

# Our Brand Style Guide



## **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:



# Our Colors

CF152D

58595B

EAD54D

023040

870810

000000

# Our Colors

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

**#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.

**#58595B (Sophisticated Gray)** – This balanced, neutral gray speaks to our commitment to accountability. It reinforces trustworthiness and stability

**#EAD54D (Golden Yellow)** – This bright, welcoming yellow reflects our “Service Obsessed” mentality, adding an inviting and friendly feel to the brand for customers and team members alike.

**#023040 (Gunmetal)** – This deep, regal gunmetal represents integrity. It’s a trustworthy and grounded color.

**#870810 (Burgundy)** – This rich burgundy highlights our pursuit of chasing excellence, symbolizing resilience, focus, and a drive for continuous improvement in everything we do.

**#000000 (Black)** – Black brings depth and professionalism to our brand.

CF152D

58595B

EAD54D

023040

870810

000000

# Our Fonts

Primary Fonts:

**Montserrat Bold**

Montserrat

Design Accent Fonts:

MONSERRAT BOLD OUTLINE

*Amsterdam One*

MS Office Fonts

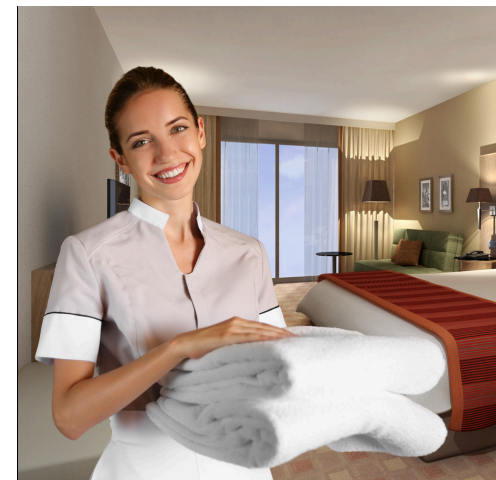
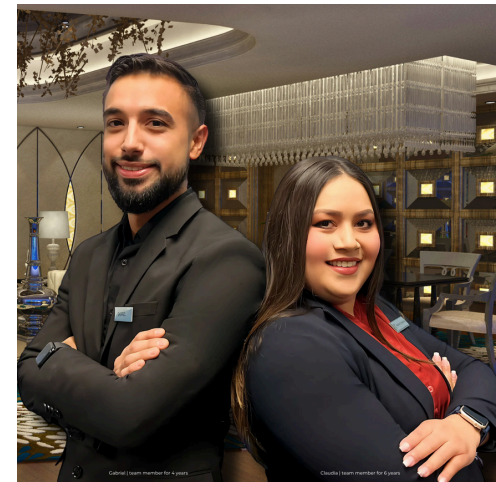
**Calibri Bold**

