

Shipt 

# Master logo

Composed of friendly sans serif wordmark and a symbol forming an embracing bag and the letter “S” in a single stroke, the Shipt master logo embodies our company’s dedication to over-delivering delivery.

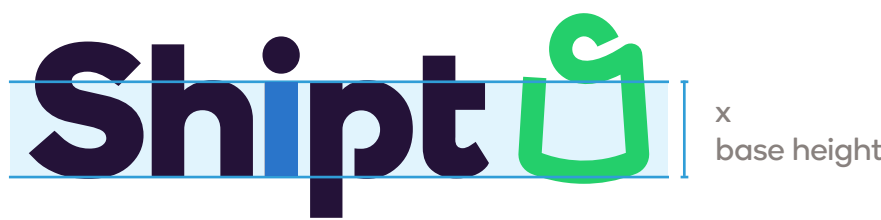
The master logo is our primary signifier and should never be altered or distorted in any way. It is an essential brand asset that must be protected through consistent and conscientious usage as specified in these guidelines. The symbol in this lockup is always to the right of the wordmark, and whenever possible appear in its full color version of Shipt Green and Shipt Plum.

Color conventions are outlined for the master logo in section 2.03.



Wordmark

Symbol



Construction details

## Stacked logo

A stacked logo has been created for use when there is a constrained amount of space, or when the icon needs to take centerstage. The stacked logo follows the same color conventions outlined for the master logo in section 2.03.



**Shipt**



**Shipt**



**Shipt**

# Master logo — color and usage

The master logo comes in four color variations: two with Shipt’s primary colors (Shipt Green and Shipt Plum, displayed top left and top right), as well as monochrome versions in black and white.

The master logo is to appear in Shipt Green and Shipt Plum. This color combination should be used whenever possible.

When using a logo that combines two colors, the “bag” symbol should be green whenever possible, and otherwise may only be colored in white or plum for creative.

When using the Shipt Green and Plum logo, the logo must sit against a contrasting background color or image that allows for legibility.



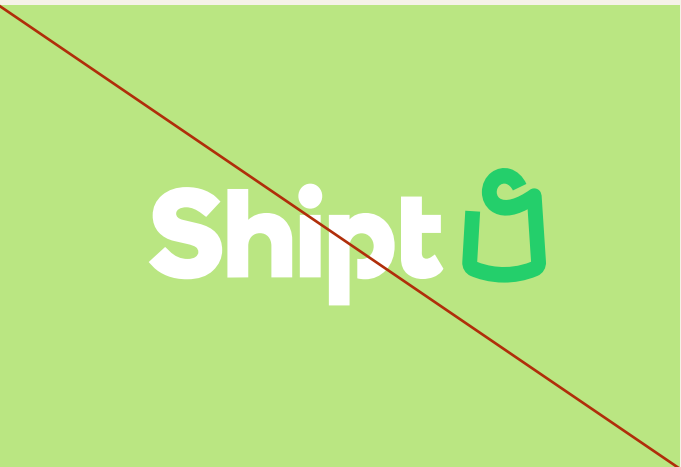
Master logo: primary version



Master logo: inverted version



**Do:** utilize the visual system’s color palette to ensure logo visibility



**Do not:** place the master logo against colors that inhibit its visibility



For use on dark backgrounds where the Shipt Green does not have sufficient visibility.



