

# Basquet

Style Guide

# Brand Identity

## Brand Story

Basqet is the Netherlands' neighbourhood grocery store, extending its offering outside of its stores with easy, digital shopping experience.

It all started with the Boer family who have been building the heritage of our grocery stores for six decades starting from a simple farm stall into a national chain. Now, the vision of our CEO Lotte de Boer, has been translated in experiences across our brand. We invite you to discover them!

We're here for the grocery shoppers who prefer high-quality products and a convenient personalized shopping experience that saves them time.

We care about their needs and always strive to meet their conscious buying decisions.

Our promise is to source produce from local and environmental-friendly suppliers and carry a range of products to supply dietary needs and preferences.

## Tone of Voice

We are confident, friendly and informative, but not pushy. Our friendliness comes from the years of community and collaboration we have built our brand with.

While we connect with people and share our ideas, we value their personal opinions, too. We listen to our customers and try to attend to all their needs.

We tell stories with a warm voice and share authentic messages.

# Logotype

Main logotype

**Basqet**

Icon



# Logotype

Colors

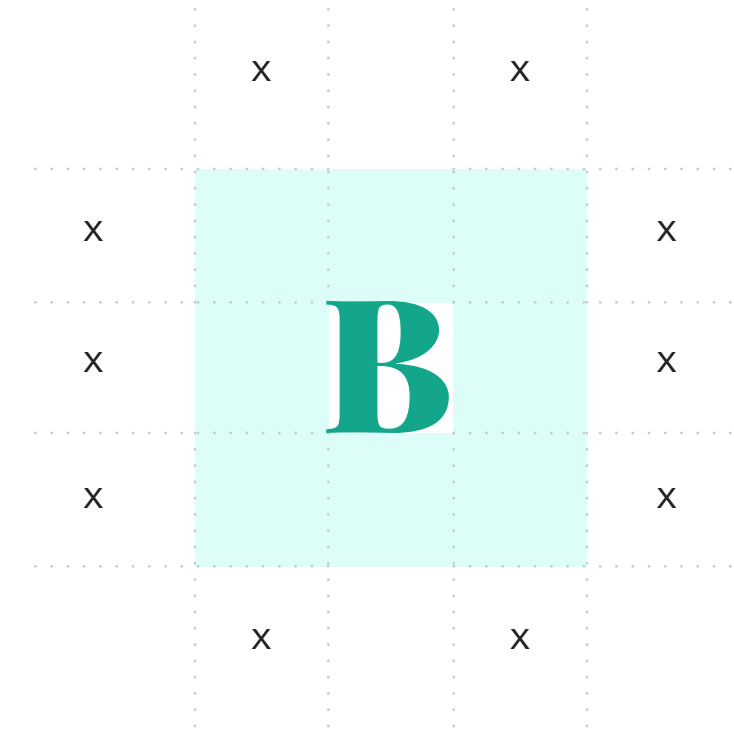
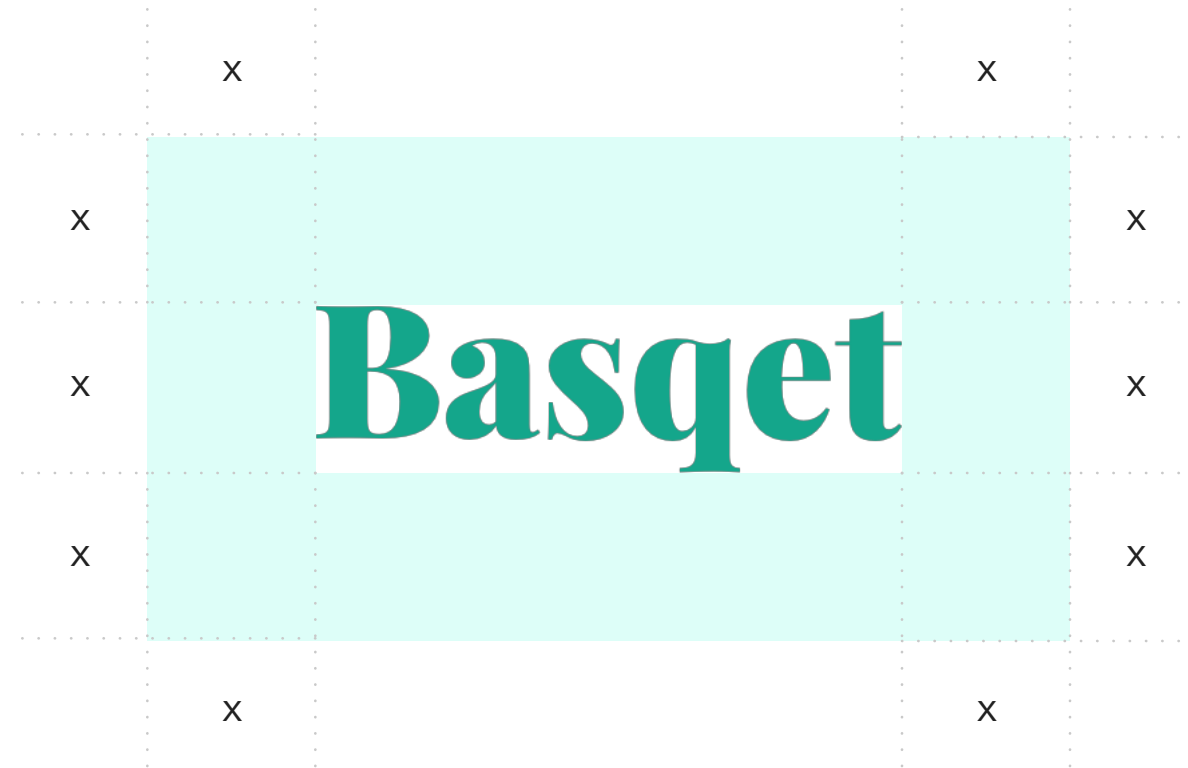
**Basqet**

