



**A X I O N**

**BRAND & STYLE GUIDE**

# Axion Brand Guide

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Updated March 2021

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01.



## **AXION'S MISSION**

is to build an ethical ecosystem designed for digital asset portfolio growth and a scalable passive-income solution

**FOR ALL INVESTORS.**

Everything we do at Axion should reflect these core values.

Axion is here to provide an ethical, long-term investment platform for anyone.

We are here to provide a transparent, welcoming, and fruitful community dedicated to mutual growth.

We are a haven for tech-savvy day traders AND tech-illiterate first-time investors.

We are here to change how the world sees crypto investments and investing in general.

This is a #betterwaytocrypto.



## 02. Brand Foundation

The brand foundation expresses the essence of Axion and provides a compass heading for all design decisions and executions moving forward.

### **PURPOSE**

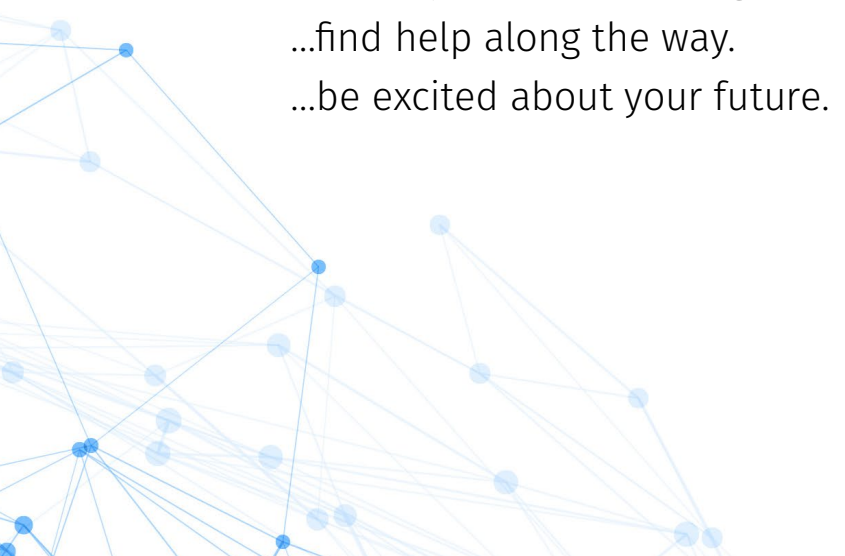
Axion is an ethical, community-driven cryptocurrency.

### **POSITION**

Axion rewards long-term investing with high-yield interest rates and weekly dividends.

### **PROMISE**

With Axion... you can.

- ...join an exciting new community.
  - ...interact with a global currency.
  - ...invest no matter how much or how little you have.
  - ...watch your investment grow.
  - ...find help along the way.
  - ...be excited about your future.
- 

# 03. Personality Attributes

Our personality attributes express the tone and feeling of Axion to outside viewers.

## **AUTHENTIC.**

Everything Axion does is real.  
We don't sugarcoat or over-hype.  
We don't make promises we can't keep.

**NOT:** Cheesy, fake, spurious, cheap

## **FORWARD-THINKING**

We're grounded in the present but our eyes are to the future. We're playing the long-game, our sights set on 15 years.

**NOT:** Shortsighted, wandering, indecisive

## **ACCEPTING**

We welcome all members to our community, no matter their race, gender, past experiences, or financial goals.

**NOT:** Close-minded, judgmental

## **ENTERPRISING.**

We're re-imagining the financial investment world. We do everything with courage, passion, and excitement.

**NOT:** Aggressive, reckless, foolhardy

## **COMMUNITY FOCUSED**

When Axion prospers, the individual prospers too. We're here to help anyone become investors and help them grow.

**NOT:** Self-centered, isolationist, haughty

## **ETHICAL**

We strive to maintain transparency and longevity. We will make Axion valuable to all investors regardless of entry price.

**NOT:** Unprincipled, dishonorable

## 04. Narrative & Messaging

Our core messaging and the way we communicate about Axion helps distinguish us in a noisy crypto marketplace.

### NARRATIVE CORE VALUES

In everything we communicate, we should strive for authenticity, transparency, and confidence.

