Brand Guidelines

CINNOX

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01

INTRODUCTION

A MESSAGE FROM US

Hello, we are

CInnoX

CINNOX is a total experience SaaS platform that elevates customer and staff experiences with innovative omnichannel engagement and analytics solutions. It helps businesses to CONNECT, ORCHESTRATE, and EVALUATE all of their customers' conversational interactions to deliver seamless humanized customer engagement that delights and exceeds expectations.

VISION

"Humanising connections for better business.„

MISSION

'To elevate customer and employee experiences through innovative omnichannel engagement and analytics solutions.'

OUR STORY AND VALUES

In the post-pandemic world, CX is the battleground and businesses need a partner not just to help them navigate the new normal, but to lead the way. So we built CINNOX – by putting the "Innovation" in "CX" to help our partners compete and stay on top.

Our mission is to elevate experiences through intuitive omnichannel engagement and analytics. Powered by AI and cloud technology, CINNOX intelligently orchestrates each touchpoint, while securely evaluating user experiences through contextual real-time and historical data, to drive continuous improvement at scale. CINNOX solutions are trusted by over 500 global enterprises including blue-chip and Fortune 500 companies.

Values

Innovation
Analytics
Trust
Security
Humanisation

TONE AND PERSONALITY

Our tone and personality resonates with the functionality of our product and that is simplicity and humanisation.

Simplicity

We turn complexity into simplicity, without the need to compromise on the efficiency of our offering. By unifying both traditional and digital channels, the simplicity of our product functions connect businesses with customers and employees through to deliver seamless experiences.

Humanisation

We connect businesses with customers by intelligently orchestrating each touchpoint, striving for a balance between artificial intelligence and human support.

02

LOGO

PRIMARY LOGO

Our core logo starts from a grid draft which creates logo with simplicity in smooth lines, with "X" highlighting the core brand colours. It should most often be used as a part of the standard branding of CINNOX.
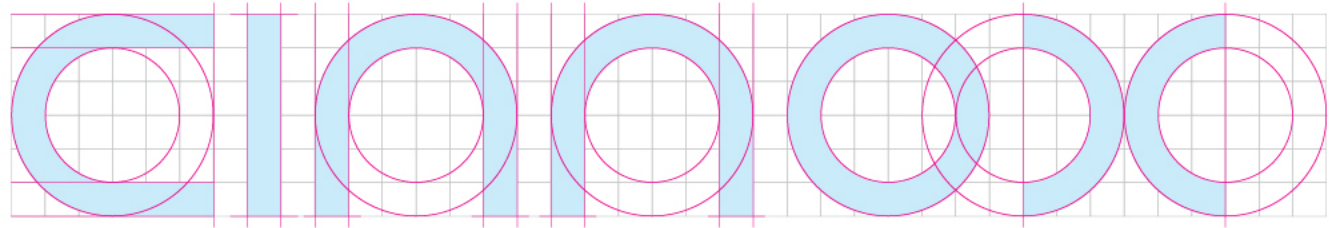
MINIMUM
SIZE

Logo should not be reduced beyond the stated respective minimum size for printing and digital use.

MINIMUM SIZE
FOR PRINT

15mm

MINIMUM SIZE
FOR DIGITAL

40px

SAFE
ZONE

The recommended safezone, or clear space around the logo is the size of two "O"s ratio 1:1 from our logotype.

Graphic elements (i.e. typography) that is part of the logo should remain clear of the safezone.

