

MANUAL IDENTIDAD CORPORATIVA

ayax

CAPÍTULO 1

Logotipo

Signo básico de identidad



ajax



The image shows the word "ajax" centered on a light gray grid. The letters "a", "j", and "a" are black, while the "x" is a vibrant lime green. Red lines are drawn to show the alignment: a horizontal line at the top of the letters, a horizontal line at the bottom of the letters, a vertical line at the left edge of the letters, and a vertical line at the right edge of the letters. The "j" has a descender that goes below the bottom horizontal line.

ajax

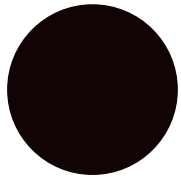
Colores corporativos



VERDE
#C3D500

C 39%
M 0%
J 100%
N 0%

R 195
G 213
B 0



NEGRO
#211915

C 78%
M 84%
J 78%
N 70%

R 33
G 25
B 21

ajax

ajax

ajax

Reducción mínima

ayax

ayax

ayax

ayax

—
2CM

Márgenes diáfanos



Versión en blanco y negro

ajax

ajax

Usos indebidos de la marca



ayax



ayax



ayax



ayax