

Brand Guidelines



TABLE OF CONTENTS

OUR BRAND	01
OUR LOGO	02
LOGO USAGE GUIDELINES	09
COLOR PALETTE	11
TYPOGRAPHY	15
SUB-BRANDS	20

OUR BRAND

Xenophon is an independent PR agency with practices in media relations, digital advocacy, crisis & issues communications and public affairs. The firm is widely acclaimed as a pioneer in advanced public communications and executes precision campaigns at the local, state and national levels. Xenophon manages issues and influence opinions and actions. We work across all media, but believe that influencing professional journalists is key because credible stories drive digital content and social audiences. We work with some of the world's best known companies, associations, industries and governments. Xenophon is headquartered in Washington, DC.

OUR LOGO

Our official logo is the “X mark” icon with “Xenophon Strategies” following it. The corporate mark and logotype are considered to be a single design element and should be positioned on every communication tool as a unit.

The logo should primarily be used in full color unless there is not enough contrast given the graphic or background element. In such cases, the white or dark blue version of the logo should be used.



CLEAR SPACE

Clear space is the area that is required around the outside of our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required clear space for the logo is defined by the measurement of the “X mark” icon as shown.



MINIMAL SIZES

Our Logo should always be visible.

While our logo can be resized to fit different types of collateral, it's important that you never scale them down below the recommended sizes.

Web



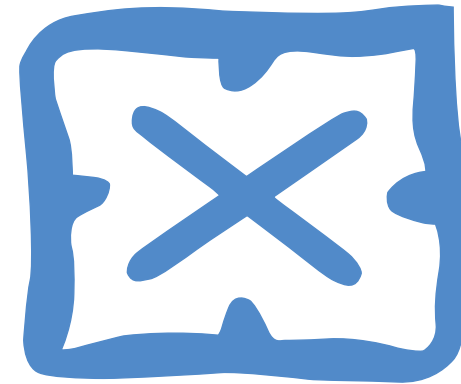
Print



ICONOGRAPHY

The “X mark” icon can be used as a design element for company branded materials. For example, the icon can be used to create a pattern, as part of an overlay on an image, or as an element in a graphic.

However, the “X mark” icon should not be used in place of the logo. The icon does not replace or stand for the logo but rather serves as an element that can be used to create graphic designs.



LOGO TYPOGRAPHY


The Xenophon logo was created using a combination of the font P22 Escher for the word "Xenophon" and Arial narrow for the word "strategies" in a bold weight using all caps.

The fonts used in the logo should not be used on any design or collateral material development. Check out the typography section for fonts to use when designing branded content.



LOGO COLORS

The Xenophon logo was created using two specific blue pantone colors. The “X mark” icon is in Pantone 659 and the “Xenophon Strategies” text is in Pantone 534. The logo colors should never be modified for any reason.



The logo consists of a square icon with an 'X' inside, followed by the text 'XENOPHON' in a serif font and 'STRATEGIES' in a sans-serif font below it. Two circles are drawn around the top corners of the icon and the letter 'S' in 'STRATEGIES'. Lines connect these circles to two color swatches below: a lighter blue swatch on the left and a darker blue swatch on the right.

Pantone 659		Pantone 534
#518BC9		#32598A
C 69		C 91
M 38		M 72
Y 0		Y 27
K 0		K 0

USAGE GUIDELINES

- | Never change or alter the logo elements, order, or proportions.
- | Do not change or alter the colors, strokes and notes of the logo.
- | Do not change the logo fonts.
- | Do not rotate or reflect the logo.
- | Do not use 3D effects or shadows.
- | Do not place over color gradients or photos where there is not enough contrast between the logos and background.



COLOR PALETTE

Our primary color palette consist of a core, select number of shades and hues of blues. This monochromatic palette is both strong and bold while still maintaining a certain level of muted sophistication to it. The primary color palette can be used to meet almost any design needs and should make up the majority of a design.

