

Brand Identity

The complete expression of our brand—from how we sound to how we look and what we stand for.



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Visual identity

Logo usage

Instructions for clear, consistent, and correct use of the brand’s visual marks.

Logo files can be found [here](#). You will find CMYK, PANTONE and RGB formats.

- Use CMYK for general printing.
- Use PANTONE for consistent brand colors or specialty prints.
- Use RGB for anything designed to be displayed on screens.

Primary version

The Xello logo is available as a wordmark as well as a symbol. The wordmark is the default logo.

PRIMARY WORDMARK



PRIMARY SYMBOL



Visual identity

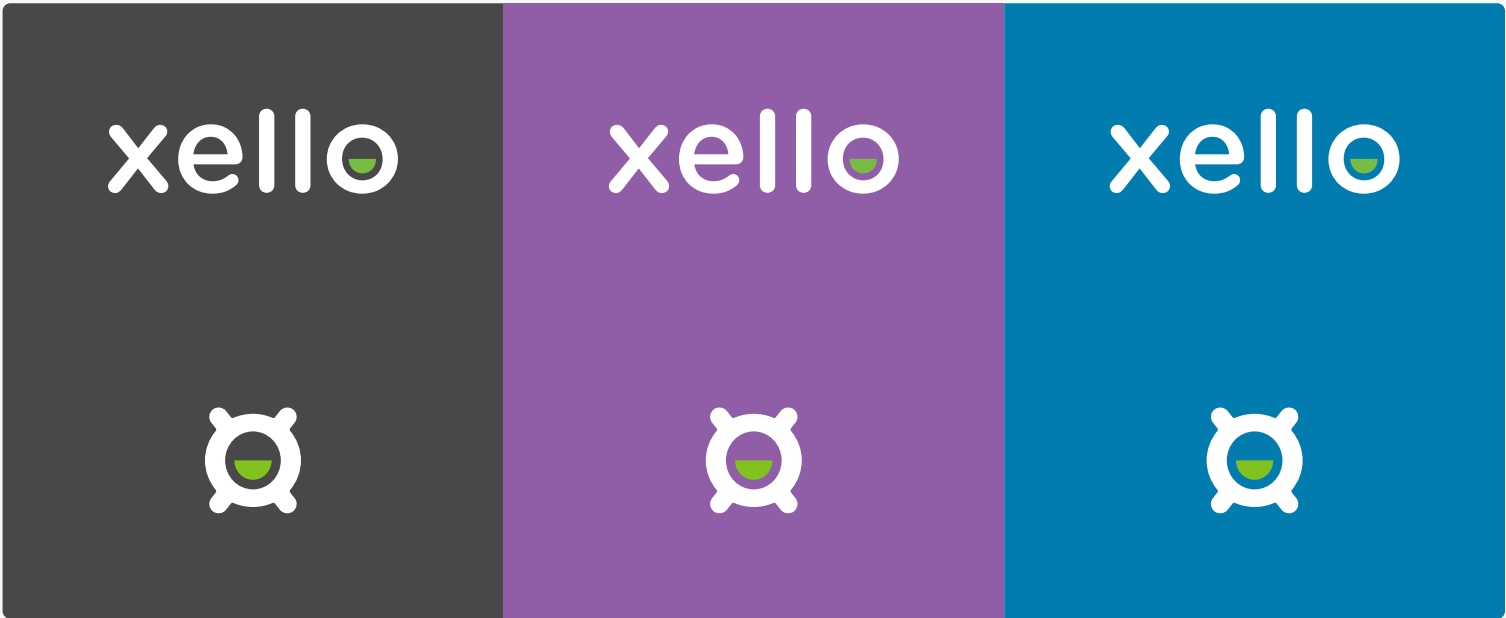
Secondary version

The secondary version of our logo is white combined with Green 500. Use this version only on a solid Xello brand color background, ensuring there is sufficient contrast for the green smile in the wordmark. Avoid placing this version on photos, videos, or patterned textures—solid color backgrounds only.

