BIGCOMMERCE MEDIA KIT

2023

BIGCOMMERCE

BigCommerce

2023 Media Kit

BigCommerce (Nasdaq: BIGC) is a leading open software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. BigCommerce provides merchants with sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, Solo Stove, Ted Baker and Vodafone. Headquartered in Austin, BigCommerce has offices in London, Kyiv, San Francisco, and Sydney. For more information, please visit www.bigcommerce.com or follow us on Twitter, LinkedIn, Instagram and Facebook.

BigCommerce® is a registered trademark of BigCommerce Pty. Ltd. Third-party trademarks and service marks are the property of their respective owners.

Wireless Headphones

$80

ADD TO CART

The most immersive headphones ever made, delivering a deeper experience that's flawlessly for true hearing.

BigCommerce

Copy Guidelines

A Spelling

BigCommerce is written as a single word; no space, with a capital B, capital C.

B Abbreviations

Only abbreviate BigCommerce when referring to our company's ticker symbol; otherwise, spell out in full.

C Sentence Usage

In sentences, the logo should never be used in-line, in place of text.

D Ecommerce

We use ecommerce, not e-commerce or eCommerce.

A ✔

BigCommerce

🚫
Big Commerce
Bigcommerce
bigCommerce

B ✔

BIGC

🚫
BC
Big
BigC

C ✔

BigCommerce is a leading software-as-a-service ecommerce platform that enables merchants to build, innovate and grow their businesses online.

🚫
BIGCOMMERCE is a leading software-as-a-service ecommerce platform that enables merchants to build, innovate and grow their businesses online.

D ✔

ecommerce

🚫
e-commerce
eCommerce

Logos

Primary Logo

The Wordmark

This is the primary BigCommerce logo, often referred to as the "wordmark" logo. It employs the "up-and-to-the-right" movement that symbolizes growth and scalability for our merchants.

There are two main versions available to ensure legibility on both dark and light backgrounds.

The logo was adopted in 2016 and has been embraced as a symbol of maturity for the company.

⬇ **DOWNLOAD ALL**

⬇ **EPS**   ⬇ **PNG**   ⬇ **SVG**

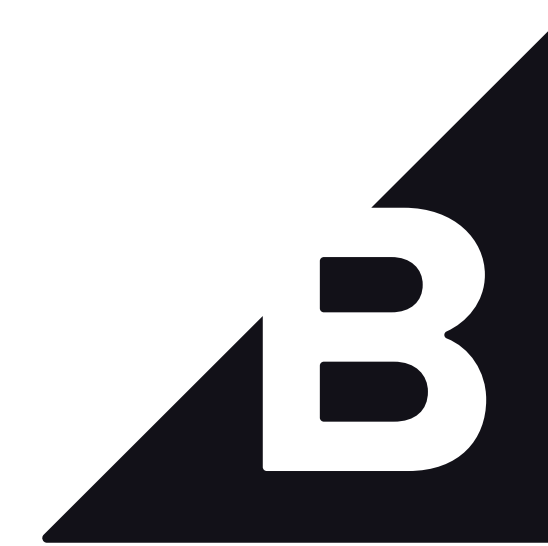⬇ **EPS**   ⬇ **PNG**   ⬇ **SVG**

Logos

Secondary Mark

———

The "B" Mark

This is known as the icon, the mark, or the "B version" of our logo, stripped of any wordmark. It should be employed only in certain use cases:

- When use of the wordmark drops below 80px or 1"
- To reduce redundancy if the word "BigCommerce" is a large focus within the copy of the composition

There are two main versions available to ensure legibility on both dark and light backgrounds.

⬇ EPS   ⬇ PNG   ⬇ SVG


⬇ EPS   ⬇ PNG   ⬇ SVG

⬇ DOWNLOAD ALL

Logos

Usage Best Practices

Anatomy & Clearspace

Our logo works best when it has enough room to breathe. No other logos, type or other graphical elements should infringe on its space.

To ensure legibility and cleanliness of both of our logos, the minimum clearspace to place around each is equivalent to half of its respective height (Y/2).

