



The background is a dark blue gradient. On the right side, there is a large, semi-transparent globe composed of a wireframe mesh of white lines. Overlaid on the globe and extending across the background are various data visualization elements: a line graph with white dots and connecting lines, a bar chart with vertical bars of varying heights, and a network diagram with interconnected nodes and lines. The bottom left corner shows a blurred, night-time cityscape with lights reflecting on water.

PRIROČNIK CELOSTNE GRAFIČNE PODOBE



Pravila v priročniku služijo lažjemu razumevanju oblikovnega koncepta podobe. Za nadaljno snovanje sta potrebna vodstvo in nadzor strokovnjaka grafičnega oblikovanja, ki razume pravila in postopke za pravilno izvedbo orodij blagovne znamke.



Vizualni elementi so ogrodje celovitega komunikacijskega sistema, s katerim podjetje gradi svojo prepoznavnost in ugled. Celostna grafična podoba odraža želeno identiteto blagovne znamke in jo s konsistentno uporabo njenih elementov pomaga ustvarjati. S priročnikom je zagotovljena njihova enovitost.

Disciplinirana in dosledna uporaba je strateško pomembna za ustrezno percepcijo blagovne znamke, njene vizije in načrtov, tako za danes kot tudi v prihodnosti.

01

Temeljni identitetni elementi

-
- 1.1 Logotip
- 1.2 Logotip s pripisom
- 1.3 Konstrukcija logotipa
- 1.4 Logotip CA
- 1.5 Barvne pojavnosti
- 1.6 Pozitiv, negativ
- 1.7 Velikost logotipa
- 1.8 Barvni sistem
- 1.9 Tipografija
- 1.10 Ikonografija
- 1.11 Nabor ikon
- 1.12 Fotopristop
- 1.13 Grafike

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- 2.2 Poslovna vizitka
- 2.3 Pisemska ovojnica
- 2.4 Mapa
- 2.5 Prezentacijska predloga
- 2.6 Ovoj za Halcom CA

03

Komunikacijska orodja

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- 3.1 Naslovnica zloženke
- 3.2 Notranjost zloženke
- 3.3 Letak

01

Temeljni identitetni elementi

LOGOTIP 1.1

Logotip je temeljni element celostne grafične podobe blagovne znamke.



Temeljni identitetni elementi

LOGOTIP S
PRIPISOM

1.2

Logotip se lahko uporablja s
pripisom slogana ali poslovne
enote.



KONSTRUKCIJA LOGOTIPA

1.3

Območje logotipa predstavlja polje skrajnih mej logotipa s simbolom. Določeno je s konstrukcijsko mrežo, modulom »A« in njenimi razmerji. V to območje ni dovoljeno posegati.



Temeljni identitetni elementi

LOGOTIP
CA 1.4

Različica logotipa, ki se uporablja
za certificirana digitalna potrdila.



BARVNE
POJAVNOSTI

1.5

Logotip s simbolom je dovoljeno uporabljati v različnih barvnih oblikah in okoljih, znotraj mej celostne podobe. V svoji primarni obliki se uporablja le na monolitni svetli podlagi, v vseh ostalih primerih se uporablja kot negativ.



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POZITIV
NEGATIV

1.6

Logotip s simbolom je dovoljeno uporabljati v različnih barvnih oblikah in okoljih, znotraj mej celostne podobe. V svoji primarni obliki se uporablja le na monolitni svetli podlagi, v vseh ostalih primerih se uporablja kot negativ.



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VELIKOST
LOGOTIPA 1.7

Minimalna dovoljena širina
logotipa je 8 mm, logotipa s
pripisom pa 15 mm.



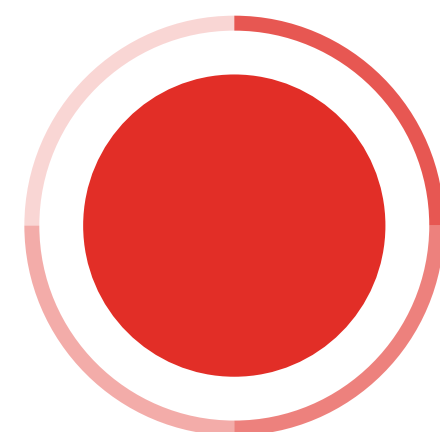
8 mm



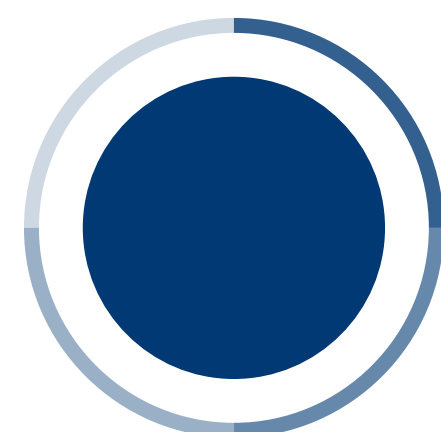
15 mm

BARVNI SISTEM 1.8

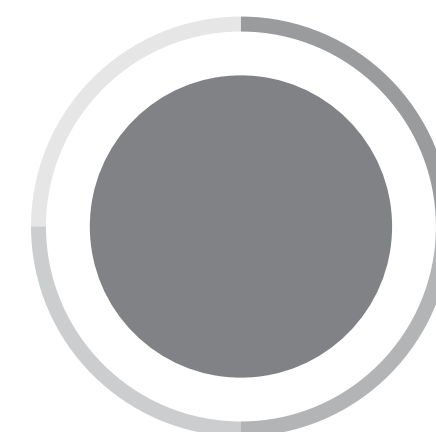
Barvni sistem je zasnovan v treh barvah, pri čemer je modra barva dominantna.



rdeča
CO M95 Y95 K5
PANTONE 485
#e12e26



modra
C100 M70 Y0 K40
PANTONE 653
#003874



siva
CO M0 Y0 K60
PANTONE Cool Gray 8
#808284

TIPOGRAFIJA 1.9

Primarna tipografija komunikacijskih orodij je PROXIMA NOVA in se uporablja v vseh primerih komuniciranja za potrebe naslovov, besedil, tiskanih in digitalnih orodij (kjer nam to dopuščajo).

Sekundarna tipografija komunikacijskih orodij je OPEN SANS in se uporablja za vsa besedila digitalnih orodij, kjer uporaba tipografije PROXIMA NOVA ni mogoča.

PROXIMA NOVA

abcčdefghijklmnopqrsštuvwxyzž
ABCČDEFGHIJKLMNOPQRSŠTUVXYZŽ
1234567890!"#\$%&/()=?*@

abcčdefghijklmnopqrsštuvwxyzž
ABCČDEFGHIJKLMNOPQRSŠTUVXYZŽ
1234567890!"#\$%&/()=?*@

abcčdefghijklmnopqrsštuvwxyzž
ABCČDEFGHIJKLMNOPQRSŠTUVXYZŽ
1234567890!"#\$%&/()=?*@

**abcčdefghijklmnopqrsštuvwxyzž
ABCČDEFGHIJKLMNOPQRSŠTUVXYZŽ
1234567890!"#\$%&/()=?*@**

OPEN SANS

abcčdefghijklmnopqrsštuvwxyzž
ABCČDEFGHIJKLMNOPQRSŠTUVXYZŽ
1234567890!"#\$%&/()=?*@

abcčdefghijklmnopqrsštuvwxyzž
ABCČDEFGHIJKLMNOPQRSŠTUVXYZŽ
1234567890!"#\$%&/()=?*@

abcčdefghijklmnopqrsštuvwxyzž
ABCČDEFGHIJKLMNOPQRSŠTUVXYZŽ
1234567890!"#\$%&/()=?*@

**abcčdefghijklmnopqrsštuvwxyzž
ABCČDEFGHIJKLMNOPQRSŠTUVXYZŽ
1234567890!"#\$%&/()=?*@**

IKONOGRAFIJA 1.10

Z ikonami so opremljene komunikacijske in prodajne vsebine. Služijo za različne izpostavitve ali pa so lahko del neverbalne komunikacije različnih vsebin. Aplicirane so v primarnih barvah. Ikone so monolinjske.



Temeljni identitetni elementi

NABOR IKON 1.11



Temeljni identitetni elementi

FOTOPRISTOP 1.12

Osrednji element fotografije je stiliziran globus, kateremu glede na željeno komunikacijo dodajamo ustrezne vsebine. Fotografija je tonsko poenotena v modrih odtenkih.



GRAFIKE 1.13

Z grafikami so opremljeni predstavitveni materiali produktov. Uporabljajo se za vizualizacijo UI aplikacij. Izrisi so monolinjski.



