



one to one in one™

BRAND GUIDELINES

2026

For any questions or guidance on using these brand guidelines,
please contact the XMPie Marketing Team at marketing@xmpie.com



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26



THE LOGO

1

1.1

LOGO SELECTION

Our tagline reflects what makes our technology platform unique: it enables organizations to communicate with each individual on a true one-to-one basis, creating messages that are more relevant, meaningful, and human, while managing everything through one seamless, unified system (in one).

Approved Logo Configurations

Choose one of the following two options for any application or communication:

1. Primary Logo (preferred: with tagline)

Use the standard XMPie logo with the tagline whenever space and layout allow. The logo without the tagline should only be used when size or layout constraints prevent the tagline from being displayed clearly.

2. Powered By Logo

Use the “Powered by XMPie” mark only when referring to integrations, partner solutions, or projects that use XMPie technology but are not XMPie-branded products.



one to one **in one**[™]

with tagline



without tagline

Powered by



Portrait

Powered by



Landscape

1.2

PRIMARY LOGO WITH / WITHOUT TAGLINE

The full logo consists of the XMPie square and the tagline. Use the square alone (shown on page 4) only when the full logo falls below minimum size or when the layout requires it.

Use the color logo whenever possible. If the color version clashes with the design, use the black or white versions shown on the following pages. These formats are available for all logo variants and are also shown on the following pages.

Pantone, CMYK, RGB, black, and white artwork files are provided to ensure the logo reproduces accurately in all formats.



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15mm



one to one in one™

1.3

REVERSED LOGO

On a dark background, the logo must be used in its reversed form to maintain clarity and contrast. The example shown here illustrates correct usage of the reversed logo on a dark field.



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1.4 MONO LOGO

When the design requires a single-color mark or color reproduction is not possible, use the monochrome version of the logo shown here.



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1.5

EXCLUSION ZONE

Do not place any visual elements within the logo's exclusion zone. This clear area must remain free of text, graphics, or other design elements to preserve the logo's legibility and impact.

The exclusion zone is defined by the height of the X in the logo, as shown here.

These requirements apply to all approved logo variations.



1.6 INCORRECT USAGE

Do not alter, distort, or modify any element of the XMPie logo under any circumstances. This includes changes to proportions, colors, spacing, orientation, or any other aspect of the mark.

The examples shown here illustrate improper uses of the logo and must be avoided.



one to one **in one**™

⊘ DO NOT tint the logo



one to one **in one**™

⊘ DO NOT recolour the logo



one to one **in one**™

⊘ DO NOT rotate the logo



one to one **in one**™

⊘ DO NOT alter the logo proportions



one to one **in one**™

⊘ DO NOT change the font



⊘ DO NOT re-arrange the elements

1.7

LOGO - POWERED BY

Use the “Powered by XMPie” mark only when referring to integrations, partner solutions, or projects that use XMPie technology but are not XMPie-branded products.

Powered by



Powered by



Powered by



Powered by



Powered by



Powered by



COLORS

2

2.1 CORE PALETTE

This palette represents the core colors of XMPie's visual identity. These colors should be used across backgrounds, typography, and accent elements to ensure a cohesive and recognizable visual system.

Each color is associated with one of the main product lines (as shown in the Core Diagram on page 17). Where possible—and when it supports clarity in the design—use the corresponding color to represent its product line. For example, a presentation about StoreFlow should use Cyan as the primary color. Corporate materials should primarily use Blue, as demonstrated throughout this document and outlined in Section 6.

Product Line Color Mapping

- Data-Driven Print & VDP — Mustard
- Omnichannel Technology — Red
- eCommerce Web-to-Print — Cyan
- Creative Services — Violet
- Cross-Media — Green
- Add-ons & Professional Services — Blue

MUSTARD
DATA-DRIVEN
PRINT & VDP

CMYK
0 32 91 0

RGB
250 183 29

#fab71b

RED
OMNICHANNEL
TECHNOLOGY

CMYK
0 94 43 0

RGB
230 30 91

#e61e5b

CYAN
ECOMMERCE
WEB-TO-PRINT

CMYK
76 22 0 0

RGB
0 156 217

#099cd9

VIOLET
CREATIVE
SERVICES

CMYK
45 85 0 0

RGB
159 65 145

#9f4191

GREEN
CROSS
MEDIA

CMYK
52 0 88 0

RGB
141 192 68

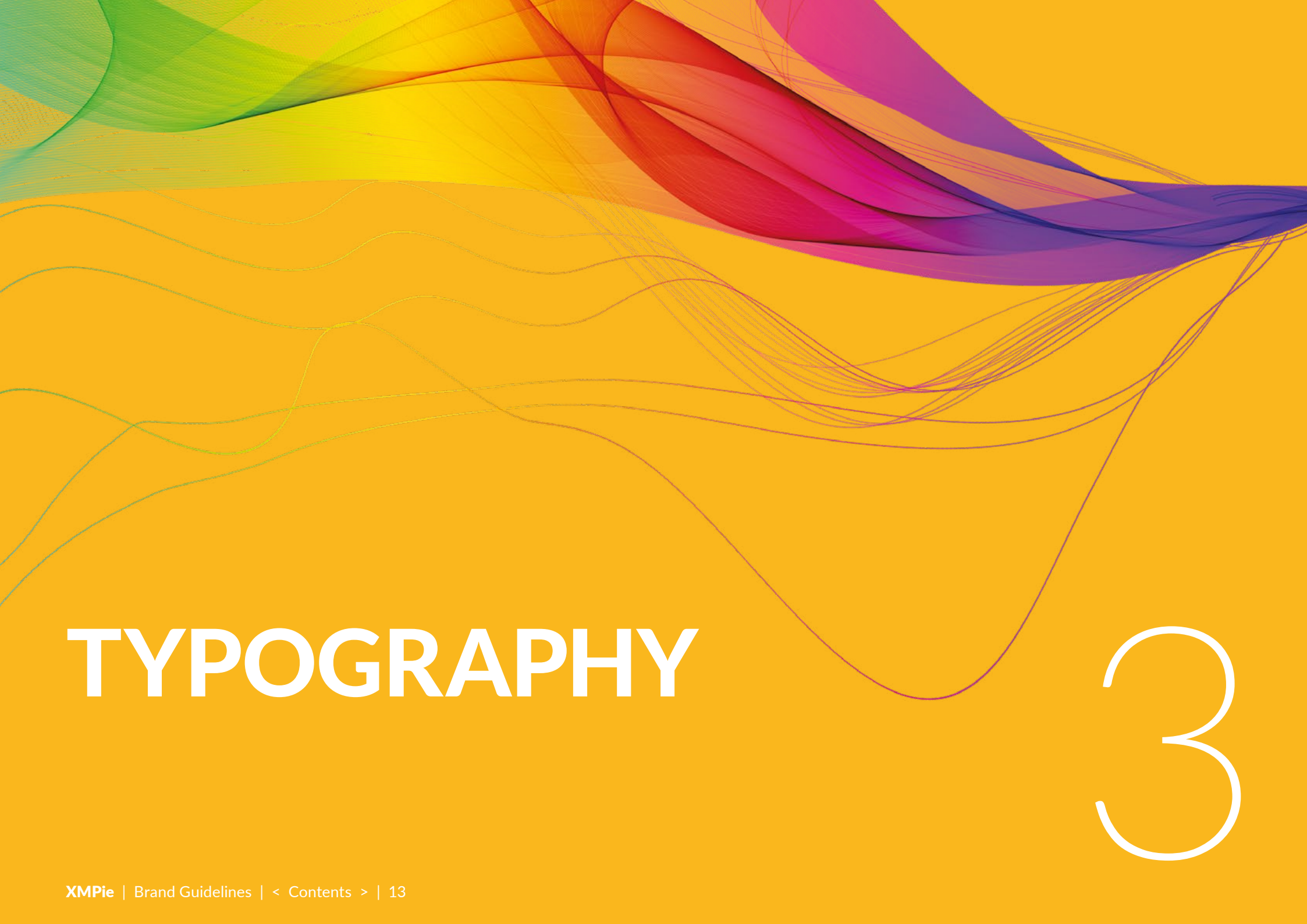
#8dc044

BLUE
ADD-ONS AND
PRO-SERVICES

CMYK
97 80 0 0

RGB
37 66 149

#254295



TYPOGRAPHY

3

3.1

FONT FAMILY

Lato is the primary font used across all materials. There are several weights and categories to the family which can all be selected.

Lato can be used across all materials, for both print and digital.

Headlines should ideally be in capitals and a heavier weight, and as shown in the sample materials section, color bands can be added for impact.

It is available for download through Google Fonts. Simply click the link below to take you there.

fonts.google.com/specimen/Lato

LATO - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LATO - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LATO - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LATO - SEMI-BOLD

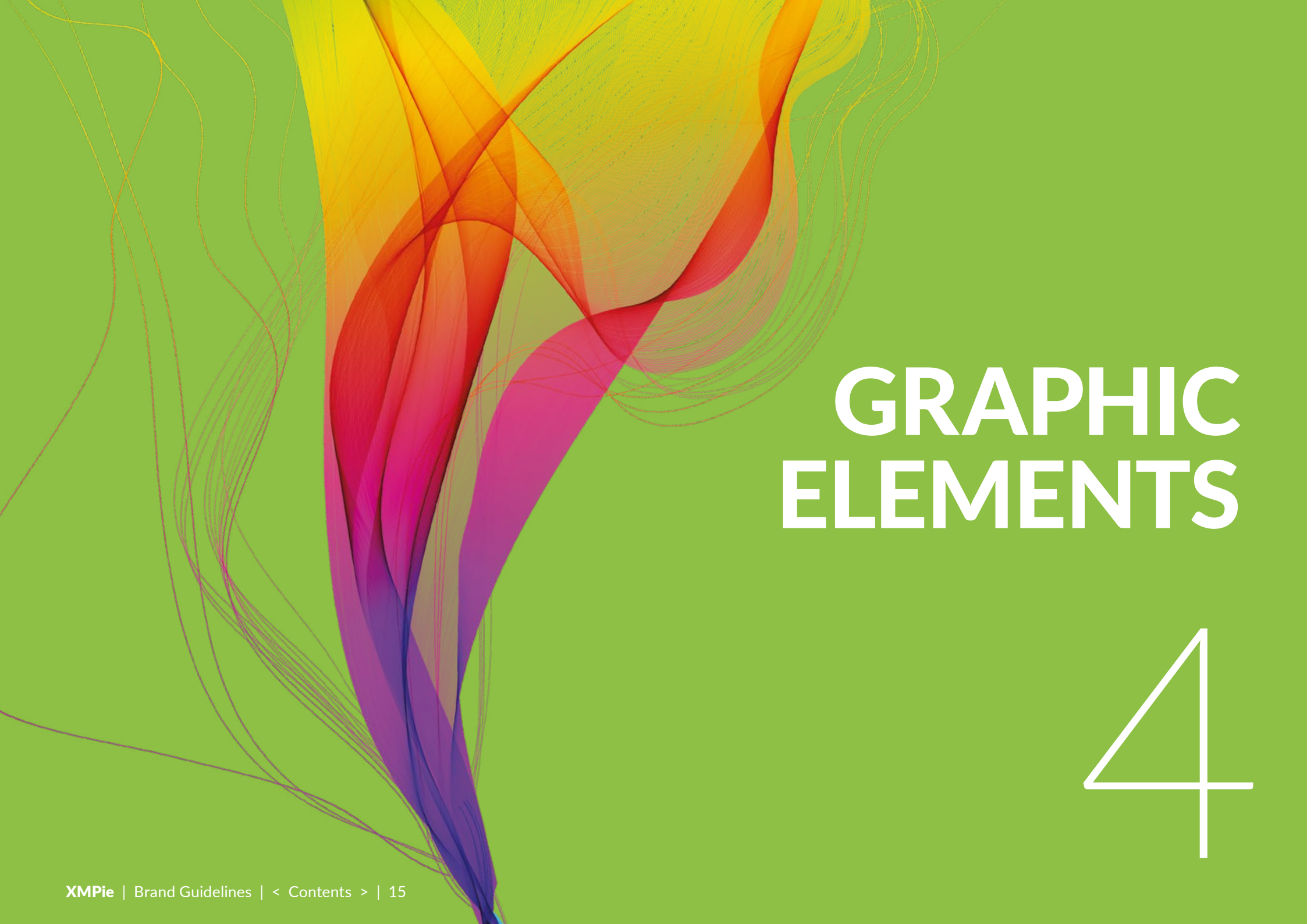
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LATO - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LATO - HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



GRAPHIC ELEMENTS

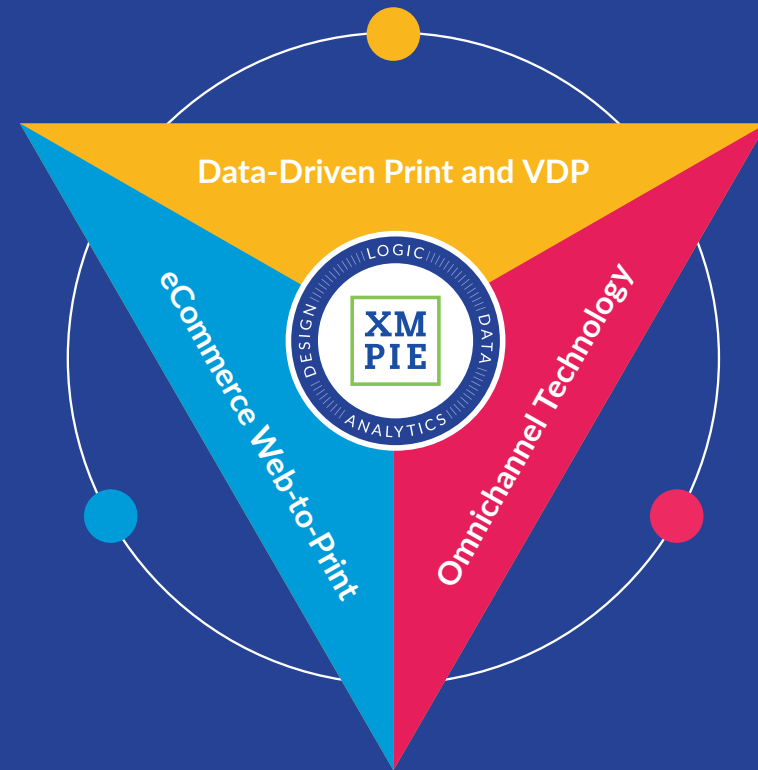
4

4.1 THE XMPIE PLATFORM ON BLUE

This diagram represents the core of the XMPie platform, often referred to as the Cornerstone Diagram. It highlights the platform's three primary product lines: Data-Driven Print & VDP, eCommerce Web-to-Print, and Omnichannel Technology.

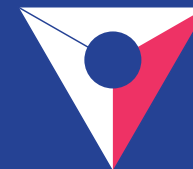
Use the single-product versions of the Cornerstone Diagram—each spotlighting just one product line—whenever your communication focuses solely on that line. For example, a presentation about StoreFlow should use the Blue spotlight version.

The diagram should be placed on a blue background. If this is not possible then the option on page X can be selected, shown on a light background.



Data-Driven Print and VDP

Automate to streamline the creation of hyper-personalized content. Scale up to high-speed, high-volume projects.



Omnichannel Technology

Futureproof your business by expanding into lucrative services that unify Print and Digital media.



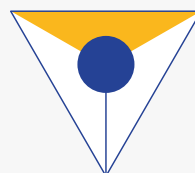
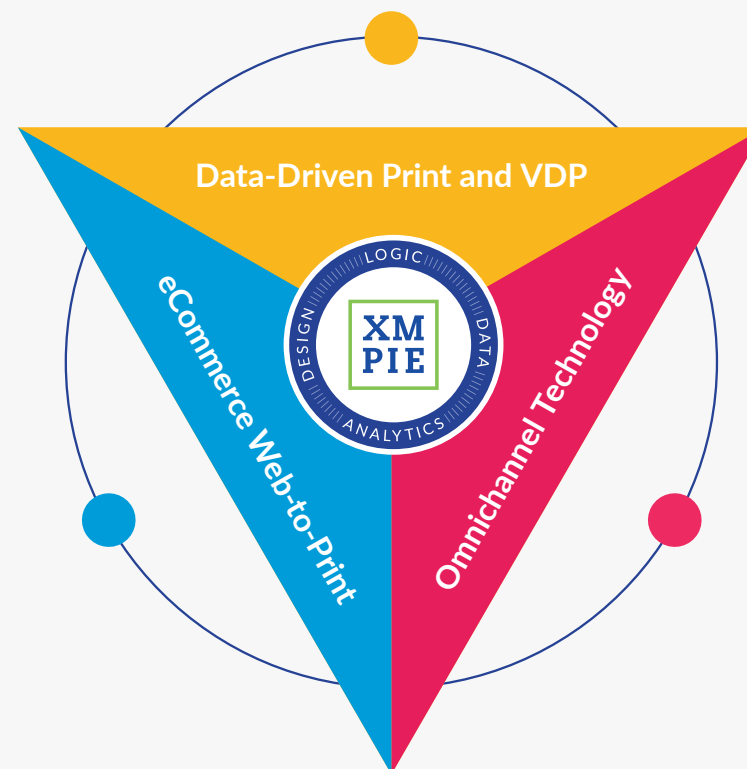
eCommerce Web-to-Print

Extend your market reach by selling Print via an eCommerce workflow that maximizes efficiencies at every stage.

4.2

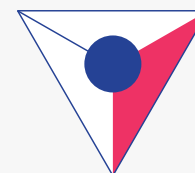
THE XMPIE PLATFORM ON LIGHT

Select this diagram option in any situation where the Blue background cannot be used, particularly when a light or neutral background is required for clarity or contrast.



Data-Driven Print and VDP

Automate to streamline the creation of hyper-personalized content. Scale up to high-speed, high-volume projects.



Omnichannel Technology

Futureproof your business by expanding into lucrative services that unify Print and Digital media.

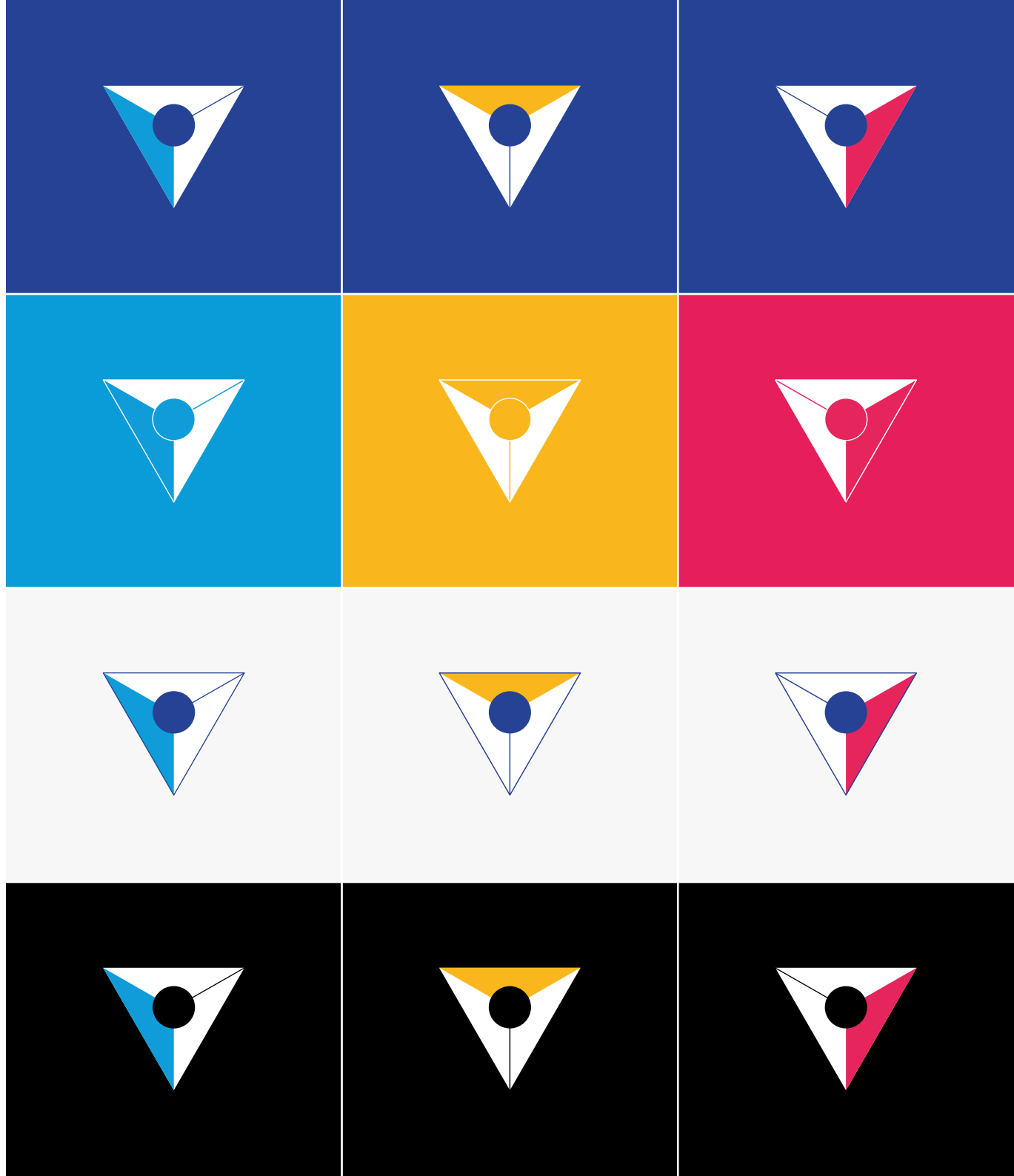


eCommerce Web-to-Print

Extend your market reach by selling Print via an eCommerce workflow that maximizes efficiencies at every stage.

4.3 THE XMPIE PLATFORM SEGMENTS

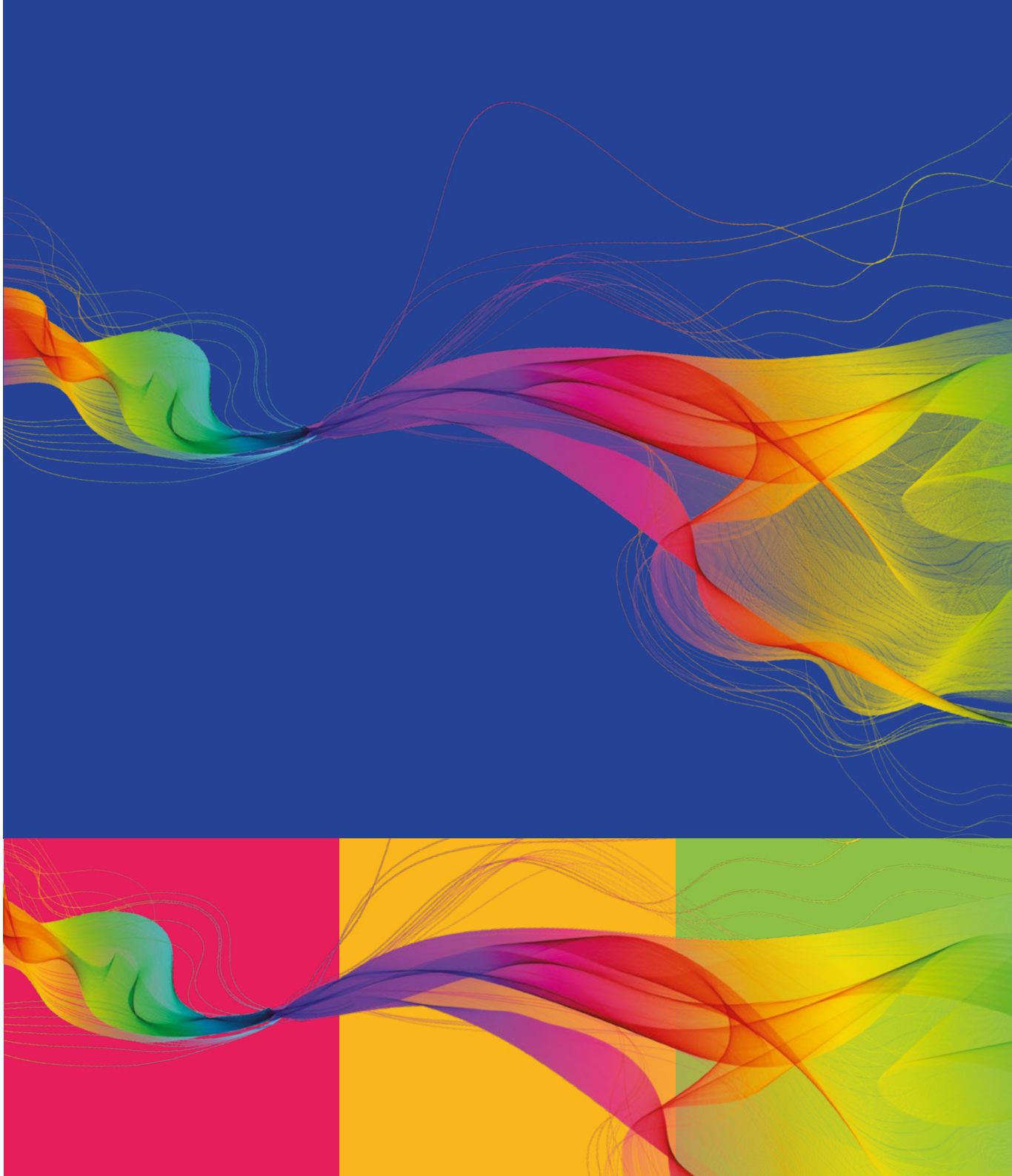
Here are the segments from the main diagram showing how they should be used on various color backgrounds.



4.4

THE RIBBON

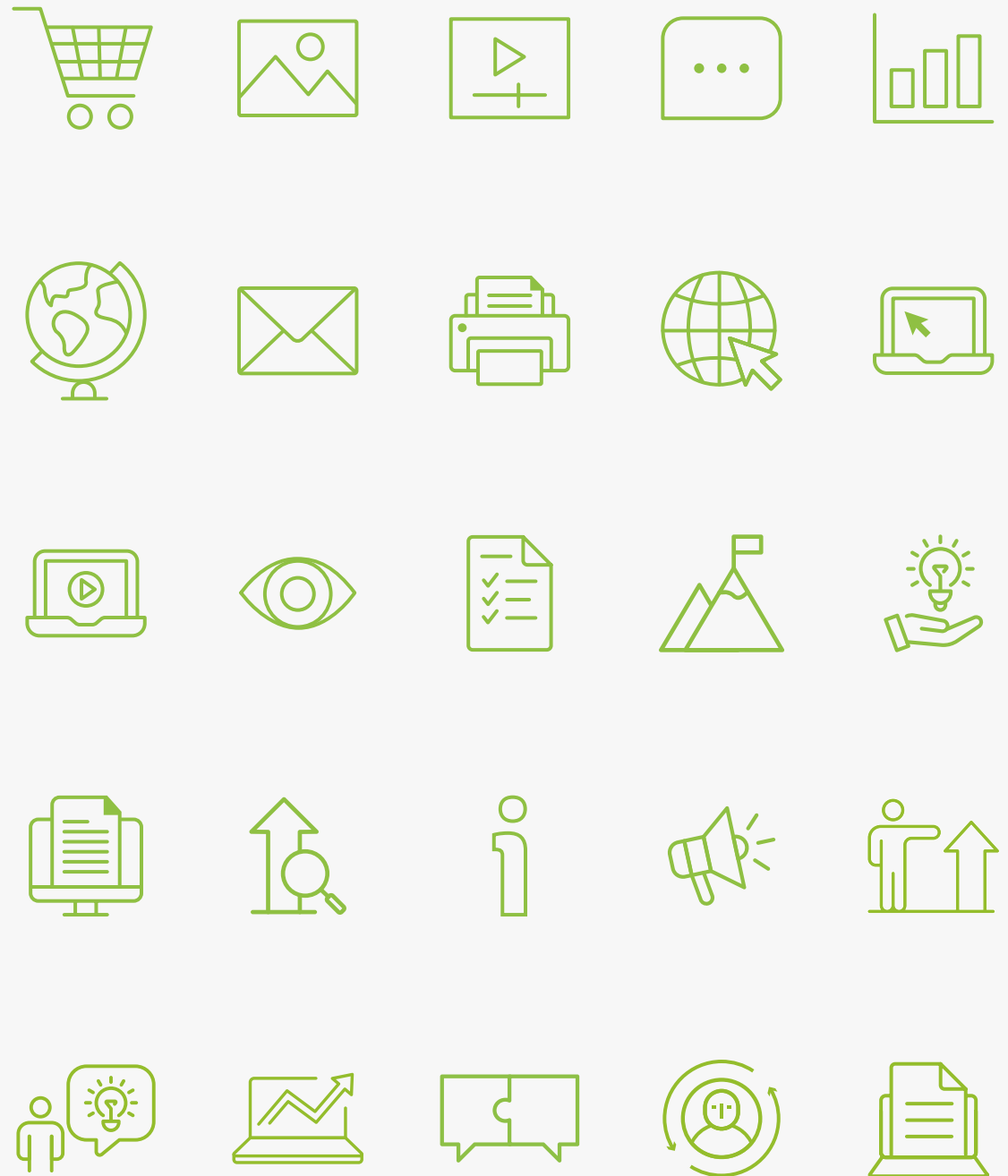
The XMPie Ribbon represents the seamless connection between data, design, and delivery across the XMPie platform. It should be used as a supporting visual accent, and never in place of the Cornerstone Diagram or the product-line spotlight graphics.



