



# Visual Identity for Employees

*A design and communication guide for SCANLOX employees and other interested parties.*

# A Cohesive Visual Identity

Our visual identity reflects who we are and ensures consistency across all communications. It strengthens our brand and reinforces our values.

On the following pages, you will find key elements of our visual identity and guidelines on how to apply them. We encourage you to integrate them into your daily communication with colleagues, partners, and customers.

At SCANLOX, we believe that our name, brand, and visual identity gain value through shared ownership and consistent use.

If you have any questions, please do not hesitate to ask.

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# Logo Construction

The SCANLOX logo embodies a modern and professional identity, reflecting the company's expertise in automation and logistics. The distinctive "X" monogram, formed by dynamic circular elements in varying shades of green, symbolizes innovation, connectivity, and adaptability. This is paired with a sleek typeface that conveys clarity and precision. The tagline reinforces the company's industry and regional foundation.



# Logo Variations

The vertical logo is only used when space is limited, such as within a circular element or other constrained layouts. In all other cases, the horizontal logo is preferred to maintain brand consistency.



Light Background



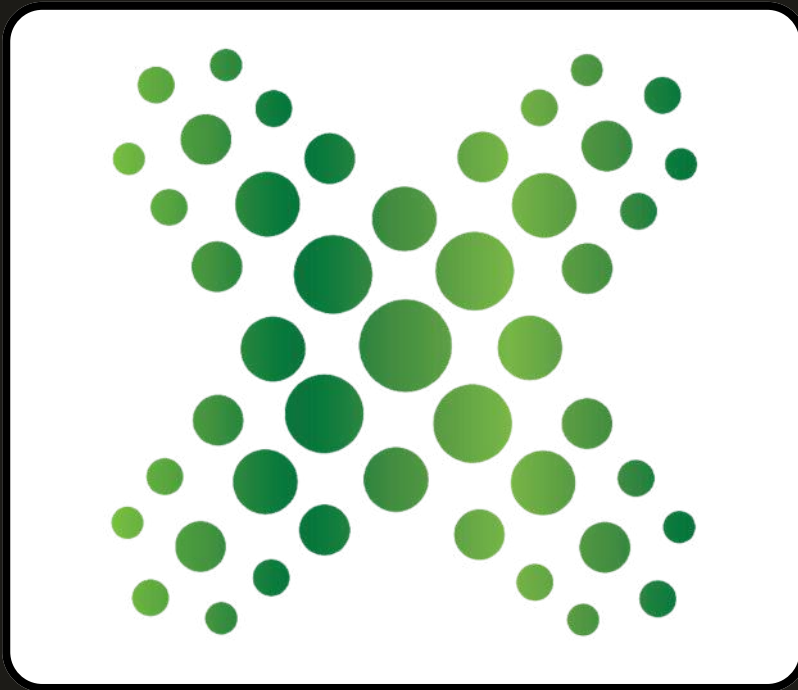
Dark Background



Negative Logo

# Logo Monogram

The monogram without the text may be used in connection with social media, videos, websites, and relevant merchandise. For all other uses, please refer to the primary logo.



Light Background



Dark Background

# Logo Don'ts

It is essential for our visual identity and branding that the logo is used correctly. The logo must not be altered in form or color, nor should be combined with other logos or sublogos.



Do not rotate the logo



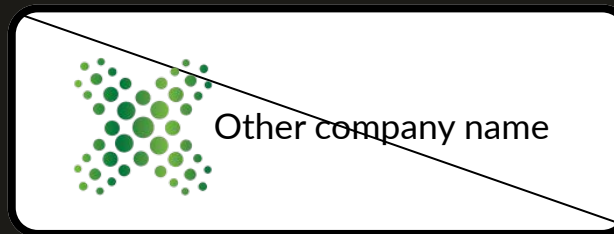
Do not scale the logo



Do not crop the logo



Do not use other colors in the logo



Do not use the monogram or parts of the logo to create your own sublogos



Do not alter the original design of the logo

# Color Identity - Primary

Our visual identity is built around three primary colors, each chosen to reflect SCANLOX's professionalism, reliability, and modern approach.

Sea Green is the primary and most prominent color in our visual identity. It is a rich and balanced shade of green with a subtle blue undertone, symbolizing growth, reliability, and innovation.

Davy's Gray is used to create contrast. This neutral and sophisticated gray represents professionalism and versatility, ensuring a strong and balanced design.

White adds lightness and space, enhancing clarity and simplicity while creating a clean and modern look.

