



TRASSIR BRANDBOOK

TRASSIR.COM
2021

TRASSIR trademark was created to bring high-tech video surveillance systems to the market. Now the brand distributes professional devices for video processing (cameras, servers, analytical modules) and software based on neural networks: for recognizing objects from video, counting them, etc. TRASSIR analytical modules are used to control and ensure access, perimeter track, enclose danger zones, and control the wearing of protective clothing. The main function of TRASSIR's products is to ensure the safety of customers and increase their business efficiency.

Important break-through technologies for Russia were developed and patented under the TRASSIR brand: an IP video server, the country's most powerful video recorders, and NVRs, flagship IP cameras ActiveCam.

The name TRASSIR was derived from the verb to trace. For the brand's founders, the most important part of the meaning is "to find the connection of events" This definition reflects the exact specifics of intelligent video analytics: to compare and interpret the received data. The name was also chosen because of the consonance with the name of the mythical character Lifthrasir. According to legend, he and his wife Lif survived the death of the whole world and gave rise to a new human race; like this one, TRASSIR is also launching a new generation of intelligent video surveillance systems.

TRASSIR is focused on an integrated approach and the creation of individually designed complex solutions. Therefore, special attention is paid to the compatibility of components: both devices and software. Security systems from TRASSIR are intelligent, fast, reliable, and easily scalable.



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1. BRAND IDENTITY

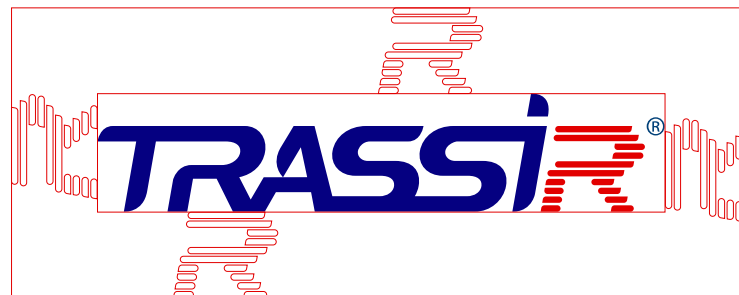
1.1 LOGO

SECURITY FIELD

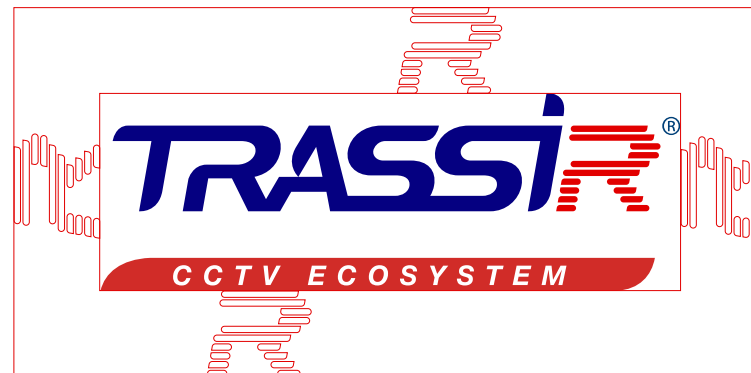
To ensure that the TRASSIR logo is readable and visible, you need to leave a free space around it - the security field.

The recommended size of the security field is given by the height of the letter "R" in the logo. At a distance equal to the height of the letter "R", there should not be any significant design elements or the edge of the document.

In rare cases where there is little space, you can use half of the letter "R".



Основная версия логотипа



Дополнительная версия логотипа

1.2 SCALING THE LOGO

LOGO DIMENSIONS

When choosing the size of the logo for the materials should take into account the following: in promotional materials and non-standard media the size and location of the logo may vary depending on the format and purpose of the material.

TABLE 1 shows the correspondence between the size of the logo and the print format to be used. The logo is used only in one of the specified sizes according to the overall dimensions of the communications being developed. To ensure that the logo is readable and prints without distortion, do not scale the main symbol to less than 5 mm (see illustration).

If it is necessary to use the symbols in exceptionally large communications, a proportional increase to the required size is possible.

These requirements apply to all versions of the logo.

TABLE 1

Trassir logo size table								
Layout format	A5	A4	A3	A2	A1	A0	3x6	3x12
Logo height, mm	12	17	24	35	50	70	297	594



To determine the correct height, always measure from the top to the bottom of the logo, as shown below



Minimum size of the main symbols

1.3 COLOR PALETTE

MAIN PALETTE

These color guidelines include basic methods of reproducing the color in which a logo and corporate identity can be presented.

The main palette includes four colors: two main colors used in the logo and two auxiliary colors to create a richer gradient palette.

Here are three gradient options for use in the corporate identity.

The angle of the gradient should be 45°. But in certain cases it can be changed.

MAIN COLORS



RGB: 5/0/129
 HEX: #050081
 CMYK: 100/100/7/26
 Pantone: 2738 C
 Oracal 065
 RAL 5002



RGB: 226/0/0
 HEX: #e20000
 CMYK: 0/100/100/0
 Pantone: 7739
 Oracal 016
 RAL 3020

SECONDARY COLORS



RGB: 15/0/226
 HEX: #0f00e2
 CMYK: 88/84/0/0
 Pantone: 2728 C
 Oracal 067
 RAL 5005



RGB: 2/0/80
 HEX: #020050
 CMYK: 84/82/24/51
 Pantone: 2766 CP
 Oracal 050
 RAL 5013

GRADIENT



#050081

#e20000



#0f00e2

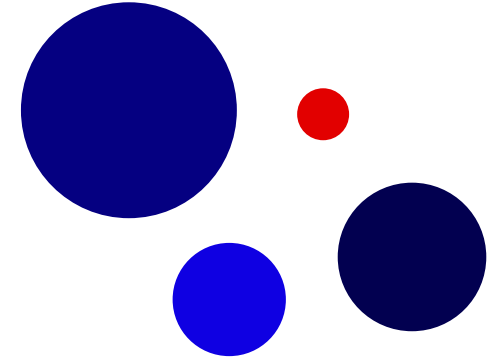
#e20000



#020050

#0f00e2

UTILIZATION RATIO COLORS IN RELATION TO EACH OTHER



1.3 COLOR PALETTE

ADDITIONAL PALETTE

Here are two additional colors and gradients with these colors. For possible use in certain areas of corporate identity.

Examples of using additional colors and gradients on promotional products are shown on page 33.

MAIN COLORS



RGB: 5/0/129
 HEX: #050081
 CMYK: 100/100/7/26
 Pantone: 2738 C
 Oracal 065
 RAL 5002

SECONDARY COLORS



RGB: 15/0/226
 HEX: #0f00e2
 CMYK: 88/84/0/0
 Pantone: 2728 C
 Oracal 067
 RAL 5005

ADDITIONAL COLORS



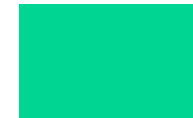
RGB: 0/237/237
 HEX: #00eded
 CMYK: 97/0/24/0
 Pantone: P 118-4 C
 Oracal 056
 RAL 6027



RGB: 226/0/0
 HEX: #e20000
 CMYK: 0/100/100/0
 Pantone: 7739
 Oracal 016
 RAL 3020



RGB: 2/0/80
 HEX: #020050
 CMYK: 84/82/24/51
 Pantone: 2766 CP
 Oracal 050
 RAL 5013



RGB: 0/214/145
 HEX: #00d691
 CMYK: 100/0/68/0
 Pantone: 326 CP
 Oracal 055
 RAL 6019

GRADIENT WITH ADDITIONAL COLORS



#020050

#00eded



#020050

#00d691



#0f00e2

#00eded



#0f00e2

#00d691

1.4 BLACK/WHITE LOGO

Use a Black/White application only when only one-color ink can be used or when the background does not allow the logo to display properly.

This application works the same for both the primary and secondary versions of the logo.



1.5 IMPERMISSIBLE USE

The examples on this page show how symbols should not be used. In order to maintain consistency and high recognizability of the TRASSIR logo, it is necessary to clearly monitor the correct use of the symbols.



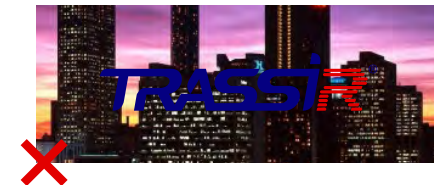
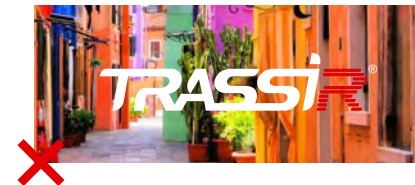
1.6 BACKGROUND

For the logo to be easily recognizable, you should use the appropriate background color.

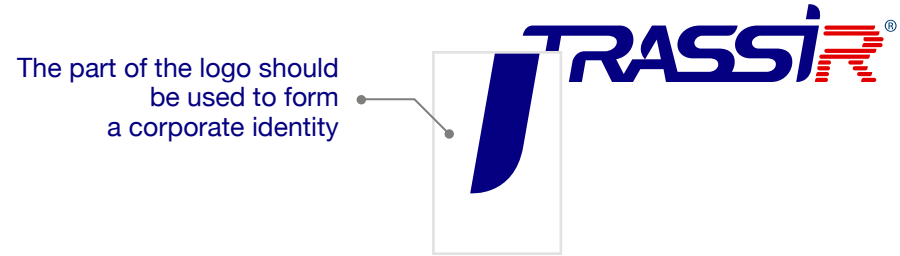
If an image is used as a background, the colors of the logo and background should be bright and contrasting enough for the logo to be clearly readable. The background colors should be clean and contrasting with the logo.



Here are examples of what kinds of backgrounds can not be used with the logo.



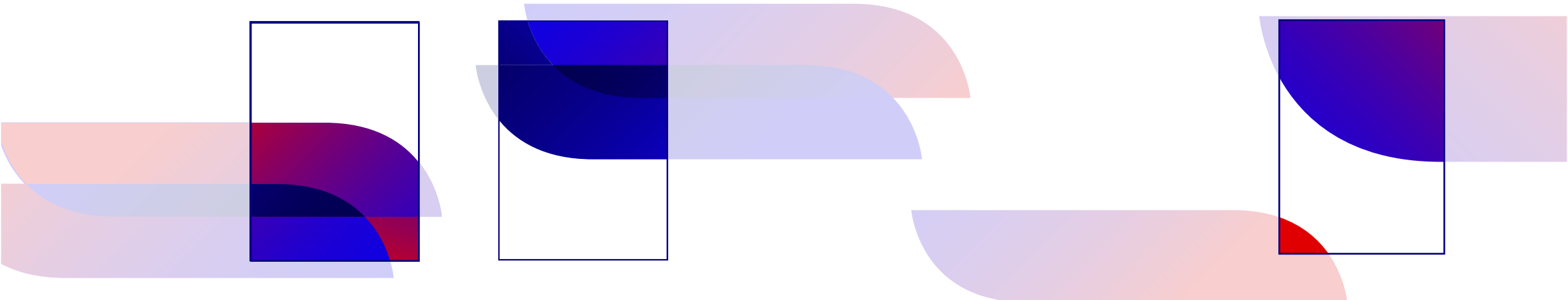
1.7 SHAPING



Applying the gradient



Options of arrangement the objects on the page



1.8 GRAPHIC ELEMENTS

Two basic graphic elements that apply to all printed products.

Examples of use on promotional materials and guidelines see section No. 4 Promotional materials.

GRAPHIC ELEMENT NO. 1

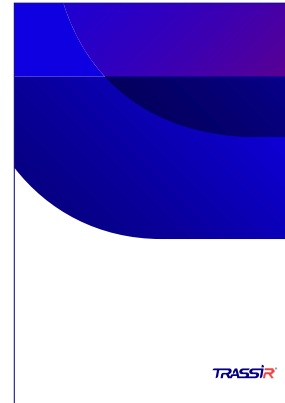
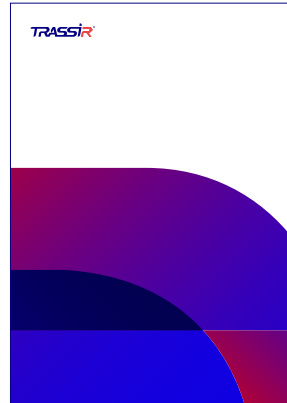


GRAPHIC ELEMENT NO. 2



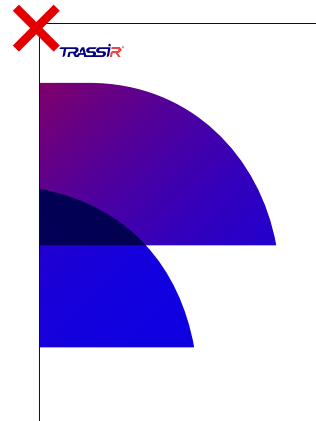
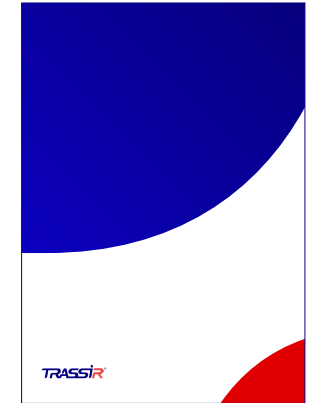
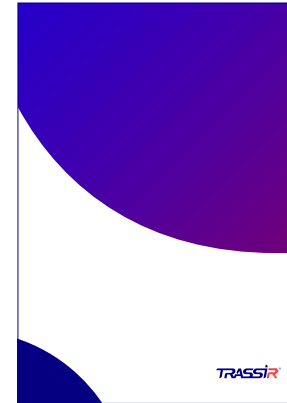
APPLICATION OF GRAPHIC ELEMENT NO. 2

CAN BE USED IN OTHER POSITION VARIANTS, THE GRADIENT APPLIES IN BOTH CASES

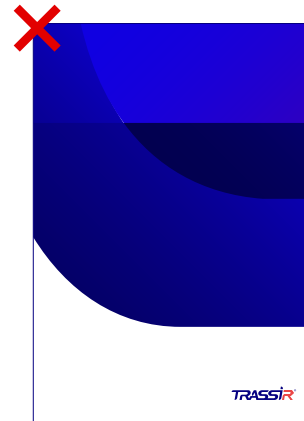


APPLICATION OF GRAPHIC ELEMENT NO. 1

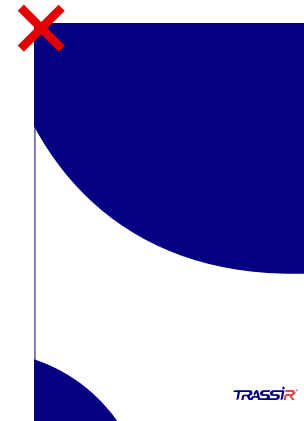
CAN BE USED IN OTHER POSITION VARIANTS, THE GRADIENT APPLIES IN BOTH CASES



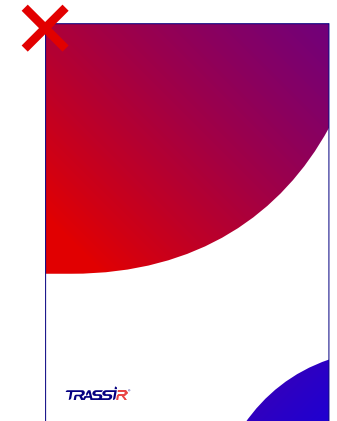
NO CHAOTIC USE OF ELEMENTS OTHER THAN THOSE MENTIONED ABOVE IS ALLOWED



THE SCALING OF ELEMENTS IS UNACCEPTABLE



DO NOT USE A SINGLE-COLOR SOLID FILL



DO NOT USE RED IN THE MAXIMUM PROPORTION

1.8 GRAPHIC ELEMENTS

ADDITIONAL COLORS

GRAPHIC ELEMENT NO. 1



GRAPHIC ELEMENT NO. 2



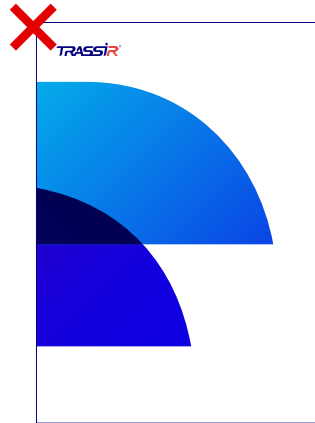
APPLICATION OF GRAPHIC ELEMENT NO. 2

CAN BE USED IN OTHER POSITION VARIANTS, THE GRADIENT APPLIES IN BOTH CASES X



APPLICATION OF GRAPHIC ELEMENT NO. 1

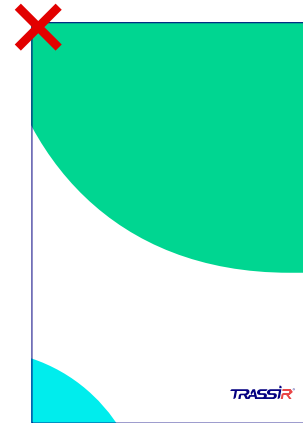
CAN BE USED IN OTHER POSITION VARIANTS, THE GRADIENT APPLIES IN BOTH CASES



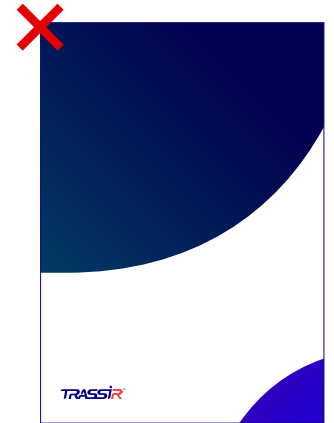
NO CHAOTIC USE OF ELEMENTS OTHER THAN THOSE MENTIONED ABOVE IS ALLOWED



THE SCALING OF ELEMENTS IS UNACCEPTABLE



DO NOT USE A SINGLE-COLOR SOLID FILL



DO NOT USE DARK BLUE IN THE MAXIMUM PROPORTION

1.9 CORPORATE TYPEFACE

Inter Bold. It is used for headings and messages typed in large type.

