

**Brand guidelines**  
**January 2019**



**diff**

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# Agency introduction



### Short version

Diff is a full-service e-commerce agency that provides retailers with end-to-end solutions to help drive their business growth.

### Long version

Diff is a full-service e-commerce agency that provides retailers with end-to-end solutions to help drive their business growth. As one of the world's top Shopify Plus Partners, diff creates best-in-class Shopify stores with custom themes, integrations, apps and operational tools. Ranked 15th by Great Place to Work Canada, diff is known for its inclusive values and a corporate culture that helps people reach their full potential.



# Long Love Retail™

Diff has a bit of a love story with retail, and our corporate tagline celebrates that.

The agency was founded by a retailer with an intimate knowledge of the brick and mortar world who saw the potential of e-commerce to drive growth for merchants everywhere.

"Long love retail" is our way of embracing our roots in commerce and our desire to shape it for the better.

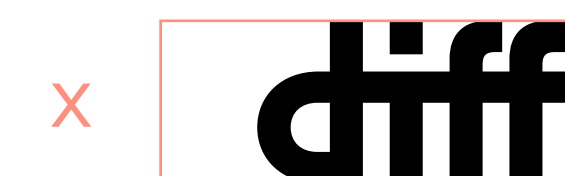
# Visual identity



The image shows the word 'diff' in a very bold, black, lowercase sans-serif font. The letters are thick and closely spaced. The 'd' has a rounded bottom, while the 'i' has a square dot. The 'f's have a distinctive shape with a thick vertical stem and a curved top.

The diff logo has evolved. This is the version to use from here on in.





The minimum size requirement is as follows:

**Print**

X = 0.2 inches

**Screen**

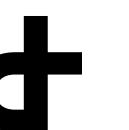
X = 20 pixels

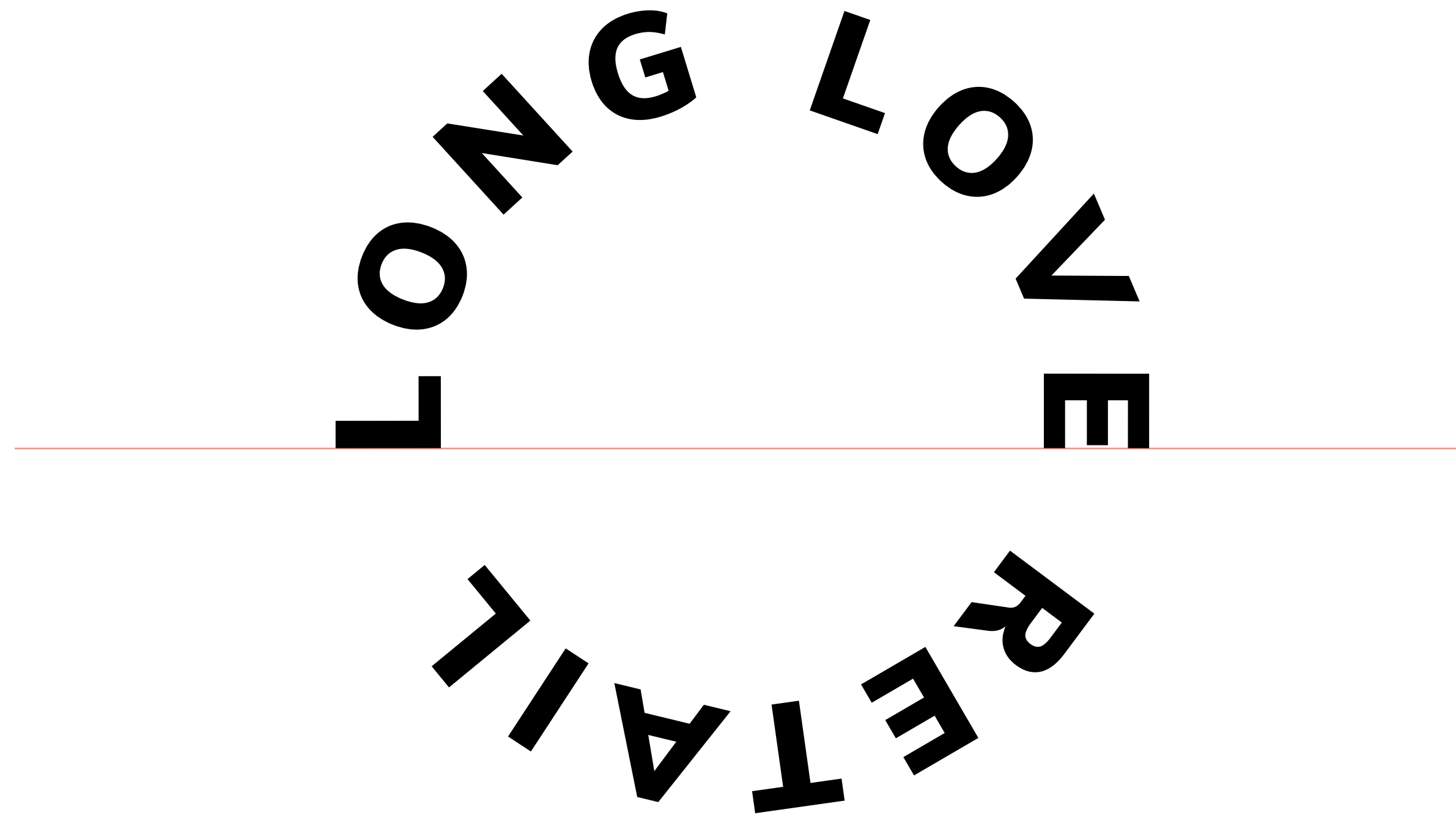






Logo with trademark for corporate use.  
To be used with this exact spacing.





A graphic treatment of the corporate signature can be used to inject a fun design element.

