

X-LASER

REBRAND IDENTITY STUDY
2025

ELATION

At a Glance

This rebrand study defines how X-Laser USA shows up—visually and verbally—ensuring consistency across every touchpoint.



X-Laser USA

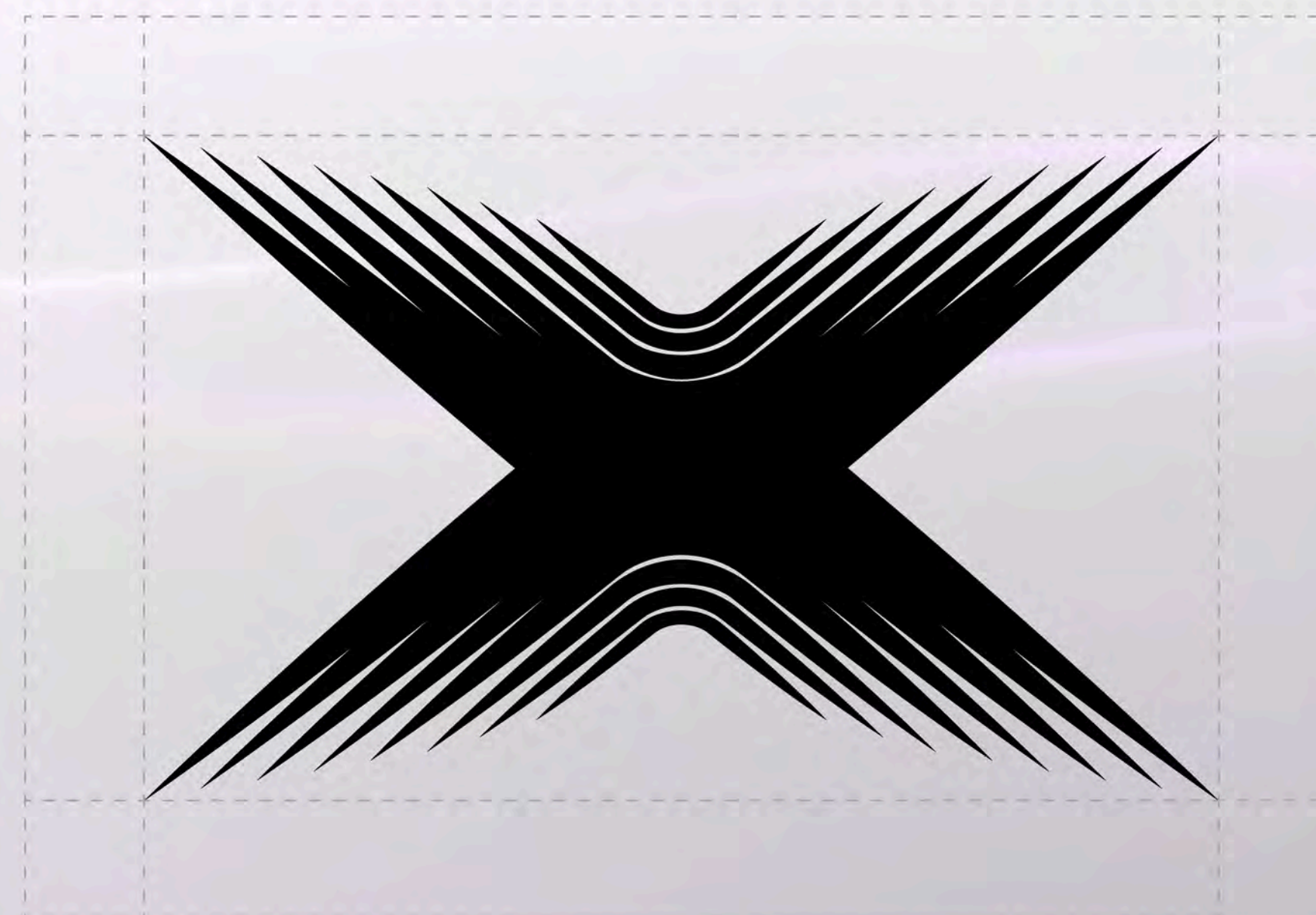
X-Laser USA is industrial strength, limitless creativity, and uncompromising safety. This study is the launchpad for the full brand guidelines that will shape how the world experiences X-Laser USA.

