

Overview

The proper implementation of our visual identity is essential for promoting, maintaining, and protecting the equity and value of our brand. These guidelines have been created to direct implementation of the Compatible Application visual brand expressions.

They are meant to provide a technical understanding of the structure and makeup of our new signature and to inform all future brand communication decisions. Adhering to the specifications and standards outlined in these guidelines will ensure a consistent and strong brand presentation.



Program Logos

The logo system consists of four distinct marks: Compatible Application, Developers Program and two types of Certified Provider certifications. There are different levels of qualification for each program. Color has been used to signify the appropriate relationship to the core eBay brand. Please refer to the appropriate eBay logo system guidelines document for specific information about the use of these logos. This document focuses on the guidelines for using the eBay Compatible Application logo.

Compatible Application Logo

The eBay Compatible Application logo can only be displayed by Commercial Tier members of the program in good standing and must be associated with the application that has passed our review process.



Developers Program Logos

The eBay Developers Program logo is used primarily by eBay.

The Member logo is used by Third Party Developers that are part of the program.



Certification Logos

The eBay Certified Provider logos are only to be used by companies in the Certified Provider Program. Please reference separate guidelines for the usage of these Certification logos.



Configuration

The preferred logo configuration is shown below. Always use the approved signature artwork provided by eBay. Do not recreate or alter any of the elements in the signature artwork. There is not a horizontal version of the eBay Compatible Application logo configuration.

Preferred logotype



Minimum Size

Minimum size refers to the smallest size at which the eBay Compatible Application logo may be reproduced and still maintain legibility.

To ensure its legibility, the minimum reproduction size of the preferred logo is .5" in length. The logo should scale proportionally.

Preferred logo



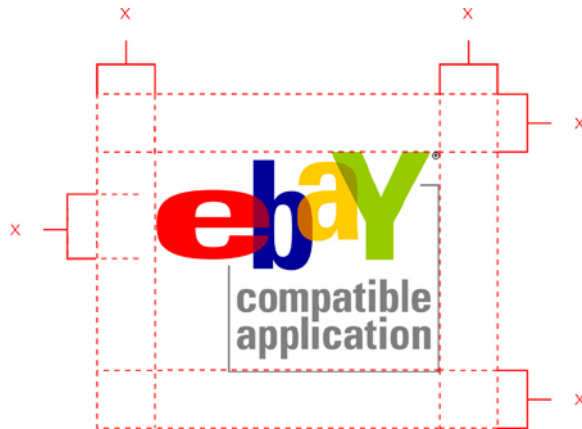
Minimum Size .5" in Length
(as shown)

Clear Space

Clear space is the area around the logo that should be free of all other logos, symbols, text or other graphic elements.

Clear space is defined by the distance of "x", as a unit of measurement surrounding each side of the logo. "x" equals the height of the letter "e" in the eBay logo. A minimum clear space requirement has been established to ensure the prominence and clarity of the eBay Compatible Application logo. It is essential that the signature remain clear of all graphics, identities, photography and typography. This will ensure that the logo has the greatest visual impact possible.

Preferred logotype



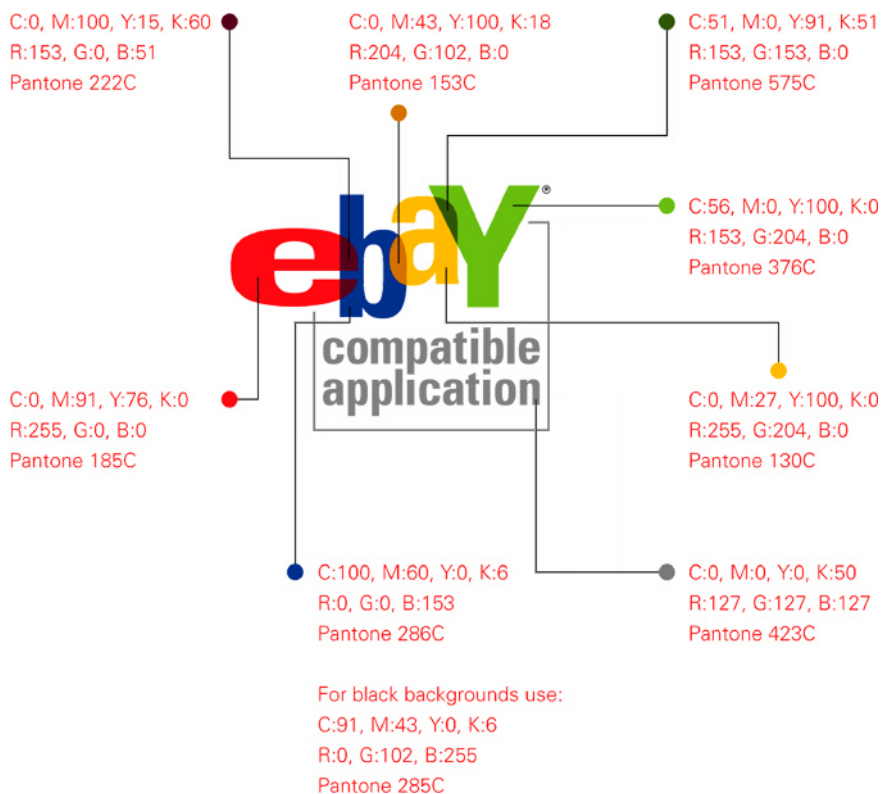
Color

Each letter of the logo has a designated eBay primary color. Where the letters overlap, specific eBay secondary colors are to be used.

