



BRAND
GUIDELINES

About Us

Innovation is at the core of Exponential-e, and has been since our inception in 2002. We wholly own our super-fast Network, and our fusion of complementary technologies - a carrier-class Network and Cloud infrastructure - means we can deliver enterprise applications at wire speed for a superior end-user experience. Our Cloud services do not transcend the public Internet. Instead, they reside on a customer's LAN, on the clean side of the firewall, and security and privacy concerns are negated.

Exponential-e has been awarded seven ISO accreditations as well as the highly coveted Cloud Security Alliance STAR.

We deliver scalable, dynamic and bespoke solutions. We have a UK based 24 / 7 x 365 service desk, and we are renowned for our responsiveness and our customer centric approach.

Our logo

Our new brand reflects our continual growth, innovation and aim to be better than our competition. Refreshing our logo enables us to stand out amongst the crowd, make a statement and be noticed.

With a drive towards 3.0 the new brand is reflective of the transition of the business and our move towards world-class services, building upon our Network foundations and expanding from our UK focus.

The new logo is bold, bright and impactful. The colours represent our existing service catalogue and will be adapted as this expands. Operationally it is more functional and will enable us to do more to showcase Exponential-e and all it has to offer.

In the future we hope that the 'e' will become iconic by itself, automatically associated with Exponential-e by a quick glance of the eye, empowering our digital activity and acting as a standalone icon.



Monochromatic logotype



Our colour palette



Exponential-e BLUE

Pantone® 647C
C100 M58 Y12 K31
R35 G97 B146
HTML #236192

Exponential-e LIGHT GREY

Pantone® N/A
C0 M0 Y0 K59
R157 G157 B156
HTML #9D9D9C

Exponential-e DARK GREY

Pantone® N/A
C0 M0 Y0 K85
R74 G74 B73
HTML #4A4A49

Exponential-e GREEN

Pantone® 367C
C45 M0 Y72 K0
R164 G214 B94
HTML #A4D65E

Exponential-e YELLOW

Pantone® 129C
C0 M15 Y82 K0
R243 G208 B62
HTML #F3D03E

Exponential-e ORANGE

Pantone® 158C
C0 M62 Y95 K0
R232 G119 B34
HTML #E87722

Colour is an important element of our visual identity.

When used effectively, it helps to create the character of the organisation and makes the communications more memorable. Colours are representative to each of our services.

These colours can be used to help differentiate e.g. through colour coding or simply as a design element.

Each colour is shown opposite with a Pantone reference and CMYK values for printing, RGB values for on-screen applications and HTML values for web use.

Logo construction and exclusion zone

To ensure brand consistency and legibility, some simple rules have been devised when applying the logo.

These rules should be applied wherever possible on all of our applications.

The exclusion zone

The logo must be surrounded by an exclusion zone.

This is measured using the letter 'x' from the exponential-e typeface - as normal and rotate 90° to form a square.

This zone allows the logo to stand apart from other images, graphics and text, allowing it to remain clearly visible and prominent at all times.

Do not place a design element within the logo exclusion zone.



Primary Typeface

The Aller font family is an exceptional typeface design that satisfies a wide range of uses. The design of each letterform is clean and without fuss, making Aller a contemporary design truly fit for the 21st century. Three Roman styles ranging from light to bold, with matching italics, ensure the font family is versatile - and versatility and accessibility are some of the factors the company offers.

Typography

Aller

Aller Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Aller Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Aller Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Aller Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Typography

Calibri

Calibri Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Calibri Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Calibri Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Calibri Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Calibri light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Secondary Typeface

Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves and the new rasteriser team up in bigger sizes to reveal a warm and soft character. Calibri was tuned for ClearType rendering environment.

Printed Literature

DATA SHEETS



Each service/product has a selected colour. This is exemplified within the printed literature.

