

CommercelQ

# BRAND GUIDELINES

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# BRAND VOICE

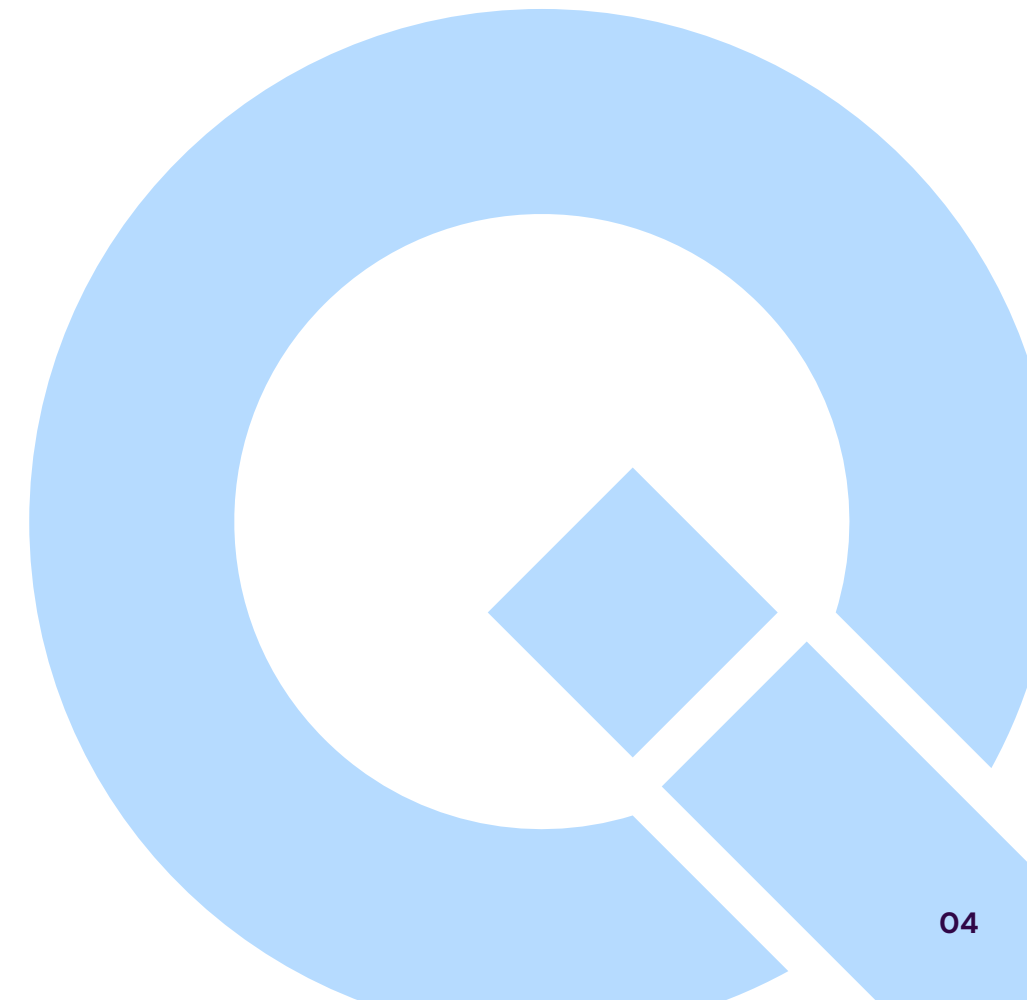
## COMPANY BOILERPLATE

# Who is CommerceIQ?

CommerceIQ's AI-powered digital commerce platform is revolutionizing the way brands sell online. Our unified ecommerce management solutions empower brands to make smarter, faster decisions through insights that optimize the digital shelf, increase retail media ROI and fuel incremental sales across the world's largest marketplaces.

With a global network of more than 900 retailers, our end-to-end platform helps 2,200+ of the world's leading brands transform data into business decisions for profitable growth.

Learn more at [commerceiq.ai](https://commerceiq.ai).



## WHO WE ARE

# Our brand voice

Our customers are busy. They don't have time to comb through verbose copy or search for reasons why they should choose us to help them grow their brands. After all, we exist to make things easier and more efficient for them.

## THAT'S WHY OUR BRAND VOICE IS:

### ABOUT OUR CUSTOMERS, *NOT US*

We focus on how our solutions serve and benefit our customers first. While we do talk about it, we don't lead with our own experience, offerings and solutions.

### EXPERT & INSIGHTFUL

Our customers should know they can count on us for deep industry knowledge and thought leadership to help them succeed.

### INCLUSIVE, EMPATHETIC & RELATABLE

We want our customers to know that we're a part of their community, and they're a valuable part of ours. We understand their challenges and are here to help.

### CLEAR & CONCISE

Less is more; cut to the chase so our customers can get back to their businesses.

### TRUSTWORTHY, FAMILIAR & PERSONAL

We know what we're talking about, but like to keep things authentic and approachable. We write how we speak in person. Less jargon, abbreviations, acronyms and "inside baseball" ... more real talk.



# VISUAL IDENTITY

## Logo wordmark

The custom “Q” mimics the same geometry as our icon — a nod to the ever-adapting technology we provide.

For the majority of communications, the wordmark should only appear in one single color; never apply a two-tone color combination.

