AFTERMARKET

Platform

ΛFTERMΛRKET

"Increase your buying power ..."

Brand
Guidelines
Table of Content

"Increase your buying power ..."

LOGO: ICON BREAKDOWN

The icon is a combination of the 'A' and the 'M'. Using the font family Posterama 2001, we laid the "a" over the 'm'.
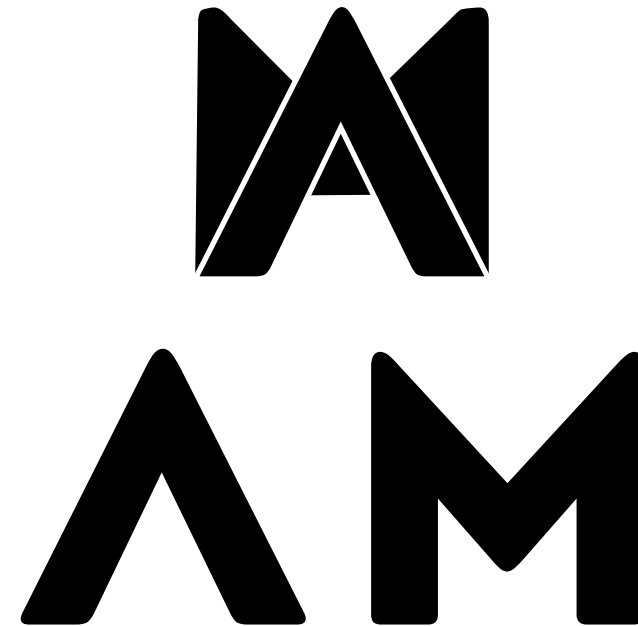
Font: Inversionz Unboxed

AFTERMARKET

Font: Questrial

Platform

LOGO: ICON BREAKDOWN

The icon is a combination of the 'A' and the 'M'. Using the font family Posterama 2001, we laid the "a" over the 'm'.

LOGO: ICON COLOR

After going back and forth with the amp we feel AM was a clean and edgy design. With the use of gradients to enhance the

HEX: 01AFF0

HEX: 1C76BD

HEX: 000000

HEX: 6D6E71

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b.01

LOGO: ICON COLOR

After going back and forth with the amp we feel AM was a clean and edgy design. With the use of gradients to enhance the

HEX: 01AFF0

HEX: 1C76BD

b.01

LOGO: MΔIN BREΔKDOWN

The logo is the name of the tool Aftermarket Platform. The font has been modified to give the "A" a modern look. The icon is a combination of the redesigned A and M.

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ICON: MAIN BREAKDOWN

This logo is a combination of the two letters A & M. ITs a simplistice, edgy design. This modern design is aimed at the users who embrace style and fashion.

LOGO: ICON COLOR OPTIONS

This is a break down of the different colorways for the logo. One black & white two colorways and one colorway with a black background.

Color 1

AFTERMARKET

Black & White

AFTERMARKET

White

AFTERMARKET

LOGO: ICON COLOR OPTIONS

This is a break down of the different colorways for the logo. One black & white two colorways and one colorway with a black background.
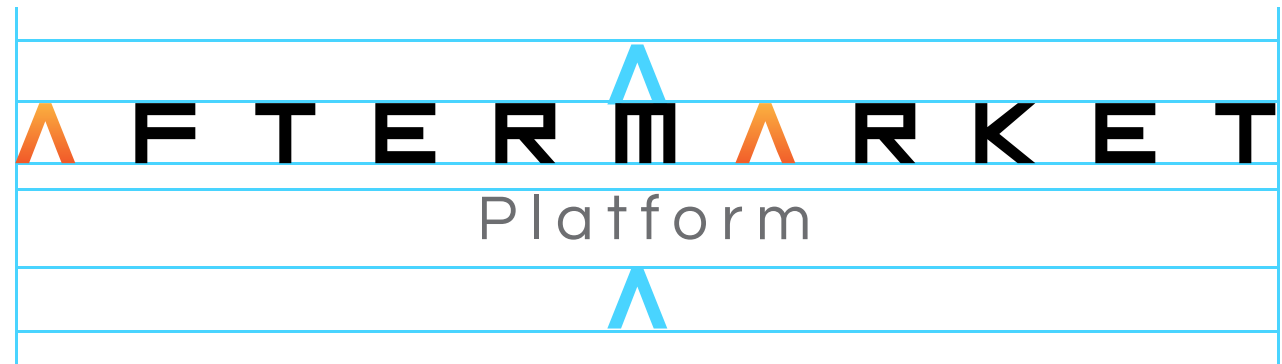
Color 1

Black & White

White

Alt 2

e.01

LOGO: ICON CLEAR SPACE

Ensnsure there is adequate space between the icon and surrounding elements. Using the 3 from the icon to determine the clearspace around the icon.

LOGO: ICON CLEAR SPACE

Ensnsure there is adequate space between the icon and surrounding elements. Using the 3 from the icon to determine the clearspace around the icon.

"Increase your buying power ..."

"Increase your buying power ..."

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Typography

Font will be key to the logo and website as it will help reinforce the style and identy of Di3play standerds.

