

xello



Comprehensive Brand Guidelines

2020_V1



Welcome to Our Brand

Here you will find the guidelines for using Xello's brand assets and showcasing content. These guidelines reflect our company as we are, and as we want to be.



Who We Are

Our **mission** is to help anyone, anywhere in the world, create a successful future through self-knowledge, exploration and planning.

Our **market position** differentiates us. We prepare people for their future. Students must be engaged in defining their own journey. Our engaging and fun-to-use software encourages them to understand themselves, explore and investigate their options, and create an actionable plan.

Creating
Successful
Futures!

Our Values

We are a diverse group united by our passion to improve people's lives. We're fun, friendly, and completely committed to helping build successful futures. Each and every day we are our genuine and best selves - with each other and the people we help.

Together we:

Fully commit. Play to win.

Deliver delight to our users in everything we do.

Solve the most important problems.

Simplify.

Deliver results. Be accountable to the metrics.

Never stop learning.

Trust and collaborate. Do great things together.

Communicate honestly, often, and with mutual respect.

Embrace change, risk, failure, and uncertainty.



Our Approach to Design

Below are the defining principles that we approach design with.



simple

consistent

relevant

inclusive

magical

Our Brand Evolution

We love Career Cruising! But we knew it was time for something new. A new student-centred approach to software designed to deliver the type of experience kids encounter in other aspects of their life. In 2017, we introduced a brand new program and, at the same time, rebranded the company from Career Cruising to Xello.

Career Cruising is founded by Matt McQuillen, Jeff Harris and Angus McMurty

1995



Career Cruising on the World Wide Web

2000

xello



Career Cruising

1999

The company moved out of the basement and into a first real office



2017

Hello Xello! A brand-new program and, at the same time, rebranded company from Career Cruising to Xello

xello

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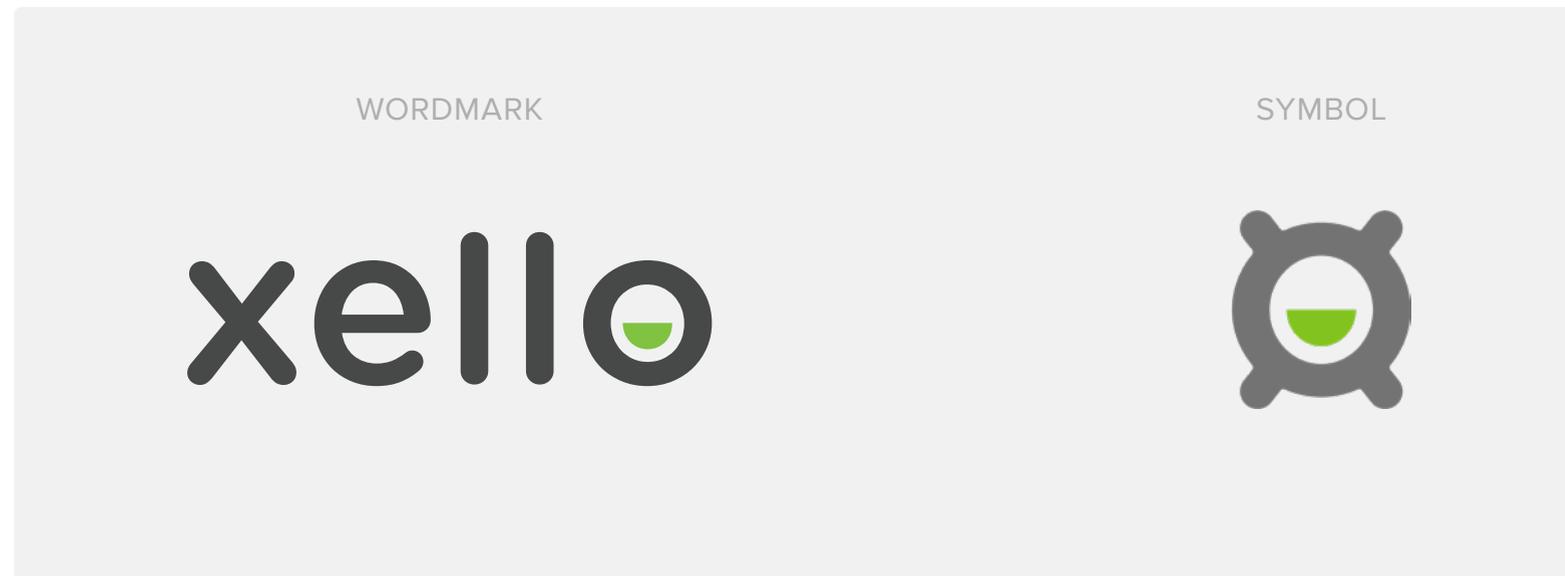
Writing Style

