SURVISION

Style guide

SOMMARY

01

Colors

Primary color

HEX: #172045
RGB: R23, G32, B69
PANTONE 192 C

	100%
	80%
	60%
	40%
	20%
	5%
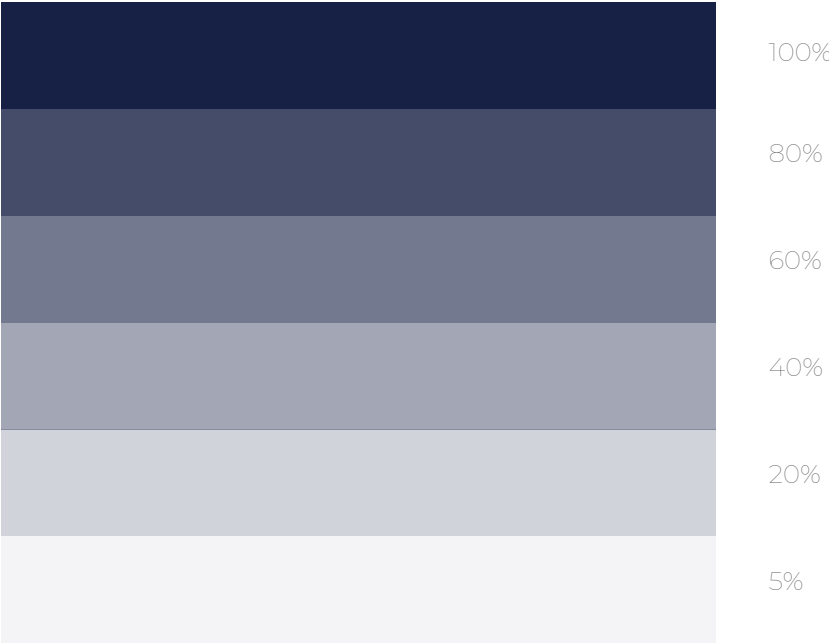
Secondary color

HEX: #FF0B63
RGB: R255, G11, B99
PANTONE 275 C

	100%
	80%
	60%
	40%
	20%
	5%
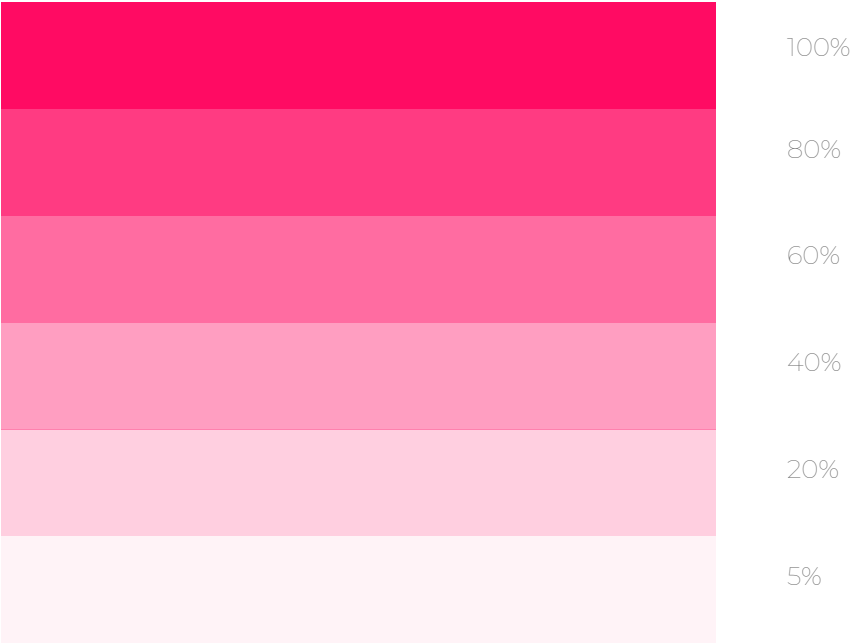
Terciary color

HEX: #39b4ff
RGB: R57, G180, B255
PANTONE 2985 C

	100%
	80%
	60%
	40%
	20%
	5%

Montserrat Bold

aA

Example title 1

Example title 2

Avenir Next LT Pro Regular

aA

This font is used for long texts, paragraphs, descriptions, captions and datasheets.

