Brand Identity Guidelines

XILIA

About this manual

The objective of this manual is to provide a system of instructions to ensure the coherence and uniformity of the brand identity and to provide valid support to the designers and suppliers who will use it.

The drunk Swiss
/ Lo Svizzero ubriaco

The narration of the products and systems is presented in a rigorous, clean and functional "Swiss" way - and is enriched by unexpected touches, such as a bold keycolor and an ironic tone of voice. This unique combination conveys in an original way the quality of the processes and research behind each product.

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1.1 PAYOFF

The payoff combines the seriousness of the production quality with the research and creative assets behind the Xilia offer and set of brand activities.

The serious game of design

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2.1 LOGOTYPE
Introduction

This is our logotype we use across
all brand outputs. It must not be
altered in any way.

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2.2 LOGOTYPE
Exclusion zone and
minimum printing size

The logotype should have
an exclusion zone around it
to aid visibility. The exclusion
zone should be greater or equal
to width of the X letter.

To maintain legibility and
consistency, do not use the
logotype below the following
dimensions:

Minimum print height – 4,5mm
Minimum digital height – 18px

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15mm

2.3 LOGOTYPE
Basic application

The logotype always appears in black, white or Color X (key color) as is shown here.

On images, the logotype can be used both in yellow or white, depending on the images color dominants.

2.4 LOGOTYPE
Placement

In brand applications where
the logotype is used in a smaller
version, it appears on the left
side of the top and botton margins,
along with the centered position.

LOGOTYPE SIZE
The logotype scale is the same both
for vertical formats and horizontal
formats: size is between 25% and
100% of the of the width of the
margin.
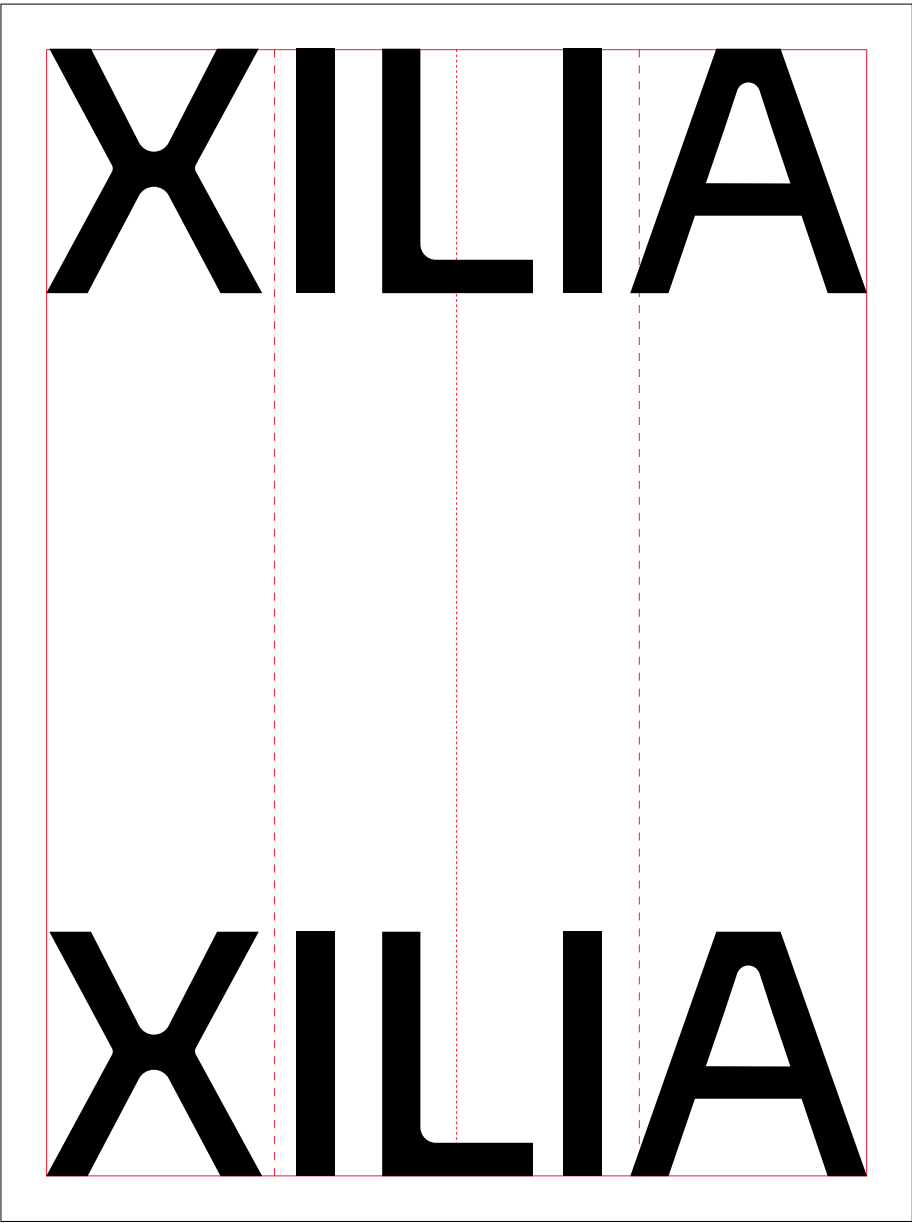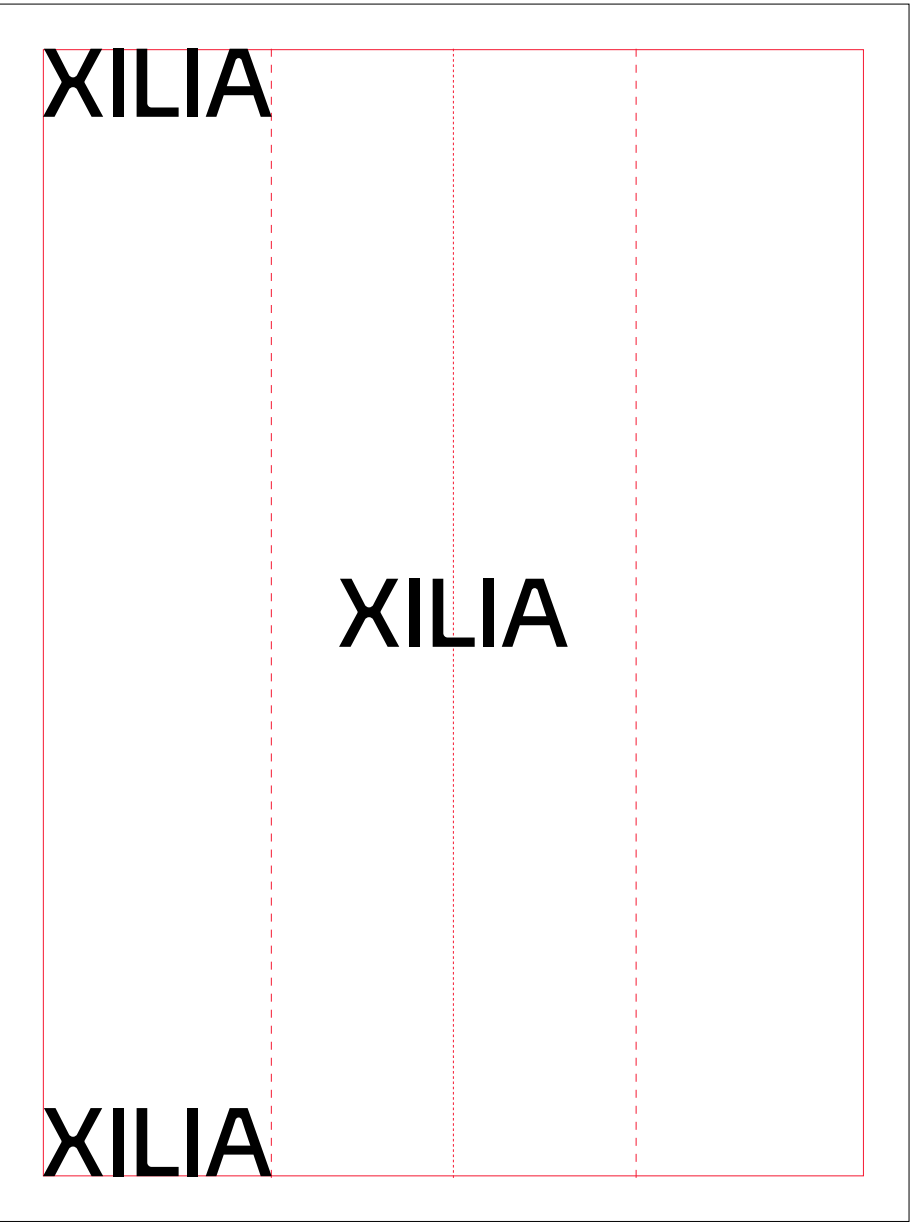
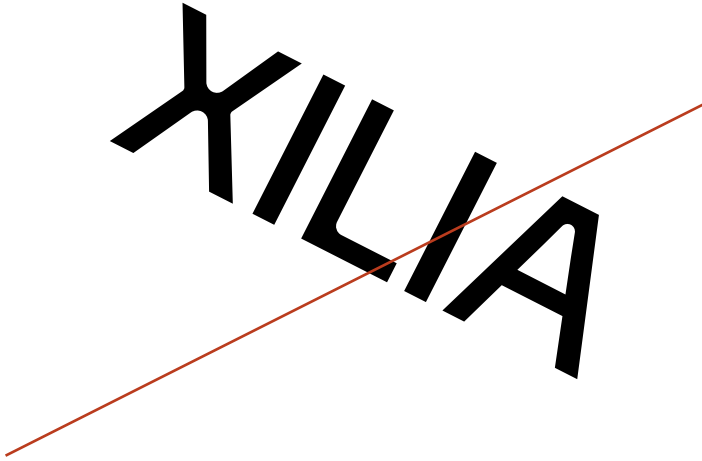Smaller size   Full-width size

