

Brand Guidelines

Intro

Our brand represents a strong point of view that sets us apart. When executed with care and consistency, it's one of our most valuable assets.

This book will introduce you to the who, what, why, how and guiding principles of the brand, so you can keep them in mind while you work. A simple yet impactful system for a strong, consistent mission.

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Logo



Logotype

The Xactly logotype is bold with relatively tight spacing between each letterform that connects to both the logo mark and the brand's headline treatment. The logotype should never be modified or made otherwise hard to read. More guidance on usage is included in the following pages.



Mark

The Xactly logomark is an iconic representation of the brand.

The mark should never be modified or made otherwise hard to read. It is best-suited for situations that are not ideal for the full logotype, such as a social media profile or website favicon. The full name, Xactly, should be visible somewhere close by when using the mark by itself.



Clear Space

Clear space is the area surrounding the entire logotype. It should be kept free of any visual elements, including text, graphics, borders, patterns, and other logos.

Clear space for the logotype is measured in relation to “X,” which equals the x-height of the logotype, or the overall height of the lowercase letterforms. Minimum clear space should be equal to or greater than 1x on all four sides of the logotype.

Clear space for the mark is equal to .5x where “X” equals half of the overall height of the mark.



Scalability

The Xactly logo should never be hard to see or recognize.
It can be as big as possible within a layout as long as it respects the
margins and minimum clear space.

The logotype's minimum size is 20 px for digital
and 0.4" for print.



Incorrect Usage

1. Do not apply a stroke to the logo.
2. Do not apply a drop shadow to the logo.
3. Do not apply a color to the logo outside of the primary color palette.
4. Do not rotate the logo.
5. Do not outline the logo.
6. Do not warp or distort the logo in any way.
7. Do not modify or rearrange the elements of the logo.
8. Do not use the logo as an image mask.



Color



Color Palette

The Xactly palette features a unique spectrum of neutrals, which provide maturity and a sophisticated visual weight and should be used as backgrounds in most designs.

Xactly Orange is the primary accent color and is used to highlight key elements and create visual interest.

A series of analogous and complimentary secondary accent colors are to be used sparingly, and only when needed create visual interest without overwhelming the composition.

Please adhere to this approved color palette, avoiding the use of unapproved colors to maintain brand consistency.

* Note: Dark Orange (#DD6508) should only be used for color accessibility reasons whenever type is used over a light gray or orange accent 2 background, for more info on color accessibility please refer to pg 12.

WHITE
#FFFFFF

LIGHT GRAY
#F0F0F0

MID GRAY
#2D3B45

DARK GRAY
#202C35

CHARCOAL
#12202B

XACTLY ORANGE
#F16C06

DARK ORANGE*
#DD6508

ORANGE ACCENT 1
#FEBB6C

ORANGE ACCENT 2
#FEEADB

BLUE ACCENT 1
#1083D9

BLUE ACCENT 2
#C5E6FF

BLUE ACCENT 3
#EBF6FF

Logo Color Applications

The logo color applications to the right have been selected for brand consistency. These approved combinations apply to both the mark and logotype. The Xactly logotype and mark should never be shown in color applications that vary from these approved combinations.



Color Accessibility

Color accessibility enables people with visual impairments or color vision deficiencies to interact with digital experiences in the same way as their non-visually impaired peers.

The colors shown to the right comply with WCAG AA contrast standards when used with the background color shown.

Reference this guide to the right to ensure Xactly's branding is accessible to all.

Normal text: 16 pt and below



Large text: 18pt and above



Normal text: 16 pt and below



Large text: 18pt and above



Normal text: 16 pt and below



Large text: 18pt and above



Normal text: 16 pt and below



Large text: 18pt and above



Normal text: 16 pt and below



Large text: 18pt and above



Typography



Primary Typeface

The Syne family was originally designed in 2017 for the Art Center "Synesthésie", based in Saint-Denis. Syne is an exploration of atypical associations of weights and styles.

Syne was conceptualized by Bonjour Monde and designed by Lucas Descroix with the help of Arman Mohtadji.

It is an open source font and can be downloaded [here](#)

Syne — Semi Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z 0 1 2 3 4 5 6 7 8 9

syne

Secondary Typeface

Proxima Nova is a popular typeface designed by Mark Simonson. It is often described as a hybrid of Futura and Akzidenz Grotesk, combining a geometric appearance with modern proportions.

It is available for commercial use through [Adobe Fonts](#).

Proxima Nova — Regular, Semi Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z 0 1 2 3 4 5 6 7 8 9

Proxima
Nova

Type-Setting

Headlines → Syne - SemiBold, Leading : 95%, Kerning: Optical, Tracking: -1%

Unlock your full revenue potential.

The guidelines to the right provide instruction for setting headlines, sub-headers, and body copy. Contrast between type sizes is essential to the Xactly brand's look and feel and to establish a clear layout hierarchy.

* The alternate double storey “g” must be used in all situations.



Sub headers → Syne - SemiBold, Leading = 100%, Tracking: -1%

From chaos to order.

Quotes → Proxima Nova - SemiBold, Leading = 145%, Kerning - Auto, Tracking: -1%, Hang Punctuation

“At this scale and stage of our business, it would be nearly impossible to do strategic sales planning without the agility that Xactly provides.”

Eyebrow Text → Proxima Nova - Semibold, Leading = 130%, Tracking: 3%

PODCAST

Pill Buttons → Proxima Nova, Semibold

[Request Demo](#)

Text Buttons → Syne, Semibold

[Read Case Study ➞](#)

Eyebrow Tags → Syne, Semibold, All Caps

[PLAN](#)

Body → Proxima Nova - Regular, Leading = 145%, Tracking: -1%

Design and automate compensation plans and motivate sellers to go after your biggest goals.

Photography



Photography Style Guidelines

Do's

- Use great quality portraits.
- Use images with warm and neutral colors that work well with the Xactly color palette.
- Use professional shots that are bright and contain good contrast and natural lighting.
- Use shots that feature natural facial expressions.
- Use images in settings that show hybrid work (can be either a corporate office or a home office).

Don'ts

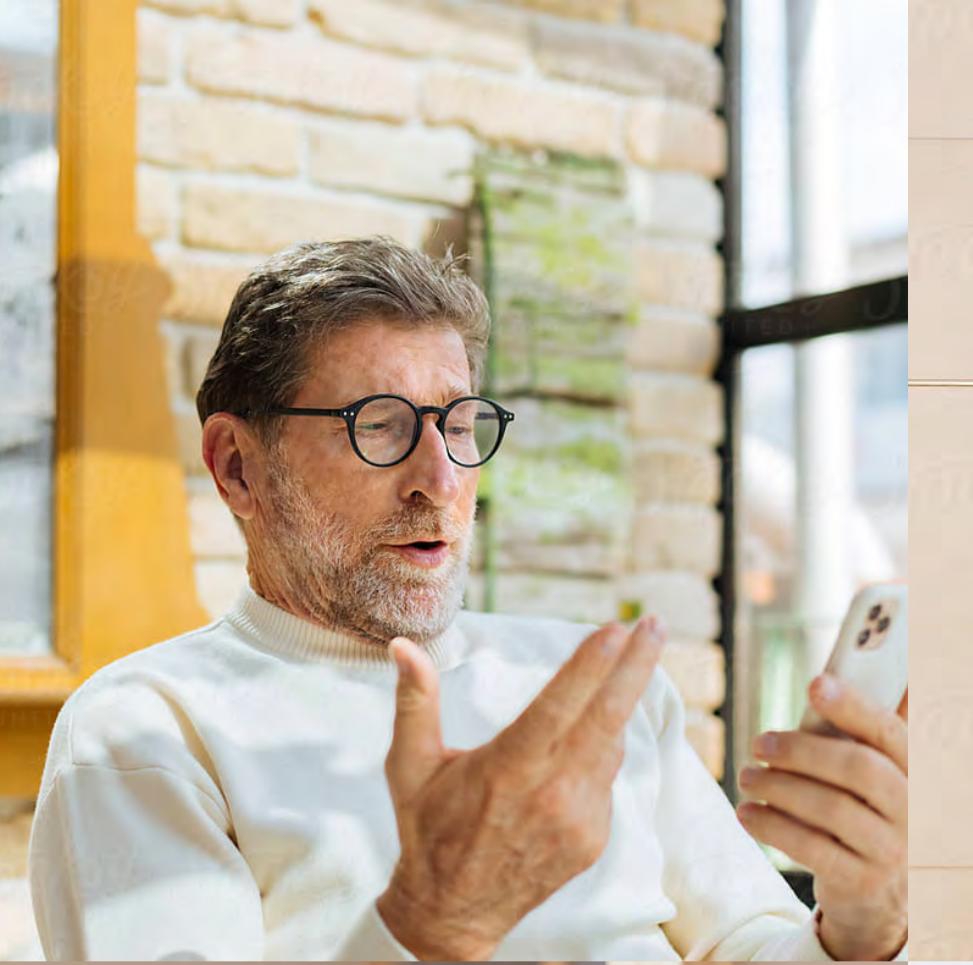
- Don't use low-quality, low-res images.
- Don't use "stocky" looking images.
- Don't use photographs of people in forced poses.
- Avoid photos with a lot of objects in the frame.
- Don't use sales cliches like handshakes.
- Don't use people in overly formal attire. 
- Don't use images with cool and dark colors
- Don't use images set in traditional corporate environments.



