



EXPERT ADVICE

1DIGITAL®

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## Branding & Logo Design for the eCommerce Industry

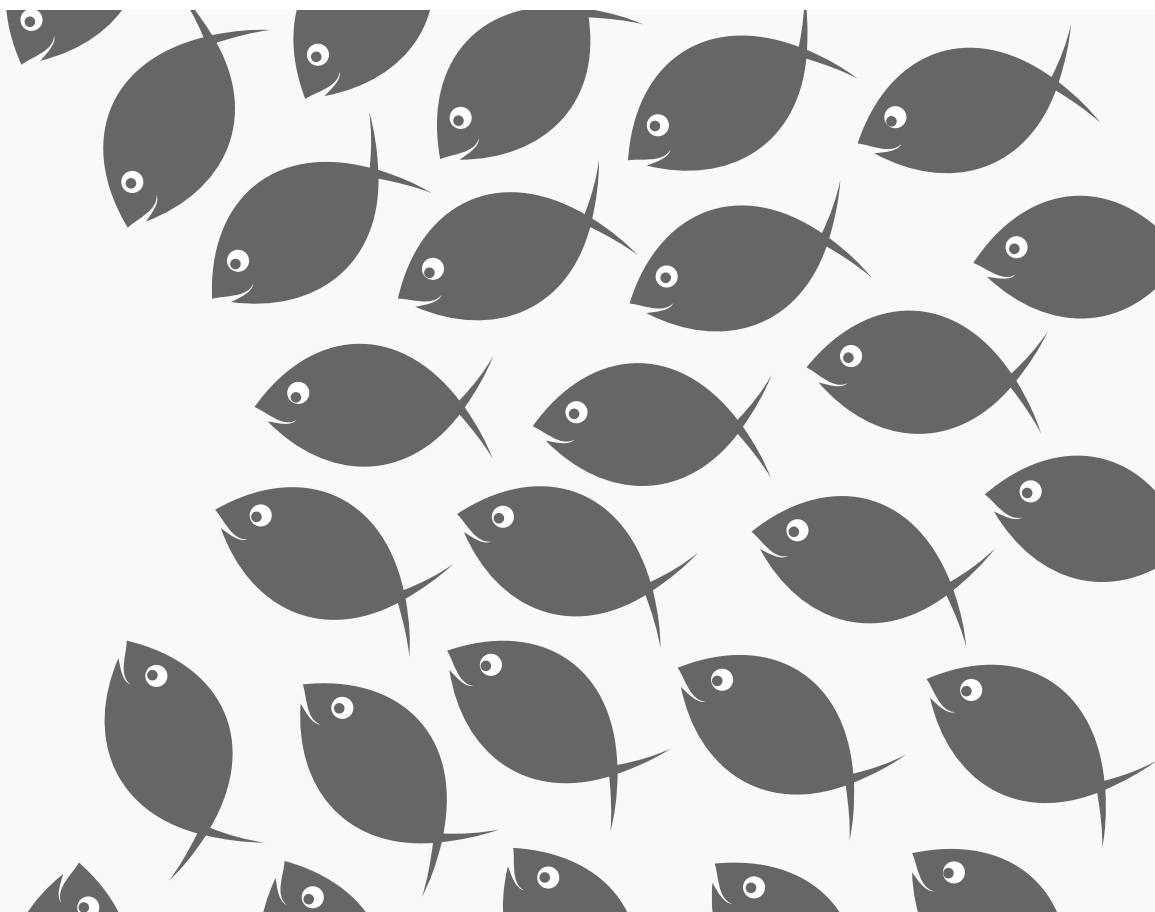
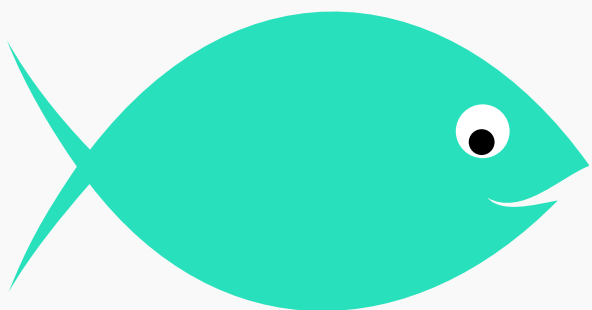
### IF YOU'RE NOT BRANDING YOURSELF, YOU CAN BE SURE OTHERS DO IT FOR YOU.

