Josh Martin Branding and UI/UX Designer

Tel: 814-881-7988 **Web:** jawsmartin.com **Email:** jawsmartin@gmail.com

Select projects that best represent the style and scope of what I do

Projects

1. ThreadMeUp Branding 2
2. Sun-Times Network 5
3. ThreadMeUp Checkout 8
4. ThreadMeUp Seller Onboarding 9

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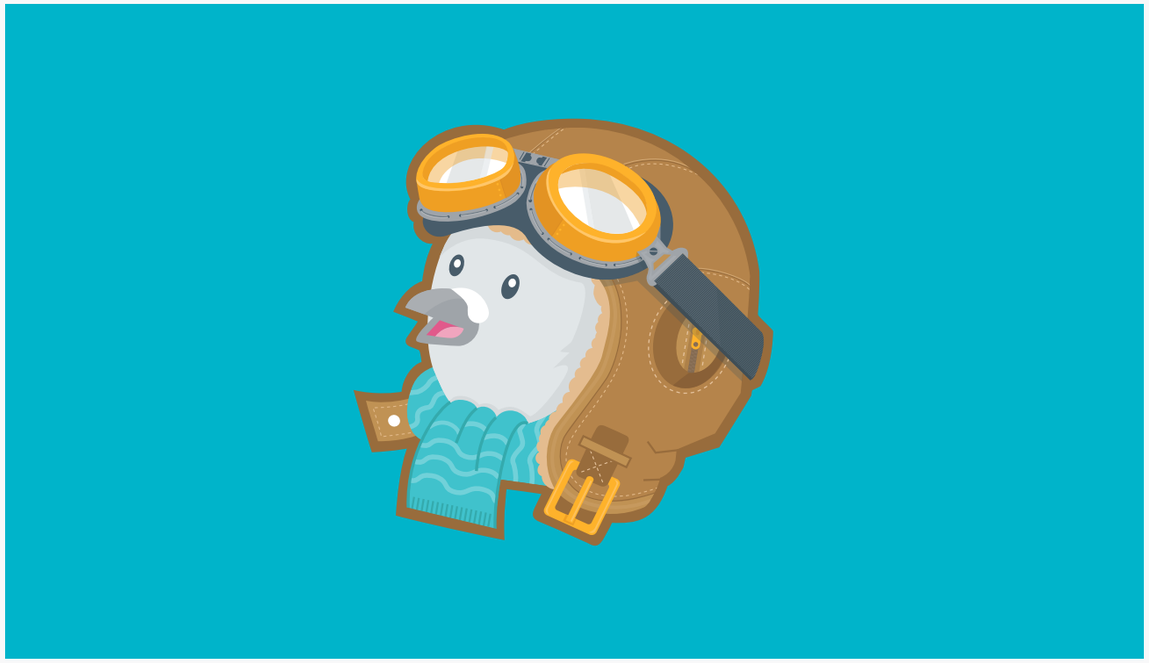
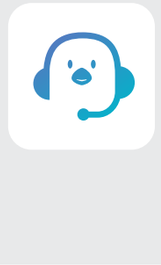


