

make
your
mark

2021



TRAXIAL: Axial Flux – Be Confident

Reference case



The Challenge

Create a brand new identity & website for **TRAXIAL**

—

An ambitious company that aims to be a driving force in the electrification of mobility by accelerating the innovation of powertrains.



Living Stone

Brand Development

The **Logo** is designed to reflect hyper modernity while being confidently recognizable. It evokes speed, power and dynamics with the combination of rounded and square corners.

The **Strapline** works for TRAXIAL in two ways: it asserts their position as the leader in axial flux technology, and it's an incitement to their stakeholders, inviting them to explore the advantages of this technology, with full confidence in the company and their offering.

→ [see a video animation of the logo](#)

Wordmark



Logotype



Strapline



#FF4600

#01BA21

#172C43

#F2F2F2

#3C4855

#858C94

Brand Development

The **Colours**. The primary color is orange. Dynamic and bright, the color orange embodies energy and action. It's also a part of their company tradition, since it has long been the primary color for parent company Magnax.

The secondary colors are deep blue, matte blue and light grey. The matte blue color is preferably used for print, while the deep blue is the go-to for digital output. The accent colours are two shadings (80% and 50%) from the deep blue. When used in combination, the role of the secondary colors are to widen the available color palette, and to make the orange color pop, for maximum visual impact.



