



# Brand Guidelines

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**Welcome.**







# Vision & Mission

## Our vision

Our vision at Xara is to become an indispensable part of daily work life. Need a document — Use Xara

## Our mission

Xara is setting a new standard for content creation by bridging the gap between basic document editors and sophisticated design software so anyone can express their thoughts and ideas in a visually stunning way.





# Xara

## Who we are

Xara is a software company that builds content creation products and solutions for businesses.

## What we do

We help businesses connect with customers through high quality content.



# Tone of voice

Xara voice is human, It's friendly, professional and empowering.

We try to inspire and encourage people to create great content in a simplified way.





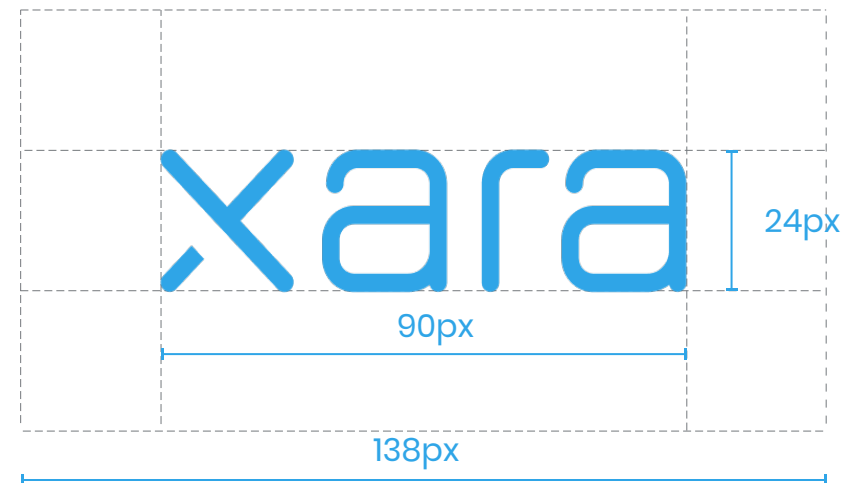
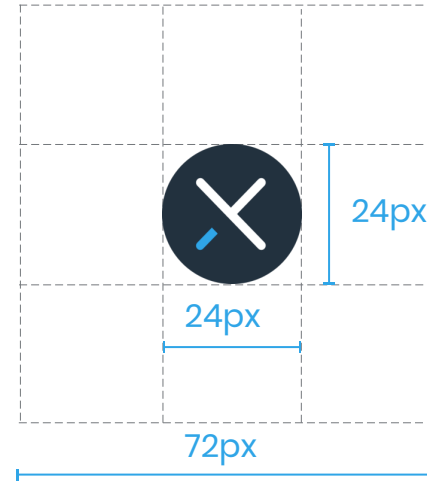


# Logo

There are 2 version of logo depends on the purpose of use:

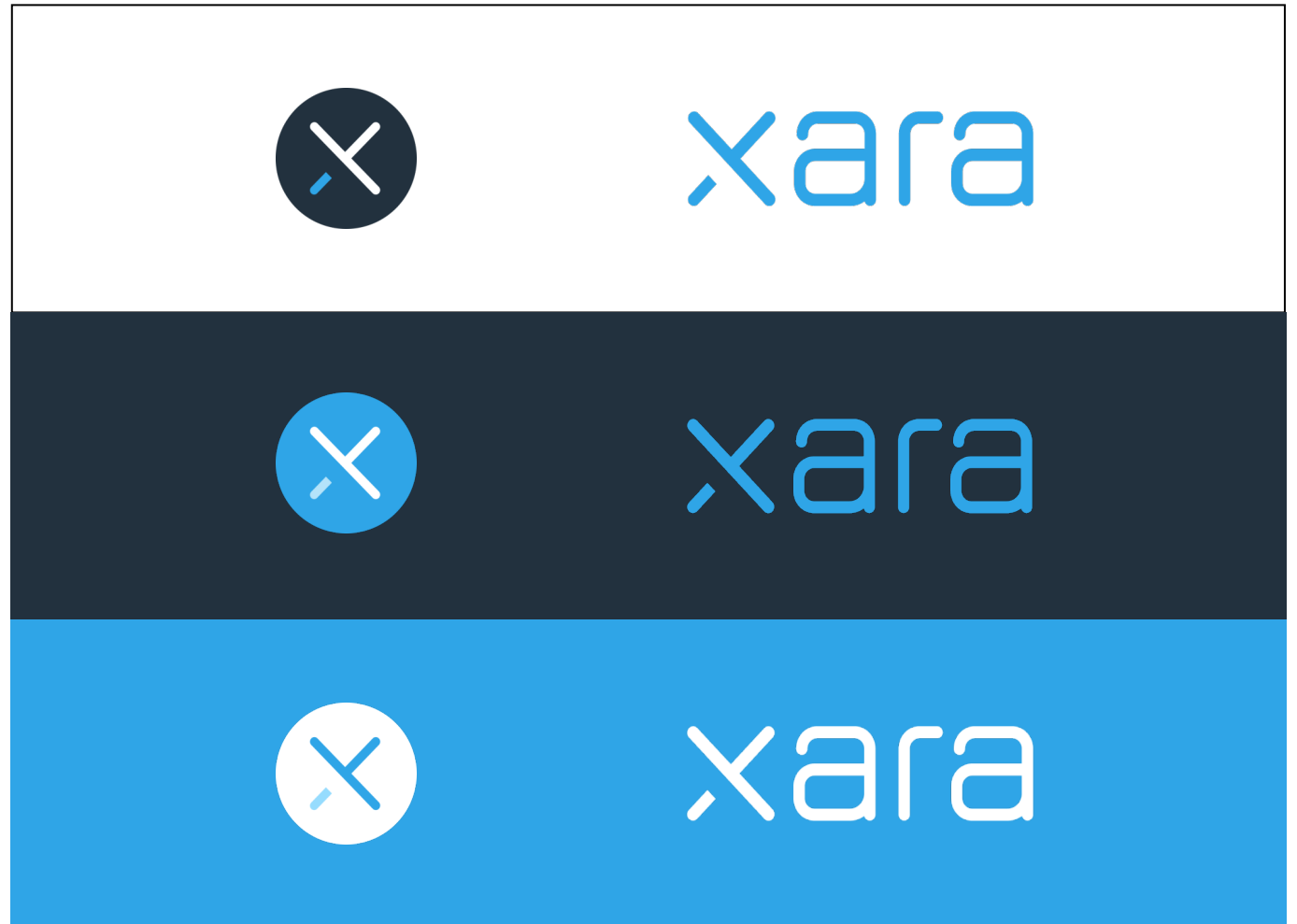
**The symbol** — is legible at most sizes.

