OUR BRAND GUIDE.

We are Xpirit.

Xpirit

Experts in Azure Cloud & DevOps

We are highly experienced consultants, experts in cloud transformation using Microsoft Azure and building high performance IT teams using DevOps. From moving and re-architecting one product, to complete transformation strategies for enterprises. Our pure consultancy approach will assess your specific business context. We provide open and honest insights about what we think your company needs to make an efficient transition, which is highly valued by the customers we serve.

Visual identity.

The Xpirit Visual Identity is more than a badge or logo: it stands for who we are. It is a visual representation of our brand, our values and our commitment to be the number 1 in our field. The relationship between each element of our visual identity has been carefully considered: the letters have been specially drawn and colors have been chosen to create a unique, distinctive mark. The relative size and position of the elements is fixed and should not be changed. There are only three variations of the Xpirit Visual Identity.

Clearspace must always be maintained around the visual identity.
Use always on white background. When in doubt, use Xpirit brand White.

Minimal usage Xpirit Wordmark. Height: 8 mm.

Xpirit avatar. Use only for social media.

Xpirit brand Black. Use only for black and white production.

Xpirit brand White. Use always on dark background.

We are Xpirit.
Together we drive change.

Xpirit

Colors define a mood and give a sense of character

Proper application of the primary color palette helps to ensure a consistent and credible communication of the company. Our color palette consists of Orange (PMS 165C) Dark Grey Blue (PMS 2378C) Dark Blue (PMS 296C) and white and black. When it is not possible to print a solid Pantone color, check our recommended CMYK breakdown. Always use the percentage breakdown specified here to achieve the closest match to Pantone colors. RGB and web safe values specify colors for screen and internet display. RGB color print outs should not be used to match color. Always use the relevent matching system to ensure consistency.

Xpirit Sub Gray Colors can be used only in print when full color usage is not possible.
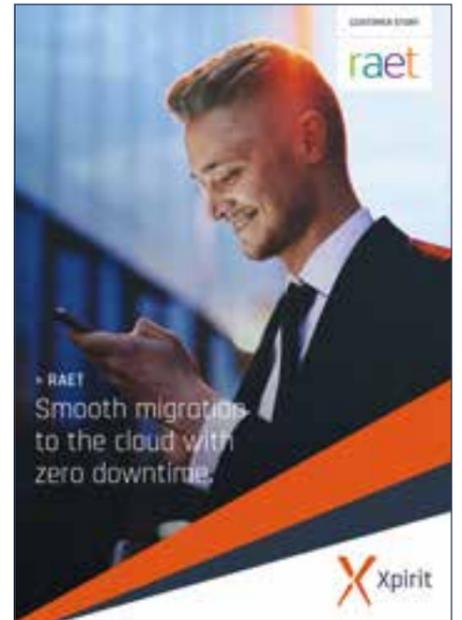
Xpirit Main Color Palette

Xpirit Orange
C0 / M68 / Y100 / K0
WEB #ED6B15
R249 / G124 / B0
PANTONE 165C

Xpirit Grey Blue
C80 / M65 / Y37 / K28
WEB #33475b
R51 / G71 / B91
PANTONE 2378C

Xpirit Dark Blue
C100 / M100 / Y70 / K70
WEB #000E1C
R0 / G14 / B28
PANTONE 296C
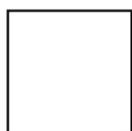
White
C0 / M0 / Y0 / K0
WEB #FFFFFF
R255 / G255 / B255

Black
C0 / M0 / Y0 / K100
WEB #000000
R0 / G0 / B0

Xpirit Sub Gray Color Palette

Grey 4
C0 / M0 / Y0 / K24
WEB #C9CBCC
R201 / G203 / B204
PANTONE Cool Gray 4

Grey 7
C0 / M0 / Y0 / K39
WEB #AEB0B2
R174 / G176 / B178
PANTONE Cool Gray 7

Grey 11
C0 / M0 / Y0 / K68
WEB #717074
R113 / G114 / B115
PANTONE Cool Gray 11

Primary typeface
Always seeking the most suitable solution(s)

The selection and use of our typeface has two functions. To create a distinctive and consistent look across all our communications and to help the reader navigate a document, delivering messages with impact and clarity.

