

Logo



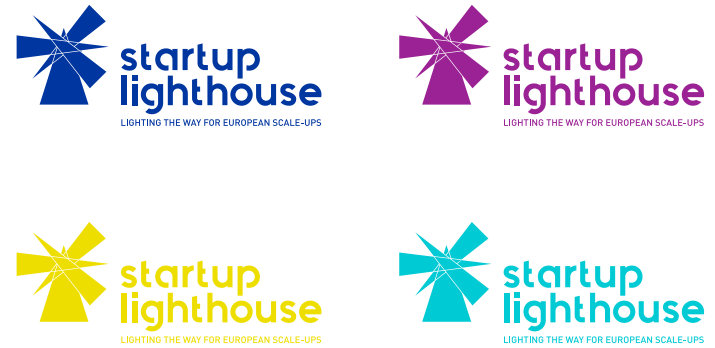
BRAND GUIDE | SOFT LANDING

Logo | Colors backgrounds and monochrome versions

NEGATIVO



POSITIVO



BRAND GUIDE | SOFT LANDING

Logo | Black and white

NEGATIVO

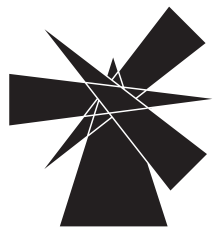
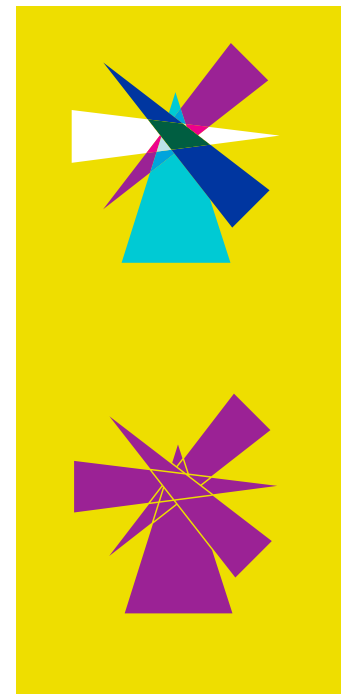
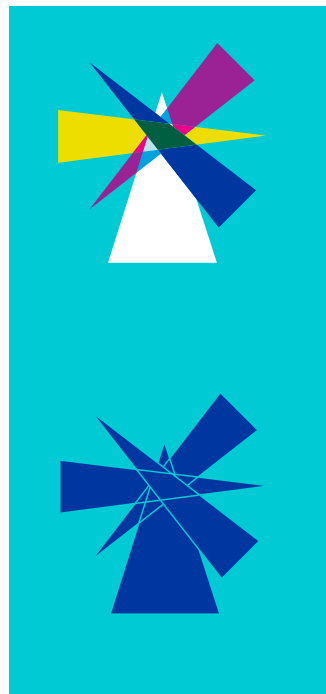
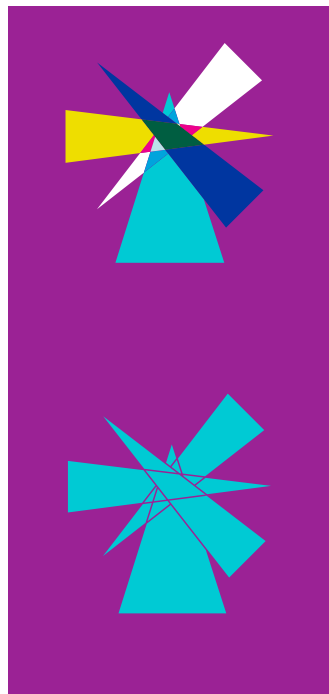


POSITIVO



BRAND GUIDE | SOFT LANDING

Icon | Colors backgrounds and monochrome versions



BRAND GUIDE | SOFT LANDING

Corporate colors

PANTONE 254C
C44 M100 Y0 K0
R159 G27 B150
HEX 9F1B96

PANTONE 319C
C65 M0 Y22 K0
R38 G202 B211
HEX 26CAD3

PANTONE 7687C
C100 M84 Y11 K3
R0 G51 B160
HEX 0033A0

PANTONE 388C
C16 M1 Y100 K0
R226 G224 B0
HEX E2E000

Typography

DIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

“The quick brown fox jumps over the lazy dog”

AXIFORMA is the corporate font to use, is part of the identity and should be used in all communications.