



AXIOS

Media & Press Kit



Who we are

Axios Holdings is a FinTech incubator, fathering companies from a range of online verticals such as Education Platforms, DevOps, Online Lending, Online Payments, Brokerage & Liquidity, Investment Platforms, and user engagement platforms. Axios offers a comprehensive set of FinTech products and solutions by either breeding its own ideas or partnering with other companies in related verticals.

Our Mission, Vision & Strategy

Our mission is to create the most innovative, comprehensive and embracive FinTech hub in the world. Whether we're developing products and services from scratch or nurturing the ideas of other creative minds in our space, we want to be the go-to brand for FinTech solutions.

The way we plan to turn our vision into reality is by leveraging our knowledge and technology. Our tech and experience allows us to build an ecosystem of transparent, robust and reliable solutions that can strengthen strategic partnerships for the benefit of both our customers and stakeholders.

Brand Construction

The Axios brandmark is comprised of two elements: the Symbol and the Logotype (AXIOS). In order to maintain maximum visual impact, the brandmark should not be redrawn, edited or altered in any way.

There are two configurations of the brand; vertical and horizontal.

The vertical configuration is the preferred version. Horizontal version should be used when there is insufficient space for the vertical version.

VERTICAL CONFIGURATION



HORIZONTAL CONFIGURATION



Clear Space - Minimum Sizes

To preserve the integrity and visual impact, the brandmark should always be surrounded by a minimum clear space area. The area of isolation ensures that headlines, text or other visual elements do not interrupt the brandmark.

Rules:

The minimum amount of clear space required around the brandmark is equal to the width of the “O” in the “AXIOS” Logotype. This clear space is the minimum and should be increased when possible.

The clear space must be maintained on all sides of the Logo.

Minimum Sizes:

To ensure the greatest legibility and visual recognition, never reproduce the brandmark at widths (Logotype) smaller than 8mm tall for print and 24px tall for digital.

MINIMUM AMOUNT OF CLEAR SPACE

x = width of the “O”



MINIMUM SIZES

PRINT:



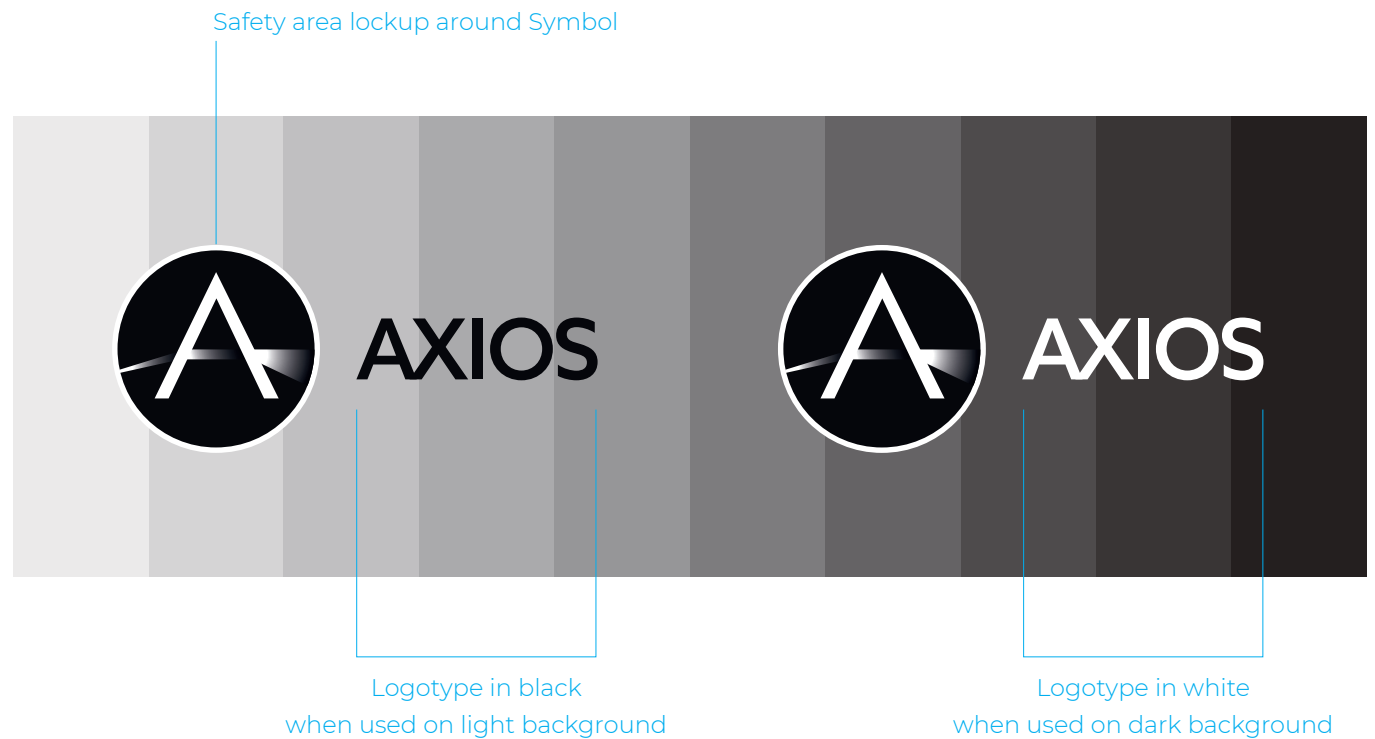
DIGITAL:



Background Control

To allow proper readability and maximum visual impact – a safety area is set around the Symbol.

When the Axios brandmark is used on light background, logotype appears in black. When it is used on dark background, logotype appears in white.



Misuse

It is important that the appearance of the brandmark remains consistent.

Poor use of the Axios brandmark makes us look unprofessional. When using the Axios brandmark, the rules on this page should be followed at all times.



Brandmark should never be manipulated, stretched, distorted or cropped.



Brandmark should never have drop shadows or other graphic effects added.



Do not alter position or relationship of the elements.



The relationship between the elements should never be changed.



Brandmark typography should never be altered or replaced.



Do not use brandmark in colours other than Black.



Do not remove the circle from the Icon.

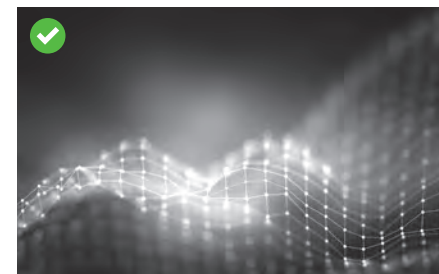
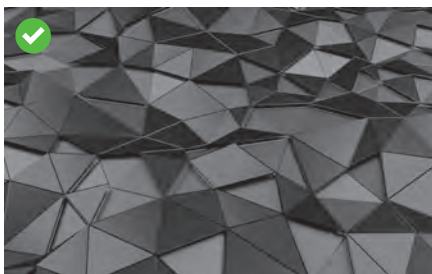
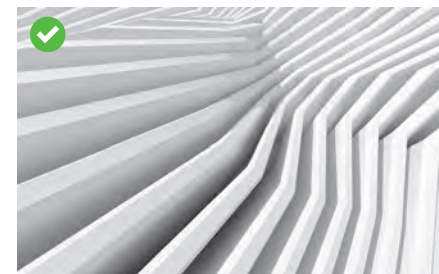
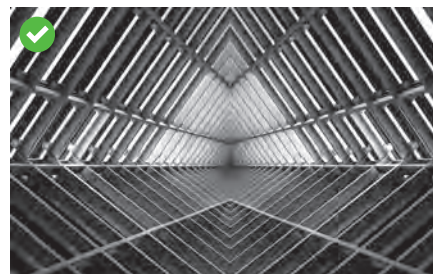


Do not fill with imagery, patterns, etc.

