

Our Brand Style Guide

REVISED 04.19.25



What is a logo?

A logo is a symbol or design that represents a brand. It's the face of the company.

What is a brand?

A brand is a company's personality—it's how people recognize and remember it.

A brand needs a strong consistent identity for five key reasons:

Recognition: A strong identity makes our brand easy to spot and remember. When people see consistent logos, colors, and styles, they know it's our brand, Xclusive Services, which helps us stand out.

Trust: When a brand looks and feels the same everywhere, people see it as more reliable. Consistency shows that the brand cares about quality, professionalism, and trustworthiness.

Connection: A strong brand identity makes it easier to connect with people and customers emotionally. It helps them understand what the brand stands for and feel like they're part of its story and mission.

Loyalty: When people recognize, trust, and connect with a particular brand, they're more likely to stick with it.

Clarity: A clear brand identity helps both customers and team members understand the brand's purpose and values. It guides everything the brand does, making decision-making easier and keeping everyone on the same page.



What makes a brand
consistent?

Logo
Font
Color Palette
Graphics
Images

Make our brand *look* the same everywhere.

Voice
Tone

Make our brands *sound* the same everywhere.

We have one logo

This isn't a trick—there really is only one! Across our whole company, we have just one logo: the Xclusive Services logo. There might be a few versions of it depending on where we use it, but we don't make any other logos for any of our products, services, programs, or anything else.



Black And White Printing



Different color combinations will be needed to be able to prominently be seen in different assets, IE black & white vs. color, etc.

What is an icon?

Icon can be considered a logo's avatar, and in certain situations, like social media profiles and page tabs, an icon is needed. This is ours:



**And...we have three service divisions, or
as we call them, “pillars of service”**



Each pillar has its own logo with a branded “accent” color, to keep the services clearly defined when talking with potential or existing customers.

Here is a brief explanation of each pillar of service for more clarity



Flexible staffing for housekeeping, laundry, front of house, janitorial, events, and food and beverage roles.



Avendra International—approved supplier of overnight janitorial services for: public areas, restaurants and bars, kitchen cleaning, and floor care.



Provider of turnkey housekeeping and janitorial departments for your property. A fully managed solution to your day-to-day needs.

Our Colors

CF152D

58595B

EAD54D

5271FF

158750

000000

Our Colors

Our enhanced color palette is carefully selected to reflect our core values—People First, Service Obsessed, Chasing Excellence, Accountability, and Integrity—while visually supporting a brand that is professional, regal, consistent, sophisticated, and caring.

#CF152D – Fire Engine Red

This warm and energizing red embodies passion, empathy, and care, showing that at the heart of everything we do, we put people first. It also serves as the pillar accent color for our Staffing Services, honoring our legacy offering and continued people-first focus.

#58595B – Sophisticated Gray

A balanced, neutral gray that reflects accountability, trustworthiness, and stability. It provides visual harmony and is the go-to tone for text and secondary elements that require subtle strength.

#EAD54D – Golden Yellow

This bright and welcoming yellow reflects our “Service Obsessed” mentality. It adds a vibrant, friendly touch that signals warmth and approachability to both customers and team members.

#158750 – Environmental Green

Known as Environmental Green, this color is the pillar accent for our Janitorial Services. It represents sustainability, cleanliness, and care for the spaces we serve. *Important: This shade should be used only in content related to our janitorial services and applied sparingly as an accent to maintain visual consistency across the brand.*

#5271FF – Royal Blue

This bold, Royal Blue is the pillar accent for our Outsourcing Services, symbolizing full-service capability, trust, and leadership. *Important: This specific shade of blue is intentionally bright to pop against our dominant red and black brand colors, ensuring clarity and contrast in digital and print formats. This shade should be used only in content related to our outsourcing services and applied sparingly as an accent to maintain visual consistency across the brand.*

#000000 – Black

Black brings depth, elegance, and professionalism to our brand. It’s foundational in our palette and used to anchor layouts, typography, and contrast elements with clarity and strength.