Stock Photography Library

These photographs meet all the criteria of our brand guide. This is a photo library that can be used as a reference to continue to develop Xactly's brand imagery.

You can find a repository of licensed imagery [here](#).



Product Illustrations

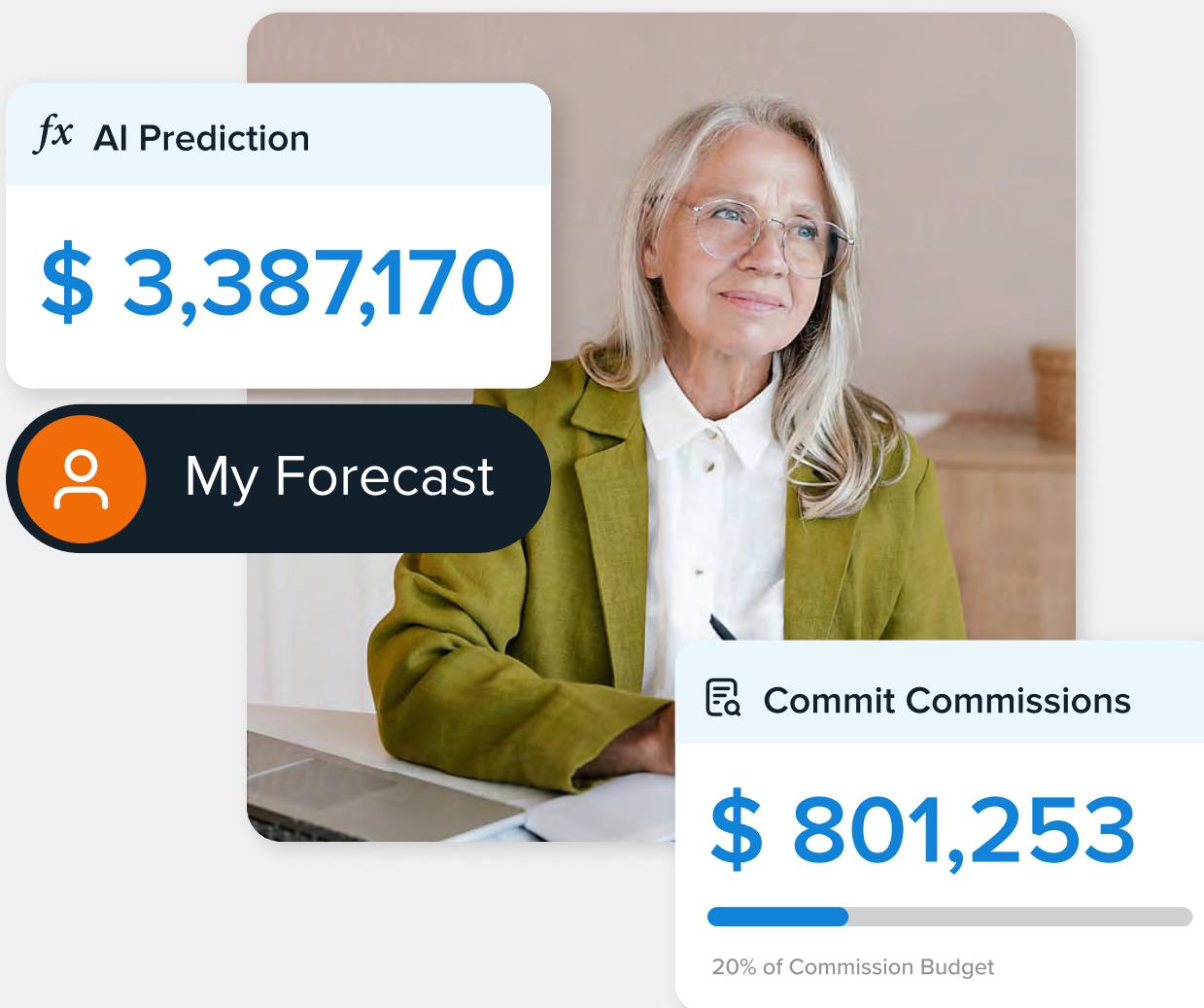
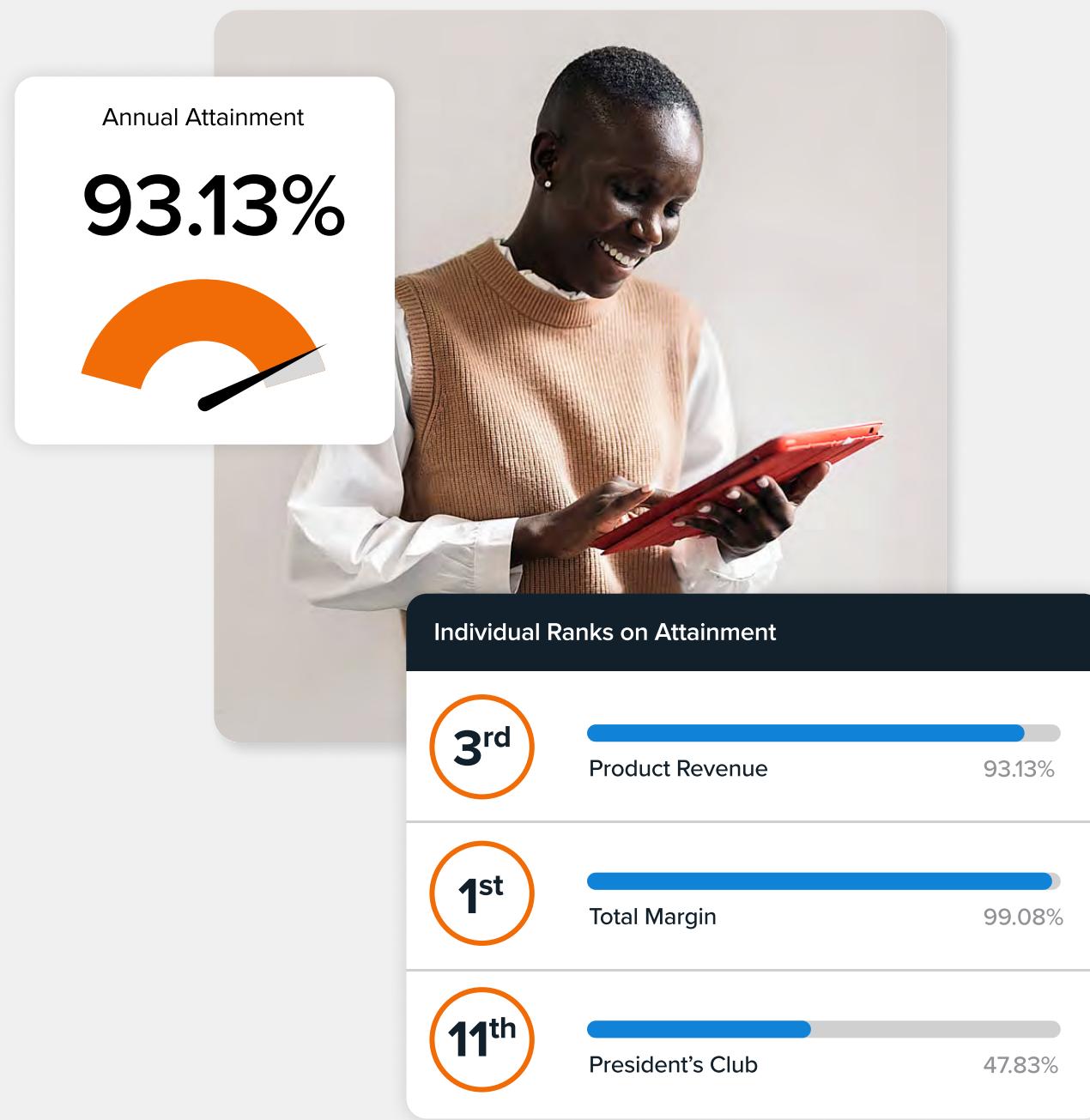


Overview

Product illustrations serve as a powerful visual tool to enhance our brand's storytelling and communicate key features.

