

Axis Meter

is a North American company specializing in the installation of submetering systems for real estate. Their technology turns complex resource accounting processes into a simple and understandable tool for property owners, making buildings smarter, more economical and more environmentally friendly.

Task

Create a visual language that speaks of precision, progressivity, and trust at a glance.

The logo and corporate identity were supposed to combine technological aesthetics with easy accessibility to a wide audience.

Solution

Inspired by buildings and structures, the modern logo image is based on typography. It includes minimalistic, thoughtful graphic elements.

The bright color combination highlights the modern and technological solutions of the services offered.

Result

What we created is not just a logo, but a powerful tool designed to play a key role in the brand's growth and market presence.

This symbol was meant not only to look stylish, but to work, to convey the brand's essence, evoke the right associations, adapt seamlessly across various applications, and remain recognizable in any context.

Primary
HEX #DCFF2E
RGB 208:255:0
CMYK 25:0:100:0

White
HEX #ffffff
RGB 255:255:255
CMYK 0:0:0:0

Black
HEX #111111
RGB 17:17:17
CMYK 79:70:62:89

Additional #navy
HEX #00384A
RGB 0:57:76
CMYK 95:68:48:45

Secondary
HEX #3AB06E
RGB 42:97:112
CMYK 85:50:45:18

Axis Meter

a smart solution
for every building

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Created in 2024

Project development period: 1 week

Project team:

Personal Account manager of the project, Art director, marketer, Brand designer, animation designer, digital designer, copywriter

Technology:

Design thinking, Methodology, Coloristics

Branding

Key visual

Project support:

Creating a project roadmap, disk space, creating a work chat, storing files, organizing online conferences with meeting protocols

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