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.

xello

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!

xello

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.

xello

Our Approach to Design

Below are the defining principles that we approach design with.

scrim

simple

consistent

relevant

inclusive

magical

xello

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

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

www.careercruising.com/

Career Cruising

xello

Table of Contents

xello

Our Logo

xello

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.
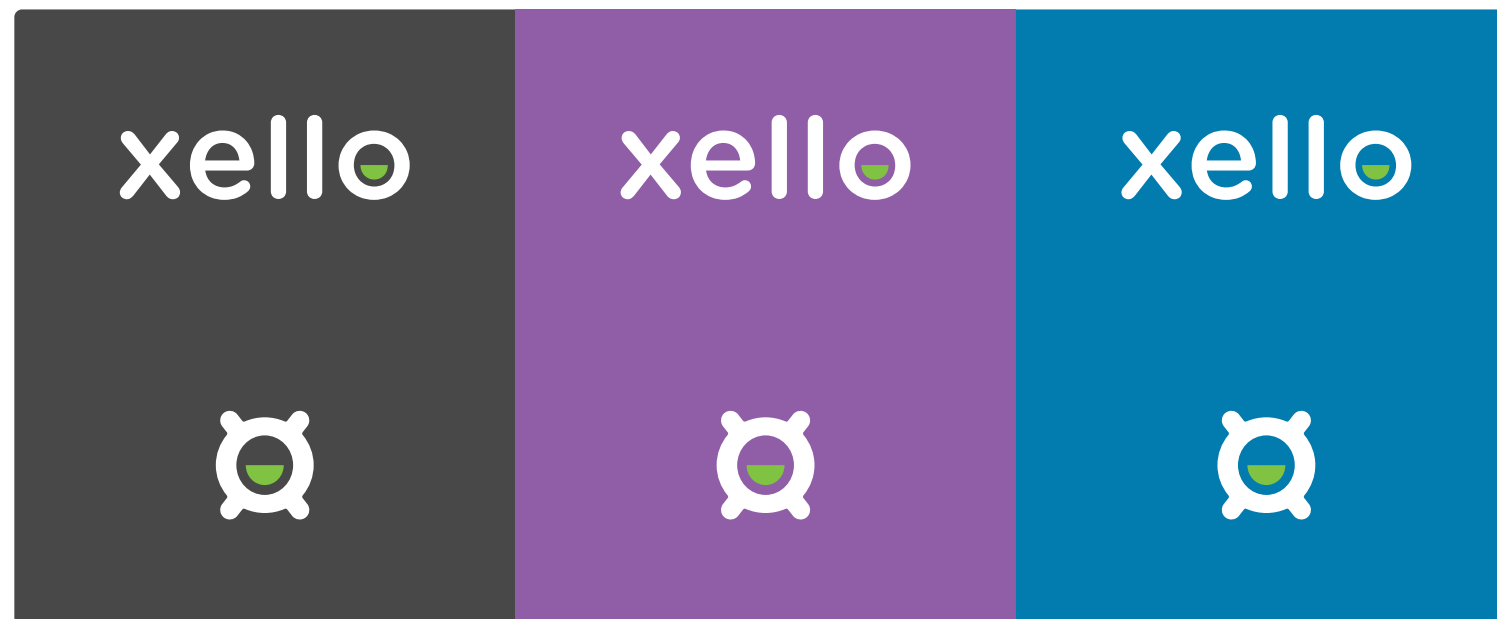
WORDMARK

