



Brand Guidelines

Visual Identity & Usage Standards



XIMATM

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Brand Overview

Our Mission

Empowering clients to optimally connect with, engage, and retain their customers in an ever-changing market.

Brand Promise

Better Data. Better Results. We provide scalable, affordable contact center technology with powerful reporting, real-time visibility, and AI-powered analytics that help businesses of all sizes deliver exceptional customer service.

About Xima Software

Xima Software delivers a dynamic, cloud-based Contact Center as a Service (CCaaS) solution designed to optimize both employee and customer experiences. The platform provides in-depth skills-based routing, queue callback, cradle-to-grave insight, custom reporting, real-time wallboards, AI-powered speech analytics, and interactive chat options — all powered by advanced automation and analytics across voice, web chat, email, SMS, and WhatsApp channels.

Xima's Three Uniques

- **Exceptional Reporting and Analytics**
- **Ease of Use with Powerful Configurability**
- **Customer-Centric Service and Relationships**

Logo Usage

Approved Logo Variations

The following are the only approved Xima logo variations. No other versions, modifications, or recreations are permitted. Always use official logo files provided by the brand team.

Horizontal Wordmark (No Icon)



Teal on Light Background



Black on Light Background



White on Dark Background

Vertical Logo (With Icon)



Teal Vertical on Light Background



Black Vertical on Light Background

Logo Usage Guidelines

Clear Space & Minimum Size

Maintain a minimum clear space equal to the height of the 'X' in the XIMA wordmark on all sides of the logo. This ensures the logo remains legible and visually distinct from surrounding elements. The minimum logo size for print is 1 inch wide; for digital applications, 80 pixels wide.

Approved Background Usage

- The Teal and Black wordmark logos should only be used on light or white backgrounds.
- The White wordmark logo should only be used on dark backgrounds (Dark Blue, Teal, or Black).
- The vertical logo (with icon) is preferred for square formats, social media avatars, and signage.
- The horizontal wordmark (no icon) is preferred for headers, documents, and wide-format placements.
- Always ensure sufficient contrast between the logo and its background.

Logo Misuse

The following modifications are never permitted. Only the five approved logo files may be used.

- ☐ Do not stretch, skew, or distort the logo in any way.
- ☐ Do not change the logo colors outside of the approved variations.
- ☐ Do not place the logo on busy or low-contrast backgrounds.
- ☐ Do not add effects such as drop shadows, outlines, or gradients.
- ☐ Do not rearrange or separate the icon from the wordmark.
- ☐ Do not rotate the logo.
- ☐ Do not recreate or redraw the logo — always use official files.
- ☐ Do not add a tagline, text, or other elements inside the clear space.

Color Palette

Primary Colors

The primary color palette establishes Xima's visual identity. Teal and Dark Blue serve as the dominant brand colors, conveying trust, professionalism, and innovation.



Teal

#166293

RGB: 22, 98, 147

CMYK: 85, 33, 0, 42



Dark Blue

#124768

RGB: 18, 71, 104



Powder Blue

#29ABFF

RGB: 41, 171, 255

Accent Colors

Accent colors add energy and visual interest. Electric Yellow is used for highlights, CTAs, and accent elements. Calming Green supports data visualization and positive indicators.



Electric Yellow

#FAA500

RGB: 255, 165, 0



Calming Green

#17A58A

RGB: 23, 165, 138

Neutral Colors

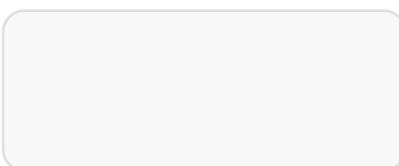


Black

#000000

RGB: 0, 0, 0

CMYK: 100, 100, 100, 100



Background Grey

#F8F8F8

RGB: 248, 248, 248

Typography

Primary Typeface: Montserrat

Montserrat is the primary typeface for all Xima communications. Use it for headlines, titles, navigation, and UI elements. Its geometric design conveys modernity and professionalism while maintaining excellent readability at all sizes. Available via Google Fonts.

Montserrat Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii 1234567890

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii 1234567890

Montserrat SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii 1234567890

Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii 1234567890

Secondary Typeface: Nunito

Nunito is the secondary typeface, used for body text, descriptions, and supporting content. Its rounded terminals give it a warm, approachable feel that complements Montserrat's geometric precision. Use Nunito for paragraphs, captions, and extended reading. Available via Google Fonts.

Nunito Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii 1234567890

Nunito SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii 1234567890

Nunito Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii 1234567890

Usage Guidelines

- Use Montserrat for all headings, titles, buttons, and navigation elements.
- Use Nunito for body copy, descriptions, captions, and form fields.
- Never substitute with other typefaces — Montserrat and Nunito are the only approved fonts.
- Maintain a clear hierarchy: headings should be noticeably larger and bolder than body text.
- For web use, load both fonts via Google Fonts for consistent cross-platform rendering.

Tone of Voice

Brand Voice Principles

Xima's voice is confident, approachable, and solution-oriented. We speak to contact center professionals who need clarity, not jargon. Our communications should feel like a trusted advisor — knowledgeable, warm, and action-focused.

Clear & Direct

We cut through complexity. Our customers are busy professionals — we respect their time by being concise and actionable. Avoid unnecessary buzzwords and get to the point.

Empathetic & Supportive

We understand the challenges of managing a contact center. Our tone acknowledges pain points before presenting solutions. We make our customers' lives easier.

Confident, Not Arrogant

We stand behind our product with data and results. We let features and outcomes speak for themselves rather than making hyperbolic claims.

Approachable & Human

We avoid cold, corporate language. We use conversational phrasing to connect with our audience on a human level, making complex technology feel accessible.

Writing Guidelines

Do:

- ☐ Lead with the customer benefit, not the feature.
- ☐ Use active voice and short, clear sentences.
- ☐ Back claims with specific data points or outcomes.
- ☐ Write in second person ("you") to speak directly to the reader.

Don't:

- ☐ Use excessive jargon or overly technical language.
- ☐ Make vague or unsupported superlative claims.
- ☐ Write in passive voice or use unnecessarily long sentences.
- ☐ Use a condescending or overly casual tone.