

01 / BRAND GUIDELINES

AXIS Systems.



Engineering trust into every layer of modern infrastructure.

§ 00

Contents.

A reference document covering the AXIS Systems visual identity — logo construction, color, type, voice and applications. Use it as the source of truth across every brand touchpoint.

PART 01

The Brand

03	About AXIS	
04	Mission & Vision	
05	Brand Values	

PART 02

Logo System

06	Primary Logo	
07	Logo Variations	
08	The Symbol	
09	Clear Space & Sizing	
10	Logo Misuse	

PART 03

Color

11	Primary Palette	
12	Extended Palette	

PART 04

Typography

13	Primary Typefaces	
14	Hierarchy in Use	

PART 05

Expression

15	Applications	
16	Closing	

§ 01.1

About AXIS.

AXIS Systems is a Luxembourg-based technology and cybersecurity consultancy serving the European market. We design, secure and modernise the digital infrastructure that enterprises depend on — from cloud architecture and automation to AI integration and software engineering.

Founded on the principle that strong technology is invisible, we build systems that work quietly, scale predictably and stay secure under pressure. Our clients range from financial institutions to logistics operators and digital-first ventures across the EU.

Our name reflects what we do: we are the axis around which our clients' systems rotate — the central, reliable point of engineering they can depend on. Trust, precision and a quiet kind of confidence sit at the heart of how we work.

This document defines how AXIS Systems presents itself to the world. It is the source of truth for our logo, color, typography and voice — the foundations of a brand built to stand for technical excellence in a noisy market.

LU

HEADQUARTERED IN LUXEMBOURG

EU

SERVING CLIENTS ACROSS EUROPE

24/7

CONTINUOUS MONITORING & RESPONSE

§ 01.2

Mission & Vision.

What we are here to do, and where we are going.

MISSION

We make enterprise technology calm.

Through expert consulting and engineering, AXIS Systems removes complexity from infrastructure, automation, cloud and security — so that the businesses we serve can move faster, stay protected and operate with confidence in a fast-moving European market.

VISION

A Europe where every system is trustworthy by design.

We see a near future where security, automation and intelligence are inseparable from infrastructure itself. AXIS Systems exists to make that future the default — by treating every layer of technology as something engineered to be trusted.

§ 01.3

Brand Values.

Four principles that shape every engagement and every line of code.

TRUST

We are dependable by design.

Our work protects the operational backbone of the businesses we serve. We hold confidentiality, transparency and consistency as non-negotiable.

01

PRECISION

Engineered, not improvised.

Every system we deliver is documented, repeatable and measurable. We choose clarity over cleverness and rigor over speed-to-look-busy.

02

INNOVATION

Curious about what comes next.

We track emerging technology — AI, automation, zero-trust architecture — and absorb it into proven practice. We are early, never reckless.

03

SECURITY

Security is not a feature; it's posture.

We design with assumed adversaries. Defensive thinking is built into every layer of our work, from infrastructure to interfaces.

04

§ 02.1

Primary Logo.

The complete AXIS Systems lockup — our most recognisable asset.



ANATOMY

Four parts, one mark.

01 The Peak

An asymmetric axis-form rising from a horizon — stability with momentum.

02 Wordmark

Geometric uppercase letterforms balancing technical strength with calm.

03 Stylized X

A cyan diagonal cut through the X — the signature of our identity.

04 Systems

Set in spaced mono caps below the wordmark — a quiet technical signature.

§ 02.2

Logo Variations.

Choose the variation that gives the mark maximum contrast in any context.



01 · PRIMARY

Dark navy + cyan on white — default for documents and light surfaces.



02 · REVERSED

White + cyan on navy — for dark UI, presentation slides and digital ads.



03 · SUBDUED LIGHT

Identical primary mark on a soft off-white — for editorial layouts.



04 · MAXIMUM CONTRAST

White + cyan on pure black — for cinematic or premium environments.

§ 02.3

The Symbol.

Our standalone mark — the AXIS peak. Use it where space is tight or the wordmark is unnecessary.



MEANING

**A peak. An axis.
A point of trust.**

The symbol is an asymmetric peak rising from a horizon line. It speaks to ascent — toward technical mastery — and to the idea of an axis: the central, reliable point around which systems are designed to rotate.

Use the symbol alone for app icons, favicons, social avatars, watermarks and any context where the full lockup would be illegible or unnecessary.

WHEN TO USE THE SYMBOL ALONE

- + App icons, favicons, browser tabs
- + Social media avatars & profile photos
- + Stamps, watermarks, signatures
- + Loading states and brand transitions

§ 02.4

Clear Space & Sizing.

Protect the mark with breathing room and respect its minimum legible size.

CLEAR SPACE

Always reserve X on every side.

X equals the height of the peak symbol in the lockup.



MINIMUM SIZE

Below these limits — don't.



PRINT · 25 mm width
Full lockup, full-color print.



DIGITAL · 120 px width
Full lockup, screen use.



ICON · 16 px / 6 mm
Standalone symbol minimum.

§ 02.5

Logo Misuse.

Six things never to do with the AXIS Systems logo.



01

DON'T STRETCH

Distorts proportions



02

DON'T RECOLOR

Use approved palette only



03

DON'T ROTATE

The mark stays horizontal



04

DON'T OUTLINE

No strokes or borders



05

DON'T ADD EFFECTS

No shadows, glows or gradients



06

DON'T CROWD

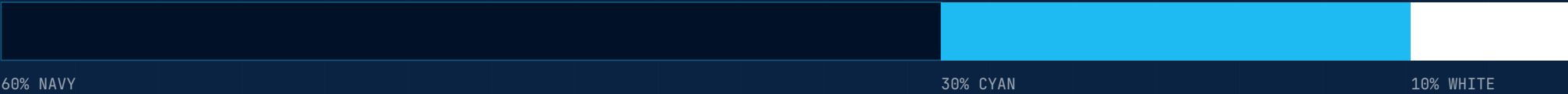
Respect the clear space



§ 03.1

Primary Palette.

Two colors carry the brand. Use them at the proportions shown below.



PRIMARY · 01

Deep Navy

HEX #001128

RGB 0 · 17 · 40

CMYK 100 · 90 · 50 · 70

PANTONE 2766 C

ROLE / Primary surface · Headlines on light · Authority

PRIMARY · 02

Signal Cyan

HEX #1DBBF2

RGB 29 · 187 · 242

CMYK 70 · 5 · 0 · 0

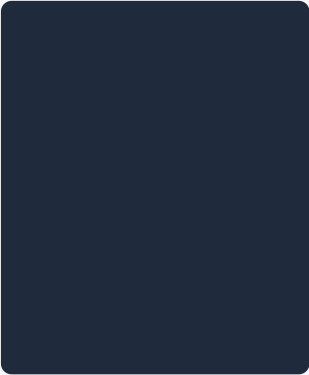
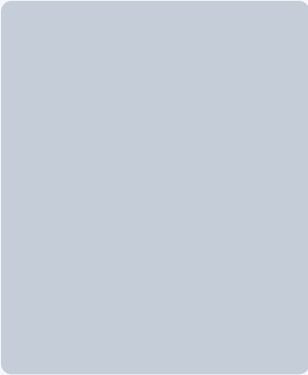
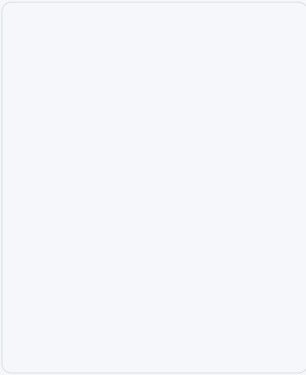
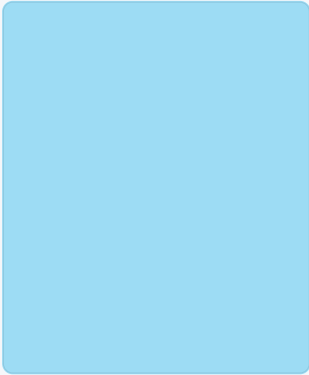
PANTONE 2925 C

ROLE / Brand accent · CTAs · Highlights · Energy

§ 03.2

Extended Palette.

Supporting colors for layering, UI states and editorial work. Use sparingly — never as a replacement for the primary palette.

