XYLEM

BRAND IDENTITY GUIDELINES

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WELCOME TO XYLEM ROBOTICS

INTRODUCTION

Welcome to the Xylem Robotics Brand Guidelines. This comprehensive document serves as the cornerstone of our organization's professional image. Adhering to the guidelines regarding logo usage, color schemes, typography, and graphic elements outlined here is crucial for maintaining consistent communication and fostering brand recognition.

BRAND

GUIDELINES

LOGO & BRAND BOX

DESCRIPTION

Xylem was conceived within a cannabis lab, exclusively designed for the cannabis industry, with its name derived directly from the plant. Xylem, representing the vascular tissue responsible for transporting water throughout a plant's body, symbolizes the efficiency our machines bring to a cannabis production plant. Our logo mirrors the characteristics of our machines – big, bold, and simple – capturing the essence of our innovation.

XYLEM   XYLEM

PRIMARY USE

DESCRIPTION

On a muted background, our primary logo features the word "Xylem" in our distinctive orange and navy blue colors. When deciding between these colors, we opt for orange to draw attention and blue when aiming for a more subdued and understated appearance.

USAGE

EXCLUSION ZONE

LOGO HEIGHT .75"

XYLEM

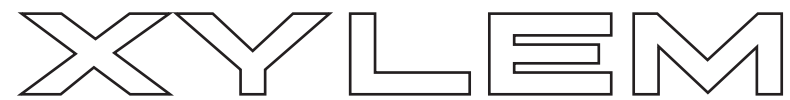EXCLUSION ZONE .325"

MINIMUM SIZE

XYLEM

MINIMUM HEIGHT .1875"

DO NOT

XYLEM

Outline logo

XYLEM

Use colors not mentioned in this guide

BRAND BOX

LOGO REVERSED OUT

The other variation of our logo is the classic xylem title on top of a navy blue or orange background.
This is for when we want to emphasize more color.

FONT & TYPOGRAPHY

BRAND TYPEFACES

Typography is the skillful arrangement of letters and text, intending to render the copy legible, clear, and visually engaging for the reader. It encompasses considerations of font style, appearance, and structure, with the ultimate goal of evoking particular emotions and effectively conveying a precise message.

PRIMARY FONT:

PROXIMA NOVA

The primary typeface is to be used for all brand and marketing materials.

Proxima Nova- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

abcdefghijklmnopqrstuvwxyz!@#$%^&*()_+

Proxima Nova- Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

abcdefghijklmnopqrstuvwxyz!@#$%^&*()_+

Proxima Nova- Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

abcdefghijklmnopqrstuvwxyz!@#$%^&*()_+

Proxima Nova- Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

abcdefghijklmnopqrstuvwxyz!@#$%^&*()_+

FONT & TYPOGRAPHY

AUTOMATED VAPE FILLING — Header

About — Sub-header

The Xylem X4 automated cart-filling machine is the most efficient automated vaporizer filling system on the market. This system quickly and accurately fills and caps vaporizers and can handle different sizes and configurations of the carts, allowing one person to fulfill orders with greatly reduced time and effort. — Body

Features

Speed: 1650 units/hour

Form Factor: top-filled vape carts with press, screw, or click-in closures

Fill Material: all liquid concentrates

Fully Automated: in-line fills and caps

Personnel: one technician

Cart Material: plastic, glass, and ceramic

FONT & TYPOGRAPHY

BRAND COLORS

XYLEM'S COLORS

Color holds immense significance in branding and marketing, serving as the initial touch point for customer impressions. It plays a pivotal role in establishing a robust identity for a company, acting as a secret weapon in this endeavor. Beyond being a visual aid, colors transcend to convey emotions, feelings, and experiences, making them integral communicators in the brand's narrative.

ORANGE

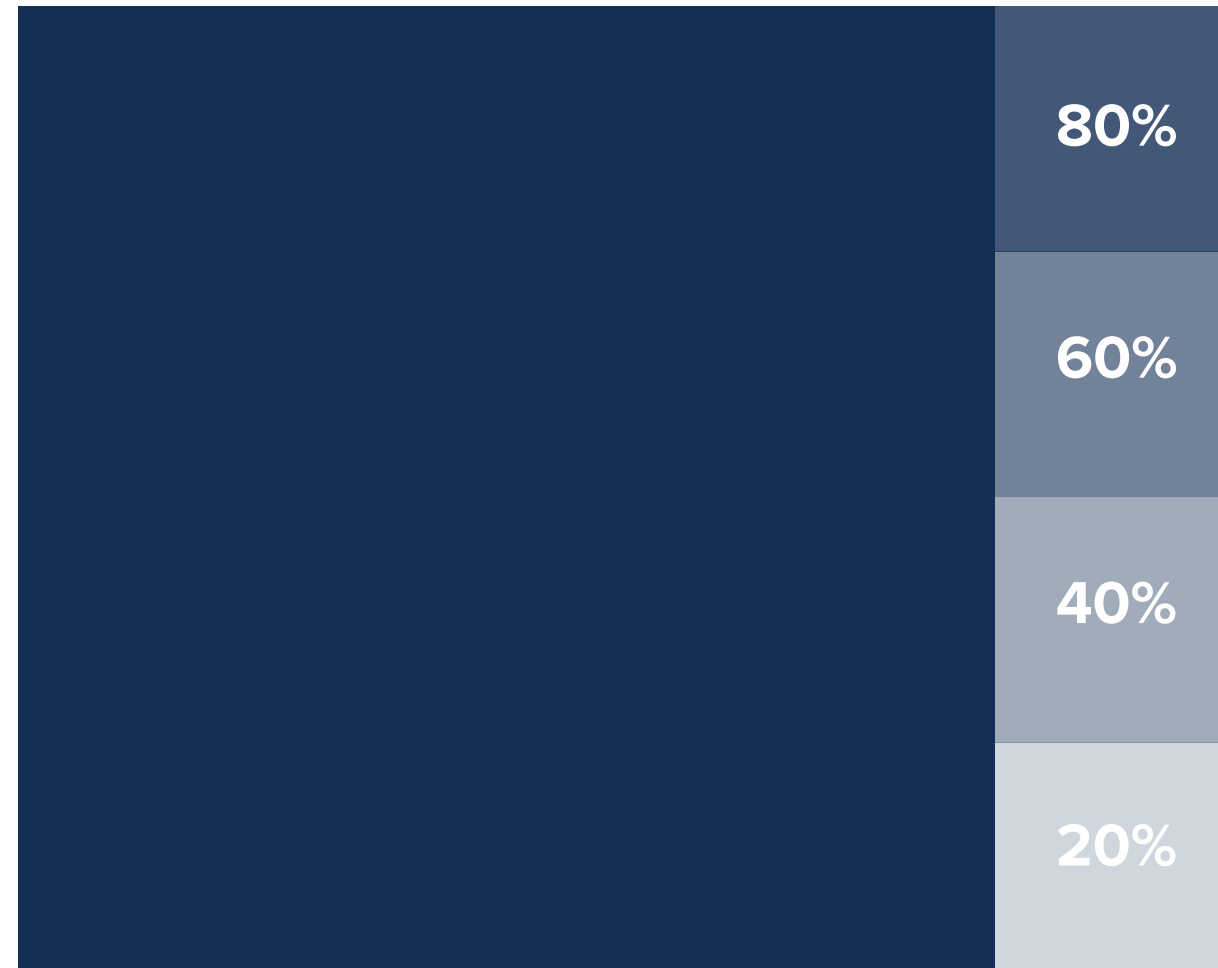|	
PANTONE	1575C
CMYK	0.0%, 59.0%, 86.0%, 5.0%,
RGB	RGB (242,99,34)
HEX	#f26322

80%

60%

40%

20%
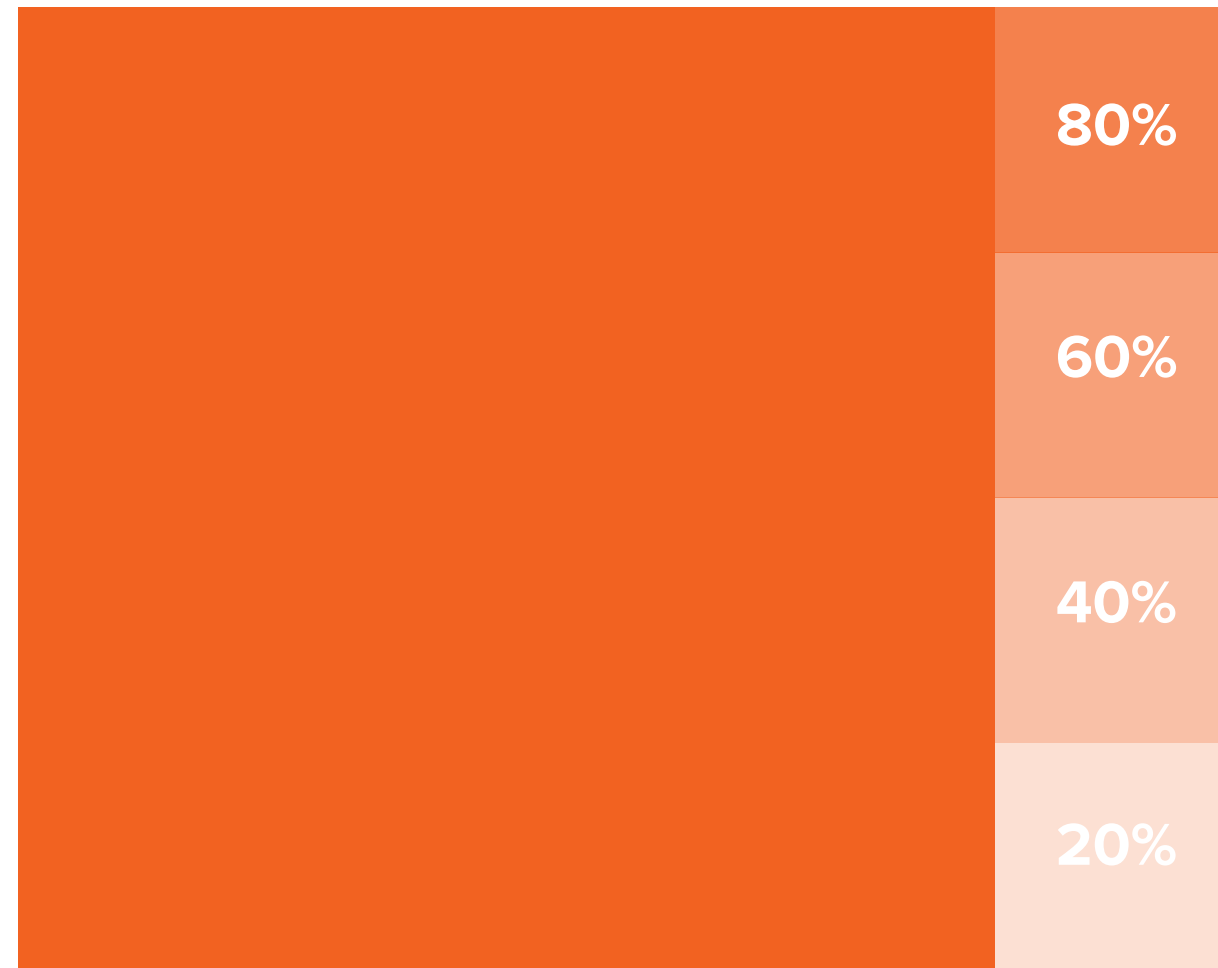
In an industry flooded with different shades of green we choose a bright orange to be our main representation to stand our amongst a crowd. This orange conveys a sense of professionalism yet still lively and energetic.