Questrial

Body text
Website text
Logo text

Aa Bb Cc Dd Ee Gg Hh Ii Jj
Kk Ll Mm Nn Oo Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INVERSIONZ UNBOXED

Icon
Logo text

A A   B B   C C   D D   E E   G G   H H
I I   J J   K K   L L   M M   N N
O O   Q Q   R R   S S   T T   U U
V V   W W   X X   Y Y   Z Z
1   2   3   4   5   6   7   8   9   0

.02

Color

Font will be key to the logo and website as it will help reinforce the style
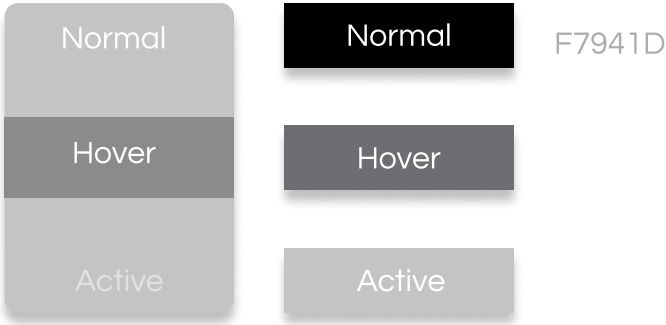
Primary

HEX 01AFF0

RGB 1 175 240 100%

Primary

HEX FF9800

RGB 78 194 230 100%

Primary

HEX 242424

RGB 12 11 11 100%

Website: Buttons

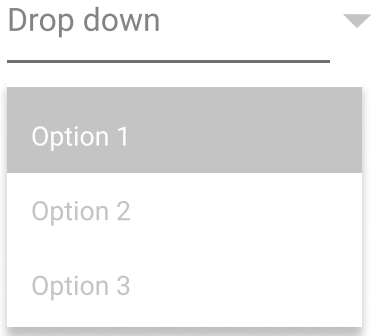The Buttons have been simplfied as to not be a distraction. I have also looked at popular shoping sites like Amazon and nordstroms for insperation.

Button

Font: Questrial
Font Size: 12

Normal	Normal	F7941D
Hover	Hover	
Active	Active	

Font: Questrial
Font Size: 12
Font Size: 10

Drop down

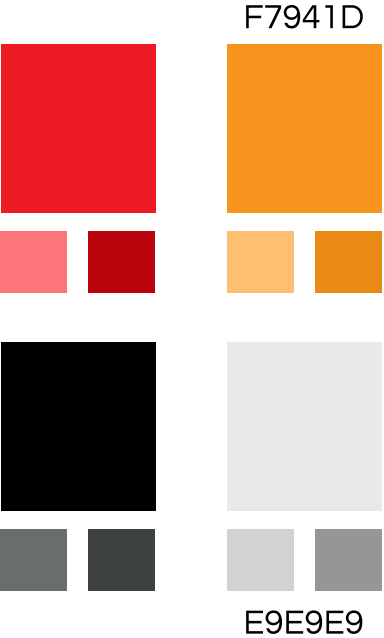| Option 1 |
| Option 2 |
| Option 3 |

Website: Elements

After getting some great feedback I have moved to a simpler background. I will be showing less of it anyways so I removed the pattern.

Background

Primery

Secondary

Swatches

F7941D

E9E9E9

.04.b

Website: Icons

The Icons will make it easier for the users to navagate the website.

Icons

Website: Headers

The Header will change based on what type of user you want to be. The Advanced users will have more options, like the abilty to keep track of sales and to chat with other users.
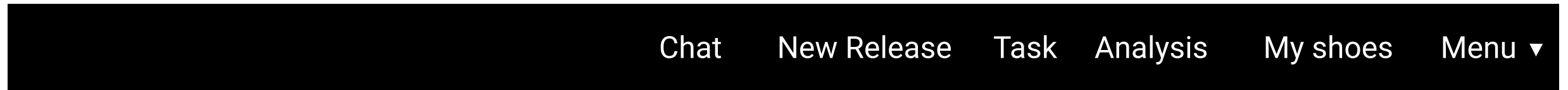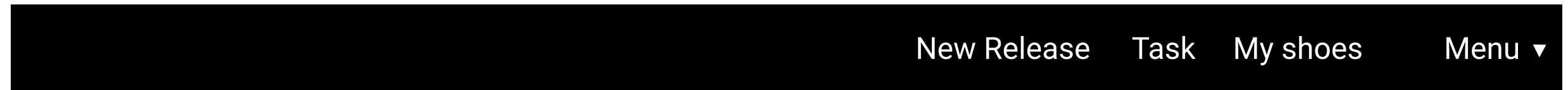
Filter

| Size ▼ | Color ▼ | Price ▼ | Brand▼ | 489 Items | Sort by: | Best Sellers ▼ |

Advanced User

| | Chat | New Release | Task | Analysis | My shoes | Menu ▼ |

Basic User

| | New Release | Task | My shoes | Menu ▼ |

.04.d

Website: Grids

The Grid will be used to create a visual higharchy which is easy on the eyes. It creates a place for elments in which creates a pleasing follow.

| 10px | 60px | 18px | 60px | 18px | 60px | 18px | 60px | 18px | 60px | 18px | 60px | 18px | 60px | 18px | 60px | 18px | 60px | 18px | 60px | 18px | 60px | 18px | 60px | 10px |

12 Col Min 960px

.04.e

Website: Headings & Paragraph

Having a strong font will be key for the users to navagate
the website. Here is the breack down of the header and
paragraph tag.

Questrial

Aa

Heading h1 36px
Heading h2 24px
Heading h3 20px
Paragraph p 12px