Excellent Brand Book

Excellent Communication Strategy and CVI

Communication Strategy

Excellent's core values and how they are reflected through the company

Excellent is BOLD, RELIABLE, and the best INDUSTRY SPECIFIC SOFTWARE PARTNER for our clients.

We don't just follow the easy way. We ask 'why?' and then build something better – WITH BOLD IDEAS, CREATIVE SOLUTIONS, AND TOP-CLASS EXECUTION.

This is the Excellent way.

For us, business software is a tool to create FREEDOM, CLARITY, AND GROWTH.

Excellent logotype

Excellent logotype, for use
with or without slogan

Logotype & safe area

excellent

Logotype

excellent

More than business software. A partner.

Logotype with slogan

Safe area

Logotype with slogan in different languages

excellent
More than business software. A partner.

English

excellent
Sinu äritarkvara partner

Estonian

excellent
Enemmän kuin liiketoimintaohjelmisto. Kumppanisi.

Finnish

excellent
Vairāk nekā biznesa vadības sistēma - Tavs partneris.

Latvian

Monochrome logotype

Logotype in CALM colors

These color combinations are for use in materials where we **primarily want to create trust and reliability.** With additional color we highlight the "partner" part of the logo. Only "Primary colors" are used.

Logotype in BOLD colors

These color combinations are for use in materials **where we want to achieve greater variability** - mainly in digital outputs. With additional color we highlight the "partner" part of the logo.
Mainly "Accent colors" are used.

Product logos

Excellent product logos, for use on both light backgrounds (positive) and dark backgrounds (negative)

Product logos, monochrome

excellent BOOKS

Safe area

Product logos in color

excellent BOOKS

Safe area

excellent BOOKS

excellent PORTAL

excellent STANDARD ERP

excellent BOOKS

excellent PORTAL

excellent STANDARD ERP

excellent BOOKS

excellent PORTAL

excellent STANDARD ERP

Typography

Fonts for use in advertising, social media
designs and printed materials

The primary font of Excellent (latin)

The primary font of Excellent is **Barlow Semi Condensed.** Font is licensed under the Open Font License, is freely usable and downloadable from: https://fonts.google.com/specimen/Barlow+Semi+Condensed

Barlow Semi Condensed Black for main headlines in advertising and longer texts

Aa Bb Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Po Rr Ss Šš Zz Žž Tt Uu Vv
Õõ Ää Öö Üü 0123456789+-&@!?$£€

Barlow Semi Condensed Bold for intros, sub-headlines and quotes

Aa Bb Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Po Rr Ss Šš Zz Žž Tt Uu Vv
Õõ Ää Öö Üü 0123456789+-&@!?$£€

Barlow Semi Condensed Regular for longer texts

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed enim turpis, posuere ac justo at, posuere efficitur diam. Aenean sed egestas purus, quis dignissim ex. Maecenas tristique venenatis arcu at semper. Aenean eget dui nec ligula posuere dapibus. Praesent est ex, dapibus in facilisis et, euismod et eros. Donec sodales posuere lectus non laoreet. Sed cursus ullamcorper justo ut egestas. Sed viverra arcu ut neque semper, ut sollicitudin massa pulvinar. Ut malesuada vulputate massa, vel consequat ex varius vitae. Aenean ac tellus aliquam, vestibulum est ac, euismod mi.

The supportive font of Excellent (russian/cyrillic)

The supportive font of Excellent for russian alphabet is **Roboto Condensed.** Font is licensed under the Open Font License,
is freely usable and downloadable from: https://fonts.google.com/specimen/Roboto+Condensed

Roboto Condensed Black (for headlines and advertising in russian)

Шрифт Roboto Condensed Black используется для основных заголовков в рекламе и более длинных текстах.

Аа Бб Вв Гг Дд Ее Ёё Жж Зз Ии Йй Кк Лл Мм Нн Оо Пп Рр Сс Тт Уу Фф Хх Цц Чч Шш Щщ Ъъ Ыы Ьь Ээ Юю Яя 0123456789 +- &@!?$£€

Roboto Condensed bold (for sub-headlines and quotes in russian)

Шрифт Roboto Condensed Bold используется для вступлений, подзаголовков и цитат.