Icon Anatomy (Primary)

Layered lines embody the energy and motion of lasers.

Mixing curves and straight edges to convey both complexity and precision, reflecting the multidimensional experiences lasers create.

The bold structure of the icon reinforces strength and credibility.

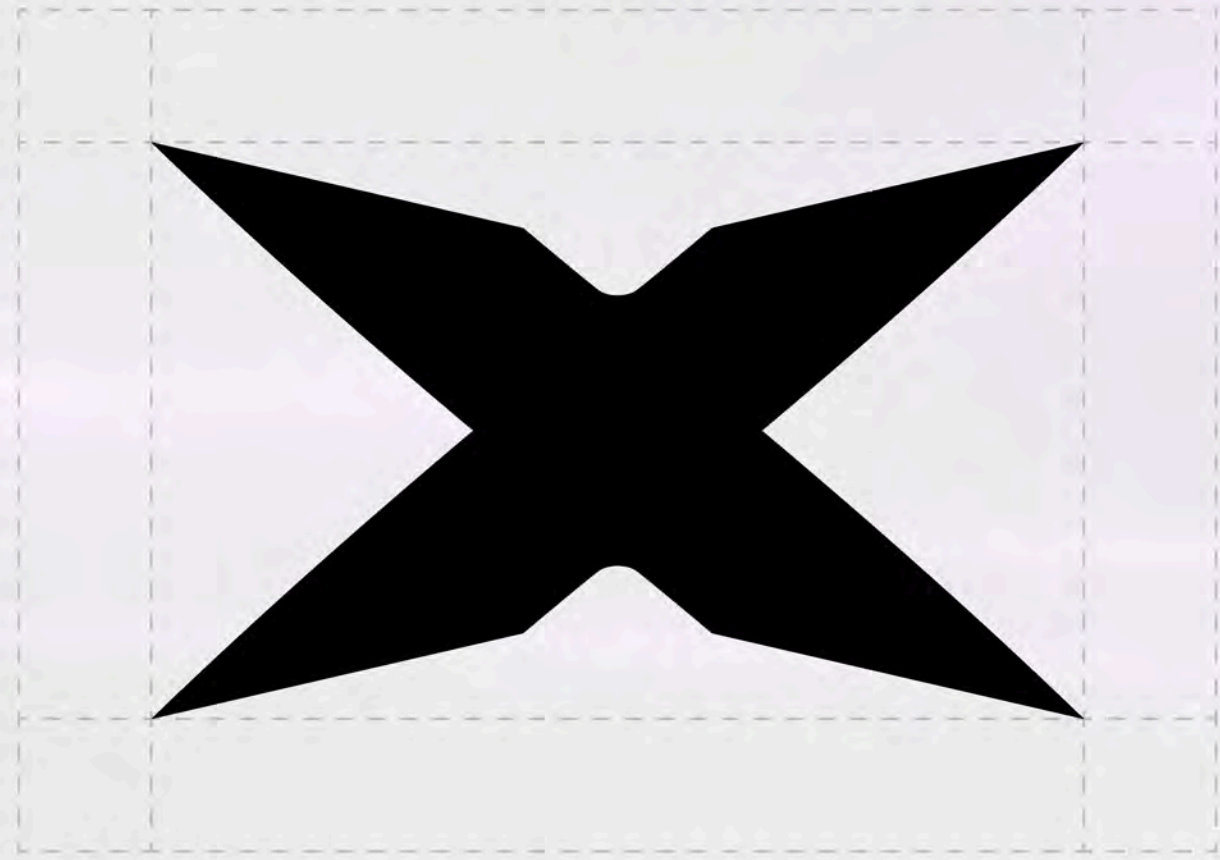




X-Laser Lockup (Primary)

Typography is progressive, edgy and sophisticated capturing the laser tech forward identity. Unmistakable and impactful impression.