Our Logo

Primary Version

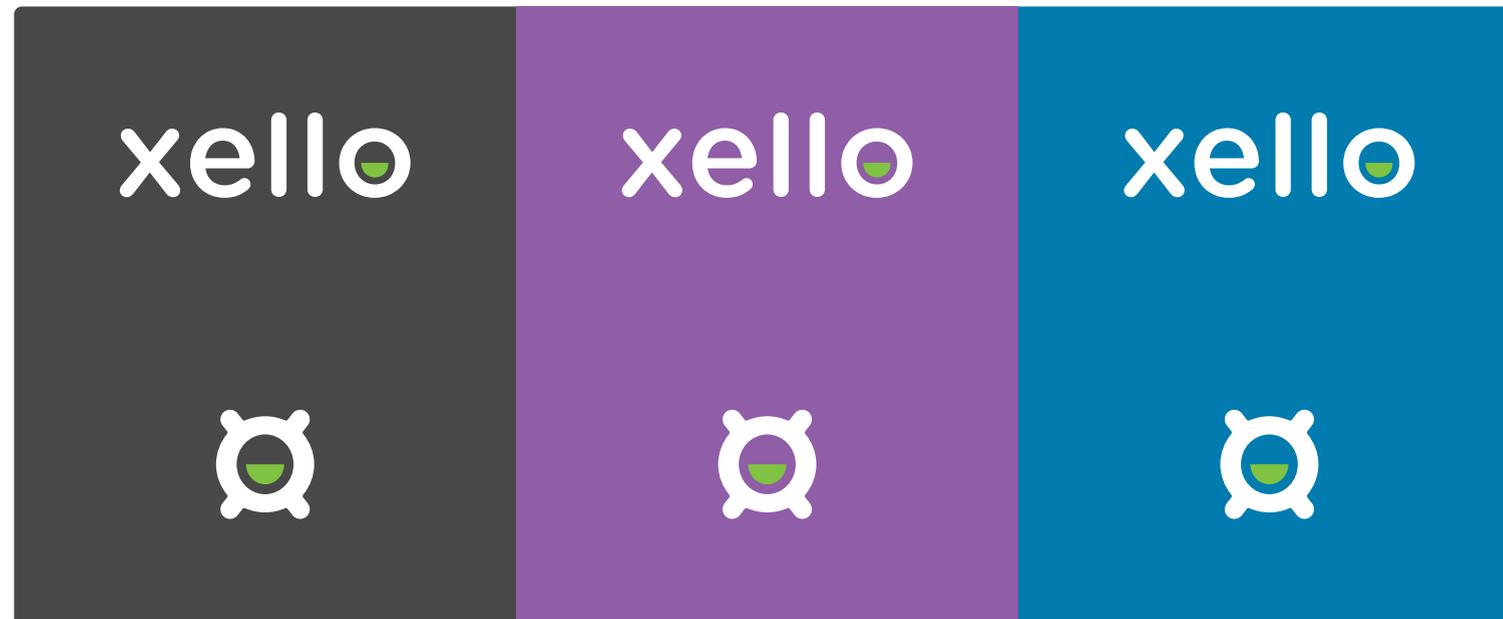
The Xello logo is available as a wordmark as well as a symbol. The wordmark is the default logo.

