

# BRANDBOOK

July 2016





# Welcome

Innovatrics technology helps to identify and secure the identity of millions of people all around the world. **Innovatrics, as a global brand, has its own identity too.**

For our unique identity to be secured and easily identified, we have developed this brand manual, which is a set of branding guidelines and rules which set the basis for the unified and identifiable communication of our brand.

# Table of Contents

<b>TABLE OF CONTENTS</b> .....	<b>3</b>	<b>4</b>	<b>BRAND ASSETS</b> .....	<b>26</b>	
<b>INTRODUCTION</b> .....	<b>4</b>		Iconography .....	27	
<b>USP</b> .....	<b>5</b>		Red “pointer” graphic device .....	28	
<b>Vision statement</b> .....	<b>6</b>		Eyecatcher / circle grid .....	29	
<b>Our values</b> .....	<b>7</b>		Photography .....	30	
<b>Our objectives</b> .....	<b>8</b>		More photography examples .....	31	
<b>Our customer</b> .....	<b>9</b>		Iconography on gradient .....	32	
<b>1</b>	<b>LOGO</b> .....	<b>10</b>	Photography on gradient .....	33	
	<b>Basic form</b> .....	<b>11</b>	<b>5</b>	<b>BRAND MATERIALS</b> .....	<b>34</b>
	<b>Alternative form</b> .....	<b>12</b>	<b>Business card 9x5 cm</b> .....	<b>35</b>	
	<b>Inverted colour versions</b> .....	<b>13</b>	<b>Envelope (DL) 229x114 mm</b> .....	<b>36</b>	
	<b>Monochrome and white out</b> .....	<b>14</b>	<b>Letterhead 297x210 mm</b> .....	<b>37</b>	
	<b>Construction</b> .....	<b>14</b>	<b>Stamp 58x22 mm</b> .....	<b>38</b>	
	<b>Meaning of the brand mark</b> .....	<b>15</b>	<b>Price proposal A4</b> .....	<b>39</b>	
	<b>Clear space</b> .....	<b>16</b>	<b>Document folder A4</b> .....	<b>40</b>	
	<b>Minimum size</b> .....	<b>16</b>	<b>E-mail signature</b> .....	<b>41</b>	
	<b>Logo placement</b> .....	<b>17</b>	<b>PPT presentation</b> .....	<b>42</b>	
	<b>Incorrect logo usage</b> .....	<b>18</b>	<b>Social media page cover</b> .....	<b>43</b>	
<b>2</b>	<b>COLOURS</b> .....	<b>19</b>	<b>E-mail newsletter</b> .....	<b>44</b>	
	<b>Accent web colours</b> .....	<b>21</b>	<b>Brochure example A4/A5</b> .....	<b>45</b>	
	<b>Background gradient</b> .....	<b>22</b>	<b>Rollup 80x200 cm</b> .....	<b>46</b>	
<b>3</b>	<b>FONTS</b> .....	<b>23</b>	<b>Tradeshow booth / wall</b> .....	<b>47</b>	
	<b>Corporate</b> .....	<b>24</b>	<b>Name badge 8x10 cm</b> .....	<b>48</b>	
	<b>System (safe) alternative</b> .....	<b>25</b>			

## WHO ARE WE?



**Ján Lunter**  
INNOVATRICS CEO

“We strive to be innovators who deliver biometric solutions with global reach”.

Innovatrics is an independent, trusted partner for **biometric technologies for identity management**. With our innovative and award-winning algorithm used in Automated Fingerprint Identification Systems (AFIS), we empower all types of organizations around the world to integrate or build powerful and flexible biometric large-scale identification solutions quickly and easily.

With over 10 years' experience and an agile team of biometric and software professionals, we focus on delivering accuracy, speed, and quality to solutions that incorporate Innovatrics biometric software.

CERTIFICATES:



“The award-winning Innovatrics algorithm; providing first class speed and accuracy for projects of all sizes“.



## ! VISION STATEMENT

“Our passion for technology brings biometric benefits to millions of people”.

### BRAND ATTRIBUTES:

- | trusted
- | independent
- | innovative
- | open
- | fast
- | accurate
- | interoperable

## ! OUR VALUES

### TEAMWORK

#### Together for mutual success

We work with our partners, not just for them, with a positive approach and a dialogue-driven attitude to meet the respective goals of our partners as well as of our colleagues.

### TRANSPARENCY

#### Inspiring confidence through openness

We remain open to our customers, partners and each other by sharing knowledge and information every step of the way.

### INDEPENDENCE

#### We forge our own path

Having the freedom to choose our own direction, we always recommend what is best for our partners.

### QUALITY

#### Commitment to excellence

We believe in quality. We guarantee and maintain a technological advantage in our products and services through continual improvement and by hiring talented professionals.

### AGILITY

#### Speed is in our DNA

From the performance of our products to the way we develop and support them, we focus on being the fastest and most flexible partner on the market.

### CHALLENGE

#### Thriving on the new and unexpected

We love a good challenge and that is why we approach each project with enthusiasm, skill and innovation.

## ! OUR OBJECTIVES

**G**uarantee and maintain technological advantage by employing the “best brains”; highly experienced professionals and outstanding graduates to continually improve our core algorithms.

**I**ncrease customer satisfaction by providing best in class performance.

**O**pen the proprietary biometrics market by supporting international biometric standards and lowering initial integration barriers.



## ! OUR CUSTOMER

### WHO ARE WE AIMING AT?

- System Integrators
- Developers
- Hardware Vendors
- Public

### **Title/Position:**

CEO / Managing Director / CTO /  
Business Development Director /  
Project Manager / Sales Manager /  
Senior Software Engineer / Consultant /  
Technical Director / Consulting Manager /  
Vice President, etc..

### **Hobbies/Characteristics:**

Biometrics, Mobile Enthusiasts, Software, etc.

1.

# LOGO

# 1. Logo

## OUR TAGLINE STORY

### YOUR

we are independent with a strong customer-centric approach

### BIOMETRIC

we are experts in biometric technology

### PARTNER

we work closely with our customers to deliver successful projects and provide high-end support to build long-lasting partnerships



## ! LOGO - BASIC FORM WITH TAGLINE

Our logo is the anchor of our brand - to retain its distinctiveness, proper usage must be ensured at all times.

The preferred way to use the Innovatrics logo is over a white/light background or on Innovatrics Dark Blue. Whenever possible, a basic form of Innovatrics with our tagline should be used.

---

# 1. Logo



## ! LOGO - ALTERNATIVE FORM WITHOUT TAGLINE

The most appropriate logo form should be chosen based on the headline or message of the visual. As a general rule; if no distinct headline clearly presents Innovatrics as a biometrics company, **use the basic form.**

If the basic form, or B. (Special) logo placement was used on a previous page (e.g. in a multipage brochure), the tagline is no longer necessary, **use the alternative form.**

---

# 1. Logo



## LOGO - INVERTED COLOUR VERSIONS

Whenever logo is used on dark background, it should be placed either on 100% Dark Blue or Innovatrics gradient (described in chapter 3).



