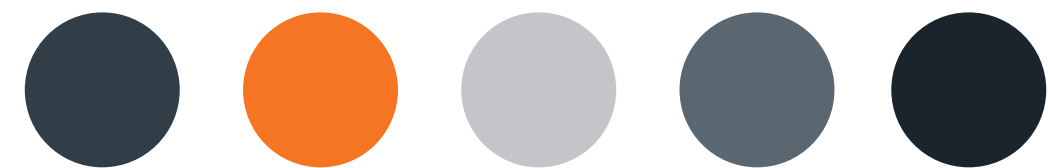




Impact XM | brand guidelines handbook



overview

The following document outlines the approved usage of Impact XM's logo, tagline, color and typography. Provided within are the tools to utilize these elements in such a way that Impact XM's brand identity and visual interpretation are kept consistent and clear.

While it is important that these basic specifications are adhered to at all times, this handbook is not intended to restrict creativity. Rather, creativity is encouraged, but within the parameters of the defined usage.

contents

01	introduction • who we are • who this is for • elements overview	06	powerpoint • standard powerpoint • corporate capabilities • pitch presentation • RFI submission
02	logo • logo versions • variations & clear space • innappropriate uses	07	collateral • business communication documents • business cards
03	tagline • spacing & usage • positioning statement • secondary statement	08	digital & online • email signature
04	color palette • brand colors overview	09	branded materials • t-shirts • messenger bags • notepad • pens
05	typography • Arial Narrow typeface family • marketing typeface • exporting files • downloading fonts to your machine	10	signage • interior • exterior

01 | introduction



for work sampling use only_bwilson



who we are

Impact XM is a global experiential marketing agency that crafts strategic audience engagements by *powering brand experiences*.

Trusted by some of the world's most respected organizations, our agency has a forty-year heritage of insightful strategy, brilliant creative, smart fulfillment and purposeful metrics across business and consumer trade shows, user conferences, event activations and digital engagements.



who is this for

This handbook contains the tools that will serve as a practical guide while providing a clear explanation of Impact XM's visual branding. It is written for everyone who works with the Impact brand: including, but not limited to, internal personnel, vendors, sponsorship partners and media channels.

Impact XM's brand has developed over the course of its 40+ year history and this handbook focuses on the brand's future as the powerhouse in events, exhibits, and experiential engagements. This guide outlines the essential elements of the brand and describes how to implement those elements across different channels of communication. Adherence to these guidelines will ensure that Impact XM portrays one coherent global vision and identity.

Great brands emerge from consistency. Impact XM aims to be consistent in how it presents its brand, as well as the people, products and services that represent it. Consistency will make it easier for audiences to recognize and remember the Impact XM brand, whenever or wherever they encounter it.



Powering Brand Experiences

tagline



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

typography

design elements overview

These are the basic elements of Impact XM's brand identity. Think of the four elements as the building blocks of Impact XM brand.

By consistently using these elements, Impact XM will continue to build a brand to match the scale and ambition of its business.





Powering Brand Experiences

full color version with tagline
on white



full color version without tagline
on white



logo versions

The Impact XM logo usage depends on the application and printing method. Every effort should be made to use the preferred, full-color logo on a white background; but when it is not feasible or cost-effective, an alternate logo may be used. No matter how the Impact XM logo is reproduced, it always should be legible against the background.

for work sampling use only_bwilson

logo with tagline

Files & Editing

The size relationship of the icon and wordmark should never be changed and must be sized proportionately. Electronic versions suitable for print, web, or PowerPoint applications are available on online.

Components

The entire logo consists of a symbol, referred to as the “Impact XM Workmark”, using a modified version of the Din Pro typeface for the company name. When appropriate, the tagline “Powering Brand Experiences” will accompany the logo.

logo with
tagline



Wordmark



Powering Brand Experiences

Tagline

logo without tagline

Note: Use approved electronic artwork only
Do NOT adjust any logo, tagline, or elements without approval from Marketing Team.

logo
without
tagline

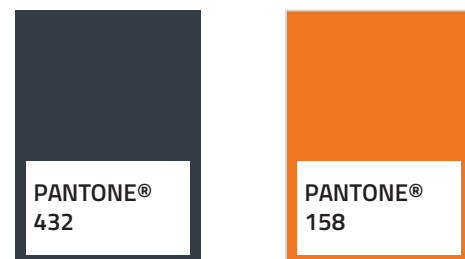


IMPACT.

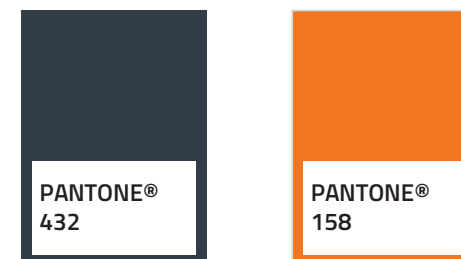
Powering Brand Experiences

IMPACT.

reversed out version with tagline*
on grey (PMS 432)



reversed out version without tagline*
on grey (PMS 432)-



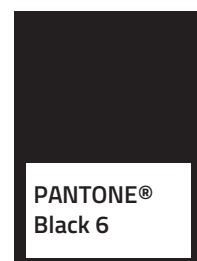
*XM will always stay white in reversed out versions

for work sampling use only_bwilson

IMPACT.

Powering Brand Experiences

greyscale version with tagline*
on white



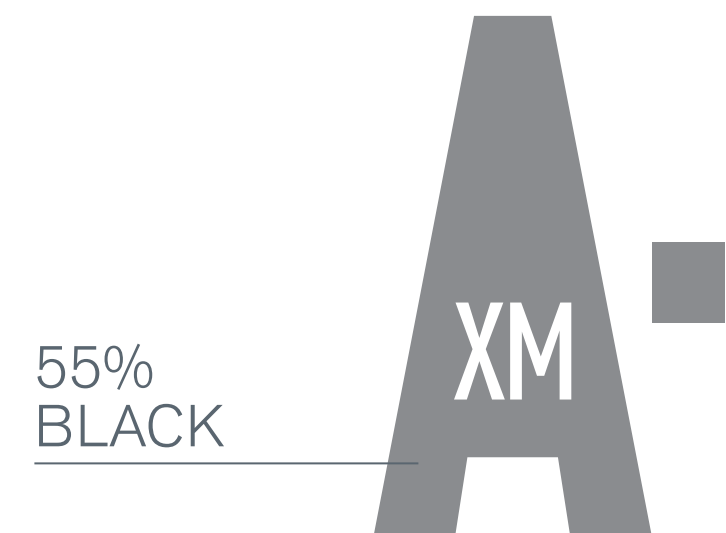
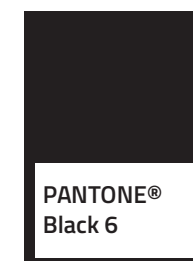
*XM will always stay white in reversed out versions.
While "A" and square will be 55% black.

