



Brand Guidelines

Logo & Brand Identity





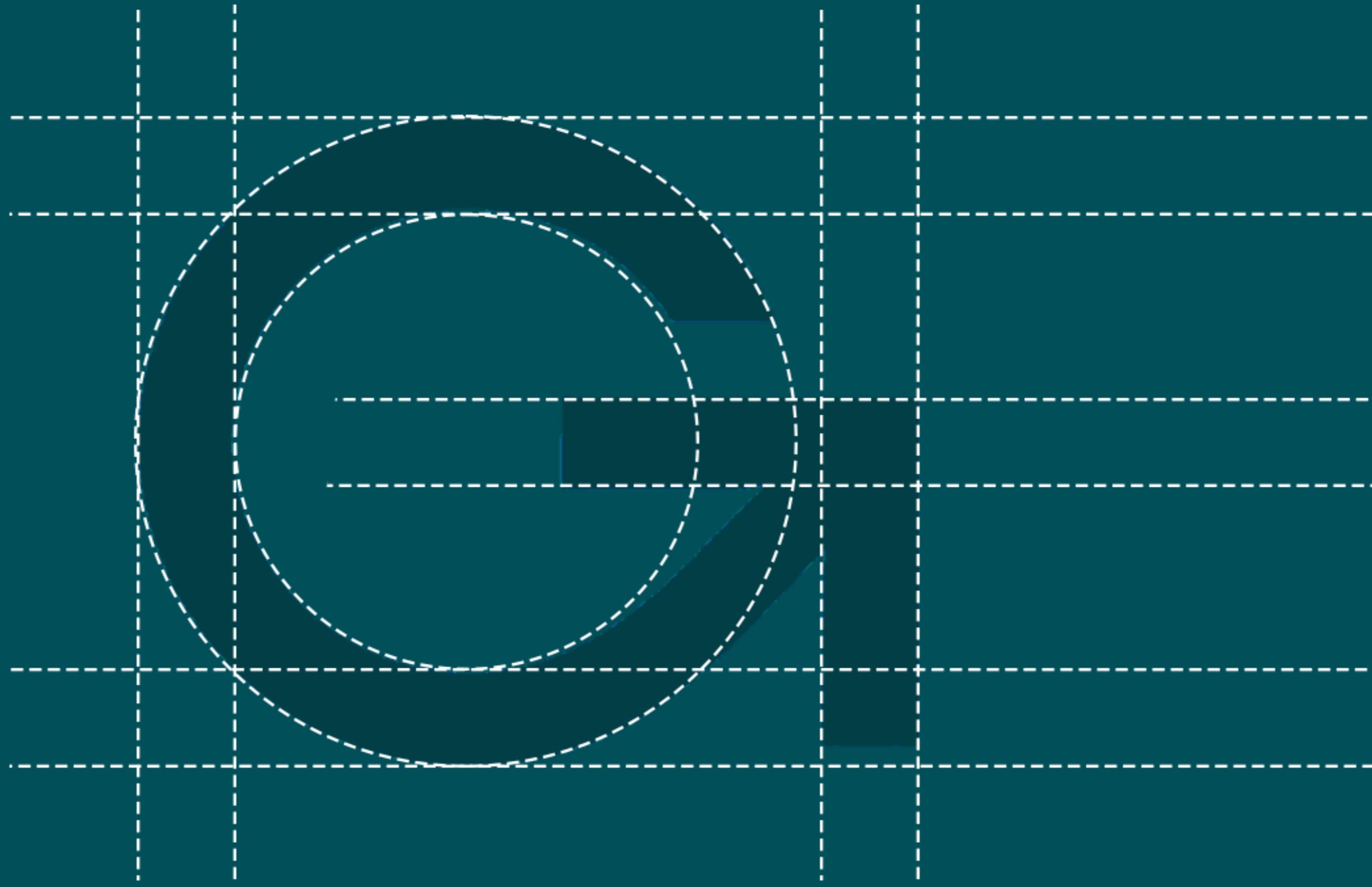
growX
D I G I T A L

Introduction - Welcome to the brand guideline for GrowX Digital, a forward-thinking and results-driven digital marketing agency committed to transforming businesses through innovation, strategy, and data-driven solutions. In this document, you'll find comprehensive information about our brand identity, including our mission, vision, brand voice, color palette, typography, and marketing collateral. Our logo, designed to reflect growth and digital evolution, symbolizes our passion for delivering impact and value across every client touchpoint.

