SCANLOX
SCANDINAVIAN LOGISTICS

Brand Guidelines

Last Updated: Nov 6, 2025

Introduction

Purpose

The purpose of the SCANLOX brand guidelines is to establish a comprehensive framework that ensures consistent and cohesive communication of the brand's identity across all platforms. By providing clear standards for visual and verbal expressions, these guidelines enable SCANLOX to maintain a strong and recognizable brand presence, fostering trust and loyalty among its audience.

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

Should you have any questions, please do not hesitate to reach out.

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About the brand

SCANLOX was founded in 2020 with a clear objective, to create significant value for our customers through innovative automation solutions.

We proudly represent some of Europe's leading suppliers and developers of Autonomous Mobile Robots (AMR), Intelligent Mobile Robots (IMR), Automated Guided Vehicles (AGV), safety equipment, and automated picking solutions.

Our vision

To create and add value to our customers' intralogistics in Scandinavia.

Our mission

At SCANLOX, we optimize operational efficiency and productivity through mobile robots and advanced automation. We free up time and resources by implementing effective automation, allowing employees to focus on value creating tasks.

With a flexible approach and close collaboration with our customers, we ensure solutions that fit daily operations precisely and deliver measurable results.

Logo

The vertical logo is reserved for situations where space is limited, for example within a circular element or other restricted layouts. In all other applications, the horizontal logo should be used to ensure consistent brand presentation.

Primary logo

The shape: The emblem is composed of multiple circles arranged to form an abstract X. The form conveys movement, flow, and direction which reflects the dynamic nature of automated intralogistics solutions, The structure is open rather than ridgid, which signals adaptability and flexibility.

The symbol: The pattern of circles represents connected processes working together in harmony. Each circle can be seen as a task, a machine or a function within a logistic flow. When combined, they illustrate how SCANLOX integrates systems into a cohesive and efficent whole. The green color palerre supports a message of sustainability, renewal and long term thinking.

The style: The overall expression is clean and modern with clear geometry and balanced spacing. The logo pairs the organix circular emblem with a refined wordmark to create a professional and contemporary identity. The style communicates reliability, foward thinking, and a strong technical foundation.

Secondary logo or variations

The variation:
Logo in white

The variation:
Vertical in grey

The variation:
Vertical in white

The variation:
The emblem

The use case:
For dark backgrounds

The use case:
limited space, such as circular or constrained layouts. Light backgrounds

The use case:
Limited space, such as ciruclar or constrained layouts. Dark backgrounds

The use case:
In connection with SoMe, videos, website, and relevant merchandise.

Logo Don'ts

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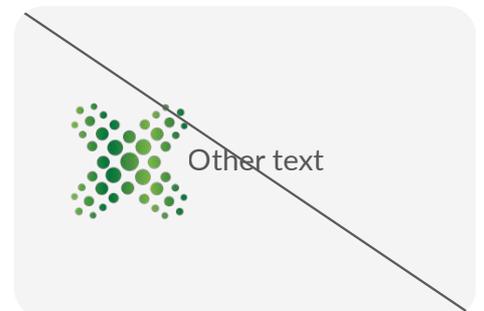

Do not rotate the logo

Do not scale the logo

Do not crop the logo

Do not change colors

Do not alter the orginal design of the logo

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

Color

Color is a powerful tool in establishing and expressing SCANLOX's brand identity. Our color palette is carefully chosen to evoke the values and essence of our brand, ensuring consistency across all mediums. This section outlines our primary and secondary colors, as well as guidance on combinations and accessibility, to maintain a cohesive and recognizable visual presence.

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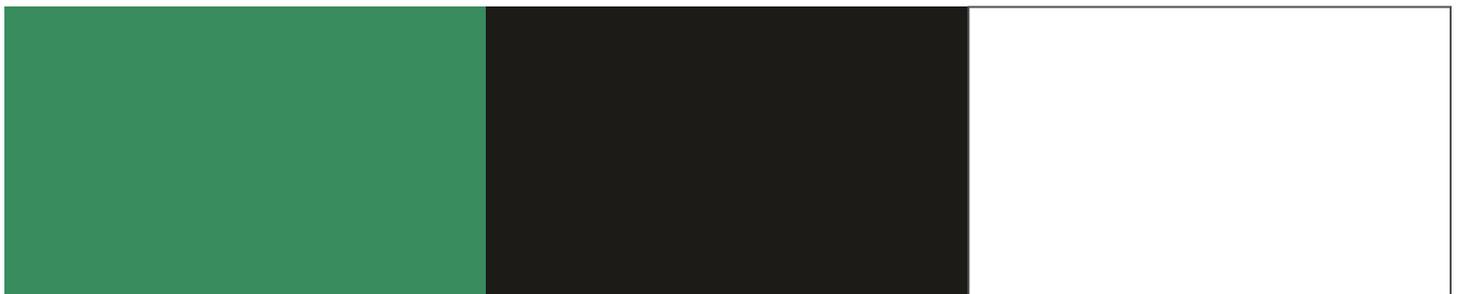
Our primary colors

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 rich and balanced shade of green with a subtle blue undertone, symbolizing growth, reliability, and innovation.

Maire is used to create contrast. This neutral and sophisticated black shade 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.

