

Welcome to the world of **Instant Trust**



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Strategy



**We believe in a world
where people can
instantly trust people.**

Our Vision

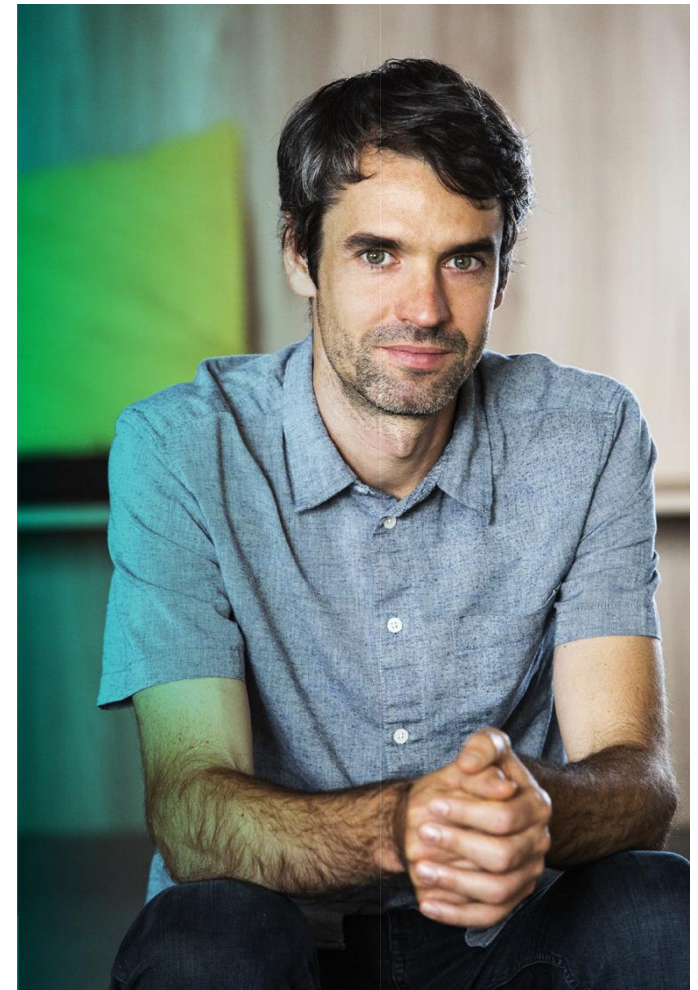
In the world of digital identities, fake news and cyber attacks, one very human thing is needed more than anything.

Trust. Trust to let you into my country. Trust to loan money. Trust to cast a vote.

While searching for a bigger vision, we have realised that we might be a tech company, but in the end our product is very human. It's trust between people. Trust that thanks to biometry can be achieved like never before. Instantly.

And that's what we want to build. A world where nobody needs to be frisked, wait for paperwork and confirm who they are. **The world of instant trust.**

Ján Lunter, ceo innovatics



Innovatrics Uniques

Technology Leadership

NIST-caliber R&D (cadenced FRVT/ IREX/ MINEX/ ELFT), public model cards, in-house biometric engines (face, fingerprint, iris, palm) + liveness/ PAD.

Superior Partnership Experience

Sales engineering, integration/production support, enablement & training, certification, billing support, and a modern customer/ partner portal.

Industry-Tuned Solutions

Ready-made workflows, business logic, and explicit performance operating points for priority sectors.

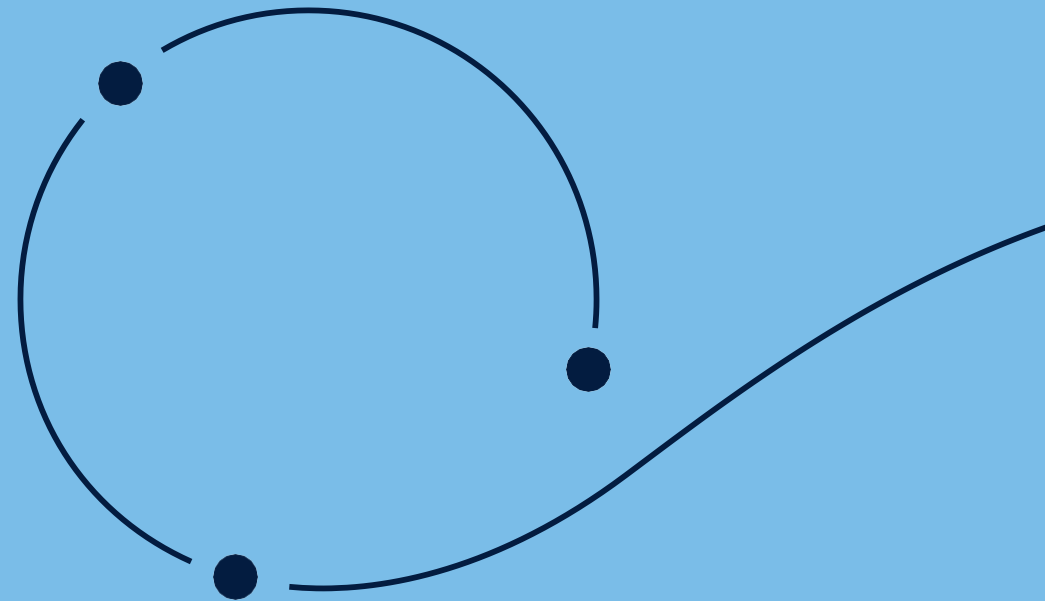
Our Brand Platform – Instant Trust

Using our **technology** to remove all barriers, doubts and fear to create trust instantly. We are a tech company but our solutions and promise is a very **human** thing – it's trust between people.

Instant Trust Framework

To create the world of instant trust sounds very nicely on a philosophical level. But we want to really deliver, that's why we have a certain optics that we use to look at every one of our projects. We call it the instant trust framework and it has three parts seamlessly flowing through our solutions .

**Safe Interactions.
Complete Experience.
Positive Impact.**



How to build the Instant Trust World

1. Make it safe

Identity Solutions

Showing how we can make all interactions clear and safe so everyone knows who everyone is.

2. Make it complete

End to End / Platform Approach

Showing how we can solve a complex problem from a to z, connect all relevant dots and assets.

3. Make it positive

Tangible Results

Bringing measurable benefits to all parties involved.

Cluster: Government ID & Phygital Identity

Make it safe

Ensure every citizen has one trusted identity.

Use biometrics to prevent duplicates, identity fraud, and inconsistencies in national registers.

Make it complete

Build national identity systems that work at scale.

Connect enrollment, deduplication, ID issuance, and digital identity into one integrated platform.

Make it positive

Deliver fair, efficient, and accessible public services.

Reduce fraud, improve service delivery, and increase trust in government systems.

Related solutions:

- Biometric Platform for ID issuance
- Voters Registration

Cluster: Criminal Justice and Law Enforcement

Make it safe

Deliver identification results you can defend.

Use highly accurate biometric matching to support reliable forensic conclusions.

Make it complete

Support the full investigation process.

From evidence collection and latent processing to matching, case workflows, and reporting – aligned to each agency.

Make it positive

Resolve cases faster and with greater confidence.

Reduce backlogs, improve investigation speed, and strengthen trust in outcomes.

Related solutions:

- ABIS for Criminal Investigation

Cluster: Border Control & Passenger Facilitation

Make it safe

Identify every traveler with certainty.

Use reliable biometrics and watchlist checks that work in real border conditions.

Make it complete

Orchestrate the full border journey.

Connect pre-enrollment, checkpoints, e-gates, and corridors into one coordinated system.

Make it positive

Improve both security and flow at the same time.

Increase throughput, reduce queues, and maintain strong border control without disruption.

Related solutions:

- Border Control Platform
- Biometric Corridors

Cluster: Enterprise Identity Verification

Make it safe

Know exactly who you are dealing with.

Verify real users and stop identity fraud using biometric verification, liveness detection, and duplicate detection.

Make it complete

Design a full identity journey that works end-to-end.

Cover onboarding, identity storage, authentication, and transaction authorization in one consistent system.

Make it positive

Grow securely without slowing users down.

Increase conversion, reduce fraud losses, and enable seamless access to digital services.

Related solutions:

- IDV Toolkit for Platforms
- IDV for Banks & Telcos
- IDV as a Service

Visual Identity



Our identity

Through our brand identity we are visualising the elements of Instant Trust.



For detailed brand guidelines visit: <https://innovatrics.milk.sk>

Typography:

Primary typeface

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The geometric simplicity of the letters makes Montserrat our primary typeface, and the workhorse of our type collection. We use for both headline and copy texts.

Montserrat Bold
Montserrat SemiBold
Montserrat Medium
Montserrat Light

Montserrat Typeface

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvXxYyZz

Showcase

Typography:

Secondary typeface

Arial is easy to read at large and small sizes and in a variety of applications. Its versatility makes it a perfect choice for many of our beyond on-screen applications. We use it in smaller point sizes in informational material, such as booklets, educational aids and instruction manuals.

Arial Bold
Arial Regular

Arial Typeface

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvXxYyZz

Showcase

Typography:

Open Type Communication

In open e-mail communication, the brand type must be replaced with a font that is compatible with fonts, widely available to users on different devices and platforms. Typically, it is a Helvetica font (Mac), or Arial (Windows).

