

The logo consists of the letters 'EXL' in a bold, white, sans-serif font, positioned inside a large orange triangle that points to the right. The background of the entire slide is a blurred photograph of a modern office hallway with people walking, overlaid with a light blue gradient.

EXL

# Brand guidelines

September 2023 v.01

# Our EXL guidelines

Our guidelines are a reflection of our brand strategy coming to life through our visual language and brand voice, established to create a consistent look and feel across all of our touch points. It's meant to inspire those developing on-brand communications to establish a distinctive identity over time.

We've created an easy-to-navigate document that enables you to view different sections in the left bar to dive deeper between the main menu and sub-menus.

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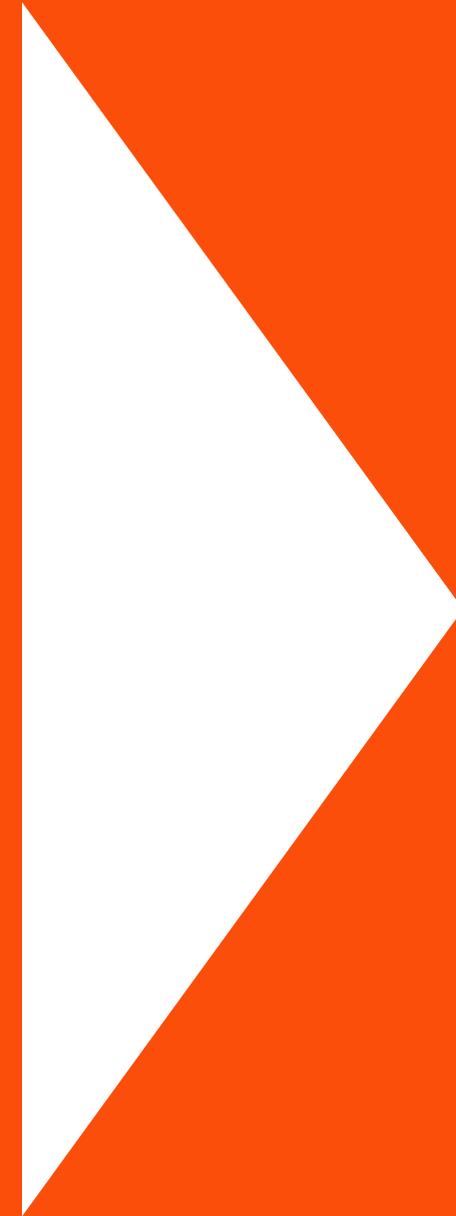
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# Brand strategy



## Brand platform

Brand strategy helps express our value to stakeholders. It is informed by our business strategy and should guide everything we say and do.

Our brand platform encapsulates the seven core elements of our brand strategy and is led by our value proposition - our core differentiating customer offerings - as well as our trajectory, which we pursue every day in order to fulfill our purpose.

Our platform is brought to life by our values, personality and behaviors. On the following pages, our verbal and visual identity show how these elements manifest in the way we portray ourselves and communicate with our audiences.

### Value proposition

# We make sense of data to drive your business forward.

### Purpose

We believe there is always a better way. We look deeper, we find it, we make it happen.

### Values

Collaboration  
Innovation  
Excellence  
Integrity  
Respect

### Trajectory

Brave moves to create meaningful value.

### Personality

Bold  
Intuitive  
Inspiring  
Progressive

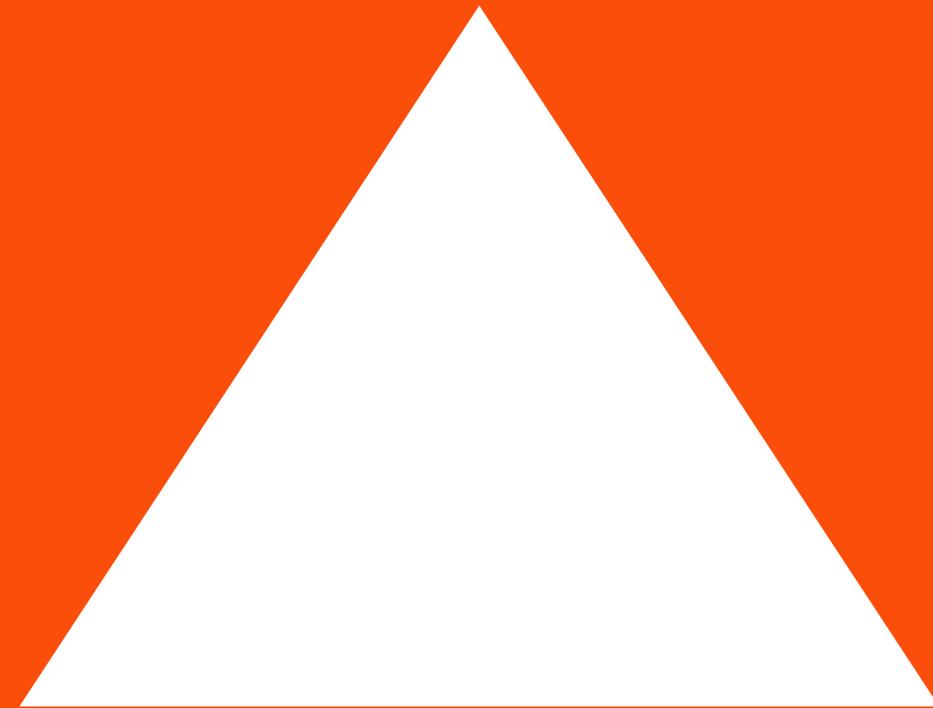
### People and insight

For people who seek to connect, build and co-create to control their destinies and achieve new growth for their businesses.

### Behaviors

Look for opportunities  
Raise altitude and think bigger  
Be agile and fast  
Make it real

# Verbal identity



# Brand voice

## Overview

# What is brand voice?

Brand voice is a verbal strategy tool that dictates the character and style of our writing.

It enables us to communicate in a unique and compelling way across all written and spoken communications.

It brings our brand's personality traits to life through word choice, tone and cadence.

It creates relationship and connection with our audiences by making our brand more human and approachable.

# The elements of our voice

Our brand voice has three components...

### **Our brand voice, North Star**

A phrase or title that describes the outcome or character of our voice

### **Our brand voice principles**

A set of three standards that bring our brand's personality to life and give our voice dimension

### **Our brand voice tactics**

A set of specific writing instructions that guides writers and enables them to effectively replicate our brand voice

# Our brand voice, North Star

Because we are an enthusiastic partner that is bold, intuitive, inspiring and progressive...

### **And we**

- Look for opportunities
- Raise altitude and think bigger
- Are agile and fast
- Make it real

### **When we speak**

We make sense of data to drive your business forward.

# Why this fits with who we are

Our customers seek a partner who...

- Clarifies technology and connects it to concrete, easy wins
- Listens well and promotes a collaborative, incremental approach
- Broadcasts flexibility and strategic thinking across the entire team
- Displays a culture of engagement, enthusiasm and teamwork

## Voice principles and tactics

These principles and tactics are for reference only and should be used to inspire communications that are tonally on brand.

### Voice principle 01

## Partner for success

We inspire trust by showing we get it and can do it collaboratively.

#### Tactic 1

Immediately establish that we get it and can help, leading with strategic solutions, sharing progressive ideas, or asking provocative questions to clarify client challenges.

#### Tactic 2

Don't bury the lead. Inspire leadership and build credibility by showcasing our expertise in AI, cloud and technology—and the outcomes we can deliver.

#### Tactic 3

Emphasize our enthusiasm and drive, striking a positive tone with an active voice and bold, vibrant word choice to inspire the excitement our partnership promises.

### Voice principle 02

## Show the way

We make sense of the complexities of technology by keeping it simple, clear and concise.

#### Tactic 1

Make sense of the data by explaining EXL solutions in simple, intuitive language that a non-technical person could understand.

#### Tactic 2

Highlight our flexibility and partnership, using the language of collaboration (i.e., let's, we, together) to emphasize that we'll work in the way that works for them.

#### Tactic 3

Speed the way forward with agility, using short, punchy sentences to communicate concepts clearly and concisely.

### Voice principle 03

## Make it real

We illustrate outcomes, big and small, and support them with facts.

#### Tactic 1

Clarify the benefit by describing how the business outcomes of implementation will positively impact the client in practical, tangible ways.

#### Tactic 2

Solidify the promise of success using proof points, case studies and examples to demonstrate the benefits of our methodologies and solutions.

#### Tactic 3

Celebrate small wins by highlighting the value of incremental successes to balance the big picture outlook with day-to-day progress and achievements.

## Voice principle 01

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### Tactic 3

Emphasize our enthusiasm and drive, striking a positive tone with an active voice and bold, vibrant word choice to inspire the excitement our partnership promises.

#### Do

- Use provocative headlines or questions to show we understand the challenge
- Keep copy active and optimistic to display enthusiasm and engagement

#### Don't

- Come across as overly confident or arrogant –we know tech, but we're flexible listeners
- Make light of client challenges or characterize the work we do as "easy"
- Write overly informal copy that compromises perception of EXL as a credible professional services organization

## Voice principle 02

# Show the way

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### Tactic 2

Highlight our flexibility and partnership, using the language of collaboration (i.e., let's, we, together) to emphasize that we'll work in the way that works for them.

### Tactic 3

Speed the way forward with agility, using short, punchy sentences to communicate concepts clearly and concisely.

#### Do

- Simply and clearly articulate necessary information about EXL's solutions
- Keep the conversation moving forward with punchy phrases for cadence

#### Don't

- Oversimplify or fail to associate relevant technologies with the outcomes we promise
- Craft frenetic, racy copy that undermines the sense and comfort we bring to transformation
- Use jargon, acronyms or overly technical language when it isn't necessary to communicate the core idea

## Voice principle 03

# Make it real

We illustrate outcomes, big and small, and support them with facts.

### Tactic 1

Clarify the benefit by describing how the business outcomes of implementation will positively impact the client in practical, tangible ways.

### Tactic 2

Solidify the promise of success using proof points, case studies and examples to demonstrate the benefits of our methodologies and solutions.

### Tactic 3

Celebrate small wins by highlighting the value of incremental successes to balance the big picture outlook with day-to-day progress and achievements.

#### Do

- Support the big benefits of our partnership with proof while pointing out small wins
- Use proof points and examples to demonstrate the benefits that the client benefits that the client and EXL can achieve together

#### Don't

- Exaggerate or make transformation sound like a cure-all - we make sense, we don't exaggerate
- Fail to draw a connection between a specific client outcome and the general benefits we can deliver for others
- Make achieving key business outcomes feel overwhelming or unreachable

## Brand voice checklist

Use this easy checklist to make sure your work is on-voice. Ask yourself the questions below.

Will the audience feel inspired and confident?

Do we come off as a flexible, collaborative partner?

Would a non-technical person understand?

Did we clarify or illustrate the end benefit?

## Five additional best practices to keep in mind

### 1 Stick to the first and second person.

EXL sounds less human when EXL talks about itself in the third person. For instance, instead of saying 'EXL believes in innovation,' it sounds more human and engaging to say 'We believe in innovation.'

### 2 Use an active voice.

In passive voice, the thing being acted upon comes first, such as, "The data was accessed by EXL's team." Active voice emphasizes who or what is doing the acting by putting it first, such as, "EXL's team accessed the data."

### 3 Be clear.

Use language your neighbor would understand. Avoid extreme slang and any language that might be fleeting or hard for non-native speakers to understand.

### 4 Be concise.

We're conversational, not verbose. The more points we put on a page, the less each one stands out.

### 5 When appropriate, be specific.

People understand "streamlined digital workflows" more clearly than "optimization."

# Messaging

## Messaging at a glance

### What is messaging?

Messages are the concepts behind the copy in communications; the ideas that color the content we write and say.

### What role does it play?

Messaging enables us to communicate to audiences in a consistent, relevant, differentiating and authentic manner. By repeatedly emphasizing the same messages but with fresh, varied expressions, our audiences come to understand what our brand stands for.

### How do we use it?

We use messages to guide creative expression at every touch point (but we don't have to use all three in each one). Since they are designed to flex based on audience and context, they're used to guide and inspire rather than regulate.

## What messaging is and isn't

Messaging **is** the translation of our strategy into a few core ideas that frame our storytelling.

- It's prioritized, high-level brand messages
- It's a framework that can be applied to any communications objective
- It's a guide to ensure consistent storytelling and brand building across communications

Messaging **is not** precise copy repeated across all communications, but larger ideas that influence our copywriting.

- It's not granular, program-specific copy
- It's not a document designed to dictate uniform communications
- It's not prescriptive rules designed to override marketing initiatives

## Overarching message

Overarching brand-level message

# We make sense of data to drive your business forward

**Choosing a digital partner is about more than capabilities. It's about collaboration and character.** Unrealistic overhauls and off-the-shelf products ignore what matters most: your unique needs, culture, goals, and your legacy data and technology environments. At EXL, our collaboration is built on ongoing listening and learning to adapt our methodologies. We're your business evolution partner, tailoring solutions that make the most of data to make better business decisions and drive more intelligence into your increasingly digital operations.

Whether your goals are scaling the use of AI and digital, redesigning operating models, or driving better and faster decisions, we're here to partner with you to help you gain and maintain competitive advantage with efficient, sustainable models at scale.

Our expertise in transformation, data science, and change management helps make your business more efficient and effective, improve customer relationships, and enhance revenue growth. Instead of focusing on multi-year, resource and time-intensive platform designs or migrations, we look deeper at your entire value chain to integrate strategies with impact. We use our specialization in analytics, digital interventions, and operations management, alongside deep industry expertise, to deliver solutions that help you outperform the competition.

**At EXL, it's all about outcomes - your outcomes - and delivering success on your terms. Share your goals with us and together, we'll optimize how you leverage data to drive your business forward.**

Supporting brand-level messages

**Let's make sense of the data**

**Let's partner your way**

**Let's drive your business forward**

## Supporting message 01

Overarching brand-level message

# We make sense of data to drive your business forward

Supporting brand-level messages

## Let's make sense of the data

Whether your organization needs to accelerate information exchange, personalize customer experience, or speed the launch of new offerings, EXL uses human ingenuity and advanced analytics to unlock opportunities and implement solutions that give you a competitive edge. We partner with you to identify and leverage the right information necessary to make more informed decisions and use analytics to develop smarter, more predictive operations. Our deep

expertise in insurance, healthcare, banking and capital markets, and retail allows us to serve up industry-specific strategies and put data, analytics and AI to work at scale across your organization. **Partner with EXL and discover how our domain expertise, digital dexterity and robust capabilities in AI, analytics and cloud can transform your data into insights, insights into actions, and actions into outcomes that can improve everything.**

## Supporting message 02

Overarching brand-level message

# We make sense of data to drive your business forward

Supporting brand-level messages

### Let's partner your way

**As your partner, we seamlessly adapt to your ways of working, ensuring that you are comfortable and confident on the path we forge together.** We listen closely and continuously as we collaborate with you, ensuring we tailor our methodologies at every point to maximize potential as you define it. We're oriented to your ideal outcome, whether that involves making better business decisions,

personalizing consumer options, or driving operational efficiencies. We rally around your objectives as one EXL, bringing together one of the largest, highly skilled teams in advanced analytics, award-winning digital capabilities, and global experience across industries. **It's a winning combination that takes collaboration and partnership to the next level.**

## Supporting message 03

Overarching brand-level message

# We make sense of data to drive your business forward

Supporting brand-level messages

### Let's drive your business forward

**We believe innovation should amplify speed, efficiency, productivity, and growth especially.** That's why everything we do is focused on accelerating your ability to grow your business in the direction you want to take it. Whether you seek to use more data in your decision-making or scale AI and digital across your operations, you can rely on our deep understanding of the critical factors and industry regulations of your market. We help minimize risk, boost operational efficiency, create regulatory compliance

frameworks, simplify supply chains, and identify new revenue streams so you can focus on advancing your business goals. By delivering efficient, sustainable models at scale, we speed the way forward with data-led value and tangible, incremental advances that drive profits and free up capital to reinvest in your core business. **Let's work together to implement the solutions that will take your business further and faster and position you for your next phase.**

## Messaging matrix adapted for industries

Overarching brand-  
level message

# We make sense of data to drive your business forward

Supporting brand-  
level messages

### Let's make sense of the data

We have the **digital dexterity and expert capabilities in AI, analytics and cloud** to turn your data into insights, insights into actions, and actions into outcomes that can improve everything.