Our primary typeface is Rajdhani. Rajdhani is the quintessential modern and versatile sans serif typeface. It is highly legible, economical with space and comes in a variety of weights that give distinction and impact to any communication. The Rajdhani family is globally available for all systems. For electronic applications, it is important to use a typeface that is installed as a standard on all systems.

Primary Typefaces

Rajdhani Light (print) / 300 (online)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rajdhani Regular (print) / 400 (online)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rajdhani Medium (print) / 500 (online)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rajdhani Semibold (print) / 600 (online)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rajdhani Bold (print) / 700 (online)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

We are non-linear thinkers.
Therefore we use a combination
of different ways to format lines
of text.

We love to
do epic shit!
Claim your free
epic shirt now:
pages.xpirit.com/epic-shirt

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Together we
drive change.

XPRT.
The shift to
cloud-native:
Accelerate your
innovation

Smooth migration
to the cloud with
zero downtime.
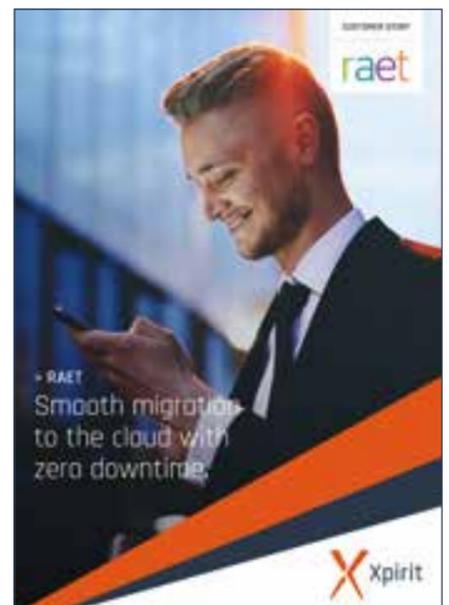
Imagery
Explore our world
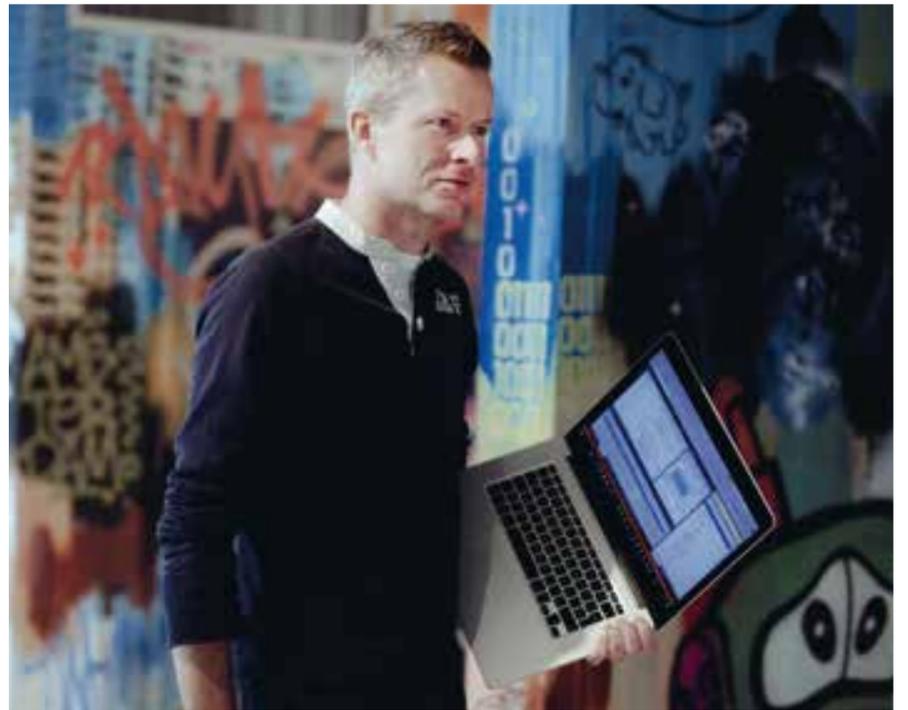
People first. You grow, we grow.
Xpirit puts people first, always.

