



2025 Style Guide

# Style Guide

# Brand Style Principle Defined

## No-Nonsense

The **Newegg** brand stands apart with its straightforward approach. Our customers value information over fluff and we do our best to give them the information they need to make the best purchase decision.

**Newegg Business** takes it a step further by ensuring messaging and visual style reflect the level of professional commitment as a partner to all kinds of businesses.

# Logo



**Full-Color Logo**



**Full-Color Logo Glow**

For use on dark backgrounds

# Logo



***newegg***<sup>®</sup>

*BUSINESS*



***newegg***<sup>®</sup> *BUSINESS*

**Single-Color Logo**



***newegg***<sup>®</sup>

*BUSINESS*



***newegg***<sup>®</sup> *BUSINESS*

**Single Color Logo White**

For use on dark backgrounds

# Logo Guidelines

The logo should always have clear space around all sides using the “e” from the logo at the desired size for reference.



# Logo Usage



## Full Color Logo

This logo should be prioritized for all use cases where possible.

This logo can **never** be modified.



## Single Color Logo

This logo should only be used in specific cases for print, co-branding requirements, and situations where the full color logo cannot be used.\*

**Color Restriction:** Black and White Only

\*See index for list of examples of usage

# Incorrect Logo Usage



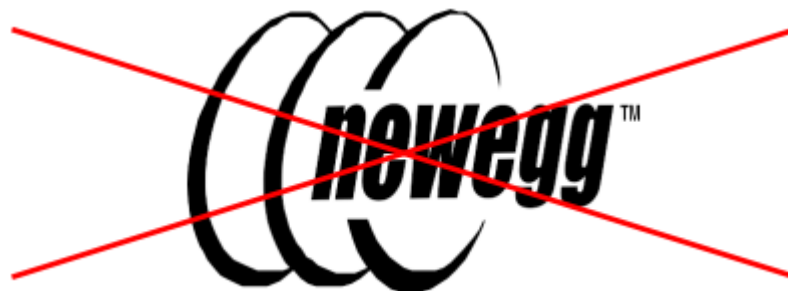
Do not add a space between "new" and "egg".



Do not introduce new colors in or around the logo.



The integrity of the logo should not be jeopardized by holiday enhancements, nor are we able to change the color or size of the logo.



Do not alter the proportions of the logo. Do not replace the ® Mark.



Do not modify the logo design.

# Brand Typeface

Montserrat

Montserrat this should be used in all cases in order to differentiate the brand and maintain visual consistency.

THIN

Sphinx of black quartz, judge my vow.

SPHINX OF BLACK QUARTZ, JUDGE MY VOW.

REGULAR

Sphinx of black quartz, judge my vow.

SPHINX OF BLACK QUARTZ, JUDGE MY VOW.

BOLD

**Sphinx of black quartz, judge my vow.**

**SPHINX OF BLACK QUARTZ, JUDGE MY VOW.**

# Secondary Typeface

Open Sans

To be used on the NeweggBusiness.com website and can be used in situations where condensed type is necessary such as long form written content.

LIGHT

Sphinx of black quartz, judge my vow.

SPHINX OF BLACK QUARTZ, JUDGE MY VOW.

REGULAR

Sphinx of black quartz, judge my vow.

SPHINX OF BLACK QUARTZ, JUDGE MY VOW.

BOLD

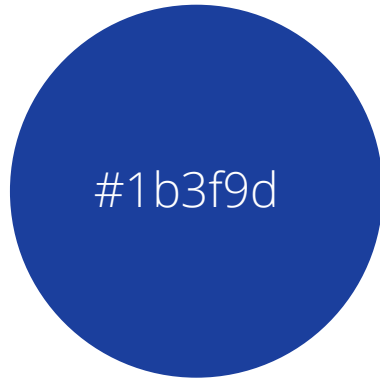
**Sphinx of black quartz, judge my vow.**

**SPHINX OF BLACK QUARTZ, JUDGE MY VOW.**

# Color

In contrast to the Newegg brand, Newegg Business' colors are minimalized to limit over decoration in visual design for better clarity.

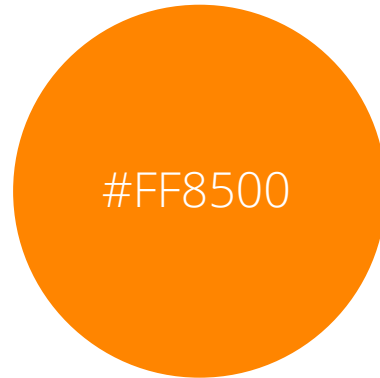
## Primary



**R:** 27    **C:** 100  
**G:** 63    **M:** 87  
**B:** 157   **Y:** 2  
          **K:** 0

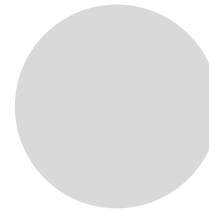
**Pantone 7687 C**

## Secondary

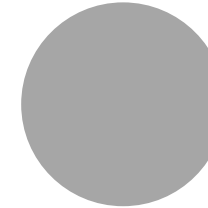
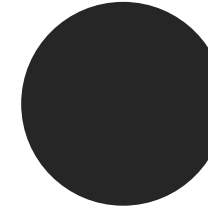
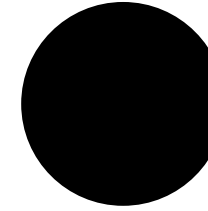


**R:** 255    **C:** 0  
**G:** 133    **M:** 58  
**B:** 0        **Y:** 100  
          **K:** 0

**Pantone 144 C**



**Greys :**  
(0% to 15%)



**Blacks :**  
(50% to 100%)

# Visual Elements

Graphical elements representing the brand

Open white space and light gradients creates the feel of professional efficiency. Strong solid blues with subtle orange accents help to emphasize key messaging. Abstract textures used for backgrounds should feel subtle and not overpowering.

Light Gradient



**#f2f2f2- #000000**  
(125° Angle)

Blue



**#1b3f9d**  
(Solid)

Accents



**Subtle Accents**  
(Over Whites and grey gradient)

# Visual Elements

## Photography

Lifestyle imagery should appeal to the B2B Customer: IT Companies, Real Estate Firms, Healthcare, Community Organizations, etc.

Photos should include **relatable situations** of the customer's professional environment. Selection should be based on **dynamic action** of conducting business. People as subjects in the photos should not feel posed or staged and as **authentic** as possible.



# Index

# Logo Usage Examples

When to use which logo

## Full Color Logo



Should be used on **Digital Screens**

- Websites and landing pages
- Newegg Mobile App
- Social Posts
- Digital Billboards
- PPTs
- Display banners
- Emails

## Single Color Logo



Should be used on **Printed Materials**

- Event signage
- T-Shirts/Swag
- Mailers, flyers, one-pagers
- Traditional Billboards
- Business Cards
- Letterhead

The Full-Color logo can be used for print, but gradient colors may be difficult to properly replicate.