42GEARS

BRANDING GUIDELINES

www.42gears.com

42Gears' Logos and Trademarks Guidelines

42Gears' logos and trademarks are unique and 42Gears Mobility Systems holds the sole ownership of these. These logos and trademarks should not be used by third parties without permission, notice or prior approval from 42Gears. 42Gears' logos and trademarks must always be used in accordance with the specifications listed in this document. Any use that falls outside of these specifications is strictly prohibited.

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42Gears' Logo Versions

42Gears' complete logo

42Gears' logo
without boundary

42Gears' logo with
square boundary

42Gears' logo with
solid fitted square

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42Gears' Products Logos

SureMDM Trademark

SureLock Trademark

SureFox Trademark

SureVideo Trademark

AstroContacts Trademark

AstroFarm Trademark

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Images and Logo Usage

42Gears' logo uses **Neuropolitical Regular** font style and is identified with a logo that has two gears inside a cloud that represents acceleration with technology.

Any illustrations, typography, or stock images used to signify enterprise mobility management alongside 42Gears' logo should be presented in a way that refers to our products in a respectful and accurate way.

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42Gears' Logo Colour Specifications

Hex Color Code #006cb3
RGB 0 108 179
CMYK 1 0.39 0 0.29
Pantone 285 C

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42Gears' Products Logos and Color Specifications

SureMDM	Pantone 2915C	Screen R63 G199 B243 Web HTML #3fc7f3
SureMDM	Pantone 279C	Screen R33 G157 B234 Web HTML #219dea
SureLock™	Pantone 382U	Screen R164 G203 B58 Web HTML #99cc33
ASTRO CONTACTS	Pantone 289C	Screen R0 G40 B59 Web HTML #00283b
Surefox	Pantone 382U	Screen R164 G203 B58 Web HTML #99cc33
SureVIDEO™	Pantone 484C	Screen R161 G6 B6 Web HTML #990000
SureVIDEO™	Pantone 484C	Screen R161 G6 B6 Web HTML #990000
ASTROFARM	Pantone 2151 C	Screen R0 G40 B59 Web HTML #00283B

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42Gears' Color Palette

While blue is the dominant color, we have multiple colors in our color palette to make it more vibrant.

Hex Color Code #333333
RGB 51 51 51
CMYK 0 0 0 0.8
Pantone Neutral Black C

80% 60% 40% 20%

Hex Color Code #2377b7
RGB 51 51 51
CMYK 0.8 0.34 0 0.28
Pantone 7689 C

80% 60% 40% 20%

Hex Color Code #006cb3
RGB 0 108 179
CMYK 1 0.39 0 0.29
Pantone 285 C

80% 60% 40% 20%

Hex Color Code #85c443
RGB 133 196 67
CMYK 0.32 0 0.65 0.23
Pantone 360 C

80% 60% 40% 20%

Hex Color Code #ed6625
RGB 237 102 37
CMYK 0 0.56 0.84 0.07
Pantone 158 C

80% 60% 40% 20%

Sufficient contrast between the background and the 42Gears logo is required. If you are using the white version of our logo, it should be used on a blue background. If you are using our blue logo, it should be used on a white background.

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Do’s and Dont’s

Do’s

The company name should always be written as '42Gears' (with capital G and no space between 2 and G).

Don’ts

- Do not create a grayscale logo/symbol to represent our brand.

- Do not alter, add, or combine other text to the word “42Gears” in the logo.

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For any questions, reach out to us - **info@42gears.com**

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