

CX.dev Brand Guidelines

Version 3.1.1
CX.dev — Brand Guidelines



0.1

Introduction

Welcome to the CX.dev Brand Guidelines. Our brand is more than a logo or a set of colors — it reflects our purpose, our values, and the experience we create for clients and partners. This guide ensures our brand is expressed consistently and intentionally across every touchpoint.

Its purpose is simple: give anyone working with CX.dev a clear understanding of how to represent the brand. Inside, you'll find guidance on our logo, color system, typography, imagery, and voice. These standards apply to internal teams, collaborators, and external partners who communicate on behalf of CX.dev.

Consistency protects the integrity and strength of our brand. We ask everyone who represents CX.dev to follow these guidelines closely and to share feedback as the brand evolves.

This document is a practical reference for anyone shaping how CX.dev shows up in the world. Let's bring the CX.dev brand to life with clarity, purpose, and cohesion.

01	Our Brand
p. 5	Brand Inspiration
p. 6	Brand Foundations
p. 7	Brand Values
p. 8	Personas
p. 10	Tone of Voice
02	The Logo
p. 13	The Logo
p. 15	Brandmark
p. 16	Logo Usage
p. 17	Logo Safezone
03	Typography
p. 19	Typography
p. 20	Hierarchy

04	Color Palette
p. 22	Color Palette
05	Photography
p. 24	Product Photos
06	Iconography
p. 26	Icon Set

01 Our Brand

Defining CX.dev

Brand Foundations

Brand Values

Personas

Tone of Voice

1.1

Brand Inspiration

A Lineage of Quality

Our Brand

The Logo

Typography

Color Palette

Photography

Iconography

Social Media

Website

Applications

In 1950, W. Edwards Deming returned to post-war Japan. He arrived not as an agent of the U.S. government, but as a quiet outsider calling himself a “Consultant in Statistical Studies.” Japan was in ruins. The United States, by contrast, had emerged from the war with its infrastructure and industrial base intact—a major advantage. So the idea that Japan could close the gap and compete with American industry was implausible. The idea that it could surpass the U.S. and make whole sectors obsolete was unimaginable.

Yet that’s exactly what happened.

Japan’s meteoric ascent became known as “The Economic Miracle.” But it wasn’t a miracle at all — it was deliberate, disciplined, and profoundly systemic. The very fact that we call it a miracle says more about ourselves than we’d like to admit. It reveals the cracks in American corporate culture: short-term thinking, management by fear, and an obsession with appearances over outcomes.

In hindsight, Japan’s rise was the predictable result of what the U.S. chose to abandon: the production rigor and innovative discipline that had once carried it through the war.

Today we’re facing a landscape not unlike the U.S. after World War II: US tech companies dominate relatively unchallenged. The accepted baseline for customer experience is terrible; and getting worse. The people meant to fix this are too busy tweaking buttons and chasing conversions. Even worse, people are using AI to apply flawed thinking at scale. We founded CX Development to right this wrong.

Deming said, "It's not enough to do your best; you must know what to do and then do your best." We built this company to be a catalyst for that kind of clarity—rooted in radical pragmatism. Clear thinking. Clear priorities. Real impact for real customers. We draw on the lineage of America’s golden era of engineering and innovation, keeping the spirit and practice alive rather than turning it into a slogan.

When companies partner with us, they aren’t just buying technology—they’re rebuilding trust. With disciplined systems, pragmatic thinking, and a relentless focus on continuous improvement, we help brands earn loyalty that lasts.

—
Jeff Lombard
Founder and CEO

- Our Brand
- The Logo
- Typography
- Color Palette
- Photography
- Iconography
- Social Media
- Website
- Applications

Mission Statement — To help companies deliver clear, reliable, and human-centered experiences by applying disciplined systems, pragmatic thinking, and customer-focused craftsmanship.

Vision Statement — To set a new standard for how organizations build products and serve people—where rigor, integrity, and continuous improvement replace shortcuts, chaos, and surface-level fixes.

Brand values are the core principles that shape how a company thinks, acts, and makes decisions. They define what the brand stands for and the kind of impact it aims to create.

