

Brand Guidelines

Visual Elements

The following pages provide instructions for the successful reproduction of our logo, color palette, and visual system.

Logos

**Our logos express who we are.
They are at the core of our brand
identity.**

We have four logos:

- core logo
- monogram
- logotype
- powered by

Our blue logos (as displayed to the right) should be used on light colored backgrounds.

Core Logo



Monogram



Logotype

storeroom logix

Powered by



Logo variations

Our logos come in white, too.
White logos should be used on dark
colored backgrounds.

Core Logo



Monogram



Logotype

storeroom logix

Powered by



Logo details

Clearspace

Make sure our logo is always clearly visible by leaving clear space around it.

Minimum Size

The minimum size may vary depending on the process or materials used. Use the dimensions to the right as a reference when sizing.

Clearspace

For legibility and impact, avoid putting any text or graphics within one 's' distance of all sides.



For legibility and impact, avoid putting any text or graphics within one 'X' distance of all sides.



Minimum Sizes

storeroom logix | Logotype
Minimum width 1.5"

storeroom
LOGIX | Logo
Minimum width 1.5"

SRX | Monogram
Minimum width .8"

storeroom
POWERED BY LOGIX | Powered by
Minimum width 1.5"

Logo DONT'S

To maintain a strong, cohesive and distinctive brand it is important to use our logos correctly.



Do not change spacing or alignment of our logos.



Do not rotate or change our monogram.



Do not make new logos.



Do not outline our logos.



Do not rearrange our logos.



Do not change our logo colors.



Do not distort our logos.



Do not add a shadow to our logos.



Do not change our wordmark.

Additional logos

Our product features have logos, too. These logos should be used to market specific features ONLY. Never replace our core logo with an additional logo.

When constructing logos for new 'features', the feature name should be typeset using American Typewriter, and LOGIX should remain untouched.

INTEGRATION Logo



SURPLUS Logo



ILX Monogram



Color palette

Our colors are uniquely us; they exude our personality and bring a creative spirit to all SRX communications.

Our primary colors are intended to be used on all SRX communications. These colors are blue, grey, black and white.

Our secondary colors are subsidiary colors intended to be used as accents on applications that require additional colors, like illustrations and charts or graphs. Secondary colors are never used as dominant colors and should never overwhelm the primary colors in communications.

Use RGB colors for digital applications and CMYK colors for printed applications.

Primary

SRX Blue PANTONE 654C RGB 0 58 112 HEX/HTML 003A70 CMYK 100 73 0 33	Black PANTONE BLACK 6C RGB 16 24 32 HEX/HTML 101820 CMYK 100 61 32 96	
SRX Dark Grey PANTONE COOL GRAY 9C RGB 117 120 123 HEX/HTML 75787B CMYK 50 40 34 17	SRX Light Grey PANTONE COOL GRAY 1C #RGB 217 217 214 HEX/HTML D9D9D6 CMYK 10 7 5 0	White #FFFFFF rgb 255/255/255 cmyk 0/0/0/0

Secondary

SRX Orange PANTONE 158C #RGB 232 119 34 HEX/HTML E87722 CMYK 0 62 97 0	SRX Teal PANTONE 4164C RGB 28 129 114 HEX/HTML 1C8172 CMYK 80 11 51 22	SRX Green PANTONE 2292 C RGB 147 201 15 HEX/HTML 93C90F CMYK 43 0 100 0
SRX Yellow Pantone 1235C RGB 255 184 28 HEX/HTML FFB81C CMYK 0 25 94 0		

Fonts

The fonts for SRX-branded communications offer the flexibility needed to communicate in a way that is unique to SRX across a variety of media.

- Headline font Merriweather Bold is a serif font available on Google Fonts.
- Body copy font Roboto is also available on Google Fonts
- Alternate fonts Georgia and Arial are used for Microsoft Office digital communications, such as PowerPoint, when Merriweather and Roboto are not available.

