



2022 Style Guide

Style Guide

Brand Style Principle Defined

Simple & Clean

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.

This is reflected in our **visual language**.

Logo



Full-Color Logo



Full-Color Logo Glow

For use on dark backgrounds

Logo



Single-Color Logo

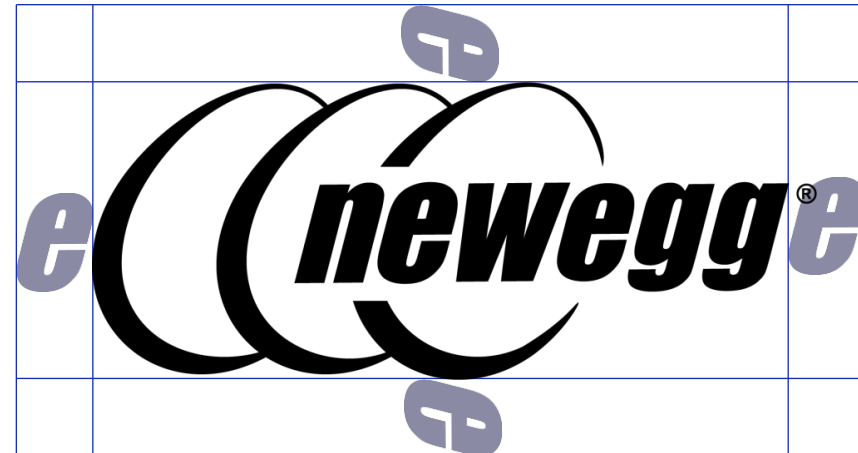


Single Color Logo White

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



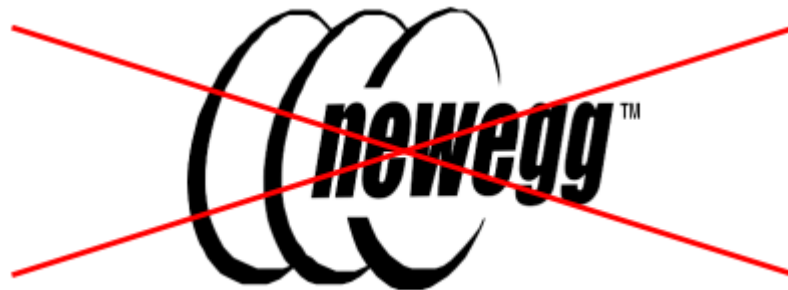
Do not add a space between "new" and "egg".



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 Newegg.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

The 2022 colors reflect the brand's legacy and evolution.



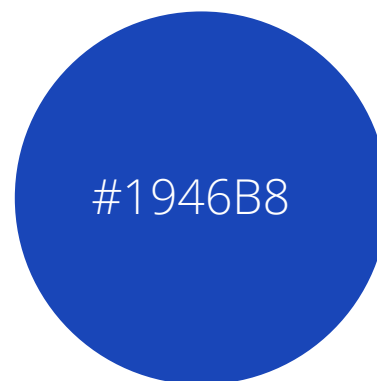
R: 9 **C:** 100
G: 20 **M:** 78
B: 79 **Y:** 0
 K: 44

Pantone 2768 C



R:255 **C:** 0
G: 133 **M:** 48
B: 0 **Y:** 100
 K: 0

Pantone 144 C



R: 25 **C:** 92
G: 70 **M:** 78
B: 184 **Y:** 0
 K: 0



R:255 **C:** 0
G: 102 **M:** 74
B: 0 **Y:** 100
 K: 0

Visual Elements

Gradient Backgrounds

Instead of flat-color, blue and light grey gradients can be used for backgrounds and color reference in a variety of collateral.

Blue



#09144F - #1946B8
(125° Angle)

Orange



#ff6600 - #FF8500
(125° Angle)

Grey



#dedede - #ffffff
(125° Angle)

Visual Elements

Curves & Rounded Shapes

The logo is the cornerstone of the brand. From it curved lines and shapes should be integrated into designs where possible. This does not negate all hard or straight lines but should be explored by the designer where possible.



newegg
BLACK FRIDAY
ULTIMATE SALE
Nov. 22 - Nov. 27, 2021

\$299.99
Free \$50 Promo Gift Card with Purchase
Oculus Quest 2 - Advanced All-In-One Virtual Reality Headset - 128 GB

\$105.99 ~~\$132.99~~
After \$27.00 instant savings
WON RACER Massage Gaming Chair

\$339.99 ~~\$529.99~~
Valid 11/26 Only
After \$190.00 instant savings
WD Elements 18TB External HD WDBWLG0180HBK-NESN
Promo Code: 89FH01K7
For an additional \$40 off