This version should always be aligned with the horizontal axis as illustrated.

# Logo & signature

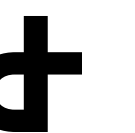
Design use

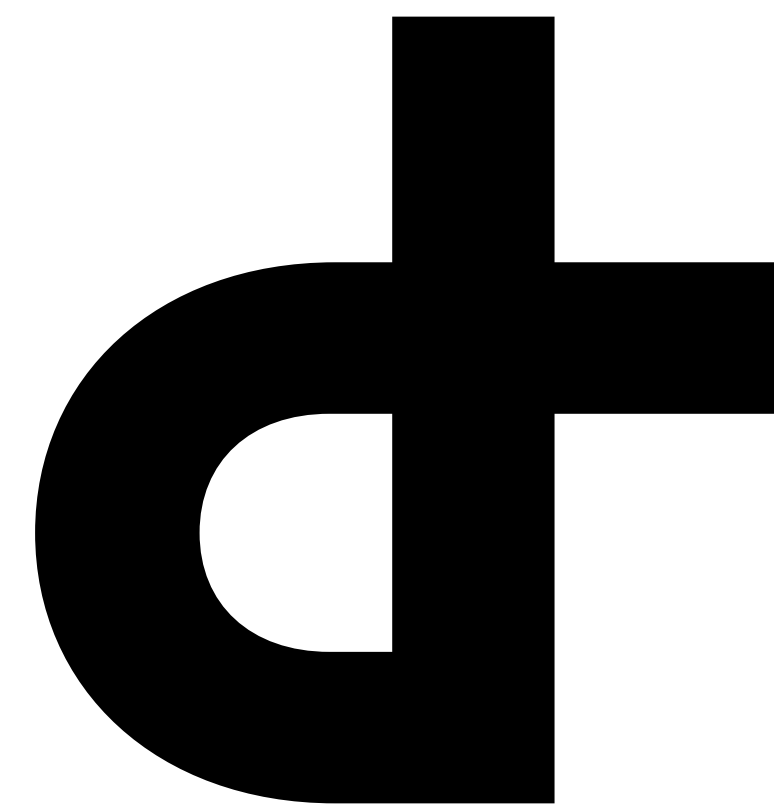
A large, bold, black lowercase logo consisting of the letters 'd', 'l', 'f', and 'f'. The 'd' is a simple rounded shape. The 'l' is a vertical bar with a small square on top. The first 'f' has a curved top and a vertical stem. The second 'f' is similar but with a slightly different top curve.

A circular logo with the text 'LONG LOVE RETAIL' arranged in a circle. The text is in a bold, uppercase, sans-serif font. 'LONG' is at the top, 'LOVE' is on the right, and 'RETAIL' is at the bottom.

The graphic treatment of the corporate signature can also be used with the logo.

Always place it to the upper righthand side of the logo.

