XR TODAY

BRAND GUIDELINES

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XR TODAY

🖐 **Hi**

Welcome to XR Today brand

This is a short but not overly snappy, overview of how we present ourselves to the world.

We made this guide for everyone in our team and anyone working alongside XR Today.

This is our company inside and out, we trust you'll join in our mission to keep our brand spick and span.

If you spot something out of place, then please let us know.

XR TODAY

Communication that matters

Delivering the latest news is the foundation of our business, and how we communicate with our audience is what forms the perception of who we are.

Our aim is not to confuse or overload. We build trust by delivering news and insights on brands and topics that have our audience's best interests at heart.

Every word we say or write is an opportunity to connect with our audience and to help develop their knowledge of unified communications and collaboration.

XR Today is the **leading online publication** for extended reality technology in the enterprise.

Our mission is to be the definitive guide for the virtual reality, augmented reality and mixed reality marketplace. To achieve that goal, we deliver content that's second-to-none.

Everything we write and say is tailor-made to answer the hottest questions in the industry, while simultaneously sparking new debates and discussion.

Things change pretty fast around here, so our team scour the marketplace for the latest updates, so you don't have to.

Whether you're looking for objective views on the latest news, or topical discussions on the latest trends impacting the industry, you can find it all here.

To be **the definitive guide** for extended reality in the enterprise by bringing the whole industry together.

Informing, **educating** and **engaging** our audience.

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We have established a philosophy based on clearly defined values which our people live by in their relationship with our customers.

We're Fanatical

Our focus is set on business communications, so expect the most comprehensive coverage in our niche.

We're Responsive

Delivering a spectacular experience is rooted to our DNA.

We're Impartial

We stay true to our audience by delivering the facts, so they can make informed decisions.

We're Friendly

We are smart but not big-headed. We're easy to deal with, open and honest.

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Every word matters.

The kind of language we'd like you to use is natural and conversational. Be professional, but not stiff. Read it out loud, does it sound like something you'd actually say?

Good writing is empathetic. Thinking about your audience's challenges should be something you put thought into every time.

Explore both sides of coin. There's normally more than one perspective.

It's ok to be a geek. Just say it so it makes sense to everybody.

Focus on what matters. Try not to go off-piste too much and keep the key message centre of mind.

The extended reality industry is accelerating at a rapid rate and the dynamics are shifting with more generations to consider than ever before.

As the marketplace continues to evolve, business professionals require a new type of news platform, one that reflects the current state of the industry and accommodates the digital buyer.

We will always remain focused on delivering:

THE LATEST NEWS	STRATEGY	ANALYSIS	INSIGHTS

The XR Today logo is the main identifying symbol and cornerstone of our identity. The solid foundation on which distinctive communications can be constructed.

Our logo is made of two elements, the speech bubble icon and the wording.

Our logo must always appear with the speech bubble icon and letters in the position and scale as shown.

(A)

The XR Today logo should work across all media. The style you choose will depend on the environment in which the logo appears.

Where possible, the logo should appear in its primary colourways (A). The other versions can be used as an alternative where appropriate.

We want to ensure that no other images or text encroach on the space around the logo, so that it is as clear and impactful as possible.

The exclusion zone has been designed so that no external elements interfere with the logo.

The exclusion zone is defined by the height of the letter 'X'.

Having identified how the logo should be used, this section illustrates what should not be done.

Do not sit the logo
within a box

Do not add any effects such
as drop shadows

Do not stretch
or distort the logo

Do not rotate the logo

Do not change the logotype
shape in any way

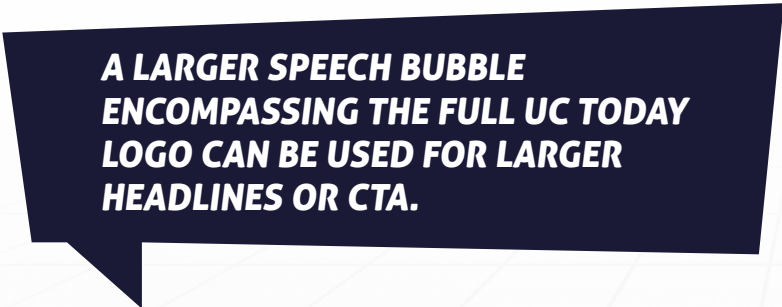Do not mix or change the colours
of the logotype

The 'speech bubble' icon is a brand icon which is shorthand for collaboration and can be used across all material to highlight information, as well as for social icons.