*Only used for specific forms, checks, shop, etc.,
branded outlines.

for work sampling use only_bwilson

IMPACT.

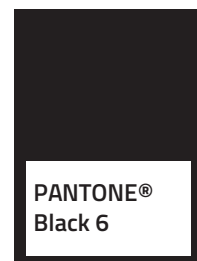
greyscale version without tagline*
on white



IMPACT.

Powering Brand Experiences

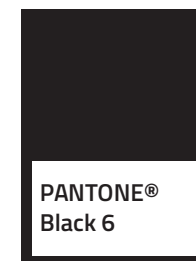
black & white version with tagline*
on white



*Only used for internal phone screens and warehouse items such as crates and equipment.

IMPACT.

black & white version without tagline*
on white



for work sampling use only_bwilson

logo with tagline

Logos including tagline

The logo and tagline is shown here with size ratios and relationship distances for reference and to serve as a guide for using the mark.

Scaling the lock-up

Do not scale the logo or tagline separately. Always maintain the lock-up's aspect ratio when scaling.

x=height
height of the letter "I"

clear space
tagline logo



2" wide (144px)
logo with tagline
minimumsize



for work sampling use only_bwilson

Clear space & minimum size

Clear Space

Clear space is the minimum “breathing room” maintained around the lock-up. It is kept free of graphics, text, and other marks. It also defines the minimum distance between the lock-up and the edge of a printed piece. To formalize this “clear space” we have to create an area around both versions of the logo, defined by the height of the height of the letter (“I”) in the icon, within which no other graphic elements (such as busy imagery or typography) should appear. The “I” is also used as a spacer between the icon, the wordmark, and the tagline or any text, images, etc.

Minimum size

Minimum size refers to the smallest allowable lock-up size. The lock-up is available in one size that can be scaled down to a minimum size of 1” width for the lock-up with the logo (without tagline). The lock-up with logo (with tagline) can be scaled down to a minimum size of 2” wide. Always maintain the lock-up’s aspect ratio when scaling.

Note: Use approved electronic artwork only
Do NOT adjust any logo, tagline, or elements without approval from
Marketing Team.

x=height
height of the letter "I"

clear space
stacked logo



1" wide (72px)
logo
minimumsize



usage guidelines and versions

		uses	minimum size allowable	colors	filename
logo without tagline		- Sponsorship Opportunities - Premiums & Promotional items - Apparel - Signage (portrait sizes, smaller than 20" wide) - Corporate Correspondence: Envelopes - Applications where logo with tagline is too large, ie. footer on PowerPoint	1" wide	Available in all Impact XM brand colors	Impact XM logo horizontal-01.eps Impact XM logo horizontal-01.jpg
logo with tagline		- Corporate Correspondence: Stationery, Pens, Labels, Quotes, etc. - Flyers, Brochures, & Direct Mail - Corporate Newsletters - Web Elements - Email campaigns - Apparel - Advertisements - Exhibit Booths (Impact Branded) - External-facing forms	5" wide	Available in all Impact XM brand colors	
B&W logo with tagline		- Shipping - Shop - Templates	1" wide	Available in all Impact XM brand colors + black & KO (white)	Impact XM logo stacked-01.eps Impact XM logo stacked-01.jpg
B&W logo without tagline		- Shipping - Shop - Templates	2" wide	Available in all Impact XM brand colors + black & KO (white)	Impact XM logo stacked tagline-01.eps Impact XM logo stacked tagline-01.jpg
B&W Stencil logo without tagline		- Shipping - Crates			



A. Never place the logo in a white box where the logo is placed on a color field, making it appear as one object.



B. Never place the negative version of the logo on a busy, patterned, or photographic background.



C. Never skew, distort, or adjust the dimensions of the logo.



D. Never place the negative version of the logo on a busy or patterned background.



E. Never add a drop shadow or effect to the logo or icon.



F. Never place the positive version (black & brand color) of the logo on a dark background.

logo | inappropriate uses

These pages outline examples of improper use of the logo and tagline. Please contact the marketing department with any questions regarding use of the logo or submit a project request form on Max.

for work sampling use only_bwilson



G. Never use black background. Black is not a brand color.



H. Never add a drop shadow or effect to the logo or icon.



I. Never write, reference, or present as IXM.



J. Never change the the color of the “XM” section of the logo. “XM” should always be white.



K. Never recolor the logo, XM, or tagline. Only use provided electronic artwork.



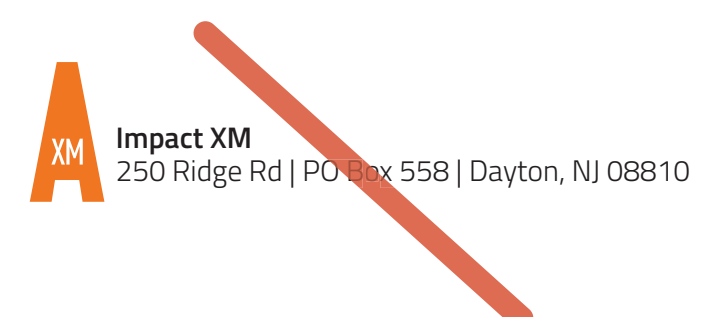
L. Never isolate A with XM as icon or design element.



M. Never use two Impact XM Brand colors in the same logo instance, even when using the tagline. Only use provided electronic artwork.



N. Never place the logo on a color background.



O. Never create the wordmark about of the text and place it in or around icon.

03 | tagline

IMPACT.
XM
Powering Brand Experiences

Powering Brand Experiences

tagline
DIN Pro Regular

Impact's positioning statement

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nulla in porttitor justo.

secondary supporting copy

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in porttitor justo. Donec vitae sapien et diam feugiat hendrerit eu vitae ligula. Praesent vitae elementum elit. Aenean in eros id mi interdum euismod. In hac habitasse platea dictumst. Mauris a erat turpis. Aenean pretium, libero eget faucibus blandit, ipsum ipsum feugiat odio, nec viverra ipsum felis non est. Etiam iaculis leo lectus, eget aliquet leo dapibus sit amet.

