GROUPON®

Brand Guidelines 2010

GROUPON®

Brand Guidelines 2010

Using the Groupon Logo

The Logo

The Groupon logo is versatile for use in all web, screen and 4-color print jobs. This logo is what makes Groupon recognizable and stand out from so many competitors.

The logo must be shown at a minimum of 8mm but feel free to make it as big as you like.
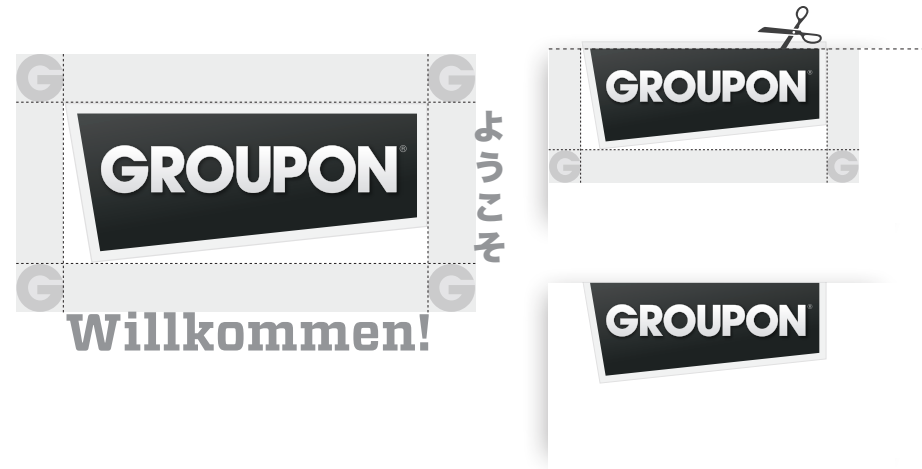
Groupon-4C.ai

minimum
height: 8mm

Spacing

Keep the logo clean.
Negative space the same size as the G should surround the logo. Do not put anything inside that space or over the logo.

The top of the logo **only** can be cropped at the top of the page.
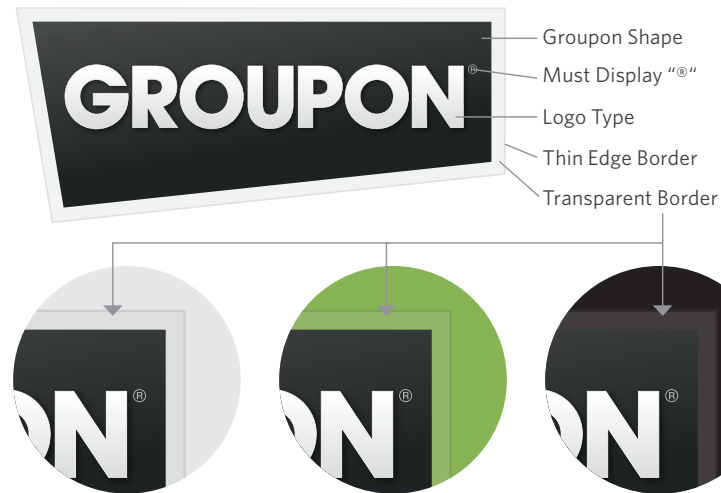
Clear Space

Wrong

The Shape

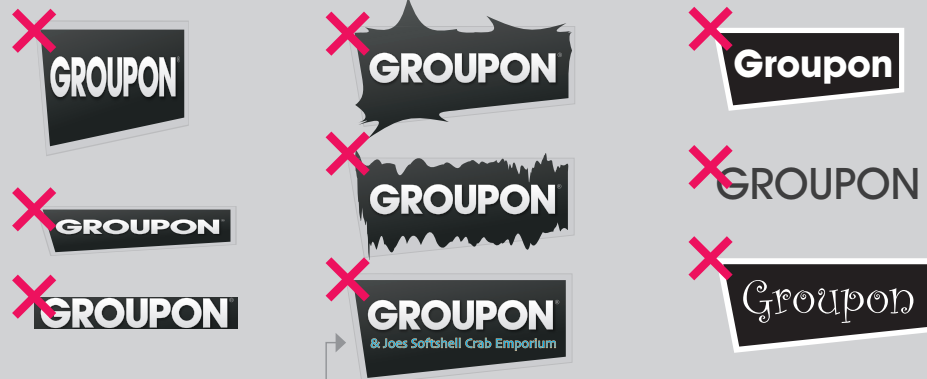What is the shape? It's not a rhombus, it's not a parallelogram, it's Groupon!

