

**cxgenies**

# brand guidelines

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## Our mission

**Simplify** customer experience management by transforming feedback into actionable insights and **saving businesses time.**

At cxgenies, **we make customer experience management effortless.** By centralizing and analyzing feedback with AI, we help businesses shift from identifying problems to solving them. Our platform empowers teams to work smarter, respond faster, and elevate service standards, turning every interaction into an opportunity.

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**Brand voice**

Your **time is valuable**;  
we optimize it.

We address the real pain points of CX teams with solutions that simplify processes and **save time**.

Balancing **professionalism** with **accessibility**, our tone builds trust by focusing on **results, not fluff**.

We **communicate directly**, ensuring our users feel supported and empowered.

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## **Brand values** - Who we are

### Simplicity—

We make CX management simple. Our intuitive platform removes complexity, so teams can focus on delivering results instead of navigating cumbersome tools. Simplicity is the core of everything we do—from our design to our reports and recommendations.

### Time Efficiency—

Time is precious, and we help businesses make the most of it. cxgenies automates repetitive tasks, reduces errors, and delivers insights fast, so teams can resolve issues and improve customer satisfaction without delays.

### Charisma—

cxgenies stands out with a confident yet approachable personality that resonates with users. Our tone is engaging and relatable, fostering trust and making businesses feel supported as they navigate CX challenges. We bring clarity and enthusiasm to complex problems, ensuring every interaction with our brand leaves a positive impression.

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## Logo & name

This is the main logo of cxgenies. This should be the first choice for all marketing needs.

## Name—

The name "**cxgenies**" must be written in any medium or body of text with all letters always in lowercase:

**cxgenies** ✓

**Cxgenies** ✗

**CxGenies** ✗

**CXgenies** ✗

**cxGenies** ✗

**CXGenies** ✗

**cxgenies** ★

## Logo usage

The logo must be displayed in one of the following color combinations depending on the context and background. Two-color versions are preferred. In cases where color must be restricted, the black one-color or the white-out logo variations are acceptable alternatives.

Always use the approved black for the brand. Avoid at all costs the second sample of color combinations shown here.



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## Logo usage

### Size—

The logo must be no smaller than 0.7 inches wide for printing, 80 pixels wide for 1x resolution screens, or 160 pixels for 2x resolution screens.



### Incorrect uses—

To maintain brand integrity, do not alter the design, proportion or color of the logo. Here are examples of misuses:



**DO NOT** use incorrect colors.



**DO NOT** outline the logo.



**DO NOT** remove elements from the logo.



**DO NOT** add effects to the logo.



**DO NOT** modify or distort the logo proportions.



**DO NOT** rotate the logo.



**DO NOT** place content on top or below.



**DO NOT** use a trademarked symbol.



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## Logo usage

### Clear space—

The clear space is based on the letter "x" in the logo. Horizontal space requires the full width of the "x" on both sides. Vertical space requires the full height of the "x" on both sides.



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## Logo usage

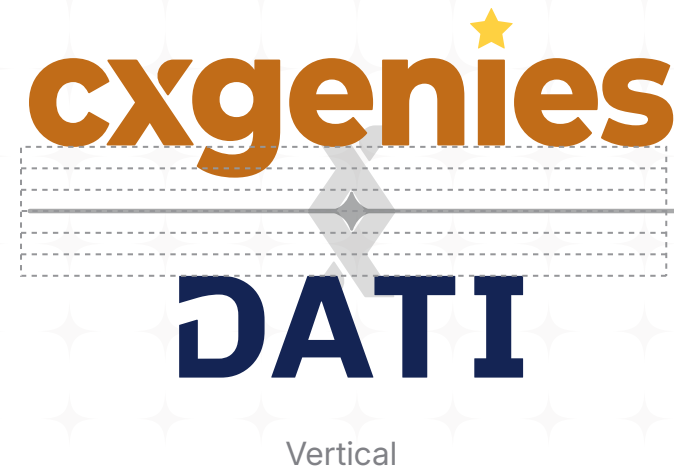
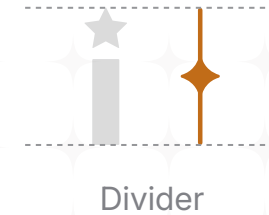
### Partnerships—

When attaching the cxgenies logo to another logo with partnerships motifs, place the partner logo next to it maintaining a distance of two "x" between the logos and place the special divider as shown here.