Morbi mollis elit nec erat pretium, non vestibulum justo vulputate. Cras cursus ipsum lacus, vitae porttitor sapien sodales ut.

tagline

Tagline

The tagline will be used throughout branding and corporate communications. The tagline will help Impact XM move forward and strengthen the strategic relationships with customers and various industries that it touches.

The tagline is set in DIN Pro regular and should not be scaled separate from logo wordmark or icon. All artwork will be provided to the Impact network, specific vendors, and sponsorship opportunities.

For the complete guide to the new Impact positioning, please visit the Impact XM server (TBD)

*Note: Use approved electronic artwork only
Do NOT adjust any logo, tagline, or elements without approval from Marketing Team.*

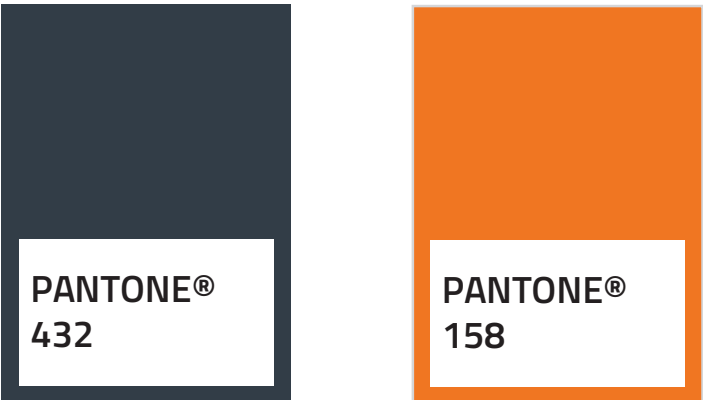
for work sampling use only_bwilson

04 | color palette



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Primary Color Palette



Secondary Palette: Greys



Secondary Palette: Colors



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color palette

The Impact XM logo is presented in its positive version on a white background. The positive version of the logo prints either in Pantone custom mixed inks or four-color process of the primary color, Impact XM Grey (Pantone 432) and Impact XM Orange (Pantone 158).

Primary Color Palette
The main primary colors are Impact XM Grey (Pantone 432), Impact XM Orange (Pantone 158) and white. It is applied to the icon as well as the tagline dividers when the tagline is used.

Secondary Color Palette
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in porttitor justo. Donec vitae sapien et diam feugiat hendrerit eu vitae ligula. Praesent vitae elementum elit. Aenean in eros id mi interdum euismod.

In most occasions, only one primary color will be used in single-page documents. You will rarely see two or more of the primary colors land equally in portion on a single-page document. However, opacities are an exception to this rule, where other primary colors are set at an opaque level and set as blocks of color. The primary and secondary colors are seen separately in multi-page documents such as presentations, brochures or website applications.

*Note: Use approved electronic artwork only
Do NOT adjust any logo, tagline, or elements without approval from Marketing Team.*

color versions

logo

logo with tagline



Powering Brand Experiences



Powering Brand Experiences

color versions

The Impact XM logo that you use will depend on the application and printing method. Every effort should be made to use the preferred, full-color logo on a white background; but when it is not feasible or cost-effective, an alternate logo may be used. No matter how the Impact XM logo is reproduced, it always should be legible against the background.



Powering Brand Experiences

for work sampling use only_bwilson

05 | typography



for work sampling use only_bwilson

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

headlines | arial narrow bold

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

body copy | arial narrow regular

Web Tools

Trade Show Management Portal

Secure online portal for BASF Convention Managers to view and track Program, Exhibits, Schedules, Drawings, Budgets for individual shows and the entire program. Repository build program history in multiple areas to aid in program planning.

headline:
24 pt Arial Narrow bold, black
case: sentence case

subheadline:
14 pt Arial Narrow bold, black
case: sentence case

body copy:
10 pt Arial Narrow regular, black
case: sentence case (initial caps)

headline/subhead/body copy sample treatment

For print-ready materials & other collateral ONLY.
ie Corporate Correspondence, Flyers, Brochures, & Direct Mail
Corporate Newsletters, Advertisements.

See PowerPoint template for text sizing on presentations.

for work sampling use only_bwilson

typography | main: arial narrow

Impact XM's corporate typefaces are based off the Arial Narrow type family. Arial Narrow will be used for all corporate and marketing communications and is available in a wide variety of weights & styles. This sans serif typeface will provide a platform for the Impact XM brand.

Only Use For

- Microsoft suite documents

Headlines & Subheadlines

When using text for headlines and subheadlines use the typefaces Arial Narrow Bold. These typefaces are used throughout brand applications, ie. as titles on brochures, posters, and banners. When typesetting headline and subheadline text, be sure to use sentence case.

Body Copy

Arial Narrow Regular is used when setting body copy and appropriate secondary text. It is applied in all business communications (externally and internally-facing) such as the letterhead, quotes, and drawings as well as marketing collateral like brochures and other published-for-print material. Set all body copy in Sentence Case (initial caps) and use the body text when appropriate.

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

headlines

Din Pro

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

body copy

Berthold
Akzidenz
Grotesk

headline:

20 pt DIN Pro medium, black
case: Title Case

subheadline:

15 pt DIN Pro regular, black
case: Title Case

body copy:

10 pt Berthold Akzidenz Grotesk
regular, black case: sentence case
(initial caps)

typography marketing: berthold
akzidenz
grotesk

Marketing material typefaces are based off the DIN Pro Type Family and the Berthold Akzidenz Grotesk Type Family. This font family will be used in certain applications, for example:

Only Use For

- printed promotional pieces for external communications
- corporate brochures
- folders
- one pagers

Headlines and Subheadlines

When using text for headlines and subheadlines use the typefaces DIN Pro. When typesetting headline and subheadline text, be sure to use Title Case.

Body Copy

Berthold Akzidenz Grotesk is also used when setting body copy.

