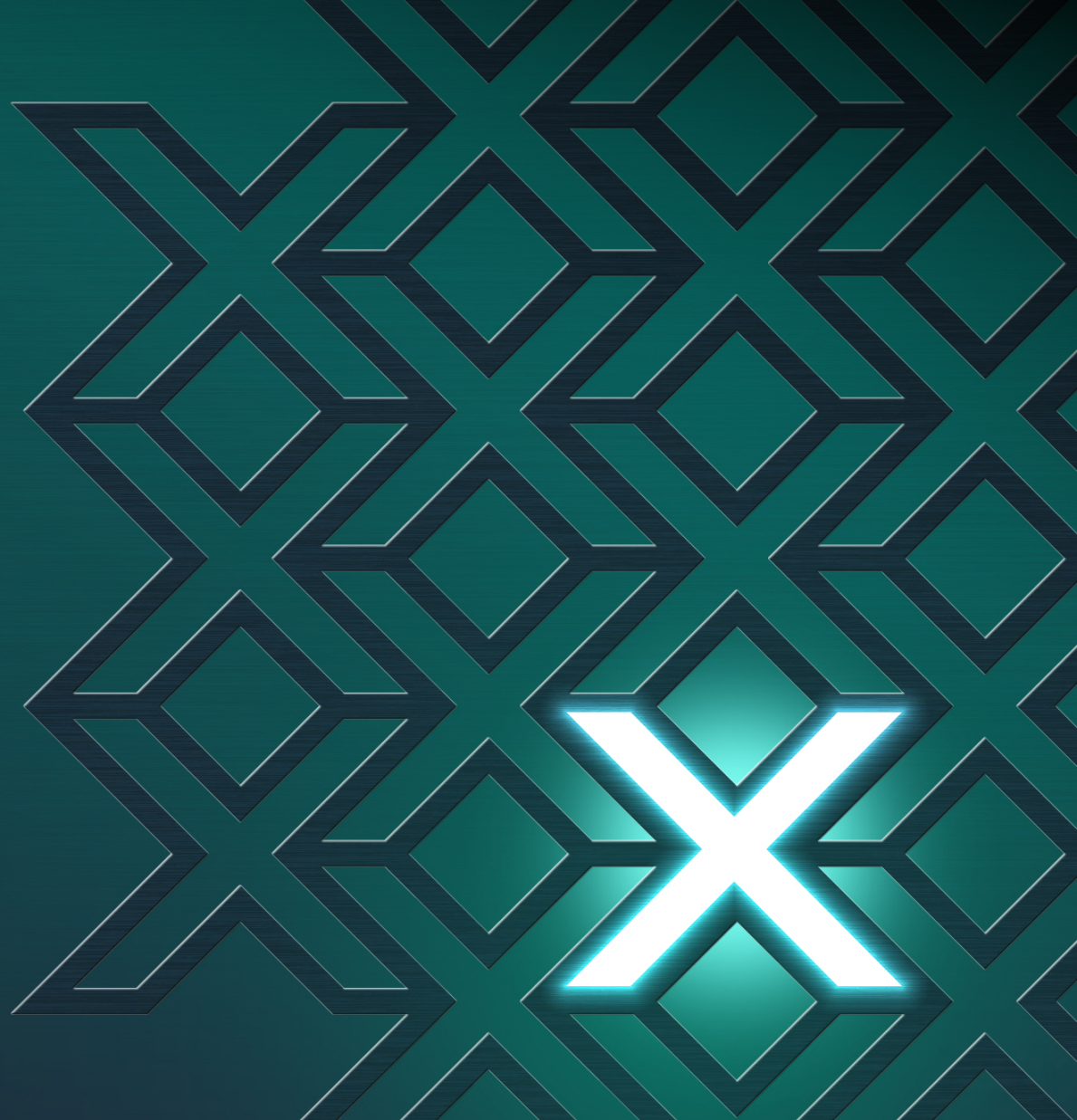




Visual Identity

Version 1.00

May 2026



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The logo features the text 'XTECH Logo' centered on a dark teal background. 'XTECH' is in white, and 'Logo' is in a lighter teal color. The text is framed by two teal L-shaped brackets, one on the top-left and one on the bottom-right. In the background, there are large, faint, semi-transparent numbers '0' and '1'.

XTECH Logo

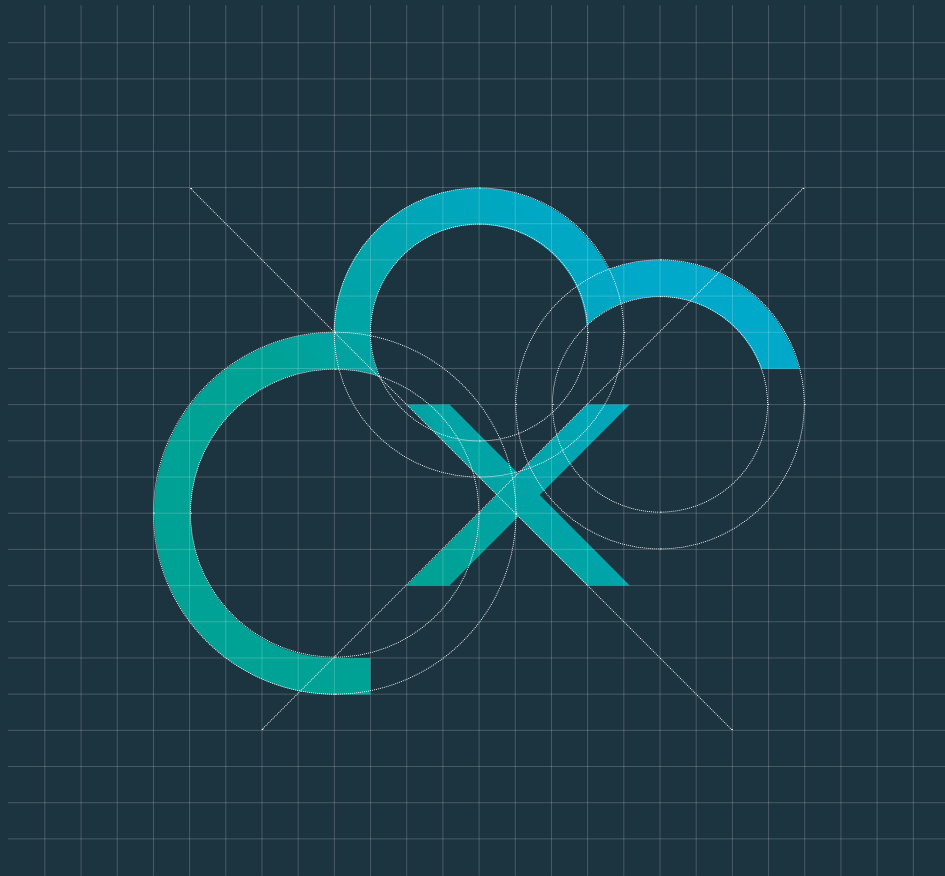


Logo: Full Colour



Logo: Reversed



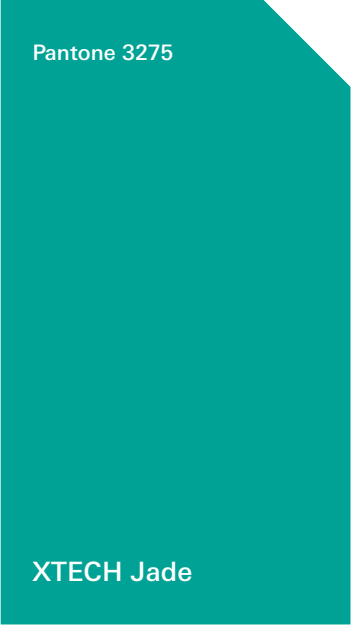
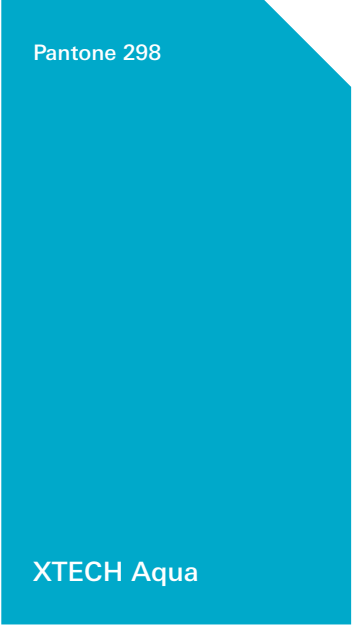
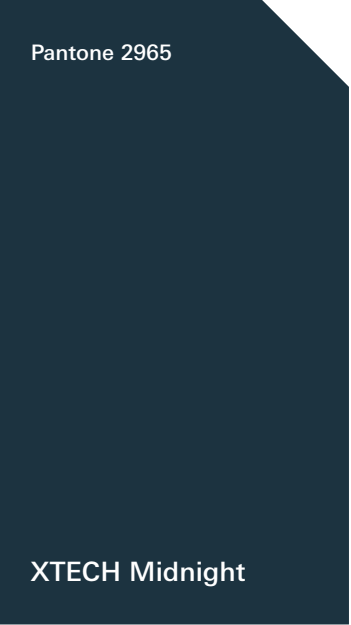
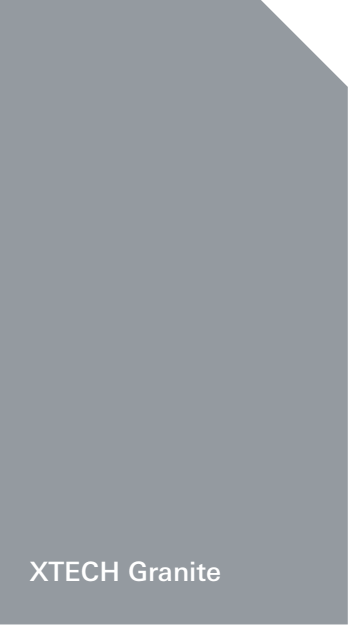
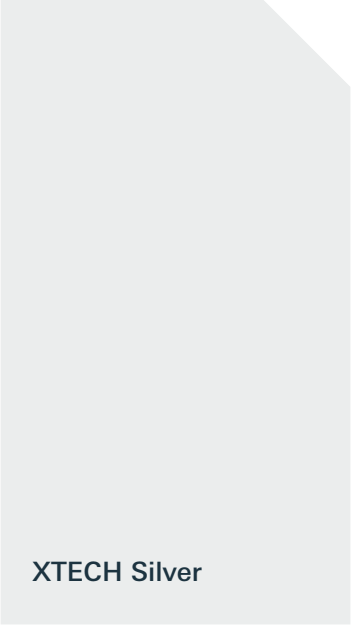


Brand Mark Construction

The background features a dark teal gradient with large, semi-transparent numbers '0' and '2' in a lighter teal shade. Two bright teal L-shaped lines are positioned around the text: one on the top-left and one on the bottom-right.

Colour Palette

Primary

 <p>Pantone 3275</p> <p>XTECH Jade</p>	 <p>Pantone 298</p> <p>XTECH Aqua</p>	 <p>Pantone 2965</p> <p>XTECH Midnight</p>	 <p>XTECH Granite</p>	 <p>XTECH Silver</p>
<p>CMYK: 79.10.48.0 RGB: 0.162.149 HEX: #00A295</p>	<p>CMYK: 86.0.20.0 RGB: 0.168.202 HEX: #00A9CA</p>	<p>CMYK: 91.67.49.54 RGB: 28.51.65 HEX: #1C3341</p>	<p>CMYK: 45.31.29.9 RGB: 148.154.160 HEX: #949AA0</p>	<p>CMYK: 10.5.7.0 RGB: 234.237.237 HEX: #EAEDED</p>

Gradients





Typography

Primary

Univers Next Pro

Univers Next Pro Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@£\$%^&*()_+,,;?

Univers Next Pro Medium

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@£\$%^&*()_+,,;?**

Univers is our primary typeface and should be used on all creative outputs where possible.

Secondary

Inter

Inter Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+,.:;?

Inter Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+,.:;?

Inter is our secondary, fallback typeface and should be used on all creative outputs where the use of Univers Next Pro isn't possible.

Inter should always be used on all Google Docs and Google Slides.

MS Office outputs that are to be shared with clients should always use Arial.



Tagline

Full Version

Your trusted partner for
AI-Driven WI-FI, Networking
and Security.

Shortened Version

AI-Driven WI-FI, Networking
and Security.

The background is a dark teal gradient. Large, semi-transparent numbers '0' and '5' are visible. Two L-shaped brackets, one on the left and one on the right, are positioned around the text.