**The Xara logo** — is the primary logo for large-scale use.

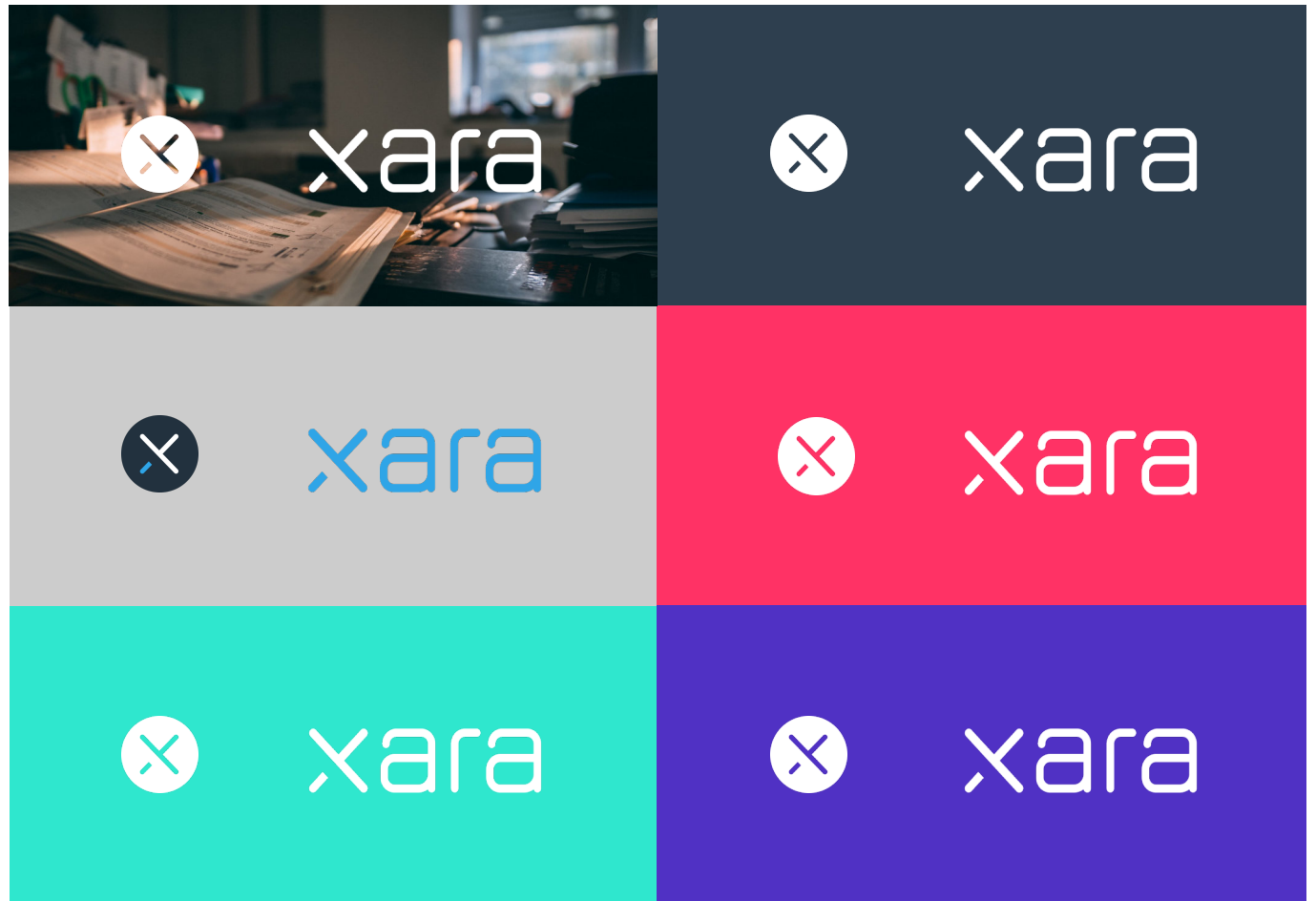




# Usage on backgrounds



# One-color use



# Logo misuse

✗ Crop



✗ Transparency



✗ Change the colors



✗ Unnecessary Decoration



✗ Change the size



✗ Distort



