



Brand *system* quick guide



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BAS-IP Company

Dear friends and partners, use reliable information about BAS-IP.



About us

BAS-IP is the international technology company.

Since 2008, international company, BAS-IP Ltd, has been working on the development of interphone systems, based on IP video monitoring technologies and IP telephony.

Today, it represents the most innovative solutions on the market – IP intercom systems.

Focused on the development and manufacture of IP intercom products, access control and communications.

The product portfolio of BAS-IP includes Video & Audio door entry intercoms, mobile APPs for intercom, Mobile access credentials, and IP public address systems.

The portfolio of software products consists of software platforms for building control system management, applications for apartment owners, and API for integration.





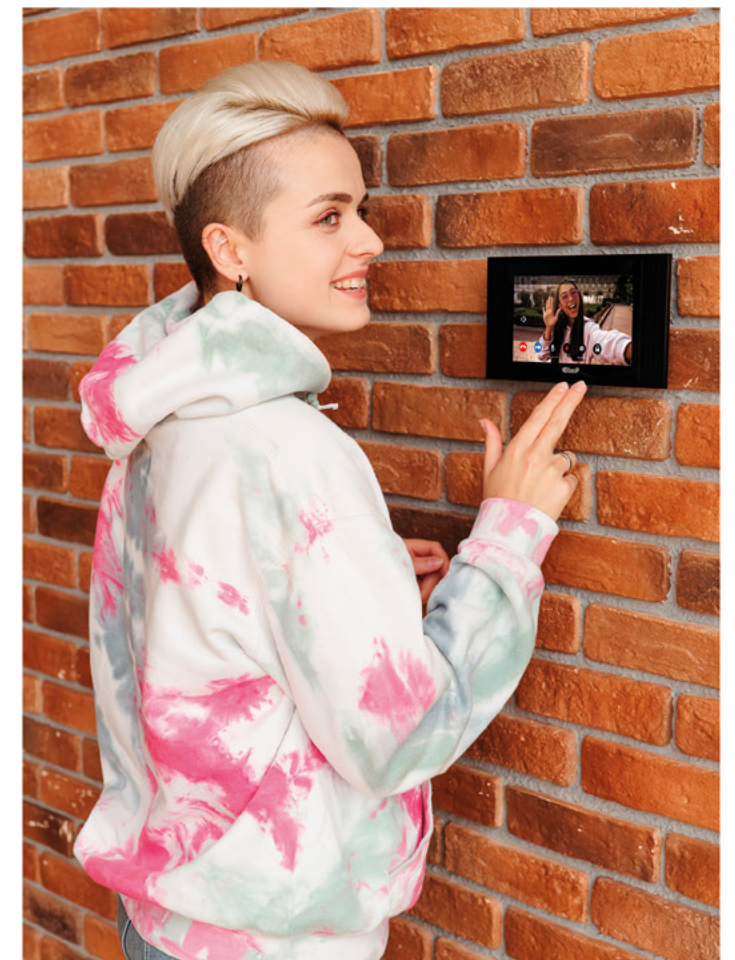
Possibilities

BAS-IP offers you almost unlimited possibilities in choosing and building your IP video intercom system.

We are a highly specialised company that extends the model range, software, and functionality within one product group without spreading out into related markets.

BAS-IP – is a fairly new brand of intercom that can provide not only the basic tasks of receiving calls from the panel and opening the lock but also many new features that will greatly simplify your life.

All our intercom devices transmit data digitally using local networks or the Internet, which greatly improves quality and speeds up their work.





Connect all systems in one device

BAS-IP constantly cooperates with the world's leading manufacturers of software and hardware in the field of access control systems, security, and information technology.

Integrations allow to expand the range of possibilities and control different access control and smart home automation systems through one device.

We are always working on new solutions and want to bring the best-in-class service to our customers worldwide.





Use with responsibility

We have the same goal but may have different communications and strategies.

Therefore, all domains, social media accounts, and trademarks must be different from ours.

In order not to mislead customers when communicating, please do not use materials that could give the impression that you are the manufacturer of BAS-IP products.



Please, do not use the brand name BAS-IP:

- in your company name
- in the names of your products
- in social media account handles or names
- in domain or subdomain site names

Important!

Need to display BAS-IP partner status clearly and prominently on your brand website, in marketing or typographic materials, and other communication channels.

A few examples:

Company names



BAS-IP SECURITY GROUP
BAS-IP ASIA CONCEPT



SECURITY GROUP
ASIA CONCEPT

Domain names

To avoid confusing customers, do not use domain and subdomain names that contain the names of BAS-IP and/or its products, or similar names. If you need to use «bas-ip» in the URL, you must make it part of the URL path.



yourcompany-basip.com
bas-ip.company.com



yourcompany.com/bas-ip/



Brand logos and their use

Brand name: BAS-IP

Brand name in texts: BAS-IP

Important!

Do not write the brand name from the logo: «basIP»

Download



Main Logo

The easiest way to visually identify our company is with a basic logo. All information should have a logo; our information should also be identified as coming from you and us!

Clear space

For the integrity of the logo, it is important that no other logos, graphics, or fonts disturb its space. The minimum clear space around the logo is 1/2 the height of the logo.

Monochrome logo on coloured space

The logo must be in white on a coloured background. The minimum free space around the logo is 1/2 the height of the logo.

Using the smallest size

The minimum size of the main logo that can be used for printing is 0.4 inches (10 mm) in height.

For digital applications, the minimum size is 45 pixels high.

Important!

Do not attempt to redraw or recreate any element of the logo separately. Use approved digital files.

✓ Clear space



✓ Monochrome logo on coloured space



✓ Minimal size





Partner logos

When placing partner logos, we prefer them to be the same height as the main logo.

