

Brand Guidelines

LeanIX Logo Primary Logo

The LeanIX logo is composed of the transformation
brandmark and the logotype set in Axiforma ExtraBold.

The horizontal logo is the primary logo and should be
used in most instances.

Always use the logo files provided in the logo pack.

Brandmark



Logotype

LeanIX

Lockup

LeanIX Logo Primary Logo

LeanIX logo is our primary logo colourway and it should only be used with white background.

Brand Color ● #166BFF
Logotype ● #222F4B



LeanIX Logo Alternates

The Primary Flat-Duotoned logo should also only be used on white background. The Primary White and Flat-White should be used mainly on Brand Color backgrounds.

For any other background you should use the Monochrome logo:

- Black logo on light colored backgrounds
- White logo on dark colored backgrounds

All brand alternatives are available in RGB and CMYK.



Primary



Primary Flat
Duotoned and White



Monochrome
Black and White

LeanIX Logo Alternates

Only use of the vertical logo if it suits the specific context or usage better than the horizontal logo.



Vertical Lockup

LeanIX Logo Alternates

Only use of the vertical logo if it suits the specific context or usage better than the horizontal logo.



LeanIX Logo Usage & Misuse

A



B



Use the white logo on any colored background.
When considering Version A, the shadow (with 60% opacity)
has to match the background color.



Do not change the brand color.

LeanIX Logo Misuse



Please do not ...



Do not shuffle around any parts of the lockup



Do not use drop shadows or any other effects



Do not re-create using any other typeface



Do not rotate any part of the logo



Do not use different colors



Do not change the size or orientation of the brandmark and logotype in relation to each other



