



SLIPPLY

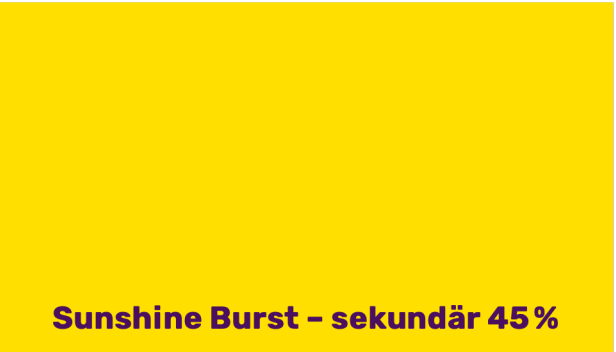
GUIDELINE

BRAND GUIDELINE

Color palette



Powerful Purple – primär 60 %
CMYK 80/100/20/10
RGB 75/15/95
HKS 37
Pantone 2617 C
Hex #4b0f5f



Sunshine Burst – sekundär 45 %
CMYK 2/10/90/0
RGB 255/223/0
HKS 2
Pantone 115 C
Hex #ffdf00



Crimson Flame – akzent 5%
CMYK 17/99/99/7
RGB 192/27/23
HKS 14
Pantone 485 C
Hex #c01b17

Please only use the defined colors for digital (RGB/Hex) and print (CMYK, Pantone, HKS).

Purple color shades



Pink Purple – basic
CMYK 30/59/0/0
RGB 215/122/226
HKS –
Pantone –
Hex #d77ae2



Pink Purple – medium
CMYK –
RGB 236/189/242
HKS –
Pantone –
Hex #ecbdf2



Pink Purple – light
CMYK 5/20/0/0
RGB 245/222/248
HKS –
Pantone –
Hex #f5def8

SupplyX logos (with endorsement)

There are different logos for different applications and backgrounds. In general, the logo with endorsement should be used. Please only use the existing logo files (folder will be provided).

Logos with endorsement (Member of the otto group):



Primary logo for white background



Primary logo for light backgrounds

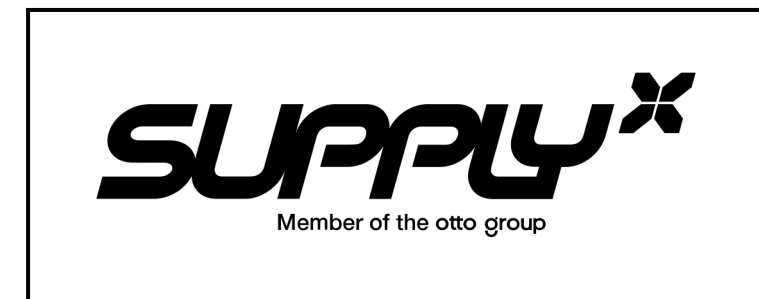


Primary logo for dark backgrounds



Primary logo for dark backgrounds

Secondary logos (black/white):



Black logo on white background



White logo on black background

SupplyX logos (without endorsement)

The logo without the endorsement should only be used for special applications or in small formats.
If ensuring the legibility of the endorsement is not possible, please use the logo without endorsement.

Logos without endorsement:



Primary logo for white background

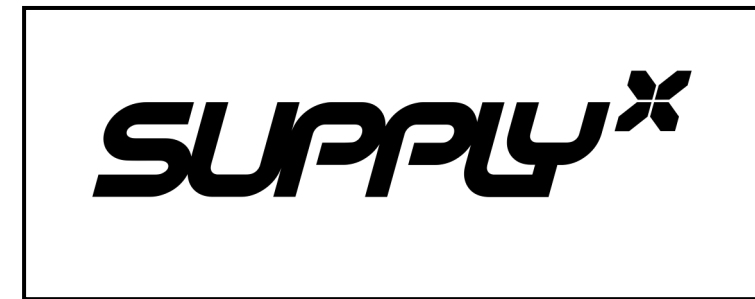


Primary logo for light backgrounds

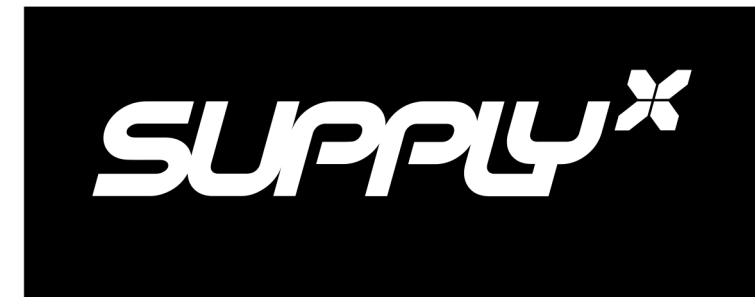


Primary logo for dark backgrounds

Secondary logos (black/white):



