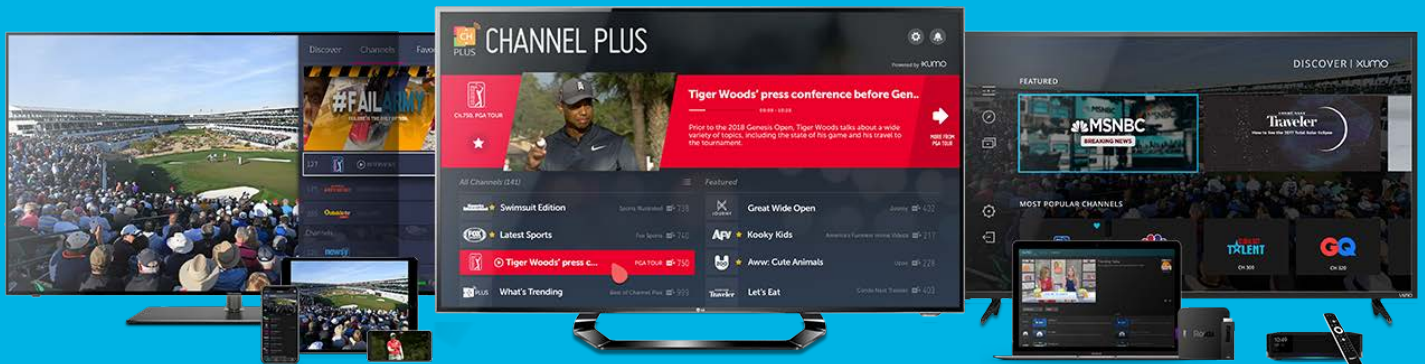# XUMO

BRAND
GUIDELINES

// 2019

xumo.tv
partners@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

Lead. Innovate. Figure-it-out. Entertain.

// 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 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

Logo Usage

To protect the integrity of the XUMO identity a
minimum clear space should be left on every side.

0.5 X

0.5 X

XUMO

0.5 X

0.5 X

Logo Usage

Please be careful not to treat our logo
in any of the ways outlined below:

Don't change our logos' proportions.

Don't add outines to any of our logos.

Don't add elements to any of our logos.

Don't change any of the colors in our logos.

Don't use transparency.

Don't use backgrounds that obscure our logos.

Joint Marketing

// Combining logos

When campaigns include partner logos displayed alongside ours, please follow the guide below.

....

// Brands supporting XUMO

XUMO BROUGHT TO YOU BY **LOGO**

| 1 XUMO | 0.5 X | 0.5 X | 0.6 XUMO |

....

// XUMO supporting Brands

LOGO POWERED BY **XUMO**

| 1 LOGO | 0.5 X | 0.6 LOGO |

....

