

# HyAxiom Corporate Identity Graphic Standards



Version 3.0

# Introduction

The following HyAxiom Visual Identity Guideline is about the visual systems for the company HyAxiom. Please familiarize yourself with the content of the guidelines to ensure consistency and accuracy. Adhere to the guidelines and use the original graphic data found in the digital data. During production, ensure to follow the specifications and system to avoid incorrect usage.

The items regulated in the HyAxiom Visual Identity Guideline are critical elements directly connected to the brand image and brand assets of HyAxiom. The application of each item provides specifications, therefore, should be strictly adhered to. The visual system should not be altered unless approved. These guidelines have been developed to ensure consistent and accurate applications of the logo to prevent degradation or confusion of the company's image. The HyAxiom logo should not be distorted or altered in any way. When uncertain, please consult with Management.

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## Brand Story

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# Basic System

## BS 1. Logo Structure

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BS 1.01	CI Basic	05
BS 1.02	Signature	06
BS 1.03	Symbol	07
BS 1.04	Wordmark	08
BS 1.05	Wordmark Signature	09
BS 1.06	Color System	10
BS 1.07	Color Usage	11
BS 1.08	Special Print	13
BS 1.09	Incorrect Usage	14
BS 1.10	Typeface	15

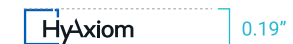


## BS 1.01 CI Basic

The CI Basic of HyAxiom is the core symbol representing the company's image for its internal and external communications. Adhere to the guidelines provided below to ensure a consistent and accurate visual appearance.



Minimum Size



## BS 1.02 Signature

The Signature of HyAxiom is the core symbol representing the company's image for its internal and external communications. Adhere to the guidelines provided below to ensure a consistent and accurate visual appearance.



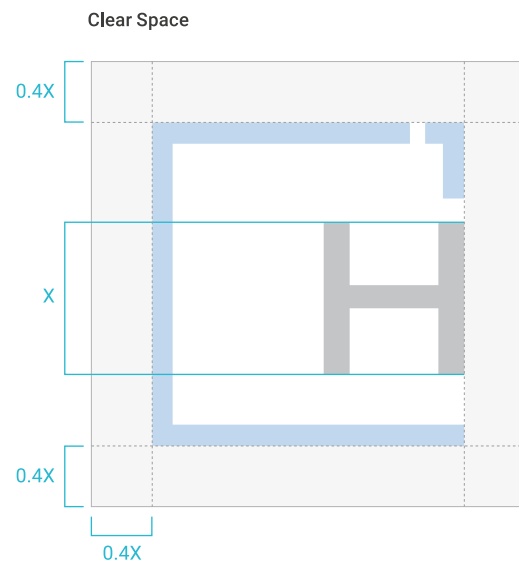
Minimum Size



## BS 1.03 Symbol

The Symbol of HyAxiom is the core symbol representing the company's image for its internal and external communications. Adhere to the guidelines provided below to ensure a consistent and accurate visual appearance.

\* The following symbol should only be used in digital materials, such as favicons.



Minimum Size



## BS 1.04 Wordmark

The Wordmark of HyAxiom is the core symbol representing the company's image for its internal and external communications. Adhere to the guidelines provided below to ensure a consistent and accurate visual appearance.

# HyAxiom



Minimum Size

HyAxiom 0.14"

## BS 1.05 Signature Wordmark

The Signature Wordmark of HyAxiom is the core symbol representing the company's image for its internal and external communications. Adhere to the guidelines provided below to ensure a consistent and accurate visual appearance.

HyAxiom  
A Doosan Company



Minimum Size



# BS 1.06

## Color System























The colors of HyAxiom are one of the vital elements in distinguishing the brand. The consistent use of the colors across various media ensures the visual communication standard for the company. For optimum use of the HyAxiom colors, please adhere to the PANTONE, and spot colors provided below, to ensure the consistency of the image of HyAxiom.

Main Colors			Sub Colors		Sub Bg Colors	
<div>Endeavour Blue</div> <div>PANTONE® 300 C C100 M60 RGB 0 94 184 HEX 005EB8</div>	<div>Cerulean Blue</div> <div>PANTONE® 313 C C100 Y15 RGB 0 165 215 HEX 00A5D7</div>	<div>Persian Green</div> <div>PANTONE® Green C C95 Y58 RGB 0 173 131 HEX 00AD83</div>	<div>Pure Black</div> <div>PANTONE® Black 6C C100 M79 Y44 K93 RGB 16 24 32 HEX 101820</div>	<div>Gold</div> <div>PANTONE® 871 C</div>	<div>Silver</div> <div>PANTONE® 877 C</div>	<div>Slate Gray</div> <div>PANTONE® 7544 C C53 M34 Y22 K10 RGB 112 128 144 HEX 708090</div> <div>Botticelli Gray</div> <div>PANTONE® 642 C C15 M4 RGB 209 221 230 HEX D1DDE6</div>

# BS 1.07

## Color Usage

The proper use of background colors is a vital element when establishing the image of HyAxiom. Stronger contrast in brightness ensures higher visibility of the visual identity. In the case where the visual identity must be used on a colored background, adhere to the following to ensure the logo's visibility.

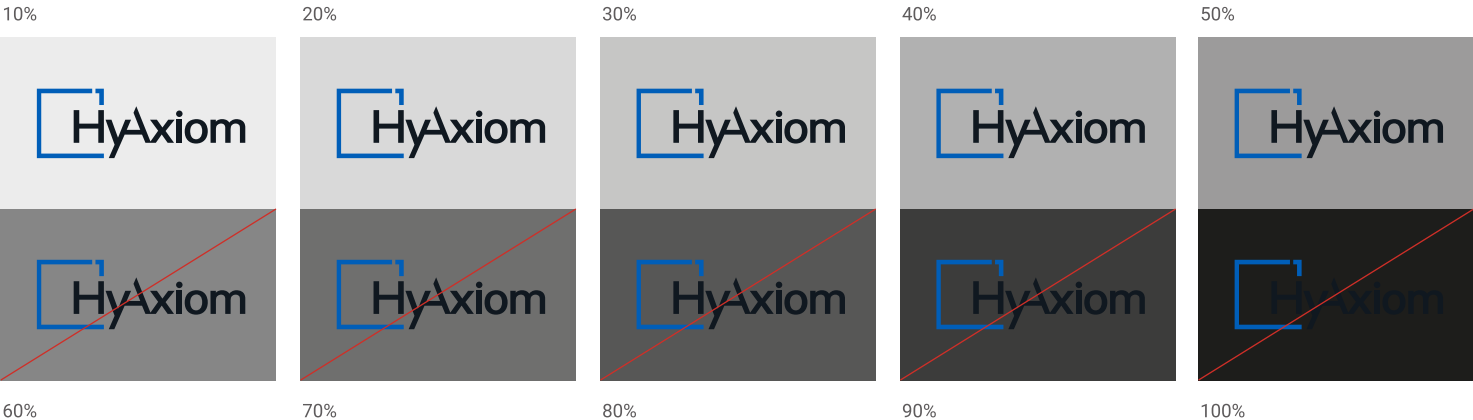
	Full Color	White Color	Endeavour Blue	Cerulean Blue	Persian Green	Pure Black	Gold	Silver
Endeavour Blue Background								
Cerulean Blue Background								
Persian Green Background								
White Background								
Pure Black Background								
Gold Background								
Silver Background								

# BS 1.07

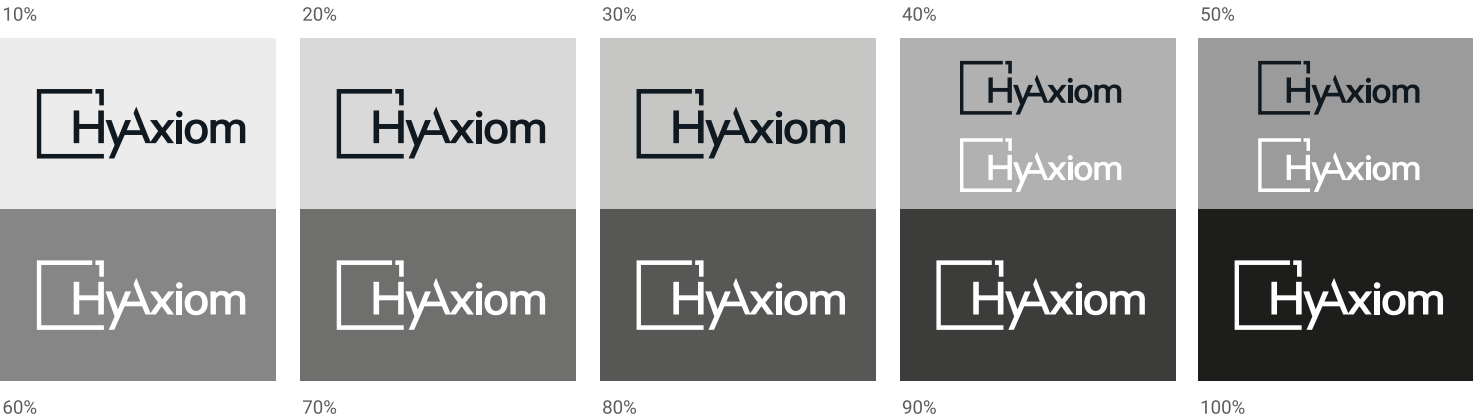
## Color Usage

The proper use of background colors is a vital element when establishing the image of HyAxiom. Stronger contrast in brightness ensures higher visibility of the visual identity. In the case where the visual identity must be used on a colored background, adhere to the following contrast guidelines provided below to ensure proper usage.

### Full Color



### Monotone





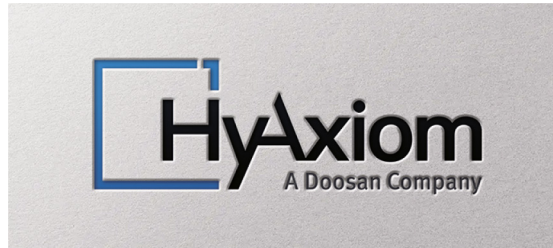
## BS 1.08 Special Print

The CI Basic of HyAxiom is the core symbol representing the company's image for its internal and external communications. The logo may be conveyed through various printing methods to deliver a high-quality finish.

Embossing



Debossing



Debossing & UV Vanish



Debossing & Primary Color



Debossing & Gold Foil



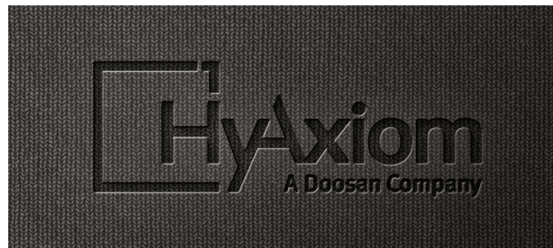
Gold Foil Engrave



Glossy Metal



Fabric Embroidery



Leather Deboss



## BS 1.09

# Incorrect Usage

These guidelines are developed to ensure consistent and accurate applications of the logo to prevent degradation or confusion of the company's image. The HyAxiom logo should not be distorted or altered in any way. When uncertain, please consult with the Administration Department to clarify the optimum usage of the logo.



Do not change the proportion of the logo.



Do not slant the logo.



Do not outline the logo.



Do not use a different font.



Do not place the logo on tight space areas.



Do not disproportion  
the frame and the logotype.



Do not rearrange the frame  
and the logotype.



Do not apply special effects to the logo.



Do not change the color of the logotype.



Do not place the logo on top of low contrast  
colors.



Do not place the logo on complicated  
patterns or backgrounds.



Do not change the color of the frame.

## BS 1.10 Typeface

The Typeface of HyAxiom is Roboto. The thickness of the typeface may be used according to the applied items' characteristics. The typeface should be used in various visual media's title, body text, and caption. The standard width of the typeface is 100%, and spacing "0%" is recommended.

The Roboto font is an open-source. The font may be downloaded from the link below.

<https://fonts.google.com/specimen/Roboto>

Aa

Roboto / Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Roboto / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Roboto / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## BS 1.10 Typeface

The Typeface of HyAxiom is FF Meta. The thickness of the typeface may be used according to the applied items' characteristics. The typeface should be used in various visual media's title, body text, and caption. The standard width of the typeface is 100%, and spacing "0%" is recommended.

Aa

FF Meta / Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FF Meta / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FF Meta / Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

# Basic System

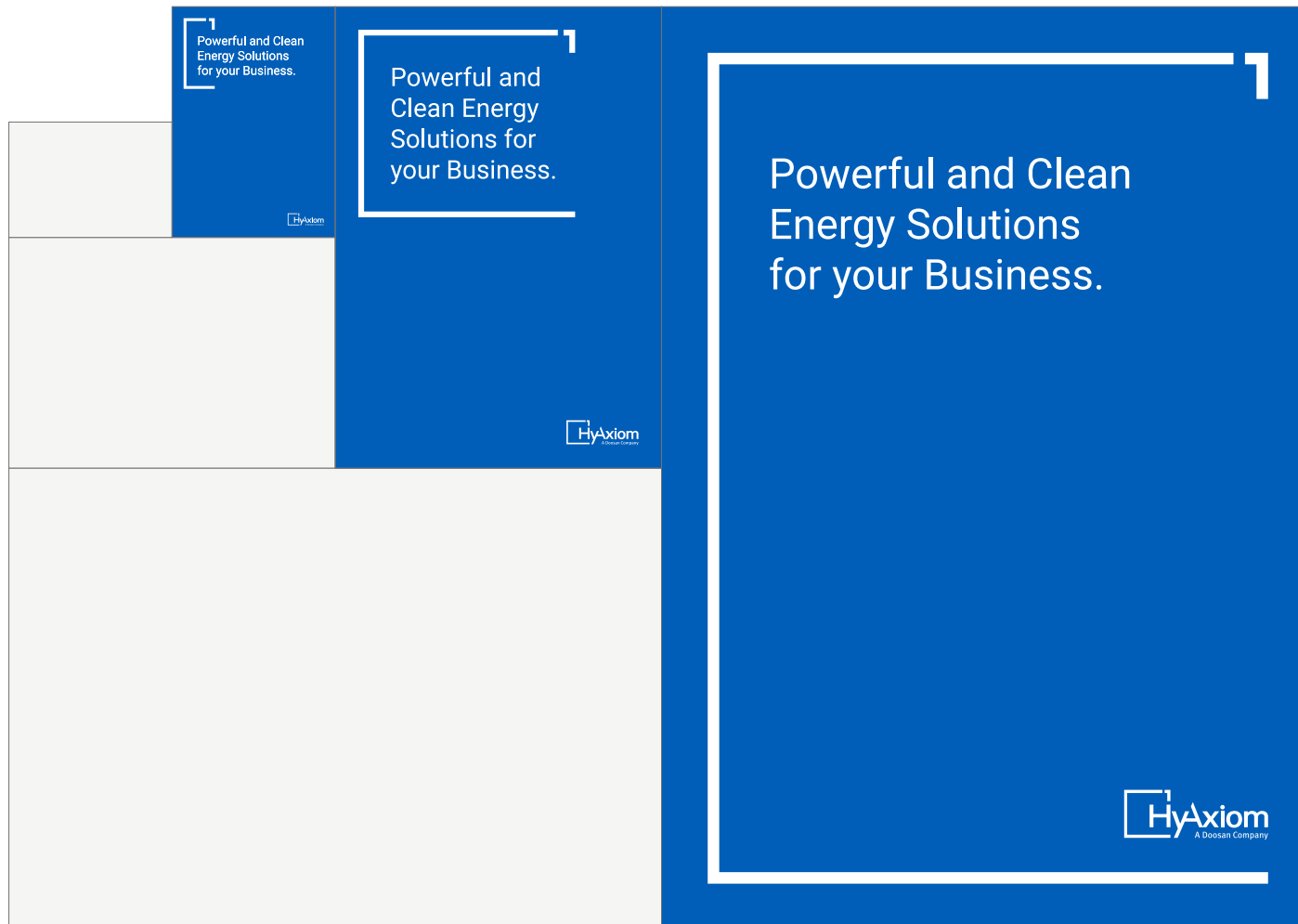
## BS 2. Graphic Motif Structure

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BS 2.01	Graphic Motif A   Vertical	18
BS 2.02	Graphic Motif A   Horizontal	23
BS 2.03	Graphic Motif B	28
BS 2.04	Graphic Motif Color System	31
BS 2.05	Logo Layout Structure	32

## BS 2.01 Graphic Motif A Vertical

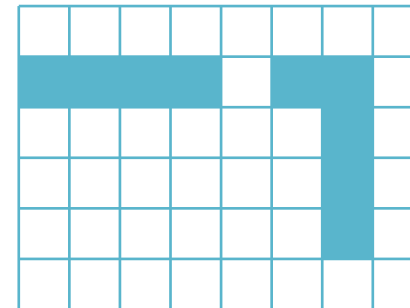
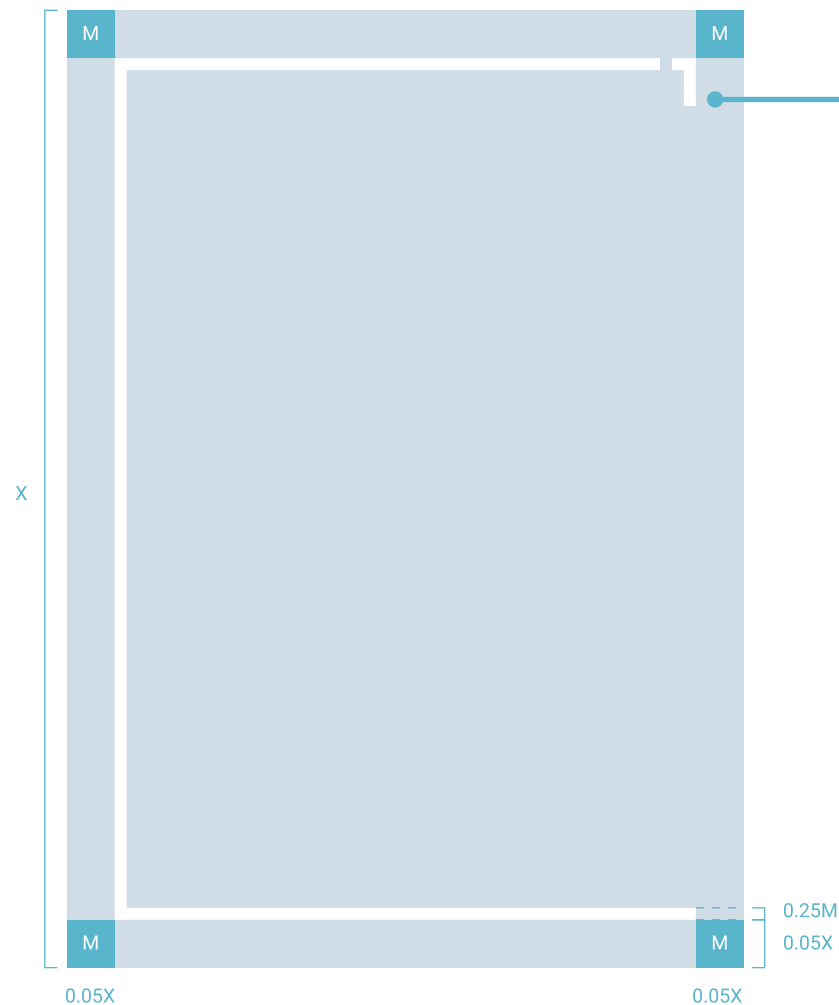
The visual system is one of the visual elements which represents the image of HyAxiom for its internal and external communications. The graphic motif is flexible to ensure a consistent appearance throughout various materials. When implementing HyAxiom's graphic motif adhere to the following specifications.



