

Axory Studio

Branding Kit

Revision 1 – 14/01/2025

# Table of contents

I.	Overview	2
II.	Logo - Monograms	3
III.	Logo - Wordmarks	4
IV.	Logo - Usage and application	5
V.	Colours	6
VI.	Typography - Primary	7
VII.	Typography - Secondary	8

Brand best practices

# Overview

Axory Studio is a technology studio focused on bringing modern, efficient, and accessible technology to small and medium-sized businesses.

Our approach is collaborative and practical. We value clarity, structure, and long-term partnerships, combining technical excellence with thoughtful design and strategic thinking.

This branding system defines the visual foundations that ensure consistency, clarity, and sophistication across all Axory Studio touchpoints.

## Icons and Monograms

# Logo

The Axory Studio logo system is built around a primary wordmark and a supporting monogram.

The wordmark represents the brand in its most complete and institutional form, while the monogram serves as a compact and flexible symbol for digital and small-scale applications.

All logo variations must follow the color and usage guidelines defined in this document to ensure visual consistency.

The premium version should be preferred in brand-led and editorial contexts.

Icon



Premium



Mono Light



Mono Dark



Wordmarks

# Logo

Wordmark

The Axory Studio wordmark represents the brand in its most complete and institutional form.

Set in Source Serif 4, the wordmark balances elegance and clarity, combining editorial sophistication with digital legibility.

“Axory” carries visual priority, while “Studio” acts as a descriptor. This hierarchy may be expressed through subtle weight, spacing, or size variation, always maintaining balance and restraint.

The wordmark is recommended for primary brand communications, presentations, website headers, and formal applications.

Platinum

# Axory Studio

The monogram may accompany the wordmark when additional brand presence or emphasis is desired.

Platinum + Monogram



# Axory Studio

### Usage and application

# Logo

Axory Studio logos are designed to be flexible across digital and physical environments.

The monogram is ideal for compact and functional contexts, while the wordmark should be used whenever space allows and brand clarity is essential.

Logos should always be applied using approved color variations and sufficient contrast to preserve legibility and visual integrity.

Backgrounds may be solid or photographic, provided they do not interfere with the logo's form or recognition.

Mark



Logotype

# Axory Studio



Using the brand palettee

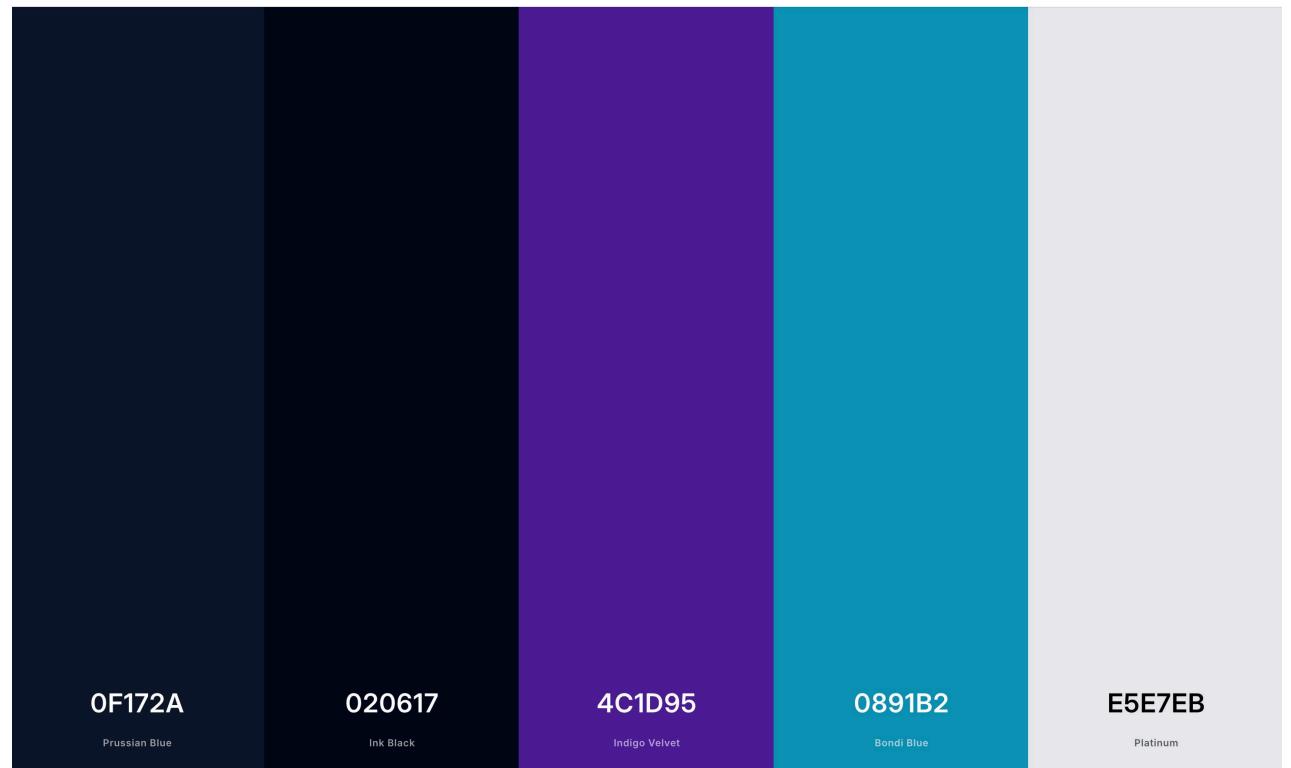
# Colours

The Axory Studio color system balances technical solidity with creative expression.

Dark foundational tones provide stability and elegance, while indigo and blue accents represent innovation, connection, and forward-thinking technology.

Neutral tones are used to ensure readability and visual comfort, especially in digital environments.

Found the Palette here: <https://colorsw.co/0f172a-020617-4c1d95-0891b2-e5e7eb>



Using the brand palette

# Typography

## Primary

Source Serif 4 - Medium

Axory Studio uses a modern serif typeface for brand expression and headings, conveying sophistication and authority.

A neutral sans-serif typeface is used for interfaces, body text, and functional elements to ensure clarity and readability across digital products.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Using the brand palette

# Typography

## Secondary

Inter - Regular

Axory Studio uses a modern serif typeface for brand expression and headings, conveying sophistication and authority.

A neutral sans-serif typeface is used for interfaces, body text, and functional elements to ensure clarity and readability across digital products.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	II
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09