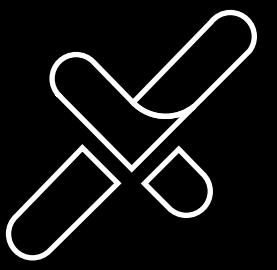




Version 1.0

# Brand guidelines



# Welcome to a little place we like to call **Addxp Brand Guidelines.**

Please keep your hands within the document at all times as we guide you through the basic elements of our identity system and explain how we use them to build our brand. Understanding and adhering to these guidelines will be essential for maintaining a consistent, unforgettable and meaningful experience of Addxp.

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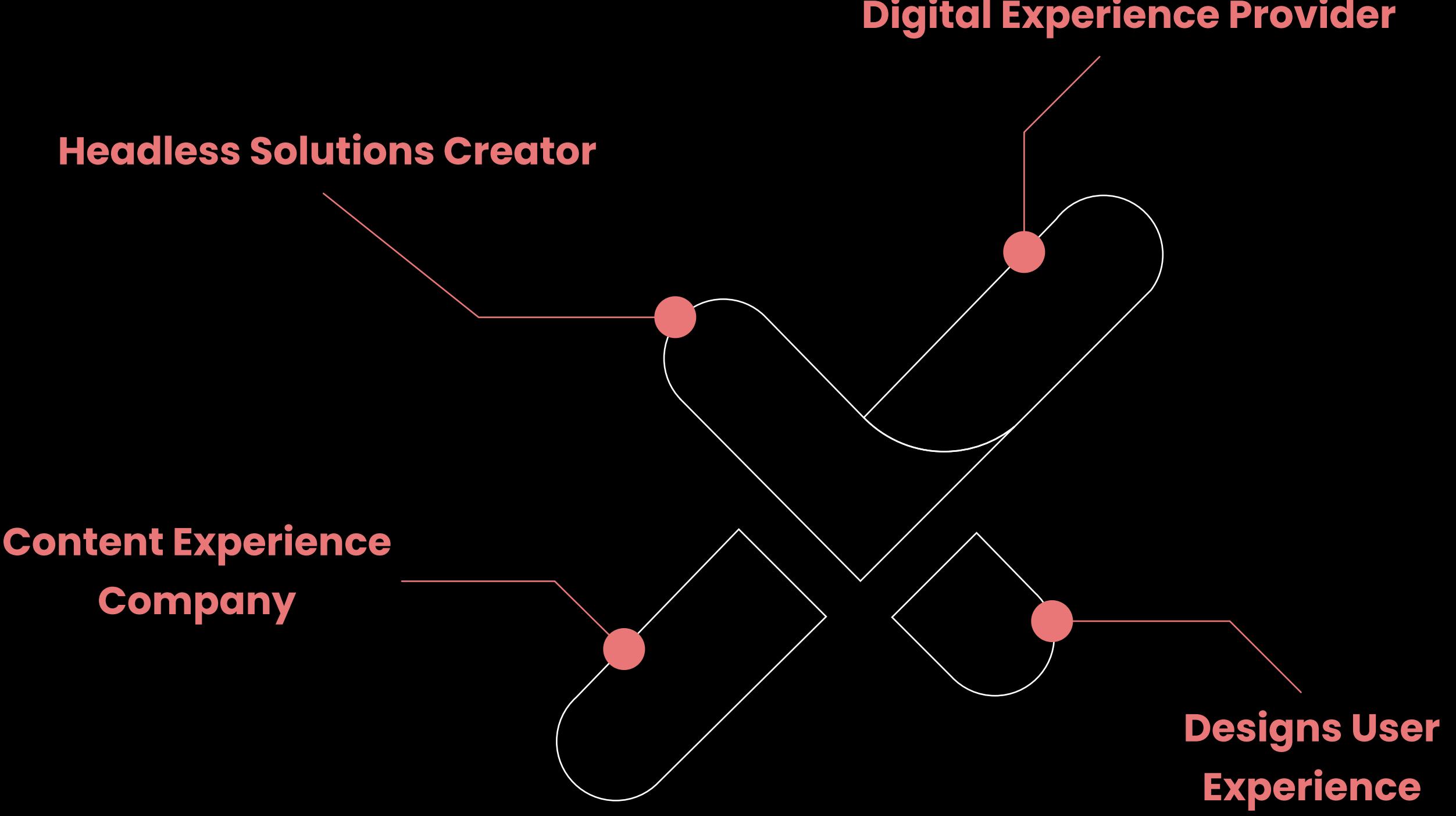
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01

# Introduction

# What is Addxp?

Addxp is all about digital experiences and digital transformation. Through the power of headless, we provide smart and unique experiences to the customers, the people and the community.



## MISSION

**Our mission is to provide a unique and exceptional digital experience to the people, the customers and the community through the power of headless platforms.**

VISION

**Our vision is to achieve a global scale  
of users who are leveraging the power  
of smart digital experiences everyday  
through our solutions.**

# Brand Values

Digital experiences and fostering friendships that go a long way. This is something we strongly believe in at Addxp. Our values and beliefs are a true reflection of who we are as an organization.

## Transparency & Security

Data is the core of any business and that is exactly why it is vital for us to be transparent with our customers and also compliant with security protocols. Working in any digital experience industry comes with handling user data and we always ensure that we have the right tools to provide complete transparency as well as security to our customers.

## Exceptional Experiences

Our aim is to provide digital experiences to our customers which are not just ordinary or average but exceptional, unique and one of a kind. In today's customer-centric market, we want to make sure that our services are also driven by a customer-centric approach keeping in mind their needs, desires, preferences and market trends.

## Value Addition

We of course follow the core values and beliefs that we do at our parent company Addact. Just like that, adding value to anyone who is associated with us (it could be our employees, our clients, or even our partners or anyone) is something that we strongly believe in.

## Digital Ideas & Innovation

We are on a journey to meet new people, build opportunities and generate growth. With the power of headless, we want to foster digital experiences. Our aim is to have an exchange of ideas that are flowing through these digital experiences and constantly bringing innovation to the industry.

02

# Logo, Icon, Wordmark & Tagline

# The Logo

## 1 The Addxp Logo



X Bot mark   The Wordmark

### The Addxp Logo

The Addxp logo consists of two elements; the icon (X Bot) and the wordmark. It's an instantly recognisable brand element and should be represented consistently throughout our product and marketing efforts. The logo should always try to exist with the symbol and wordmark together. In no way should the logo be modified, distorted, or redrawn.

## 2 The Small Addxp Logo



### The Small Addxp Logo

For smaller sizes we have optimised the spacing to increase legibility. This would be used for placement below 148px X 42px. The Small Addxp logo can be found in the logo-pack.

Download Logo Files

# Logo Clear space

To ensure the right amount of breathing space around the Addxp logo the following process should be applied:

**Step 1**

Pick the letter 'X'

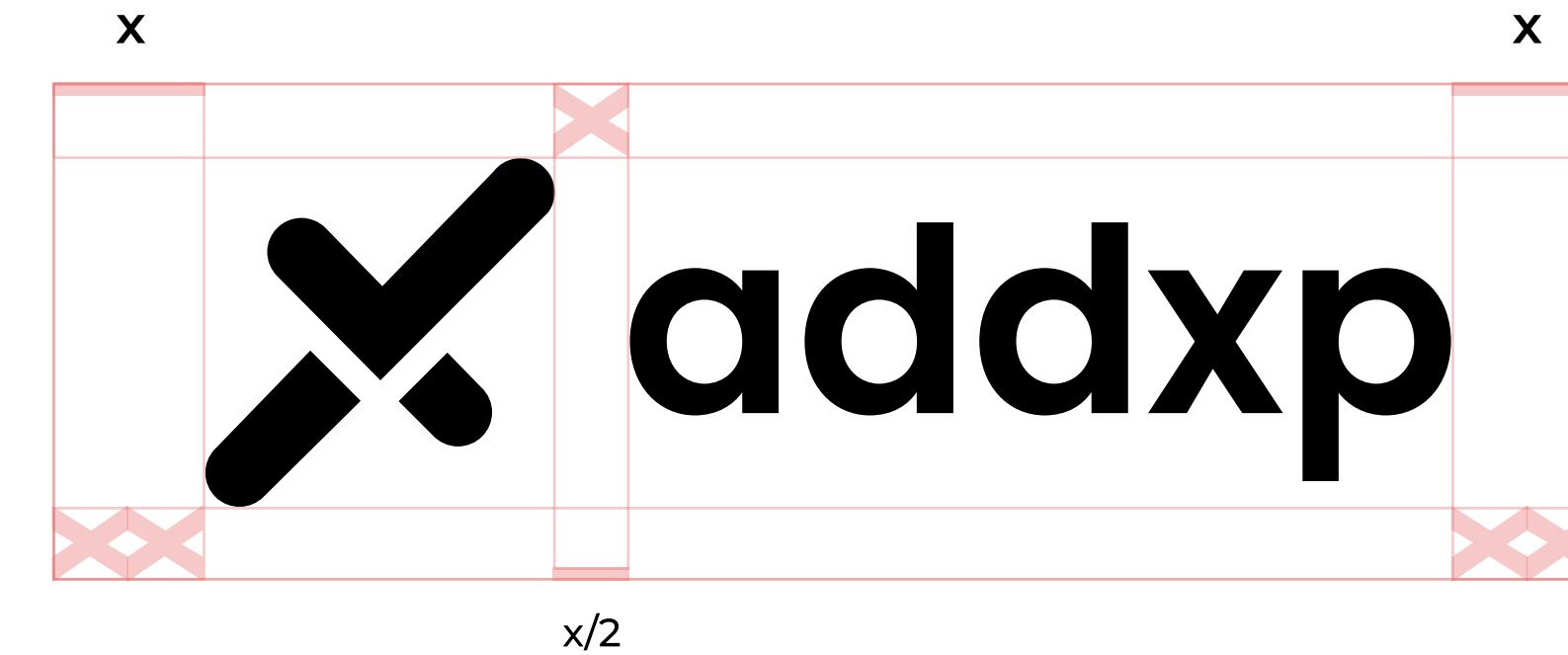
**Step 2**

Rotate it 90 degrees

**Step 3**

Duplicate it

x= 



# Icon & Wordmark

We prefer to use our logo in default option. However, some use cases will steer you towards the other options.

## 1. Default Option

Preferred option.

## 2. Secondary Colour Background

Whenever you need to user X Bot icon on secondary colour go with this option.

## 3. Brand colour / Dark Background

Use whenever background is dark/ brand colour(Black).

1



2



3



# Icon: The X Bot

We use the X Bot as a standalone brand element, as well as a part of the logo. By doing so, it creates a strong and distinctive brand symbol.

The X Bot should be used as the reduced form of our logo in tight spaces. Using it with black, our primary brand colour, should always be the preferred option. For any other use cases, a monochrome version is allowed too.