Minimum Size Restrictions

Digital — BIGCOMMERCE — 80px — B — 25px

Print — BIGCOMMERCE — 1"w — B — .25"w

Y/2

Y

BIGCOMMERCE

Y/2

Y

B
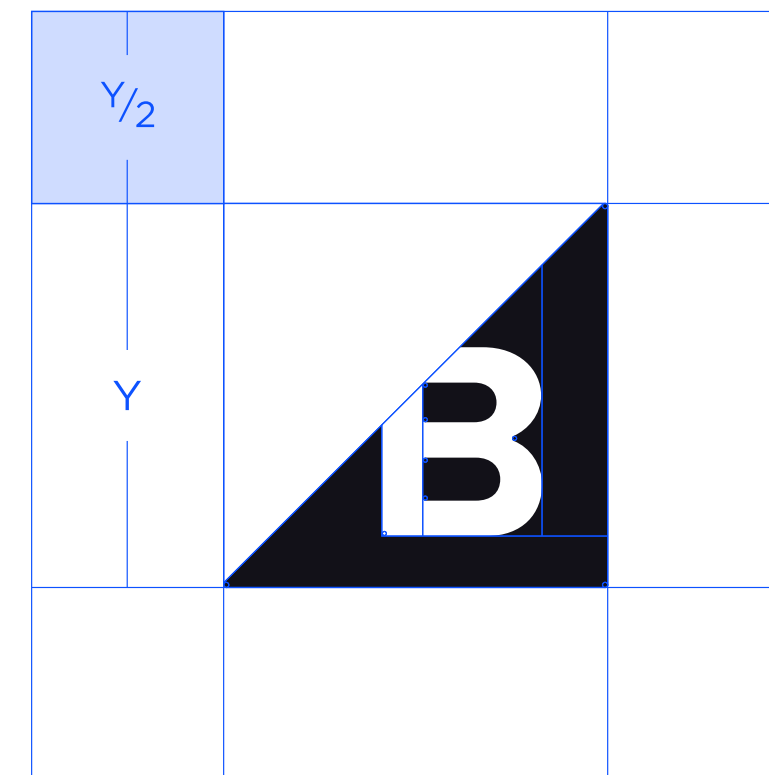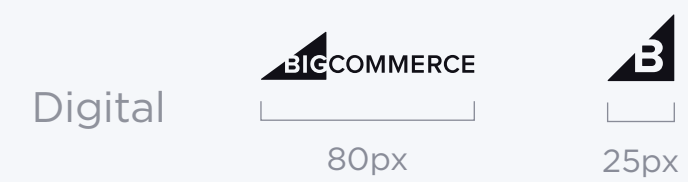
Logos

Usage Best Practices

___

Improper Use

General best practices forbid the stretching, stacking, changing of color, adding shadow to, or otherwise altering our two marks. All rules to the right also apply to the "B" mark.

IMPROPER USE

IMPROPER USE

IMPROPER USE

Logos

Partner Lockups

—

Co-branded Partner Lockups

These standardized lockups should be used when BigCommerce co-brands websites, campaigns, printed materials, or other assets for partnerships.
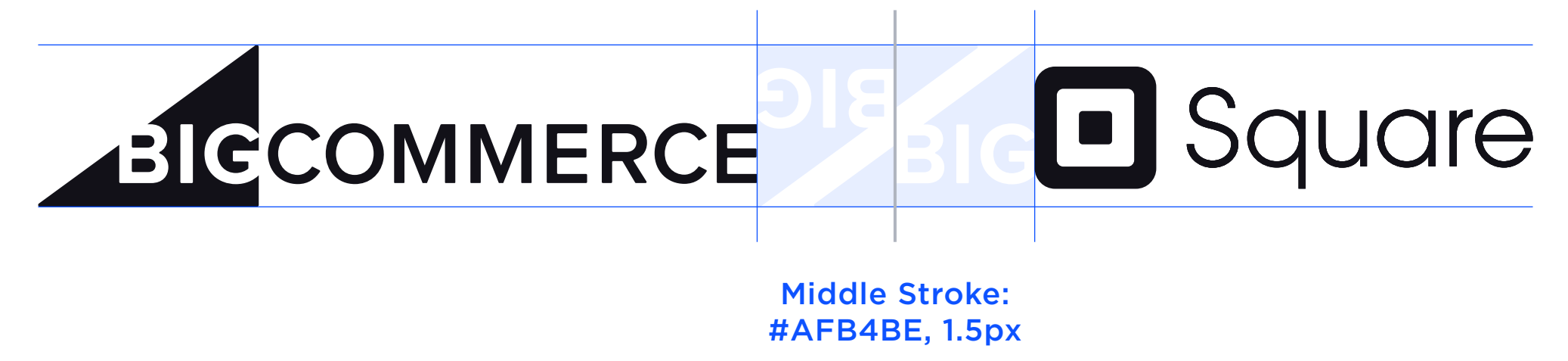
A

