

RECOGINE LOGO GUIDELINES

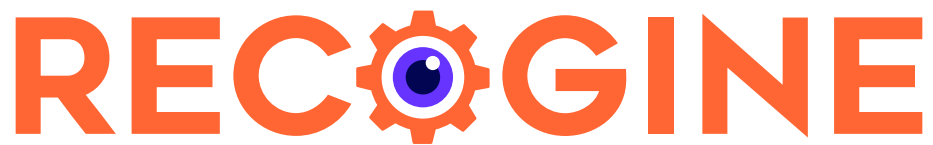
August 2025 – Version 3.0

These guidelines are produced by Recogine Technology Sdn. Bhd.

Introduction

1. Introduction

The Recogine logo is a strong representation of our brand identity—conveying innovation, integrity, vision, and technological leadership in AI and computer vision. This guide ensures consistent and proper use of the new logo across all applications.



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Logo Concept Explanation

2.1 Name and Colors

"Recogine" blends "Recognition" and "Engine", symbolising our expertise in recognition technologies and the drive to power progress.

Color Palette

Color	HEX Code	RGB	CMYK	Meaning
Orange	#FF6633	255, 102, 51	0, 70, 80, 0	<input checked="" type="checkbox"/> Creativity <input checked="" type="checkbox"/> Innovation <input checked="" type="checkbox"/> Energy
Purple	#6633FF	102, 51, 255	60, 80, 0, 0	<input checked="" type="checkbox"/> Imagination <input checked="" type="checkbox"/> Cutting-Edge Technology <input checked="" type="checkbox"/> Vision
Dark Blue	#1A184F	26, 24, 79	90, 90, 30, 70	<input checked="" type="checkbox"/> Integrity <input checked="" type="checkbox"/> Trust <input checked="" type="checkbox"/> Intelligence
White	#FFFFFF	255, 255, 255	0, 0, 0, 0	<input checked="" type="checkbox"/> Clarity <input checked="" type="checkbox"/> Focus <input checked="" type="checkbox"/> Neutrality

Logo Concept Explanation

2.2 Design Elements

The Gear Eye in the “O”

At the heart of the Recogine logo is the distinctive “O”, creatively designed as an orange gear encasing a stylised eye. This combination symbolizes the integration of mechanical intelligence (gear) and visual perception (eye), representing Recogine’s core expertise in AI, computer vision, and automation. The vibrant purple iris, framed with white and dark blue, adds contrast and focus—illustrating precision, awareness, and smart detection.

Unified Typeface

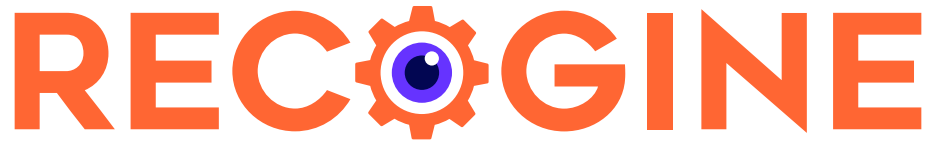
The typeface is clean, modern, and evenly weighted, emphasizing clarity, professionalism, and digital-forward thinking. The rounded edges and uniform spacing evoke a sense of balance and approachability, aligning with our vision of accessible, impactful AI technologies.

Vivid Color Story

The dominant orange tone reflects energy, innovation, and boldness. Paired with purple and dark blue accents from the eye motif, the logo conveys a harmonious blend of creativity, technical depth, and futuristic outlook.

Logo Variations

3.1 Main Logo



The primary Recogine logo includes the wordmark with:

- Bright orange typography
- A gear-shaped “O” housing a stylized eye
- Distinctive tech-inspired font for readability and recognition

This main logo is the preferred version for all official communications, including:

- Corporate branding materials (*business cards, letterheads, presentations*)
- Digital platforms (*websites, social media profiles, email signatures*)
- Marketing and advertising materials (*brochures, banners, product packaging*)
- Internal and external corporate documents

The primary logo should always be used when representing Recogine as a whole, without any specific subsidiary reference.

Logo Variations

3.2 Subsidiary Logos

In our updated brand structure, all subsidiaries—such as Recogine Technology, Recogine Engineering — use the same unified main logo. This reinforces a cohesive brand identity and ensures consistent visual representation across all divisions.

Usage Clarification

- The logo itself remains unchanged across all entities.
- No subtitle, descriptor, or modification is added beneath or around the logo.
- Subsidiary identification (e.g., Recogine Engineering Sdn. Bhd. or Recogine Technology Sdn. Bhd.) is provided only through footer text, legal disclaimers, or company information areas—not within the logo artwork.

Guidelines

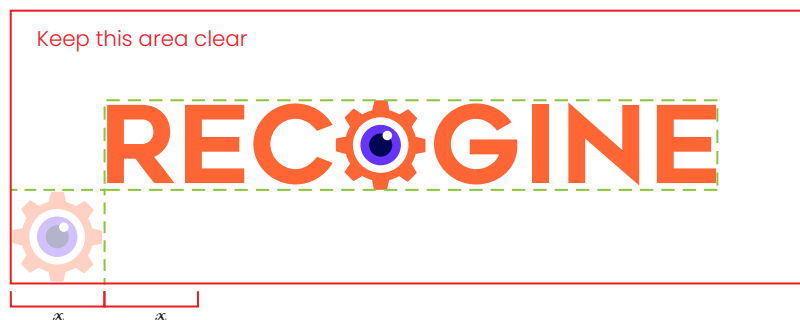
- Use the same main logo regardless of the business unit or department.
- All instances of the logo should maintain original proportions, spacing, and colors.
- Subsidiary-specific references should appear separately in text, such as in:
 - *Email signatures*
 - *Document footers*
 - *Business cards*
 - *Letterheads or corporate templates*
- Do not create custom versions of the logo with added subsidiary names or text underneath.

This approach preserves brand unity while allowing clear identification of each business unit where necessary.

Logo Usage Guidelines

4.1 Clear Space

Maintain a clear space around the logo equal to the height of the gear. No text or visuals should encroach on this area.



Logo Usage Guidelines

4.2 Minimum Size

The logo should not be displayed smaller than:



30px in height for **digital applications**



10mm in height for **print applications**

Improper Usage

5. Avoid the following:

To ensure brand consistency, the following modifications are not allowed:

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⊗ Do not stretch, distort, or rotate the logo

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⊗ Do not change the colors

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⊗ Do not apply effects such as shadows, gradients, or outlines

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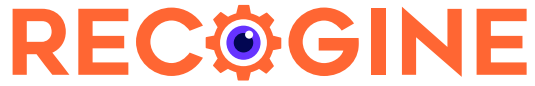
⊗ Do not modify or replace any design elements



⊗ Do not place the logo on complex backgrounds that affect visibility

Background Control

The logo should always be placed on a clean, uncluttered background.



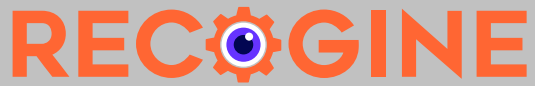
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Primary Use:

White or light backgrounds.



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Alternative Use: Dark backgrounds with a white or light-colored logo version.



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Monochrome Use: If color printing is not possible, use the monochrome version in black or white.

File Formats and Access

The logo is available in the following formats for different applications:

File Format	Usage
.AI / .EPS	<i>Print and professional design</i>
.PNG	<i>Web and digital use (transparent background)</i>
.SVG	<i>Scalable vector for web</i>
.JPG	<i>General use (non-transparent)</i>