Axion is a unique and powerful financial tool, part of a larger investment portfolio. We're about giving investors a unique growth opportunity in the cryptocurrency space with powerful smart contracts. We are excited about the future of Axion and convey it regularly. We strive to be inclusive, whether an individual is a "crypto-bro" or a stay-at-home mom, a college student or a CEO, Axion is for everyone. We respect people's privacy, acknowledging that Axion's founder and core members of the team are anonymous-by-choice. We don't shy away from Axion's history, choosing instead to adopt the reality that our wounds make us stronger.

We believe, absolutely, that **With Axion, You Can.**



# PRIMARY MESSAGING

Axion offers a first of its kind blockchain powered venture fund alongside high interest time-locked savings deposits (stakes) that earn investors high interest of ~8% plus additional dividends. Axion also acts as a scalable, spendable global currency with its native token AXN.

Axion allows anyone to earn on their investment via venture fund auctions and time-locked deposits on the blockchain with the AXN token.

Axion is dedicated to making the onboarding process for new investors as efficient and accessible as possible with dedicated fiat to Axion onramp and support specialists available at any point through the Axion website.

## AD COPY:

- With Axion, you can.
- Stake Axion, earn Bitcoin.
- Max shares, max dividends.
- Grow your investment with Axion.
- Grow your stack with Bitcoin divs.
- Upgrade your portfolio with Axion.
- Relax 'n Divs.

# MESSAGING DO'S AND DON'TS

## DO:

- Promote Axion as an investing tool
- Talk about 8% APY minimum yield
- Advertise longevity (5555 stakers)
- Emphasize Bitcoin dividends
- Describe Axion as a new cryptocurrency
- Promote our strong community
- Describe our ethical and transparent financing
- Use quality designs and professionalism in all advertising.
- Talk about a #betterwaytocrypto

## DON'T:

- Imply Axion should be anything more than a small part of a broader investment portfolio
- Encourage FOMO / overemphasize past APY
- Talk about retirement or getting rich quick
- Put in lots of hype/buzz words
- Compare Axion to other cryptos
- No sexually suggestive print or images
- No tribalism / excluding anyone for any reason



# 05. Visual Identity

With our logo and design elements, consistency is key. There are many moving parts with lots of community-created content and features being developed on a daily basis. What will help separate official Axion communication and development is the consistency of public-facing branding, fonts and colors across all mediums. All Axion Foundation websites, tools and content, whether created internally or by third-party vendors, should follow these approved guidelines when creating and delivering content.

## PRIMARY LOGO



Use case:  
In all Axion official content over a lighter background. The logo text is Axion Blue.

## PRIMARY LOGO REVERSED



Use case:  
In all Axion official content over a darker background. The logo text is white.



## Primary Logo usages to avoid:



Using the Reversed logo with the white text over white background



Using the logo with non Axion-branded colors



Putting the logo copy over visually dense areas



Rotating or slanting the logo and copy



Filling the logo with a solid color or changing the logo colors



Adding thick/soft drop shadows to make the logo more visible. See the next page for procedures with drop shadows.

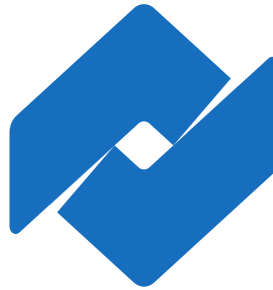
# Secondary Logos

## SECONDARY LOGO MARK



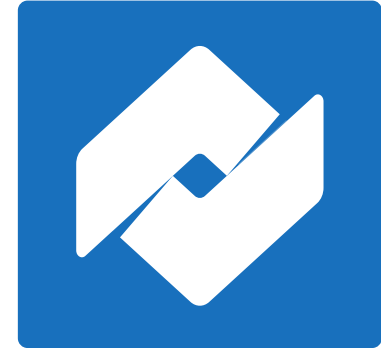
Use case:  
Wherever the Axion logo needs to appear on its own

## SECONDARY LOGO BLUE CUTOUT



Use case:  
Whenever a simplified logo is needed. Note the white bands "cut out" of the logo.

## SECONDARY LOGO WHITE CUTOUT



Use case:  
Whenever a simplified logo is needed over a solid dark colored background.