Arial Bold
Arial Regular

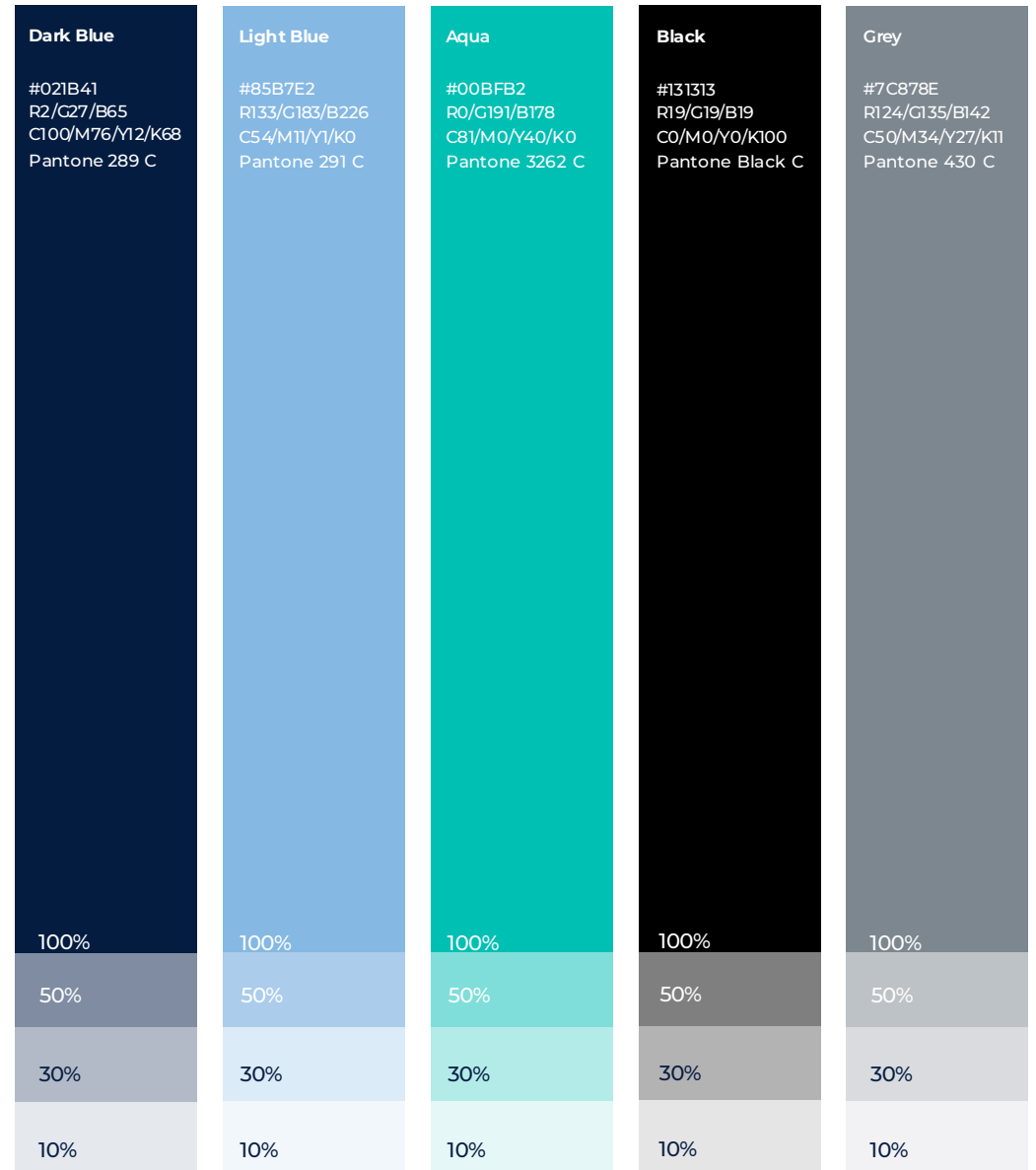
Windows Users

Helvetica Bold
Helvetica Regular

Mac Users

Colors: Primary Colors

Our brand's colors are represented by 5 primary colors – Dark Blue, Light Blue, Black, Grey and Aqua as accent.



Colors: Supporting Colors

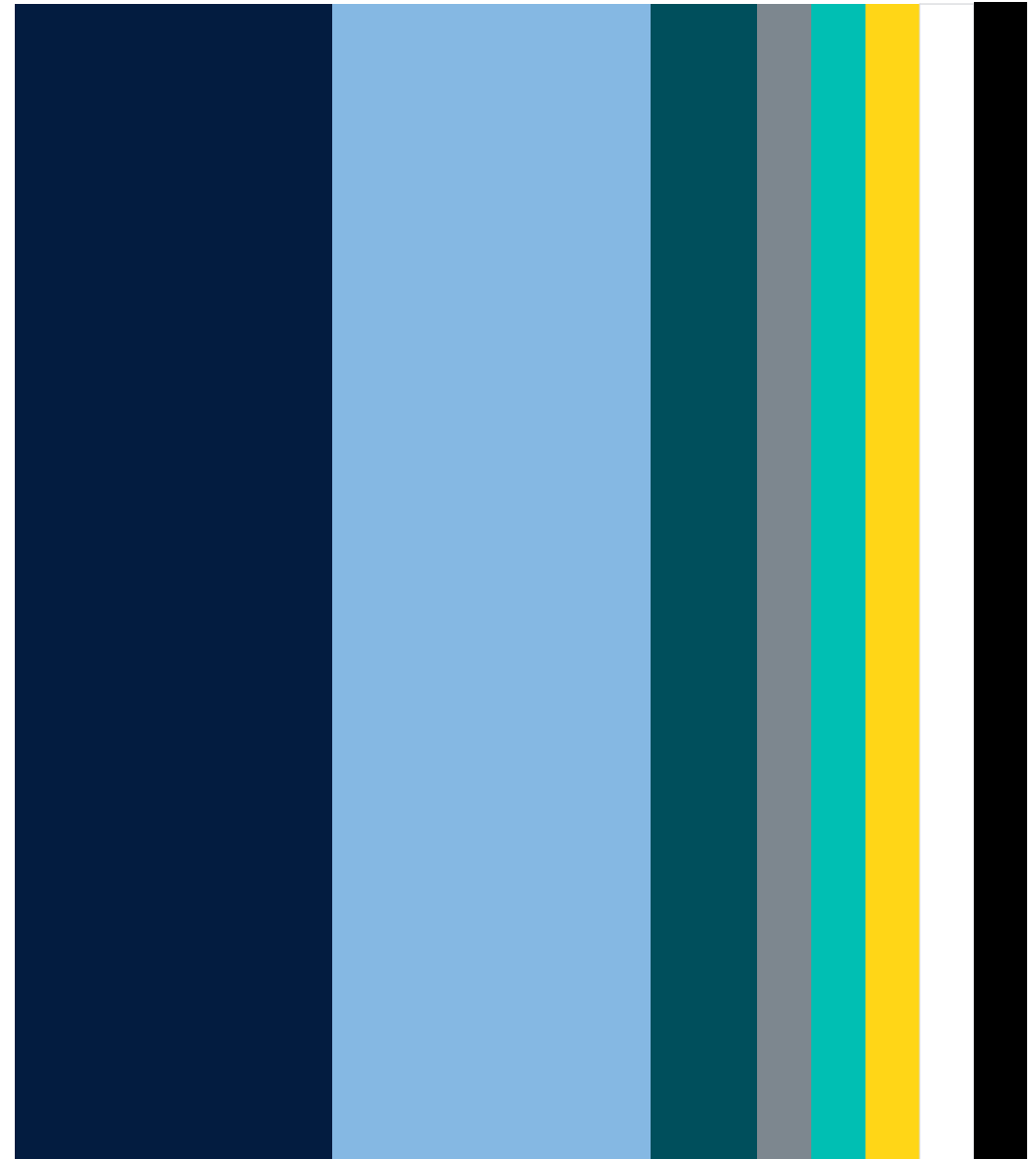
The secondary colors are complementary to our primary colors. Secondary colors should be used sparingly. Appropriate usage is, e.g., case studies, illustrations, occasional social media posts, icons, brand patterns, or other details on our website.

<p>Green</p> <p>#00AF3E R0/G175/B62 C100/M0/Y100/K0 Pantone 360 C</p> <p>100% 50% 30% 10%</p>	<p>Orange</p> <p>#7C878E R239/G144/B32 C0/M53/Y100/K0 Pantone 137 C</p> <p>100% 50% 30% 10%</p>	<p>Red</p> <p>#E5352B R229/G53/B43 C0/M91/Y87/K0 Pantone 485 C</p> <p>100% 50% 30% 10%</p>	<p>Yellow</p> <p>#FFD616 R255/G214/B22 C0/M18/Y100/K0 Pantone 108 C</p> <p>100% 50% 30% 10%</p>
<p>Purple</p> <p>#80379B R128, G55, B155 C67, M92, Y0, K0 Pantone 2593 C</p> <p>100% 50% 30% 10%</p>	<p>Plum</p> <p>#9F1F5C R159, G31, B92 C23, M100, Y44, K4 Pantone 215 C</p> <p>100% 50% 30% 10%</p>	<p>Waves</p> <p>#0078D2 R0, M120, K210 C100, M35, Y0, K0 Pantone 2778 C</p> <p>100% 50% 30% 10%</p>	<p>Ocean</p> <p>#00505C R0/G80/B92 C100/M17/Y33/K66 Pantone 3165 C</p> <p>100% 50% 30% 10%</p>

Colors:

Palette Proportions

A color proportion scale is a great way to demonstrate how much the colors should be used. The primary color is the largest color with the secondary color being a medium size and the tertiary color in the smallest form.



