



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

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



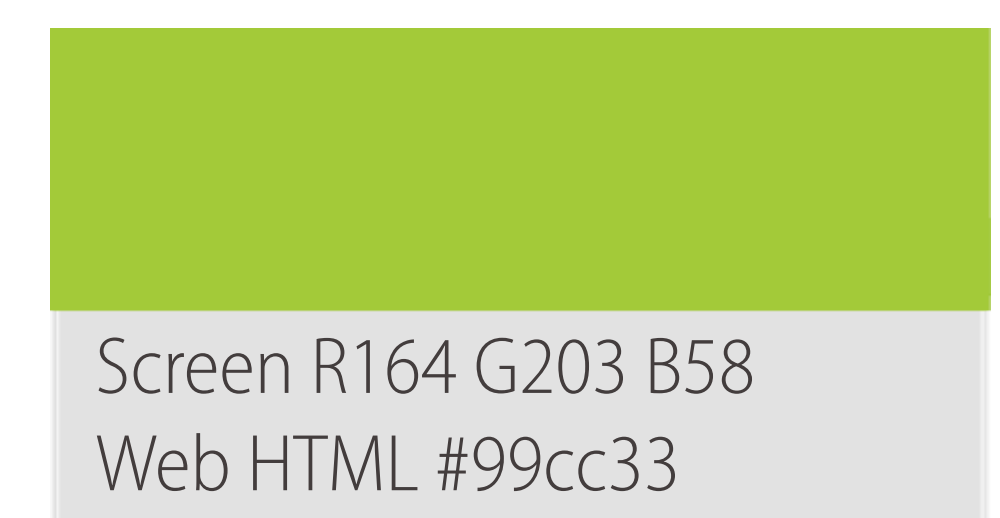
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CMYK 1 0.39 0 0.29
Pantone 285 C

42Gears' Products Logos and Color Specifications

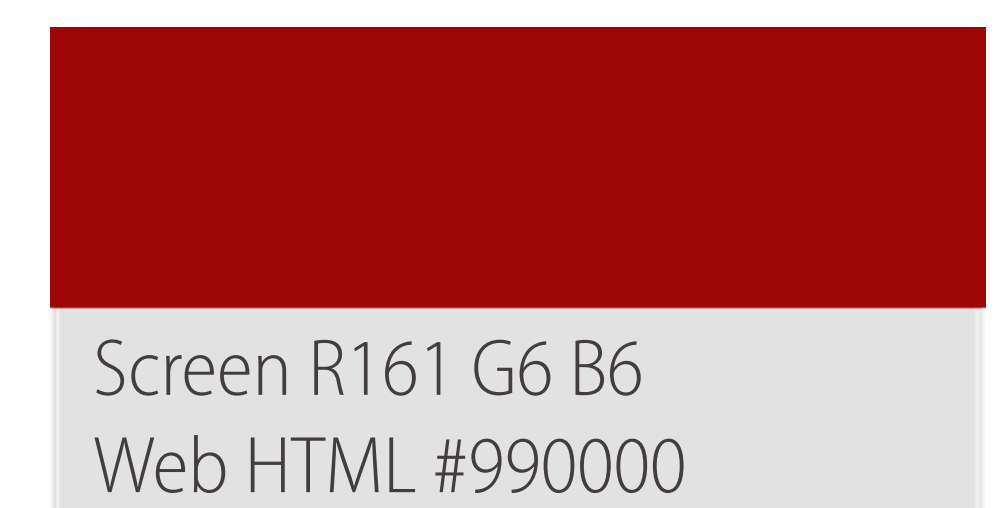
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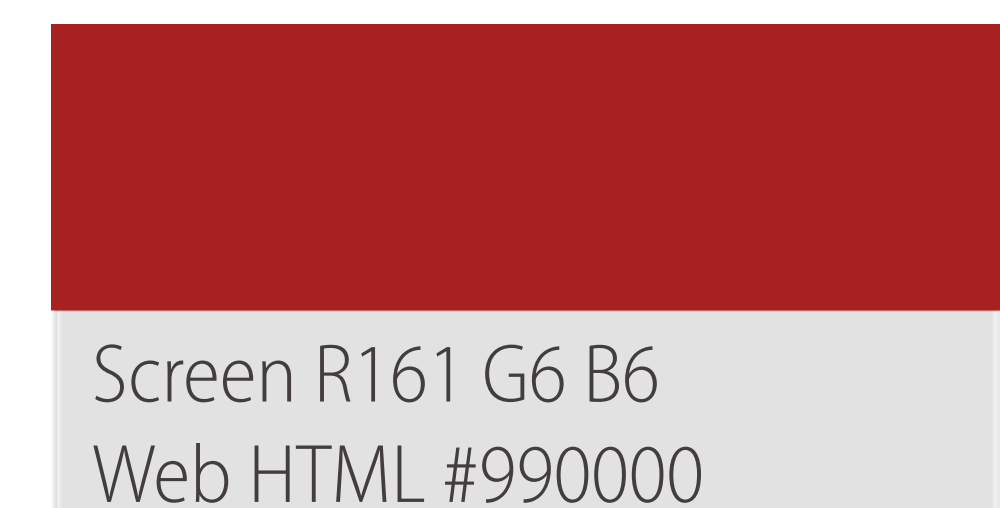
Pantone 382U



