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Your New
Favorite Places.

3D**X**plore™
.com

BRANDING
GUIDE

3DXplore.com Branding Guide

The information contained in this guide is to be used in the design and creation of all 3DXplore.com outward facing marketing collateral in both print and digital formats. Any deviation from this guide will require approvals from 3DXplore.com.

On 3DXplore.com, you'll find those off-the-beat locations that will turn your next trip into an unforgettable EXPERIENCE.
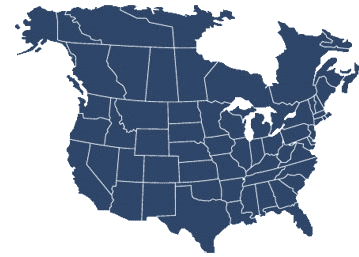
3DXplore.com™ Branding

The 3DXplore.com™ Brand is designed to appeal toward the following demographic:

NORTH AMERICAN MARKET

AGES 24-35 (MILLENNIALS)

ADVENTURE SEEKERS

The 3DXplore.com Branding is designed to invoke the following emotions:

AQUA BLUE

Spirit, Perspective, Content, Control, Rescue, Aware, Determination, Self-Sufficient, Modern, Goals, Purpose.

NAVY BLUE

Trust, Order, Loyalty, Sincere, Authority, Communication, Confidence, Peace, Integrity, Control.

BRIGHT RED

Passionate, Active, Exciting, Bold, Energy, Youthful, Physical, Pioneering, Leader, Confidence, Ambition, Power.

The Governing Brand Design is RECTANGULAR and ANGULAR with LINEAR MOTION moving Horizontally from left to right and Upward from lower left to upper right. Circles should be avoided except as accents complementing the sweep across the logo's face. Squares should also be avoided.

ANGULAR

RECTANGULAR

Logo & Icon

The 3DXplore.com Logo may be used against both light and dark backgrounds as long as there is still contrast between the background and the light blue of the logo.

The 3DXplore.com Icon may be used separately as a branding agent in spaces too small to use the entire logo (under 1"). It is also a decorative feature that will strengthen the consistency of the brand image when used across all marketing platforms. All usages of the icon (with the exception of size limitations) are the same as those of the logo.

The 3DXplore.com Logo may be used in any size greater than one inch in hight. Any smaller size renders the logo illegible.

1.0"

1 Inch Min. Size Requirement

DO use logo against a non-busy color photo.

DO NOT use logo against an overly busy background.

DO NOT stretch or distort the logo in any way.

3DXplore.com Brand Colors

The following colors make up the 3DXplore.com Color Palette and should be used across all marketing platforms. The colors are broken down into Primary and Secondary colors; the secondary colors to be mainly used as accents.

PRIMARY COLORS

AQUA BLUE
Spirit, Modern, Purpose

C:	74	R:	34
M:	26	G:	131
Y:	0	B:	182
K:	18		

#2283b6

PANTONE P 110-6 C

NAVY BLUE
Trust, Loyalty, Sincere

C:	83	R:	0
M:	43	G:	74
Y:	0	B:	118
K:	50		

#04a76

PANTONE P 108-15 C

SECONDARY COLORS

BRIGHT RED
Passionate, Exploration
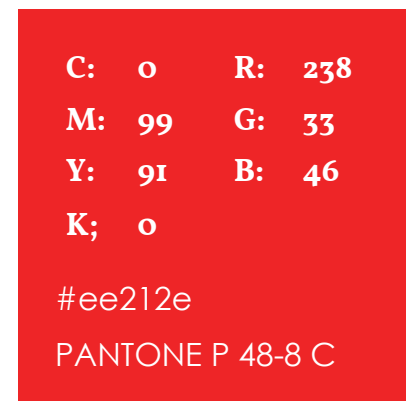
C:	0	R:	238
M:	99	G:	33
Y:	91	B:	46
K;	0		

#ee212e

PANTONE P 48-8 C

LIGHT GREY
Intelligence, Balance
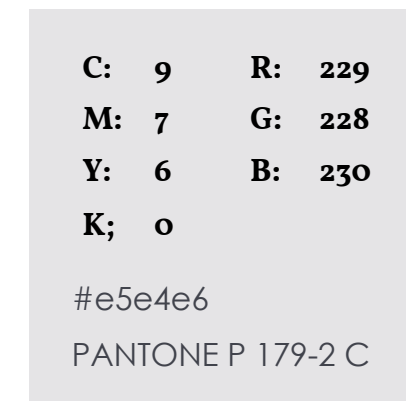
C:	9	R:	229
M:	7	G:	228
Y:	6	B:	230
K;	0		

#e5e4e6

PANTONE P 179-2 C

WHITE
Clarity, Fresh Beginnings
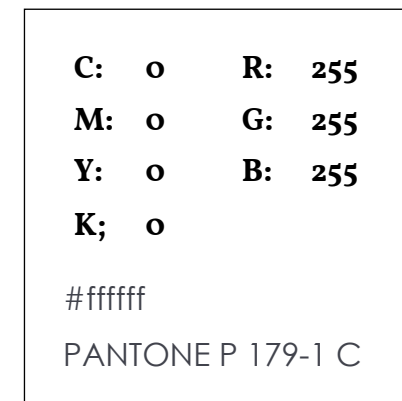
C:	0	R:	255
M:	0	G:	255
Y:	0	B:	255
K;	0		

#ffffff

PANTONE P 179-1 C

TEXT COLORS

DARK GREY
Titles and Headings
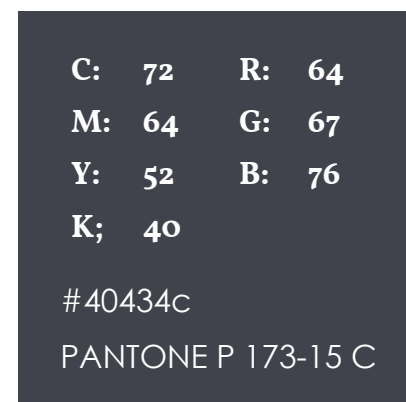
C:	72	R:	64
M:	64	G:	67
Y:	52	B:	76
K;	40		

#40434c

PANTONE P 173-15 C

GREY
Body Text
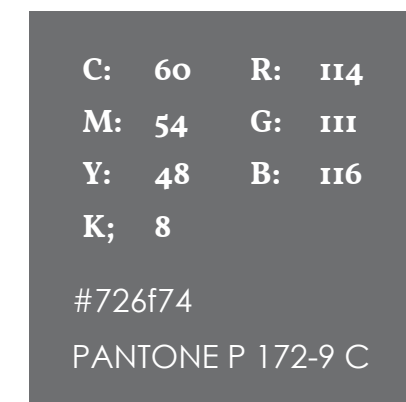
C:	60	R:	114
M:	54	G:	111
Y:	48	B:	116
K;	8		

#726f74

PANTONE P 172-9 C

Fonts

The following Fonts shall be used in all 3DXplore.com Marketing and Communications.

CENTURY GOTHIC REGULAR

Titles and Headings

Font name: Century Gothic
Digitally Signed, TrueType Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,;'"(!?)+-*/=

12   The quick brown fox jumps over the lazy dog. 1234567890

18   The quick brown fox jumps over the lazy dog. 1234567890

24   The quick brown fox jumps over the lazy dog. 1234567890

GARAMOND

Body Text, Quotes, Boxed Descriptions, Sub Headings

Font name: Garamond
Version: Version 2.4
Digitally Signed, TrueType Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,;'"(!?)+-*/=

12   The quick brown fox jumps over the lazy dog. 1234567890

18   The quick brown fox jumps over the lazy dog. 1234567890

24   The quick brown fox jumps over the lazy dog. 1234567890