

tokopedia



BRAND ASSET GUIDELINES

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Signature

tokopedia

Toped
Mascot



Default
Fonts

NUNITO FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Main
Color



The **Logo**



Our logo represents humility, dynamicity, and the power of an aspiration. There's opportunity in every dreams. And every dreams that combined with creativity will make the opportunity become a real thing.



Logo **Primary Signature**

tokopedia

Logo Primary Signature

tokopedia

Logo Clear Space + Ratio

The preferred amount of clear space around the logo is equal to the height of the initial “O”. Minimum size specification ensure that logo maintains its impact and legibility in both print and digital applications. The logo should never any smaller than 50 pixel wide for digital application and 20mm for print application.

Logo clear space



Logo minimum size

tokopedia

Print application: 25 mm

tokopedia

Web application: 120 px



Logo Color

Our logo represents humility, dynamicity, and the power of an aspiration. There's opportunity in every dreams. And every dreams that combined with creativity will make the opportunity become a real thing.

Web Application

R66 G181 B73

42B549

Print Application

C73 M0 Y100 K0

Pantone Solid Coated 2271 C

Logo Color + Background

The preferred amount of clear space around the logo is equal to the height of the initial “The Tokopedia logo primary color is always either green or white. To maintain legibility of the logo, always use the green logo in bright color image or background. And always use the white logo on dark color image or background. Green background is always preferable to be used for white logo.

When using image as a background, place the logo on clean part of the image to avoid distractions.

Only use black and white and grayscale logo when there's some limitations with color printing with prior permission from Tokopedia.

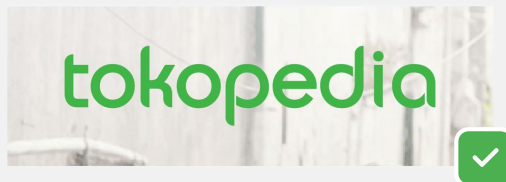
Never show the Tokopedia logo in any other colors.”. Minimum size specification ensure that logo maintains its impact and legibility in both print and digital applications. The logo should never be any smaller than 50 pixel wide for digital application and 20mm for print application.



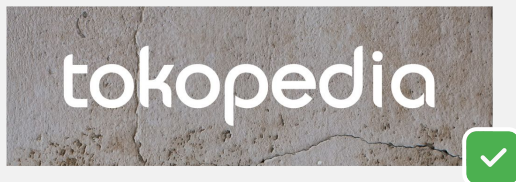
Green logo on white background



White logo on green background



Green logo on bright background image



White logo on dark background image



Black and white logo



Grayscale logo

Logo Restriction

Do Not Misuse Our Logo



tokopedia

❌ Do Not Use Any Other Color

tokopedia

❌ Do Not Add Gradations

tokopedia

❌ Do Not Add Strokes

tokopedia

❌ Do Not Use Dark Images With Green Logo And Bright Images With White Logo And Cluttered Images

tokopedia

❌ Do Not Apply Outlines

tokopedia

❌ Do Not change the proportions or the structure of the logo

tokopedia

❌ Do Not Tilt or Rotate

tokopedia

❌ Do Not Use Our Old Logo

tokopedia

❌ Do Not Add Drop Shadows or Any Special Effects

tokopedia

❌ Do Not Distort

tokopedia

❌ Do Not Fill With Patterns

tokopedia

❌ Do Not Lock up Our Logo With Our Mascot or Other Logos/Images

The **Mascot**

Mascot **Primary Signature**

The Tokopedia mascot is shopping bag shaped owl named Toped. The mascot represent humility and friendliness .



Mascot Color

The Tokopedia mascot is shopping bag shaped owl named Toped. The mascot represent humility and friendliness .



J

R79 G157 B77
4F9D4D
C50 M0 Y51 K38
Pantone Solid Coated 7738 C

R255 G201 B107
FFC96B
C0 M21 Y58 K0
Pantone Solid Coated 141 C

R231 R229 B229
E7E5E5
C0 M1 Y1 K9
Pantone Solid Coated Cool Gray 1 C

R96 G187 B85
6BB55
C49 M0 Y55 K27
Pantone Solid Coated 360 C

R250 G244 B175
FAF4AF
C0 M2 Y30 K2
Pantone Solid Coated Yellow 0131 C

R255 G255 B255
FFFFFF
C0 M0 Y0 K0
Pantone White

R131 G197 B105
83C569
C34 M0 Y47 K23
Pantone Solid Coated 2269 C

R66 G66 B66
424242
C0 M0 Y0 K74
Pantone Solid Coated 2336 C

Mascot Clear Space + Ratio

The preferred amount of clear space around the mascot is equal to the size of the eye. Minimum size specification ensure that the mascot maintains its impact and legibility in both print and digital applications. The mascot should never be any smaller than 20 pixel wide for digital application and 10 mm for print application.



