Axia Graphic Standards

Please use .eps (vector) logo at all times when possible.
Do NOT alter this logo without permission.
File formats (gif/eps/tif/pdf/jpeg) available upon request.

Logo
While the logo itself is in all lowercase, the company name should ALWAYS be written in letter case as "Axia."

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Brand Colors
Print the logo in PMS Spot (or) CMYK.

PANTONE PMS SPOT COLORS – COATED
- Pantone 541
- Pantone 300
- Pantone 151

CMYK FOUR-COLOR PROCESS
- C 100 M 47 Y 0 K 55
- C 63 M 31 Y 0 K 0
- C 0 M 53 Y 100 K 0

RGB Color Build
- R 0 G 62 B 116 — #003E74
- R 91 G 152 B 215 — #5D98D1
- R 255 G 121 B 0 — #FF7900

Logo Iterations
Different color versions based on background and limited color palette.

Black Logo: Use **ONLY** when a limited color palette is called for.

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Standalone icon: Use **ONLY** as a design element, not a logo.

White Logo: Use **ONLY** when a dark background is called for.

Pantone BLACK
C 0 M 0 Y 0 K 100

Fonts
Roboto can be used for headlines and body copy throughout Axia designs.

Museo Slab 500
Mr Eaves San OT Heavy
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Mr Eaves San OT Regular Italic
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