The following are a set of best practices:

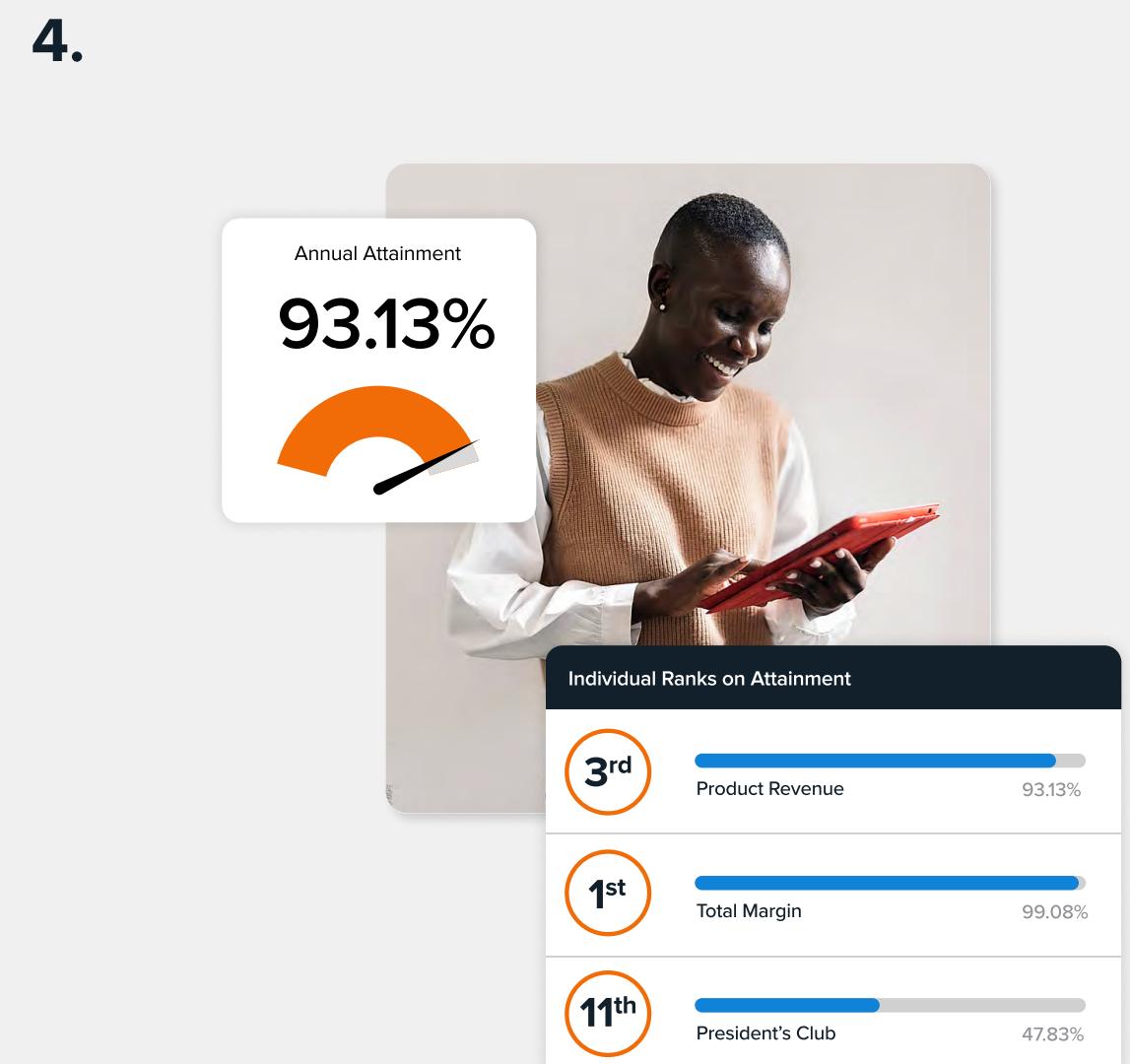
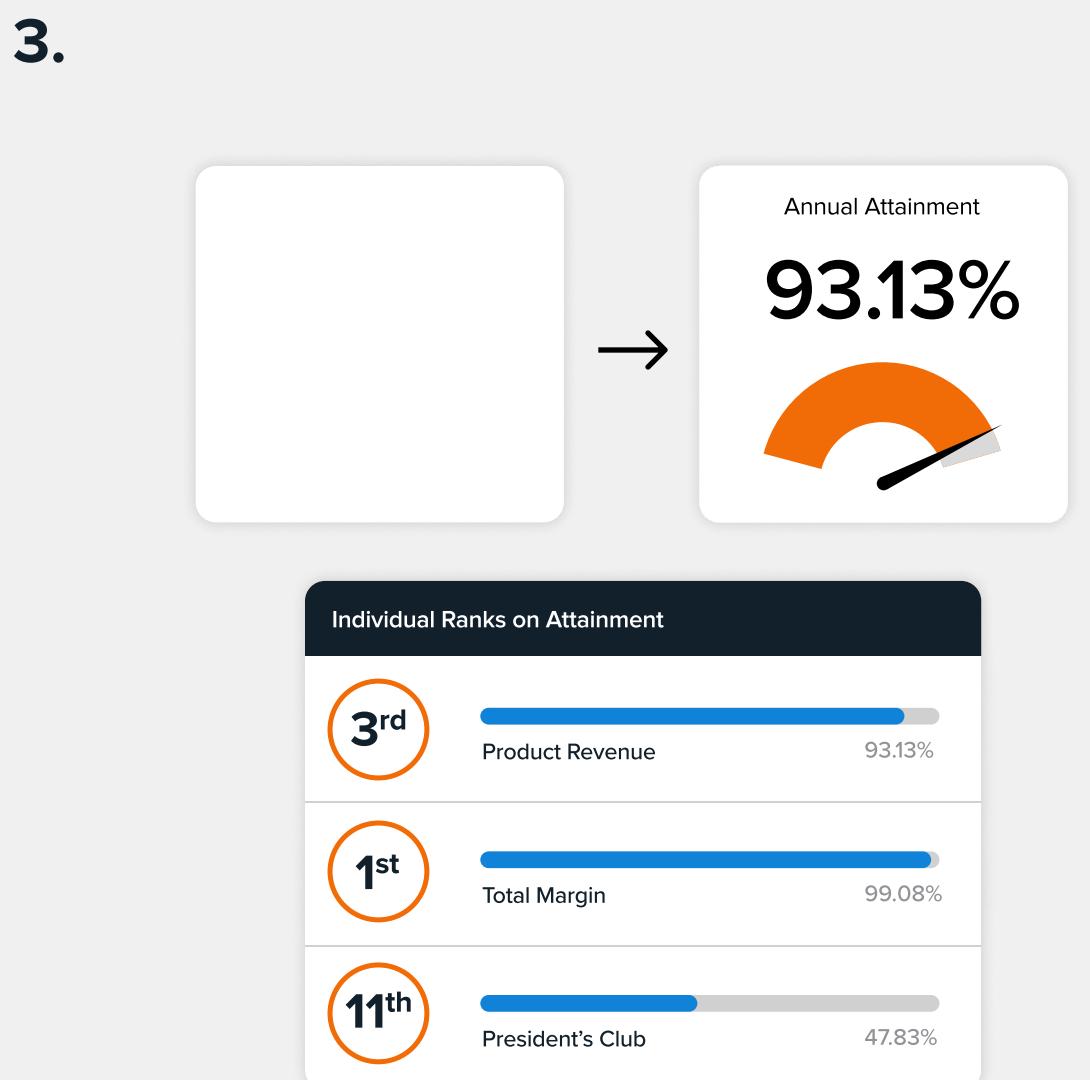
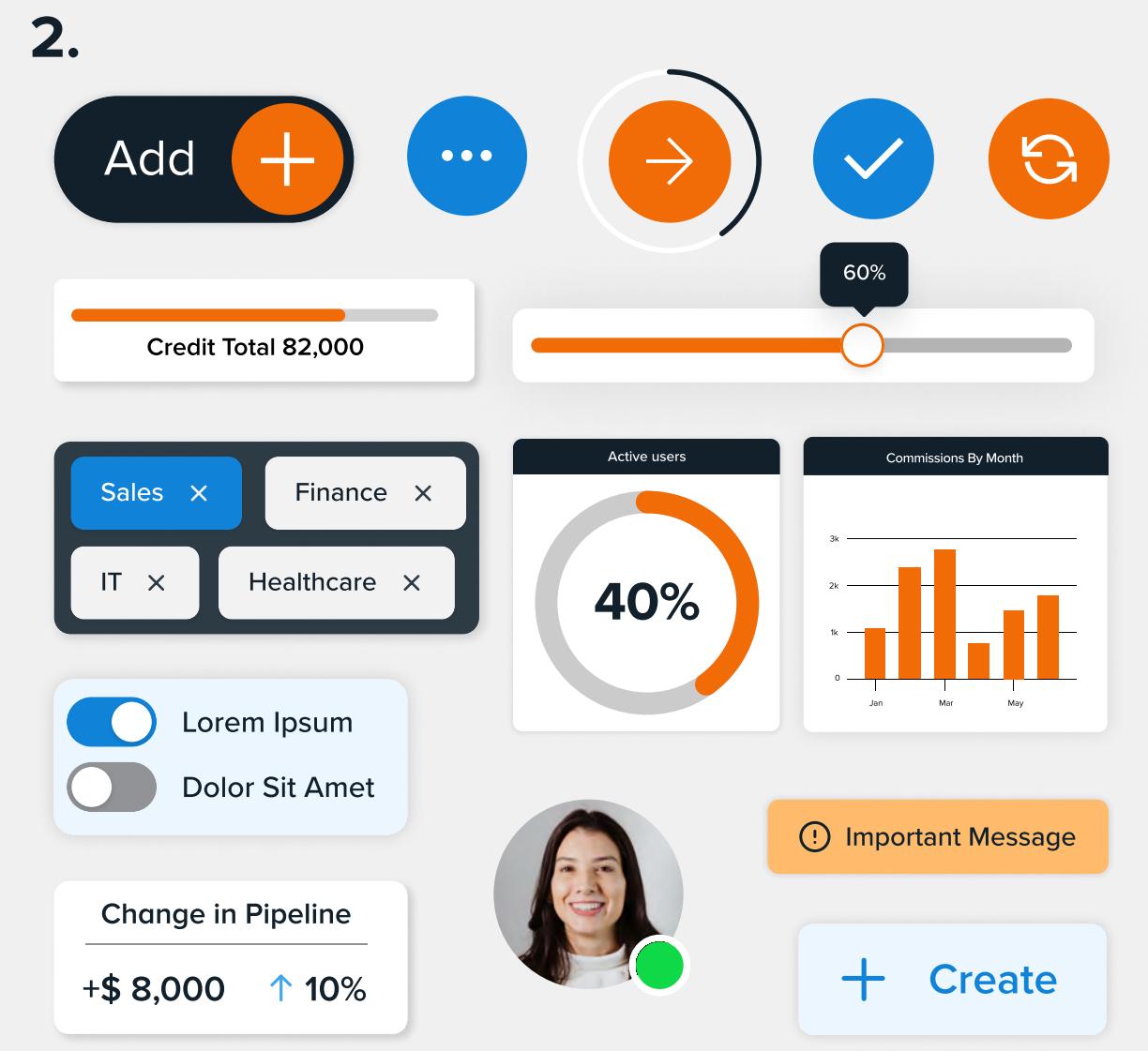
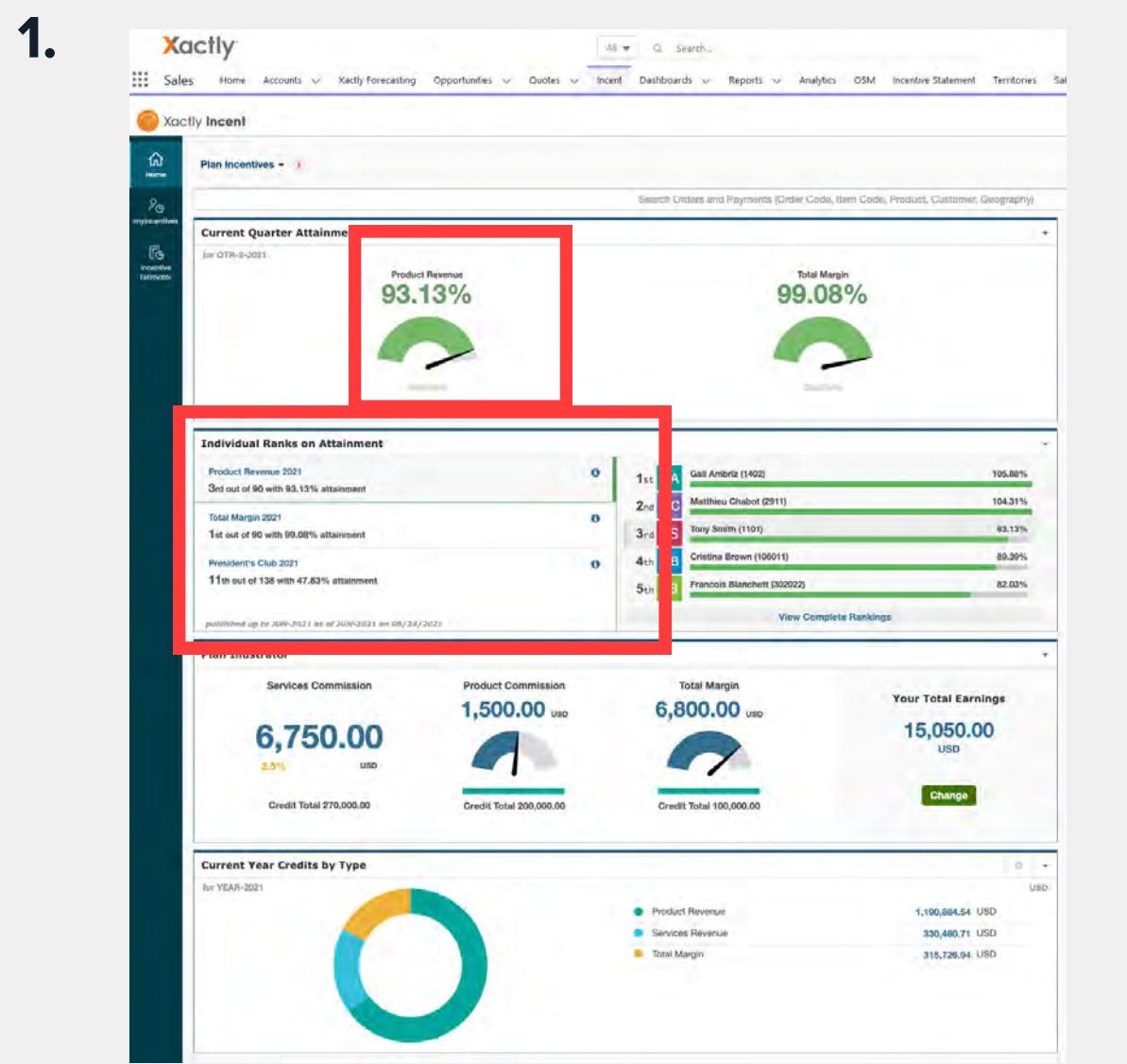
- All text should be concise and easy to understand. Do not include text or elements that are not essential to convey the message of the illustration.
- Avoid filling individual frames with too many elements, as it impacts the user's ability to interpret the message.
- Make sure to use a healthy mix of the brand colors to create contrast and add visual interest.