**Basqet**

**Basqet**

# Logotype

Exclusion zone



# Logotype

## Misuse



**Basquet**

Using a different typeface



**Basquet**

Applying a gradient



**Basquet**

Tilting the logo



**Basquet**

Using a color outside of the  
Basquet color palette



**Basquet**

Distorting or warping the logo



**Basquet**

Outlining the logo



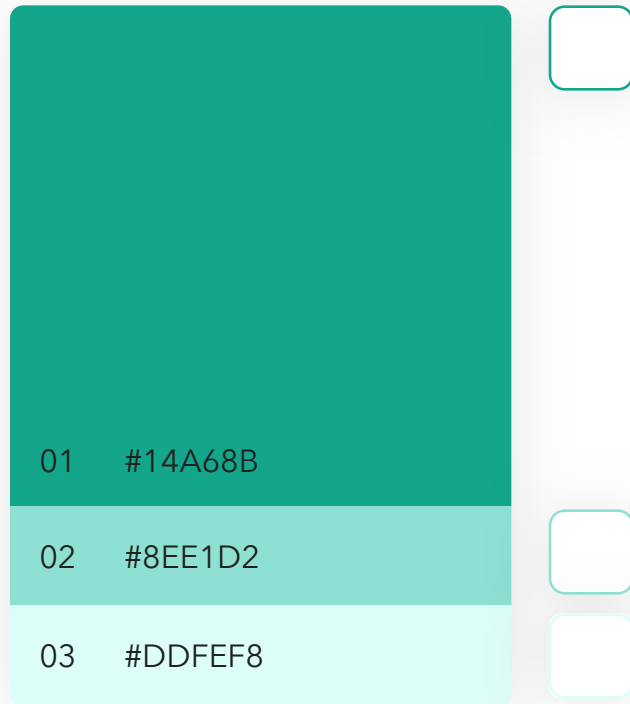
**Basquet**

Using a different typeface

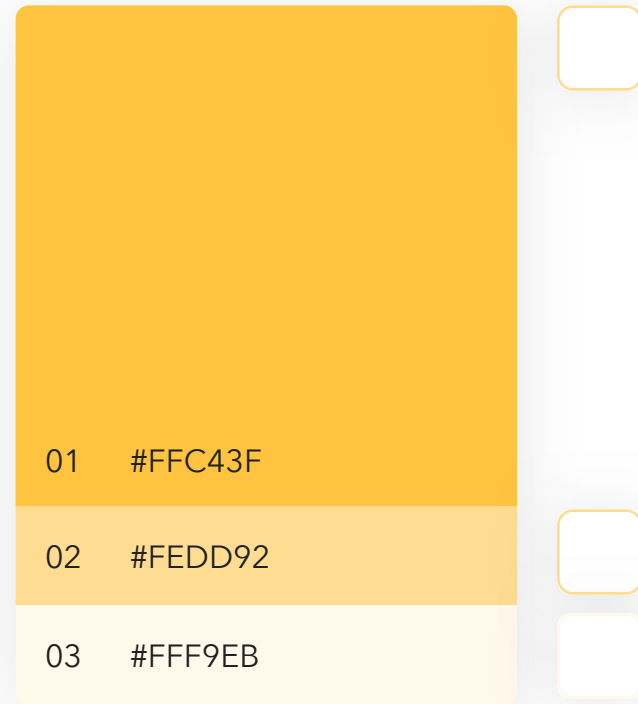
# Colors

## Brand

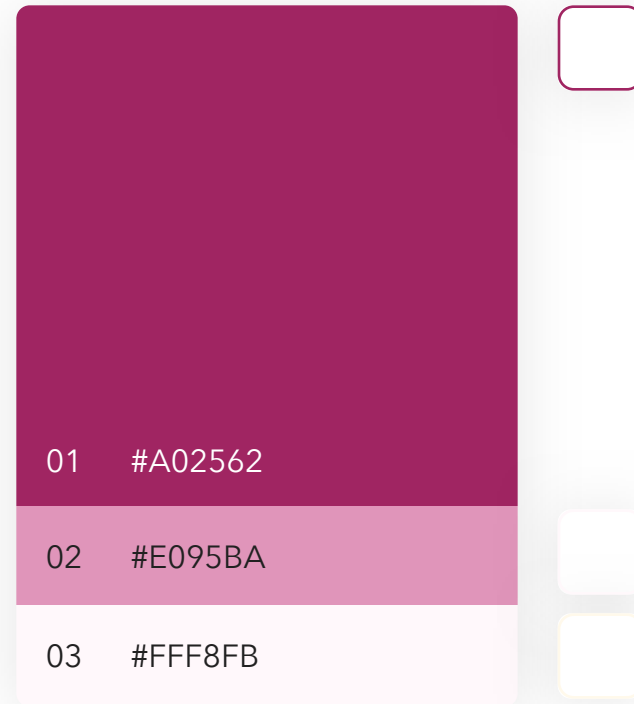
Primary



