


ASHLEX

Brand Guideline

Welcome to Ashlex

At Ashlex, we are dedicated to providing innovative and reliable solutions that empower businesses and individuals to succeed. Whether it's through cutting-edge technology, expert services, or tailored strategies, we are here to help you reach your goals with confidence.

Our commitment to excellence, professionalism, and long-term partnerships is at the heart of everything we do. Explore how Ashlex can be a driving force in your success, today and into the future.

The logo for Ashlex, featuring the word "ASHLEX" in a bold, black, sans-serif font. The letters are thick and blocky, with a modern, slightly geometric feel. The 'A' has a wide base, the 'S' is a simple curve, the 'H' has a wide top bar, the 'L' is a simple vertical bar, the 'E' has a wide top bar and a simple horizontal bar, and the 'X' has a wide top bar and a simple diagonal bar.

Logo Mark



ASHLEX



Horizontal Logo

The Ashlex horizontal logo combines modern design with sleek simplicity, reflecting the brand's commitment to innovation and professionalism. The clean lines and balanced typography create a harmonious visual identity, while the arrangement emphasizes versatility and clarity, ensuring strong brand recognition across all platforms and mediums.



Mono Color Logo

The Ashlex mono-color logo simplifies the brand's design, offering a versatile and elegant option for various applications. By using a single color, it maintains clarity and brand recognition, ensuring consistency across different platforms, even when color limitations are present.

ASHLEX

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Background Logo

The Ashlex logo is designed to stand out against both light and dark backgrounds, ensuring maximum visibility and impact in any context. Whether displayed on a clean skyblue backdrop or a deep navy, the logo maintains its clarity and strength. For optimal presentation, it's important to provide sufficient contrast with the background to preserve the integrity of the design and ensure legibility.



Thumbnail Logo

The Ashlex thumbnail logo is a compact, simplified version of the primary logo, designed for use in smaller formats where space is limited. It retains the core elements of the brand's identity while ensuring clarity and recognition at reduced sizes. This version is perfect for icons, social media profiles, and other digital applications where brevity and visibility are key.