When using the logo, keep all of it's proper elements intact and don't alter them in any way. This means distorting, stretching, changing colors, changing fonts, adding or removing any part of the logo, cobranding with another company, adding extra effects or cooking the logo with salt and pepper.

The transparent border must maintain a 20% transparency or it will not look accurate on top of other colors.

Parts of the Logo

Groupon Shape
Must Display "®"
Logo Type
Thin Edge Border
Transparent Border

Stroke Color
RGB: 188, 190, 192
CMYK: 0, 0, 0, 30
HEX: #BCBEC0
Transparency: 20%

Wrong

Never let anyone do this.

Proper Format

The standard Groupon logo is designed to be versatile in any print or web format, as long as it's treated properly.

If the print process will not allow this logo which has different tones and details to reproduce correctly, there are other logo versions, but only use them in such cases.

Only use these other logos for the reasons shown. They should never be substituted for the main logo unless necessary for correct printing.

Groupon-4C.ai

Use for all print, web and screen pieces.

Groupon-1C-BW.ai

For 1 color pieces over a background.

Groupon-1C-white.ai

For 1 color pieces (not black) over a background.

Groupon-1C-black.ai

For 1 color pieces when shown on a white background.

Examples of Screen Media and 4-Color Printing
Business Cards
Letterheads
Stickers
Print Ads
Web Ads
Website
Video
Presentations
4-Color Clothing prints

Examples of Screen Media and 1-Color Printing
Faxes
Word® Documents
 Newspaper Ads
1-Color Clothing Prints

5

Page Placement

In ads, collateral, signage and other material that is owned by Groupon, nothing should come between the logo and nearest edge of the page.

The logo may be placed in the upper left, bottom left or bottom right.
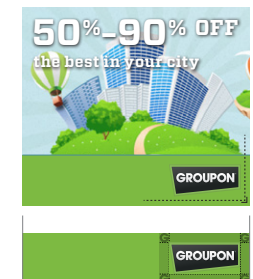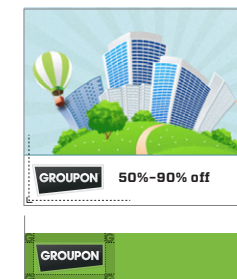
If there is an image, put the logo in a stripe of the **main green grey**, or, **white**, using the correct margins.

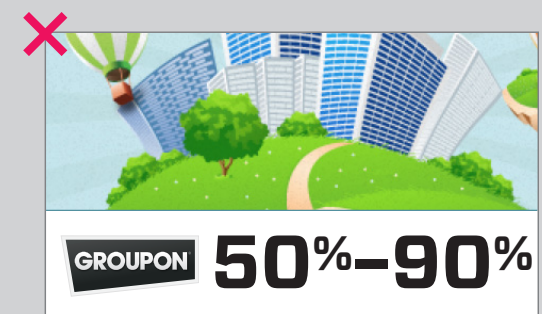Never use text larger than "GROUPON" from the logo in the same row.

