

Extrance

STYLISH
DESIGN

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EXtrance

REVOLUTIONIZING INVESTMENT MANAGEMENT.

EXtrance is a holistic solution designed to modernize how investments are managed. Powered by secure, next-generation technologies, this platform exposes actionable, data-based insights, streamlines workflows, automates processes, and facilitates transactions at the asset and portfolio level.



THE LOGO

The EXtrance logo has been designed in both a solid and an outline transparent version.

Either version can be used depending on the design or the limitations of any format or size constraints. Readability should always be the first consideration.

The logos should only be in the brand red + garnet colors or white as shown. The white letters of the outline version are transparent and this allows the background to show through. The logos can also be used in black for cases with color limitations.

Brandmark

The EXtrance brandmark has more limited usages. One is for cases that require a logo to fit a square format at small sizes (i.e. LinkedIn or favicon). The other usage is for EXtrance sub brands. See the sub brand section for more details.

Copy format

In copy, the EXtrance name should always be formatted with the first two letters capitilized - as in EXtrance.



Solid logo



Outline logo



Solid logo reverse



Outline logo reverse



Brandmark



Icon/Favicon

LOGO USAGE DOs

To ensure a consistent and clear application of the brand, follow the set of guidelines for logo usage outlined here.

Logo clear space

Always surround the logos with a liberal amount of clear space to separate it from other content or imagery. The minimum clear space is equal to the height of the logo, from the top of the ascender “X” to the bottom of the “X”. This is defined as “X” in the diagrams shown and also applies to all variations of the logo and brandmark. Avoid placing other logos, graphics or content within this clear space.

Logo clear space exception

The exception to the clear space rule above is when using the white outline logo over a red background image. The intent in this case is for a much more dynamic visual that integrates the logo. Always be sure to have enough contrast in the background image to ensure high readability.



Minimum clear space



Outline logo with no clear space on high contrast background image

LOGO USAGE DONT'S

To ensure a consistent and clear application of the brand, avoid the logo infractions shown here.

EXtrance

Don't recreate/replace font

EXtrance

Don't recolor

EXtrance

Don't add glow/drop shadow

EXtrance

Don't change orientation

EXtrance

Don't stretch/squeeze/skew

EXtrance

Don't add 3D effects



Don't use on multi-colored backgrounds



Don't use on non-red, multiplied backgrounds

THE TAGLINE

The EXtrance tagline serves to identify the company purpose and express its modernized impact on the current and future industry.

The tagline can be used both independently or as a lockup positioned with the solid logo. The lockup is designed in different sizes and formats to ensure weight proportion and tagline readability.

When used independently, the tagline can be gold, light gold (for use on red background) red or black depending on the design.

The graphic files for the tagline and lockup should always be used as they are created with the correct proportions. Do not recreate them.

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Gold

Light gold (for on red)

Red


Black



Logo + tagline lockup
for sizes > 2.5" wide / 180 px



Logo + tagline lockup
for sizes > 2.0" wide / 145 px



Logo + tagline lockup for
smallest usable size at
1.5" wide / 100 px

COLOR

Red is the brand’s primary color and should always be the dominant color presence.

Garnet is mainly only used along with red to build the red gradient (see red gradient section).

White is also considered primary as its spacial relationship is key to allowing the red to show best.

Neutral colors are mainly supportive in use to help compliment the red. They can be used to differentiate harder working content from the red and add depth and flexibility to the brand’s identity.

The gold color is the main accent color and is mainly used for icons, sub brand logos or the tagline. The light gold is 70% of the gold color and is only used for elements on a red background for better contrast readability. Golds should be minimal in their use and a ratio of 15% gold to 85% red should be followed.

The teal color should only used when an additional color is needed for data visualization (chart or graph) that already includes the red, gold and neutral colors.