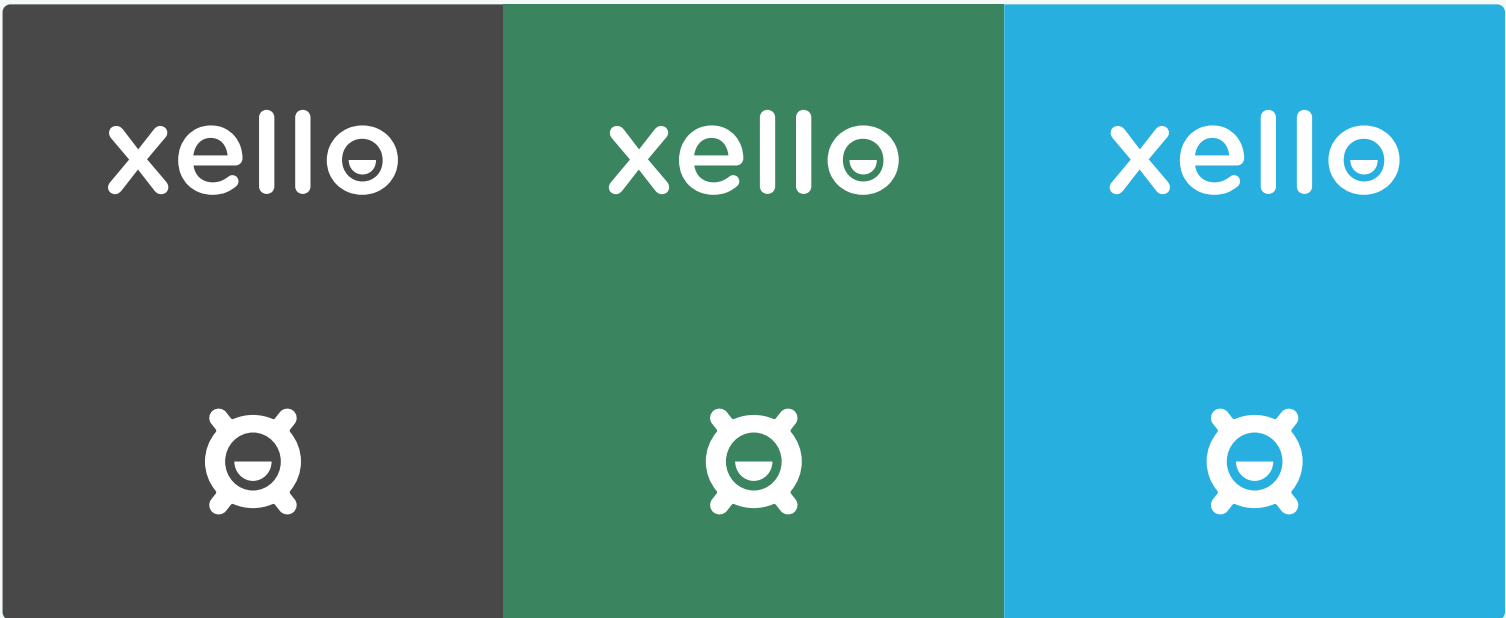
Tertiary version

The tertiary version of our logo is fully white. Use it on dark backgrounds, including solid Xello brand colors, or on photographic and video backgrounds that provide enough contrast. Avoid placing this version on white or very light backgrounds.

SECONDARY WORDMARK & SYMBOL



TERTIARY WORDMARK & SYMBOL




Spacing and sizing requirements

The Xello wordmark and symbol should always be surrounded by a minimum space area. The safe area around the logo is marked as X in the diagram below.

Minimum size

It ensures the visual impact and the legibility of the logo or sumbol is not compromised.

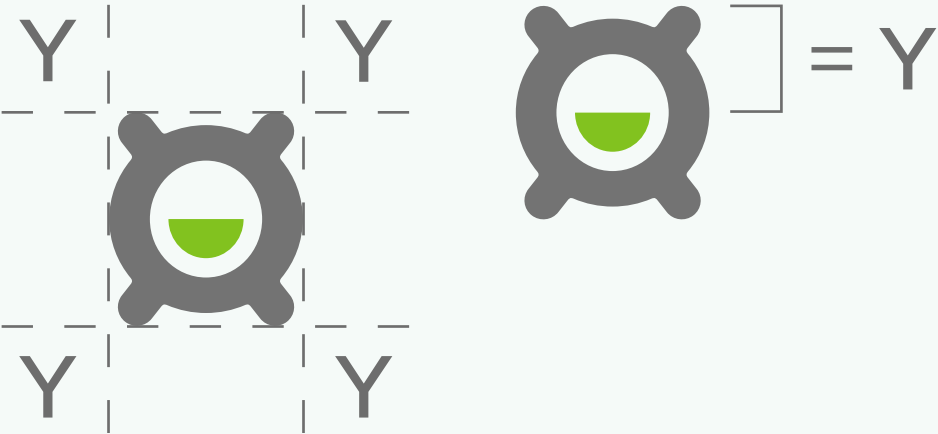
xello Digital: 48px width
Print: 0.6in width

