



Innovation
and Excellence

BRANDBOOK

Version 1.0 | 2023



01

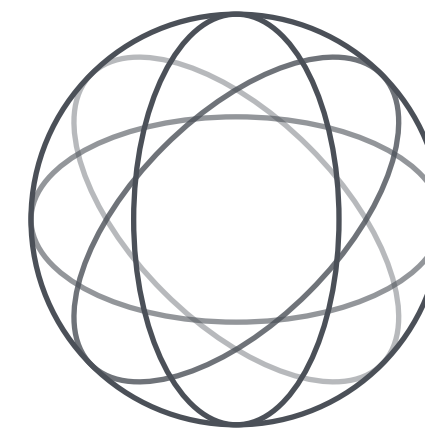
LOGO

Logo concept

During the logo design procedure, we take into account the brand values and the emotional, rational attributes that the brand intends to communicate about itself. Looking for a visual motif and wording for the individual arguments and properties, we conclude the followings:

- multifaceted knowledge - global, self-recurring, energetic lines
- problem solving - converging and compatible elements
- dynamism – the lines of multifaceted knowledge are filled in, almost set in motion with the hue
- system development - the lines being built up, the message of continuous development

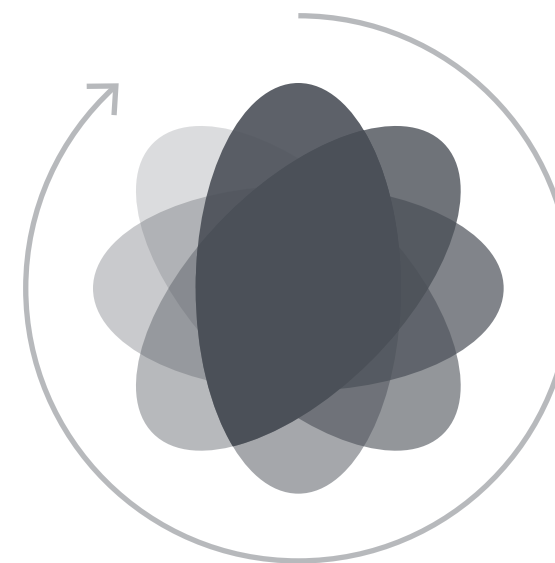
We started the logo design construction from these foundations.



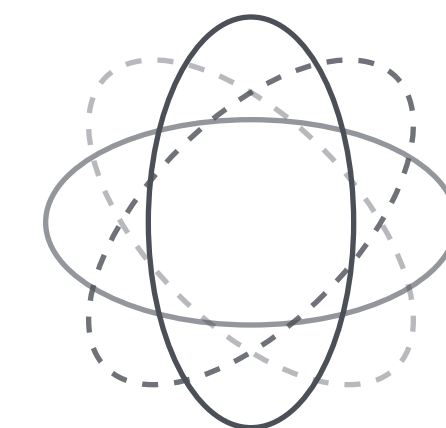
multifaceted knowledge



problem solving



dynamism | 360°



system development

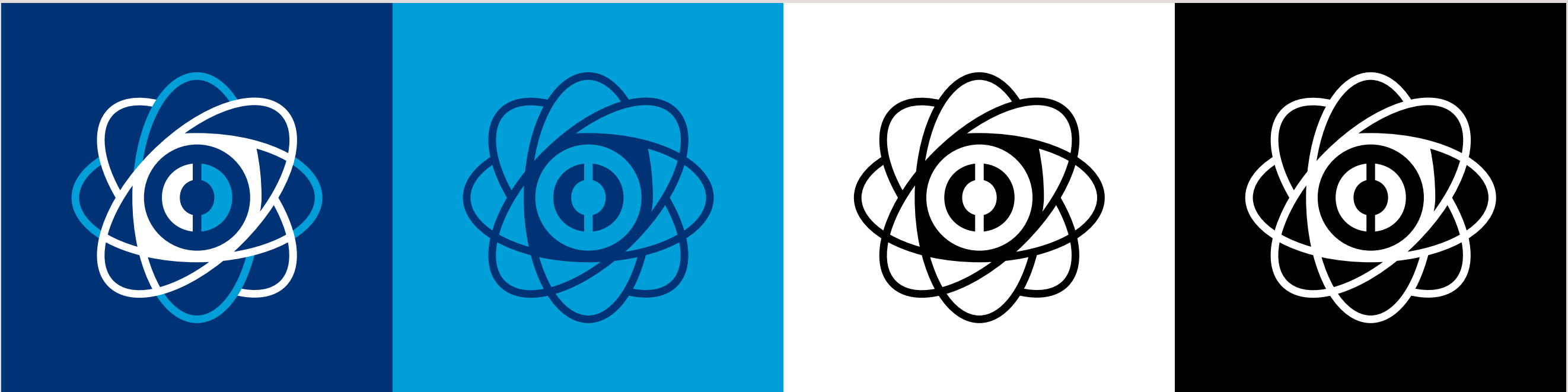
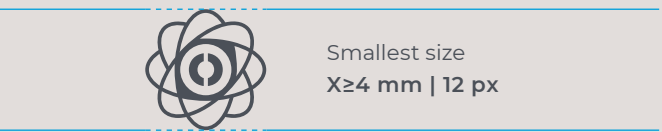
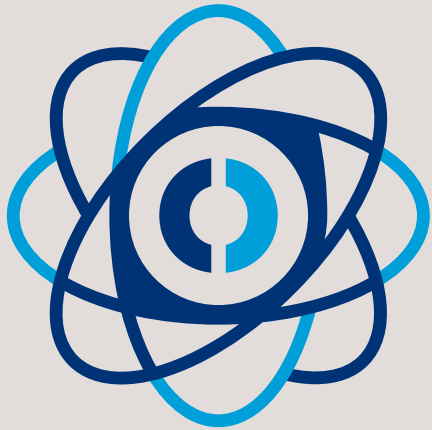
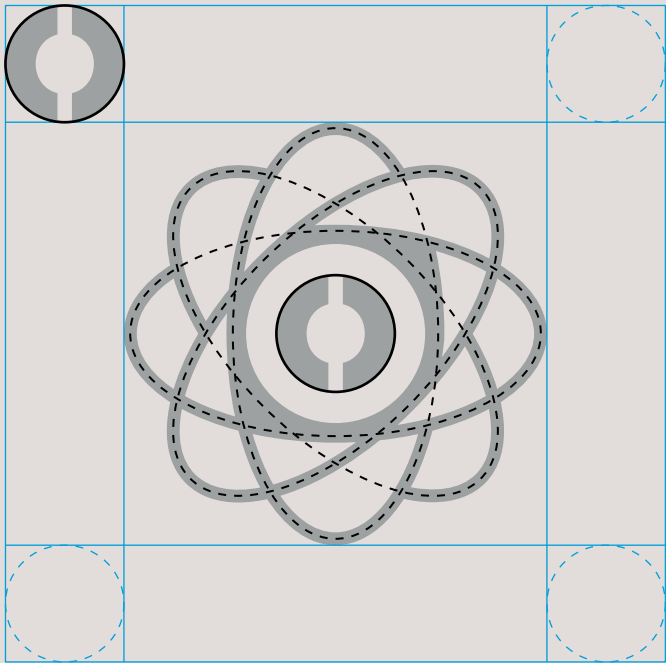
Emblem

By mixing the fusion of the presented motifs with the use of colors used in the given business sector, we created the emblem, the basis of our logo.