Arial



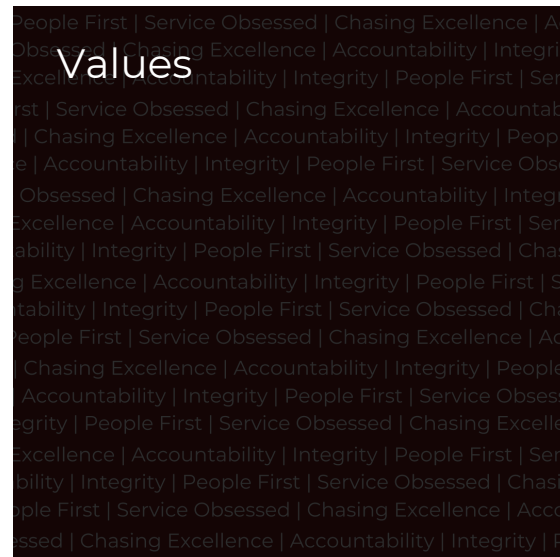
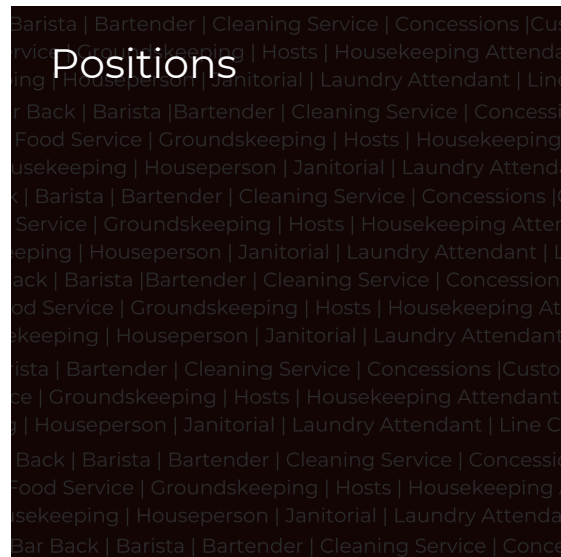
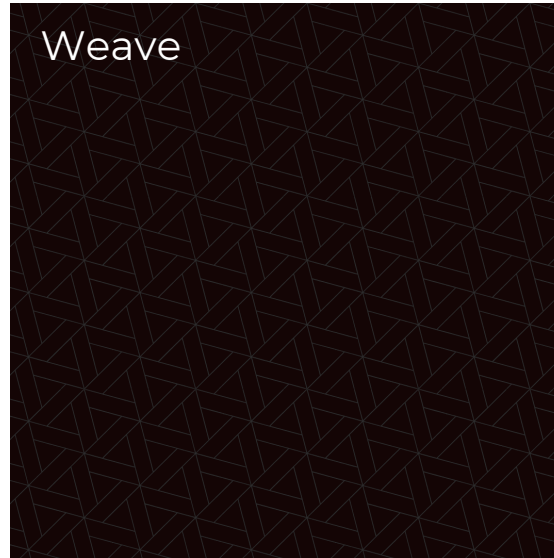
# Our Photography

With our core value of “People First,” our main photos should feature real Xclusive team members. Each photo should include the team member’s first name, city, and the year they joined Xclusive. Whenever possible, our people should be in the spotlight. The hospitality industry is more traditional, polished and posed than most industries and our photos should speak to that level of professionalism in wardrobe, stance and appearance



# 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?

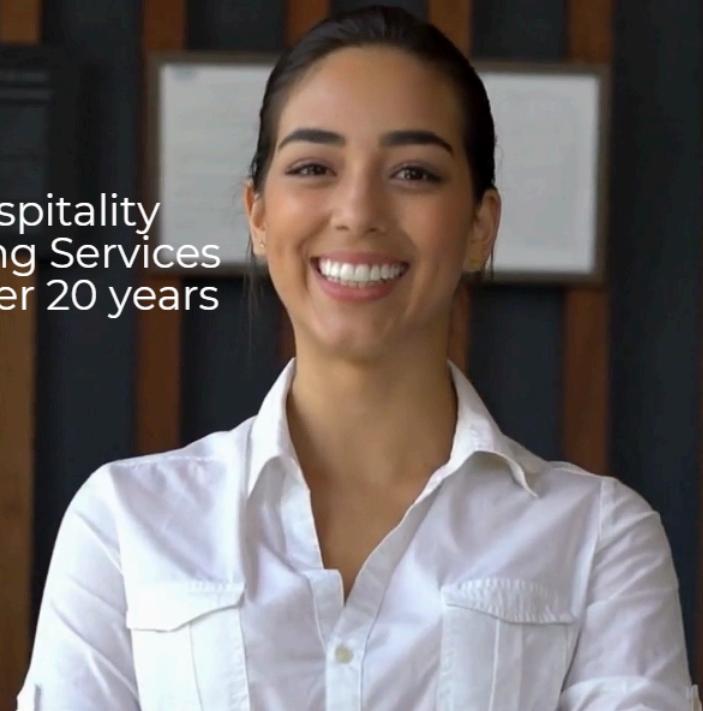
Join Our Team!

[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.

