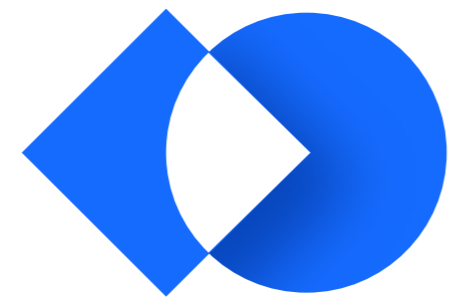LeanIX

Brand Guidelines

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

Lockup

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

LeanIX Logo
Alternates

Primary

Primary Flat
Duotoned and White

Monochrome
Black and White

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

Vertical Lockup

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

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.

✋ 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
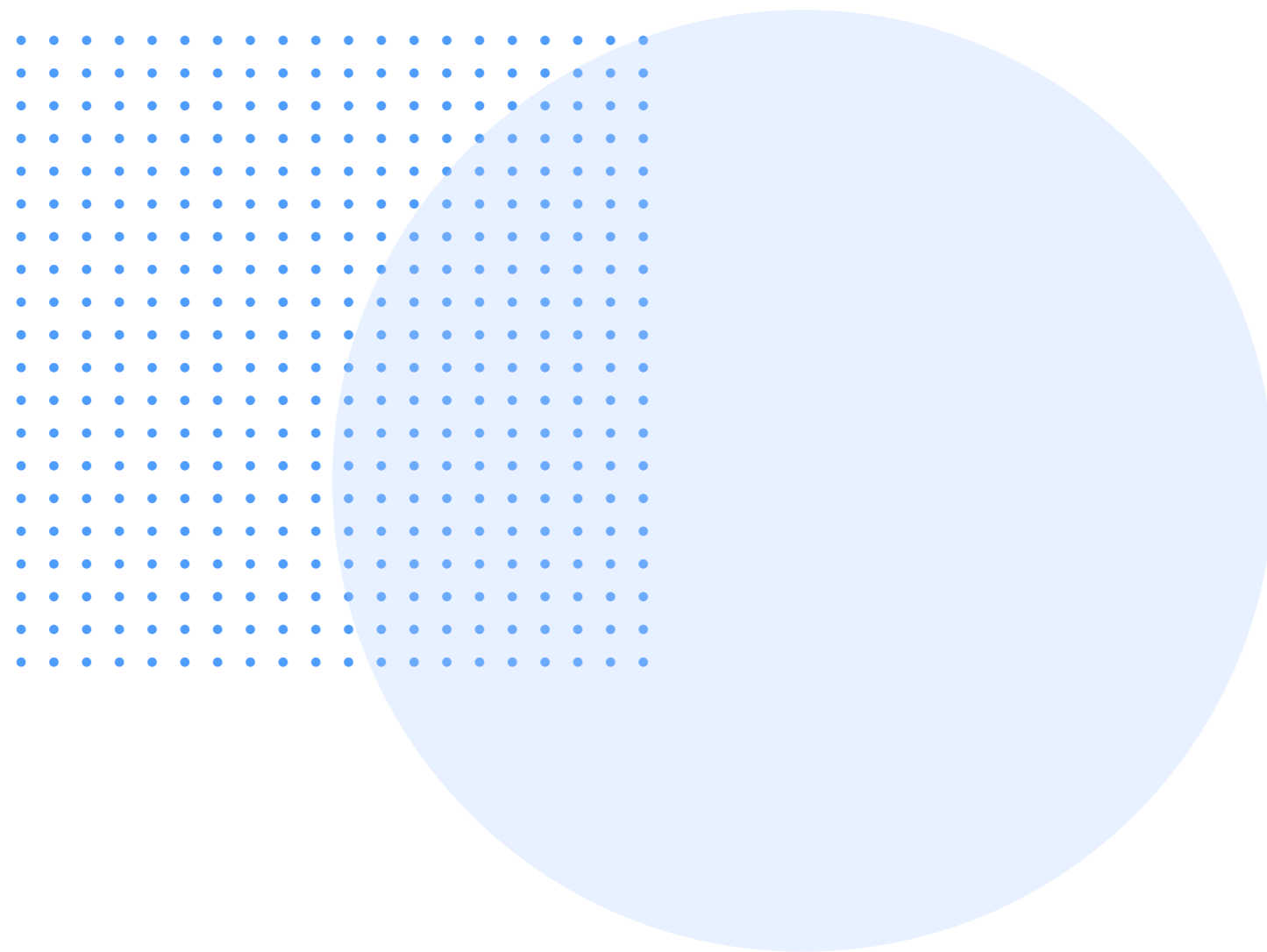to each other
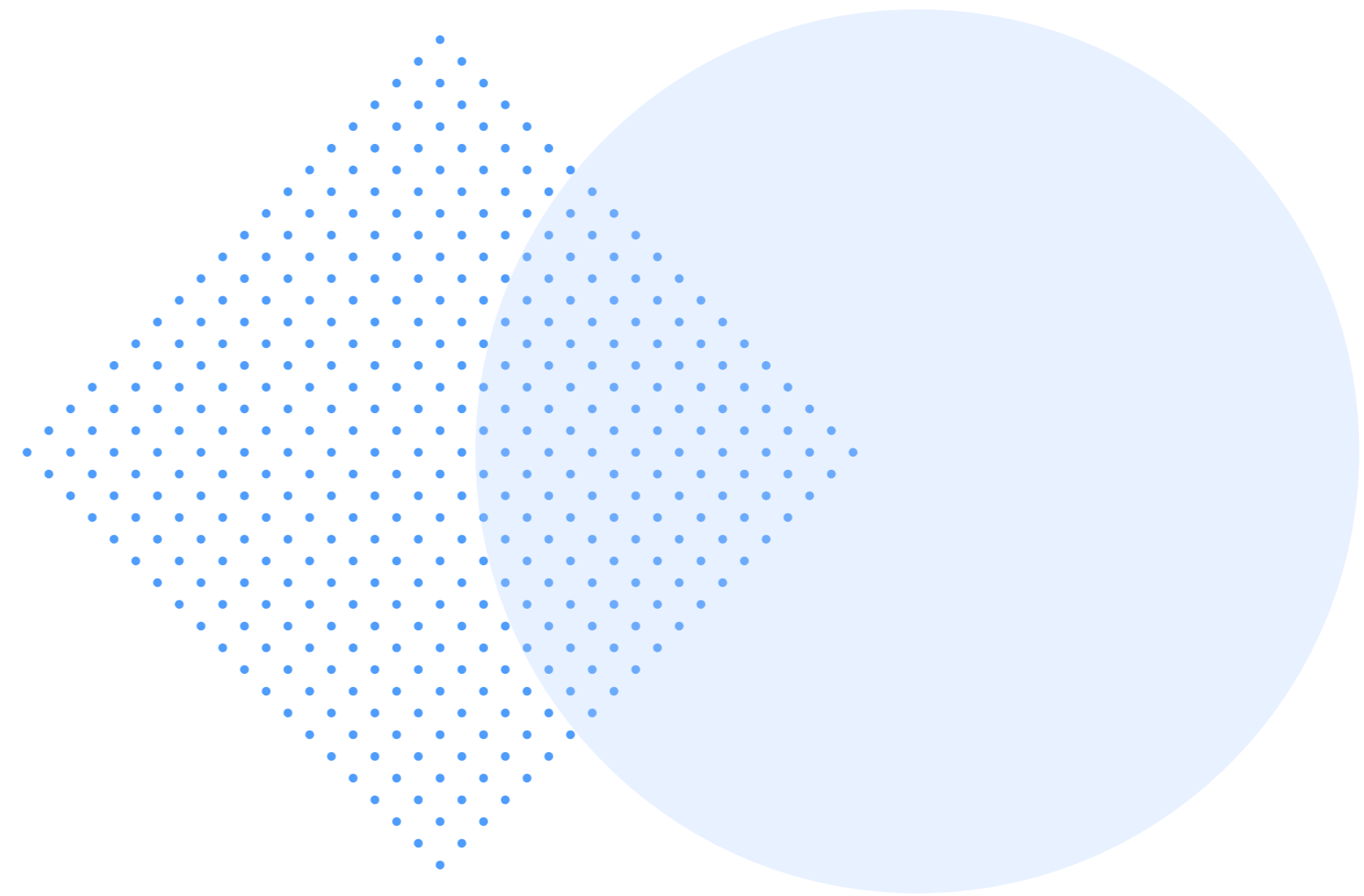
Do not use outlines

