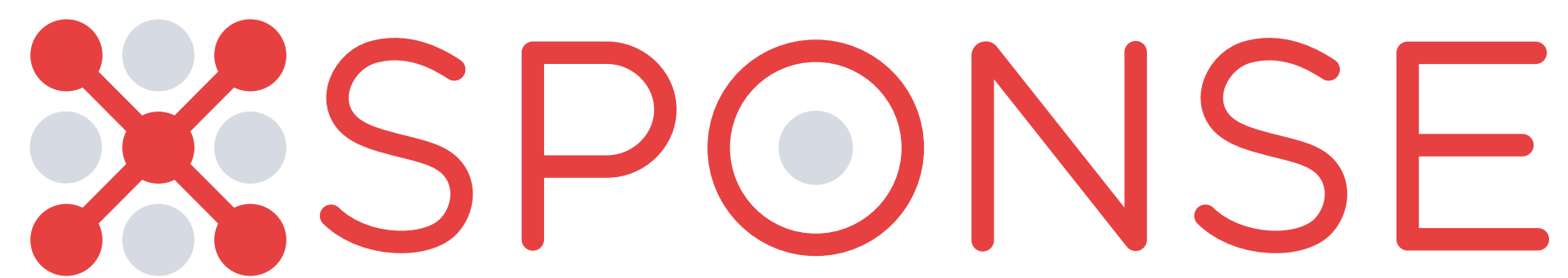


The logo for SPONSE features a white icon on the left consisting of a central circle connected to six surrounding circles in a hexagonal pattern. To the right of the icon, the word "SPONSE" is written in a clean, white, uppercase sans-serif font. The background is a vibrant red with a subtle, light-colored geometric pattern of interconnected lines and dots.

SPONSE

NEW BRAND GUIDELINE



Introduction

This brand manual establishes distinct guidelines for how all aspects of our XSponse's company brand will be handled. It gives guidance for creating a unified and identifiable presence of XSponse. We all contribute in working with this publication, in helping to achieve our XSponse's objectives and in making our brand stronger every day.

About the XSponse

At XSponse, our mission is to transform security and automation through an AI-driven ecosystem that delivers actionable insights, enabling immediate action and reaction.

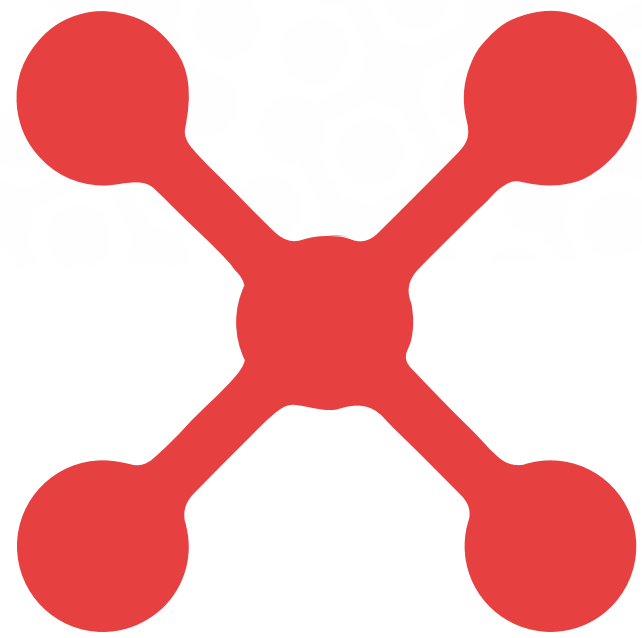
We provide innovative, integrated security solutions that enhance detection, alerting, and mass notification systems. Designed and built by integrators, our fully PoE solutions are easy to install, seamlessly integrated, and deliver real-time intelligence. We offer end-to-end solutions for an evolving security landscape. With features like automated lockdowns, wearable badges for instant location tracking, and 911 support, XSponse empowers organizations to respond swiftly and effectively, ensuring safety, security, and peace of mind.