2x Web Tools

1-½ x Trade Show Management Portal

Secure online portal for BASF Convention Managers to view and track Program, Exhibits, Schedules, Drawings, Budgets for individual shows and the entire program. Repository build program history in multiple

x areas to aid in program planning.

for work sampling use only_bwilson

converting a file to PDF for external-facing documents

software

action

file type



Microsoft Office
(all versions)

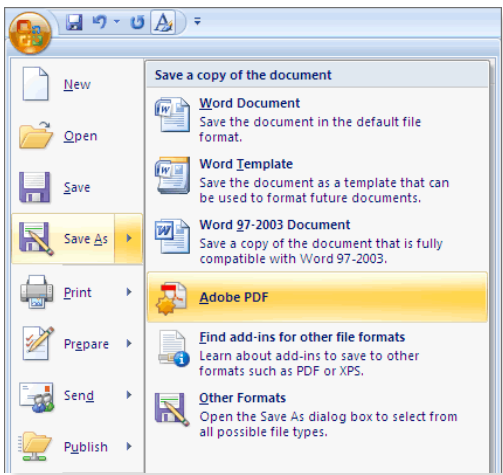
- Word
- Excel
- PowerPoint



Adobe Creative Suite
(all versions)

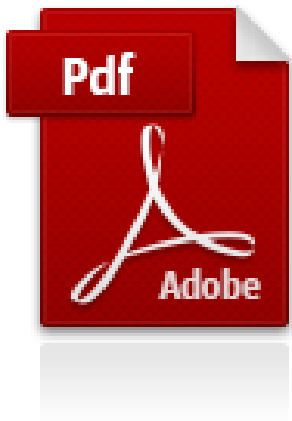
- Photoshop
- Illustrator
- InDesign

Exceptions for exporting to pdf: video & web based media files.



Export or Save As
all external-facing docs

All external-facing documents (containing Arial Narrow) should be exported as pdf (Portable Document Format) before release to clients, agencies, vendors, and any/all communications outside the Impact network. The pdf file will keep the typeface intact and readable while providing security for editing and formatting issues.



Adobe PDF

typography | using arial narrow

Fonts on your system (PC or MAC)

All Corporate Headquarters' computers (PC only) have the Arial Narrow typeface. The font family is available to the entire Impact employee network. Any questions, issues, concern; please consult the Marketing team or the IT Department in Dayton.

Exporting/Saving documents for sending

All external-facing documents (containing Arial Narrow) should be exported as pdf (Portable Document Format) before release to clients, agencies, vendors, and any/all communications outside the Impact XM network. The pdf file will keep the typeface intact and readable while providing security for editing and formatting issues.

for work sampling use only_bwilson

06 | powerpoint



for work sampling use only_bwilson

digital

powerpoint

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in porttitor justo. Donec vitae sapien et diam feugiat hendrerit eu vitae ligula. Praesent vitae elementum elit. Aenean in eros id mi inteLorem ipsum

Donec vitae sapien et diam feugiat hendrerit eu vitae ligula. Praesent vitae elementum elit. Aenean in eros id mi inteLorem ipsum.

Template categories:

1. RFI Submittal book
(mail-in presentation of printed book)
2. Capabilities Presentation
(live presentation)
3. Capabilities Mail-in
(mail-in presentation via email or printed book)
4. Pitch/Proposal Presentation
(both live presentation & printed book)

Template screen sizes:

1. Widescreen HD (16:9 aspect ratio): 1920x1080 (hi res)

template	delivery	text size	text quantity
RFI Submittal Book	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in porttitor justo. Donec	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in porttitor justo. Donec vitae sapien et diam feugiat hendrerit eu vitae ligula. Praesent vitae elementum elit. Aenean in eros id mi inteLorem ipsum
Capabilities Presentation	Lorem ipsum	e ligula. Praesent vitae elementum elit. Aenean in eros id mi inteLorem	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in porttitor justo. Donec vitae sapien et diam feugiat hendrerit eu vitae ligula. Praesent vitae elementum elit. Aenean in eros id mi inteLorem ipsum
Capabilities Mail-in	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in porttitor justo. Donec vitae sapien et diam feugiat hendrerit eu vitae ligula. Praesent vitae elementum elit. Aenean in eros id mi inteLorem ipsum
RFP/Pitch/ Proposal Presentation	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in porttitor justo. Donec	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla in porttitor justo. Donec vitae sapien et diam feugiat hendrerit eu vitae ligula. Praesent vitae elementum elit. Aenean in eros id mi inteLorem ipsum



Powering Brand Experiences

[Recipient]

[Title]

[Company]

[Address 1]

[Address 2]

[Address 3]

Dear [Recipient]:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut nisi enim ad minim veniam, quis nostrud exerci

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendere. Gratuitous octopus niacin, sodium glutamate. Quote meon an estimate et non interruptus. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non

facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendere Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum plurib. Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendere. Gratuitous octopus niacin, sodium glutamate. Quote meon an estimate et non interruptus. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline

Sincerely,

[Your Name]

[Your Title]

Page 1

250 Roga Road • PO Box 556 • Dayton, NJ 05410 • Tel 1-732-274-9000 • Fax 1-732-274-9417 • impact-xm.com

Header:

Impact XM with tagline logo

Color (XM Logo): PMS 542

Logo height: 0.96"

Logo width: 1.73"

Body: Arial Narrow 10 pts.

Set all text u&lc, flush left, ragged right, normal tracking

Color: Text: Black

[Type text] | Page 1 of 1

**important note on
editable text in footer:**

Provided in the footer is an area for Impact staff to add important client specific info (ie. wo#, confidential, etc) to the footer area. This area is accessible by selecting 'Footer' in Word® then typing next to the page number area. The copy should be formatted as stated below.

Footer: Arial Narrow Regular 8 pts.

Page Number: Arial Narrow Regular 8 pts.

Color: Text: 50% Black (Grey)

Address: Berthold Akzidenz

Grotesk Light 9 pts.

Web Address: Berthold Akzidenz

Grotesk Regular 9 pts.

Color: Text: Black | URL: PMS 542

collateral | business communications

letterhead, US



Powering Brand Experiences

[Recipient]

[Title]

[Company]

[Address 1]

[Address 2]

[Address 3]

Dear [Recipient]:

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

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendere. Gratuitous octopus niacin, sodium glutamate. Quote meon an estimate et non interruptus. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non

facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendere Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum plurib. Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendere. Gratuitous octopus niacin, sodium glutamate. Quote meon an estimate et non interruptus. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline

Sincerely,

[Your Name]

[Your Title]

Page 1

1283 North Service Road East • Oakville, ON, L6H 1A7 • Tel 1-877-867-8868 • impact-xm.com

Do not edit or move any header or footer elements

Format	Printing Method:	Paper:
8.5" x 11"	In-house Laser	Hammermill Laser
		Bright White, 28lb smooth

for work sampling use only_bwilson

IMPACT.