CF152D

58595B

EAD54D

5271FF

158750

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Our Fonts

Primary Fonts:

Montserrat Bold

Montserrat

Design Accent Fonts:

MONSERRAT BOLD SPLICED

MONSERRAT BOLD OUTLINE

Amsterdam One

MS Office Fonts

Calibri Bold

Arial

Our Photography

All of our brand photography features real service and support team members in action—captured in candid moments that reflect authenticity, approachability, and pride in their work. Whether it's a warm smile, a focused task, or a confident stance, each image is designed to showcase the heart of Xclusive: our people.

Each subject is positioned in front of a bold graphic red circle, using our signature Fire Engine Red brand color. More than a visually striking backdrop, the circle serves as a symbol of unity, focus, and care—a reminder that at Xclusive, every team member is at the center of our mission to put people first and deliver excellence.

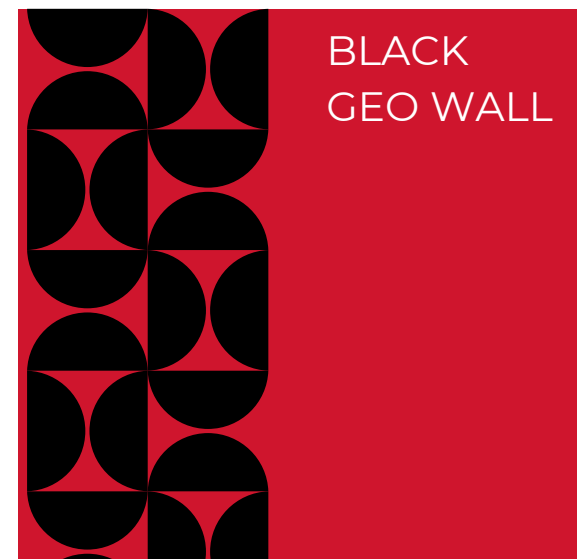
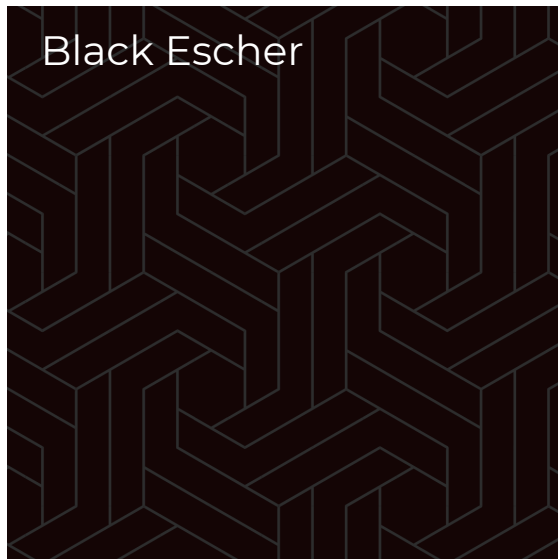
The subject should be full color on our site, and on printed marketing assets, and b&w on sales presentations and printed sales assets.

This photography approach ensures that our visuals remain distinctive, human-centered, and deeply aligned with our brand values.



Our Graphic Backgrounds

Although any of our brand colors can serve as a solid background, we also offer graphic backgrounds as options to use.



We've got a look
for that.



Outlook Email Signature

Cc

Tuesday's Meeting

Draft saved at

Dear Sally,

Thanks so much for your time on Tuesday and giving me a tour of the property. I look forward to with you

Jason Nutile
Director of Marketing



720-810-9383
Jason.Nutile@XclusiveServices.com



Book time to meet with me

To

Cc

Tuesday's Meeting

Draft saved at 4

Dear Sally,

Thanks so much for your time on Tuesday and giving me a tour of the property. I look forward to with you

Jason Nutile
Director of Marketing



720-810-9383
Jason.Nutile@XclusiveServices.com



Book time to meet with me

Company Phone Screens



Company Laptop Display



Notecards



Letterhead



720-810-9383



8774 Yates Drive, Denver, CO 80031



jason.nutile@xclusiveservices.com

Notepads



Business Cards



Our Site



English ▼

Need Team Members?

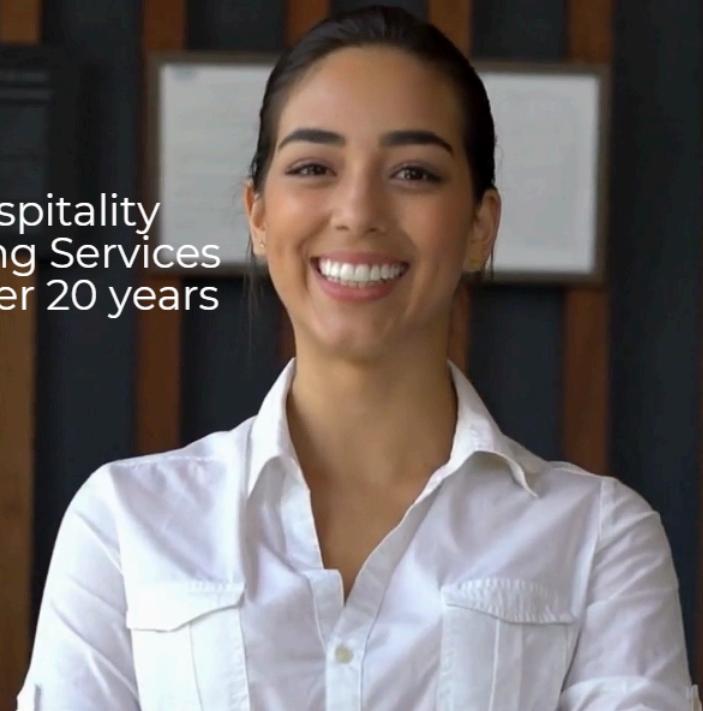
Join Our Team!

[About Us](#) | [Locations](#) | [Services](#) | [Blog](#) | [Hire Us](#) | [Careers](#)

How may we be of service?

For over 20 years, Xclusive Services has proudly partnered with customers from the hospitality industry and beyond to provide staffing and facility services. Our commitment to quality, operational excellence, and trustworthiness has enabled us to build long-lasting relationships with leading hotels, resorts, stadiums, casinos, and other industries nationwide.

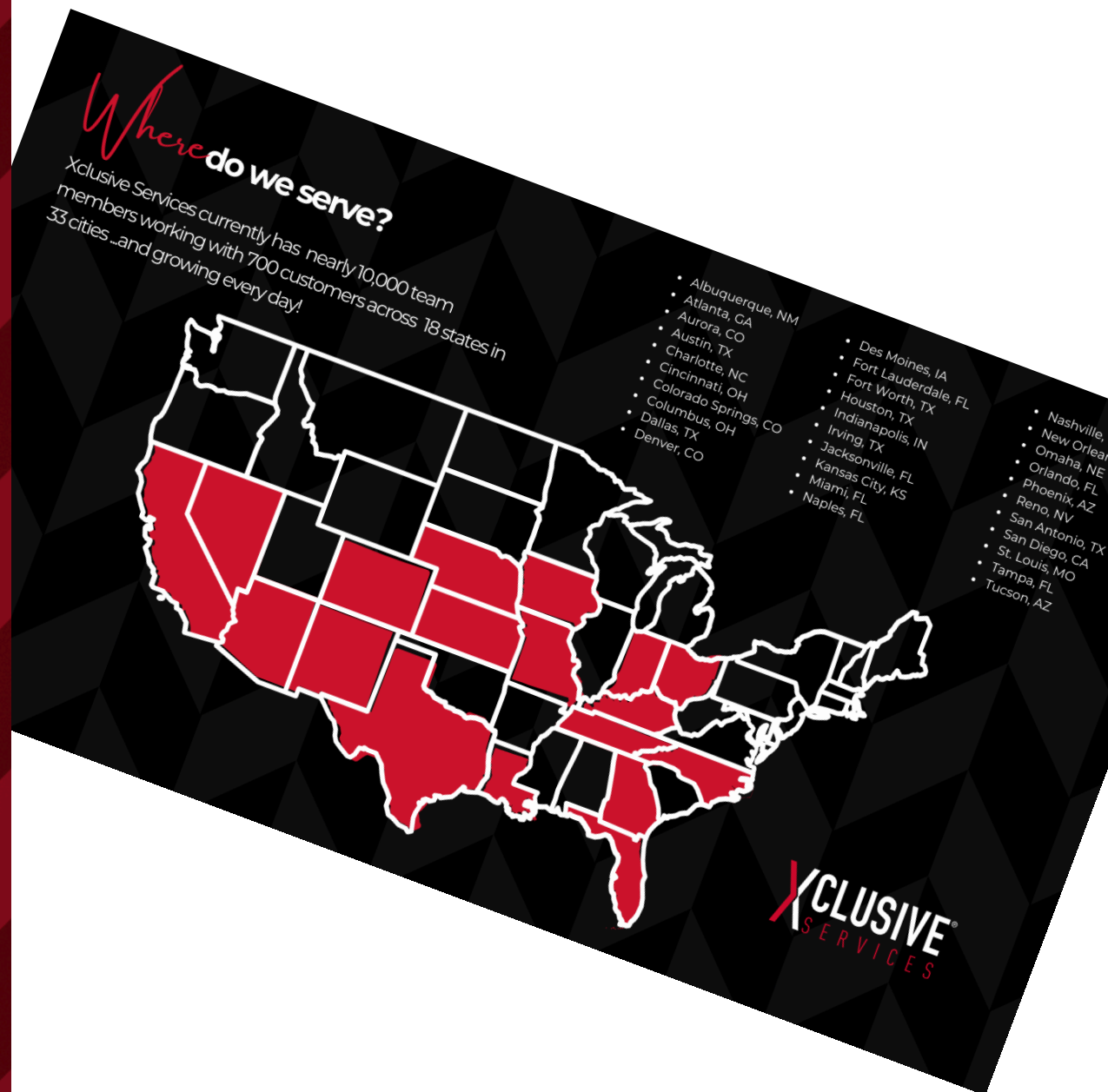
Hospitality
Staffing Services
for over 20 years



