



## **Brand Guidelines**

V12.12

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## Company Info

**Company Name:** TOTUS Solutions™

TOTUS Solutions™ is the leading provider of Outdoor Lighting Based Security Platforms. Unlike traditional surveillance systems, TOTUS Security Platforms™ incorporates optimized LED lighting, complete megapixel IP video surveillance, multi-day media storage, and secure wireless communications with event action processing to provide unparalleled Active Deterrence™.

## Company Website

The official company website for TOTUS Solutions™ is <http://www.totus-solutions.com>.

All information, documents, products and services, trademarks, logos, graphics, and images (“Materials”) provided on the TOTUS Solutions™ website are copyrighted, trademarked and are the property of TOTUS Solutions™. Any unauthorized use of these materials may violate copyright laws, trademark laws and the laws of privacy and communications statutes.

Please contact TOTUS Solutions™ marketing department for approval before any use of the materials from the website.

Esra Pope and Anna Belau

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(P) 512-900-3280 \* (F) 512-502-5410

## Logo Usage

There are three acceptable variations of the TOTUS logo. The logos are to be used as designed with no changes or additions. See the examples below:



### **Full Lock-up**

This version of the logo is only to be used when adequate space is available. It includes wording regarding the services offered.



### **Wordmark**

This version of the logo is to be used in all corporate communications (such as letterhead, email, etc).



### **TOTUS Only**

This version of the logo is only to be used in marketing related capacities (signage, products, brochures, etc).

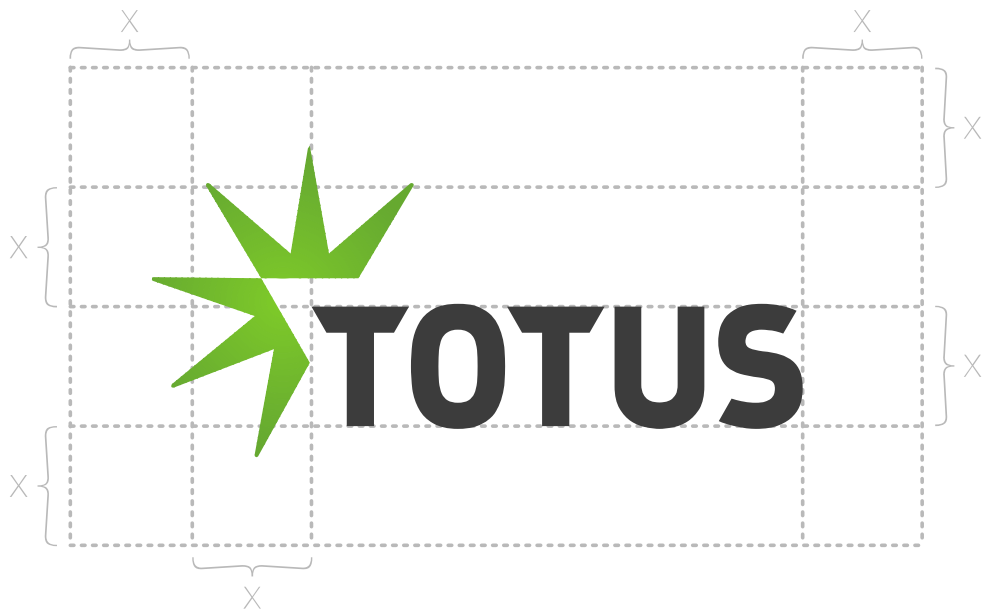


### **TOTUS Dark Background**

This version of the logo is only to be used in marketing related capacities that require a dark color background (signage, products, brochures, web etc).

## Logo Spacing

A sufficient amount of space is to be left around the logo at all times. Refer to the diagrams below to see the appropriate amount of spacing:



## Colors

Whenever possible, recommended colors must be used for TOTUS™ branded materials.



PANTONE 375 C  
C (46) M (0) Y (100) K (0)



PANTONE Cool Gray 11  
C (0) M (0) Y (0) K (85)



PANTONE 7727 C  
C (64) M (15) Y (100) K (2)



PANTONE Cool Gray 6  
C (0) M (0) Y (0) K (40)

## Typography

Apex is the primary font to be used for all corporate communications. While the Extra Bold version of the typeface should be limited to titles and headlines, the remainder of the font family can be used at the discretion of the individual. When Apex is not available, a similar san-serif typeface should be used (Arial, Helvetica, and Verdana).

**TOTUS Solutions (Bold)**

***TOTUS Solutions (Bold Italic)***

**TOTUS Solutions (Medium)**

***TOTUS Solutions (Medium Italic)***

**TOTUS Solutions (Book)**

***TOTUS Solutions (Book Italic)***

## Questions

All branding related items must first be approved by the TOTUS Solutions Marketing.

Any and all requests for approval and questions should be sent to

Esra Pope, Vice President of Marketing [epope@totus-solutions.com](mailto:epope@totus-solutions.com)

Anna Belau, Marketing Manager [abelau@totus-solutions.com](mailto:abelau@totus-solutions.com)