

axence®

BRAND BOOK

LOGO / CLEAR SPACE

CLEAR SPACE

The clear space is equal to half the height of the Icon (marked as x in the diagram).



LOGO COLOR OPTIONS



C: 99 R: 20
M: 77 G: 50
Y: 41 B: 80
K: 39

PANTONE 2955



C: 0 R: 238
M: 65 G: 115
Y: 88 B: 43
K: 0

PANTONE 158 C



REVERSE LOGO



C: 99 R: 20
M: 77 G: 50
Y: 41 B: 80
K: 39

PANTONE 2955



C: 0 R: 238
M: 65 G: 115
Y: 88 B: 43
K: 0

PANTONE 158 C



LOGO COLOR OPTIONS



C: 0 R: 192
M: 0 G: 192
Y: 0 B: 192
K: 40

PANTONE COOL GRAY2



C: 0 R: 128
M: 0 G: 128
Y: 0 B: 128
K: 70

PANTONE COOL GRAY2

axence®

LOGO MISUSE

COLOR

Don't use off-brand colors.
Reference the Color Options section.

MODIFICATIONS

No attempt should be made to alter
the logo in any way.

PROPORTIONS

Do keep the logo proportional.

~~axence®~~

~~axence®~~

~~axence®~~

~~axence®~~

~~axence®~~

~~axence®~~

PHOTO BACKGROUND

COLOR

When placing the logo on a photo or a colored background, a uniform-color background of the size of the clear space should be used.



C: 99
M: 77
Y: 41
K: 39

R: 20
G: 50
B: 80



LOGO SIZING

SIZING

The minimum sizing for the logo is 3mm.
The optimal sizing for the logo for printing is 8mm.

H: 8mm

The logo 'axence' is displayed in a large, bold font. The 'x' is orange and the rest of the letters are dark blue. A registered trademark symbol (®) is located at the top right of the 'e'.The logo 'axence' is displayed in a medium-sized font. The 'x' is orange and the rest of the letters are dark blue. A registered trademark symbol (®) is located at the top right of the 'e'.The logo 'axence' is displayed in a medium-sized font. The 'x' is orange and the rest of the letters are dark blue. A registered trademark symbol (®) is located at the top right of the 'e'.The logo 'axence' is displayed in a medium-sized font. The 'x' is orange and the rest of the letters are dark blue. A registered trademark symbol (®) is located at the top right of the 'e'.The logo 'axence' is displayed in a medium-sized font. The 'x' is orange and the rest of the letters are dark blue. A registered trademark symbol (®) is located at the top right of the 'e'.

H: 3mm

The logo 'axence' is displayed in a small font. The 'x' is orange and the rest of the letters are dark blue. A registered trademark symbol (®) is located at the top right of the 'e'.

NVISION LOGO



C: 99 R: 20
M: 77 G: 50
Y: 41 B: 80
K: 39

PANTONE 2955



C: 0 R: 238
M: 65 G: 115
Y: 88 B: 43
K: 0

PANTONE 158 C



TYPOGRAPHY

Open Sans
Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Open Sans
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Open Sans
Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

STOCK PHOTOS



RECOMMENDED STOCK PHOTOS

When using stock photos, it is recommended to use photos that are neutral in color - displaying people, teamwork in natural, unforced compositions.

STOCK PHOTOS



NOT RECOMMENDED STOCK PHOTOS

When using stock photos, avoid using photos that display artificial situations and contain unrealistic compositions.

COLORS

nVision module wheel



#EE732B #DB5B1B #143250 #285BA5

nVision console



#4190ED #73C0FF #E5E5E5 #F3F3F3

nVision
(dark mode)



#3D62F9 #212226 #17181C #869FBF #C6D0DC

Gray scale

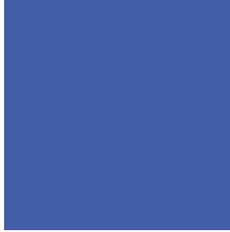
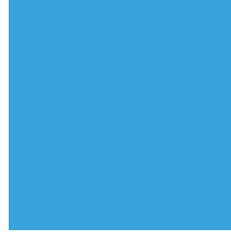
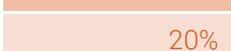
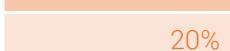
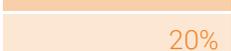
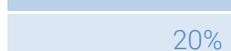


