AXIOMETRY Logo — Recreation Guide

Brand Identity Specification & Step-by-Step Construction Manual

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1. Logo Overview

The Axiometry logo is a modern, professional brand mark combining a **stylized letter "A"** with an **integrated ascending bar chart and upward arrow**. The design communicates growth, analytics, precision, and forward momentum. The logo consists of two main components: the **icon mark** (the stylized A) and the **wordmark** ("AXIOMETRY").

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2. Color Palette

Element	Color Name	Hex Code	Usage
Primary Dark	Deep Navy Blue	⬛ #1B2D4F	Main body of the "A", darkest areas
Primary Mid	Steel Blue	⬛ #2A4A6B	Mid-tones on the "A" letterform
Gradient Light	Teal Blue	⬛ #3A7CA5	Lighter edges and gradient transitions
Accent Glow	Cyan / Electric Blue	🟦 #00D4FF	Arrow tip and glow highlight
Accent Mid	Bright Cyan	🟦 #4FC3F7	Upper portion of the arrow
Bar Chart Dark	Dark Navy	⬛ #1A2744	Shortest bars (bottom-left of chart)
Bar Chart Light	Medium Blue	⬛ #2E5F8A	Tallest bars (top-right of chart)
Wordmark	Deep Navy	⬛ #1B2D4F	"AXIOMETRY" text
Background	Off-White / Light Gray	⬜ #F0F2F5	Background (optional)

Gradient Specifications

- **Letter "A" Body**: Linear gradient from ⬛ #1B2D4F (bottom/left) → ⬛ #2A4A6B (top/right)
- **Arrow**: Linear gradient from ⬛ #2E5F8A (base) → 🟦 #4FC3F7 (mid) → 🟦 #00D4FF (tip)
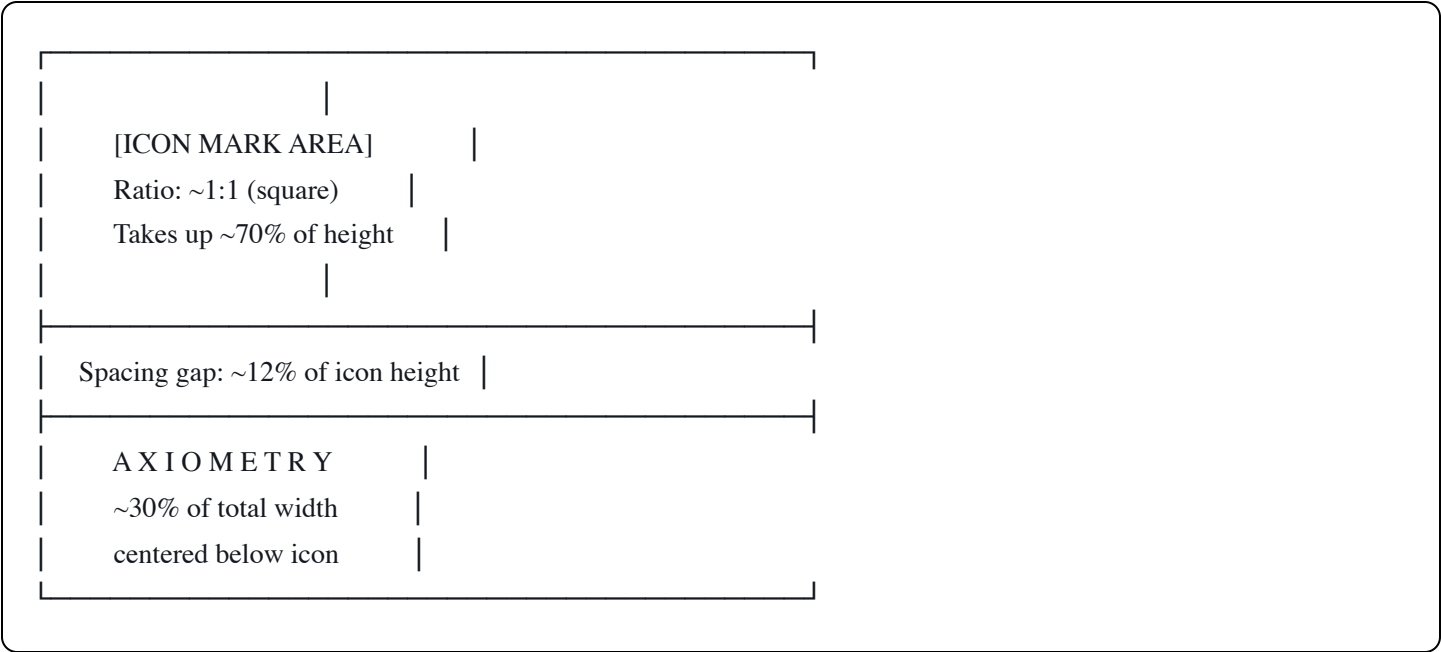- **Arrow Glow**: Soft outer glow using 🟦 #00D4FF at 30–50% opacity, radius ~8–12px at final render size

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3. Typography

Property	Value
Font Family	Bold, geometric sans-serif (e.g., **Montserrat Bold**, **Poppins Bold**, or **Raleway Bold**)
Weight	700 (Bold)
Letter Spacing	+8% to +12% (wide tracking)
Case	ALL UPPERCASE
Color	⬤ #1B2D4F (Deep Navy)

> **Note:** The exact typeface may be a custom or premium font. The closest widely available matches are **Montserrat Bold** or **Poppins Bold**. The "X" has clean, symmetrical diagonal strokes. The "O" is perfectly circular. The "M" has pointed peaks.

4. Proportional Grid & Layout

Overall Proportions

```
 ┌─────────────────────────┐
 │            │            │
 │     [ICON MARK AREA]        │
 │     Ratio: ~1:1 (square)    │
 │     Takes up ~70% of height  │
 │            │            │
 ├─────────────────────────┤
 │  Spacing gap: ~12% of icon height │
 ├─────────────────────────┤
 │    A X I O M E T R Y      │
 │    ~30% of total width      │
 │    centered below icon      │
 └─────────────────────────┘
```

Key Measurements (Relative Units)

Using the overall height of the icon mark as **100 units**:

Element	Measurement
Icon mark height	100 units
Icon mark width	~95 units
Gap between icon and wordmark	~12 units
Wordmark height (cap height)	~12 units
Total logo height (icon + gap + text)	~124 units
Wordmark width	~95 units (matches icon width)

5. Step-by-Step Construction — Icon Mark

Step 1: Construct the Base Letter "A"

1. Create a **large triangular "A"** shape with these characteristics:
   - The **left leg** is a straight diagonal stroke going from bottom-left upward to the apex
   - The **right leg** is a straight diagonal stroke going from the apex down to the bottom-right
   - The left leg is slightly thicker than the right leg
   - The **apex (top point)** is sharp and slightly flattened/cropped
   - The **crossbar** is positioned at approximately **40% up** from the base
   - The crossbar extends from the left leg to the right leg
   - The **counter** (triangular hole inside the "A") is visible above the crossbar

2. Stroke width proportions:
   - Left leg width: ~18% of the overall icon width
   - Right leg width: ~15% of the overall icon width
   - Crossbar height: ~8% of the icon height

3. Apply the **deep navy blue gradient** from bottom-left (⬤ #1B2D4F) to upper-right (⬤ #2A4A6B)

Step 2: Create the Bar Chart

The bar chart is **integrated into the right side of the "A"**, overlapping where the right leg meets the crossbar area.

1. Create **5 vertical rectangular bars** arranged left to right, increasing in height:

- Bar 1 (leftmost/shortest): ~18% of icon height

- Bar 2: ~28% of icon height

- Bar 3: ~40% of icon height

- Bar 4: ~55% of icon height

- Bar 5 (tallest): ~70% of icon height

2. Bar dimensions:

   - Each bar width: ~5–6% of icon width

   - Gap between bars: ~2–3% of icon width

   - Bars have **flat tops and bottoms** (sharp rectangular edges)

3. Positioning:

   - The bar cluster sits on the **crossbar** of the "A" as its baseline

   - Horizontally, the bars begin roughly at the **center of the "A"** and extend rightward past the right leg

   - The bars overlap/merge with the right leg of the "A"

4. Color:

   - Bars gradient from **dark navy** (leftmost) → **medium blue** (rightmost)

   - The bars should feel integrated with the "A" body, not floating separately

   - Left bars: (● #1A2744) → Right bars: (● #2E5F8A)

Step 3: Create the Upward Arrow

The arrow emerges from the top of the tallest bar and sweeps upward and to the right.

