



Brand guidelines

01 Logo

Using the Rebuy brand

Brand name

When spelling Rebuy in text, only the first letter is capitalized.

Primary logo

We aim to use the primary logo in black or white.



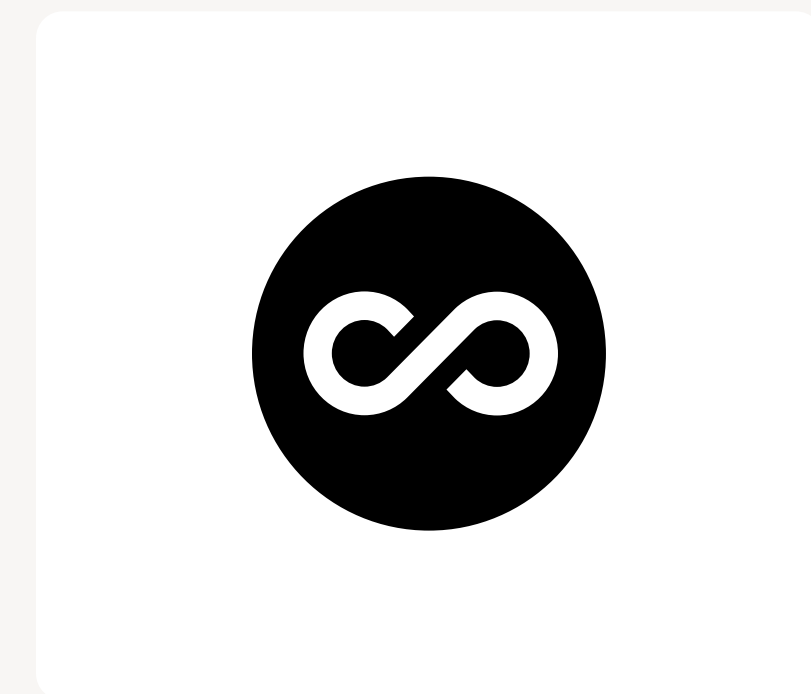
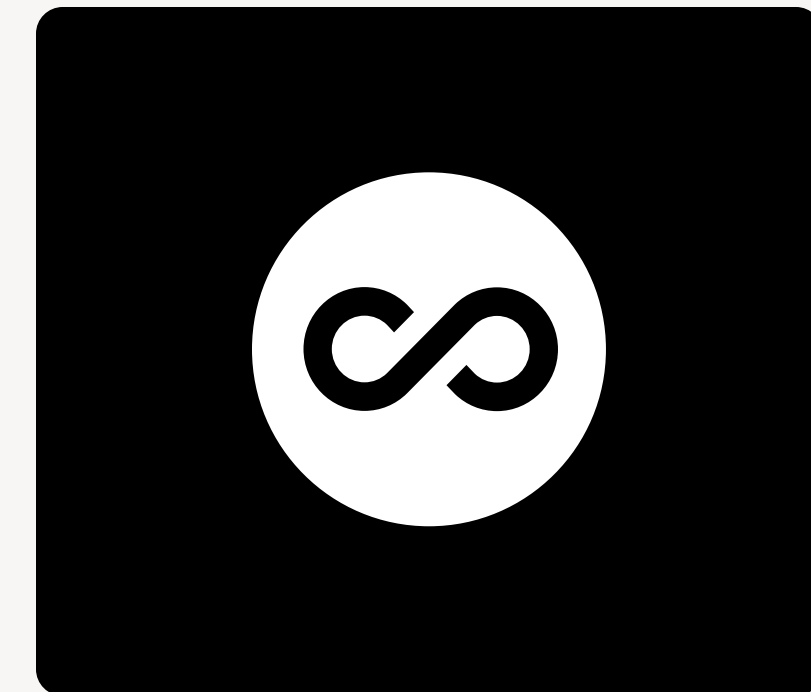
Secondary logo

The secondary logo is reserved for circumstances where we want extra emphasis, attention, or impact. Some examples include stickers, swag, etc.



Logo mark

Our logo mark can represent the brand without the word mark in circumstances where space is limited or legibility is compromised.



Clear space

An exclusion zone ensures the Rebuy logo is legible, recognizable, and does not compete with other visual elements. The clear space surrounds all sides and is defined by the height of the symbol.



02

Color Palette

Primary palette

Our primary color palette focuses our brand’s impact on our signature pinks and blue.

