



Brand Guidelines

Brand Identity Manual



XELERATIONTM
BRINGING THE FUTURE. TODAY

Logo Meaning

XELERATION meaning: Acceleration



Acceleration Company Story

If someone told you many years ago that the electric car accelerated faster than a Ferrari, you would have mocked his prophecy and ridiculed his statement. But today the prophecy has been fulfilled.

The main issue and the challenge here is not speed, for speed is measured by distance over time, i.e. movement.

The basis here is acceleration, because it measures the rate of change in velocity at another point between different moments determined by magnitude and direction.

Acceleration, then, is a directed velocity. Constant, stable and balanced velocity in rated direction. The value of the image and its arrival reached the value of the image

To get far beyond your set destination, you'll need strength, energy, and harmony fueled by science and human ingenuity to maintain acceleration.

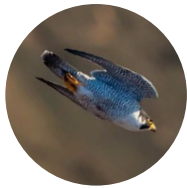
The faster you change direction, the greater the acceleration. And the faster you have a team, the faster you can accelerate.

This is the story of Acceleration, filling a gap in the market for a technology-driven innovation hub. To accelerate the much needed disruption and digital transformation day by day across all sectors. Our goal is to build technology-based solutions that meet current and future needs.

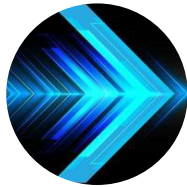
OUR MISSION: ACCELERATE YOUR ACCESS TO THE FUTURE, TODAY..

Logo Concept

XELERATION meaning: Acceleration



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FALCON FAST & TARGIT



Progress and Future



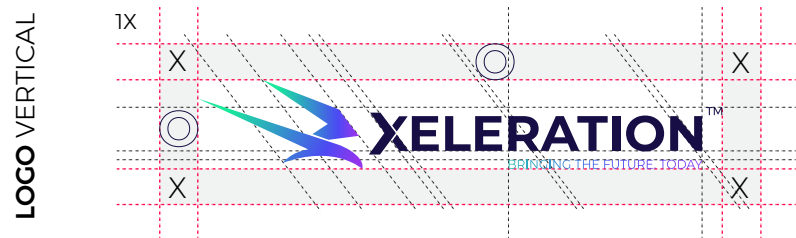
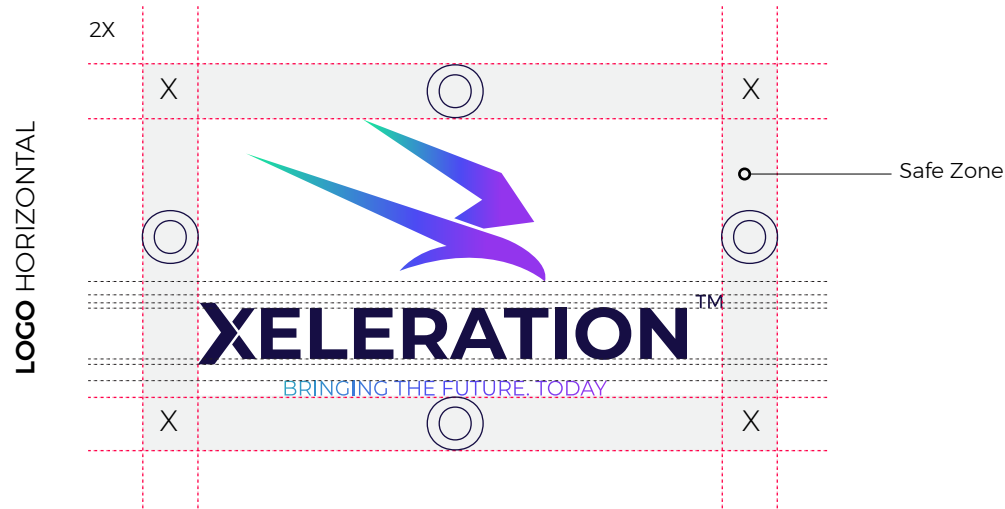
SPEED X1 X2 X3 ...



