

2N

Logo

Colors

Typography

# Design Guidelines <sup>2022</sup>

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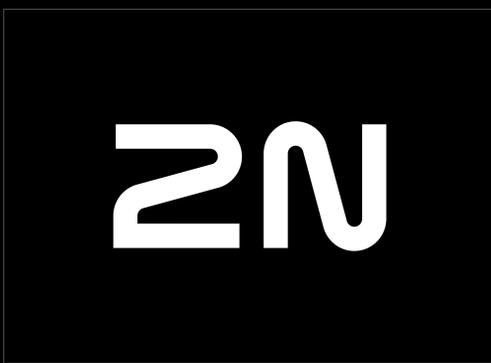
Created by [www.bтым.cz](http://www.bтым.cz)

## Logo

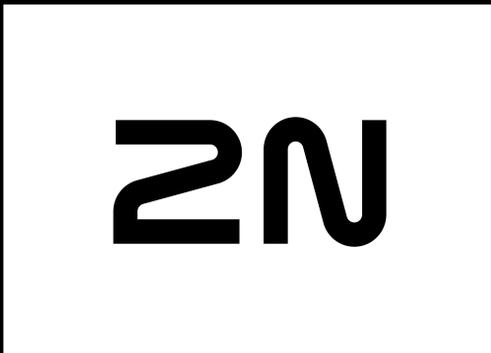
A logo is the essential identification symbol of brand communication. In its primary version is logo placed on a black background and is in white color.

### Basic logo variants

The basic version of the logo is a black and white inverted version, i.e. black background and a white drawing of the logo. Another possible variant is the combination of a white background with a black drawing of the logo.



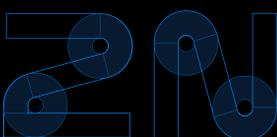
Basic version of the logo – white



Basic version of the logo – black

### Logo design

The logo has a precise construction that is based on the width of the stroke of the geometrically constructed font. The proportion of characters and their mutual offset are derived from it.



### Logo protection zone

The protection zone of the logo is a defined space into which no disturbing elements in the form of graphic symbols, photographs or typography should enter. For the 2N brand, this zone is defined by a square whose dimension corresponds to the height of the typography stroke in the logo. This square draws a protection zone on all sides of the logo.



### Minimum size

The minimum logo size of 2N is the size at which 100% trouble-free readability is guaranteed. This size is 10 mm in print and 50 px online and must be adhered to if we want to avoid unidentifiable branding.



Print 10 mm | Web 50 px

### Allowed variants

There are only three ways how 2N brand logo can be displayed. Basic variant - white logo on a black background. Positive variant - black logo on a white background. And white logo on a blue background. Any other variants are strictly prohibited.



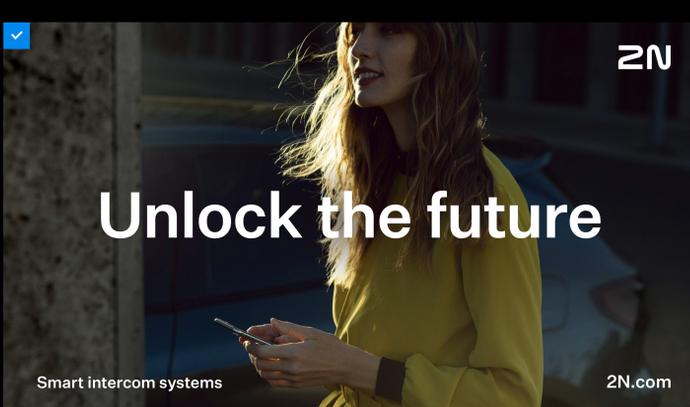
### Forbidden variants

It is forbidden to deform the brand in any way, to use a color other than the one permitted, to use different typography, or to reduce or enlarge individual parts of the logo.



### Use of the logo in the photo

The logo can be used on photos according to strict rules. The logo must not interfere with any specific shape or motif on the photography. The area under the logo should be uniform, well-contrasted, without distracting elements or colors.



### Partnership

The 2N logo can be combined with other partner logos that are separated from the 2N logo by a protective zone. Whenever possible, we always use the black and white version of all brands. If there are more partner brands, we put the logos in rows below each other.