NAVY BLUE

PANTONE	295 C
CMYK	76.0%, 45.0%, 0.0%, 67.0%,
RGB	RGB (20,47,85)
HEX	#142f55

80%

60%

40%

20%

Just like many brands before us we pair our orange with its complimentary color blue. We chose this navy for the professionalism and medical industry allure. It is used in many opacities to create variation in design.

BLACK

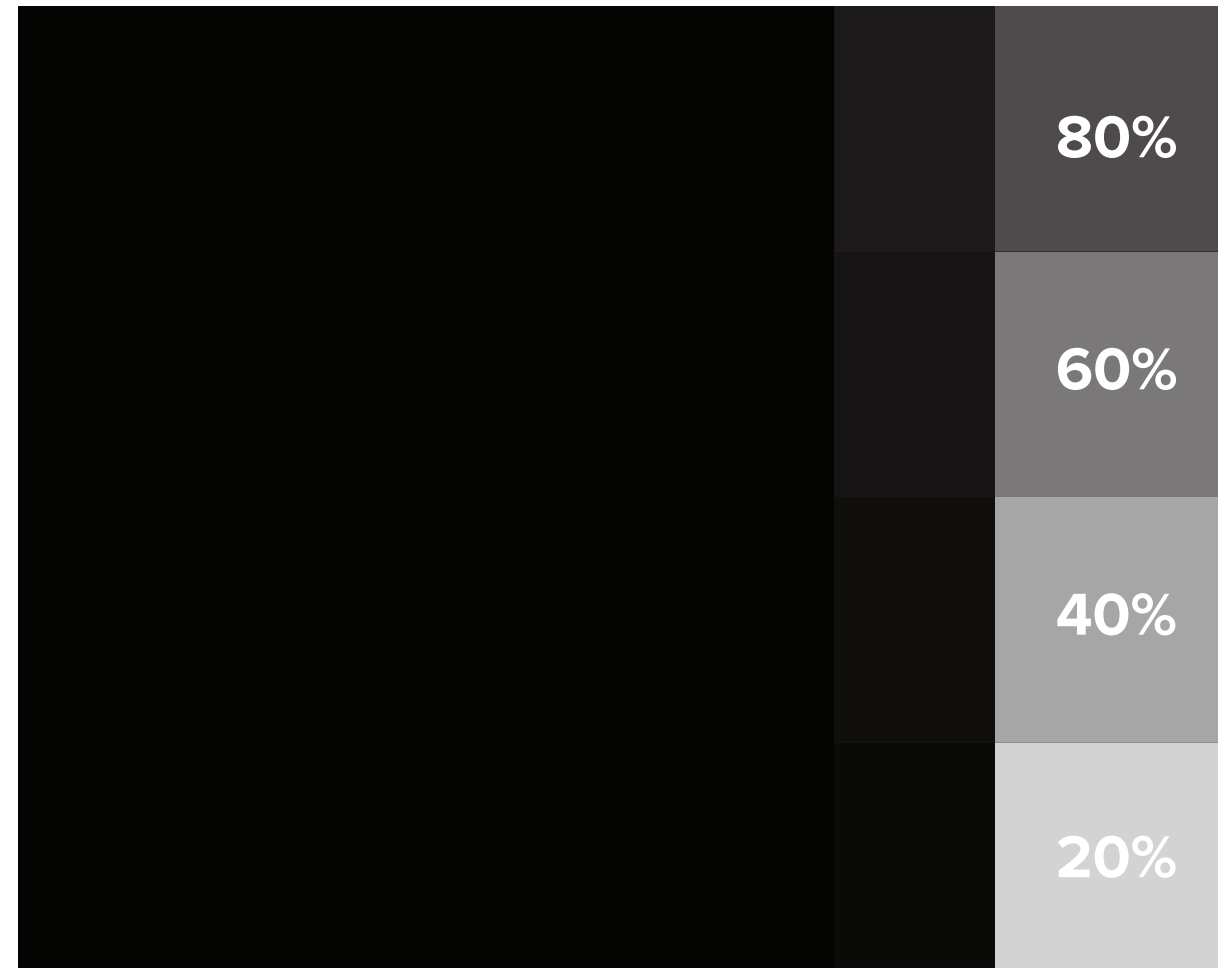| PANTONE	Black 6 C
CMYK	0.0%, 0.0%, 0.0%, 100.0%,
RGB	RGB (0,0,0)
HEX	#000000

