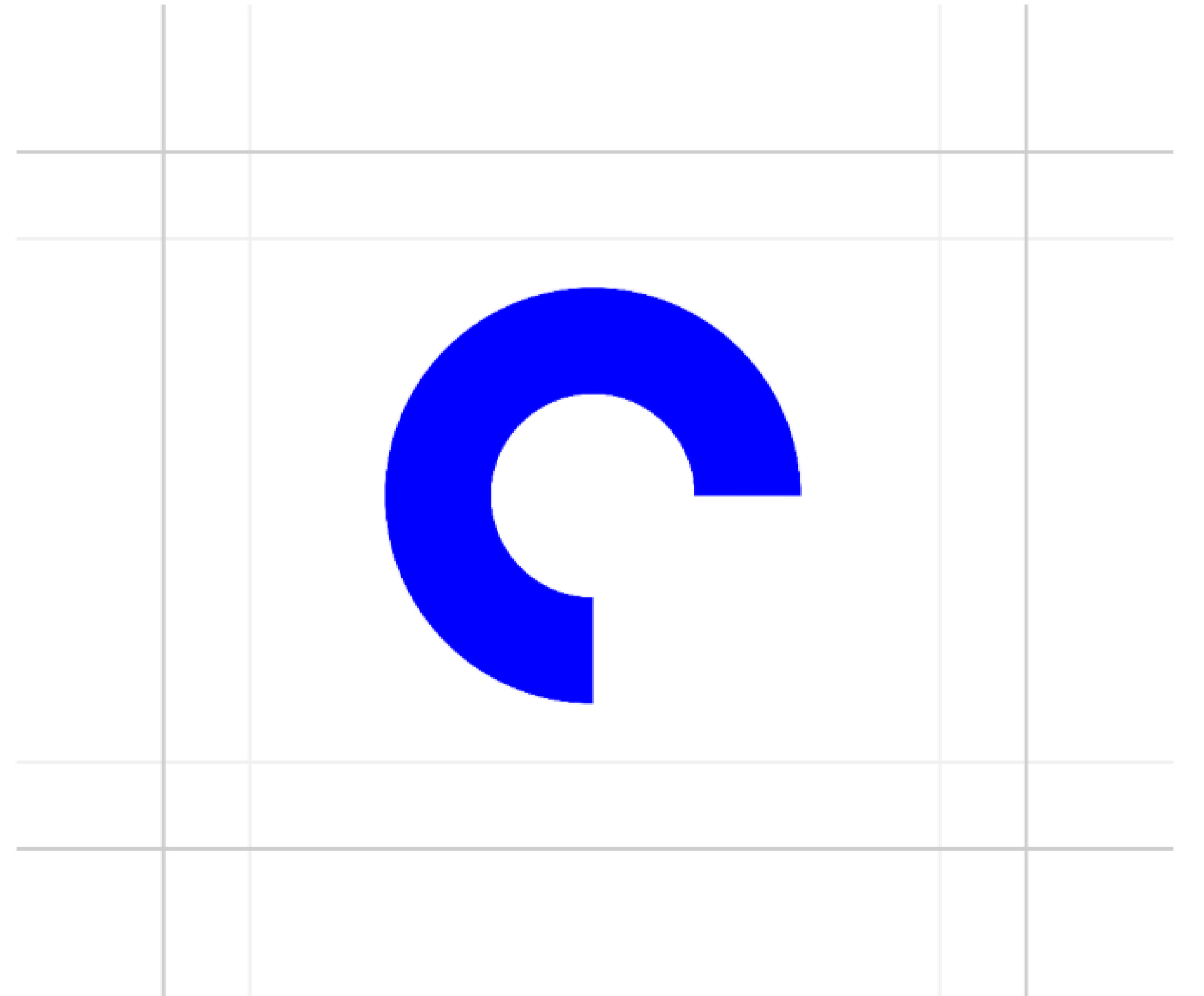
