WOOCOMMERCE

Essential brand guidelines
September 2021

To transform lives and economies by empowering everyone to build and control their own business without compromise.
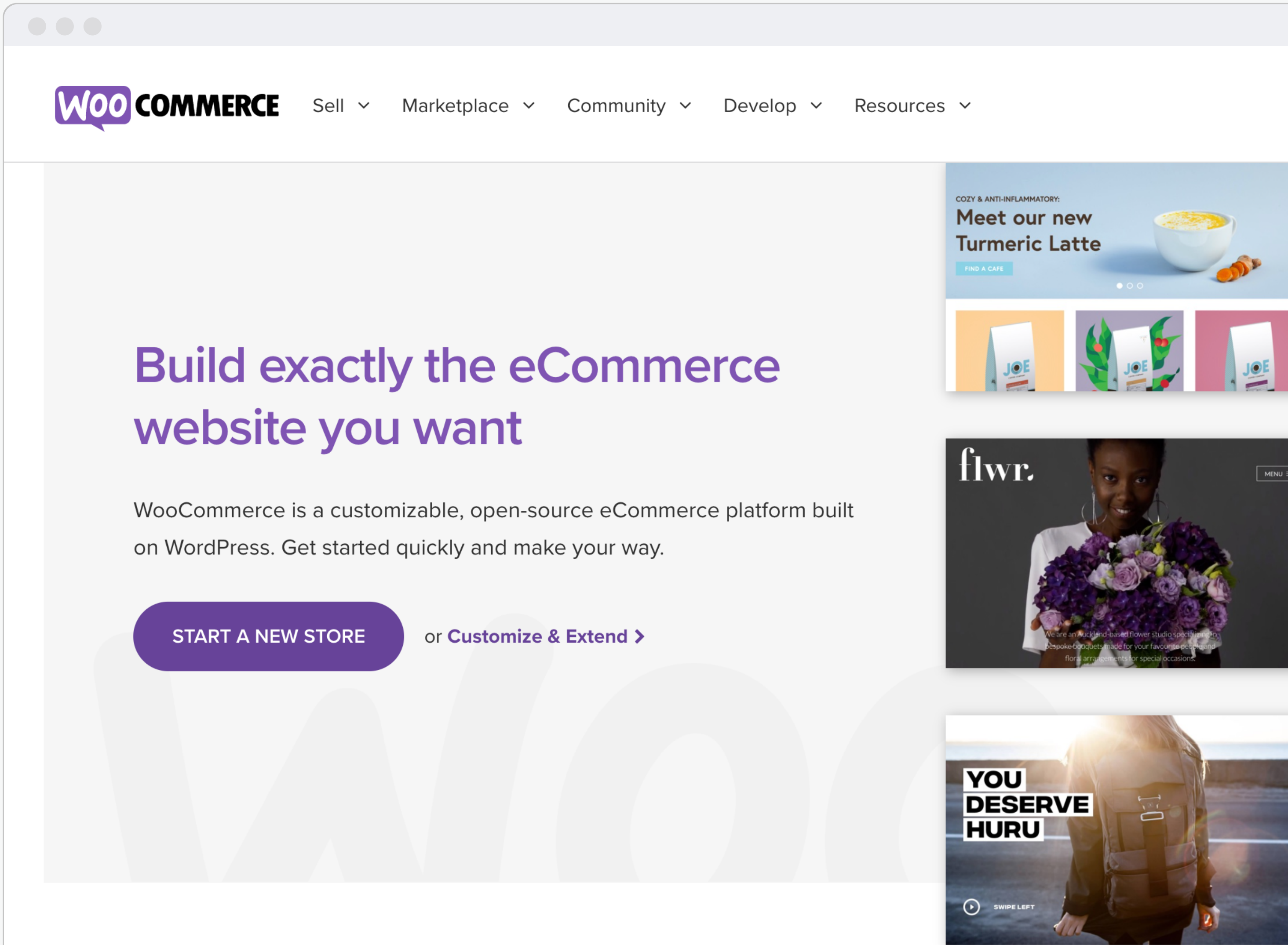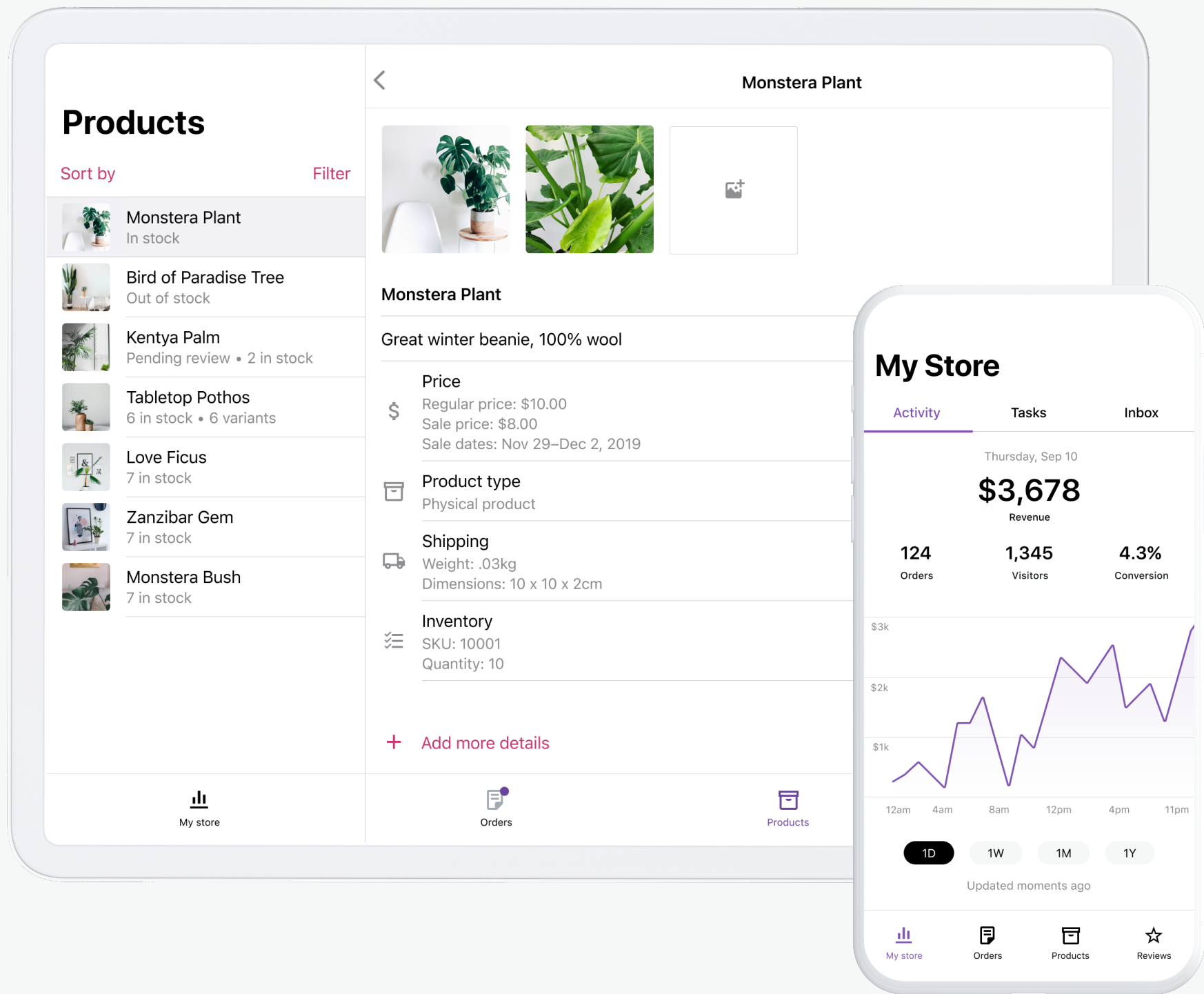
We believe everyone should be free to chart their own path and that everyone has a right to the tools required to do so.

