



BRAND GUIDELINES

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00. INTRODUCTION

THIS CONSOLIDATED STYLE GUIDE CONTAINS EVERYTHING YOU NEED TO KNOW ABOUT HOW TO SHARE AND PROMOTE AXIA AS A BRAND TO BOTH YOUR FRIENDS AND THOSE INTERACTING WITH AXIA AROUND THE GLOBE. IT ALSO PROVIDES DESIGN SUPPORT TO OUR VALUED ADOPTER AND PARTNER NETWORK SO THEY CAN SUCCESSFULLY PROMOTE AND MARKET THEIR BRANDS IN CONJUNCTION WITH AXIA.

From colours and fonts, to how-tos, these brand guidelines serve as a compass for anyone trying to understand how to accurately convey elements of AXIA's look and feel to the world.

The perception of AXIA is heavily influenced by the way it is presented by its early adopters, brand partners and other advocates. Therefore, it is essential that the AXIA brand is delivered in a consistent way – from digital design assets to printed logos – the visual identity of AXIA is intended to remain recognizable across different applications and use cases.

The global AXIA community stands together in its goal of shifting the economic paradigm for the common good. In order to do so, a unified front must be presented by the whole of AXIA and its allies, regardless of size or status of the individual.

That means that the AXIA name, logos, primary colours and any other defining features must be in sync as they are shared across multiple platforms and networks.

This brand guide should serve as a how-to for these technical and creative aspects of AXIA and its underlying assets, but the way that the brand is conveyed from a creative and dynamic point of view will be up to those that are sharing and co-authoring the AXIA story.

01. AXIA LOGO

ANY BRAND IS ONLY AS POWERFUL AS ITS LOGO. THE AXIA LOGO WAS DERIVED FROM THE ANCIENT GREEK WORD αξία, MEANING “VALUE” AND “WORTH.”

That is why the AXIA logo is represented in capitalized form, as it is the strong and recognizable foundation by which AXIA seeks to deliver a new form of money and monetary system delivering true value and easily calculated worth to all participants in its connected ecosystem.

The colours, shapes and geometry that make up the “AXIA” logo are designed to form a consistent and instantly recognizable brand mark for the world to learn and know more about AXIA as a new monetary system and standard.

The AXIA logo should primarily be displayed in AXIA Blue, guaranteeing the best visual contrast with a white background.

The logo elements and their relationship to each other are not intended to be altered or modified in any way that deviates from the elements displayed here.



01. LOGO CLEAR SPACE

THE CLEAR SPACE (INDICATED BY THE SOLID LINE) IS THE MINIMUM AREA AROUND THE AXIA LOGO THAT MUST REMAIN CLEAR OF TYPOGRAPHY OR ANY OTHER GRAPHIC DEVICE

When placed on a photographic image, ensure that the AXIA Logo is placed on a clear background to help visibility. The formula for the clear space is shown here and applies to all sizes of the logo reproduction. It is calculated by using half (1/2) the height of the 'A' in AXIA and varies in direct proportion to the size at which the logo is reproduced.



X = VERTICAL HALF (1/2) OF "A" IN THE AXIA LOGO

01. LOGO MINIMUM SIZE

MINIMUM SIZE IS THE
SMALLEST SIZE YOU SHOULD
EVER USE THE LOGO

Choosing an appropriate size range
for the logotype allows for a correct
interpretation of the AXIA logo.

The size of the logo should be
adapted in order to keep the highest
possible quality.

Any size below the minimum will
compromise the logo and should
not be used.

Minimum recommended size
8.5% of it's original size or
no smaller than 12 mm

12 mm



100%



01. BLACK AND WHITE LOGOS

USE THE BLACK AND
WHITE LOGOS ONLY
WHEN APPROPRIATE

The white version of the AXIA logo is used in applications where the logo is reversed out of a coloured background or in place of the AXIA Blue logo if the legibility may be compromised.

The black version of the AXIA logo is only used in applications where full color is not available.