1. Arrow path:

   - **Origin**: Starts from the top-right area of the bar chart cluster

   - **Direction**: Curves slightly upward and to the right, at approximately a **45-degree angle**

   - **Trajectory**: The arrow follows the ascending slope created by the bar chart tops, continuing the upward momentum

2. Arrow construction:

   - The **shaft** is a tapered band, wider at the base (~6% of icon width) and narrowing toward the tip (~3%)

   - The **arrowhead** is a solid, filled chevron/triangle pointing upper-right

   - Arrowhead size: approximately **12% of icon width** wide and **10% of icon height** tall

3. Arrow color and effects:

- Apply a gradient along the shaft: `#2E5F8A` (base) → `#4FC3F7` (mid) → `#00D4FF` (tip)
- Add a **soft cyan glow** around the arrowhead:
  - Color: `#00D4FF`
  - Opacity: 30–50%
  - Blur radius: 8–12px (at standard render size ~500px)
- The glow gives the arrow a **luminous, energetic quality**

4. Positioning:
  - The arrow tip extends **above and to the right** of the apex of the "A"
  - The arrow should feel like a natural extension of the bar chart's growth trajectory

Step 4: Integrate & Refine the Icon

1. **Layering order** (back to front):
   - Letter "A" body (bottom layer)
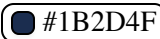   - Bar chart (middle layer, partially overlapping the "A")
   - Arrow (top layer)

2. **Merge points**: The bars and arrow should feel like they **grow out of** the "A" rather than sitting on top. Use matching colors at intersection points and subtle shadow or overlap to create depth.

3. **Depth and dimension**:
   - The logo has a subtle **3D / dimensional feel** created through gradient shading
   - The left face of the "A" appears slightly darker (like a shadow side)
   - The right face catches more "light" (lighter blue tones)

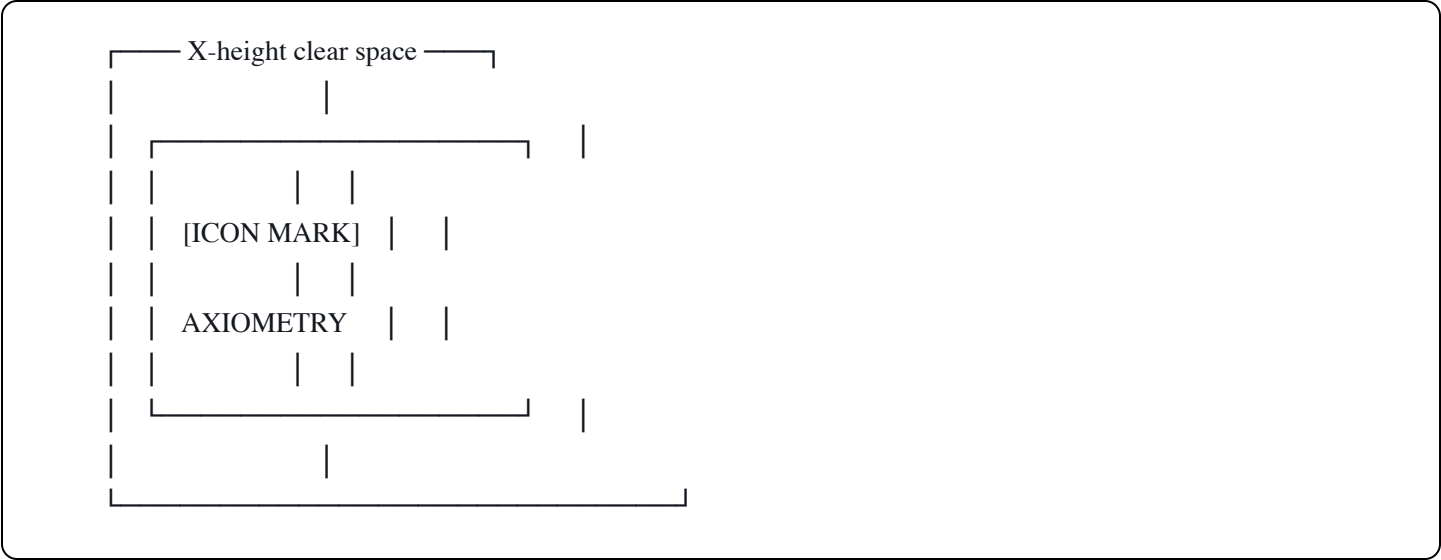# 6. Step-by-Step Construction — Wordmark

