

■ Axis Bank – Marketing Brand Guidelines (v1.0.1)

1. Brand Purpose & Vision

- Purpose: To empower individuals, businesses, and communities with secure, innovative, and customer-centric financial solutions.
- Vision: To be the most preferred financial services provider, known for trust, innovation, and inclusivity.
- Mission: Deliver banking solutions that combine cutting-edge technology with personalized service.

2. Brand Values

- Trust: Integrity in every transaction.
- Customer-Centricity: Simplifying banking for every customer.
- Innovation: Digital-first solutions for evolving needs.
- Inclusivity: Financial services accessible to all.

3. Logo Usage

- Primary logo: The Axis Bank "A" symbol with full wordmark in maroon.
- Secondary usage: Monochrome versions (white or black) for dark/light backgrounds.
- Clear space: Maintain at least 1x the height of the "A" around the logo.
- Do not: Distort, rotate, or alter the maroon brand color.

4. Color Palette

- Primary:
 - Axis Maroon (#A51C30) – trust, reliability.
 - White (#FFFFFF) – clarity, transparency.
- Secondary:
 - Grey tones (#666666, #333333) – professionalism.
 - Accent colors (Blue #004B87, Gold #D4AF37) for campaigns and highlights.

5. Typography

- Primary font: Lato (digital-first, clean, modern).
- Secondary font: Arial/Helvetica (fallback).
- Usage: Bold for headers, Regular for body copy.

6. Imagery & Photography

- Showcase real customers, employees, and communities.
- Use themes of progress, trust, innovation, and inclusivity.
- Avoid stock-like staged images.

7. Tone of Voice

- Trustworthy: Use language that assures security and reliability.
- Empathetic: Speak to customer needs, simplify finance.
- Forward-looking: Highlight innovation, future-readiness.
- Example:
 - Correct - "Banking made simple, secure, and accessible for you."
 - Wrong - "We provide financial products and services to meet your requirements."

8. Applications

- Advertising: Consistent maroon branding, clear logo placement.
- Digital presence: Unified look across website, app, and social media.
- Internal use: Email signatures, PPT templates, letterheads with official color scheme.