



Automox Online Brand Guide 1.5 - 2021-11-10



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BRAND + DESIGN REFRESH

Automox Brand Guidelines

V15

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Collaborators



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OVERVIEW

Automox is at the forefront of a cloud-native revolution in endpoint management. Legacy thinking needs to go bye-bye, just like outdated approaches to same-old corporate branding.

Our bold, unapologetic brand reflects our forward-thinking mindset and showcases our innovation.

2



Brand Personality



BRAND PERSONALITY

Strong

A powerful product and people empowered to thrive.

Intelligent

Well-informed creative thinkers who build a smart and nimble product.

Balanced

A stable and balanced foundation with which to build and operate from.

Precise

Pinpointing your IT needs and delivering exactly what is needed.

Simple

Do what needs to be done, anytime, anywhere, and in real time.

Voltaic

The air is electric with possibilities and the potential for brilliance.

3





VISUAL LANGUAGE + TONE

Promoting optimism, efficiency, and powerful outcomes. From fonts to colors to visual elements, the Automox visual language captures enthusiasm and energy to get that “wow” moment.

The tone of voice in written and spoken content should convey confidence, unbridled energy, and a forward-looking attitude.

4



The Automox Logo



THE AUTOMOX LOGO



Download logos in EPS,
PNG, and SVG format:
[Automox logos.zip \(3.6 MB\)](#)





THE IMPOSSIBLE TRIANGLE

Created in 1934 by Swedish artist Oscar Reutersvärd, the Impossible Triangle is an optical illusion that can be depicted in a rendering but cannot exist in reality.

For Automox, this mark is a symbol of bringing “the impossible” to life. The logo represents our desire to take the impracticable and make it a reality.

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Logo Specifications



LOGO SPECIFICATIONS

Clear space around the logo ensures maximum visibility and legibility and is determined by the height of the "X" in the logotype.

When horizontal space is limited, or when the logo appears as a "tag," the Vertical Logo signature can be used.

The Logomark may be used alone under special circumstances but must be approved by the Automox Brand Team before implementation.

HORIZONTAL LOGO

X	Logomark	Wordmark	X
↑ 2.5x ↓		AUTOMOX	X
X		← 1/3x Clear space	X

VERTICAL LOGO

X		X
.5x ↓		↑ 3x ↓
X	AUTOMOX	X
X	Clear space	X

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Logo Usage Guidelines



LOGO USAGE GUIDELINES

In order to build and maintain a visual consistency throughout all communications, it is important to maintain the integrity of the logo signatures. Refrain from the following:

- 01 Do not rearrange the supplied signatures.
- 02 Do not change the colors of the logos.
- 03 Do not use outlines for the logo or type.
- 04 Don't change the logo's aspect ratio.
- 05 Do not place the logo on busy backgrounds.
- 06 Don't replace the type with another font.
- 07 Do not use the logotype without the mark.
- 08 Do not skew or rotate the logo.
- 09 Don't change the proportions of the elements.



01



02



03



04



05



06



07



08



09

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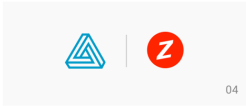
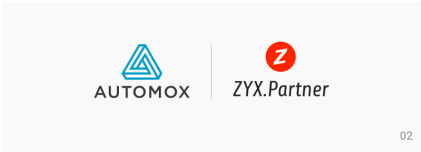
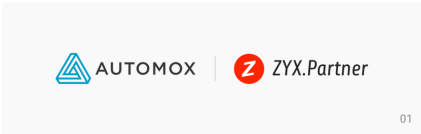
Co-Branding Guidelines



CO-BRANDING GUIDELINES

When creating and displaying co-branded logo lockups, it is important to maintain a consistent and structured visual approach. Use only the approved lockup formats from the supplied templates.

Before using any of the co-branded lockup treatments, you must first obtain permission from both companies. Shown below are options for displaying partner logos with Automox.



- 01 Horizontal lockup
- 02 Vertical lockup
- 03 Horizontal stacked lockup
- 04 Icon-only lockup

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Color Palette



THE PRIMARY PALETTE

AUTOMOX BLUE #009CC9 0/156/201 100/22/0/21	VOLTAIC BLUE #0CF6F0 12/246/240 95/0/2/4
	PRIMARY BLUE #007EA1 11/126/161 93/22/0/37
	SAPPHIRE BLUE #024C62 2/76/98 98/22/0/62
	AUTOMOX GREY #383838 56/56/56 0/0/0/78



Secondary Palette



THE SECONDARY PALETTE

ELECTRIC TEAL	#1ECCE4 30/204/228 87/11/0/11
AQUAMARINE TEAL	#8FFBF5 143/251/245 43/0/2/2
CELESTE TEAL	#C1FFFA 202/255/250 21/0/2/0

BURST ORANGE	#FF4000 255/64/0 0/88/100/0
COLORADO ORANGE	#FFA800 255/168/0 0/34/100/0
AMBER ORANGE	#FFD83F 255/216/63 0/15/75/0

