

Asseco Brandbook.
Brand architecture:
Book B.

2/6

asseco

Brand architecture.

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Brand architecture: Asseco companies.

B1.

Region

Country

Specialization

Brands within the Asseco umbrella are characterized by 3 aspects according to which the companies are distinguished:

- Operating region [e.g. Central Europe]
- Country of origin/activity [e.g. Poland]
- Type of services or products offered by the company [e.g. Data Systems]

ASSECO
CENTRAL EUROPE

ASSECO
POLAND

ASSECO
BUSINESS SOLUTIONS

ASSECO
NORTHERN EUROPE

ASSECO
DENMARK

ASSECO
DATA SYSTEMS

ASSECO
SOUTH WESTERN EUROPE

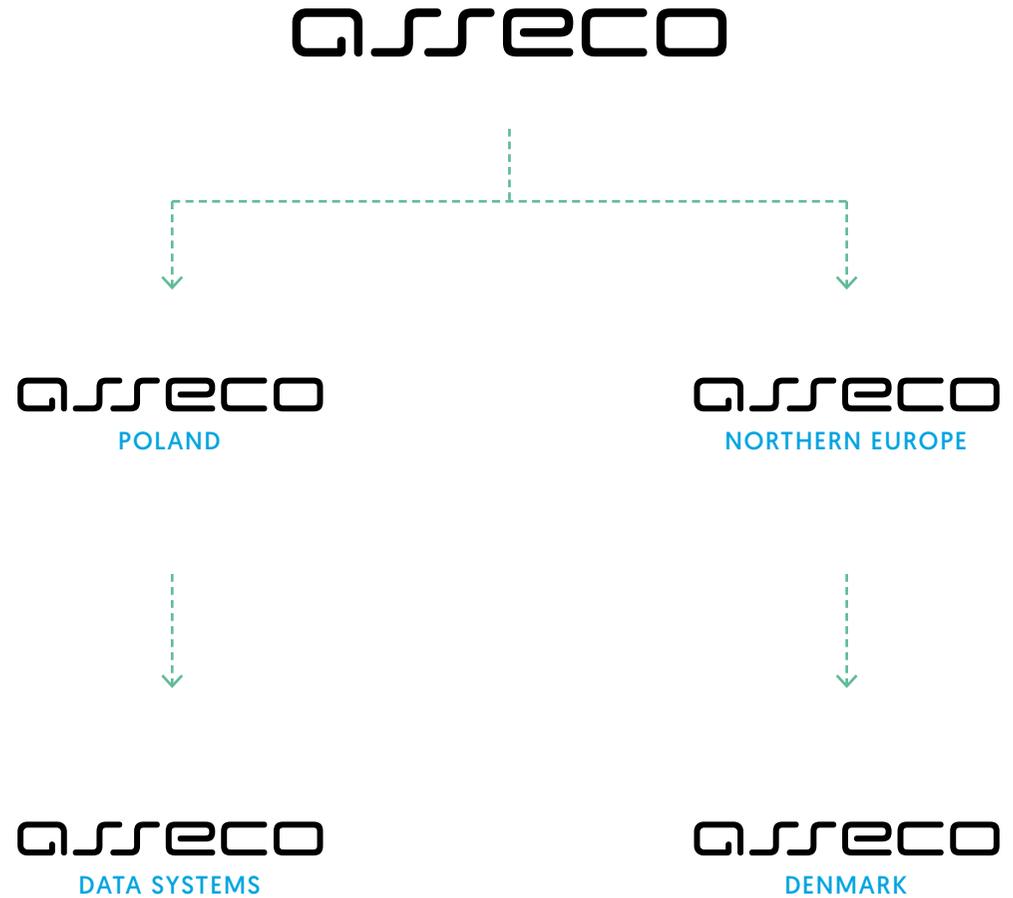
ASSECO
GEORGIA

ASSECO
SOLUTIONS

Umbrella branding: Structure of Asseco.

B1.1.

All companies under the umbrella branding promote and represent the Asseco brand. However, companies are independent to choose how to promote themselves.



Corporate logotype: Asseco Poland.

B2.

The Asseco logotype can also function with a signature as shown on the right of this text. Then the logotype is called a Corporate logotype. A logotype with a signature indicates the region, country or specialization of the particular Asseco company.

The signature under the black logotype is always in the leading Asseco colour - blue.