80%

60%

40%

20%

Black is always an important color to have at hand. We use ours for clear readability in text as well as the 20% opacity for background and graphical elements.
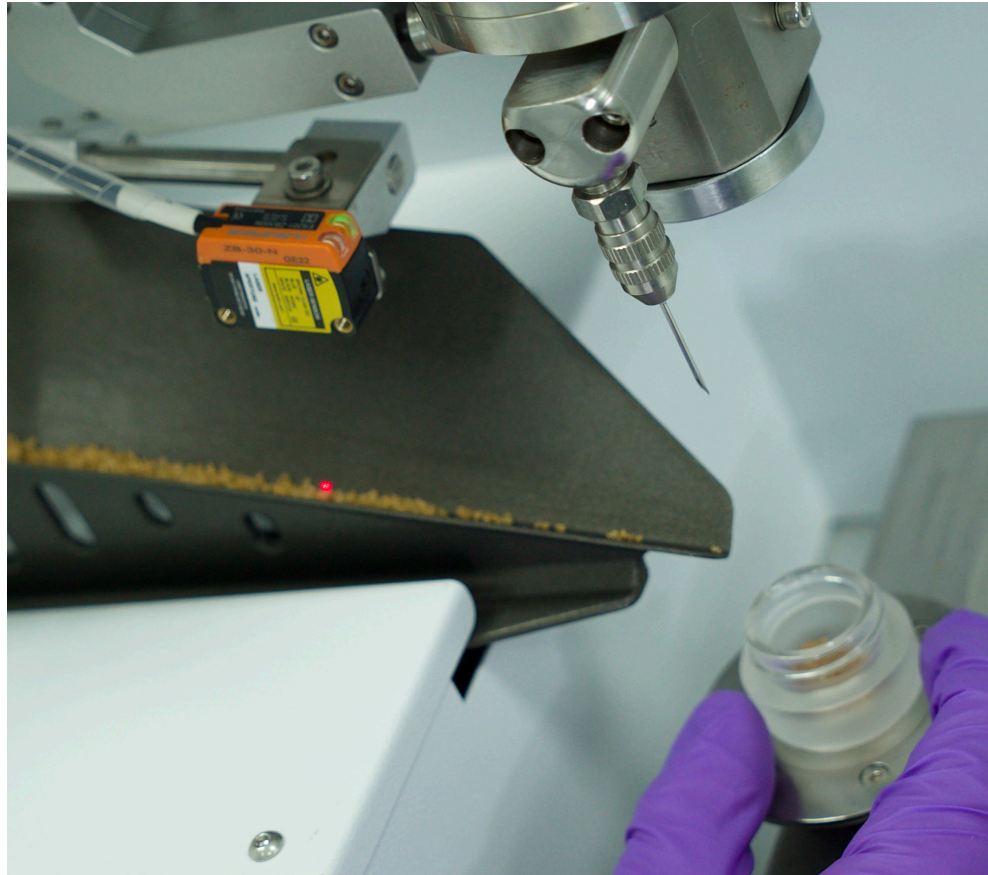
IMAGERY

XYLEM'S PHOTOGRAPHY STYLE

Brand imagery encapsulates the visual representation of your brand's fundamental messaging. The concept revolves around forging connections between the appropriate messages and your target audience, aiming to evoke powerful emotions when they engage with your brand's visual elements.

ORIGINAL

NOT ACCEPTABLE FOR USE

Ensuring the images we utilize are of high resolution is of utmost importance, as it allows for the detailed showcasing of the intricate features inherent in the machines we manufacture.