The illustration shows the rule for managing the spatial location of the logo, which is based on the dimensions of the core (distance, positioning).

Our illustration, below, also shows the use of color against a neutral background, as well as the smallest usable size without loss of information and we can see its inclusion with different backgrounds:

- when the individual colors are replaced by a substitute color different from the background, but harmonizing with it
- when used in monochrome
- when used in black and white with a light or dark background (inverses)

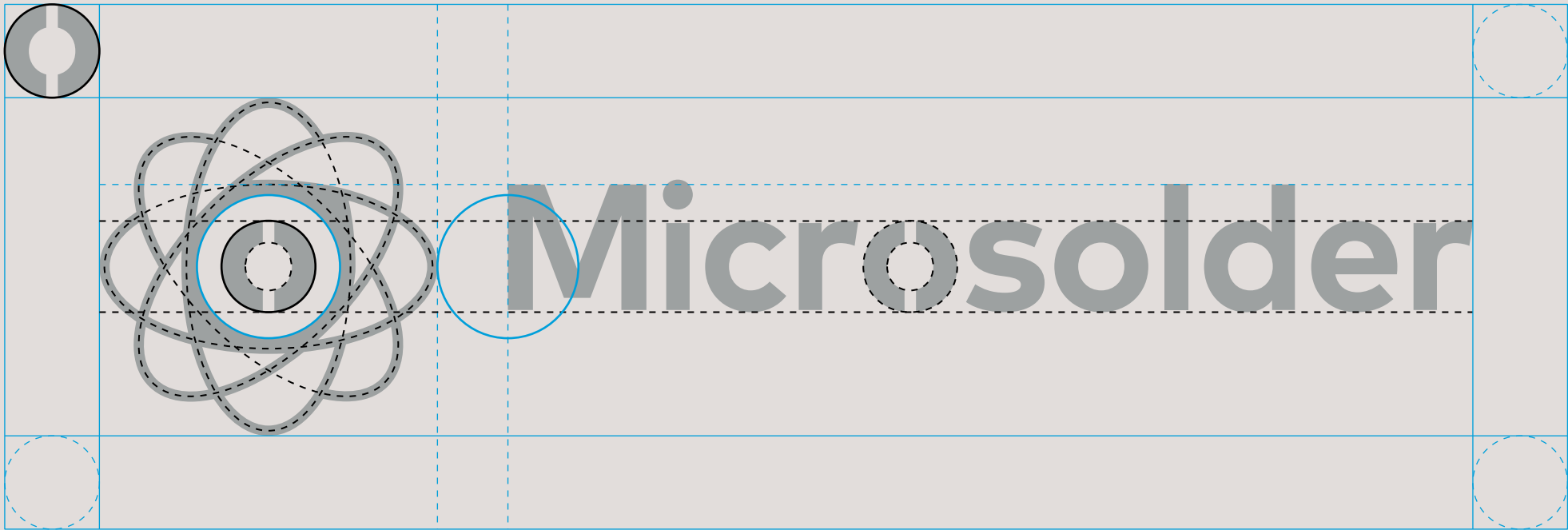


Logo — landscape

Structure | Smallest size

The logo after the company name requires a landscape format. The distance of the letters from the environment, their scaling, and the positioning of the logo are determined by the dimensions of the core. The initial letter is positioned by the relationship between the diagonal of the circle surrounding the core and the center of the letter.

Below you can see the logo's color default state and we also define the smallest usable size, the interpretability of the logo cannot be guaranteed, so its use is not recommended. This means a height of 4 mm on printed surfaces, 12 pixels in a digital environment.



Logo — landscape

Colored reverse | Colored

Colored logo used on a white or colored background, in reverse version. Instead of the color lost due to the background, we highlight the white colour.

The exact color codes can be found on page 1.20.



Logo — landscape

Monochrome reverse | Monochrome

In the monochrome version, the use of various colors in front of different backgrounds. In this case, not only the emblem, but also the color of the letters of the name will be uniform.

The exact color codes can be found on page 1.20.

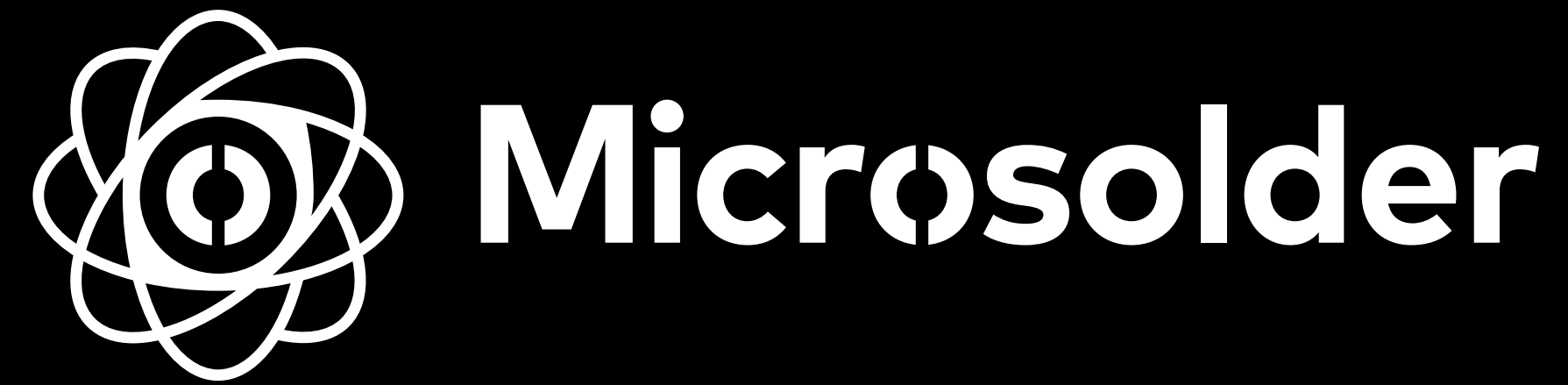


Logo — landscape

Black and white

Black and white versions:
white background and reverse.

The figure illustrates the use of the logo in black and white. The black and white appearance can be used if it is not possible to display the logo in color for printing or other technical reasons.