Primary Logo Partner Lockup

This is the preferred logo lockup for use in partnerships. It uses our primary logo alongside our partners' full primary logo.
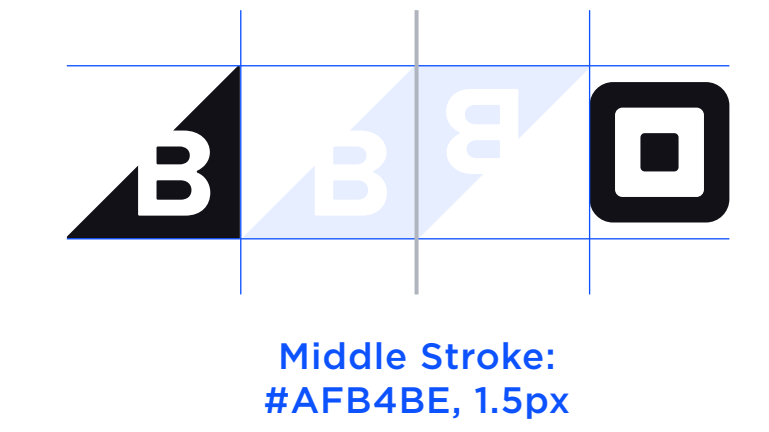
B

Secondary Icon Partner Lockup

These reduced icon versions should only be used if space is limited.

A

BIGCOMMERCE **Square**

Middle Stroke:
#AFB4BE, 1.5px

BIGCOMMERCE | **Square**

B

B **Square**

Middle Stroke:
#AFB4BE, 1.5px

B **□**

Middle Stroke:
#AFB4BE, 1.5px

B | **Square**

B | **□**

Color

Swatch Breakdowns

A ## Primary Brand Colors
These black, white, and blue mixes are the core foundation of our palette.

B ## Secondary Brand Colors
Purple and green should be used sparingly in particular use cases. Pink borders on a tertiary color, as it is sparingly used as an accent in most cases.

A

BC Black

HEX	#121118
RGB	18 / 17 / 24
CMYK	77 / 64 / 52 / 71
PMS	Black 6 C

True White

HEX	#FFFFFF
RGB	255 / 255 / 255
CMYK	0 / 0 / 0 / 0
PMS	Opaque White

BC Blue

HEX	#0D52FF
RGB	13 / 82 / 255
CMYK	100 / 66 / 0 / 0
PMS	2388 C

B

BC Purple

HEX	#4100A3
RGB	65 / 0 / 163
CMYK	90 / 99 / 0 / 0
PMS	Violet C

BC Green

HEX	#03EADA
RGB	3 / 234 / 218
CMYK	49 / 0 / 23 / 0
PMS	3242 C

BC Pink

HEX	#F849A0
RGB	248 / 73 / 160
CMYK	0 / 83 / 3 / 0
PMS	212 C

Color

Our Palette

—

Color Use Ratio

The BigCommerce brand is largely grounded in our BC Black, True White, and BC Blue for strong contrast, accessibility, and extensibility across media. Our Purple and Green are the main secondary colors used as accents throughout the website and other marketing materials.

True White

BC Black

BC Blue

BC Purple

BC Green

Leadership

Executive Headshots

Brent Bellm ⬇ **JPG**
Chief Executive Officer

Robert Alvarez ⬇ **JPG**
Chief Financial Officer

Russell Klein ⬇ **JPG**
Chief Commercial Officer

Ben Sumrall ⬇ **JPG**
Chief Operating Officer

Lisa Eggerton ⬇ **JPG**
Chief Marketing Officer

Brian Dhatt ⬇ **JPG**
Chief Technology Officer

Marc Ostryniec ⬇ **JPG**
Chief Sales Officer

Rob Kaloustian ⬇ **JPG**
Chief Services Officer

Sherri Manning ⬇ **JPG**
Chief People Officer

Jeff Mengoli ⬇ **JPG**
Chief Legal Officer

Rosie Rivel ⬇ **JPG**
Chief Information Officer

Troy Cox ⬇ **JPG**
SVP of Product

Daniel Lentz ⬇ **JPG**
SVP of Finance & Investor Relations

Chris Skarupski ⬇ **JPG**
SVP of Corporate Development
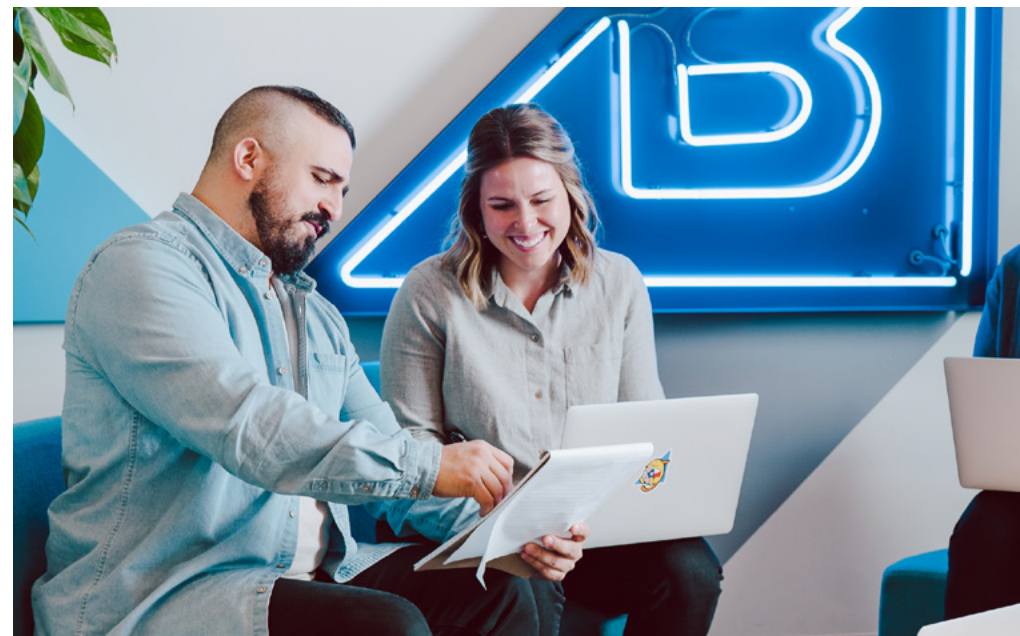
⬇ **DOWNLOAD ALL**
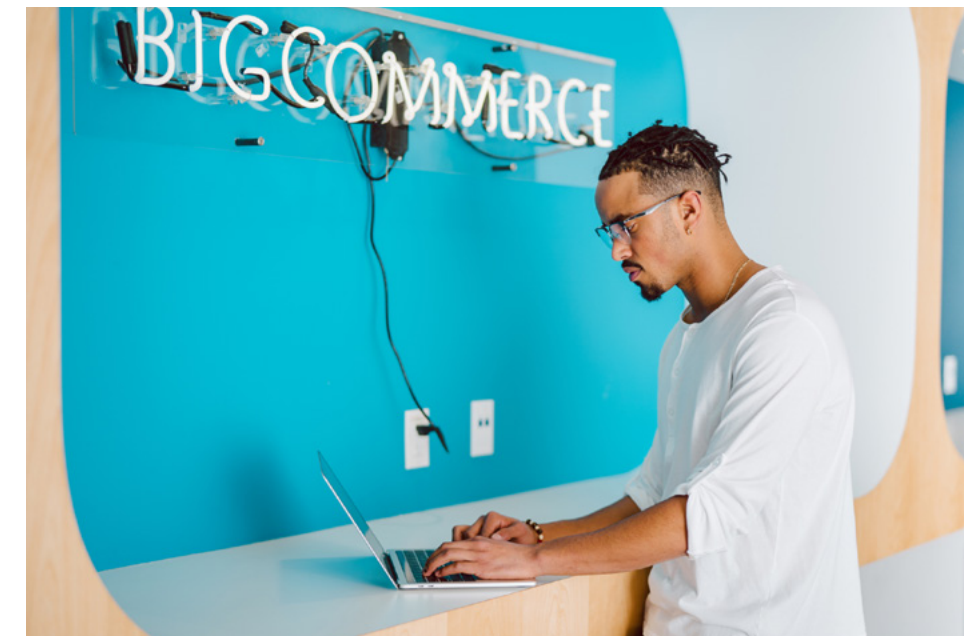
Photography

Our People

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **DOWNLOAD ALL**

Photography

Our Office

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **JPG**

⬇ **DOWNLOAD ALL**

BIGCOMMERCE

2023

Media Kit

For general press inquiries, please email **pr@bigcommerce.com**.