The web can be a harsh place, where opinions can crystalize within seconds. You need to send a clear message about who you are and what you do that anyone can understand. Online, if you don't define yourself, someone else will do it for you.

Branding is the key to any eCommerce website. It incorporates the business's background and mission and combines it into one overarching visual language that can be used to differentiate your business and your products from competitors.

1Digital Agency is a leading eCommerce design, development, and marketing agency that can help with the branding of your business. We focus on creating a memorable voice and visual style that relays your brand throughout all aspects of your business.

We'll take the time to talk with you about what elements of your brand are and are not working. We use that information to come up with a strategy that creates a consistent experience from design to content creation to provide your customers with a recognizable, trustworthy voice that delivers a seamless message.





SURVEY AND REBRANDING

Tools Identity Landscape

- Solid, masculine, no-nonsense, up-front attitude, evoked through:
- colors: primary colors — red, blue, and (darker) yellow
  - form / shape: generally rectangular (horizontal or triangular) to impart stability
  - spatial / visual weight: self-contained; compact; heavy, sturdy
  - typography: mostly sans serif with no-fuss treatment to suggest mechanical and reliable



Identity Update Criteria

Target Audience

- customers are mostly men
- car dealerships; tire repair shops; collision/body shops; professional mechanics
- DIY-ers
- automotive enthusiasts

Brand Positioning

- current: value, fast, selection, quality, discounts
- new: deals, modern, service, faster, organized

Color Scheme

- red to minimize any branding confusion with past customers
- accent / support: greys (metallic)
- secondary: explore darker yellows

Typography

- sans serif, slab serif
- typeface with intrinsically unique characteristics
- use medium or bolder weight to impart authority and presence, but retaining a level of “modern”

New Logo Considerations

Non-product Brand

JB Tools is an on-line brand with no physical products or locations. Use a simple logo design that is text based.

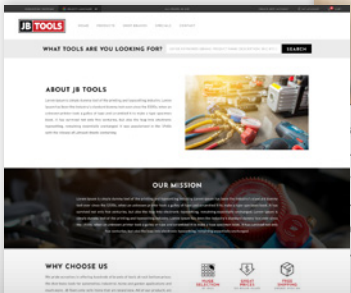
Visually Neutral

As a seller of a plethora of brands and tools, a variety of branding and packaging colors may conflict, if not directly compete for attention.

The new JB Tools logo should retain a neutral color scheme and simplicity.

Quiet and Understated

The should not reflect too closely to other brands to avoid the perception of being in favor, or the confusion that it is part, of another brand. JB Tools logo should serve as a quiet partner as it receives advertising funds from suppliers and the home page is a good spot to capture funds. The mark should allow featured items / manufacturers and deals highlight to stand out.



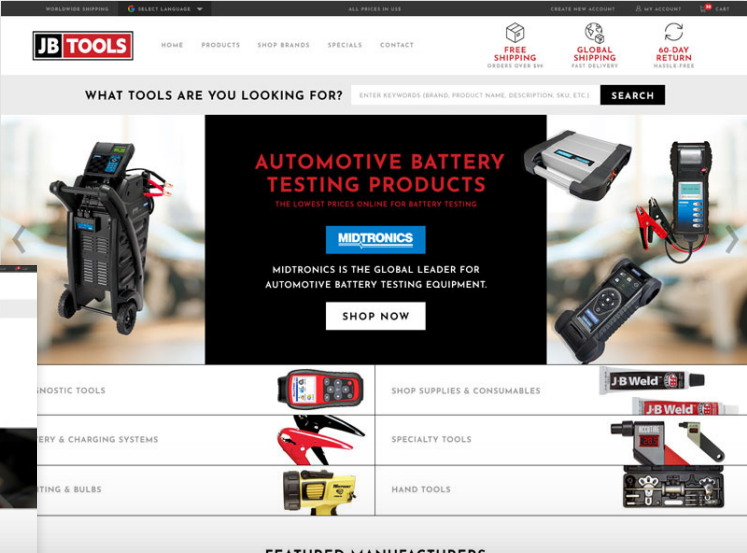
Legacy Logo



Redesign Options



New Logo & Brand identity



Discovery

Through detailed research and analysis, we evaluate your competition and immerse ourselves in your brand.



Planning

A well-thought-out and thoroughly planned strategy lets us create a campaign that works for your brand and your business.



Design

Our skilled graphic designers create consistent logo variations that deliver the true essence of your brand all in one image.



Finalize

Ensuring our plan is in line with your branding views allows for a smooth execution across a variety of medias.



