

# Brand manual

**VASCO**  
Translator



1

# Brand



Who doesn't dream  
about speaking any  
language they want?  
That's how Vasco  
Translator works.

Speak with a push of a  
button.





# Leave the language to us

Planning vacation abroad? Or maybe you're going to work in a foreign country? You may be wondering what it's like to be there. Will the language barrier be a big challenge?

We're here to help you with that. Thanks to Vasco, you'll understand the world around you. The language barriers will disappear!

We can translate speech and text, wherever you are.

Relax! We're there with you. The world opens up, when your mind's at peace.

**VASCO**





# We create solutions that facilitate communication

We share a passion for languages, traveling and new technologies. This is what motivates us for our daily work.

What do we do? Since 2008, we've been designing, manufacturing and selling mobile translation devices. Our product comes from three large market segments: Software Development, Electronics and Linguistics. We specialize in Natural Language Processing (NLP), UX design, Software Development and Software Maintenance.

We started in a small office in Cracow, but now we're operating in almost 20 countries and on 4 continents. Our team is scattered all around the world as we want to act locally on each market.





# The most important awards in the field of design and technology

Experts from all around the world recognized our translators for their functionality, ergonomics and design.

We have won the most important awards in the field of industrial design: the Good Design Award from Japan, the Red Dot Design Award (2 times) and the New York Product Design Award.

**VASCO**





# Our CEO & Founder

Maciej Góralski is a graduate in several disciplines, including Finance, Marketing & Management, and Emergency Medical Science. His interest in technology has always been pushing him towards creating innovative concepts and solutions.

Maciej knows exactly how those can improve daily activities. Once, electronic dictionaries helped him with his efficient language learning when he was leaving for studies abroad. Then it became obvious that there is a need for more advanced translating solutions that would be available for everyone. And that there is no shame in using technology to make life easier. Actually the opposite—it's pretty smart!

*"Technology development inspires me to think of modern solutions that may help people. Studies and travels made me realize there is the need for translating solutions on the market. Since I also worked as a volunteer paramedic at a hospital's ER, I experienced first-hand the need for the quick & accurate communication. No matter if you're studying, travelling or helping others—effective communication is essential in many circumstances. I have tested it myself."*

- Maciej Góralski

**VASCO**





# Bring aid to others

Maciej engages in several non-profit activities as well. In 2022, he became a co-founder and active member of PMM Vasco Emergency Team. It is a medical emergency unit whose main goal is to bring aid to those around the world who most require it.

His dedication as a businessman and activist is frequently noticed worldwide. Just in 2023, Maciej has been among the finalists of EY Entrepreneur of the Year™, and he was also awarded a Non-Indifference Award by Auschwitz Institute for Human Rights.





# Here everyone can say what they think

*"I was working on my own, but today, our team consists of almost 200 experts. I wanted to create a place that would have a democratic structure. I believe that people are the greatest asset of any organization. That's why everyone can say what they really think. We try to get our employees involved in the development of the company. We want them to feel that they have a part in creating the product & our organization."*

- Maciej Góralski





# 2

# Strategy



# Insight — a need to do something

What do holidays abroad, work in another country and a meeting with a client who speaks a foreign language have in common? Concern that we won't get along.

When staying abroad, the language barrier may block us from experiencing the local culture. Feelings of alienation and embarrassment can take the fun out of the entire journey.





# Insight — a product

Using an electronic translator while traveling can raise various concerns:

- Is it simple enough to use?
- Is the quality of the translation good enough to actually help me communicate?
- Will it break if it falls on the floor?
- Is it handy, and will it fit in my pocket?
- Does using the translator incur additional costs?
- Is my privacy protected?

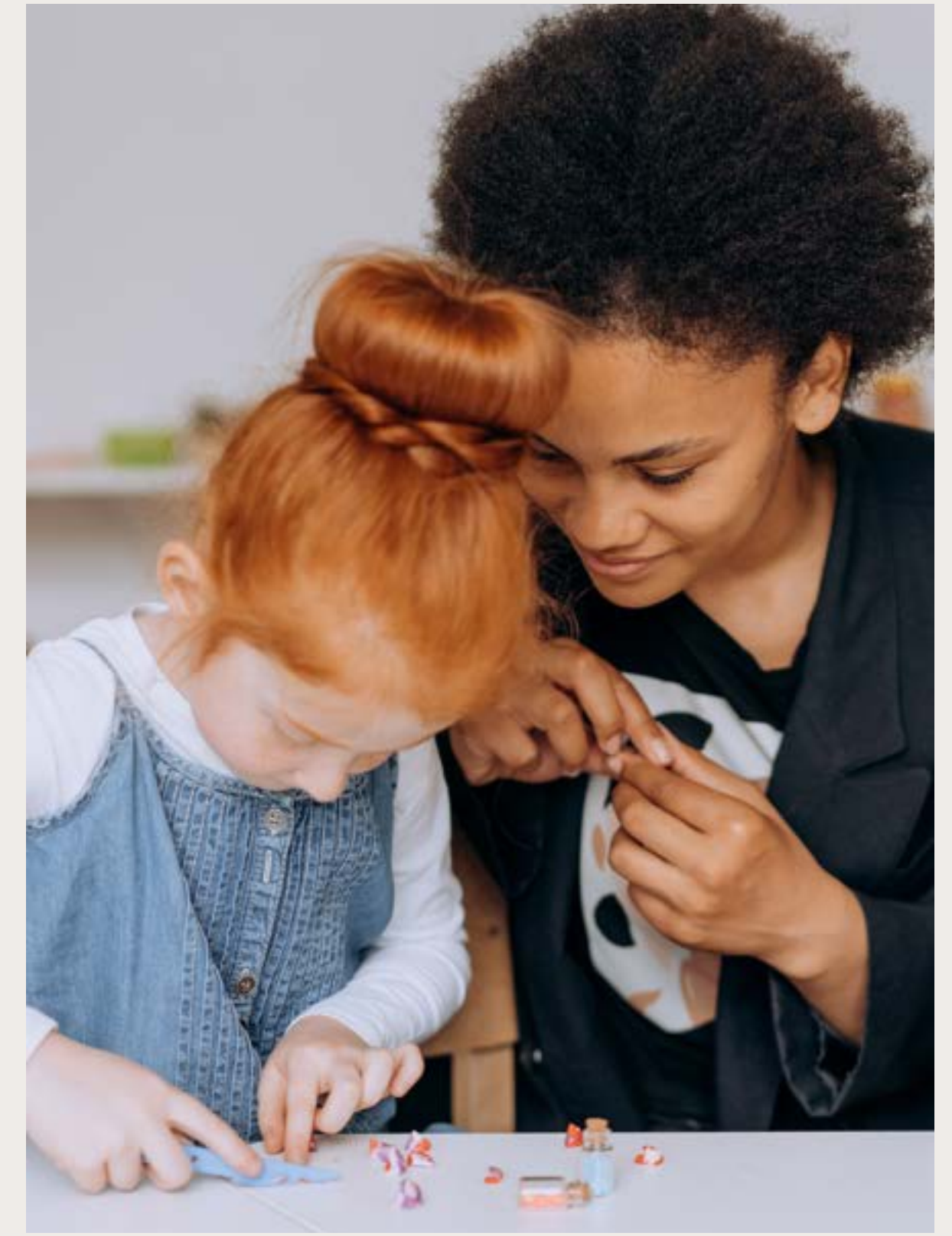




# Peace of mind/freedom/relax

Thanks to Vasco, the language barrier is out of your way. You can relax and do what you want. You make it easier to communicate with yourself and others.

The world opens up when you have a peace of mind.





# Archetype:

The Vasco brand combines two archetypes. Their main features complement each other.

## Caregiver



## Explorer

This aspect of the brand is related to supporting others. The caregiver provides one a sense of security. They don't have to think about the language-related problems anymore. .

Relax! We're there with you.

This aspect of the brand is connected with the desire to travel and explore the world. The explorer appears when the need for security and care is met.

The world becomes more accessible when you're at peace.



# Target groups

The common characteristic of our target groups is the need to speak a foreign language.

They may not realize that English could not be enough to get along abroad.

Most likely, they also don't know that there is such a product as an electronic translator.