Photography is the key as it helps to express Xpirit's brand personality and character.

Photography should always aspire to be of the highest quality possible and always Excite the viewer with its content and unique approach.

We love to look good together
while we do epic shit!

We walk the talk

Tone of voice. We live by the rule
"Quality without compromise".
We embrace change, it is what makes
us tick.

Live your dream, the world is our playground

What we stand for.

Authority, focus and values guide every decision made by everyone at Xpirit. Authority means becoming the best in our field, individually and as a company. It's an audacious goal that keeps us striving and fighting. That's why we only hire people who are driven by the same mission!

People first
You grow, we grow. Xpirit puts people first, always. With a trust on personal and professional development Xpirit provides a mutual atmosphere of mutual respect, focus, responsibility and accountability that helps foster great ideas and innovation.

Sharing knowledge
We believe in sharing knowledge. The more you share it, the more it grows. With bi-weekly sessions of Xpirit Knowledge Exchange, we ensure a flow of knowledge from employee to employee, unit to unit and country to country.

Quality without compromise
At Xpirit, quality without compromise is the mantra. Be it work, personal interactions, the surroundings, or the self: at Xpirit 100% is the norm. When it comes to quality, ….enough is not enough.

Customer intimacy
We build long lasting relationships with our customers and help them on the basis of equality. We work on common goals and trust, by being truly interested in people and adding value pro-actively and consistently.

We are passionate about our work, each in our own fields

Sharing knowledge when and wherever we can.
Deeply engaged in the Microsoft and GitHub community.
One of our core values is "Sharing knowledge",
which we do by offering extensive training courses,
and publishing insights on- and offline.

XPRT.® Magazine stands for Xpirit Experts.
Published in high quality, both online as download,
and offline in print.