 Digital: 16px width
Print: 0.25in width

WORDMARK CLEAR SPACING MEASUREMENT



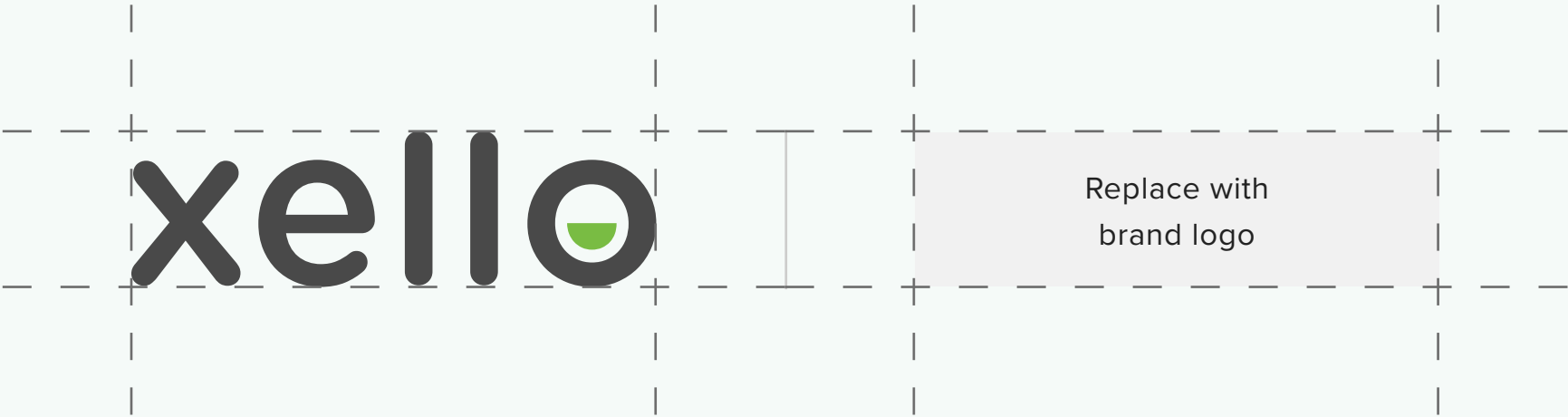
SYMBOL CLEAR SPACING MEASUREMENT



Co-branding requirements

Partner logos should be separated by one full “ increment of clear space and scale proportionally to the height of our logotype. Additionally, a thin vertical rule that matches the height of the “ may be used to clearly differentiate logos.

CO-BRANDING HORIZONTAL AND VERTICAL



Improper use of the wordmark and symbol

To maintain a consistent appearance, no attempt should be made to alter the Xello wordmark or symbol in any way. Their orientation, color and composition should remain as described in these guidelines.

xello

— Stretching/distortion
Don't squash or stretch the wordmark

xello

— Wrong colors
Don't recolor the logo with off-brand colors

xello

— Low contrast
Don't place the logo on conflicting backgrounds

xello xello
xello

— Outlines/shadows/glows
Don't add effects like drop shadows



— Modify the symbol
Don't alter the Xello symbol

xello

— Wrong placement or alignment
Don't rearrange or misalign the symbol or wordmark

xello

— Using old/retired versions
Don't use outdated logo versions



— Cropping or masking
Don't crop or place the logo inside shapes

xello

— Bad stack
Don't rearrange or stack elements outside approved configuration

Our color system

Xello’s color system is designed to balance function with personality. At its core, it’s bright, approachable, and accessible —built to support the needs of both our product design and marketing teams. Every color in this system plays a role: from bold brand moments to subtle UI backgrounds, from expressive illustrations to accessible text.

You’ll find clear guidance on when and how to use colors, including suggested palettes, to ensure your work consistently feels authentically Xello, no matter the format.



Wordmark and symbol color palette

Colors to be used on the wordmark and
symbol only.

GREEN 500
#82C31F
C60 M0 Y100 K0
PAN 368

BLACK 300
#212121
C0 M0 Y0 K87
PAN BLACK 7 C

GREY 700
#6D6D6D
C0 M0 Y0 K57
PAN COOL GREY 9 C

WHITE
#FFFFFF
C0 M0 Y0 K0

Brand identity palette

These colors have been carefully refined to optimize accessibility, brand recognition, and visibility across multiple touchpoints. They’re used on high-impact surfaces — from identity and CTAs to marketing banners and product highlights — and should appear consistently to build a recognizable brand presence.

Purple and Blue form our core brand pair.

