



# Brand Guide

1

# Logo and Color





Print

Smallest Size  
2.5 in. width

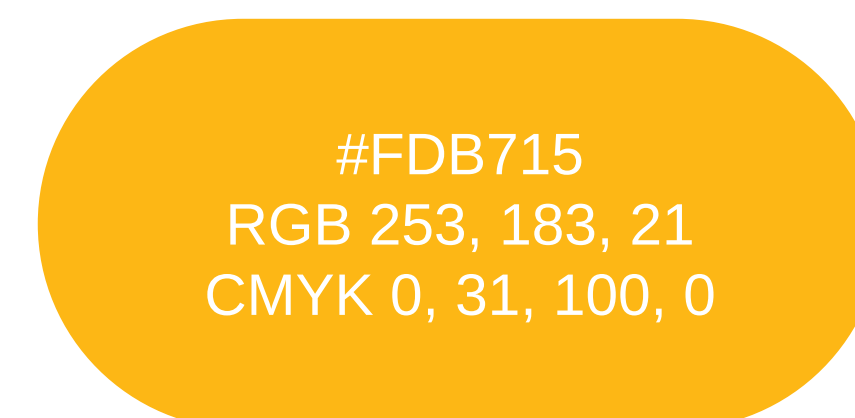
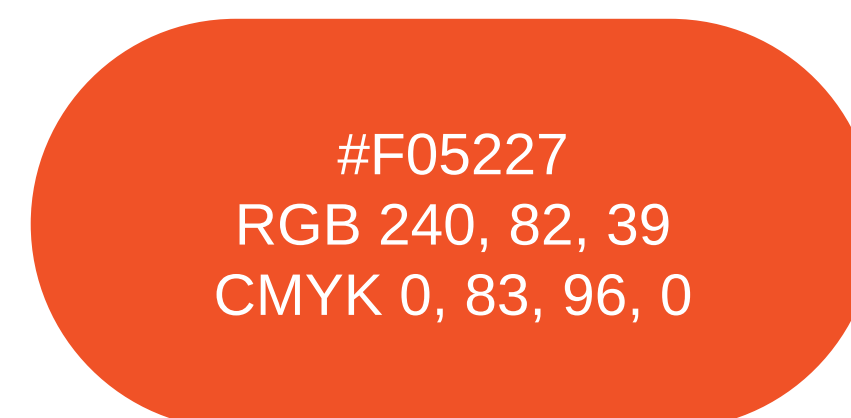
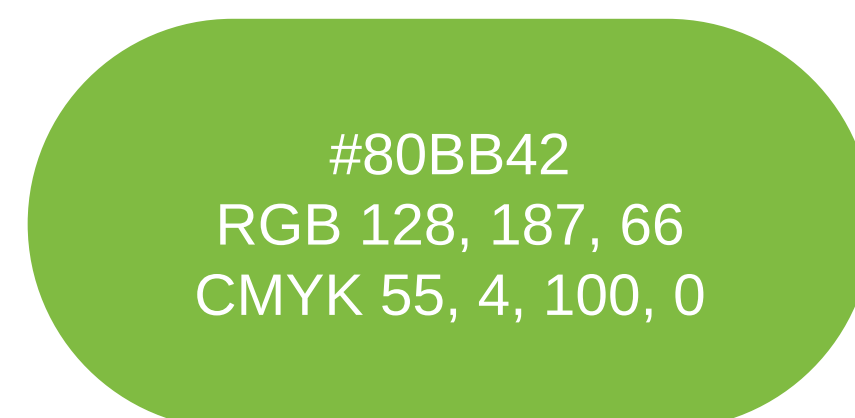
Digital

Smallest Size  
180 px. width

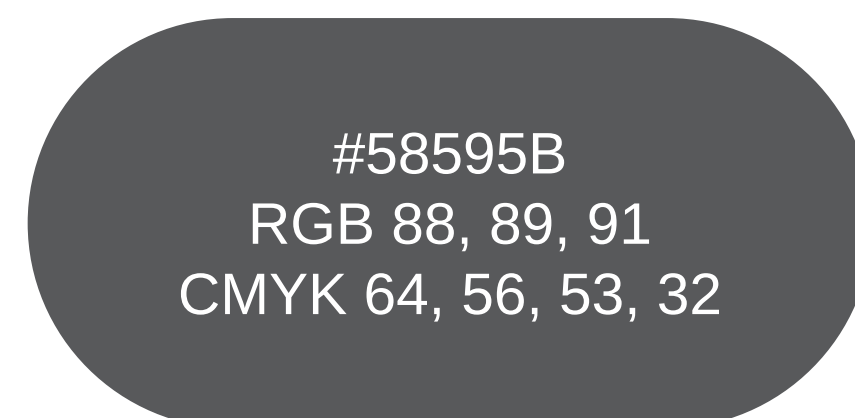
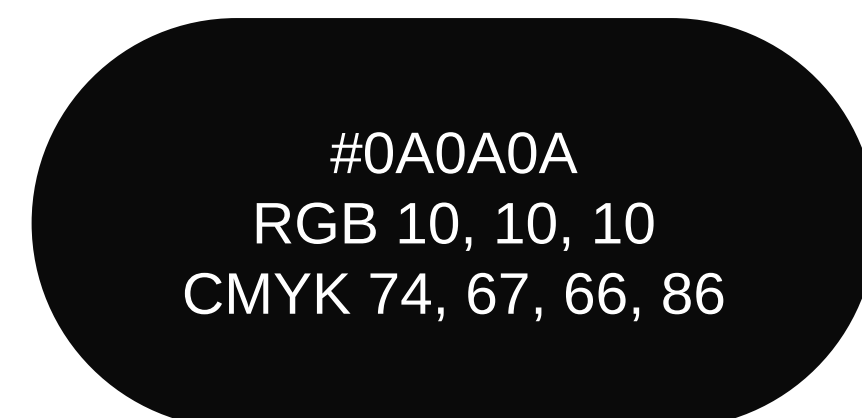


