Brand Guidelines

Access Technologies

Access the power of technology.

Datakey
The power of memory. Secured.

Larco
The power of control. Automated.

TankScan
The power of data. Optimized.

This document explains the basic elements of ATEK Access Technologies and its brands, Datakey, Larco, And TankScan visual identities. Its purpose is to provide consistency, simplicity and clarity.

Logos

Access Technologies

Access the power of technology.

brands

Datakey®

The power of memory. Secured.

Larco®

The power of control. Automated.

TankScan®

The power of data. Optimized.

ATEK Access Technologies Logos

The ATEK Access Techologies logo is availabe in 3 diffferent color options. The primary logo consists of the 3 ATEK colors as noted in the brand colors.

The secondary versions are solid black and solid white. The black version is only to be used on a white background. The white version is only to be used on a 75% black, solid black or an ATEK blue background.

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Brand Colors

ATEK blue

ATEK Light Gray

ATEK Dark Gray

ATEK Access Technologies Colors

ATEK Light Gray
CMYK = 33 24 23 0 or
35% black
RGB = 173 178 182
Pantone = 428
#ADB2B6

ATEK blue
CMYK = 92 67 2 0
RGB = 27 95 169
Pantone = 2935
#1B5FA9

Access the power of technology.

ATEK Dark Gray
CMYK = 6 3 3 75 or 75% black
RGB = 91 93 96
Pantone = 532 u
#5B5D60

Datakey Logos

Datakey®

The power of memory. Secured.

The Datakey logo is availabe in 3 diffferent color options. The primary logo consists of the 3 ATEK colors as noted in the brand colors.

The secondary versions are solid black and solid white. The black version is only to be used on a white background. The white version is only to be used on a 75% black, solid black or an Datakey red background.

Brand Colors

- Datakey Red
- ATEK Light Gray
- ATEK Dark Gray

Datakey Colors

ATEK Light Gray

ATEK Dark Gray

Datakey Red
CMYK = 4 76 66 0
RGB = 225 96 83
Pantone = 179u
#E55F53

Larco Logos

Larco®

The power of control. Automated.

The Larco logo is availabe in 3 diffferent color options. The primary logo consists of the 3 ATEK colors as noted in the brand colors.

The secondary versions are solid black and solid white. The black version is only to be used on a white background. The white version is only to be used on a 75% black, solid black or an Larco green background.

Brand Colors

- Larco Green
- ATEK Light Gray
- ATEK Dark Gray

Larco Colors

ATEK Light Gray

Larco®

The power of control. Automated.

ATEK Dark Gray

Larco Green
CMYK = 73 9 94 0
RGB = 75 169 79
Pantone = 361u
#4BA94F

TankScan Logos

TankScan®

The power of data. Optimized.

The TankScan logo is availabe in 3 diffferent color options. The primary logo consists of the 3 TankScan colors as noted in the brand colors.

The secondary versions are solid black and solid white. The black version is only to be used on a white background. The white version is only to be used on a 75% black, solid black or an TankScan blue background.

Brand Colors

- TankScan Blue
- ATEK Light Gray
- ATEK Dark Gray

TankScan Colors

ATEK Light Gray

ATEK Dark Gray

TankScan Blue
CMYK = 80 21 8 0
RGB = 0 156 204
Pantone = 639u
#009CCC

Logo Clear Spacing

Logo Donts

Do NOT distort the logo

Do NOT change the color of the logo

Do NOT use the logo on any color or pattern.

Do NOT add a dropshadow or glow to the logo

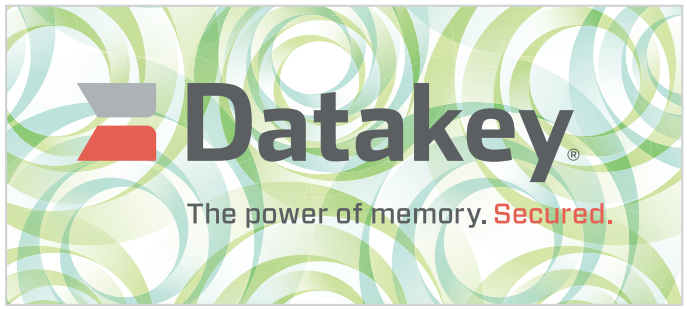
Do NOT violate the clear space of the logo.

Do alter the design of the logo.

Logo Donts

Do NOT distort the logo

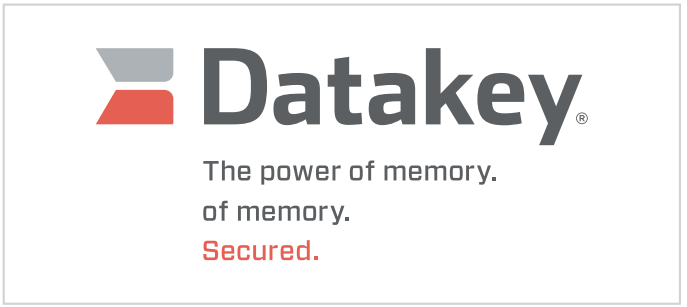
Do NOT change the color of the logo



Do NOT use the logo on any color or pattern.

Do NOT add a dropshadow or glow to the logo

Do NOT violate the clear space of the logo.



Do alter the design of the logo.

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Fonts

PF Din Text Pro

Usage: PF Din Text Pro is the approved primary font and should be used for all printed communications.

PF DIN Text PRO Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz

PF DIN Text PRO Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz

PF DIN Text PRO Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz

Arial

Usage: When PF Din Text Pro is not Available. Examples include website, PowerPoint presentations, and Word documents when employee does not have primary font etc.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijlkmnopqrstuvwxyz