VISUAL IDENTITY MANUAL

User guide

axis
CORPORATE

Creating value
through transformation

A new graphic identity associated with Axis Corporate's values.

At **Axis Corporate**, we are undergoing a new stage of repositioning on the market, so we understand that we need to integrate new graphic and visual elements into the corporate identity, which will help us meet the brand's new strategic objectives.

This new stage coincides with the company's commitment to generating a line of communication that consolidates and incorporates its new values.

To this end, we have developed this manual to provide a new way of communicating, both externally and internally. This comprehensive tool facilitates the work of all employees, identifies us, and allows us to face the future with maximum guarantees
in order to gain a competitive edge against our competitors.

The effectiveness of a brand's identification system and a harmonised visual style depends, to a large extent, on its rigorous application. For this reason, we ask for rigorous compliance with the indications specified herein.

By supervising their proper application and with everyone's support, we will be able to give off the image inherent to a solvent business group.

This manual lays out the rules of graphic structuring and the chromatic reproduction of the elements of the brand's identity.

In the following sections, the regulations and criteria for the design, construction, composition, and chromatic reproduction of the identifying signs, as well as the graphic application regulations, are set out by means of text and illustrative examples.

This manual is useful for those involved in the creation of any image element
or corporate communication method. Any change in the graphic or colour configuration of the corporate identity signs could distort the visual image of the brand.

THE BRAND

The Brand
Tagline

The tagline can behave in these
three ways when used along
with the logo.

axis
CORPORATE   Creating value
through transformation

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axis
CORPORATE
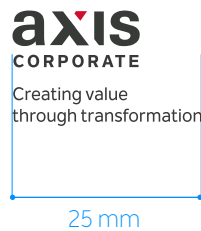
Creating value
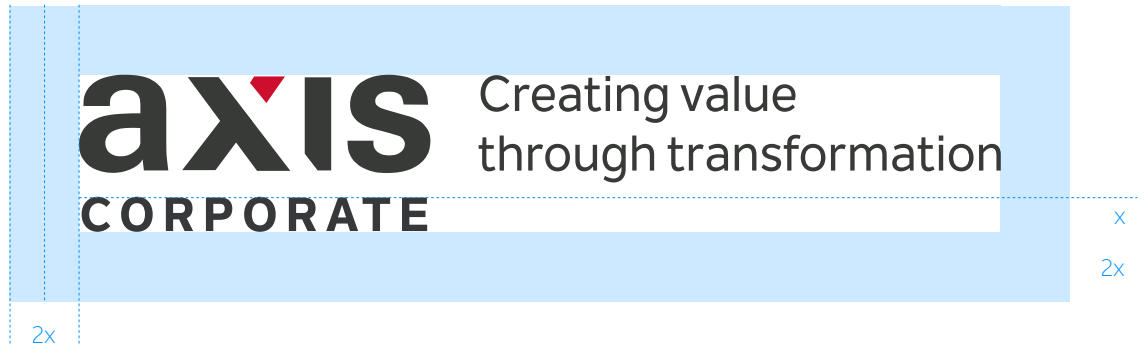through transformation

Pantone 447C

Pantone 186C

The Brand
Clearance and reducibility area

This page shows the minimum clear space that must be respected when the brand and the tagline coexist with other logos.

The clear area around the brand increases or decreases proportionally to the height of the text "CORPORATE".
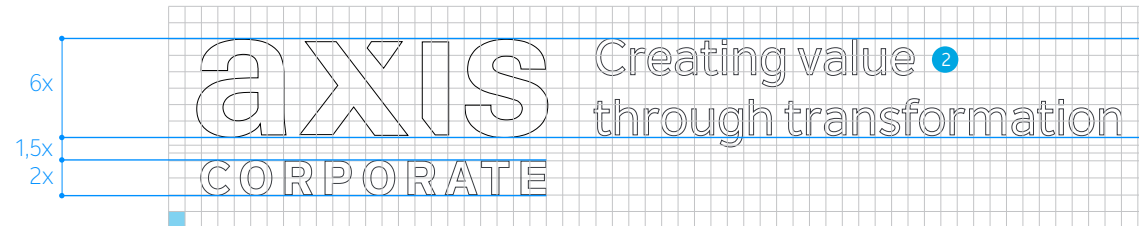

Pantone 447C

Pantone 186C

The Brand
Graphic construction of the brand.

X

The architecture of the
corporate brand is built
around module x, which
allows us to provide each
of the elements of this
composition.

