



2N TELEKOMUNIKACE a.s.

DESIGN AND BRAND GUIDELINES



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2N Telekomunikace
Corporate Brand Guidelines

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2N DESIGN AND BRAND GUIDELINES

TABLE OF CONTENTS

SECTION 0		INTRODUCTION	PAGE 4
SECTION 1		CORPORATE LOGO	PAGE 6
SECTION 2		CORPORATE TYPOGRAPHY	PAGE 10
SECTION 3		CORPORATE COLOUR SYSTEM	PAGE 14
SECTION 4		CORPORATE ICONOGRAPHY	PAGE 18
SECTION 5		SUMMARY AND CONTACT	PAGE 20

SECTION 0

INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe visual and verbal elements that represent 2N Telekomunikace a.s. corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect 2N commitment to quality, consistency and style.

The 2N brand, including the logo, name, colours and identifying elements, is a valuable company asset.

Each of us is responsible for protecting the company's interests by preventing an unauthorized or incorrect use of the 2N name and marks.

The partner is not allowed to use 2N domain name or copy 2N web or make an impression that his website is an official 2N website. We reserve the right to introduce modifications without notice.

SECTION 1

CORPORATE LOGO

Logo Introduction
Logo Application
Logo Elements
Clearspace and computation
Incorrect Logo Applications

LOGO INTRODUCTION

Our Logo is a key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself

and owned company name – they have a fixed relationship that should never be changed in any way.

THE FULL LOGOTYPE

The 2N Masterbrand or Corporate Logo comprises two elements, the logo symbol and logotype. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

We as an acquired company added the tagline “An Axis company” under the logotype, using the Axis font Rotis Sans Serif Pro Bold according to the proportions below.

THE LOGOTYPE



1) The General Logo

The main logo is the blue logo used on white or colored background. For darker backgrounds you will find an alternative below.

GREY VERSION



2

WHITE VERSION



3

BLACK VERSION



4

2) The Logo Grey Version

will be used when the background color is light-colored.

3) The Logo White Version

will be used when the background color is dark-colored.

3) The Logo Black Version

will be used at product packaging.

Attention:

Use of any stylized, animated, hand drawn or other versions or another way altered logo is not permitted.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark of the symbol itself and An Axis Company – they have a fixed relationship that should never be changed in any way.

OFFICIAL COMPANY NAME

**CZECH
MARKET**

2N TELEKOMUNIKACE a.s.

**INTERNATIONAL
MARKET**

2N TELECOMMUNICATIONS

“2N” as an abbreviation of the official company name can also be used in the further text.

CLEARSPACE

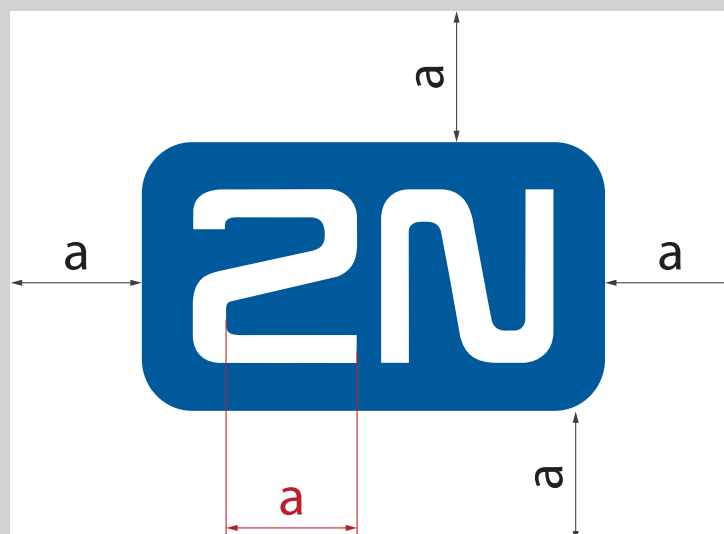
Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind can invade this zone.

Computation

The protection zone is defined by the distance “a” from edges of the logo. The value of “a” is defined as the length of the lower stroke of the character 2 (see illustration).