#C6D0DC #E8EFF9

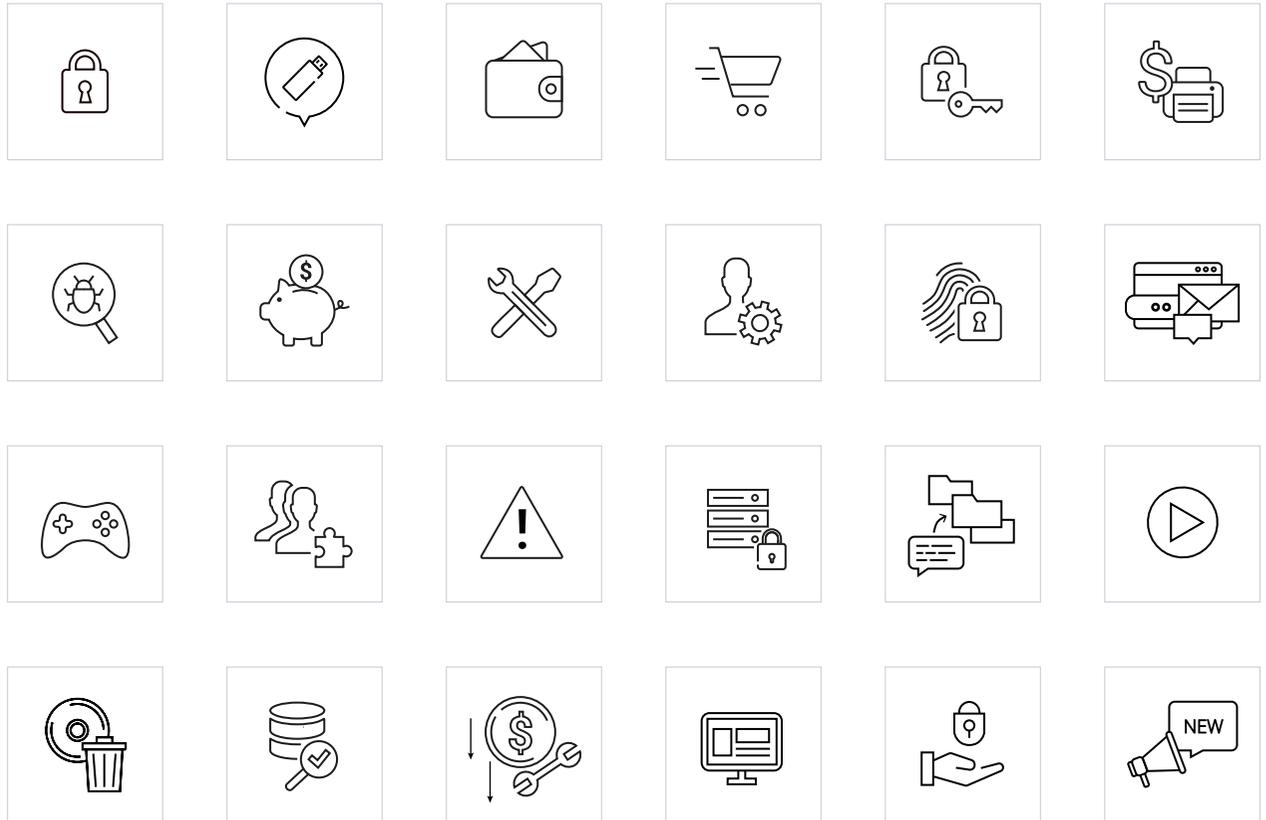
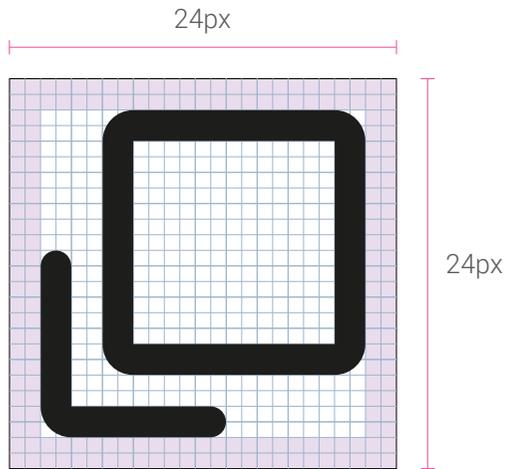


#869FBF #E8EFF9

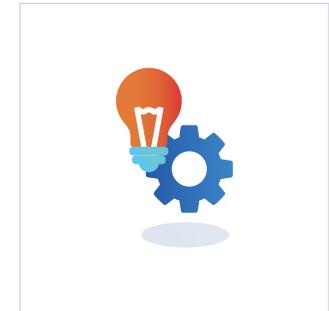
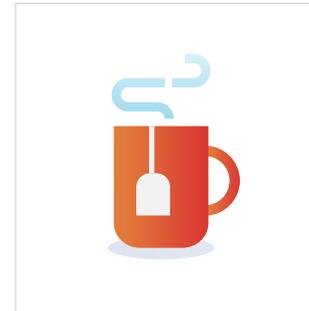
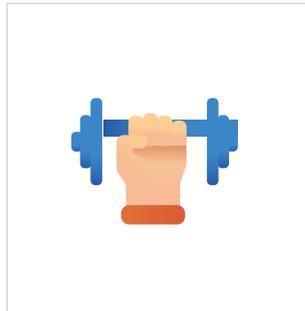
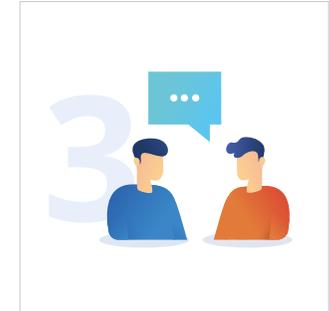
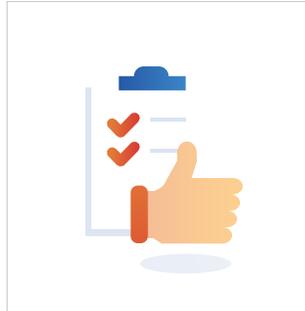
COLORS