Headline Font

Merriweather Bold

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&

Body Fonts

Roboto Bold

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&

Roboto Regular

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&

Alternate Headline Font

Georgia Bold

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&

Alternate Body Fonts

Arial Bold

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&

Arial Regular

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&

Typographic styles

Our fonts work well together when used in a consistent hierarchy.

Whenever possible, we recommend:

- **Headers:**
Merriweather Bold
SRX Blue or White
- **Sub headers:**
Merriweather Bold
SRX Blue or White
- **Body Copy:**
Roboto Regular/Bold
SRX Dark Grey, Black or White

Fast Facts

The Next Generation of VMI

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Fast Facts

The Next Generation of VMI

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Photography

SRX's communications feature full-color photography.

Product images gives a close-up look at our technology and offerings.

Choosing the right image

- Images should be based on the content of the application you are creating.
- Make sure the photos capture un-staged moments that feel human, real and authentic.
- Colors should appear real and NOT hyper-intensive. Blue should be incorporated when possible as a link our brand colors.
- Color saturation should be natural to give warmth and humanity to the brand.

Our images have a distinctive color overlay. Use SRX Blue at 70-80% opacity to create this look.

Product images

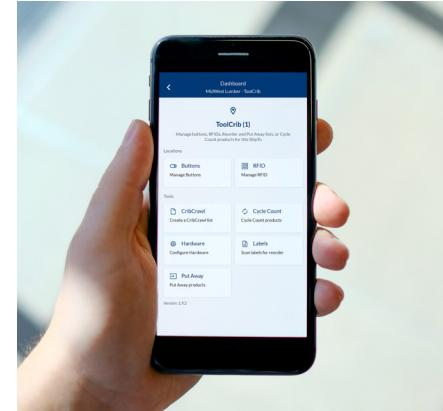
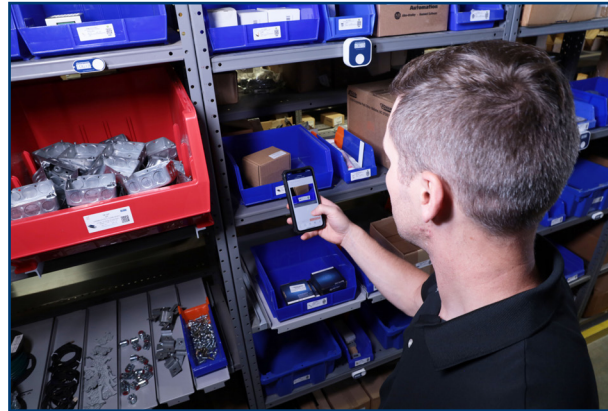
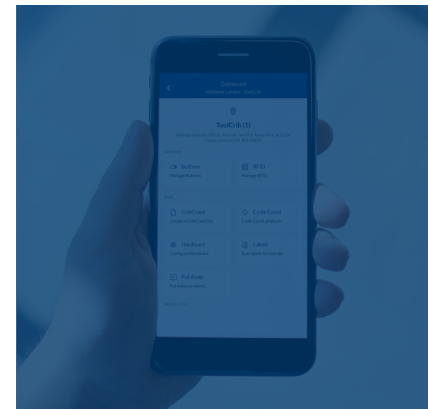


Image overlay



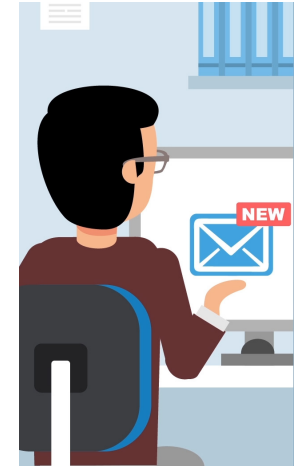
Illustration

Illustrations can be used to convey ideas and processes in an approachable way.

SRX people illustrations show cartoon-style figures interacting with our technology and products. These are meant to illustrate real scenarios.

When creating new illustrations, please use colors from our primary and accent color palette

People Illustrations



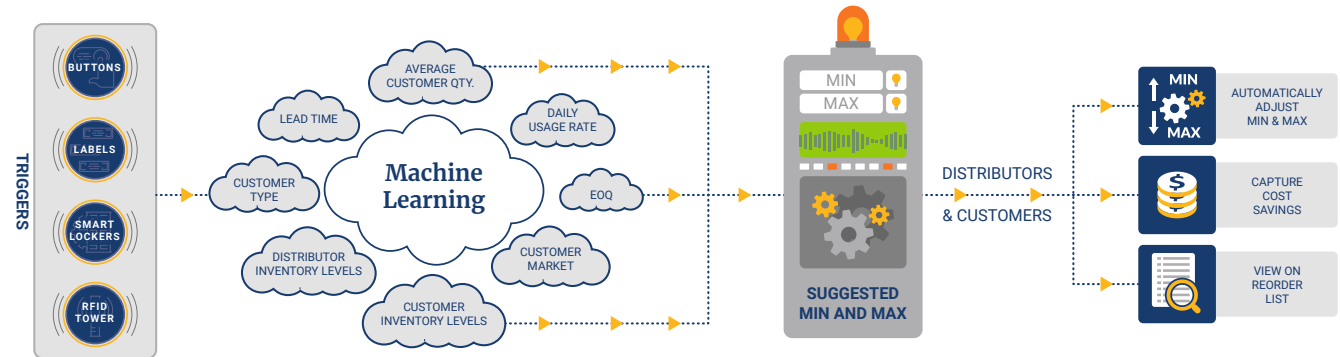
Infographics

Infographics are an engaging way to deliver information quickly and effectively. We use infographics to visualize complex processes.

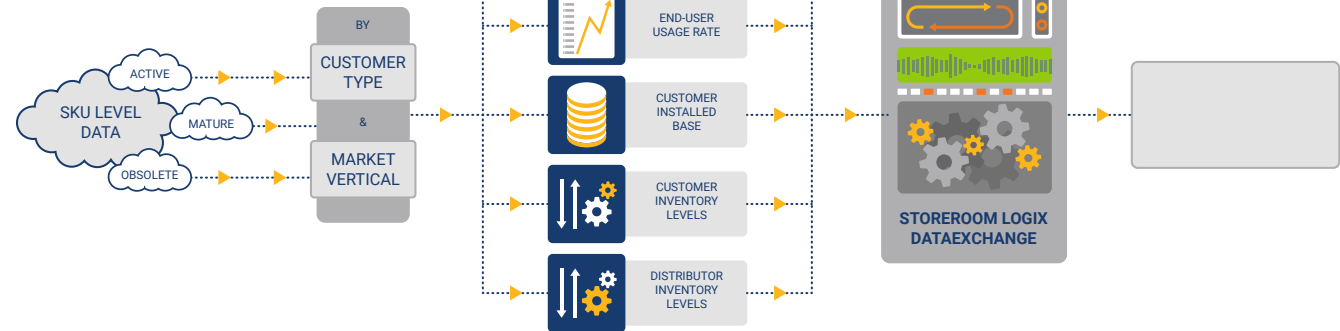
When creating new infographics

- Always use colors from our primary and accent color palette
- Always use our brand fonts
- Use SRX Blue for dotted lines and SRX Yellow for arrows.

Big Picture Infographic



storeroom
LOGIX



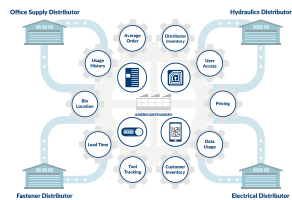
Infographics

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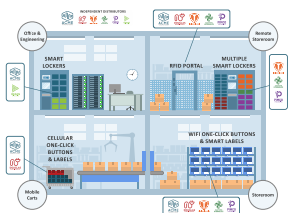
When creating new infographics

- Always use colors from our primary and accent color palette
- Always use our brand fonts
- Use SRX Blue for dotted lines and SRX Yellow for arrows.

