

The logo for XMPRO features the word "XMPRO" in a bold, sans-serif font. The letter "X" is a vibrant blue, while the letters "M", "P", "R", and "O" are white. The background is a dark blue gradient with a diagonal split into a lighter blue section on the right.

Brand Guidelines

Version 1.0

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Welcome to our brand guidelines.

This document provides an overview of the XMPRO core brand elements alongside inspiration for future applications and activations.

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Our logo is the heart of our brand.

It's made up of two parts: a clean, modern symbol and a strong wordmark. Together they act as the signature for our brand, and over time will become instantly recognizable.

The logo consists of a stylized 'X' symbol followed by the word 'MPRO'. The 'X' is formed by two overlapping diagonal bars, one light blue and one dark blue. The letters 'M', 'P', 'R', and 'O' are in a bold, dark blue, sans-serif typeface.

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Our symbol and logo are bold and strong enough to be used individually, but generally speaking, our logo works best in our full version.



Symbol

This is our symbol. It has a strong shape and can be used in bold ways when appearing as a standalone symbol without our full logo.



Logo

This is our full logo and it is locked up with our symbol. It is clean and strong.

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To maintain legibility, the XMPRO logo should not be used at sizes below the prescribed minimum size.

Full Logo

Print = 10mm height

Digital = 28px height



Symbol

Print = 6mm width

Digital = 28px width



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We have defined clear zones around our logo to ensure the logo is protected and never crowded out by other elements. The clear space for our logo is measured by the size of the O letter.



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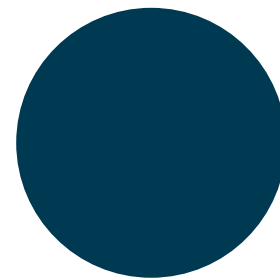
Our logo is flexible and can live on a light or a dark background.
Our logo can be used in two color versions blue and teal.



This is our full brand color palette. Our Light Gray, Light Blue, and Light Teal are supportive colors to be used as an accent only.

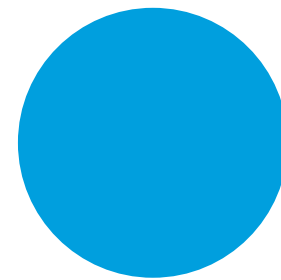
Core Palette

Main colors.



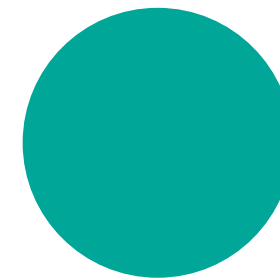
Dark Blue

HEX #003952
C:100 M:50 Y:35 K:30



Blue

HEX #009fde
C:75 M:10 Y:0 K:0

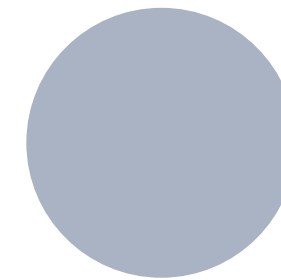


Teal

HEX #00a698
C:90 M:0 Y:30 K:0

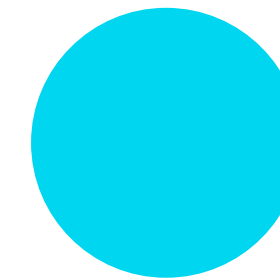
Secondary Palette

Supportive colors to be used as an accent only.



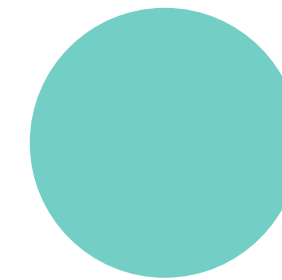
Light Gray

HEX #aab3c3
C:10 M:3 Y:0 K:30



Light Blue

HEX #00d6ef
C:65 M:0 Y:0 K:0



Light Teal

HEX #73cec6
C:60 M:0 Y:15 K:0

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In avatars and app icons we just use our symbol. This acts as a shorthand for the brand and is great at small sizes.

App Icon Sample →



AaBbCc0123

abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&@'*(,.;:#!?)

Objektiv Mk2, Regular

Corporate Typeface

A corporate typeface helps unify the company's visual identity across all the communications: ads, apps, platforms, and websites.

Objektiv takes a new look at geometry following the principles of mathematical structures without forgetting that this typeface is to be used by humans. Dalton Maag Ltd provides typeface design and font engineering for corporate clients such as Google, Amazon, and Intel.

Available at Adobe Fonts:
<https://fonts.adobe.com/fonts/objektiv>

abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(,.;:#!?)

Objektiv Mk2, Light

abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(,.;:#!?)

Objektiv Mk2, Medium

abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(,.;:#!?)

Objektiv Mk2, Bold

abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(,.;:#!?)

Objektiv Mk2, Black

Incorrect usage examples



✘ Do not use color combinations including those from our own palette that impede the visibility of our logo.



✘ Ensure that our logo colors are reproduced accurately and consistently.



✘ Do not distort our logotype in any way.



✘ Do not apply effects such as drop shadow and key lines to our logo.



✘ Do not use backgrounds that interfere with the visibility of our logo.



✘ Do not attach unauthorised words, phrases or other elements to our logo.

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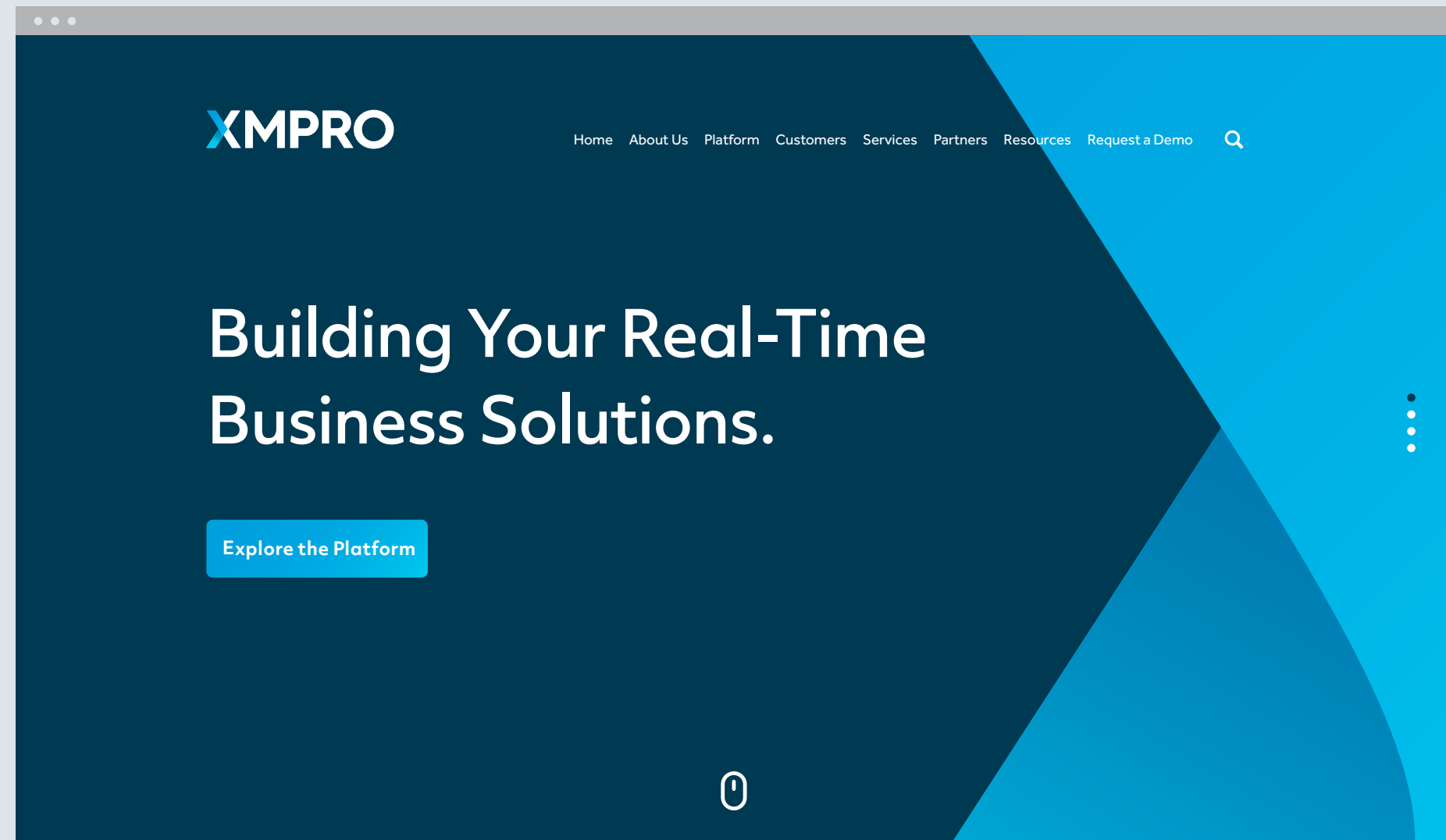
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