Roughly maintain a circle height amount of space around the logo. Use this standard for all variations of the Oxlo logo.

## Primary



## Secondary



2

# Type and Icons

H1

Arimo Bold

**Ensure Confidence In Your Data**

H2

Arimo SemiBold

**Deliver a Great Automotive Retail Experience**

H3

Arimo Medium

Boost your dealership efficiency by leveraging crucial CSI values

Body

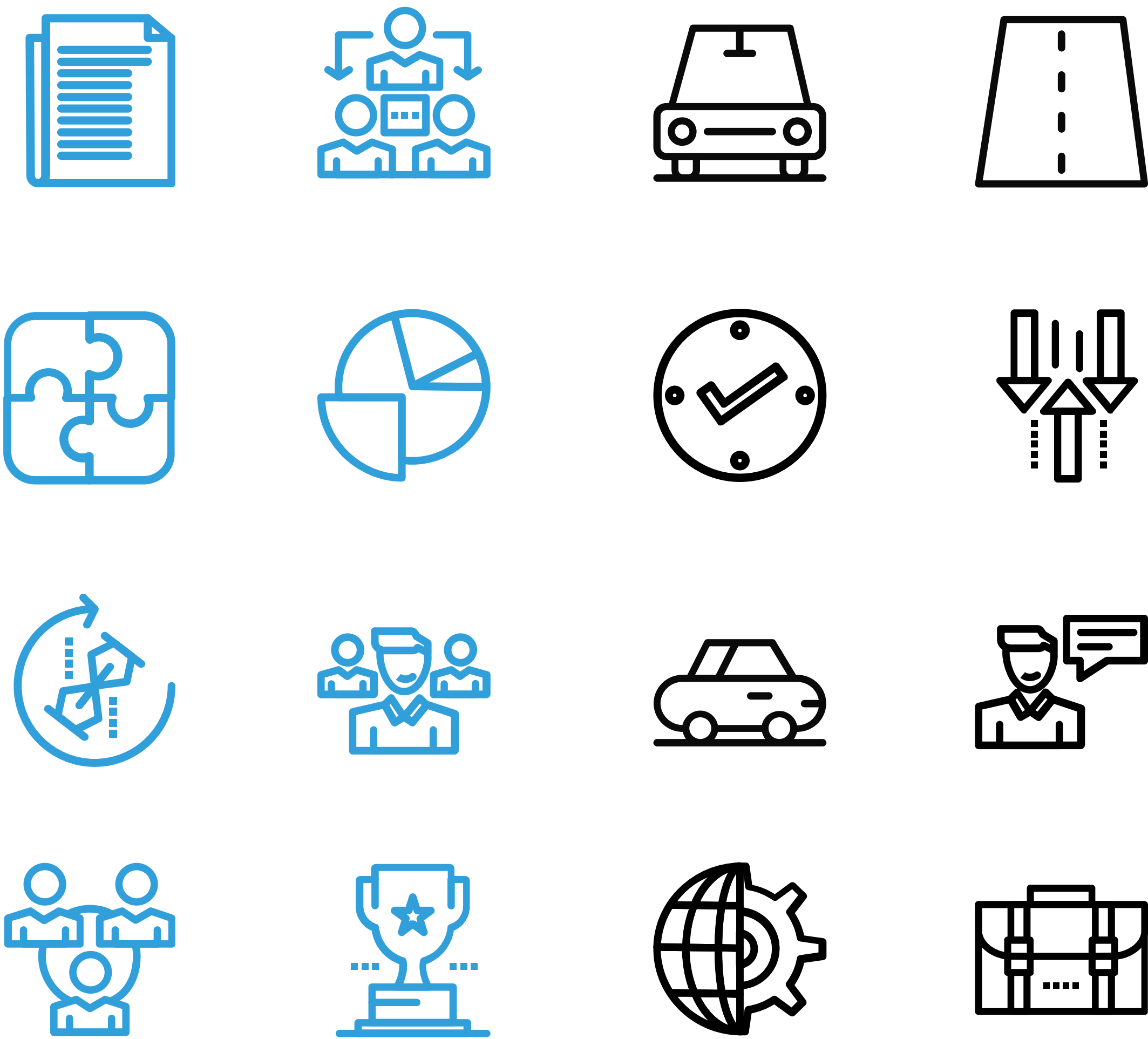
Arimo Regular

With Oxlo DataXtractor™ your Customer Satisfaction Index (CSI) and Net Promoter Score (NPS) data is collected monthly & weekly, across all your brands and dealers, delivered to you in one place – ready for you to review and help you make data-driven decisions.



