

Our logo is our signature, the first thing that immediately sets our company apart from anyone else. For Axial™, we've created a bold, visually appealing logo that reflects our strength and leadership. To ensure that we always make this connection for people, we must use our logo with discipline and consistency.

- Always print or reproduce the Axial logo in green or grey (PMS 368 and PMS 425 match) when possible. The logo may also be reproduced in 100% black or knockout to white. There are no exceptions.
- The Axial logo must never print smaller than 1" wide (25.4mm). All exceptions must be approved by the marketing department.
- Keep a minimum of .25" (6.35 mm) of negative space around all sides of the logo to maximize visibility and impact.
- Use of the Axial Mark only is allowed when the full logo is displayed somewhere else on the marketing collateral.
- When spelling out the corporate web address in printed communications, it is necessary to include the "www."

When possible, always print or reproduce the Axial logo in green and grey (PMS 368 and PMS 425) as shown.



Axial Vertical Logo



Axial Horizontal Logo



Axial Mark Only

In instances when a one-color logo is required, the entire Axial logo may be printed in 100% black or knock out to white.



Axial Vertical Logo



Axial Horizontal Logo



Axial Mark Only