Paid Digital Ads



Pitch Decks



Direct Mail Postcards



Zoom Backgrounds



Event Displays



XCLUSIVE[®]
SERVICES

Albuquerque,
Join Our Team!

We're on a mission to make a positive impact in the lives of the individuals we serve by providing premier hospitality staffing with unmatched support. We're always looking for hard-working, professional, and reliable team members to deliver fast, flexible, and first-class staffing solutions to our customers. Does this sound like you? Apply today.



Learn More About
Your Local Team

Our Core Values Are: People First Service Obsessed Chasing Excellence Accountability Integrity	All of our team members are Xclusive employees with full benefits. Not independent contractors	All of our team members receive free top-tier service and safety compliance training
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Ivannia Green 6403 Menaul Blvd NE. Must show valid ID

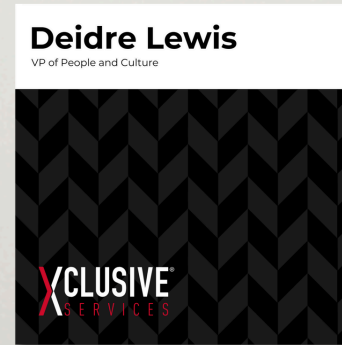
Company Culture Assets

WE ARE NOT A
TEAM
BECAUSE WE
WORK TOGETHER

WE ARE
A TEAM BECAUSE
WE RESPECT
TRUST AND CARE
FOR EACH OTHER

XCLUSIVE
SERVICES

Office Name Plates



Branch Locations

XCLUSIVE[®]

SERVICES

Serving

Dallas

with

Unmatched

Support

**WE'RE HIRING,
DALLAS!**

- Dishwashers
- Banquet Servers
- Housekeeping

Join Our Team Today



Branch Hours
Mon - Fri 8am - 5pm
Sat - Sun Closed

Habla Espanol

**#1 in Safety
& Training**

Protecting their
well-being,
and your
business.



XCLUSIVE[®]
SERVICES

Premier
Staffing & More

XCLUSIVE[®]
SERVICES

Housekeeping
Janitorial
Food & Beverage
Utility

You're not the next Picasso?

You don't have to be. The Marketing Department can handle any request you may have for your next project. Just reach out to Jason Nutile on Teams or email him at

Jason.Nutile@XclusiveServices.com