## 1. Default Option

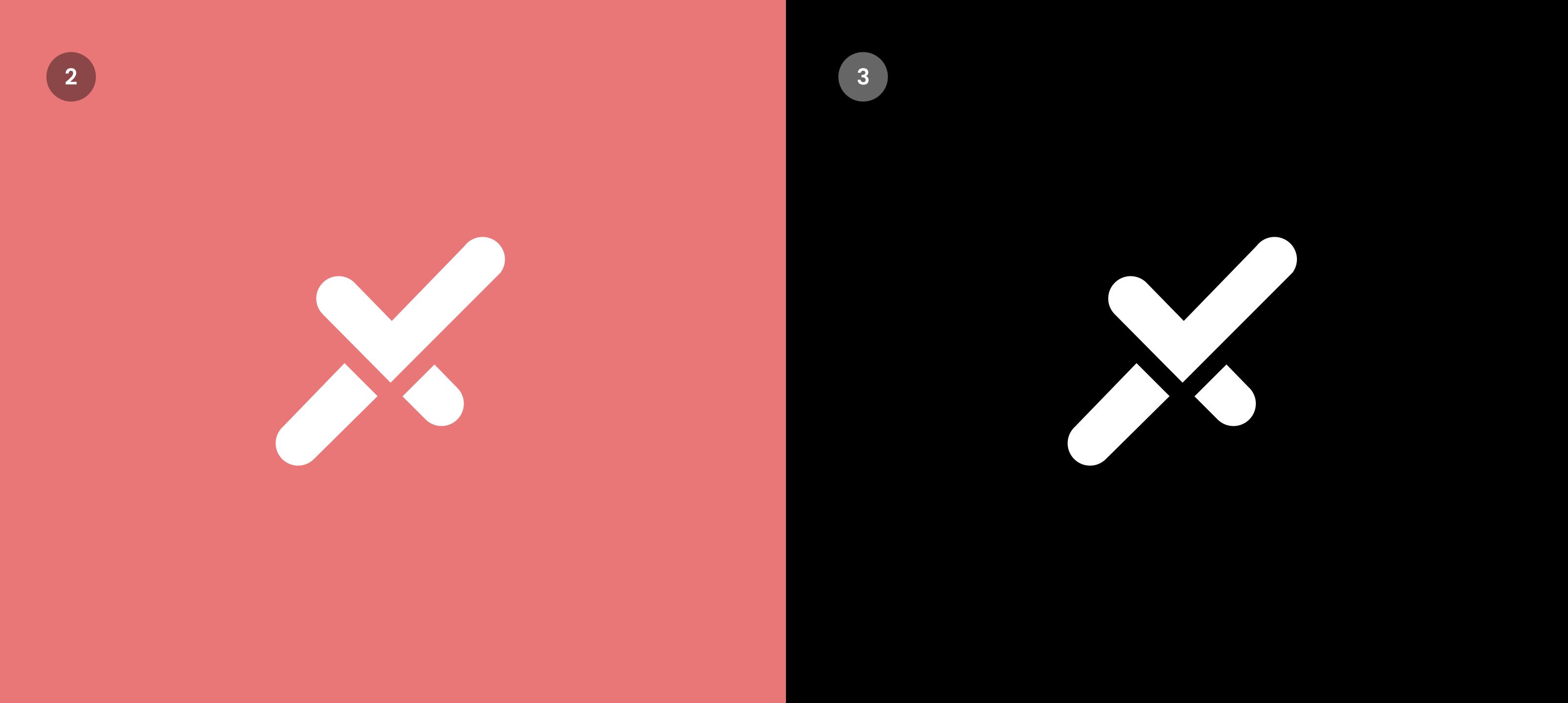
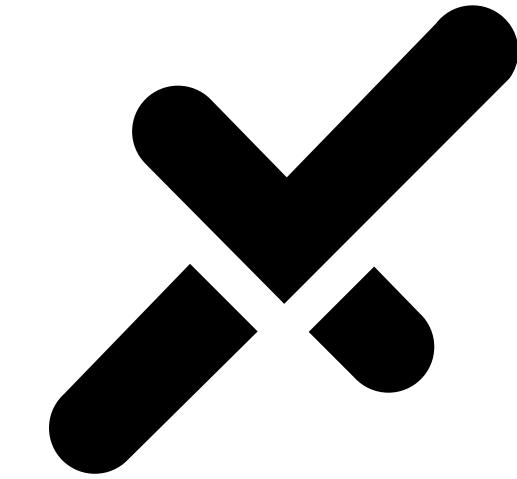
Preferred option.

## 2. Secondary Colour Background

Whenever you need to use X Bot icon on secondary colour, go with this option.

## 3. Brand colour/ Dark Background

Use whenever background is dark/ brand colour(Black).



# Secondary Icon: The X Bot (Bordered)

X Bot – Bordered is our secondary icon that should be used when you want to leave a brand mark or brand identity.

Make sure that when you use the secondary icon, it is in the same colour as the X Bot icon.

## 1. Default Option

Preferred option.

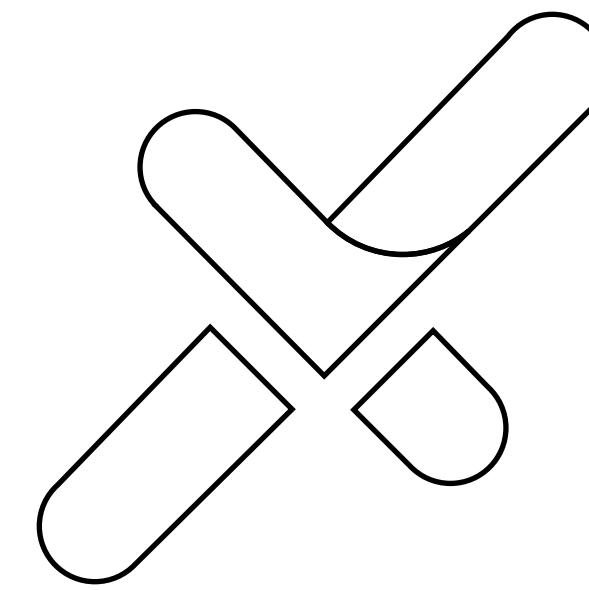
## 2. Secondary Colour Background

Whenever you need to use the X Bot icon on secondary colour, go with this option.

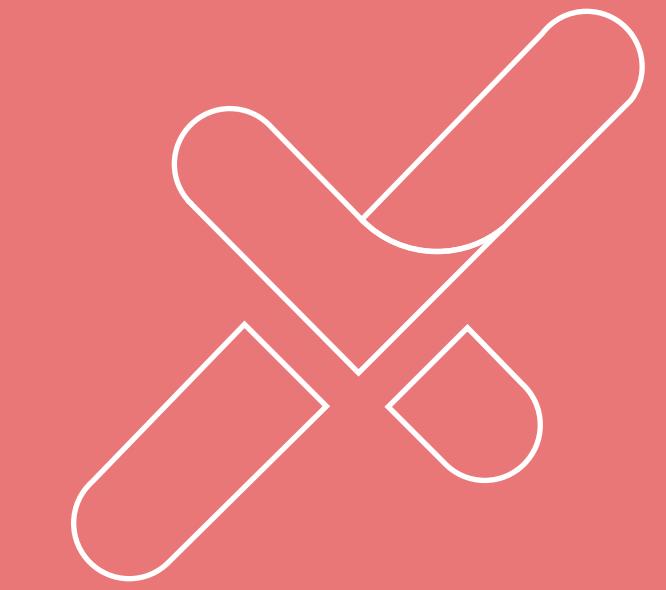
## 3. Brand colour/ Dark Background

Use whenever background is dark/ brand colour(Black).

