

Corporate Identity Guidelines

General Overview
April 2020 | Version 3.0

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**FOR QUESTIONS AND MORE
INFORMATION CONTACT:**
GLOBALBRANDSUPPORT@XEROX.COM
CONTENTHOUSE@XEROX.COM

Overview

Our brand is the promise we make in everything we say and do. We express our promise by delivering consistent and compelling experiences across all of our communications and activities.

OVERVIEW

- 4 The Purpose of These Guidelines
- 5 Brand Framework
- 6 Visual Brand
- 7 Verbal Brand

THE PURPOSE OF THESE GUIDELINES

Our Evolving Brand

Our brand system has been updated to maintain a unique and differentiating identity that is instantly recognizable. Our brand assets and elements must stay fresh, so our customers and partners can feel confident that we are a leading technology company they know and trust.

These guidelines explain the essence and elements of Xerox, while giving you the tools you need to create effective, appropriate brand expressions.

This Xerox Corporate Identity Guidelines, Version 3.0, dated April 2020, replaces all previous versions of the Xerox Corporate Identity Guidelines.

Using These Guidelines

The guidelines are broken into sections for your easy reference:

In the [Key Assets](#) section, we include key visual assets such as signature, colors and typography.

In the [Compositional Elements](#) section, we include visual elements such as photography, iconography and holding shapes.

In the [Templates & Communication Tools](#) section, we demonstrate how to properly combine these elements into visual communications. You will see template examples and some completed communication examples. The section also includes best practices.

To use this guide most effectively, please start by thoroughly understanding each asset and how these elements are used in concert with one another and in the context of a branded communication.

For questions contact the [Xerox Brand Team](#) and use [BrandCentral](#).

Be advised that these guidelines contain sensitive information about our brand identity and all audiences should treat them with care. Xerox reserves the right to modify these guidelines in its sole discretion.

Application and Style-Specific Resources

For further reference and guidance, please see the application-specific Guidelines and Quick Reference Guides posted on [BrandCentral](#).

- [Sign Family Guidelines](#)
- [Tradeshaw and Event Brand Guidelines](#)
- [Graphic Guidelines](#)
- [Video Guidelines](#)
- [Email Guidelines](#)
- [Workplace Guidelines](#)
- [Packaging Brand Guidelines](#)
- [Web Style & UI Guide](#)
- [Trademarks and Their Usage](#)
- [Partner and Co-Marketing Guidelines](#)
- [Color Palette QRG](#)
- [Vehicle QRG](#)
- [PowerPoint QRG](#)
- [Photography QRG](#)
- [Graphs & Tables QRG](#)
- [Storytelling QRG](#)
- [Social Media QRG](#)
- [Digital Application Style Guide](#)

Our brand framework provides the foundation of our brand. The components build on one another to create a unique brand experience. Our core company values are the foundation. Our purpose provides internal alignment. Our personality humanizes the brand, and our platform brings the brand to life externally.



VISUAL BRAND

Our visual system brings together all of our assets into a distinct look that is unique to us. When we are consistent in the way we apply our brand, our audience recognizes us as distinctly Xerox.

SIGNATURE



COLOR



TYPOGRAPHY

abcdef
ABCDEF
012345

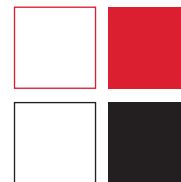
ICONOGRAPHY



PHOTOGRAPHY



HOLDING SHAPE



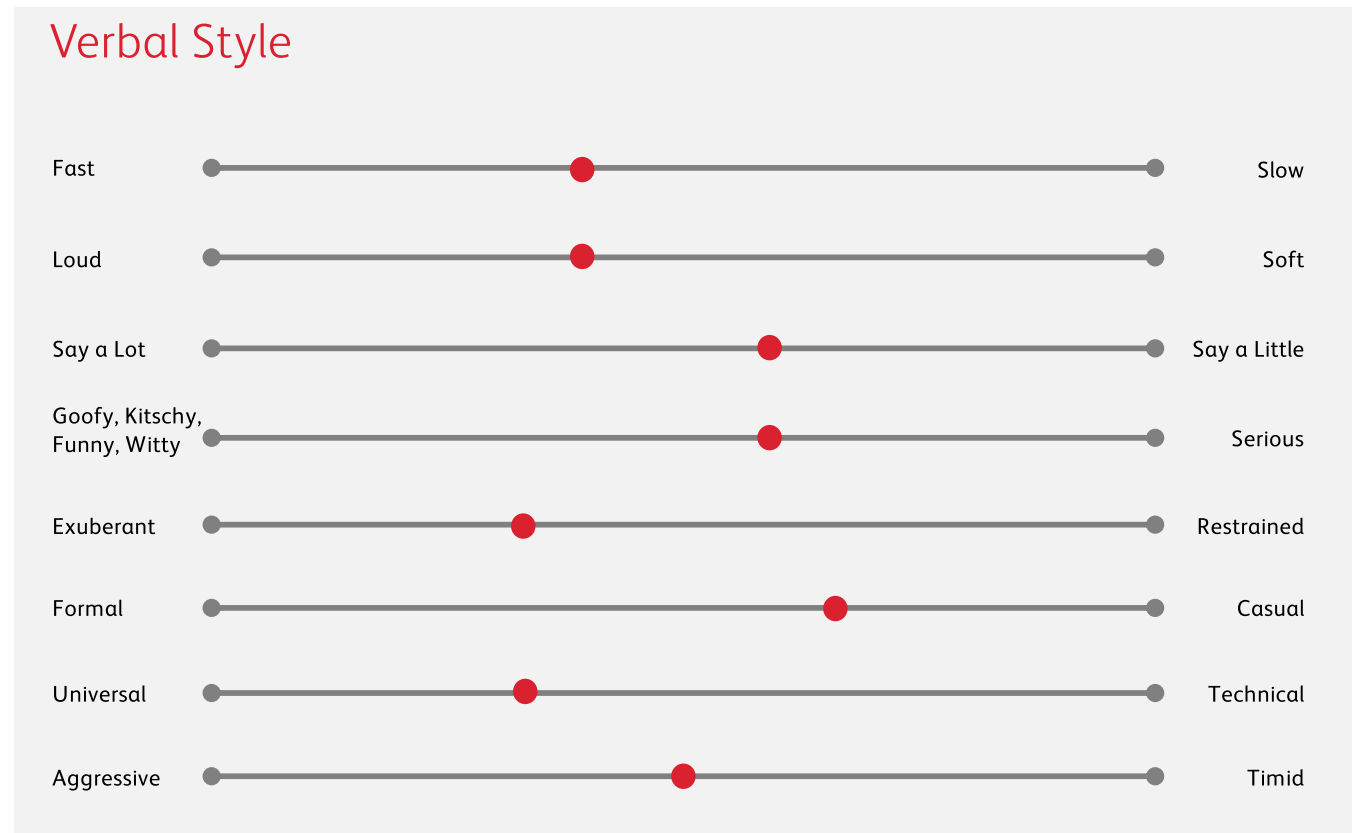
Note

In this guideline, we demonstrate the usage of core/key visual assets.