02

Operativna orodja



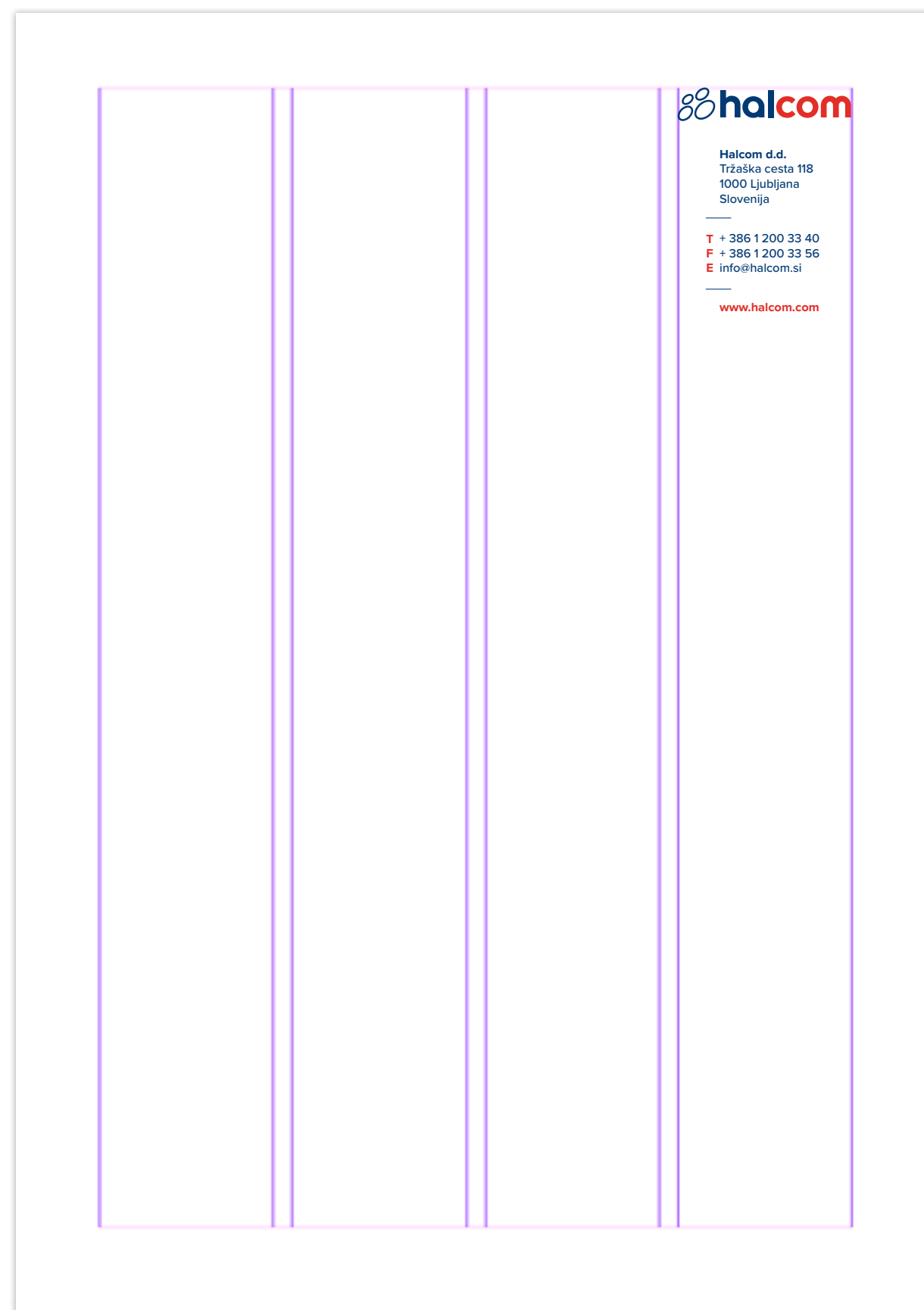
DOPISNI LIST 2.1

Dopisni list je zasnovan kot univerzalni obrazec za potrebe zunanjega in notranjega komuniciranja podjetja. V desnem zgornjem robu je pozicioniran logotip, pod njim pa kontaktni podatki. V nogi so aplicirani registrski podatki podjetja (matična številka, TRR ...).

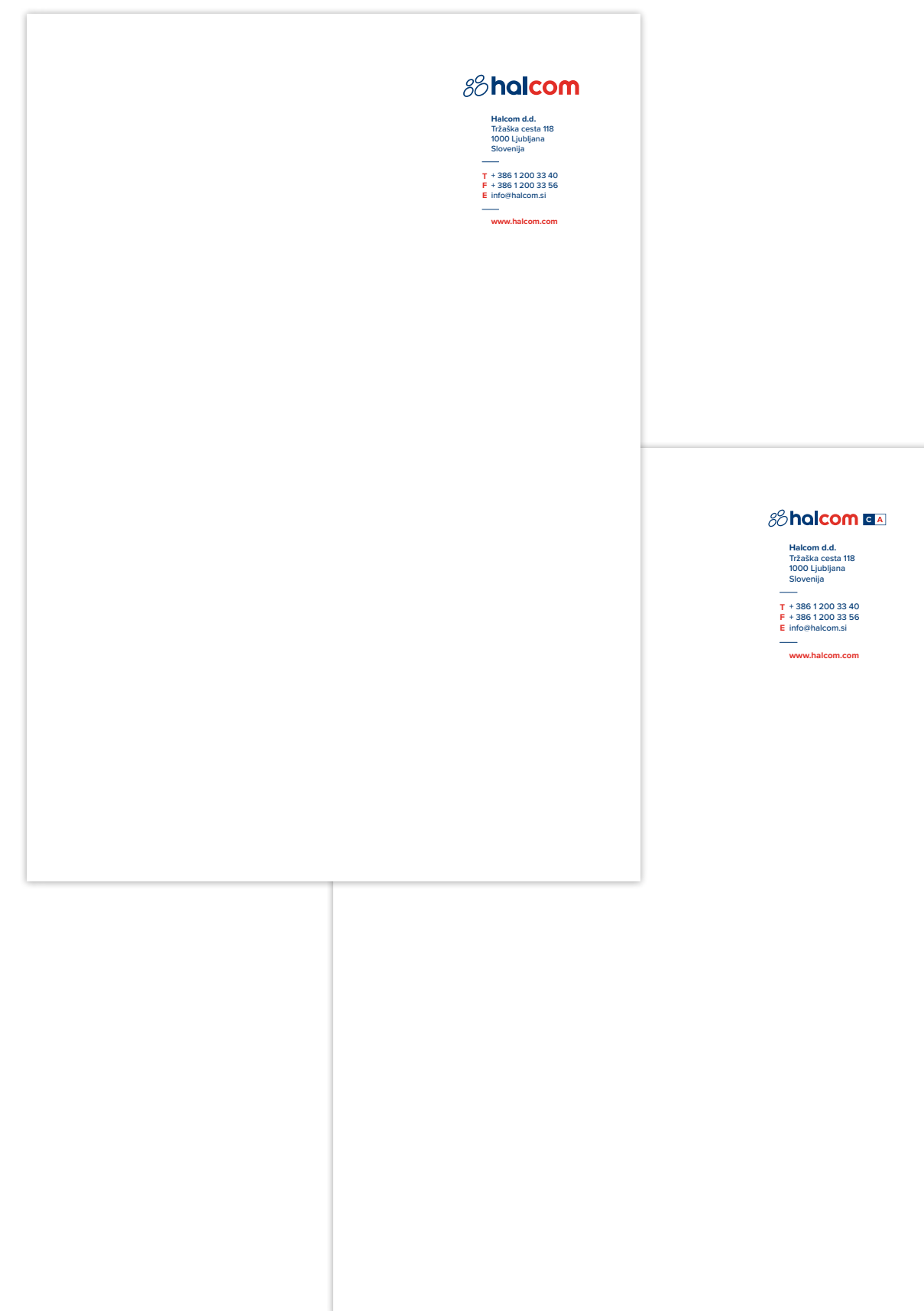
Digitalne različice dopisov so pripravljene za uporabo v programu Word.

297 mm

210 mm



IZVEDBA:
tisk: offset, 2/0 ali 4/0
papir: offset mat premazni, 90 g/m²



POSLOVNA VIZITKA 2.2

Na hrbtni strani poslovne vizitke je centralno pozicionirana alternativna različica logotipa na modri podlagi. Na strani s podatki so osnovni kontaktni podatki zaposlenega in podjetja. Naziv zaposlenega je lahko v dveh jezikih.