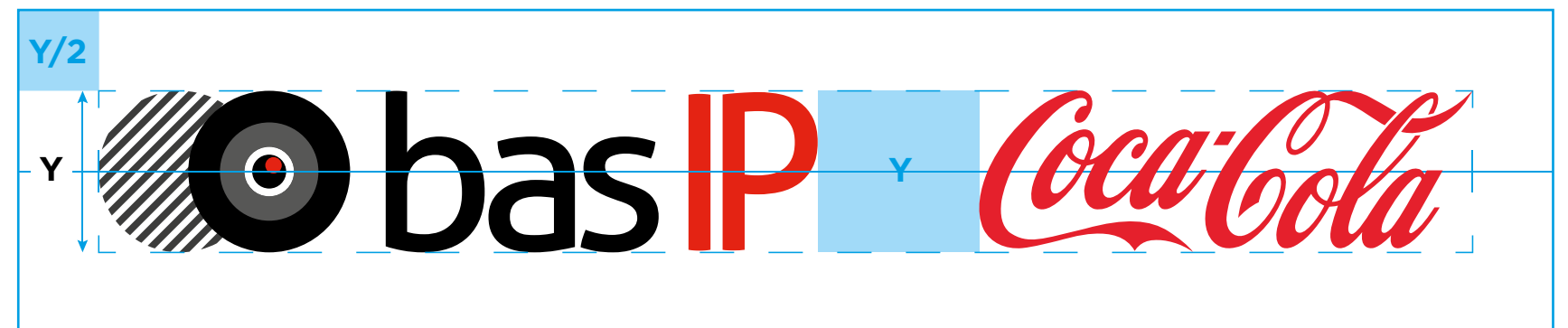
The minimum free space around the logo is 1/2 the height of the logo.

The distance between the logos should be equal to the height of the logo.

Also, we prefer that our partner logos always be centre aligned.

Always consult with your partner company for alternative logo recommendations, minimum size, etc.

✓ Logo placement





Inhibitions and mistakes

To ensure the most concise and consistent placement of the company logo throughout the area, we have defined several placement bans.



- ✗ Do not separate the logo icon from the text. They should always be a whole.



- ✗ Use only a monochrome white logo on coloured backgrounds



- ✗ Use approved logo colours



- ✗ Do not skew, rotate, twist, or stretch the logo



- ✗ Avoid stylizing the logo with outlines, glow, and other techniques as much as possible



- ✗ Follow the distance guidelines for partner logos



Colour solutions

Download



Colour scheme

The brand has two colour schemes: basic and complementary.

Our main brand colours are rich red and accentuating black or white.

They are used to ensure accessibility, simplicity, and consistency in all brand communications.

Important!

To accentuate the basic colour scheme, complementary colours contain shades of the primary colours and, only for complex layouts, bright colours create strong emotional layouts.

This allows uniformly shaped objects to be visually separated and makes it easier to read information or use a complex interface.



BAS-IP BLACK CMYK 0 0 0 100 RGB 29 29 27	 CMYK 0 0 0 90 RGB 60 60 59	 CMYK 0 0 0 80 RGB 87 87 86	 CMYK 0 0 0 60 RGB 135 135 135	 CMYK 0 0 0 40 RGB 178 178 178	 CMYK 0 0 0 20 RGB 218 218 218
BAS-IP RED CMYK 0 95 100 0 RGB 228 35 19	BAS-IP WHITE CMYK 0 0 0 0 RGB 256 256 256	BAS-IP GREY CMYK 0 0 0 50 RGB 157 157 156			

Complementary colour scheme

(only for complex layouts)

BAS-IP
U2B Gradient

BAS-IP
Mojito Gradient

BAS-IP
Coral Gradient

BAS-IP
Vice City Gradient

BAS-IP
FireWatch Gradient

BAS-IP
Insta Gradient



Fonts and their usage

Download



Fonts used

Gotham Pro Family is a key element of our brand. It works to maintain consistency, create clarity, and provide brand value as a global product in intercom solutions.

To make the text play, combine large font with small, and thin with bold. Build a hierarchy of relationships between major and minor parts of the message.

The **Gotham Pro Family** font has several fonts: **Thin**, **Light**, **Regular**, **Medium**, and **Black**. This is enough to build the right hierarchy of information.

For preprints and web resources, alternative fonts can be used if **Gotham Pro Family** is not available: **Montserrat Family** and **Nunito Family**.

Several hierarchy combinations

Trio

Title, sub-title and main text.

AT-10

Videodomon with
a juicy character

The indoor station has a stylish aluminium housing.
The modern design makes it easy to integrate into
any interior.

Title

Thickness: Medium

Sub-title

Thickness: Light

Size: 2/3 title size

Main text

Thickness: Regular

Size: 1/2 sub-title size

Duo

Title and main text.

**Videodomon with
a juicy character**

The indoor station has a stylish aluminium housing.
The modern design makes it easy to integrate into
any interior.

Title

Thickness: Medium

Main text

Thickness: Regular

Size: 1/2 title size

Aa

Latin	A B C D E F G H I J K L M N O P Q R S T I J U W V X Y Z a b c d e f g h i j k l m n o p q r s t i j u w v x y z
Numbering	1 2 3 4 5 6 7 8 9 0 . , ; & ! ? / + =

Aa

Latin	A B C D E F G H I J K L M N O P Q R S T I J U W V X Y Z a b c d e f g h i j k l m n o p q r s t i j u w v x y z
Numbering	1 2 3 4 5 6 7 8 9 0 . , ; & ! ? / + =

Aa

Latin	A B C D E F G H I J K L M N O P Q R S T I J U W V X Y Z a b c d e f g h i j k l m n o p q r s t i j u w v x y z
Numbering	1 2 3 4 5 6 7 8 9 0 . , ; & ! ? / + =

Aa

Latin	A B C D E F G H I J K L M N O P Q R S T I J U W V X Y Z a b c d e f g h i j k l m n o p q r s t i j u w v x y z
Numbering	1 2 3 4 5 6 7 8 9 0 . , ; & ! ? / + =