Please remember to always provide the recommended amount of safezone around the logo. This is to provide room for the logo to gain prominence across different applications without being obscured by the neighbouring elements or typography. The logo configurations provided in this guidelines will ensure consistency across all CINNOX communication. No other logo configurations should be used.
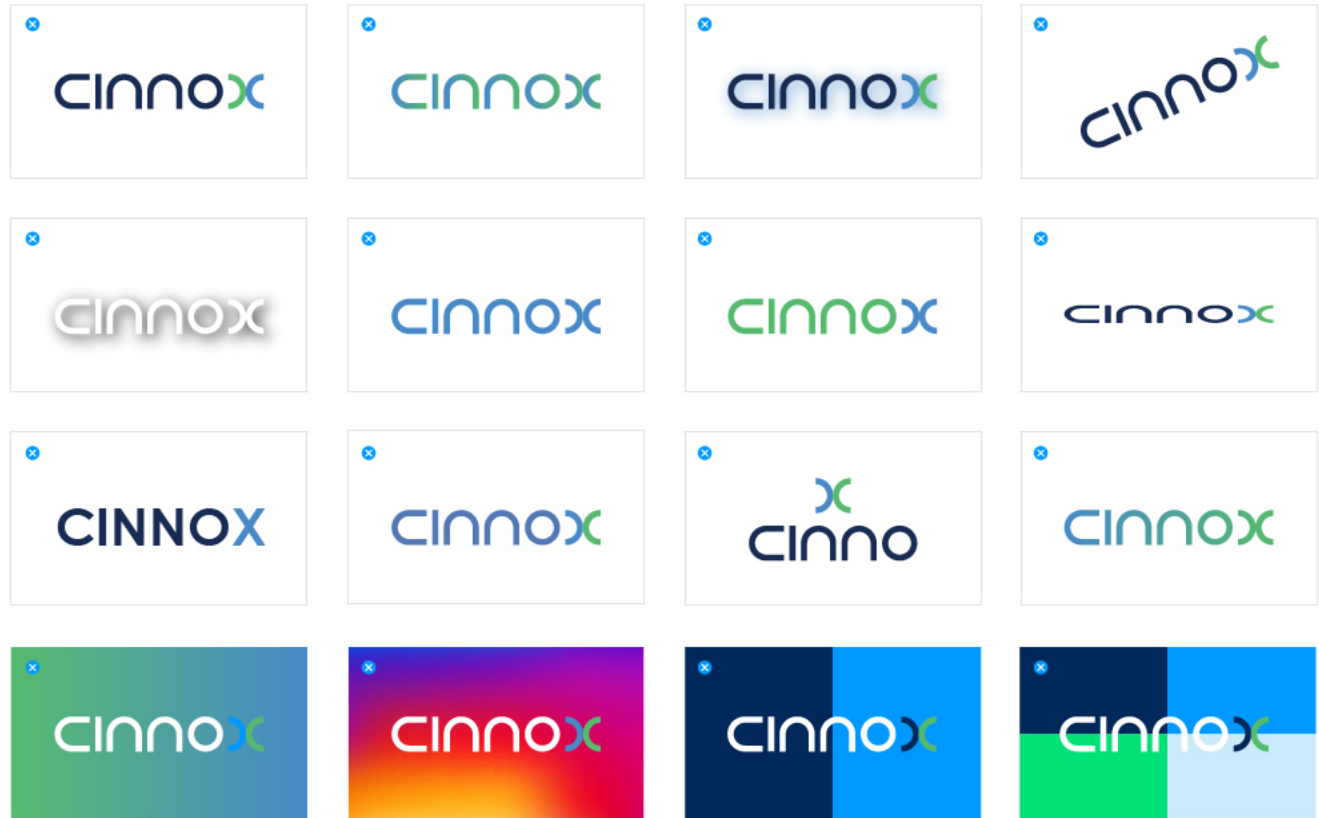
COLOUR USAGE

There are three logo colour variations that adapt to the choice of colour background. The backgrounds are mainly presented in white, Navy blue and Vivid blue. Specific colour logos should be applied as the following examples to ensure the visibility of the logo.

IMPROPER USAGE

Please treat our logo right by avoiding these improper usages.