### Let's partner your way

As your partner, we seamlessly adapt to your ways of working, ensuring that you are comfortable and confident on the path we forge together.

### Let's drive your business forward

We believe technology should amplify speed, efficiency, productivity, and growth especially.

Health

Applying our expertise in **AI, analytics and cloud**, we make sense of your **health-related data**, enabling you to improve outcomes, optimize revenue, and maximize profitability across the care continuum. Our digital dexterity and human ingenuity are the catalysts to solve complex healthcare problems.

We believe in the power of human ingenuity, our innate ability to work together with our clients to improve outcomes, optimize revenue, and maximize profitability. **By combining our customer-centric approach, our domain expertise, data and analytics, and proprietary technologies, we make healthcare transformation happen.**

We accelerate **your ability to transform how healthcare is delivered, managed and paid**. We amplify how quickly, efficiently and affordably you deliver quality care, enhancing your performance with nimble, scalable solutions.

Insurance

We use data to empower you with real-time insights and seamless, superior customer experiences. **We bring new levels of speed, efficiency and productivity** to the insurance ecosystem with our insurance industry expertise and digital dexterity in AI, machine learning, analytics and cloud.

By collaborating closely to make customer experiences more efficient and personalized, **we utilize a flexible, client-focused approach to deliver end-to-end insurance value chain coverage.**

We help our insurance clients continuously innovate, improve customer experience, and stay ahead of disruption. **Our industry-leading technology platforms and solutions enable you to reinvent business models and accelerate transformation.**

Banking

We accelerate digital adoption to help you stay ahead by bringing **banking industry and technology expertise together to convert data into insights** and create real, measurable value through advanced analytics, AI, cloud, robotics and innovative, domain-specific solutions.

We facilitate **confident, impactful decisions through advanced analytics and AI, collaborating to holistically approach** your challenges and be your strategic partner for using data to improve your people, processes and technology.

We accelerate speed to market so you can reshape customer experience, implement new business models, and bolster compliance in ways that **empower your growth and profitability**. We're committed to amplifying your institution's ability to **stay agile and competitive** by using analytics to accurately measure risk and identify opportunities to grow.

Retail

Our digital dexterity delivers the data-driven insights that inform business decision making, spark innovation, and support superior customer centricity. **Our retail experience and advanced analytical capabilities enable efficiency and profitability** across physical and digital systems, integrating finance and accounting, operations management, analytics and technology.

Our focus, flexibility and expertise in the art and science of intelligent, global operations design **empower our retail clients to quickly adapt and innovate to stay ahead**. We're your **CFO's, CRO's and procurement team's strategic partner**, collaborating to enhance business outcomes.

**Let's amplify your retail organization's efficiency and adaptability** across the entire value chain, improving engagement, streamlining your supply chain, and reducing operating pressures. Together, we can **accelerate your sustainable, long-term growth, increase profitability, and deliver best-in-class, omni-channel customer experiences.**

## Nomenclature

Our brand architecture emphasizes our strong master brand without using sub-brands or endorsements beneath. Our portfolio emphasizes key intersections of sector expertise and service leadership. Our capabilities and solutions bring our expertise and leadership to life.

### Why this works

- Streamlines brand associations up, down, and across all offerings
- Simplifies taxonomy and nomenclature throughout, increasing profile and role of the master brand
- Leaves 'white space' to expand cross-sector solutions and one to many platforms

Sectors	Health	Insurance	Banking	Media	Emerging*
Sub-sectors	Payers Providers PBMs Life Sciences	Life & Annuity Property & Casualty	Retail Banking Capital Markets Wealth Management Mortgage Credit Cards Fintech	[Expansion white space]	Airlines Hospitality Travel Management Trucking Supply Chain & Logistics Utilities
Capabilities	Data   Advanced Analytics   AI   Digital Operations				
Cross-sector solutions	Xtrakto   PayMentor   Exelia   F&A Digital Customer Acquisition   CONNECx				
Single-sector solutions	Workflow Optimizer Care Manager Care Optimizer Quality Manager	Residential Inspector Rapid Inspector Protection Manager Lifecycle Manager	[Expansion white space]	[Expansion white space]	Leakage Corrector Quality Optimizer
Niche solutions	Risk Manager Data Integrator Outcome Performer Decision Enhancer Care Integrator	Opportunity Digitizer Policy Administrator Audit Automator Process Reconciliator Fraud Preventor	[Expansion white space]	[Expansion white space]	[Expansion white space]

\*Final nomenclature is being developed

### Nomenclature

Our nomenclature defines each row of the architecture, to give us a shared vocabulary around what we offer.

Each row of the vertical axis clarifies how the rows interact and where critical focus lies for what our master brand stands for.

Vertical axis underlying structure row definition and related business requirements:

### Definition

### Requirements

**Sectors**

Industry **sectors** where we have a credible and sizable presence; also sets up our horizontal axis.



**Sub-sectors**

**Sector sub-sectors** where we have distinct offerings.

EXL will derive value from this construct **by defining the criteria** as to what qualifies as a bona fide **sector** and **sub-sector**.

**Capabilities**

**Capabilities** are building blocks of our **solutions**. These are used to build out our solutions. They sit across **sectors** and **sub-sectors**.



**Capabilities** are the highest level of the architecture that builds and delivers on our CVP and data-led vision.

**Cross-sector solutions**

**Cross-sector solutions** are combinations of **capabilities** that impact more than one sector area and achieve significant growth areas for our business. Includes heroes and non-heroes.



**Cross-sector solutions** must contain more than one **capability** and must deliver a measurable outcome in any **sector**. To be heroes, they exceed a revenue threshold that will be set by EXL.

**Single-sector solutions**

**Single-sector solutions** are combinations of more than one **capability** that we bring together to deliver an outcome specific to a **sector**; these drive our go-to-market strategy and what we want to be known for. Includes Heroes and Non-heroes.



**Single-sector solutions** must contain more than one **capability** and must deliver a measurable **single-sector** outcome. To be heroes, they exceed a revenue threshold that will be set by EXL.

**Niche solutions**

**Niche solutions** are important combinations of capabilities, but do not exceed our thresholds above for full CVP alignment and impact on our business.



**Niche solutions** must contain more than one **capability**, but do not drive a specific **sector** outcome and do not advance our CVP. They are to be positioned as tools.

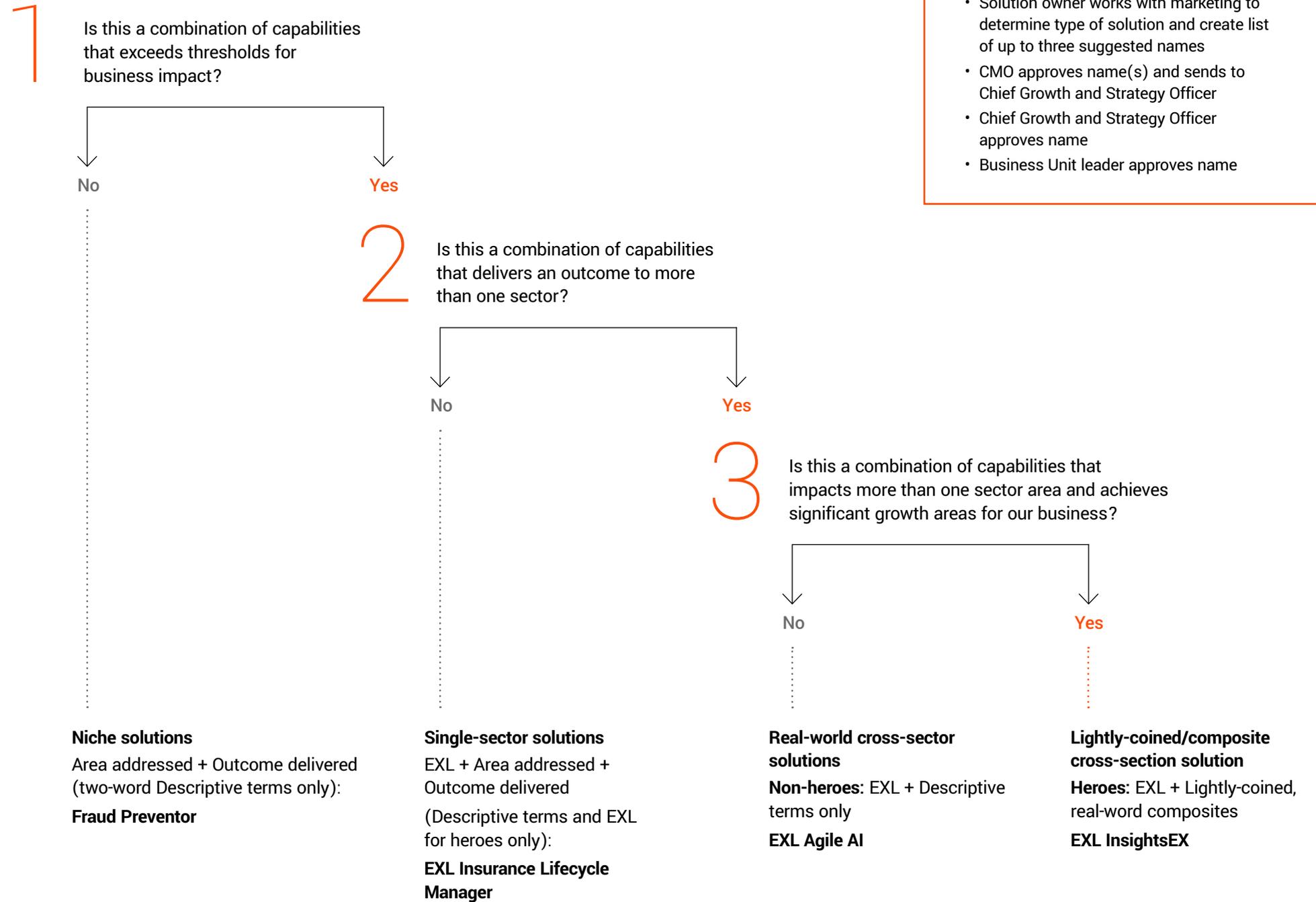
## Naming system

Our naming system determines the naming structure of our solutions. Use this to name any current or new solution or capability. We use descriptive, simple constructs for all names to clarify our portfolio and allow our hero solutions to stand out.

	Definition	Construct	Examples
<b>Capabilities</b>	The building blocks of our <b>solutions</b> ; these are used to build out our solutions. They sit across <b>sectors</b> and <b>sub-sectors</b> .	Real-word, industry-standard capabilities	Data Advanced Analytics AI Cloud Digital Operations
<b>Cross-sector solutions</b>	Combinations of <b>capabilities</b> that impact more than one sector area and achieve significant growth areas for our business. Includes heroes and non-heroes.	<b>Heroes:</b> EXL + Lightly-coined, real-word composites: <b>Non-heroes:</b> EXL + Descriptive terms only	<b>Heroes:</b> EXL PayMentor <b>Non-heroes:</b> EXL Utilization Manager
<b>Single-sector solutions</b>	Combinations of more than one <b>capability</b> that we bring together to deliver an outcome specific to a <b>sector</b> ; these drive our go-to-market strategy and what we want to be known for. Includes heroes and non-heroes.	<b>Heroes:</b> EXL + Sector + Area addressed + Outcome (Descriptive terms only) <b>Non-heroes:</b> No EXL prefix + Sector (Descriptive terms only)	<b>Heroes:</b> EXL Insurance Lifecycle Manager <b>Non-heroes:</b> Insurance Business Processor
<b>Niche solutions</b>	Important combinations of capabilities, but do not exceed our thresholds above for full CVP alignment and impact on our business.	Two words: Area addressed + Outcome delivered (Descriptive terms only)	Performance Tracker Fraud Preventor

## Naming classification decision tree

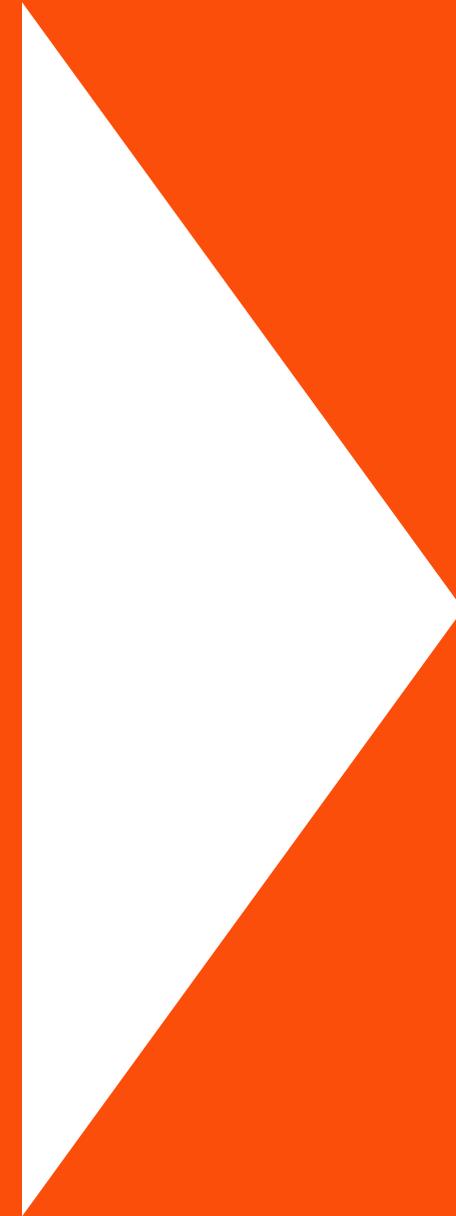
Our naming decision tree is used to classify each solution and determine which naming standards to apply. Use this to transition any legacy solution names that will be carried forward to new solution names. This ensures our legacy solutions maintain their strength and equity while evolving to support our new brand.