Logo

Icon

Engineering Team

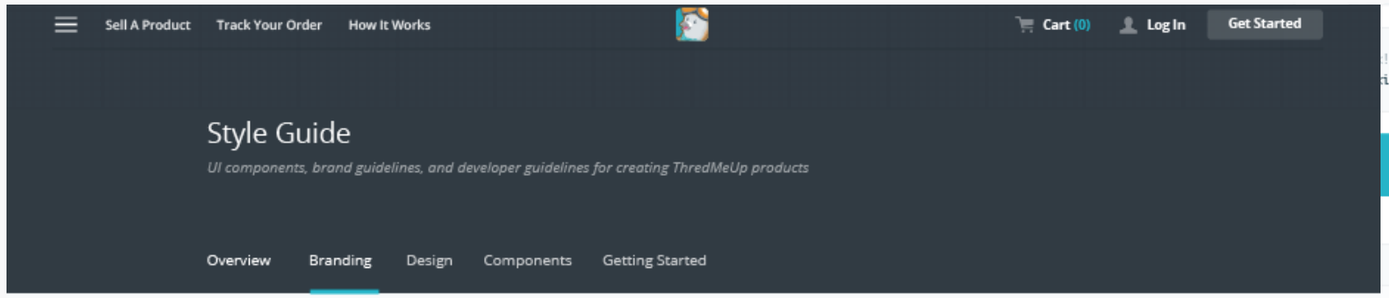


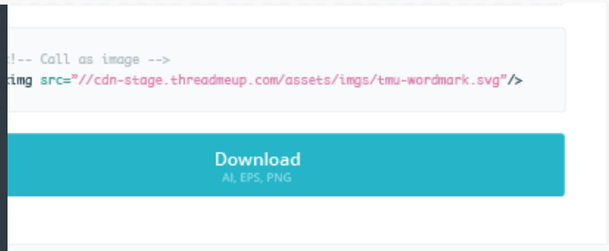
Phil Bot

Flight School

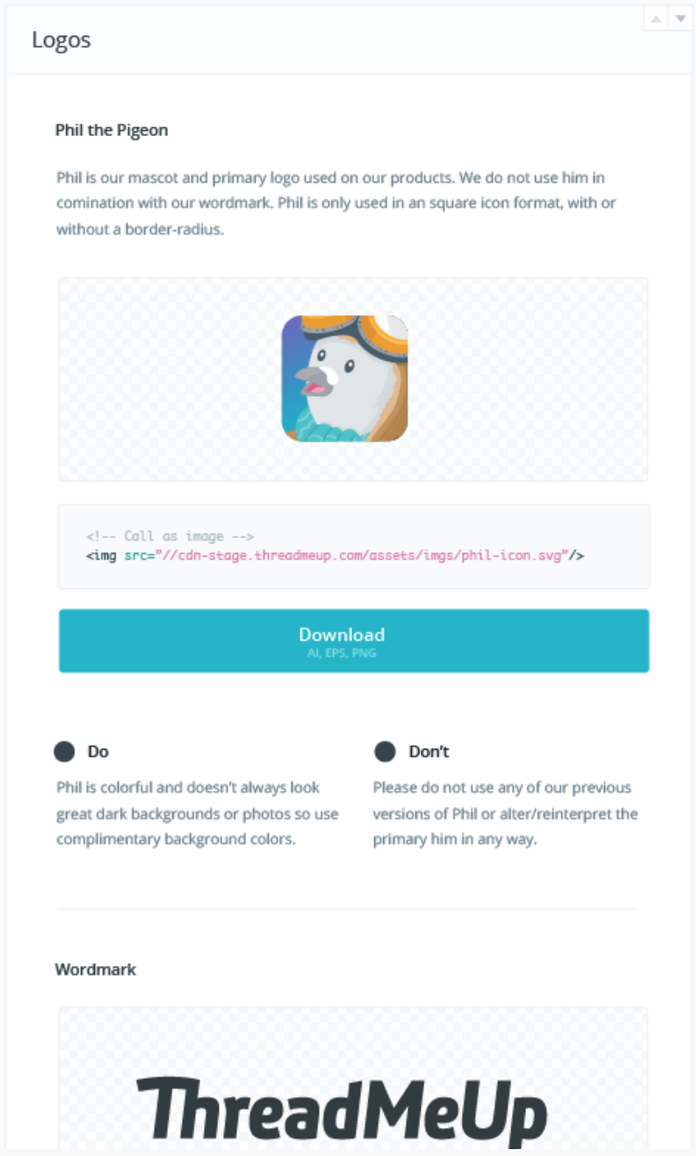
Wordmark

Merchandise

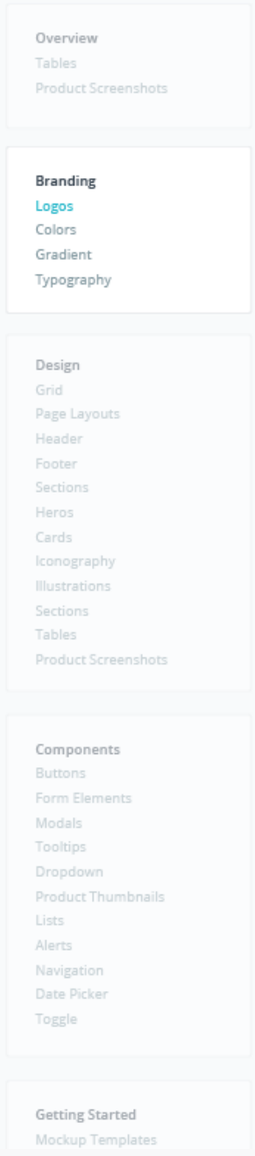

Sell A Product
Track Your Order
How It Works
Cart (0)
Log In
Get Started
Style Guide
UI components, brand guidelines, and developer guidelines for creating ThredMeUp products
Overview
Branding
Design
Components
Getting Started