6x

1,5x

1 Nolan Next Bold

2x

2 Nolan Next Medium

Pantone 447C

Pantone 186C

Colour code
Corporate colours

The main corporate colours are those used for the construction of the brand, which will be used in
institutional and communication media.

The brand identity chromatically consists of three colours. The ones established as basic colours for the reproduction of the identifying signs correspond to the C variety of the Pantone Guide.

In all reproductions for graphic arts and flat inks, their shades must coincide, regardless of the type of finish (glossy or matte), paper, or other material used.

The main colours will be Axis Red and Axis Grey, but Axis Blue may be used frequently as a decoration.

Corporate colours
Main or primary

Axis Red	**Print:**	**Screens:**
Pantone 186C	C0 M95 Y95 K10	R206 G14 B45
RAL 3020	#bf201d	#ce0e2d

Axis Grey	**Print:**	**Screens:**
Pantone 447C	C68 M56 Y59 K63	R55 G58 B54
RAL 3020	#373a36	#373a36

Axis Blue	**Print:**	**Screens**:
Pantone B072	C100 M92 Y26 K12	R0 G20 B130
RAL 5022	#032e9c	#001482

Corporate gradients

The colours used must have the same values, and are used depending on whether the medium is digital or physical.

Red-Blue Axis

Red-Grey Axis

**Blue-Grey Axis**

Colour code
Corporate colours

Although their use should be
restricted to necessary cases
only, the different colour
intensities obtained from the
references
of each of the corporate colours
can also be considered.

The gradients of the corporate
colours are shown below.

The different gradients that
are mainly used to differentiate
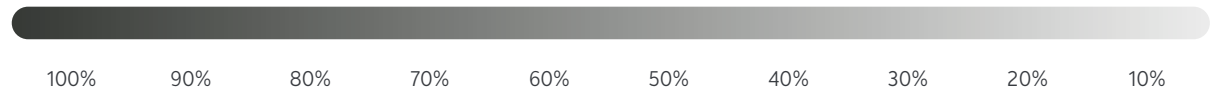the sectors to which the
infographics are addressed are
also added.

Axis Red
Pantone 186C
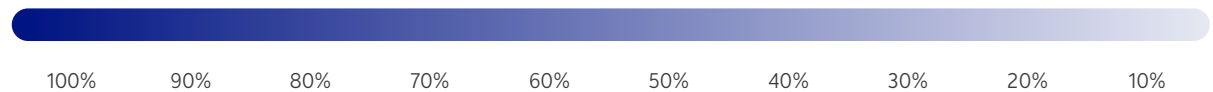C0 M95 Y95 K10
#bf201d
R206 G14 B45
#ce0e2d

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
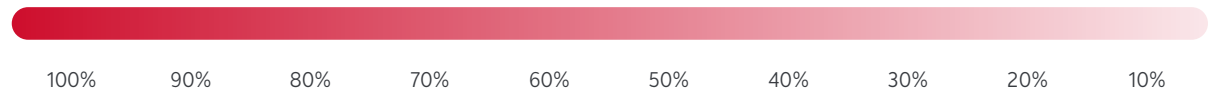
Axis Grey
Pantone 447C
C68 M56 Y59 K63
#373a36
R55 G58 B54
#373a36

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%

Axis Blue
Pantone B072
C100 M92 Y26 K12
#032e9c
R0 G20 B130
#001482

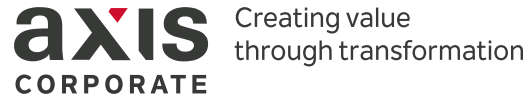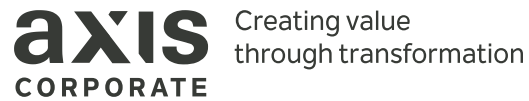| 100%	90%	80%	70%	60%	50%	40%	30%	20%	10%

The Brand
Versions of the brand

The corporate brand must adopt the proper versions for each printing method and circumstance.

Colour. Pantone code

AXIS CORPORATE Creating value through transformation

Monochrome

AXIS CORPORATE Creating value through transformation

Colour. Over a coloured background

AXIS CORPORATE Creating value through transformation

AXIS CORPORATE Creating value through transformation

AXIS CORPORATE Creating value through transformation
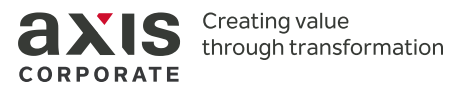
Pantone B072

Pantone 447C

Pantone 186C

The Brand
Versions of the brand: positive
and negative

Monochromatic reproduction of
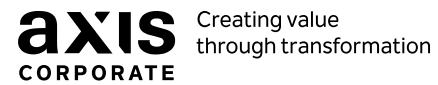the brand in positive/negative
and in black and white.

