



BRAND GUIDELINES

2018/2019



IMPACT PROTECTION DESIGNED BY STUNT PROFESSIONALS

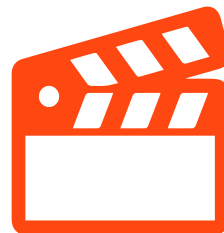
As stunt professionals, we believe everyone encountering physical impact should be able to do it safely. We founded **XION®** Protective Gear (PG) in search of replacements of existing rigid and bulky impact protection gear with a low profile and flexible solution.

After years of prototyping, testing and improvement - with enormous support from fellow stunt professionals, police departments and athletes - we feel extremely confident and proud to have designed 'the next-generation' of protective base layers.

Our aim is to let users enjoy their sport, work or leisure carefree, by minimising the risks of serious injuries. Our products are a result of due care and dedication and we hope you will enjoy them as much as we do creating them.

WE GOT YOU COVERED

XION[®] Values



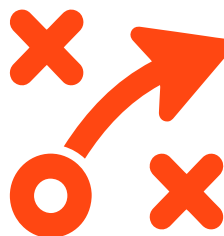
YEARS OF EXPERIENCE

The creation of the XION[®] product line is user-driven. With over a decade of experience in the stunt industry, and immensely valuable feedback from colleagues and extreme athletes, we have learned what is necessary to produce supreme low-profile body impact protection without compromising on freedom of movement.



ONLY THE BEST

XION[®] products are composed of high-performance materials. We pursue excellence by staying on top of developments worldwide in the field of body protection and select the best components for our products. The fabrics we use in our garments are selected for durability and comfort. We are proud to say we can offer you the most outstanding body protective garments.



STRATEGIC DESIGN

The areas of the body that are protected by our garments are the parts liable to suffer the most damage when exposed to impact. The main focus is on the 'rigid/bony' parts of the body, because they do not have a soft barrier, such as muscles or fat, to reduce the impact.

XION[®] Brand USP's

✧ DESIGNED BY STUNT PROFESSIONALS

we may not be scientists but we sure know about protection

✧ HIGH-END QUALITY

Only the best is good enough

✧ POWERED BY D30[®] IMPACT TECHNOLOGY

Where applicable to the standards, D30 pads are CE EN1621 certified

✧ 2ND SKIN DESIGN

Comfortable and low profile fit

✧ FULL FREEDOM OF MOVEMENT

Flexible impact protective under garments

✧ MODULAR DESIGN

Pads come in pockets

✧ DESIGNED IN THE NETHERLANDS

Made in the EU



XION® Logo

It is essential that the XION® logo is consistently represented to ensure recognition of the XION® brand.

XION® is a registered brand name and must be used as supplied and directed in this document. It should not be modified without permission from XION®.

[DOWNLOAD LOGO PACK](#)

Full Color

Primary:



Secondary:



Greyscale

Primary:



Secondary:



Logo clear space

The **XION®** logo must be differentiated from other design elements with a minimum clear space equal to the size of the height of the dot of the letter “i” in the wordmark **XION**.

Do not distort or modify the **XION®** logo.

The proportions and rules for correct positioning are indicated in the diagram on the right, and should always be kept consistent.



XionPG® logo
Minimum size: 25mm on A4
size paper (210 x 297 mm)



The secondary logo
Minimum size: 10mm on A4
size paper (210 x 297 mm)

XION® Logo usage

Here are a few quick tips of what to avoid when using our primary or secondary logo.

When there is an exception needed, please contact info@xionpg.com



DON'T ANGLE



DON'T DISTORT



DON'T BEVEL OR EMBOSS



DON'T DROP SHADOW



DON'T APPLY COLOUR EFFECTS
OR GRADIENTS



DON'T ABSTRACT OR
CROP LOGO

XION® Logo placement

The usage of the white and orange logo or the black and orange logo depends on the background. It's better to avoid crowded backgrounds but if the background is too crowded, use the logo with the delivered background.

The secondary logo can only be used if the primary logo is present in the same design or document.

When there is an exception needed, please contact info@xionpg.com



XION[®] Tag lines

XION[®] has 3 tag lines which can be used as a consigner.

WE GOT YOU COVERED

BE SAFE STAY SAFE

DESIGNED BY STUNT PROFESSIONALS

XION® Pronunciation

XION® is made up of four letters:

X for Xray, **I** for India, **O** for Oscar and **N** for November.

The correct pronunciation in English is one word: "Xion"

XION

Xray, India, Oscar, November
"Xion"



not
X-ion
"X"-"ion"





XION® Colour palette

The **XION®** brand has orange elements. The Pantone® is 172 C and the orange elements in the logo must be created in this colour.

