



Brand Guidelines

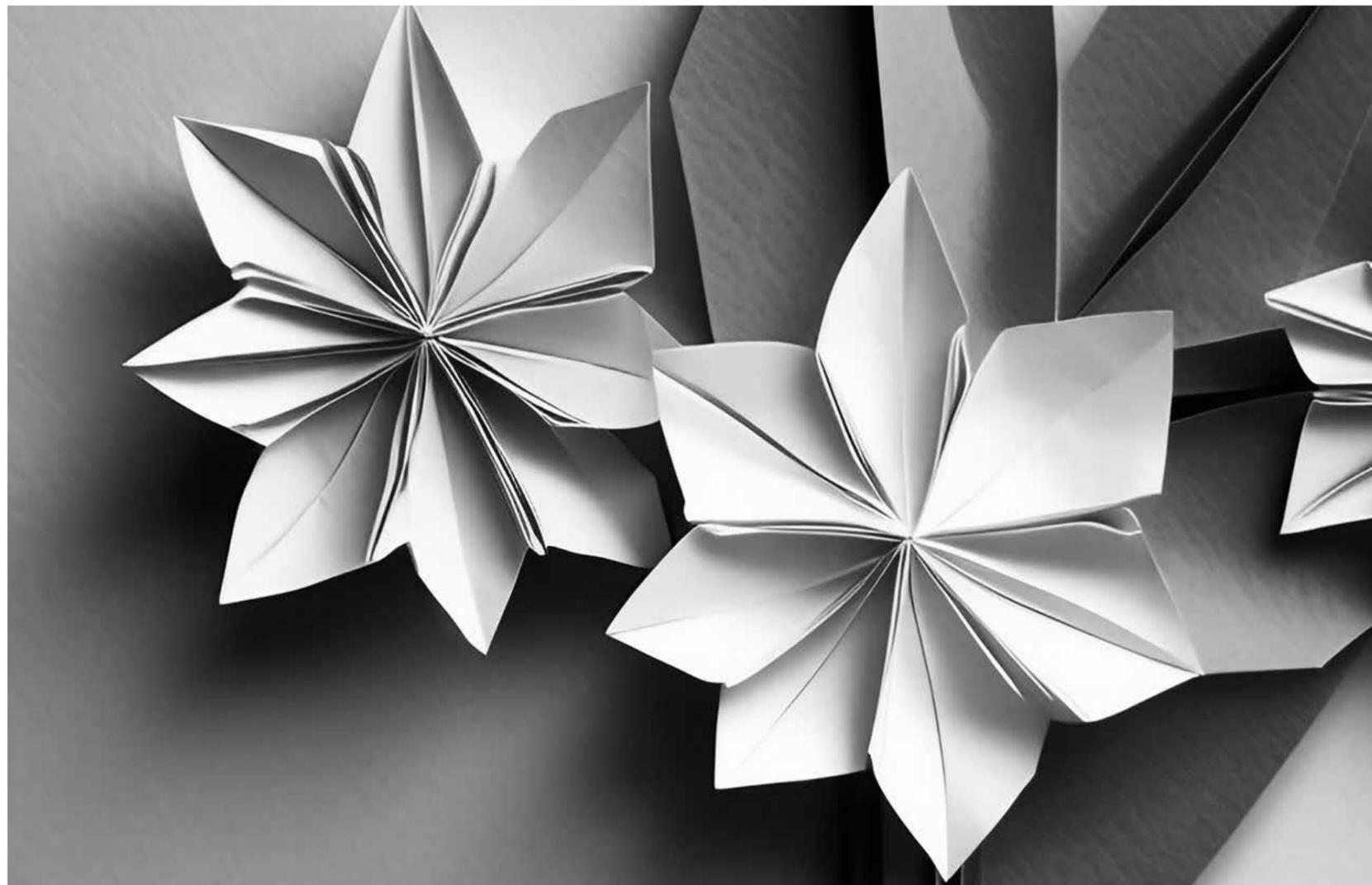
Our brand guidelines acts as a compass to navigate the dynamic landscape where creativity meets empathy, and groundbreaking ideas converge with genuine human connection. Here, we embark on a journey that transcends traditional design principles, for our brand's innovation is woven with the threads of understanding and compassion.

Welcome

To Woxi's Innovation Style Guide. This guide isn't just about design and aesthetics; it's a testament to our shared dedication to understanding and embracing the diverse needs, dreams, and aspirations of our users. Join us in crafting a future that is not only pioneering but also deeply considerate, as we fuse the power of innovation with the warmth of empathy to redefine what's possible.

Table of Contents

As we delve into these pages, let us collaboratively craft a future where the synergy of innovation and empathy transforms mere moments into cherished memories, and where technology becomes a conduit for building bridges of understanding and inclusivity.



Brand Values	5
Logo	7
Colors	9
Typography	11
Imagery	13
Iconography	17
Product	19
Web Layout	25
Social Media	27
Office	29

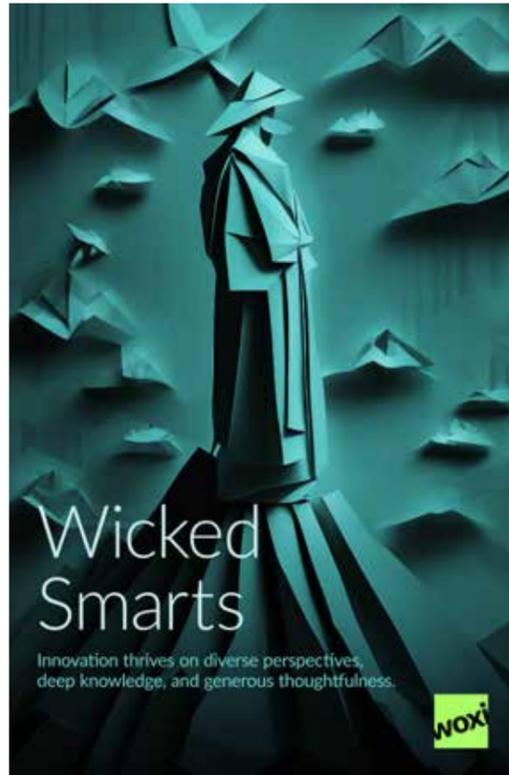
01

Brand Values

Brand values are the moral compass that navigates a brand's journey through the intricate landscapes of business and culture. They serve as the guiding principles that underpin every decision, action, and interaction, infusing authenticity and purpose into the brand's very core. In an era where consumers seek deeper connections and meaningful engagements, brand values provide the emotional bridge that fosters trust, loyalty, and resonance.

Meaningful Engagements

These values are not just a set of words; they represent the brand's commitment to a higher purpose, a reflection of its genuine intentions to make a positive impact on society, and an unwavering promise to deliver consistent experiences. By aligning with values that resonate with their target audience, brands transcend transactions, becoming conduits for shared beliefs and aspirations.



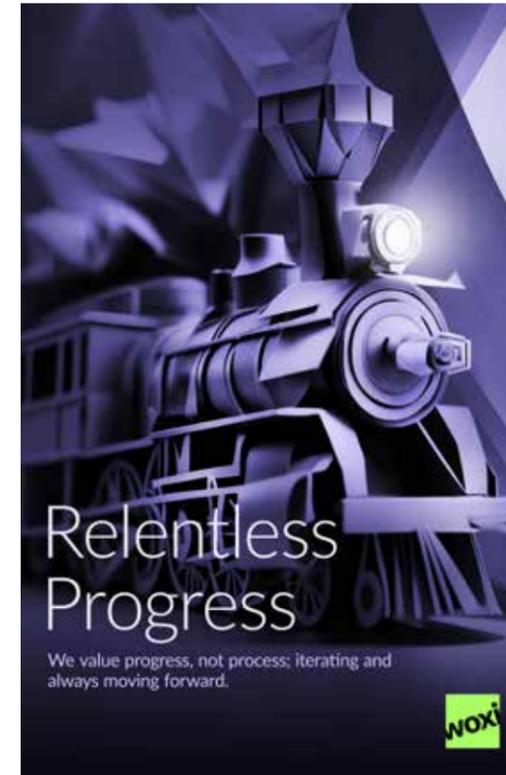
Innovation thrives on diverse perspectives, deep knowledge, and generous thoughtfulness.



We believe all problems are human problems, requiring deep listening and an open mind.



Humans want to innovate, so we share our expertise to improve the innovation journey for everyone.



We value progress, not process; iterating and always moving forward.



We do not stop until we have not only solved a problem, but delighted users in unexpected ways that deliver real value.

02 Logo

At the heart of every remarkable brand lies a seemingly modest yet profoundly influential element: the logo. Beyond its visual representation, a logo is the encapsulation of a brand's essence, values, and aspirations. Like a silent ambassador, it speaks volumes to the world, forging an instantaneous connection between the brand and its audience.

Anchoring the Brand

The logo serves as a beacon, guiding recognition and fostering trust in an increasingly crowded and competitive marketplace. Its simplicity has the power to convey complexity, distilling a brand's narrative into a single image that resonates universally. As the cornerstone of brand identity, a well-crafted logo is not just a design; it's a vessel that carries the weight of the brand's story, leaving an indelible imprint on the collective consciousness.



