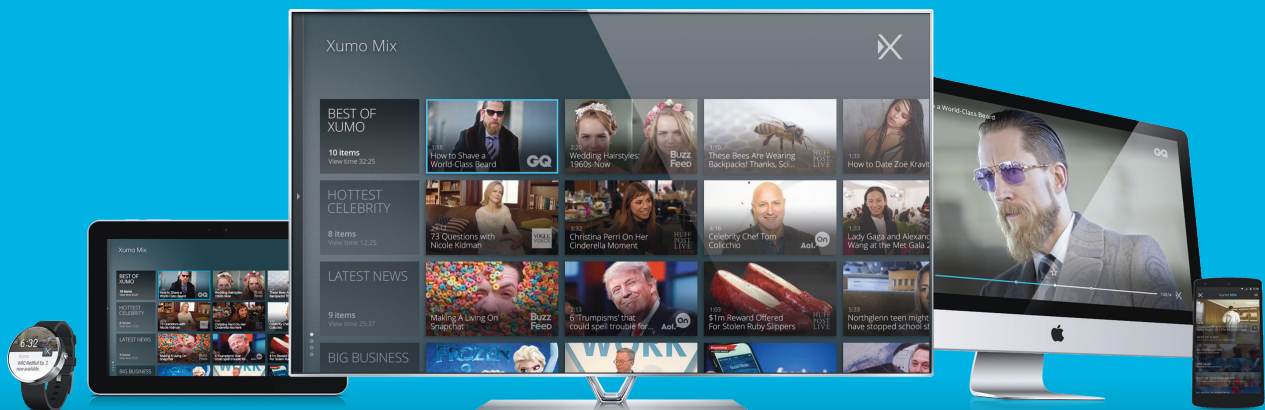




BRAND GUIDELINES

// November 2015

xumo.com
info@xumo.com
@xumotv



Xumo Brand Guidelines

// About Xumo

Xumo is a connected TV technology platform (the Xumo Platform) that provides advanced advertising and content services to device manufacturers, developers and content producers. The Xumo Platform can power both over-the-top (OTT) broadcast and video-on-demand (VOD) white-label solutions with dynamic ad insertion, content recommendations and social functionality. Leveraging technological advancements through which living room devices have become both connected and aware, Xumo offers multiple ways to reach, engage, and monetize consumers within the home.

Our mission is to revolutionize the way TV is experienced by bringing the content that our audience actually wants to watch, individually curated and intuitively presented to the big screen.

// Values

Quality, authenticity, integrity and innovation.

// Brand Promise

We are redefining what it means to 'watch TV.'

Xumo wants the television of tomorrow to happen today. We're frustrated with the current offerings available on TV, the associated expense, and the lack of user empowerment.

We decided what was needed was a crisp, clean, uncluttered user interface coupled with content that is intelligently selected to match an individual consumers' interests, as well as what the market as a whole desires to watch. By removing the clutter we provide consumers with a more seamless and intuitive experience whereby it requires fewer clicks to get to the content they actually want to watch.

We will always strive to deliver the best experience for the end-user.

// Brand Voice

We communicate with our customers; we listen and evolve with them.

When we talk about our products, upgrades and new content offerings, we spark excitement. Because the end-user is always top of mind, we prioritize what our customers are saying. We speak like normal people speak. We're not afraid to stray from AP style — in fact, we prefer it.

Our voice is: Positive, confident, irreverent, witty, inspirational

Our voice is not: Corporate, pretentious, arrogant, boring

Xumo colors

// **Pantone, CMYK, RGB & Web**

Pantone 547c

CMYK: 100%, 64%, 53%, 48%

RGB: 0, 56, 70

WEB: #003846

Pantone 306c

CMYK: 79%, 1%, 6%, 0%

RGB: 0, 184, 228

WEB: #00B8E4

White

CMYK: 0%, 0%, 0%, 0%

RGB: 255, 255, 255

WEB: #FFFFFF

Pantone Cool Gray 11c

CMYK: 84%, 57%, 51%, 28%

RGB: 84, 86, 91

WEB: #54565B

NB: This is a **secondary color** to be used in place of Pantone 547c when color neutrality is desired.

Primary logos

// Color & Mono


COLOR


MONO


COLOR


MONO


COLOR


MONO


COLOR


MONO

Secondary logos

// **Permission required.**

Used when the full logotype will not fit,
but brand is already established.