Living Stone

TRAXIAL

AXIAL FLUX - BE CONFIDENT

TRAXIAL

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TRAXIAL

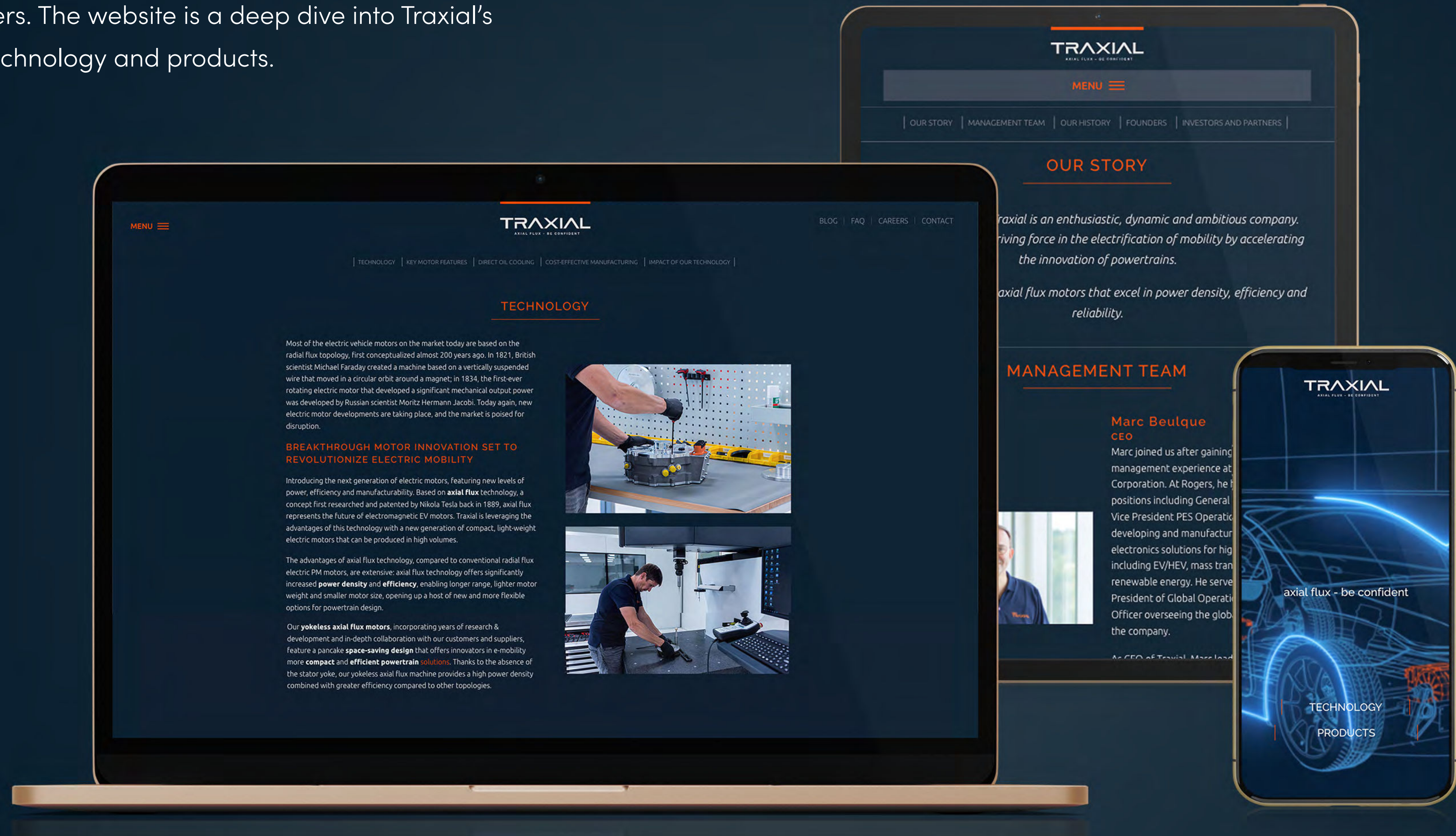
AXIAL FLUX - BE CONFIDENT

TRAXIAL

