

CommercelQ



■ Brand Guidelines



Contents

- 3 Introduction
- 4 Voice Guidelines**
 - 5 Introduction
 - 7 Our Voice
 - 8 Attributes
 - 9 Principles
 - 10 Grammar
 - 13 Dos & Dont's
 - 16 Wordbank
 - 18 Examples
- 19 Visual Identity**
 - 20 Wordmark
 - 22 Icon
 - 24 Shorthand
 - 26 Scale
 - 27 Palcement
 - 28 Dont's
 - 29 Color
 - 32 Typography
 - 35 Imagery
- 36 In Application**

- This guide is an essential tool for anyone working with the CommercetQ brand. It sets expectations for the experiences and relationships we seek to create, and provides guidance on how we should be presented to the world at large.

Adhering to these guidelines is critical in maintaining a consistent and unforgettable brand across a variety of platforms. As the brand continues to grow and evolve, the guidelines will update alongside it, so please make sure you are using the latest version.

Our Voice

■ What's in a brand voice?

Our voice is the linguistic manifestation of our brand positioning— how the CommercetQ brand comes to life in concert with our visual identity. It is a critical component of our brand system, conveying the sophistication of our algorithmic platform while enacting our promise to “make the complex simple.”

■ Difference between voice and tone

In copywriting parlance, voice is stable (Future Clarity), while tone can modulate depending on our audience. For example, we may take a more serious tone when writing for investors—and a more playful tone when writing for small businesses. Still, we never stray far from our core attributes (rational, precise, distilled, and illustrative).

■ Let's talk about **Future Clarity**

In the future everything will be calm. And simple. And taken care of. Driverless cars will move in symphonic orchestration. Communication will be instantaneous. Payments frictionless. In ecommerce and elsewhere, algorithms will do the job of talking to algorithms—freeing humans to do what they were meant to do all along: interact with other humans. This is a voice from that (utopian) future.

Rational

We channel the calm, minimalistic confidence of a utopian future, with flickers of personality and charm.

Precise

We avoid abstract B2B SaaS jargon at all costs, especially in high-level “brand” spaces at the top of landing pages.

Distilled

We communicate in declarative, uncomplicated clauses. Sharp syntax lends clarity and structure to our verbal landscape.

Illustrative

Rooted in the real world, we use imagery (e.g. blueberries, oven mitts, bicycles), objects our readers can see in their minds’ eyes.

Be concise

Use small words and short sentences.
Avoid unnecessary modifiers.

Focus your message

Elaborate on one key message per copy block. Force yourself and CIQ to prioritize messaging.

Avoid overly vague language

Push past adjectives like “interesting” or “game-changing” and ask yourself: why is this game-changing?

Write for all readers

A VP of Ecommerce might understand B2B SaaS jargon. It doesn't mean they will remember it.

- Abbreviations
If there's a chance your reader won't recognize an abbreviation or acronym, spell it out the first time you mention it. Then use the short version for all future references.
 - **First use:** Department of Transportation (DOT).
 - **Second use:** DOT.

- Capitalization
Capitalize the first word in every sentence and appropriate words in title case (i.e. not articles or prepositions). Write out email addresses and URLs in lowercase. Don't capitalize random words in the middle of sentences.
 - **Do not capitalize:** website, internet, online, ecommerce.

- Contractions
We're pro-contractions for brevity's sake, but we advise against their overuse since they can lend our writing an informal, unprofessional tone.

- Emoji
Please do not use emoji.

■ Numbers

Spell out numbers at the beginning of sentences and all numbers 1-10. Spell out numbers in expressions that use spelled-out numbers (e.g. "high-five"). Numbers over 3 digits get commas.

■ Decimals & Fractions

Spell out fractions. Use decimals when a number can't be easily understood as a spelled-out fraction.

– **No:** 2/3

– **No:** eleven-eighths

– **Yes:** two-thirds

– **Yes:** 1.375

■ Time

Use numerals and am/pm, with a space in between them. Don't use minutes for exact, on-the-hour time.

– **No:** 7:00 pm or 7:30p.m.

– **Yes:** 7 pm or 7:30 pm

■ Punctuation

Use serial comma. Limit em dashes (—). Avoid semicolons (;) where periods suffice. Feel free to use sentence fragments for the sake of brevity, but don't overuse them, sacrificing meaning for style. Do not use periods in headlines unless there are two sentences. Questions should end in question marks. Bulleted lists and body copy should utilize proper punctuation.

- Pronouns
If your subject's gender is unknown or irrelevant, use they/them/their. Otherwise, use he/him/his and she/her/hers pronouns as appropriate. Avoid the pronoun one/one/one's if at all possible.

- States & cities
Spell out city names. Use two-letter state acronyms if needed.
– **Yes:** Seattle, WA.

- Titles
Capitalize titles, teams, and departments (but not the words title, team, and department unless they're part of an official name)

– **No:** the Marketing Team.
– **Yes:** the Marketing team.

- Writing about CommercelQ
Use the full name of our company, CommercelQ, whenever possible. Always capitalize the first "C" and "IQ." Refer to CommercelQ as "we," not "it."

- Writing about ecommerce
Do not hyphenate the words ecommerce and omnichannel. Err on the side of not hyphenating common terms that don't need to be hyphenated.

■ Clarity

Don't overuse marketing abstractions, no matter how newfangled and "ownable".

- **No:** Our game-changing platform achieves outsized results for breakthrough clients.

Do write with more plainspoken specificity about our products and their payoffs.

- **Yes:** Our automation platform helps the world's largest brands keep pace with algorithmic retail.

■ Syntax

Don't use run-on sentences or overly long, multi-clause sentences.

- **No:** Our ecommerce algorithms help the world's largest brands, which are struggling to keep their heads above water, achieve omnichannel success against their competitors, winning market share in the process.

Do write in short, declaratives sentences.

- **Yes:** Gain market share with our future-aware ecommerce algorithms.

■ Coherence

Don't mash 2, 3, 4+ ideas into one copy block.

- **No:** Our omnichannel ecommerce solutions work across all your retail platforms and business units, driving growth across the flywheel to help you gain market share and win in an unforgiving environment where digital newcomers are beating legacy brands on a daily basis.

Do bring one distilled idea to life per copy block.

- **Yes:** Our sales and advertising algorithms are foundational components of our growing ecommerce platform. Each lifts revenue on its own, but there are efficiencies in deploying them together.

■ Rhetoric

Don't resort to violent battlefield metaphors.

- **No:** Our ecommerce guided missile program will help your business win on the algorithmic-retail battlefield.

Do write more neutrally about success, efficiency, and achievement.

- **Yes:** Our ecommerce algorithms help your business react to changing market conditions in an instant.

■ Point of View

Don't communicate strictly in the third-person or through action verbs.

- **No:** CommercetQ creates a single source of truth for consumer brands.
- **No:** Optimize assortment: Discern what shoppers are buying.

Do try to use some first- and second-person to connect with the reader.

- **Yes:** Our algorithms automate thousands of decisions that would otherwise fall through the cracks.
- **Yes:** Let's optimize assortment: We can help you discern what shoppers are buying, and where, so you can adjust accordingly.

Words to use carefully

■ CommercetQ Neologisms

Future-aware
Future-proof

Self-healing
Hands-off-the-wheel

■ Business Verb Clichés

Driving
Accelerating
Dominating

Winning
Powering
Optimizing

Amplifying
Maximizing

■ Ecommerce Clichés

Pureplay
Omnichannel
Omnicommerce

Flywheel
Ecommerce-first
Digital-first

Intelligent
Next-generation

Words to
use avoid

■ Denominal
Verbs

Decisioning
Actioning

Solutioning
Dialoguing

■ Combat
Rhetoric

Battles
Battleground

Battle-ready
Killing It

■ Startup
Rhetoric

Step-change
Disruption

Ground Floor
Best-in-breed

■ Business Fluff

Learnings
Leverage

Synergies
Holistic

■ Tone Setting

- Welcome to the age of algorithmic retail.
- The future of commerce is algorithmic and automated.

■ Platform
Descriptions

- Algorithmic ecommerce for the modern business.
- Algorithms that move at the pace of modern retail.
- We help the world's largest brands keep pace with algorithmic retail.

■ Calls to
Action

- Meet your ecommerce adaptation engine.
- Move at the speed of algorithms.
- Get tomorrow's retail algorithm, today.