Wherever possible, the full wordmark should be used. The symbol should be used in applications where the full wordmark will not fit.



Secondary Version

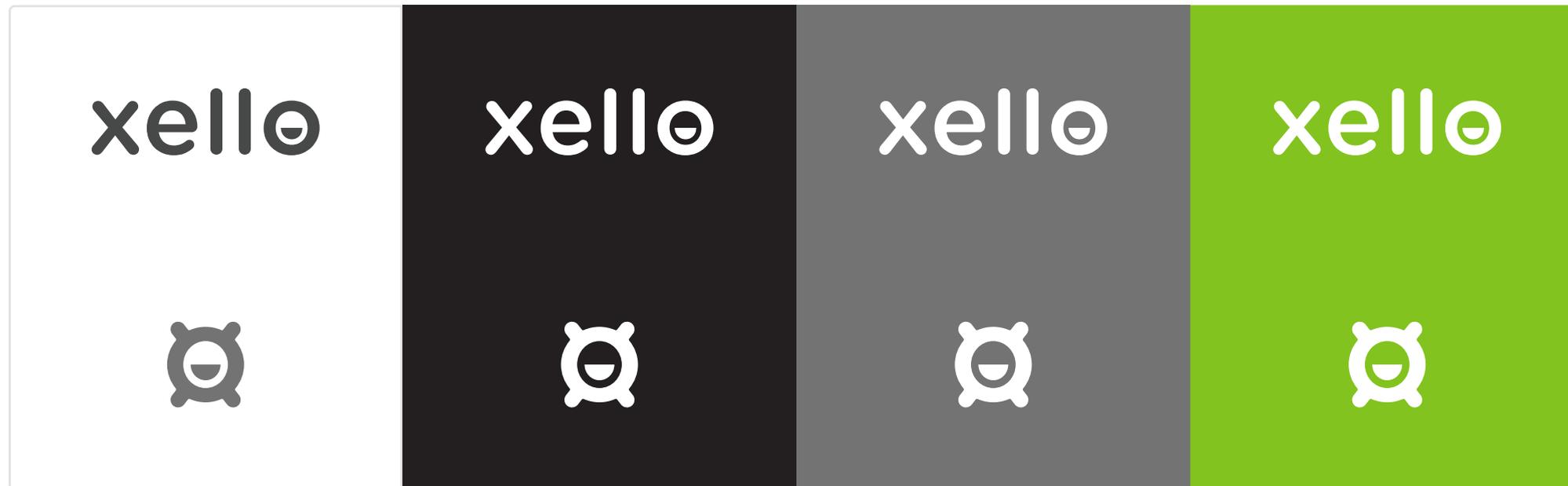
The secondary version of our logo is a combination of white and green. It should only be used on a solid flood of plain color.



Monochrome Version

The monochrome versions of our logo are available in grey and white.

The logo should only be used on a solid flood of plain white or any of the brand colors.