Powering Brand Experiences

[Recipient]

[Title]

[Company]

[Address 1]

[Address 2]

[Address 3]

Dear [Recipient]:

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

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facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum plurib. Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline

Sincerely,
[Your Name]
[Your Title]

Impact XM
[Address 1]
[City, State]
[Phone Number]

NEW YORK | TORONTO | LAS VEGAS | SAN FRANCISCO | CHICAGO | SAO PAULO | ZURICH

250 Ridge Road • PO Box 558 • Dayton, NJ 08810 • Tel 1-732-274-2000 • Fax 1-732-274-2417 • [impact-xm.com](#)

Page 1

Generic home office

Header:
Impact XM with tagline logo
Color (XM Logo): PMS 542
Logo height: 0.96”
Logo width: 1.73”

Body: Arial Narrow 10 pts.
Set all text u&l, flush left, ragged right, normal tracking
Color: Text: Black

IMPACT.

Powering Brand Experiences

[Recipient]

[Title]

[Company]

[Address 1]

[Address 2]

[Address 3]

Dear [Recipient]:

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

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facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum plurib. Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline

Sincerely,
[Your Name]
[Your Title]

Hubstrasse 104 • 9500 Wil • Switzerland • Tel +41 71 790 00 55 • Fax +41 71 790 00 56 • [impact-xm.com](#)

Page 1

Zurich: A4 Print

Header:
Impact XM with tagline logo
Color (XM Logo): PMS 542
Logo height: 0.96”
Logo width: 1.73”

Body: Arial Narrow 10 pts.
Set all text u&l, flush left, ragged right, normal tracking
Color: Text: Black

IMPACT.

Powering Brand Experiences

[Recipient]

[Title]

[Company]

[Address 1]

[Address 2]

[Address 3]

Dear [Recipient]:

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

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non

facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum plurib. Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus. Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline

Sincerely,
[Your Name]
[Your Title]

4151 Industrial Center Drive #802 • North Las Vegas, NV 89030 • Tel 1-877-867-8868 • [impact-xm.com](#)

Page 1

Las Vegas

Header:
Impact XM with tagline logo
Color (XM Logo): PMS 542
Logo height: 0.96”
Logo width: 1.73”

Body: Arial Narrow 10 pts.
Set all text u&l, flush left, ragged right, normal tracking
Color: Text: Black

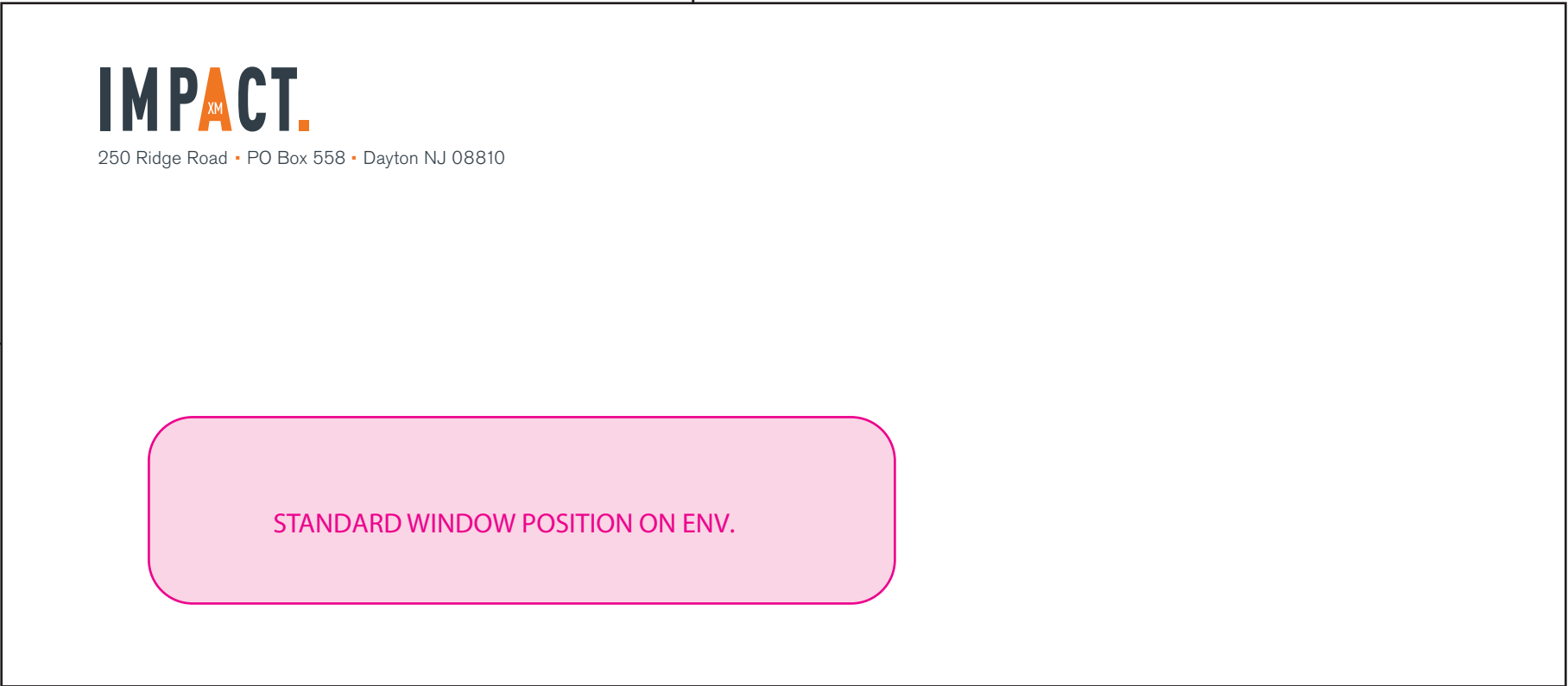
for work sampling use only_bwilson



Impact #10 Stationery Env. - Dayton Office

Finished Size: 9-1/2" (w) x 4-1/8" (h);
Printed on: Cougar Bright White
Prints: 2 Colors - Black & PMS # 542

