

Brand Guidelines

This document contains
the rules for Elastic Path's
visual and verbal identity system.

Follow these rules strictly to maintain
consistency and build brand equity. We
invite you to absorb this information and
reference it often to become an informed
steward of the Elastic Path brand.

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Brand Foundation

Elastic Path's brand foundation is our brand's *fundamental strategy and messaging*, defining the basis for our visual and verbal identity.

Refer to this section anytime you need clarity on how our identity will achieve our goals, appeal to our audience, and stand out among the competition.

Purpose & Positioning

Brand Strategy

Brand strategy is our guide for the creation and cultivation of our brand. Our strategy is authentic (true to who we are), relevant (meets our users’ needs), unique (stands out in the category), and aspirational (fits today and extends to a vision of tomorrow).

Bring it to Life

Inspired by its customers, Elastic Path exists to help commerce leaders bring their brilliant visions to life. This phrase guided all creative outputs for the Elastic Path brand.

Archetype

Archetypes are universal character models. They give Elastic Path insight into inherent traits and tendencies, and help Elastic Path communicate its intrinsic value in a way that is recognizable and relatable to our audience and the world. Archetype shines through across our brand identity.

Explorer

Innovative, ambitious, and embraces a “no limits” philosophy.
Known to be ahead of the mainstream and a nonconformist while striving to still belong to a community.

Core Messages

These statements are foundational to all aspects of our brand identity. Together, they communicate our brand from an ideological perspective. Use them both internally and externally in places such as employee handbooks and job descriptions.

MISSION

To break through the barriers that prevent commerce leaders from delivering extraordinary shopping experiences.

VISION

Everyone, yes everyone, will be empowered to bring brilliant commerce visions to life.

Brand Attributes

Brand attributes are key characteristics that together describe how Elastic Path aims to be perceived by our target audience. These attributes were uniquely chosen and defined for our brand, and informed every expression of it. They both describe and belong to Elastic Path. Use them as a litmus test against any brand identity expressions in the future.

Ready

Combines a sense of adventure with a levelheadedness. The friend who shows up, comes prepared, and sticks by you.

“Everywhere we go in the market, it’s all about fear of complexity — fear is a killer emotion when it comes to moving forward. The good news is that we have an answer.”

Sincere

Kind, wise, dependable, having people’s backs, and working within their best interest.

“We really care about our customers achieving their objectives. We think about it a lot. It’s not a punchline, it’s who we are.”

Vibrant

A brand and internal culture that’s energetic, quirky, and innovative. But also one that is edgy, takes big bets, and has something to say.

“It’s so important that we live in our innovation. We need to highlight it in ourselves so that the world can see it.”

Core Values

Our core values describe how Elastic Path behaves as a company and as employees. These values are actionable; they’re how our people act when they are at their best. Use them both internally and externally in places such as employee handbooks, website pages, and job descriptions.

Be Open

Through a culture that fosters open feedback and collaboration, we help ourselves, each other, and our customers achieve the extraordinary. This means listening deeply, empathizing authentically, and responding thoughtfully.

Be Remarkable

Every day is a chance to bring our best. When things get tough, we keep going. When we make a commitment, we follow through. And when something can be improved, we find it, own it, and fix it.

Be the Team

We are one team with many voices. With this ethos, success, failure, and credit are shared equally. We honor individual strengths while staying accountable to the whole.

Be the Customer

When our customers win, we win. We lead, challenge, and guide them to achieve outcomes beyond their expectations. Every interaction is approached with empathy, integrity, and tenacity.

Brand Communication

Brand communications guides *what, how, and to whom we communicate*. It's rooted in our brand foundation, expressed through our voice, and reflected across every messaging touchpoint.

Refer to this section anytime you are speaking or writing on behalf of Elastic Path.

Voice & Tone

Brand voice communicates our personality. More than what’s said, voice guides how Elastic Path speaks and sounds. Tone is how to modulate our voice based on audience, medium, and more. To convey our personality, voice draws inspiration from our brand attributes and archetype to create a verbal effect that is truly unique, and which builds recognition, loyalty, and trust. Our voice will remain consistent over time, and adjusts tonally to fit the occasion.

Voice

Approachable

Kind, friendly, real, practical, and down-to-earth; but not overly casual, flippant, patronizing, naive, folksy, or juvenile.

There’s no artifice at Elastic Path. What you see is what you get: people who are kind and down-to-earth, providing from-the-heart service and support. We always put our customers at the center of the story. We should be their voice.

Confident

Passionate, sure, ready, and excited; but not cocky, didactic, exclusionary, or dismissive.

Our passion for all things commerce comes from the inside out, derived from our experience. We wholeheartedly believe in what we do, the value we can bring, and most of all, the potential we help our clients uncover.

Inspiring

Optimistic, brilliant, vibrant, and motivating; but not pie-in-the-sky, impractical, philosophical, or tone deaf.

At Elastic Path, inspiration is rooted in intelligence and expertise. From our wisdom and experience comes bold but substantial new ideas. We move people to not just act but imagine, an invitation to join us, connect, and grow.

Tone

Conversational, yet polished

What we write and communicate should sound like it’s coming from a person sitting next to you at the table.

Core Messages

Our positioning defines how Elastic Path shows up in the market — the unique selling and value propositions that set us apart. These two statements are the foundation for all external marketing copy, keeping every message consistent, credible, and rooted in the outcomes we deliver."

Unique Selling Proposition

Elastic Path reduces the risk of composable commerce, empowering brands to confidently make their digital commerce visions a reality.

Our USP exists at the intersection of what Elastic Path does best and what our customers need and want most. Succinct and strong, it touts our undeniable distinctiveness and informs our external marketing copy.

Value Proposition

Commerce leaders have the freedom to merchandise every experience, integrate with ease and speed, and reduce the cost to innovate.

Our value proposition is a promise of tangible value to our customers the benefit they'll receive from Elastic Path. Where the USP answers how Elastic Path is different, the value proposition answers why our consumers should care about that difference. Use it to inform external marketing copy and as a reminder of why our work matters.

