Extrion

INFINITE POSSIBILITIES

// VISUAL IDENTITY SYSTEM

Brand Guidelines



How the Extrion logo, the Extrion Circle, colour, type, pattern and imagery work together, in print, on screen and on everything we wear and hand out.

Version 1.0 · November 2026 · Zanzibar · Tanzania

00 INDEX

Contents

A practical system for everyone who designs, prints, builds or presents for Extrion Tech.



01 **Brand foundation** — Story, mission, vision and values — 03

02 **The logo** — Primary logo, anatomy, versions and spacing — 05

03 **The Extrion Circle** — The icon, its meaning and its geometry — 08

04 **Colour** — Primary palette, ring spectrum, dark and light themes — 13

05 **Typography** — Typefaces and hierarchy — 16

06 **Graphic language** — Patterns, iconography and photography — 19

07 **3D & icon** — 3D mark, app icon and favicon — 23

08 **Applications** — Stationery, apparel, merchandise, signage, digital — 25

09 **Usage & voice** — Where to use what, and how we sound — 30

01 BRAND FOUNDATION

Infinite Possibilities

Extrion Tech is a technology company based in Zanzibar, Tanzania, helping organisations use technology to become more secure, connected, efficient and data-driven.

Founded in 2013, Extrion brings software, networks, security, smart technology, data and digital services together under one roof, so clients do not have to manage disconnected vendors.

2013	12	1
Founded	Service families	Partner for the whole stack

MISSION

To make reliable, practical and intelligent technology accessible to organisations in Zanzibar and beyond, helping them work better, operate securely and grow with confidence.

VISION

To become a trusted technology partner in Zanzibar and East Africa, recognised for turning complex technology challenges into simple, secure and scalable solutions.

PROMISE

We do not start with a product catalogue. We start with your problem. We then design a solution that is appropriate for your organisation today and ready for tomorrow.

01.2 BRAND FOUNDATION

Seven values, seven orbits

Our values come straight from how we work. Each one takes a colour from the Extrion Circle: together they surround the one thing that matters, the client's problem.

Practical Innovation

We choose technology because it solves a problem, not simply because it is new.

Reliability

We design for stability, continuity and maintainability.

Security by Design

Security is considered from planning through deployment and support.

Customer Partnership

Long-term technology partners, not one-off vendors.

Local Understanding

We understand the connectivity realities and business culture of Zanzibar.

Continuous Learning

We continuously improve our skills, tools and methods.

Integrity

We communicate clearly, recommend responsibly and own our work.

The core

The client and their problem. Every discipline orbits it.

02 THE LOGO

Primary logo

The full Extrion logo: the wordmark with the Extrion Circle in place of the “o”, the speed bar and the “Infinite Possibilities” tagline. Use it wherever there is enough room.



- ✓ Master artwork: **extrion-logo-full-color.svg**
- ✓ Always reproduce from the supplied files: never redraw or retype
- ✓ Preferred on white, Cloud or light photography

02.1 THE LOGO

On dark backgrounds

On Deep Space and other dark backgrounds the Onyx orbit turns white so the full ring spectrum stays visible. Everything else keeps its colour.



✓ Artwork: **extrion-logo-full-dark-bg.svg**

✓ Background Deep Space #050B14 or darker photography

✗ Never place the light version (black orbit) on dark

02.2 THE LOGO

Anatomy

Four parts, one lockup. The proportions between them are fixed.



A — Wordmark
Custom heavy, rounded lettering in Extrion Blue. It is artwork, not a font.

B — The Extrion Circle
Seven open orbits around a solid core. It replaces the "o" and works on its own as the icon.

C — Speed bar
A long bar and three short ticks: movement and progress. Always left of the tagline.

D — Tagline
"Infinite Possibilities" in Possibility Orange, aligned to the wordmark's right edge.

03 THE EXTRION CIRCLE

Our icon

Seven open orbits around one solid core. The core is the client's problem; the orbits are the disciplines we bring around it: software, networks, security, smart technology, data, digital and support.

- **Signal Red** — Outer orbit
- **Onyx** — Third orbit · white on dark
- **Pulse Magenta** — Inner ring
- **Plum** — Satellite arc
- **Network Blue** — Second orbit
- **Circuit Green** — Fourth orbit
- **Spark Amber** — Inner orbit
- **Core Blue** — The core

The gaps in every orbit are deliberate: technology is never "closed". There is always room for the next possibility.