Color Proportions

Primary Logo

Our logo is our corporate signature, indicating ownership and endorsement. Position of three dots is fixed. It can be changed only when the logo is animated. To be effective, the Innovatrics logotype must be represented and displayed correctly.



Logo mark

Logo with strapline

Logo with strapline is used outside the company Innovatrics (on external communication materials and on large areas). It does not have to be used on internal materials (e.g. corporate brochure).

It should always be ensured that the clear space around the logo is maintained when positioning the strapline.

The default position of our strapline is aligned horizontally below our primary logo.



Strapline

The stacked version may be used independently as long as the primary logo features on the communication, e.g. business cards, letterhead, presentation, roll-ups.

**building
a world
of instant
trust**

Logo Colorways

Our colors are instantly recognizable, and the Dark Blue logo should always be the first choice of option for any design, but in cases when it is not possible to use it, other options (Light Blue, Black, and Grey) are also possible to use, to enhance the diversity of our brand.

The logo consists of a stylized icon of three dots arranged in a triangle, followed by the word "INNOVATRICS" in a bold, sans-serif font. The entire logo is rendered in a dark blue color.

•• INNOVATRICS

Dark Blue

The logo consists of a stylized icon of three dots arranged in a triangle, followed by the word "INNOVATRICS" in a bold, sans-serif font. The entire logo is rendered in a light blue color.

•• INNOVATRICS

Light Blue

The logo consists of a stylized icon of three dots arranged in a triangle, followed by the word "INNOVATRICS" in a bold, sans-serif font. The entire logo is rendered in black.

•• INNOVATRICS

Black

The logo consists of a stylized icon of three dots arranged in a triangle, followed by the word "INNOVATRICS" in a bold, sans-serif font. The entire logo is rendered in a grey color.

•• INNOVATRICS

Grey

Logo on backgrounds

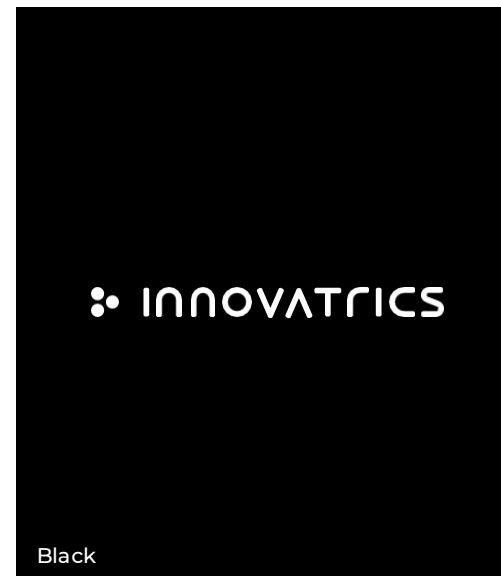
Our colors are instantly recognizable, and the Dark Blue logo should always be the first choice of option for any design, but in cases when it is not possible to use it, other options (Light Blue, Black, and Grey) are also possible to use, to enhance the diversity of our brand.



Dark Blue



Light Blue



Black



Grey

Visual representation of our portfolio

Clusters and Solutions



Clusters

Clusters are distinguished by color and custom typography. Tags can be used in their compact form or as full tags. They must not be combined with solution logos and should be placed separately on the layout.



**Criminal Justice &
Law Enforcement**



**Government ID &
Phygital Identity**



**Border Control &
Passenger Facilitation**



**Enterprise Identity
Verification**

Technology symbols

Technology symbols are constructed using a polygon symbol grid. They are built from triangular shapes and use either the base Aqua color or a color associated with a specific cluster segment. Colors are applied at 100% and 60% opacity to create the required shades.



Typography

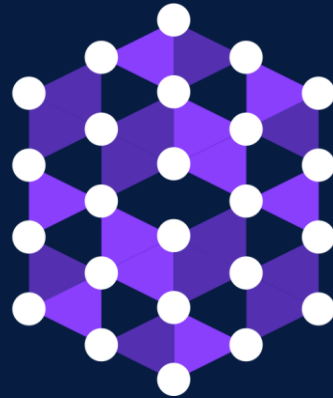
The custom typeface is based on a previously used font from earlier logotypes. It has been updated, refined, and expanded into a basic character set. It is used exclusively for product logotypes—both new and existing—to maintain a cohesive visual identity.



Custom typography



1. Choose a cluster



2. Define a symbol by technology

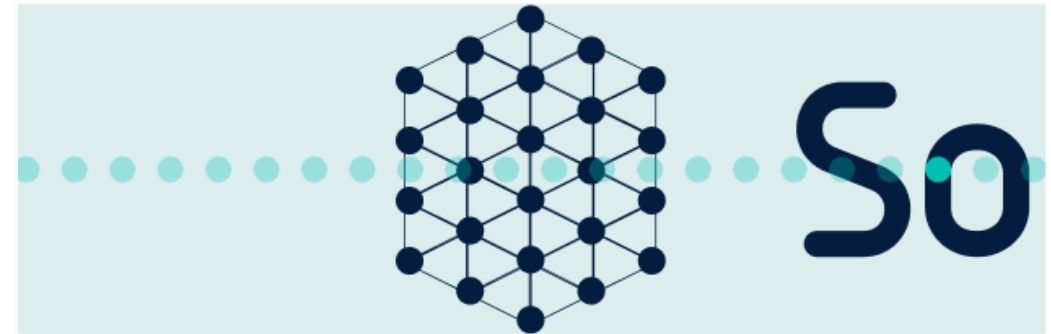


ABIS for Criminal
Investigation

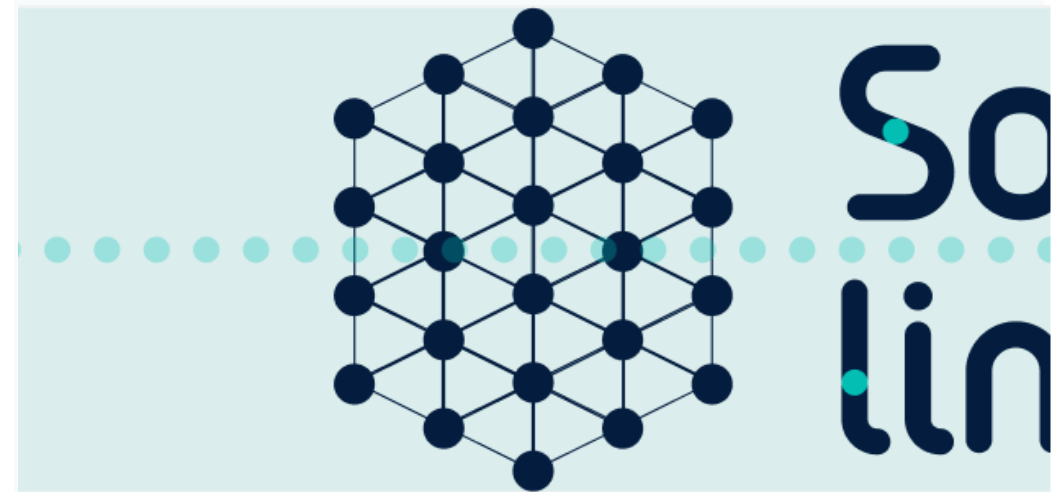
3. Add typography

Solution logo construction

The solution symbol is constructed using a hexagonal grid and adopts the appropriate cluster segment color. Logos use only the custom typeface to ensure a cohesive visual language.