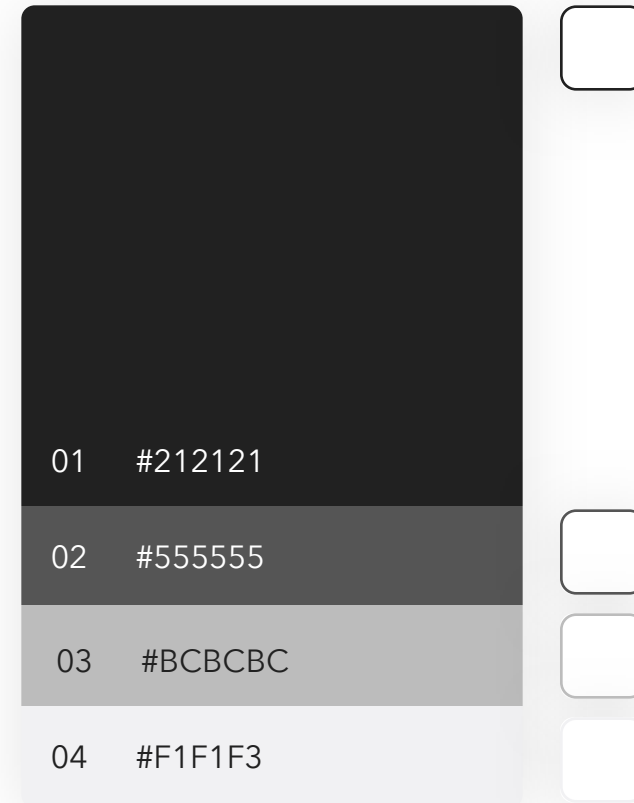
Secondary



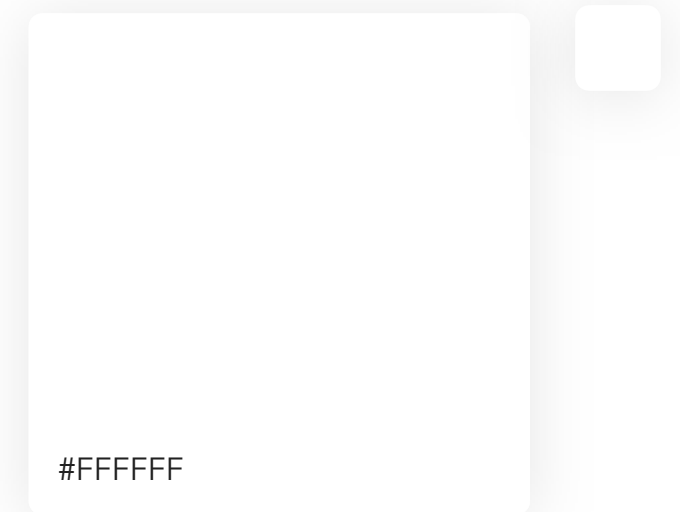
Accent



Dark

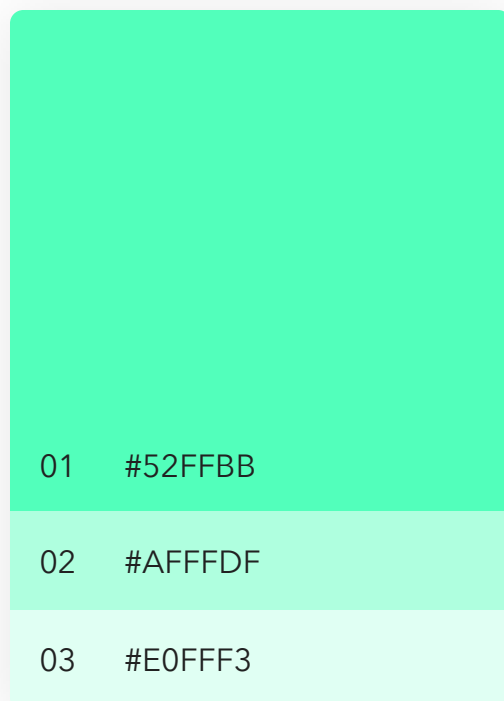


White

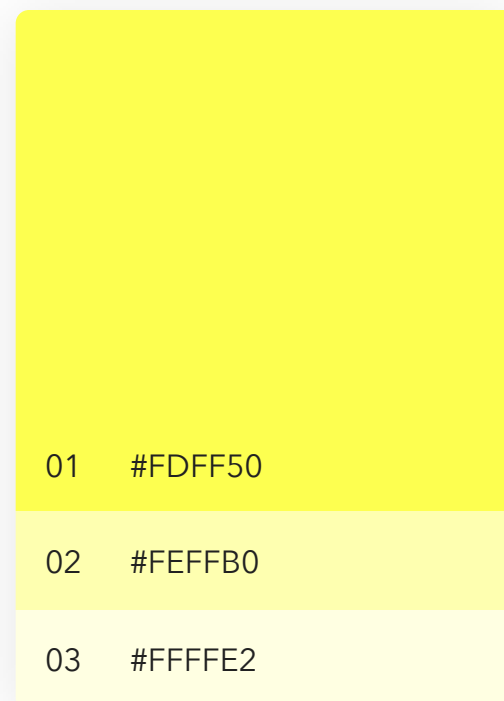


## Functional

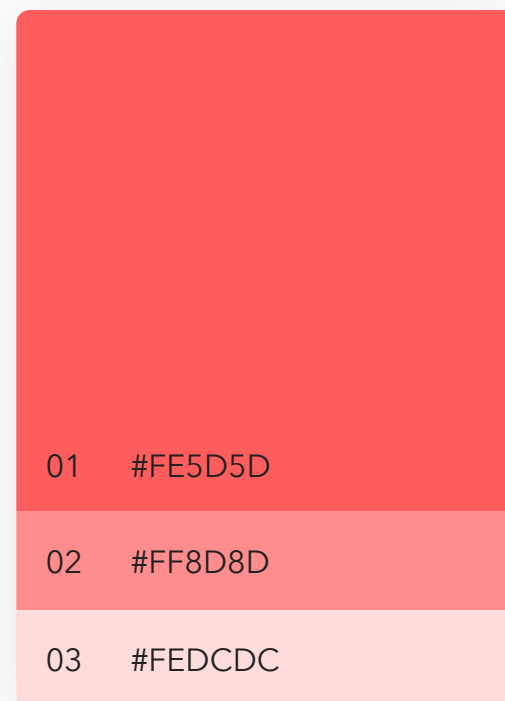
Success



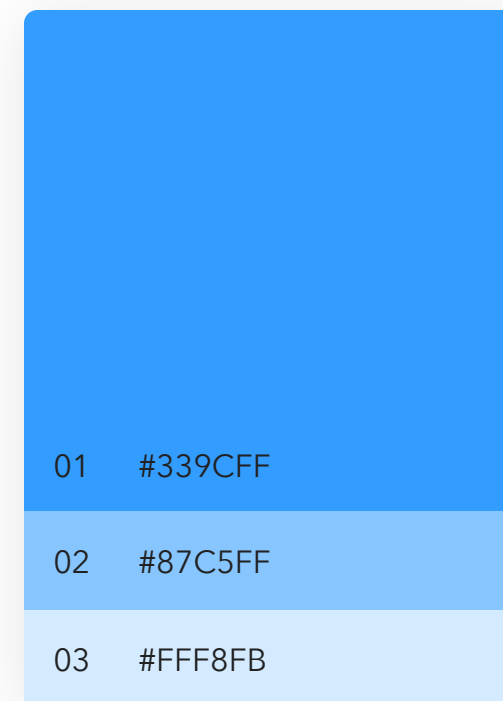
Warning



Error



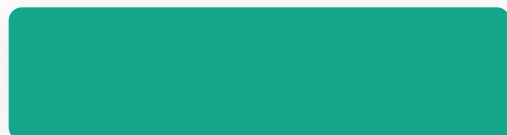
Information



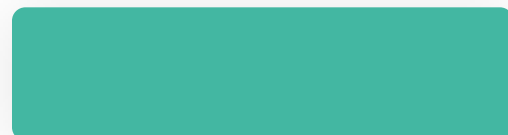
# Opacity

## Primary

100%



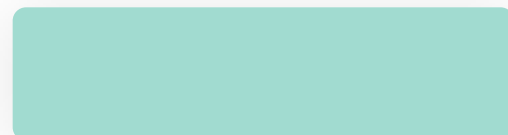
80%



60%



40%



20%



