



# Essential Brand Guidelines

v2023.08

# Brand Architecture

Our brand architecture takes an umbrella approach to provide structure and consistency when using our logos.

You'll discover how — and when — to use them on the following pages.

Top-level brand / Woo



Tier 1 / WooCommerce



Tier 1 / WooPayments



# Logo Woo

The standalone Woo logo is our official top-level brand. It should be used in all customer-facing marketing materials from Woo and its partners.

Full Color / Positive



Monochrome / Positive



Monochrome / Negative



# Logo WooCommerce

The WooCommerce logo represents our core product: the powerful, open source ecommerce plugin for WordPress. It should be used when referring to the core plugin.

Full Color / Positive



Monochrome / Positive



Monochrome / Negative



# Logo WooPayments

The WooPayments logo represents our integrated payment solution. It should be used when referring to this product.

Full Color / Positive



Monochrome / Positive



Monochrome / Negative

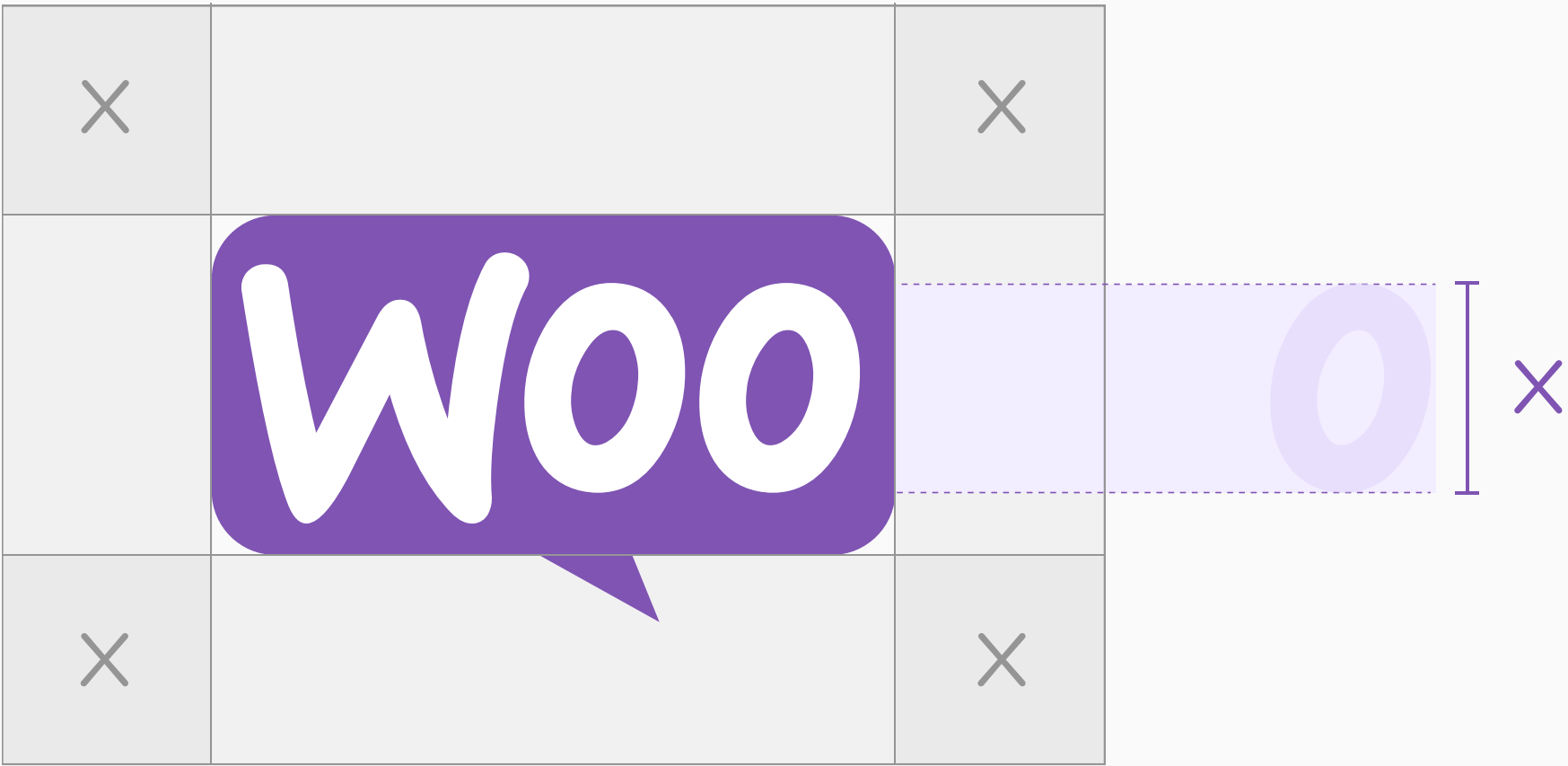


# Logo

## Clear space

When using any of our logos, surround them with clear space to ensure visibility and impact. No type, graphics, or other elements should appear inside this safe zone.

Use the height of the letter "O" in the "Woo" of each logo to determine the minimum clearance.



# Logo Don'ts

Our logos are the visible expression of our brand and its products. Using them correctly ensures that Woo is recognised and understood clearly.

While our visual identity has some flexibility, it should never be altered or compromised. Please avoid modifying or recreating our logos in any way.



Don't change the position of elements to create new logo versions.



Don't use a logo on low-contrast or busy backgrounds.



Don't adjust the shape or layout.



Don't alter the logo's orientation.



Don't encroach on the minimum clear space around the logo.



Don't change the logo color



Don't change the order of logo elements.



Don't crop, skew, outline, distort, or recreate the logo.



Don't combine the Woo bubble with your name, marks, or generic terms to create new product logos.

# Color

## Primary palette

Our primary palette is at the core of Woo's brand identity and sets us apart in the ecommerce space. We use it for static or one-off brand-focused executions (such as business systems, app icons, and press materials).

Our primary brand color is Woo Purple 50.

**Woo Purple 50**  
  
RGB     127, 84, 179  
HEX    #7F54B3  
CMYK   37, 57, 0, 22  
PMS    2665 C

**Black**  
  
RGB     0, 0, 0  
HEX    #000000  
CMYK   0, 0, 0, 100  
PMS    Black C

**White**  
  
RGB     255, 255, 255  
HEX    #FFFFFF  
CMYK   0, 0, 0, 0



## Typography Proxima Nova

Our brand font is Proxima Nova. It combines legibility with modernity to help bring our message of open ecommerce to life.

# The ecommerce platform that grows with you

WooCommerce is a customizable, open source ecommerce platform built on WordPress.  
Get started quickly and make your way.



Have questions about the use of Woo brand elements?  
We're happy to help — contact us for clarification and guidance.

[trademarks@automattic.com](mailto:trademarks@automattic.com)