

Brand book

EXMACHINA

WEATHER
ON DEMAND



Typography

Roboto (Text, Body & Web)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
αβγδεζηθικλμνξοπρστυφχψω
! ? @ + - 1 2 3 4 5 6 7 8 9 0

Noto Serif (Title & Subtitle)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
αβγδεζηθικλμνξοπρστυφχψω
! ? @ + - 1 2 3 4 5 6 7 8 9 0

Nexa Bold (Logo only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
! ? @ + - 1 2 3 4 5 6 7 8 9 0

About us

Company Description

Ex Machina is a company founded in 2015 focusing on weather analytics and forecasting for the energy sector. Our mission is to provide better weather insights to our customers equipping them with the information they need to achieve their goals. By using a unique combination of highly accurate weather data, our own weather sensor technology and AI we are able to deliver our market leading services used by our customers

Main Logo



EXMACHINA



Main Logo (Other versions)



EXMACHINA



Main Logo (White)



EXMACHINA



EXMACHINA



WeatherXM & ForecastXM (White)

WEATHER



FORECAST



WeatherXM & ForecastXM

WEATHER






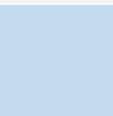
FORECAST







Colours (Primary)

	Black Machine R:34,G:30,B:32 Hex:#221e20		Atmosphere R:27,G:117,B:186 Hex:#1b75ba
	Tech Grey R:146,G:148,B:150 Hex:#929496		Warm & Cold R:157,G:31,B:99 Hex:#9d1f63

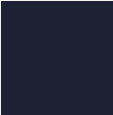

Colours (Secondary – WeatherXM)


	Vega R:0,G:59,B:119 Hex:#003b77		Neptune R:17,G:98,B:149 Hex:#116295
	Rigel R:112,G:196,B:236 Hex:#70c4ec		Capella R:196,G:218,B:241 Hex:#c4daf1

Colours (Secondary – ForecastXM)

	Iris R:85,G:38,B:122 Hex:#55267a		Persian Shield R:129,G:35,B:109 Hex:#81236d
	Lotus R:225,G:106,B:135 Hex:#e16a87		Rose R:232,G:154,B:176 Hex:#e89ab0

Colours (Backgrounds)

	Earth R:28,G:33,B:51 Hex:#1c2133		White Wizard R:244,G:244,B:244 Hex:#f4f4f4
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	Eta Carinae R:37,G:153,B:223 Hex:#2599df
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Textures

