

Brand Identity Manual

Design Guidelines



vrgineers.com



This company communication manual is a fundamental tool for creating a unified visual style that profiles the face of the company and raises public brand awareness.

For creating an unmistakable unified visual style, it is essential to follow these rules in all forms of external and internal company communication.

A uniform visual style is created by basic elements such as company name, logotype, fonts and colors.



Founded in 2017, Vrgineers is a leader in developing immersive training-oriented technologies for professional pilots. The multi-product portfolio contains the XTAL headset with different types of flight simulators, both for virtual and mixed reality. Vrgineers is thus the only hardware company in the world that develops and manufactures its headset along with flight simulators and provides the complete solutions to clients, including the installation and service.

Company Name

The company should be referred to as Vrgineers exclusively. Variations such as VRgineers, VRGineers, VRG, and others are incorrect and should not be used in external communications. The abbreviation VRG is only permissible for internal communication purposes.

✓ Vrgineers

✗ VRgineers

VRGineers

VRG

Logos



Vrgineers Logo

Designed primarily for marketing purposes and company presentation.

It is forbidden to change in any way the logotype, i.e. modify its shapes, colors or composition, except defined variations in this manual.



Simplified Version

This variant of logotype was designed exclusively for simplified use such as on social media, etc. Derived from the fundamental logotype, a simplified version was created with the omission of the complete name of the entity. The logo now consists of a circle containing the „vrg.“ emblem. This minimalist symbol harmoniously fills the designated space, showcasing a clean and straightforward design.



XTAL Logo

The XTAL logo stands for virtual and mixed reality headset produced by Vrgineers.

The original version is presented in a grey color scheme.

The XTAL logo is displayed in a light grey color. The letters are stylized: 'X' is formed by two intersecting diagonal lines, 'T' is a simple vertical bar with a horizontal top bar, 'A' is a triangle with a horizontal base, and 'L' is a vertical bar with a horizontal bottom bar.

CMYK - 0 / 0 / 0 / 35
RGB - 166 / 166 / 166



XTAL 3 Logo

XTAL 3



Approved Colors

The XTAL logo can be used in several color variations, which are specified here.

XTAL

CMYK - 0 / 0 / 0 / 0
RGB - 255 / 255 / 255

XTAL

CMYK - 0 / 0 / 0 / 35
RGB - 166 / 166 / 166

XTAL

CMYK - 0 / 0 / 0 / 70
RGB - 77 / 77 / 77

Misuse of Name and Logo

The XTAL logo is consistently displayed in all capital letters, and there is always a clear spacing between the symbol and the text, for example XTAL 3, XTAL 8K, XTAL 5K.

Wrong:

Xtal, xtal, XTAL III, XTAL 2 (does not exist), XTAL8k

✘ Xtal

xtal

XTAL III

XTAL 2

XTAL8k

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