

Xpelair 2016

Brand Guidelines

Design



Colours

We only ever use four colours across our collateral.

Xpelair Black

This is our primary colour and should be used on the outside of all of our collateral. E.g. brochures and product packaging.

When used as a colour inside our collateral, it should be balanced with Xpelair Light Grey (please see page XX for further guidance).

Xpelair Green

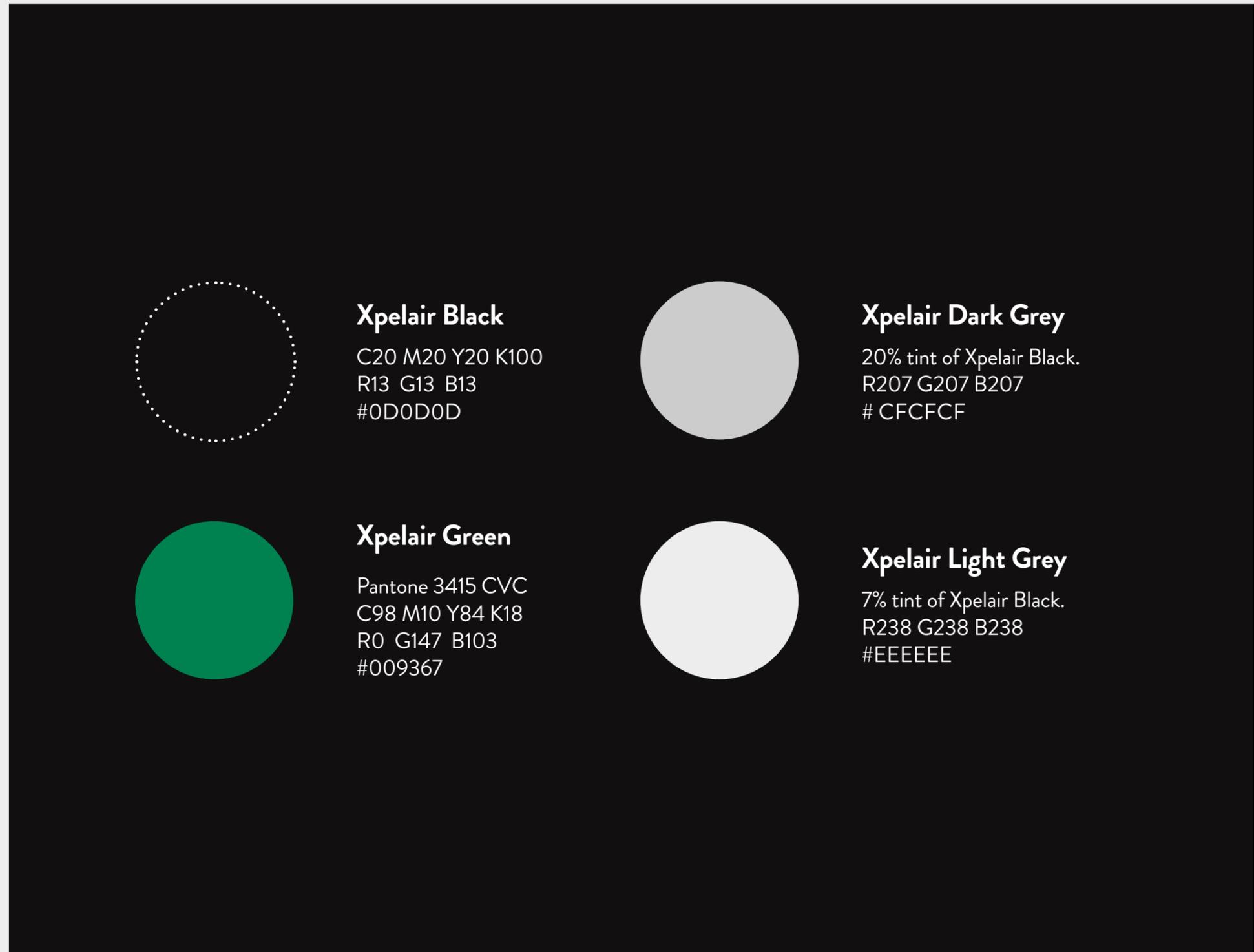
This should only ever be used as a subtle complementary colour to an Xpelair Black/Xpelair Light Grey background.

