



new

POWERLOCK™
REMOTE LOCKING TOOLBOX

Rules and guides for the
Power Lock R.L.T new brand logo

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Variations

POWERLOCK™
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Typography.

POWERLOCK™

REMOTE LOCKING TOOLBOX

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great sans-serif combination:

Ethnocentric Regular and Acumin Variable Concept.

Primary Typeface.

ETHNOCENTRIC by Typodermic Font Inc.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S U T V W X Y Z
0 1 2 3 4 5 6 7 8 9 . , ? ! (@ + = / *) \$ % &

Regular

ETHNOCENTRIC IS AN ACCELERATED, ULTRAMODERN TYPEFACE. OUTSTRETCHED POD FORMS SUGGEST RAPID HORIZONTAL MOVEMENT. SHARP DIAGONAL CUTS AND ANOMALISTIC GAPS INJECT YOUR WORDS WITH NON-TRADITIONAL, SCIENTIFIC SENSIBILITY.

Italic

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Secondary Typeface.

Acumin Variable Concept by Robert Slimbach

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+ = / *) \$ % &

Bold

Acumin is a versatile sans-serif typeface family intended for a balanced and rational quality. Solidly neo-grotesque, it performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes.