Logo guidelines
Primary logo

This is our logo, the one that should always be used. There are two versions available to ensure optimum legibility.

**MAIN LOGO**
This version of the BigCommerce logo should be used whenever possible.

**INVERTED LOGO**
This white version of the logo works well on dark and busy backgrounds.
Primary logo mark

This is our logo stripped of its wordmark. It should be used only when space is limited.

LOGO MARK
This version of the BigCommerce logo mark should be whenever possible.

INVERTED LOGO MARK
This white version of the logo mark works well on dark and busy backgrounds.
Primary logo colors

We offer two color options for the logo to ensure optimum contrast, legibility and reproduction quality for all printing processes and digital needs. These options are both meant for lighter backgrounds. For dark or busy backgrounds, please use the inverted version.

**PRIMARY BIGCOMMERCE BLACK**

Web: #34313F  
R: 52 G: 49 B: 63  
C: 75 M: 72 Y: 51 K: 51  
Pantone: 5255C
Clearspace rules

Our logo works best when it has enough room to breathe. No other logos, type or other graphical elements should infringe on its space.

**LOGO**

The minimum clearspace around the logotype is equivalent to 1/2 of its height.

**LOGO MARK**

The logo mark should have a minimum clearspace equivalent to its height.
Improper logo usage

Previous versions of our logo should never be used, and the logotype should never appear in a line or block of text. Here are other improper usages of the logo and logo mark.

- Logotype using two brand colors
- Logotype inconsistent with brand colors
- Letters are stretched out and distorted
- Separating and stacking the logo
- Stacking logo mark on top of “BIGCOMMERCE”
- Stacking logo mark on top of “BIGCOMMERCE”
- Old logo
- Old logo
Using the ‘B’ as a letter in the logotype

Using the ‘B’ with initial caps

Using logotype with our logo mark

Using non-branded typefaces with logo
Minimum size

To preserve legibility, the logotype should never be printed smaller than 1” and should never appear at less than 100 pixels in digital formats. The logomark should never be printed smaller than .25” and never appear at less than 25px in digital formats.
In text

In copy, “BigCommerce” should always appear as one word with a capital “B” and a capital “C”. In sentences, the BigCommerce logo is never to be used in place of text.

BigCommerce

**PROPER USAGE**

BigCommerce is the leading ecommerce platform for fast growing businesses.

**IMPROPER USAGE**

BigCommerce is the leading ecommerce platform for fast growing businesses.
Program lockups

Certain programs within the BigCommerce ecosystem have their own logo lockups for easy, consistent identification. That includes our Marketplace, Partner and Developer programs.
Partner lockup

This standardized lockup should be used when co-branding websites, printed materials or other assets for partnerships.

**PRIMARY LOGO PARTNER LOCKUP**

This is the preferred logo lockup for use in partnerships.

![Primary Logo Partner Lockup](image)

**LOGO MARK PARTNER LOCKUP**

This version should be used if space is limited.

![Logo Mark Partner Lockup](image)