



Axioma Metering Brand Usage Guidelines

July 2023 - Version 1.0

Brand Guidelines

Introduction

Every interaction that our stakeholders have with Axioma Metering should embody our values and focus on quality. These Brand Guidelines will help you achieve this authentically and maintain our visual identity consistently.

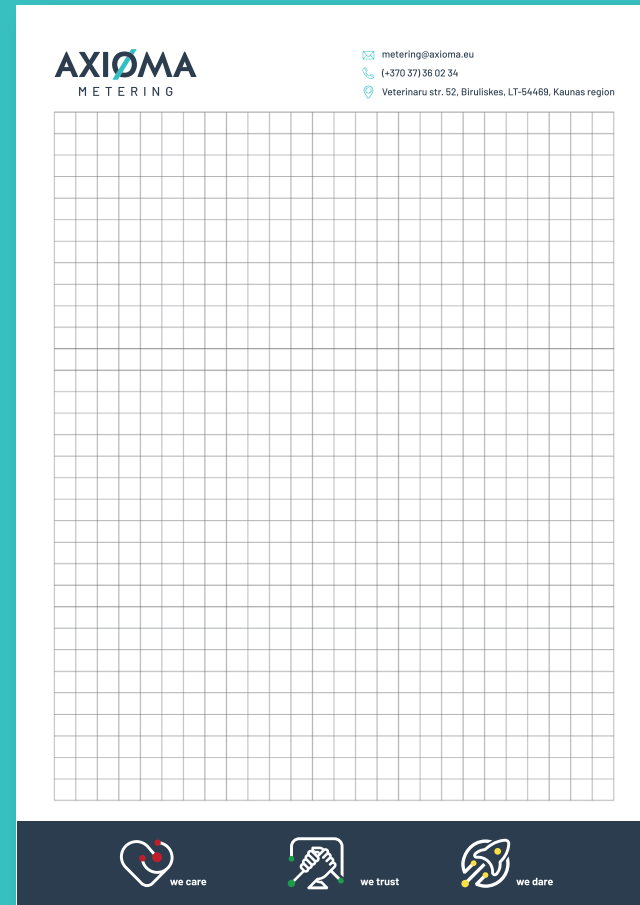
These guidelines define the rules for the Axioma Metering logo, its typeface, colours, and the structure of our space. Please remember to consult the guidelines whenever you, or an Axioma Metering supplier, are developing communications or designing materials for Axioma Metering.

These Brand Guidelines can't cover all possible use cases. Feel free to contact the Axioma Metering Team (metering@axioma.eu) whenever you need any help.

These guidelines will continue to evolve, so please always check that you are referring to the latest version available via ([link](#)).

Released in July 2023.

OUR LOGO



Logo

[download logo](#)



Full colour

AXIOMA
METERING

Reversed

AXIOMA
METERING

Mono reversed

AXIOMA
METERING

Mono

AXIOMA
METERING

Full-colour and monochrome versions of the Axioma Metering logo allow maximum impact across all background colours.

On a white background, the full-colour logo must be used. The white monochrome logo should be used on any other background or on top of an image.

The full-colour logo may be used if the background is very light and has far more contrast with the full-colour logo than the white monochrome logo. Do not modify the logos under any circumstances, including altering their form or color—even for internal use.

Do not modify the logos under any circumstances, including altering their form or color—even for internal use.

Logo misuse



- ✘ Do not rotate the logo in any direction or flip it vertically or horizontally.



- ✘ Do not modify the logo's colours, even if they are from the brand palette.



- ✘ Do not alter the size ratio or position of any part of the logo.



- ✘ Do not use gradients, drop shadows, bevels or graphic effects.



- ✘ Do not stretch, squash, or warp the logo in any direction.



- ✘ Do not reproduce the logo using 'key-lines' of any weight or variety.



- ✘ Do not use the wordmark independently of the metering word.



- ✘ Do not place the full-colour logo on any coloured background.



- ✘ Do not place the full-colour logo over busy or dark areas of an image.

To maintain the integrity and clarity of our brand, do not modify the Axioma Metering logo in any way or associate it with conflicting elements.

