



# AXIS

Where Potential Meets Impact



Where Potential Meets Impact

Primary Logo



## Typeface

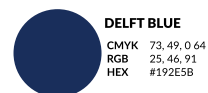
**Expletus Sans**  
**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

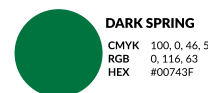
*Lato*  
*Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

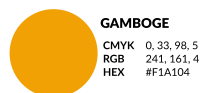
## Color Palette



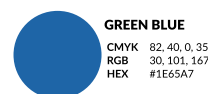
**DELFT BLUE**  
CMYK 73, 49, 0, 64  
RGB 25, 46, 91  
HEX #192E5B



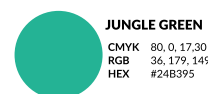
**DARK SPRING**  
CMYK 100, 0, 46, 55  
RGB 0, 116, 63  
HEX #00743F



**GAMBOGE**  
CMYK 0, 33, 98, 5  
RGB 241, 161, 4  
HEX #F1A104



**GREEN BLUE**  
CMYK 82, 40, 0, 35  
RGB 30, 101, 167  
HEX #1E65A7



**JUNGLE GREEN**  
CMYK 80, 0, 17, 30  
RGB 36, 179, 149  
HEX #24B395



INNOVATION

+



CROSSROADS

+



COMMUNITY

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AXIS LOGO