

Display Type

Mystore logo is the primary identifier of the brand and a vital part of the visual expression. It is very important that the logo is legible when it has to be displayed on different contrasting backgrounds. In this case, we recommend to use the logo variations on the light and dark background as shown below.

Logomark - Light Background



Logomark - Dark Background



Horizontal Logo Variation (Inline) - Light Background



Horizontal Logo Variation (Inline) - Dark Background



Vertical Logo Variation (Stack) - Light Background



Vertical Logo Variation (Stack) - Dark Background



Logomark - Mono, Dark Background



Horizontal Logo Variation (Inline) - Mono, Dark Background



Logomark - Mono, Light Background



Horizontal Logo Variation (Inline) - Mono, Light Background



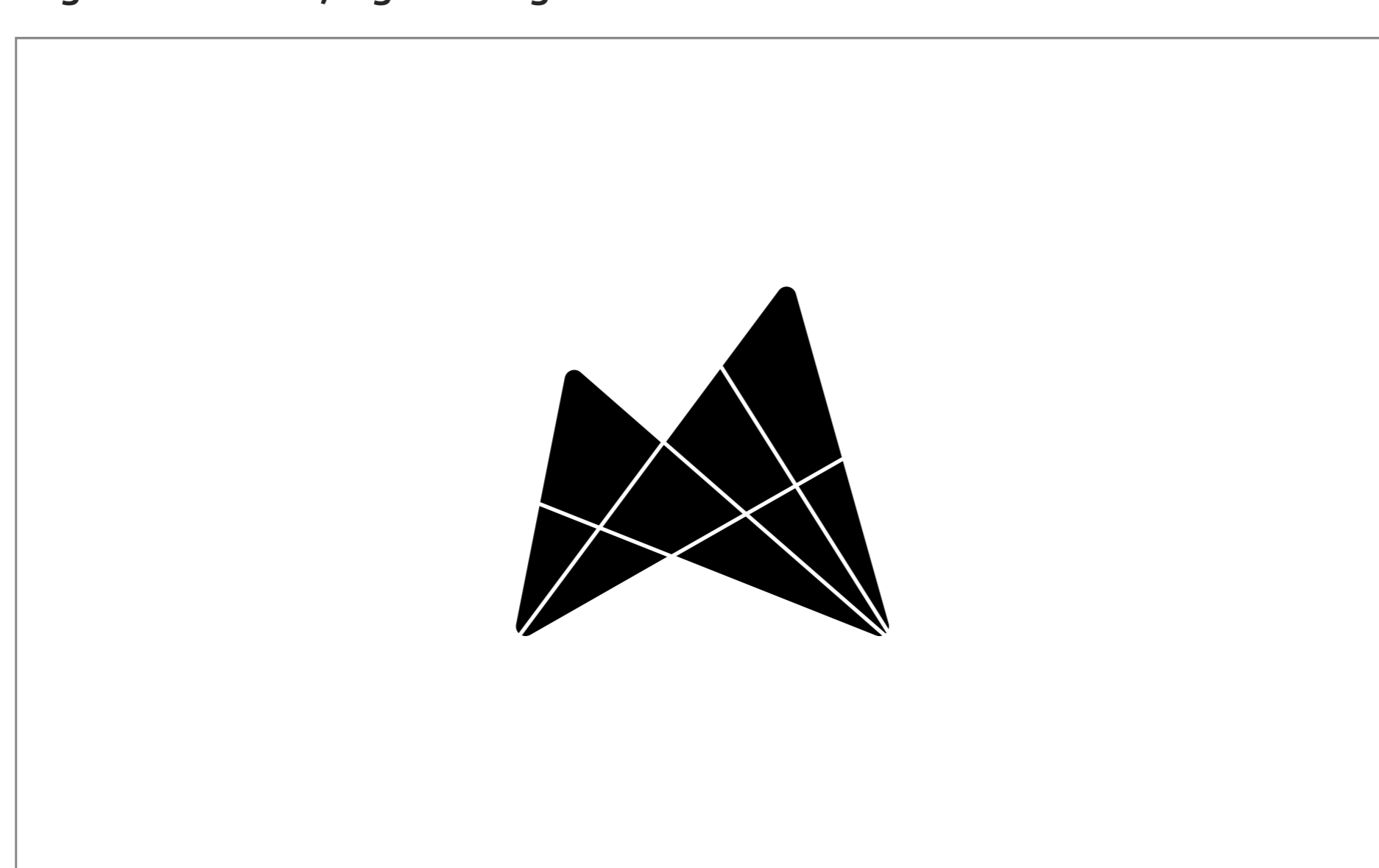
Logomark - Solid, Dark Background



Horizontal Logo Variation (Inline) - Solid, Dark Background



Logomark - Solid, Light Background



Horizontal Logo Variation (Inline) - Solid, Light Background



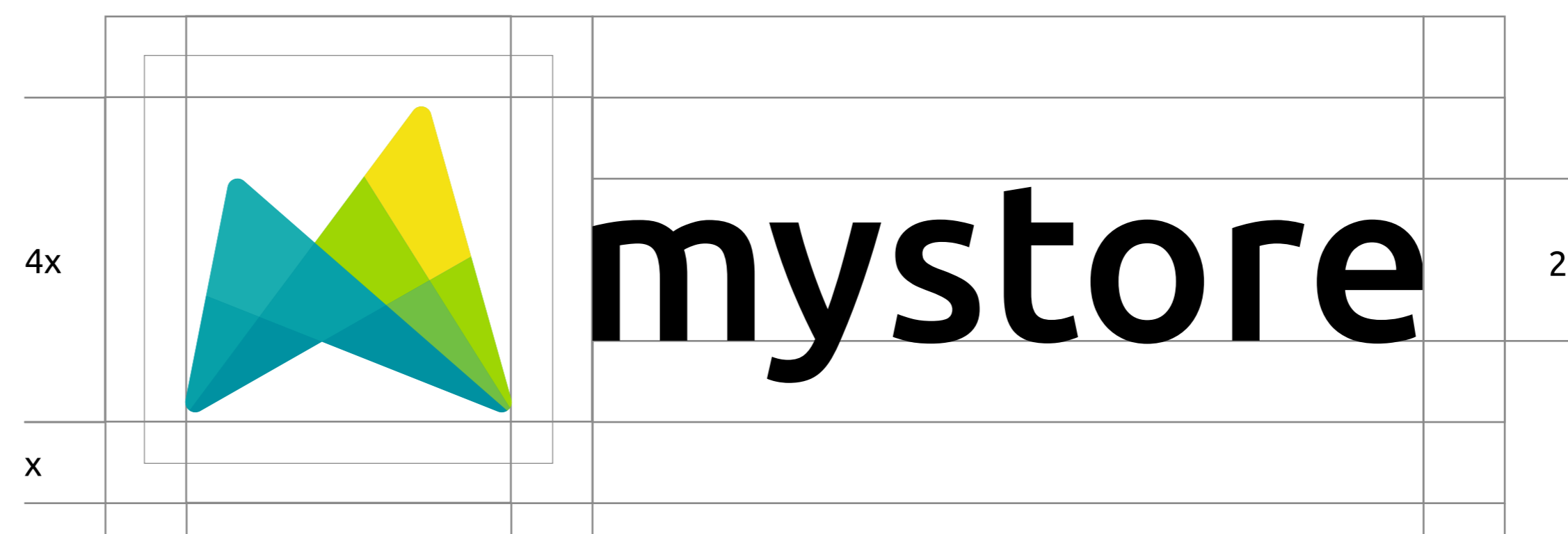
Logo clearspace

These logo variations provide flexibility for different spacial parameters and use cases.