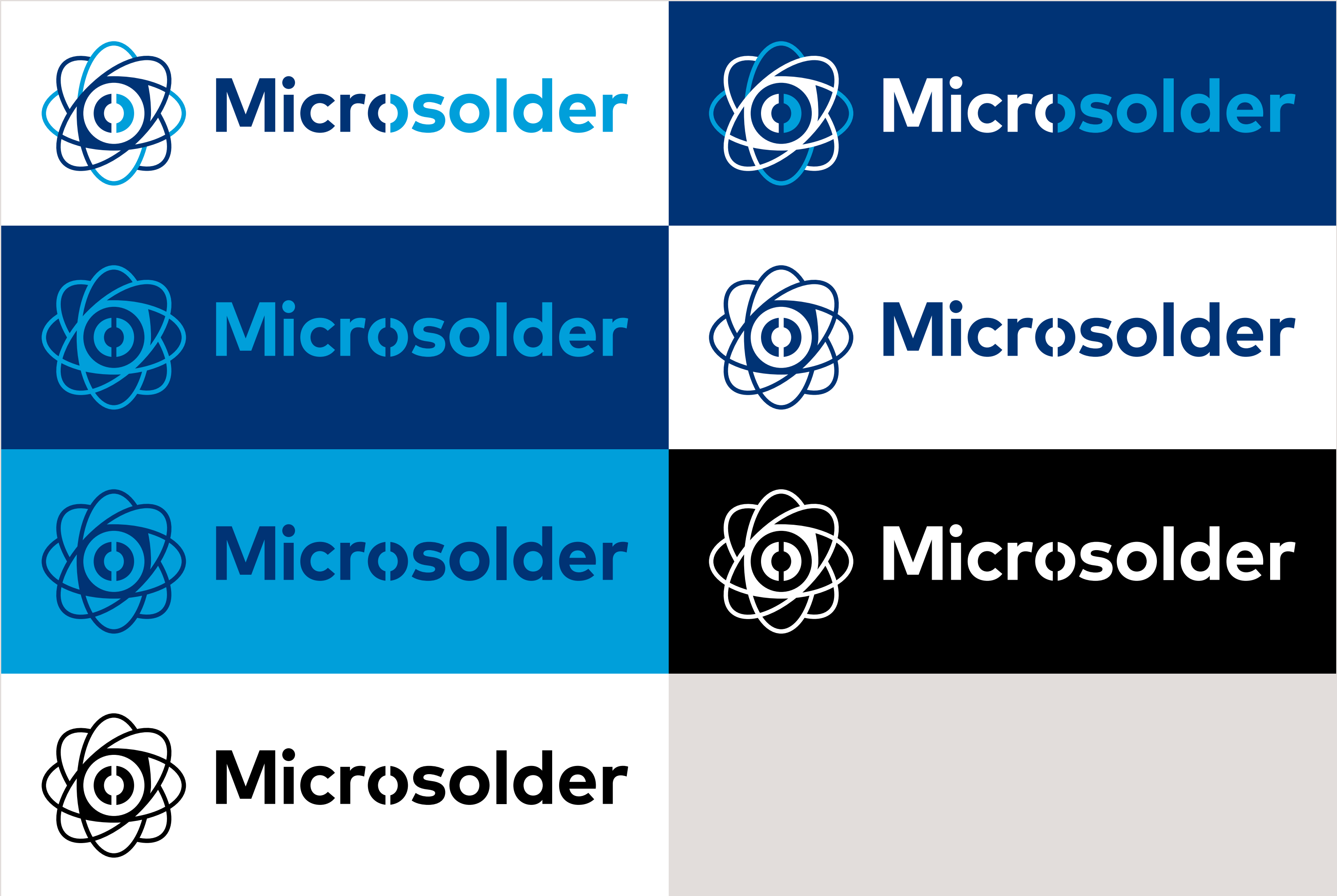


Logo — landscape

Safety maintenance

Safety maintenance and colors - together

The figure indicates the safety frame, within which no other graphic elements may be placed, so that the logo can prevail in all cases.



Logo — landscape

Logo, slogan and band sizing

The rules of writing the logo and the system of their construction. The figure shows the proportions of the logo, slogan and band, the editing principles, and the relationship of the individual elements to each other.



Logo — landscape

Logo, slogan and band in color

Application of the rules in color. The figure illustrates the use of the logo, slogan and band on a white base color.

The exact color codes can be found on page 1.20.



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Logo — landscape

Logo, slogan and band color reverse

Applying the rules in color when the slogan is on a color spot.

The exact color codes can be found on page 1.20.



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Logo — landscape

Logo, slogan and band black and white

Applying the rules with black background when the slogan is on reverse fleck.

The black and white version can be used if it is not possible to display the logo in color due to printing techniques or other reasons.



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Logo — landscape

Logo, slogan and band black and white

Applying the rules with a white background when the slogan is on a black spot.

The black and white version can be used if it is not possible to display the logo in color due to printing techniques or other reasons.



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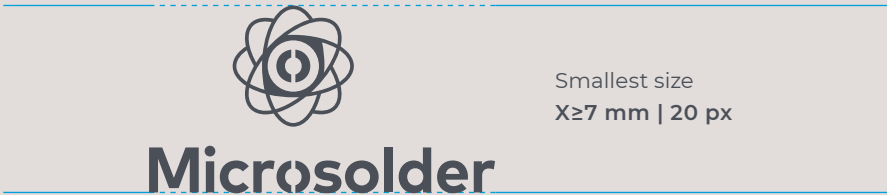
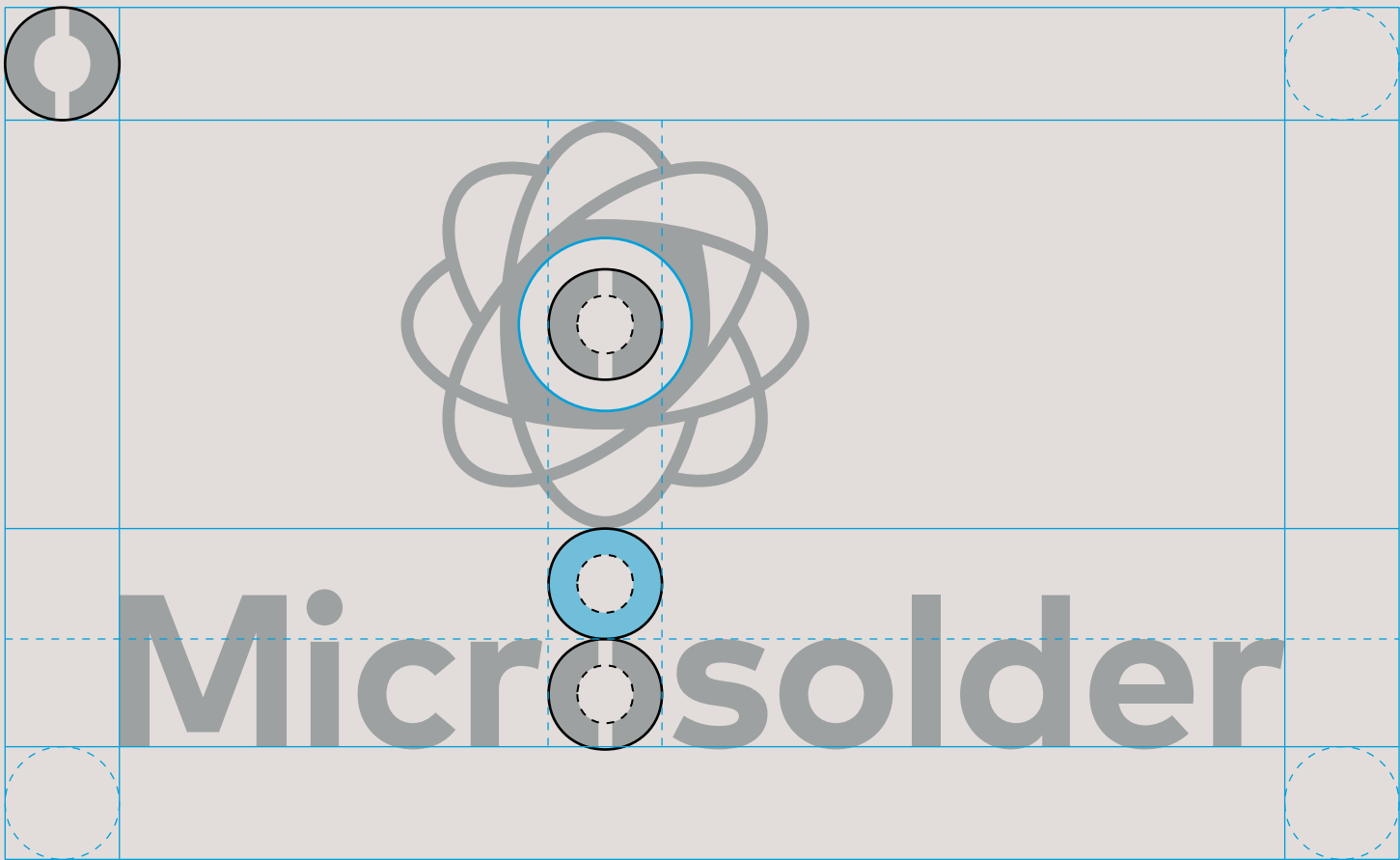
Logo — vertical