2.5 LOGOTYPE
Incorrect usage

To establish a coherent and identifiable brand presence, the logotype should never be redrawn or modified in any way. This page illustrates some of the more likely mistakes to avoid.
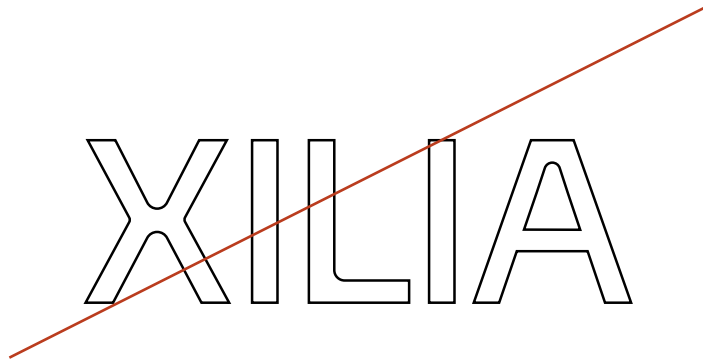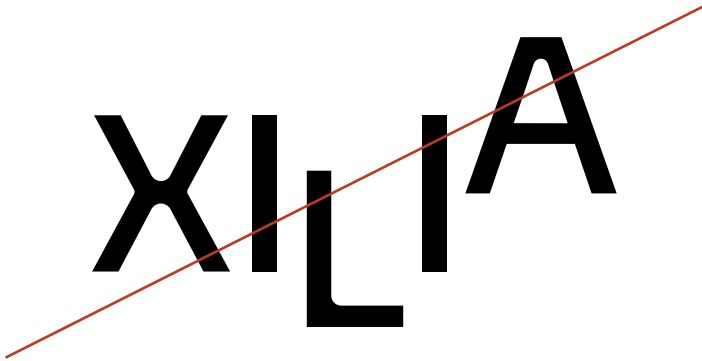
DON'T stretch the logotype

DON'T rotate the logotype

DON'T capturn the logo
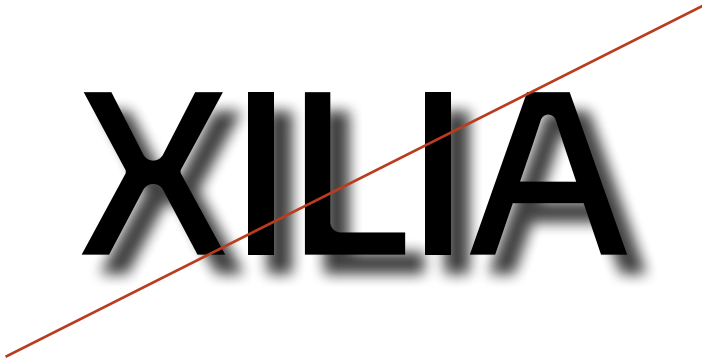
DON'T use it in outline

DON'T change letter alignments

DON'T apply gradients to the logotype

DON'T apply colors not in palette

DON'T apply shadow

DON'T apply blur effects

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3.1 SYMBOL
Introduction

This is our symbol, created using the X found within our logotype and a round shape to complete it.

The symbol always appears in the brand application with two symbol functions in two ways:

1. As a supporting element to our primary logotype, i.e. within the footer of a layout.
2. As a graphic element to enrich the the supports, i.e. catalog cover.

3.2 SYMBOL
Exclusion zone

The symbol should have
an exclusion zone around them
to aid visibility. The exclusion
zone should be greater or equal
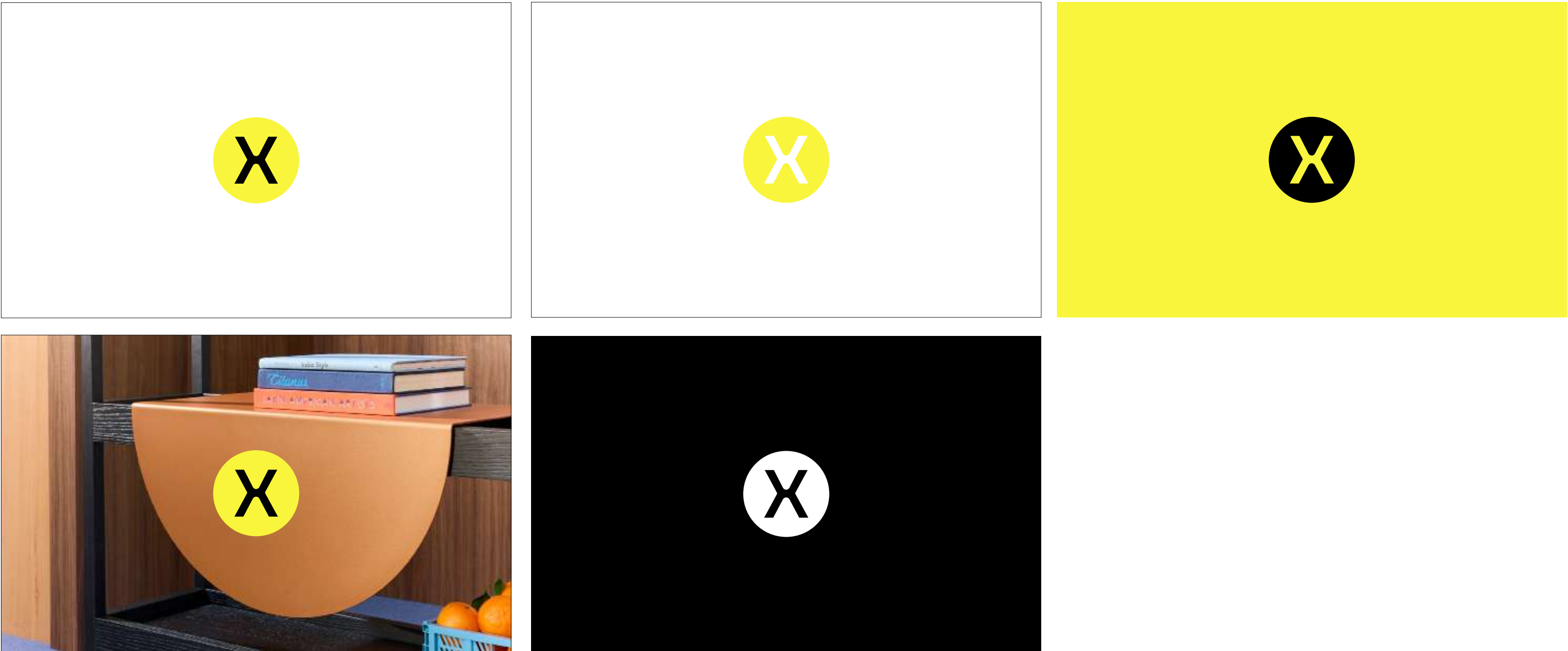to width of the symbol itself.

