







LOGO

XENE'S LOGOTYPE HAS SEVERAL PARTS, IT IS FLEXIBLE AND DYNAMIC LIKE THE COMPANY ITSELF.

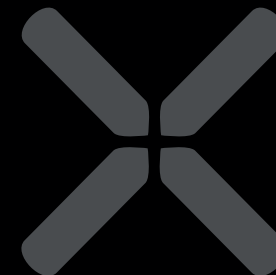
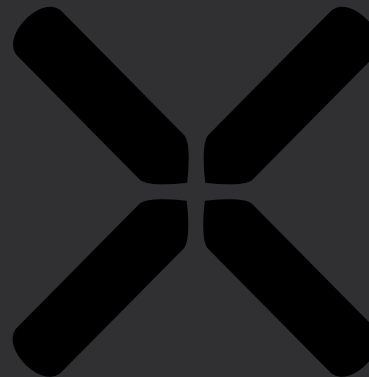
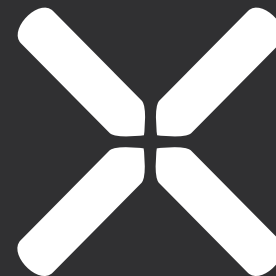


Xene's abstract mark logo, used with or without Xene's wordmark logo. The abstract mark is Xene's main logo that might become the only logo as the brand gains recognition. It symbolizes four spotlights that highlight our customers on their own stage. These 4 spotlights are our 4 specializations.

The abstract mark logo is set in rich black color. The spotlights are dark because they function in the background in order to make the customer shine.

Other acceptable color use for abstract mark logo:

- + white (CMYK 0-0-0-0) - use is acceptable when logo is set on black background and the foreground/background contrast is evaluated as unacceptably low. More suited for online and onscreen use. In this form the logo conveys the light brought by the spotlights.
- + a range of greyscale with 3% Cyan - using logo as a graphic element in background ONLY





x e n e

Xene's wordmark logo is used together with the abstract mark logo.

Wordmark's "x" is Xene's abstract mark logo set in Xene's corporate orange (CMYK 0-77-95-0) instead of using a regular lowercase "x".

"ene" is set in grayscale with 3% Cyan, usually medium dark grey (such as CMYK 3-0-0-85). This solution makes it readable on



x e n e



x e n e

both light and black background while "ene" does not outshine the "x".

Avoid setting wordmark logo in grayscale. If it has to be printed in black and white, or applied on physical material, the whole wordmark logo should be set in black. If etched in glass or in other transparent material, it should also be set transparent. Never set the wordmark logo in different shades of grey.



x e n e



+

The third element, used as part of Xene's branding, is a "plus" sign. The "+" is created by the spotlights - it's the shape created where they all meet. It conveys the positive outcome our services bring to our customers.



+

"+" is always set in Xene's corporate orange color (CMYK 0-77-95-0). In order to provide necessary emphasis, "+" is always set in small size with a lot of negative space around. It is highly preferable that a larger area around "+" is only in grayscale.

WISU-  
AL

**VISUAL STYLE**

STYLE

# XENE'S VISUAL LANGUAGE IS SCENIC AND MINIMALISTIC, WITH MODERN AND GRAPHIC EXPRESSION

Xene's logotype use is flexible and dynamic. It can't be distorted or set in other colors than specified, but it can be deconstructed and broken into parts.

The abstract mark can be placed anywhere in Xene's material, big or small size, as long as it fits the material's purpose. Parts of the abstract mark logotype - such as the edges of it, consisting of thin lines, or oversized elements of it - are used as graphic elements in Xene's visual style. All Xene's graphic elements are created from the abstract mark logotype

without distorting the proportions. These graphic elements in use are often barely distinguishable from the background, in order to subtly lead the eye, structurize information and provide depth.

Xene's scenic visual language often uses depth created by low opacity abstract mark and/or wordmark logo elements, melting into background, as seen in Xene's business card design.

Xene's corporate orange color is used as accent color for small details.

Layouts are dynamic, dominated by diagonals (in the angle of "x" in abstract mark logotype) as well as broken grid.

## FOREGROUND/BACKGROUND CONTRAST:

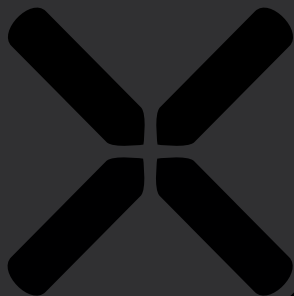
Logotype is preferably set in rich black on a very dark grey background, and the foreground/background contrast is somewhat low.

The foreground/background contrast between logo and background has to be either somewhat low or very strong (black on white, white on black), which further supports Xene's scenic visual language. Medium contrast such as rich black on 50% grey or white on 50% grey isn't encouraged.

Lower foreground/background contrast is preferable for print. For digital use it must be kept into consideration that users have different screen brightness settings and contrast between background and foreground elements need to be sufficient. Therefore foreground/background contrast for screen should be medium low, or strong, when necessary, but not very low.