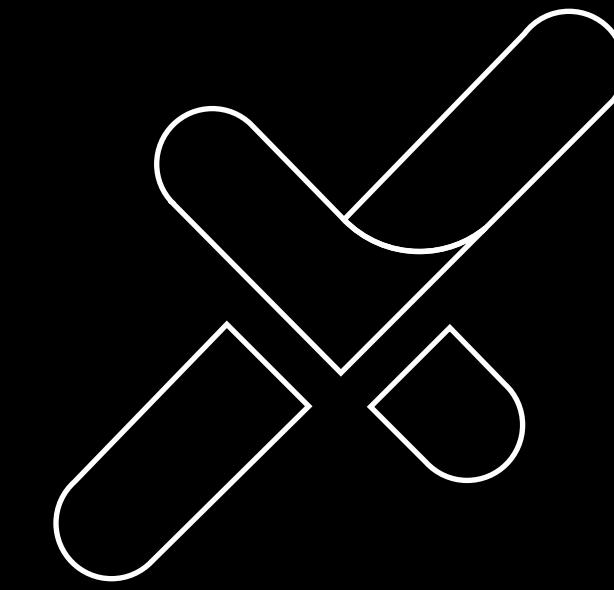
1



2



3



# The Icon: Favicon

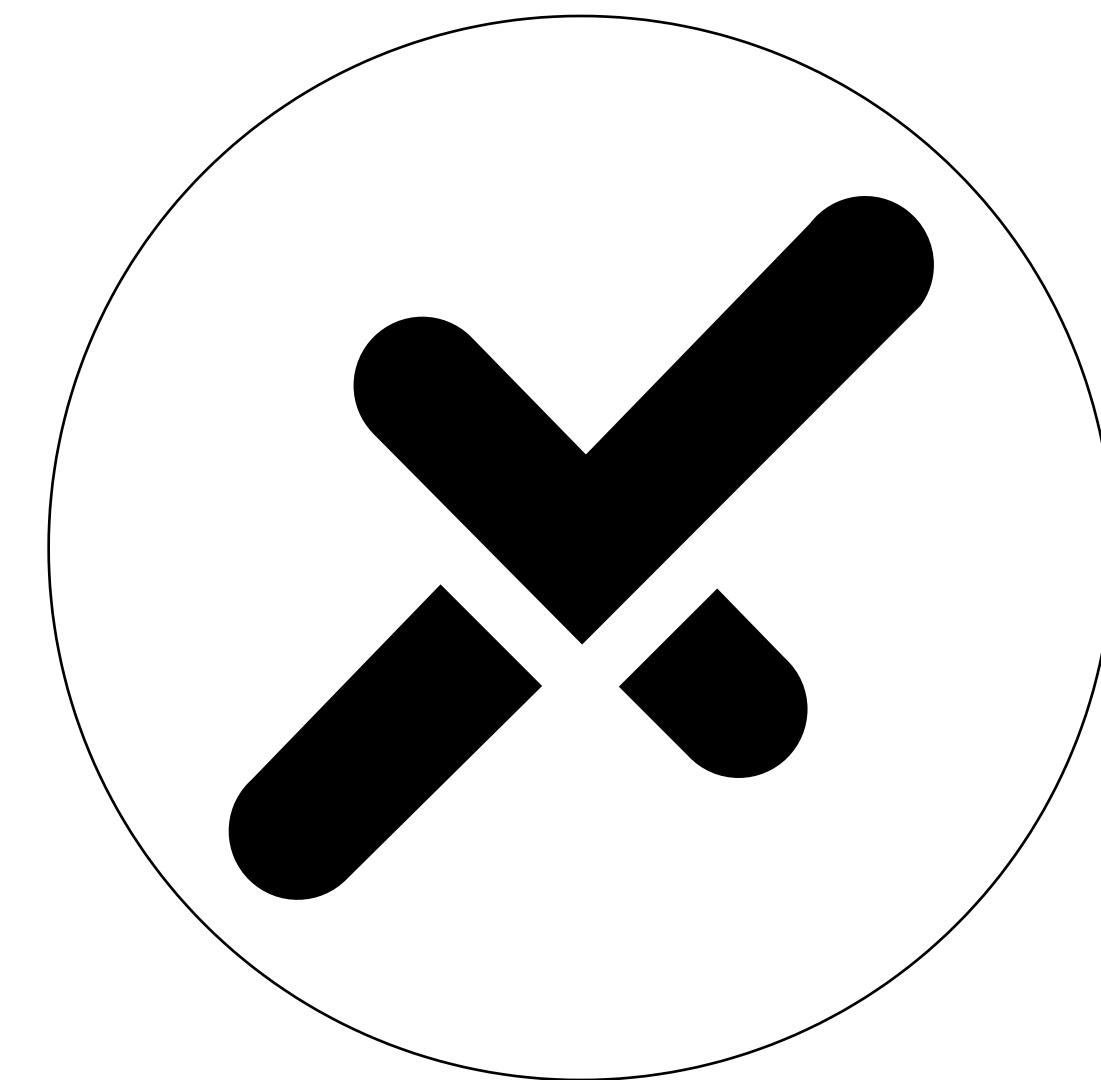
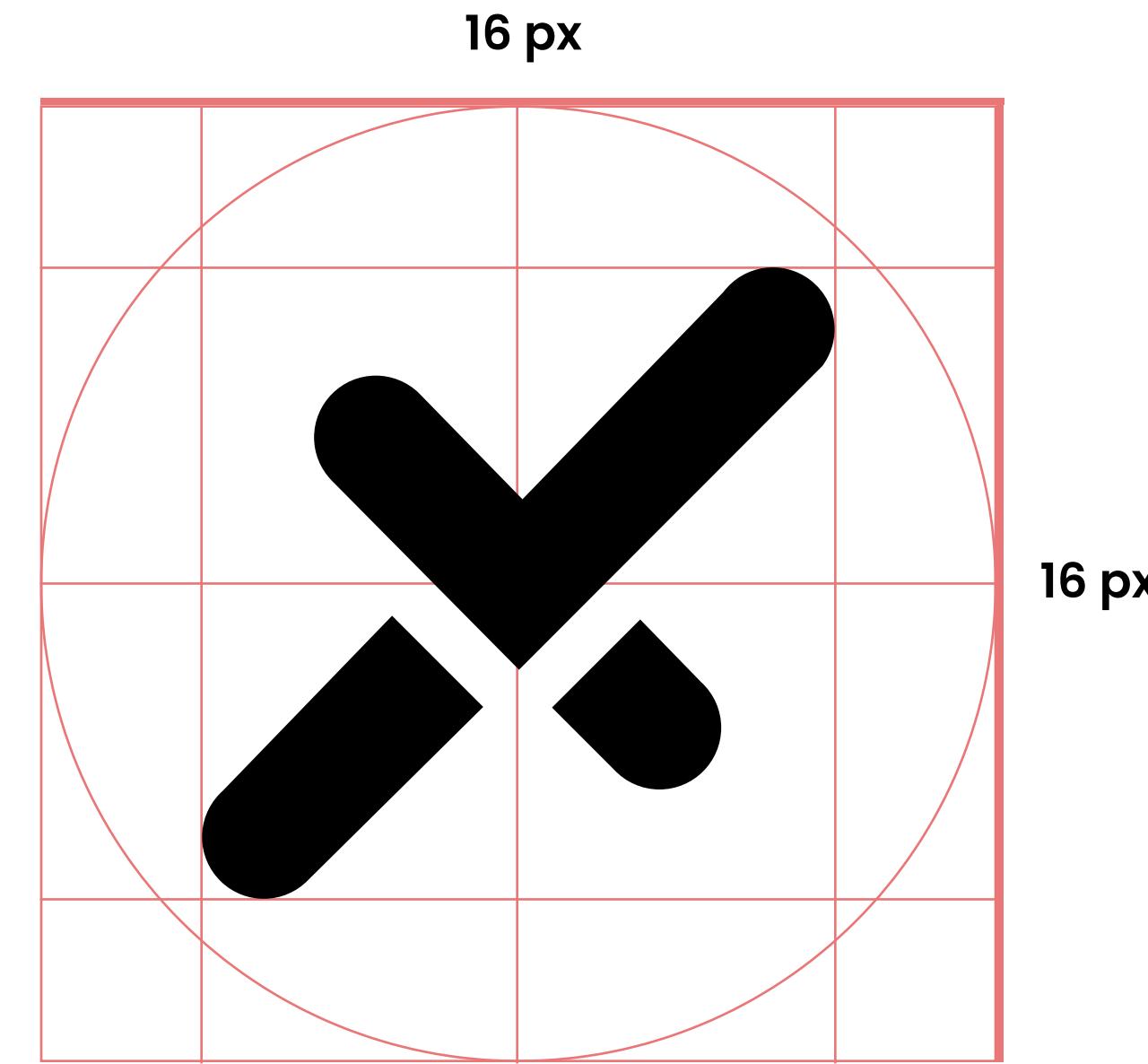
An icon associated with a particular website, typically displayed in the address bar of a browser accessing the site or next to the site name in a user's list of bookmarks.

## 1. What size is a favicon?

The optimal size for favicons is **16x16 pixels**. That's how they appear in browser tabs, address bars, and bookmark lists. Ideally however, you'll create your favicon in multiple sizes.

## 2. Addxp Favicon

Addxp black **X Bot** icon with circular white background.



# Placement: logo

When it comes to logo placement, we have a few options listed on this page. Wherever it's possible, place the logo in the **Top Right** on the layout. However, you might sometimes need to give the rest of the content more space, thus move the logo elsewhere. In this scenario, here are a few examples on how to work with it:

### 1. Portrait

Our default option would be to place our logo in the Top-right of the layout.

### 2. Logo masked compositions

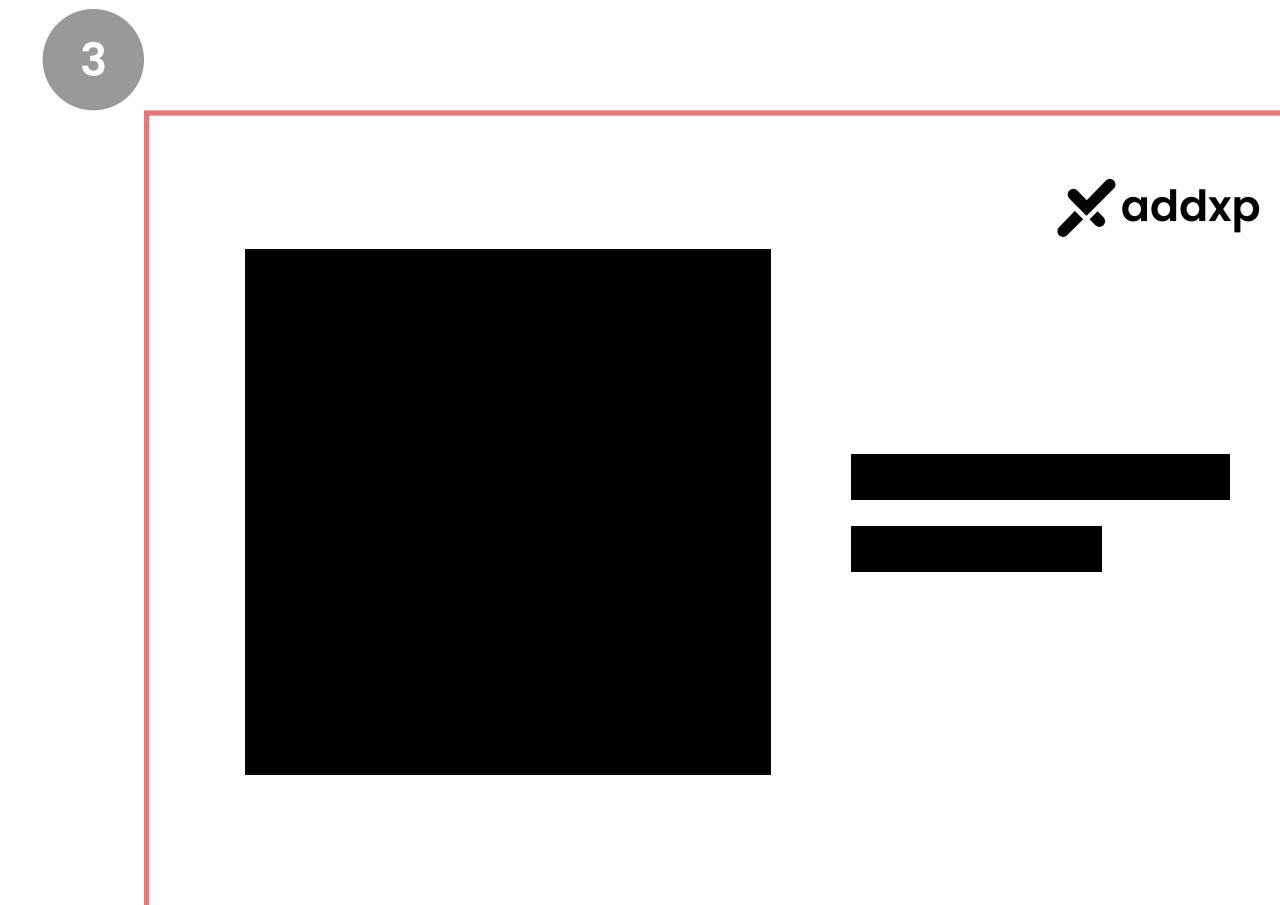
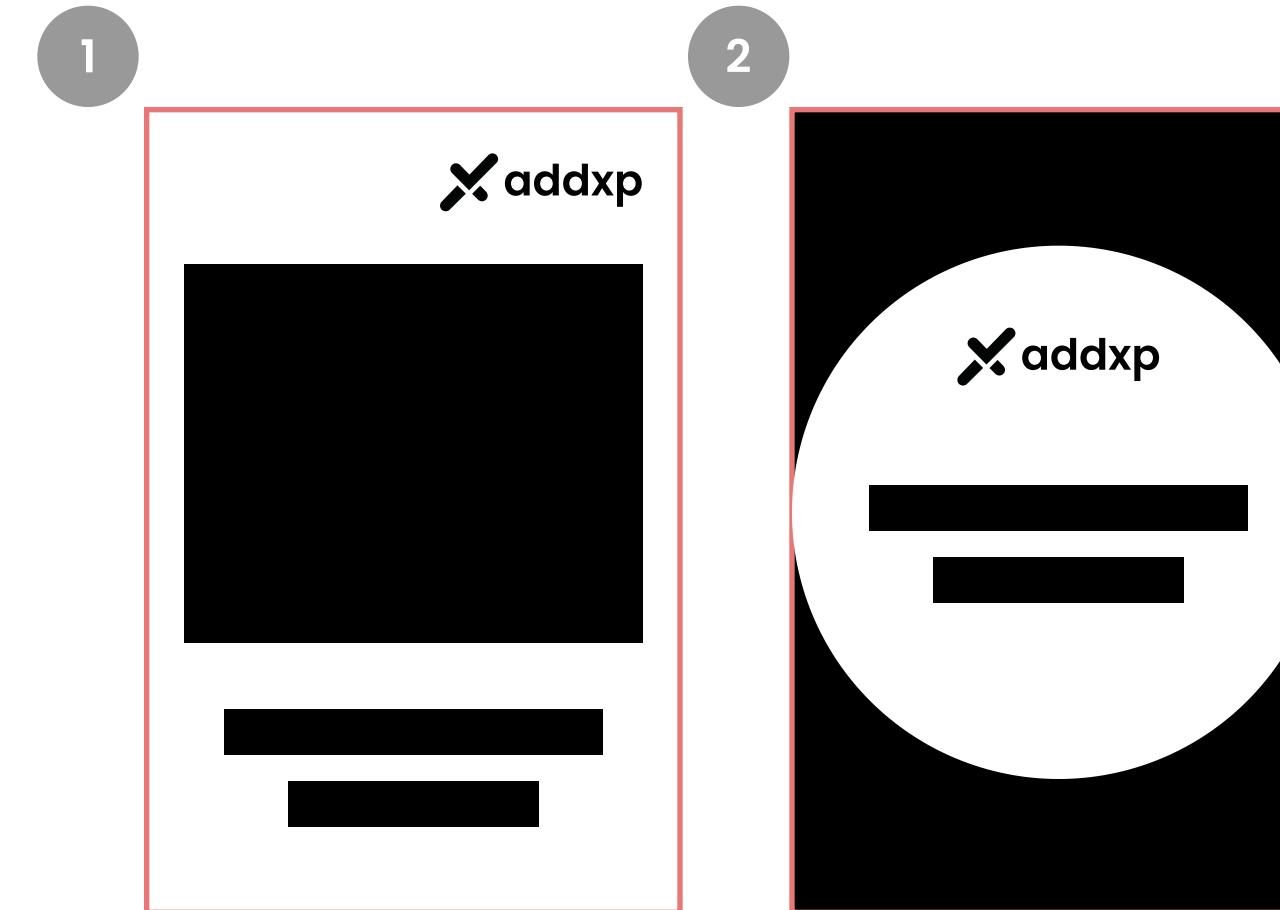
When working with masked compositions, we prefer logo in the centre to give them maximum visibility.

