



axigen Identity Style Guide

Any reference to AXIGEN containing the logotype must be made in conformity with the indications below

	
Pantone Warm Red C	
CMYK	0 / 75 / 83 / 0
RGB	242 / 102 / 60
HEX	F2663C

axigen


BLACK

Alternative representations

NEGATIVE



NEGATIVE, GRAYSCALE





ON ORANGE BACKGROUND



GRAYSCALE



	CMYK	RGB	HEX
	69 / 63 / 62 / 58	242 / 102 / 60	F2663C
	CMYK	RGB	HEX
	71 / 71 / 70	233 / 230 / 229	F2663C

Tagline



Not Allowed: changing the logotype colours, using other colours or patterns in the background than the ones listed above