Inter Medium. The outlines are used for the subheading.

Inter Regular. The outlines are used for small text.

English layout

Inter Bold

Trassir: wide range of solution for various industries

Inter Medium

Trassir: wide range of solutions for various industries

Inter Regular

Children start school at the age of five, but there is some free nursery-school education before that age. The state nursery schools are not for all. They are for some families, for example for families with only one parent. In most areas there are private nursery schools. Parents who want their children to go to nursery school pay for their children under 5 years old to go to these private nursery schools.

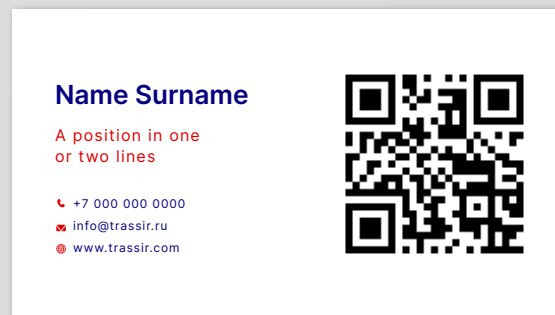
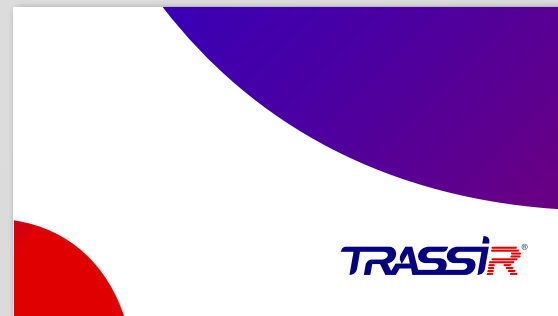
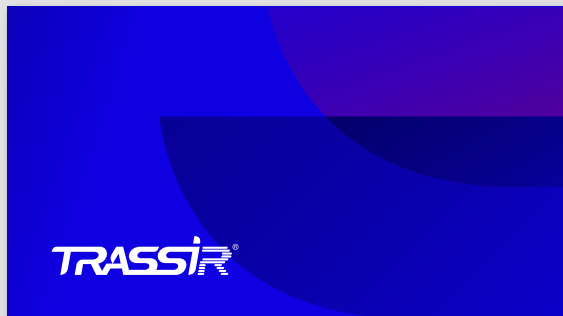
Children start school at the age of five, but there is some free nursery-school education before that age. The state nursery schools are not for all. They are for some families, for example for families with only one parent. In most areas there are private nursery schools. Parents who want their children to go to nursery school pay for their children under 5 years old to go to these private nursery schools.

2. CORPORATE DOCUMENTATION

2.1 BUSINESS CARD

Both can be used for a common corporate card

This option can be used for a personal business card



General version of reverse side
QR code set to go to website

Personalized version of reverse side
QR code is set to go to TRASSIR corporate website

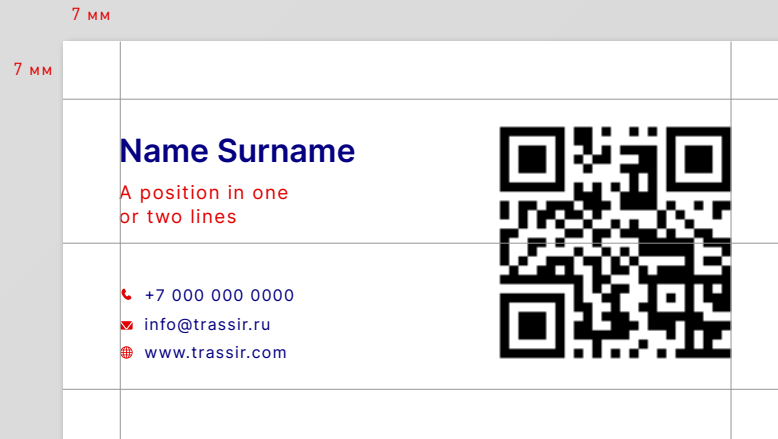
2.1 BUSINESS CARD

PLACEMENT

The size of the business card 90x50mm.

The indent from the edges of at least 7mm.
Minimum font size is at least 6 pt.

Recommended paper: coated matte
with density of 180–300 g/m²



2.1 BUSINESS CARD

BUSINESS CARD VERSION ON TRANSPARENT BIOPLASTIC

Bio-fibers are plastic materials made from renewable biomass sources such as vegetable fats and oils, corn starch, straw, wood chips, sawdust, recycled food waste, etc.

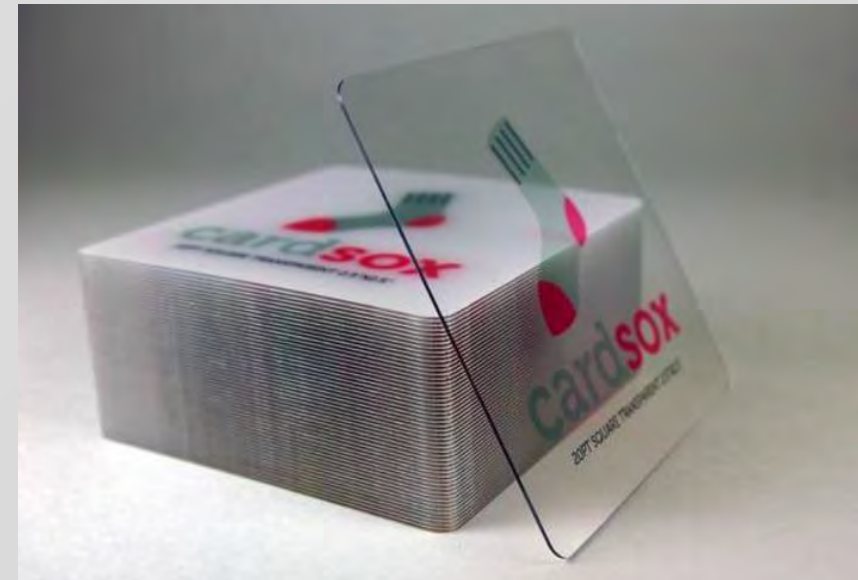
It is an environmentally friendly material that can be used without harming the environment.

The upper half is completely transparent,
the logo is printed in color



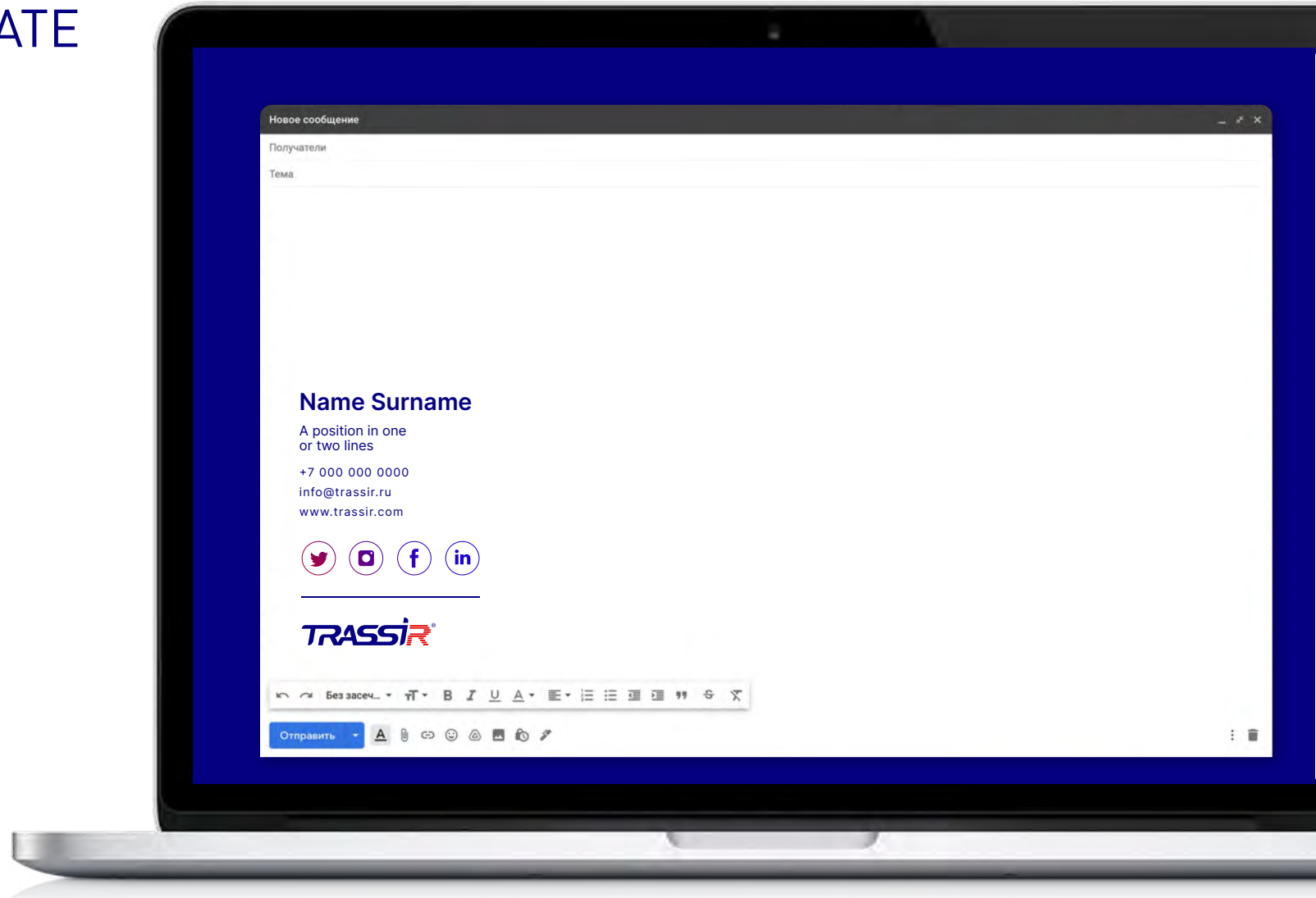
The bottom part is filled in with color,
but it will still shine through

Example



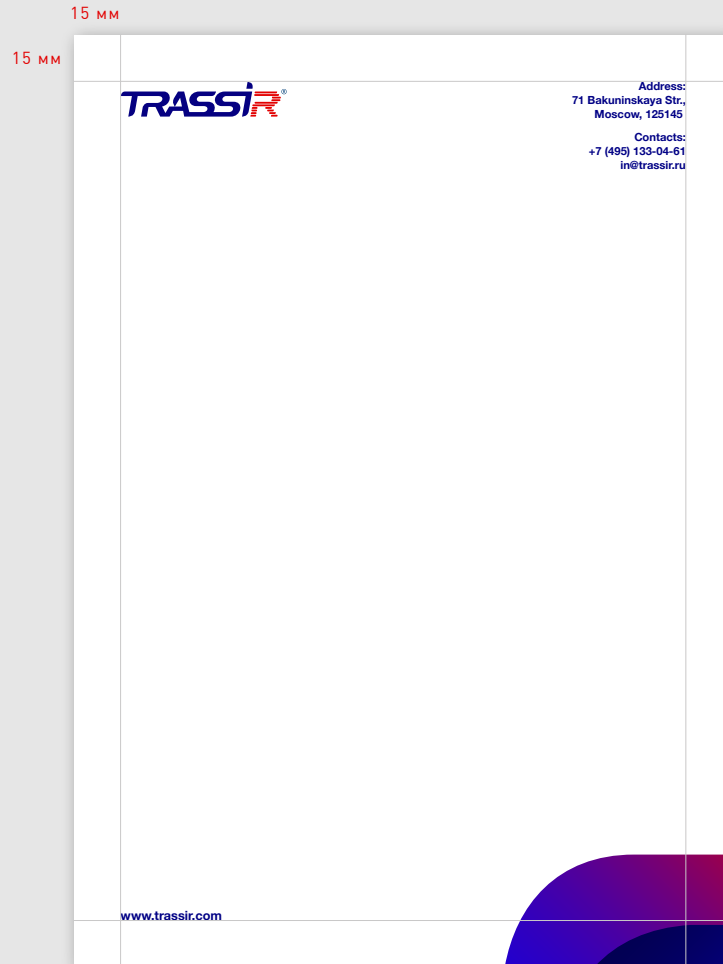
2.2 SIGNATURE TEMPLATE

Please sign a name in business emails.
The last rows of the letter should include:
employee's name and surname
(mandatory information), their position,
contact details, icons of their main social
networks with an active link to them,
the company logo.

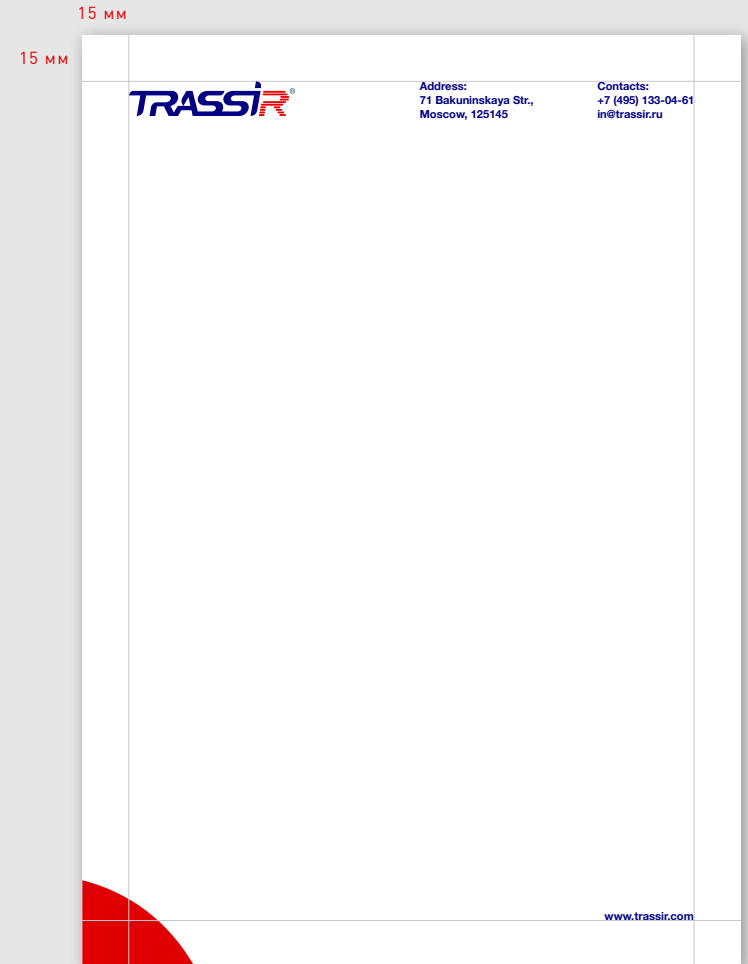


2.3 LETTERHEAD

Version 1



Version 2



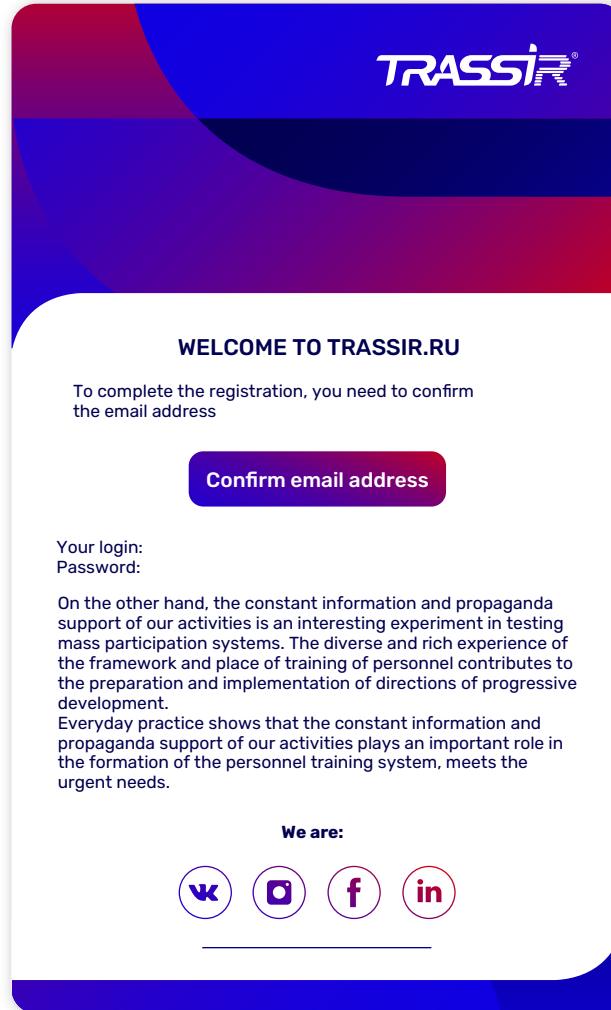
Form A4 (210x297 cm).
Indents on each side of 15 mm.

