

# BRAND GUIDELINES

xylemdesign – visual identity

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# Logo

The Xylem Design logo is the most recognisable element of our visual identity.

The logo mark embodies our brand values.

It should be used to capture the essence of the brand.

The Xylem Designs logo is primarily displayed horizontally.

## Main Logo

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## Logo Mark

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# Colours

The Xylem Design brand colours have been carefully chosen to represent our brand.

The primary colours are Forest Green and Fresh Green.

The Secondary colours are Field Green, Light Green, Black and White.

## Primary Colours

|                                     |                                    |
|-------------------------------------|------------------------------------|
| <div>Forest Green<br/>#07763e</div> | <div>Fresh Green<br/>#87ea5c</div> |
|-------------------------------------|------------------------------------|

## Secondary Colours

|                                    |                                    |                              |                              |
|------------------------------------|------------------------------------|------------------------------|------------------------------|
| <div>Field Green<br/>#278f30</div> | <div>Light Green<br/>#e0fbf2</div> | <div>White<br/>#f9fbfd</div> | <div>Black<br/>#191919</div> |
|------------------------------------|------------------------------------|------------------------------|------------------------------|

# Typography

Primary brand typeface.

Poppins

Used for:

- Headlines
- Key messaging
- Website navigation
- Brand statements

Communicates:

- Modernity
- Confidence
- Accessibility

Supporting typeface.

Open sans

Used for:

- Body copy
- Supporting content
- Documents

Communicates:

- Clarity
- Professionalism
- Readability

## Primary Font

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Aa

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"£\$%^&\*()<>|\\/?@#~

## Supporting Font

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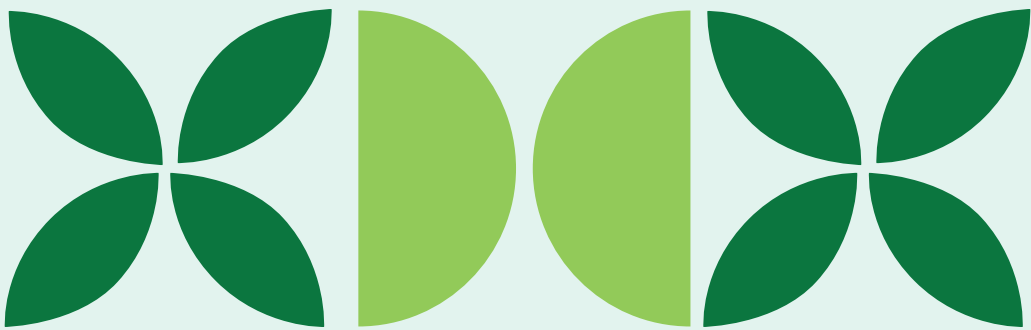
Aa

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"£\$%^&\*()<>|\\/?@#~

# Design Elements

The "Visual Overview" section serves as a comprehensive guide, consolidation all the key graphic elements that comprise the distinct visual identity of the xylem design brand. From the iconic wordmark to the font treatment, the recognizable leaf shape and unique photo style, this section provides a holistic understanding of the visual elements that bring the brand to life.



# Mission Statement & Values

Xylem Designs brand essence is to help local businesses grow through thoughtful web design, honest advice and lasting digital foundations.

## Mission Statement

To create bespoke websites that help local businesses establish credibility, attract customers and grow with confidence through clear communication, transparent processes and thoughtful design.

## Values

- Honesty
- Simplicity
- Reliability
- Creativity
- Collaboration
- Growth
- Craftsmanship

# Voice & Tone

Our voice is clear, educational and confident, explaining digital concepts in straightforward language that business owners can easily understand.

## Brand Voice

Xylem Design communicates with clarity and confidence, translating complex web and digital concepts into practical advice that empowers local business owners to make informed decisions.

## Brand Tone

Professional, approachable and encouraging, delivering expert guidance through straightforward language that builds confidence and trust.