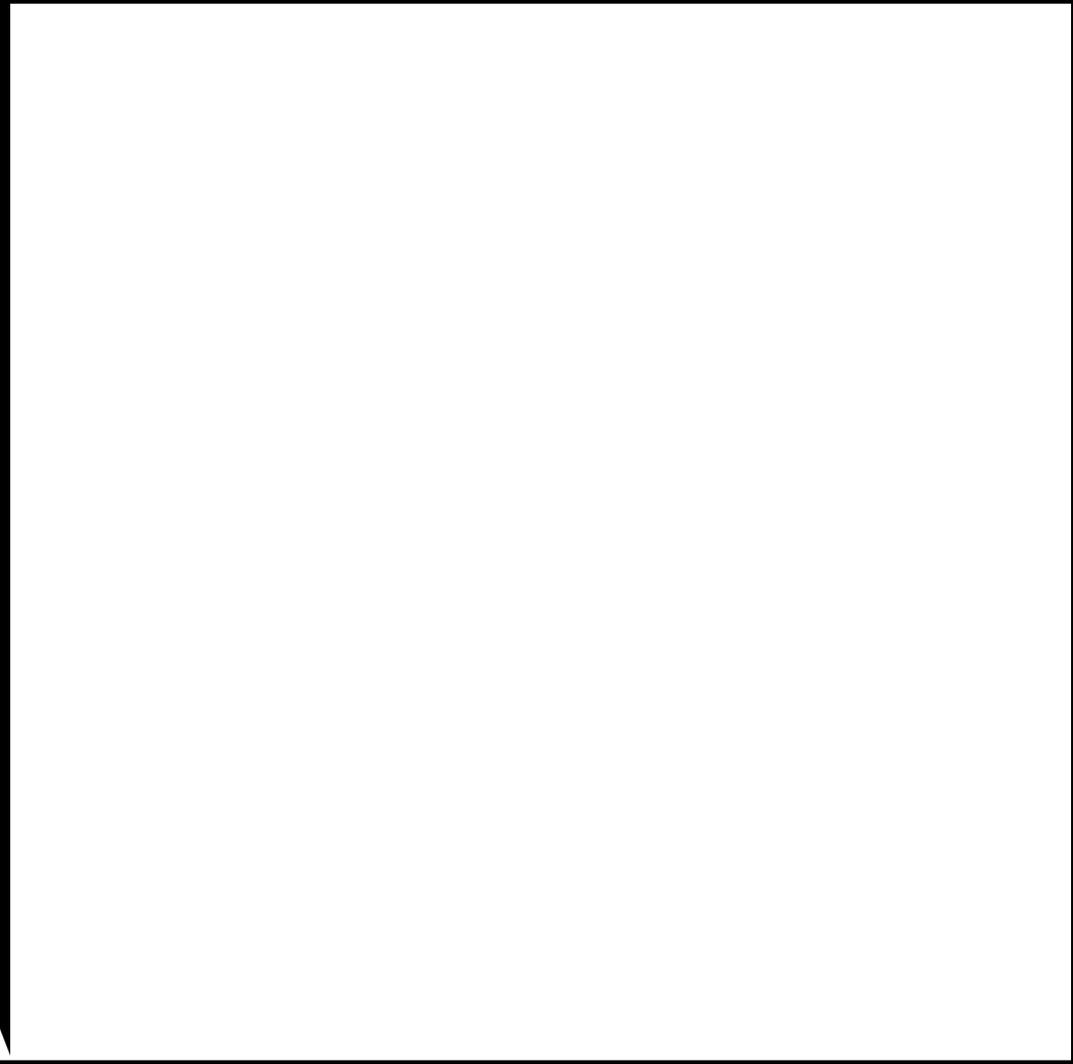


# Brand guidelines

ADAPTIVE RECOGNITION

A



**At Adaptive Recognition, we're not just inspired by the impossible, we built our legacy on it. We see blurred text, illegible characters, and hidden information not as limitations, but as stepping stones to groundbreaking innovation.**

**Welcome to a New and Better Adaptive Recognition**

# Our Logo

This is the Adaptive Recognition logo.

It is our primary brand asset presented in Rotunda sans-serif typeface. This is the preferred logo for most branding applications. The two words, "Adaptive" and "Recognition" appear on a single line.

The logo for Adaptive Recognition utilizes a unique approach to kerning, the spacing between letters. The first word "Adaptive" features increased spacing between the letters. This deliberate design choice reflects the core value of adaptability that our company embodies.

The conscience spacing creates a sense of openness and flexibility within the logo, mirroring the company's ability to adjust and adapt and strengthens brand identity by visually reinforcing a key value.

**A D A P T I V E   R E C O G N I T I O N**

**A D A P T I V E   R E C O G N I T I O N**

# Logo Variations

This variation is intended for situations where space is limited. In this version, the two words stack vertically, with "Adaptive" placed above "Recognition."

The increased kerning within "Adaptive" should be maintained even in the two-line format. However, legibility remains the top priority. If maintaining the exact kerning compromises readability at a smaller scale, slight adjustments can be made for the two-line version.

**A D A P T I V E  
R E C O G N I T I O N**

**A D A P T I V E  
R E C O G N I T I O N**

# Signet

The Adaptive Recognition signet offers a concise and memorable brand representation. It features a capitalized letter "A" paired with a square, both elements working in harmony to visually represent the brand's core value of adaptability in the field of recognition.

**The Letter A:** The capital "A" serves as a direct reference to the first letter of the company name, Adaptive Recognition, ensuring immediate brand recognition.

**The Square:** The square element, precisely the same size as the capital "A," introduces the concept of adaptability in two ways:

**Balance and Stability:** The square represents a strong foundation, symbolizing the stability and reliability of Adaptive Recognition's recognition technology.

**Equality and Potential:** The perfect alignment between the "A" and the square signifies equal footing, where Adaptive Recognition adapts and innovates in recognition techniques while maintaining a solid foundation.



# Logo

## Reintroducing ARH: Building on a Legacy

We are reintroducing ARH as a core element of our brand identity. The established reputation and recognition associated with ARH will provide a strong foundation for our evolving brand.

While we recently explored a new brand name, we recognize the significant value associated with ARH. Leveraging the established brand will allow us to build upon a strong legacy and enhance customer trust.

Our brand is evolving, and we believe that incorporating ARH will provide a valuable link to our heritage and expertise. This strategic move strengthens our market position and reinforces our commitment to excellence.

**A D A P T I V E   R E C O G N I T I O N**

**A D A P T I V E  
R E C O G N I T I O N**  
an arh company



**A D A P T I V E   R E C O G N I T I O N**

**A D A P T I V E  
R E C O G N I T I O N**  
an arh company



# Logo

## A Foundation for Growth and Expansion

As our company continues to grow and expand, it's essential that our brand identity remains adaptable and future-proof. Our new logo is designed to accommodate the evolution of our business, ensuring a consistent and recognizable presence across all markets

Our new logo embodies this legacy and sets the stage for our future. Its adaptable design allows us to seamlessly incorporate new markets and subsidiaries, ensuring a consistent brand identity wherever we operate.

**ADAPTIVE RECOGNITION**  
AMERICA

**ADAPTIVE RECOGNITION**  
NORDIC

**ADAPTIVE RECOGNITION**  
SINGAPORE

**ADAPTIVE RECOGNITION**  
ITALIA

**ADAPTIVE RECOGNITION**  
FRANCE

**ADAPTIVE RECOGNITION**  
TECHNOLOGIES



**We choose good quality material and a minimal level of branding on our merch.**









# Color variants

Adaptive Recognition's color palette utilizes a monochromatic foundation with pops of electric blue and fluorescent yellow as accent colors. This strategic selection creates a balance between sophistication, reliability, and a touch of vibrancy.

**Monochromatic Base** establishes a sense of professionalism, neutrality, and timelessness, aligning with Adaptive Recognition's core values of accuracy and reliability in recognition technology. The flexibility within the grayscale spectrum allows for subtle variations that add depth and dimension to the brand's visual identity.