✗ Drop shadows or effects



✗ Different typeface



✗ Outline



✗ Rotate

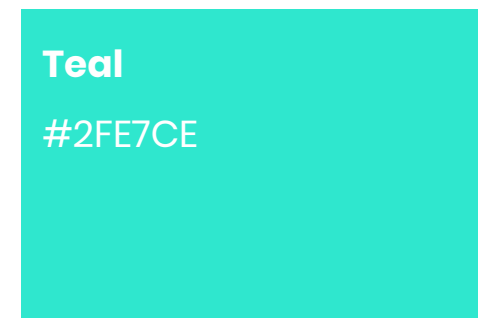
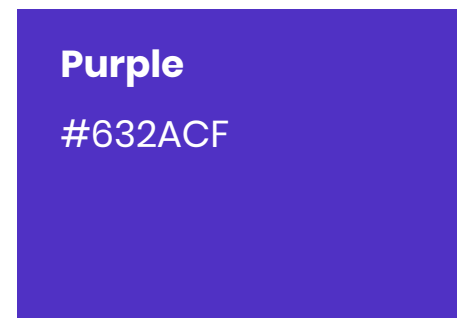
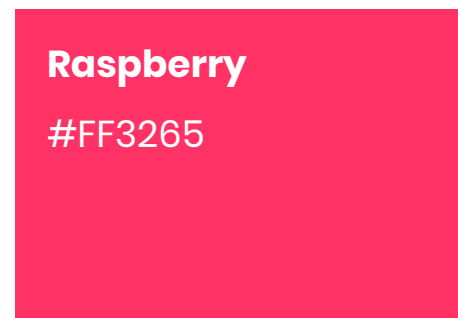
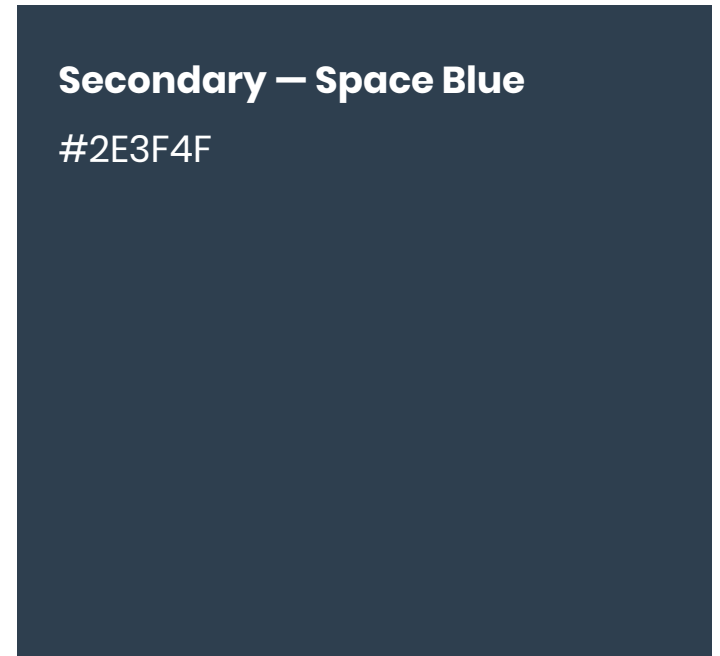
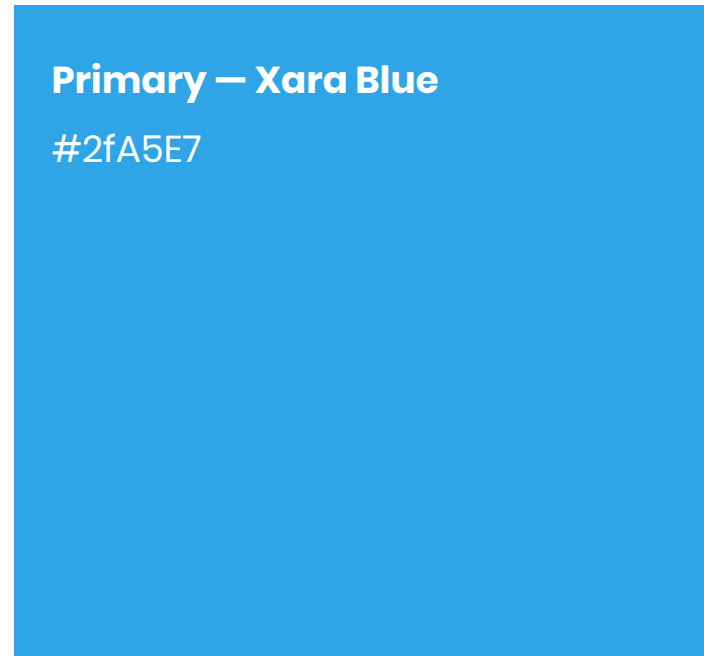




