




Axon Logo Style Guide






Formulas for WEB/RGB usages for icon and text:

 Yellow Hex: FFA300 RGB: 255-163-0	 Gray Hex: 999999 RGB: 147-147-147	 White Hex: FFFFFFFF RGB: 255-255-255
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Formulas for PRINT/CMYK usages for icon and text:

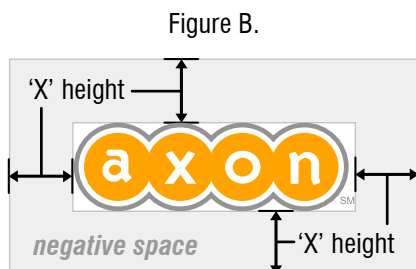
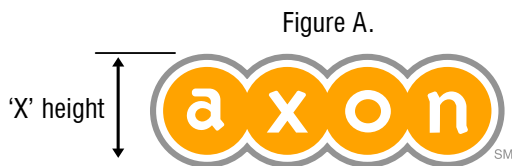
 Yellow Pantone: 137 U Process: 2-34-91-0	 Gray Pantone: Cool Gray 8 U Process: 38-28-24-9	 White Pantone: NA Process: 0-0-0-0
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Required logo positioning:

There should be a required amount of 'negative space' surrounding the logo all all times for placement on all usages.

- The 'negative space' is formulated by taking the 'X' height (Figure A.) of the logo and transferring that height equally around the entire logo (Figure B.).
- This 'negative space' should be blank and NOT contain any graphics or text. All other graphics and text should remain outside this area.



Techniques to achieve the correct color from Illustrator to Photoshop:

1. If you need to scale up or down any logo, do it in Illustrator, providing that you have a resource file that is .ai or .eps.
2. Then bring it into Photoshop as RGB. The image should be isolated, no background colors surrounding it.
3. Do a color overlay with the appropriate color formula.
4. Flatten the color overlay on the image.

Do's and Don'ts

Do

- Convert the colors for appropriate usage.
- When scaling, have pref in Illustrator set to 'scale strokes and effects'.

Don't

- Stroke the letters when using logo on dark background color.
- Alter in anyway the 'gray or white' strokes within the logo
- Change the kerning.
- Layout vertically or in an angle.
- Add any kind of drop shadow to the text or circular shapes.
- Deviate from the required logo positioning formula.