Top left or
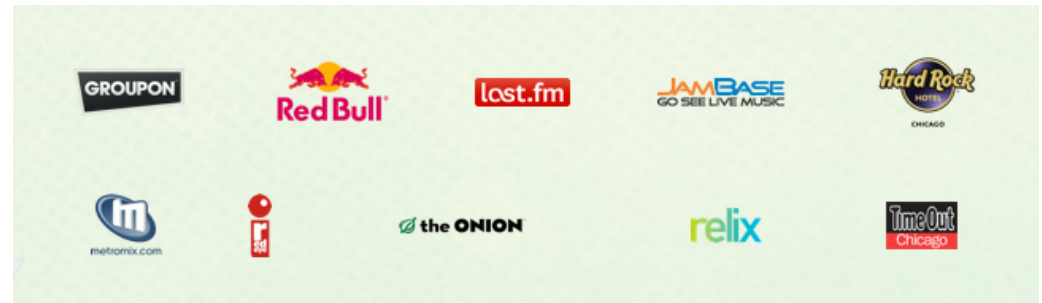Bottom Right
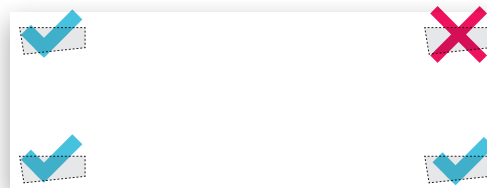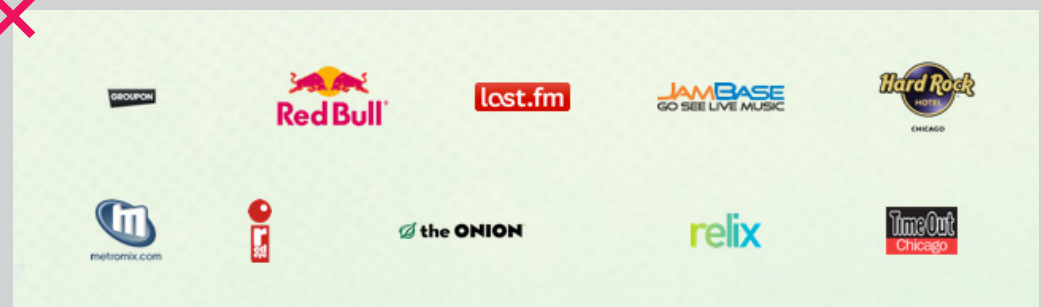

Use with
images

Wrong

Using with Other Elements

If using the logo with other company logos, don't make it smaller than the other logos. Still follow the 8mm minimum height and correct clear-spacing rules.

Proportional

Wrong

GROUPON®

Brand Guidelines 2010

Correct Color Usage

Color Hierarchy

The hierarchy of colors are this: **Green** is the main color, complemented by a **bright blue** and accented by minimal **dark blue**.

Information is shown in **white, round-corner boxes** with a **green border**. Subcontainers in those boxes should be **light green.**

Keep the colors in the correct order so all pieces remain consistent to the Groupon identity.

Dark grey must be used for the header and footer on the website. In other pieces it is not always necessary. For example, the title pages of this style guide use a grey bar at the top, but this page's header is green because it is the main color.
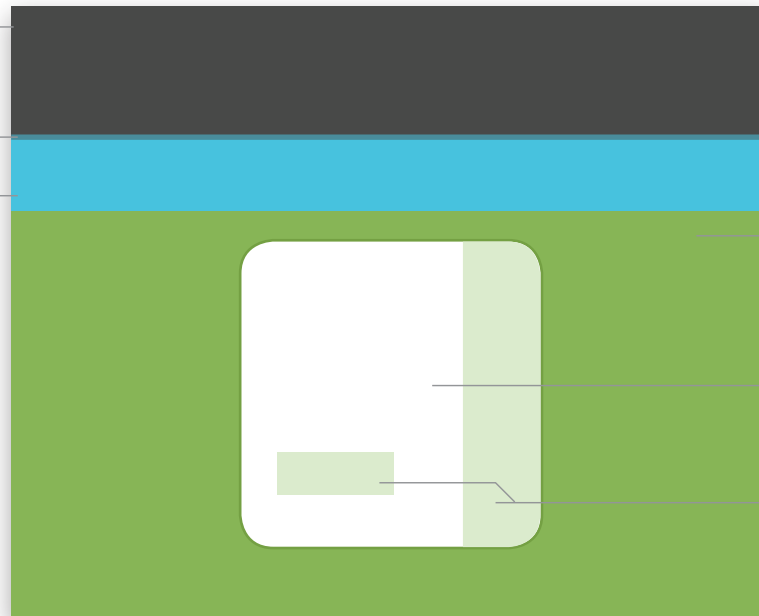
Color Order

Dark Grey
Good for titles and placing the logo.

Dark Blue
Only use thin as a stroke to separate sections.

Main Blue
Okay to use as a larger area. This color combined with green represents our identity well.

Main Green
Use as the largest area of color to make our identity recognizable.

White
Most boxes will be white so text is more readable.

Light Green
Use to separate callouts and other information from the main sections.

Wrong

Oh no! These don't look like Groupon anymore!

Color Values

The colors have specific uses. Certain colors should not be used for anything but what their name is.

