



StartupSystems



TABLE OF CONTENTS

LOGO 3
TYPOGRAPHY 7
COLORS 9
PHOTOGRAPHY 12
CONTENT 14
TRADEMARK 17



LOGO



LOGO

Our Logos

The basic logo consists of a graphic and a text element. In most cases complete logo with graphic and text should be used. However, it's possible to use only either graphic or text element by itself when it is required and appropriate, like in advertising materials such as leaflets or small banners.



StartupSystems



vertical

horizontal

type

icon

Use of Logo



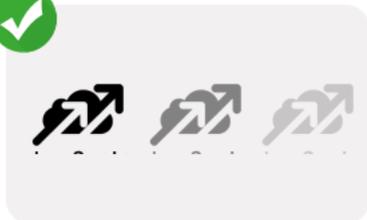
Use full color logo on bright background together with black color font



Use full color logo on dark background together with white color font



Use white logo and on colorful backgrounds together with white color font



Use shades of grey for watermarks



Acceptable usage for logo on product images



Use white logo on darkest part of images with limited space

Use of Logo



Do not change or adjust logo color



Do not remove any logo elements



Do not change or manipulate order or position of logo elements



Do not change logo typeface



Do not add opacity to logo. Logo layer should always be prioritized



Do not angle logo



TYPOGRAPHY



Main Font

Montserrat is our official font and is used in our logo. It should also be used to emphasize titles and text in all marketing materials, websites and mobile applications.

MONTSERRAT

Extra Bold

Bold

Regular

Thin



Use with reduced letter spacing



COLORS

COLORS



Primary Palette

**Caribbean
Green**

#06D292

**Raz
Blue**

#2A79E6

**Tiffany
Blue**

#00BDF0



Main Gradient



It is acceptable to use gradient variations with main color palette colors



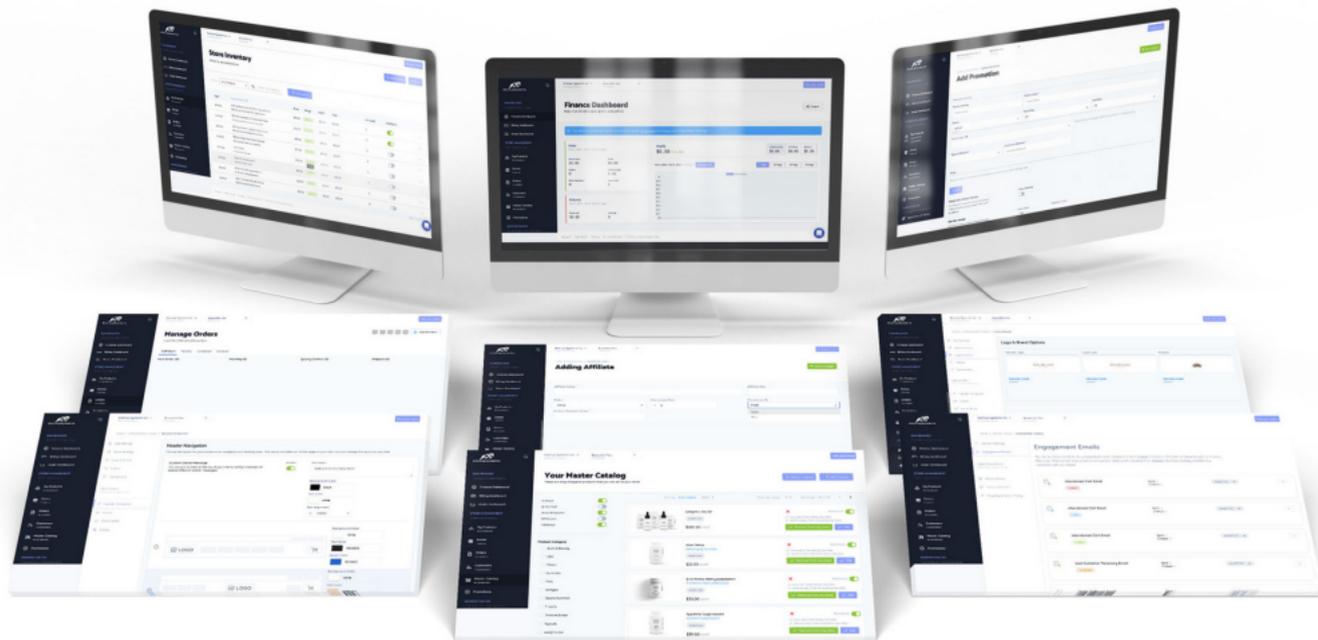
PHOTOGRAPHY



PHOTOGRAPHY



PHOTOGRAPHY





CREATIVE CONTENT

Marketing Content

Introducing Startup Systems – the world's most advanced e-commerce platform. With our instant deployment system, you can create a fully functioning store in minutes, complete with drop shipping and white label capabilities. Whether you're just starting out or looking to take your business to the next level, we've got you covered. So what are you waiting for? Start your own online empire today with Startup Systems!

Startup Systems provides the quickest, simplest way for entrepreneurs to launch and manage their own e-commerce stores. With our easy-to-use platform, you can start selling products in minutes without any coding or design experience. Plus, our exclusive partnerships with drop shipping and white label providers mean you'll have access to tons of top-selling products to choose from. So why wait? Start your own business today with Startup Systems!

With Startup Systems, you can build your own online store in minutes, without any programming knowledge or design skills. Plus, our white label drop shipping and credit card processing services will let you start selling right away. So why wait? Start your own business today with Startup Systems!

We know starting your own online business can be daunting. That's why we created Startup Systems- an instant no code online e-commerce website builder that includes white label drop shipping and credit card processing. With our easy-to-use platform, you'll be able to create a professional website in minutes. Plus, our wide selection of templates means you'll find the perfect design for your business. So what are you waiting for? Start building your empire today!

Marketing Content

Attention: Tired of dealing with the hassles of setting up a store?

Interest: We know the feeling. That's why we've made it our mission to make starting an online store as easy as possible. With Startup Systems, you can have a professional-grade ecommerce store up and running in minutes, without any of the usual headaches.

Desire: Plus, our stores come packed with features like white label, drop shipping, credit card processing, order fulfillment and accounting - so you can focus on what you're good at (selling stuff!) and leave the rest to us.

Action: Sign up for a free trial today and see for yourself how easy it is to get started with Startup Systems!



Attention: Tired of not being able to find the right ecommerce platform?

Interest: We know the feeling. That's why we've created Startup Systems, an all-in-one ecommerce platform that has everything you need to start and grow your business. It's perfect for entrepreneurs who want to focus on their products and sales, not on website design or logistics.

Desire: You'll be able to process payments, fulfill orders, and keep track of your finances with just a few clicks. Plus, our white label feature will let you create a store that looks exactly like you want it to. There's no need to compromise on features or design - with Startup Systems, you get it all.

Action: Sign up for a free trial today and see for yourself how easy Startup Systems is to use!



TRADEMARK USE

In order to keep our trademarks strong and distinct, we ask to be vigilant and follow these guidelines:

StartupSystems is one word, not two.