Montserrat Family

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,;:&!/?/+ =

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,;:&!/?/+ =

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,;:&!/?/+ =

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,;:&!/?/+ =

Nunito Family

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,;:&!/?/+ =

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,;:&!/?/+ =

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,;:&!/?/+ =

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890.,;:&!/?/+ =



Icon examples

Download



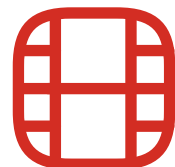
API



Calling the lift



Camera angle



Camera resolution



Concierge calling



Multi-factor authentication



Guest access



IK code



Access with licence plate



Link soft



Link App



Person authentication



Phone book



PoE



Protection class



Screen resolution



UKEY Support



UKEY App



Working temperatures



3-party Apps



DND Mode



Emergency alert



Different orientation



IPS screen



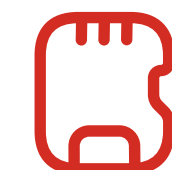
MP3 support



Operating system



Quick installation



SD card



3 Years guarantee



Intercom App



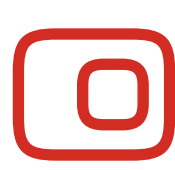
Wide apartment



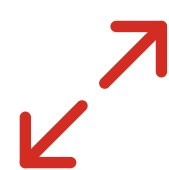
Fault alert



Flush mounting



Side wire connection



Thickness 5mm



Wall mounition



Round niche



Rectangle niches



Square niches



LAN connection

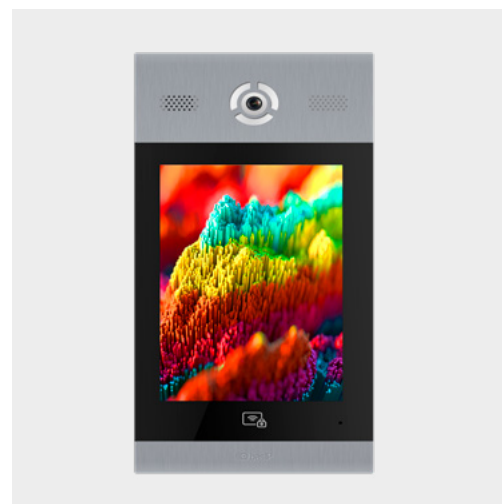


Pictures of devices

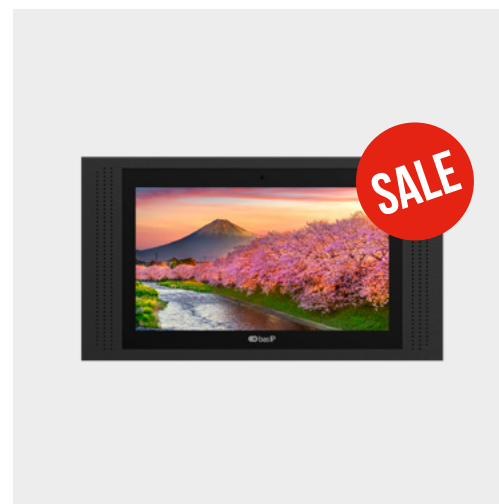
How to use?

All devices should be placed on a plain white, black, or light grey background.

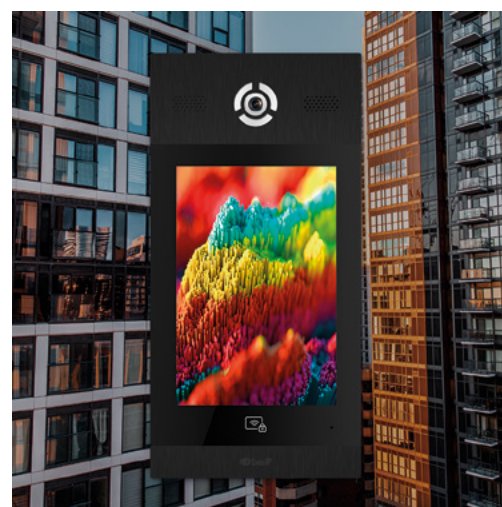
Important!