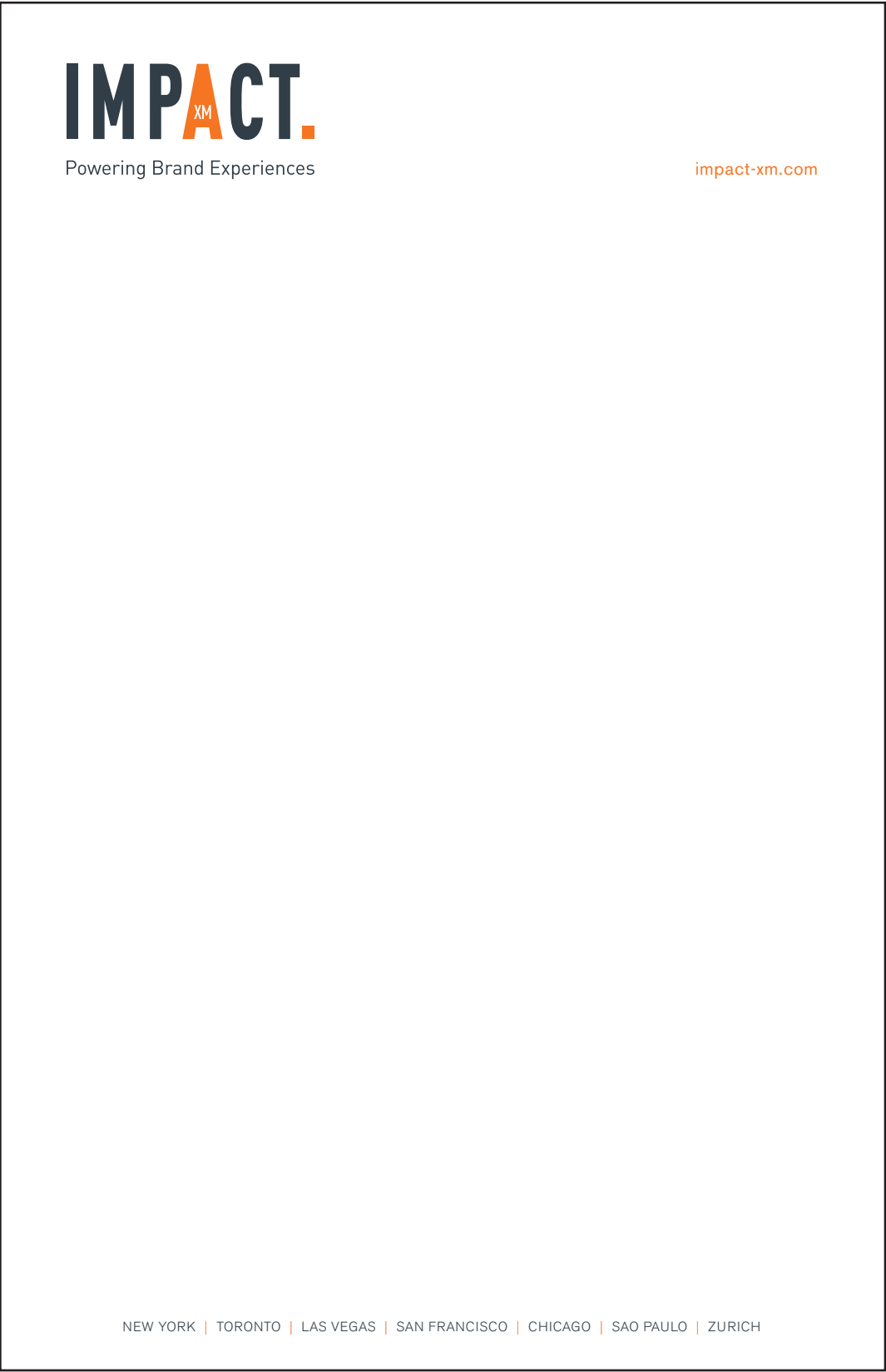
Note: addressee and stamp will not print, for position only



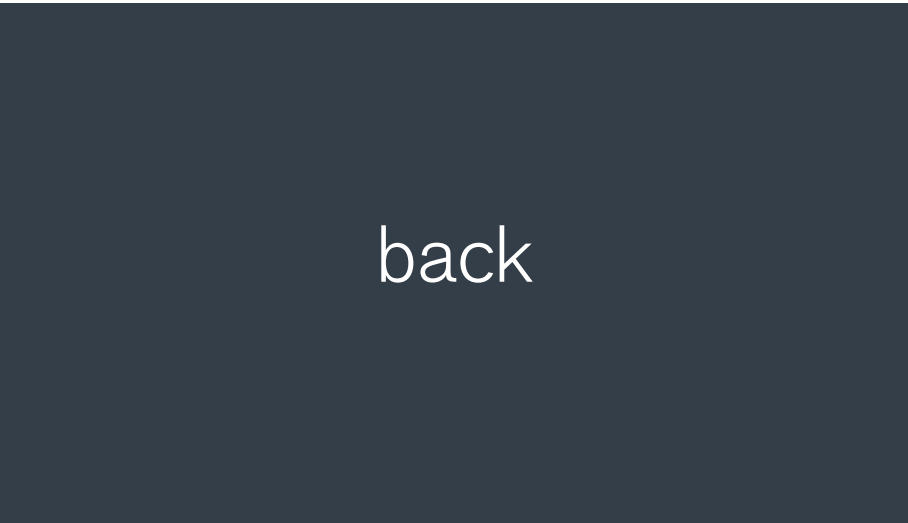
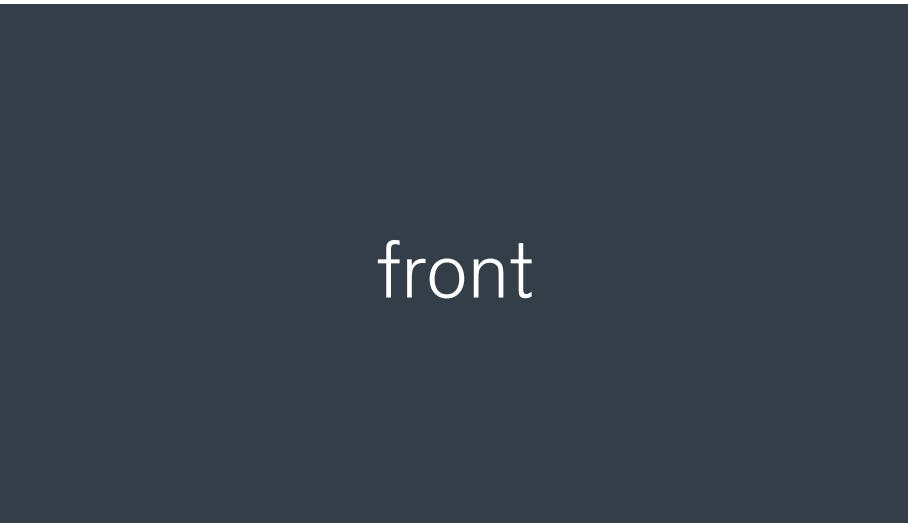
Impact #10 Window Env.