MISSION STATEMENT:

Democratizing Commerce

WOOCOMMERCE

OUR VISION:

WooCommerce is a free, open-source commerce platform built on WordPress. We empower anyone, anywhere, to sell anything with truly unlimited extensibility, flexibility, and control over how they build and evolve their business.

Sell ⌄   Marketplace ⌄   Community ⌄   Develop ⌄   Resources ⌄

Products

Sort by   Filter

Monstera Plant
In stock

Bird of Paradise Tree
Out of stock

Kentya Palm
Pending review • 2 in stock

Tabletop Pothos
6 in stock • 6 variants

Love Ficus
7 in stock

Zanzibar Gem
7 in stock

Monstera Bush
7 in stock

My store   Orders   Products

← Monstera Plant

Monstera Plant

Great winter beanie, 100% wool

Price
Regular price: $10.00
Sale price: $8.00
Sale dates: Nov 29–Dec 2, 2019

Product type
Physical product

Shipping
Weight: .03kg
Dimensions: 10 x 10 x 2cm

Inventory
SKU: 10001
Quantity: 10

+ Add more details

My Store

Activity   Tasks   Inbox

Thursday, Sep 10
$3,678
Revenue

124   1,345   4.3%
Orders   Visitors   Conversion

$3k
$2k
$1k

12am 4am 8am 12pm 4pm 11pm

1D   1W   1M   1Y

Updated moments ago

My store   Orders   Products   Reviews

COZY & ANTI-INFLAMMATORY:
Meet our new Turmeric Latte
FIND A CAFE

Build exactly the eCommerce website you want

WooCommerce is a customizable, open-source eCommerce platform built on WordPress. Get started quickly and make your way.

