webmassa

First, some words about initial files we had:
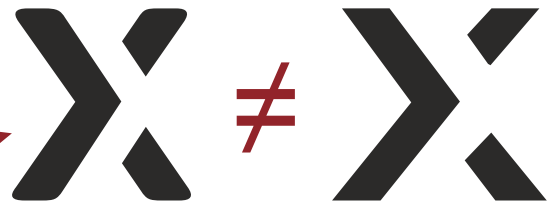
Existing typewritten logo

Additional corporate symbol

nextlevel

This title was written using Pantone Black font.
So we typed it again and cut out a part from «X».

nextlevel
nextlevel

X ≠ X

X

As we took out the letter «X» we saw, that it doesn't match the existing corporate symbol. And it's a subject to correct.

Better we'll use this sign as a part of a logo or as a background element, because it has the same shapes with a typewritten logo.

And now we can continue with combinations and colors of these elements

nextlevel
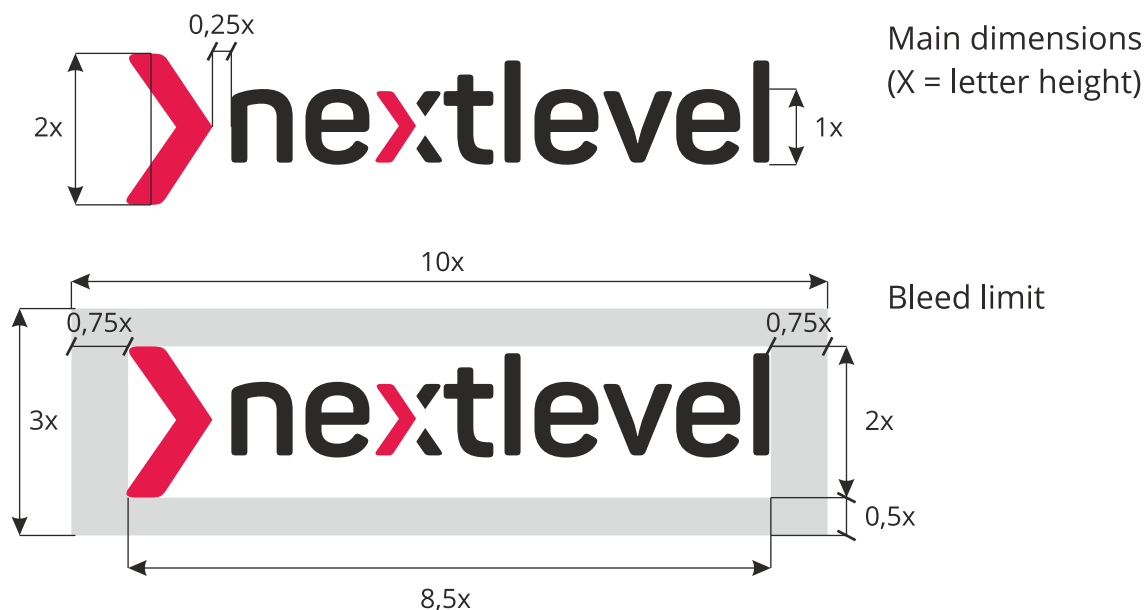
1. Highlighted arrows with different sizes

nextlevel

2. Highlighted arrows

nextlevel

3. One arrow highlighted

And 2 alternate designs of additional symbol for website background images.

Main dimensions
(X = letter height)

0,25x

2x

1x

Bleed limit

10x

0,75x   0,75x

3x   2x

0,5x

8,5x

Color: Neon Red
CMYK: 0;100;60;0

Color: Sky Blue
CMYK: 100;20;0;0

Colour
CMYK: 0;65;100;0

Colour:
CMYK: 80;0;100;0

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0,5x

1x

Main dimensions
(X = letter height)

9,65x

0,75x

2,35x

1,35x

0,5x

8,15x

Bleed limit

Color: Neon Red
CMYK: 0;100;60;0

Color: Sky Blue
CMYK: 100;20;0;0

Colour
CMYK: 0;65;100;0

Colour:
CMYK: 80;0;100;0

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Main dimensions
(X = letter height)

7,15x

1x

Bleed limit

7,15x

1x

1x

1x

1x

3x

Color: Neon Red
CMYK: 0;100;60;0

Color: Sky Blue
CMYK: 100;20;0;0

Colour
CMYK: 0;65;100;0

Colour:
CMYK: 80;0;100;0