### Naming new solutions

- Solution owner works with marketing to determine type of solution and create list of up to three suggested names
- CMO approves name(s) and sends to Chief Growth and Strategy Officer
- Chief Growth and Strategy Officer approves name
- Business Unit leader approves name

# Visual identity



Brand strategy

Verbal identity

Visual identity

Logo

Color

Typography

Graphic symbols

Photography

Sample applications

Web guidelines

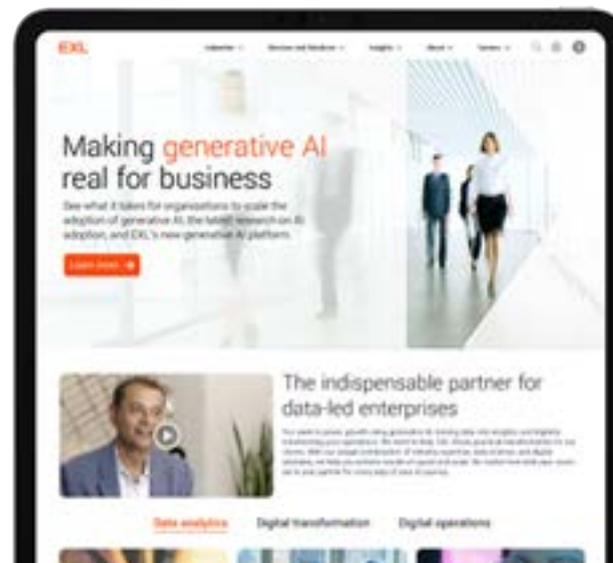
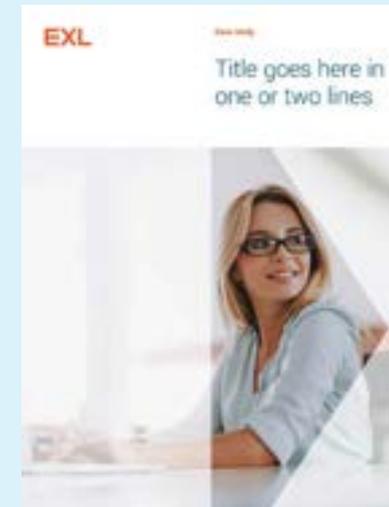
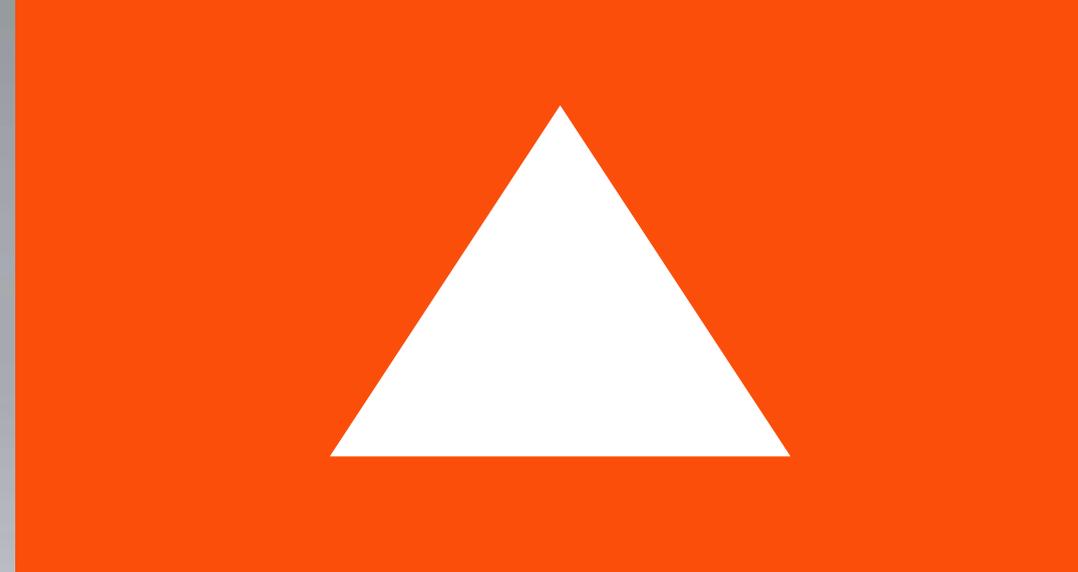
Visually impaired considerations

## The EXL visual experience

Bold, simple and to-the-point is the true expression of our visual language. We've used our value proposition, **"We make sense of data to drive your business forward,"** as the foundation to bring our brand to life.

### We use these filters to define our look and feel:

- Bold and consistent colors using orange as our main brand color, complemented subtly with our secondary supportive color palette.
- Photography both with motion and humanity should have modern and relevant themes across our industry.
- Messaging written through a confident and compelling tone.
- In some cases, our proprietary graphic symbols forward progress and growth can be used with color or with imagery for visual impact and emphasis.



Logo

Logo

Color

Typography

Graphic symbols

Photography

Sample applications

Web guidelines

Visually impaired considerations

## Our logo

Our logo is the next generation in the evolution of the EXL logo. The humanoid has been omitted from our logo and visual system to strengthen the master brand and reflect the new vision of our company.

It's bold, simple and balanced to embody the spirit of innovative expertise for the businesses we serve.

The logo is meant to stand out and complement our visual system, telling the story of partnerships and how we drive businesses forward.



EXL

Logo

Color

Typography

Graphic symbols

Photography

Sample applications

Web guidelines

Visually impaired considerations

## Logo color variations

### Primary

To maintain the equity of our brand, the primary EXL logo should always appear in orange or white against a white or orange background. This keeps our look and feel bold and easy to recognize as part of our visual language.

### Secondary

In some instances, a black or white EXL logo is needed in one-color prints.

### Do not

Do not change the color of the logo to one of the secondary palette colors.

### Primary

Color positive  
orange



White reverse  
on color



### Secondary

One-color positive  
black



White reverse  
on black



Logo

Color

Typography

Graphic symbols

Photography

Sample applications

Web guidelines

Visually impaired considerations

## Logo placement

When placing logos within our different touch points, we need to ensure clarity and legibility of our brand.

Primary preferred placement of the logo is in any one of the four corners of the format. When placement in a corner is impractical (e.g., when a busy photographic background interferes with the legibility of the logo), centering the logo is an acceptable secondary placement alternative.

### Primary



### Secondary



## Clear space and minimum size

It's important to preserve the integrity of our logo across all applications. We use clear space and minimum size to make sure this is possible.

### Clear space

Clear space is the area surrounding a logo that must be kept free of any text or graphic elements. To maintain visual integrity, it should never be crowded with text, photographs or other graphic elements. Clear space is defined as a space equal to the full height of our logo's "X" letterform.

### Minimum size

Because legibility of our EXL logo artwork is critical, it must be sized large enough to be read easily on every application, print or digital. Our logo can be scaled to oversize when needed, but it should not be used at sizes smaller than the minimums shown here. Where possible, avoid using the logo at extremely small sizes.

### Clear space



Minimum screen size  
44 pixels wide

EXL

Minimum print size  
0.3" wide

EXL

Logo

Color

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## Logo co-branding

The EXL logo may be locked up with another company logo for partnerships/joint ventures as long as it is pre-approved by EXL Corporate Marketing as well as the marketing and/or legal departments of the other party with respect to their company brand standards.

Our EXL logo should appear first on the left side of a lockup; however, if an EXL client requires their logo on the left, it is acceptable to acquiesce. Partner logos should always appear at a size equal to that of our EXL logo.

Always use the logo clear space as a guide to locking up partner logos.

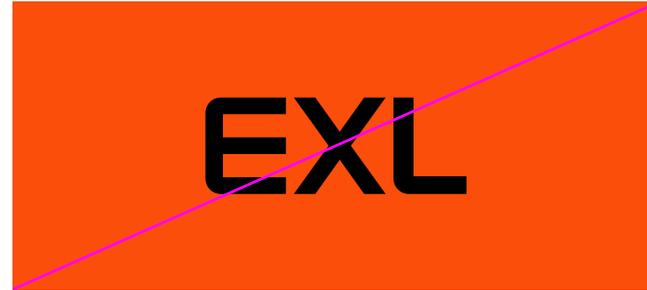
“X” = Clear space



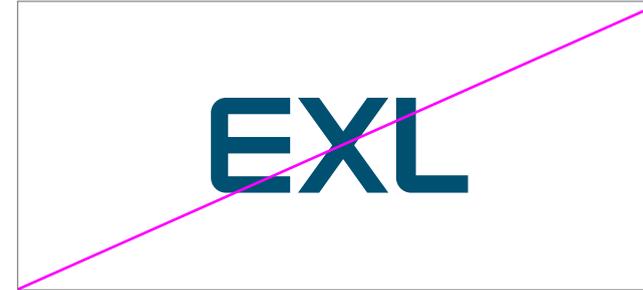
## Incorrect usage

It's important to use the EXL logo artwork as provided to preserve the integrity of the brand. The examples on this page illustrate some, but not all, potential misuses of the logo. Keep in mind that the logo is carefully rendered artwork and any alteration of the logo, apart from proportional scaling, is considered misuse.

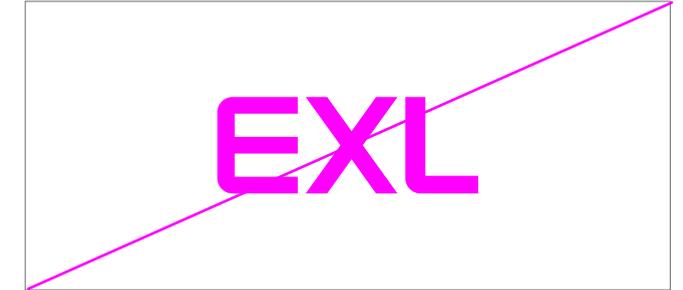
**EXL does not create individual logos for products, processes, services, organizations or business units as it is inconsistent with our brand architecture and dilutes the master brand.**



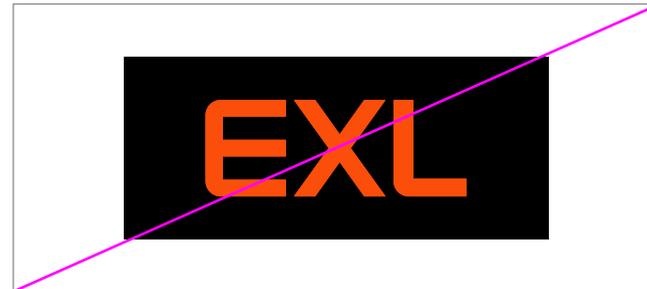
**Do not**  
Use the logo in black on EXL orange background



**Do not**  
Use the logo in any EXL secondary color



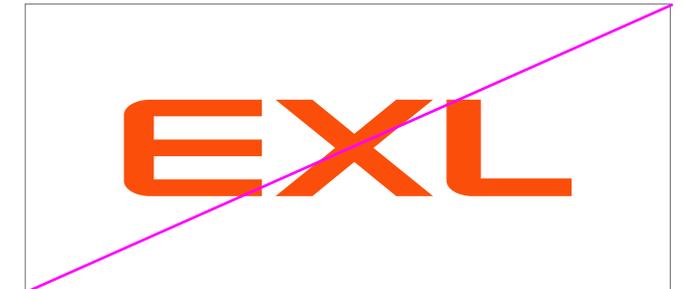
**Do not**  
Use the logo in off-brand colors



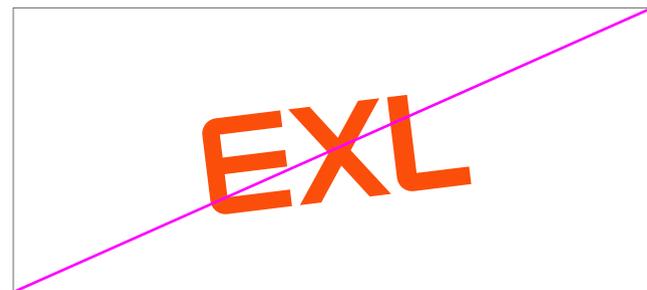
**Do not**  
Place the logo inside holding shape



**Do not**  
Place the orange EXL logo against off-brand colors



**Do not**  
Distort the logo



**Do not**  
Rotate the logo



**Do not**  
Lock the logo up with text or create individual logos for products, processes, services, organizations or business units



**Do not**  
Place the logo on backgrounds where there is insufficient contrast or clarity

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## Mergers, acquisitions and transitions

### Mergers and acquisitions

Mergers and acquisitions are an integral part of EXL’s growth strategy. We will “sunset” visual brand assets of acquired entities within 120 days of acquisition and fold into existing sub-brands where applicable. Exceptions/extensions may be made when deemed strategically advantageous, with Executive Committee approval.

### Transitions

There may be instances where it is in the best interest of EXL to leverage an acquired entity’s brand equity and maintain its visual assets for an extended transition period. During this time, visual assets such as logos will be locked up with “an EXL company.”



# Color

## Brand colors

Inspired by the heritage of our EXL brand, the strong and distinctive EXL Orange should be used as a primary color. The secondary color palette should be used sparingly and bring subtle dimension to all EXL brand communications materials. The color specifications on the following page should be used as guidance.

## Color specifications

Orange is the primary color of the brand, and it should be used thoughtfully when paired with the EXL secondary color palette. Secondary colors can be used at 100% opacity or as tints as indicated to the right of this page.

**\* For visual reference and inspiration on how to combine the primary EXL Orange with the secondary palette please refer to examples in this guidelines which start at page 59.**

### Primary

**EXL orange**

Pantone PMS 172 C

C	0	R	251	HEX
M	80	G	78	FB4E0B
Y	98	B	11	
K	0			

### Secondary

**EXL slate gray**

Pantone PMS 433 C

C	80	R	46	HEX
M	69	G	54	2e3643
Y	52	B	67	
K	48			

EXL slate gray (70% tint)

EXL slate gray (40% tint)

**EXL midnight blue**

Pantone PMS 3025 C

C	97	R	0	HEX
M	66	G	80	005071
Y	36	B	113	
K	18			

EXL midnight blue (70% tint)

EXL midnight blue (40% tint)

**EXL light blue**

Pantone PMS 628 C

C	12	R	220	HEX
M	0	G	243	dcf3fa
Y	1	B	250	
K	0			

EXL light blue (50% tint)

**Black**

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

**White**

C	0	R	255	HEX
M	0	G	255	FFFFFF
Y	0	B	255	
K	0			

## ADA guidance

For ADA compliance, this chart shows acceptable color combinations when using our brand colors in text on color backgrounds for digital application.

**All**  
 Means all text is usable at any size

**Large**  
 Refers to large text above 18 pt. or 14 pt. bold

**/**  
 Means this combination is not acceptable

	EXL orange background	EXL midnight blue background	EXL midnight blue 70% background	EXL midnight blue 40% background	EXL light blue background	EXL slate gray background	EXL slate gray 70% background	EXL white background	EXL black background
EXL orange type	/	/	/	/	All	Large	/	Large	Large
EXL midnight blue type	/	/	/	Large	All	/	/	Large	/
EXL midnight blue 70% type	/	/	/	/	Large	/	/	Large	Large
EXL midnight blue 40% type	/	/	/	/	/	Large	Large	/	All
EXL light blue type	/	All	/	/	/	All	Large	/	All
EXL slate gray type	Large	/	/	All	All	/	/	All	/
EXL slate gray 70% type	/	/	/	/	All	/	/	Large	Large
EXL white type	Large	Large	All	/	/	All	All	/	All
EXL black type	Large	/	All	All	All	/	Large	All	/

### ADA color standards

The Americans with Disabilities Act of 1990 (ADA) prohibits discrimination and ensures equal opportunity for persons with disabilities in employment, state, and local government services, public accommodations, commercial facilities, and transportation.

Web Content Accessibility Guidelines (WCAG) were developed in response to the ADA by the World Wide Web Consortium (W3C), in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for Web content accessibility that meets the needs of individuals, organizations, and governments.

# Typography

## Font family specifications

We identified Yantramanav (also referred to as the “Y” font), as our primary font family to complement our visual language. There is a sense of approachability and precision in the font to allow for ease of reading.

For further guidance on typesetting and usage, see pages 45 and 46.

