

XAXIS **BRAND** GUIDELINE

AUGUST 2016

01

INTRODUCTION

Welcome to the Xaxis Brand Identity Guidelines. At Xaxis, we are proud of our brand identity and the numerous elements that comprise the Xaxis brand. From our letterhead to our website, Xaxis represents powerful innovation, rich insights and a vision that keeps us at the cutting edge of the industry. By embracing the Xaxis logo and collateral, you are taking part in our mission to define the digital realm and bring only the greatest success to our clients, partners and teams.

The Xaxis logo and visual identity system help bring this promise to life. These guidelines will ensure that we successfully implement the Xaxis identity system consistently across all of our communications. This is especially important to establish presence and prominence with our key audiences.

We hope this identity system inspires you to create brilliant materials for the Xaxis brand.

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BRAND STORY

Xaxis is a global digital media platform on a mission: to connect advertisers and publishers with audiences, and to make the web more personalized. That means putting the right messages in front of the right audiences at the right time.

Xaxis cuts through the complex ad technology landscape by bringing advertisers and publishers closer together with unmatched and unrivaled solutions. Both parties benefit from a higher Return On Investment by utilizing Xaxis trusted advisors who hold client and partner goals as their core focus.

What comes hand-in-hand with leading the industry – educating clients, shaping industry solutions and standing up for client goals – are values that lay the Xaxis foundation.

Our success is our clients' success; we demonstrate this through real, attributable results.

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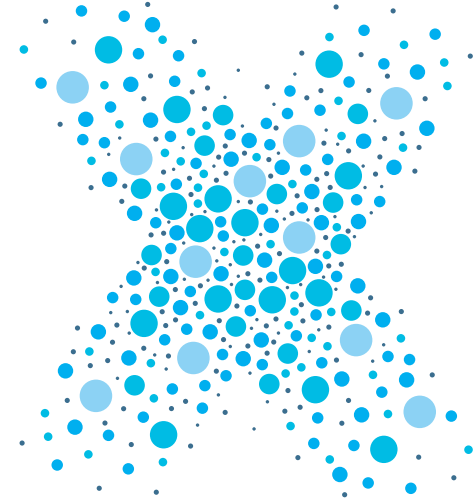
PRIMARY LOGO

This is the official Xaxis Logo.
When the logo appears on a white background,
this version should be used.

FILE

Xaxis_Logo_Pos_Vert.eps

Icon



Wordmark

XAXIS

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VERTICAL LOGO VARIATIONS

The vertical Xaxis logo lock-up is the preferred arrangement, and is available in six variations. In most cases, and whenever possible, use the 4-color version. The negative version of the logo should only be used on a color background.

FILES (TOP TO BOTTOM, LEFT TO RIGHT)

Xaxis_Logo_Pos_Vert.eps

Xaxis_Logo_1_Color_Cyan.eps

Xaxis_Logo_2_Color_Tints.eps

Xaxis_Logo_Pos_Vert_White.eps

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4-color spot (preferred)
4-color CMYK



2-color tints



1-color cyan



White on color

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HORIZONTAL LOGO VARIATIONS

The horizontal Xaxis logo is to be used for smaller applications and endorsements. It is available in six variations. In most cases, and whenever possible, use the 4-color version. The negative version of the logo should only be used on a color background.

FILES (TOP TO BOTTOM, LEFT TO RIGHT)

Xaxis_Logo_Pos_Horiz.eps

Xaxis_Logo_Pos_CMYK_Horiz.eps

Xaxis_Logo_Pos_Horiz_1_Color_Cyan.eps

Xaxis_Logo_Pos_Horiz_White.eps



4-color spot (preferred)
4-color CMYK



2-color tints



1-color cyan



Negative

03

MINIMUM CLEAR SPACE AND SIZE

The area around the logo should be free from headlines, body copy, photographs and graphic elements. The Xaxis vertical logo should be used whenever possible, however, if the logo becomes smaller than .5" (13mm) wide, the horizontal logo must be used.

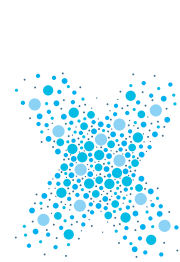
One cap 'X'



03

LOGO INCORRECT USAGE

Follow this guide when considering how to apply the Xaxis logo. These rules should never be broken and also apply to the horizontal version. If it doesn't look right, it probably isn't!

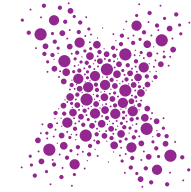


✗ Used without wordmark



XAXIS

✗ Distorted



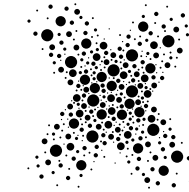
XAXIS

✗ Recolored



XAXIS

✗ Overlaid or tinted



XAXIS

✗ Colored black



XAXIS

✗ Used on black

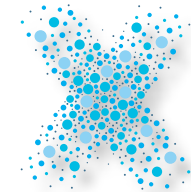
XAXIS



✗ Rearranged

XAXIS

✗ Used without icon



XAXIS

✗ Drop shadow

04 COLOR

The Xaxis brand colors are inspired directly from the Xaxis logo. The color palette consists of 3 primary colors, 4 secondary colors and 3 neutral shades of gray.

