

xtrfy

BRAND GUIDELINE

V 0.2 2017.01.11

XTRFY

BUILT ON EXPERIENCE

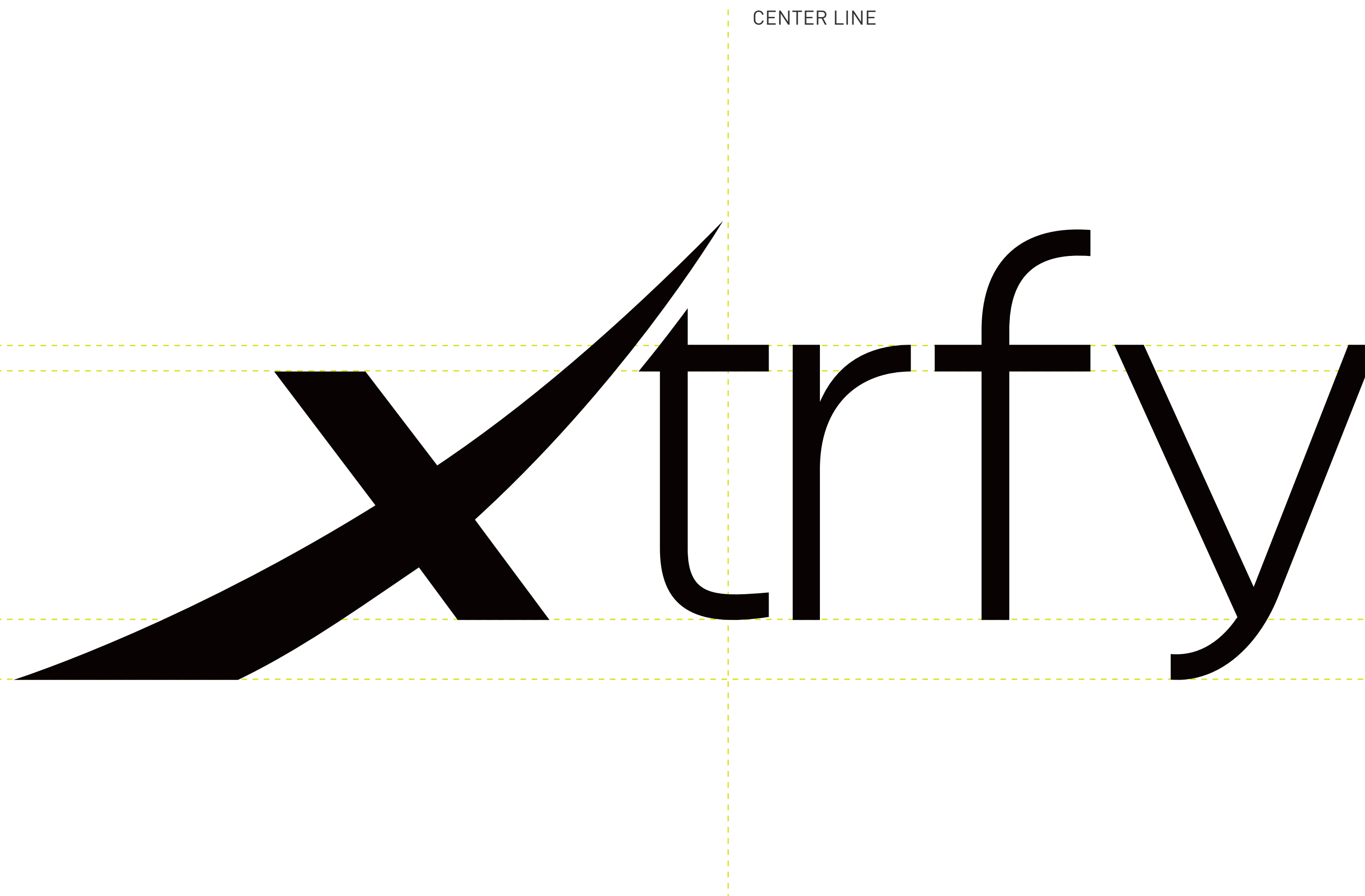
Xtrfy is a Swedish brand specializing in gaming peripherals. Our business philosophy is really quite simple. We are passionate about eSports and we want to create the best gear for gamers.