White
#FFFFFF

Warm gray
#F8F6F4

Black
#000000

Magenta
#DC33B1

Light pink
#FFA4F0

Electric blue
#335DE9

Secondary palette

Extended ranges for depth & nuance. A color palette of secondary colors work well as supporting pairings with our primary palette, while our tertiary palette works best as background, accent or highlight colors.



03

Typography

Museo Sans

Rebuy is a personalization platform built for the world’s fastest-growing Shopify brands.

Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Smart ecommerce personalization for growing Shopify brands

Medium 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

From smart product recommendations to AI-powered carts, post-purchase offers, intelligent search, and on-site A/B testing, Rebuy helps merchants increase AOV, boost conversion, and deliver shopping experiences that feel tailor-made for every customer.

Regular 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trusted by thousands of top Shopify brands, Rebuy combines AI/ML trained on millions of real-time shopper signals with powerful merchandising tools and no-code flexibility, making it easy to personalize every touchpoint, from homepage to post-purchase. From startup to enterprise, Rebuy turns browsers into buyers—and buyers into lifelong fans.

Over 70% of customers expect brands to deliver personalized experiences. Rebuy makes delighting your shoppers with relevant recommendations across the customer journey a breeze.

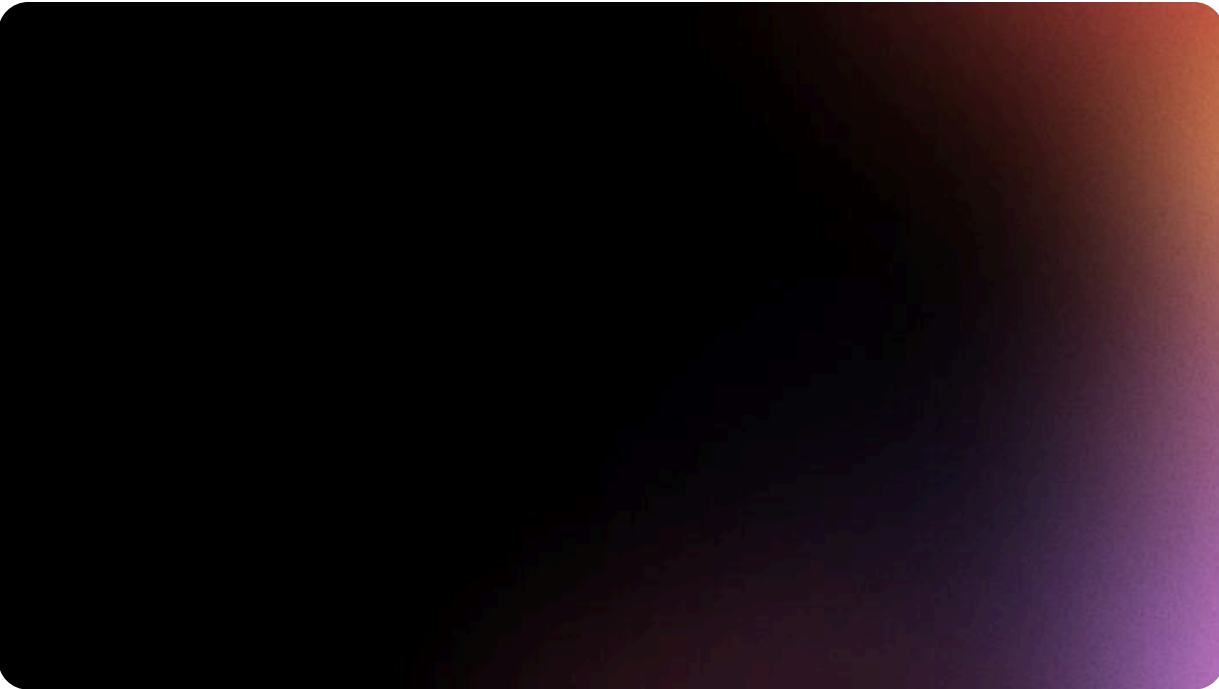
04

Brand Elements

Gradients

Core brand gradients

We use the core gradients sparingly to highlight high-impact moments, like website hero sections, campaign assets, or title slides.



Product brand gradients

Each Rebuy product package has its own gradient color system so customers can orient quickly across the product line. We use only the gradient that corresponds to the product being featured in product-specific content

Search &
Collections

Flows &
A/B Testing

Cart &
Merchandising

Rebuy
Monetize

Checkout &
Post-Purchase