



Our Brand Guidelines



Identity Elements

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Logo





Brand Logo



The 'X' graphic is part of our brand property, originating from our logo. It provides a number of possibilities from holding imagery to supporting messages.

Everything that we do at Xalient is about acceleration, whether that be enabling our customers to move forward at lightning speed, or ensuring that we as a company are leading the way with technological innovation, that's why even the X design of our logo demonstrates the direction in which we are moving.

Logo on Black



Preferred Logo Sizes

Our logo needs at least this much space around it:



Minimum Size with Strapline



Minimum Size without Strapline
(above 40mm width add strapline)



Logo: Usage

The logo should only be reproduced from master artworks and should not be redrawn or altered in any way.



Logo: Incorrect Usage

The logo should only be reproduced from master artworks and should not be redrawn or altered in any way.

1. Do not squash, compress or distort the logo
2. Do not add drop shadows to the logo
3. Do not change any colours included in the logo
4. Do not use over an image/pattern background obscuring the logo
5. Do not change the typeface used in the logo
6. Do not fade the logo
7. Do not rearrange the logo
8. Do not Rotate



Logo: 'x' graphic usage



The 'X' graphic can be used as an asset to support messaging but should only be used in full or the ways shown here. The size can vary depending on usage but only 2 sides of the graphic should be cropped at any time with one of the diagonals meeting the corner of the page

Identity
Elements

Colours

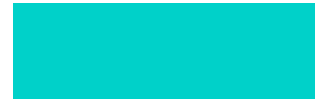




Colours and Rules



C: 100 M: 99 Y: 32 K: 42
R: 16 G: 18 B: 78
#1c164b



C: 66 M: 0 Y: 30 K: 0
R: 0 G: 209 B: 202
#00d1ca



C: 1 M: 100 Y: 8 K: 0
R: 234 G: 10 B: 131
#ea0a83



C: 49 M: 35 Y: 28 K: 1
R: 139 G: 151 B: 164
#8b97a4

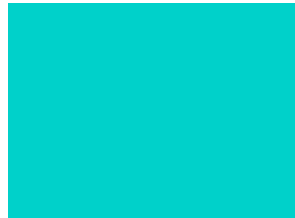
Core Brand Colours

Our Primary Colours

The primary colour palette comprises five corporate colours – Navy, turquoise, fuchsia for headings. Grey for paragraph text.



C: 100 M: 99 Y: 32 K: 42
R: 16 G: 18 B: 78
#10124E



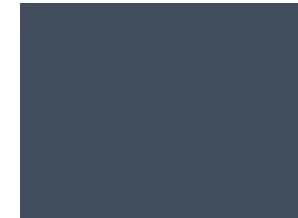
C: 66 M: 0 Y: 30 K: 0
R: 0 G: 209 B: 202
#00D1CA



C: 0 M: 100 Y: 8 K: 0
R: 0 G: 209 B: 202
#EA0A83

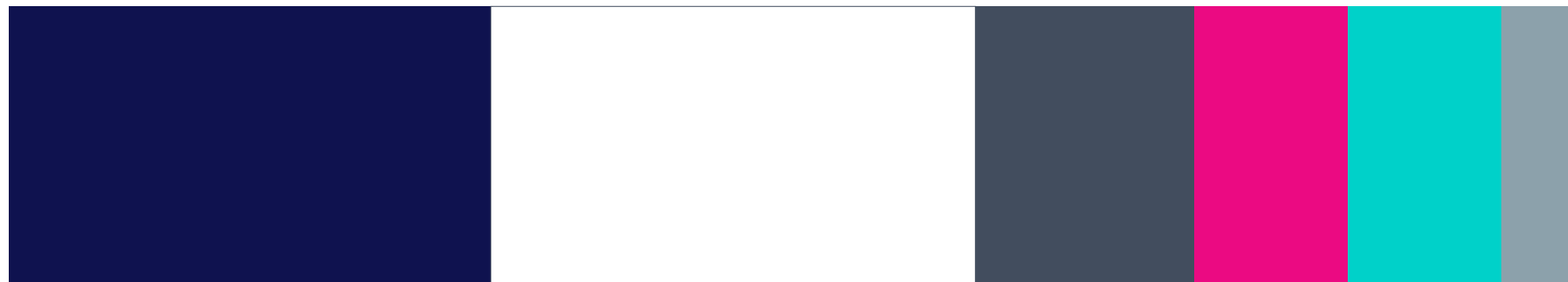


C: 48 M: 29 Y: 27 K: 0
R: 140 G: 160 B: 170
#8CA1AB



C: 76 M: 64 Y: 44 K: 28
R: 66 G: 77 B: 94
#424D5E

DIAGRAM SHOWING PROPORTIONAL REPRESENTATION OF COLOUR USAGE





www.xalient.com



For any queries, assets or templates, please contact the
Marketing team at: marketing@xalient.com