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# Brand Guideline

Brand guidelines serve as the blueprint for a consistent and cohesive brand identity. Covering logo usage, color palettes, typography, and tone, they ensure a unified and recognizable brand presence across all channels. Following brand guidelines is integral to maintaining PhirBuy brand integrity and fostering a strong connection with the audience.





## About Us



PhirBuy is an ecommerce store providing mobile gadgets and smartphones by prominent brands. You can explore an extensive collection of cutting-edge smartphones, seamlessly trade devices, and discover exclusive deals all on our user-friendly online mobile marketplace website.

Enjoy a vast selection of top-tier smartphones, each handpicked for quality and performance. Benefit from our commitment to customer satisfaction with free shipping, 24/7 support, and a reliable money-back guarantee. PhirBuy ensures a seamless and secure shopping experience, backed by a user-friendly interface and a team of experts ready to assist. Trust in our dedication to excellence, making us the preferred choice for those seeking quality, reliability, and exceptional service in their mobile purchase journey.

Sustainability guides our practices, minimizing environmental impact. Join us in a marketplace where values shape every transaction, ensuring trust, satisfaction, and a forward-looking mobile experience.

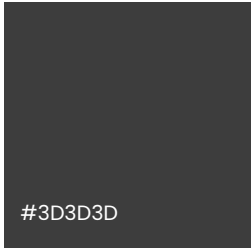


# Brand Value

Our brand values are the cornerstone of our commitment to customers. We prioritize transparency, offering reliable products and fair pricing. Customer satisfaction is paramount, and we thrive on delivering a seamless and secure shopping experience. Innovation fuels our platform, continuously evolving to meet tech trends.



# Color Pallete



R: 61%    G: 61%  
B: 61%

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C: 69%    M: 62%  
Y: 61%    K: 52%



R: 91%    G: 122%  
B: 179%

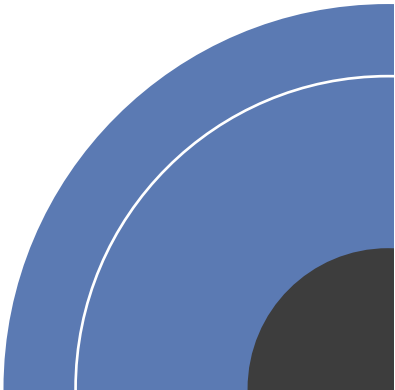
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C: 75%    M: 47%  
Y: 4%    K: 0%



## COLOURS EXECUTION AND REPRESENTATION

- Blue colour will mostly be used for background and shapes. White and grey on the top of it. This color represents the meanings of stability, loyalty, and confidence. Mostly blue color is used to attract impulse buyers to purchase the products.
- Grey colour will be used for text and shapes and only white colour on the top of it. This colour represents the balance and sophistication. It is a colour that appeals to a mass audience.



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# Typhography



- THE HEADLINE — Source Sans Variable

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ**

**abcdefghijklmnopqrstuv  
wxyz**

- BODY COPY — Poppins (regular)  
abcdefghijklmnopqrstuvwxyz

- THE SUBHEADLINE — Poppins (medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Source Sans Variable font is very comfortable to read of text on screen or in print. Poppins font is attractive and internationally versatile font that is mostly use in text or display context.



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# Logo Variation



## BRAND SYMBOL

Logo variation refers to the adaptation of a brand's symbol to different contexts without compromising identity. It includes alternative color schemes, sizes, or layouts while ensuring consistent recognition. These variations cater to diverse platforms and applications, maintaining brand integrity across a range of visual environments.

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