In printed applications, our logo requires four-color process lithography using the color-separated digital artwork provided by eBay brand management. For on-screen applications such as a Web site, specific browser-safe RGB colors are to be used. PANTONE* colors have also been provided for use when a match color is appropriate.

Special attention should always be given to accurately matching the eBay colors to the specific use.

Specifications



*The colors shown in the examples in these guidelines are not intended to match the PANTONE® Color Standards.

eBay Compatible Application Logo System Guidelines

Color (continued)

Due to any number of constraints, challenges may arise when applying the eBay Compatible Application logo. To provide the greatest degree of flexibility, a suite of logos has been created to satisfy a variety of reproduction methods. For each logo there are multiple color variations.

Whenever possible use the full color version of the logo. It is provided in 4-color process (CMYK) or RGB for electronic use. Acceptable variations of the eBay Compatible Application logo are demonstrated below.

CMYK RGB

A special version of the eBay Compatible Application logo has been created for use on black backgrounds. The blue has been enhanced to provide greater visibility.



One Color

A one color version of the logo is also provided. This version is only to be used in the event that full color is not an option. It may be reproduced in or reversed out of a variety of colors dependant on your application requirements.



Gray Version

A gray version of the logo should only be used when a company must also display a Certified Provider logo in the same space. In this instance, please use the configuration as seen in the example to the right. Please see the clear space rules on page 5 for the allowable distance between logos.



**eBay Compatible Application
Logo System Guidelines**

Applications

This page demonstrates how the guidelines presented on the previous pages can be used to successfully stage the eBay Compatible Application logo on a variety of applications. The eBay Compatible Application logo may only be used once on any given application.

Web Pages



Product Collateral



Product Packaging



3rd Party Usage

Per Exhibit A of your API Public License Agreement, the eBay Compatible Application logo can be displayed in conjunction with all Commercial Tier applications that have been certified. Additionally, the logo may be used in accordance with these guidelines on the Compatible Application member's Web site or print collateral.

The use of the eBay Compatible Application logos does not imply endorsement or sponsorship of your application. Rather, the use of the logo indicates a third-party application has been built using the eBay API and has passed eBay's review process, which is based on a predetermined set of legal and performance guidelines.

Allowable Places

- Your Web site
- On your product and product collateral
- In your company demos
- On your event signage that mentions the product
- In your advertising relating to the product offering

Places NOT Allowed

- On your customers' Web site
- On business cards
- On resumes
- On listings created using your tool
- On products that don't use the eBay API and haven't passed the eBay review process
- On your company sign/lightbox

Relationship To Your Logo

You may alter the size of the program logo only in its approved configuration to correspond to the size of the respective medium of each permitted use. The eBay Compatible Application logo should be used in a secondary position and should be no more than 20% of the total size of your organization's logo.



Don't

To maintain the equity and value of our brand, the eBay Compatible Application logo must never be altered or redrawn. The logo has been created with a gray box outline around the name. The logo is never to appear without this gray outline. Some common misuses are shown on this page.

Do not alter colors or typography



Do not alter configurations or distort and add drop shadows to logo components



Do not recreate or scale logo components individually



Do not rotate, animate or fill the counter spaces in the letters of the logo



Writing

Details are important. Even the way we write the word “eBay” can help add consistency to our brand and reinforce brand attributes. That’s why in the majority of cases the name “eBay” should be written with a lower case “e” followed by an upper case “B” even when it begins a sentence. Additionally, the initial letter of both “Compatible” and “Application” should always be capitalized.

Approved style

eBay Compatible Application

Common mistakes

Ebay CA

eBAY COMPATIBLE APPLICATION

ebay compatible application

Legal

When building brands, it is important to pay attention to details. These legal guidelines keep our brand and our company safe from problems that often occur in the world of business. If you see misuse of our brand anywhere, whether internally or externally, please contact eBay Brand Management immediately at brand@ebay.com. For special case needs related to the eBay Compatible Application, please contact Developer-relations@ebay.com.

Requests for using the eBay logo can be made by going to:
<http://pages.ebay.com/help/community/permission-request.html>

Registered mark (®) must be used in all printed or broadcast displays that refer to the eBay company



Trademark (™) must be used in all global Applications and instances where the logo is placed upon another company's product

