



LOGO GUIDELINES

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:



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 orange part of the X 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.



Xion[®] 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[®] 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 ✗

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

TAKE THE HIT

XIONPG.COM

