



Brand Guidelines

**Shaping tomorrow with bold
tech and creativity.**

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About the Brand

Introduction

Welcome to the XIIA brand guidelines—your go-to guide for making everything we create look, feel, and sound like us.

At XIIA, we're not about corporate fluff or rigid rules. We're a team of innovators, creators, and problem-solvers, building game-changing ventures for ourselves and our clients. Whether we're designing a sleek new app, launching a bold brand, or crafting digital experiences, our goal is always the same: to push boundaries and make an impact.

These guidelines are here to keep our brand looking sharp, consistent, and uniquely XIIA. But don't worry—we're not here to micromanage your creativity. Think of this as a friendly roadmap, not a rulebook. We want you to own what you create while making sure it stays true to who we are.

So, dive in, explore, and let's keep building something amazing together.

Mission Statement

At XIIA, we are committed to empowering entrepreneurs by providing strategic investments and hands-on involvement to drive their success. We aim to influence society positively through cutting-edge software and hardware solutions that bring lasting change. We cultivate a dynamic, inclusive culture that encourages our team to take ownership, grow continuously, innovate boldly, and execute with purpose, creating a legacy of impact and lasting value.

Vision Statement

We envision a world where founders are empowered to realize their dreams through strategic investments and active involvement. A world where transformative, digital, and innovative software and hardware shape society's future. A world where our employees thrive in a culture that values independence, collaboration, growth, and the relentless pursuit of excellence.

Tone of Voice

At XIIA, we don't do boring. Our tone is confident, approachable, and a little bold—just like the ventures we build. We keep things clear and straightforward, but we're not afraid to throw in a little personality.

How to Write Like XIIA

We're not here to sound overly corporate or complicated. We treat everyone the same, and our voice should reflect that.

Dos and Don'ts

Do be direct and clear. Say what you mean—no fluff, no filler.

Do keep it friendly and approachable. We're not robots. Write like you're talking to a smart, creative friend.

Do inject energy! We're passionate about what we do, and it should show.

Do use simple, modern language. No need for fancy words or corporate jargon.

Do stay inclusive. We speak to everyone the same way—no hierarchy, no pretentiousness.

Don't use overly formal or corporate language. (“We are dedicated to leveraging strategic innovation...” → Nope.)

Don't be vague or indirect. Say it simply and clearly.

Don't try too hard to be cool. Keep it natural, not forced.

Don't overcomplicate things. If it takes too long to read, it's too much.

Brand Structure

XIIA isn't just one thing—we're a tech venture builder with three key areas, each playing a different role in how we innovate and grow.

How XIIA Works

The Agency

This is where we create for others. The agency side of XIIA is made up of different departments—Design, Tech, and Marketing—working together to bring our clients’ ideas to life. Websites, apps, branding, digital strategies—you name it, we make it happen.

The Brands

These are our in-house ventures—products and brands we develop from scratch. Think of them as XIIA’s own brainchildren. We create, test, and scale them, always looking for the next big thing.

The Ventures

This is where we invest in and collaborate with external projects. If a promising idea or startup aligns with our vision, we step in to help bring it to the next level.

Everything we do—whether for our clients, our own brands, or outside projects—follows the same core philosophy: create, innovate, and build things that matter.