Structure | Smallest size

Sizing rules and the smallest applicable size.

The upper editing diagram shows the dimensions, proportions, and editing principles of the logo.

Below you can see the logo's color default state, and below we also define the smallest usable size, where interpretability of the logo cannot be guaranteed, so its use is not recommended. This means a height of 7 mm on a printed surface, 20 pixels in a digital environment.

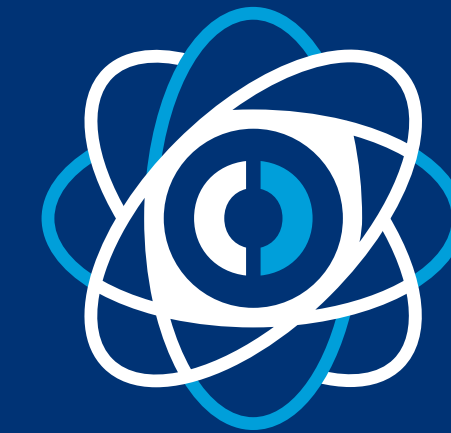


Logo — vertical

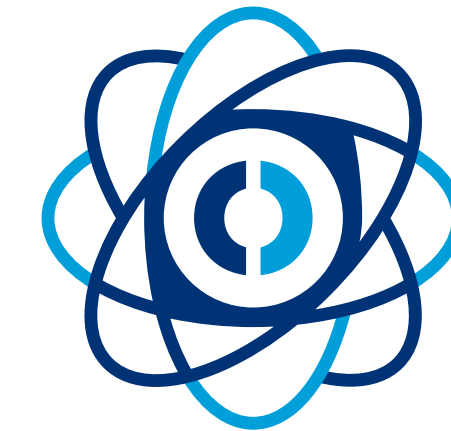
Colored reverse | Colored

Colored logo used on a white or colored background. Instead of the color lost due to the background, we highlight the white.

The exact color codes can be found on page 1.20.



Microsolder



Microsolder

Logo — vertical

Monochrome reverse | Monochrome

In the monochrome version, the use of colors changes in front of different backgrounds. In this case, not only the emblem, but also the color of the letters of the name will be uniform.

The exact color codes can be found on page 1.20.

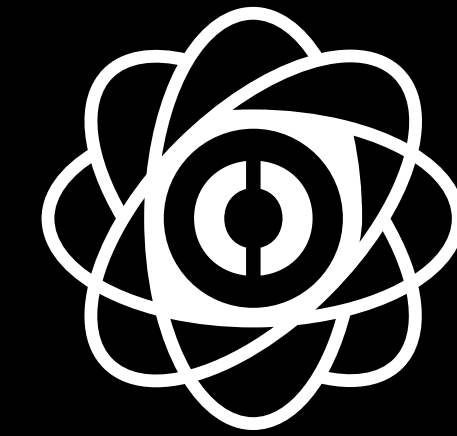


Logo — vertical

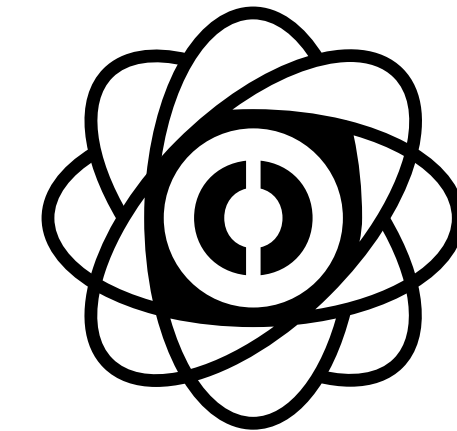
Black and white

Black and white versions: white background and reverse.

The figure shows the logo in black and white. This can be used if it is not possible to use a color version of the logo due to printing techniques or other reasons.



Microsolder



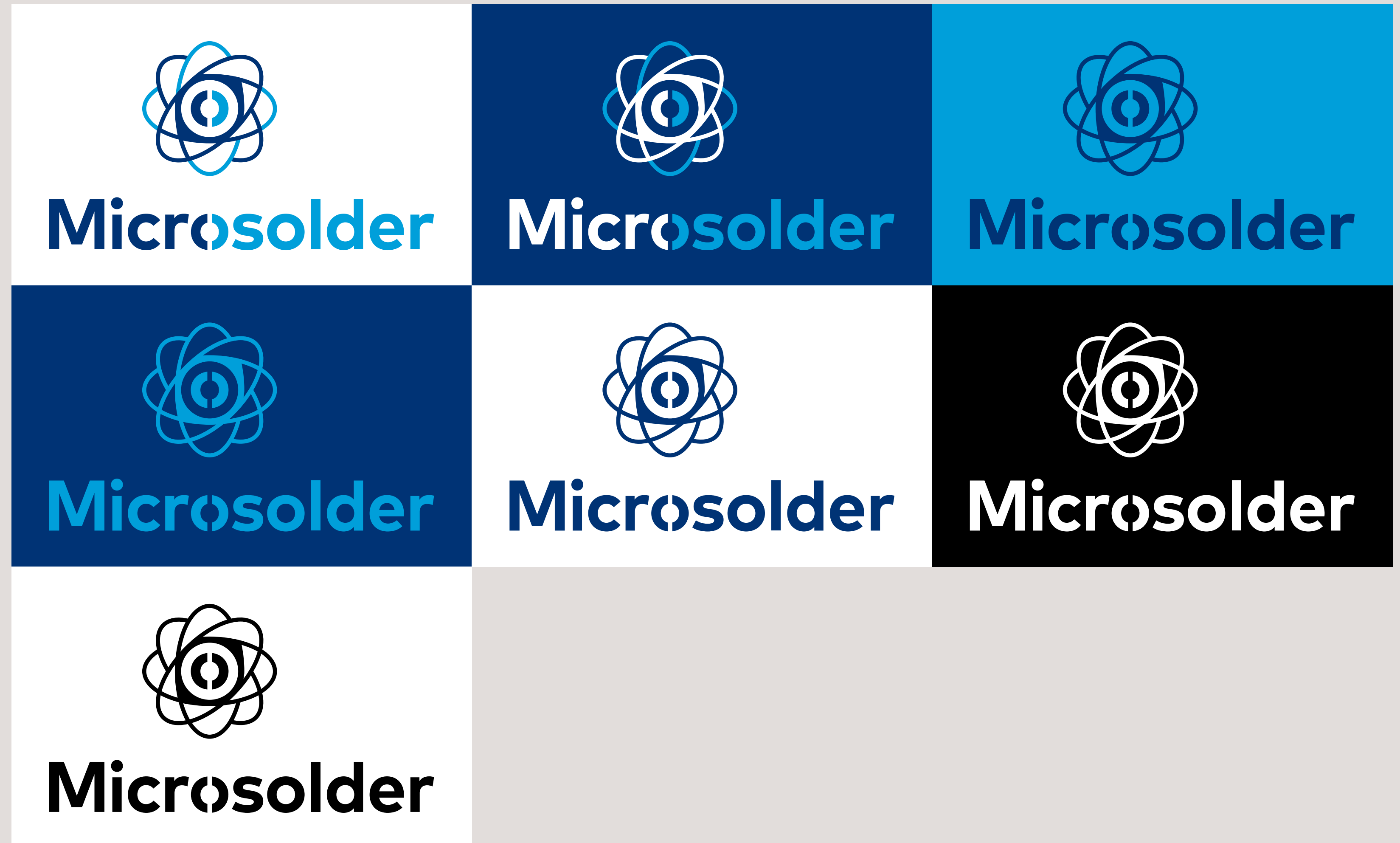
Microsolder

Logo — vertical

Safety maintenance

Security maintenance and the use of colors that change in front of different backgrounds.

The figure indicates the safety frame, within which no other graphic elements may be placed, so that the logo can prevail in all cases.



Font type

Primary font type: Montserrat

The primary font set for the image is made up of different versions of the Montserrat typeface. The text part of the logo is also based on this.

Primarily, we use it on graphic appearances through which the image is communicated in print and online: administrative materials intended for printing, publications, decoration and marketing tools, i.e. surfaces where the text content is not further edited by the end user.

Montserrat

- Extra light
- Light
- Regular
- Medium
- SemiBold
- Bold
- Black

A Á B C D E É F G H I Í J K L M N O Ó

Ö Ö P Q R S T U Ú Ü Ü V W X Y Z

0 1 2 3 4 5 6 7 8 9

. , : ; ? ! @ % & €

a á b c d e é f g h i í j k l m n

o ó ö ö p q r s t u ú ü ü v w x y z



Font type

Complementary font type: Arial

The complementary font type is Arial. It is recommended to use this font on business and digital interfaces where the use of the primary font type would encounter technical obstacles.

Arial

Regular

Italic

Bold

Bold Italic

A Á B C D E É F G H I Í J K L M N O Ó

Ö Ö P Q R S T U Ú Ü Ü V W X Y Z

0 1 2 3 4 5 6 7 8 9

. , : ; ? ! @ % & €

a á b c d e é f g h i í j k l m n

o ó ö ö õ p q r s t u ú ü ü v w x y z



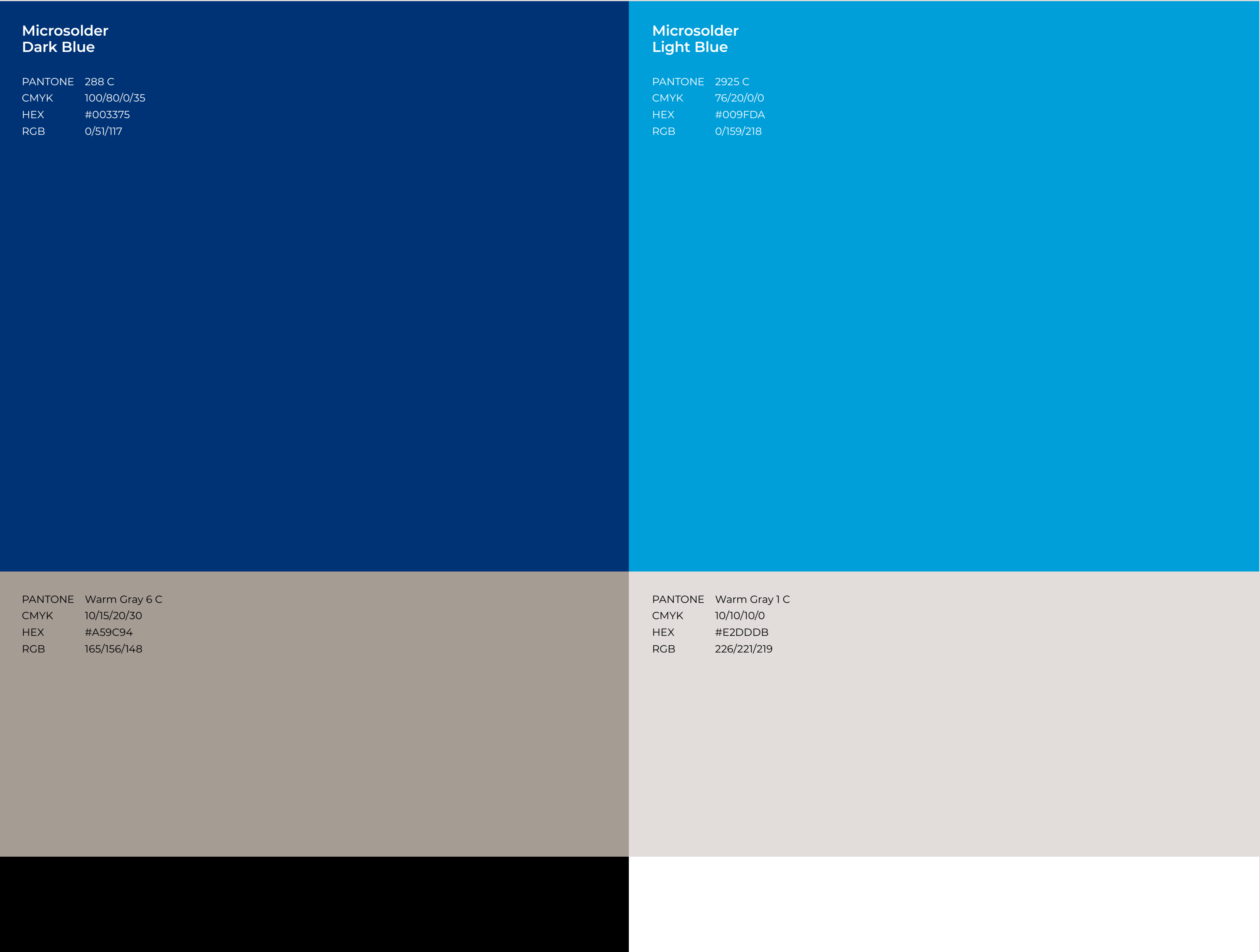
Colors

Logo and identity colors

The colors of the logo and image and their relationship to each other.

