Brand Identity Guide

Xchange

2021

Main logo:

Main logo without a slogan:

Using a sign of the logo:

Main colours:

Dark Violet – Pantone 2617 C: C 85, M 100, Y 0, K 12; R 71, G 10, B 104; HTML 470A68

Rubine Red – Pantone Rubine Red C: C 0, M 100, Y 22, K 3; R 206, G 0, B 88; HTML CE0058

Additional colours:

Dark Violet – Pantone 2627 C: C 85, M 100, Y 6, B 40; R 60, G 16, B 83; HTML 3C1053

Light Orange – Pantone 150 C: C 0, M 41, Y 80, B 0; R 255, G 178, B 91; HTML FFB25B

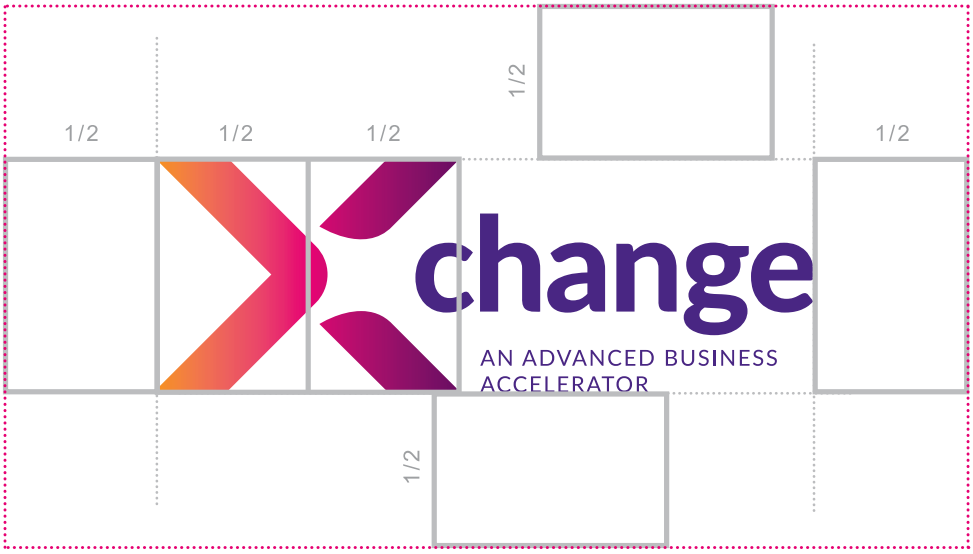
Fonts:

Lato Light
Lato Light Italic
Lato Regular
Lato Italic
Lato Medium
Lato Medium Italic
Lato Semibold
Lato Semibold Italic
Lato Bold
Lato Bold Italic
Lato Heavy
Lato Heavy Italic
Lato Black
Lato Black Italic

Using the logo on the background:

Minimum size of the logo:

Free space around the logo for better reading (the red lines):



Using the logo in black & white:

Using the logo in grayscale:

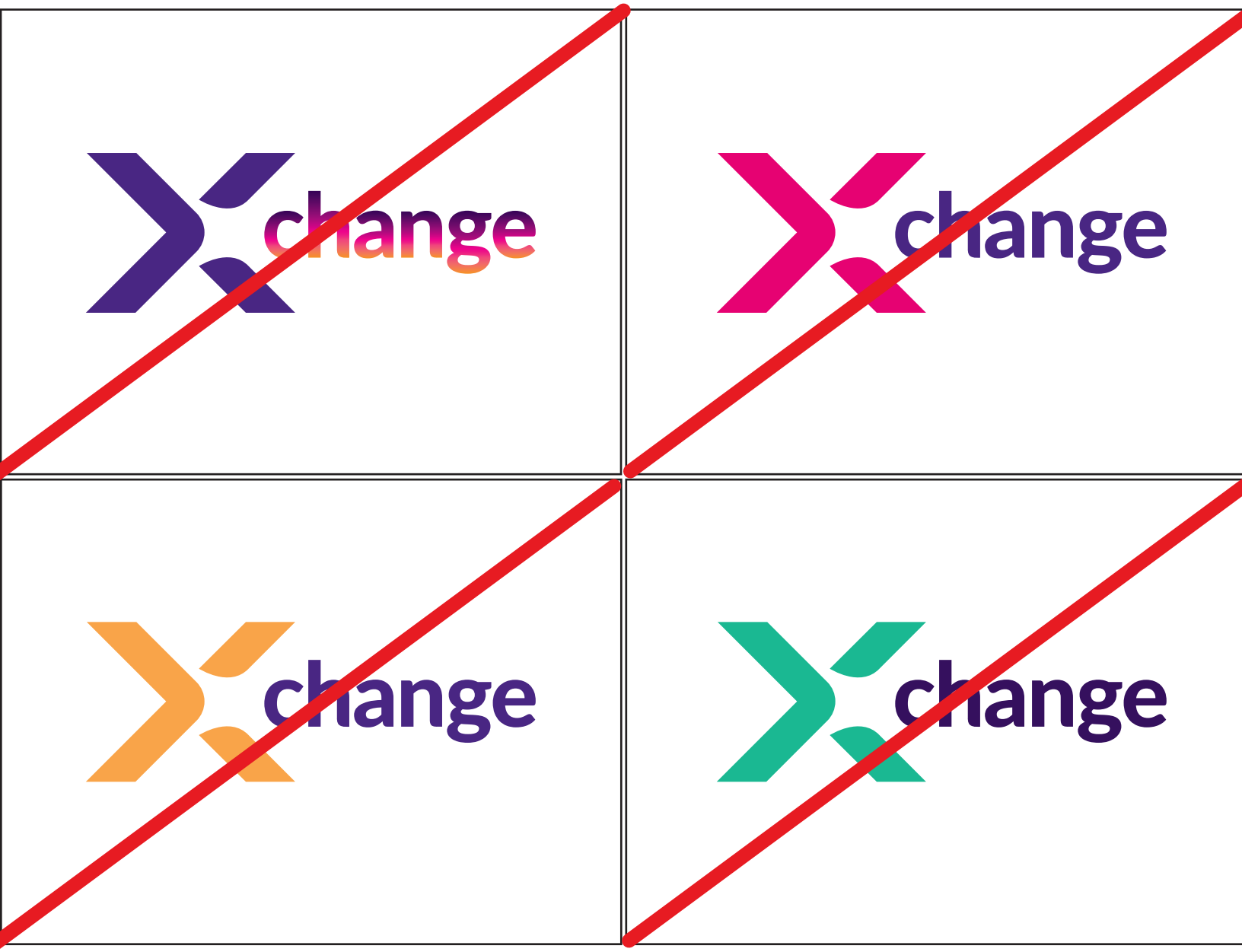
C 0 M0 Y0 K30
R188 G190 B192
#BBBDC0

C 0 M0 Y0 K70
R109 G110 B113
#6D6E70

C 0 M0 Y0 K95
R51 G49 B50
#333132

Using the logo in one colour:

Forbidden to change the brand colours in the logo:



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