Brand Logo

Primary Logo

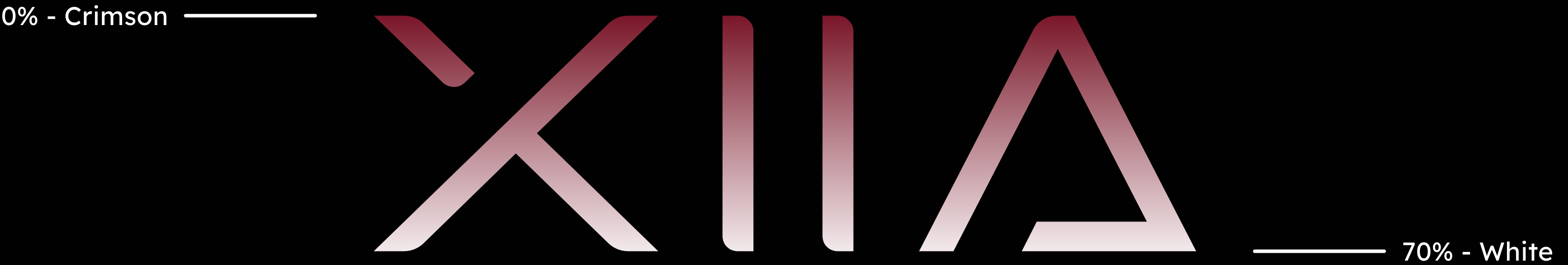
Our logo is more than just a word—it represents what XIIA stands for. Inspired by "xi" (happiness in Chinese) and IA (Artificial Intelligence), it symbolizes the joy and innovation that technology brings into our lives.

Designed with the MARS typeface, our logo gives off a sleek, futuristic, and adventurous feel—perfect for a company that's all about pushing boundaries in tech and design.



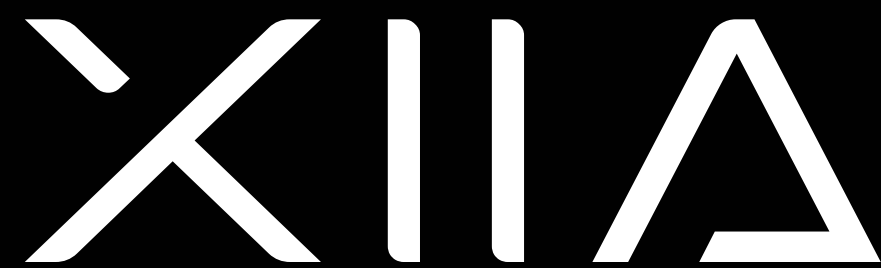
The primary XIIA logo features a linear gradient, creating a bold yet elegant look that fits our modern, cutting-edge identity.

This is the version we prefer and use most often. It captures the energy and sleekness of our brand in its best form.



Logo Variations

To ensure flexibility, our logo can also be used in different variations, depending on the background and context:



White

Best for dark backgrounds.



Black

Ideal for light backgrounds.



Alternative gradient for bright backgrounds

Top (27%) - Black
Middle (85%) - Deep Maroon
Bottom (100%) - Crimson opacity 50%

The logo is available in:



Horizontal version

The standard, most commonly used format.



Icon version

A simplified version for small applications like favicons or app icons. Size 32x32px

Logo Usage Guidelines

To keep our brand looking sharp, here are a few rules for using the logo correctly:

Keep clear space around the logo

It should always have breathing room.

Minimum size

The logo should never be scaled so small that it loses readability.

Use the correct logo variation for the right background.



Incorrect Logo Usage



Don't stretch, distort, or modify the proportions.



Don't apply random colors that aren't part of our brand palette.



Don't add shadows, outlines, or effects that alter the design.



Don't place it on a background that makes it hard to read.

Brand Colors

Primary Colors Palette

At XIIA, our color palette is more than just a set of colors—it's a key part of our brand's personality. Our colors represent boldness, modernity, and creativity, setting the tone for everything we design.

These are the core colors of XIIA, the ones that define our brand identity. We use these colors across all major brand elements—our logo, typography, and main designs.

Crimson

HEX 6D0015

RGB (109, 0, 21)

Black

HEX 020202

RGB (2, 2, 2)

White

HEX FFFFFFFF

RGB (255, 255, 255)

Secondary Colors Palette

Our secondary colors complement the primary palette, adding depth and versatility.

These colors help bring variety to our branding while maintaining a consistent and cohesive look.

Light Gray

HEX C5C4C4

RGB (197, 196, 196)

Mahogany

HEX 562F2F

RGB (86, 47, 47)

Deep Maroon

HEX 560011

RGB (86, 0, 17)

Charcoal Black

HEX 202124

RGB (32, 33, 36)

Soft White

HEX FAFafa

RGB (250, 250, 250)

Gradients

Gradients add dimension and depth to our visuals while keeping our brand dynamic and modern. We have two official gradients

Crimson Glow

Crimson → White

Direction: 180° (vertical gradient from top to bottom).