The figure shows the color codes for the main and complementary colors of Microsolder. Microsolder's primary colors are dark blue and light blue, which reflect the company's character and industry.

The black-and-white appearance comes into play when a color appearance is not possible due to printing techniques or other reasons.



Prohibitions

In order to maintain the unity of the image, the following list contains prohibitions regarding the incorrect use of the logo:

- 1. distortion of the logo
- 2. rotatlon of the logo
- 3. modification of logo elements
- 4. resizing individual elements of the logo
- 5. rearranging some elements of the logo
- 6. change the font
- 7. using coloring other than the permitted color combinations
- 8. application of shadows and other effects
- 9. display on a background color other than the permitted color combinations

The prohibitons are general and apply to all versions of the logo!



02

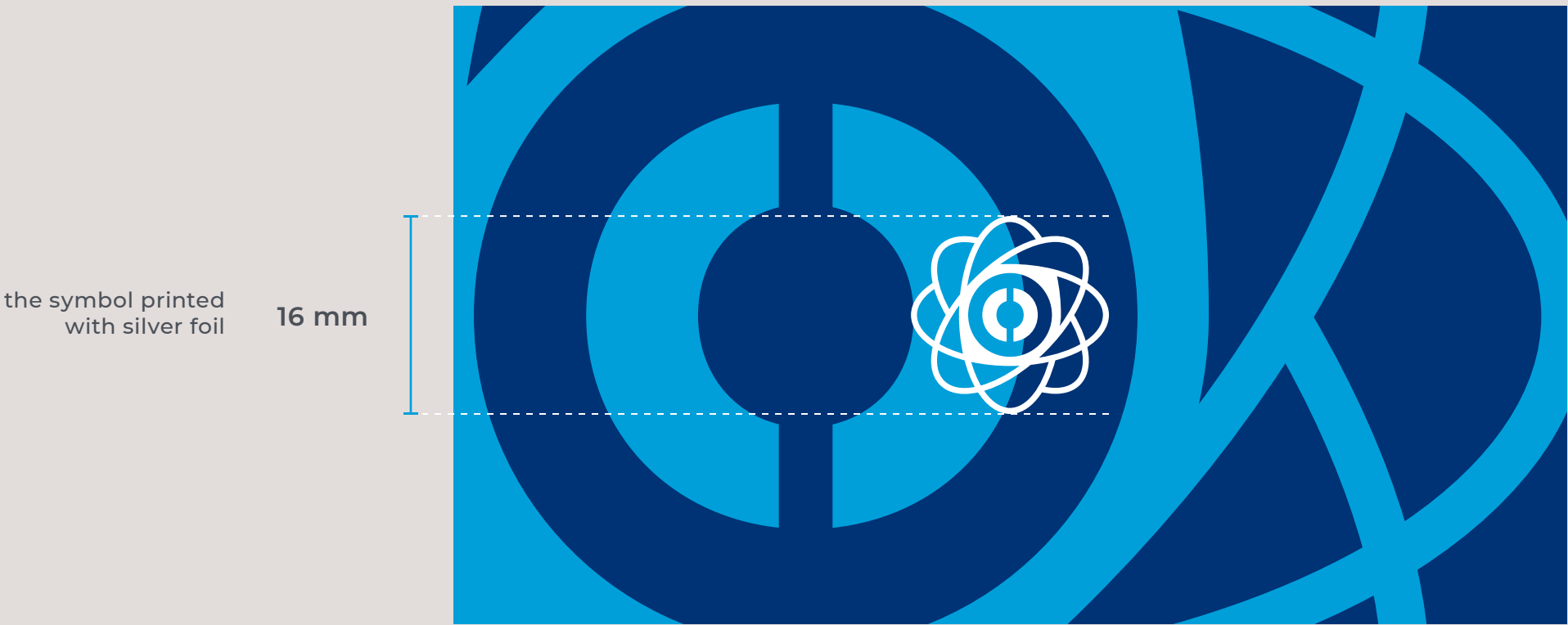
ADMINISTRATION IDENTITY

Business card

Size: 90x50 mm

The information can be found on the front page, typed in the company's colors, with spacing that takes into account the effect of the logo and text.

The logo is repeated on the back in underprint and in monochrome, printed with silver foil, thus giving the card extra elegance and an even higher quality feeling.