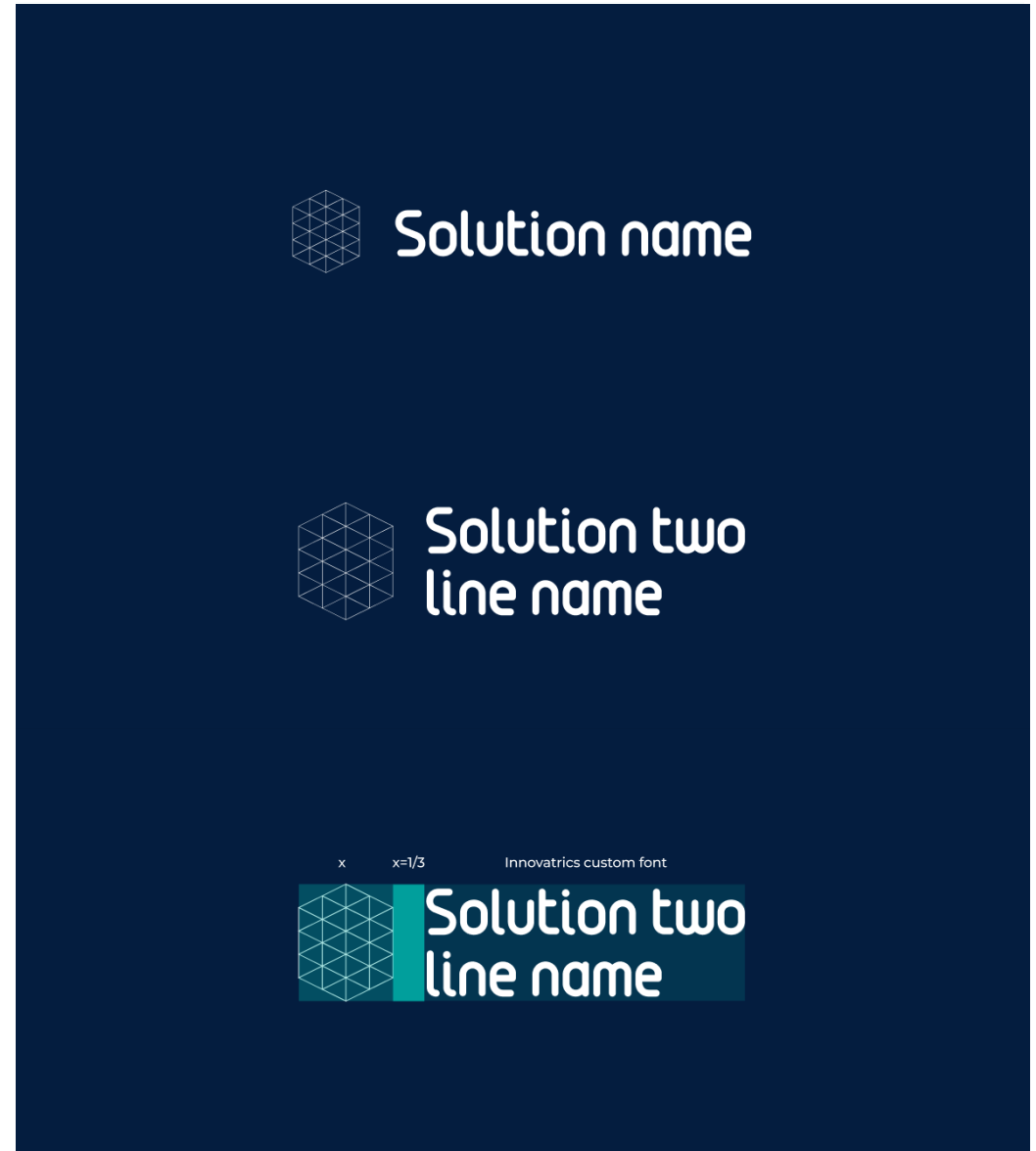
The dot in the single-line logo symbol corresponds to 100% of the typefaces' stroke weight.



The dot in the double-line logo symbol corresponds to 75% of the typefaces' stroke weight.

Solution logo construction

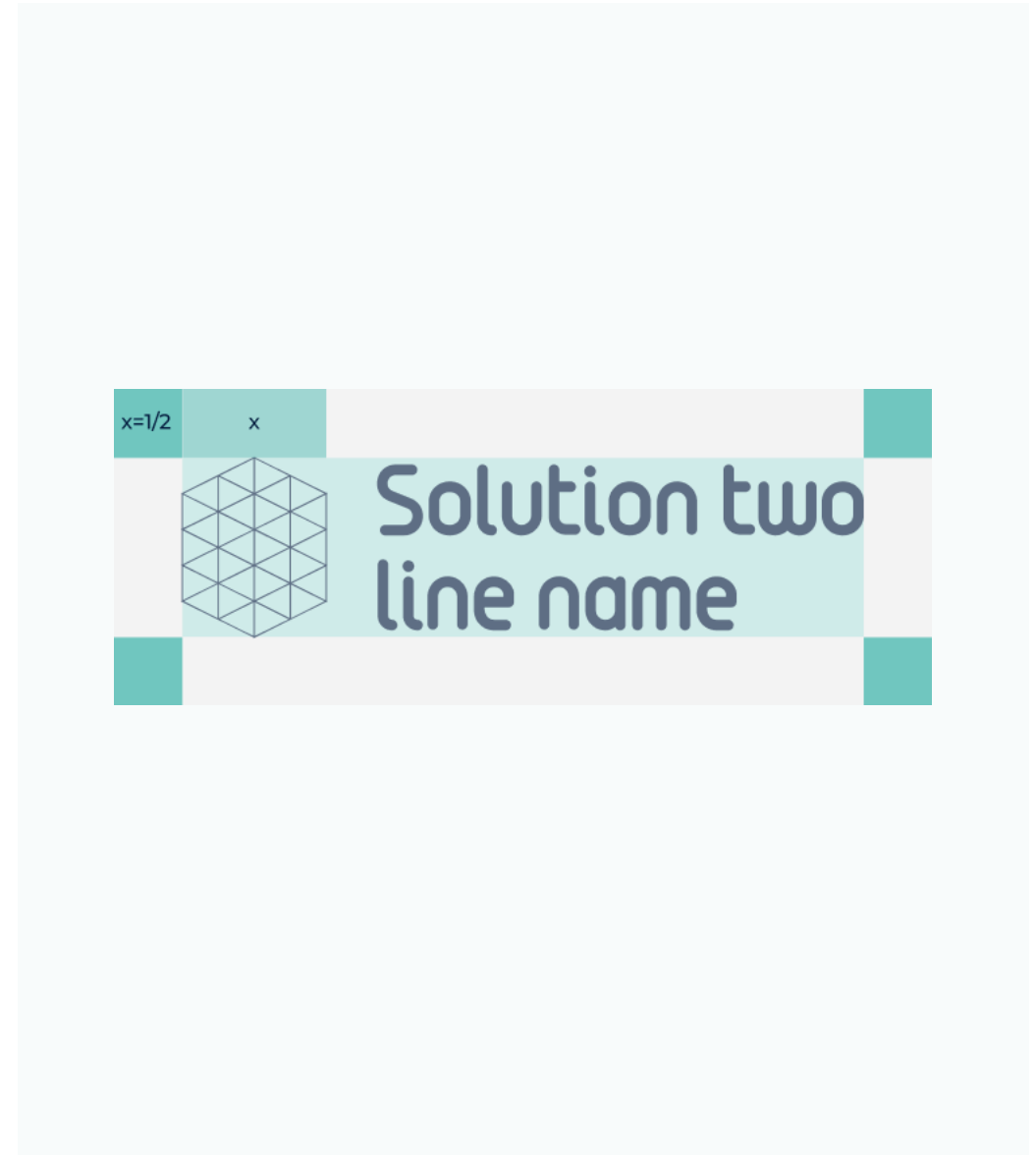
The solution name is placed one-third of the symbol's width away from the symbol.



Solution logo construction

Solution logo safe zone

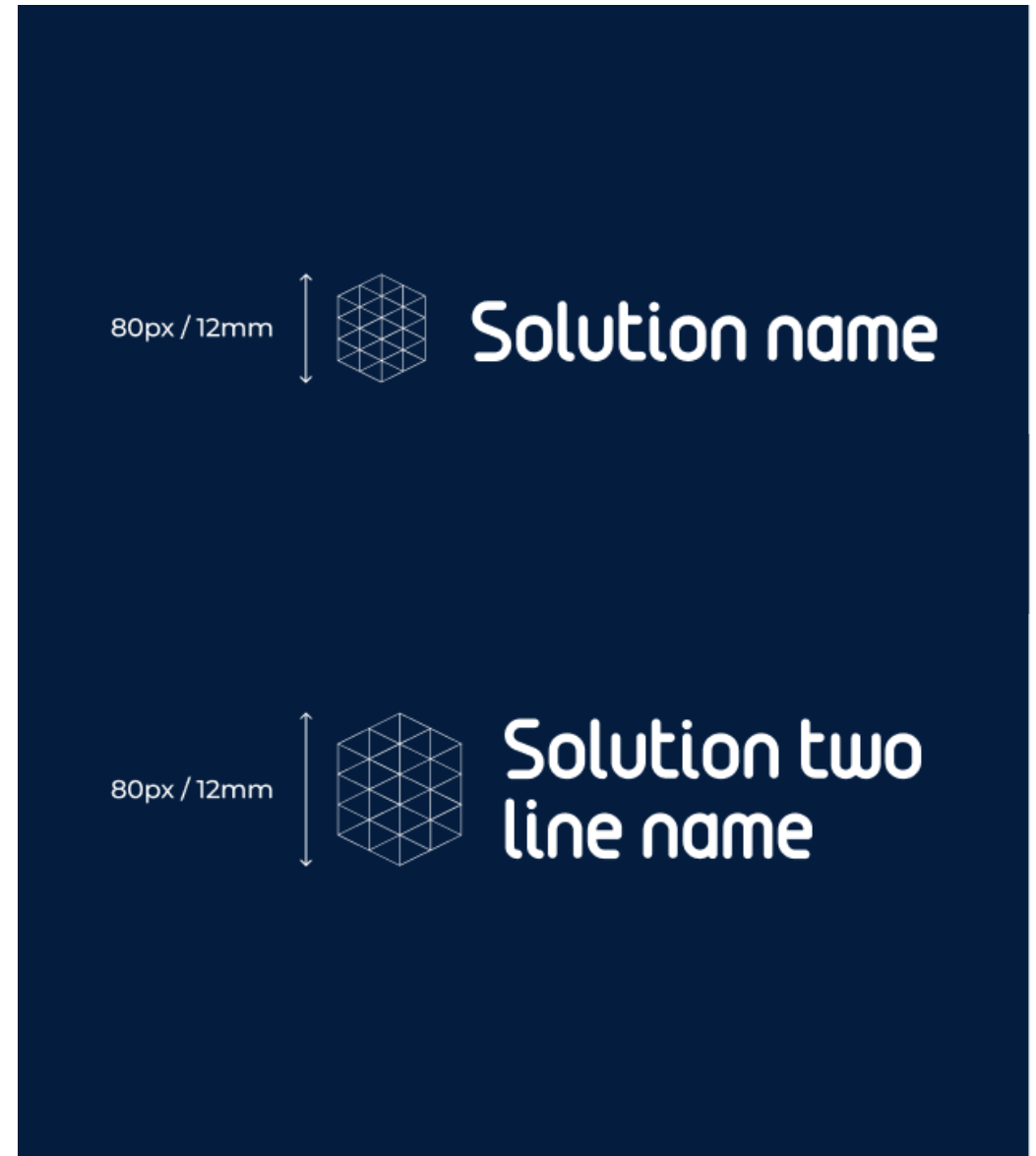
The logo safe zone is half of the symbol's width, and no elements should be placed within this area.