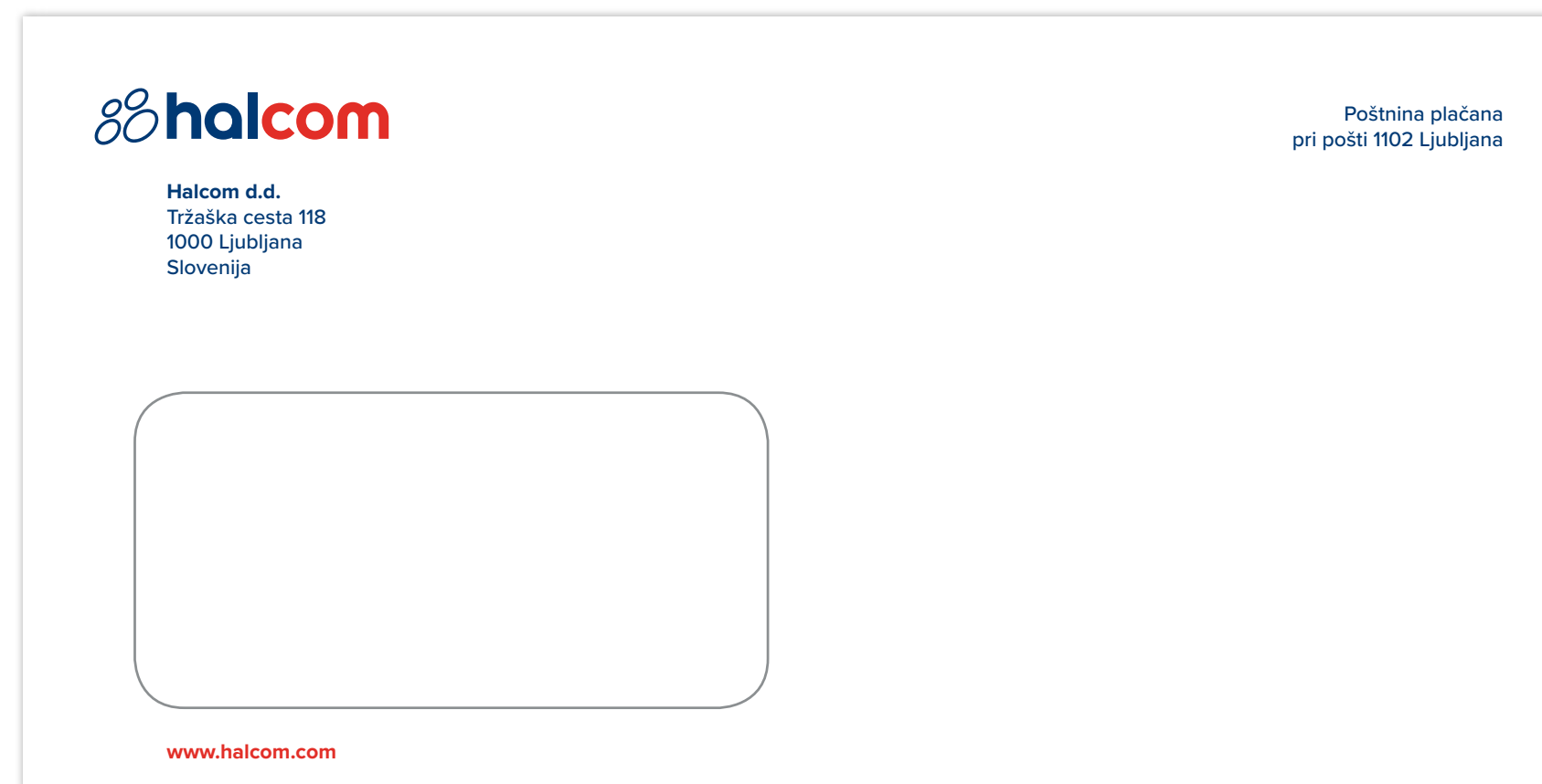


IZVEDBA:
tisk: offset, 2/2 ali 4/4
papir: mat premazni, 300 g/m²



PISEMSKA OVOJNICA 2.3

V zgornjem levem kotu kuverte je pozicioniran logotip v svoji primarni pojavnosti, pod njim so zapisani osnovni podatki podjetja, v spodnjem levem kotu pa spletna stran. Pri vseh različicah so določeni 10 mm odmiki od roba ovojnice in 8,5 pt velikost pisave. Podatki o plačani poštini se zapisujejo v zgornjem desnem kotu.