It can also be used in very exceptional cases for special applications such as embroidery or engraving.



01. WHAT TO AVOID

THERE ARE SEVERAL WAYS
IN WHICH THE AXIA LOGO
SHOULD NOT BE DISPLAYED

Never alter the AXIA logo or reproduce it in any way, shape or form. To maintain the integrity of AXIA logo and all its elements, avoid altering the logo in any of the ways displayed here.



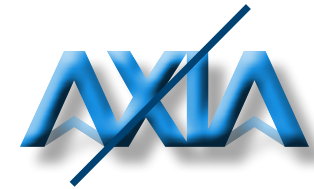
ONLY USE
AXIA MAIN COLORS



DO NOT DISTORT
THE LOGO



DO NOT CHANGE
THE ORIENTATION
OF THE LOGO



DO NOT ADD
SPECIAL EFFECTS
TO THE LOGO



DO NOT
CHANGE ANY ELEMENTS
OF THE LOGO



DO NOT USE
ANY TYPE SUBSTITUTION
IN PLACE OF THE LOGO



DO NOT USE LOWERCASE
OR CHANGE THE FONTS
OF THE LOGO

02. AXIA COLORS

BRAND COLOR PALETTE

Always use the color formulas shown here to ensure global color consistency.

PRIMARY PALETTE

**AXIA BLUE**

HEX: #178FE1
RGB: 23 / 143 / 225
CMYK: 91 / 30 / 0 / 0

**WHITE**

HEX: #FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0

**AXIA GRADIENT BLUE**

HEX: #178FE1
RGB: 23 / 143 / 225
CMYK: 91 / 30 / 0 / 0

HEX: #004373
RGB: 0 / 67 / 115
CMYK: 100 / 46 / 0 / 50

SECONDARY PALETTE

**AXIA MEDIUM BLUE**

HEX: #007CBD
RGB: 0 / 124 / 189
CMYK: 100 / 32 / 0 / 9

**BLACK**

HEX: #000000
RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100

**AXIA DEEP BLUE**

HEX: #004373
RGB: 0 / 67 / 115
CMYK: 100 / 46 / 0 / 50

02. BACKGROUNDS

IN CASE IT IS NECESSARY TO REPRODUCE THE AXIA LOGO ON COLOR BACKGROUNDS, USE THE AXIA BLUE VERSIONS WHEREVER POSSIBLE

It is important to note that these AXIA logo treatments should only be used in very specific, ad-hoc circumstances. Whenever possible, continue to use the AXIA Blue logo against a white background.



02. GRAYSCALE BACKGROUNDS

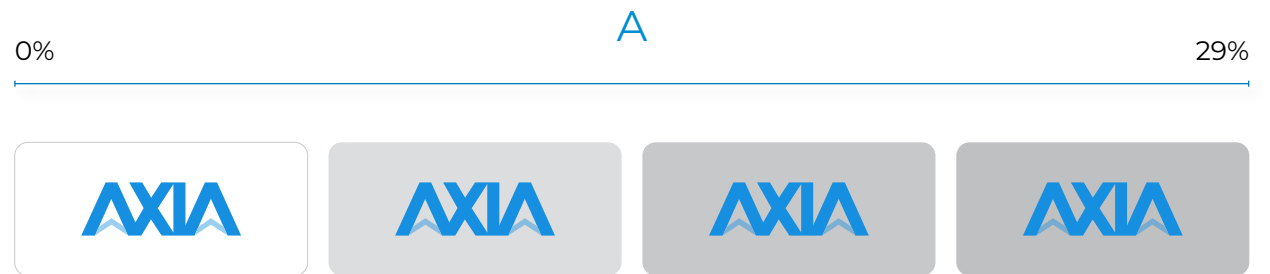
USE THE AXIA LOGO ON BACKGROUNDS THAT GUARANTEE OPTIMAL VISUAL CONTRAST AND READABILITY

Use either the blue or white version depending on the shade and saturation of the background.

