



# BRAND BOOK

Version: 03  
Date: 08 April 2015

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1. Checktocashup logo



2. CheckONE logo



3. CheckOPTI logo



4. CheckDOC logo



5. CheckTrace logo



6. CheckNOTE logo



7. CheckMEDIA logo



8. Ultramarca logo



1. Checktocashup logo



2. CheckONE logo



3. CheckOPTI logo



4. CheckDOC logo



5. CheckTrace logo



6. CheckNOTE logo



7. CheckMEDIA logo



8. Ultramarca logo



# INAPPROPRIATE USAGE

05

1. Checktocashup logo



2. CheckONE logo



3. CheckOPTI logo



4. CheckDOC logo



5. CheckTrace logo



6. CheckNOTE logo



7. CheckMEDIA logo



1. Checktocashup logo



2. CheckONE logo



3. CheckOPTI logo



4. CheckDOC logo



5. CheckTrace logo



6. CheckNOTE logo



7. CheckMEDIA logo



8. Ultramarca logo



In using the logo on darkbackground is possible to use rosecolor:  
R: 213 / G: 16 / B: 103  
C: 12 / M: 100 / Y: 36 / K: 0  
Pantone 214 C

Instead od darkred:  
R: 151 / G: 0 / B: 72  
C: 31 / M: 100 / Y: 53 / K: 20  
Pantone 221 C

1. Checktocashup logo



2. CheckONE logo



3. CheckOPTI logo



4. CheckDOC logo



5. CheckTrace logo



6. CheckNOTE logo



7. CheckMEDIA logo



# BLACK AND WHITE VERSION

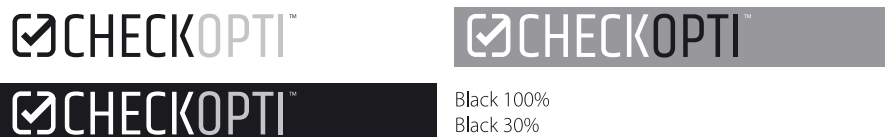
1. Checktocashup logo



2. CheckONE logo



3. CheckOPTI logo



4. CheckDOC logo



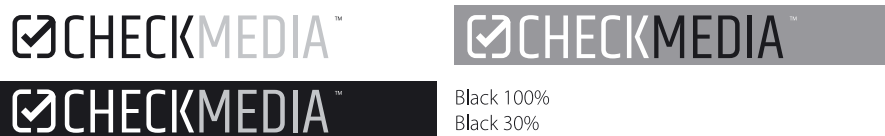
5. CheckTrace logo



6. CheckNOTE logo



7. CheckMEDIA logo



8. Ultramarca logo



## 1. Checktocashup logo

	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 1 / M: 70 / Y: 95 / K: 0 R: 207 / G: 100 / B: 24
	C: 0 / M: 0 / Y: 0 / K: 50 R: 150 / G: 150 / B: 154		C: 1 / M: 70 / Y: 95 / K: 0 R: 207 / G: 100 / B: 24
	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 1 / M: 70 / Y: 95 / K: 0 R: 207 / G: 100 / B: 24
	C: 0 / M: 0 / Y: 0 / K: 100 R: 32 / G: 33 / B: 36		C: 1 / M: 70 / Y: 95 / K: 0 R: 207 / G: 100 / B: 24

## 3. CheckOPTI logo

	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 100 / M: 8 / Y: 19 / K: 5 R: 0 / G: 149 / B: 189
	C: 0 / M: 0 / Y: 0 / K: 50 R: 150 / G: 150 / B: 154		C: 100 / M: 8 / Y: 19 / K: 5 R: 0 / G: 149 / B: 189
	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 100 / M: 8 / Y: 19 / K: 5 R: 0 / G: 149 / B: 189
	C: 0 / M: 0 / Y: 0 / K: 100 R: 32 / G: 33 / B: 36		C: 100 / M: 8 / Y: 19 / K: 5 R: 0 / G: 149 / B: 189

## 5. CheckTrace logo

	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 100 / M: 0 / Y: 100 / K: 0 R: 32 / G: 151 / B: 64
	C: 0 / M: 0 / Y: 0 / K: 50 R: 150 / G: 150 / B: 154		C: 100 / M: 0 / Y: 100 / K: 52 R: 0 / G: 88 / B: 36
	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 100 / M: 0 / Y: 100 / K: 0 R: 32 / G: 151 / B: 64
	C: 0 / M: 0 / Y: 0 / K: 100 R: 32 / G: 33 / B: 36		C: 100 / M: 0 / Y: 100 / K: 0 R: 32 / G: 151 / B: 64

## 7. CheckMEDIA logo

	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 50 / M: 100 / Y: 0 / K: 0 R: 126 / G: 0 / B: 129
	C: 0 / M: 0 / Y: 0 / K: 50 R: 150 / G: 150 / B: 154		C: 90 / M: 96 / Y: 29 / K: 24 R: 57 / G: 35 / B: 90
	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 100 / M: 0 / Y: 100 / K: 0 R: 32 / G: 151 / B: 64
	C: 0 / M: 0 / Y: 0 / K: 100 R: 32 / G: 33 / B: 36		C: 100 / M: 0 / Y: 100 / K: 0 R: 32 / G: 151 / B: 64

## 2. CheckONE logo

	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 6 / M: 69 / Y: 100 / K: 11 R: 186 / G: 94 / B: 0
	C: 0 / M: 0 / Y: 0 / K: 50 R: 150 / G: 150 / B: 154		C: 23 / M: 84 / Y: 100 / K: 15 R: 155 / G: 63 / B: 20
	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 6 / M: 69 / Y: 100 / K: 11 R: 186 / G: 94 / B: 0
	C: 0 / M: 0 / Y: 0 / K: 100 R: 32 / G: 33 / B: 36		C: 6 / M: 69 / Y: 100 / K: 11 R: 186 / G: 94 / B: 0

