

Visual Identity & Brand Guidelines

Edition 1.0 – Mar 2021



Our Promise:

Redefining the way people Learn

Excelsoft caters to the learning and assessment interests of educational publishers, universities and schools, the government, defense and corporate sector.

With operations in India, Malaysia, Singapore, the UK and the USA,

Excelsoft is fast expanding to newer geographies.

Our Purpose:

Our vision is to be recognized as a thought leader in technology and consultation who can develop and deliver world class eLearning solutions that are reliable, and capable of capturing the learners knowledge, skills and abilities.

Our mission is to provide the best eLearning solutions using state of the art technologies that help our customers deliver better, faster, and cost-effective eLearning solutions.

Content

Brand Mark

Logo and Tagline

Logo Colour & Typography

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Logo Misuse

Room to Breathe

Logo Placement

Logo Social

Brand Colour

Primary Colour Palette

Secondary Colour Palette

Typography

Typeface

Type Weights

Type Rules

Iconography

Layout Examples

Brand Mark

Logo and Tagline

Logo Colour & Typography

Logo Use

Logo Misuse

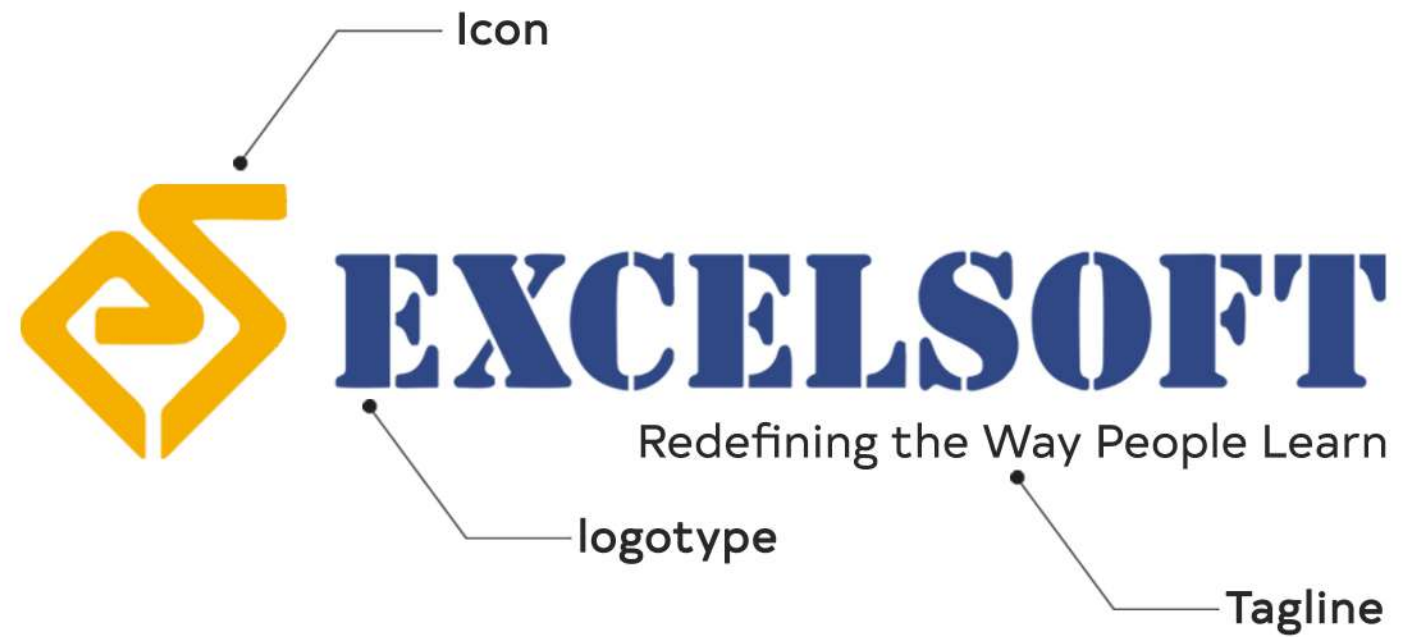
Room to Breathe

Logo Placement

Logo Social

Logo and Tagline

The logo consists of three elements-
ICON, LOGOTYPE and TAGLINE. The
elements of the logo should never be
separated.



