



# Brand Guidelines

VERSION 3.0 | 11052024

## Our Vision

To infuse intelligence into every retail decision

## Our Mission

To empower retailers by transforming data into powerful insights, inspiring them to take profitable and sustainable action.

## Core Values

**PEAK**  
**P**assionate, **E**volving, **A**ccountable, **K**ind

## Tagline

Empowering Intelligent Retail

## Tone of Voice

EDITED's brand voice should be friendly, informational, clear, credible, and enthusiastic.

Our software is designed to make retailers' lives easier, and our language should reflect this sentiment. We should focus on plain language as much as possible and avoid jargon.

We want to communicate that EDITED is reliable and trustworthy without getting too complex in our writing.

Our tone of voice should not be arrogant, preachy, or elitist.

# Logo

The EDITED™ logo is meant to evoke the idea of elevated perspectives and aggregate data coming together to provide more informed insights. The collection of shapes, lines, and negative space coalesces to convey an upward trajectory of exponential growth across our customers' and our own business's goals.



# Wordmark

Our wordmark is the foundational element upon which we build our visual identity. Strong weighting, combined with fluid connecting strokes, moves the eye through the letters. This flow is intentionally interrupted by the discontinuous upward stroke in the “D.” This break forces the eye to move through the middle of the wordmark. The front-to-back bookend treatments subconsciously promote the “IT” factor our target personas are in search of.

EDITED™

# Glyph

Our glyph represents an “elevated view” – being lifted above and seeing everything more clearly.

The collection of triangles, the strongest shape in architecture, builds an upward-flowing range and implies statistical data visualization. Meanwhile, the layered triangles signify overlapping datasets.

Using a negative space inclusion along the peaks and valleys subtly drives the idea of increased growth as your eye follows the line upward.

The confluence of all the elements forms seven core peaks. Seven is significant as it is the only prime number within the first 10 numbers one cannot multiply within the group, making it optimal-prime. Everything is math ;)



# Logo Treatments

## LIGHT BACKGROUNDS

Logo usage across the wide breadth of media requires a variety of treatments. When applying the EDITED™ logo, size, use case, medium, format, accessibility, aspect ratio, and legibility need to be considered.

The logo treatments to the right take into account these differing scenarios. To solve for all our needs, we've taken a 2x2x3 approach:

- 2 formats – in-line & stacked
- 2 contrasts – dark & light
- 3 colorways – color, monochromatic, & half-tone



# Logo Treatments

## DARK BACKGROUNDS

Logo usage across the wide breadth of media requires a variety of treatments. When applying the EDITED™ logo, size, use case, medium, format, accessibility, aspect ratio, and legibility need to be considered.

The logo treatments to the right take into account these differing scenarios. To solve for all our needs, we've taken a 2x2x3 approach:

- 2 formats – in-line & stacked
- 2 contrasts – dark & light
- 3 colorways – color, monochromatic, & half-tone



# Colors

The EDITED™ primary color palette consists of slate gray monochromatic usage, with blues used for accent, call-to-action, and dramatic inclusions.

We use our tertiary colors to bring some warmth to our visual identity when appropriate. For example, in our photo styles or gradients.

The social colors are exclusive to social media graphics and should not be used in corporate spaces.

The social colors should be used, in combination with the primary and secondary palettes, to create a higher contrast and therefore more engaging social imagery.