As with the logotype, the rules of the signature's use and creation are strictly defined in this book.



A Asseco logotype

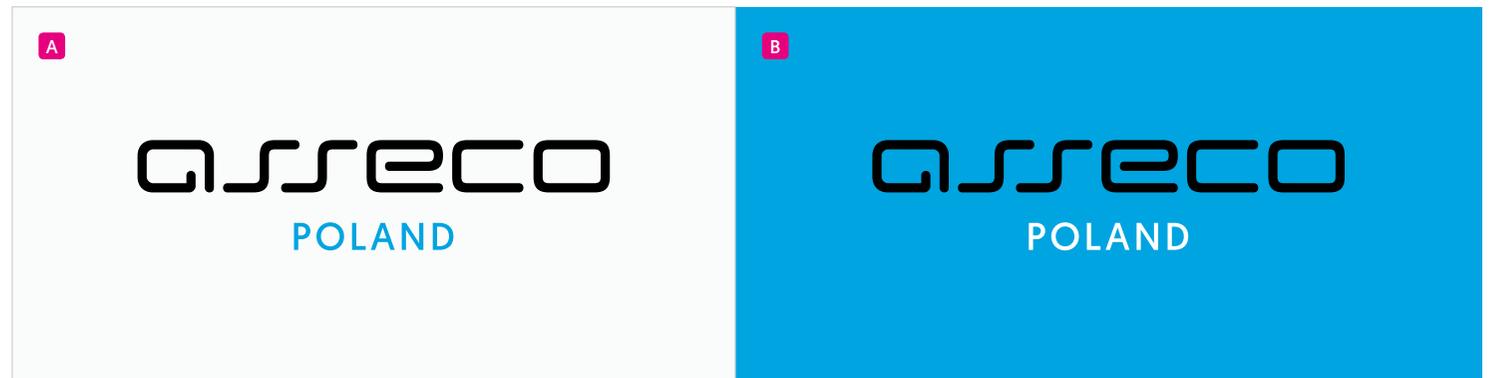
B Company signature

Corporate logotype: Variants.

B2.1.

Corporate logotype can be set on various backgrounds. Backgrounds variants and the appropriate selection of the logotype colour are described below. If necessary, the Corporate logotype is also available in a achromatic version, where the logotype and signature appear in the white or black colour.

- A Basic variant
- B Leading colour background variant
- C Corporate logotype on the corporate palette colour background
- D Achromatic negative on the black background
- E White logotype should be used in the case of other background colours



Corporate logotype: Coloured backgrounds.

B2.2.

The Corporate logotype can be used on coloured backgrounds with colours from the corporate palette, as described in Book C (C1.2). It is recommended the black logotype with a white signature is used on any corporate palette background as the first choice. If it is necessary to use a logotype on a colour not included in the corporate palette, a white logotype may be used providing the background colour creates an appropriate contrast with the white.