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The Website

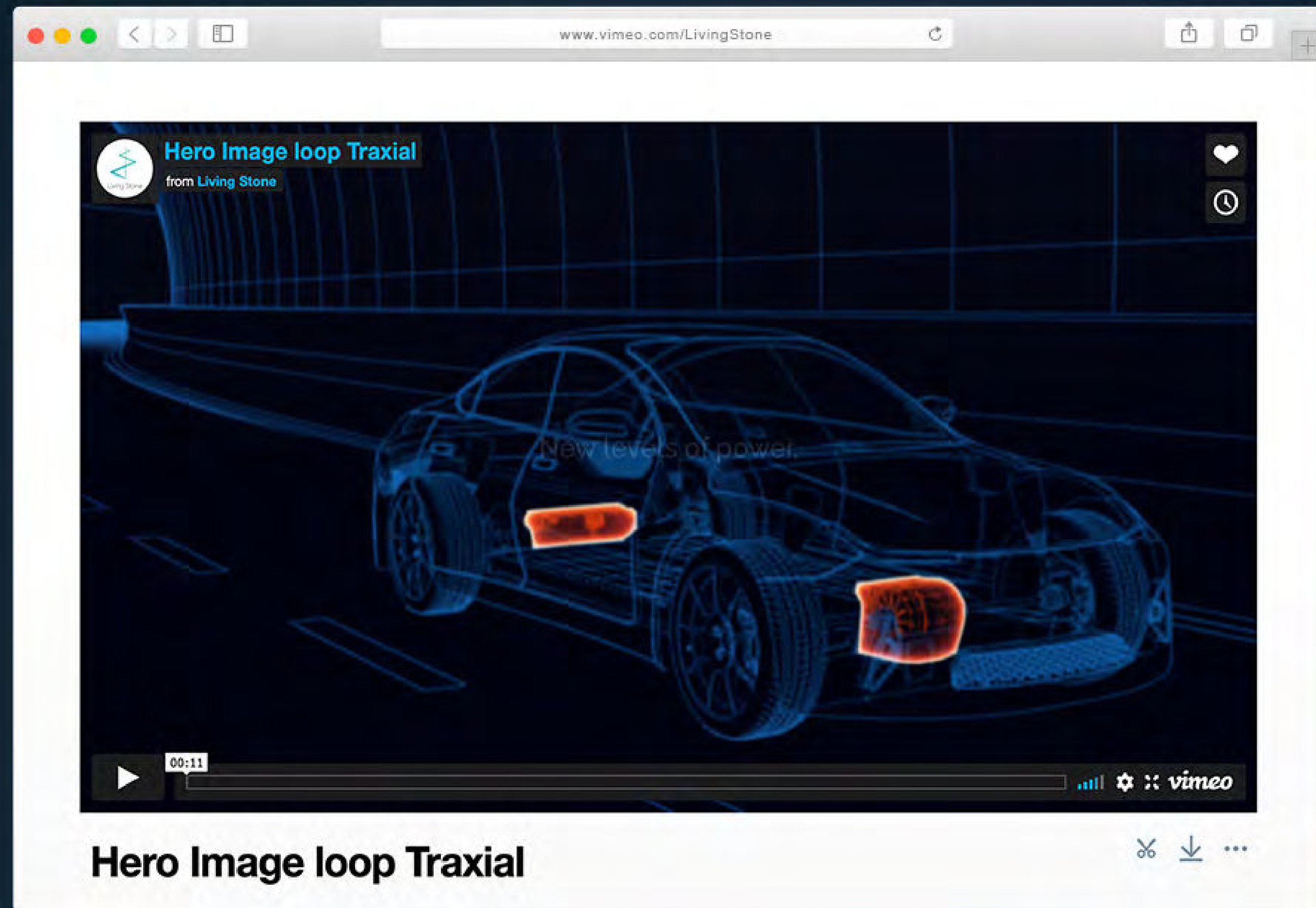
A fully responsive website catered to digital native engineers. The website is a deep dive into Traxial's story, technology and products.



