



**Once You Know,  
You Newegg.**

2025 Style Guide

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**Once You Know,  
You Newegg.**

# Visual Guidelines

# Brand Style Principle

## 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



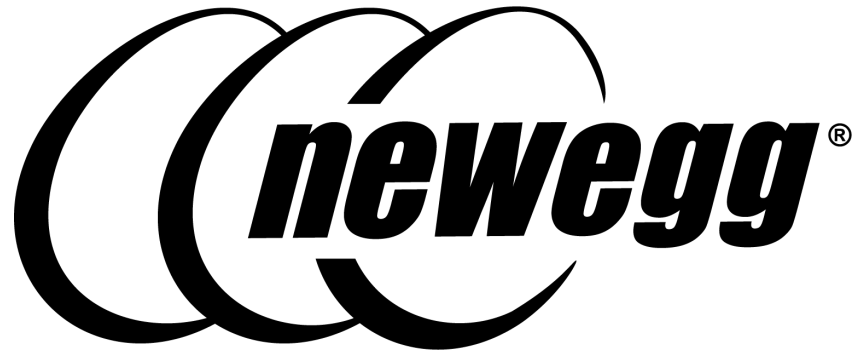
**Full-Color Logo**



**Full-Color Logo Glow**

For use on dark backgrounds

# Logo



**Single-Color Logo**

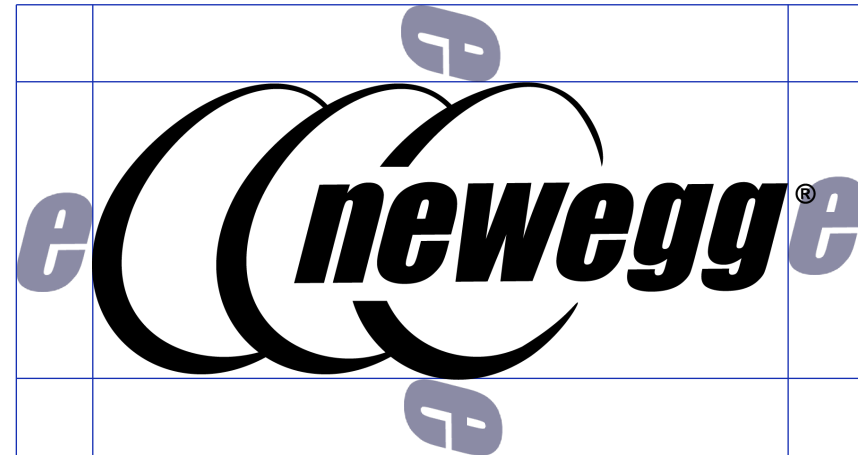


**Single Color Logo White**

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.\*

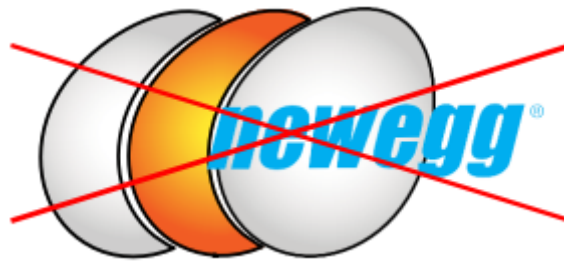
**Color Restriction:** Black and White Only

\*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 colors reflect the brand's legacy and evolution.