## Secondary

100%



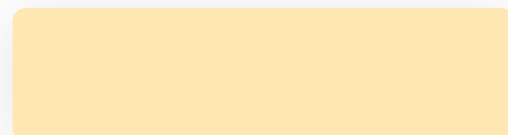
80%



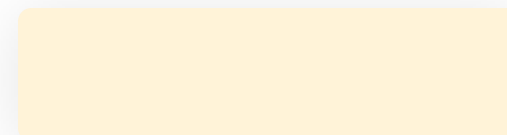
60%



40%



20%



## Accent

100%



80%



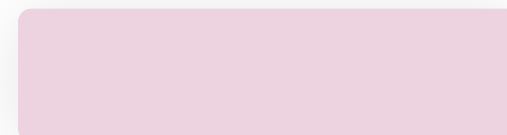
60%



40%



20%



## Dark

100%



80%



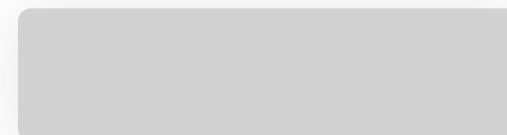
60%



40%



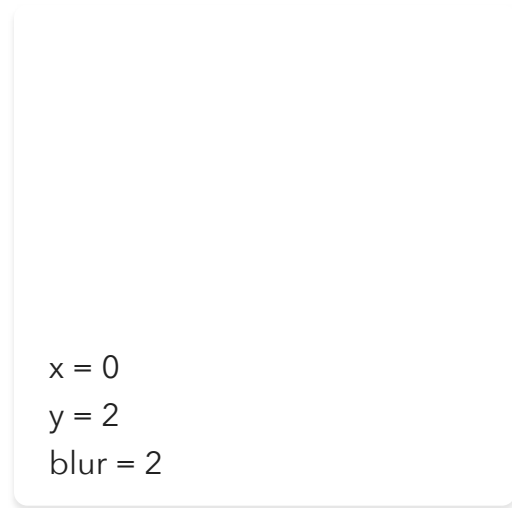
20%



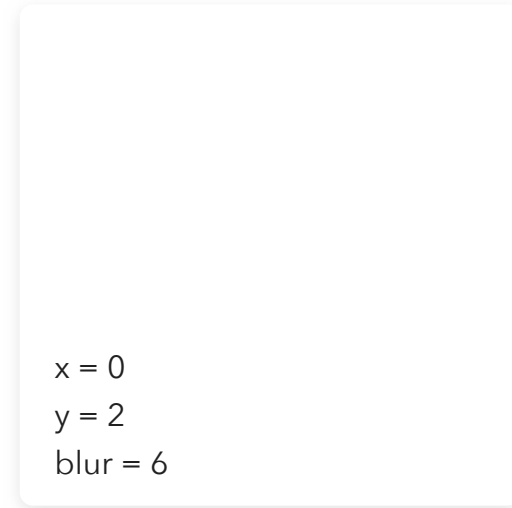


# Shadows

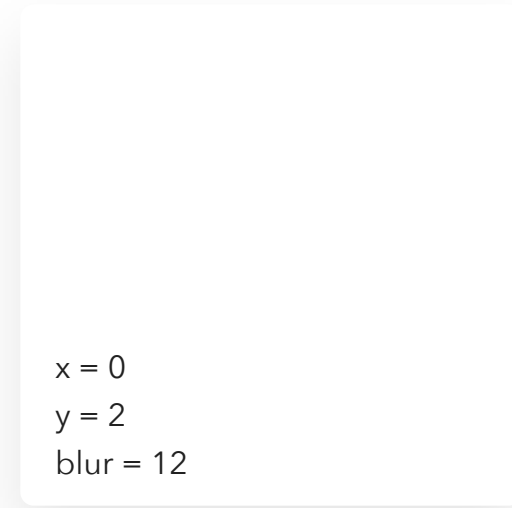
Primary



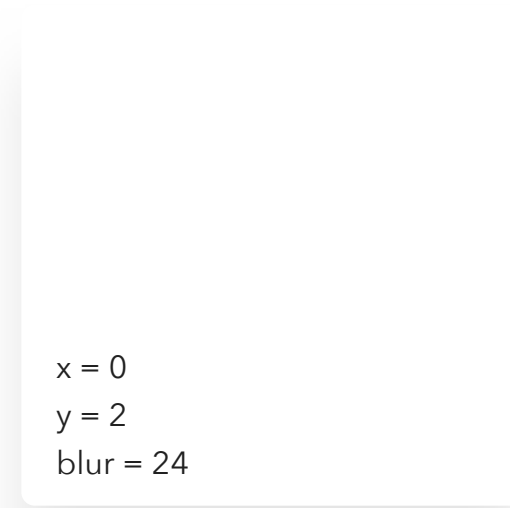
Secondary



Accent



Dark