VERBAL BRAND

Our Speaking and Writing Style

Our verbal brand is our style of speaking and writing. It's also a critical component of our brand communication. We use our style to bring our personality to life consistently in all of our communication. Use the guide on the right to understand where our brand sits within different verbal style scales.



Key Assets

Our brand is built on the consistent and accurate application of our foundational elements. These elements should never be modified and should be present across all touchpoints.

KEY ASSETS

- 9 Signature Variations
- 10 Signature Clear Space & Sizing
- 11 Signature Usage
- 12 Partner Badge Use
- 13 Trademarks
- 14 Color Specification
- 15 Typography

SIGNATURE VARIATIONS

Logo Updates

Our logo is a signal that we are serious about transforming our company. Our logo is a simple two dimensional element that is a best practice in a digital world. It also allows for a larger presence across most of our brand touch points.

Choosing the Correct Signature

The Xerox signature is available in several formats for use in a variety of applications.

Our signature is a dynamic typographic treatment that communicates our human, approachable and modern personality.

Only use approved electronic artwork. Do not redraw the signature or attempt to separate its components.

For information on acquiring the signature, visit [BrandCentral](#).

SIGNATURE

xerox™

Xerox Red
CMYK 2/98/85/7
RGB 217/34/49
HTML D92231
Pantone® 1797

FULL-COLOR POSITIVE

xerox™

Primary Xerox signature that should be used wherever the signature can be applied in full color. This signature should be placed on backgrounds that are white or light in color.

Applications: print collateral, stationery, on-screen, web, signage, advertising, banners, packaging, tradeshow, sponsorships, merchandise.

ONE-COLOR POSITIVE

xerox™

Secondary Xerox signature that should be used wherever the signature cannot be applied in full color, such as applications that do not permit full-color reproduction.

Application: newsprint advertising, trade publication advertising, other one-color black printing.

REVERSE

xerox™

For use on black and dark backgrounds when full-color positive logo is not legible.

Applications: advertising, print collateral, banners, packaging. See Background Variations section for placing logo on a dark background.

WATERMARK

All market facing and support how-to videos utilize the watermark. For use only on video and PowerPoint when placing over photography. Xerox [watermark files](#) can be downloaded from [BrandCentral](#).



SIGNATURE CLEAR SPACE AND SIZING

SIGNATURE

Use this configuration for most applications including print, advertising, web, on air and for on-screen treatments.

The Xerox logo is displayed in its standard red, lowercase, sans-serif font with a trademark symbol.

CLEAR SPACE

Minimum clear space is presented here as a guide to positioning the Xerox signature a visually safe distance away from other elements within the layout. It is essential that the Xerox signature remain free of typography, photography and other design elements. The Xerox signature must always be the most legible and viewable element in any given graphic space. Use the height of the “x” character as a measurement for the minimum amount of allowable clear space. The TM appears in the clear space area. See exhibit below for details.



The height of the “x” character indicates the minimum clear space from the wordmark.

SIZE DIRECTIONS

To ensure the legibility and clarity of the Xerox signature at small sizes, there are minimum size requirements that should be followed.

FOR PRINT

The minimum size for print applications is 0.75”/19mm in width for Xerox.

The Xerox logo is shown within a rectangular box, representing the minimum size for print applications.

.75”/19mm –
Minimum size for print

FOR WEB

The minimum size for web applications is 65 pixels in width for Xerox.

The Xerox logo is shown within a rectangular box, representing the minimum size for web applications.

65 pixels –
Minimum size for web

SIGNATURE USAGE

Positive and Reverse Signatures

The preferred background for the signature is always white or nearly white.

When you position the signature on a colored background, choices will call for a reverse version of the signature. This includes all solid color backgrounds from the brand palette. This version of the signature shows the wordmark in white or “knockout.”

The exhibits in this section show the correct usage of the signature on different backgrounds.

Incorrect Signature Usage

The exhibit in this section shows the possible misuse of the Xerox signature. To ensure correct, consistent reproduction, always use the approved electronic artwork.

PREFERRED USAGE



Use the positive Xerox signature on light background images.



Use the reverse Xerox signature on red backgrounds and on dark background images where there are no elements obstructing the reverse Xerox signature.



Sometimes it is necessary to display the signature on a black background. Use the reverse version of the logo.



In vertical uses the signature should always read from bottom to top.

USAGE TO AVOID



Avoid placing the positive signature on a dark background image where the wordmark is not legible.



Avoid using a background image whose subject matter competes with the visibility of the signature.



Avoid placing the reverse signature on a light background image where the wordmark is not legible.



Do not use the full-color positive signature on black backgrounds. The signature will not reproduce as it should, the wordmark will appear faded in the background.

INCORRECT SIGNATURE USAGE



Do not use a shadow behind the signature.



Do not dimensionalize any aspect of the wordmark.



Do not replace the approved signature colors with any other colors.



Do not use one-color positive on light full-color backgrounds.



Do not place the signature within a line of text.

PARTNER BADGE USE

Scope of Signature Usage

The use of the signature by itself and CI brand elements is limited to Xerox operating companies, Xerox Business Solutions and Xerox trademark licensees.

To represent the relationship with Xerox, please use the approved badges that appropriately represent the relationship between the partner and Xerox. Do not attempt to create your own badge.

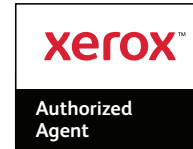
The signature and CI brand elements should not be used by channel partners, copy shops/print shops or any affiliated companies of which Xerox owns less than 50% of its shares. However, we can share Xerox branded contents with partners within the rules of presenting relationships with Xerox. For further specifications on partner badges and usage of Xerox assets, please refer to the [Partner and Co-marketing Guideline](#).

For questions and/or requests to use these badges, please contact: [Xerox Brand Team](#).

BADGE EXAMPLES — NOT INCLUSIVE OF ALL BADGE TYPES



Global Partner Program
(Document Technology Partner Example)



Agent Badge



Distributor Badge



Alliance Partner Badge



Licensee Badge



Business Partner Badge



Print & Copy Service Badge



Developer Program Badge

The Xerox corporate logo is a trademark and must always appear with the ™ mark and be accompanied by the trademark attribution statement.

The Xerox policy mandates that trademarks be accompanied by a statement that specifically states that Xerox Corporation is the owner in the United States and/or other countries. When used without additional trademarks the trademark attribution statement is worded as follows:

© [Current Year] Xerox Corporation. All rights reserved. Xerox® is a trademark of Xerox Corporation in the United States and/or other countries.

When used with additional trademarks:

© [Current Year] Xerox Corporation. All rights reserved. Xerox® and (add any other trademarks that are used here) are trademarks of Xerox Corporation in the United States and/or other countries.

This statement covers both the trademarked word Xerox® as it may appear in print (in any font) as well as the corporate logo.

