



BRAND STYLE GUIDE

CREATED BY: GREENSTAR MARKETING

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Logo

Download Files



When using the Axxess Network logo, select the design that fits best within the space provided.



Logo - Incorrect Usage

Please do not alter the logo in ways that will compromise the brand. To the right are examples of what NOT to do. When in doubt, use the logo files on the page above.

Do not rotate logo



Do not use on a busy background



Do not crop logo



Color Palette

The Axxess Networks primary colors should be used as often as possible . In situations where the primary colors are not sufficient, use the secondary colors to help compliment the primary colors. Use these secondary colors sparingly so that they don't overpower the primary colors.

Primary



Axxess Blue
#1C65AC



Green
#7AAF4D



Grey
#606062

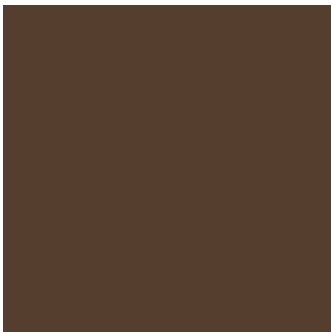
Secondary



Dark Blue
#0c3c6b



Dark Green
#09500e



Brown
#563e2e

Axxess Network Fonts

Montserrat Semi-Bold should be used to distinguish larger headings from body text. Montserrat is the main body font and can be used for things like sub-headings and in place of Montserrat Semi-Bold when unavailable. Montserrat Extra-Light should be used when a lighter font is needed to help balance bolder copy.

Sans Serif fonts, like the ones chosen here, elicit emotional responses that make the company appear tech-focused, trustworthy, modern, or straightforward, which we believe will help you feel approachable to resellers looking for partners they can easily communicate with.



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Montserrat Semi-Bold

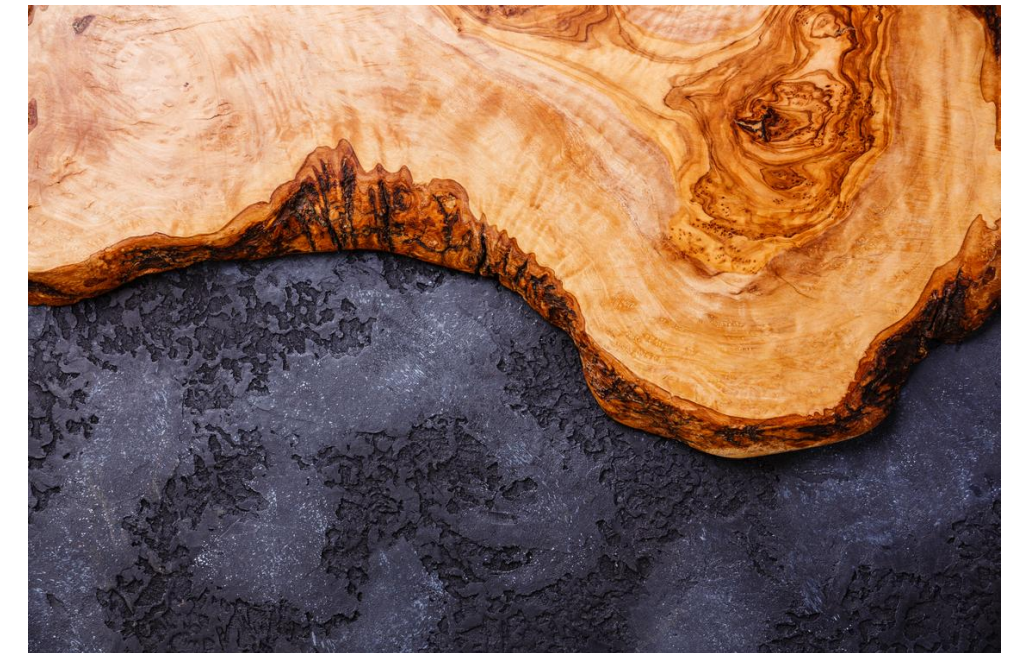
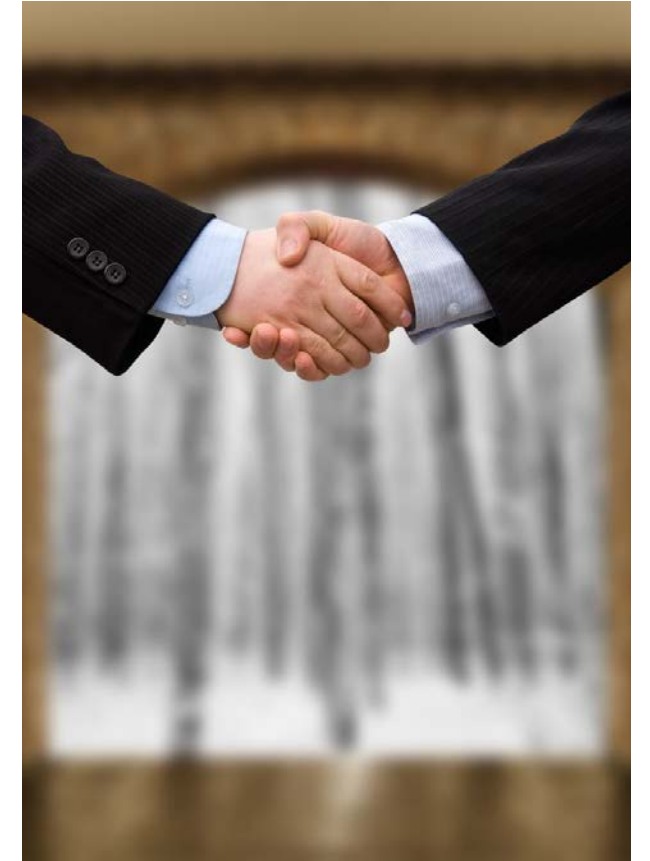
Montserrat

Montserrat Extra-Light

Brand Personality & Images

The Axxess Networks brand personality is boutique, neighborly, helpful, and knowledgeable. Communication with clients should be helpful, conversational, and empathetic to help clients feel they can approach you with any problem, big or small, versus the national competitors.

Images should reinforce Axxess Networks' brand personality. Stock photos should be warm and inviting. A sense of helpfulness and camaraderie should be portrayed often. Choose stock photos with a warm color palette or earthy hues.





FOR QUESTIONS CONTACT:

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