**Accent Colors** - The pops of electric purple and fluorescent yellow add a touch of energy and vibrancy, reflecting Adaptive Recognition's innovative and forward-thinking approach. These specific colors were chosen for their:

**Electric Purple:** Represents trust, intelligence, and clarity, further emphasizing the strengths of Adaptive Recognition's technology.

**Fluorescent Yellow:** Evokes feelings of optimism, creativity, and attention-grabbing energy, reflecting Adaptive Recognition's commitment to pushing boundaries in the field of recognition.

BLACK

HEX  
151515

RGB  
21 21 21

BLACK

GRAY 1000

GRAY 900

GRAY 800

GRAY 700

GRAY 600

GRAY 500

GRAY 400

GRAY 300

GRAY 200

GRAY

HEX  
#EBEBEB

RGB  
235 235 235

LIGHT GRAY

HEX  
#F6F6F6

RGB  
246 246 246

GRAY 100

GRAY 50

WHITE

HEX  
#FFFFFF

RGB  
255 255 255

WHITE

PURPLE

HEX  
#6FO0FF  
RGB  
111 000 255

PURPLE 500

PURPLE 400

PURPLE 300

PURPLE 200

PURPLE 100

YELLOW

HEX  
#E5FE28  
RGB  
229 254 040

YELLOW 500

YELLOW 300

YELLOW 200

YELLOW 100

YELLOW 50

# Purple background



PURPLE

Background

---



WHITE

Text

---



PURPLE 300

Outline

---

# Black

# background



BLACK

Background



WHITE

Primary text



GRAY 700

Secondary text



GRAY 1000

Outline

# White and gray background

---

 WHITE White background

---

 BLACK Primary text

---

 GRAY 400 Secondary text

---

 GRAY 200 Outline

---

---

 GRAY 200 Gray background

---

 BLACK Primary text

---

 GRAY 400 Secondary text

---

 GRAY 300 Outline

---

# Typography

Our typeface is Urbanist and is a key element of our brand. This typeface was chosen for its geometrical and clean design, which suits our new logotype.

Urbanist is available in many weights: however, to avoid complexity in our application, we only use four weights: Bold, Medium, Regular and Light.

---

## Pairings

It is important to maintain these type of pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

Medium weight should be paired with Light weight, and Bold weight should be paired with Regular.

Light  
Regular  
Medium  
Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

Option 1

Medium

Header

Light

Subheader/body

Option 2

Bold

Header

Regular

Subheader/body

# Construction

examples of headlines and sentences

In sentences we can bold maximum 2 words or groups of words.

Small headline

**Lynet**  
Speed Camera



A ■

Small sentence

**Dangerous goods**  
identification just  
got easier on  
**Slovenian**  
highways

ADAPTIVE RECOGNITION

Big sentence

"The Vidar Speed's **accuracy** is phenomenal. We can finally catch those late-night speed demons without needing officers stationed everywhere. It's a huge **time-saver** for our department."