# 1. Logo

## LOGO ALTERNATIVE - MONOCHROME AND WHITE OUT



monochrome



white-out

When, for technical reasons, only a single colour print job is possible, monochrome or white out should be used. The preferred colour for both applications is Innovatrics Blue, or 100% Black.

This form of the logo must only be used against background colours which hold enough contrast to maintain legibility. All rules of monochrome also apply to the basic form with tagline.

## LOGO - CONSTRUCTION



MEANING OF THE BRAND MARK

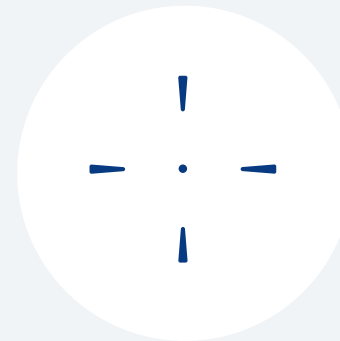
Our brand mark symbolizes three different elements:



Speed

**DIAL** represents the speed of our products and agility being one of our core values

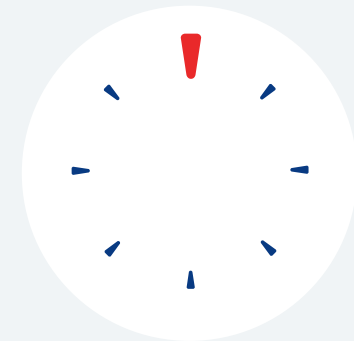
+



Accuracy

**TARGET** represents the outstanding accuracy of Innovatrics algorithm and our effort to cater to our customers' needs

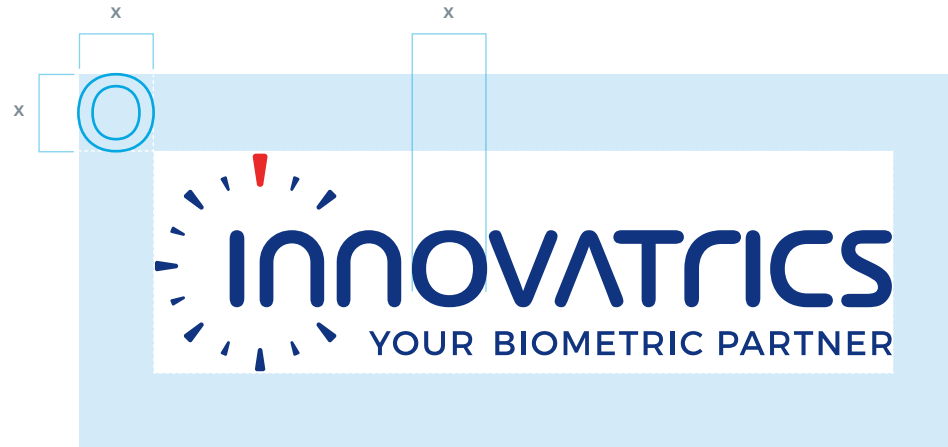
+



Direction

**COMPASS** represents how we follow our vision of bringing biometric benefits to millions of people

# 1. Logo



## ! CLEAR SPACE

The Innovatrics brand mark is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics).

The minimum clear space area is equal to the height of the 'O symbol' in the brand mark.

The clear space area is proportional for all logo sizes.

! THIS CLEAR SPACE AREA IS A MINIMUM AND SHOULD BE INCREASED WHEREVER POSSIBLE.

## ! MINIMUM SIZE

To retain legibility, in print, the logo should never appear smaller than 40mm. On screen, it should be at least 100px wide.



40mm



100px



## LOGO PLACEMENT

### WHICH LOGO TO USE?

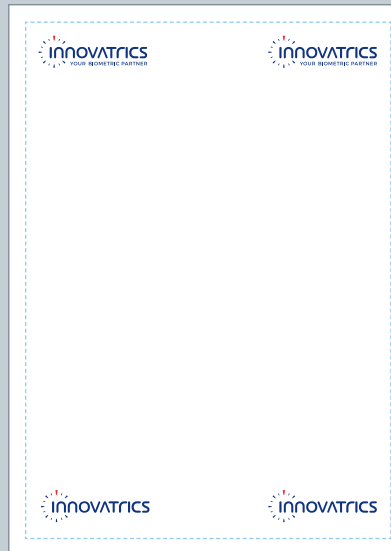
The most appropriate logo form should be chosen based on the headline or message of the visual.

As a general rule; if no distinct headline clearly presents Innovatrics as a biometrics company, **use the basic form.**

If the basic form, or B. (Special) logo placement was used on a previous page (e.g. in a multipage brochure), the tagline is no longer necessary, **use the alternative form.**

# A

self-printed documents, pricing lists, data-sheets, "closing" pieces, etc.

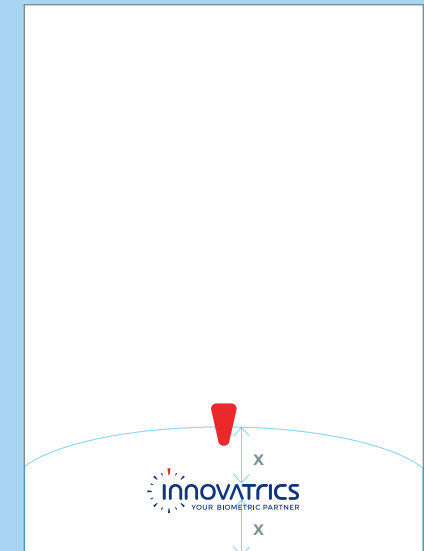


### A. Basic usage - in corner

In most cases, when the logo is used on a page with different photographic elements / text / graphs / etc., it should be positioned in one of the page corners, while respecting clear space and with sufficient spacing around it.

# B

"opening" pages / ppt slides key visuals, covers -brochure / magazine / folder tradeshow graphics rollups, etc.



### B. Special usage - on white arch

When maximum impact and distinctiveness is desired, the logo should be used in conjunction with the white arch and pointer device.


In this case, the logo is always placed in the middle of the page with identical vertical spacing from both edges of white arch, (The arch itself should never exceed 40% of the page height).


# 1. Logo





## INCORRECT LOGO USAGE


The examples below show common logo usage mistakes. These should be avoided at all times.


  
DO NOT alter the proportions of the logo elements, e.g. symbol : lettering ratio.


  
DO NOT change the colours of the logo or its elements.


  
DO NOT stroke the outline of the logo or add any effects, e.g. drop shadow.

  
DO NOT bend the word mark around a curve, fit in a circle, or otherwise distort the shape of logo.

  
DO NOT crop or cut out other specific parts of the logo.

  
DO NOT alter the font of logo, tagline "your biometric partner" or the Innovatrics word mark.