Color Stops:

- 0% → #6D0015
- 70% → #FFFFFF

Gradient Line Length: Extend just beyond the element's height to ensure a smooth blend but avoid excessive stretching.

How to Keep It Consistent:

→ For Designers in Figma: When applying the gradient, make sure the gradient handle (the line with the stops) stretches just slightly beyond the element's height to ensure a smooth transition. Avoid extending it too far, as that may cause unexpected fading.

→ For Developers: Use this CSS for a matching effect:

```
background: linear-gradient(180deg, #6D0015 -11.27%,  
#FFFFFF 109.09%);
```



Eclipse Depth

Black → Deep Maroon → Crimson

Direction: 180° (vertical gradient from top to bottom).

Color Stops:

- 27% → #020202
- 85% → #560011
- 100% → #6D0015

→ For Developers: Use this CSS for a matching effect:

```
background: linear-gradient(180deg, #020202 27%,  
#560011 85%, rgba(109, 0, 21, 0.5) 100%);
```



Color Combinations

Our primary and secondary colors should always be used in ways that create good contrast and maintain a clean, modern look. This ensures our brand remains bold, readable, and visually striking across all applications.

Using Gradients Thoughtfully

Crimson Glow → This gradient is best for text and small elements like buttons, icons, or subtle accents. Since it's quite bright, using it on large surfaces can feel overpowering and doesn't align with our overall brand aesthetic.

Eclipse Depth → This gradient is more versatile and can be used for both backgrounds and text. It provides a rich, dynamic look without overwhelming the design, making it ideal for high-impact sections and immersive visuals.

By keeping these guidelines in mind, we ensure our brand colors stay cohesive, modern, and well-balanced across all platforms.



Typography

Primary Typeface

Funnel Display Semibold → Used for headings and subheadings, giving a strong, futuristic, and confident look

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz Ææ Øø Åå
1234567890
! " # \$ % & * () { }

Funnel Display - Semibold

Funnel Display

Secondary Typeface

Aa

Readex Pro

Readex Pro (Regular & Semibold) → Used for body text and accent subheadings, ensuring readability while keeping things sleek and professional.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz Ææ Øø Åå

1234567890

!"#\$%&*(){}
Readex Pro - Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz Ææ Øø Åå

1234567890

!"#\$%&*(){}
Readex Pro - Regular

Accent Typeface

Aa

Covered By Your Grace Regular → Used for small decorative text.

IMPORTANT: Covered By Your Grace must always be used in ALL CAPS. This keeps it bold and impactful while maintaining a cohesive look with our other fonts.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ææ Øø Åå

1234567890

!"#\$%&'()*{}

Covered By Your Grace - Regular

Covered By Your Grace

Hierarchy and Usage

Headings & Main Titles

Funnel Display Semibold (Big & bold for impact)

Subheadings

Readex Pro Bold (For structure & emphasis)

Body Text

Readex Pro Regular (Clean and easy to read)

Accent Text

Readex Pro Bold (For highlighting key points)

ACCENT/PLAYFUL TEXT

Covered By Your Grace (ALL CAPS ONLY)

Graphics

Iconography Style

Icons at XIIA are more than just visuals—they're part of our brand's futuristic, yet friendly identity. We use pixel-like icons to give a tech-forward, digital aesthetic while keeping things approachable and fun.



Dos and Don'ts

Do use pixel-style icons for a retro-futuristic feel.

Do keep icons simple, clean, and recognizable.

Do maintain consistent line thickness and proportions for harmony.

Do use icons to enhance usability and guide users effectively.

Don't mix pixel icons with ultra-detailed or 3D icons (it disrupts cohesion).

Don't overcomplicate icons with too many details.

Don't use icons that feel too corporate or generic—XIIA is all about innovation and personality.

Gradient Usage

Gradients are a key part of XIIA's branding, adding depth and visual interest without overwhelming the design.

