

Our logo is 15 years old and needs  
**a rebirth!**



*We need a generic logo + 4 other verticals.  
We will omit "PoweredbyHoneycomb" for the new logo.*

*Feel we like: Modern, trustworthy, clean, smart.*

# Xtalks

Xtalks **Food**

*Aimed at Food  
professionals in the  
industry*

Xtalks **Vitals**

*Our source of news  
content, video marketing,  
blogs and quizzes*

Xtalks **LifeSciences**  
Xtalks **MedicalDevices**

*Aimed at Life Science  
Professionals*

*“Xtalks” (Main Logo, main brand).  
Feel we like: Modern, trustworthy, clean, smart.*

*Plus,  
We would like the “X” in Xtalks to be a standalone symbol  
able to be used independently of “talks” in certain cases. Icons are OK.*

# Xtalks

**We hope to keep Xtalks LifeSciences within this colour range as we have**  
been consistently using these colours with our large customer base for years.

# XtalksLifeSciences



#DDEFF9

#7bccea

#3EB6E8

#1776A0

Xtalks **Food**

Xtalks **Vitals**

Xtalks **MedicalDevices**

Open for anything.

Icons are OK.

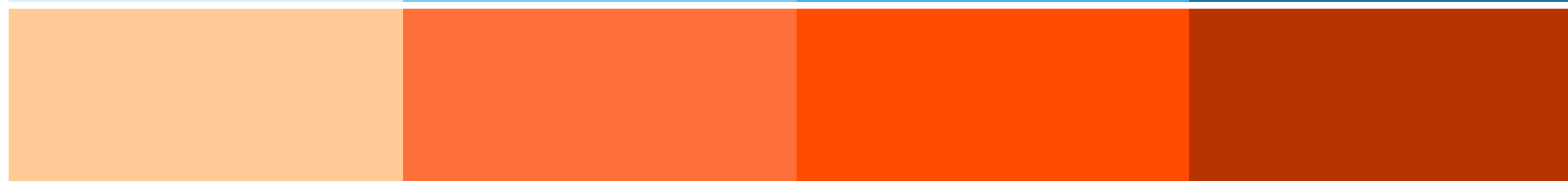
Just need to keep design consistent amongst all.

**Colours we like – but feel free to use other colours!**

Base colours



Oranges we like



Other possible  
colours we like



# Logos we like:

Newt n



galileo

mc<sup>2</sup>instein



# More info about us:

- Xtalks produces, hosts and archives webinars for the life science, food and medical device industry. Our website caters to professionals (e.g. researchers, scientists, high level decision makers in the industry) and our target audience are located in North America and Europe ranging in age from 25 – 65 years old. Asia is also targeted for certain events, as well. Our website will also expand in its service offerings, including more news, blog and interactive content.
- Our strengths: Hosting and marketing webinars sponsored by our clients. We have an extensive library of archived webinars since 2004. These topics are highly relevant and beneficial for practitioners in the industry.
- With our new website, we are building and encouraging a community of professionals where individuals can register and log in to take part in discussions based on the webinars as well as content we have.
- Logo will also be used in our new website, YouTube videos, email marketing, social media platforms and sales collaterals.

**[www.xtalks.com](http://www.xtalks.com)**