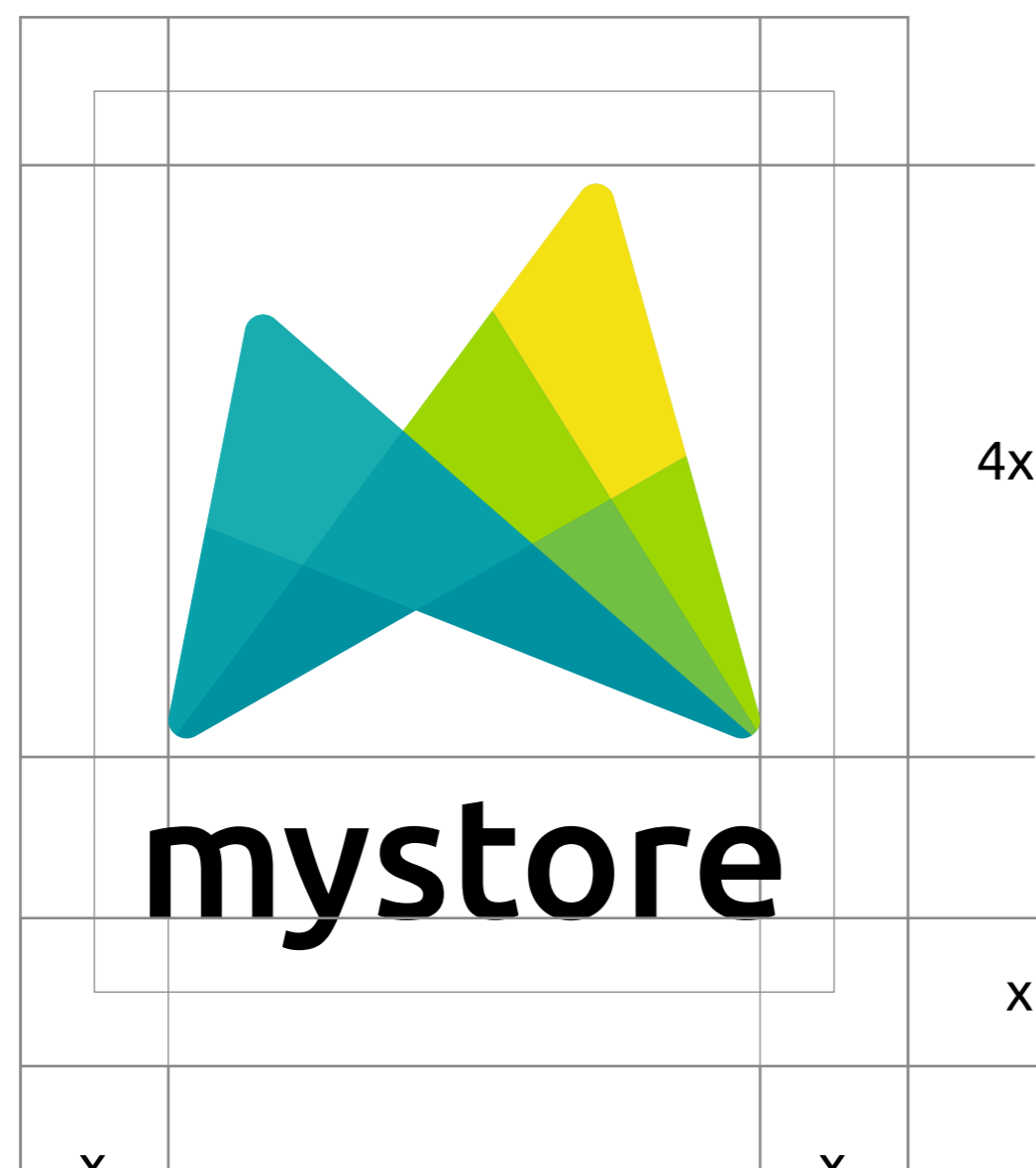
Logo Display: Stand-alone



Logo Display: Inline



Logo Display: Stack



Mobile icons

Most of the time we need a little help to be able to identify an application and perform tasks on the mobile phone. This help is often represented by graphic elements that provide visual communication about the mobile app or brand without the need to elaborate in words. App icons are considered one of the most important communication tools and they also play an important role to promote the app in both platforms - App Store and Google Play.