Line height should be 1.3 em and paragraph separation 2.5 em.

Typography

Texts

Montserrat Light

aA

This font should be used for special short paragraphs with important or highlighted information.
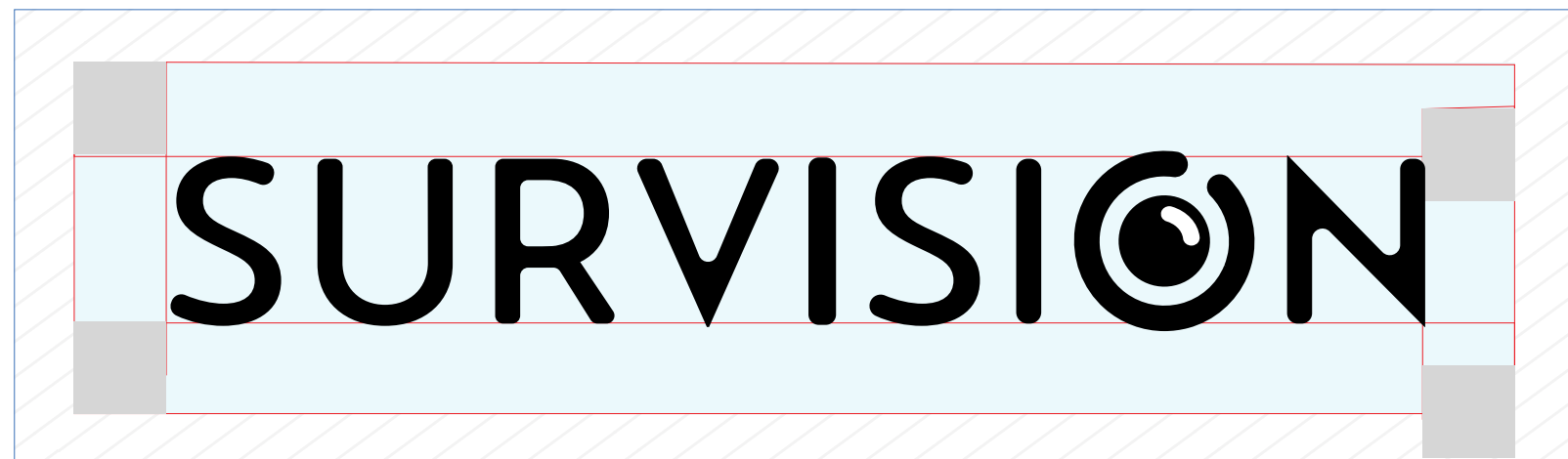
Colors can be Black or Blue