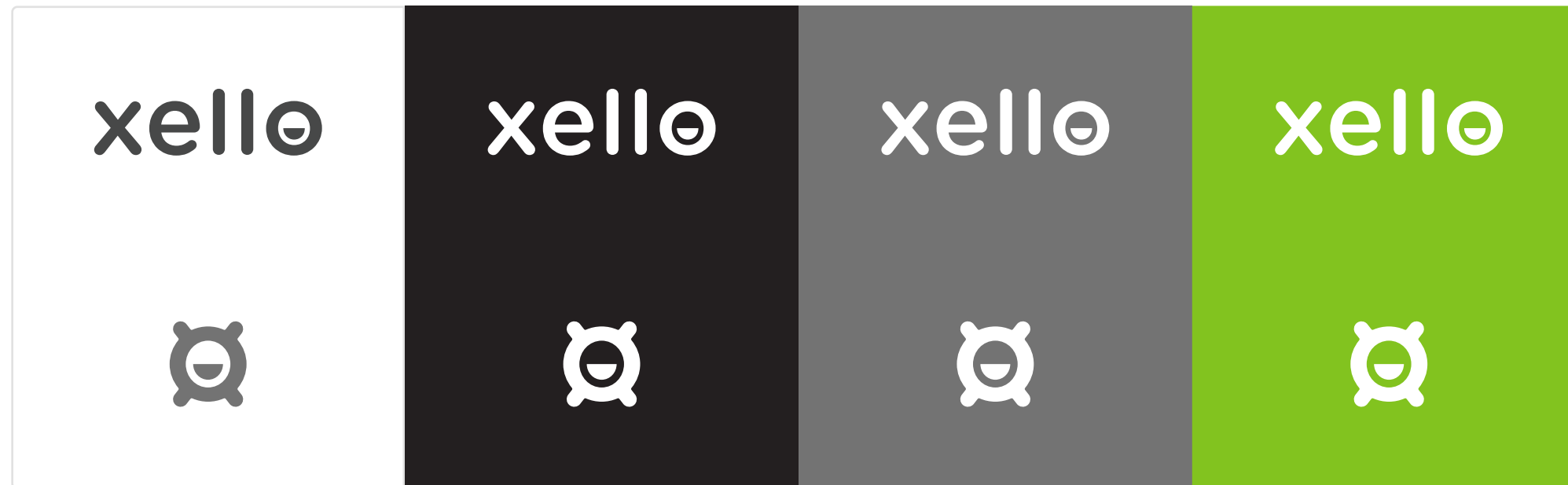SYMBOL

xello

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.

xello

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.
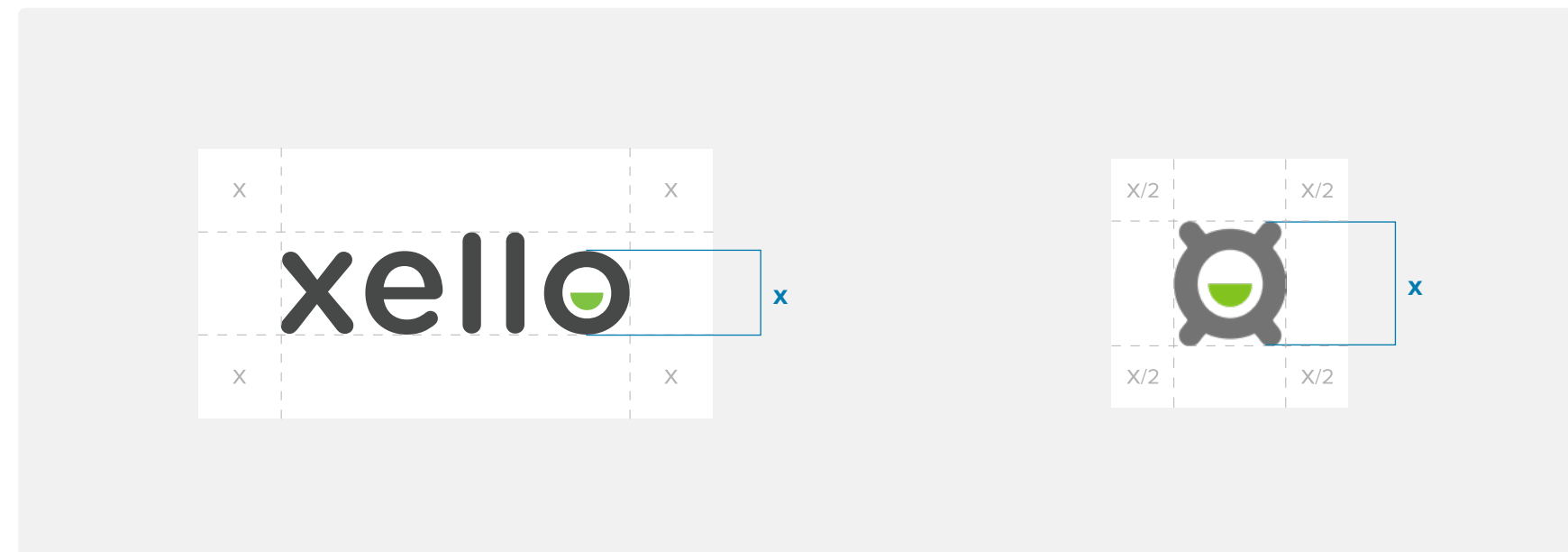
Clear Spacing and Sizing