<div>PURPLE 500</div> <div>#B474D1 C14 M44 Y0 K18</div>	<div>EMERALD 500</div> <div>#52B886 C55 M0 Y27 K28</div>	<div>ORANGE 500</div> <div>#F2801B C0 M47 Y89 K5</div>
<div>PURPLE 700</div> <div>#905DA7 C14 M44 Y0 K35</div>	<div>EMERALD 700</div> <div>#3B8460 C55 M0 Y27 K48</div>	<div>ORANGE 700</div> <div>#B15D13 C0 M47 Y89 K31</div>
<div>CORNFLOWER 500</div> <div>#6A93D8 C51 M32 Y0 K15</div>	<div>GREEN 500</div> <div>#82C31F C60 M0 Y100 K0</div>	<div>PINK 500</div> <div>#FF446C C0 M73 Y58 K0</div>
<div>CORNFLOWER 700</div> <div>#4B6EB2 C58 M38 Y0 K30</div>	<div>GREEN 700</div> <div>#44820D C48 M0 Y90 K49</div>	<div>PINK 700</div> <div>#D23859 C0 M73 Y58 K18</div>
<div>BLUE 500</div> <div>#26AFDF C83 M22 Y0 K13</div>	<div>YELLOW 500</div> <div>#FDCD2F C0 M19 Y81 K1</div>	<div>MAGENTA 500</div> <div>#D95C9F C0 M58 Y27 K15</div>
<div>BLUE 700</div> <div>#027BAF C99 M30 Y0 K31</div>	<div>YELLOW 700</div> <div>#8B710B C0 M19 Y92 K45</div>	<div>MAGENTA 700</div> <div>#BD4784 C0 M62 Y30 K26</div>

Marketing accent palette

Used to support the core palette with extra range for campaigns, UI states, or storytelling.

Should be applied with intent and restraint.

PURPLE 300
#CB9EDF | C9 M29 Y0 K13

EMERALD 300
#86CDAA | C35 M0 Y17 K20

ORANGE 300
#F6A660 | C0 M33 Y61 K4

PURPLE 900
#5A3A68 | C13 M44 Y0 K59

EMERALD 900
#285B42 | C56 M0 Y27 K64

ORANGE 900
#79400D | C0 M47 Y89 K53

CORNFLOWER 300
#96B3E3 | C34 M21 Y0 K11

GREEN 300
#A8D563 | C21 M0 Y54 K16

PINK 300
#FF7A97 | C0 M52 Y41 K0

CORNFLOWER 900
#34469B | C66 M55 Y0 K39

GREEN 900
#41610F | C33 M0 Y85 K62

PINK 900
#802035 | C0 M75 Y59 K50

BLUE 300
#68C7E9 | C55 M15 Y0 K9

YELLOW 300
#FEDC6E | C0 M13 Y57 K0

MAGENTA 300
#E48DBB | C0 M38 Y18 K11

BLUE 900
#13576F | C99 M30 Y0 K31

YELLOW 900
#665213 | C0 M20 Y81 K60

MAGENTA 900
#6C2D4F | C0 M58 Y27 K58

Supporting color palette

Tints and backgrounds

These act as backgrounds, card fills, layout containers, and structure — keeping contrast and clealiness across touchpoints.



<div>PURPLE 50 #F7F1FA C1 M4 Y0 K2</div>	<div>GREEN 50 #F2F9E8 C3 M0 Y7 K2</div>	<div>ORANGE 50 #FDF2E8 C0 M4 Y8 K1</div>
<div>PURPLE 100 #F0E3F6 C2 M8 Y0 K4</div>	<div>GREEN 100 #E6F3D2 C5 M0 Y14 K5</div>	<div>ORANGE 100 #FCE6D1 C0 M9 Y17 K1</div>
<div>CORNFLOWER 50 #F0F4FB C4 M3 Y0 K2</div>	<div>OLIVE 50 #F8F9E9 C0 M0 Y6 K2</div>	<div>RED 50 #FEEFEC C0 M6 Y7 K0</div>
<div>CORNFLOWER 100 #E1E9F7 C9 M6 Y0 K3</div>	<div>OLIVE 100 #F2F4D3 C1 M0 Y14 K4</div>	<div>RED 100 #FDDFD9 C0 M12 Y14 K1</div>
<div>BLUE 50 #E9F7FC C8 M2 Y0 K1</div>	<div>YELLOW 50 #FFFAEA C0 M2 Y8 K0</div>	<div>PINK 50 #FFECF0 C0 M7 Y6 K0</div>
<div>BLUE 100 #D4EFF9 C15 M4 Y0 K2</div>	<div>YELLOW 100 #FFF5D5 C0 M4 Y16 K0</div>	<div>PINK 100 #FFDAE2 C0 M15 Y11 K0</div>
<div>EMERALD 50 #EDF7F2 C4 M0 Y2 K3</div>	<div>GOLD 50 #FEF6E9 C0 M3 Y8 K0</div>	<div>MAGENTA 50 #FDEEF5 C0 M6 Y3 K1</div>
<div>EMERALD 100 #DCF0E6 C8 M0 Y4 K6</div>	<div>GOLD 100 #FDEED3 C0 M6 Y17 K1</div>	<div>MAGENTA 100 #F7DEEB C0 M10 Y5 K3</div>