Brand values matter because they shape a brand’s identity and reputation. They clarify what the company stands for and help attract and keep customers who believe in the same things.

- Our Brand
- The Logo
- Typography
- Color Palette
- Photography
- Iconography
- Social Media
- Website
- Applications

Systems First — We design solutions that strengthen the whole, ensuring every part works together to create durable, reliable outcomes for customers.

Remove Fear, and Be Direct — We cut through noise and complexity with clear thinking, honest communication, and decisions grounded in purpose and common sense.

Continuous Improvement — We treat every product and process as something that can always get better, refining through learning, experimentation, and disciplined craft.

The tone of voice for CX.dev should reflect disciplined craft, modern thinking, and a commitment to clarity and real customer impact. It should be confident and aspirational without losing warmth or approachability—creating a clear, human, and trustworthy experience in every interaction.

Our Brand

The Logo

Typography

Color Palette

Photography

Iconography

Social Media

Website

Applications

Modern — Our tone reflects forward-thinking craft and contemporary problem-solving. Clear, relevant, and rooted in how the world actually works today.

Confident — We speak with calm authority, grounded in discipline, experience, and the rigor of proven systems—not hype.

Aspirational — We challenge companies to raise their standards. Our tone encourages ambition grounded in reality: better systems, better outcomes, better experiences.

Approachable — We strip away jargon and speak plainly. Straightforward, human, and easy to understand—because clarity is a service.

Informative — We share knowledge generously. Our tone teaches, explains, and helps teams make smarter decisions with confidence.

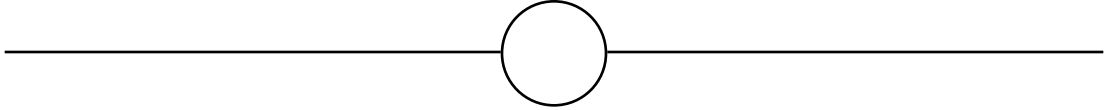
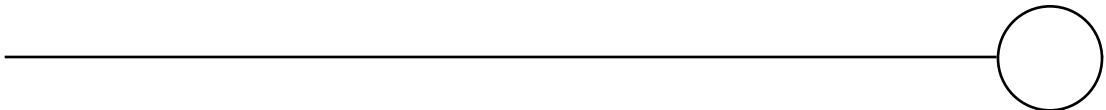
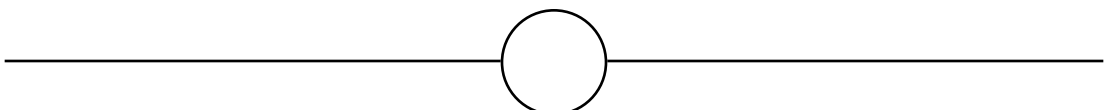
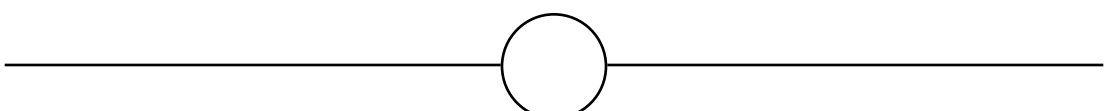
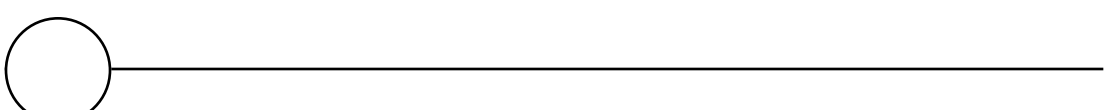
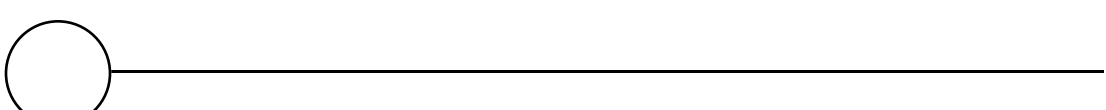
Warm — While we operate with precision, we communicate with empathy. Respect for people—customers, teams, and end-users—guides our voice.

