



LOGO MANUAL

2012

INTRODUCTION

About the logo manual:

The logo manual is developed to make it easier for you who are going to work with Zwipe's visual profile. The manual includes main features you need to know about the logo, typography and colors.

The visual profile of Zwipe is developed to give the most correct signals of Zwipe values and visions. It is important that the style guidelines are followed so that the visual communication stays consistent.

Ownership:

All elements that are included in the profile are of the ownership of Zwipe AS. It is not allowed to use any of these elements, or other material from this manual, without permission from Zwipe.

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LOGO



The main Zwipe logo.



There should always be a minimum of clear space around the Zwipe logo greater than the distance between the components of the logo.



The logo consists of 9 colored stripes combined with a grey gradient.

LOGO



The horizontal logo can be used with particularly thin or narrow formats.

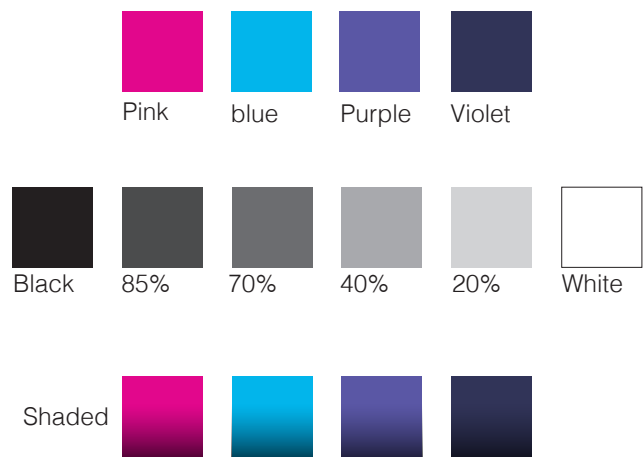


Black and white symbol when color print is not available.



Non-gradient logo should only be used when the gradient version cannot be used due to printing or other technical limitations.

COLORS



The Zwipe logo symbol is made up of three different colors + one color for the typographic name. These colors can be used in Zwipe's visual communication in addition to the logo symbol.

A selection of grey tones can be used in layout objects and typography.

	CMYK	RGB	HEX
	C: 5% M: 100% Y: 0% K 0%	R: 225 G:5 B:140	#E0048B
	C: 75% M: 5% Y: 0% K 0%	R: 0 G:180 B: 235	#00B4EB
	C: 75% M: 75% Y: 0% K 0%	R: 91 G:87 B:166	#5B57A5
	C: 85% M: 80% Y: 35% K 35%	R: 51 G:53 B: 88	#333558

For correct use of color; use the color-code scheme for printed or on screen designs.

COLORS



The profile colors should be used in a hierarchical manner, starting white pink and blue. When color is used in typography, coloring should be used in a subtle way, allowing the design to be light, clean and with good readability.



Examples of color usage with layout objects.

Helvetica Regular

Helvetica Light

Helvetica Bold

Helvetica Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

The quick brown fox jumps
over the lazy dog

Helvetica Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

The quick brown fox jumps
over the lazy dog

Helvetica Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

The quick brown fox jumps
over the lazy dog

Zwipe AS
Regular

Zwipe AS
Light

**Zwipe AS
Bold**

Consistent use of typography is important; Helvetica in one of the following versions should always be used. Helvetica is a versatile font suitable for both prints and screen design.

In printed media, font size 10 is preferred in the main text field. Font sizes below 6 points should be avoided.

Miscellaneous



Letterhead, envelope and business card.



Presentation topic

Kim Ie. Humborstad

12. September - 2012



Topics:

- Access Cards**
 - Topic 1
 - Topic 2
 - Topic 3
- Payment solutions**
 - Topic 4
 - Topic 5
- Future**
 - Topic 6
 - Topic 7

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12. September - 2012



Topic number 1

Topic content for topic number 1. You can fill in text here in the font Helvetica Light in size 12. Color should be dark grey.