<div><div>Red</div><div><div>PMS</div><div>200 C</div></div><div><div>CMYK</div><div>0 100 100 30</div></div><div><div>RGB</div><div>175 31 36</div></div><div><div>WEB</div><div>AF1F24</div></div></div>	<div><div>Garnet</div><div><div>PMS</div><div>195 C</div></div><div><div>CMYK</div><div>35 100 85 50</div></div><div><div>RGB</div><div>102 10 25</div></div><div><div>WEB</div><div>660A19</div></div></div>	<div><div>White</div><div><div>CMYK</div><div>0 0 0 0</div></div><div><div>RGB</div><div>255 255 255</div></div><div><div>WEB</div><div>FFFFFF</div></div></div>	Primary
<div><div>Red gradient</div></div>			Gradient
<div><div>Silver</div><div><div>PMS</div><div>5315 C</div></div><div><div>CMYK</div><div>0 0 0 13</div></div><div><div>RGB</div><div>227 227 227</div></div><div><div>WEB</div><div>E3E3E3</div></div></div>	<div><div>Pewter</div><div><div>PMS</div><div>425 C</div></div><div><div>CMYK</div><div>62 54 60 30</div></div><div><div>RGB</div><div>88 88 82</div></div><div><div>WEB</div><div>585852</div></div></div>	<div><div>Black</div><div><div>PMS</div><div>Black C</div></div><div><div>CMYK</div><div>0 0 0 100</div></div><div><div>RGB</div><div>0 0 0</div></div><div><div>WEB</div><div>000000</div></div></div>	Neutrals
<div><div>Gold</div><div><div>PMS</div><div>7557 C</div></div><div><div>CMYK</div><div>35 50 88 17</div></div><div><div>RGB</div><div>147 113 57</div></div><div><div>WEB</div><div>937139</div></div></div>	<div><div>Light gold</div><div><div>70% of gold color</div><div>(use on red backgrounds)</div></div><div><div>RGB</div><div>180 155 117</div></div><div><div>WEB</div><div>b49b75</div></div></div>	<div><div>Teal</div><div><div>PMS</div><div>7710 C</div></div><div><div>CMYK</div><div>70 26 35 0</div></div><div><div>RGB</div><div>80 151 160</div></div><div><div>WEB</div><div>5097a0</div></div></div>	Secondary

RED GRADIENT

The red gradient is the dominant brand design element that blends the primary red and garnet colors. It's a flexible and striking design device that serves to help distinguish EXtrance from more typical flat color usage. It should be the dominant element used in almost every design application to highlight the key message. As the dominant block element, it should only be applied once per page or visual.

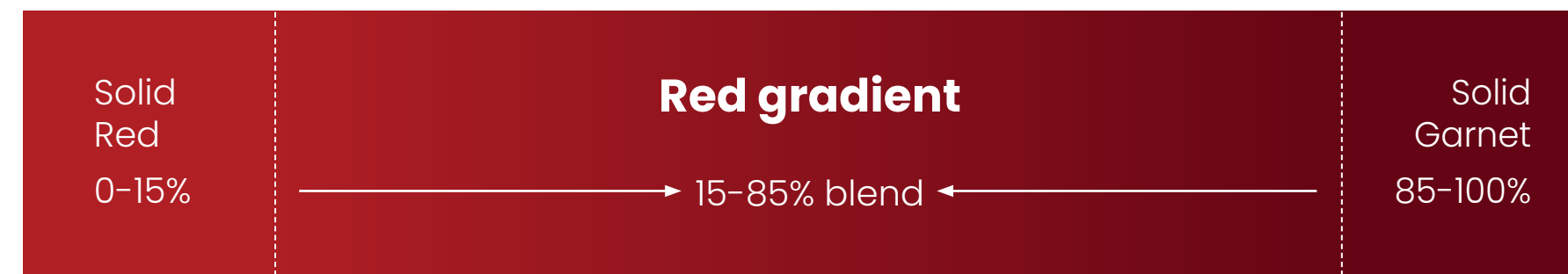
Red gradient creation

The gradient is created by positioning the red color slider at the 15% position and the garnet at the 85% position along the shape (see visual shown). The colors will then blend in the middle 16-84% area. This allows for more solid red and garnet colors to show before they start to darken/lighten in the blend.

The red should always start on the left side or the top, and the gradient should always be horizontally or vertically linear, never radial or at an angle. The direction should follow along the shape's longer orientation to allow for a smoother and better aesthetic. Square gradients can follow along either left-right or top-down depending on the design.

Red gradient text

The gradient can also be applied to Bebas Neue bold headline text. For a presentation, this is a good use of the gradient for a cleaner look without using a repetitive color block on every page. The website can also benefit from using gradient text for content variety and distinction within a longer scrolling page.



Horizontal



Vertical



Square horizontal flow



Square vertical flow



Vertical example



Horizontal example

TYPOGRAPHY

Bebas Neue and Poppins are the brand’s typefaces and are readily accessible Google fonts. They have distinct, recognizable features that give the EXtrance brand a strong, modern visual signature.