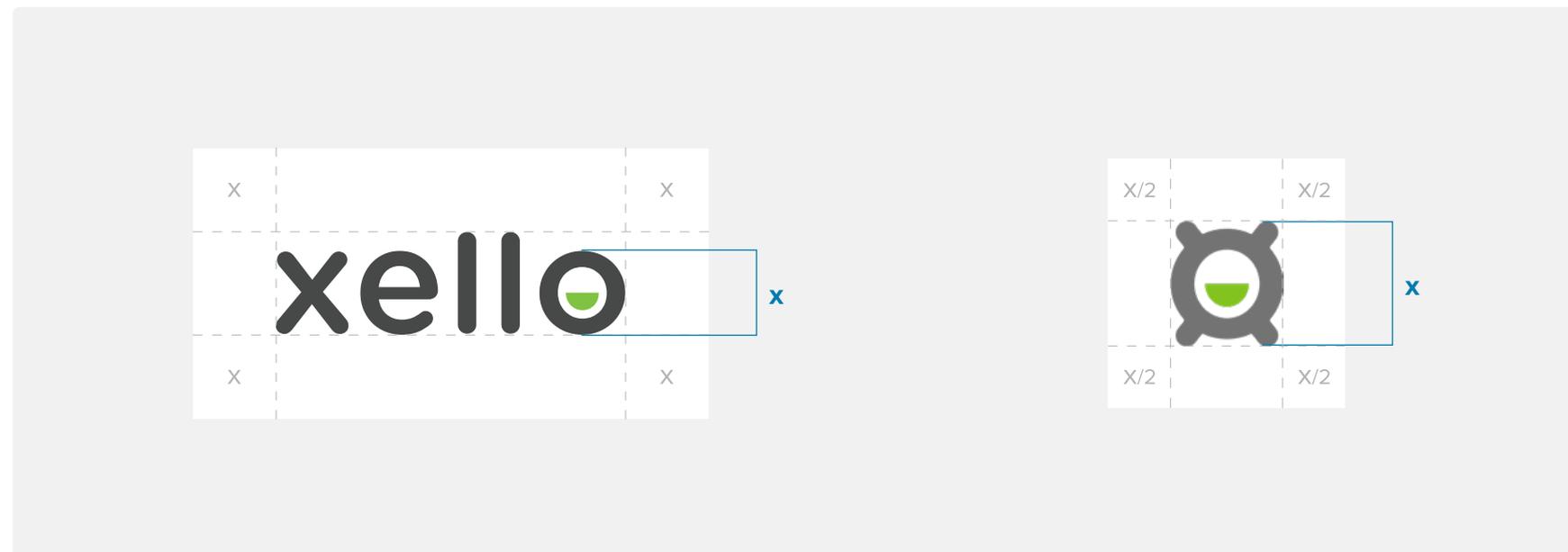


Clear Spacing and Sizing

The Xello wordmark and symbol should always be surrounded by a minimum space area. The safe area around the logo is marked as **x** in the diagram below.

This is a minimum and should be increased wherever possible.

SAFE AREA



MINIMUM SIZE

It ensures the visual impact and the legibility of the logo or symbol is not compromised.

xello Digital: 48px width
Print: 0.6in width

 Digital: 16px width
Print: 0.25in width

Improper Use of the Wordmark

To maintain a consistent appearance, no attempt should be made to alter the Xello wordmark in any way. Its orientation, color and composition should remain as described in these guidelines.

The wordmark 'xello' is shown with a red diagonal line crossing through it, indicating it is an incorrect usage. The letters are stretched and compressed horizontally.

DON'T distort or alter the proportions of the logo.

The wordmark 'xello' is shown with a red diagonal line crossing through it, indicating it is an incorrect usage. The right side of the logo is missing.

DON'T crop the logo.

The wordmark 'xello' is shown with a red diagonal line crossing through it, indicating it is an incorrect usage. A small green and white symbol is placed at the end of the wordmark.

DON'T combine the wordmark and the symbol.

The wordmark 'xello' is shown with a red diagonal line crossing through it, indicating it is an incorrect usage. The word 'Hello' is placed above the 'x' and 'e', and a colorful graphic is placed below the 'l' and 'o'.

DON'T place graphics or text within the defined logo safe area.

The wordmark 'xello' is shown with a red diagonal line crossing through it, indicating it is an incorrect usage. A soft shadow is cast behind the letters.

DON'T apply any shadow or graphic effect to the logo.

The wordmark 'xello' is shown with a red diagonal line crossing through it, indicating it is an incorrect usage. The entire logo is rotated counter-clockwise.

DON'T rotate the logo.

The wordmark 'xello' is shown with a red diagonal line crossing through it, indicating it is an incorrect usage. The letters are a lighter, semi-transparent grey color.

DON'T alter the colors or opacity of the logo.

The wordmark 'xello' is shown with a red diagonal line crossing through it, indicating it is an incorrect usage. It is placed on a dark, complex geometric pattern background.

DON'T place the logo on complex images or patterns that make it hard to read.

Improper Use of the Wordmark



DON'T use the logo as part of a sentence; even if it is outside of the clear space.



DON'T apply artistic effects to the logo.



DON'T outline the logo.