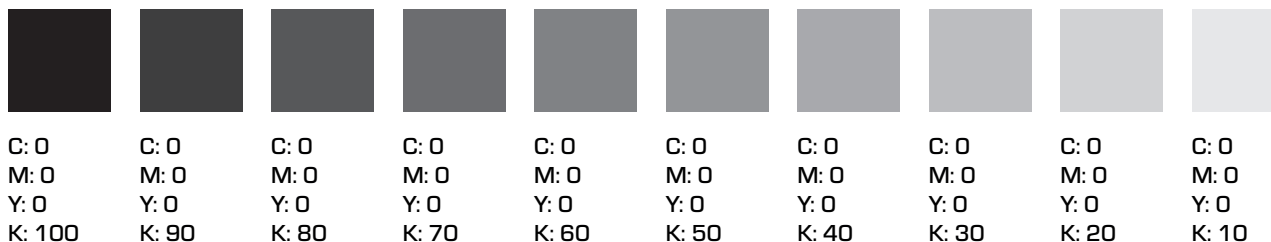
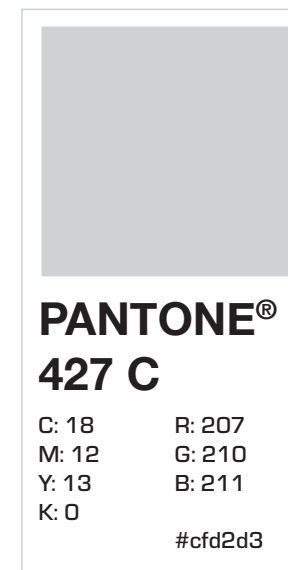
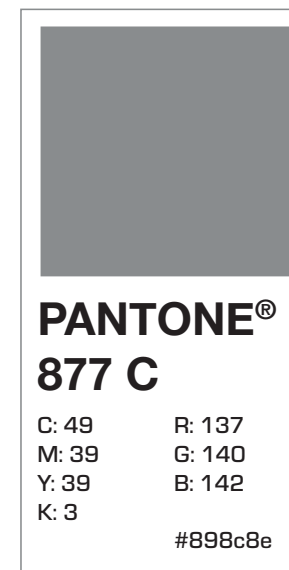
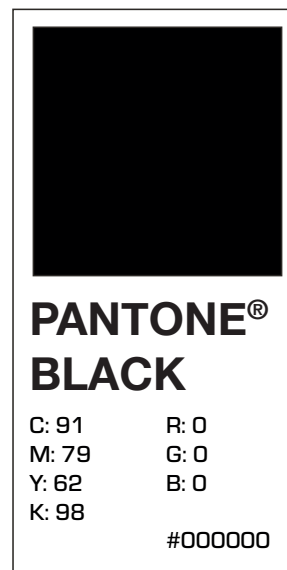
Protecting our orange is important to us. Please do not use any variation of it.

Pantone® 877 C is used for our PPE range to create the silver logo that has his origin in the PPE range.

Pantone® 427 C is used to create the lines that are used for creating the columns and borders.

It is allowed to use a wide range of greyscales in all the **XION®** designs.

The use of a tactical greens (Pantone® 452 C and Pantone® 7554 C) is available for Defence on-product applications only.



XION® Typography

Our primary typography of choice is Eurostile. It is a strong, versatile typeface that reinforces our brand identity.

Eurostile Bold should be used for headings and subheadings.

Eurostile Regular should be used for body copy.

Our secondary typography of choice is Din Schrift.

When there is an exception needed, please contact info@xionpg.com

EUROSTILE Aa Aa

Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@#\$%^&*[]-=+.,<>;':"[]{}`~
Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@#\$%^&*[]-=+.,<>;':"[]{}`~

DIN SCHRIFT Aa

Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@#\$%^&*()-=+.,<>;':"[]{}`~
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XION® Grid

The margins are 4 mm or 12,7 mm.

The spaces between text and artwork is minimal 3,5 mm and a multiple of 3,5 mm.

Use lines with 0,35 mm thickness and Pantone® 427 C to divide the areas in the design.

The maximum amount of columns is 3 columns.

When there is an exception needed, please contact info@xionpg.com

Example

4 mm

14 mm

3,5 mm



XION® LONGSLEEVE JACKET - WHEELS

ITEM NO.	SIZES	COLOR	WEIGHT	D3O® PADS
LSJ-40120	S - 2XL	BLACK	1,9 KG	10

KEY FEATURES

- 2nd Skin design
- D3O® pads can be taken out
- Adjustable waist belt
- EN1621-2 D3O® Back protector (Level 1 or Level 2)
- Additional lower back protection
- Low profile fit
- Thumb loops at end of sleeves

7 mm

3,5 mm



AREAS OF USE

- Stunts
- Extreme sports
- (Motor) cycling
- Horse riding
- Police - Motorcycle Police

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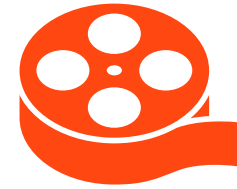
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XION® Markets / sectors

A range of Marketing Support tools and brand assets can be downloaded at:

RESOURCES



STUNTS / FILM / TV



SPORTS



PPE

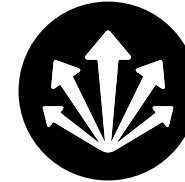
XION® Product specs icons

A range of Marketing Support tools and brand assets can be downloaded at:

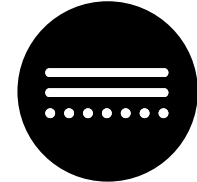
RESOURCES



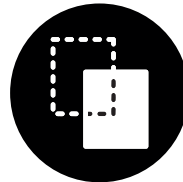
4-WAY STRETCH



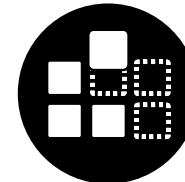
FULL FREEDOM
OF MOVEMENT



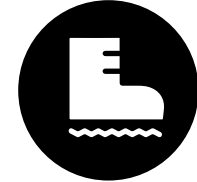
SECOND SKIN



LOW PROFILE



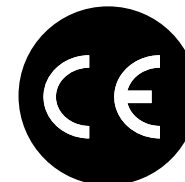
MODULAR DESIGN



BOOT COMPLIANT



POWERED BY D3O
IMPACT TECHNOLOGY



CE CERTIFIED



PADS COME
IN POCKETS

XION® PPE icons

A range of Marketing Support tools and brand assets can be downloaded at:

RESOURCES



POLICE



MILITARY



SECURITY



RESCUE



PRISON

Contact

A range of Marketing Support tools and brand assets can be downloaded at:

RESOURCES

Please submit any collateral using the XION[®] trademark and branding to info@xionpg.com for approval.

www.xionpg.com

Follow XION® on:



**WE
GOT YOU
COVERED**