## 4. CheckDOC logo

	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 0 / M: 0 / Y: 0 / K: 30 R: 255 / G: 255 / B: 255
	C: 0 / M: 0 / Y: 0 / K: 50 R: 150 / G: 150 / B: 154		C: 0 / M: 0 / Y: 0 / K: 20 R: 216 / G: 217 / B: 219
	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 0 / M: 0 / Y: 0 / K: 30 R: 255 / G: 255 / B: 255
	C: 0 / M: 0 / Y: 0 / K: 100 R: 32 / G: 33 / B: 36		C: 0 / M: 0 / Y: 0 / K: 30 R: 255 / G: 255 / B: 255

## 6. CheckNOTE logo

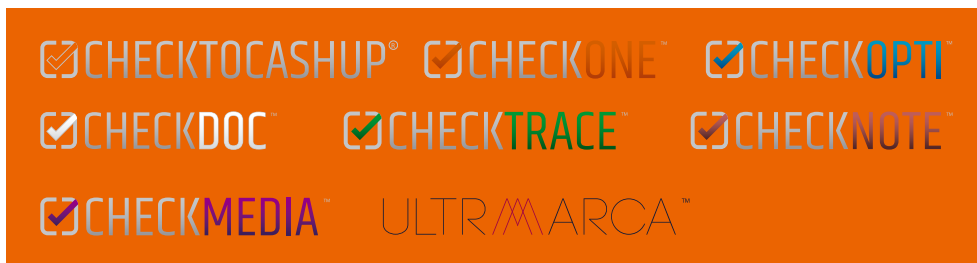
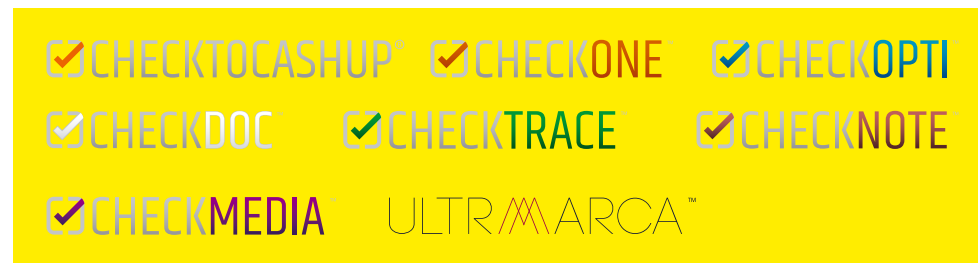
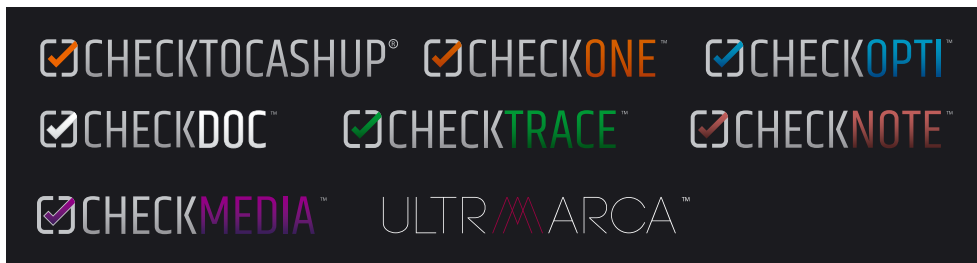
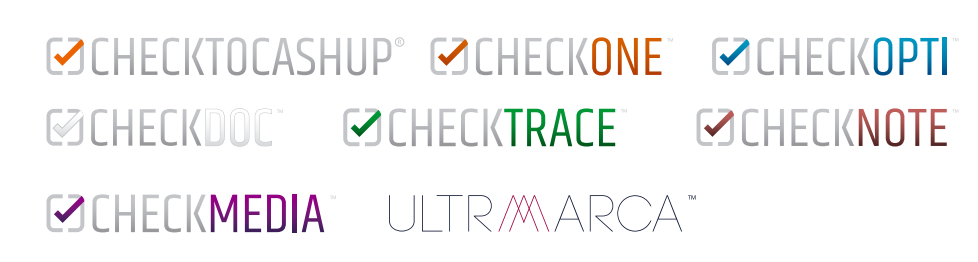
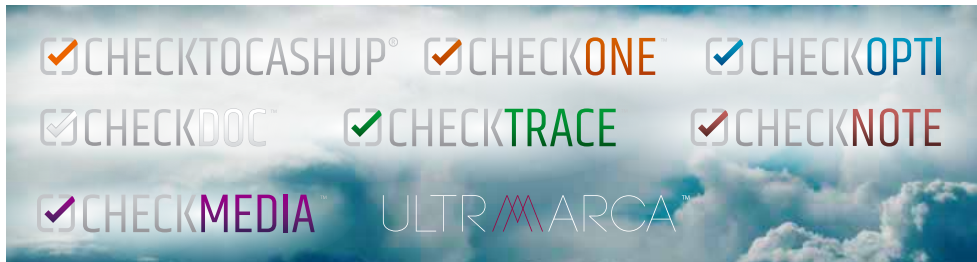
	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 24 / M: 70 / Y: 54 / K: 6 R: 168 / G: 94 / B: 91
	C: 0 / M: 0 / Y: 0 / K: 50 R: 150 / G: 150 / B: 154		C: 48 / M: 75 / Y: 64 / K: 55 R: 77 / G: 42 / B: 41
	C: 0 / M: 0 / Y: 0 / K: 30 R: 194 / G: 196 / B: 198		C: 24 / M: 70 / Y: 54 / K: 6 R: 168 / G: 94 / B: 91
	C: 0 / M: 0 / Y: 0 / K: 100 R: 32 / G: 33 / B: 36		C: 24 / M: 70 / Y: 54 / K: 6 R: 168 / G: 94 / B: 91