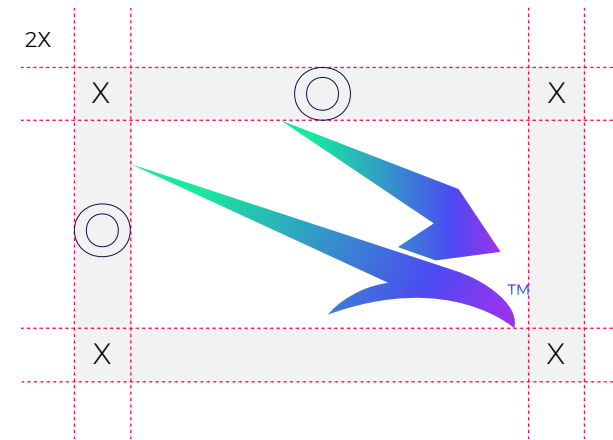
TECNOLOGE AND SHIP COLOURS

Logo

LOGO / Safty Space



ICON / LOGO MARK



MINIMUM SIZE



Logo

LOGO/ Option Black&White



Logo

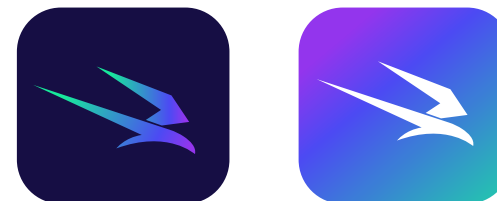
LOGO/Option Icons



ICON / LOGO MARK



App Icons

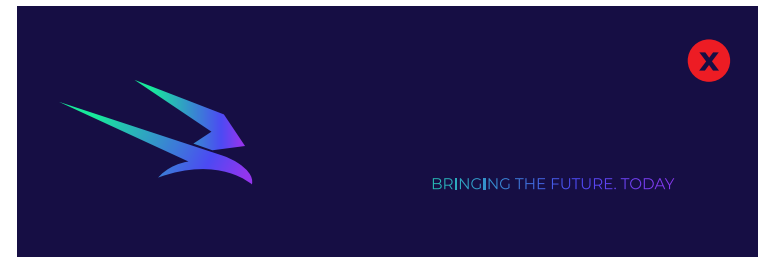


Logo Application over plain colour

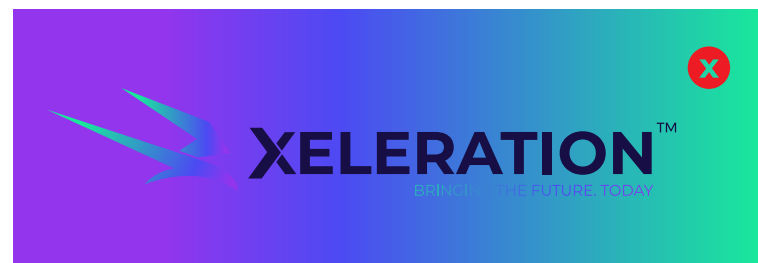
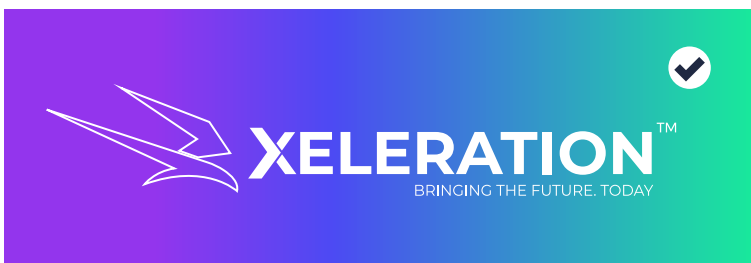
LOGO/ Background Colours



Space Cadet color background



Space Cadet color background



Don'ts

LOGO \Don't Doit



Change X Place



Change Slogen Place



Remove Slogen



Change the font



Change Slogen Place



Stretch or transform



Stretch or transform



Adding shadows



Change Icons Place



Change colors



Outline



Change X Outline



Colours Primary

COLOUR / Main Colour & Gradeant



<p>DARK BLUE</p> <p>RGB 22 14 68 CMYK 100 100 35 47</p> <p>#160e44</p>	<p>PARBOL</p> <p>RGB 147 53 237 CMYK 61 78 00 00</p> <p>#9335ed</p>
	<p>B L U E</p> <p>RGB 76 74 243 CMYK 78 71 00 00</p> <p>#4c4af3</p>
<p>GRADIENT</p>	<p>LIGHT GREEN</p> <p>RGB 24 233 155 CMYK 62 00 59 00</p> <p>#18e99b</p>
<p>#18e99b #4c4af3 #9335ed</p>	