Pantone 484C

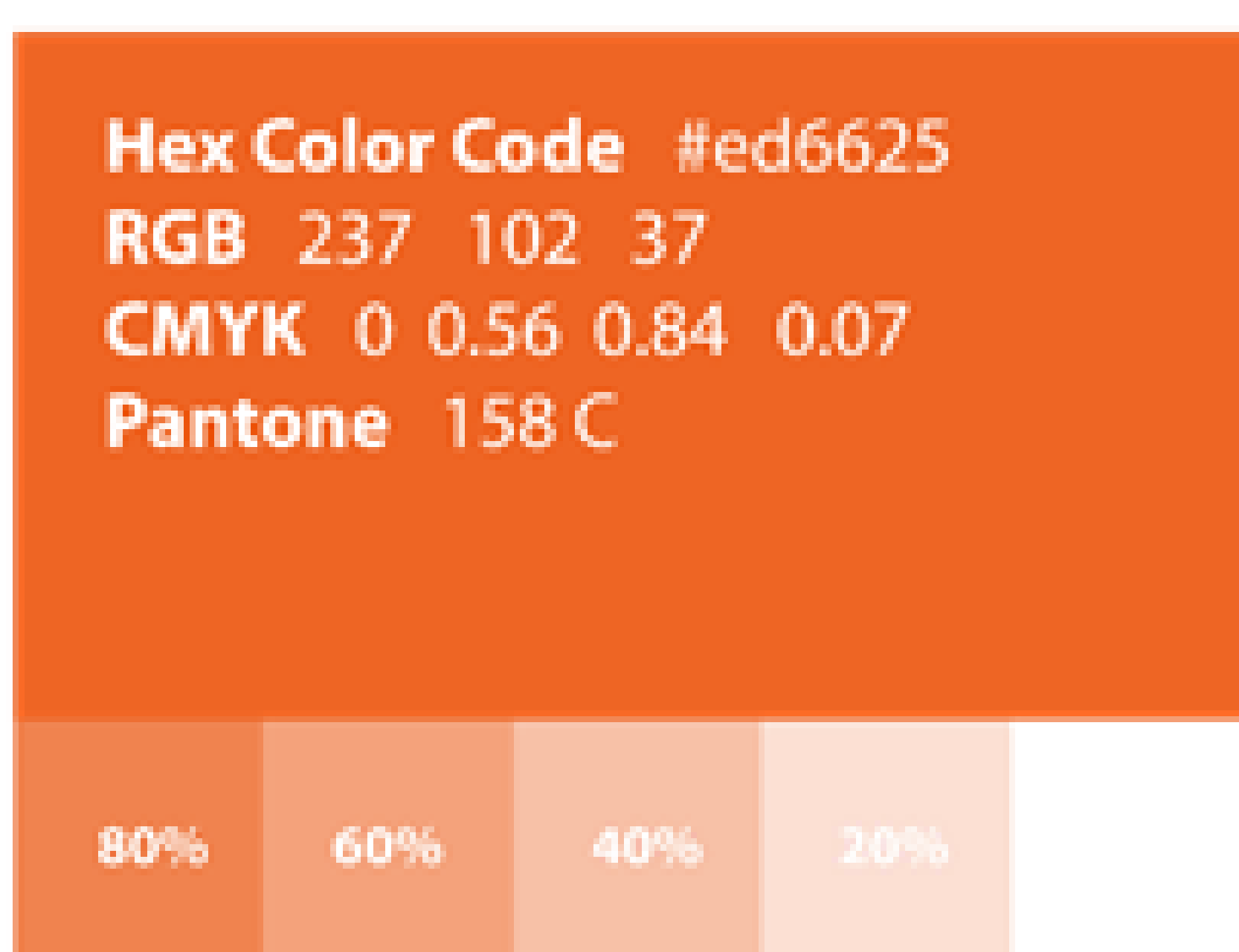
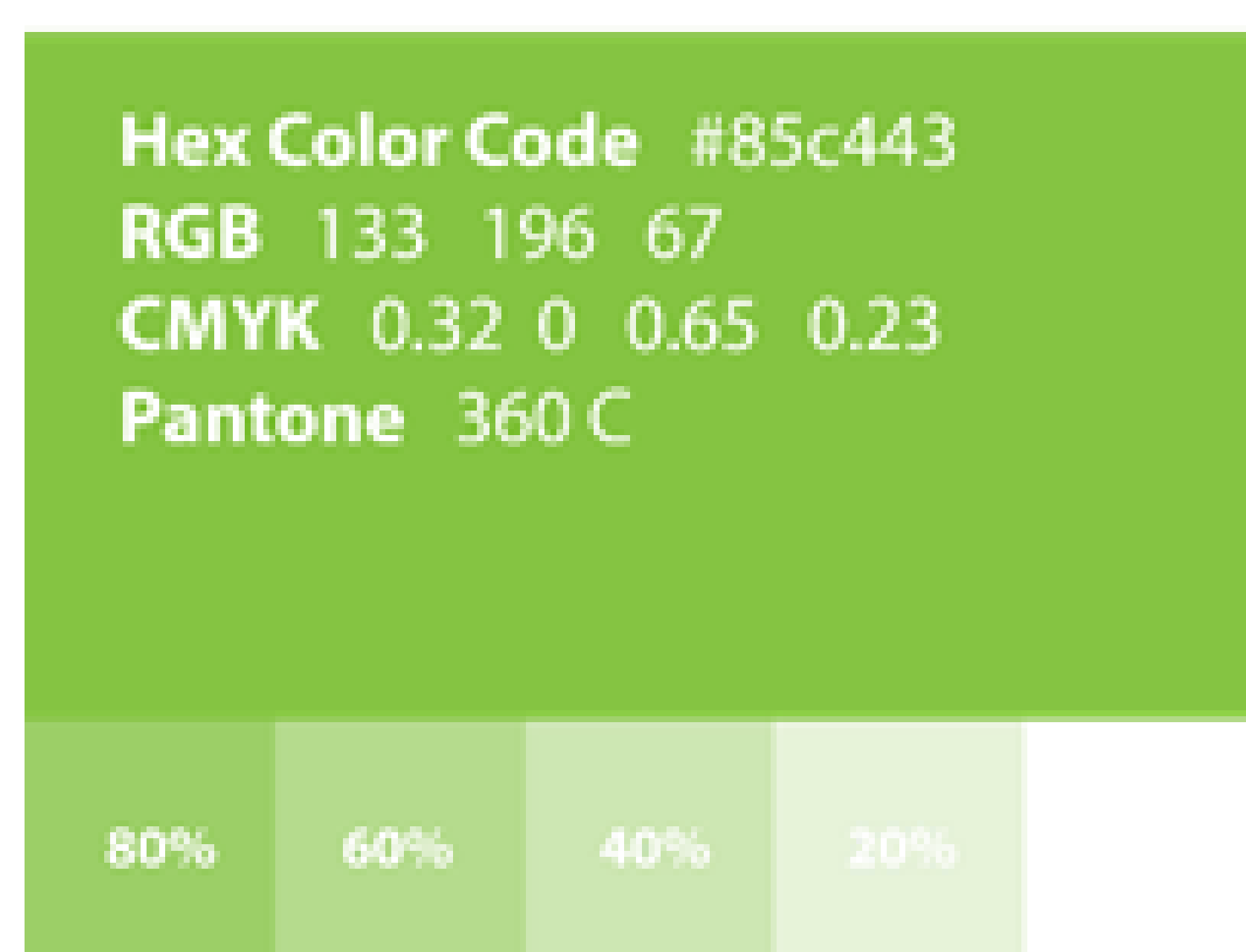