Mission - At GrowX Digital, our mission is to empower brands by delivering tailored digital marketing solutions that drive measurable results. We combine creativity with strategic execution to help businesses grow, connect, and lead in a competitive digital landscape. We are committed to making digital transformation simple, effective, and impactful for our clients.

Vision - Our vision at GrowX Digital is to be a global leader in innovative marketing, helping businesses grow and scale through next-gen digital strategies. We aim to build long-term partnerships by delivering transparency, consistent performance, and customer-centric services rooted in trust and excellence.

Brand Voice - Our brand voice is defined by clarity, innovation, and reliability. We speak with purpose—clear, confident, and insightful—ensuring every message resonates with our audience. Whether we're launching a campaign, optimizing strategy, or sharing insights, we aim to communicate with simplicity and creativity, making marketing feel accessible and exciting for all.



Color Palette – Our color palette reflects Grow X Digital's identity as a bold, modern, and forward-thinking marketing agency:

Primary Color: HEX #014f59 (Teal Blue) – This deep, rich shade symbolizes trust, intelligence, and stability—core values that define our strategic approach to digital marketing. It reinforces our commitment to delivering smart and reliable growth solutions.

Accent Color: HEX #00ffa3 (Neon Green) – This vibrant, energetic hue represents creativity, innovation, and growth. It reflects our dynamic mindset and fresh perspective, driving impactful and future-ready marketing experiences.

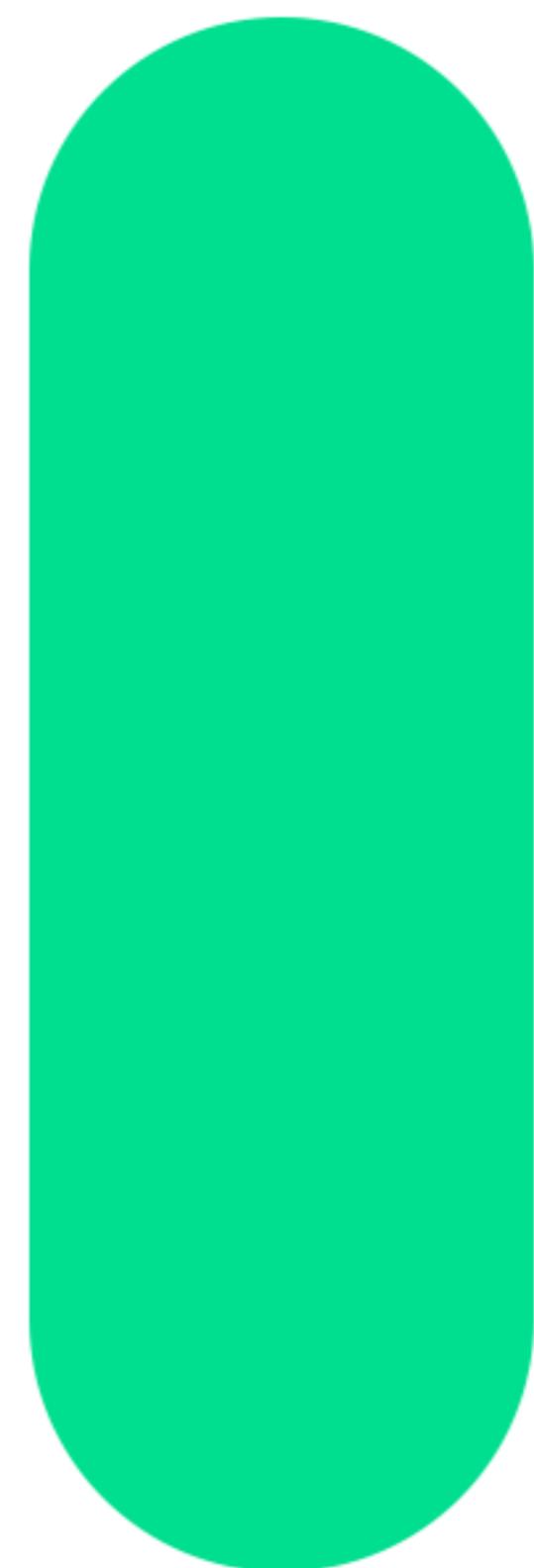
Together, these colors embody the balance between strategic depth and bold creativity—hallmarks of Grow X Digital.