Primary logo

Longer answer...

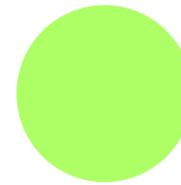
When searching for short names with domain and trademark availability, we came across Woxi and immediately made the connection to another innovative organization we loved...97X WOXY-FM, the ground-breaking, independent radio station from the 80s, 90s, and 00s. We were immediately hooked.

What does "Woxi" mean?

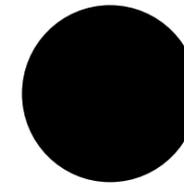
Short answer: Nothing.

We wanted something short, pithy, and free of existing meaning. We liked the way it sounds. Something fitting for tools that are part of a larger system — e.g. "Powered by Woxi". We wanted a clean slate, to give it meaning through our work and our principles.

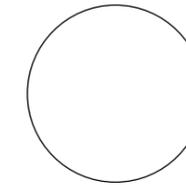
Color palette



Woxi
 C 45
 M 0
 Y 87
 K 0
 R 173
 G 255
 B 101
 HEX# adff65
 RGB/HEX# best for online and six (or more) color printing



Black
 C 0
 M 0
 Y 0
 K 100
 R 0
 G 0
 B 0
 HEX# 000000



White
 C 0
 M 0
 Y 0
 K 0
 R 255
 G 255
 B 255
 HEX# ffffff

Varations



Use for one color printing



Favicon can also be used in very small spaces



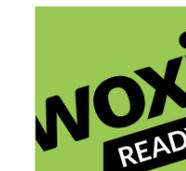
Use for CMYK printing only, traditional four color



Use for two color printing. (Woxi text filled in white)



BW Favicon can also be used in very small spaces



Use for CMYK printing only, traditional four color

Don't do



Remove the background, the box is part of the logo



Scale to fit vertically



Scale to fit horizontal



On a different background



All the "don't do" applies to the Woxi ready logo as well



Convert to CMYK. We use a special CMYK color



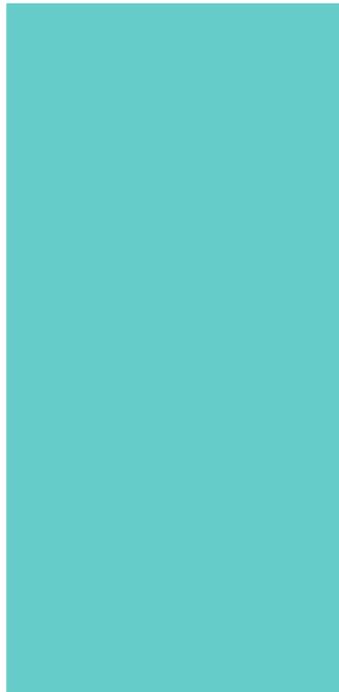
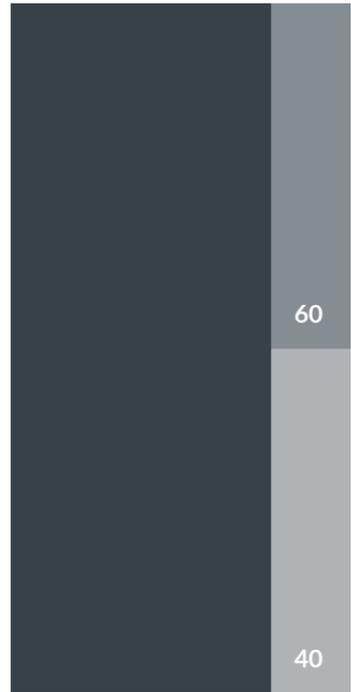


03 Colors

When using color for branding, it's essential to consider the overall brand identity, including logo design, typography, and messaging. The combination of colors and visual elements should align with the brand's values, target audience, and industry. Additionally, considering the psychological associations of colors, can help ensure the brand's message is effectively communicated to its audience.

Primary Color Palette

These colors are based on our company values. Brightness of colors is to bring a radiant and positive attitude to everything we do, with optimism and enthusiasm. Contrasting colors are there to create visual interest and ensure readability. The overall collection of colors create a balance between professionalism and approachability, creating a harmonious, inviting atmosphere.

						
Woxi Calming and inviting warm green	Cheerful Yellow Conveys optimism and positivity	Innovation Red Represent innovation and excitement	Sophisticated Teal Combines intelligence with approachability	Muted Purple A touch of creativity and uniqueness	Deep Blue Symbolizes intelligence, trust, and reliability	Dark Gray Adds elegance with professionalism
HEX adff65 RGB 173,255,101	HEX e9d718 RGB 233,215,24	HEX ff6f61 RGB 255,111,97	HEX 66ccc9 RGB 102,204,201	HEX 8d88bb RGB 141,136,187	HEX 3466ba RGB 52,102,186	HEX 364149 RGB 54,65,73

04

Typography

When selecting fonts, it's essential to create a visual hierarchy by using different font styles for headings, subheadings, and body text. Fonts should be, legible and visually harmonious and align with the brand's identity and message.

Reflecting the Brand's Identity

Primary font is Lato (sans-serif) because it is clean, sleek, and versatile. Lato is also both modern and highly readable. Lato light is used for headings while Lato regular is the main body font. Followed by bold, heavy and black font weight options for sub headers or emphasis.

Aa

Lato Regular

abcdefghijklmnop-
nopqurtuvwxyz
1234567890

Aa

Lato Light

abcdefghijklmnop-
nopqurtuvwxyz
1234567890

Ligatures

fi ti

Emphasis

Lato Bold
Lato Heavy
Lato Black



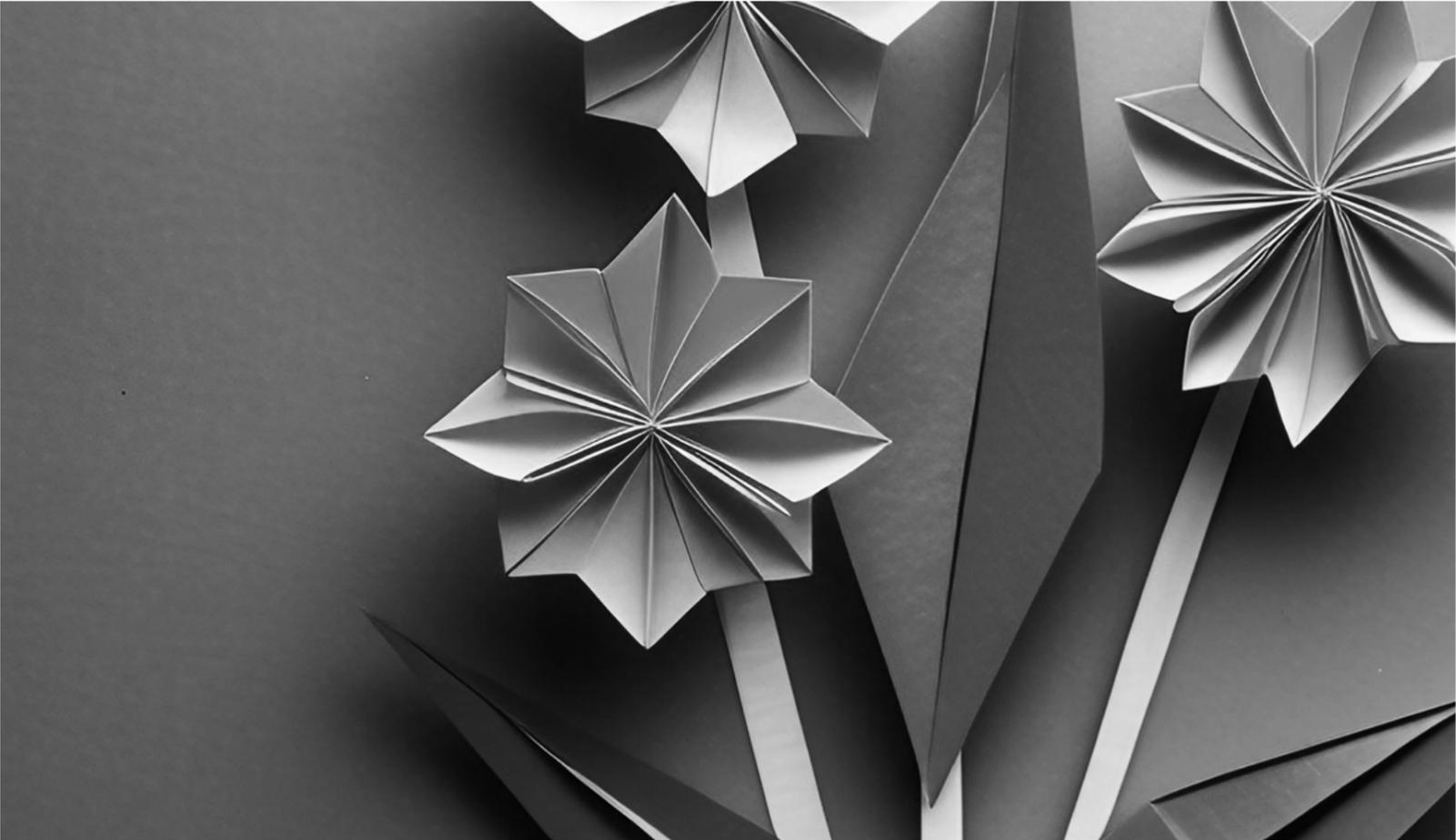
05 Imagery

Overall, the imagery should exude a sense of being modern, trendiness, and “ahead of the curve” while remaining relatable and empathetic. It should convey that the brand is at the forefront of innovation advancements and is dedicated to using its expertise to benefit and connect with people on a deeper level.