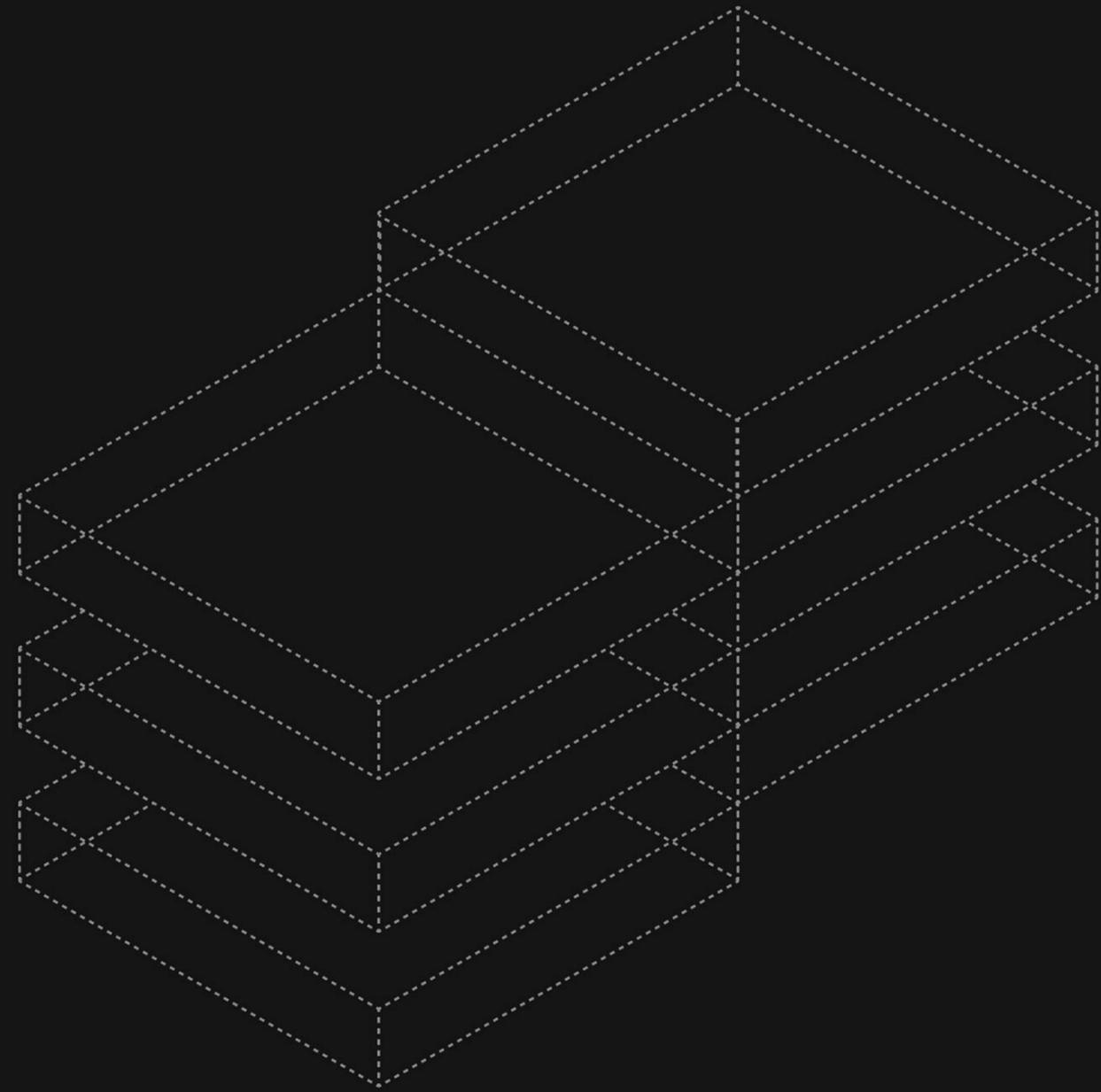


Sarah Jonas  
Deputy Chief Constable

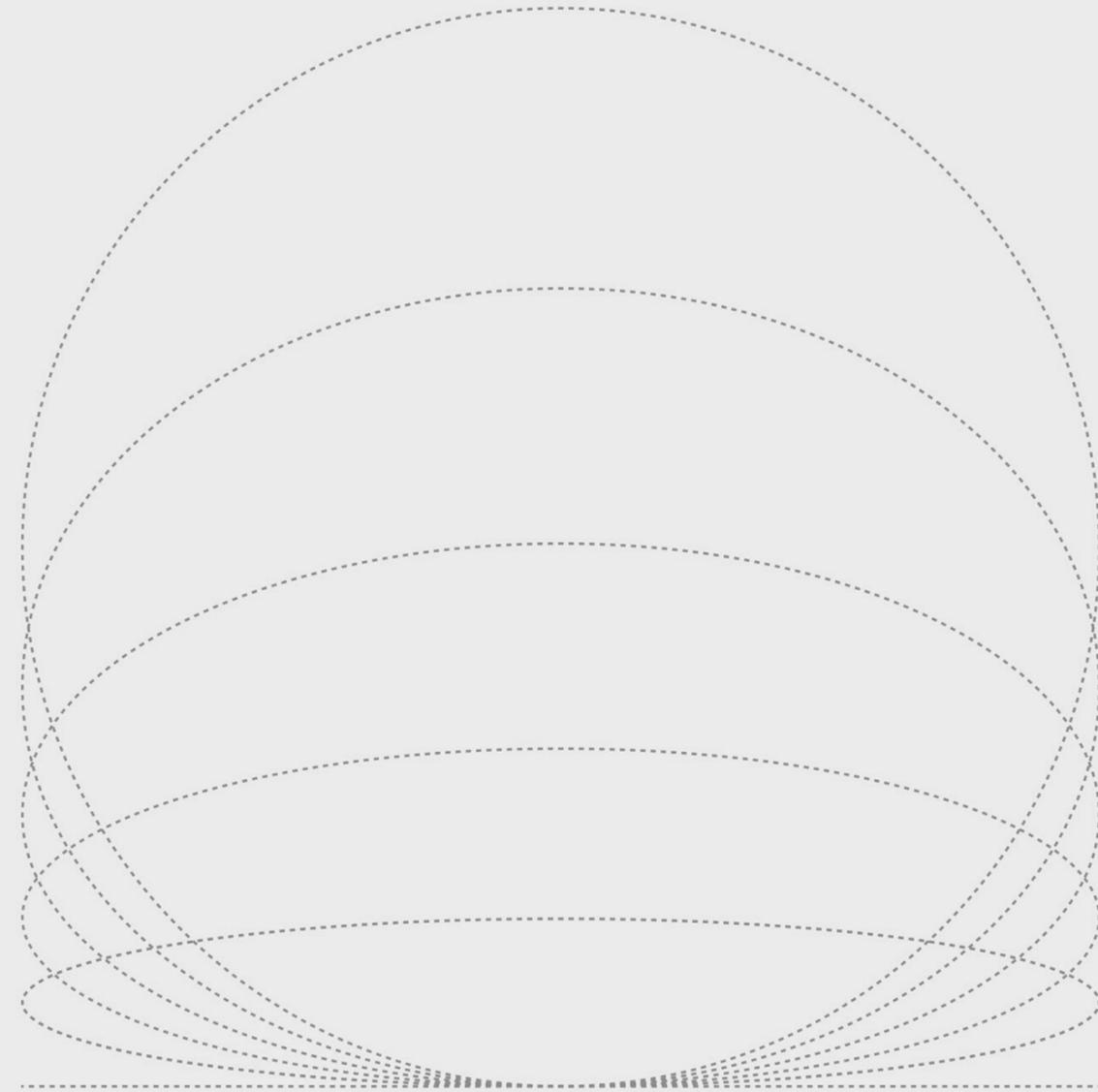
Passenger counting  
camera flawlessly  
accurate. Vidar PAX.



# Iconography 1



# Iconography 2



