

**Buyâm**

Brand Guide

# Contents

Overview	03
Logo	04
Logo Variations	05
Clear Space	06
Minimum size	07
Incorrect uses of logo	08
Co-branding guidelines	10
Logo Placement	11
Typography	12
Colours	13
Promotional Items	15
T-shirts	16
Other Promotional Items	18
Graphic Pattern	19

# Overview

Buyam is a hyper-local e-commerce platform with the sole purpose of providing users with the exact experience and feeling they get when making a direct (face-to-face) purchase from a market or shop.

The Buyam brand manual is designed to provide guidance on how to properly use our logo and creative assets as a whole. We expect utmost respect of our brand elements as it is what identifies us visually and maintains consistency across all platforms.

In our brand guide, you'll find detailed information about our logo, its official versions, usage guidelines, the fonts and colours that identify us as an established brand.

# Logo

The Buyam Logo is our signature and main element identifying our brand. It consists of the word “Buyam” in Carnero font and the circumflex icon aka “little hat” above the letter “a”.

The Buyam logo always starts with an Uppercase B followed by lowercase uyam, spelling out the brand name “**Buyam**”. In no circumstance should the circumflex icon be omitted whenever you use the Buyam Logo.

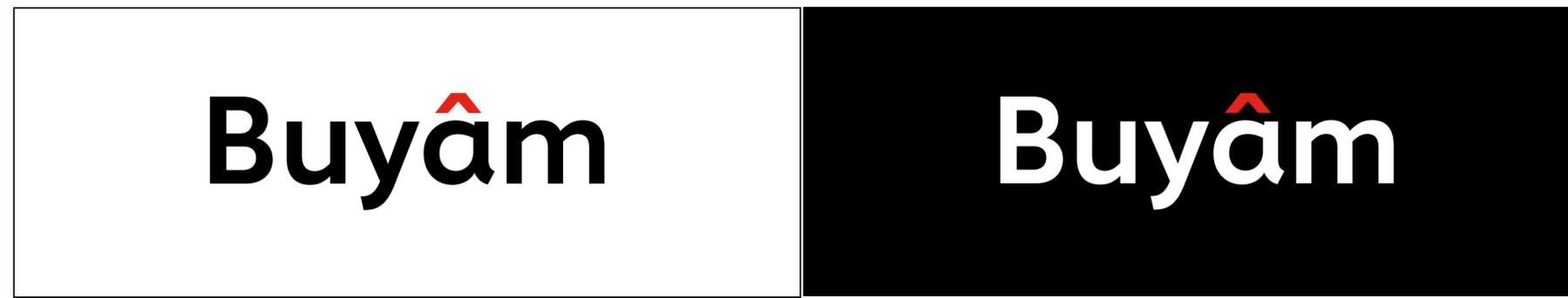
The circumflex icon represents a demarcation in the two words “Buy” and “am”, coming together and our French heritage



Buyam logo - app icon

# Logo Variations

The full-color logos should be used only on white and black colored backgrounds.



## One-color use

The one-color logo should be used only on color backgrounds within the Buyam primary and secondary color palette.

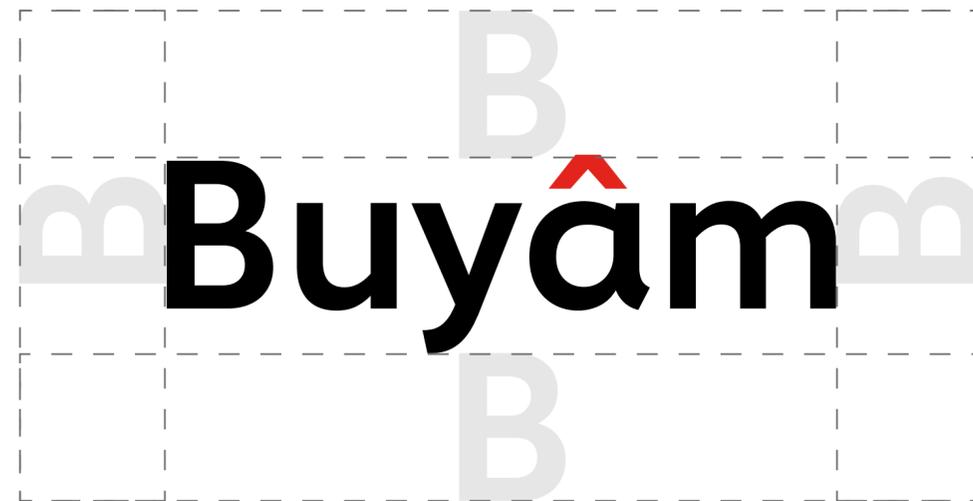


# Clear Space

Clear space is the white/negative space maintained around our logo. Ensuring that our logo is the correct size and free of competing imagery or text gives it maximum impact.