■ Body Copy

- Ecommerce managers have to make 84,000 decisions a day to keep pace with algorithmic retail. That's one decision a second.
- Your spatulas are about to run out of stock. A competitor just released a new line of casserole dishes. TMarket5672 from Paramus, NJ, is selling what they claim to be your dish towels. Your spatulas just ran out of stock.
- Don't let algorithmic retail drag your business down. Get CommercetQ.

Visual Identity

Logo

Wordmark

The CommercelQ wordmark is the primary expression of our brand, and where possible, should feature in core and marketing communications, especially around the initial brand launch.

The letterforms are based on our brand typeface, Antarctica. The custom 'Q' mimics the same geometry as our icon — a nod to the ever-adapting technology we provide.

For the majority of communications, the wordmark should only appear in one single color, never apply a two-tone color combination. However, it can be shown in all brand colors, singularly.

Logo assets are available in multiple file formats within the brand toolkit.

CommercelQ

Logo

Wordmark

When placing the wordmark, try to maintain enough clearspace (whitespace around the wordmark) to ensure that other elements do not interfere with its integrity.

The clearspace for our wordmark is equal to the height of our 'Q' (illustrated opposite). Please follow the recommended minimum clearspace to ensure legibility in visually crowded environments.



Logo

Icon

The CommercelQ icon is simple monogram representing the 'IQ' in CommercelQ. It is a supporting element to the brand and should only appear in places where it is clearly tied to the CommercelQ brand.

Although it must live in the same space as the wordmark, it should never be combined to create a new lock up. It should only be featured on its own.

The icon also lends itself to motion and should be applied whenever possible.

The icon should only appear in one single color, never apply a two-tone color combinations. However, it can be shown in all brand colors, singularly.

Icon assets are available in multiple file formats within the brand toolkit.

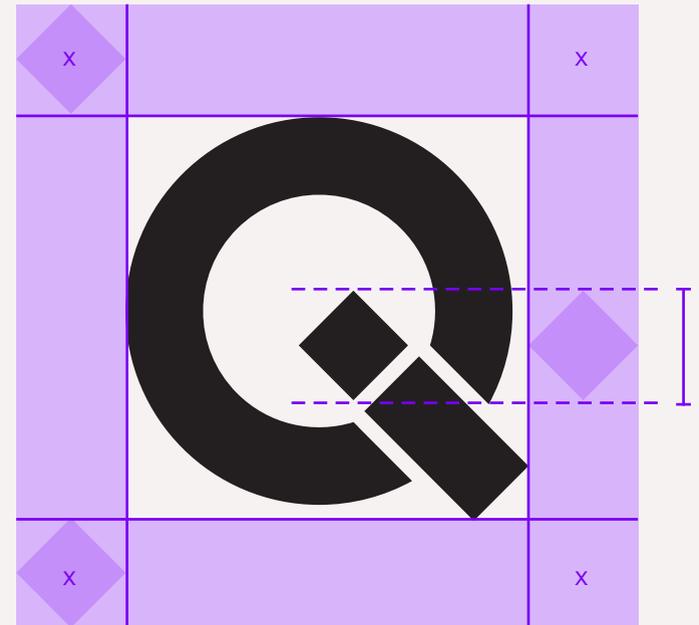


Logo

Icon

When placing the icon, try to maintain enough clearspace (whitespace around the wordmark) to ensure that other elements do not interfere with its integrity.

The clearspace for our wordmark is equal to the height of the diamond that tops the 'i' (illustrated opposite) of our monogram. Please follow the recommended minimum clearspace to ensure legibility in visually crowded environments.



Logo Scale

Establishing a sizing maximum and minimum ensures the impact and legibility of the logo is never compromised in application.

Maximum Size

Our logo can be scaled to suit any application in both print and digital communications.

Minimum Size

In print the minimum size is .25" (6.35mm), and in digital it is 20 pixels high for both our primary and shorthand. For our icon, the minimum size is .42" (10.58mm), and in digital it is 30 pixels high.

To ensure legibility, do not use the logo smaller than the recommended minimum sizes for print or digital communications.



Logo Placement

Our logos were designed to work together, but not side by side. As we educate our audience on our identity, it is imperative we pay special attention to the usage and application of our logos in unison.

The wordmark is can be used independently as it is a clear identifier of our brand. We have aspirations for our icon to one day become as recognizable as our wordmark, but until then, we need to leverage them as a pair in an effort to educate our audience on what visual cues best represent us.

Below are a few guidelines on how to apply the logos independently and together.

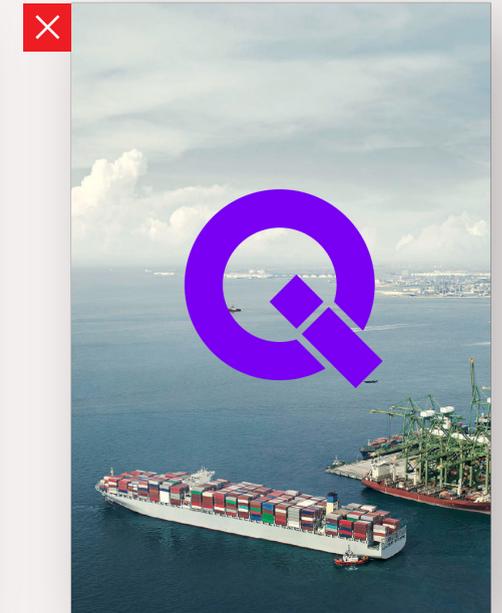
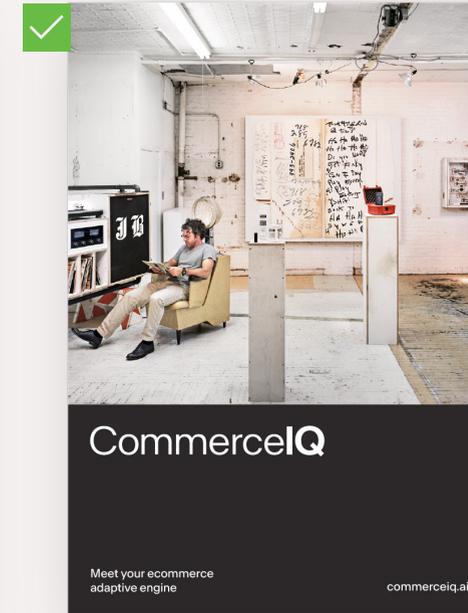
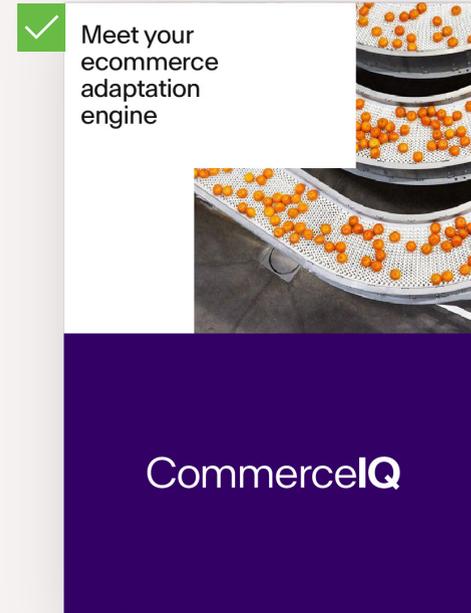
Independently:

- Only use the wordmark by itself, NEVER use the icon on its own
- Placement and scale should be considered in the final composition, for placement rules see the following page