Printed Literature

WHITEPAPERS



SECTOR BOOKLETS

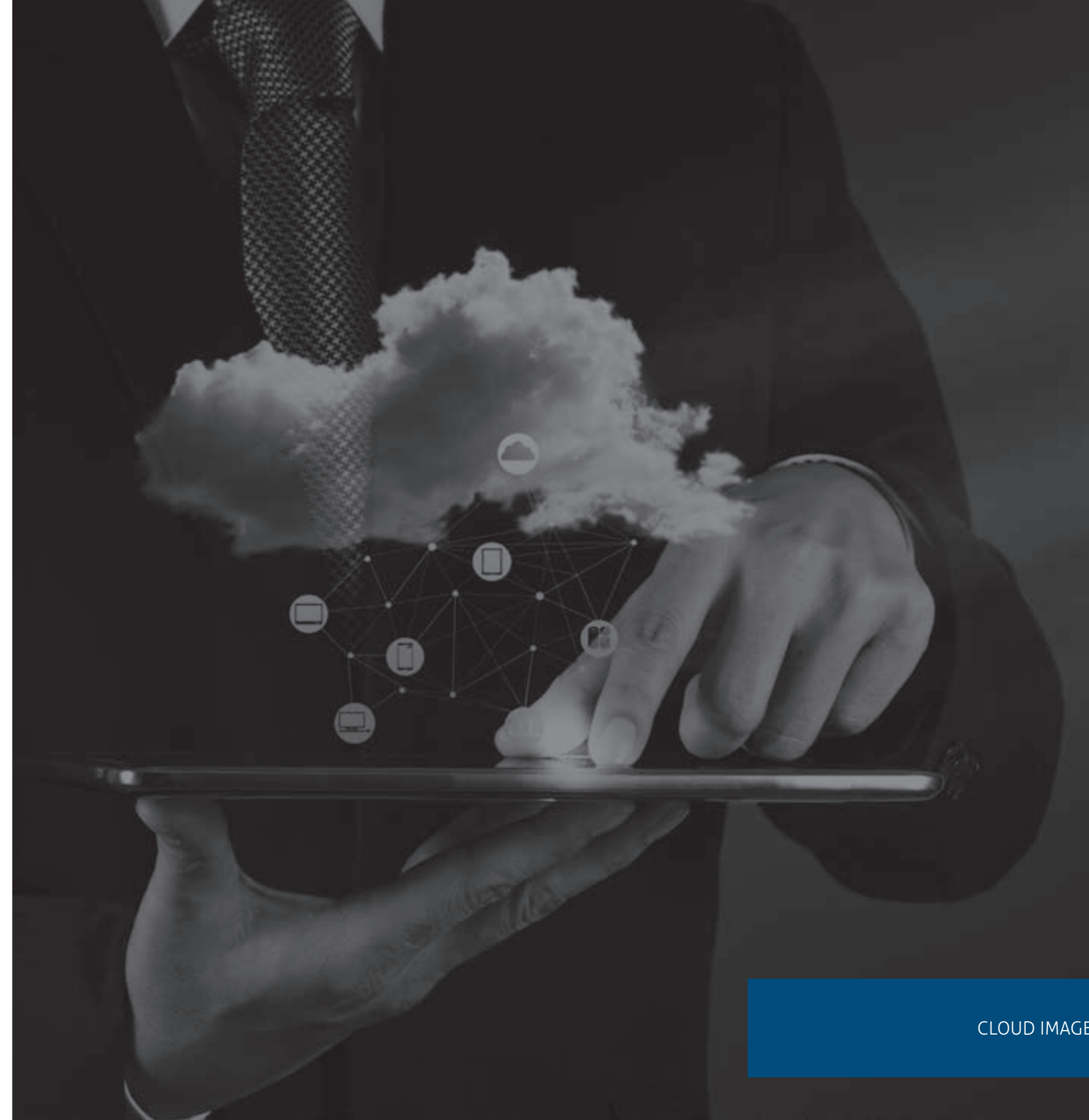
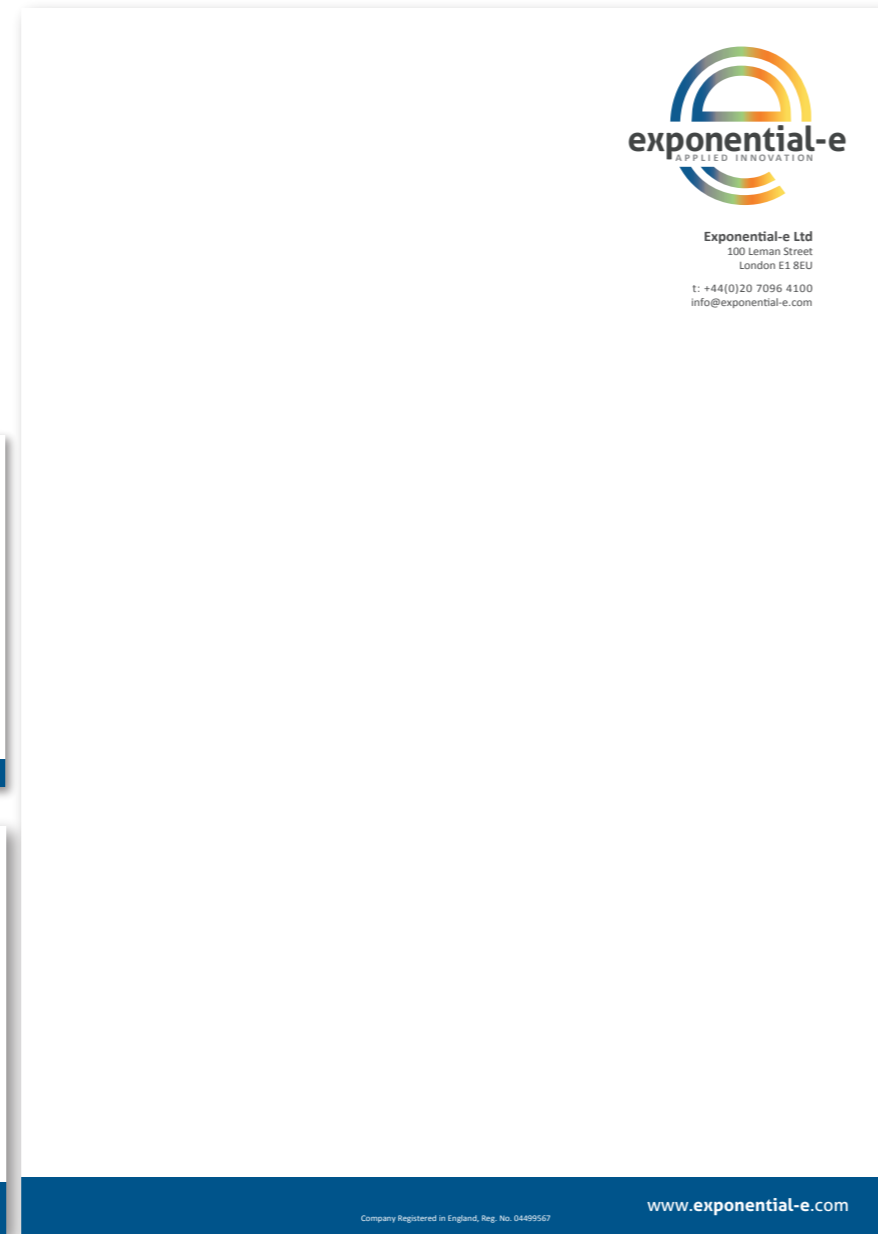
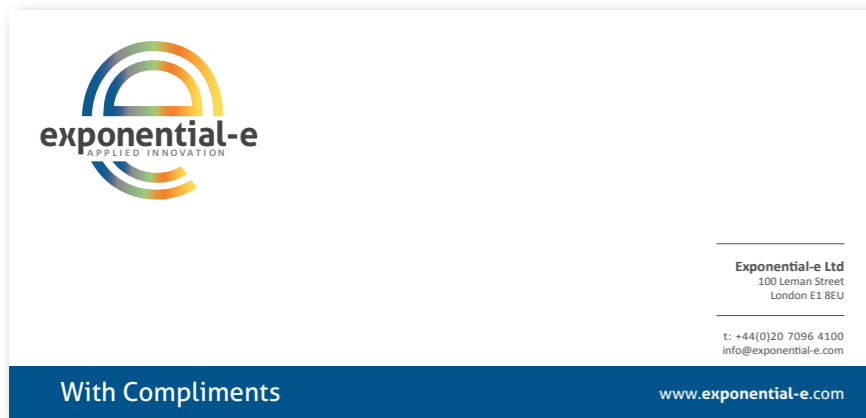
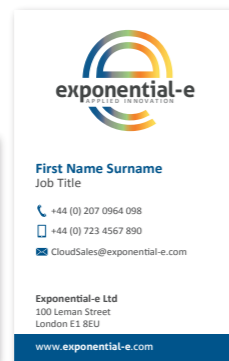