It also defines the minimum distance from the logo to the edge of a printed piece.

Our logo should always have a minimum amount of clear space surrounding it. The minimum clear space is equal to the height of the letter “**B**” in the logo.



Note: the grey border around the logo simply indicates the minimum space required.

# Minimum Size

To ensure that the logo is always legible, the Buyam logo should have a minimum size of 1 inch.

On **screen**, the width of the logo should be no less than 100px

On **printed materials**, the width of the logo should not go below 25mm or 1 inch.



Buyam

100px  
(screen)



Buyam

25mm  
(print)

# Incorrect uses of logo

Buyâm

- ✘
- 01** Do not change the colours of the Buyam Logo.

Buyâm

- ✘
- 02** Do not rotate the logo or any of its elements.

Buyâm

- ✘
- 03** Do not use the logo with transparency or gradient.

Buyâm

- ✘
- 04** Do not alter the typeface

Buyâm

- ✘
- 05** Do not alter the proportions of the logo

Buyam

- ✘
- 06** Do not reproduce the signature without the circumflex

Buyâm

- ✘
- 07** Do not resize, stretch, or compress the logo

Buyâm

- ✘
- 08** Do not place objects on top of or behind the logo.



- ✘
- 09** Do not use background image without proper contrast

Buyâm

- ✘
- 05** Do not apply effects or filters to the logo

# Incorrect uses of logo



- ✘
- 11** Do not add any elements such as shapes or a border within the logo's clear space.



- ✘
- 12** Do not alter the circumflex icon of the logo.



- ✘
- 13** Do not convert the symbol or text to an outline.



- ✘
- 14** Do not display the first letter of logo or Brand name in lowercase



- ✘
- 15** Do not place other illustrative images or vendor logos within the clear space

# Co-Branding Guidelines

Due to the nature of our business, the Buyam marketplace allows us to collaborate with several Vendors with independent brands. We also participate in various events wherein our logo will be displayed alongside other brand logos.

In some instances, Vendors may want to use the Buyam logo to promote their product and services on the Buyam platform. You should strictly follow the co-branding guidelines as specified below.

## Balance

On a design, if one or more logos (the Buyam and Vendor/Partner Logo) are placed alongside each other, there should be a balance in their size and clear space. No element should dominate the other.

Avoid trying to match the width or height of a vendor/partner logo if it will result in one of the logos being noticeably larger or smaller than the other.