Elevator Pitch

Inspired by its customers, Elastic Path exists to help commerce leaders bring their brilliant visions to life. This phrase guides all creative output for the brand.

Elastic Path is a composable commerce company that partners with companies, like Pella, Serena & Lily, and T-Mobile, to deliver unique digital experiences for their customers, **without having to replatform.** Whether you want to tackle a specific business challenge or implement a comprehensive digital commerce solution, our family of products empowers you to break free of technical limitations, accelerate time-to-market, and **grow revenue, in weeks not months.**

Brand Story

Our brand story narrates our identity to the world and creates an emotional connection with our audience. It explains how our brand perceives itself, how others perceive us, and what to expect of us. Use it internally or externally, either in full or in part, in places such as our website, employee handbooks, sales decks, scripts, and speeches.

What if it were *different*?

Behind the digital shopping experiences we love are the commerce leaders who envisioned them. They're pioneers who defy convention, forge their own way, and shape the future of shopping.

These are the leaders pushing the limits of technology. But the limits of technology push right back.

Imagine what could happen — what *would* happen — if commerce technology were something more. Not a product, but a promise. A commitment to help these pioneers smash their goals — and keep going.

Elastic Path is that promise. Like our customers, our passion for pushing the envelope runs deep. A commerce leader's call to innovate is unstoppable, but blazing a trail can be full of risks and unknowns. At every turn and without hesitation, we clear the path ahead so our customers can be bolder, aim higher, and do what's never been done — with confidence, on *their* terms. Because it isn't about us; it's about what we can do for them.

We stand up for commerce leaders and the freedom to execute their ideas. We break barriers that prevent them from delivering extraordinary shopping experiences. We champion their ambition. We help them uncover new opportunities.

We're working toward a world where everyone — yes, everyone — can bring their brilliant commerce visions to life.

Alive and thriving. Evolving and adaptable. Optimistic and ready for the challenge. This is who we serve. This is who we are.

This is digital commerce — *the Elastic Path way.*

Logo

The Elastic Path logo is *one of the most visible parts of our brand*. It is a memorable token, acting as a recognizable signature that unites all of our visual communication.

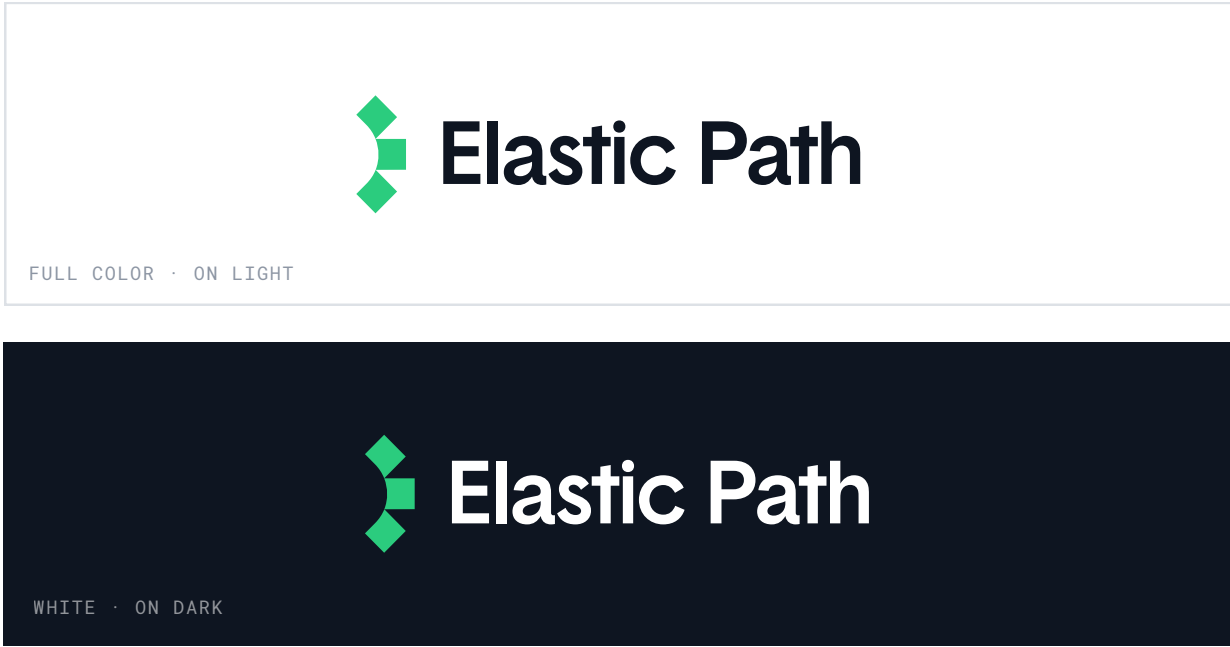
Use it consistently and follow these guidelines to build strong brand recognition

Always use an approved logo or logomark.

Our logo appears in two forms: the primary **lockup** and the standalone **logomark**. Use the green-and-black lock-up in most cases; the reversed green-and-white treatment may be used on dark or busy backgrounds where it improves legibility.