In the case in which a pop of color is needed, the provided secondary color palette can be used. Colors from the secondary palette should not be used to replace a primary color. Instead, it is meant to be used as a layout color option.

All branded collateral materials is meant to sample the color palette and use a collection of these colors. This flexibility allows content to fit within its context and create an overarching brand that is modern, simple and sophisticated.

PRIMARY COLOR PALETTE

#1F3857
R31 G56 B87
C64 M36 Y0 K66

#284A70
R40 G74 B112
C64 M34 Y0 K56

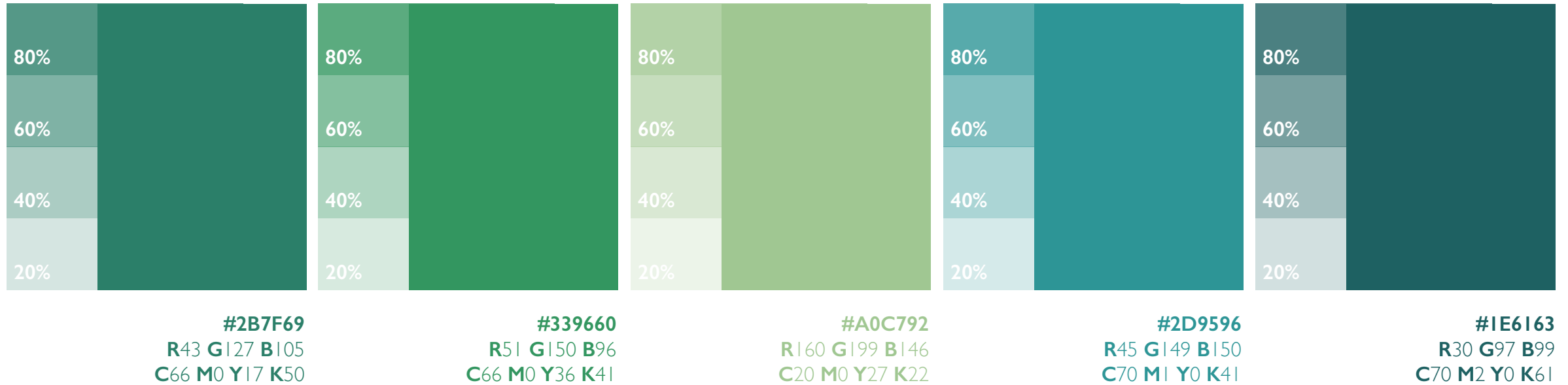
#30598A
R48 G89 B138
C65 M36 Y0 K46

#518BC9
R81 G139 B201
C60 M31 Y0 K21

#8BB9DE
R139 G185 B222
C37 M17 Y0 K13

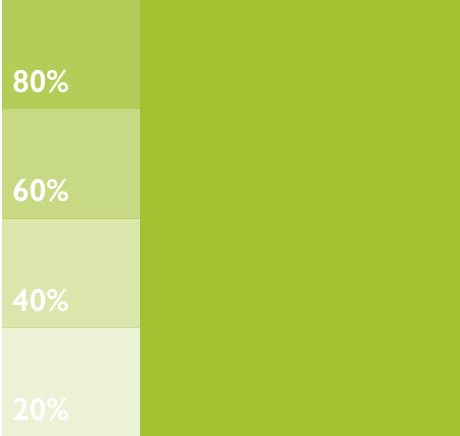
#C4DCF3
R196 G220 B243
C19 M9 Y0 K5

SECONDARY COLOR PALETTE



Pop of Color

In the case in which a pop of color is needed for design purposes, the following two colors are recommended for use.



#A2C02F
R162 G197 B47
C16 M0 Y76 K25



#d71920
R215 G25 B32
C0 M88 Y85 K16

TYPOGRAPHY

Xenophon branding does not use either of the logo fonts as support text on a design piece. The outlined typography is to be used on all brand and sub-brand material development.

