XRPANDA

BRAND
GUIDELINES

XRPANDA

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BEHIND THE HEADSET

XR Panda is a forward-thinking Canadian startup dedicated to transforming the way teams learn, train, and grow through immersive virtual reality.

We specialize in creating real-world simulations for workforce development —from onboarding programs to high-stakes emergency response training— so your team can practice confidently, without real-world risks.

Rooted in innovation and shaped by experience, our mission is to bridge the gap between physical and virtual learning, making training more effective, scalable, and future-ready.

VALUES THAT
POWER THE VISION

At **XR Panda**, our values guide everything we create—from immersive training tools to how we collaborate as a team. These principles ensure we stay focused, forward-thinking, and aligned with our mission to drive innovation in virtual learning.

Innovation-Driven
We are committed to continuous advancement, exploring emerging technologies to develop meaningful and scalable VR solutions.

Human-Centered Design
We design with empathy, focusing on usability, accessibility, and the real-world needs of our users and clients.

Integrity & Transparency
We believe in building trust through honest communication, responsible innovation, and ethical practices.

Future-Ready Thinking
We build solutions not just for today's challenges, but with the adaptability and foresight required for tomorrow's workplace.

LOGO DESIGN

XRPANDA

The **XR Panda** logo combines a bold visual identity with futuristic cues that reflect the company's core mission in immersive technology and VR training. At the heart of the design is a stylized panda wearing a VR headset—symbolizing both the brand's name and its deep focus on extended reality.

> **Panda Icon**
The panda, a universally recognized and friendly figure, reinforces approachability and trust while also standing out in the tech space. Its symmetrical structure adds a sense of stability and professionalism.
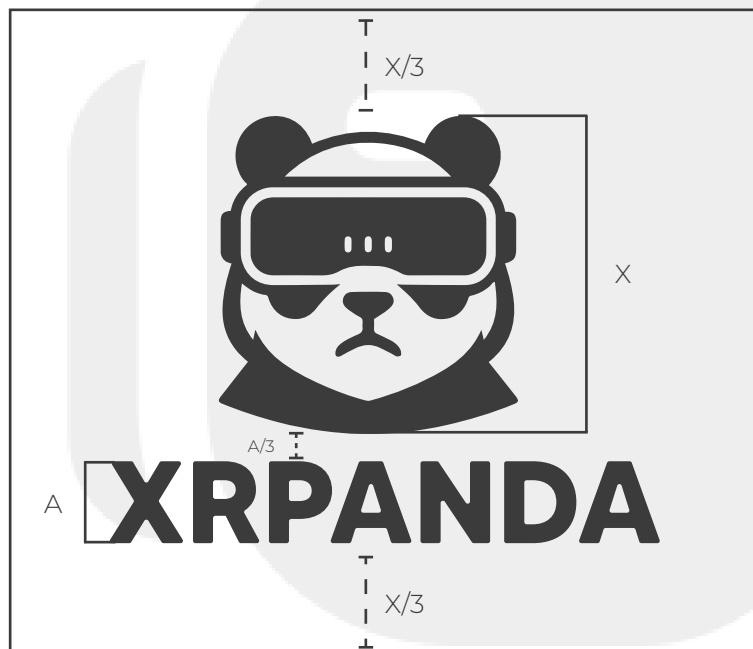
> **VR Headset Element**
The headset not only anchors the design in the extended reality domain but also conveys innovation, forward-thinking, and industry relevance.

