

2021

LANTRONIX

Brand Guide

LANTRONIX

Brand Guide

Contents

| | |
|---------------------------|----|
| Identity | 5 |
| Logo Components..... | 6 |
| Clearspace & Reverse..... | 8 |
| Incorrect Usage..... | 10 |
| Possessive Form..... | 12 |
| | |
| Elements | 15 |
| Typography..... | 16 |
| Color Palette..... | 18 |
| Icons..... | 20 |
| Illustrations..... | 22 |
| Photography..... | 24 |
| | |
| Brand Usage | 26 |

Identity

Logo Components

The Lantronix logo is the key element of our brand. This style guide introduces all approved Lantronix logo versions and demonstrates the rules around them for both print and online use. Always use the Lantronix logo in accordance to these guidelines.

The logo can be used with or without the tagline.

Logo with Tagline



Logo without Tagline



Clearspace and Reverse

Clearspace is the minimum area designated around the perimeter of the logo to be free of text and graphics, and is intended to ensure the visibility and integrity of the mark. The clearspace has been set according to specific dimensions of the different logo components.

The clearspace is measured with the “X” taken from the logotype. With or without the tagline, the Lantronix logo should have a minimum of one “X” of space around it.

The reverse logo version is for use in applications with dark or colored backgrounds.

Clearspace



Reverse (Grey)



Reverse (Orange)



Incorrect Usage

Utilizing the approved rules and logo versions explained in this style guide will strengthen brand consistency and maintain the integrity of the identity. Incorrect usage of the Lantronix identity, as seen here in several examples, should be avoided.



Don't remove elements



Don't add elements



Don't rotate



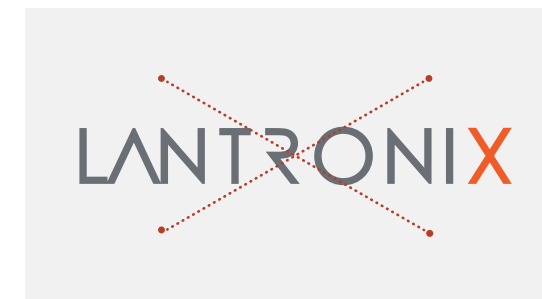
Don't change type



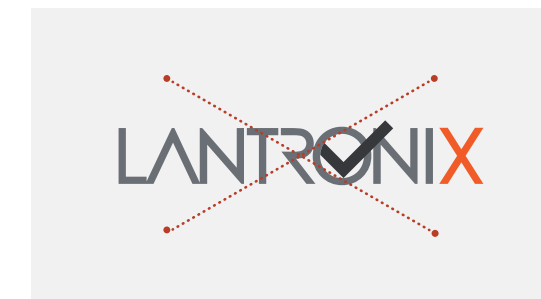
Don't change colors



Don't stretch



Don't change kerning



Don't cover up

Possessive Form

When referring to Lantronix in the possessive form, use **Lantronix's**.

Example:

“Lantronix’s expertise has allowed them to enable and connect devices and machines in the Internet of Things.”

Elements

Typography

The chosen typefaces to express the Lantronix brand are Roboto and Manrope. All weights and variations may be used.

We recommend using Manrope for header text — 24pt or larger and Roboto for body text — 18pt or smaller.

Using variations in font weight is recommended for visual contrast.

Aa
Manrope

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa
Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sample Title

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Color Palette

Using the approved Lantronix colors is key to maintaining brand consistency. To ease communication, colors have been given unique names.

Colors can be used at any level of opacity.

Coated paper (versus uncoated), is preferred for printing purposes.

Primary



Orange

PMS 1655
CMYK 0, 84, 100, 0
RBG 241, 91, 37
HEX #F05B25



Slate

PMS Cool Gray 10
CMYK 38, 29, 20, 58
RBG 105, 110, 116
HEX #696D73



Pebble

PMS 90% Black
CMYK 0, 0, 0, 90
RBG 54, 56, 59
HEX #36383B

Secondary



Deep

PMS 534
CMYK 98, 75, 38, 25
RBG 16, 65, 99
HEX #104163



Teal

PMS Bright Green
CMYK 77, 8, 53, 0
RBG 29, 170, 146
HEX #1DAA92



Lime

PMS 368
CMYK 47, 5, 100, 0
RBG 148, 191, 62
HEX #93BF3D



Rust

PMS 7599
CMYK 20, 89, 100, 10
RBG 184, 61, 38
HEX #B73D26



Mustard

PMS 123
CMYK 0, 21, 93, 0
RBG 253, 200, 47
HEX #FDC82F

Tertiary



Sky

PMS 298
CMYK 63, 21, 0, 0
RBG 63, 169, 245
HEX #3FA9F5



Ocean

PMS 3553
CMYK 89, 55, 3, 0
RBG 14, 109, 176
HEX #0E6DB0



Purple

PMS 2369
CMYK 82, 84, 0, 0
RBG 74, 49, 189
HEX #4A31BD

Icons

Lantronix has an ever-growing family of icons that can be used for web interfaces and diagrams.