Secondary Icon + Lockup



Type System

Typography is the visual voice of the brand—it shapes tone, personality and clarity. It's the system that establishes flexibility, edgy sophistication and X-Laser's tech forward identity.

Diagramm

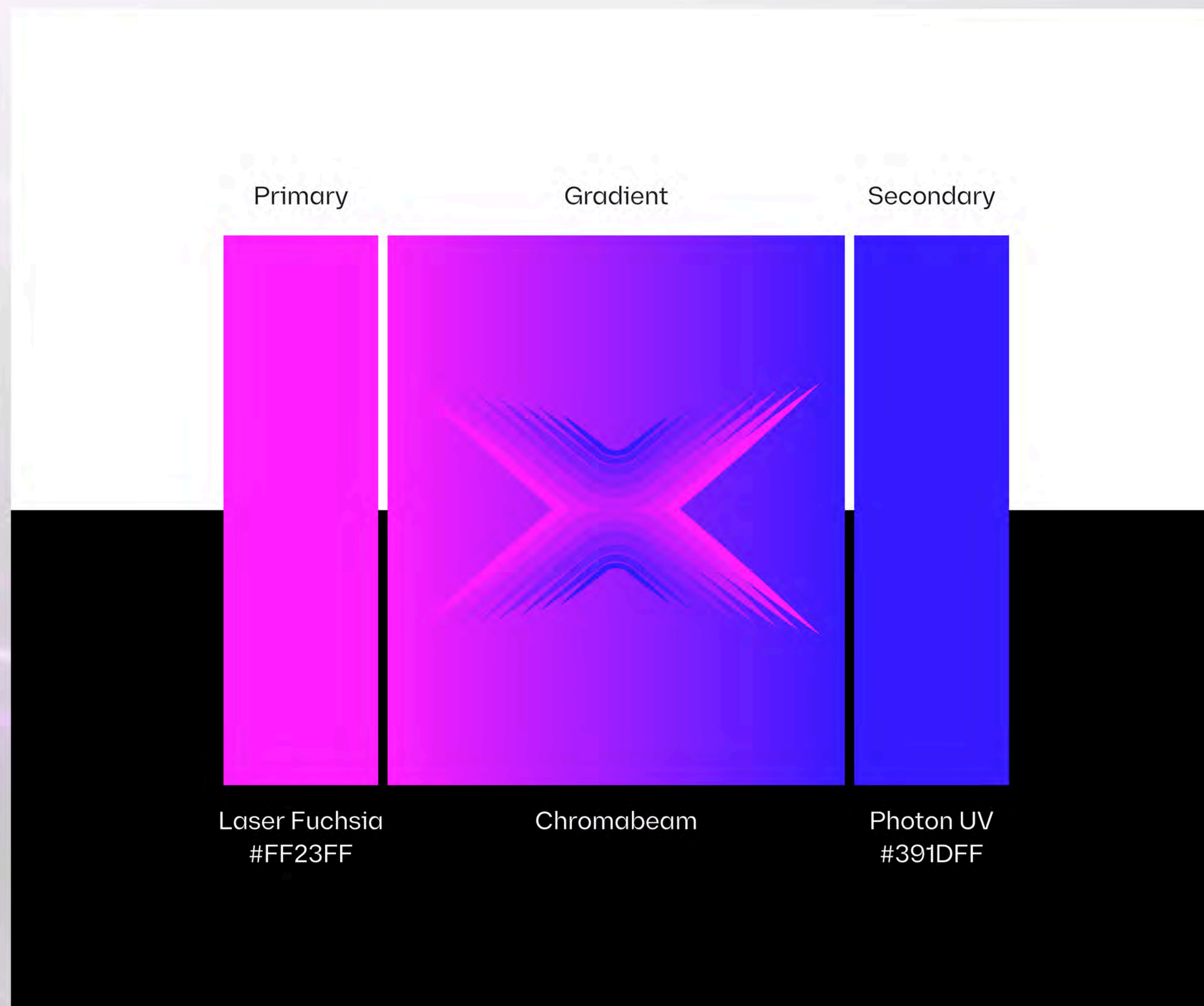
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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CHANGELING NEO