Logo Colour & Fonts

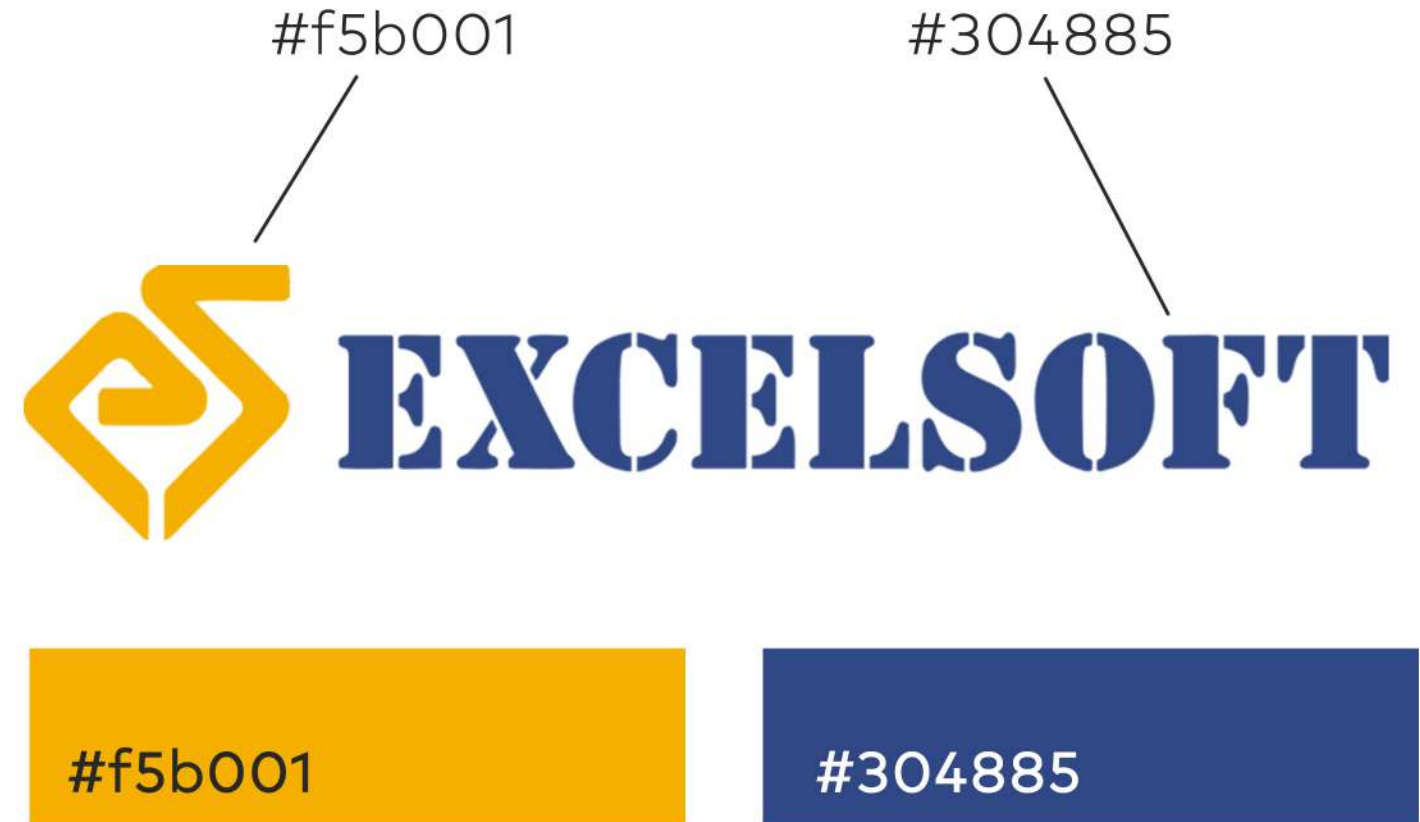
Is Blue is:

- › The colour of trust.
- › The shade of the sea and the sky.
- › The thought to induce calm and convey serenity & peace.

The popular colour instills confidence and inspires feelings of loyalty, integrity and responsibility.

Orange is the colour of warmth, enthusiasm, creativity, encouragement, determination, balance and freedom.

Logo Font **Typold**



Logo use with background



Logo Misuse

Do not use the logo on top of noisy backgrounds including images, patterns and textures

The Excelsoft logo is sacrosanct and cannot be tampered with.

Do not add effects like drop-shadows, embossing, vignette or gradients to the logo

The Excelsoft logo is a fixed unit. It cannot be split, spread, stretched, or presented in any other form than those prescribed in this document



Room to Breathe

To maintain the clarity and visual integrity of Excelsoft logo, it has breathing space around it. This ensures visual impact of the logo and isolates it from elements such as text and supporting graphics.