This page includes some examples of executions that are prohibited. Always use the master artwork files when reproducing the Axioma Metering logo.

These misuse principles apply to all versions of the Axioma Metering logos and badges.

Logo Application and Clearance

A clear space ensures that the Axioma Metering logo maintains visibility and impact.

Maintaining this clear space zone between the logo and other page elements, such as text, images and other logos, ensures it always appears unobstructed and distinct from competing graphic elements.

Please maintain this space around the logo. The preferred amount of clear space is equal to the height of the "X", which should be relative to the size of the logo.

Please note that this is a minimum and, ideally, should warrant even greater space.



Logo Minimum Sizes

Print

8 mm height



Digital

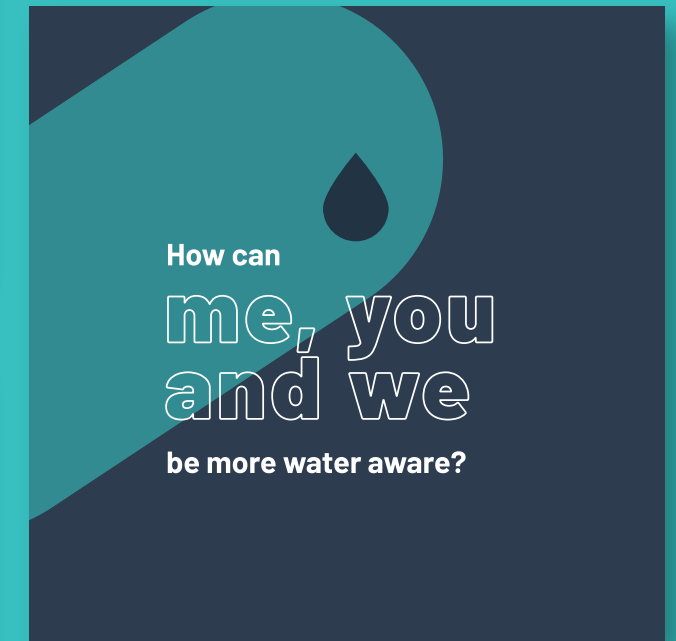
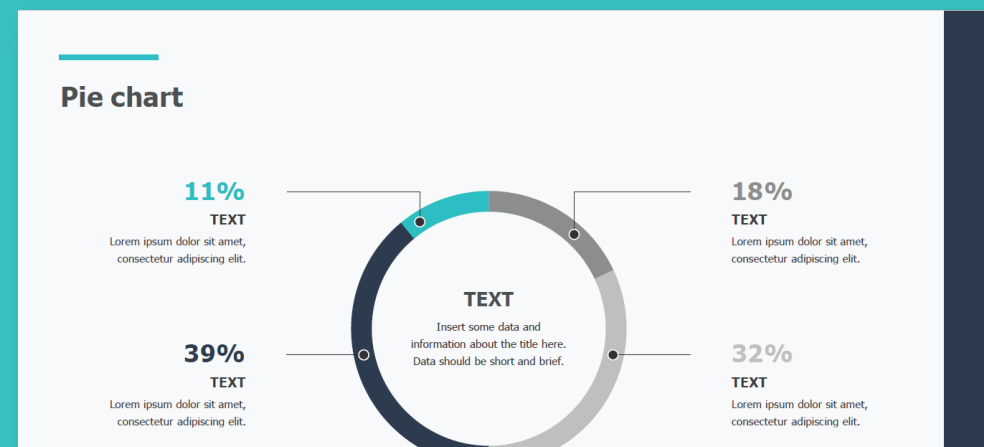
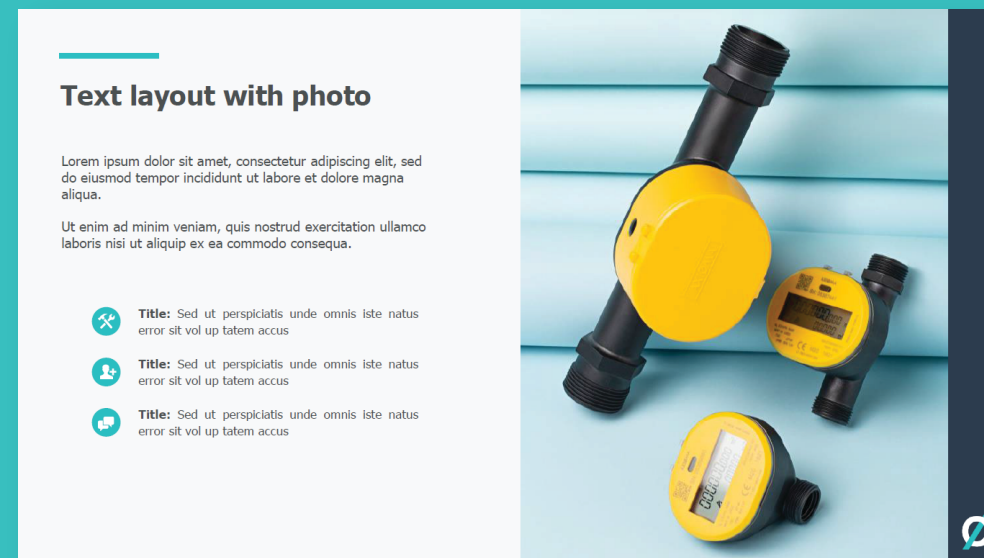
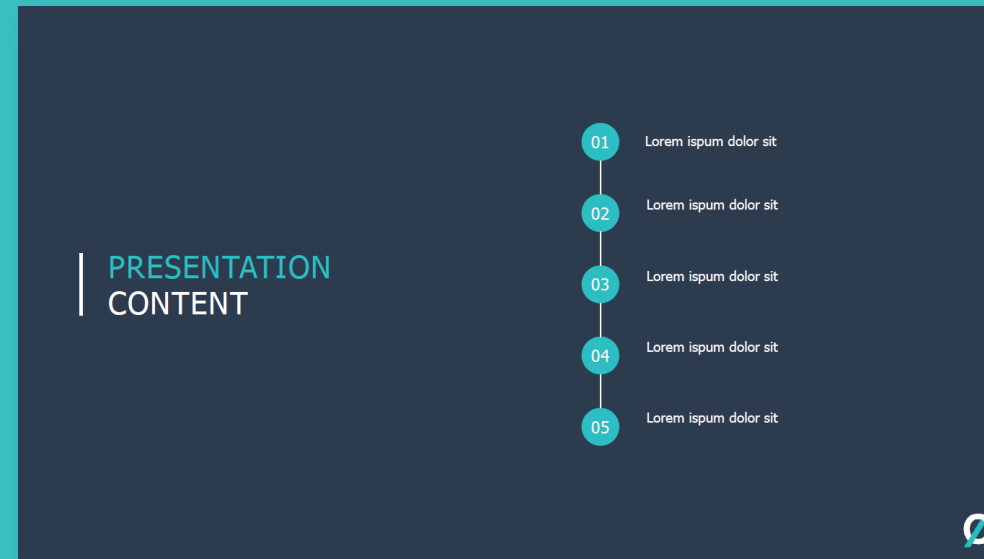
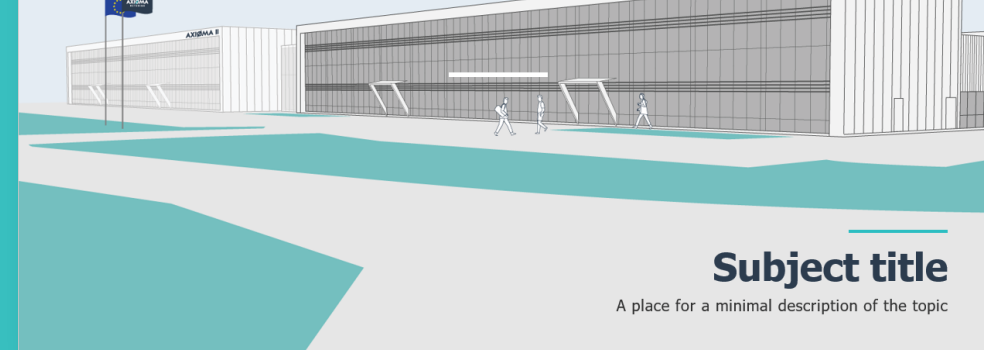
20 px height



So that legibility is never compromised, minimum sizes have been established.