03.1 THE EXTRION CIRCLE

Construction

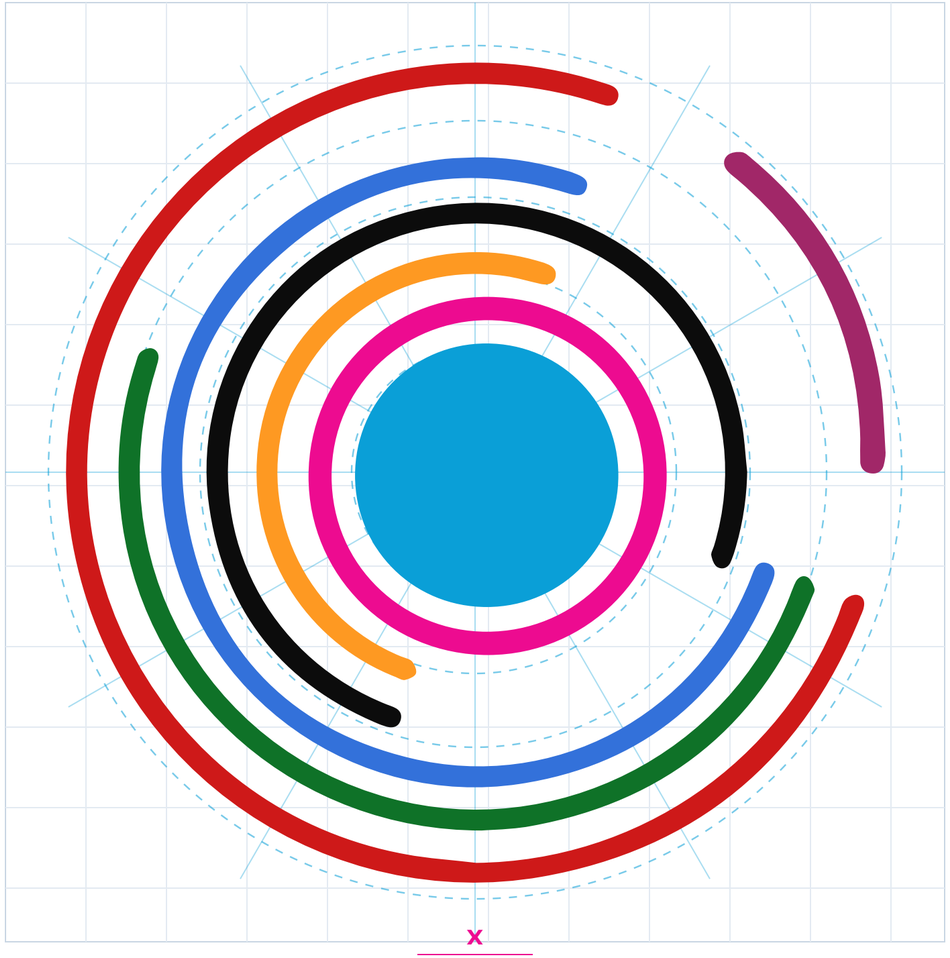
Every orbit shares one centre. Orbits are evenly spaced, with stroke weights matched, and every opening is turned to a different angle so the mark reads as motion.

1 centre
All orbits are concentric with the core

8 parts
7 open orbits + 1 solid core

x
Core diameter: the unit used for clear space

1 : 1
The icon always sits in a square



02.3 THE LOGO

Logo versions

Pick the version by background first, then by space. When in doubt, use full colour.



Full colour
White / Cloud backgrounds



Full colour · dark
Deep Space / dark photos



White
On Extrion Blue or busy colour



Ink
One-colour print, fax, stamps



Wordmark
Small spaces, when the tagline is unreadable



Wordmark · dark
Small spaces on dark



Extrion Circle
Icon, avatar, favicon, watermark



Extrion Circle · dark
Icon on dark

02.4 THE LOGO

Clear space & minimum size

Keep a clear zone of **x** on every side, where x is the diameter of the Extrion Circle's core. Nothing else enters this zone, not even the edge of the page.



Full logo

Print 35 mm · Screen 160 px wide



Wordmark

Print 20 mm · Screen 96 px wide



Extrion Circle

Print 6 mm · Screen 16 px



02.5 THE LOGO

Logo misuse

The logo only works if it stays the same everywhere. Never do the following.



Do not stretch or squash



Do not rotate



Do not recolour the orbits



Do not place on busy, low-contrast images



Do not retype the wordmark in a font



Do not use the light version on dark



Do not add effects, outlines or glows



Do not build new lockups

04 COLOUR

Primary palette

Extrion Blue leads. Possibility Orange is the spark. Deep Space and Cloud give us our dark and light worlds.

Extrion Blue

Primary · wordmark, links, key actions

HEX	#0A9FD7
RGB	10 159 215
CMYK*	95 26 0 16

Possibility Orange

Accent · tagline, highlights, calls to action

HEX	#FBA931
RGB	251 169 49
CMYK*	0 33 80 2

Deep Space

Dark theme background

HEX	#050B14
RGB	5 11 20
CMYK*	75 45 0 92

Ink

Text on light, dark surfaces

HEX	#0B1220
RGB	11 18 32
CMYK*	66 44 0 87

Graphite

Lines, dividers, dark borders

HEX	#1C2B40
RGB	28 43 64
CMYK*	56 33 0 75

Cloud

Light theme background

HEX	#F4F7FB
RGB	244 247 251
CMYK*	3 2 0 2

White

Paper, light surfaces

HEX	#FFFFFF
RGB	255 255 255
CMYK*	0 0 0 0

* CMYK values are mathematical conversions for guidance. Confirm every print colour (and any Pantone® match) with a printed proof from your printer before a full run.

04.1 COLOUR

The ring spectrum

The seven orbit colours. They belong together: use them as a set in graphics, patterns, charts and illustration, never as a replacement for Extrion Blue in text or buttons.

Signal Red
#CE1919
RGB 206 25 25
Outer orbit

Network Blue
#3371DA
RGB 51 113 218
Second orbit

Onyx
#0C0C0C
RGB 12 12 12
Third orbit · white on dark

Circuit Green
#0F7228
RGB 15 114 40
Fourth orbit

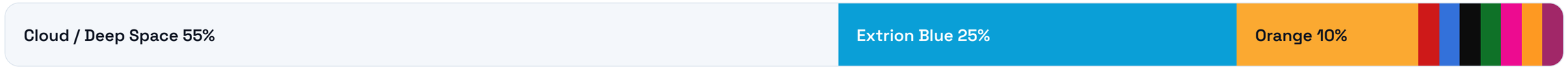
Pulse Magenta
#ED0B90
RGB 237 11 144
Inner ring

