

xtrfy

**BRAND GUIDELINE**

V 0 . 2 2 0 1 7 . 0 1 . 1 1

**XTRFY**

BUILT ON EXPERIENCE

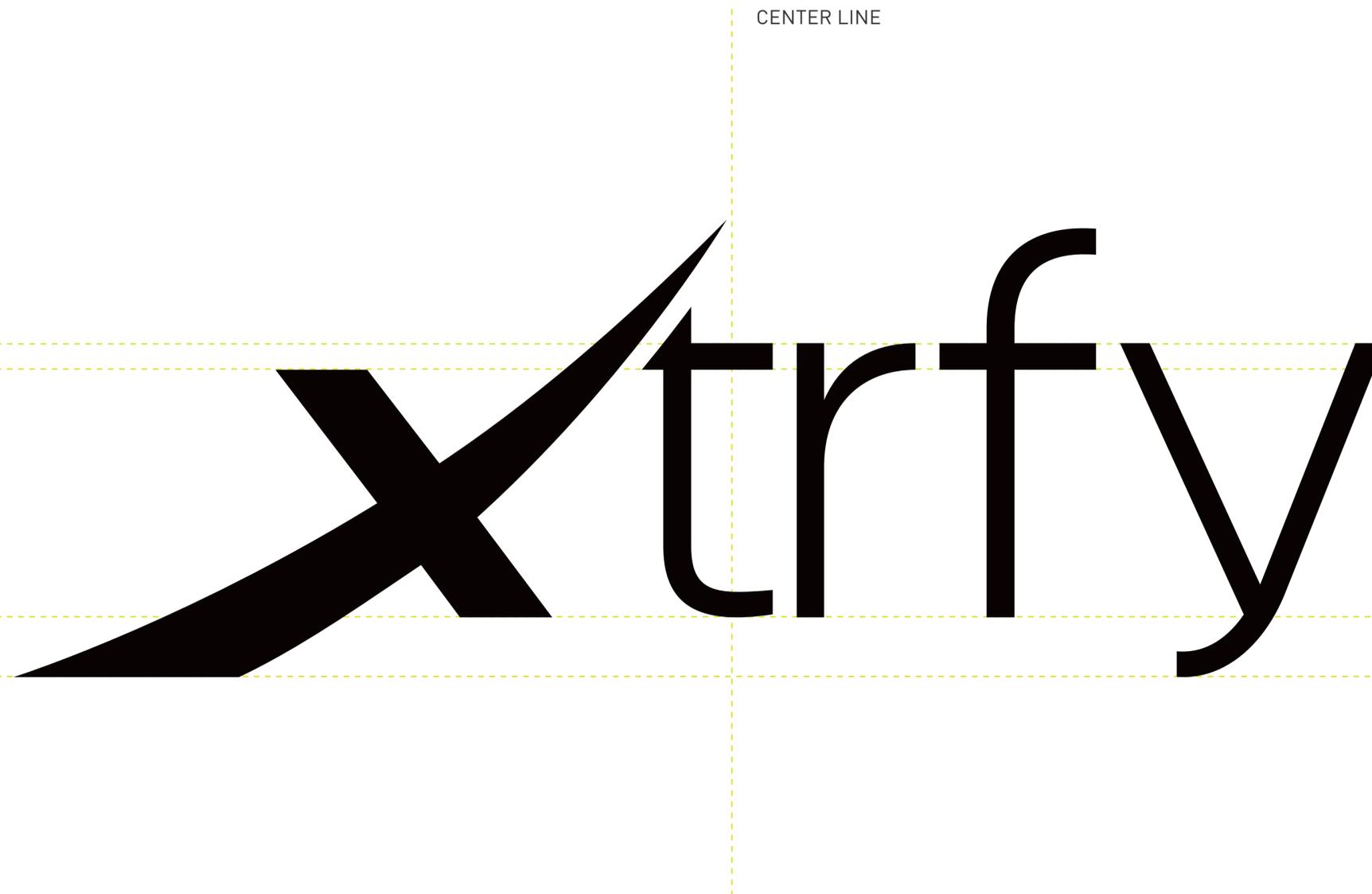
Xtrfy is a Swedish brand specializing in gaming peripherals. Our business philosophy is really quite simple. We are passionate about eSports and we want to create the best gear for gamers.

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.