Positive version

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Negative version

Creating value
through transformation

Black and White version

Creating value
through transformation

The Brand

Versions of the brand: positive and negative

When the background the Axis logo is applied to is greater than or equal to 50% of any of the corporate colours, the brand will be applied in white to improve visibility.

If the percentage is less than 50%, the logo will be applied in its Axis Grey version at 100% of its shade.

Negative version:

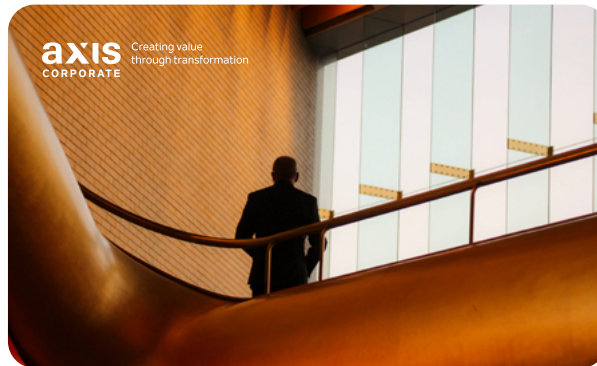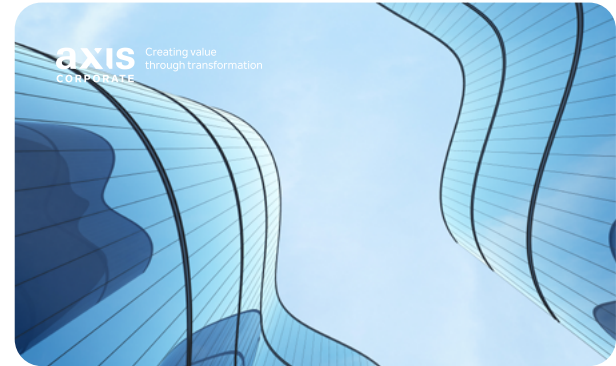|		
		100%
		90%
		80&
		70%
		60%
		50%
		40%
		30%
		20%
		10%
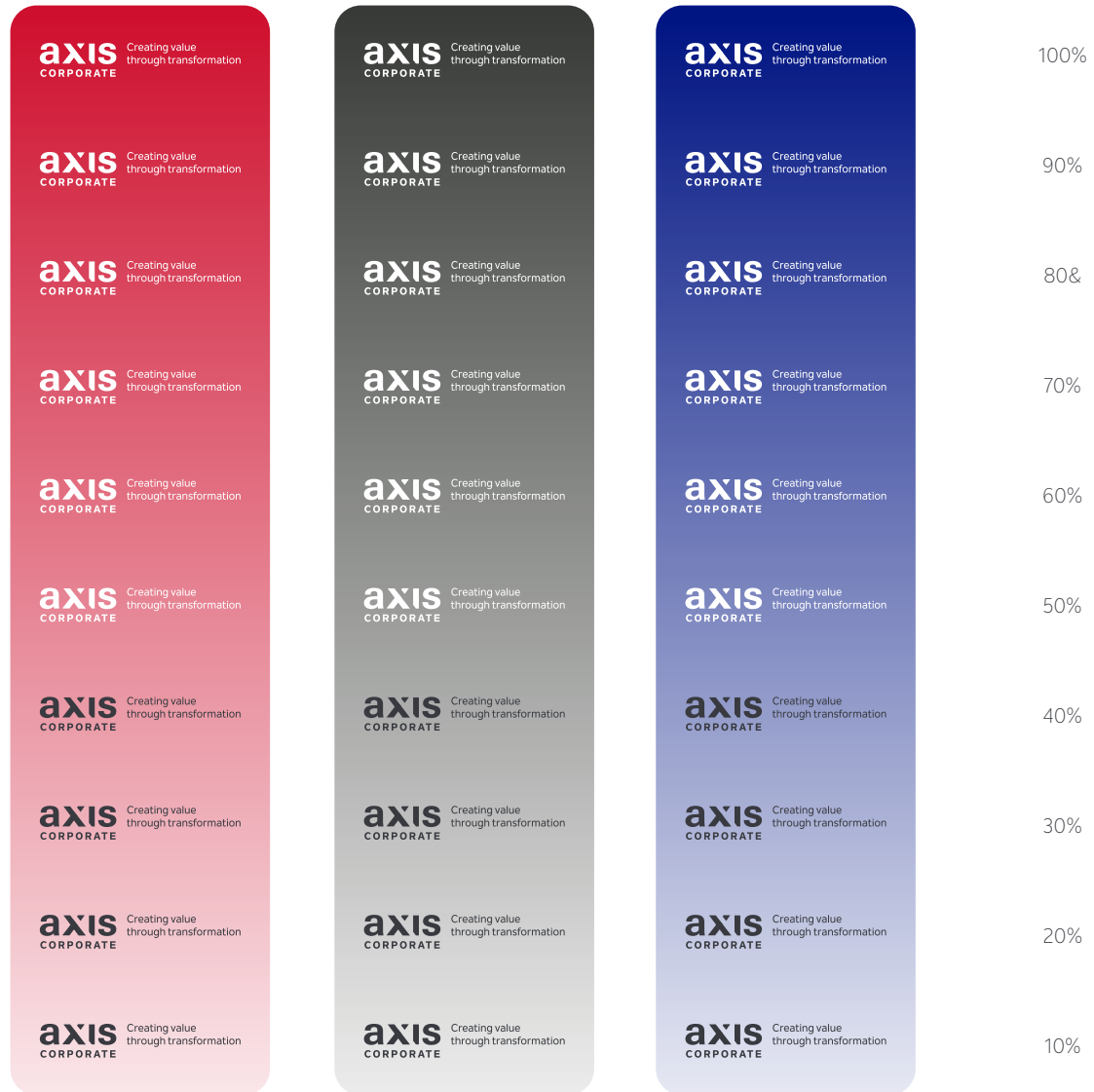
The Brand
Versions of the brand: positive
and negative