## 8. Ultramarca logo

	R: 4 / G: 30 / B: 65 C: 100 / M: 87 / Y: 42 / K: 52 Pantone 282 C
	R: 151 / G: 0 / B: 72 C: 31 / M: 100 / Y: 53 / K: 20 Pantone 221 C

ULTRAMARCA™

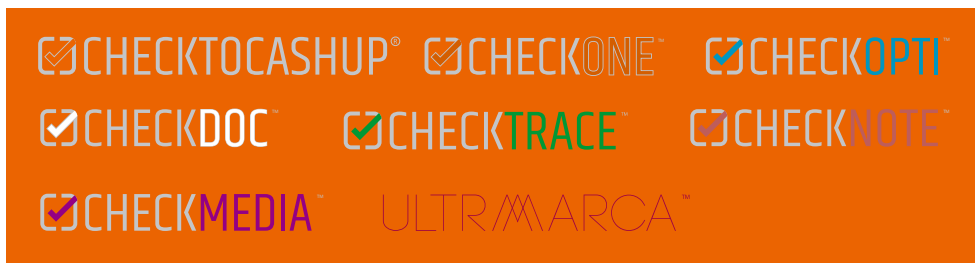
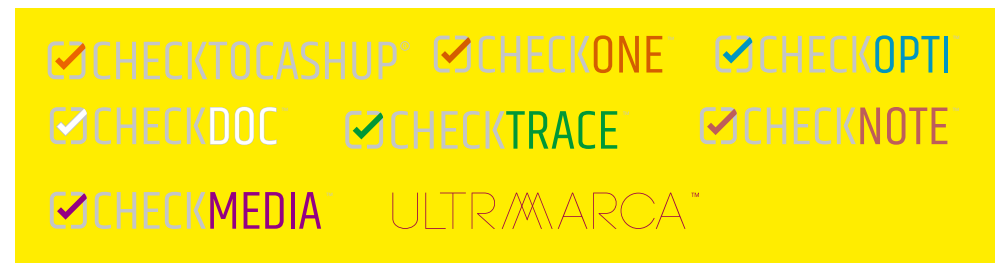
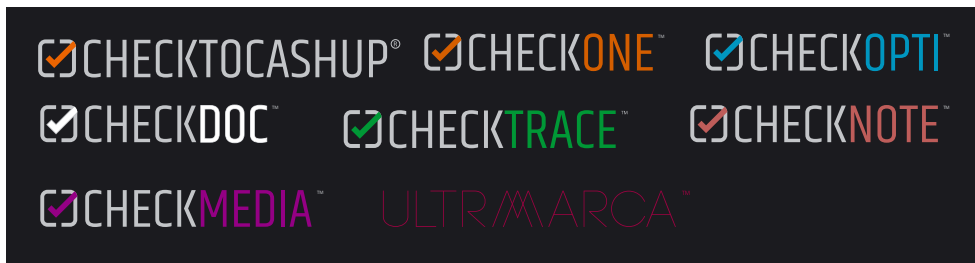
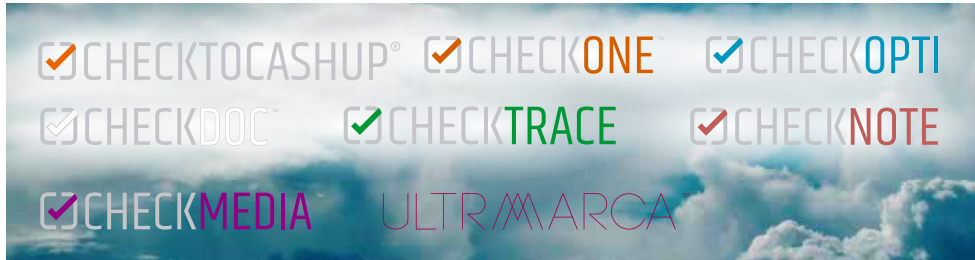
# REPRODUCTION ON DARK & COLOR BACKGROUNDS



# REPRODUCTION ON DARK & COLOR BACKGROUNDS

## SIMPLE VERSION

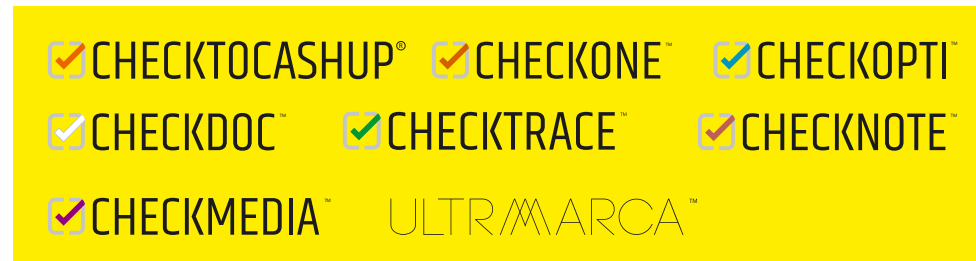
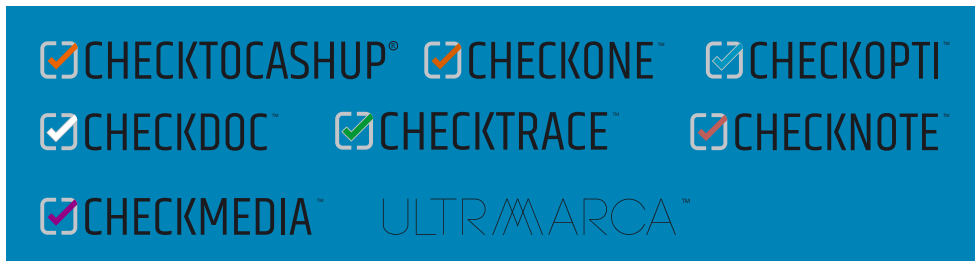
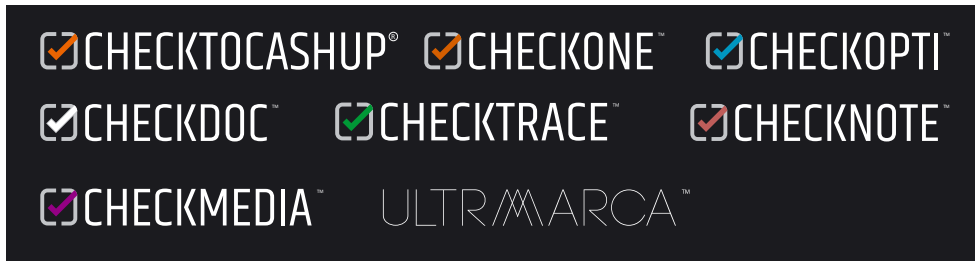
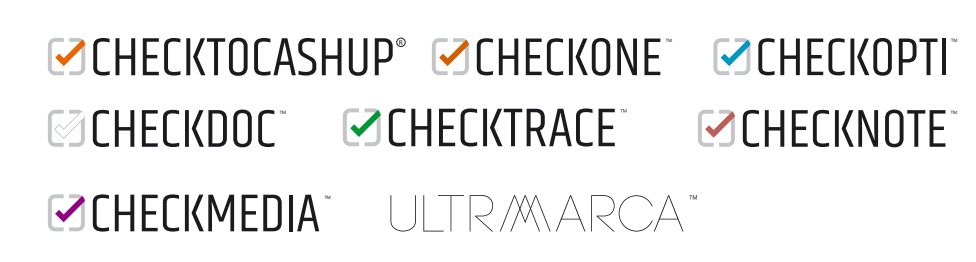
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# REPRODUCTION ON DARK & COLOR BACKGROUNDS

## 3 COLOURS VERSION

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## 1. Checktocashup logo

Logo font: Khand Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^><\*&[]{}()\_+=",;\,./

## 1. Ultramarca logo

Font: Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^><\*&[]{}()\_+=",;\,./

Font: Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^><\*&[]{}()\_+=",;\,./

Font: Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^><\*&[]{}()\_+=",;\,./*

Font: Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^><\*&[]{}()\_+=",;\,./**

Font: Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%^><\*&[]{}()\_+=",;\,./***

Font: Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^><\*&[]{}()\_+=",;\,./**

Font: Code Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!?

Print

We have selected ARIAL as our font. For extra attention or design possibilities we have CODE LIGHT type font.

Logo clear space is the area that is required around the outside of logo and must be kept free of other graphic elements such as headlines, text and the outside edge of materials. The minimum required clear space is defined by the measurement "N" as shown. This measurement is equal of the ico at the left of all logos.



Logo clear space is the area that is required around the outside of logo and must be kept free of other graphic elements such as headlines, text and the outside edge of materials. The minimum required clear space is defined by the measurement "N" as shown. This measurement is equal of the letter "U" in the ULTRAMARCA word.



Size defined here must be respected to preserve readability of the logo.

## 1. Checktocashup logo

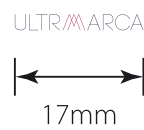


On printed material



On digital media

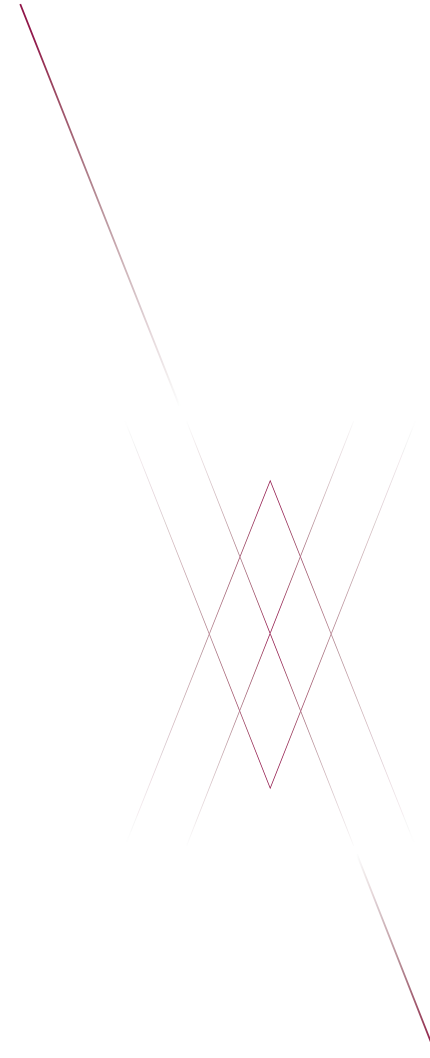
## 8. Ultramarca logo



1. Checktoshup logo



8. Ultramarca logo



 CHECKONE™

 CHECKOPTI™

 CHECKNOTE™

 CHECKTOCASHUP®  
ANTI-COUNTERFEIT

 CHECKDOC™

 CHECKTRACE™

 CHECKMEDIA™

ULTRAMARCA™

 **CHECKTO CASHUP**<sup>®</sup>

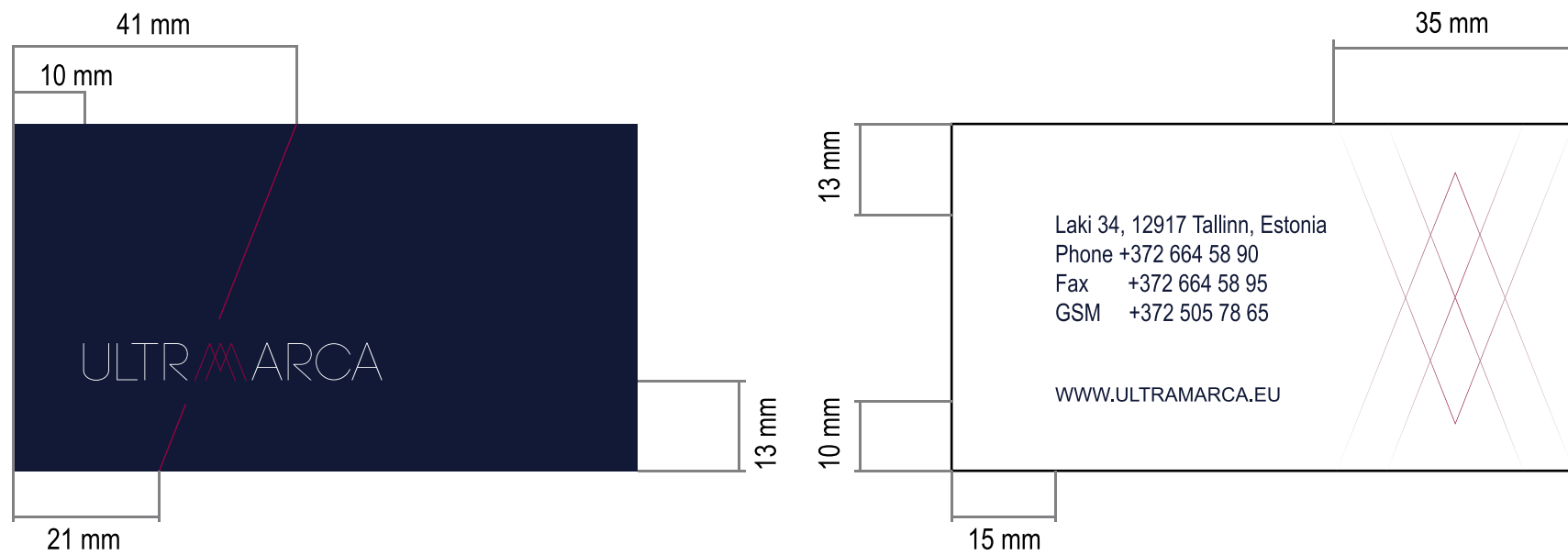
**NAME LASTNAME**  
Job title

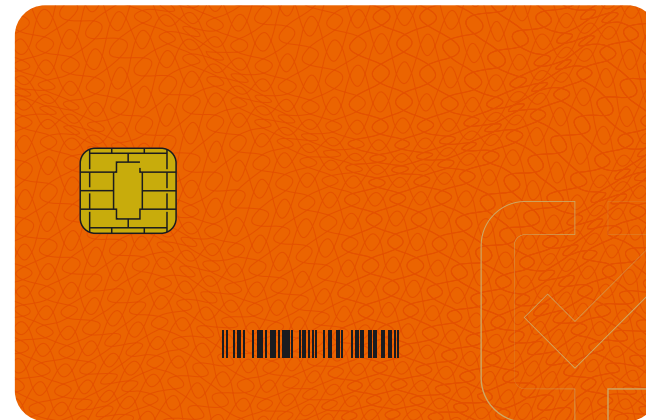
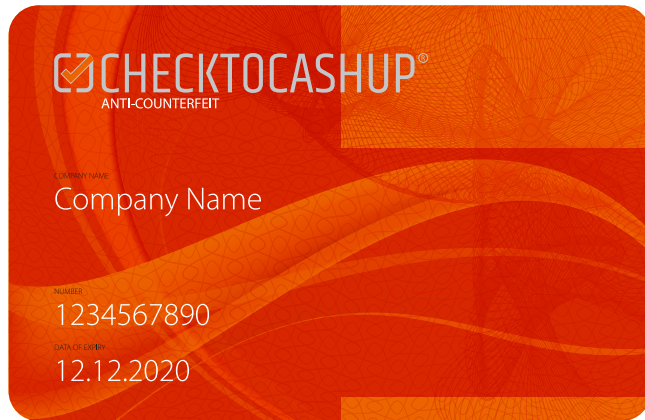
Ehitajate tee 12  
12345 Tallinn, Estonia  
Tel: +372 5 123 456  
GSM: +372 5 678 956  
FAX: +372 5 678 956  
E-mail: info@checktocashup.com  
Skype: checktocashup  
www.checktocashup.com