## BS 2.01

# Graphic Motif A Vertical

The graphic motif is flexible to ensure a consistent appearance throughout various materials. The thickness of the graphic motif line should be based on the longest length of the material size and should be maintained to deliver a consistent look.



### \* If the media ratio is less than 1:2/2:1

The Margin(M) is defined by calculating the longest side of the material(X).

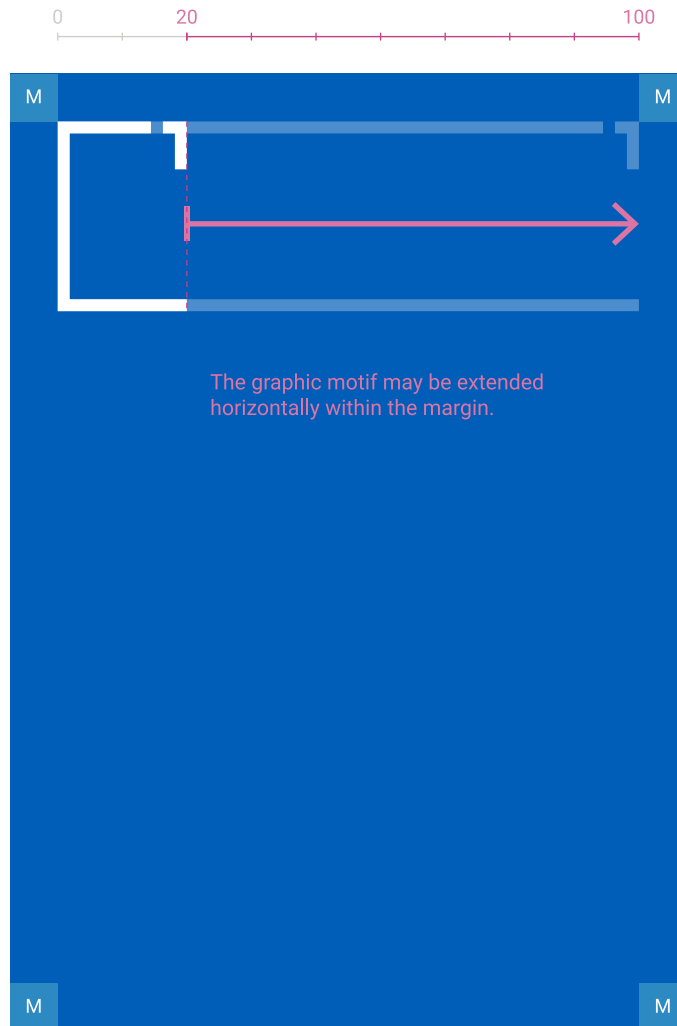
$$M = 0.05X$$

$$\text{Graphic Motif Line} = 0.25M$$

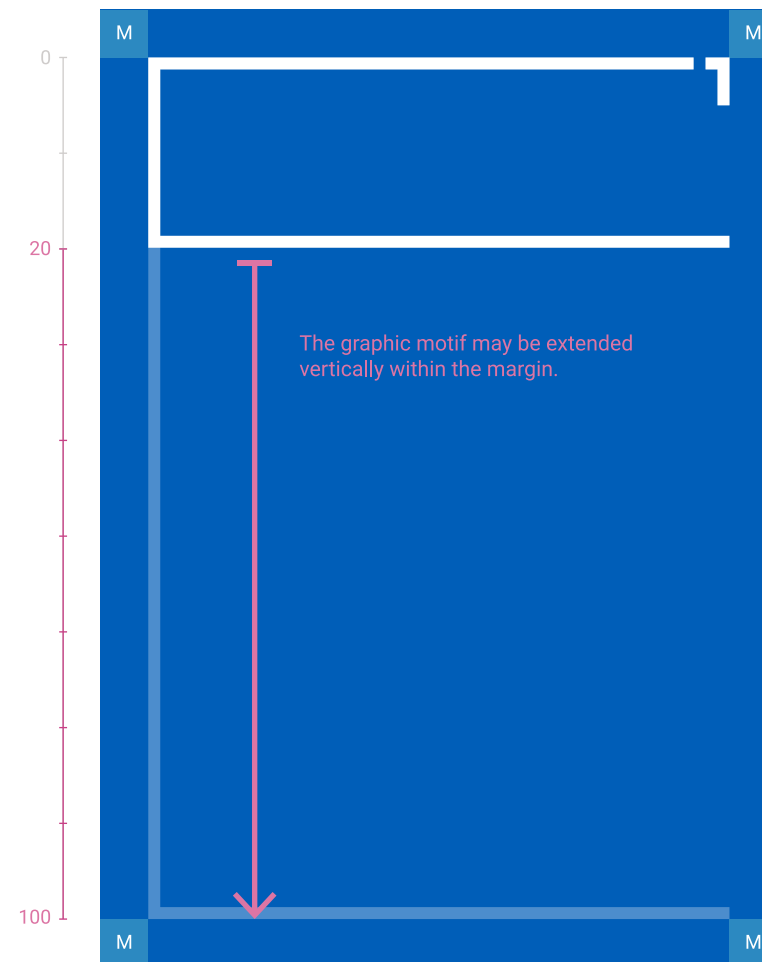
## BS 2.01 Graphic Motif A Vertical

The graphic motif is flexible to ensure a consistent appearance throughout various materials. The graphic motif frame may be extended horizontally and vertically while maintaining the end on the right-hand side of the graphic motif is aligned with each other.

Extention\_Horizontal



Extention\_Vertical

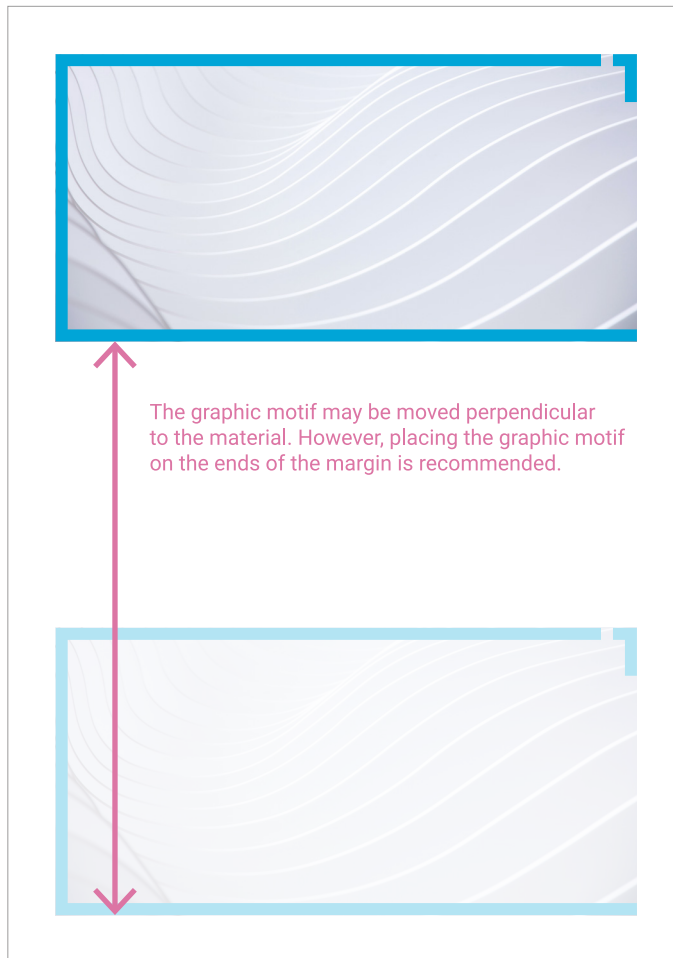




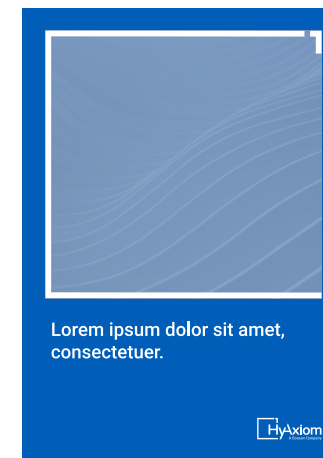
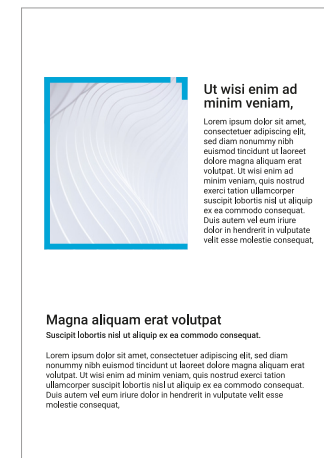
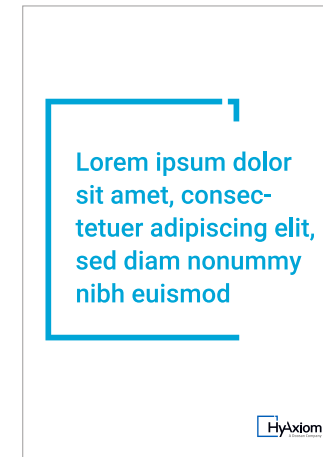
## BS 2.01 Graphic Motif A Vertical

The graphic motif is flexible to ensure a consistent appearance throughout various materials. The graphic motif may be moved perpendicular to the material to ensure space as well as a consistent look to the visual identity of HyAxiom.

Placement\_Vertical



Examples:



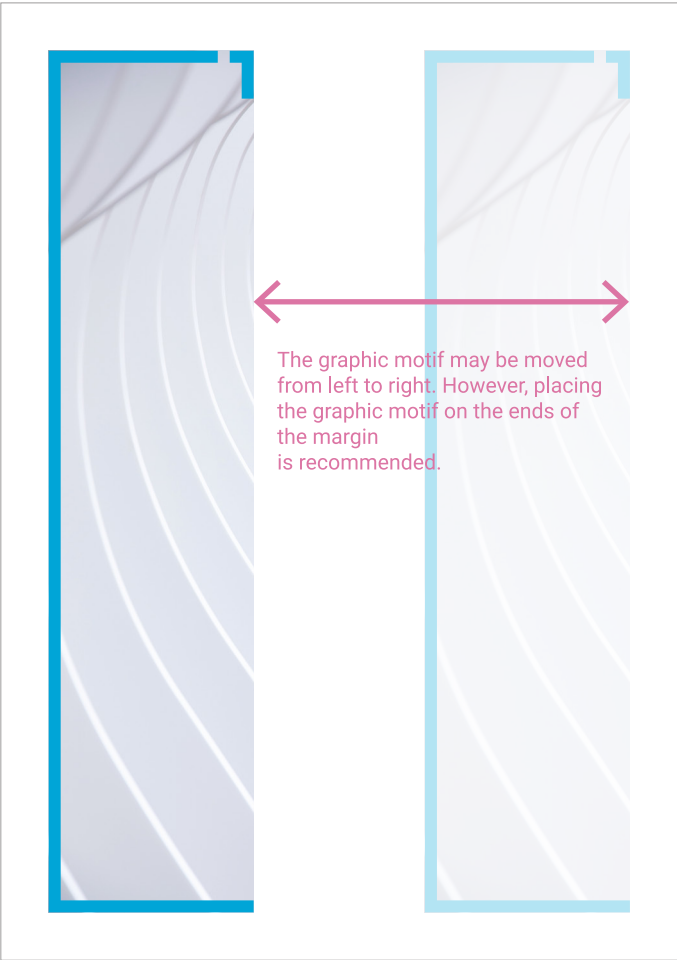
# BS 2.01

## Graphic Motif A

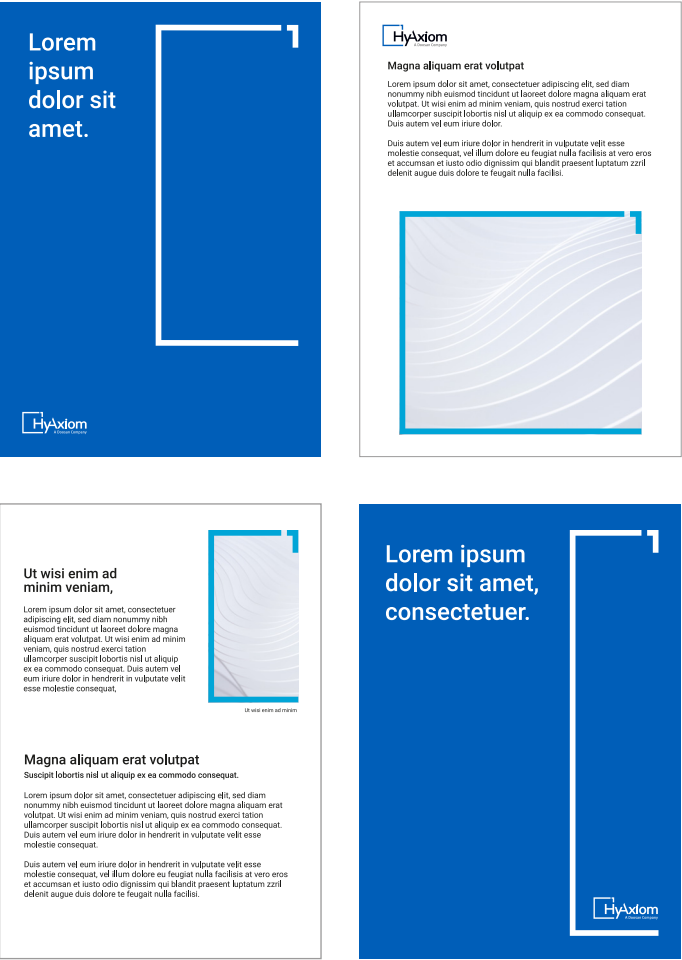
### Vertical

The graphic motif is flexible to ensure a consistent appearance throughout various materials. The graphic motif may from left to right to ensure space as well as a consistent look to the visual identity of HyAxiom.

Placement\_Horizontal



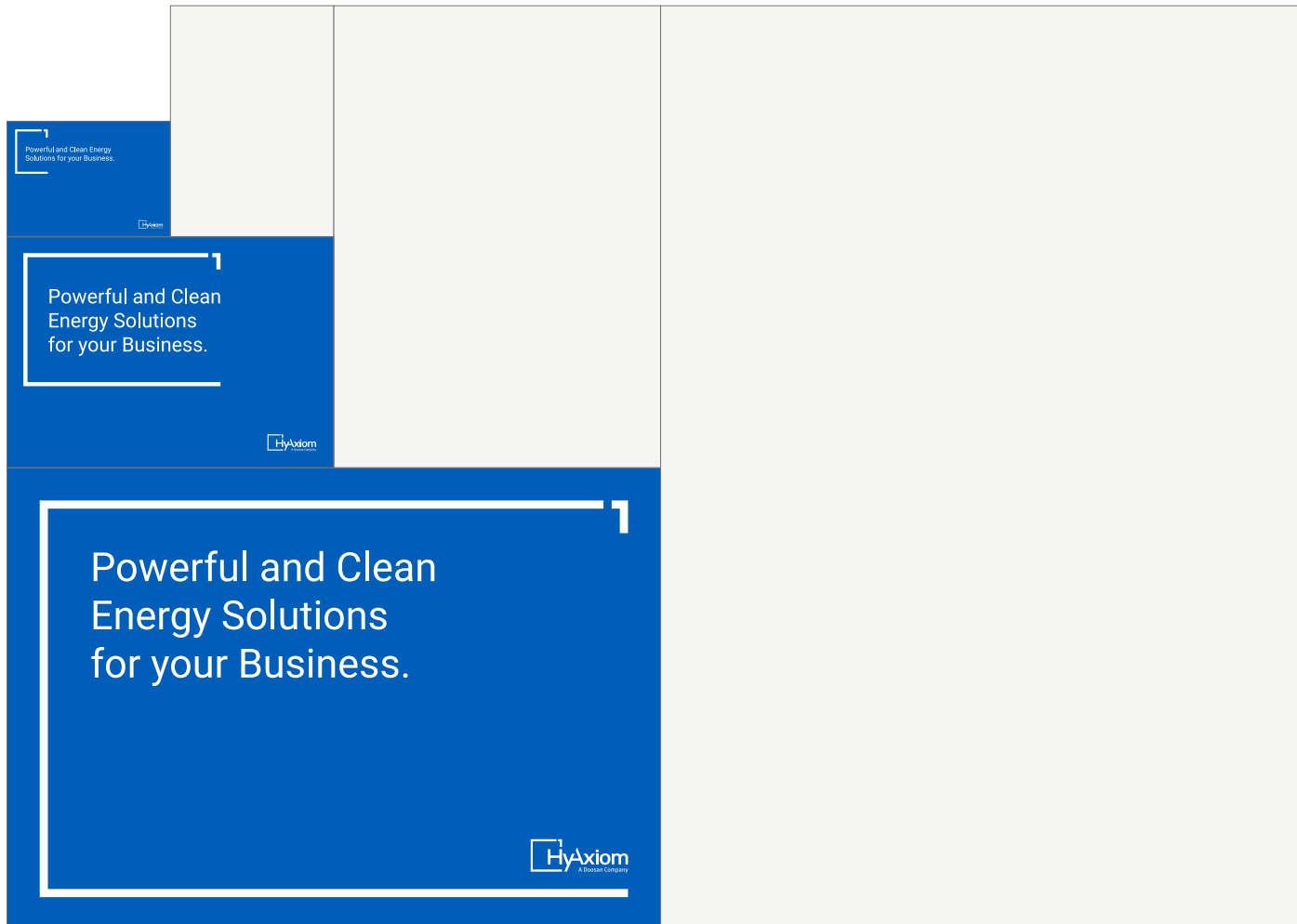
Examples:



## BS 2.02

# Graphic Motif A Horizontal

The visual system is one of the visual elements which represents the image of HyAxiom for its internal and external communications. The graphic motif is flexible to ensure a consistent appearance throughout various mediums. When implementing HyAxiom's graphic motif adhere to the following specifications.



BS 2.02

# Graphic Motif A Horizontal

The graphic motif is flexible to ensure a consistent appearance throughout various materials. The thickness of the graphic motif line should be based on the longest length of the material size and should be maintained to deliver a consistent look.



**\* If the media ratio is less than 1:2/2:1**

The Margin(M) is defined by calculating the longest side of the material(X).