Headline font

Montserrat

SamiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
()%&*%\$#! 12345678910

Slogen font

Montserrat Light

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
()%&*%\$#! 12345678910

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Paragraph font

Montserrat

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
()%&*%\$#! 12345678910

Extra Light

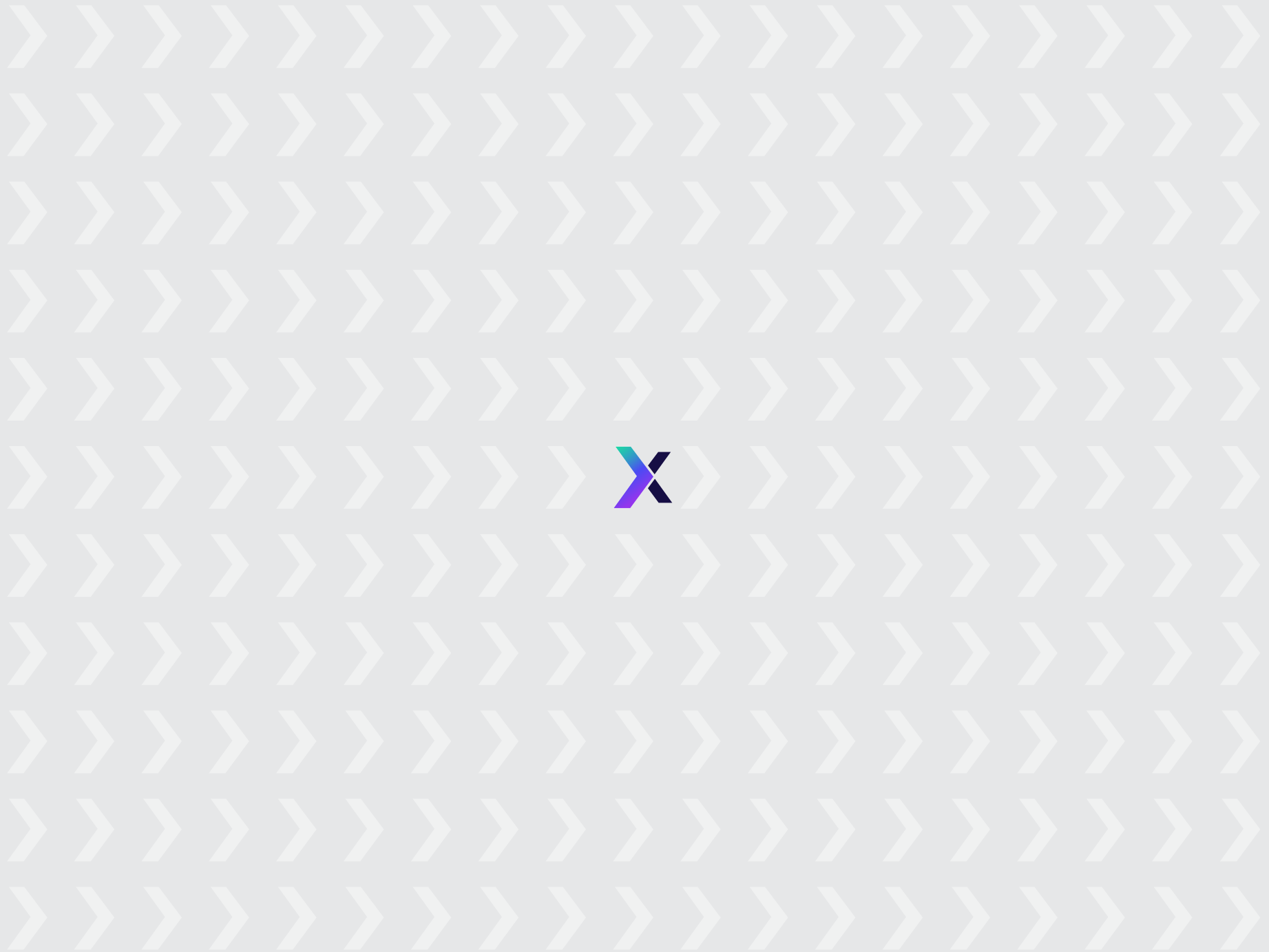
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
()%&*%\$#! 12345678910

