

MAIN LOGO_WEB, LETTERHEAD, BUSINESS CARDS: MAIN LOGO_EMBROIDERY:

Preferred Usage: White background or light colors



Alternate Usage: White background or light colors



Preferred Usage: Black background or dark colors



Alternate Usage: Black background or dark colors



Preferred Usage: White background or light colors



Alternate Usage: White background or light colors



Preferred Usage: Black background or dark colors



Alternate Usage: Black background or dark colors



MAIN LOGO_ONE COLOR:

Usage: White background or light colors



MAIN LOGO_ONE COLOR:

Usage: Black background or dark colors



ALTERNATE MAIN LOGO_GRADIENT OPTION:

Usage: White background or light colors



ALTERNATE MAIN LOGO_GRADIENT OPTION:

Usage: Black background or dark colors



URL LOGO_WEB, LETTERHEAD, BUSINESS CARDS:

PREFERRED USAGE

Usage: White background or light colors



ALTERNATE URL LOGO OPTIONS:

Usage: White background or light colors



ALTERNATE URL LOGO_GRADIENT OPTIONS:

Usage: White background or light colors



PREFERRED USAGE

Usage: Black background or dark colors



Usage: Black background or dark colors



Usage: Black background or dark colors



OUR URL IS: ximpactusa.com

ICON LOGO_WEB, LETTERHEAD, BUSINESS CARDS: ICON LOGO_EMBROIDERY:

Preferred Usage: White background or light colors



Preferred Usage: White background or light colors



Preferred Usage: Black background or dark colors



Preferred Usage: Black background or dark colors



ALTERNATE ICON LOGO_ONE COLOR OPTIONS:



ICON LOGO_GRADIENT OPTIONS:

Usage: White background or light colors



Usage: Black background or dark colors



CORRECT USAGE

INCORRECT USAGE!

When using the Main Logo the right leg of the "crossroads" Icon must *always* be the same color as the Impact text. See examples above for reference.

COLOR CHART: Ink				COLOR CHART: Embroidery Thread			
PANTONE Red 187 C	PANTONE Black	PANTONE Grey 428 C	PANTONE White	Red 919-1839	Black 919-1800	Grey 919-1918	White 919-1801
CMYK 0/100/79/20	CMYK 0/0/0/100	CMYK 0/0/0/20	CMYK 0/0/0/0				
RGB 129/18/48	RGB 35/31/32	RGB 207/212/216	RGB 255/255/255	Madeira® Thread Polyneon			

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	TYPE:	LOGO USAGE
	DATE SENT:	3.26.14

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