Buyâm

PARTNER LOGO

IN  
PARTNERSHIP  
WITH

Buyâm

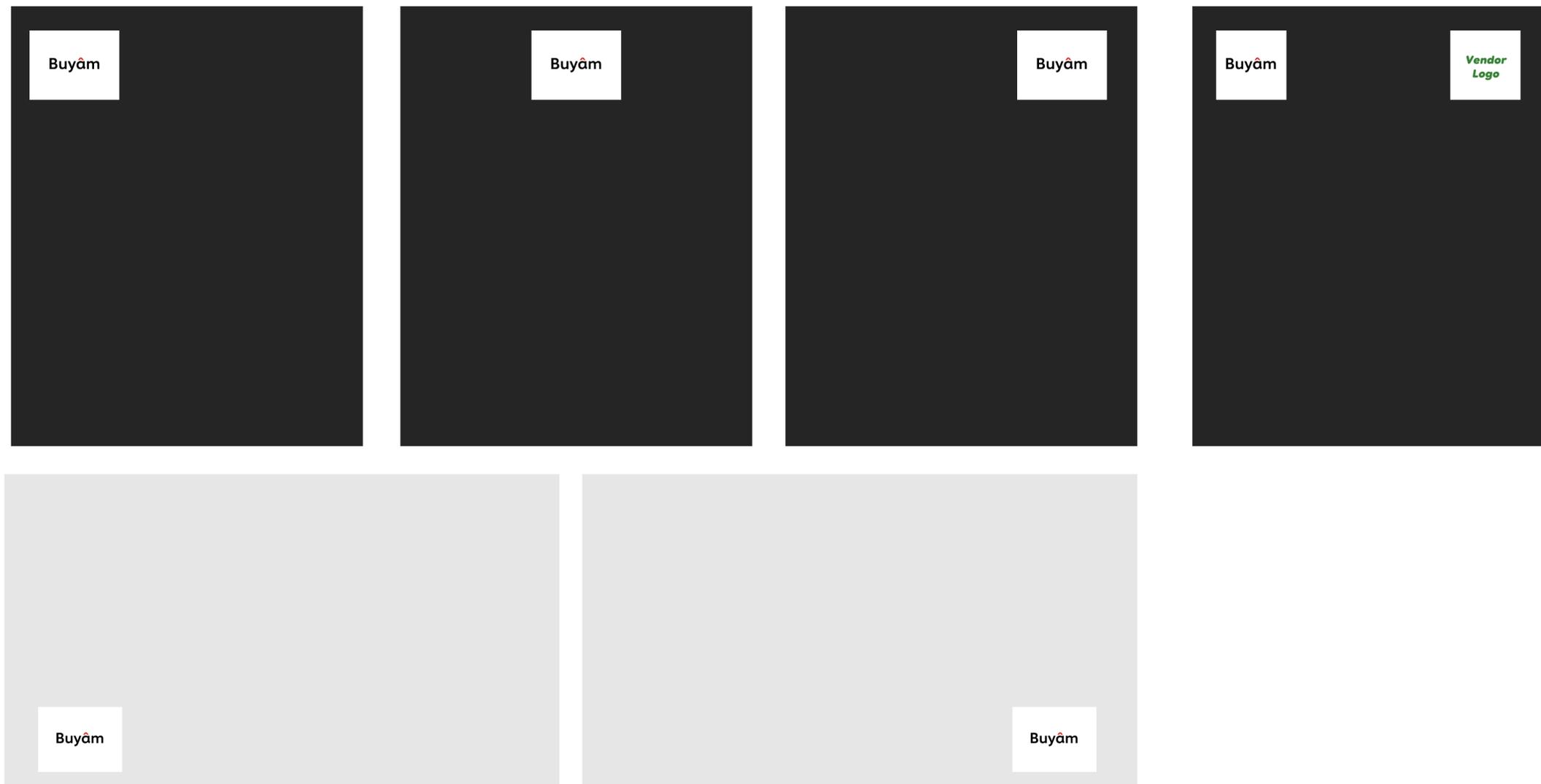
PARTNER LOGO

Buyâm

PARTNER LOGO

# Logo Placement

Logo placement depends on the type of communication and logo usage



# Typography

Buyam uses two distinctive font Families: Carnero and Poppins.

Carnero is primarily used as the Logo font and shouldn't be applied in any marketing material.

Poppins on the other hand is used for print and web copies of the Buyam brand. Mainly in headlines, titles and subheadings.

Use Poppins in the body of a document, e.g., flyers, letters, brochures, posters, and promotional materials

## Logo Font

**Carnero Bold**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890**

## Primary Font

*Poppins Thin*

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890*

*Poppins Extralight Italic*

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890*

**Poppins Medium**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890**

***Poppins SemiBold Italic***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890***

**Poppins ExtraBold**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890**

***Poppins Black Italic***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890***

*Poppins Thin Italic*

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890*

**Poppins Regular**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890**

***Poppins Medium Italic***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890***

**Poppins Bold**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890**

***Poppins ExtraBold Italic***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890***

**Poppins Extralight**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890**

***Poppins Italic***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890***

**Poppins SemiBold**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890**

***Poppins Bold Italic***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890***

**Poppins Black**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890**

**Note:** Poppins font is a free google font and you will need to install it on your computer if you want to use it. You can download the font through the links below.

# Colours

The Buyam colours that make up our colour palette harmoniously represents and maintains our visual identity

across all materials.

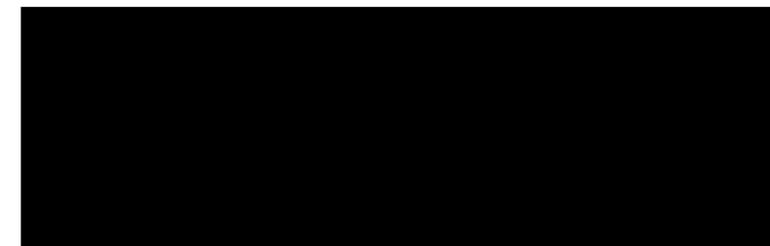
The combination of these colour creates brand awareness and uniqueness, keeping the connection between our brand and our vast client base.