✗ Don't change shape



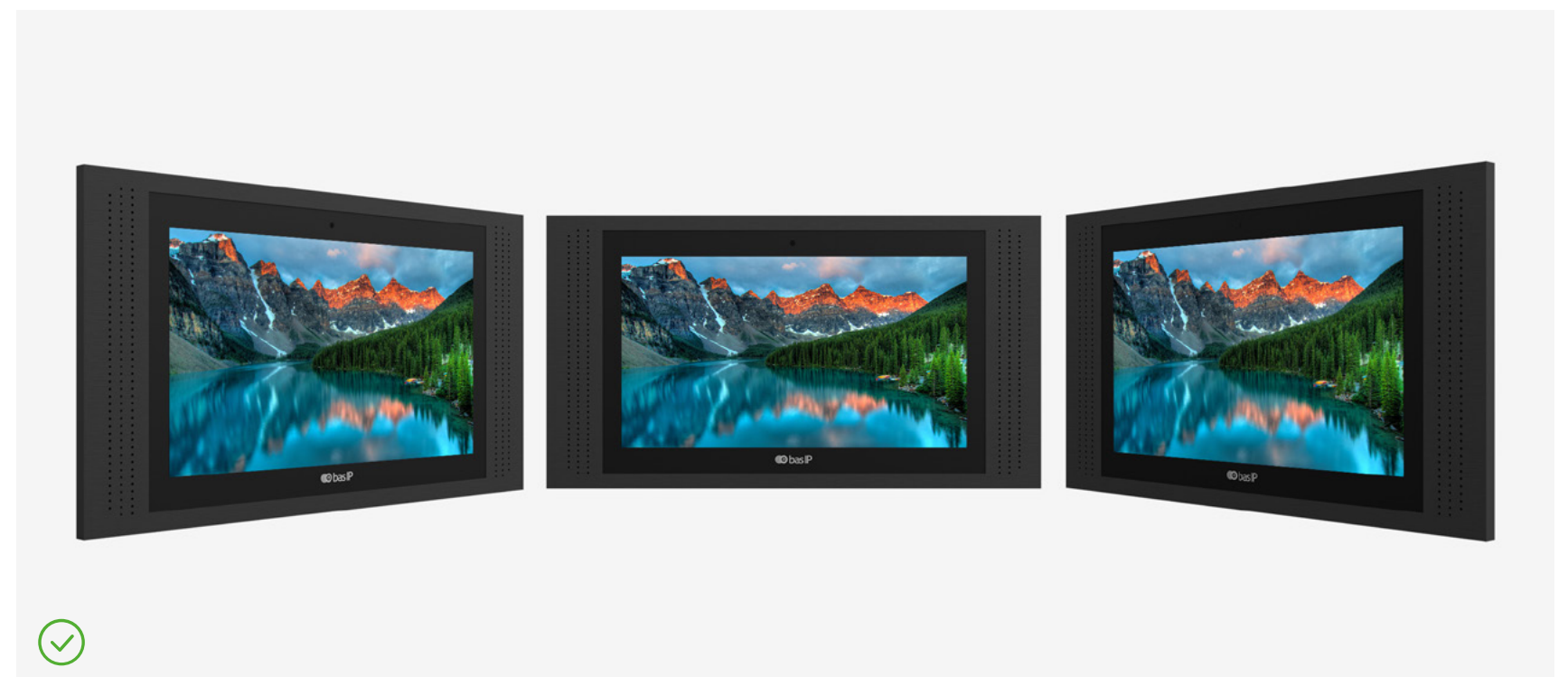
✗ Without objects on device



✗ Do not place over the photo



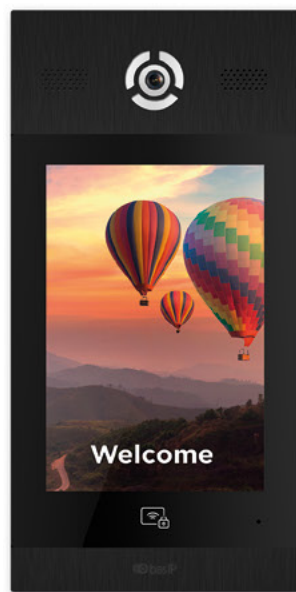
✗ Follow the proportions



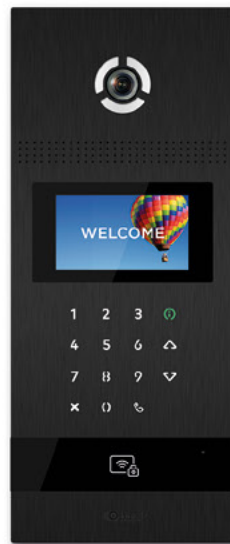


Proportion of devices

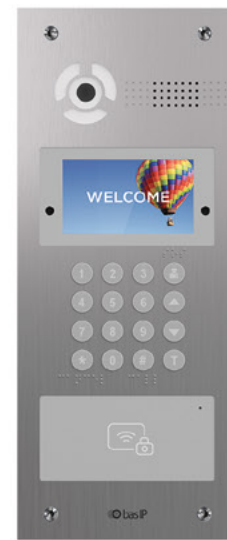
Panels proportion



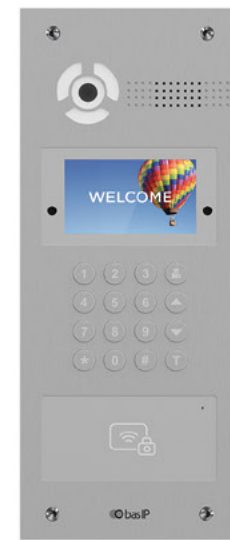
AA-14FB



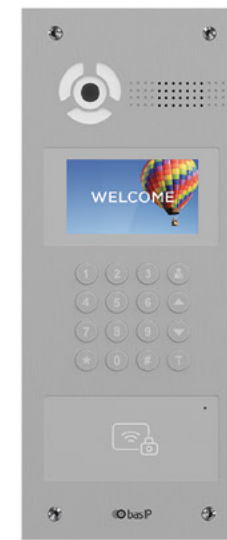
AA-12FB



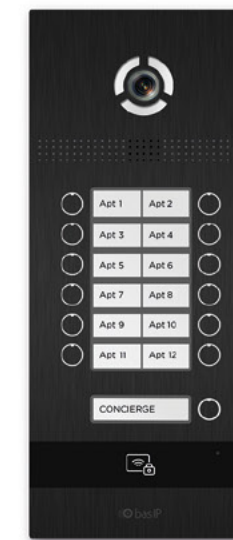
AA-07FB SS



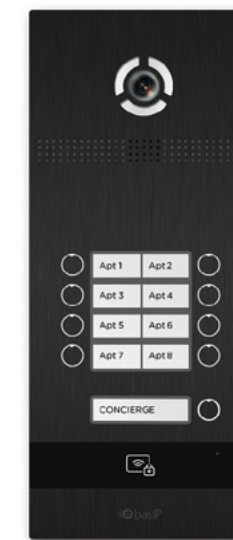
AA-07FB / 07FBC



AA-07BD



BI-12FB



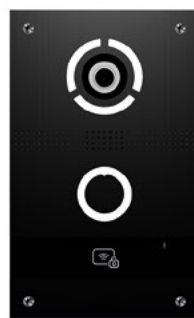
BI-08FB



BI-04FB



BI-02FB



AV-08FBL



AV-05FD / SD



AV-04FD / SD



AV-03D

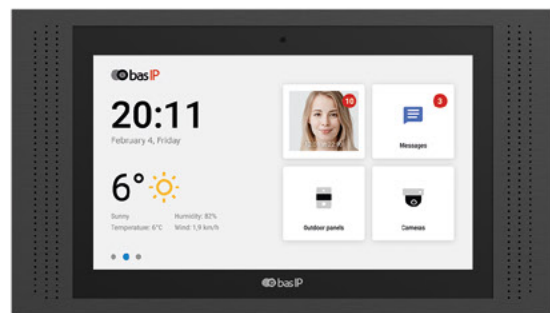


AV-03BD

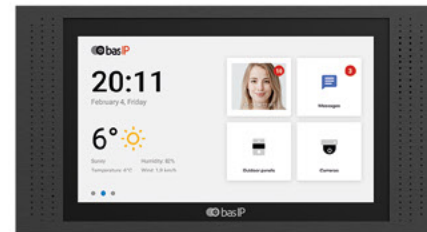


AV-04AFD

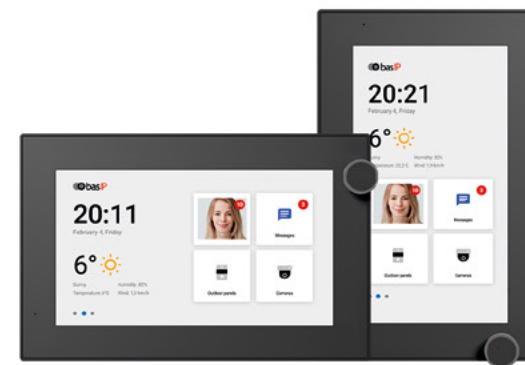
Monitors and indoor entry phone proportion



AT-10



AT-07L



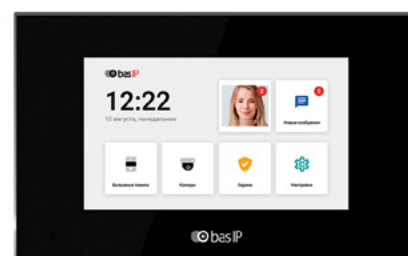
AZ-07L



AZ-07LL



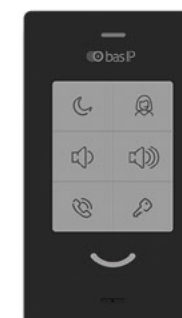
AQ-07LW



AQ-07LL



AU-04LA



SP-03



AM-02

Other products proportion



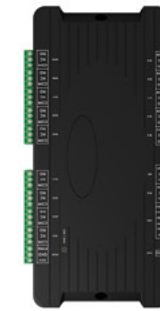
Touchless buttons
SH-47T / SH-45TE / SH-46T



Exit button
SH-45T



Network reader
CR-02BD



Lift controller
EVRC-IP



2-wire accessories
SW-01 / SW-02 / SW-08 / SW-10



UPS-DP/F



Temperature module
SH-31TM



Two locks module
SH-42



MIFARE® Keychains
SH-02M4



Design components for flyers,
banners, etc.

Design Build

Partners can independently assemble their own layouts. To do this, you need to combine «design elements» to convey the essence of the product.

Design elements are the parts from which we create the design and layout as a whole. We have collected some examples.

This extensive layout structure allows you to maximize the potential of the product and emphasize its design.

Co-branding

YOUR LOGO | 



Thematic picture

Model

AA-14FB

Type

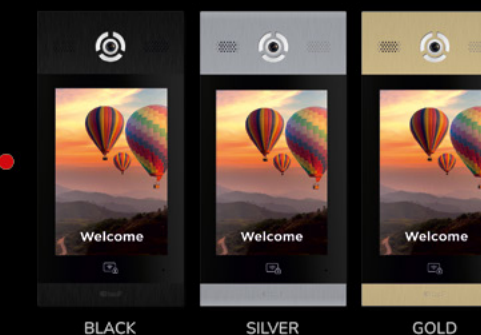
ENTRANCE PANEL

















Multi-apartment entrance panels with 10" TFT screen with backlight and heated under plate, with face recognition and support of mobile access BAS-IP UKEY. The panel has a unique feature — face recognition. This identifying technology is integrated into the BAS-IP panels and uses the camera of the outdoor panel and infrared sensors for its operation.