Solution logo safe zone

Solution logo minimum size

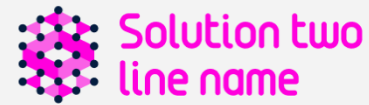
The minimum logo size for online use is 80 px, and for print, it is 12 mm. These sizes must not be reduced, as doing so compromises legibility.



Solution logo minimum size

Incorrect solution logo usage

It is prohibited to change the logotype's color, modify any of its parts, distort its shape, or remove any of its elements. compromises legibility.



Colors: Cluster Colors

Law Purple #8A3FFC R138/G63/B252C58/ M72/Y0/K0	Government Olive #00BFB2 R181/G189/B0 C34/M13/Y100/K0	Border Blue #0078D2 R0/G120/B210 C100/M35/Y0/K0	Enterprise Green #42BE65 R66/G190/B101 C72/M0/Y84/K0
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When a technology is linked to a cluster, it adopts the cluster's color.

Cluster Colors

Visual style

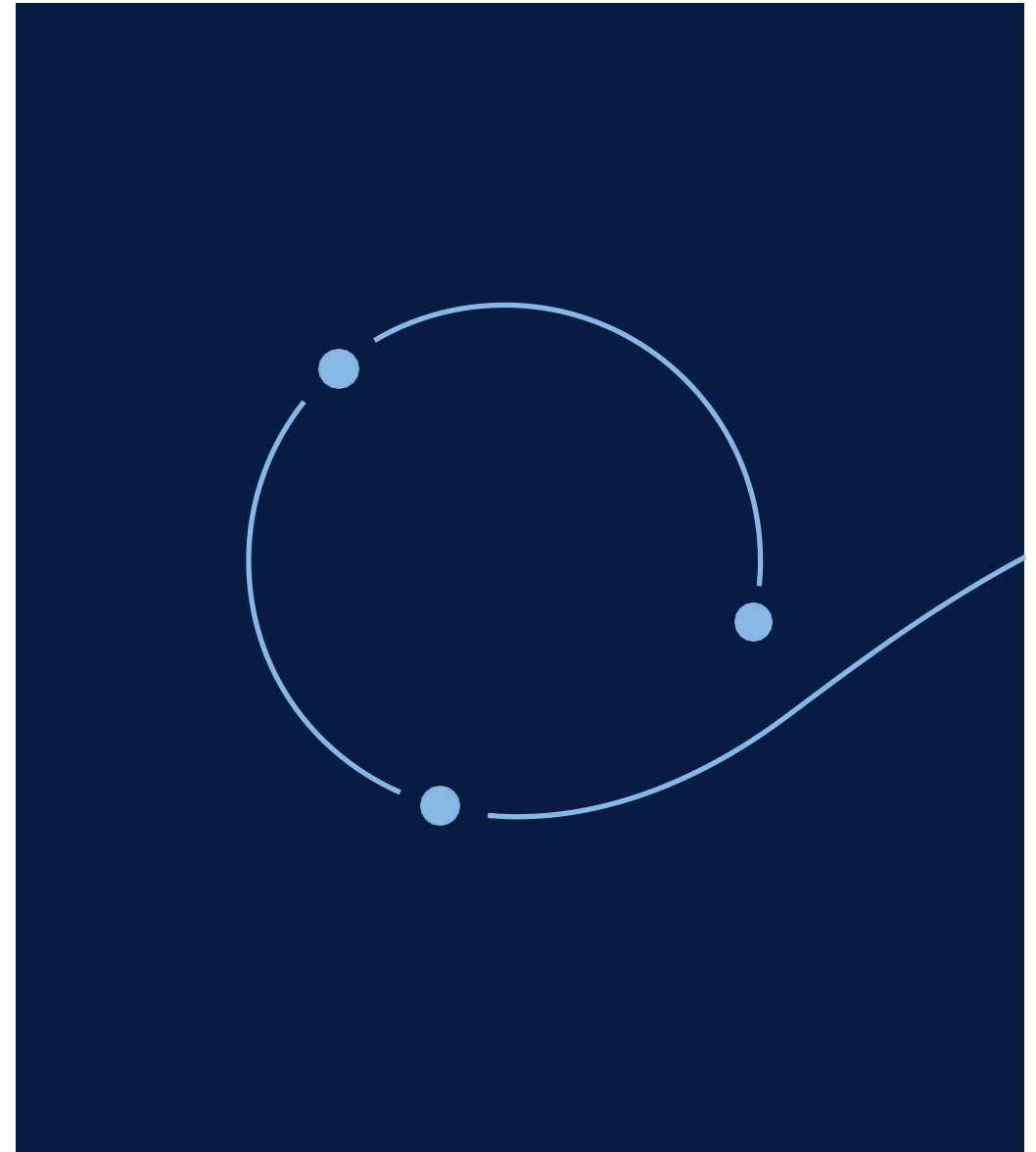


Primary visual style

Instant Trust

Visual Elements

Three dots that represent instant trust are our key visual vehicle. The combinations and visual creations that consist of these three elements can be used to explain products or company activities.

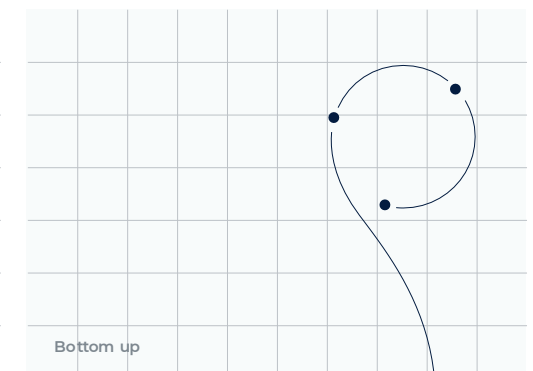
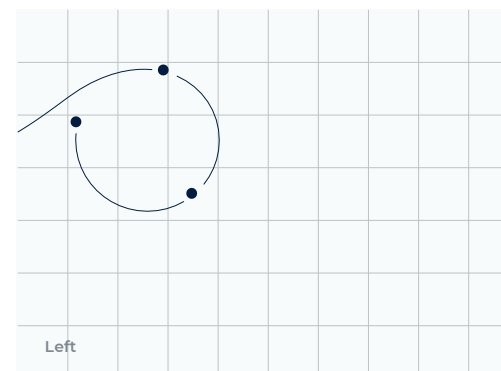
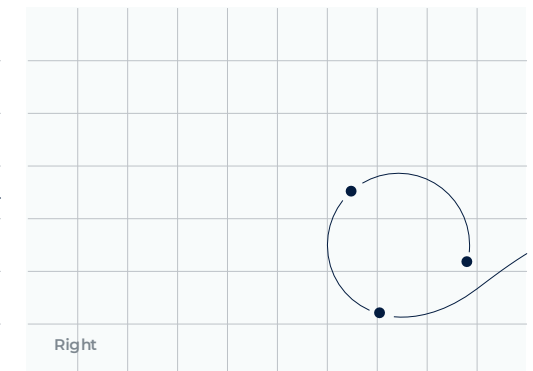
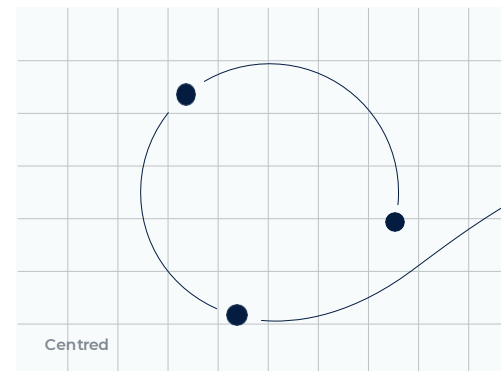


Primary visual style

Instant Trust

Visual Elements

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Primary visual style

Biometric elements and icons

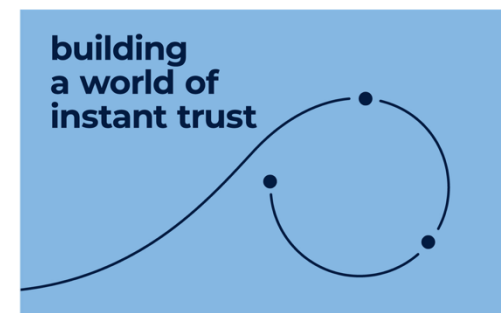


This visual system enables us to create unique icons, even develop our own language within generic technological symbols.