To maintain legibility and
consistency, do not use the
symbol below the following
dimensions:
Minimum print height – 6mm
Minimum digital height – 18px

6mm
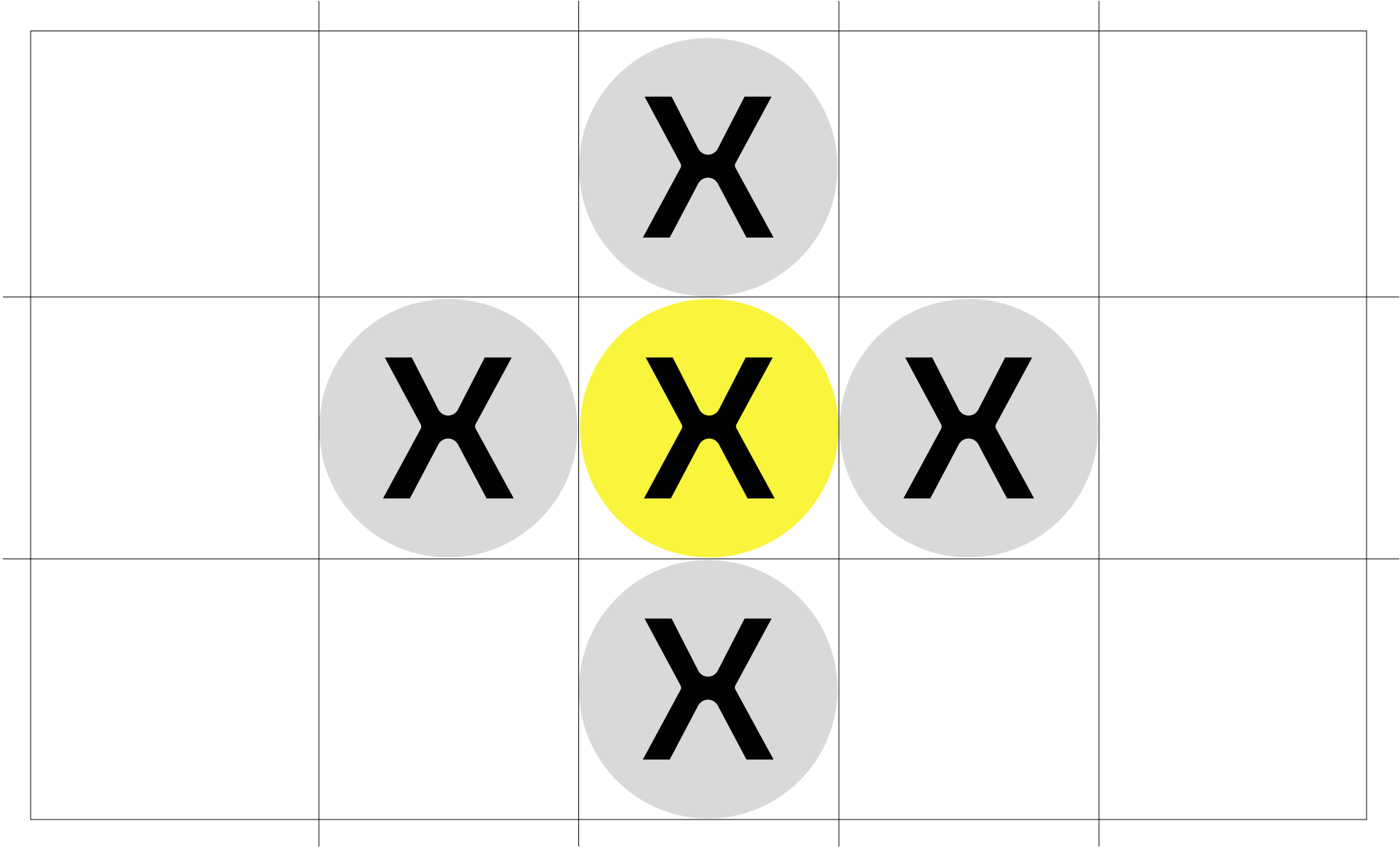
3.3 SYMBOL
Usage

The symbol always appears in
Color X and black, just Color x,
white or blackas is shown here.

On images it can only be applied
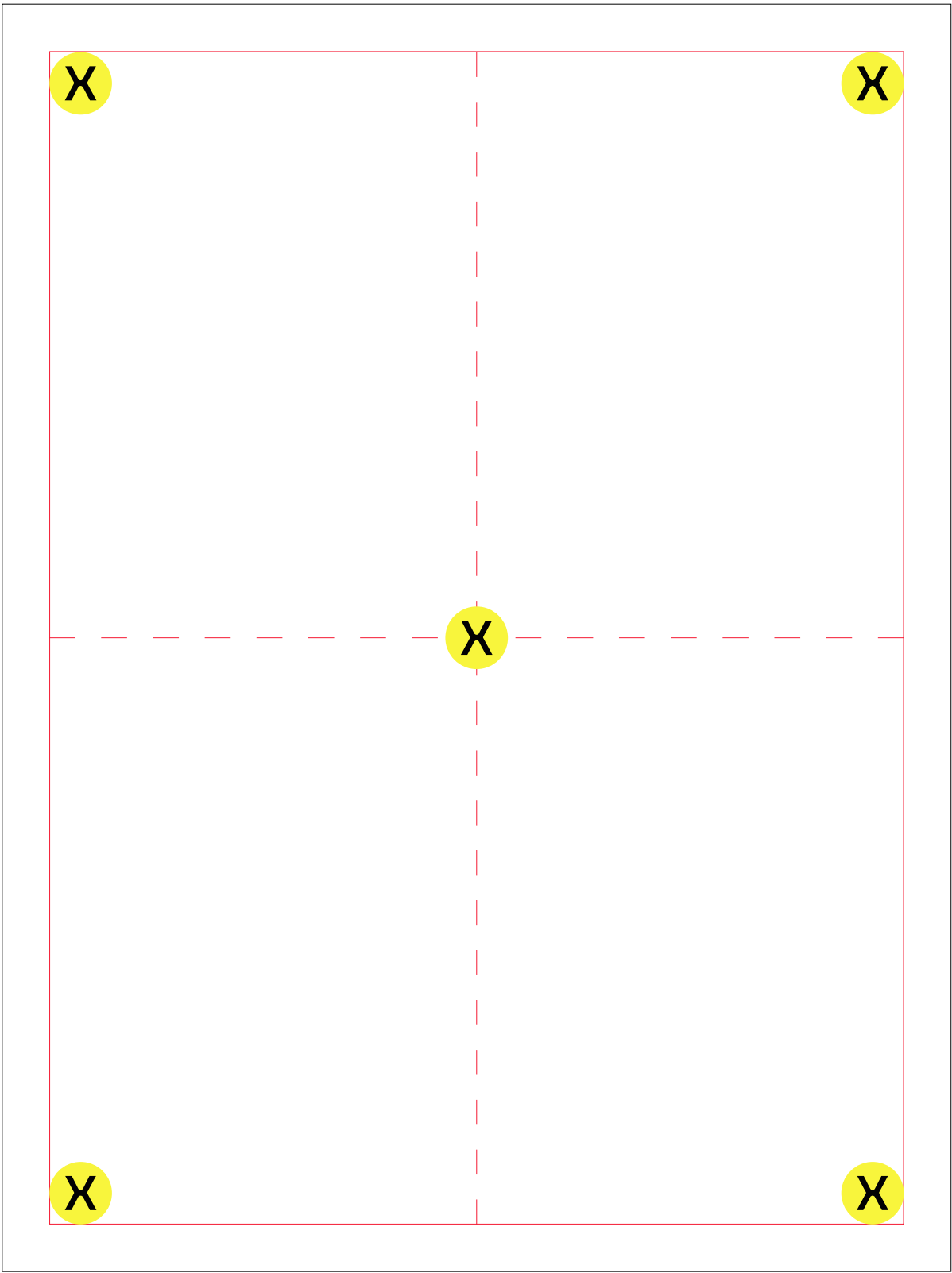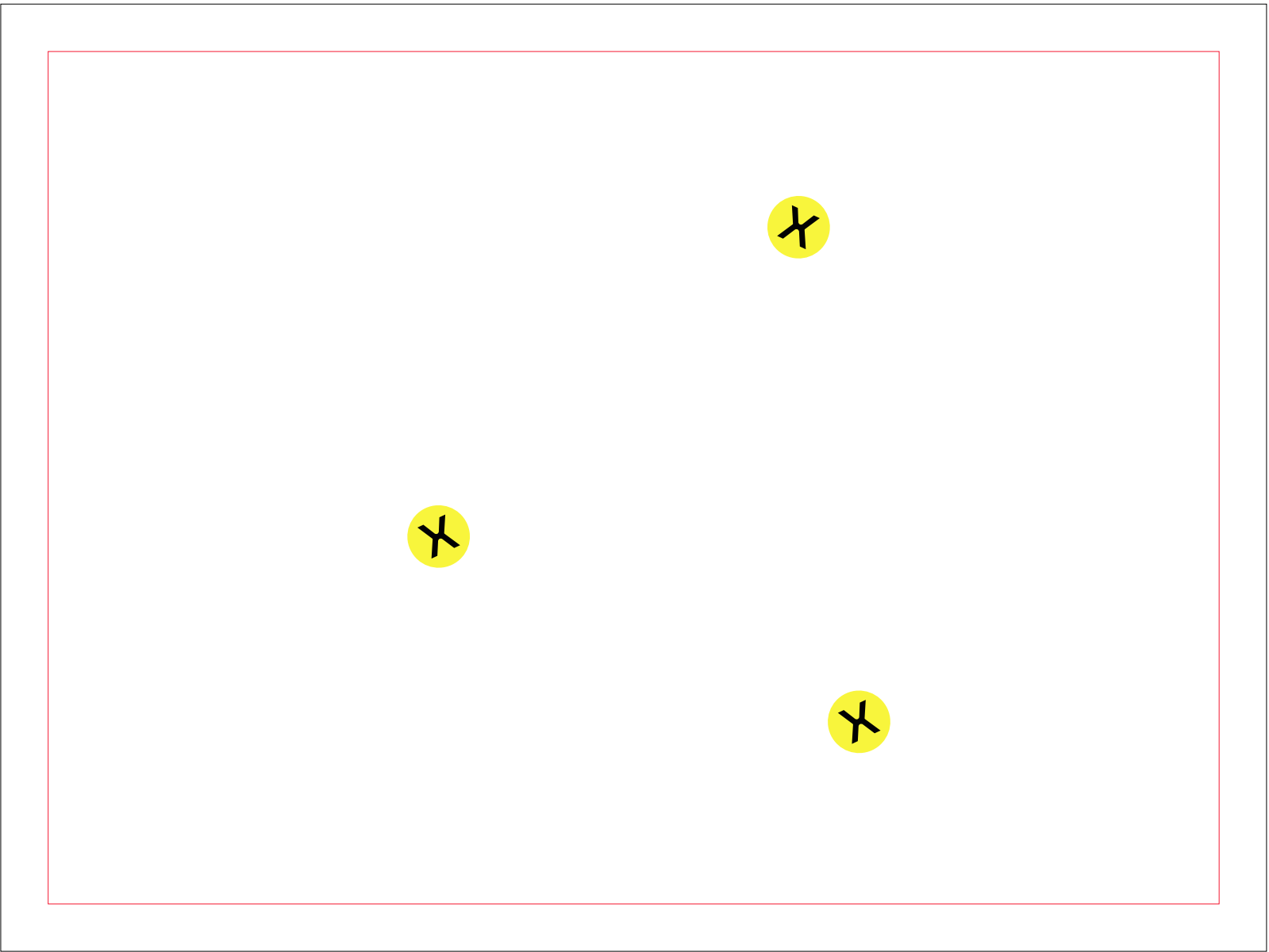in the original form, in black
and Color X.

3.4 SYMBOL
Placement

In brand applications the symbol can
be applied in two different ways:

1. As a supporting element to our
primary logotype (without rotation):
is placed on the four corners of the
margins and in the center, as it shown
here.
2. As a graphic element (with rotation):
it appears in several positions,
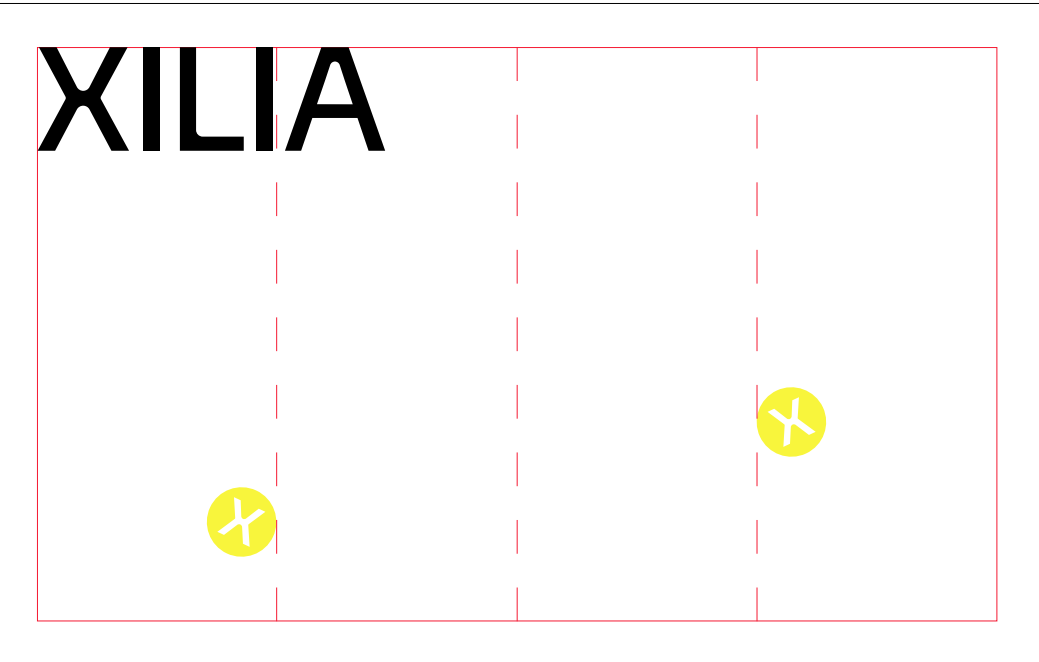starting
from two elements up to three.

