



# BRANDING GUIDELINES

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## 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



AstroStatus Trademark



SureMDM Hub Trademark

## Images and Logo Usage

42Gears logo uses **Neuropolitcal 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

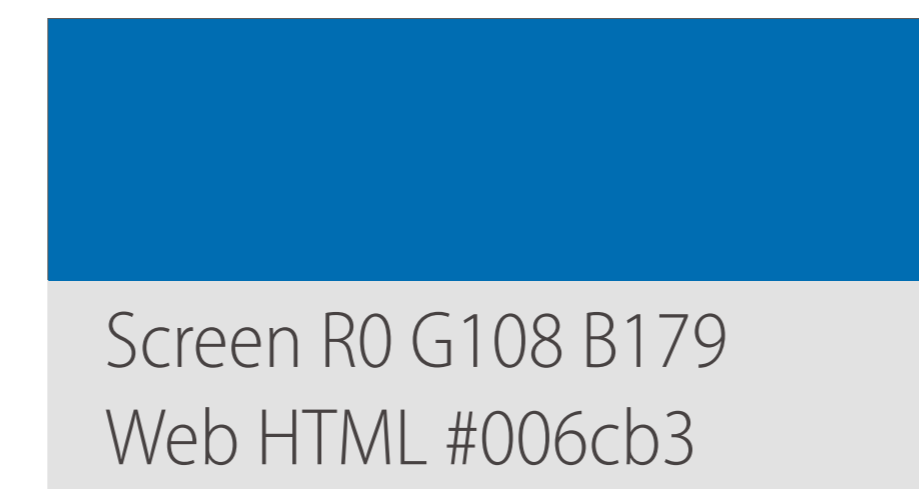


Hex Color Code #006cb3  
RGB 0 108 179  
CMYK 1 0.39 0 0.29  
Pantone 285 C

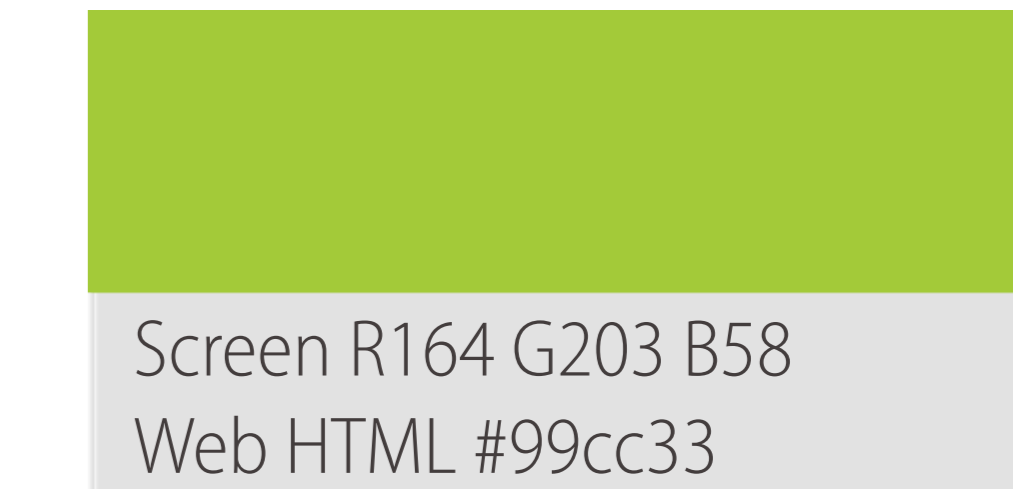
# 42Gears Products Logos and Color Specifications