03

REPRODUCTION

COLOUR PALETTE

#00285A

R 0 / G 40 / B 90

C 100 / M 89 / Y 35 / K 32

PANTONE 294 C

#0099FF

R 0 / G 153 / B 255

C 70 / M 34 / Y 0 / K 0

PANTONE 279 C

#00E178

R 0 / G 225 / B 120

C 66 / M 0 / Y 76 / K 0

PANTONE 2268 C

#FFFFFF

R 255 / G 255 / B 255

C 0 / M 0 / Y 0 / K 0

PURE WHITE

#D7F5FF

R 212 / G 239 / B 252

C 15 / M 0 / Y 0 / K 0

PANTONE 642 C

#000000

R 0 / G 0 / B 0

C 100 / M 100 / Y 100 / K 100

PURE BLACK

#FCEE21	#f7941d	#f15a29	#ef4136	#d7df23	#8dc63f	#39b54a	#009444	#cb4cfb	#8b1ffa	#5c00fa	#4014b7
R252/G238/B33	R247/G148/B29	R241/G90/B41	R239/G65/B54	R215/G223/B35	R141/G198/B63	R57/G181/B74	R0/G148/B68	R203/G76/B251	R139/G31/B250	R92/G0/B250	R64/G20/B183
C5/M0/Y93/K0	C0/M49/Y99/K0	C0/M80/Y94/K0	C0/M90/Y85/K0	C20/M0/Y98/K0	C50/M0/Y99/K0	C75/M0/Y100/K0	C86/M17/Y100/K3	C43/M74/Y0/K0	C65/M79/Y0/K0	C77/M79/Y0/K0	C87/M91/Y0/K0

COLOUR USAGE

Brand colours are key components of a brand's identity. Navy blue is our primary colour and should be most commonly used. Vivid blue or green as a common canvas which allows the navy blue to stand out are also important colours for our brand.

We also have a set of dynamic colours that can be used on different departments. These dynamic range of colours are lively which helps turn up our tone and personality of CINNOX.

Core Usage

This set of colours applies to all standard communication usages. Typography must remain in black or white based on background colour.

Examples Include

Brand collaterals
Campaign materials
PowerPoint presentations
EDMs
Marketing collaterals
Advertising
Social media posts
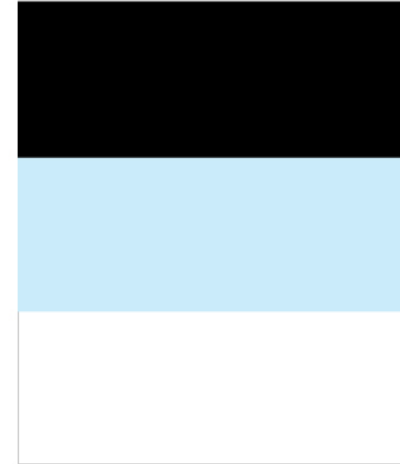
Core Usage

This set of colours applies to internal communication usages. Typography must remain white based on dark background colour.

Examples Include

EDMs
Presentation covers/section dividers
Marketing collaterals
Advertising
Social media posts

Core Usage

This set of colours applies to dynamic and secondary communication usages. Typography must remain either white or black based on background colour.

Examples Include

Marketing collaterals
Internal promotions
Advertising
Social media posts

ELECTRONS BREAKDOWN

The Electrons can be deconstructed into different geometrical components, functioning as graphic elements to be applied onto our communication collateral. Proper usage examples can be seen on the following page.
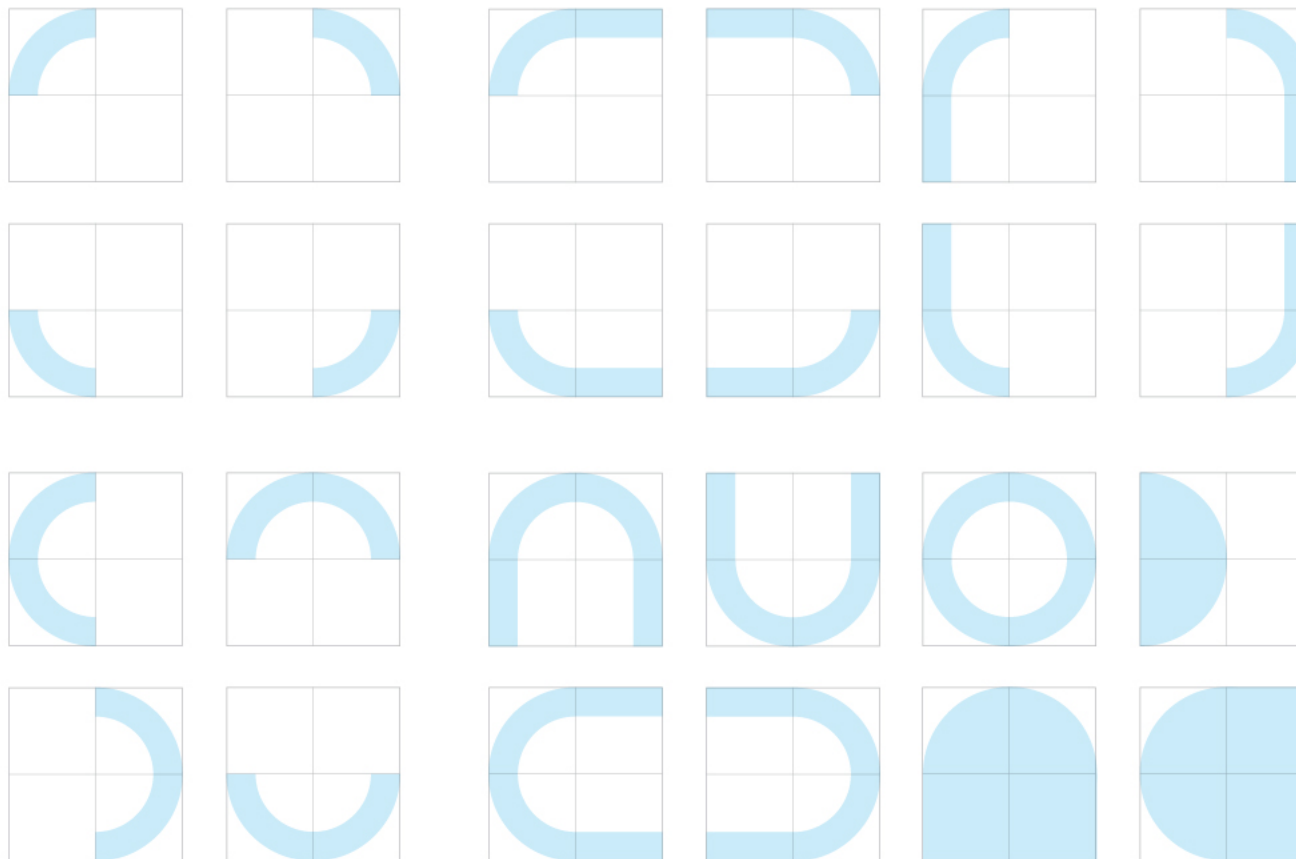
ELECTRONS USAGE