Gradient Styles:

Crimson Glow → Used for text and small elements (too bright for large areas).

Eclipse Depth → Can be used for backgrounds, text, and accents (more versatile).

Dos and Don'ts

Do use gradients strategically to enhance the design.

Do apply Crimson Glow only to text or small elements for contrast.

Do use Eclipse Depth for backgrounds and larger sections.

Don't overuse gradients in ways that reduce readability.

Don't apply Crimson Glow as a large background—it loses its impact.

Dos and Don'ts of Graphic Elements

At XIIA, our graphic elements (icons & gradients) work together to create a cohesive and futuristic brand aesthetic. They should be used intentionally, never overwhelming the design.

Do combine icons and gradients in a way that enhances the design.

Do use icons as small accents to add personality (e.g., next to text or in social media posts).

Do keep designs clean and minimal, ensuring readability and impact.

Don't use icons as backgrounds or patterns—they should remain small supporting elements, not dominant features.

Don't overcrowd designs with too many icons or gradients. Less is more.

Don't apply gradients randomly—stick to Crimson Glow for small highlights and Eclipse Depth for larger elements.

Imagery

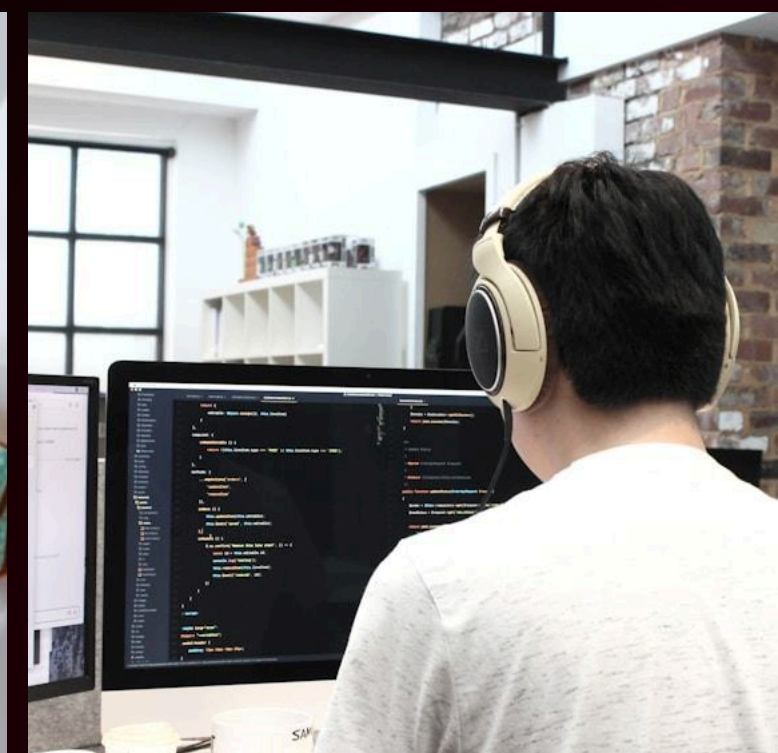
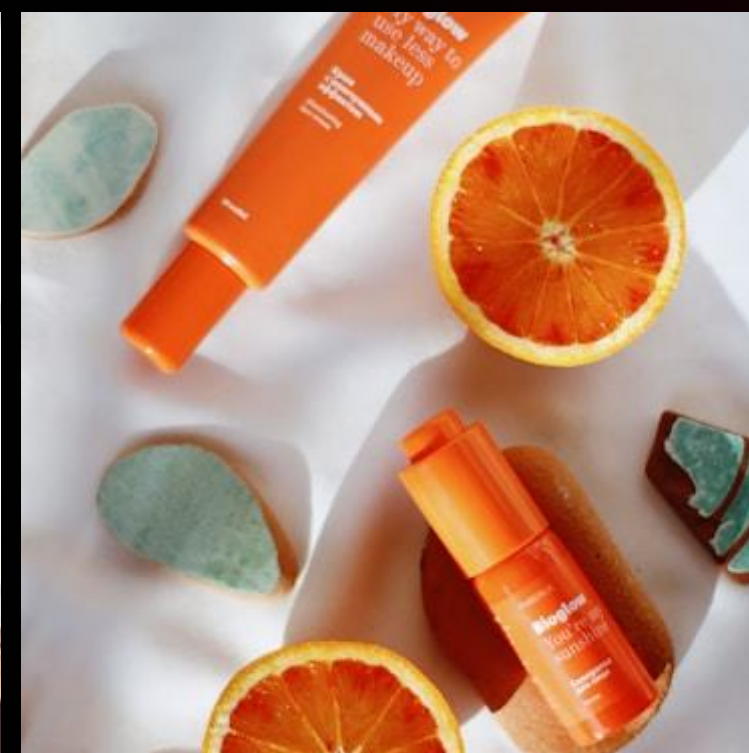
Photography Style

