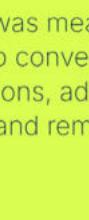


Axis Meter

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.



Axis
Meter

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.

Axis Meter

Axis Meter

Solution

Inspired by buildings and structures, the modern logo image is based on typography. It includes minimalist, 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 #DCCFF2
RGB 208:255:0
CMYK 25:0:100:0

White

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

Black

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

Additional #navy

HEX #09384A
RGB 0:57:76
CMYK 95:68:48:45



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

