

Brand identity Style guides

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| Design | Logo & Brand Identity Guidelines |
| Company | ConnectXenia |
| Date | 25/04/2024 |
| Designed By | CDIX Innovations, Chennai |

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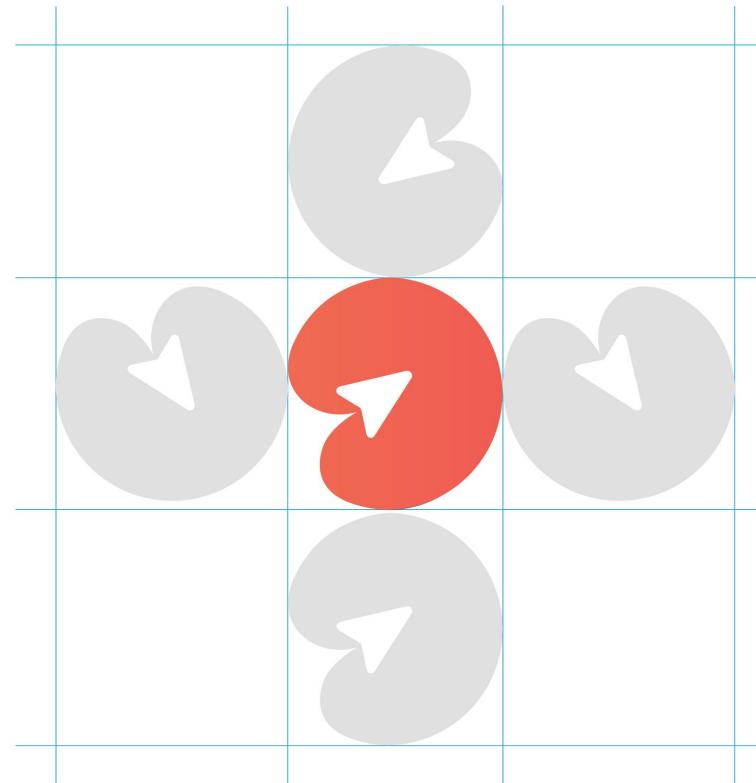
Pattern

Application

Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo.

No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side.



Logo variation

ConnectXenia logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version or orange color logo.