							
							
							
							
							
CMYK	C 9 M 74 Y 97 K 1	C 0 M 65 Y 88 K 0	C 0 M 56 Y 89 K 0	C 82 M 64 Y 0 K 0	C 71 M 39 Y 0 K 0	C 71 M 19 Y 0 K 0	C 99 M 77 Y 41 K 39
RGB	R 219 G 91 B 27	R 238 G 115 B 43	R 250 G 136 B 33	R 61 G 98 B 249	R 65 G 144 B 237	R 3 G 169 B 244	R 20 G 50 B 80
#	H DB5B1B	H EE732B	H FA8821	H 3D62F9	H 4190ED	H 03A9F4	H 153350

ICONS



ILLUSTRATIONS



#d93533

#e17a38



#1658b7

#0f8eed



#55c9f4

#4de1e8



#f5bb96

#ffc88f



#7ebb42

#0083aa

SUPPLEMENTARY ELEMENTS

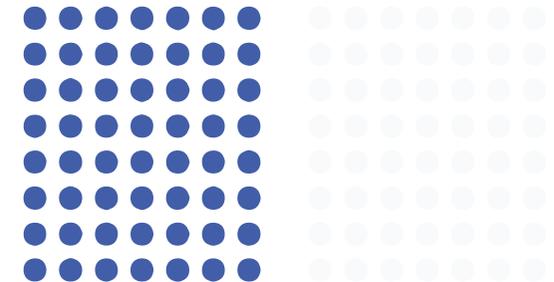
ORIGAMI

Recommended use in Axence nVision product communication. In white and blue versions.



DOT COMPOSITION

Recommended use in Axence company-wide communications as a background element.



PRINT

PRINTED MATERIALS

In the case of printed materials such as brochures, business cards, calendars, etc., it is recommended to use an enhanced navy blue color.



C: 100 R: 18
M: 80 G: 41
Y: 40 B: 69
K: 50

PANTONE 2767C
HEX: #122945



Axence Sp. z o. o. Sp. j.
30-527 Kraków, ul. Na Zjeździe 11
NIP 675-139-95-89
axence.net

Jan Kowalski
Key Account Manager

✉ jan.kowalski@axence.net
☎ +48 232 312 736
☎ +48 23 657 23 34

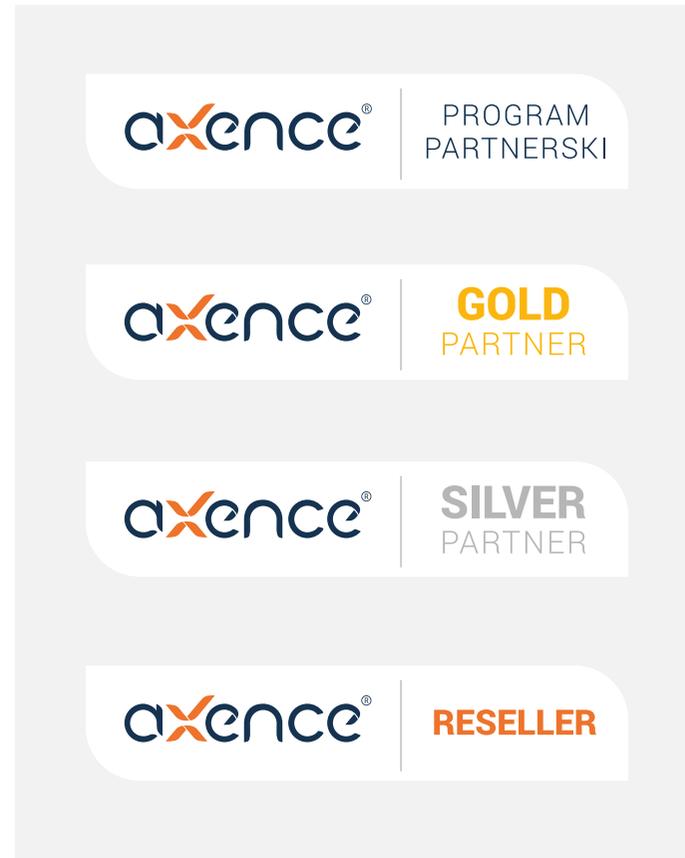
PARTNER PROGRAM

Primary logotype



Logo on light background. (The border of the uniform-color background must be clearly noticeable).

Logotype on dark background



Logotype on dark background. (The border of the uniform-color background must be clearly noticeable).

PARTNER PROGRAM

CLEAR SPACE, PROPORTIONS, MINIMUM SIZING

The clear space around the logo is required.



Do keep the logo proportional.



No attempt should be made to alter the logo in any way.



Minimum sizing for the logo

PARTNER PROGRAM

BACKGROUND MISUSE

Unacceptable usage of the logotype
(too little contrast between the logo and the background - the border of the uniform-color background is not clearly noticeable).



Incomplete logotype (no uniform-color background was applied).

