Brand Guidelines

X-CORP Project Management,
Construction & Joinery

SEPTEMBER 2021

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X-CORP // BRAND GUIDELINES

Logo

01



Primary Logo

The X-CORP logo is a combination of the name, the logomark, and the tagline. The logomark represents the letter X and symbolizes modern professionalism, reliability and solidness.



Logo Construction



Logo Colors


X-CORP
PROJECT MANAGEMENT, CONSTRUCTION & JOINERY


X-CORP
PROJECT MANAGEMENT, CONSTRUCTION & JOINERY

Logo Variations

Horizontal Logo



Vertical Logo



Logomark

This logomark represents the brand
and can be used in all design needs.



Logomark







Minimum Size

For legibility, the logo should never be reproduced less than 22 px tall.



Clearspace

Clearspace around the logo is equal to the height of the ‘X’.



Logo on Backgrounds

Examples of correct and incorrect logo placement:













Logo | Unacceptable Use



1. Don’t change the propotions



2. Don’t flip the logo



3. Don’t change the brand colors / use gradients



4. Don’t change the thickness



5. Don’t add drop shadow



6. Don’t rotate the logo

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Color Palette

02

Primary Colors

Charcoal and red are the core of our brand identity and should always be used first for any design needs.

HEX CODE **#323232**

C	**70**	R	**50**
M	**63**	G	**50**
Y	**62**	B	**50**
K	**59**		

HEX CODE **#ec0000**

C	**1**	R	**236**
M	**100**	G	**0**
Y	**100**	B	**0**
K	**0**		

Secondary Colors

HEX CODE **#ffd017**

C **1** R **255**
M **17** G **208**
Y **97** B **23**
K **0**

HEX CODE **#ffffff**

C **0** R **255**
M **0** G **255**
Y **0** B **255**
K **0**

HEX CODE **#d1d2d4**

C **17** R **209**
M **13** G **210**
Y **12** B **212**
K **0**

HEX CODE **#324351**

C **82** R **50**
M **65** G **67**
Y **49** B **81**
K **37**

Typography

03

Typeface

There are two sans serif typefaces for X-CORP identity. Poppins is used for the headline and Archivo is used for both the sub-headline and body copy.

Aa

HEADLINE

Poppins

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

0 1 2 3 4 5 6 7 8 9
. , ! ( ) @ # $ ^ % & * { } / ; :

Aa

SUB-HEADLINE & BODY COPY

Nunito Sans

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

0 1 2 3 4 5 6 7 8 9
. , ! ( ) @ # $ ^ % & * { } / ; :

Weights & Styles

Headline Goes Here

Sub-Headline Goes Here

Body copy goes here. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Poppins
Bold / Extra Bold

Nunito Sans
Semi Bold / Bold

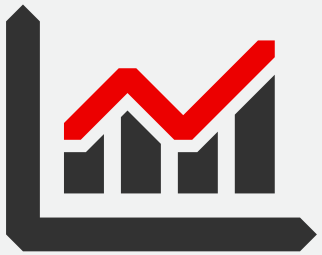
Nunito Sans
Light / Regular

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Graphic Elements

04

Iconography



Graphic Chart



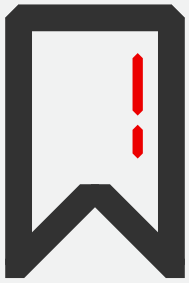
Home



Conversation



Percentage



Save



Search

Graphic Style

Banner Version



Graphic Style

Poster Version





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Logo Aplication

05

Business Card

Size: 3.5 inc x 2 inc



Front



Back

Letterhead

Size: A4 (29.7 cm x 21 cm)

X-CORP
PROJECT MANAGEMENT, CONSTRUCTION & JOINERY

To
Name Goes Here
Company Name
Address, Postcode

January 1, 2021

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Signature

Name Goes Here
Manager Marketing

P. 02 6651 8439
E. dee@xcorpbuildingservices.com.au

www.xcorp.com.au

PO Box 516
Unit 4/22 Isles Drive
Coffs Harbour NSW 2450
Lic. 175388C

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Logo Aplication



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Thank You

Thank Yo