Case 1

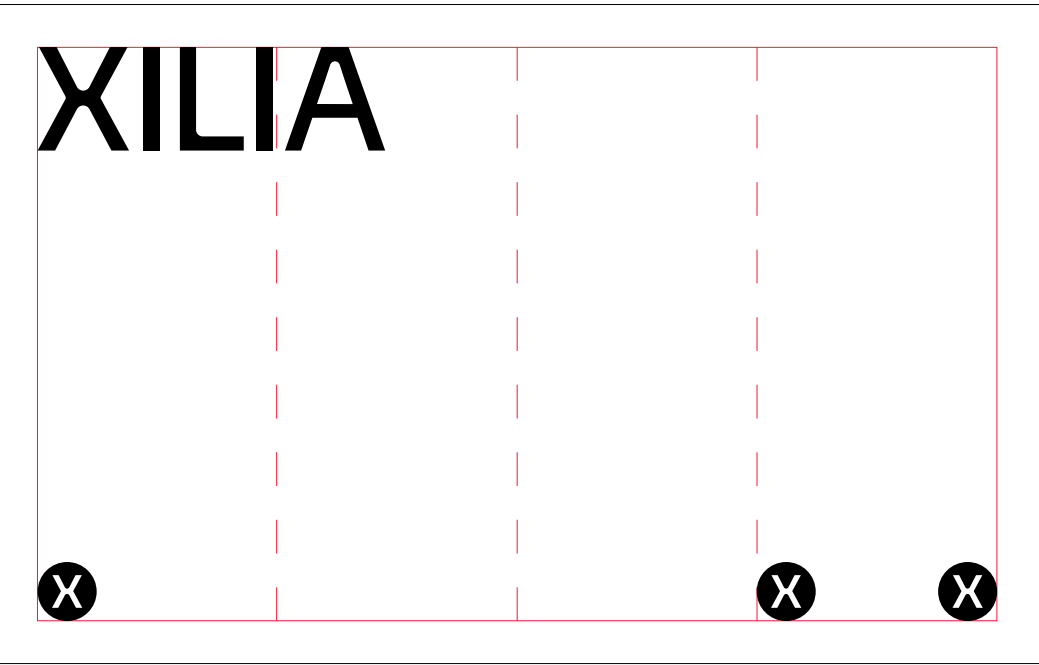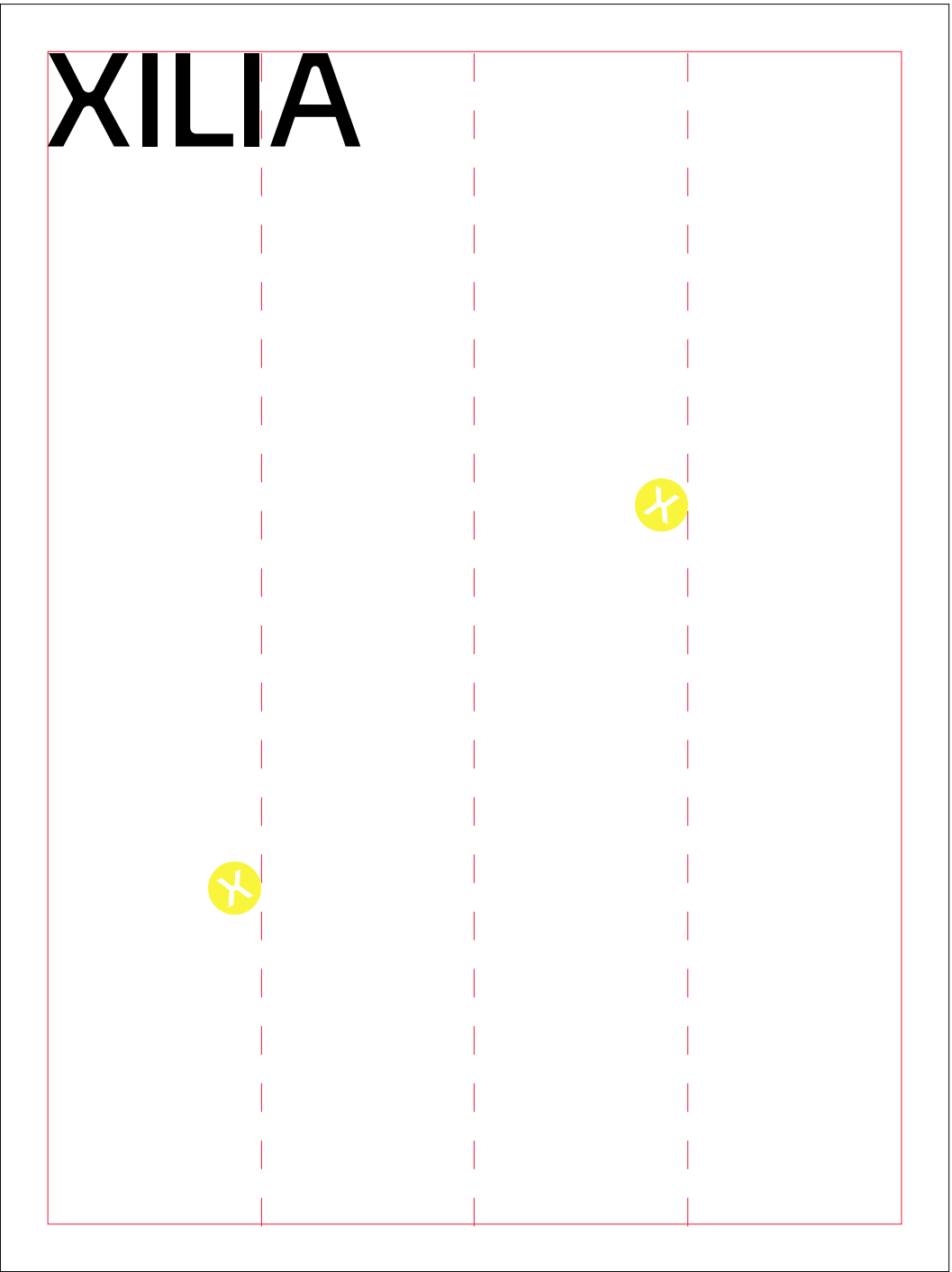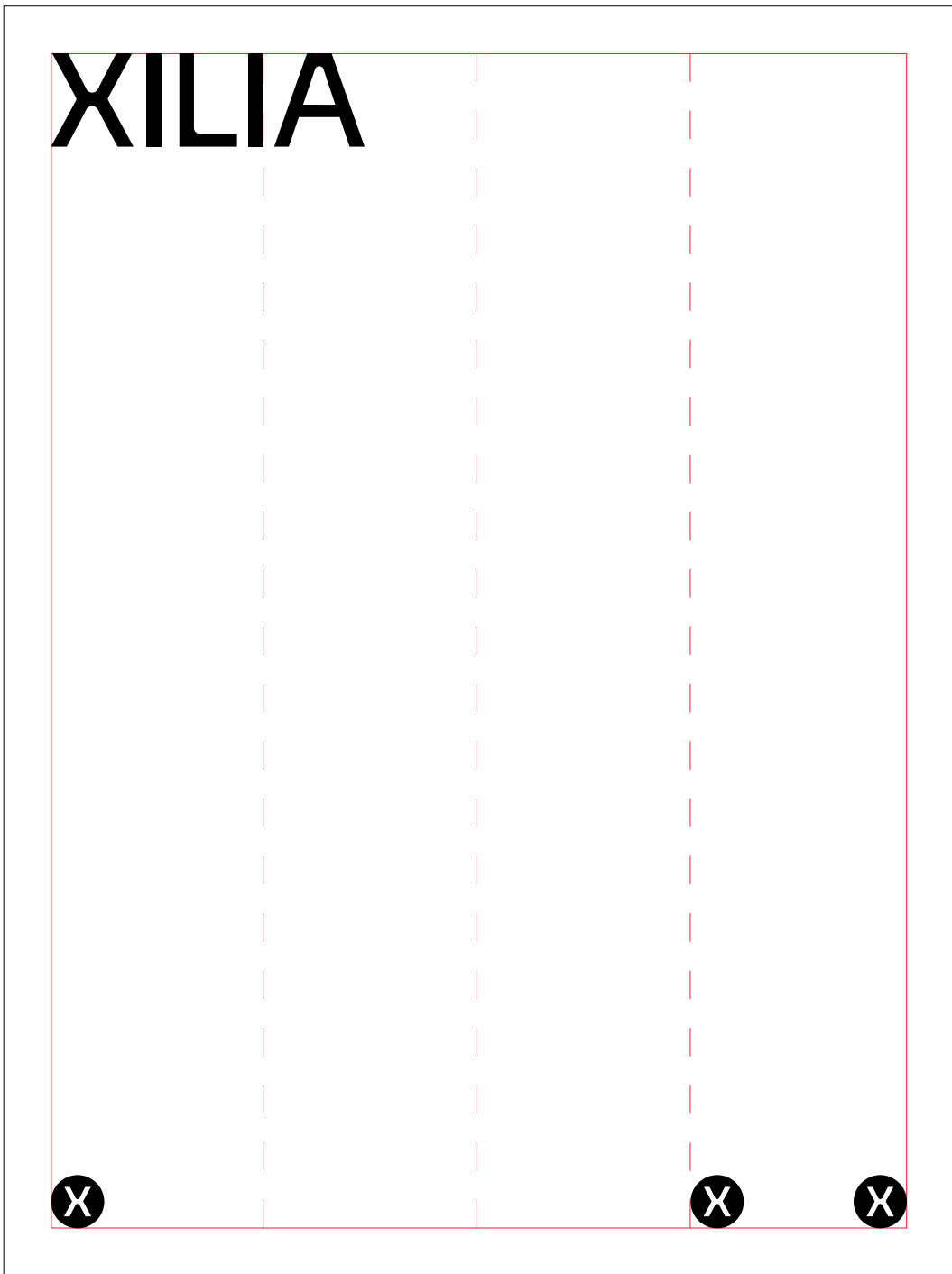Case 2

3.5 SYMBOL
Lock-up with small logotype

In brand applications the symbol
can be applied in two different ways:

1. As a supporting element to our
primary logotype: is placed on the
corners of the bottom margins and
in the fourth part of the margin width.
2. As a graphic element: it appears
in several positions, starting
from two elements up to three.

