

The image features a white background with abstract geometric shapes. A thick blue arrow points diagonally upwards from the bottom left towards the center. To the left of the arrow, a blue shape curves from the top left towards the center. In the top left and bottom right corners, there are red shapes that resemble stylized tabs or pieces of paper. The text 'BRAND BOOK' is centered in the upper right area.

BRAND BOOK

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LOGO GUIDELINES



No matter how you use the logo, make sure it's easy to see. To do this, surround the logo with a buffer of clear space, or area of isolation. Don't let any other graphic penetrate this space. This will keep the logo from getting crowded and hard to see. The size of the area of isolation is .25" from the edges shown above.

Try to never use the logo smaller than .25" wide.

XANTHON

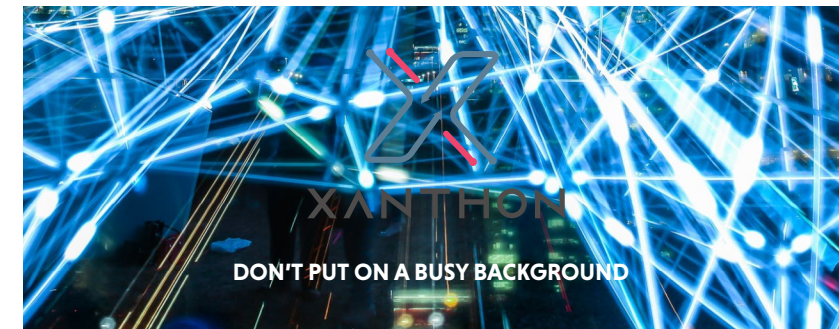
LOGO
FONT:
Azonix

LOGO USAGE

CORRECT



INCORRECT





MAIN PALETTE

Always use the blue in the largest areas of color.
Avoid large coverage areas of gray.

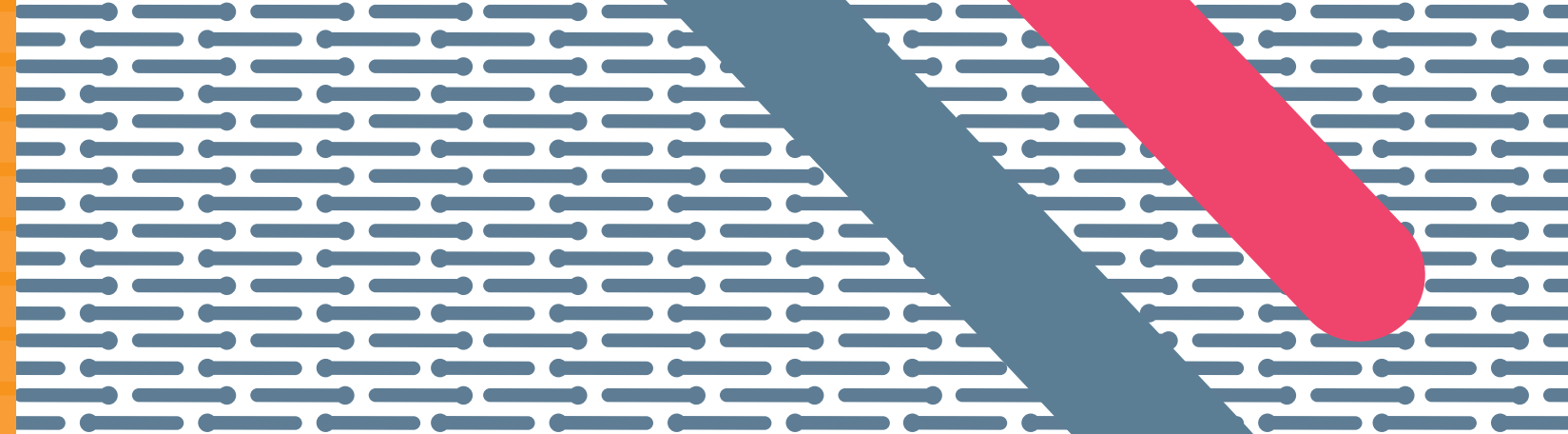
COLOR PALETTE



ACCENT PALETTE

Use sparingly to highlight important information, or brighten collateral where needed.

ICONS + IMAGERY



ABSTRACT BACKGROUND DERIVED FROM LOGO ELEMENTS - MAY BE CHANGED TO ANY COLOR NEEDED,

PREFERABLY NOT TO BE USED ON A WHITE BACKGROUND AT FULL TINT, AS SHOWN ABOVE. BEST USED ON COLOR BACKGROUND AS SEEN ON LEFT SIDE OF THIS PAGE.

