BRANDING GUIDE
GIVE US SOME SPACE
Make sure PAX gets enough space.
Use the X in PAX to guarantee it has the right amount of space.

MAINTAINING OUR SHAPE
Never alter, rotate, or embellish the proportions of PAX. When resizing make sure to hold down “shift” to keep PAX the same fabulous aspect ratio.

COLOR
You may not alter PAX in any manner, including changing the color of PAX, or adding or removing any elements from PAX.

PAX BLUE
HEX: #007DBB
CMYK: 85 43 4 0
RGB: 3 125 187
PANTONE: 7461 C
Use PAX in ways that make it stand out and still keep its style.

**DO**

Use a white version of PAX on images.

Use a black version of PAX on light backgrounds and a white version of PAX on a dark background.

Display PAX at the same size as other icons when lining up logos.
DON'T

PAX likes to keep it real simple and doesn't need extra effects or alterations to stand out.

DON'T Add a shadow effect to PAX.

DON'T Add a stroke to PAX.

DON'T Add any text on top of PAX.

DON'T Clip an image with the shape of PAX.

DON'T Put a color version of PAX on an image.

DON'T Change the color of PAX to anything, but it's designated colors.

DON'T Put PAX on a color background unless you're using a black or white version of our logo.