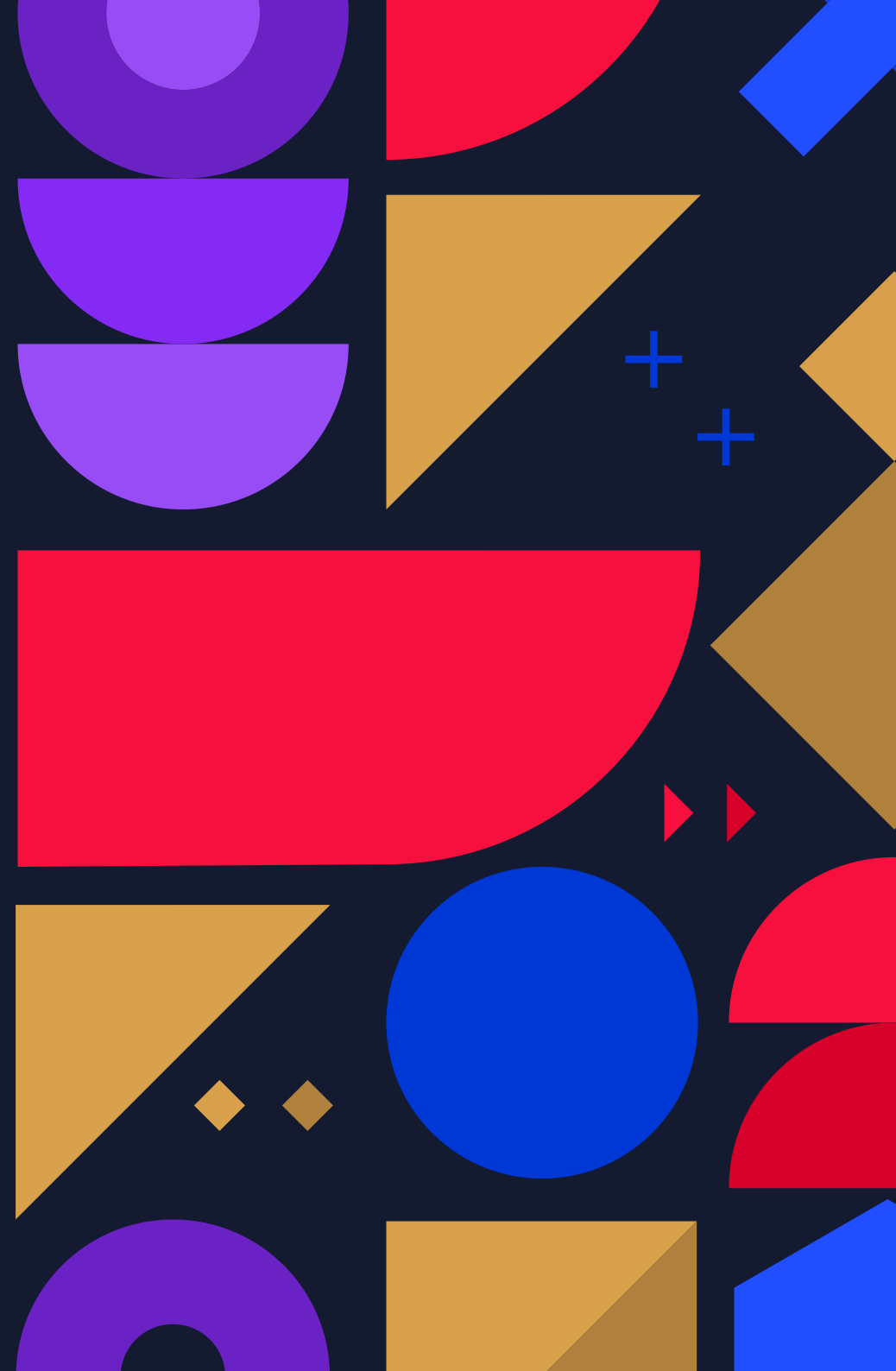**aixr.** The Academy of International Extended Reality

Visual Identity Guidelines.

