IDIS C.I GUIDELINE

BASIC SYSTEM 1

1.1 Logos

IDIS 20th Anniversary

Celebrating Two Decades of Innovation

Learn more of the IDIS story at www.idisglobal.com/idis20

IDIS was founded in 1997 by experts in computer science and artificial intelligence and is celebrating two decades of next-generation, game-changing innovation this year!

Over the past 20 years, IDIS has grown to be a global security company that designs, develops, and manufactures surveillance solutions for a wide range of commercial and public sector markets. As the largest video surveillance manufacturer in South Korea, with headquarters and manufacturing facilities just outside of Seoul, IDIS operates across 50 countries and 100+ strategic partners. IDIS is a world-leading total solution provider with more than two million recorders installed worldwide and over 16.5 million cameras utilizing IDIS technology.

Throughout 2017, we'll be celebrating our 20 years in the security industry across the globe at our regional offices, over social media, during major tradeshows and local events, and with our partners and customers.

The entire global IDIS team invites you to celebrate our 20th anniversary with us all year long. To learn more about the IDIS legacy and follow everything we're doing to celebrate our 20th anniversary, visit www.idisglobal.com/idis20.

IDIS®

One Solution. One Company.

IDIS is a global security company that designs, develops, and manufactures surveillance solutions for a wide range of commercial and public sector markets.

As the largest video surveillance manufacturer in South Korea, with headquarters and manufacturing facilities just outside of Seoul, IDIS operates across 50 countries and 100+ strategic partners. IDIS is a world-leading digital surveillance solution provider with more than two million recorders installed worldwide and over 16.5 million cameras utilizing IDIS technology.

The IDIS total surveillance solution meets the needs of an increasingly demanding security landscape. IDIS provides the benefit of an end-to-end, highest-quality total surveillance solution and delivers innovation that is user-friendly, flexible, scalable, and is able to meet every surveillance need—all with unrivaled performance, quality, and low total cost of ownership.

IDIS History

IDIS was founded in 1997 by experts in computer science and artificial intelligence: Y.D. Kim, Albert Ryu, and J.H. Jeong

The company was named Intelligent Digital Integrated Security Co., Ltd. and focused on digital video recording (DVR) technology. The company quickly grew, gaining certification as a "Technology Venture Oriented Company" in 1999 and a listing on the KOSDAQ stock exchange in 2001. ISO9001/14001 certifications followed and in 2006, the company obtained RoHS certification, a first in the DVR industry. The company also became the number one seller of DVRs in the surveillance industry as it was an Original Design Manufacturer/ Original Equipment Manufacturer (ODM/OEM) for leading surveillance solution providers.

In the mid-2000s, the company began a series of in-house innovations and acquisitions that expanded the company's focus beyond DVRs to include the next-generation camera and network video recording (NVR) offerings as well as industrial display technologies.

By 2013, IDIS had moved beyond an exclusive industry role as an ODM/OEM for leading surveillance solutions providers, launching a branded security solution, DirectIP™, at the IFSEC International security exhibition in Birmingham, United Kingdom. The company subsequently launched DirectIP and other components of the IDIS Total Solution in the Middle East in 2014 at the Intersec exhibition in Dubai, United Arab Emirates, and in the Americas in 2015 at the ISC West tradeshow in Las Vegas, Nevada. Additionally, at each regional launch, the company debuted regional headquarters and staff dedicated to the sale and support of IDIS branded offerings in those areas.

IDIS Strengths

One Solution. One Company.

IDIS designs, develops, manufactures, and supports its products and software all under one roof. For customers and partners, this means they can build a complete surveillance solution using products that seamlessly integrate from just one vendor. This simplifies the buying chain and provides local sales and technical support from a single vendor. Whether a large corporate enterprise, a retail chain or single siwte, IDIS has a surveillance solution that meets the needs of an extensive range of businesses. With a broad lineup of one to eight megapixel (MP) IP cameras, four to 64 channel NVRs, monitors, network accessories, a choice of video management software (VMS), and our DirectCX lineup for customers looking to leverage existing coax cabling, IDIS has a solution that fits.