Gradients

GRAD 0	#032A33 - #024C62	GRAD 2	#0CF6F0 - #8FFBF5
GRAD 1	#087EA1 - #009CC9	GRAD 3	#C1FFFA - #EEF9F5

Blacks & Grays

GREY 0	#1D1D1D	GREY 1	#383838	GREY 2	#858585	GREY 3	#CCCCCC	GREY 4	#EEEEEE	GREY 5	#F9F9F9
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Alerts

SUCCESS GREEN	#BAD438	ALERT YELLOW	#FFC800	CAUTION RED	#FF4E5D
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Typography



TYPOGRAPHY

PRIMARY

Roboto is the primary typeface, and should be used for headlines, subheads and body. It has the directness and presence of a sans serif font and is available as a web font.

EYEBROW + TABLE HEADINGS

Share is to be used for eyebrow text and table headings only. It adds a techy personality and keeps the typographic layouts from being too monotone.

NUMBERS AND SPECIAL CHARACTERS

Share is to be used primarily for its unique numbers for the purposes of infographics and other special features.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()''

Share

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Share

0123456789
!@#\$%^&*()''

Download the fonts here:
<https://fonts.google.com/>





WEB TYPE STYLES

Header 1 - Roboto Bold 50px / line-height:60px

Header 2 - Roboto Bold 36px / line-height:46px

Header 3 - Roboto Medium 32px / line-height:42px

Header 4 - Roboto Medium 26px / line-height:36px

Header 5 - Roboto Medium 20px / line-height:30px

Subhead - Roboto Medium 22px / line-height:32px

Body Large - Roboto Regular 18px / line-height: 32px

Body Medium - Roboto Regular 16px / line-height: 30px

Body Small - Roboto Regular 14px / line-height: 26px

Meta - Roboto Medium 10px / line-height: 20px



Web Button Styles



WEB BUTTON STYLES

CTA

18px font size, 1.25 letter spacing
4px corner radius
25px 25px

DEFAULT

HOVERED

DEFAULT

HOVERED

Header CTA

DEFAULT

REVERSE

DEFAULT

HOVERED

DEFAULT

HOVERED



Web Section Spacing

VERTICAL WHITESPACE BETWEEN SECTIONS



110px between top of module and top of text

WHAT'S IN THE AUTOMOX PLATFORM?

32px between bottom of eyebrow text and top of headline

What is a Lightweight Patch Agent?

14 px between bottom of headline and top of subhead

With a little summary here to add context to the three sections to follow

55px between bottom of headline or subhead and top of paragraph

Patch management software requires an agent installed on each managed device. Ideally, these agents run unnoticeably in the background and do not impact users, which requires a lightweight agent with a small file size and minimal code. This leads to less complexity and resource requirements. It should carry less data to perform efficiently in a [given environment](#)..

55px between bottom of paragraph and top of CTA

EXPLORE

110px between bottom of CTA and top of following section

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Iconography



ICONOGRAPHY

The icons use an illustrative, line-art style. They can be used to add to the legibility and recognizability of a concept. The icons may be used in graphics, diagrams, and charts, but they should be used sparingly for maximum impact and effect.



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PHOTOGRAPHY

Our approach with stock photography is to make the images “own-able” by applying visual techniques to create a recognizable and repeatable look for our brand. Using bright duotones, desaturation, and the overlaying of patterns/textures will help brand the images as unquestionably Automox.

Using images in which the subject is looking away from the camera can help to alleviate the staged portrait-like feel of many photos. Outlining the subject and taking them out of their environment and onto solid backgrounds can help the viewer focus on the subject rather than the background.



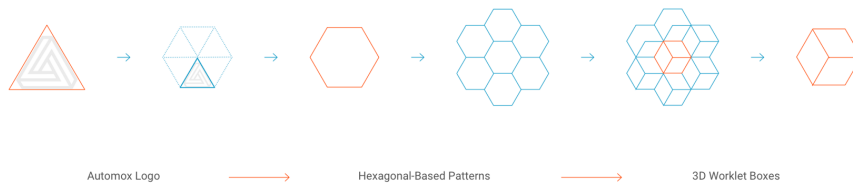
Elements



GRAPHIC ELEMENTS

Businesses operate much like beehives. Workers fill the honeycomb with nectar that transforms into honey. Honey = Money. Automox manages endpoints in a similar fashion to the "house" bee. Some of its duties include: cleaning the hive, making initial orientation flights, comb building, honey conversion, packing pollen, and guard duty.

The hexagon is the most efficient and strongest shape known. Hexagonal patterns create 3D box shapes when overlapped. Those boxes are excellent visual metaphors for Automox Worklets™. Visually expressing worklets as powerful packages of code that are compressed, sent down the line via the cloud, and then unpackaged at the endpoint.





HEXAGONAL PATTERNS



Examples



Banner



BANNER



Billboard



BILLBOARD



22



Booth



TRADE SHOW BOOTH



23



Swag



SWAG