Bebas Neue
Bebas Neue Bold is the weight used within the system. It’s all-caps characteristic demands it always be used for all top level messaging and headlines. Depending on and content structure or visual preference, it can also be used for subheads or category titles.

Poppins
Poppins Bold and Light are the weights used within the system. Bold should be used for subheads and light is used for body copy.

NOTE: Poppins font is designed a bit bigger than most standard fonts and should be sized **down** a point or two to match the visual equivalency of standard font point sizes. So for typical body copy sizes of 10-11 pts., Poppins should be sized down to 8-9 pts.

BEBAS NEUE Usage: headlines, subheads

BEBAS NEUE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345677890

Poppins Usage: subheads, body copy

Poppins bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345677890

Poppins Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345677890

THE XCON

The Xcon is the EXtrance brand's hallmark graphic. It is a stylistic, design device that headlines the brand identity and promotes company recognition.

Usage

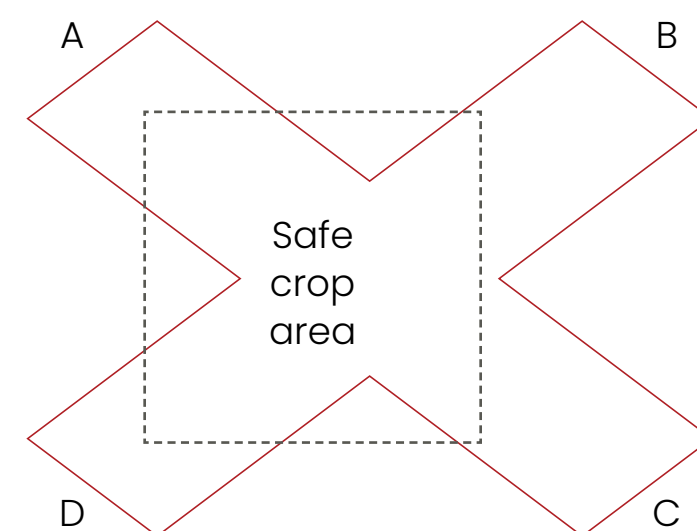
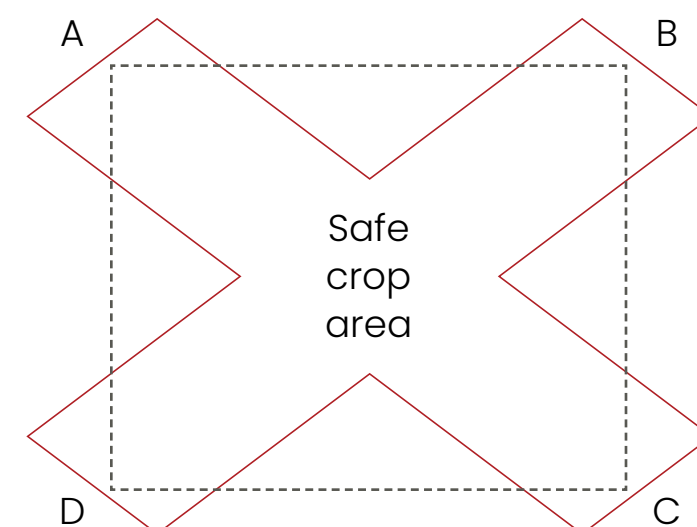
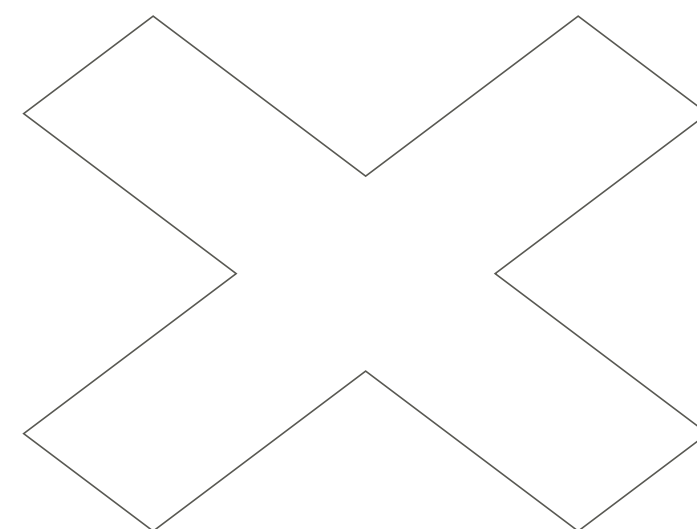
The Xcon has the flexibility to be integrated into any design and can appear either understated or bold. It should always be used at very large off-the-page sizes and be strategically cropped to frame imagery or content. It should **NEVER** appear with any of its outside end caps showing (labeled A,B,C,D in graphics shown).

