



Xoriant Brand Guideline Kit

WELCOME TO THE XORIAN BRAND GUIDELINES

At Xoriant, we believe in the power of a strong and consistent brand. This document is your guide to maintaining the essence of who we are and what we stand for.

Our brand is more than just a logo; it's a reflection of our values, aspirations, and the unwavering commitment to delivering excellence. As you embark on this journey through our brand guidelines, let it serve as a compass, ensuring every interaction with Xoriant echoes the passion and innovation that define us.

Thank you for being a crucial part of our brand story.

Together, let's continue to inspire, create, and make a lasting impact.

BRAND IDEA & NARRATIVE

Our Moto

**If it can be imagined,
it can be created**

Our brand is a testament to the spirit of relentless innovation and a refusal to settle for the ordinary. We embrace a challenger mindset, embodying the lion's mentality that propels us beyond the boundaries of convention.

Brand Approach

Xoriant inspires people to imagine the future, think innovation, and move forward towards progress.

We craft imaginative visions into tangible realities. With a legacy of transforming businesses with precise and reliable engineering solutions, we strive to bring a fresh perspective and harmonize progress with innovation.

Our identity stands for precision, progress, and a forward attitude.

The stark "X" encapsulates the forward-moving arrow, opening the gates for an exciting and opportunity-filled future.

Anchored by a fresher green, our new identity precisely symbolizes this forward attitude and brings a new dimension to the brand experience.

Our brand is not just a symbol; it's a promise. ***Bolder and approachable, open and accepting, Xoriant is the catalyst for a future where imagination knows no bounds.***

LOGO CONSTRUCTION

Grids help in crafting intricate or minimalist icons with geometric accuracy, enhancing brand recognition.

Logo construction often begins with the establishment of a grid system, providing a structured framework for precise alignment and proportions.

A well-constructed logo grid ensures that the logo remains crisp and clear when scaled up or down, preserving its impact across diverse mediums.



Logo Mark



Our logo mark

It serves as an imaginative canvas, opening doors to a multitude of opportunities. It embodies the essence of Xoriant and its unique X-FACTORS



Logo element

It represents the progression of our legacy, embodying a dynamic, growth-centric, and innovative persona. The brighter green color stands depict our commitment to ESG principles—Environmental, Social, and Governance.

Outline



Solid



Combination



BRAND IDENTITY

Our Corporate Tagline

Imagination Realized

With Tagline



Without Tagline



Logo Mark



BRAND DESIGN PRINCIPLE

Our brand design principles are foundational concepts and guidelines that inform the creation and expression of a Xoriant brand's visual identity.

We strive to follow these principles for establishing a consistent and memorable brand image across various touchpoints.

Consistency

Consistent visuals across platforms builds trust and enhances long-term brand recognition.

Personalization

It is important to add a little of “Xoriant” into the visual mix for making Xoriant stand out from the others.

Storytelling

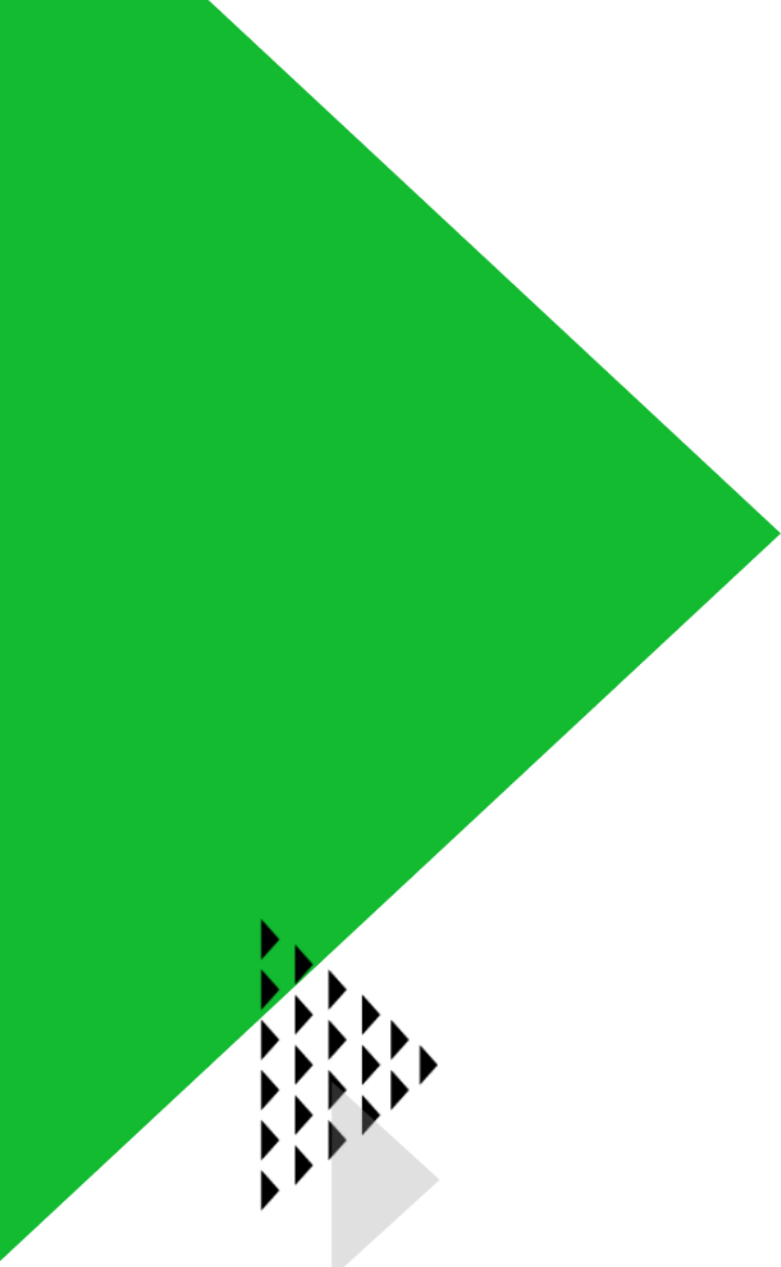
Using design elements to tell the brand's story visually, creating an emotional connection with consumers.

Pragmatic

While designing, prioritizing practicality and functionality over aesthetics, emphasizing efficiency and usefulness.

Geometric

Integrating methodical visual order through clean lines and structured shapes, creating an organized identity.



Brand Elements

LOGO

The Xoriant corporate logo should be included in all our communications, be it online or offline – think promotional materials, events, presentations, merchandise items, and signage.

It's a crucial part of our brand, and it needs to follow the guidelines precisely.

Use the logo as a whole, without making any changes or adding extra elements. Simple as that!

Primary Logo



Logo Mark



LOGO

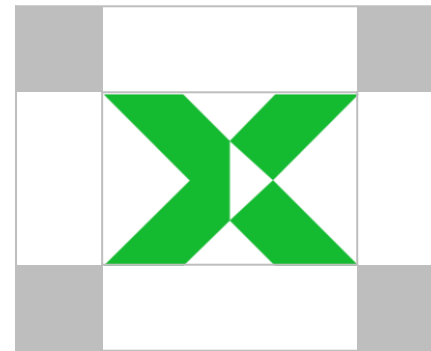
Clear Space

Preserve the honor of the Xoriant logo, a minimum clear space should be followed around the logo. The clear space defends the logo from other elements/ graphics. Do not violate the clear space, which is determined by 1 height unit from outer corner of the logo.



Free space = 1 unit
1 unit = $\frac{1}{2}$ of the height of the logo

E.g.
If the height of the logo is 1",
then the 1 unit of free space will be 0.5"



LOGO

Minimum Size

While there is no strict upper limit on the size of our logo, it is crucial to establish a minimum size to ensure legibility and readability even when the logo is scaled down.

Please adhere to the specified minimum size guidelines outlined on this page and refrain from using logos smaller than the prescribed dimensions.

Minimum size without tagline



1.5 inch / 200 pixel



0.50 inch / 35 pixel

Minimum size with tagline



3.0 inch / 216 pixel

LOGO

Don'ts For Logo

Avoid compressing, stretching, altering, or manipulating the logo in any manner. If adjustments to the logo size are necessary, ensure that both the height and width are scaled proportionately for proper representation. Additionally, refrain from incorporating inappropriate background colors behind the logo to maintain visual integrity.

The logo 'Xoriant' is displayed in its standard, upright orientation with the 'X' in green and the rest of the text in black.

The logo 'Xoriant' is shown with the 'X' in green and the rest of the text in black, but the 'X' is slightly offset from the rest of the text.

The logo 'Xoriant' is shown with the 'X' in green and the rest of the text in black, set against a solid yellow rectangular background.

The logo 'Xoriant' is shown tilted at an angle, with the 'X' in green and the rest of the text in black.

The logo 'Xoriant' is shown oriented vertically, with the 'X' in green and the rest of the text in black.

The logo 'oriant' is shown in black, with the 'X' missing from the beginning of the word.

The logo 'Xoriant' is shown in a light grey color.

A single green 'X' symbol is shown, representing the logo icon without the text.

A single green 'X' symbol is shown with a slight shadow or offset, representing the logo icon.

A single green 'X' symbol is shown with a slight shadow or offset, representing the logo icon.

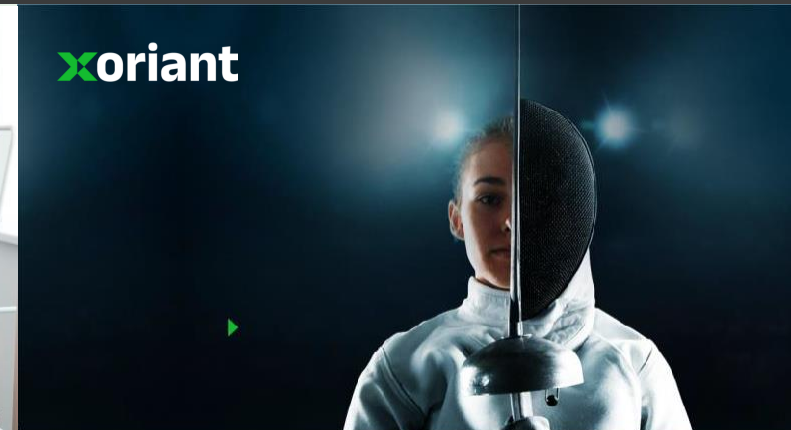
A single green 'X' symbol is shown on a yellow background.

A single grey 'X' symbol is shown, representing the logo icon in a different color.

LOGO

Do's For Logo

The Xoriant logo is optimally presented in two primary configurations: set-01 in color against a white or light-colored background or set-02 in white when placed on a dark-colored background. Furthermore, for a brand-approved aesthetic, the logo can be displayed in white on an image with adequate contrast output.

The Xoriant logo is displayed in its primary color configuration. The word "xoriant" is in a bold, sans-serif font, with the "x" in green and the rest in black.The Xoriant logo is displayed in its secondary configuration, where the word "xoriant" is in white, with the "x" in green, set against a dark grey background.The Xoriant logo is displayed in white on a light background, with the "x" in green.The Xoriant logo is displayed in white on a dark background, with the "x" in green.