Spark Amber
#FE9922
RGB 254 153 34
Inner orbit

Plum
#A12768
RGB 161 39 104
Satellite arc

Colour balance

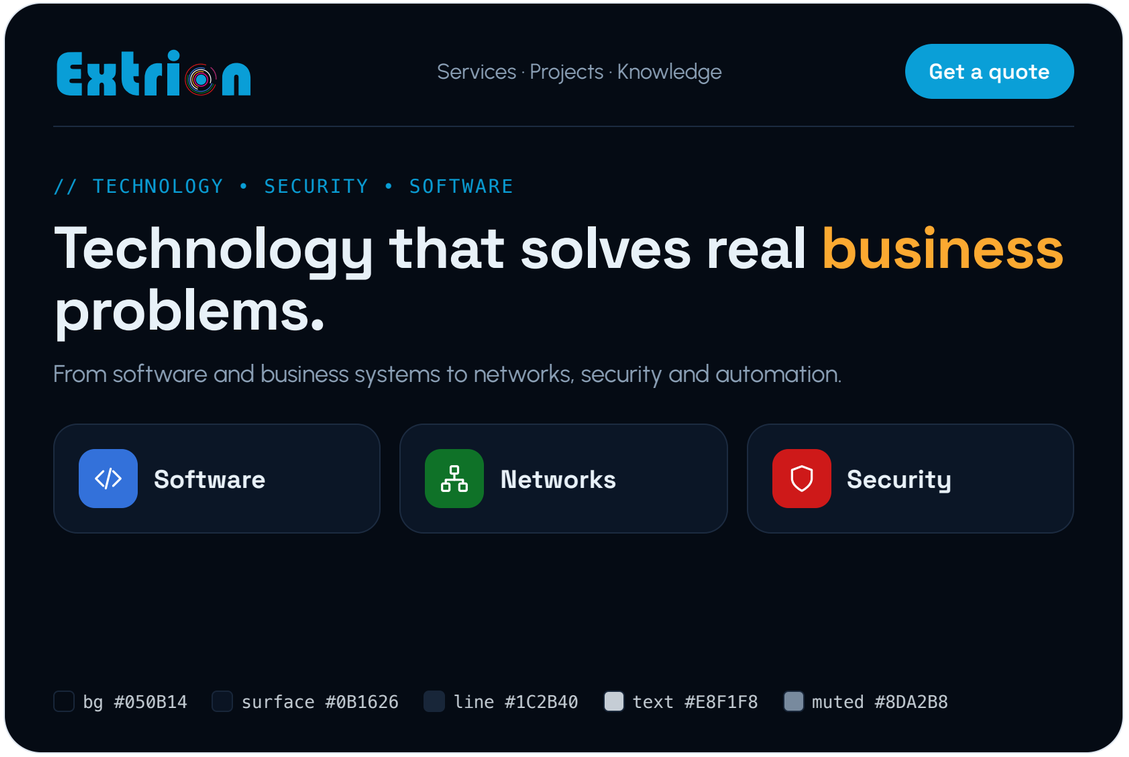
Approximate share of any layout

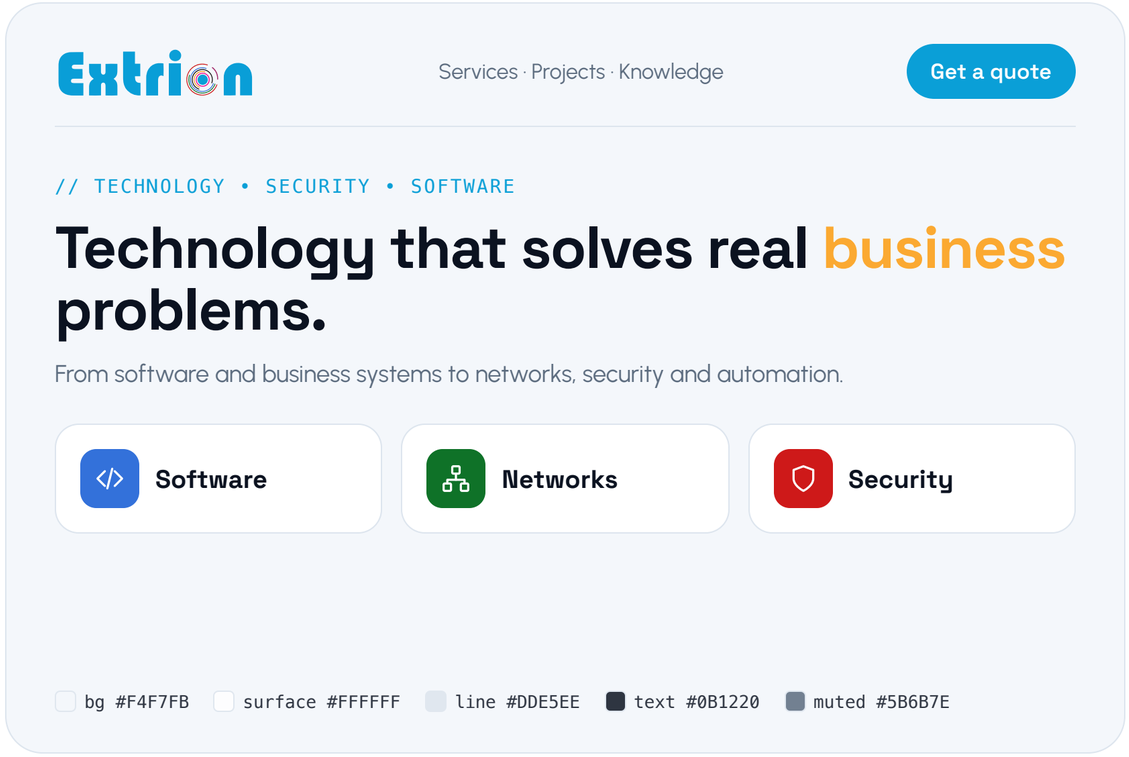


04.2 COLOUR

Dark & light themes

Every Extrion surface has a dark and a light version. Dark for impact: screens, events, social. Light for reading: documents, forms, print.





05 TYPOGRAPHY

Space Grotesk

Our display typeface: headlines, numbers, navigation and labels. Geometric and technical, with a human touch.

REGULAR 400	Infinite Possibilities
MEDIUM 500	Infinite Possibilities
SEMIBOLD 600	Infinite Possibilities
BOLD 700	Infinite Possibilities

Free under the SIL Open Font License · fonts.google.com/specimen/Space+Grotesk



05.1 TYPOGRAPHY

Urbanist & Mono

Urbanist is our text typeface: body copy, long reading and forms. A monospace face is used for code, technical labels and the terminal style "//" eyebrows.