The images we use play a huge role in how XIIA is perceived. Our goal is to keep them professional, clean, and authentic, without unnecessary filters or heavy color adjustments. We want to showcase real people, real moments, and real products while maintaining a modern and polished aesthetic.

Photography Guidelines

- Professional & High-Quality – Images should be sharp, well-lit, and high resolution to maintain a premium feel.
- People-Centric – When featuring people, choose natural, candid shots that feel authentic and engaging.
- Product-Focused – Showcasing our work (apps, websites, designs) should be done in a clean and modern way.
- Minimal Editing – No strong filters or excessive retouching—just clean, well-balanced images.
- Tech & Innovation Theme – Images that reflect the future, creativity, and digital excellence align with our brand.

Imagery Examples



Applications

The logo for XIIA, featuring the letters 'XIIA' in a stylized, modern font. The letters are white with a red-to-white gradient, giving them a three-dimensional appearance. The 'X' and 'A' have sharp, angular designs, while the 'I' and 'I' are simple vertical bars.

Armin Kavousi
GROUP CEO AND PARTNER

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Denmark



Innovation
starts here.
The future is
XIIA.

From bold ideas to
groundbreaking ventures,
we build what's next.

Got a project? Let's talk.
xiiia.dk



Where
ideas
meet
execution.

XIIA



XIIA

Your idea. Our expertise.
Let's build.

We bring ventures to life with top-tier design, tech, and strategy.

xiiia.com

Great
ideas
deserve
great
backing.

xiiia.com

XIIA



xiiia.com

More than
funding—
we provide
the expertise
to scale.

xiiia.com

XIIA

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XIIA

Invoice

0012

From

Name

Email

CVR

Address

XIIA

contact@xiia.dk

34234312

Baldersgade 4, 4th,
2200 Copenhagen, Denmark

To

Name

Email

CVR

Address

Company Name

contact@gmail.dk

562367

Baldersgade 4, 4th,
2200 Copenhagen, Denmark

Date

Invoice date

Due date

March 11, 2025

Within 7 days

Bank Details

Name

IBAN

SWIFT CODE

Address

Company Name

CGTR45534242FG456

562367

Baldersgade 4, 4th,
2200 Copenhagen, Denmark

Services

	Qty	Price	Total
UX Research	1	3,000dkk	3,000dkk
Web Design & Development	1	10,000dkk	10,000dkk
Branding	1	8,000dkk	8,000dkk
SMM & Advertising	3	4,000dkk	12,000dkk
Subtotal:		33,000dkk	
Discount:		1,000dkk	
Tax:		850dkk	
Total		32,850dkk	

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XIIA

2024

Developer of
the year

Congratulations

Abdullah Al Numan

In recognition of your exceptional technical expertise, relentless drive for innovation, and outstanding achievements, this certificate proudly honors you as Developer of the Year 2024. Your dedication to excellence in development, your ability to think critically and solve complex challenges, and your creativity in delivering high-quality solutions have set you apart. You consistently exceed expectations with your work, pushing the boundaries of what's possible while maintaining a focus on efficiency, functionality, and user experience. Your ability to bring ideas to life—from concept to execution—has made a lasting impact on the success of the organization.