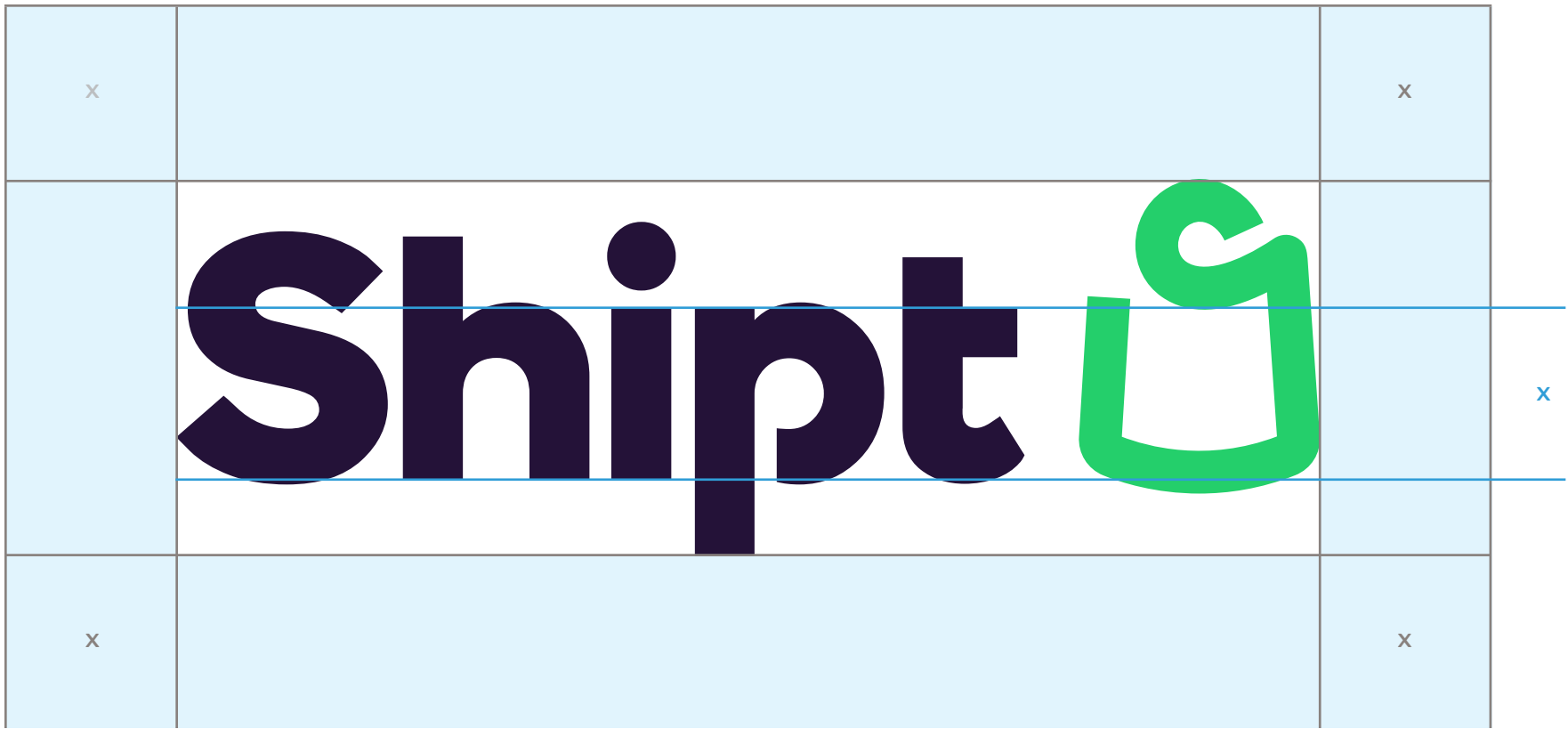
For use on light backgrounds where the Shipt Green does not have sufficient visibility.

# Logo clear space and minimum sizes

Clear space is the area surrounding the logo that must be kept free of text and graphics, and away from the edge of the page. The impact and legibility of the logo will be diminished if it is placed too close to graphics or type.

This clear space is defined by using the “x-height” of the wordmark.

If the brand needs to be represented at any size smaller than the small use cases shown here, please resort to typing it out instead.