Our  
typeface is  
Yantramanav

Yantramanav  
Thin

Yantramanav  
Light

Yantramanav  
Regular

Yantramanav  
Medium

Yantramanav  
Bold

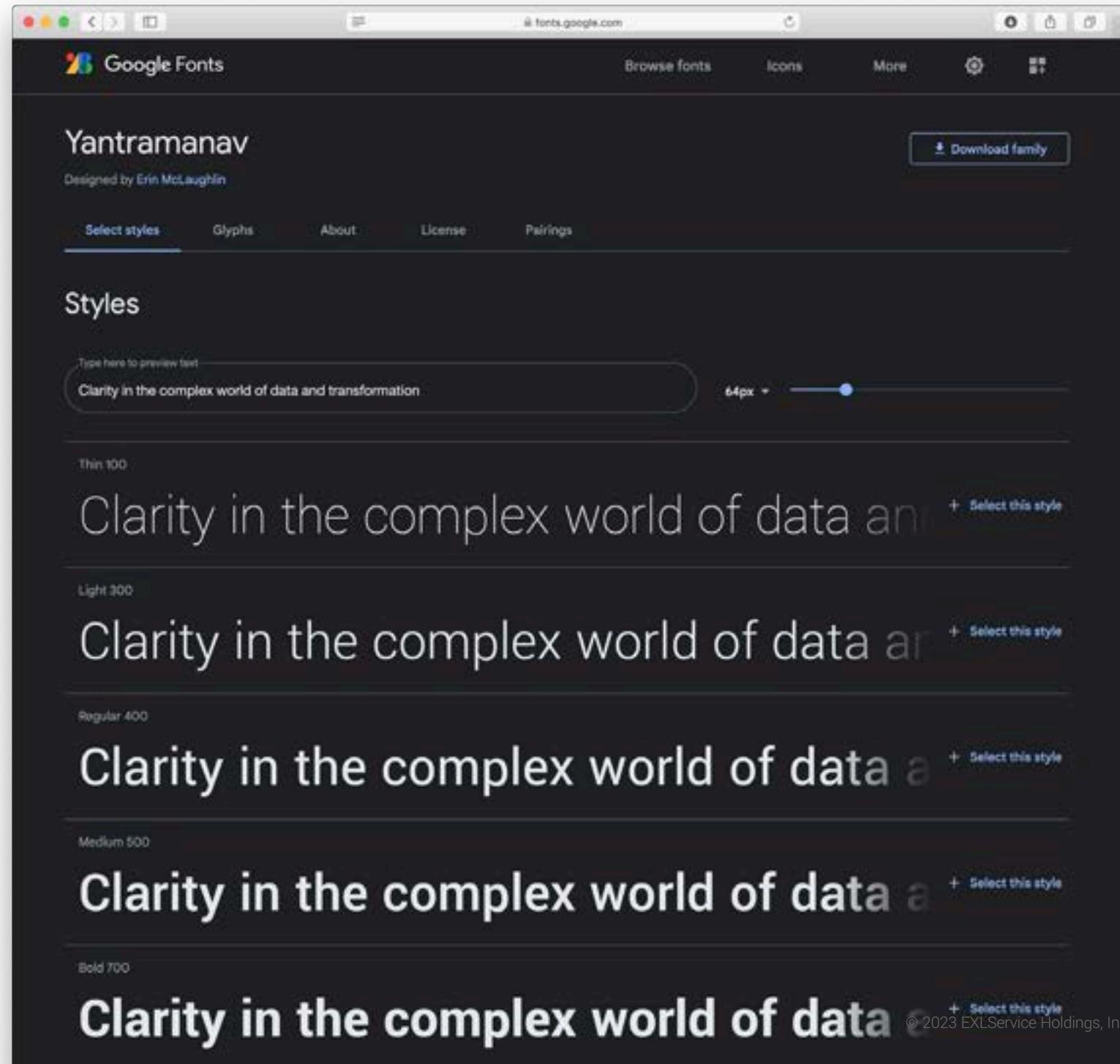
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%&?( )

## How to acquire font types

Yantramanav is a free and easily accessible font for anyone to use.

You can download the font family at <https://fonts.google.com/specimen/Yantramanav>



## System font

Calibri should only be used across all MS office applications (PPT, Word, Excel, Outlook). The similarities to the Yantramanav font create consistencies across our touch points. The type treatment of Calibri should be consistent with font usage in Yantramanav.

Let's drive  
your business  
forward

Calibri  
Light

Calibri  
Regular

Calibri  
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%&?( )

## Type hierarchy and sentence case use

Our approach to messaging and typography should be done with purpose. There's a sense of airiness that should be established in relation to photography, graphics and logo. We want to achieve boldness but in a balanced way. This means that when designing our applications, there needs to be clear hierarchy of information. The key component of all of our typography is the use of a glorified headline across all pieces of communication to draw the viewer's attention.

Our typesetting uses Yantramanav Light for headlines and body copy to maintain the lightness, but set in different font sizes.

### Headlines

Headlines are set in Yantramanav Light, sentence case, flush left, -10 tracking and set in oversized type (at least three times larger than body copy) to celebrate the message as the hero while making a memorable visual impact on the audience.

### Subhead

Subheads are set in Yantramanav Light, sentence case, flush left, -10 tracking (at least twice the size of body copy).

### Body copy

Body copy is set in Yantramanav Light, sentence case, flush left, -10 tracking. If there is an important part of the body to highlight, you can use Yantramanav Bold.

### Caption

Captions are set in Yantramanav Bold sentence case, flush left, -10 tracking.

**Note: The following page will give you further details on type usage and hierarchy based on different applications.**



Headline

Body copy

First level title

Body head

Statement Introduction

Body copy



### Sentence case use

Our organization has shifted to **sentence case** on all of our touch points (capitalizing the first word of a headline, first word of a subhead, and all proper nouns). **We will no longer use initial caps or all caps for headline treatments.**

### Example:

When done right, design thinking solves healthcare's different challenges

### Avoid:

~~When Done Right, Design Thinking Solves Healthcare's Different Challenges~~

~~EXL DIGITAL TRANSFORMATION RECOGNIZED WITH 2021 ISG DIGITAL CASE STUDY AWARD.~~

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## Typography in use

Typographic treatment across all of our applications will have the same essence in its look and feel, but may differ depending on the type of material being used. We've broken down our type or messaging treatments by print, digital or large format print applications. This page will help guide you in understanding the proportions used for headlines, subheads, body copy and so on. Use your best judgment when creating different layouts to maintain consistency in our look and feel.

### Print materials

Marketing brochures (white papers, case studies and solution sheets) are forward-facing materials for EXL. Our intent is to ensure ease of readability and to be engaging and informative so the materials become a value-add for customers and partners. We've created templates to inspire you to design your own layout with flexibility.

### Digital

For our website and social media, it's important to create a seamless and engaging experience for the user and to find the right kind of content. Similar to print, we want to ensure that hierarchy of information is consistent, using a minimum of type sizes and weights in an application.

### OOH / large print

As a medium that's intended to get someone's attention in seconds, the success of a large format print relies on impactful messaging and supporting imagery. Therefore, our messaging needs to be simple, clear and concise.

Marketing template	Font size	Line space/leading
<b>Cover eyebrow</b> Yantramanav Bold	14/16 pt	
<b>Cover title</b> Yantramanav Light	40/43 pt	
<b>Caption</b> Yantramanav Bold	10/12 pt	
<b>Statement intro</b> Yantramanav Light	22/24 pt	
<b>First level title</b> Yantramanav Light	16/18 pt	
<b>Body head</b> Yantramanav Bold	10/12 pt	
<b>Body copy</b> Yantramanav Light	10/12 pt	

## Marketing templates



### Digital (based on 2048px width)

(Global tracking -10 pts)

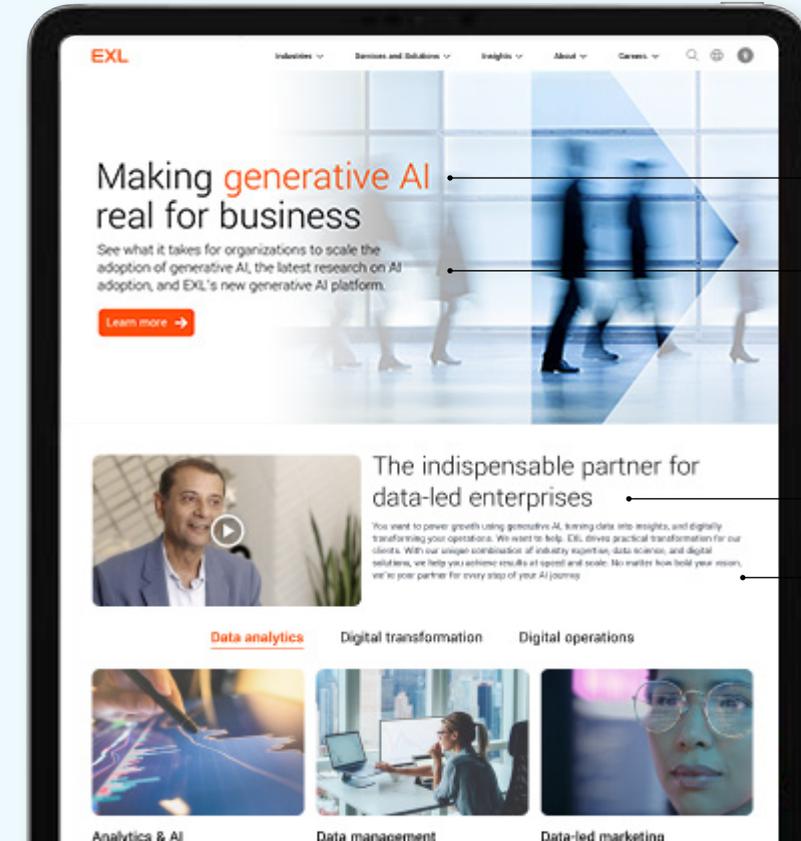
<b>Intro headline</b> Yantramanav Light	93/86 pt
<b>Section head</b> Yantramanav Light	57/59 pt
<b>Body copy</b> Yantramanav Light	23/30 pt
<b>Module headline</b> Yantramanav Light	27/28 pt
<b>Caption</b> Yantramanav Bold	15/17 pt

### Campaign (based on 40" width)

(Global tracking -10 pts)

<b>Headline</b> Yantramanav Light	215/226 pt
<b>Subhead or URL</b> Yantramanav Light	116/119 pt

## Digital



# Graphic symbols

## Symbol graphics origin

Our graphic symbols are unique to our brand and are born out of the EXL logo. Through the negative space of the logo, we are able to extract the right-pointing “forward progress arrow” triangle and the upward-pointing “growth triangle” as graphic elements to help tell our story.

### Scaling

These symbols may be scaled proportionally up or down in size. However, they should never be stretched or distorted in a way that changes the original angles and proportions.

### Cropping

Graphic symbols may be creatively cropped to create fresh and visually compelling layouts - as long as the viewer can discern that the symbol is indeed the Forward progress arrow or the Growth triangle and not a random shape.



Forward progress



Growth

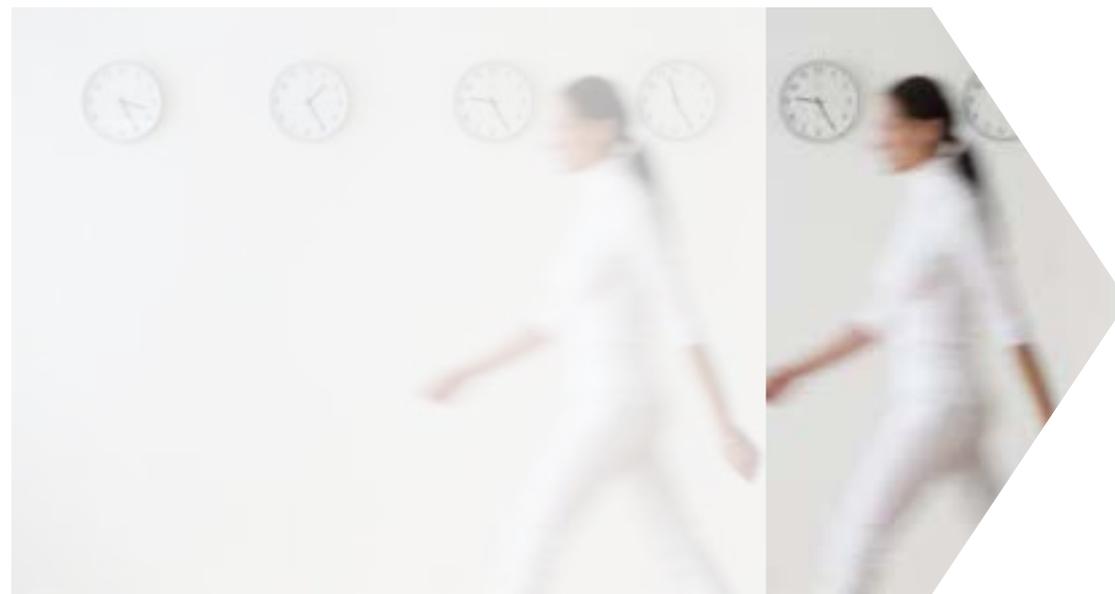
## Symbol graphic usage with imagery

These graphic symbols can be used in multiple ways: against a solid background or on top of photography. This page shows how to use imagery to create visual impact and to highlight the important element of the image.

### Use this guidance to create a holistic story:

- The use of scale is also important to create an engaging layout. When large images are used, combine with clear and concise headlines placed purposefully in the layout.
- Avoid using images that are busy and complicated.

**Do not create your own symbols. Only use the two graphic symbols described in these guidelines.**



### Step 1

Select an appropriate photographic image, either with motion or an inspirational individual.

Set the background to a transparency of 25% – 50% depending on the image selected. This image is set to 30%

### Step 2

Fill either the forward progress icon or growth icon with the same image in the exact position and make sure it is set to 100% transparency.



### The finished image

## Symbol graphic usage with imagery high level applications

**High level applications are considered as document covers and the web homepage hero.**

This page demonstrates some high level examples for usage in print and digital communications. The Forward progress and Growth arrows should not be used for all communications materials.

Importantly the Forward progress and Growth arrows should be cropped dynamically when used with imagery and must be scaled proportionally. It is acceptable to use the full Forward progress or Growth arrow as a container for the EXL logo.

**Use this guidance to create a holistic story:**

- The use of scale is also important to create an engaging layout. When large images are used, combine with clear and concise headlines placed purposefully in the layout.
- Avoid using images that are busy and complicated.

**Do not create your own symbols. Only use the two graphic symbols described in these guidelines.**



### Example 1

Incorporates two Forward arrows. The EXL logotype is emphasized in the first Forward progress arrow.



### Example 3

The Growth arrowed proportionally scaled and creatively cropped.



### Example 2

The Growth arrowed proportionally scaled and creatively cropped.



### Example 4

Uses the Forward progress arrow creatively cropped, scaled proportionately and with a secondary color tint.

## Symbol graphic usage for imagery without cropping

This page includes examples from the previous page where the symbol graphic is not cropped and is confined to the perimeter of the image.

**Do not create your own symbols. Only use the two graphic symbols described in these guidelines.**



### Example 1

Uses two forward arrows. The EXL logotype is emphasized in the first Forward progress arrow.



### Example 3

The Growth arrowed proportionally scaled and creatively cropped.



### Example 2

The Growth arrowed proportionally scaled and creatively cropped.



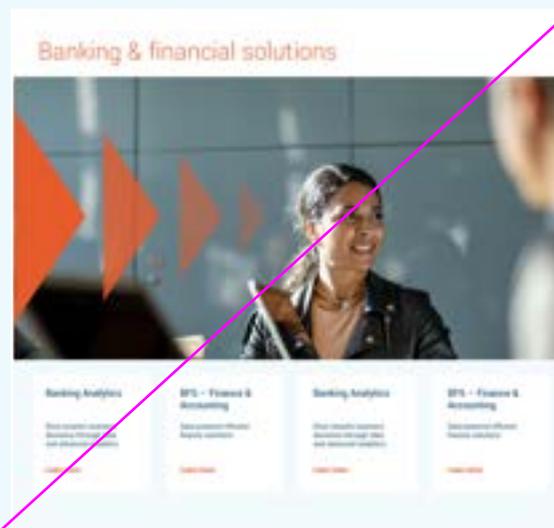
### Example 4

Uses the Forward progress arrow creatively cropped, scaled proportionately and with a secondary color tint.

