



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 **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



Pantone 285C



Screen R0 G108 B179
Web HTML #006cb3



Pantone 382U



Screen R164 G203 B58
Web HTML #99cc33



Pantone 279C



Screen R33 G157 B234
Web HTML #219dea



Pantone 484C



Screen R161 G6 B6
Web HTML #990000



Pantone 382U



Screen R164 G203 B58
Web HTML #99cc33



Pantone 2151 C



Screen R0 G40 B59
Web HTML #00283B



Pantone 289C



Screen R0 G40 B59
Web HTML #00283b



Pantone 298 C



Screen R63 G199 B243
Web HTML #3fc7f3



Pantone 285C



Screen R0 G108 B179
Web HTML #006cb3



Pantone 801 C



Screen R33 G157 B234
Web HTML #219DEA

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

www.42gears.com