Simplicity from Complexity

Imagery featuring origami shapes of nature holds a profound significance for a brand, weaving together artistry, symbolism, and a deep connection to the natural world. Just as origami transforms a simple sheet of paper into intricate, three-dimensional forms, this imagery metaphorically reflects the brand's ability to craft simplicity from complexity, mirroring its innovative and transformative spirit.

Origami as imagery ties in both the mathematical and human elements. The imagery we use is based off of mathematical principles such as the Fibonacci Sequence, fractals, symmetry, and in geometric shapes. The final image can then take the form of objects found in nature, figures, and everyday objects we use and see around us.

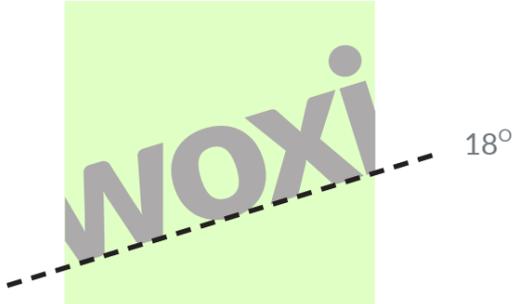


Imagery Treatments

To further show visually simplicity from complexity or the human elements vs. mathematical. The actual dividing of the imagery represents the two attributes. They are divided using the same angle as the woxi logo which is at 18 degrees, another visual tie to our logo.



This treatment is best used along with an overlay of a clean, modern, highly readable sans-serif font for headings and easy to read body text.



Sits at 18 degrees. The numerical value of 18 is considered to be lucky in the Jewish faith, and also means "life".

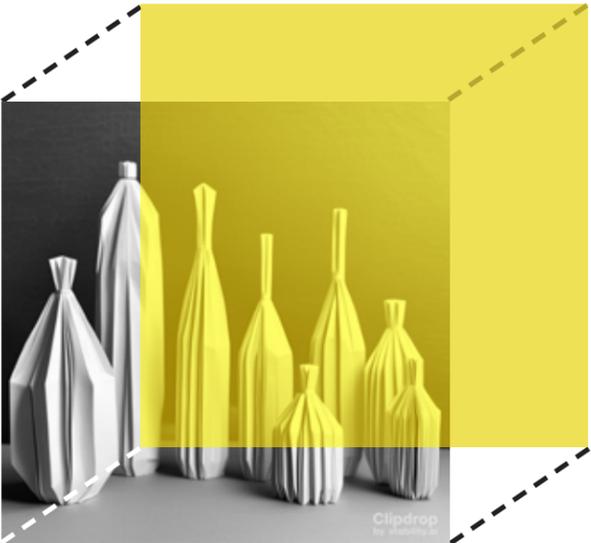
A secondary treatment is in the colorization of the raw images being used, note this can also be used on photos as well. Each image is first turned into grayscale and then a color mode screen is applied over it. A color screen mode can be set to, multiply, hard light, soft light, and screen to name a few options. Base color is picked from our color palette.



Raw image



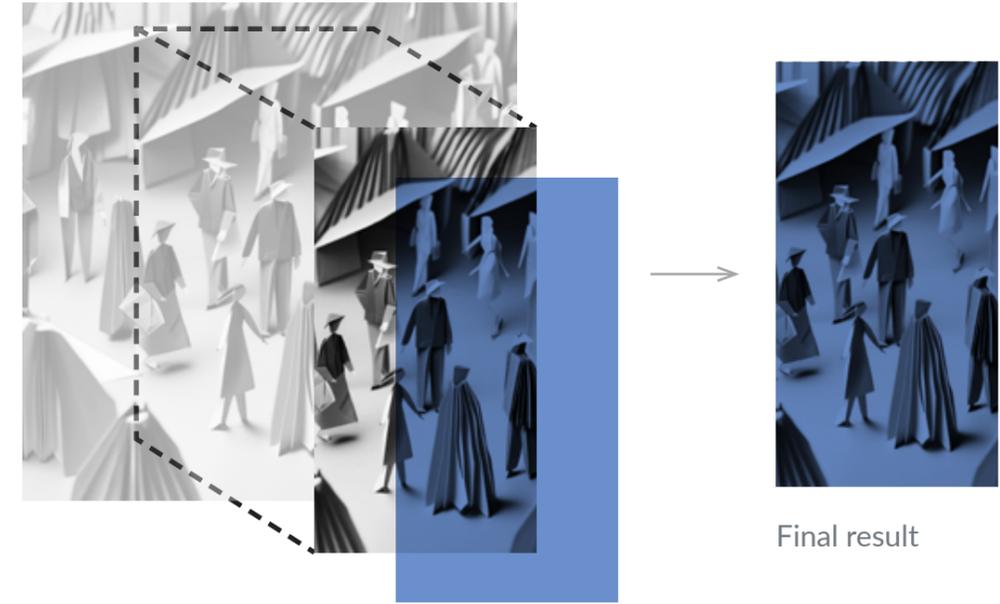
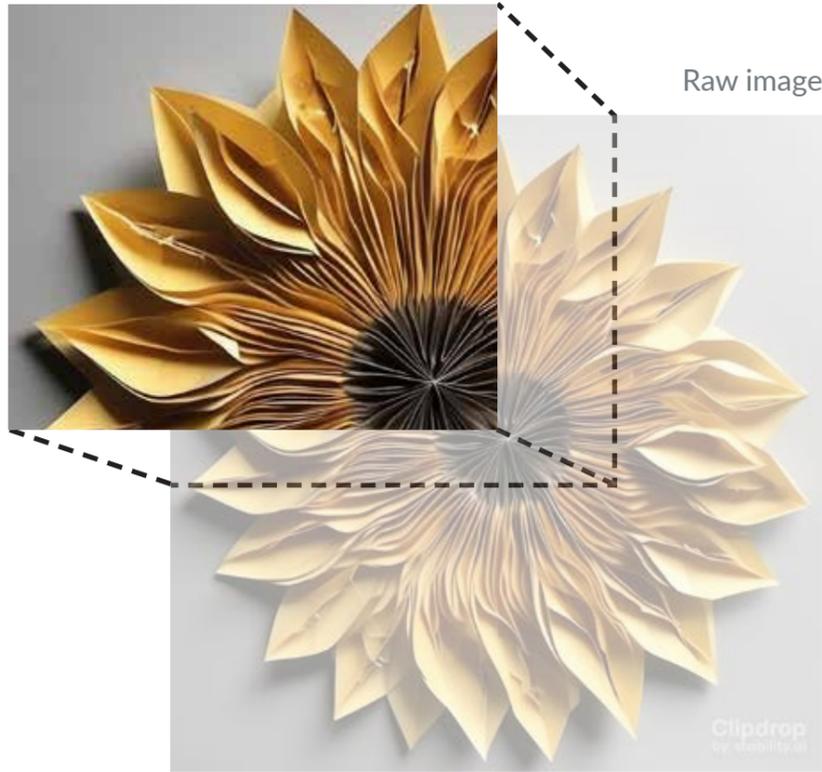
Turned into grayscale