Do not use outlines



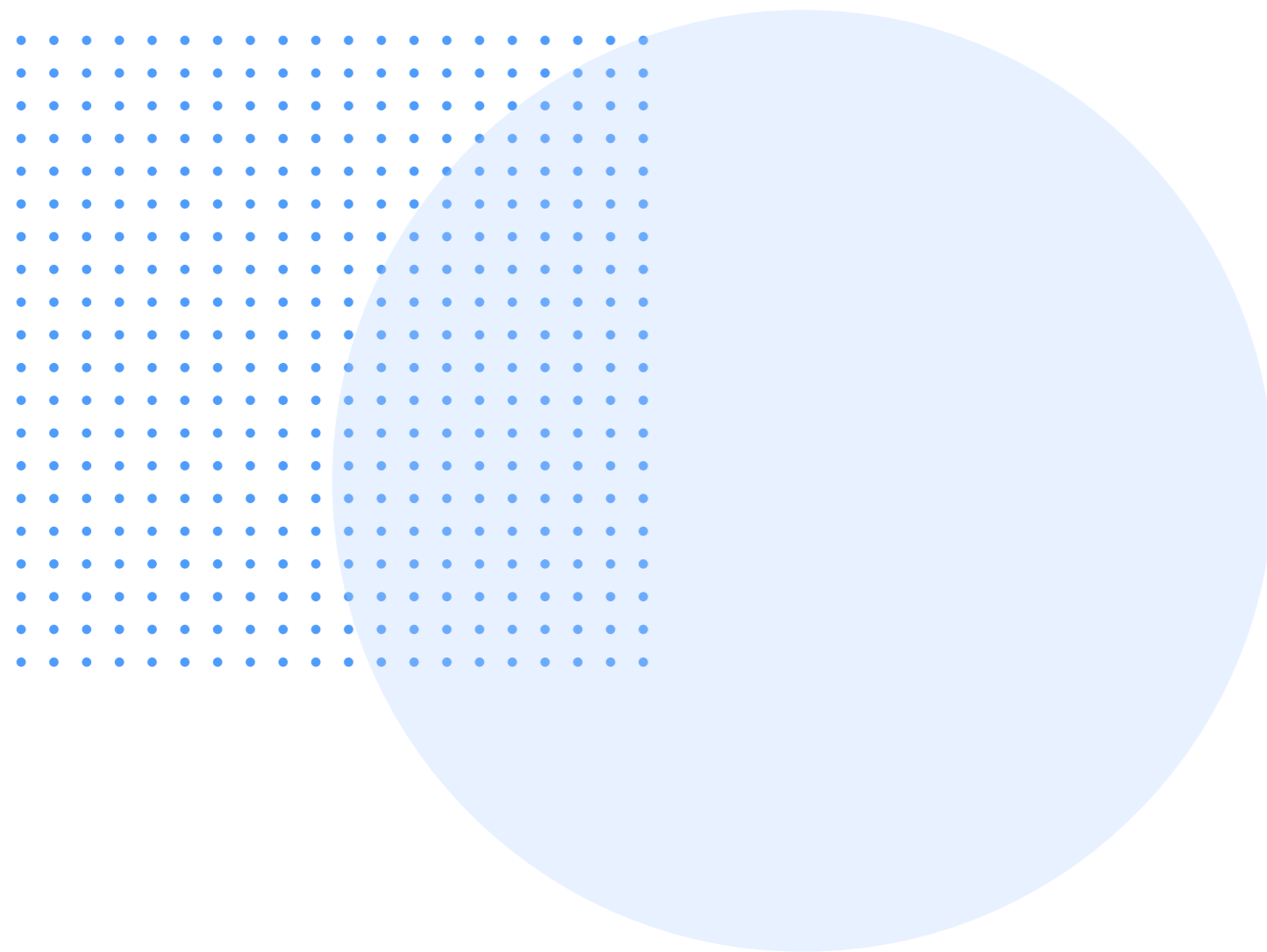
Do not crop the logo



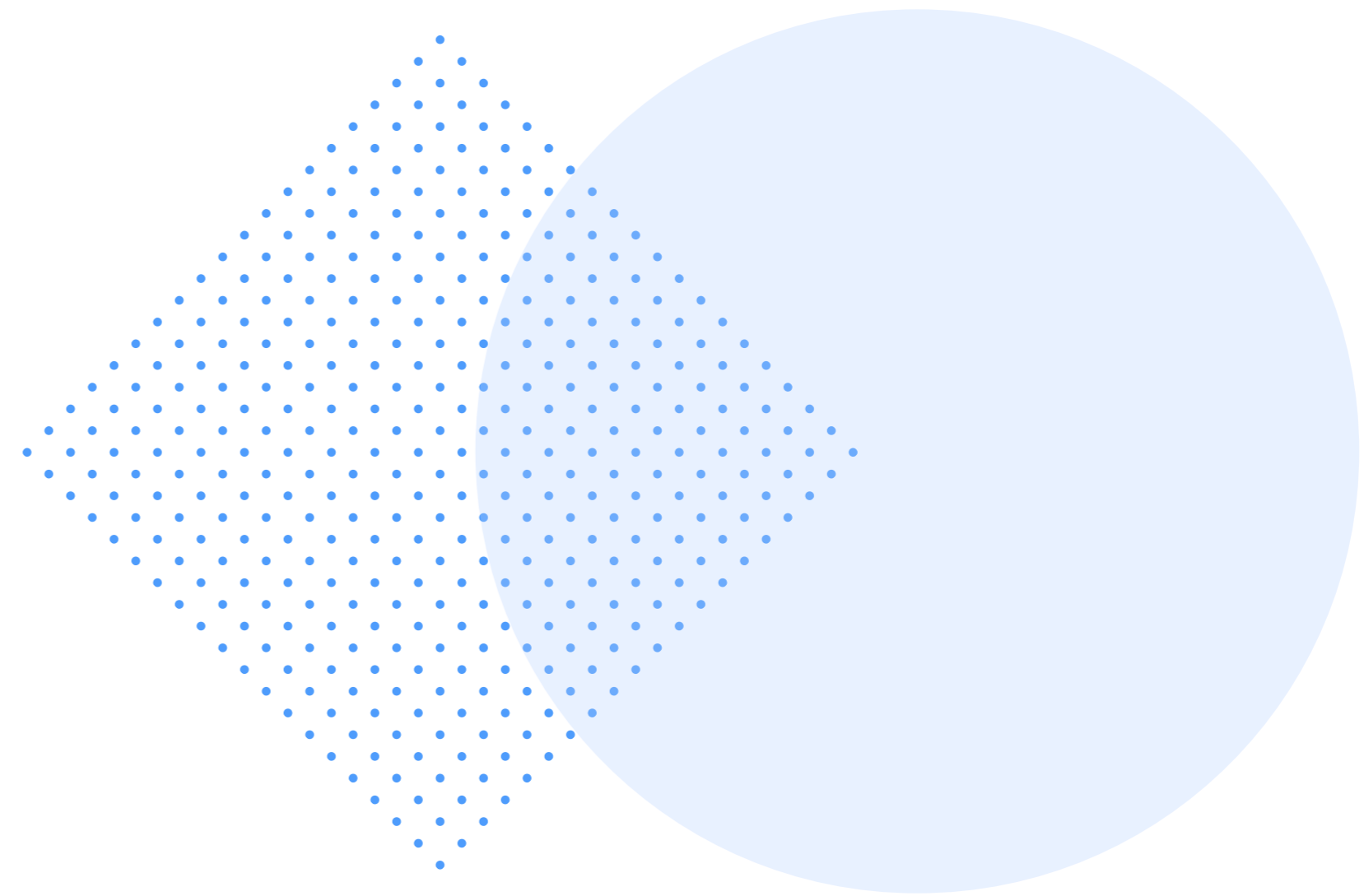
Do not change the transparency of the logo

