



grocer

*Come Together & Many Choices*

## Company Overview

TmGrocer carries several principal activities in research & development, commercialisation, marketing and distribution of application software for Iphone, Android and Blackberry 10 users worldwide. With credible experience and a strong team of mobile application professionals, the company is able to create strategic solutions using specialisations in Desktop, Mobile and 3D CGI to effectively develop and market products.

Our vision is to spearhead technology as an innovative tool to help drive businesses to re-engineer themselves to meet challenges that arise from e-commerce revolution by capitalising on opportunities in emerging trends of technological advances. The mission is to develop and commercialise product offerings by becoming a trendsetter in revolutionising the way consumers shop through the creation of an online platform. The company has recently developed a unified mobile communication system for corporate clientele via Iphone, Android and Blackberry 10 application software under a platform called 'tmGrocer' adopting the innovative D2C model (Direct-2-Customers).

TmGrocer is a platform for SMEs to participate in listing their products to the mass market online which will then be available to the public via smart devices. The tagline, 'Come together & Many Choices', was formed to specifically highlight our mission, supported by our own payment gateway, it provides a total integrated solution that protects both the consumers and vendors.

# tmGroser Logo



# tmGroser Logo Size Usage Guidelines



# tmGroser Logo Font Usage Guidelines

grocer

Font: Antipasto Pro

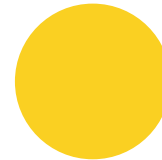
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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Font: Myriad Variable Concept

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

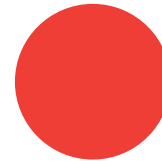
# tmGroser Logo Colour Usage Guidelines



#fdd200

C: 1.96  
M: 16.08  
Y: 92.94  
K: 0

R: 263  
G: 210  
B: 0



#e6332a

C: 0  
M: 90  
Y: 85  
K: 0

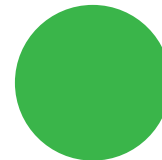
R: 230  
G: 51  
B: 42



#dedc00

C: 20  
M: 0  
Y: 100  
K: 0

R: 222  
G: 220  
B: 0



#3aaa35

C: 75  
M: 0  
Y: 100  
K: 0

R: 58  
G: 170  
B: 53

# tmGroser Logo Usage Guidelines

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: LOGO COLOUR

**grocer**

*Come Together & Many Choices*

: LOGO BLACK & WHITE

# tmGroser Logo Icon Usage Guidelines



: LOGO COLOUR



: LOGO BLACK & WHITE





# tmGrocer Logo Icon Usage Guidelines (Corporate Activities Guidelines)

## Correct Logo Arrangement

LOGO



LOGO

LOGO

LOGO



LOGO

LOGO



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