## TOURISM



Holidaymakers  
Individual travelers 40+  
Pensioners 60+  
Backpackers

## MIGRATION



Jobseekers  
Migrant workers  
Pensioners living abroad  
Truck drivers

## EDUCATION



Immigrant parents  
Teachers  
Language learners

## BUSINESS



Small business owners  
Travel agents  
Armed forces  
Institutions





*I had a Vasco Translator with me on a vacation abroad, and it took care of language for me*

Pensioners 60+



*Thanks to Vasco Translator, I had peace of mind and could enjoy my trip to the fullest. Language challenges were out of the way!*

Individual Travelers, Backpackers



*With Vasco Translator, I can easily understand what I'm required to do and it helps me avoid mistakes. It makes all my work go smoothly.*

Working Abroad



*With Vasco Translator, I can focus on discovering other cultures and exploring new trails. The language-related challenges abroad are no longer a problem!*

Single travelers (40+)



*Sure, I could light my way with a phone, but I'd rather have a decent flashlight. The same goes for translators. I could choose a simple phone app, but I'd rather have the reliability of a Vasco translator with free lifetime Internet.*

Truck Driver



*I felt confident and calm during the interview. With Vasco Translator, I was able to answer all questions.*

Job Seeker



*A single device helps me speak with clients from abroad, participate in international meetings and talk to business partners from Asia.*

Small Business Owners



*With Vasco Translator, I can focus on teaching my foreign students. Language-related challenges are no longer an obstacle.*

Teacher



		PENSIONERS 60+	INDIVIDUAL TRAVELERS / BACKPACKERS	SMALL BUSINESS OWNERS	JOB SEEKERS / TRUCK DRIVERS / ETC	TEACHERS
Awareness	We always mention the name of device to make our users accustomed to it. As for non-English speaking markets, a non-loanword variant of saying Vasco Translator should be used (e.g. traducteur Vasco) in order to avoid comparison with Google Translator and to present the product in a way that's more understandable to the user.	Language barrier on vacation? Can't understand or be understood? Forget about language challenges thanks to Vasco Translator.	Explore all corners of the world from a local perspective. With Vasco Translator, language barriers disappear so you can better understand the world around you.	Grow your business abroad stress-free and ensure good working relationships. Vasco Translator will help you with international business situations.	Start working abroad and feel at ease. Take the Vasco Translator with you on the job and see how life-changing it is!	With Vasco Translator, you can focus on actually teaching foreign students. Leave the language to us!
Consideration	Here, we try to give a specific use case that will present the benefit of owning the device in an understandable way.	Vacation abroad? With Vasco Translator you can understand menus, museum boards and local newspapers, thanks to the built in photo translator.	Traveling solo? We will translate speech and text for you, no matter what latitude you are in. Leave the language to us!	With Vasco Translator you can understand up to 108 languages. Open your business to customers and employees from all over the world.	Reading foreign documents and understanding well your superiors? See how easy it is with Vasco Translator.	Give yourself and your students a more comfortable learning experience. Talk naturally and teach freely. Leave the language to us!
Conversion	At this stage, we highlight the benefit that will convince the user to buy our device. We need to ask ourselves which benefit is the most convincing for each group.	Convenient and reliable. Vasco Translator is the only device on the market that offers free unlimited Internet in 200 countries.	The best translation for traveling? Vasco Translator is 96% accurate and has free mobile Internet in nearly 200 countries.	Vasco Translator performs with 96% accuracy. Talk naturally and stress-free to meet new clients and help grow your business.	Work abroad stress-free. Vasco Translator has speech translations, photo translations and much more!	Fast and smooth communication with your students. Vasco Translator has 108 languages and performs accurate translations in 0.5 seconds.
Loyalty	We encourage our device owners to continue engaging in brand communications.	Tell us how Vasco Translator helped you during your vacation abroad.	Share with us a funny travel situation where Vasco Translator helped you communicate.	Tell us how Vasco Translator has helped your business grow.	How did Vasco Translator help you while working abroad? Share your story with us!	Tell us how Vasco Translator has helped you work with international students.



Low Product and Category Awareness

These are examples of texts that you can use when raising the product category awareness, e.g. when communicating with groups that have no idea what an electronic translator is.

Planning vacation abroad? Or maybe you’re going to work in a foreign country? You may be wondering what it’s like to be there. Will the language barrier be a big challenge? Relax, we’re here to help you with that. Thanks to a Vasco Translator device, you’ll understand the world around you.

With Vasco, you can talk effortlessly, no matter where you are. The world becomes more accessible when you have a peace of mind.

Thanks to Vasco Translator, language challenges are out of your way. Relax! We will break the language barrier for you.

One push of a button, and you're chatting peacefully around the world. See how easy it is with Vasco Translator.

Is it possible to speak any language you want? That's how Vasco Translator works. Speak with a push of a button.



You can focus  
on holidays, work,  
or a meeting.  
Leave the language  
to us.





An electronic translator that you  
can always carry with you and use  
wherever you are.



You're at peace.  
Vasco will help you  
communicate in a  
foreign language.

**VASCO**





Free lifetime Internet access in  
nearly 200 countries.  
It automatically connects to GSM  
networks.



Vasco is a language expert. We are here to support you when you need it.





We guarantee our users that their data is safe. We ensure that the privacy of all customers is protected in accordance with the highest standards and applicable laws.



Smart translator with free and unlimited Internet forever.





# 3

# Communication



A photograph of two men sitting at a wooden table in a bright, modern interior. One man, seen from the back, is wearing a light-colored button-down shirt. The other man, facing him, is a Black man with short dark hair, wearing a dark blue t-shirt, and is looking towards the first man. Large windows in the background let in natural light, creating a warm atmosphere. The text "Let's talk! ≍ Parlamo!" is overlaid in white on the image.

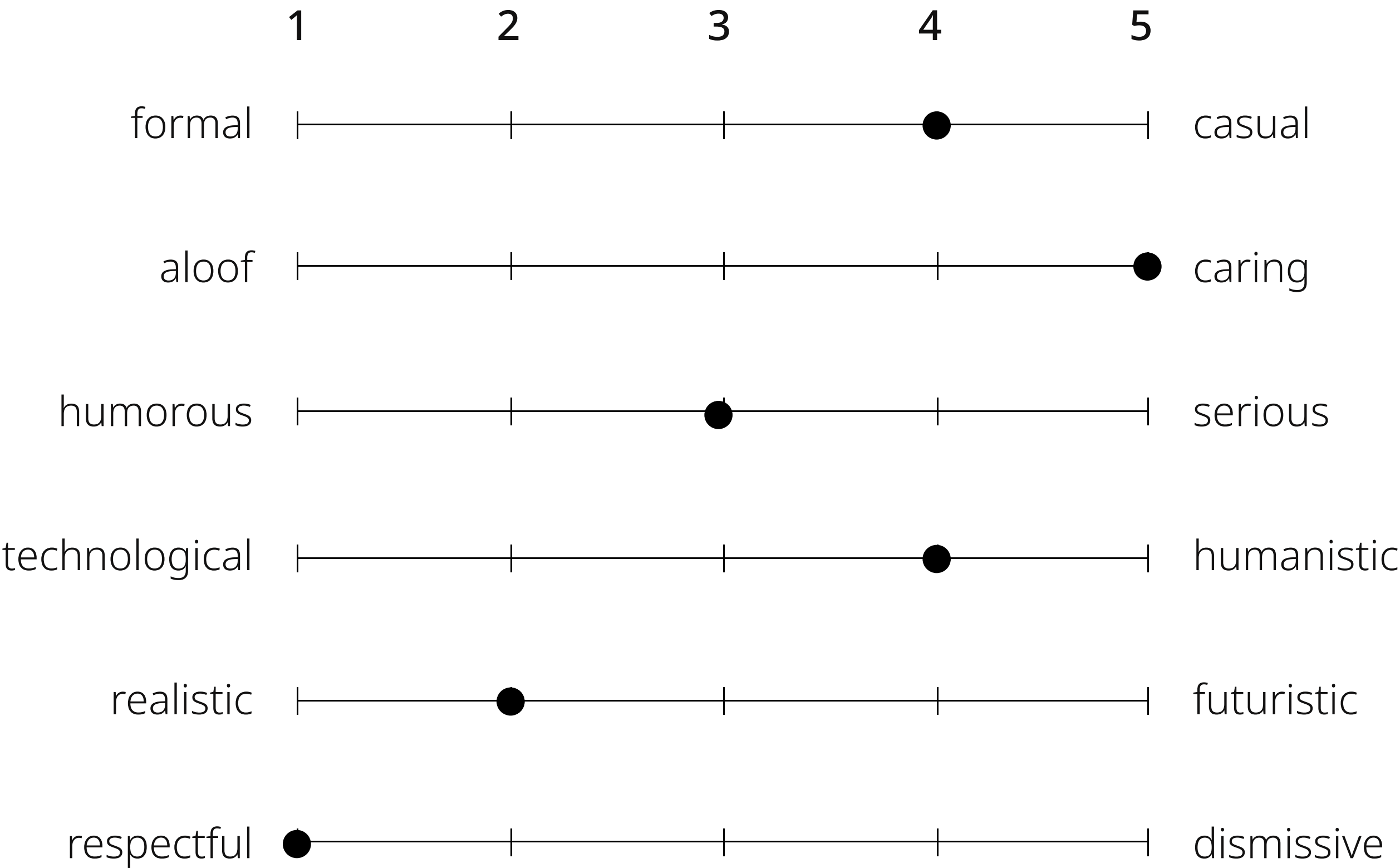
Let's talk! ≍ Parlamo!



# Tone of voice

Tone of voice defines the way we communicate with our users. It's the transfer of archetypes and brand values to a consistent linguistic plane.

We have created simple rules and relevant examples that show how our language works in practice.





# Lightness and freedom

We are specialists in our field, so we know what we're talking about. That's why we describe new technology in a light and casual way. We don't overdo the technological terminology\*. We focus on interpersonal communication and the positive emotions associated with traveling.

\* Exception to the rule: we use technological language at specialized events, industry conferences and in all B2B communications.





# Calm and positive language

We are calm even during difficult travel situations. Instead of talking about problems, we talk about challenges. We don't impose anything, instead we show opportunities and options.





# Compactness

We don't drag statements for too long and we don't bring up the same point several times.

We use multiple short paragraphs. 1 paragraph = 1 thought.

.

# Inclusiveness and gender neutrality

We use gender-neutral language.

E.g.

We value the opinion of each of our users, as their feedback helps us improve.