Icons can be used to represent symbols, products, things, computing and interfaces, and features.

Icon use and creation is recommended for simple concepts and ideas that have recognizable imagery on how something is represented.

Icon Examples



Retail



Healthcare



Smart Cities



Transportation



Engineering



Utilities

Icons In Use

Complexity of IoT

The race to connect all devices and systems to the internet has led to a massive increase in number of devices to connect and control.



Our flexible IoT application platform that enables operators to monitor, configure, and control a complex, dynamic environment.

- o SaaS
- o Cloud deployable
- o On-premise deployable



Centralized Management



Managed Services



Software-defined Automation



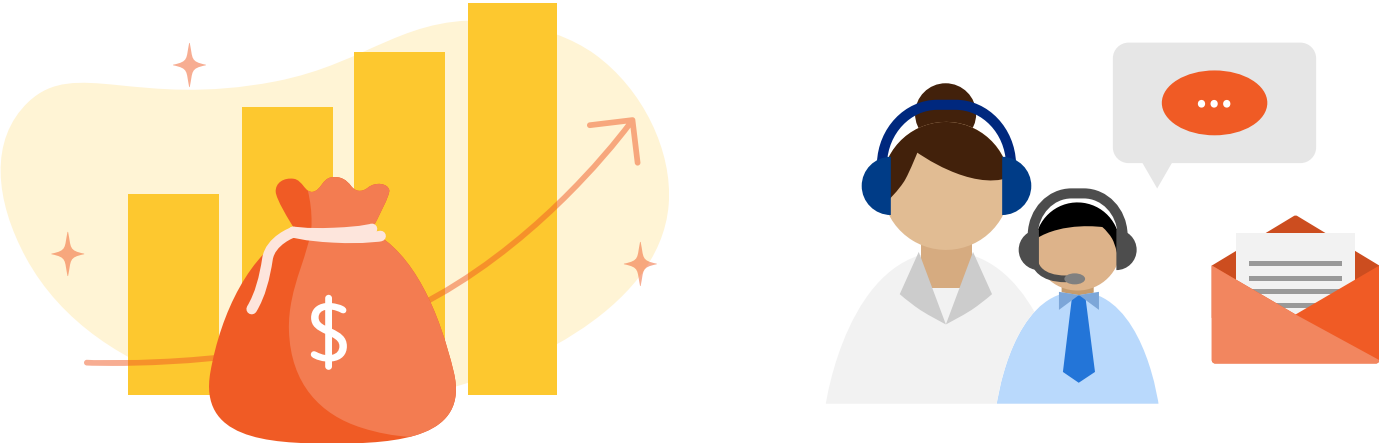
Analytics and Insights

Illustrations

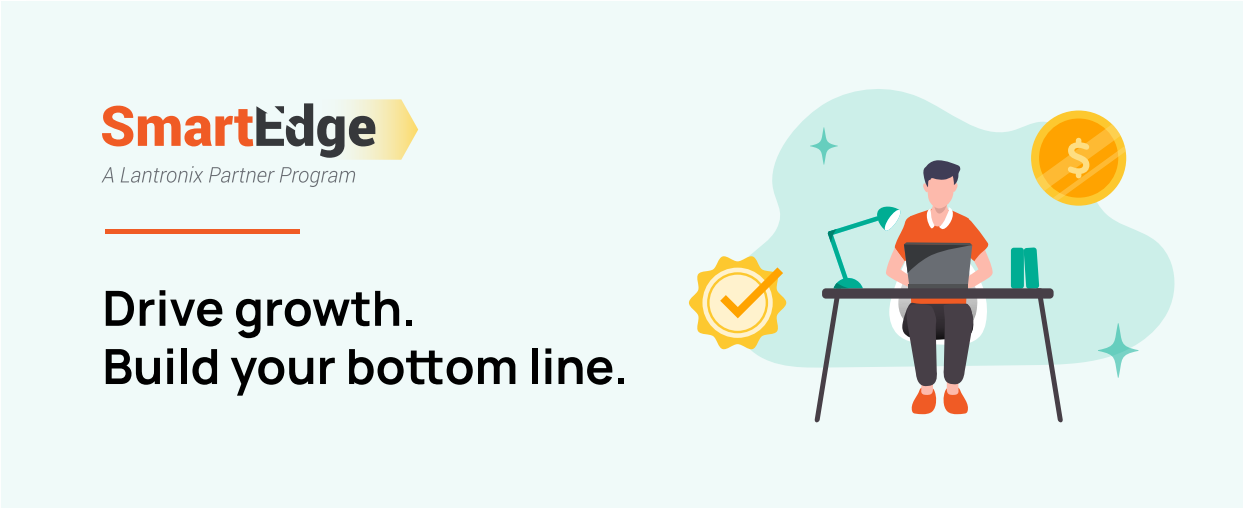
Illustrations are used to convey broader concepts and ideas.

They can be used as diagrams to show processes, flows, or concepts better represented as multiple images combined together instead of an icon.