Product UI Illustrations Construction

Product illustrations are abstract, simplified renditions of real Xactly product UI screenshots. Please follow these steps when designing:

1. Choose 2-3 specific moments from a product screenshot to highlight in the illustration.
2. Use the library of UI atoms and elements on step 2 as a reference for the look & feel and types of elements that could be used to create a dynamic illustration.
3. Combine brand colors with visually appealing data visualizations, and place inside of rounded boxes with drop shadows to represent elements of the product UI.
4. Create a composition with all the elements and layer it over brand imagery if necessary.



Graphic System



Geometric Patterns

Geometric patterns derived from Xactly's logo geometry share an important part of our identity. When incorporating them into branded materials, please follow these guidelines:

- Use these patterns purposefully, whether as backgrounds, accents, or borders. Apply them selectively to complement the content and avoid overwhelming the viewer.
- Consider the size and placement of the patterns in relation to other elements within the layout to maintain a balanced composition.
- Explore new and inventive ways to create more patterns based on the logo's geometry.



Geometric Patterns

Geometric patterns are a dynamic visual element that can add depth and character to different brand materials. When utilizing these patterns in layouts or overlaying them onto images, consider the following:

- Integrate the geometric patterns thoughtfully, ensuring they enhance the overall composition without overwhelming the content.
- When overlaying patterns onto images, make sure the pattern does not obstruct the focal point of the image.
- Use analogous colors from the Xactly color palette so the contrast is subtle and not distracting.

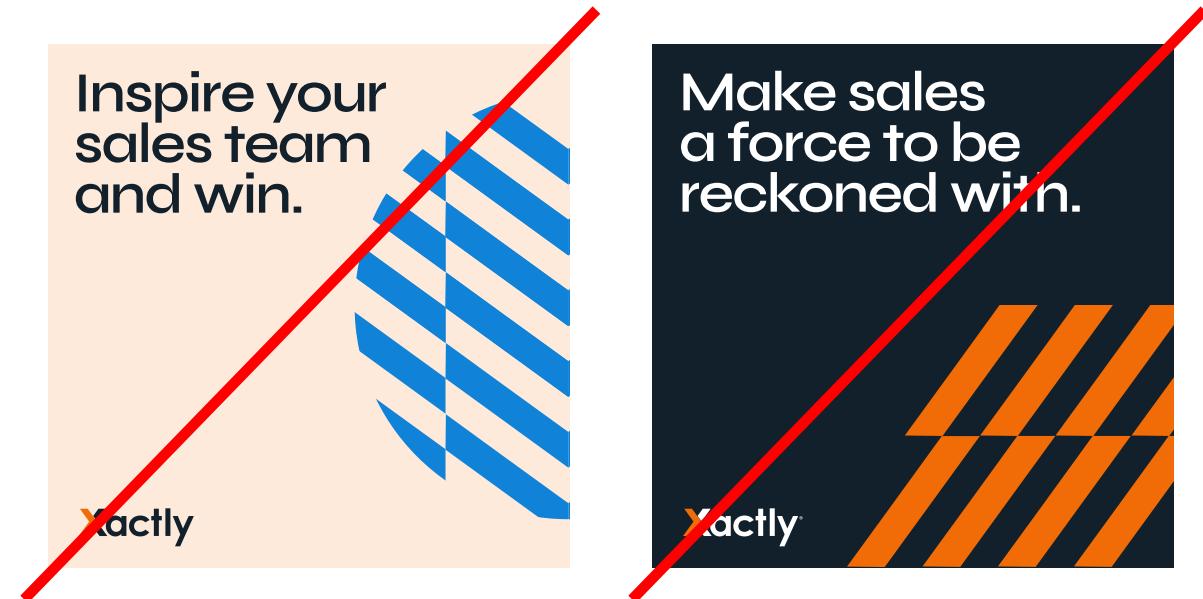
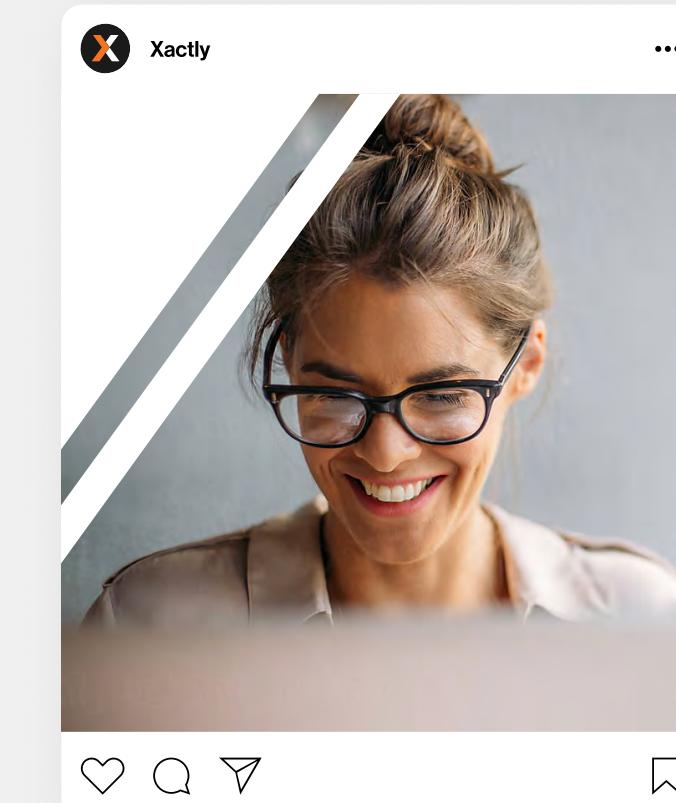
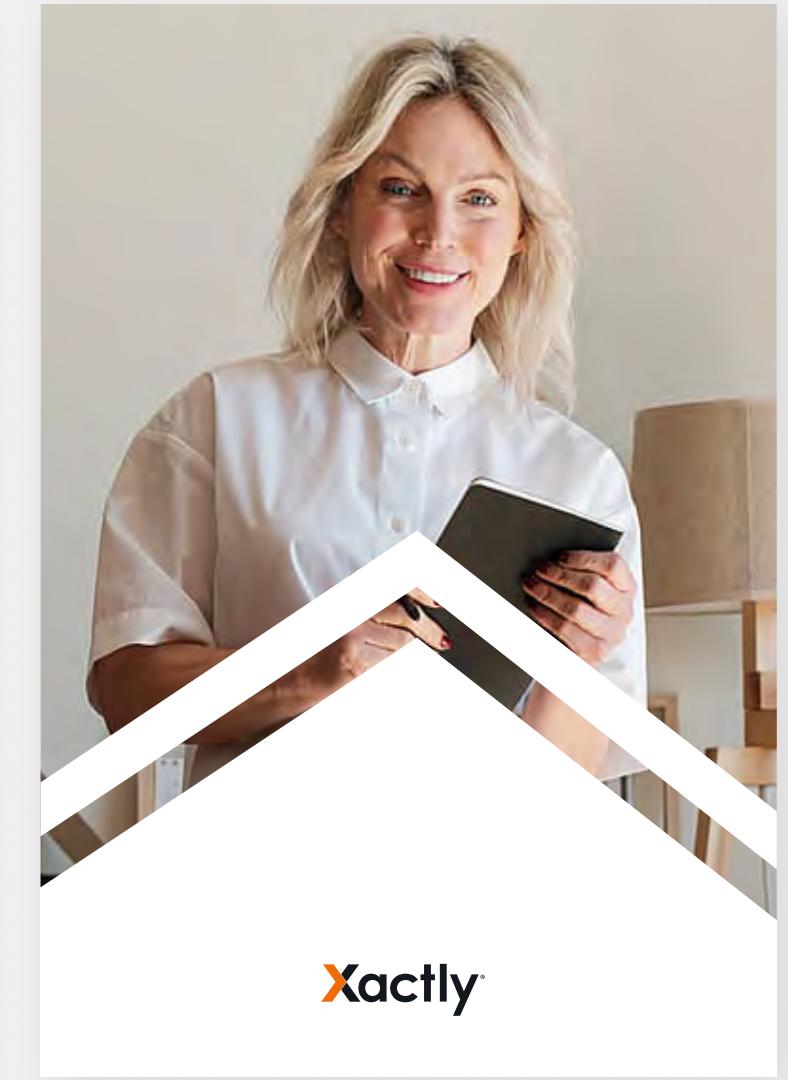
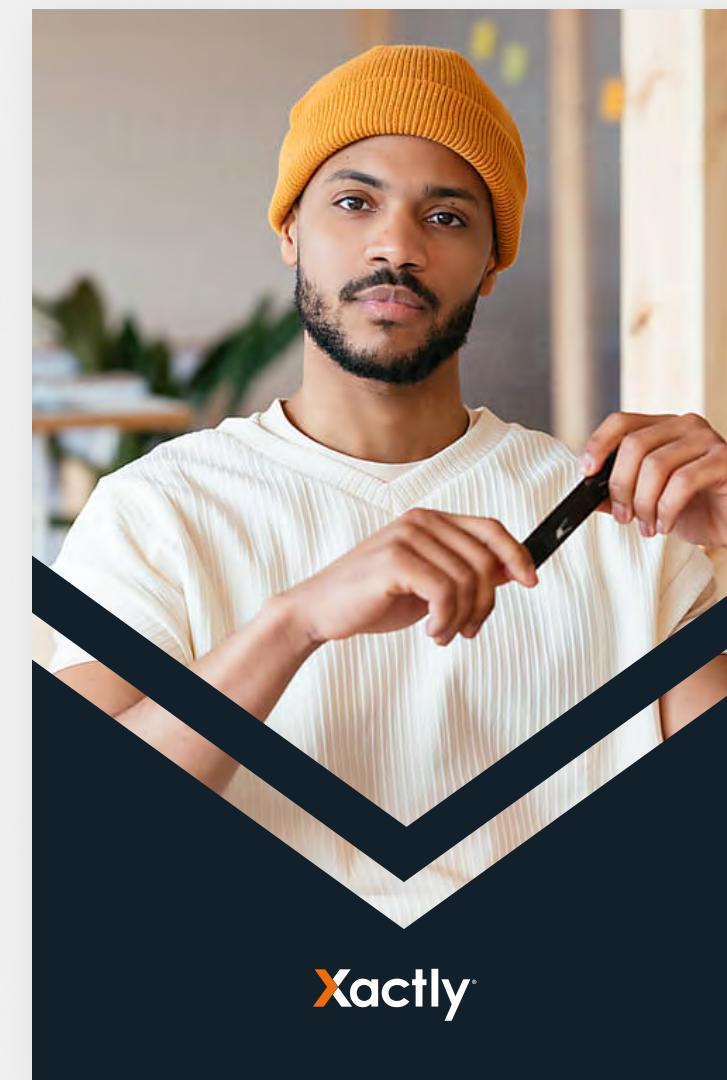
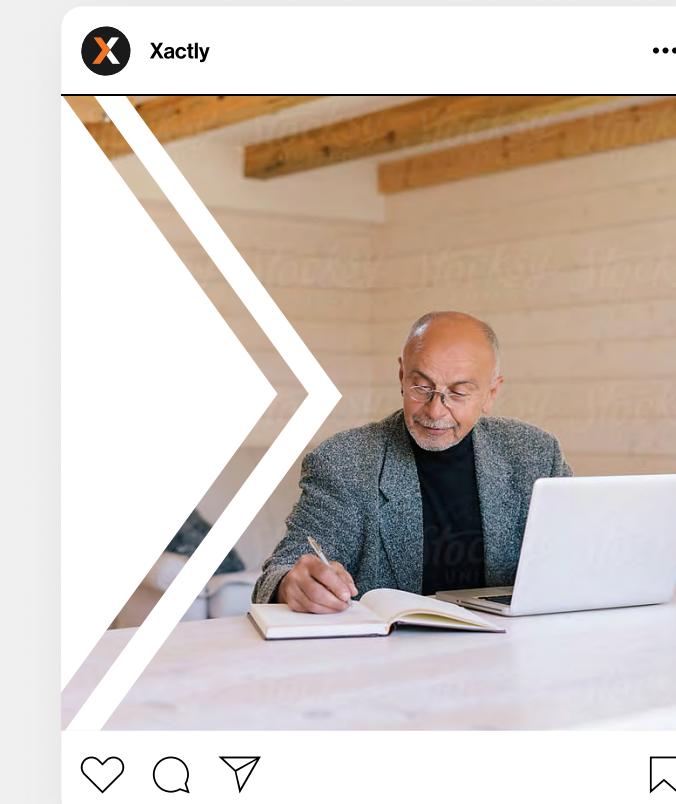


