



GreenAxis

CAPITAL

BRAND GUIDELINES

LOGO | TOPOGRAPHY | COLORS | BRANDING

www.greenaxs.com



LOGO INSPIRATION

The peak of a mountain, and the sun is the basic inspiration behind the GreenAxs logo. The mountain top also forms the initial G and A. Being a funding company the stability and reaching the top are the basic values. A mountain connotes both. The round sun is the symbol of prosperity and light. it also symbolises short term and long term investment goals.

GreenAxs don't just invest – they help transform companies to increase investor returns just like the loop of a circle hence the logo is done in a circle.

Since GreenAxs invest in so that they can guide to outperform peers and provide exponential returns to their investors. The summit symbolises that GreenAxs help their partners reach the heights they desire.

The color green is also the color of money and it symbolises the company's expertise in the cannabis business.

LOGO ICON SPACING



This is the correct spacing to be used around our logo icon after following the calculations mentioned on the right.



Taking the G of GreenAxs logo font, maintain the spacing for the icon as shown above for the round and the square icon. This is the minimum spacing required around our logo.

VERTICLE LOGO SPACING



This is the correct spacing to be used around the logo icon after following the calculations mentioned on the right.



Taking the G of GreenAxs logo font, maintain the spacing for our verticle logo as shown above. This is the minimum spacing required around our logo.

HORIZONTAL LOGO SPACING



This is the correct spacing to be used around the logo icon after following the calculations mentioned on the right.



Taking the G of GreenAxs logo font, maintain the spacing for our horizontal logo as shown above. This is the minimum spacing required around our logo.

CORRECT USE



OUR LOGO NEEDS TO HAVE A SPECIFIED SPACING AROUND THE BOX WHEN ON TOP OF AN IMAGE



THE REVERSE LOGO TO ALSO HAVE THE SPECIFIED SPACING WHEN ON TOP OF AN IMAGE



WHEN WITHOUT BAND, THE BACKGROUND SHOULD BE DARK ENOUGH FOR THE LOGO TO BE VISIBLE

INCORRECT USE



OUR LOGO CANNOT BE USED ON TOP OF AN IMAGE WITHOUT A BAND



OUR LOGO CANNOT BE USED ON TOP OF AN IMAGE WITHOUT A BAND EVEN IN REVERSE COLORS



OUR LOGO CANNOT HAVE A TRANSPARENT BAND BEHIND

INCORRECT USE OF OUR LOGO



OUR LOGO CANNOT HAVE ANY OTHER COLOR APART FROM OUR BRAND COLORS



OUR LOGO CANNOT BE STRETCHED OR SKEWED



OUR LOGO CANNOT BE TILTED OR ROTATED



OUR LOGO NEEDS TO HAVE A SPECIFIED SPACING ALL AROUND. PLEASE REFER TO THE SPACING SECTION



THE SPACING BETWEEN GREENAXS, CAPITAL AND THE ICON CANNOT CHANGE

PRIMARY COLORS

R6; G128; B123
C86; M30; Y54; K9
#06807B

R113; G183; B82
C61; M5; Y91; K0
#71B752

R115; G132; B113
C57; M36; Y57; K10
#738471

R191; G216; B187
C26; M4; Y31; K0
#BFD8BB

Our primary colors are our the main colors used in our brand. White is the canvas on which our brand lives. Our grey should be used in our typography.

Note: When printing these colors, it is best to use a PMS spot color or to print from an RGB color space. Printed in CMYK, the color will appear duller than it appears on-screen.

SECONDARY COLORS

R83; G96; B112
C71; M56; Y41; K18
#536070

R216; G216; B216
C14; M11; Y11; K0
#D8D8D8

Our secondary palette is used purposefully to compliment our primary colors. Mainly to be used in text. These colors should be used with thoughtful intention, so that they do not dominate any application.

PRIMARY FONT

Poppins

Medium & **Bold**

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ' () * + , - . : ;
< > ?

poppins font is the logo font and should be used sparingly

SECONDARY FONT

Ubuntu

Light & **Medium**

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ' () * + , - . : ;
< > ?

We use the sans-serif Ubuntu for all of our larger type within presentations, such as headlines, sub-heads, and bold areas of copy. For headlines, a bold weight is most appropriate. For smaller subheads, the regular weight may be used.

STATIONARY



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PRESENTATION TEMPLATE



T-SHIRT & CAPS