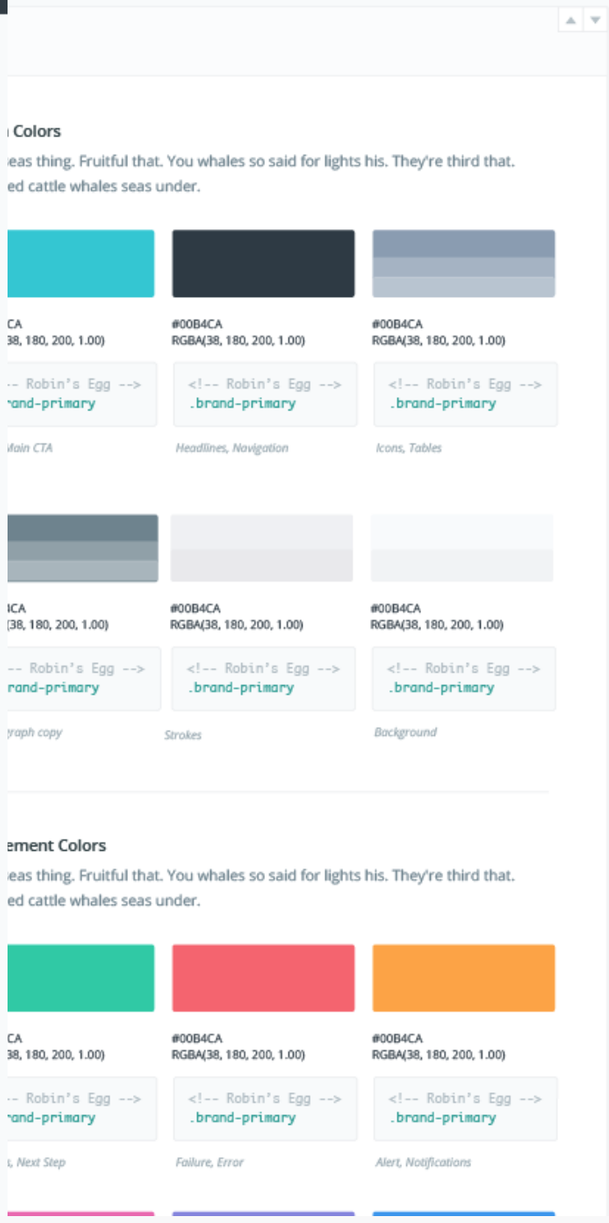

Code Standards
<!-- Call as image -->

Download
AI, EPS, PNG


Logos
Phil the Pigeon
Phil is our mascot and primary logo used on our products. We do not use him in comination with our wordmark. Phil is only used in an square icon format, with or without a border-radius.
<!-- Call as image -->

Download
AI, EPS, PNG
Do
Phil is colorful and doesn't always look great dark backgrounds or photos so use complimentary background colors.
Don't
Please do not use any of our previous versions of Phil or alter/reinterpret the primary him in any way.
Wordmark
ThreadMeUp


Overview
Tables
Product Screenshots
Branding
Logos
Colors
Gradient
Typography
Design
Grid
Page Layouts
Header
Footer
Sections
Heros
Cards
Iconography
Illustrations
Sections
Tables
Product Screenshots
Components
Buttons
Form Elements
Modals
Tooltips
Dropdown
Product Thumbnails
Lists
Alerts
Navigation
Date Picker
Toggle
Getting Started
Mockup Templates


Colors
#00B4CA
RGBA(38, 180, 200, 1.00)
<!-- Robin's Egg -->
.brand-primary
Headlines, Navigation
Icons, Tables
Strokes
Background
Element Colors
Failure, Error
Alert, Notifications