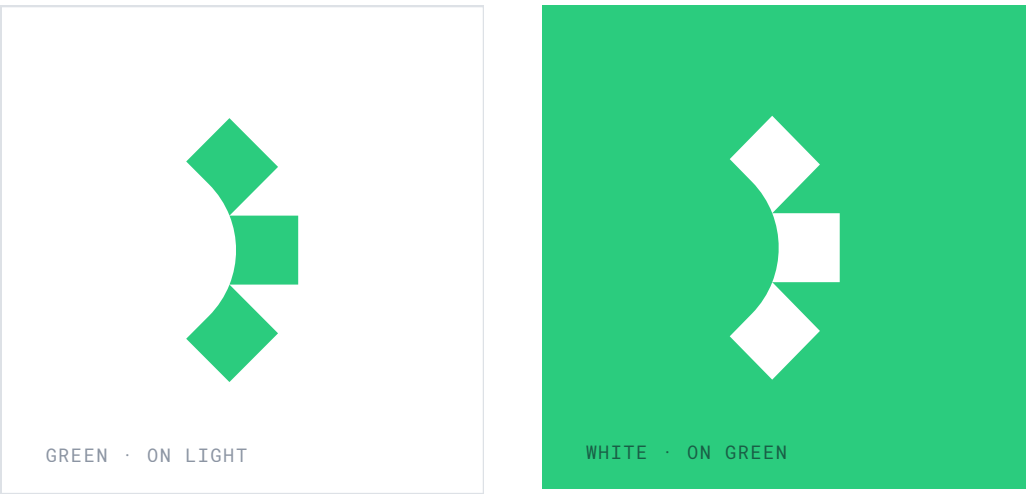
Lockup PRIMARY · MOST CASES

The lockup is our primary signature it pairs the logomark with the “Elastic Path” logotype set to the right. Use it in most instances, across both light and dark backgrounds. On light surfaces use the full-color green-and-black lockup; on dark or busy backgrounds use the reversed treatment with the green mark and white logotype so it stays legible. Always give the lockup room to breathe and never recolor, stretch, or rearrange its parts.



Logomark OCCASIONAL USE

Our logomark is a clear and relatable connection to commerce in three boxes. A box can contain many things: products, potential, ideas. These boxes come together to form a unique symbol that speaks to breaking the status quo. They bend and arch not boxed in, but dynamic and flexible. The well-connected curve of the left side represents a smooth customer experience; the angular right side represents products coming and going in multiple directions. While we use the lockup in most instances, the logomark is to be used only occasionally it serves us well for small applications like the favicon, app icon, and internally.



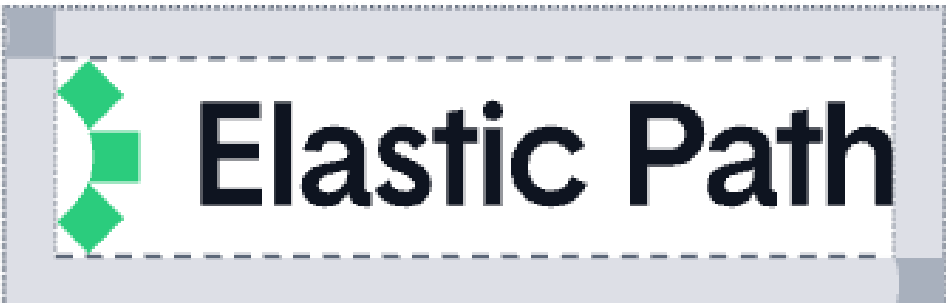
Clear Space

The importance of clear space around brand elements cannot be overstated. Always keep a minimum clear space to maintain visual clarity and to provide maximum impact.

Lockup

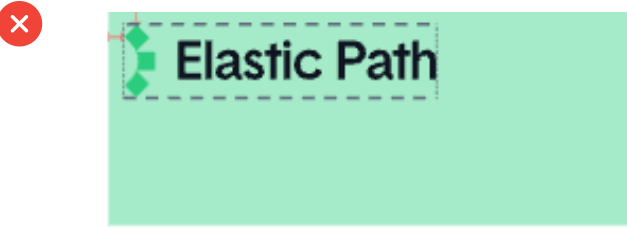
MATHEMATICAL CLEAR SPACE

The minimum clear space around the lockup is equal to the middle shape in the logomark.



OPTICAL CLEAR SPACE

Avoid visual tension created by placing the lockup too close to the edge of a composition or next to other elements.



Logomark

MATHEMATICAL CLEAR SPACE

The minimum clear space around the logomark is equal to the middle shape in the logomark.



OPTICAL CLEAR SPACE

Avoid visual tension created by placing the logomark too close to the edge of a composition or next to other elements.



Usage on Background Colors

These are the primary colorways for using the Elastic Path logo. The **full color** logo green and black is used on Cloud White and any light background. The **reversed** logo green and white works on Foundation Black and dark blend backgrounds. On Commerce Green and other backgrounds where it needs to pop, use the **white-and-black** logo. The **all-white** logo can be used on any dark background or dark blend.



CLOUD WHITE Full color · light backgrounds



FOUNDATION BLACK Reversed · green & white · dark blends too



COMMERCE GREEN White & black · backgrounds where it pops



DARK BLEND All white · any dark background or blend

Minimum Sizes & Favicon

Keep the logo legible at every scale. Establish a minimum size for general use and treat the favicon as the one sanctioned exception, where the logomark works smaller for brand consistency.

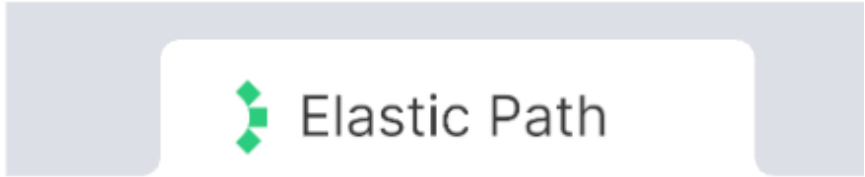
Minimum Sizes

Establishing a minimum size ensures the impact and legibility of the logo remains uncompromised. For most instances, do not scale the logo below these recommended sizes.

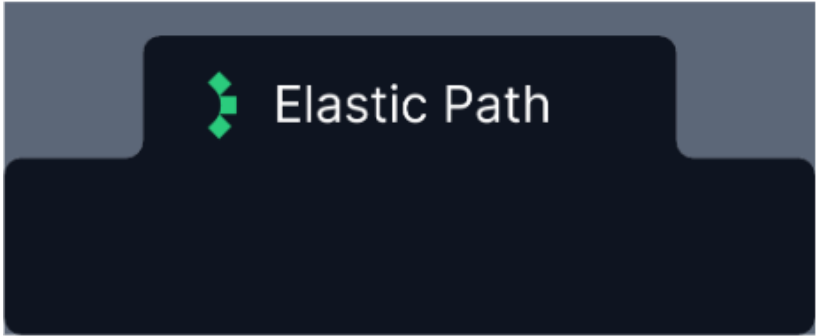


Favicon EXCEPTION

Although it’s technically smaller than our minimum sizing guidelines, our logomark is used as our website favicon for brand consistency. Though we can’t control the color of custom web browsers, we ensure our logomark works on light- and dark-mode.



