

Logo



BRAND GUIDE | SOFT LANDING

Logo | Colors backgrounds and monochrome versions

NEGATIVO



POSITIVO



BRAND GUIDE | SOFT LANDING

Logo | Black and white

NEGATIVO

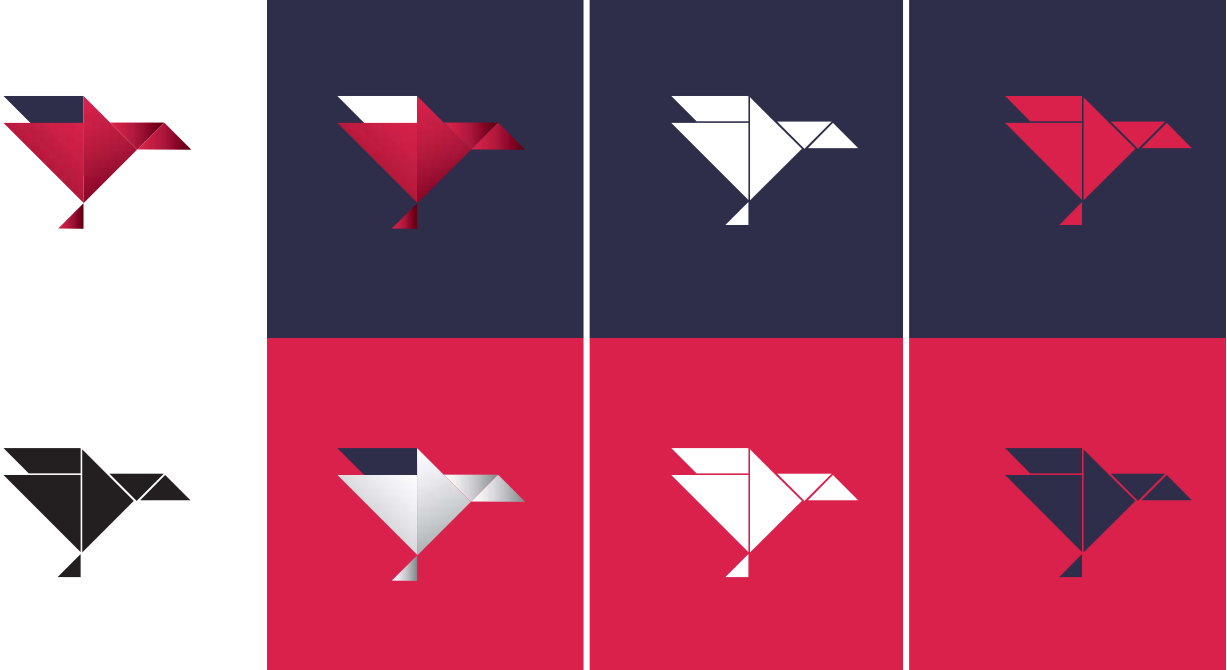


POSITIVO



BRAND GUIDE | SOFT LANDING

Icon | Colors backgrounds and monochrome versions



BRAND GUIDE | SOFT LANDING

Corporate colors



PANTONE 533C
C85 M81 Y44 K42
R47 G46 B74
HEX 2f2e4a

PANTONE 1935C
C9 M99 Y67 K1
R217 G33 B75
HEX d9214b

Typography

Axiforma

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

“The quick brown fox jumps over the lazy dog”

AXIFORMA is the corporate font to use, is part of the identity and should be used in all communications.