**R:** 9    **C:** 95  
**G:** 20   **M:** 83  
**B:** 79   **Y:** 16  
          **K:** 42

**Pantone 2768 C**

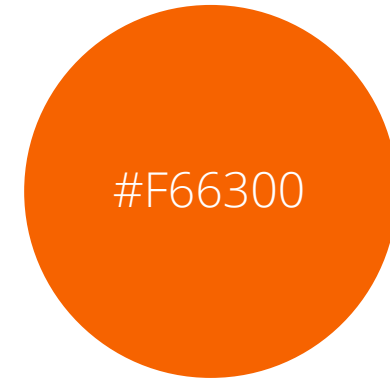


**R:** 250   **C:** 0  
**G:** 157   **M:** 41  
**B:** 40    **Y:** 85  
          **K:** 1

**Pantone 144 C**



**R:** 8      **C:** 94  
**G:** 75    **M:** 72  
**B:** 166   **Y:** 0  
          **K:** 1



**R:** 246   **C:** 0  
**G:** 99    **M:** 66  
**B:** 0     **Y:** 92  
          **K:** 1

# 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 - #084BA6**  
(90° Angle)

Orange



**#F66300 - #FA9D28**  
(90° Angle)

Grey

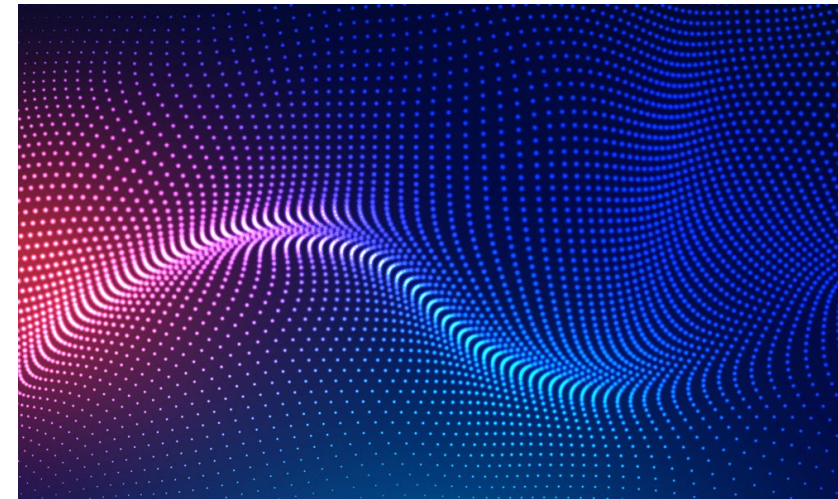
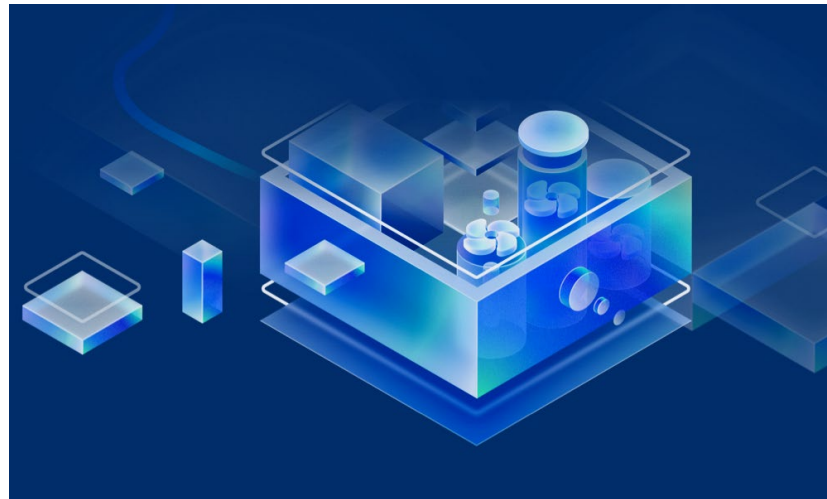
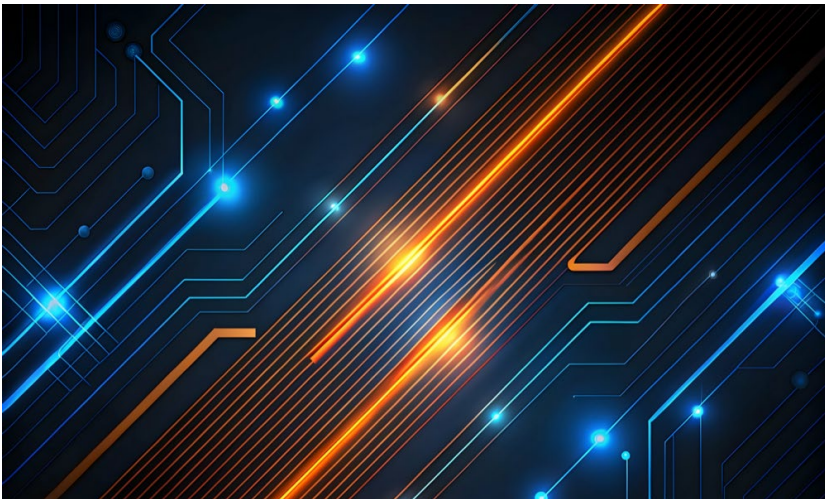


**#D1D1D1 - #E8E8E8**  
(90° Angle)

# Visual Elements

Sense of technology and the future

To call back to our core categories with PC Components and Consumer Tech Products. We use visual elements with a sense of technology, future, innovation and intelligence to reference to modern technology as well as connectivity.



# Visual Elements

## Illustration

Illustrations should be simplified and reflect Newegg VI colors.



# Key Art Visuals

## Newegg Brand Graphic Assets Beyond The Logo

Newegg will sometimes have to create Key Art Visuals for specific campaigns such as Black Friday or for events like T-Shirts. These will be created at the request of Top Management. CEO will have final approval on key art visuals.