Light-mode browsers with the favicon



Dark-mode browsers with the favicon

Incorrect Usage

A strong brand identity succeeds when it’s used consistently. To make sure the Elastic Path brand appears as consistently as possible, don’t misuse our logo in these ways.



✗ Don't use alternative lockups of the logo.



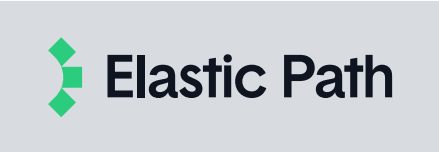
✗ Don't use unapproved colors for the logo.



✗ Don't render the logo in a single flat color — always keep the Commerce Green logomark.



✗ Don't outline any part of the logo.



✗ Don't apply any special effects to the logo.



✗ Don't rotate the logo.



✗ Don't stretch the logo to fill space.



✗ Don't lock the logomark up with anything other than the Elastic Path logotype.

Co-Branding

Intentional co-branding is important to ensure consistency of the Elastic Path brand. Use the primary lockup and mark for co branding purposes. Spacing is determined by the logomark unless otherwise noted by partner brands, each logo is optically equal, as a collection of shapes.

Standard

Pair the Elastic Path lockup or mark with the partner logo. The spacing between them is measured by the logomark.



On dark backgrounds

Use the **reversed** Elastic Path logo or the all-white Cloud version if the design calls for it. Only co-brand on dark when the partner logo also works there.

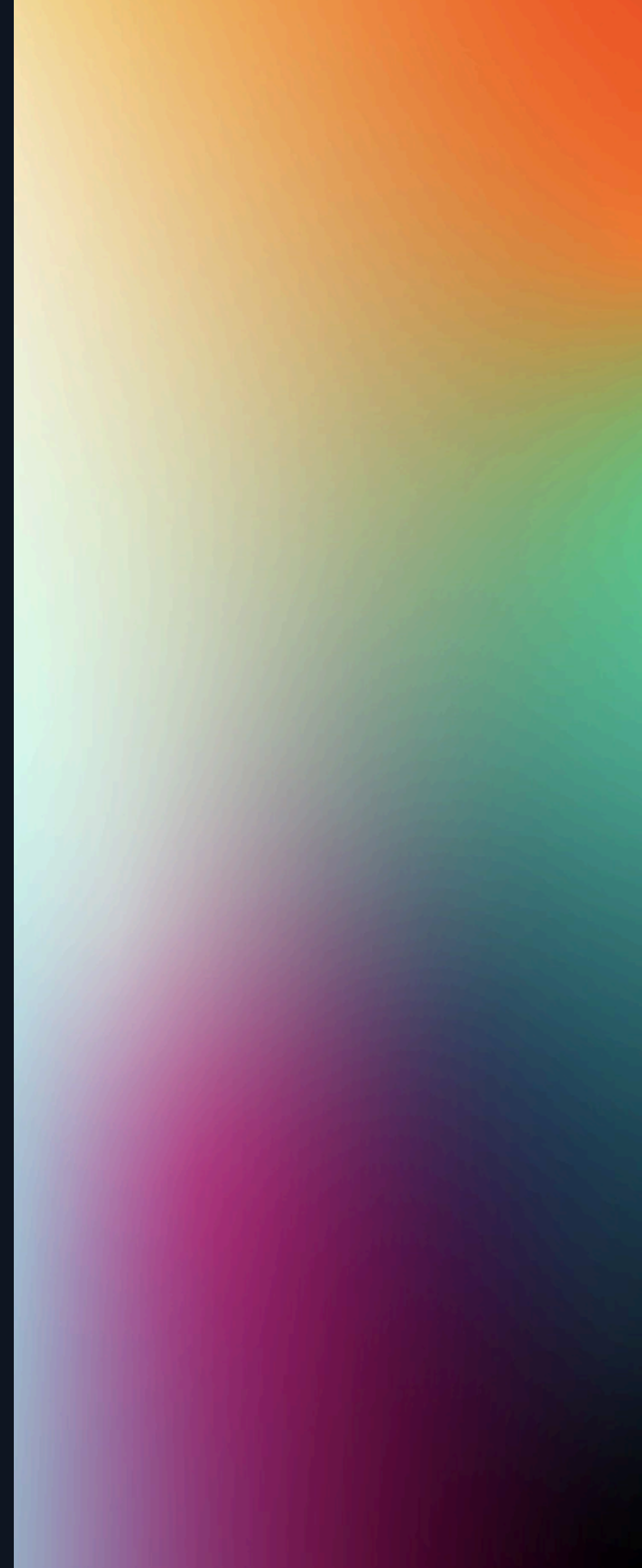


- ✓ On dark backgrounds, use the reversed (green & white) Elastic Path logo or the all-white Cloud version if the design calls for it.
- ✓ Only place a co-brand on a dark background if the partner's logo also reads clearly there.
- ✓ Never alter a partner's logo colors without their permission.

Color

Color distinguishes the Elastic Path brand, adding *meaning, energy, and depth* to our identity.

Use color appropriately through all expressions of our brand to enforce a consistent and recognizable brand experience.