Our divider has the exact height of the "i" of the logo, from its base to the top tip of the star. The divider is aligned in the center of the entire box that encompasses the total height of all the letters of the logo except for the "g" and the "i".

Align the partner's logo vertically to where it feels visually symmetrical and centered with the cxgenies logo.

For the vertical arrangement, a distance of 3/4 of the height of the "x" between the divider and the logos must be respected. The divider will always take the entire length of the cxgenies logo.



**cxgenies** ✦ **DATI**

**cxgenies** ✦ **DATI**

**cxgenies**  
— ✦ —  
**DATI**

**cxgenies**  
— ✦ —  
**DATI**

Background usage—

Make sure there is enough contrast to visually separate the logo from the background. Keep the area around the logo free of unnecessary elements.



Do not place the logo on low-contrast backgrounds. Use partial or full filters over the image to increase contrast.



The Star has enough contrast, but the typography is lost in the background.



The typography has enough contrast, but we are losing the Star in the background.



Place the logo in an area that manifests the greatest contrast. Use the color variation that achieves the best contrast.



Use the black one-color variation for yellow-toned backgrounds.



Always use the white/yellow variation if the background allows enough contrast for the Star.

## Main symbol

This is the main symbol of cxgenies. **The Star** is our most valuable element of visual identity.

Together with the word "**genies**" (the mythological creature) taken in our name, the Star represents the power of our products to transform, as if by magic, chaos or disorder into tangible and structured elements.

With simple and fluid processes, our customers can evoke solutions to build much more magical and attractive experiences for their customers.

The Star can be used as a profile picture, watermark or bug on audiovisual media, favicon or as an icon of a mobile application.

Unless situations prevent it, you should always choose to use the option that has the effects and preferably inside a container, either a circle or square with rounded edges.



Main appearance.



Plain color. No effects.

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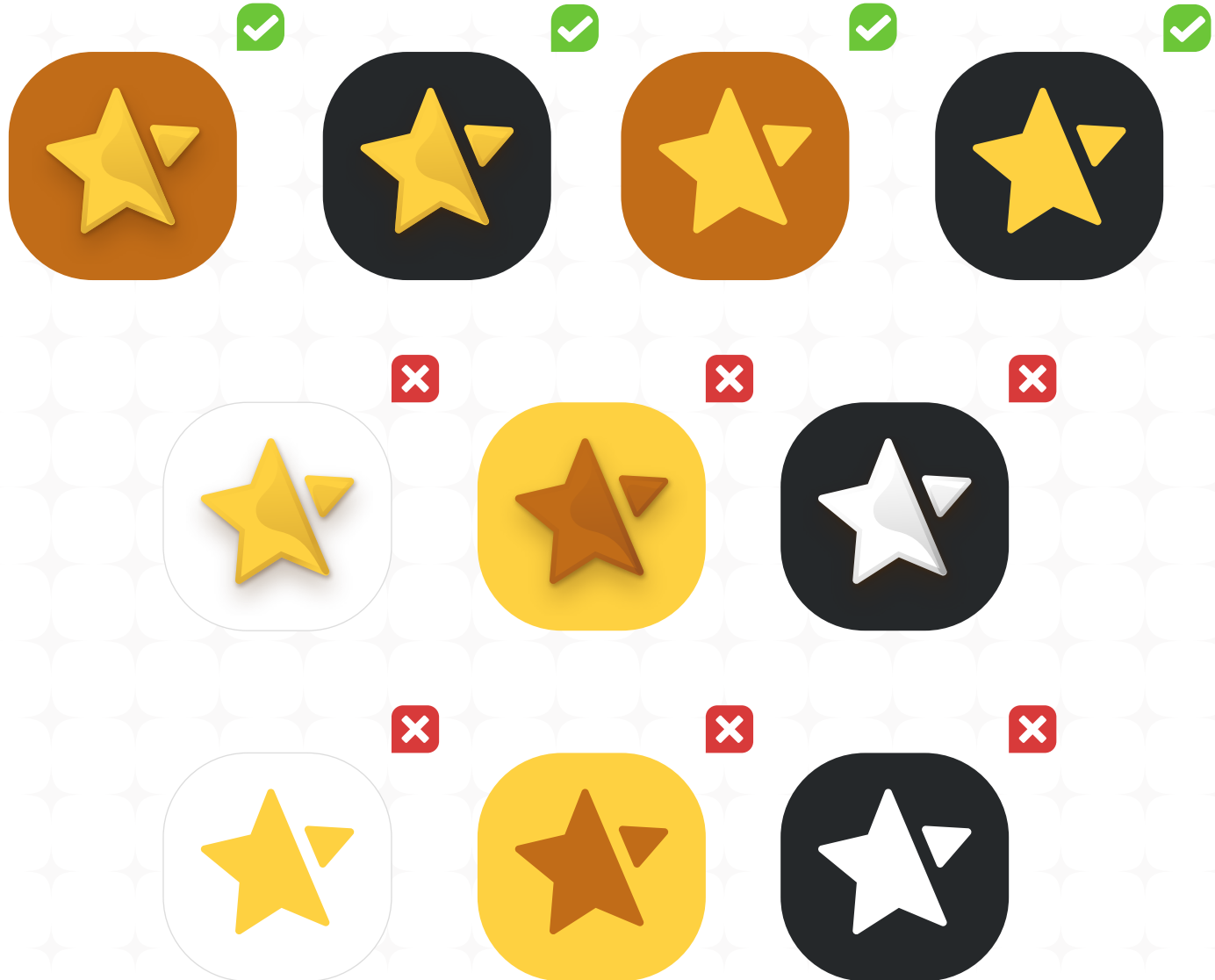
## Main symbol usage

### Color variations—

The Star must always be in the yellow color approved for the brand. Even if different effects are applied to it, the Star must always maintain its yellow tone.

It is preferable that the Star is always on a container in the orange or black color approved for the brand.

The Star can be used independently in a context of cxgenies, for different formats and media such as favicons, net profiles, textures and other decorative elements. When in doubt, use the full cxgenies logo.



## Main symbol usage

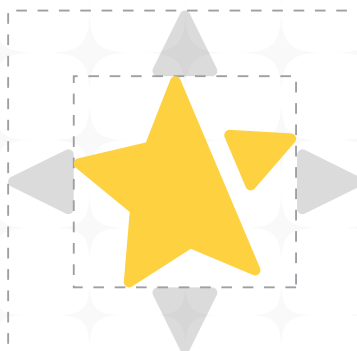
### Size—

The symbol must be no smaller than 0.25 inches wide for printing, 24 pixels wide for 1x resolution displays, or 48 pixels for 2x resolution displays.



### Clear space—

The symbol's clear space consists of the characteristic triangle that is seen separate from the rest of the Star. Both vertical and horizontal space comprise the entire height of this element.



## Incorrect uses—

The Star of cxgenies is a flexible visual element that can be modified to accommodate practically any type of medium in which it is to be captured or concept that you want to manifest with it, except for the restrictions shown below:



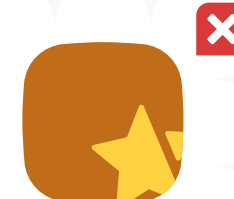
**DO NOT** use incorrect colors. Try to maintain its respective yellow.



**DO NOT** remove elements from the Star.



**DO NOT** modify or distort the proportion of the symbol. If you need to distort a star, use a more generic one.



**DO NOT** move, scale, rotate or cut the star inside of its container.



Main symbol usage

Background usage—

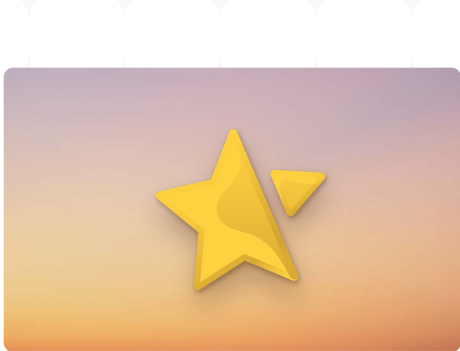
Make sure there is enough contrast to visually separate the symbol from the background. Keep the area around the symbol free of unnecessary elements.



DO NOT use the Star on a complex background that don't allowed enough contrast without its container.



Use the brand-approved orange or black color as a background whenever the icon is outside of its container.



The symbol does not have enough contrast.



On complex backgrounds, use the Star with its container in the corresponding orange or black. But if the background permits enough contrast, it's allowed to use the Star outside of its container.