What it means to be The Academy of International Extended Reality. A guide to how we look, sound, and talk.

Table of Contents.

01

Our Identity.

Our Identity.

What's inside?

From our design to our messaging, the way we convey ourselves is key to presenting a consistent and engaging brand image.

Inside you'll find a guide to the key elements that make up the Academy of International Extended Reality - It's our values, ideas and personality that we present both internally and to the outside world.

It's easiest if you view AIXR as an individual, living, breathing human being. Brands build as much rapport and feeling as any human would, so why treat it any differently?

By the end of this guide you'll understand what brings AIXR to life, what it means to be human. We'll cover the various situations in which the Academy is usually represented, and the best ways to build a consistent perception of the brand we're trying to achieve.

This guide extends beyond marketing and digital. It embodies all that we are.

Unsure about something within this guide, just email **brand@aixr.org** and we'll get things going in no time.
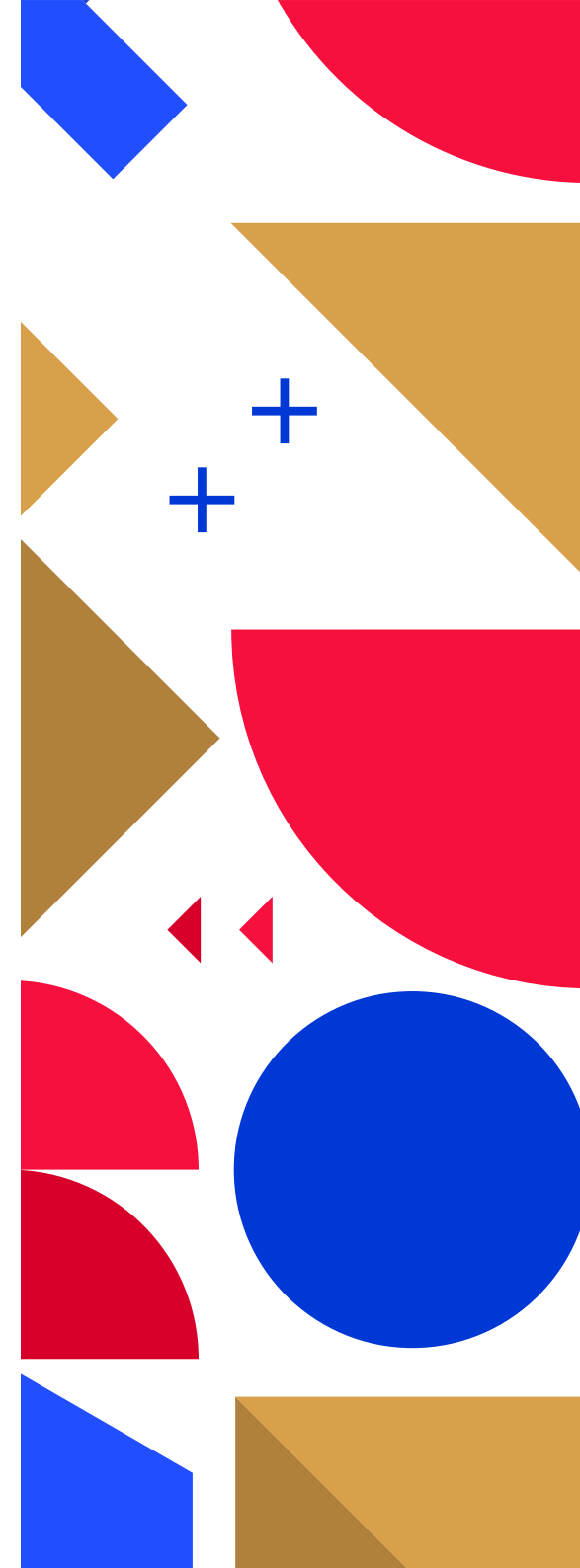
Our Mission.

Internationally, we **identify**, **celebrate**, and **exemplify** the very best in immersive technology.