**Beware!** In inflectional languages we are inclusive for both genders. E.g., in Italian there are usually two genders for nouns and adjectives. We make sure to include both female and male words to make our users feel included regardless of gender.



## “We” as a team

Vasco, the narrator, speaks as the 1st person plural (we). This way, we emphasize teamwork. We avoid talking about ourselves from an objective perspective (Vasco, the company, it).

### Where?

Website, social media posts, mailing.





# Ensemble and plural

We are here to help you  
on your trip.

We are specialists in our  
field. We can help you  
translate speech and text,  
wherever you are.

Relax! We'll be there with  
you.

We'll break language  
barriers for you.



# Direct and personal character

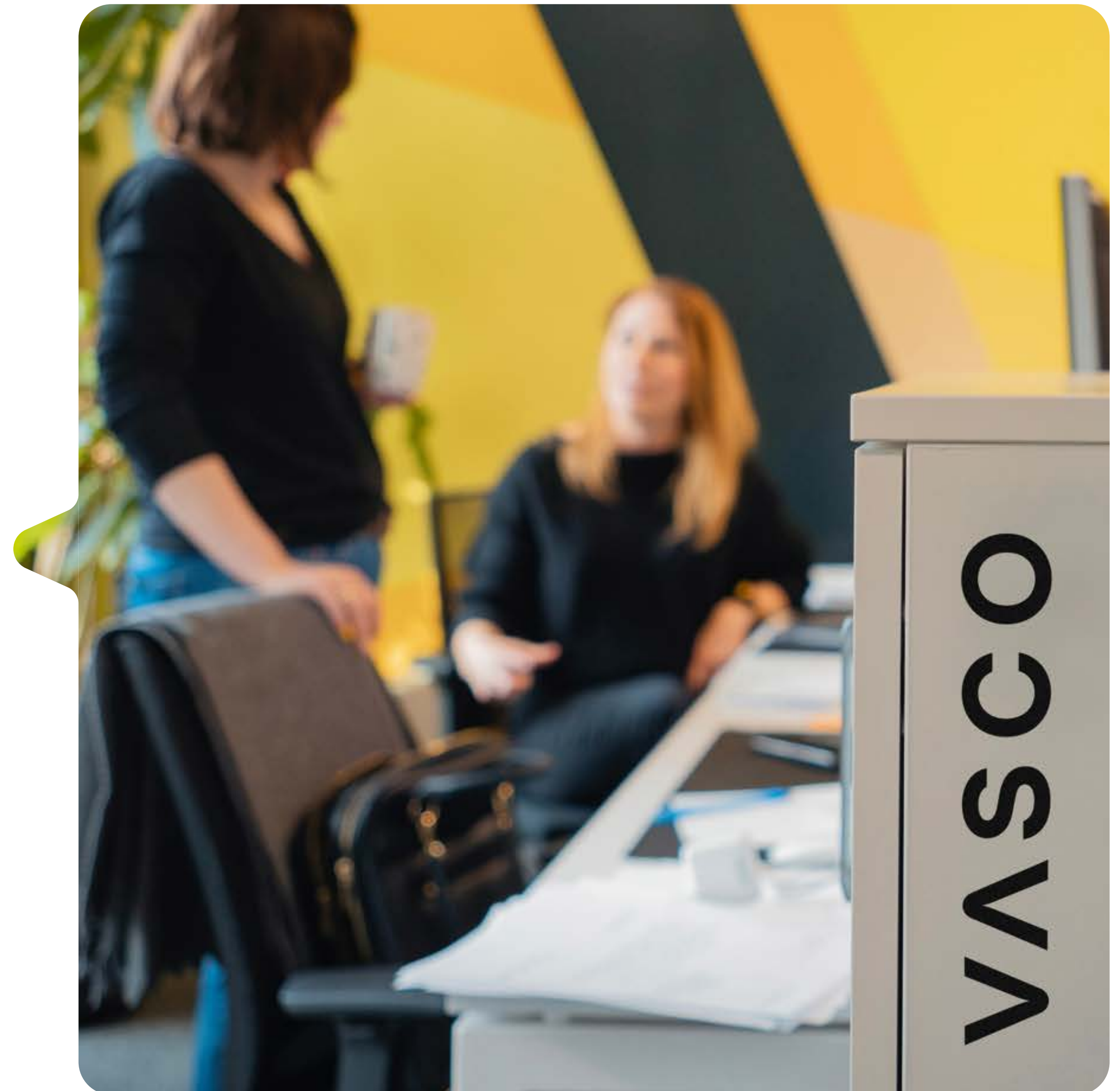
We address our users directly (2nd person singular).  
For example: for you, together with you, you can.

In Social Media, we aim at being direct. We show our clients that they get help from a real person that has a real name.

We can use emojis in private messages and comments.

Where?

Everywhere except for press releases.





# Direct and personal touch

We break the language barriers for you.

Feel free to ask for directions wherever you are.

What will you do once you can speak any language?

A long-distance trip on your own? You can ask for the best restaurant in the area.

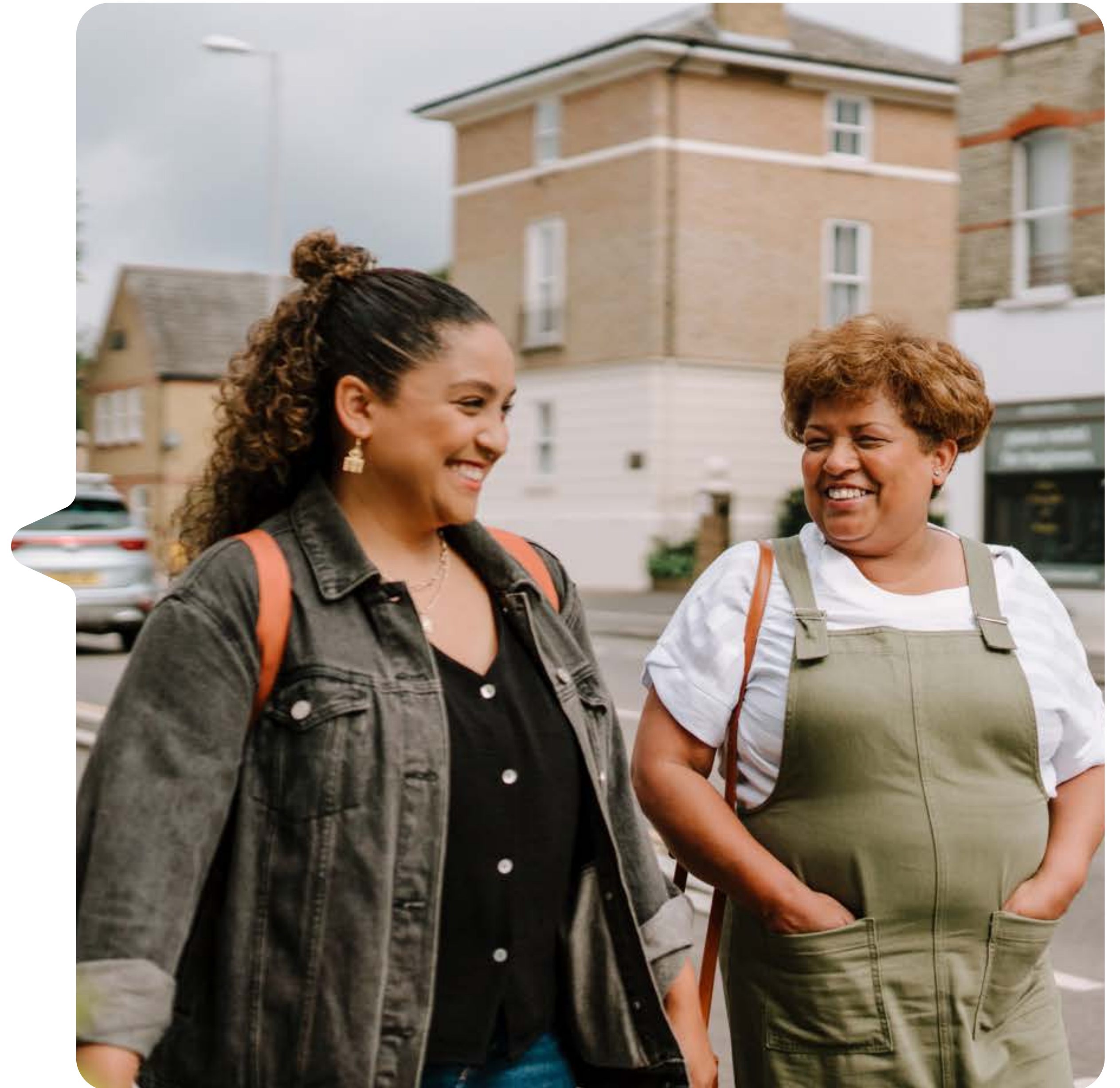


# Users' perspective

In advertising campaigns and personalized communications, we talk about Vasco translators primarily from the users' perspective. Our basic theme is how the translator relieves the burden, makes something easier, enables it altogether, gives our users more freedom.

Where?

Website, articles, advertising campaigns and news releases.





# Users' perspective

I can do what I really want. I leave the language to Vasco's translator.

I didn't know I could speak Chinese!

One push of a button and I talk freely around the world.

Vasco is always with me. The world becomes more accessible when I have a peace of mind.



# Addressing user

The narrator of our messages is the Vasco team.

In exceptional situations, the narrator can be a user, for example, when we quote / paraphrase an opinion.

