

Exxact

# Brand Guidelines

A comprehensive guideline of  
Exxact's brand identity.





## The X

...is representative of cutting edge technology. Its angular nature and diagonal slices forward the idea of momentum, progression, and innovation. It is bold, direct, and sharp.

Primary Logo



Vertical Logo

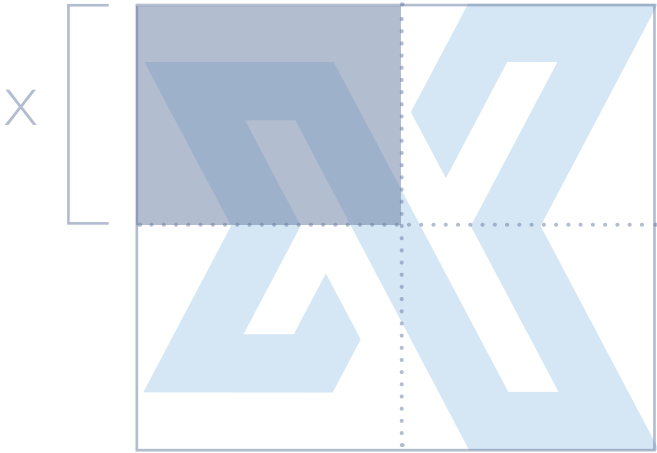


X Logo

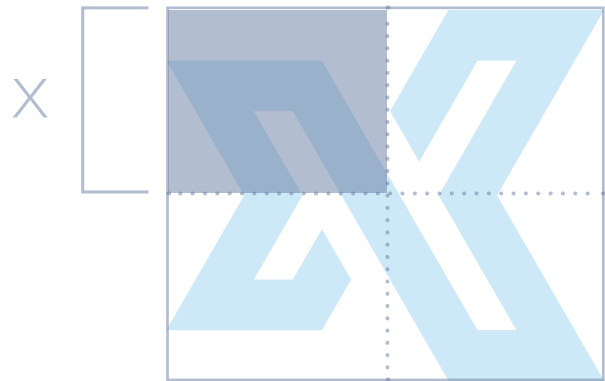


Spacing

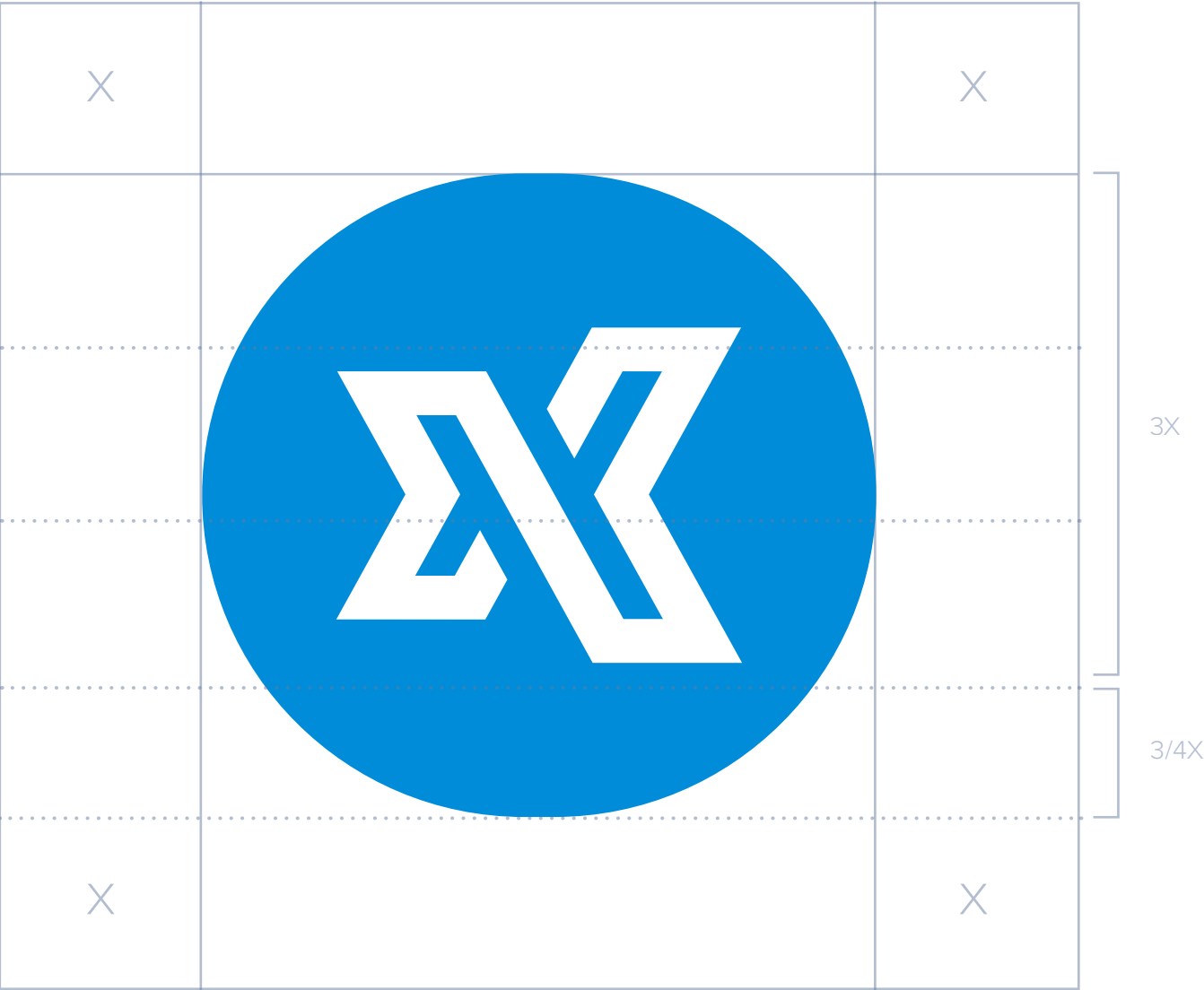
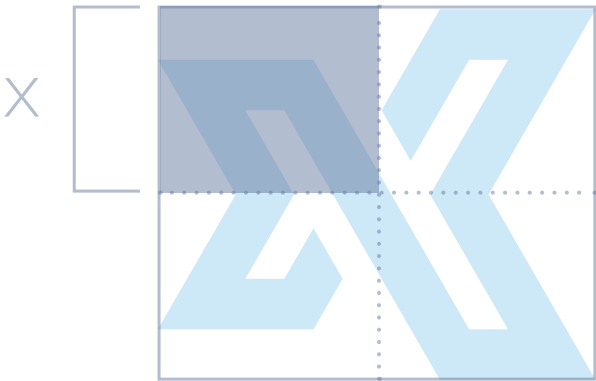
The size of X is derived from taking a quarter of the space from our X mark.



Vertical Logo

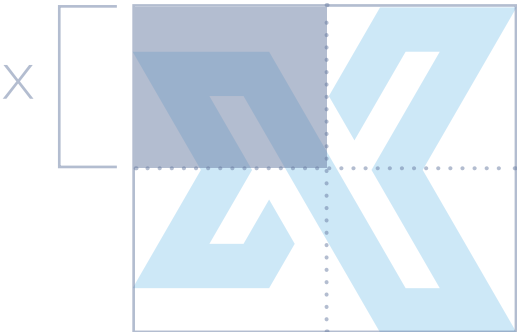


X Logo



Partner  
Companies

Maintain a minimum spacing of 2X  
between the Exxact logo and partner  
logos. The sizing of partner logos will  
be determined on a case-by-case basis.  
Generally, align the height of a partner  
logo with the height of the Exxact logo.