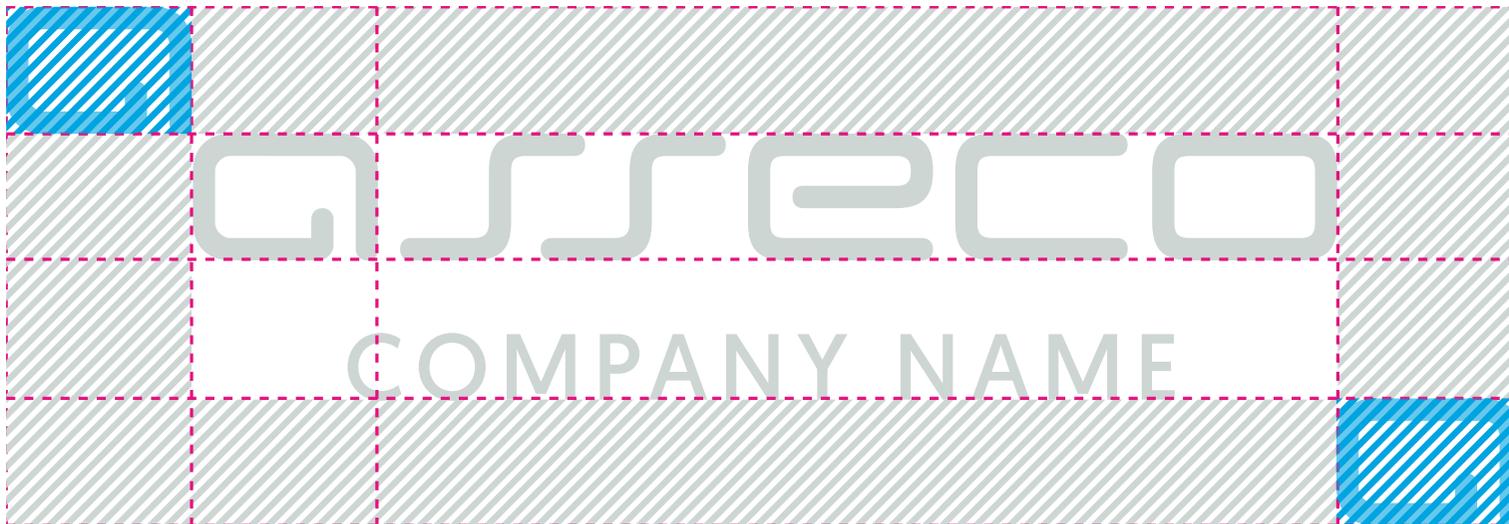


Corporate logotype: Safe space.

B2.3.

All rules set for the Corporate logotype are based on the primary Asseco logotype standards. The example below sets out the application of the safe space.

The safe space is a set minimum area around the logotype and it must not be occupied by any other graphic form (another logo, image, etc.). The minimum safe space required for the Corporate logotype is determined by the height and width of the letter A in the logotype.



Corporate logotype: Minimum sizes.

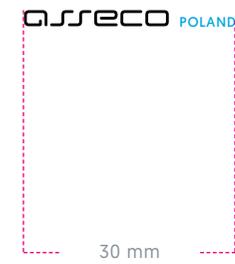
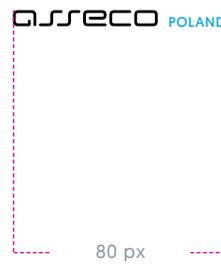
B2.4.

The minimum sizes of the Corporate logotype are shown on the right and have been determined to ensure their visibility and clarity. These sizes must not be reduced.

Internet



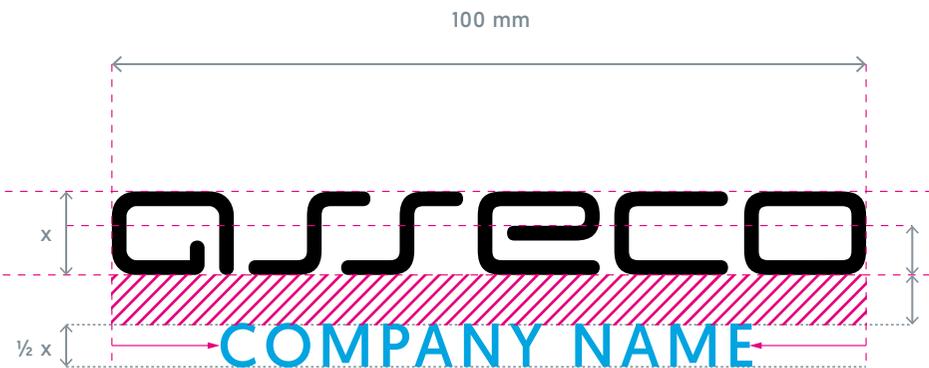
Print



Vertical logotype: Composition.

B2.5.

The Corporate logotypes are designed in suitable proportions set according to the dimensions of specific elements. The proportions shown must not be modified in any way. The example below shows the Corporate logotype mechanism. The example is described using a logotype with a width of 100 mm. The vertical composition should have priority over the horizontal composition, as described on the next page.



Font: Geomanist Book
Size: 23 pt
Spacing: 70

Justification: Central
Letters: Upper case
Colour: ■

Horizontal logotype: Composition.

B2.6.

In exceptional cases, horizontal composition may be used. This is possible when the logotype appears on surfaces in which the horizontal layout of the logotype looks better than the vertical layout. This composition will be used primarily on the Internet, on the website and in software and application interfaces. The example below describes how to create a horizontal composition of the Corporate logotype.



Corporate logotype: Exceptions.

Asseco has a large family of companies. Because of the different names of companies, exceptions are allowed in respect of the signature design. Separate mechanisms can be used for long and short elements in order to adjust to visual and branding standards and functionality.