Аа Бб Вв Гг Дд Ее Ёё Жж Зз Ии Йй Кк Лл Мм Нн Оо Пп Рр Сс Тт Уу Фф Хх Цц Чч Шш Щщ Ъъ Ыы Ьь Ээ Юю Яя 0123456789 +- &@!?$£€

Roboto Condensed regular (for longer texts in russain)

Шрифт Roboto Condensed Regular используется для длинных текстах.

Шрифт Roboto Condensed Regular используется для длинных текстах. Шрифт Roboto Condensed Regular используется для длинных текстах. Шрифт Roboto Condensed Regular используется для длинных текстах. Шрифт Roboto Condensed Regular используется для длинных текстах. Шрифт Roboto Condensed Regular

используется для длинных текстах. Шрифт Roboto Condensed Regular используется для длинных текстах. Шрифт Roboto Condensed Regular используется для длинных текстах.

Signature elements

The large 3D version of the Excellent x-symbol is used on merch, as a design element in background images, and also in background animations.
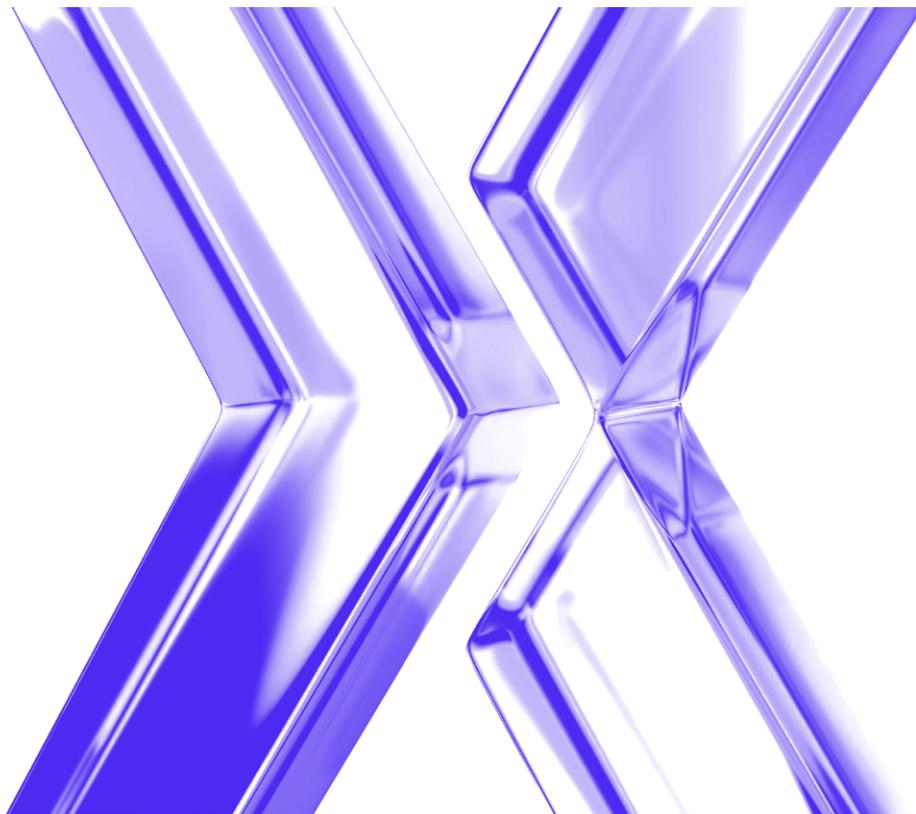
Used for merch and solid-color printing only

Signature element: **for merch & solid color print**

Signature element: **in use**

Using for backgrouns in digital space and process-printing

Signature element: **for backgrounds**

Signature element: **in use**

Colors & backgrounds

The style guide emphasizes the digital (RGB) color space — since the company has the most digital materials and wants to stand out with vibrant colors there. For print and other physical outputs (CMYK & Spot), the selection of color combinations is more limited and color tones may differ from RGB selection.

