



BRAND GUIDELINES

Trusted  
containers,  
**exceptional  
service.**

# Brand Guidelines Content

The Overview	_____	<b>4</b>
Logo	_____	<b>6</b>
Typography	_____	<b>8</b>
Color Palette	_____	<b>12</b>

01.

# THE OVERVIEW

A branding guide is your personal rule book for your brand. It keeps everything consistent, like your logo, colors, fonts, imagery, and communication style. When your brand is consistent, people recognize and trust it more easily.

The guide streamlines the creative process, making it easier for your team and third parties to create content that reflects your brand's vision. It works across different platforms like websites, social media, print, and merchandise, maintaining a unified identity. Onboarding new team members and collaborating with others become smoother with the branding guide.

They can quickly understand your brand's guidelines and contribute effectively.

Additionally, the branding guide protects your brand from misuse or confusion. By following it, you safeguard your brand's reputation.

In conclusion, a well-crafted branding guide is essential for a strong brand identity. Stick to its guidelines to maintain consistency, build recognition, and protect your brand's uniqueness. Embrace your branding guide, and watch your brand flourish!

02.

# THE LOGO

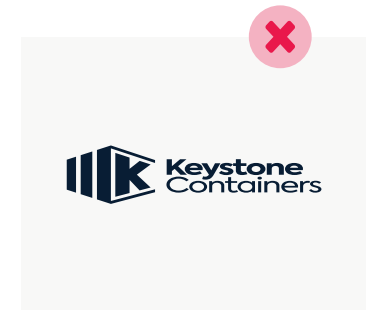
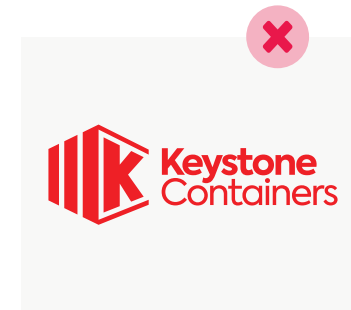
## Wordmark



## Variations



## Dark & Light



03.

# TYPOGRAPHY



---

# **Axiforma.**

This font is used for  
headings, titles, etc.

**Extra Bold**

**Medium**

**Book**

Thin

# Axiforma book.

This font is used for body text, paragraphs,  
and wherever there is a large amount of text to be read.

Aa

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789(&?!/,:;-\_+;%@"\*’)

The quick brown fox jumps  
over the lazy dog.

# 04. COLORS

### **Atlantic Blue**

Hex: #091F35

C: 95

M: 80

Y: 50

K: 60

### **Industrial Teal**

Hex: #0DA193

C: 80

M: 15

Y: 50

K: 0

### **Midnight Black**

Hex: #050D18

C: 85

M: 75

Y: 60

K: 80

### **Chalk White**

Hex: #F7F5F4

C: 2

M: 2

Y: 2

K: 0

Made by

*Shad* **BOOST**