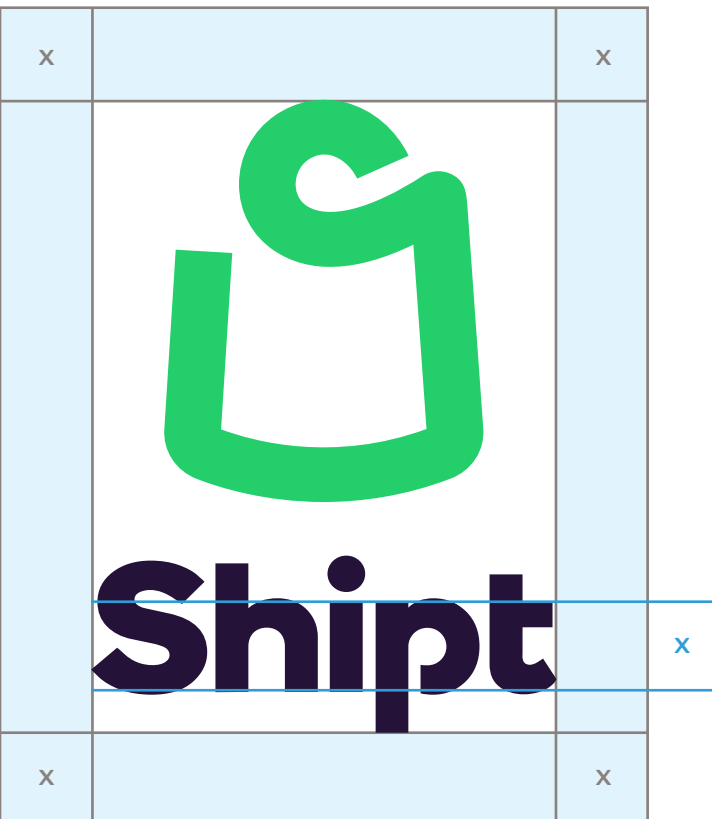


## Master logo clearspace

The height “x” is equal to the x-height of the wordmark. Minimum clear space from the logo is equal to the “x” on all sides.



Small use: 75px



## Stacked logo clearspace

The height “x” is equal to the x-height of the wordmark. Minimum clear space from the logo is equal to the “x” on all sides.

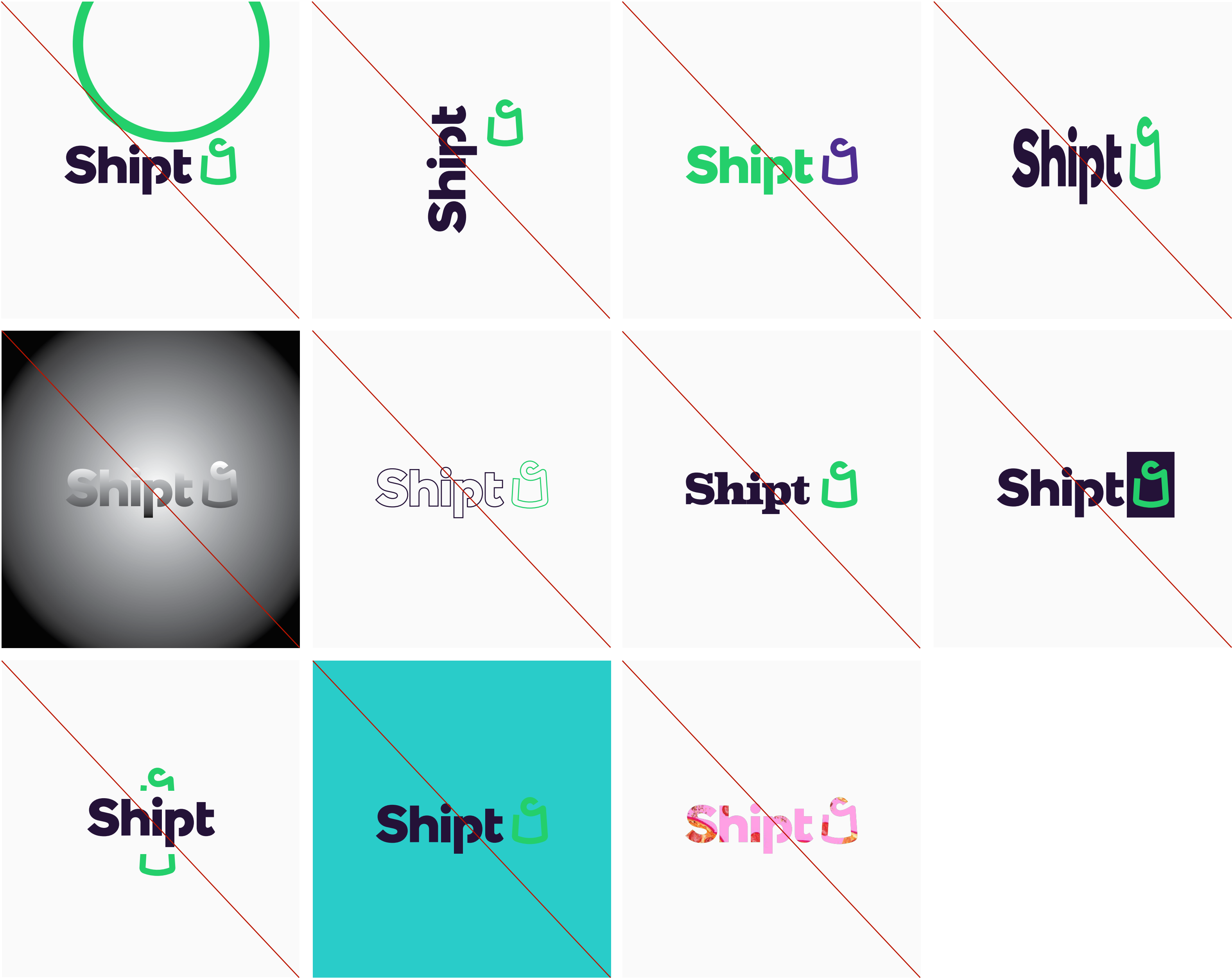


Small use: 50px

# Logo rules

The integrity of the Shipt logo must be respected at all times. Please do not stretch, squeeze or otherwise morph or manipulate it. Any modification of our logo confuses its meaning and diminishes its impact.

- Do **not** add any other element to the clear space defined
- Do **not** rearrange the lockup of the master logo
- Do **not** make new color combinations with the wordmark and symbol
- Do **not** distort or stretch
- Do **not** apply gradients
- Do **not** outline the logo
- Do **not** use drop shadows
- Do **not** add confiding shapes
- Do **not** substitute typefaces for the wordmark
- Do **not** break the symbol
- Do **not** use the logo without sufficient contrast between the background and foreground
- Do **not** use images within the master logo



# Partnership lock-ups

Partnership lockups are important for the Shipt brand. It is important to make the partner logo and the Shipt logo equal in the lock up. The partner will always come before Shipt in heirarchy.

Lockups are simple and so not distract from the rest of the branded material.



Partnership lockup - Horizontal



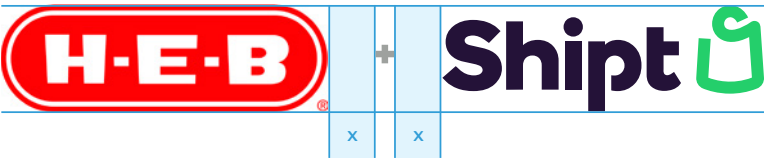
Delivered lockup - Horizontal



Partnership lockup - Stacked



Delivered lockup - Stacked



Construction details

# Color



# Core palette

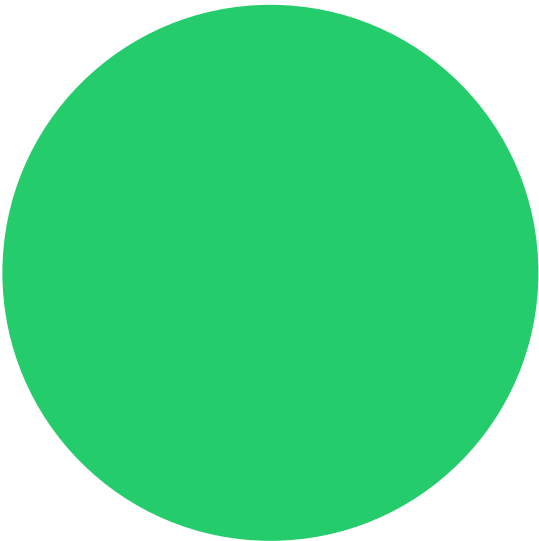
Shipt Green is our primary color—same hue as before, but kicked up a notch. Now it’s just as vibrant as we are. Alongside this we have Shipt Plum, a deep purple over which the rest of our palette can shine. When building collateral for the brand, make sure Shipt Green and/or Shipt Plum is present, if not both.