Innovation and R&D

IDIS has been a pioneer in digital video recording since 1997 and was established due to a passion for technology and an unyielding pursuit of innovation. With 10% of turnover reinvested in research and development (R&D) annually, IDIS is constantly developing new technologies and bringing new innovations to market, all which help our customers strengthen the safety and security of their people, facilities, and assets. At the same time, we have a commitment to delivering the world's ultimate surveillance experience through technology that is high-performance and reliable, yet simple to install and operate to ensure our customers are more efficient and more productive.

Low Total Cost of Ownership

Through our commitment to high quality, low power consumption, and reliable products that are simple to install, use, and maintain, we reduce the burden of implementation and training time while ensuring lower maintenance and energy costs, an extended product lifecycle, and a low total cost of ownership. Our flagship offering, DirectIP, comes with a cost-free VMS and apps—meaning absolutely zero licensing costs. IDIS Solution Suite, our enterprise-level VMS, is both scalable and modular, allowing our customers to only pay once for what they need without any ongoing service or maintenance fees.

Partnering for Success

Many of the relationships we have with our customers and partners have been in place for two decades, demonstrating our commitment to fostering long-lasting and successful partnerships. We only succeed if our customers and partners succeed and we see them as full members of our team. In their own way, each is at the heart of both our business strategy and success. The IDIS "one team" philosophy encompasses our network's many cultures, communities, and views and proves that we work best when we work together. Through the sharing of values and ideas, we are enriched by those around us. In turn, we empower each other to grow and succeed.

Reliability

Reliability goes beyond the high-quality products and solutions we proudly deliver each day. For IDIS, reliability means doing what we say we will do; when we say we will do it. From strictly adhering to global and local regulations to our certifications such as ISO14001, ISO900, ROHS, and Six Sigma, from our regular delivery of world-class technology to support at the local level, IDIS delivers reliable products and services that more than meet our customers' expectations—they exceed them.

Integrity

Our integrity means you can trust us and the technology we provide. We ensure we comply with the legal and regulatory requirements at both global and local levels and seek to be transparent at all times in the way we do business. We believe in open and candid communications with our customers and partners that build trust and ensure success. Our products are manufactured in-house with a consistency of quality and materials, so they can be trusted to deliver as promised. We continually innovate new technologies to ensure and preserve the integrity of the surveillance they provide.

1.1 Logos

IDIS Logo should comprise logo mark and logo type.

Logo Mark	**LogoType**
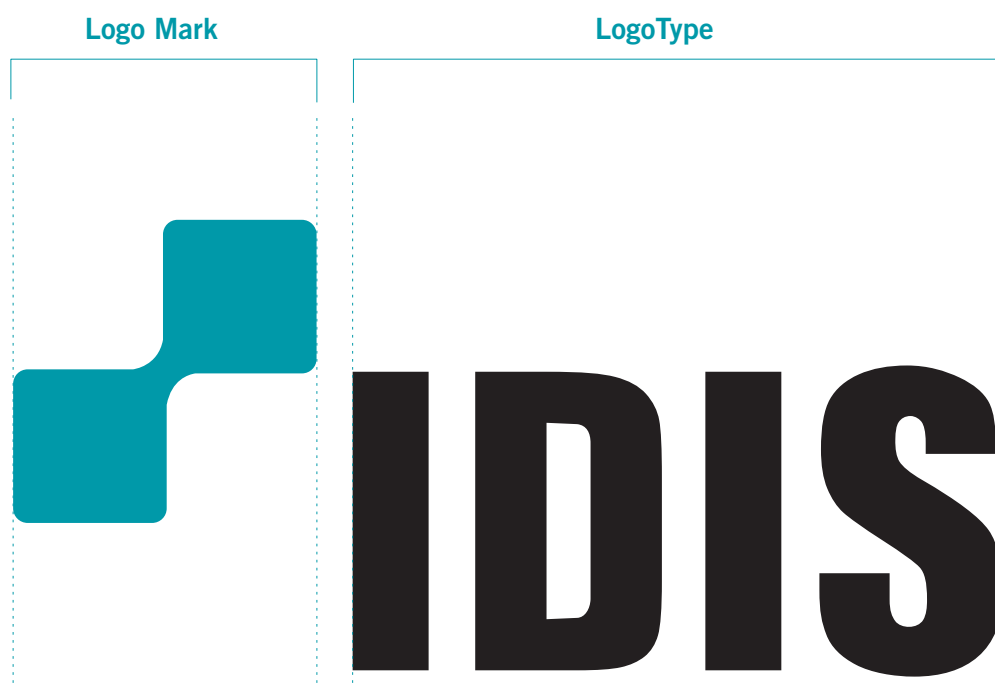
IDIS Holdings as industrial multimedia group has 3 core divisions: Video Surveillance, Industrial Display and Industrial Card Printer.
The Group employs over 800 personnel and had a Gross Turnover of $500m in 2012, forecast to become $1B by 2017.
The Group's core aims are to expand its divisional business operations,
to drive a synergy as a whole between divisions and to maximize benefit derived from products and services offered to the industry.
The Group is committed to a policy of growth and sustainability.

1.1 Logos

1.1.1 Overseas

The fundamental

The applicative

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1.1 Logos

1.1.2 Domestic

The fundamental

The applicative

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1.1 Logos

1.1.3 International

The fundamental form

IDIS AMERICA

IDIS EUROPE

IDIS MIDDLE EAST

IDIS BENELUX

1.2 Using the Logo

1.2.1 Sizing the Logo

The clearspace should always be respected when sizing the logo.

Original Size

IDIS   15mm

- 15mm Height
- Format A4 (297x210)

Minimum Size

IDIS   10mm

- 10mm Height
- Format Business Card (90x50)

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1.2 Using the Logo

1.2.2 Logo Background

IDIS Logo mark should be displayed in Turkey Green(PMS320C) with Black Logotype on a white background.
The black and white version is usually used in communication. (e.g. Fax)
IDIS Logo is applicable in two design variations, either on white or black.

The fundamental form

The applicative form

IDIS	IDIS	IDIS	IDIS	IDIS	IDIS	IDIS
0%	10%2	0%	30%	40%	50%	60%

IDIS	IDIS	IDIS	IDIS
70%	80%	90%1	00%
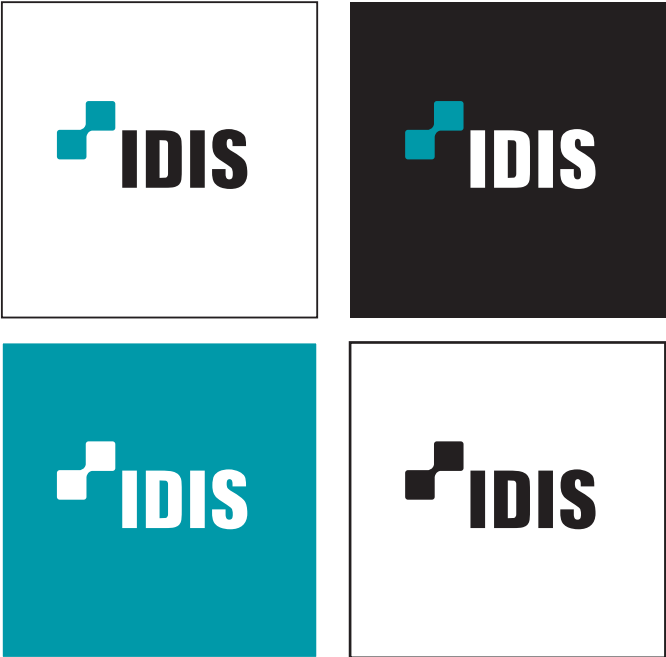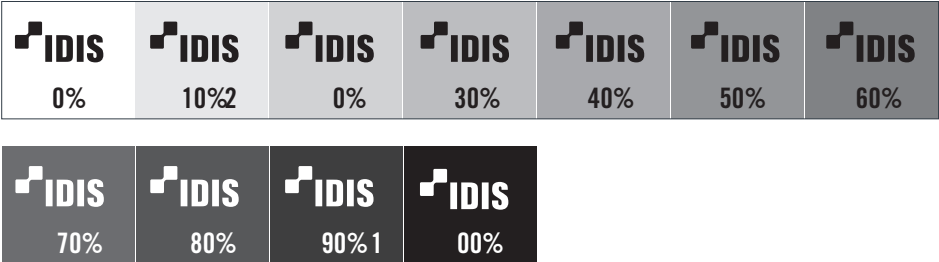
Correct Backgrounds for Black and White Logos.

1.2 Using the Logo

1.2.3 Clearspace

To ensure stand-out, please don't place any type or graphics within the defined clearspace.
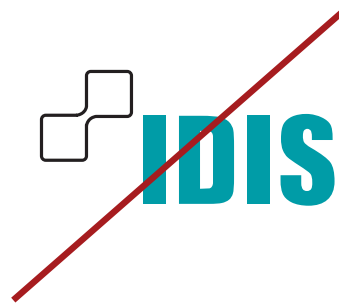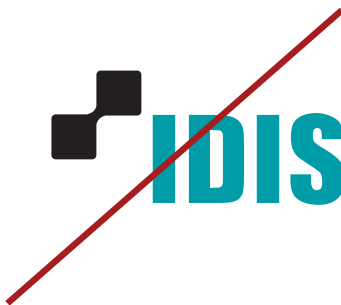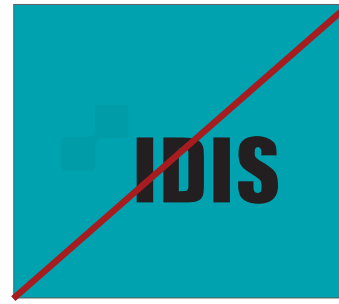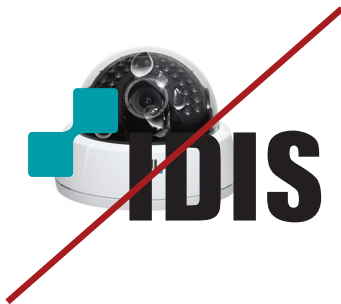
1.2 Using the Logo

1.2.4 What You Should Avoid

Please don't :

- Change the proportions of the elements
- Distort the logo
- Attempt to recreate the logo
- Change the logo colour
- Place the logo on an angle
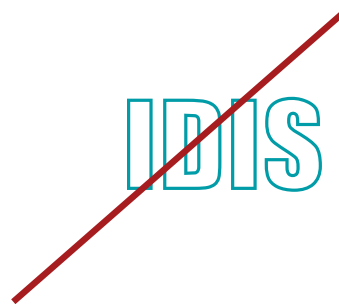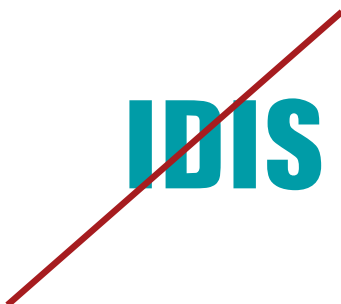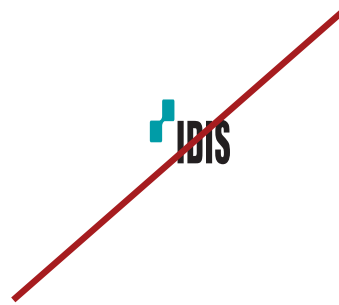
1.3 Typeface

Only Trade Gothic Font is allowed to use. But in technically inapplicable situation, it can be replaced by Arial Font.
All body text of advertising material should be written in Trade Gothic Font.
In case of using for web, allowed to use to sub typeface 'Archivo Narrow'.

Trade Gothic

Trade Gothic LT Std Light

ABC
abc
123

Trade Gothic LT Std Regular

ABC
abc
123

Trade Gothic LT Std Bold

**ABC
abc
123**

Trade Gothic LT Std Extended

ABC
abc
123

Trade Gothic LT Std Bold Extended

**ABC
abc
123**

Arial

Arial Regular

ABC
abc
123

Arial Bold

**ABC
abc
123**

Arial Italic

*ABC
abc
123*

Archivo Narrow

Archivo Narrow Regular

ABC
abc
123

Archivo Narrow Bold

**ABC
abc
123**

Archivo Narrow Bold Italic

***ABC
abc
123***
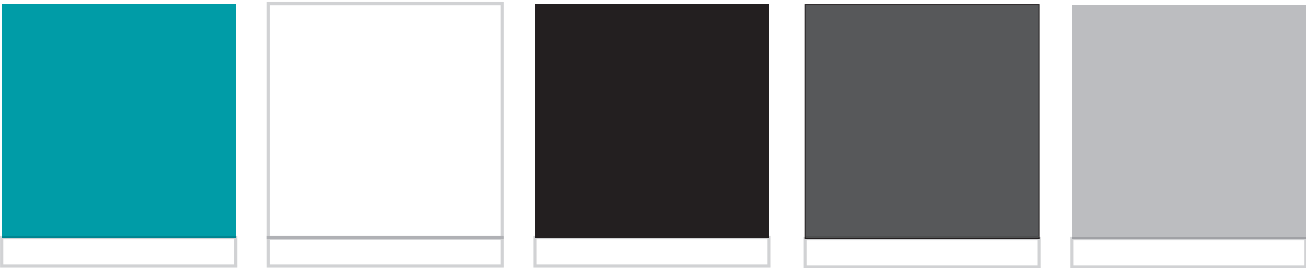
1.4 Color

1.4.1 Main Color Swatch

The corporate color is an integral part of the visual identity.
The colors as mentioned must be used at all times and applied correctly for visual continuity.

IDIS GREEN

CMYK 100.0.31.7
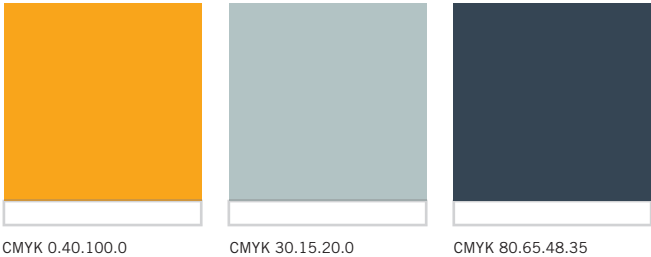Pantone 320C
RGB 0.153.176

CMYK 0.0.0.0.
Pantone White
RGB 255.255.255

CMYK 0.0.0.100
Pantone Black
RGB #000000

CMYK 0.0.0.80
Pantone Cool Grey 8
RGB 109.110.113

CMYK 0.0.0.40
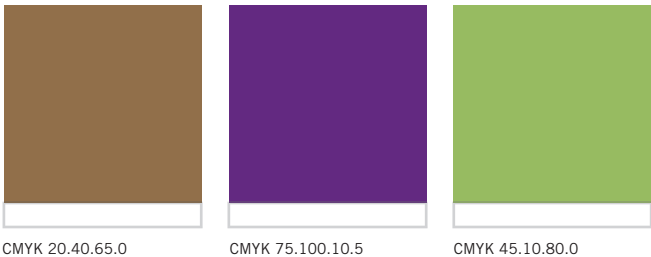Pantone Cool Grey 5
RGB 201.202.202

1.4.2 Sub Color Swatch

CMYK 0.40.100.0

CMYK 30.15.20.0

CMYK 80.65.48.35

CMYK 20.40.65.0

CMYK 75.100.10.5

CMYK 45.10.80.0

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1.5 Brand Identity

1.5.1 Solution

Direct IP®

Direct CX®

Direct View

1.5.2 Software

IDIS SOLUTION SUITE®

IDIS MOBILE

IDIS CENTER

IDIS VA in the Box™

IDIS WEB

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IDIS Slingshot

IDIS Rubberband

IDIS F E N ™

IDIS iBank ™

IDIS Smart Failover

IDIS Intelligent Codec

IDIS Chained Fingerprint ™

IDIS LightMaster ™

IDIS ANPR

IDIS LPR

IDIS BIM

IDIS DirectShare
for Multi-monitoring

IDIS SMART UX CONTROLS v2.0

IDIS Critical *Failover*

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