Description

Once the tenants & common visitors are identified, the entrance panel can automatically unlock and voice an important message or useful information about the residential complex.

Product picture



- | | |
|---|--|
|  10" touch screen |  Protection class IP65 |
|  Automatic face recognition |  Working temperature -40 – +65 °C |
|  Camera resolution 2.0 MP |  Individual menu design |
|  UKEY mobile access |  Remote add faces |
|  Phone book |  Fault alert |
|  Concierge calling |  Automatic configuration |
|  Calling the lift to the floor |  Log all events |
|  Flexible system setup |  Open API |

Main features

Modes

To make the layouts closer to the partner's brand color scheme, we provide the ability to change the background color in the layouts.

If necessary, you can use different background colors, but be sure to use dark or light ones from the BAS-IP color scheme.

Dark theme

YOUR LOGO | 



AT-10

IP INDOOR VIDEO ENTRY PHONE

10" IP indoor video entry phone with IPS screen, Wi-Fi, resolution 1280x800 and the ability to connect alarm sensors.

The indoor video entry phone works on the Android 6.0 operating system. It comes in 3 color variations: White, Gold, Black and has two installation options: wall mount and flush mount, using a special bracket.



BLACK



WHITE





GOLD

-  10" IPS LCD touch screen
-  Android OS
-  Lift call
-  Concierge call
-  Downloading custom MP3 ringtones
-  High definition video support

-  Quad splitter
-  Slot for SD card
-  Ability to install third-party apps
-  Third-party widget support
-  Software update via Ethernet
-  Wall and flush mounting installation

Light theme

YOUR LOGO | 

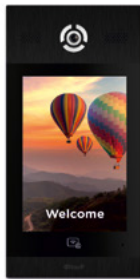


AA-14FB


ENTRANCE PANEL

Multi-apartment entrance panels with 10" TFT screen with backlight and heated under plate, with face recognition and support of mobile access BAS-IP UKEY. The panel has a unique feature — face recognition. This identifying technology is integrated into the BAS-IP panels and uses the camera of the outdoor panel and infrared sensors for its operation.


Once the tenants & common visitors are identified, the entrance panel can automatically unlock and voice an important message or useful information about the residential complex.











