XORRO

BRAND GUIDELINES

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Version 1.0

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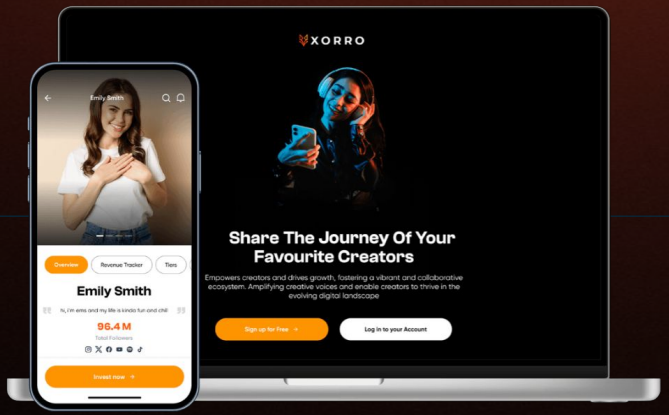

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INTRODUCTION

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The Story of Xorro

Xorro didn't just happen—it was sparked by a bold vision. The founding members of New Social Theory saw the creator economy not as a passing trend, but as the next frontier of global commerce. Yet, they noticed a glaring gap: while creators and celebrities were building massive, hyper-engaged communities of fans, the traditional financial system had turned its back on them. These key players—the creators—were left underserved, undervalued, and unable to fully harness the power of their own influence.

At the same time, fans were craving more. They wanted to go beyond likes and comments—they wanted a real stake in the success of the creators they loved. But the tools to make that happen simply didn't exist.

That's where Xorro comes in. Born from the belief that creators deserve better, Xorro is a platform designed to level the playing field. It empowers creators and celebrities to access capital on fairer terms, unlocking the potential of their distribution networks—their fans—to build sustainable, thriving businesses that go beyond the limitations of social media.

Xorro isn't just a platform; it's a movement. It's about rewriting the rules, giving creators the tools to thrive, and giving fans the chance to be part of the story. This is the future of the creator economy, and it starts here.

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Mission statement

At Xorro, we believe in the transformative power of creativity and community. We **empower** creators and celebrities by **engaging** their fans. Our mission is to empower content creators to finance their projects by connecting them with fans who want to invest in their journey whilst also giving fans a real stake in the success of the creators they love.

Vision statement

To create a world where creativity knows no bounds, and every content creator has the opportunity to turn their passion into a sustainable career. We envision a future where fans and creators are united as partners, sharing in each other's success and building a thriving ecosystem of innovation, collaboration, and mutual growth. At Xorro, we're not just funding dreams—we're building a global community where creativity and connection drive the future of entertainment and beyond.

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Innovation

At Xorro, we're reimagining the creator economy by building a cutting-edge platform that bridges the gap between creators and their fans, unlocking new ways to connect, invest, and grow together.

Empowerment

At Xorro, we empower creators to take control of their futures, providing them with the tools and opportunities to monetize their influence and deepen connections with their most loyal supporters.

Community

Xorro is more than a platform—it's a thriving ecosystem where creators and fans unite, fostering meaningful connections.

Integrity

Trust is at the heart of Xorro—we're committed to transparency, fairness, and creating a space where everyone can thrive with confidence.

LOGO

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Our Logo: The Heart of Connection

As the visual embodiment of our brand, Xorro's logo stands at the core of everything we do. With its dynamic design and interconnected elements, it reflects our mission to unite creators and fans - fostering collaboration.

The following section offers guidance on how to use our logo effectively, ensuring it remains a consistent and powerful symbol of our values and vision.

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Xorro Logo

The Xorro logo features an abstract fox mark, artfully duplicated to create a dynamic and interconnected symbol. This design captures the essence of collaboration, creativity, and innovation—core values that drive our platform. To preserve its impact and meaning, it is essential to apply the logo consistently across all brand materials and contexts.

The Xorro logo consists of two key components: the **iconic fox symbol** and the **wordmark**. Together, they form a distinctive and recognizable representation of our brand. To ensure strong brand identity, it is vital to use the logo consistently across all products, marketing materials, and communications.

MAIN LOGO

STACKED LOGO

LOGOMARK

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Clear Zone

We've defined an exclusion zone that stops other graphic elements interfering with the Xorro Logo and make sure the logo is easy to read.

Under no circumstances should the logo undergo modification, distortion, or be redrawn, preserving its integrity and recognition.

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The color version of the Xorro logo features a combination of orange, yellow, black, and white. The orange represents trust and stability, the black adds sophistication, and the white symbolizes creative freedom.

At times, production limitations may restrict color options to a single choice. In these cases, ensure compliance with the following guidelines:

- Use the logo, mark, and wordmark with either light-colored text on a dark background or dark-colored text on a light background.
- Make sure there is a clear contrast between the wordmark, symbol, and the background color, ensuring both elements remain prominent and visible.

WHITE VERSION FOR DARK BACKGROUNDS

DARK VERSION FOR LIGHT BACKGROUNDS

Logo Usage Guidelines

Here's what you should not do with our logo. In order to convey an identity rooted in values, the best way to preserve it is to consistently and accurately present our brand and respect our brand guidelines.