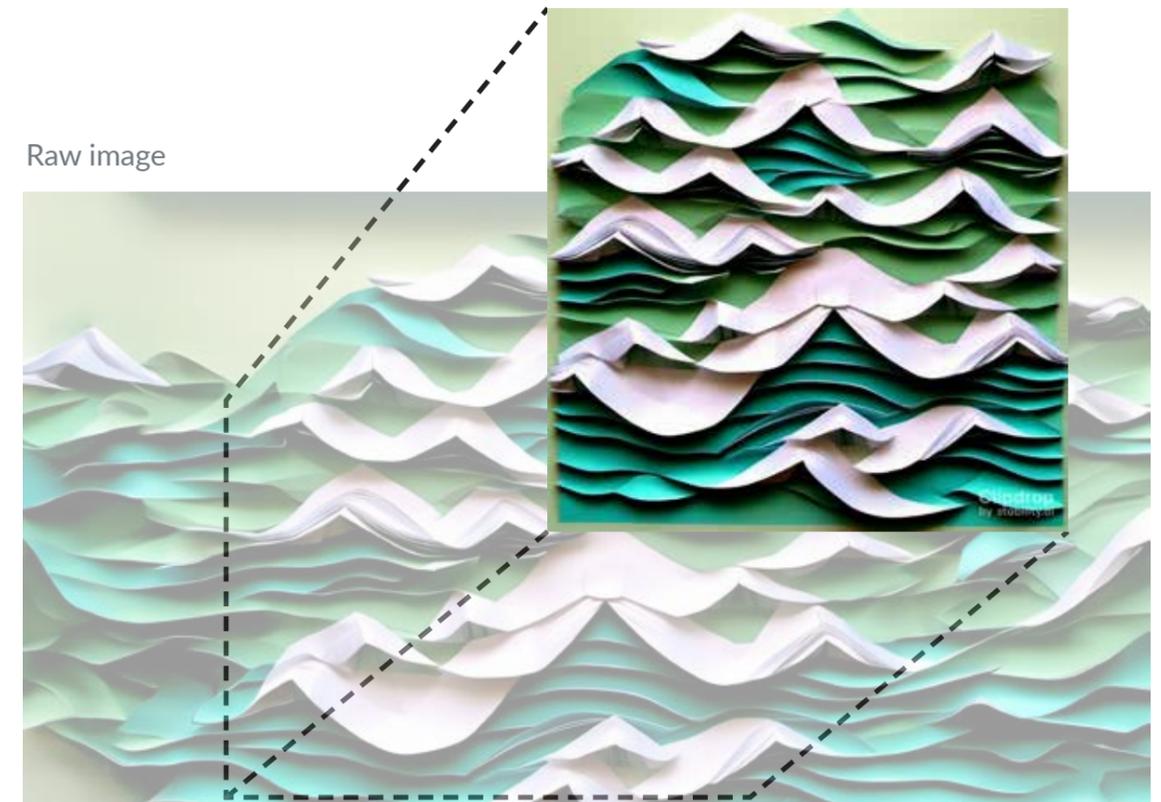
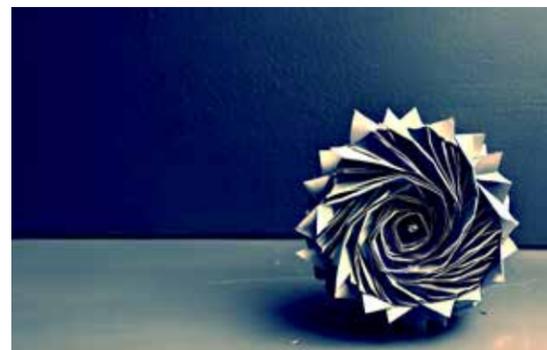
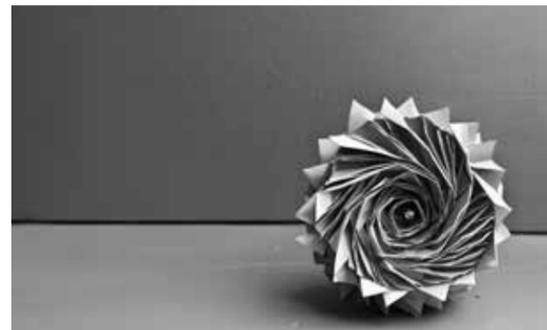
Color screen applied, in this example: hard light @ 70%



Final result



“This imagery metaphorically reflects the brand’s ability to craft simplicity from complexity”



06

Iconography

Iconography serves as the concise and universally understood language of a brand, distilling complex concepts and ideas into elegant, recognizable symbols. These visual shorthand representations not only enhance brand recognition but also facilitate seamless communication, transcending language barriers and cultural divides.

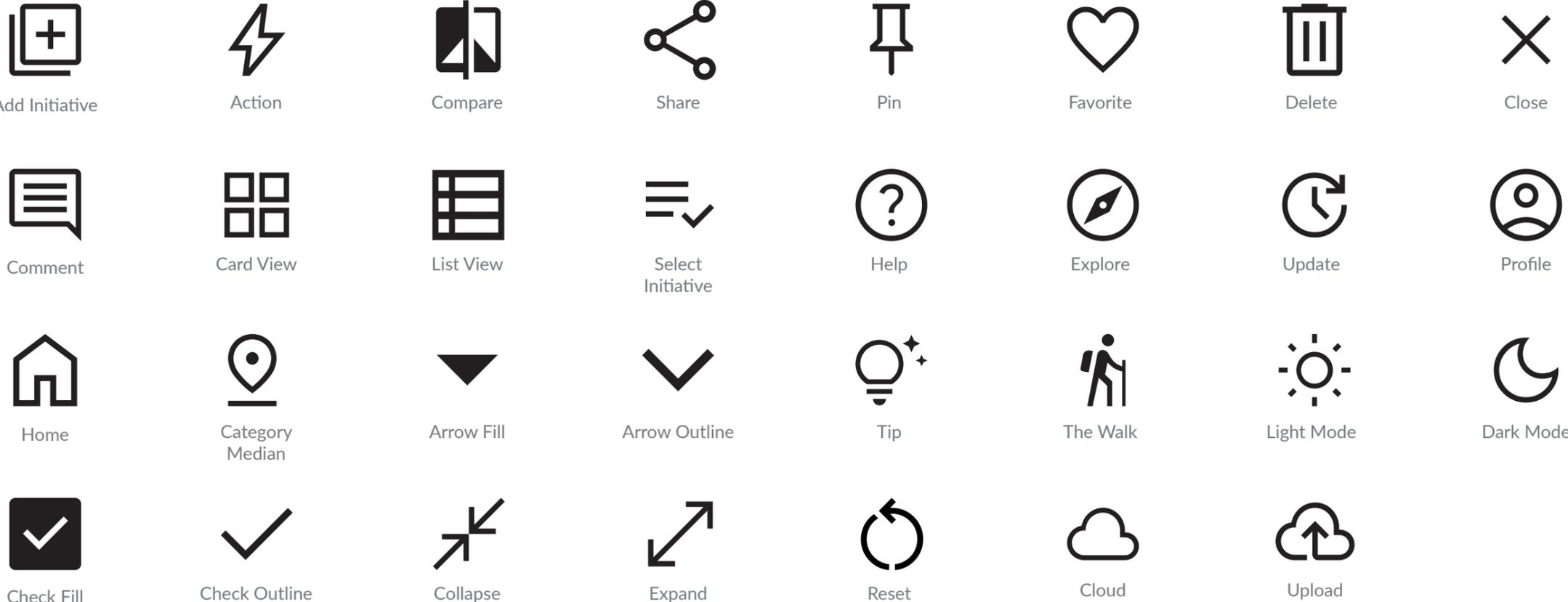
Instant Comprehension

Icons provide an efficient and impactful means of conveying information swiftly and succinctly. We use Material Symbols for their wide range of design variants. Symbols are available in three styles and four adjustable variable font styles (fill, weight, grade, and optical size).

Woxi Innovation Table 400 Grade Weight



Application Icons 400 Grade Weight



Don't Do



General Fill (only in certain usecases in UI)