Shown below is how the brand
is used on
photographs. An example
of incorrect use is when the
photograph does not allow
for the bland to be properly
displayed.

Correct use

Incorrect use

The Brand
Incorrect uses

The corporate brand has a graphic architecture, colour, and proportions determined by the rules of composition, hierarchy, and functionality that are laid out in this manual. Under no circumstances will modifications be made that affect these rules. Here are some examples.

DO NOT MODIFY the colour code assigned to any of the corporate elements.

DO NOT ALTER the content of the corporate elements.

DO NOT CHANGE the typographic conventions of the corporate logo or slogan.

DO NOT use red on coloured backgrounds or images.

Corporate typeface
Main typeface

For maintaining graphic uniformity and coordination in all the elements of the imagery and visual communication representing the company, it is necessary to work continuously in the one typeface style established for general use, thereby contributing to a unique typographical style.

The **Nolan Next** family is considered to be the main corporate typeface.

Nolan Next Thin
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Light
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Regular
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Medium
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Bold
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Extrabold
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Heavy
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Thin Italic
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Light Italic
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Italic
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Medium Italic
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Bold Italic
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Extrabold Italic
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Nolan Next Heavy Italic
abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Title typeface

The **Bebas Neue** family is considered the main corporate typeface for titles.

BEBAS NEUE BOOK
ABC123

BEBAS NEUE BOLD
ABC123

Corporate typeface
Complementary typeface

We consider it advisable to use a complementary typeface when it is not possible to use the main typeface due to technical problems: for example, for **PowerPoint presentations and Word documents** for internal use entailing the exchange of information with other users.

This typeface will also be used for sending **emails and digital publications to be sent by email**, as these platforms do not allow the use of personalised typefaces.

The Nolan Next typeface, only in these cases, must be replaced by the Arial typeface.

Arial Regular

abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡

Arial Bold

**abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡**

Arial Black

**abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡**

Arial Italic

*abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡*

Arial Bold Italic

***abcdefghijklmnñopqrstuvxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
01234567890 !(¿{%@&}?)¡***

CORPORATE GRAPHIC ELEMENTS

Corporate Icons

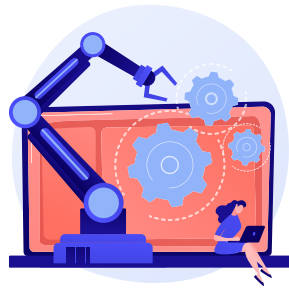|					
Banking	Insurance	Asset Management (Real Estate – NPA)	Energy and Industry	Technology, Media, and Telecommunications	Mobility and Services

Corporate Illustrations

These types of illustrations
will be used in corporate
presentations or infographics
for the different insights.

MERCHANDISING

Business cards

Backpack

Pens

Kraft Bag

Mug and Bottle