  
DO NOT use the INNOVATRICS word mark without the symbol.

  
DO NOT place the logo on a distracting graphic or patterned backgrounds without sufficient contrast.

2.

# COLOURS

## 2. Colours

### LOGO COLOURS



**PANTONE 7687 CP**  
CMYK 100, 85, 0, 25  
RGB 29, 66, 138  
HEX #1D428A

**PANTONE 1795 CP**  
CMYK 0, 96, 93, 2  
RGB 210, 38, 48  
HEX #d22630

### SUPPORTING COLOUR PALLETTE



**WHITE**

**PANTONE P 112-6 C**  
CMYK 77, 14, 0, 0  
RGB 15, 159, 214  
HEX #0f9fd6

**PANTONE 275 CP**  
CMYK 100, 100, 7, 56  
RGB 32, 23, 71  
HEX #201747

**PANTONE 426 CP**  
CMYK 94, 77, 53, 94  
RGB 37, 40, 42  
HEX #25282A



When designing any publication, keep in mind the recommended colour proportions: Dominant Blue (either flat, or used in gradient) should always be balanced by a sufficient area of whitespace.

### COLOUR PALETTE PROPORTIONS



## 2. Colours

### ! OVERVIEW: LOGO+SUPPORTING COLOURS

PMS	C	M	Y	K	R	G	B	HEX / HTML
PANTONE 7687 CP	100	85	0	25	29	66	138	#1D428A
PANTONE P 112-6 C	77	14	0	0	15	159	214	#0f9fd6
PANTONE 1795 CP	0	96	93	2	210	38	48	#d22630
WHITE								
PANTONE 275 CP	100	100	7	56	32	23	71	#201747
PANTONE 426 CP	94	77	53	94	37	40	42	#25282A

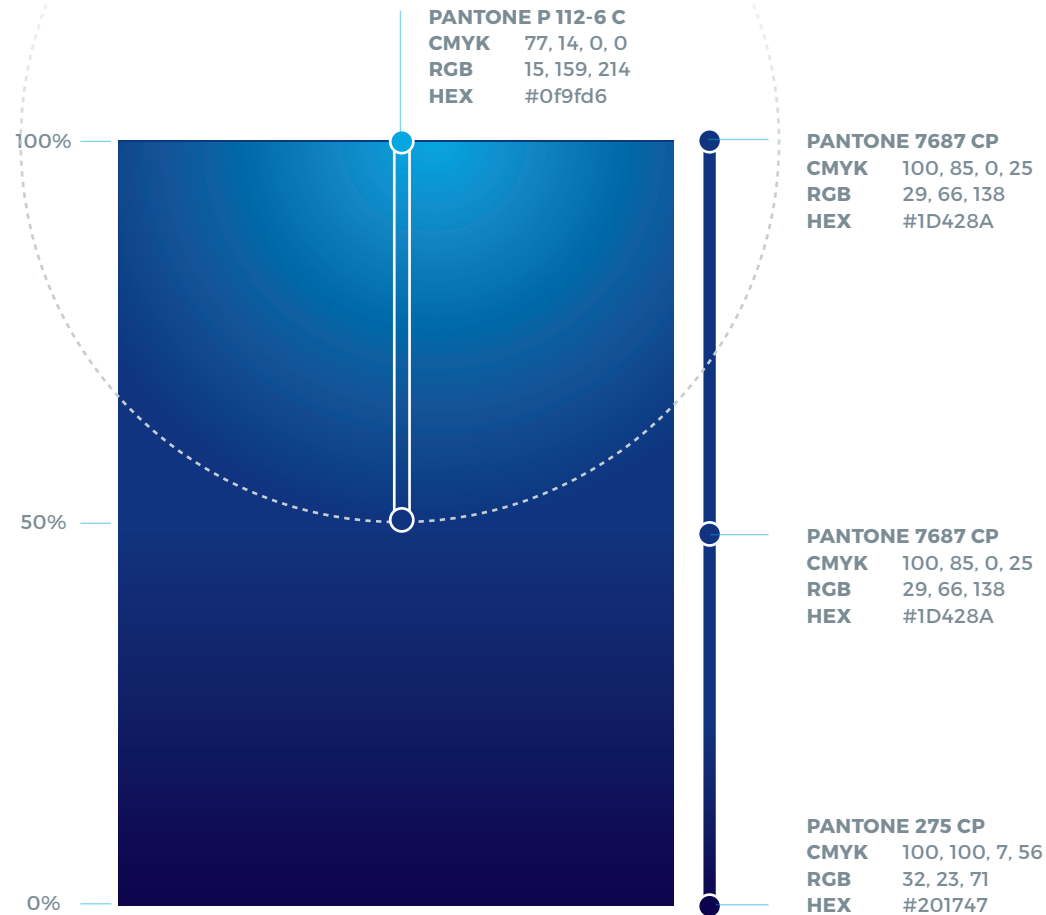
### ! ACCENT WEB COLOURS

PMS	C	M	Y	K	R	G	B	HEX / HTML
	-	-	-	-	155	46	123	#9b2e7b
	-	-	-	-	218	182	39	#dab627
	-	-	-	-	23	174	142	#17ae8e
	-	-	-	-	4	118	147	#047693
	-	-	-	-	231	242	243	#e7f2f3



Accent colours are primarily used in digital media to further expand the colour pallet e.g. webpage, .ppt slides or e-mail communication and should never dominate a layout. Their CMYK representations might be different in print.

## 2. Colours



### BACKGROUND GRADIENT

Blue is the visual anchor colour and a foil to all the other colours, including white. To create visual interest, we use the gradient background as a backdrop and canvas for other graphical elements, including photography whenever possible.

The Innovatics gradient is made up of three different colours; **dark blue, light blue and violet**, arranged as shown above.

3.

# 3. FONTS

Aa

## Montserrat Bold

LOBORESE ODOLOB ORPERO-  
STRUD ET EX ESEQUAM EST  
QUAM DOLORPER SED EXER

### ! CORPORATE

**Montserrat** has been selected as the primary brand typeface, for use with all professionally designed applications. It's round construction complements the type used in logo well because they both use circle as a basic foundation shape.

Aa

## Montserrat Light

loborese odolob orperostrud et  
ex esequam est quam dolorper  
sed exer

Montserrat may be used in a **number of styles**; Light or BOLD, or even hairline at very large sizes. The preferred basic style for **copy** is **Light**, and **CAPITALIZED Bold** for **headlines**. DO NOT use red as a text colour.



Download a package with all the typefaces [here](#).

