



# xpirit

## Think ahead. Act now.

Xpirit  
corporate identity  
styleguide

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For questions please contact [post@streeff.nl](mailto:post@streeff.nl)

Rajdhani light

The quick fox jumped  
over the lazy dog

Rajdhani regular

The quick fox jumped  
over the lazy dog

Rajdhani Medium

The quick fox jumped  
over the lazy dog

Rajdhani Semibold

The quick fox jumped  
over the lazy dog

Calibri regular

The quick fox jumped  
over the lazy dog

## Typography

### PRINT & WEB

The Rajdhani font family is used in print and on the web (headers).

Weights: light, regular, medium and semibold

The semibold is only to be used in the same size as the 'surrounding' typography for bold accents and small subheaders.

If all-caps are used, these need to have a wide spacing (minimally +50).

### OFFICE & WEB FALLBACK

For e.g. Microsoft Word and PowerPoint documents that have to be exchanged between computers, the Calibri Regular font is used.

The Calibri font is also used for bodytext on websites.

# Colors

Basic color usage is simple:  
black, white & orange

## SCREEN

orange:  
RGB(239,125,3)  
HEX: #ef7d03

## PRINT

Full Colour  
CMYK (0,60,100,0)

Pantone (for special applications only)  
PMS 158



## Tints

If necessary to distinguish elements, tints of orange and black can be used.

## Logo and payoff

ON A WHITE BACKGROUND



ON A DARK BACKGROUND



ON A XPIRIT-ORANGE BACKGROUND





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**NO GRADIENTS**

This version of the logo should be used for printing techniques that don't support gradients.

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## Pay-off

Whenever possible, the pay-off (or slogan, -whatever you prefer to call it) should be placed on an Xpirit application.



Logotype with the pay-off attached.

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The pay-off can also be placed on the bottom/footer of a page, or on the backside of an application.