Correct Logo Application



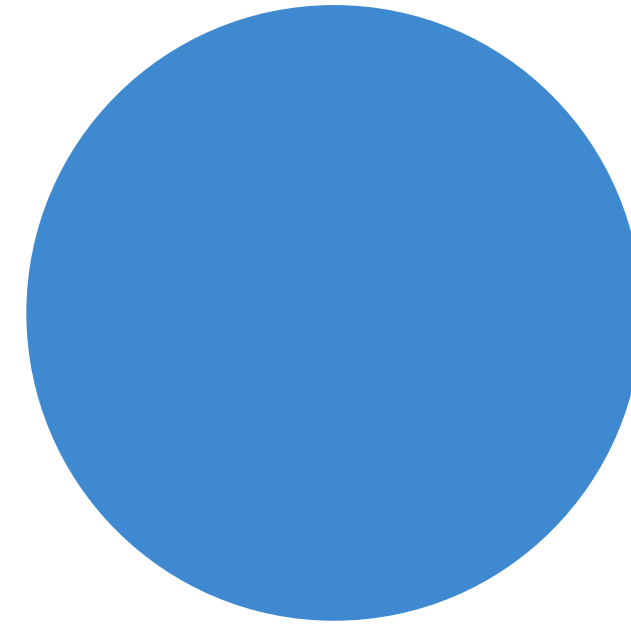
Incorrect Logo Application



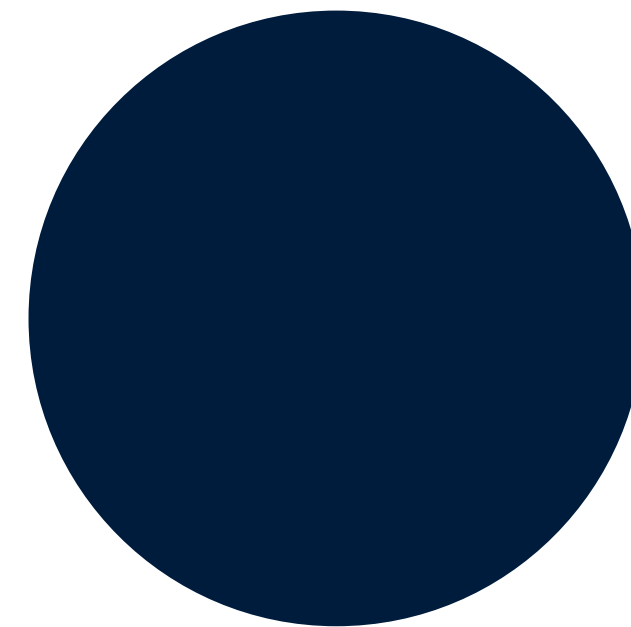
Colors

The Ashlex color palette is carefully crafted to reflect the brand's professionalism, innovation, and trustworthiness. It features two primary colors: Sky Blue and Navy Blue, each chosen for their ability to convey clarity, stability, and forward-thinking energy.

Together, these colors form a harmonious balance that enhances Ashlex's visual identity and ensures consistency across all communications and platforms.



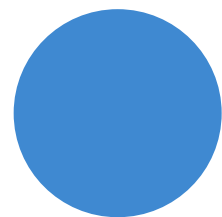
Sky Blue



Navy Blue

Colors

Sky Blue: A fresh, vibrant hue that represents innovation, creativity, and optimism. It evokes a sense of openness and forward momentum, making it ideal for conveying the brand's dynamic approach.



Brand Color

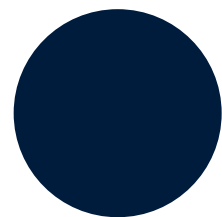
HEX | #4089D2



SKY BLUE

Colors

Navy Blue: A deep, rich shade symbolizing trust, reliability, and professionalism. It grounds the brand in a sense of authority and stability, while maintaining elegance and sophistication.



Brand Color

HEX | #001C3E

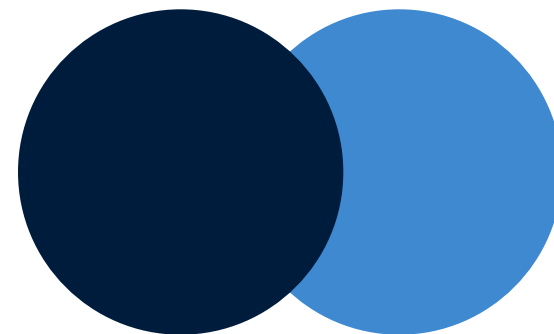


NAVY BLUE

Colors

Ashlex's color palette is designed to create a cohesive, professional, and dynamic visual identity. The primary colors, Sky Blue and Navy Blue, represent innovation, trust, and stability, forming the foundation of the brand. Complementing these, the secondary colors—Light Gray and Dark Gray—provide balance and sophistication, enhancing the overall design without overwhelming the core palette. Finally, the additional colors, Soft White and Accent Yellow, offer flexibility and vibrancy, allowing for eye-catching details and highlights that add energy to specific elements, ensuring the brand remains fresh and engaging across various platforms.