Pattern Overlay

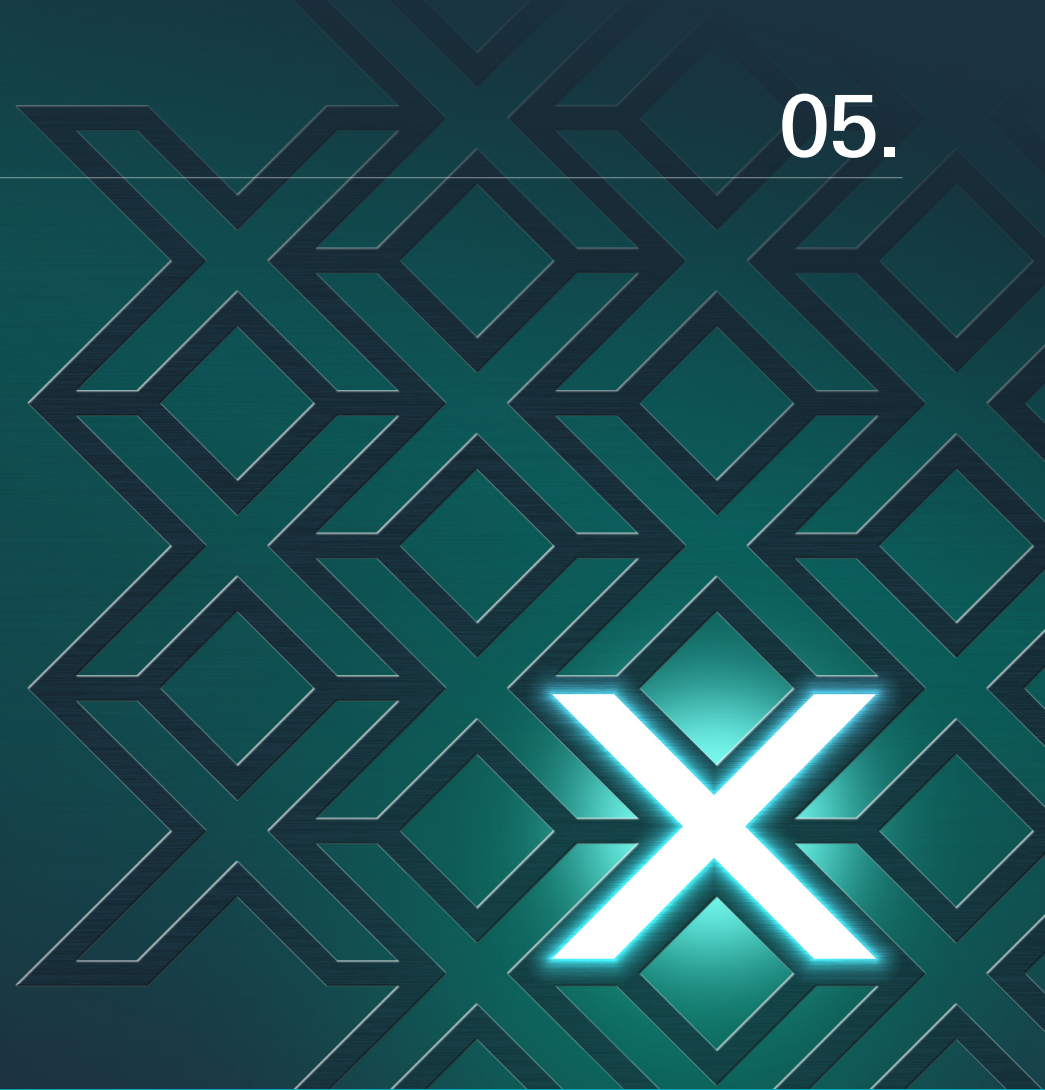
Pattern Overlay

05.

We have developed a supporting pattern overlay to help bring our visual stories to life.

The pattern library consists of three styles, a photo realistic hero image, an overlay specifically created for social media posts and a third style that is more graphic for use on white backgrounds.

The glow hero image should only be used on key visuals such as the website hero, digital wallpapers and brochure covers.