Stationery

LETTERHEADS

BUSINESS CARDS

COMPLIMENT SLIPS



CLOUD IMAGE

Merchandise

TOTE BAG



FONT



BACK

Merchandise

LONG SLEEVED T-SHIRT



LONG SLEEVED DRESS SHIRT



POLO SHIRT



Merchandise

MOUSE MAT & COASTER



MUG



TAPE MEASURE



MAGNETIC SCULPTURE



LANYARD



POWERBANKS



USB BAND



A5 NOTEBOOKS



Merchandise Size Guide

Product	Size	Colour
A5 Notebook	(H)210 x (W)140mm	Black + Varnish Logo
Coaster	(∅)110mm	White + Grey & CMYK Logo
Lanyard	(L)900 x (W)10mm	Blue + White Logo
Long Sleeved Dress Shirt	S, M, L, XL, XXL Branding area = (W)120 x (H)38mm	White + Grey Logo
Long Sleeved T-shirt	S, M, L, XL, XXL	Black + White Logo
Magnetic Sculpture	(L)93 x (W)70 x (H)22mm Branding area = 35 x 10mm	Black + White Logo
Mouse Mat	(∅)200mm	White + Grey & CMYK Logo
Mug	(H)95 x (∅)80mm 330ml Branding area = 85 x 70mm	Black + White Logos
Poloshirt	S, M, L, XL, XXL	Black + White Logo
Powerbank	(L)123 x (H)27 x (W)27mm Branding area = 70 x 14mm	Blue + White Logo
Tape Measure	(W)55 x (H)60 x (D)20mm Branding area = 44 x 10mm	Grey + CMYK & White Logo
Tote Bag	(W)42 x (H)38mm	Black + White Logo
USB Band		Black + CMYK + White Logo