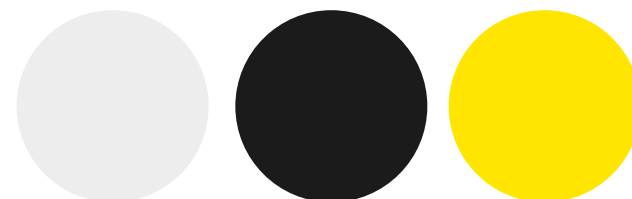
Primary



Secondary



Additional



Typography

Aa

Aeonik

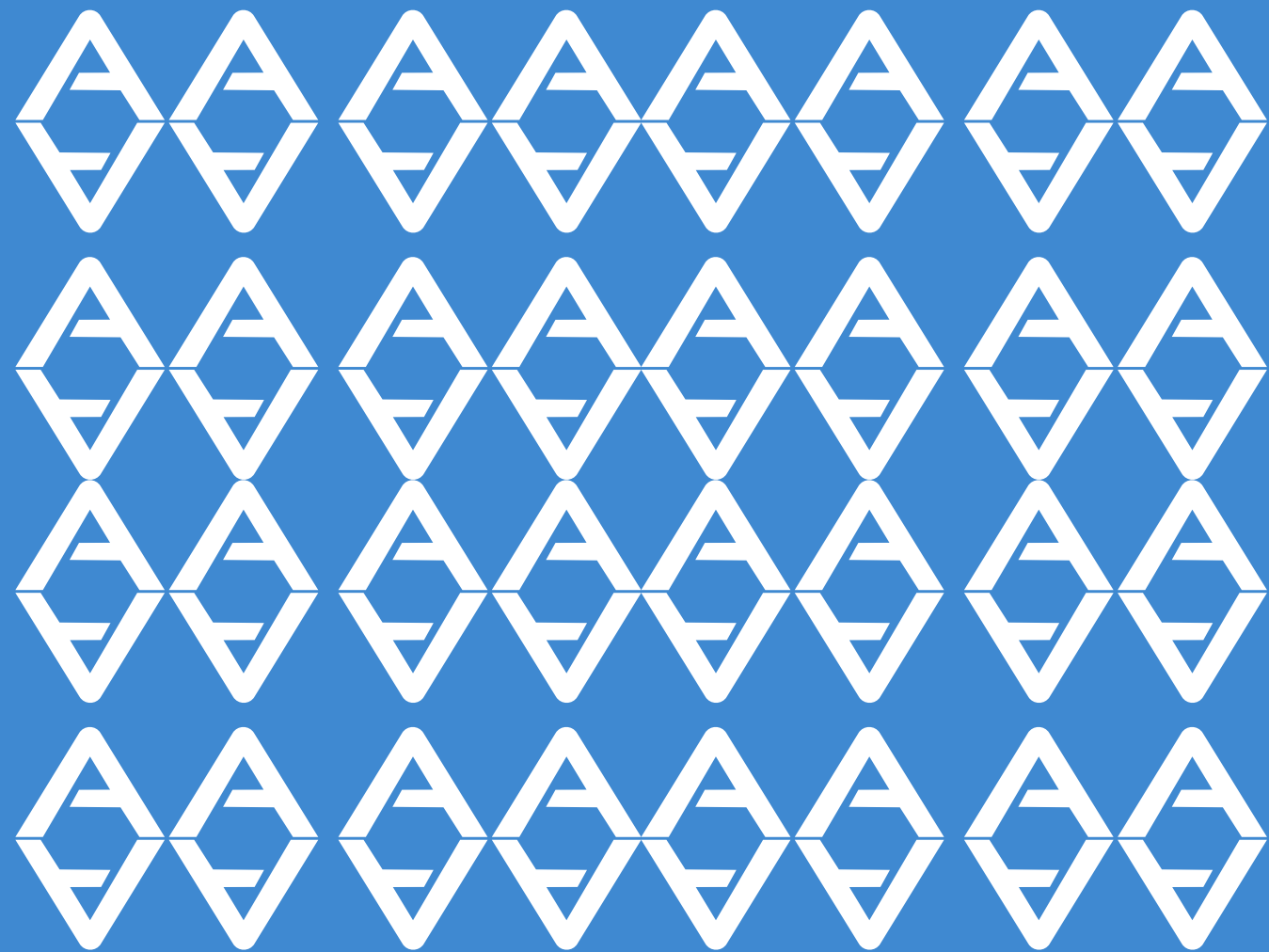
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Aa

Aeonik

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Pattern





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Problem

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Intro

Ashlex empowers businesses with innovative management and tech solutions. We optimize operations, drive growth, and deliver tailored strategies to overcome challenges and unlock your organization's full potential!

<https://www.linkedin.com/company/ashlex/>



ASHLEX, LLC

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We're thrilled to introduce our newly designed website, www.ashlex.com! Discover our cutting-edge consulting and management services, crafted to foster growth and innovation for businesses worldwide.

Explore our user-friendly platform featuring service overviews, client success stories, and industry insights. Join us on our journey to empower businesses with tailored solutions and seamless experiences.