A Font: **Geomanist Regular**
Size: **23 pt**
Spacing: **70**
Colour: ■

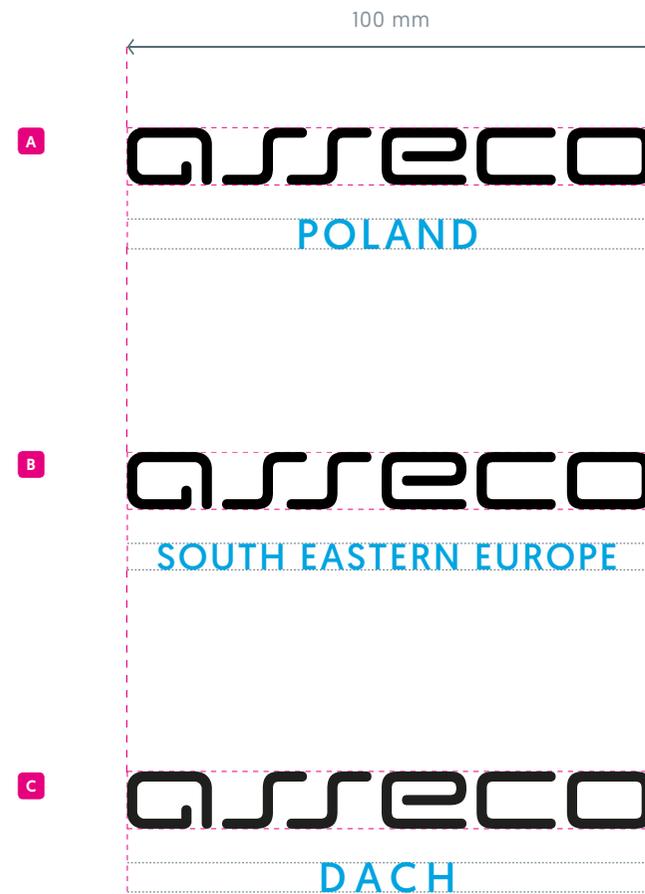
Font with spacing of 70 is used as default for all phrases appearing as company names.

B Font: **Geomanist Regular**
Size: **20 pt**
Spacing: **50-70**
Colour: ■

A smaller font is used when the signature phrase consists of more than 2 elements or more than 15 letters. The output size is scaled to 90%. If the signature is still too wide after scaling, the spacing between letters can be reduced to 50.

C Font: **Geomanist Regular**
Size: **23 pt**
Spacing: **120-150**
Colour: ■

When the signature phrase consists of only 3 to 5 letters, a wider spacing can be applied to make better use of the space under the Asseco logotype.



Corporate logotype: Incorrect usage.

B4.

Asseco cares about the image of its brand and all the companies within its family. Therefore, the Asseco logotypes must be used with the utmost care according to the specified rules.

The following practices should be avoided to maintain a consistent and effective corporate identity, as they go beyond the mechanisms that identify the Asseco brand.



Do not change the letter spacing



Do not change the letter size



Do not change the signature scale



Do not change the font



Do not break the signature into 2 lines



Do not change the colour code



Do not change the positioning



Do not align the signature to the left



Do not change the distance between elements

Asseco logotypes: Rules of application.

B5.

	 Asseco logotype	 Corporate logotype
Presentation of the Asseco Group's results	●	
Presentation of the company's results		●
Brochures and product websites [products offered only by the particular company]	●	
Brochures and product websites [products offered for sale by the Asseco Group or network of partners]	●	
Websites of companies / regions		●
Advertising in regional / business press	●	
Conferences dedicated to the Asseco Group products; roll-ups, media walls, exhibition stands	●	
Image / sponsorship advertising on T-shirts, posters, billboards, etc.	●	
Business card, letterhead, envelope		●
Visual identity and outdoor advertising [buildings, cars, etc.]	●	
Interior corporate identity [rooms, training halls, reception]		●

Product branding: Types of products.

B6.

Asseco offers a wide selection of products and solutions. There are two main groups of Asseco products: Corporate products and Branded products. Detailed guidelines for both groups are described on the following pages.

Asseco CBP
Customer Banking
Platform.



Asseco FDS
Fraud Detection
System.



Corporate products

Branded products

Product branding: Corporate products.

B7.

Corporate products are always titled "Asseco" plus the abbreviation of the full product name.

Asseco CBP
Customer Banking
Platform.

Asseco UFE
Universal
Front End.