APPLICATION ON A BACKGROUND

LOGO A
Colored Version



LOGO B
Grey Version



LOGO C
Black Version



LOGO D
White Version



MINIMUM LOGO SIZES

Full Logo

Minimum Size: 14mm x 11 mm

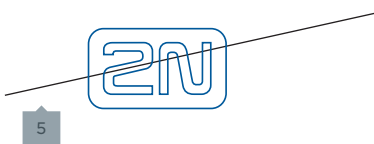


Logo symbol

Minimum Size: 5 mm x 2.9 mm



INCORRECT LOGO APPLICATIONS



DON'TS

- 1) Do not place the logotype on 2 lines and do not change logo type position
- 2) Do not rotate the logo symbol
- 3) Do not alter the logo symbol
- 4) Do not alter the logotype style
- 5) Do not alter the logo in any way.
- 6) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

SECTION 2

CORPORATE

TYPOGRAPHY

Corporate Fonts

Primary Font

Secondary Font

Font Hierachy

THE CORPORATE FONTS AND TYPOGRAPHY (WEBSITE, MARKETING MAT.)

A typography plays an important role in communicating an overall tone and quality. A careful use of typography reinforces our personality and ensures clarity and harmony in all 2N communication.

We have selected Gotham, which helps inject an energy and an enthusiasm into the entire 2N communication, as well as into the primary and secondary corporate typefaces.

PRIMARY FONT GOTHAM SSM

G O T H A M

Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

Book

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

TYPE EXAMPLES

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! “ § \$ % & / () = ? ` ; :
i “ ¶ ¢ [] | { } ≠ ÷ ‘
« Σ € ® † Ω ” / ø π • ± ‘
æ œ @ Δ ° ª © f ∂ , å ¥ ≈ ç
√ ~ μ ∞ … - ≤ < > ≥ ~ > < ◇

THE CORPORATE FONTS AND TYPOGRAPHY (PRESENTATIONS)

A typography plays an important role in communicating an overall tone and quality. A careful use of typography reinforces our personality and ensures clarity and harmony in all 2N communication.

We have selected Verdana, which helps inject an energy and an enthusiasm into the entire 2N communication, as well as into the primary and secondary corporate typefaces.

PRIMARY FONT VERDANA

V E R D A N A

Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

TYPE EXAMPLES

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! " § \$ % & / () = ? ` ; :
i " ¶ ¢ [] | { } ≠ ¿ `
« Σ € ® † Ω " / ø π • ± `
æ œ @ Δ ° ª © ¢ ¤ , ¨ ¥ ≈ ¸
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ♦

THE CORPORATE FONTS AND TYPOGRAPHY (MOBILE APPLICATIONS)

A typography plays an important role in communicating an overall tone and quality. A careful use of typography reinforces our personality and ensures clarity and harmony in all 2N communication.

We have selected Roboto and San Francisco, which helps inject an energy and an enthusiasm into the entire 2N communication, as well as into the primary and secondary corporate typefaces.

ANDROID APPS ROBOTO

R O B O T O

Medium A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

iOS APPS SAN FRANCISCO

SAN FRANCISCO

Medium A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

SECTION 3

CORPORATE

COLOR SYSTEM

Corporate Colors
Primary Color System
Secondary Color System

THE PRIMARY COLOR SYSTEM AND COLOR CODES

A colour plays an important role in the 2N corporate identity program. The colors below are recommendations for various media. A consistent use of these colors will contribute to the cohesive

and harmonious look of the 2N brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will always be consistent.

PRIMARY COLOR SYSTEM

-

Explanation:

Our primary colors are an essential element of our brand identity, helping to power our visual presentation. They are used in all colored printing and in all forms of electronic communication.

Usage:

Use it as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR BLUE

-

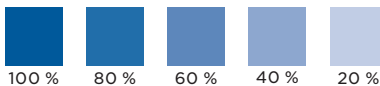
COLOR CODES

CMYK : C100 M054 Y000 K018

Pantone : 294C

RGB : R000 G085 B151

Web : #005597



COLOR TONES



Blue Gradient

THE GRADIENT

THE SECONDARY COLOR SYSTEM FOR PRODUCT VERTICALS

A palette of complementary colors has been developed for product groups recognition. Each product line is represented by a different color.