Impression of our webstie
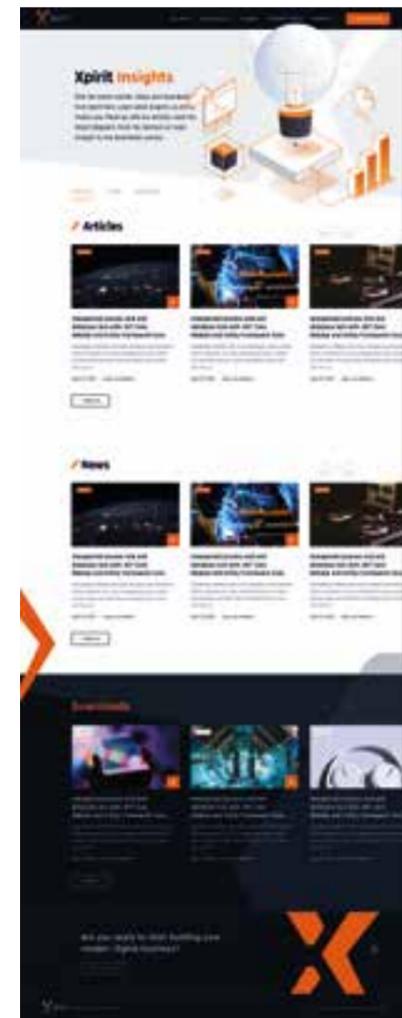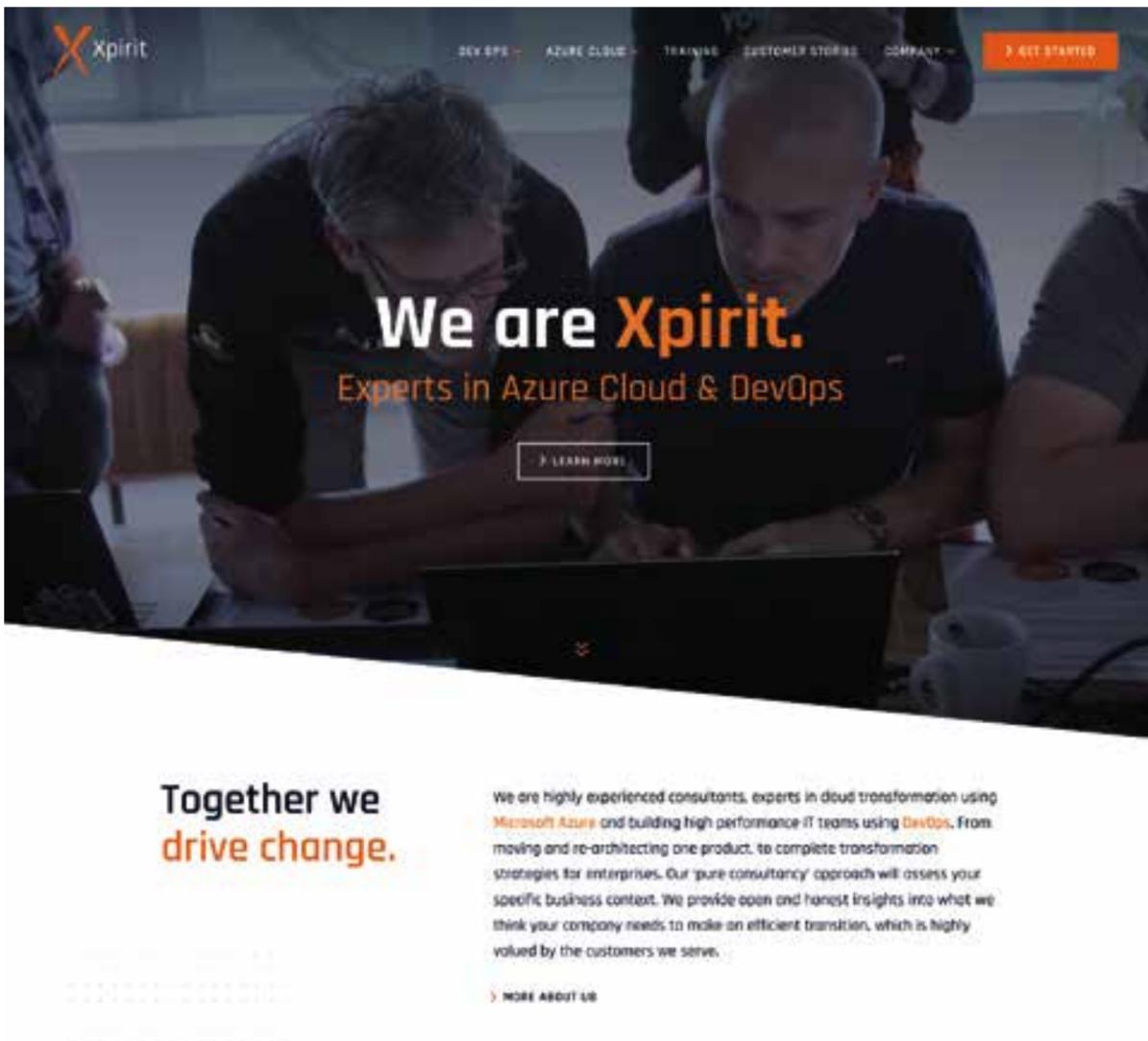
On the webiste we use different line-art images which can be used in other on- and offline publications. Only use the right line-art image in combination with the right topic. On the website you can find the right topic in combination with the available line-art images.

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