This award celebrates not only your exceptional technical skills but also your ability to inspire others and your continuous pursuit of growth and development.

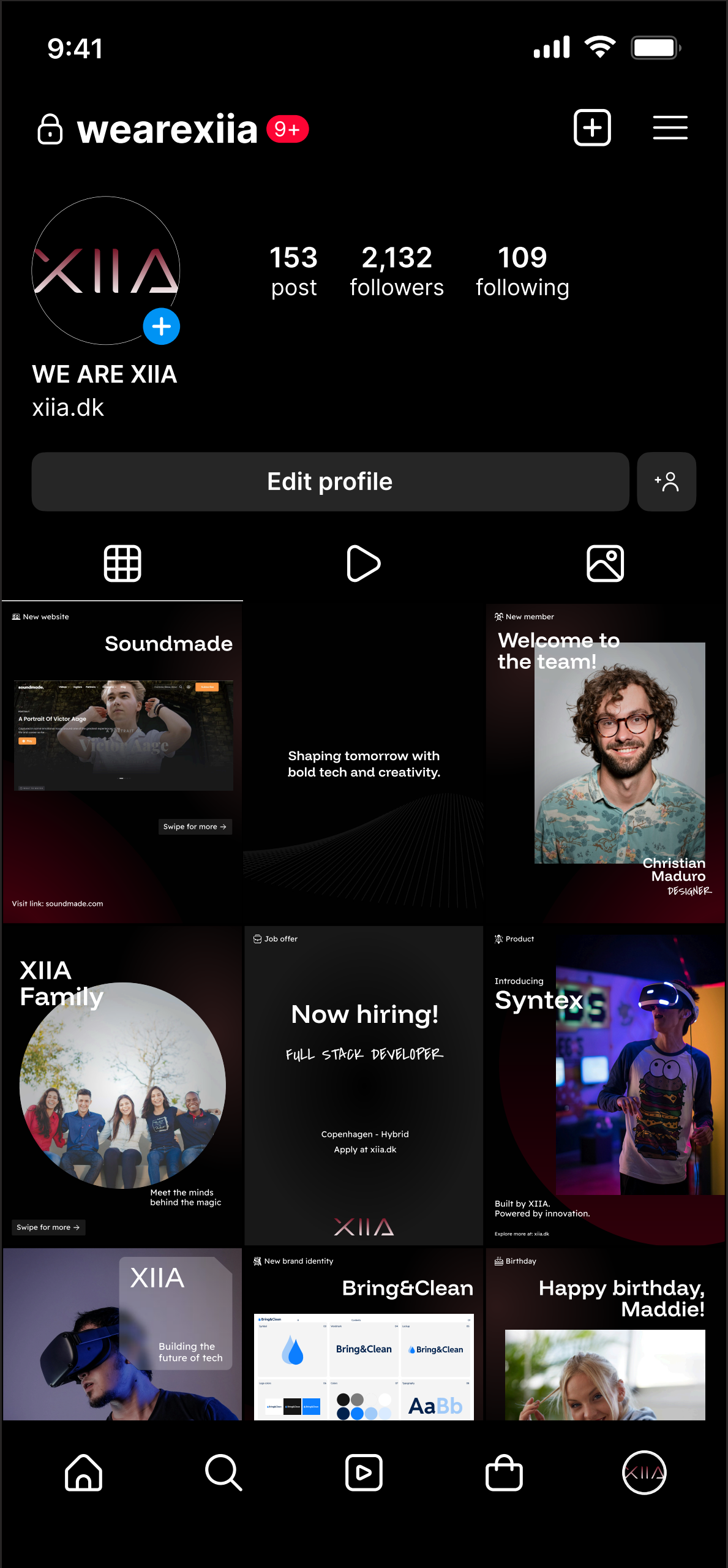