Mascot clear space



Mascot minimum size



Print application: 10 mm



Web application: 20 px

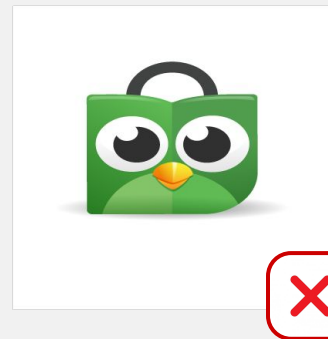
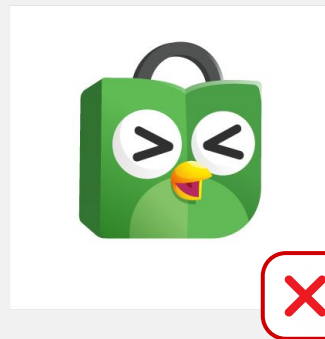
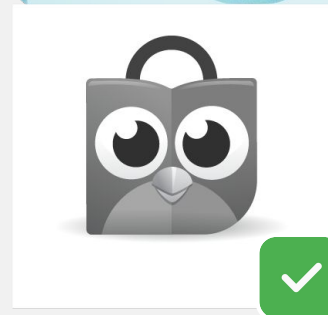
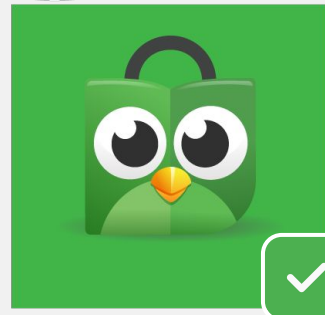
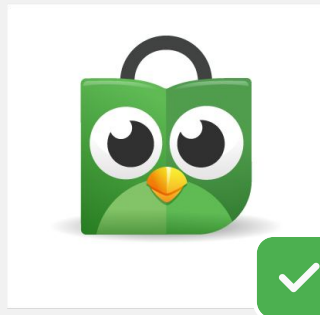
Mascot Color + Background

The Tokopedia mascot primary color is always either green or white. To maintain legibility of the logo, always use the green logo in bright color image or background. And always use the white logo on dark color image or background. Green background is always preferable to be used for white logo.

When using image as a background, place the logo on clean part of the image to avoid distractions.

Only use black and white and grayscale logo when there's some limitations with color printing with prior permission from Tokopedia.

Never show the Tokopedia logo in any other colors, never use distracting background behind the mascot, never use different position and expression of Toped for partner, never distort the mascot.



Illustration

Toped

FRONT



3/4 FRONT



BACK





WINK



UNCOMFORTABLE



ANGRY



EXCITED



UNIMPRESSED



THINKING



CONFUSED

Fonts

NUNITO FAMILY



NUNITO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NUNITO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NUNITO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tokopedia X Partner Do's and Dont's

Tokopedia X Partners

You can use Tokopedia logotype and separation between brands identity.



Never change Tokopedia's logotype with other font



Do not incorporate Tokopedia mascot inside to become part of the brand logo

You can put Tokopedia's logotype above or below brand logo, please make sure Tokopedia's logotype safe area



Do not combine Tokopedia mascot with brand logo

Tokopedia X Partners

Make sure visibility of Tokopedia is on a clear area when applied to the visual



Never put behind distracting visual background

Make Tokopedia logo proportion in size with brand logo



Do not make the Tokopedia logo look too small or too big compared to brand logo

You may use triple brand logo



Never stretch the logo

Banner Example

Banner Example

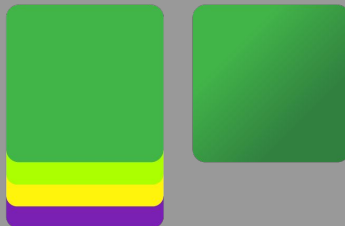


Use Tokopedia identity such as the green color, fonts, and illustration to use in partner's banner

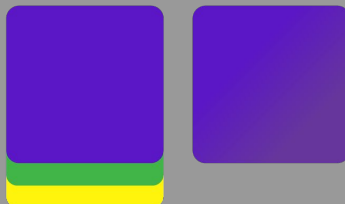


Bad example of banner because there is no feel of Tokopedia's identity

Banner Color



Use Tokopedia's green color as dominant color and secondary color as accent.



If using brand color as dominant color, make sure use Tokopedia's identity such as color as accent, font, or illustration in the layout



If using white color, use green or yellow as secondary color

Asset **Link**

Asset **Link**

01

The Logo

[Download Here](#)

02

The Mascot

[Download Here](#)

03

Illustration

[Download Here](#)

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www.tokopedia.com

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