Full color

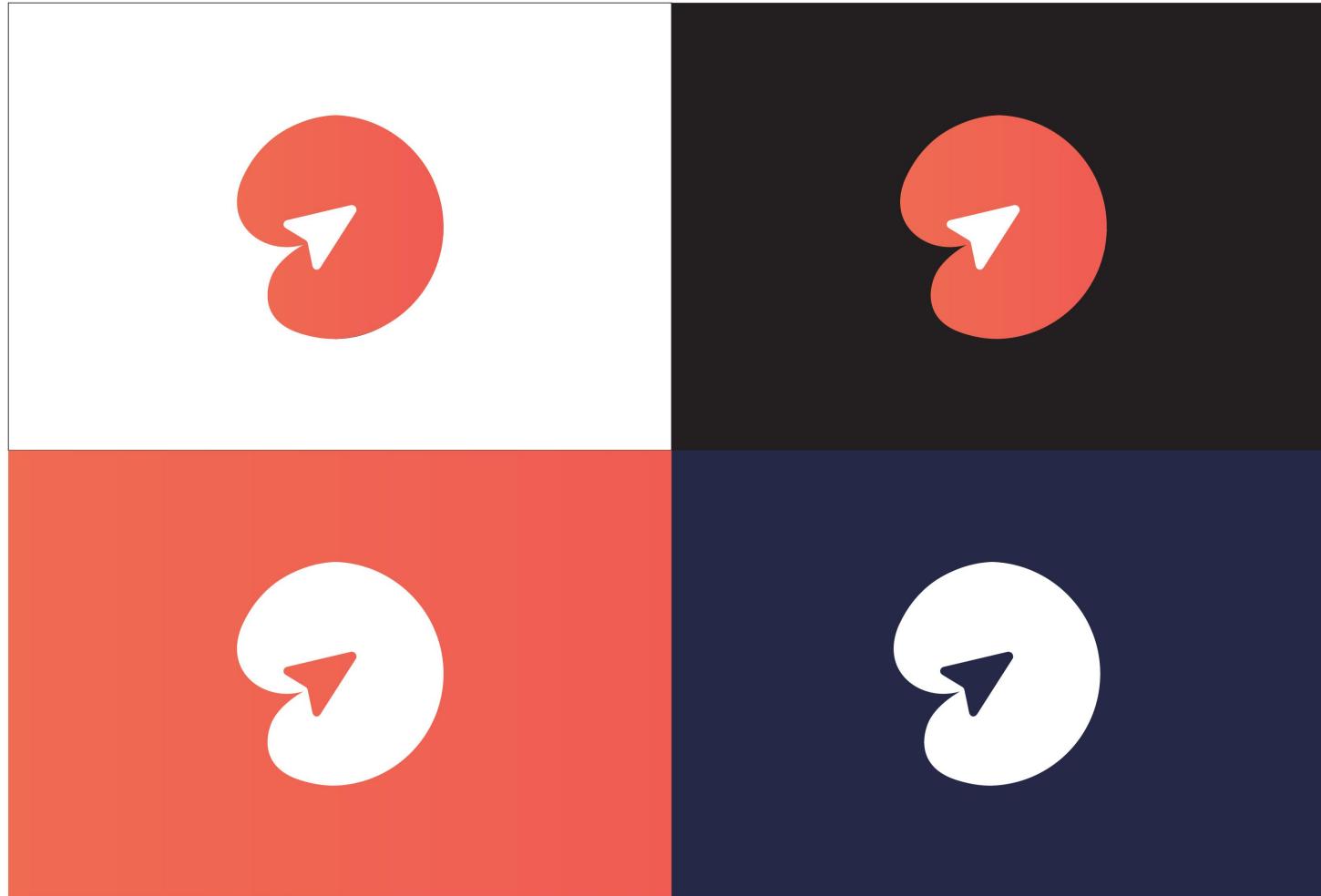


Full color with background

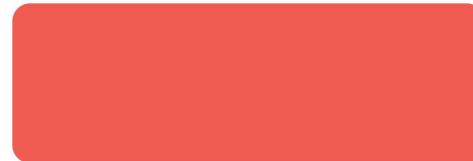


One color





Primary colors



CMYK 0%, 58%, 57%, 5%

HEX #F16667

RGB 242, 102, 104

CMYK 0%, 62%, 65%, 6%

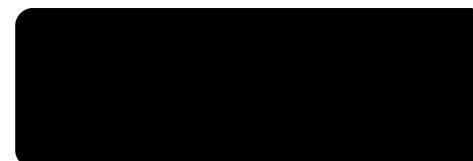
HEX #F05C53

RGB 240, 92, 83

CMYK 48%, 42%, 0%, 72%

HEX #252947

RGB 37, 41, 71



CMYK 0%, 0%, 0%, 0%

HEX #FFFFFF

RGB 255, 255, 255

CMYK 0%, 0%, 0%, 100%

HEX #000000

RGB 0, 0, 0

The Typeface Family

Only one font styles are used for the logo, typeface family: Axiforma

When to Use:

Axiforma bold is the primary font used for the logotype/logo wording.

When to Use:

Axiforma (Regular) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general

Logo & Brand Identity Guidelines

Axiforma (Bold)
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

Axiforma (Book)
A B C D E F G H I J K L M N O P Q R S T U -
V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

Do Not: Logomark

Do not resize or change the position of the logomark.

**Do Not: Fonts**

Do not use any other font, no matter how close it might look to Nexa

**Do Not: Sizing**

Do not use squish or squash the logo. Any resizing must be in proportion.

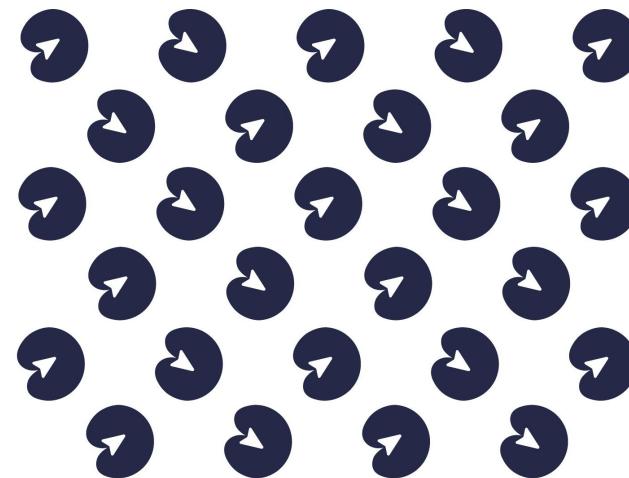
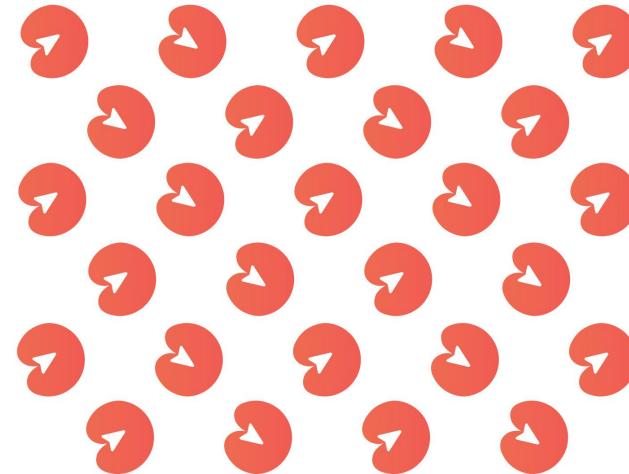
**Do Not: Colour**

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



Pattern

Pattern is one of the main elements in random brand identity. They are intended to be repeatable to be used in wide variety of applications. Our inspiration comes from the random logo



Application

