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

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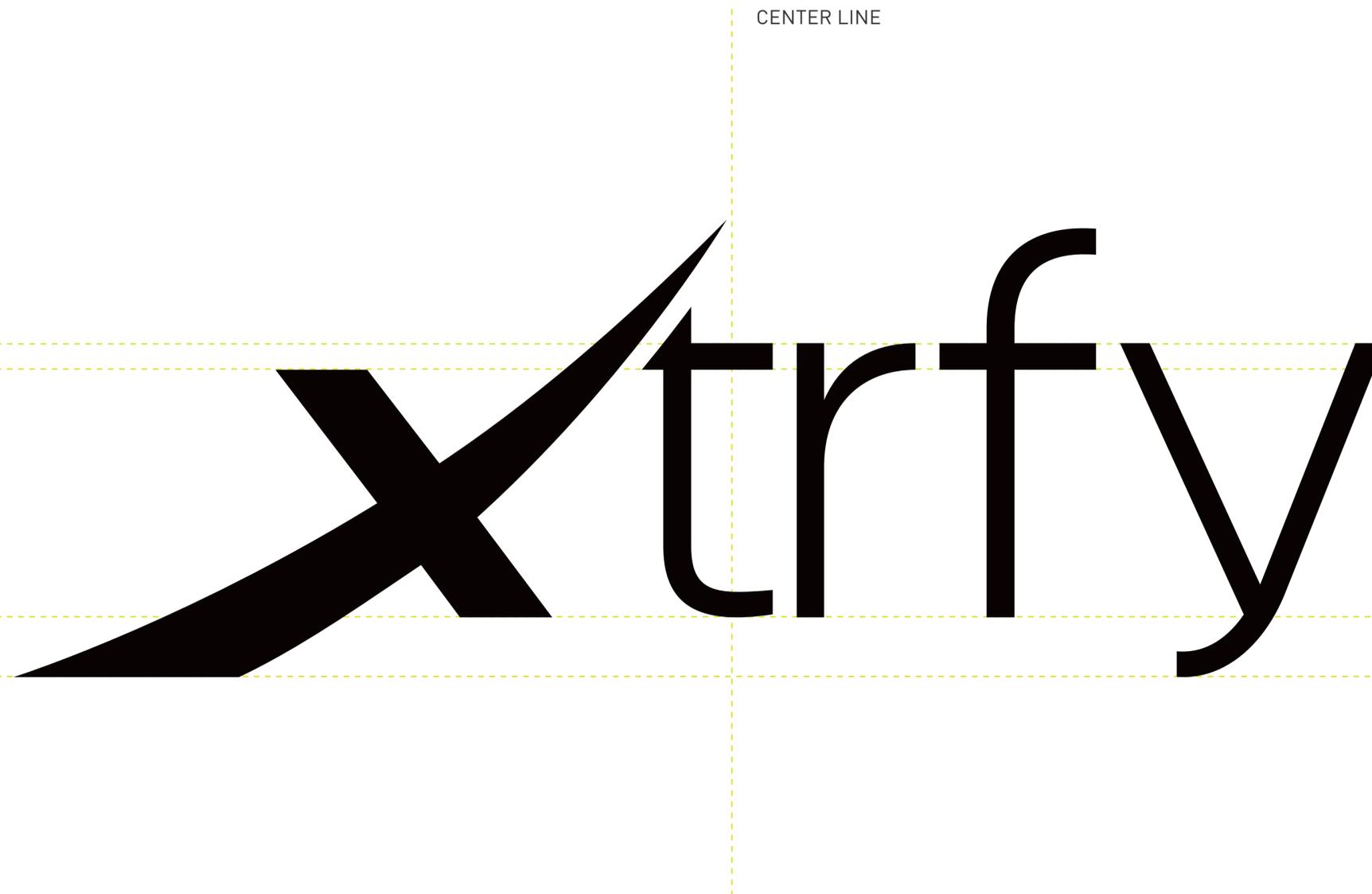
When centering the logotype, use the upper horizontal line of the letter t as a guide. The center of the protruding line is the visual center of the logo.
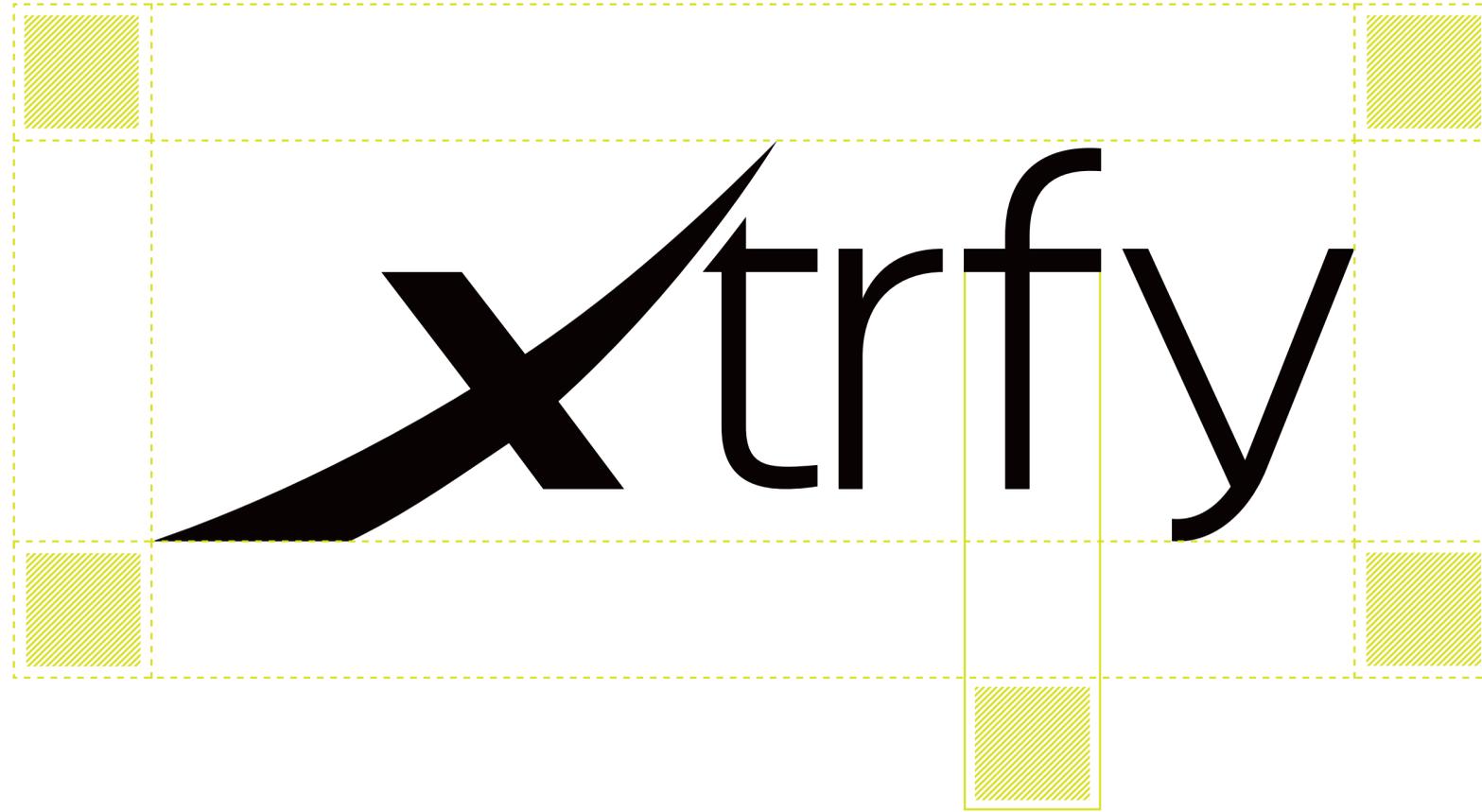
xtrfy

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

✖

Xtrfy

UPDATED LOGO

✔

Xtrfy

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.

**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

PANTONE COATED 394

CMYK 19, 0, 100, 0

HEX #EDE939

PANTONE UNCOATED 394

CMYK 19, 0, 100, 0

HEX #EDE939

BLACK

PANTONE COATED BLACK 6 C

CMYK 30, 30, 30, 100

HEX #000000

PANTONE UNCOATED BLACK 6 U

CMYK 30, 30, 30, 100

HEX #000000

ALTERNATIVE

BLACK

HEX #262626
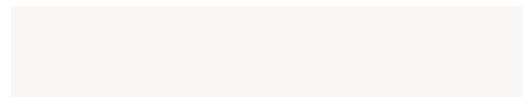
WHITE

HEX #F7F7F7

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.

BUILT ON EXPERIENCE

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

DINPro REGULAR

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

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QUESTIONS? ASK KRISTOPHER.

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