

The CX Company.

Brand Guidelines

VERSION 1.0

Brand Guidelines Content.

01.

the
identity.

Our Focus.

Turning CX Strategy into *Action*

Our Philosophy.

**Walking
in our
customers'
shoes**

More Philosophy.

If The CX Company was an ideology/ place/thing, what would it be?

Bhutan.

Here no legislation is passed into law until it has been measured against an index of gross national happiness. Lets communicate in a way that makes the day a little happier.

CX means something.

We're surrounded by buzz-words and acronyms. We must not let CX become one too. Customer Experience is everything. It makes people happy. The only problem is it's a lot of letters. But in each paragraph, e-mail or meeting we can remember to use the full phrase at regular intervals so everyone remembers we're talking about something meaningful, not just another buzz-word.



02.

logo
& usage.

Logotype.



THE CX COMPANY
Turning CX Strategy into Action

Variations.

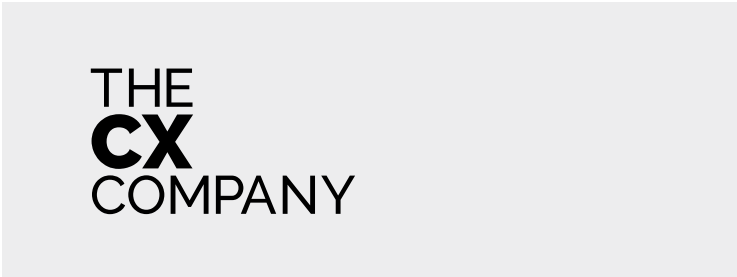


Logotype/stacked.



**THE
CX
COMPANY**
Turning CX Strategy into Action

Variations.



03. ■

**typo-
graphy.**

Typography.

Raleway.

Raleway is an elegant sans-serif typeface. It is a display face that features lots of unique character, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

Extrabold
Semibold
Regular

**AaBbCcDd EeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789(&?!/ ,::; - _ + ; % @ * ' ")**

The quick brown fox
jumps over the lazy dog

04.

colour
palette.

Colour.

Colour significance.

Energetic orange is warm and optimistic.
Rich purple is confident and creative.
Electric blue is trustworthy and ambitious.



Primary Colour
CX Orange

RGB: 246/161/35
CMYK: 0/43/90/0
Pantone: 130U
Hex: #F6A124

Secondary Colour
CX Purple

RGB: 93/17/168
CMYK: 83/92/0/0
Pantone: 275
Hex: #5D11A8

Secondary Colour
CX Blue

RGB: 37/155/245
CMYK: 72/31/0/0
Pantone: Process Cyan
Hex: #259BF5

05.

graphics/
iconography.

Graphics.

Imagery.

The CX Company is a vibrant, and empathetic company, focused on people and understanding their needs. The imagery used to present us should reflect those attributes.

Use vivid, warm colours, with a strong focus on people.

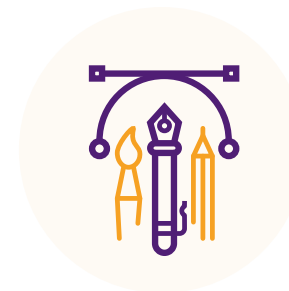
Be inclusive regarding race, age and gender.



Graphics.

Iconography.

Simple two colour line icons with rounded strokes and edges.



06 ■

**print/
stationary.**

Stationary.



Print.



07.

digital/
website.

Digital.

Social Media.

Examples of social media post images and digital marketing assets



Website.



The CX Company Brand Guidelines

VERSION 1.0