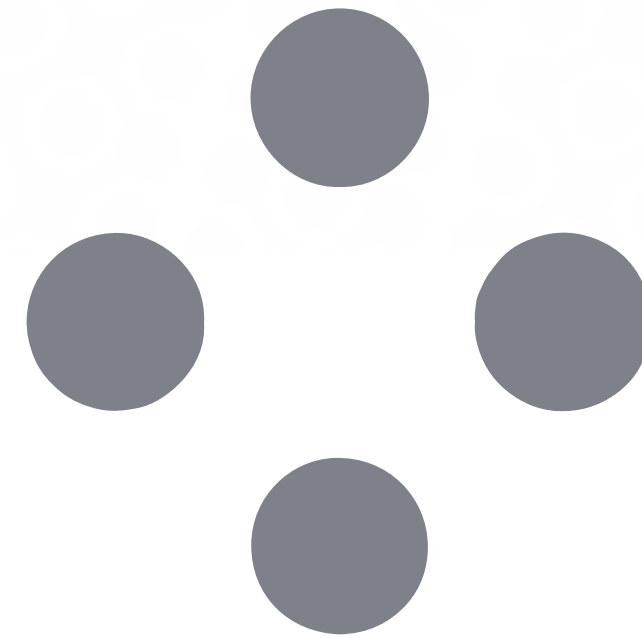


DESIGN

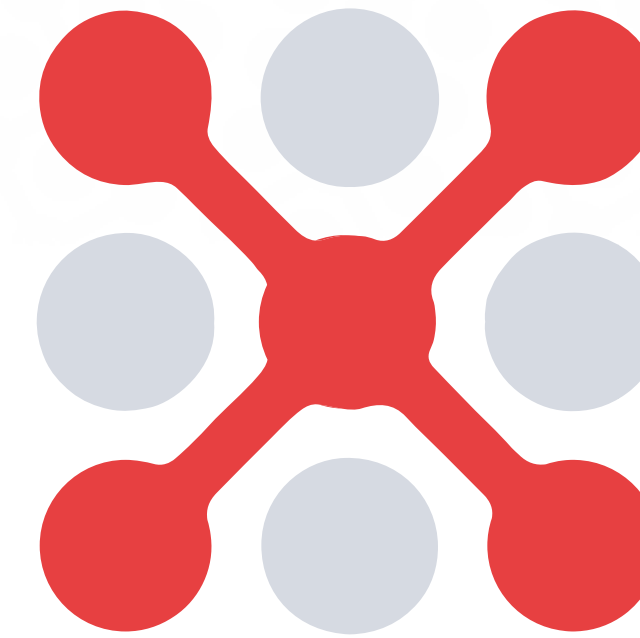
Creative Process



X (Connectivity)



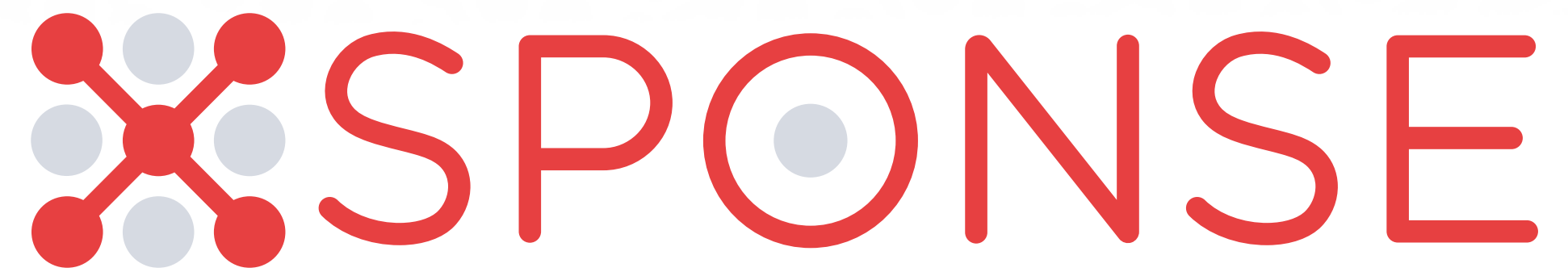
Security Elements



(X) Icon

Primary logo.

The proportions and colors always need to be respected. The logo can be used in a positive and negative version, depending on the background. The positive version of our logo is in Coral Red and Gunsmoke Gray



Negative logo.

The negative version of our logo is in white. We always use this version on a dark background.



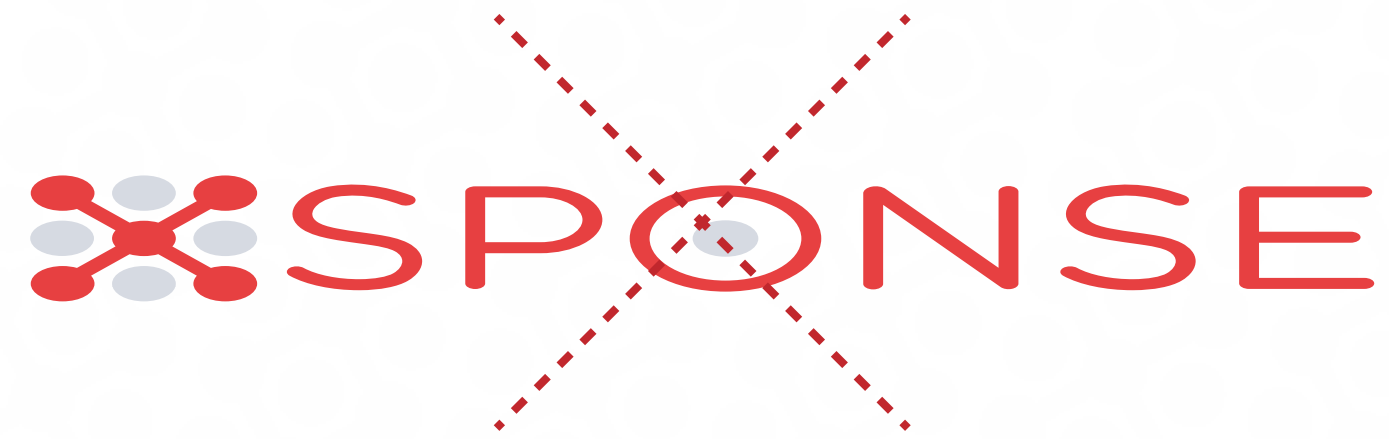
Clear space.