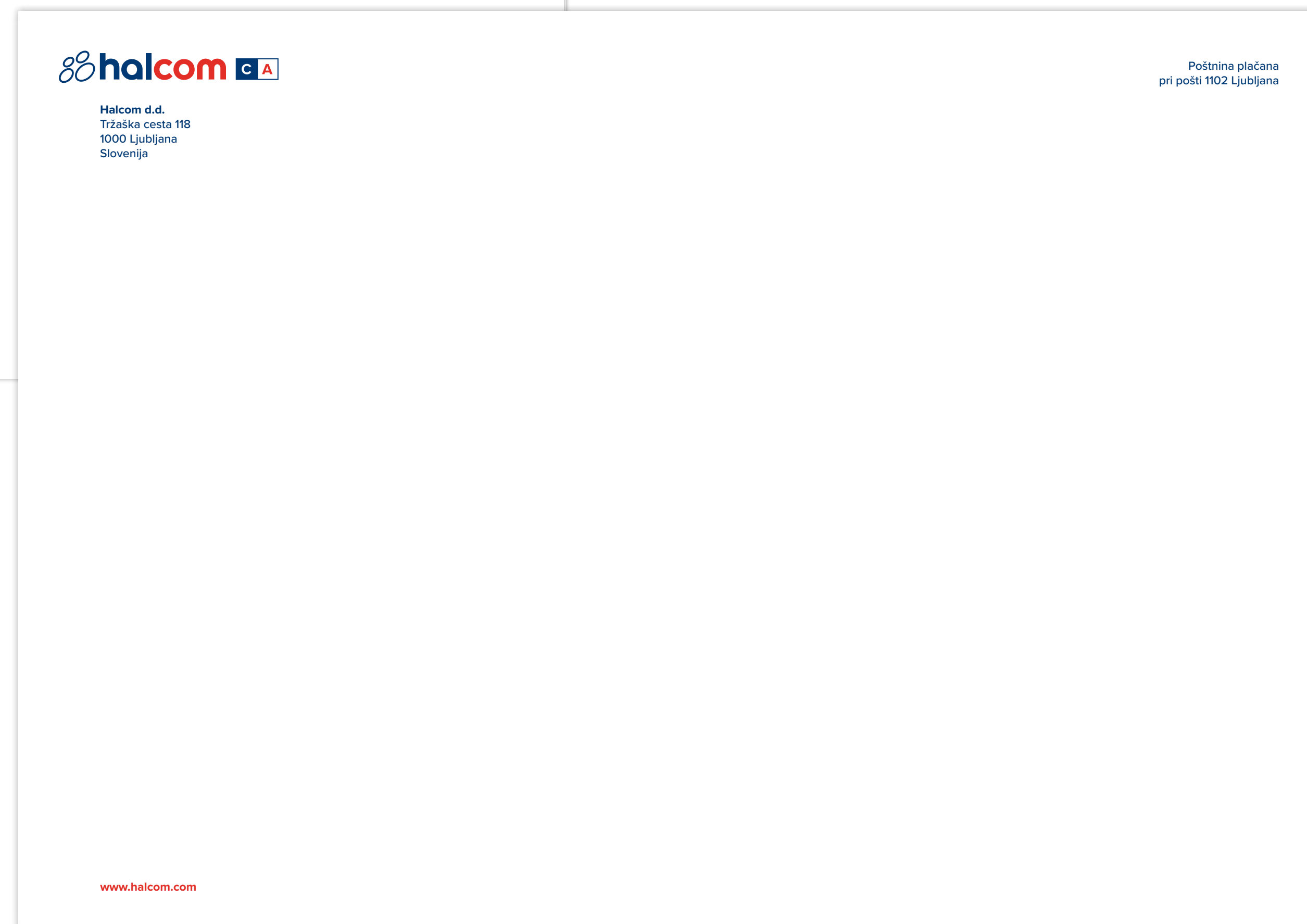
AMERIKANKA Z OKENCEM
tisk: offset, 2/0 ali 4/0



PISEMSKA OVOJNICA

2.3

V zgornjem levem kotu kuverte je pozicioniran logotip v svoji primarni pojavnosti, pod njim so zapisani osnovni podatki podjetja, v spodnjem levem kotu pa spletna stran. Pri vseh različicah so določeni 10 mm odmiki od roba ovojnice in 8,5 pt velikost pisave. Podatki o plačani poštini se zapisujejo v zgornjem desnem kotu.



C5 in C4
tisk: offset, 2/0 ali 4/0

MAPA 2.4

Korporativna mapa služi za predstavitev podjetja in njenih produktov.

SOLUTIONS

- CENTRAL BANKS & CLEARING HOUSES
- BANKS
- BUSINESSES

CERTIFICATES

- ISO CERTIFIED 9001
- ISO CERTIFIED 27001
- D&B RATING 2A1
- eIDAS COMPLIANT HalcomCA

HQ
LJUBLJANA | SLO

SUBSIDIARIES
BELGRADE | SRB
SARAJEVO | BIH

PRESENCE

SLOVENIA
SERBIA
BOSNIA AND HERZEGOVINA
MONTENEGRO
ALBANIA
KOSOVO

MOROCCO QATAR

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www.halcom.com

halcom

vojo

ABOUT US

By engaging highest security standards in our trusted solutions, as a leading and trusted provider of innovative solutions we are creating new future for the financial industry.