Pattern Overlay

Hero Image



iPad and iPhone wallpapers

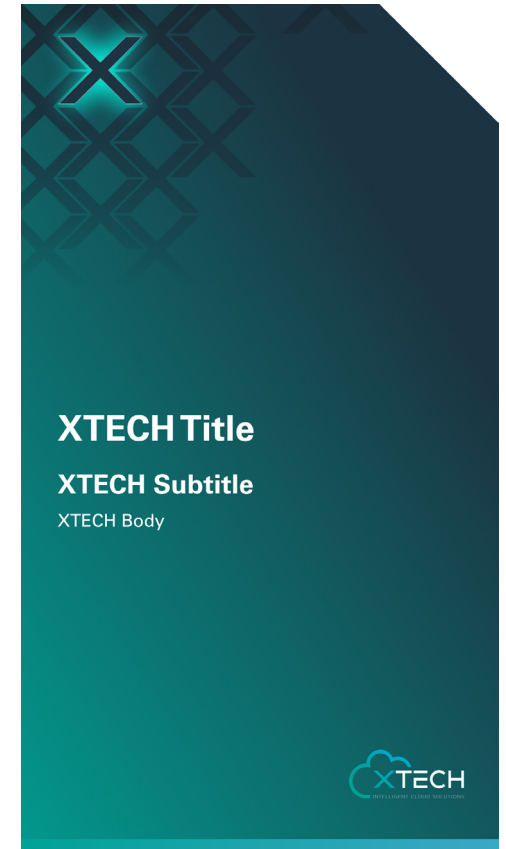
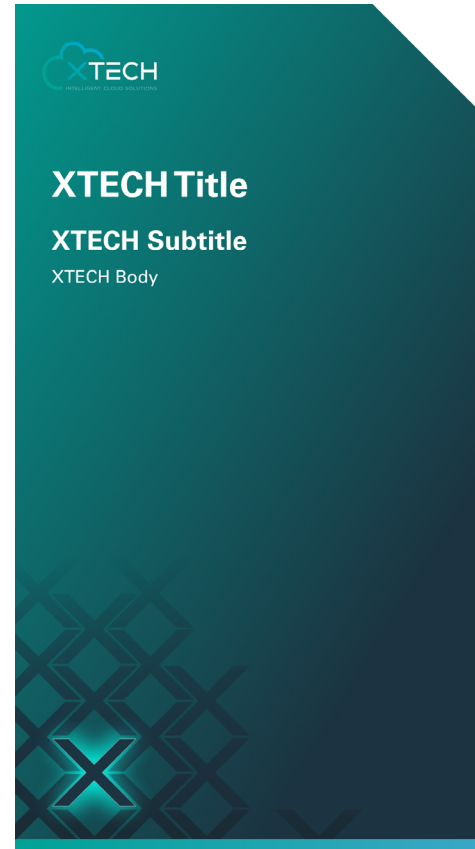
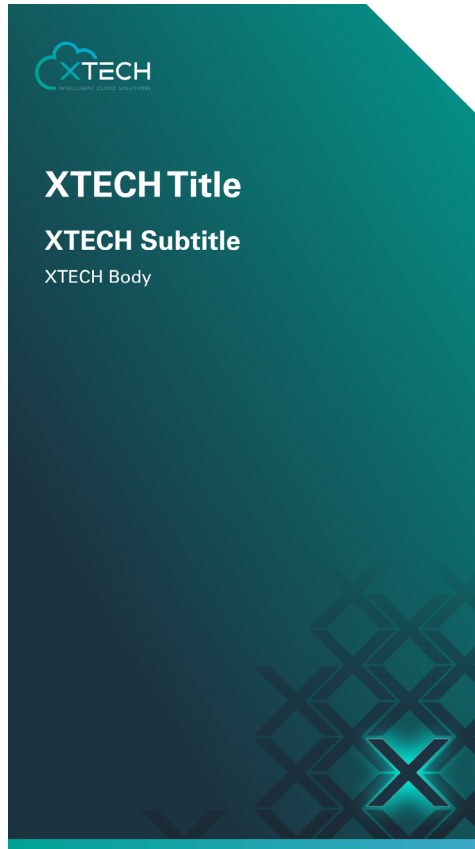


