

# Axia Graphic Standards

Please use .eps (vector) logo at all times when possible.  
This logo is NOT to be altered without permission.  
File formats (gif/eps/tif/pdf/jpeg) available upon request.

## Logo

Do not attempt to recreate the logo by scanning, typesetting or redrawing. Always use electronic artwork files.  
While the logo itself is in all caps, the company name should **ALWAYS** be written in letter case as "Axia".

**Gradient:** Pantone 300C to White



**Lock-Up:** news, social, web lockup



**Gradient:** When all black logo



## Logo Iterations

Different color versions based on background.  
X from logo can be used as accent ONLY.

**Black Logo:** to be used ONLY when a limited color palette is called for



**Standalone X:** to be used ONLY as a design element, not a logo



**White Logo:** to be used ONLY when a dark background is called for



## Colors

Always print the LOGO in PMS Spot Color (or) a CMYK.

**PANTONE PMS SPOT COLORS**



PANTONE 300C

**CMYK FOUR-COLOR PROCESS**

C= 100 R= 0  
M= 42 G= 123  
Y= 0 B= 195  
K= 0



PANTONE Black 50%

C= 0 R= 0  
M= 0 G= 0  
Y= 0 B= 0  
K= 100

**ACCENT COLORS**



C= 63 R= 91  
M= 31 G= 152  
Y= 0 B= 215  
K= 0



C= 14 R= 213  
M= 58 G= 127  
Y= 78 B= 77  
K= 1

**ONE COLOR (BLACK)**



PANTONE Black

C= 0 R= 0  
M= 0 G= 0  
Y= 0 B= 0  
K= 100

## Fonts

Aa Bb Cc Dd  
Roboto Light  
Body Copy

Aa Bb Cc Dd  
Roboto Light  
Headlines

Logo Font: Trajan