It is licensed under SIL Open Font License (OFL) as **free** for Personal and Commercial Use



AaAa

## Arial Bold / Arial regular

Aoborese odolob orperostrud et ex esequam est quam dolorper sed exer ximpore  
maxim doluptatur, erorati aecabor epeliquost antum undae pore sum aut aut asin  
Aecabor epeliquost antum unfacium doluptatur, erorati aecabor epeliquost antum undae  
pore sum aut aut asin et aecabor epeliquost antum undae pore sum aut aut asin et

---

### ! SYSTEM (SAFE) ALTERNATIVE

**In office use**, there are many applications which are shared between internal and external users. These users will not always have fonts such as Montserrat on their systems when using, for example, Word / Excel, email, etc.

The non-availability of fonts risks our messages being displayed and reproduced in random default typefaces. To counter this risk, all office use applications should be produced using the desktop standard **Arial** fonts in Regular, and Bold weights only.

4.

# BRAND ASSETS

## 4. Brand assets

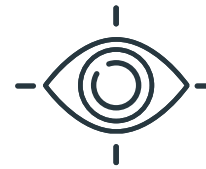
### ICONOGRAPHY



KEY: Face



KEY: Fingerprint



KEY: Iris



#### CREATING NEW ICONS?

circle shape

consistent stroke width

corners with radius

interrupted stroke

An important part of Innovatrics Brand assets is a set of icons, used extensively throughout many applications in print or digital use. Because they help visualize many, sometimes quite abstract concepts, it is very important to ensure that we **keep their visual language clear and consistent**.

Besides standard use, these icons are also frequently used as an **overlay graphic background** on Innovatrics blue gradient (mentioned on the next page).

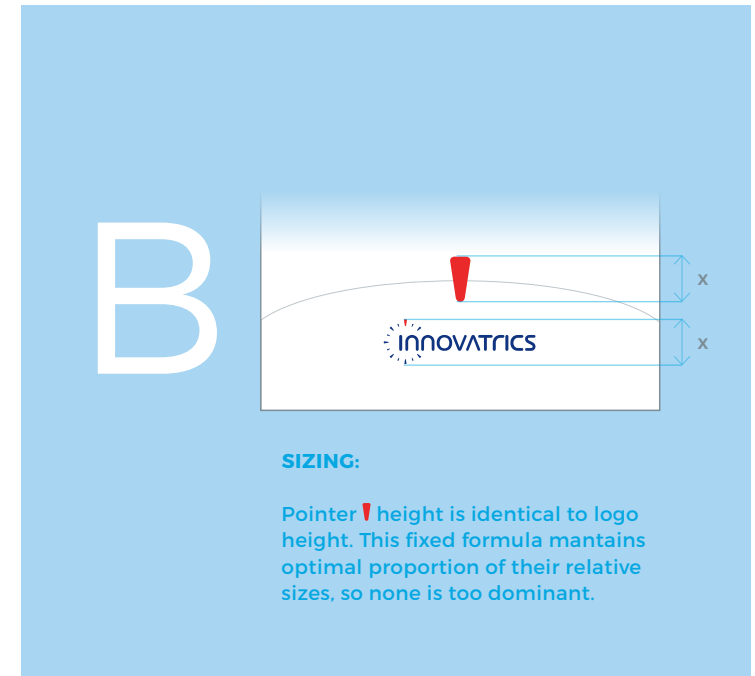
## 4. Brand assets

### RED "POINTER" GRAPHIC DEVICE



#### A. Basic usage - in a headline

-



#### SIZING:

Pointer height is identical to logo height. This fixed formula maintains optimal proportion of their relative sizes, so none is too dominant.

#### B. Special usage - on white arch

When we place the logo on a white arch, the pointer always sits positioned on the upper arch line, both horizontally and vertically centered.

DO NOT use any other pointer device (in headline or as a bullet) on the same page, when this layout is used.

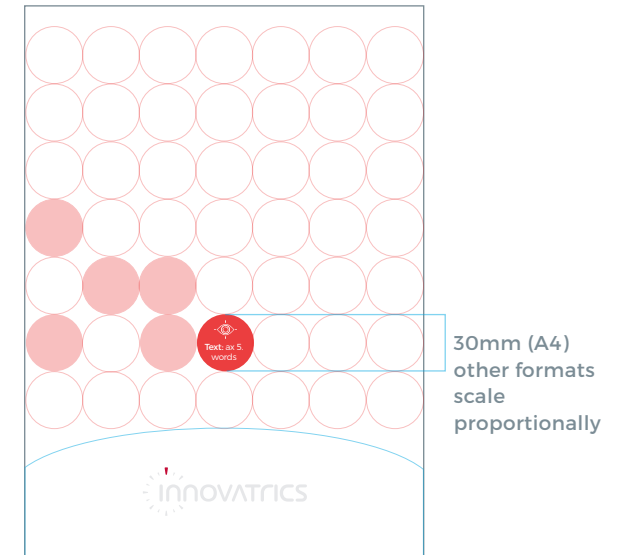
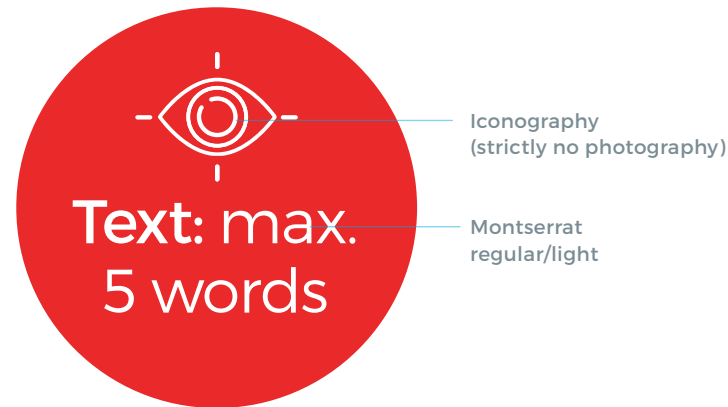
In print, it is preferred to UV varnish the device to further highlight and differentiate this element on the page.

## 4. Brand assets

### ! EYECATCHER / CIRCLE GRID

When placing the Eyecatcher, keep in mind a few simple rules:

- KEEP THE MESSAGE SHORT (5 WORDS MAX)
- USE INNOVATRICS RED COLOUR
- OPACITY: EITHER 90% (MESSAGE) OR 30% (EMPTY)



**PLACEMENT:**  
Use the grid above as a foundation – feel free to colour out those circles to fit your composition. Preferably, all circles should be adjacent (in a line or a curve), but there is no strict rule for this.

#### SIZING RECOMMENDATION

A1	80mm
A2	80mm
A3	42mm
A4	30mm
A5	25mm

This optional element, in general, serves to:

- **Grab attention**
- **Guide the eye to an important element (headline)**
- **Pick out an important fact / benefit / number**

The information presented should always be brief and clear  
DO NOT use it as a canvas for long headlines or messages.

To support the eyecatcher on the layout, you can also use another important brand asset – **the circle grid**.

It allows a degree of creative freedom, as there is no rule about how many or which circles to use. As a designer, one should employ common sense so as not to overpower the rest of the elements on the page, but rather complement them in a visually pleasing way.