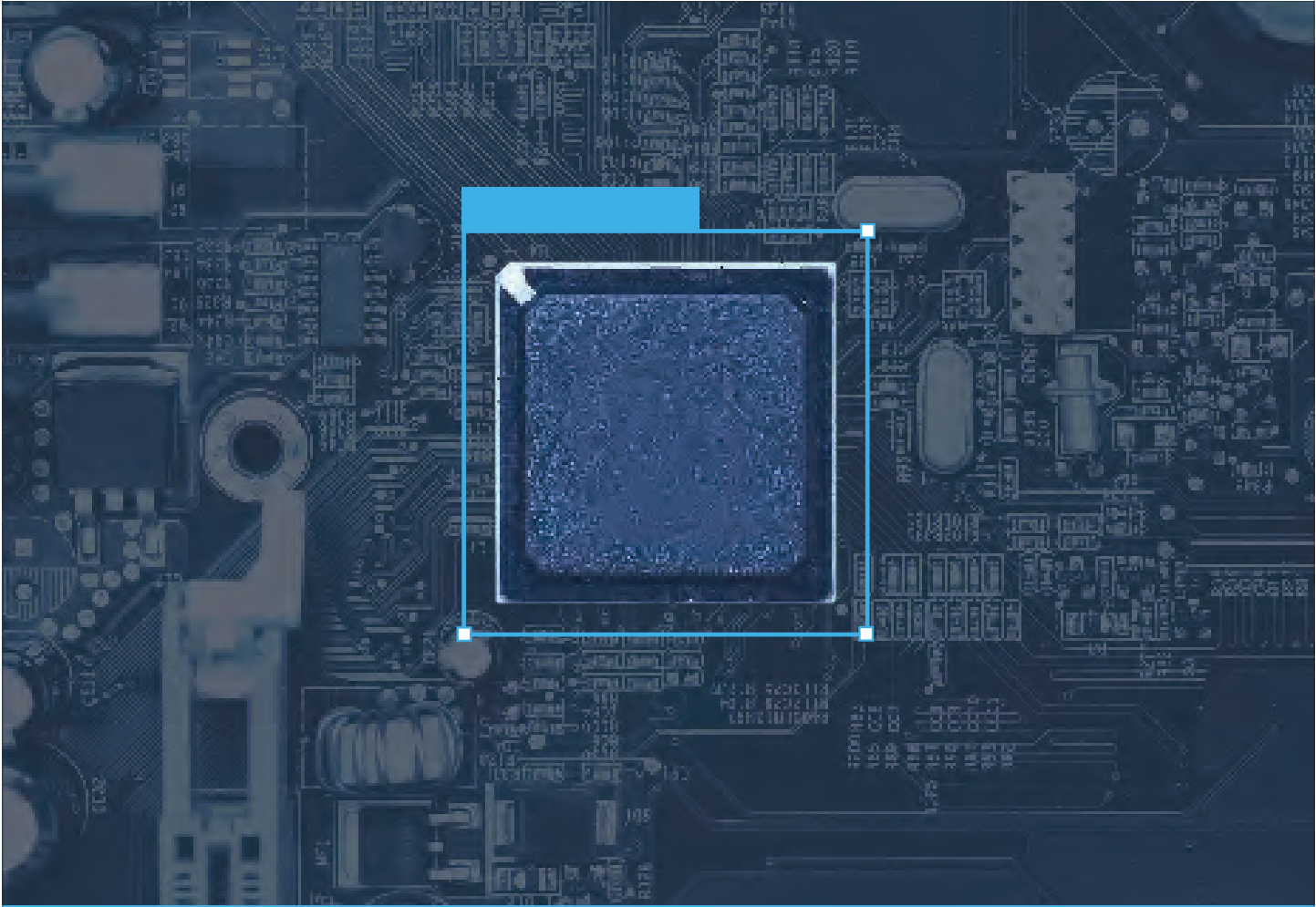


Partner Logo



2X

# Averroes.ai Enhances Performance and Data Security with On-Premises AI Solutions



Don'ts

Avoid manipulating the logo in a way that causes it to deviate too far away from its original purpose and aesthetic.

