

XSinc™ style information / Transformer

The guidelines presented must be observed and is to be used as a guide/reference for all XSinc staff and must be transmitted and or translated when in collaboration with third party vendors whenever plausible.

Logo font type: Garamond Regular
Sub type= Garamond Italic

Transformer Ver.1

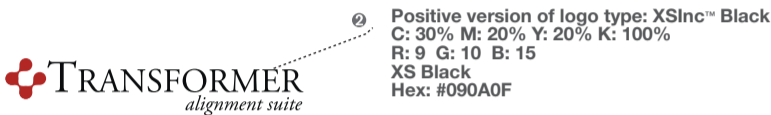
Transformer Ver.1 is the preferred version and is to be used whenever possible.



Transformer color template

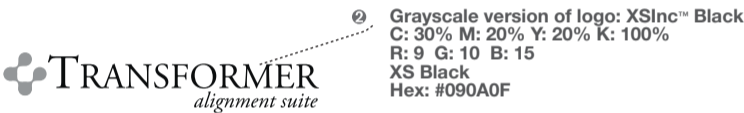
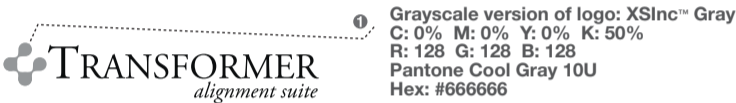
The Transformer logo and logotype may only be reproduced in the colors listed below. If specified colors are not available, the grayscale translation may be used.

The positive representation of the logo is recommended for most applications.



Transformer Grayscale Representations

In the event that sufficient colors are not available the grayscale representation may be used as described below.

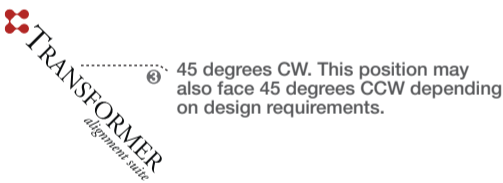


Transformer Alt Representations (Alternative Representations)

Advice should be sought from media@xsinc.com prior to preparing artwork for alternate representations. Approval from media@xsinc.com is required prior to publishing, print and/or transmitting.

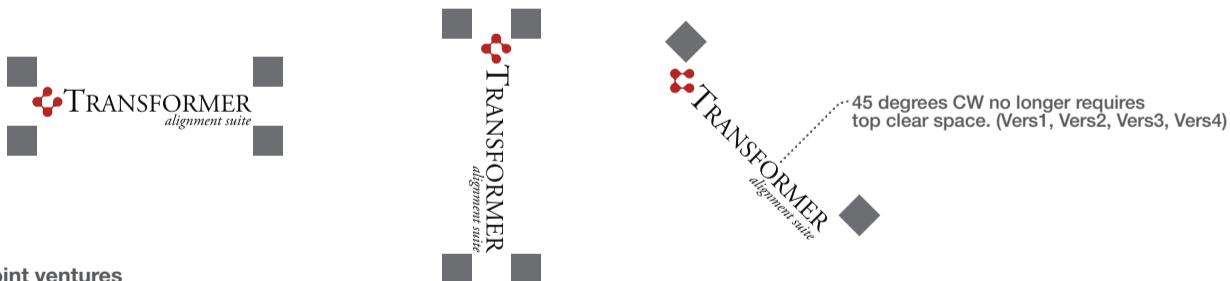
Transformer positioning and aligning

The following 3 positions have been approved for Vers.1. If an alternate position is preferred, artwork must be presented to media@xsinc.com prior to publishing, printing and/or transmitting for approval.



Required clear space

The Transformer logo configurations are most effective when surrounded by an area of clear space, separated from type and other graphical elements such as additional logos. No type, additional logos or other graphic elements should be placed within 0.175" inches of any edge of the logo.



Joint ventures

In collaborative ventures where more than one logo is required on print material, signage and other promotional items, the presentation of the Transformer logo must be equal in size to the presentation of the logo of the partnership organization, but not smaller than the minimum size. Items carrying the Transformer logo in conjunction with another logo must be approved by media@xsinc.com

Standards of reproduction

Compliance with the following standards will ensure quality reproduction and maximum visual impact.

The logo master files must be used as supplied and should not be manipulated or altered.

The logo should not be scanned into your computer from a hard copy.

Printers should only be supplied with the logo in the form of a high-resolution master electronic file.

No type or additional logos should appear within 10mm of any edge of the Transformer logo.