BLACK











SILVER



GOLD

-  10" touch screen
-  Automatic face recognition
-  Camera resolution 2.0 MP
-  UKEY mobile access
-  Phone book
-  Concierge calling
-  Calling the lift to the floor
-  Flexible system setup

-  Protection class IP65
-  Working temperature -40 – +65 °C
-  Individual menu design
-  Remote add faces
-  Fault alert
-  Automatic configuration
-  Log all events
-  Open API



Different variations

It is possible to make leaflets and banners in different shape, size and orientation. Based on this, the different design elements mentioned above can be used in the layout.

Somewhere there is a logo, picture, icons and description, in the other version there is only a logo, picture and description.

Important!

Logo and picture are essential elements of any layout.

YOUR LOGO |

AA-12FB

ENTRANCE PANEL

BAS-IP AA-12FB is a multi-apartment entrance panel with face recognition and support for mobile access **BAS-IP UKEY**. Its modern design and the incorporation of highly useful features make it an ideal solution for residential complexes and cottage settlements.

The unique feature of this panel is the fact that all its buttons are piezoelectric. BAS-IP AA-12FB is available in silver, gold, and black.

BLACK

GOLD

SILVER

YOUR LOGO |

AA-14FB

ENTRANCE PANEL

10" touch screen
 Protection class IP65

Automatic face recognition
 Working temperature -40 – +65 °C

Camera resolution 2.0 MP
 Individual menu design

BLACK

SILVER

GOLD

YOUR LOGO |

BI-02FB BLACK

BI-04FB GOLD

BI-08FB SILVER

BI-12FB BLACK

Automatic face recognition
 Camera resolution 2.0 MP
 Keypad; backlight mechanical buttons
 UKEY mobile access

YOUR LOGO |

BLACK

WHITE

AT-07L

IP INDOOR VIDEO ENTRY PHONE

7" IPS LCD touch screen
 Quad splitter

Android OS
 Slot for SD card

Lift call
 Ability to install third-party apps

GOLD



Corporate products

Partners can browse and order corporate products or make their own using our mock-ups.



T-shirts



Polo shirts



Hoodies





Printed matters

Partners can browse and order all types of typographic products or make their own using our mock-ups.



Visit cards

We use the standard business card size — 85 x 55 mm.



Catalog



Banners





Background for conferences

Download





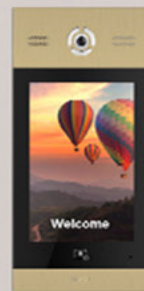
Exhibition stands

Exhibition stands can be ordered from our catalogue. Partners can also make them independently using layouts.





bas IP **HIGHTECH4**
SMART HOMES FOR EVERYONE
/ Multi-apartment solution



AA-14FB
GOLD



AA-12FB
SILVER



AT-10
BLACK

bas IP **HIGHTECH4**
SMART HOMES FOR EVERYONE
/ Multi-button solution



BI-04FB
BLACK



AA-07FB
SILVER



AA-07FB
STAINLESS STEEL



AQ-07LL
WHITE



SP-03
BLACK

IP intercom solutions

Multi-Tenant IP intercoms



Video intercoms for tenants

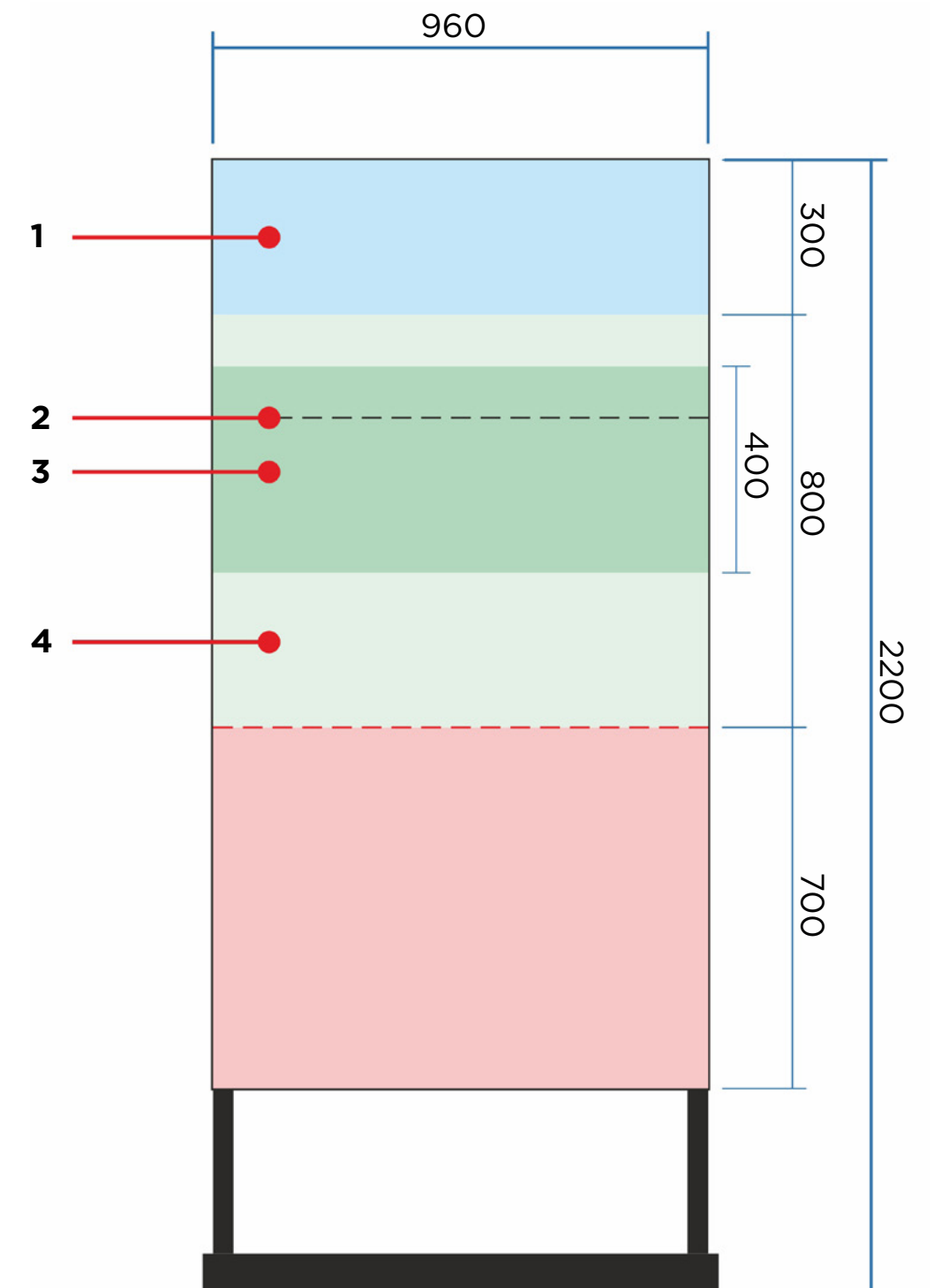
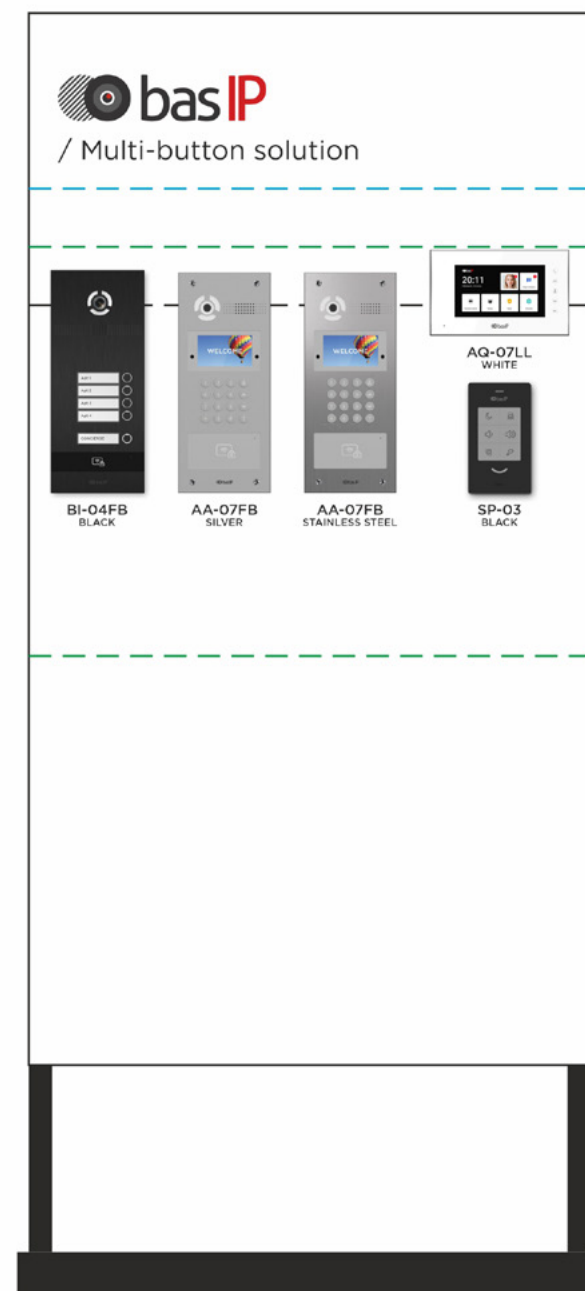


Software and APP's



Correct placement of equipment

- 1 - Place for logo and signature
- 2 - The line along which the cameras are located in entrance panels and the centre of the screen in the monitors (1.55 m).
- 3 - Area for entrance panels and monitors
- 4 - Area for accessories