**Important:** Colors may vary in shade depending on the type of color, the material it is printed on, and individual computer and screen settings.

Sea Green  
#388C5E  
RGB (56,140,94)

Davy's Gray  
#565656  
RGB (86,86,86)

White  
#FFFFFF  
RGB (255,255,255)

# Color Identity - Secondary & Tetradic

Our secondary colors, Green Teal, Silver Tree & Maire, serve as complementary accents to the primary palette. They add depth and balance, creating contrast and visual interest while maintaining a cohesive overall expression. These colors enhance both weight and lightness, ensuring a dynamic and refined visual identity.

The tetradic colors, Dark Slate Blue, Boysenberry & Drab, are used exclusively for graphs or situations that require colors to distinguish different categories. These colors ensure clear visual differentiation while maintaining harmony within the overall color palette.

**Important:** Colors may vary in shade depending on the type of color, the material it is printed on, and individual computer and screen settings.

Green Teal  
#00C15B  
RGB (0,193,91)

Dark Slate Blue  
#383C8C  
RGB (56,60,140)

Silver Tree  
#67BA89  
RGB (103,186,137)

Boysenberry  
#8C3866  
RGB (140,56,102)

Maire  
#1C1B17  
RGB (28,27,23)

Drab  
#8C8838  
RGB (140,136,56)



# Typography

The primary font for headings is Raleway Semibold, for subheading Cormorant Garamond Regular Italic, and for body text Lato Regular.

This applies to both print and web

## Heading - Raleway SemiBold

*Subheader - Cormorant Garamond Regular Italic*

Body Text - Lato Regular

### Office 365

Body - Aptos

Office 365 is an exception and may use the Aptos font for body text.

# Tone of Voice

Our tone of voice is professional, technical, and informative while remaining easy to understand.

It reflects SCANLOX's expertise in automation without becoming overly complex or technical.

## **Professional, yet Approachable**

Our communication is factual and serious while maintaining a personal and approachable feel.

## **Technically Precise**

We use industry-specific terminology, always in context that makes it clear and understandable.

## **Understated & Subtly Promotional**

We highlight the advantages of our solutions without excessive sales language.

## **Concise & to the Point**

Our messaging is sharp and free from unnecessary filler.

**Professional, yet  
Approachable**

**Technically  
Precise**

**Understated &  
Subtly  
Promotional**

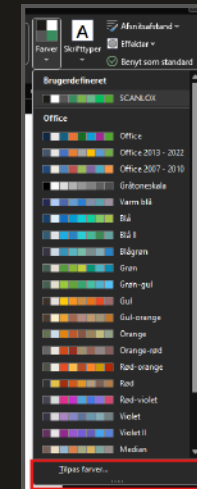
**Concise & to the  
Point**

# Guide to Set Default Design Office 365

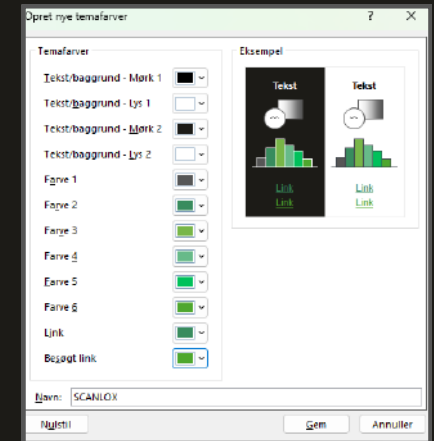
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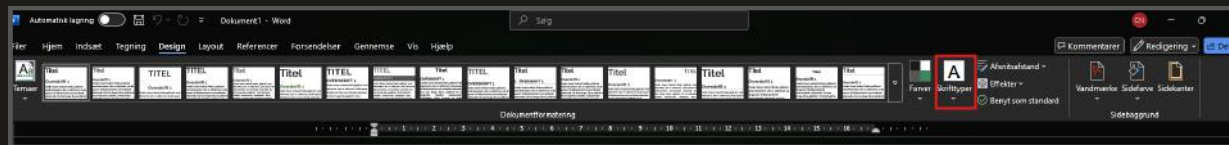
2



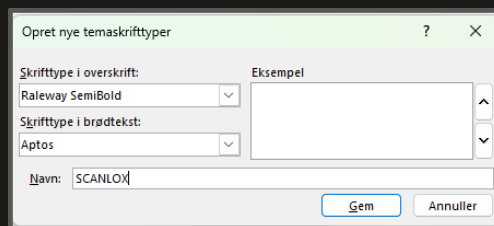
3



4



5



6



7

