XHAMSTER

LOGO GUIDELINES

How to build a logo

The aspect ratio of the logo is based on the height of **X** letter.
Two logo alignment options are authorized for use: horizontal and vertical.

0.25x

2,5x

x

/ Full_logo_horizontal_color.ai

3,25x

0,5x

x

/ Full_logo_vertical_color.ai

Inverted version

For using with dark background.

Full_logo_horizontal_color_black-bg

Full_logo_vertical_color_black-bg.ai

Prohibited approaches

There are several alterations that must not be applied to logos.

Do not change position of the logo parts

Do not distort logo

Do not change aspect ratio of the logo parts

Do not change colors

Backgrounds

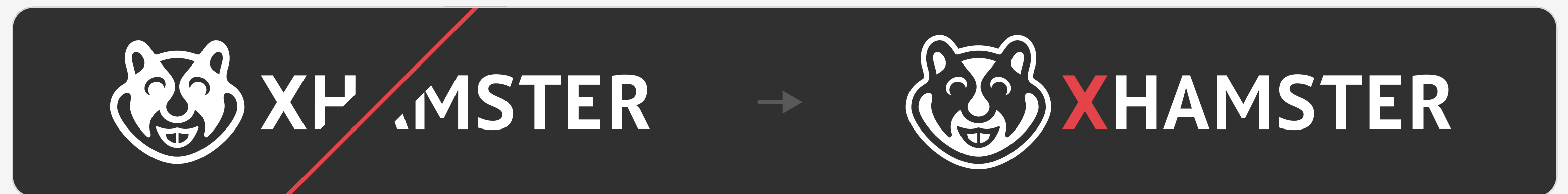Logos look the best when placed on white, black, or photographic background without additional backgrounds.

Contrast must be sufficient so the viewer catches the image after a brief glimpse on it.
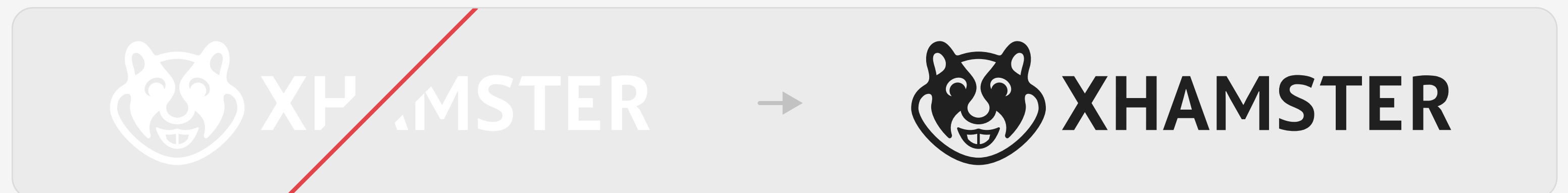