Check it out to discover how we can help your business thrive! See



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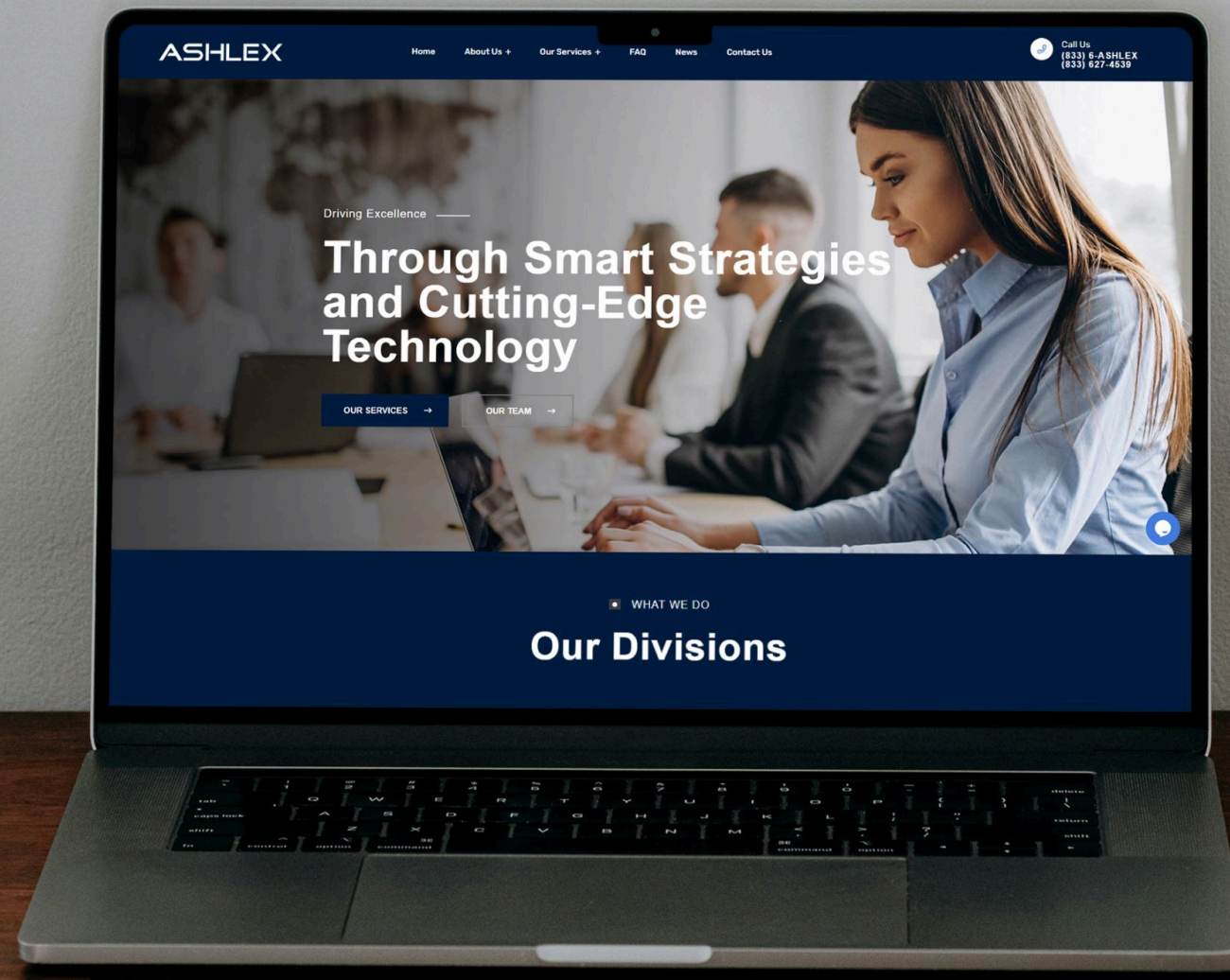