The placement and usage of the Electrons components should be used as an accent to emphasise on the focal information or imagery. It creates balance for other elements within a design and can randomly used as a visual ornament or pattern.

Colours

The Electrons can be used in standard brand colours which is Vivid blue and green. Or they can be used as supergraphic electrons in standard brand colours and white colour.

When use with photography, the image used should be placed inside the electrons or as center image on top of the Electrons background.

BRAND BACKGROUND COLOUR

BRAND COLOUR SUPERGRAPHIC ELECTRON

ELECTRONS USAGE

**DYNAMIC
COLOUR
SUPERGRAPHIC
ELECTRON**

04

TYPOGRAPHY

PRIMARY TYPOGRAPHY

The Poppins type family is our primary typeface. It is a fundamental part of our brand identity and should be used at all times when possible.

There are several weights with matching italics from the type family to provide flexibility for creating hierarchy in our messages and communications.

Aa!

Poppins Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins ExtraBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY TYPOGRAPHY

The Arial type family is our secondary typeface. It is a fundamental part of our brand identity and should be used at all times when possible.

There are several weights with matching italics from the type family to provide flexibility for creating hierarchy in our messages and communications.

Aa!

Arial Ragular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

SIZE AND STYLE

Use this guide to assure consistency when working with the typography as it helps with hierarchy and treatment within design layouts.

HEADLINES

This is a headline style.

POPPINS **SEMIBOLD** OR **BOLD**

SIZE

24pt and higher

COLOUR

SUBHEADS

This is a subheads style.

POPPINS **MEDIUM**

SIZE

14pt and higher

COLOUR

BODY COPY

This is body copy style. This is body copy style. This is body copy style. This is body copy style.

POPPINS **REQULAR**

SIZE

10pt and higher

COLOUR

CAPTIONS

This is caption style. This is caption style. This is caption style. This is caption style.

POPPINS **LIGHT**

SIZE

8pt and higher

COLOUR

LEADING AND TRACKING

Our typography also has their own safezones in order to improve legibility.

Use this recommended leading and tracking guide for typography styling at several point sizes.

Please be reminded that this guide may be adjusted depending on the space and background colour of the canvas.

EXAMPLE FOR A4

Heading

Size 30pt

Leading 36pt

Tracking 10pt

Subheading

Size 14pt

Leading 16pt

Tracking 10pt

Body Copy

Size 10pt

Leading 12pt

Tracking 10pt

CINNOX

LOREM IPSUM DOLOR SIT AMETE CONSECTETUER

Lorem ipsum dolor sit amet consectetuer adipiscing elit sed diam nonummy nibh.