Xpelair Dark Grey

Our Dark Grey is primarily used as a colour to add cell shading to our technical detail tables.

Xpelair Light Grey

This should be used on all backgrounds that aren't Xpelair Black.



Our logo

Our logo and strap-line embody our brand. Where possible, they should always sit together.

Colour

- 1 Our primary logo is in Xpelair Green on Xpelair Black.
- 2 If it is required (for instance in third party media or upon macro photography), the Xpelair logo can be changed to solid white, but **never** any other colour or shade of green.

1



X



X



2



X



2

Xpelair Black

Logo alternatives

In preferred instances, the logo must be used on an Xpelair Black background, however, there are circumstances whereby this is not possible or preferred.

- ① **Logo on white**
When used, for example, presented as part of the RXG Group, the logo should abide use on a white background.

In digital media, the Xpelair logo on white is the preferred option for visual ease.

- ② **Logo on images**
When required, such as in social, the logo *can* be layered over macro photography, provided the area behind the logo is free from clutter and detail.

Dictated by the image tone, the Xpelair logo should be in Xpelair Green, however, the use of the white logo may be used.

- ③ **Logo on back cover**
The Xpelair logo without strapline may only be used on back of covers of brochures.

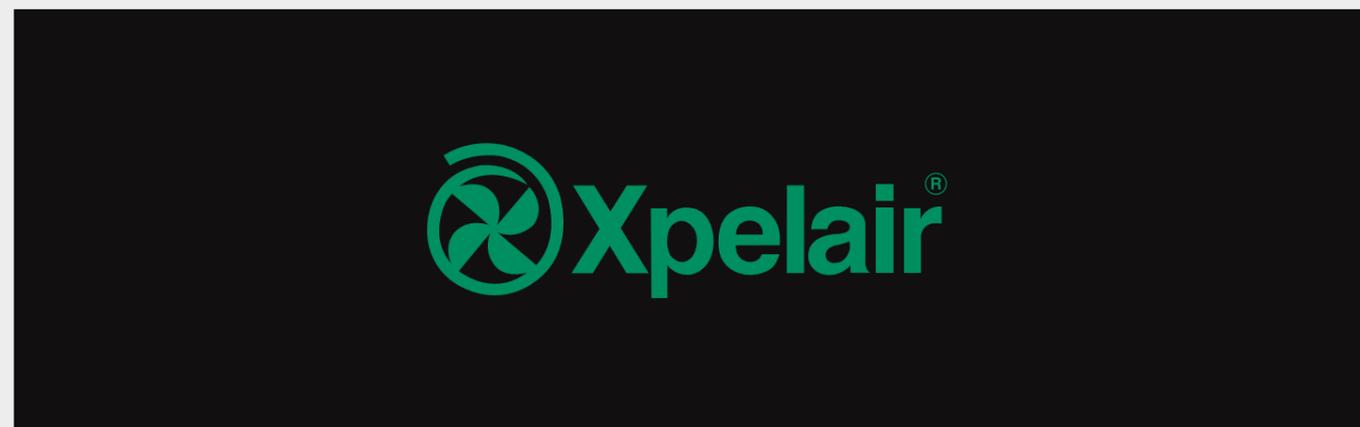
①



②



③



Typography

Our primary brand font is **Brandon Grotesque**.

Headlines

Brandon Grotesque Bold is used for headlines with a tracking value of (-10).

Sub-heads

Brandon Grotesque Regular is used for subheadings with a tracking value of (-10).

Body copy

Brandon Grotesque Light/Regular is used for body copy with a tracking value of (-10).

Significant facts

Univers 49 Light Ultra Condensed is used to highlight important facts on feature pages, with a tracking value of (0).

Brandon Grotesque Bold
Tracking (-10)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
,./?!£%*()&

Brandon Grotesque Regular
Tracking (-10)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
,./?!£%*()&

Brandon Grotesque Light
Tracking (-10)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
,./?!£%*()&

Univers 49 Light Ultra Condensed
Tracking (0)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
, . / ? ! £ % * () &

Web



Online usage of our logo

The background of the website is white. Therefore the logo usage will inherit the style of the Xpelair logo upon white for visual ease.