Load the file "groupon-swatches.ase" into your document to save time and ensure correct color matching.
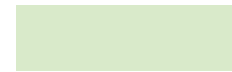
Greens

Main Green
RGB   137-181-85
CMYK   61-5-95-0
HEX   89B555
Pantone   Coated 369

Lighter Green
RGB   221-237-204
CMYK   16-0-24-0
HEX   DDEDCC

Dark Green (Border)
RGB   118-160-69
CMYK   68-15-100-2
HEX   76A045

Buy Button Green only
RGB   128-186-66
CMYK   67-0-100-0
HEX   80BA42

Blues

Main Blue
RGB   75-193-222
CMYK   80-0-15-0
HEX   4BC1DE
Pantone   Coated 2985

Darker Blue
RGB   75-139-155
CMYK   85-28-35-2
HEX   4B8B9B

Text Links only
RGB   8-145-190
CMYK   100-22-14-0
HEX   0891BE

Extra Colors

Agent Orange
RGB   244-126-44
CMYK   0-62-91-0
HEX   F47E2C
PMS UC   021U

Alert Border
RGB   248-180-182
CMYK   0-37-15-0
HEX   F8B4B6

Alert Window
RGB   253-249-204
CMYK   1-0-24-0
HEX   FDF9CC

Error Text only
RGB   204-33-39
CMYK   1-99-98-0
HEX   CC2127

Other

Ad Gradient Swatches

grad Dark Green
RGB   113-172-67
CMYK   62-12-100-0
HEX   71AC43

Main Green

grad Lite Green
RGB   197-220-108
CMYK   26-0-74-0
HEX   C5DC6C

Header / Footer

Top (Dark)
#494949
↑
Gradient
↓
Bottom (Light)
#333333
Use as main

Text

Text Color
#000000

Deal Text
#333333

Gradient

The gradient is used to draw attention towards important objects. It is often used with the logo.

Use a radial gradient and put the center in the middle of the first O in GROUPON. Extend it to the edge of the page and set up the mid-points as shown here.

The gradient should always be circular, never distorted.

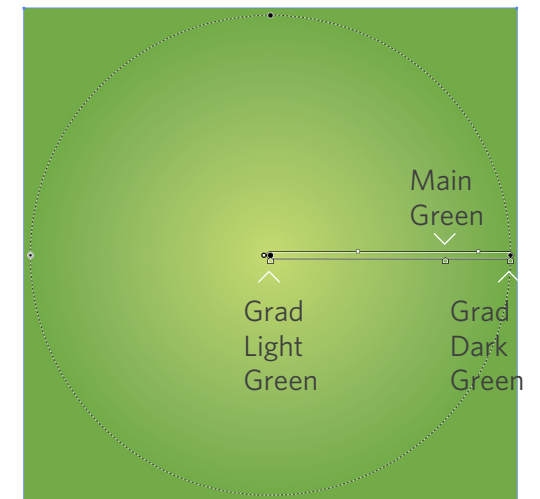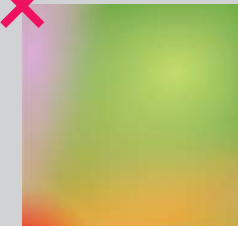Don't add more gradients or other color transitions, either.
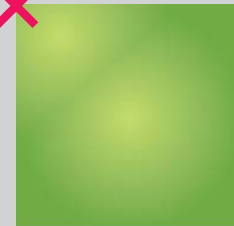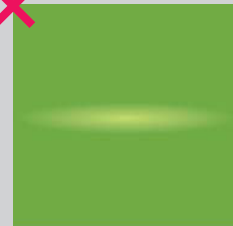
Site Gradient

Marketing/Ad Gradient
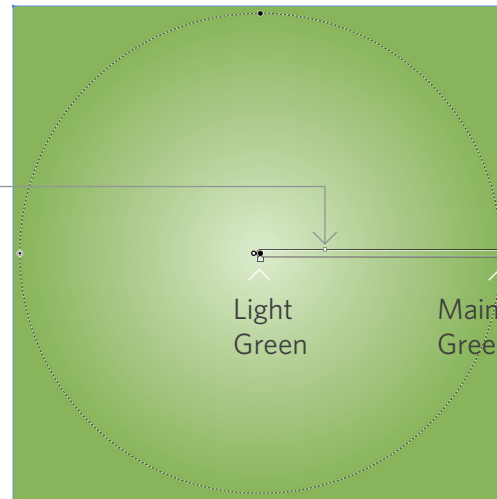
Move the mid-point closer to the center so the gradient is not too bright.