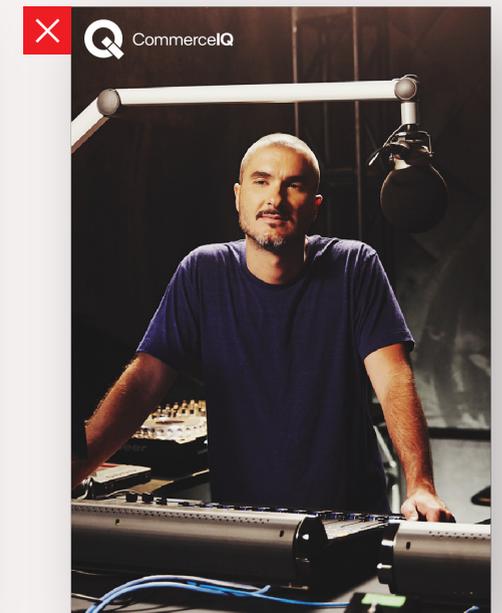
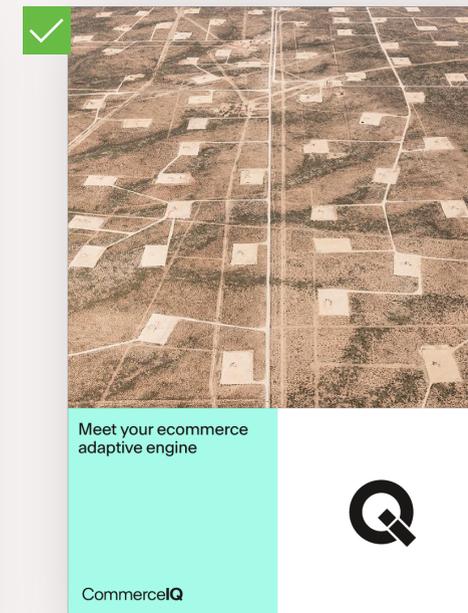
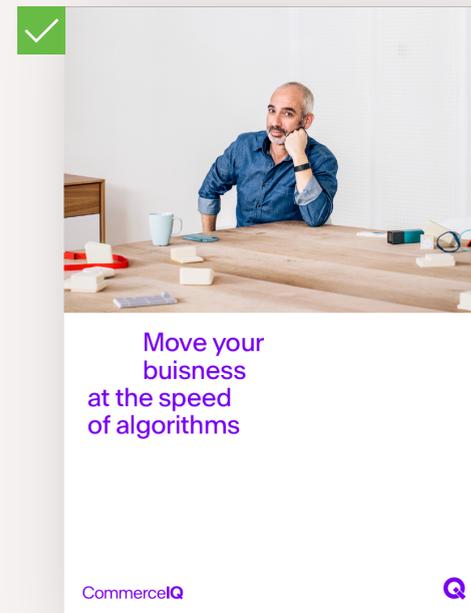
Combined Usage:

- Never sit both logos together, they should always live on two separate placement areas (see placement options on the following page)
- At it's smallest, the icon should be 2x the height of the wordmark. They should NEVER be the same scale and when appropriate, the icon can scale up much larger than the wordmark (see example 2 on the bottom row to the right)

Single logo usage



Combined logo usage



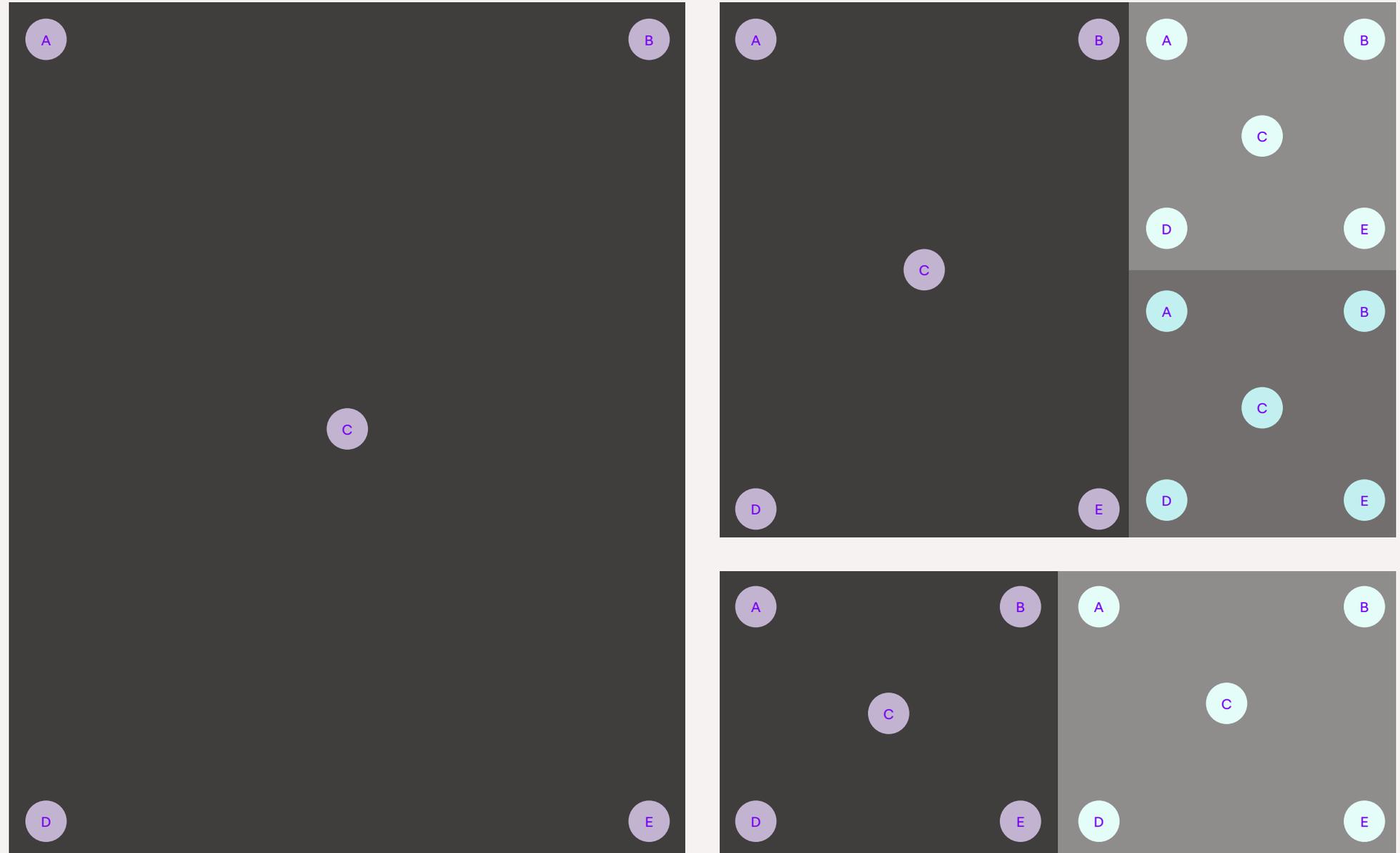
Logo Placement

We like to keep the logo placement simple and clear — pick one (or two, if there are two marks being utilized in one composition) spot that provides the most legible canvas for our logo.

The diagrams outlined to the right show the appropriate logo placement options. As our compositions get divided to hold different content, the logo options are applied to each individual container (depicted on the far right).

Each placement outlined to the right can contain **ONLY** one logo at a time, **NEVER** squeeze two logos in one placement at the same time (e.g. the wordmark and icon **CAN NOT** live in the 'a' area. Instead, the wordmark can live in 'a' while the icon lives in 'b'.) This applies to all applications where the logo is being used at a standard scale and is supporting additional content.

At times, we scale up the icon to exceed the width of the canvas as a background element of graphic device. In these instances, please use your discretion to crop the logo in way that feels modern and clean.



Logo

Things to avoid

To ensure the integrity and legibility of our identity, never alter or modify any of the CommerceIQ logos in any way.

Its orientation, color and composition should remain as indicated in this document—there are no exceptions.

To illustrate this point, there are some things to avoid displayed to the right. This is not an all-inclusive list and only highlights a few common mistakes. Please use your best judgment when applying the logo.

Although we only used the primary logo to illustrate these errors, please note these rules apply to all CommerceIQ branded logos.



Do not distort, skew, or rotate the logo.



Do not add effects or gradient.



Do not change the size/relationship between words or characters



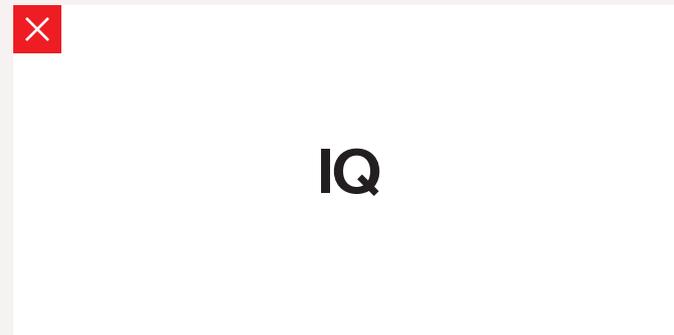
Do not alter word or character placement.



Do not combine multiple colors



Do not use other typefaces.



Do not use part of the mark on its own.



Do not add textures or effects to the logo



Do not place the logo on photos with busy backgrounds or poor contrast.

Color Overview

The CommerceIQ color system consists of two tiers:

Core Palette:

Consisting of our five key colors: Royal Purple, Electric Purple, Soft Teal, Deep Teal, and White. These bold tones were carefully selected to create distinct colorways that match our ambition and energy.