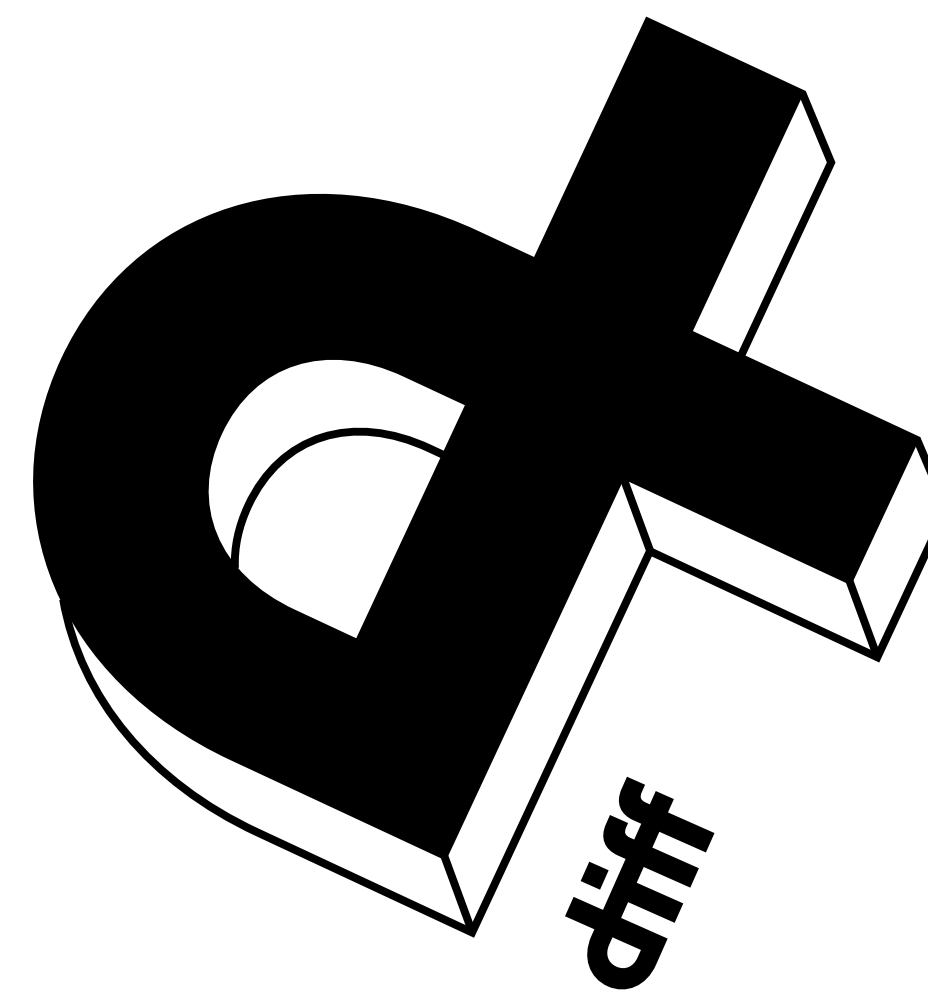
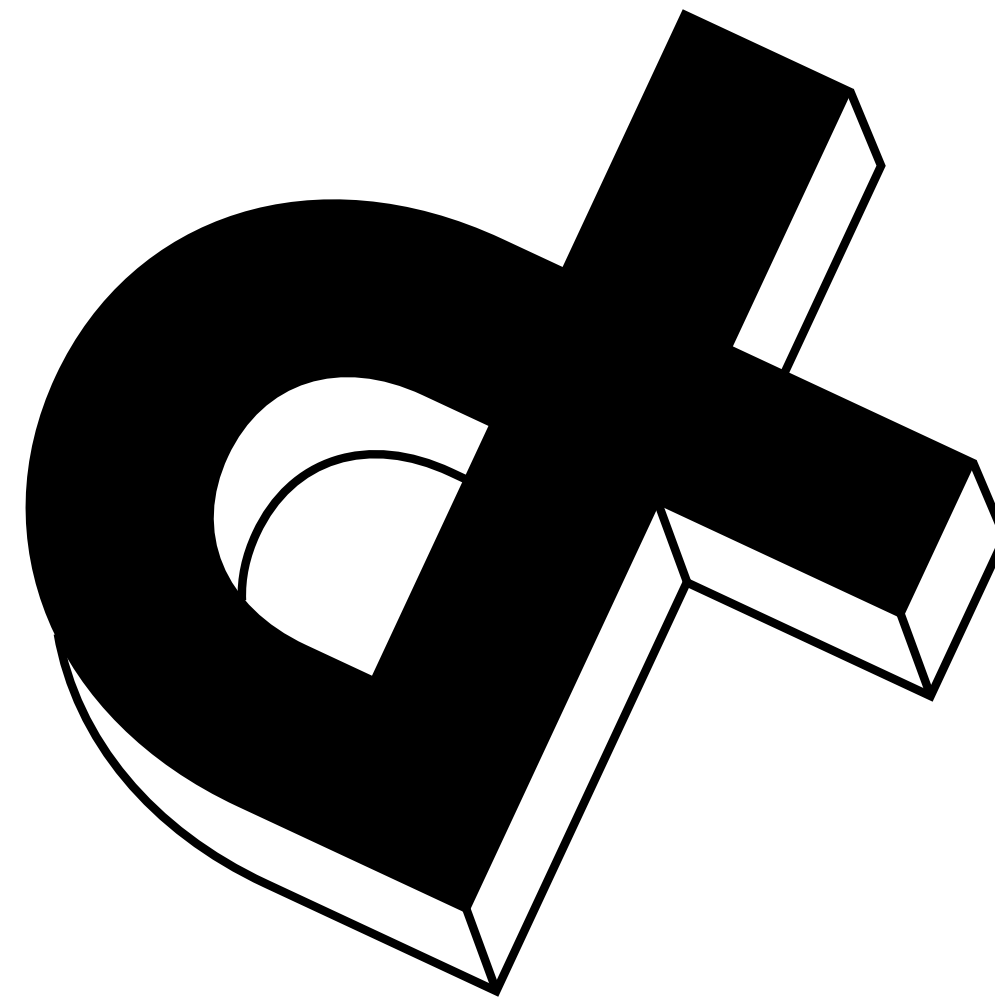




The official diff symbol  
for everyday use.

Never rotate the symbol.





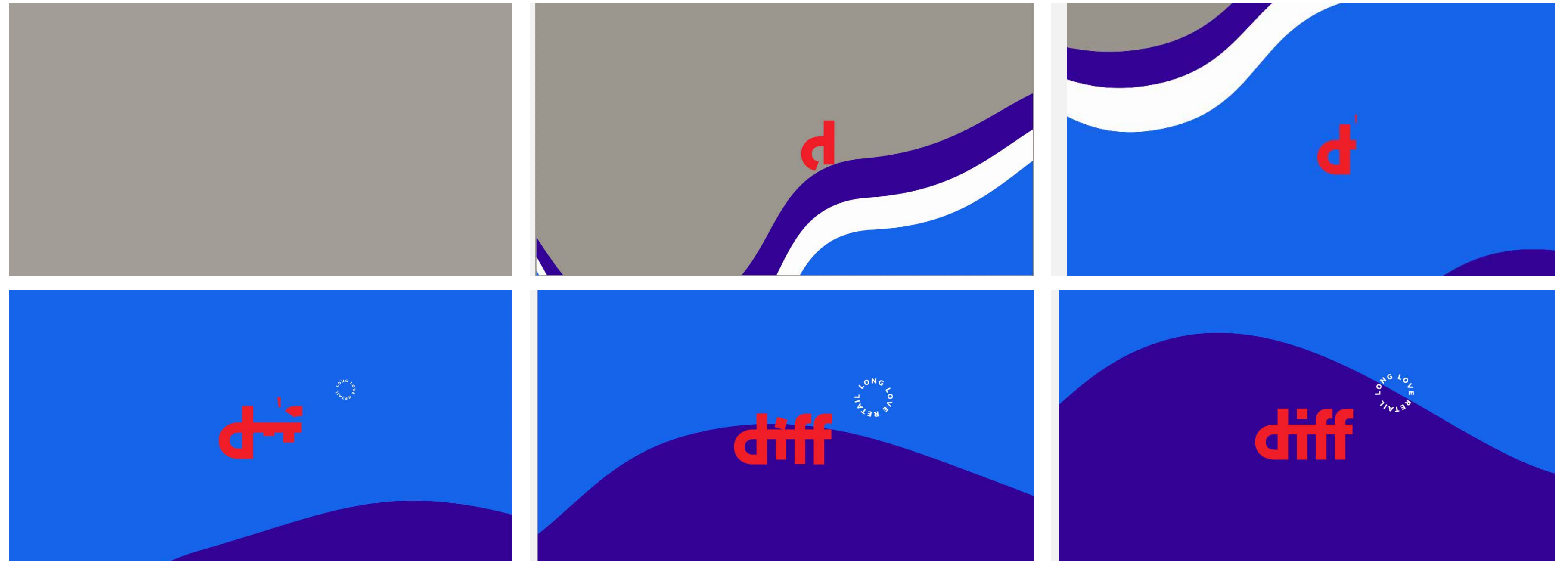
The 3D symbol can be used in a more playful context.