Engaging — We spark curiosity by revealing how things could work better. Our tone invites people into the process and rewards them with insight.

Overall — CX.dev’s tone is clear, grounded, and human—combining modern rigor with approachable expertise to help companies think better, build better, and serve better.

The tone of voice for Mila should express its dedication to contemporary design, thoughtful craftsmanship, and true everyday value. It should feel confident and inspiring while remaining approachable and warm, creating a personal and authentic experience for every customer.

- Our Brand
- The Logo
- Typography
- Color Palette
- Photography
- Iconography
- Social Media
- Website
- Applications

Funny		Serious
Formal		Casual
Respectful		Irreverent
Matter of fact		Enthusiastic
Modern		Traditional
Unique		Familiar

02 The Logo

The Logo

Brandmark

Logo Usage

Logo Safezone

2.1

The Logo

The logo is a critical component of CX.dev’s branding strategy as it visually represents the brand’s personality, values, and aesthetic. It is the face of the brand and often the first point of contact with potential customers.

The logo should be visually striking, versatile, and scalable across various mediums to ensure consistency in the brand’s messaging and visual identity. A strong logo is essential for creating a memorable and lasting impression with customers.

Our Brand

The Logo

Typography

Color Palette

Photography

Iconography

Social Media

Website

Applications



Minimum size:



Print:
1,6 centimeters
1 inch



Digital:
75 pixels

The logo is a core element of CX.dev’s brand, serving as the visual expression of its personality, values, and identity. It’s often the first touchpoint for potential customers and sets the tone for the entire brand experience.

- Our Brand
- The Logo
- Typography
- Color Palette
- Photography
- Iconography
- Social Media
- Website
- Applications



Development

2.3

Brandmark

The brandmark is a core element of CX.dev’s visual identity, working alongside the logo to express the company’s character and principles. It should be simple, distinct, and immediately recognizable—strong enough to stand on its own across different contexts.

A clear, disciplined brandmark reinforces consistency, builds trust, and helps CX.dev stand out in a crowded landscape.

- Our Brand
- The Logo
- Typography
- Color Palette
- Photography
- Iconography
- Social Media
- Website
- Applications



Color usage is an essential part of the CX.dev visual system. The palette should reflect the brand’s clarity, discipline, and modern engineering mindset. Consistent use of color creates a unified identity that’s recognizable across all touchpoints.

The palette should be versatile, functional, and effective in both digital and physical applications —chosen with intention to support clarity, trust, and a cohesive brand experience.

- Our Brand
- The Logo
- Typography
- Color Palette
- Photography
- Iconography
- Social Media
- Website
- Applications



Logo Safezone

The logo safe zone is a key part of CX.dev’s visual system. It defines the minimum clear space around the logo to ensure it remains clear, legible, and unobstructed in any setting.

Protecting this space preserves the logo’s impact—especially at smaller sizes or in visually dense layouts—and helps maintain consistency and recognition across all applications.

- Our Brand
- The Logo
- Typography
- Color Palette
- Photography
- Iconography
- Social Media
- Website
- Applications



03 Typography

Typography

Typography Hierarchy

Switzer is a clean, modern, and highly adaptable sans-serif that anchors CX.dev’s visual identity. Its clarity and restraint reflect the company’s focus on precision, simplicity, and purposeful design.

Used consistently across all brand touchpoints —digital, print, and product—it creates a unified and instantly recognizable presence. Switzer’s versatility makes it suitable for everything from interface layouts to long-form content, reinforcing a cohesive identity that aligns with CX.dev’s values and personality.

- Our Brand
- The Logo
- Typography
- Color Palette
- Photography
- Iconography
- Social Media
- Website
- Applications

Switzer

Switzer Display — Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789
!"\$%='()|[]:~+?;

Switzer Display — SemiBold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789
!"\$%='()|[]:~+?;**

Switzer’s typographic hierarchy is a core element of CX.dev’s visual system. Its range of weights and styles makes it easy to structure information clearly and consistently across every touchpoint. By defining a strong hierarchy, Switzer guides attention to key messages and keeps layouts organized and readable.

Applied uniformly across all brand materials, it reinforces CX.dev’s character and creates a cohesive, memorable experience.