1992
FOUNDED

150+
HIGHLY EXPERIENCED & QUALIFIED PROFESSIONALS

REFERENCES

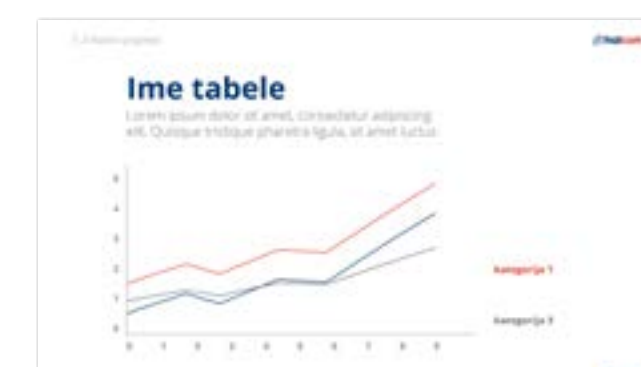
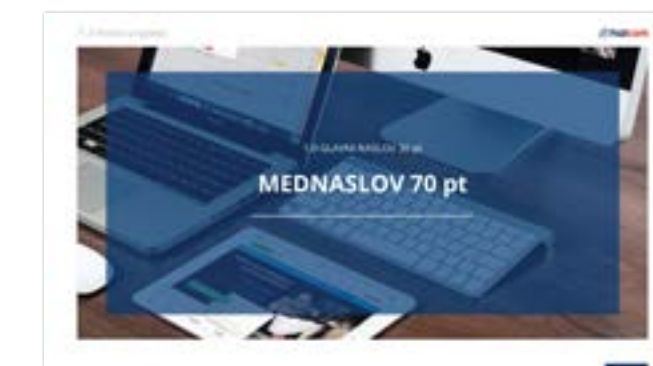
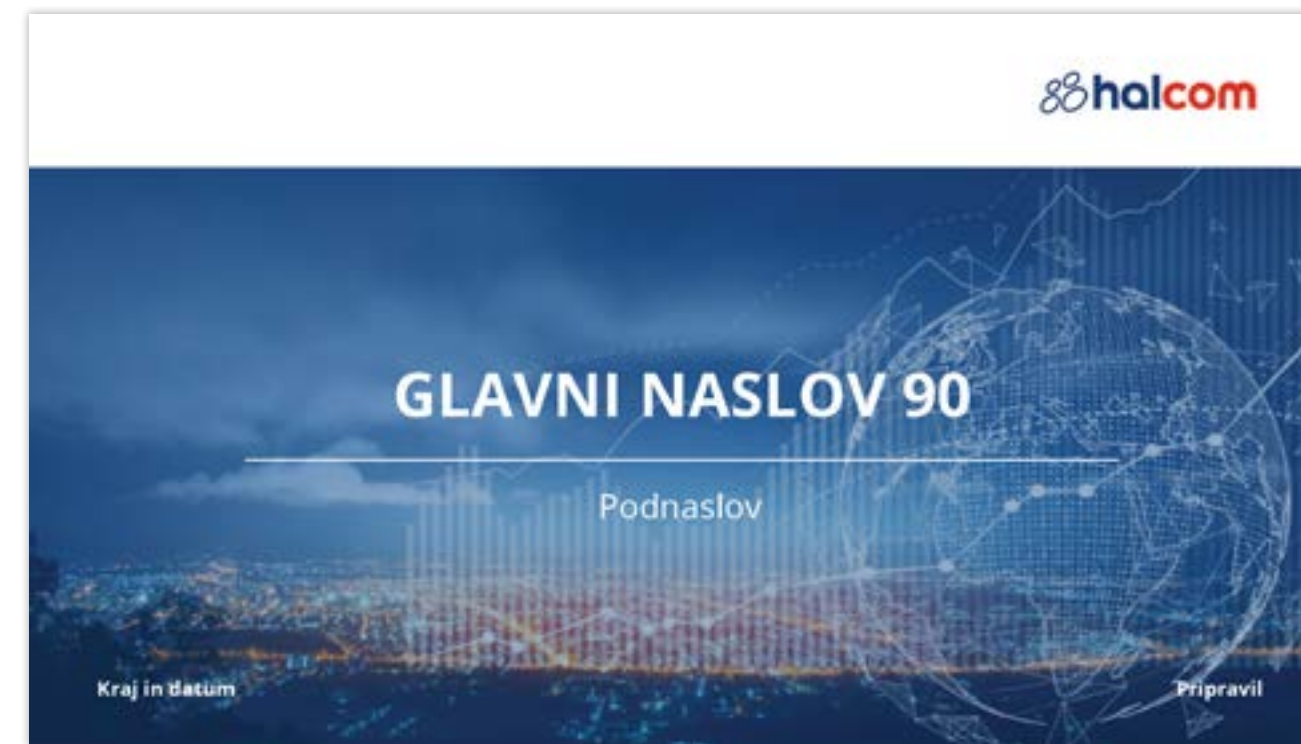
- 8** MARKETS
- 2** CENTRAL BANKS AND CLEARING HOUSES
- 60+** COMMERCIAL BANKS
- 150k+** CORPORATIONS
- 400k+** CERTIFICATES ISSUED

PREZENTACIJSKA PREDLOGA

2.5

Prezentacijska predloga je izvedena v elektronski obliki in služi predstavljanju različnih vsebin. V osnovi je izvedena iz večih tipskih strani, ki služijo predstavitvi različnih podatkov.

Prezentacijska predloga z naborom tipičnih strani, grafov in ikon je pripravljena za uporabo v programu PowerPoint.



OVOJ ZA HALCOM CA 2.6

S kvalificiranim digitalnim potrdilom lahko poslužete z 10 bankami v Sloveniji in skupaj z več kot 60 bankami na 8 trgih.

Abanka
Abanet.com

Addiko Bank
Addiko Business EBank

Banka Sparkasse
Net.StikPRO



BKS Bank
BKS Bank Net

Delavska hranilnica
Dh-Poslovni-HAL

NLB
NLB Proklik



Sberbank
HAL WEB E-banka

SKB
MULTI SKB NET

UniCredit Banka Slovenija
E-bank

halcom
CERTIFIKATNA AGENCIJA

ENA ZA VSE!



ENA ZA VSE!