Armin Kavousi

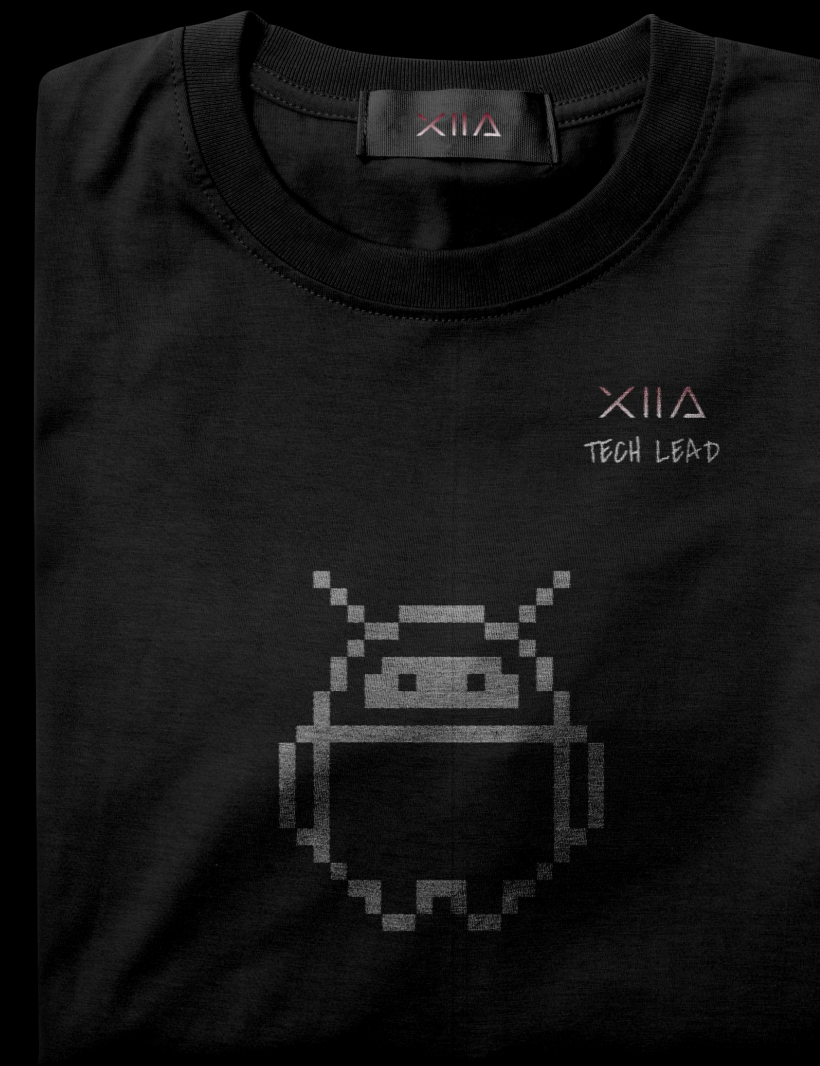
Chief X Officer

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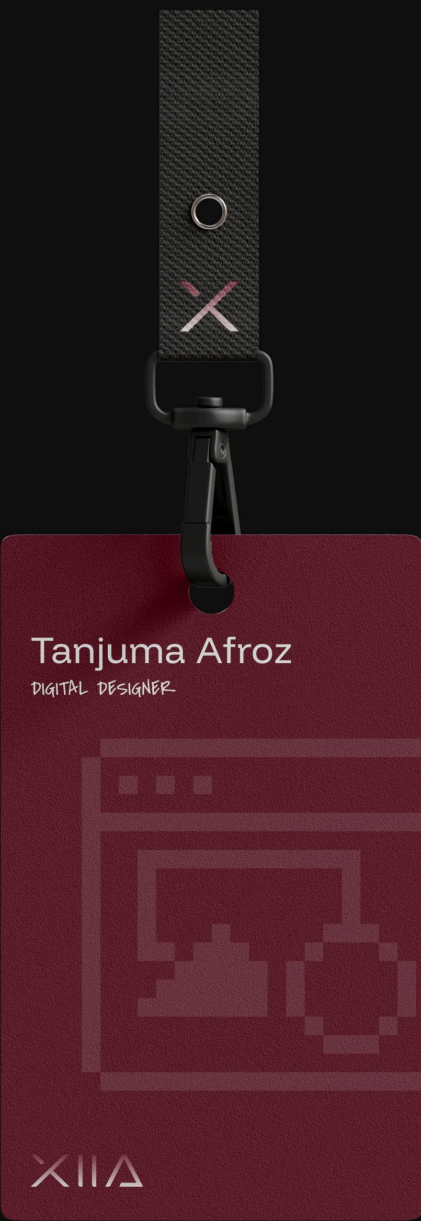
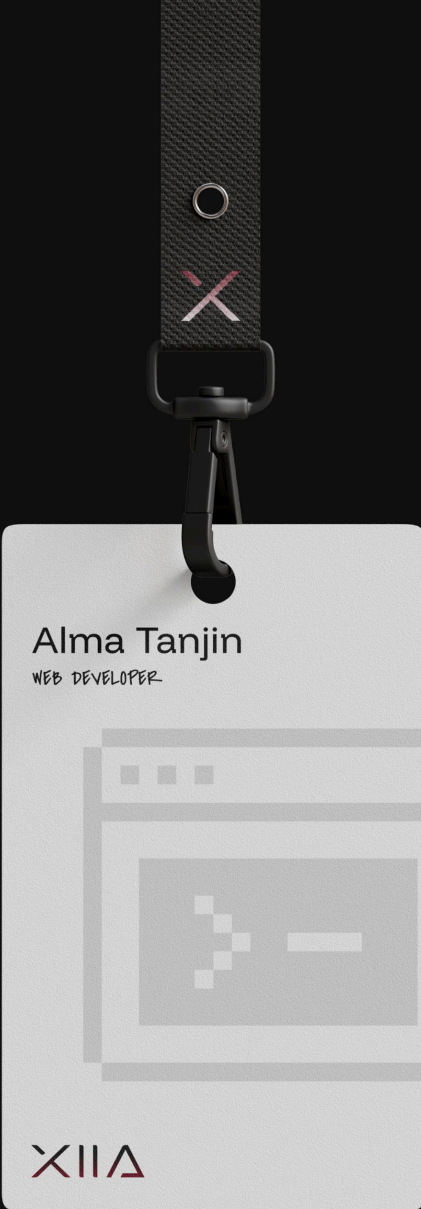