Our Brand

The Logo

Typography

Color Palette

Photography

Iconography

Social Media

Website

Applications

14.Hoge Bank

Header
Switzer - SemiBold
Text size: 170 pt
Lineheight: 180 pt

This bench is 17 inches high and made out of wood

Sub header
Switzer - Regular
Text size: 80 pt
Lineheight: 90 pt

Transform your living room into a modern oasis with the Hoge Bank, the epitome of style and comfort. Featuring clean lines, plush cushioning, and a durable construction, this couch is designed to last. Choose from a variety of colors and fabrics.

Body text
Switzer - Light
Text size: 40 pt
Lineheight: 50 pt

[Learn More](#)

Call to Action
Switzer - Light
Text size: 40 pt
Lineheight: 50 pt
With underscore

04 Color Palette

Primary & Secondary Colors

4.1

Color Palette

The CX color palette adapts to context. Pistachio Cream should only appear as a full-bleed background — never mixed with white. For mediums where precise color control isn’t possible (such as invoices or contracts), default to black and white.

Below are the primary and secondary complementary color pairs. Use each pair only in contexts where it supports clarity, contrast, and the intended visual tone.

Our Brand
The Logo
Typography
Color Palette
Photography
Iconography
Social Media
Website
Applications

<div>Cloud (Grayscale 01)</div> <div>HEX #EDEFF7</div>	<div>Snow</div> <div>cmyk 3%, 2%, 0%, 1%</div> <div>rgb 245, 246, 252</div> <div>HEX #F5F6FC</div>	<div>Midnight</div> <div>cmyk 20%, 20%, 0%, 90%</div> <div>rgb 20, 20, 25</div> <div>HEX #141419</div>	<div>Fog</div> <div>cmyk 1%, 0%, 0%, 9%</div> <div>rgb 230, 232, 232</div> <div>HEX #E6E7E8</div>	<div>Cyan</div> <div>HEX #67CDFA</div>
<div>Smoke (Grayscale 02)</div> <div>HEX #D3D6E0</div>				<div>Light Cyan</div> <div>HEX #D8F4FE</div>
<div>Steel (Grayscale 03)</div> <div>HEX #BCBFCC</div>				<div>Yellow</div> <div>HEX #EDD059</div>
<div>Space (Grayscale 04)</div> <div>HEX #9DA2B3</div>				<div>Light Yellow</div> <div>HEX #FDF5CF</div>
<div>Graphite (Grayscale 05)</div> <div>HEX #6E7180</div>		<div>Pink</div> <div>cmyk 0%, 83%, 45%, 0%</div> <div>rgb 255, 44, 140</div> <div>HEX #FF2C8C</div>		
<div>Arsenic (Grayscale 06)</div> <div>HEX #40424D</div>				
<div>Phantom (Grayscale 07)</div> <div>HEX #1E1E24</div>				
<div>Black (Grayscale 08)</div> <div>HEX #000000</div>				

<div>Red</div> <div>HEX #D7424F</div>
<div>Light Red</div> <div>HEX #F5BDC5</div>