The symbol is sixed 1/2 of the logo
height.

3.6 SYMBOL
Lock-up with full-width logotype

In brand applications the symbol can be applied in two different ways:

1. As a supporting element to our primary logotype: is placed on the corners of the bottom margins and in the fourth part of the margin width.
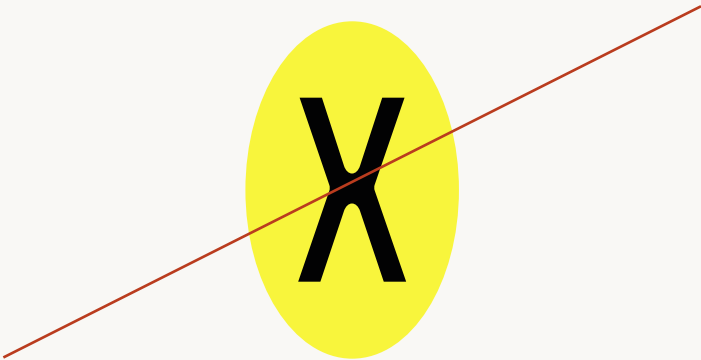2. As a graphic element: it appears in several positions, starting from two elements up to three.

The symbol is sixed 1/5 of the logo height.
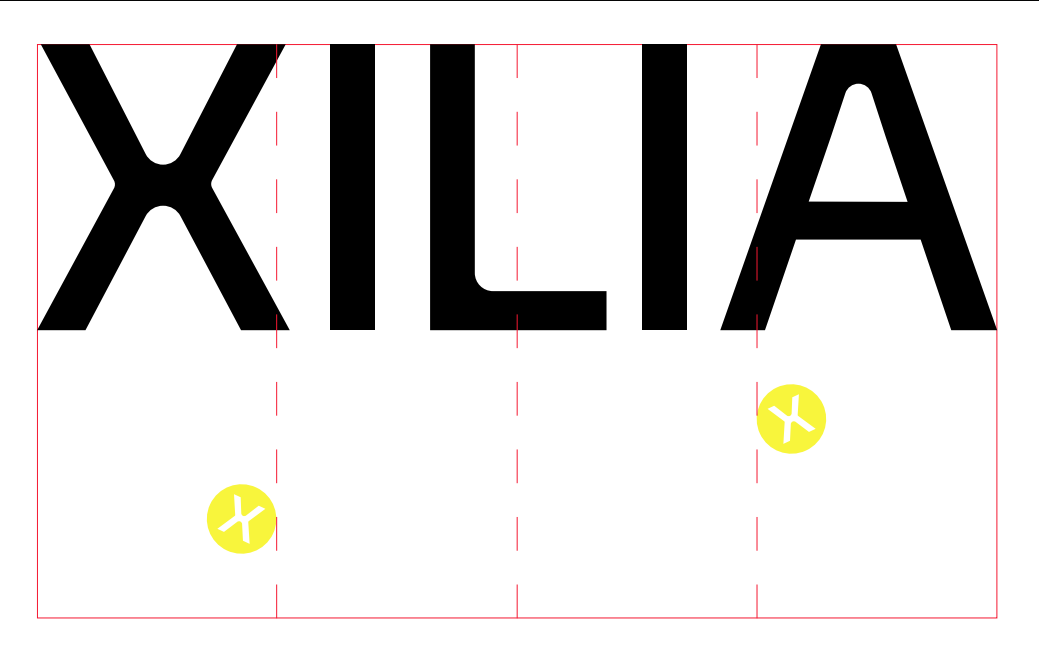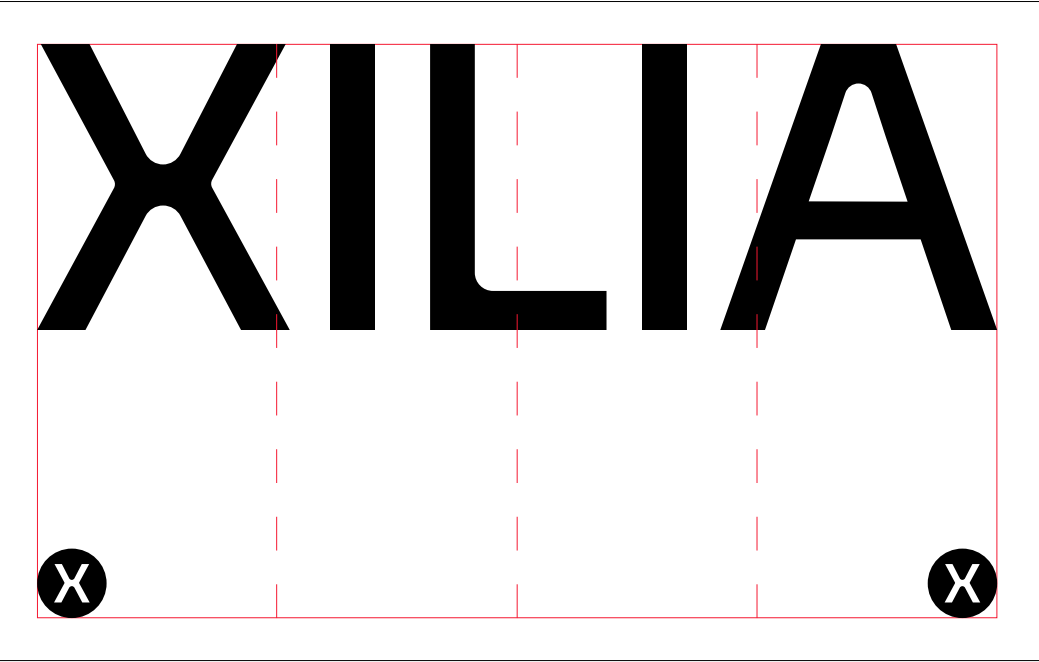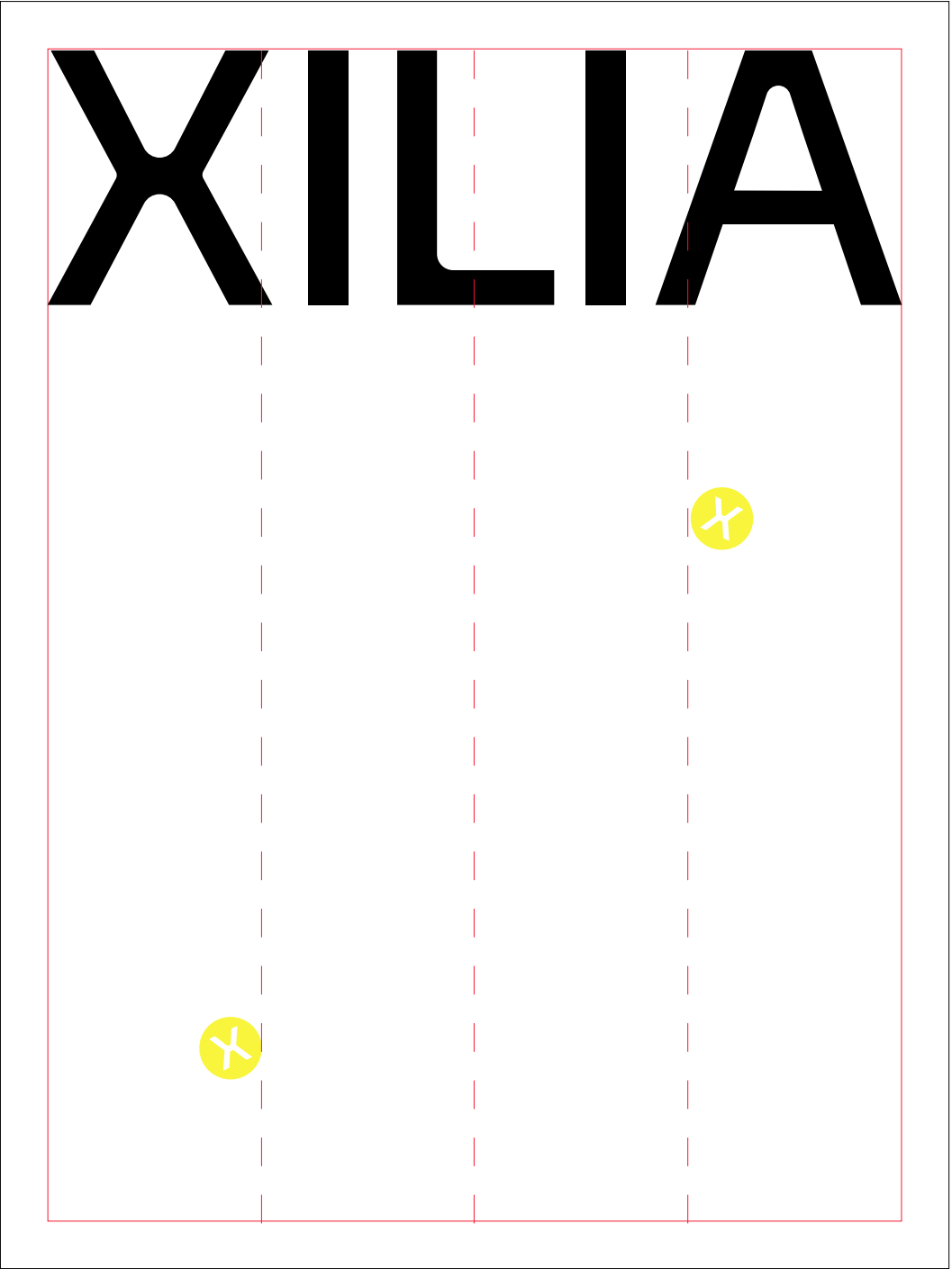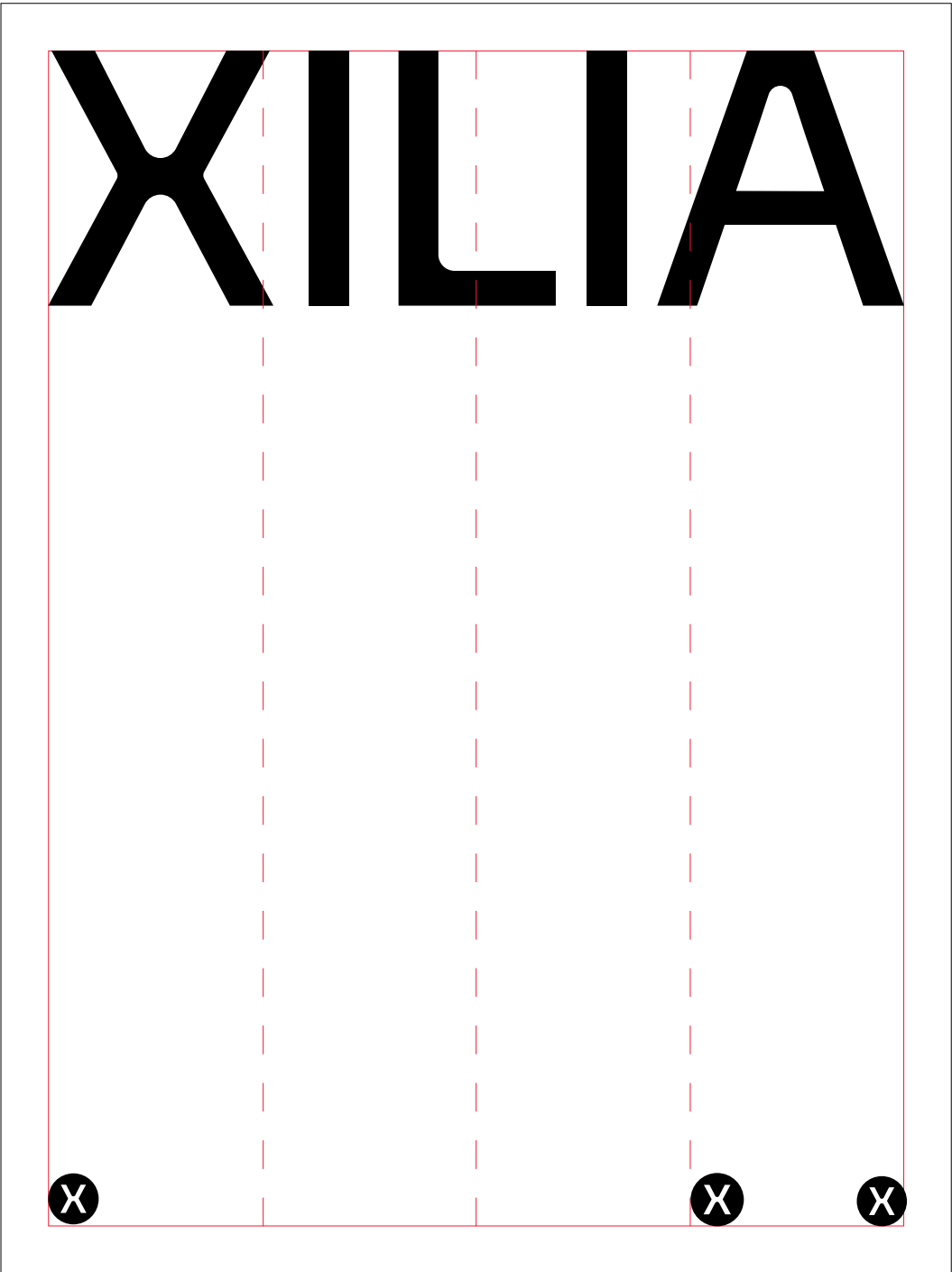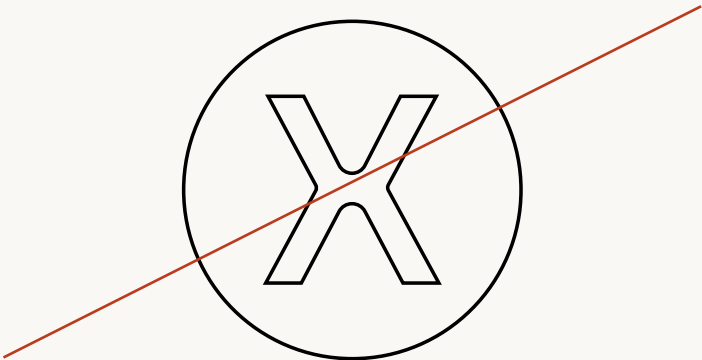
3.7 SYMBOL
Incorrect usage