# Typography

Playfair Display



**ABCDEFGHIJKLMN**

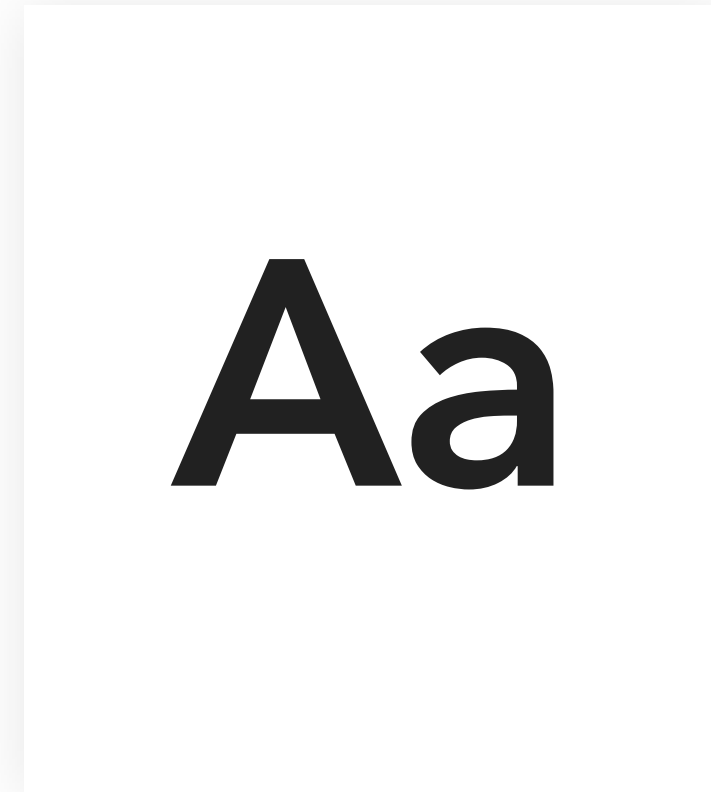
**OPQRSTUVWXYZ**

**abcdefghijklmn**

**opqrstuvwxyz**

**1234567890**

Avenir Next



**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmn**

**opqrstuvwxyz**

**1234567890**

# Typography

## Scales

Display

Playfair Display Black  
120pt / 120pt

Heading 1

Avenir Next Demibold  
45pt / 56pt

Heading 2

Avenir Next Demibold  
32pt / 45pt

Heading 3  
Heading 3

Avenir Next Demibold  
22pt / 36pt

Label

Avenir Next Demibold  
16pt / 28pt

