



BRAND GUIDELINES

TheSix Technology Solutions is built on a singular principle:
Delivering unparalleled value that transforms our clients'
success into a lasting legacy.



THESIX
Technology Solutions

Welcome to The Six Technology Solutions Brand Guidelines.

In these pages, you'll uncover the essence of our brand and the tools to maintain a consistent and impactful presence in the technology landscape.

The Six is dedicated to delivering cutting-edge solutions that seamlessly integrate technology into everyday life, empowering businesses with precision, innovation, and reliability.

These guidelines are here to help you uphold the integrity of our brand, ensuring that every interaction reflects our core values. Join us as we continue to build efficient, future-forward solutions, making The Six Technology Solutions a trusted partner in driving technological advancement.



OUR STORY

At TheSix Technology Solutions, we combine a dedication to crafting value-driven solutions tailored to our clients' unique needs with an innovative spirit in advanced test stations hardware and software. Our guiding motto, 'Delivering unparalleled value that transforms our clients' success into a lasting legacy,' encapsulates our commitment to empowering engineers and researchers worldwide with unparalleled tools to push the boundaries of clean energy technology. We thrive on staying ahead of industry trends, constantly evolving to meet the dynamic demands of our clients, ensuring that we consistently surpass expectations and deliver top-tier solutions.

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OUR FOCUS

Our company specializes in the design, development, production, and sales of fuel cell equipment and electrolyzers. These are pivotal components in hydrogen-fueled vehicles, electric vehicles, and automation systems.

With a strong network of vendors, we have the capability to fulfill diverse requests for components, equipment, and comprehensive solutions.

LOGO ORIGIN AND CONCEPT

The name "The Six" pays homage to Toronto, also known as "The 6ix," a widely recognized nickname for the city. This connection reinforces the brand's roots in innovation and technology within Toronto, positioning the company as a local leader in technology solutions.



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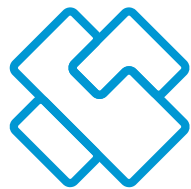


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The logo for "The Six Technology Solutions" is designed to reflect the company's core values of connection, structure, and adaptability. The geometric, interlocking shapes symbolize the seamless integration of technology solutions, demonstrating how the company unifies complex systems into a cohesive whole. This clean and structured design ensures the logo remains recognizable and effective across all applications, reinforcing its clarity and professionalism.

The minimalist approach allows the logo to maintain its distinct identity while supporting versatility. Whether displayed on a white background or a color palette, the design upholds its integrity and impact. The emphasis on simplicity ensures that the brand communicates precision, reliability, and innovation, aligning with its role in delivering advanced, efficient solutions. This adaptability reinforces the brand's consistent and professional image as it grows and evolves.



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**BRAND
COLOR**

This palette ensures the brand communicates trust, innovation, and reliability while maintaining a modern and sophisticated presence.

Represents trust, reliability, and professionalism, essential traits in technology and innovation.

HEX: 1c85b6
RGB: 28, 133, 182
CMYK: 91, 21, 3, 0

Symbolizes creativity, innovation, and a forward-thinking mindset, showcasing the company's ability to push boundaries.

HEX: 3c2689
RGB: 60,38, 137
CMYK: 80, 79, 3, 0

Stands for energy, enthusiasm, and determination, highlighting a vibrant approach to problem-solving.

HEX: f96913
RGB: 249, 105, 19
CMYK: 25, 59, 90, 0

Reflects growth, sustainability, and harmony, aligning with forward-thinking and eco-conscious solutions.

HEX: 113c2a
RGB: 17, 60, 42
CMYK: 91, 39, 76, 35



PRIMARY TYPEFACE

Montserrat is a modern and versatile sans-serif font known for its clean lines and geometric structure, making it an excellent choice for The Six Technology Solutions. Its simplicity and readability ensure that the logo and any branding material are easily recognizable and accessible across digital and print platforms.

The font's minimalist design reflects professionalism and innovation, key elements of the tech industry. Montserrat's balance between style and clarity helps establish a sense of trustworthiness, while its contemporary feel aligns with forward-thinking and modern solutions. This makes it the perfect fit for a brand focused on delivering cutting-edge technology solutions with a clear, bold identity.

Montserrat / Regular

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Montserrat / Medium

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Montserrat / SemiBold

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Montserrat / Bold

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Montserrat / ExtraBold

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz



IMAGERY

For The Six Technology Solutions, the choice of imagery plays a crucial role in communicating the brand's values and vision. By selecting blue-based, studio-looking photos, you emphasize a sense of professionalism, trust, and clarity—qualities highly valued in the technology industry.

The blue tones in the imagery evoke feelings of stability, intelligence, and reliability, perfectly aligning with the company's mission to provide seamless, efficient technology solutions. The studio-like photos with clean compositions convey a sense of precision and focus, further reinforcing the brand's identity as a solution-oriented and detail-driven organization. These images enhance the brand's message of technical expertise and modern innovation, creating a cohesive and professional visual identity.

