

BRAND BOOK

The making of Exaflair



Name

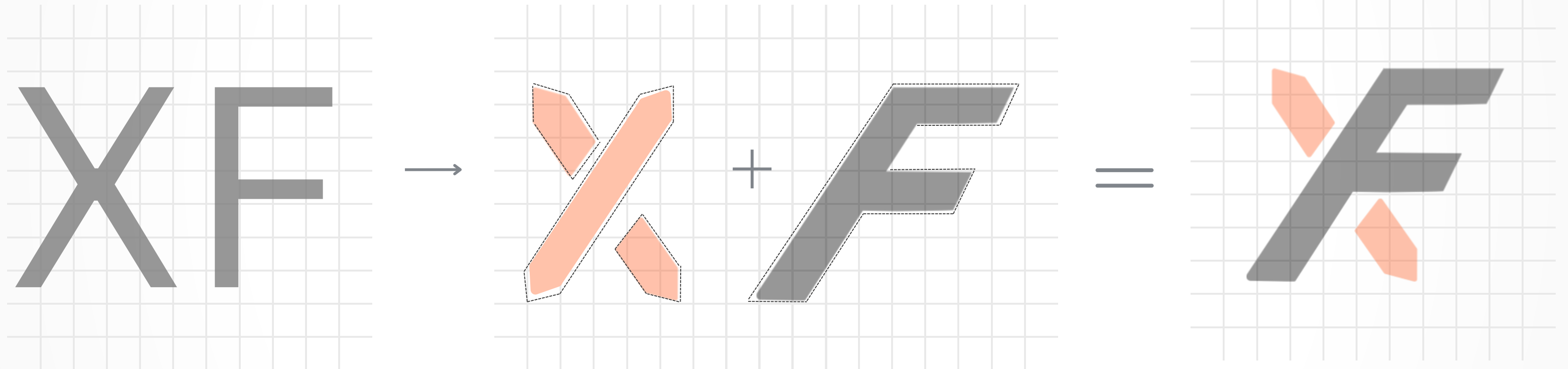
Where scale meets talent.

Exa brings the scale of a Quintilian

Flair adds the finesse with Intelligence built-in

EXAFLAIR

Logo construction



Elements taken from eXaFlair

Colour

#FF8F39



0% Black



11% Black



22% Black



33% Black



44% Black



100% Black



88% Black



77% Black



66% Black



55% Black

Built to stand out, everywhere.

Font

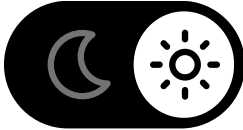
We speak in Open Sans. Clear. Open. Visible.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*()

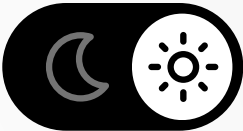
Vertical Logo



Vertical Logo



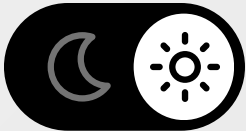
Horizontal Logo



Horizontal Logo



“Powered by” asset



“Powered by” asset





Powered by Intelligence, Driven by Flair.