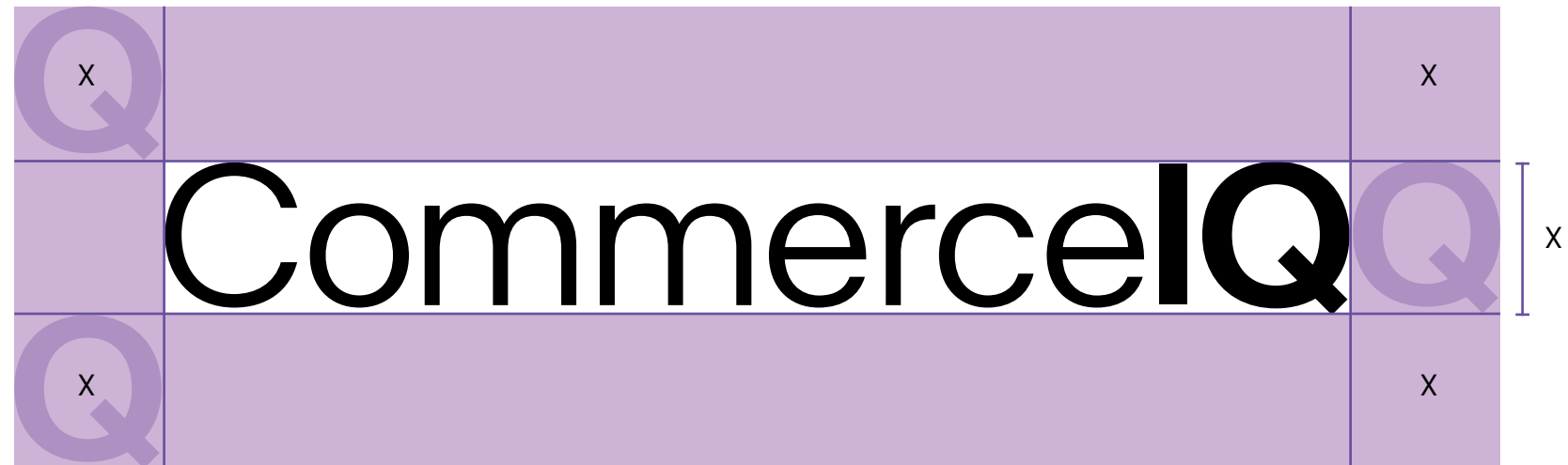
However, it can be shown in all brand colors, singularly.

# CommerceIQ

## Logo wordmark

When placing the wordmark, try to maintain enough clearspace (whitespace around the wordmark) to ensure that other elements don't interfere with its integrity.

The clearspace for our wordmark is equal to the height of our "Q" (illustrated opposite). Please follow the recommended minimum clearspace to ensure legibility in visually crowded environments.



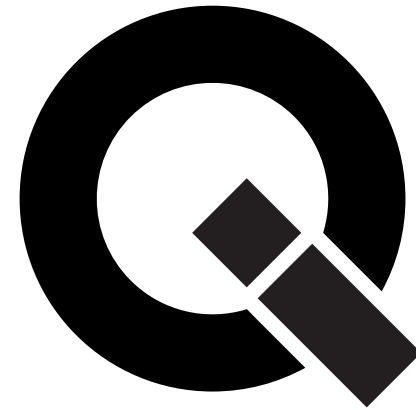
## Logo icon

The CommerceIQ icon is a simple monogram representing the “IQ” in CommerceIQ. It is a supporting element to the brand and should only appear in places where it’s clearly tied to the CommerceIQ brand.

Although it must live in the same space as the wordmark, it should never be combined to create a new lockup. It should only be featured on its own.

The icon also lends itself to motion and should be applied whenever possible.

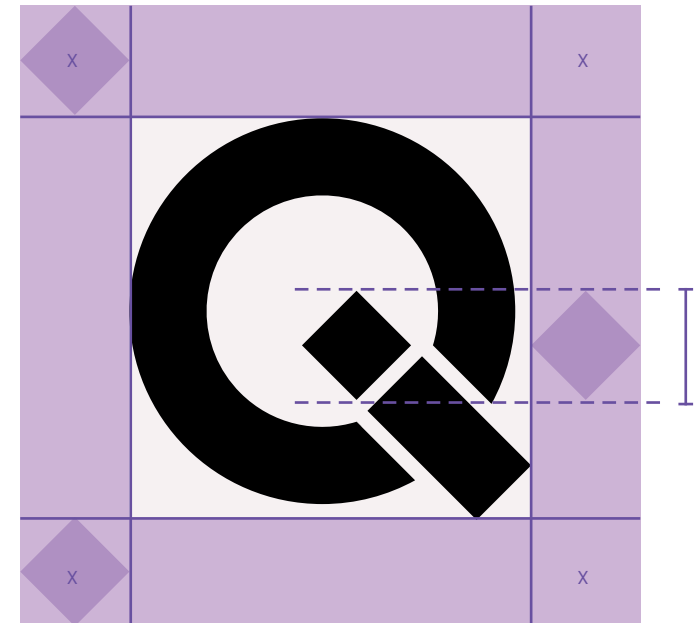
The icon should only appear in one single color; never apply a two-tone color combination. However, it can be shown in all brand colors, singularly.



## Logo icon

When placing the icon, try to maintain enough clearspace (whitespace around the wordmark) to ensure that other elements don't interfere with its integrity.

The clearspace for our wordmark is equal to the height of the diamond that tops the "i" (illustrated opposite) of our monogram. Please follow the recommended minimum clearspace to ensure legibility in visually crowded environments.



## Logo scale

Establishing a sizing maximum and minimum ensures the impact and legibility of the logo is never compromised in application.

### Maximum size

Our logo can be scaled to suit any application in both print and digital communications.

### Minimum size

In print the minimum size is .25" (6.35mm), and in digital it's 20 pixels high for both our primary and shorthand.

For our icon, the minimum size is .42" (10.58mm), and in digital it's 30 pixels high.

To ensure legibility, don't use the logo smaller than the recommended minimum sizes for print or digital communications.



## Logo: Things to avoid

To ensure the integrity and legibility of our identity, never alter or modify any of the CommerceIQ logos in any way.