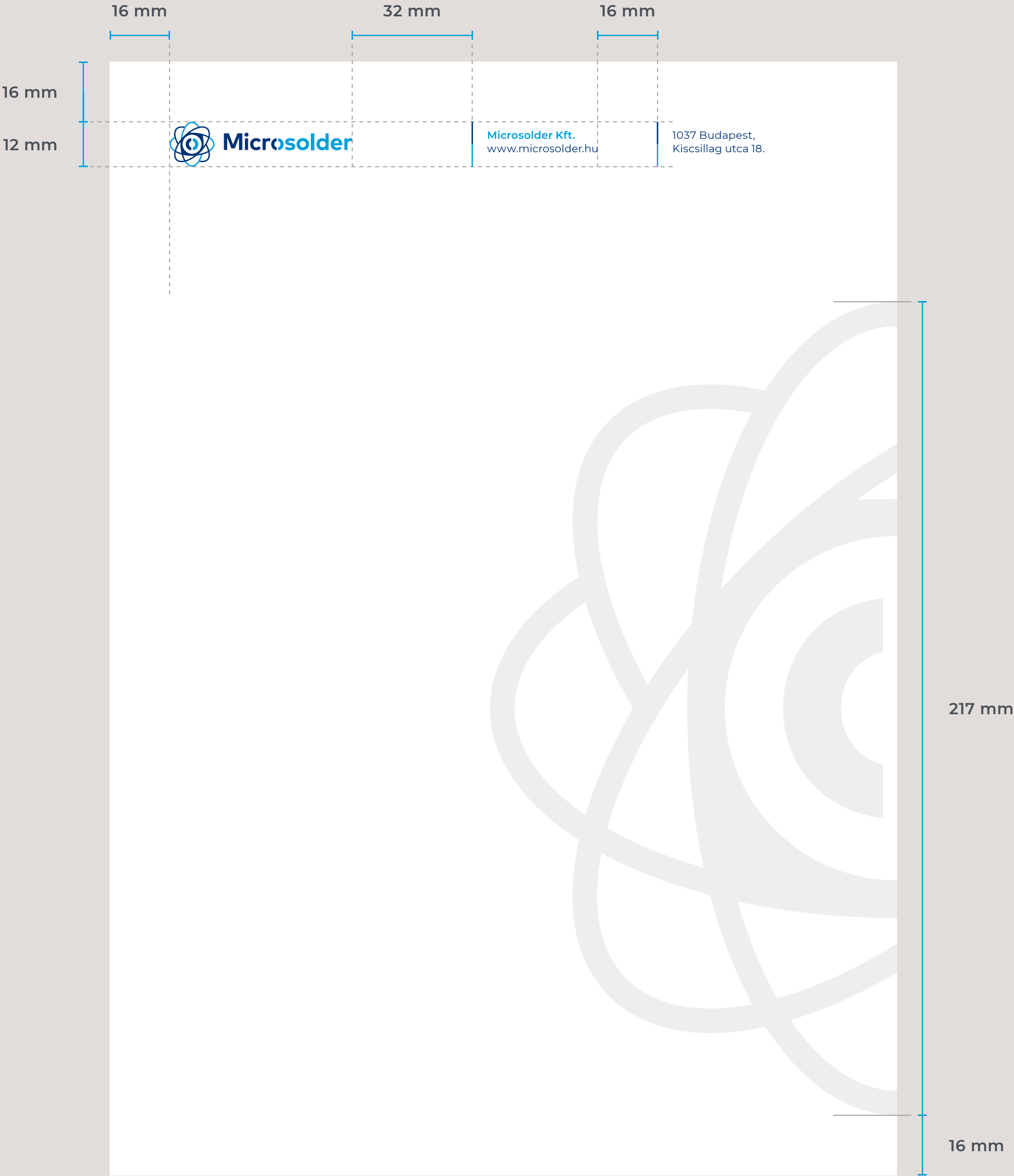


Company paper

Size: 210x297 mm

It appears as an underprint in monochrome form, with a faint detail of the logo (printed on the runway).

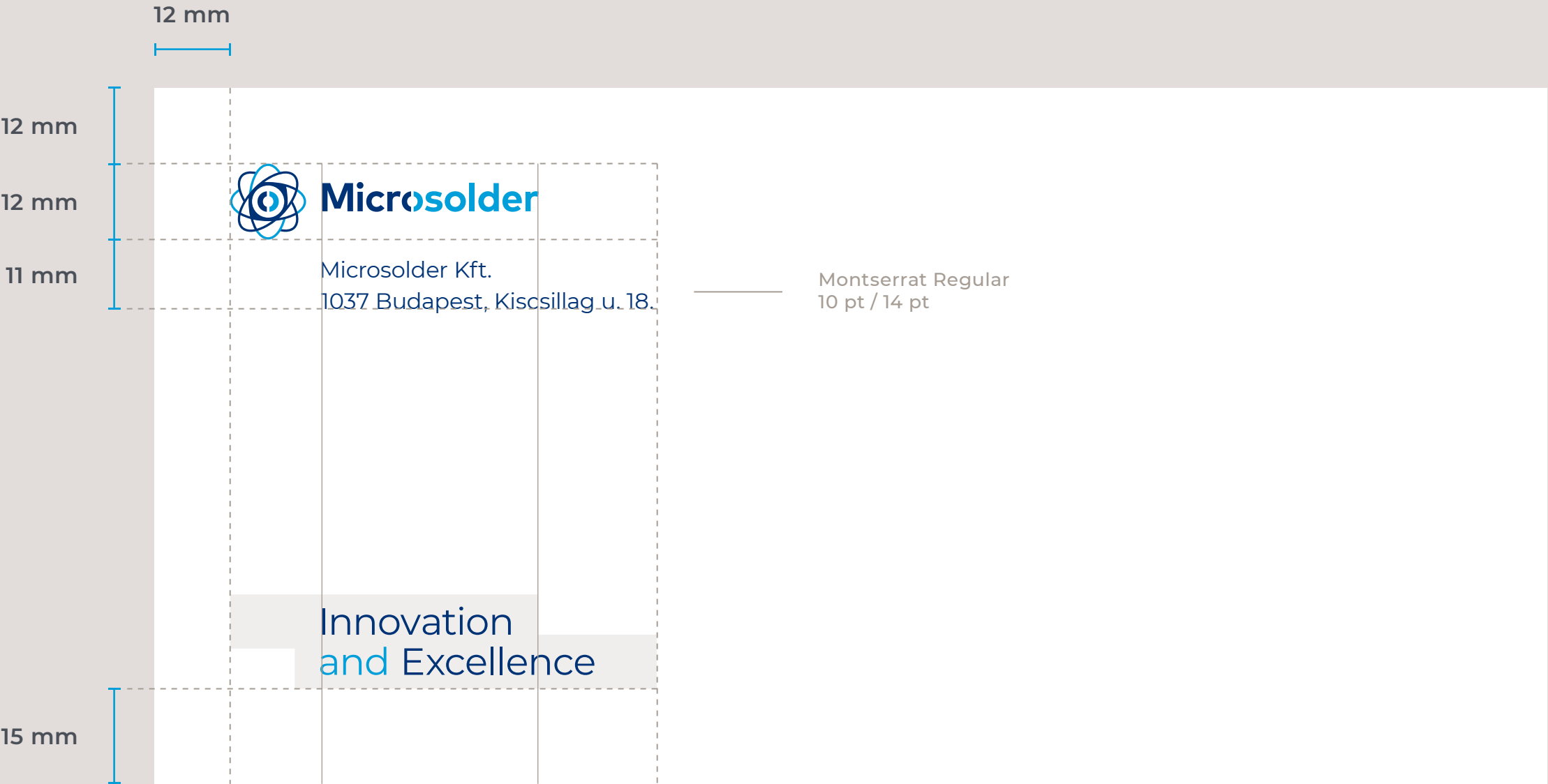
The header contains the most important information and a color version of the logo. Here, too, the distances were determined taking into account their validity.



Envelope — La4

Size: 220x110 mm

On the envelope, the logo appears in the company's colors, with the slogan at the bottom.