A. For black values up to 30% use the blue version of the logo.

B. From 30% to 84% black use the white version.

C. For black values over 84% use the blue version.



03. TYPOGRAPHY

MONTSERRAT IS OUR PRIMARY TYPEFACE AND SHOULD BE USED FOR ALL WEB AND PRINT COMMUNICATIONS (TITLES, BODY TEXT, ETC)

Pair Montserrat with Open Sans in any weight.

Install Montserrat:

<https://fonts.google.com/specimen/Montserrat>

Install Open Sans:

<https://fonts.google.com/specimen/Open+Sans>

MONTSERRAT

Montserrat is our principal typeface in the weights shown.

Light	<i>Light Italic</i>	1234567890@#\$
Regular	<i>Italic</i>	1234567890@#\$
Medium	<i>Medium Italic</i>	1234567890@#\$
Bold	<i>Bold Italic</i>	1234567890@#\$
Black	<i>Black Italic</i>	1234567890@#\$

OPEN SANS

Open Sans is our secondary typeface in the weights shown.

Light	<i>Light Italic</i>	1234567890@#\$
Regular	<i>Italic</i>	1234567890@#\$
Semi Bold	<i>Semi Bold Italic</i>	1234567890@#\$
Bold	<i>Bold Italic</i>	1234567890@#\$
Bold	<i>Bold Italic</i>	1234567890@#\$

04. AXIA “A” GRAPHIC

THE ‘A’ GRAPHIC IS A SHORTHAND FOR THE AXIA LOGO AND IS THE BRIDGE BETWEEN THE AXIA PROJECT AND ITS INCORPORATED MONETARY REPRESENTATIONS

The A graphic used on its own is a confident way to brand selected items and communication materials.

The elements of the A graphic have been graphically set for optimal display and must never be altered or modified.

The A graphic should be displayed only in the colours referenced on this page.

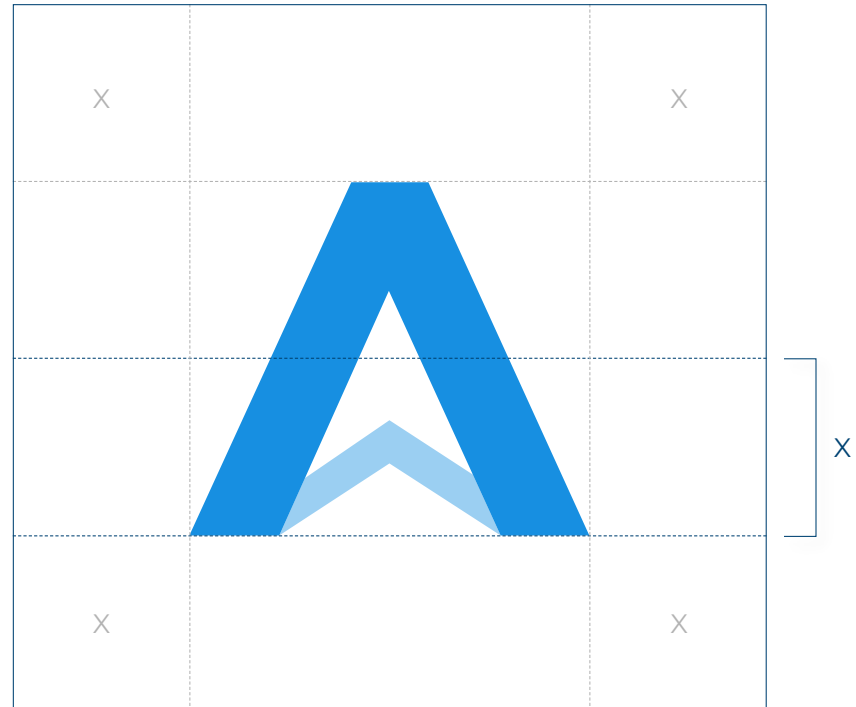
It should not be overused in designs, and should not be used as a pattern.