M = 0.05X

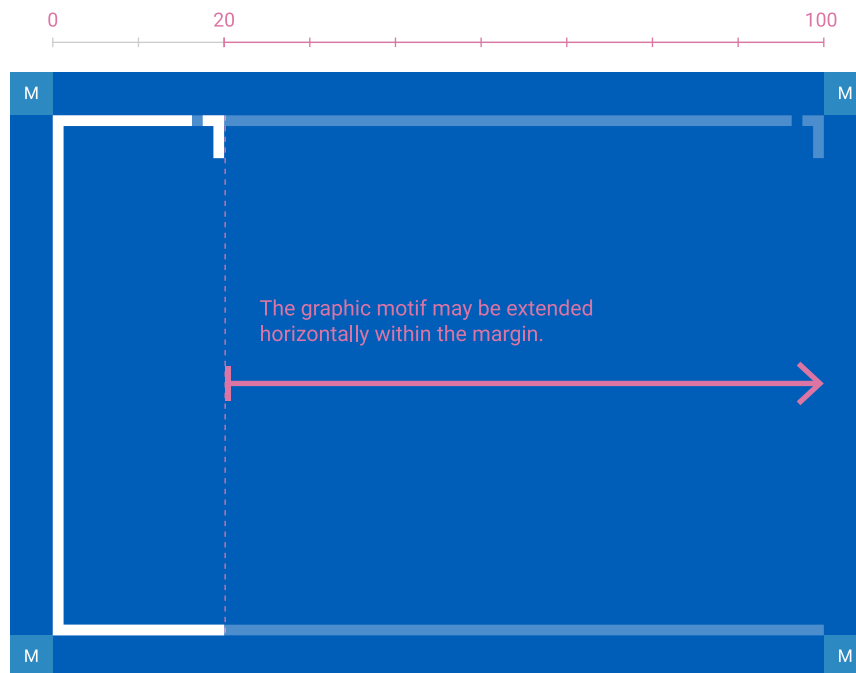
Graphic Motif Line = 0.25M

## BS 2.02

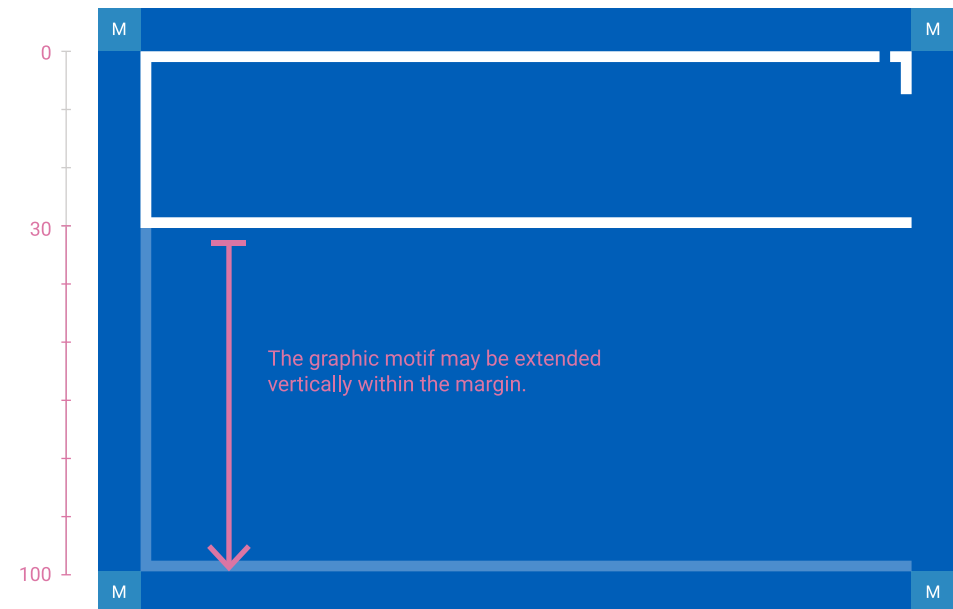
# Graphic Motif A Horizontal

The graphic motif is flexible to ensure a consistent appearance throughout various materials. The graphic motif frame may be extended horizontally and vertically while maintaining the end on the right-hand side of the graphic motif is aligned with each other.

Extention\_Horizontal



Extention\_Vertical



## BS 2.02

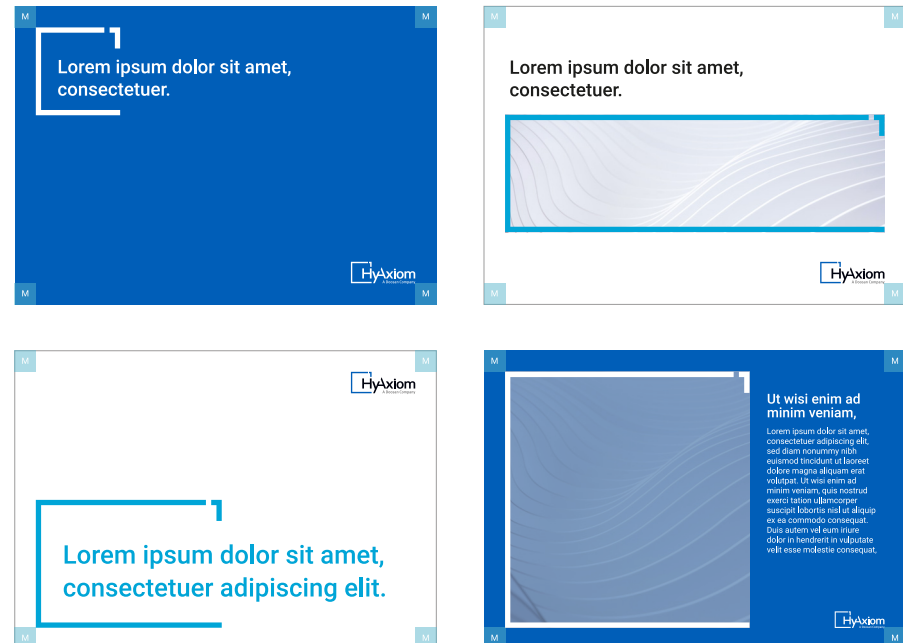
# Graphic Motif A Horizontal

The graphic motif is flexible to ensure a consistent appearance throughout various materials. The graphic motif may be moved perpendicular to the material to ensure space as well as a consistent look to the visual identity of HyAxiom.

Placement\_Vertical



Examples:

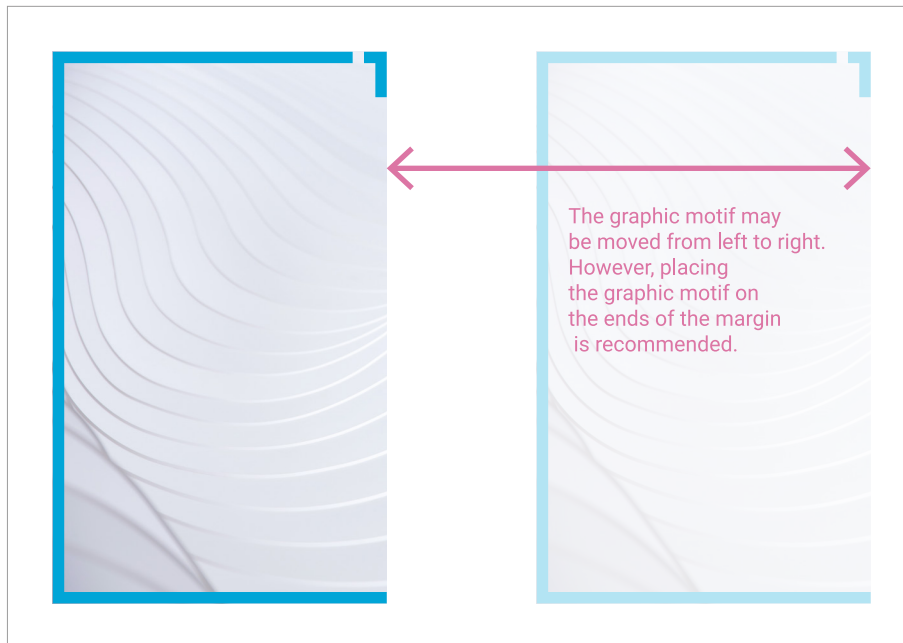


## BS 2.02

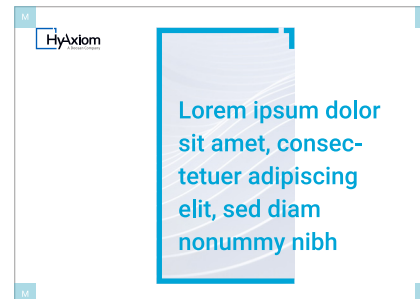
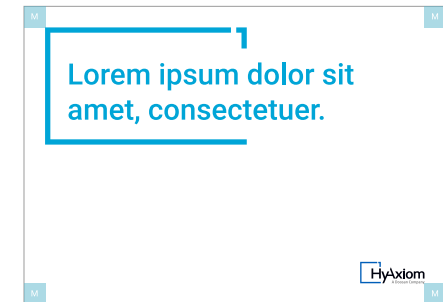
# Graphic Motif A Horizontal

The graphic motif is flexible to ensure a consistent appearance throughout various materials. The graphic motif may from left to right to ensure space as well as a consistent look to the visual identity of HyAxiom.

Placement\_Horizontal



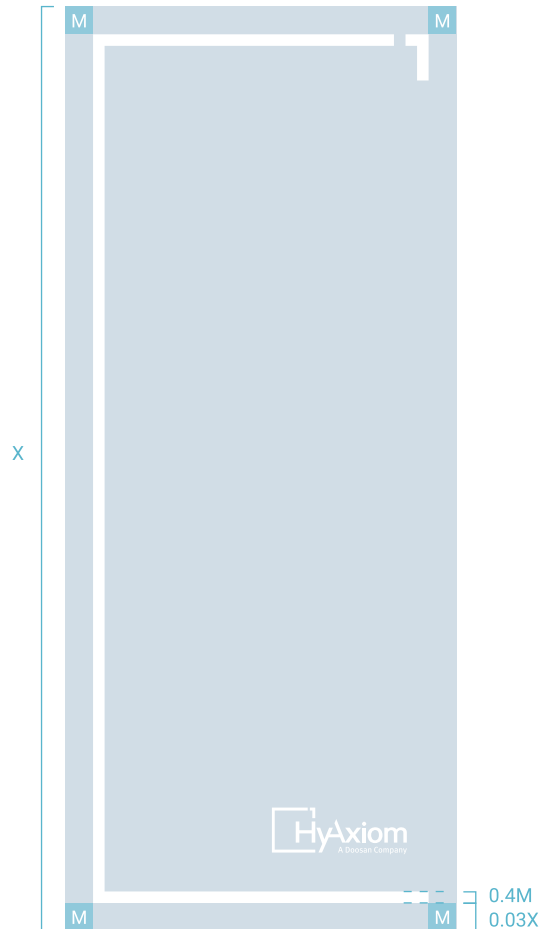
Examples:



## BS 2.03

# Graphic Motif B

The graphic motif is flexible to ensure a consistent appearance throughout various materials. The thickness of the graphic motif line should be based on the longest length of the material size and should be maintained to deliver a consistent look.



### \* If the media ratio between 1:2/2:1 ~ 1:5/5:1

(The material is ratio goes over 1:5/5:1, the graphic motif may not be applied.)

The Margin( $M$ ) is defined by calculating the longest side of the material( $X$ ).

$$M = 0.03X$$

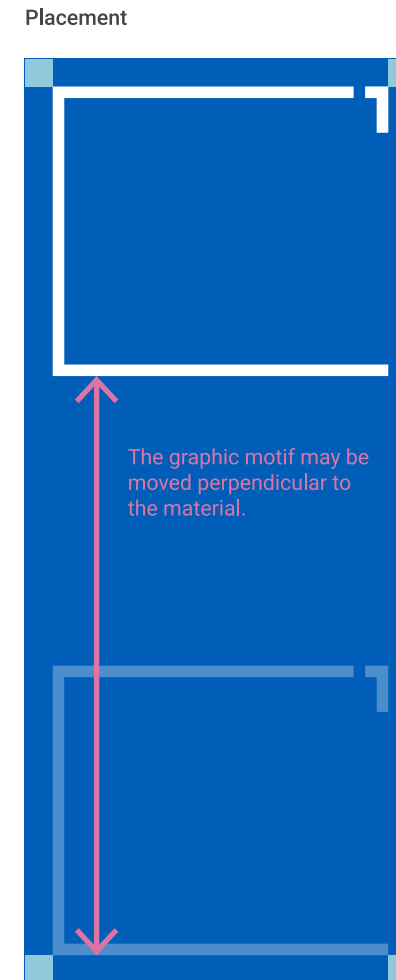
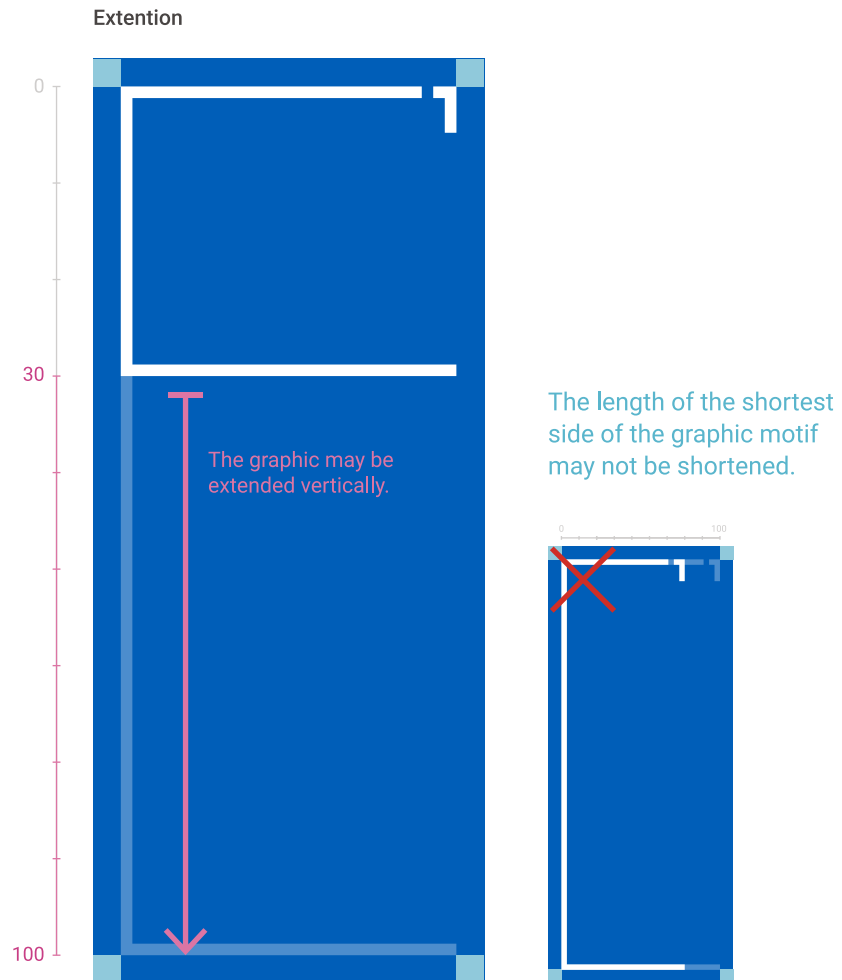
Graphic Motif Line =  $0.4M$





## BS 2.03 Graphic Motif B Vertical

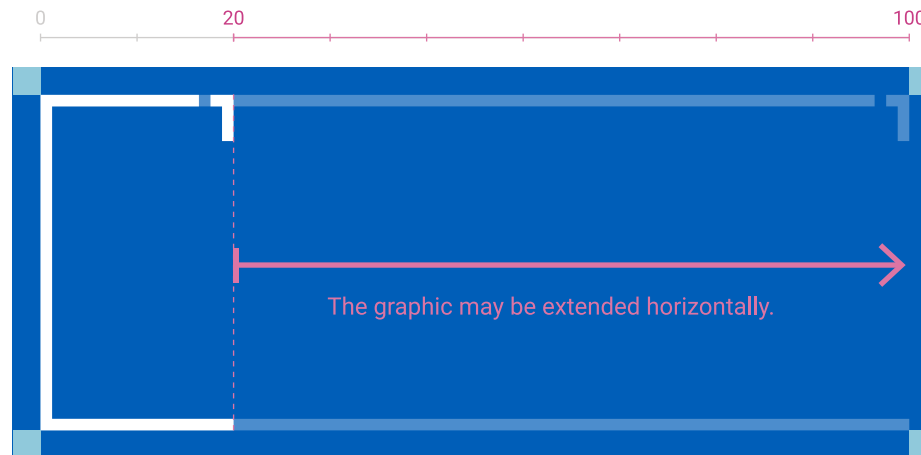
The graphic motif is flexible to ensure a consistent appearance throughout various materials. The graphic motif frame may be extended only vertically. It may be moved perpendicular to the material to ensure space as well as a consistent look to the visual identity of HyAxiom.



## BS 2.03 Graphic Motif B Horizontal

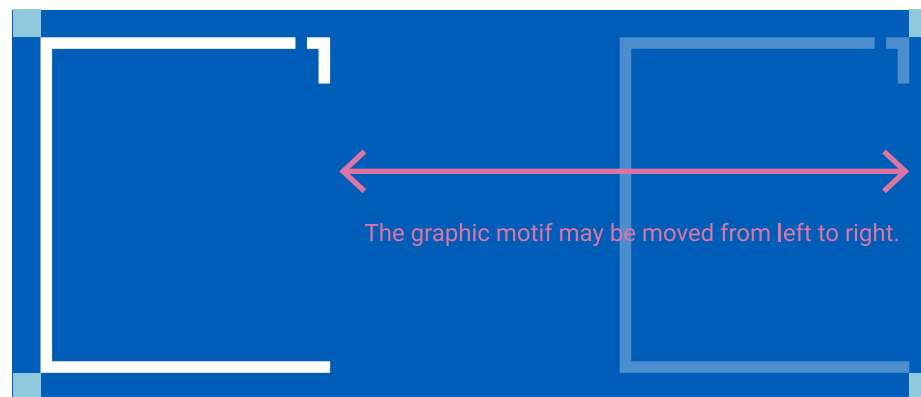
The graphic motif is flexible to ensure a consistent appearance throughout various materials. The graphic motif frame may be extended only vertically. It may be moved from left to right of the material to ensure space as well as a consistent look to the visual identity of HyAxiom.

Extention



The length of the shortest side of the graphic motif may not be shortened.

Placement



## BS 2.04

# Graphic Motif Color System

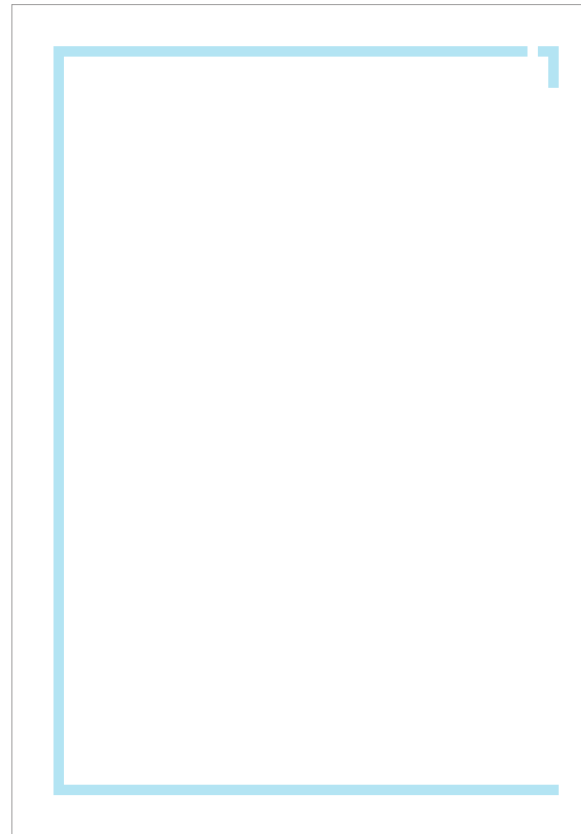
The Graphic Motif colors of HyAxiom are one of the vital elements in distinguishing the brand. The consistent use of the colors across various media ensures the visual communication standard for the company. For optimum use of the HyAxiom colors, please adhere to the PANTONE, and spot colors provided below, to ensure the consistency of the image of HyAxiom.

Colored Background



\*\*When the graphic motif is used on a colored background the graphic motif should be white.

White Background



\*\*When the graphic motif is used on a white background, use the within the spectrum of 30%~100% of the Cerulean Blue.