Primary colors (RGB)

dark blue

RGB: **9.12.66**
HEX: **#090C42**

bright blue

RGB: **83.144.255**
HEX: **#5390FF**

light purple

RGB: **241.231.255**
HEX: **#F2E7FF**

light blue

RGB: **222.231.255**
HEX: **#DEE7FF**

Primary colors (RGB)

Accent colors (RGB)

reflex

RGB: **77.41.241**
HEX: **#4D29F1**

lightning

RGB: **80.228.255**
HEX: **#50E4FF**

purple

RGB: **182.96.255**
HEX: **#B660FF**

pink

RGB: **253.174.255**
HEX: **#FDAEFF**

pinkred

RGB: **255.58.155**
HEX: **#FF3A9B**

Primary backgrounds (RGB)

RGB background: **darkblue**
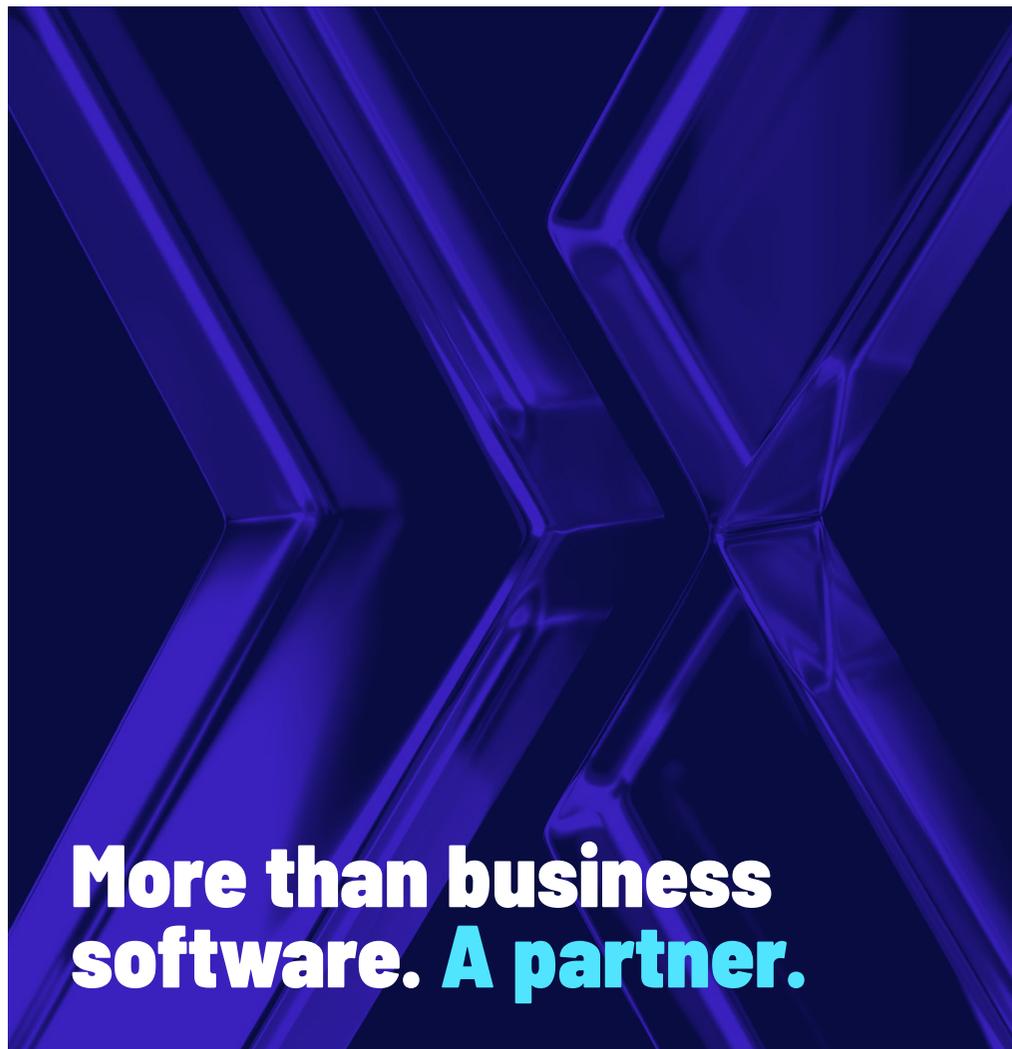
RGB background: **whiteblue**

More than business
software. A partner.