# Social Media

# templates

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Linkedin posts

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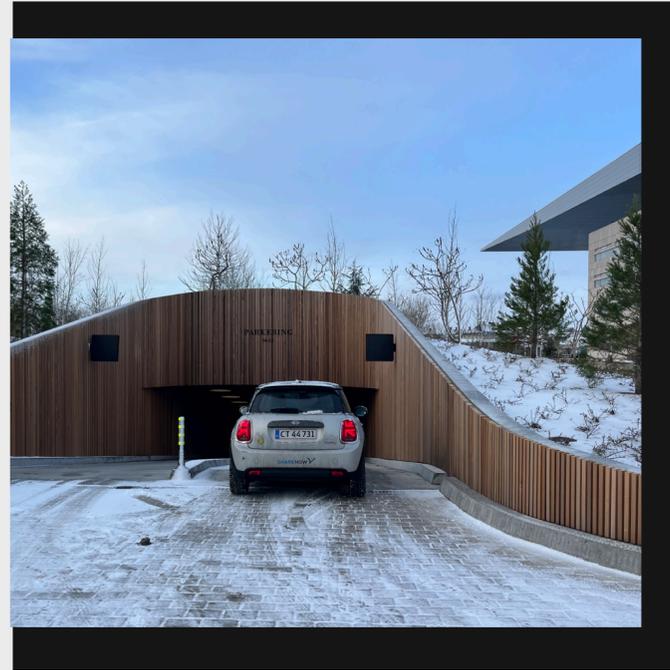
Employer branding / Hiring posts