We are flexible and trying to match the narrator's point to the context of our message.

Narrator - Vasco

You can do whatever you feel like doing.  
Leave the language to us.

One button and you talk freely around the world.

VASCO

Narrator - user

I can take care of whatever I feel like.  
I leave the language to Vasco translator.

One button and you talk freely around the world.

VASCO



# Caregiver

freedom

trust

tranquility

personal

everyday life

lack of restraint

fitting

convenience

friendly

caring

natural

relaxation

simplicity

# Explorer

openness

exploration

travel

freedom

accessible world

discovery

curiosity

independence

exciting

experience

learning

adventure

experiencing



## ⊗ Don't

We believe that seamless communication can make the world a better place.  
Anything you say is transferred into a sensitive microphone and then into your heart.

Too long and too metaphorical

A world open to people is what matters the most.

Too general of a reflection on the world

## ⊙ Do

With us, you can talk effortlessly, no matter where you are.

Compact and concrete.

The world becomes more accessible when you have a peace of mind.

A concrete benefit from the user's perspective.



## ⊗ Don't

Explore the world with Vasco Translator and communicate freely everywhere. Forget about language barriers while enjoying instant two-way translations

Too many facts in one paragraph

Even if modern technology is not your strongest point, using Vasco Translator M3 is smooth and, above all, pleasant.

Mentioning the user's weaknesses, negative language

## ⊙ Do

With us, you can converse effortlessly, no matter where you are. We will break down language barriers for you.

One main thought.

One push of the button and you're chatting peacefully around the world. See how easy it is with Vasco.

Positive language.



## ⊗ Don't

Look for work abroad and forget about language barriers with the Vasco Translator electronic speech translator.

Command mode.

Vasco is not just electronic translators.  
It is also people with specialisations in broad fields.

Too general, 3rd person singular.

## ⊙ Do

With this intelligent translator, you can start looking for job abroad. See how easy it is thanks to Vasco Translator.

We talk about possibilities.

We are specialists in linguistics, cutting-edge technology, mobile devices and digital translation.

Precise, 1 person plural.



# 4

# Brand style



Visual style of the brand

# Visual style of the brand

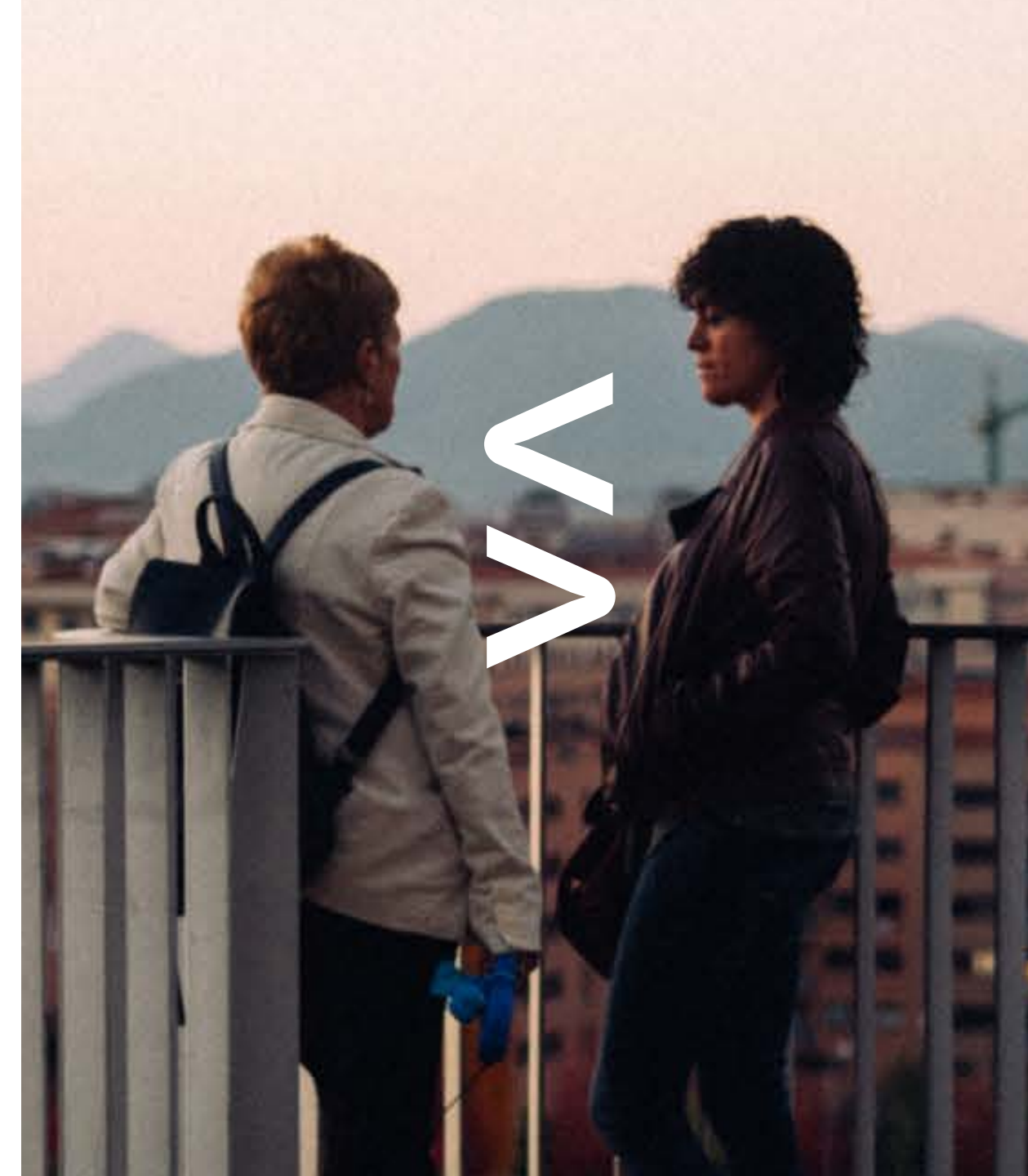
Similarly to communication, the Vasco's visual world results directly from the strategic assumptions.

Therefore, it is a world of friendly technology that gives its users a peace of mind and lets them explore the world.

Many tech brands show a fast, crowded and overstimulated reality. We, on the other hand, focus on interpersonal communication and everyday situations.

For this purpose, we use clean, monochrome branding, subdued, delicate colors, and soft, rounded shapes. We use them in all touch-points with recipients.

**VASCO**



Hello!

Cześć!

**VASCO**

Translator

V4





Visual style of the brand

# What are the components of a key visual?

logotype  
signet  
a symbol of translation

typography  
photos  
speech bubble

color scheme

VASCO

VASCO

Translator

logotype

VA

signet



a symbol of translation

Noto Sans  
+  
Old Standard

typography



photos

Hello!

Cześć!

speech bubble



color scheme



# Logotype

The primary element of the Vasco's branding is a minimalistic logotype with a stylized "VA" letters.

One-element, geometric lettering ensures legibility, ease of use and the recognizability of the sign.

The logotype appears alongside the following: Translator / Accessories / other, all written in the Favorit Light font.

We always use either a black or white version of the sign.

**VΛSCO**

**VΛSCO**

**VΛSCO**

Translator



Variations

# Logotype

The logotype, which appears alongside other elements, appears in two versions

1. Vertical

**VASCO**  
Translator

2. Horizontal

**VASCO** Translator

**VASCO**





# Signet

The shortened version of the Vasco logotype is the stylized first two letters of the name Vasco. We use the signet as an avatar in social media and when the full Vasco logotype is too long (e.g. a sign on the headset).

The signet appears alongside the following: Vasco Translator / Vasco Accessories, all written in Favorit Light font.

We always use either a black or white version of the sign.

**VASCO**



Vasco  
Translator



# Logotype

The signet, which appears alongside other elements, appears in two versions:

1. Vertical



Vasco  
Translator

2. Horizontal



Vasco  
Translator

VASCO



Vasco  
Translator



Vasco  
Translator



Vasco  
Translator



Vasco  
Translator



Vasco  
Translator

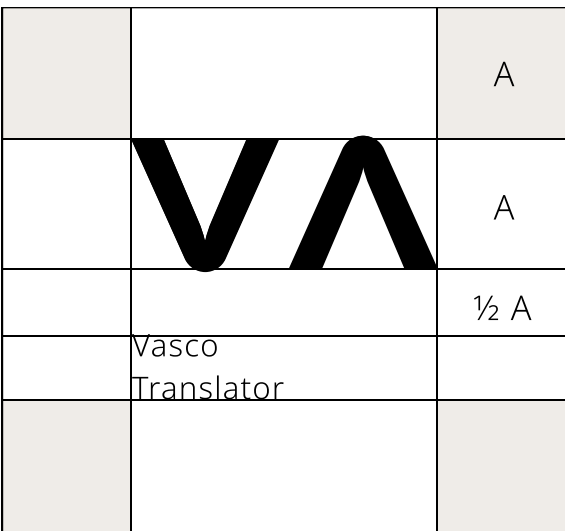
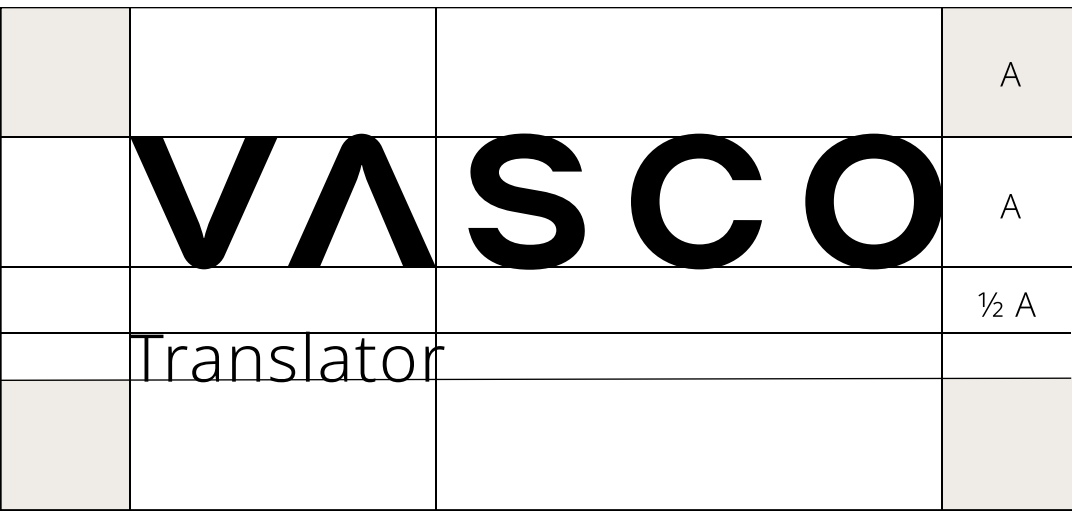


Vasco  
Translator



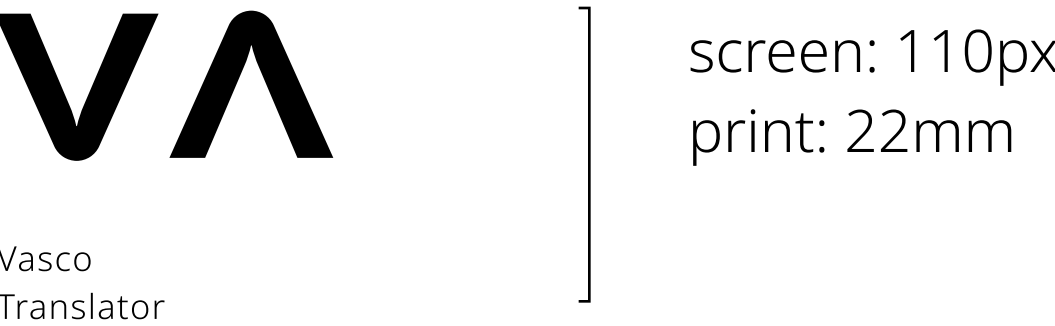
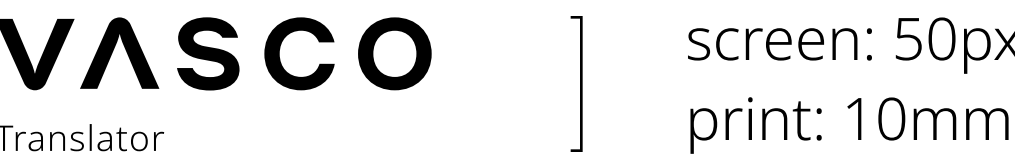
# Composition, the protective field

The protective field of the sign is marked by a square with sides as high as the letters V and A. This space should remain free of other graphic elements.

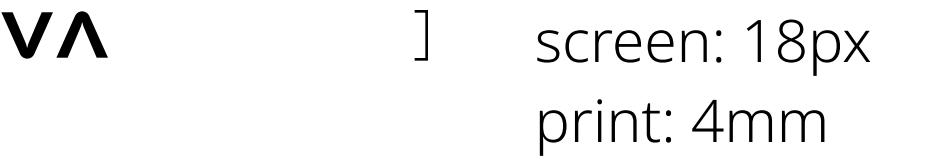
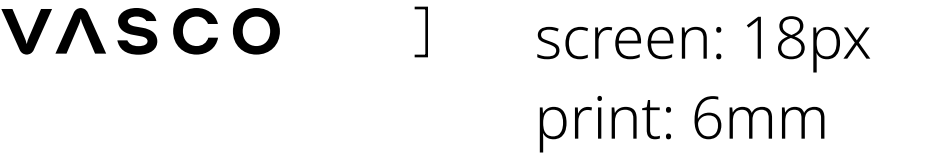
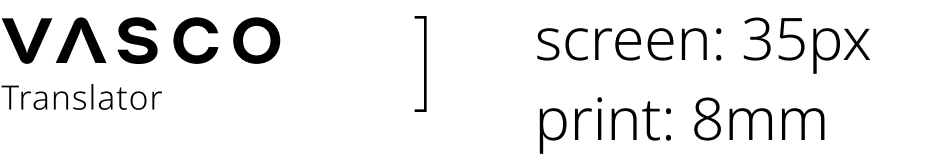


# Minimum sizes

The minimum height for the basic version of the sign and symbol with additional note.



Version for reductions (a bigger “Translator” superscription)





# The symbol of communication

The signet can also be used in a version rotated by 90°. The horizontal version (referring to emoticons and special characters) is a symbol of communication and exchange.

We can use it.

- in the text (inserting between words in different languages)
- in photos (inserting between two people)

Similarly to the logotype and avatar, the symbol is always black and white.



Hello! ≍ Cześć!



# The symbol of communication



Let's talk!

**VA**

Parliamo!

We use the sign by typing it in text, text on photos as well as by placing it between the characters of the photo.


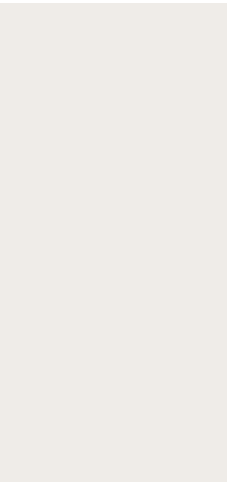
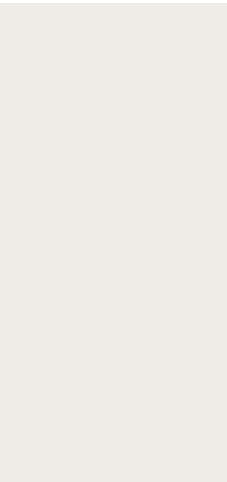
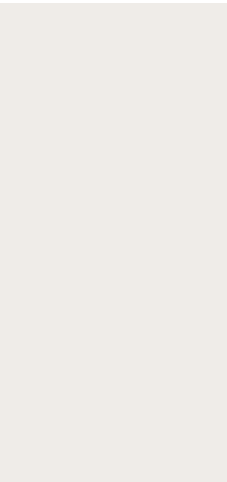


# Color scheme

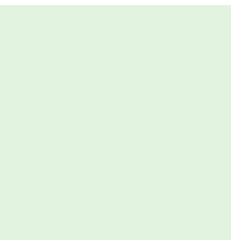
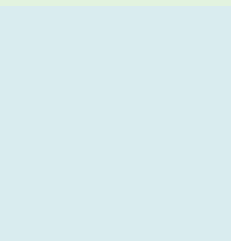

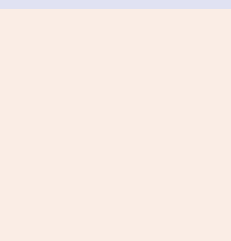
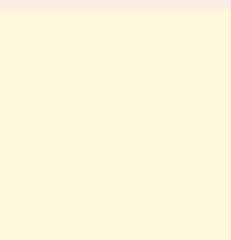
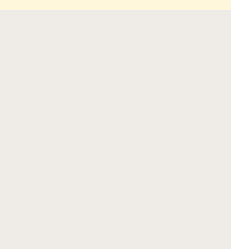
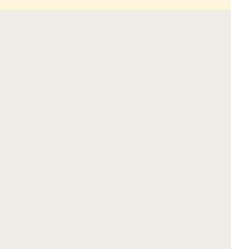
The main colors of Vasco are neutral: black, white, beige and grey.

Additional colors have three levels of saturation: pastel, flashy and dark.

