

▶▶ XLE COMMERCE

Brand Guidelines

- ▶ The XLEcommerce logo has several variations for different needs, as shown and explained below.
- ▶ Layout:
Horizontal and stacked variations are available. Use these arrangements. Do not re-arrange text any other way. Display logo optimally by choosing the horizontal or stacked version according to which fills the space best.
- ▶ Color:
Multiple color combinations are available. Use whichever color provides best contrast against the background. The main blue and black color combination should be used whenever possible. The monochromatic logo should be reserved for formats that do not support two-color graphics. The inverse color logo should be used on dark backgrounds.

▶▶ XLE COMMERCE

Main Horizontal

▶▶ XLE
COMMERCE

Main Stacked

▶▶ XLE COMMERCE

Monochrome Horizontal

▶▶ XLE
COMMERCE

Monochrome Stacked

▶▶ XLE COMMERCE

Inverse Horizontal

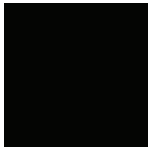
▶▶ XLE
COMMERCE

Inverse Stacked

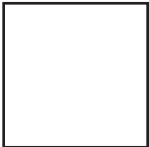
▶ Logo Colors:



Hex: #36679a
RGB: 54, 104, 155
CMYK: 85, 59, 17, 2
Pantone: 8183c



Hex: #000000
RGB: 0,0,0
CMYK: 0,0,0, 100
Pantone: Black



Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Pantone: Bright White

▶ Background Color Options:



Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Pantone: Bright White



Hex: #000000
RGB: 0,0,0
CMYK: 0,0,0, 100
Pantone: Black

▶ Clear space:

Provide clear space around the logo to protect it from distracting graphics or typography. Clear space should be at least 20% of the height of the logo.



▶ Minimum size:

Never format the logo smaller than .75 inches wide (except on mobile devices). In spaces smaller than one inch, use the double arrow icon as explained below.

- ▶ **Double Arrow Icon:**
The double arrow icon can be used separately from the text. Always display both arrows grouped side-by-side exactly the same as in the full logo.
The double arrow is best used in the following situations:
Small sizes and limited formats.
Occasions when the full logo has been used prominently and another full logo would be redundant.



- ▶ **Single Arrow Graphics:**
A singular arrow may be used as a supporting element in a design, if the full logo is displayed prominently. A singular arrow must never be treated as a focal point. Acceptable uses of a single arrow would include but not be limited to a background graphic or text bullets, as demonstrated in this document.



- ▶ **Typefaces:**
The logo is set using Xolonium typeface as demonstrated above. The typeface should not be changed. Open Sans typeface should be used for body text whenever possible. If Open Sans is not available, any plain sans-serif typeface may be substituted. Use of Open Sans is demonstrated in this document.
- ▶ **Logo Reproduction:**
Never try to re-produce or modify logos. The above options of logos, icons and text styles can and should be utilized to meet any specific visual needs.
- ▶ **Color:** Use the colors listed above. Lighter tints and opacities of of blue #36679a may be used, but if blue #36679a cannot be used, use a monochromatic logo.