---

New case story:  
Seamless parking,  
year-round with  
Einar ANPR  
cameras



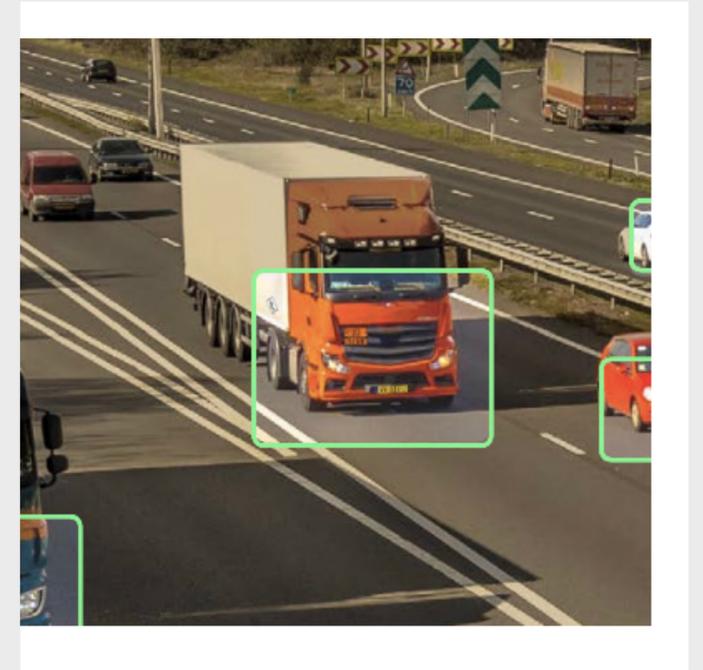
ADAPTIVE RECOGNITION



Carmen® ANPR  
Software Family:  
The epitome  
of recognition  
excellence



ADAPTIVE RECOGNITION



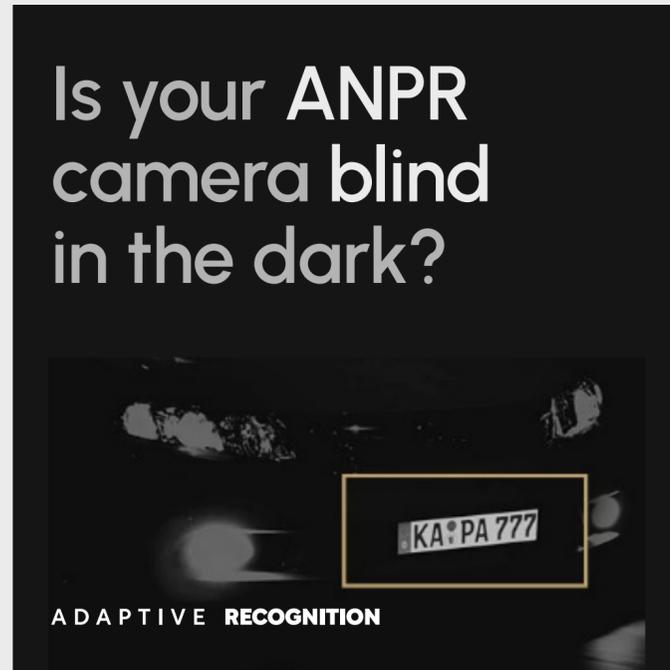
Thinking 1%  
ANPR miss rate is  
negligible?

Think again!

