

axence®

Corporate Identity Manual  
of AXENCE

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Minimum clear  
space



# Colors of basic version (full color)

The diagram illustrates the color specifications for the 'axence' logo. It includes color swatches for blue and orange, along with their corresponding CMYK and Pantone values. The 'axence' logo is shown in the center, with lines connecting the color swatches to the corresponding letters in the logo.

Color	CMYK	Pantone	RGB
Blue (Top)	C: 100 M: 35 Y: 0 K: 0	PANTONE PROCESS BLUE	R: 0 G: 125 B: 195
Blue (Bottom)	C: 100 M: 35 Y: 0 K: 60	PANTONE 2955	R: 20 G: 50 B: 80
Orange (Top)	C: 0 M: 27 Y: 100 K: 0	PANTONE 7409	R: 250 G: 190 B: 0
Orange (Bottom)	C: 0 M: 69 Y: 100 K: 0	PANTONE 158	R: 230 G: 100 B: 35

# Colors of basic version (full color)

30%  
angle 90°

C: 0  
M: 0  
Y: 0  
K: 0

PANTONE COOL GRAY 1

R: 211  
G: 211  
B: 211

25%  
angle 45°

C: 0  
M: 0  
Y: 0  
K: 50

PANTONE COOL GRAY 4

R: 169  
G: 169  
B: 169

C: 0  
M: 0  
Y: 0  
K: 0

50%  
angle 90°

50%  
angle 90°

C: 0  
M: 27  
Y: 100  
K: 0

PANTONE 7409

R: 250  
G: 190  
B: 0

C: 0  
M: 69  
Y: 100  
K: 0

PANTONE 158

R: 230  
G: 100  
B: 35

# Colors of basic version (full color)

50%  
angle 90°

C: 0  
M: 0  
Y: 0  
K: 30

PANTONE COOL GRAY 1

R: 211  
G: 211  
B: 211

C: 0  
M: 0  
Y: 0  
K: 50

PANTONE COOL GRAY 4

R: 169  
G: 169  
B: 169

25%  
angle 45°

C: 0  
M: 0  
Y: 0  
K: 70

PANTONE COOL GRAY 7

R: 128  
G: 128  
B: 128

C: 0  
M: 0  
Y: 0  
K: 30

PANTONE COOL GRAY 1

R: 211  
G: 211  
B: 211

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40%  
angle 45°

C: 0  
M: 0  
Y: 0  
K: 50

PANTONE COOL GRAY 4

R: 169  
G: 169  
B: 169

40%  
angle 45°

C: 0  
M: 0  
Y: 0  
K: 70

PANTONE COOL GRAY 7

R: 128  
G: 128  
B: 128

Colors of simplified version (full color)



C: 0  
M: 60  
Y: 87  
K: 0

PANTONE 158

R: 240  
G: 115  
B: 40



C: 100  
M: 35  
Y: 0  
K: 60

PANTONE 2955

R: 20  
G: 50  
B: 80



Colors of simplified version (full color)



C: 0  
M: 0  
Y: 0  
K: 40

PANTONE  
COOL GRAY 2

R: 192  
G: 192  
B: 192

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C: 0  
M: 0  
Y: 0  
K: 70

PANTONE  
COOL GRAY 7

R: 128  
G: 128  
B: 128

# Apply background



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C: 100  
M: 35  
Y: 0  
K: 60

PANTONE 2955

R: 20  
G: 50  
B: 80

WHEN USING THE LOGO  
(IN ALL VARIANTS: BASIC, SIMPLIFIED AND THEIR COLOR VERSIONS) ON A COLORED, UNIFORM  
BACKGROUND OTHER THAN WHITE AND NAVY BLUE  
OR ON ANY MULTI-COLORED (EG PHOTOS)  
USE A BACKGROUND OF SIZE OF THE PROTECTIVE FIELD

Unauthorized modifications  
to the logo in all versions  
and variants



COLOR CHANGE



SHAPE MODIFICATIONS



USE A DIFFERENT BACKGROUND  
THAN ALLOWED



SCALING WITHOUT PRESER-  
VING PROPORTION



LOGO PLACED ON A SMALLER  
PROTECTIVE FIELD THAN  
RECOMMENDED

# Size scaling

THE OPTIMAL LOGO HEIGHT FOR PRINTING IS **8 mm**, MINIMUM **3mm**

H: 8mm



H: 3mm



H: 8mm



H: 3mm



## Used typography

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Roboto Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**