



Style Guide

LOGOS



Main Logo



This is the main logo and should be used whenever possible. Do not remove registered ® mark. Do not capitalize the “a” in “analytics.”

Logo font: Ubuntu Regular*

**Logo font should only be used for logos and nothing else related to the brand*

Main Logo (Inverted)



The inverted logo with “analytics®” in white may be used against a dark gray background. Do not remove registered ® mark.

Product Logos



X1 Xpress®



X1 Xpress®

This X1 Xpress® logo is the only logo with a capital letter.
Do not remove registered ® mark.

Product Logos

The logo consists of the letters 'X1' in a bold, sans-serif font. The 'X' is dark grey and the '1' is a vibrant green. To the right of 'X1', the words 'lender' and 'account review' are stacked vertically in a dark grey, sans-serif font. A registered trademark symbol (®) is positioned at the end of the second line.

X1 lender
account review[®]



This product logo should always be stacked as pictured, never written in one line. Do not capitalize. Do not remove registered ® mark.

Product Logos

X1 instant
title decision®

X1 instant
title decision®

This product logo should always be stacked as pictured, never written in one line. Do not capitalize. Do not remove registered ® mark.

Logo Clear Space



Leave at least one X1 “X” of space around logo, measuring from the bottom or sides of the X1 circle.

Logo Clear Space



For all product logos, leave at least one X1 “X” of space around the highest and lowest points of the logo (lowest point is always the end of the descender or “tail” of a letter, as in the “p” here)

Logo Don'ts

Do not remove elements, alter colors, or change the size/proportions or position of logo elements. Do not stretch or distort the logos.

 **X1** analytics[®]

  analytics[®]

analytics[®]

  analytics[®]

  analytics[®]

Logo Resolution

Always use high resolution logo files. Do not use a logo file that is too small in size because it will pixelate (see below).

Low Resolution Logo (File Size Too Small for Application)



High Resolution Logo (File Size Large Enough for Print)



Recommended Resolutions:

Print: 300 PPI / DPI

Web: 72-150 PPI

Proper Logo Usage Examples

X1Xpress®

Instant Title Decisions
Expedited Title Commitments



- Leverages data and analytics to automate title decisions and streamline delivery of Title Commitments
- Approximately 60-70% Refinance orders qualify for expedited Title Commitments nationwide
- Utilized by most large national title agencies
- Trusted and proven – over 4 million transactions processed
- Nationwide Coverage*, API Accessible

Why X1Xpress?

-  Reduce Title Production & Curative Expenses
-  Accelerate Title Commitment & Plead Turn-Around Times
-  Enhance Borrower & Lender Experience - Eliminates Unnecessary Title Curative
-  Expand & Strengthen Lender Relationships


How It Works



www.x1analytics.com
GeoXpress@x1analytics.com


*While X1a is available in all 50 states, the search and delivery conditions may occasionally be necessary to comply with applicable state requirements.

Data-driven solutions to instant title decisions and streamlined Title Commitments




A powerful data analytics tool that expedites title production, minimizes title curative issues and improves service.

More Info



Enables lenders to identify borrowers within their servicing portfolio who qualify for Express Closing

More Info



Provides Lenders with Instant Title Decisions including "Clear to Close"

More Info

FONTS



Main Font

Aa

Oxygen

Heading

Body. Lorem ipsum magnam, ut es ernam asimust eum, sant reste sim haribust, tempell orumquas ad et aut di omnissi tatatio.

Alternate Font

Aa

Proxima
Nova

Heading

Body. Lorem ipsum magnam, ut es ernam asimust eum, sant reste sim haribust, tempell orumquas ad et aut di omnissi tatatio.

COLORS





HEX: #8ad040
R: 138 G: 208 B: 64
CMYK: 50% 0% 96% 0%
Pantone 2285C
Pantone 375C



HEX: #363941
R: 54 G: 57 B: 65
CMYK: 74% 66% 55% 48%
Pantone 4140C



HEX: #555866
R: 85 G: 88 B: 102
CMYK: 68% 60% 44% 23%
Pantone 4130C