MAIN LOGO\_WEB, LETTERHEAD, BUSINESS CARDS: MAIN LOGO\_EMBROIDERY:

Preferred Usage: White background or light colors

Preferred Usage: White background or light colors





Alternate Usage: White background or light colors

XIMPACT

Alternate Usage: White background or light colors



Preferred Usage: Black background or dark colors

**Preferred Usage:** Black background or dark colors





Alternate Usage: Black background or dark colors



Alternate Usage: Black background or dark colors



MAIN LOGO ONE COLOR:

Usage: White background or light colors



ALTERNATE MAIN LOGO GRADIENT OPTION:

Usage: White background or light colors



## MAIN LOGO ONE COLOR:

Usage: Black background or dark 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



PREFERRED USAGE

Usage: Black background or dark colors



**ALTERNATE URL LOGO OPTIONS:** 

Usage: White background or light colors



Usage: Black background or dark colors



**ALTERNATE URL LOGO\_GRADIENT OPTIONS:** 

Usage: White background or light colors



Usage: Black background or dark colors



**OUR URL IS: ximpactusa.com** 

ICON LOGO\_WEB, LETTERHEAD, BUSINESS CARDS: ICON LOGO\_EMBROIDERY:

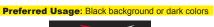
Preferred Usage: White background or light colors Preferred Usage: White background or light colors





Preferred Usage: Black background or dark colors









## ALTERNATE ICON LOGO ONE COLOR OPTIONS:









**ICON LOGO GRADIENT OPTIONS:** 

Usage: White background or light colors



Usage: Black background or dark colors







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** 



0/100/79/20

129/18/48

RGB

Black

RGB

35/31/32

PANTONE CMYK 0/0/0/100

Grey 428 C 0/0/0/20 RGB

PANTONE

**PANTONE** 

CMYK 0/0/0/0 RGB

207/212/216 255/255/255

919-1839

Black 919-1800

**COLOR CHART:** Embroidery Thread

919-1918

White 919-1801

Madeira® Thread Polyneon



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TITLE: 2014 BRAND GUIDELINES

LOGO USAGE DATE SENT:

3.26.14

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