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
()%&*%\$#! 12345678910

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
()%&*%\$#! 12345678910



Patterns

PATTERNS/ 2 option Horizontal & Vertical



PATTERN (1)
HORIZONTAL



PATTERN (1)
VERTICAL



PATTERN (2)
HORIZONTAL

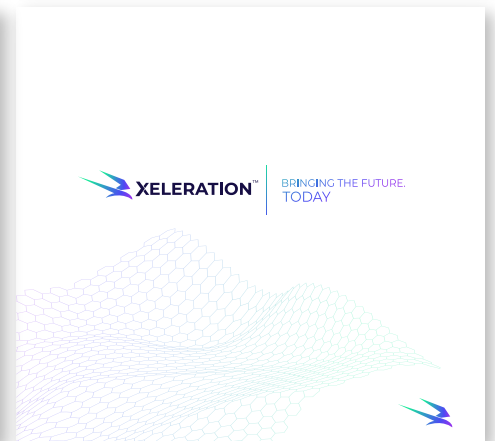


PATTERN (2)
VERTICAL



Background

STATIONERY/ NOTE BOOK



Stationery

STATIONERY/ Letter Head, NoteBook, BC, Bin



Stationery

STATIONERY/ Business Card



Stationery

STATIONERY/ Business Card



Option 1



Option 2



Stationery

STATIONERY/ NOTE BOOK



Stationery

STATIONERY/ NOTE BOOK



Stationery
STATIONERY/ Folder



Stationery

STATIONERY/ Envelopes



Option 1



Option 2



Stationery

STATIONERY/ Flags

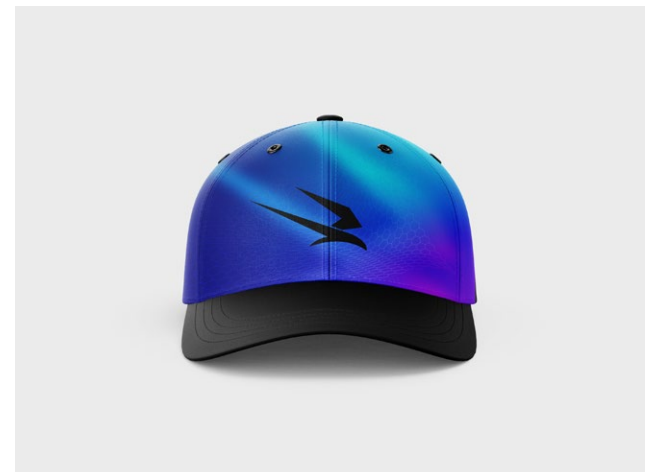


Stationery

STATIONERY/ Cup & Mug



Stationery
STATIONERY/ Hat



Stationery

STATIONERY/ Polo -shirt



For Women



Front



Back



Front



Back

For Men



Front



Back



Front



Back

Stationery

STATIONERY/ Badgs



Rebbon



Badge / ID



Stationery

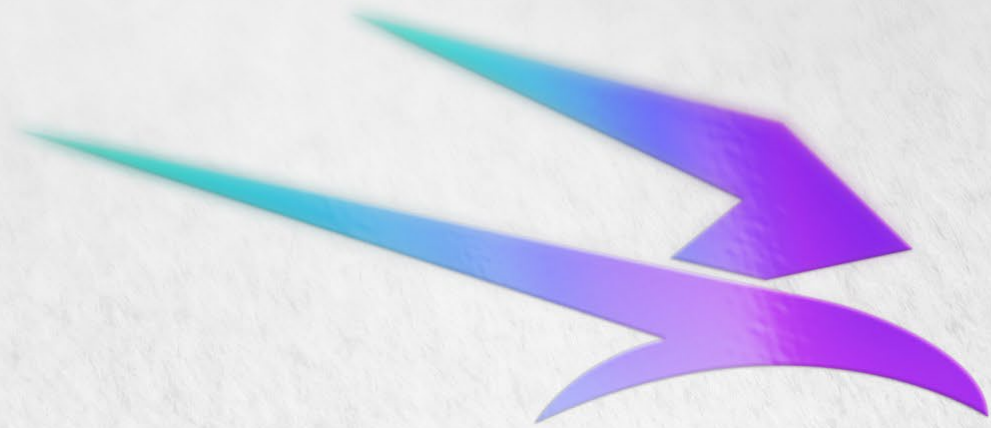
STATIONERY/ Bags



Stationery

STATIONERY/ Ben, Calender, Watch , Sign ..





XCELERATION

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