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 legiblity of the logo or symbol is not compromised.

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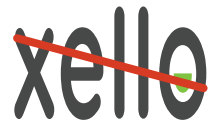
DON'T distort or alter the proportions of the logo.

DON'T crop the logo.

DON'T combine the wordmark and the symbol.

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

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

DON'T rotate the logo.

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

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

xello

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 workdmark.

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

xello

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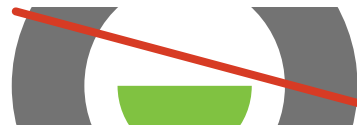
DON'T crop the symbol in a way that it is unrecognizable.

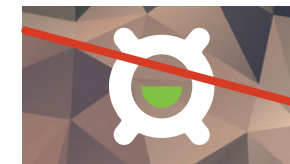DON'T place graphics or text within the defined clear space.

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.

xello

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.
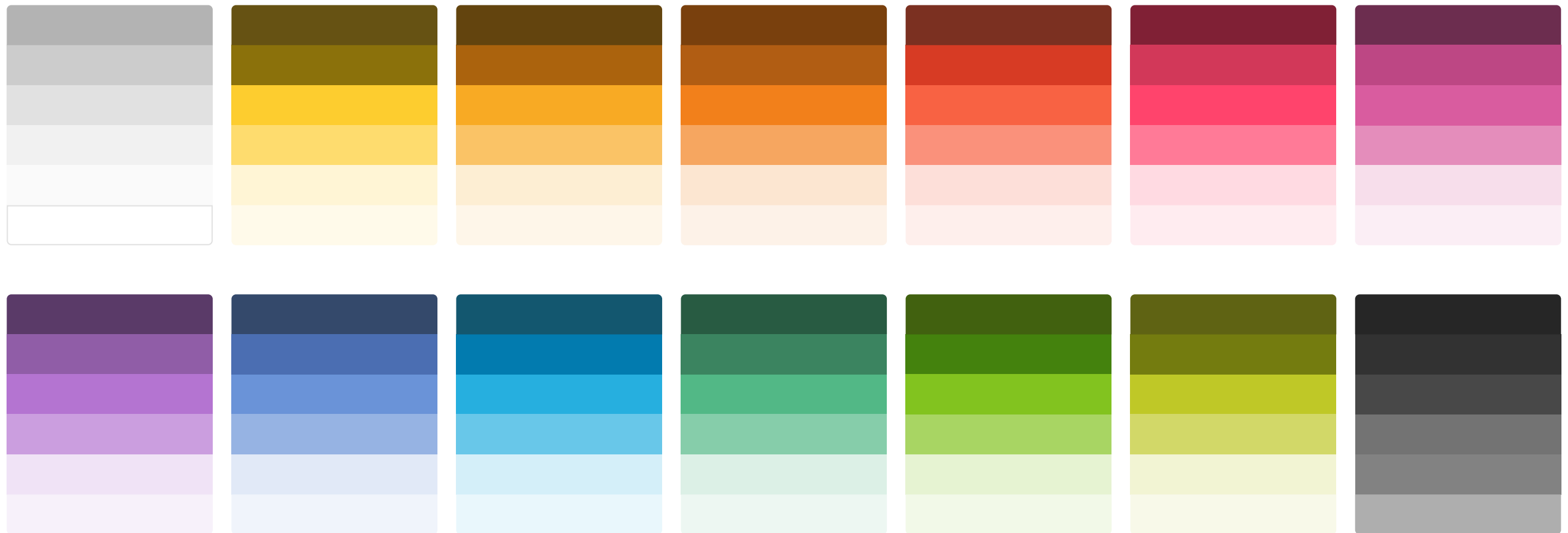
DON'T delete symbol's element.