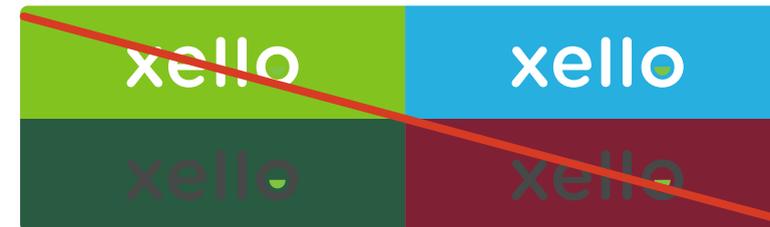
DON'T recolor the logo.



DON'T write the logo using a combination of a font and the symbol.



DON'T apply a smiley face to the wordmark.



DON'T apply the wordmark on low contrast background color. Please, go to page 21 to check for more info on accessibility.

Improper Use of the Symbol

To maintain a consistent appearance, no attempt should be made to alter the Xello symbol in any way. Its orientation, color and composition should remain as described in these guidelines.



DON'T distort or alter the proportions of the symbol.



DON'T crop the symbol in a way that it is unrecognizable.



DON'T place graphics or text within the defined clear space.



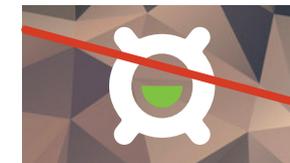
DON'T apply any shadow to the symbol.



DON'T flip the symbol upside down.



DON'T apply artistic effects to the logo.



DON'T place the symbol on complex images or patterns that make it hard to read.



DON'T use the symbol as part of a sentence; even if it is outside of the clear space.

Improper Use of the Symbol



DON'T outline the symbol.



DON'T recolor the symbol.



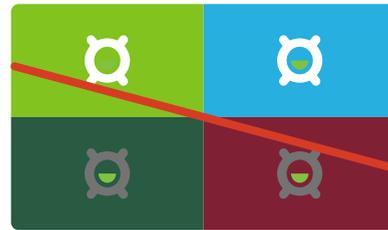
DON'T make smiley faces using the symbol as base.



DON'T change any part of the symbol.



DON'T delete symbol's element.