When other trademarks are used within the same work, list them after the corporate marks. Registered marks carry ® within the statement. Marks pending registration are merely listed by name. Do not add the ™ in the attribution statement, but do add the ™ at the first mention in the body copy.

TRADEMARKS

Special Cases

Words or offering names that have been cleared to be used but are not going to be trademarked are not listed in the statement.

Trademarks which Xerox Corporation licenses from others, like DocuColor, are indicated with special wording as demonstrated here: Xerox® and DocuColor® are trademarks of, or licensed to, Xerox Corporation in the United States and/or other countries.

Nuvera is also a special case. The Nuvera mark alone is not registered to Xerox Corporation, only the combined words “Xerox Nuvera®.” This is handled in the attribution statement as follows: Xerox® and Xerox Nuvera® are trademarks of Xerox Corporation in the United States and/or other countries.

Additional special cases can be viewed on [BrandCentral](#).

For more information on creating an attribution statement, please refer to [BrandCentral](#).

For a list of current trademarks, please go to the Trademark Search Tool located on [BrandCentral](#).

COLOR SPECIFICATION

Primary Colors

Our color palette is distinctive and vibrant, with a more liberal use of red, black and white to make our identity instantly recognizable as a dynamic, innovative brand.

The primary palette consists of red, black and white, with red being bright and white being light. Light is achieved by simplicity, less copy and more white space. Primary brand colors are used at 100% values. Black is the predominant color choice for headlines and body copy. Black adds great contrast and makes major elements stand out. It brings more legibility to text to achieve greater brightness. Red is the predominant color choice for subheads.

The use of negative space is critical to our brand expression. Curated imagery, generous negative space and our primary colors paired with modular layouts all serve to elevate our brand status and position Xerox as an innovative leader in the digital space.

For more detailed use of colors for the web, please refer to the [Web Style Guide](#).

Secondary Colors

The secondary palette consists of orange, gold, green, blue, violet and gray. Secondary colors are used minimally in certain templates or documents such as user guides that typically use a secondary color as an industry best practice.

PRIMARY

Red	C = 2 M = 98 Y = 85 K = 7	R = 217 G = 34 B = 49 #D92231	Pantone 1797
Black	C = 0 M = 0 Y = 0 K = 100	R = 0 G = 0 B = 0 #000000	
White	C = 0 M = 0 Y = 0 K = 0	R = 255 G = 255 B = 255 #FFFFFF	

SECONDARY

Orange	C = 0 M = 60 Y = 100 K = 0	R = 230 G = 118 B = 0 #E67600	Pantone 158
Gold	C = 0 M = 35 Y = 100 K = 0	R = 253 G = 159 B = 19 #FD9F13	Pantone 137
Green	C = 70 M = 0 Y = 100 K = 0	R = 109 G = 175 B = 61 #6DAF3D	Pantone 361
Blue	C = 85 M = 20 Y = 0 K = 0	R = 40 G = 149 B = 213 #2895D5	Pantone 299
Violet	C = 40 M = 87 Y = 0 K = 0	R = 155 G = 37 B = 131 #9B2583	Pantone 246 C
Gray	C = 0 M = 0 Y = 0 K = 65	R = 115 G = 115 B = 115 #737373	Pantone Cool Gray 9

Note: The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc.

Xerox Sans Typeface

The Xerox corporate typeface is called Xerox Sans. Its design is clean, modern and approachable. Xerox Sans Thin is our flagship typeface and unifies core elements of the system. Xerox Sans Thin was chosen to quietly balance the bright, celebratory and optimistic tone of the overall visual system.

In general, headlines are Xerox Sans Thin, and body copy and reversed text headlines use Xerox Sans Light. Xerox Sans Thin all caps is used for product names set as standalone text. Xerox Sans Regular is included for video, and provides flexibility in communications layouts.

Xerox Sans Bold can be used for messaging emphasis in layouts and for reversed type. In layouts, please use Xerox Sans Bold All Caps only for tabature and subheads. When setting subheads, make sure the text is limited to six words maximum.

The entire Xerox Sans font family is available for download on [BrandCentral](#).

Xerox Sans is used for all external facing branded communications with some exceptions for Microsoft Office applications, which utilize Arial.

Appropriate Application of Text Style

Although we no longer have a specific text hierarchy we expect that varying text styles are applied appropriately and consistently within a communication piece. When using brand templates, there are text styles built into the templates as a standard text hierarchy.

Xerox Internal Use Only

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TYPOGRAPHY

XEROX SANS THIN

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()<>?

Headlines, primary message, quotation

XEROX SANS LIGHT

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()<>?

Body copy, headlines (for reversed type), captions, header & footer

XEROX SANS REGULAR

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()<>?

Text within video, should not be used for headlines within print materials

XEROX SANS BOLD

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()<>?

Reversed type. Subheads and tabature. Use all caps for subheads.

Roboto Typeface

The primary typefaces used across Xerox web properties that reflect the Xerox web style are Roboto Condensed and Roboto.

Roboto is a Google® font and is uniquely designed for digital applications.

Please refer to the appropriate [Digital Application Style Guide](#) for further guidance.

Arial Typeface

In some situations Xerox Sans is not a viable option, i.e., HTML. In these situations the only acceptable replacement for Xerox Sans is Arial.

All Microsoft Office applications should utilize Arial, except in templates where Xerox Sans is designated as a standard font.

If you are developing a marketing communication in Microsoft Office and are not using a template, please contact the [Xerox Brand Team](#).

ROBOTO CONDENSED SAMPLE

Roboto Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&

ROBOTO SAMPLE

Roboto
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&

ARIAL SAMPLE

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&

TYPOGRAPHY (CONTINUED)

Typography in Use

Keep these tips in mind when creating communications:

- Use black for all headlines in most communications. Subheads are red.
- In most cases, text should be left-justified. In applications such as video, use the layout that best suits the content.

Type may be used on an image where it is readable in contrast to background images. If not, a white, red or black holding shape box may be used over the image to place text.

Primary message/headline
Xerox Sans Thin

Secondary copy
Xerox Sans Thin

Subhead
Xerox Sans Bold All Caps

Body copy
Xerox Sans Light



Secondary copy
Xerox Sans Light

Subhead
Xerox Sans Bold All Caps

Body copy
Xerox Sans Light

Call to action
Xerox Sans Thin

Primary message/headline
Xerox Sans Thin

Secondary copy
Xerox Sans Light



TYPOGRAPHY (CONTINUED)

Here are some basic rules when setting text for Xerox branded communications:

- Do not use the Xerox signature in any form of text. Instead, use the word “Xerox” in text and always use a capital X. If you are referring to the company Xerox, use Xerox Corporation.
- If you want to indicate the possessive form of Xerox, we recommend “from Xerox,” not Xerox’s or Xerox’, particularly in brochures.
- When using templates, there are text styles that are built into the templates as a text hierarchy recommendation.
- Use black for most text, including headlines and body copy, red for subheads; secondary colors may also be used if purposeful.
- Text in most cases should use left-alignment; however, in some instances right-alignment or centered can be used if appropriate.
- Our bullet style has the first tier set with a bullet character +1 space before the left-hand margin. The second tier is further indented and begins with a hyphen character +1 space. The text in all tiers of bulleted text left-align to the first character of text in each tier.