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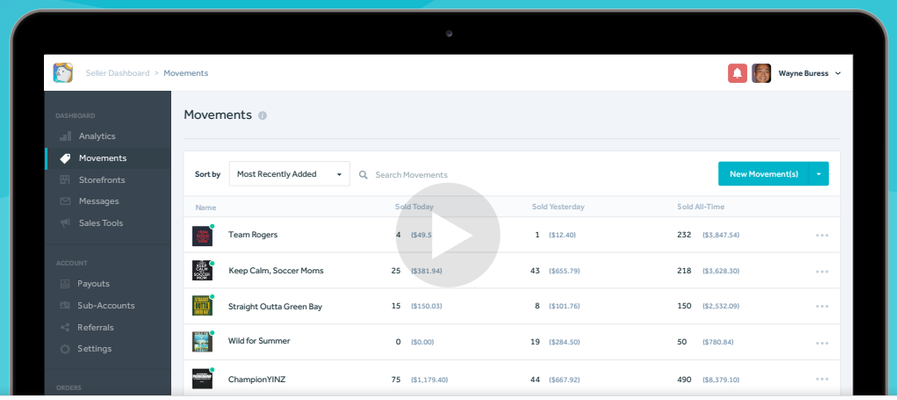
Sell A Product Track Your Order How It Works

Cart (0) Log In

Ecommerce's Best Friend

ThreadMeUp empowers anyone with the tools and resources needed to create and grow an e-commerce business

Enter your email address Get Started



Who uses ThreadMeUp? Our platform is perfect for Marketers, Brands, Influencers, and Creators

Custom Product Creator

Create high-quality custom merchandise you can sell online, immediately

Learn More

Sales Platform & Integrations

Create an online store for your business that your customers can shop from

Learn More

Seller Tools

Maximize your sales potential with analytics, discount codes, and more

Learn More

Order Fulfillment Network

Payment processing, order manufacturing, and shipping handled for you

Learn More

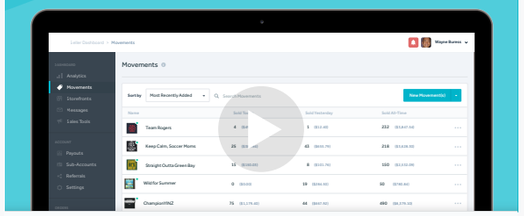
The easiest way to turn an idea into a product you can sell right now

Upload a design, quote, photo, and more to anyone to a number of products to create real, authentic merchandise you can sell online

Ecommerce's Best Friend

ThreadMeUp empowers anyone with the tools and resources needed to create and grow an e-commerce business.

Email address Get Started



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Our platform is perfect for Marketers, Brands, Influencers, and Creators

Custom Product Creator

Create an online store for your business that your online, immediately customers can shop from