> **Typography**
The bold, modern sans-serif typeface complements the geometric strength of the icon, maintaining high readability while reinforcing the brand's confidence and clarity.
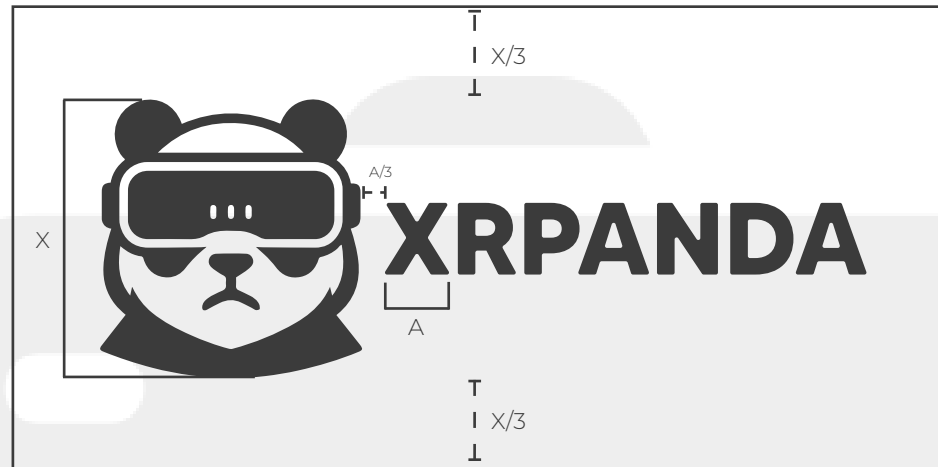
LOGO USAGE

Vertical Version

Vertical Whitespace

Horizontal Whitespace

Horizontal Version

X/3

A/3

X

A

Vertical Whitespace

X/3

Y

Y/3

Y/3

Horizontal Whitespace

Logo Variations

Logo Wrong Usage

Do Not Use
Low-Contrast Versions

Do Not
Distort or Squeeze

Do Not
Rearrange Elements

Do Not
Add Effects

Do Not
Change Colors

Do Not Place
on Busy Backgrounds

COLOR PALETTE

White

#FFFFFF

Grey

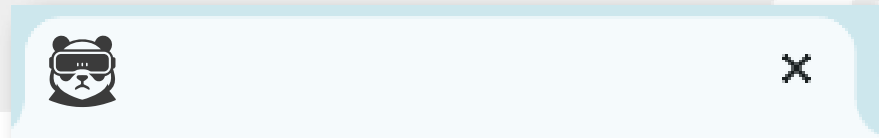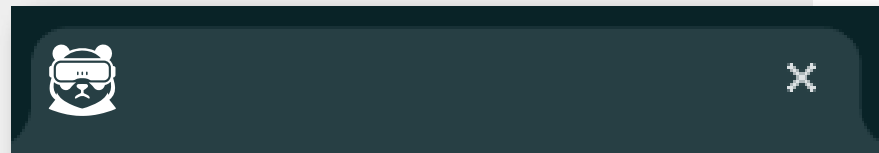#3B3B3B

TYPOGRAPHY

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Inter Sans-Serif font

The **XR Panda** logo features a customized modern sans-serif typeface that complements the brand's futuristic and playful identity. The clean, geometric structure of the letterforms mirrors the precision and innovation central to XR Panda's focus on immersive technologies.

FAVICONS/ ICONOGRAPHY

The primary icon for **XR Panda** features a simplified version of the logo—just the panda head enclosed within a rounded square border—designed to maintain brand recognition at smaller sizes while following the same spacing and proportion principles as the full logo. This icon serves as the main visual mark for applications such as social profiles, app icons, and UI elements. For favicons, two variants are used to ensure visibility across different interface themes: a white version for dark backgrounds and a grey version for light backgrounds, ensuring consistent and adaptable brand presence across digital platforms.