It can be used with or without the diff logo.

It should always appear rotated 65° to the right.



# Logo animation



For video closure. The grey is transparent, the blue wave should be covering the last scene of the video.



**Nunito Sans Black**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKlmnopqrstuvwxy**  
**1234567890!@#\$%?&\*()\_ = +**

Nunito Sans Light  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKlmnopqrstuvwxy  
1234567890!@#\$%?&\*()\_ = +

4X **We are big  
& bold.**

4X  
2X **We love short copy  
that has a snap to it.**

2X  
X Retail is in our DNA. Our strategists, UX designers, architects,  
developers and QA analysts live and breathe it. We come in every  
day to help our clients optimize their e-commerce.

X Retail is in our DNA. Our strategists, UX designers, architects, developers and QA analysts live and breathe it. We come in everyday to help our clients optimize their e-commerce business with an end-to-end service offering that pushes the possibilities of technology without ever losing sight of the person on the other side of the screen. Retail is in our DNA. Our strategists, UX designers, architects, developers and QA analysts live and breathe it. We come in everyday to help our clients optimize their e-commerce business with an end-to-end service offering that pushes the possibilities of technology without ever losing sight of the person on the other side of the screen.

Use Nunito Sans Black for headlines and subheads and Nunito Sans Light for body copy.

Leading for headlines and subheads: Divide the letter height by 0.95.

Leading for body copy: Divide the letter height by 0.85.





# Primary colors

## Corporate Red

Pantone 1788 C

**C** 0  
**M** 95  
**Y** 85  
**K** 0

**R** 238  
**G** 39  
**B** 55

# EE2737

## Red

Red is used primarily for the logo. It is never used as a predominant color or as a background color.

## Complementary Blue

Pantone 2735 C

**C** 95  
**M** 100  
**Y** 0  
**K** 3

**R** 46  
**G** 0  
**B** 139

# 2E008B



# Secondary colors

Pantone 202C

**C** 9            **R** 180  
**M** 100        **G** 20  
**Y** 64          **B** 50  
**K** 48          # B41432

Pantone 2175 C  
Pantone 2132 C

**C** 94           **R** 0  
**M** 47           **G** 84  
**Y** 0             **B** 230  
**K** 0             # 0054E6

Pantone X

**C** 10           **R** 30  
**M** 0             **G** 35  
**Y** 0             **B** 40  
**K** 91           # 1E2328

PANTONE 486 C  
PANTONE 486  
CP

**C** 0            **R** 255  
**M** 53          **G** 144  
**Y** 48          **B** 125  
**K** 0            # FF907D

PANTONE 292C  
PANTONE  
292CP

**C** 56           **R** 104  
**M** 7            **G** 191  
**Y** 0             **B** 232  
**K** 0             # 68BFE8

PANTONE 114C  
PANTONE  
114CP

**C** 0            **R** 255  
**M** 4            **G** 231  
**Y** 87          **B** 70  
**K** 0            # FFE746

Pantone X

**C** 1            **R** 242  
**M** 0            **G** 242  
**Y** 0            **B** 242  
**K** 2            # F2F2F2

Pantone 115-9 U

**C** 7            **R** 235  
**M** 0            **G** 249  
**Y** 0            **B** 255  
**K** 0            # EBF9FF

Pantone X

**C** 0            **R** 255  
**M** 0            **G** 248  
**Y** 15          **B** 217  
**K** 0            # FFF8D9

Refer to page 27 for color use.



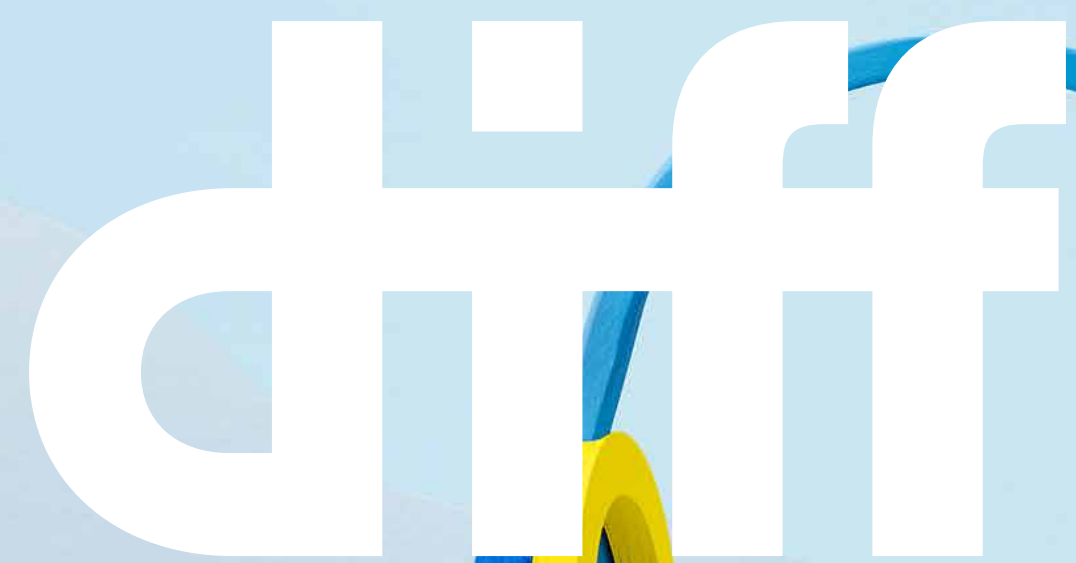
## Logo and official symbol on different backgrounds

The main logo can only appear in red, white or black. If it appears over an image, always use the white logo.

