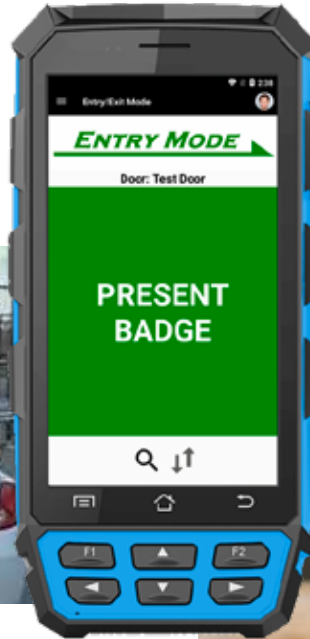# TELAERIS

Handheld Readers for Badge Verification and Emergency Mustering

BRAND STYLE GUIDE

INSPIRATION BOARD

Handheld Badge Verification & Access Control Readers
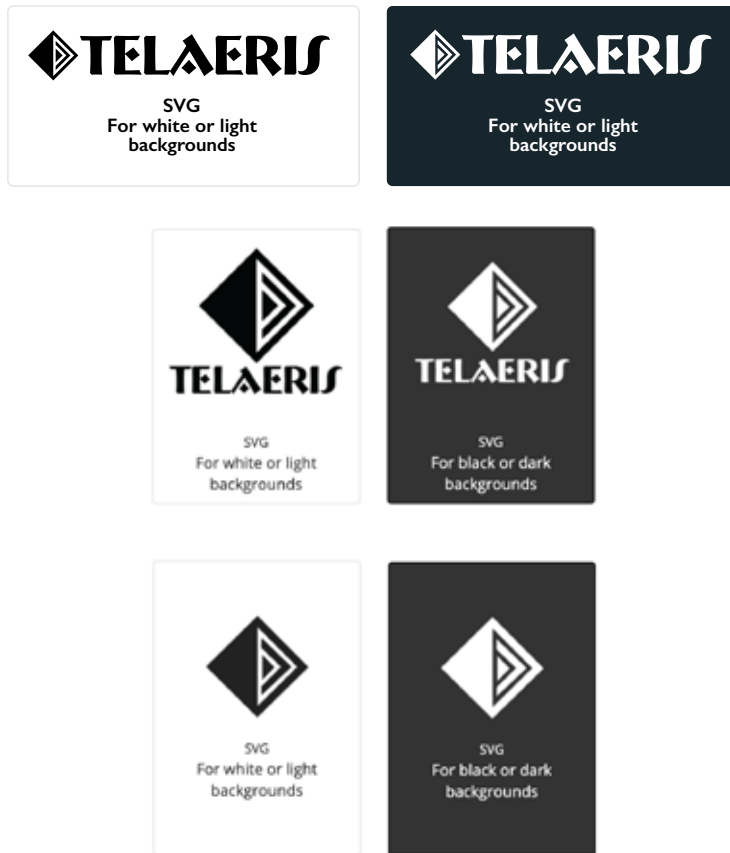
Emergency Evacuation & Mustering

PRESENT BADGE

ENTRY MODE

Door: Test Door

MUSTER POINT

COVID-19 HealthCheck Screening

Tracking for Security & Safety

FAST Evacuation Roll Call

LOGO USAGE

SVG
For white or light backgrounds

SVG
For white or light backgrounds

SVG
For white or light backgrounds

SVG
For black or dark backgrounds

SVG
For white or light backgrounds

SVG
For black or dark backgrounds

Please be sure to keep space around the logo, approximately 20 pixels or half the size of the diamond image, however big or small it is. Diamond logo should never be smaller than 20 pixels and the full logo should not be smaller than 70 pixels or one (1) inch.

Branding & Logo Guidelines

We're excited to provide you with the Telaeris logo for use on marketing materials or helping you advocate your existence on the networks. To deliver consistent message, we've created this simple guide.

PRONUNCIATION
Telaeris takes its name from the Greek root "tele" (for "distance") and the Latin word "aer" (for "air"), pronounced "Tel-AIR-is".

HOW TO USE THE TELAERIS LOGOS
The Telaeris logos may be included in third-party applications or to promote our partnership with a brand. You may use the text logo, the diamond icon combinations shown to the left. If you are integrating Telaeris into your application, you should use one with the diamond icon.