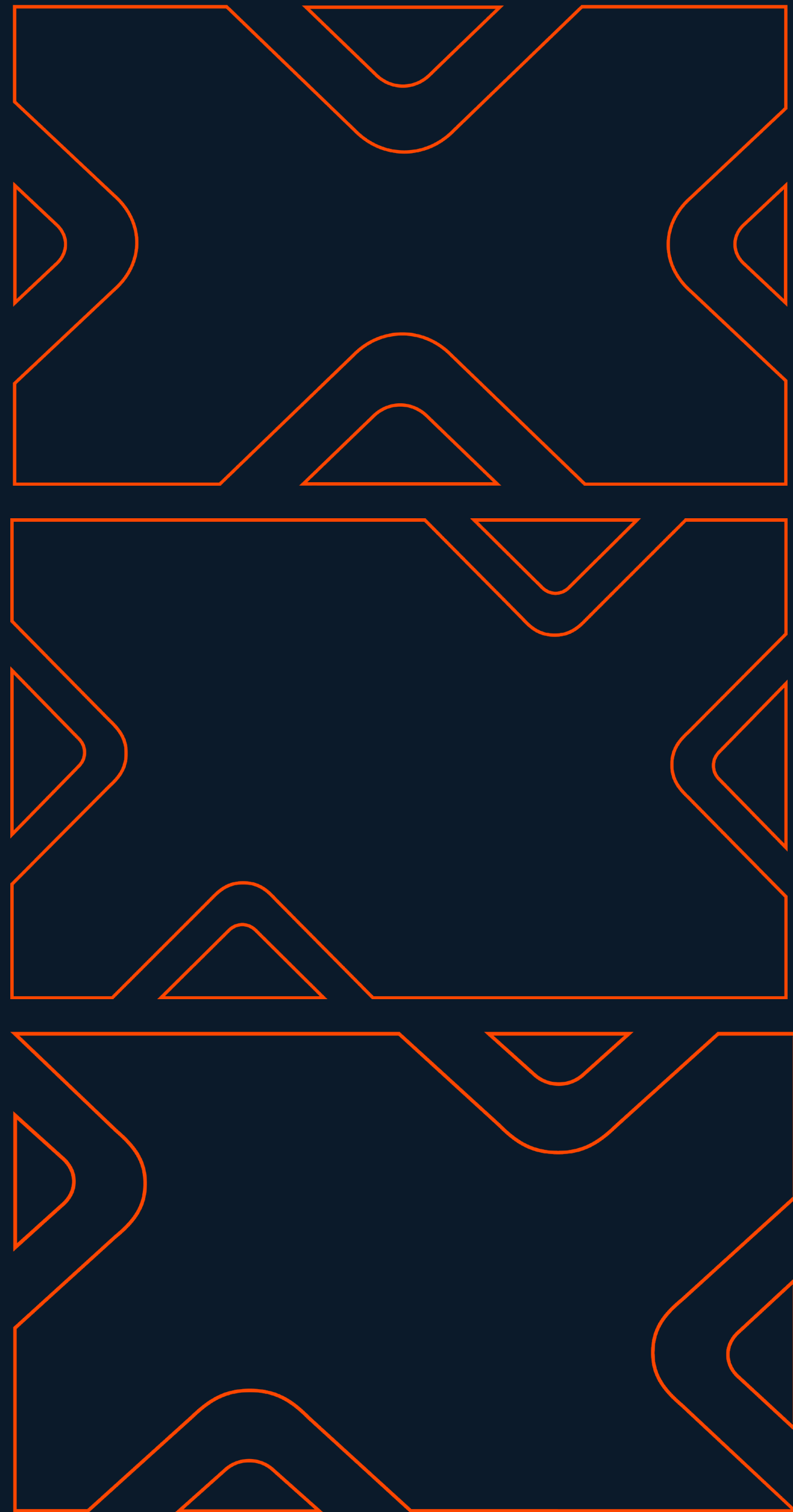
Living Stone

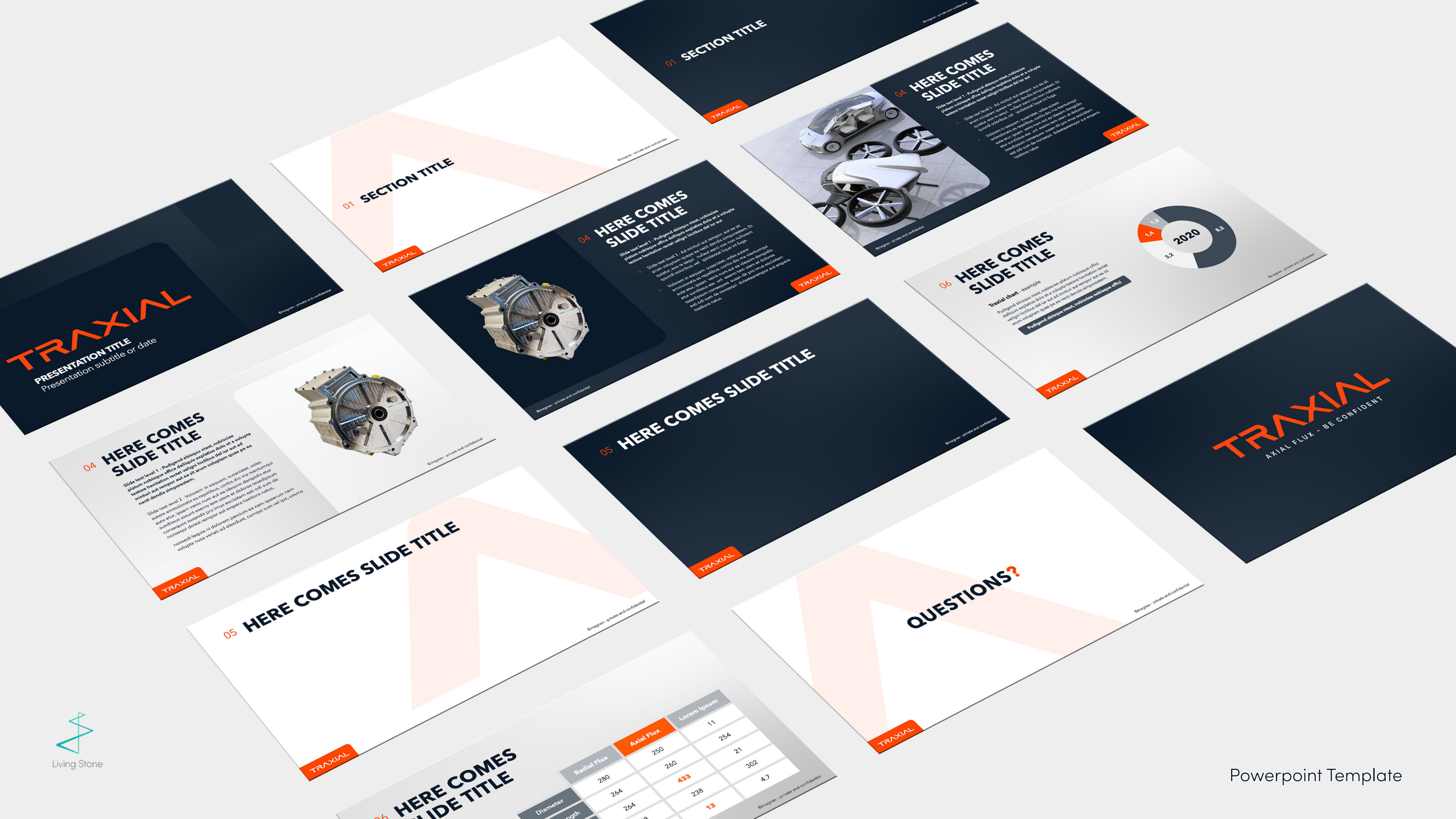


[SEE IT LIVE](#)



Click and see the hero image we made for the website.





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Powerpoint Template



Letterhead Template

TRAXIAL
AXIAL FLUX - BE CONFIDENT

STRICTLY
CONFIDENTIAL

Date:

July 1, 2021

To:

Jan Janssen
ABC
Street 333
9876 City

Subject:

Lorem ipsum

From:

Jane Pieters
jane@xyz.com
+32 444 55 66

Dear Mr. Janssen

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec leo ante. In hac habitasse platea dictumst. Proin luctus consectetur urna a posuere. Vivamus est mi, luctus at pretium vel, pharetra nec lorem. Proin vestibulum scelerisque orci at placerat. Phasellus consectetur tortor nisl. Vivamus vestibulum purus et tortor mollis feugiat. Nam urna diam, aliquet a egestas consequat, rutrum id justo.

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- Donec urna est, semper ut dignissim aliquam, elementum vitae mauris.
- Maecenas nec quam sed elit ultrices volutpat.

