTA

Primary

Secondary

# 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 skumunity. 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

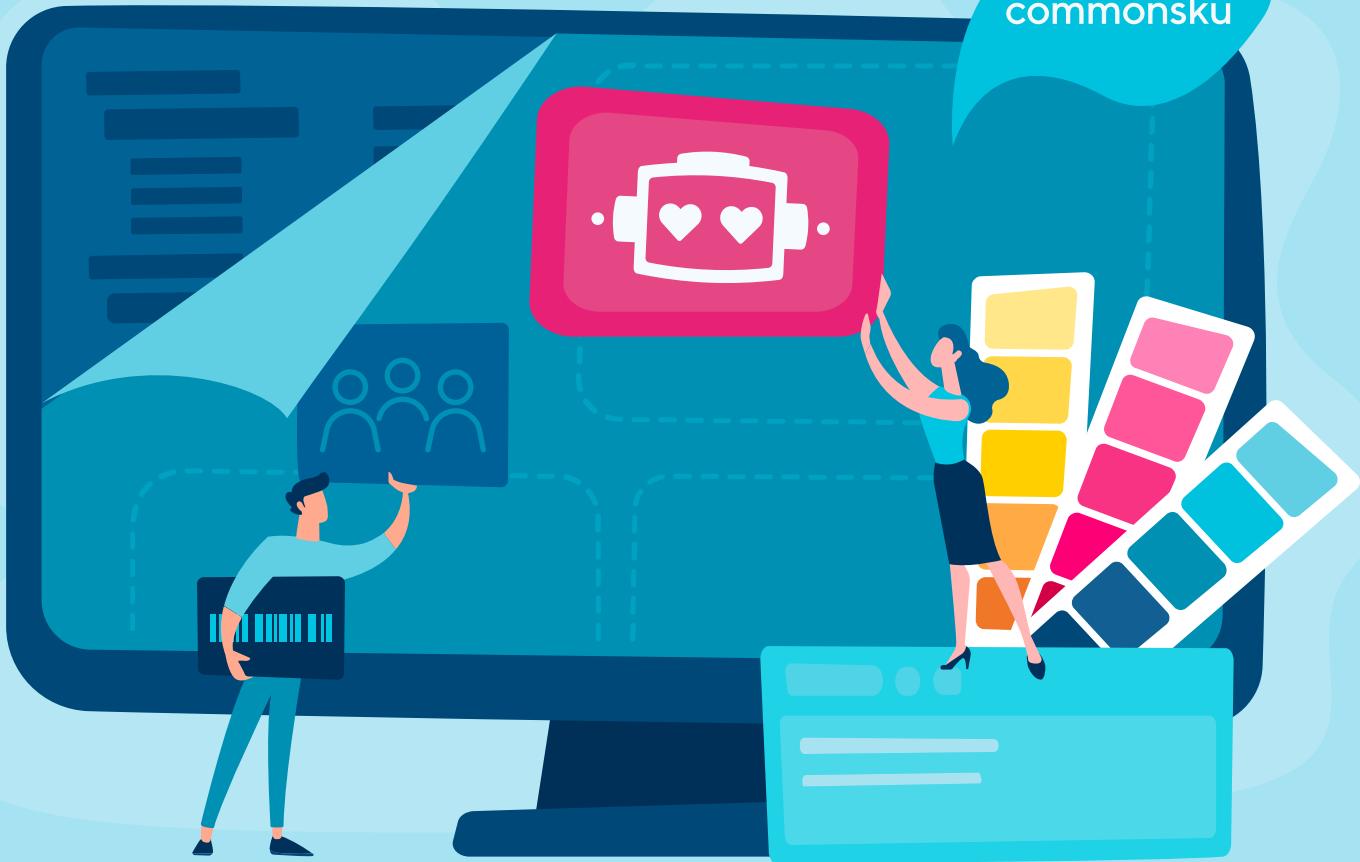
In most instances, sku Navy or white will be utilized as backgrounds for various assets. However, for visual enhancement, patterned backgrounds and gradient backgrounds may also be used.

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.



commonsku



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## SOCIAL

 [instagram.com/commonsku/](https://www.instagram.com/commonsku/)

 [facebook.com/commonsku/](https://www.facebook.com/commonsku/)

 [linkedin.com/company/commonsku/](https://www.linkedin.com/company/commonsku/)

 [youtube.com/c/commonsku](https://www.youtube.com/c/commonsku)

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