 CHECKTRACE  
 CHECKMEDIA  
 CHECKNOTE  
 CHECKOPTI  
 CHECKDOC  
 CHECKONE  
ULTRAMARCA<sup>™</sup>

 CHECKTOCASHUP<sup>®</sup>







1. Check One

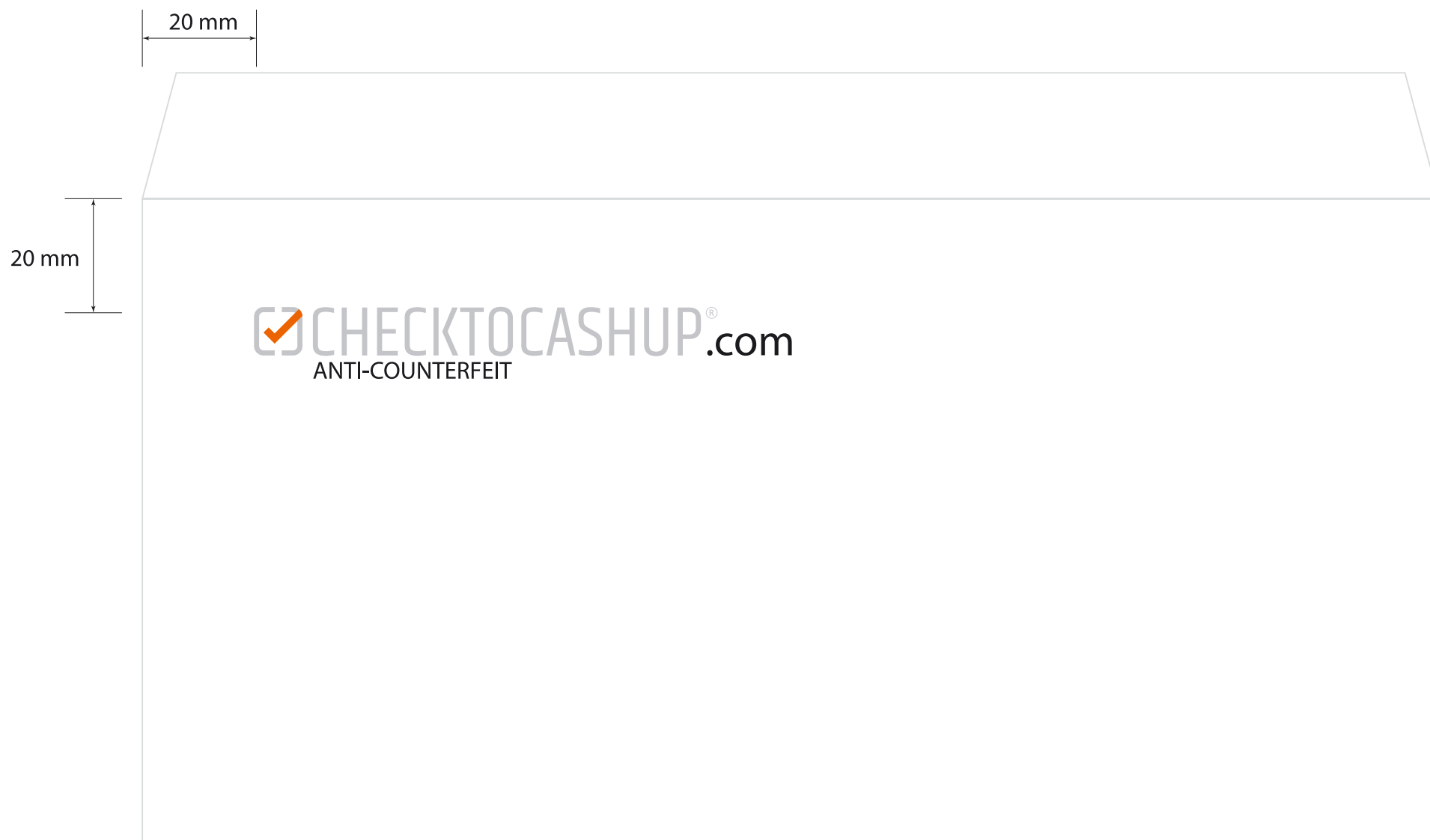