Montserrat Extra Bold

aA

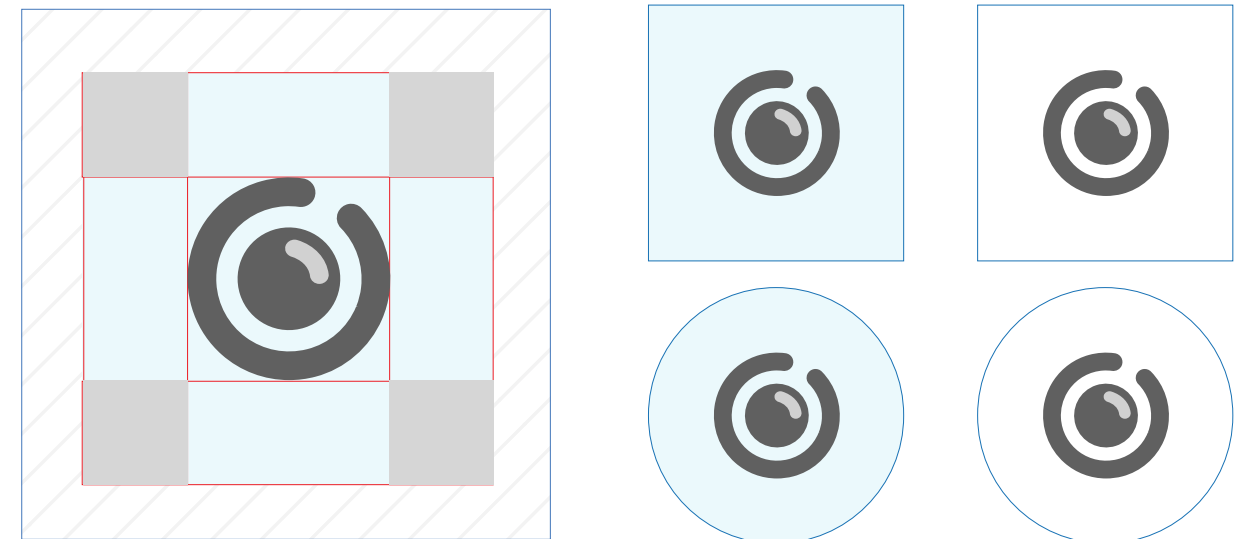**This font should be used for short titles and covers.**

Logo

Logo

Isotype

Blue indicates the space that must be blank, the blue area must be kept free of other elements. The gray striped space indicates the safe area, in this area it is allowed to place elements.

The size of the lateral margins is directly proportional to the internal element of the letter "o".

Logo
Minimum sizes allowed

Primary logo: Positive

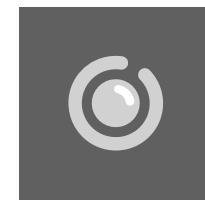**SURVISION**   2 cm

Primary logo: Negative

SURVISION   2 cm

Isotype: Positive

Isotype: Negative

2 cm   2 cm

Logo
Color presentation

Logo

Gray scale

Acronym usage

English version

LPR

License Plate Recognition

Automatic Number-Plate Recognition

ANPR

LPI

License Plate Inventory

Optical Character Recognition

OCR

ITS

Intelligent Transportation Systems

Lecture Automatique de Plaques d'Immatriculation

LAPI

We represent Survision

How Survision Employees Should Talk About the Brand

Survision is a leader in License Plate Recognition - and now we're going further. Our new brand reflects a broader vision: building full vehicle recognition systems that combine plate data with visual intelligence like make, model, and color.

We're not replacing LPR - we're building on it. Our technologies are designed to perform in real-world conditions, where context matters just as much as the plate itself.

This logo refresh represents more than a new look. It marks our shift toward smarter, more resilient vehicle identification - helping cities and operators manage mobility with greater confidence.

Survision is shaping the future of vehicle recognition by moving beyond the plate, using AI to understand the full identity of a vehicle - not just what's printed on it.

We represent Survision

Internal Messaging Guidelines: Talking About Survision

1

Be Clear and Confident:
When speaking about Survision, always communicate with clarity and confidence. Our technology speaks for itself - your role is to represent it with professionalism and conviction.

2

Use Consistent Language:
Refer to Survision as a 'Vehicle Identification Technology leader specializing in License Plate Recognition' to maintain consistency across conversations and platforms

3

Highlight What Matters:
Focus on the impact our solutions have - improved efficiency, real-time identification, revenue generation, etc. - rather than technical specifications unless speaking to a technical audience.

4

Avoid Sales Talk:
Our goal is not to 'sell' but to inform and elevate. Position Survision as a trusted partner in innovation, not a product pitch

5

Stay Human, Stay Professional:
Whether on LinkedIn or in meetings, keep the tone respectful, easy to understand, and aligned with our brand - innovative, grounded, and French

The Design, elaboration, layout and writing of this Visual Style Guide for SURVISION was in charge of Movidagrafica.

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