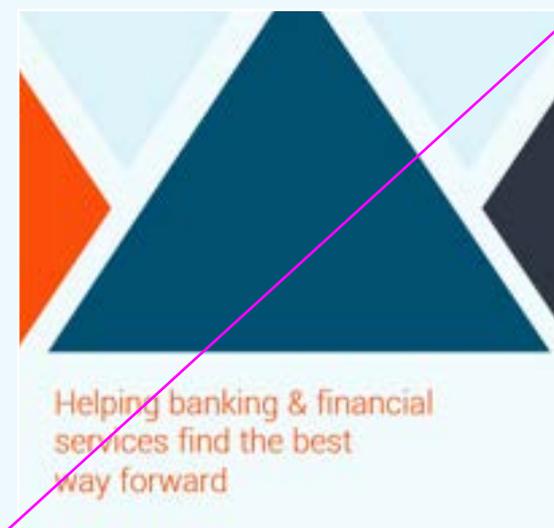
## Graphic symbols usage don'ts

It's imperative that we use our graphic symbols consistently to preserve the integrity of the brand. The examples on this page illustrate some, but not all, potential misuses of the graphic symbols.

**Do not create your own symbols; only use the two graphic symbols described in these guidelines.**



**Do not**  
 Use multiple graphic devices, three Forward Progress arrows maximum and one Growth arrow only



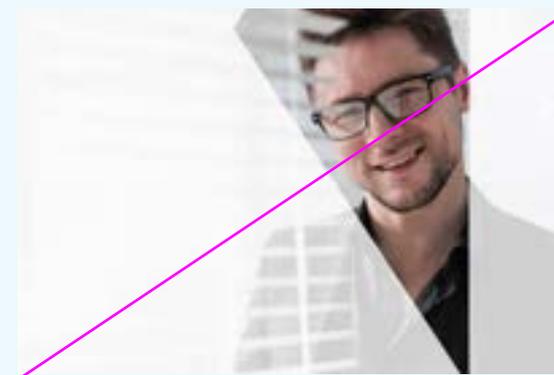
**Do not**  
 Create patterns with the graphic symbols



**Do not**  
 Use the growth symbol as a forward progress icon



**Always**  
 Make sure the graphic symbol is in alignment and not off center vertically when it is smaller than the perimeter of the entire image.



**Do not**  
 Use the graphic symbols in reverse ie. going backward or downward

## Iconography

Iconography is a simple and illustrative way to support communications or to depict sectors or more detailed services we offer. Icons should be used primarily in orange, but they can also be used in the EXL secondary colors.

Icons are created as outlines with consistent line weight. Icons should be illustrative. Avoid using icons that are vague and can be easily misinterpreted.

Icon examples in orange



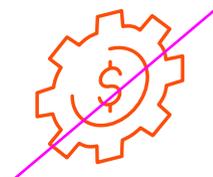
Icon examples in blue



Icon examples in mixed EXL colors



### Avoid



**Do not**  
Skew icons at  
any angle



**Do not**  
Fill in parts of  
the icon



**Do not**  
Use our graphic  
symbols as part of  
the icon system

# Photography

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## Overall photography style

We've established a unique style for EXL using both people in motion and people who represent the essence of the company through the relationships and culture that will inspire everyone looking inwards and outwards.

The motion imagery reflects the energy, vibrancy and commitment we have to our clients. The working employees showcase the positive engagement we have daily to succeed.

Our approach is to always find a consistent look that's simple, graphic and modern.

### Key attributes

- Movement, motion and energy
- Optimistic
- Diverse
- A balance of technology and humanity
- Dynamic angles and cropping
- Strong contrast
- Modern
- Approachable



## Motion photography

The motion imagery reflects the energy, vibrancy and commitment we have to our clients.

It's important to reflect the business in a manner that truly represents the different business verticals in a modern way. We want to represent the company's forward-thinking views.

Like people photography, the subject matter, angles and focus are important aspects of the image search.

Show different regions in the world to demonstrate the breadth of the business and global reach.

### Cropping guidelines

When creating an interesting and dynamic composition, it's important to crop the image purposefully. Pay special attention to a macro or micro view of the image. The subject can be central to the composition or off-centered to give air around it.



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## People and moments photography

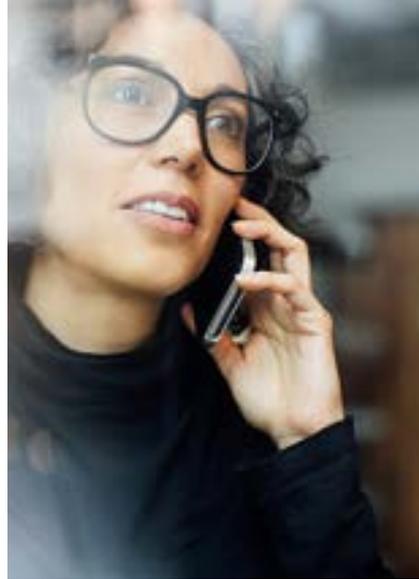
**When showcasing images with people, we want to represent the essence of the company through the relationships and culture that will inspire everyone looking inwards and outwards.**

Choose images that feel modern and have a graphic approach stylistically. This means finding scenarios that reflect the current culture and are approachable.

Given the global scale of EXL's business, it's important to reflect the diversity and collaborative spirit of the company.

### Cropping guidelines

When creating an interesting and dynamic composition, it's important to crop the image purposefully. Pay special attention to a macro or micro view of the image. The subject can be central to the composition or off-centered to give air around it.



## Photo imagery system

### Level 1 image applications

A combination of motion imagery and a graphic symbol should be used in high level applications such as the cover page of sales and marketing documents, home page web heroes and social media banners. Level 1 motion images are best used for general, high-level, non-descript topics.

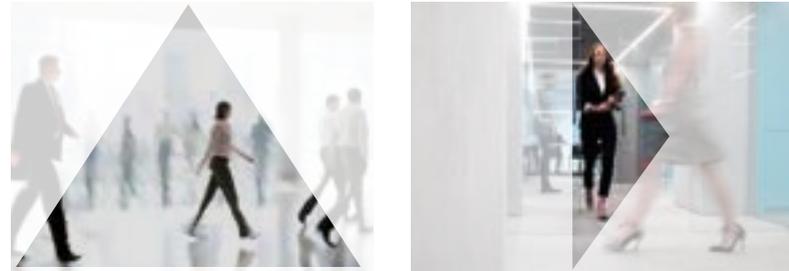
The over usage of motion imagery with a graphic symbol should be avoided. Graphic symbols may be creatively cropped to create fresh and visually compelling layouts - as long as the viewer can discern the symbol shape (arrow or triangle) and the proportions and angles of the symbols never change.

**Note:** Level 1 images are not completely restricted to motion blurred images. Level 1 images can incorporate people and moments imagery as described below in Level 2.

### Level 2 image applications

Level 2 images are characterized by capturing people and moments in time. These images are best used for informational applications and descriptive subjects and should not look staged. Level 2 images can also be used in a supportive role inside of documents for decorative and narrative purposes.

#### Level 1 Motion imagery with graphic symbol



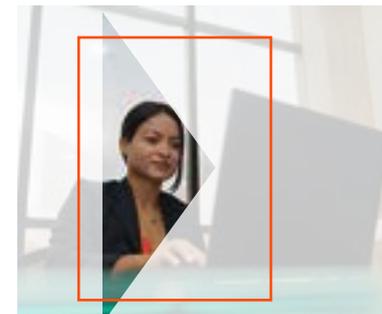
#### Crop dynamically Creatively crop the graphic symbols for impact



#### Final



#### People and moments imagery with graphic symbol



#### Level 2 People and moments imagery



## Imagery for highly technical subjects

### Visual approach for highly technical subjects such as artificial intelligence and digital solutions

When developing communications with highly technical subjects such as AI, the imagery should be directed to how EXL leverages AI to provide real results for real people. Thus, the imagery should be more solution oriented; focusing on the end-user, client, or prospect who will achieve benefits as a result of EXL employees deploying AI solutions to improve efficiency, productivity, and profitability.



#### Artificial intelligence

Images should reflect how humans leverage AI and ultimately benefit from its deployment.



#### Digital transformation

Images that portray the people integrating digital technologies into all aspects of business operations.



#### Data management

Images that imply the practice of collecting, organizing, protecting, and storing an organization's data so it can be analyzed for business decisions.



#### Data analytics

Images that display people in the process of collecting, organizing, and analyzing data to drive actionable insights for our clients and benefits for their customers.



#### Customer experience

Images that present the interactions and experiences end users have throughout the entire customer journey.



#### Digital technology and cloud computing

Images that show people using digital devices, systems, and resources that help create, store, and manage data.

## Images to avoid

Choosing the right photography is important to developing the right character for our brand. Use the examples on the right as a guide on image themes and styles to avoid in order to ensure the elevated look and feel we've established.

### Visual approach for highly technical subjects such as artificial intelligence and digital solutions

We should avoid using digitally manipulated, highly conceptual, abstract, or fantasy/futuristic imagery, which are over-used in the market and do not accurately reflect our brand personality (example: top right image). Our solutions are grounded in reality, our images should be too.

When developing communications with highly technical subjects such as AI, the imagery should be directed to how EXL leverages AI to provide real results for real people. Thus, the imagery should be more solution oriented; focusing on the end-user, client, or prospect who will achieve benefits as a result of EXL employees, the "human in the loop," deploying AI solutions to improve efficiency, productivity, and profitability.



**Do not**  
 Use black & white photography



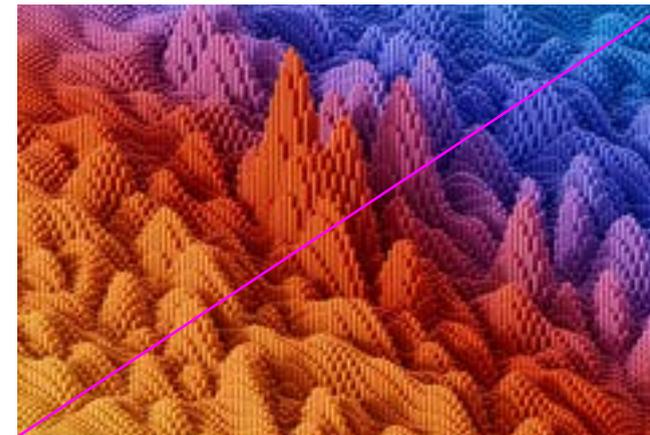
**Do not**  
 Use outdated/conventional ways of representing industry silos; we want to elevate the brand by rising above the "complexities," instead, reflecting the journey or partnership of working with EXL



**Do not**  
 Use images that are too complicated, stereotypical or digitally enhanced/effected



**Do not**  
 Use images that feel contrived or cliché



**Do not**  
 Use images that look overly computerized or fake



**Do not**  
 Use images that feel juvenile or cartoonish

## Video

Whether branded or interview-style, our videos should feel stylistically aligned with our photography – bold and simple, rendered in color. They should use interesting angles in macro and micro view, include diversity in subjects, and demonstrate the global reach of the brand.

When shooting interview-style videos, the subject matter should be shot against a clean and bright background. Topics should be conversational and not contrived, exuding the feeling of confidence and optimism. Content should leverage the tone we’ve established in our communications.

When posting to our website or social media platforms, use high-production style videos or content that will reflect our values and elevate our brand.



Branded videos



Interview videos

# Sample applications

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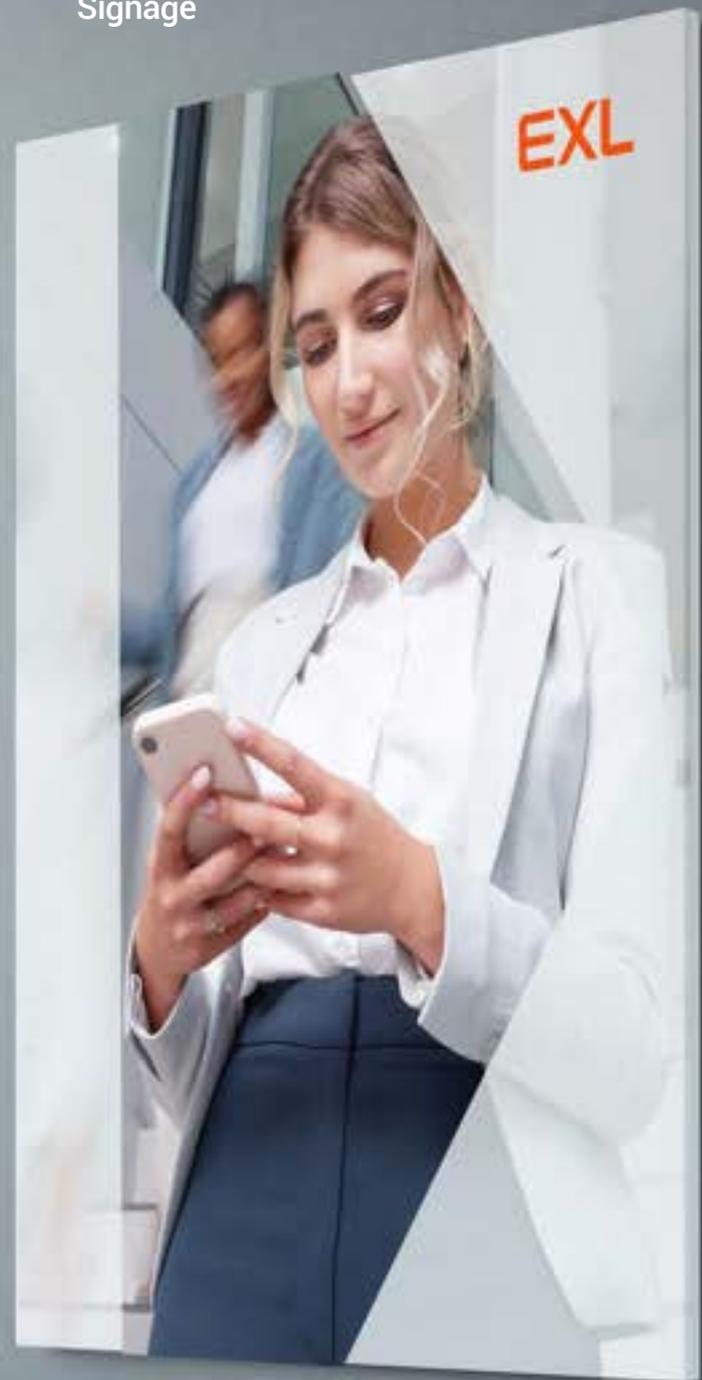
Photography

