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## Introduction

The Paxton brand has evolved since its creation in 1985 and has become a recognisable trademark throughout the security industry.

The way we present ourselves influences perceptions, so it is important that we have clear guidelines on using our identity across all media.

This guide is to be used by anyone preparing print or online material for the Paxton Group. Though this guide aims to cover all of the factors that go into our brand, please be aware that as we evolve this document will be altered and added to in the future, so it is important you are using the latest version. If in doubt, contact us at [marketing@paxton.co.uk](mailto:marketing@paxton.co.uk).





## Our Values



### World-class

To become the world-class company we are aiming to be, we ensure that everything we do is to this standard. This encompasses everything from our behaviour, working environment and culture, to our products, processes and tools. We accept that we can always improve and continually seek to do so.



### Simplicity

We seek to bring simplicity to everything we do. Communicate with clarity, provide products and systems that 'just work', create internal information systems that require no training to understand, and generally be a straightforward company to do business with.



### Honesty

We are truthful in interactions between ourselves, with suppliers and with customers. We supply honest, constructive feedback to each other in the interests of continuous improvement. We do what we say we're going to do.



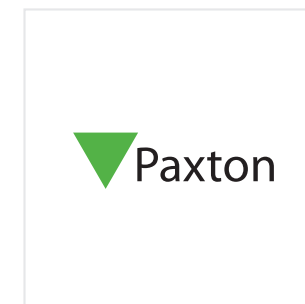
### Collaboration

We work together constructively to find solutions. We aim for the best results for the company rather than any individual department.

## Logo

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## Primary logo



**Flat**

The flat version of the Paxton logo is the preferred representation of the brand unless it is not suited. In this instance the alternative variations of the Paxton logo should be used.



**Mono**

White backgrounds enhance the presentation of the logo and should be the typical background on standard communication where possible. If the brand is being shown on a flat green background then the white logo should be used. The mono logo should only be used when printing in black and white.



**Mono-reversed**

## Secondary logo



**Flat**



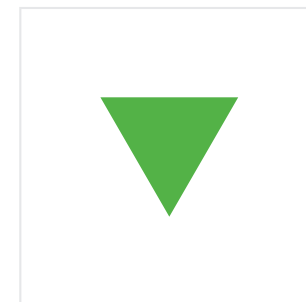
**Mono**



**Mono-reversed**

The secondary version of the logo can be used if this orientation suits the application better than the primary logo. An example being a product label, social media icons or smaller packaging.

## Triangle icon



**Flat**



**Mono**



**Mono-reversed**

The triangle icon should be reserved for instances where the logo would appear too small such as app icons and the Paxton website favicon.

## Logo placement

So that exterior elements do not intrude on the logo, reasonable spacing should be applied.

Use this image as a visual guide when designing layout which incorporates the Paxton logo.

A minimum amount of clear space around the logo, equal to the width of the 'P', should be given. For example in this use of the logo a 7.5mm space has been adopted.

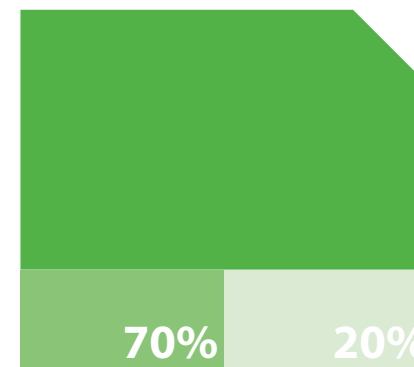


## Misuse of the logo

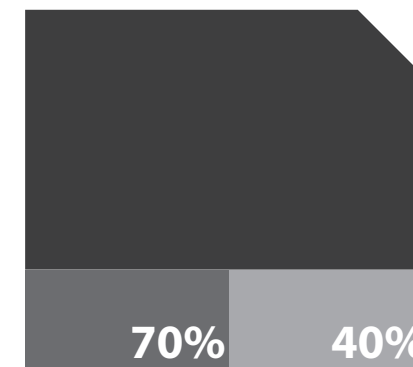


## Colour

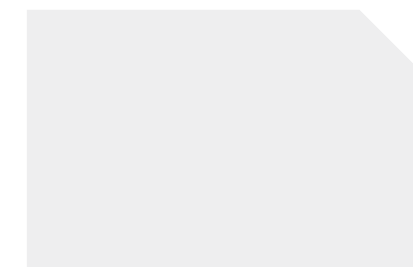
## Colour palette



CMYK: 67 0 98 5  
RGB: 86 170 28  
HEX: #56aa1c  
Pantone: PMS 369



CMYK: 0 0 0 90  
RGB: 60 60 59  
HEX: #3c3c3b  
Pantone: PMS Black



CMYK: 0 0 0 10  
RGB: 237 237 237  
HEX: #ededed  
Pantone: 663C

The three colours shown above are central to the Paxton brand and should be used across all marketing materials. Both the Paxton green and black colours can also be used at the tints shown above.