Secondary Palette:

For added depth and tones, we have 10 shades of gray. These tones function as a larger set of neutral and empower our bolder core palette to pop when paired intentionally.

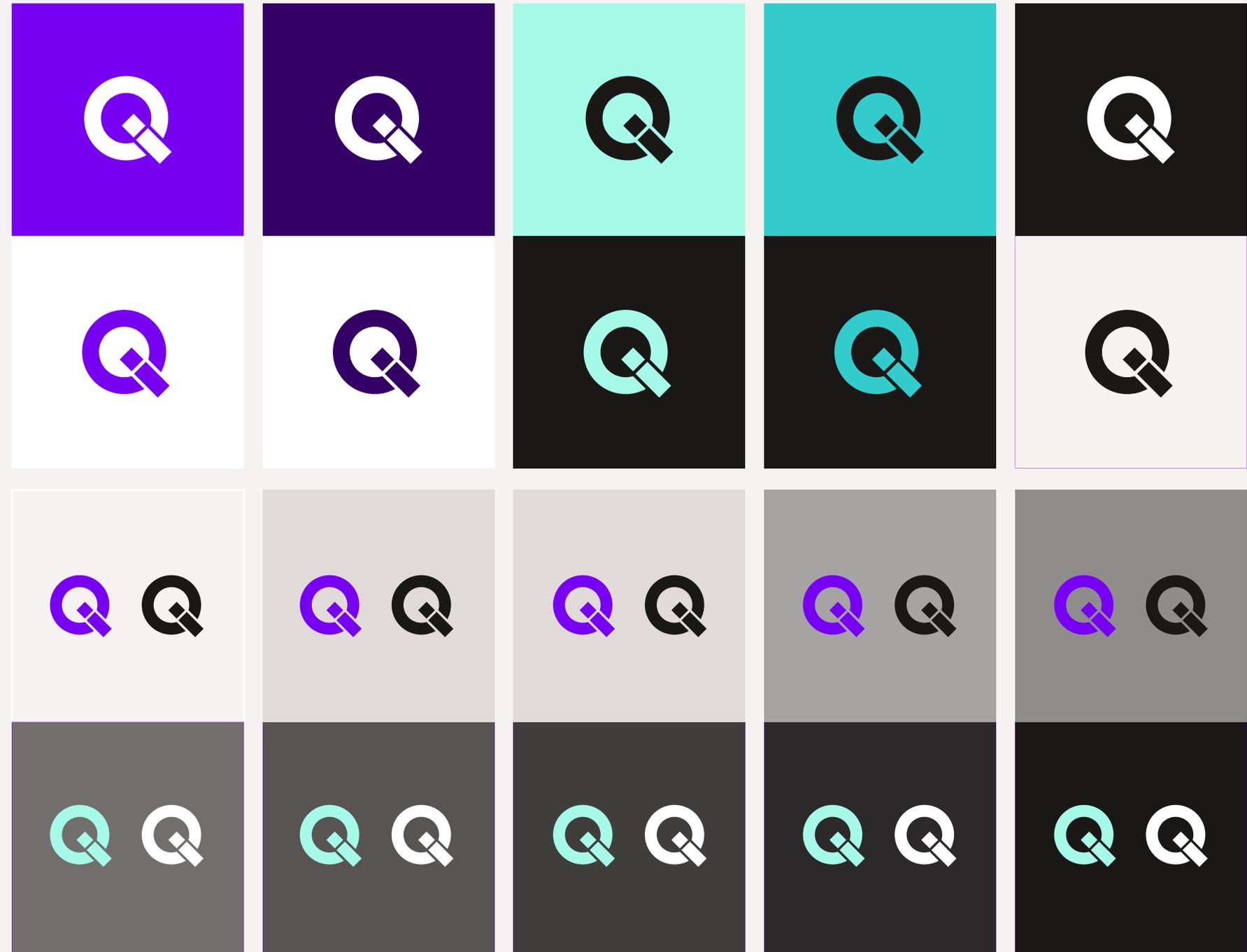
Royal Purple #330066 R G B 51 00 102 C M Y K 92 100 21 25 PMS 2685 C			Electric Purple #7800f2 R G B 120 00 242 C M Y K 70 80 00 00 PMS 266 C			Soft Teal #a6fae8 R G B 166 250 232 C M Y K 29 00 16 00 PMS Green 0921		Deep Teal #33cccc R G B 51 204 204 C M Y K 63 00 25 00 PMS 7466 C		White #ffffff R G B 255 255 255 C M Y K 0 0 0 0 PMS Bright White	
Gray 10 #ffffff R G B 26 23 23 C M Y K 71 67 65 79 PMS Neutral Black C	Gray 9 #ffffff R G B 43 41 41 C M Y K 69 65 63 66 PMS Black C	Gray 8 #ffffff R G B 64 61 61 C M Y K 66 61 60 48 PMS Cool Gray 11 C	Gray 7 #ffffff R G B 89 84 84 C M Y K 61 57 55 31 PMS Cool Gray 9 C	Gray 6 #ffffff R G B 115 110 110 C M Y K 55 50 48 15 PMS Cool Gray 8 C	Gray 5 #ffffff R G B 143 140 140 C M Y K 46 39 39 3 PMS Cool Gray 7 C	Gray 4 #ffffff R G B 166 163 163 C M Y K 37 31 31 1 PMS Cool Gray 5 C	Gray 3 #ffffff R G B 194 189 186 C M Y K 24 21 22 0 PMS Warm Gray 2 C	Gray 2 #ffffff R G B 242 219 217 C M Y K 10 10 10 0 PMS Warm Gray 1 C	Gray 1 #ffffff R G B 247 242 242 C M Y K 1 3 2 0 PMS Cool Gray 1 C		

Color Combinations

The CommerceIQ color system was designed to allow for bold expressions of the brand within compositions. This gives us an energized aesthetic while feeling considered and balanced.

With that being said, it is important we don't overwhelm any of our brand communications with too much vibrancy. Always try to pair our core palette with neutral tones to balance our more vibrant tones.

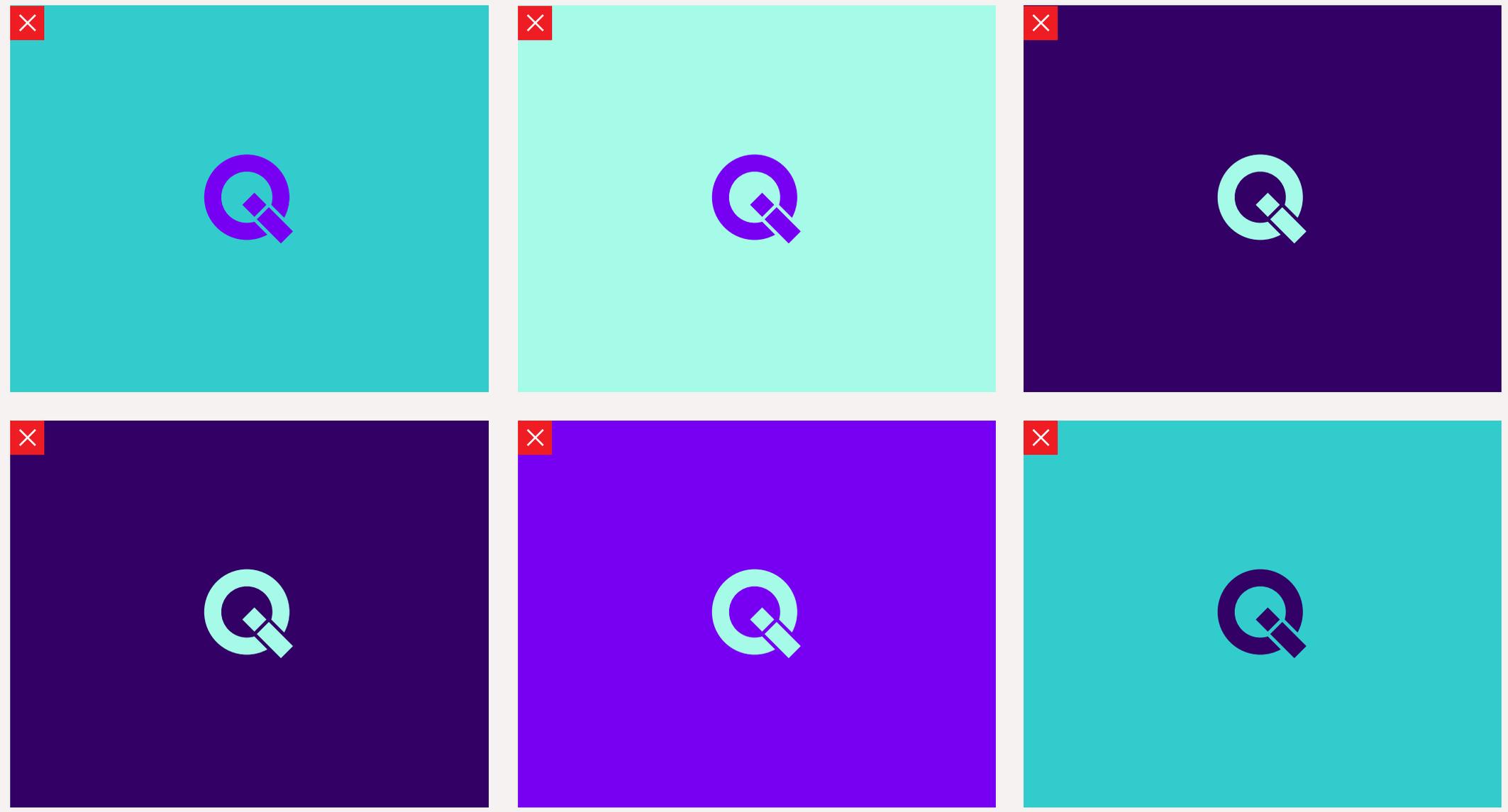
To the right are approved color combinations. This is not all encompassing and should be used with your discretion. Whenever you are in doubt, please lean on these combinations as they are the best represent the brand identity.



Color Dont's

Given our vibrant palette, it is important we practice restraint when applying different color combinations.

One key rule — never combine any of our purple hues with our teal hues. A few of these combinations are illustrated to the right.



Typography

Antarctica

Meet our brand typeface, Antarctica. Antarctica is an extensive family that ties our visual language together and should be used in all branded applications.

Although we approve all weights of Antarctica, we only use the Standard cut, never use any of the extended or condensed versions of our typeface. Antarctica plays an essential role in all supporting written communication and perfectly maintains brand consistency.

Antarctica can be purchased at newglyph.com.

Antarctica by
Newglyph

Typography

Weights

For display moments, our go-to weight Thin—it feels clear and crisp and acts as a breath of fresh air in an otherwise dense layout. In these cases, we love to go large with the scale. Bigger type with less words is the optimal application for display text.

Although there are no hard and fast rules on when to use Light over Thin, a good rule of thumb is the larger the type, the thinner the weight. This flexibility allows use to strike the best balance of legibility without compromising refinement.

For everything else, we lean on the Regular. As supporting copy, it plays the right role in feeling simple, readable and unfussy. With that being said, we don't want to limit ourselves to one weight, feel free to explore the additional weights that are outlined to the right as a means of adding hierarchy and nuance to your typographic applications. Just be judicious.

Antarctica Thin

Antarctica Light

Antarctica Regular

Antarctica Medium

Antarctica Semi Bold

Typography Alternative

Whenever possible, please utilize our primary brand typeface, Antarctica (featured on the previous page).

If Antarctica is not available, please use our alternative font, Arial.

Arial is a system font and should be accessible everywhere. Please only use the weights that are outlined to the right.

Arial Regular

Arial Bold

Imagery

Overview

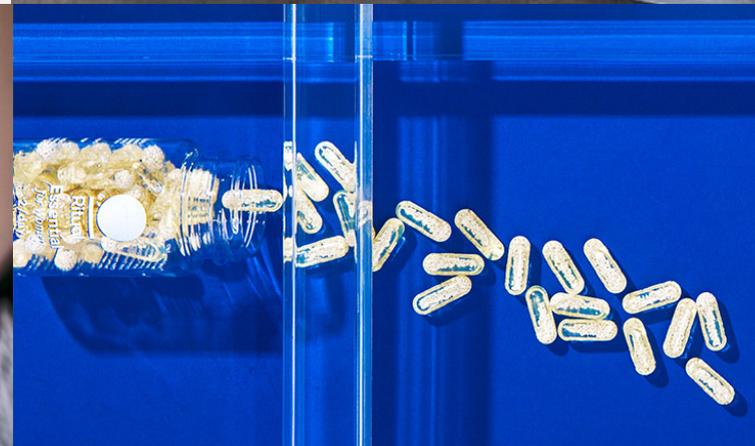
Imagery plays a critical role in the CommercelQ brand system, whether its bringing our software to life or showcasing the future possibilities we enable, it is a key feature in our communication.

We don't limit ourselves to specific subjects or content types, instead we focus on a style of photography that embraces optimism and showcases a potential for the future.

We encourage the use of abstract imagery and natural photography as a way to illustrate more difficult concepts like automation, optimization and growth, just to name a few.

To the right, are a handful of images used to illustrate the type of photography we like to feature. Bottom line, all imagery should feel bright, natural, and have a sense of power and optimism.

Please note: the examples shown in this document are FPO, CommercelQ does not own the rights to these photographs and these should be used as examples only.



In Application

[Solutions](#) ▾[Omnichannel Platforms](#) ▾[Who We Help](#) ▾[Resources](#) ▾[Blog](#) ▾[Why CommercelQ](#) ▾[Request a Demo](#)

AI-Powered Ecommerce Management and Decision-Making Platform

To thrive in the competitive ecommerce landscape, your decision-making process needs to be revamped. Can your team make 1.2 million decisions per quarter? You need a helping hand. Welcome to CommercelQ, the industry-pioneer for ecommerce decision management.

[Download the ROAS Guide](#) ↓

[Request a demo](#)



Meet your ecommerce adaptation engine



commerceiq.ai

CommercelQ

Welcome to the age
of algorithmic retail

commerceiq.ai

Algorithmic retail moves fast. One decision a second fast. Three seconds have passed in this paragraph alone. Three decisions you haven't made yet. Seven now probably. No roomful of engine-room operators can handle this data deluge. No spreadsheet wizardry.

Your business needs its own algorithms to move at the pace of modern retail. That's where we come in.



Meet your e-commerce adaption engine

CommercelQ

Adapt
Change
Grow
Automate
Clarify
Transform
Synthesise
Wizardry
Dominate



Move your business at the speed of algorithms

CommercelQ





Future Comm
May 19—22
2022



Modern
algorithm
ecomme
for the m
business

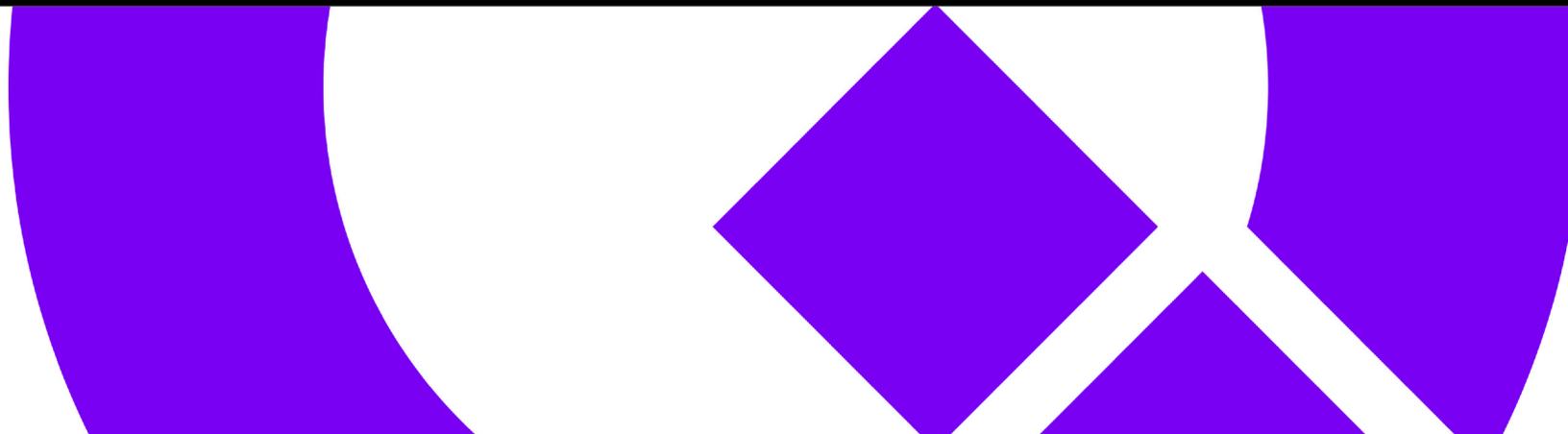
CommercelQ

CommercelQ

CommercelQ

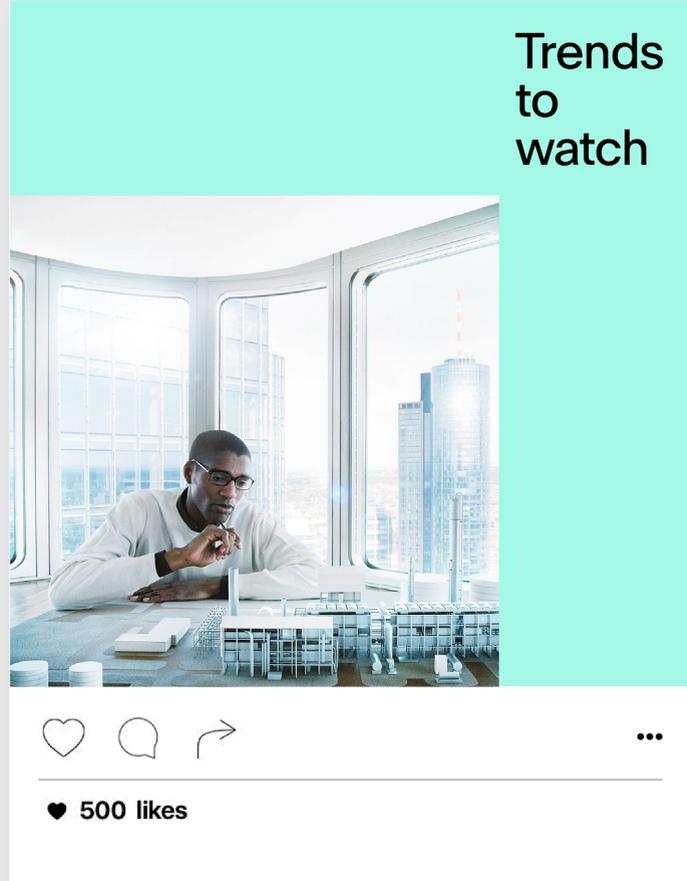
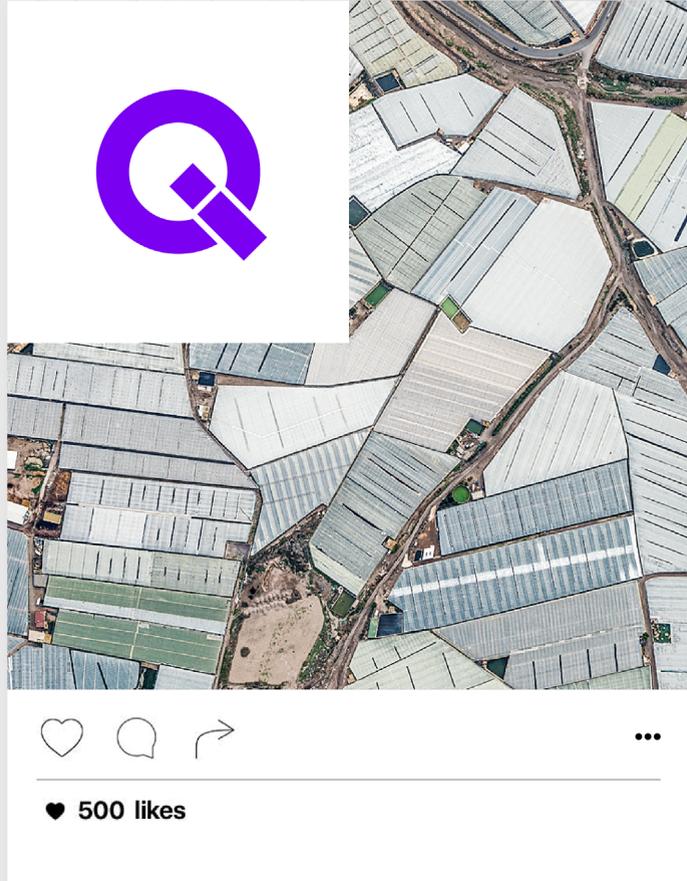
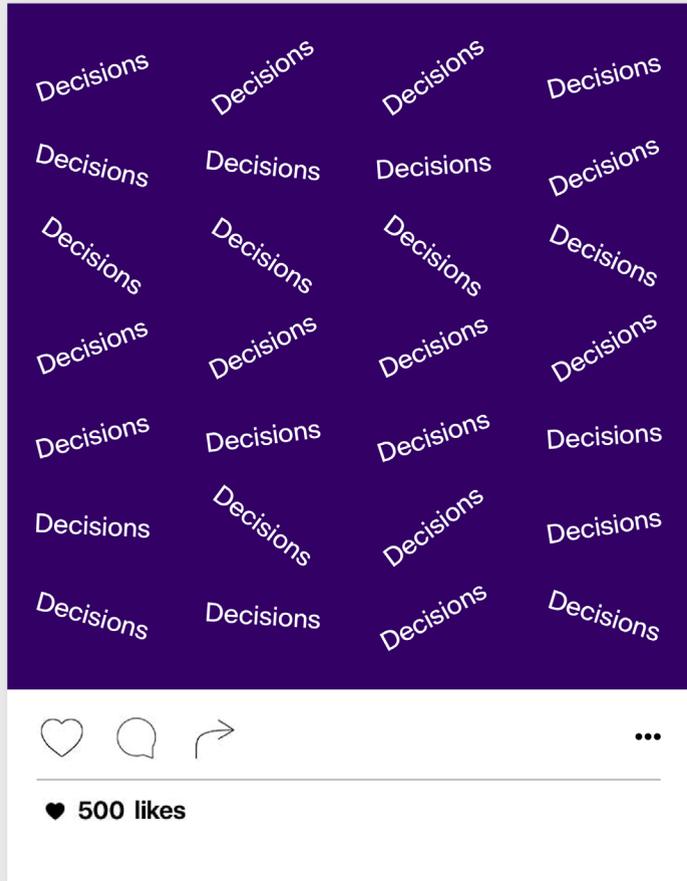
CommercelQ