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Power of Color

This vivid magenta/purple evokes energy, creativity, and future-forward innovation — a color that doesn't just stand out, it electrifies.



Wordmark + Icon Colorization

Horizontal

Laser Fuchsia

Chromabeam

Photon UV



Vertical



Icon



Communication Style

**Our style is precise and trustworthy,
blending technical confidence with
creative inspiration—reinforcing
reliability, support, and safety.**

Visual Impact

Imagery should be dynamic—showcasing event energy and technological precision through bold contrasts and clean design that reflect reliability and creativity.



Slogan System

Slogan should be simple and memorable—uniting creativity, precision and reliability, to inspire trust and excitement.

“X Marks ____” Concept

X Marks Innovation

Advanced optics, precision engineering ...

X Marks Power

High-powered laser effects...

X Marks Inspiration

Limitless design freedom...

X Marks Durability

Industrial strength design...

X Marks Safety

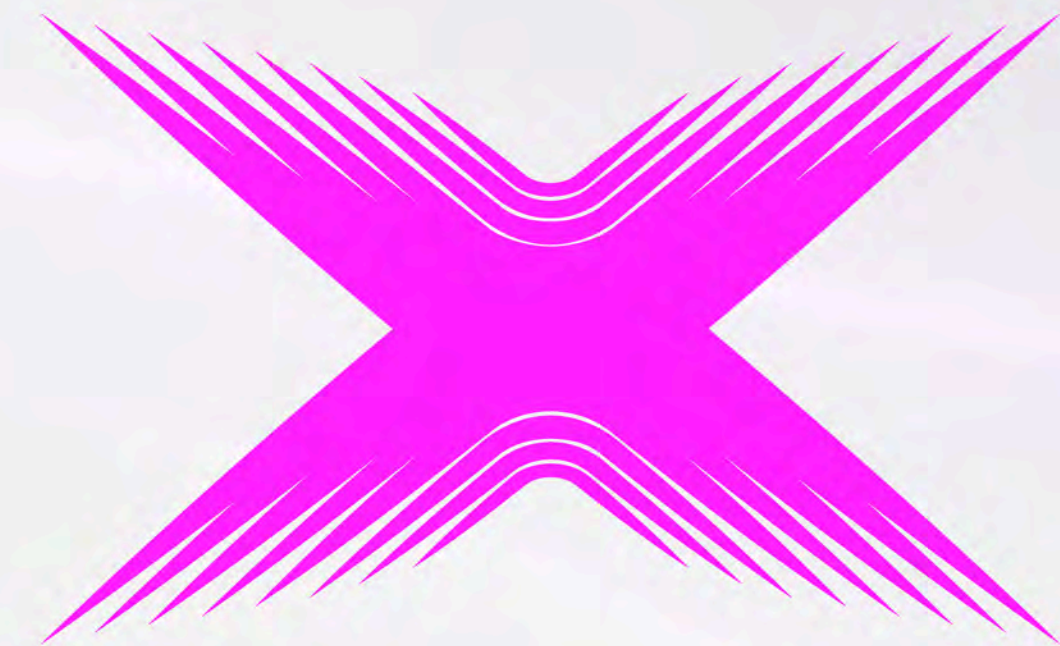
FDA-varianced safety systems...

“Unleash the Power”

“Ignite the Night”



X-LASER
Unleash the Power



X-LASER
X Marks Innovation