# 4. Brand assets

## PHOTOGRAPHY - SELECTION GUIDELINES

To help you select the best photo to use in any Innovatrics branding material, we have provided a list of features which best describe the preferred photography style.

KEY: Iris



KEY: Face



KEY: Fingerprint



### COMMON FEATURES:

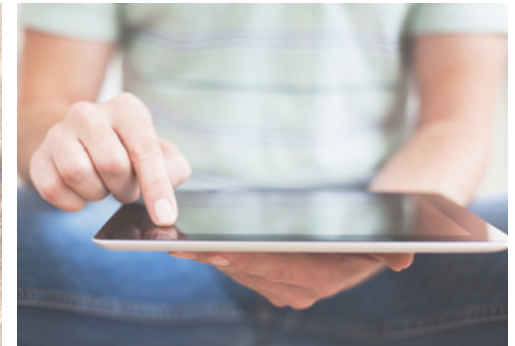
A good Innovatrics photo should be:

- | a **close-up** shot with strong depth
- | **natural**, no obvious image manipulation (composited images)
- | **slight bleached** look
- | a depiction of a **person as the main subject**, or a person **interacting with technology**

## 4. Brand assets

### ! MORE PHOTOGRAPHY EXAMPLES

“Human touch” as a general principle

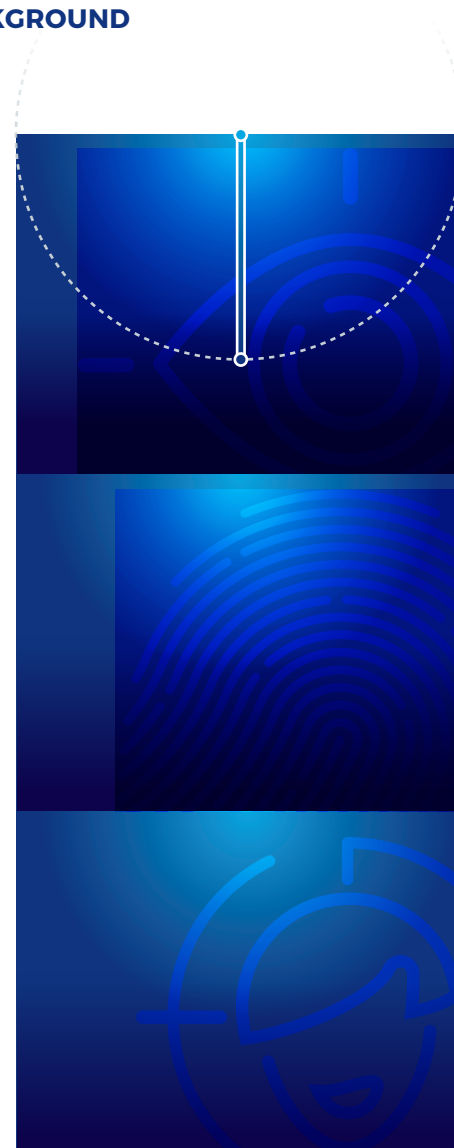


Although we are a technology company, all of these complex and technical solutions revolve around **one central point - people**. Faces, eyes, irises, hands, and fingerprints – these are the subjects of our work, and sometimes we tend to forget that.

Showing people not only provides a nice human touch to publications which are usually full of schemes, graphs, or otherwise boring data and numbers (and therefore not very pleasing to look at), but also depicting **skin colour** serves as a **perfect complement** to Innovatrics corporate **blue tones**, providing an eye-pleasing contrast between them.

## 4. Brand assets

### ICONOGRAPHY: USAGE ON GRADIENT BACKGROUND



#### EXAMPLE

When blending graphics / iconography on an Innovatrics gradient background, just **overlay** the preferred image on a **100% opacity**.

Best results are achieved, when the **fill of the placed graphics is the same** gradient as the one used on the background.

**BLENDING:**  
Overlay (100%)



## 4. Brand assets

### PHOTOGRAPHY: USAGE ON GRADIENT BACKGROUND



#### EXAMPLE

When blending images on a Innovatrics gradient background, just **overlay** the image on **100% opacity**.

If an undesired colour shift occurs, it is recommended to desaturate the image slightly, or completely discard the colour information (convert it to b/w).

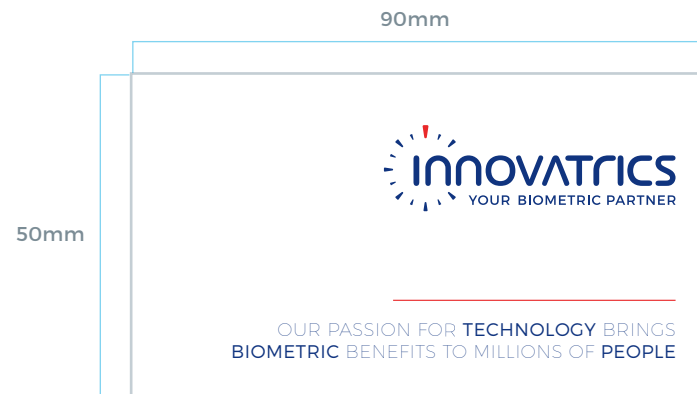
**BLENDING:**  
Overlay (100%)

5.

# BRAND MATERIALS

## 5. Brand materials

### ▼ BUSINESS CARDS 9×5 CM



Montserrat Light (14pt)

Montserrat Bold (7pt)

Montserrat Light (8pt)

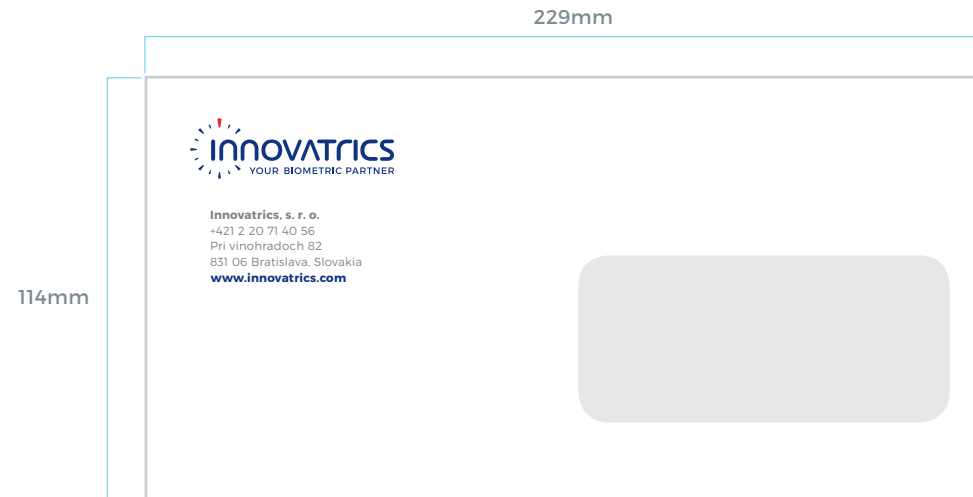
Montserrat Light (6pt)