Kvalificirano digitalno potrdilo



halcom
CERTIFIKATNA AGENCIJA

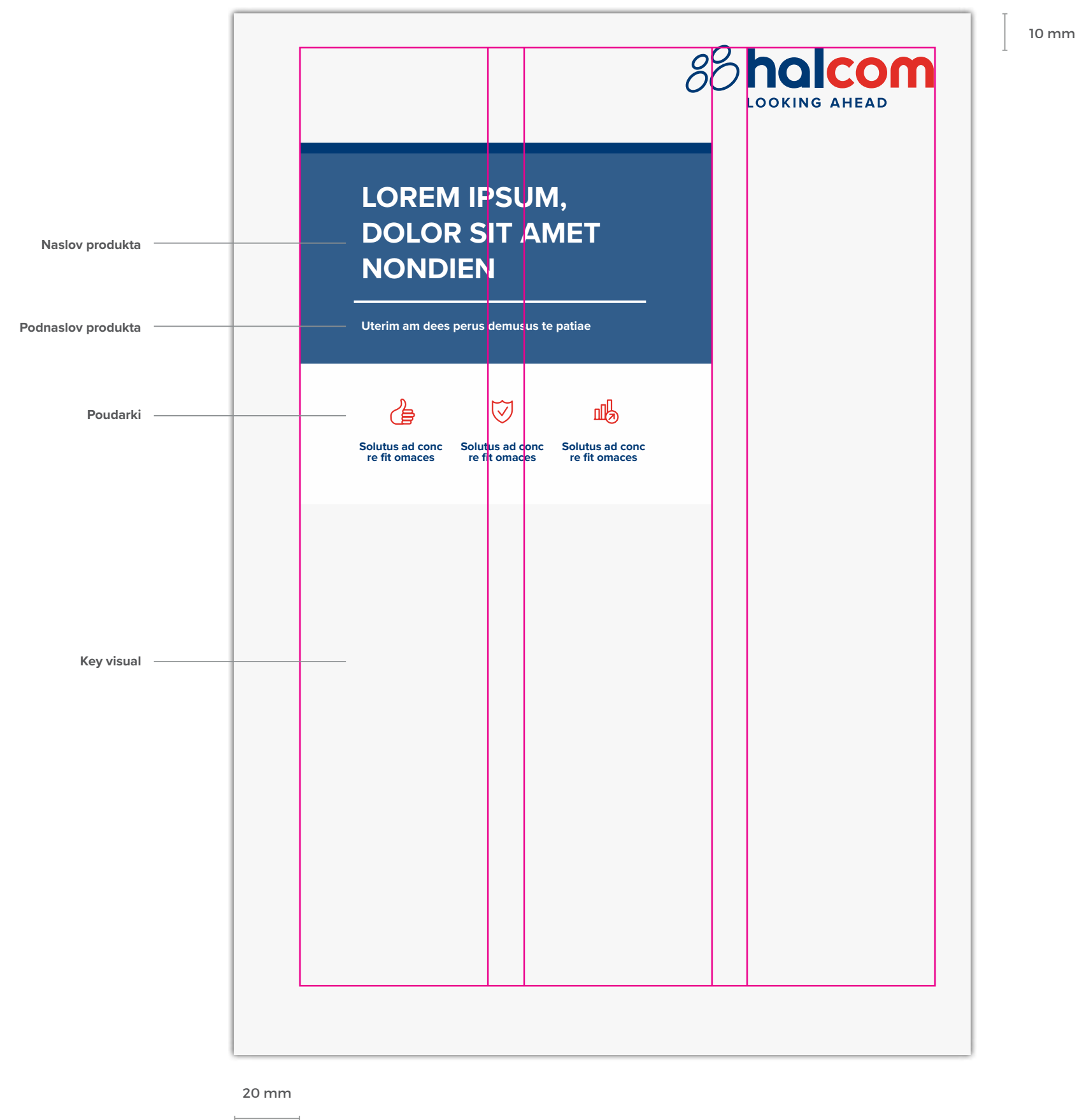
03

Komunikacijska orodja



NASLOVNICA ZLOŽENKE 3.1

Zloženske služijo za predstavitev posameznih produktov. Prikazani so posamezni elementi, barve in uporabljena tipografija.



NOTRANJOST ZLOŽENKE 3.2

Zloženske služijo za predstavitev posameznih produktov. Prikazani so posamezni elementi, barve in uporabljena tipografija.

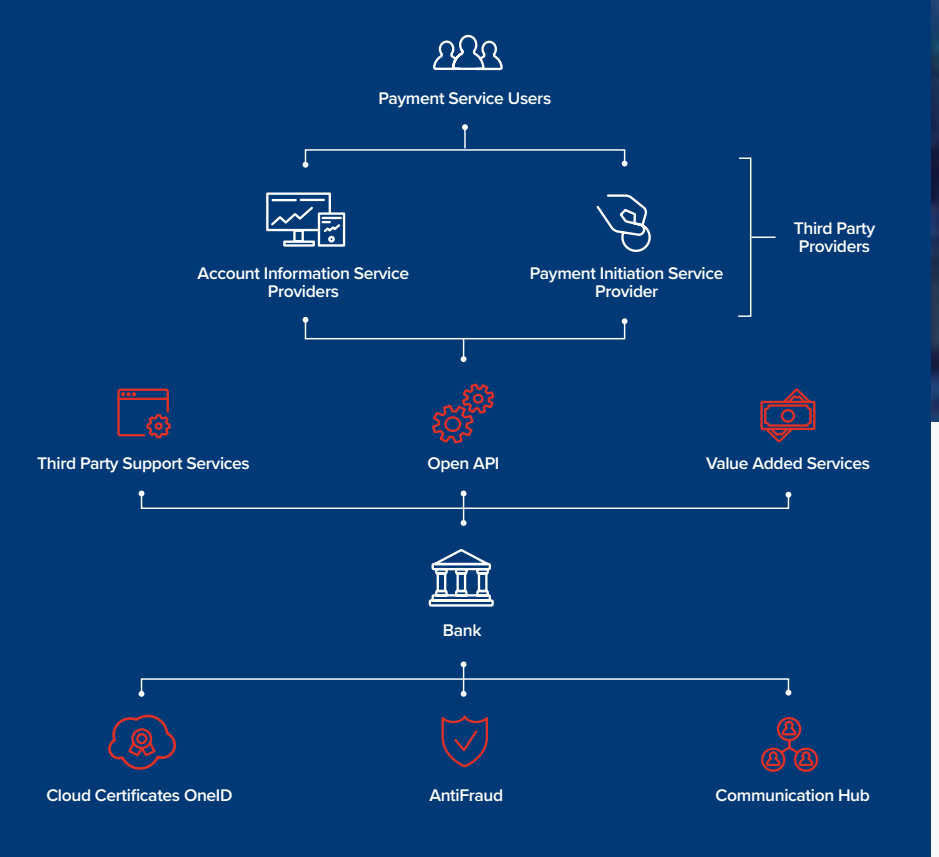
HALCOM ONE

Halcom One is a comprehensive solution for Open Banking initiative designed to connect all stakeholders in digital banking industry.