## Imagery



## Imagery

Photography should centre on our products or the positive experience the audience will receive when working with Paxton. The colours in the imagery should be sympathetic to the focus of the photo to ensure that the message is not diluted. The overall aesthetic of our imagery should reflect our core value of being a world-class company.

### Dos

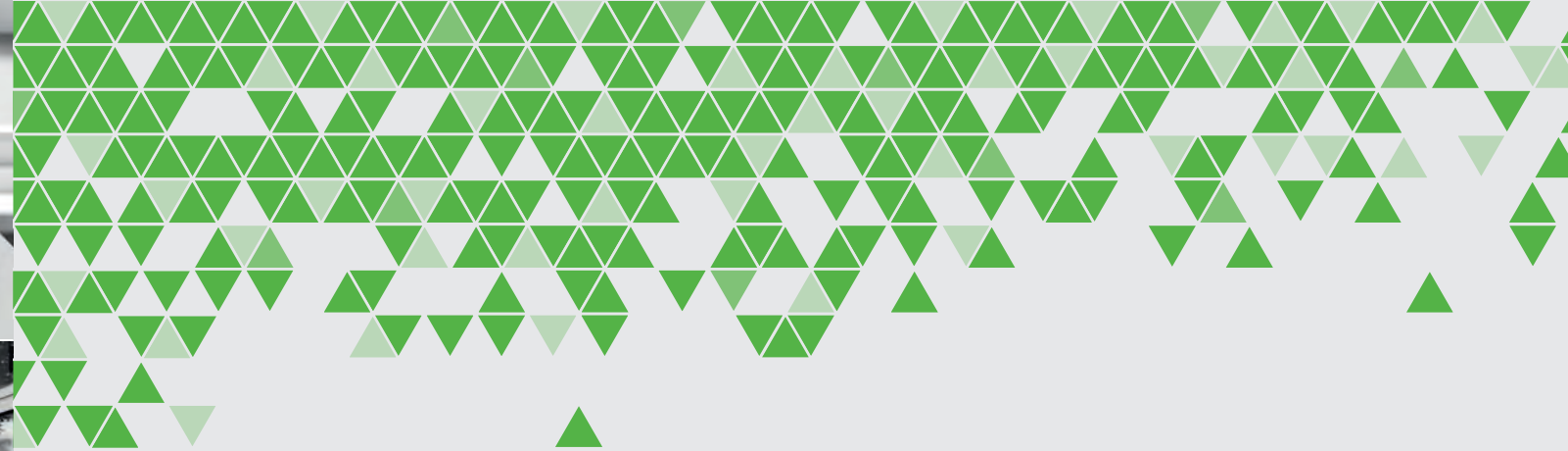
- Choose photos that reflect Paxton's core values; world-class, collaboration, honesty and simplicity
- Use black and white and colour images
- Use appropriate sizing for product images to avoid misinterpretation of their scale
- If you have any queries or if you require assistance regarding imagery please contact [marketing@paxton.co.uk](mailto:marketing@paxton.co.uk)

### Don'ts

- Use photos which are obviously posed or staged
- Avoid using images where the model is looking into the camera, unless a headshot is required
- Use multiple bright or saturated colours
- Use cluttered or busy backgrounds

**When using  
black and white  
photography  
the photos  
should be high in  
contrast.**

Images presented in this way can be used in a collage to communicate the Paxton brand; focusing on our products and our company culture.



**Typography**



# Myriad Pro

## Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!.,£+--\$""%:;&{}—

## Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!.,£+--\$""%:;&{}—

## Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!.,£+--\$""%:;&{}—

## Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!.,£+--\$""%:;&{}—

24pt - We make important information big to catch the readers attention and to encourage them to read on.

Myriad Pro Regular should be used for intro-paragraphs or important information. Myriad Pro Bold should be used at 30pt or 18pt for titles and headers. 10pt Myriad Pro Light should be used for body copy or at 24pt and above for important information.

Example text:

## About us:

At Paxton, we design and manufacture market leading IP access control, door entry and building intelligence systems for smart buildings.

With over 30 years of experience, we put our core values of simplicity, collaboration, world-class and honesty at the heart

of everything we do. Our products harness the latest technology to provide powerful, yet easy to install and use solutions. We provide world class technical support and free training to ensure we consistently exceed our customers' expectations, supporting them and their businesses.

We develop systems for the mid-market (such as education, healthcare, retail, leisure, commercial and public sector) and provide solutions

*Use italic Myriad Pro Light when quoting and using pull quotes in a speech bubble.*

suitable for a wide range of sites and requirements. At present, around 25,000 buildings are secured by Paxton globally each year.

.....

*Myriad Pro Condensed can be used for important information or instances where another font is required to break up information.*





## Language

## Keeping it simple

In keeping with our Paxton company value of simplicity, we want to be straight-talking, clear and concise. The language we use should be accessible to our customer base and targeted to the audience - whether that be installers, end users or specifiers.

We use headers, sub-headers and bullet points to break up text and make it visually interesting. We hyperlink our text where possible to give our audience rich content.



We use interesting pictures and colours to help convey our message.

