

## EXIGE Marketing

## Project Information & Usage

**Project Scope:** Logo & Brand Identity Redesign  
**Logo Designed:** February 2020

**Client:** Exige Marketing  
**Website:** <https://www.exigemarketing.ca>

### Primary Logo & Usage



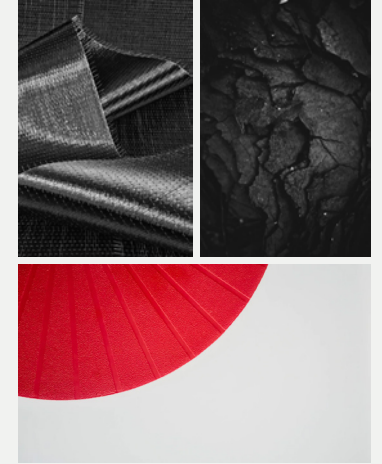
## Brand Story

**Exige Marketing** was established by individuals who have a strong passion for exploring the outdoors through extreme sports. Exige looks to create brand identities and marketing strategies for athletes and companies in the extreme sports sector.

### Colour Mark



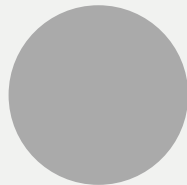
### Brand Imagery



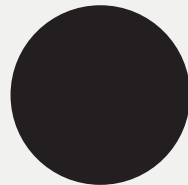
### Colours



**Red**  
CMYK: C0 M99 Y97 K0  
RGB: R237 G28 B36  
HEX: #ED1C24



**Grey**  
CMYK: C35 M28 Y28 K0  
RGB: R170 G170 B170  
HEX: #AAAAAA



**Black**  
CMYK: C40 M0 Y0 K100  
RGB: R0 G0 B0  
HEX: #000000



**White**  
CMYK: C0 M0 Y0 K0  
RGB: R255 G255 B255  
HEX: #FFFFFF

### Social Media: Square



### Social Media: Round



### Typeface: TitlingGothicFB Extended

**Aa** abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNopqrstuvwxyz  
0123456789!@£\$%^&

### Typeface: Century Gothic Regular

**Aa** abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNopqrstuvwxyz  
0123456789!@£\$%^&

### Monochrome Logo

**exige** exige  
MARKETING MARKETING

### Monomark