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## Signage



Brand strategy

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Visual identity

## Website: Desktop, tablet, mobile

Logo

Color

Typography

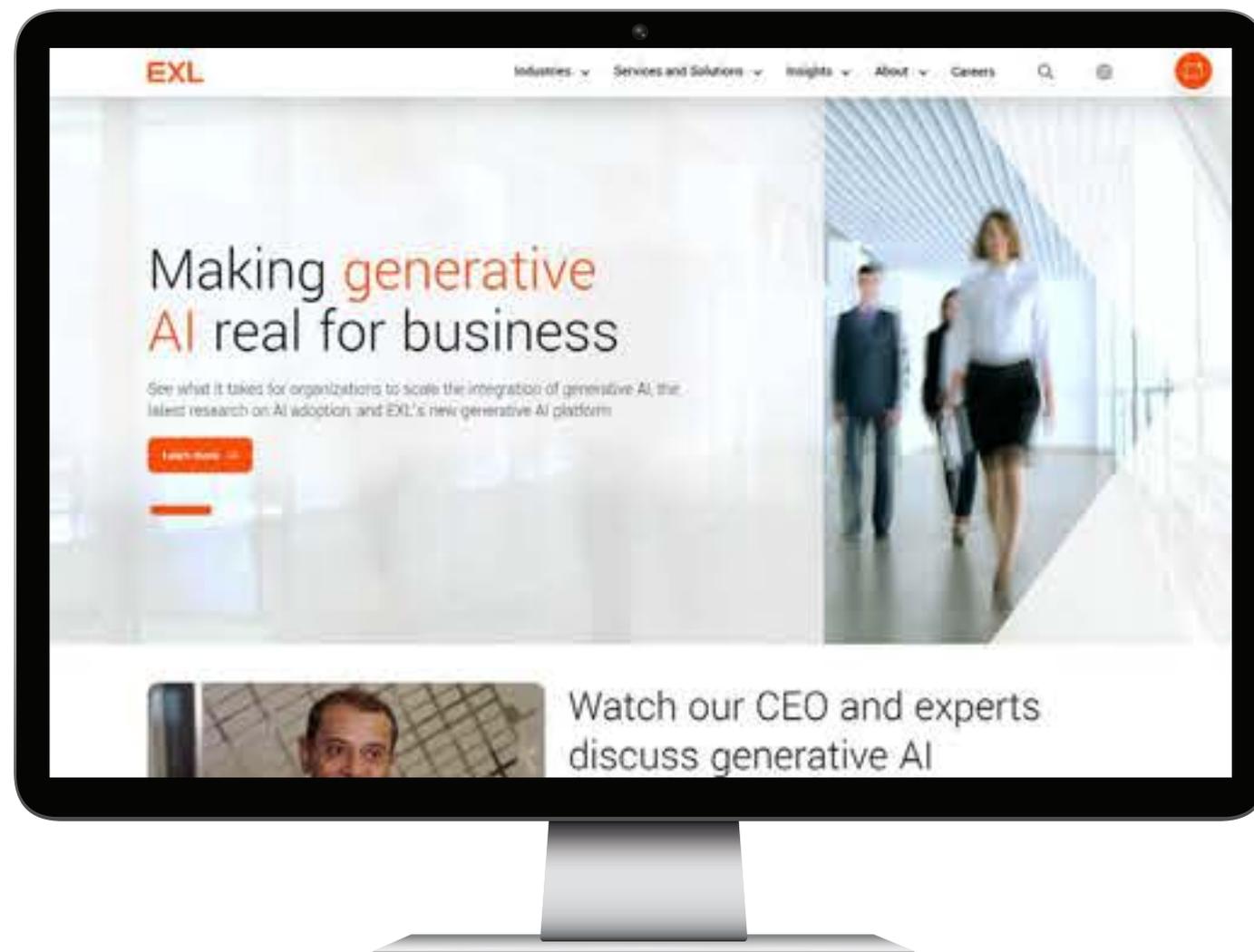
Graphic symbols

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## Social media

Logo

Color

Typography

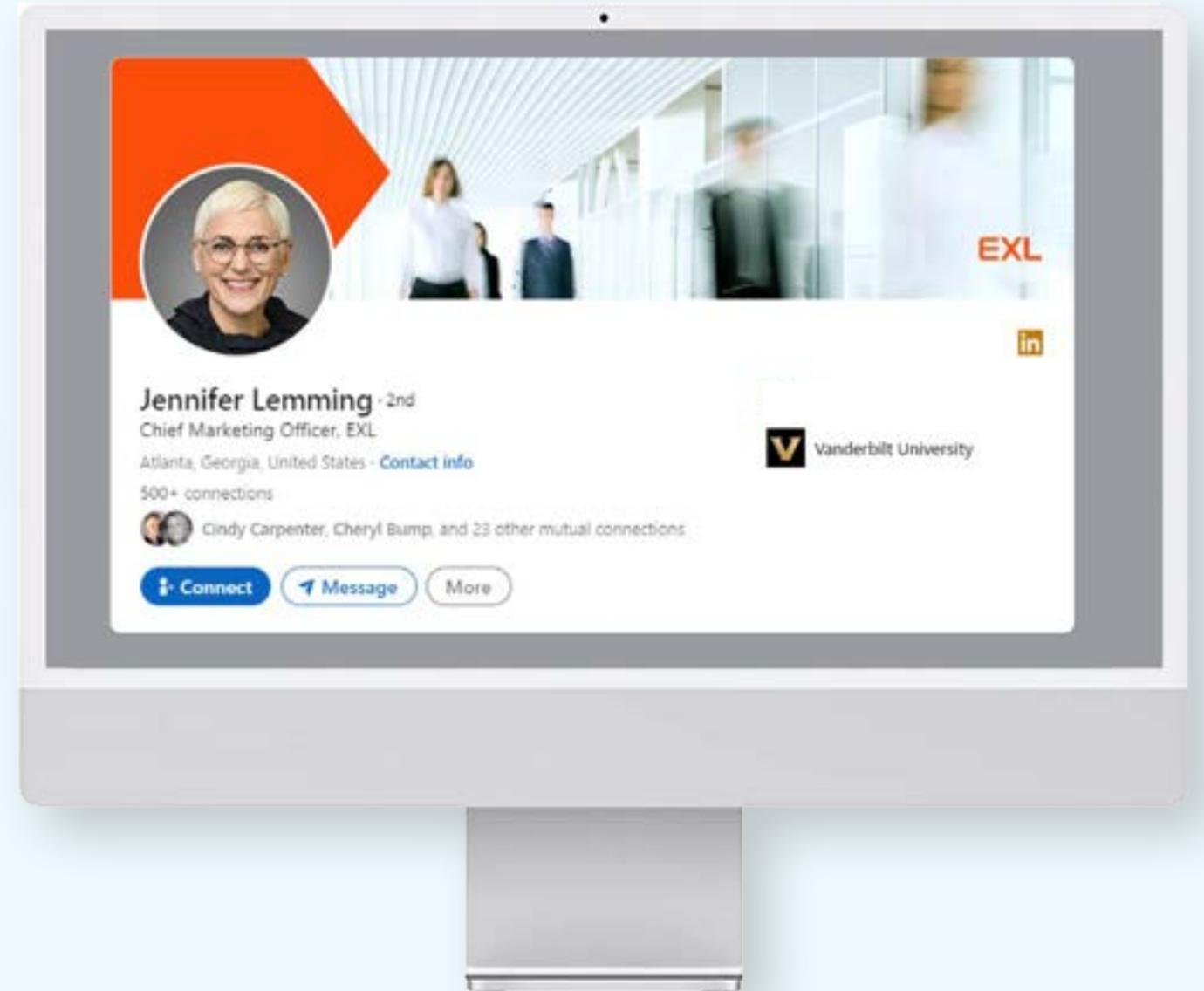
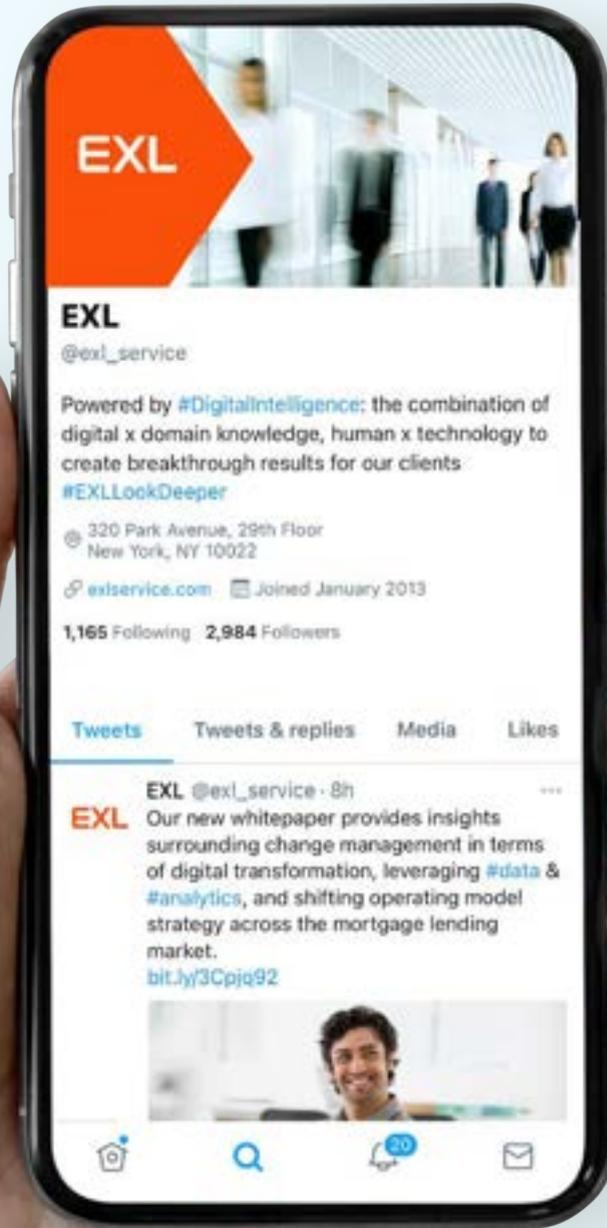
Graphic symbols

Photography

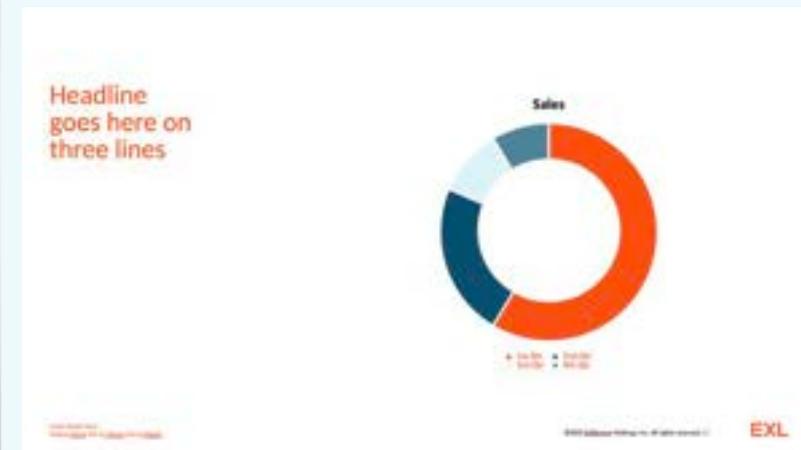
Sample applications

Web guidelines

Visually impaired considerations



# Microsoft® PowerPoint



Brand strategy

Verbal identity

Visual identity

## White paper

Logo

Color

Typography

Graphic symbols

Photography

Sample applications

Web guidelines

Visually impaired considerations



## Marketing templates

Marketing templates include case studies, white papers and solution sheets.



Brand strategy

Verbal identity

Visual identity

## Email newsletter

Logo

Color

Typography

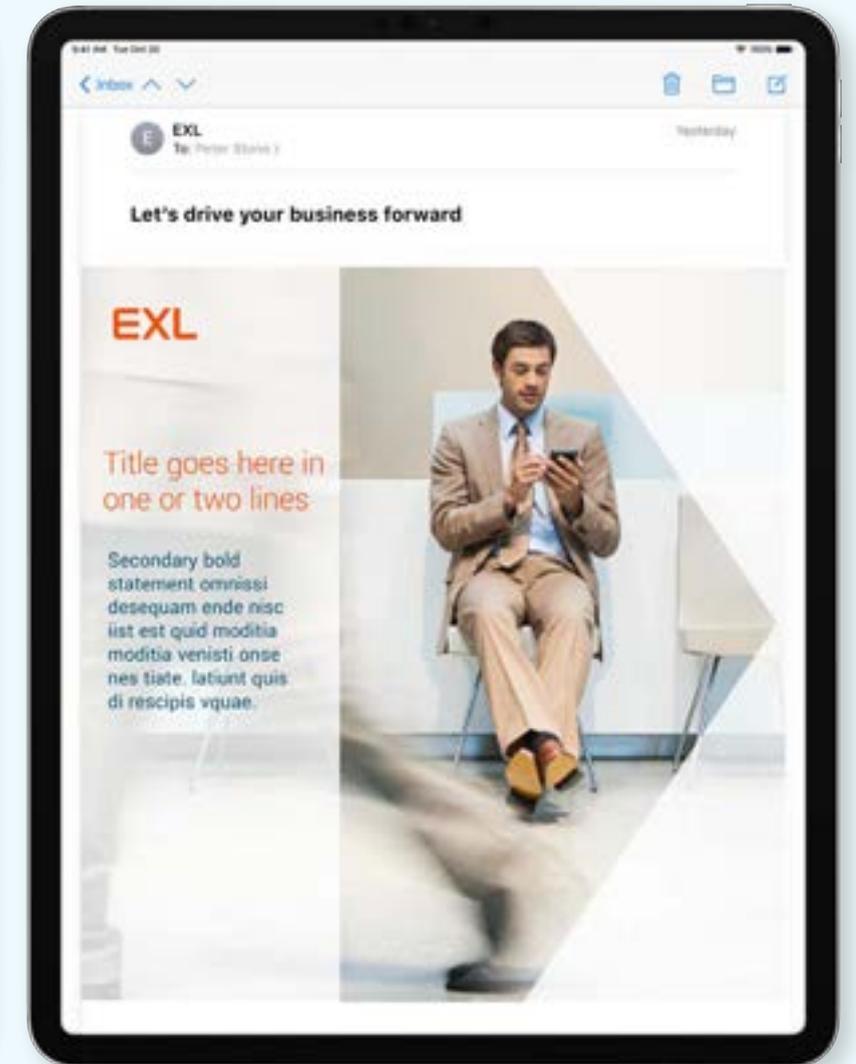
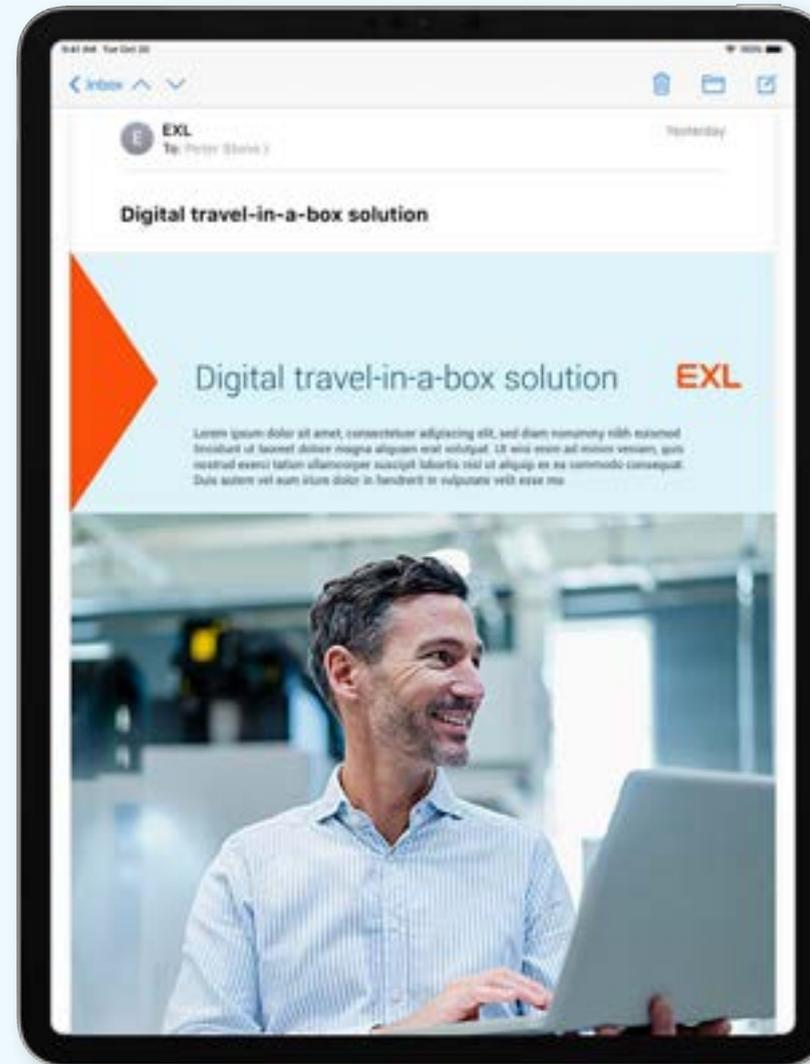
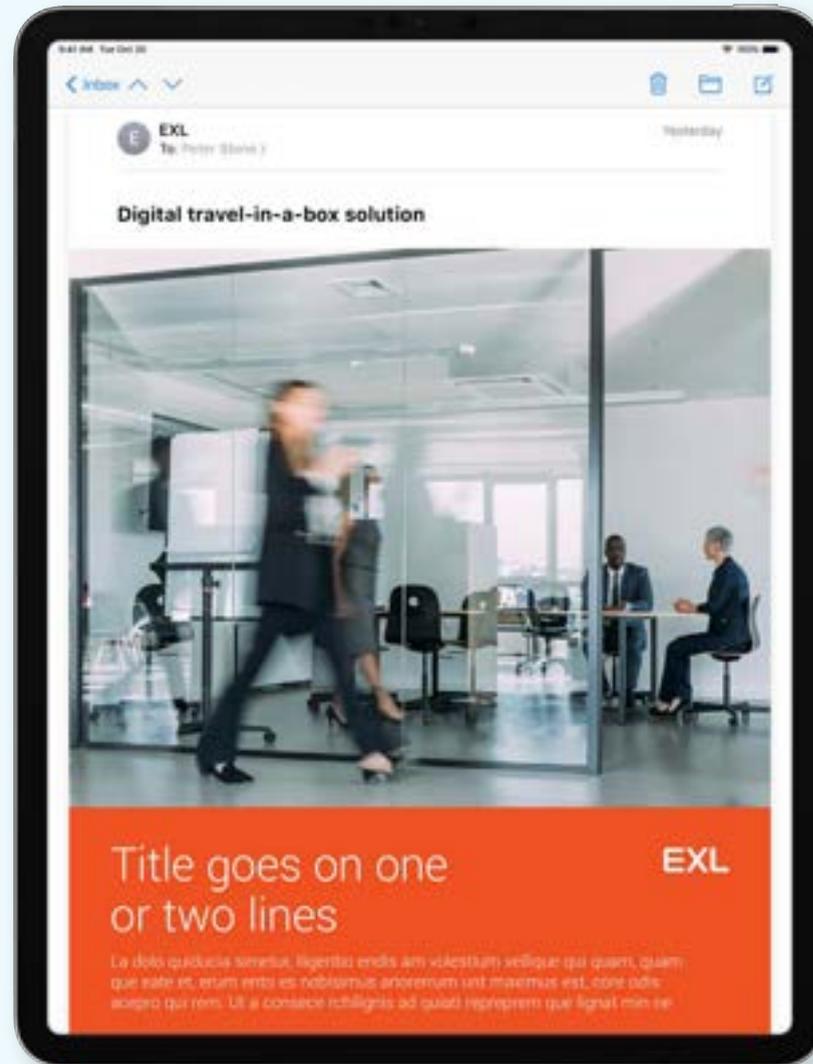
Graphic symbols