Do not crop the logo

Do not change the transparency
of the logo

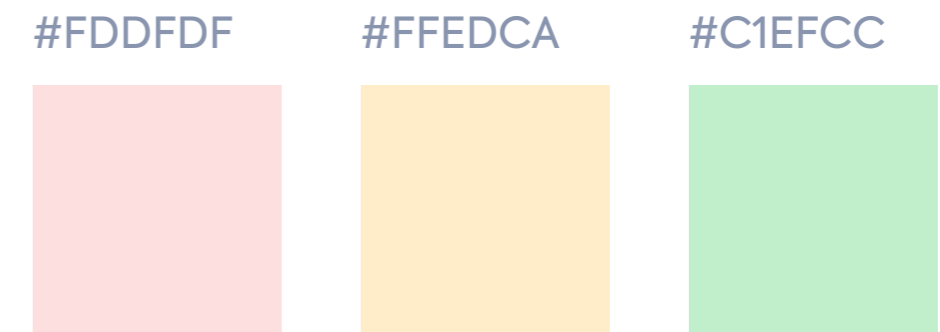✓ Geometric shapes and patterns support the brand asthetics.

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

LeanIX Color Palette

● Brand Color #166BFF   ● #222F4B

#222F4B   #033AAA   #0044EE   #166BFF   #509FFF   #EFF6FF

#F96464   #FFB62A   #33CC58

#FDDFDF   #FFEDCA   #C1EFCC

#0044EE   #509FFF

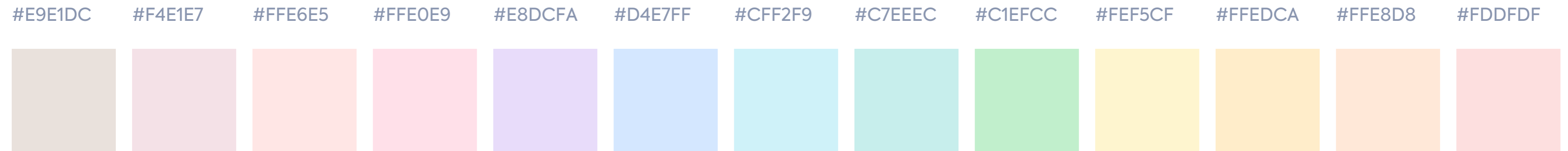#4D5C7D   #8995AF   #AAB8CD   #C1CDDF   #DAE2EE   #F4F6FA

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.

Secondary Colors

| #916B50 | #AB657A | #FC9785 | #FE6690 | #9755CD | #2889FF | #18AECE | #00A399 | #33CC58 | #FAD71E | #FFB62A | #FF914D | #F96464 |

| #E9E1DC | #F4E1E7 | #FFE6E5 | #FFE0E9 | #E8DCFA | #D4E7FF | #CFF2F9 | #C7EEEC | #C1EFCC | #FEF5CF | #FFEDCA | #FFE8D8 | #FDDFDF |

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 equire 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***