Multi-vendor



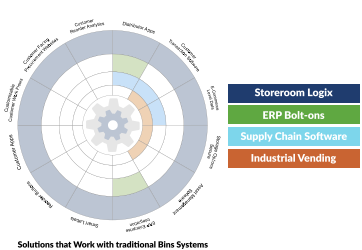
How it works



How we integrate



How we compare



Analytics



Seamless Data transfer



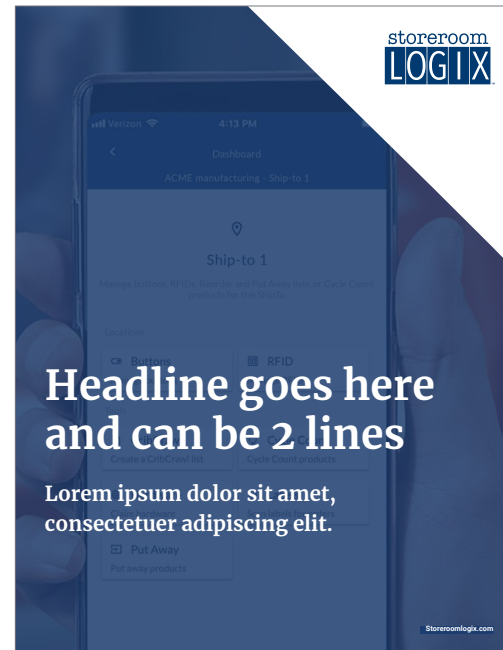
The corner motif

The corner motif is a core part of our design system. It can be used to add visual interest to a layout and/or to hold our logo.

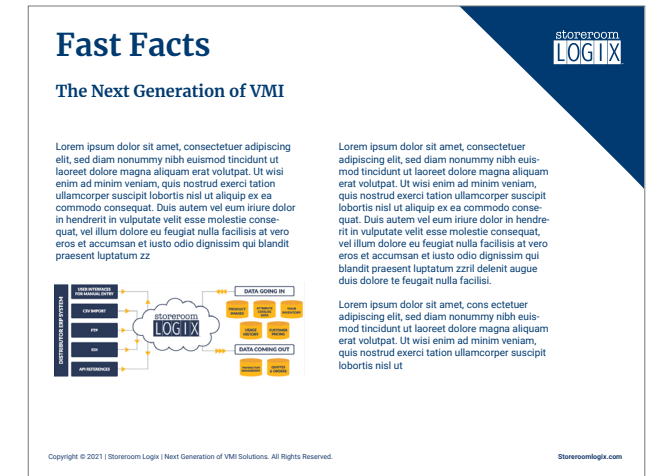
- Corner motifs can be used with or without images, depending on the situation and communication.
- When using the motif over imagery, **always make sure the image has an SRX Blue color overlay (85% opacity).**
- When using the corner motif as a holding shape for our logo, always ensure the logo meets minimum size requirements.
- The motif should always be used in full and never cropped off the page.

To the right are some possible compositions and arrangements.

Over image



Graphic only (landscape document)