PLEASE DON'T
X Use our logo with colors other than black or white
X Alter the shape of our logos
X Include the Telaeris logo on physical merchandise

MISTAKES HAPPEN
Here is the correct way to spell our name.
TELAERIS
Telaeris
~~Telaris~~
~~Telearis~~

LOGO USAGE - XPressEntry

XPRESSENTRY

XPRESSENTRY

XPRESSENTRY

Please be sure to keep space around the logo, approximately 20 pixels.

Branding & Logo Guidelines – XPressEntry

XPressEntry is used for our premier product solution for handheld devices that are mobile and utilize our technology and solutions for access control, emergency mustering and tracking people.
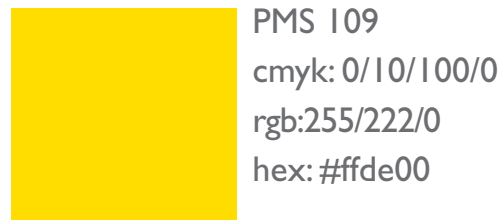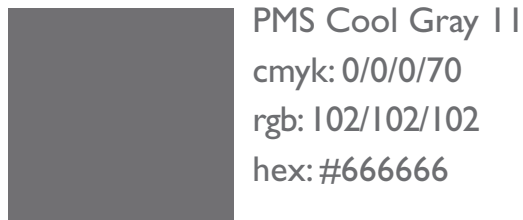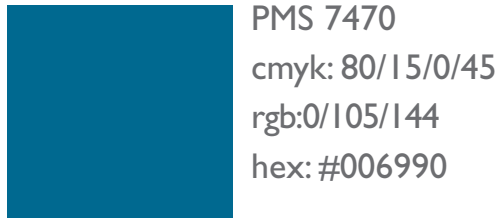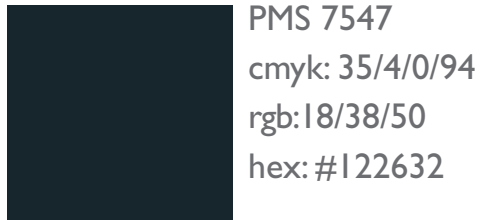
HOW TO USE THE TELAERIS XPRESSENTRY LOGO
The Telaeris XPressEntry logos may be used on our sales sheets. Learn more about this logo and how to use it on our fonts page.

COLORS
XPressEntry logo may be used in Telaeris Blue (PMS 7470) or Black on white or reversed as white on black or dark solid color.

BRAND COLORS

PMS 7547
cmyk: 35/4/0/94
rgb: 18/38/50
hex: #122632

PMS 7470
cmyk: 80/15/0/45
rgb: 0/105/144
hex: #006990

PMS Cool Gray 11
cmyk: 0/0/0/70
rgb: 102/102/102
hex: #666666

PMS 109
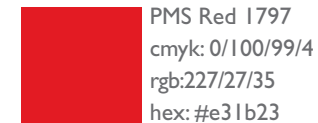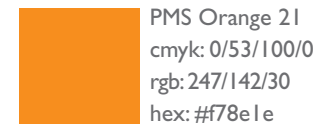cmyk: 0/10/100/0
rgb: 255/222/0
hex: #ffde00

Brand colors are used for all internet and collateral. Our product sheets often use the dark blue / PMS 7547 at the top and bottom of the product sheet while fonts are typically in black or grey. Some highlighted copy us used with the blue / PMS 7470 or yellow / PMS 109 background and black type. Please see samples.
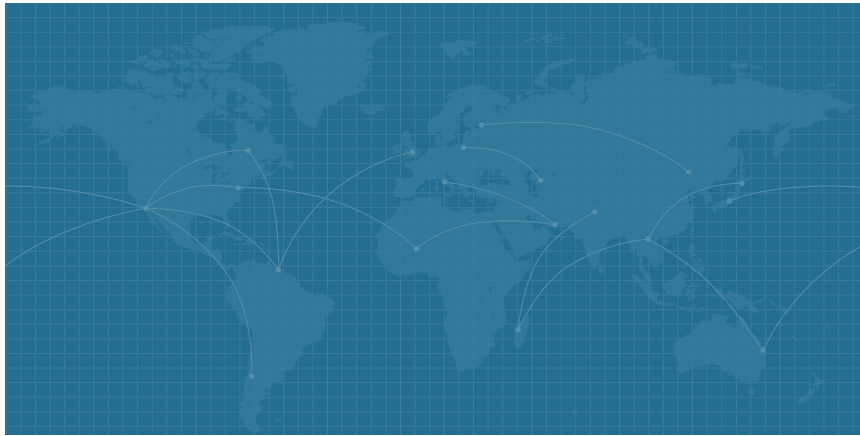
Website buttons are typically yellow with black type.
Website linked body copy are blue / hex #006990

ACCENT COLORS
Orange or red may be used for accent type or pointing arrows when required.