Ultra thin line weight

Custom Made



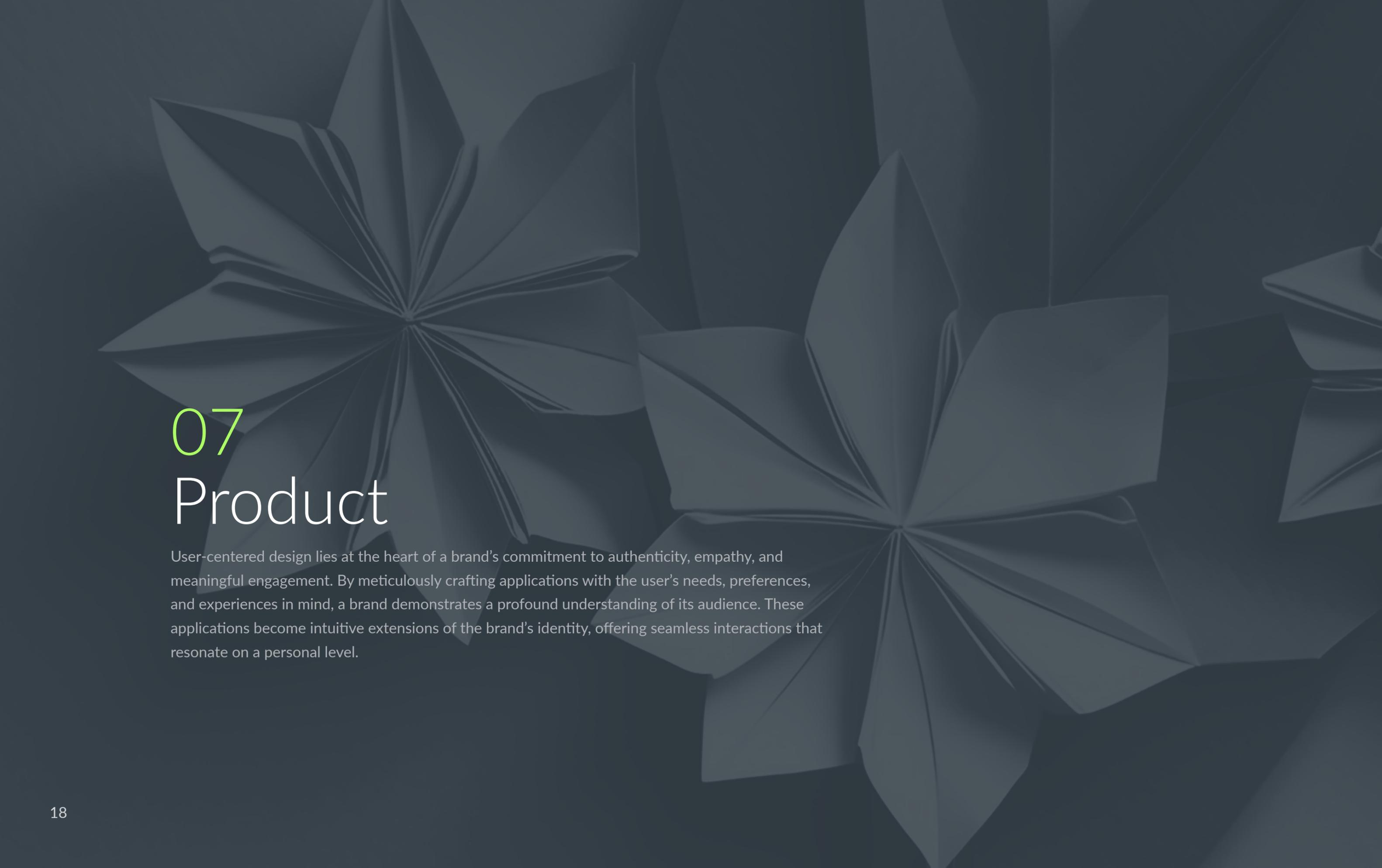
Star Fill



Star Outline



Signal Strength



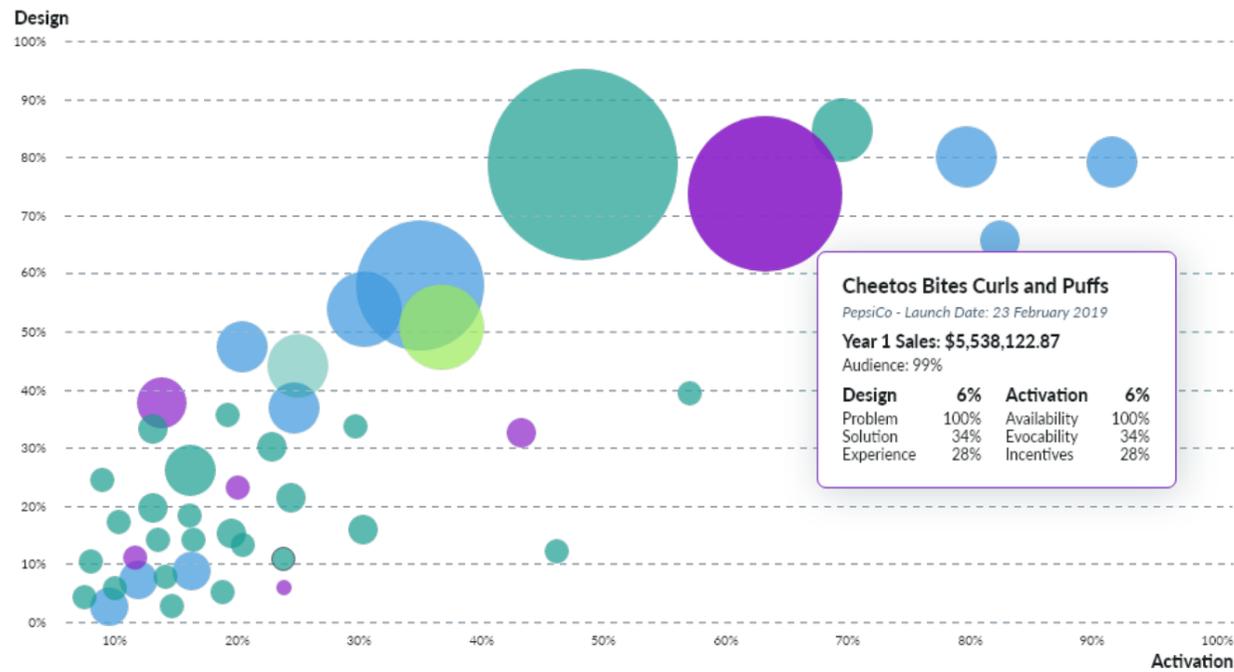
07

Product

User-centered design lies at the heart of a brand's commitment to authenticity, empathy, and meaningful engagement. By meticulously crafting applications with the user's needs, preferences, and experiences in mind, a brand demonstrates a profound understanding of its audience. These applications become intuitive extensions of the brand's identity, offering seamless interactions that resonate on a personal level.

Positive Experiences

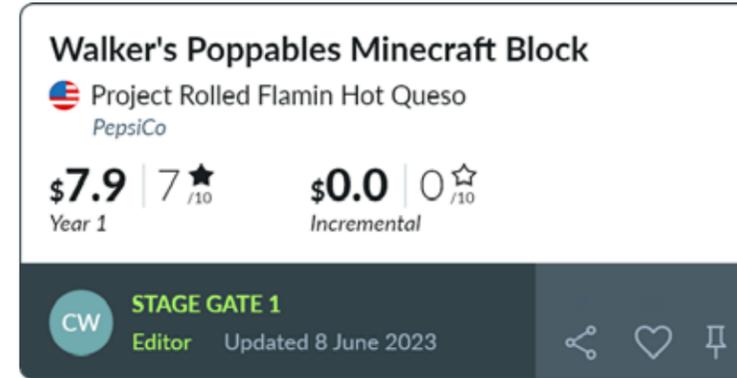
User-centered design transforms users into valued participants, creating a sense of trust and loyalty as the brand addresses their pain points and enriches their lives. In embracing this approach, a brand not only enhances user satisfaction but also strengthens its reputation as a brand that cares deeply about its customers' well-being. Through user-centered design, applications become dynamic tools that bridge the gap between technology and human connection.



Bubble chart in light mode



The color palette is optimized for compliant color contrast ratios for usability. This combination is only for the UI and should not be used for print or marketing materials.



Card component in light mode - resting state...



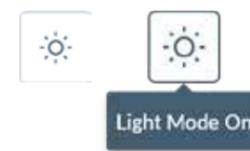
... and on hover



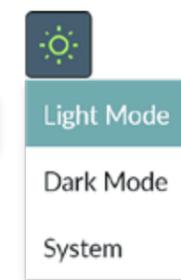
Card component in dark mode - resting state...



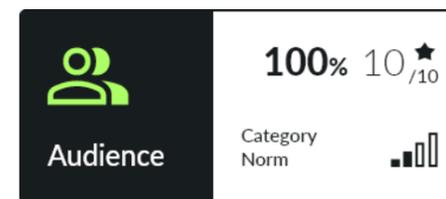
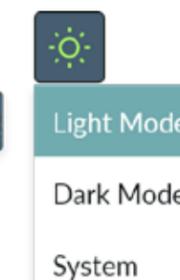
... and on hover