Paragraph bold

Paragraph bold

Avenir Next Demibold  
16pt / 28pt

Paragraph

Avenir Next Regular  
16pt / 28pt

Caption bold

Avenir Next Demibold  
12pt / 18pt

Caption

Avenir Next Regular  
12pt / 18pt

Display

Heading 1

Heading 2

Heading 3

Label

Paragraph bold

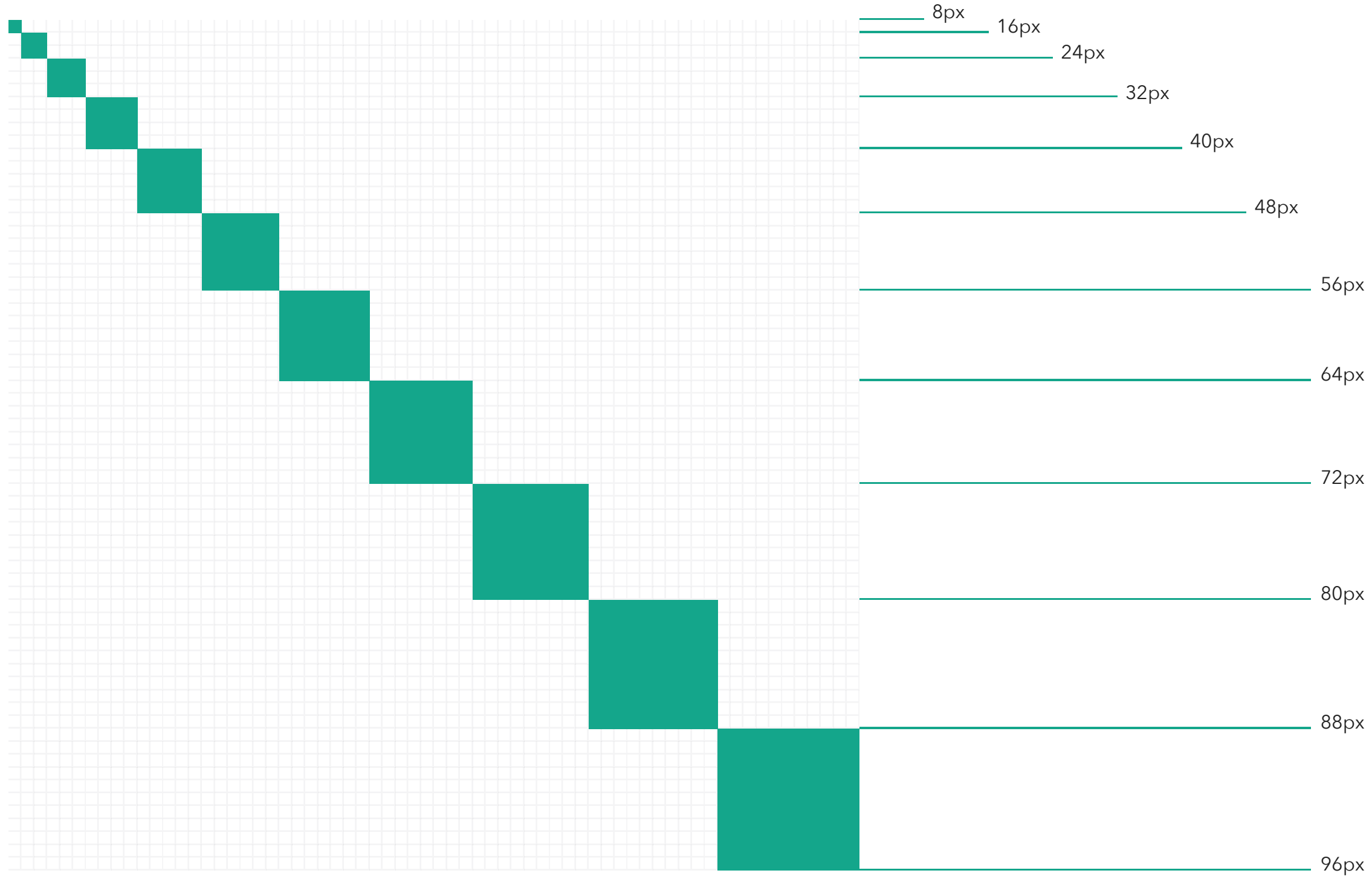
Paragraph bold

Paragraph

Caption bold

Caption

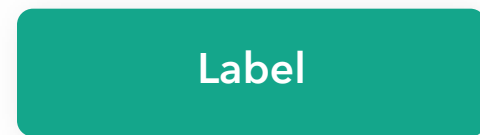
# Spacing



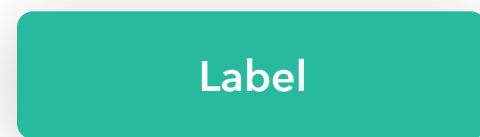
# Buttons

## Primary

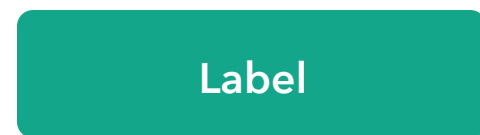
Default