### Cerulean Blue

PANTONE® 313 C  
C100 Y15  
RGB 0 165 215  
HEX 00A5D7

90%

80%

70%

60%

50%

40%

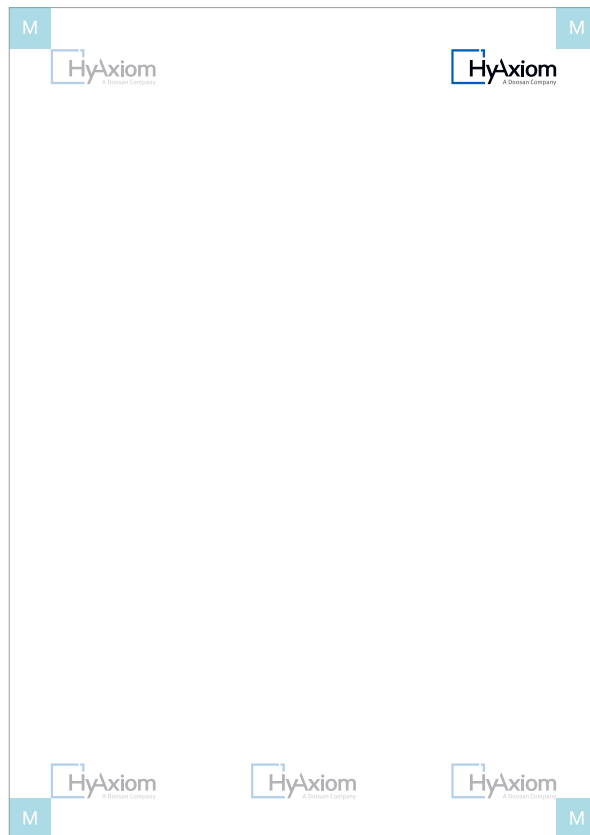
30%

## BS 2.05

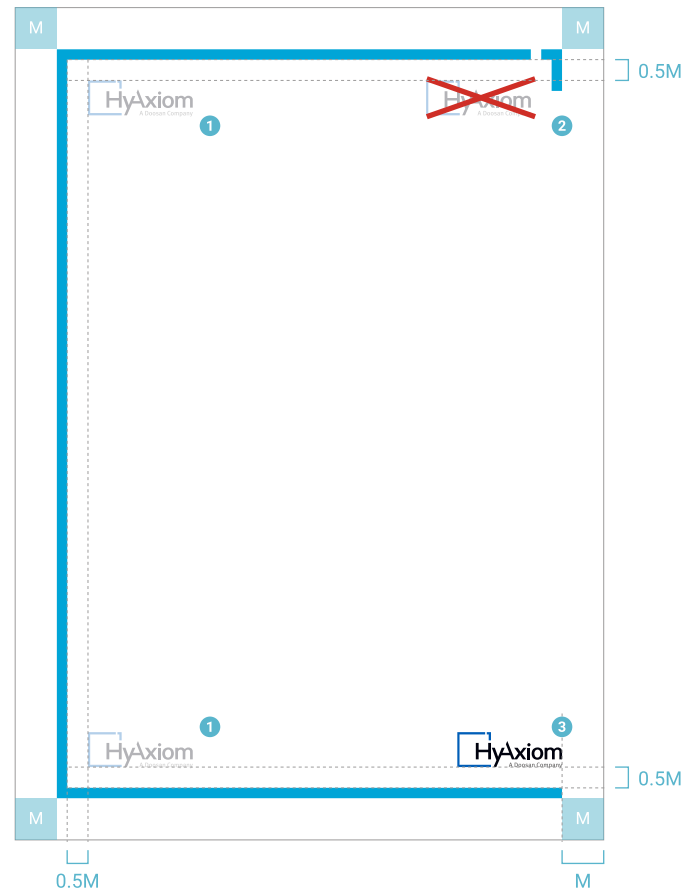
# Logo Layout Structure

The Logo Layout Structure is to ensure a consistent appearance throughout various materials. The standard logo placement for the HyAxiom logo is placed within the four corners of the margin. The HyAxiom logo may also be placed within the graphic motif. To ensure a consistent image of the corporate identity, please adhere to the following guidelines.

Standard Logo Placement



Logo Place with Graphic Motif



- 1 Logo placement within the graphic motif should have a 0.5M of clear space between the line of the graphic motif and the logo.
- 2 It is prohibited to place the logo on the top right hand side.
- 3 When placing the logo on the bottom right corner of the graphic motif the right side should be aligned at the end of the graphic motif.

# Application System

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AS 1.01	Business Card	34
AS 1.02	ID Card	35
AS 1.03	Envelope	36
AS 1.04	Letterhead	40
AS 1.05	Banner	42
AS 1.06	Signage	44
AS 1.07	Fuel Cell Enclosure	49
AS 1.08	Custom Apparel	51
AS 1.09	Marketing Collateral	53
AS 1.10	Email Signatures	59
AS 1.11	Digital Memo	61
AS 1.12	Presentation Template	62
AS 1.13	Social Media	66
AS 1.14	Website	69

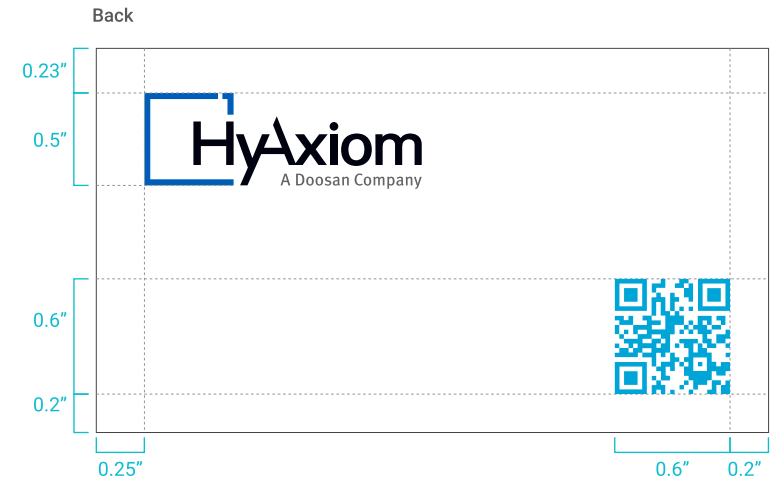
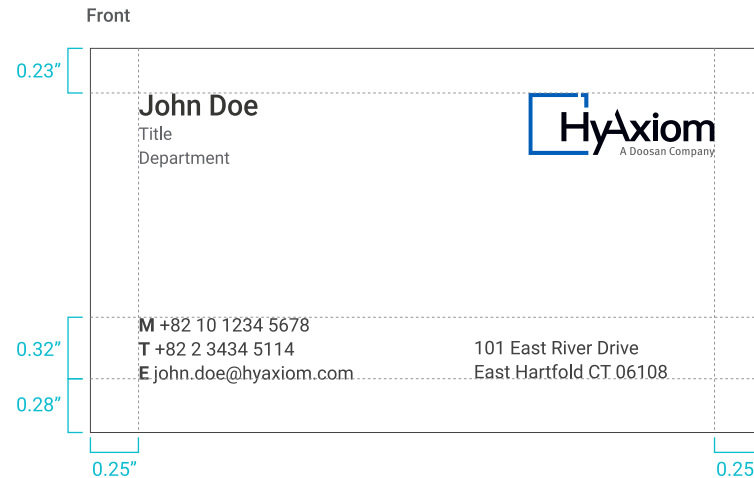
# AS 1.01

## Business Card

The Business Card of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. All Business Cards must adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

Size : 3.5" x 2"  
 Proportion : 100%  
 Font :  
 Title/Department - Roboto  
 Regular (6.5pt)  
 Name - Roboto Medium (11pt)  
 Contents - Roboto Regular (7pt)

### Type A



### Type B



## AS 1.02 ID Card

The ID Card of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

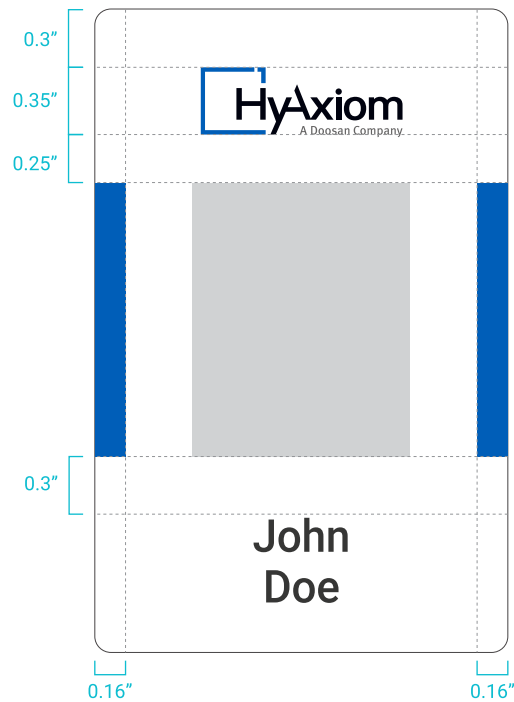
Size : 2.15" x 3.35"

Proportion : 100%

Font : Name - Roboto Medium (17pt)

Contents - Roboto Regular (8pt)

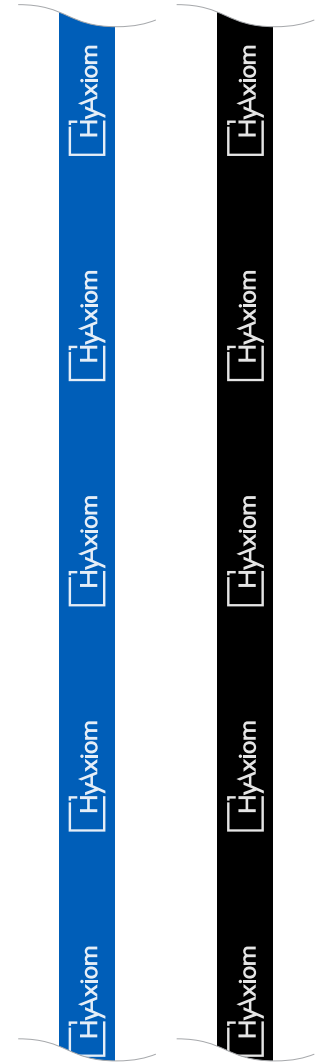
ID Card



Reel Holder



Lanyard



## AS 1.03 Envelope Small

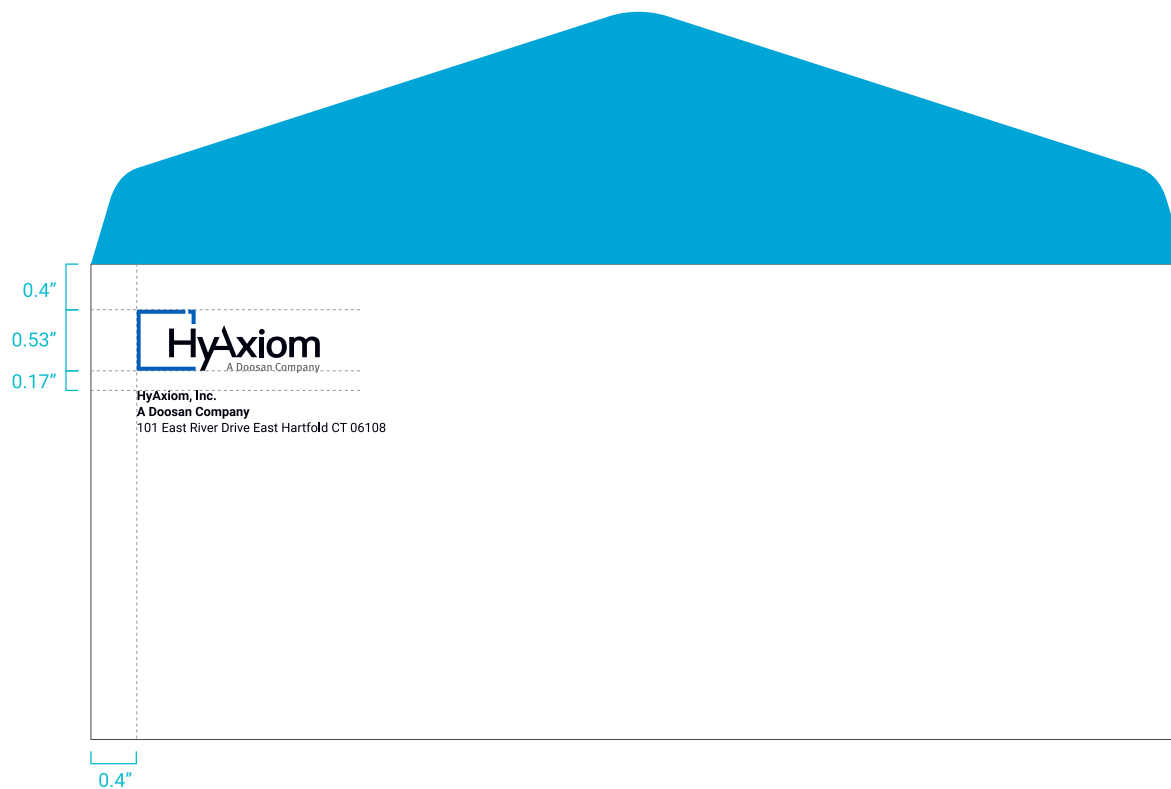
Size : 4.125" x 9.5"

Proportion : 60%

Font : Roboto Bold/Regular (8pt)

The Small Envelope of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

### Type A





## AS 1.03 Envelope Small

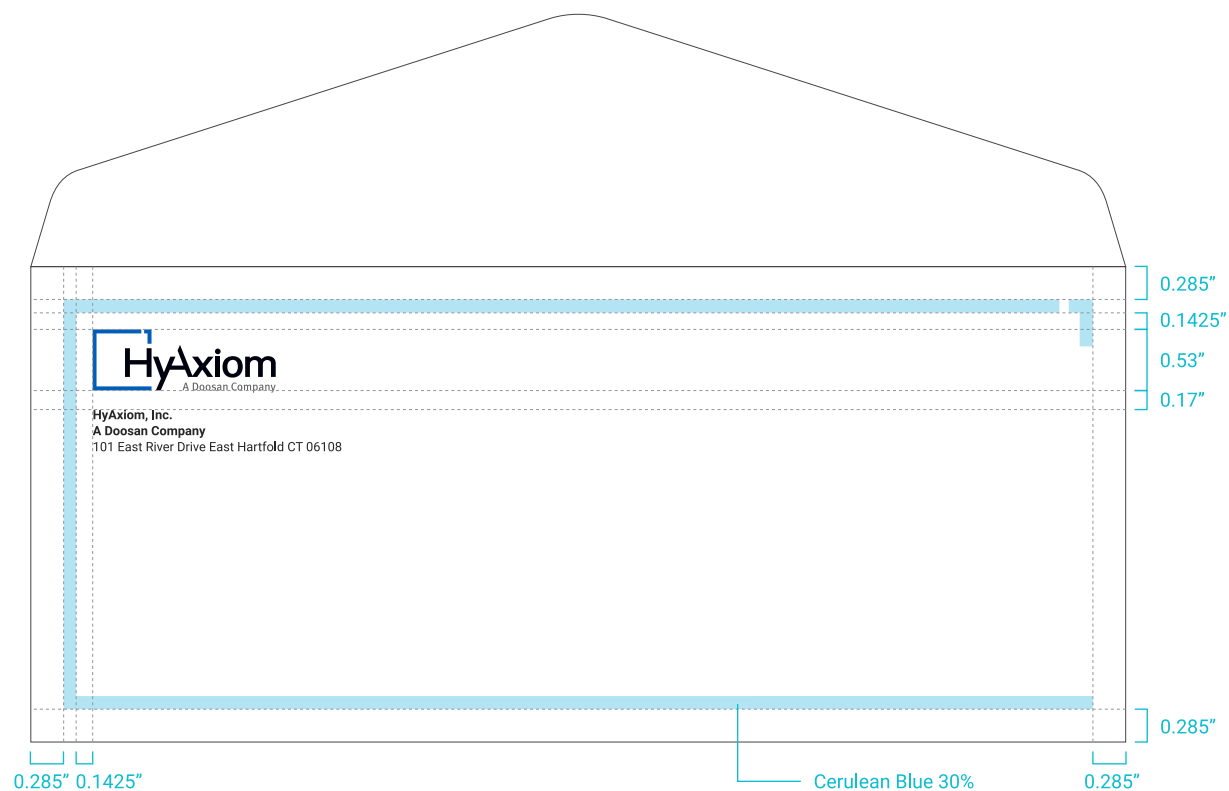
Size : 4.125" x 9.5"

Proportion : 60%

Font : Roboto Bold/Regular (8pt)

The Small Envelope of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

### Type B



## AS 1.03 Envelope Large

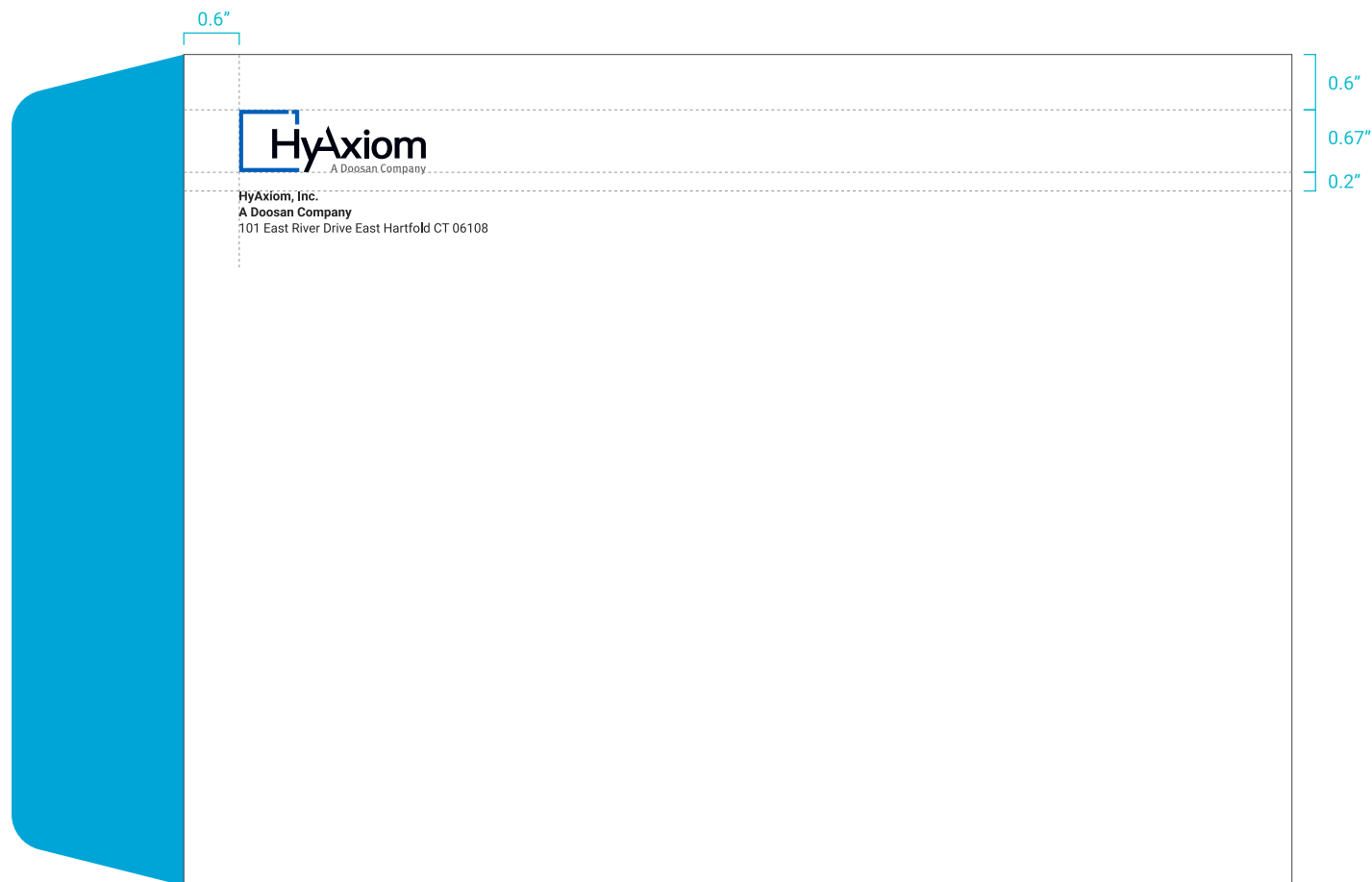
Size : 9"x12"