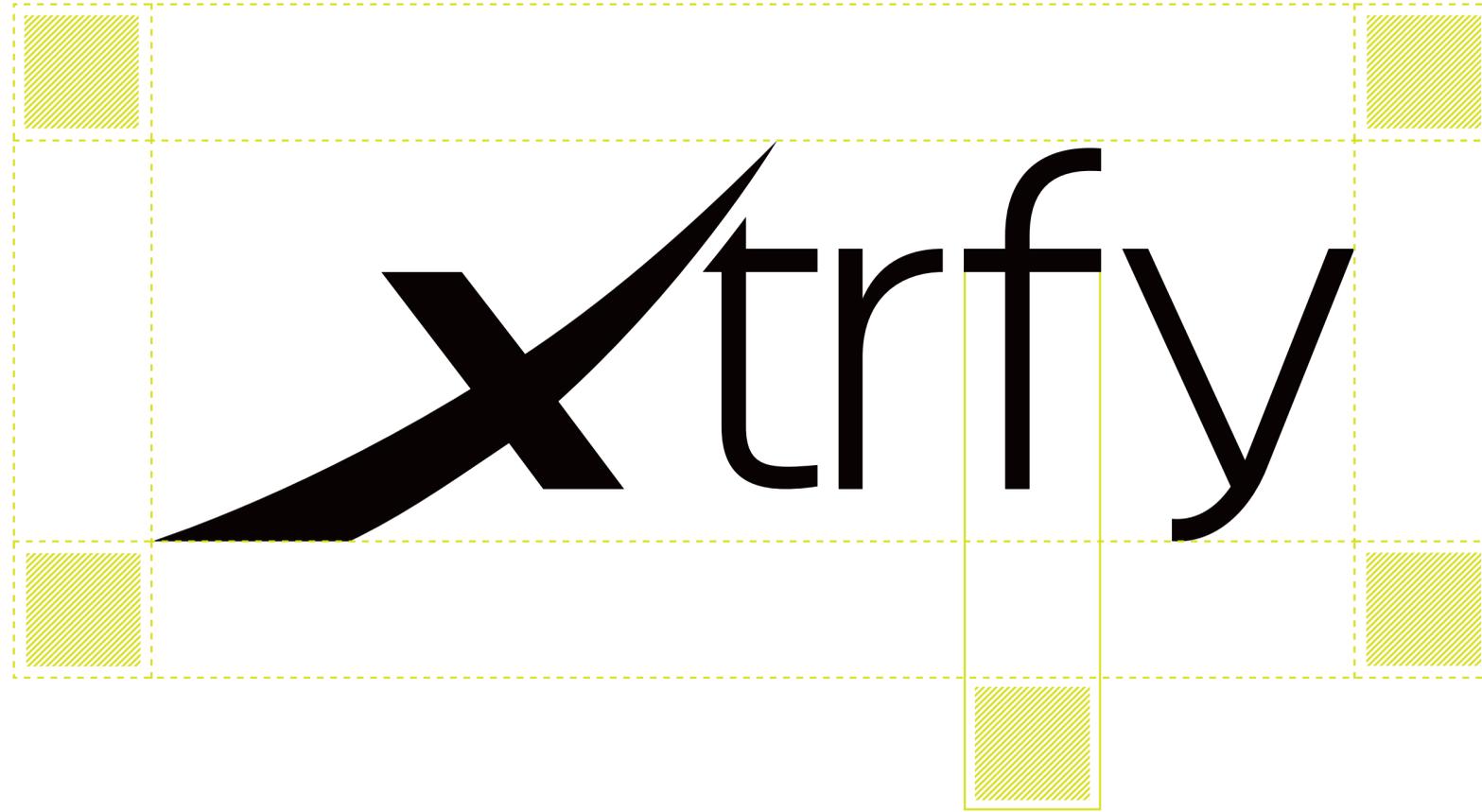
With professional players designing, testing and having the very last word in the development of new products, Xtrfy and NiP challenge the traditional ways of gaming gear production. We don't do guesses. We don't compromise. We create tools that help gamers perform. Designed by the players themselves.

# 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 logo features a stylized, italicized 'x' followed by 'trfy' in a clean, sans-serif font. A red 'X' mark is positioned above the 'y' to indicate it is the incorrect version.

UPDATED LOGO



The updated logo features a stylized, italicized 'x' followed by 'trfy' in a clean, sans-serif font. A green checkmark is positioned above the 'y' to indicate it is the correct 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 on a grid of dashed yellow lines. The 'x' is the largest and most prominent, followed by 't', 'r', 'f', and 'y'. The 'f' has a distinctive shape with a curved top and a vertical stem. The 'y' has a long, sweeping tail. The grid lines are spaced evenly, with a vertical line passing through the middle of the 't' and 'r', and another vertical line passing through the middle of the 'f' and 'y'. A horizontal line is positioned above the top of the letters, and another is positioned below the bottom of the letters. A vertical line is positioned to the left of the 'x', and another is positioned to the right of the 'y'. A vertical line is also positioned to the right of the 'f' and 'y', with a hatched yellow rectangular area below it.

**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

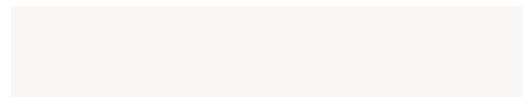


PANTONE UNCOATED BLACK 6 U  
CMYK 30, 30, 30, 100  
HEX #000000

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

**DINPro REGULAR**

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

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](mailto:KRISTOPHER.ANDERSSON@XTRFY.COM)