#11171c



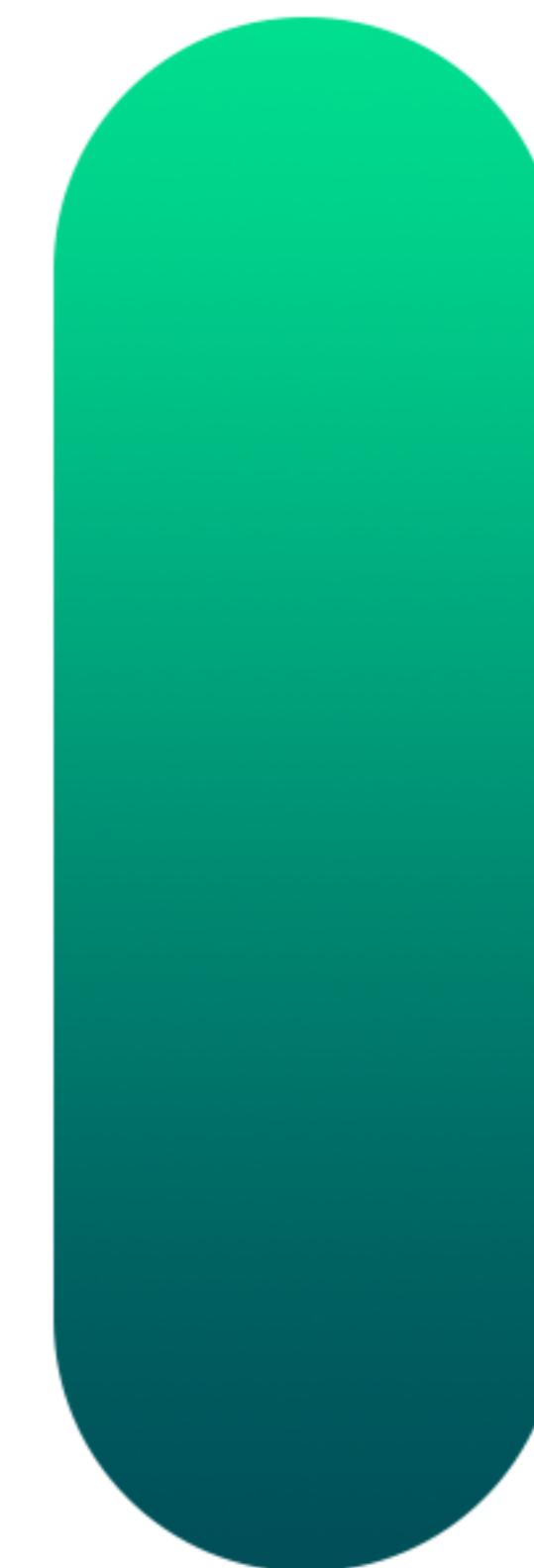
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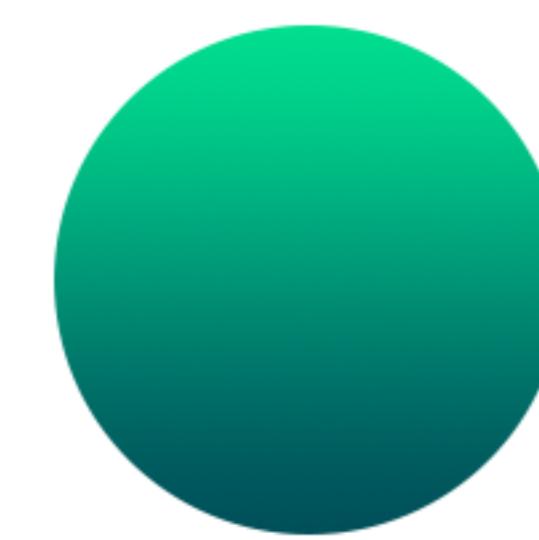
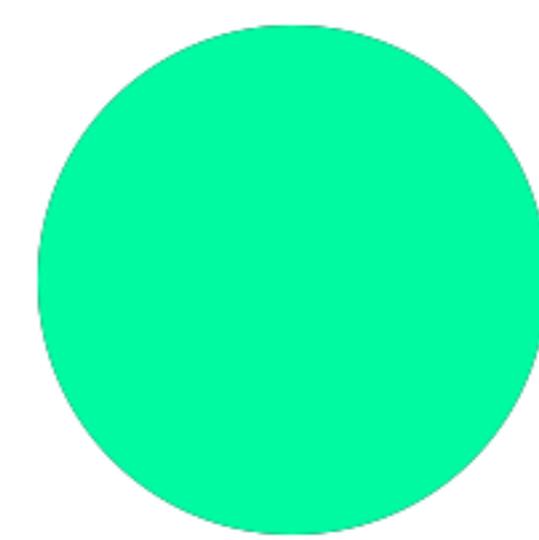
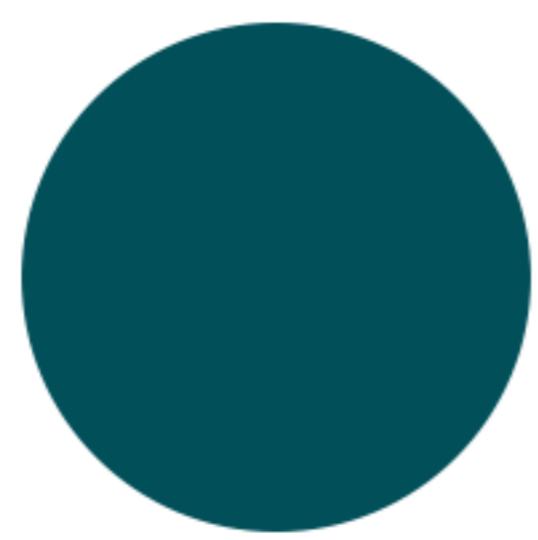
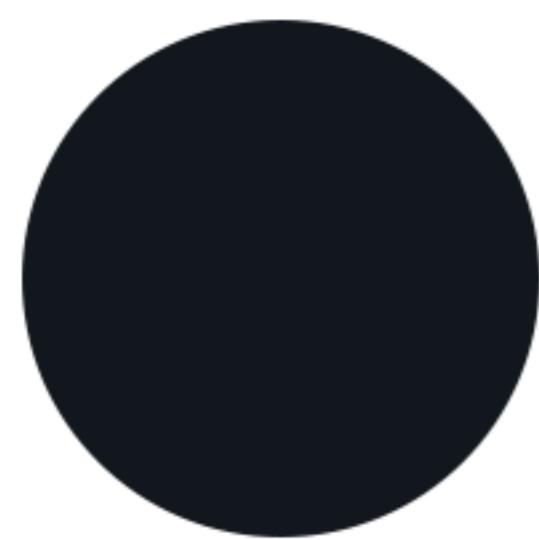
#00df8f



#00faa2



#014f59





Typography

our brand's identity and consistency.

Primary Typeface: Poppins – Our core typeface is the Poppins font family. This geometric sans-serif typeface offers a clean, modern appearance with excellent legibility across all devices. We use the full Poppins family to maintain versatility across different applications – from bold headlines to readable body text. Its balanced proportions and contemporary style reflect our brand's forward-thinking and innovative spirit.



Font Name - Poppins

Act

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abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Text Style

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Stationery and Other Mockups

In the accompanying mockups, you will find examples of how Grow X Digital's brand elements are applied across various stationery items, including business cards, letterheads, and envelopes. These mockups illustrate how our logo, color palette, and typography work together to create a cohesive and visually impactful brand identity that connects with our audience.

By following these brand guidelines, we maintain consistency and clarity across all our communications, reinforcing our commitment to professionalism, innovation, and digital excellence at Grow X Digital.



GrowX
DIGITAL

YOUR
DIGITAL
GROWTH
PARTNER



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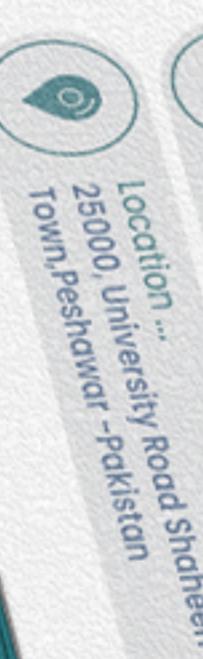
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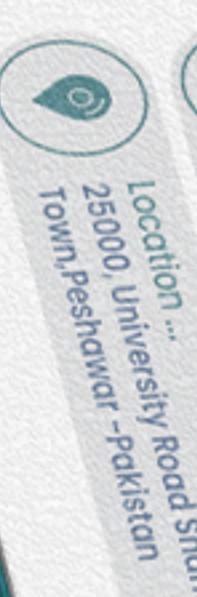
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Digital Presence



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