

Why?

EXALTA

TO EXALT (Verb)

Act of raising someone or something to a higher level

Synonyms: To elevate, to bring forward with distinction

EXALTATION (Noun)

A state of intense joy, energy, inspiration, creativity and well-being

Synonyms: Exhilaration, delight

EXALTA

A **bold** and **elegant** design with **modern** and **futuristic** typography

The **open space** between the **E** and **X** forms an arrow, symbolizing **speed, progress,** and **precision in motion**



The **E** is built from three bars, honoring the legacy of our **3 founding companies** now **united as one**

STRENGTH

BOLDNESS

ELEGANCE

RENEWAL

HARMONY

INTEGRITY

LOGO

PRIMARY - FULL COLOR



WORDMARK - FULL COLOR



HORIZONTAL - FULL COLOR



MONOCHROMATIC



B/W



REVERSE LOGOS - FOR USE ON DARK BACKGROUNDS



ICON

PRIMARY - FULL COLOR



MONOCHROMATIC



TYPEFACE

PRIMARY

URW DIN

Light | Regular | *Italic* | **Bold** | ***Bold Italic***

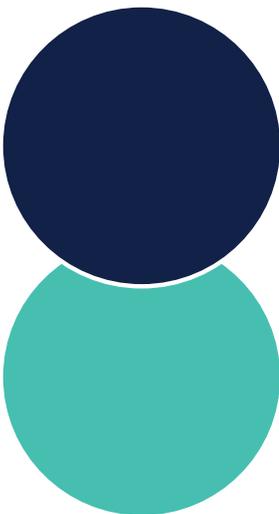
ALTERNATE/SYSTEMS

Segoe UI

Light | Regular | *Italic* | **Bold** | ***Bold Italic***

COLOR PALETTE

PRIMARY



DEEP BLUE

HEX: #00174D

PMS: 2768 C

CMYK: 100,78,0,66

RGB: 0,23,77

EXALTA TEAL

HEX: #41C9B8

PMS: 3258 C

CMYK: 64,0,36,0

RGB: 65,201,184

ACCENT



POP FUCHSIA

PMS: 213 C CMYK: 12,93,19,0

HEX: #D6347E RGB: 214,52,126

MAGNETIC BLUE

PMS: 2995 C CMYK: 76,32,1,0

HEX: #2B8FCC RGB: 43,143,204

COOL GRAY

PMS: CoolGray1C CMYK: 0,0,8,22

HEX: #CECDC1 RGB: 206,206,194

VIBRANT SLATE

PMS: 7477 C CMYK: 58,12,0,67

HEX: #234953 RGB: 35,73,83

RATIO

