THE SHIP SHOW BRAND GUIDE

Everything you need to write about Ship Show, post about it, or put it on a slide without us wincing. The short version: it looks like a shipping room and sounds like a seller at 11 p.m.

THE IDEA

Live selling is chaos with a camera on it. Ship Show is the calm thing in the room: a tag, a number, a box.

Name

Ship Show. Two words, both capitalised. Never "ShipShow", "Shipshow" or "Ship-Show". Yes, it sounds like the other thing. That is the joke, and we are in on it.

Tagline

Win. Tag. Box. Three words, three full stops. It is also the whole product, in order.

One line

Ship Show prints a tag the second a buyer wins and tells you which box it goes in.



LOGO

The logo is the name, set in Bowlby One: "Ship" in the paper or ink colour, "Show" in hot orange. Use the wide version by default and the stacked version where space is square.

SHIP SHOW

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DO

- Leave clear space around it: at least the height of the letter S on every side.
- Keep it at least 120 pixels wide on screens, 25 mm in print.

DON'T

- Stretch it, tilt it, outline it or add a shadow.
- Change the colours, or make "Ship" the orange word.

- Use the one-colour black or white version on busy photos.
- Use the files from the kit. They are drawn from the real font.

- Retype it in another typeface. Impact is not Bowlby One.
- Put it next to a platform's logo in a way that looks like a partnership. There isn't one.

COLOUR

The palette is the shipping room: dark bench, white thermal labels, kraft cardboard, and one loud orange for anything that is live or needs pressing.

BENCH
#141719
The dark background.

PAPER
#F1EFE8
Text on dark.

HOT ORANGE
#FF6A2B
Live, action, "Show".

HOT ORANGE, DEEP
#D93A0B
Orange on white (readable).

KRAFT
#C9A46E
Boxes. Edge #A9834F.

LABEL
#FFFEFA
Thermal tags, ink #111111.

TEAL
#3CC4BA
Progress and focus rings only.

CURTAIN RED
#7A1408
The stage. Use rarely.

Rules. Orange is for one thing per screen. Kraft is for boxes, not for text. Text contrast is at least 4.5 to 1: on white or label, orange text is always the deep orange. Status colours (green ready, amber waiting, orange broken) always come with words, never colour alone.

TYPE

Three typefaces, all free under the SIL Open Font License, each with one job.

BOX 22

BOWLBY ONE

Headlines and box numbers. Always upper case, always big. If it is under 20 pixels, it should not be Bowlby.

JUST SOLD

BARLOW CONDENSED

Labels, buttons, buyer names on tags. Weight 800 for buttons and names, 600 for small labels.

The tag prints the second a buyer wins.

BARLOW

Everything you actually read. Weights 400 and 600. Line length under 75 characters.

VOICE

A seller talking to sellers. Plain, loud, funny, and never funny at the expense of being clear.

We sound like this

- "Printer is unplugged. 3 tags waiting. Nothing is lost."
- "Tonight's show will go sideways. Your packing won't."
- "We don't have reviews yet. We have a list."
- "Toss it in box 22."



We never sound like this

- "Leverage seamless fulfilment workflows."
- "An error has occurred. Please contact support."
- "The #1 trusted live-selling solution!"
- "Oopsie! Our hamsters fell off the wheel!"



Say what happened

Errors name the thing that broke and what to do next. They do not apologise and they are never vague.

One pun per screen

Ship happens. Get your ship together. Run a tight ship. Pick one. A page with four of them reads like a dad at a barbecue.

Tell the truth

No invented reviews, numbers or awards. If it is not built, it is "coming". Honesty is the brand, the jokes are the garnish.

Our words

Win (not "order" or "transaction" while the show is live). Tag (not "label", which is the shipping label). Box. The wall. Show. Buyer. Go live. Show wrapped.

Movie nods

Short winks only, never long quotes: the curtain nobody should look behind, a bigger box, a parcel problem reported to Houston. If the reader has to have seen the film, cut it.

MATERIALS

The look comes from three real things. Use them the way they exist in a shipping room.

The thermal tag

BOX 7

White, slightly rounded, black ink only, a barcode strip at the bottom, and one number in a heavy outlined square.





THE KRAFT BOX

Cardboard colour, a tape stripe down the middle, a stencil number. Boxes always come in a wall, never alone as decoration.



THE HOT SIGNAL

Orange means live or press this. Small round pills carry status, always with words.

PLATFORM NAMES

Ship Show works with other companies' platforms. We name them to say where it works, and that is all.

- Write the names the way their owners do: Whatnot, eBay Live, TikTok Shop LIVE, Palmstreet.
- Never use their logos, colours or app icons in Ship Show material.

- Never say or suggest "official partner", "approved by" or "certified".
- When platforms are named, include the line: "Ship Show is an independent app, not affiliated with or endorsed by" the platforms named.

Press or partnership question? Write to hello@shipshow.example.