The Xsponse logo can be used in various size formats but should not be reduced smaller than 2" in width; any smaller and it becomes illegible.

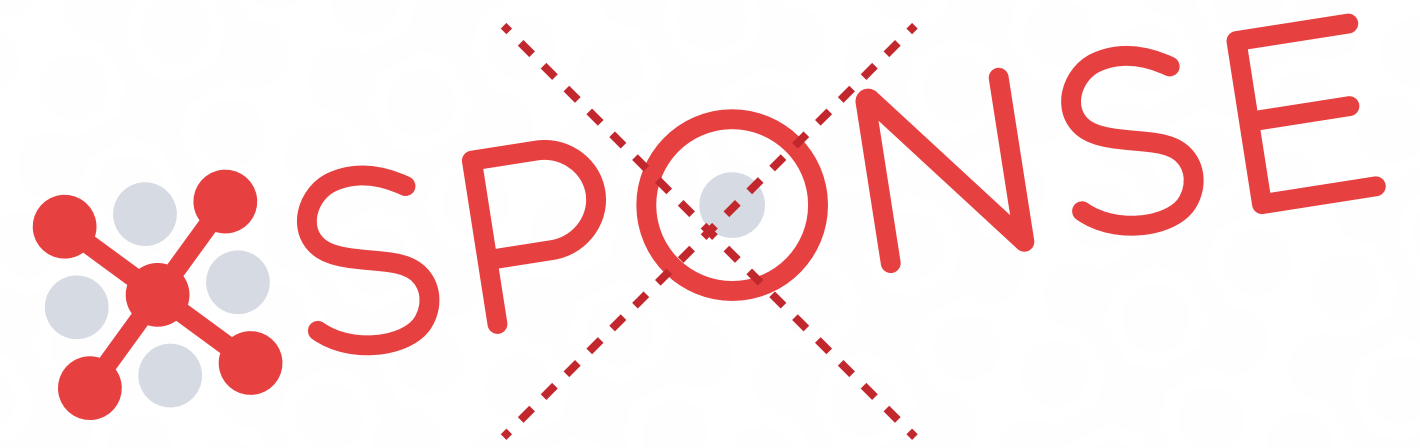
To ensure high visibility and an uncluttered presentation, always maintain "clearspace" around the logo. A minimum of 50 percent of the height of the logo should be retained for clearance space; the purpose of this space is to isolate the logo from surrounding elements, thereby giving appropriate prominence to the logo.



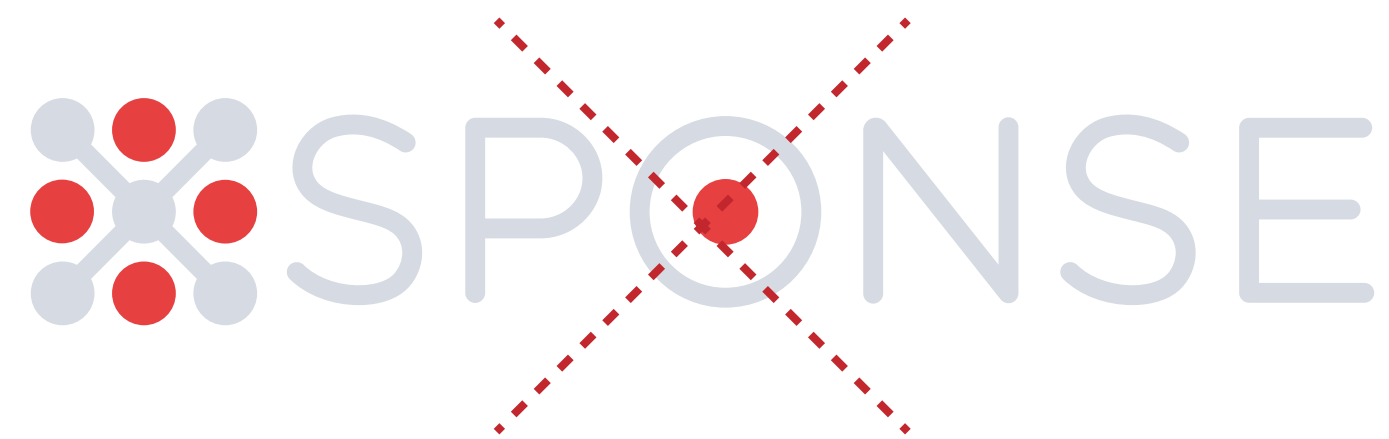
Logo don'ts.