4.5 ICONS

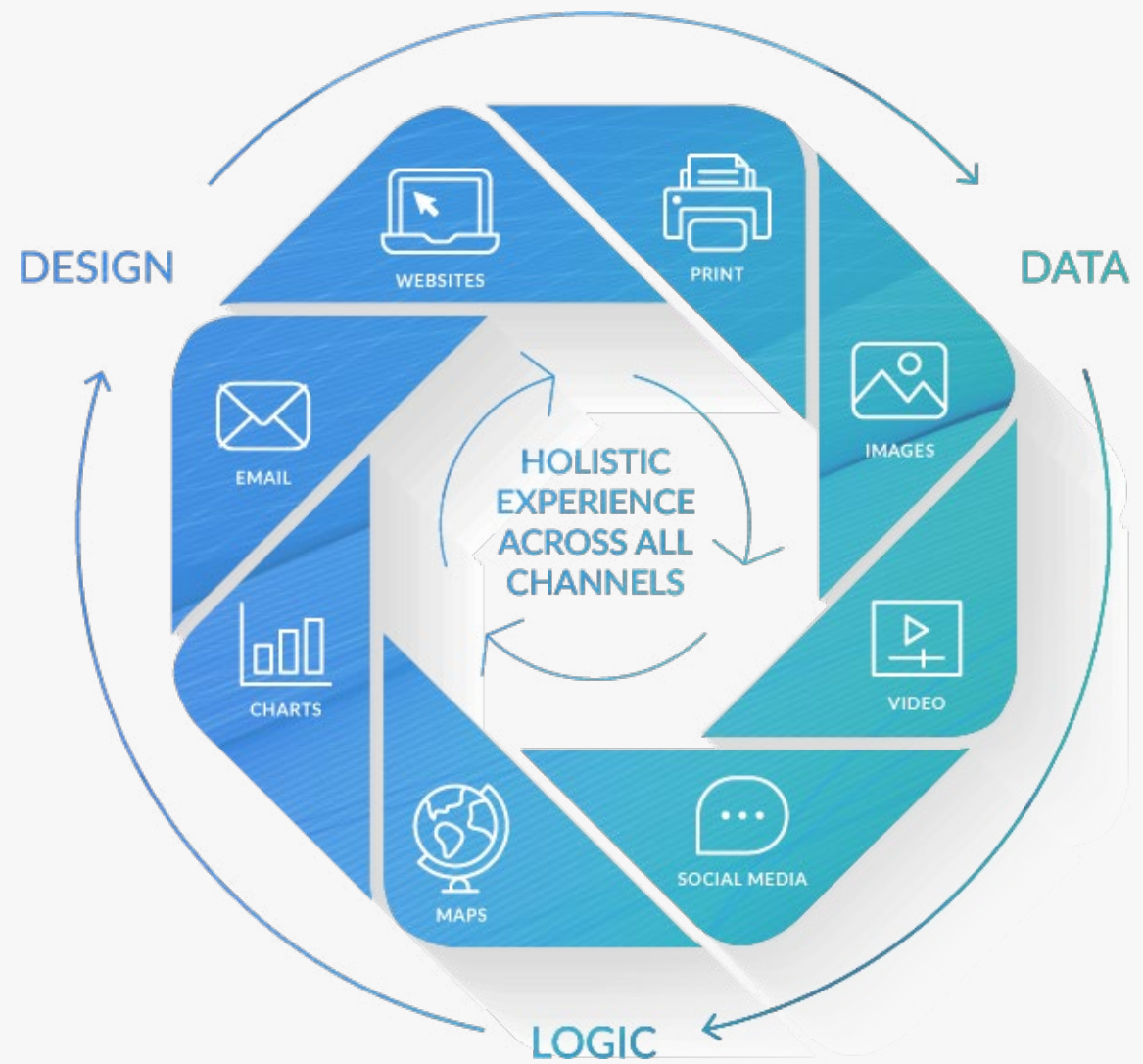
Here is a selection of approved icons that can be used in presentations to reinforce your messages with a clear visual cue.

Icons should always be used consistently by selecting only from the approved icon set, following brand color rules (black, white, or the appropriate product-line color), and ensuring they remain clear and legible at small sizes; they must not be altered in any way, including stretching, rotating, applying effects, or changing line weights.