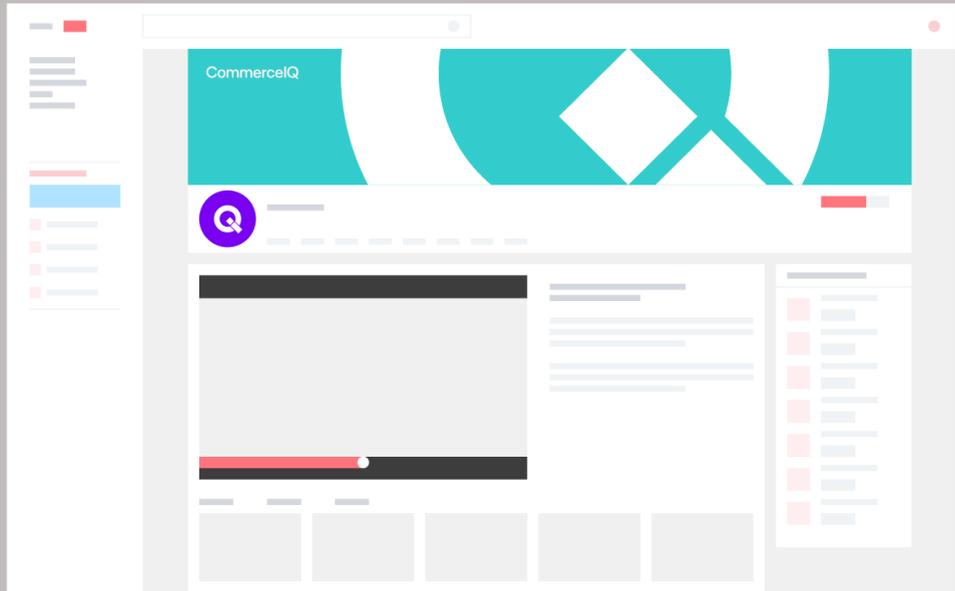
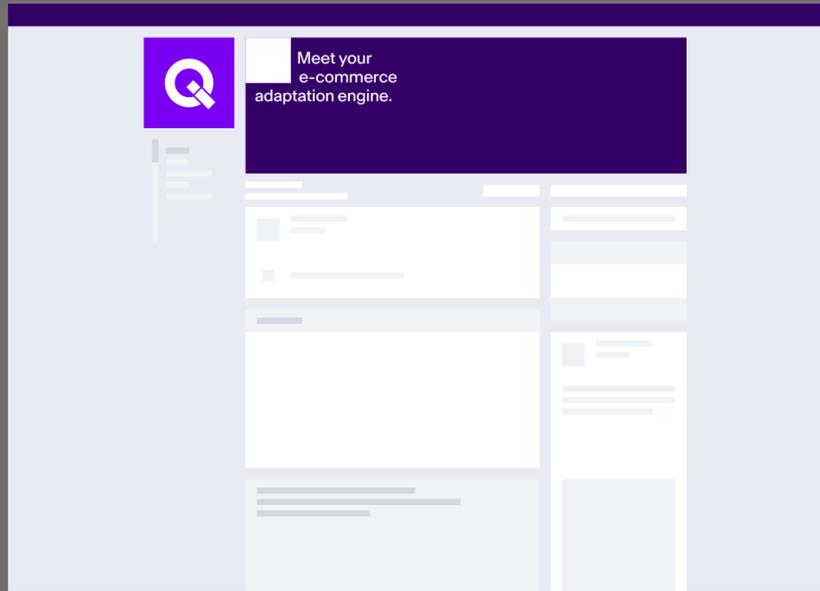
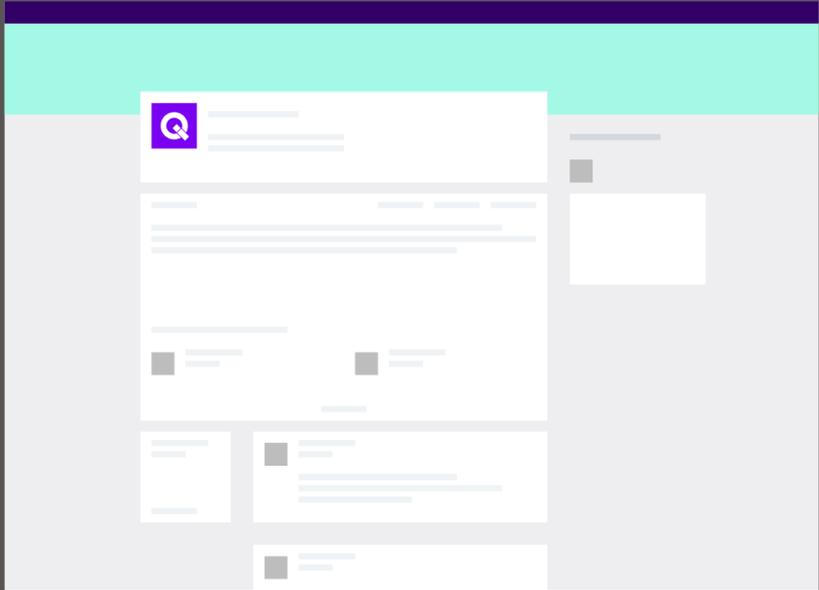
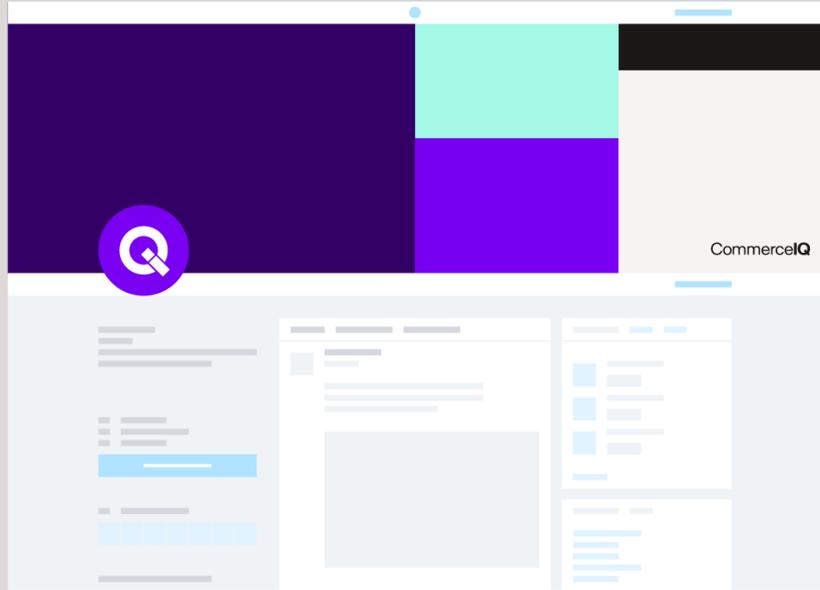
Future Comm 2022