04. “A” GRAPHIC CLEAR SPACE

THE CLEAR SPACE (INDICATED BY THE SOLID LINE) IS THE MINIMUM AREA AROUND THE A GRAPHIC THAT MUST REMAIN CLEAR OF TYPOGRAPHY OR ANY OTHER GRAPHIC DEVICE

When placed on a photographic image, please ensure that the A graphic is placed on a clear background to help visibility. The formula for the clear space is shown here and applies to all sizes of the A graphic reproduction. It is calculated by using half (1/2) the height of the ‘A’ and varies in direct proportion to the size at which the A graphic is reproduced.



X = VERTICAL HALF (1/2) OF THE “A” GRAPHIC

04. “A” GRAPHIC MINIMUM SIZE

MINIMUM SIZE IS THE
SMALLEST SIZE YOU SHOULD
EVER USE THE A GRAPHIC

Any size below the minimum shown on
this page will compromise the A Graphic
and should not be used.

Minimum recommended size
9.45% of it's original size or
no smaller than 5 mm

5 mm



100%



05. AXIA COIN DECAL

THE AXIA COIN 'A' DECAL REPRESENTS AXIA IN MONETARY FORM

Wherever AXIA is represented as usable, accepted or tradeable digital money you will find the 'A' decal proudly displayed.

The AXIA 'A' decal graphic can be used to represent AXIA's monetary function. In situations where AXIA is specifically being represented as a currency, a digital form of money or a digital token, this graphic can be used.



05. AXIA COIN

THE AXIA GOLD AND SILVER COINS ARE TRUE TO LIFE REPRESENTATIONS OF AXIA AS A GLOBALLY RECOGNIZED CURRENCY

The AXIA Gold and Silver coins should be used in circumstances where AXIA's value as a currency needs to be brought to life. Where the 'A' coin decal serves as a representation of AXIA as a form of digital currency, the AXIA Gold and Silver coins bring this idea to life, displaying a form of currency that is an emblem of the tangible assets that support its real-world value and worth.



GOLD COIN



SILVER COIN



06. AXIA COIN ADOPTER

THE AXIA “ACCEPTED HERE” DECAL WILL BECOME THE GLOBALLY RECOGNIZABLE SYMBOL FOR PARTNERS, VENDORS AND GENERAL ADOPTERS, ILLUSTRATING THAT AXIA IS ACCEPTED AS A READILY AVAILABLE FORM OF PAYMENT

Thanks in large part to AXIA's global adopter network, this visual graphic will one day become the piece of creative that is most synonymous with AXIA as a currency, accepted on a global scale. It will act as a proud demonstration where individuals can spend their hard earned (or saved) AXIA. It can be displayed anywhere on-line or in brick and mortar stores where AXIA is accepted or available.

When displaying the AXIA Coin Adopter in a store environment, always ensure it's displayed in a prominent, visible location where legibility is not compromised.



06. AXIA COIN ADOPTER

THE AXIA COIN ADOPTER STICKER WILL BE VISIBLE WHEREVER ADOPTER OR PARTNER COMPANIES EXIST THAT ACCEPT AND ENCOURAGE PAYMENT IN AXIA FOR GOODS AND SERVICES

This sticker will indicate that AXIA is readily accepted and embraced as a form of payment and that the AXIA currency can be readily used inside or connected to that company's digital or physical payment infrastructure.

When displaying the AXIA Coin Adopter in a store environment, always ensure it's displayed in a prominent, visible location where legibility is not compromised.

In digital applications, it is recommended that the sticker should not be displayed smaller than 50 pixels in width.



06. AXIA PARTNERS

WHEN CO-BRANDING,
USE THE AXIA LOGO WITH
A BRIGHT BLUE KEYLINE
SEPARATING THE TWO LOGOS

Take care to be consistent with spacing
and proportions when integrating projects
with the AXIA identity.



PARTNER LOGO
ALIGN LEFT

AXIA



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