The breathing space can be determined by using the measurement of the width of the letter e from the logo. In this, the limiting condition of the space is shown.

In most cases the landmark should be given more room to breathe.

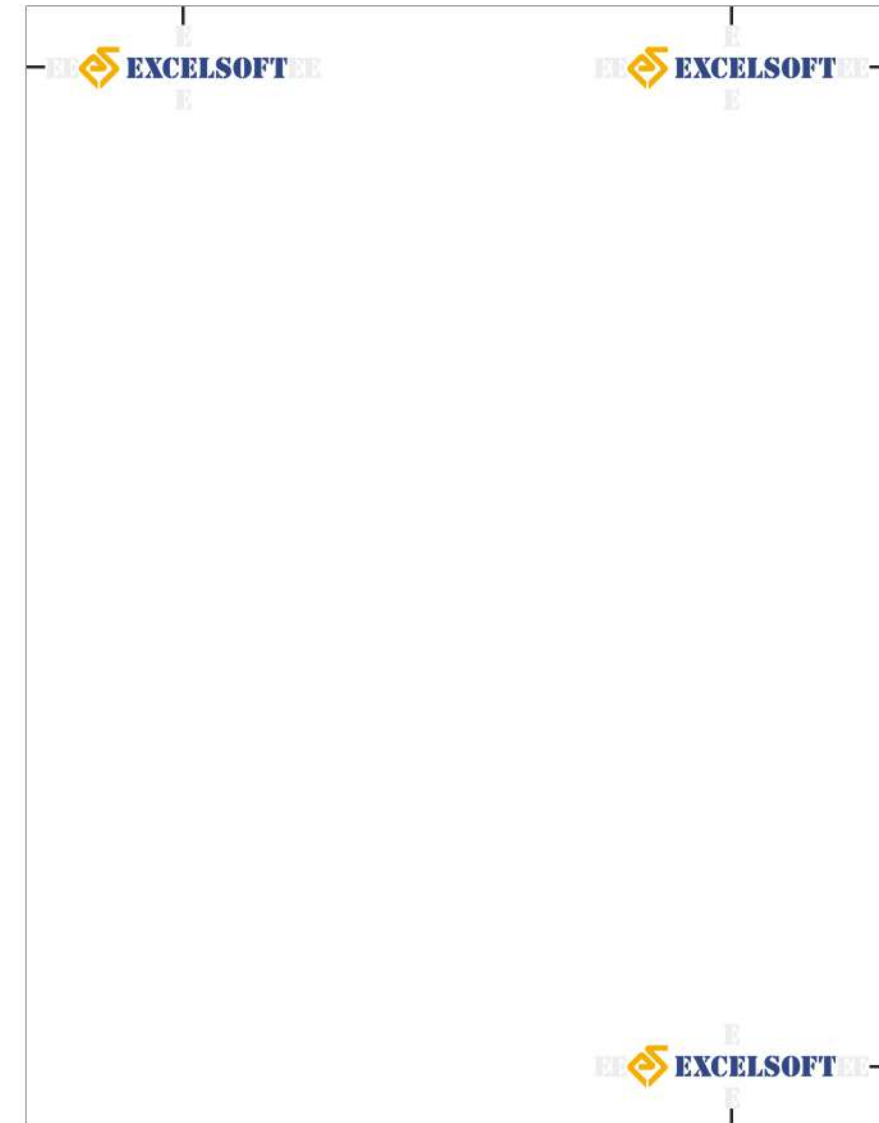


Logo Placement

Regardless of size or dimension, when possible the Excelsoft logo should appear in one of the positions illustrated here. This keeps brandmark placement simple and consistent.