PRIMARY COLOR PALETTE

This is the primary Xaxis color palette. These are the main colors found in all Xaxis material. No other shades of blue are approved.

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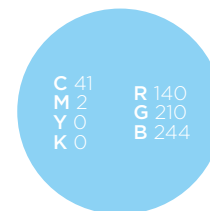
PMS 5405 C



PMS Hexachrome
Cyan C

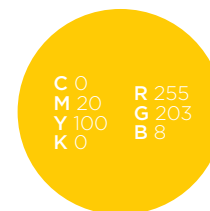
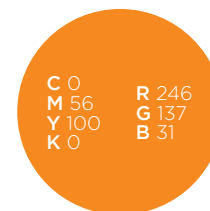
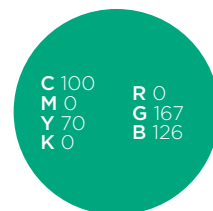


PMS 2905 C



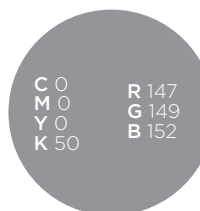
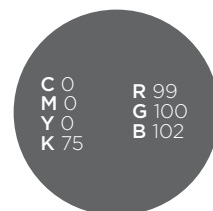
SECONDARY COLOR PALETTE

The secondary color palette should be used sparingly, and only as a highlighting tool in charts, graphs or information graphics.



NEUTRAL COLOR PALETTE

The neutral color palette consists of 3 shades of gray used throughout the identity to compliment the vibrancy of the primary and secondary colors.



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TYPEFACES

Gotham is the official typeface of Xaxis. It is used in four weights—Extra Light, Book, Medium and Bold. For online and web-based communications, please use Arial for all live copy.

GOTHAM EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

06

PARAGRAPH STYLE

Paragraph style ensures consistency for Word documents and PowerPoint slides. This page provides how header, sub-header, and body copy should be formatted.



WORD DOC

**TITLE: ARIAL, 18PTS;
RBG 59,110,143; ALL CAPS**

Sub Title: 14 PTS; RGB 0,175, 239

Body text: Arial, 12pts, RGB 28,27,28; sentence case.



POWERPOINT

SUB TITLE: ARIAL, 6PTS; RGB 72,72,72; ALL CAPS; LOOSE.

**TITLE: ARIAL, 18PTS;
RBG 72,72,72; ALL CAPS**

Body text: 9pts, RGB 28,27,28; sentence case.

07

IMAGE STYLE

Choosing the right image to communicate the brand values and message is very important. The images should have at least three of these qualities:

- interesting angles
- contrast
- style
- movement
- depth
- audience faces

Images used in Powerpoint as a background should have an overlay layer with 40% transparency



✓ AUTHENTIC PHOTOGRAPHY

People photography should always aim for a natural and authentic feeling.



✓ AUDIENCE FACES

Use close up images to emphasize Xaxis' connection with the audience.



✓ TECHNOLOGY

Imagery that feature technology and futuristic advancement.



✗ POSED PHOTOGRAPHY

Don't use posed and expected photography.



✗ DATED TECHNOLOGY

Don't use photography with dated devices.



✗ BUSINESS CLICHES

Don't use images with artificial environments and business clichés.

07

ILLUSTRATION & ICON STYLE

Illustration and iconography that best fit Xaxis' brand should have clean and minimalistic aesthetic. They should clearly represent the object/concept through visual metaphor. Avoid 3D effects and heavy drop shadow.

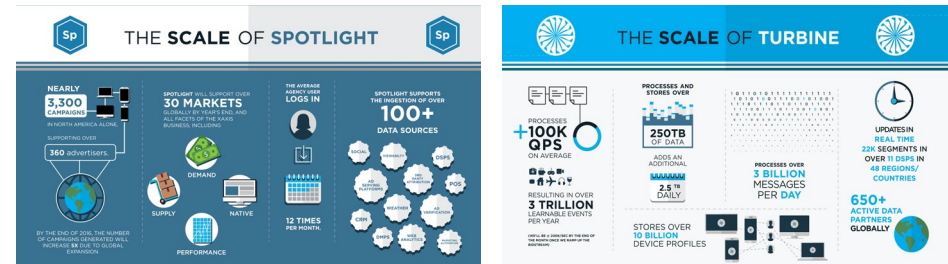
ICON STYLE

Clean, simple and flat icons without use of heavy drop shadow.



ILLUSTRATION STYLE

Illustration and infographics should follow the icon style for consistency purpose.



THANK YOU

Question?

marketing@xaxis.com