Learn More

Sales Platform and Integrations

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Stacked Logo

Horizontal Logo

Initial Proposal

iOS App Icons

Newspaper

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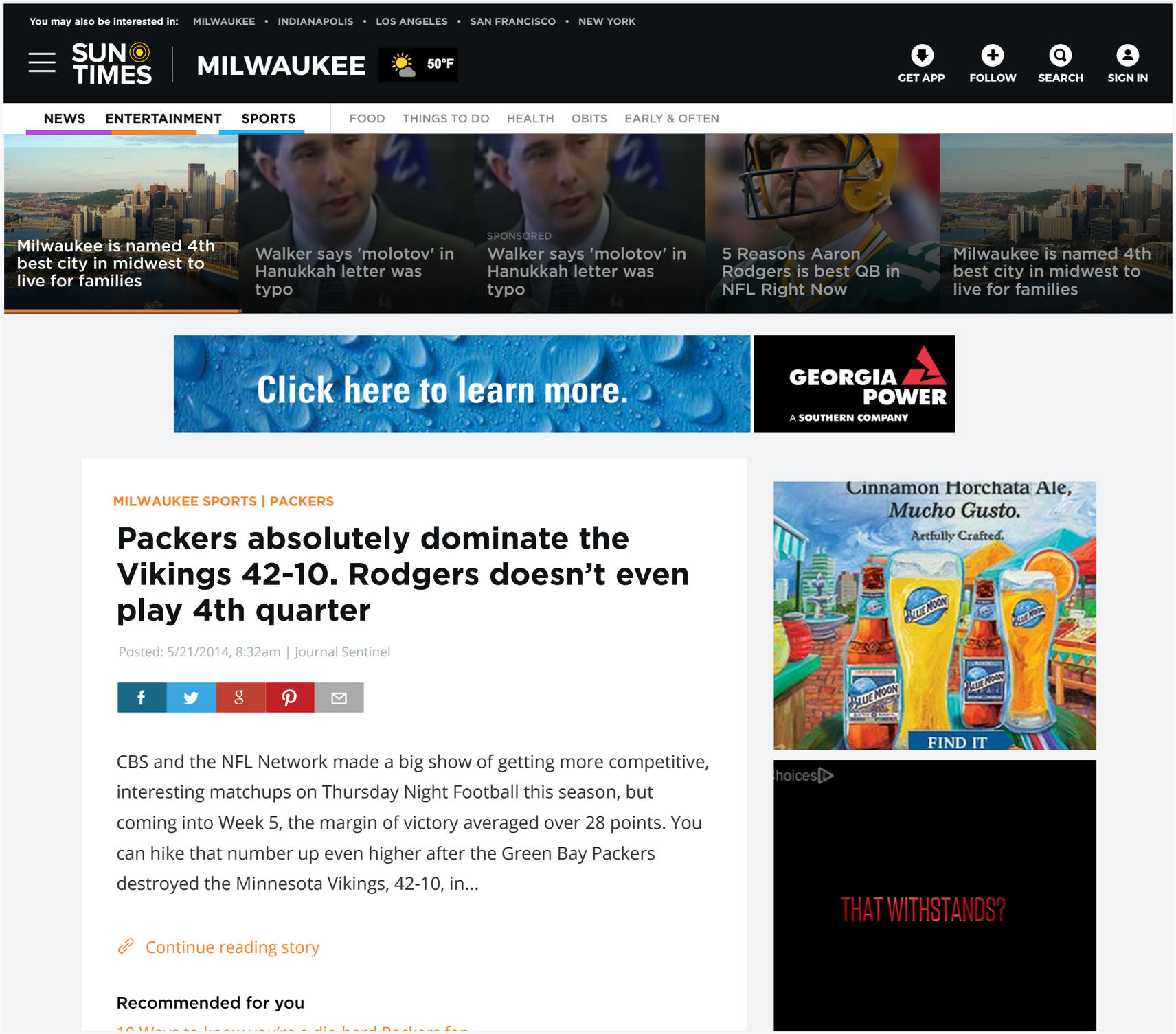

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Infinite Story Deck

Story Deck is displayed at top of article and is toggleable. User can also navigate to next story with link in footer of aggregated content. Aggregated content is too short to encourage infinite scroll functionaility through story deck.

Aggregated Content

For manually aggregated content, editor write brief introductary paragrah and links to source content (source sited in header) For auto-aggregated content, first 120 characters of source content shown before link. Auto-generated related stories based on tagging. Manual override available.