By connecting **people**, **projects**, and **knowledge** together we enable growth, nurture talent, and develop standards, bringing wider public awareness and understanding to our industry.

People

Freelancers
Companies
Governments

\+

Projects

Initiatives
Programs
Work

\+

Knowledge

Experience
Training
Support

Voice & Tone.

Voice remains consistent.

No matter what platform you find AIXR on, our voice remains the same. When you hear it, read it, see it, you know it's the Academy speaking.

Tone adapts to the situation.

Unlike voice, which should remain consistent, tone is changeable. We adopt different tones to convey different attitudes.

Tone adds flavour to our voice and keeps things fresh. Separating voice and tone means AIXR can be empathetic to members as empathy is what makes the difference between just meeting audiences needs and engaging with them.

We are Authoritative

We're a leader for all that is immersive.

This requires demonstrating dependability with vision, independently and collaboratively across multiple sectors. Communication is well-informed and consistent.

We are Transparent

A genuine and trustworthy organisation.

Making communication as clear and concise ensures we're always on the same page with members and partners, keeping us approachable and accessible.

We are Inspiring

Information is made to be shared. We motivate, encourage, and support growth.

Our message is upbeat, stimulating and one that resonates with being on the cutting edge of innovation.

02

Our Logotypes.

Full Logo.

The AIXR logo exists in
three different formats. The logo
consists of the logomark and the
logotype. The logomark can be
separated but the logotype can not.

This is our primary logo and should
be used above all other formats.

Only use the white version when
colours clash.

Logomark.

Only when space is tight, or the graphic is relatively small, we use our logomark version.

Only use the white version when colours clash.

Logo Space and Sizing.

Clear Space

Always surround the logo with a protective space of approximetaly half the logo height.

Minimum Size

The primary AIXR logo can be sized down to a minimum height of 7mm.

aixr. The Academy of International Extended Reality

aixr.

7mm **aixr.** The Academy of International Extended Reality

7mm **aixr.**

Logo Don'ts.

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.

The Academy of International Extended Reality

Don't use the logotype without the logomark.

aixr.

Don't recreate the logotype or logomark.

aixr

Don't rearrange any part of the logo.

aixr. The Academy of International Extended Reality

Don't use any other colors for the logo.

The Academy of International Extended Reality aixr.

Don't rearrange the logomark and/or logotype.

aixr

Don't obstruct the logotype or logomark.

Member Logo.

The AIXR Academy Member logo exists in three different formats. The logo consists of the logomark and the logotype. The logomark and logotype cannot be separated.

Only use the white version when colours clash.

Insights Live Logo.

The AIXR Insights Live logo exists in three different formats. The logo consists of the logomark and the logotype. The logomark and logotype cannot be separated.

Only use the white version when colours clash.

XR Generation Logo.

The AIXR Insights Live logo exists in three different formats. The logo consists of the logomark and the logotype. The logomark and logotype cannot be separated.

Only use the white version when colours clash.

Our Colours.

04

Primary Palette.

Colours play an important role in conveying the right brand image and identity of AIXR. It helps to distinguish between subrands and establishes a consistent connection between subrands.

AIXR Black

RGB 20, 27, 48
CMYK 99, 87, 48, 64
HEX #141B30

Pebble Grey

RGB 243, 246, 248
CMYK 6, 2, 3, 0
HEX #F3F6F8

AIXR Blue

RGB 33, 78, 255
CMYK 87, 68, 0, 0
HEX #214EFF

AIXR Dark Blue

RGB 26, 62, 204
CMYK 92, 74, 0, 0
HEX #1A3ECC

AIXR Light Blue (For Text on Dark BG)

RGB 0, 124, 255
CMYK 81, 53, 0, 0
HEX #007CFF

Secondary Palette.

Colours play an important role in conveying the right brand image and identity of AIXR. It helps to distinguish between subrands and establishes a consistent connection between subrands.