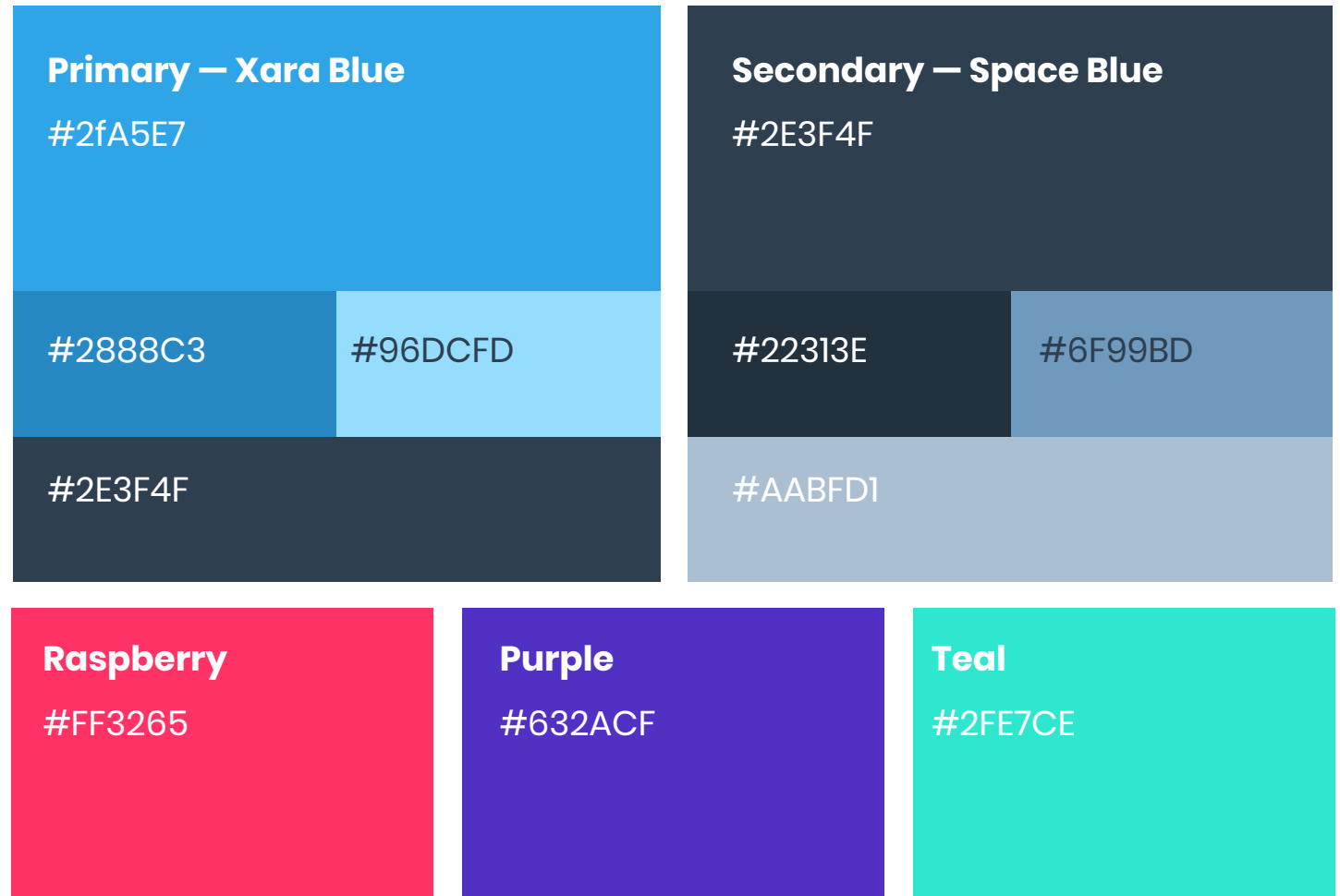
# Core colors

Color proportions, primary colors should always be set in **Xara blue, Space blue or white.**

**Raspberry, purple and teal** can be used as accent colors.



# Secondary colors





# Color combinations

## **White on Xara Blue**

White on Xara Blue

## **Black on Xara Blue**

Black on Xara Blue

## **Space blue on Xara Blue**

Space blue on Xara Blue

## **White on Space Blue**

White on Space Blue

## **Xara Blue on Space Blue**

Xara Blue on Space Blue

## **Xara Blue on Black**

Xara Blue on Black

## **Xara Blue on White**

Xara Blue on White

## **Space blue on White**

Space blue on White



# Typography – Poppins

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

Thin

*Thin italic*

Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

SemiBold

*SemiBold Italic*

ExtraBold

*ExtraBold Italic*

Black

*Black Italic*

Welcome to Xara Cloud

*Welcome to Xara Cloud*

Welcome to Xara Cloud

*Welcome to Xara Cloud*

Welcome to Xara Cloud

*Welcome to Xara Cloud*

Welcome to Xara Cloud

*Welcome to Xara Cloud*

**Welcome to Xara Cloud**

***Welcome to Xara Cloud***

**Welcome to Xara Cloud**

***Welcome to Xara Cloud***

**Welcome to Xara Cloud**

***Welcome to Xara Cloud***

# Typography – Roboto

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

Thin  
*Thin Italic*  
Light  
*Light Italic*  
Regular  
*Regular Italic*  
**Bold**  
***Bold Italic***  
Medium  
*Medium Italic*  
**Black**  
***Black italic***

Welcome to Xara Cloud  
*Welcome to Xara Cloud*  
Welcome to Xara Cloud  
*Welcome to Xara Cloud*  
Welcome to Xara Cloud  
*Welcome to Xara Cloud*  
**Welcome to Xara Cloud**  
***Welcome to Xara Cloud***  
**Welcome to Xara Cloud**  
***Welcome to Xara Cloud***  
**Welcome to Xara Cloud**  
***Welcome to Xara Cloud***

# Type specimen



## H1

Poppins, SemiBold, 36/ 38

## H2

Poppins, SemiBold, 24/ 28

## H3

Poppins, SemiBold, 18/ 21

## H4

Poppins, SemiBold, 18/ 21

## P

Poppins, SemiBold, 8/ 10

## Pull Quote

Poppins, Thin 18/ 21

## CTA Text

Roboto, Poppins Bold, 14/ 16

# Welcome to Xara Cloud!

## Create visual and engaging business.

### And marketing documents that work in minutes – no design experience required.

Smart design made for everyone.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Xara Cloud is a powerful creation platform that brings stories, brands and results to life.