Supporting color palette

Neutral whites, greys, and blacks

Whites and greys are essential in Xello’s color system. They create space, balance our brighter tones, and help layouts feel clean and readable. Use them as backgrounds, containers, or structural elements to support clarity without competing for attention. When use intentionally, they let our brand colors —and the content — pop.

Text colors

Primary text color: Black 300

Secondary text color: Grey 700

Section dividers and borders

Primary border color: White 900

Secondary border color: White 700

Color border color: Green 500

WHITE 100
#FFFFFF | C0 M0 Y0 K0

GREY 100
#B3B3B3 | C0 M0 Y0 K30

BLACK 300
#212121 | C0 M0 Y0 K87

WHITE 300
#FAFAFA | C0 M0 Y0 K2

GREY 300
#AEAEAE | C0 M0 Y0 K32

GREEN 500
#82C31F | C60 M0 Y100 K0

WHITE 500
#F1F1F1 | C0 M0 Y0 K5

GREY 500
#828282 | C0 M0 Y0 K49

WHITE 700
#E1E1E1 | C0 M0 Y0 K12

GREY 700
#6D6D6D | C0 M0 Y0 K57

WHITE 900
#CCCCCC | C0 M0 Y0 K20

GREY 900
#484848 | C0 M0 Y0 K72

Visual theme palettes

These suggested visual themes are built around Xello’s core brand colors — Blue and Purple — and offer tone-based direction for applying color across campaigns, illustrations, and layouts. Each theme is a flexible starting point to help guide mood and messaging, while keeping your work aligned with our brand’s bright, consistent feel.

Distinctly Xello

Bold, optimistic, and energetic

Main colors

- Blue 700
- Green 500

Accent colors

- Purple 500
- Pink 500
- Blue 500



Every student future ready!




Every student future ready!

Over 30 years of experience

Supporting over 2,800 school districts and 6 million students nationwide, we have the experience to serve a diverse set of needs and populations.

Primary CTA

Secondary CTA



“ We have had continued success and increased student and teacher engagement with Xello and appreciate the continued support and guidance from Xello’s outstanding team!”



Sylvia Gamboa
Director of Guidance and Counseling,
Harlingen CISD, TX

Visual theme palettes

Supportive Xello

Less coprorate, more human

Main colors

Purple 700

Blue 500

Accent colors

Emerald 500

Magenta 500

Cornflower 500



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Sylvia Gamboa
Director of Guidance and Counseling,
Harlingen CISD, TX

Visual theme palettes

Boldly Xello
Confident, bold, and built to inspire

Main colors

- Purple 900
- Blue 700

Accent colors

- Green 500
- Pink 500
- Green 700



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Secondary CTA



“ We have had continued success and increased student and teacher engagement with Xello and appreciate the continued support and guidance from Xello’s outstanding team!”