4.6

INFOGRAPHICS



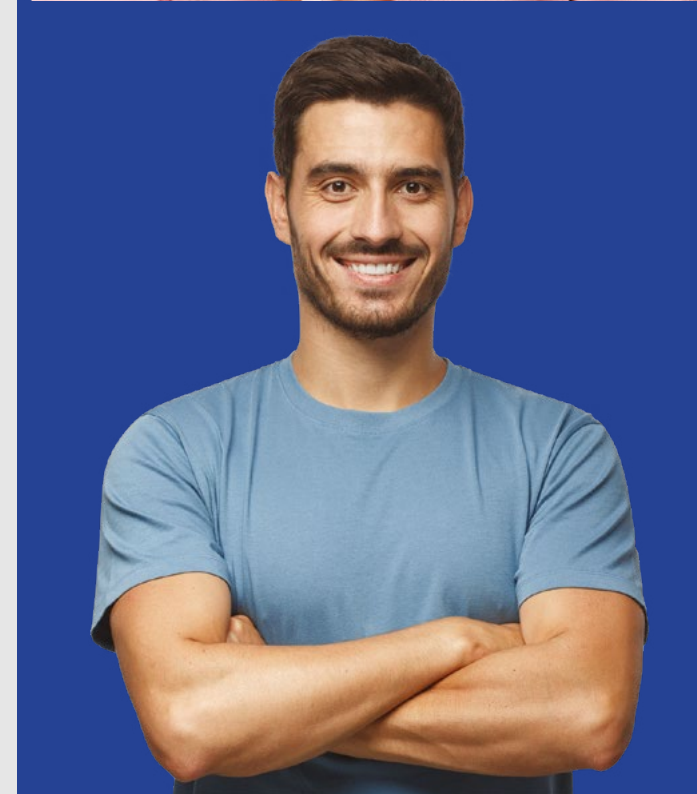


PHOTOGRAPHY

5

5.1 PEOPLE

XMPie's brand photography features warm, personable portraits of people facing directly toward the viewer. This distinctive style humanizes the platform, reinforces approachability, and visually differentiates XMPie from competitors. These portraits should be used primarily in hero images and key brand moments, where they can create immediate connection and impact.



5.2 ANIMALS

XMPie uses a set of distinctive animal illustrations to represent each product line, reinforcing their core strengths in a memorable and character-driven way:

- **Cheetah – Data-Driven Print & VDP:**
Symbolizes speed, agility, and rapid personalization at scale.
- **Owl – Omnichannel Technology:**
Represents oversight, intelligence, and the ability to see and orchestrate every interaction.
- **Iguana – eCommerce Web-to-Print:**
Conveys adaptability, flexibility, and seamless responsiveness across environments and situations.
- **Hummingbird – Personalia:**
Reflects precision, lightness, and effortless agility.

These illustrations should be used selectively in key brand moments to strengthen product identity and add warmth and distinctiveness to the XMPie visual language.



The hummingbird should only be used with Personalia branding

5.3

PROFESSIONAL SERVICES

Here are the three approved images used for Professional Services, each one labeled according to its specific service area:

Implementation Services, Managed Services, and Integration Services.

- **Implementation Services**
Helping customers deploy XMPie solutions efficiently with expert setup, configuration, and onboarding.
- **Managed Services**
Providing ongoing operational support to ensure systems run smoothly, reliably, and at peak performance.
- **Integration Services**
Connecting XMPie with third-party platforms, workflows, and business systems to create seamless, end-to-end solutions.