Photography

Sample applications

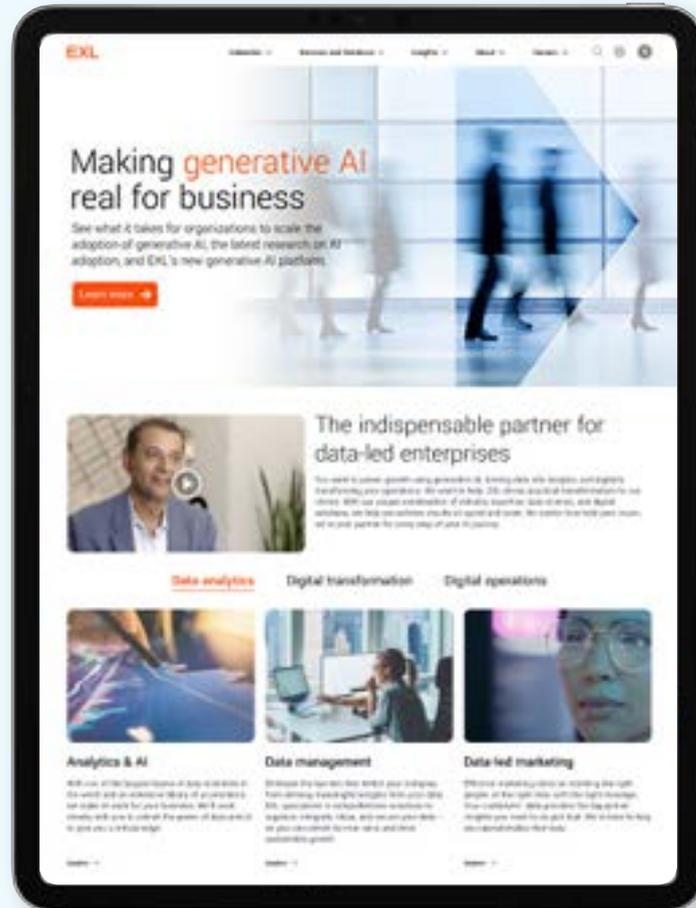
Web guidelines

Visually impaired considerations



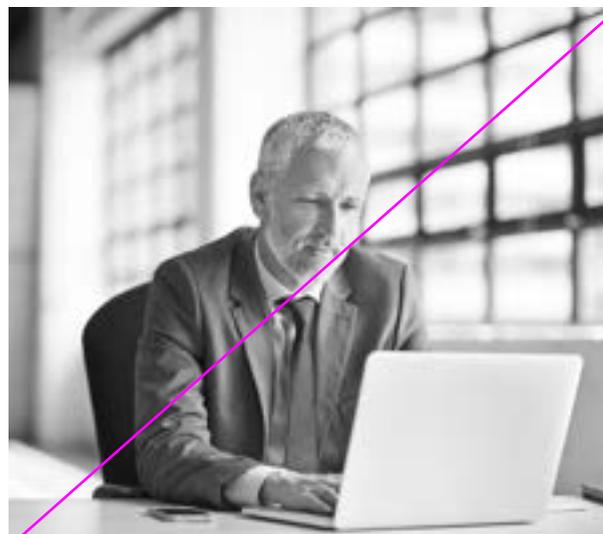
## Primary orange layout examples

Orange is the primary color of the brand and should be used purposefully with combinations of the secondary colors, along with white and black.

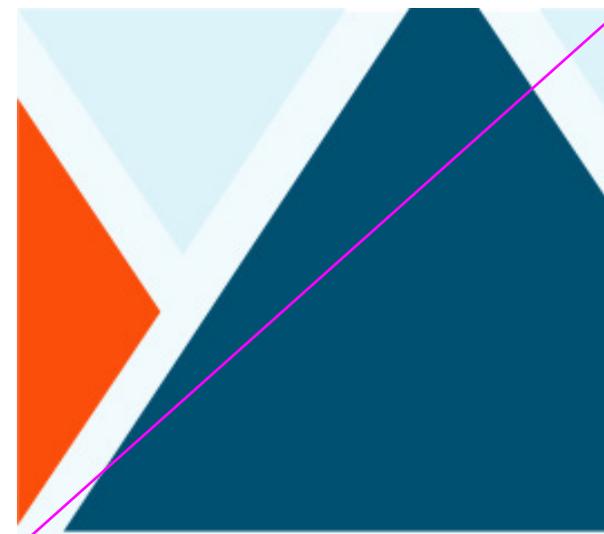


## Additional things to avoid

It's important to express the EXL brand as outlined in this document. The examples on this page illustrate some, but not all, potential misuses of our system.



**Do not**  
Use B/W imagery



**Do not**  
Use the EXL graphic elements to create patterns



**Do not**  
Use the previous EXL Blue



**Do not**  
Overuse motion imagery, use smartly and sparingly

# Web guidelines

Brand strategy

Verbal identity

Visual identity

## Website

Logo

Color

Typography

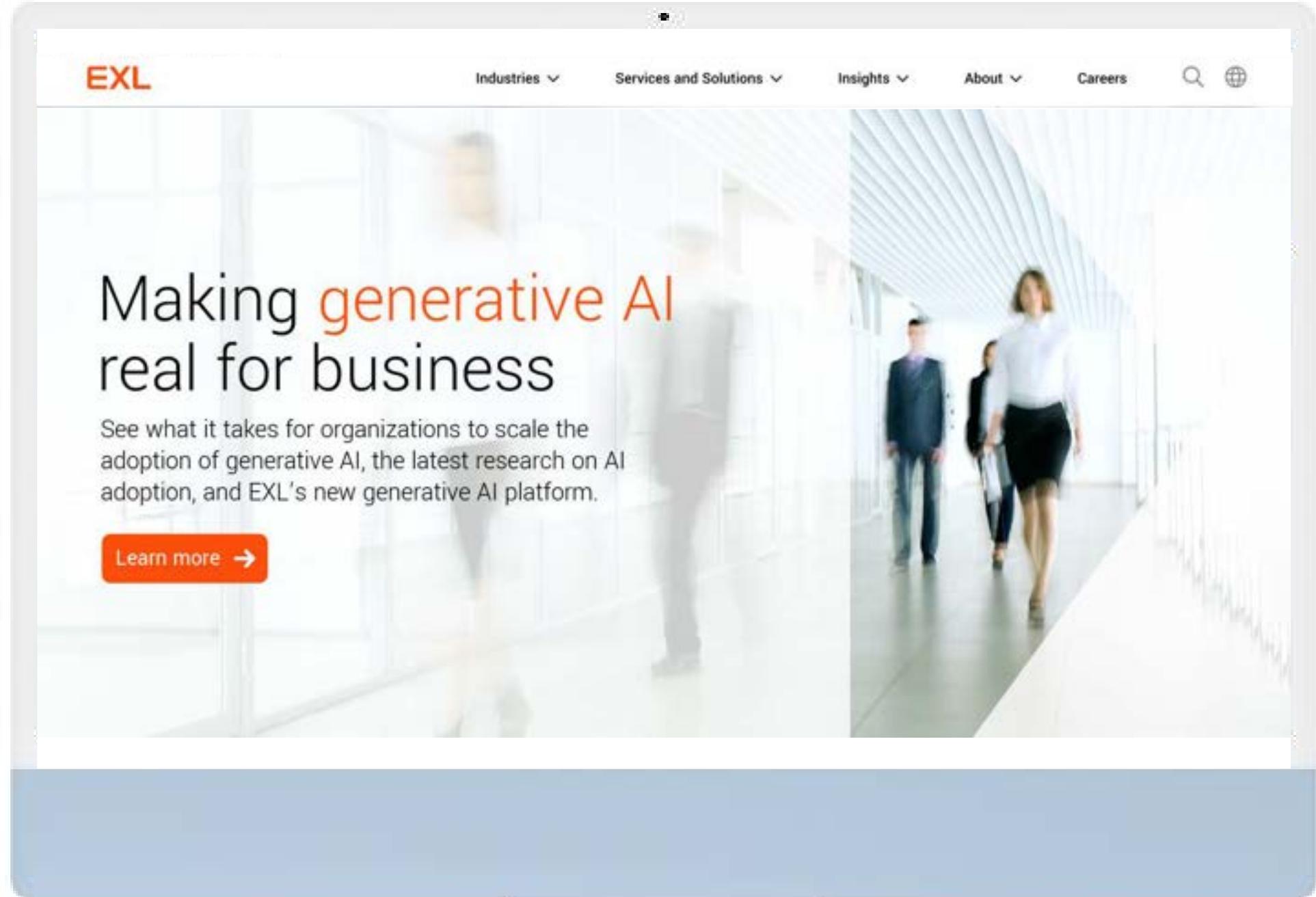
Graphic symbols

Photography

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## Website: color approach

Our visual identity system is based primarily on orange with secondary color accents and minimal white or EXL Light Blue backgrounds.

EXL Light Blue at 50% tint should be used as a background tone to add dimension and distinction to materials.

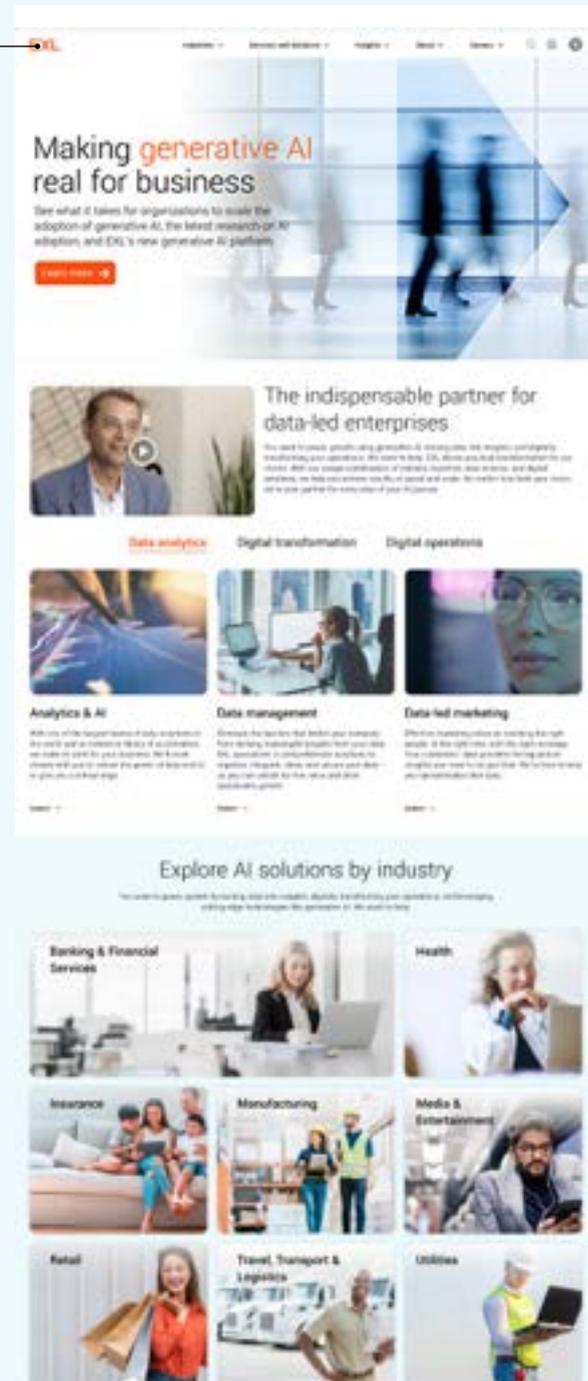
The other EXL supporting colors can be used minimally as headline copy, stand out copy or for subtle emphasis.

Always remember EXL Orange is the hero color and should be used to create emphasis and to highlight important information.

All white EXL logo and navigation menu in header.

EXL Motion imagery should be used on key communications pieces such as the homepage.

To ensure the boldness of orange and simplicity in implementation, imagery should be warm, full color and human in focus.



**Overall:**  
 To create the right flow and cadence of information, pay special attention to the gutters/columns around the content and photography. Keep consistency in the distance between headlines, body copy, graphic elements and buttons in each section.