Its orientation, color and composition should remain as indicated in this document—there are no exceptions.

To illustrate this point, there are some things to avoid displayed to the right. This is not an all-inclusive list and only highlights a few common mistakes. Please use your best judgment when applying the logo.

Although we only used the primary logo to illustrate these errors, please note these rules apply to all CommerceIQ branded logos.



*CommerceIQ*

Do not distort, skew, or rotate the logo.



CommerceIQ

Do not add effects or gradient.



CommerceIQ

Do not change the size/relationship between words or characters



Commerce IQ

Do not alter word or character placement.



CommerceIQ

Do not combine multiple colors



CommerceIQ

Do not use other typefaces.



IQ

Do not use part of the mark on its own.



CommerceIQ

Do not add textures or effects to the logo

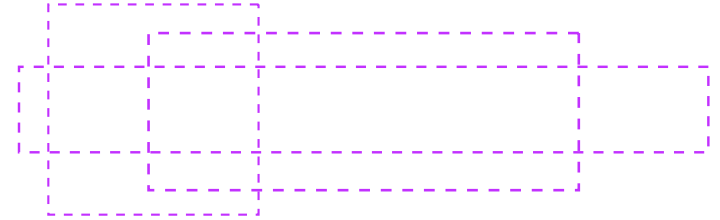
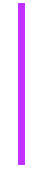


Do not place the logo on photos with busy backgrounds or poor contrast.

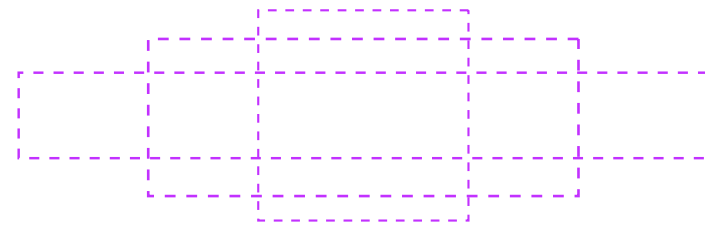
## Logo partnerships

Ensure equal weight and divider treatment for logo lockups featuring our partners or promotions.

