

Xarray brand guide

Primary full-color logo

Use this version of the logo wherever possible, as long as space and background permits



Secondary full-color icon

Use the isolated icon when space is limited, or as a secondary marker

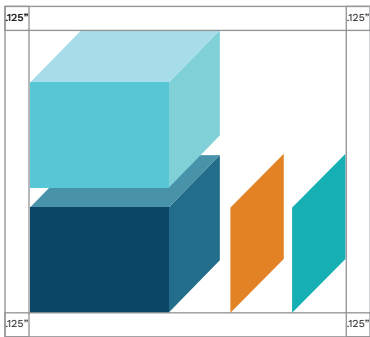


Primary logo usage



— Ensure a minimum .25" safe area around the logo

Secondary usage



— Ensure a minimum .125" safe area around the logo

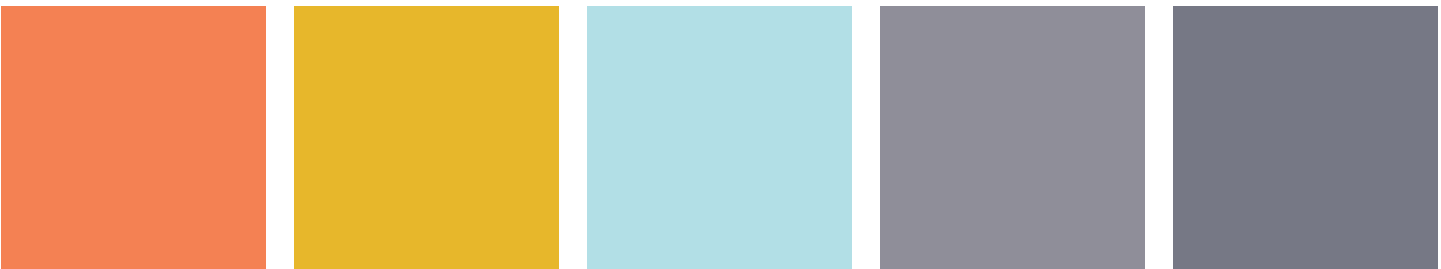
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Primary color palette



R: 23	C: 75	R: 226	C: 9	R: 89	C: 59	R: 14	C: 97	R: 74	C: 66
G: 175	M: 7	G: 129	M: 58	G: 199	M: 0	G: 70	M: 71	G: 74	M: 59
B: 180	Y: 32	B: 38	Y: 100	B: 214	Y: 16	B: 102	Y: 38	B: 74	Y: 57
	K: 0		K: 0		K: 0		K: 24		K: 39
Hex: #17afb4		Hex: #e28126		Hex: #59c7d6		Hex: #0e4666		Hex: #4a4a4a	

Secondary color palette



R: 245	C: 0	R: 231	C: 10	R: 179	C: 29	R: 142	C: 47	R: 118	C: 57
G: 129	M: 61	G: 183	M: 27	G: 223	M: 0	G: 141	M: 40	G: 121	M: 48
B: 84	Y: 71	B: 45	Y: 95	B: 229	Y: 9	B: 153	Y: 31	B: 133	Y: 37
	K: 0		K: 0		K: 0		K: 2		K: 7
Hex: #f58154		Hex: #e7b72d		Hex: #b3dfe5		Hex: #8e8d99		Hex: #767985	

Primary typeface

Acumin Variable Concept - Semicondensed Medium