Website

Social Media Overlays

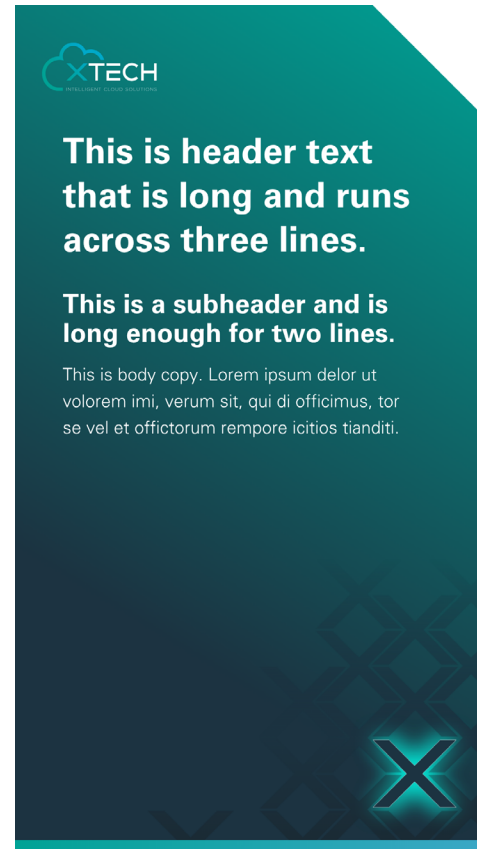
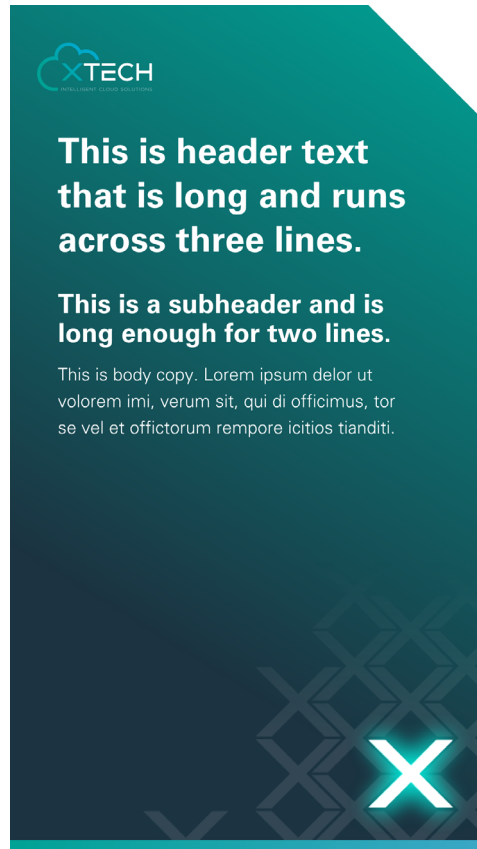
Positional Variations

The X Pattern can be positioned to the bottom right, bottom left or top left – dependant on content.

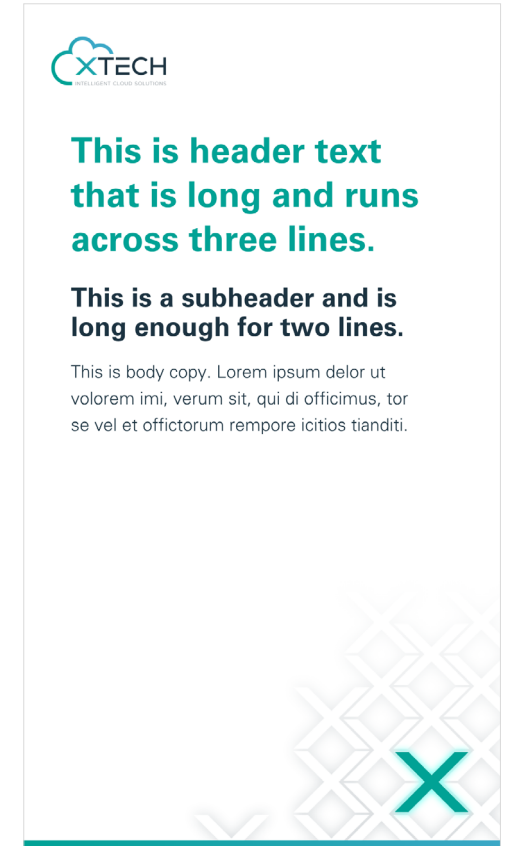
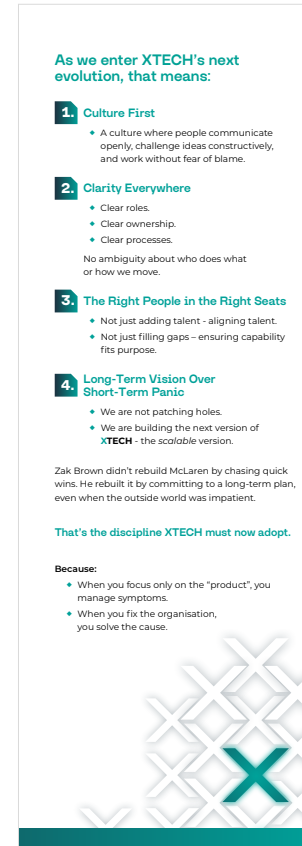


