



601 PAX

BRAND GUIDES

LOGOTYPE



601 PAX



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SECONDARY LOGOTYPE

PAX



PAX



PAX



PAX



PAX



PAX



BRAND COLORS



RGB: 233, 153, 40 | HEX: #E99928
CMYK: 7, 45, 9, 0



RGB: 34, 16, 39 | HEX: #221027
CMYK: 77, 85, 51, 70



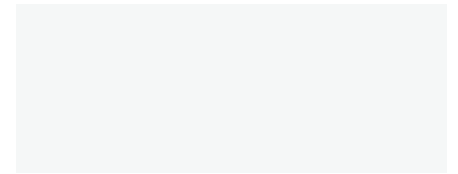
RGB: 139, 42, 63 | HEX: #8B2A3F
CMYK: 32, 93, 64, 27



RGB: 60, 29, 67 | HEX: #3C1D43
CMYK: 77, 93, 42, 45



RGB: 74, 61, 77 | HEX: #4A3D4D
CMYK: 68, 72, 48, 39



RGB: 244, 244, 244 | HEX: #F4F4F4
CMYK: 8, 1, 0, 0

TYPOGRAPHY

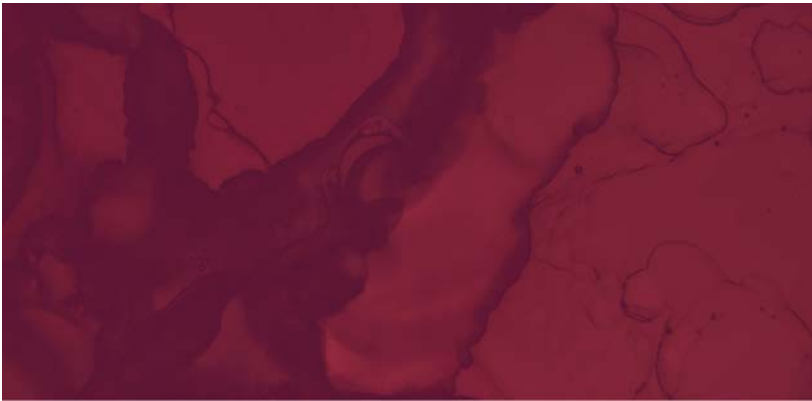
Neue Kabel: Bold

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

Neue Kabel: Book

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

BRAND PATTERNS



601 Pax_Pattern



601 Pax_Gold

LIFESTYLE PHOTOGRAPHY



TAGLINES

Brand Voice + Tone: Artistic, Upscale,
Inspiring, Connected, Convenient

Find Your Place at 601 PAX

Find Your Peace at 601 PAX

Peaceful Living at 601 PAX

Live 601 PAX