IMPLEMENTATION SERVICES



MANAGED SERVICES



INTEGRATION SERVICES





SAMPLE MATERIALS

6

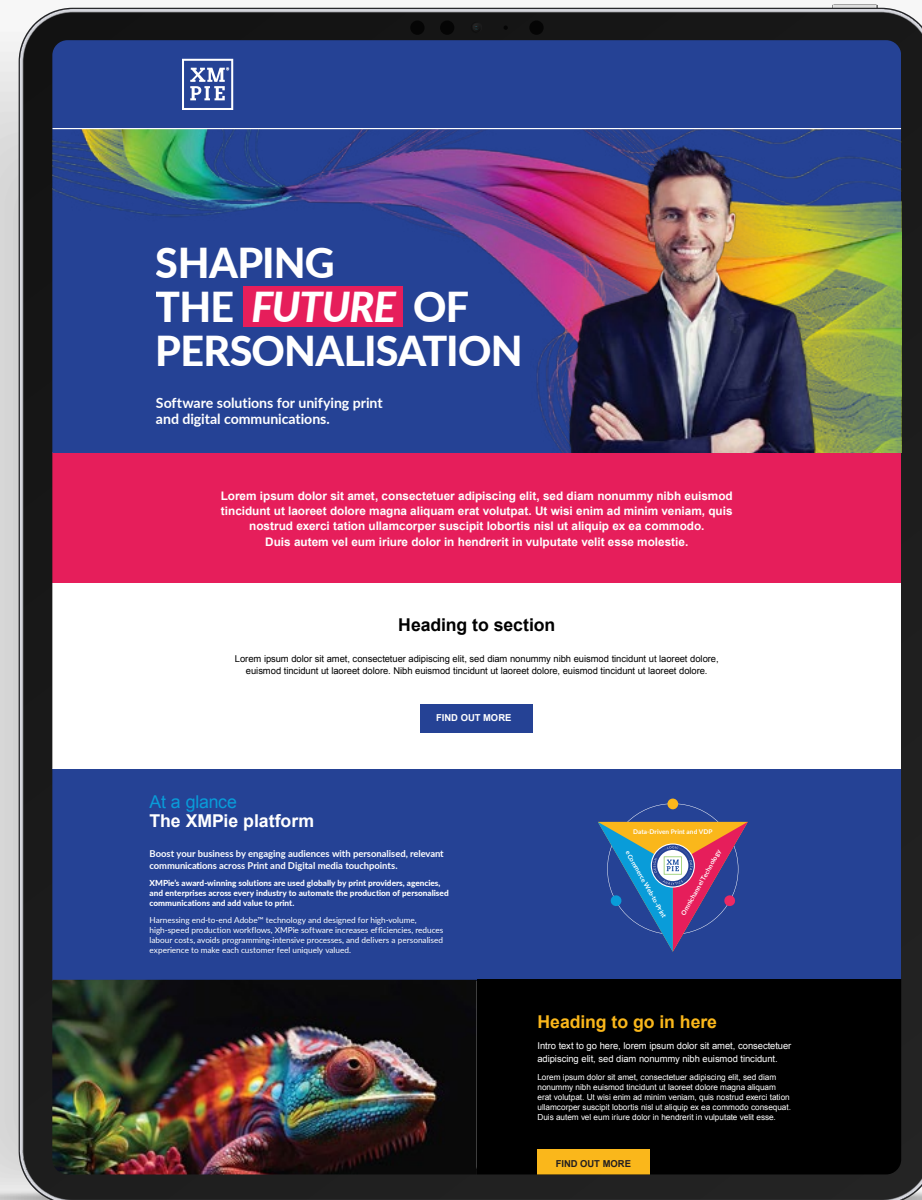
6.1 BROCHURE

The brochure shown here, and the following pages in this sample materials section, demonstrate the correct in-context application of the XMPie brand system. Use these layouts as reference points for approved composition, hierarchy, color usage, and imagery. US sizing and multilingual versions are also available.



6.2

EMAIL



6.3

PULL-UP BANNER



6.4 EXHIBITION STAND



6.5

PROFESSIONAL SERVICES LEAFLETS



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XMPIE PROFESSIONAL SERVICES

StoreFlow Professional Services deliver everything you need to launch, grow, and optimize your Web-to-Print solution.



Implementation Services

We provide expert guidance to get your system live quickly and confidently.



Managed Services

From planning and rollout to long-term optimization, we handle every aspect so you can focus on your business.



Integration Services

Maximise your investment with smart integrations that automate workflows, enhance user experience, and streamline data across systems.



MANAGED SERVICES

Expert-Managed from Start to Finish.

Proven Framework for Success
Together, we define your goals and craft a clear plan to achieve them.

Seamless Execution & Full Configuration
From scheduling to end-to-end setup, we keep everything running smoothly and ready for launch.

Confidence & Long-Term Growth
Transparent updates, expert support, and ongoing maintenance free you to focus on your customers.

From planning and rollout to long-term optimization, we handle every aspect so you can focus on your business.

Our team delivers a fully managed setup that unlocks your system's full potential. And we stay with you beyond launch, providing training, proactive maintenance, and ongoing support to ensure lasting success.

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Scan the QR code to get in contact with us



IMPLEMENTATION SERVICES

Expert Guidance to Kickstart Your Web-to-Print Journey.

Plan Smart. Execute Fast
Clear goals and a structured roadmap keep your project laser-focused.

Launch at Speed. Stay on Brand
Expert setup delivers rapid deployment tailored to your unique identity.

Tested. Trained. Trusted.
Rigorous checks and staff training ensure flawless performance and maximum ROI.

We provide expert guidance to get your system live quickly and confidently.

Our team works with you to configure your first products and workflows, creating a solid foundation for growth. With a streamlined setup, you'll accelerate your launch, start strong, and be ready to scale your online offering with ease.

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INTEGRATION SERVICES

Integrations That Drive Revenue.

Automate & Simplify
Custom scripting and smart automation streamline complex data tasks for maximum efficiency.

Connect & Transform
Seamless API integrations and scalable workflows ensure smooth interoperability and optimized workflows.

Architect for Success
Expert guidance, full lifecycle data services, and cost-saving presort strategies deliver a future-ready, high-performance system.

Maximize your investment with smart integrations that automate workflows, enhance user experience, and streamline data across systems.

From connecting software to building automated workflows, we help you transform your platform into a powerful engine for growth.

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6.6

PRODUCT ADVERTS



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**DATA-DRIVEN
PRINT & VDP**

**ENGINEERED FOR
SPEED AND POWER**

Add more value to print to make every interaction count.

Native to Adobe InDesign
Unleash your designers' potential with Adobe's top creative tools for ultimate personalisation.

Compatible with Every Print Press
Produce best-in-class PDF and PDF/VT output for high-speed processing and optimised digital print workflows.

Unlimited Personalisation
Use real-time data to make each touchpoint timely, relevant, and unique to everyone throughout the customer journey.

Built to Scale
Unlock the full potential of modern print presses with high-volume, personalised VDP.



SCAN THE QR CODE
TO DOWNLOAD
A FREE TRIAL



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**ONE PLATFORM
EVERY CHANNEL
TOTAL VISIBILITY**

From print to digital, orchestrate every customer journey from one powerful platform—smart, scalable, and secure.

Put the Customer at the Center of Every Communication
Reach the right person, on the right channel, at the right time.

Fulfill all Your Communications from a Single Platform
Automate your marketing across print and digital with one powerful, streamlined workflow.

Ensure Customer Privacy
Safeguard customer data with real-time oversight and airtight security.

Built to Scale
Adapt to growing demands without compromising performance.




SCAN HERE
TO LEARN MORE
xmpie.com/
cross-media



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**ADAPT
TO THRIVE**

Revolutionize Your Print Workflow with XMPie-MIS Integration

Automate Your Print Ordering Workflow
Remove obstacles and human-errors in ordering, preparation, and production processes.

Speed up Order Acquisition, Grow Volume and Retain Stickier Clients
Turn your business into an indispensable part of your clients' operation.

Scale Smarter and Faster
Adapt as your operational demands, print buyers' needs, and integration requirements change over time.



SCAN HERE
TO LEARN MORE
xmpie.com/products/
web-to-print

6.7

PRODUCT SOCIALS



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**ADD VALUE
TO PRINT**

Add more value to print
with personalisation, customisation,
relevancy, and variability



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**ONE PLATFORM
TOTAL VISIBILITY**

Transform your Customer Journeys
from one-way operational necessities to fully
automated interactive omnichannel conversations.



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**ADAPT
TO THRIVE**

Revolutionize Your Print Workflow
with XMPie-MIS Integration

6.8

PRODUCT PULL-UP BANNERS



CONTACT US

For any questions or guidance on using these brand guidelines, please contact the XMPie Marketing Team at marketing@xmpie.com

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