Social Media Imagery

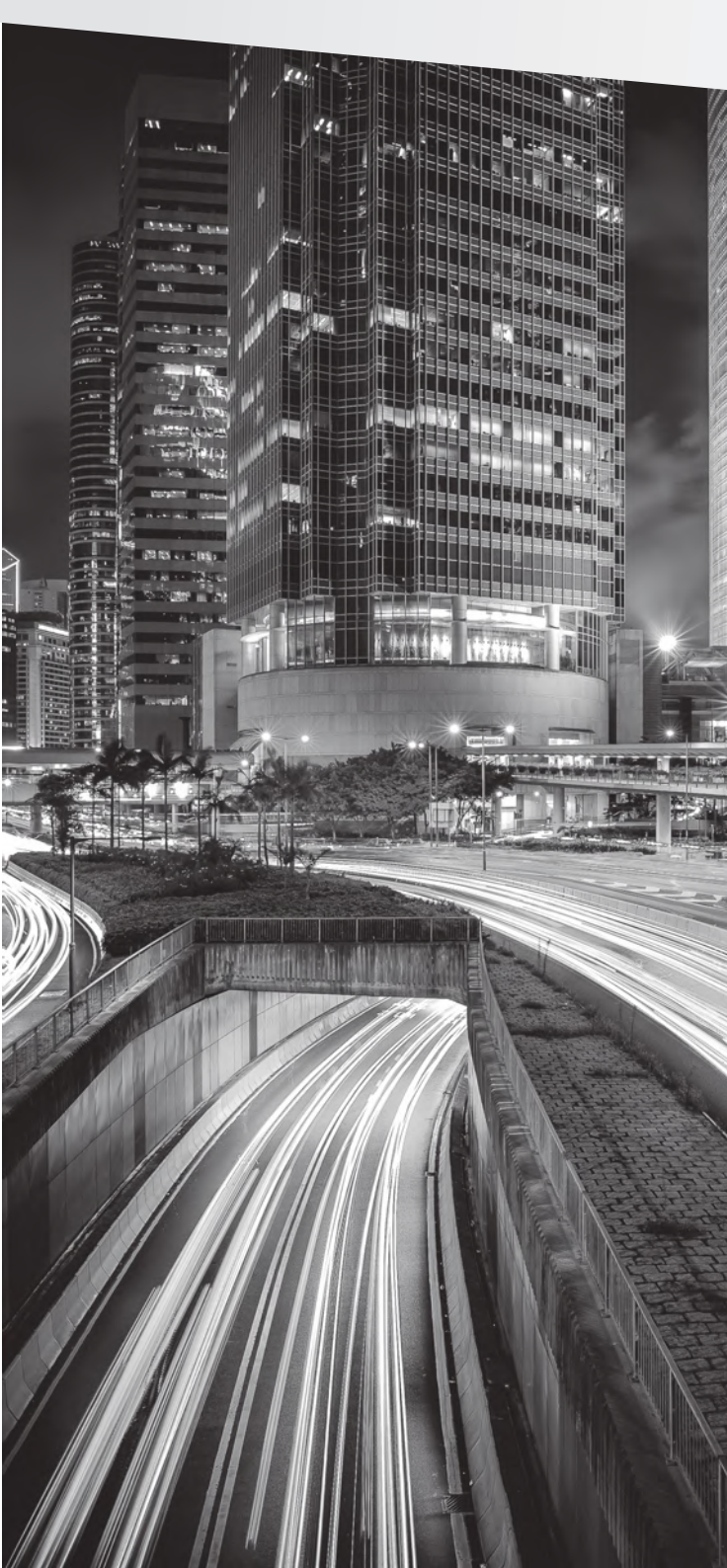
For social media, abstract imagery, preferably black and white, that show innovation & technology is recommended.

RECOMMENDED



NOT RECOMMENDED





For Press Inquiries, please contact:

email: info@axiosholding.com