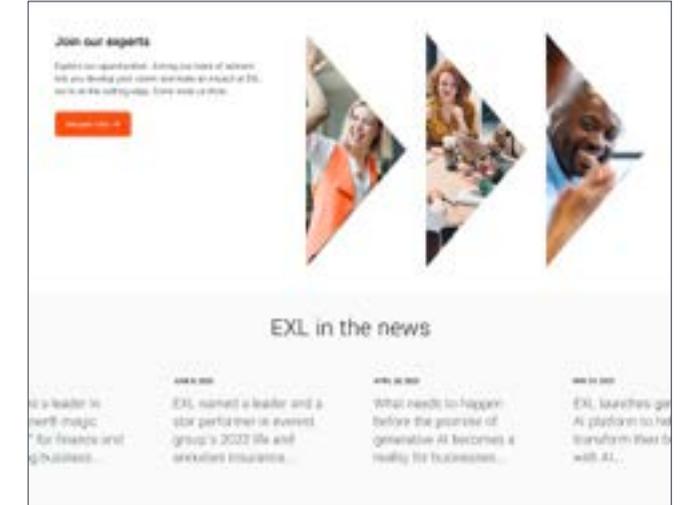
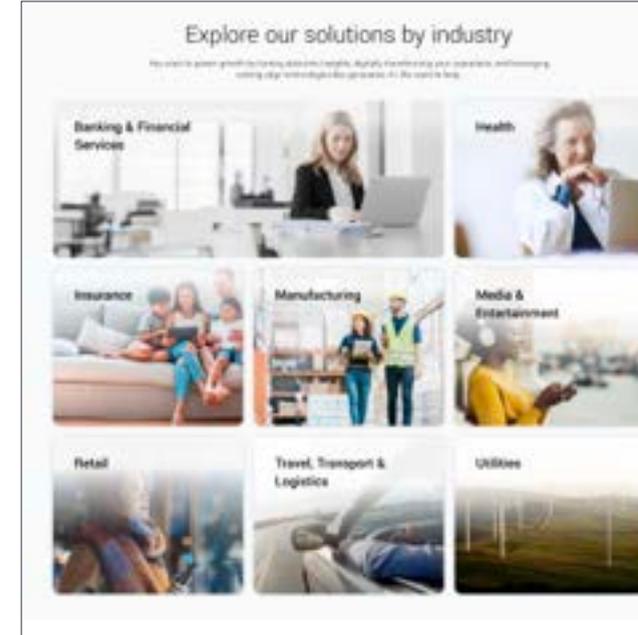
The Forward Progress icon can be filled with positive, appropriate people imagery.

The footer should be on a white background with black type and the font should not be smaller than 17pt or 13pt for bold fonts.

## Website: main pages

We've established a consistent treatment across our web pages.

Use EXL Orange as the primary color with the EXL secondary colors in subtle supporting use.



Headlines on main pages should follow these type specifications

Font: Yantramanav Light

Heading font size: 80 pt

Subhead font size: 22 pt

CTA font size: 16 pt

Allow enough contrast for legibility

- On darker colors, use white type

- On lighter backgrounds, use black or orange type



## Website: content selection & cropping

It is important to select and crop images for both desktop website formats and mobile website formats.

The visuals to the right show how to revise and minimize content for the mobile version of the website.

Level 2 should follow the design layout to the right. The Forward progress arrow is scaled and appears in EXL Light Blue (100% opacity). All content information appears within this area as illustrated.

Desktop website version



Mobile website version



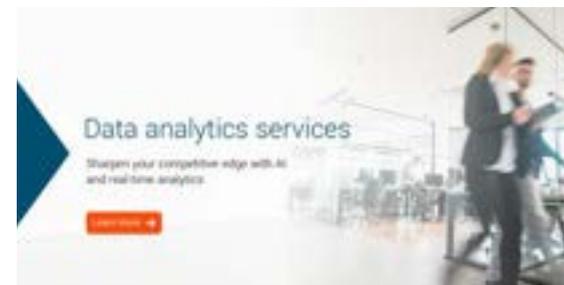
Industries overview (uses motion blur imagery)



L2/L3



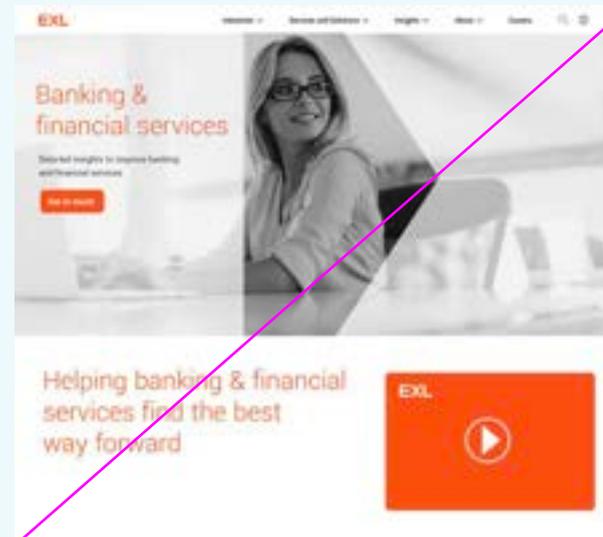
Services & solutions overview (uses motion blur imagery)



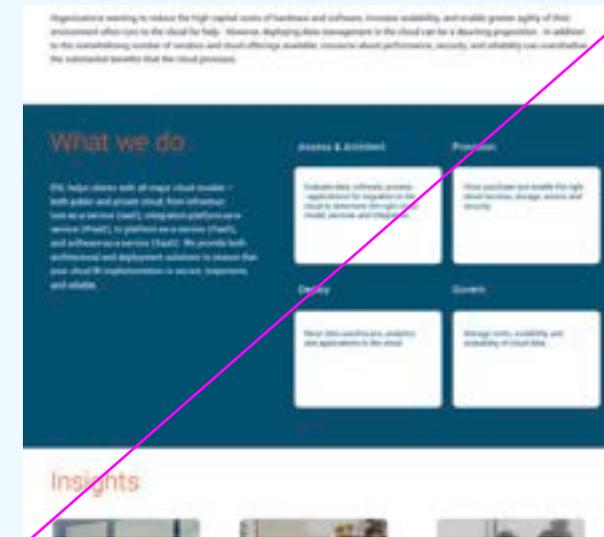
L2/L3



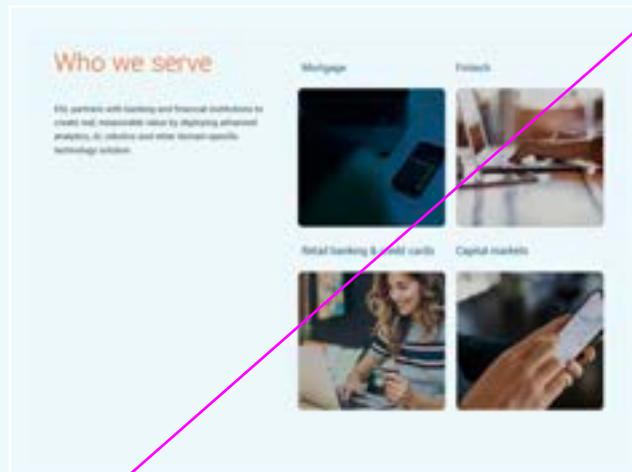
# Things to avoid



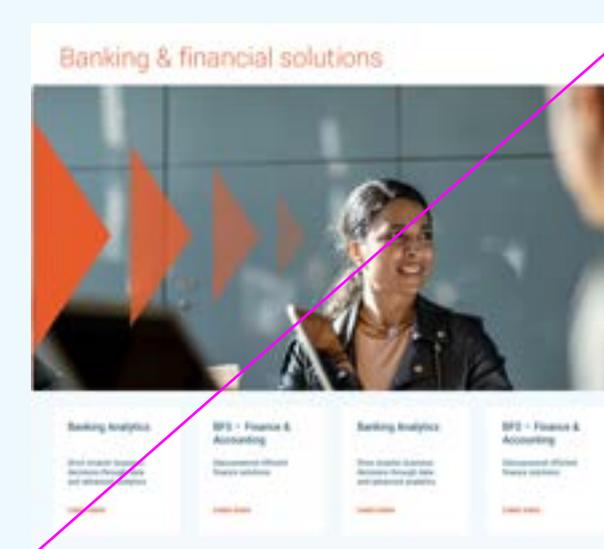
**Do not**  
Use B/W imagery on any pages of the website



**Do not**  
Use the darker secondary colors for backgrounds



**Do not**  
Use the darker secondary colors for rollover highlights



**Do not**  
Use multiple graphic symbols (no more than three Forward Progress arrows and only one Growth arrow)

## Email signature

Email signatures are a vital component to EXL's corporate identity. They represent an important branded asset that reaches the market. Therefore, it is essential that our email signatures are consistent across all geographies and business units to promote a high level of legitimacy and professionalism and build our master brand.

**Corporate email signatures are not an area for personal expression.**

The typeface should remain unaltered in terms of font, color, style, or size. Additional elements like images, taglines, philosophical quotes, etc., should not be incorporated into an email signature unless specifically instructed by the corporate guidelines.

**EXL**

Name (Calibri Light 11 pt)

**Title/designation (Calibri 8.5pt)**

Subfunction/specialization/department or EXL

P: Phone #1 [format in +1 (212) 000-0000]  
M: Phone #1 [format in +1 (212) 000-0000]  
F: Fax (if applicable)  
L: First name of LinkedIn (if applicable)  
T: Twitter username/handle (if applicable)  
E: Email address

**Do not**

**EXL** | *We make it happen*

**Data solutions**

Name (Calibri Light 11 pt)

**Title/designation (Calibri 8.5pt)**

Subfunction/specialization/department or EXL

P: Phone #1 [format in +1 (212) 000-0000]  
M: Phone #1 [format in +1 (212) 000-0000]  
F: Fax (if applicable)  
L: First name of LinkedIn (if applicable)  
T: Twitter username/handle (if applicable)  
E: Email address

 *Think before you print*

### Steps to correctly install the branded email signature

1. Download the RTF file from the Brand Assets page on Planet EXL
2. Open it with Microsoft Word and complete the necessary fields in the table
3. Delete any unused/unnecessary rows in the table
4. Select the entire table by placing your cursor inside the table. Then click on the Layout Tab, click the Select button, and click on the Select Table option
5. Select Copy (Ctrl+C)
6. Open the Outlook application and click on File/Options/Mail/Signatures.../New and name your new signature
7. Change the font of the body text to Calibri Light
8. Click your cursor inside the Edit signature field and paste the completed signature table from the RTF

# Visually impaired considerations

## Color usage:

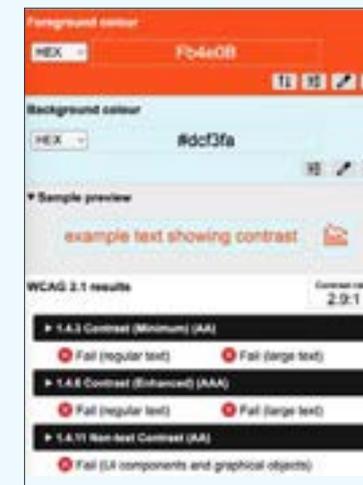
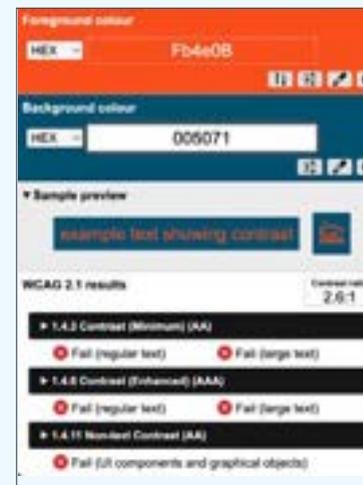
Make sure not to rely solely on color for conveying information, indicating actions, eliciting responses, or distinguishing visual elements.

When using text color differences to convey information, always provide supplementary visual cues whenever possible. For instance, if there are words linked in a paragraph or items in a list presenting in colored text, consider incorporating additional style to the text, such as **underlining**, **bolding**, **italicizing**, or **changes in font size**.



## Color contrast ratio:

The visual presentation of regular-sized text must meet a color contrast ratio of 4.4:1 against a background color. However, for large or large-scale texts, the minimum requirement is a contrast ratio of 3:1 against the background. Here are some color considerations that should be avoided, as they fail to meet the WCAG contrast ration guidelines.



## Exceptions to the color contrast requirements:

Incidental or decorative texts that are part of inactive components or invisible to users.

Brand names and logo-type images.

Texts that are part of pictures that contain most visuals.

### Text:

#### Text and font selection:

The text must follow these spacing guidelines to be accessible to visually impaired viewers.

- Line height (line spacing): to at least 1.5 times the font size
- Spacing underneath paragraphs: to at least 2 times the font size
- Letter spacing (tracking): to at least 0.12 times the font size
- Word spacing: to at least 0.16 times the font size

Text that is part of user interface components that are visible to the users must be resizable (scalable) to 200% without the help of any assistive technologies like screen magnifiers.

#### Developers must ensure:

- The content is scalable to 200% without any loss of information or functionality
- The content or texts do not overlap or become illegible to the users
- The user interface components do not become unusable or inactive

#### Linked text:

When creating links, ensure you use descriptive link text that clearly conveys the purpose of the link. Avoid generic phrases like "Learn More" or "Click More" as they do not provide any context for the users. By using descriptive link text, you make it easier for users to understand where the link will take them, enhancing their overall browsing experience and making your content more accessible. For example, "Read the report" or "See the results."



## Images:

### Images of text:

The visual presentation of texts and images mandates that regular-sized texts and images of texts meet a color contrast ratio of 4.5:1 against their background color. This requirement ensures that the content remains easily legible and accessible to all users, regardless of their visual abilities.

### Example:

On the right, Hero image A is not accessible due to the lack of sufficient color contrast between the foreground text and the background associated with "Banking." Hero image B is accessible because it adheres to the guidelines, with a white overlay background color and orange text foreground color that achieve the contrast ratio of 4.5:1.

### Alt Text:

Images must have text alternatives that accurately describe the information or function they represent. This practice is essential to ensure that individuals with various disabilities can effectively access and understand the content conveyed by the images. By providing descriptive text alternatives, such as alt text, you make the content accessible to people with visual impairments who use screen readers.

Additionally, it benefits those with others disabilities that may affect their ability to view images, allowing them to comprehend the content and

context of the visuals being used. Following these guidelines fosters inclusivity and ensures that all users can fully engage with the content regardless of their disabilities.

### Decorative Images:

Decorative images serve no informational purpose on a web page. To ensure they are appropriately handled by assistive technologies, a null (empty) alt text should be provided (alt=""). By doing so, screen readers and other assistive tools can skip over these decorative images, preventing any confusion or unnecessary verbalization of non-essential content. This practice not only improves the overall user experience for individuals with disabilities but also helps streamline the accessibility of the page by focusing on relevant and meaningful content.

Hero image A



Hero image B



## Images:

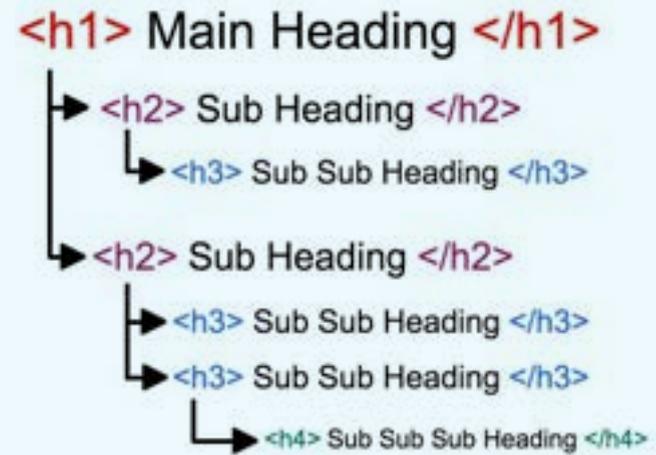
### Images of text:

When using images of text, it is crucial to provide an accurate text alternative that conveys the same words as displayed in the image. In the given CSS code example: ``, the alt text precisely matches the textual content shown in the image.

### Additional:

**Consistent page layouts:** Page layouts should strive for consistency whenever possible. It is essential to maintain uniformity in areas outside of the page's primary content to facilitate navigation across the entire website. Achieving this consistency can be accomplished by utilizing page template that provides a standardized structure and design elements.

**Use of headers and hierarchical organization:** To create a clear hierarchy, ensure the content is clearly using headers and subheaders, appropriately labeled as H1, H2, H3, and H4, etc. By assigning the correct header levels, screen readers can convey the content's organization accurately, allowing users to understand the relationships between different sections and grasp the overall flow of the material.



# EXL

[exlservice.com](https://exlservice.com)

Global Headquarters  
320 Park Ave, 29th floor  
New York, NY 10022

**T** +1 (212) 277-7100  
**F** +1 (212) 277-7111

United States | United Kingdom | Australia  
Bulgaria | Colombia | Czech Republic  
India | Philippines | Romania | South Africa