More than business
software. A partner.
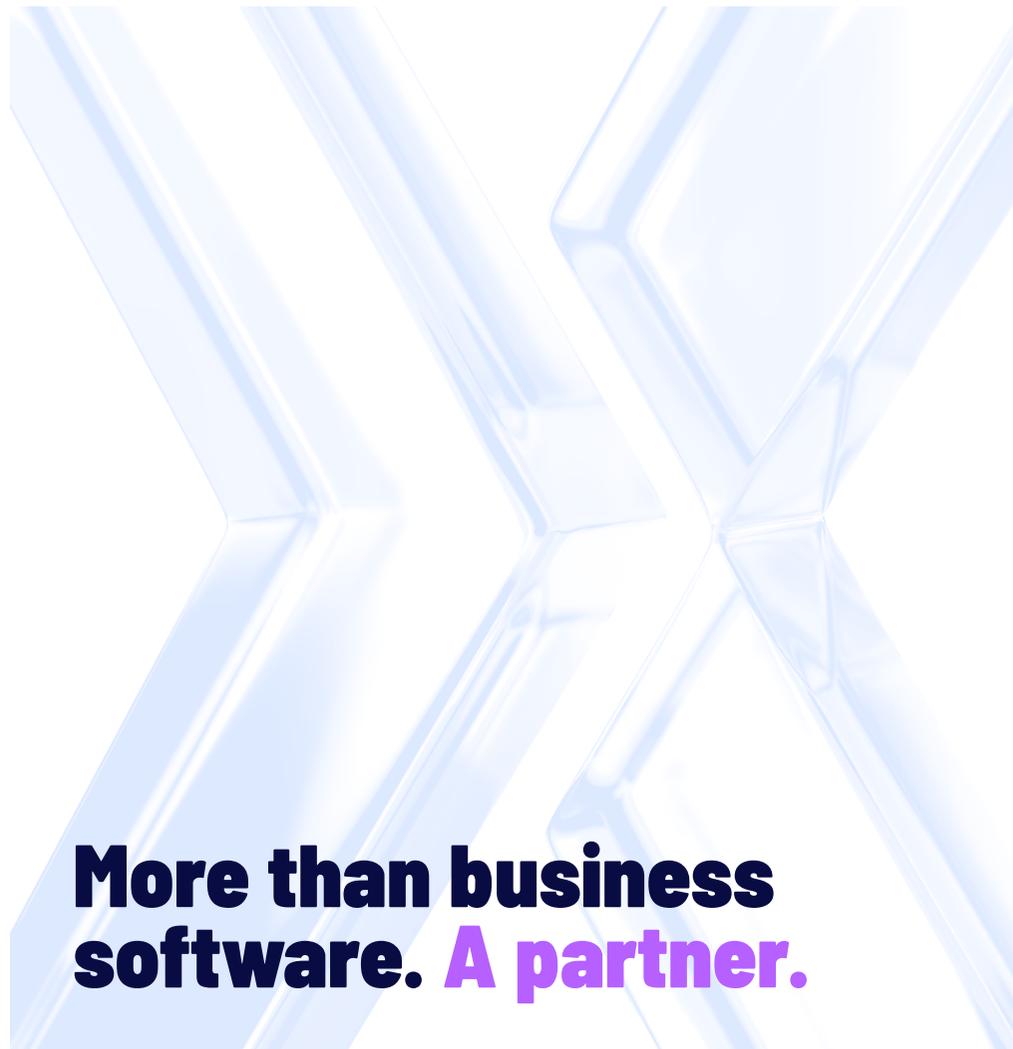
Primary backgrounds (RGB)

RGB background: **lightblue**

More than business software. A partner.
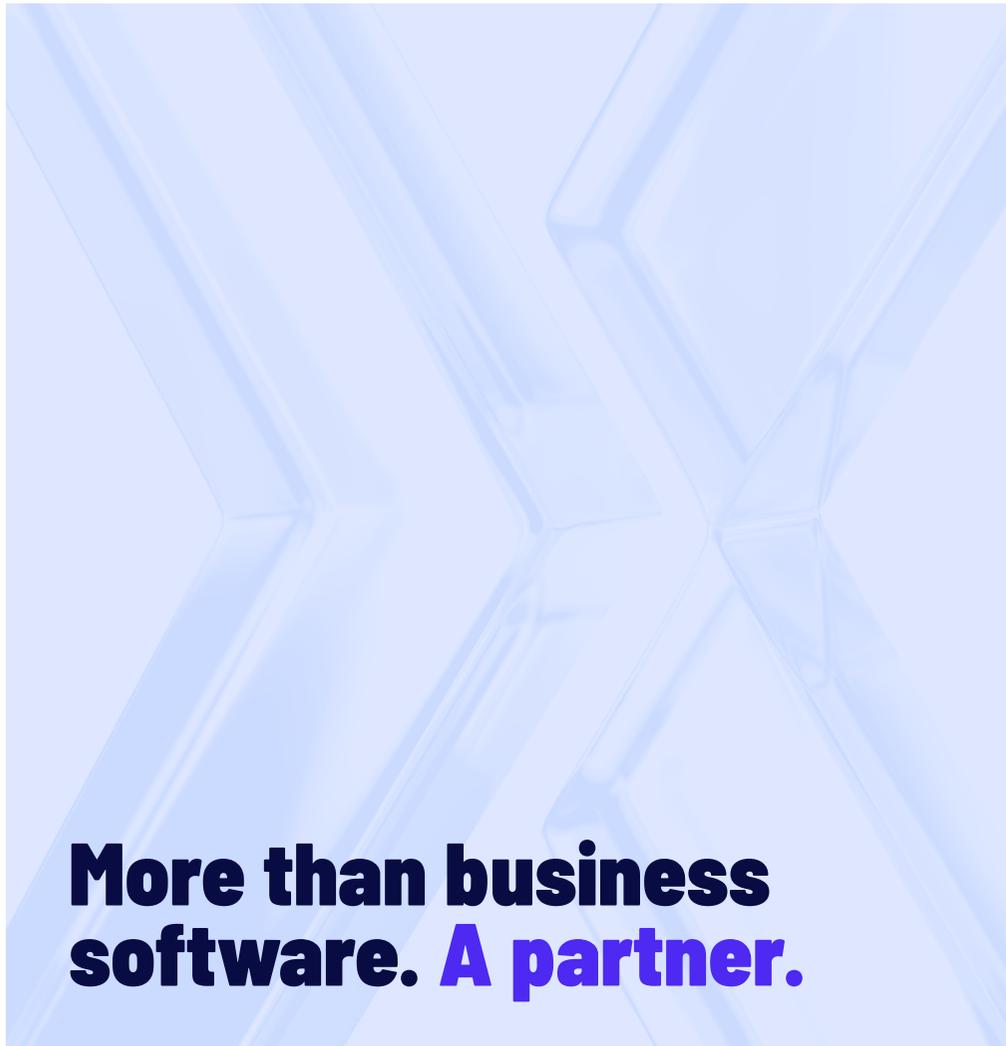
RGB background: **lightpurple**