CommerceIQ

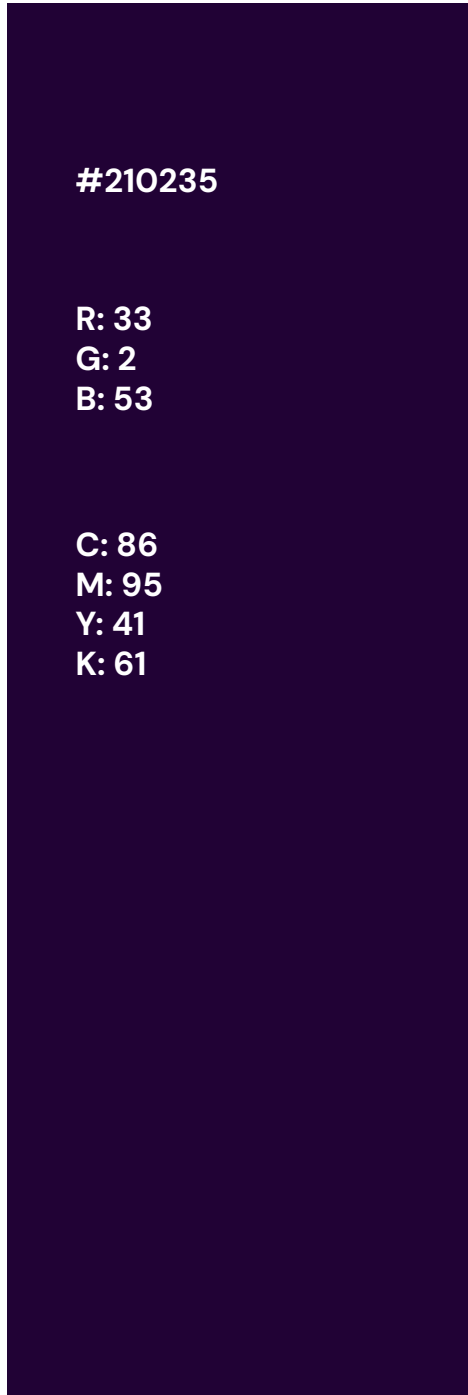


CommerceIQ





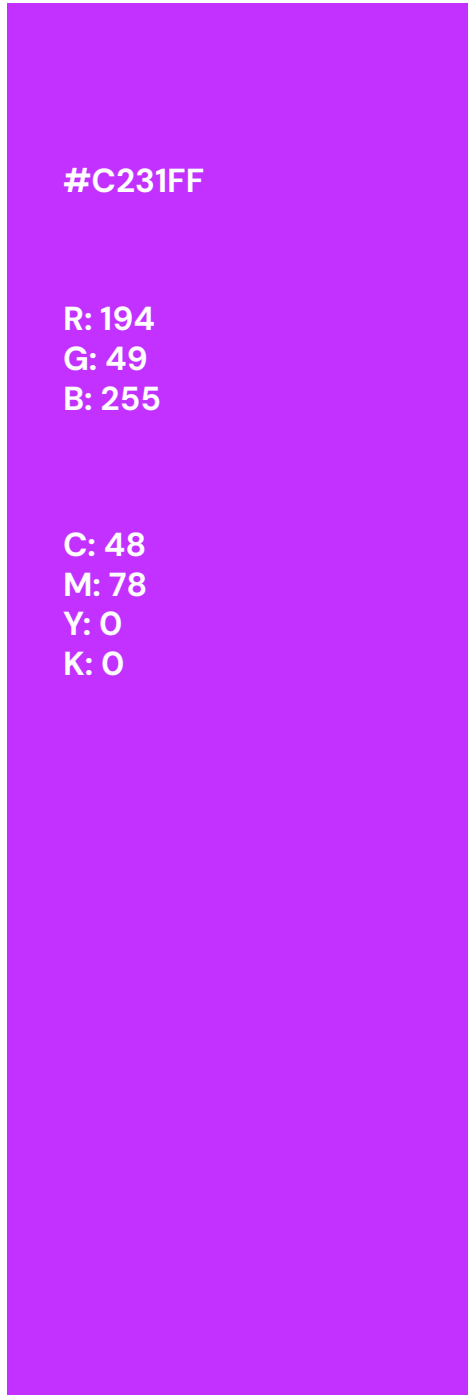
# COLOR SYSTEM



#210235

R: 33  
G: 2  
B: 53

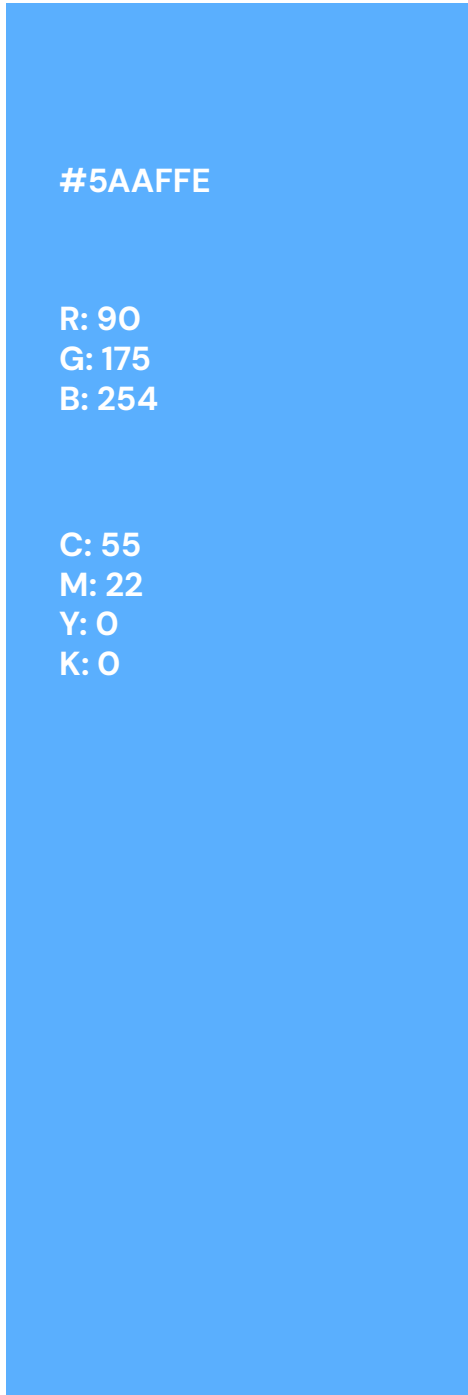
C: 86  
M: 95  
Y: 41  
K: 61



#C231FF

R: 194  
G: 49  
B: 255

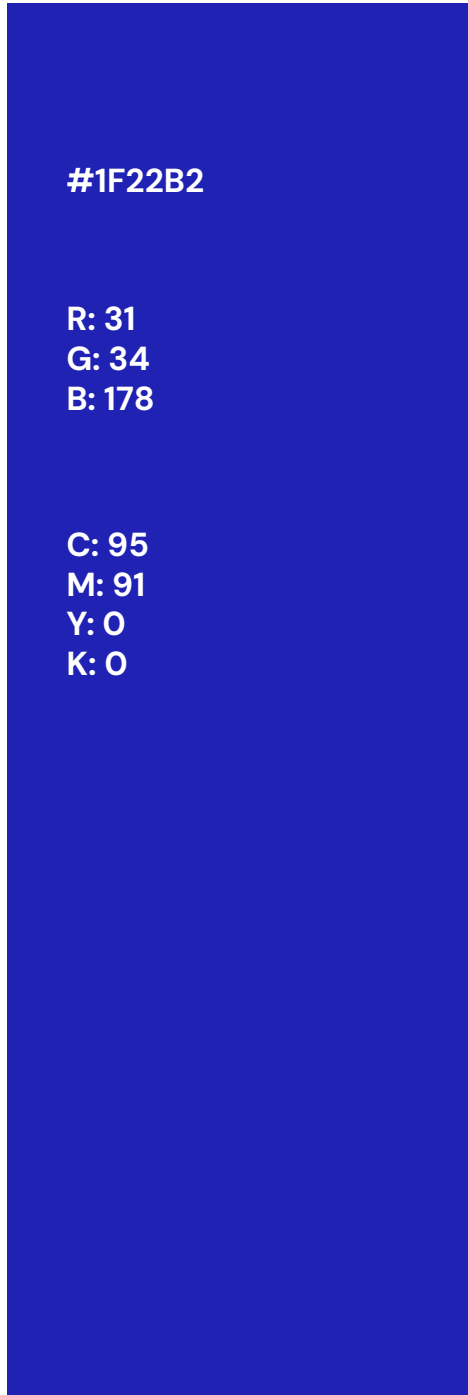
C: 48  
M: 78  
Y: 0  
K: 0



#5A AF FE

R: 90  
G: 175  
B: 254

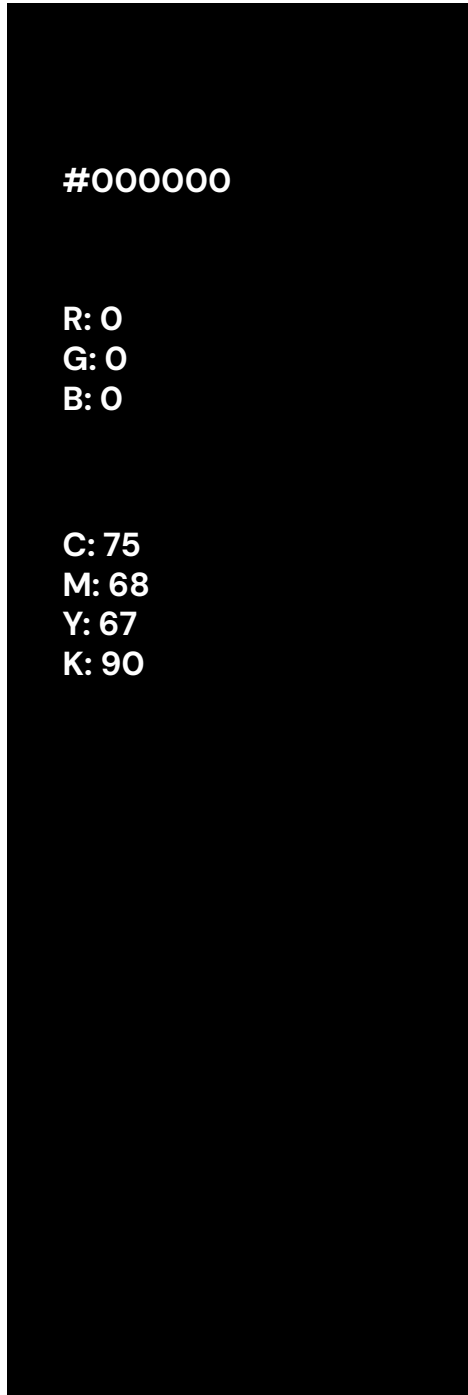
C: 55  
M: 22  
Y: 0  
K: 0



#1F22B2

R: 31  
G: 34  
B: 178

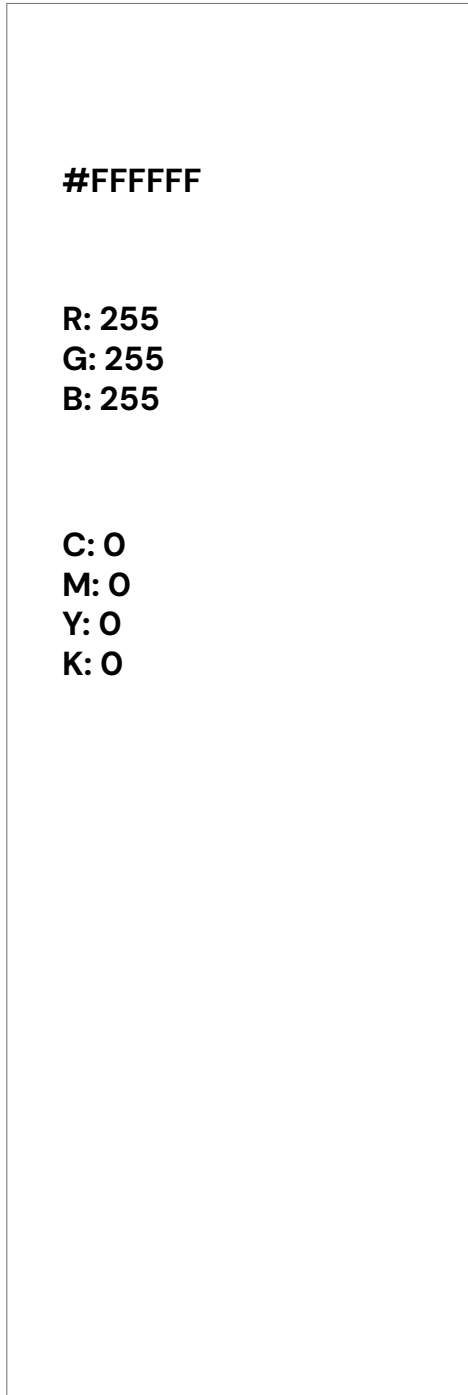
C: 95  
M: 91  
Y: 0  
K: 0



#000000

R: 0  
G: 0  
B: 0

C: 75  
M: 68  
Y: 67  
K: 90



#FFFFFF

R: 255  
G: 255  
B: 255

C: 0  
M: 0  
Y: 0  
K: 0



# TYPOGRAPHY

# DM Sans

## PRIMARY FONT

Light *Light Italic*  
Regular *Italic*  
Bold *Bold Italic*  
Black *Black Italic*

1234567890

!@#\$%^&\*()

AaBb



