

Our logo is our life.
Love it fiercely.
Treat it respectfully.



3/4"
Axonify™

Minimum size:
3/4" wide, measured
from the "A" to the "y".

Clear space and minimum size

Always maintain clear space around the Axonify logo to protect it from distracting graphics or typography.

A good rule of thumb is to measure clear space by the height and width of the large 'speech bubble' in the logo.

The Axonify logo reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness.



Questions? We're here for support. Always.
Contact us at branding@axonify.com

Not gonna lie: Our logo likes to show off a bit.

Our logo colors.

When the logo appears on a white background, always use the primary logo:



Pantone 376 C
C=55 M=3 Y=100 K=0
R=128 G=189 B=65



Pantone Cool Grey 9 C
C=55 M=47 Y=44 K=10
R=120 G=120 B=122

Note: The 'axon' (what we call the speech bubbles in the logo) must always be presented in Axonify green (Pantone 376 C), with the exception of placement on a green background. In this case, the logo may be completely knocked-out to white. This also applies in the case of a restricted one-color print (e.g. for promotional merchandise).

Alternative color backgrounds

If your background doesn't allow for the Axonify logo to be used legibly, the logo may be reversed onto the Axonify grey or charcoal background. Alternatively, it may also be reversed on the Axonify green or black (for black and white applications).



Be nice to our logo. Save the headaches and eyesores.

And our logo don'ts.

1. Do not change the logo's orientation.
2. Do not add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects, and drop shadows. Axonify doesn't do fancy.
3. Do not place the logo on garish or clashing colors. This isn't the 80s.
4. Do not change the logo colors.
5. Do not layer the logo on backgrounds that are cluttered or detract from legibility. Axonify likes to be seen – clearly.
6. Do not scale the logo disproportionately. We don't do squishy.
7. Do not reproduce the logo in a screen of the corporate colors.
8. Do not use the logo in-line as text with any headlines and body copy.

You knew that though, didn't you?



3



4



*I don't care what they say,
orange is NOT the new black.*

5



6



*Leave the stretching
for yoga class!*

7



No way, Jose

8

using Axonify™ in text