The official symbol can be used in any of the diff colours. If it appears over an image, always use the white symbol.



diff



diff

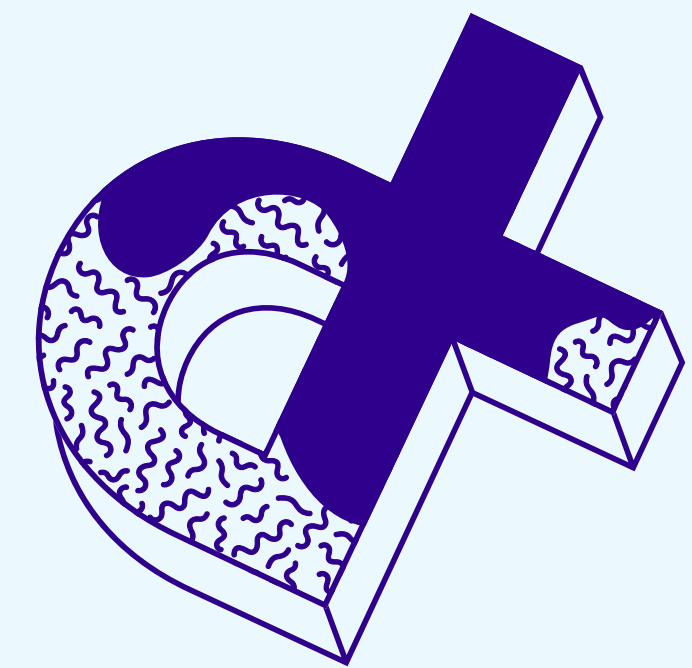
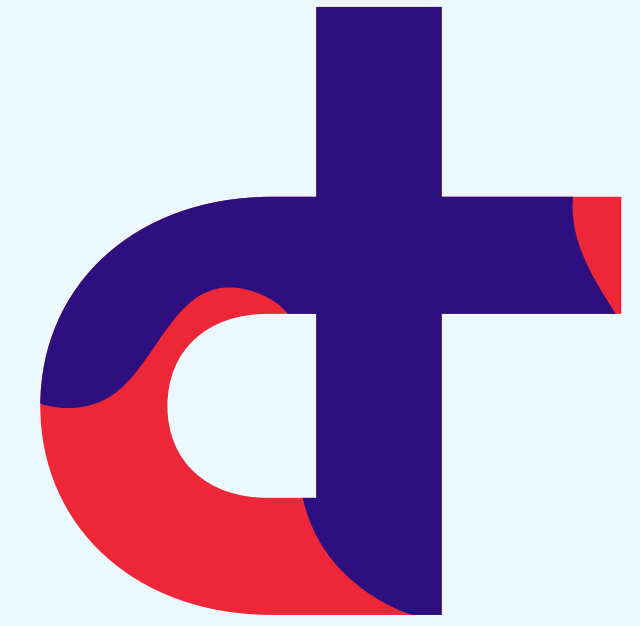


d

## Symbol on a solid background



You can use two colours in the diff symbols or add a pattern. Never change the rotation of the 3D symbol from what you see here.



## Warm colors

Reds and yellows create a warm color harmony.