### 3. Landscape

When working with a key visual and text on landscape layouts, we prefer to place our logo in the top-right corner of the layout.

### 4. Landscape wide

When working with extra wide landscape layouts, we prefer to place our logo to the right, vertically centered.



# Placement: Logo & Tagline

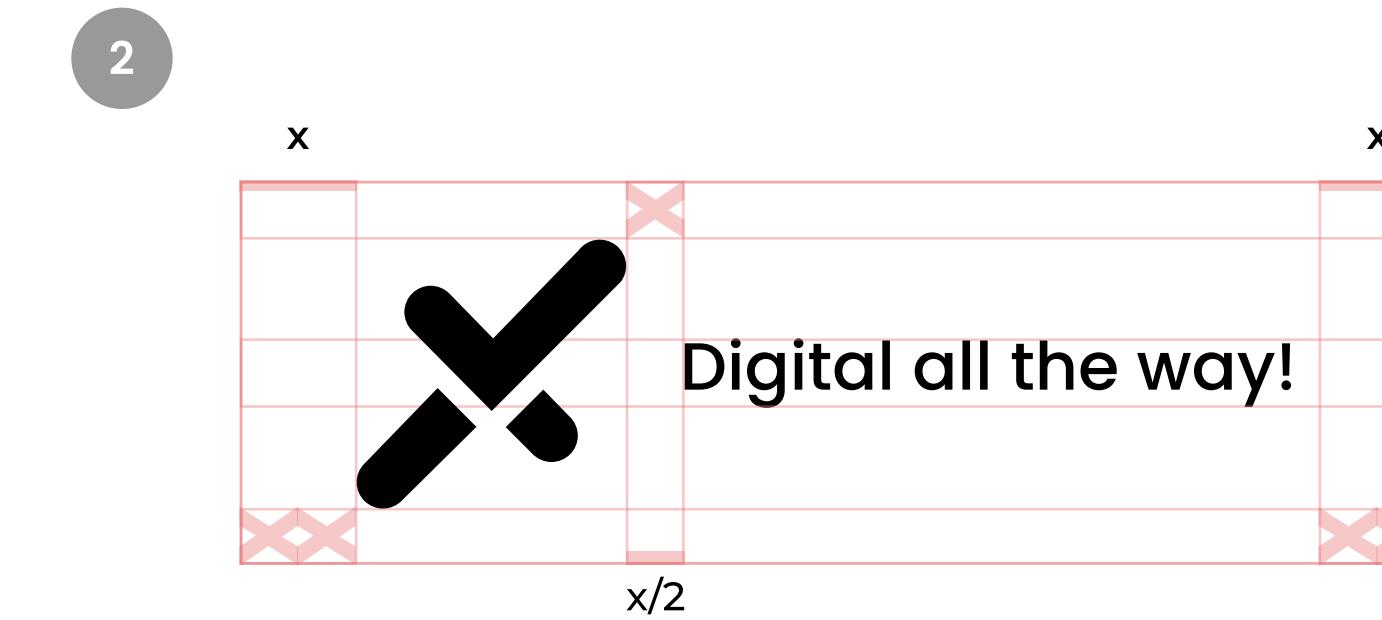
Whenever the logo and the tagline are used together, follow the same grid as the clear space lockup.

The text size of 'Imagine a Place' is defined by the x-height of the wordmark

1. Vertical logo & tagline lockup
2. Horizontal X Bot & tagline lockup

The vertical logo and the tagline lockup is our default option. However, when working with small heights, use the horizontal alternative (Horizontal alternative includes the X Bot \* the tagline only).

**x=** 



# Usage: Successful logo usage

Here are some recommended examples of how the Addxp logo should be integrated.

## 1. Use the preferred logo

Our preferred logo consists of our icon & word mark associated with black in the Addxp logo and white background with the right amount of whitespace.

## 2. Use the Addxp icon by itself and the smaller version of the logo in tight places

In formats with limited spaces, use the smaller version of our logo (<148px x 40px) to improve legibility. For favicons we prefer to use our X Bot icon only.

## 3. Use the Addxp logo on top of key visuals

Only place the logo on-top of key visuals when the space allows it and when it's legible.

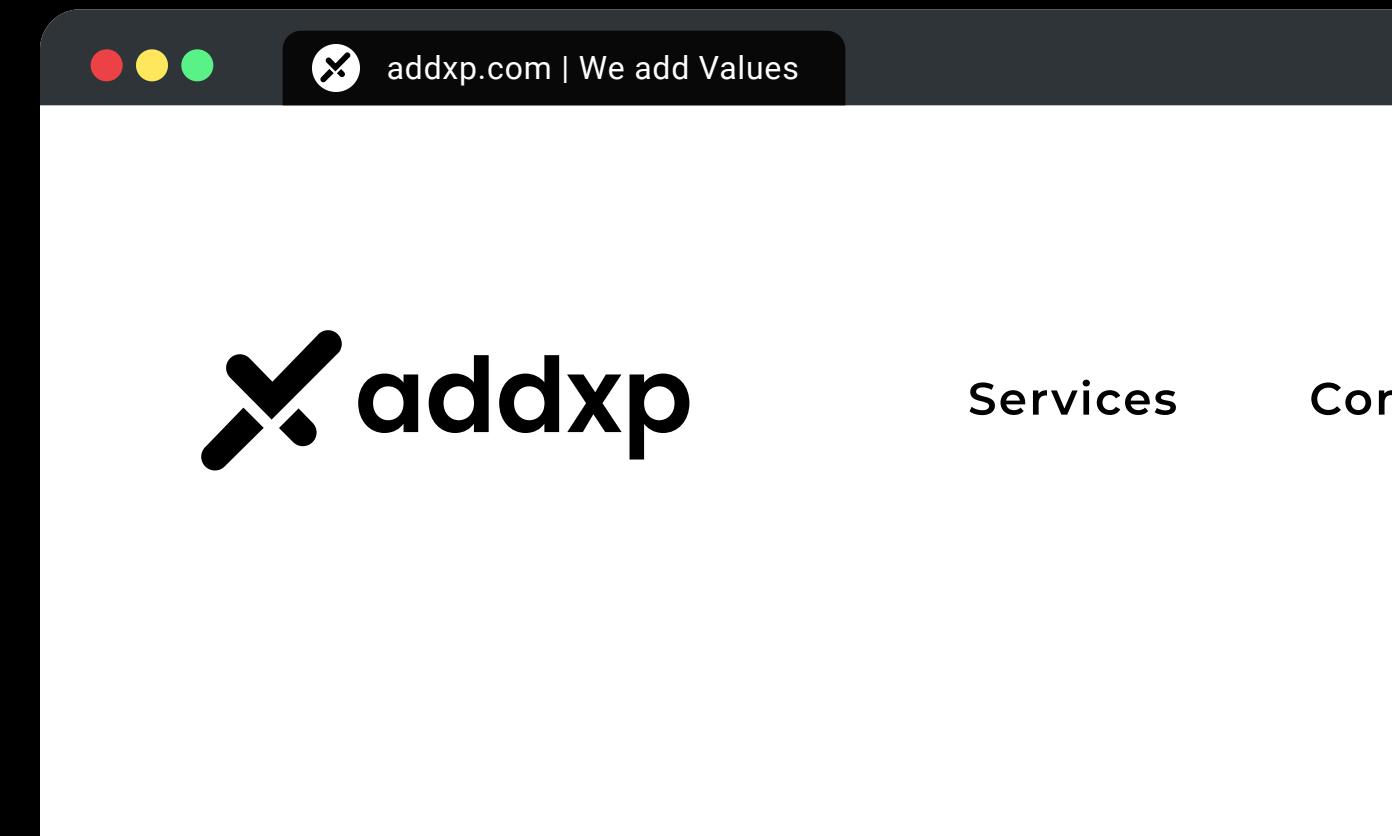
## 4. Use the logo when first introducing the brand

For example on covers.

1



2



3



4



# Usage: Unsuccessful logo usage

Please don't mess with our logo. Avoid the examples mentioned below at all times.

## 1. Don't go crazy with your color mix

Use only defined colors. Don't use any other colors.

