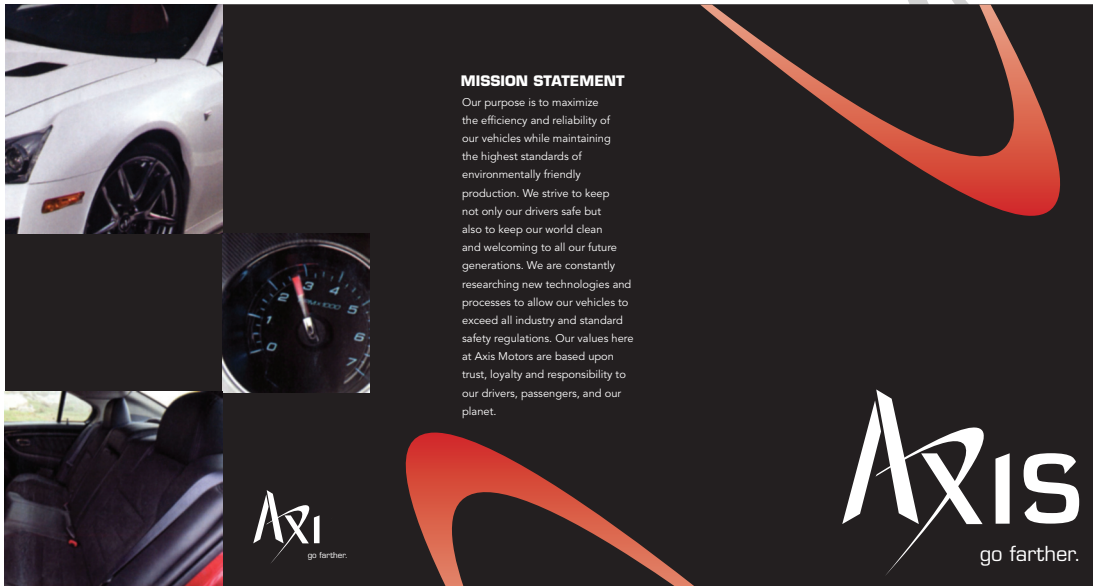


Erin McLean



MISSION STATEMENT

Our purpose is to maximize the efficiency and reliability of our vehicles while maintaining the highest standards of environmentally friendly production. We strive to keep not only our drivers safe but also to keep our world clean and welcoming to all our future generations. We are constantly researching new technologies and processes to allow our vehicles to exceed all industry and standard safety regulations. Our values here at Axis Motors are based upon trust, loyalty and responsibility to our drivers, passengers, and our planet.

AXIS
go farther.

Primary Position

Secondary Position

Clear Space = 1x x-height minimum on each side
Tagline = 1/2 x-height from lettermark

Eurostile

Main headings, eurostile bold

Sub-headings in both upper and lower case

The **AXIS** type style communicates in a bold and engaging way. Think about the hierarchy of information together with your audience and design your layout accordingly.

Position of the AXIS signature

Two set positions have been chosen to give consistency and recognition to all **AXIS** print material. These positions reflect the efficient and forward-moving position of the **AXIS** lettermark within the primary source.

The primary position on print material is at the top right of the page. The secondary position at the bottom left of the page is an acceptable alternative.

The distance between the signature and edges of the page is 1/2 the x-height, the same as the recommended clear space.

To communicate effectively, the **AXIS** signature must stand out on all backgrounds. Black and white are the only options for font. These colors are simple and direct, portraying our idea of efficiency and reliability.

Eurostile is our primary typeface
It is clear, bold and open expression of who we are and what we say. It is not just what we say but also how we say it.

Only use Eurostile bold for main heading and when necessary in sub-headings.

Imagery is an effective and engaging tool. Choose your image so the **AXIS** lettermark will stand out.

Avenir is our secondary typeface
Body text should be in Avenir 12. Other sizes may vary depending on the layout size. Make sure enough space is left between the lines of text to create an open feel. Keep sentences fairly short to keep the reader intrigued.

<p>Midnight Black Co Mo Yo K100 R15 G31 B32</p>	<p>Tarmac Co Mo Yo K10 Res G45 B44</p>	<p>White Co Mo Yo K0 R255 G255 B255</p>	<p>Classic Red C15 M100 Y100 K0 R210 G35 B42</p>	<p>Lightning Blue C70 M0 Yo K0 R0 G64 B89</p>	<p>Bright Blue C70 M15 Yo K0 R41 G170 B226</p>	<p>Cobalt Blue C100 Mo Yo K50 R0 G104 B144</p>	<p>Grass Green C75 M5 Y100 K0 Res G173 B73</p>	<p>Burnt Orange Co M48 Y100 K0 R244 G121 B32</p>	<p>Yellow Yellow C0 Mo Y75 K5 R248 G221 B92</p>
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Colors evoke a response that reaches beyond culture and language. The consistent use of color is important in building the **AXIS** identity. Be bold with color.

Primary Color Palette
Our primary colors convey energy, growth and progress. Match to the **AXIS** brand references every time.

Preferred Color Reproduction
Whenever possible, it is advised that solid colors should be used in preference to four-color process.

Supporting Color Palette
These colors can be used creatively to generate appropriate moods and as dynamic background for our lettermark.

Important: To assist with color matching, **AXIS** primary color swatches are available to order from the Brand Centre at www.axis.com/brand



AXIS

Corporate Identity
16 x 8 in. Brochure
Created in Illustrator