REGULAR 400	Technology that solves real problems.
MEDIUM 500	Technology that solves real problems.
SEMIBOLD 600	**Technology that solves real problems.**
BOLD 700	**Technology that solves real problems.**

```
// MONO
$ extrion --connect --secure
> 12 services online · status OK
```

SF Mono · Menlo · Consolas (system monospace)

Urbanist is free under the SIL Open Font License · fonts.google.com/specimen/Urbanist



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 · ! ? & @ # % ( ) / → +

05.2 TYPOGRAPHY

Hierarchy

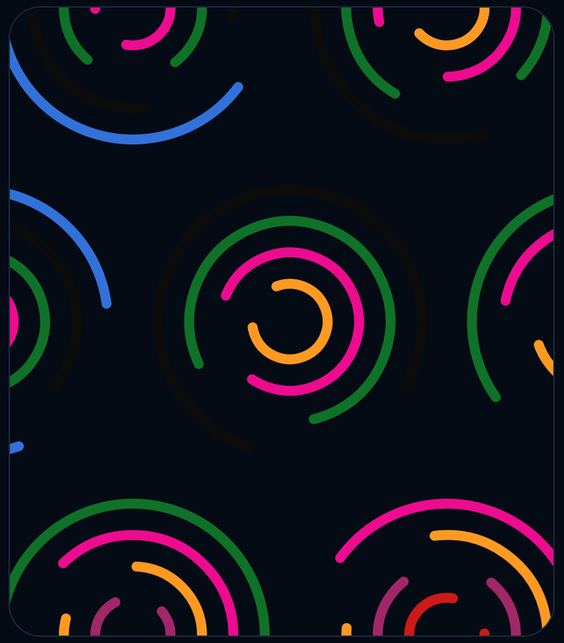
Sizes for a 1920 px screen or an A4 document at 100%. Scale every level together.

Eyebrow · Mono 18 / caps / +12%	// TECHNOLOGY • SECURITY • SOFTWARE
Display · Space Grotesk Bold 96 / −3%	Infinite Possibilities
Heading · Space Grotesk SemiBold 48	Networks that simply work
Subheading · Space Grotesk Medium 28	CCTV, access control and smart buildings
Body · Urbanist Regular 20 / 150%	We combine technical expertise with a practical understanding of business operations to design systems that are easy to use, secure and ready to grow.
Caption · Urbanist Medium 15	Kiembesamaki, Zanzibar · Mon – Fri, 08:00 – 17:00 EAT

06 GRAPHIC LANGUAGE

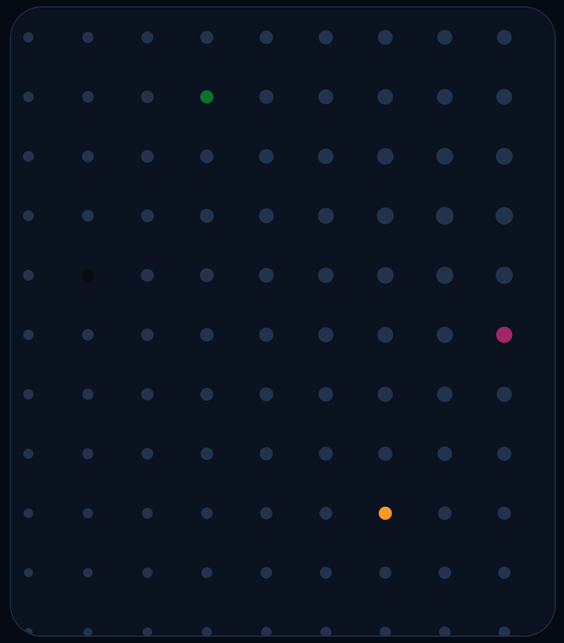
Patterns

Four patterns, all drawn from the logo. Use one pattern per layout, never behind body text, and keep the logo on a calm area.



Orbit

Open orbits from the Extrion Circle. Hero backgrounds, covers, apparel.



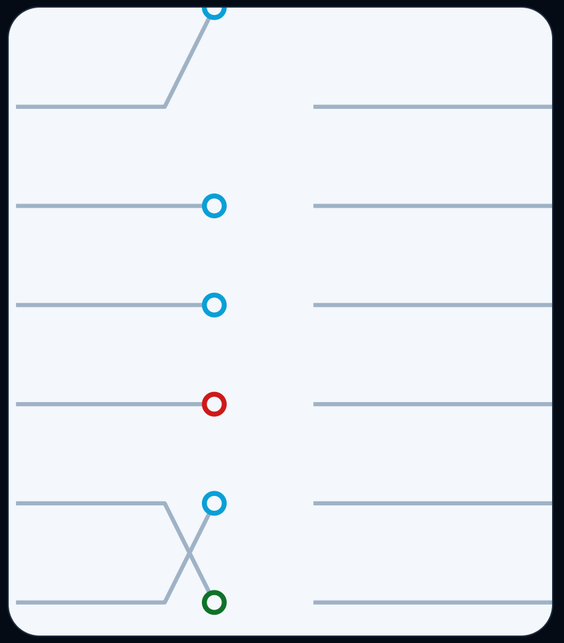
Signal

A dot grid with spectrum signals. Slides, web sections, screens.



Speed bars

The logo's speed bar, repeated. Borders, sleeves, packaging.



Circuit

Paths and nodes: connection. Technical documents, diagrams.



06.1 GRAPHIC LANGUAGE

Orbit pattern rules

- ✓ Use the full spectrum, or tint it to one colour (Extrion Blue or white) at 10–30%.
- ✓ Let orbits bleed off the edge: the pattern is a window onto something bigger.
- ✓ Keep stroke weight consistent within one layout.
- ✗ Do not close the orbits into full circles.
- ✗ Do not place text or the logo over dense pattern areas.


