



This document is designed to act as a definitive guideline for all stakeholders in the Axiom brand to refer to when utilising or applying the logo or brand name.

Closely following this document will enable consistency and clarity in brand usage. Inappropriate utilisation of these guidelines may result in the deconstruction and confusion of brand messaging.



**The Logo**  
**It's creation and rationale**

The logo has been created to convey a fresh, solid, established look that reflects the technological advances being made by the company.

The logotype has been specially drawn to distance itself from the likelihood of another company using the same typeface, most of all a competitor. It is bold but relaxed with a lower case "a", creating a freindly but strong feel.

The shape (3 moving lines) suggests development and dynamism through communications and a sense of moving forward at pace.





**The Logo**  
**Safe area**

To allow space for the logo to breathe and be easily identified within any design, the minimum safe area around the logo should be kept to the height defined below.

No shapes or other elements may intrude within this space.





**The Logo**  
**Brand colours**

The two main colours of the brand are light blue and charcoal grey used together. (1)

There is another grey to be used for tinting of the additional logo shapes on the page which is Pantone Cool Grey 1.

The logo can be used in 1 colour, for instance, on faxes or on single colour documents, in this instance the logo can be solid or white out. (2,3,4)

If the logo needs to be reversed out of any document of 2 or more colours then it is preferable to use the logo in white out of the colour BUT to highlight the logo shape in the blue. (5,6)

The colour breakdown for these colours are as follows:

Dark Grey - Pantone Cool Grey 11  
C-0 / M-0 / Y-0 / K-80  
R-61 / G-57 / B-56

Light Blue - Pantone 2975  
C-25 / M-0 / Y-0 / K-0  
R-118 / G-207 / B-243

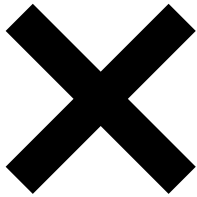
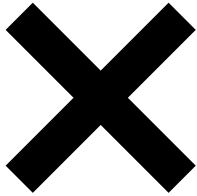
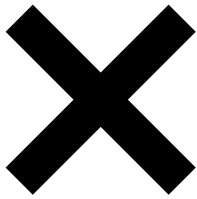
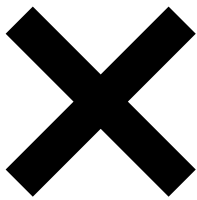
Light Grey - Pantone Cool Grey 1  
C-0 / M-0 / Y-0 / K-8  
R-219 / G-215 / B-210





**The Logo**  
**Brand colours**

The mark should never be used in any formation of multiple primary palette colours.





### The Logo

#### Usage with other logos

The logo may be used in conjunction with other logos but must always allow for the 'logo break' area on the page. This area is equal to the width of the axiom logo shape. The logo break area shall ensure that logos do not visually combine on a page.





**The Logo  
Sizes**

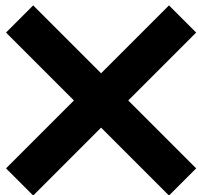
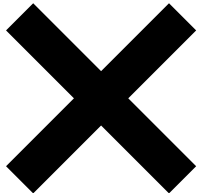
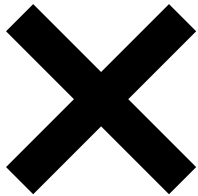
The defined width is measured marked 'x' below.  
The logo may never be displayed smaller than 35mm wide with the strapline. You may reduce a version of the logo, without the strapline, further to 20mm wide.





**The Logo**  
**Brand usage**

The mark should never be squeezed, stretched or rotated to an angle of less or more than 90°. Nor should the relationship between the 3 lines and logotype be changed.







**The Logo**  
**The Fonts**

The axiom logotype has been specially drawn and does not appear anywhere else as a font, because of this we have selected a simple font to accompany and compliment the logo.

The preferred font size to use in a document is 8 pt Helvetica neue 55 roman with leading [line spacing] of 11 point. This will allow for the text to breathe slightly, and subsequently define an elegant and functional feel which compliments the brand logo.

Any bolding or highlighting of words, titles etc should be set in Helvetica neue 75 bold.

Helvetica neue 55 roman

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()<>?=-

Helvetica neue 75 bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@£\$%^&\*()<>?=-**



### **The Logo**

#### **Further assistance**

If you have any problems, questions or queries regarding the logo usage and / or these guidelines or if you need the logo supplied to you in any format, please contact:

#### **Paul Johns**

VP, Marketing

Axiom Systems Ltd

69 Suttons Business Park

Sutton Park Avenue, Reading

Berkshire RG6 1AZ, UK

**Tel** +44 (0) 118 929 4109

**Fax** +44 (0) 118 929 4001

**Email** [pjohns@axiom-eu.com](mailto:pjohns@axiom-eu.com)