

EXIGENT

Style Guide

Introduction

The future success and reputation of Exigent depend on your ability to effectively communicate and educate your audiences on the company's newly developed brand positioning and the value you bring to the marketplace.

This document is an important first step in summarizing these key messages. It's designed to provide your team with guidelines on how to "talk about" your company moving forward: the best way to communicate the Exigent value proposition.

Please use this document as a guide to help maintain consistency and accuracy in all of your communications companywide.

THE EXIGENT BRAND

- 4 Brand Pillars
- 4 Brand Position
- 5 Company Vision
- 5 Mission Statement
- 6 Elevator Pitch
- 6 Tagline
- 6 Brand Tonality/Voice

THE EXIGENT LOGO

- 7 Variations
- 8 Size
- 8 Clear Space

9 COLOR PALETTE

- 10 DESIGN ELEMENTS
- 12 TYPOGRAPHY
- 14 THE EXIGENT TAGLINE

A large, solid red graphic element that starts as a vertical bar on the left side of the page and tapers to a point, extending diagonally across the top and right portions of the page.

The Exigent Brand

Simply stated, a brand is all of the ways a company is perceived by everyone who interacts with it: customers, prospects, competitors, business partners and the media. More than a logo and graphic identity, a brand embodies a company's personality, values and goals—all the factors that define it in the marketplace.

Some branding components are visual and graphic. Others are language based. The various components that define the Exigent brand are delineated in the following pages.

The Exigent Brand

Brand Pillars – the essence of who we are and how we want to be perceived

Driven
Conscientious
Responsive
Uncompromising

Brand pillars are the key words and phrases that comprise the essence of our company and serve as the foundation of our brand persona or “personality.” They should be used as the “acid test” for all of our brand-related activities going forward.

Brand Position – the foundation for all Exigent communications: what differentiates us from the competition, the unique value we offer and our personality

Because we demand as much of ourselves as our customers demand of their technology, we tackle every need with urgency and diligence. Driven by uncompromising principles to always do right by our customers, Exigent fearlessly takes on their business challenges, delivering resourceful technology solutions without ever cutting corners.

Company Vision – a definition of what we want to achieve over time

Exigent will be the dominant IT solutions provider in the New York and New Jersey regions.

Mission Statement – a definition of our goals and the pathway we'll use to achieve our vision

Exigent delivers the urgent response, bold inventiveness and uncompromising customer experience that no other provider can match, enabling our customers to not just achieve, but exceed their demanding business requirements.

The Exigent Brand

Elevator Pitch – an everyday description of what we do

When you need technology challenges addressed quickly and thoroughly, Exigent is the New York and New Jersey region's first choice. We never take the easy road when there's a more effective solution to help our customers achieve their goals.

Tagline – Our mission, distilled

Driven by excellence.

Brand Tonality/Voice – Exigent speaks in the first person (“we”) and addresses the customer and other audiences in the second person (“you”).

The language we use to communicate about our brand and our business should be **simple and straightforward, conversational and personable**. Whenever possible, avoid techy jargon. The use of contractions (“don’t, isn’t,” etc.) and colloquial phrases is encouraged.

The Exigent Logo

The logo should be used in color whenever possible.



If color printing isn't available, grayscale or black/white logos should be provided.



Inverse logos are recommended for backgrounds darker than the equivalent of 30% black.



The Exigent Logo

Minimum Size

The minimum size at which the logo is used should be no less than 0.625" wide.



When the logo is locked up with the tagline, the minimum size should be no less than 0.75" wide.



Clear Space

The preferred clear space is equal to the height of the letters EXIGENT in the logo. Whenever possible, no other elements should be placed within the clear space.



Color Palette

Primary Palette



CMYK
0/100/72/0

RGB
213/0/50

HEX
D50032

PMS
199 C, 199 U

CMYK
0/0/0/100

RGB
0/0/0

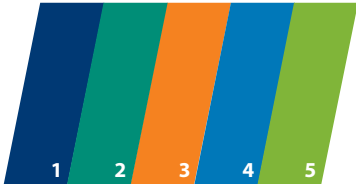
HEX
000000

CMYK
0/0/0/50

RGB
153/153/153

HEX
959595

Secondary Palette



These colors can be used as accents or highlights alongside the Primary Palette.

1 CMYK
100/70/0/40

RGB
0/31/102

HEX
001F66

PMS
280 C, 281 U

2 CMYK
100/0/60/20

RGB
0/153/122

HEX
00997A

PMS
3288 C, 334 U

3 CMYK
0/60/100/0

RGB
230/126/0

HEX
E67E00

PMS
716 C, 716 U

4 CMYK
100/35/0/10

RGB
0/116/179

HEX
0074B3

PMS
7691 C, 3005 U

5 CMYK
50/0/100/10




RGB
89/179/0

HEX
59B300

PMS
377 C, 376 U

Design Elements

The three horizontal red bars comprising the E in Exigent's logo may also be used as a separate design element. These bars represent the company's brand pillars:

-  Immediate action
-  Demanding excellence
-  Uncompromising ethics





Examples of use

The three bars should always be used together, never alone, and in the same proportions as they appear in the logo.



Typography

Primary Typeface

Use the Myriad Pro font family wherever possible.

Myriad Pro Light
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface

Use U8 for headlines, subheads and highlights.

U8 Thin

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

U8 Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate Typeface

If Myriad Pro is unavailable, the preferred typeface is Calibri.

Calibri Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Exigent Tagline

DRIVEN BY EXCELLENCE

The tagline should be used in color whenever possible, with the following attributes:

TYPEFACE: U8 Regular, all caps

COLOR: “Driven by” is black and “Excellence” is the Exigent red color.

When used together, the logo and tagline lockup shouldn't be modified from this format.



The tagline may be used independently of the logo. If both appear on the same page, the tagline shouldn't overpower the logo.



If color printing isn't available, grayscale or black/white should be provided.

DRIVEN BY EXCELLENCE
DRIVEN BY EXCELLENCE


Use an inverse version for backgrounds darker than the equivalent of 30% black.

DRIVEN BY EXCELLENCE

DRIVEN BY EXCELLENCE

DRIVEN BY EXCELLENCE

DRIVEN BY EXCELLENCE



For questions regarding the Exigent Brand Guidelines, please contact [email address].



 **EXIGENT**