Blue tint

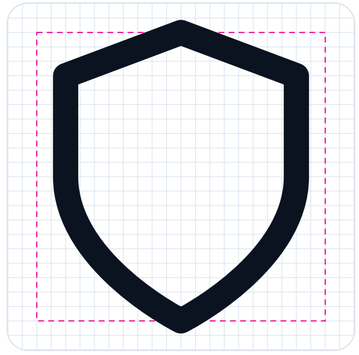

White on blue


Spectrum

06.2 GRAPHIC LANGUAGE

Iconography

Simple line icons on a 24 px grid: 1.75 px stroke, round caps and joins, no fills. The same set runs across the website, CMS and documents.



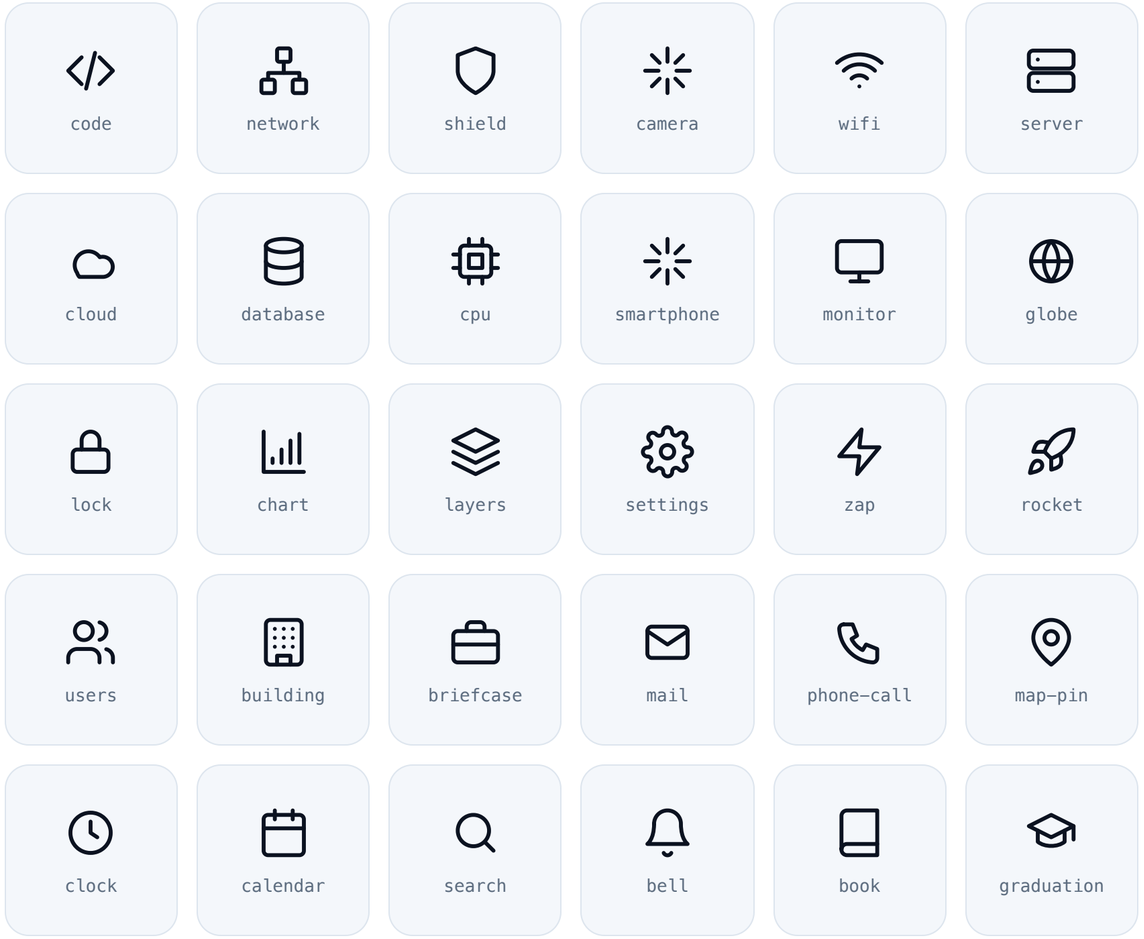
24 px grid, 2 px safe area

1.75 px stroke, round

Ink / Blue on light, **white** on dark

Flat chips: white icon on a spectrum colour

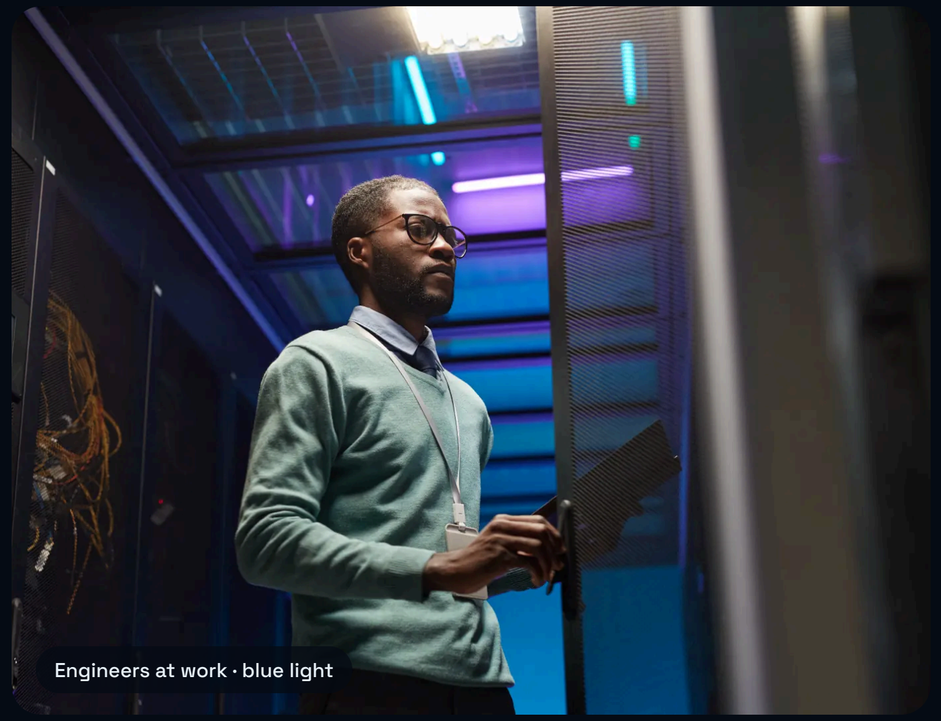




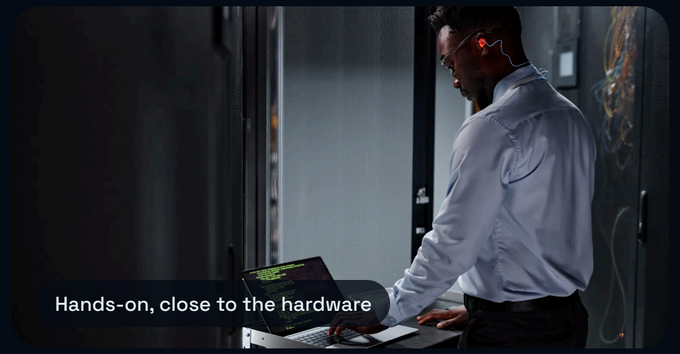
06.3 GRAPHIC LANGUAGE

Photography

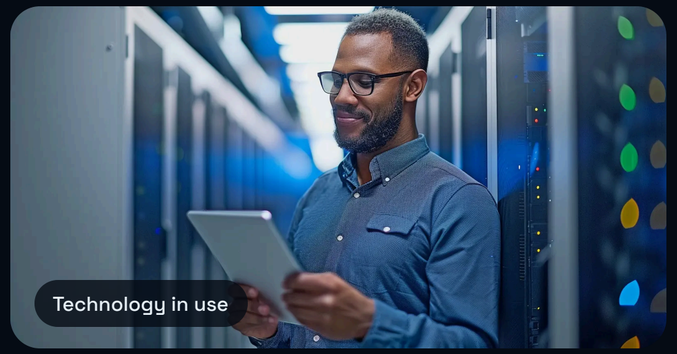
Real people, real places, real work. Cool, clean light with a hint of Extrion Blue. Show technology being used, not technology for its own sake.



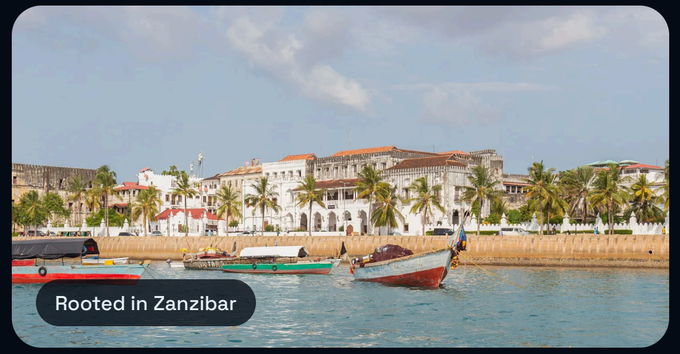
Engineers at work · blue light



Hands-on, close to the hardware



Technology in use



Rooted in Zanzibar



Treatment: Deep Space gradient + white Circle

✓ Natural light, cool tones, sharp focus

✓ Gradient overlay Deep Space → transparent for text

✗ No staged stock clichés, heavy filters or fake screens

07 3D & ICON

The Extrion Circle in 3D

For screens, motion, events and signage, the Circle can be built in depth: each orbit sits on its own layer, stepping back from the core.

- ✓ Layer depth from the core outwards; keep the colours true.
- ✓ Soft studio light, glossy finish, on Deep Space or Cloud.
- ✓ Use for heroes, intros, signage and merchandise, never in place of the flat logo in documents.
- ✗ No chrome, gold or neon recolours.



On Cloud



07.1 3D & ICON

App icon, favicon & avatar

The Extrion Circle alone, centred, filling 72% of a rounded square. The square is Deep Space, white or Extrion Blue.









128px



64px



48px



32px



16px



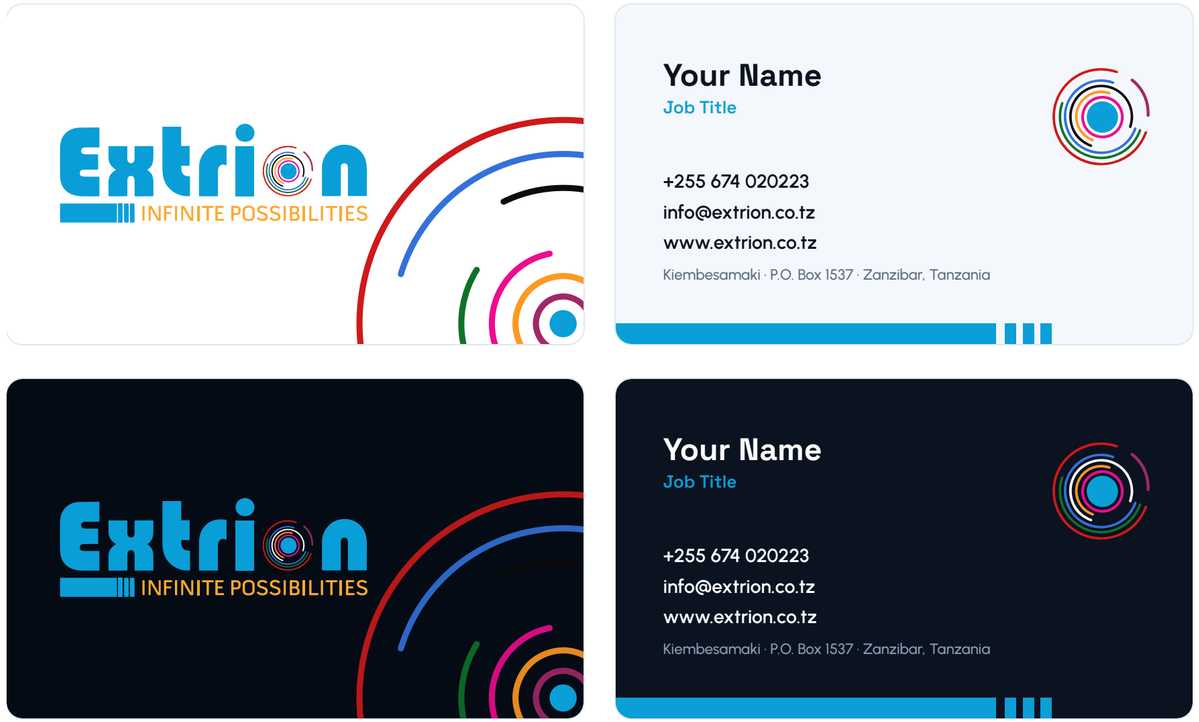


Social avatar: circular crop, Circle at 70%

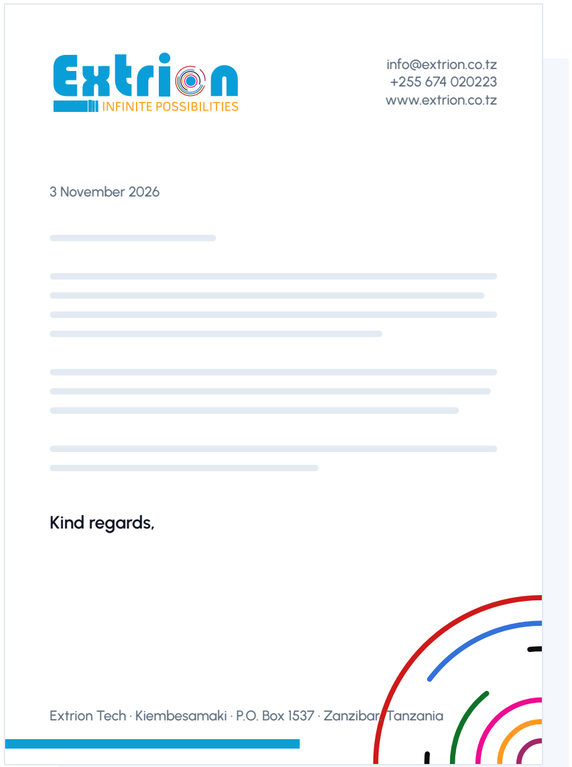
08 APPLICATIONS

Stationery

Business cards and A4 letterhead. White is the default; dark cards are for events.



Business cards · 85 × 55 mm · front and back, white and dark

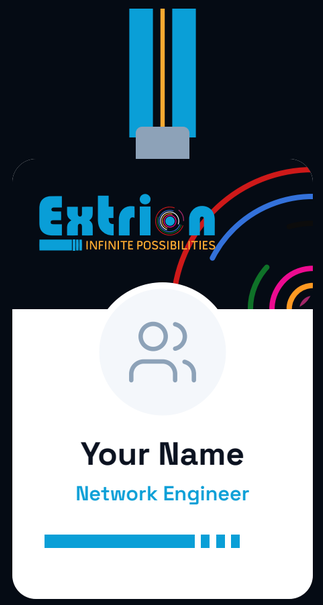


A4 letterhead

08.1 APPLICATIONS

Everyday stationery

Keep everyday items simple: logo, one pattern, real contact details.



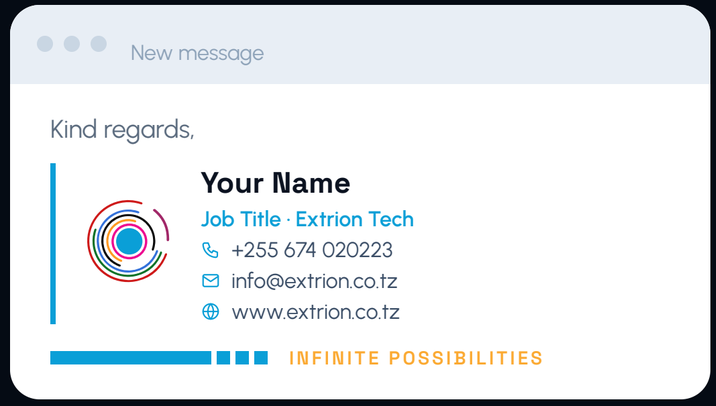
Staff ID badge · CR80 card + lanyard



A5 notebook · Extrion Blue cover



DL envelope · Deep Space with orbit pattern



Email signature · HTML, 600 px max width

08.2 APPLICATIONS

Apparel

Team wear keeps the logo calm and lets the orbits do the talking. Navy (Ink) and white garments, Extrion Blue trims.



Team tee · Ink

Front: dark-version logo, chest 9 cm · Back: orbit graphic + tagline



Event tee · White

Front: Circle on left chest · Back: full logo + orbits at hem



Extrion uniform concept (existing artwork)



Cap · Circle front, blue button

08.3 APPLICATIONS

Merchandise & signage

Small objects, big recognition. On signage the 3D Circle can lead; on merchandise use the flat artwork.