When used as an outline it should have a very thin 0.5 rule at 100% view size. The large shape adds a dominant element to the page, while its thin outline keeps it understated and refined. The outline color can be either the red, pewter or white. This approach is especially recommended if integrated with heavy content.

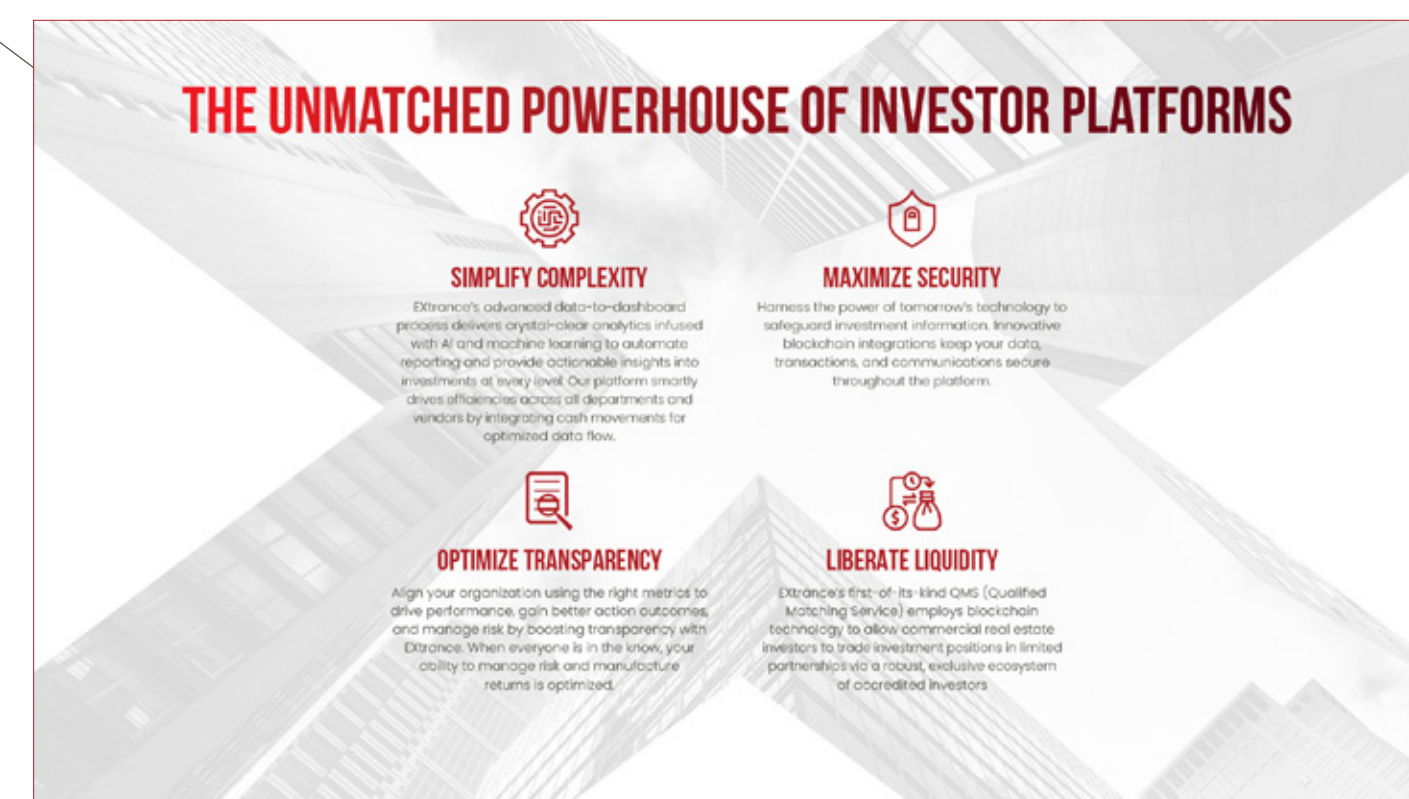
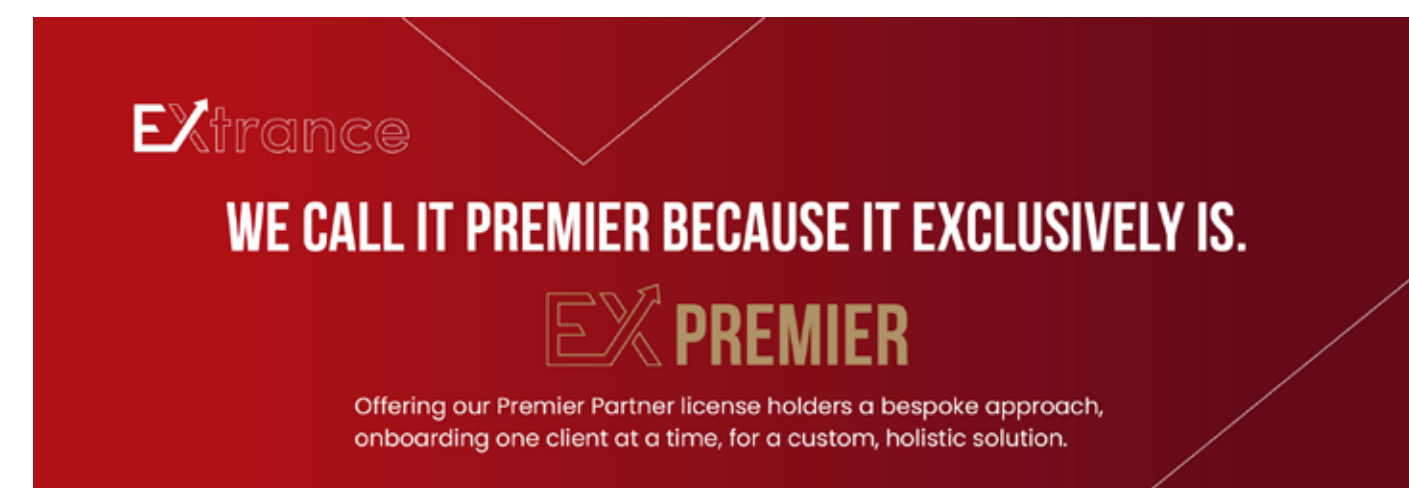
It can also be used as a frame for imagery. Adding a duplicate red Xcon on top with a multiply effect allows for a bold, dramatic graphic.