Facebook



Ashlex

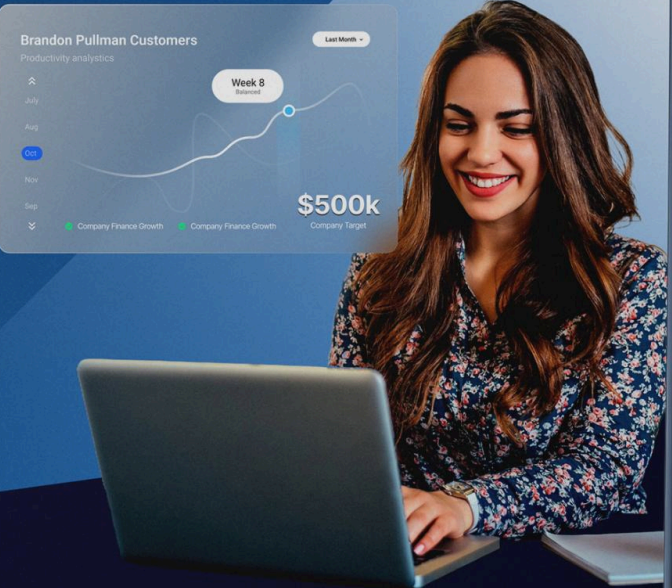




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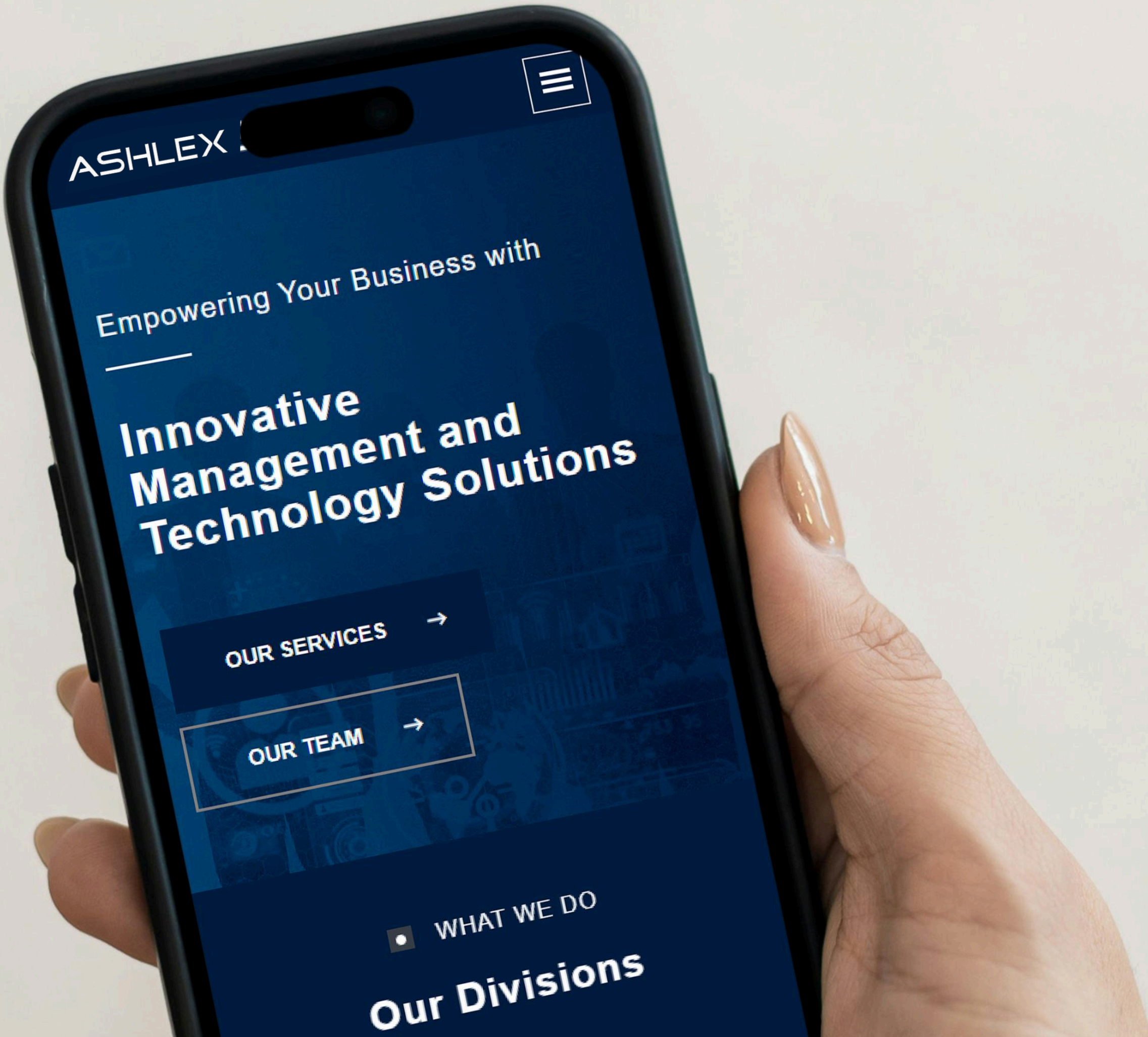
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\$500k
Company Finance Growth
Company Target





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Get in Touch



We're here to help! Reach out to us via phone or email.

Our team is ready to assist you with any inquiries. Contact us today

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