Asseco ACM
Advanced Cash
Management.

Asseco FDS
Fraud Detection
System.

Asseco GCS
Ground Control
Station.

Asseco CSE
Convergent Services
Environment.

Corporate products: Guidelines.

B7.1.

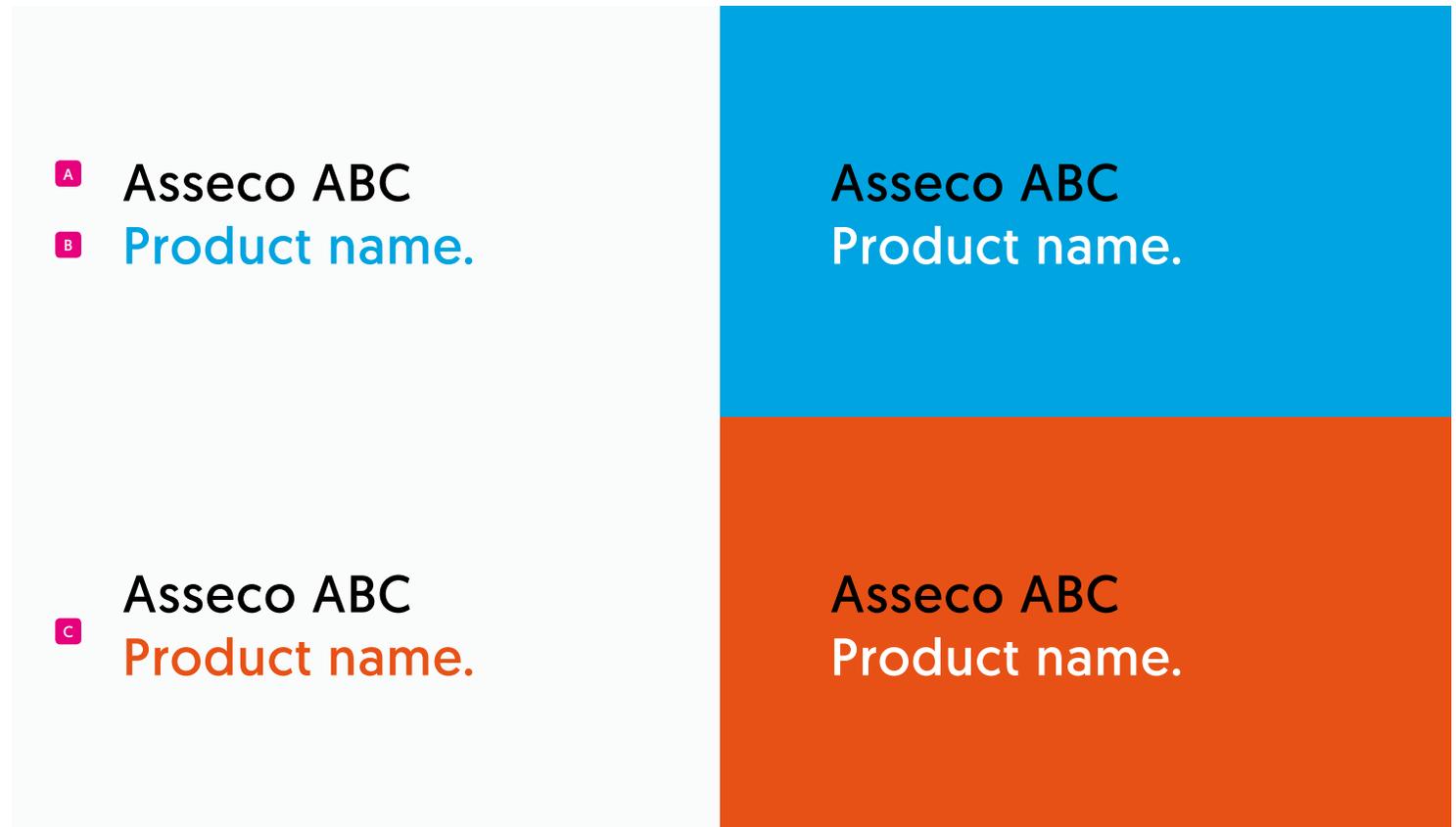
All products of Asseco companies have a standard graphic design.

Products with “Asseco” in their name are shown in the example below, where Asseco ABC is the abbreviation of the full product name.