LIFESTYLE IMAGERY

The lifestyle imagery in this brand book reflects **XR Panda's** commitment to clarity, innovation, and user-centered design. Images are curated to represent real-world interactions with immersive technology such as onboarding, training, and collaboration through a clean and modern visual lens.
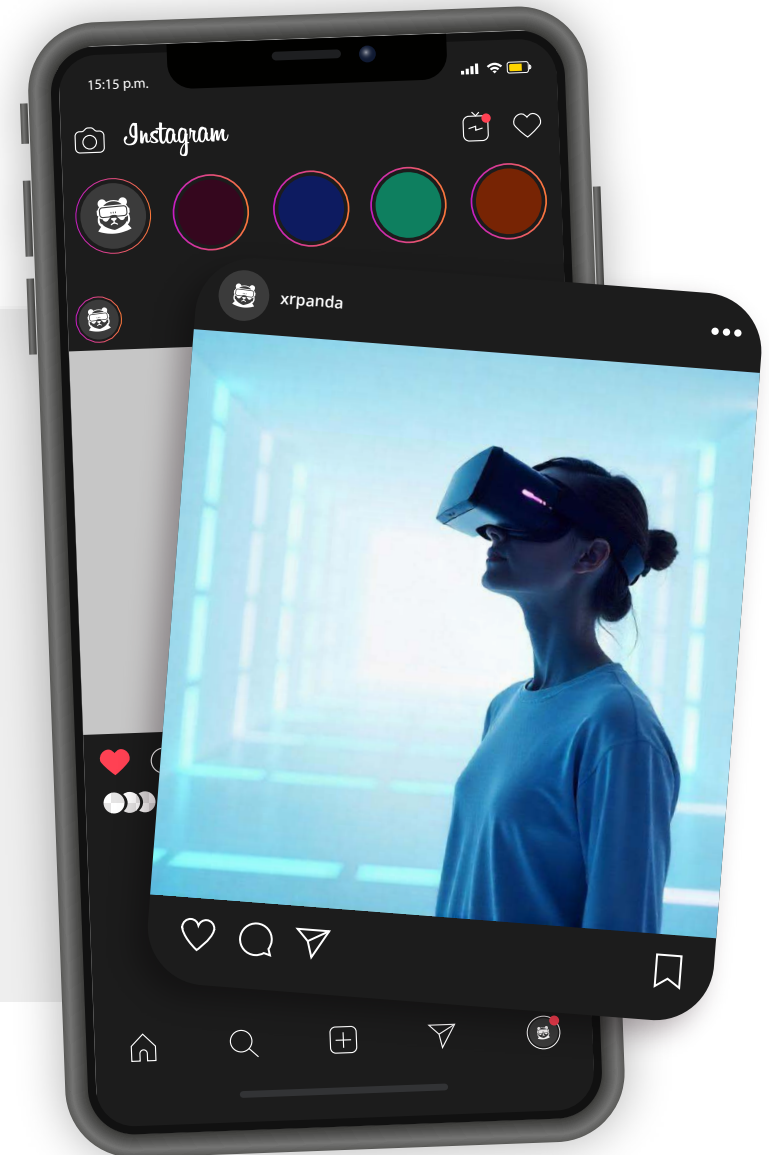

The current visuals include AI-generated and temporary placeholder assets, which will be refined and replaced as the brand evolves.

SOCIAL MEDIA MARKETING ASSETS

To maintain a consistent and recognizable brand presence across digital platforms, **XR Panda** uses a structured system of social media assets tailored to each platform's format and audience. These assets are designed to reflect the brand's core identity futuristic, professional, and human-centered while ensuring clarity, adaptability, and engagement.

Our social templates include layouts for product announcements, team introductions, testimonials, and VR-related updates. Each template follows brand-approved color palettes, typography, 'and spacing principles, with dedicated designs for square posts, vertical stories, and banners.

PRINTED COLLATERALS

XR Panda's printed materials are designed to maintain the same clarity, precision, and minimalism as its digital presence. All print collateral should reflect the brand's futuristic yet approachable tone through consistent use of logo, color palette, typography, and layout principles. Recommended print applications include business cards, letterheads, brochures, event flyers, and presentation folders. Each item should adhere to the defined spacing, sizing, and color usage guidelines, with CMYK color formats used for print accuracy. Typography should remain clean and legible, using approved typefaces such as Inter. These materials serve as tangible extensions of the XR Panda brand, reinforcing credibility and visual consistency in physical interactions.

XRPANDA

FIRST NAME
LAST NAME
DESIGNATION

XRPANDA

XRPANDA

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