Social Media Overlays

Canva Templates



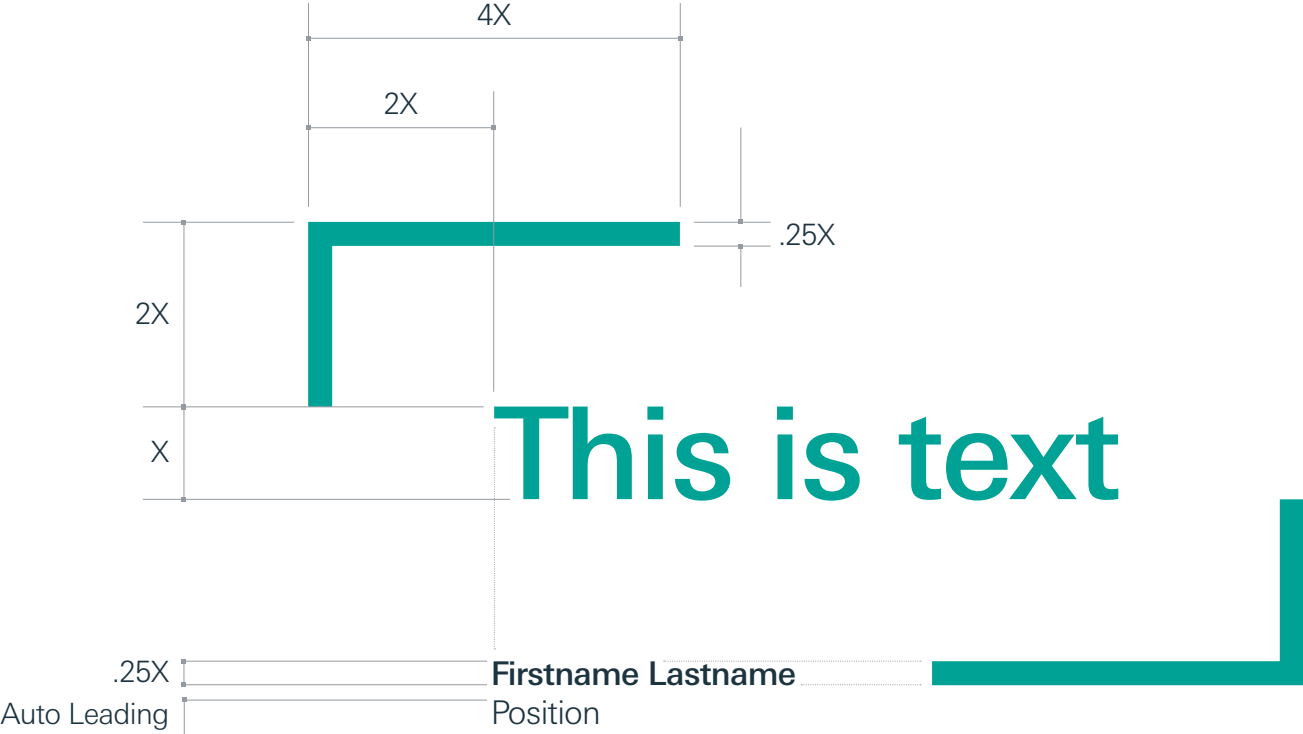
Graphic Overlay



A graphic consisting of two teal L-shaped brackets, one in the top-left and one in the bottom-right, framing the text. The background features large, faint, overlapping teal letters 'O' and 'B'.

Quote Frame

Construction





[XTECH.CO.UK](https://www.xtech.co.uk)