Primary visual style

Business Card

Brand always communicates its positioning of building the world of instant trust but we can be much more playful. Here an example of variations with both color and instant trust visual system.



Primary visual style Communication

Many ways how to tell stories
of our brand or our solutions.

• INNOVATRICS

Innovatrics is an independent, trusted biometric technology company with its own research and development team.
innovatrics.com

How to provide the
Instant Trust Loans

Safe Interactions

- Duplicated identities
- Thousands of frauds stopped

Complete Experience

- Speed and time to load increased radically simplified loan process
- Home credit growing in loans volume

Positive Impact

- Customer retention and satisfaction

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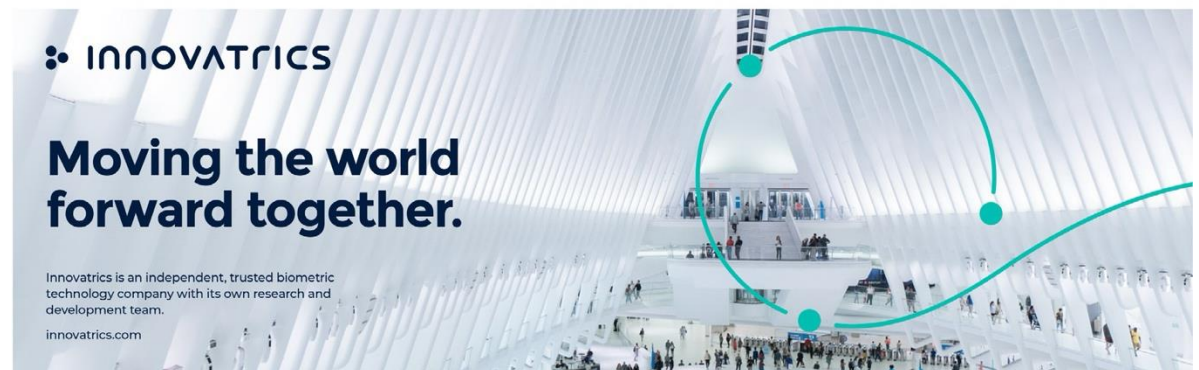
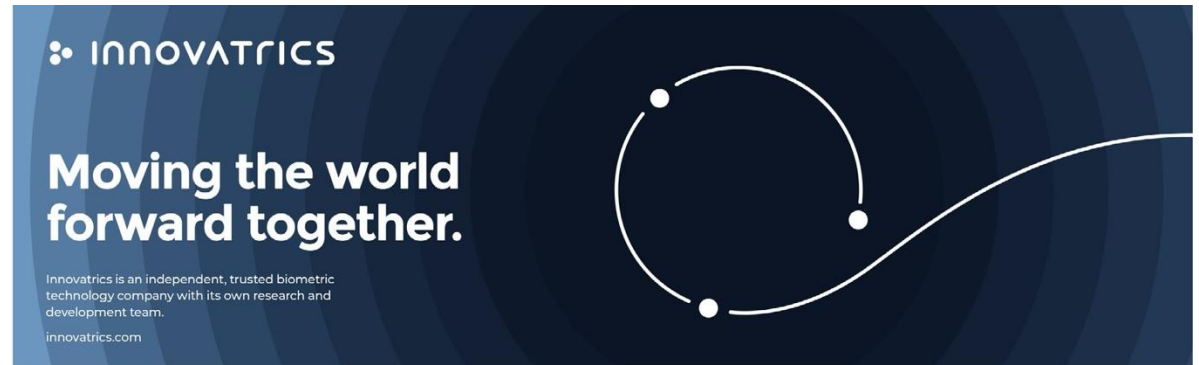
- Speed and time to load increased radically simplified loan process
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Positive Impact

- Customer retention and satisfaction

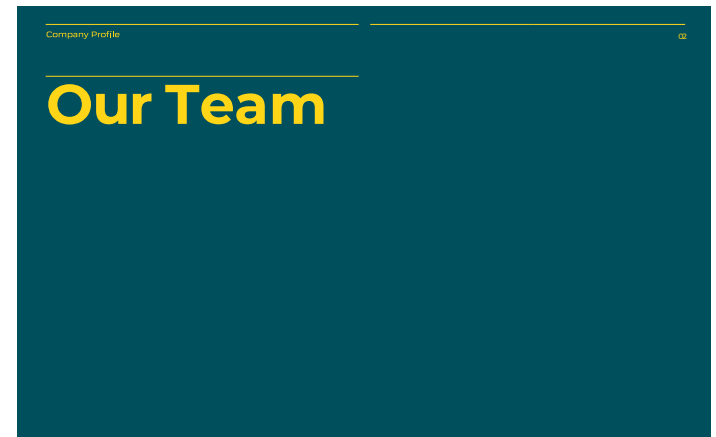
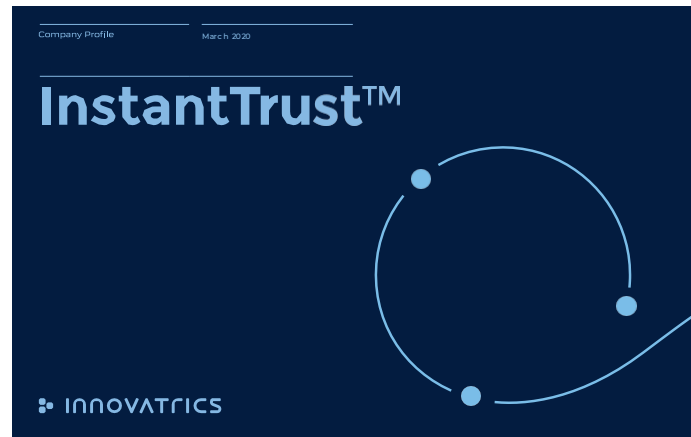
Communication

Many ways how to tell stories of our brand or our solutions. Circle applications can hold focus nicely.



Primary visual style

Presentation Style




Company Profile 04

Our management team

Ján Luter
CEO/CTO

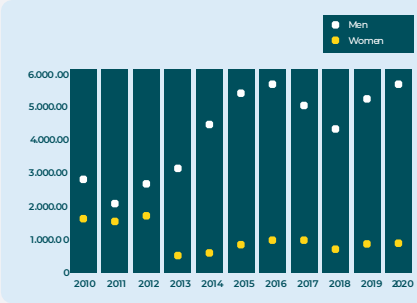
The ambition to create instant trust is central to our sales and marketing efforts always explaining clear and tangible benefits that the speed of trust creation can bring.



Commitment to excellence
We believe in quality. We guarantee and maintain a technological advantage in our products and services through continual improvement and by hiring talented professionals.

Company Profile 04

What we do
The ambition to create instant trust is central to our sales and marketing efforts always explaining clear and tangible benefits that the speed of trust creation can bring.



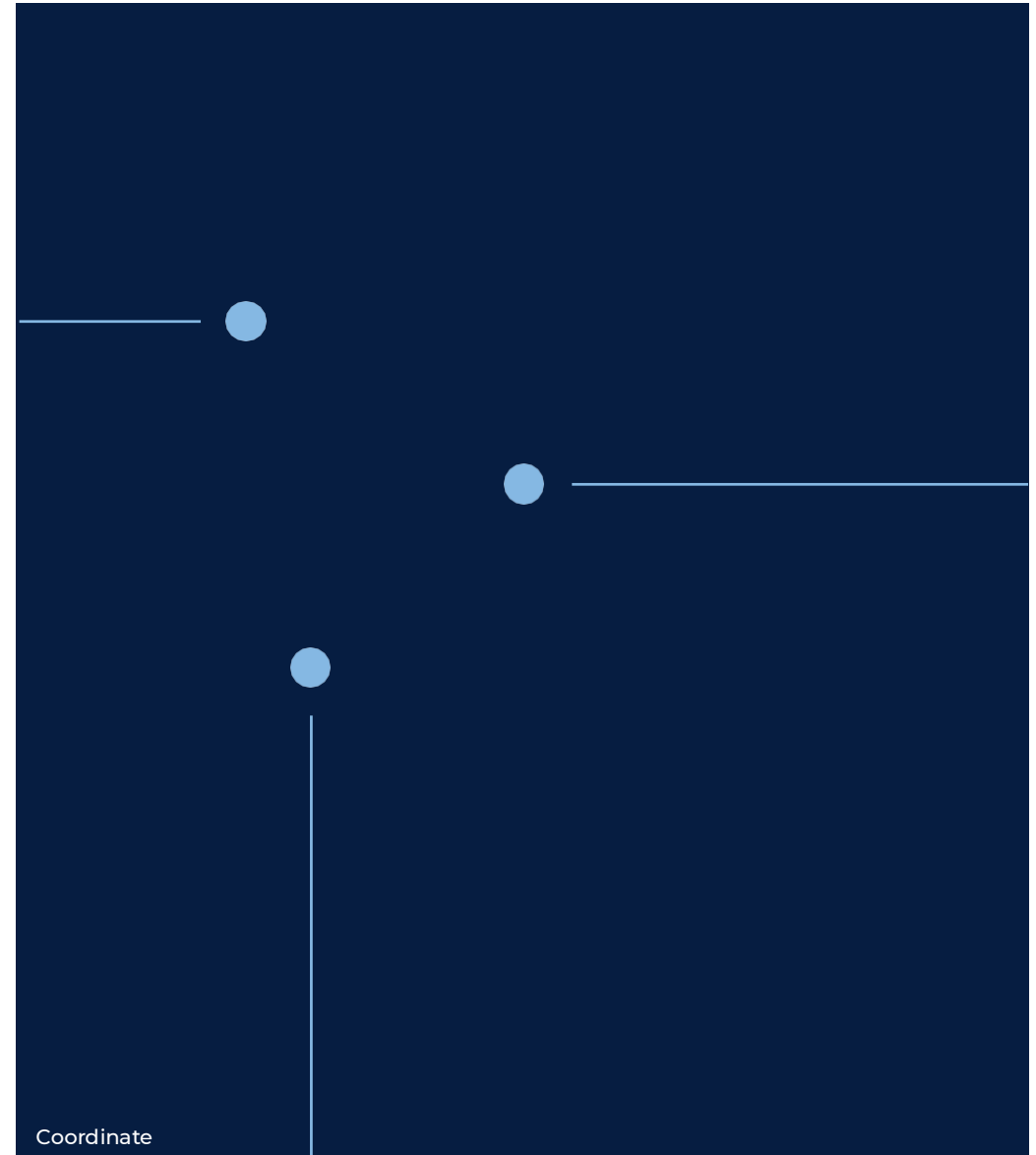
Year	Men	Women
2010	2800.00	1500.00
2011	2200.00	1500.00
2012	2800.00	1800.00
2013	3200.00	500.00
2014	4500.00	500.00
2015	5500.00	1000.00
2016	5800.00	1000.00
2017	5000.00	1000.00
2018	4500.00	800.00
2019	5200.00	900.00
2020	5800.00	900.00