Image masks

An important part of Xactly visual identity is the use of image masks that are based on Xactly's distinctive arrow chevron. When using these, it is crucial to follow these guidelines:

- Use image masks strategically to highlight specific elements or create a visual focal point within a composition. Avoid overuse, which may dilute their impact.
- Alignment and Proportion: Carefully align image masks with other elements in the layout, maintaining balanced spacing and proportion.
- Ensure that the colors used in the image masks align with the neutral backgrounds of the composition



Arrow Graphic

The arrow graphic, derived from Xactly's logo, serves as a dynamic visual element to enhance brand communication. When incorporating it into branded materials, please follow these guidelines:

- Use it strategically to guide the viewer's eye, emphasize key information, or denote direction.
- Pair it with headlines, photography, or as a button element to enhance visual impact.
- Maintain a uniform direction and orientation for the arrow graphic throughout and do not modify its geometry to maintain consistency across the brand.
- Consider the size of the arrow graphic in relation to other elements on the page, ensuring it is proportionate to the surrounding content, to create a balanced and visually appealing composition.
- Use only colors from Xactly's palette. The graphic should mostly be Xactly Orange but can be used with other colors when variety is needed within a composition.



Graphic +
Text

Inspire your
sales team
and win.

Graphic +
Image



Button

[Read Case Study »](#)



Rule Lines

Rule lines are an essential element of Xactly's visual identity, and are designed to maintain consistency and structure within a layout. Please follow these guidelines when using them in layouts:

1. Ensure that the thickness of rule lines remains uniform throughout.
2. Maintain consistent spacing around text, images, and other design elements.
3. Rule lines should serve a clear functional purpose, such as separating sections, highlighting key information, or framing visuals. Avoid excessive use that may clutter or distract from the content.
4. When creating digital materials, consider how rule lines adapt to various screen sizes and orientations. Ensure they remain legible and effective across different devices.
5. For print materials, select appropriate line weights to ensure they reproduce accurately in both digital and physical formats.



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Xactly's numbers don't lie.

20%

increase in Sales productivity

90%

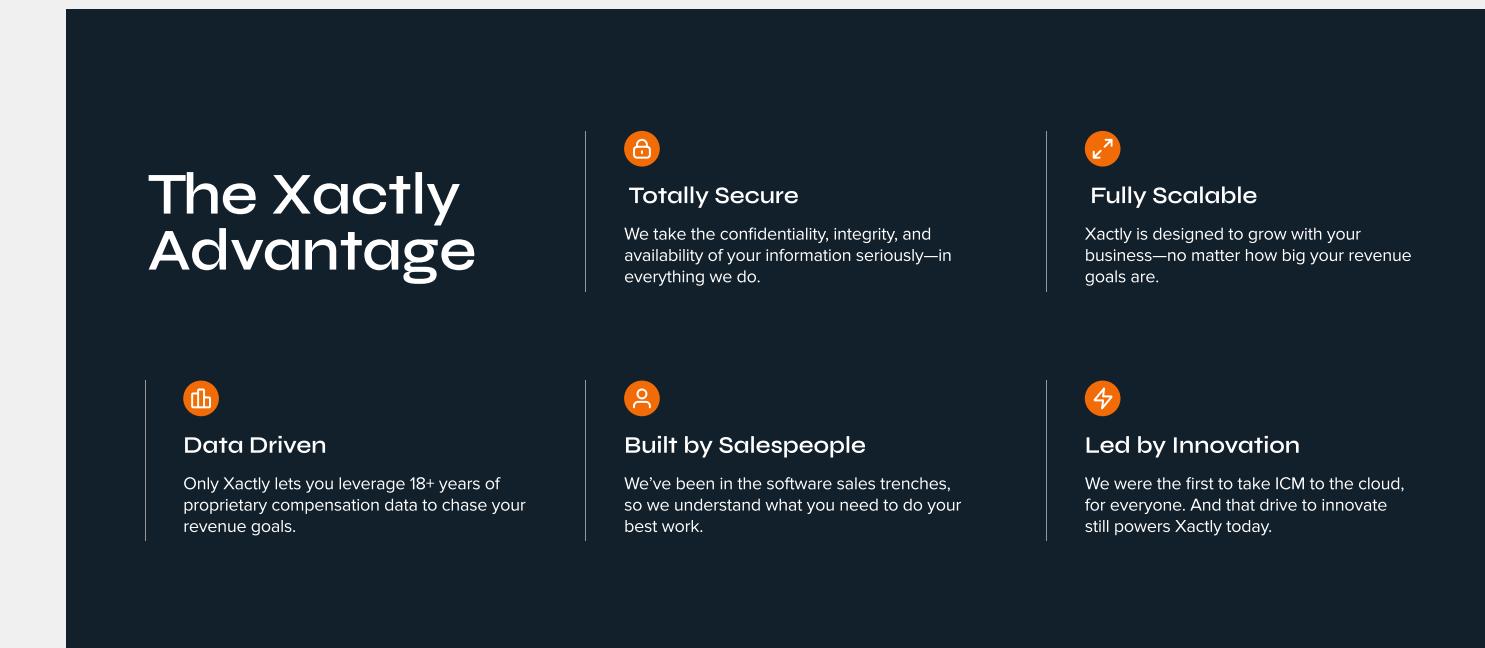
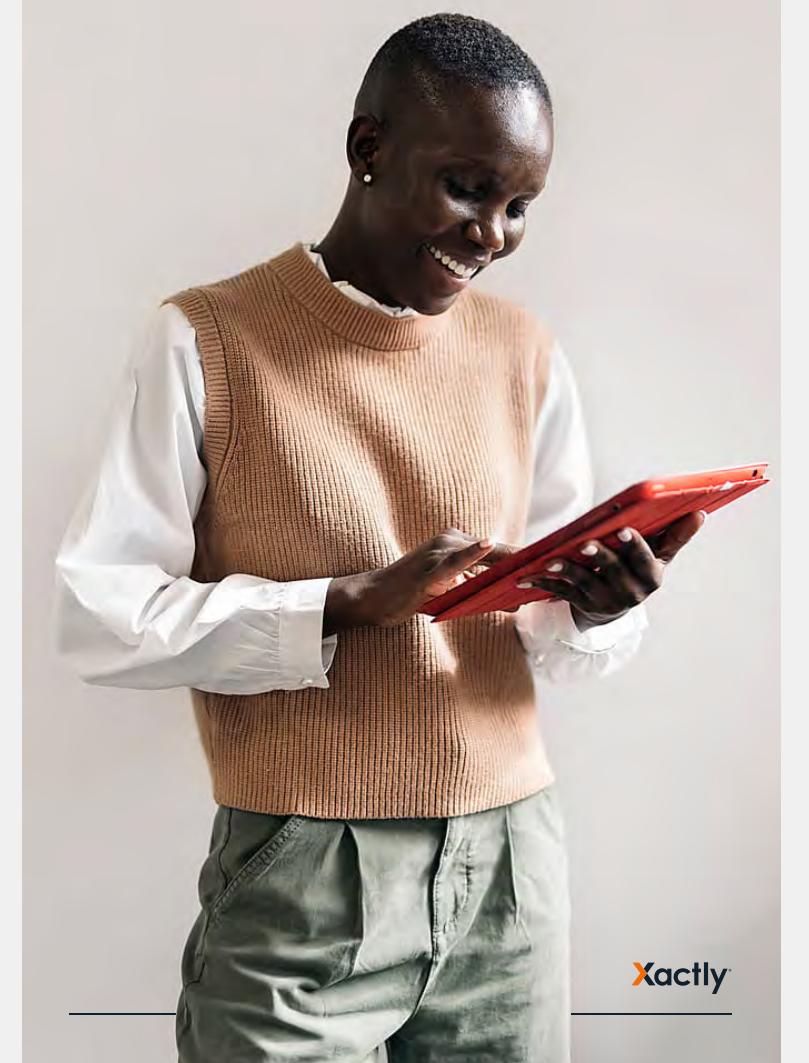
Reduction in overpayment, thanks to automation