It is allowed to use the black color approved for the brand as a background.



If you are using the star without a container and the background is complex, make sure it has a reddish, orange or dark (black) tone.



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## Compact logo (alternative)

The compact or abbreviated cxgenies logo is an alternative version of the main logo that should only be used as a decorative element, support or when the medium in which the logo is to be placed prevents the full version from being a viable option.

*Most of the rules of usage dictated for the main logo also apply to this version, except for the clear space and minimum size.*



## Clear space—

The clear space is based on 3/4 of the letter "x" height, both on the horizontal and vertical space.



## Size—

The compact logo must be no smaller than 0.4 inches wide for printing, 32 pixels wide for 1x resolution displays, or 64 pixels for 2x resolution displays.



# Burnt Orange

This is the **main color** of the brand.

- HEX     **#C16C18**
- RGB     **193, 108, 24**
- CMYK   **0, 44, 88, 24**
- PMS     **COATED 7414 C**

# Golden Yellow

This is the secondary color of the brand. Use it as an **accent or support color** to draw attention to key elements or to add emphasis to certain points of the design.

- HEX     **#FED141**
- RGB     **254, 209, 65**
- CMYK   **0, 18, 74, 0**
- PMS     **COATED 122 C**

# Black Slate

This is the brand's main neutral color. This is the darkest color used for brand elements. Whenever possible, avoid using pure black.

HEX	#25282A
RGB	37, 40, 42
CMYK	12, 5, 0, 84
PMS	COATED 426 C

# White

The use of white and white space is essential to the brand's color palette. White space allows us to promote our simplicity and harmonize our work.

Both black and white are used to define the space between visual elements.

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

LOGO FONT

Montserrat  
Extrabold

Character Tracking -25

Horizontal Scale 90%

MAIN FONT

Inter

Although *Montserrat* is the typeface used for the creation of the logo, "**Inter**" is the fundamental font used in all content created by cxgenies, whether in stationery, social media design and of course, user interface design.

A B C D E F G H I J K L M N Ñ O P Q R S T  
U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t  
u v w x y z

1 2 3 4 5 6 7 8 9 0

Inter is a versatile, screen-optimized font designed for excellent readability and ease of use in digital environments. With a clean and neutral design, it offers a wide range of weights and its high height ensures readability in small sizes. Inter is very accessible and its well-thought-out metrics make it perfect for UI/UX design, ensuring seamless integration into modern interfaces.

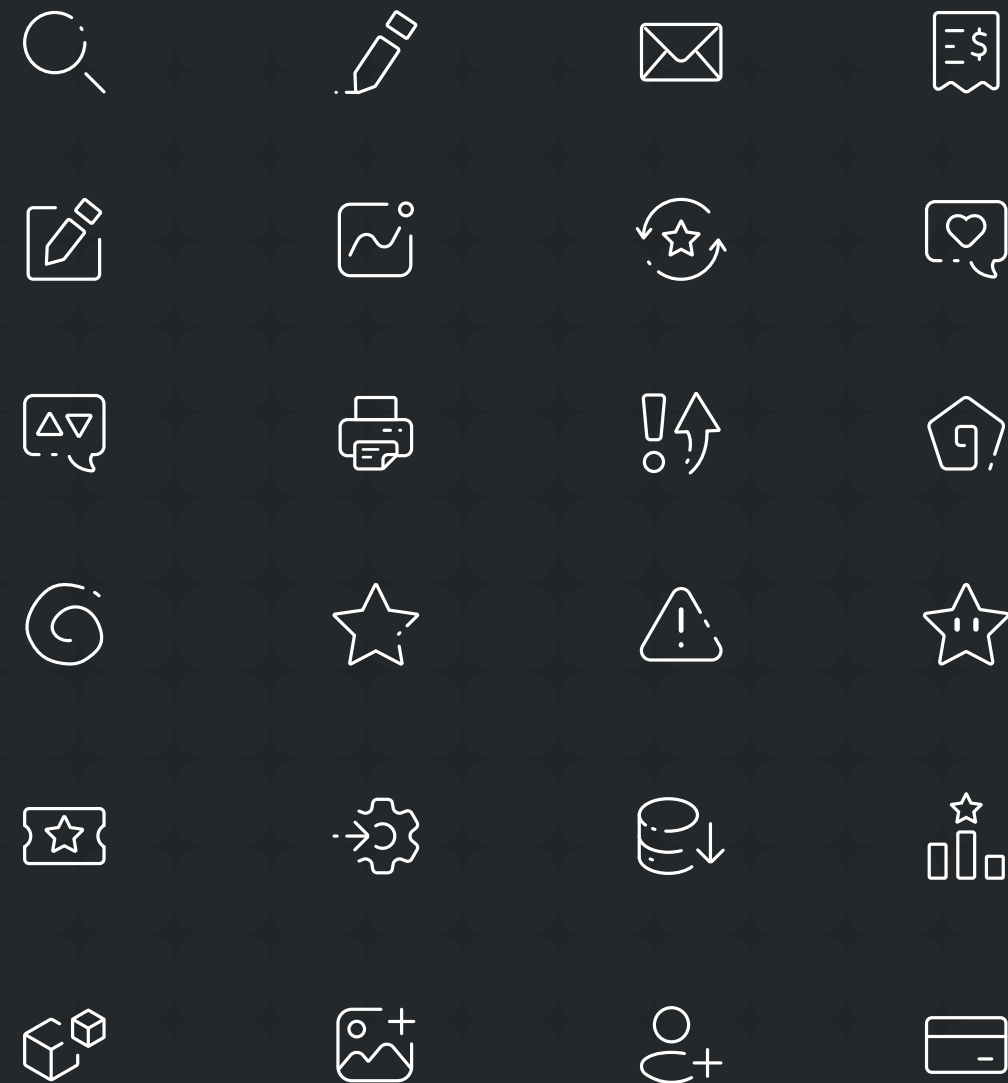
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Iconography