## Primary

### GRAYS

Dark Slate Gray HEX: #3E4E55 R:62 G:78 B:85 C:76 M:58 Y:52 K:34 RAL 5008	Slate Gray HEX: #637983 R:99 G:121 B:131 C:65 M:44 Y:40 K:9 RAL 7031	Light Slate Gray HEX: #97A9B5 R:151 G:169 B:181 C:43 M:26 Y:23 K:0 RAL 7040	Athens Gray HEX: #DAE0E1 R:218 G:224 B:225 C:13 M:7 Y:8 K:0 RAL 9003
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### BLUES

Regal Blue HEX: #0C4A6C R:12 G:74 B:108 C:97 M:70 Y:36 K:20 RAL 5003	Spray Blue HEX: #6FE4FF R:111 G:228 B:255 C:44 M:0 Y:3 K:0 RAL 670-6	Ice Blue HEX: #CAF0F9 R:202 G:240 B:249 C:19 M:0 Y:2 K:0 RAL 670-2	Bright Sun HEX: #FFDD00 R:255 G:221 B:0 C:2 M:9 Y:100 K:0 RAL 1026
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## Secondary

### BLUES

Calypso HEX: #42728D R:66 G:114 B:141 C:78 M:48 Y:31 K:5 RAL 5007	Seagull HEX: #6EB2CA R:110 G:178 B:202 C:56 M:15 Y:15 K:0 RAL 6034	Dark Warm Gray HEX: #5B5B5B R:91 G:91 B:91 C:62 M:54 Y:53 K:27 RAL 7012	Warm Gray HEX: #C7C9C8 R:199 G:201 B:200 C:22 M:16 Y:18 K:0 RAL 7047
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## Social Media

### PURPLES

Deep Purple HEX: #691670 R:105 G:22 B:112 C:70 M:100 Y:22 K:10 RAL 4007	Mountain Heather HEX: #AD3EA4 R:173 G:62 B:164 C:37 M:87 Y:0 K:0 RAL 4006	Lavender HEX: #ECD2F5 R:234 G:204 B:244 C:7 M:19 Y:0 K:0 RAL 4001	Magenta HEX: #A9267E R:169 G:38 B:126 C:36 M:99 Y:15 K:1 RAL 4010
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## Tertiary

### GRAYS

Dark Warm Gray HEX: #5B5B5B R:91 G:91 B:91 C:62 M:54 Y:53 K:27 RAL 7012	Warm Gray HEX: #C7C9C8 R:199 G:201 B:200 C:22 M:16 Y:18 K:0 RAL 7047
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## Links

# Gradients

The gradients are constructed from selected colors from the EDITED™ primary, secondary, and social palette.

An EDITED™ gradient should be used to add depth to a graphic or design where a solid flat color alone is insufficient.

The ramp of the gradient should stretch the full width of the space in which it resides and the colors within the progression should be distributed evenly across the ramp.

Gradients that use colors from the EDITED™ social media palette should be used only on social media.

## Corporate gradients



## Social-only gradients

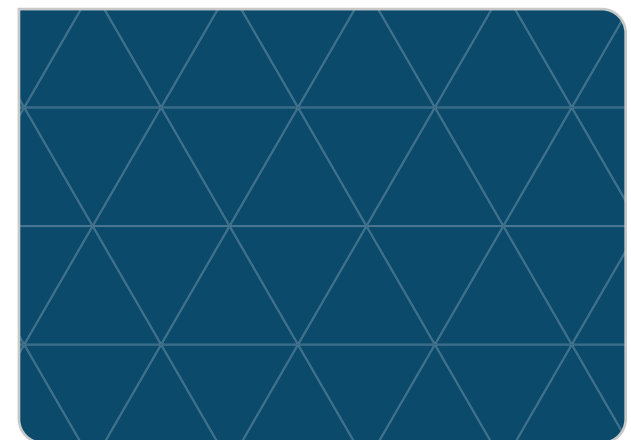
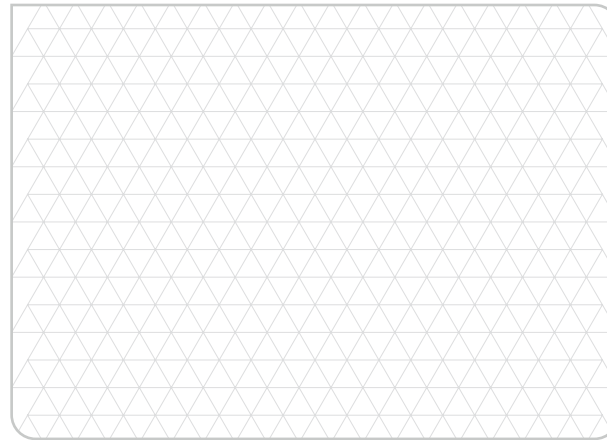


# Textures

The EDITED™ textures are made up of equilateral triangles, a single, evened peak of the EDITED™ glyph.