Finished Size: 9-1/2" (w) x 4-1/8" (h);
Printed on: Stock #10 envelope
Prints: 2 Colors - Black & PMS # 542 Blue

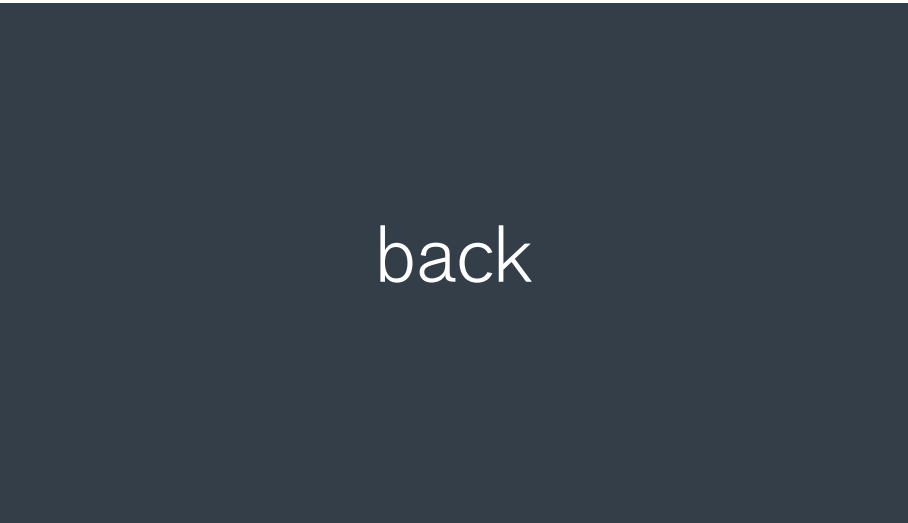
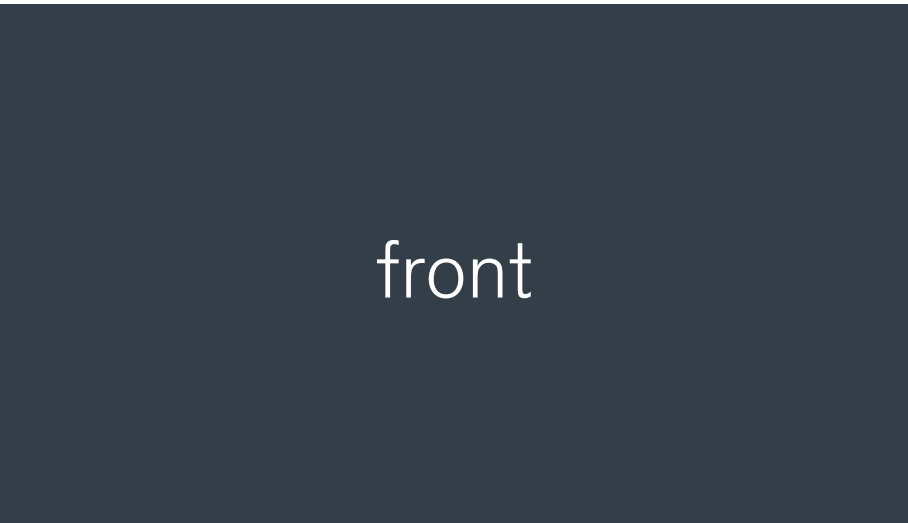
Note: Border & Magenta shading shown on above sample is FPO and will not print.



Finished Size: 5-1/2" (w) x 8-1/2" (h); Shown 100% Actual Size
Printed on: Soperset 60# Smooth Text
Prints: 2 Color - PMS 432 Grey / 158 Orange
Chip Board Back; Glued Along Top Edge; 50 shts per Pad
Minimum Order Qty: 300