Icons are visual representations of features, functionality, actions or content. Through consistent use and intentional hierarchy, they help customers easily orient themselves and understand content versus it without relying solely on written language.

All our custom icon library is carefully crafted by our design team, this way we managed to have an iconography more faithful and consistent with our needs.

Here is a sample of the style of icons used in our products.



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visu★l style

## Design styles

### Text only—

Text-only designs are based on bold typography, clean designs, and concise messaging, making them very effective at grabbing attention in just a few seconds.

These posts are straightforward and concise. Without the distraction of other visual elements, the focus is kept on the message itself, ensuring that the central idea is easily understood by the audience.

**Your time is  
valuable; we  
optimize it.**

Identify problems quickly and  
act in seconds.

**cxgenies**

**Turn every  
interaction into  
an opportunity.**

Turn feedback into  
action and grow your  
business.

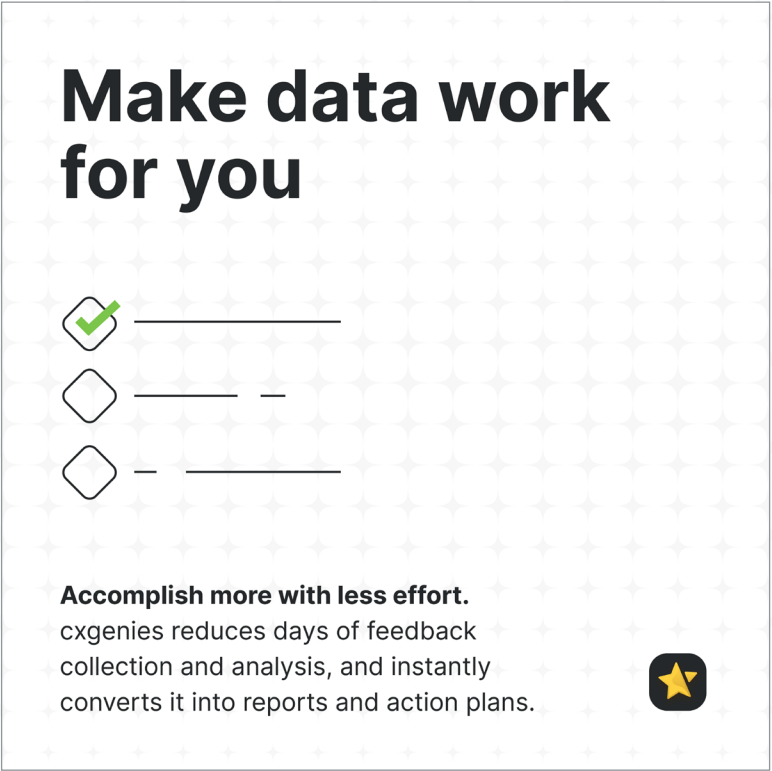
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Design styles

Illustrations—

Minimalist illustrations combined with concise text create a clean, visually appealing design that captures attention without overwhelming the viewer. The balance between simplicity and creativity makes these posts stand out in crowded feeds.