\$169.99
After \$20.00 instant savings
G.SKILL Trident Z Neo RGB 32GB (2 x 16GB) DDR4 3600
Promo Code: 89FB8Y213
for an additional \$10 off

\$189.99 ~~\$229.99~~
After \$40.00 instant savings
GIGABYTE X570 AORUS ELITE WIFI AMD ATX Motherboard

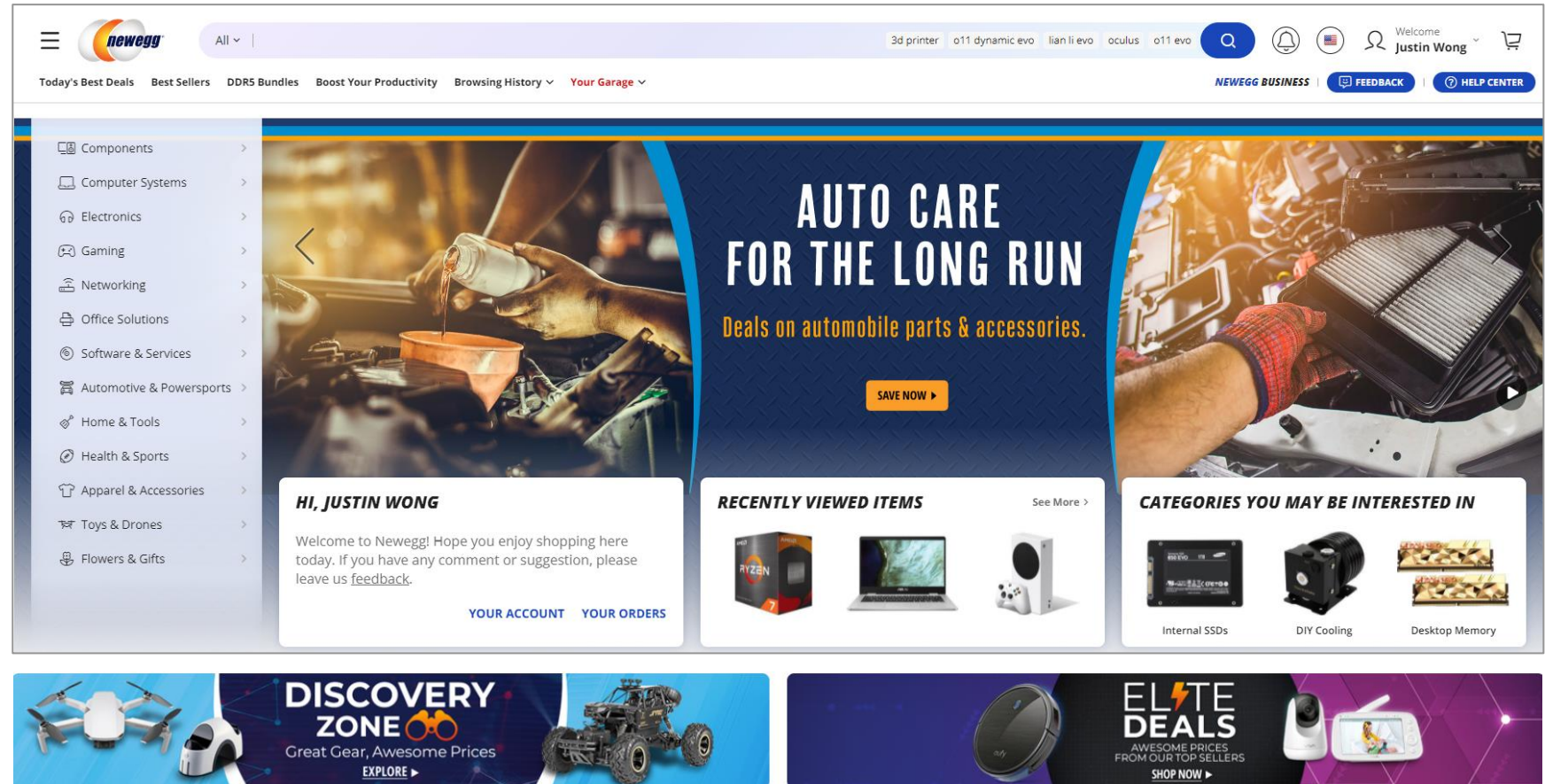
\$219.99 ~~\$249.99~~
After \$130.00 instant savings
Acer 27" 144Hz 2K WQHD Curved Gaming Monitor

\$399.99 ~~\$599.99~~
Valid 11/25 - 11/27
After \$200.00 instant savings
HP Touchscreen 17.3" Laptop, Ryzen 3 5300U 8 GB 256 GB SSD Win10 Home