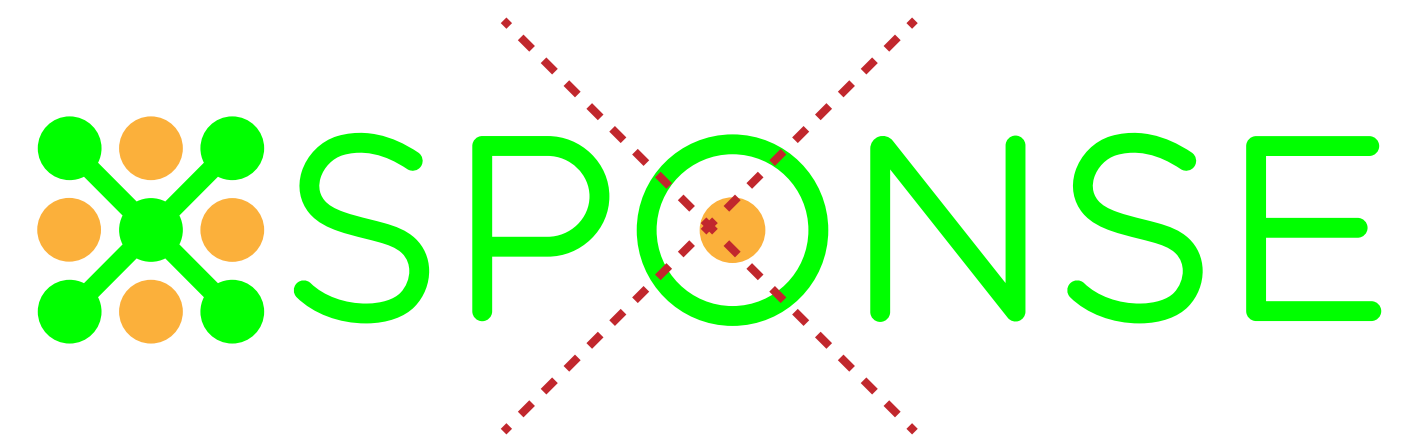
Don't adjust the height or width.



Don't rotate the logo.



Don't switch the colors within the logo.



Only use specified colors to represent the logotype.

Typography.

Hind is the primary font of XSponse. We use the Hind Bold in small caps for big titles, top headers, campaignable copylines and all first line communications. Exceptionally, we can also put short copy in Hind Bold or Hind Light as long as it remains legible.

AaBb

Primary font

Hind Bold

abcdefghijklmnopqrstuvwxy

123456789

Typography combinations.

This is a fictional headline.

Lorem ipsum dolor sit amet,
con- setetur sadipscing elitr,
sed diam nonumy eirmod
tempor invidunt ut labore et
dolore magna aliquyam
erat, sed diam voluptua.
At vero eos et accusa

This is a fictional headline.

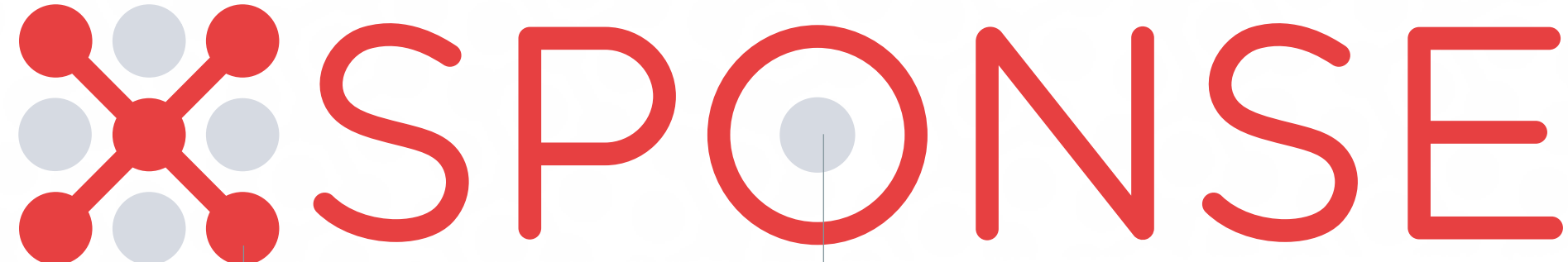
Lorem ipsum dolor sit amet,
con- setetur sadipscing elitr,
sed diam nonumy eirmod
tempor invidunt ut labore et
dolore magna aliquyam
erat, sed diam voluptua.
At vero eos et accusa

This is a fictional headline.

Lorem ipsum dolor sit amet,
con- setetur sadipscing elitr,
sed diam nonumy eirmod
tempor invidunt ut labore et
dolore magna aliquyam
erat, sed diam voluptua.
At vero eos et accusa

Colors.

Coral Red is our principal color. We use this red to highlight the presence of our brand and to help our users immediately identify us. In the majority of uses, we want a strong contrast between all of the colors used. Solid colors work best in printed applications and for text.



R231
G64
B65

CMYK
C0 M86 Y71 k0

PANTONE
Red 032 C

HEX
E74041

R214
G218
B226

CMYK
C19 M12 Y09 k0

PANTONE
642 C

HEX
D6DAE2

Secondary Colors.

There are four colors in the XSpouse color palette, not including white. The brand should be chiefly dichromatic, though there may be exceptions to this guidance. Tints of colors are permitted as long as the integrity of the color is maintained. This is done by increasing the white value to create lighter shades of each color. Gradients should be used subtly and mainly on backgrounds as a vignette treatment.