MEN'S SIZE GUIDE	US	S	M	L	XL	XXL	XXXL	4XL	5XL	6XL
A COLLAR TO FIT	CM 37/38	39/40	41/42	43/44	45/46	47/48	49/50			
	NS 14.5/15	15.5	16/16.5	17/17.5	18	18.5/19	19.5			
B CHEST TO FIT	CM 92/97	97/102	102/107	107/112	112/117	117/122	122/127			
	NS 36/38	38/40	40/42	42/44	44/46	46/48	48/50			
C CHEST SIZE	CM 112	117	127	137	142	152	157			
D CENTER BACK LENGTH	CM 80	81	83	85	86	88	89			



WOMEN'S SIZE GUIDE	US	X5	S	M	L	XL	XXL	XXXL	4XL	5XL	6XL
A DRESS SIZE	FR 36	38	40	42	44	46	48	50			
	IT 40	42	44	46	48	50	52	54			
	EU 34	36	38	40	42	44	46	48			
	UK 8	10	12	14	16	18	20	22			
B CHEST SIZE	CM 91	96	101	106	111	116	121	126			
C CENTER BACK LENGTH	CM 65	66	67	68	69	70	71	72			



LEGAL IMAGE

PowerPoint Template

Direct

exponential-e
APPLIED INNOVATION

SERVICE PORTFOLIO

COMMERCIAL SNAPSHOT

MAIN TITLE HERE

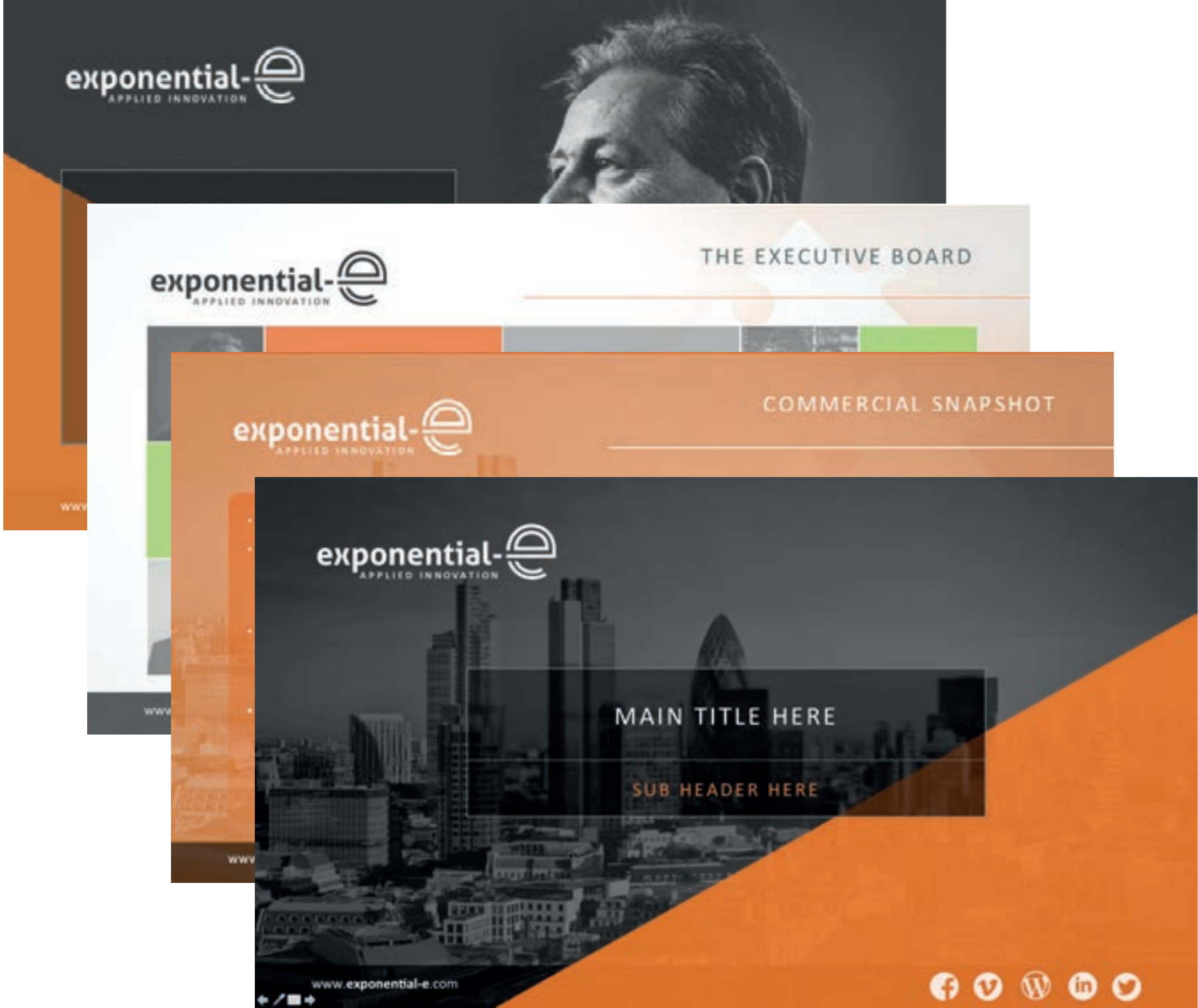
SUB HEADER HERE

www.exponential-e.com

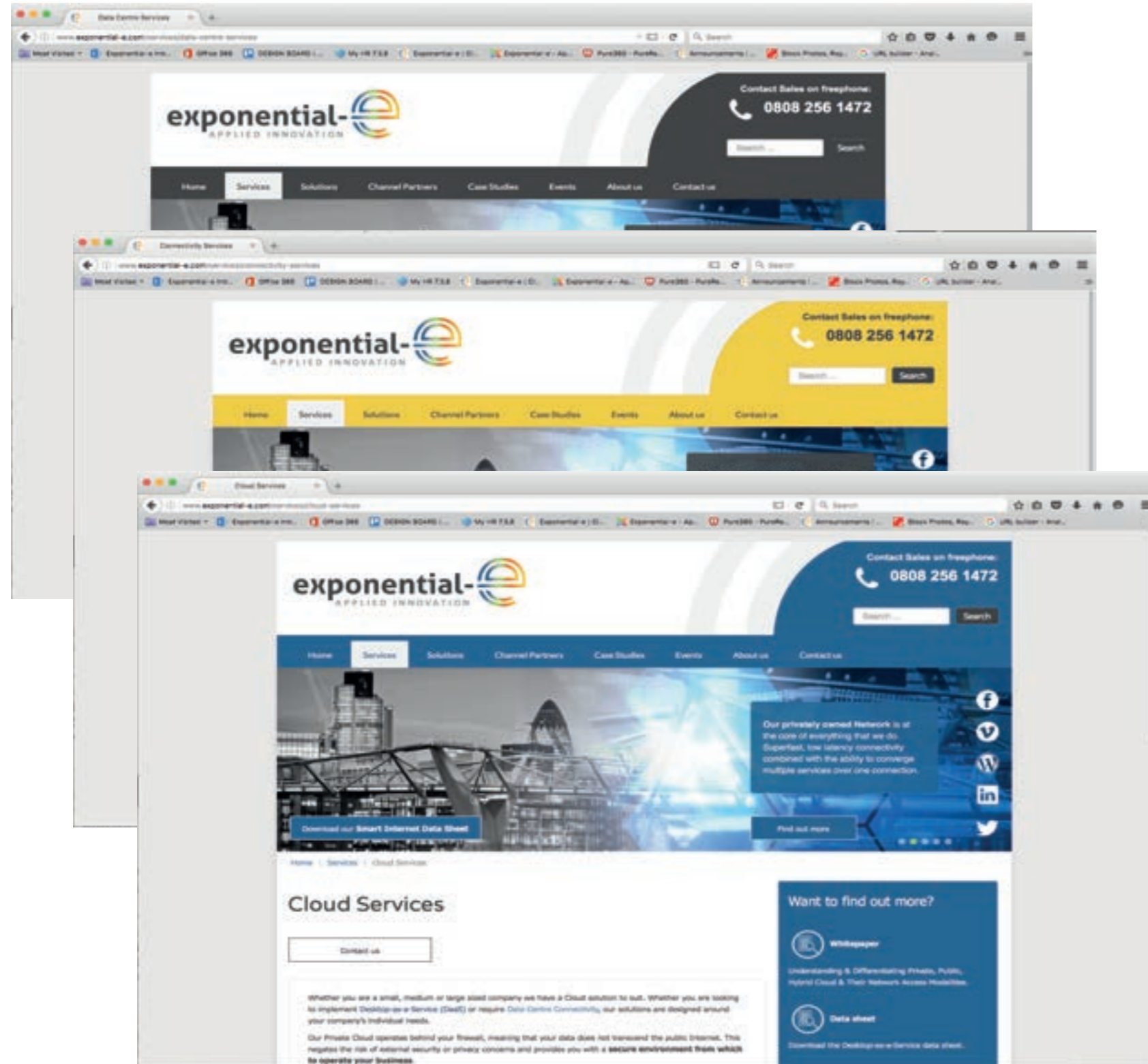
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PowerPoint Template