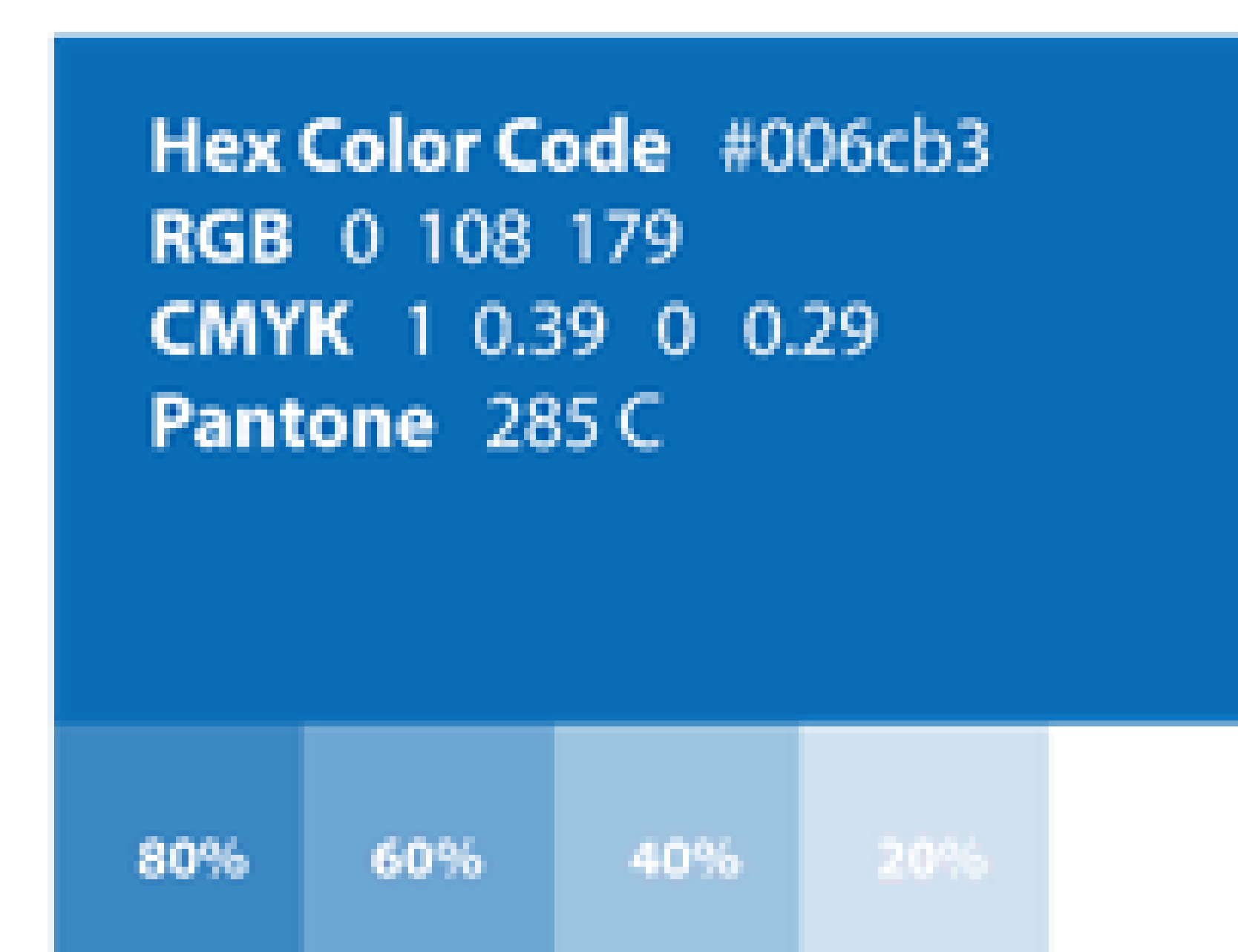
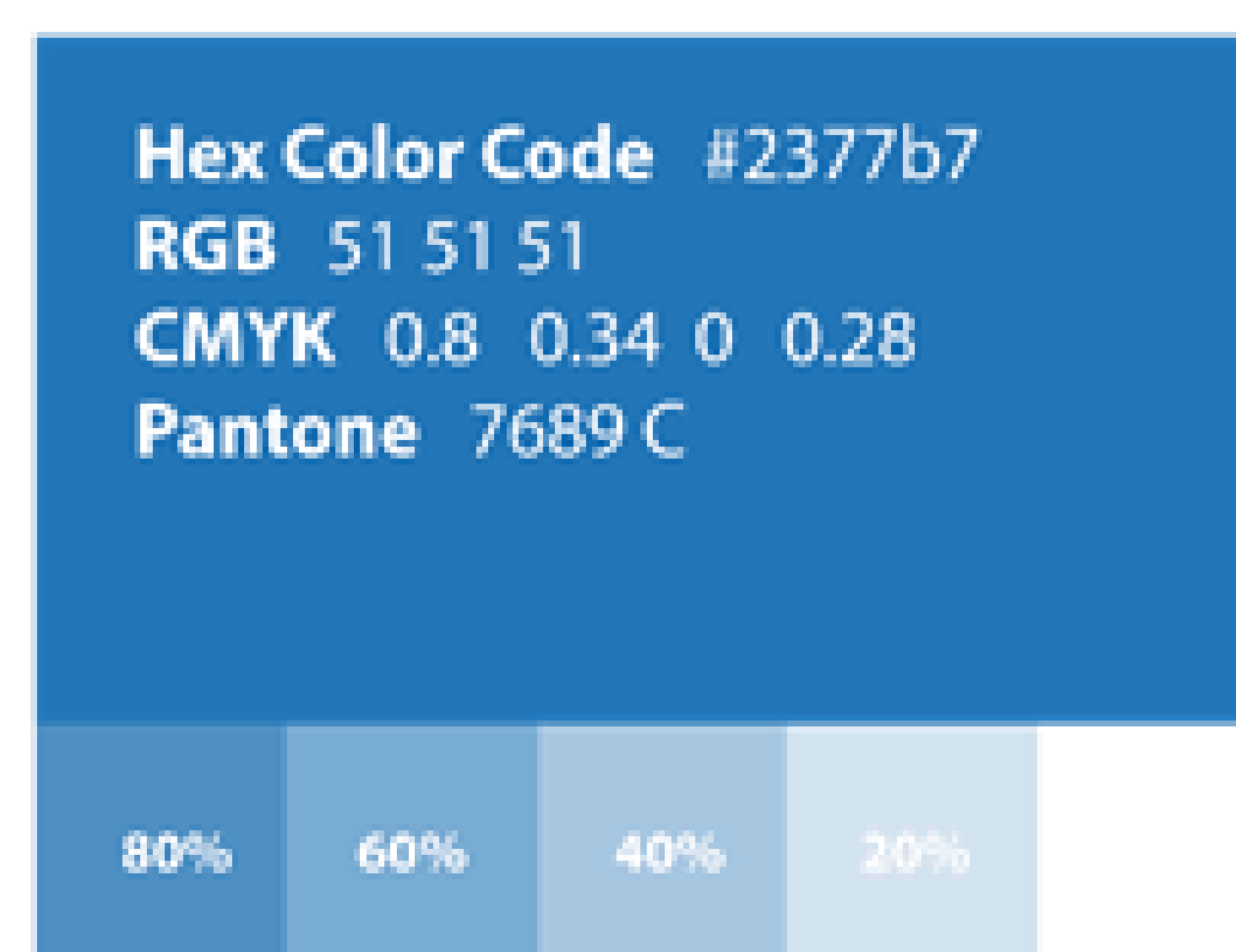