LEARN  
MORE

ADAPTIVE RECOGNITION

Is your ANPR  
camera blind  
in the dark?

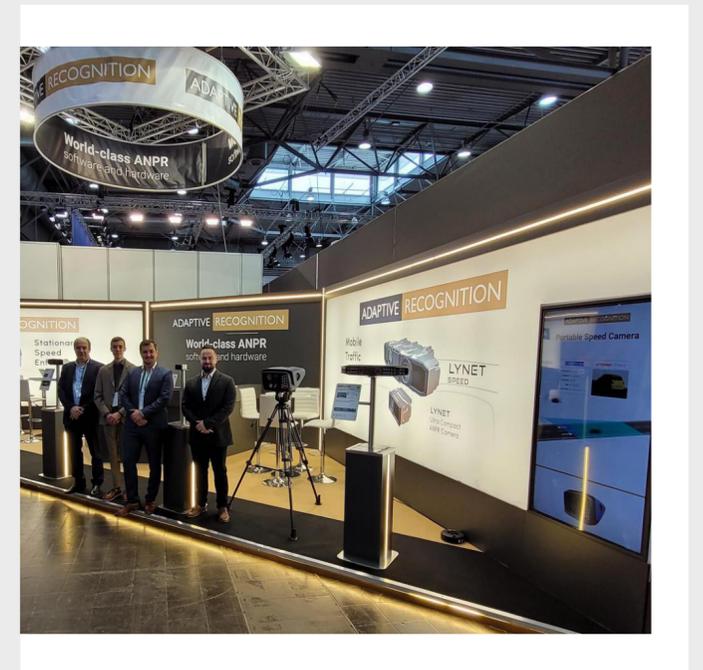


ADAPTIVE RECOGNITION

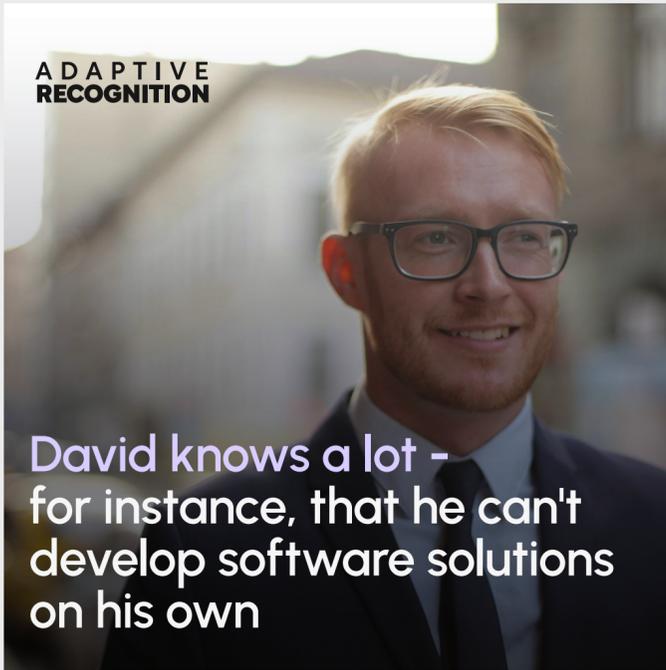
Meet us  
at GPEC  
in Leipzig  
at stand B.354



ADAPTIVE RECOGNITION



ADAPTIVE RECOGNITION



David knows a lot - for instance, that he can't develop software solutions on his own

Come on,  
join our team

Sr Project Engineer

Budapest Hybrid

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ADAPTIVE RECOGNITION

Meet Lena, our new  
Junior Developer



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I get to build products that are innovative and fun to work with, and I really love my team



Miklos, software engineer



It's not just a job, it's a place where you feel valued and appreciated

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Come on,  
join our team

HR Coordinator

Budapest Onsite

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Be You,  
With Us



It would take 300 ads to show all our top experts. To start, here's Árpád, one of our best machine learning engineers.

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# ADAPTIVE **RECOGNITION**

Empowering You to See Beyond the Obvious

**BRAND GUIDELINES**