Reception wall sign: 3D Circle + wordmark on Deep Space panel, backlit



Mug · Ink



Tote · natural canvas



Laptop sticker · 60 mm

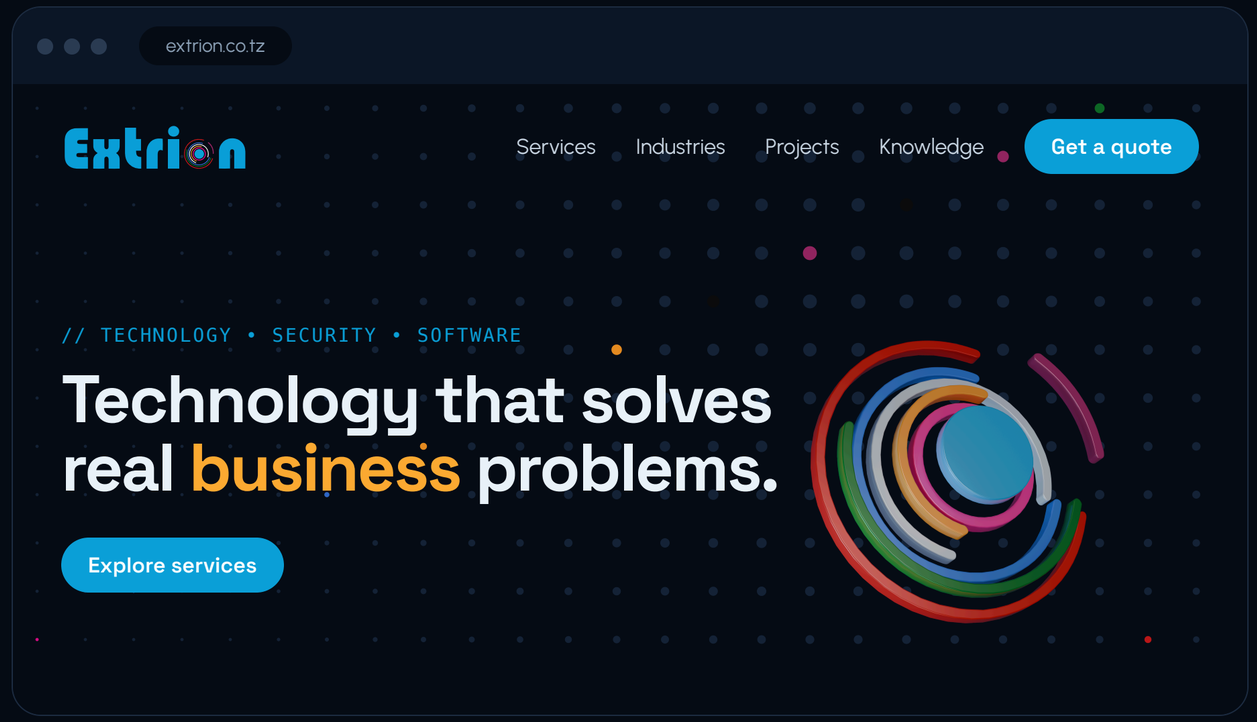


Water bottle · white

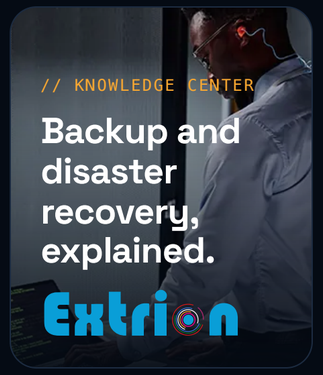
08.4 APPLICATIONS

Digital

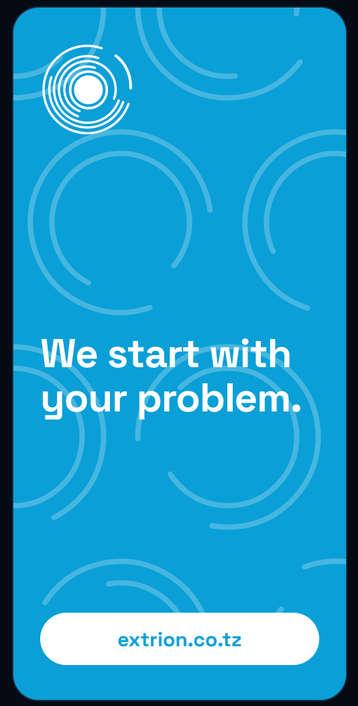
Website, social media and email all speak the same language: Deep Space or Extrion Blue, one pattern, one clear message, the wordmark small and consistent.











09 USAGE & VOICE

Where to use what

A quick reference for the most common Extrion applications.

APPLICATION	LOGO VERSION	BACKGROUND	NOTE
Website header & footer	Full logo / wordmark	Dark or light theme	Wordmark under 160 px wide
Favicon, app icon, social avatar	Extrion Circle	Deep Space, white or blue square	Circle at 70–72%
Business cards, letterhead	Full colour	White paper	Dark card for events
Invoices, quotations, reports	Full colour or Ink	White	Ink for one-colour print
Social posts & stories	Wordmark + Circle	Deep Space / Blue / photo	Logo bottom-left, small
Email signature & newsletters	Circle + text	White	HTML, 600 px max
Apparel & uniforms	Dark logo / Circle	Ink, white garments	Embroidery: no thin orbit under 1 mm
Vehicles & signage	Full logo, 3D Circle	Deep Space panel or white	Check contrast at distance
Merchandise	Circle or full logo	Ink, white, natural	Print from vector only
Partner & co-branding	Full colour	Neutral	Equal height, divider line, x spacing

09.1 USAGE & VOICE

Tone of voice

How Extrion sounds in writing, on the website, on social media and in proposals.

Clear

Plain words, short sentences. Explain the technology, never hide behind it.

- ✓ We set up the network so every room has strong Wi-Fi.
- ✗ We leverage synergistic connectivity paradigms.

Practical

Start with the problem and the result. Features come second.

- ✓ Your team can see the cameras from their phones.
- ✗ Next-gen AI-powered surveillance ecosystem!

Confident

Calm and certain. No hype, no exaggerated claims.

- ✓ We design for stability and support what we build.
- ✗ The #1 most revolutionary IT company ever.

Local

Respect the place we work: Zanzibar realities, people and culture.

- ✓ Built for Zanzibar's power and connectivity conditions.
- ✗ One-size-fits-all global solutions.

Writing basics

British English: organisation, colour

"Extrion Tech" on first mention, then "Extrion"

Sentence case for headings

Phone: +255 674 020223

Time: 08:00 – 17:00 EAT

Extrion

INFINITE POSSIBILITIES

info@extrion.co.tz

+255 674 020223 · +255 654 120308

Kiembesamaki · P.O. Box 1537 · Zanzibar, Tanzania

www.extrion.co.tz

Questions about the brand, or need artwork? Ask the Extrion team before you print.