Listed colors bellow are used in 2N marketing materials, e.g. leaflets, product presentations, catalogue ...

SECONDARY COLOR SYSTEM

-

Usage:

Use them to accent and support the primary color palette.



INTERCOMS

CMYK : C100 M056 Y000 K018
RGB : R000 G085 B151
Web : #005597



ACCESS CONTROL

CMYK : C080 M000 Y080 K000
RGB : R000 G167 B093
Web : #00a75d



AUDIO SYSTEMS

CMYK : C100 M010 Y000 K000
RGB : R000 G149 B219
Web : #0095db



LIFT SYSTEMS

CMYK : C000 M020 Y080 K015
RGB : R225 G184 B061
Web : #e1b83d



M2M

CMYK : C070 M070 Y000 K000
RGB : R104 G089 B163
Web : #6859a3



TELCO

CMYK : C010 M070 Y080 K000
RGB : R221 G102 B059
Web : #dd663b



ANSWERING UNITS

CMYK : C020 M098 Y096 K011
RGB : R182 G032 B029
Web : #b6201d



**COLORS PLAY A
CRUCIAL ROLE
IN TRANSFERING
A BRAND TO
CUSTOMERS.**

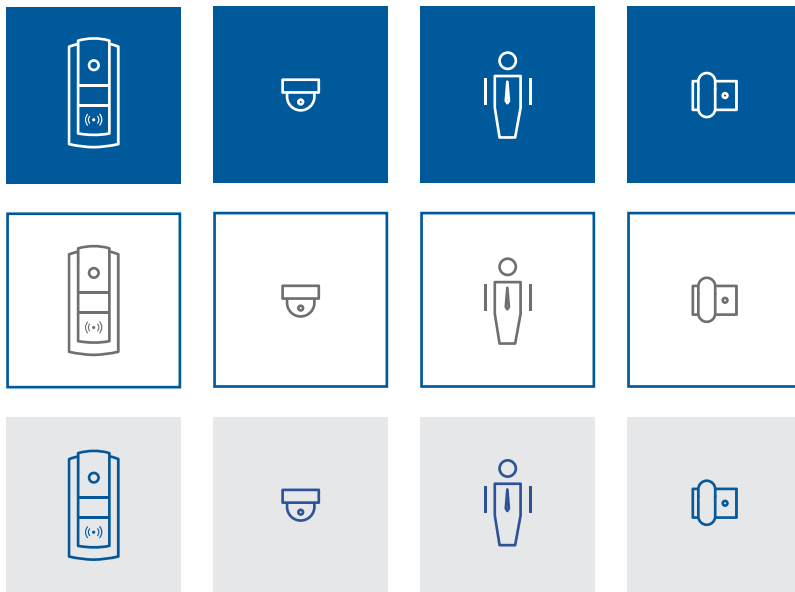
SECTION 4 CORPORATE ICONOGRAPHY FOR DIAGRAMS

Corporate Iconography

THE 2N CORPORATE ICONOGRAPHY

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in an easier way. The icon itself is

a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.



**EXAMPLES FOR
2N CORPORATE
ICONOGRAPHY SYSTEM**

SECTION 5 SUMMARY AND CONTACT

Summary
Contact

A SHORT SUMMARY

2N is a leading European company engaged in a development and manufacture of access control systems.

According to 2016 IHS study, 2N is the world largest manufacturer of IP intercoms and a significant innovator in the field of IP access control systems, IP audio and IP elevator communicators.

The company was founded in the Czech Republic in 1991 with a headquarters in Prague. Currently, it has more than 230 employees and subsidiaries in the USA, United Kingdom, Germany, and Italy, having a distribution network all over the world.

In 2016 the 2N Telekomunikace became a part of the Axis group.

CONTACT

For further information please write at:

marketing@2n.cz



Links: https://www.2n.cz/en_GB/media-library



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**WE LOVE
2N BRAND.**



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DOWNLOAD

Links: https://www.2n.cz/en_GB/media-library