



Brand Identity Guidelines

Xemelgo



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The Logo: Design Concept

Xemelgo means “twin” in Galician, reflecting the platform’s core purpose: creating a live digital twin of real-world operations through RFID and AI. This gives operations teams visibility into inventory, orders, assets, and shipments.

The Xemelgo logo brings this concept to life, representing the connection between physical operations and their digital counterpart. The emblem and wordmark work together to symbolize alignment, visibility, and replication.

THE INTERLOCKING SHAPES

The geometric shapes represent the physical world and its digital twin, with two mirrored halves coming together to form a “twin.”

THE CONNECTION

The overlapping lines represent the bridge between the physical and digital worlds, connecting RFID-tracked items and real-time information to the cloud-based system.



The Logo: The two variants

The Xemelgo logo is available in two configurations: a standard horizontal logo, with the logo mark on the left and left-aligned wordmark on the right, and a vertical logo, with the logo mark on top and center-aligned wordmark below. Both configurations should always be used with the logo mark and wordmark together.

STANDARD HORIZONTAL



VERTICAL





The Logo: Usage with colored backgrounds

Based on color contrast ratios, the correct logo type must be used. Use the primary Xemelgo logo on lighter backgrounds and the secondary versions on darker backgrounds.

PRIMARY VERSION



SECONDARY VERSION



The Logo: Improper Usage

- Avoid using the Xemelgo logo against busy patterns or images to prevent it from appearing unclear or distorted.
- Refrain from recoloring any elements of the logo.
- Do not cut off any part of the logo.
- Do not remove the Xemelgo company name from the "X" symbol.
- Do not stretch the logo; follow the right dimensions and proportions specified in this document
- Based on color contrast ratios and accessibility guidelines, the correct logo type must be used.

❌ DO NOT STRETCH THE LOGO

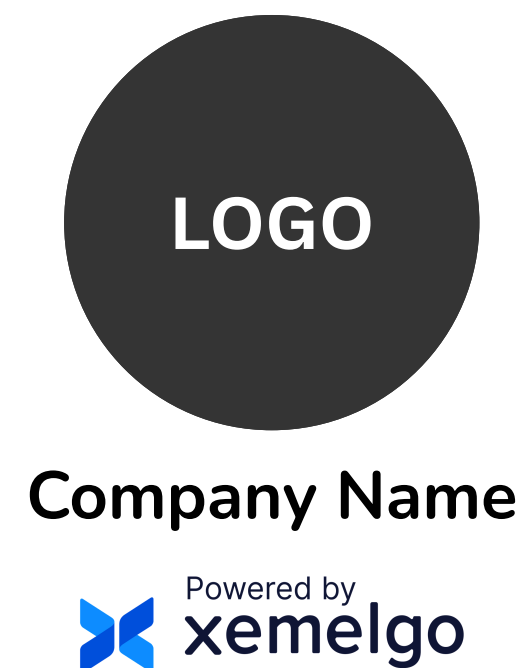


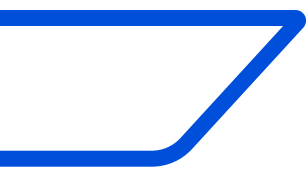


The Logo: Usage with other logos, *Powered by Xemelgo*

Use the “Powered by Xemelgo” lockup when Xemelgo provides the underlying technology or platform behind a partner’s product or experience. The lockup should remain visually secondary to the primary brand and can be used with either the horizontal or vertical Xemelgo logo.

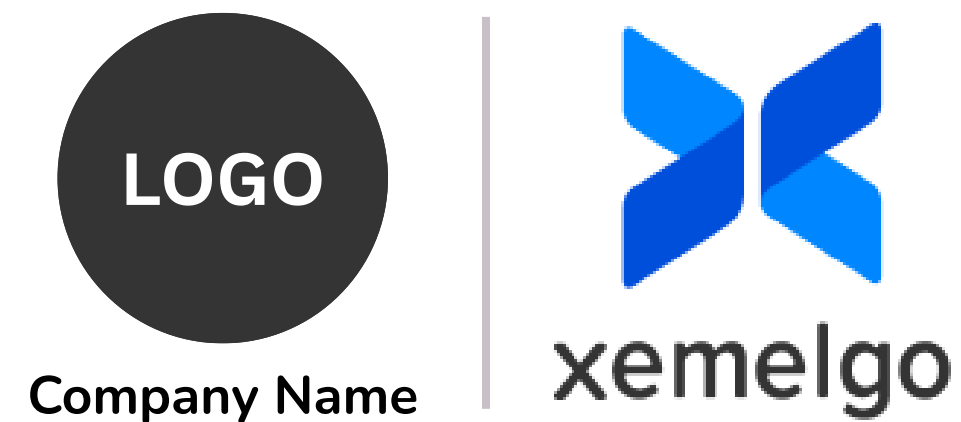
Example Usage:





The Logo: Usage with other logos, *Co-Branding*

When Xemelgo appears alongside a partner logo, both brands should maintain a clear and balanced visual presence. Use the appropriate horizontal or vertical configuration based on the layout, while preserving each logo's proportions, spacing, and integrity.





Brand Colors & Typography

Use Xemelgo’s brand colors and Inter typeface consistently across communications. The color palette establishes a consistent visual identity, while the typography provides a clear and cohesive hierarchy across all brand materials.

RGB 52 52 52
HEX #343434
CMYK 0/0/0/80

RGB 0 79 219
HEX #343434
CMYK 100/64/0/14

RGB 13 140 255
HEX #0086FF
CMYK 100/48/0/0

RGB 255 255 255
HEX #FFFFFF
CMYK 0/0/0/0

Inter	Font Size	Line Height
Title	24px	140%
Bold		
Header	19px	140%
Bold		
Body	16px	140%
Bold		
Semibold		
<i>Regular, Italic</i>		
Subtext	14px	140%
Bold		
<i>Bold, Italic</i>		
Semibold		
<i>Regular</i>		
<i>Regular, Italic</i>		



Bellevue WA

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