LOGO

Collaborations & Colors

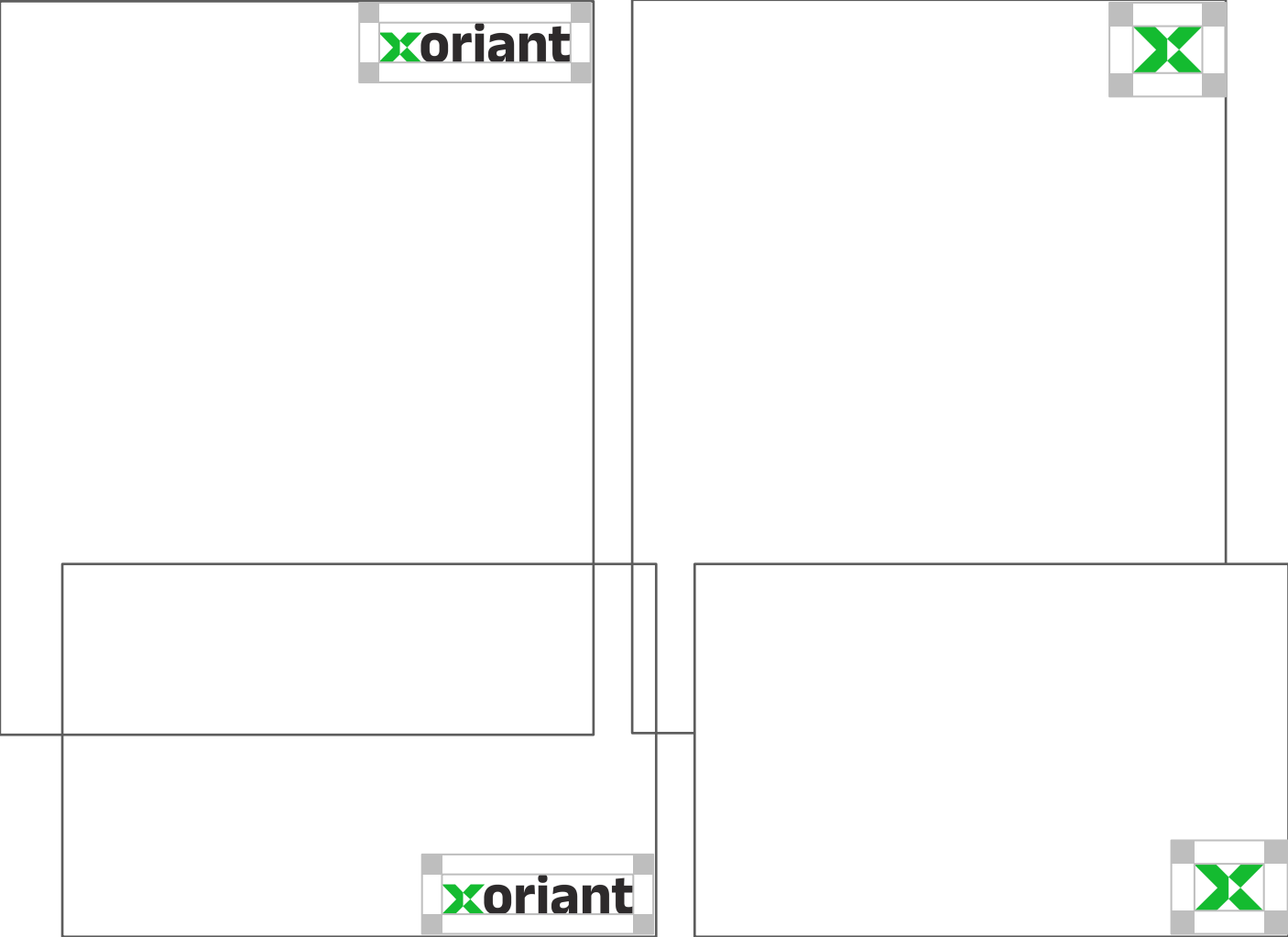
When pairing a logo with the Xoriant logo, make sure to use either all black or all reversed versions of both logos. This will help create a continuity look when using two brands together (as opposed to conflicting brand colors)

On a black or dark background use all white
On a white or lighter colored background use all black



LOGO

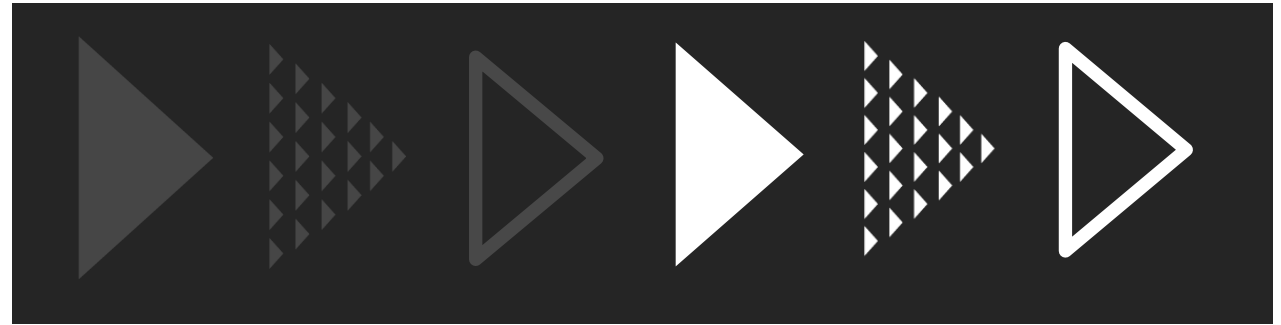
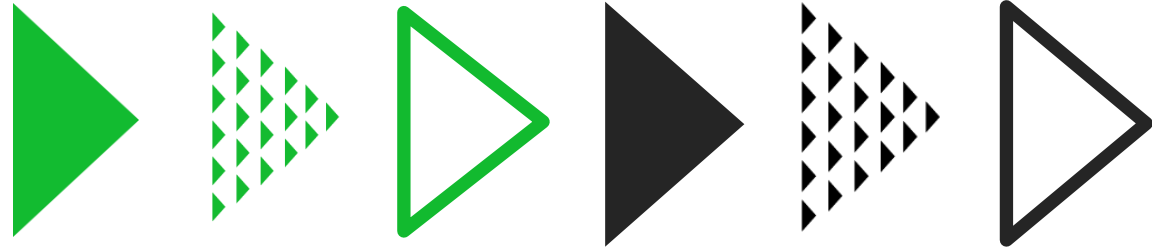
Placements on Assets



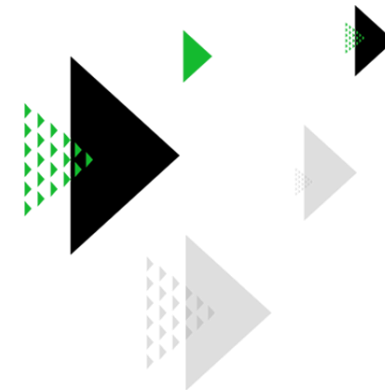
LOGO ELEMENTS

For Brand Recall

Consistently using brand elements and unique is the key for building strong brand and memorable. This commitment isn't just a design rule; it's the secret to easy recognition and a powerful brand presence.



All elements can be used together to create a brand element patterns



LOGO ELEMENTS

Implementation/Usage

Our brand elements offer versatile applications, enhancing creativity in multiple ways:

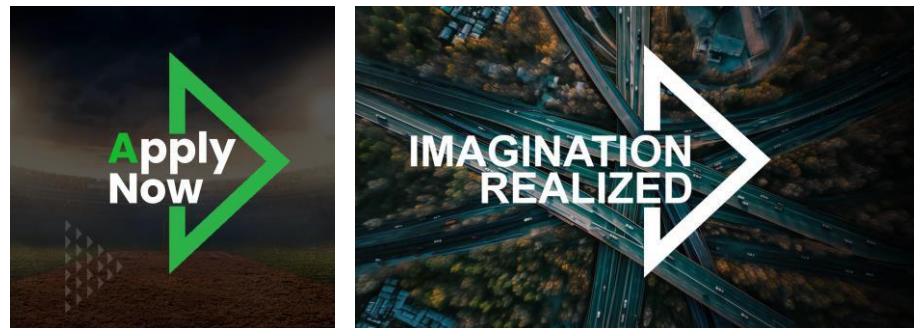
- **Background Accent:** Position them behind the main object in the image.
- **Complementary Surroundings:** Integrate them around any human, element, or object featured in the image.
- **Typographic Play:** Elevate important titles by incorporating brand elements creatively into the typography.
- **Mixed Elements:** Feel free to use more than one type of element in a single creative.

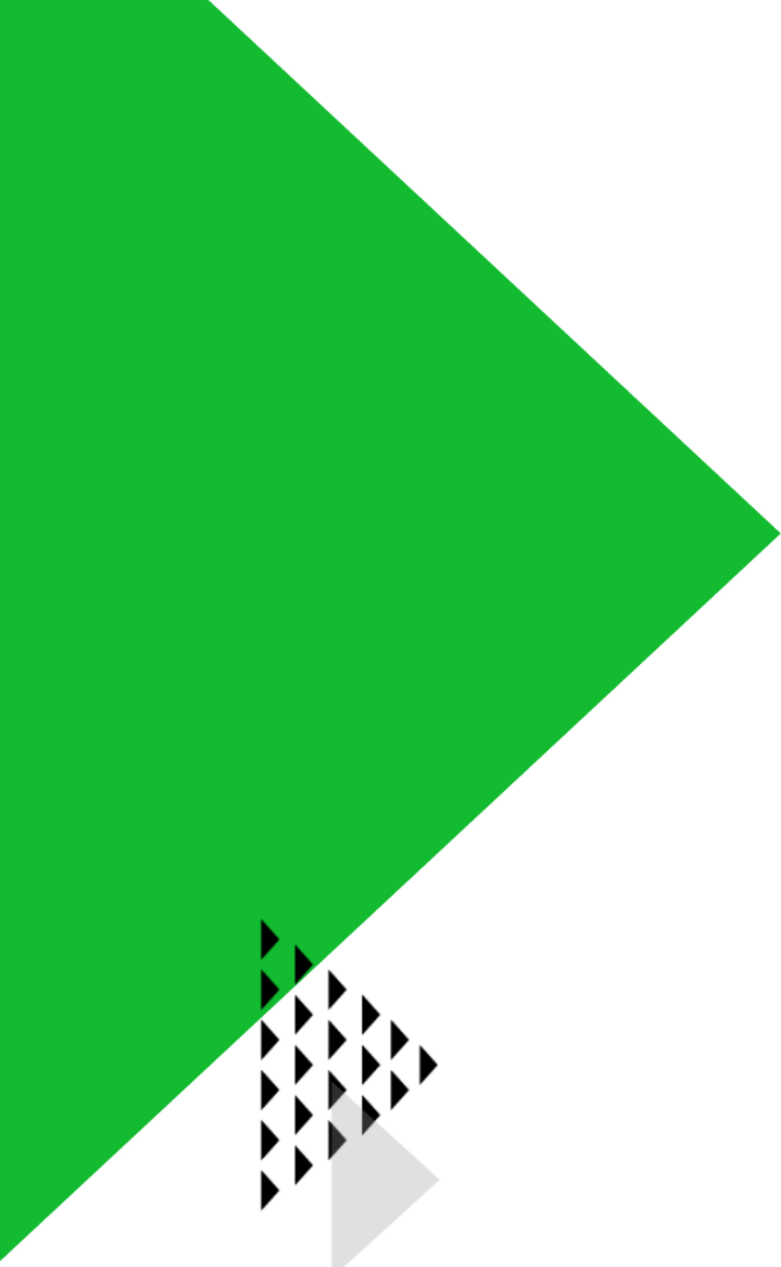
This flexibility empowers us to craft visually compelling and dynamic brand visuals.

Using with graphics/images/pictures



Using with typography





Brand Colors



BRAND COLORS

Primary Colors

This brand color palette is a carefully selected set of colors that represent a brand's identity and personality. It plays a crucial role in branding and design consistency, helping to establish brand recognition and convey specific emotions or messages.