PMS Orange 21
cmyk: 0/53/100/0
rgb: 247/142/30
hex: #f78e1e

PMS Red 1797
cmyk: 0/100/99/4
rgb: 227/27/35
hex: #e31b23

BACKGROUNDS

Typically we will use our international map as a background image for headers and banner images for internet or collateral projects. Otherwise a simple white background is used for product photos.

Variations of this image:
- Darker blue overlay gradation from top, bottom or from the sides may be used to help partner logos and other overlay images show up better.
- Map may also be screened back to 20% for a soft pattern-like effect in some cases.

OTHER BACKGROUNDS
White to 10% grey gradation may be used behind product images. Here are two options for this type of background.

FONTS

TELAERIS (logo)

The Telaeris logo has been set and there are no other uses for this font accept for in the logo. Please download final outlined art logo from the Telaeris website.

PRODUCT SALES SHEET:

Copperplate Bold Italic

COPPERPLATE BOLD ITALIC

The Copperplate Bold Italic font is primarily used for the descriptive title of our products and used exclusively on our sales sheets (see sample).

GILLS SANS STD

The Gills Sans font is used in several different styles and is the primary content font for collateral. Paragraph style is justified LEFT. Body fonts are black. Some secondary descriptive content may be used in PMS Warm Grey 11 or 70% Black (dark grey).

GILLS SANS STD BOLD

Used for "Certified Partners/Benefits" and in ALL CAPS for heading on product sales sheets, brochures, signs and other collateral materials.

GILLS SANS STD LIGHT

This font style is used for all product sales sheets, brochures, signs and other collateral materials as the main body content style.

Here are some variables of Gills Sans STD that are acceptable uses.

Gills Sans STD Light	**Gills Sans STD Bold**
Gills Sans STD Regular	***Gills Sans STD Bold Italic***
Gills Sans STD Regular Italic	**Gills Sans STD Extra Bold**
Gills Sans STD Condensed	
Gills Sans STD Bold Condensed	

WEBSITE FONTS & COLORS
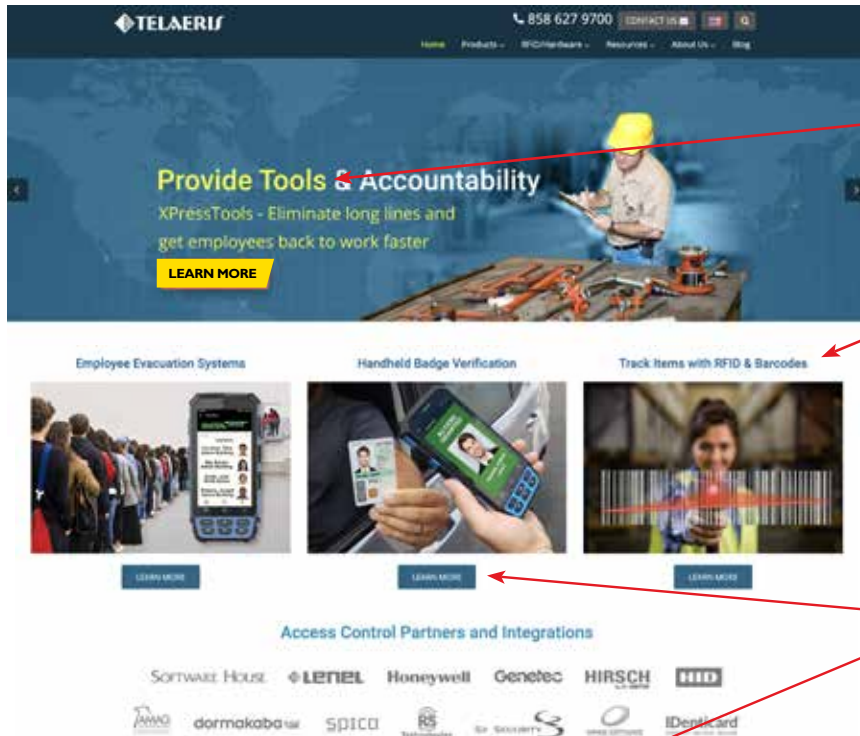
Main website fonts are Avenir and Avenir Bold.