2.4 CORPORATE FOLDER



Version 1

2.5 WELCOME LETTER TEMPLATE



TRASSIR®

WELCOME TO TRASSIR.RU





To complete the registration, you need to confirm the email address

Confirm email address

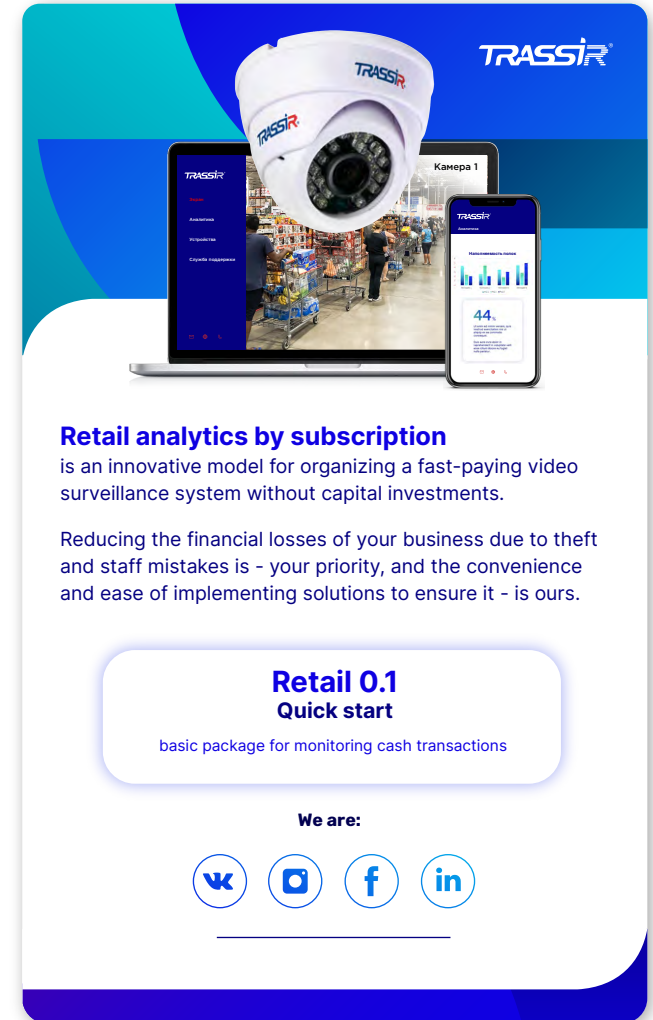
Your login:
Password:

On the other hand, the constant information and propaganda support of our activities is an interesting experiment in testing mass participation systems. The diverse and rich experience of the framework and place of training of personnel contributes to the preparation and implementation of directions of progressive development. Everyday practice shows that the constant information and propaganda support of our activities plays an important role in the formation of the personnel training system, meets the urgent needs.

We are:

Version 2



TRASSIR®

Retail analytics by subscription





is an innovative model for organizing a fast-paying video surveillance system without capital investments.

Reducing the financial losses of your business due to theft and staff mistakes is - your priority, and the convenience and ease of implementing solutions to ensure it - is ours.

Retail 0.1 Quick start

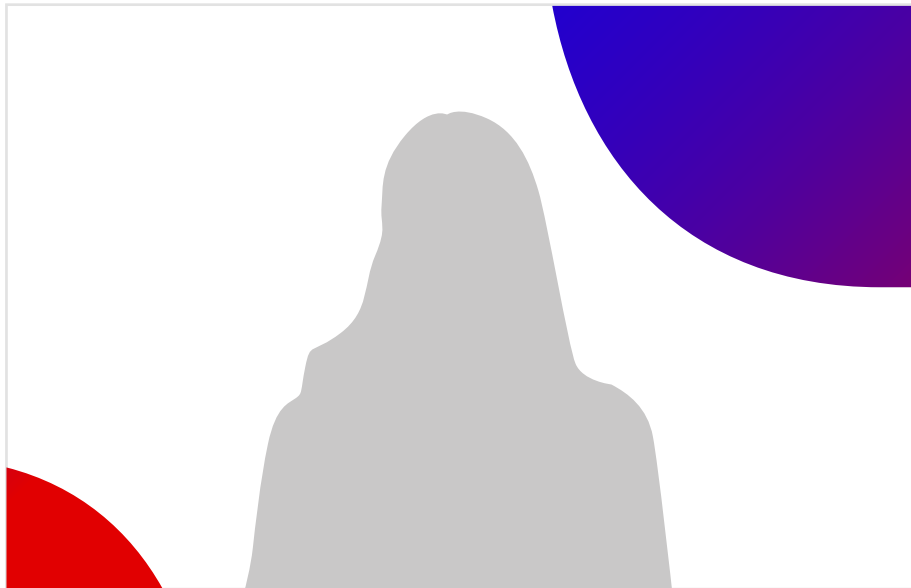
basic package for monitoring cash transactions

We are:

2.6 CORPORATE BACKGROUND FOR ONLINE MEETINGS

Different background for different employees is a kind of visual noise; it may interfere with focusing on discussing work topics. We recommend using the company's corporate background on meetings.



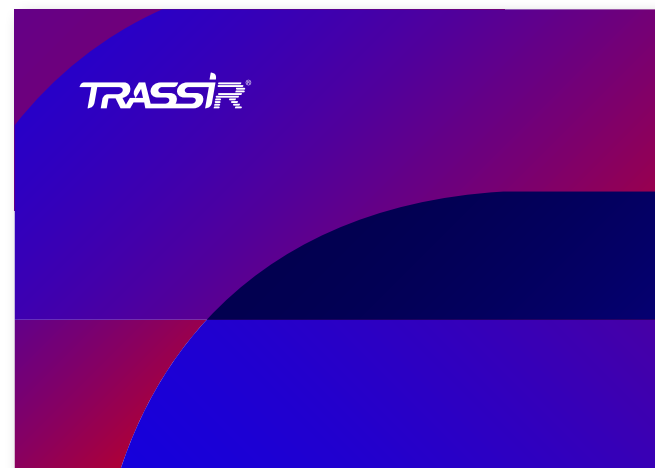
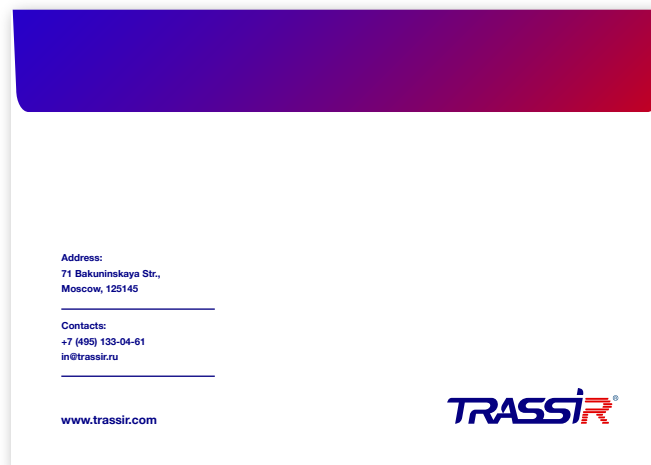
2.7 C4 ENVELOPE

Envelope C4 (314x229 mm) of thick cardboard 215 g/m2 with color printing and matte lamination.



2.7 C5 ENVELOPE

C5 envelope (162x229 mm).
Offset paper 80 g/m2 with color
printing.



2.7 C65 ENVELOPE



2.7 C65 ENVELOPE



3. PROMOTIONAL MATERIALS

Without background

With background

3.1 POSTERS ART ELEMENT BELOW

The clear division of the poster into two parts (image and functional) makes the message easy to read.

This design is applicable to such formats as: A5 (148x210mm), A4 (210x297mm), A3 (297x420mm), A2 (420x594mm), A1 (594x841mm) and A0 (841x1189mm) - vertical arrangement.



3.1 FIELDS AND COMPOSITION

The sheet is divided into two parts: the upper half is a text box and the logo. At the bottom is an image with an art element.

Text information, with the exception of the website is aligned on the left edge.

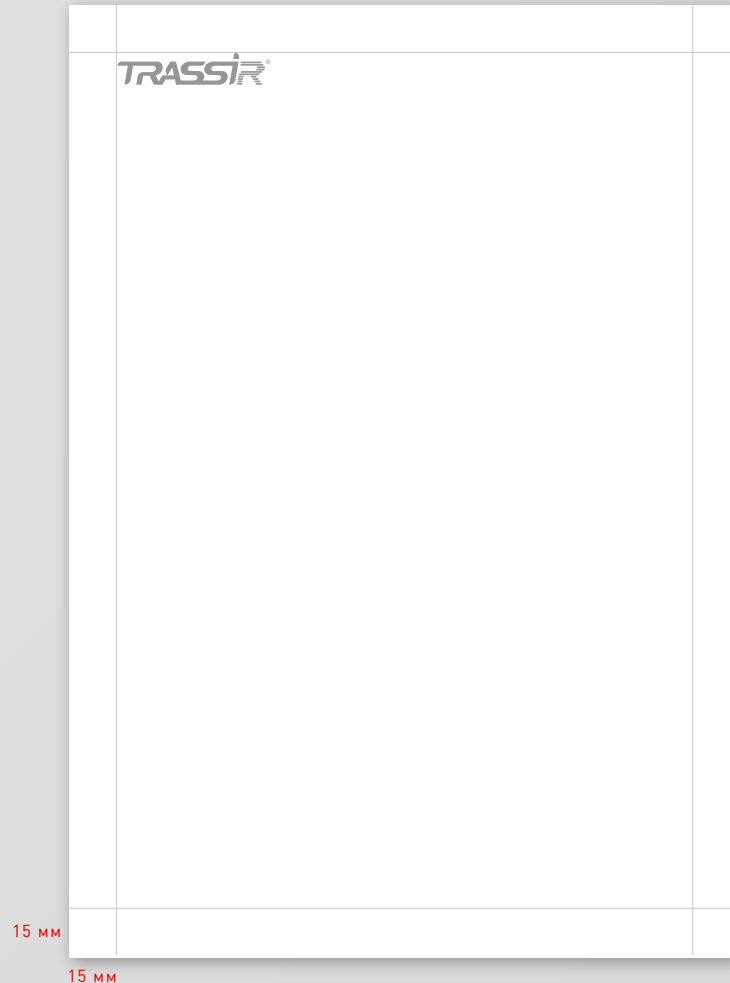
The website is located in the upper right corner.

The text field can be either white or filled with a gradient.

The format of the flyer A4, indent from the edges of 15mm.

If you change the format, the indents increase proportionally.

The logo is always on the upper left



Text field

Image/art element

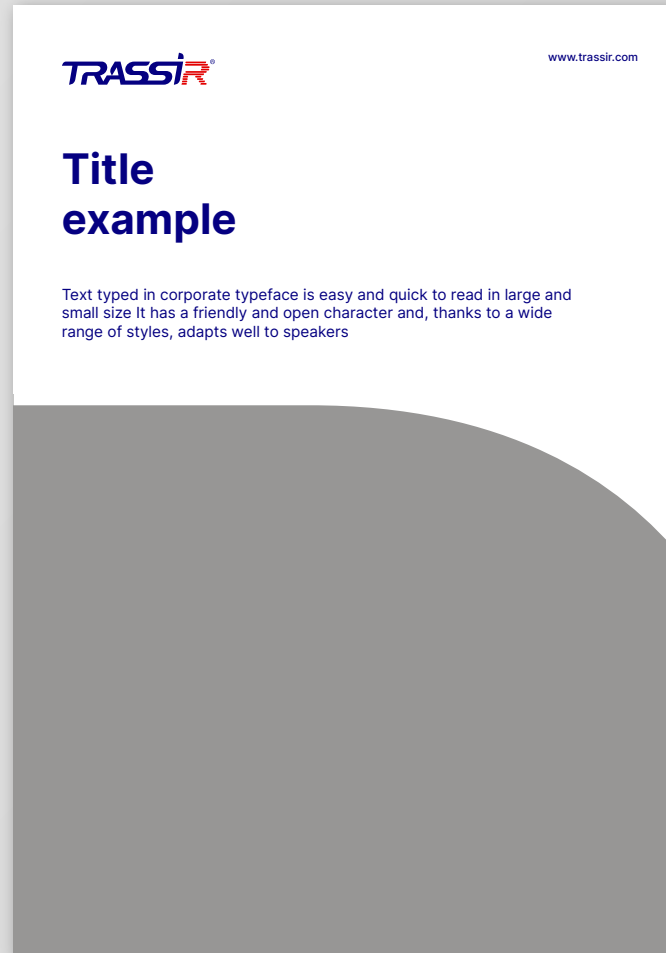
3.1 PRINTED CONTENT

Text information is divided into simple blocks and lined up from top to bottom - logo, title, message description.

The optimal size of the title - 1-3 lines, the title should not stand in the spacing of the sheet, leaving at least 5/6 of the empty space to the right edge. Maximum number of characters: 55.

The optimal size of the main text block is 2-4 lines, and the block should not stand in the spacing of the sheet, taking up about 2/3 of the format. Maximum number of characters: 250.

Printed content is highlighted by the color basic blue on a white background and white on a gradient.



3.1 ART ELEMENT

The image clipping is formed by the shape of the branded graphic element.
The intersecting elements are superimposed on the image with a transparency of 30 to 50%, depending on the brightness of the image.

Intersecting
Elements



3.1 EXAMPLE OF USING ADDITIONAL COLORS



3.2 POSTERS ART ELEMENT ABOVE

A version of the poster with the image above and the text part below.

Text information, with the exception of the logo, is aligned to the left edge. The logo is located in the lower right corner.

The text field can be either white or filled with a gradient.

The format of the flyer A4, indent from the edges of 15mm.

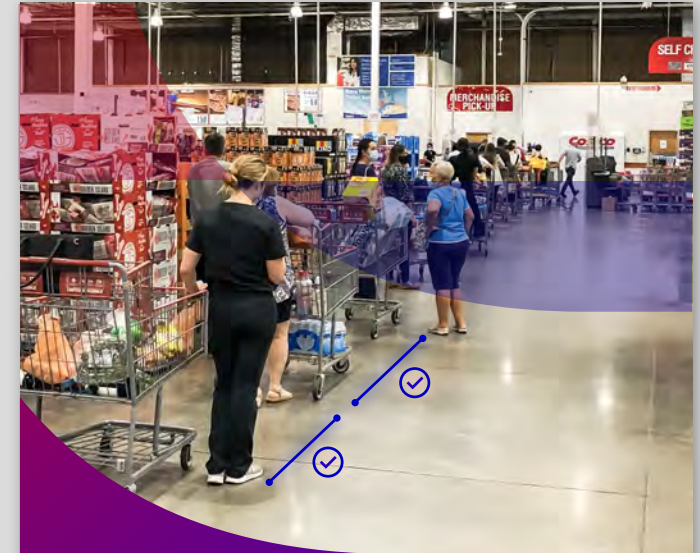
If you change the format, the indents increase proportionally.



AutoTRASSIR

Cars license plates recognition as a garranty of safety and solution to multipurpose business tasks

www.trassir.com



TRASSIR Social Distance Detector

Automatic control of adherence to social distance to ensure the realization of preventive measures

www.trassir.com



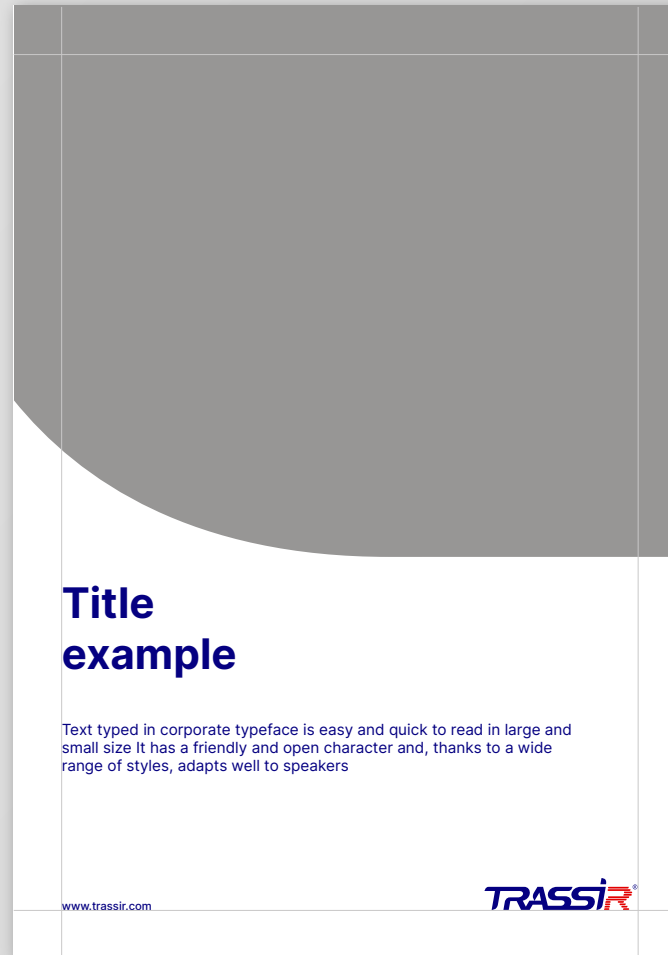
3.2 PRINTED CONTENT

Text information is divided into simple blocks and lined up from top to bottom - logo, title, message description.