05 Photography

Product Photography

5.1

Photography

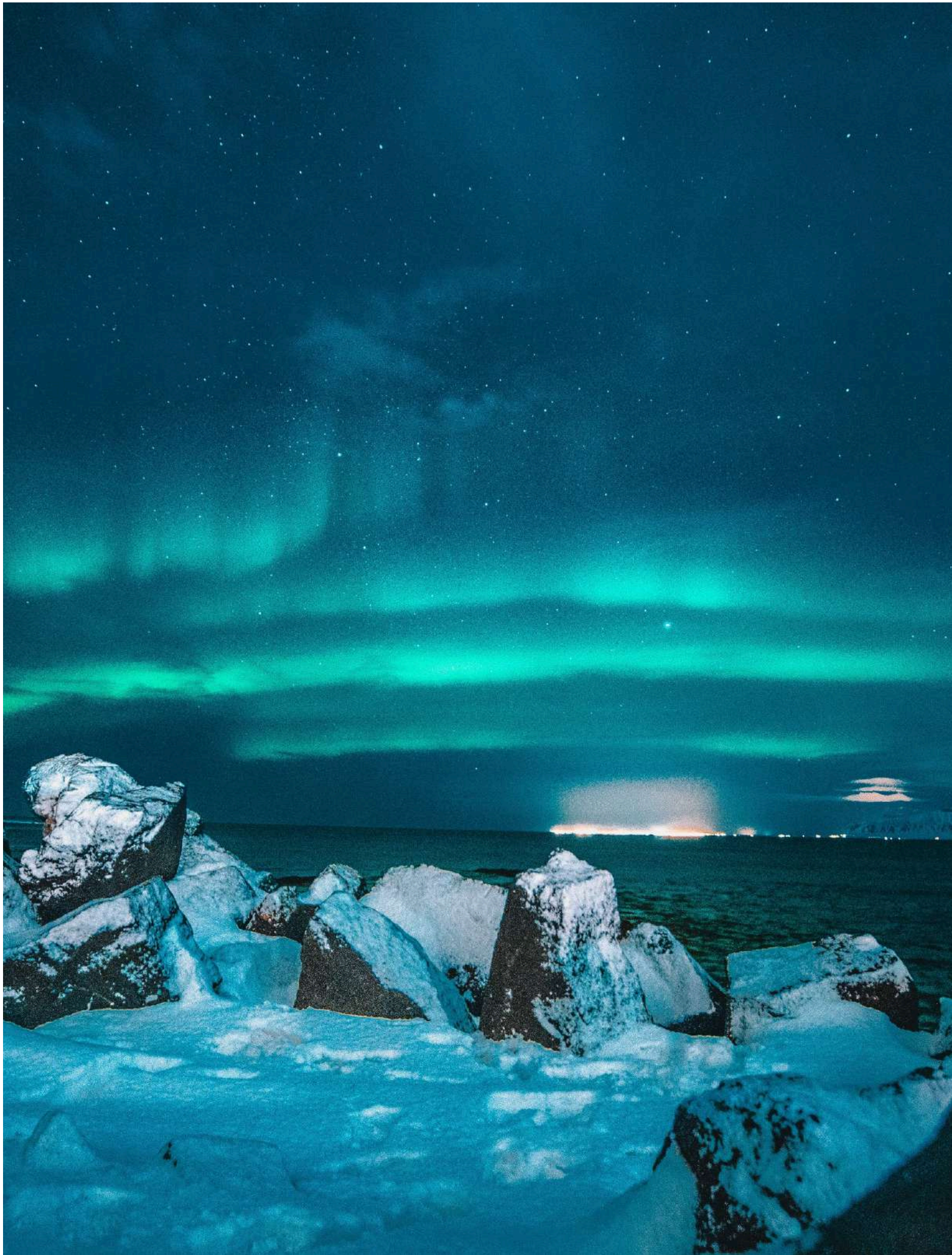
Subject: Borealis

Professional photography is a key part of CX.dev’s brand presence. Clear, high-quality visuals help communicate our craft, the precision of our work, and the intent behind every solution we deliver. Strong imagery builds trust, signals competence, and reflects the care we bring to each project.

Using consistent, well-produced photography across all touch points strengthens our visual identity and reinforces the standard of quality clients can expect from CX.dev

When selecting photos, select similar aesthetics, subjects, and filters.

- Our Brand
- The Logo
- Typography
- Color Palette
- Photography
- Iconography
- Social Media
- Website
- Applications



