



The Handheld Solution For Access Control

[www.telaeris.com](http://www.telaeris.com)

# BRAND STYLE GUIDE

Standards For Consistent  
Brand Communication.

# ABOUT THE COMPANY

Founded in 2005, Telaeris, Inc. is a US-based software company, specializing in handheld and hands-free safety and physical security solutions to enhance access control and track facility occupancy.

With a commitment to innovation, Telaeris collaborates with global companies to deliver effective workplace safety and security solutions, safeguarding lives, and business interests.

For more information, please visit <https://telaeris.com>.

## OUR MISSION

To empower organizations worldwide with advanced safety and security solutions that safeguard people and business interests, enhance access control, and improve real-time facility monitoring.

## OUR VISION

To lead the industry by harnessing real-time data from physical access control systems, delivering innovative handheld and hands-free solutions that empower every security and safety professional to keep workplaces and facilities safe, secure, connected, and well-monitored.

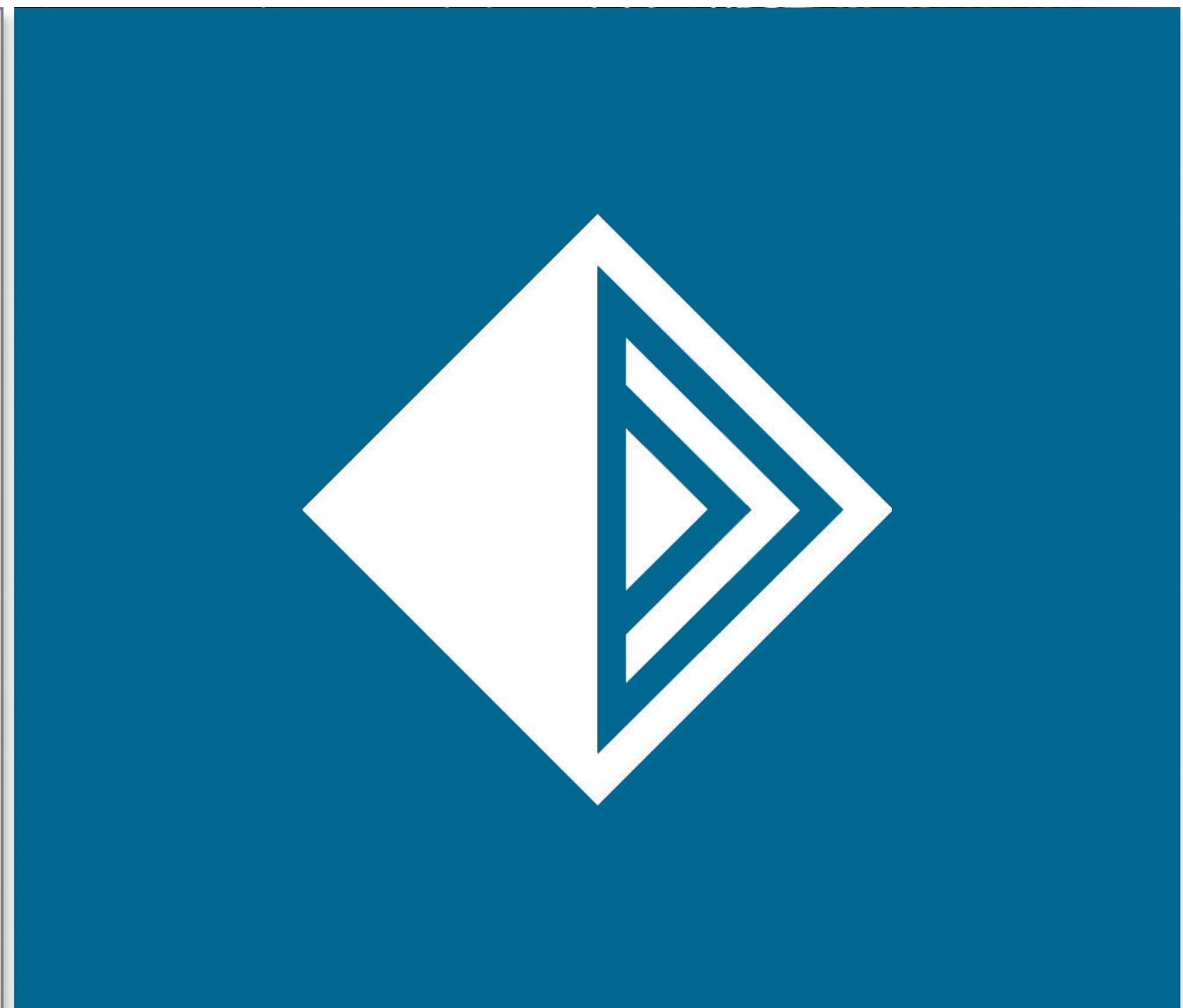
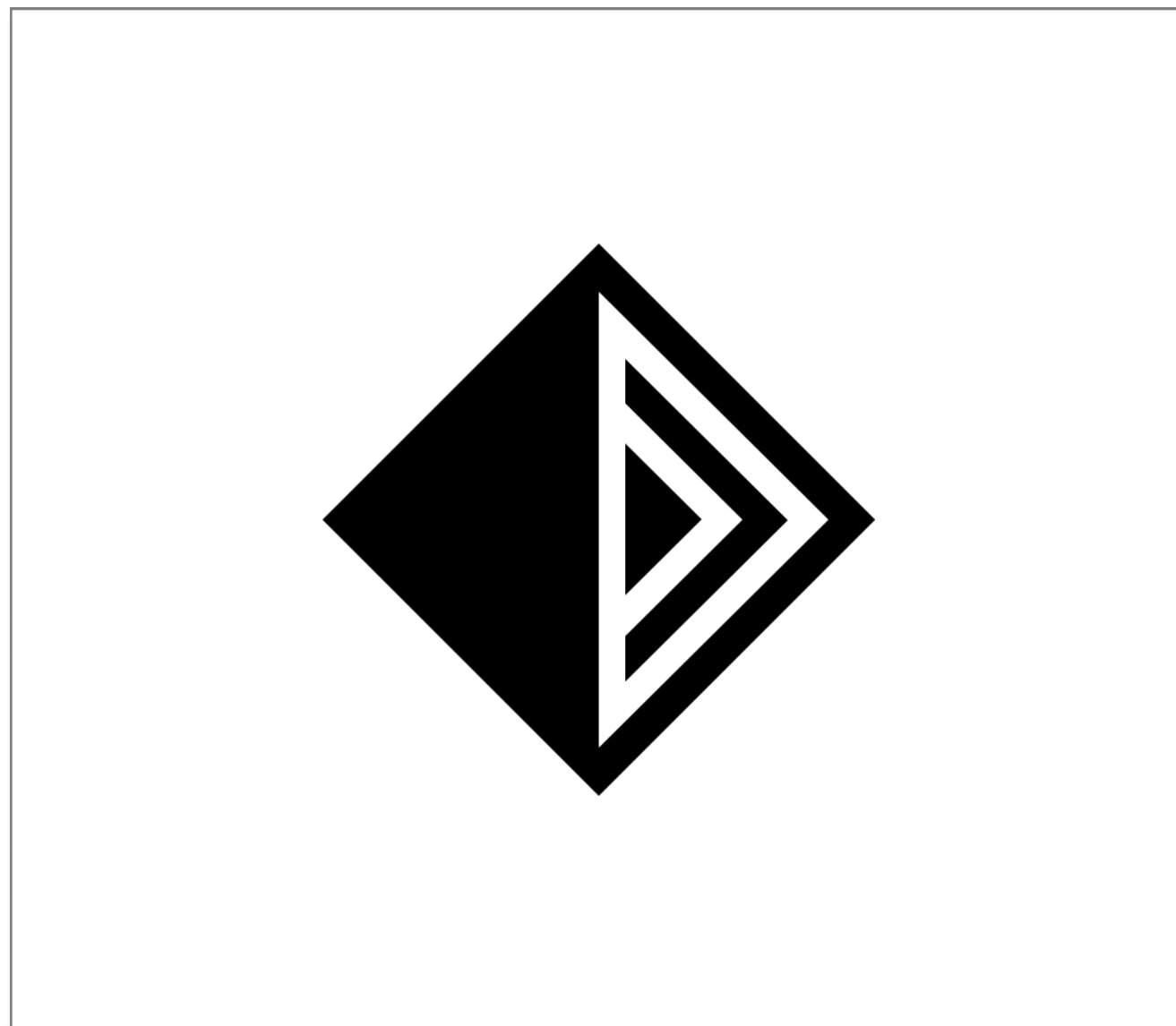
# LOGO DESIGN