- A** Font: Geomanist Book
Size: 20 pt Leading: 30
Spacing: 24 pt
Colour:

- B** Font: Geomanist Book
Size: 20 pt Leading: 30
Spacing: 24 pt
Colour:

- C** Font: Geomanist Book
Size: 20 pt Leading: 30
Spacing: 24 pt
Colour:



Product branding: Branded products.

B8.

Asseco companies also offer a range of products that have their own design and are based on proper nouns. In this case, the primary Asseco branding guidelines (i.e. colour, font) are applied and a “by Asseco” suffix is added to the product logo. The next page shows the designs that should be used as the basis for creating symbols of branded products.



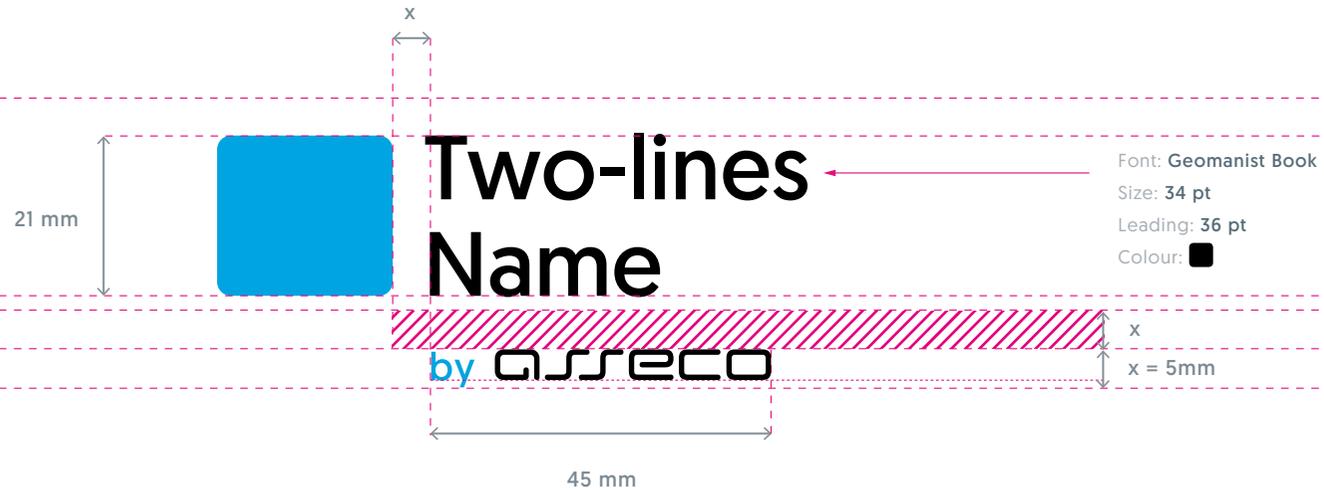
Branded products: Guidelines N°1.

B8.1.



Branded products: Guidelines N°2.

B8.2.



Domains: Guidelines.

B9.

Asseco brand identity provides guidelines for graphical presentation of Internet domains and email addresses. The part that should be highlighted always either appears in blue colour on a white background, or in white colour on a coloured background.

asseco.pl		asseco.pl	
see.asseco.com	see.asseco.com	asseco.com/dk	asseco.com/dk
ufe.asseco.com	ufe.asseco.com	omnichannel.asseco.com	omnichannel.asseco.com
domain@asseco.com		domain@asseco.com	

E-mail footer: Guidelines.

B10.

Font: Calibri Family
Size: 12 px, Leading: 16 px
Colour:  

A Content and contact details:
Font: Calibri Regular
Colour: 

B Name and surname: Position:
Font: Calibri Bold Font: Calibri Regular
Colour:  Colour: 

C Asseco company name:
Font: Calibri Bold
Colour: 

D Name and surname: Domain:
Font: Calibri Bold Font: Calibri Regular
Colour:  

@asseco.pl
Font: Calibri Regular
Colour: 
According to the domain presentation form.

E Disclaimer
Font: Calibri Regular
Size: 9 px, Leading: 12 px
Colour: 

 Enter / Next line

A Yours faithfully,

B **Name Surname**
Official position
Department or division

C **Asseco Poland S.A.**

street name and no.
postal code and town
A Tel.: +48 00 000 00 00
Mobile: +48 000 000 000
Fax: +48 00 000 00 00

D **name.surname@asseco.pl**
asseco.pl

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