

RECACES

BRAND BOOK



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Corporate identity

Main logo



Corporate identity

Product logos



Id-Logon



Id-Target



Id-Line



Id-Check



Id-Time



Id-Welcome



Id-Gate



Id-Guard



Id-Fit



Typography

Fonts

Main corporate font

The main font of the brand is used for the body text in the Regular style and the additional text in the Bold / Semibold / Light styles.

Proxima Nova

0123456789@!#\$%&?*()
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Additional font

The additional brand font, which is used only for headlines, titles, slogans.

Roboto Slab Regular

0123456789@!#\$%&?*()
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa

Colour scheme

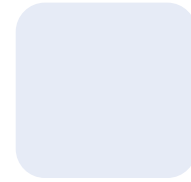
Basic colours



Hex #44577c
SMYK 80 62 30 14
RGB 68 87 124



Hex #ff124a
SMYK 0 94 56 0
RGB 255 18 74



Hex #e6ebf6
SMYK 12 06 01 00
RGB 230 235 246



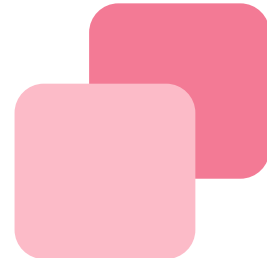
Colour scheme

Complementary colours



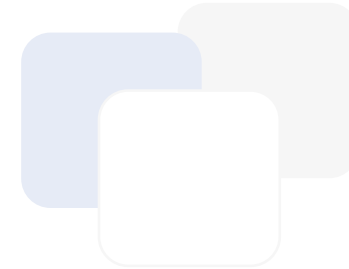
Hex #1b1727
SMYK 90 86 50 72
RGB 27 23 39

Hex #2f2c3c
SMYK 81 75 48 56
RGB 47 44 60



Hex #f37a95
SMYK 00 65 21 00
RGB 243 122 149

Hex #fcbbc8
SMYK 00 37 11 00
RGB 252 187 200



Hex #f6f6f6
SMYK 04 03 04 00
RGB 246 246 246

Hex #ffffff
SMYK 00 00 00 00
RGB 255 255 255

Mockups

Part 1 (devices)



Mockups

Part 2 (terminals)



Telpo F8



Telpo F10



Telpo TPS980

Printing products

Certificates and Licenses



Corporate merch

Souvenir products

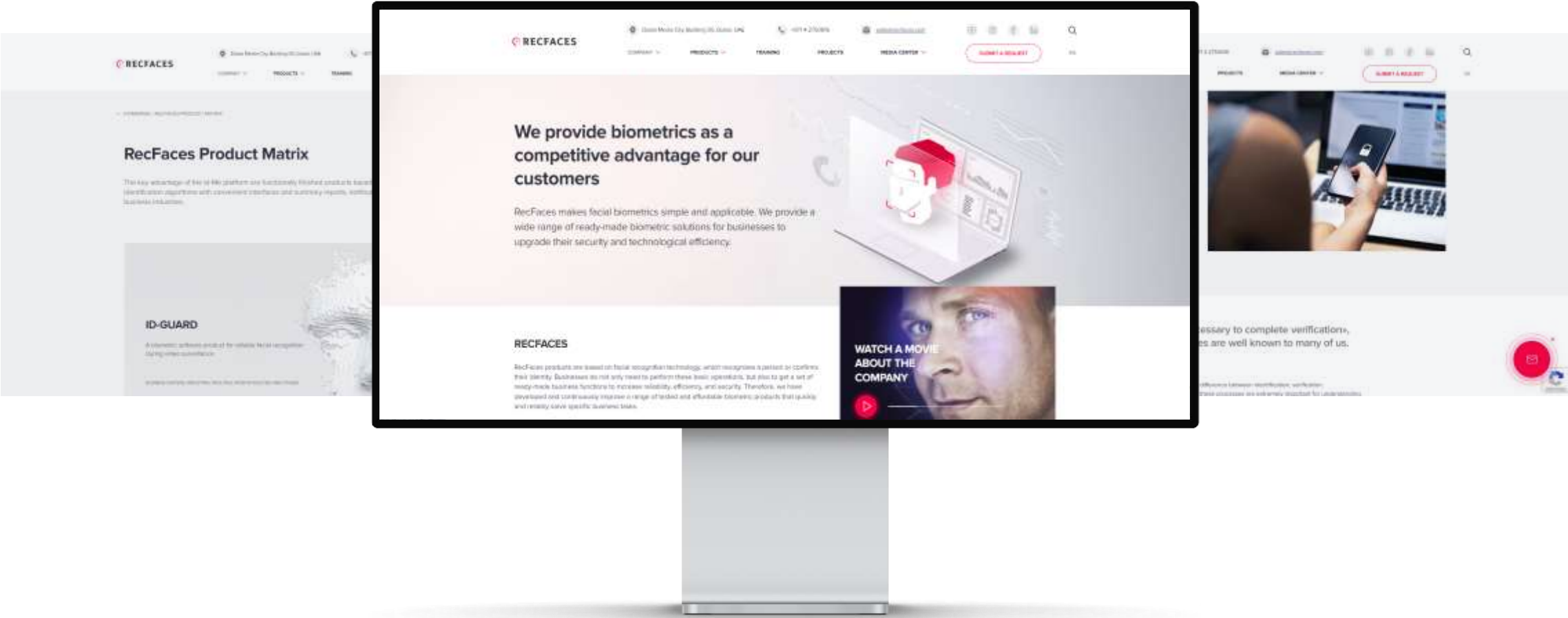


Corporate merch

Souvenir products



Company's official website



Contact details

We are always in touch!

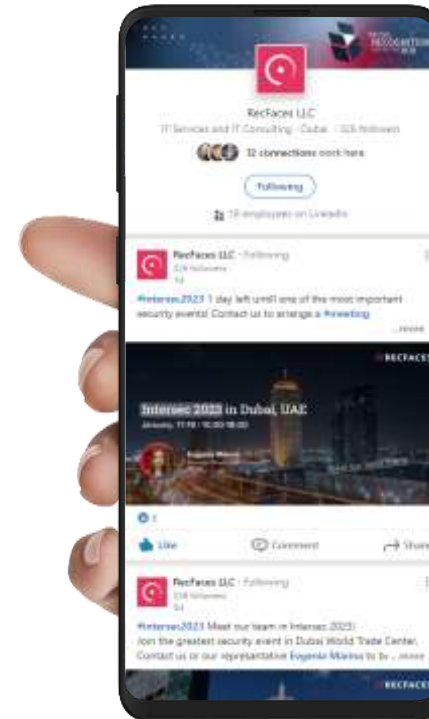


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