This should be done sparingly and with consideration for the layout of the section where it is used.

The shape of the speech bubble should be consistent with the XR Today logo.

IT CAN BE USED TO HOLD HEADLINES.

A LARGER SPEECH BUBBLE ENCOMPASSING THE FULL UC TODAY LOGO CAN BE USED FOR LARGER HEADLINES OR CTA.
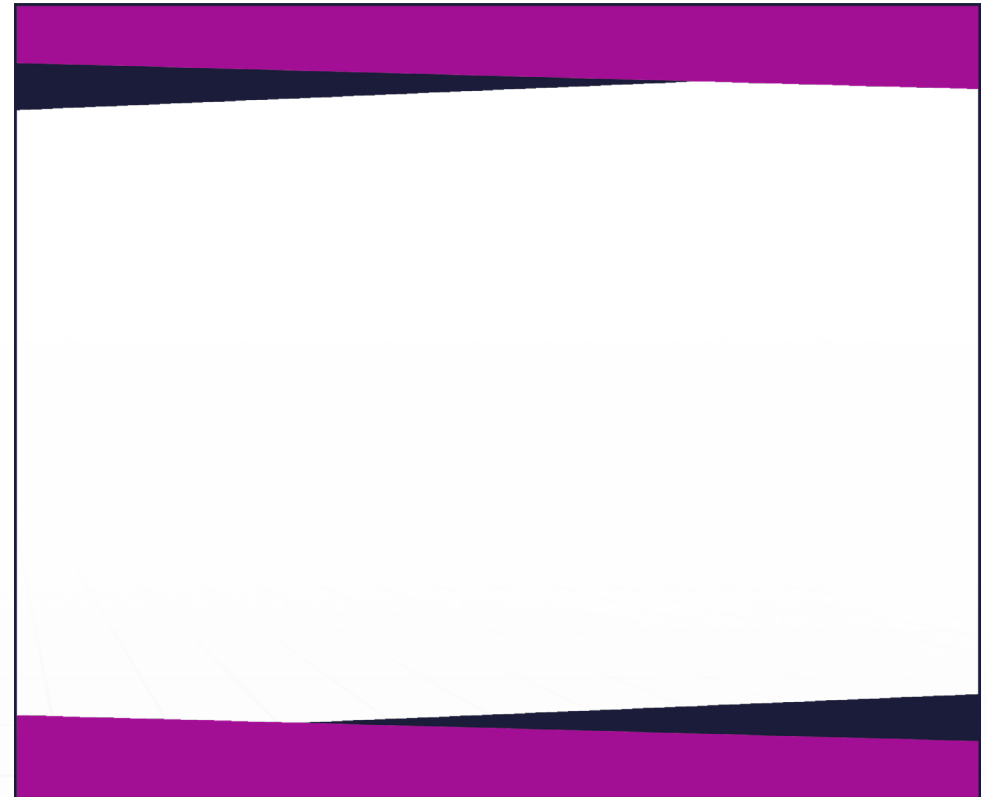
IT CAN ALSO BE USED FOR IMAGES.

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The header and footer graphic can be used across all material to give structure to communications - such as emails.

The depth and width of this graphic can be flexible in accordance with its usage.

The blocks of colour conform with the angles of the logo.