Brand Guide

Visual Style



Geometric shapes and patterns support the brand aesthetics.

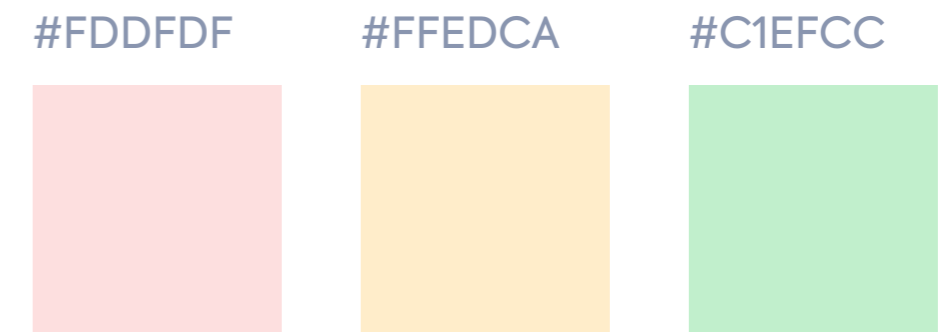


With individual exceptions, try not to recreate the brand itself.

Brand Guide

LeanIX Color Palette

● Brand Color #166BFF ● #222F4B

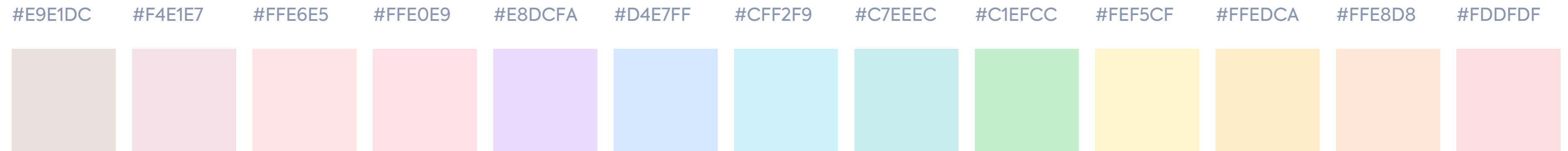


Functional Colors

Use functional colors in user interfaces only with the intention to express warning, attention or confirmation. As part of the secondary colors, these connotations should be considered.

Brand Guide

Secondary Colors



Brand Guide Typography

LeanIX uses Axiforma for all communication including our product and website. For presentations in PPT, please use Arial Black for Headlines and Arial Regular for paragraphs.

All external 3rd party partners (agencies, service provider, freelancers etc.) who require fonts for designing, producing or editing printed or digital assets, must obtain a license. Please contact LeanIX for further direction.

Axiforma ExtraBold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz .,!?\$&% 0123456789**

Family

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Semibold

Semibold Italic

Bold

Bold Italic

Extrabold

Extrabold Italic

Black

Black Italic

Heavy

Heavy Italic