

Brand
Guideline

AXIS DESIGNERS

Meet our logo

Our logo represents two horizontal arches with an open gateway in between them. It also symbolises our passion for innovative design and strong bonding with our clients. The logo can be used as it is or in combination with the brand name as per the need.



An evolved version of Axis designers logo with bold lines and a creative approach which reflects its new identity.

Colours

Our prime logo colours



Magenta
#d61496ff

Black
#000000ff

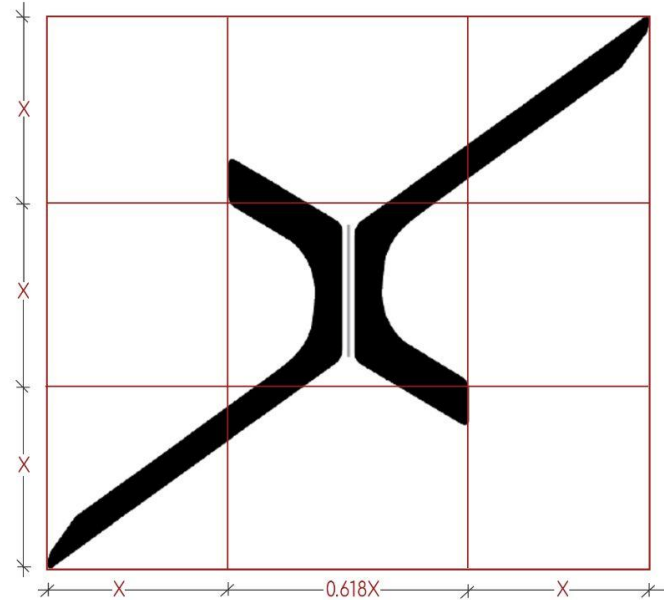
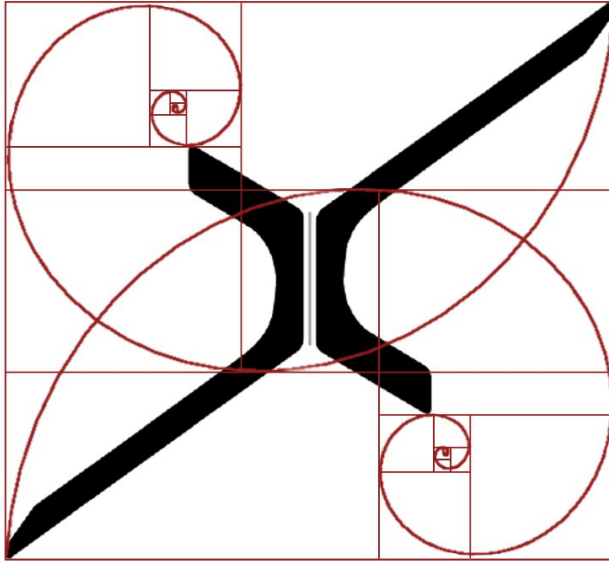


Black
#000000ff

White
#ffffff

Geometrical proportions

Visual appearance of our logo follows a organic pattern



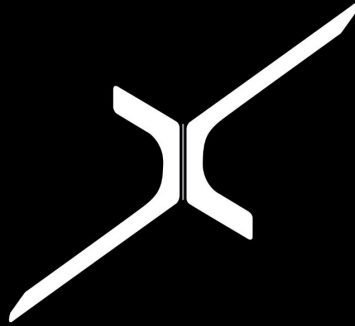
The invisible grid follows the golden mean ratio and each individual block has its own defined proportions.

Logo usage

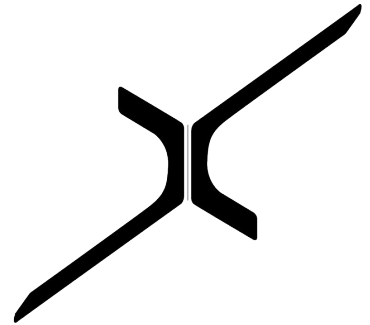
Icons show our identity



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

ABCDEFGHIJKL
MNOPQRSTUW
WXYZ

Tag line

Comfortaa
Height - 21px
All Normal

abcdefghijklmnopqr
stuvwxyz

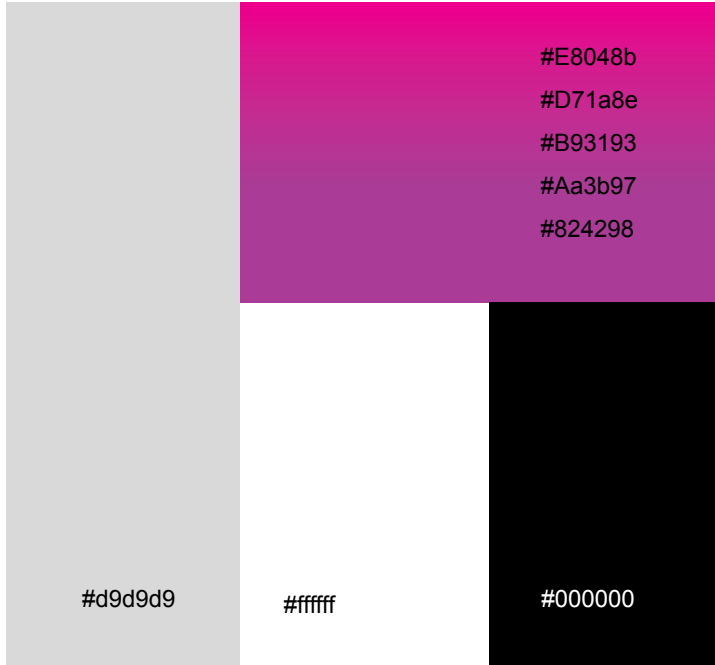
Body Paragraph

Helvetica neue
Height - 16px
All Normal

abcdefghijklmn
opqrstuvwxyz

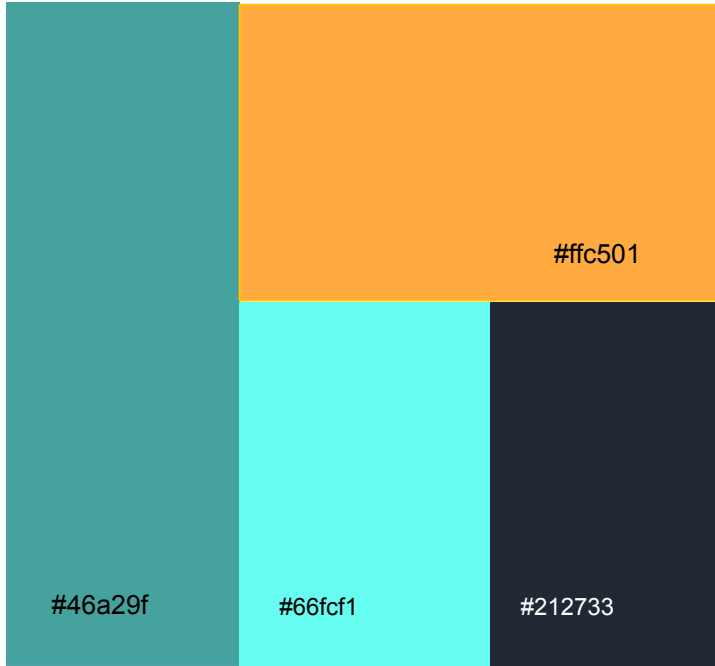
Brand colours

Primary



Brand colours

Secondary



That's all about our
logo...