For the Marketing/Ad Gradient, move it closer to the end of the gradient.

Light Green

Main Green

Main Green

Grad Light Green

Grad Dark Green

Wrong

Starburst

Wow a huge explosion! The starburst background gives Groupon style and activity.

Only use the starburst with the gradient so it's not distracting, and make sure both pieces have the same center point.

When used with the logo, the center should be in the center of the first "O" in "Groupon". Try to keep the starburst and gradient to a comfortable size around the logo.

Always cover the center of the starburst with an object such as the logo, or a white box.

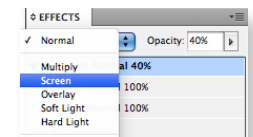The gradient can stand on it's own, but the starburst must be shown on the gradient.

How to prepare
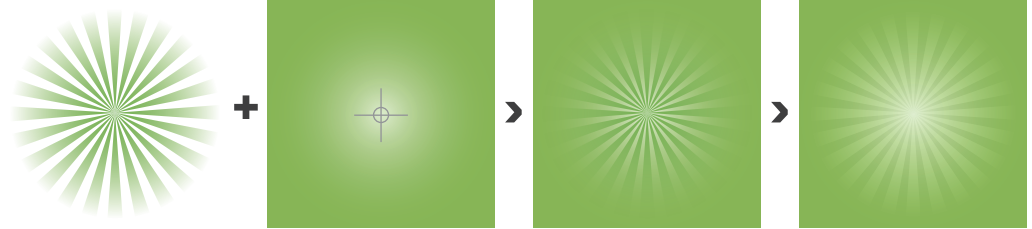
Use the premade file for the starburst.

Line up the centers of the starburst and gradient backgrounds.

Set the transparency to **40%** and the effect to **Screen**.

Done!

Logo Alignment

Gradient stops about here and "Main Green" continues.

Wrong

GROUPON®

Brand Guidelines 2010

Typography

Typefaces Available for Marketing and Advertising

These are the many typefaces we use. Whitney is the main font for advertising, but can be substituted for Helvetica Bold on the web.

Vitesse is a unique typeface, and can be used to emphasize words in a stylistic way. Don't overuse Vitesse, or it's impact won't be as strong.

Whitney Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!**	Main Use
Whitney Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!	
Helvetica Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!**	Substitute
Vitesse Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!**	Callouts and Highlights
Vitesse Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!	

Marketing and Advertising Typesetting Examples

When we use the same typefaces in different weights, it gives Groupon collateral and marketing pieces contrast and rhythm while maintaining a consistent image across pieces.

We typically use these weights shown, but any of the other weights in these typefaces can be used depending on the piece. It's most important to use a style appropriate to the content and the overall piece as a whole.

Common Use

Whitney

Hello, This is Whitney Bold.
Nice to meet you, I am Whitney Book.
Sorry, I don't have time to talk, but I'm Whitney Book Italic.

Vitesse

I, on the other hand am Vitesse Bold.
Nice to meet you, I am Vitesse Book.
I'm not in a hurry, but I prefer leaning because I am Vitesse Bold Italic.

Lesser Use

Helvetica Bold

I rarely say anything, but if I do, it's very plain.

Clarendon

Howdy, I'm Clarendon. 123456789, I have pretty numbers.

Type Treatment

By using the same typefaces in different weights, it gives Groupon collateral and marketing pieces contrast and rhythm while maintaining a consistent image across pieces.

We use 3 type families in our material: **Whitney** and **Helvetica**, *sans-serif* type and **Vitesse**, a *slab-serif* typeface.

Ratio of Headline vs Subheadline = **1** : **.6**

Using all capitals and exclamation marks is not necessary. Definitely never use multiple exclamations.

Headline
Big Bold Headline

Sub-Headline
60% Of Headline Size Subheadline

Call Outs
The best in
Timbuktu
for local deals

Align text on the x-height

Using Numbers   **We often drop numbers** 200**% larger for emphasis**   Text should align on the cap-height, or meanline

Wrong
✖ I LIKE TO SHOUT TOO MUCH!

✖ *I'm just too excited!!!!!....!!!!!*

Typefaces Available for Web Use

These are the web-safe fonts that match our print/marketing typefaces. Use Ariel in place of both Whitney and Vitesse for headlines and copy.

Helvetica

Georgia

Examples