Leaflet — samples

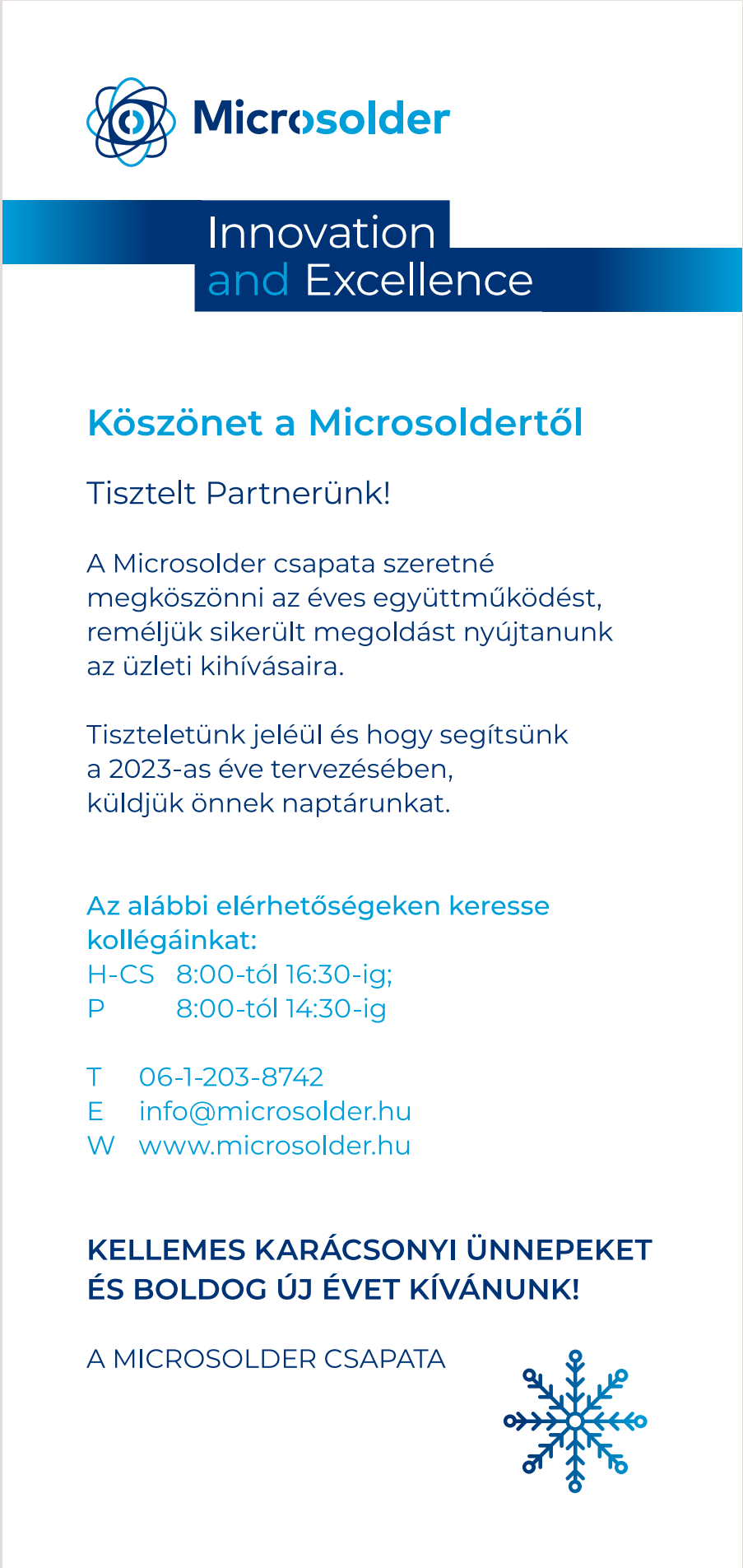
Size: 210x99 mm

We can see two versions: one without a photo and one with a photo.

In case of the former, all brand colors can be combined with the white background, the slogan appears in a separate spot, with greater emphasis. A drawn or pictogram illustration can be connected to the message (see snowflake at the bottom of the example leaflet), which can be built from the brand colors.

When we use a pictorial, photographic element, an important aspect in its selection, preparation and post-production is that the company's colors can only be accompanied by shades of gray or black.

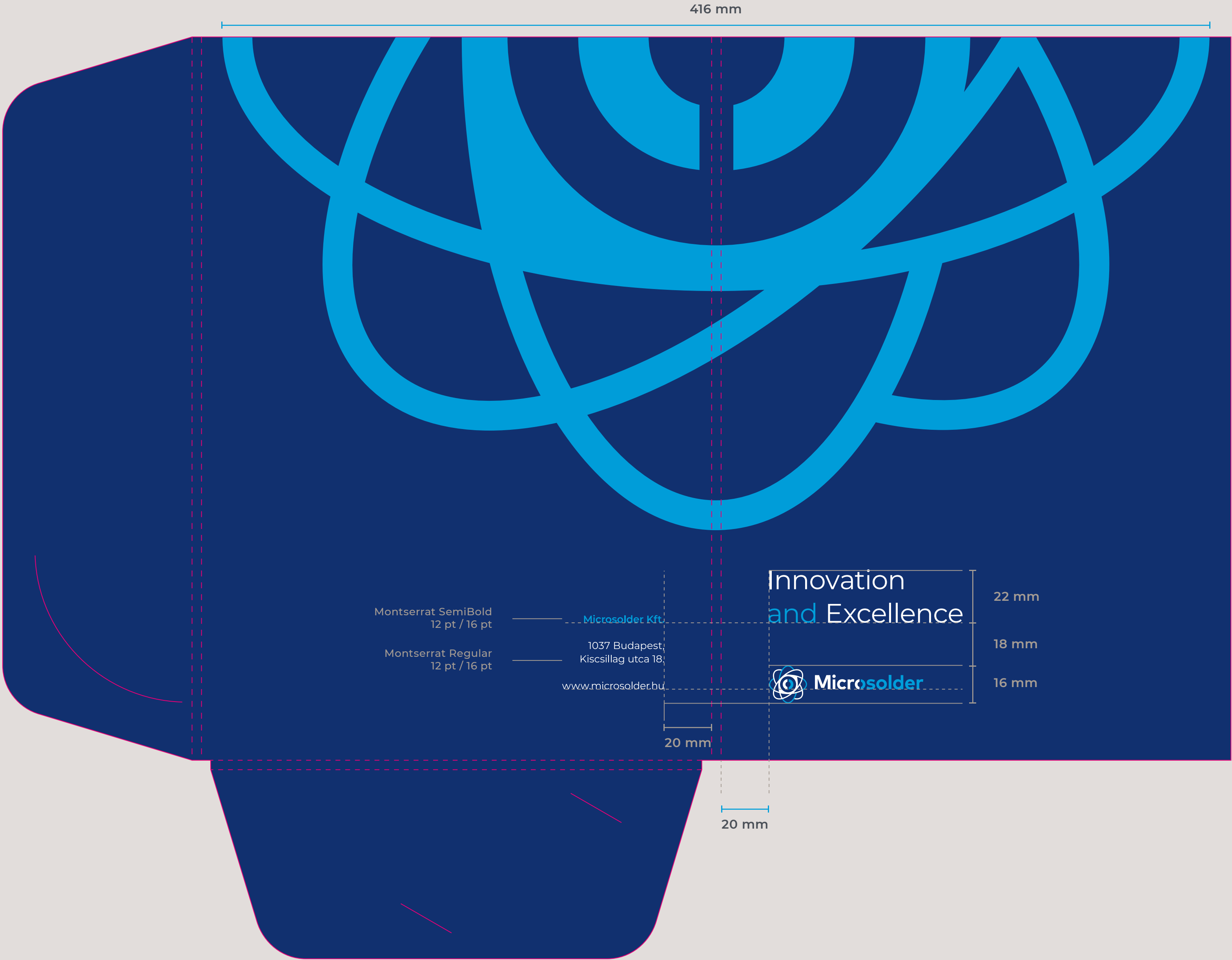
The subprint only appears below the text, the image is used with a clear background.



Folder

Size: 215x305 mm

Monochrome logo detail used in front of an iconic dark blue background, printed on a runway. The name and slogan are on the front, and the company's contact information is on the back. All of them conforming to the previously described rules of appearance against a dark blue background.



E-mail signature

The retention here was defined in pixels and the color format was used for the logo. The title is written in the lighter blue brand color, so in addition to wrapping it, we also relax the text block, making it more readable and faster to interpret.



Company stamp

Size: 57x21 mm

One-color, black element edited with proportions that take into account the distances.