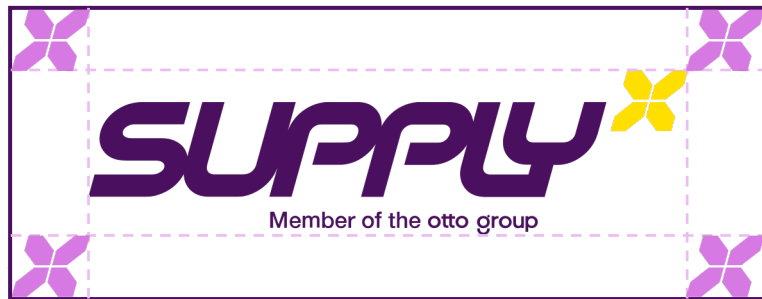
Black logo on white background



White logo on black background

Logo: The basic rules

- Please ensure there is always a **clear space of min. 1 X** around the logo
- Please check that **the right logo** is used **for the right application (digital or print)** and that **the right background color** is used



DO: 1 X clear space around the logo



DO: sufficient contrast (color)



DO: sufficient contrast (image)



DONT: distort the logo



DONT: turn the logo



DONT: insufficient contrast

PRODUCT NAMES GUIDELINE

Logos

With our new, three-tiered product range, three unique product names are also being launched:

- With descriptive names instead of technical terms.
- With clear branding that is unmistakably ours.
- And with a confident, consistent logo design.

Supply Chain Accountability is now called *AHEAD. By SupplyX.*

PO Visibility has become *VIEW. By SupplyX.*

And Freight Forwarding has been renamed *MOVE. By SupplyX.*



A new approach to logistics



Our product for more transparency



Our freight forwarding product

Primary logos

A distinction is made between a version **for light backgrounds** and a **version for dark backgrounds**. To ensure accessibility, the logo must not be altered in their **specified form or color scheme**. They may only be used in the versions provided.

The logo must not be distorted or supplemented with additional elements or effects. Different color variations are also prohibited. In addition to maintaining the defined clearance area, always ensure that the logo is placed neatly and in a balanced manner.



Primary logo for dark background



Primary logo for light background

Secondary logos

For exceptional cases, secondary logos are available and may only be used under certain circumstances.

The following rules apply:

- On a black background, the product name is displayed in **white**.
- On a white background, the product name is displayed in **black**.

These variants may also be used only in the versions provided. As with the primary logo, the following rules apply: **no distortions, no additional elements, and no effects**.



Secondary logo on black background (negative)



Secondary logo on white background (positive)

Logo: Do's



DO: primary logo for dark background



DO: primary logo for dark background



Secondary logo on black background (negative)



DO: primary logo for light background



DO: primary logo for dark background



DO: logo on a dark picture

To ensure sufficient color contrast between the logo and the background, a contrast calculation tool must show a ratio of **at least 4,5:1 for text** on a standard background and 3:1 for large text and UI elements. (See European Accessibility Act (EAA))

Logo: Dont's



DON'T: wrong logo on dark background



DON'T: not enough contrast



DON'T: distorted logo



DON'T: wrong logo on light background



DON'T: wrong logo on light background



DON'T: logo rotated



DON'T: wrong colors



DON'T: incomplete logo



DON'T: incorrect arrangement

Logos

A clearance zone must be maintained around the logo, within which no other graphic elements (e.g. text, images, or icons) may be placed.

The minimum distance between the product logo and other design elements is determined by the **first letter** of the logo. This defines the necessary clearance that must be maintained around the logo to ensure its legibility and impact.

The logo must never be cropped, or altered in any way. It always consists of the first and the second part and must be used exclusively in **its complete form**.



Protection zone: minimum distance = first letter



Minimum size

The use of product names in body text

The product names must always be displayed in the following format:

AHEAD. By SupplyX

VIEW. By SupplyX

MOVE. By SupplyX

The following rules apply:

- The full product name is consistently displayed using **mixed capitalization**, with the „**B**“ in „**By**“ always capitalized.
- There is **always a space** between „By“ and the period following the product name.
- Product names must be used **exclusively in their full form**.
Abbreviations – such as using only the first part – are not permitted.
- Optionally, the product name may be highlighted in italics or bold.



Member of the otto group

This presentation contains confidential information. Please treat it accordingly and do not share it with third parties.