



Brand Guidelines

v1.0



Contents

Logo

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The logo for Xcavate is our brand's most important asset. The logo has its own unique 'X' symbol combined with a gradient and contemporary lettering.

Master Logo



X Marque



Spacing

For clarity, it is advisable to keep a clear space between the logo and surrounding assets. The clearance zone is defined by the height of the V.

To further ensure clarity, avoid using the logo at less than 25mm in width. Remove the full event description at this smallest size to increase clarity.



Clearance areas



Colours

Primary Colour Palette

Consistent use of colour is important as it is a key recognition tool alongside the logo itself. Gradients can also be created using the key colours.

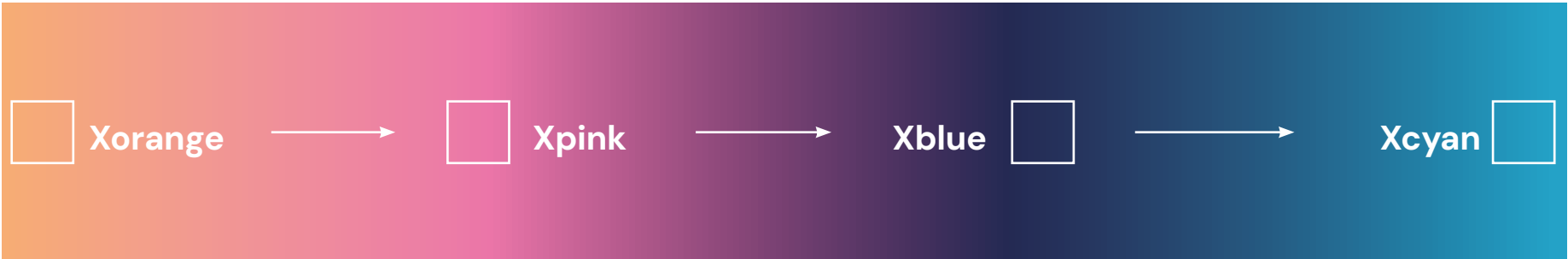
Xorange
CO M38 Y60 KO
R236 G178 B120
#HEX ecb278

Xpink
CO M67 Y3 KO
R220 G125 B166
#HEX dc7da6

Xblue
C87 M68 Y30 K14
R59 G79 B116
#HEX 3b4f74

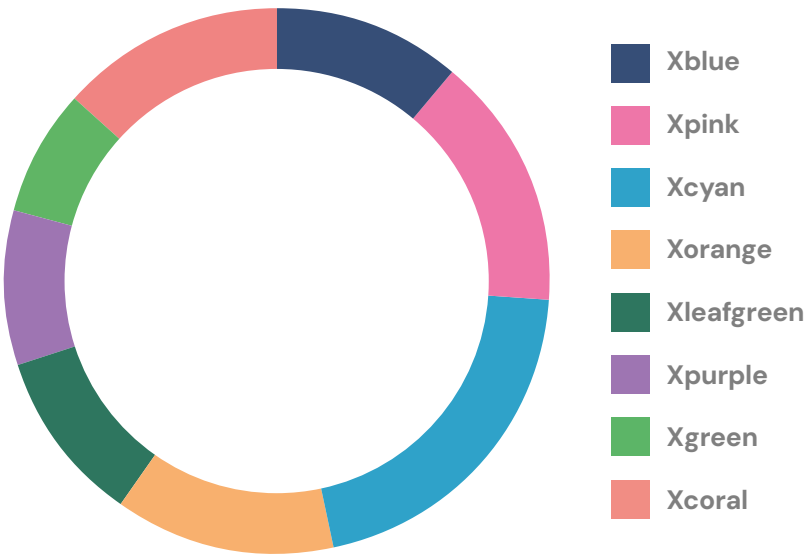
Xcyan
C74 M17 Y14 KO
R87 G160 B197
#HEX 57a0c5

Primary colour Gradient



Secondary Palette

Additionally to the primary palette, the secondary palette can be used for charts and graphs where extra colours are required.



<div>Xcoral</div> <div>C0 M60 Y40 K0</div> <div>R223 G137 B133</div> <div>#HEX df8985</div>	<div>Xpurple</div> <div>C45 M80 Y0 K0</div> <div>R150 G120 B174</div> <div>#HEX 9678ae</div>	<div>Xleafgreen</div> <div>C80 M30 Y65 K20</div> <div>R69 G116 B97</div> <div>#HEX 457461</div>	<div>Xgreen</div> <div>C65 M0 Y75 K0</div> <div>R120 G179 B110</div> <div>#HEX 78b36e</div>
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Typography

Fonts

Keep our messaging on track and use our suggested typeface consistently across all our media channels.