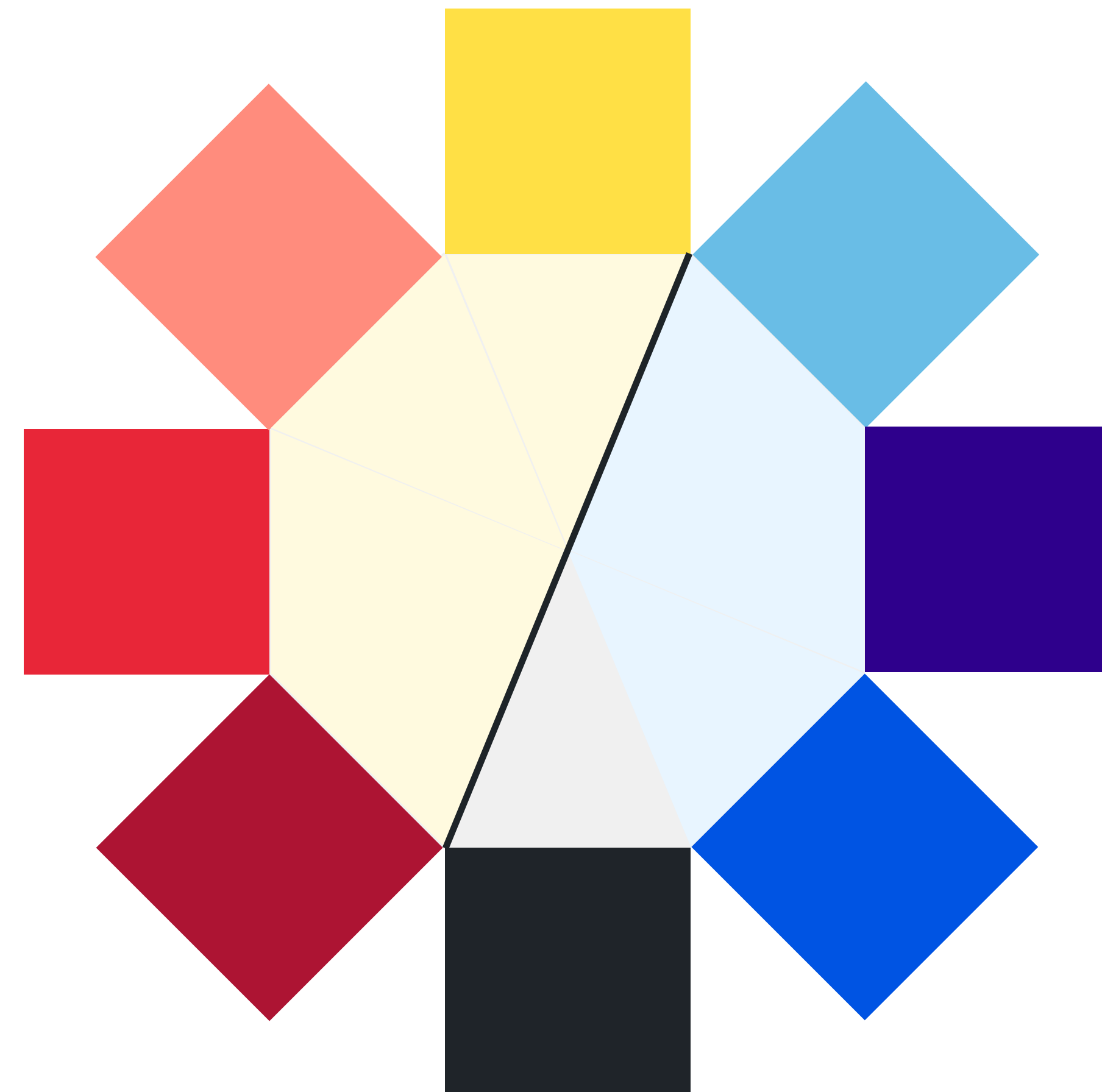
## Cool colors

Blues and greys create a cool harmony.

## Colors relationships

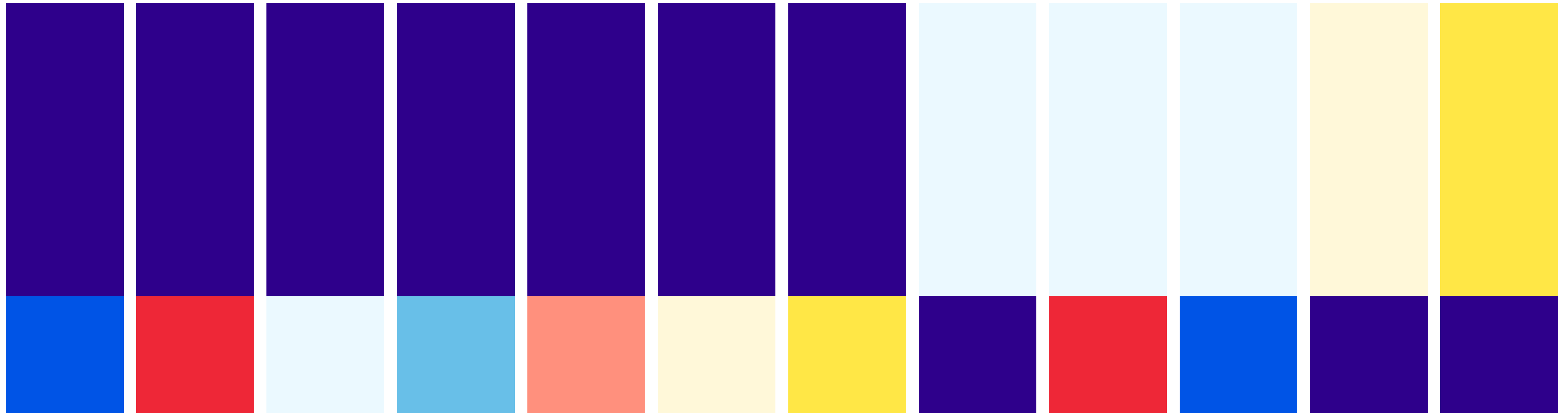
Never use more than four colors in any execution and follow these guidelines:

- Use two colors from within the same family;
- Use one warm color with one cool color;
- Use three colors from within the same family;
- Use two cool colors with one warm color or vice versa;
- Never use the light colours in the centre of the wheel together.



# Color schemes

2 colors

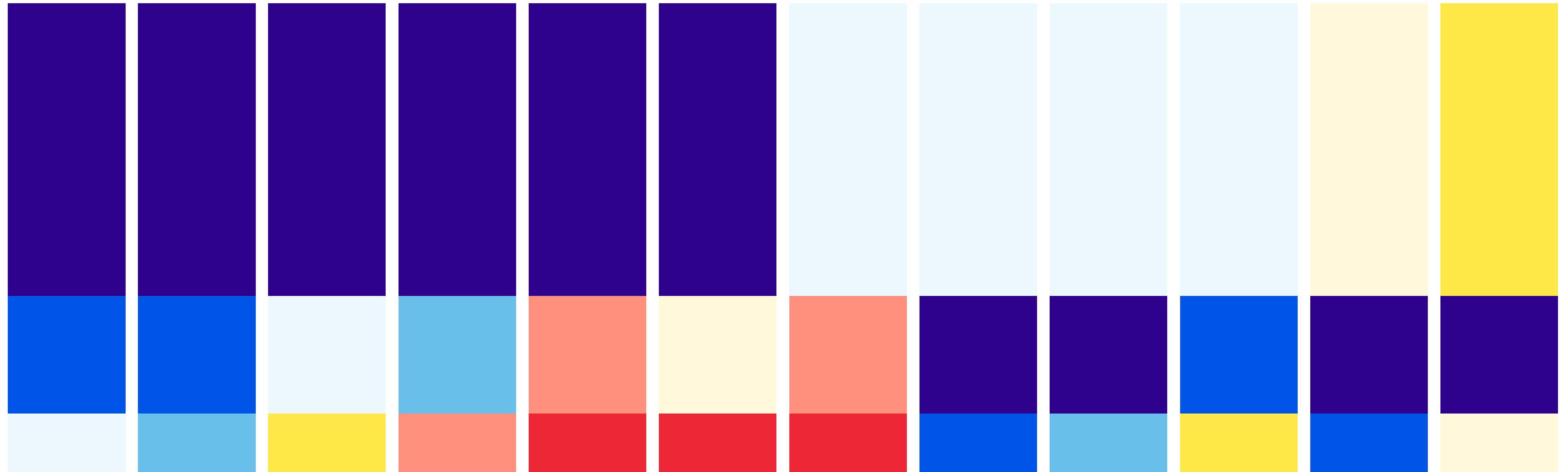


Where possible, opt to use only two colors. Above are the recommended pairings. The upper bars display possible background colors and the squares below display complementary colors. Never use red as the dominant color.