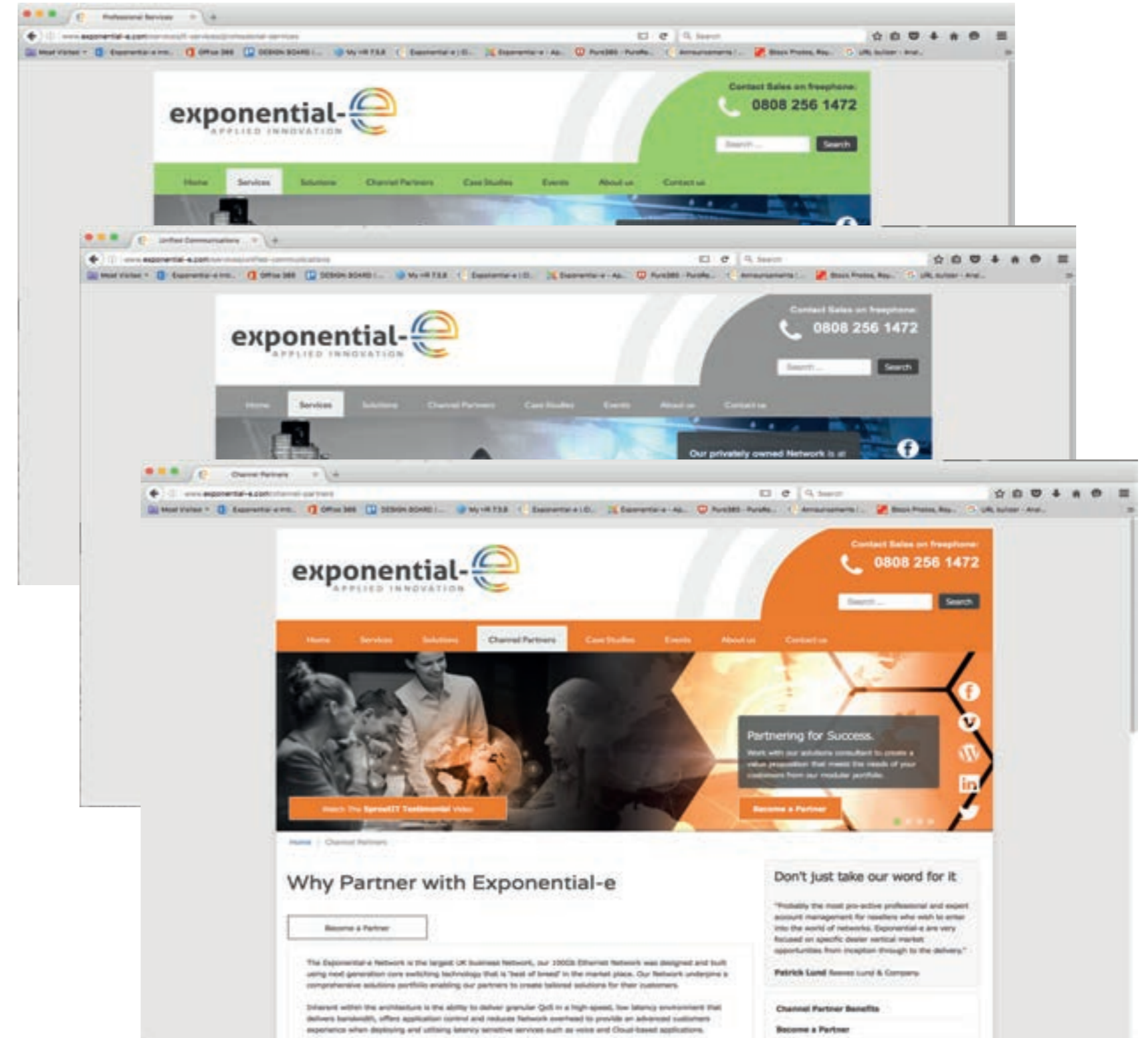
Channel



Company Website



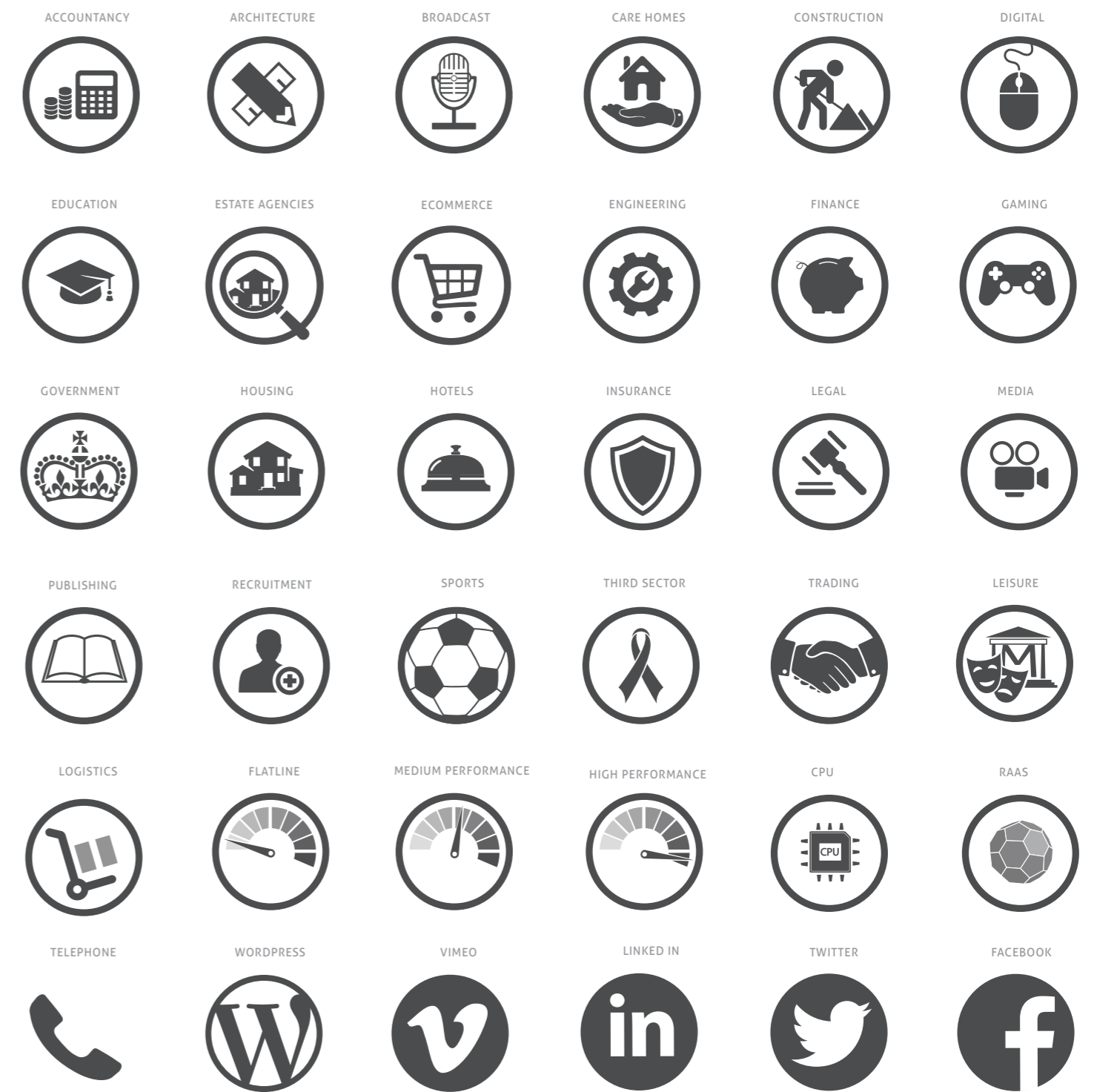
Company Website



Exponential-e Icons



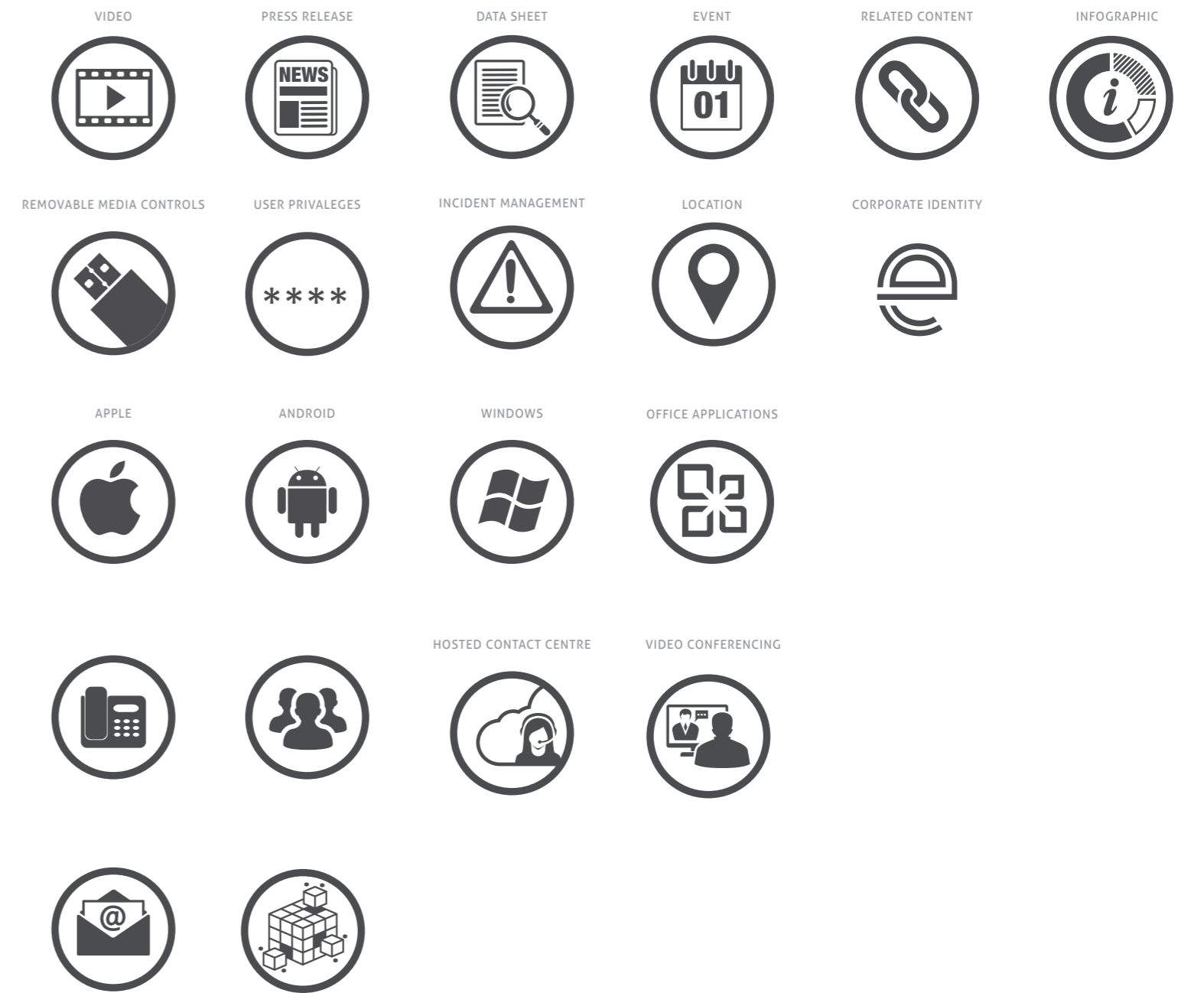
Exponential-e Icons
























Exponential-e Icons
























Exponential-e Icons



















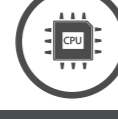




Icon Font Guide

CONNECTIVITY		CLOUD CONNECT		SERVER REPLICATION	
	A		H		O
SMART INTERNET		SSL VPN		ONLINE BACKUP	
	B		I		P
SMART WAN		SDN		ENHANCED ANALYTICS	
	C		J		Q
MANAGED SERVICES		CLOUD SERVICES		UNIFIED COMMUNICATIONS	
	D		K		R
BANDWIDTH MANAGEMENT		DESKTOP AS A SERVICE		PSTN	
	E		L		S
MANAGED CENTRAL FIREWALL		DISASTER RECOVERY		SMART AUDIO CONFERENCING	
	F		M		T
WIFI		IAAS - VIRTUAL DATA CENTRE		INBOUND CALL MANAGEMENT	
	G		N		U

Icon Font Guide

SIP TRUNKING		APPS		EDUCATION	
	V		f		p
CALL RECORDING		SECURE DATA		ESTATE AGENCIES	
	W		g		q
DATA CENTRE SERVICES		SECURITY		ECOMMERCE	
	X		h		r
MANAGED DATA CENTRES		NETWORK SECURITY		ENGINEERING	
	Y		i		s
COLOCATION		ACCOUNTANCY		FINANCE	
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IT SERVICES		ARCHITECTURE		GAMING	
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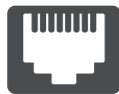

