Illustration Examples



Illustrations In Use



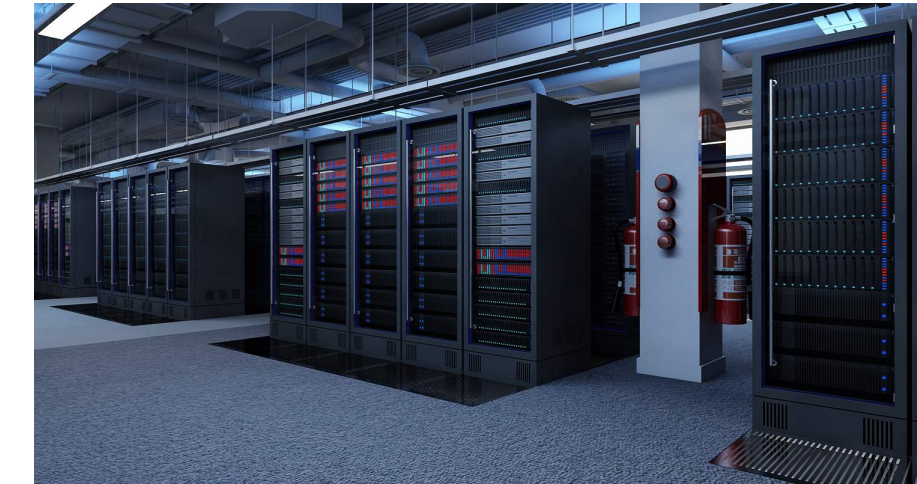
Photography

Photography can be a powerful asset to use when following a consistent theme. Use photos to show content between our products and services and real life.

Photos should not have any illustrated artwork layers on top.

If illustrated artwork is required to convey a concept or idea, use full illustrations instead.

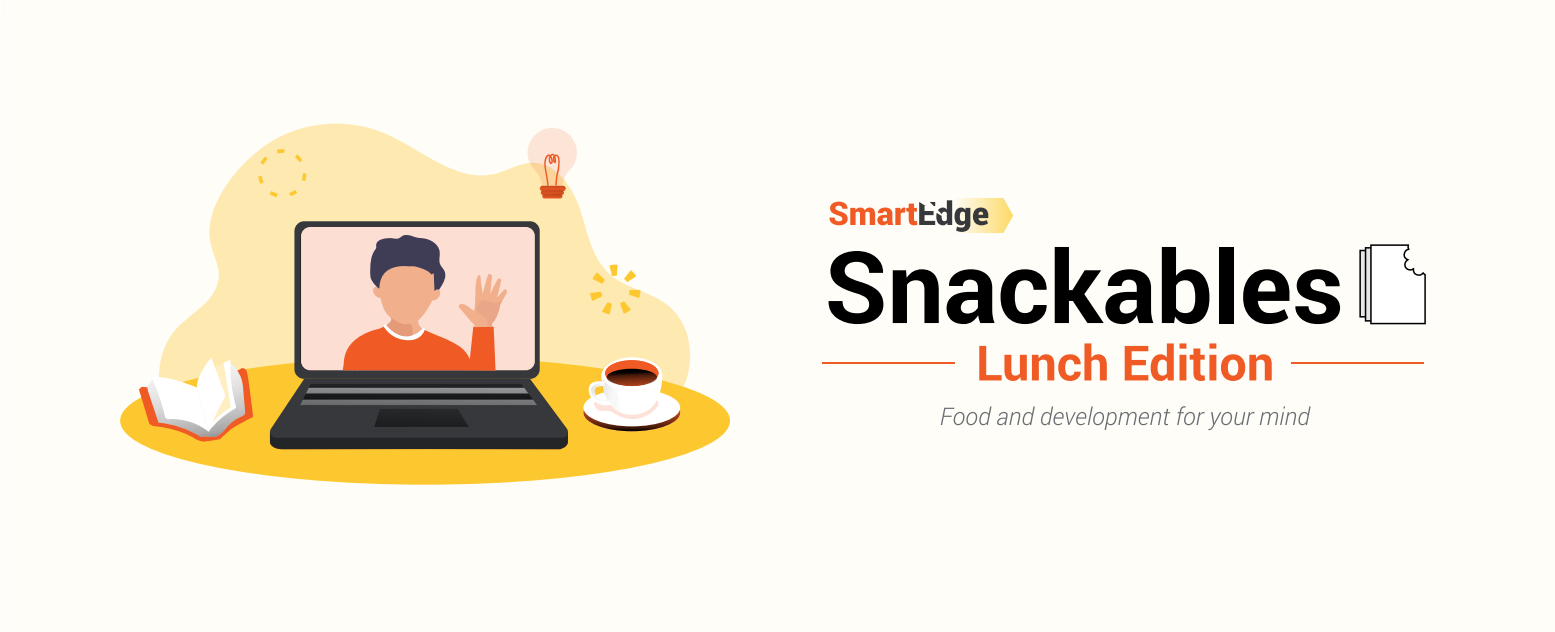
Proper Images



Improper Images



Brand Usage



Embodied
moxie

Case Study

Advanced Robotic & AI
Engineering Serices

LANTRONIX®