# Color schemes

3 colors



Here are the recommended mixes when using three colors. You can opt to use three colors from within the same family, two cool colors with one warm color and vice versa.



# Color schemes

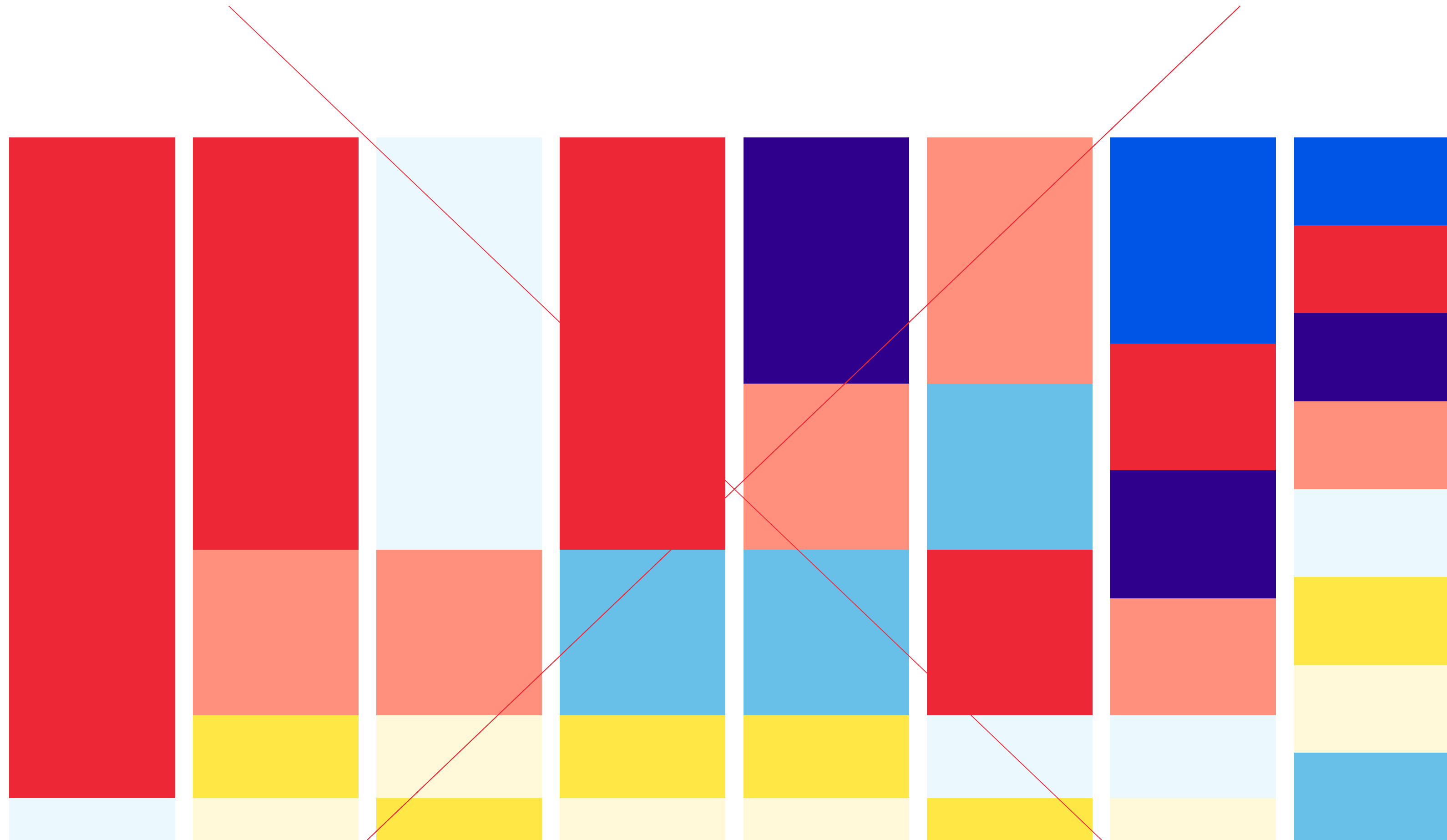
Maximum 4 colors



Here are the recommended mixes when using four colors. You can opt to use three cool colors with one warm color or a mix of two warm and two cool colors. Never use more than four colors in any execution.