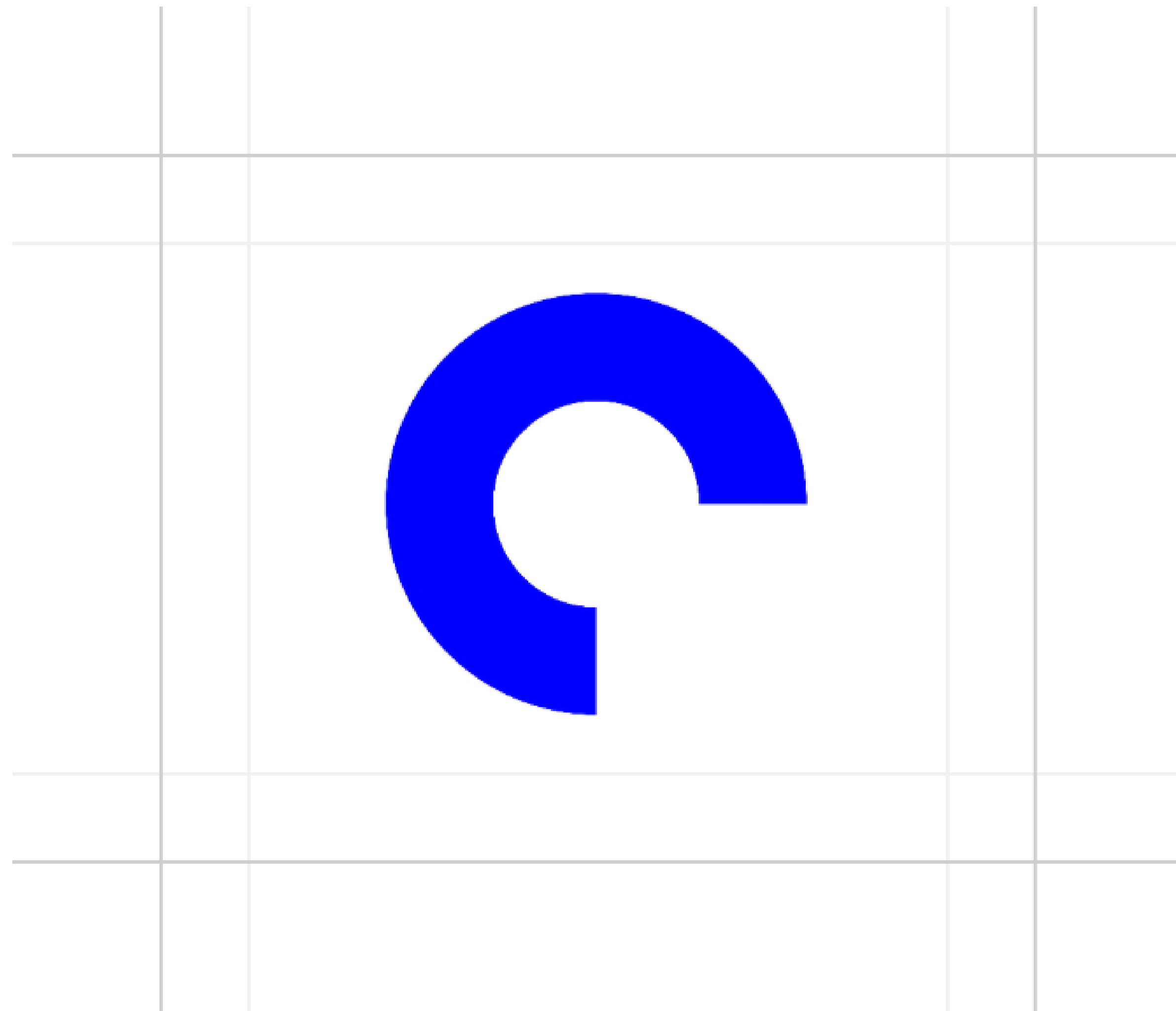