Pantone 285C



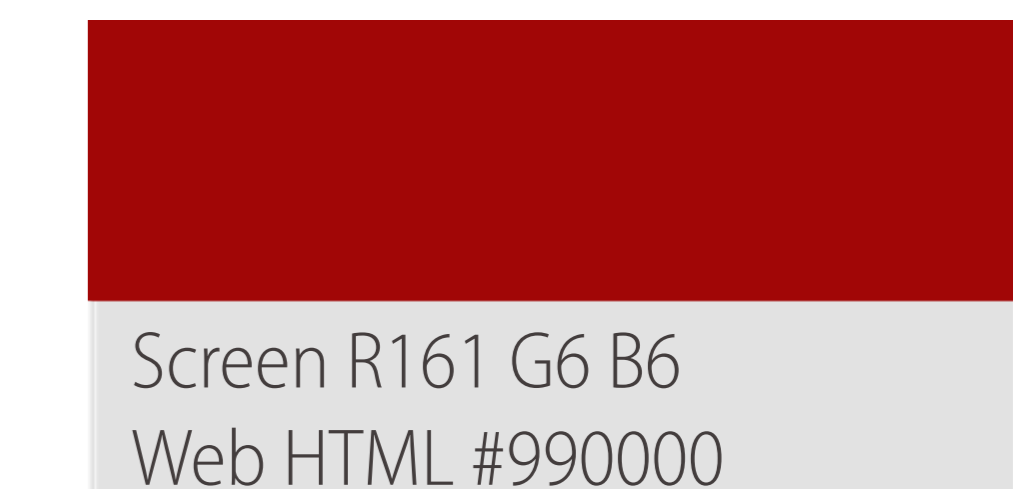
Pantone 382U



Pantone 279C



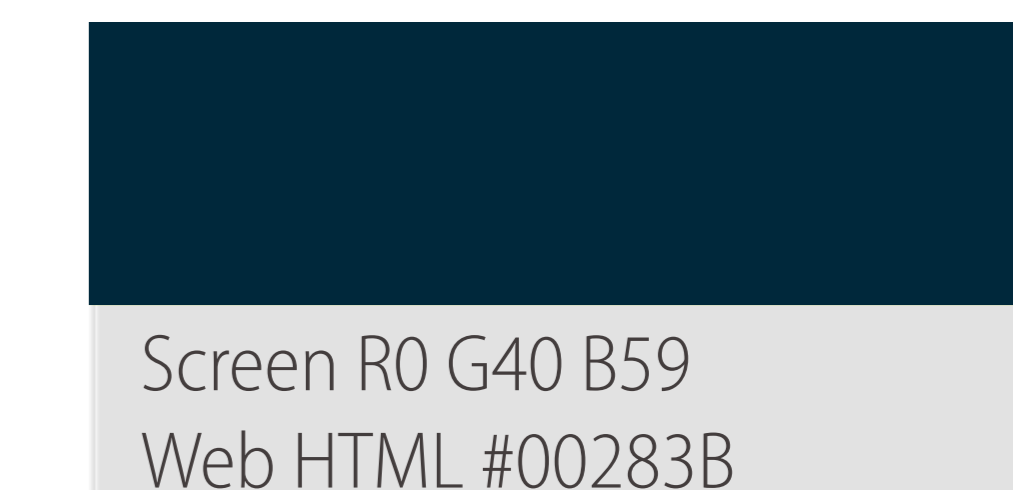
Pantone 484C



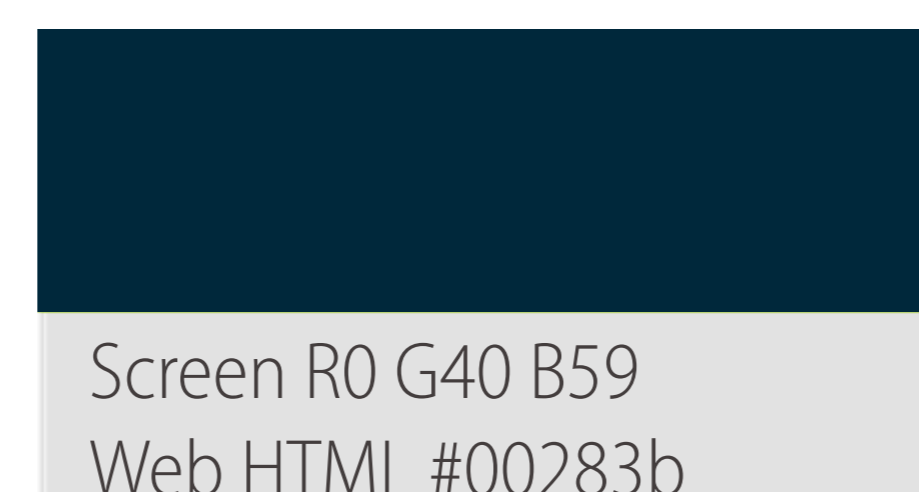
Pantone 382U



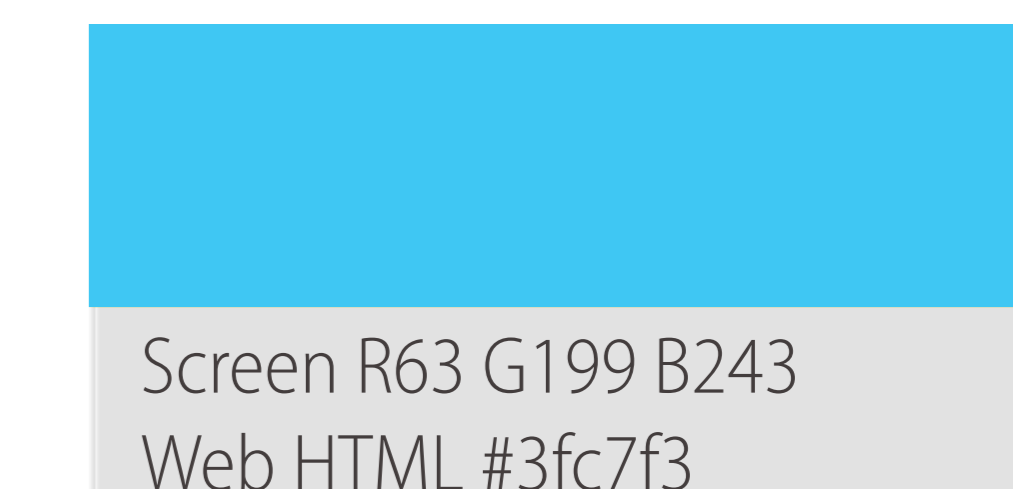
Pantone 2151 C



Pantone 289C



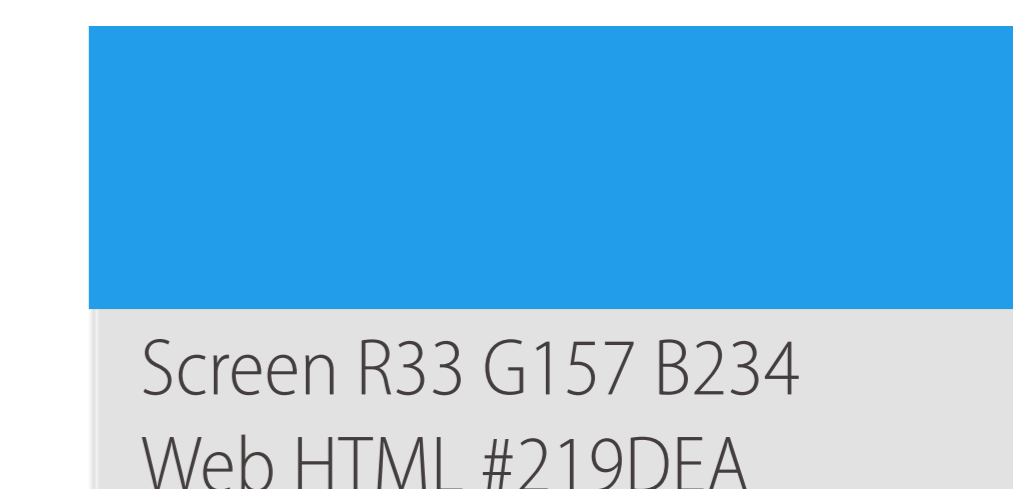
Pantone 298 C



Pantone 285C



Pantone 801 C



# 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

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

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

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

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



# 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](mailto:info@42gears.com)

[www.42gears.com](http://www.42gears.com)