// Co-Sponsoring

XUMO **LOGO**

| 1 XUMO | 1 X | 1 XUMO |

Secondary logos

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

COLOR   MONO   COLOR   MONO

COLOR   MONO   COLOR   MONO
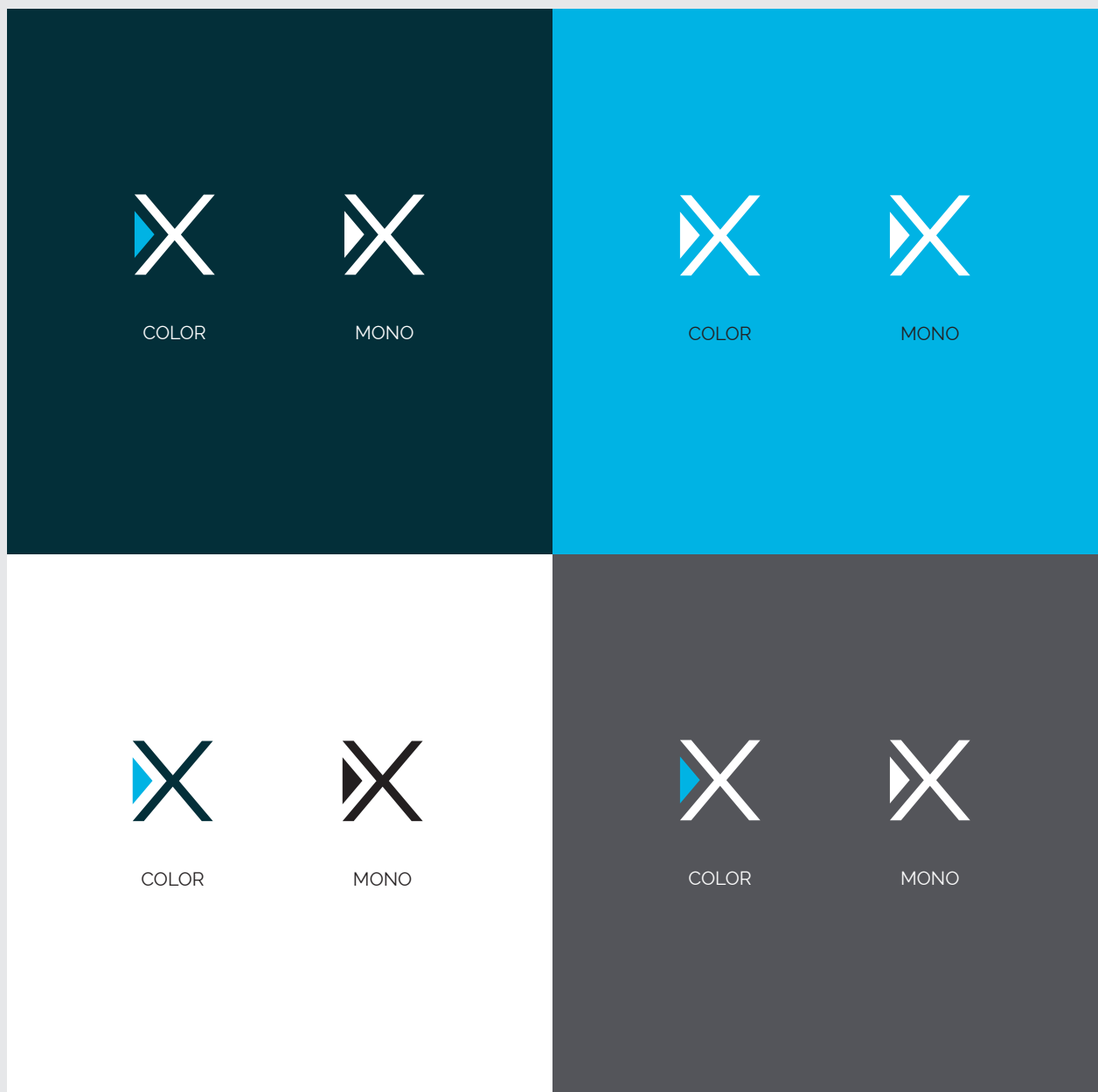
Supplementary logos

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).

XUMO X
COLOR

XUMO X
MONO

XUMO X
COLOR

XUMO X
MONO

XUMO X
COLOR

XUMO X
MONO

XUMO X
COLOR

XUMO X
MONO

Primary Font

≡ Google Fonts   🖌 🔍

Raleway   ⊕ SELECT THIS FONT

Glyph

Rr

Characters

ABCĆČDĐEFGHIJKLMNOP
QRSŠTUVWXYZŽabcčćdđe
fghijklmnopqrsštuvwxyzž1
234567890'?'"!"(%)[#]{@}/&
<-+÷×=>®©$€£¥¢:;,.*

Designer

MD   **Multiple Designers**
      Principal design

About

Raleway is an elegant sans-serif typeface family intended for headings and
other large size usage. Initially designed by Matt McInerney as a single thin

Secondary Font

Google Fonts

Lato

⊕ SELECT THIS FONT

Glyph

Ll

Characters

ABCĆDEFGHIJKLMNOPQR
SŠTUVWXYZŽabcćdefghijkl
mnopqrsštuvwxyzž1234567
890'?'"!"(%)[#]{@}/&<-+÷×=
>®©$€£¥¢:;,.*

Designer

Łukasz Dziedzic
Principal design

Łukasz is a Warsaw-based designer. During Poland's first free elections in 1989, he joined Gazeta Wyborcza, the first independent daily newspaper, and soon found a home in the design department co-creating page layouts and his first typeface. In 2007, he created a three-style Latin and Cyrillic corporate family for empik, one of Poland's largest retail networks. In 2010, he started the Lato project, to develop a high-quality open-source font