

**Brand Guidelines**

XDS (External Development Summit)

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## About

**XDS (External Development Summit)** is the first professionals-only video games industry event with a primary focus on external development for art, animation and software engineering. The program is targeted at industry professionals involved in outsourcing (external development), service providers, and technology providers and offers a platform that promotes cooperative advancement of external development practices for the games industry.

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**Logo (Lockup)**

**XDS (External Development Summit)** logo is the most visible element of our identity—a universal signature across all forms of communication. At its core, clarity and legibility allow it to have a universal application on any surface material or digital screen.

To protect the clarity and visual integrity of the logo, please use the guide for proper colour specs, sizing and application.



**xds** | external  
development  
summit  
2016



CMYK = 0,0,0,100



RGB = 35,31,32



CMYK = 0,0,0,100



RGB = 35,31,32

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**Logo (Lockup)**

**Sizing**

1. This shows the logo at 1 inch or 126pt on the “xds”
2. This shows the logo at 0.5 inches or 63pt on the “xds”
3. This shows the logo at 0.25 inches or 45pt on the “xds”
4. Anything below 0.25 inches or less than 45pt on the “xds” is not acceptable

1.



2.



3.



4.



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## Logo (XDS)

**XDS (External Development Summit)** logo is the most visible element of our identity—a universal signature across all forms of communication. At its core, clarity and legibility allow it to have a universal application on any surface material or digital screen.

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xds

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**Logo (XDS)**

**Sizing**

1. This shows the logo at 1 inch or 126pt on the “xds”
2. This shows the logo at 0.5 inches or 63pt on the “xds”
3. This shows the logo at 0.25 inches or 45pt on the “xds”
4. This shows the logo at 0.125 inches or 35pt on the “xds”

Anything below 0.125 inches or less than 35pt on the “xds” is not acceptable.

1.

**xds**

2.

**xds**

3.

**xds**

4.

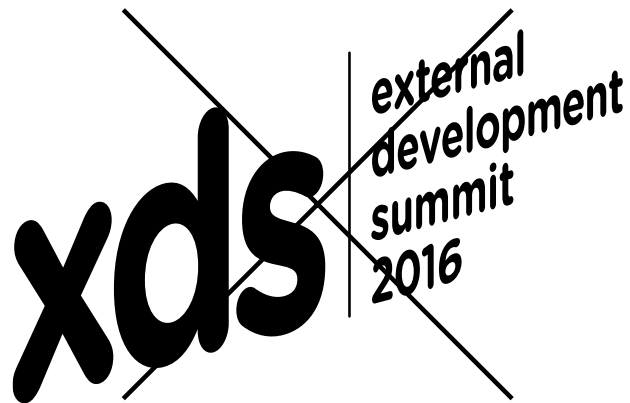
**xds**

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Please don't!



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**Font Family**

**Fonts to be used**

The official font choice for all printed or on-screen material for XDS (External Development Summit) is set to Helvetica. In any case that Helvetica is not available, Arial must be used. They both have a clean, legible and universal appeal and have a wide variety of weights. Weights to be used are Bold, Bold Italic, Regular and Regular Italic.

**Bold**

**Helvetica** 90pt

**Helvetica** 72pt

**Helvetica** 60pt

**Helvetica** 48pt

**Helvetica** 30pt

**Helvetica** 18pt

**Helvetica** 12pt

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**Bold Italic**

***Helvetica*** 90pt

***Helvetica*** 72pt

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**Regular**

Helvetica 90pt

Helvetica 72pt

Helvetica 60pt

Helvetica 48pt

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**Regular Italic**

*Helvetica* 90pt

*Helvetica* 72pt

*Helvetica* 60pt

*Helvetica* 48pt

*Helvetica* 30pt

*Helvetica* 18pt

*Helvetica* 12pt

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**Thank you!**

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