The optimal size of the title - 1-3 lines, the title should not stand in the spacing of the sheet, leaving at least 5/6 of the empty space to the right edge. Maximum number of characters: 55.

The optimal size of the main text block is 2-4 lines, and the block should not stand in the spacing of the sheet, taking up about 2/3 of the format. Maximum number of characters: 250.

Printed content is highlighted by the color basic blue on a white background and white on a gradient.



Image/art element

Text field

Logo in the lower right corner

3.3 POSTERS PRODUCTS

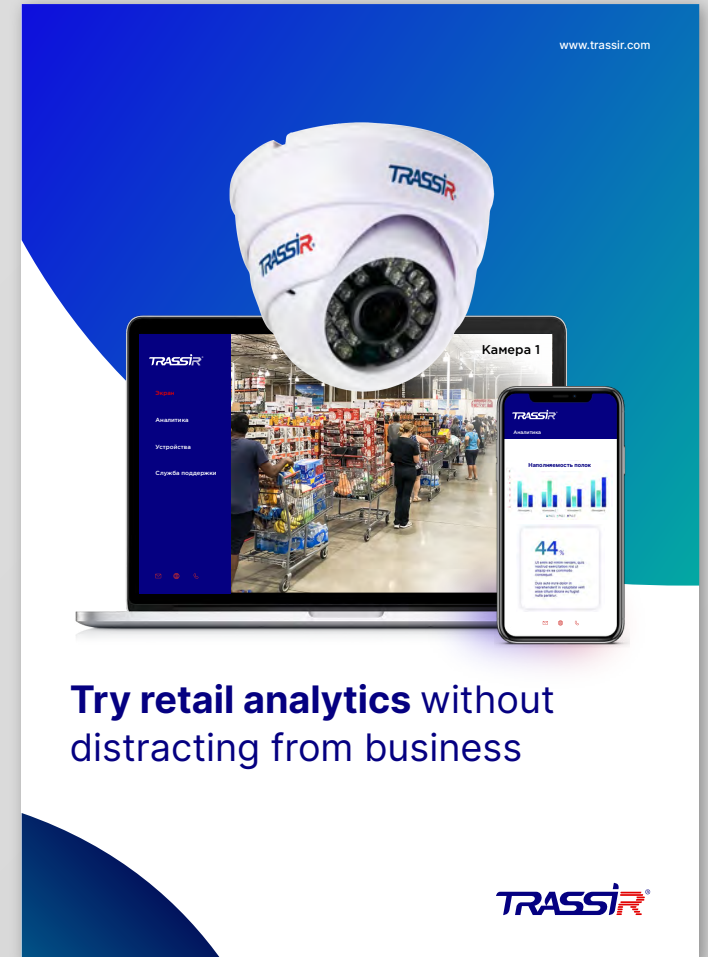
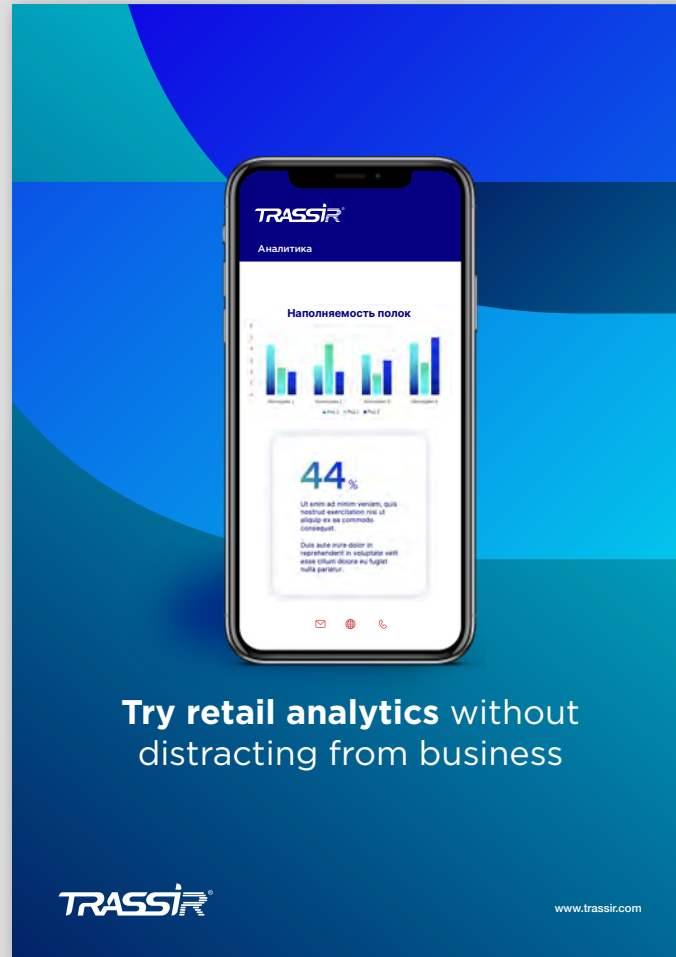
These posters are designed to promote TRASSIR products.

The format of the flyer A4, indent from the edges of 15mm.

If you change the format, the indents increase proportionally.

Complete filling

Partial filling



Try retail analytics without
distracting from business

Try retail analytics without
distracting from business

TRASSIR

www.trassir.com

TRASSIR

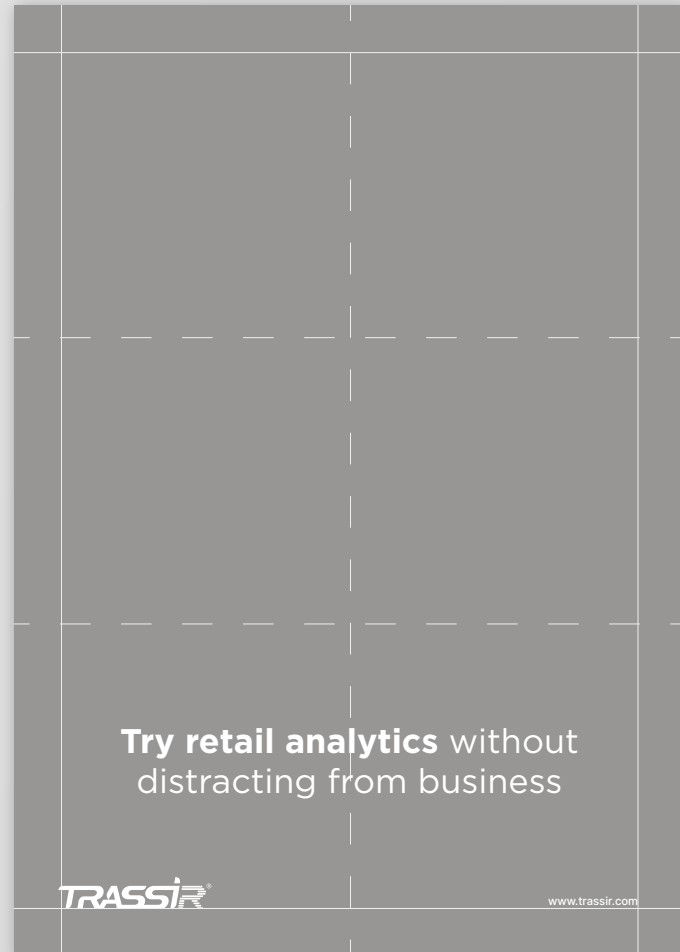
3.3 LOGO AND COMPOSITION

POSTER WITH FULL GRADIENT FILLING

The product is centered relative to the central axis.

The field inside the indent is divided into three equal parts. The lower part is used for text, the top two to advertise the product.

Complete filling



Field for product

Text field

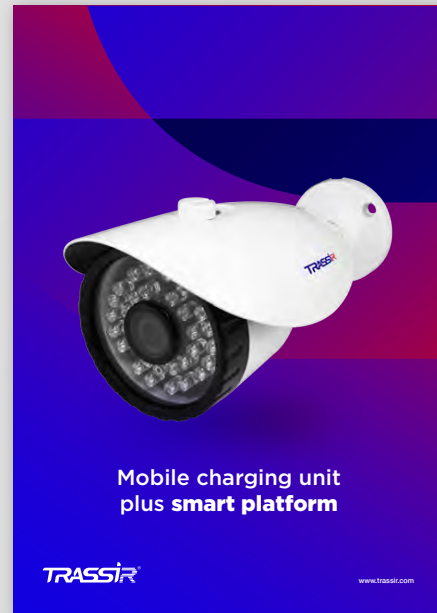
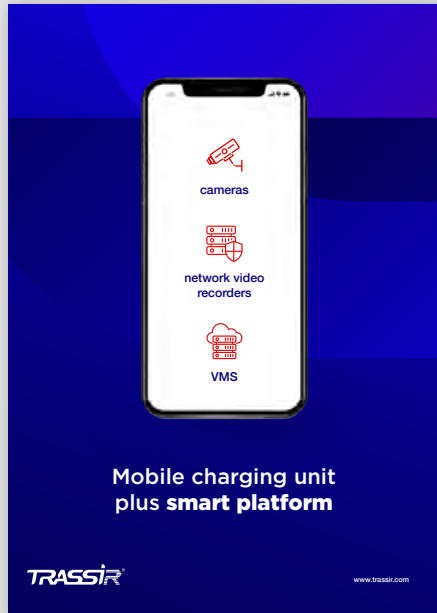
Logo in the lower left corner

TRASSIR

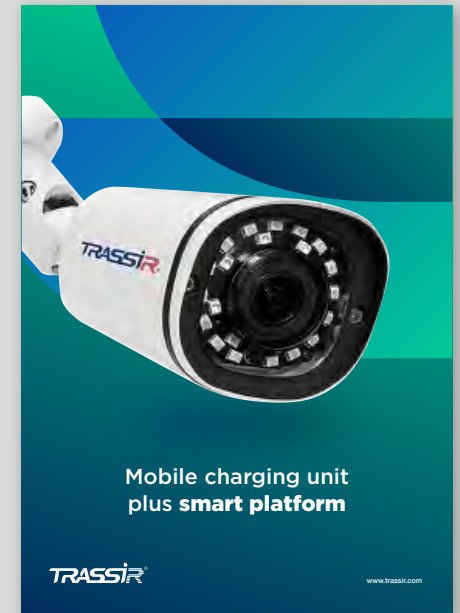
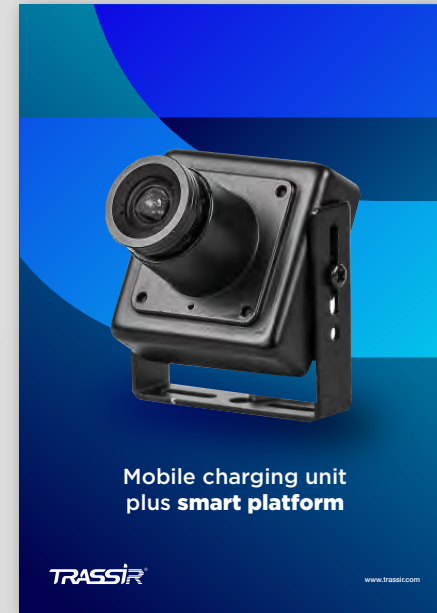
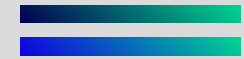
www.trassir.com

3.3 POSTERS EXAMPLES

POSTER WITH FULL GRADIENT FILLING



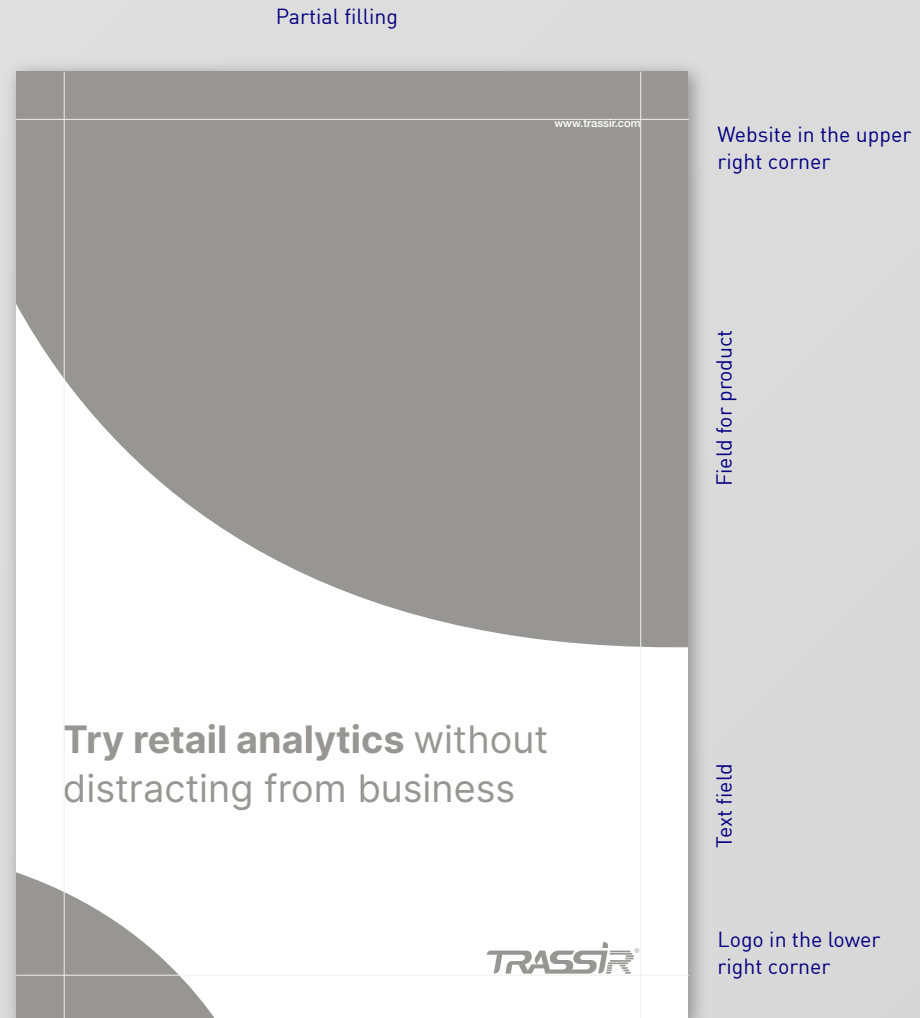
Basic gradient colors



Additional gradient colors

3.3 LOGO AND COMPOSITION

PARTIAL FILLING POSTER



3.4 A4 LAYOUT

An example of an A4 information leaflet. It can be either one-sided or two-sided.

TRASSIR Face Mask Detector и TRASSIR Social Distance Detector

A comprehensive solution to counteract the spread of coronavirus infection based on neuroanalytical smart modules TRASSIR Face Mask Detector and TRASSIR Social Distance Detector

- Quick implementation
- Accuracy
- Simplicity
- Responsiveness
- Cost
- Flexibility
- Integration
- Reliability

Due to the increased epidemiological danger around the world, requirements for the compulsory wearing of personal protective equipment, primarily medical masks, as well as respect of social distance between people in public places have been introduced. These requirements apply not only to citizens, but also to legal entities, including retail chains. Violation of these regulations entails appropriate penalties and sanctions, and business owners are interested in monitoring visitors' compliance with the necessary measures as effectively as possible. The use of neural analytics on the basis of the existing on-site video surveillance system greatly facilitates and automates the monitoring of compliance with comprehensive measures.

With the help of the smart module TRASSIR Face Mask Detector, faces are automatically detected and then the presence of a face mask is determined. The system functionality allows you to set the logic of the door and/or turnstile depending on the results of detection, as well as the formation of notification in a given form, including through integration with real-time notification systems.

And TRASSIR Social Distance Detector module automatically detects people in the video stream and then analyzes the distance between them. When a violation of social distancing norms is detected, the system allows you to set appropriate response scenarios – output of alarms on the monitor, SMS/Telegram alert or a sound alert.

