

Brand Guidelines

The logo for Cinnox, featuring the word "cinnox" in a lowercase, sans-serif font. The letters "c", "i", "n", "n", "o", and "x" are white, while the "o" is blue and the "x" is green.

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

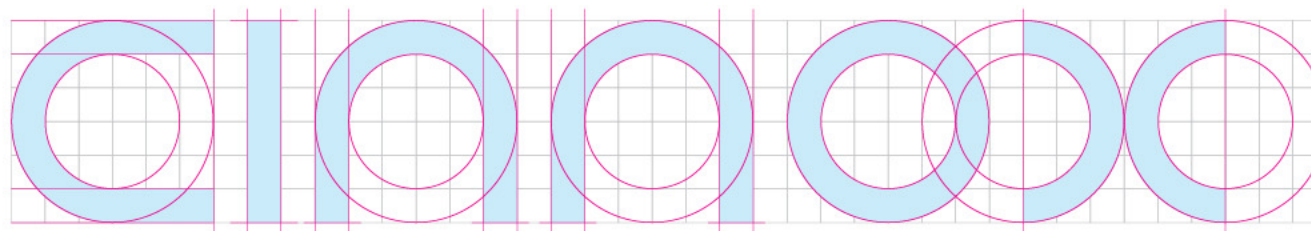
We connect businesses with customers by intelligently orchestrating each touchpoint, striving for a balance between artificial intelligence and human support.



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.



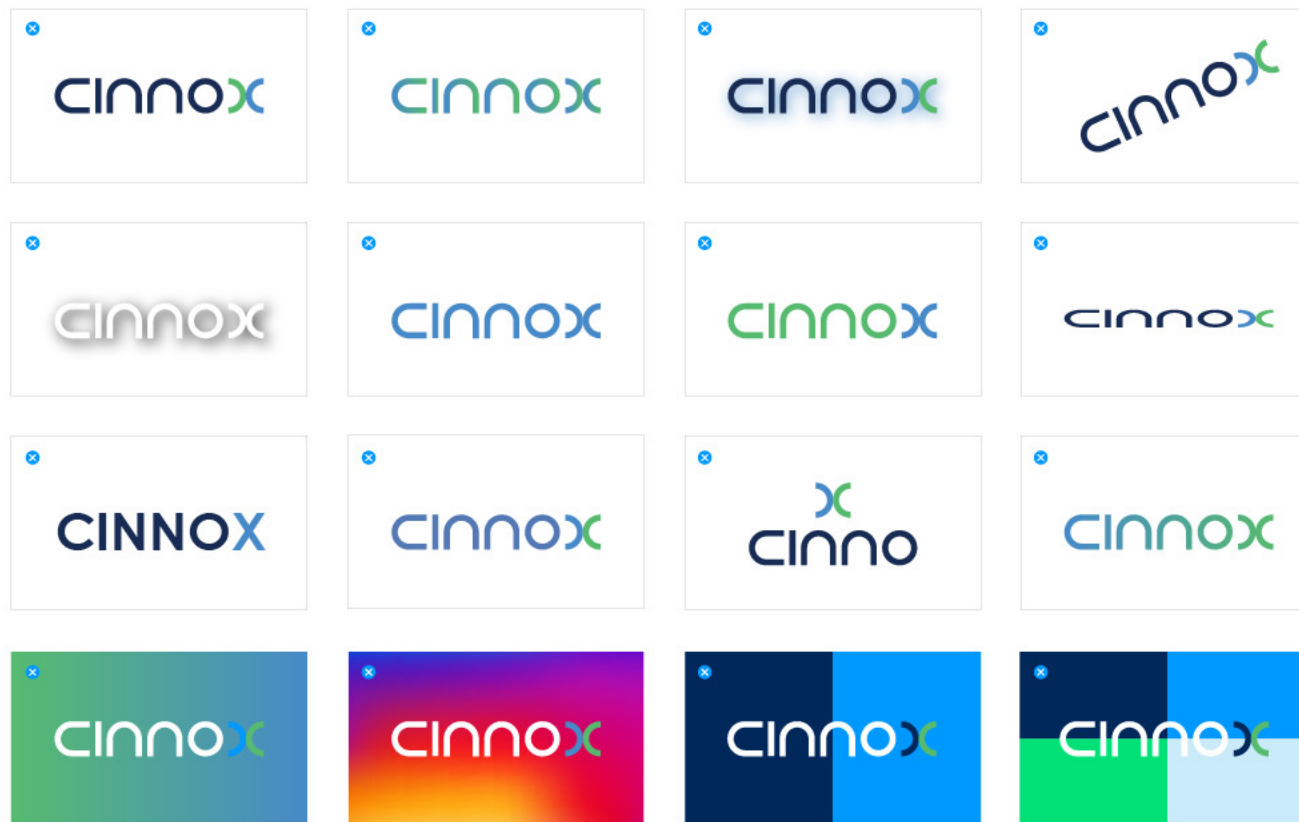
COLOUR USAGE

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.