1. The colour of the blocks should always be from the XR Today palette.

2. The base block can be deeper to hold information.

3. The header and footer block can be used independently.

We have a group of brands at Today Digital. These are designed to belong to parent brand and have a common look and feel.
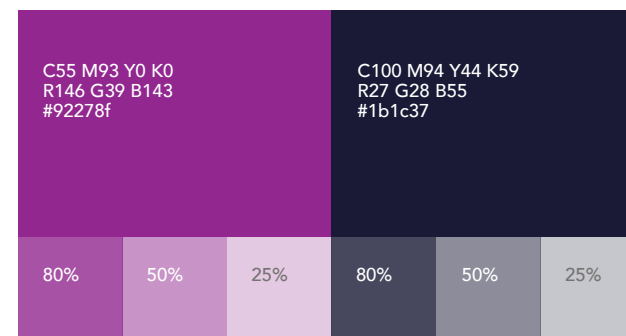
These logos should follow the same guidelines for usage as the master logo and be used to highlight a specific part of the business.
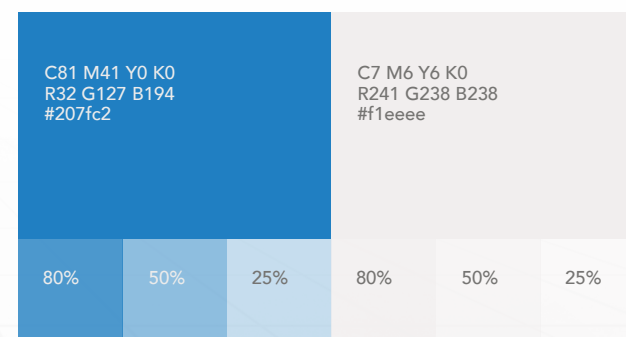
THE PRIMARY COLOURS

C55 M93 Y0 K0
R146 G39 B143
#92278f

C100 M94 Y44 K59
R27 G28 B55
#1b1c37

| 80% | 50% | 25% | 80% | 50% | 25% |

The base colours reflect the brand first and foremost. These colours are associated with being trusted and personable.
You can use tints of each colour to increase the range of tones available in the colour palette.

EXTENDED COLOUR PALETTE

C81 M41 Y0 K0
R32 G127 B194
#207fc2

C7 M6 Y6 K0
R241 G238 B238
#f1eeee

| 80% | 50% | 25% | 80% | 50% | 25% |

Type is 'visual language' and, as such, dictates the way in which we speak visually to our customers and the world at large.

The typefaces that 'speak' for XR Today have been especially chosen to communicate our messages in a clear and distinctive way.

ALLER DISPLAY

Aller Display is our primary typeface to be used for headlines and titles. It should be used in all capitals, and with 7° skewing added for dynamism.

It is clean, crisp and legible.

MONTSERRAT

Montserrat is our typeface to be used for sub-headlines and body copy. Sub-headings should be in all capitals and may be coloured to add interest.

It is professional and clean.

Arial

In cases where a standard system font is required - such as online applications - Arial should be used.

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BRAND EMOJIS

Emojis set us apart and reflect our personality - we're colourful, friendly and expressive.

We would like you to use them, but please bear in mind a few things:

- Emojis add context, they don't replace words.

- Add one to the end of a sentence, not the middle.

- Emojis help you to clarify things with a little extra flavour.

- Not everyone knows what they mean, try not to confuse

  people.

- Be careful, the wrong emoji can provoke a strong reaction.

- Limit your use of emojis to one per page or piece of writing.

And most of all, **let your personality shine through.** 👍

Find an emoji at https://emojipedia.org/

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We use a **grid style theme** which represents the digital workplace, video first communications and anywhere working.