XENE'S BUSINESS CARD >





## XENE'S VISUAL STORYLINE

There's a set style to be used in Xene's communication when applicable, that can be called Xene's visual storyline. The story begins with a large abstract mark logotype at the upper left corner, symbolizing the spotlights starting their work, and ends with a small orange "+" set with a lot of negative space around it at the lower right corner, which symbolizes the end, the positive outcome



## XENE'S SIGNATURE

Xene's wordmark logo is most often used as a signature, at the end of the material Xene uses to communicate, at the lower right corner, as seen in Xene's business card design.

x e n e

COR-  
PO-  
RATE

COL  
ORS

**CORPORATE COLORS**

# XENE'S CORPORATE COLOR SCHEME IS MONOCHROMATIC

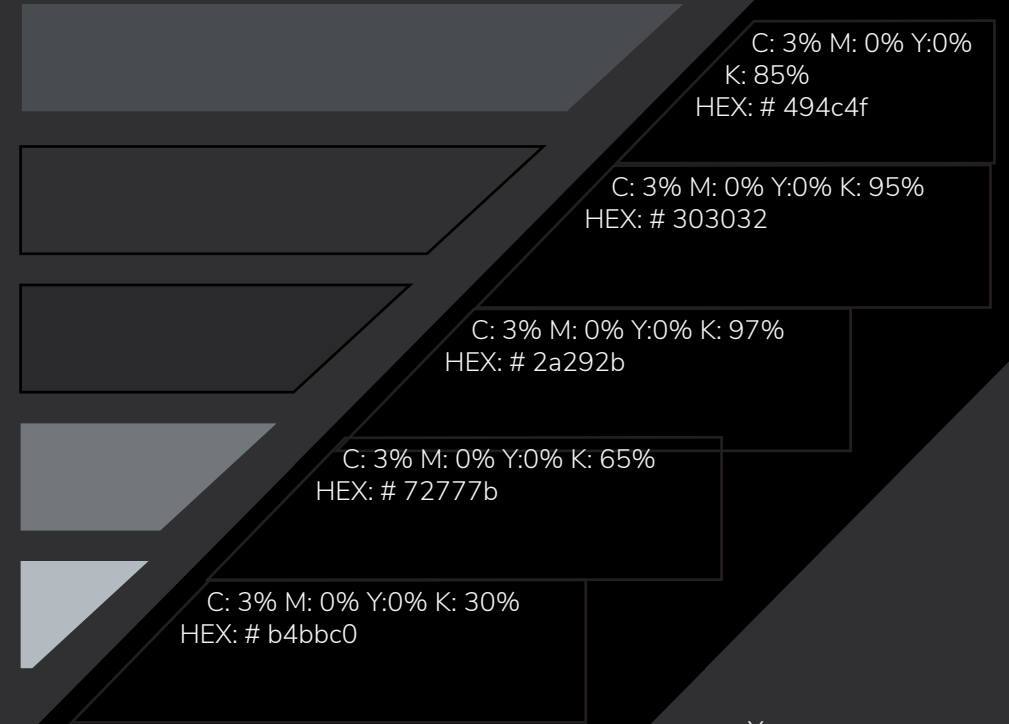
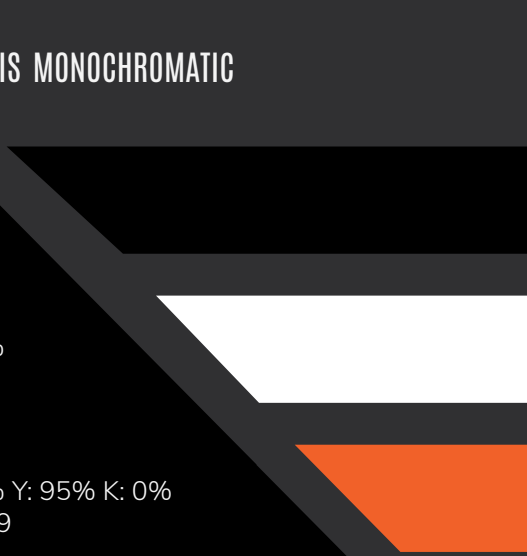
Rich black  
C: 60% M: 40% Y: 40% K: 100%  
HEX: # 000005  
(can use other CMY combinations)

White  
C: 0% M: 0% Y: 0% K: 0%  
HEX: # ffffff

Orange  
C: 0% M: 77% Y: 95% K: 0%  
HEX: # f26129

Modifications of hue, saturation or lightness of Xene's corporate orange are never allowed.

No other colors should be used in Xene's visual style. Other colors in Xene's materials are only allowed to be present in external material, such as portfolio samples of Xene's clients and similar.



Xene uses a range of greyscale with 3% Cyan (cyan tint is used to avoid a warm/yellow/old feeling, the design strives for a cooler tint). A few color samples are given on this page.

TYPO

GRA-  
PHY

**TYPOGRAPHY**

Xene's chosen typography is in concordance with brand concept. It is modern, clean and supports Xene's scenic visual style. Xene's main communication happens online, therefore sans serif typefaces with low line contrast are chosen for higher readability on screen in different sizes, and on black background.

## DISPLAY TYPEFACE

for headlines and other short text that has to be emphasized. Broad use: headlines, buttons, quotes, text overlaying image links etc. Not for large body of text.

Antonio is an open source typeface, designed by Vernon Adams. It is a reworking of a traditional advertising sans. The letterforms are adjusted for use as a webfont, the counters have been opened up a little and the stems optimized to be used as a bold display font.

### Antonio

---

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Light

Regular

Bold

## BODY TYPEFACE

for large body of text, but fit for broad use. Less important headlines (f.ex. in a text block) can rather be set in emphasized body typeface.

### Nunito Sans

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ExtraLight / *ExtraLightItalic*

Light / *LightItalic*

Regular / *Italic*

**SemiBold / *SemiBoldItalic***

**Bold / *BoldItalic***

**ExtraBold / *ExtraBoldItalic***

**Black / *BlackItalic***

Nunito Sans is an open source Google font. Superfamily, has a good set of glyphs, old style numerals. Low stroke contrast, open apertures, large x-height. Not overused, yet qualitative sans serif. Has similarities with Avenir.