AaBcDdEe

Headlines
DM Sans Bold
Upper and lower case

AaBcDdEe

Sub Healines
DM Sans Medium
Upper and lower case

AaBcDdEe

Sub Healines
DM Sans Light
Upper and lower case

The font can be downloaded from google
– <https://fonts.google.com/specimen/DM+Sans>

Iconography

Icons

The icons are created by using the Xblue colour and the gradient from the logo.

Be consistent with the stroke weight of the lines to match the current icons. If the artboard is set to 150x150 pixels the stroke weight should be 2.5pt.

The icons can be requested from the marketing team.



Capital / Purchase



High fees / Transactions



3k investment



Purchase in minutes



Trust income



Easily relist



Hotels and holiday lets



Sports and leisure



University residence



Social and charity projects



Developers



Property Portfolio



Map Pin / location



Verify your identity



Profile



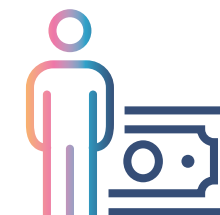
Loan Pool



ID



Bank

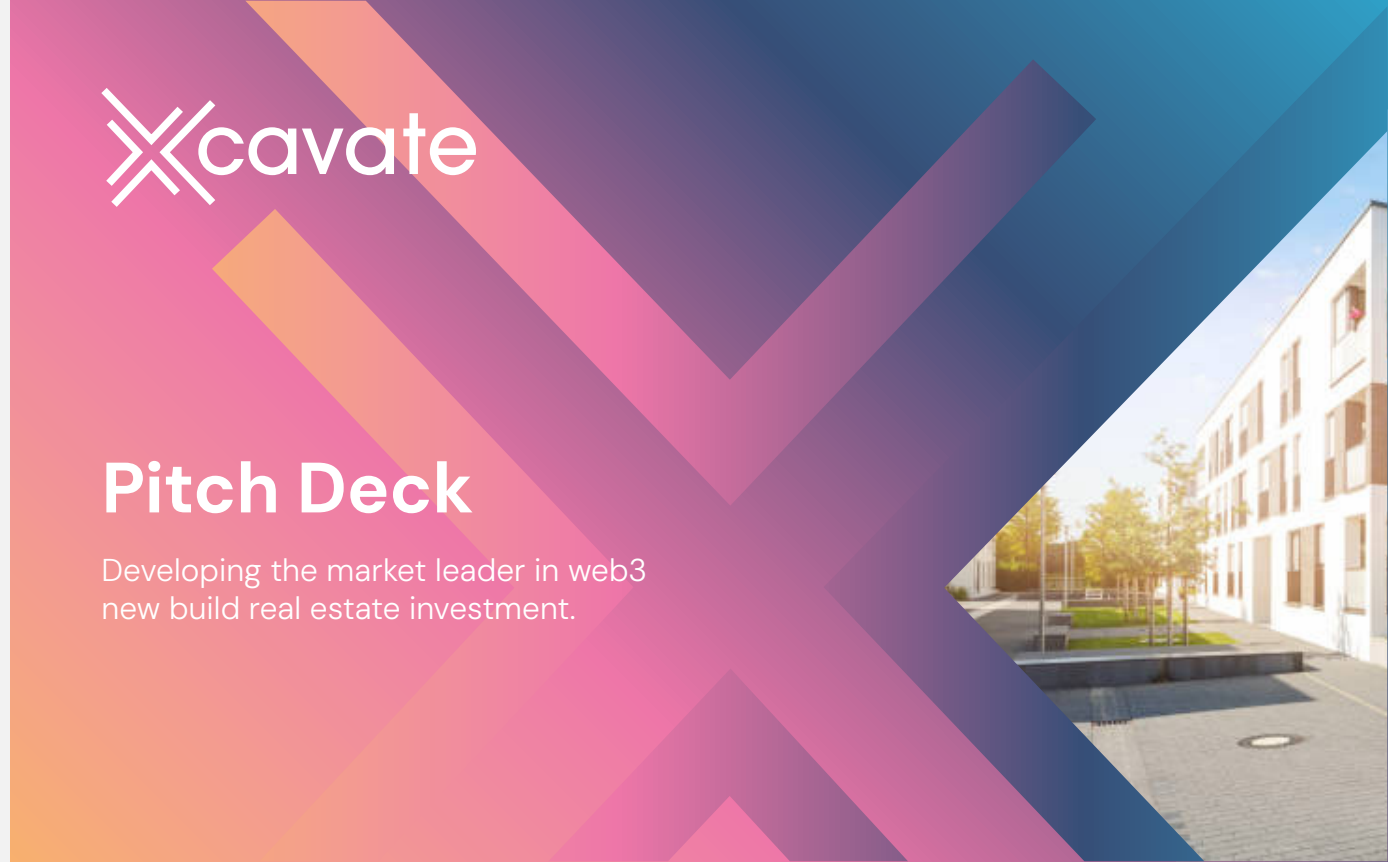


Investors



Alternative colour

Example Covers





For questions regarding
the branding for Xcavate:

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