Proportion : 50%

Font : Roboto Bold/Regular (10pt)

The Large Envelope of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

### Type A



## AS 1.03 Envelope Large

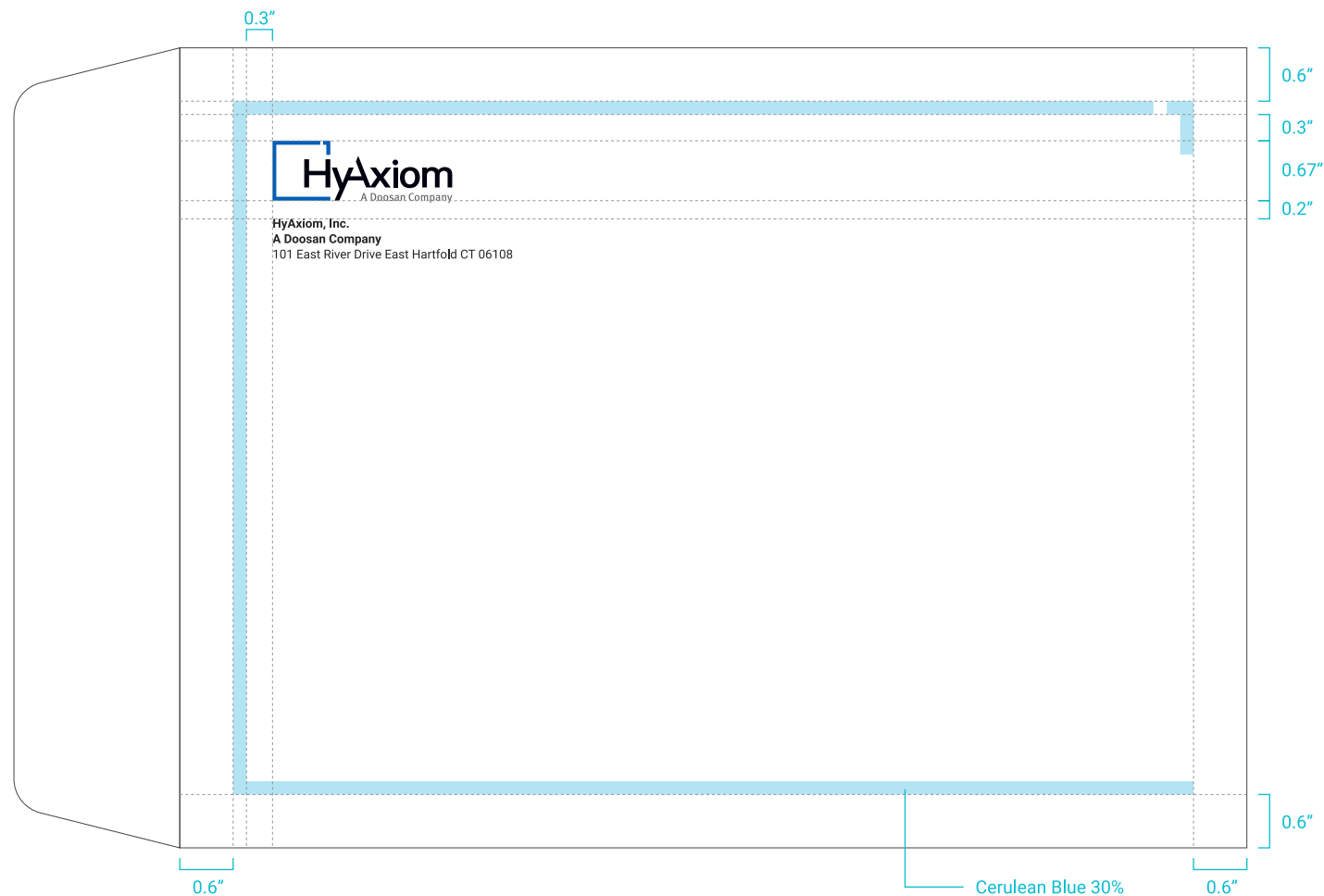
Size : 9"x12"

Proportion : 50%

Font : Roboto Bold/Regular (10pt)

The Large Envelope of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

### Type B



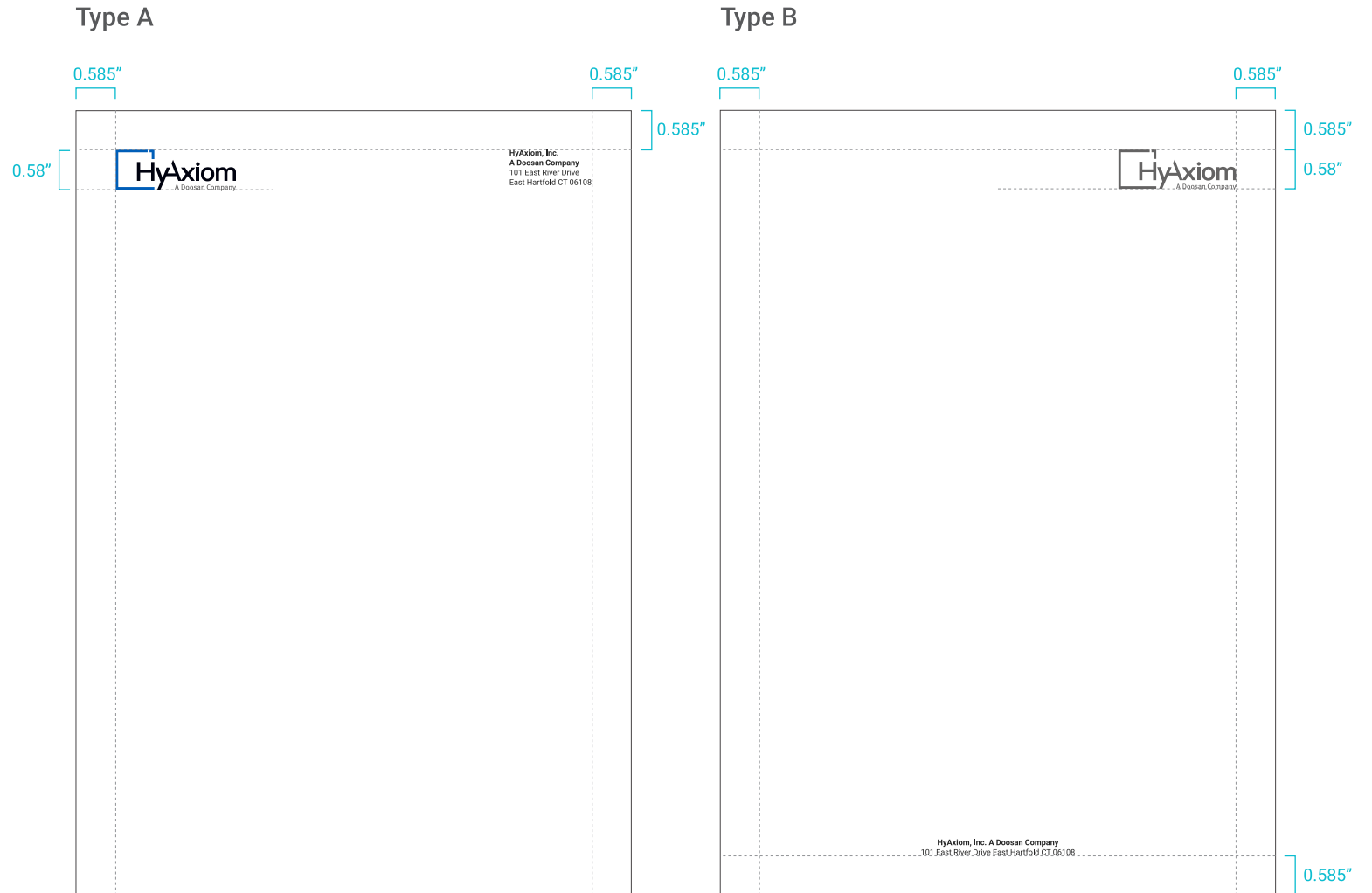
## AS 1.04 Letterhead

The Letterhead of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

Size : A4 (8.27" x 11.69")

Proportion : 40%

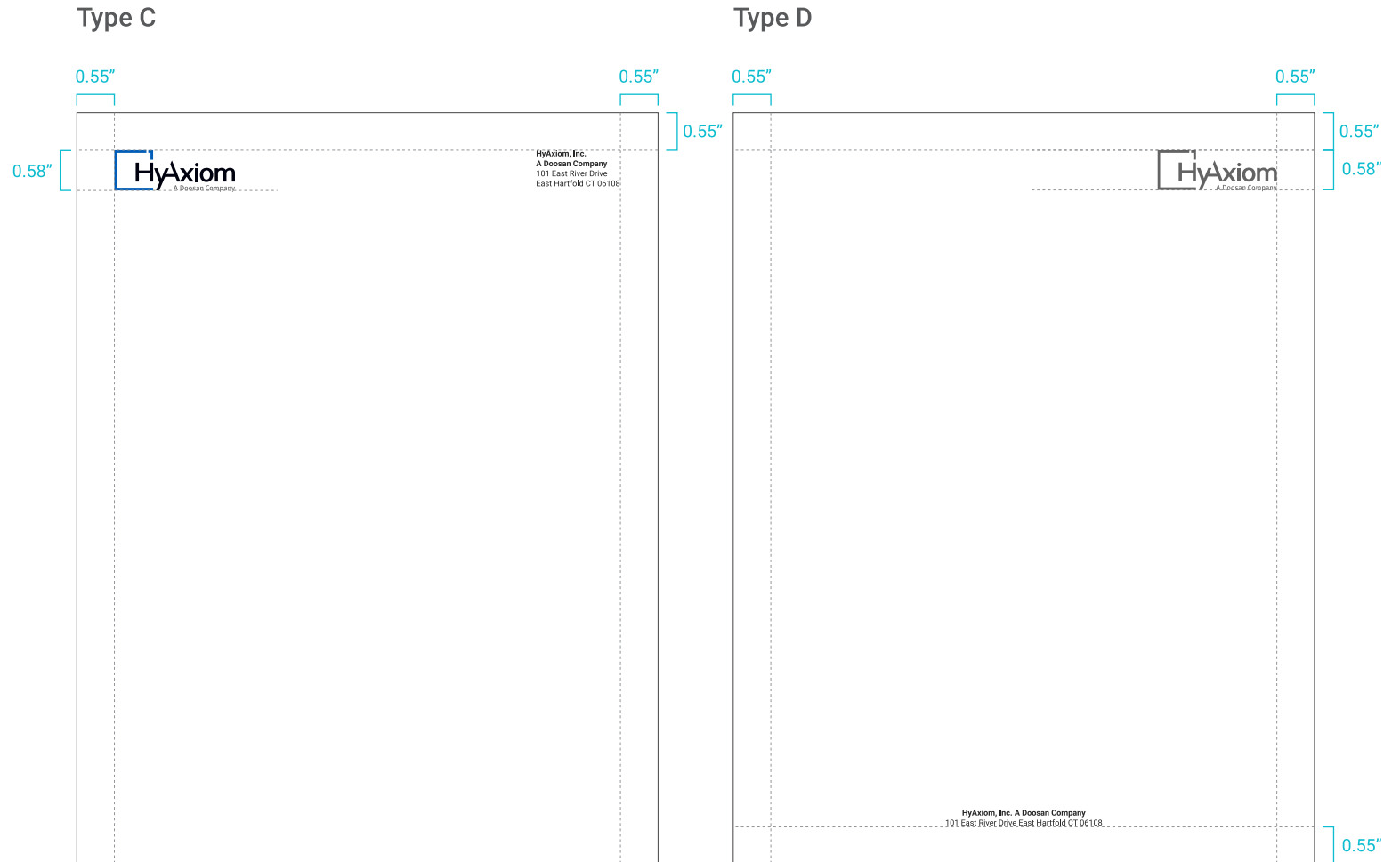
Font : Roboto Bold/Regular (8.5pt)



## AS 1.04 Letterhead

The Letterhead of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

Size : A4 (8.5" x 11")  
Proportion : 40%  
Font : Roboto Bold/Regular (8.5pt)



## AS 1.05 Banner Vertical

Size : 33" x 78"

Proportion : 6.5%

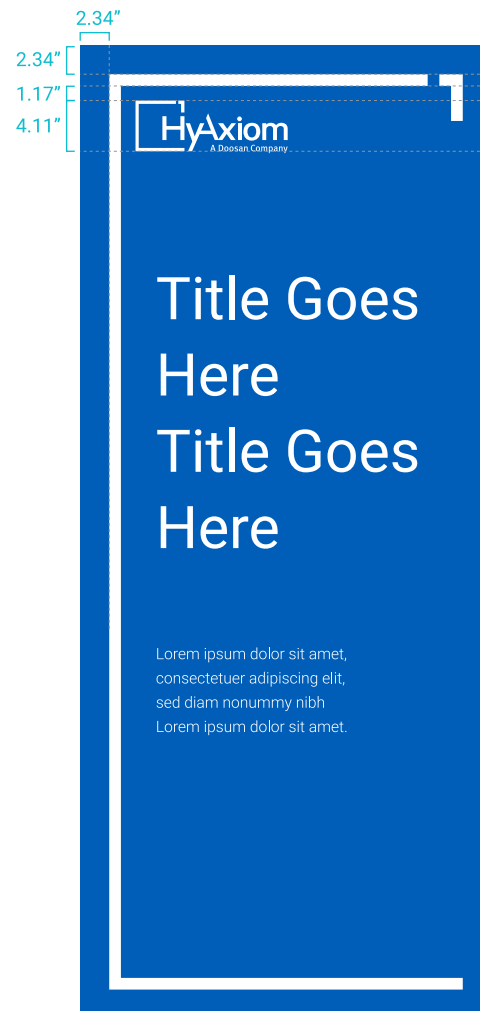
Font :

Title - Roboto Regular, Medium (340, 450pt)

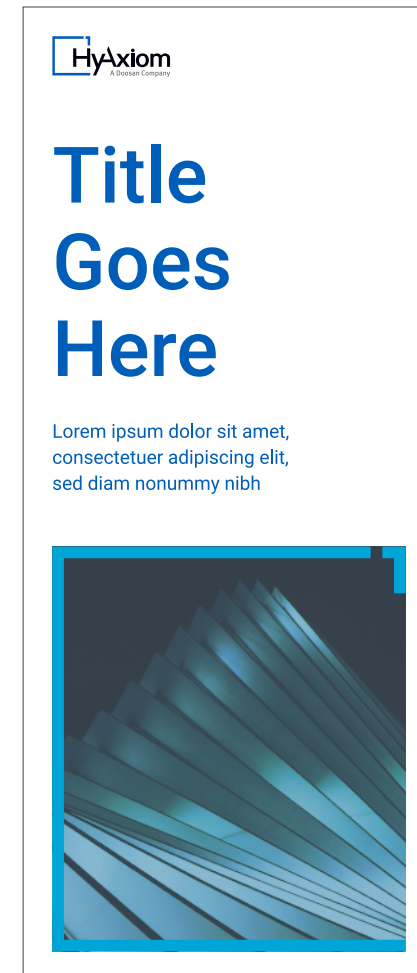
Body Text - Roboto Regular (100, 110pt)

The Vertical Banner of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

Type A



Type B



Type C



# AS 1.05 Banner Horizontal

Size : 78" x 33"

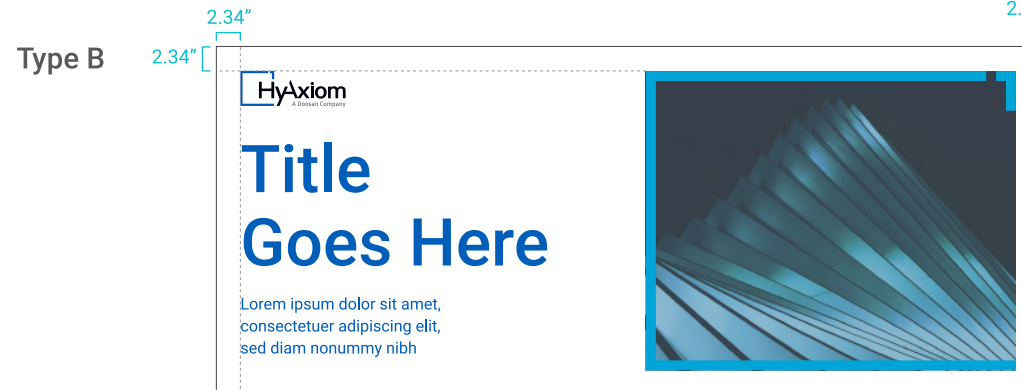
Proportion : 6%

Font :

Title - Roboto Regular, Medium (340, 450pt)

Body Text - Roboto Regular (100, 110pt)

The Horizontal Banner of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

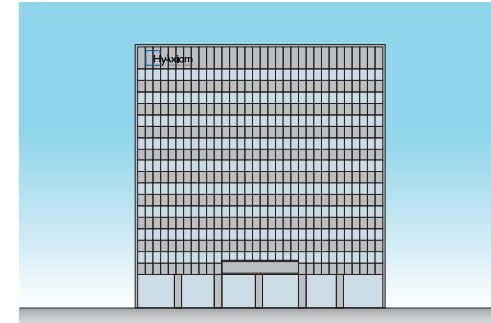
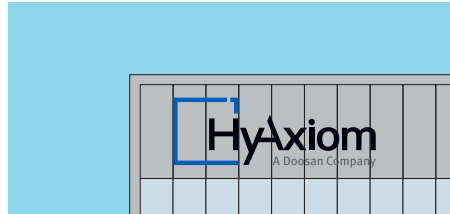


## AS 1.06 Signage Main Building

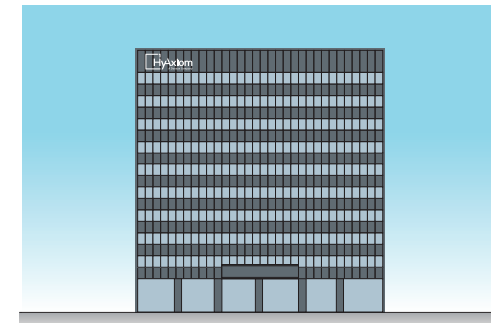
Signage : CI Basic

The Main Building Signage of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors and composition to maintain a consistent company image.

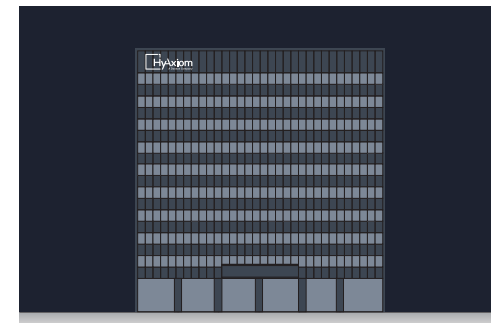
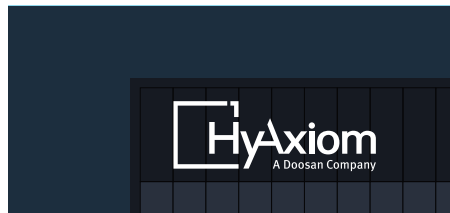
Day



Day(Alternative)



Night





## AS 1.06 Signage Entrance

Signage : CI Basic  
Size(main frame) :  
314.9606" X 9.84252"



The Entrance Signage of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors and composition to maintain a consistent company image.

Day



Night



## AS 1.06 Signage Entrance

The Entrance Signage of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors and composition to maintain a consistent company image.