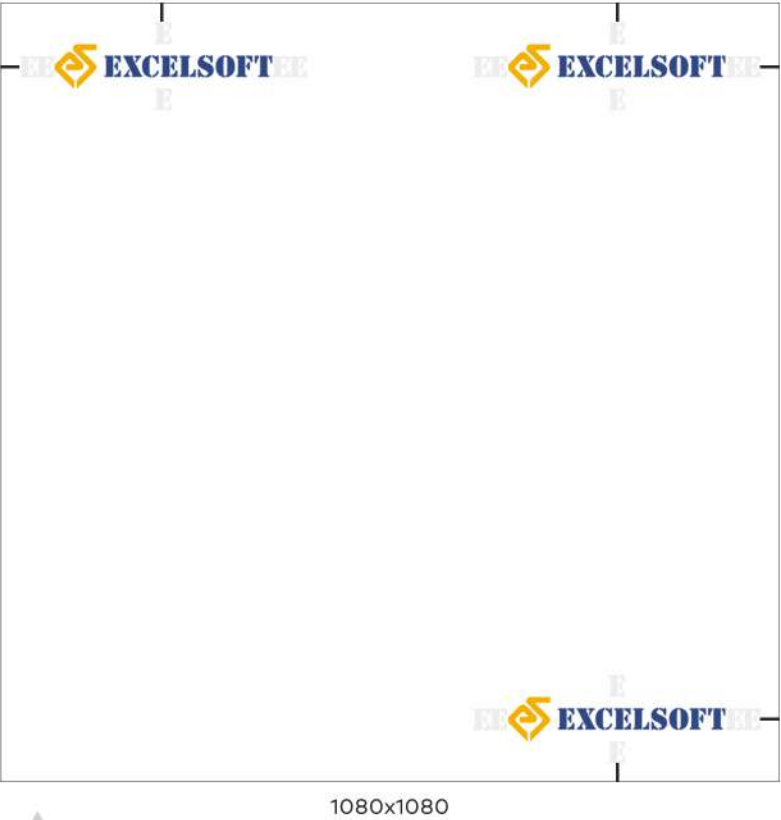
Every application is unique and the final size and location should reflect the hierarchy of messaging.

Please follow the breathing space rule surrounded by letter "e" when placing the logo in any communication.