generic business card

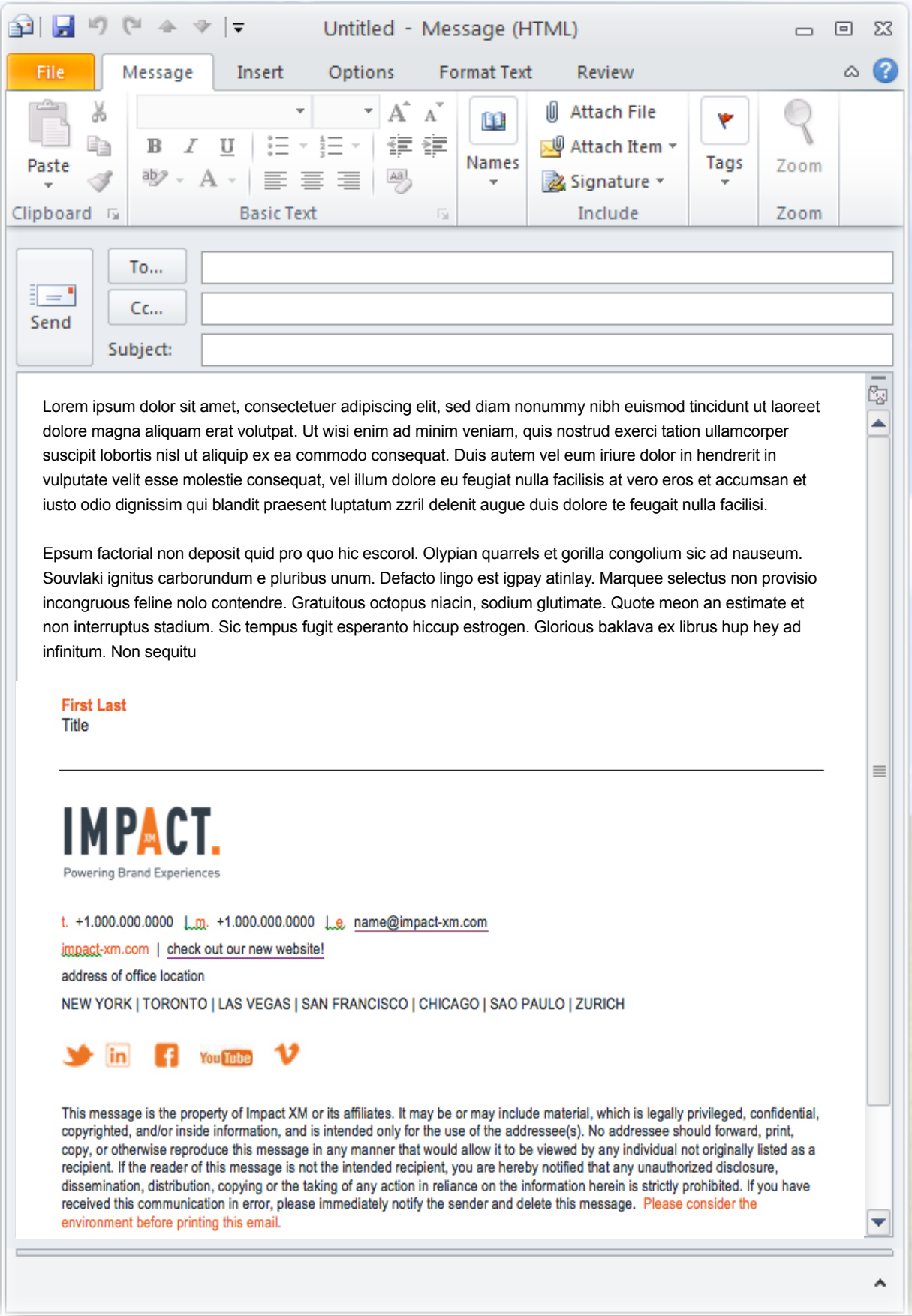


region specific business card

08 | digital & online



for work sampling use only_bwilson



collateral

business communications

email signature

Important note on customization:
Do not edit template or add any color/grey background to your emails. Any and all preferences must be approved by the marketing team.

Email Body: Arial Narrow 9 pts.
Color Text: Black

Set all text u&lc, flush left, ragged right, normal tracking

Background Color: white

All signature info is prepopulated.
No editing or removing allowed.

Address/Text: Arial Narrow Regular 9 pts.
Web Address: Arial Narrow Regular 9 pts.
Color:
Text: Black
Locations: Black
URL : PMS 158 C

for work sampling use only_bwilson

09 | branded materials



for work sampling use only_bwilson

t-shirt with no pocket



t-shirt with pocket



for work sampling use only_bwilson

branded materials | apparel

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long sleeve T-shirt



FRONT



BACK

oxford with pocket



FRONT

oxford without pocket



FRONT

branded materials | apparel

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for work sampling use only_bwilson



OGIO Sly
Messenger Bag



branded materials | bags

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Dimensions: 11.25"h x 16"w x 4"d

for work sampling use only_bwilson



Existing Dayton Reception Area



Toronto Reception Area

Impact XM Signage
Dayton Interior Sign option A



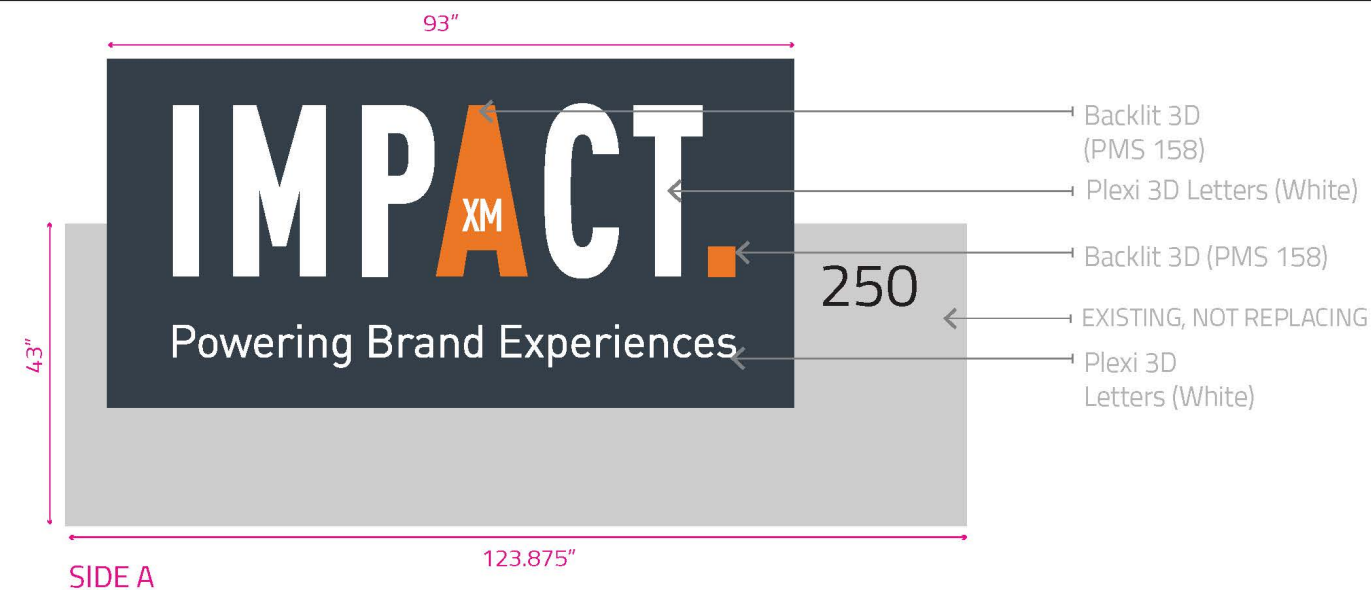
Possible Dayton Reception Area

for work sampling use only_bwilson

signage | interior

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Impact XM Signage
Dayton Exterior Sign



signage | exterior

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side view



back view



signage | Dayton van options

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questions

If you need further information, or have questions, please contact:

Bernessa Wilson

Marketing Manager

tel 1. 877. 867. 8868 ext. 4860

cell 1. 847. 420. 4132

fax

email bernessa.wilson@impact-xm.com

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