AIXR Insights Live Red

RGB 247, 15, 61
CMYK 0, 95, 66, 0
HEX #F70F3D

AIXR Insights Live Dark Red

RGB 214, 0, 43
CMYK 8, 100, 82, 2
HEX #D6002B

AIXR XR Generations Purple

RGB 133, 42, 245
CMYK 77, 79, 0, 0
HEX #852AF5

AIXR XR Generations Dark Purple

RGB 107, 34, 196
CMYK 80, 84, 0, 0
HEX #6B22C4

AIXR Advisory Group Gold

RGB 217, 160, 76
CMYK 14, 39, 77, 3
HEX #D9A04C

AIXR Advisory Group Dark Gold

RGB 176, 129, 61
CMYK 25, 45, 81, 17
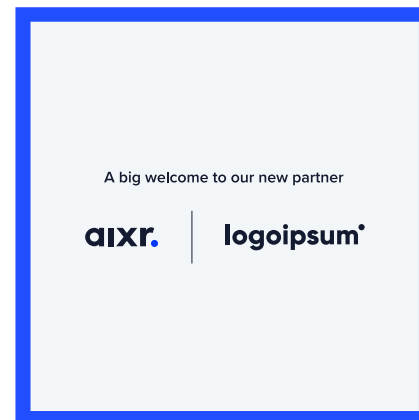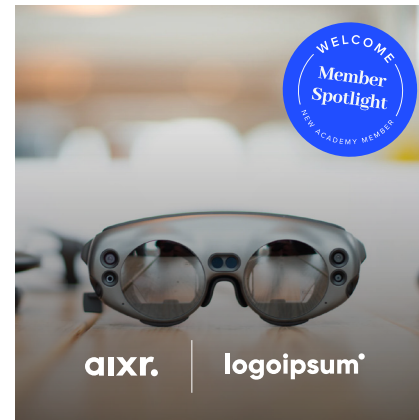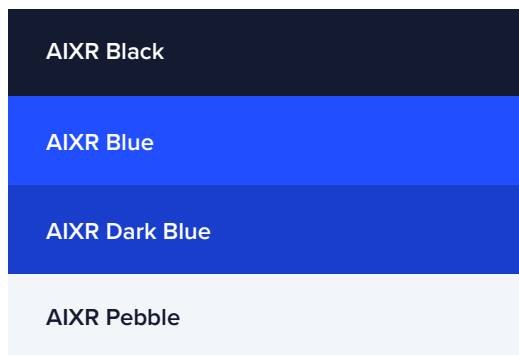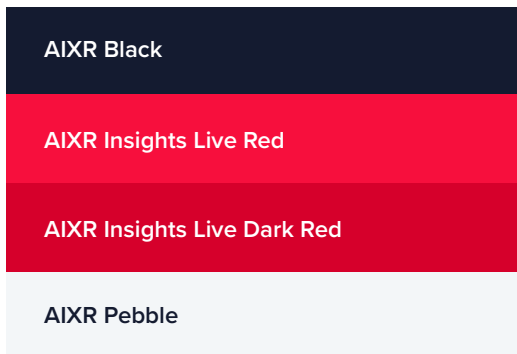HEX #B0813D

Use of Colour.

AIXR Colours

The way which we combine and use our colour pallete is very important. We have specific colours for different branches so we have put together some examples of our most important colour combinations and use of colour.

AIXR Black
AIXR Blue
AIXR Dark Blue
AIXR Pebble

"Since the 1500s, Lorem Ipsum has simply been the dummy text of the printing and typesetting industry."

John Doe
LoremCorp — A long company role here

"Since the 1500s, Lorem Ipsum has simply been the dummy text of the printing and typesetting industry."

John Doe
LoremCorp — A long company role here

"Since the 1500s, Lorem Ipsum has simply been the dummy text of the printing and typesetting industry."

John Doe
LoremCorp — A long company role here

Building the future of XR, together.

John Doe
LoremCorp — A long company role here

Lorem Ipsum

Building the future of XR, together.

Lorem Ipsum

Building the future of XR, together.

Use of Colour.