REPRODUCTION

COLOUR PALETTE

<div>#00285A</div> <div>R 0 / G 40 / B 90</div> <div>C 100 / M 89 / Y 35 / K 32</div> <div>PANTONE 294 C</div>	<div>#0099FF</div> <div>R 0 / G 153 / B 255</div> <div>C 70 / M 34 / Y 0 / K 0</div> <div>PANTONE 279 C</div>	<div>#00E178</div> <div>R 0 / G 225 / B 120</div> <div>C 66 / M 0 / Y 76 / K 0</div> <div>PANTONE 2268 C</div>									
<div>#FFFFFF</div> <div>R 255 / G 255 / B 255</div> <div>C 0 / M 0 / Y 0 / K 0</div> <div>PURE WHITE</div>	<div>#D7F5FF</div> <div>R 212 / G 239 / B 252</div> <div>C 15 / M 0 / Y 0 / K 0</div> <div>PANTONE 642 C</div>	<div>#000000</div> <div>R 0 / G 0 / B 0</div> <div>C 100 / M 100 / Y 100 / K 100</div> <div>PURE BLACK</div>									
<div>#FCEE21</div> <div>R252/G238/B33</div> <div>C5/M0/Y93/K0</div>	<div>#f7941d</div> <div>R247/G148/B29</div> <div>C0/M49/Y99/K0</div>	<div>#f15a29</div> <div>R241/G90/B41</div> <div>C0/M80/Y94/K0</div>	<div>#ef4136</div> <div>R239/G65/B54</div> <div>C0/M90/Y85/K0</div>	<div>#d7df23</div> <div>R215/G223/B35</div> <div>C20/M0/Y98/K0</div>	<div>#8dc63f</div> <div>R141/G198/B63</div> <div>C50/M0/Y99/K0</div>	<div>#39b54a</div> <div>R57/G181/B74</div> <div>C75/M0/Y100/K0</div>	<div>#009444</div> <div>R0/G148/B68</div> <div>C86/M17/Y100/K3</div>	<div>#cb4cfb</div> <div>R203/G76/B251</div> <div>C43/M74/Y0/K0</div>	<div>#8b1ffa</div> <div>R139/G31/B250</div> <div>C65/M79/Y0/K0</div>	<div>#5c00fa</div> <div>R92/G0/B250</div> <div>C77/M79/Y0/K0</div>	<div>#4014b7</div> <div>R64/G20/B183</div> <div>C87/M91/Y0/K0</div>

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.

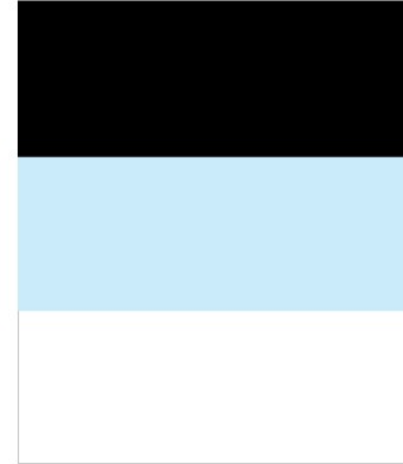


Core Usage

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

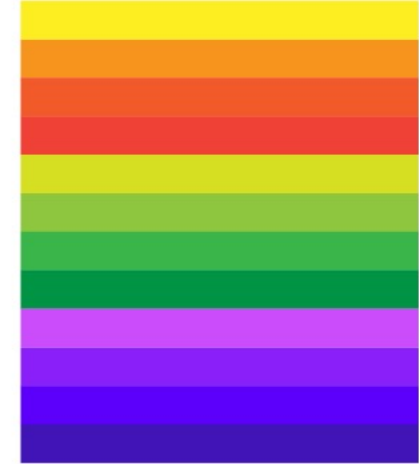


Core Usage

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

IMPORTANT NOTE

USE OF LOGO

CINNOX's **prior review and written consent** is required for any use, distribute or disclose of CINNOX materials, tradename and/or logo by the partner in any form, including but not limited to print pieces, press materials, broadcast emails, and website/online postings.

COLOR GUIDELINES

We'd suggest using RGB colours for digital printing, and 4C and Pantone colours for offset printing. For large format printing, please follow the Pantone colours depending on the required size and material.

Please also remind your print suppliers to follow CINNOX colour code and provide the print sample(s) before mass production to ensure there's no colour discrepancy.



THANK YOU!

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