# PaxLabs

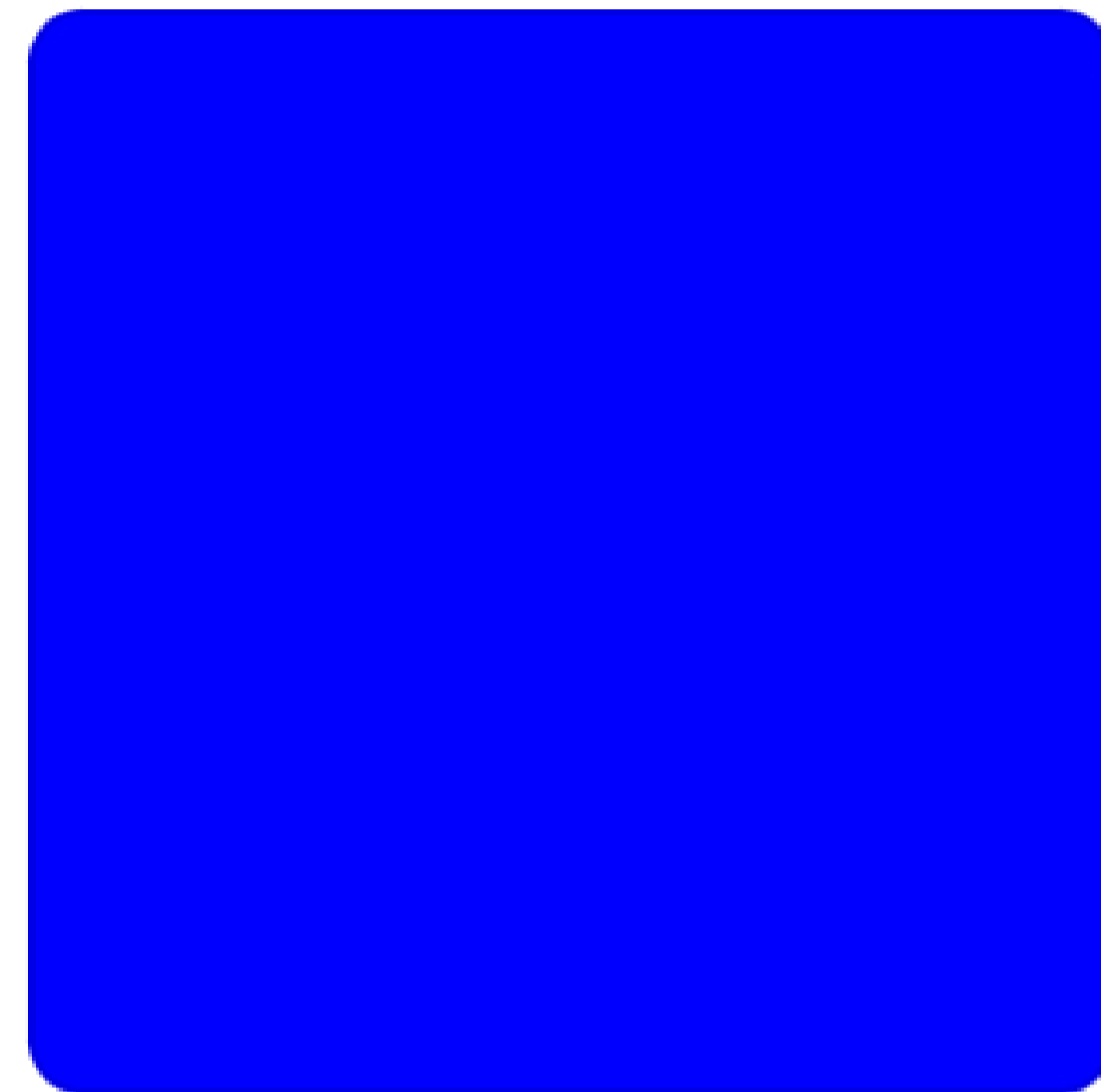
## Brand Guidelines



# Logos



# Colors



Brand Color

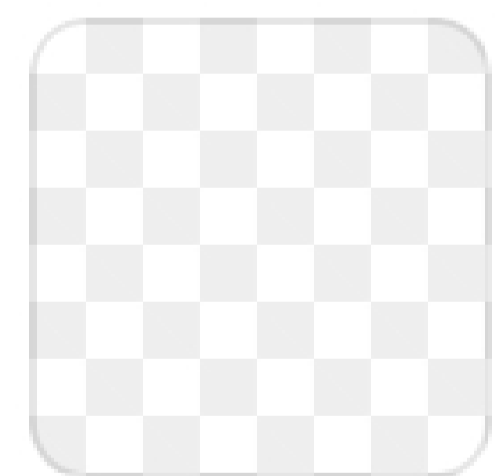
**Blue**

HEX: #0000ff

RGB: 0, 0, 255

HSL: 240, 100%, 50%

CMKY: 100, 0, 100, 0



#000000



#ffffff



#050505

# Fonts

## Paxeer Sans Rounded

Brand-specific fonts are an important visual element in a brand's visual system. Brand-specific fonts are the preferred fonts for the brand and can be used across all communication channels.

., : ; ' " ! ? + - \* / = () < >

## Space\_Mono

Brand-specific fonts are an important visual element in a brand's visual system. Brand-specific fonts are the preferred fonts for the brand and can be used across all communication channels.