- Point number 1
- Point number 2

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12. September - 2012



Amazing sales:

44% Up

0% Down

Topic number 4

Topic content for topic number 4. You can fill in text here in the font Helvetica Light in size 12. Color should be dark grey.

- Point number 1
- Point number 2

Kim Ie. Humborstad

12. September - 2012



more secure

- Enhanced security. Fingerprint recognition is 10 times more secure than PIN code based systems.
- No central database. Your fingerprint stays on your card.
- Encrypted communication in/out. Highest industry communication standard Desfire.



Easier

- Enrollment directly on card - via standard system enrollment procedures.
- Simply hold card in front of lock and swipe your finger.



Faster

- The total process is done in less than a second.

Zwipe Access Control

Zwipe Access Control is a contactless card with complete fingerprint recognition and matching functionality on the card.

The solution ensures that only the person with right credentials will access the defined doors and locks. Earlier you could only know that the right card passed the right door or lock. Now - for the first time - you will also know who holds the card!

Your fingerprint template is only stored within the card, and all processes and matching is done locally (inside the card). When a positive matching is done, the card will activate the encrypted communication chip, which communicates with the lock or reader just as any other contactless card. We use Mifare Desfire communication, which is the most secure communication standard used in the industry to day. Hence the only requirement to your infrastructure of locks and readers is that they read Mifare Desfire. Zwipe Access Control cards can off course be used in your system together with cards and FOB's from other providers.

The biggest advantage is that the card is "dead" in other person's hands. Used by others Zwipe Access Control will not work. Therefore it does not matter if your card is lost or stolen. The card can of course be blacklisted as any other card in the system, but the timeline for reporting lost or stolen cards will not be crucial anymore. Your security will be dramatically

Zwipe Payment

The payment solution will be on the market after successful piloting. The solution will be very similar to the Access Control solution, and meets the requirements and standards in the EMV market. Zwipe is to day not able to date the launch for payment cards.

Other solutions

Zwipe technology can be used in many other solutions that requires authentication. Logic Access Control logging into your computer or any web site is one obvious area. National ID cards and health cards can be others. Zwipe will concentrate developing our technology, and be opportunistic when other players seek our cooperation to develop new solutions. The technology will off course be usable on any device such as smart phones or other tokens. Zwipe will concentrate on developing solutions on cards, but are open for licencing the technology to partners in other areas.

What we do

Zwipe strives to meet or exceed our customer needs and expectations of security, efficiency, and service. We provide high quality products that combine performance with reasonable pricing, while establishing successful relationships with our customers and suppliers.

In today's fast moving and constantly changing world nothing stays the same for long. We stay ahead of the competition by innovating new products and services based on the needs of our customers and market demand.

We provide "Zwipe", a prize-winning technology that enables fingerprint authentication on cards. Zwipe is more secure, easier and faster than other available ID and authentication solutions on the market today, and allows unique customer adaptations through "on card storage" and multi functionality.

History

Zwipe was founded in September 2009. Our purpose is to commercialize and sell unique authentication technology to cover obvious needs in the marketplace. Innovation Norway, The Norwegian Research Council and Oslo Innovation Centre supported the foundation.

Zwipe has won several awards including the best European innovation award 2009 for young enterprises, the FERD- Award for highest international potential 2009. The company has achieved several external validations through the Zwipe concept and is the winner of DNBs regional innovation award (2010).

In January 2011 the company signed agreements with a new board of directors with extensive industry experience and raised sufficient venture capital to develop of a commercially viable version of the Zwipe concept. May 2012 second placement was completed to start manufacturing and launch in the Access Control market.

Zwipe currently has activities in Norway, United States, Serbia and Germany. We plan to hire additional staff in the coming years primarily to strengthen our competencies regarding technological development and sales/marketing.

PowerPoint presentation template and brochure.