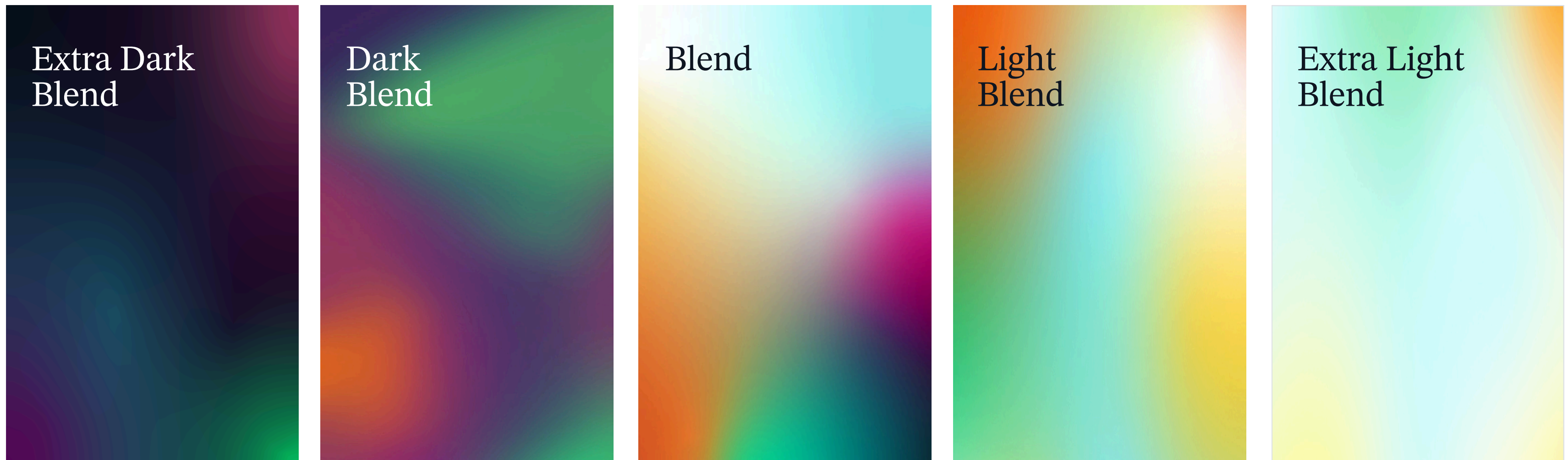
Primary Palette

These colors are our primary palette. They should be the foundation for any visual communication. Commerce, our green, is the color of growth, life, and has strong ties to money. It means go. It says yes! It is paired with Foundation (our brand’s black) and Cloud (white) to serve as bases for our primary palette.

	Commerce	Foundation	Cloud
Pantone Coated	7479 C	Black 6 C	N/A
Pantone Uncoated	7479 U	Black 6 U	N/A
CMYK	69 / 0 / 73 / 0	7 / 5 / 0 / 97	0 / 0 / 0 / 0
RGB	43 / 204 / 126	14 / 21 / 33	255 / 255 / 255
HEX	2BCC7E	0E1521	FFFFFF

Primary Blends

Our signature gradient blends are used as full-bleed backgrounds never as decorative swooshes or fills. Use them to add depth and energy to hero moments, section dividers, and surfaces.



Secondary Palette

Our secondary color palette should be used to complement our primary palette and create hierarchy throughout the brand experience.

	Commerce Dark	Commerce Step Down	Commerce (3:1)		Commerce Step Up	Commerce Light	Commerce Mist	Commerce Wash	Orange Light	Navy Step Up	Navy
CMYK	87 / 42 / 88 / 44	86 / 24 / 87 / 9	82 / 2 / 93 / 0		56 / 0 / 51 / 0	33 / 0 / 29 / 0	6 / 0 / 4 / 0	17 / 0 / 14 / 0	0 / 5 / 6 / 0	75 / 62 / 20 / 3	85 / 74 / 38 / 24
RGB	20 / 78 / 49	31 / 133 / 82	7 / 171 / 89		97 / 222 / 166	166 / 235 / 202	239 / 250 / 245	211 / 245 / 229	255 / 241 / 233	86 / 102 / 148	57 / 68 / 100
HEX	144E31	1F8552	07AB59		61DEA6	A6EBCA	EFFAF5	D3F5E5	FFF1E9	566694	394464

Grayscale Palette

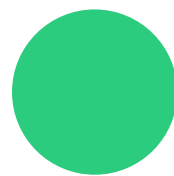
Our grayscale palette should be used to complement the Foundation and Cloud colors in our primary palette and create hierarchy throughout the brand experience.

	Foundation	Gray Step Down	Gray	Gray Step Up	Cloud
CMYK	7 / 5 / 0 / 97	68 / 54 / 38 / 13	35 / 24 / 17 / 0	12 / 7 / 4 / 0	0 / 0 / 0 / 0
RGB	14 / 21 / 33	92 / 103 / 120	168 / 177 / 190	221 / 224 / 230	255 / 255 / 255
HEX	0E1521	5C6778	A8B1BE	DDE0E6	FFFFFF

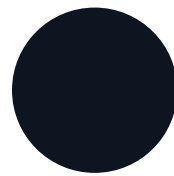
Color Usage

Brand applications should reflect these general rules. Lean on the primary palette of Commerce Green, Foundation, and Cloud plus the Extra Dark and Extra Light Blends most often. Use the Composable Blend, the extended greens, and the light green tints often. Bring in the Dark and Light Blends, Light Orange, and the navy family occasionally. Use the grayscale sparingly.

