

Visual Style Guidelines

www.xdminds.com

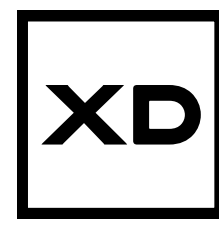
Logo

Usage and application

Logo

XDMinds is a leading Web3 and digital marketing agency committed to driving innovation and growth in the digital space. Our mission is to empower businesses with cutting-edge strategies and technologies that maximize online visibility and engagement. As pioneers in the Web3 ecosystem, we specialize in creating impactful marketing solutions that leverage blockchain, AI, and other emerging technologies to deliver exceptional results. Our team of experts combines creativity, technical expertise, and a deep understanding of digital trends to help brands thrive in an increasingly competitive landscape. At XDMinds, we believe in pushing boundaries, fostering collaboration, and delivering value-driven outcomes for our clients.

The XDMinds logo embodies the essence of "Extreme Digital," reflecting our commitment to pushing the boundaries of innovation in Web3 and digital marketing. The sleek and modern design captures the dynamic and forward-thinking spirit of our agency, symbolizing our dedication to delivering cutting-edge solutions that drive growth and transformation. The logo's bold typography and distinctive style make it instantly recognizable, representing XDMinds' leadership and expertise in the digital landscape.



Icon



Mark



Logotype

4

Overview

Usage and application

Safe space

Mark

Logotype



Backgrounds

This brand was created to reflect the smooth texture of the material and the power of the word "XDMinds" Gill Sans is a neutral sans serif font, inspired by classic computer screen burn effects. The font reflects the clarity.



4

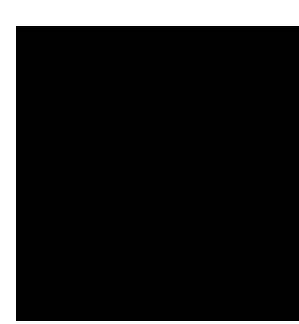
Colours

Using the brand palettee

Colours

Symbolism and Representation:

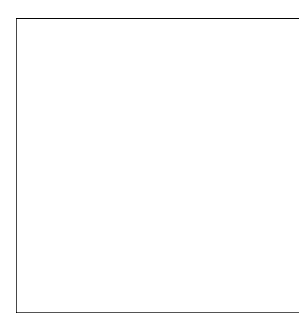
- **Professionalism and Sophistication:** The color's deep, muted nature often evokes feelings of professionalism and sophistication.
- **Stability and Reliability:** As a dark color with minimal brightness, it can represent stability and reliability.
- **Calm and Resilience:** The cool blue undertones contribute to a sense of calm and resilience, making it a good choice for creating a serene and composed atmosphere.



Hex #000000



Hex #



Hex #FFFFFF

4

Typography

Using the brand palettee

Typography

Primary

NULSHOCK - BOLD

Aa AA



Aa AA

4

Typography

Using the brand palettee

Typography

Secondary

Gilroy - Regular

Aa AA



Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

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