- Do not use any applications to add styles such as Bold or Italics. Instead, select the font named with the style (i.e., Xerox Sans Thin Italic, Xerox Sans Bold, etc.).
- Do not use Xerox Red for body copy and headlines. Xerox Red may be used for subheads, highlighted text, product pricing and CTAs.
- Do not add text effects such as outlining, shadowing or dimension.
- Use italics sparingly — only to emphasize a word or short phrase, titles of books, newspapers and periodicals. You may also italicize foreign language words that are likely to be unfamiliar to readers.

Title Case Example:

Impact Color, Big Savings

- Title case is the use of initial capital letters for all significant words in a phrase that don’t complete a sentence. This is the preferred style for headlines. If the phrase creates a sentence, then use sentence case.

Sentence Case Example:

The world’s #1 entry production printer just got even better.

- Sentence case only capitalizes the first word and other proper nouns. Use sentence case for product descriptions and section heads if they form a sentence. If the section head does not create a sentence, use title case.

Do Not

Here are visual examples of type treatments that are to be avoided, as they provide undesired, off-brand results.

Knockout Typography

When type is knocked out of color, use Xerox Sans Light for headlines and Xerox Sans Regular for body copy. This ensures legibility.

Do not use Xerox Sans Thin for type knocked out of color.

In print applications, headlines and text should not be over images when using our document templates.

When not using a template for print collateral, knockout text can be used over an image as long as it's over a clear area.

For web/digital and video applications, refer to the specific guidelines.

TYPOGRAPHY (CONTINUED)

Multi-color

~~At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentatium excepturi sint occaecati cupiditate.~~

Outlining type

~~Neque porro amet dolorem ipsum.~~

Italicizing entire sentences or paragraphs

~~*Ut enim ad minima non provident.*~~

Dimensionalizing type

~~Vox populi
suprema lex.~~

Placing the Xerox signature in copy

~~Temporibus autem dolor
xerox™ aut itis ipsum.~~

Applying drop shadows to text

~~Ataque earum rerum hic tenetur a sapiente delectus. Et harum quidem rerum facilis est et expedita distinctio.~~

Setting body text in Xerox Red

~~Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, veritatis et quasi architecto beatae vitae dicta sunt.~~

DO NOT



Do not use Xerox Sans Thin for type knocked out of color.

Compositional Elements

It's important to take a fresh approach to each communication based on its specific objective, so we've built some flexibility into our design system. The compositional elements outlined in this section are versatile design components that you can use in a variety of ways. These pages provide the basic principles and parameters for their use.

COMPOSITIONAL ELEMENTS

- 21 Photography
- 26 Icons, Illustrations & Infographics
- 27 Iconography
- 28 Holding Shape
- 29 Charts & Graphs

PHOTOGRAPHY

Overview

Our photography style retains key historical brand attributes such as light and bright, authentic and realistic, and communicates our story in a simple and contemporary way while reinforcing our innovative and dynamic brand.

When sourcing images or creating graphics, visuals should communicate a clear concise concept with a modern and sleek approach.

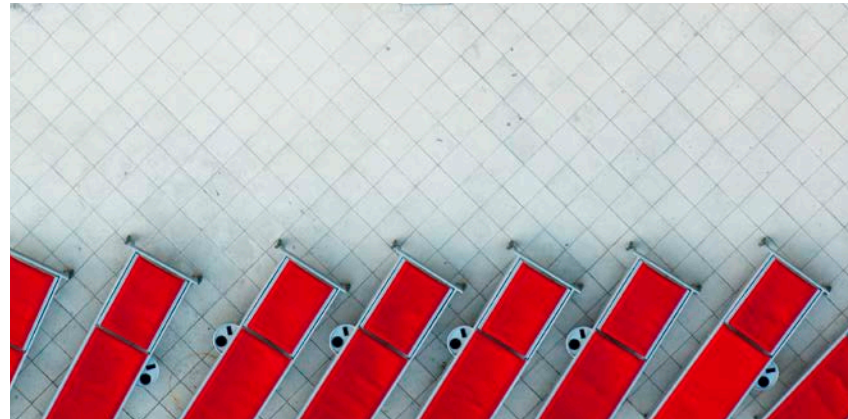
Overall Look and Feel

- Fresh, simple and contemporary
- Genuine and authentic, never stiff or overly posed
- Natural light, bright and light
- Night images require an element of bright lighting to support our concept of light and bright
- Real people and modern work environments
- Innovative and relevant images that support your content
- Forward-thinking, tech-driven
- Vibrant pops of brand accent colors
- Use a candid, journalistic style

For more information on our photography styles, please reference the [Photography Quick Reference Guide](#).

PHOTOGRAPHIC STYLES

Environmental



Product



Human & Office Environment

PHOTOGRAPHY (CONTINUED)

Styling and Color

In all imagery, subjects should feel authentic, relaxed and not overly posed. The locations must communicate forward-thinking, modern work settings. The photo should appear to be candid and lit from its natural environment.

- Rich black accents (100% black or dark tone images) to contrast and balance tech with lifestyle to enhance rich luminous features of technology
- Vivid pops of brand-specific colors in rich tones that stand out in dark and light images
- When adding color to human or workplace environment images, include rich, saturated colors that never fall below 100% tint of the Xerox brand color palette



Rich black accents (100% black or dark tone images) to contrast and balance tech with lifestyle to enhance rich luminous features of technology



Vivid pops of brand-specific colors in rich tones — like blues, reds and yellows — that stand out in dark and light images

PHOTOGRAPHY (CONTINUED)

Environmental

Environmental photos highlight the large infrastructure and systems that are directly or indirectly supported by Xerox products and equipment. Photos in this category should be high-impact and have a sense of energy, drama, motion and/or impact.

Select images in which architecture, vehicles, transportation and infrastructure convey:

- Geometry in their use of space and color
- Simplicity of line and shape, with no visual clutter
- Color that consists of vivid pops of Xerox brand colors or 100% black that create contrast and interest

Showcasing environmental content in a visually striking way requires thoughtful composition and framing. Choose images with:

- Negative space or empty space that directs emphasis and focus on the main subject.
- Angles and curves, a unique view such as aerial perspective, or creative cropping for impact.

Examples include:

- Straight-on to highlight main subject matter with impact
- Top-down, from an aerial or high-altitude perspective
- Offset to imply motion and add a sense of drama

Human & Office

All Human & Office photography should tell the story of people conducting business activities in newer modern settings that suggest innovative work.