To establish a coherent and identifiable brand presence, the symbol should never be redrawn or modified in any way. This page illustrates some of the more likely mistakes to avoid.
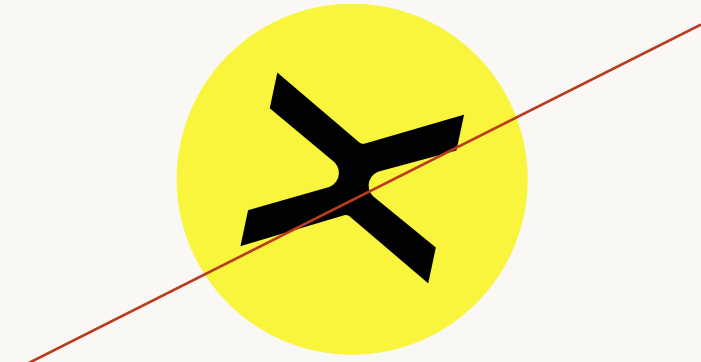
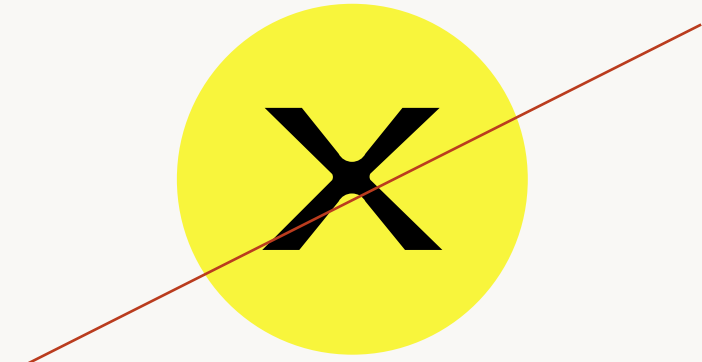DON'T stretch the symbol