✗ Don't reduce opacity



✗ Don't stretch or squash



✗ Don't place logo on a busy background



✗ Don't use unbranded colors



✗ Don't use special effects



✗ Don't modify kerning



✗ Don't squash or stretch



✗ Don't place logo on a low contrast background



✗ Don't squash or stretch



✗ Don't place logo on a busy background



✗ Don't use unbranded colors



✗ Don't apply effects



✗ Don't use unbranded colors



✗ Don't apply effects



✗ Don't use outlines



✗ Don't scale incorrectly



✗ Don't use outlines



✗ Don't scale incorrectly



✔ Pair with another branded wordmark

EXXACT.  
TENSOREX

✔ Pair with another branded wordmark

EXXACT.  
VALENCE

✔ Use subtle gradients



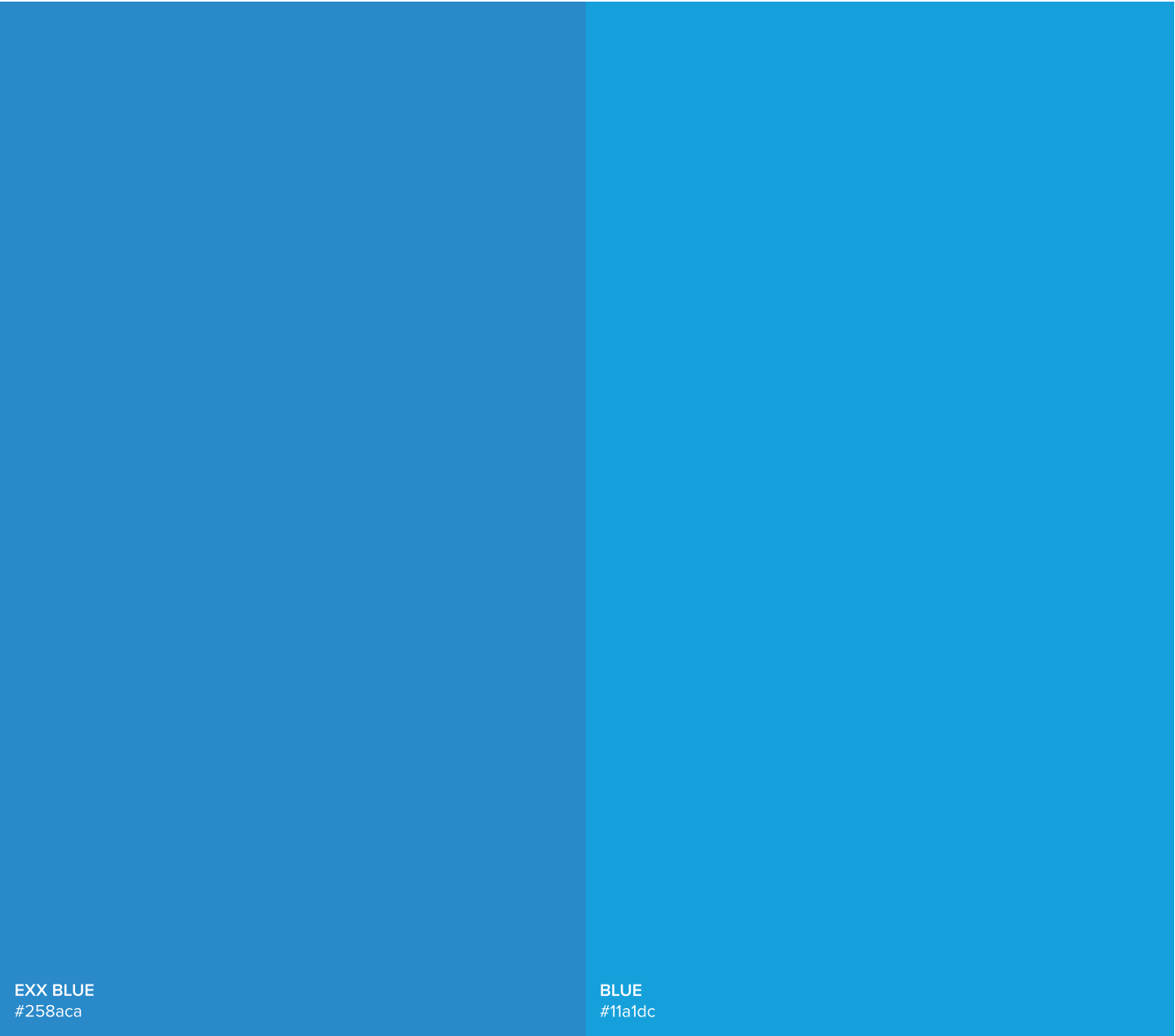
✔ Pair white logo with a dark background





Core Colors

Our primary color is blue which provides a sense of sophistication, trust, and innovation.



Supporting Colors

Our supporting colors are green, purple and dark gray. Green is useful for catching the eye, and contrasts well with the other two colors. Used for highlighting key pieces of information.



Text Colors

Our text colors are various shades of gray. These shades evoke imagery of steel or machinery.