EDITED

ACCEPTABLE FOR USE

We strive to amplify the contrast, highlights, and exposure of our imagery to impart a heightened sense of intensity to the reader.

BLACK & WHITE

NOT ACCEPTABLE FOR USE

We edit select images to black and white so that when the blue filter goes on top other colors that would clash do not show through.

BLUE FILTER

ACCEPTABLE FOR USE

A blue filter is added to select images that will be used for background or for secondary visual effects. This allows the viewer to see an insight into more of our machinery but not clash with any text or other imagery added on top.

XYLEM

Status: Ready

-41.51g

TARE SCALE | 100% Dispense | 10% Dispense | 4% Dispense | 2% Dispense

GRAPHIC ELEMENTS

ENHANCING OUR BRAND

Graphic elements are an artist's way to invite the user and entice them to stay engaged. Whether learning deeper about cannabis or viewing Xylem for the first time, we want our users to feel excited to explore the world of cannabis manufacturing. Since we are a company that builds robots our designs led heavily on the tech centered elements of visual design.

GRAPHIC ELEMENTS

XYLEM'S LOGO BACKGROUND

Incorporating a bright orange graphical element into the website design holds significant importance. The color orange is often associated with enthusiasm, creativity, and energy. By infusing this vibrant hue into the website's graphical elements, the company can immediately capture the attention of visitors and evoke a sense of dynamism. In the cannabis industry, where innovation is key, the orange element can symbolize the company's forward-thinking approach and commitment to cutting-edge technology.

GRAPHIC ELEMENTS

XYLEM'S GRAY PARALLELOGRAM

The choice of a light gray hue exudes a sense of sophistication, professionalism, and technological neutrality. This color is subtle yet modern, aligning well with the precision and advanced technology associated with robotics. The parallelogram shape adds a geometric and structured element, symbolizing efficiency and order, which are crucial attributes in the robotics industry.

GRAPHIC ELEMENTS

XYLEM'S BUTTONS

For our buttons which are used to direct users between web-pages we chose to keep with our over design style of bold and angular. The harsh lines show the user we are serious about committing to what we claim.

LEARN MORE

LEARN MORE

LEARN MORE

LEARN MORE

MARKETING

KNOWING WHO WE ARE

Marketing, encompassing strategies like print and digital advertising, plays a crucial role in the success and growth of a company. Print ads provide a tangible and visually impactful way to reach a target audience, whether through magazines, newspapers, or other physical mediums. They offer a lasting presence and can effectively convey a brand's message. On the other hand, digital ads capitalize on the pervasive online landscape, leveraging platforms like social media, search engines, and websites to connect with a vast audience.

PRINT ADS

CAPTURING ATTENTION

Incorporating angular graphical elements with a bright orange gradient in the print ad is crucial for several reasons. The vibrant orange gradient signifies innovation, energy, and modernity, aligning perfectly with the cutting-edge technology associated with robotics. The angular design adds a dynamic and futuristic touch, emphasizing the company's commitment to groundbreaking solutions in the cannabis industry.

XYLEM

AUTOMATED CART FILLING MACHINE

Speed: 1500 units/hr

Fully Automated: Fills & caps

Personnel: 1 technician

PREROLL INFUSION SYSTEM

Speed: 600 units/hr
Infusion Material: All liquid resins
Form Factor: All cones & wraps

CONCENTRATE DISPENSING SYSTEM

Scale: Precision dispensing & weighing
Solids: Diamonds & sauce, shatter
Semi-Solids: Batter, rosin jelly

LEARN MORE AT
xylemtech.com

DIGITAL ADS

IGNITING INSIGHT

The navy blue gradient adds a touch of sophistication and reliability, aligning with the professionalism associated with robotics. Angular elements convey a sense of precision and innovation. Including a photo of the machine in action provides a visual representation of the product's capabilities, fostering trust and credibility.

THANK YOU

XYLEM