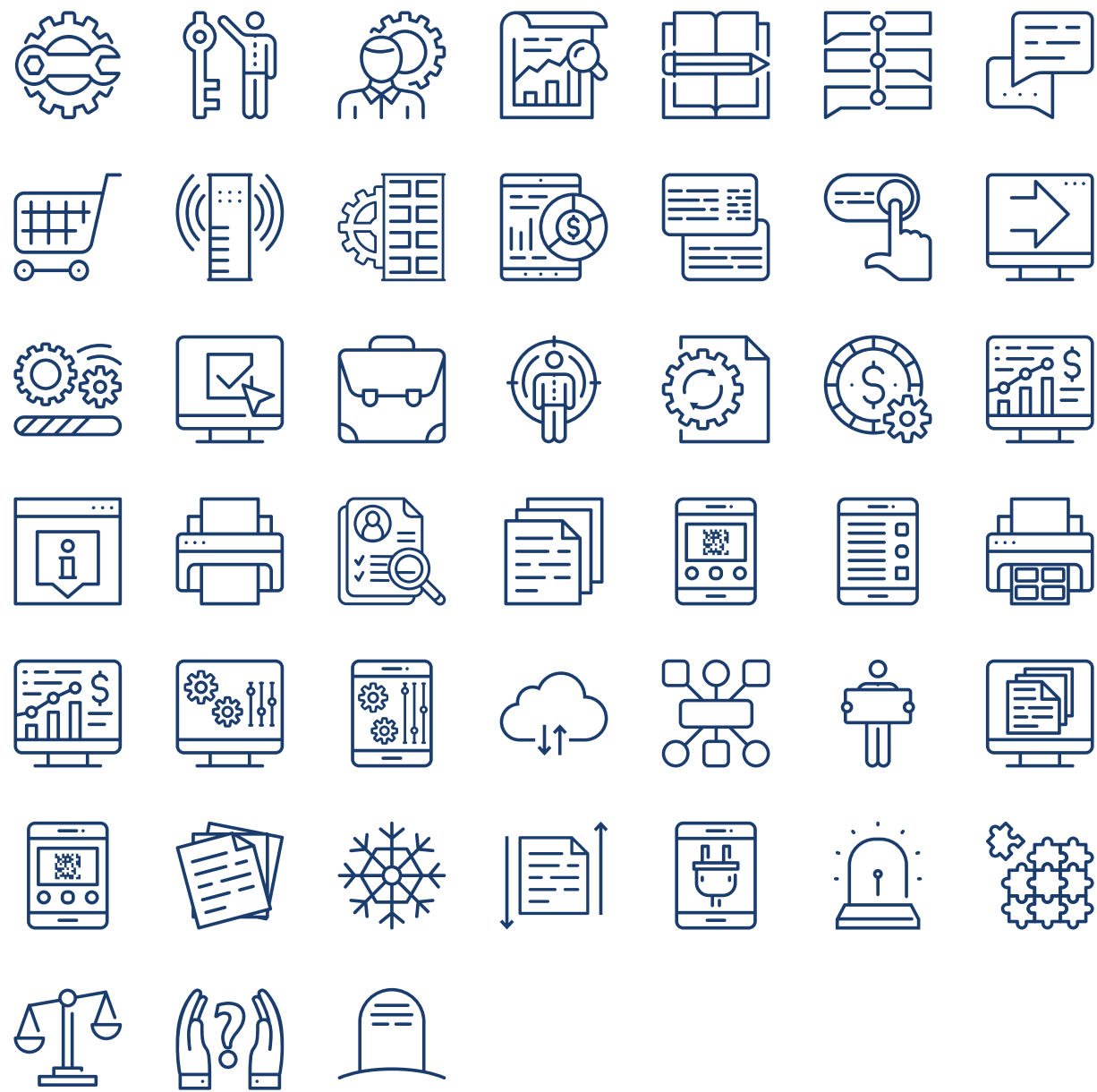


Graphic only (letterhead)