Solution benefits:

- Quick implementation** – expanding the functionality of existing video surveillance systems
- Reliability** – prevention of false positives
- Integration** – the necessary set of mechanisms for integration with hardware
- Responsiveness** – operation in real time without delays. Significant reduction in response time to violations
- Cost** – a one-time payment for 1 video channel for each of the modules
- Simplicity** – accurate neural network analytics running on the hardware, with no need to send data to the cloud
- Flexibility** – the option to set the data on the distance between people in the frame, as well as the minimum time of violation of the required distance
- Comprehensiveness** – a full cycle of monitoring compliance with the necessary measures to prevent the spread of infections
- Accuracy** – the option of marking the detection zone and flexible adjustment of the module

Usage scenarios:

Scenario 1: Monitoring compliance with preventive measures in a retail store

- A camera pointed at the entrance to the store
- The video channel starts up the face detector with classification by mask and a script for keeping social distancing
- An additional script configures the closing of dry contacts when a person without a mask is detected in the frame, as well as the parameters recognized as a violation – the distance between people in the frame and the time
- When the dry contacts are closed, a loudspeaker will announce the need to wear a mask when entering the store and/or observe social distancing
- Personnel are notified of the violation. In case a customer without a mask has ignored the announcement, the staff can come up and ask them to leave the store

Scenario 2: Monitoring compliance with preventive measures in retail stores using ACS

- A camera pointed at the entrance to the store
- The video channel starts up the face detector with classification by mask and a script to maintain social distancing in line to the turnstile
- An additional script configures the closing of dry contacts when a person without a mask is detected in the frame, as well as the parameters recognized as a violation – the distance between people in the frame and the time
- When the dry contacts are closed, following the detected violation, the turnstile will remain closed and the intruder will not be able to enter the sales area
- When the dry contacts on the social distance detector module are closed, an audible warning of the need to comply with the norms of prevention in public places is triggered
- Upon violation, a light indicator on the turnstile lights up and there is an audible notification of the need to wear a mask when entering the store

Module features:

- Automatic detection in environments with high human traffic
- Sound alert configuration
- Checking the presence of a face mask on persons at the entrance
- Configuring the logic of turnstiles and doors via dry contacts
- Configuration of sound alerts through integration with pre-installed systems and notification of personnel about the fact of violation
- Flexible configuration of program alerts and notifications of personnel violations
- Distancing control in queues and in rooms

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3.4 A4 LAYOUT COMPOSITION

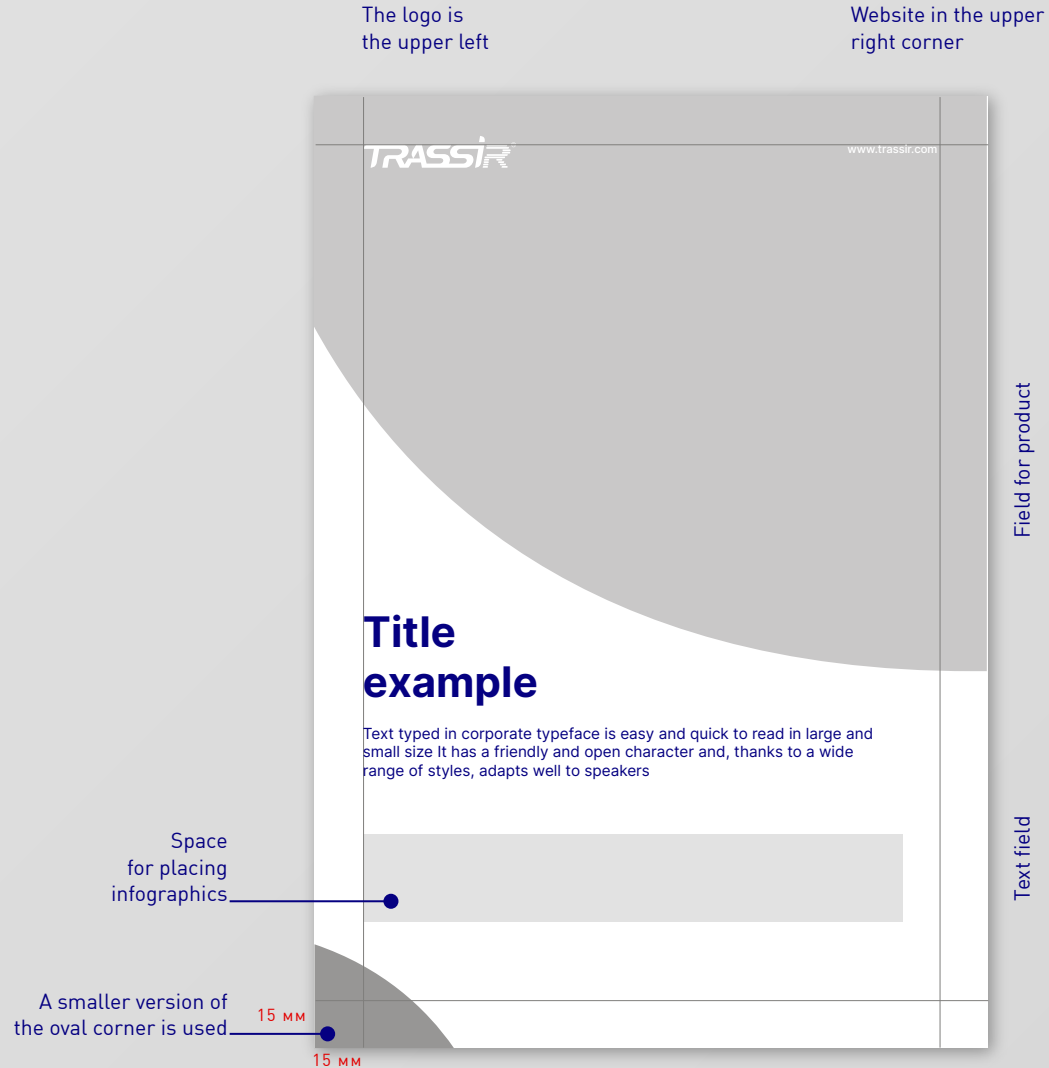
Text information is divided into simple blocks and lined up from top to bottom - logo, title, message description.

The optimal size of the title - 1-3 lines, the title should not stand in the spacing of the sheet, leaving at least 5/6 of the empty space to the right edge. Maximum number of characters: 55.

The optimal size of the main text block is 2-4 lines, and the block should not stand in the spacing of the sheet, taking up about 2/3 of the format. Maximum number of characters: 250.

Printed content is highlighted by the color basic blue on a white background and white on a gradient.

It is possible to add infographics in one row.



3.5 RULES FOR CONSTRUCTING INFORMATIONAL FLYERS

A4 layout | Version 1 logo above

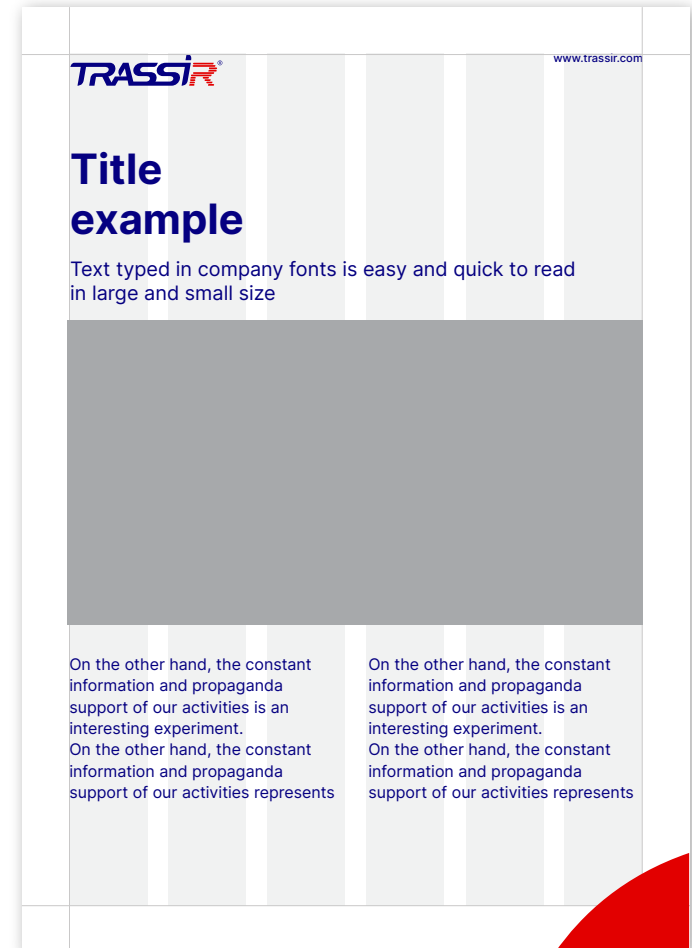
1. Grid. A six-column grid is used.
Grid margins are 15 mm, space between columns is 6.6 mm.

2. Indents.
When choosing the indentation, you should follow the rule that the indent should be larger than the line spacing of the font (in the case of indenting between font and graphics), and larger than the line spacing of the larger of the two fonts (in the case of indenting between blocks of text)

The indent from the main content to the element attached to the bottom edge of the grid can be arbitrary.

3. Printed content. Text information is divided into simple blocks and lined up from top to bottom - header, message description, technical information.

The optimal size of the title and subtitle is 1-3 lines.




3.5 A4 EXAMPLE

with grid

TRASSIR® www.trassir.com

We are working

Consult with your company's personal manager



Personal manager of your company
Ivan Ivanov
Ivanov.I@trassir.ru
8 (495)777-23-45


Time of attendance at your work
Weekly
Fridays 1:00 p.m.

without grid

TRASSIR® www.trassir.com

We are working

Consult with your company's personal manager



Personal manager of your company
Ivan Ivanov
Ivanov.I@trassir.ru
8 (495)777-23-45

Time of attendance at your work
Weekly
Fridays 1:00 p.m.

3.5 RULES FOR CONSTRUCTING INFORMATIONAL FLYERS

A4 layout | Version 2 The logo below

1. Grid. . A six-column grid is used.
Grid margins are 15 mm, space between columns is 6.6 mm.

2. Indents.
When choosing the indentation, you should follow the rule that the indent should be larger than the line spacing of the font (in the case of indenting between font and graphics), and larger than the line spacing of the larger of the two fonts (in the case of indenting between blocks of text)

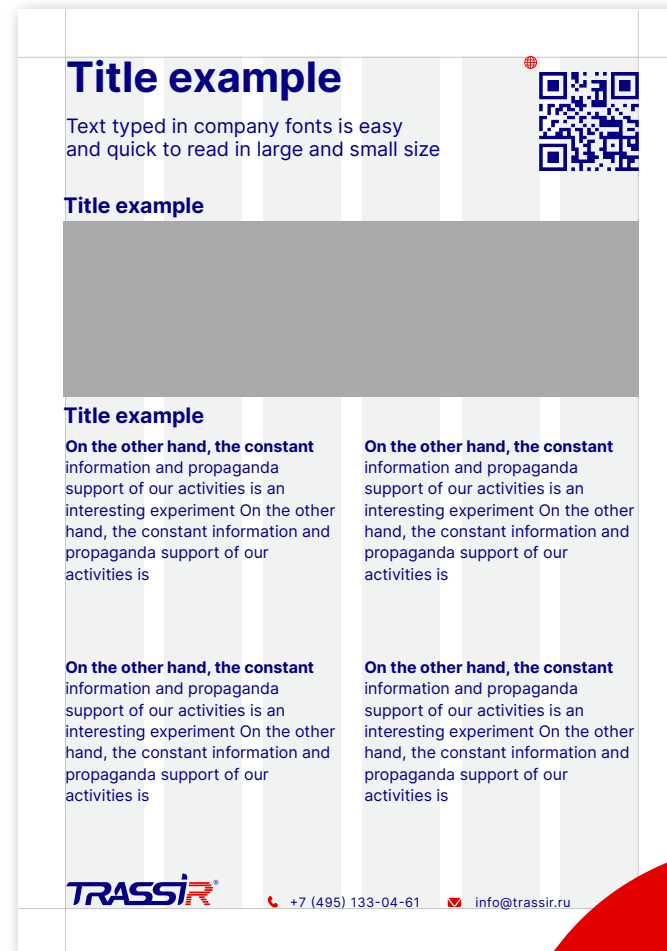
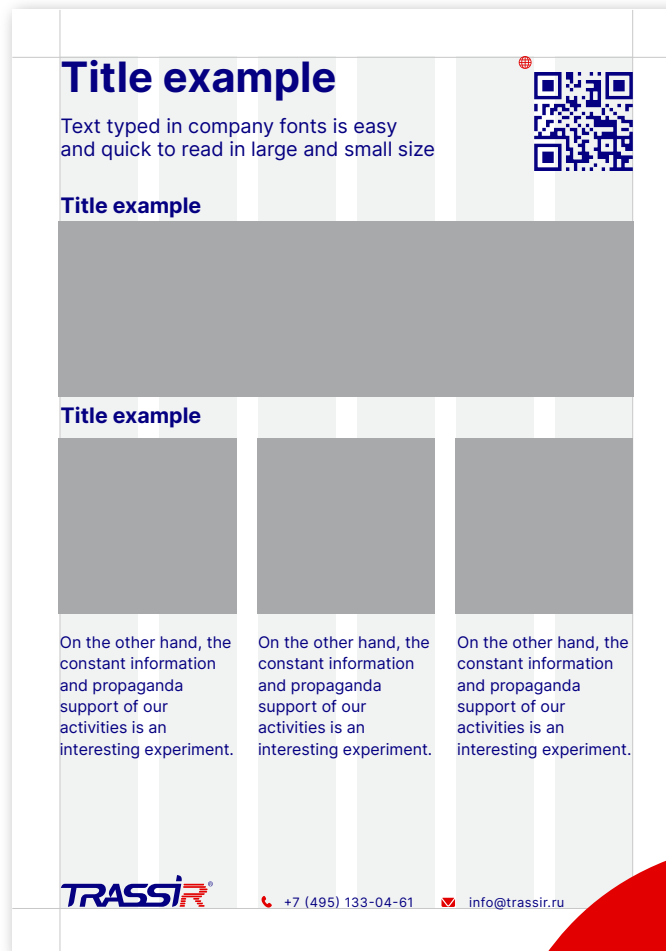
The indent from the main content to the element attached to the bottom edge of the grid can be arbitrary.

3. Printed content. Text information is divided into simple blocks and lined up from top to bottom - header, message description, technical information.

The optimal size of the header - 1 line.

Depending on the information, the text can be divided into two columns or three.

Gray blocks can be used to place illustrations, photos, diagrams, tables.



3.5 RULES FOR CONSTRUCTING INFORMATIONAL FLYERS

A4 layout | Version 3

1. Grid. . A six-column grid is used.
Grid margins are 15 mm, space between columns is 6.6 mm.

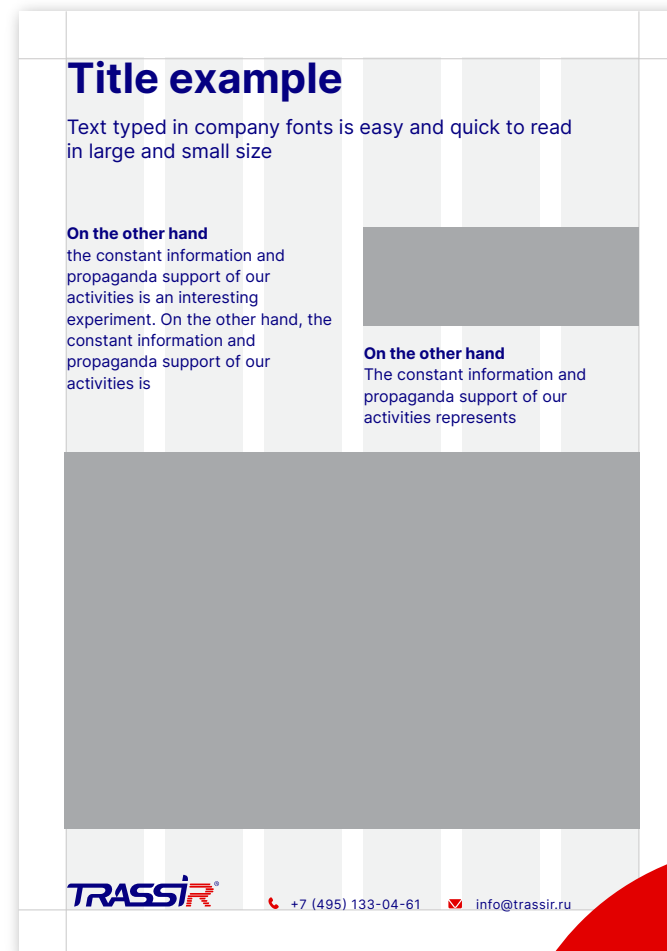
2. Indents.
When choosing the indentation, you should follow the rule that the indent should be larger than the line spacing of the font (in the case of indenting between font and graphics), and larger than the line spacing of the larger of the two fonts (in the case of indenting between blocks of text)

The indent from the main content to the element attached to the bottom edge of the grid can be arbitrary.

3. Printed content. Text information is divided into simple blocks and lined up from top to bottom - header, message description, technical information.

The optimal size of the header - 1 line.

Gray blocks can be used to place illustrations, photos, diagrams, tables.



3.5 RULES FOR CONSTRUCTING INFORMATIONAL FLYERS

A4 layout | Version 4

1. Grid. . A six-column grid is used.
Grid margins are 15 mm, space between columns is 6.6 mm.

2. Indents.
When choosing the indentation, you should follow the rule that the indent should be larger than the line spacing of the font (in the case of indenting between font and graphics), and larger than the line spacing of the larger of the two fonts (in the case of indenting between blocks of text)

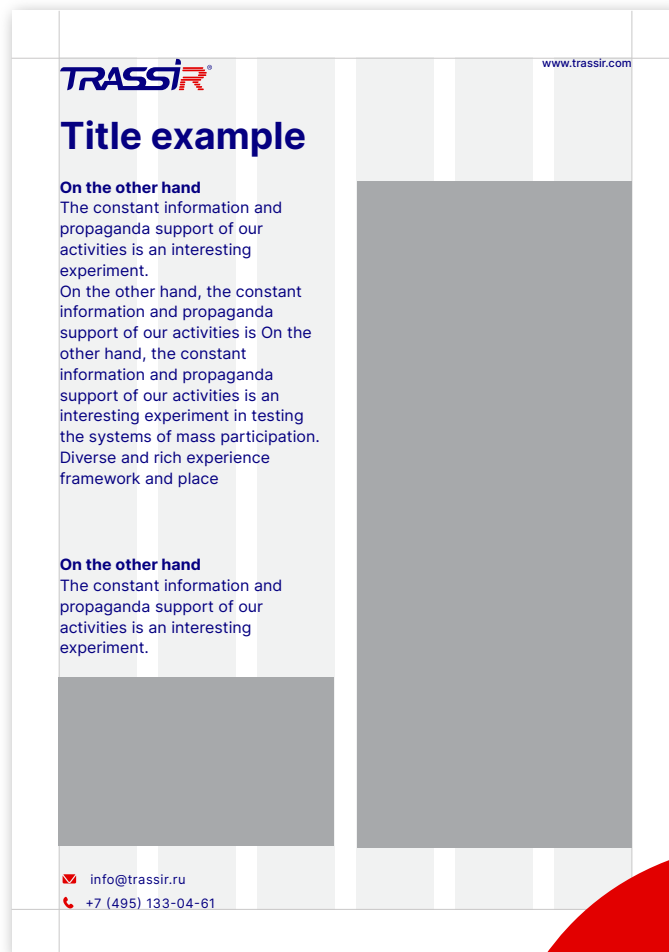
The indent from the main content to the element attached to the bottom edge of the grid can be arbitrary.

3. Printed content. Text information is divided into simple blocks and lined up from top to bottom - header, message description, technical information.

The optimal size of the header - 1 line.

Depending on the information, the text can be divided into two columns or three.


Gray blocks can be used to place illustrations, photos, diagrams, tables.



3.5 GRID EXAMPLES

AutoTRASSIR -

- the module automatically detects and determines the type of vehicle (motorcycle, passenger car, van, truck, bus) and identifies the license plate in real time, stores it and compares it with the database list.



Solution features. How does it work?

- Automatic capture and recognition of license plates in real time with a display of recorded identification results for the operator
- Continuous monitoring through CCTV cameras and the display of vehicle information within the frame
- Generation of a database of license plates with data storage of time and place of appearance, as well as a link to the video archive. Input of new numbers to the database both from the video stream and by uploading lists
- Search for events in the database and in the archive according to the set parameters. Receiving by the operator in real time notifications about identification, as well as about the relation of the vehicle to certain lists (blacklist, VIP list, etc.)
- Report generation
- Option to import and export databases

Solution benefits:

Smart algorithms – high percentage of accurate recognition in a live video stream or from photos. Adaptation to different exposure conditions and changes in the physical characteristics of the human face

Operator interface – working tool for information processing, automatic and quick notification of the operator on detecting recognized faces

Versatility – capability of working with two-line license plates, recognition of license plates of **Russia, Ukraine, Turkey, Taiwan, Moldova, Kyrgyzstan, Kazakhstan, Spain, Georgia, Belarus, etc.**

Integration – the necessary set of mechanisms for integration with hardware

AutoTRASSIR usage scenarios:

Crime prevention:

- Vehicle tracking
- Facilitating law enforcement efforts
- Preventing terrorist attacks
- Criminal search
- Detecting vehicles without license plates

Traffic flow management: (using the Direction Detector module)

- Count and behavior analysis
- Control of set boundaries violation

Analytics: (using the Direction Detector module)

- Forming a database of recognized license plates combined with the image of the car, detection date and direction of movement

Service and security:

- Quick and convenient access to the parking lot
- Access control to areas that require an additional level of authorization
- Barrier/gate management Blacklist, VIP list etc.

Speed control:

- Calculation of vehicle speed using the license plate (with the use of additional scripts)
- Traffic flow calculation
- Integration

Payment collection:

- Providing control of payment points via license plates
- Vehicle counting

Accounting and control:

- Logging and event search

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TRASSIR®

TR-D7121R1W

www.trassir.com



TRASSIR TR-D7121R1W cost-effective Smart Home series IP Camera comes with Wi-Fi module for wireless data transmission. This model is supplied in a compact cylindrical housing protected from dust and moisture according to IP66 standard combined with operating conditions from -40° to +60°C makes it suitable for outdoor use. The following features such as DWDR (Digital Wide Dynamic Range), 3D DNR (Digital Noise Reduction) and BLC (Backlight Compensation) provide image defects correction caused by multi-constant lighting, noise in a frame and backlight. Built-in IR illumination enables to monitor the situation in low light conditions and even in the dark.

Defog provides natural colors transfer and restores details of the scene in poor weather conditions such as fog, rain or smog. Region of Interest (RoI) helps to focus on the selected area of the screen (up to 4 zones) optimizing bitrate by decreasing the resolution of the rest of the frame. Using built-in microSD memory card slot (up to 128GB) helps you to avoid data loss when connection is lost and use the device in serverless CCTV systems. TRASSIR TR-D7121R1W is an ideal choice for video surveillance with a limited budget and high requirements towards the functionality of the camera.



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☎ +7 (495) 133-04-61

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TR-D7121R1W

www.trassir.com

On the other hand
The constant information and propaganda support of our activities is an interesting experiment. On the other hand, the constant information and propaganda support of our activities is

Camera	
Type	Cube
Image Sensor	1/2.7" CMOS
Video Resolution	1080P@25FPS
Min. Illumination (Color)	0.005Lux (F1.8, Color), 0 Lux (F1.8, IR ON)
Shutter	1/2s-1/1,000s
Lens	3.6mm
Day&Night	IR-CUT Auto, Black, Color
Digital Noise Reduction	
WDR	Yes

Compression Standard	
Code	h264 MP/SP, MJPEG
Data Rate	Three Streams, Main: 256kpbs-8Mbps, Sub: 50-1000kpbs
Audio	
Compression	G.711A/G.711U/AAC
Triple Streams	Yes
Audio Record	Yes

Image	
Max. Image Resolution	1080P
Frame Rate	25fps (1080P /960P /720P)
Features	Image settings, Mirroring, Defog, ROI, etc

Network	
Protocols	TCP/IP, HTTP, FTP, DHCP, DNS, DDNS, RTP, RTSP, RTMP, RTP, PPPoE, UPnP, SMTP
Compatibility	HTTP CGI, ONVIF

Interface	
Network	RJ-45 LAN Port
PIR	Yes
WiFi	Yes
POE	NO
Two-way audio	Microphone and Speaker
Local Storage	Built-in micro SD slot, supporting max 128GB
Others	Hardware Reset


On the other hand, the constant information and propaganda support of our activities is an interesting experiment. On the other hand, the constant

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3.5 EXAMPLES WITHOUT GRID

AutoTRASSIR -

- the module automatically detects and determines the type of vehicle (motorcycle, passenger car, van, truck, bus) and identifies the license plate in real time, stores it and compares it with the database list.



Solution features. How does it work?

- Automatic capture and recognition of license plates in real time with a display of recorded identification results for the operator
- Continuous monitoring through CCTV cameras and the display of vehicle information within the frame
- Generation of a database of license plates with data storage of time and place of appearance, as well as a link to the video archive. Input of new numbers to the database both from the video stream and by uploading lists
- Search for events in the database and in the archive according to the set parameters Receiving by the operator in real time notifications about identification, as well as about the relation of the vehicle to certain lists (blacklist, VIPlist, etc.)
- Report generation
- Option to import and export databases

Solution benefits:

Smart algorithms – high percentage of accurate recognition in a live video stream or from photos. Adaptation to different exposure conditions and changes in the physical characteristics of the human face

Operator interface – working tool for information processing, automatic and quick notification of the operator on detecting recognized faces

Versatility – capability of working with two-line license plates, recognition of license plates of Russia, Ukraine, Turkey, Taiwan, Moldova, Kyrgyzstan, Kazakhstan, Spain, Georgia, Belarus, etc.

Integration – the necessary set of mechanisms for integration with hardware

Offload analytics – the option of gradual increase of smart functionality

Modification and variability – the option of expanding functionality and further customization:

AutoTRASSIR-200 (Fast) – license plate recognition at speeds up to 200 km/h. Suitable for use on highways.

AutoTRASSIR-30 (Slow) – license plate recognition at speeds up to 30 km/h. Suitable for use in parking lots.

AutoTRASSIR HW – Hardware license plate recognition on camera

Independency – the option to use the module with most third-party equipment

AutoTRASSIR usage scenarios:

Crime prevention:

- Vehicle tracking
- Facilitating law enforcement efforts
- Preventing terrorist attacks
- Criminal search
- Detecting vehicles without license plates

Traffic flow management:
(using the Direction Detector module)

- Count and behavior analysis
- Control of set boundaries violation

Analytics:
(using the Direction Detector module)

- Forming a database of recognized license plates combined with the image of the car, detection date and direction of movement

Service and security:

- Quick and convenient access to the parking lot
- Access control to areas that require an additional level of authorization
- Barrier/gate management Blacklist, VIP list etc.

Speed control:

- Calculation of vehicle speed using the license plate (with the use of additional scripts)
- Traffic flow calculation
- Integration

Payment collection:

- Providing control of payment points via license plates
- Vehicle counting

Accounting and event search:

- Logging and event search

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TR-D7121IR1W

TRASSIR TR-D7121IR1W cost-effective Smart Home series IP Camera comes with Wi-Fi module for wireless data transmission. This model is supplied in a compact cylindrical housing protected from dust and moisture according to IP66 standard combined with operating conditions from -40° to +60°C makes it suitable for outdoor use. The following features such as DWDR (Digital Wide Dynamic Range), 3D DNR (Digital Noise Reduction) and BLC (Backlight Compensation) provide image defects correction caused by multi-constant lighting, noise in a frame and backlight. Built-in IR illumination enables to monitor the situation in low light conditions and even in the dark.



Defog provides natural colors transfer and restores details of the scene in poor weather conditions such as fog, rain or smog. Region of Interest (RoI) helps to focus on the selected area of the screen (up to 4 zones) optimizing bitrate by decreasing the resolution of the rest of the frame. Using built-in microSD memory card slot (up to 128GB) helps you to avoid data loss when connection is lost and use the device in serverless CCTV systems. TRASSIR TR-D7121IR1W is an ideal choice for video surveillance with a limited budget and high requirements towards the functionality of the camera.



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TR-D7121IR1W

On the other hand
The constant information and propaganda support of our activities is an interesting experiment. On the other hand, the constant information and propaganda support of our activities is

On the other hand, the constant information and propaganda support of our activities is an interesting experiment. On the other hand, the constant

On the other hand, the constant information and propaganda support of our activities is an interesting experiment. On the other hand, the constant

Camera	
Type	Cube
Image Sensor	1/2.7" CMOS
Video Resolution	1080P@25FPS
Min. Illumination (Color)	0.005Lux (F1.8, Color), 0 Lux (F1.8, IR ON)
Shutter	1/2s-1/1,000s
Lens	3.6mm
Day&Night	IR-CUT Auto, Black, Color
Digital Noise Reduction	
WDR	Yes

Compression Standard	
Code	h.264 MP/HP, MJPEG
Data Rate	Three Streams, Main: 256kbps-8Mbps, Sub: 50-1000kbps
Audio Compression	G.711A/G.711U/AAC
Triple Streams	Yes
Audio Record	Yes

Image	
Max. Image Resolution	1080P
Frame Rate	25fps (1080P /960P /720P)
Features	Image settings, Mirroring, Defog, ROI, etc

Network	
Protocols	TCP/IP, HTTP, FTP, DHCP, DNS, DDNS, RTP, RTSP, RTMP, RTCP, PPPoE, UPnP, SMTP
Compatibility	HTTP CGI, ONVIF

Interface	
Network	RJ-45 LAN Port
PIR	Yes
WiFi	Yes
POE	NO
Two-way audio	Microphone and Speaker
Local Storage	Built-in micro SD slot, supporting max 128Gb
Others	Hardware Reset

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3.6 BANNER 6X3M

Version 1 with a white background



3.6 BANNER 6X3M

Version 1 with gradient



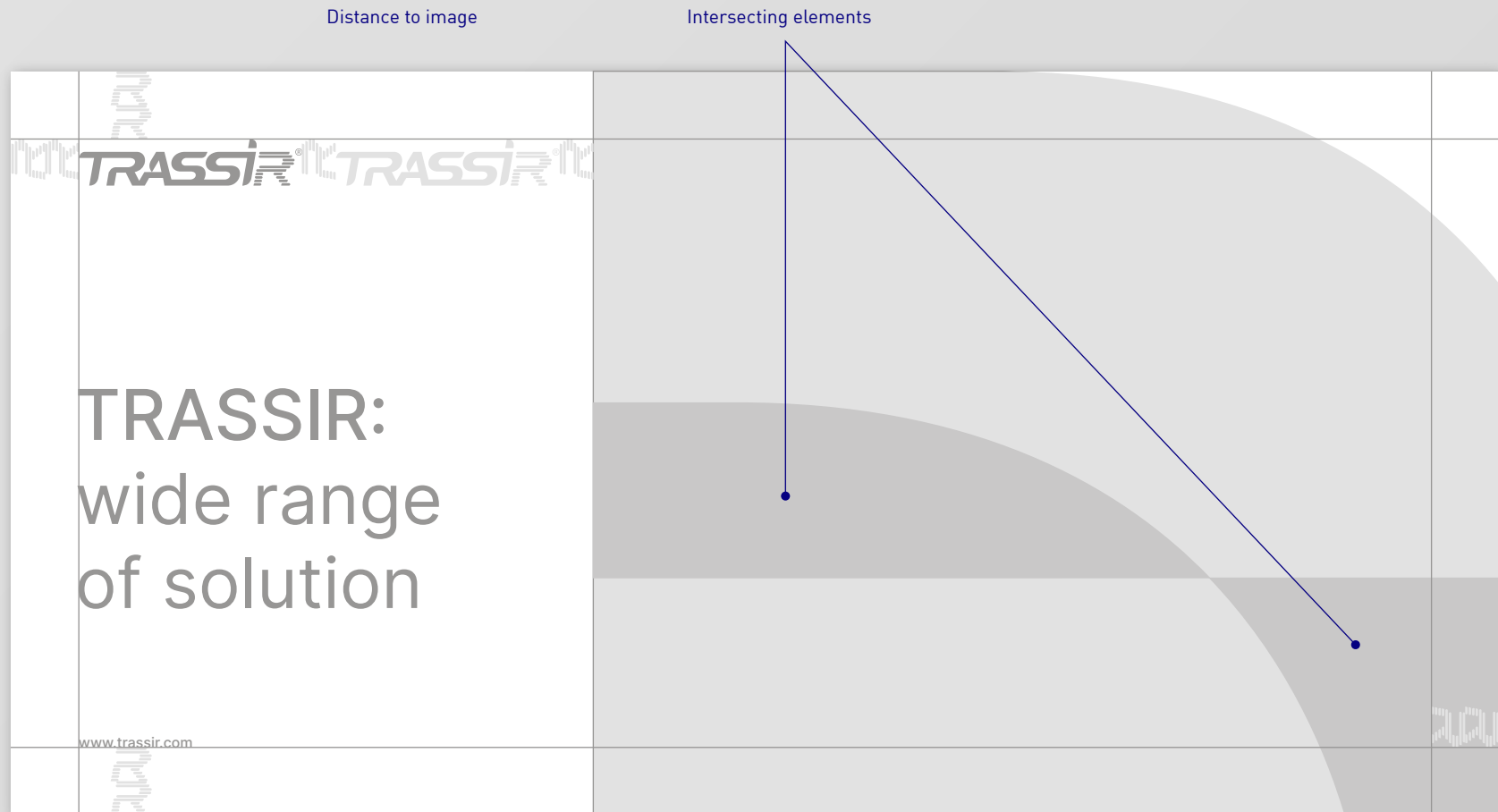
3.6 BANNER 6X3M

COMPOSITION

The indent from the edges is equal to two letters R of the TRASSIR logo.

The optimal size of the headline - 1-3 lines, the title should not stand in the spacing of the text field, leaving at least 5/6 of the empty space to the right edge. The font size can range from 600 to 800 pt. The size of the website caption is 60 pt. The text field can be white or with a branded gradient

The intersecting elements are superimposed on the image with a transparency of 30 to 50%, depending on the brightness of the image.



