



axene health partners

CORPORATE STYLE GUIDE 2023

Logo Useage



Logo Useage Alternates



Fonts

HEADLINES

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

SUBHEAD

Lato Regular Set in all Caps @ 70% Gray

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

BODY COPY

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Primary Colors



PANTONE 534 C
HEX #263B52
RGB 38, 60, 82



PANTONE 298 C
HEX #28A8E0
RGB 40, 168, 224



PANTONE 7709 C
HEX #4AA4AB
RGB 73, 164, 171



PANTONE 69-4 C
HEX #C95E77
RGB 201, 94, 119