# PATTERNS

## Electric. Intelligent. Always in motion.

This visual direction captures the essence of CommerceIQ's AI-driven approach to retail: dynamic, data-powered and built for constant evolution.

The flowing waveforms and illuminated grid represent the movement and energy of a system that never stands still—mirroring how our AI agents operate in real time, translating signals into smart, immediate action.

The vibrant purples and electric gradients nod to innovation and precision, creating a visual identity that feels both high-tech and human. Just like CommerceIQ.

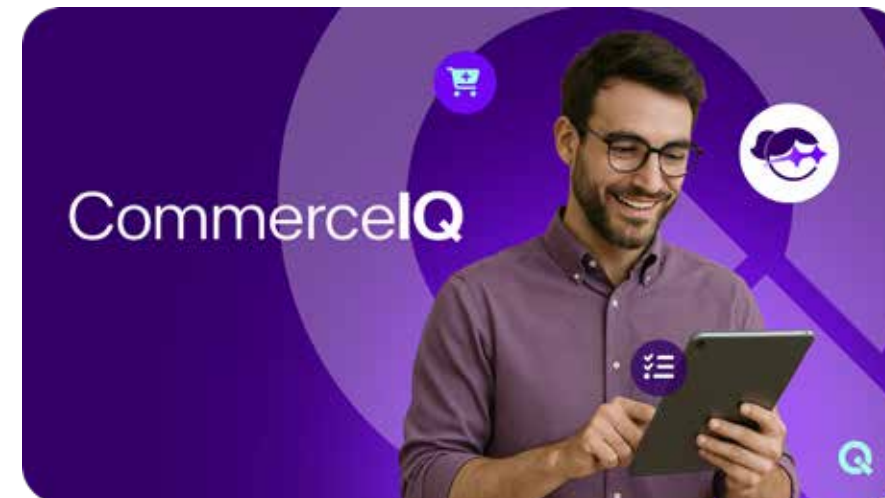


# PHOTOGRAPHY

# Photography

Our photography should feel innovative, intelligent and human-centered. Think candid, confident subjects, tech-forward environments and abstract details that hint at data, motion or connectivity. Aim for authentic moments that reflect trust, progress and thoughtful design.