R87
G87
B86

CMYK
C59 M49 Y49 k42

HEX
575756



R232
G123
B65

CMYK
C04 M61 Y78 k0

HEX
E87B41



R90
G147
B106

CMYK
C68 M23 Y67 k06

HEX
5A936A



R82
G96
B105

CMYK
C67 M48 Y42 k031

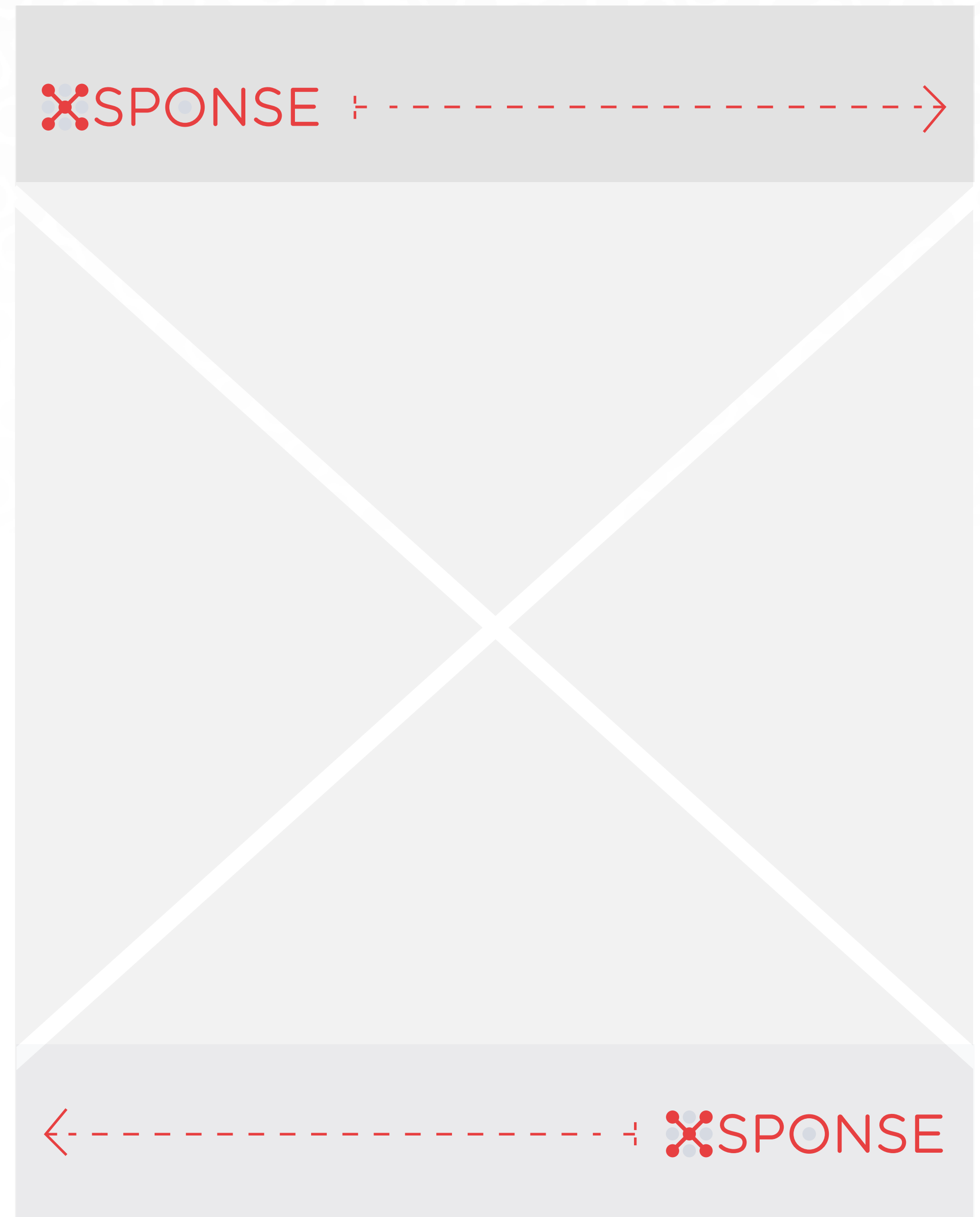
HEX
526069



Logo Placement.

The ideal placement for the logo is in the lower segment of communications. Preferred locations are in the corners, but any outlined area shown is acceptable.

Positioning the logo in these areas ensures it serves as a consistent grounding element across all materials. If the lower segment is not suitable, the logo can be placed in the horizontal segment at the top of the piece. Again, corners are preferred, but centering the logo is suitable for more formal communications.



Logo on imagery.

We can also use our logo on images. Depending on the image: the negative logo on dark images and the positive logo on lighter images.





APPLICATIONS

Powerpoint.

This powerpoint is an example of our presentations

XSPONSE
YOUR COMPREHENSIVE AI SECURITY ECOSYSTEM
A New Standard For Enterprise Connectivity

Innovative Security Solutions:

XSponse leads the way with Integrated Alerting and Cutting-Edge Technology.

Welcome to XSponse, where innovation meets security. XSponse specializes in providing a comprehensive ecosystem of hardware and software solutions designed to enhance system-wide detection, alerting, and mass notification capabilities to keep your facility secure. As leaders in integrated alerting, we prioritize seamless integration and advanced technology to ensure your facility's safety.

