



**Corporate Visual
Identification System**

The Logo

Introduction



As a group, Asseco may be strong only if it creates a strong and cohesive image. This image should express its common goals and operations. As the entity that controls the Asseco Group, Asseco Poland SA establishes the brand's fundamental underpinning. The logo is the brand's fundamental element. Other elements, including color, font, composition, tone, emotion of the expression, and style together create an expressive visual layout. Symbols and compositions carry an extremely powerful impact. They reach recipients' brains directly and immediately, just as our first impression of another person provides us with so much information and emotions about him or her.

The fundamentals of building brand identification for Asseco have been presented using the example of Asseco Poland SA. For a cohesive image and synergy of marketing activities, each organization within the Asseco Group should observe these principles. Each change will take away from the strength and trust vested in the group and weaken the synergy support among the group's units.

A uniform and cohesive Corporate Identification System is an important element in a company's communication with its business partners and clients. The system's main task is to cohesively and consequentially present all elements related to a company so as to make it easily recognizable. A well-planned CIS represents the company's ability and evokes associations of thoroughness and reliability. Ultimately, it reinforces the company's market strength.

■ 1.2

The Logo

Safe area



Minimum safe area

The minimum space surrounding a logo (safe area) plays a fundamental role, especially when the logo interacts with other elements and logos. The safe area defines the smallest allowable free space between the logo and any other elements that allows the logo to remain legible and clear. The Asseco Poland logo safe area is defined by the size of the letter "e". on each of the logo's sides, except for the top, where it is **1.5 "e"**.

Minimum logo size

■ 1.7

The Logo

Logo design



The logo's design helps define the relationships between its main and secondary typography. The design is laid out below using grid paper, where each square is 1 mm in size.

The Logo

Color scheme – color version

ASSECO
P O L A N D



PANTONE 295 C
C:100, M:56, Y:0, K:34

The logo's color scheme is an important element of CIS. It creates a unique color combination, one that does not allow for frequent changes or interference. As a result, it is easy to recognize the company. The logo's main color is defined according to the international standard – Pantone® Coated.

The logo may be used against a colorful background or a photograph, but must be placed in such a way so that remains legible and easily recognizable.

The Logo

Color scheme – black version

ASECO
P O L A N D



PANTONE Black C
C:0, M:0, Y:0, K:100

The black version is used when it is not possible to use the color version.

The Logo

Color scheme – reverse versions



The reverse version of the logo is used when it is not possible to use the main color or black version, e.g. in elements such as lighted paneling, promotional articles, gadgets, etc.

The main color of the reverse version is defined by international standards: Pantone 295 C or Pantone Black C. The logo must be placed in such a way so that is legible and easily recognizable.

The Logo

Sizes

minimum size
(30 mm)



ASSECO
POLAND

optimum size for A5 format
(51 mm)



ASSECO
POLAND

optimum size for A4 format
(61 mm)



ASSECO
POLAND

optimum size for A3 format
(73,5 mm)



ASSECO
POLAND

The use of defined sizes prevents logo deformation. It is also extremely helpful when the logo is placed on documents of varying sizes. It is recommended that the size guidelines be followed and each deviation from them should be consulted with an individual with authority in this regard.

The minimum logo size is 30 mm.

Typography

Verdana Regular

aąbcćdeęfghijklłmnoóprsštuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNOÓPRSSTUWXYZŹŻ
123456789,.,!/?/()-

Verdana Italic

aąbcćdeęfghijklłmnoóprsštuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNOÓPRSSTUWXYZŹŻ
123456789,.,!/?/()-

Verdana Bold

aąbcćdeęfghijklłmnoóprsštuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNOÓPRSSTUWXYZŹŻ
123456789,.,!/?/()-

Verdana Bold Italic

aąbcćdeęfghijklłmnoóprsštuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNOÓPRSSTUWXYZŹŻ
123456789,.,!/?/()-

The Verdana font family is the Asseco corporate font. It should be used for all materials: incidental printouts, promotional materials, forms, letters and office presentations, webpages, etc.

Incorrect versions



Versions of the logo where the form, composition and colors have been changed not in accordance with the system's principles should not be used.

The examples above show several incorrect versions of the logo. The surest way to properly use the logo is to follow the principles set out in these guidelines.

■ 2.1

Asseco Group Companies

The Logo – Design



PANTONE 295 CVC
C:100, M:56, Y:0, K:34

ASSECO GROUP COMPANY LOGOS

Asseco group company logos have two parts:
the Asseco logo (which is the same for the entire group and uses a specially designed font),
and a logo with the second part of the name (written using the Frutiger Roman font with defined kerning and size).

The vector logo should be used.

Asseco Group Companies

The Logo – Library

ASSECO
P O L A N D

ASSECO
S L O V A K I A

ASSECO
B U S I N E S S S O L U T I O N S

ASSECO
S Y S T E M S

ASSECO
E A S T E R N E U R O P E

ASSECO
N O R T H E R N E U R O P E

ASSECO
W E S T E R N E U R O P E

ASSECO
D A C H

ASSECO
C E N T R A L E U R O P E

ASSECO
S O U T H E A S T E R N E U R O P E

ASSECO
S O U T H W E S T E R N E U R O P E