- Do not alter the logo's orientation, rotation, or scale
- Do not change the logo's colors or use unauthorized color combinations
- Do not add special effects, outlines, or recreate the logo
- Do not alter the logo's text or display it in a configuration not previously specified
- Do not use the logo on top of busy photography or crop it in any way

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LOGO SCALE

Apply responsive design principles by scaling the logo proportionally to maintain a balanced and cohesive visual appearance across various devices, screen sizes, and mediums. Consistency is essential.

Ensure consistent logo scaling across all brand assets to create a unified and easily recognizable brand identity.

XORRO | 20 PX

Minimum logo size: 20px in height

TYPOGRAPHY

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The Subtle Storyteller

Typography acts as the subtle yet powerful storyteller of our brand, influencing how our message is perceived and remembered.

This section serves as a roadmap to navigating our brand's typography, ensuring clarity, consistency, and a unified visual identity.

Clash Grotesk Variable

Clash Grotesk Variable is our primary headline typeface, chosen for its bold, modern character and exceptional versatility. It gives our brand a strong voice in Web3, innovation, and creator tech. Its bold, sharp look grabs attention, making key messages stand out in a fast-changing field. This font shows our forward-thinking style, helping us make headlines that stick and reflect the spirit of new tech.

Clash Grotesk Variable Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+?<>

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Gilroy

Gilroy acts as our secondary typeface, providing a vital layer of clarity and accessibility within our innovative, tech-focused brand. Its clean, geometric sans-serif design ensures optimal readability in body copy and supporting text, crucial for conveying complex concepts and technical details inherent in the Web3 space.

Gilroy's varied weights provide flexibility, and its modern, friendly look works well in ensuring information is clear, precise, and easy for users to understand.

Gilroy Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+?<>

Gilroy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+?<>

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Typography Usage

Refer to the sample hierarchy and font weights provided on the right whenever you are creating or designing content.

This applies to corporate communications, signage, headlines, or emphasizing key points within body text.

HEADLINES	Empowering fans to invest in the creators they love	Clash Grotesk Variable
SECONDARY HEADLINES	Chart-Topping Singer Embarking on a Spectacular Global Tour	Gilroy Medium
BODY COPY	Tom Baker is a British singer-songwriter whose first album, “We start here”, was one of the best selling debut albums of 2019. He rose to fame through appearing as the guest vocalist on the MegaTeddy, All For Nothing.	Gilroy Light

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COLOR

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Colors are the dynamic heartbeat of our brand, influencing perception, evoking emotions, and leaving a lasting impression.

This section serves as a guide to harnessing the power of our carefully curated color palette, ensuring consistency and impact across all brand interactions.

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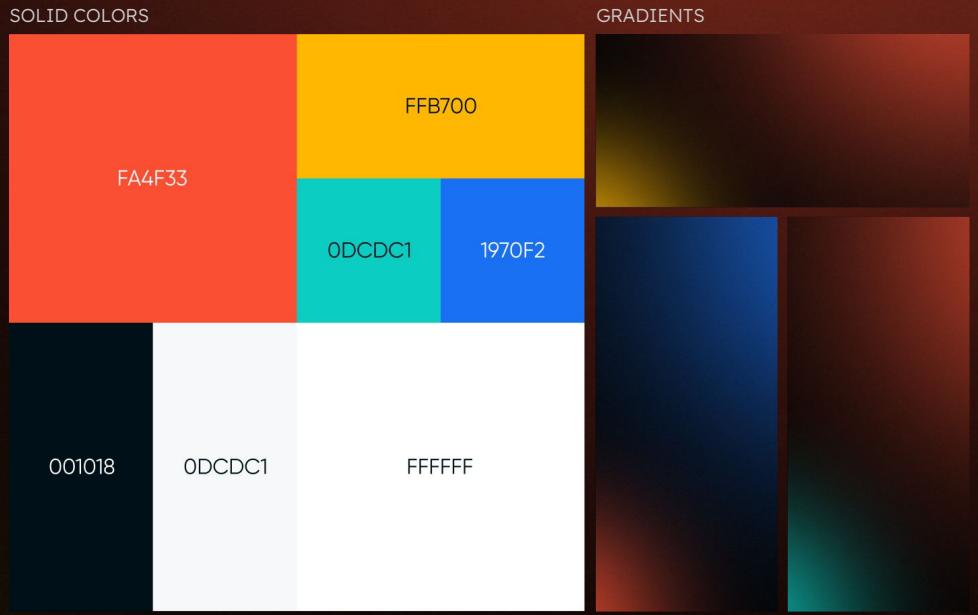
Our primary color is a vibrant orange hue that embodies the creativity and passion of our community. It's a bold and inviting color that sparks imagination and inspires action, perfect for a platform that empowers creators to build and thrive. Our secondary colors complement and enhance our primary color, creating a cohesive and recognizable visual identity that reflects our brand's values and personality.

The color palette for Xorro consists of colors: Bright Red (#FA4F33), Very Dark Blue (#001018), Strong Cyan (#0DCDC1), Vivid Blue (#1970F2) and Sunflower Mango (#FFB700).

These colors should be used consistently across all brand materials to maintain a cohesive visual identity.



THANK YOU

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