## Primary Colours

For the Buyam brand, we have established two primary colours: Black and Red



**Pantone** 485C  
**CMYK** C 0% M 93% Y 87% K 0%  
**RGB** R 255 G 21 B 21  
**HEX** #FF1515



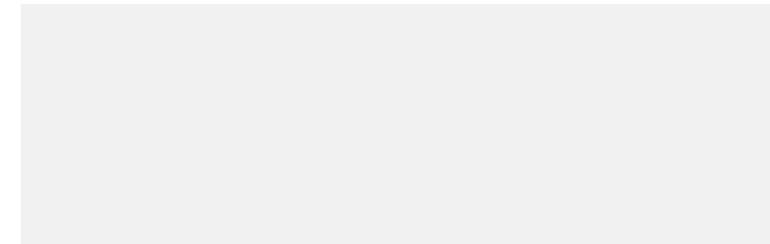
**Pantone** Black  
**CMYK** C 91% M 79% Y 62% K 100%  
**RGB** R 0 G 0 B 0  
**HEX** #000000

## Secondary Colours

The secondary colour palette is used to accentuate parts of the Buyam Designs as well as on the website to identify different section. Make sure to use secondary colours sparingly, if at all, in marketing materials.



**Pantone** 7620C  
**CMYK** C 18% M 92% Y 84% K 0%  
**RGB** R 188 G 47 B 44  
**HEX** #BC2F2C



**Pantone** 663C  
**CMYK** C 7% M 5% Y 5% K 0%  
**RGB** R 241 G 241 B 241  
**HEX** #F1F1F1



**Pantone** 426C  
**CMYK** C 73% M 64% Y 59% K 76%  
**RGB** R 37 G 37 B 37  
**HEX** #252525

## Accent Colour



**Pantone** 106C  
**CMYK** C 6% M 5% Y 80% K 0%  
**RGB** R 250 G 227 B 69  
**HEX** #FAE345

Note: Use the accent colour sparingly. It can cover just 10% of your design



# Promotional Items

Promotional items are going to be produced by the Buyam office. If for some reason find yourself in a situation where you have to produce items with the Buyam brand identity, ensure to stick to the brand rules.

Study the logo incorrect usage (on page 8) specified in this document and make sure to use the correct version of our logo.

Promotional items include t-shirts, rollups, flyers, bags, pens, billboards, posters, banners, caps, presentations and more.

# T-shirts

Buyam T-shirts can be white, Black, Red or Light Grey. Do not use any other t-shirt colour other than those listed.

## Round Neck T-shirts

**Front:** On the front of the t-shirt, place the Buyam logo in a large size so that it is visible from a distance. The logo should be aligned to the centre of the t-shirt with enough clear space around it.

**Back:** The back of the t-shirt should remain blank with nothing printed on it.



## Polo t-shirts

**Front:** On the front of the t-shirt, place the logo on the left chest with a minimum width and height of 3.5" x 3.5" respectively. The positioning can be altered to match the size of the shirt, ensuring that it always looks clear. However, it should not exceed the ratio of 5" x 5".

**Back:** The back of the t-shirt should contain the Buyam Logo, the Buyam catchphrase and a link to the website, respectively. Place all three items at the centre of the back, across the shoulder blades and ensure there is enough clear space around it.

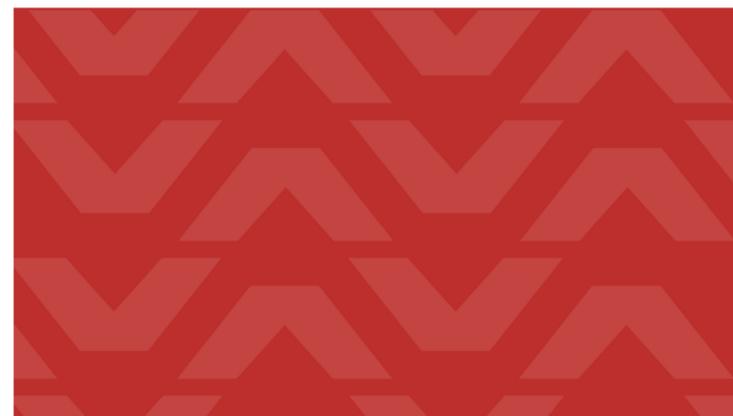


# Other Promotional Items



# Graphic Pattern

The Buyan icon pattern can be used on a variety of different collateral all across the brand.





**Buyâm**

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**Tel:** +237 6 70 41 21 32

**Email:** [info@buyam.co](mailto:info@buyam.co)

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**Brand Guide**