



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.

42Gears' Logo Versions



42Gears' complete logo



42Gears' logo
without boundary



42Gears' logo with
square boundary



42Gears' logo with
solid fitted square

42Gears' Products Logos



SureMDM Trademark



SureLock Trademark



SureFox Trademark



SureVideo Trademark



AstroContacts Trademark



AstroFarm Trademark

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.

42Gears' Logo Colour Specifications



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

42Gears' Products Logos and Color Specifications

 **SureMDM®** Pantone 2915C

Screen R63 G199 B243
Web HTML #3fc7f3

 **Surefox™**

Pantone 382U

Screen R164 G203 B58
Web HTML #99cc33

 **SureMDM®** Pantone 279C

Screen R33 G157 B234
Web HTML #219dea

 **SureVIDEO™**

Pantone 484C

Screen R161 G6 B6
Web HTML #990000

 **SureLock®** Pantone 382U

Screen R164 G203 B58
Web HTML #99cc33

 **SureVIDEO™**

Pantone 484C

Screen R161 G6 B6
Web HTML #990000

 **ASTRO CONTACTS™** Pantone 289C

Screen R0 G40 B59
Web HTML #00283b

 **ASTROFARM™**

Pantone 2151 C

Screen R0 G40 B59
Web HTML #00283B

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%

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.



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

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