Spacing should always abide by the main brand rules, and should always be displayed within the header, left aligned to the pages content container.



Online Colours

Colour usage online is treated slightly different than in print.

Where Xpelair Black is usually the primary colour.

However as it would be bad practice to use this online, white will be used instead.

Black then becomes a feature colour, used for hero banners, headers, footers, and where appropriate within content.

The green now becomes a larger feature, being used for CTAs and promotional material, as well as hover effects.

We also introduce an additional 'Mid' grey to expand the colour palette. This is only to be used for dropdowns, where the light grey is already being used.

	Xpelair Black R13 G13 B13 #0D0D0D		Xpelair Dark Grey 20% tint of Xpelair Black. R207 G207 B207 # CFCFCF
	Xpelair Green R0 G147 B103 #009367		Xpelair Mid Grey 9% tint of Xpelair Black. R230 G230 B230 #E6E6E6
	Xpelair white R255 G255 B255 #FFFFFF		Xpelair Light Grey 7% tint of Xpelair Black. R238 G238 B238 #EEEEEE

Online typography

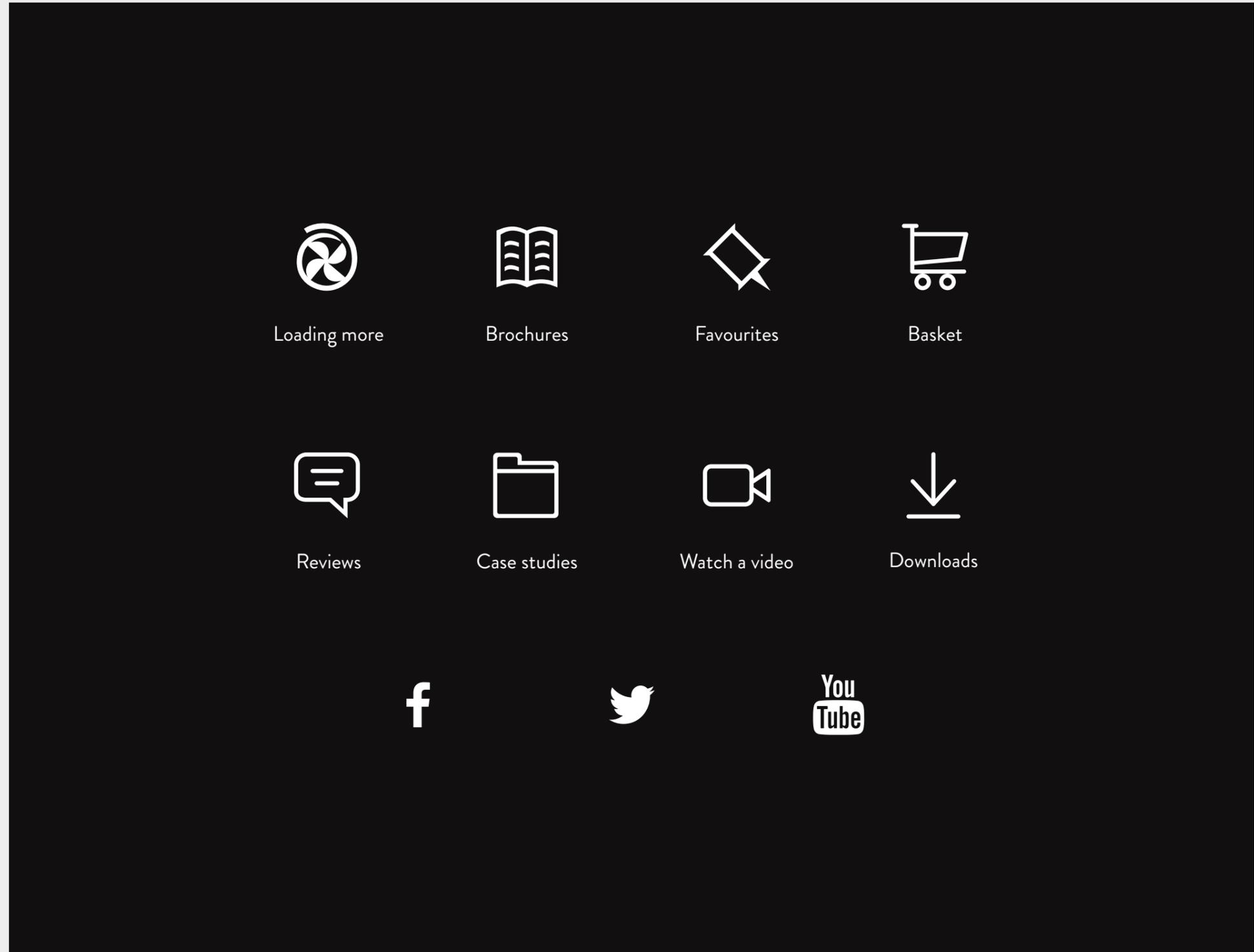
Brandon Grotesque is used for all copy online. We then use weight and size to help differentiate hierarchy of content.