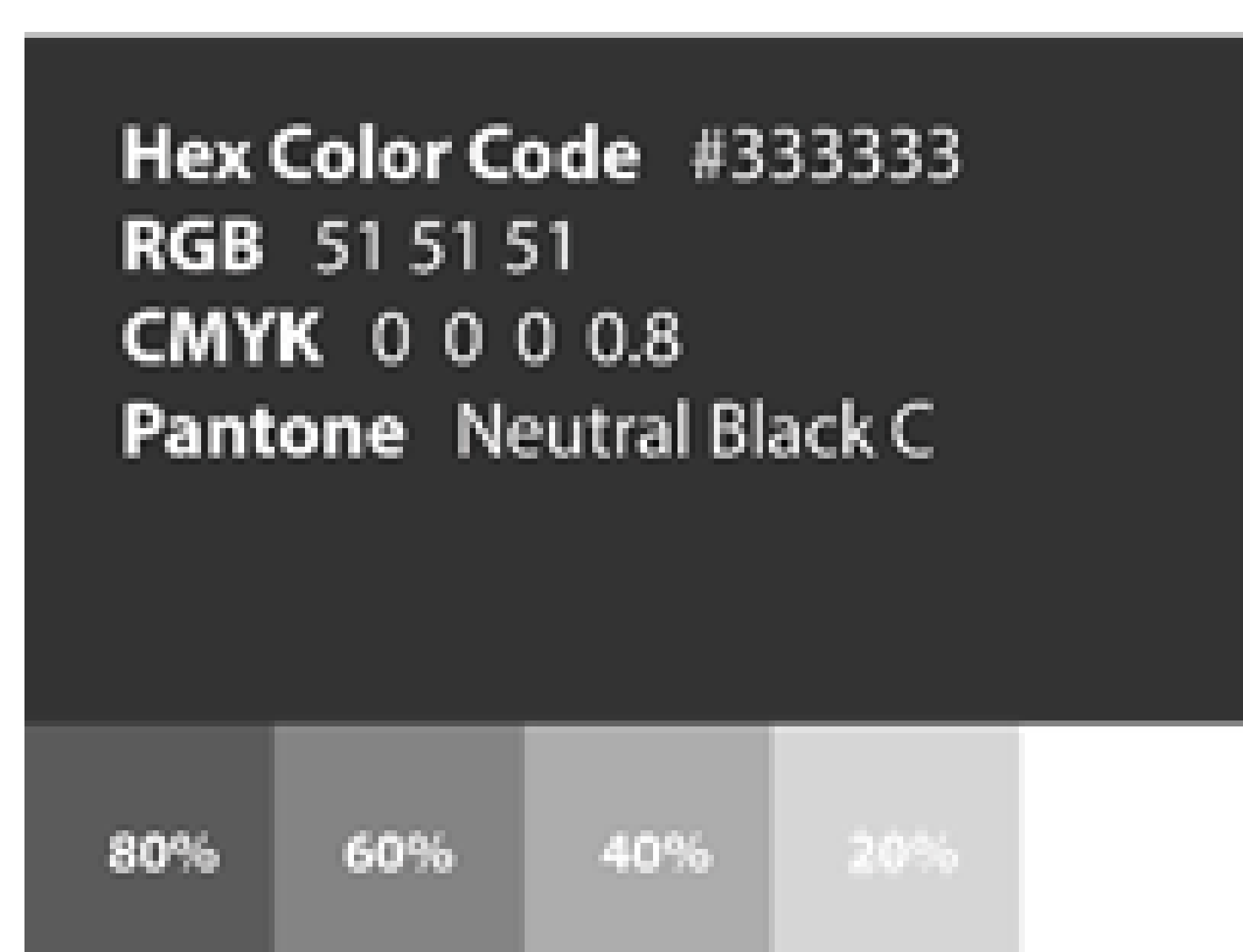


Pantone 484C



42Gears' Color Palette

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



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.

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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