Sea Green
#388C5E
RGB (56, 140, 94)
CSMYK (60, 0, 33, 45)

Maire
#1C1B17
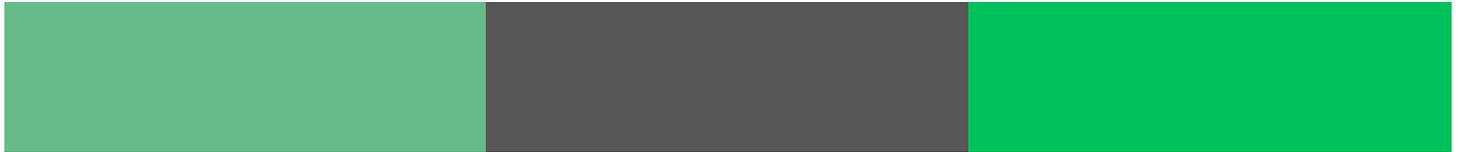RGB (28, 27, 23)
CSMYK (0, 4, 18, 89)

White
#FFFFFF
RGB (255, 255, 255)
0 / 0 / 0 / 0

Our secondary colors

Our secondaty colors, Silver Tree, Davy's Gray, and Green Teal serve as complementary shades to the primary palette. They add depth and balance, creating visual interest while maintaining a cohesive overall expression.

Silver Tree
#67BA89
RGB (103, 186, 137)
CSMYK (45, 0, 25, 27)

Davy's Gray
#565656
RGB (86, 86, 86)
CSMYK (0, 0, 0, 66)

Green Teal
#00C15B
RGB (0, 193, 91)
CSMYK (100, 0, 53, 24)

Our tetradic colors

The tetradic colors, Dark Slate Blue, Boysenberry, and 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.

Dark Slate
#383C8C
RGB (56, 60, 140)
CSMYK (60, 57, 0, 45)

Boysenberry
#8C3866
RGB (140, 56, 102)
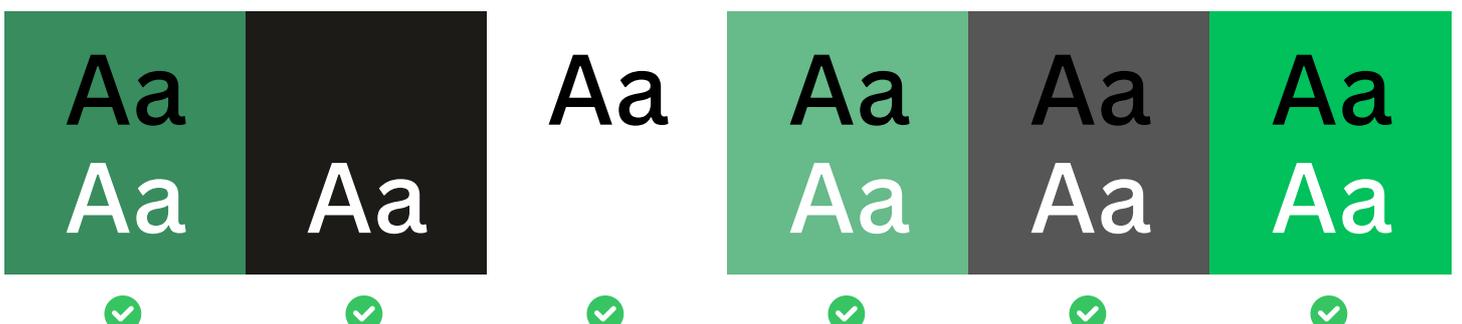CSMYK (0, 60, 27, 45)

Drab
#8C8838
RGB (140, 136, 56)
CSMYK (0, 3, 60, 45)

Color combinations and accessibility

All colors are suitable for use with white or black text, except for two specific shades that lack sufficient contrast for either option.

Typography

Fonts

Our typographic system comprises fonts for headings, subheadings, and body text. While subheadings are used sparingly, they serve an important role in creating structure and visual breaks within layouts, and guiding the viewer's attention.

Headings	Subheading	Body
Aa	*Aa*	Aa
Raleway SemiBold	Cormorant Garamond Regular Italic	Lato Regular

*Exception Office 365

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

Voice

This section outlines how our brand sounds in writing, and how that reflects its personality.

Aloha, Hallo, Ciao, Hola, Hello, Hej, Hal Bonjour, Kamusta, O

Brand 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	Technically Precise	Understandable & Subtly Promotional	Concise & to the Point
Our commincation is factual and serious while maintaining a personal approachable feel.	We use industry-specific terminology, always in context that makes it clear and understandable.	We highlight the advantages of our solutions without excessive sales language.	Our messaging is sharp and free from unnecessary filler.

Tone variations

Use this section to guide how the brand voice adapts across different platforms and contexts. Adjust tone, formality, and language based on the audience and purpose of each channel.

Channel	Tone
LinkedIn	LinkedIn posts are approachable and engaing, with catchy headlines, a touch of humor, and a professional tone that invites readers to read on.
SCM.dk	SCM.dk content is informative and detailed, balancing in-depth insights with approachable, lighter text where suble humor can be used to engage the reader.
SCANLOX.com	The same tone of voice used on SCM.dk is applied to our own website, combining detailed, informative content with approachable, engaging elements and subtle humor.

Icons

Icons are primarily filled, with selected outlined ones to empasize detail. Each is centered in a white motif on a green rounded square, creating a soft, consitent look. Sizes are uniform, with ample padding to maintain clear space. A subtle "grow" effect is applied when hovering where possible.