Secondary visual style

Instant Trust

Visual Elements

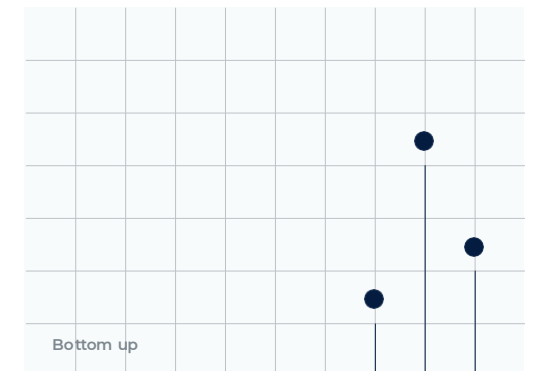
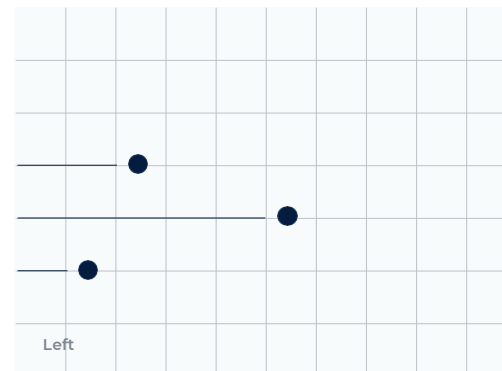
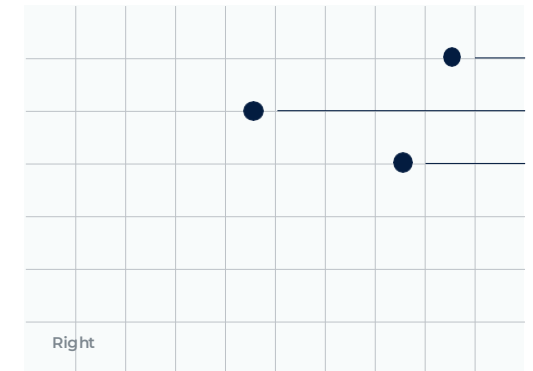
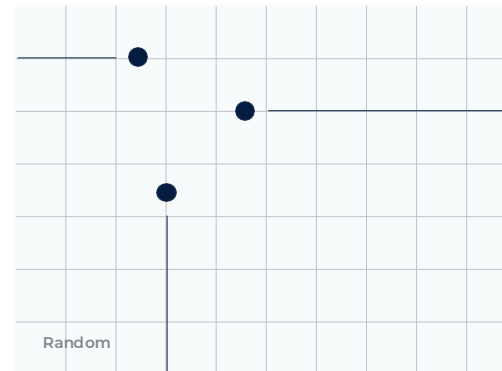
Three dots that represent instant trust are our key visual vehicle. The combinations and visual creations that consist of these three elements can be used to explain solutions or company activities.



Secondary visual style

Instant Trust

Visual Elements



Secondary visual style Communication

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innovatrics.com

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Instant Trust Loans



Safe Interactions

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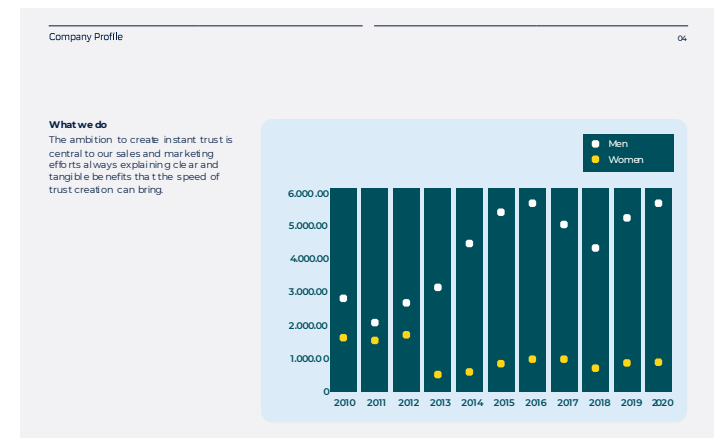
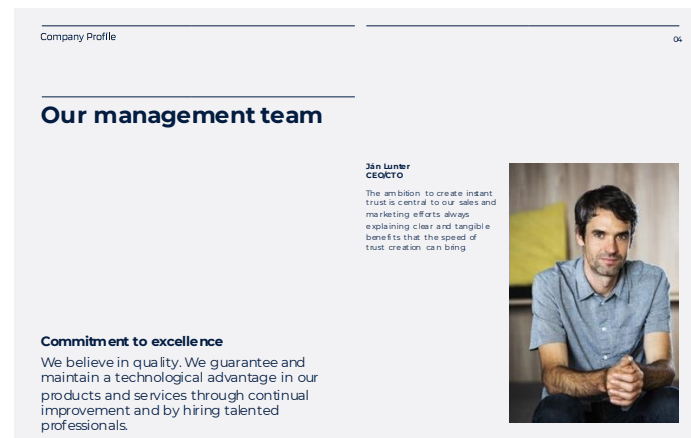
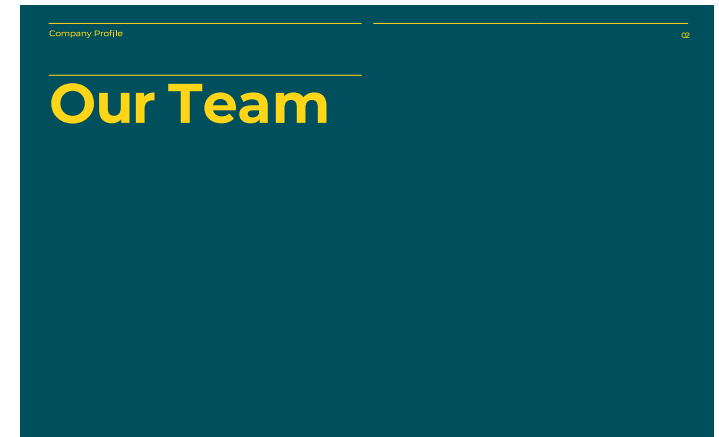
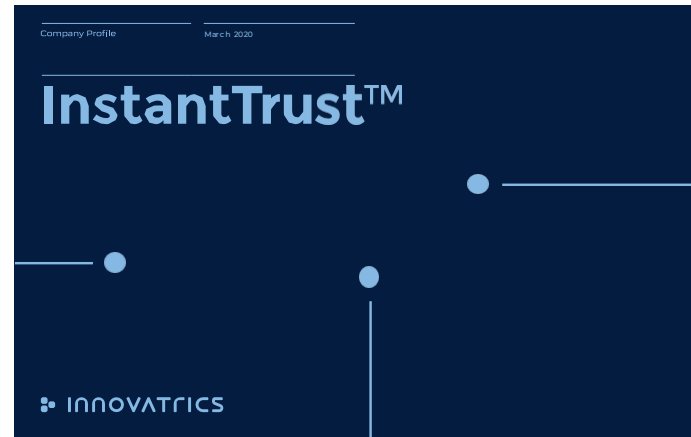
- Customer retention and satisfaction

Secondary visual style Banner

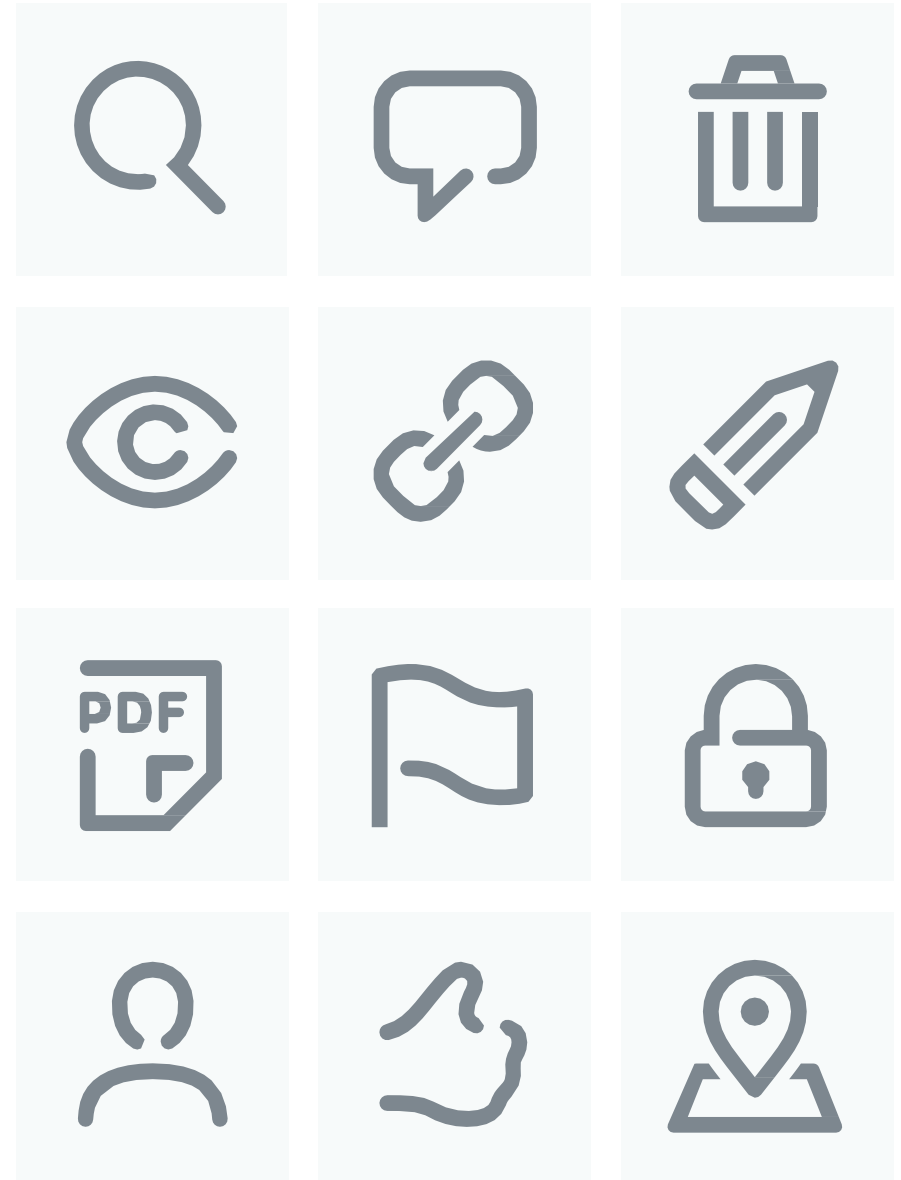


Secondary visual style

Presentation Style



Icons



Icons are as clean and simple as it possibly gets. In larger applications we can apply our instant trust visual system.

Tone of Voice



Tone of Voice Basics

Our tone is always adapting to the situation to speak to our readers in the most ideal way possible. We're keeping it simple, tech-friendly and inviting.

We can't expect everyone to care about our award-winning algorithms and exactly how our automated fingerprint identification systems work. Instead, our tone and voice will shed more light onto the benefits people will experience with us.

Tone & Voice

Trustworthy

Once we stir people's curiosities and show how we can impact their lives, we then have to prove it. This is when we support our statements with our experience and technologies (still in a way that a sixth grader can understand).

Simple and Bite-sized

No matter how complicated, we keep it simple. We get to the point and let people know what is important, period.

Human

Let's step away from all the formalities for a sec. Bring down the all-too-high formal walls of professional and uninspiring blocks of long text. Instead, let's connect. Let's chat. Let's fill everyone in on what Innovatrics is really about.

Experienced

We know how to pack a powerful punch inside our statements because we know our technologies like the back of our hand.

Being Interesting

What are we bringing to people? What can they now do with our tech? Why should it matter to them and how does it affect their daily lives?

Tech Friendly

We'll stop scaring people away with jargon and tech-terms. Let's keep it simple, understandable and inviting.

Writing Goals and Principles

All of our copy should support the Innovatrics brand as being:

Savvy & Skilled

We're tech people and it's important that our readers feel confident in our abilities and know-how. We want them to trust us.

An Original Leader

We want our readers to know that we've got revolutionary ideas and we want to take them with us inside this reality.

Human Centered

We talk to our readers as people to address their concerns, entertain their curiosities, and allow them to easily connect with our brand.

A Welcoming Guide

We're always keeping our readers in mind. All content should be written in a perspective to help and guide the person on the other side to understand the technologies and concepts – in a friendly way.

Writing Goals and Principles

To make sure we do our best to convey our intent and spirit, all content written from the Innovatrics brand must be:

Clear

Nothing's worse than trying to understand overcomplicated text. Keep things simple. Use simple sentences and avoid using jargon (we can't assume that everyone knows the special terms in our industry).

Useful

If it doesn't add any value, don't write it. The less clutter there is, the more impact our few words will have.

Approachable

We don't want to give off a cold or mechanical vibe. Although we're largely tech-centered, we want people to be able to engage, communicate with.

Styling Rules

To make sure we do our best to convey our intent and spirit, all content written from the Innovatrics brand must be:

Active voice

Write using the active voice and avoid using the passive voice.

Write positively

Choose positive language and words over negative ones.

Write to the reader

Use words like “we” and “your” instead of “the readers” or “the users.”

Avoid jargon and slang

We want to use language that everyone can understand. Use plain English.

Be clear and succinct

Keep sentences short, simple, and to the point.

Avoid technological jargon

Use simple, human words as much as possible.

Avoid excessive punctuation

We will keep punctuation simple and avoid extra exclamation marks, semicolons, colons and symbols.

Do's & Don'ts

To make sure we do our best to convey our intent and spirit, all content written from the Innovatrics brand must be:

Human-centered

Instead of emphasizing the strength of our technologies, we should focus on how it can benefit the people we're speaking to. What's the value that we can create for people in their lives? What's in it for them?

Do: Benefit from our secure, global and innovative biometric solutions.

Don't: We strive to be innovators who deliver biometric solutions with a global reach.

"We" and "You"

Do: We help you secure your identity no matter where you are. Yes, we have our own identity too.

Don't: The Innovatrics brand helps to identify and secure the identity of millions of people all around the world. Innovatrics has its own identity too.

Active voice

We want to make people feel like we're with them every step of the way, and that we are present instead of lecturing or merely informing.

Do: Innovatrics delivers biometric solutions with a global reach.

Better: We deliver secure biometric solutions no matter where you are. (Using "we" + conversational human voice)

Don't: Biometric solutions with a global reach will be delivered by Innovatrics.

Do's & Don'ts

To make sure we do our best to convey our intent and spirit, all content written from the Innovatrics brand must be:

Positive language

Be careful when choosing words. We want to avoid negative words like “not” or “don't” or “can't” even if we are trying to emphasize the opposite.

For example:

Do: We are used to working more autonomously.

Don't: We are not used to such constant supervision.

Do: Once you understand our technology, you'll be ready for the next step.

Don't: Until you understand the technology, you will not be able to go to the next step.

Clear and succinct.

Do: Could you ask them to help me understand this technology?

Don't: Could you ask those people if they could teach me how to better understand this technology?

Do: I'll help you overcome the daily challenges of working for a difficult boss, so you feel less stressed.

Don't: I will provide you with suggestions on your performance so you can overcome the challenges you encounter every day while working for a difficult boss, so you can feel less stressed.

Core Messaging Principles

Our core principle?
Balance between
the most innovative
technology and
something deeply
human. Welcome to
the world of instant
trust. Messaging
examples we'd like
to put out there.

**Borders are necessary if
trust takes too long to
build**

Let's change that.

**Building the world
of instant trust.**

**Two things can help
democracy: high-end
tech and human trust.**

**Look what we've
done in Guinea.**

**Building the world
of instant trust.**

**A loan from your phone?
Just show your face.**

**Building the world
of instant trust.**

About us

Innovatrics is an independent EU-based provider of trusted identity and biometric solutions used by governments, businesses, and law enforcement agencies to keep people safe, onboard new customers, and build institutional trust.

Our algorithms consistently rank among the fastest and most accurate in fingerprint, face, and iris recognition. Since 2004, we have partnered with all types of organizations to build trusted and flexible biometric identification solutions benefiting more than a billion people worldwide.

Governments across four continents rely on our biometrics to create reliable digital ID services, restore trust in elections, remove friction in border control, and empower criminal investigations. Financial institutions, telecom operators, and digital platforms use our remote identity verification to establish trust when bringing their services online.

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