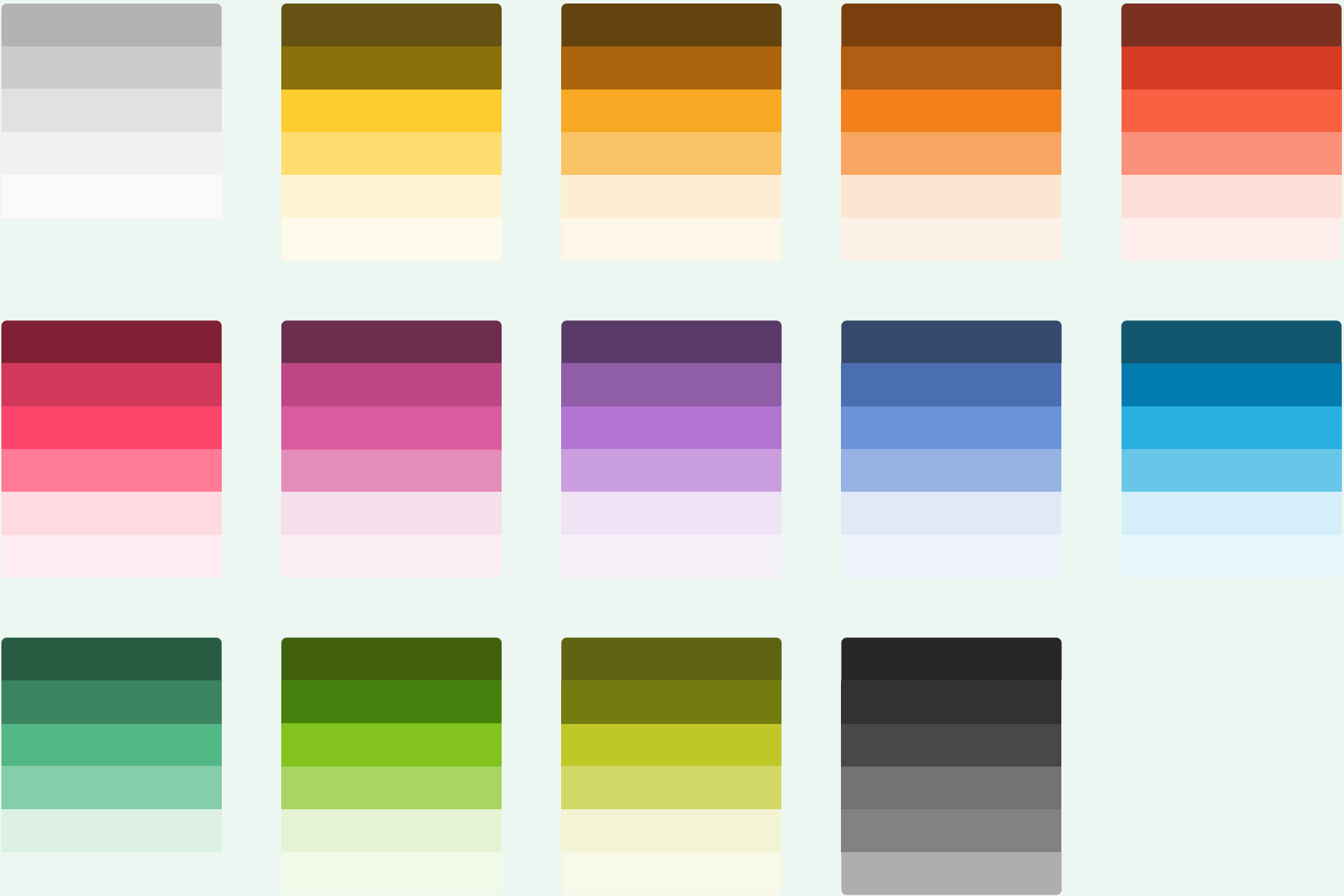
Sylvia Gamboa
Director of Guidance and Counseling,
Harlingen CISD, TX

Design system palette

The Design System Palette is a comprehensive collection of Xello colors, structured for precise and intentional use across our product interfaces, illustrations, and marketing visuals. This expanded palette contains additional colors and tints specifically for product design and specialized illustration needs—ensuring brand consistency and accessibility standards are met. Please note, while some colors within this palette are reserved for specific teams or purposes, you’ll always find clear guidance here on how to select and apply colors effectively to create visuals that authentically represent the Xello brand.

Visual role guidance

- 50-100 values - ideal for backgrounds, overlays, and soft illustrations
- 300-500 vaules - accents and expressive design use
- 700-900 values - contrast, UI states, or functional emphasis (not for brand expression)



Typography

The fonts and styles that reflect our brand personality and enhance readability.

Proxima Nova is our brand’s primary typeface. These colors have been tested against our brand colors to meet accessibility needs.

When using MS Office applications, Proxima Nova requires a license. Request one as needed from IT.

Proxima Nova

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Type hierarchy

The colors should be consistently used for all written content across product and marketing. They meet WCAGG AA contrast requirements.

- Light background with Black 300 (#212121) or Grey 700 (#6D6D6D) text
- Dark background with white text only
- Use a richer color (like Purple 900 #5A3A68 or Emerald 700 #3B8460) to give quotes personality and emotion
- Use Blue 700 (#027BAF) only for links and buttons — not for titles or large content blocks
- Increase font weight when using white text on colored backgrounds (i.e., thin/light to regular)

ARTICLE

TESTIMONIALS /
PULL QUOTES



Page title or main heading

Subsection or module header

Card title goes here

This is a paragraph

This is supporting text

[Learn more](#)

“This changed how we prepare students for the future.”

— Jamie Reynolds, Guidance Counsellor
Orange County Public Schools, FL



Page title or main heading

Subsection or module header

Card title goes here

This is a paragraph

This is supporting text

[Learn more](#)

“This changed how we prepare students for the future.”



