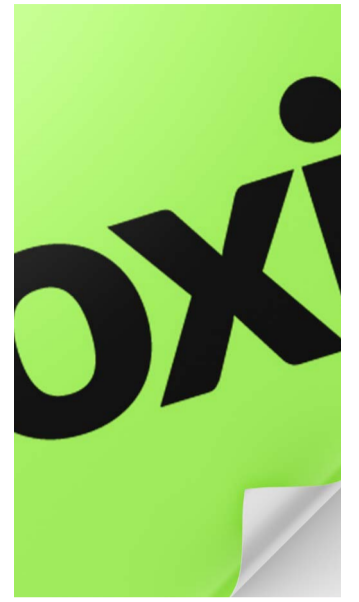# Woxi
Logo branding guidelines
Version 0.1

Why
Our brand guidelines acts as a compass to navigate the dynamic landscape where creativity meets empathy, and groundbreaking ideas converge with genuine human connection.

How
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.

What
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.

● Woxi primary logo

100px
1in

200px
2in

300px
3in

400px
4in

500px
5in

About
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.

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.

● Woxi Ready logo

100px
1in

200px
2in

300px
3in

400px
4in

500px
5in

About
Clients around the world adopt the Woxi platform to connect insights to sales, we are pleased to announce the expansion of the Woxi Ready™ partner program. Woxi Ready research partners have optimized their services to power Woxi's predictive analytics.
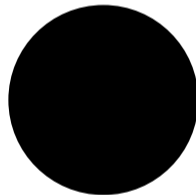
This logo can be used by partners that are in the program on their website, and other marketing matterial.

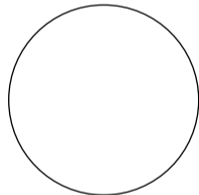## ● Color palette

Woxi
C	45		
M	0		
Y	87	R	173
K	0	G	255
		B	101

HEX# adff65
RGB/HEX# best for online and six (or more) color printing

Black
C	0		
M	0		
Y	0	R	0
K	100	G	0
		B	0

HEX# 000000

White
C	0		
M	0		
Y	0	R	255
K	0	G	255
		B	255

HEX# ffffff

● Padding

Woxi
@ 100px

Padding
40px
.4in

Woxi
@ 300px

Padding
50px
.5in

Padding
80px
.8in

Woxi
@ 500px

● 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

What is Woxi?
Woxi is an innovation lab, digital foundry & institute. Five provocative, human-centric beliefs drive our successes. Woxi believes in innovation; to be the best innovators and advance innovation we value...

Wicked smarts
Innovation thrives on diverse perspectives, deep knowledge, and generous thoughtfulness. Individuals are smart in different ways and across many contexts, which is valuable to innovation. Nothing is off the table when exploring potential solutions; we perturb and seek broad perspectives. We've got this!

People-first orientation
We believe all problems are human problems, requiring deep listening and an open mind. Everything we do is centered on people - problems, solutions, and how we innovate. Empathy and curiosity about diverse people; development personas reflect diverse users.

Democratizing innovation
Humans want to innovate, so we share our expertise to improve the innovation journey for everyone. Humans naturally want to innovate, but innovation is a set of skills that must be learned. Expand the reach of innovation expertise, traditionally a very exclusive space. You've got this!

Relentless progress
We value progress, not process; iterating and always moving forward. Humans also need to make progress, which can get bogged down in the innovation process. Ensure that progress is inclusive and shared; bias for action is not an excuse for exclusion. Work agilely to bring products forward for continual discovery and iteration.

Experiences that delight
We do not stop until we have not only solved a problem, but delighted users in unexpected ways that deliver real value. Our ultimate outcome is technology based solutions that hook users in a fundamental way. Staying several steps ahead means anticipating broad user bases and opportunities for expansion.