More than business software. A partner.
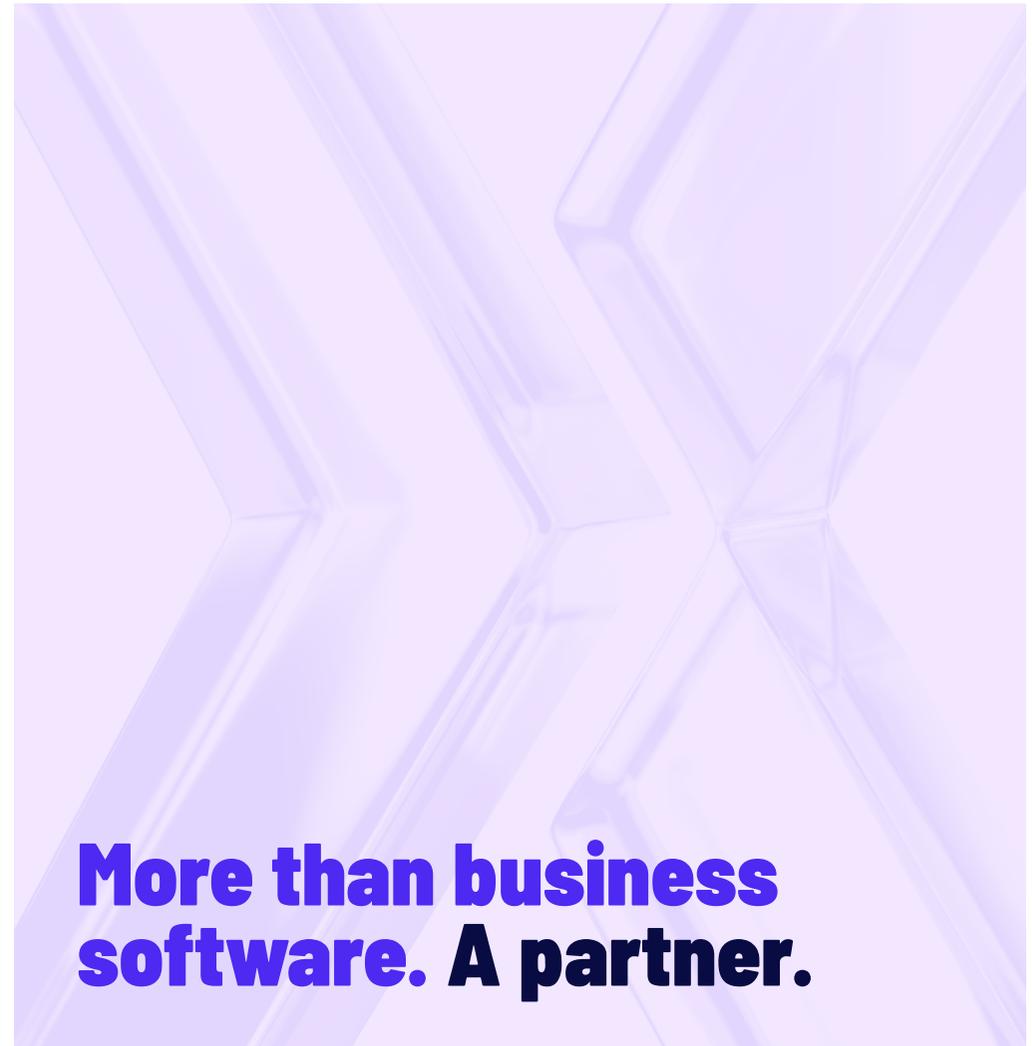
Alternative backgrounds (RGB)

RGB background: **reflexblue**

More than business software. A partner.
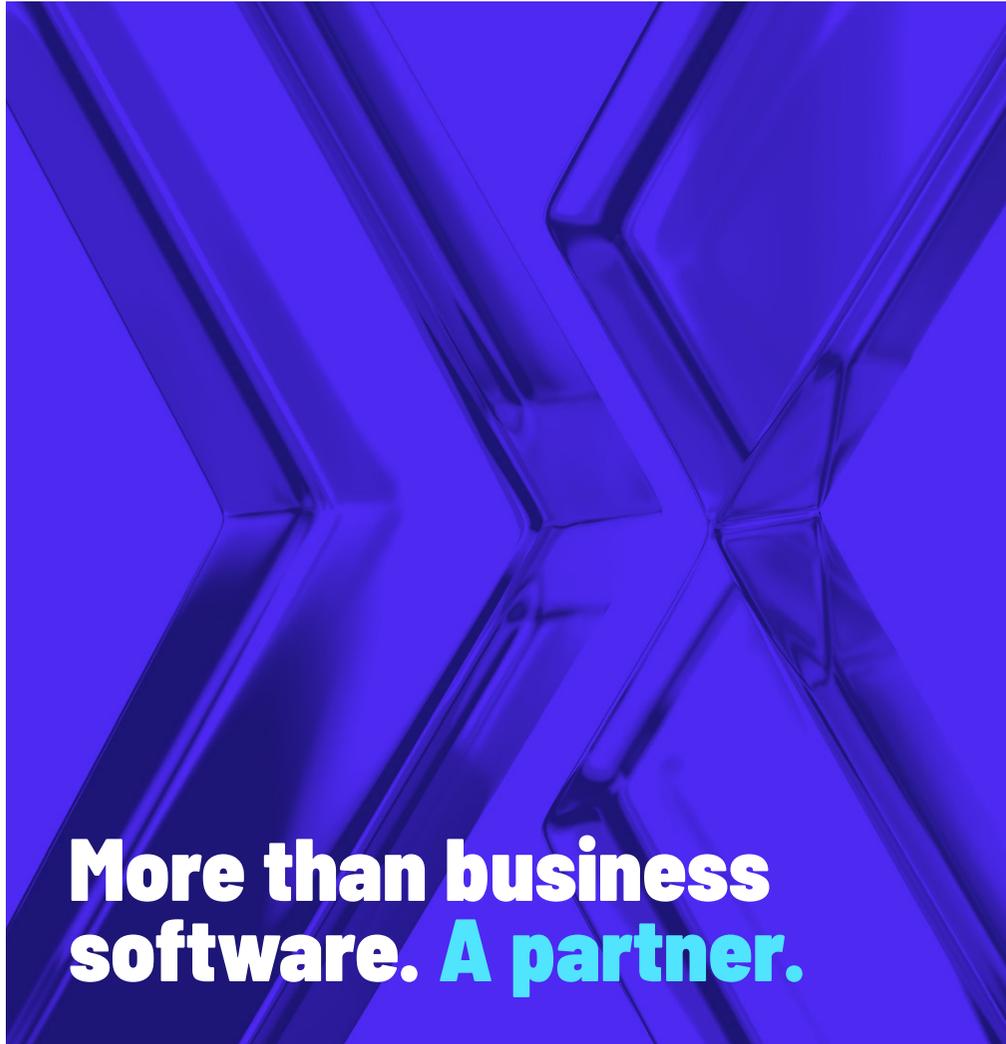
RGB background: **darkpurple**