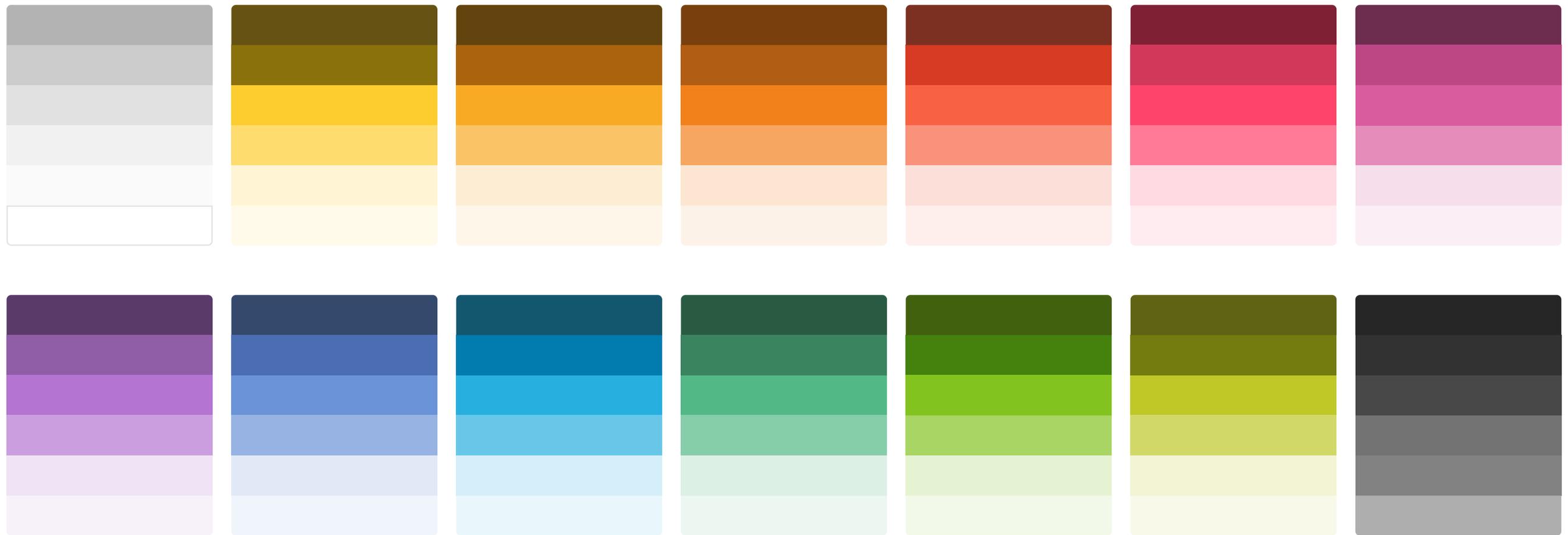


DON'T apply the symbol on low contrast background color. Please, go to page 21 to check for more info on accessibility.

Brand Visuals

The Brand Palette

An overview of Xello's full color palette.



Brand Colors

Colors to be used on the wordmark and symbol only.

GREEN 500

#82C31F | C60 M0 Y100 K0 | PAN 368

GREY 900

#484848 | C65 M60 Y60 K40 | PAN 7540

GREY 700

#737373 | C60 M50 Y50 K10 | PAN 424

WHITE

Primary Colors

Main colors to be used on the communication material.

BLUE 500 #26AFDF C70 M15 Y0 K0 PAN 2191	BLUE 700 #027BAF C95 M40 Y10 K0 PAN 7690	BLUE 900 #13576F C100 M50 Y10 K30 PAN 7462
PURPLE 500 #B474D1 C35 M58 Y0 K0 PAN 528	PURPLE 700 #905DA7 C66 M92 Y0 K0 PAN 2583	PURPLE 900 #5A3A68 C75 M100 Y10 K20 PAN 520
PINK 500 #FF446C C0 M96 Y45 K0 PAN 7424	PINK 700 #D23859 C5 M100 Y45 K20 PAN 7635	
MAGENTA 500 #D95C9F C10 M80 Y0 K0 PAN 674	MAGENTA 700 #BD4784 C25 M85 Y20 K0 PAN 675	
CORNFLOWER 700 #4B6EB2 C80 M60 Y0 K0 PAN 660	EMERALD 700 #3B8460 C80 M25 Y70 K10 PAN 555	

Digital Accessible Palette With Type

Light background with dark grey (#484848) text



Dark background with white (FFFFFF) text



Brand Typography

Proxima Nova is our brand's primary typeface, and should be used wherever possible on all Xello branded materials.

When using MS Office applications, Proxima Nova requires a license. Request one as needed from IT.

Proxima Nova *Student*
PATH
SUCCESSFUL FUTURES **Educator**
Xello REMOTE
learning
Every Student,
Future Ready!
K-12 SOLUTION SOCIAL EMOTIONAL
personalized Proven Model
Plans *Self-knowledge*

How it All Comes Together

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Say Hello to Xello
Software for Creating Successful Futures

FULL K-12 SOLUTION

Empower Your Youngest Learners to Become Future Ready

Show Me How

Spark Student Curiosity About the Future

Interested in learning how Xello can help your K-5 students succeed?

Learn More

Remote Learning Resources, Centralized

Looking for virtual learning resources during COVID-19? Head to the Xello Blog for articles, resources, roundtable invites, and more!

Take Me There!

xello

Course Planning that Connects

Introduce Your Elementary Students to Their Future Possibilities

Our future readiness to the next level

xello

Introducing your students to Xello for Elementary

Introducing Your Students to Xello for Elementary

FULL K-12 SOLUTION

Empower Your Youngest Learners to Become Future Ready

Show Me How

FULL K-12 SOLUTION

Spark Student Curiosity About the Future

Learn More

xello

5 things to expect when you get started with Xello

The team at Xello (formerly Career Cruising) is dedicated to your success. Here's what you'll experience as we work together to get you up and running.