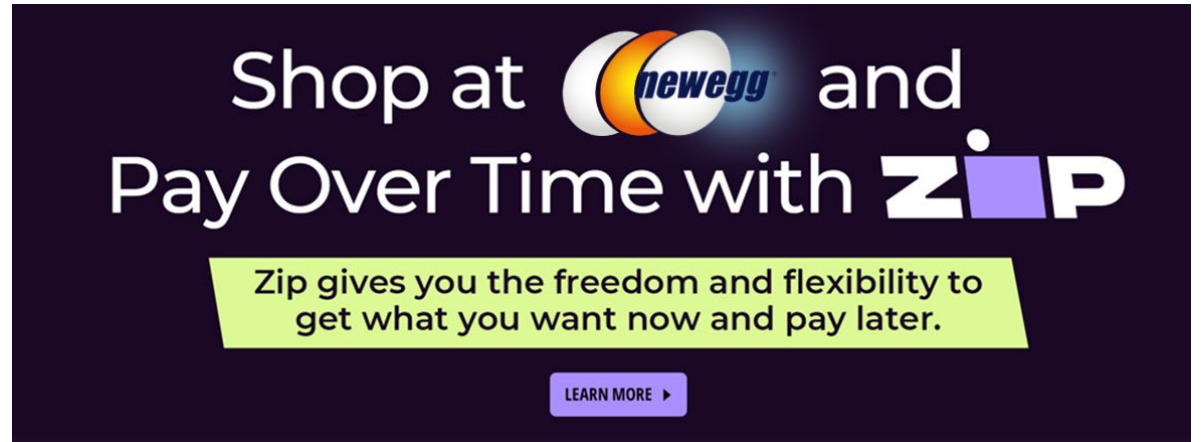
**Once You Know,  
You Newegg.**



**Once You Know,  
You Newegg.**

# 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



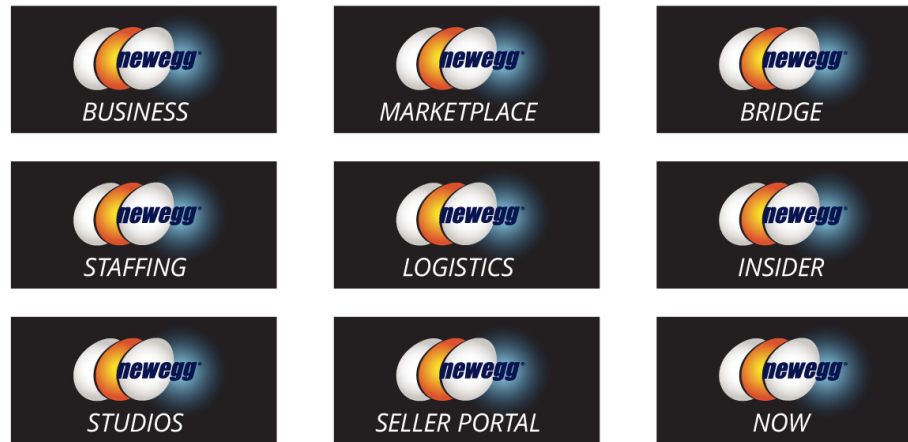
- Logos created for Newegg BUs will have a vertical and horizontal version.
- BU Name will be added to the logo with **Open Sans Italic** in all capital letters.
- Full-color and the single-color versions will follow the digital/print restrictions of the Newegg logo

# Newegg Business Unit Logos

## Horizontal Version



## Vertical Version



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

# Tagline & Corporate Messaging

# Tagline

Once You Know,  
You Newegg.

Tagline Font Style: **Montserrat Bold**

- The font style for the tagline must always remain consistent as Montserrat Bold.
- Can be rendered in either title case or UPPER case; however, punctuation should be used in either version.
- Can be shown in a single line of text version. When shown on two lines, follow the above example.
- All previous taglines should be removed and/or updated with this tagline.

# Tagline Examples



**Once You Know,  
You Newegg.**



**Once You Know, You Newegg.**



**Once You Know,  
You Newegg.**



**Once You Know, You Newegg.**

# Index

# Logo Usage Examples

When to use which logo

## Full Color Logo

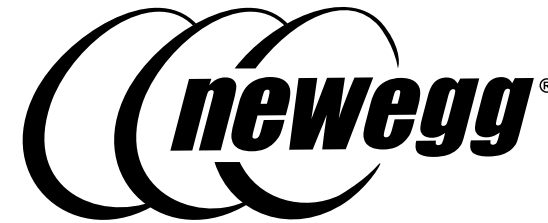


Should be used on **Digital Screens or special printing needs**

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

The Full-Color logo can be used for print for special requirements, and gradient colors can be printed correctly.

## Single Color Logo



Should be used on **Printed Materials**

- Event signage
- T-Shirts/Swag
- Mailers, flyers, one-pagers
- Traditional Billboards
- Delivery box