COLOR



MONO



COLOR



MONO



COLOR



MONO



COLOR

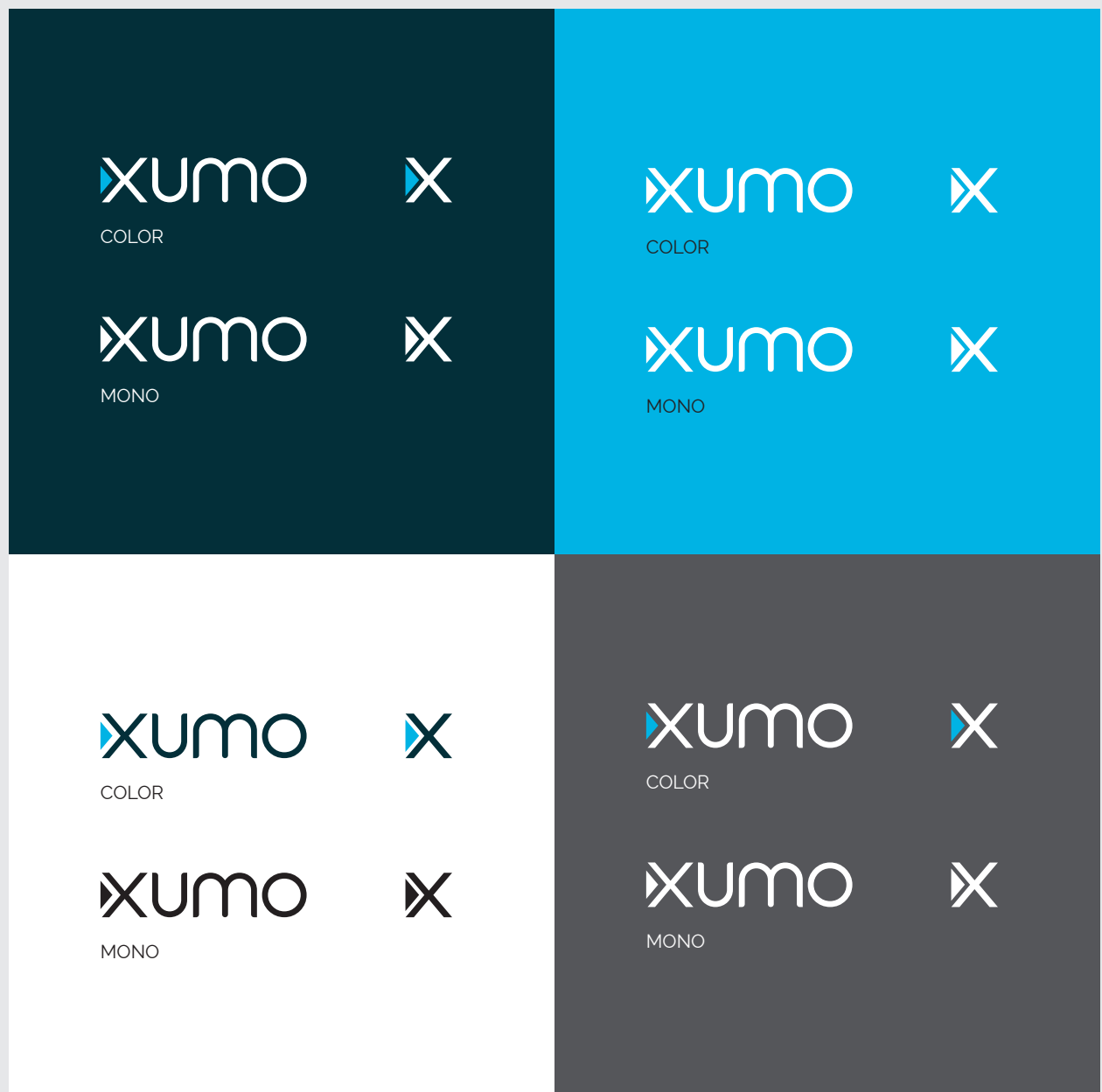


MONO

Supplementary logos

// **Permission required.**

These thicker logotypes are used when their design application is so small that the strokes of the normal logotypes would appear too thin (e.g.: website fav icons).



Fonts

// **Raleway.**

This font family can be downloaded from:
<http://xumo.tv/1MApCJz>

Grumpy wizards
make toxic brew for
the evil Queen and
Jack.

Thin 100

Grumpy wizards make toxic brew for the e

Extra-Light 200

Grumpy wizards make toxic brew for the e

Light 300

Grumpy wizards make toxic brew for the e

Normal 400

Grumpy wizards make toxic brew for the

Medium 500

Grumpy wizards make toxic brew for the

Semi-Bold 600

Grumpy wizards make toxic brew for the

Bold 700

Grumpy wizards make toxic brew for the