Icon Font Guide

SERVICE DESK		CARE HOMES		HOUSING	
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MIGRATION		CONSTRUCTION		HOTELS	
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SOFTWARE		DIGITAL		INSURANCE	
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LEGAL		MEDIUM PERFORMANCE		LARGE OFFICE	
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MEDIA		HIGH PERFORMANCE		OFFICE	
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PUBLISHING		CPU		HOME WORKER	
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RECRUITMENT		RAAS - RENDER AS A SERVICE		WORKER MALE	
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Icon Font Guide

SPORTS		TELEPHONE		WORKER FEMALE	
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THIRD SECTOR		WORDPRESS		WORKFORCE	
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TRADING		VIMEO		WORKER VERSION1	
	6		^		}
LEISURE		LINKEDIN		WORKER VERSION2	
	7		&		[
LOGISTICS		TWITTER		WORKER VERSION3	
	8		*	]
FLATLINE		FACEBOOK		WORKER VERSION4	
	9		(	;
WIRELESS ROUTER		LAPTOP		VIRTUAL MACHINE	
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Icon Font Guide

VIRTUAL DESKTOP		TABLET		FILE SERVER	
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ETHERNET		WEARABLE TECHNOLOGY		DATA LAKE	
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EDD		GPU		MALWARE PROTECTION	
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FILE SERVER		INTERNET		VIDEO	
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EMAIL SERVER		ROUTER		PRESS RELEASE	
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INTERNET SERVER		DATABASE		DATA SHEET	
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DATABASE SERVER		CLOUD		EVENT	
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Icon Font Guide

DESKTOP COMPUTER		CLOUD2		RELATED CONTENT	
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MOBILE PHONE		APP		INFOGRAPHIC	
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REMOVABLE MEDIA CONTROLS		NETWORKING / COLLABORATION		USER PRIVILEGES	
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EMAIL		INCIDENT MANAGEMENT		OBJECT STORE	
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LOCATION		HOSTEX PBX		EXPONENTIAL-E	
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APPLE		ANDROID		WINDOWS	
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OFFICE APPLICATIONS		TELEPHONE2			
	¬		Ω		

Exponential-e Ltd
100 Leaman Street
London E1 8EU
United Kingdom

+44(0)845 470 4001
✉ info@exponential-e.com
🐦 [@exponential_e](https://twitter.com/exponential_e)

www.exponential-e.com
