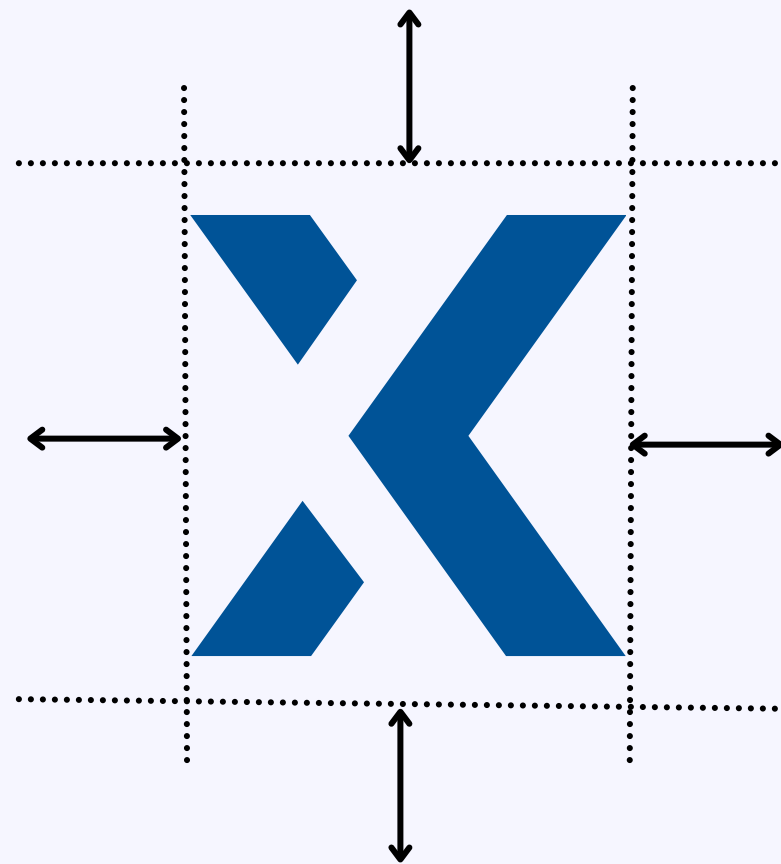


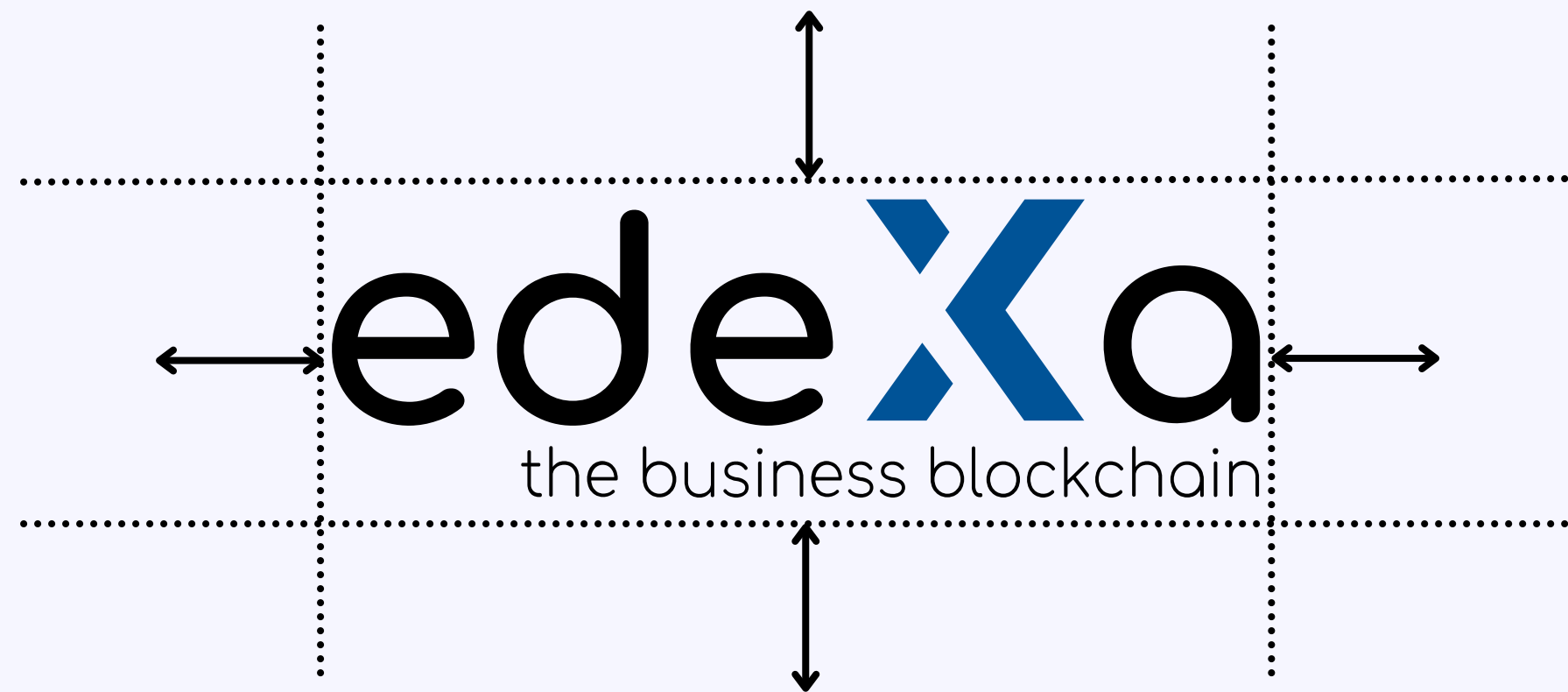
IDENTITY GUIDELINES



Logo & Symbol Construction Grid



Square edeXa "X" Symbol



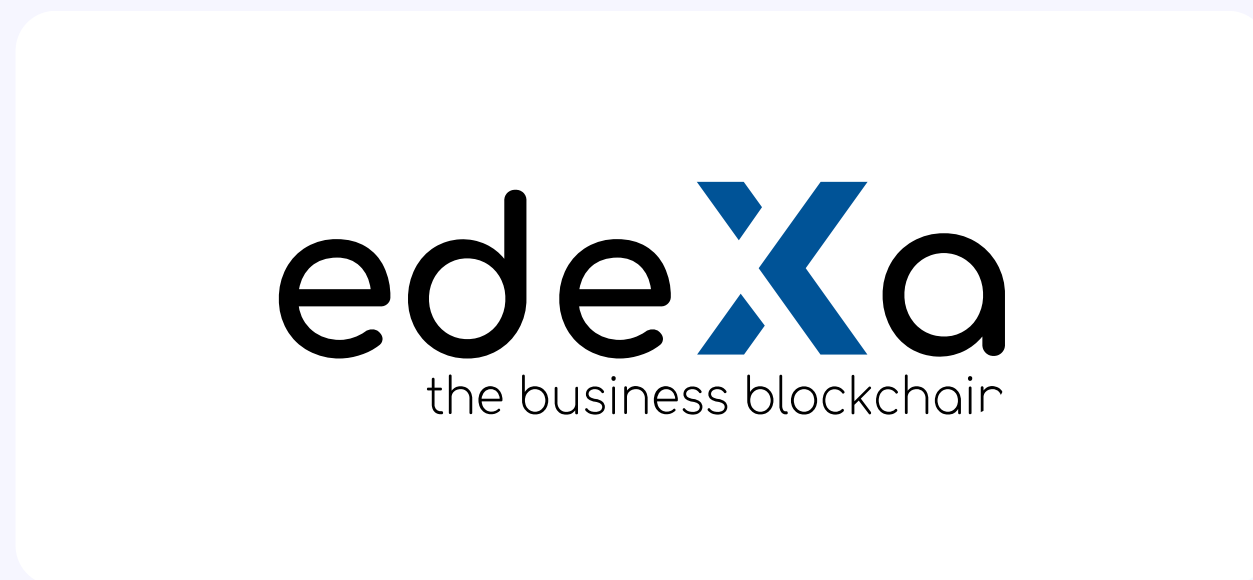
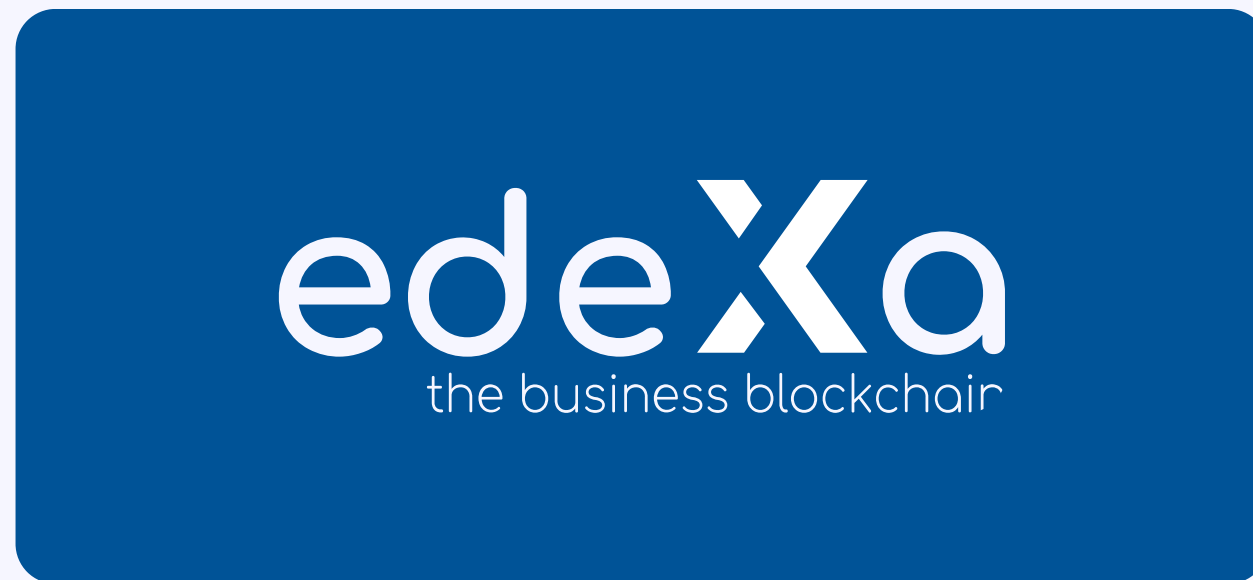
Banner edeXa logo

Symbol Design

To maximize visibility in limited space or for better visuality the symbol can be used independently from the wordmark.



Logo Design



Primary Typography

Heading

Comfortaa Bold

Subheading

Comfortaa Regular

Body

Comfortaa Light

Secondary Typography

These are the fonts that we use across all brand applications.

Heading

Roboto Bold

Subheading

Roboto Regular

Body

Roboto Regular

Primary Color Palette