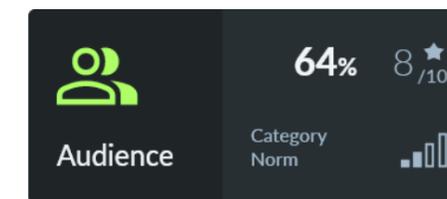
Secondary button states



Secondary button states



Woxi table component in light mode



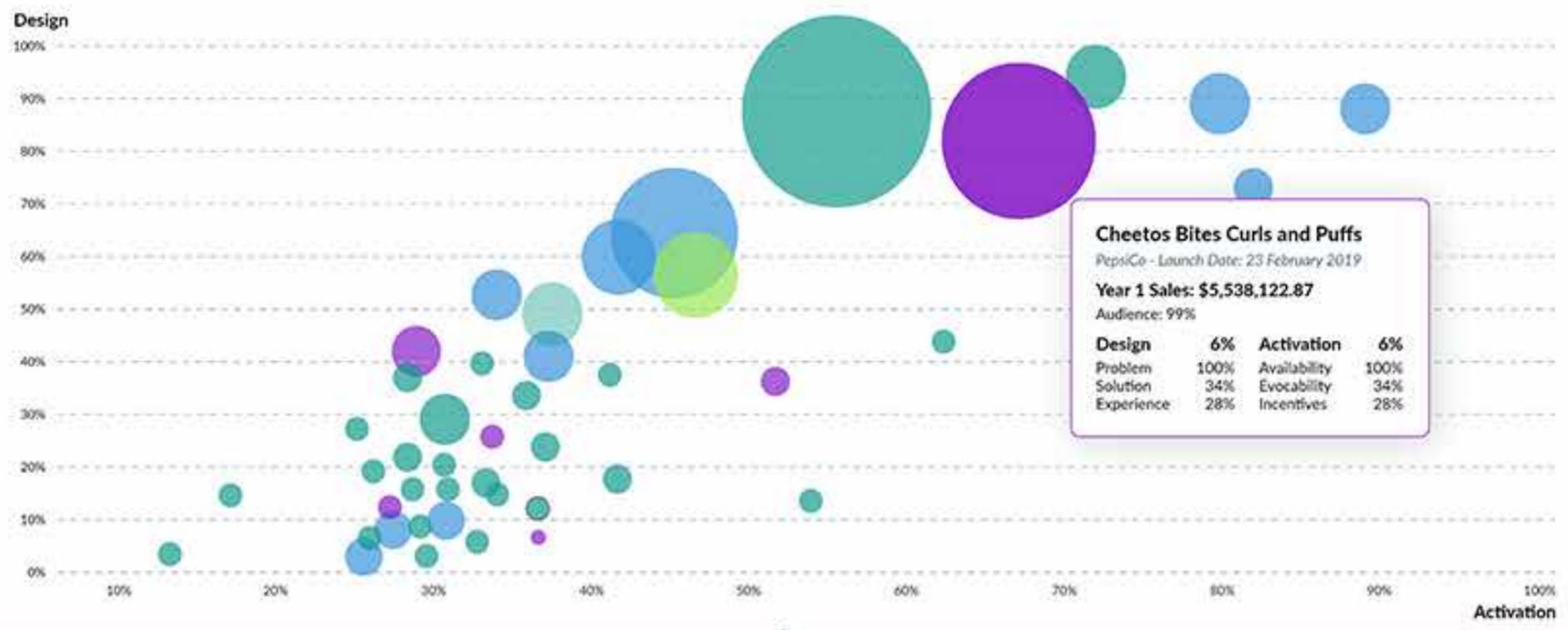
Woxi table component in dark mode

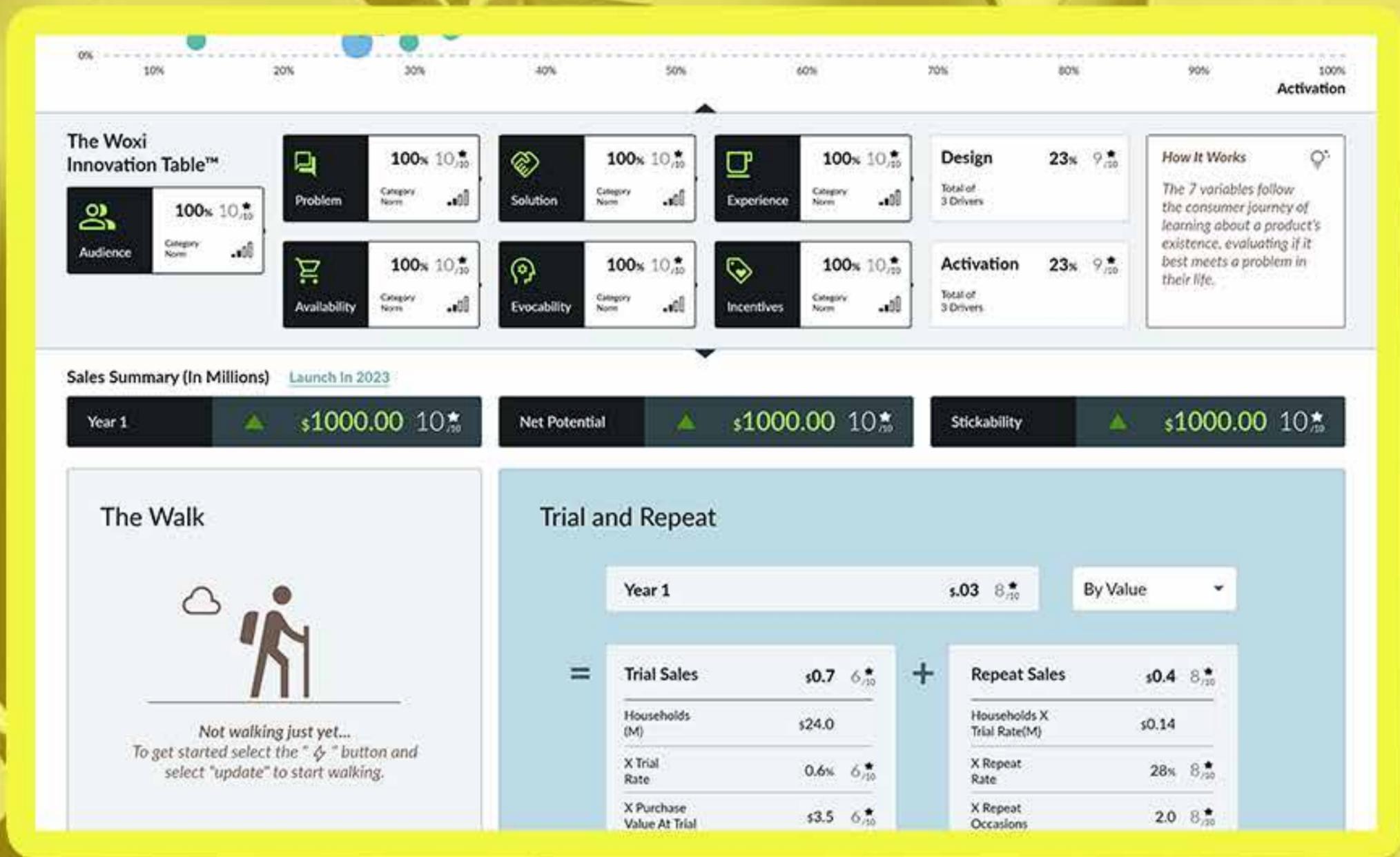


The walk component in dark mode

Walker's Poppables Minecraft Block
Current Best Prediction Updated Less Than A Week Ago By Giles Goswami

Current Others Client Others





The Woxi Innovation Table™

Audience 64% 8/10

Problem 64% 8/10

Solution 64% 8/10

Experience 64% 8/10

Design 23% 9/10
Total of 3 Drivers

How it works

The 7 Variables Follow The Consumer Journey Of Learning About A Product's Existence, Evaluating If It Best Meets A Problem In Their Life.

Availability 64% 8/10

Evocability 64% 8/10

Incentives 64% 8/10

Activation 23% 9/10
Total of 3 Drivers

Sales Summary (In Millions) Launch In 2023

Year 1 \$1000.00 10/10

Net Potential \$1000.00 10/10

Stickability \$1000.00 10/10

The Walk



Not walking just yet...
To get started select the "👤" button and select "update" to start walking.

Trial and Repeat

Year 1 \$0.3 8/10 By Value

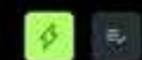
Trial Sales	\$0.7 6/10	Repeat Sales	\$0.4 8/10
Households (M)	\$24.0	Households x Trial Rate(M)	\$0.14
x Trial Rate	0.6% 6/10	x Repeat Rate	28% 8/10
x Purchase value at trial	\$3.5 6/10	x repeat occasions	2.0 8/10
		x purchase value at repeat	\$3.8 8/10

Woxi PredictionOS™

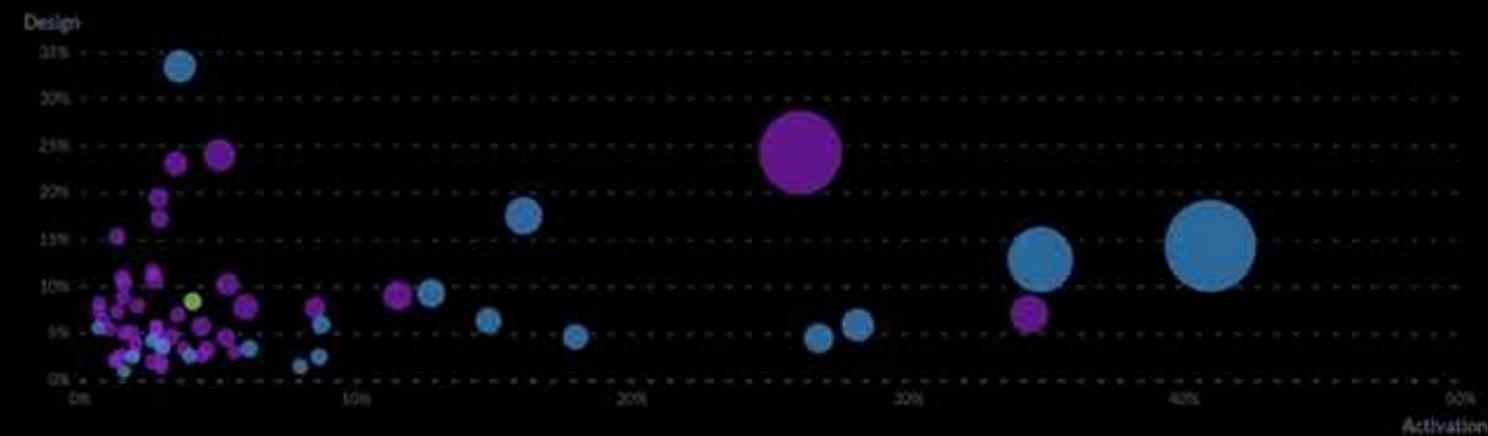


Doritos 3D Minecraft Blocks

Current Best Prediction (Best Prediction #1) Updated on 18 January 2023 by Sara Wille Barber