Much like the gradient set above, these textures should offer added depth to a graphic.

The textures should never overpower, detract from, or hinder the accessibility of the graphic. To ensure optimal design, the overlaid textures should have an opacity of no more than 35%.



# Fonts & Typefaces

Our primary fonts are Urbanist and Red Hat Display, both of which are open-source Google Fonts. We intentionally selected Google Fonts, as our organization works primarily in the Google Workspace ecosystem, thus allowing us to incorporate our brand fonts. Both fonts are web-safe and should be used as our primary fonts for both print and digital.

**Urbanist** is our font for titles, headings, and any other usage where a strong, stylized typeface is appropriate. It has subtle Bauhaus influences reflected in the rounded treatments of the letter forms.

**Red Hat Display** compliments our heading font by maintaining some of the rounded and circular letter forms; however, the descenders follow a more traditional style helping with legibility in smaller body copy.

We should only use our system default fonts when passing a primary font is not possible. The defaults are ubiquitous across operating systems, while the primaries are not. For example – emails. These fonts should only be used as a last resort.

## Print & Digital

### TITLES & HEADINGS

#### Urbanist

[Google Fonts](#) - 18 weights & styles

The quick brown fox jumps over the lazy dog  
**The quick brown fox jumps over the lazy dog**  
**The quick brown fox jumps over the lazy dog**

### BODY COPY & STANDARD TEXT TREATMENTS

#### Red Hat Display

[Google Fonts](#) - 14 weights & styles

The quick brown fox jumps over the lazy dog  
**The quick brown fox jumps over the lazy dog**  
**The quick brown fox jumps over the lazy dog**

## System Default Ubiquitous fall back fonts. Primarily used in email

### TITLES & HEADINGS

#### Futura

4 weights & styles

The quick brown fox jumps over the lazy dog  
**The quick brown fox jumps over the lazy dog**

### BODY COPY & STANDARD TEXT TREATMENTS

#### Helvetica

6 weights & styles

The quick brown fox jumps over the lazy dog  
The quick brown fox jumps over the lazy dog  
**The quick brown fox jumps over the lazy dog**

# Typesetting

## LONG-FORM CONTENT

Typesetting and layout play an important part in a user's ability and likelihood to consume content. With this in mind, we take a proven editorial-based approach to our typesetting in most long-form content situations.

Clearly defined heading hierarchy, body copy block spacing, leading and kerning spacing, and font weight and sizing help easily guide the reader through our content. This affords the reader an experience in which they can choose to consume the content in its entirety, or glean the important chunks of information via a quick skimming of the content.

TITLE  
Urbanist  
Bold  
24pt

# Lorem Ipsum Dolor sit Amet, Consectetur Adipiscing Elit

SUBTITLE  
Red Hat Display  
Semibold  
12pt

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quam vulputate dignissim suspendisse in.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Pellentesque habitant morbi tristique senectus et netus. Egestas erat imperdiet sed euismod nisi porta. Id interdum velit laoreet id donec ultrices tincidunt arcu non. Pharetra convallis posuere morbi leo urna molestie at elementum eu. Donec pretium vulputate sapien nec sagittis aliquam malesuada bibendum. Sed vulputate mi sit amet mauris commodo. Vitae suscipit tellus mauris a. Erat pellentesque adipiscing commodo elit at imperdiet dui. Cras pulvinar mattis nunc sed blandit libero.