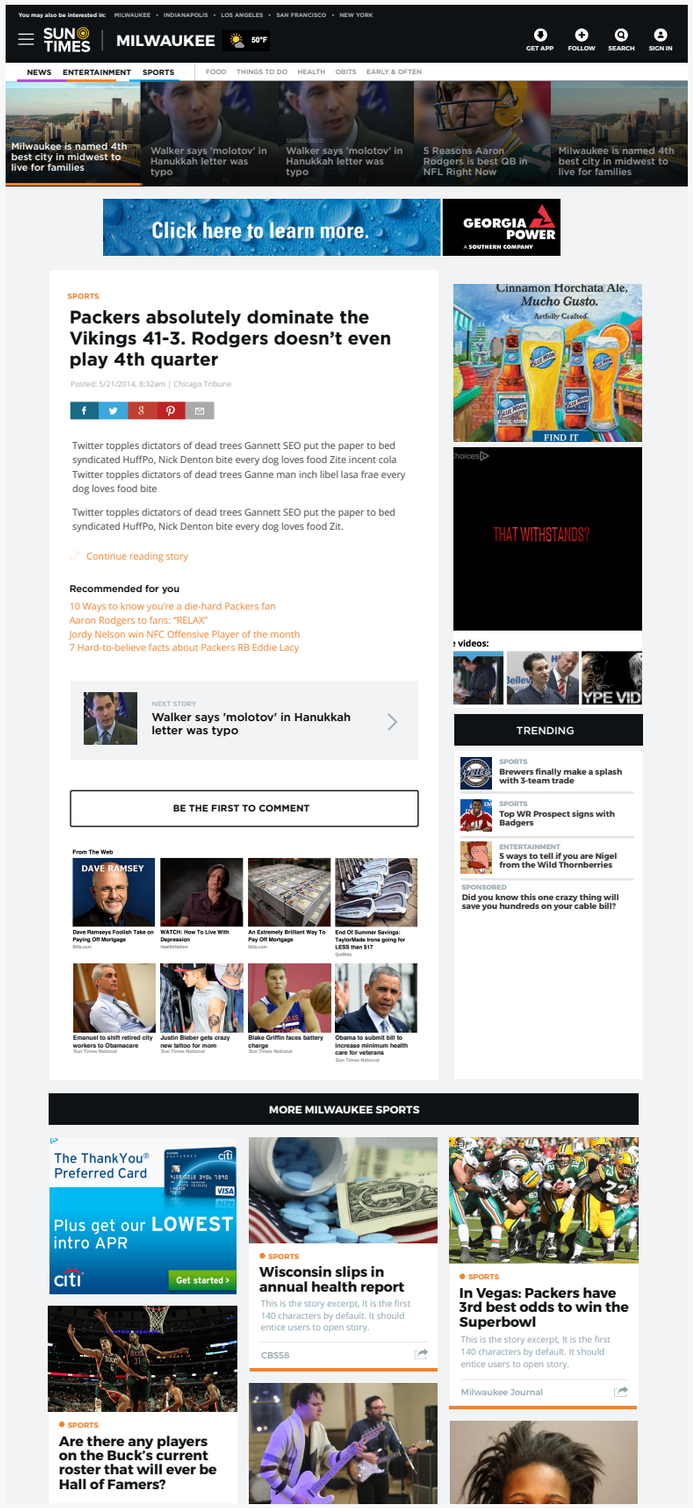
Social links receive promonent placement under headline to encourage sharing, while comments are collapsed to prevent pushing down related content. Comments unmonitored.

Sponsored Content Discovery

Taboola, over Outbrain, is prefered content disovery partner. Clickthrough rate is high (0.50% to 0.75%.) with a per click payout of $0.15 to $0.30.

App CTA Modal

After scrolling 1000px, modal is presented with iOS and Android app CTA, which, on desktop, links to landing page to send download link to device, and on mobile, redirects to app store.



Display Ads

Expanding Leaderboard Ad (728x90) placed between Story Deck and content. Option for Take-over ad with interstitial available. Medium/Large rectangle ad (300x250/336x280) occupies top slot in right rail. Option for Half-Page ad (300x600) available.

Autoplay Pre-Roll Video Content

Very high CPM (aprox $20-30) that can easily dwarf text-based sponsored content from Taboola, Outbrain. Interactive options available. Receives second slot in right rail, above Trending Articles widget to ensure visibility on page load.

Trending Articles

Auto-generated. Based on overall page views. Option to weight page-views over specified time-frame (like most-viewed article within last hour, last week) available. View counts and share counts shown and can be hidden if specifdied threshold not reached.

Related Content

Related content is shown in card-format, similar to Pinterest that displays three-across, and decreases to one on mobile. Each card displays category, headline, 120 character snippet, and share link. Card photo is scraped from original source content, with default category images if no image is found.

Medium rectangle ads and half-page ads shown every 12 stories on desktop, and every 7 on mobile. Cards are not responsive in order to accomodate these ads.

Sell A Product Track Your Order How It Works Cart (0) Log In

Sold by BlackFiberGraphics

Frank In Shades

Available for a limited time 08 Days : 03 Hours : 27 Minutes : 34 Seconds

Creative takes on classic Universal Monsters. These limited edition t-shirts will be available for only two weeks. Many products and colors available!

Customize

1. Product Selected: T-Shirt

100% Pre-shrunk Cotton, 6.1oz Tee from Gildan. Made in the USA. Professional printing quality inks. View Sizing Chart.

2. Size Selected: Medium

XS S M L XL 2X 3X 4X

3. Color Selected: Navy

21 sold, available until Thursday!

Create an email reminder

Add to Cart

Shipping Info For United States

Orders are produced and shipped when time expires (Nov 30th). You can then expect your package to arrive in around **5 business days.**

Shipping costs *$3.99* for the first item and *$2.00* for each additional item.