Talk to us: +1(800) 965-8541 | www.xello.world

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Why Educators Love Xello

- Future readiness for ALL students**
- Student-centered experience**
- Engaging original content**
- Extensively tested**
- Fully integrated lessons & curriculum**
- Completely accessible**
- Multilingual**
- Vibrant, insightful reporting**
- 30+ years of expertise**
- Straightforward, personalized onboarding**

Talk to us: +1(800) 965-8541 | www.xello.world

Every student, future ready!

xello

How Educators Send Requested Transcripts

- Access the Transcript Tool**
- Send a Transcript to Network**

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Explore Options and Goals & Plans

Let's get exploring!

Explore Options

xello

Let's get started!

- Personalize your account**
- Experience what your students experience**
- Get inspired by exploring lessons**
- Log your students in**

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Every Student, Future Ready!

Easily prepare your K-12 students for future success with an engaging program that builds self-knowledge, personalized plans, and critical life skills.

Support You Need During COVID-19

Xello educators stay up-to-date with Xello News

Educators and counselors using Xello with their students will never again be out-of-the-loop on updates to Xello. Xello has recently launched Xello News—an in-app news channel that provides quick updates on new features and product enhancements.

Yes, Show Me a Preview

XELLO ENHANCEMENTS

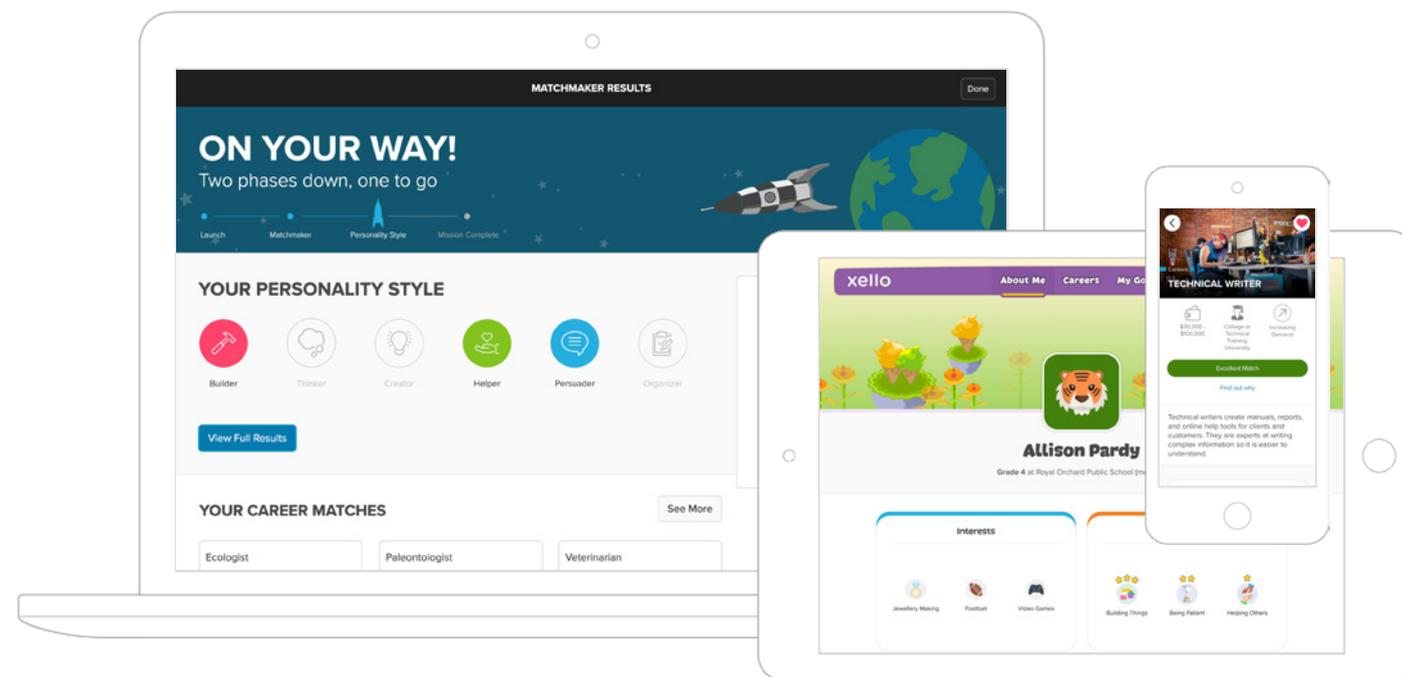
Coming Soon: New in-app missions in Xello for Elementary

More online missions for your 3-5 students are on the horizon! Using the same story-telling approach as the first series, the Xello team is hard at work creating a new series of Xello missions. Are you looking for a refresher of the in-app missions your 3-5 students are currently engaging with?

Yes, Show Me the List

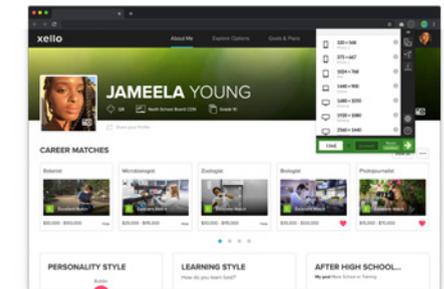
Product Screenshots

If you need to capture product screenshots not included in the files provided, please keep the tips to the right in mind.



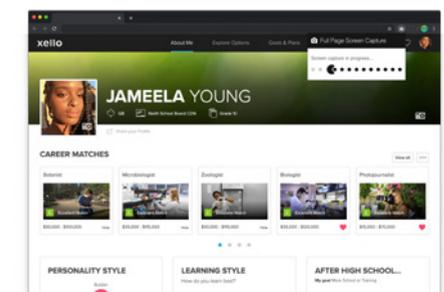
RESIZING YOUR BROWSER

Use a browser plugin to resize your browser window. Set the width in accordance to your device size (320, 768, 1024 or 1366 pixel)



FULL PAGE SCREEN CAPTURE

Use a browser plugin to capture the entire page to ensure all details are included.



Photography

Xello relies on imagery to promote our brand as engaging, human and genuine. Images should convey our brand personality through authentic and vibrant photography, communicating:

- The creation of a successful future is attainable for everyone
- A sense of engagement in self discovery, exploration and investigation of future options

General image criteria for photography:

- Photography with bright, vibrant colors
- Images that are inviting and invoke feelings of contentment and happiness
- A natural composition within authentic environments



Communication Styles

Writing the Brand and Product

When referring to Xello, the company name should appear in initial caps only. Do not try to recreate the logo in copy with bold type or all caps treatments or symbols.

Spark student curiosity about the future with Xello! ✓

✗ **XELLO** makes it easy for students to pursue their future-readiness.

When referring to Xello features or sections, they should appear in bold and in title case.

On Xello's dashboard you'll find three main links: **About Me, Explore Options,** and **Goals & Plans.** ✓

✗ Sign in to your **demo student account.**

Voice and Tone

Xello's **voice** is friendly, knowledgeable, genuine, and engaging.

Our goal is to be a consistent, informative, and trusted source of information, without being wordy or overly formal. Taking a positive and conversational approach in the way we express ourselves, we aim to tread the line between informal and informative. We want to be considered the approachable authority on career information.

A Proven Model for Student Success

Easily prepare your K-12 students for future success with an engaging program that builds self-knowledge, personalized plans, and critical life skills.

Writing Style

Use the active rather than the passive voice. Choose verbs with more verve and make fewer words work harder.

Use the inclusive we/you to make content more inviting and relatable.

Always capitalize words such as EdTech.

Always use title case. For example: This is Written in Title Case.

Refer to:



Learners as **students**

Instructors, teachers,
counselors, and
administrators as **educators**



Contact

If you need clarification with anything in this guide, you are missing brand elements from the brand package, or are unsure if your communications best represents the Xello brand, please contact our team at marketing@xello.world.