Text field

Image

3.7 BANNER 6X3M

version 2



TRASSIR:
wide range
of solution

www.trassir.com



3.7 BANNER 6X3M

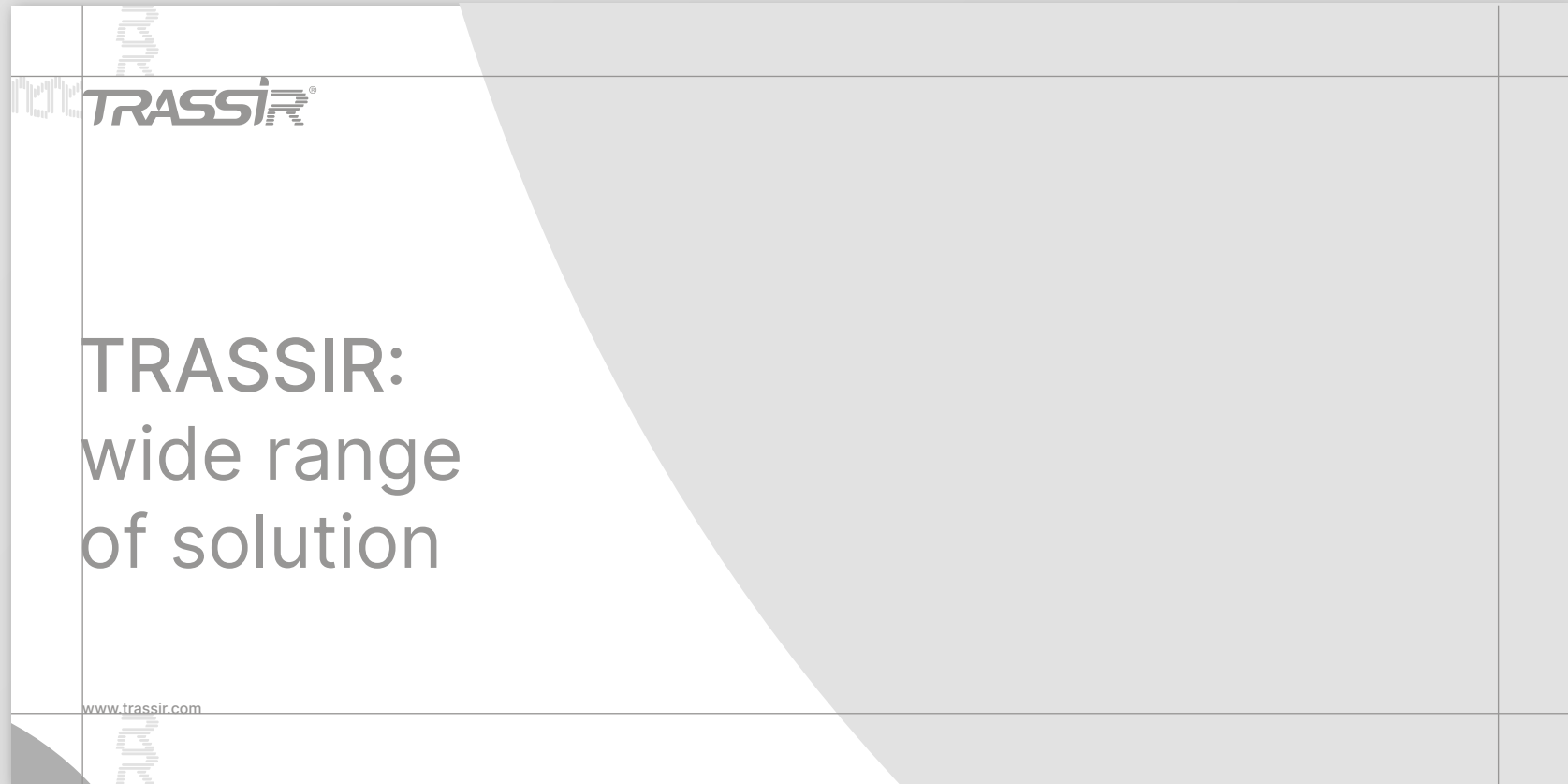
COMPOSITION

The indent from the edges is equal to two letters R of the TRASSIR logo.

The optimal size of the headline - 1-3 lines, the title should not stand in the spacing of the text field, leaving at least 5/6 of the empty space to the right edge. The font size can range from 600 to 800 pt.

The size of the website caption is 60 pt.

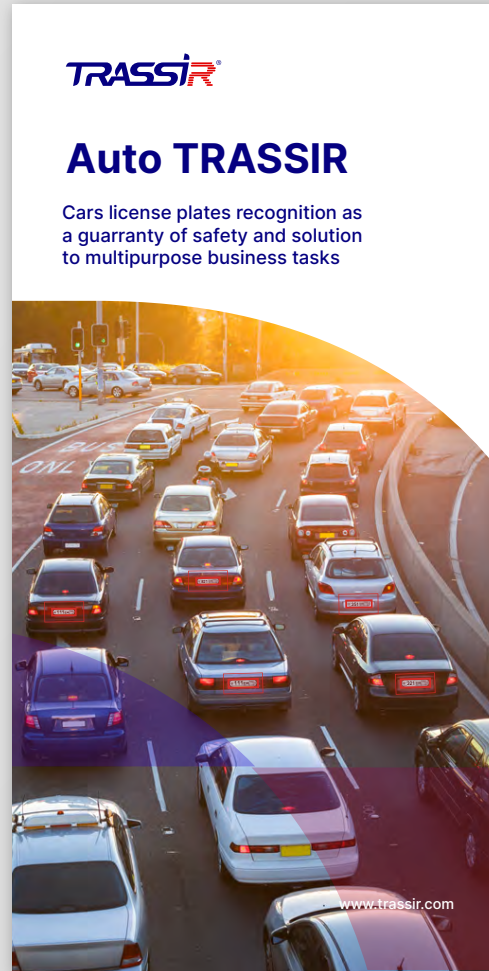
The text field can be white or with a branded gradient



Text field

Image


3.8 ROLL UP 1X2M



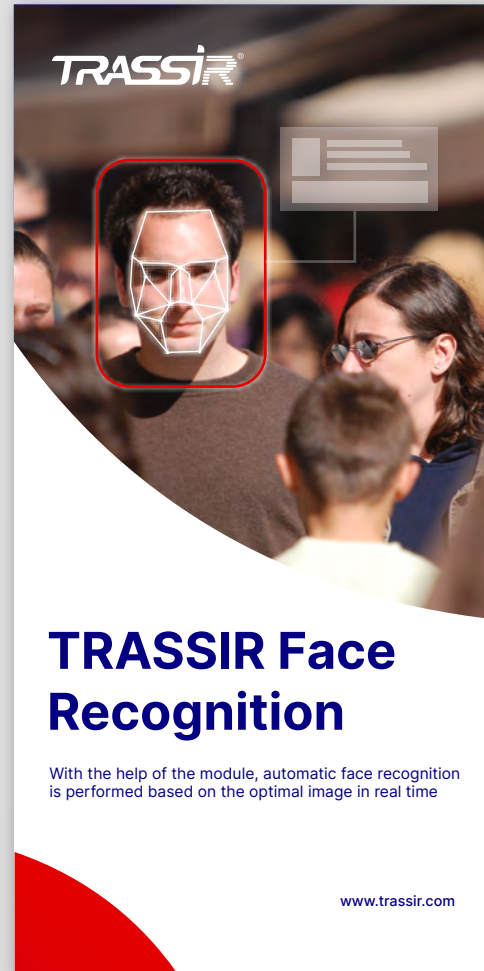
TRASSIR

Auto TRASSIR


Cars license plates recognition as a garranty of safety and solution to multipurpose business tasks



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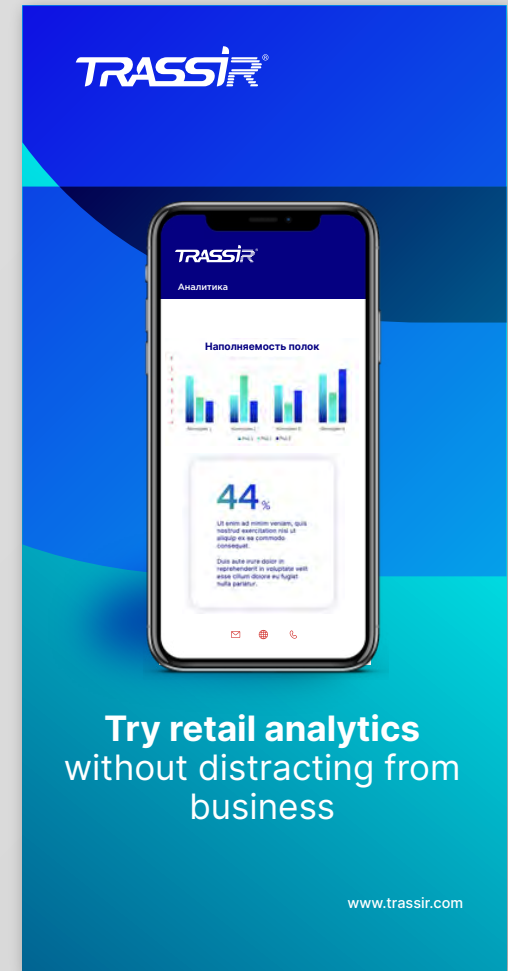
TRASSIR



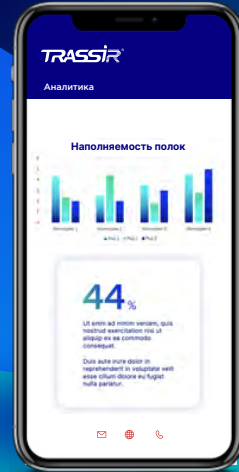
TRASSIR Face Recognition

With the help of the module, automatic face recognition is performed based on the optimal image in real time

www.trassir.com



TRASSIR



Try retail analytics without distracting from business

www.trassir.com

4. PHOTOSTYLE

4.1 PHOTOSTYLE

The photos convey a sense of safety, security, quality and clarity. The use of natural light in the photo images makes them bright and gives a sense of authenticity.

The photos also show people and places wherever the company's services can be applied. This is to emphasize that the products exist for the benefit and safety of people.

The examples on this page have the right image and color tone.

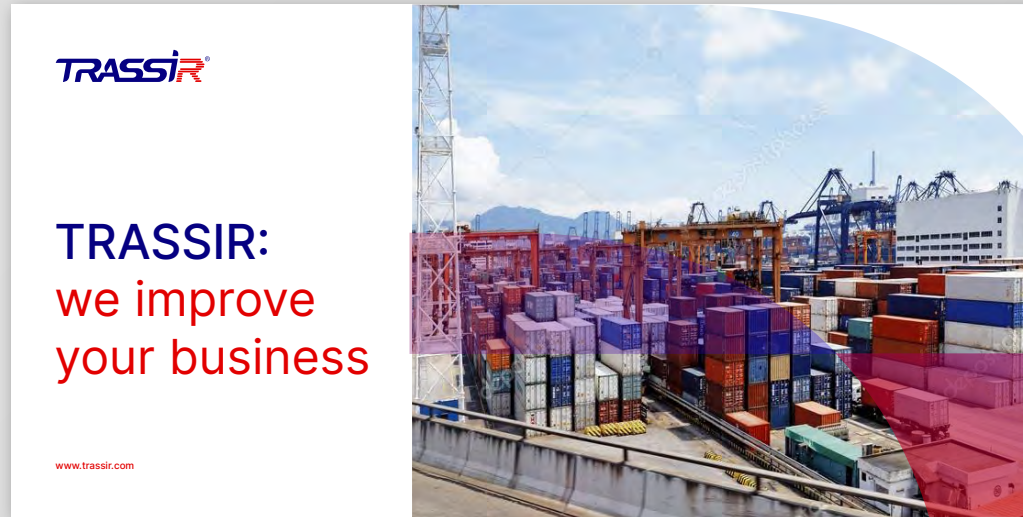
The following should be considered when using cameras in photography:

1. The camera is small, taking up about 10% of the image. There shouldn't be a sense of intrusiveness and domination of the camera;
2. The background should be positive, it could be a blue sky or a bright, sunny wall.
3. Camera as an art object, as landscaping.



4.2 EXAMPLES OF USE

When selecting the background of the text box, the color palette and brightness of the photo are taken into account.



4.3 INADMISSIBLE PHOTOGRAPHIC MATERIAL

With stock images, it's easy to revert to bland and trite corporate clichés. Please avoid them.

You should not use images of cameras, such as in the examples, and security guards, so that there is no sense of alarm and danger.

You should not use photos that do not match the color palette.



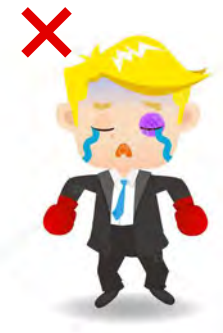
4.4 EXAMPLES OF USING ILLUSTRATIONS

Here are examples of illustrations that visually fit the corporate identity of the company. When choosing an illustration should take into account the color palette of the brandbook, the use of non-branded colors is possible only in the minimum amount.

The illustrations should be modern and concise.



These illustrations do not satisfy the TRASSIR corporate style.



4.5 USING PHOTOS

In order to avoid copyright problems, it is recommended:

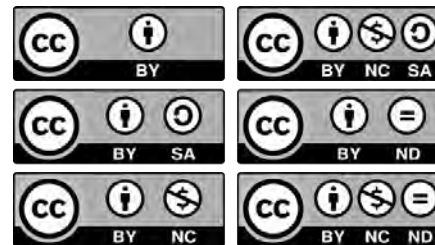
1. To use photos from the public domain

The public domain is a collection of creative works for which the copyright has expired. On average, depending on the country and circumstances, a photo reaches public domain 70 years after the death of the author. You can use such illustrations without the threat of being sued. Find images in the public domain in the sources by this link.

https://en.wikipedia.org/wiki/Wikipedia:Public_domain_image_resources

2. Use illustrations with the appropriate Creative Commons license

The Creative Commons (CC) was created so that intellectual and creative products could be distributed legally. It has developed six basic license types with several subspecies to look out for when searching for pictures. The type of CC license is often indicated by an icon next to the photo.



Three of them allow commercial use of images, and three of them do not. Russian law does not provide a clear definition of the phrase "commercial use". But it is generally accepted that it is needed for profit, and non-profit - for other purposes: educational, informational, scientific, etc.

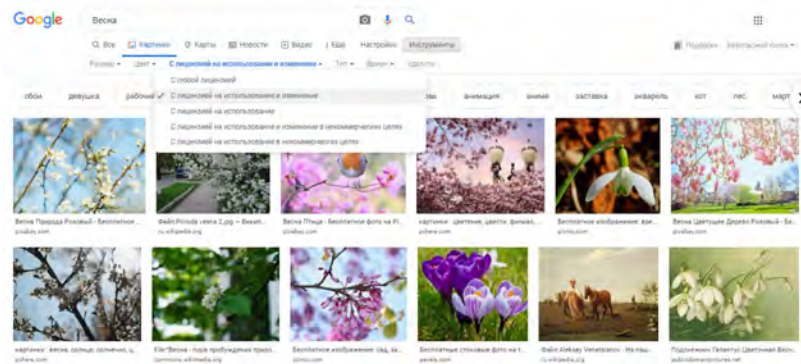
- **Commercial and non-commercial use under different conditions allow licenses:**
 - "With attribution," cc by;
 - "Distribution under the same conditions-Copyleft", cc by-sa;
 - "With attribution - No derivatives," cc by-nd.
- **Only non-commercial use under different conditions allows licenses:**
 - "With attribution - Nonprofit," cc by-nc;
 - "With attribution - Nonprofit," cc by-nc-sa;
 - "With attribution - Nonprofit - No derivatives," cc by-nc-nd.

4.6 USING PHOTOS

Where to look for illustrations and photos with a license:

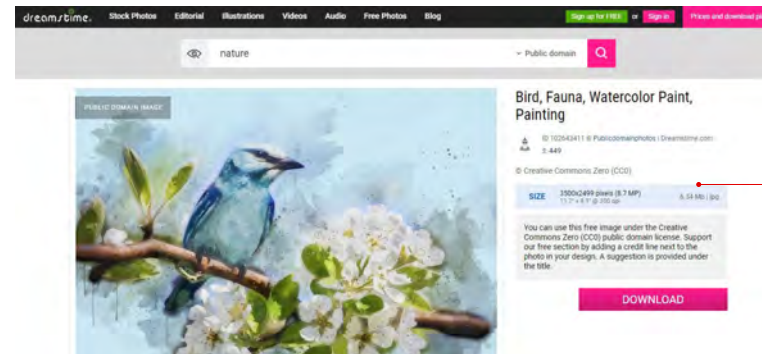
1. in Google Images with the corresponding marking

To find licensed images on Google, type a query in the search box and check the box next to the type of license you want.



2. at Photostocks

It is best to look for photos for commercial use on photostocks, paid or free. References to authors and licenses, including Creative Commons, are usually found in the caption of the illustration or on the search page.