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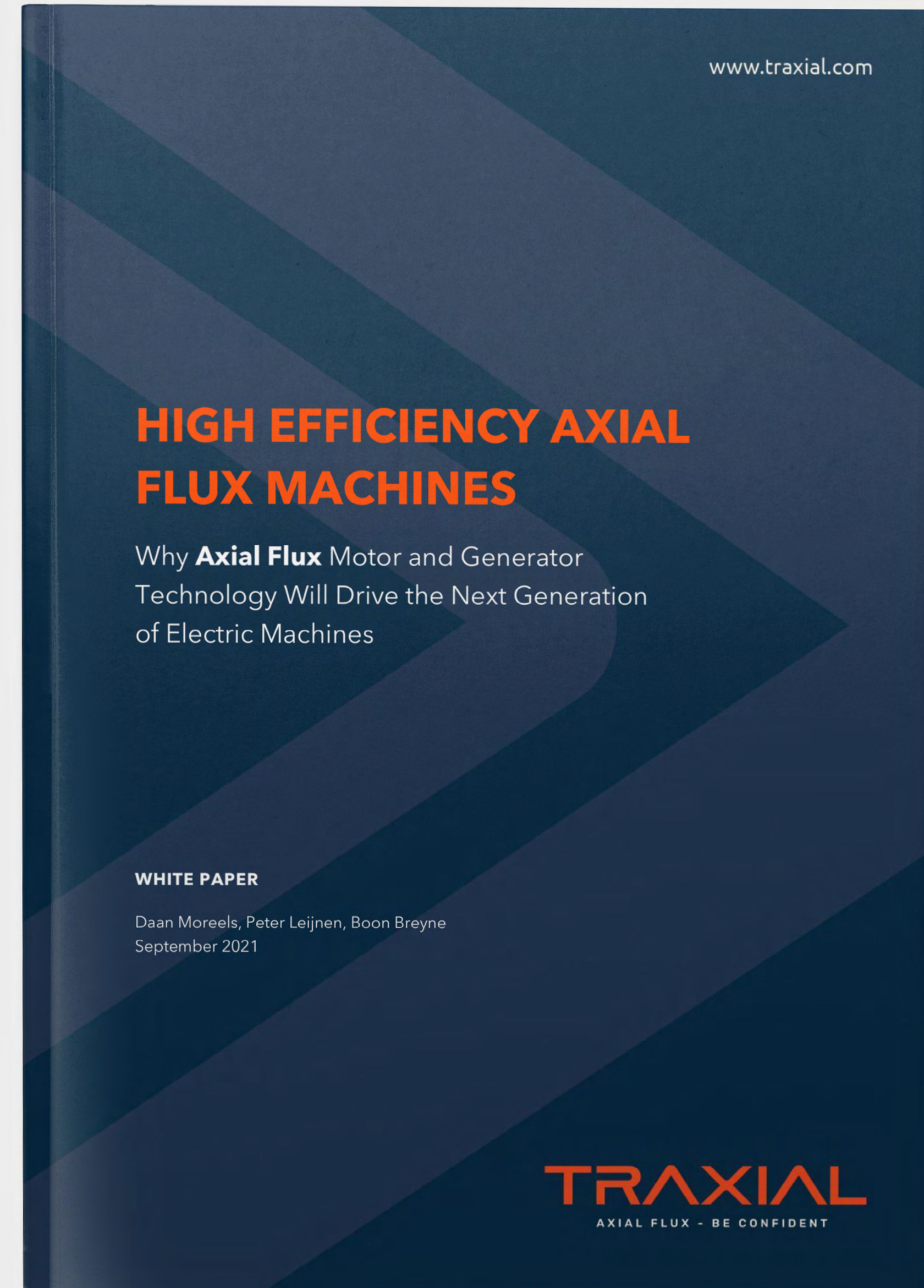
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Sincerely

Jane Pieters
Sales Manager

Magnax BV
Evolis 100
8500 Kortrijk
Belgium
T +32 499 22 52 25
info@traxial.com
www.traxial.com

Hi, we're Traxial!



www.traxial.com

HIGH EFFICIENCY AXIAL FLUX MACHINES

Why **Axial Flux** Motor and Generator
Technology Will Drive the Next Generation
of Electric Machines