Membership Colours

The way which we combine and use our colour pallete is very important. We have specific colours for different branches so we have put together some examples of our most important colour combinations and use of colour.

| AIXR Black |
| AIXR Blue |
| AIXR Dark Blue |
| AIXR Pebble |
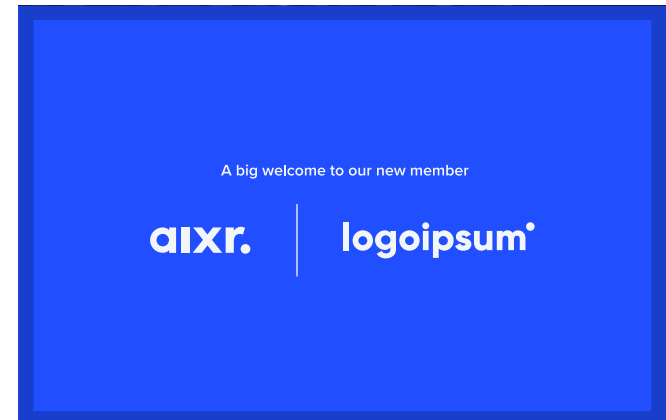
Use of Colour.

Insights Live Colours

The way which we combine and use our colour pallete is very important. We have specific colours for different branches so we have put together some examples of our most important colour combinations and use of colour.

AIXR Black
AIXR Insights Live Red
AIXR Insights Live Dark Red
AIXR Pebble

Use of Colour.

Advisory Group Colours

The way which we combine and use our colour pallete is very important. We have specific colours for different branches so we have put together some examples of our most important colour combinations and use of colour.

AIXR Black
AIXR Advisory Group Gold
AIXR Advisory Group Dark Gold
AIXR Pebble
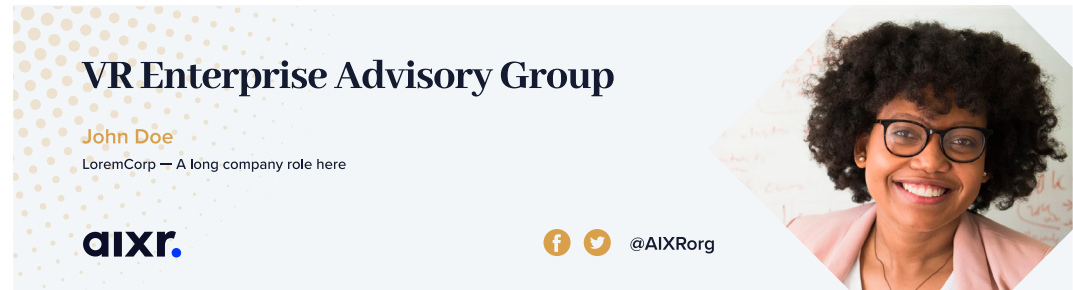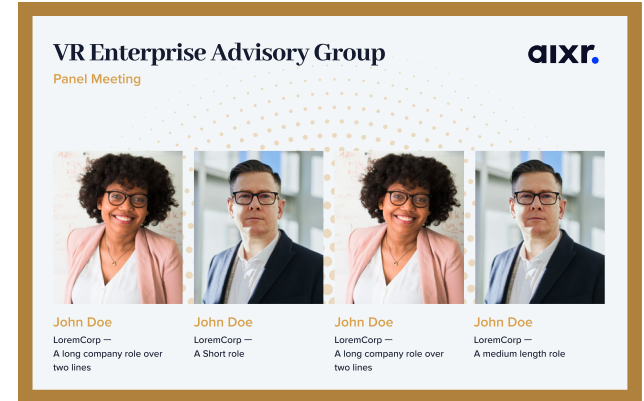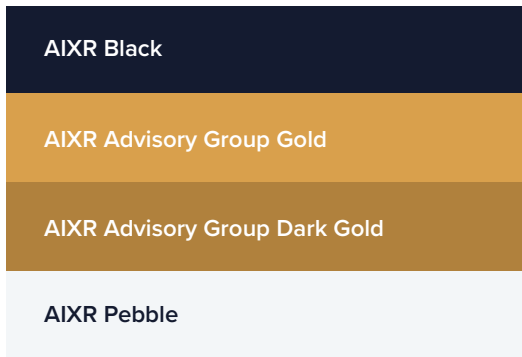
Use of Colour.