The primary typeface for headings, subheadings or titles on printed and online materials is Gill Sans. When using the font for both header and subheader, different font weights should be used for contrast and to clearly show hierarchy. The Gill Sans typeface should never be used in “ultra” weight varieties for any collateral material design. The free alternative for usage is **Roboto and Open Sans**.

The primary typeface for body copy on printed and online materials is Palatino Linotype. The free alternative for usage is **EB Garamond and Libre Baskerville**.

All free font alternatives can be downloaded from fonts.google.com.

Headline Typeface

Aa

Gill Sans
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

1234567890

Gill Sans
Light

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

1234567890

Gill Sans
Semibold

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

1234567890

Gill Sans
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

1234567890

*Gill Sans
Regular Italic*

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

1234567890

*Gill Sans
Light Italic*

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

1234567890

*Gill Sans
Semibold Italic*

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

1234567890

**Gill Sans
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**

1234567890

Body Copy Typeface

Aa

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

Palatino
Regular

1234567890

Palatino
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

1234567890

*Palatino
Regular Italic*

*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*

1234567890

*Palatino
Bold Italic*

*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*

1234567890

Typography Style

Lorem Ipsum

Beratum et unt maxim auditeverfer tendici?

**Me voluptae lam raestor restibus est optat volupta tiatiis
dolluptatem nones imoluptata num unt ut est, quatiunt.**

Me voluptae lam raestor restibus est optat volupta tiatiis dolluptatem nones
magnate dolupiet laudem. Iqui simodit aut aut quiamen iminim repress vel molupis
es auta net hicipit qui quam qui des doluptaqui tem. Ditusandia sam est andelecea
ipsunt rero mi, conserorerum dendebsi optat quia quam esequo tecus, natemolor.

- Rem si blaborectis exerce rehendū cilicte alignam audandendam vendio.
- Vel ipicia ne expersp ediscipis mil mostium fugitae. Nienisi ntusaepres.
- Restdoluptibus ea nonem rest, il ipsam, sam, omnis ut alis qui volore.

Bor sitiasp elignim illuptae et voluptas seque laut quatet plis niemi nonsed
magnitionet harciis inus derro to que pro volorrovidi se dolendae velique plic tenis
ad modiant aborrovit, vent, omnis qui ium quatiume nonsed molorepuda volor abo.

*Epe quam faccusae eaquisit maximilit asperernam aligenderum natest, cones estrum quossed
qui nimus am ipis moluptatio voluptatis etur?*

HEADINGS:
GILL SANS SEMIBOLD/BOLD

SUBHEADINGS:
GILL SANS REGULAR/LIGHT

INTRODUCTION:
PALATINO BOLD/ ITALIC

BODY:
PALATINO REGULAR

BULLET STYLE:
PALATINO REGULAR/ITALIC

BODY STYLE:
PALATINO ITALIC/BOLD



OUR SUB-BRANDS

Below our Xenophon Strategies master brand are three verticals—Xenwatch™, Xenophon Analytics and XenSights—known as sub-brands. Xenwatch™ is a media coverage monitoring service provided by the agency to clients. Xenophon Analytics tracks online performance and provides search engine optimization strategies and support. XenSights is a blog hosted by the agency that provides informational and opinion based pieces on current news and events as it concerns the world of public relations.

Sub-brand logos can be used on their own to represent the brand in any context that is specific to that vertical.

OUR SUB-BRANDS LOGOS

Similar to the brand logo, the sub-brand logos use the same "X mark" icon and fonts. The logos differentiate themselves through the use of color, copy and with the trademark symbol on the XenWatch logo. The "X mark" icon and following copy should be positioned on every communication tool as a unit.

The logos should primarily be used in full color unless there is not enough contrast given the graphic or background element. In such cases, the white or dark blue version of the logo should be used.

XenWatch™ Logo



Xenophon Analytics Logo



XenSights Logo





xenophon

STRATEGIES