GREEN GOBLIN

HEX: #14BB30
CMYK: 89%, 0%, 74%, 27%
RGB: 20, 186, 48

WHITE

HEX: #FFFFFF
CMYK: 0%, 0%, 0%, 0%
RGB: 255, 255, 255

SILVER

HEX: #F2F2F2
CMYK: 0%, 0%, 0%, 5%
RGB: 242, 242, 242

MINE SHAFT

HEX: #2D2A2B
CMYK: 0%, 7%, 4%, 82%
RGB: 46, 43, 44

BLACK OLIVE

HEX: #3F3B3C
CMYK: 0%, 6%, 5%, 75%
RGB: 64, 60, 61

DARK GRAY

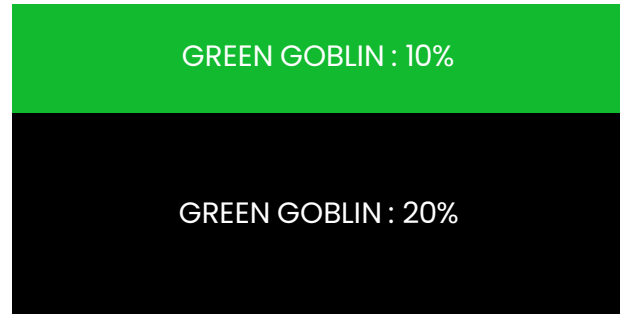
HEX: #B4B0B1
CMYK: 0%, 2%, 2%, 29%
RGB: 181, 177, 177

BRAND COLORS

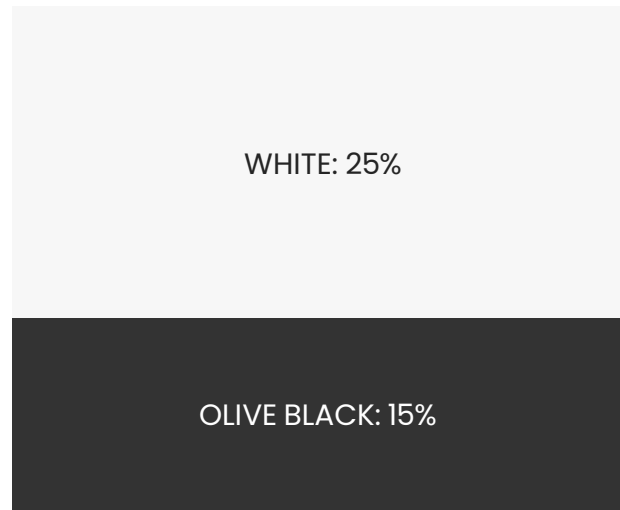
Proportions

It is important to make proper use of the color palette. Not all colors are used in the same way or in the same proportion. The diagram shows an approximate ratio of recommended color usage throughout the brand communications.

Make sure to use green, as a highlight.



WHITE: 30%



xoriant
Success Story

Stitching Success with Elevated Operations, Robust Monitoring and Support for a US Retail Brand

How a prominent fashion label experienced greater efficiency through continuous monitoring and integration support

Our client, a leading U.S. retail fashion label, sought to ensure the uninterrupted functionality of their integration layer, especially during peak demand, in order to avoid business disruptions.

Challenges

The client aimed to promptly address integration layer problems using Standard Operating Procedures (SOPs) to minimize their impact on business operations.

- Maintain uninterrupted operation of the integration layer
- Follow SOPs to minimize impact on business processes
- Get complete visibility on unresolved issues occurring daily

Delivered

To address the client's requirements, Xoriant proposed a comprehensive strategy leveraging its deep domain knowledge and technical expertise in Microsoft Azure integration. We ensured a solution that not only met the immediate needs but also positioned the client for long-term success in their operations.

- Established**
Round-the-clock monitoring of the integration layer, following a predefined checklist, to detect real-time anomalies or failures
- Conducted**
A thorough root cause analysis (RCA) and provided detailed reports to the client team for further action on observed failures
- Reported**
Recurrent integration issues at periodic intervals to prioritize quick resolutions based on issues criticality
- Generated**
Daily, weekly, and monthly dashboards displaying data flow through integration layer, with error counts for better insights

Business Value

- Empowered**
The client with quick notifications on order creation success or failure to respond faster
- Delivered**
Detailed RCA to craft action plans for faster resolutions with a stable bug-free system
- Enhanced**
Customer satisfaction through successful order processing and fulfillment

Technology Stack

Dynamics 365 (D365) | Azure Integrations | Salesforce Commerce Cloud | DevOps

Xoriant provides advanced technology solutions and software development services for global banks, software product companies and 1500+ market leaders. Based in the U.S. with 18 global offices and 5000+ engineering professionals, Xoriant demonstrates exceptional experience in banking and finance infrastructure modernization and cloud migration. We deliver expert digital engineering, as well as onsite and offshore services, across high tech, healthcare, pharma, industrial manufacturing, telecom, and automotive sectors. Customers credit technological innovation and delivery excellence for our shared success over three decades.



BRAND COLORS

Secondary Colors

In addition to the primary palette, there are three extra shades of blue that can be used exclusively to create diagrams and infographics.

Along with them, addition three shades can be used for highlighting important elements in the graphics.

