

XPANDVISION

BRAND

COMMUNICATION

PLEASE NOTE: this document is a vector PDF, Adobe Illustrator native file.
It can easily be opened as vector and used in hi-res graphic design either
by drag and drop or by changing its extension to .ai

PRIMARY BRAND SIGNATURE

Primary logotype, horizontal, black / white background

XPANDVISION™

REGISTERED

XPANDVISION™

SECONDARY BRAND SIGNATURE

Secondary logotype, horizontal, black / white background

XPANDVISION™

XPANDVISION™

SECONDARY BRAND SIGNATURE

Secondary logotype, vertical, black / white background

XPANDTM
V I S I O N

XPANDTM
V I S I O N

SECONDARY BRAND SIGNATURE

Secondary logotype vertical, black / white background

XPANDTM
V I S I O N

XPANDTM
V I S I O N

SECONDARY BRAND SIGNATURE

Secondary logotype, vertical, black / white background

XPANDTM
V I S I O N

XPANDTM
V I S I O N

COLOUR DEFINITIONS

XPANDTM
V I S I O N



Gradient Red; stops 10%, 100%



Red: C 0, M 100, Y 100, K 0



Dark Red: C 30, M 100, Y 100, K 50



White: C 0, M 0, Y 0, K 0

XPANDTM
V I S I O N



Gradient Red; stops 10%, 70%, 100%



Red: C 0, M 100, Y 100, K 0



Dark Red: C 30, M 100, Y 100, K 50



Dark Red: C 70, M 60, Y 60, K 60



Grey: C 60, M 50, Y 50, K 60

TYPOGRAPHY

There are three typographic families that should be used in XPANDVISION brand communication: **Clan PRO**, **Apex New** and **Helvetica Neue LT Pro**.

Clan News

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Clan Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Clan Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Clan Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Clan Ultra

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Apex New Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Apex New Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Apex New Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Apex New Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Apex New Heavy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Apex New Ultra

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Helvetica Neue LT Pro 25 Ultra Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Helvetica Neue LT Pro 45 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Helvetica Neue LT Pro 65 Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Helvetica Neue LT Pro 75 Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Helvetica Neue LT Pro 85 Heavy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

Helvetica Neue LT Pro 95 Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPRSTUVWXY
1234567890

CLEAR SPACE

Primary / registered logotype.
Horizontal, black logo, white background.

The image shows the word "XPANDVISION" in a bold, black, sans-serif font. A small "TM" trademark symbol is positioned to the upper right of the final letter "N". The text is centered within a thin black rectangular border.

DO NOT

Never change the colours in XPANDVISION logo elements, unless explicitly allowed by specific usage, determined by XPANDVISION Marketing Department.

Never replace the typeface in any of the XPANDVISION logo elements with your own.

Never change the horizontal or vertical position of the logo elements, unless as shown in this reference document.

The format cannot be compromised: do not slant, stretch, rotate, distort or perspective the logo in any way at any time.

Do not use the logo on a busy pattern or background that impairs its legibility.

Never use XPANDVISION logo as anything else: it is a symbol, not a drawing. Do not use it in patterns or any other similar contexts at any time.