Additional background can be used on complexsaturated backgrounds
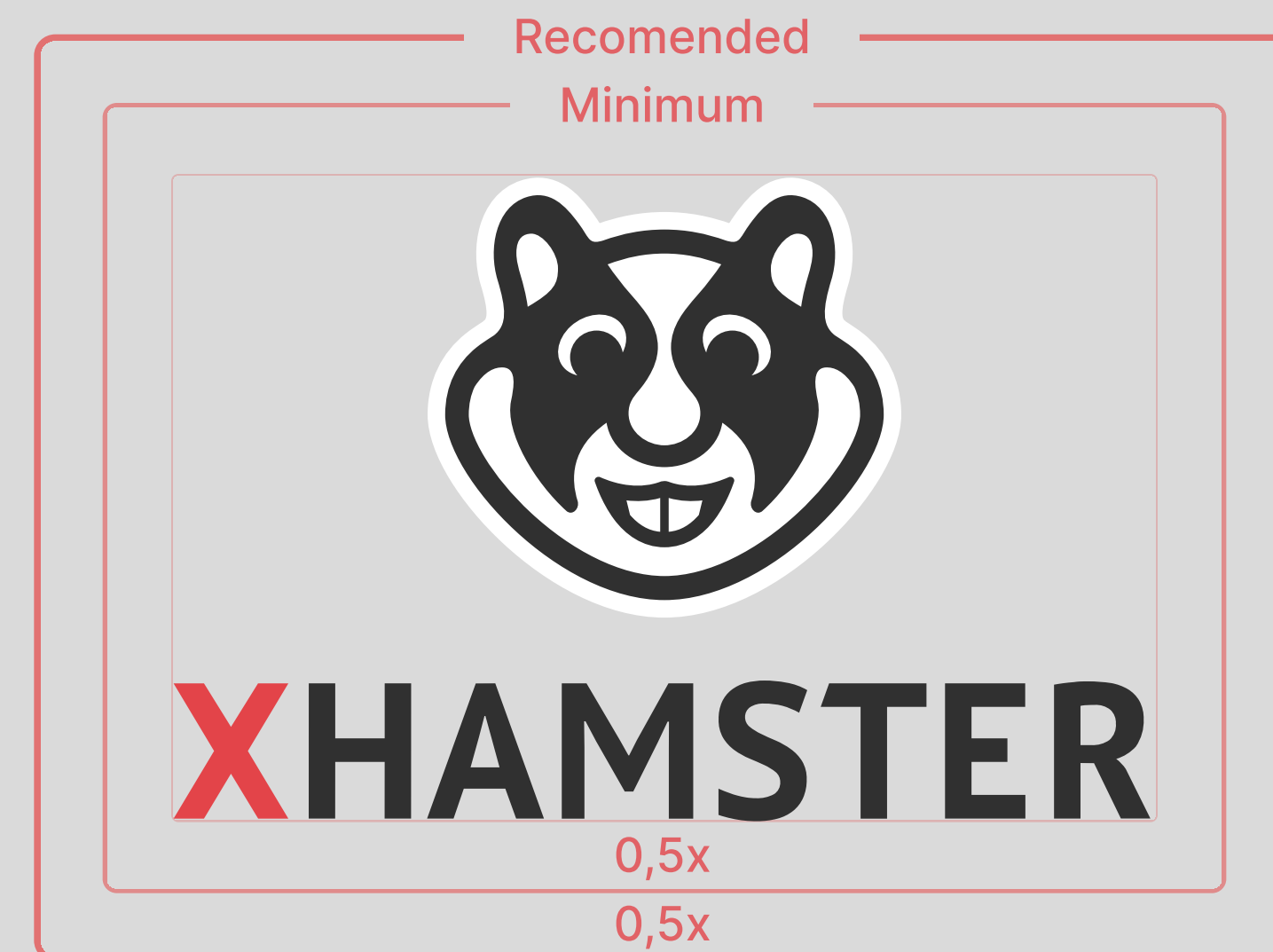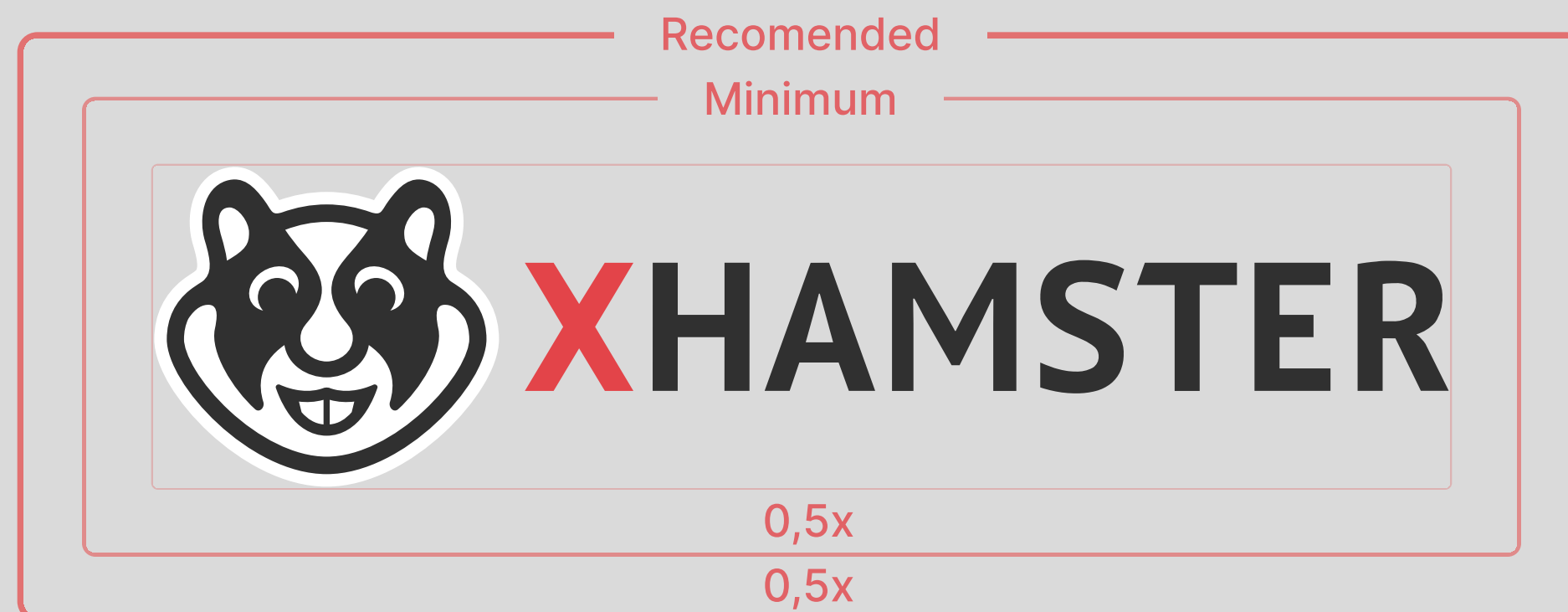

But it is always better to find the right place

Wrong logo version for dark background

Wrong color for logo and low contrast

Mind the spacing

Keep at least 0,5 of **X**-height of clear space around the logo.
This will improve readability and recognizability.

Logo colors

Logo colors can be described in several color systems used for different purposes.

Red

CMYK	6 89 71 0
Pantone	Red 032 C
RGB	226 68 73
HEX	E24449
RAL	3024

Black

CMYK	70 64 63 61
Pantone	Black C
RGB	48 48 48
HEX	303030
RAL	7021

Monochrome version

If color printing is not available for some reason,
use the monochrome logo version.

/ Full_logo_horizontal_bw.ai

/ Full_logo_vertical_bw.ai

Inverted monochrome version

To be used for dark backgrounds.

📁 / Full_logo_horizontal_bw_black-bg.ai

📁 / Full_logo_vertical_bw_black-bg.ai