DARK BLUE

HEX: #2e73ea
CMYK: 78%, 56%, 0%, 0%
RGB: 46, 115, 234

INDIGO BLUE

HEX: #034990
CMYK: 100%, 81%, 14%, 2%
RGB: 3, 73, 114

Purple

HEX: #661FF3
CMYK: 74%, 78%, 0%, 0%
RGB: 102, 31, 243

MINT GREEN

HEX: #b3d500
CMYK: 35%, 0%, 100%, 0%
RGB: 179, 213, 0

ORANGE YELLOW

HEX: #f6b51e
CMYK: 3%, 31%, 99%, 0%
RGB: 246, 181, 30

ORANGE RED

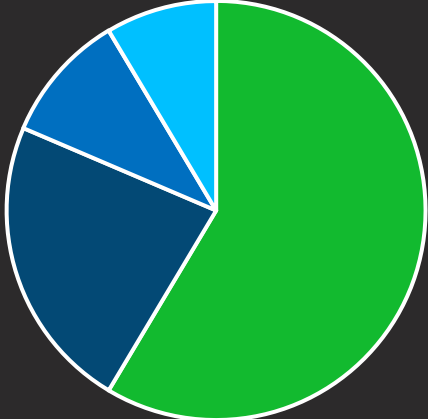
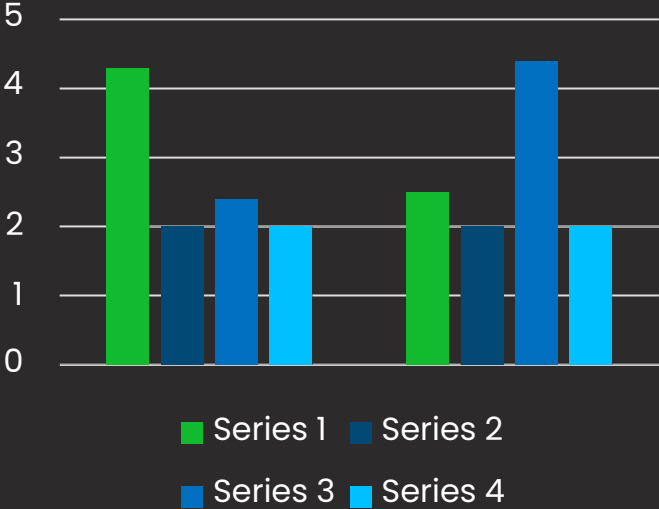
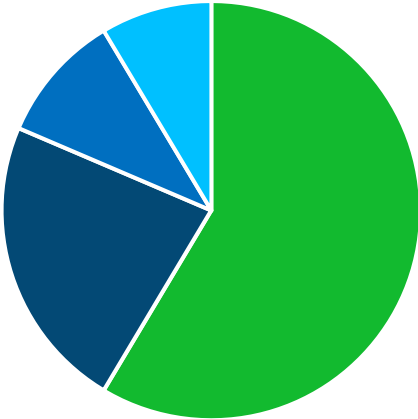
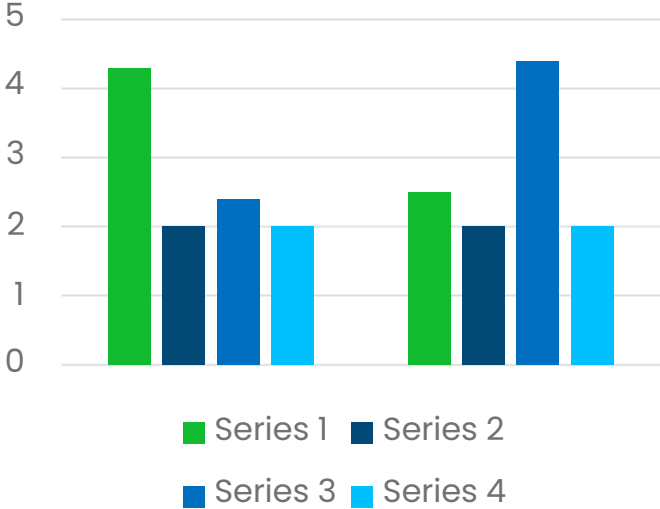
HEX: #ff3c38
CMYK: 0%, 90%, 80%, 0%
RGB: 255, 60, 56

————— For Highlight —————

BRAND COLORS

Secondary Colors

We use the combination of primary and secondary palette when designing diagrams and infographics.



BRAND COLORS

Gradients

The Gradient colors are to be used infrequently for segregation, and prominence of content also can be used with combination of primary color + secondary color

Primary Gradients



#14BB30

#14BB30



#14BB30

#14BB30

Secondary Gradients



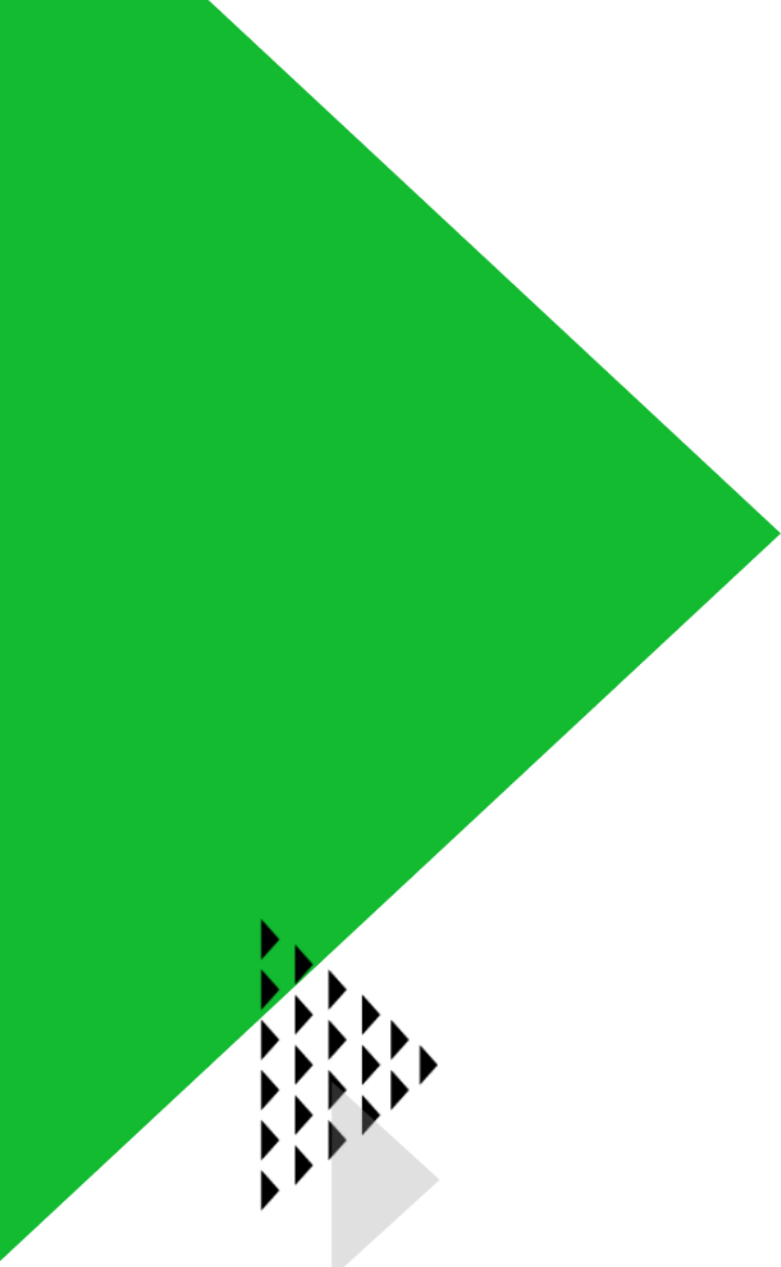
#14BB30

#14BB30



#14BB30

#14BB30



TYPOGRAPHY

FONT

Primary Font

Poppins is Xoriant's exclusive font which should be used only by marketing team. It's the go-to for all print and digital creative assets, ensuring a consistent and impactful brand identity.