Execution

A streamlined execution throughout provides seamless implementation for peak engagement and brand awareness.



Analysis

Analysis of each campaign gives us insight into future brand initiatives.

One of the most important things every business should have is a logo. Your logo will be the image you display across all physical and digital media so that customers can easily identify your brand and business without ever having to see your name. In order for it to be memorable, a good logo should be simple and incorporate the company’s values. A well-defined brand image communicates the nuances of the business that it represents.

At 1Digital Agency, our talented designers will create a logo that speaks for your brand. They’ll integrate the design of your website with determined colors and fonts for a consistent look throughout all business platforms. Our copywriting team will capture or create the voice of your brand to deliver a personalized tone that speaks to your business and its mission. Unique voice creates the kind of connection that entices long-lasting, loyal customers.

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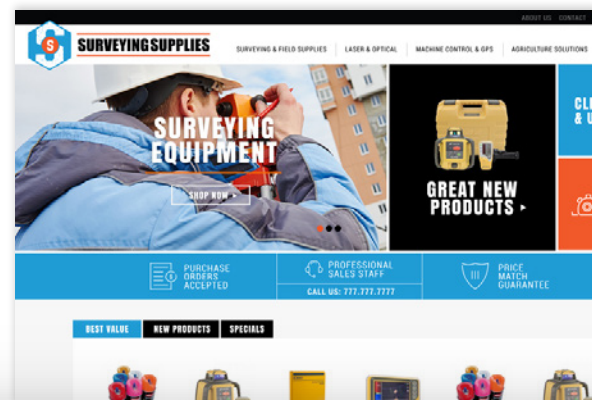
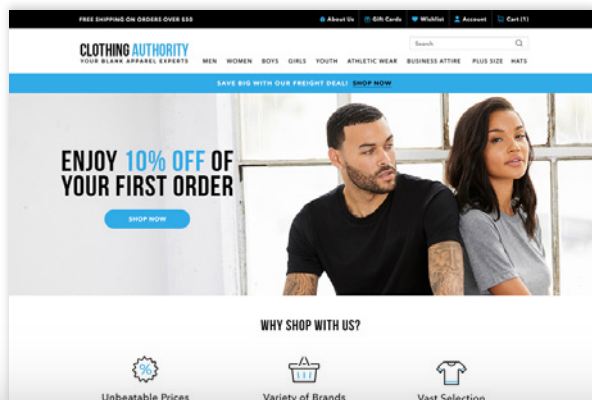
SURVEYING  
SUPPLIES

SURVEYING  
SUPPLIES

SURVEYING  
SUPPLIES

CLOTHING AUTHORITY  
YOUR BLANK APPAREL EXPERTS

SURVEYING SUPPLIES



## CUSTOM DESIGN

With a custom design from 1Digital Agency, your vision can become a reality. Free from the limitations of your template; our designers and developers work together to create a unique and polished look that encompasses the mission and branding of your business and displays it throughout your site for unbeatable user experience.

## CONTENT CREATION

Our creative copywriters know how to capture the tone and voice you want to express and use this to create well-written and engaging content that flows with your brand. Through on-page website copy and content marketing, our writers will enthrall consumers with informative content that begs to be shared and remembered.

## INTEGRATED MARKETING

Integrated marketing efforts offers a unified and consistent brand experience across all of your business platforms. Through implementation of website design and content marketing, our team can deliver a overall feeling of your brand that reflects your mission.

## Instead of finding ways to cope with declining sales, why not take action?

Create the branding your business needs with a digital agency that can deliver a voice and style that's all your own. The 1Digital® boost is only an email or call away.

CONTACT US TODAY.



## ARE YOU CONSIDERING OUR CUSTOM DESIGN SERVICES?

### Partnered with the best and a process that gets it done.

Partnering with platforms like **BigCommerce** & **Shopify Plus** allow us to help our clients scale their eCommerce businesses with custom eCommerce solutions. We've designed hundreds of beautiful eCommerce stores for satisfied clients. Each new project carves, shapes and tweaks our process for the better. We're constantly developing new ways to identify and eliminate anything that causes

delays, creates confusion, misinterprets ideas, or adds expense – anything that puts your absolute satisfaction at risk. And more importantly, we're constantly pushing the envelope on eCommerce web design language with user behavior to ultimately drive higher conversion and customer satisfaction. We're experts when it comes to eCommerce website design & eCommerce user experience.

1DIGITAL®  
Genius Ecommerce®  
Award-Winning  
Digital Marketing Agency

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our portfolio

get started