Montserrat Bold (7pt)



## 5. Brand materials

### ▼ ENVELOPE (DL) 229×114 MM



# 5. Brand materials

## LETTERHEAD 297×210 MM

heading:  
Montserrat black  
14pt

body:  
Montserrat regular  
9pt

footer:  
Montserrat regular  
8pt



## 5. Brand materials

▼ STAMP 58×22 MM



# 5. Brand materials

## PRICE PROPOSAL A4

Montserrat black  
18pt

Montserrat regular  
20pt

**INNOVATRICS**  
YOUR BIOMETRIC PARTNER

**CONFIDENTIAL**

**PRICE PROPOSAL**

---

Smartmatic  
Guinea-Conakry, Voters  
registration

---

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+421 2 20 71 40 56  
WWW.INNOVATRICS.COM

**INNOVATRICS**  
YOUR BIOMETRIC PARTNER

**Annex A: Technical Support - Service Levels**  
Innovatrics offers to its clients and partners 3 Service levels. Table below summarizes the support offering and services available for different levels.

**Afis support**

SERVICE LEVEL	STANDARD	PREMIUM	MISSION-CRITICAL
	Service period		
<b>INTEGRATION SUPPORT</b>	Max. 1 year	Max. 1 year	Max. 1 year
<b>PRODUCTION SUPPORT</b>	1 year	1 year	1 year
<b>HOURS OF OPERATION</b>	8x5	8x5	24x7
<b>BUSINESS DAYS</b>	Monday - Friday	Monday - Friday	Monday - Sunday
<b>METHOD OF ACCESS</b>	Web (Support portal) • Chat	Web (Support portal) • Chat • Call Back By Appointment	Web (Support portal) • Chat • Call
<b>RESPONSE METHOD</b>	Email/Support portal • Chat	Email/Support portal • Chat • Call Back By Appointment	Web (Support portal) • Chat • Call
<b>REMOTE ACCESS SUPPORT</b>	No	Yes	Yes
<b>BUG FIXES</b>	Yes	Yes	Yes
<b>PRODUCT UPGRADES</b>	Yes	Yes	Yes
<b>TARGET RESPONSE TIMES</b>	3 Business Days	NBD	4 hours, SBD
<b>ACCESS TO KNOWLEDGE BASE</b>	Yes	Yes	Yes
<b>ON-SITE SUPPORT</b>	<b>900€</b> /man day + T&A	<b>900€</b> /man day + T&A	<b>900€</b> /man day + T&A (Annual 2-day system check incl.)

The company is registered in the commercial Register of District Court Bratislava I, Section Sro. File number 39481/B. VAT ID: SK 202219357