Whether it is instant-reacting keyboards or super-precise mice, all of our products are based on the same key component: experience. We have been working closely with gamers for more than a decade, and in 2014, Xtrfy joined forces with eSports organization Ninjas in Pyjamas.

With professional players designing, testing and having the very last word in the development of new products, Xtrfy and NiP challenge the traditional ways of gaming gear production. We don't do guesses. We don't compromise. We create tools that help gamers perform. Designed by the players themselves.

THE LOGO

AND HOW TO USE IT



When centering the logotype, use the upper horizontal line of the letter t as a guide. The center of the protruding line is the visual center of the logo.

**SPACE IS A PART OF THE LOGO**

For maximum impact and clarity, the Xtrfy logotype must have a designated amount of clear space on all sides. The width of the f can be used as a measurement of the minimum space.

**LOGO COLORS**

The Xtrfy logotype is available in two colors. Use the black logo on white or light backgrounds, and the white version on black or dark backgrounds.



FORMER LOGO

The former Xtrfy logo is displayed in a dark grey, slightly italicized sans-serif font. A red 'X' mark is positioned to the upper right of the logo, indicating it is outdated.

UPDATED LOGO

The updated Xtrfy logo is displayed in a dark grey, slightly italicized sans-serif font. A green checkmark is positioned to the upper right of the logo, indicating it is the current version.

The Xtrfy logotype was recently updated. Make sure to use the correct version.

THE DON'TS

**DO NOT:**

Alter the colors, shape or proportions of the logo.

Add shadow, gradient or any other effects.

Place the logo on interfering backgrounds.

Insert text or graphic elements inside the minimum margins.

The image shows the 'xtrfy' logo in a bold, black, lowercase sans-serif font. The letters are positioned within a grid of dashed yellow lines. The 'x' is the largest and most prominent, followed by 't', 'r', 'f', and 'y'. The tagline 'BUILT ON EXPERIENCE' is written in a smaller, bold, yellow, uppercase sans-serif font below the logo. A vertical dashed line is positioned to the right of the logo, and a horizontal dashed line is positioned below the tagline. The entire composition is set against a white background with a solid yellow footer bar at the bottom.

xtrfy

BUILT ON EXPERIENCE






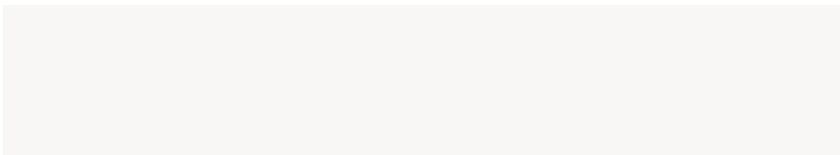
BUILT ON EXPERIENCE

When space allows, our tagline can be included with the logo. Use the DINPro BOLD font in Xtrfy yellow, -25 kerning and uppercase letters. The grid in the image shows how to position the text.

The tagline should not be included when the logotype is accompanied by other logos.

SIGNATURE COLORS

OUR PALETTE

XTRFY YELLOW	<div></div> <div>PANTONE COATED 394 CMYK 19, 0, 100, 0 HEX #EDE939</div>	<div></div> <div>PANTONE UNCOATED 394 CMYK 19, 0, 100, 0 HEX #EDE939</div>
BLACK	<div></div> <div>PANTONE COATED BLACK 6 C CMYK 30, 30, 30, 100 HEX #000000</div>	<div></div> <div>PANTONE UNCOATED BLACK 6 U CMYK 30, 30, 30, 100 HEX #000000</div>
ALTERNATIVE	<div></div> <div>BLACK HEX #262626</div>	<div></div> <div>WHITE HEX #F7F7F7</div>

TYPEFACE

FONTS, WEIGHTS AND SIZES

DINPro BOLD

For headlines, use this font in uppercase with -25 kerning. Color? Xtrfy yellow on black/dark backgrounds, and black on white/light backgrounds.

DINPro REGULAR

Body text is written in the regular version of the font. Leading: 140 % (minimum).

BUILT ON EXPERIENCE

Xtrfy is a Swedish brand specializing in gaming peripherals. All of our products are based on the same key component: experience.

From printed material to digital content, all text is written in DINPro.

QUESTIONS? ASK KRISTOPHER.

GET IN TOUCH WITH OUR ART DIRECTOR ON KRISTOPHER.ANDERSSON@XTRFY.COM