More than business software. A partner.
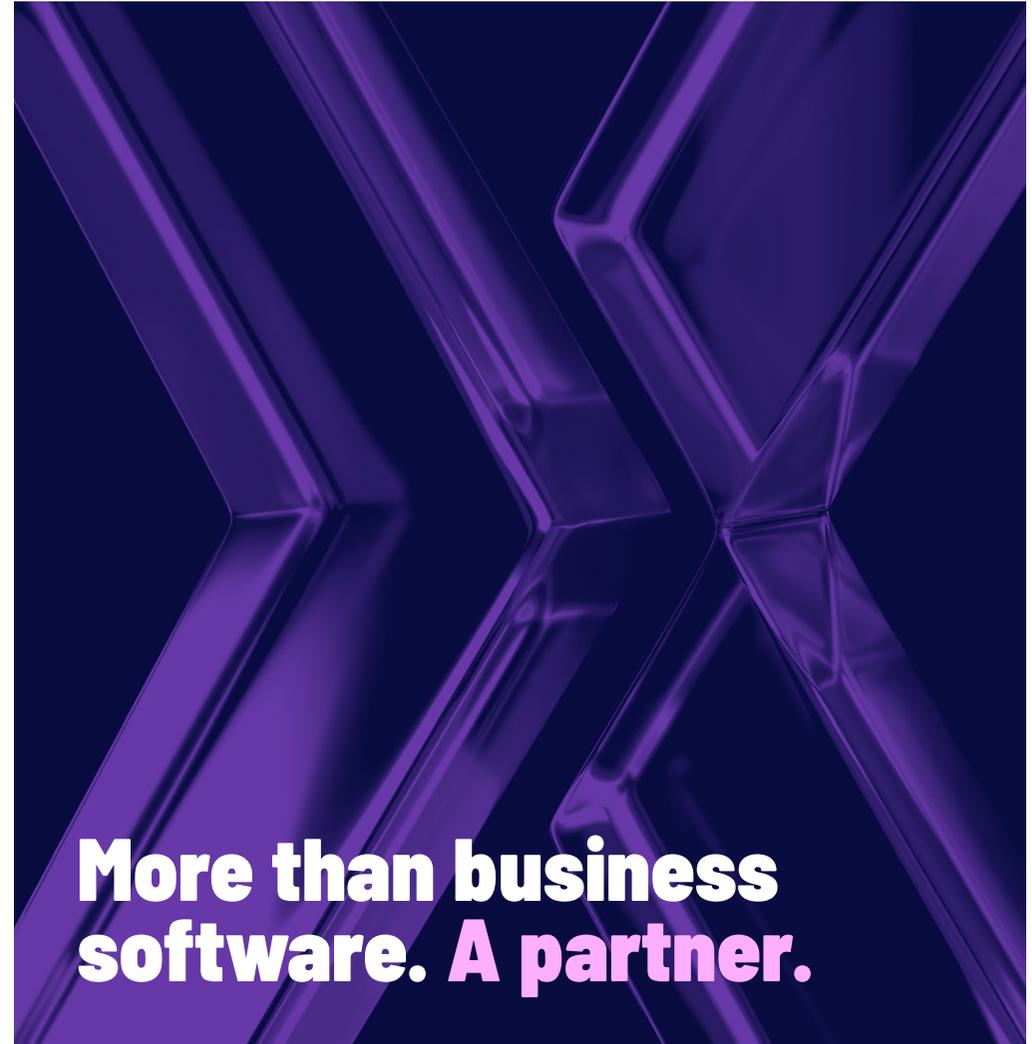
Primary colors (CMYK & Pantone solid)