With an ever-changing threat environment, it is critical to deploy the right products to maintain security and safety for all. XSponse provides cutting-edge solutions to meet your evolving security needs. Headquartered in Miami, FL, with design, manufacturing, and assembly performed in Washington State, we are strategically positioned to deliver top-notch security solutions tailored to your requirements. We focus on making your facility safe and eliminating any threat concerns.

XSPONSE

INDUSTRIES SERVED

K-12 Higher Education Industrial /Manufacturing Corporate Healthcare Stadiums Airports Municipalities

OUR ECOSYSTEM

X-SHIELD
Compact security system with speaker, panic button, touchscreen, environmental sensors, microphone, strobe light, backlit screen, optional camera, ideal for any facility.

X-WEARABLE
Integrate attendance, visitor management, and parent notifications.

X-COMMUNICATE
IP-based POE speakers for alerts/announcements, and easy installation.

X-DISPLAY
Versatile device with high-resolution display, powerful speaker.

XSPONSE

HEALTHCARE

Keep your healthcare facility safe and secure.

Included Features

- The Emergency Notification System provides emergency alerts.
- Users can create custom events for various situations.
- It offers real-time mapping and interactive data for situational awareness.
- Events are generated by triggers causing actions to be executed.
- A secure communication protocol ensures data integrity and confidentiality.
- Integrated duct-based environmental detectors.
- Real-time visitor tracking.
- Mobile device announcement capabilities.

XSPONSE

CONTACT INFO

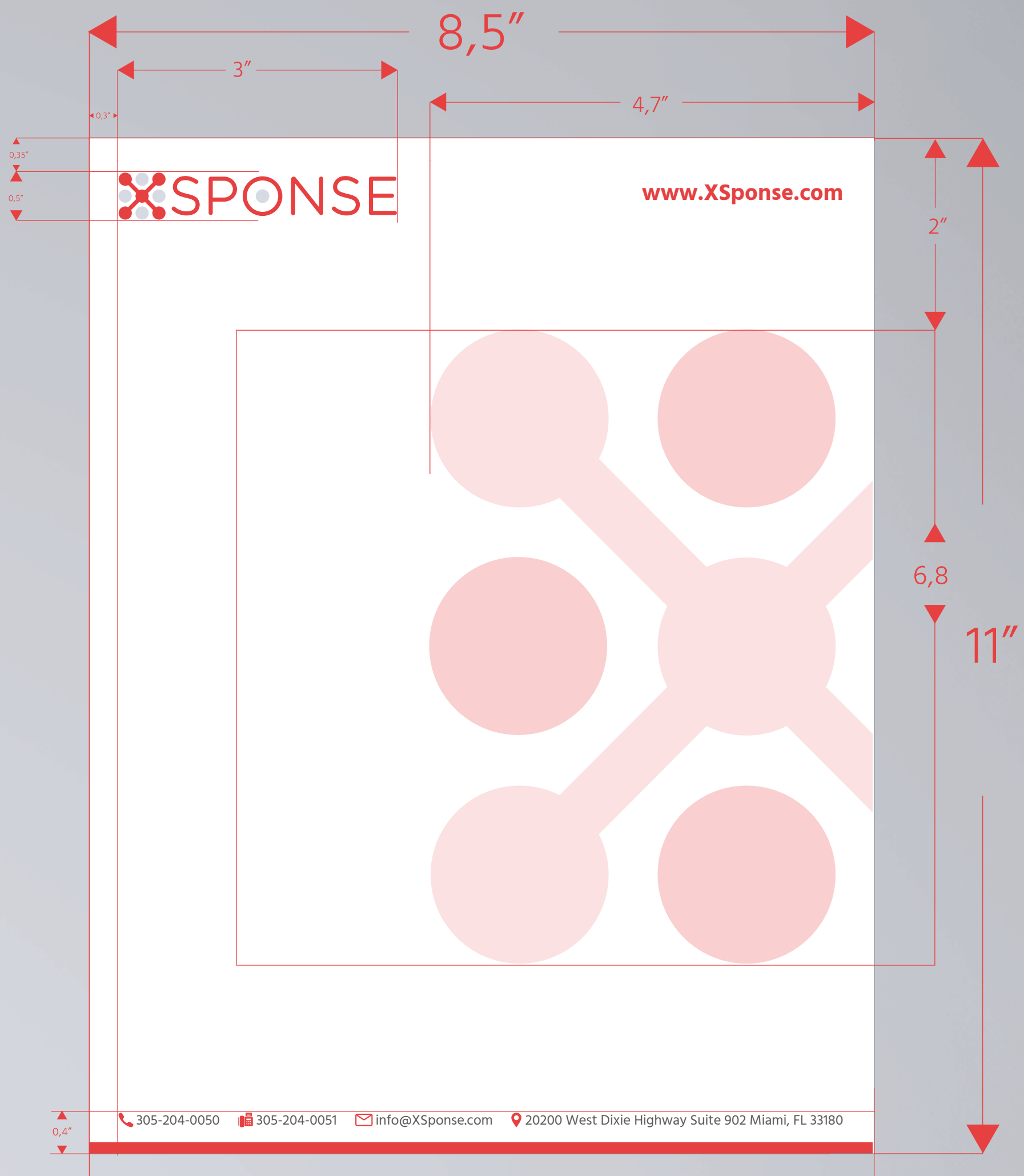
Toll Free : 833-XSPONSE / 833-977-6673
Phone : 305-204-0050
Fax : 305-204-0051
info@xsponse.com

Stationery.

