

# Two Jax

IDENTITY SYSTEM – V2.0 – JUNE 2026

# BRAND GUIDE

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Colors, type, and rules of engagement for everyone who builds with the Two Jax brand.

# THE LOGO

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PRIMARY — ON LIGHT

The logo consists of the word "Two" in a bold, black, sans-serif font, followed by the word "Jax" in a bold, orange, sans-serif font. The letters are closely spaced and centered within a white rounded rectangle.

**Two Jax**

REVERSED — ON DARK

The logo is rendered in white on a dark grey background. It consists of the word "Two" in a bold, white, sans-serif font, followed by the word "Jax" in a bold, white, sans-serif font. The letters are closely spaced and centered within a dark grey rounded rectangle.

**Two Jax**

**Set in Kallisto Bold — and Kallisto lives here only.**

The wordmark is the one place Kallisto appears. Never use Kallisto for headlines, body copy, labels, or anything else; web and print typography belongs to Space Grotesk, Chakra Petch, and Titillium Web (see Typography). Keep clearspace around the logo equal to the height of the "T". Don't recolor, outline, stretch, add effects, or set the orange "Jax" in any other color. On photos, place the reversed logo only over calm, dark areas.

# PALETTE

Six brand colors — used at three volumes. "Loud" is the brand at full brightness: reserve it for accents. "Soft" carries buttons and larger fills. "Deep" is for washes, borders, and backgrounds. When in doubt, turn it down.

<p><b>Jax Black</b></p> <p>HEX #262626 RGB 38 / 38 / 38 CMYK 71 / 65 / 64 / 69</p>	<p><b>Providence Snow</b></p> <p>HEX #F8F8F2 RGB 248 / 248 / 242 CMYK 0 / 0 / 2 / 2</p>	<p><b>Florida Orange</b></p> <p>HEX #FF8400 RGB 255 / 132 / 0 CMYK 0 / 59 / 100 / 0</p>	<p><b>Key Lime</b></p> <p>HEX #BCD631 RGB 188 / 214 / 49 CMYK 31 / 0 / 100 / 0</p>	<p><b>Georgia Plum</b></p> <p>HEX #764AB1 RGB 118 / 74 / 177 CMYK 65 / 81 / 0 / 0</p>	<p><b>Atlantic Blue</b></p> <p>HEX #2C9CDB RGB 44 / 156 / 219 CMYK 80 / 29 / 0 / 14</p>
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## TONED-DOWN ALTERNATES — DIGITAL

### Orange

<p>LOUD</p> <p>#FF8400</p>	<p>SOFT</p> <p>#CD7D29</p>	<p>DEEP</p> <p>#7A4A12</p>
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### Lime

<p>LOUD</p> <p>#BCD631</p>	<p>SOFT</p> <p>#9DB13C</p>	<p>DEEP</p> <p>#4F5A1E</p>
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### Plum

<p>LOUD</p> <p>#764AB1</p>	<p>SOFT</p> <p>#8D6CBA</p>	<p>DEEP</p> <p>#2E2447</p>
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### Atlantic

<p>LOUD</p> <p>#2C9CDB</p>	<p>SOFT</p> <p>#4F86A6</p>	<p>DEEP</p> <p>#1D3A4E</p>
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Rules of thumb: Loud orange is links, rules, and hovers — never a wall. Lime is strictly for status and "live" signals. Plum is atmosphere: deep-plum section backgrounds and glows. Atlantic Blue is the connectivity accent, reserved for the networking bucket. Surfaces on dark layouts are Jax Black and its derivatives (#1A1A1A page, #121212 wells, #211C2A plum-cast sections); text is Providence Snow.

# TYPE SYSTEM

DISPLAY — SPACE GROTESK BOLD

# WE GET YOU LIVE.

LABELS & TELEMETRY — CHAKRA PETCH MEDIUM

CASE FILE — BLACK HAT 2025 · LAS VEGAS, NV

BODY — TITILLIUM WEB

As a group of industry veterans, we know how important executing a successful event is to you and your clients. We'll get you from the show floor to your audience — wired, wireless, on screen, and on air.

## **Kallisto is not a text face.**

It exists in the logo and nowhere else. On the web all three families are self-hosted; for documents and print, the same fonts are free via Google Fonts (Space Grotesk, Chakra Petch, Titillium Web).

## HIERARCHY

### Headlines

Space Grotesk Bold, uppercase, tight leading

### Subheads

Space Grotesk Medium

### Eyebrows/tags

Chakra Petch, all caps, +18% tracking

### Body

Titillium Web Regular

### Emphasis

Titillium Web SemiBold

# RETRO SCI-FI, AT A WHISPER

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The brand has a quiet space-age streak: telemetry labels, hairline grids, a soft glow on the accents. The rule is restraint — the flavor should be noticed on the second visit, not the first.

## Do

- Hairline grids at ≤6% opacity on dark sections
- Chakra Petch eyebrow labels ("CASE FILE — ...")
- Thin orange scan-rules under headings
- Soft orange glow on hovers and focus states
- Plum-cast backgrounds for "future" content
- A pulsing lime dot for live/active status

## Don't

- Glitch effects, RGB-split, or distortion of any kind
- CRT scanline overlays
- Starfields, planets, lasers, chrome text
- Neon-everything — one glowing accent per view
- Sci-fi clichés in copy ("blast off", "warp speed")

Photography: real show floors, real crew, real pixels — never stock. Shoot wide for covers, detail for galleries. Keep edits honest (straighten, expose, done) and let booth lighting provide the color.

# HOW WE SOUND

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Confident, plainspoken, and a little dry. We're the crew that's seen every load-in go sideways and fixed it before doors — write like that. Short sentences. Concrete nouns. Jargon only when it's the real word for the thing.

**SAY** "We'll run what it takes to get you live."

**NOT** "We leverage best-in-class connectivity solutions."

**SAY** "Built, hung, and tuned before doors."

**NOT** "End-to-end turnkey event experiences."

**Two Jax**

QUESTIONS ABOUT THE BRAND

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