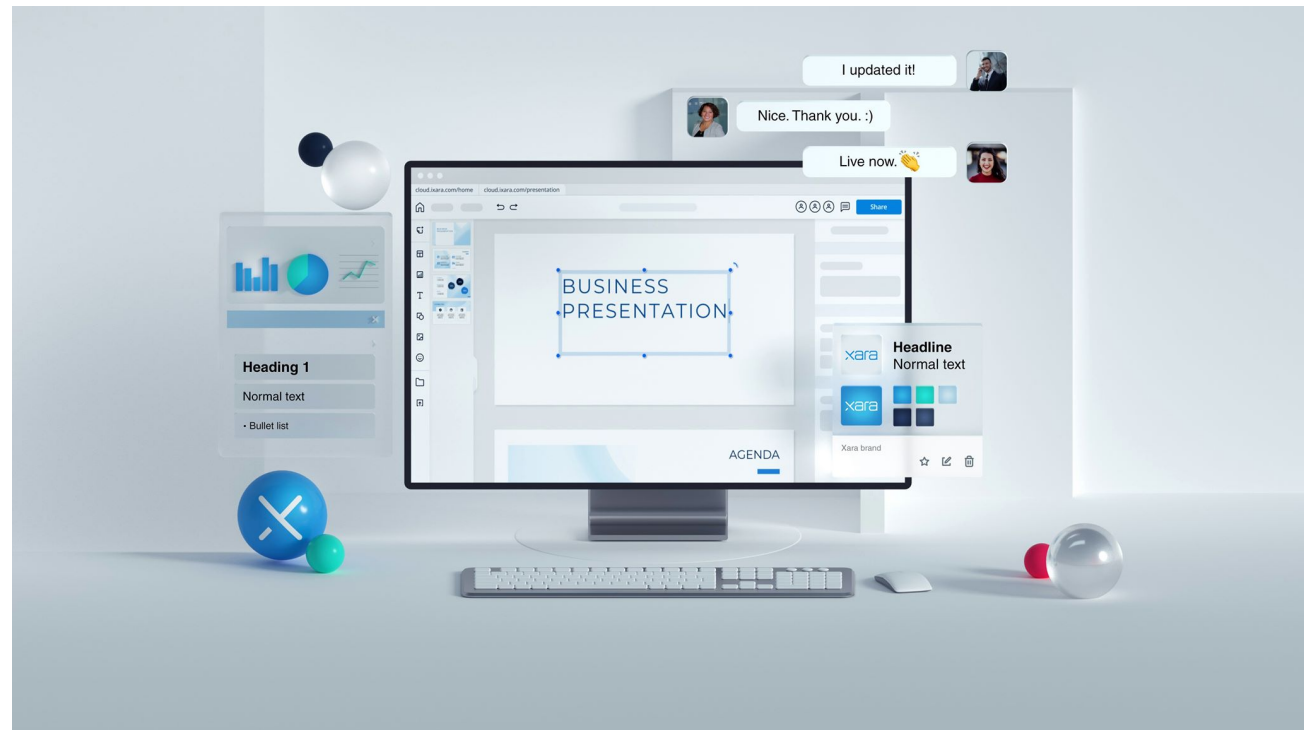
Button

Next →



# Illustration

All illustrations on Xara should represent the **Xara personality** of creativity, productivity, business-oriented, team work and definitely modern but not cute.



# Photography

## Business-oriented

Modern and productive environment.

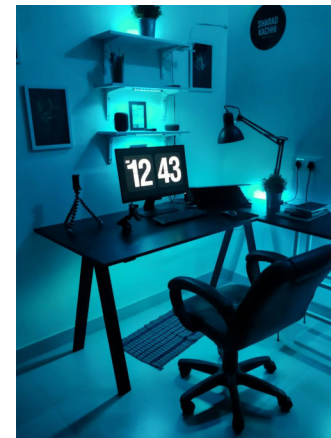
## Minimal

Preferably minimal and simple with solid background with our corporate colors.



## Our people

Collaboration and team work, relatable to our target groups.





**Thank You.**

