



Neka
creative



BRAND IDENTITY GUIDELINES

LOGO ICONS

Different icons are created for the different subdivision of TRAX. All icons are housed inside the "A" of the "TRAX" logo. The size relationship of the icon and logo are carefully designed and should not be changed (shown at right). Icons can be separated to use as a background graphic or image. Do not recreate or alter the icons.



RADIO

GAMES

VIDEO

SPOKEN

MULTI-MEDIA

TRAX BRAND IDENTITY GUIDELINES

05

1-COLOR

SOLID BLACK

REVERSE WHITE



GAMES

VIDEO

SPOKEN

MULTI-MEDIA

TRAX BRAND IDENTITY GUIDELINES

07