					
01 MIDNIGHT #0A2342 Card depth on dark surfaces	02 GRAPHITE #1F2A3D Secondary dark layer	03 STEEL #8B95A8 Muted text · Captions	04 FOG #C5CDD9 Subtle dividers · Disabled	05 CLOUD #F5F7FA Off-white surface · Bg	06 ICE #9DDCF4 Tinted highlights · Soft accent

USAGE

Primary palette leads. Extended palette supports.

Deep Navy and Signal Cyan must remain dominant. Treat extended colors as quiet seasoning — never the dish.

§ 04.1

Primary Typefaces.

Three typefaces — one for headlines, one for body, one for technical detail.

01 · DISPLAY

Inter

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &@/

USE

Headlines · Brand statements · Editorial

WEIGHTS

Bold (Primary Heading Weight)

02 · BODY

Inter

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &@/

USE

Body copy · UI · Documentation

WEIGHTS

Regular · Medium · SemiBold · Bold

03 · TECHNICAL

JetBrains Mono

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &@/

USE

Code · Labels · Captions · Tech detail

WEIGHTS

Regular · Medium

§ 04.2

Hierarchy in Use.

A six-step scale covering everything from hero statements to fine print.

H1 / DISPLAY

INTER BOLD · 38pt

Engineering trust.

Hero statements · landing pages

H2 / HEADLINE

INTER BOLD · 26pt

Built for European enterprise.

Section headings · slide titles

H3 / TITLE

INTER BOLD · 18pt

Cloud Modernization & Automation

Card titles · subsections

BODY-LG

INTER REGULAR · 13pt

Secures the digital infrastructure European enterprises depend on.

Intro paragraphs · pull quotes

BODY

INTER REGULAR · 10.5pt

Our work spans cloud architecture, automation, monitoring, and AI integration.

Default body copy

MONO / LABEL

JETBRAINS MONO MEDIUM · 8.5pt

AXIS · SYS · 03 — INFRASTRUCTURE

Captions · technical labels

PRINCIPLE

Headlines in Inter Bold. Body in Inter Regular. Mono earns the eye when it matters.

§ 05.2

Applications.

How the system comes alive across real touchpoints.



01 · BUSINESS CARD



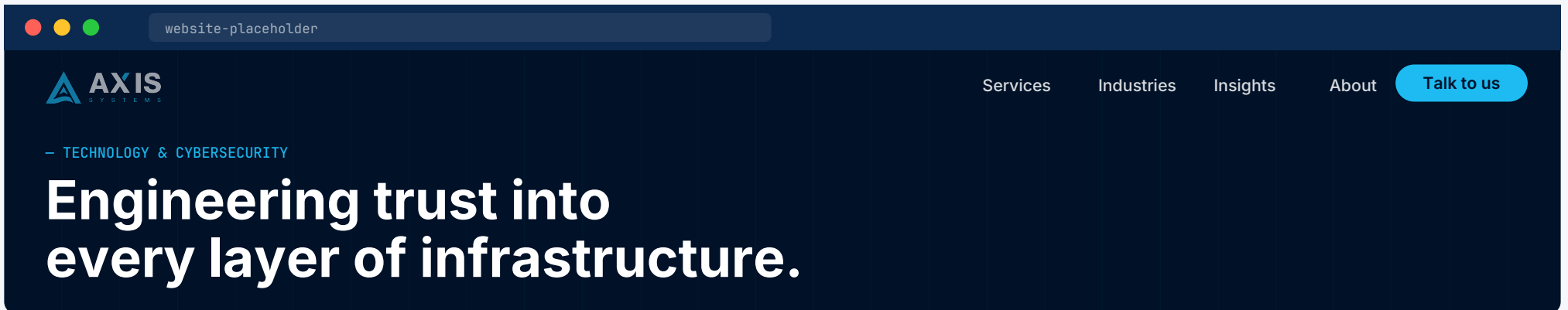
02 · LETTERHEAD



03 · APP ICON · DARK



04 · APP ICON · LIGHT



05 · WEBSITE HERO

§ END

Built to be trusted.

Treat this document as a living reference. As the brand grows,
this guide grows with it.

— END OF DOCUMENT

DESIGN

Designed by Muhammad Haroon

haroonwebs.com

© AXIS SYSTEMS · CONFIDENTIAL & PROPRIETARY

BRAND GUIDELINES · v1.0 · 2026 EDITION