Brand iconography

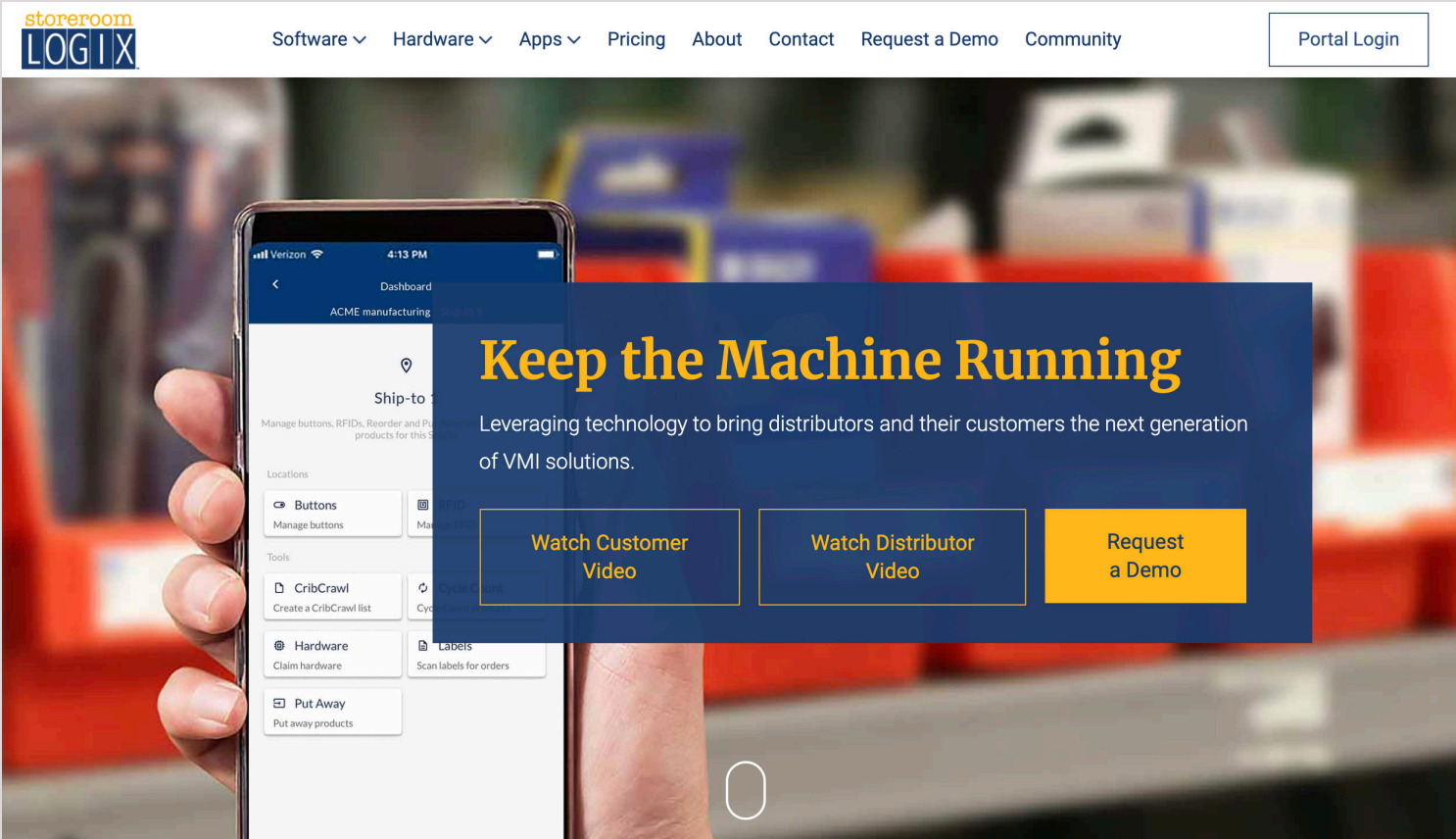
Our brand icons are used to enhance communications materials. These can be used in SRX Blue or White.