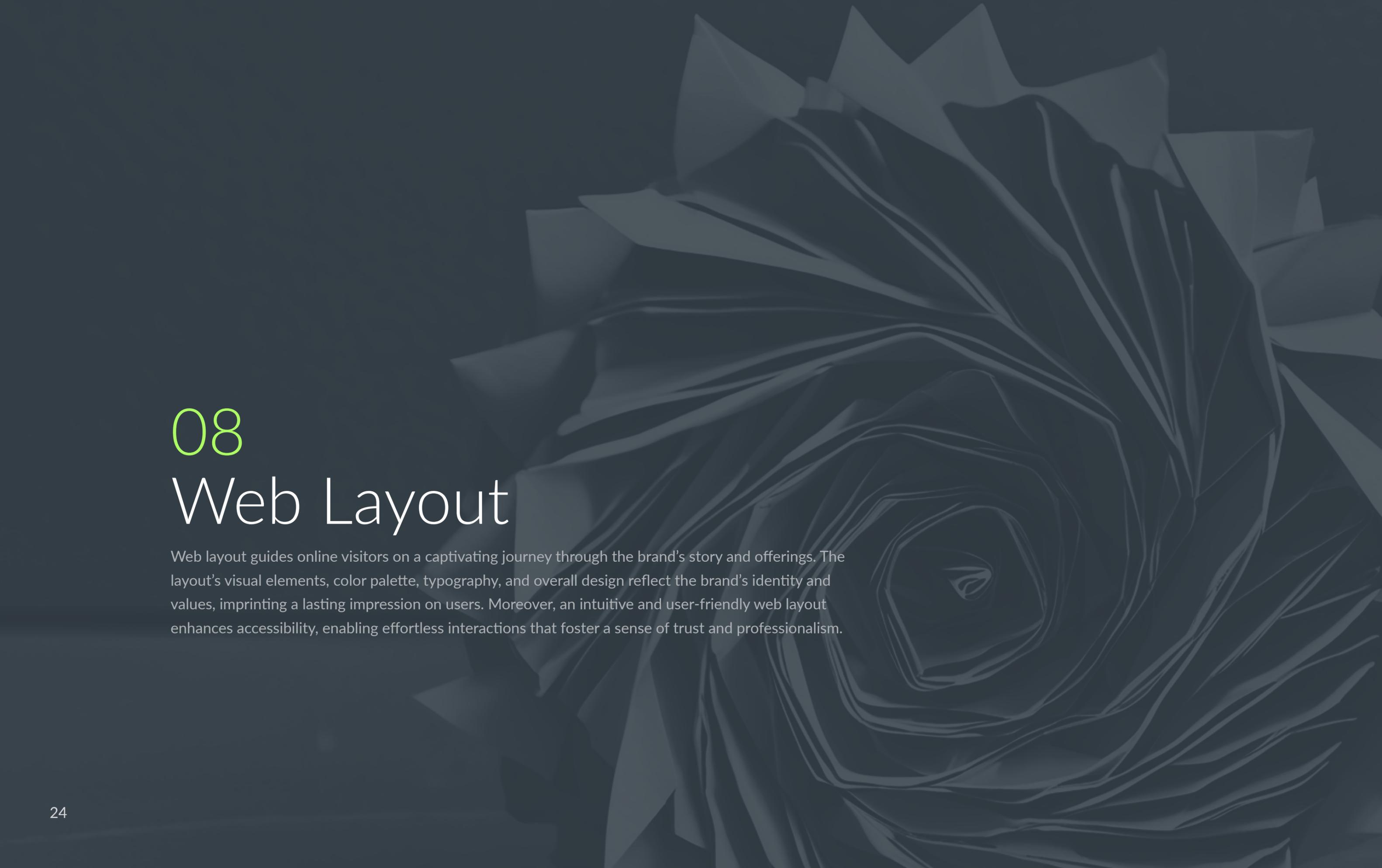
Current PepsiDemo Non-PepsiDemo



The Woxi Innovation Table

Audience	99%	Problem	61x Starting point	Solution	45% Starting point	Experience	31% Starting point	Design	8% NaN
	Starting point	Availability	34x Starting point	Evocability	11x Starting point	Incentives	6% Starting point	Activation	4% NaN

Sales summary (in millions) Launch in 2024



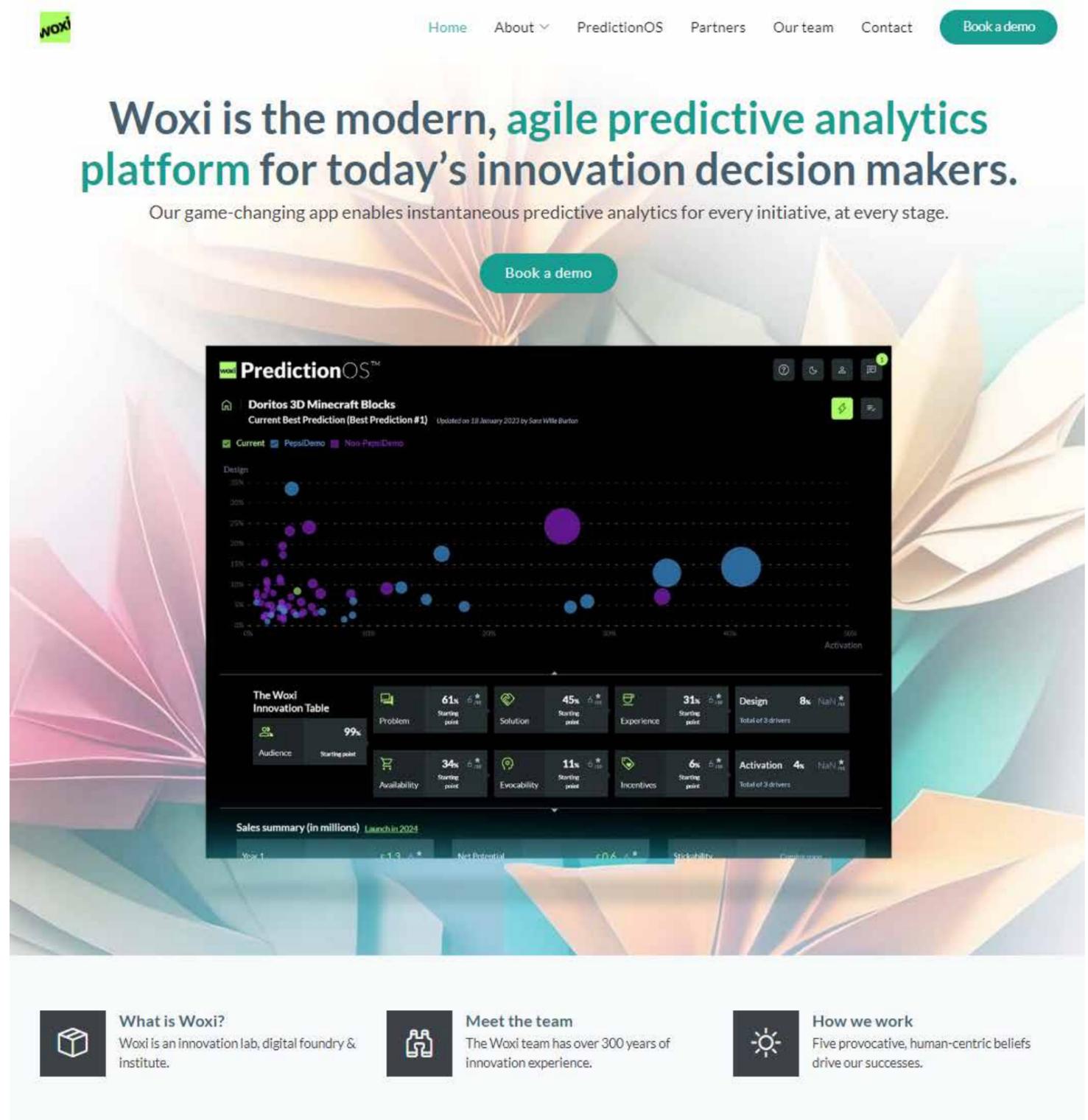
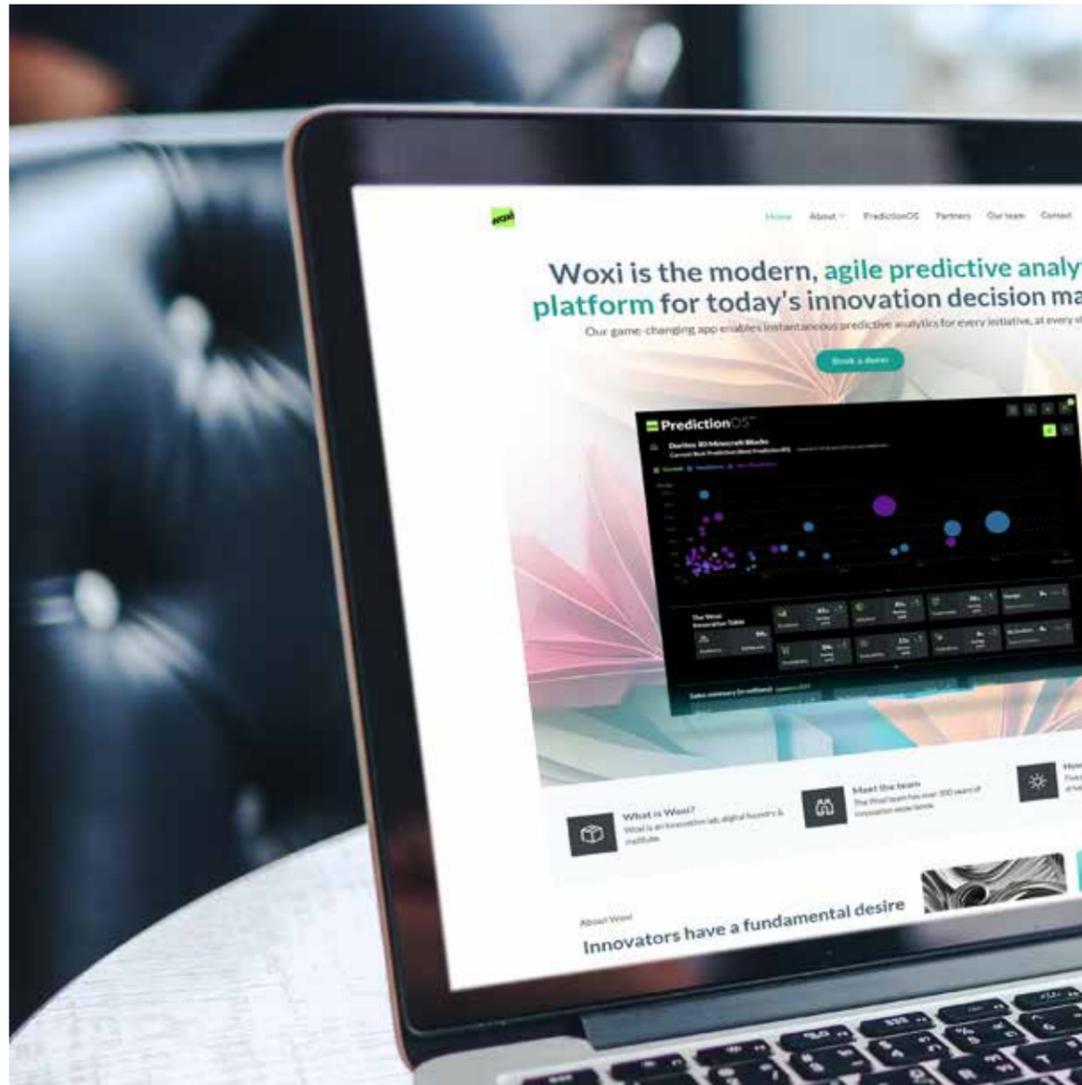
08