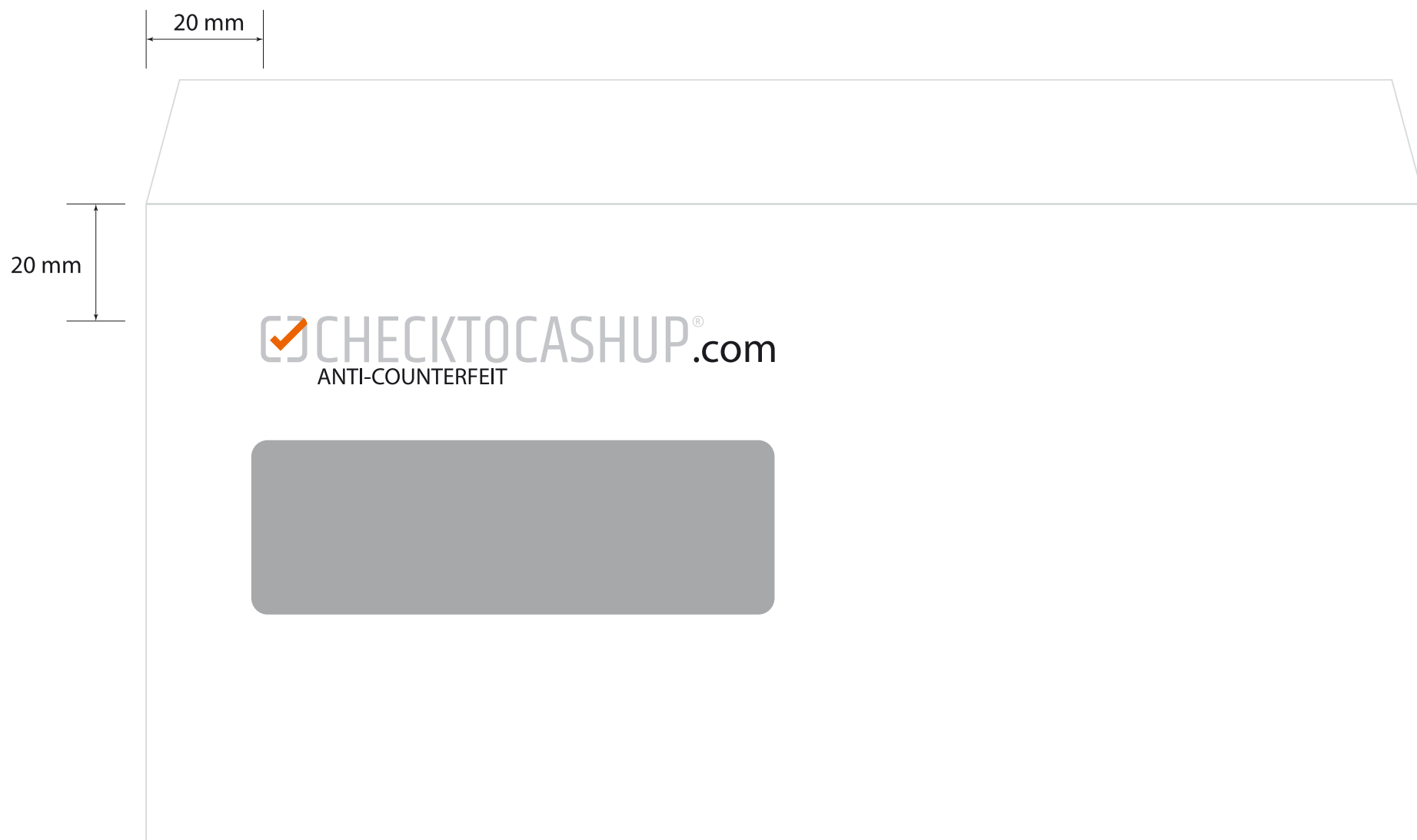
1. Check Opti

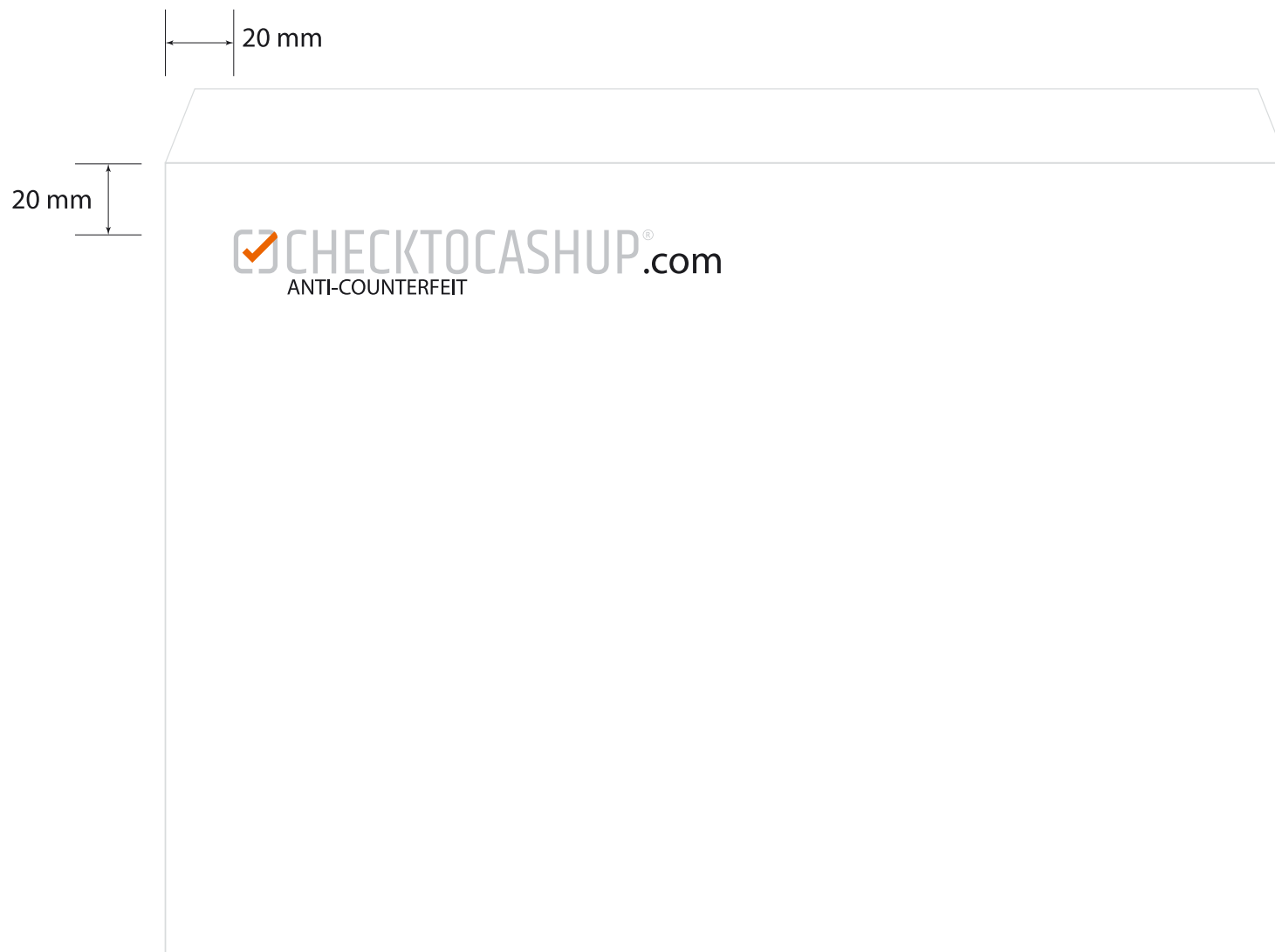


1. Check Note





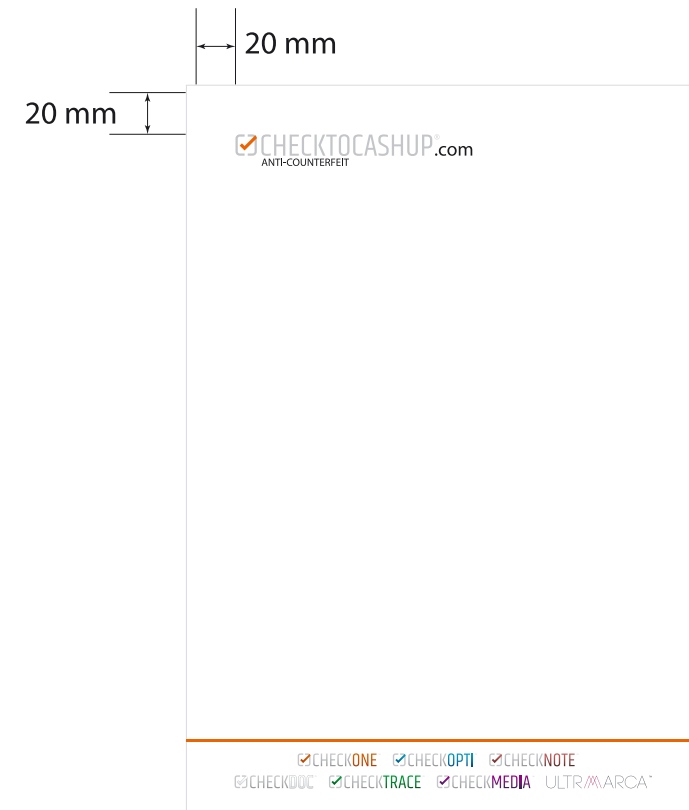
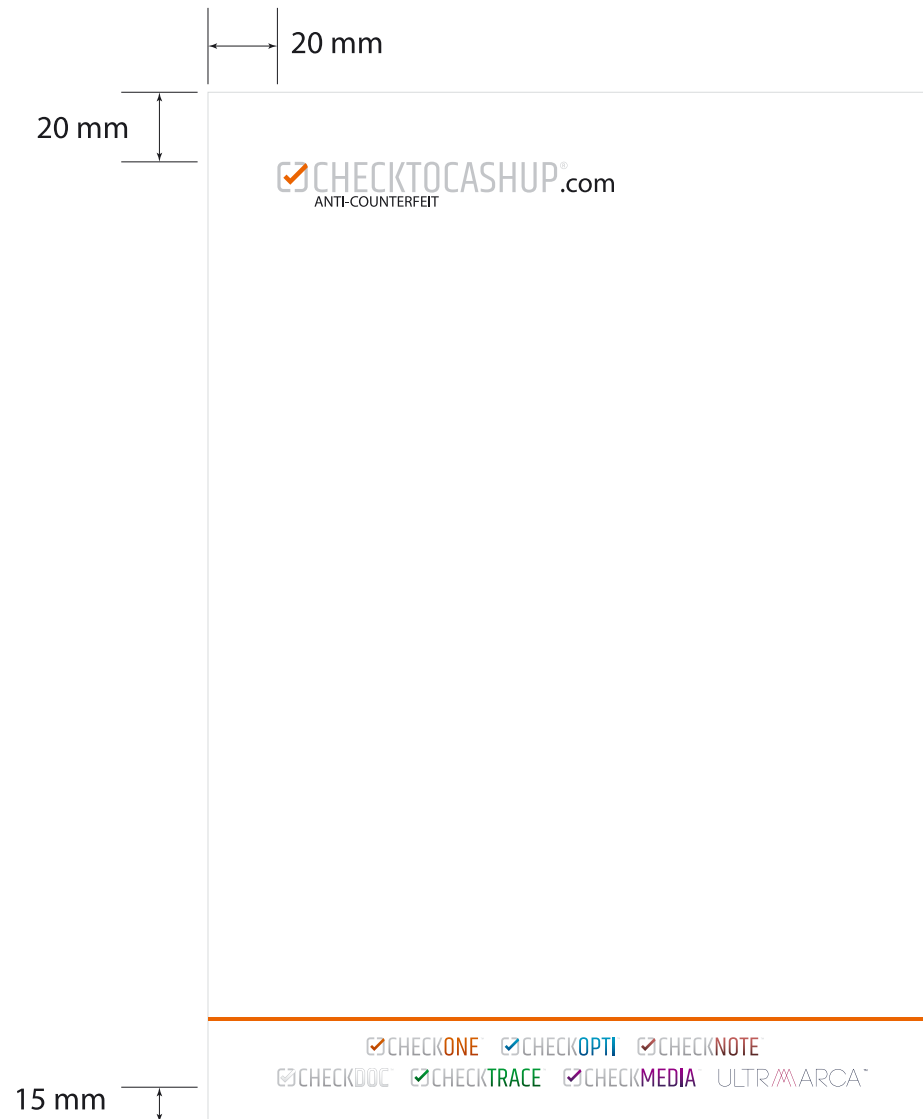






# NOTEPAD A4, A5

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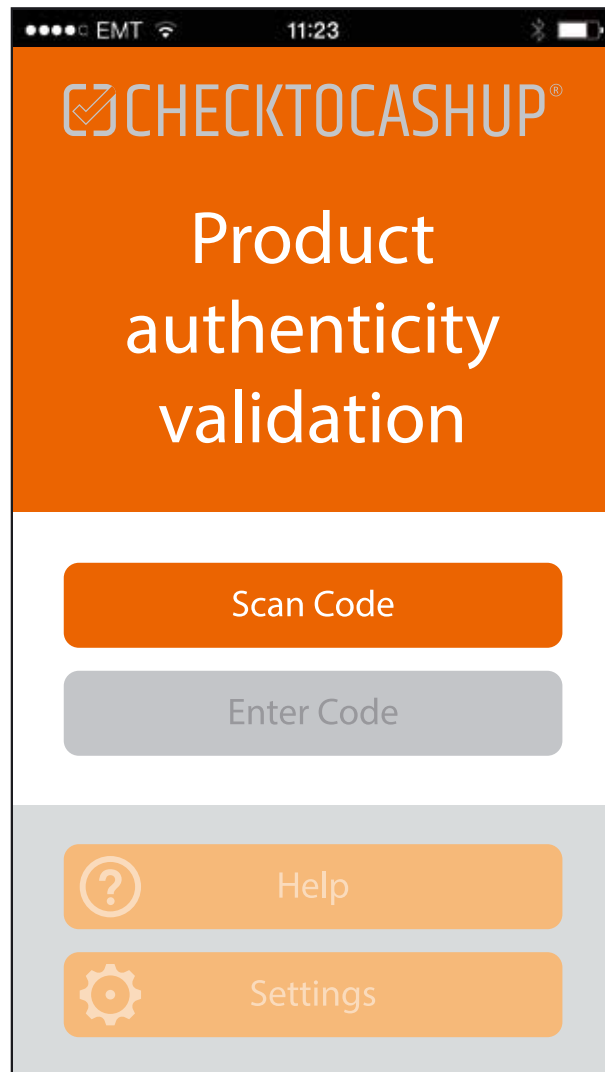








APP



APP Icons



 CHECKTOCASHUP®