## 2. Don't apply effects

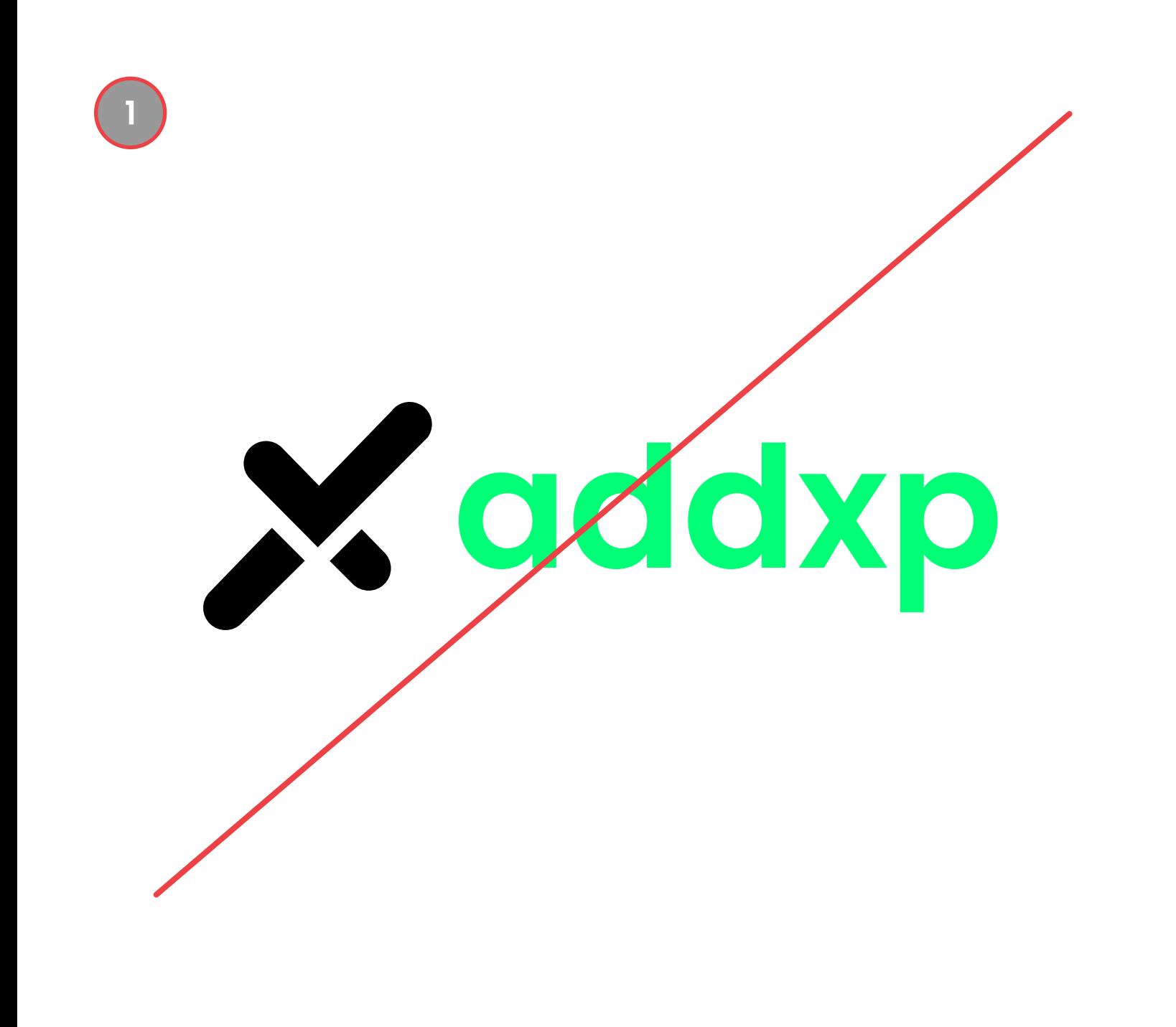
Glowing edges, drop shadows and gradients are forbidden.

## 3. Don't twist and turn the Addxp logo around

Use it within the provided ratios.

## 4. Don't stack the elements of the Addxp logo

Also no other color combinations are allowed besides the ones provided in these guidelines.

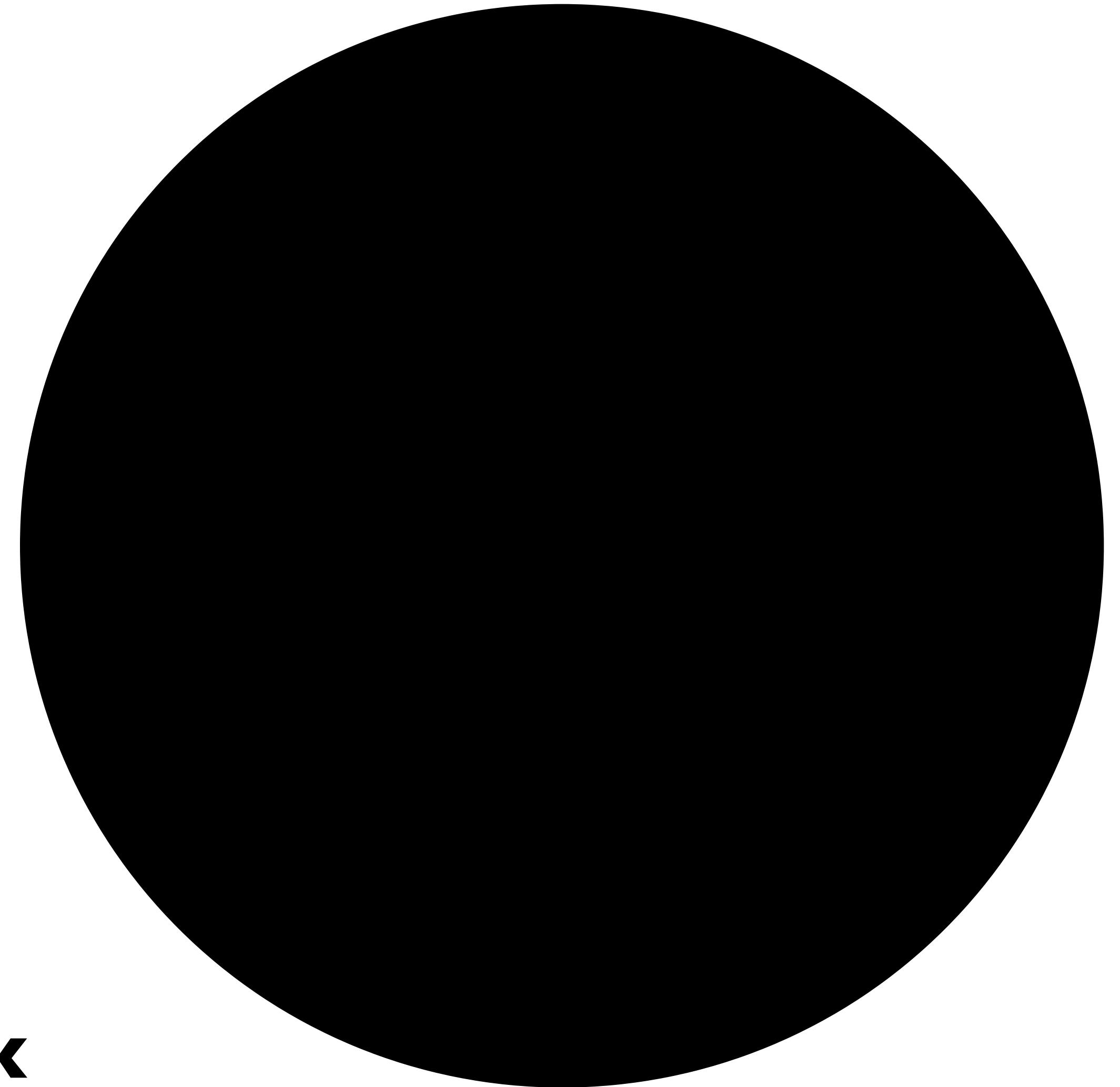


03

# Brand Colours

# Addxp Rich Black

**RICH BLACK** is a primary colour of Addxp. "Primary Colour" refers to the main colour in a palette.



## Rich Black

HEX **000000**

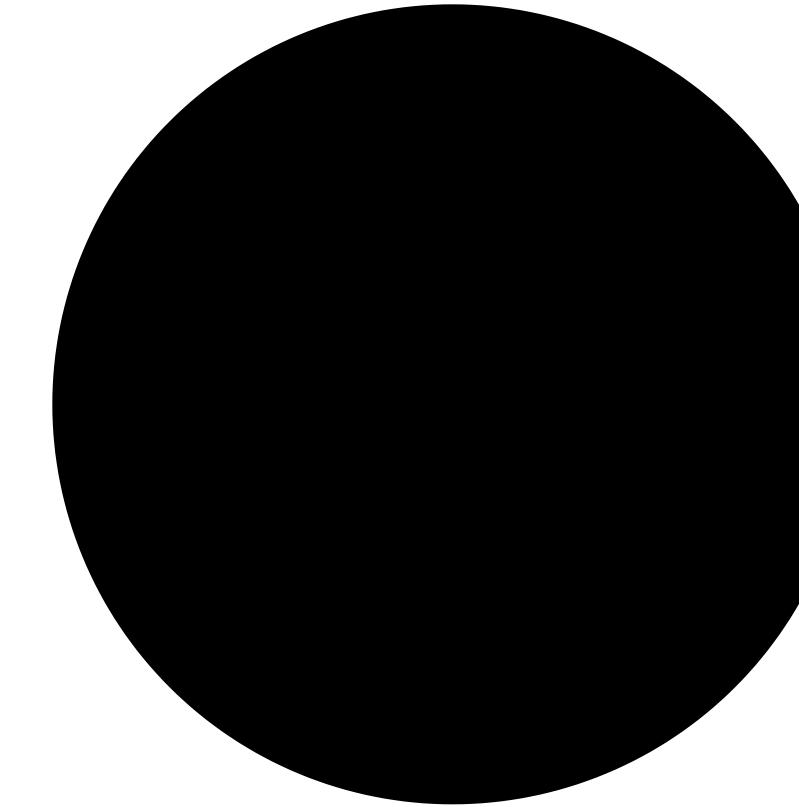
RGB **0, 0, 0**

CMYK **75, 68, 67, 90**

PMS **Black 6 2X**

# Brand colour palette

The brand colour palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.