When treating with backgrounds or design elements, use individual subjects placed over the elements to ensure consistent application of graphic components.

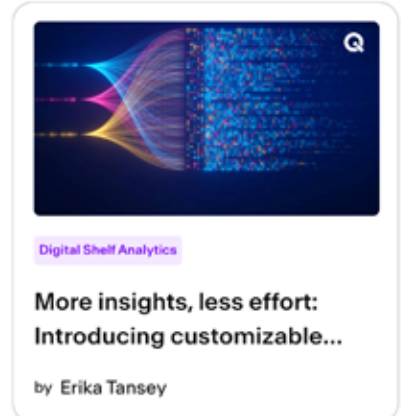
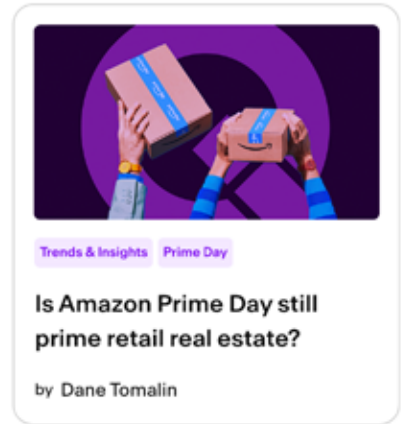
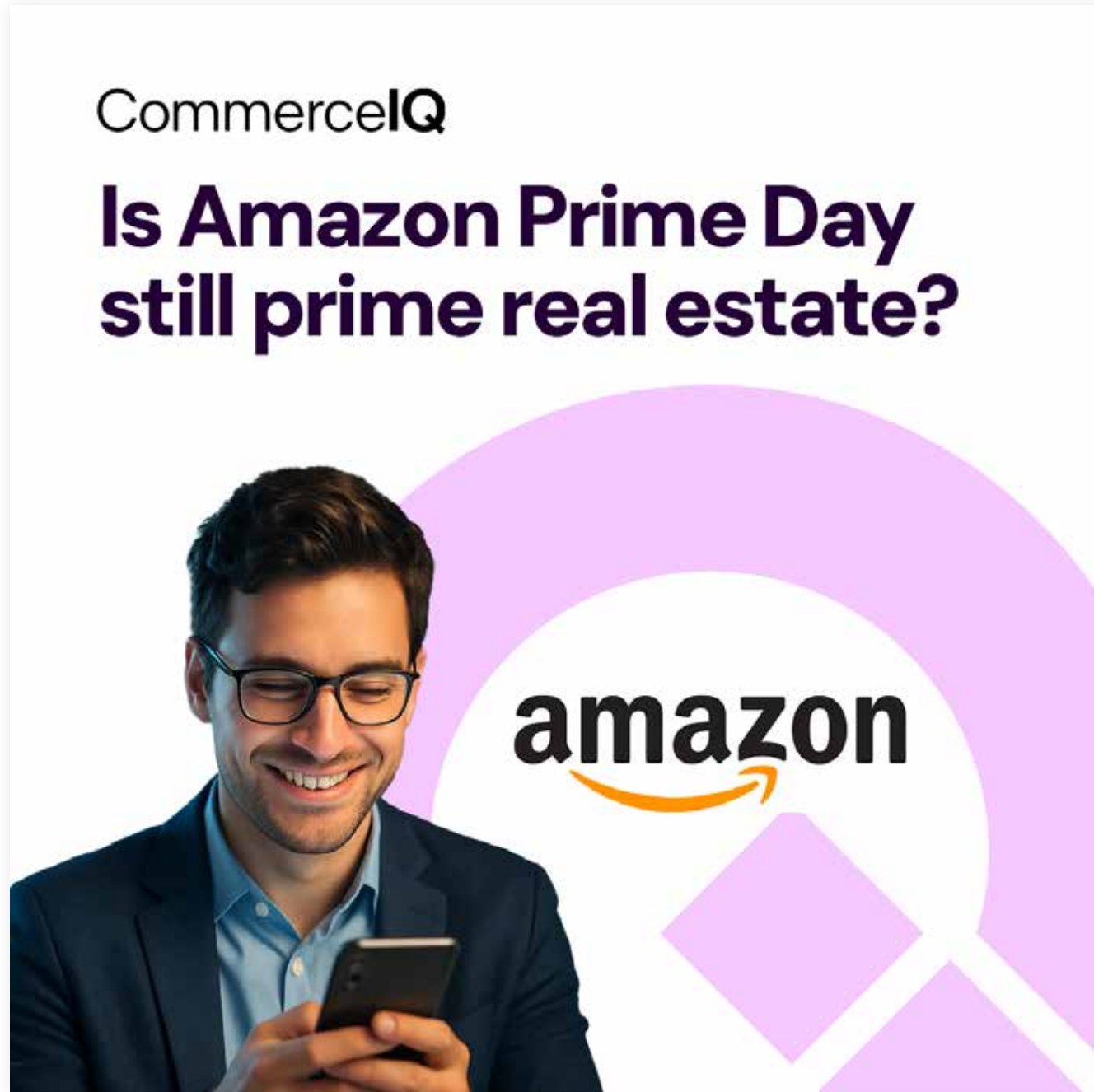




# APPLICATIONS



# SOCIAL / GRAPHICS





# EVENTS + COLLATERAL



CommerceIQ


**CASE STUDY**

## Cracking the code to incremental sales

How Eggland's Best achieved double-digit growth in online unit sales



**THE CUSTOMER**

**Eggland's Best**

Eggland's Best is America's #1 egg brand, delivering farmfresh better tasting, better nutrition eggs to consumers across the US for more than three decades. The brand's eggs have been the recipient of more than 100 awards and honors for superior taste, nutrition, freshness, and variety.

