

Brand Identity Guidelines

Brand Logo Guide

The Basics

The logo is a symbol or emblem or device or the primary visual representation of an organization. Our logo sets us apart and is the distinctive element through which our Company, products, and services are known and recognized. Consistent use of the logo is essential to the success of our branding strategy.



Download the Logo



Using The xpx Logo

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Size Scale

The logo should always be used with a clear background and a clear font. The logo should be used in a size that is proportional to the amount of text on the page.

The logo can be used in a variety of sizes and colors. The logo should be used in a size that is proportional to the amount of text on the page.



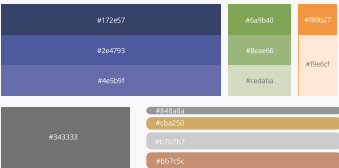
Colors & What Not To Do

The logo should be used in a variety of colors. The logo should be used in a size that is proportional to the amount of text on the page.

- Do not change the logo's proportions
- Do not change the logo's colors
- Do not change the logo's font
- Do not change the logo's background
- Do not change the logo's spacing
- Do not change the logo's alignment



Brand Theme Colors



H1 OpenSans #172e57 76px
 H1 **OpenSans Bold #172e57 76px**

H2 OpenSans #ffffff 76px
 H2 **OpenSans Bold #ffffff 76px**

H3 OpenSans #172e57 53px
 H3 **OpenSans Bold #172e57 53px**

H4 **OpenSans Bold #f89b27 53px**

H5 OpenSans #ffffff 53px
 H5 **OpenSans Bold #ffffff 53px**

H6 OpenSans #172e57 35px
 H6 **OpenSans Bold #172e57 35px**
 H7 **OpenSans Bold #f89b27 35px**
 H8 **OpenSans Bold #6a9b40 35px**

H9 OpenSans #172e57 26px
 H9 **OpenSans Bold #172e57 26px**
 H10 **OpenSans Bold #f89b27 26px**
 H11 **OpenSans Bold #6a9b40 26px**

XX H12 OpenSans Bold #6a9b40 96px
 XXX H13 OpenSans #6a9b40 56px

H3 **OpenSans Bold #172e57 53px**
 H OpenSans #172e57 53px

H5 **OpenSans Bold #f89b27 53px** H5 **OpenSans Bold #ffffff 53px** H5 **OpenSans Bold #172e57 53px** H5 **OpenSans Bold #6a9b40 53px**