BODY  
Red Hat Display  
Regular  
8pt

Fringilla phasellus faucibus scelerisque eleifend donec pretium vulputate sapien. Habitasse platea dictumst quisque sagittis purus sit amet volutpat. Massa eget egestas purus viverra accumsan in. Et odio pellentesque diam volutpat commodo sed egestas egestas fringilla. Senectus et netus et malesuada fames ac. Tempus urna et pharetra pharetra. Lorem ipsum dolor sit amet consectetur adipiscing elit ut aliquam. Orci a scelerisque purus semper eget dui. Sodalibus ut eu sem integer vitae justo. Leo in vitae turpis massa sed elementum.

EYEBROW / HEADING  
Urbanist  
Medium All Caps  
+100 Tracking  
10pt

## NAM AT LECTUS URNA DUIS

Nibh sed pulvinar proin gravida hendrerit lectus. Elit scelerisque mauris pellentesque pulvinar pellentesque habitant. Dictumst vestibulum rhoncus est pellentesque elit ullamcorper. Pulvinar etiam non quam lacus suspendisse faucibus interdum posuere lorem. Vitae elementum curabitur vitae nunc. Sit amet cursus sit amet dictum sit amet justo. Augue eget arcu dictum varius dui at consectetur lorem donec. Quis enim lobortis scelerisque fermentum dui.

BODY  
Red Hat Display  
Regular  
8pt

# Social Media

## GRAPHICS EXAMPLES

EDITED's approach to social media graphics is to simply grab the attention of our audience.

Through the expansion of the brand palette into the EDITED social colors, we can begin to stand out more on feeds.

EDITED utilizes various styles and techniques in the design of social graphics to attract the attention of our intended audience and create contrast, while maintaining brand consistency.

These examples demonstrate a handful of possibilities for how EDITED's social graphics could look, rather than acting as a concrete template for the post categories.

### WEBINARS



### CUSTOMER STORY



### BLOGS



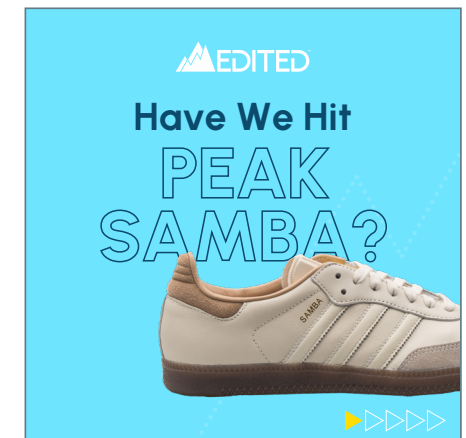
### TIP SHEET



### CASE STUDY



### TAKE AWAY

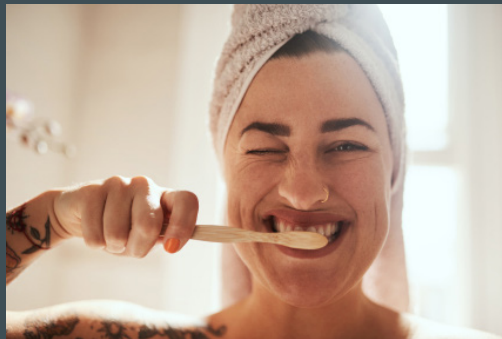


# Stock Images

EDITED's approach to stock images is intended to humanize our messaging, delivering a more relatable experience for our intended audiences.

Photographic techniques we lean into include, depth-of-field, subtle natural light lens flaring, architectural textures, in the moment candid compositions, split and loop portrait lighting, and natural lighting for interiors and exteriors.





EDITED is the world's leading AI-powered retail intelligence platform that empowers brands and retailers with real-time insights and actionable recommendations around assortment, pricing, and site merchandising. We help retailers drive better business outcomes by providing a holistic view that is market-informed, profit-aware, and customer-centric. The world's most successful brands and retailers use EDITED's platform to get closer to their best customers and future-proof their business.

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