Like with logo clearance, these are minimum sizes and where appropriate, the logo should make use of the available space (without looking too over-bearing and ill-considered)

TYPOGRAPHY



Typography for print and digital

download font



The Axioma Metering font is a fundamental part of its visual style that helps achieve a unique and consistent look across its materials.

Axioma Metering uses only Barlow as its font family for digital and print.

Barlow Three weights may be used - Medium, Medium Italic, Bold and Black.

Do not use any other font weights.

BARLOW BLACK

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Barlow Black can only be used for [headers and large numbers](#). It should never be used for body copy or numbers in paragraphs of text.

BARLOW BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Barlow Bold should be used for [subheadings](#).

BARLOW MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Barlow Medium should be used for [body text](#).

BARLOW MEDIUM ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Barlow Medium Italic should be used for to create emphasis, for example: [Keywords, Call to Actions and URLs](#).

Typography for documents

download font



Axioma Metering uses only Tahoma as its font family for PowerPoint presentations, word documents.

Tahoma weights may be used - Italic, Regular and Bold.

Do not use any other font weights.

TAHOMA BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Tahoma Bold can only be used for [headers and large numbers](#). It should never be used for body copy or numbers in paragraphs of text.

TAHOMA REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Tahoma Regular should be used for [body text](#).

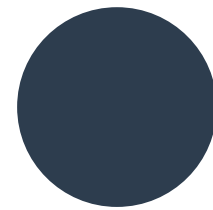
TAHOMA ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Tahoma Italic should be used for to create emphasis, for example: [Keywords, Call to Actions and URLs](#).

Colour Palette

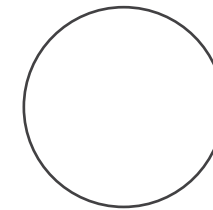
Primary colours



Navy

Pantone 297 C

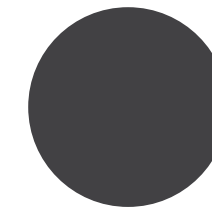
C84 M69 Y48 K40
R44 G60 B78
#2C3C4E



White

Pantone 297 C

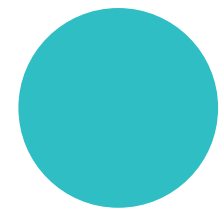
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



Dark Grey

Pantone 297 C

C68 M62 Y58 K45
R66 G65 B67
#424143

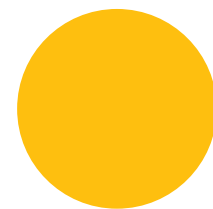


Teal

Pantone 297 C

C69 M0 Y27 K0
R44 G189 B194
#2CBDC2

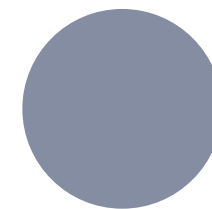
Product colours



Yellow

Pantone 297 C

C0 M27 Y100 K0
R254 G190 B16
#FEBE10



Grey

Pantone 297 C

C52 M40 Y25 K1
R132 G141 B162
#848DA2

Our brand colours are a distinct and crucial part of our identity, and they work together to make our brand recognisable.

When applied consistently, these colours also provide a solid visual link across various materials and communications, distinguishing us from the competition.

Use the codes to replicate the colours. No other colours than these may be used.

RGB values should be used for display (digital and screen).

CMYK values should be used for full-colour print.

Colour Usage

Navy

Primary Colour

Navy and white are the primary text and background colours.

White

Text

Use white text on top of a navy and teal background.

Background

White may be used as a secondary background colour.

Grey

Text

Use grey text on top of a white or teal background.

Teal

Primary Colour

Navy and white are the primary text and background colours.

Text

Use teal text on top of a navy and white background.

Links and Buttons

Teal should be used for all URLs, links and buttons.

Yellow

Background

Yellow may be used as a secondary background colour combination with navy, white and grey colours, when we use water products.

Grey

Background

Grey may be used as a secondary background colour combination with navy, white and grey colours, when we use heat products.

Here are some basic guidelines on using colour within the brand to create consistency and legibility.