Use Icons for short punchy bits of information. Icons should assist the message but not overpower or complicate the meaning.

Ensure new icons use the same line width and complement the existing icons.





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# Graphic Elements

## Graphic Elements

Graphic elements are used to add texture and depth to the brand design.

These examples show elements that may be used in design for print and digital collateral.

Other Elements



Photo Treatment



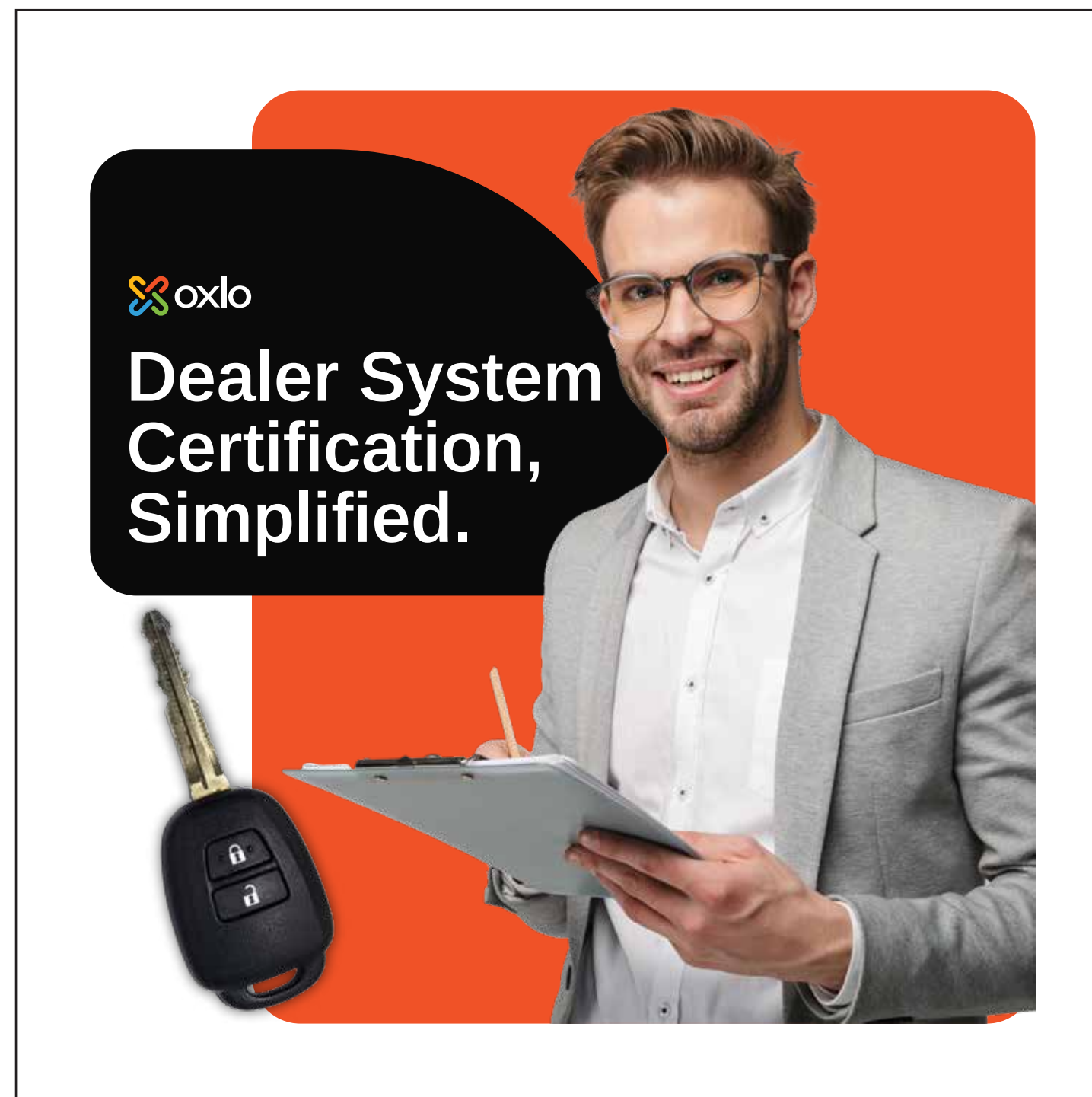
Background Option





## Social Media Mockups

The visual tone balances simplicity and trustworthiness, while the colorful accents add energy and action. The abstract shapes draw focus to the main points and imagery, with neutral backgrounds elevating the colorful photos and designs. Clean typography and colorful gradients enhance clarity and professionalism. These elements should guide social content, calls to action, paid ads, collateral, web design, and more.





Thank You