CommercelQ

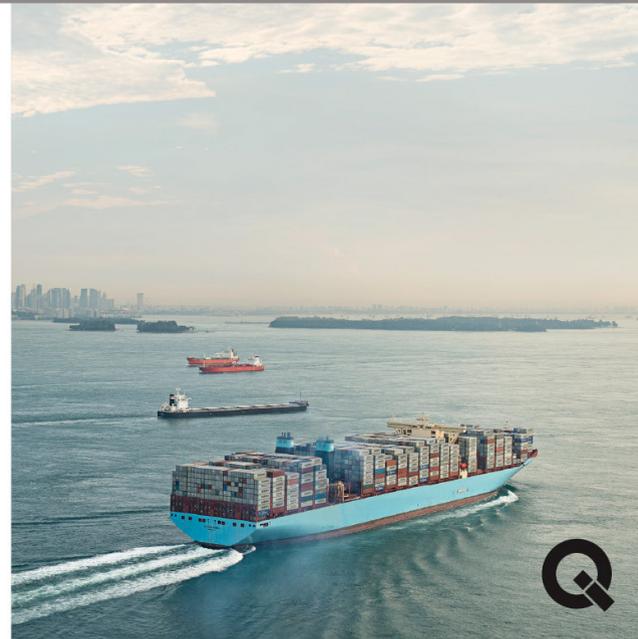






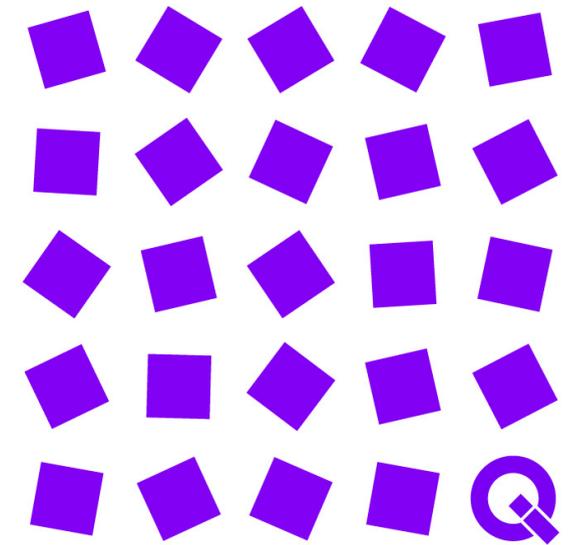
Meet your
e-commerce
adaptation engine

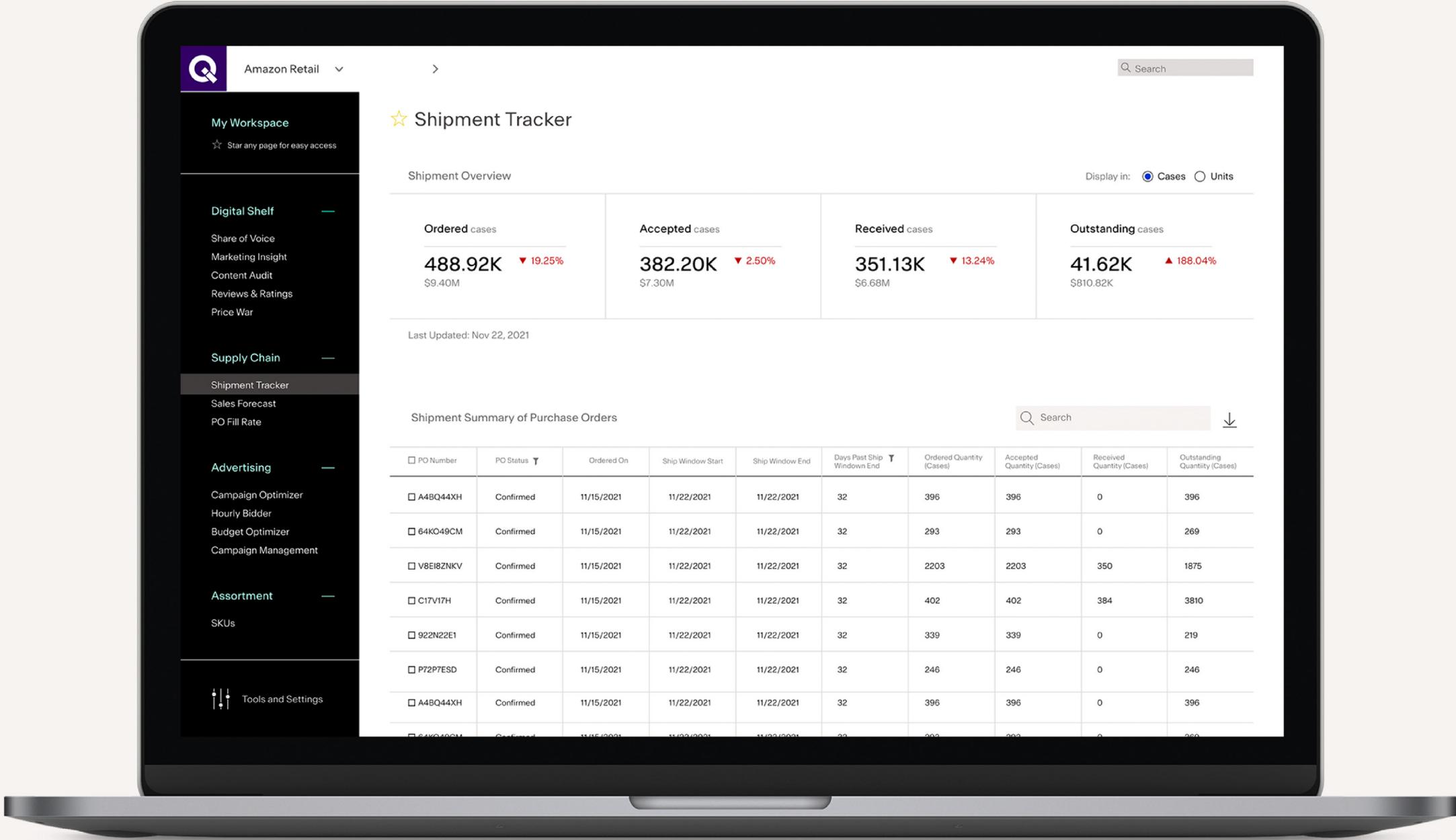
CommercelQ



Algorithms that
move at the pace
of modern retail

CommercelQ





- My Workspace
 - Star any page for easy access
- Digital Shelf
 - Share of Voice
 - Marketing Insight
 - Content Audit
 - Reviews & Ratings
 - Price War
- Supply Chain
 - Shipment Tracker
 - Sales Forecast
 - PO Fill Rate
- Advertising
 - Campaign Optimizer
 - Hourly Bidder
 - Budget Optimizer
 - Campaign Management
- Assortment
 - SKUs
- Tools and Settings

Shipment Tracker

Shipment Overview

Display in: Cases Units

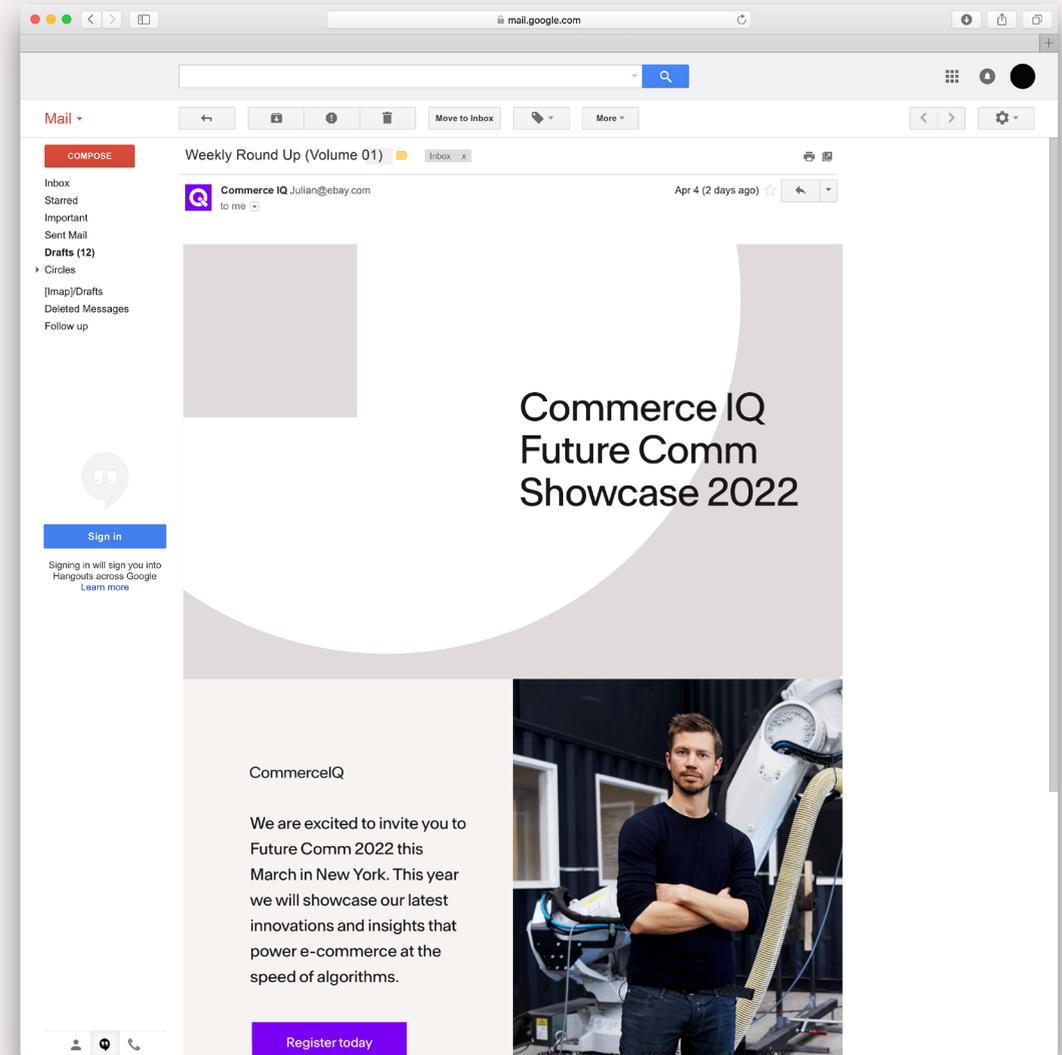
Ordered cases	Accepted cases	Received cases	Outstanding cases
488.92K ▼ 19.25% <small>\$9.40M</small>	382.20K ▼ 2.50% <small>\$7.30M</small>	351.13K ▼ 13.24% <small>\$6.68M</small>	41.62K ▲ 188.04% <small>\$810.82K</small>

Last Updated: Nov 22, 2021

Shipment Summary of Purchase Orders

Search ↓

<input type="checkbox"/> PO Number	PO Status	Ordered On	Ship Window Start	Ship Window End	Days Past Ship Window End	Ordered Quantity (Cases)	Accepted Quantity (Cases)	Received Quantity (Cases)	Outstanding Quantity (Cases)
<input type="checkbox"/> A48Q44XH	Confirmed	11/15/2021	11/22/2021	11/22/2021	32	396	396	0	396
<input type="checkbox"/> 64K049CM	Confirmed	11/15/2021	11/22/2021	11/22/2021	32	293	293	0	269
<input type="checkbox"/> V8E182NKV	Confirmed	11/15/2021	11/22/2021	11/22/2021	32	2203	2203	350	1875
<input type="checkbox"/> C17V17H	Confirmed	11/15/2021	11/22/2021	11/22/2021	32	402	402	384	3810
<input type="checkbox"/> 922N22E1	Confirmed	11/15/2021	11/22/2021	11/22/2021	32	339	339	0	219
<input type="checkbox"/> P72P7ESD	Confirmed	11/15/2021	11/22/2021	11/22/2021	32	246	246	0	246
<input type="checkbox"/> A48Q44XH	Confirmed	11/15/2021	11/22/2021	11/22/2021	32	396	396	0	396
<input type="checkbox"/> 64K049CM	Confirmed	11/15/2021	11/22/2021	11/22/2021	32	293	293	0	269



CommercelQ

■ Thank You.

Consistent and creative execution of our brand is a shared responsibility. For any questions please reach out to our brand team at:

xx@commerceiq.com