Stationery represents both the individual and the XSpouse brand. It's essential that all stationery reflects the professional and innovative image of XSpouse. This section outlines the approved layouts for various stationery items, detailing specifications for color, typography, and the precise positioning of all design elements.



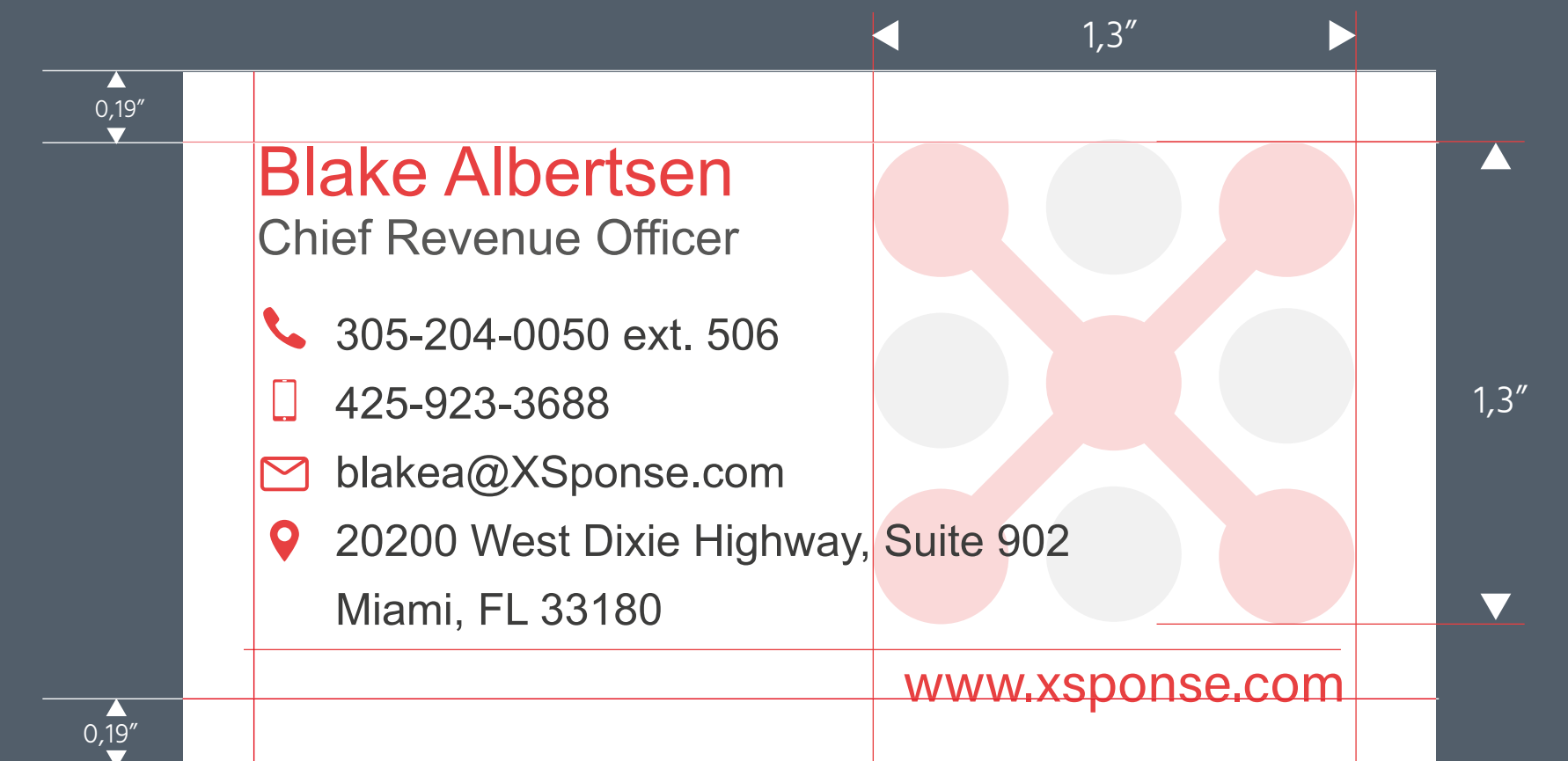
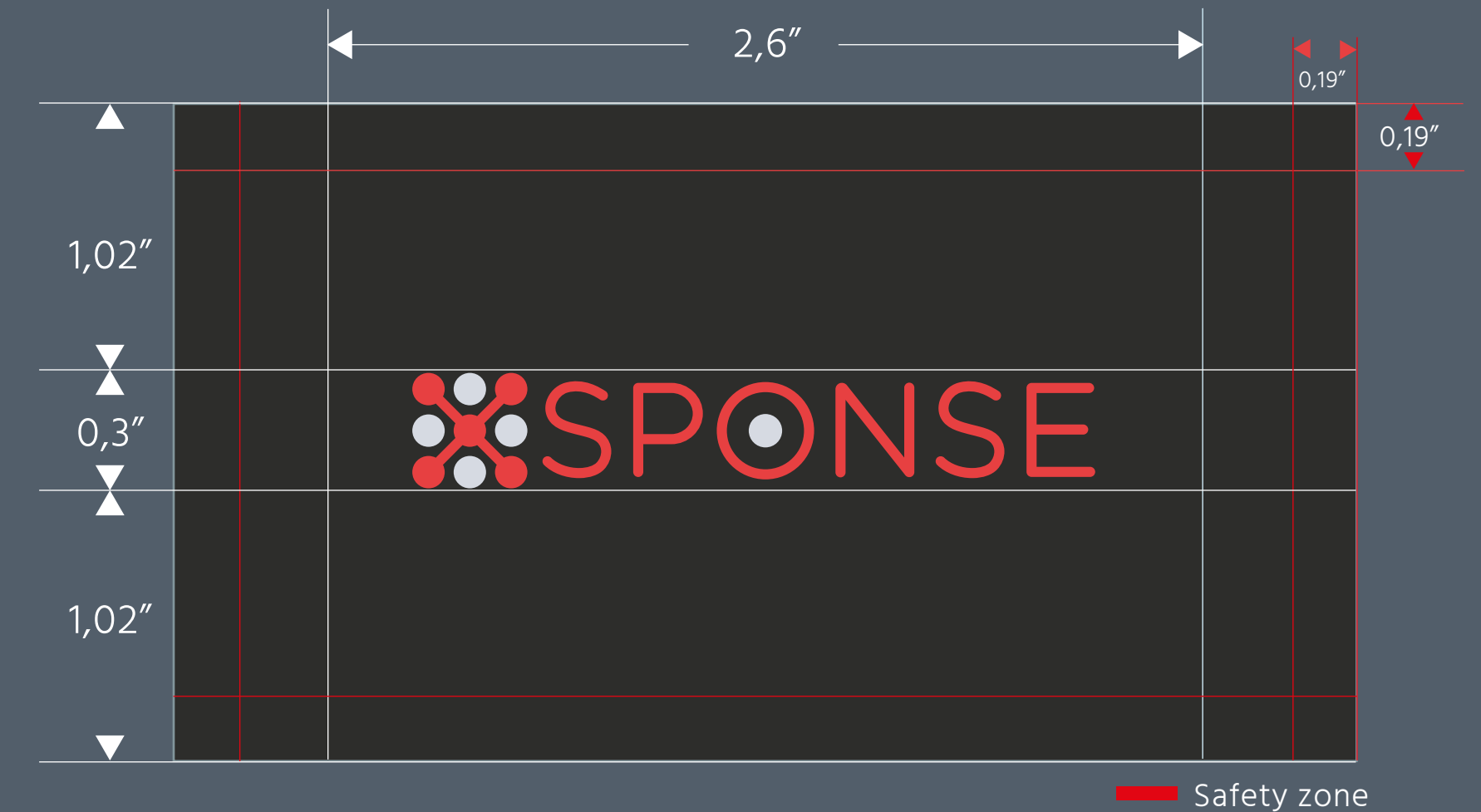
Stationery.