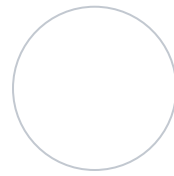
USE MOST OFTEN



COMMERCE GREEN
#2BCC7E



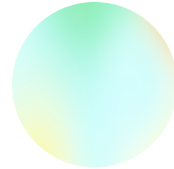
FOUNDATION
#0E1521



CLOUD
#FFFFFF

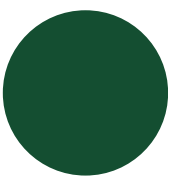


EXTRA DARK BLEND
Gradient

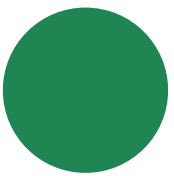


EXTRA LIGHT BLEND
Gradient

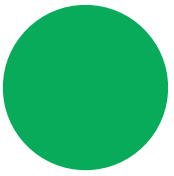
USE OFTEN



COMMERCE GREEN
#2BCC7E



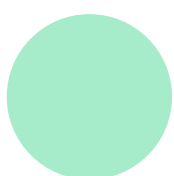
COMMERCE STEP DOWN
#1F8552



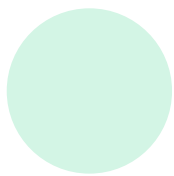
COMMERCE (3:1)
#07AB59



COMMERCE STEP UP
#61DEA6



COMMERCE GREEN
#2BCC7E



COMMERCE WASH
#D3F5E5

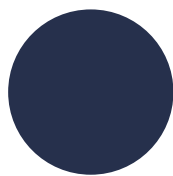


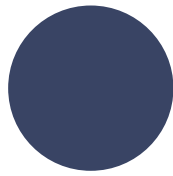
COMMERCE MIST
#E9FAF5

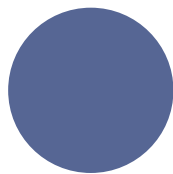


DARK BLEND
Gradient

USE OCCASIONALLY



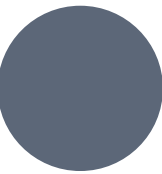




USE SPARINGLY







Accessibility

When used correctly, these approved backgrounds meet WCAG’s AA requirements for normal text, large text, and UI components. Where possible, aim for AAA. Combinations that do not pass contrast are marked with a red “x.”

Accessibility for Foundation Text

on Cloud A A A18.29	on Commerce Mist A A A17.13	on Orange Light A A A16.56
on Commerce Wash A A A15.65	on Gray Step Up A A A13.83	on Commerce Light A A A13.38
on Commerce Step Up A A A10.90	on Commerce A A A8.75	on Gray A A A8.45
on Commerce (3:1) A A6.08	on Commerce Step Down x3.95	on Navy Step Up x3.24
on Gray Step Down x3.19	on Navy x1.90	on Commerce Dark x1.89
on Navy Dark x1.40	x	

Accessibility for Cloud Text

on Foundation A A A18.29	on Navy Dark A A A13.05	on Commerce Dark A A A9.70
on Navy A A A9.61	on Gray Step Down A A5.73	on Navy Step Up A A5.64
on Commerce Step Down A A4.63	on Commerce (3:1) x3.01	on Gray x2.17
on Commerce x2.09	on Commerce Step Up x1.68	on Commerce Light x1.37
on Gray Step Up x1.32	on Commerce Wash x1.17	on Orange Light x1.10
on Commerce Mist x1.07	x	

Color Usage Do's & Don'ts

Ten rules for applying the palette. When a decision isn't covered here, default to the Primary Palette.



DO

- ✓ **Use the Primary Palette and approved Blends most often.**
- ✓ **Keep type and artwork in contrasting tones.**
Any time more than one color is in play, the difference has to be obvious.
- ✓ **Pair similar color-temperature tones with the blends.**
- ✓ **Light type on dark backgrounds, dark type on light.**
- ✓ **Use judgement on blend backgrounds.**
Check that type still pops — be careful with greens on light blends.



DON'T

- ✗ **Use colors outside the designated palettes.**
- ✗ **Pair two blends together.**
One blend per asset — never two meeting in the same layout.
- ✗ **Create your own blends.**
Only the five approved blend files.
- ✗ **Recolor the logo, or match the logomark to adjacent text.**
- ✗ **Set Commerce Green type on light colors.**
If you use green, go 3:1 or darker.

Typography

Typography plays an essential role in the Elastic Path identity, lending form, and *flavor to our words.*

Use typography consistently and with intention to preserve proper hierarchy and reinforce our recognizability and distinction.

Our Typefaces

Three typefaces carry the Elastic Path brand, a serif for headings, a sans for everything else, and a mono for technical accents. All three are freely available on Google Fonts.

STIX Two Text

Elastic Path’s primary brand font, used for headings and subheadings. We stick to the regular weight and its italic styling.

STIX Two Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789.,&?!

Inter

Elastic Path’s workhorse font. We now use it for headings and almost always for small subheadings and body copy. All weights are in use; italics are used sparingly.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789.,&?!

Roboto Mono

A technical accent in the type system, used only in all caps for eyebrows, UI elements, and caption text. Medium and bold weights only, no italics.

ROBOTO MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
0123456789.,&?!

Alternative Fonts

When determining which typeface to use based on your access to the brand type families, consider this structure. If you need a web-safe universal backup, **Times New Roman** can replace STIX Two Text, **Arial** can be used in place of Inter, and **Courier** can replace Roboto Mono.

Brand Primary Type System

Aa

STIX TWO TEXT

This is our brand’s display typeface.

Aa

INTER

This is our brand’s typeface for small headlines and body copy.

Aa

ROBOTO MONO

This is our brand’s accent typeface.

Web-Safe Alternatives

Aa

TIMES NEW ROMAN

This is our web-safe replacement for STIX Two Text.

Aa

ARIAL

This is our web-safe replacement for Inter.

Aa

COURIER

This is our web-safe replacement for Roboto Mono.

Art Direction

Building on the core visual foundation of logo, color, and typography, art direction outlines the unique ways in which we can *enforce our brand visually*.

This section defines what is and isn't appropriate for Elastic Path to display throughout our visual identity.

Photography, Thumbnail Headshots

We treat small headshots and avatars with a clipped subject placed on a light commerce or light blend background.