Correct pictures on the stand wall and banners

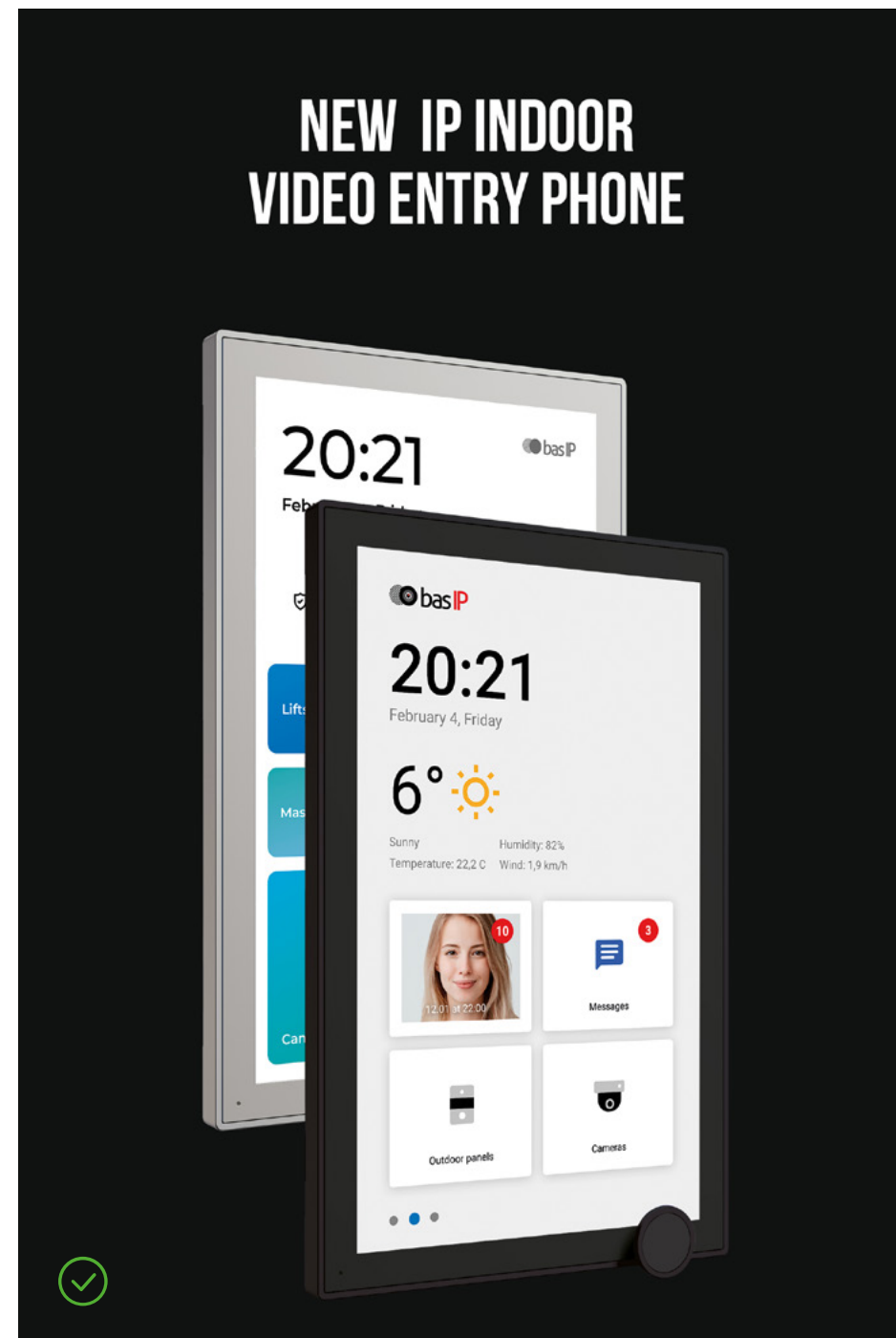
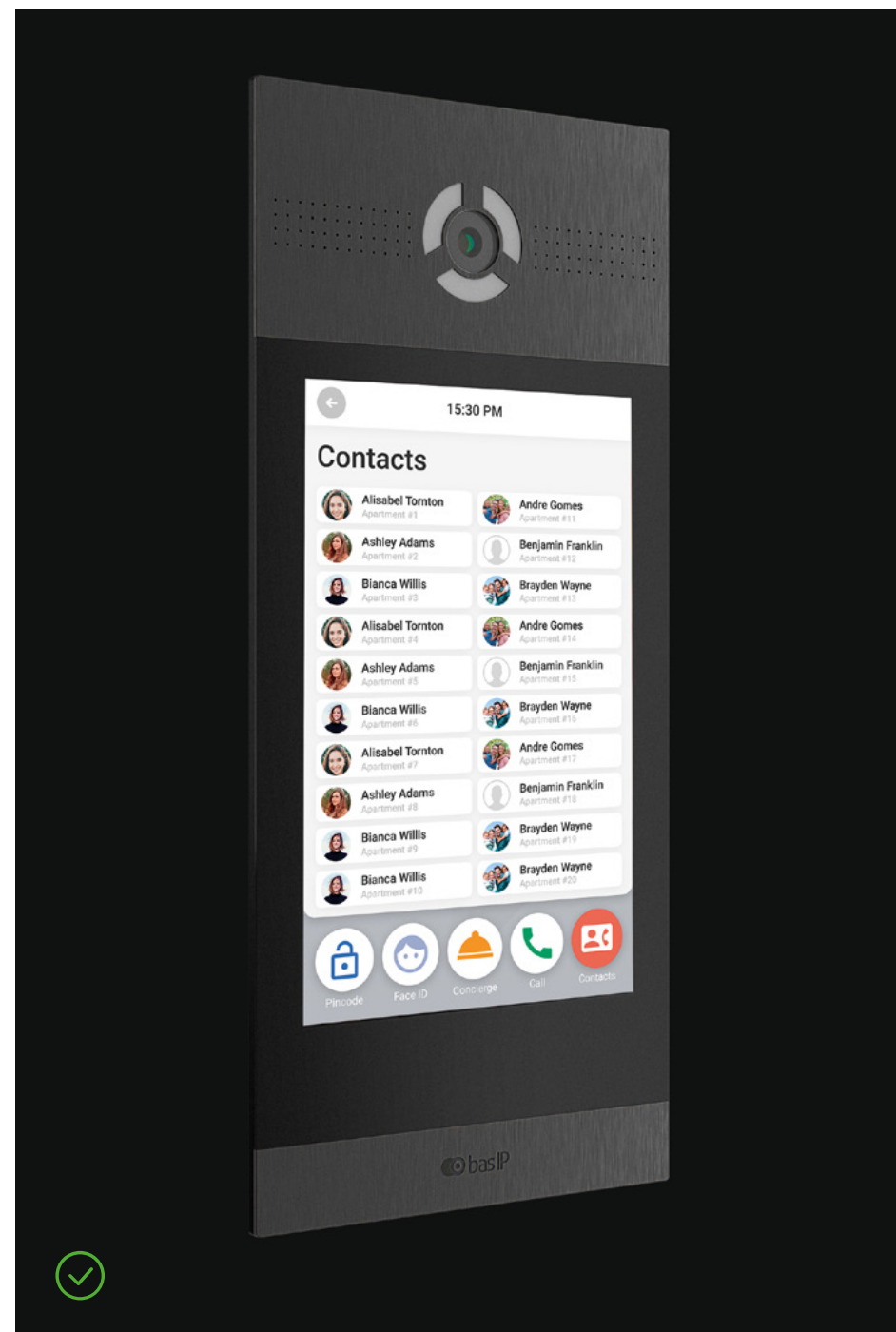


Table display stands



Links for all
resources

Logos

Colour solutions

Fonts

Advertising
photos

Icons set

Pictures

Background
for conferences

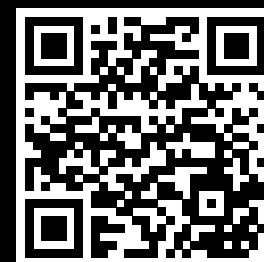
Videos



Thanks for your attention

We are always online

 YouTube



bas-ip.com