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

xello

Brand Visuals

xello

The Brand Palette

An overview of Xello's full color palette.

xello

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

xello

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	

xello

Digital Accessible Palette With Type

Light background with dark grey (#484848) text

#F6F2F8	#EFE2EF	#F1F4FA	#E1E8F6
#E9F7FE	#D5EFF9	#EDF7F3	#DCEFE5
#F3F8E8	#E5F0D3	#F9FAEA	#F2F5D5
#FFFAEB	#FFF6D4	#FFF7EB	#FCEED5
#FFF3E9	#FAE5D1	#FEF0EC	#FDDFD8
#FDECF0	#FBD9E0	#FDEFF5	#F7DEEB

Dark background with white (#FFFFFF) text

|			
#905DA7	#5A3A68	#4B6EB2	#34496B
#027BAF	#13576F	#3B8460	#285B42
#44820D	#41610F	#747C0F	#5F6313
#8B710B	#665213	#AB630D	#63440E
#B15D13	#79400D	#D73B24	#7B3021
#D23859	#802035	#BD4784	#6C2D4F

xello

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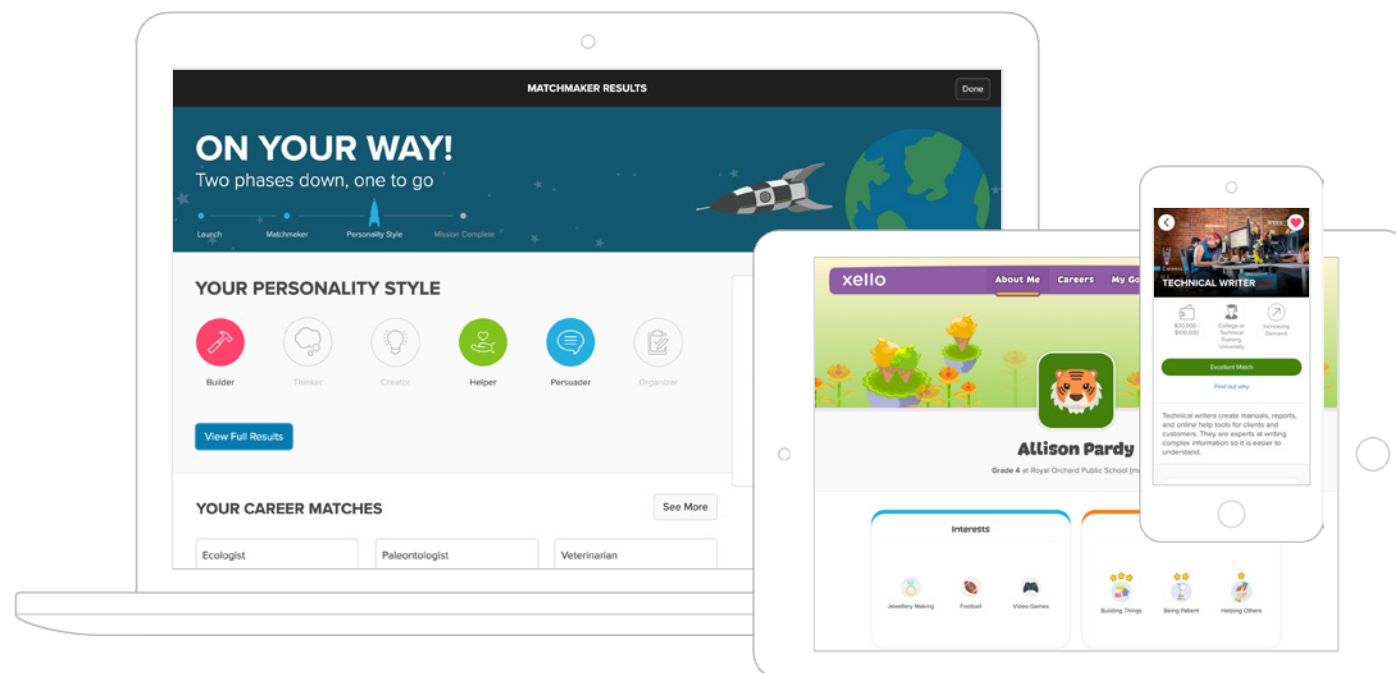
Proxima Nova *Student*
PATH
SUCCESSFUL FUTURES Educator
Xello REMOTE
learning
Every Student,
Future Ready!
K-12 SOLUTION SOCIAL *EMOTIONAL*
personalized Proven Model
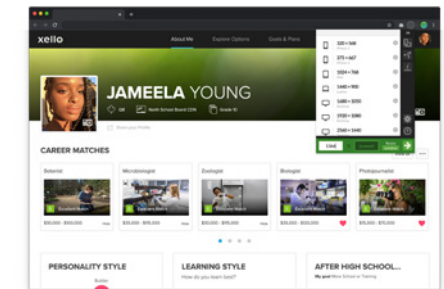Plans *Self-knowledge*