Use in multi-page doc/presentation

For a multi-page doc or presentation, the Xcon should not be present on every page/slide. Being too repetitive only serves to create visual fatigue as well as a "templated" looking appearance. Be more strategic and intentional as to where and how often the Xcon should be applied. This will present a more higher-end, polished look.



Usage examples

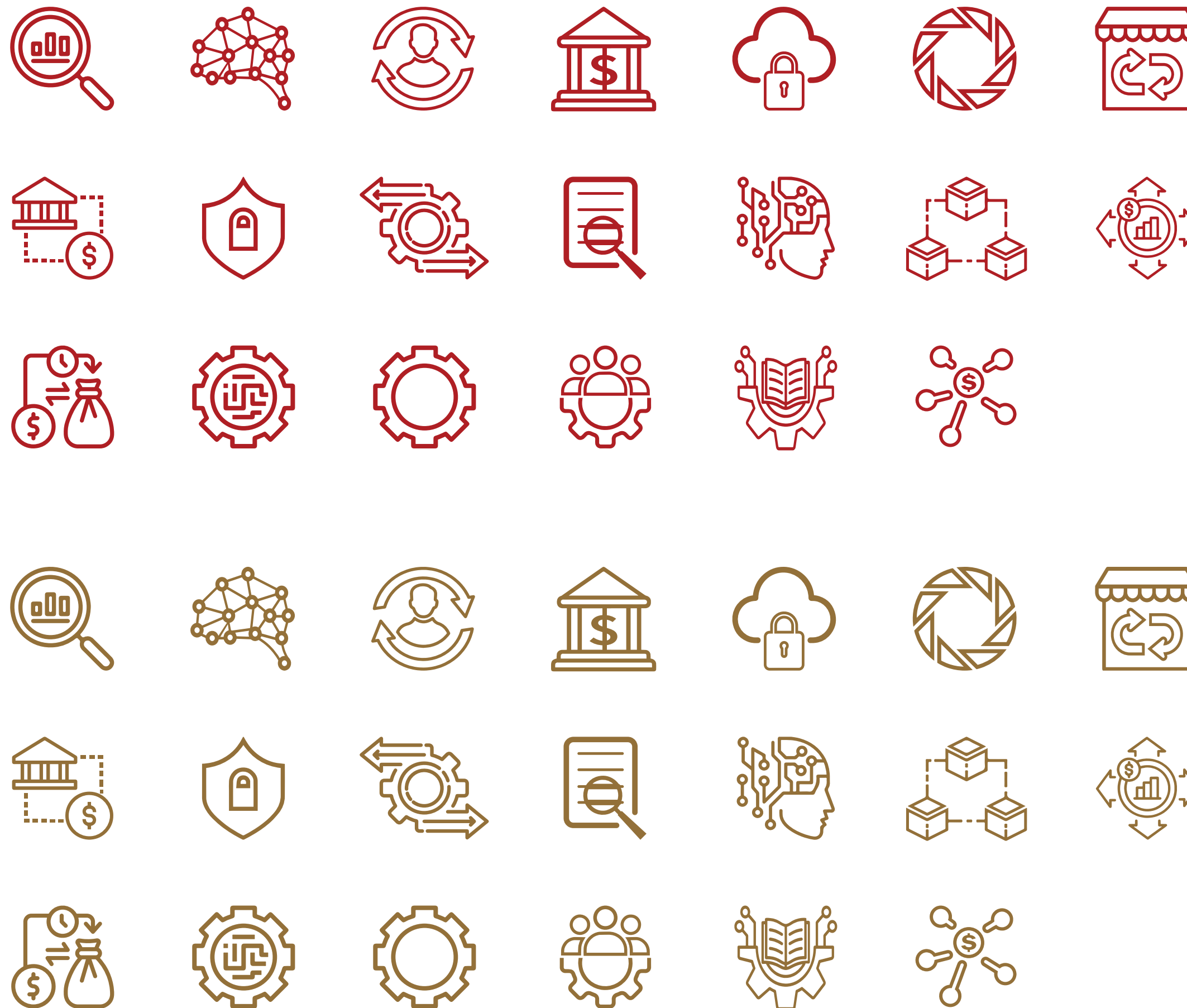


ICONS

Extrance icons use a pictographic line art style with no fill areas. They present as aesthetically uniform with even weight and are in a relative square proportion.

All heights are the same but some widths vary slightly depending on the graphic.

Icons can be used in solid red or gold depending on content and page aesthetic. If used on red gradient background they should be light gold (for better readability) or white.



IMAGERY

Extrance imagery serves to give visual context around commercial real estate investment management and software technology.

The image choices should showcase either dramatic city architecture or abstract technology. They should be artful in their usage and appearance in serving to add interest as visual texture. The subject matter or narrative of a image should never be a focal point. Images should always be in **black and white** to help keep focus on red elements and content.

Avoid images of people, phones, tablets and monitor screens. Avoid small inset images for copy blocks and design with larger visual compositions that better integrate with the whole space.

Ghosted imagery

To add visual texture for large white areas, use a flood image. Scale the image's transparency back to about 8-10% for good content readability on top.