**THE CHALLENGE**

**Standing out in a tightly-packed marketplace**

In a competitive, low-cost commodity market, Eggland's Best needed to differentiate its product while navigating the complexity of selling everywhere from local grocery stores to national chains. Additionally, the brand lacked the deep insights necessary to optimize performance and advertising investments across retail media platforms in real time. But tight budget constraints due to the cost of eggs – and the need to move more units without overspending on consumer acquisition costs – required a new commerce strategy to drive digital sales in pickup and delivery online while lifting in-store sales, too.

**THE SOLUTION**

**Winning over new egg-lovers with Retail Media Management**

Eggland's Best is America's #1 egg brand, delivering farmfresh better tasting, better nutrition eggs to consumers across the US for more than three decades. The brand's eggs have been the recipient of more than 100 awards and honors for superior taste, nutrition, freshness, and variety.

**THE RESULTS**

↑ Ad spend efficiency

Double-digit growth in online unit sales

Up to 33% increase in new customer engagement

Return to growth sales online and in store

+\$7 ROAS

**Ready to take your ecommerce strategy to the next level?**

Request a demo




# SWAG





# COPY & CONTENT STYLE GUIDE

**This living document outlines a set of standards and guidelines that help ensure consistency and clarity in written content across the CommerceIQ brand.**

## General style notes

### Say what you mean

Instead of “CommercelQ’s services can help brands to drive revenue” say “CommercelQ drives brand revenue”.

### Less is more

Instead of “Utilize the full set of solutions CommercelQ has to offer” say “Use the full CommercelQ solution set”.

### Avoid the passive voice

Instead of “Increase conversions by integrating this solution to attract customers” say “Integrate this solution to attract customers and increase conversions.”

## Official product names

Our product names are more than just labels—they’re part of our brand identity. Using consistent, official names across all customer-facing content ensures clarity, builds trust and reinforces our positioning in the market.

Official product and feature names should be capitalized (e.g., **Shipment Tracker**), while general feature descriptions should remain lowercase (e.g., *automated bidding, inventory alerts*).

**Avoid legacy names like Nexis, Campaign Optimizer, ESM, Budget Optimizer and Hourly Bidder**, which may still be visible to a small group of early customers but no longer reflect our current product suite. Consistency helps eliminate confusion, especially as our offerings evolve.

## Official naming list below:

Platform	
CommercelQ AI Platform	
<hr/>	
Products	Add-ons
Amazon Copilot	<ul style="list-style-type: none"> <li>Ally<sup>AI</sup> Sales Teammate</li> <li>Market Share</li> </ul>
<hr/>	
Digital Shelf Optimization	<ul style="list-style-type: none"> <li>Ally<sup>AI</sup> Category Teammate</li> <li>Location Based Analytics</li> </ul>
<hr/>	
Retail Media Management	<ul style="list-style-type: none"> <li>Ally<sup>AI</sup> Media Teammate</li> </ul>

## Hierarchy of style

When writing for CommerceIQ, we follow a specific order of priority to guide our content decisions. Think of it as a decision-making ladder for how to format, phrase or style something:

- 1. CommerceIQ style (this document)**

This is the primary guide. Always follow CommerceIQ's style first—this includes our tone, grammar preferences (like no Oxford commas), headline casing and formatting rules

- 2. Brand / partner style guide (where relevant)**

If you're writing content on behalf of or in collaboration with a brand or partner, refer to their style guide for any brand-specific rules—but only after applying CommerceIQ style.

- 3. AP style**

If something isn't covered in the CommerceIQ or partner guides, default to Associated Press (AP) style, which is the standard for clarity and consistency in marketing and media writing.

- 4. Editor's discretion**

If none of the above applies, editors can make a judgment call based on what's clearest and most appropriate for the audience, platform and purpose.

## Headlines

- Eyebrows use all capital letters
- Always use sentence case (easier to digest, generally performs better in digital)
  - Exception: Title case headlines are only used in press releases (Ex: CommerceIQ Partners With Cutting-Edge Data Analytics Company)
- The first word after a colon is capitalized in a headline or subheadline
- Do not include periods on headlines or subheadlines
  - Exception: Use periods only if required in a two+ sentence headline (Ex: Increase efficiency. Reduce costs. Do more with less.)
- Use & vs. and
  - Exception: Headlines for press releases use “And”

## Capitalization & proper nouns

- Default to sentence case in all use cases except press releases & eyebrows
  - This includes CTAs & digital buttons (Ex: Request a demo)
- Only product names & proper nouns (names, countries, cities, etc.) are capitalized
- Brands are referred to as singular nouns (“Nestle expanded its customer base”, not “their customer base”)
- Capitalize the first word after a colon (:) in a bullet point (Ex: Unified data: Connect all your retail data in one platform)
- Job titles are lowercase unless they precede a name (Ex: Director of Product Marketing Dane Tomalin vs. Dane Tomalin, director of product marketing)