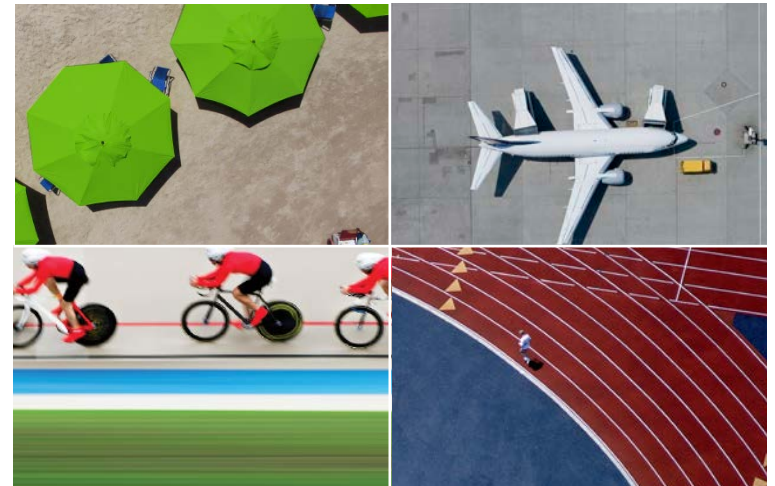
Show simple, open environments that suggest innovative ways of working. Pops of red are preferred when possible, but a secondary color may be used instead.

- Simple compositions
- Natural lighting that suggests time of day

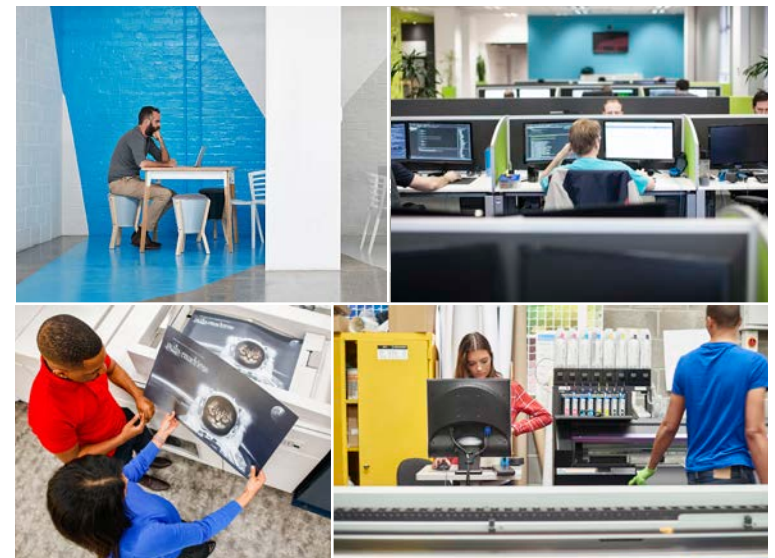
People should be the natural focus of these images and representative of Xerox customers at work. They should feel comfortable and authentic and not overly posed.

Look for images that have:

- Culturally diverse people
- Business casual wardrobe (not too formal)



Environmental



Human & Office

Product photography can display features, convey benefits and show how Xerox equipment fits into real environments.

Product appearance is governed by the Industrial Design and Human Interface Standards. Product User Interfaces are governed by the User Interface Design Guideline. These areas are managed by the Experience Design Group/Human Interface Design in concert with the [Xerox Brand Team](#).

The Image

The product should be featured on a simple background.

- The product should be the center focus within a realistic workplace or office setting.
- Photo content should be relatable, demonstrating workflow advantages that Xerox products provide.
- Human interactions with product and placement should feel authentic and unstaged.

Background Color

- Limit color backgrounds to black or white.
- White background is preferred and universally acceptable.
 - Use white background for: product information context, eCommerce.
- Black backgrounds may be used in video, social media and web pages to create visual contrast as needed.
 - 100% Black
 - Create visual stopping power on web pages to drive users to product detail pages.

Cropping

- Product photos should use clean, focused cropping.
- Make sure photo cropping balances the overall layout.
- Create interesting compositions with strong angles to feature product details and benefits.

Colors

Colors in product photography must reflect our approved product colors:

Cosmic Blue

C = 73	R = 68
M = 61	G = 76
Y = 49	B = 87
K = 32	#454D58

Quartz White

C = 9	R = 229
M = 7	G = 228
Y = 7	B = 228
K = 0	#E5E4E4



PHOTOGRAPHY (CONTINUED)

Do

- Select imagery that is reflective of our overall photography style, approachable and genuine. Subject matter should be realistic.
- Select images with natural lighting; it is very important.
- Select images that are sharp, with all primary elements in focus.

Do Not

- Crop photos so closely they become too abstract.
- Use photos with a colored tone.
- Use dramatic shadows or lighting.
- Use abstract photos.
- Use a photo that is too busy.
- Place a product photo on a colored background other than black or white.
- Use a photo that is completely out of focus.

DO NOT



Do not use photos with a colored tone.



Do not use dramatic shadows or lighting.



Do not use abstract images. They are not realistic and have too many interpretations of meaning.



Do not use a photo that is too busy.



Do not use an overly cropped photo.



Do not place a product photo on a colored background.

ICONS, ILLUSTRATIONS & INFOGRAPHICS

A Visual Story

We have a unique illustration style mainly used within infographics, and when appropriate, combined with charts and graphs.

Illustrations are simplified and stylized, with a light, witty touch. Use simple geometric, solid shapes for illustrations and tweak them with rounded corners and subtle line distortions to create imagery with character.

Use just enough detail to establish the object, without losing that simple, clean feel.

Editorial

Multiple types of infographics combine with custom illustrations to create richer “stacks.” Stacks are useful for tall, slim, formats where several pieces of data are brought to life through visualization.

Data Comparison

Data comparisons help viewers make better sense of values or numbers in a simple and visually engaging way.

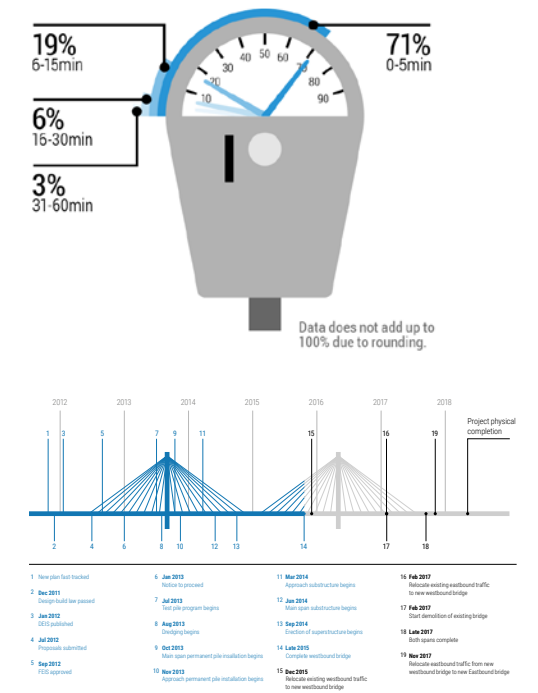
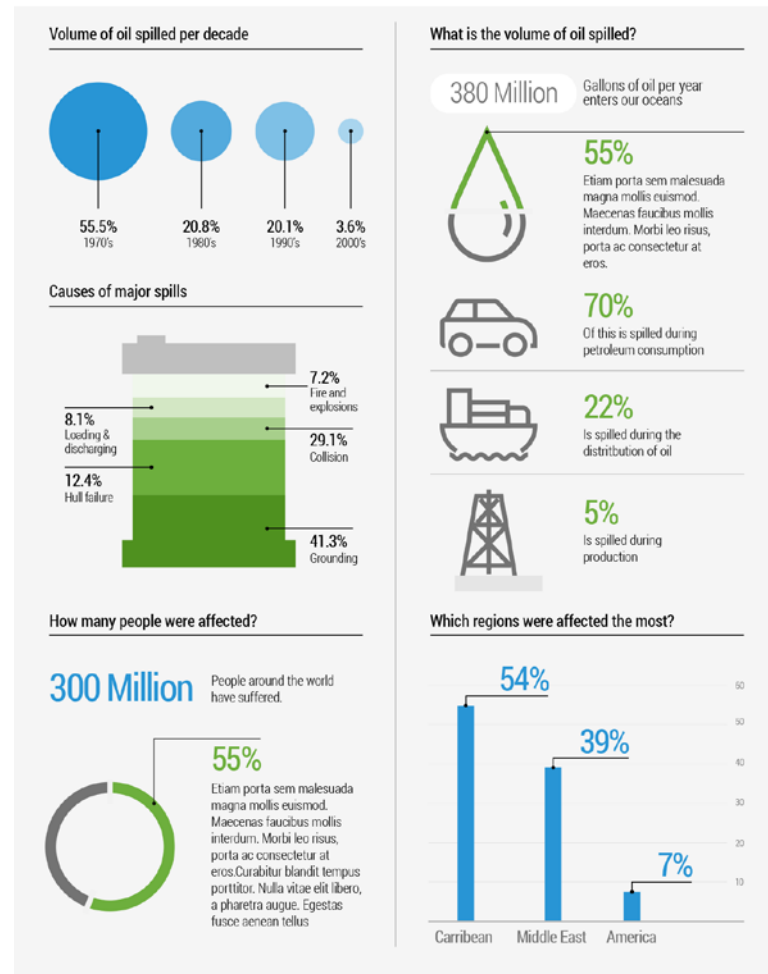
Timelines

Timelines create a unique visual story of a journey while highlighting important points and distilling information.

Maps

Data paired with maps show location and geographical relationships.

For detailed information and specifications, please refer to our [Graphic Guidelines](#).



ICONOGRAPHY

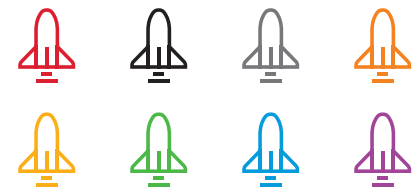
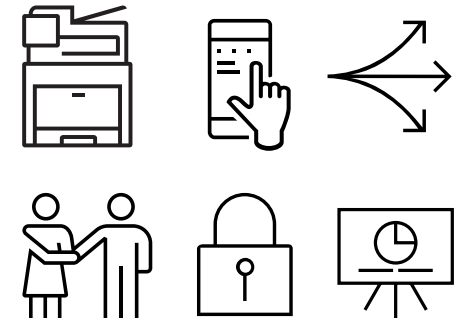
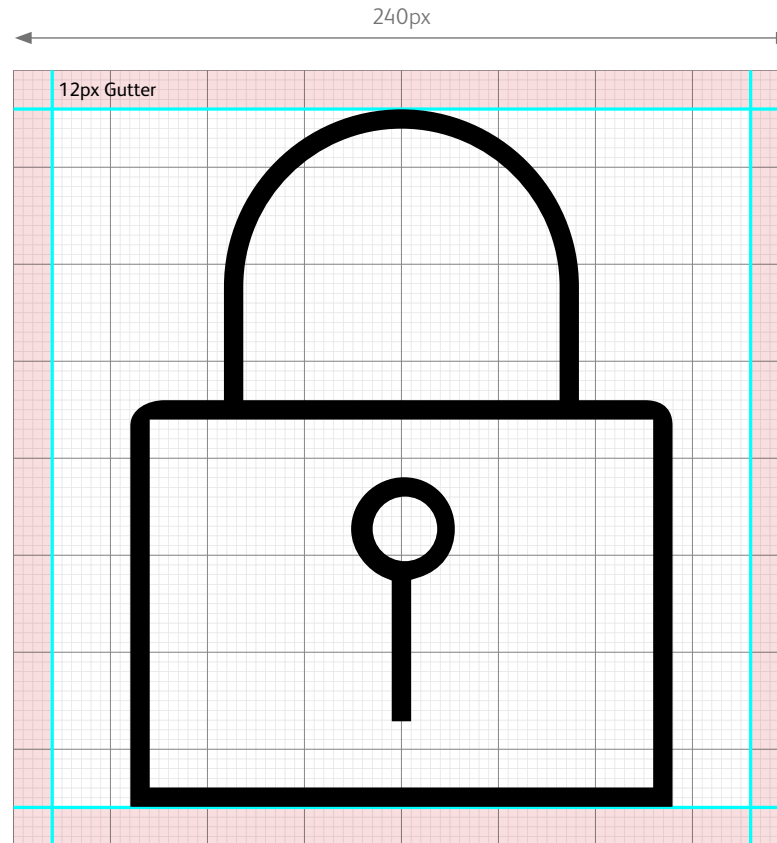
Icons are visual shorthand for our ideas. They may be cropped in communications as long it remains clear what the icon represents. Use them when they add to the clarity of your story — but don't overuse them.

Construction

Xerox icons have a simple yet professional look. They are never considered “cartoony.”

Constructed on a 240px x 240px artboard with a 3px grid structure, icons are created using a combination of straight and curved lines with square and round edges. Groups of icons should always scale up and down together, maintaining their size relationships.

All line work and points should align to the grid. The style is minimal but human — created using a combination of straight and curved lines. For specifications and additional detail on icon design, visit the [Graphic Guidelines](#).



Icons can either be colored on white backgrounds or reversed on red or black backgrounds.

HOLDING SHAPE

A Versatile Component of Our Brand

Holding shapes represent our business character and the sharp focus we bring to process work at a massive scale, with every transaction being personal.

Squares and rectangles are visually pleasing and our preferred holding shape for key elements. Use them when they add to the clarity of your story — but don't overuse them. Circles may be used when it is purposeful for your content such as the tradeshow floor sign example on the right.

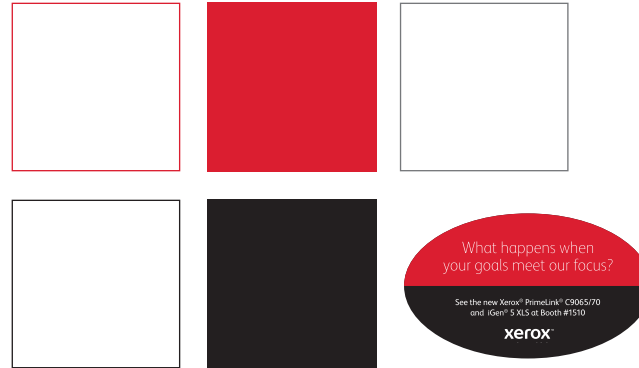
As our brand system does not use any special dimension effects to convey depth or height, these shapes should not have the illusion of depth added via emboss, bevel or drop shadow effects. A flat, solid, one-dimensional shape is the only acceptable expression.

Holding shapes can be red, black and white with a black or gray outline. Secondary color holding shapes can be used on packaging, email, infographics and PowerPoint.

PowerPoint presentations can only have a secondary color holding shape if a primary color shape is the primary use, and if it is necessary to accent the communication with a secondary color. Solid color holding shapes should never have an outline of a different color.

Use one secondary color per communication.

DO



Use flat, nondimensional holding shapes using red, black or gray. Gray should only be used if outlining a white box. Purposefully use circles for guerilla placement.



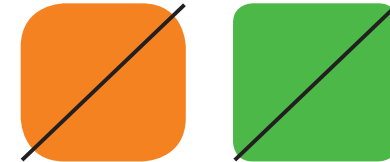
A single secondary color can be used for PowerPoint, email and infographics.

DO NOT

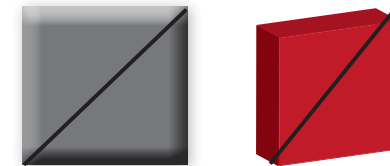


Do not add outlines of a different color to holding shapes.

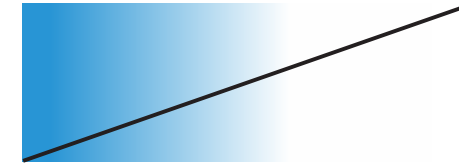
DO NOT (CONT'D)



Do not create a corner radius.



You should not apply any effects or dimensionalize.



Do not apply gradients to solid fills (limited exceptions for gradation in combination with imagery.)



Do not use transparencies over imagery or footage.

CHARTS AND GRAPHS

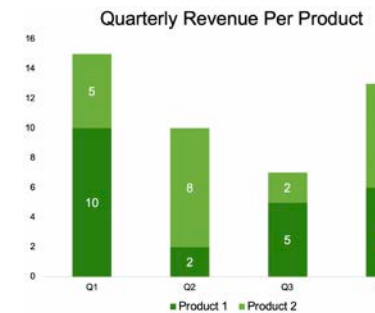
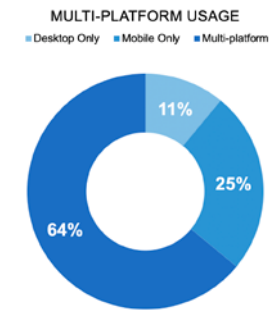
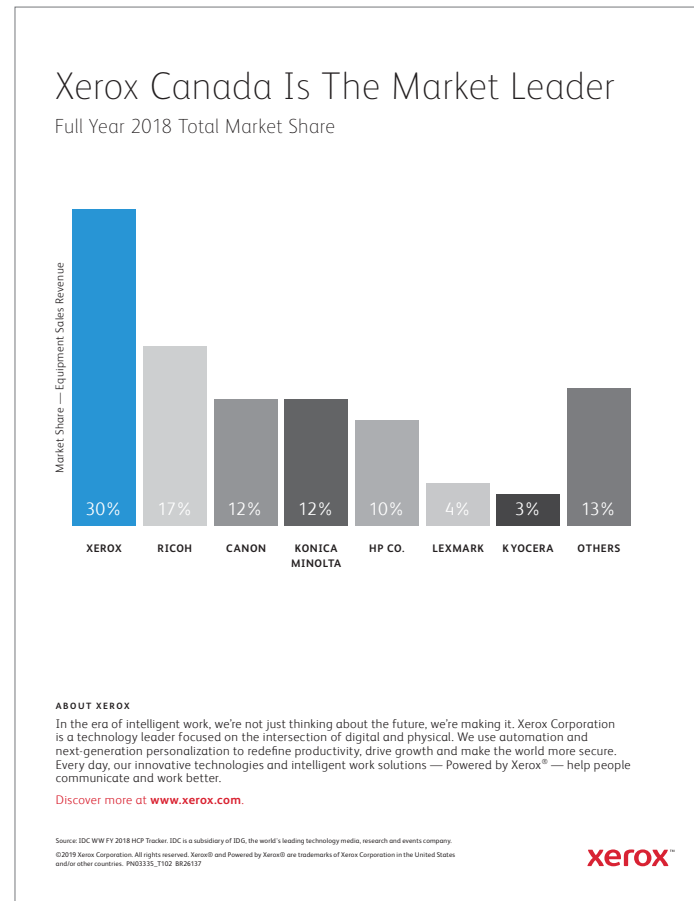
Introduction

Charts, graphs and tables that are created for use in Xerox-branded communications need to have certain characteristics that define them as part of our visual brand system.

For more information, please refer to our [Graphs and Tables Quick Reference Guide](#) on [BrandCentral](#).

SCHEME	LIABILITIES INVOLVED (EM)	TYPE OF DEAL
Aon	900	Buy-in (PIC)
ICI	630	Buy-in (Scottish Widows)
VA Tech	300	Buy-in (PIC)
Galliford Try	95	Buy-in (Just Retirement)
Barloworld	54	Buy-in (Scottish Widows)
GKN	53	Buy-in (Rothsay Life)
National Rail	19*	Benefit re-design
Scapa	4*	Mortality study
Sélex	436**	Benefit re-design

Standard tables use Xerox Sans for headlines and body copy in most instances. Tables can be red or black. Text and values should be black or reversed out of red or black in white.



Use tints of one color to show differentiation within one data set. Do not use red to communicate value in a chart or graph.

Templates and Communication Tools

The following pages show the best practice application examples we have developed to help you quickly and easily produce the most common applications. It is important to apply the Xerox brand system consistently across all touch points.

APPLICATION SAMPLES

- 31 Templates
- 32 Digital Application Samples
- 33 Printed Examples, Merchandise and Business Stationery
- 34 Brand Best Practices
- 35 Contacts

TEMPLATES

The templates employ the fundamental brand styles that apply to virtually everything designed in the brand. Approved templates should always be used. Please refer to templates on [BrandCentral](#).

- There are office and marketing templates available and updated as required. It is important that your communication piece adheres to our branding standards, even if a template does not exist for a specific communication type.
- In order to ensure that the brand is understood and used in a consistent manner, we have a brand review process. Participation in the process is mandatory for all branded communications.