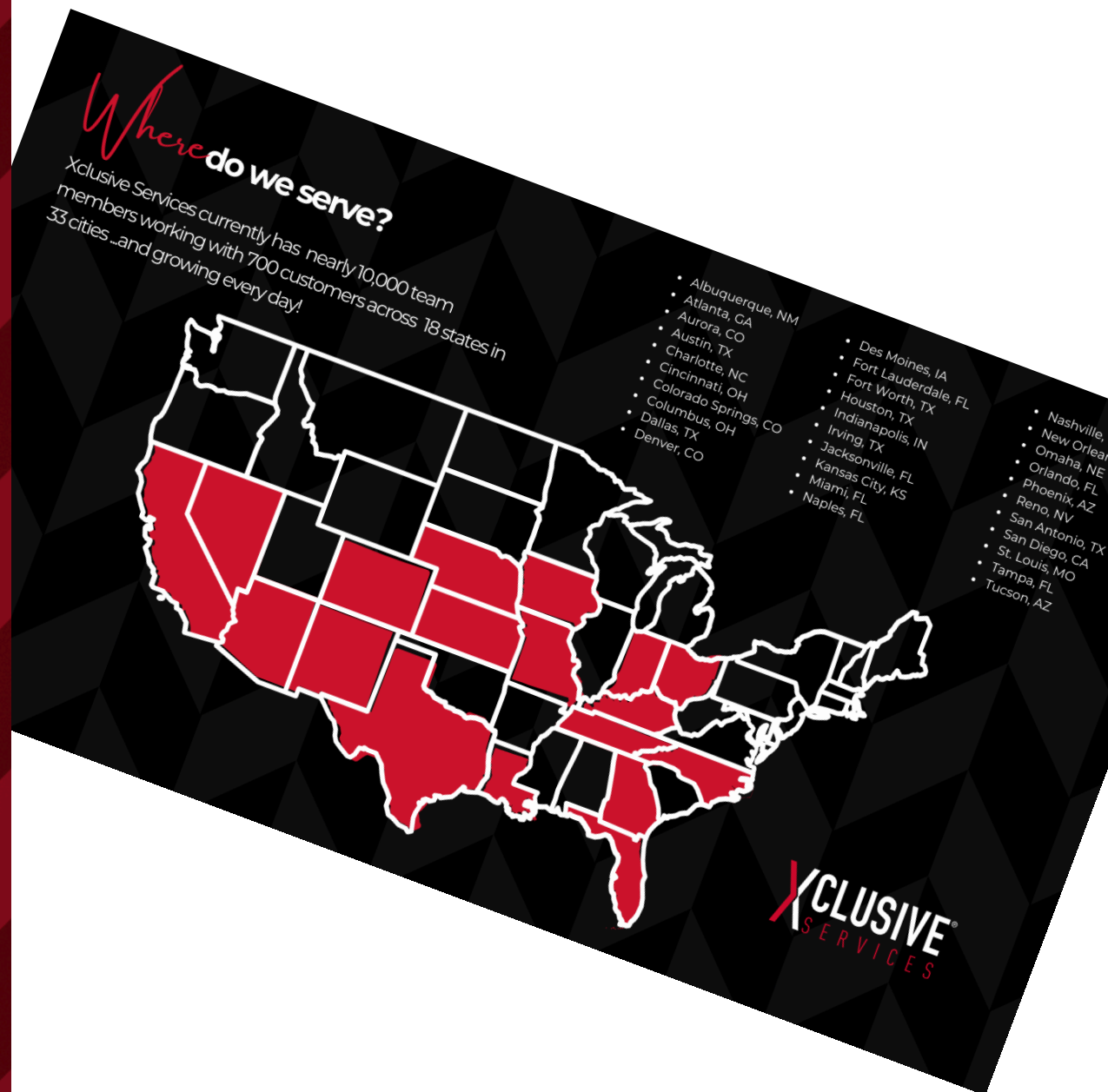
Hospitality  
Staffing Services  
for over 20 years



# Paid Digital Ads



# Pitch Decks





# Direct Mail Postcards



# Zoom Backgrounds





# Event Displays



**XCLUSIVE<sup>®</sup>**  
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

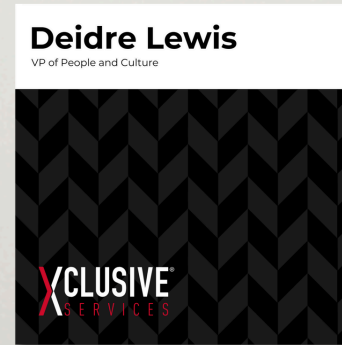
WE ARE NOT A  
**TEAM**  
BECAUSE WE  
**WORK TOGETHER**

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

**XCLUSIVE**  
SERVICES



# Office Name Plates



# Branch Locations

# XCLUSIVE<sup>®</sup> 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<sup>®</sup>**  
SERVICES

Premier  
Staffing & More

**XCLUSIVE<sup>®</sup>**  
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](mailto:Jason.Nutile@XclusiveServices.com)**