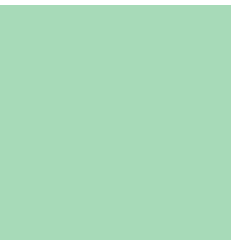



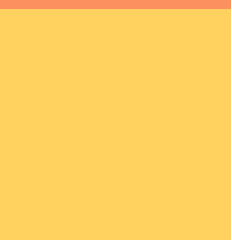


main colours Vasco

	<b>BLACK</b>
	HEX       #121111
	RGB       18 / 17 / 17
	CMYK     0 / 0 / 0 / 100
	<b>WHITE</b>
	HEX       #FFFFFF
	RGB       255 / 255 / 255
	CMYK     0 / 0 / 0 / 0
	<b>BROWN LIGHT</b>
	HEX       #EFECE8
	RGB       239 / 236 / 232
	CMYK     10 / 10 / 10 / 0
	<b>PANTONE</b> Warm Gray 1 C

light (background)

	<b>GREEN LIGHT</b>
	HEX       #E2F3DF
	RGB       226 / 243 / 223
	CMYK     5 / 0 / 10 / 0
	<b>BLUE LIGHT</b>
	HEX       #D9ECEF
	RGB       217 / 236 / 239
	CMYK     15 / 0 / 0 / 5
	<b>PURPLE LIGHT</b>
	HEX       #E0E2F2
	RGB       224 / 226 / 242
	CMYK     15 / 10 / 0 / 0
	<b>ORANGE LIGHT</b>
	HEX       #FAEDE5
	RGB       250 / 237 / 229
	CMYK     0 / 10 / 10 / 0
	<b>YELLOW LIGHT</b>
	HEX       #FFF7DC
	RGB       255 / 247 / 220
	CMYK     0 / 5 / 20 / 0
	<b>BROWN LIGHT</b>
	HEX       #EFECE8
	RGB       239 / 236 / 232
	CMYK     10 / 10 / 10 / 0
	<b>PANTONE</b> Warm Grey 1 C

vivid (buttons)

	<b>GREEN VIVID</b>
	HEX       #A7DAB8
	RGB       167 / 218 / 184
	CMYK     40 / 0 / 40 / 0
	<b>BLUE VIVID</b>
	HEX       #56B4DD
	RGB       86 / 180 / 221
	CMYK     65 / 0 / 0 / 0
	<b>PURPLE VIVID</b>
	HEX       #8F8BEF
	RGB       143 / 139 / 239
	CMYK     50 / 50 / 0 / 0
	<b>ORANGE VIVID</b>
	HEX       #FD905F
	RGB       253 / 144 / 95
	CMYK     0 / 60 / 70 / 0
	<b>YELLOW VIVID</b>
	HEX       #FFD260
	RGB       255 / 210 / 96
	CMYK     0 / 20 / 70 / 0
	<b>BROWN VIVID</b>
	HEX       #D0A17F
	RGB       208 / 161 / 127
	CMYK     20 / 50 / 70 / 10
	<b>PANTONE</b> 7521 C

dark (background)

	<b>GREEN DARK</b>
	HEX       #81B69C
	RGB       129 / 182 / 156
	CMYK     60 / 10 / 50 / 10
	<b>BLUE DARK</b>
	HEX       #6195A5
	RGB       97 / 149 / 165
	CMYK     55 / 0 / 10 / 40
	<b>PURPLE DARK</b>
	HEX       #6F61A5
	RGB       111 / 97 / 165
	CMYK     70 / 60 / 0 / 0
	<b>ORANGE DARK</b>
	HEX       #C57867
	RGB       197 / 120 / 103
	CMYK     0 / 60 / 60 / 20
	<b>YELLOW DARK</b>
	HEX       #D5974E
	RGB       213 / 151 / 78
	CMYK     0 / 40 / 80 / 20
	<b>BROWN DARK</b>
	HEX       #907159
	RGB       144 / 113 / 89
	CMYK     40 / 50 / 60 / 30
	<b>PANTONE</b> 140 C



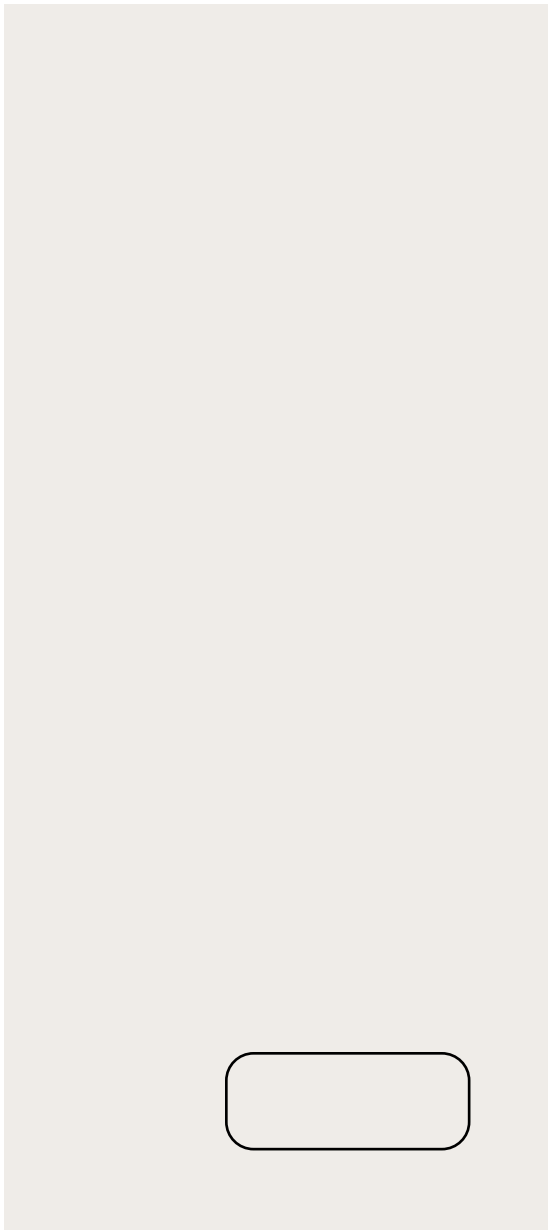
# Color scheme

Color combination rules:

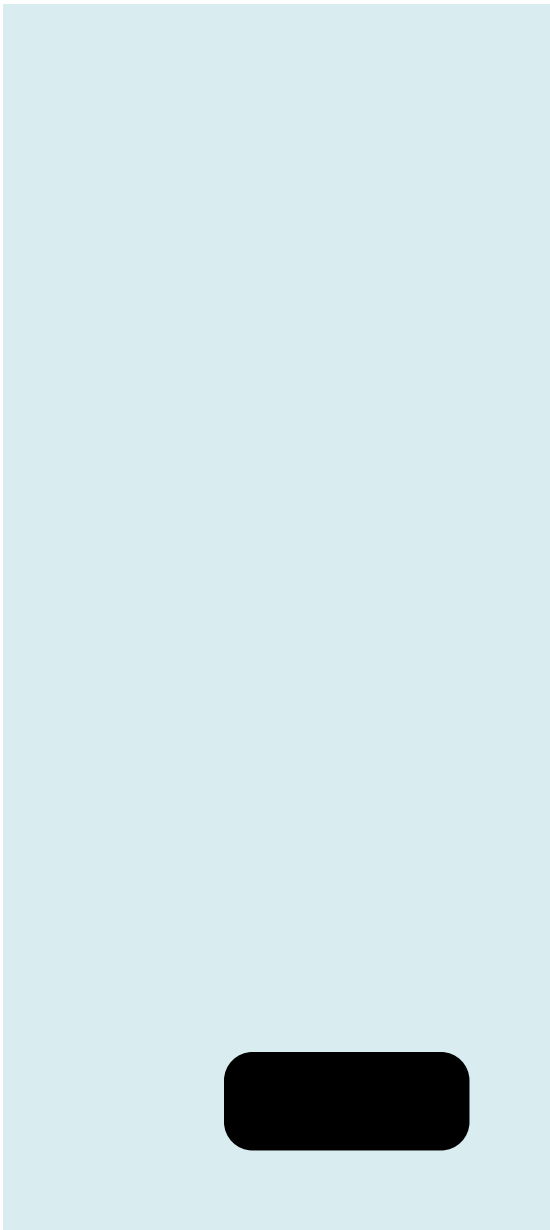
We do not combine many colors in one layout. We try to choose one leading color.

Flashy vivid CTA colors can only be used on small surfaces (e.g. buttons).

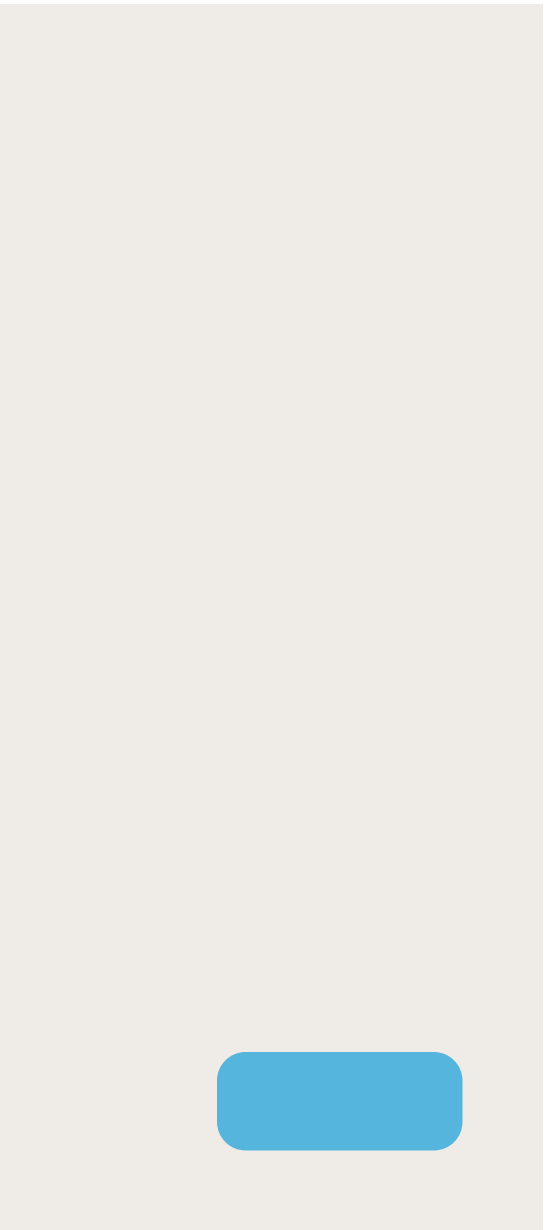
main colours Vasco



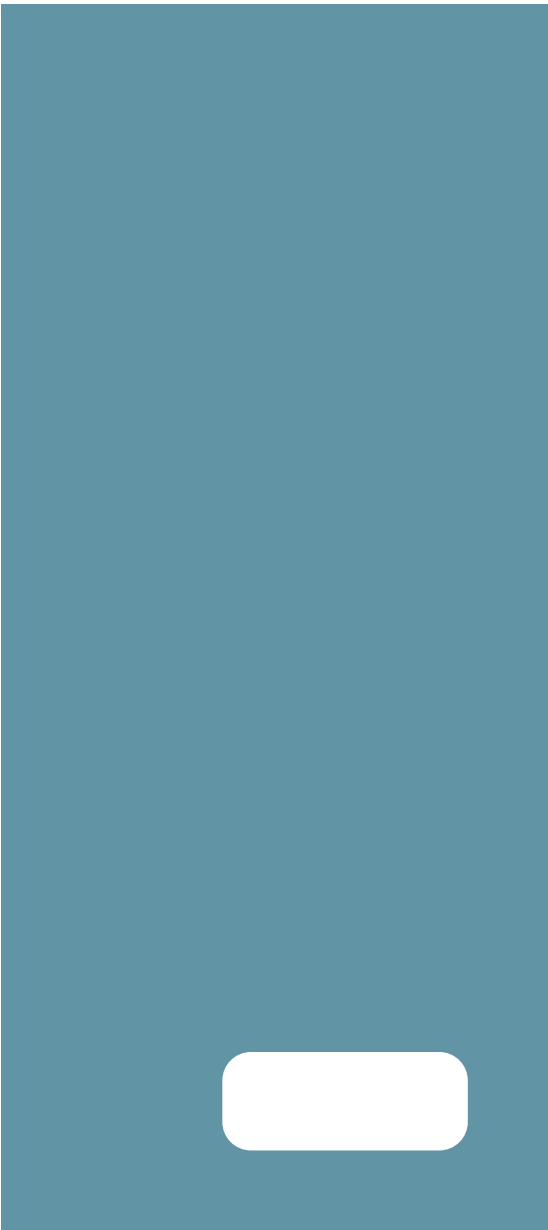
light (background)



vivid (buttons)



/dark (background)



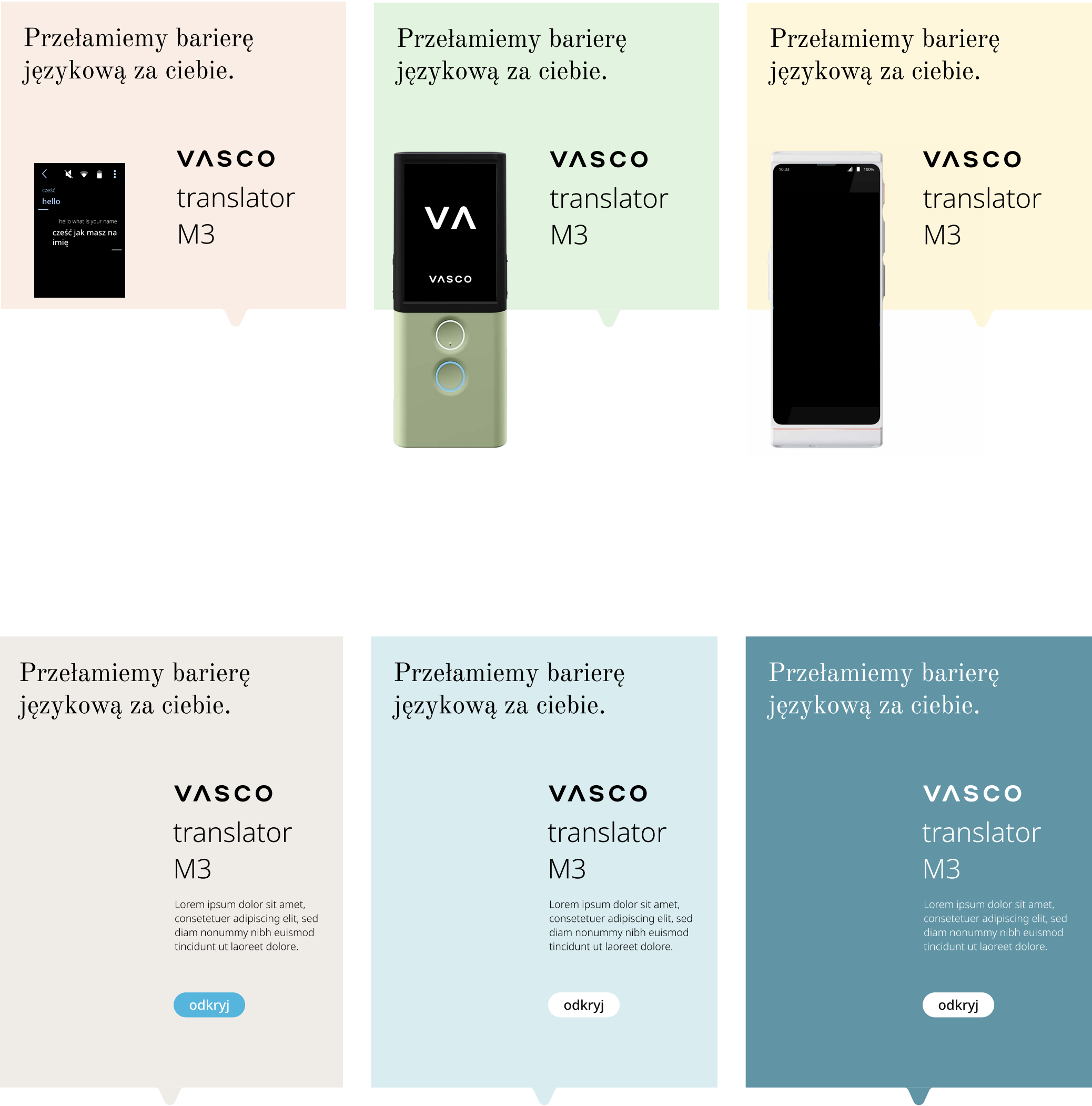


# Color scheme

## Color combination rules

We do not combine many colors in one layout. We try to choose one leading color.

Flashy vivid CTA colors can only be used on small surfaces (e.g. buttons).





# Photos

In the photos used by Vasco, people and their relationships are the most important elements.

The photo material should show Vasco users in ordinary situations (while traveling, sightseeing, or at work, school, and a shopping mall).

We show two people having a conversation or interacting with each other.

Photos do not have to exaggerate the features of the product.





# Additional photos

The second type of photos are those showing the product and emphasizing its features: comfort and functionality. They can show the entire device or one of its details.

The third type of photos are those related to some specific occasion (holidays, a promo or an advertising campaign).

The fourth type of photos are travel photos. They depict a landscape, travel-related items (suitcases, personal items, etc.) or a single person who embodies an archetype of an explorer.

Product features

Opportunities

Travels





# Product presentation

In image/lifestyle shots, the product should not be over-exposed.

The shots should show the handling of the device in a realistic & natural way. Images should emphasize the positive features of the product, its portability, lightness and functionality.

Product visuals can be combined with coloured backgrounds, matching the colour of the photo or the product's housing.

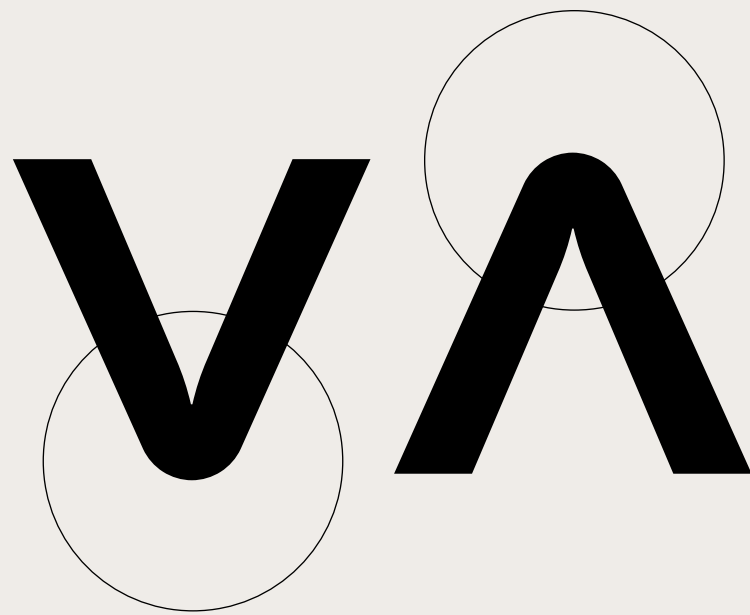


# Typography

In our identity we juxtapose two typefaces:

- sans-serif Favorit, which alludes to the roundness in the logo and KV elements,
- serif Old Standard, which is associated with language studies and dictionaries.

Showing the mechanism of translation from one language to another, we assign one typeface to one language and use it consistently. For example, sans-serif - Polish, serif - English.



Hello! ≅ Cześć!

Display 1  
Noto Sans Light

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNnOo  
PpQqRrSsTtUuWw  
XxYyZz12345678890

Display 2  
Old Standard TT Regular

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNnOo  
PpQqRrSsTtUuWwX  
xYyZz12345678890



# Typography

Within a single layout, try to use two typefaces to make the message more attractive & to separate the information.