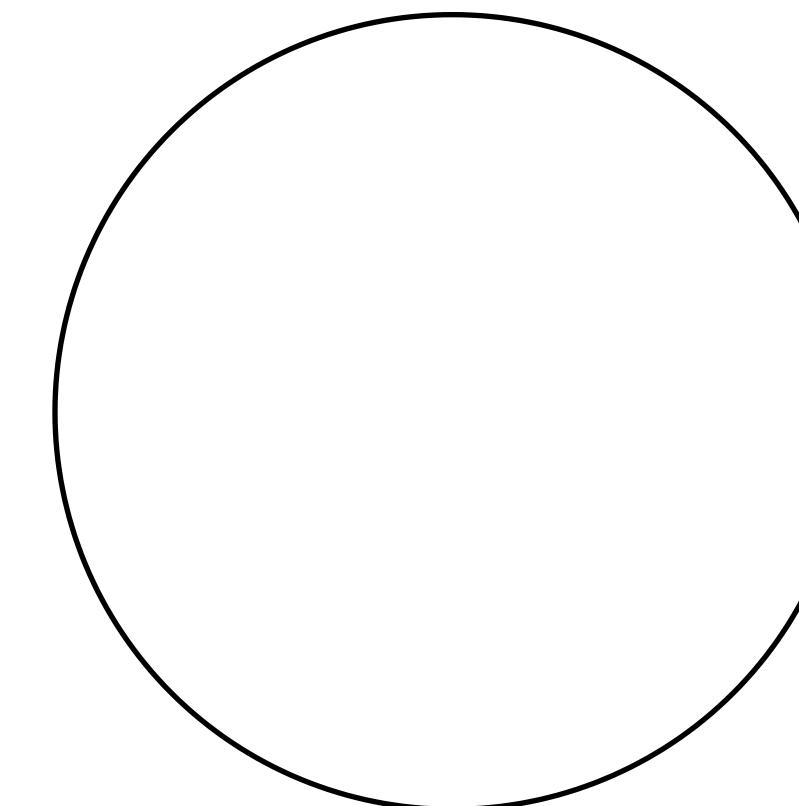
## Rich Black

HEX 000000

RGB 0, 0, 0

CMYK 75, 68, 67, 90

PMS Black 6 2X



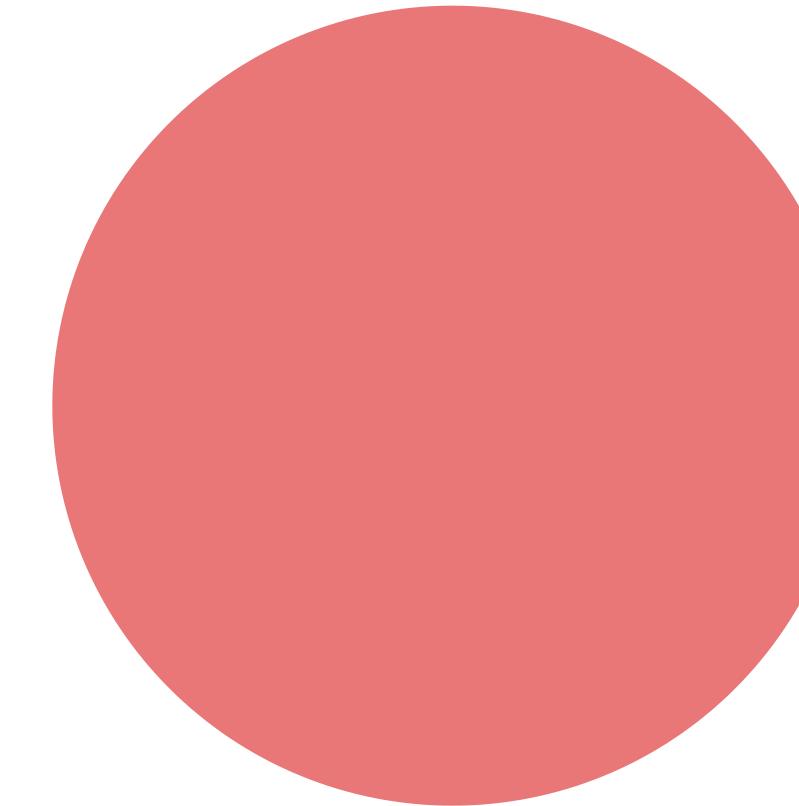
## White

HEX FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

PMS 0



## Geraldine

HEX E97777

RGB 233, 119, 119

CMYK 4, 66, 44, 0

PMS 177

04

# Typography

## 04 Typography

# Typeface

Our typography consists of one font family, **Poppins**.

### Primary Typeface: **Poppins**

Poppins is a geometric sans-serif typeface published by Indian Type Foundry in 2014. It was released as open-source and is available for free on Google Fonts. Indian Type Foundry describes Poppins as “an internationalist take on the geometric sans genre.” It supports both Latin and Devanagari languages and is available in nine weights with matching italics.

Poppins is very versatile and can be used in multiple domains such as websites, the publishing world, branding, editorial, logos, print, posters, etc. It is a typeface that can be used basically anywhere because of the geometric and elegant simplicity with a nice large x-height.

 Download Fonts

### Primary Typeface: **Poppins**

# Poppins

## Poppins - ExtraBold

## Poppins - Bold

## Poppins - SemiBold

## Poppins - Medium

## Poppins - Regular

## Poppins - Light

## Poppins - ExtraLight

05

# Brand In Use

# Brand in use: Email signature

An email signature is an important element of your marketing campaigns. It shows your brand personality, introduces the person behind emails, and provides the necessary contact information.

## This Email Signature contains:

- Addxp's logo
- Full name
- Designation
- Company's contact info
- Company's social handles

## New Message

To

---

Subject

---

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

## Thanks & Regards

### Name Surname

Designation



Addxp Technologies Pvt Ltd

**W:** [www.addxp.com](http://www.addxp.com)

**M:** +91 9173431155

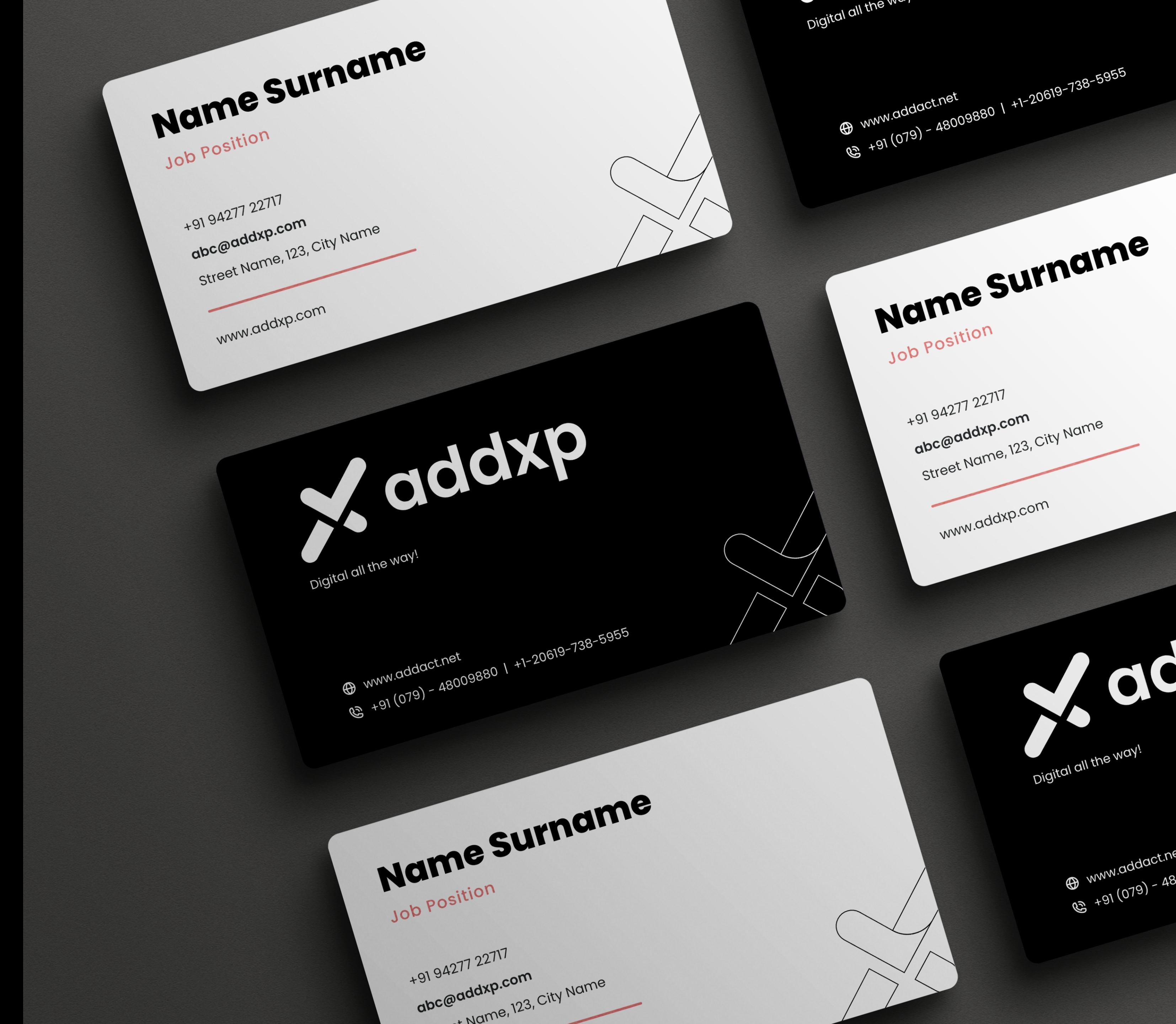
**E:** [info@addxp.com](mailto:info@addxp.com)

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# Brand in use: Business Card

The business card represents your company's brand. Not only does it convey important personal contact information such as name, title, email, website, address and phone number, but oftentimes it is also the first exposure to the overall image of the business.



# Brand in use: Letterhead

A letterhead is as important as a brand, in that it represents a company and can impart a first impression to its potential customers. Therefore, a letterhead must look professional, otherwise people might assume the business is less competent and not one they want to have any dealings with.



**addxp**

**Name Surname**  
Senior Executive  
Address goes here. Street, City, Country  
contact@yourmail.com  
000-987-654-321

*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro voluptatem sequi nesciunt. Nemo enim ipsam voluptatem quia voluptas.*

*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut.*

*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. .*

*Name Surname*  
**Name Surname**  
General Manager

+91 94277 22717    info@addxp.com    www.addxp.com

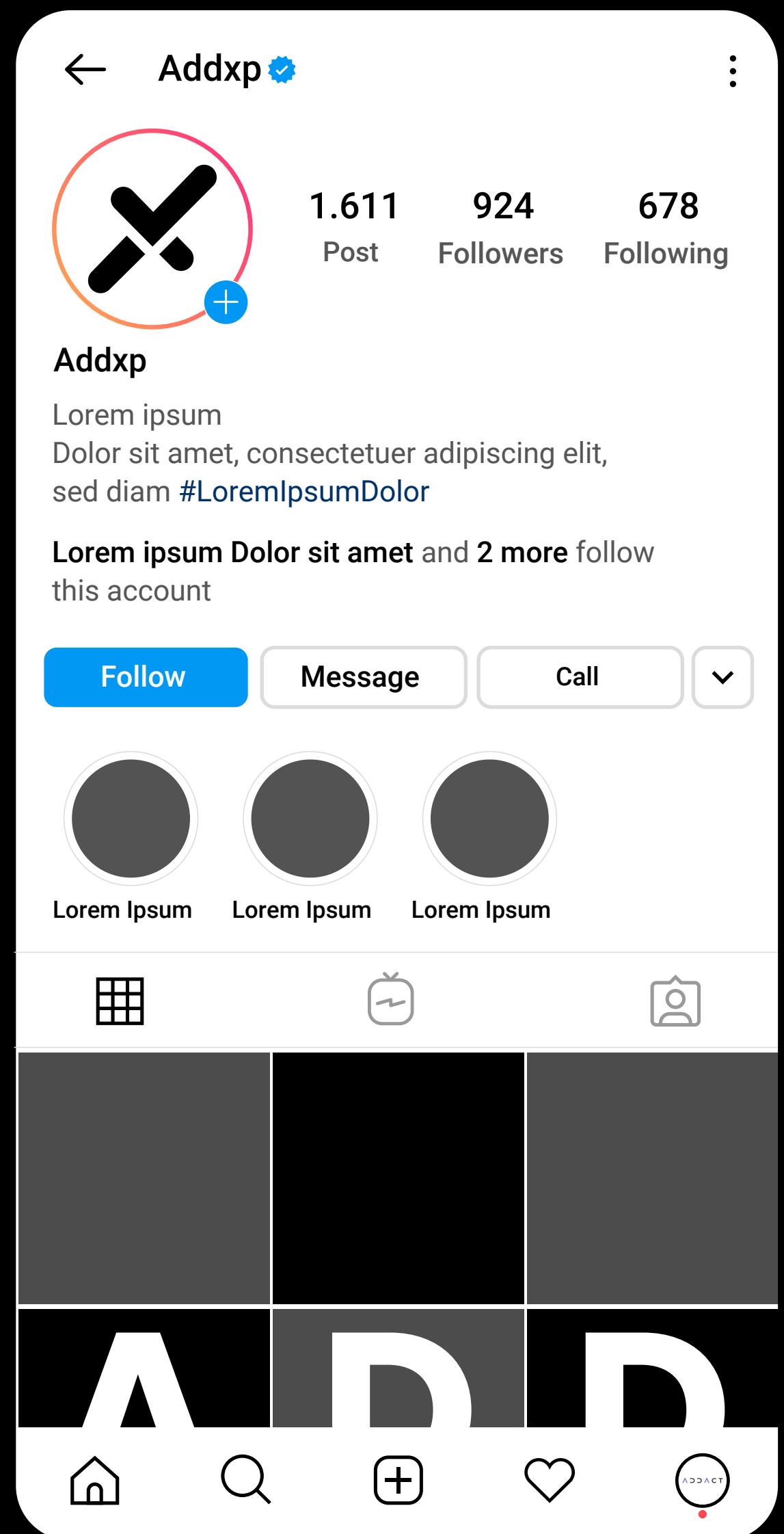
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# Brand on Social media: Instagram

Instagram profile picture's size is **110px X 110px**.