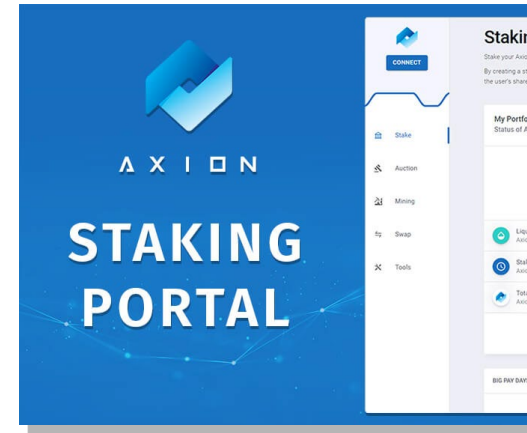
# Drop Shadows



Whenever drop shadows are needed, use a solid non-blurred drop shadow with minimal offset and a 33% opacity with a shadow color of black.

# Design language

Beyond just logos and colors, the design language must be consistent. The current branding uses the "Axion Tech" look across all its graphic design, primarily noted by a graphic with dots connected by lines set into perspective with an "out of focus" look. This design element is blended with the Axion Blue color. When possible, all graphic design elements should use the following or similar graphic in some manner.



Note the subtle use of the Axion Tech asset in the background of each element

# Colors

As above, consistency of colors helps a user/investor recognize they're in the right spot, as a part of the overall Axion ecosystem. Using only approved primary/secondary/accent colors is crucial to our brand. The color palette is blue, avoid all oranges.

## PRIMARY COLOR "Axion Blue"



**HEX:** #176ebf  
**RGB:** 23, 110, 191  
**HSL:**  
H 208.93  
S 0.79  
L 0.42

Use: All Axion themed elements including background, text, and logos.

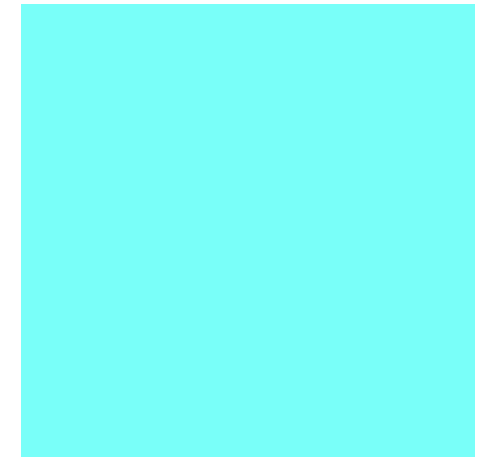
## SECONDARY COLOR



**HEX:** #0faad6  
**RGB:** 15, 170, 214  
**HSL:**  
H 193.27  
S 0.87  
L 0.45

Use: Good for backgrounds, do not use for text.

## ACCENT COLOR



**HEX:** #79FFF9  
**RGB:** 121, 255, 249  
**HSL:**  
H 177.3  
S 100%  
L 73.7%

Use: Useful as a contrasting color for Axion Blue. Primarily used in the Staking Portal.

# Fonts

Just as with colors, using consistent fonts helps create brand stability. While it may be entertaining to use a wide selections of fonts to create variety, keeping within our selected font families helps keep the branding consistent across all our communication channels.

## PRIMARY FONT

### Fira Sans

Fira Sans Ultralight  
Fira Sans ExtraLight  
Fira Sans Book  
**Fira Sans Medium**  
**Fira Sans Bold**  
**Fira Sans Heavy**

Use: all published text including this document, marketing, whitepaper, and professional communications.

[Download Fira Sans here](#)

[Adobe Fonts link](#)

## HEADLINE FONT

### BEBAS NEUE

BEBAS NEUE LIGHT  
BEBAS NEUE BOOK  
**BEBAS NEUE REGULAR**

Use: all Axion display ads headline font and banner ads, alternate text.

[Download Bebas Neue here](#)

[Adobe Fonts link](#)

## LOGO FONT

I N V E R S I O N Z

U N B O X E D

Use: The primary logo font. Should not be used in any other case. Should be used if needing to create an additional Axion "brand" like:

A X I O N   S U P P O R T

A X I O N   V E N T U R E S

A X I O N   F O U N D A T I O N

[Download Inversionz Unboxed here](#)

## 06. Downloadables & Contact Info

To download all logos in vector, .png, .jpeg, svg. and .PDF, [click here.](#)

For additional logo formats, use case scenarios, press or media relations, or suggestions/feedback about this document, contact Joel:

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