Step 5: Set the Wordmark

1. Type **"AXIOMETRY"** in the chosen bold sans-serif font
2. Set to **ALL UPPERCASE**
3. Apply **wide letter-spacing** (+8% to +12%)
4. Color: `#1B2D4F` (Deep Navy, matching the darkest tone in the icon)
5. **Center-align** the wordmark beneath the icon mark
6. The wordmark width should approximately match the icon mark width

7. Spacing & Clear Space

Minimum Clear Space

Maintain a clear space around the entire logo equal to the **height of the letter "X"** in the wordmark on all sides. No other graphic elements, text, or edges should intrude into this zone.

```
            ┌──── X-height clear space ────┐
      |                 |
      |   ┌──────────────────┐   |
      |   |            |   |
      |   |   [ICON MARK]   |   |
      |   |            |   |
      |   |   AXIOMETRY    |   |
      |   |            |   |
      |   └──────────────────┘   |
      |                 |
      └──────────────────────────────┘
```

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8. File Export Specifications

Format	Use Case	Notes
SVG	Web, scalable applications	Primary format, fully vector
PNG (transparent)	Digital use, presentations	Export at 1x, 2x, and 4x
PNG (white background)	Social media, documents	Same size variants
PDF	Print, professional documents	Vector-based
ICO / Favicon	Browser tabs	16×16, 32×32, 48×48 icon mark only

Recommended Export Sizes (PNG)

Size	Use
512 × 640 px	Standard digital
1024 × 1280 px	High-res digital (2x)

Size	Use
2048 × 2560 px	Print-ready (4x)
256 × 256 px	Icon mark only (square)

9. Variations

Variation	Description
Full Logo	Icon mark + wordmark (primary use)
Icon Only	Stylized "A" with bars and arrow (favicons, app icons, small spaces)
Wordmark Only	"AXIOMETRY" text (secondary placement where icon is already visible)
Horizontal Layout	Icon mark to the left, wordmark to the right (for headers/banners)
Monochrome (Dark)	All elements in ⬤ #1B2D4F on white (no gradients, no glow)
Monochrome (Light)	All elements in white on dark background
Reversed	Full color logo on dark navy ⬤ #1B2D4F background (arrow glow is more prominent)

10. What to Avoid

1. **Do not** rotate or skew the logo
2. **Do not** change the color palette or apply unauthorized gradients
3. **Do not** separate the bars or arrow from the "A" — they are integrated
4. **Do not** alter the proportions between icon and wordmark
5. **Do not** add drop shadows, outlines, or additional effects beyond the specified arrow glow
6. **Do not** place the logo on busy backgrounds that reduce legibility
7. **Do not** use a condensed or light-weight font for the wordmark
8. **Do not** reduce below minimum size (icon mark should never be smaller than 32×32px)

11. AI Prompt for Recreation

If you need to generate this logo using an AI image tool, use the following prompt as a starting point:

> **Prompt:** "A professional logo featuring a large stylized uppercase letter 'A' in deep navy blue with a subtle gradient. Integrated into the right side of the 'A' is an ascending bar chart with 5 bars increasing in height from left to right, transitioning from dark navy to medium blue. From the top of the tallest bar, a bold upward arrow sweeps diagonally to the upper right, colored with a gradient from blue to bright cyan with a soft glowing cyan light effect at the tip. Below the icon, the word 'AXIOMETRY' is displayed in bold, wide-tracked, uppercase sans-serif lettering in deep navy blue. Clean, modern, professional design on a white or light gray background. Flat design with subtle gradients and a single glow effect on the arrow."

12. Technical Notes for Vector Recreation

For designers recreating this in **Adobe Illustrator, Figma, or Affinity Designer**:

1. Start with a **pen tool** "A" letterform — do not use a text character
2. Build the bars as **separate rectangles**, then use **Pathfinder/Boolean Union** to merge with the "A" body where they overlap
3. The arrow is a **separate path** — compound shape (shaft + arrowhead merged)
4. Apply **linear gradients** on each component individually, then unify direction
5. The arrow glow is a **duplicate of the arrowhead**, expanded by 8–12px, with Gaussian blur and reduced opacity
6. Group all icon elements and ensure the final icon mark is a **clean, merged set of paths** for scalability
7. The wordmark should be **converted to outlines** in the final deliverable

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