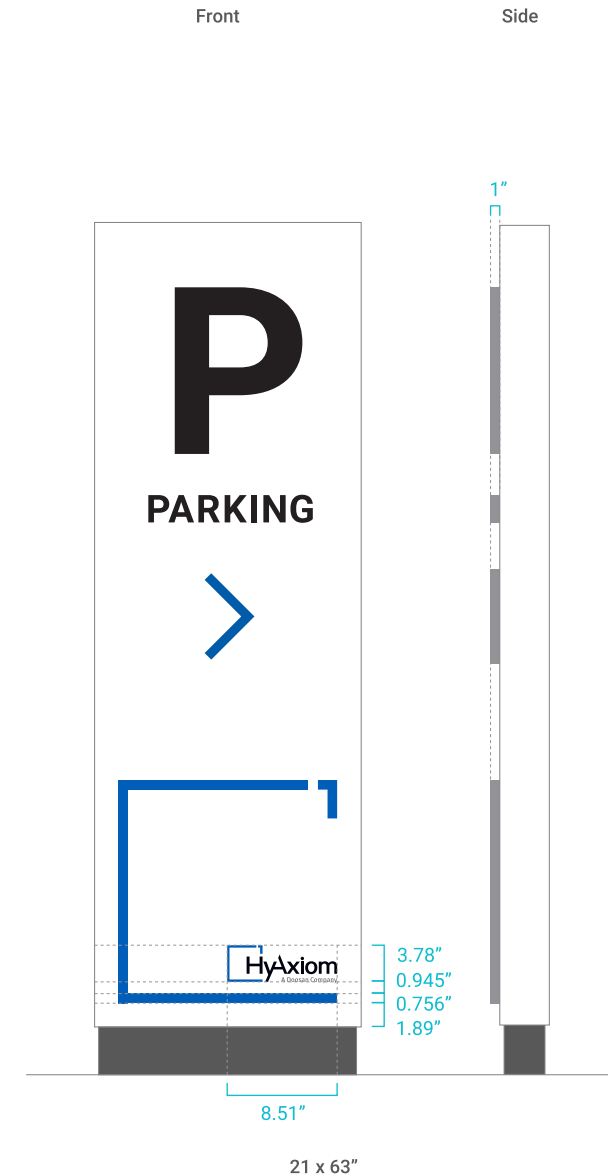
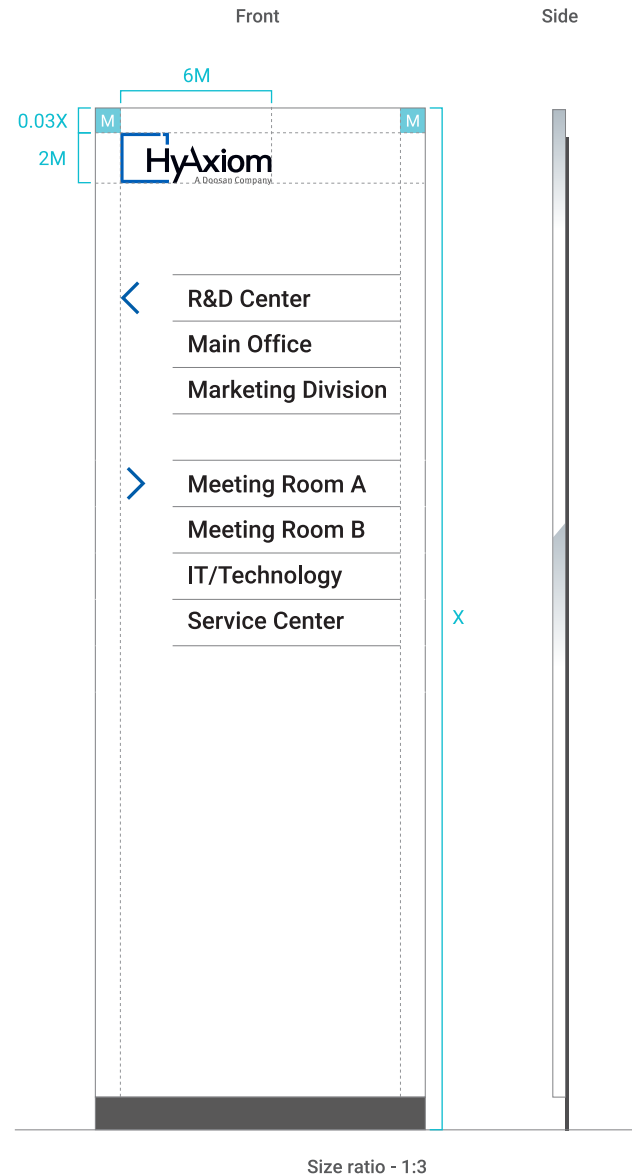
Signage : CI Basic



## AS 1.06 Signage Pole Sign

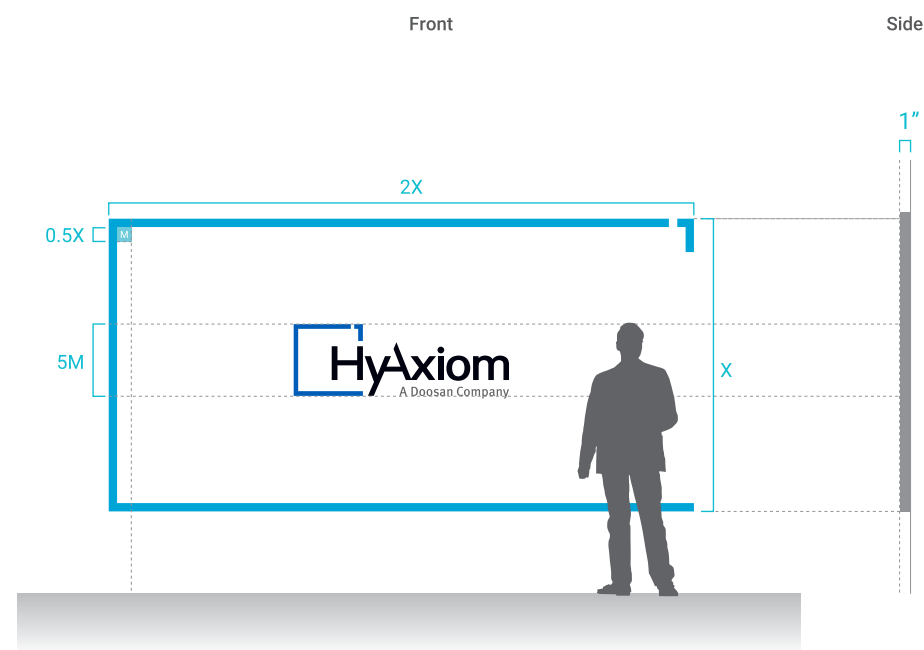
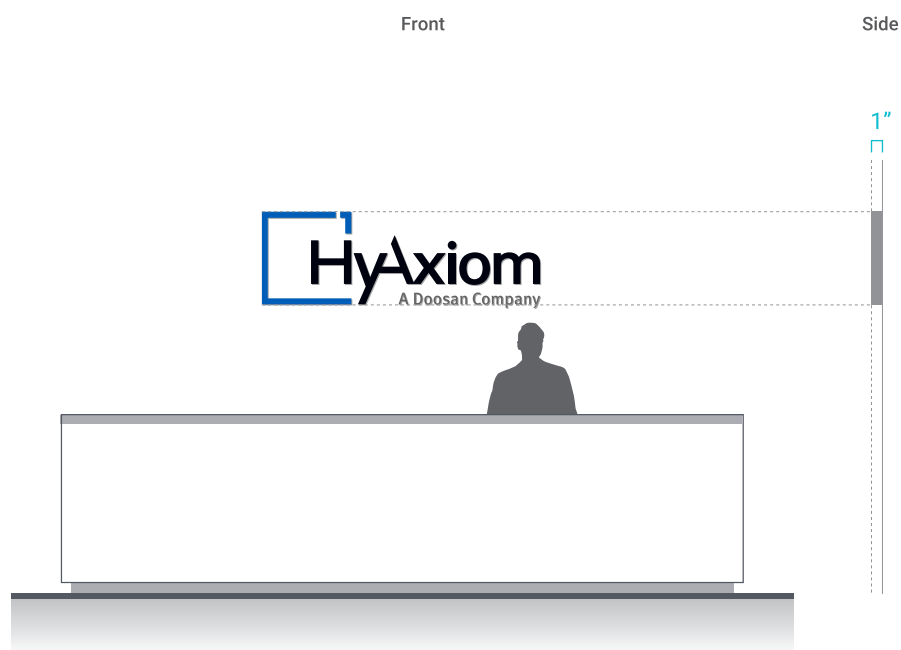
Signage : CI Basic  
Font : Roboto Medium, Bold

The Pole Signage of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.



## AS 1.06 Signage Wall Decal

The Wall Decal Signage of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors and composition to maintain a consistent company image.

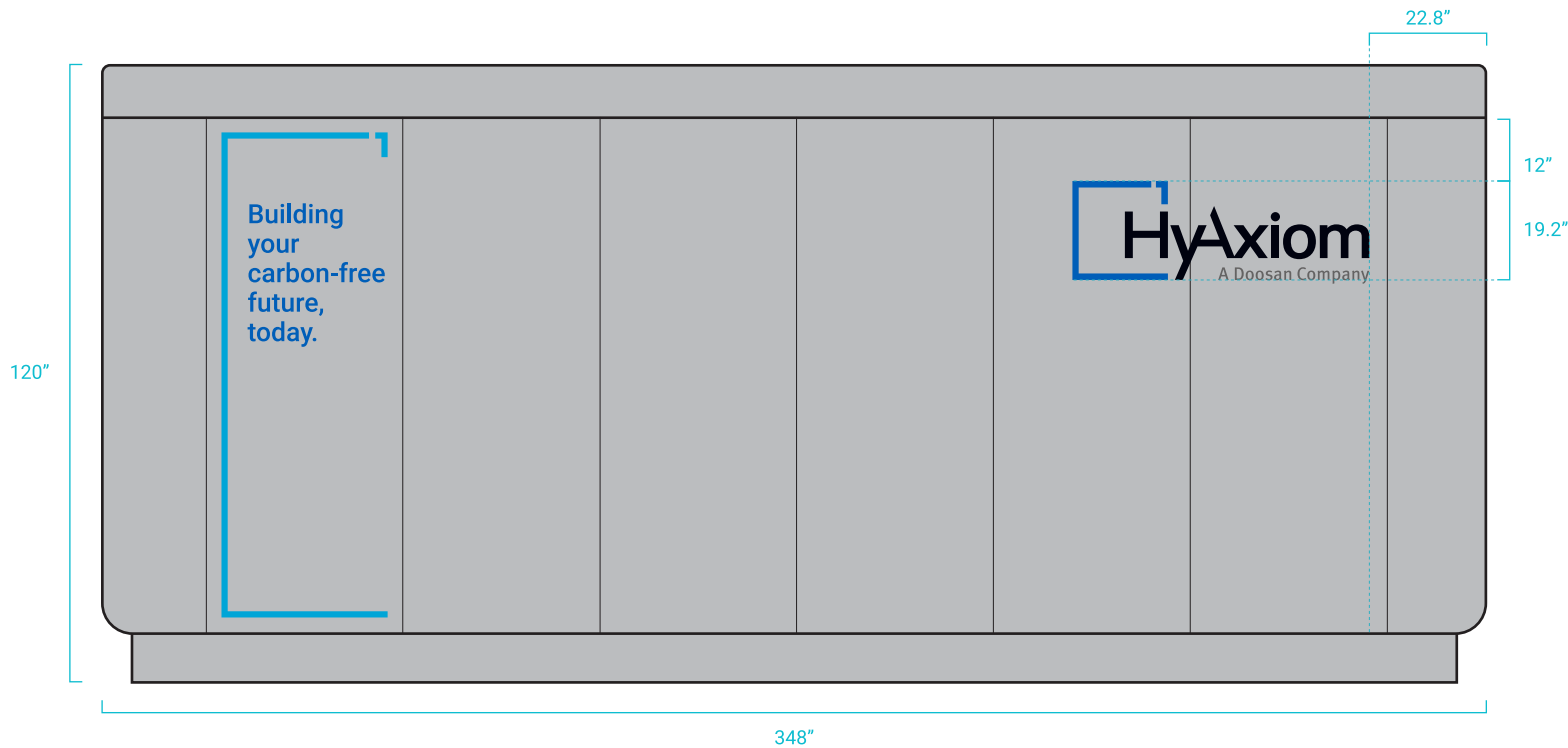


AS 1.07

# Fuel Cell Enclosure

The Fuel Cell Enclosure of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors and composition to maintain a consistent company image.

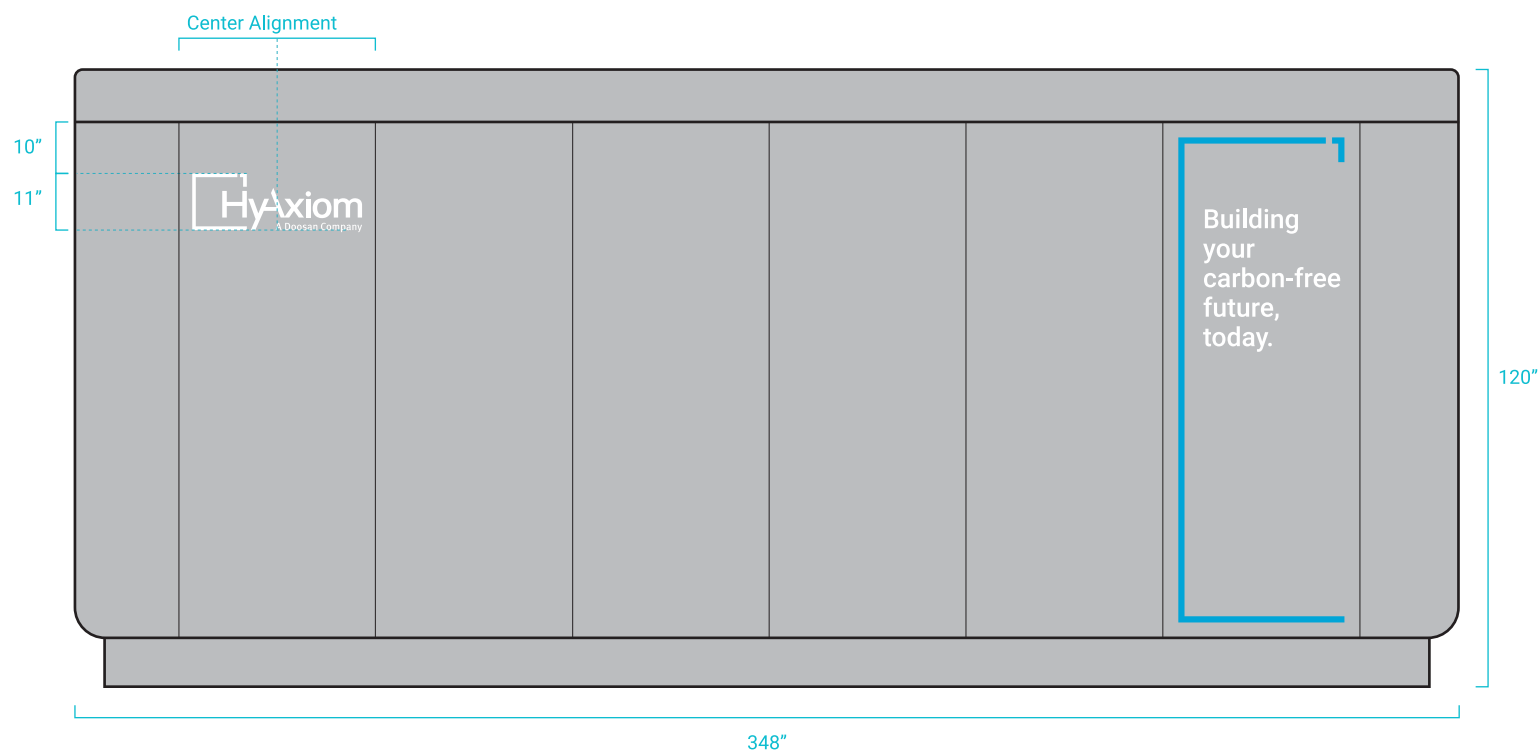
Type A



## AS 1.07 Fuel Cell Enclosure

The Fuel Cell Enclosure of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors and composition to maintain a consistent company image.

Type B



## AS 1.08 Custom Apparel

The Custom Apparel of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors and composition to maintain a consistent company image.

Front : CI Basic  
Back : CI Signature

### Type A

Front

Back

Embossing



## AS 1.08 Custom Apparel

The Custom Apparel of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

Front : CI Basic  
Back : CI Signature

Heat Transfer Film



### Type B

Front



Back





AS 1.09

# Marketing Collateral Sales Material

Size : A4 (8.5" x 11")  
Proportion : 40%

The Marketing Collateral Sales Material of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

Type A

Front



Back



# AS 1.09

## Marketing Collateral Sales Material

Size : A4 (8.27" x 11.69")  
Proportion : 40%

The Marketing Collateral Sales Material of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

### Type B

Front



Back



## AS 1.09

# Marketing Collateral Brochure

Proportion : 28%

Font : Title - Roboto Medium(22, 45pt)

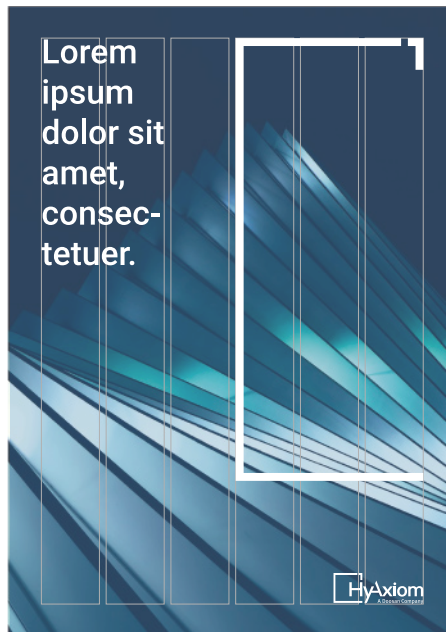
Sub Title - RobotoRegular(12, 45pt)

Columns : 6

The Marketing Collateral Brochure of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

Cover

Type A



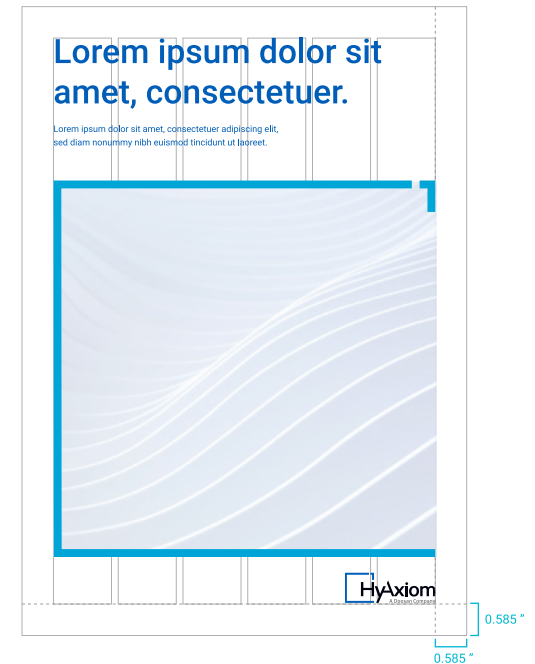
Type B



Type C



Type D



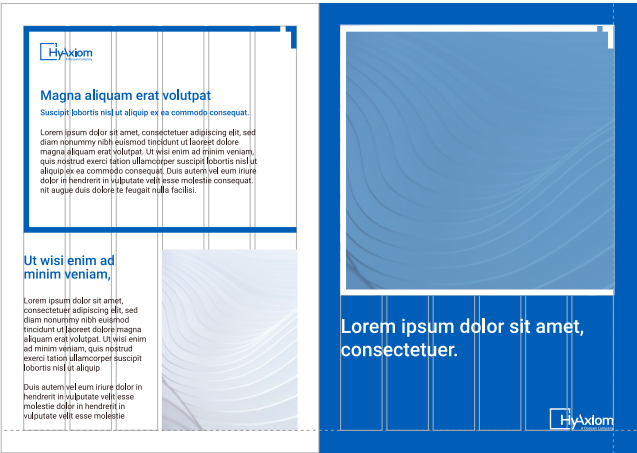
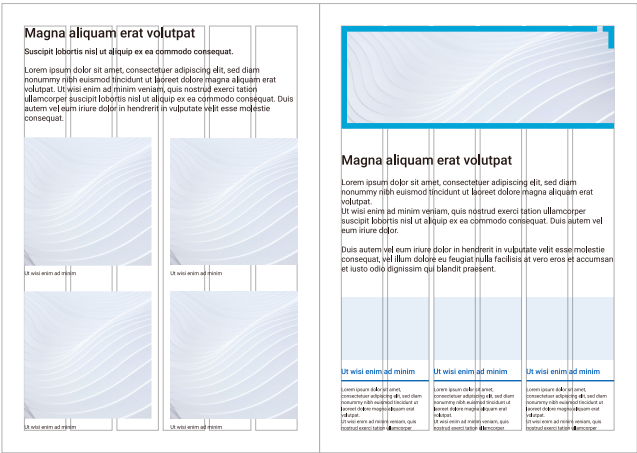
# AS 1.09