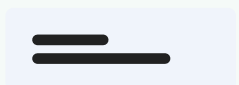

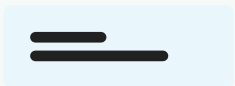
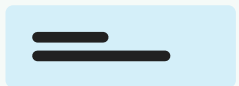



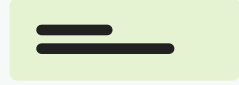

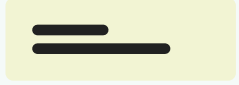



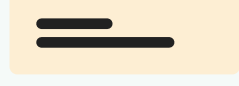








— Jamie Reynolds, Guidance Counsellor
Orange County Public Schools, FL

Accessibility text colors

The colors should be consistently used for all written content across product and marketing. They meet WCAGG AA contrast requirements.

- Ensure minimum 4.5:1 contrast between text and background at all times

BLACK 300 TEXT ON 50-100 VALUES

		
#F6F2F8	#EFE2EF	#F1F4FA
		
#E1E8F6	#E9F7FE	#D5EFF9
		
#EDF7F3	#DCEFE5	#F3F8E8
		
#E5F0D3	#F9FAEA	#F2F5D5
		
#FFFAEB	#FFF6D4	#FFF7EB
		
#FCEED5	#FFF3E9	#FAE5D1
		
#FEF0EC	#FDDFD8	#FDECF0
		
#FBD9E0	#FDEFF5	#F7DEEB

WHITE TEXT ON 700-900 VALUES

		
#905DA7	#5A3A68	#4B6EB2
		
#34496B	#027BAF	#13576F
		
#3B8460	#285B42	#44820D
		
#41610F	#747C0F	#5F6313
		
#8B710B	#665213	#AB630D
		
#63440E	#B15D13	#79400D
		
#D73B24	#7B3021	#D23859
		
#802035	#BD4784	#6C2D4F

Illustrations

Illustrations help tell stories that feel warm, inclusive, and human. They bring clarity to our messaging and make our brand feel approachable, student-centered, and future-focused.

For any illustration inquiries, please contact marketing@xello.world



Icons

Symbols that help make content easier to scan and understand.

2D Icons

These are great for reports, presentations, campaigns, stats, and marketing materials

Line Icons

Use these for web/app UI, tooltips, buttons, or any small, functional elements

For any icon inquiries, please contact marketing@xello.world



✓ What makes a “Xello Icon”

- Flat and simple — no shadows or gradients
- Rounded, friendly forms that match our approachable brand
- Instantly recognizable, even at smaller sizes
- Use a grey border when placing icons on light backgrounds
- Stick to color values in the 100-300 range to help icons “pop” without overpowering the design

✗ Avoid

- Shiny 3D or realistic icons
- Mixing 2D and line-based icons together
- Random clipart from the internet
- Detailed illustrations instead of small, clean icons (see example above)

Photography

Visual style that conveys our brand story through photos, illustrations, and graphic elements.

General image criteria for photography:

- Photography with bright, vibrant, and brand aligned colors
- Models are diverse, appear connected and focused
- A natural composition within authentic environments

Note that some rights may not be covered for all situations. If in doubt, please contact marketing@xello.world



Product screen captures

Consistent and polished screenshots help communicate Xello’s product in the best light. Follow the guidance below when creating and presenting screen captures in branded materials.

Screen sizes to use

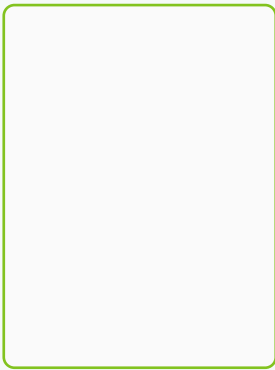
Always capture screens at these standard device widths. Resize your browser using a plugin to match these dimensions before taking a screenshot.



DESKTOP

Width: 1366+px

Great for full dashboard views



LAPTOP

Width: 1024px

Default for web UIs



TABLET

Width: 768px

Use landscape orientation



MOBILE

Width: 375px

Use portrait Orientation



What to capture

- **Full-page views:** Use a browser plugin approved by IT to capture the full scrollable screen.
- **Key interaction points:** Showcase meaningful steps in a process (e.g., lesson start, goal setting, transcript request).
- **Clean UI states:** Avoid showing tooltips, cursor hovers, or incomplete inputs.