Combined with simple and subtle animations, we can reflect the brand's unique style and tone, reinforcing the brand's identity.





## Images—

Using high-quality images is an effective strategy to capture the audience's attention. When combined with impactful text, publications become a powerful tool to communicate the message clearly and memorably, maximizing its reach and impact.



**Find solutions where  
others see obstacles.**

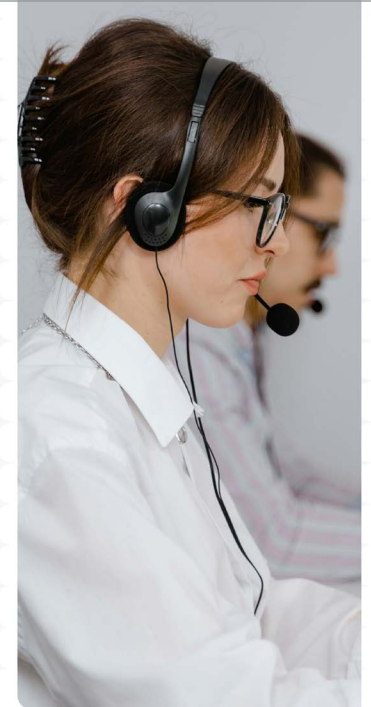
Every interaction is  
an opportunity.

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**cxgenies  
transforms  
data into  
strategy,  
without  
the stress.**

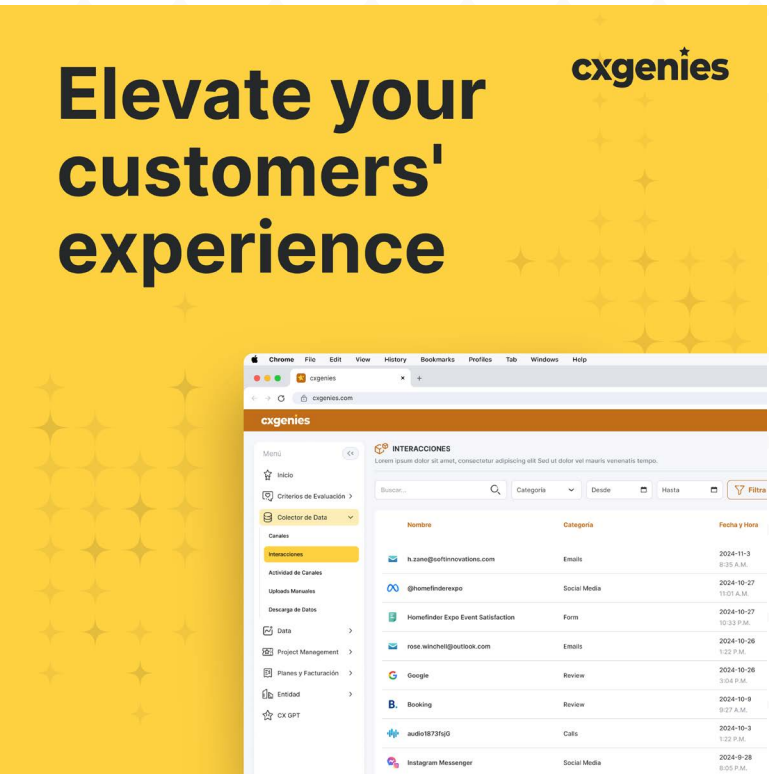
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Products—

Images focused on the user interface help explain functions or processes visually. Whether it's a dashboard, workflow, or standout functionality, these images can simplify complex concepts and make them accessible to your audience.

Potential users will be able to see exactly how it works. This transparency builds trust and provides a tangible representation of the app's capabilities.





Transforming every interaction  
into an **opportunity**.

For more information please email: [hello@cxgenies.com](mailto:hello@cxgenies.com)

Logo and Brand Guidelines designed by César A. Pichardo | 