The EU's Revised Payment Services Directive, or PSD2, and the related Open Banking initiatives will have a profound effect on the future of the financial industry. The existing business model will need to change. Banks (ASPPSP) will be obliged to open their APIs in order to provide access to user accounts information data and, upon user's consent, enable payments initiation within a third-party solution directly from the users' bank accounts. The balance of power will consequently shift to the end user (PSU), while third-party providers (TPP) will be able to offer comprehensive reviews of the user's financial data and integrate payment initiation service within their specific value added solutions. In short, the revised Directive encourages collaboration between FinTech and banks. It places high emphasis on innovative services and user security. Meet Halcom One, a comprehensive solution for Open Banking initiative.

Why Halcom One?

The vast digital banking landscape is now at your reach! Halcom's Open Banking Solution is designed to integrate banks, other financial institutions and third-party providers. It ensures compliance with the requirements of the Second Payment Services Directive, PSD2. Its initiative, Open Banking, enables banks to make their internal systems accessible to third-party providers, develop their value-added services and give users the best possible experience. Halcom's solution incorporates open interface support, inclusion of optional elements of authentication, a fraud prevention system, and a wide range of third-party and value-added services.



Open API enables banks to open internal system to third-party providers, which can be AISP (Account Information Service Providers) or PISP (Payment Initiation Service Providers). TPPs can build applications and services around the financial institution, based on open APIs.

OneID is a qualified digital certificate installed on mobile device which enables users to digitally sign various types of documents. It complies with the highest security requirements and the latest eIDAS regulations, while ensuring an excellent user experience and mobility of use.

AntiFraud is an advanced fraud prevention solution and a unique differentiator for real-time multi-channel detection of suspicious payment orders. It is suitable for different types of providers; from banks and financial institutions to eCommerce.

Communication Hub is a customer friendly and easy-to-use communication multi-platform. Fitting for all segments of users, it supports multiple message types and personalized notifications to be sent across numerous channels.

Value-Added Services are in spotlight within our innovative platform because they enable the creation of new, innovative offerings that boost customers (PSUs) loyalty while promoting cross-selling of additional products and services.

Third Party Support Services are enabled by Halcom One; test and sandbox environments for financial institutions and third parties to highlight a few. Managed services provide help with their integration and onboarding process as well as additional ongoing production support.

LETAK 3.3

Letaki služijo za krajše predstavitev produktov. Sledijo konceptu zloženek.

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LOOKING AHEAD

OneID, QUALIFIED DIGITAL CERTIFICATE IN A CLOUD

For banks, financial institutions and other digital service providers

- Advanced Security
- Regulatory Compliance
- Excellent User Experience

In order to exist in today's digital world, we all need our own digital identity. We use many different electronic identities; both business and personal. Various online service providers use their own authentication methods, most of which either lack security or provide poor user experience. We are also witnessing a significant trend of mobility with more than one quarter of worldwide citizenship already using smartphones as multi-functional devices. This, and the fact that in 2016, new EU's eIDAS regulation introduced one of its conclusions that digital certificates and electronic signatures can be entrusted and managed by a trust service provider on behalf of the signatory, both played crucial parts in Halcom's creation of something new, cloud certificate, OneID.

Why OneID?

Halcom's OneID aims to make life easier both for providers of digital services and their users. It is designed as a universal identifier that guarantees a great user experience, as well as top-notch security and mobility levels. OneID, Halcom's qualified digital certificate in the cloud, enables fast, simple and safe two-factor authentication and digital signing via an application on a smart mobile device, regardless of user's choice of a browser or an operating system. No other devices, driver installations, signature components or additional user names are required.

The registration process is GDPR (General Data Protection Regulation) compliant and follows a strict process of user identification. Upon receiving user consent, all collected user attributes can be shared with service provider's application during user's online registration. OneID enables service provider's application to create customized visualization of XML or PDF documents, which forms a What-You-See-Is-What-You-Sign user experience and prevents potential frauds. Halcom's OneID complies with the highest security requirements and EU regulations like eIDAS, GDPR and PSD2 (Payment Service Directive).

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"OneID, digital identity of the future - now."

Key functionalities are:

- Strong two factor authentication and authorization (mobile device and user PIN or biometrics)
- Qualified electronic signature
- Customized visualization of documents
- Online digital onboarding

- SECURITY**
Digital services and applications, especially mission critical, require the highest level of security. OneID has built-in simple two-factor authentication (embedded OTP and PIN code or biometrics). It includes antifraud mechanisms and offers the highest level of security.
- REGULATORY COMPLIANCE**
Halcom CA in Slovenia is a certified eIDAS trust service provider and it has been operating since 1999. Its certificates are eIDAS compliant and they support EU regulations like GDPR, as well as PSD2, which are important for the financial industry.
- EXCELLENT UX**
OneID enables service providers to customize visualization of the documents. End users can sign or reject electronic documents in just a few steps. No other devices, driver installations, signature components or additional user names are required.
- UNIVERSALITY**
OneID is independent from user's choice of an operating system or browser and is suitable for digital banking and other financial solutions, e-government portals or other mission critical services and applications.
- REVENUE GROWTH**
Excellent user experience has a positive effect on end users' satisfaction. This is important for the retention of existing and acquisition of new users. Consequently, OneID supports service provider's revenue growth.
- COST OPTIMIZATION**
OneID costs of authentication and signing infrastructure is lower in comparison to the existing solutions. In addition, time and cost of end user onboarding due to automatization is dramatically reduced.

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EUROPEAN SOCIAL FUND
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