For tight spaces such as social media profile pictures and favicon, we use the X Bot icon. This is why we are using the icon for the profile picture here.

 Download Profile/ Cover Image



# Brand on Social media: Facebook

Facebook profile picture's size is **170px X 170px**.

For tight spaces such as social media profile pictures and favicon, we use the X Bot icon. This is why we are using the icon for the profile picture here.

Facebook Cover image's size is **820px X 312px**.

For the cover image, we are using the logo with X Bot icon and wordmark, tagline and the brand identity mark in black colour background.

 Download Profile/ Cover Image



# Brand on Social media: LinkedIn

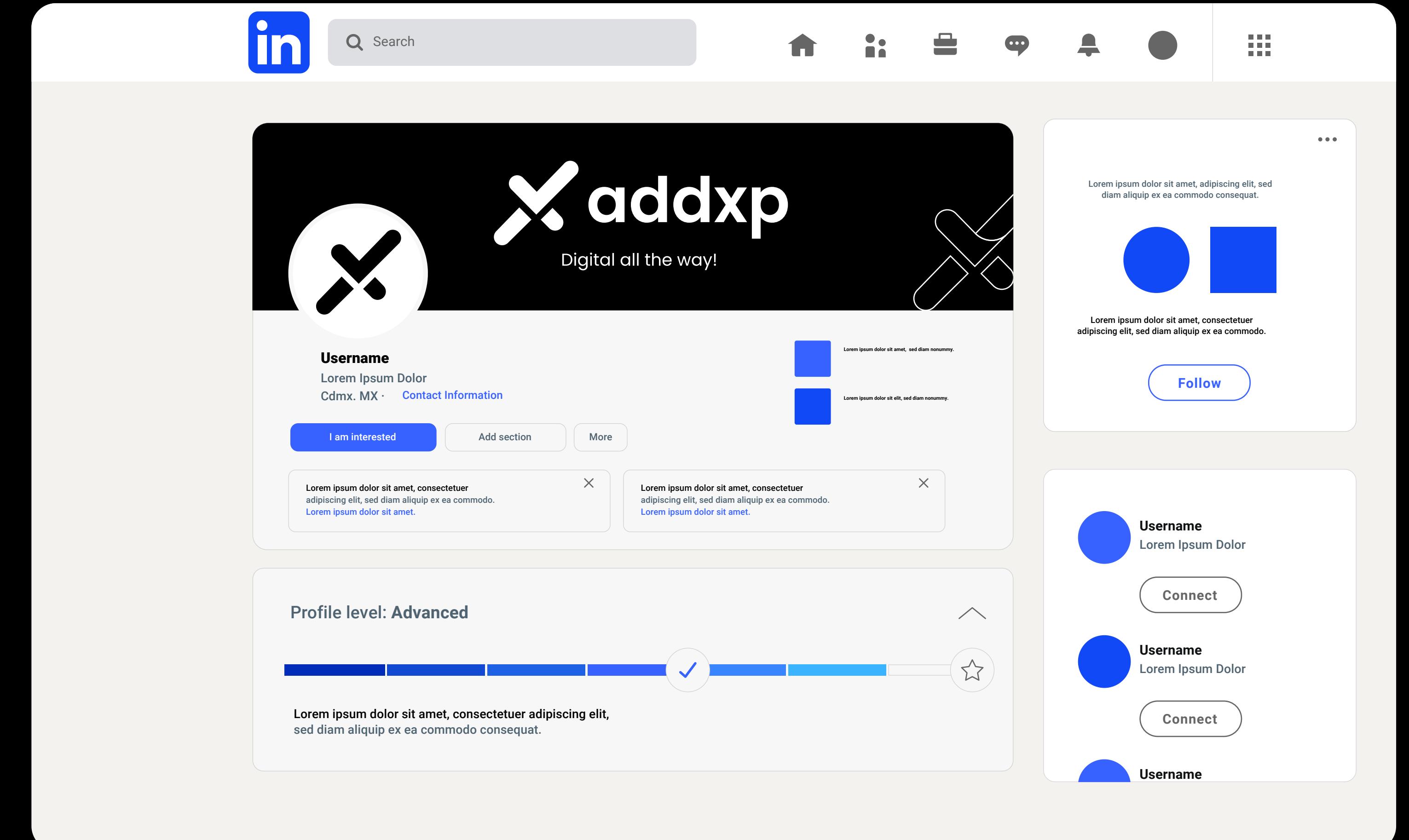
LinkedIn profile picture's size is **400px X 400px**.

For tight spaces such as social media profile pictures and favicon, we use the X Bot icon. This is why we are using the icon for the profile picture here.

LinkedIn Cover image's size is **800px X 200px**.

For the cover image, we are using the logo with X Bot icon and wordmark, tagline and the brand identity mark in black colour background.

 Download Profile/ Cover Image



# Brand on Social media: Twitter

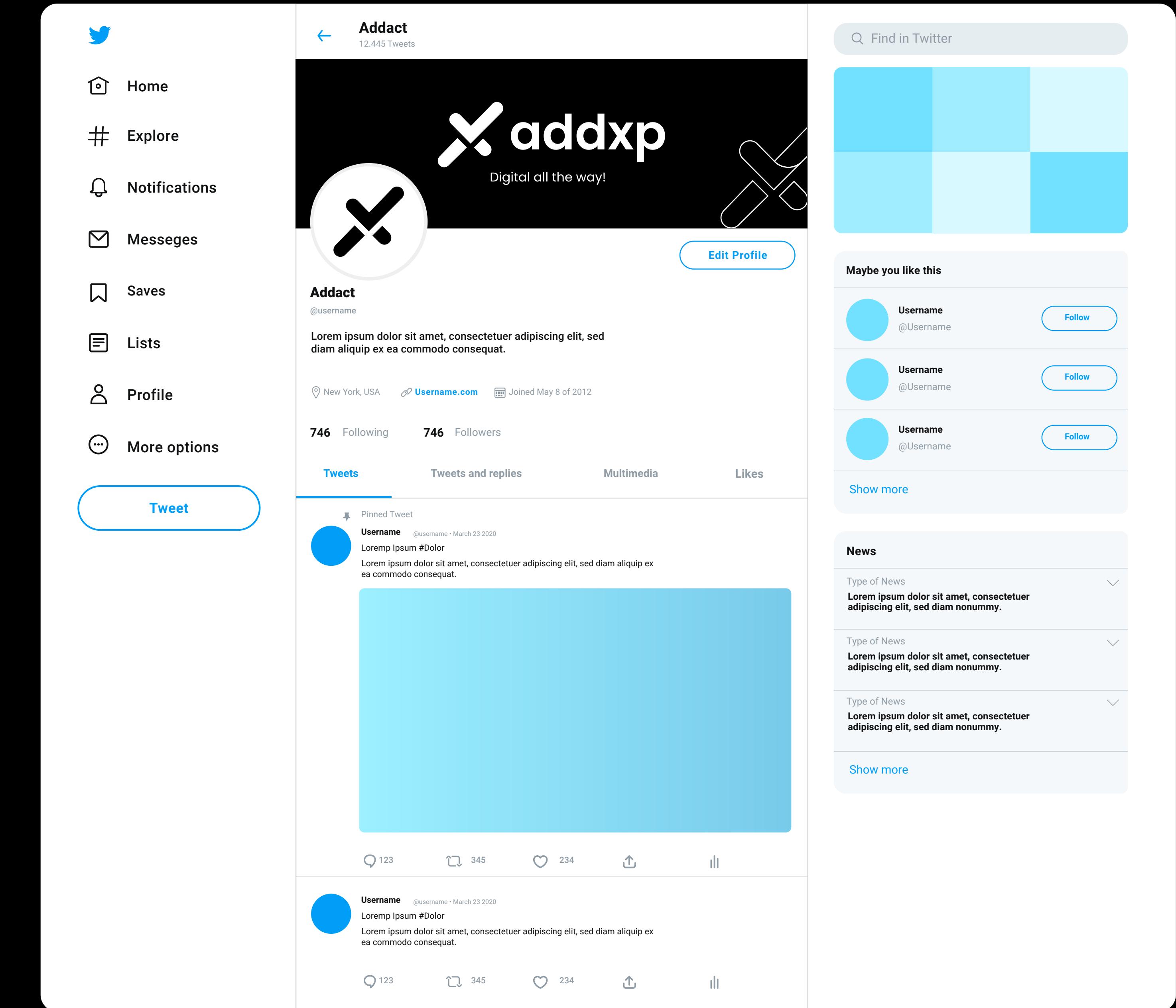
Twitter profile picture's size is **400px X 400px**.

For tight spaces such as social media profile pictures and favicon, we use the X Bot icon. This is why we are using the icon for the profile picture here.

Twitter Cover image's size is **500px X 1500px**.

For the cover image, we are using the logo with X Bot icon and wordmark, tagline and the brand identity mark in black colour background.