XR Generation Colours

The way which we combine and use our colour pallete is very important. We have specific colours for different branches so we have put together some examples of our most important colour combinations and use of colour.

AIXR Black
AIXR XR Generations Purple
AIXR XR Generations Dark Purple
AIXR Pebble
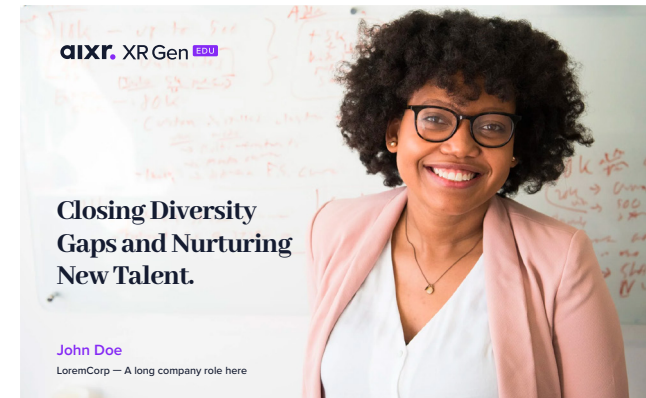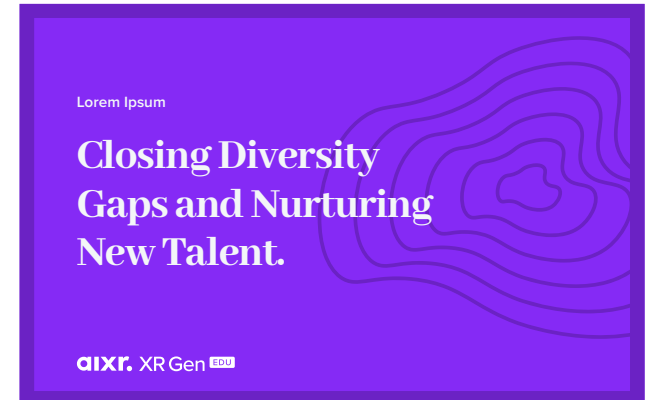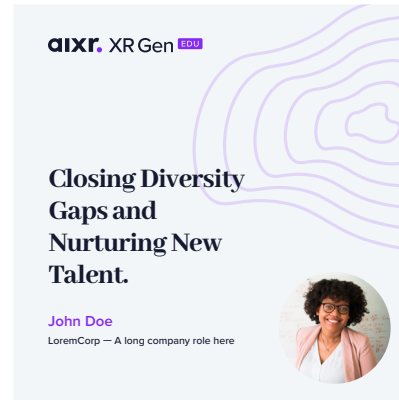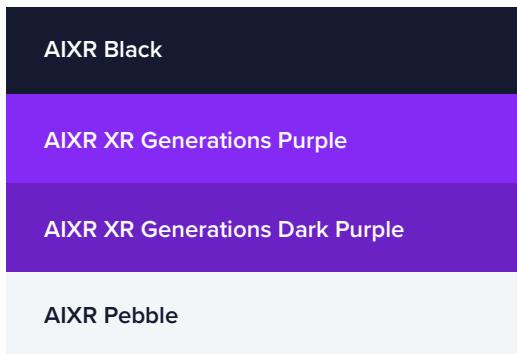
03

Our Brand Elements.

Brand Elements.

Linking authoristive with inspiring, our elements add a little personality to the brand. Here's an outline of the various elements we use along with the best ways to use them.