Poppins

Aa 123

[Click here to download >>](#)

For Headline
Poppins Extra Bold



**In the Loop:
Democratizing
Data for a Data-
First Enterprise**

Main Para
Poppins Medium

Elevating enterprise intelligence has emerged as a top priority for driving superior operational, tactical, and strategic decisions.

The best way to achieve this is to embrace digital-first approaches, invest in technology, and foster a data-driven culture that puts intelligence at the heart of decision-making.

Body
Poppins

Today, collecting data from customers alone doesn't cut it. As data sources multiply, the ability to quickly and comprehensively make the most of them to drive decisions is critical.

FONT

Secondary Font – For Website

These two fonts are used specifically only for website and should not be used anywhere else, even by marketing team as well as by Xoriant employees.

League Spartan

Aa 123

[Click here to Download >>](#)

Mona Sans

Aa 123

[Click here to Download >>](#)

For Headline

League Spartan
Extra Bold

Main Para

Mona Sans Medium

Body

Mona Sans Regular



**IN THE LOOP:
DEMOCRATIZING
DATA FOR A DATA-
FIRST ENTERPRISE**

Elevating enterprise intelligence has emerged as a top priority for driving superior operational, tactical, and strategic decisions.

The best way to achieve this is to embrace digital-first approaches, invest in technology, and foster a data-driven culture that puts intelligence at the heart of decision-making.

Today, collecting data from customers alone doesn't cut it. As data sources multiply, the ability to quickly and comprehensively make the most of them to drive decisions is critical.

FONT

Secondary Font : For employees

All employees are encouraged to use the Calibri font, a default in Microsoft Office, specifically for PPT presentations, Excel sheets, Word documents, and Outlook emails. Please refrain from utilizing this font for crafting marketing materials or creating visual designs.

Calibri

Aa 123

For Headline
Calibri Bold

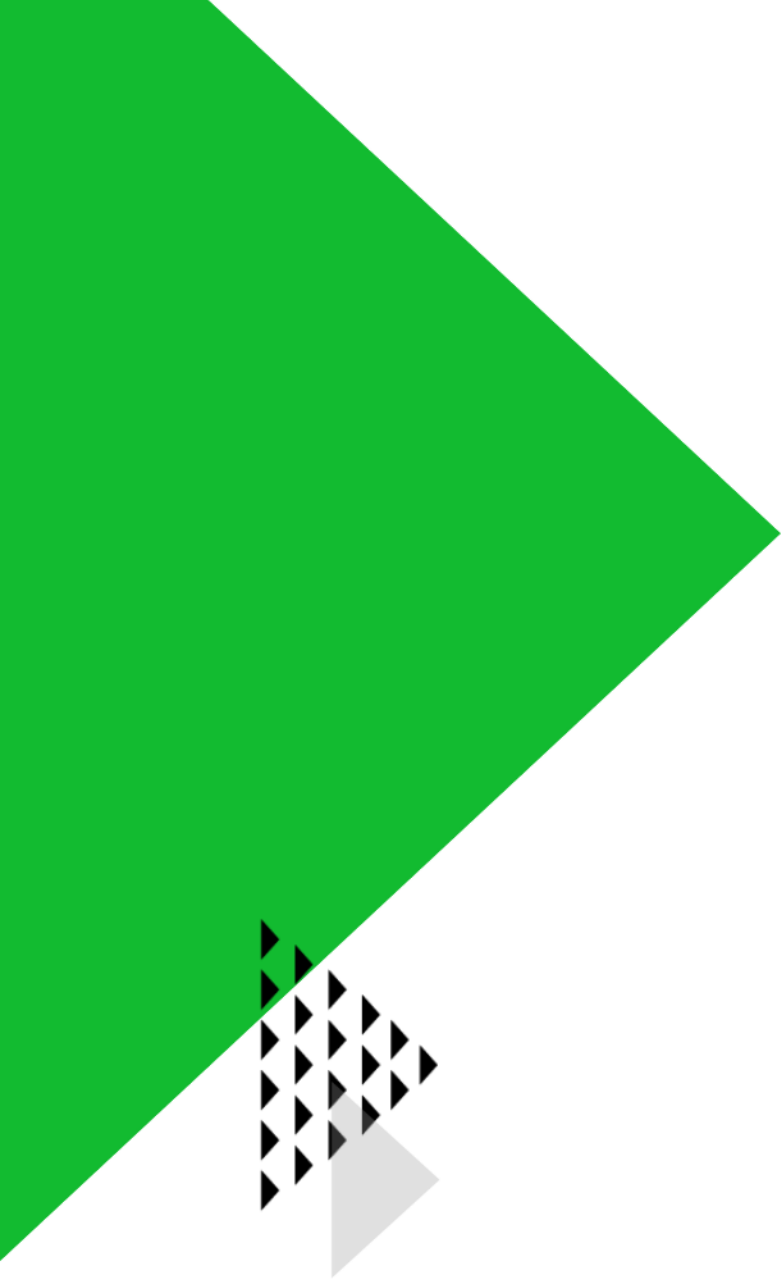
In the Loop: Democratizing Data for a Data-First Enterprise

Elevating enterprise intelligence has emerged as a top priority for driving superior operational, tactical, and strategic decisions.

The best way to achieve this is to embrace digital-first approaches, invest in technology, and foster a data-driven culture that puts intelligence at the heart of decision-making.

Today, collecting data from customers alone doesn't cut it. As data sources multiply, the ability to quickly and comprehensively make the most of them to drive decisions is critical.