Montserrat Bold  
15pt

# 5. Brand materials

## DOCUMENT FOLDER A4

Outside



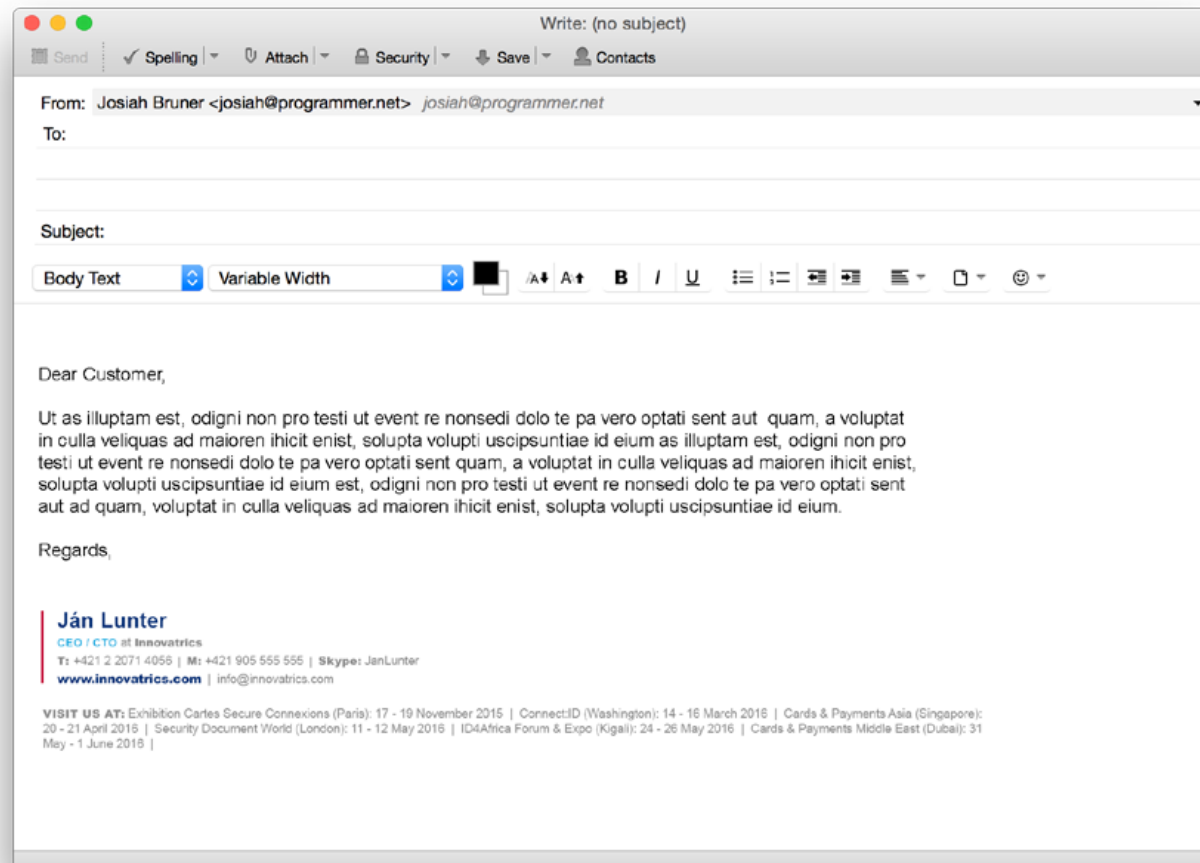
Inside





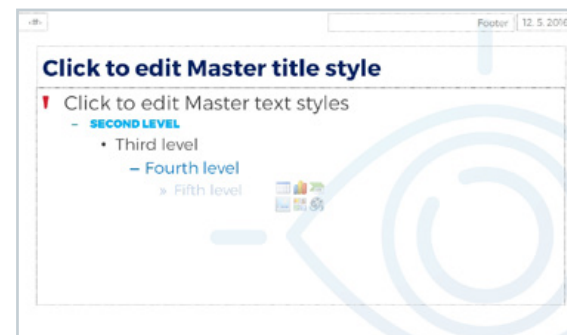
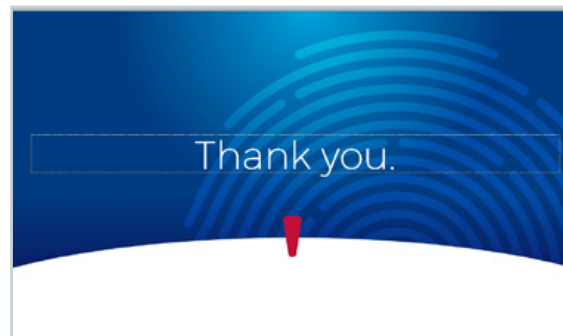
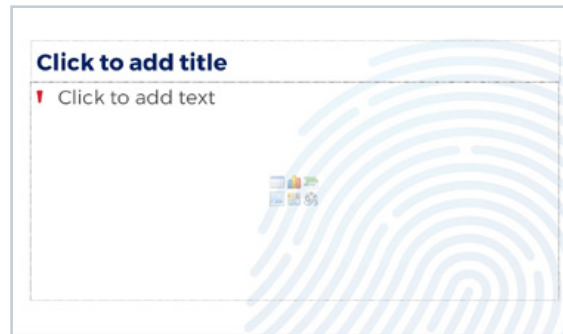
## 5. Brand materials