xello

How it All Comes Together
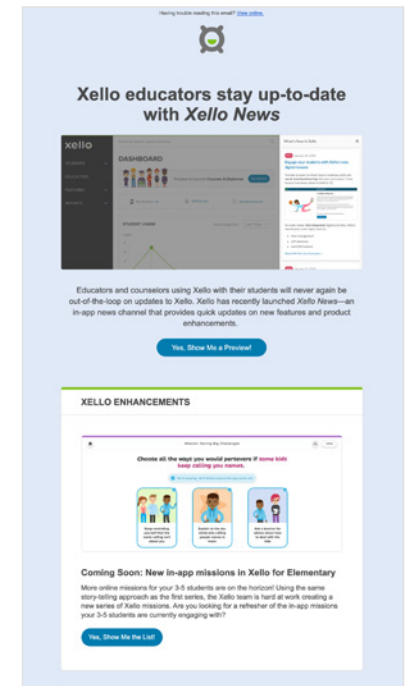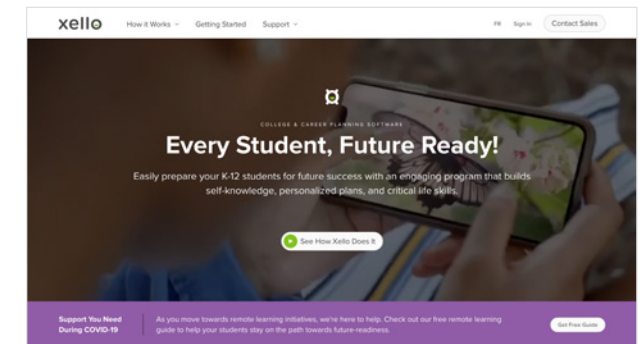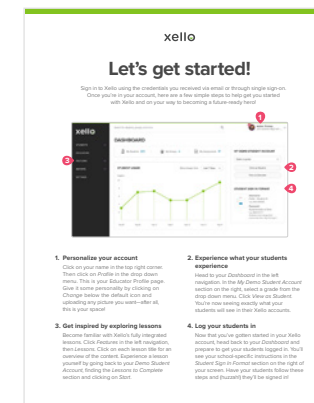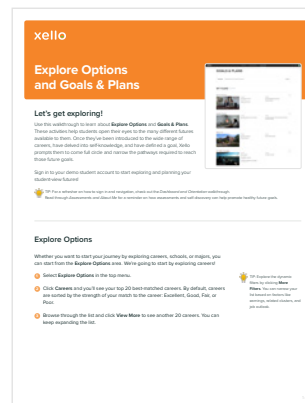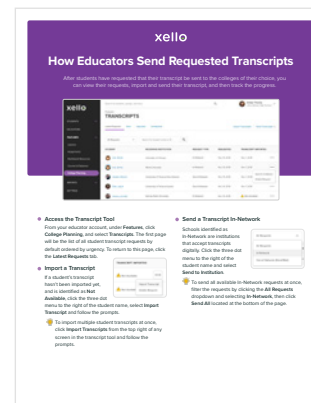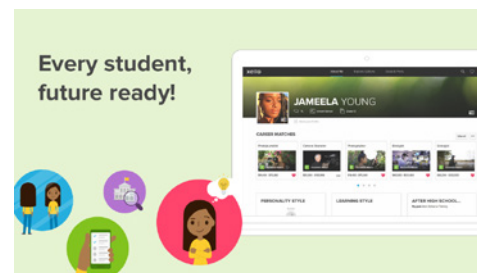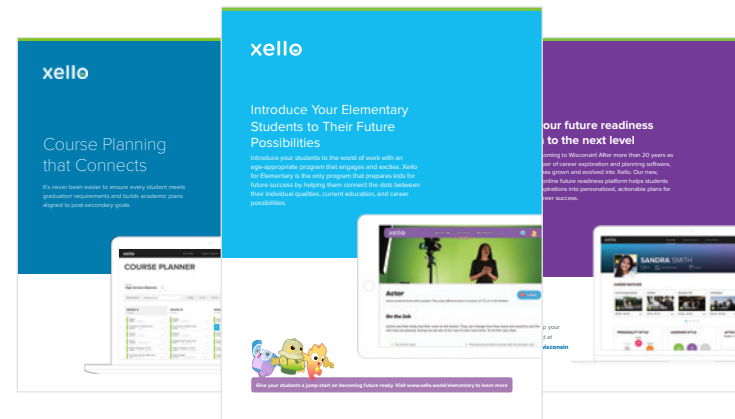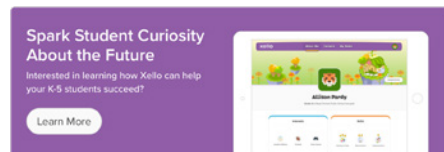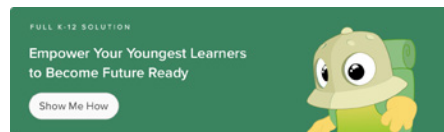
Product Screenshots

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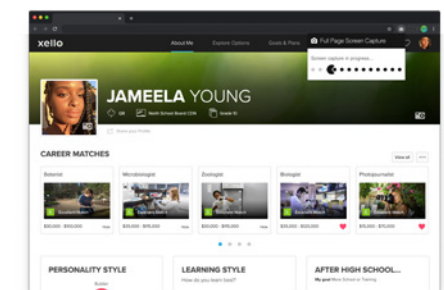

RESIZING YOUR BROWSER

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.

xello

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

xello

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.

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

Spark student curiosity about the future with Xello! ✅

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

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

Sign in to your demo student account. ⛔

xello

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.

xello

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**

xello

xello

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.