Lorem ipsum dolor sit amet consectetuer adipiscing elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

CINNOX.COM

05

APPLICATION

NAMECARD

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Global Strategy

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▢ +852 9000 0000
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Kowloon Bay, Hong Kong

CINNOX.COM

**HUMANISING
CONNECTIONS FOR
BETTER BUSINESS**

LETTERHEAD

cinnox

To
Mr. Name of Person
Title of the Person
Address of the Company

Dear Mr./Ms. Lorem,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diammy nibh euismod tincid laoreet dola aliquam erat volutpat. Uminim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo conquat. Duis autem vel eumiriure dolor molestie csequat, vel illum dolore eu feugiat nullafacilisis at vero eros et acmsan etstodio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

Nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitamest usus legentis in iis qui facit eorum claritatem. Investigationes onstraverunt lectores legere me liusquoii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuedium lectorum.

Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem moui nunc nobis videntur parum clari, sollemnes in futurum.

Ut wisi enim ad minim veniam, vel illum dolore eu feugiat nullailisis at vero eros et accumsan et iusto odio diissimqui blamzzril delenit augue duis dolore te feugait nulla facilisiyhf.

Best regards,

Name of the Person
Title of the Person

800 852 655   enquiry@cinnox.com   www.cinnox.com
19/F, 20/F...21/F, Tower 1, Phase 1, Enterprise Square, 9 Shoung Yuet Road, Kowloon Bay, Hong Kong

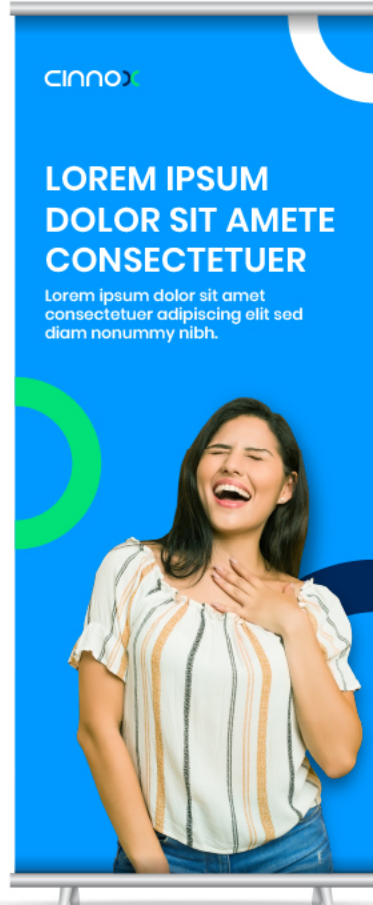## HUMANISING CONNECTIONS FOR BETTER BUSINESS

POWERPOINT

This is a sample of our core slide deck with the applied branding assets.

CORE ASSET SAMPLES

Here are some samples of our core branding assets tailored for our mass audiences.

BRAND IMAGERY

The use of portraits can reflect the professional image of the brand. The use of human brand imagery can reflect the tone and personality of collaboration for the brand.

This context can be portrayed with positive human interactions with each other or with a technology gadget such as smartphones.

Please take note that photos are for reference purposes only.

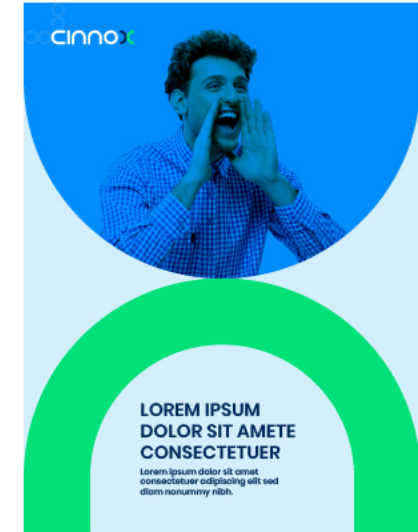# PUBLISHING TEMPLATE

Here are some demonstrations of our core advertising materials that are ready for publishing.

A1, A2, A3, A4 Poster

Brucher

Flyer

Billboard

Camapign

THANK YOU!

📞 800 852 655

✉ enquiry@cinnox.com

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