Photography

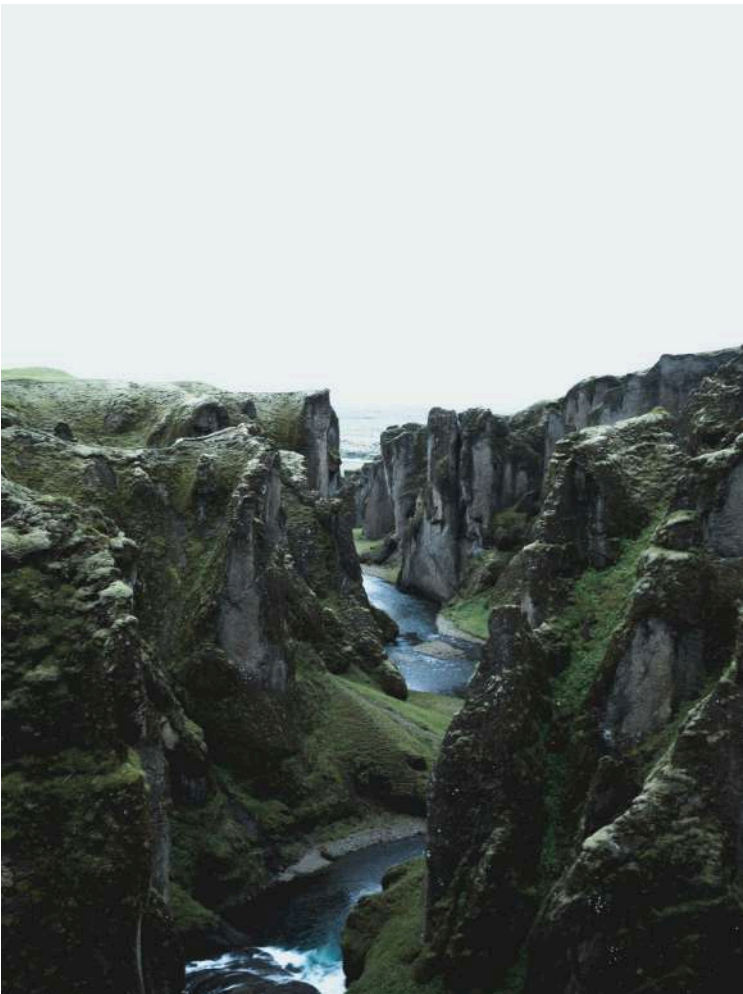
Subject: Nature

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- The Logo
- Typography
- Color Palette
- Photography
- Iconography
- Social Media
- Website
- Applications



06 Iconography

Icon Set

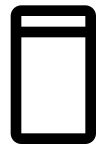
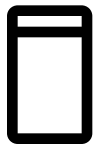
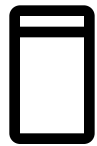
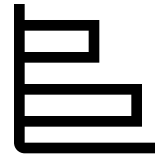
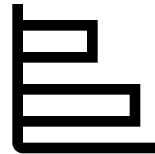
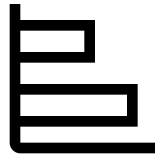
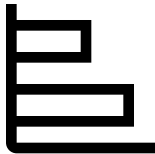
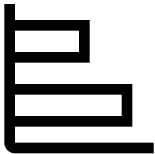
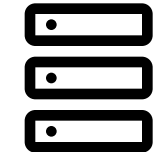
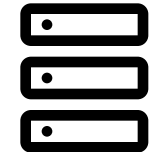
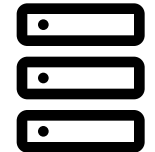
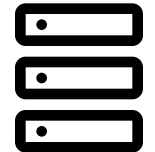
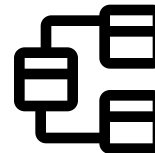
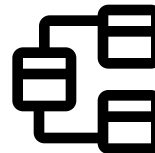
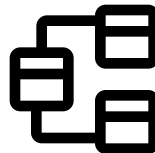
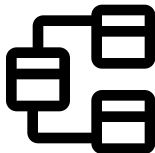
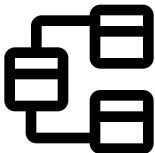
6.1

Icon Set

Iconography is a key part of CX.dev’s visual system. Our icons support clarity, simplify navigation, and enhance how people interact with our work. Used consistently across product interfaces, documentation, and marketing materials, they strengthen recognition and reinforce our commitment to purposeful, functional design.

To keep iconography consistent please use the icons from [https://carbondesignsystem.com/elements/icons/library/`](https://carbondesignsystem.com/elements/icons/library/)

- Our Brand
- The Logo
- Typography
- Color Palette
- Photography
- Iconography
- Social Media
- Website
- Applications



07 Thank you

Do you have questions about
this manual? Feel free to
email info@cx.dev