After, layer in our secondary colors for further character. Use these to accent your compositions.

Next, you have tertiary colors which are exclusively for digital applications such as the product or infographics.

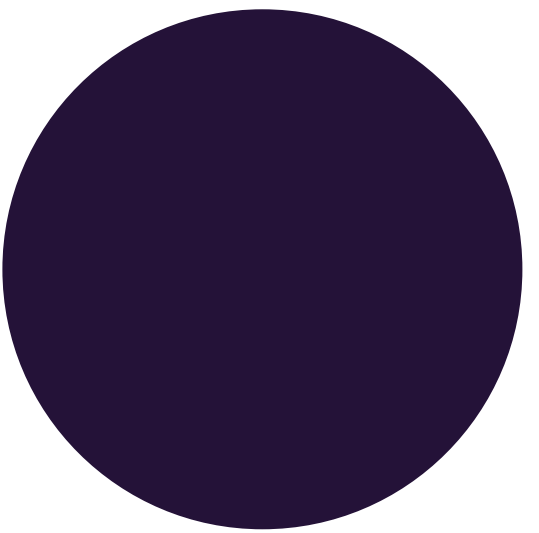
And lastly, black and white, which are not brand colors. Use these only in instances where extreme contrast is required for accessibility.

## PRIMARY COLORS



SHIPT  
GREEN


35/204/107  
23CC6B  
56/0/58/0  
7479C / 7479U



SHIPT  
PURPLE

36/18/57  
241239  
91/100/8/59  
2695C / 2695U

## SECONDARY COLORS

				
TEAL	LIME	BRIGHT PURPLE	GOLD	OATMEAL
3/135/103 038767 97/6/69/19 2243C / 2243U	186/229/130 BAE582 22/0/42/0 365C / 365U	80/45/145 502D91 88/86/0/0 2098C / 2098U	255/204/0 FFCC00 0/14/100/0 116C / 116U	247/245/235 F7F4EA 0/0/6/1 9043C / 9043U

## TERTIARY COLORS

						
249/249/249 F9F9F9	184/213/238 B8D5EE	213/239/181 D5EFB5	254/203/189 FECBBD	222/217/247 DED9F7	254/242/209 FEF2D1	255/255/255 FFFFFF
						
190/191/193 BEBFC1	42/203/202 2ACBCA	186/229/129 BAE581	239/124/65 EF7C41			
						
3/135/103 2B2B2B	1/49/96 013160	0/74/85 004955	175/47/9 AF2F09		128/96/6 806006	0/0/0 000000 50/50/50/100 BLACK C

# Color usage

Color brings our brand to life. On this page we’ve called out a few optimal combinations—a mix that makes our brand shine brightest in a legible way. You can explore other color combinations, but whenever possible you should try to use these.

If you are building your own color combination, make sure that it is at least AA accessible.

Contrast ratio  
17.20

AAA  
AA

Plum + White

Contrast ratio  
9.88

AAA  
AA

Bright Purple + White

Contrast ratio  
4.5

AA

Teal + White

Contrast ratio  
15.36

AAA  
AA

Plum + Oatmeal

Contrast ratio  
8.13

AAA  
AA

Green + Plum

Contrast ratio  
8.13

AAA  
AA

Plum + Green

Contrast ratio  
11.98

AAA  
AA

Lime

Contrast ratio  
11.38

AAA  
AA

Gold