\$76.99 ~~\$199.99~~
After \$123.00 instant savings
Compass Home Smart Air Purifier

\$146.99 ~~\$259.99~~
After \$113.00 instant savings
Free \$10 Promo Gift Card with Purchase
TACKLIFE 28-Inch Propane Fire Pit Table

LG 4K Smart OLED TVs
Starting at \$896.99 + Get an Additional \$500 Promo Gift Card with Select Models



newegg All | 3d printer o11 dynamic evo lian li evo oculus o11 evo | Welcome Justin Wong | FEEDBACK | HELP CENTER

Today's Best Deals | Best Sellers | DDR5 Bundles | Boost Your Productivity | Browsing History | Your Garage

- Components
- Computer Systems
- Electronics
- Gaming
- Networking
- Office Solutions
- Software & Services
- Automotive & Powersports
- Home & Tools
- Health & Sports
- Apparel & Accessories
- Toys & Drones
- Flowers & Gifts

AUTO CARE FOR THE LONG RUN

Deals on automobile parts & accessories.

SAVE NOW

HI, JUSTIN WONG

Welcome to Newegg! Hope you enjoy shopping here today. If you have any comment or suggestion, please leave us [feedback](#).

[YOUR ACCOUNT](#) [YOUR ORDERS](#)

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- DIY Cooling
- Desktop Memory

DISCOVERY ZONE

Great Gear, Awesome Prices

EXPLORE

ELITE DEALS

AWESOME PRICES FROM OUR TOP SELLERS

SHOP NOW

Visual Elements

Abstract Imagery

Guidelines for corporate imagery



Connectivity

Newegg's Technology and logistics connects people, their passions and their needs. This is represented with connected lines and points.



Speed

Speed as a visual inspiration to suggest fast delivery and response time.



Technology

Certain patterns emerge when considering background imagery as "Tech."

1. Geometric Shapes in patterns/grids
2. Bright color contrasts against dark backgrounds
3. Circuitry and electronic components
4. Glows and gradients

Visual Elements

Photography

Lifestyle Imagery

Visual style should be ***candid*** and ***authentic***.
Purpose is to instill trust and relatability.



Visual Elements

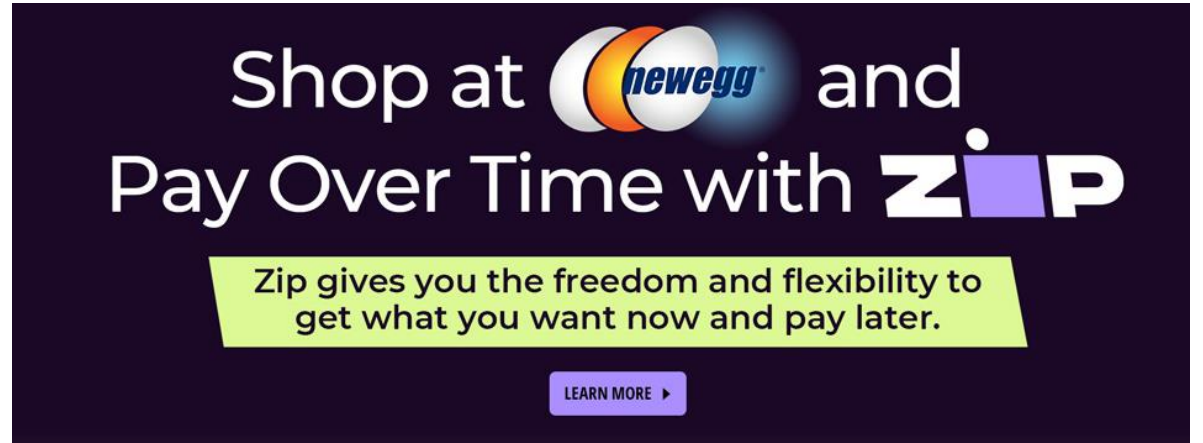
Illustration

Illustrations should be simplified and colorful.



Co-Branding

Logo use with other brands



- Logos should not overlap, maintain clear space around logo according to guidelines.
- Glow Version of the logo should be used with dark backgrounds to ensure readability.
- Size of the Newegg logo and partner logo should be relatively the same size.

Newegg Business Unit Logos



- Logos created for Newegg Bus will have a vertical and horizontal version.
- BU Name will be added to the logo with **Open Sans Italic** in all capital letters.
- Full-color and the single-color versions will follow the digital/print restrictions of the Newegg logo

Newegg Business Unit Logos

Vertical Version



Horizontal Version



Full-color logo with glow should be used for dark backgrounds.

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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.