Example of an image with a CC0 license and link to the author at dreamstime.com photostock

Free

- freeimages.com
- freerangestock.com
- freestockimages.ru/photo
- freestocks.org
- gettyimages.com/embed
- gratisography.com
- imcreator.com
- isorepublic.com
- magdeleine.co/browse
- maxpixel.freegreatpicture.com
- morguefile.com

- rgbstock.com
- skuawk.com
- splitshire.com
- stockio.com
- stocksnap.io
- stockvault.net
- unsplash.com
- visualhunt.com
- photogen.com
- picjumbo.com
- negativespace.co

- bigfoto.com
- burst.shopify.com
- coverr.co
- dreamstime.com/free-photos
- firestock.ru
- fotolia.com
- picture-newsletter.com
- pixabay.com
- pxhere.com
- pexels.com

Paid

- dreamstime.com
- istockphoto.com
- marketplace.500px.com
- ru.depositphotos.com
- shutterstock.com
- stock.adobe.com
- stockphoto.com

4.7 PAPER

Recommendations for selecting paper for printing different types of products



A4 flyer, A5 flyer, letterhead, 1/3 A4 flyer, pamphlet:

For printing such products, coated paper (glossy or matte) with a density of 115, 130 g/m² for one-sided printing is suitable, a density of 130 g/m² - 150 g/m² for two-sided.

Multipage brochures, booklets, catalogs:

If these types of products are intended for mass distribution at exhibitions or at points of sale, you can use a relatively thin coated paper with a density of 90-135 g/m².

For printing the cover choose a thicker coated paper 170-300 g/m². It is also recommended to laminate the cover, it makes it more durable.

If the type of advertising is needed for image purposes, it is recommended to choose a thicker paper for the inside pages.

Posters A3-A0:

Coated paper (glossy or matte)
density 130 g/m² — 300 g/m².

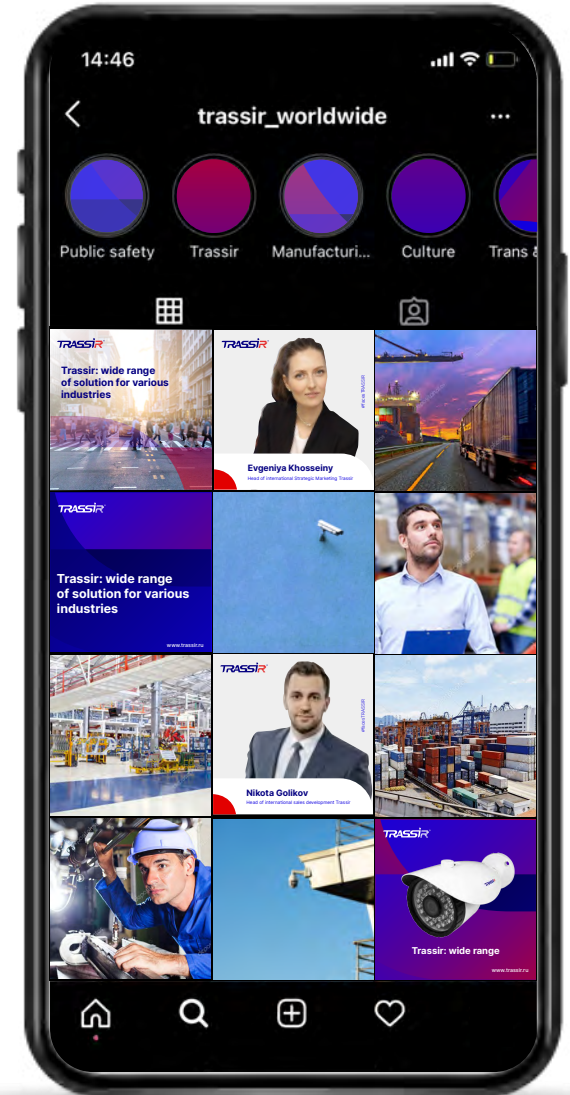
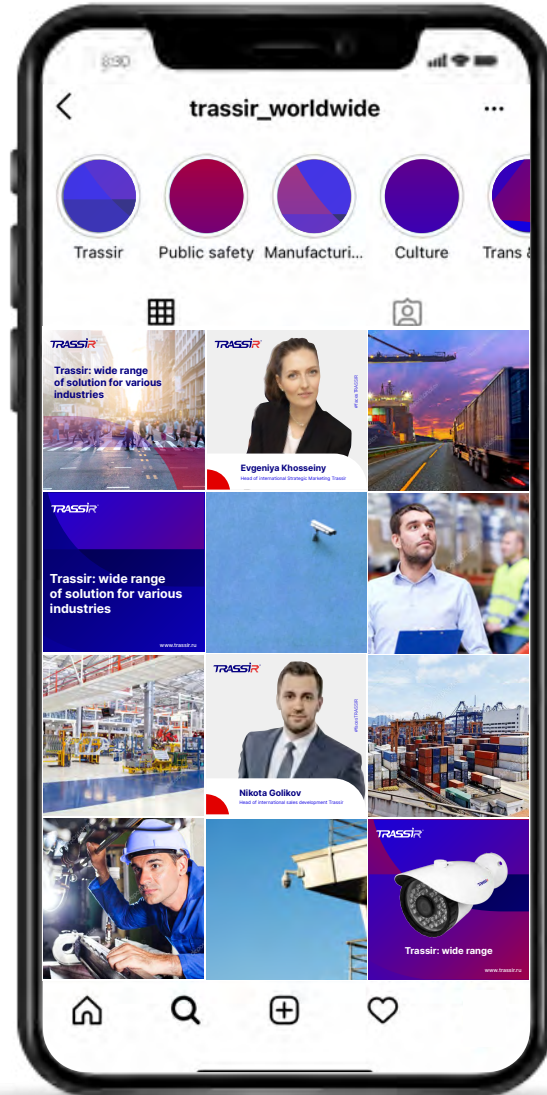
5. SOCIAL NETWORKS

5.1 INSTAGRAM DESIGN

Example of Instagram layout using photos and advertising banners.

Advertising banners should not follow each other; There should be an even distribution of photos and banners.

It is suggested to use photos of places where the company's services can be applied in accordance with the color palette of the brandbook; photos of portraits of potential employees/employees of the company.



5.2 INSTAGRAM DESIGN - BANNERS

Here are examples of company advertising/information banners.

- Option 1** - advertising/information with a gradient.
- Option 2** - product advertising
- Version 3** - advertising/information with a gradient.
- Version 4** - information - company employees.

It is not recommended to use a large amount of information on advertising banners.
 The title in 1-3 lines and possible subtitle of 1 line.
 The logo and website are always located in those positions, as shown in the example.

When using the photo as a substrate in Option 3, you must place a semi-transparent white gradient under the logo so that the logo is clearly visible and does not get lost in the background of the photo.

When using Option 4, it is recommended to "cut" the person from the main photo and place it on a light gray background as in the example.

Version 1



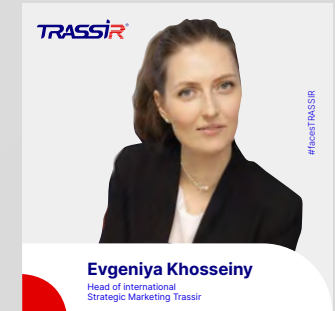
Version 2



Version 3



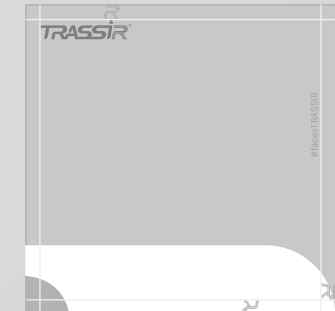
Version 4



The indent is equal to the letter R of the logo



Gradient



5.3 FACEBOOK DESIGN

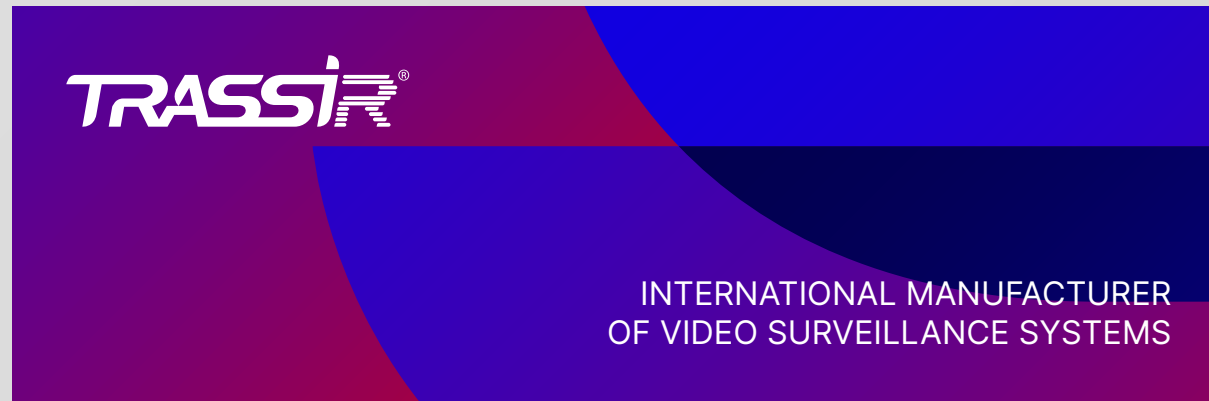
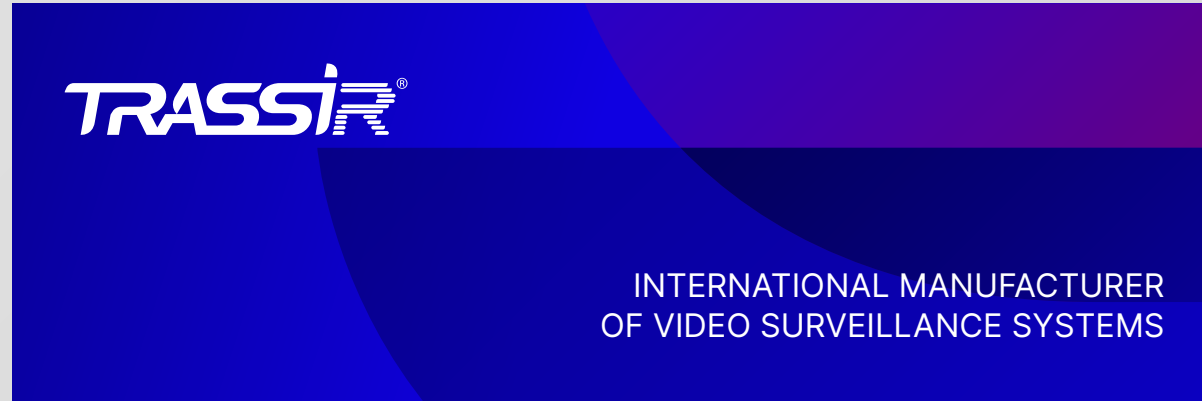
Here are some examples of Facebook hats.
These sample hats are also appropriate for LinkedIn.

The Facebook banner ads correspond to the
Instagram banners above.



5.4 TWITTER DESIGN

Here are some examples of Twitter hats.

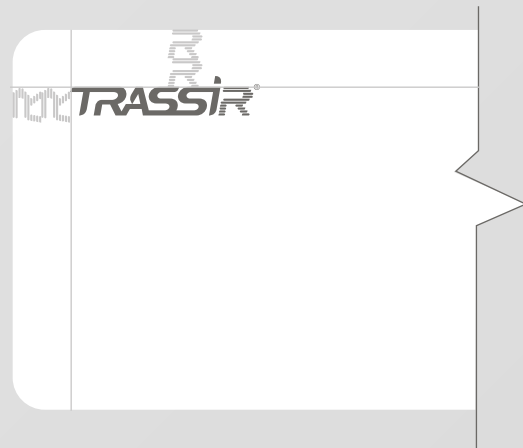


5.5 TWITTER DESIGN BANNERS

Here are examples of banner ads for Twitter.

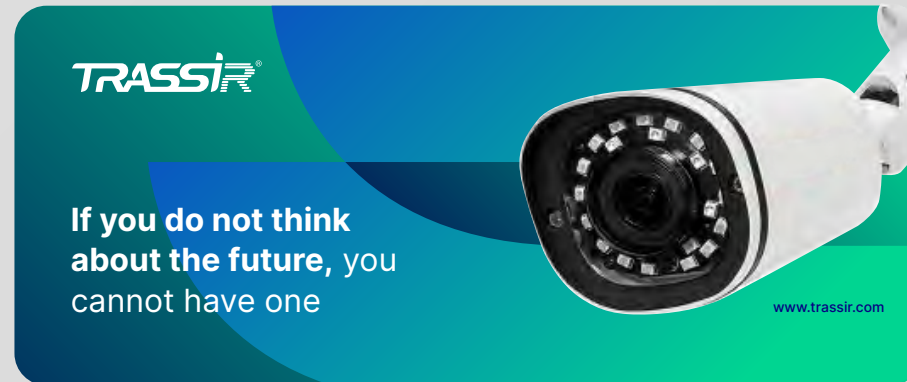
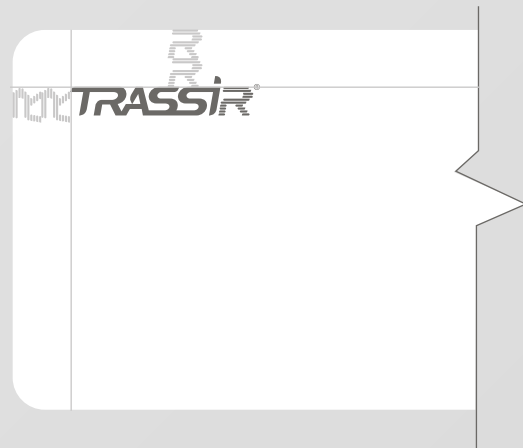
It is not recommended to use a large amount of information on advertising banners. The title in 1-3 lines and possible subtitle of 1 line. The logo and website are always located in those positions, as shown in the example.

Indent from the left and top edge 2 letters "R".



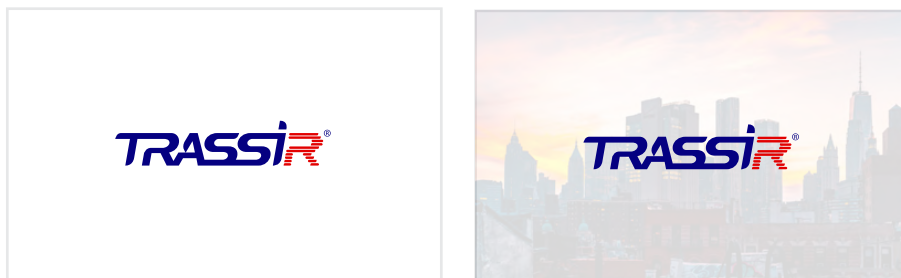
5.6 TWITTER DESIGN ADDITIONAL COLORS

Here are examples of banner ads using additional colors for Twitter.

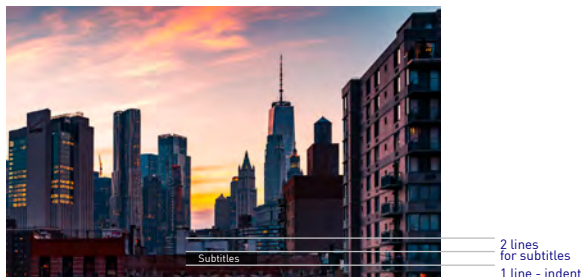


6. VIDEO

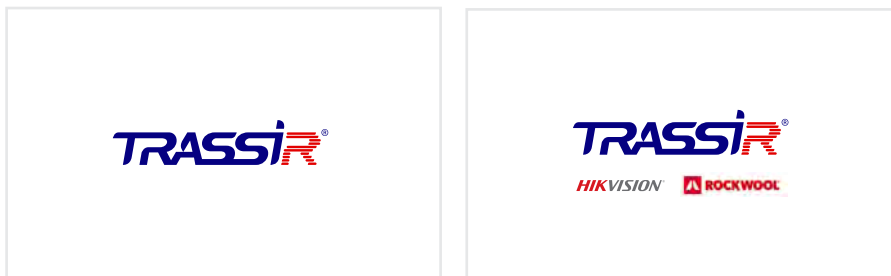
6.1 EXECUTION RULES OF VIDEOCLIPS



Slide 1 - Introduction



Subtitles



Ending

Slide 1 - Introduction

The first slide "introduction" can be on a white background with the logo in the middle, or on a semi-transparent background - 85% transparency;
The size of the logo is 50% of the slide format width;
The second slide and the next, without branding elements, just the videoclip itself.

Subtitles

It is recommended to place the subtitles in the middle at the bottom of the slide, with a black background for the text with 70% transparency, the color of the text itself is pale white;

A maximum of two lines can be submitted at a time. If the text fits on a single line, it should occupy the lower position of those suggested to minimize interference with the background image;

Each line of subtitle should fit into about 35 characters, no more than 40;
One line indent from the bottom edge to the subtitles.

Ending - concluding slide

Repeating the first slide, the logo is 50% of the slide width.

If you need to specify the partner logos, then they are located below the TRASSIR logo. The logos should be visually equal among themselves.

The size of partner logos should be no more than 50% of the TRASSIR logo size.