Red multiply filter

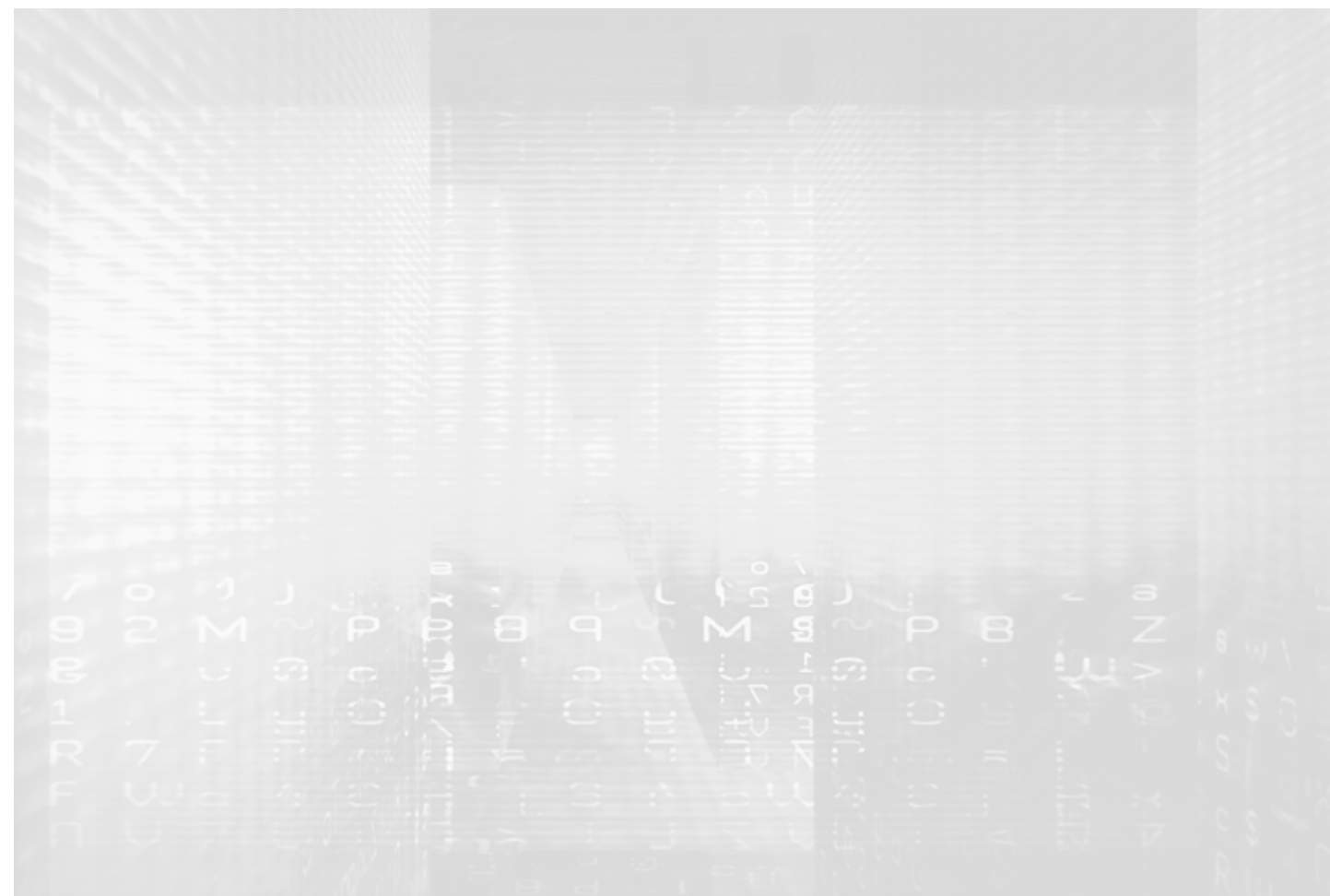
The red multiply filter can create a bold effect when an impact visual is desired. To create this effect add a duplicate red shape on top of the image. Then apply a multiply filter effect to the red shape. Once applied, the bottom image may then need to be lightened to achieve the desired contrast for the overall effect.



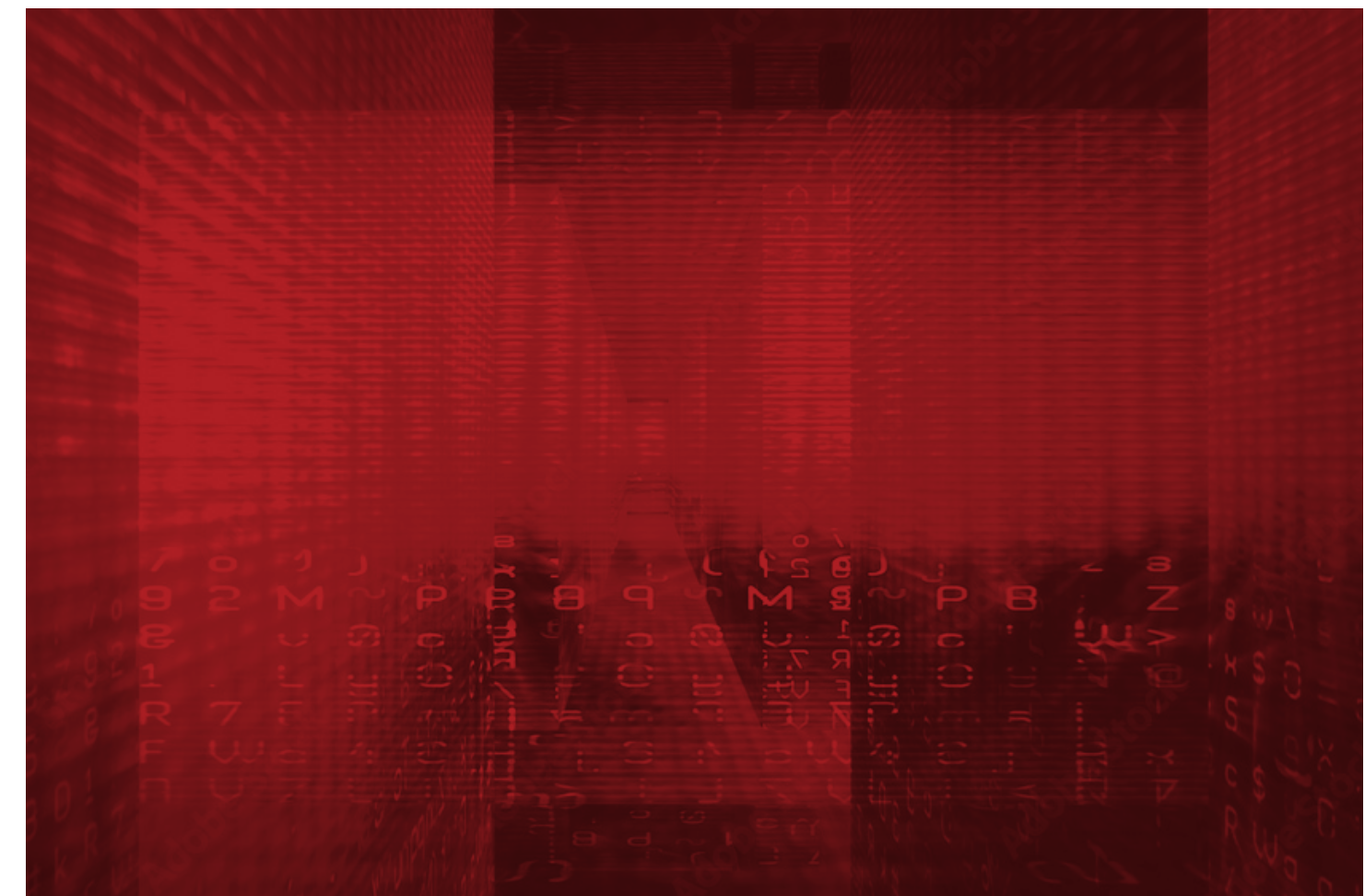
Ghosted city architecture



City architecture with red multiply effect



Ghosted abstract technology



Abstract technology with red multiply effect

SUB BRANDS

EXtrance programs and software modules are branded as individual sub brands that are all inherent parts of the EXtrance ecosystem.

All sub brand names consist of only a singular word to describe their purpose or function.

As logos, they are designed with the EXtrance landmark as a visual prefix.

In copy they are fully spelled out with the product name (i.e EXtrance Premier™).

EX PREMIER™

EX VISION™

EX TREASURY™

EX EXCHAIN™

EX PORTAL™

EX NEURAL™

EX ADMIN™

EX MARKETPLACE™

Red gradient + gold on white

EX PREMIER™

EX VISION™

EX TREASURY™

EX EXCHAIN™

EX PORTAL™

EX NEURAL™

EX ADMIN™

EX MARKETPLACE™

Light gold on red gradient

PHOTOGRAPHY

Extrance employee photography reflects an approachable and conversational style. Smart biz casual meets confident, polished pro. Relaxed and real with personality and body language on display.

Employees should be photographed and used in a wider body manner, and not conform to a typical “headshot” approach. Allow liberal background space around people and don’t crop in tight. This allows for greater variation and the flexibility to be able to work with any format.

Utilize bright, open spaces and environments vs dark and atmospheric. Backgrounds should vary from person to person, and have a level of depth with a softer focus. Avoid any compositions that are directly against a facing wall.

Employee photography can be used in color or styled to black and white for different applications. The red multiply effect should **never** be used over people like with other EXtrance imagery.