It also works in with our news layout on xrtoday.com and our XR Summit virtual event platform.
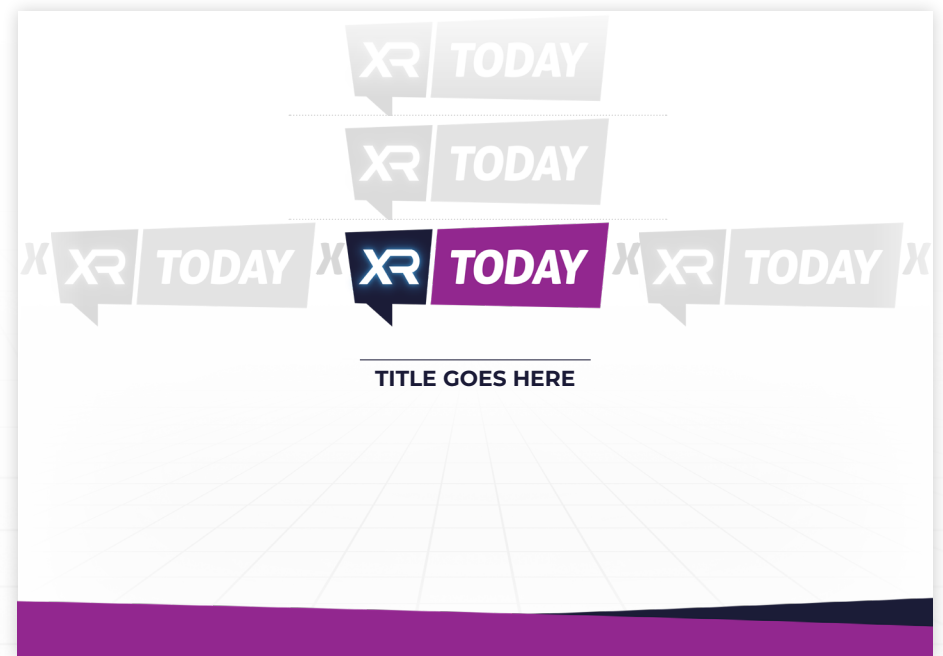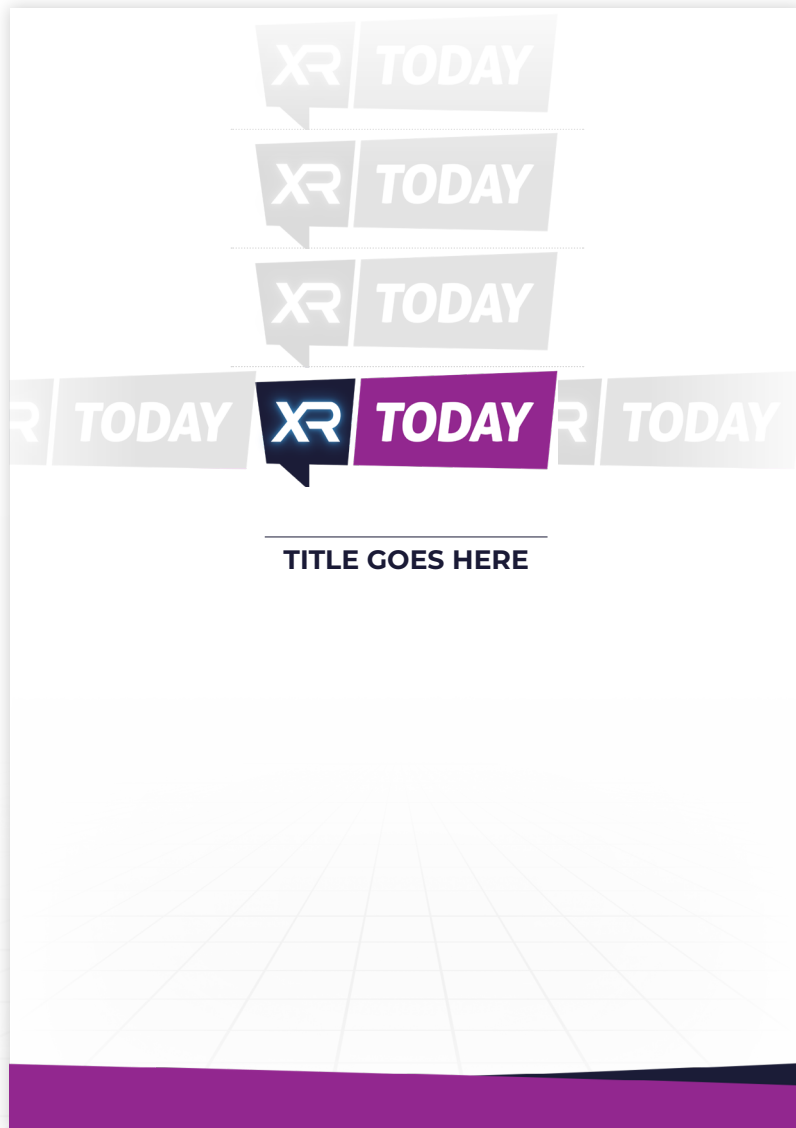
The grid can be illustrated in various ways, such as:

AS A PAGE DIVIDE

TO SUPPORT A HEADING

Or lay flat and used as a background,
as illustrated throughout this document.

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To be used as a template for general company branded documents

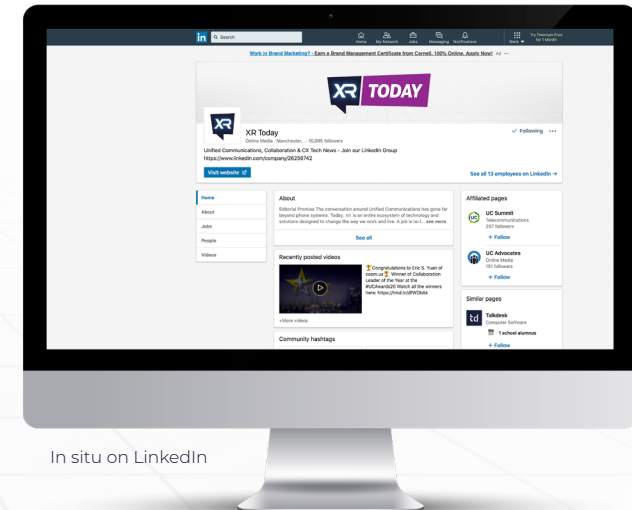**TITLE GOES HERE**

TITLE GOES HERE

Header image

For use as a social media header, we have a tailored banner to use across all platforms.
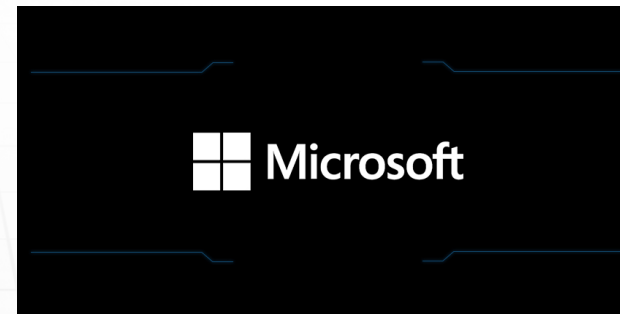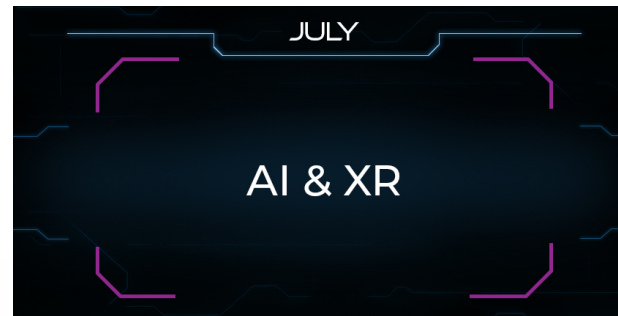

Profile Picture

For use as a social media icon, we have a tailored logo to use across all platforms. This version of the logo is only ever to be used as a social media icon.

In situ on LinkedIn

WEB GRAPHICS

To be used across our web site, bringing our best content into focus.

AUGMENTED REALITY

JULY

AI & XR

MEDIA KIT

5G

Microsoft

Formats include:

Host + 1x Speaker

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If you see a gap, tell us about it

branding@xrtoday.com