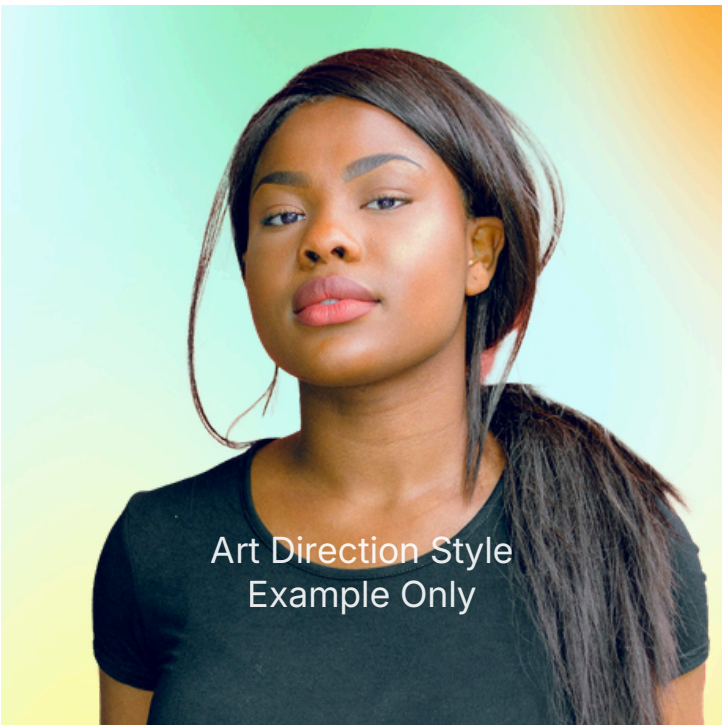
Curation

- Custom, authentic team member photos.
- Color photos with natural tones.
- Natural light (when possible).
- Subjects are camera-aware.
- Sincere, authentic smiles or emotions, nothing too cheesy.
- Subjects are to be placed on a light Commerce background or light blend. Utilize your AI tools to help with clipping and placing subjects on backgrounds.

NOTE

Photography examples shown in these guidelines are for the purpose of style example only and may be subject to copyright. Appropriate licenses for all photos must be obtained before use.

EXAMPLE TREATMENT



Our Icon Set

One set, everywhere. **Phosphor Icons 2.1** is MIT licensed, available in the Figma community and as a web font so design and engineering pull from the same source. Weight carries meaning.

Weight options:



Duotone

NAVIGATION · PRODUCT · FEATURES

The richest weight, reserved for the things people navigate to: nav items, product areas, and feature tiles.



Regular

BUTTONS · WAYFINDING

The workhorse. Buttons, links, and toolbars, anywhere an icon points the way rather than labels a thing.



Fill

STATUS INDICATORS

The loudest weight, so it is rationed. Use it only to report state: success, warning, error, active.

ASSIGNED ONCE, USED EVERYWHERE



Merchandise
CoatHanger



Product
Barcode



Bundles
CirclesFour



Hierarchies
TreeView



Price books
CurrencyCircleDollar



Catalogs
Book



Promotions
SealPercent



Inventory
Package



Cart preview
ShoppingCartSimple



Search
MagnifyingGlass

Once an icon is bound to a product or feature it represents that concept **everywhere**. Never reassigned, never swapped for a lookalike. Only use **approved color variations**: Commerce Green on light, Cloud White on dark. Always reference an icon by its Phosphor name so anyone can find it again.

Icons in Marketing & Web

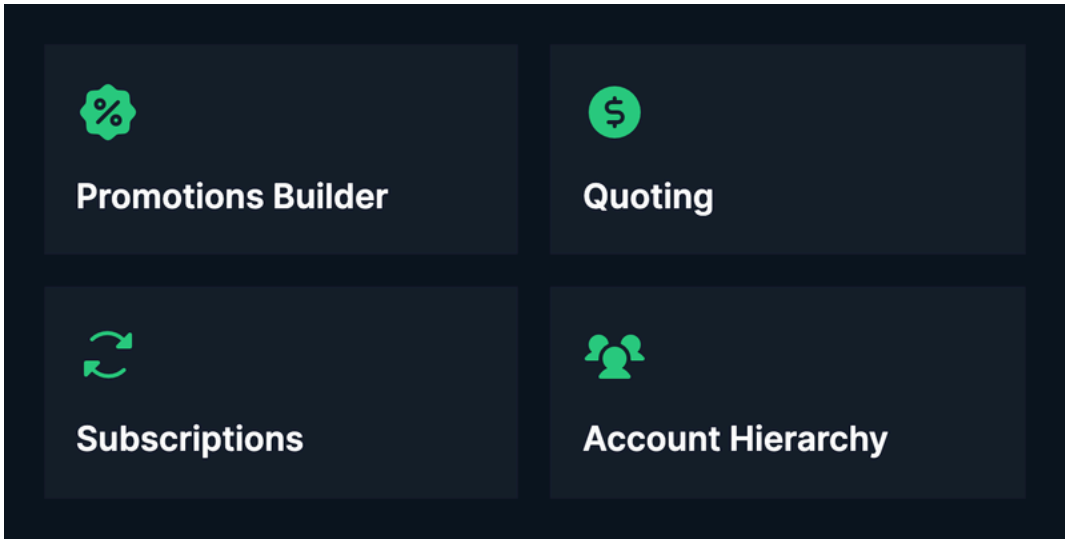
In the product UI, weight carries meaning and the system is strict. In marketing and on the web, weight is a stylistic choice, pick what fits the layout, then apply it consistently across the group.

Two rules hold everywhere. Every product and feature keeps the icon already assigned to it, that never changes across materials. And icons stay single-color: Commerce Green or Cloud white on dark floods, Commerce (3:1) on light floods, or Foundation black.

Everything else is your judgment. The three patterns below cover most of the website. In decks, one-pagers, social, and ads there is no fixed pattern use discretion. Reach for an icon when it helps someone scan or find something, keep the set consistent within the piece, and leave it out when the layout already reads clearly.