- 2.1 Logomark
- 2.2 Logo Versions
- 2.3 Clear space
- 2.4 Minimum sizes
- 2.5 Logo XPressEntry

# LOGOMARK

To ensure brand consistency across different media and surfaces, various logo versions are provided. These logo variations offer flexibility and maintain brand recognition in different contexts.

The logo is available in two color versions: fully black or fully white. If text is included, its color should match the color of the logo.



# LOGO VERSIONS

## HOW TO USE THE TELAERIS LOGOS

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

Important: Third parties should never use the diamond icon alone or the text alone without the icon.

The logo text uses the **Bremer BT Bold** font. To maintain consistency, always use the logo files provided with these guidelines. Do not recreate or attempt to modify them.



# CLEAR SPACE

To ensure the logo remains clear and legible, maintain a clear space around it, approximately half the size of the diamond element, regardless of scale. The minimum height for usage is 20 pixels.

## PLEASE DON'T

- Use our logo with colors other than black or white
- Alter the shape of our logos
- Include the Telaeris logo on physical merchandise



# LOGO

## XPressEntry

XPressEntry is sub-brand of Telaeris.  
XPressEntry is the premier handheld solution for access control, emergency mustering, entry / exit tracking, and more

The logo text uses **Copperplate Gothic Bold Italic** font. To maintain consistency, always use the logo files provided with these guidelines. Do not recreate or attempt to modify them.



*XPRESSEENTRY*



*XPRESSEENTRY*



*XPRESSEENTRY*

### COLORS

XPressEntry logo may be used in Telaeris Blue PMS 7470 (RGB: 0, 105, 144) or Black on white or reversed as white on black or dark solid color









# COLORS & TYPOGRAPHY

- 3.1 Color pallet
- 3.2 Backgrounds
- 3.3 Font for all marketing assets

# COLOR PALLET

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 is used with the blue / PMS 7470 or yellow / PMS 109 background and black type.
- Website buttons are typically orange with white type.
- Website linked body copy are blue PMS 7470
- Orange or red may be used for accent type or pointing arrows when required.

 <p><b>PMS RED 1797</b></p> <p>cmyk: 0/100/99/4 rgb:227/27/35 hex: #e31b23</p>	 <p><b>PMS ORANGE 21</b></p> <p>cmyk: 0/53/100/0 rgb: 247/142/30 hex: #f78e1e</p>	 <p><b>PMS COOL GRAY 11</b></p> <p>cmyk: 0/0/0/70 rgb: 102/102/102 hex: #666666</p>	 <p><b>PMS 7470</b></p> <p>cmyk: 80/15/0/45 rgb: 0/105/144 hex: #006990</p>	 <p><b>PMS 109</b></p> <p>cmyk: 0/10/100/0 rgb:255/222/0 hex: #ffde00</p>	 <p><b>PMS 7547</b></p> <p>cmyk: 35/4/0/94 rgb: 18/38/50 hex: #122632</p>
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# BACKGROUNDS

We have several background options that can be used across various brand materials.

The background featuring the map and the brand's logo icon should be used for larger materials, such as banners, posters, or large signage.



# BACKGROUNDS

The next background options feature a gradient in the brand's signature colors, along with the logo icon. This background should be used for smaller materials, such as stationery, business cards, brochures, and other items where the design is applied to smaller surfaces.

Additionally, this background can also be presented in the brand's solid color instead of the gradient for a more streamlined and minimalist look.



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# FONT FOR ALL MARKETING ASSETS

The **Inter font** is the primary typeface used for all marketing assets, ensuring a cohesive and modern design style. It is highly legible, versatile, and suitable for both headings and body text.

**Acceptable Inter Styles are listed on the right.**

This typeface ensures professionalism and clarity across all communication materials.

**Key Applications:**

- **Inter Bold:** Used for headings, titles, and key emphasis (e.g., "**CERTIFIED PARTNERS/BENEFITS**"). Often styled in ALL CAPS for visual impact.
- **Inter Regular:** Applied for main body content in product sales sheets, brochures, and other collateral materials.

**Font Characteristics:**

- **Alignment:** All paragraphs are left-aligned for consistency and readability.
- **Colors:**
  - Body text: Black
  - Secondary content: PMS Cool Grey 11 or 70% PMS 7547

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

*Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789° (!"#\$%&?@)

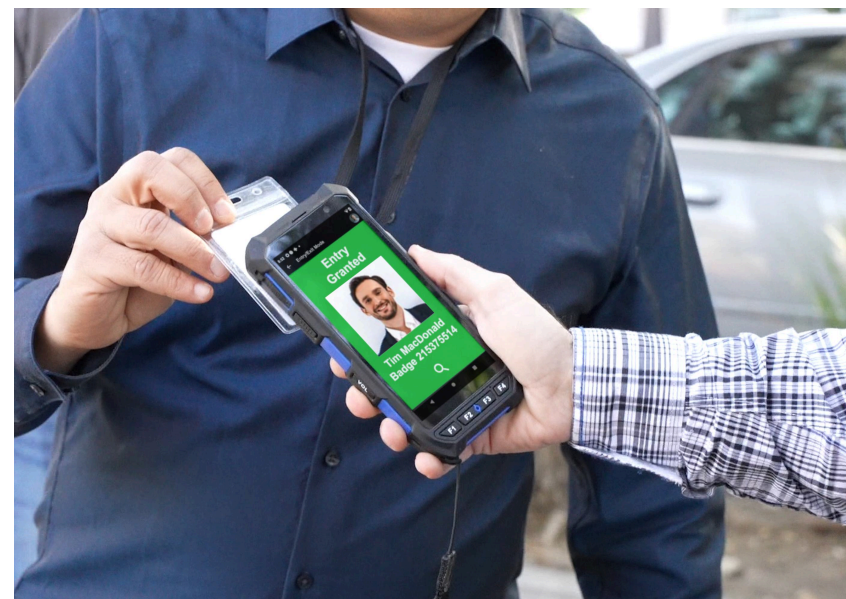
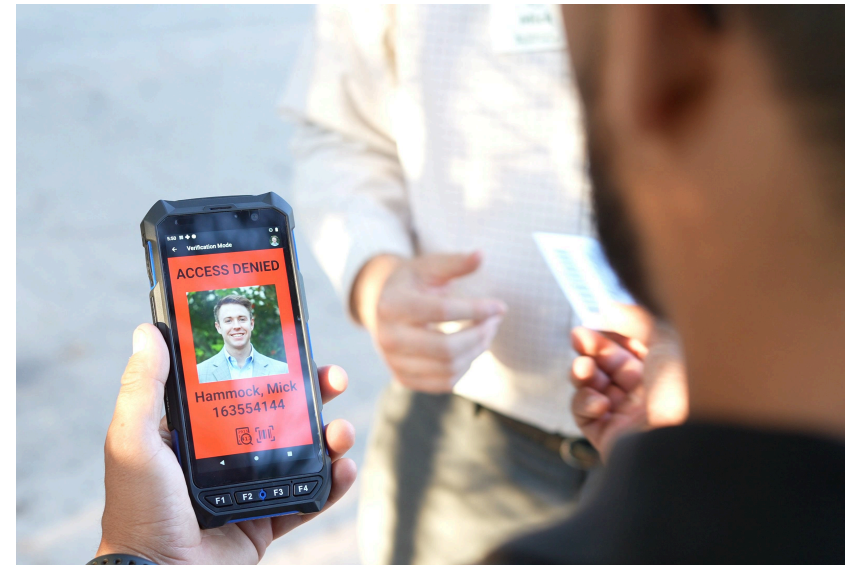
# BRAND VISUALS

## 4.1 Products in use



# PRODUCTS IN USE

Telaeris product images should always highlight XPressEntry as the central focus. XPressEntry handheld readers must be the focal point in every image, clearly displaying their use in security, emergency mustering, or credential verification. Images should feature XPressEntry in action, validating badges at access points, assisting security personnel, or supporting emergency evacuation procedures.



THANK YOU FOR ADHERING TO THE **BRAND STYLE GUIDE**