Main Para
Calibri Regular

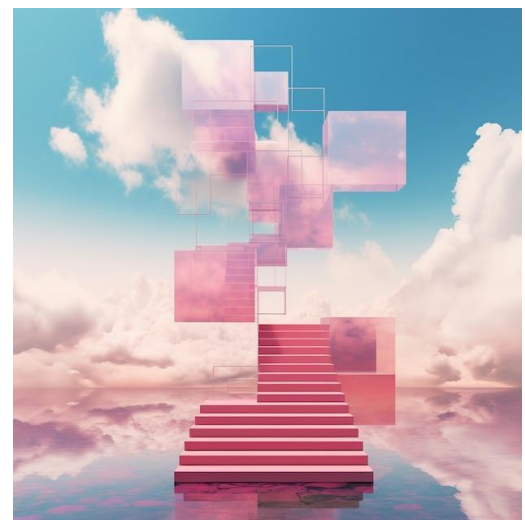


DESIGN SYSTEM

IMAGERY

Secondary Font : For employees

All employees are encouraged to use the Calibri font, a default in Microsoft Office, specifically for PPT presentations, Excel sheets, Word documents, and Outlook emails. Please refrain from utilizing this font for crafting marketing materials or creating visual designs.



ICONOGRAPHY

Xoriant iconography is perfect to break the monotony, with standout dual colors, or symbolize a concept in Application, Dashboard, Website, Newsletters, Datasheets, Presentations, and more. Optional - Mono color approach

Color codes for creating icons



60% : #2D2A2B



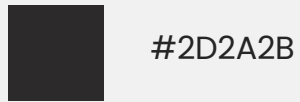
40% : #12BB30



CTA BUTTON

Xoriant iconography is perfect to break the monotony, with standout dual colors, or symbolize a concept in Application, Dashboard, Website, Newsletters, Datasheets, Presentations, and more. Optional - Mono color approach

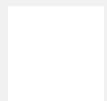
Color codes for creating CTA buttons.



#2D2A2B



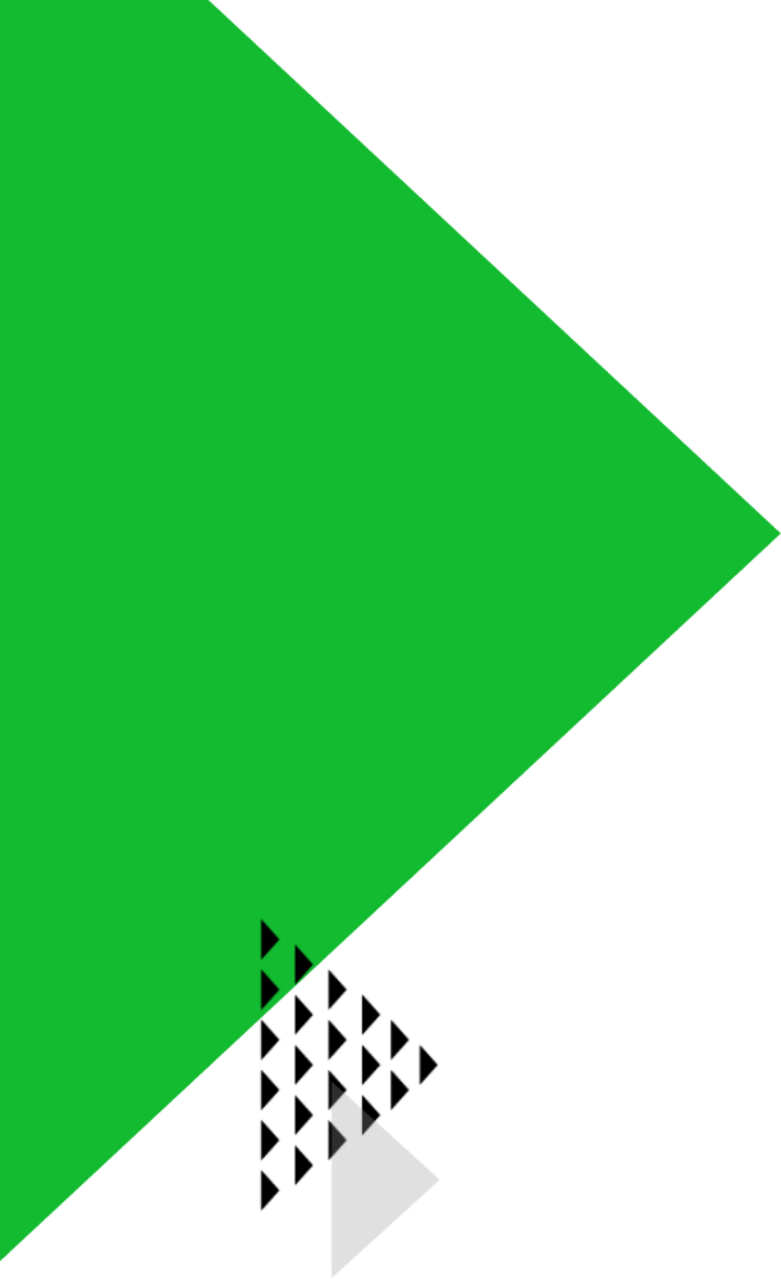
#12BB30



#FFFFFF

Filled with flat color			
Outer line by 2 pixel			
Only text with arrow			

No Shadows			
No bold or thin outer lines			
No other shapes			



BRAND ARTIFACTS

ARTIFACTS

Stationery

We strongly encourage all employees to utilize the pre-designed layouts provided for business cards, envelopes, and letterheads across all global offices. These materials serve as the official documents representing our brand, and therefore, we uphold a standard of consistency. Any deviation from the provided designs will not be permitted.



ARTIFACTS

Stationery

Please use the provided design for your official ID card, as only this design will grant access to company premises. Any deviations from this design will result in denied entry.





xoriant

IMAGINATION REALIZED

For any help,
please reach out
to branddesk@xoriant.com

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CA 94089. 408 743 4400

WWW.XORIENT.COM