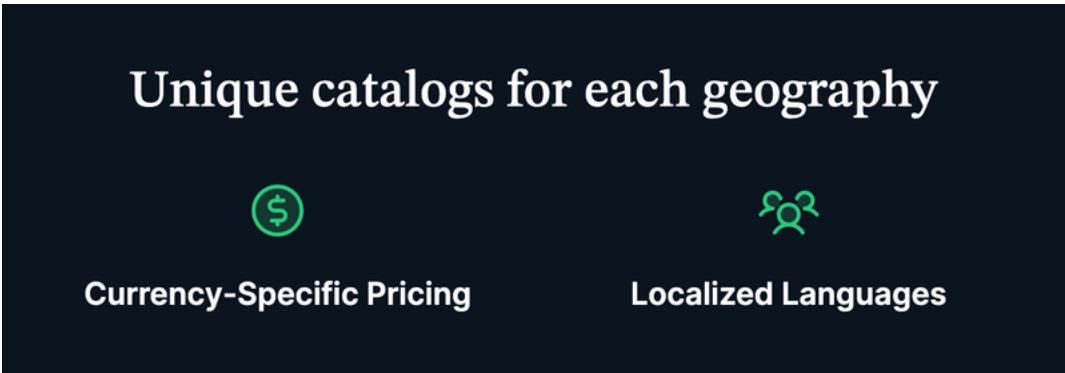
Feature card

Fill weight above the heading. Reads as a solid shape, so it holds its own in a grid.



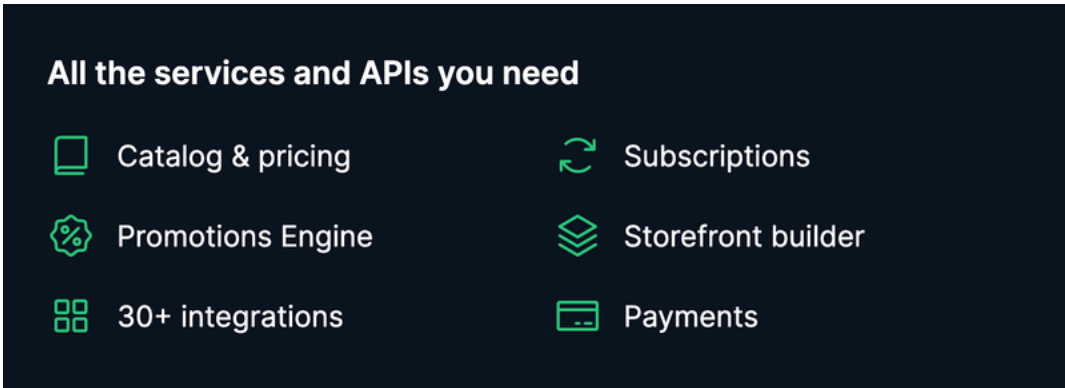
Centered feature row

Two or three benefits under a serif headline. Duotone gives depth at small scale.



Inline list & wayfinding

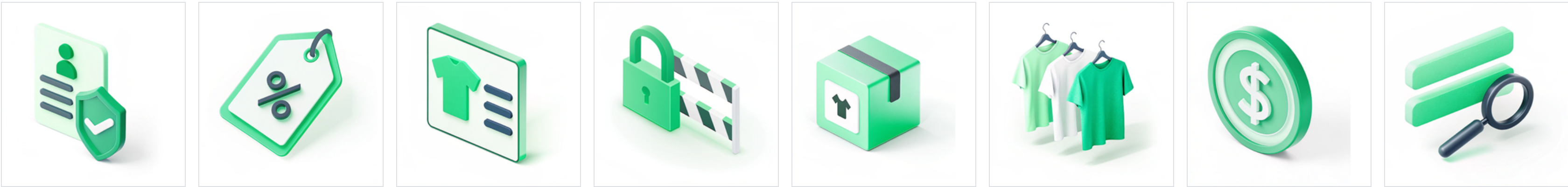
Capability lists, contact menus, CTAs. Regular weight, green icon beside Cloud white copy.



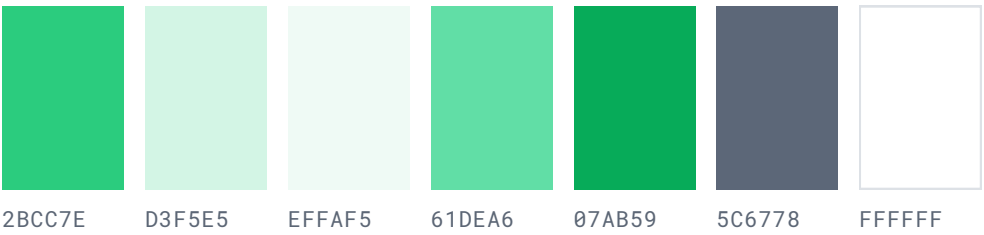
Don't mix weights within one group, recolor an icon per card, or use an icon as decoration with nothing to label.

Product Illustrations

Dimensional graphics used throughout Commerce Manager and the Admin Portal. Generated in **Recraft** with the 3D Isometric Icon style, locked to the custom palette below. Where an icon labels a thing, an illustration carries a concept.



CUSTOM PALETTE



Seven colors, no others. Greens carry the form, **5C6778** handles detail and contrast, white is the ground.

CREATION

- Generate in Recraft using the **3D Isometric Icon** style with the custom palette applied.
- Write the prompt as object, then composition, then intent: what it is, how it sits, and what it represents.
- Always include the style words: clean lines, minimal detail, soft shadows, modern admin UI style.
- One idea per illustration. Centered, uncluttered, symbolic rather than literal.
- Hold the same isometric angle and light source across every illustration in a set.
- **Save the prompt with the asset** so it can be regenerated or the set extended later.
- **Export both versions** shadowed on white for light layouts, transparent for black and colored surfaces, since the transparent file carries no shadow.

IN MARKETING & WEB

- Use the same set. Don't generate a second illustration style for the website or a campaign.
- Give one illustration room rather than crowding several together. Keep every illustration in a row the same size.
- Beyond that, use discretion. Reach for an illustration when a section needs a visual anchor, and leave it out when the copy already carries the point.
- Use the transparent-background version on the site and anywhere the surface is black or colored. It ships without the drop shadow, so nothing boxes the illustration in.
- Keep the shadowed version for white and light layouts, where the shadow is what gives the form depth.