- ① **Headlines**
Brandon Grotesque Bold is used for headlines with a default letter spacing.
- ② **Sub-heads**
Brandon Grotesque Regular/Bold is used for sub-headings with a default letter spacing. Bold should only be used to pull out product names or specific words, not for a complete title.
- ③ **Body copy**
Brandon Grotesque Regular is used for body copy with a default letter spacing. This should be set to a minimum font and leading size of 18px, 24px respectively.
- ④ **Back-up web font bold**
When Brandon Grotesque Bold is not available, Arial Bold should be used instead.
- ⑤ **Back-up web font other**
When Brandon Grotesque Regular and Light are not available, Arial Regular should be used instead.

①	Brandon Grotesque Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,/?!£%*()&
②	Brandon Grotesque Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ,./?!£%*()&
③	Brandon Grotesque Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ,./?!£%*()&
④	Arial Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,/?!£%*()&
	Arial Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ,./?!£%*()&

Online iconography

There is additional iconography required online. These are here to improve functionality of the site, and should be used for CTAs and buttons, rather than design features. With the exception of social icons they should always be used with supporting copy or held within a CTA frame.



CTAs (call-to-actions)

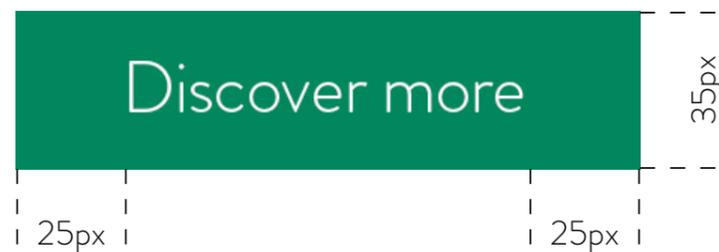
There are two main variants to our CTA styling; either with, or without an icon. These will vary the height of the button, and the font size.

All CTAs abide by the main typography styling, so will have -10 tracking, and be in Brandon Grotesque light.

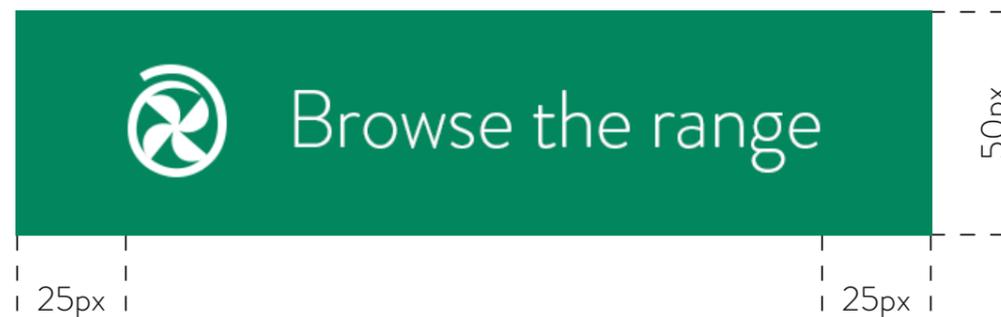
Buttons will be set to a height of 35px, and have 25px spacing either side of the content.

When using an icon, it has to be aligned left of the copy, with a 15px gap between them. The copy will be set at 18px. The height of the button will also increase to 50px.

Default CTA



CTA with iconography



Examples