Web Layout

Web layout guides online visitors on a captivating journey through the brand's story and offerings. The layout's visual elements, color palette, typography, and overall design reflect the brand's identity and values, imprinting a lasting impression on users. Moreover, an intuitive and user-friendly web layout enhances accessibility, enabling effortless interactions that foster a sense of trust and professionalism.

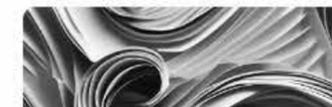
Lasting Impression

In an era where digital interactions often precede physical ones, the web layout becomes an essential touchpoint for brand engagement, conversion, and loyalty, making its meticulous design a pivotal investment in the brand's success.



About Woxi

Innovators have a fundamental desire





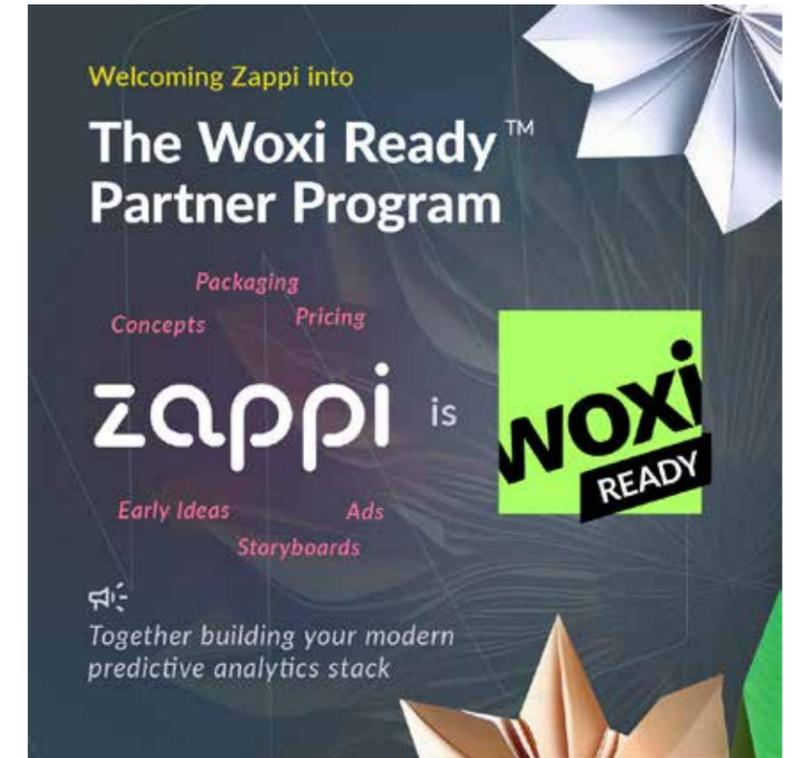
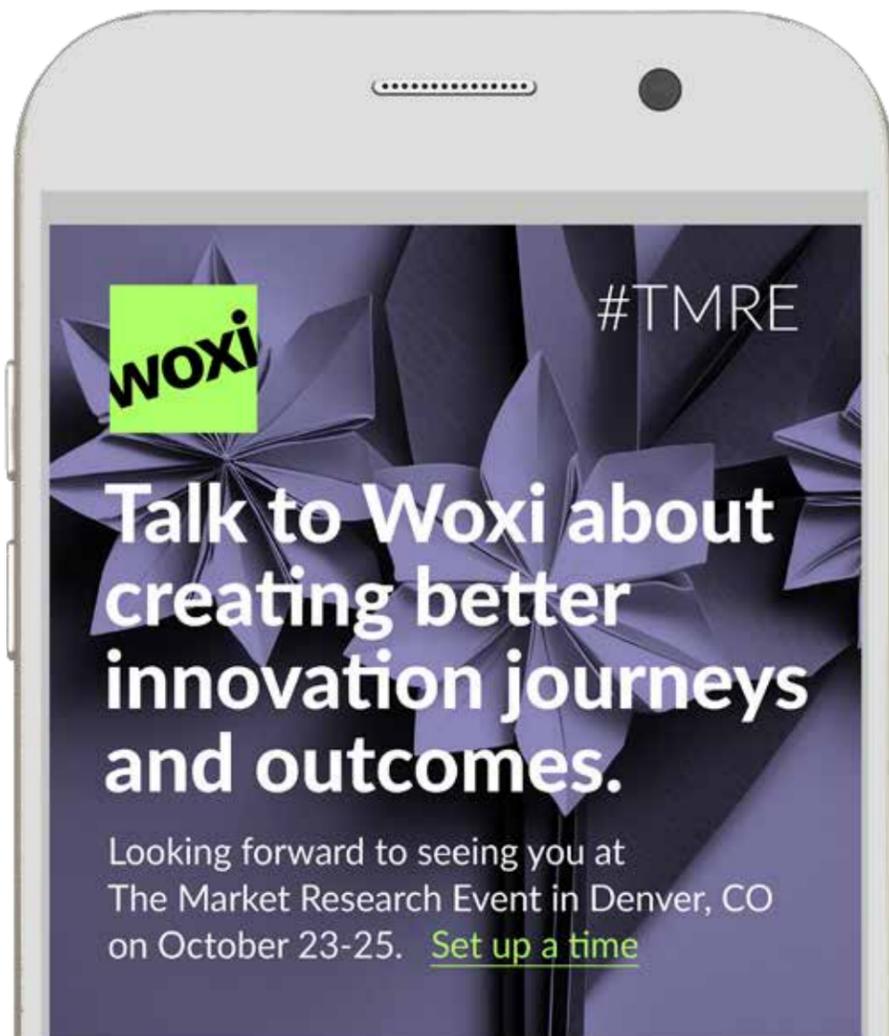
09

Social Media

In today's interconnected world, social media stands as a dynamic and indispensable platform that amplifies a brand's voice, sparks meaningful conversations, and forges authentic connections with a global audience. It serves as a vibrant digital stage where the brand's narrative unfolds, allowing for real-time engagement and interaction with customers, enthusiasts, and even critics.

Share Relatable Stories

Social media provides an avenue for showcasing a brand's personality, values, and offerings through a captivating mix of visuals, videos, and thought-provoking content. By fostering direct and immediate communication, it empowers brands to listen to feedback, address concerns, and adapt in real time, demonstrating responsiveness and a customer-centric approach.



10 Office

Office stationery transcend their utilitarian function to become vibrant ambassadors of a brand's identity and culture. These tangible artifacts not only elevate the workspace aesthetic but also immerse employees, clients, and partners in a tangible representation of the brand's values and ethos.

Tangible Artifacts

Office stationery become tokens of appreciation, cultivating a positive and motivational atmosphere that inspires creativity, collaboration, and a strong sense of team spirit. Moreover, these items extend their reach beyond the workplace, acting as portable brand advocates that enhance visibility during meetings, conferences, and even daily commutes. Cultivates lasting connections and leaves a lasting impression that resonates with stakeholders both within and beyond the corporate walls.





Contact

3740 Montgomery Road - Cincinnati, OH 45212

+1 513 999-WOXI or +44 20 3880 0880

info@woxi.io or <https://woxi.io>