← For Print

Logo Placement



▲
For Digital



Social Logo Icon



Brand Colour

Primary Colour Palette

Secondary Colour Palette

Primary Colour Palette



Primary Background Color

60%

Primary Color

30%

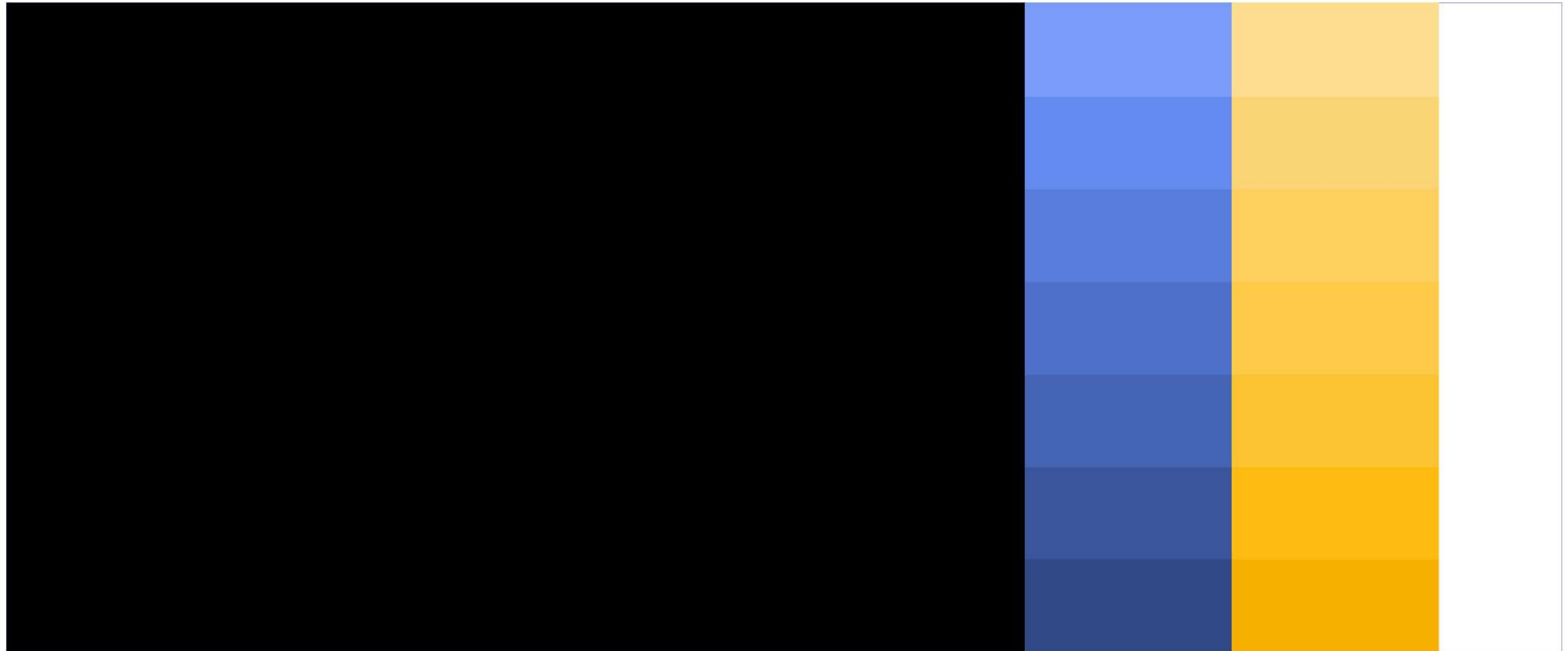
Primary Color

30%

Accent Color

10%

Primary Colour Palette



Primary Background Color

60%

Primary Color

30%

Primary Color

30%

Accent Color

10%

Typography

Typeface

Type Weights

Type Rules

Typeface

Type is more than a design element. It conveys the message, expressing both what we say and how we say it.

Our brand typeface is Typold, a modern easy to use, geometric sans serif typeface family. Typold provides a relatively broad style and design having a fairly large x-height and large apertures.

This typeface gives us a diverse range of weights and expresses our values whilst remaining friendly and welcoming.

Use this font in all communications to help the brand have a clear and distinct visual identity across all of the communications.

Typold is our brand typeface.
A Google font that
conveys our expertise.

Type Weights

Typlod has a number of weights that allow us to express both contemporary and elegant qualities.

To ensure a correct amount of variation in our main communications we use a variety of the following weights: Bold, Medium, Regular and Light.

Always use a weight that best suits the message and format.

Use typlod bold for headlines

We Use Typlod Medium for Subhead

We Use Regular/Light for body copy and regular content

Type Rules: Examples

When a variety of type sizes have been used, the weight and size of the typography should create a clear hierarchy. This contrast creates a simple way to navigate information.

Titles should always be set in sentence case to increase clarity and friendliness.

Size of Headlines should be 2x/3x/4x bigger than Subhead. Bodycopy size should be 2X smaller than Subhead.

Headlines should be set in Typold Bold

Subhead should be in Typold Medium

The body copy should be set in Typold Light/Regular. Font size should be 2x smaller than Subhead. The body copy should be set in Typold Light/Regular. Font size should be 2x smaller than Subhead.

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Iconography


Iconography

We have our own style of iconography that works alongside the other elements in our Layout designs. Excelsoft Primary brand colours Blue and Orange should be used on priority.




Design Options


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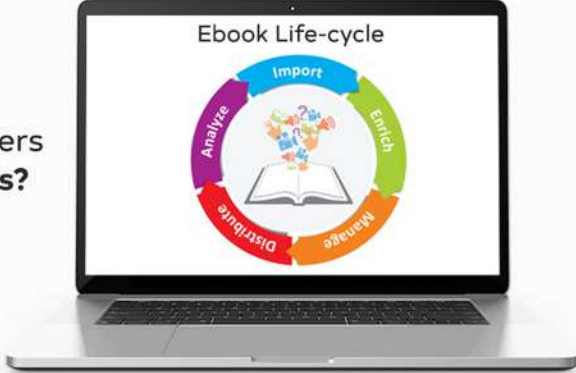


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Design Options



EXCELSOFT

150+ ENGINEERS

JOB PROFILES

- ❖ **Software Developer**
 - › .NET Developer
 - › Database Developer
 - › HTML5 and Javascript Developer
 - › Angular JS Developer
 - › React JS Developer
- ❖ **Senior Software Developer**
 - › Senior .NET Developer
 - › Senior Database Developer
- ❖ **Senior Instruction Designer**
- ❖ **Technical Lead / Team Lead - .NET**
- ❖ **Quality Assurance Engineer**
- ❖ **Multimedia Designer**
- ❖ **Performance Engineer**
- ❖ **Subject Matter Expert - Mathematics**

You are requested to send your reference CVs to darshan.v@excelindia.com

For more information about the Job Descriptions, visit excelsoftcorp.com/career/

🌐 www.excelsoftcorp.com 📞 7338204242



100 Trainee Software Engineers

We are on the lookout for talented, enthusiastic, & dynamics candidates who are keen to pursue their careers with us

- › B.E/B.Sc/BCA/Diploma/M.Sc/MCA/ M.Tech (2022/21/20/19 batch candidates)
- › Good analytical & communication skills with an ability to learn fast & work in a team.
- › Technical knowledge either in HTML5 or JavaScript, NET, React JS, or Quality Assurance from reputed Institutes.



Walk-in any Wednesdays to meet HR between 9:30 and 12:00 PM

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Thank you