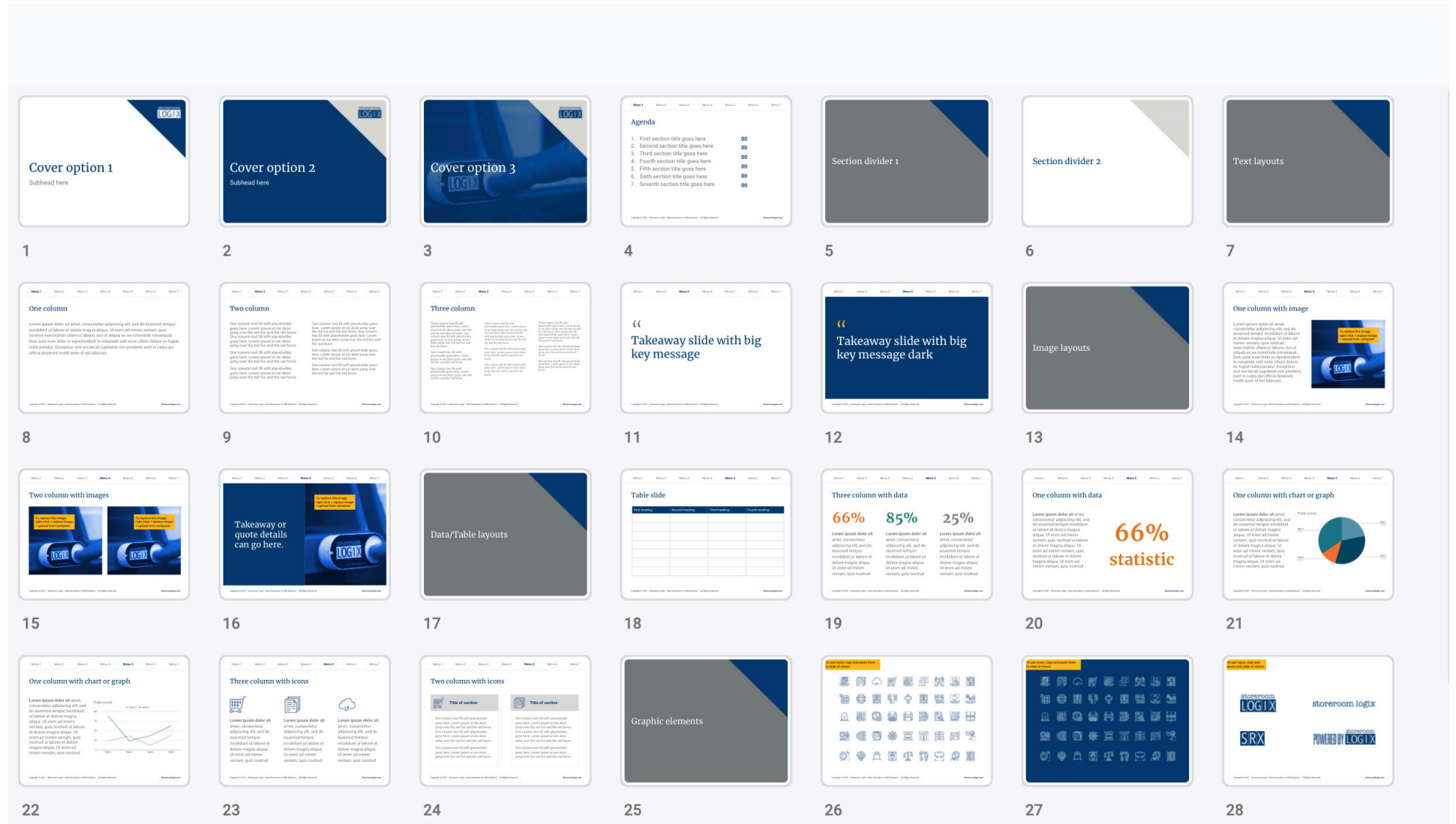
Applications

The following sample applications demonstrate how we bring our visual system to life.

Website



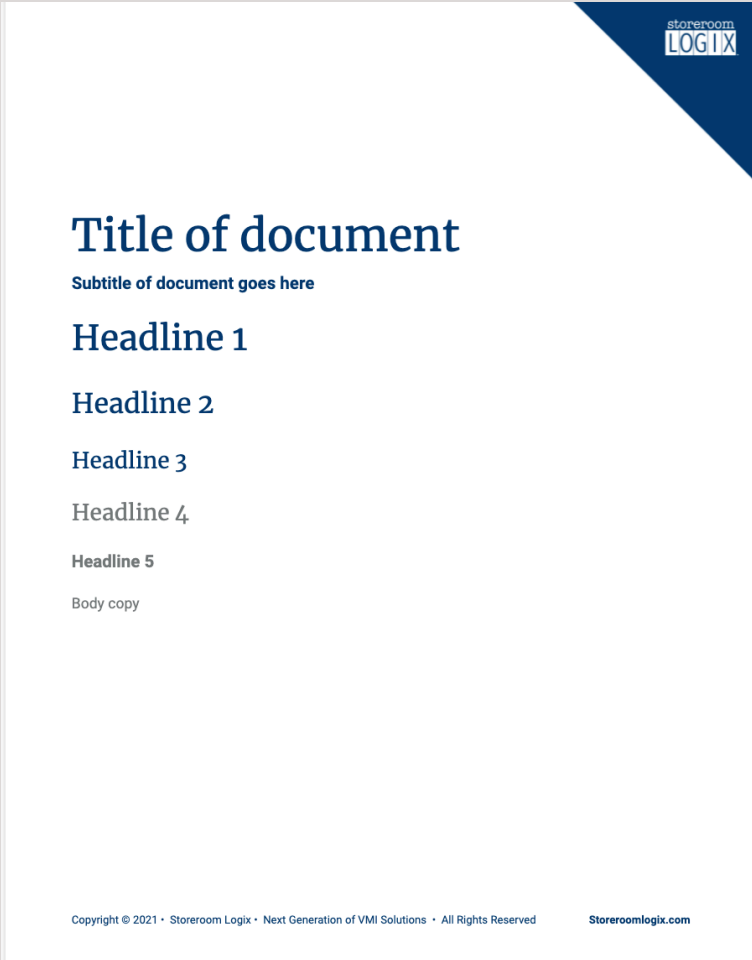
Document (Landscape)