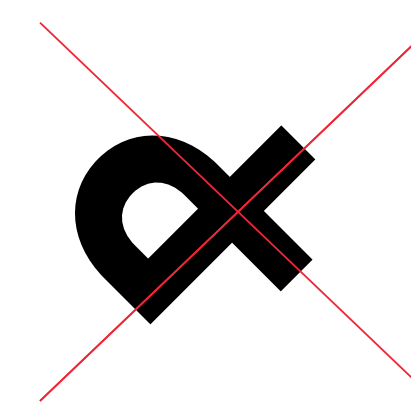
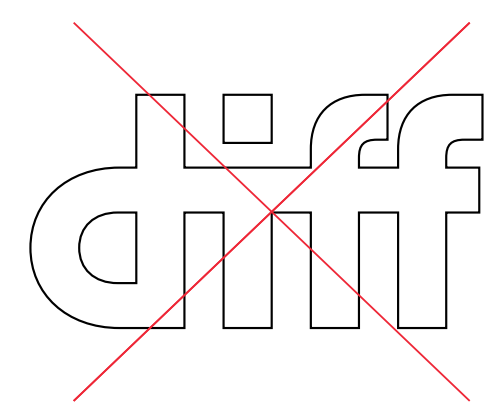
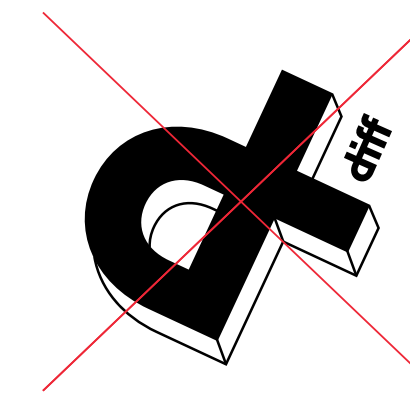
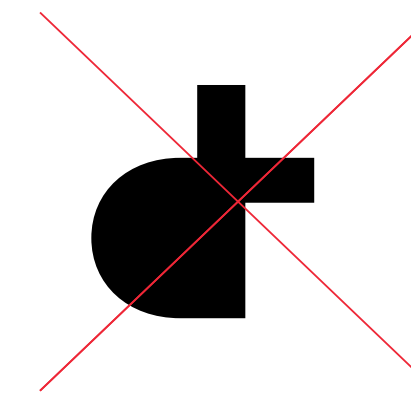
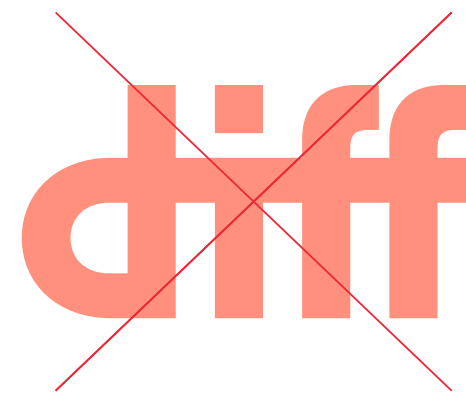
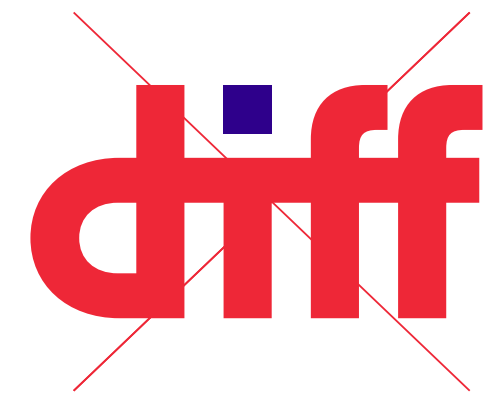
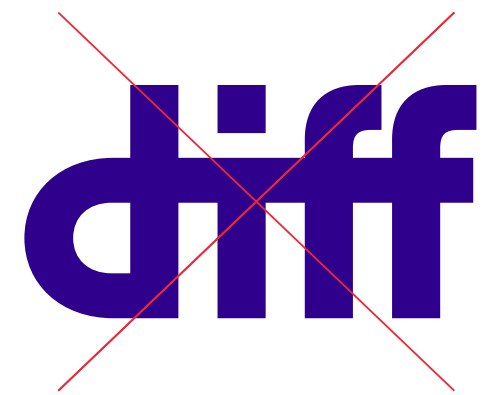
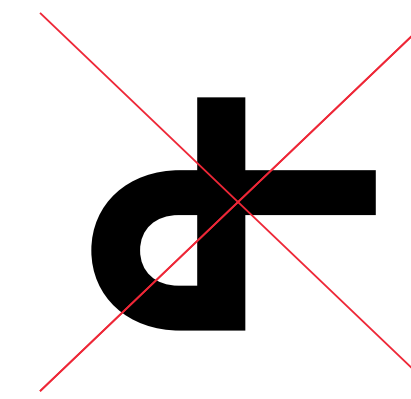
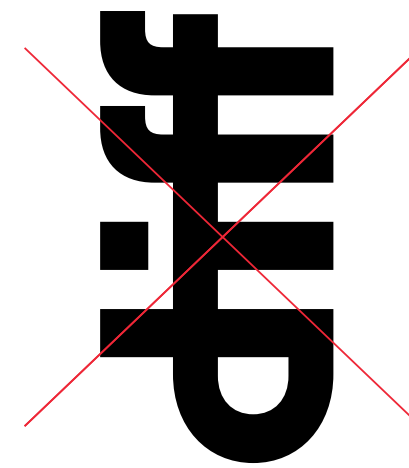
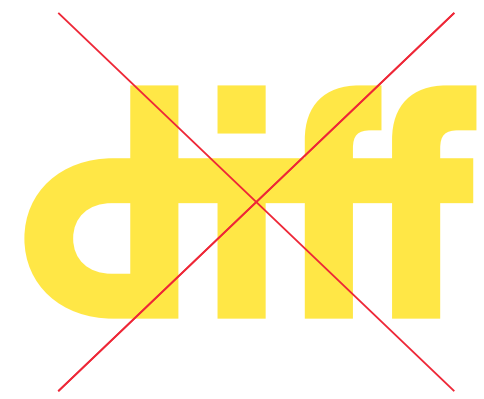






Don't use too much red. It is an accent color only.  
Don't use more than one light colour at a time.  
Don't use a color scheme that looks too childish.  
Don't use more than four colors in any execution.  
Exceptions can be made for illustrations but they must be validated in advance.





The logo can only appear in red, white or black. Never change the rotation of the logo or symbols from their accepted use as outlined in this document. (See pages 19 and 26).



# Contact



# Any questions?

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