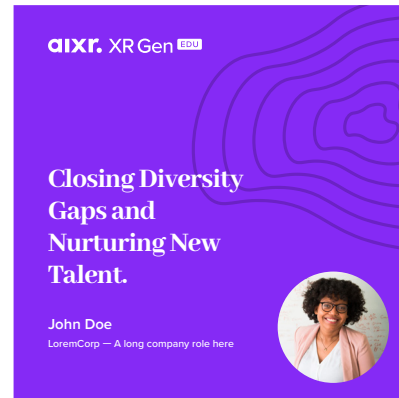## AIXR & Membership

- General AIXR
- Member Activities

Insights Live

- Insights & Webinars
- Event Partner Panels

Boards & Groups

- Steering Board
- Advisory Groups

XR Generation

- Diversity Initiatives
- Educational Activities
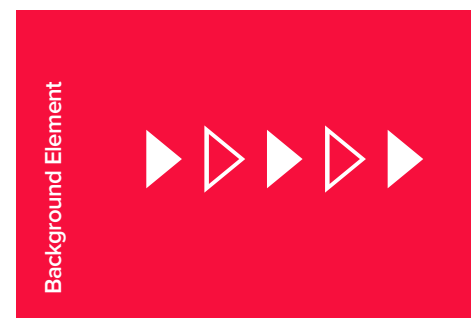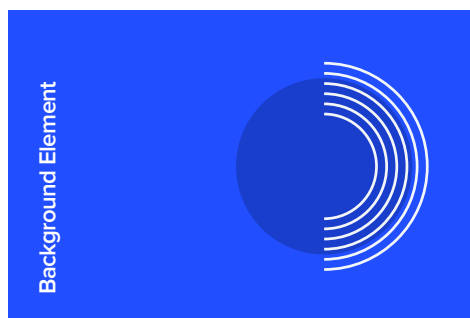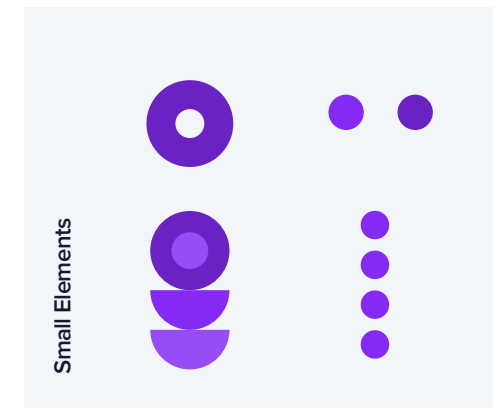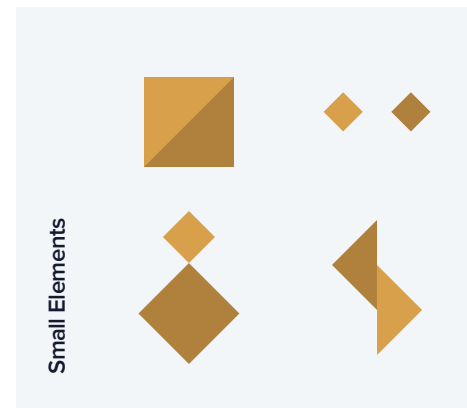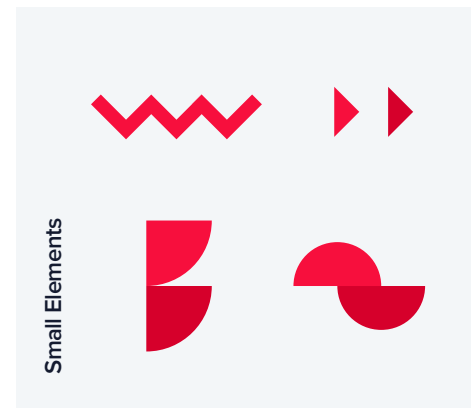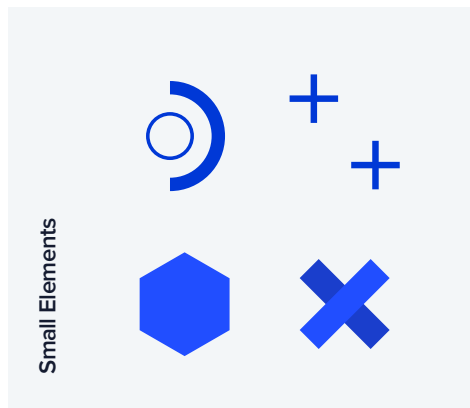
Combined Elements.

