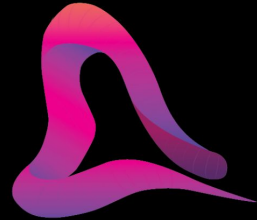


Brand  
Guideline

AXIS NEWGEN

# Meet our logo

Logo represent our approach as organic as the earthward movement. It reflect our vision to fertile brands and those who connect with us.

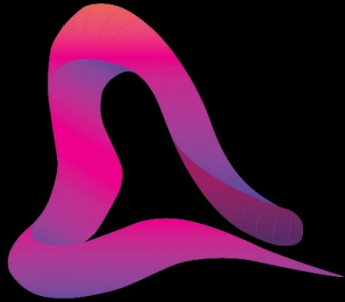


AXIS NEWGEN

We enhance brands' USPs with our organic presence and systematic structural growth

# Colours

Our prime logo colours



Magenta  
#d61496ff

Black  
#000000ff



Black  
#000000ff

White  
#ffffff

# Colours

Secondary logo colour palette



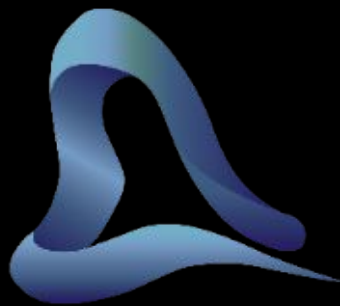
Supernova  
#ffc501

Black  
#000000ff



Aquamarine  
#66fcf1

Black  
#000000ff



Hippie Blue  
#46a29f

Black  
#000000ff



Ebony Clay  
#212733

Black  
#000000ff



Alto  
#d9d9d9

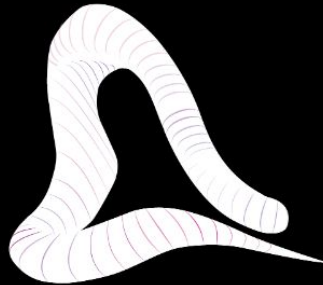
Black  
#000000ff

# Logo usage

Icons show our identity



This is the primary logo and it will be used on digital platform



This logo will replace the primary one for the readability



This logo will be used for printing and physical appearance

# Comfortaa is our Typography

Aa Dd

## HEADING\_01

Comfortaa  
Height -34px  
All Caps

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
WXYZ

## Tag line

Comfortaa  
Height - 21px  
All Normal

abcdefghijklmnopqr  
stuvwxyz

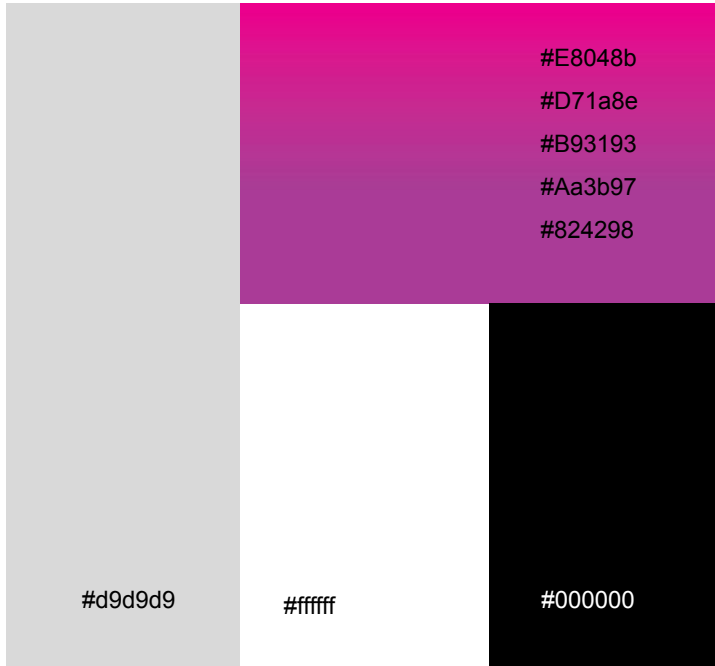
## Body Paragraph

Helvetica neue  
Height - 16px  
All Normal

abcdefghijklmn  
opqrstuvwxyz

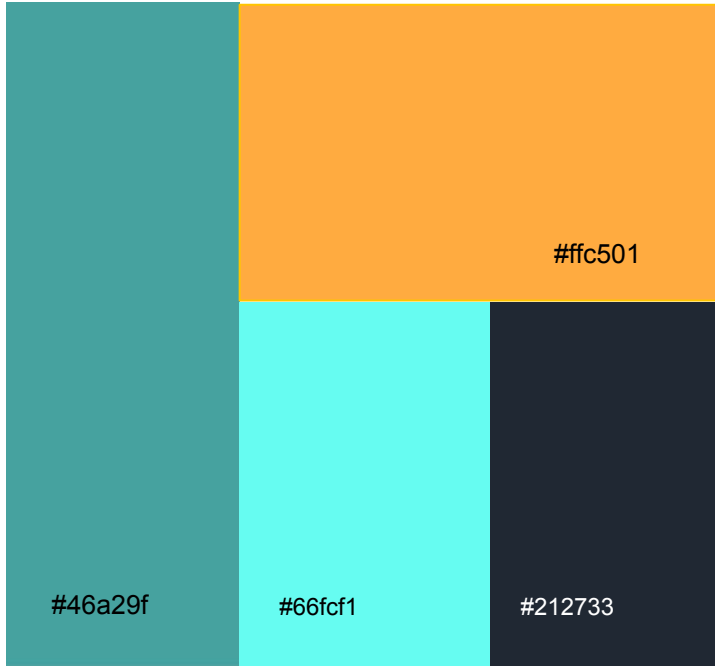
# Brand colours

## Primary



# Brand colours

Secondary





That's all about our  
logo...