START A NEW STORE   or **Customize & Extend ›**

flwr.

YOU DESERVE HURU
SWIPE LEFT

Voice and Tone

What we say is influenced by how we say it.

Voice and tone are both important, but they're different. Voice is constant and reflects an identity.

Tone changes depending on the audience, circumstances, emotion, and environment. The WooCommerce voice is uniquely ours and stays the same. Our tone varies.

Voice

The Woo voice is human, plain-speaking, and friendly. We aim to educate and empower users by using clear and consistent language to explain our products and services.

Our voice is:
Confident, happy, helpful, international, smart, and straightforward.

We use:
Active voice — "Jay coded our latest release." vs "The latest release was coded by Jay."
Plain English — No slang, jargon, or chat-speak (LOL, IDK, AFAIK).
Positive phrasing — "Remember your notes." vs "Don't forget your notes."

Woo — Win Others Over by being approachable, knowledgeable, and fun

Tone

Woo's tone is informal and conversational. We consider who we're writing for, where content is posted, and what the ultimate goal or message is. After answering these questions, we can then determine which tone to use.

Woo also has personality and a sense of humor; we feel free to have fun when it's appropriate, and it comes naturally. When in doubt, we know it's best to play it straight.

Logo

The full WooCommerce logo is our official one and is used in all of our and our partners' consumer-facing marketing materials.

Master Logo

WOOCOMMERCE

Standard Lockup

WOOCOMMERCE
Payments

Logo and colors

Use the purple/black logo only light backgrounds, and purple/white on dark background.

WOOCOMMERCE   **WOO**COMMERCE

Use black logos on light backgrounds and white logos on dark backgrounds or images/photos.

WOOCOMMERCE   **WOO**COMMERCE

Logo

Logo best practices

Optimal clear space around the logo.

High-contrast background colors.

High-contrast background colors.

Don't use color logo versions with low-contrast backgrounds.

Don't decrease the legibility of the logo.

Don't change the shape or the layout.

Don't make color modifications.

Don't distort, skew, or rotate the logo.

Don't use the Woo bubble to create new product logos.

Colors

Our primary palette is at the core of our brand identity and should be used for any static or one-off, brand-focused executions (such as business systems, app icons, press materials).

Primary Pallette

Woo Purple 50

RGB: 127, 84, 179
HEX: 7F54B3

Woo Purple 80

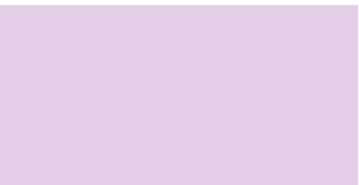RGB: 60, 40, 97
HEX: 3C2861

Black

RGB: 0, 0, 0
HEX: 000000
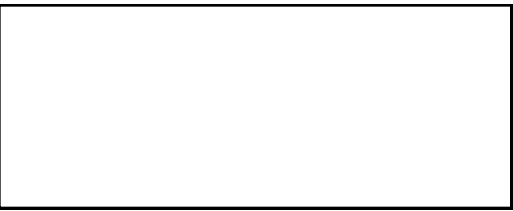
White

RGB: 255, 255, 255
HEX: FFFFFF

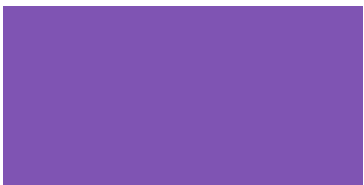## Secondary Pallette
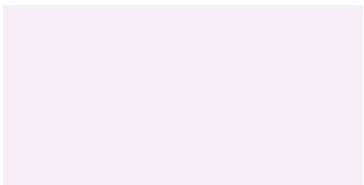
#F7EDF7   #E5CFE8   #D6B4E0   #C792E0   #AF7DD1   #9A69C7
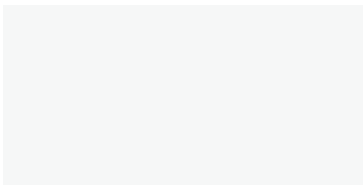
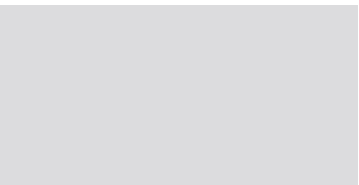#7F54B3   #674399   #533582   #3C2861   #271B3D   #140E1F

#F7EDF7   #E5CFE8   #D6B4E0   #C792E0   #AF7DD1   #9A69C7

Type

Our brand font is Proxima Nova.

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WooCommerce is a customizable, open-source eCommerce platform built on WordPress. Get started quickly and make your way.

Font weights

Bold
Semibold
Regular