



Automation One

Business Systems

**Business solutions
made simple.**

BRAND GUIDELINES

2

Stacked lockup & wordmark

Blue 800 is primary. Blue 500 is secondary — same mark, two colourways.

THE MARK

Our mark is a stylised AO that forms an infinity symbol — a new expression of Automation One that stays true to our roots. The continuous loop represents lasting client relationships and the limitless ways we help improve business workflows. Its seamless, interlocking form reflects the synergistic efficiency our solutions and services deliver.

STACKED LOCKUP

CLEAR SPACE
X = 1/2 mark height



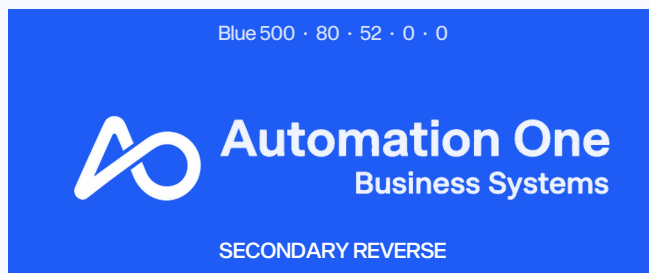
WORDMARK



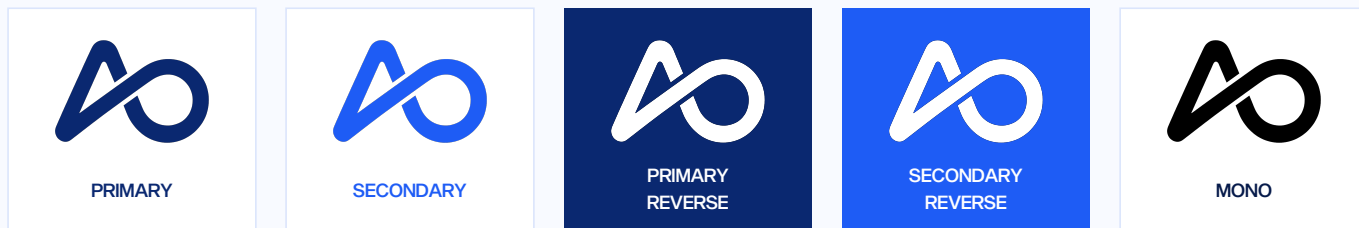
Use the stacked lockup for hero placements and the wordmark for navigation, headers, and tight horizontal spaces — both share the same clear space.

3 Reverse wordmarks

White wordmarks on Blue 800 and Blue 500 backgrounds.



MARKS



Stacked lockups, wordmarks, and marks must appear only in the colour combinations shown above, or in another combination drawn from the palette on the following page with the written approval of Automation One Business Systems Inc.

MINIMUM SIZE

Digital · 30 px wordmark height / 50 px mark
Print · 10 pt wordmark / 8 mm mark

DON'T

- Recolour the mark outside the approved palette.
- Stretch, skew, rotate or add drop shadows.
- Place the mark on busy imagery without a scrim.

4

Primary palette

A confident, single-hue system anchored by Blue 500.

PRIMARY

Blue 500

The signature mark. Reserve for primary CTAs, brand surfaces, and headline accents.

CMYK 80 · 52 · 0 · 0

HEX #1E5CF5

RGB 30 · 92 · 245

PANTONE 2728 C (closest)

BLUE 900

94 · 82 · 17 · 44

Body text on light surfaces.

PAPER

4 · 2 · 1 · 0

Section background, off-white.

FULL SCALE

CMYK values · tints for backgrounds, hover states, and depth.

50	100	200	300	400	500	600	700	800	900
7-4-1-0	16-8-1-0	28-16-0-0	46-27-0-0	64-39-0-0	80-52-0-0	91-66-0-0	97-79-1-4	97-82-8-25	94-82-17-44

USAGE

60% Paper · 25% Blue 900 · 15% Blue 500. Reserve Blue 800/900 for hero surfaces.

5

Slogans

Primary and secondary taglines for marketing, sales, and brand communications.

PRIMARY SLOGAN

Blue 800 · 97 · 82 · 8 · 25

Business solutions made simple.

SECONDARY SLOGAN

Blue 800 · 97 · 82 · 8 · 25

One independent partner. Infinite possibilities.

Use the primary slogan on hero placements, cover pages, and key brand moments.
The secondary slogan supports campaigns, proposals, and partner communications.

6

Typography — Sequel Sans

Editorial, geometric, quietly confident.

Aa

PRIMARY TYPEFACE

Sequel Sans

Used for every surface of the brand — headlines, body, UI and signage.

Fallback: Inter, Montserrat, system-ui, sans-serif.

WEIGHTS

Aa

400 · BOOK

Long-form copy

Aa

425 · DISPLAY

Editorial reads

Aa

500 · MEDIUM

Headlines · CTAs

Aa

600 · SEMI

Eyebrows · tags

SCALE

Tracking +1% on display sizes, +0% on body.

Aa

DISPLAY

40 / 47 · +1%

Hero headlines

Aa

H1

28 / 33 · +1%

Page titles

Aa

H2

20 / 24 · +1%

Section heads

Aa

BODY

13 / 15 · +1%

Long-form, UI copy

Aa

CAPTION

9 / 11 · +1%

Labels, eyebrows