## Brands, partners & retailers

- Ensure you have permission to use a brand, partner or retailer name/logo
- Refer to brand, partner & retailer style guides for any public-facing mentions

## Competition

- We never speak ill of the competition—only showcase how we’re the better choice for our customers & prospects
- Do not use competitor names in metadata, website content or other public-facing marketing content (legal implications)

## Words we don’t use

- Clients (prefer customers)
- Users (prefer customers)
- Utilize (prefer use)
- CIQ (internal use only)
- CIA or “Connected. Intelligent. Automated.” (internal use only)
- Nexis
- Goal Based Optimizer or GBO (replaced by AllyAI Goal Optimizer)

## Punctuation

- “&” in titles, headlines, bullet points; “and” in body copy
- Exceptions: In slides or other formats where space is limited use “&” throughout headline & body copy
- No Oxford commas (unless in the case a sentence is so long it’s required to slow down / clarify reading)
- Space before & after ellipses (example ... example)
- Space before & after en dashes (example – example)
- No spaces before & after em dashes (example—example)
- No periods at the end of bullet points
- Add spaces before & after a slash ( / ) to increase readability in graphics
- Exclamation points (!): Use sparingly
- Always use double quotation marks (“ ”)
- Exceptions are a quote within a quote or press release headline

## Contractions

- Always create a conversational tone using contractions: you’ll vs. you will, we’ll vs. we will, it’s vs. it is, etc.

## Dates & times

- Dates do not require suffixes like “th” or “rd” (Ex: Jan. 17 is preferred to Jan. 17th)
- am, pm (lowercase, no periods)
- Include a space after the preceding numeral: 7 am – 4 pm
- ET, PT (for Eastern & Pacific Time)

Ex: Live webinar: Jan. 17 | 12 pm ET | 9 am PT

## Bullet points

- No periods at the end of bullet points
- First word of a bullet point is capitalized
- Use & when possible to conserve character count
- If “and” appears more than once in the bullet, default to & on the second usage

## Numbers

- Numbers less than 10 are spelled out in body copy (AP style)
- Numerals in headlines / metadata can be used for impact/character count if needed
- The first word after a numeral is capitalized in a headline
- Level 0, 1, 2, etc. deck titles use the numeral

## Abbreviations, acronyms & preferred spellings

- CIQ: Internal usage only – do not use this abbreviation for any customer-facing / public content
- Avoid using internal or lesser-known abbreviations & acronyms in public-facing copy (individual use cases may be at editor’s discretion)
- Cite all abbreviations & acronyms on the first reference (Ex: Our Retail Media Management (RMM) solution helps brands make better advertising investments.)
- Once cited, use the abbreviation or acronym on subsequent reference(s)
- ecommerce (lowercase unless first word of a sentence or bullet)
- DTC
- B2B
- multichannel
- omnichannel
- third-party seller (3P on second use)
- SKU (acceptable on first use; no need to spell out Stock Keeping Unit)
- generative AI or genAI
- agentic AI
- eBook
- whitepaper

## Industry & category names

Industry names and categories are treated as proper nouns (capitalized) and use “&” vs. “and” unless automated in content from a direct source that treats them differently (data pulls).

- Alcohol
- Automotive
- Baby Products
- Beauty & Personal Care
- Clothing, Shoes & Jewelry
- Consumer Packaged Goods (CPG)
- Electronics
- Furniture & Decor
- Grocery & Gourmet Food
- Health & Beauty
- Health & Household
- Home & Kitchen
- Industrial & Scientific
- Kitchen & Dining
- Office & School Supplies
- Patio, Lawn & Garden
- Pet Supplies
- Sports & Outdoors
- Tools & Home Improvement
- Toys & Games

## Metrics & data

When writing about metrics and performance data, always use sentence case in body copy—even if the term feels important.

Metrics like return on ad spend, conversion rate and share of voice are not proper nouns and shouldn't be capitalized in articles, blogs or web content.

Abbreviations and acronyms like ROAS, CTR and AOV are acceptable on second use in long-form content, as long as the full term is spelled out first. In formats like decks, dashboards, infographics and reports, acronyms are fine to use upfront—just be sure your audience is familiar with them or define them clearly when needed.

### Examples: to match exceptions below

- return on ad spend (ROAS)
- incremental return on ad spend (iROAS)
- cost per click (CPC)
- click-through rate (CTR)
- share of voice (SOV)
- glance views
- out of stock (OOS)
- gross merchandise value (GMV)
- average selling price (ASP)
- on hand inventory (OHI)
- etc.

### Exceptions:

- Buy Box (capitalize if referring to Amazon's)

## Digital assets

### Keep it short. Keep it clear.

When designing digital assets—whether it's a banner, a module, or a tile—space is at a premium. Short, scannable copy ensures your message lands fast, especially on mobile. It helps preserve clean layouts, reduces visual clutter and respects strict character limits.

Remember, concise content isn't just good design ... it's good communication.

## Website & landing pages

- Metadata
  - Page titles: Asset type: Asset name | CommerceIQ
    - Ex: Industry report: How AI optimizes the digital shelf | CommerceIQ
  - Meta descriptions: 160 character or less

## Emails

- Subject & preview lines: Sentence case
- Email subject line: 45 character max (including emojis)
- Email copy: 150 word limit preferred
  - Use bullet points to make copy more digestible

## Social media

- Hashtags: Lowercase unless two words or more (Ex: #ecommerce)
  - Capitalize each word of a multi-word hashtag (Ex: #DigitalCommerce)

## Style guide exceptions

- Content with an SME or executive as the author should acknowledge brand guidelines but allow for personal style & personality to shine through (*at editor's discretion*)
- Content published in outside publications will follow that publication's style guidelines
- BDR & sales cadences should take a more familiar tone to avoid "marketing speak" in email communications