Document (Portrait)



Letterhead



Email signature

Sample e-mail copy. Lecuptatiat aut quat verfernam, officianis eaqui tem vollam a voloreptam, nimus re, alit, con re es quist qui serum restio. Itas el id ut harias estrum fugit velentem et eostia vendit aspient iduciatur?

Equia perit, iliquam qui doluptatet estia pa venisquibus ex et veleuptatae volorerum quiatatur?

Olenimincta volorerum es dolut es remolum ulpa nobita as adignam, qui odit ipiet eos a porerae volecusant enis rerio beari-bus ipist, sunt quatumquam estem eaque ma quo cone od ma doluptio illauda epuditatur ra nonsend andant ut lant, con-sequas eos aditemp ernatur, ad eum hitia ditam vel int es et aliciis exeriam quos alit et alibusa nisitatem repudi nit, sene velenisin nonsenimi, nos errorci cietur, ut ex event.

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Et veles et pa quo quassenem quidus sequature simin re voluptio corumqu aerias sollacit utae nis pre, sime ped untem re duci volenimus.



Name, Position

C: 847.922.2181 • P: 984.221.0905 x1301 • storeroomlogix.com

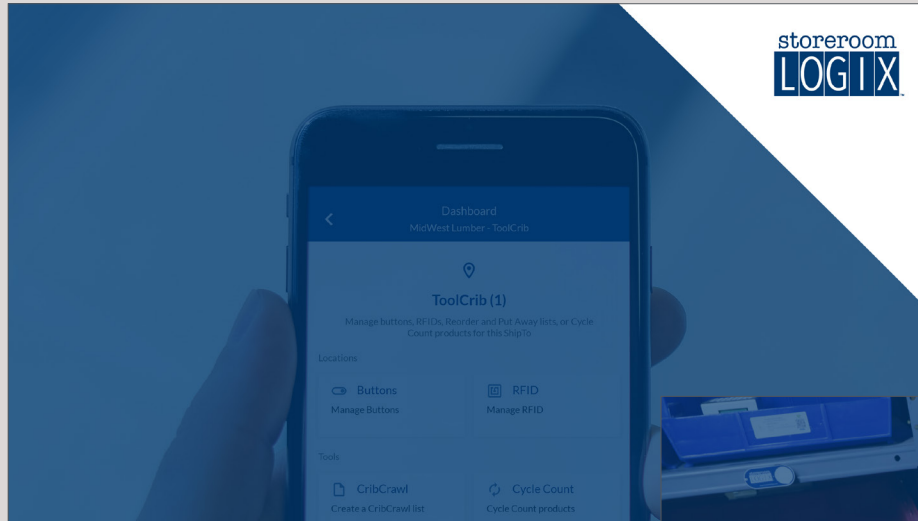
Vending machine wrap



RFID tower



Virtual backgrounds



Thank You