### MAIL SIGNATURE



# 5. Brand materials

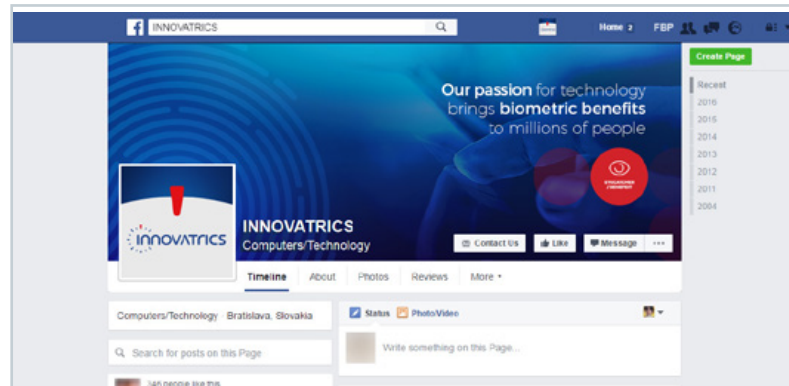
## ▼ PPT PRESENTATION



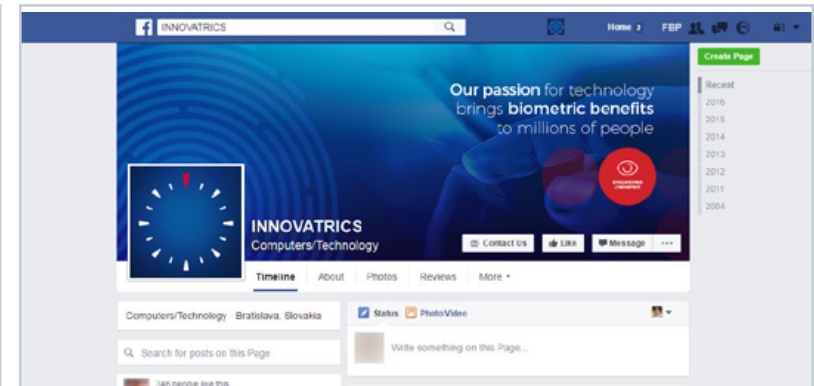
## 5. Brand materials

### ▼ SOCIAL MEDIA PAGE COVER (FACEBOOK)

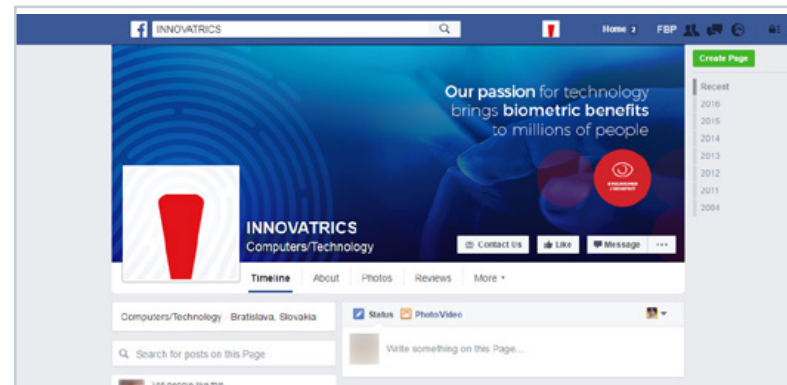
A



B

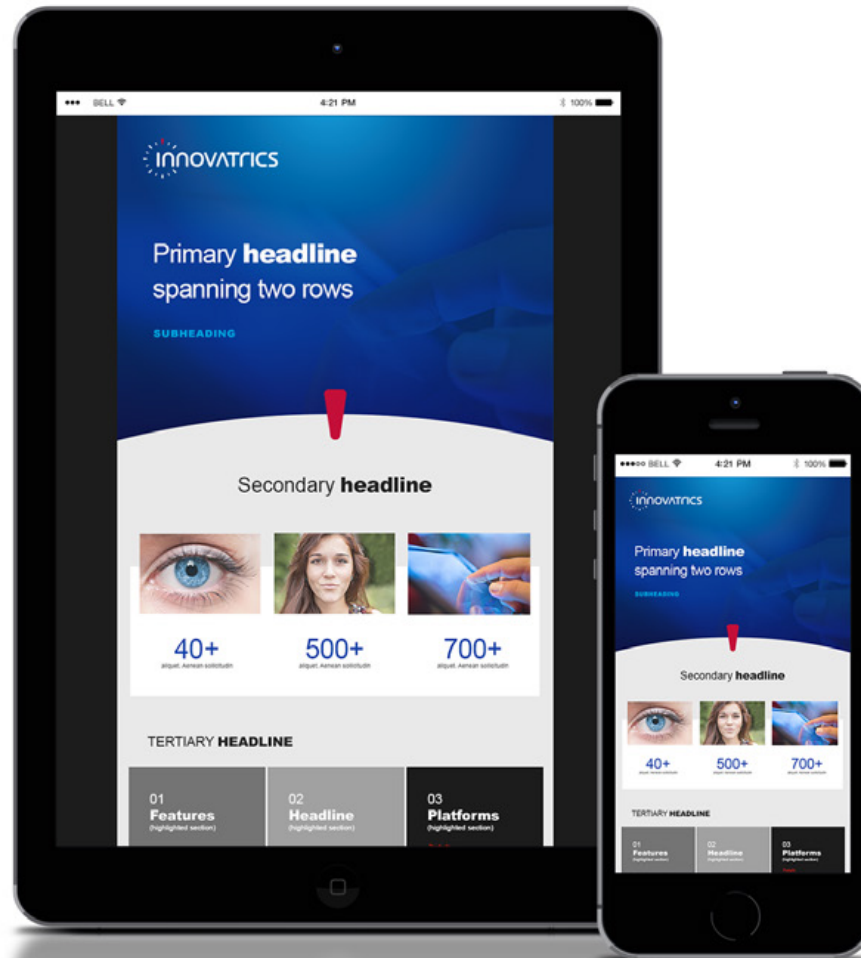


C



## 5. Brand materials

### ▼ E-MAIL NEWSLETTER



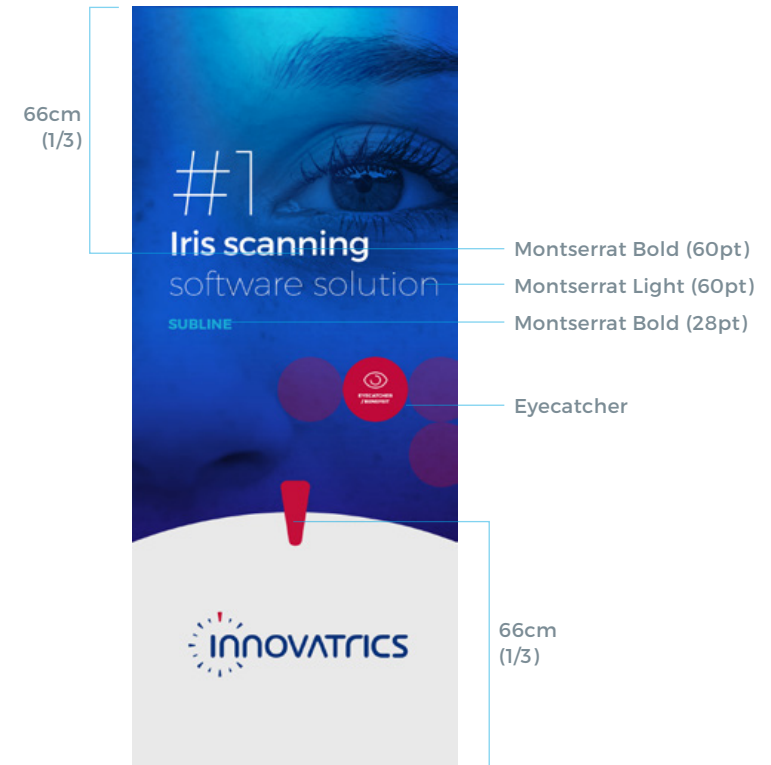
# 5. Brand materials

## ▼ BROCHURE EXAMPLE A4/A5



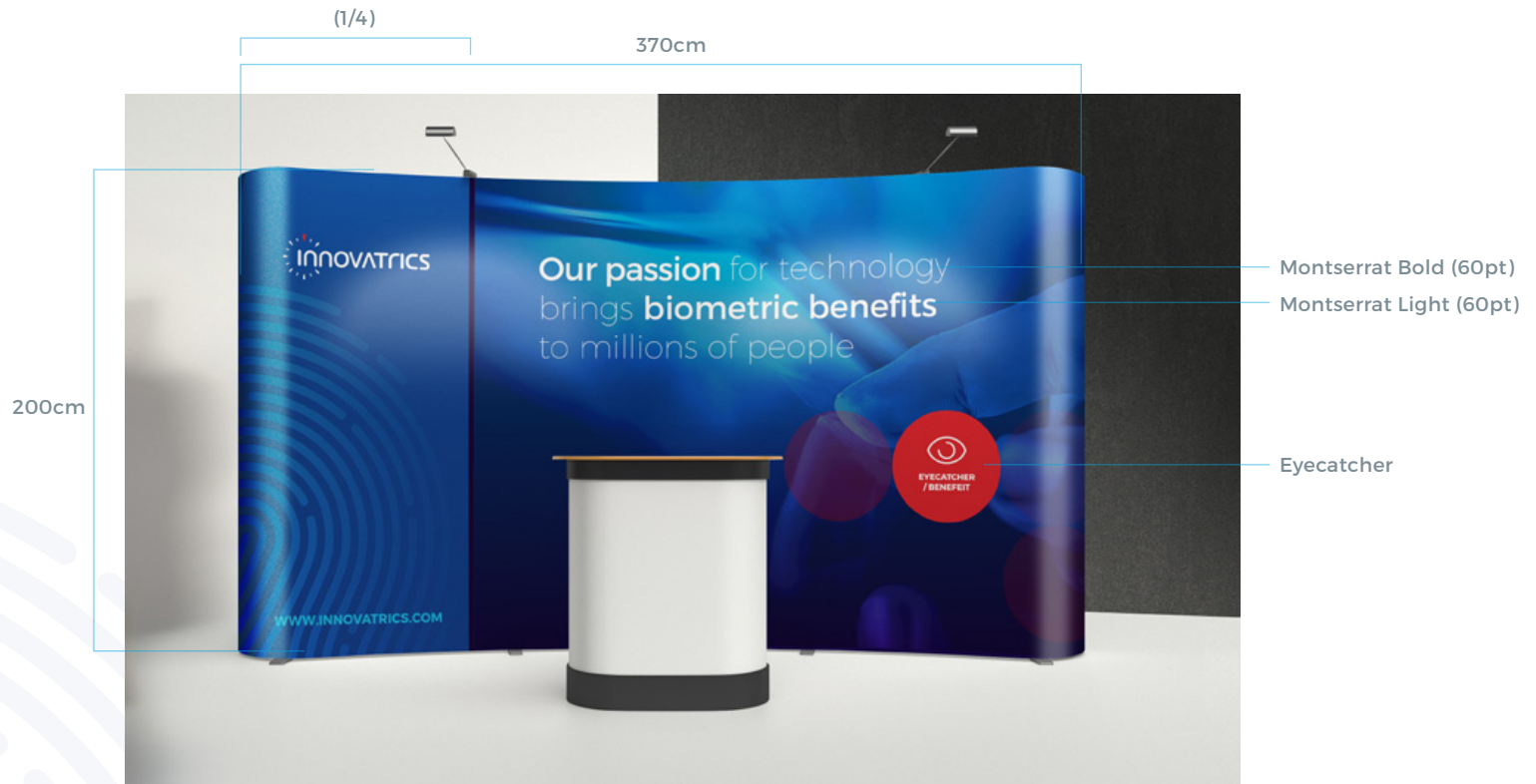
## 5. Brand materials

### ▼ ROLLUP 80×200CM



## 5. Brand materials

### TRADESHOW BOOTH / WALL 370×200CM



## 5. Brand materials

### NAME BADGE 8x10CM



2,66 cm  
(1/3)



Ján Lunter

CEO / CTO


Montserrat Light  
60pt

Montserrat Bold  
28pt

INNOVATRICS  
YOUR BIOMETRIC PARTNER

2,66 cm  
(1/3)





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