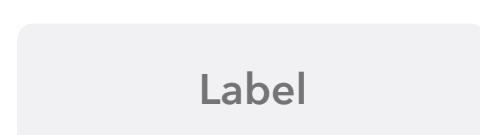
Hover



Active



Disabled



Loading

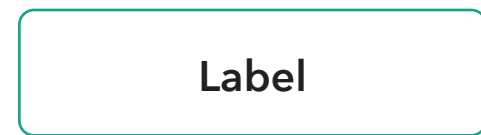


Focused

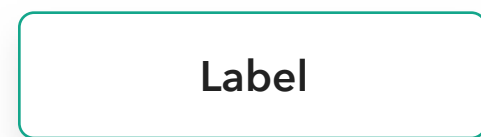


## Secondary

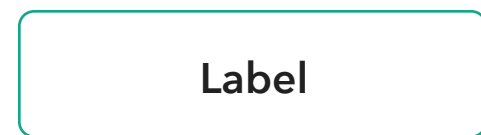
Default



Hover



Active



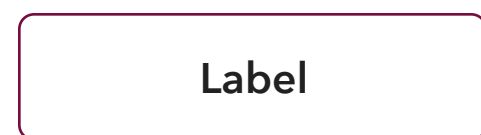
Disabled



Loading



Focused



## Radio buttons

Default



Hover



Active



Disabled



Focused / Default



Focused / Active



## Checkboxes

Default



Hover



Active



Disabled



Focused / Default



Focused / Active