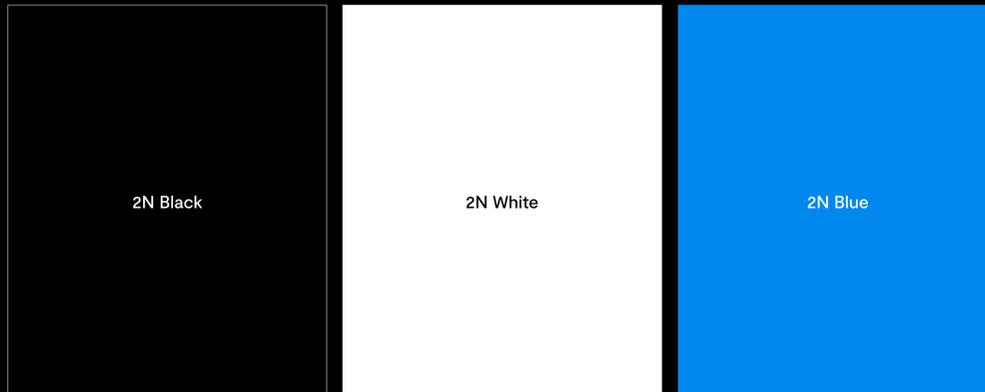


## Colors

Colors are one of the most prominent identifying elements of a company's visual identity and affect the human senses much more than we might think. Each color has its own meaning and to create a visual concept it is necessary to know it and be able to use it correctly.

### Basic color

The primary color of the 2N brand is black and white. Light/shadow, contrast, depth. At the same time, maximum legibility of the brand is always guaranteed. A strong blue is used as the flash color.



### Color specification

The basic black and white coloring is complemented by blue, flash color. This is used sparingly, especially to highlight elements such as: CTA buttons, navigation or conversion symbols.

2N Black	<b>CMYK</b> <b>RGB</b> <b>HEX</b> <b>PANTONE</b>	0/0/0/100 0/0/0 #000000 Process Black C/U
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2N White	<b>CMYK</b> <b>RGB</b> <b>HEX</b> <b>PANTONE</b>	0/0/0/0 255/255/255 #FFFFFF -
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2N Blue	<b>CMYK</b> <b>RGB</b> <b>HEX</b> <b>PANTONE</b>	87/14/0/0 0/136/239 #0088EF Process Cyan C/U
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## Typography

The font is another element that determines how the company presents itself externally. It is essentially a self-portrait of the company. Therefore, a rather technical, easy-to-read, and unique typeface was chosen for 2N. It reflects the values of the company - determination, precision, and courage.

### 2N basic font

The primary font for 2N communication is the Untitled Sans font and its style version - Medium.

# Untitled Sans

Headline

You want to see.  
You want to hear.  
You want to have control.  
You want to enjoy the new technologies that bring you more comfort.

Perex

Are you dealing with securing the entrance to an apartment complex, an office building, or perhaps your family home? Thanks to the modularity of the IP Verso system, you can assemble the system according to your needs, and choose the appropriate module and combination of functions. IP Verso has the new WaveKey technology, thanks to which the intercom recognizes you when you arrive and immediately opens for you. However, you can solve the authorization of incoming visitors in another way. For example, using a fingerprint reader. Reliability and safety parameters are underlined by a built-in camera with night vision.

Základní textový blok

### 2N system font

This font is used only in situations where the basic font cannot be used. A typical situation is an email footer, a PPT presentation, or a newsletter.

# Segoe UI

Bold

# Segoe UI

Regular

## Pairing

Fonts must communicate with each other therefore basic rules must be followed. We always use the Untitled Sans font in the Medium style for the headings. The perex and the base text are also set in the Untitled Sans font, Medium style.

Smart intercom system

# 2N<sup>®</sup> IP Style

Dovolte nám představit vám inteligentní intercom, který vám otevře, jen vás uvidí.

Stylový intercom IP Style vám usnadní přístup do vašeho domu. S lehkostí vám otevře dveře, aniž byste potřebovali přístupovou kartu, natož pak klíče. Díky autorizaci pomocí Bluetooth nebo RFID vám stačí mobilní telefon nebo chytré hodinky. A když je u sebe nemáte? Stačí zadat váš PIN kód a je to. Pohodlí a bezpečnost na prvním místě.

Designově vyladěný IP Style s dotykovou desetipalcovou obrazovkou také disponuje full HD kamerou, která vám umožní přivítat vaši návštěvu hned před vchodem. Jednoduchá a rychlá instalace včetně možnosti dálkově měnit nastavení a přístupové údaje jsou pro nás samozřejmostí.

Pairing demonstration