## Marketing Collateral Brochure

Size : A4 (8.27" x 11.69")  
Proportion : 20%  
Font : Title - Roboto Medium(36, 48pt)  
Body - Roboto Medium(15, 20, 25pt)  
Columns : 6

The Marketing Collateral Brochure of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

### Inside



## AS 1.09

# Marketing Collateral Brochure

Size : A4 (8.5" x 11")

Proportion : 28%

Font : Title - Roboto Medium(22, 45pt)

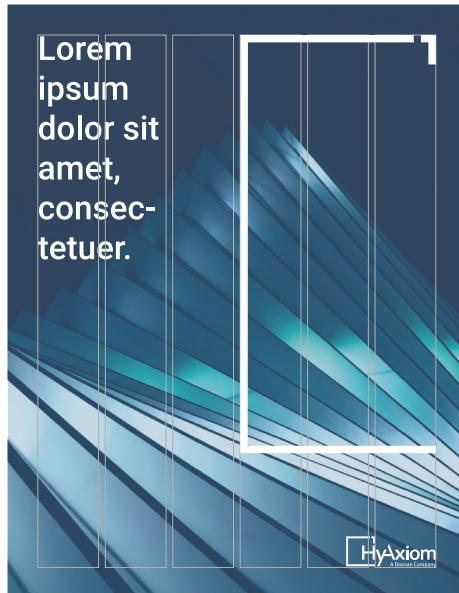
Sub Title - RobotoRegular(12, 45pt)

Columns : 6

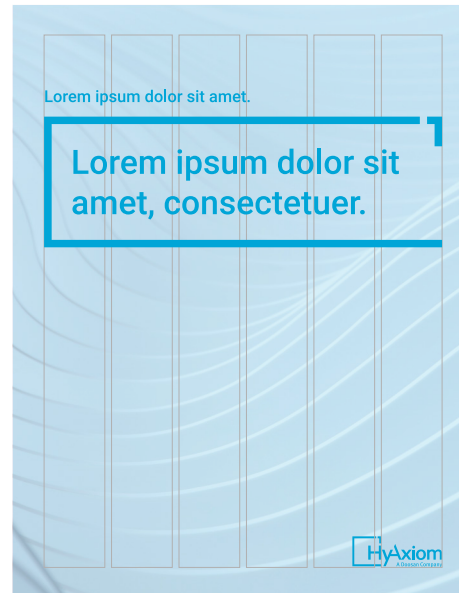
The Marketing Collateral Brochure of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

Cover

Type A



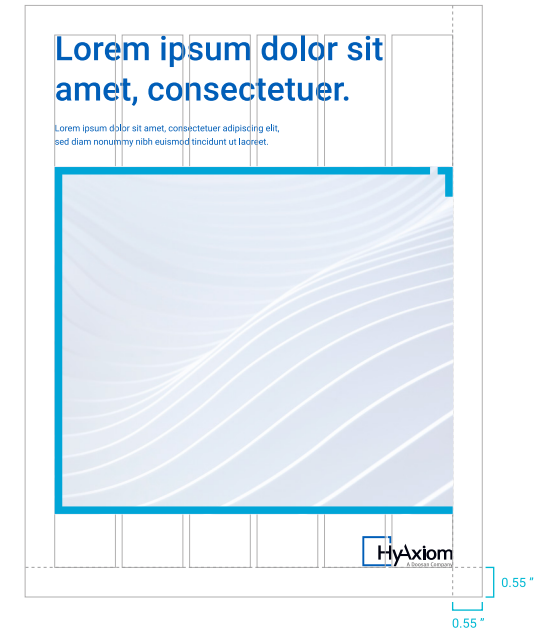
Type B



Type C



Type D





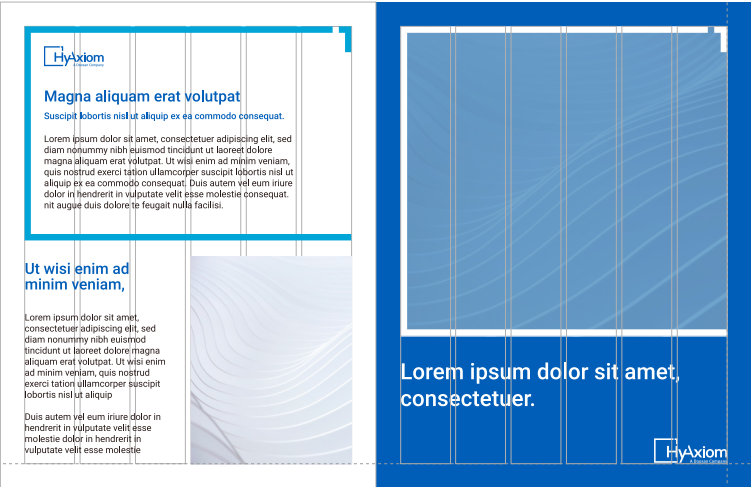
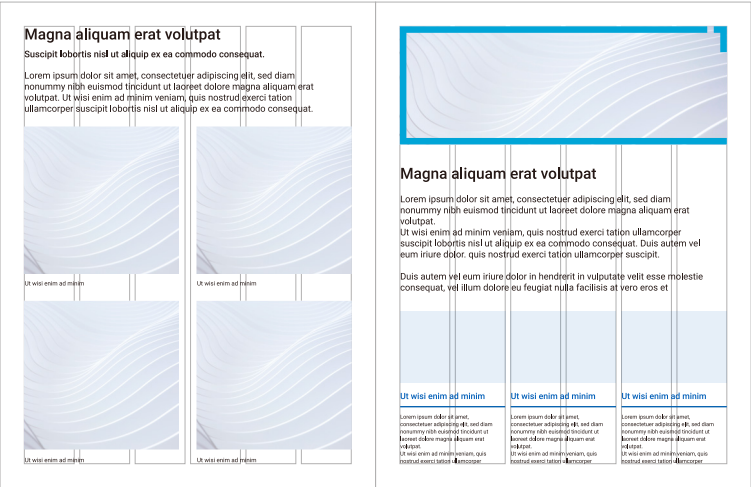
# AS 1.09

## Marketing Collateral Brochure

Size : A4 (8.5" x 11")  
Proportion : 23%  
Font : Title - Roboto Medium(36, 48pt)  
Body - Roboto Medium(15, 20, 25pt)  
Columns : 6

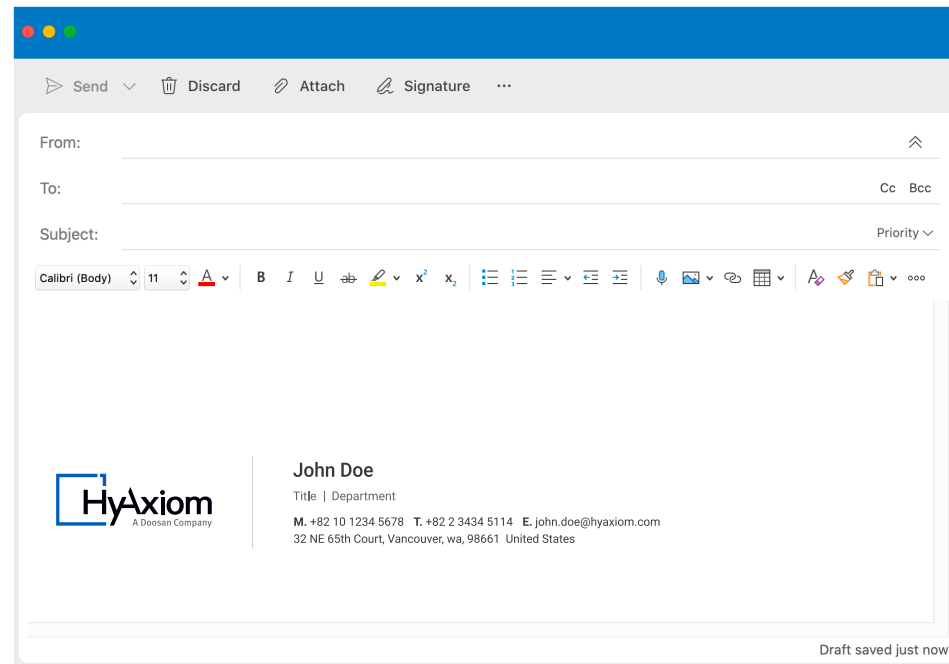
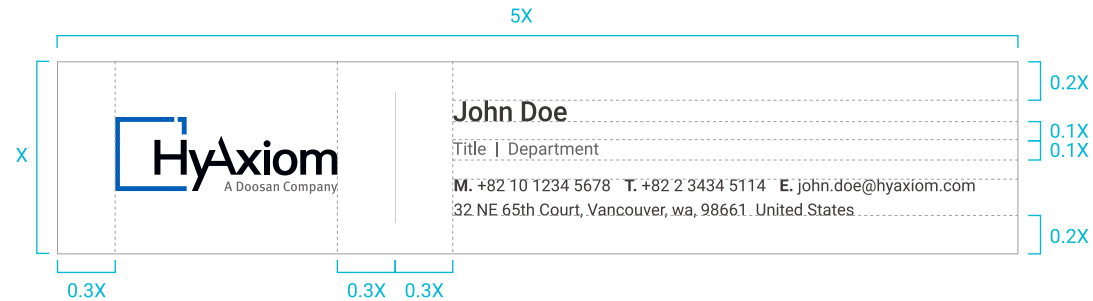
The Marketing Collateral Brochure of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

### Inside



## AS 1.10 Email Signature

Font :  
 Department - Roboto Regular (6.5pt)  
 Name - Roboto Medium (11pt)  
 Contents - Roboto Regular (6.5pt)



## AS 1.10

# Email Signature

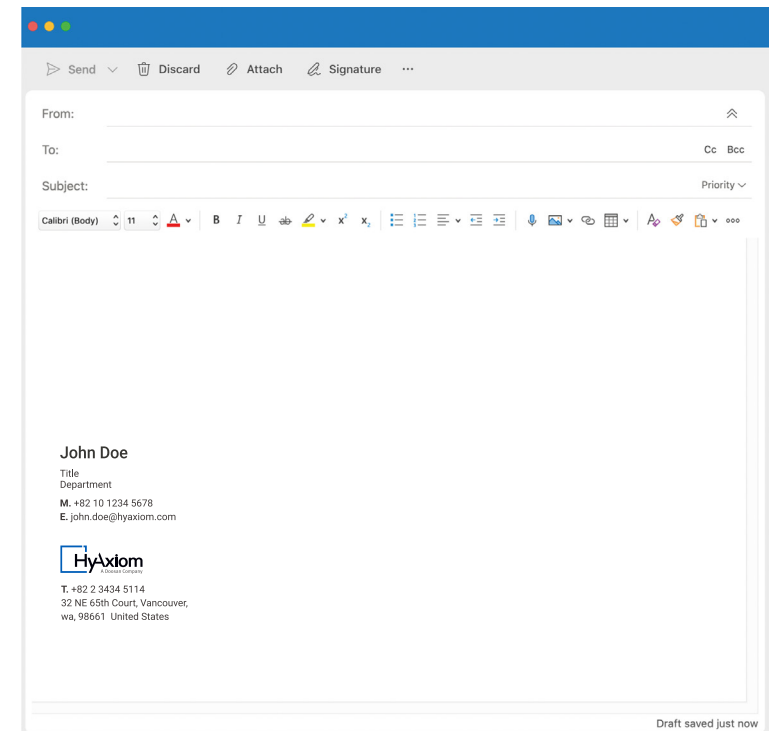
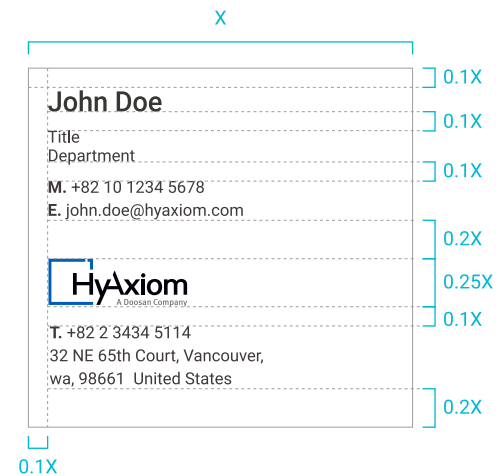
Font :

Department - Roboto Regular (6.5pt)

Name - Roboto Medium (11pt)

Contents - Roboto Regular (6.5pt)

The Email Signature of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.



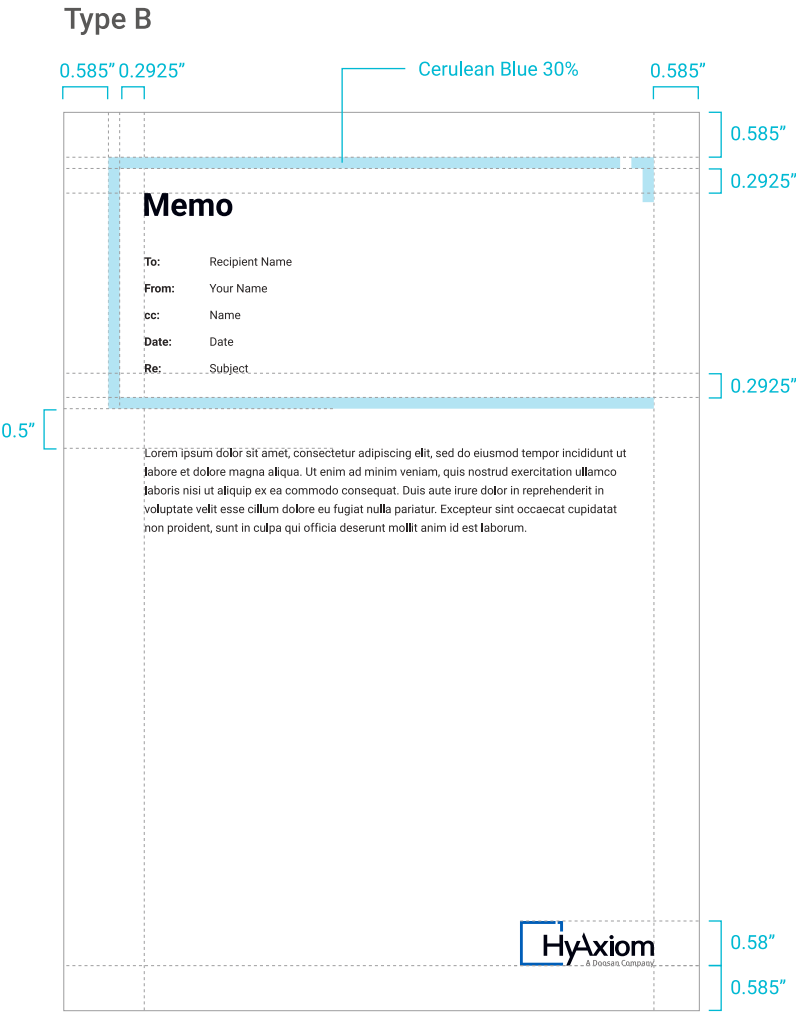
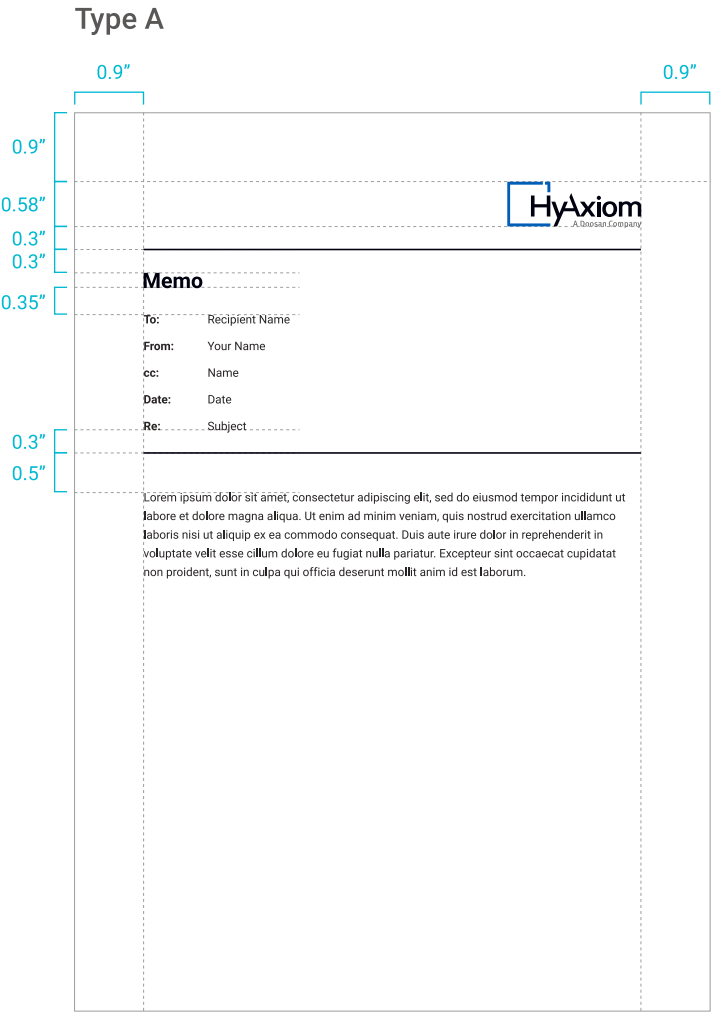


# AS 1.11

## Digital Memo

Size : A4 (8.27" x 11.69")  
Proportion : 40%  
Font : Roboto Bold/Regular (11pt)

The Digital Memo of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.