Display 1  
Noto Light

We are pioneers in the development of intelligent translators.

Display 2  
Old Standard TT Regular

Translator Vasco wystarczy, żeby na luzie posługiwać się obcym językiem.

Body text  
Noto Regular

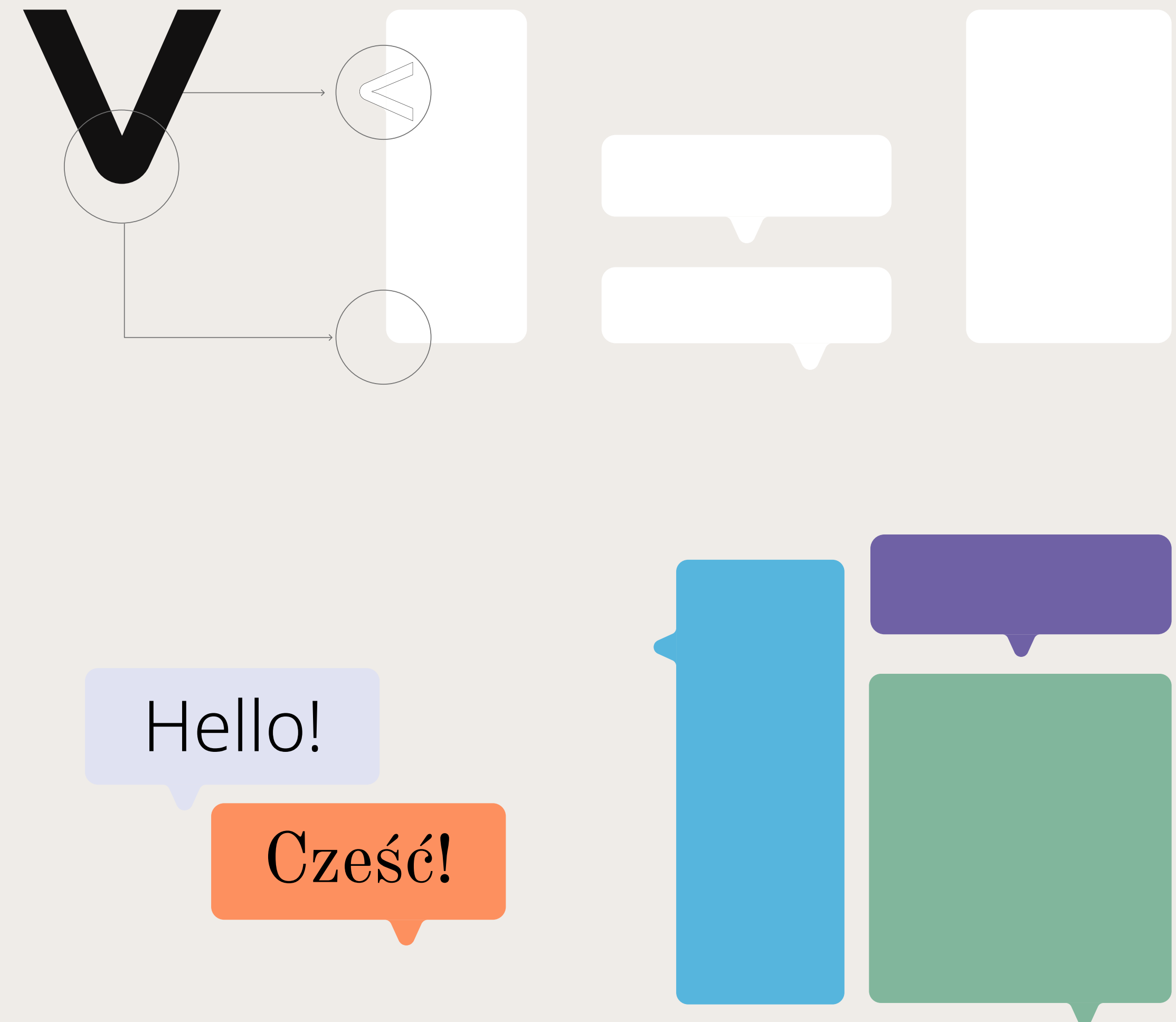
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

# Box

The box is an important component of the visual identity. It's not only a distinctive element of the layout, but also allows content (both text and images) to be inserted into it.

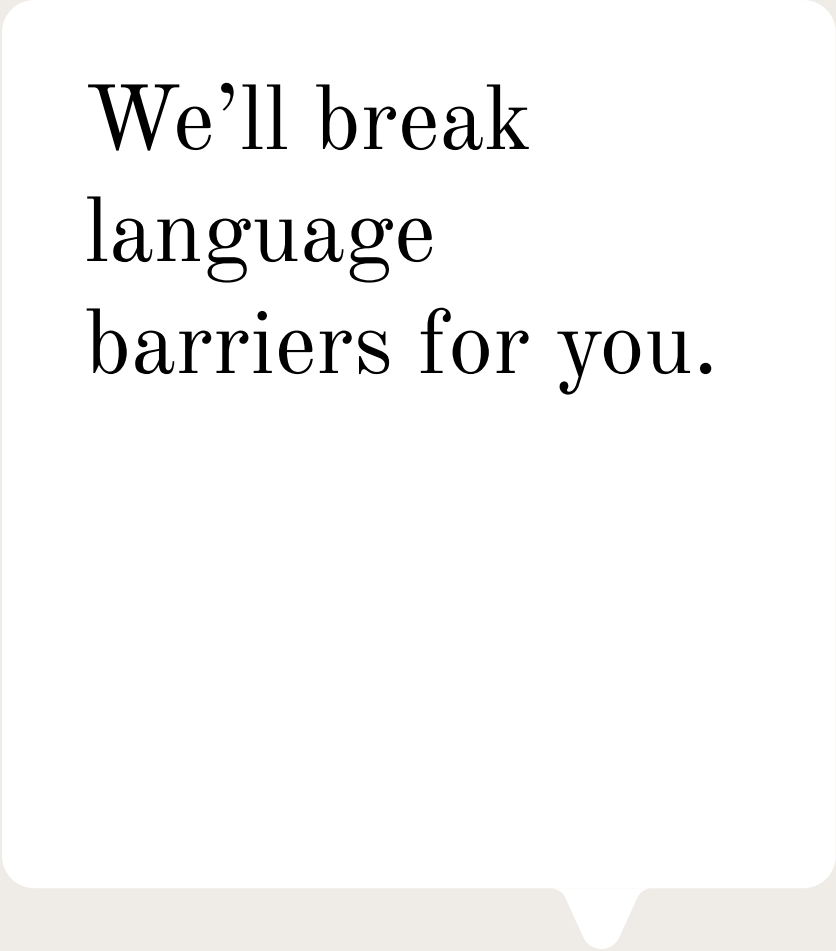
The box can be rotated by 90° and scaled to fit the content. It can also be filled with Vasco palette colors.

The shape of the box is curved and follows the detail in the logo. The radius of the rounded corners is 10px for a Full HD screen.





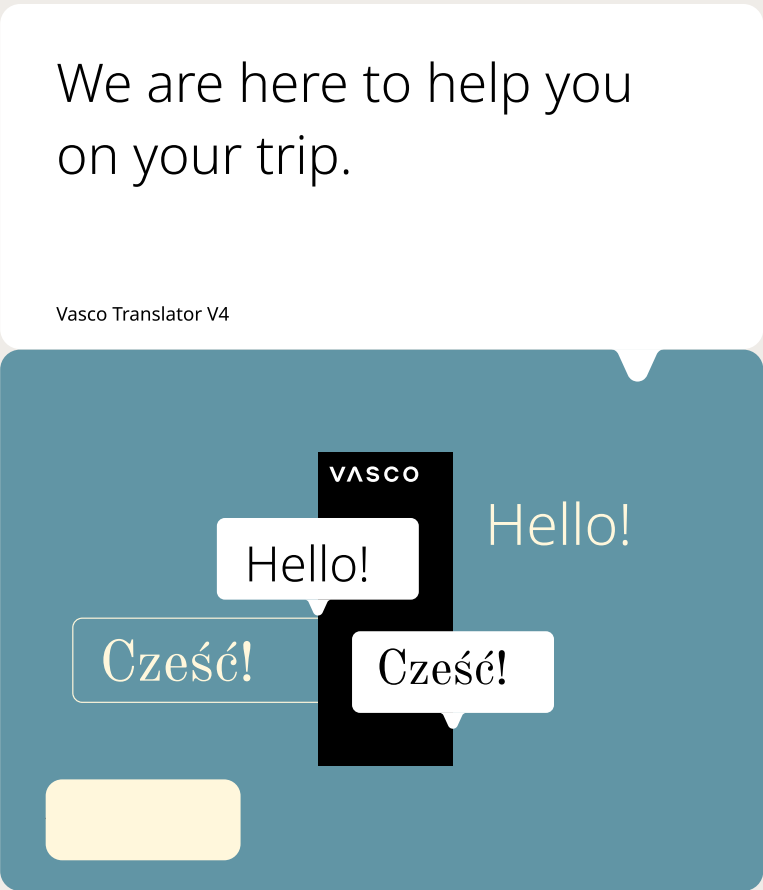
# Box



Used as a photo container



Used as a background for a visualisation with a description



Combined with a colorful background with a product



Cut to size (only the tip is visible)