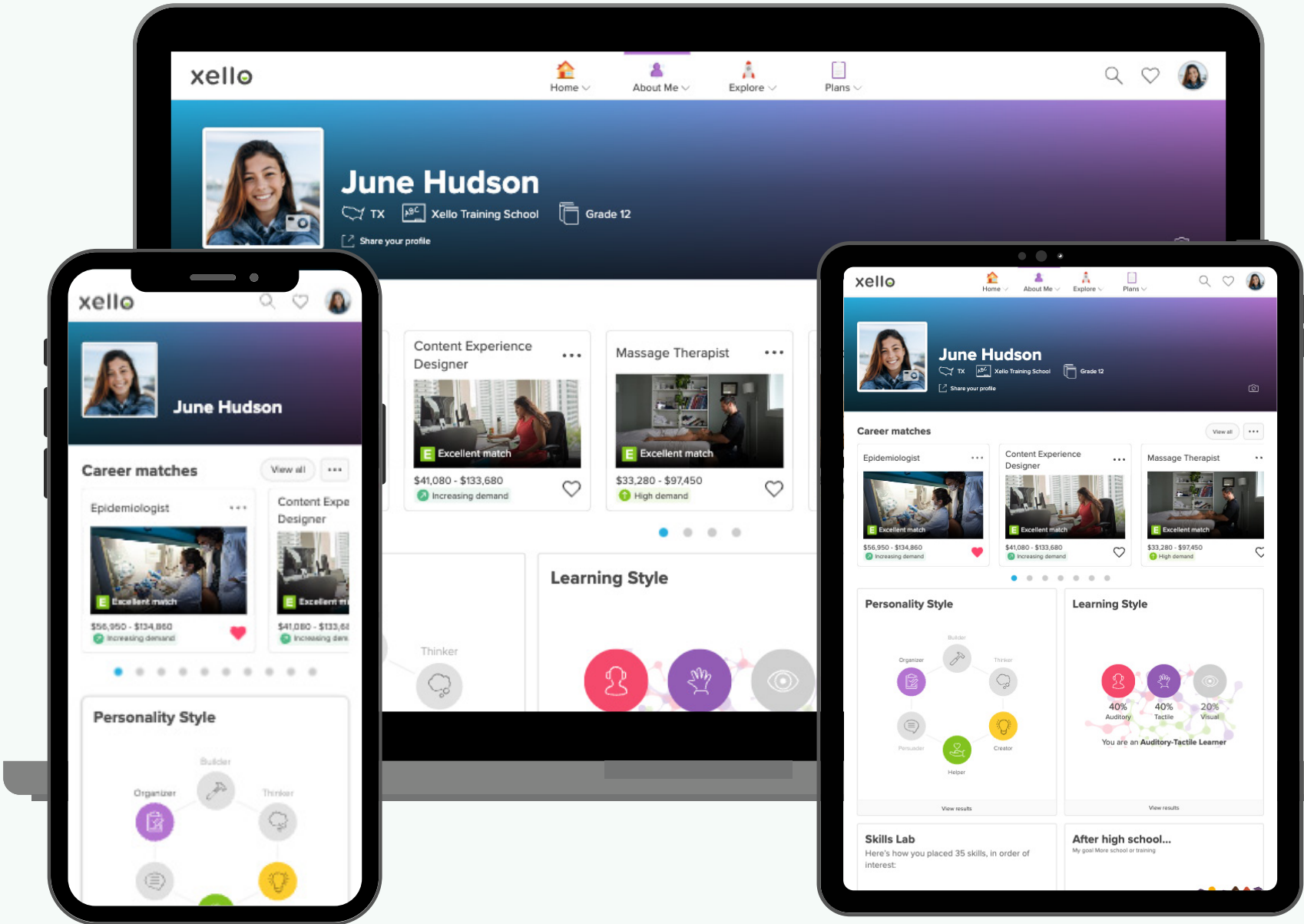
Don'ts

- Don't include browser chrome (tabs, URL bar, bookmarks)
- Don't use low-res, cropped or blurry screenshots
- Don't use outdated versions of the UI
- Don't modify UI elements, text, or colors

Framing screenshots

Use the following treatment to ensure consistency:

- **Preferred:** Place screenshots in a realistic device frame (e.g., phone, tablet, laptop) that aligns with the captured size.
- **Alternative:** If a device frame isn't used, apply a 4-8px rounded rectangle mask with a subtle grey border Grey 900 and 700 or Green 500.
- **Padding:** Include a 16-32px white space around all screenshots when placing them in layouts.



Contact

Approval Processes & Updating the Brand Guide

This guide is a living document and will be updated as new templates, messaging, and branding guidelines are developed.

Contact for Support

marketing@xello.world