## Toggles

Default



Hover



Active



Disabled



Focused / Default



Focused / Active



## Sliders

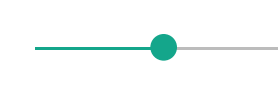
Default



Hover



Active



Disabled



Focused / Default



Focused / Active



## Add

Default



Hover



Active



Disabled



Focused / Default



Focused / Active



## Delete

Default



Hover



Active



Disabled



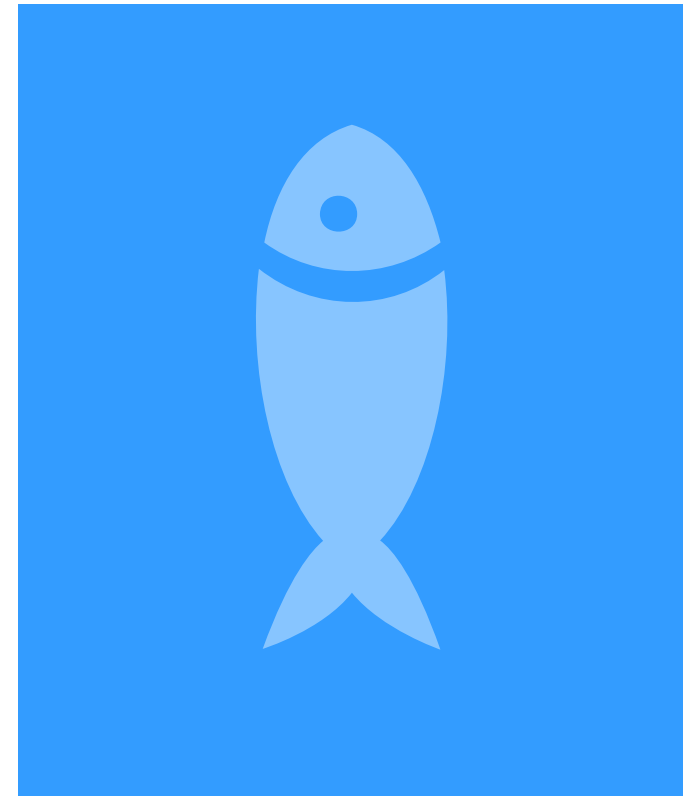
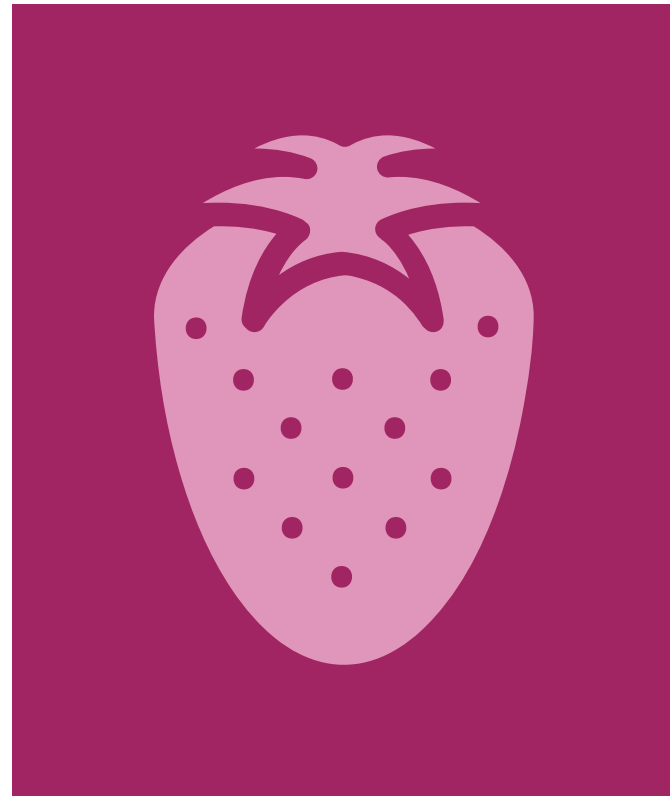
Focused / Default



Focused / Active



# Illustration Style



# Icons