When we write something we are constantly thinking:

**‘How will this help our customers?’**

**‘Why will it be of interest?’**





For instance:

-  *Your Product Selection Guide is now ready to order!*
-  *Make a fresh start to the year with our FREE Product Selection Guide, to help you select the right products to build up an access control system.*

## Being honest

For us, honesty means being transparent about what we do and how we do it. We tackle challenges head on and are always seeking to improve how we work to reflect our values.

Our marketing should reflect our integrity by not over-promising; instead focusing on the strengths of our brand.

-  *‘Net2 access control is the perfect solution for any building.’*
-  *‘Net2 is an ideal solution for a range of buildings.’*
-  *‘Our Paxton10 building intelligence system is an all encompassing smart building solution for everything from energy management to access control.’*
-  *‘Paxton10 is a fully integrated building intelligence system providing access control, IP video-management and building automation.’*



## Word mark

The Paxton word mark is important to us, it is essential to know how to use it correctly.

### Company, Business and Trade Names

Users may use Paxton in a referential phrase on promotional materials to describe their association with the brand, providing they comply with the following requirements.

The Paxton word mark must not be incorporated as part of a company, business or trade name.



#### **INCORRECT**

Paxton Consultants  
Paxton Installer Enterprises  
MyPaxton Inc.



#### **CORRECT**

Premier Consultants  
Security Installers  
ATB Installers

### Websites

The Paxton word mark is not to be used in a domain name. The only exceptions to the rule are for the domain names owned by Paxton. For example: [www.paxton.co.uk](http://www.paxton.co.uk)



#### **INCORRECT**

[www.installingpaxton.com](http://www.installingpaxton.com)  
[www.abc-paxton.net](http://www.abc-paxton.net)  
[www.paxton.sig.com](http://www.paxton.sig.com)



#### **CORRECT**

[www.companyname.com/paxton](http://www.companyname.com/paxton)

## Sub-brands

The Paxton sub-brands are two of the systems in our product portfolio; Paxton10 & Paxton BLU.

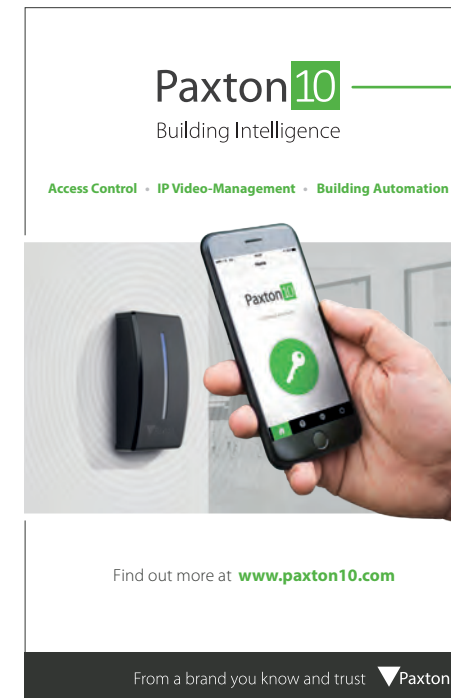
Each brand has its own identity and visual style so it is important to know how the brands interact.

### The sub-brand logos

The Paxton sub-brand logos should take prominence when communicating product-focused marketing. In these instances the Paxton logo should be smaller in size and not in close proximity to the sub-brand logo, to not compete or clash. See right for an example of how to use both logos correctly.



For more information on the Paxton sub-brands please refer to the corresponding branding guidelines [paxton.info/2828](https://paxton.info/2828).



The Paxton10 sub-brand logo given prominence.

Paxton brand is smaller, mono-reversed and at the bottom.

## Regionalisation

The Paxton brand is integral to our identity as a world-class, global brand.

We ensure consistency in our communications across all territories to deliver the same core Paxton experience wherever our customers are located.

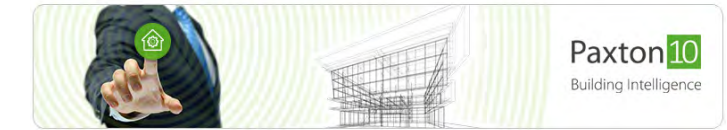
### Regionalisation - The 70/30 split

Whilst we want all our customers to receive the same core experience from the Paxton brand, we do recognise the importance of differing local cultures and our need to adapt our communications accordingly.

To help ensure we achieve the appropriate level of core brand experience versus regionalisation, we use a 70/30 split. This means that 70% of our marketing and brand identity should remain the same across all our communications, allowing for 30% differentiation for regionalisation.

### Know your audience

To show how regionalisation might look on two web banners for two different regions, please refer to the examples below:



The two adverts feature a different building to reflect the architectural differences in the UK and Benelux mid-markets, whilst the core brand experience remains the same.

We use the 70/30 split to achieve the balance of promoting Paxton and our core values whilst adapting our content to ensure we are speaking to our audience. If you have any questions regarding regionalisation of the Paxton brand then please contact [marketing@paxton.co.uk](mailto:marketing@paxton.co.uk).





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rev 1.0.2