170+

Hours saved every month

Inspire your sales team and win.

Sarah Wilson
Sales Specialist,
Metacompliance



Brand In-Use

Get ready to hit
your revenue
goals.

Xactly®





Inspire your
sales team
and win.

xactlycorp.com



Xactly®

xactlycorp.com

Better
revenue
starts here.



Xactly®

Inspire your
sales team
and win.



The Intelligent
Revenue
Platform

Data-driven planning, incentive strategies that motivate, and pinpoint forecasting. With an integrated suite of sales and revenue tools, your team can finally live up to their full revenue potential.

[xactlycorp.com](https://www.xactlycorp.com)





Unlock your full
revenue potential.



Xactly

xactlycorp.com

Make sales
a force to be
reckoned with.

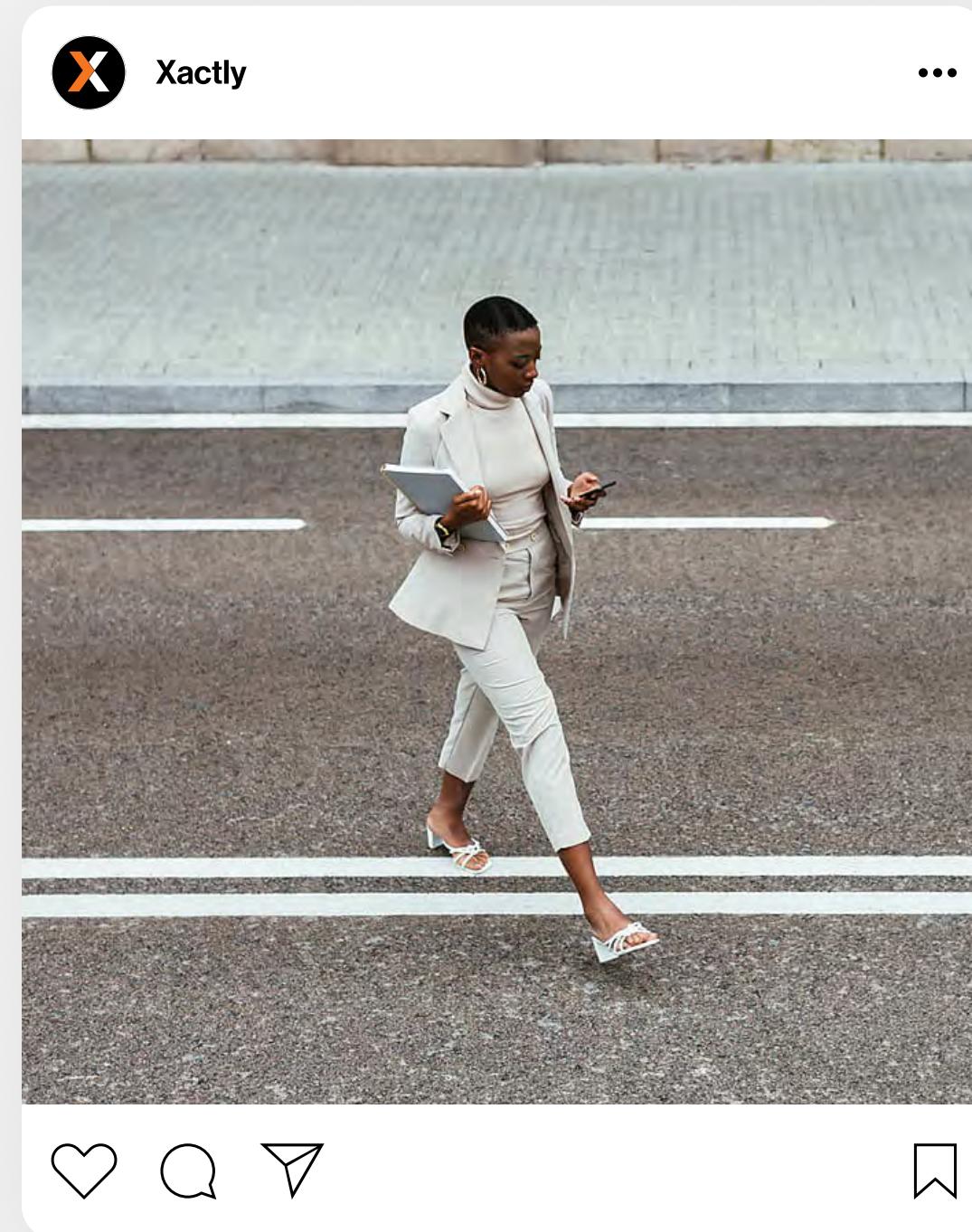
Xactly®



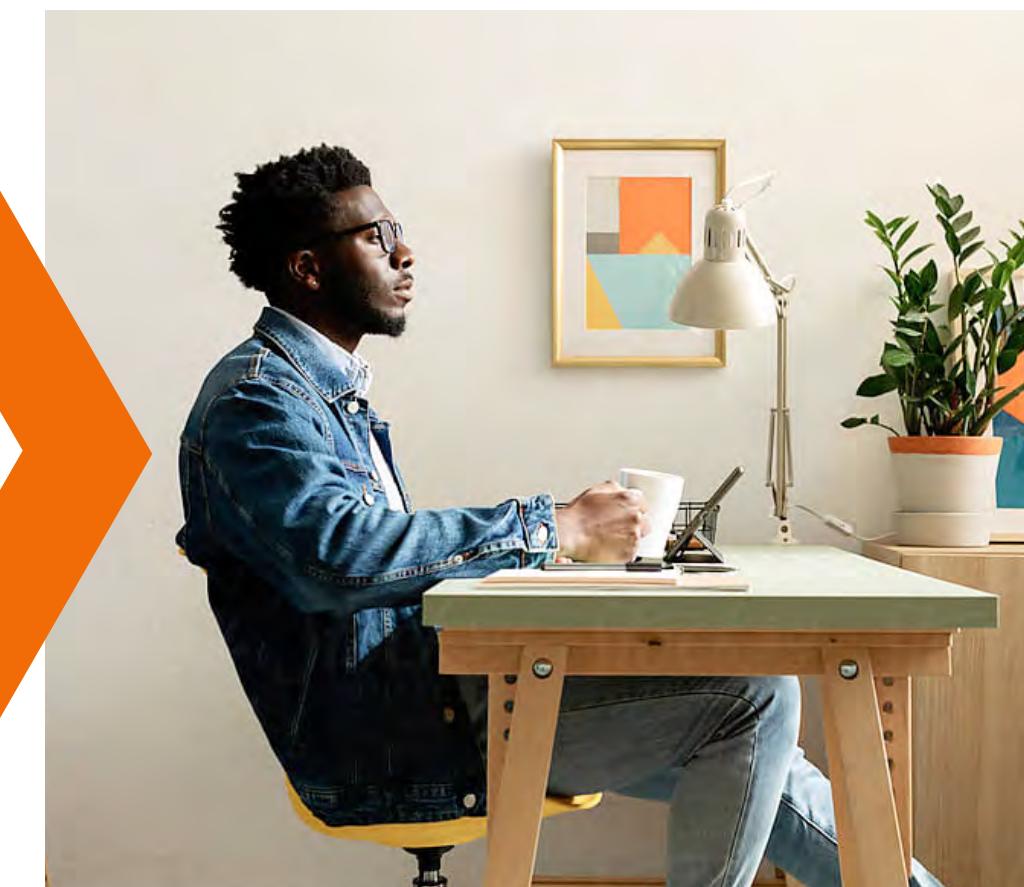


A LinkedIn post from the company Xactly. The post features a dark-themed slide with the Xactly logo and the text "The Intelligent Revenue Platform". Below this, there is a bulleted list of four benefits: "» 3.1x increase in sales pipeline", "» 29% higher annual contract values", "» 7% higher conversion rates", and "» 16% faster sales cycles". The LinkedIn interface includes the Xactly logo and name in the top left, a three-dot menu icon in the top right, and standard social media interaction icons (heart, comment, share, save) at the bottom.

- » 3.1x increase in sales pipeline
- » 29% higher annual contract values
- » 7% higher conversion rates
- » 16% faster sales cycles



Lead with sales.
And never look back.



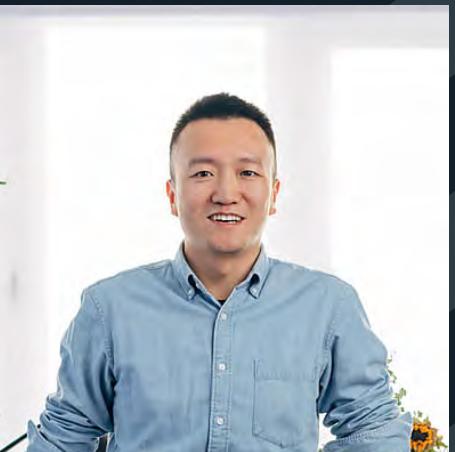
Xactly[®]



Become an Exceptional Revenue Organization

Harness the Power of Xactly on Oracle Cloud Infrastructure

Register Now



Dave Anderson
Xactly



Jamie Smith
Oracle

Xactly®

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United States





Get ready
to hit your
revenue goals.

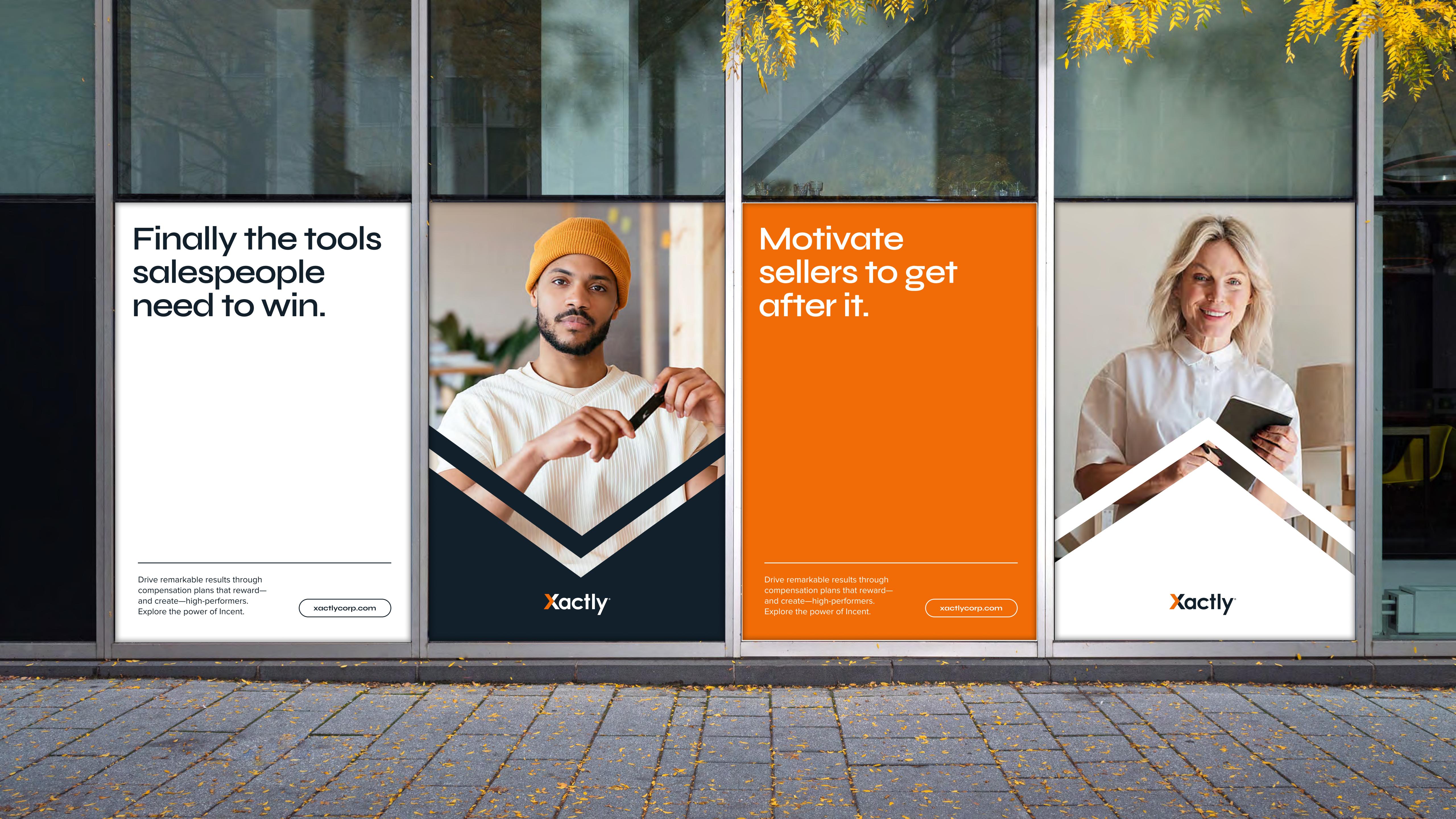


Unlock your
full revenue
potential.



Xactly®

xactlycorp.com



Finally the tools
salespeople
need to win.

Drive remarkable results through
compensation plans that reward—
and create—high-performers.
Explore the power of Incent.

xactlycorp.com



Xactly®

Motivate
sellers to get
after it.

Drive remarkable results through
compensation plans that reward—
and create—high-performers.
Explore the power of Incent.

xactlycorp.com



Xactly®

Forecasting done right.

Use AI to remove bias in calling your forecast, identify attrition risks via pipeline trends, and surface dynamic performance indicators. Arm your sales team with intelligent prompts, integrated coaching tips, and opportunity milestones. And so much more.

Xactly[®]



Xactly®

Because
not all revenue
is created equal.



Please note that many of the images and illustrations used in these guidelines are not owned or licensed by Xactly, and are intended only to illustrate the brand mechanics. Under no circumstance should you use any photo or example in the guide for any kind of public facing communications.

Always ensure that you have the approval of the appropriate copyright owners before using a photographic image in an Xactly communication.

If you are having trouble with anything in this guide, are missing brand elements from the Brand Package, or you are unsure if your communication best represents the Xactly Brand, please contact the Xactly Marketing Team.