Typography

Information: Hind Regular 11pts.
Set all text flush center, normal tracking
Letterhead Size:
W: 8,5 in
H: 11 in

Business card.



Typography

Name: Arial Regular 14 pts.
Division or Business Unit: Arial Regular 10 pts.
Phone, Email & Address: Arial Regular 9 pts.
Website: Arial Regular 11 pts.

Set all text flush left, normal tracking

Color:
Coral Red
Text:
Gunsmoke Gray
Card Size:
W: 3,54in
H: 0,25 in

Email signature.



Lee Mandel

CEO, LSN International LLC.

☎ 305-204-005 ext.205

☎ 425-923-3688

✉ leem@XSponse.com

📍 20200 West Dixie
Highway Suite 902 Miami,
FL 33180



www.xsponse.com



MERCHANDISE

Designing Merchandise.

Following a few basic design standards will ensure your merchandise not only promotes XSponse, but also advances the company's brand identity. Merchandise is any item that you produce with the intent of using as a promotional giveaway. This does not include everyday communications, such as posters, brochures, booklets, etc.

Choosing a Logo.

Whenever possible on merchandise, you should use a logo the XSponse.

You should use the logo in the standard color whenever possible on merchandise. When printing on a white background, the imprint will be two: Coral Red and Gunsmoke Gray.

If printing on dark-colored background, you should use the appropriate reversed-color logo.

You may sometimes be limited to a one-color imprint on merchandise, due to budget constraints or product limitations. the logo imprint will be white.









The logo for SPONSE features a stylized icon on the left consisting of a central white dot with four lines extending outwards to four smaller white dots, resembling a network or a crosshair. To the right of this icon, the word "SPONSE" is written in a clean, white, uppercase, sans-serif font. The entire logo is centered on a dark red background that has a subtle, light-colored geometric pattern of interconnected lines and dots.