WHITE PAPER

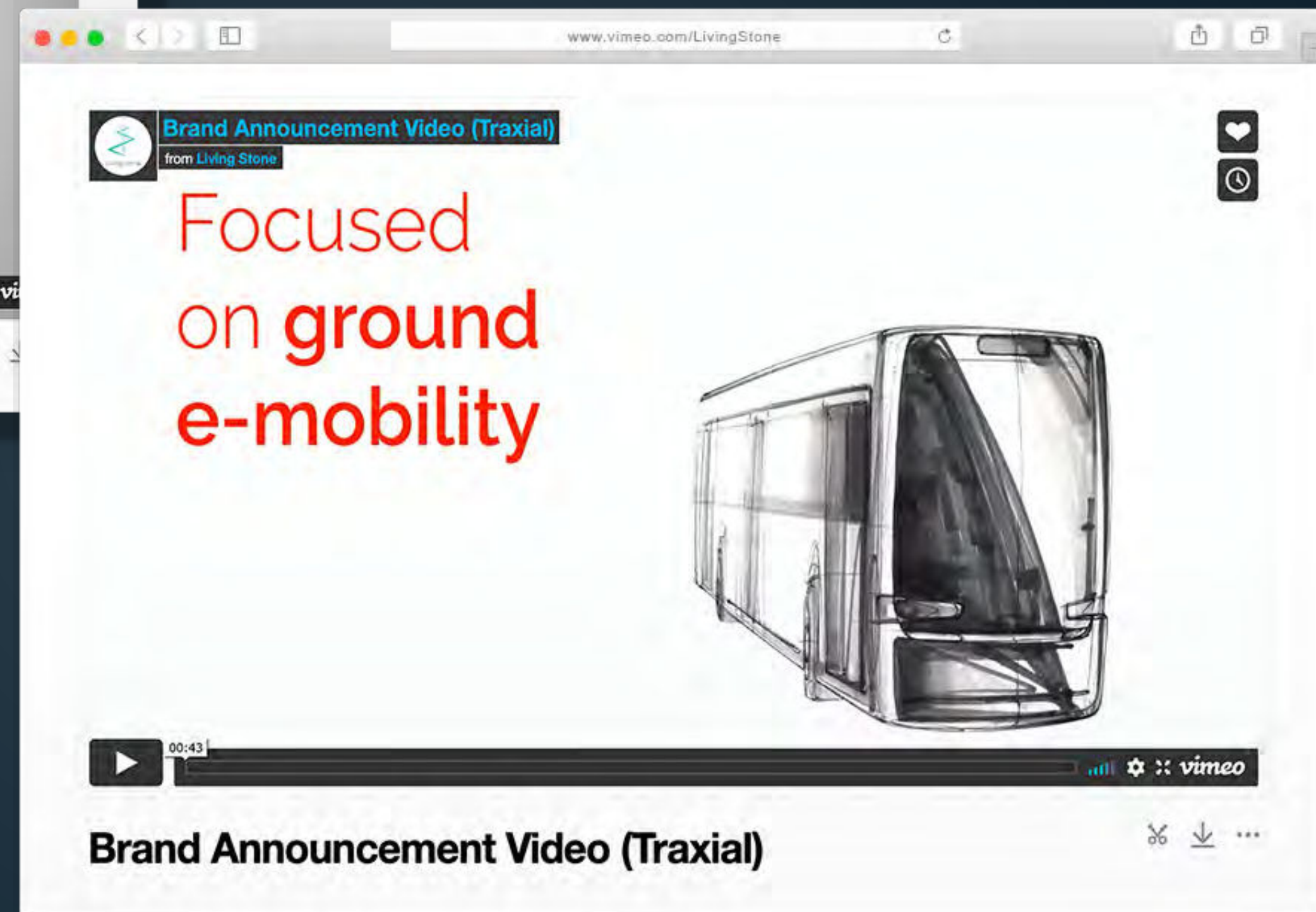
Daan Moreels, Peter Leijnen, Boon Breyne
September 2021

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Whitepaper Template

Social Media

We created a launch campaign to promote the release of TRAXIAL. Below you can click and view the two fast paced, dynamic animations.



Living Stone

About Living Stone

To B2B organizations with a strong knowledge component or technological component in their products or services, who want to have a significant share of voice in their markets, Living Stone is a partner that will enable them and their brands to adapt successfully to changing market dynamics and achieve above-market growth through differentiation strategies that keep the end-user in mind.

At Living Stone, we specialize in helping B2B marketers to make their mark. To share their company's story, to present information in a way that makes a difference – to plant a flag that proclaims excellence and value. We are experts in conventional as well as digital marketing. Our tools are easy to implement and build on the existing corporate tradition, sales customs and market ambitions of our customers. We've been helping B2B marketers make an impact for more than 25 years.

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