

CardRestorers

Restore. | Protect. | Preserve.

Brand Guidelines

Thank you for being part of CardRestorers.

In our efforts to support your business, we allow Vendors to use our brand assets to promote their business, providing these assets are used in line with the guidelines in this document.

These guidelines are designed to help you use the CardRestorers brand consistently and professionally across your website, social media, marketing materials, and customer communications.

Our goal is not to restrict your own branding. We encourage every vendor to maintain their own identity, style, pricing, and business practices. These guidelines simply ensure that whenever the CardRestorers brand appears, it is represented clearly, consistently and in a safe way for the community.

Our Brand

What is CardRestorers?

CardRestorers is a "marketplace" that connects collectors with trusted specialists in the card restoration and preservation space.

Our Values

- Trust & Transparency
- Professionalism
- Community
- Quality Service

When referring to CardRestorers, please aim to reflect these values in your communications.

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Logo Usage

Approved Logo Files

In your Brand Asset pack will receive:

PNGs

- Light Version of Logo with Tagline
- Dark Version of Logo with Tagline
- Light Version of Logo without Tagline
- Dark Version of Logo without Tagline

SVGs

- Light Version of Logo with Tagline
- Dark Version of Logo with Tagline
- Light Version of Logo without Tagline
- Dark Version of Logo without Tagline

More brand assets will be added over time to add further options and this will be communicated when this happens.

You are free to display the logo with or without the tagline, depending on your needs.

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Logo Usage (Continued.)

Do

- Use official logo files supplied by CardRestorers
- Maintain the original proportions
- Leave sufficient space around the logo
- Use the appropriate logo version for light or dark backgrounds (i.e. Dark logo on light background, light logo on dark background)

Don't

- Stretch or squash the logo
- Rotate the logo
- Change the logo colours
- Add effects, shadows, glows, or outlines
- Recreate the logo yourself
- Modify or remove elements from the logo

Acceptable:



Unacceptable:



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Brand Colours

If you need to use the official CardRestorers colours then these are:

Navy:

#11827



Ivory:

#F3FOEA



Gold:

#E0B15A



Using the CardRestorers Name

Correct:

- CardRestorers

Incorrect:

- card restorers
- Card Restorers
- CARDRESTORERS
- Card-Restorers

Always use "CardRestorers" as a single word with capital C and R.

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Vendor Promotion

We encourage vendors to promote their CardRestorers presence.

You may:

- Share your vendor profile
- Use approved CardRestorers logos
- Mention that you are listed on CardRestorers
- Link directly to your vendor page
- Display CardRestorers badges supplied by us (Coming Soon)
- Do all the usual things you would do to promote your business

You may not:

- Imply CardRestorers owns or operates your business
- Claim endorsement that has not been given
- Present yourself as an employee or representative of CardRestorers
- Use CardRestorers branding in a misleading or harmful way

Again, we would like to say that these guidelines are **not** to restrict or control **YOUR** brand image, you are free to do anything you please regarding your own brand.

These guidelines are only for how CardRestorers branding is to be handled.

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Social Media Usage

You are free to announce and promote your presence on CardRestorers and we actively encourage this! However, care may need to be taken with wording in some situations.

Acceptable Examples:

- "Find us on CardRestorers"
- "Proud vendor on CardRestorers"
- "Visit our CardRestorers profile"

Unacceptable Examples:

- "Official CardRestorers Partner" (unless specifically approved)
- "CardRestorers Approved/Verified" (unless specifically approved)

These are just some generic terms, please use your judgement accordingly.

Need Help?

If you are unsure whether a logo, graphic, or marketing material complies with these guidelines, please contact us before publishing and we will help you!

Email:

hello@cardrestorers.com

Instagram:

@CardRestorers

TikTok:

@CardRestorers

**Thank you for helping us build a trusted
community for collectors and restoration
specialists!**