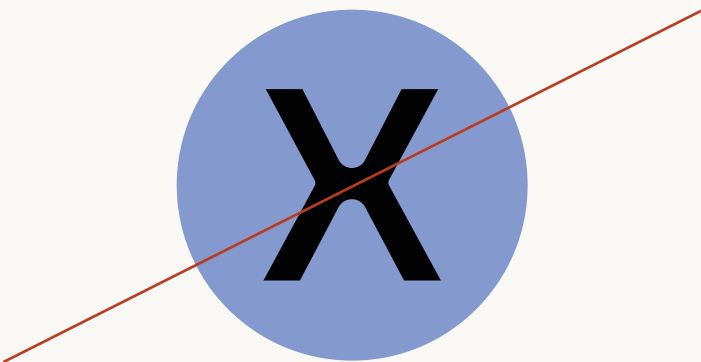DON'T apply different colors

DON'T use the symbol in outline

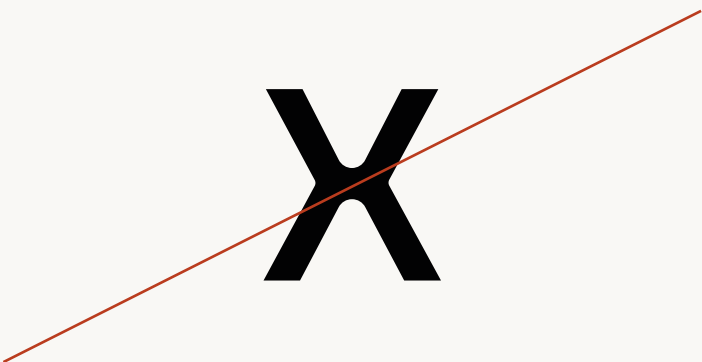DON'T rotate the logo
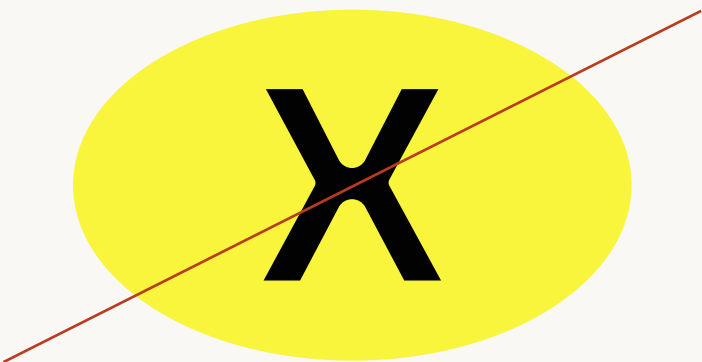more than 25°

DON'T apply gradients

DON'T change the X shape

DON'T apply colors
not in palette

DON'T use the X without
the circle

DON'T change the circular shape

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4.1 COLOUR PALETTE
Overview

The brand palette consists
of three core colours used as solids.

The Color X is the key color,
representing the unexpected touch
of light and playfulness of the brand
character. It completes the palette
the Black and the Ivory.

COLOR X

CMYK 11, 0, 80, 0
RGB 248, 245, 60
Web #F8F53C
Pantone custom

BLACK

CMYK 0, 0, 0, 100
RGB 0, 0, 0
Web #000000

IVORY

CMYK 3, 2, 4, 0
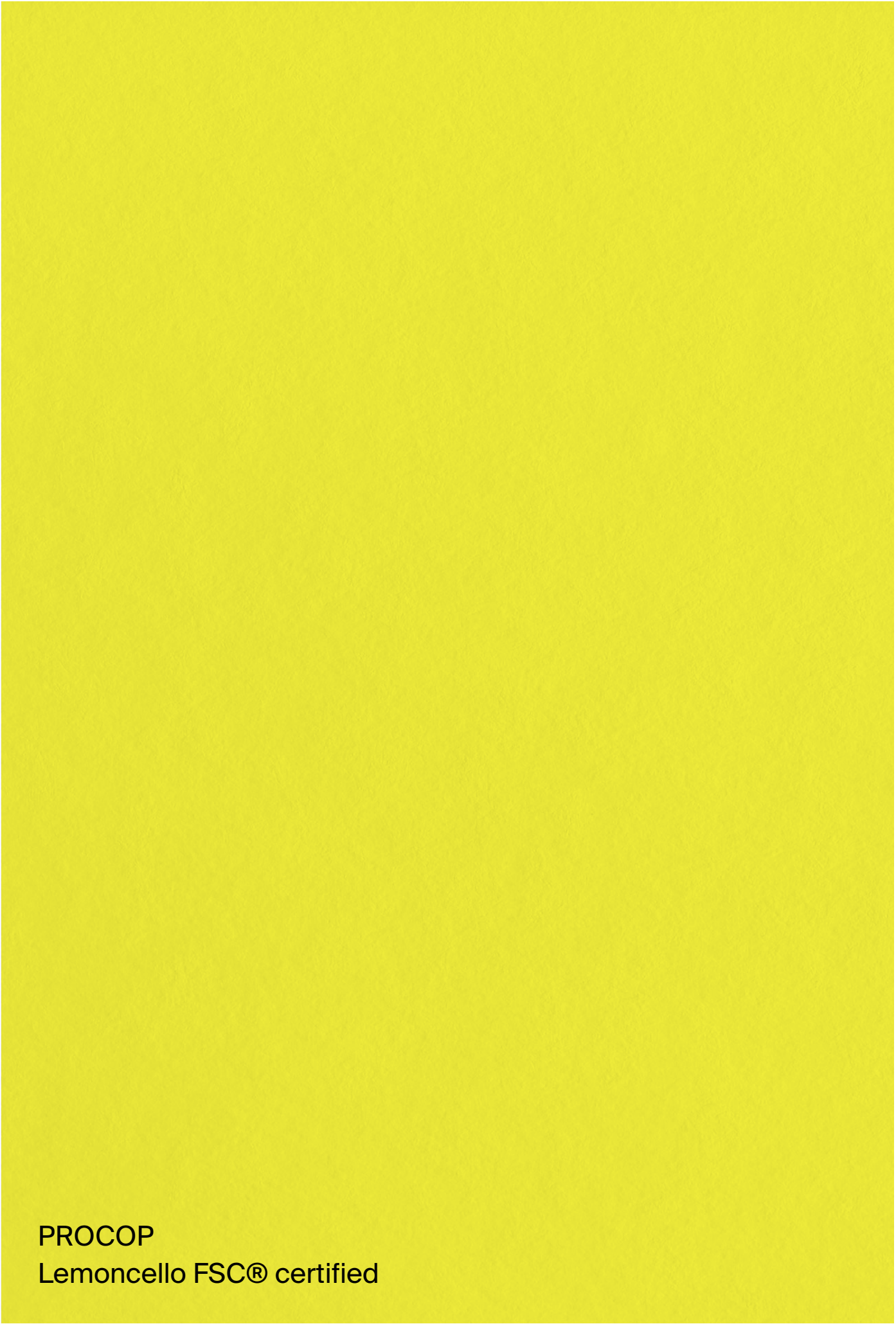RGB 249, 248, 245
Web #F9F8F5

4.2 COLOUR PALETTE
Paper

The printed materials
are produced with two types
of paper:
1. The Color X paper:
Procop Lemoncello FSC® certified
2. White paper:
Materplus B. White FSC® certified

PROCOP
Lemoncello FSC® certified

MATERPLUS B.
White FSC® certified

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5.1 TYPOGRAPHY
Overview

The text are set in Suisse Int'l,
with two different weights: Regular
and Semi-Bold.
The Regular one is used in paragraphs
as long as titles, while the Semi-Bold
weight is applied to highlights words
or sentences or titles when necessary.

Suisse Int'l Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789...,;#/?!

Suisse Int'l Semi-Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789...,;#/?!**

5.2 TYPOGRAPHY
Backup font

In certain circumstances where
it is not possible to use our brand font
– such as Google Slides presentations
and email – Suisse Int'l should be
replaced with Helvetica Neue Regular
and Bold.

Helvetica Neue Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789...,;#/?!

Helvetica Neue Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789...,;#/?!**

Thank you.

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