dark blue

CMYK: **100.100.6.60**
SPOT: **Pantone 2766**

bright blue

CMYK: **72.17.0.0**
SPOT: **Pantone 2171**
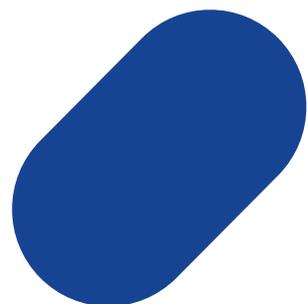
light purple

10% PINKRED CMYK: **10% 11.95.0.0**
10% PINKRED SPOT: **10% Pantone 813**

light blue

15% BRIGHT BLUE CMYK: **15% 72.17.0.0**
15% BRIGHT BLUE SPOT: **15% Pantone 2171**
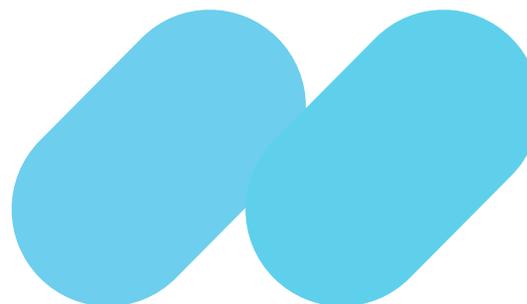
Accent colors (CMYK & Pantone solid)

SOLID reflex
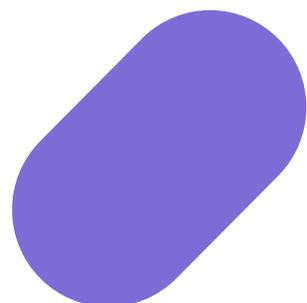
Color Bridge
Pantone 2736

CMYK lightning

CMYK:
50.0.4.0

SOLID lightning
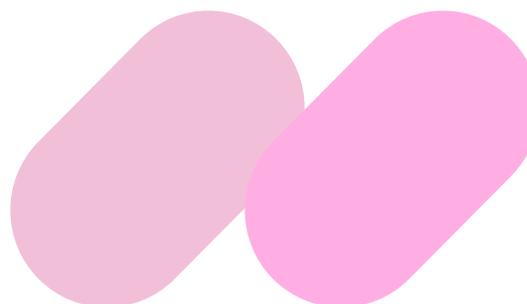
Pastels & Neons
Blue 0821

SOLID purple

Pastels & Neons
Pantone 814
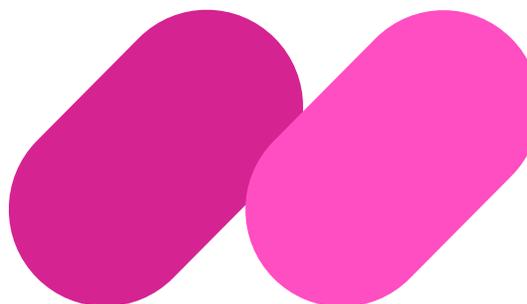
CMYK pink

CMYK:
2.30.0.0

SOLID pink

Pastels & Neons
Pantone 920

CMYK pinkred

CMYK:
11.95.0.0

SOLID pinkred

Pastels & Neons
Pantone 813

VATSON

2025