AIXR Element Composition

At times, we like to use all of our sub-brand and branch elements as one composition. The composition can be used on light or dark backgrounds, and should be clipped like the example seen on this page.

aixr. The Academy of International Extended Reality

Lorem Ipsum is dummy text.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

Read more

aixr. The Academy of International Extended Reality

Lorem Ipsum is dummy text.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

Read more

05

Our Photos.

Our Photos.

Graphics are great, but what about the photos and images we use? It's important to ensure the images we use across the brand match in style, and colour, whether they were taken in house or are stock imagery.

Do use bright, airy and colourful photography.

Do ensure the photography subjects are cropped correctly.

Don't use dull photography.

Don't crop out the main subject.
Don't keep visual distractions in shot.

06

Our Wording and text.

Our Typography.

Serif Heading Text

Abhaya Libre Extra-bold 800 is our primary default heading font. It's clear and will be used in the majority of heading situations. The default fall-back body font is Times New Roman Bold which should be utilised to ensure acceptable degradation when Abhaya Libre Extra-bold 800 is unavailable.

This font should only be used when text is displayed very large.

We use this as a bold statement piece and therefore it should be used sparingly.

Abc

Abhaya Libre Extra-bold 800

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? @ £ $ € % ^ & * ( ) [ ] { } ' ' " " ; : . ,

Our Typography.

Sans Serif Heading & Sub-Heading Text

Proxima Nova Bold is our secondary heading font. This font should only be used when there is too much text and our primary font is unsuitable.

The default fall-back body font is Arial Bold which should be utilised to ensure acceptable degradation when Proxima Nova Bold is unavailable.

Abc

Proxima Nova Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? @ £ $ € % ^ & * ( ) [ ] { } ' ' " " ; : . ,

Our Typography.

Body Text

Proxima Nova Regular is our body copy font. This generally provides the substance of the communication and will make up the bulk of a page, so it is important any copy is clear to read. The default fall-back body font is Arial Regular which should be utilised to ensure acceptable degradation when Proxima Nova Regular is unavailable.

Abc

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old.

Words we use.

Academy Naming

Where to use capitals, how to spell certain words, reminders on grammar, vocabulary. This also includes design elements like how to use logo, fonts and images.

Full name

The Academy of International Extended Reality.
(Always capitalized sentences.)

Abbreviation

AIXR *(Always capitalized sentences.)*

The full academy name and abbreviation should never be used within the same sentence.

Opening sentences for bodies of writing should use the full academy name once. Subsequent sentences should use the abbreviation.

Rapport building wording

At AIXR we write in the first person across all forms of communication to create rapport with the reader and provide a sense that we're connected on a one to one personal level.

Wherever possible we use 1st person plurals instead of singulars to signify that we're in this together. This includes; we, us, our, you

Correct Examples

"We're paving the way for the next generation of pioneers."
"You deserve to be recognised for our achievements"

Incorrect Examples

"AIXR is paving the way for the next generation of pioneers."
"They deserve to be recognised for your achievements"

Use of Jargon.

AIXR educates and supports members of the XR community from a variety of diverse backgrounds, ages and industries. Due to this AIXR aims to simplify complicated jargon and technical concepts to make content and tools highly accessible.

For example

- When first referencing VR for the first time within a body of text the full name, virtual reality should be used first.

- Instead of using a complex word like "perturbation" use "distress" instead.

- Use a technical word only where it makes sense for the expected audience.

- For content that is sent outside of our community we refrain from using "XR" or "Extended Reality" and instead reference it as immersive technology.

aixr.

The Academy of International Extended Reality

Questions?

If you are unsure about something within this guide, just email brand@aixr.org and we'll get things going in no time.