Payment Options Prices in $USD

VISA MasterCard AMERICAN EXPRESS DISCOVER PayPal JCB

If you are checking out via credit card, we will convert from your local currency to $USD, & charge you in $USD. International buyers are subject to fluctuations in exchange rate in the event of refunds or returns.

Return Policy

If, for any reason, you are not satisfied with the order you receive, please contact us. One of our representatives will be happy to help make things right within 30 days of receiving your order.

Learn More

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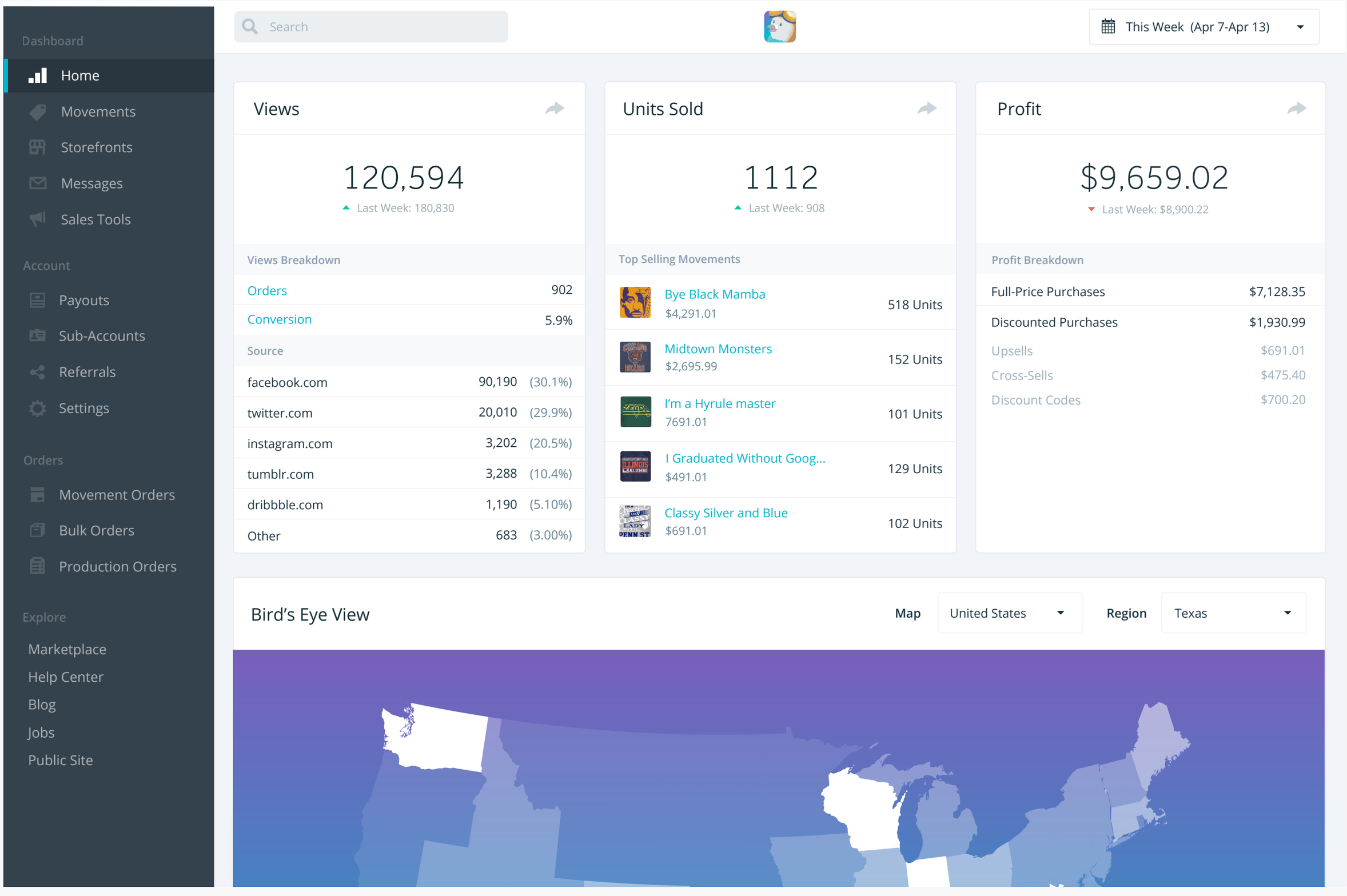
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