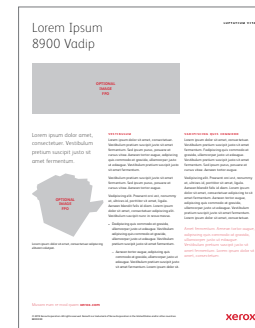
PowerPoint



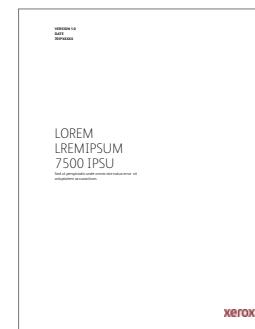
Email



Brochure



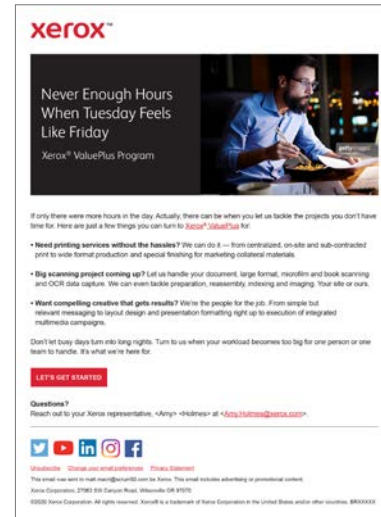
Spec Sheet



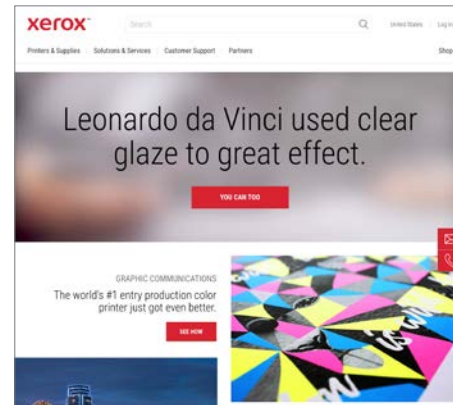
User Guide

DIGITAL APPLICATION SAMPLES

Digital and social guidelines should always be followed. Please refer to the [Digital Guidelines](#) and [Social Media Guidelines](#) on [BrandCentral](#).



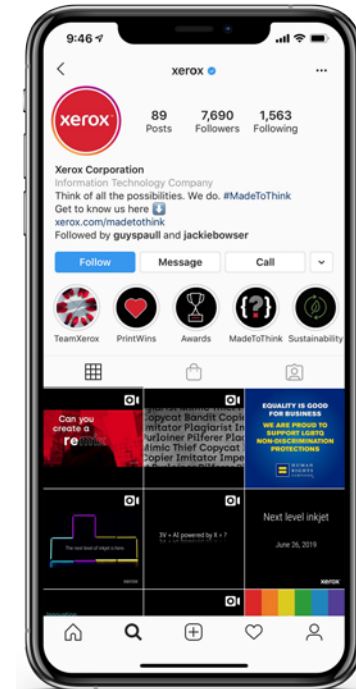
Email



Web



eBook



Social



Video

PRINTED EXAMPLES, MERCHANDISE AND BUSINESS STATIONERY

Business Stationery

We have a preferred supplier for business cards and stationery requests. Please refer to [BrandCentral](#).

Merchandise

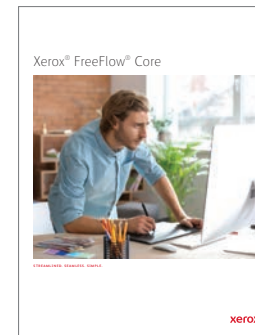
Merchandise should always be ordered from approved suppliers. Special orders may be placed. Refer to [BrandCentral](#).

Print

Please refer to our office and marketing templates available for download from [BrandCentral](#).



PowerPoint



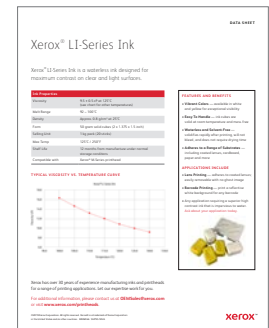
Brochure



Whitepaper



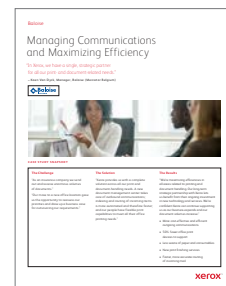
Spec Sheet



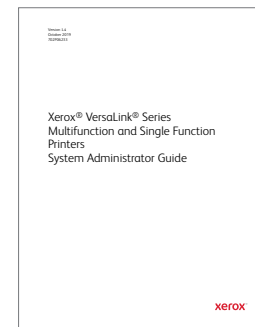
Business Card



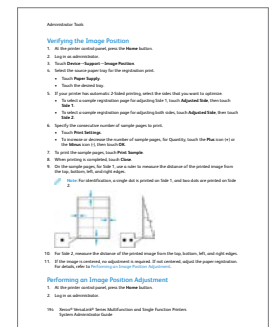
Branded Attire



Case Study



User Guide



BRAND BEST PRACTICES

This section is a list of general rules that should be followed when using one of the specific collateral templates or designing basic collateral.

Approved, brand-trained agencies or creative resources must be used. External, market-facing materials need to be registered with the [Content House](#) before any work begins.

- Be familiar with our brand portal, [BrandCentral](#).
- When using a collateral template you will always need to replace any designation For Position Only (FPO) placeholder shapes with high-resolution artwork or white space, as appropriate.
- When using a design template, do not resize any of the following placed artwork: business segment and the Xerox signature.

- Always maintain a generous amount of white space throughout the document. Do not crowd the pages with too many images or too much copy.
- The templates are designed to be somewhat flexible. Photographic images can be placed on either the left or right side of a document page.
- Do not use more than one accent color within a branded communication.
- Do not scale the signature disproportionately.
- Black is the primary color for text.
- Follow type styles that are embedded in the template.
- Do not place any text or logos outside the margins.
- Always generate a proof (to review color and quality) before sending your job into production.
- Do use red in subheads.
- Do use white text on a black background or holding shape.
- Do not use background colors other than white or black with product imagery.
- Do not use more than one secondary color in application.
- Do not overuse red. Maintain a balance of red, black and white.
- Do not apply color to make something colorful.
- Always send your jobs for [Brand Review](#) at [BrandCentral](#), for official brand approval.

CONTACTS

Overview

Understanding the Xerox brand is essential for applying its elements consistently across all applications. There are guidelines available for download on [BrandCentral](#).

For questions, concerns and/or additional support, please contact globalbrandsupport@xerox.com.

Content House

For Xerox employees, all external market-facing communications should follow the content development process managed by the Content House. In addition, some partner, sales, post-sales, internal and training communications also need to be registered.

For more information about the Content House Operating Process, visit [BrandCentral](#) or please contact contenthouse@xerox.com.

Tradeshows & Event Properties

The Global Experiential Marketing team has developed guidelines and a procurement process to provide direction and specific content to assist you in your exhibit program. Please download the latest [Tradeshows and Event Guidelines](#) on [BrandCentral](#).

All tradeshows and events (businesses and non-profit organizations, awards, events, etc.) need to be [registered](#) with the Content House as a first step. It should then be submitted for [review and approval](#).

For event support questions please contact the [Xerox Event Desk](#).

Please make sure to submit all assets and materials through [Brand Review](#).