BANNER ART HIGHLIGHTED TEXT
Use yellow, hex color: #ffde00 as shown in HOME page header to the left.

HEADINGS
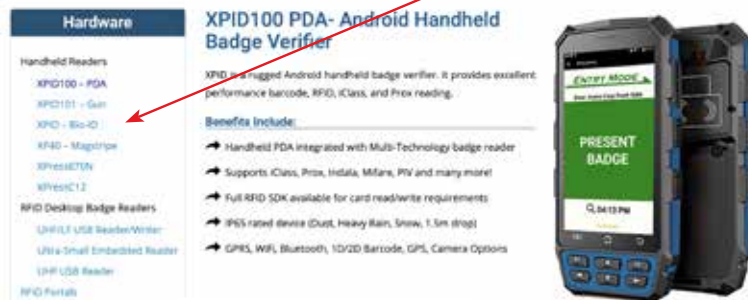Use Avenir Bold at 24pt height in hex color: #006990 (Medium Blue).

BODY COPY
Use Avenir Regular 14pt with 18pt leading in black.

LINKS
Use hex color: #006990

PRODUCT PAGE:

SECONDARY CONTENT / PARTNER LOGOS
Use grey, hex color: #666666

VISUALS / SUPPORTING IMAGES
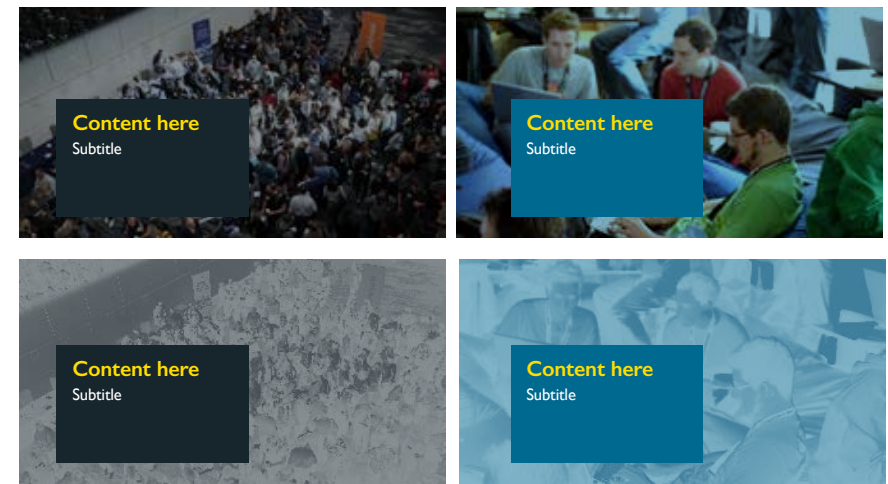
PRODUCTS IN USE

Images are typically "in use" product shots that emphasize allowing authorization or access for people, assets or information.

Some images will use collage or multiple images together to communicate our message of usage as clearly as possible for all tracking systems.

Products are often used on the data sheets or shown on the website as cut-out images with no background so they stand out.

For website, internet and social media usage, some images may be used with a grey or blue tinted version to allow for better pop of messaging. Background images may be in color or black and white.

PRODUCTS IN SALES SHEETS / WEBSITE

XPID 100

XPID 101

Content here
Subtitle

Content here
Subtitle

Content here
Subtitle

Content here
Subtitle

ONLINE BRANDING

SOCIAL MEDIA BANNERS

Handheld Readers for Badge Verification and Emergency Mustering

www.telaeris.com

Several samples of images and general branding have been shown here using the background and main colors.

Main headlines and messages should be in Yellow (PMS 109 / hex: #ffde00) with buttons or call to actions in a yellow box with black Gills Sans fonts.

SOCIAL MEDIA IMAGERY

Handheld Access Control

FAST & ACCURATE

Badge Verification

ACCESS +

Handheld Identity Authentication

LEARN MORE   TELAERIS

The Telaris logo should appear as a symbol or the whole logo and can be white or black, whichever shows up the best on the background. Typically the logo or website should be placed in the lower right corner of the image or banner art.

Messaging should be simple and to the point. On larger banners for social media, please include all social accounts where Telaeris is represented.

EVACUATION ROLL CALL

EMERGENCY MUSTERING

HealthCheck

COVID-19 SCREENING

TELAERIS

XPRESS ENTRY

FAST Roll Call & Emergency Mustering

For access controlled buildings and events

TELAERIS