., : ; ' " ! ? + - \* / = () < >



# About Us



PaxLabs is at the forefront of financial technology, dedicated to revolutionizing the way financial services are provided and accessed by leveraging cutting-edge innovation.

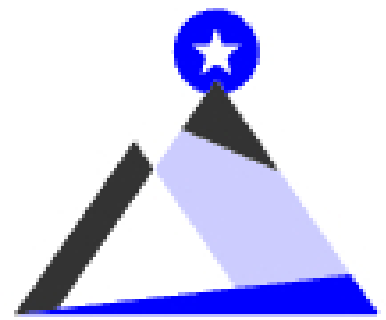
# Mission/Vision



## Mission

**To lead the way in financial technological advancements that empower our customers.**

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## Vision

**To be the global leader in innovative financial solutions.**

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# Values



# Slogan/Voice

## Slogan

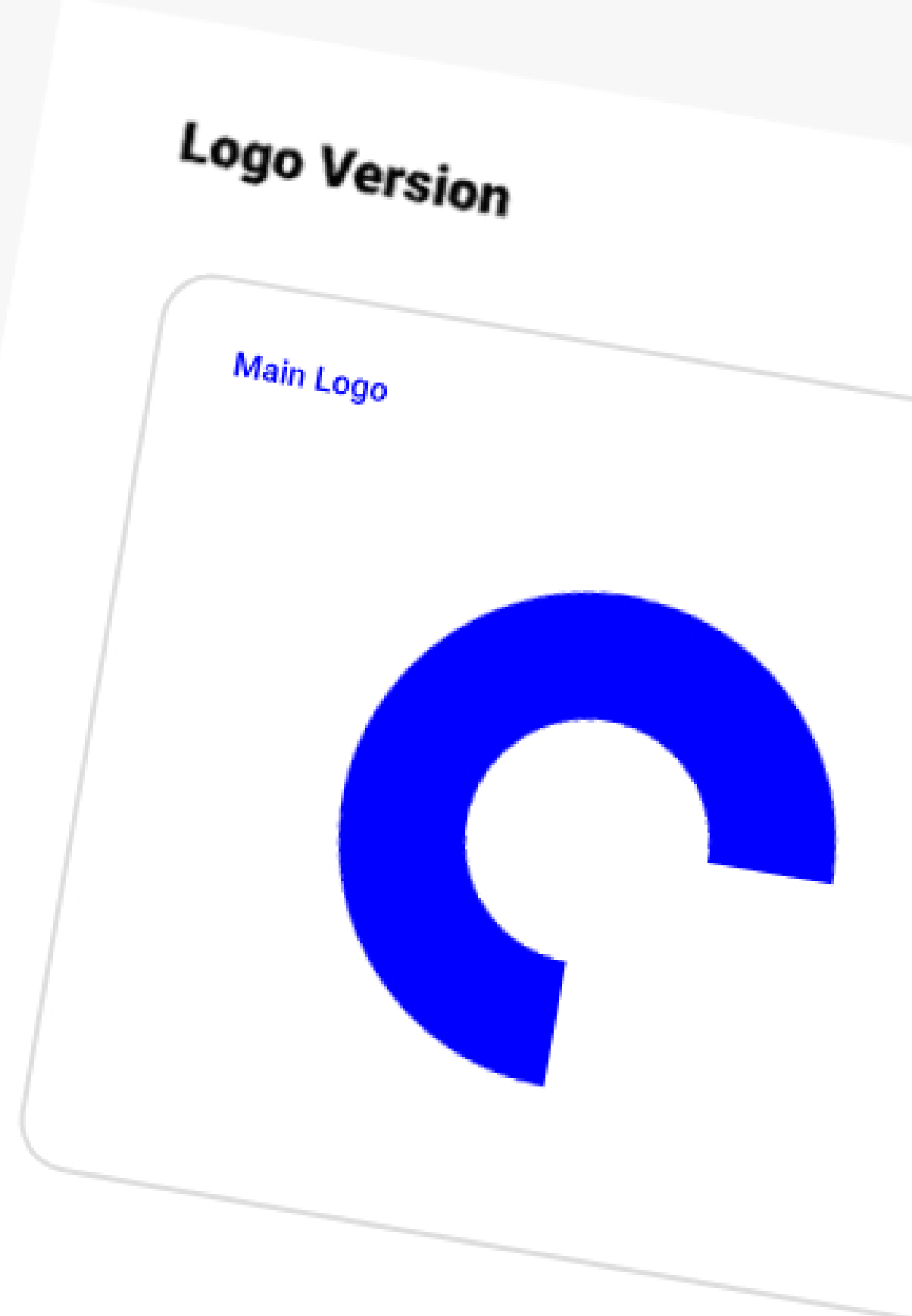
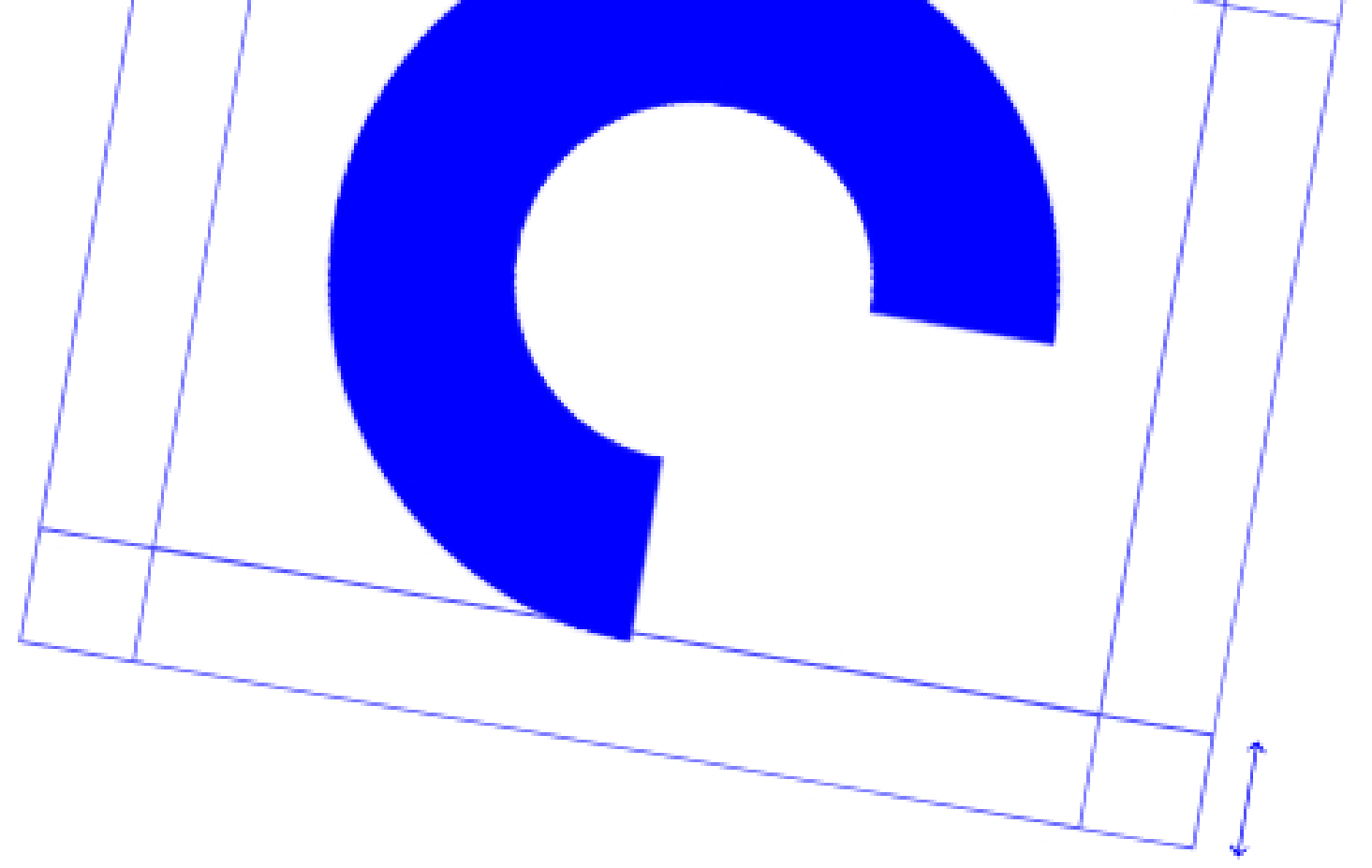
*“ Innovating Finance for Tomorrow ”*

## Tone

- 1. Authoritative
- 2. Innovative
- ▲ 3. Trustworthy

Sometimes, usually due to production costs, only one color can be used, so in this case the use of a logo, logo or symbol must follow the use of light type on a dark background or use of dark type on a light background Type convention.

The logo and/or symbol outline must be clearly distinguished from the background color.



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