# AS 1.12 Presentation

Size : A4 (8.27" x 11.69")  
Proportion : 21%  
Font :  
Title - Roboto Bold  
Subtitle - Roboto Medium  
Body Text - Roboto Regular

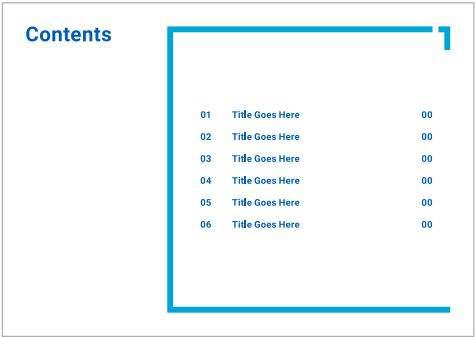
The Presentation of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

## Type A

Cover



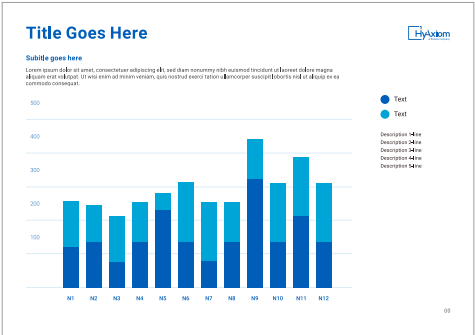
Contents



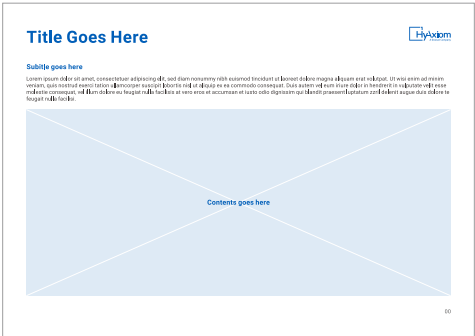
Chapter



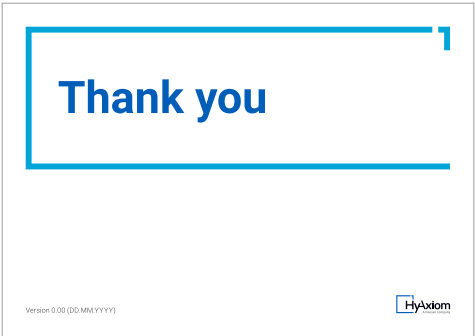
Slide



Slide



End  
Cover



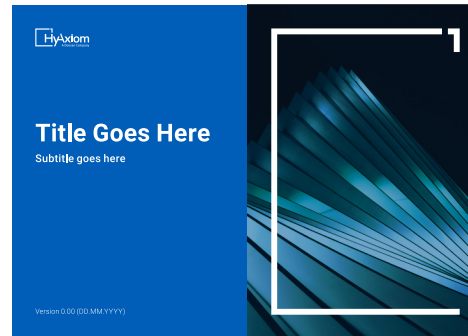
# AS 1.12 Presentation

Size : A4 (8.27" x 11.69")  
Proportion : 21%  
Font :  
Title - Roboto Bold  
Subtitle - Roboto Medium  
Body Text - Roboto Regular

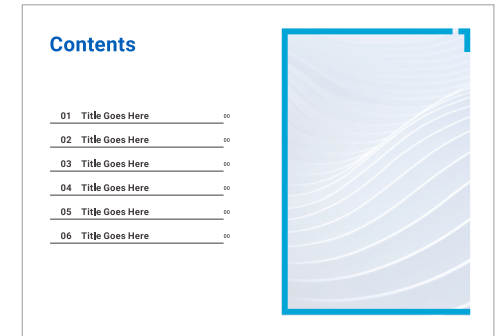
The Presentation of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

## Type B

Cover



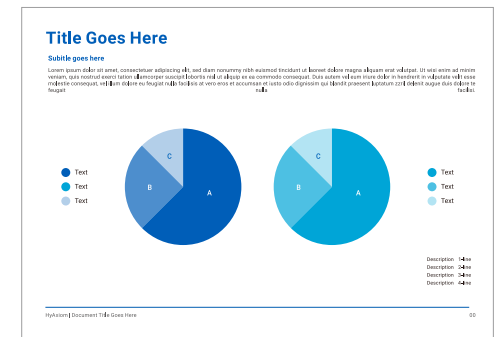
Contents



Chapter



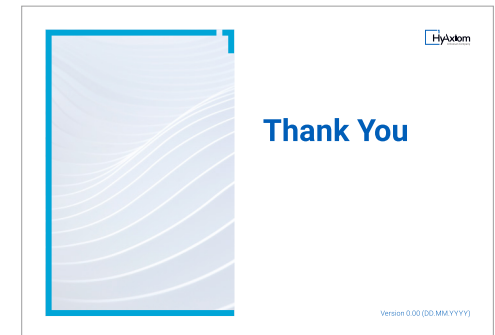
Slide



Slide



End  
Cover



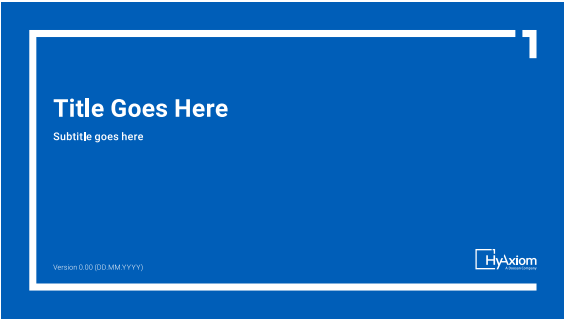
# AS 1.12 Presentation

Size : 1920 x 1080(px) 16:9  
Proportion : 11%  
Font :  
Title - Roboto Bold  
Subtitle - Roboto Medium  
Body Text - Roboto Regular

The Presentation of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

## Type C

Cover



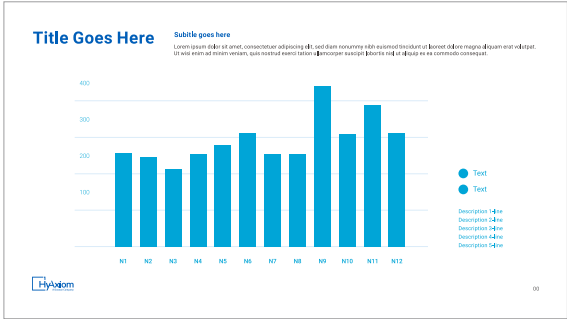
Contents



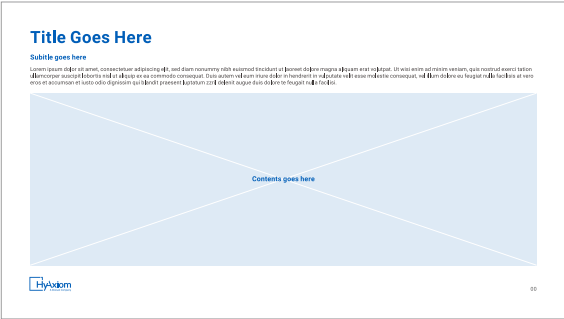
Chapter



Slide

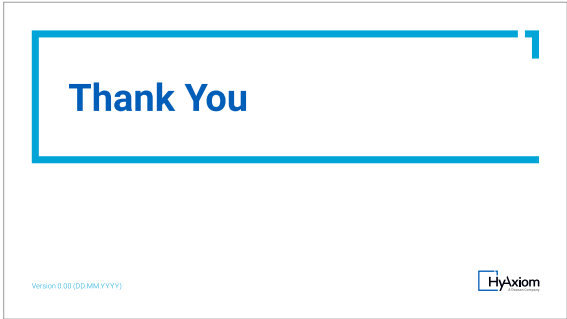


Slide



End

Cover



# AS 1.12

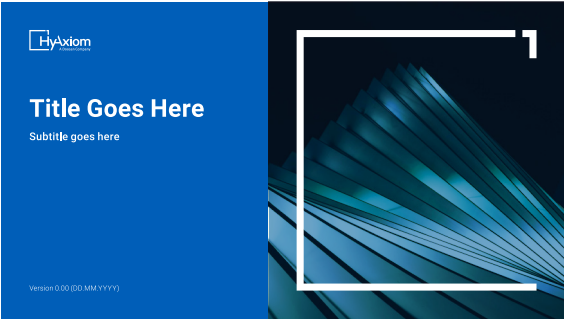
## Presentation

Size : 1920 x 1080(px) 16:9  
Proportion : 11%  
Font :  
Title - Roboto Bold  
Subtitle - Roboto Medium  
Body Text - Roboto Regular

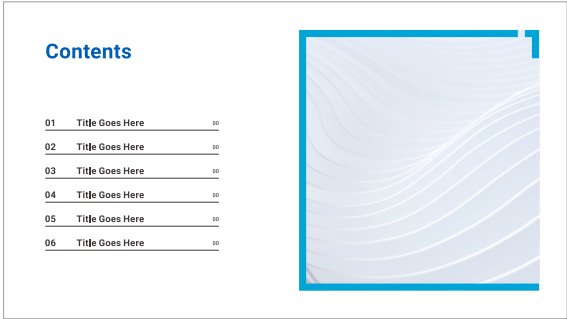
The Presentation of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

Type D

Cover



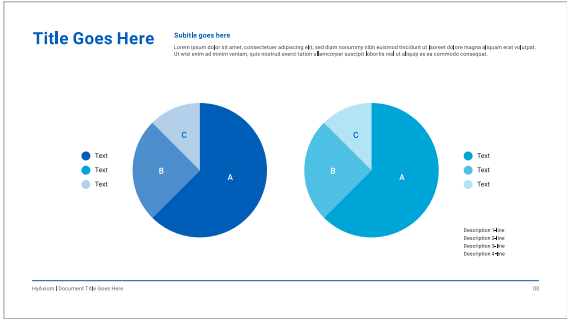
Contents



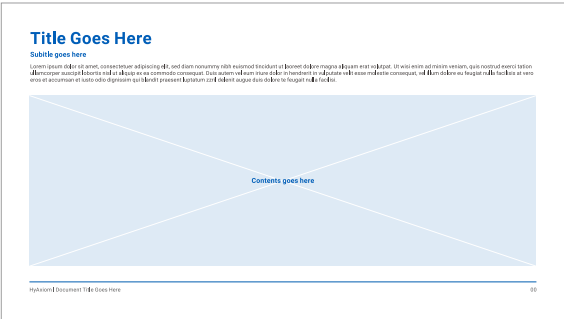
Chapter



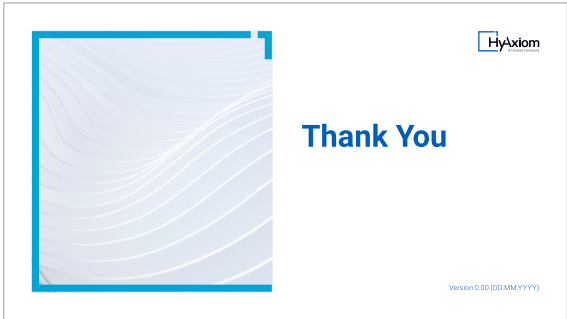
Slide



Slide



End  
Cover



# AS 1.13

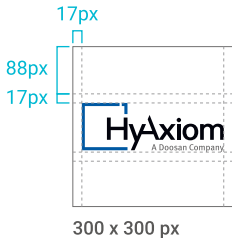
## Social Media

### Linkedin

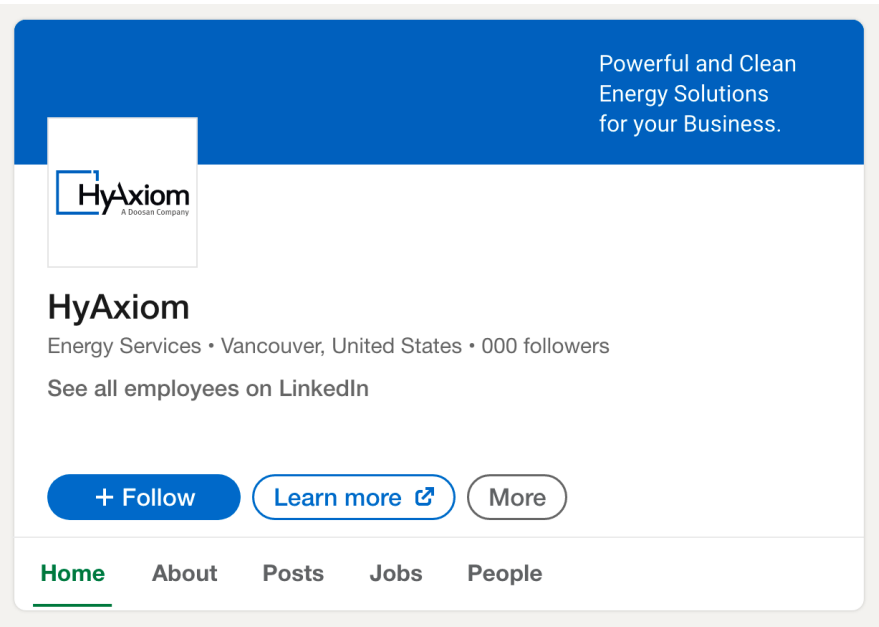
Profile Size : 300 x 300 px  
(Proportion : 20%)  
Cover Size : 1128 x 191px  
(Proportion : 29.4%)

#### Type A

Profile

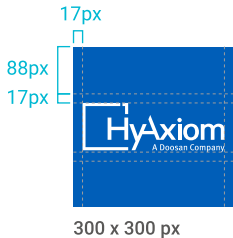


Cover

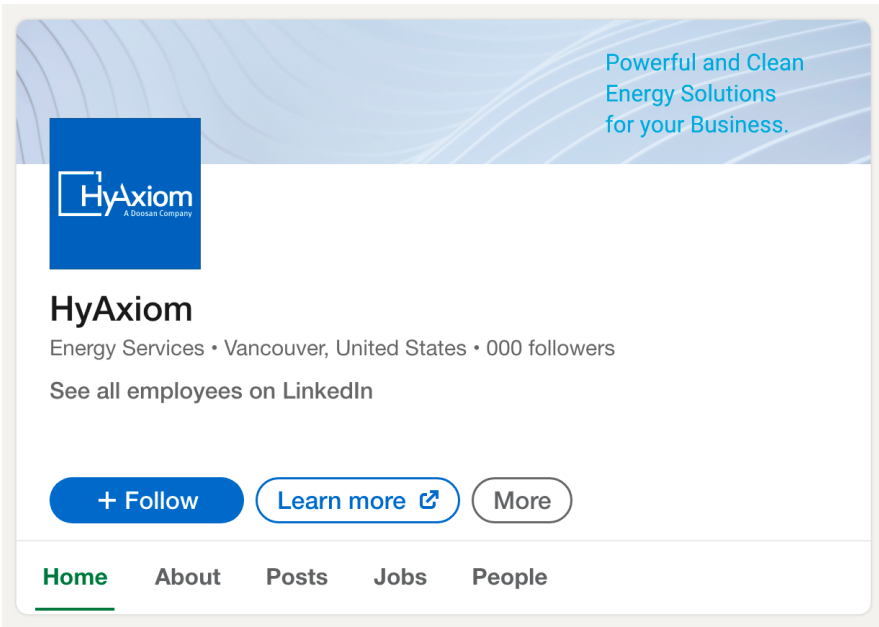


#### Type B

Profile



Cover

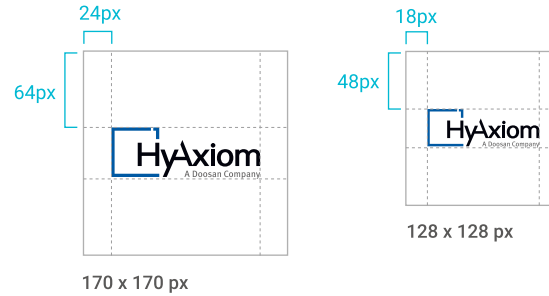


## AS 1.13 Social Media Facebook

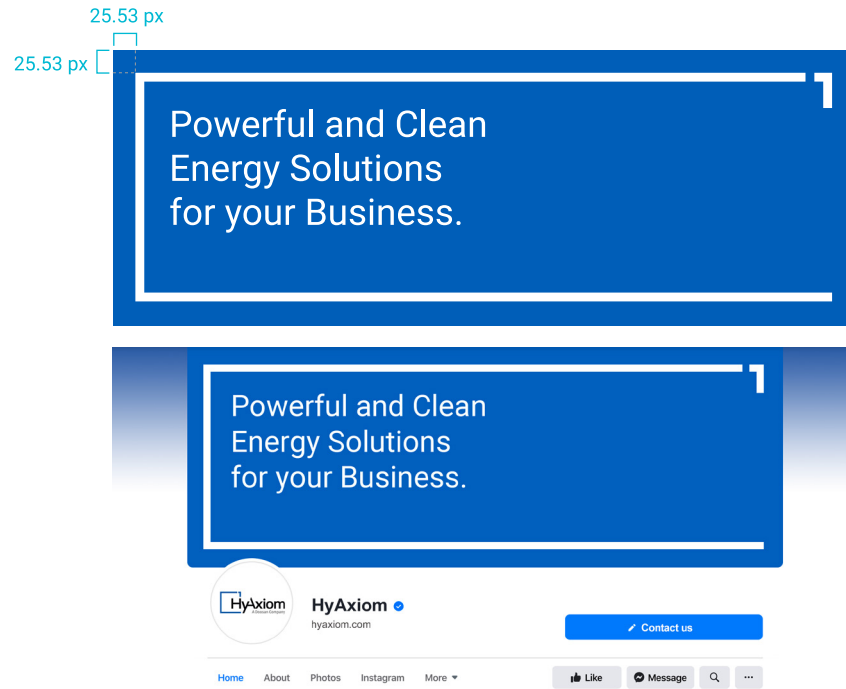
Profile Size :  
PC - 170 x 170 px  
Mobile - 128 x 128  
(Proportion : 45%)  
Cover Size : 851 x 315px  
(Proportion : 33%)

### Type A

Profile



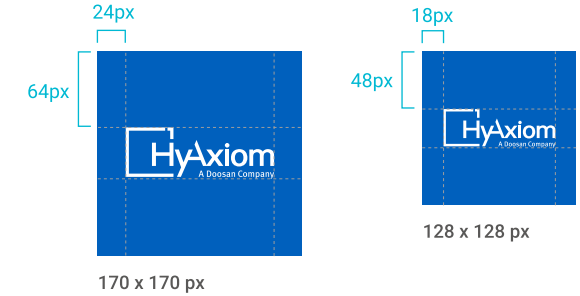
Cover



The Social Media Facebook of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, typeface, and composition to maintain a consistent company image.

### Type B

Profile



Cover



# AS 1.13

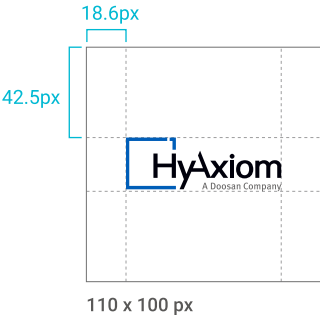
## Social Media

### Instagram

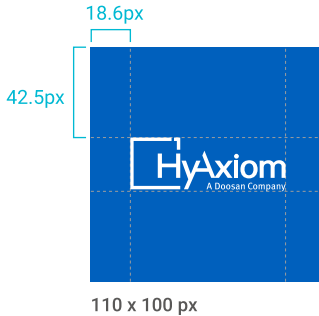
The Social Media Instagram of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, and composition to maintain a consistent company image.

Profile Size : 110 x 100 px  
(Proportion : 80%)

Type A



Type B

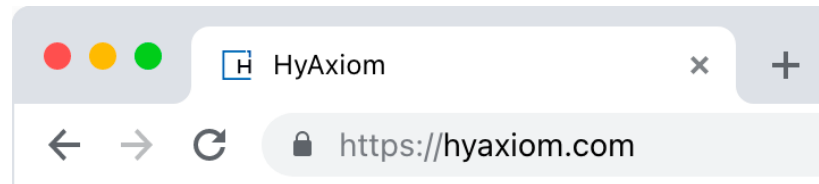




## AS 1.14 Website Favicon

The Website Favicon of HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, and composition to maintain a consistent company image.

Favicon



# AS 1.14

## Website

### Main Page

The Website Main Page HyAxiom is a vital communication medium that delivers the brand's image to internal and external audiences. Adhere to the guidelines provided below and follow the designated colors, and composition to maintain a consistent company image.

#### Website