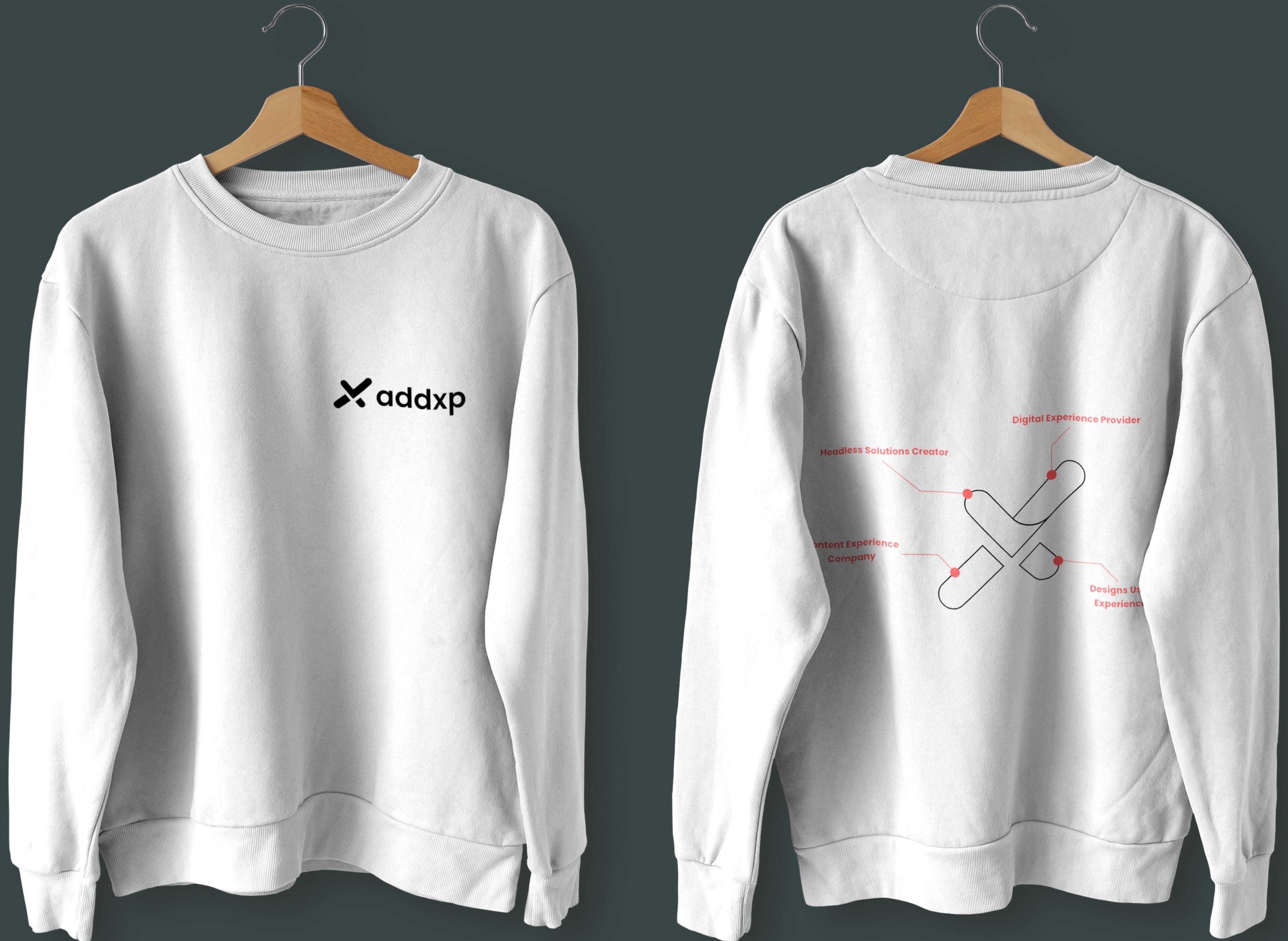
 Download Profile/ Cover Image

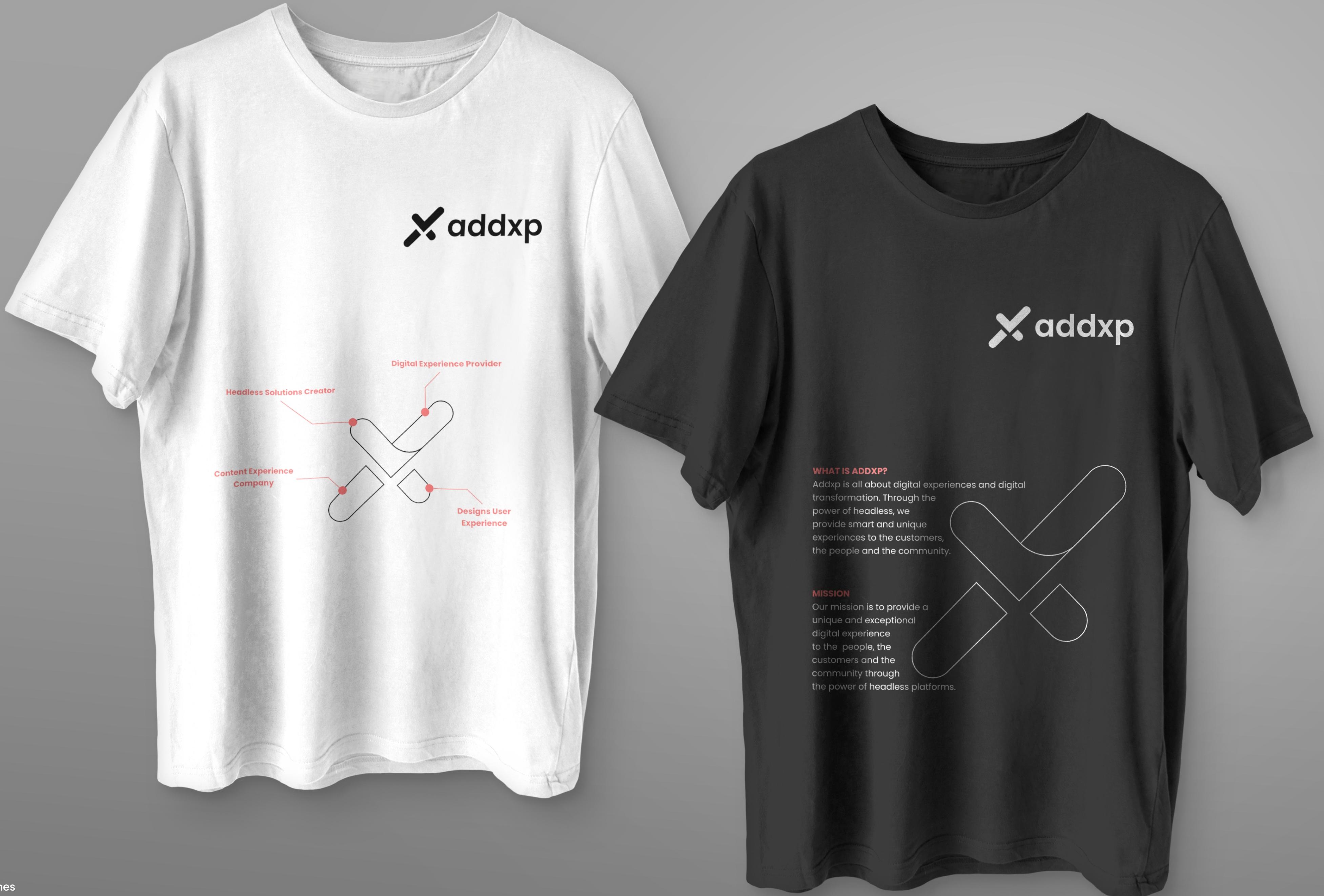


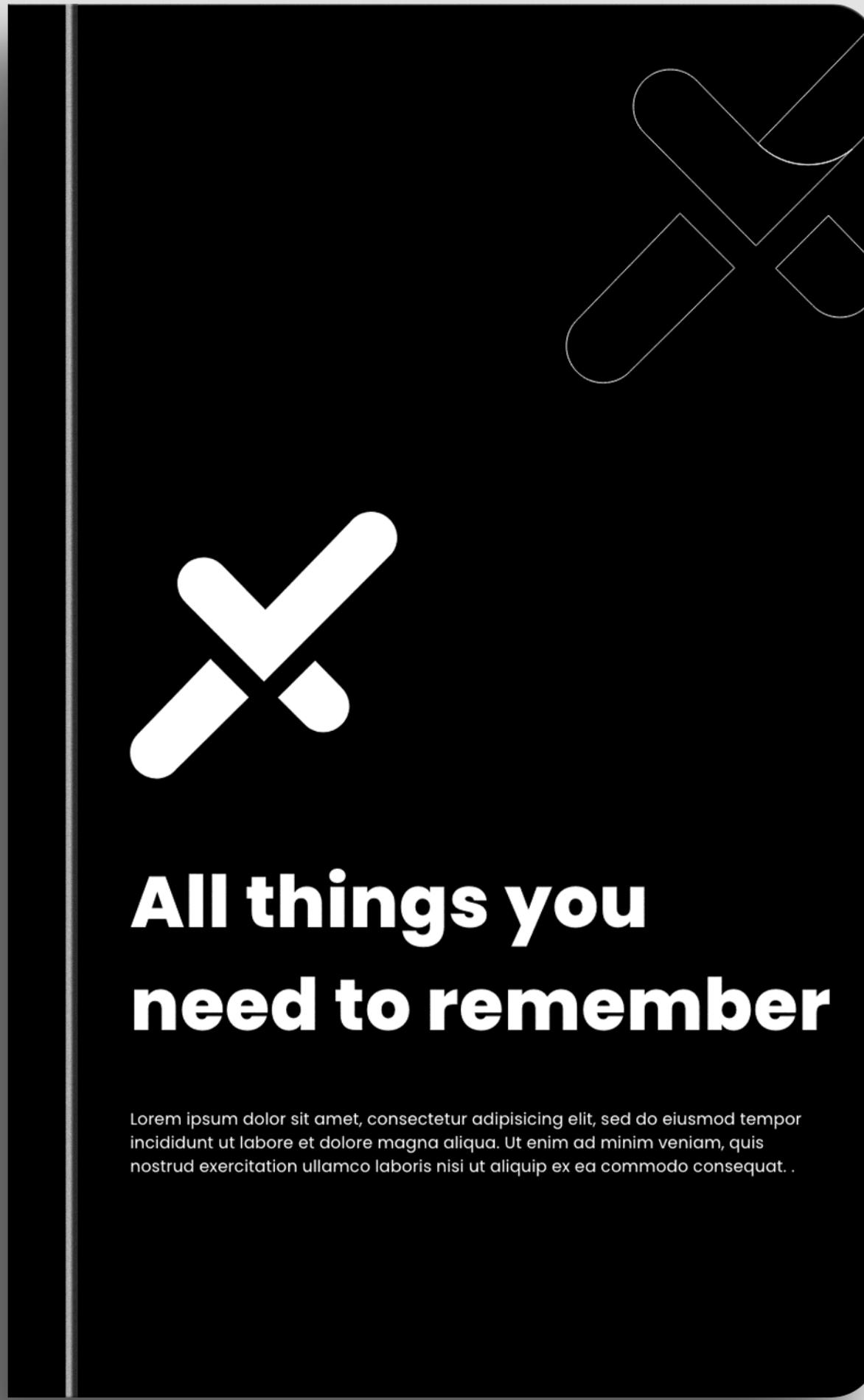
# Mockups











**Name Surname**  
Senior Executive  
Address goes here. Street, City, Country  
[contact@yourmail.com](mailto:contact@yourmail.com)  
000-987-654-321

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro voluptatem sequi nesciunt. Nemo enim ipsam voluptatem quia voluptas.

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[www.addxp.com](http://www.addxp.com)

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A large digital screen mounted on a white tiled wall. The screen displays the Addxp logo, which consists of a stylized 'X' icon followed by the word 'addxp' in a lowercase sans-serif font. The background of the screen features a dark, abstract graphic of a planet with orange and red streaks, resembling Jupiter, set against a dark space background with smaller celestial bodies. A faint outline of the 'X' logo is also visible on the right side of the screen.

## What is Addxp?

Addxp is all about digital experiences and digital transformation. Through the power of headless, we provide smart and unique experiences to the customers, the people and the community.





Addxp Brand Guidelines

# QUESTIONS?

For any questions regarding the brand guidelines,  
please contact Addxp design team.

[yaman@addact.net](mailto:yaman@addact.net)

