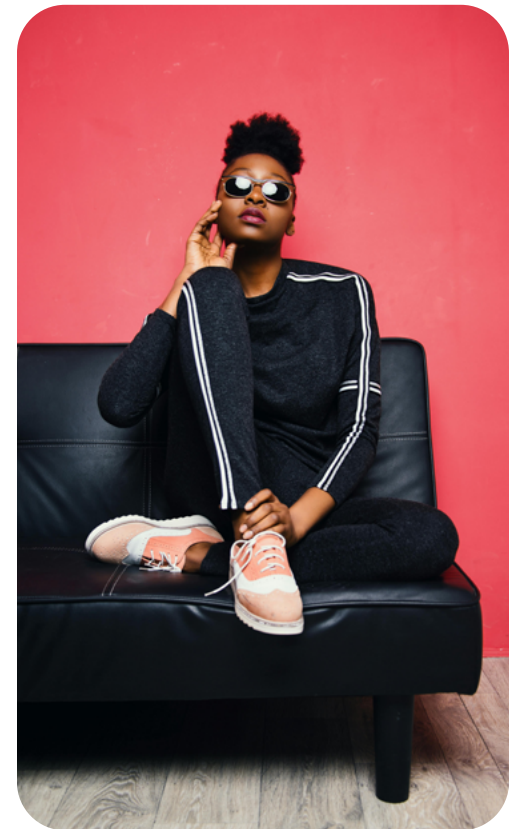


eBay



**Our Things.
Our Stories.
Our Marketplace.**



Our Colours.

The classic red, blue, yellow and green are a staple of Ebay's identity but we've brightened them to add a sense of fun and playfulness. With this tweak, we've chosen to embrace the vibrancy of the colour palette, breaking from Ebay's inexplicably reserved current approach to colour.



C=2 M=97 Y=84 K=0
CMYK 2, 97, 84, 0
RGB 234, 39, 56
#E82937



C=92 M=71 Y=0 K=0
CMYK 92, 71, 0, 0
RGB 31, 90, 169
#2059A9



C=1 M=12 Y=96 K=0
CMYK 1, 12, 96, 0
RGB 252, 217, 23
#FDD818



C=69 M=0 Y=96 K=0
CMYK 69, 0, 96, 0
RGB 80, 185, 78
#52B84C

Our Typeface.

The approach for the typeface was to choose something that conveys the same laidback, fun, trustworthy feeling that people should get when shopping on Ebay. The simple, rounded type is inviting and invokes childlike joy while still remaining professional.

Chillax

Semibold

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
0123456789

!#\$&

Medium

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
0123456789

!#\$&

Regular

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
0123456789

!#\$&

Our Things.
Our Stories.
Our Marketplace.



Our Logo.

The logo keeps the iconic wordmark but follows our new laidback, joyous, trustworthy vision for what Ebay should be. The wordmark applies the new font and colour choices to the traditional wordmark and adds a chain linked 'b' and 'a' to help convey the trust between Ebay's buyers and sellers.



Our Tone.

Our tone focuses on the togetherness and community that we want Ebay to convey. It builds on trust by the constant emphasis on using 'our' in its messaging. The tagline highlights the experiences we want the Ebay community to foster, focusing on the things we love, the stories they had in their past life and the collective marketplace that allows us to share these experiences with others.



Our Things.

Our Stories.

Our Marketplace.

ebay

Our style goes places.



ebay



Capturing our moments in style.

Our Things.
Our Stories.
Our Marketplace.

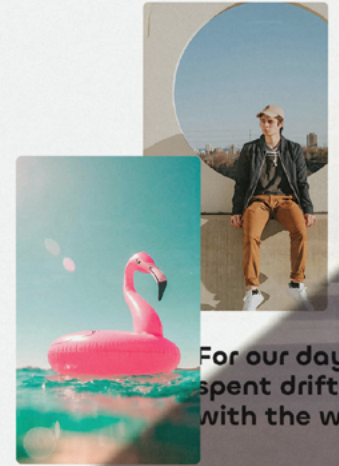
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Our spaces to shape our stories.

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Our Things.
Our Stories.
Our Marketplace.



For our days spent drifting with the waves