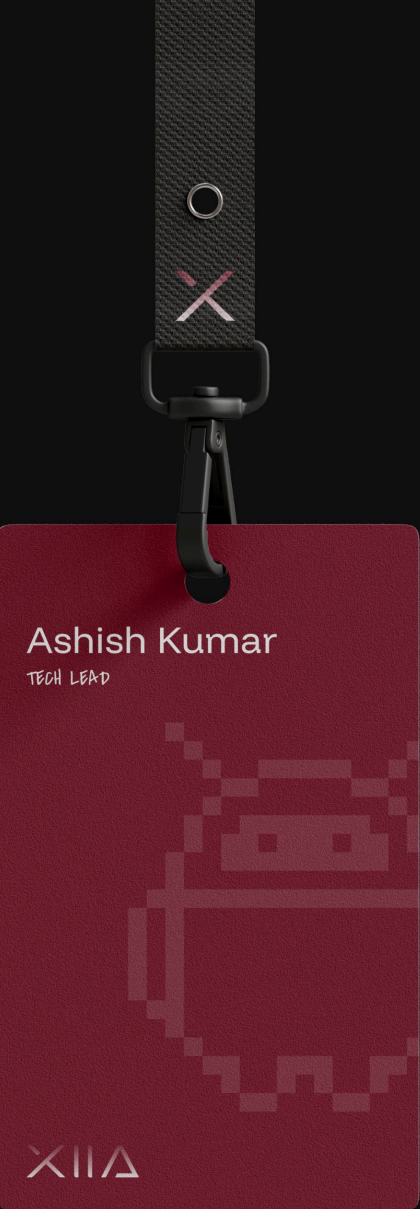
XIIA











Thank you!

If you have any questions about our brand, please contact:

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ana@xiiia.dk