

**e-print** **e-banner®**

共同體驗 印刷、噴畫新世代！

# Combined Logo (horizontal)

Here it is again—our logo. Our logo is the most visible element of our identity—a universal signature across all e-print & e-banner communications. It's a guarantee of quality that unites our diverse products and services. We use the same version in print, on screen, and on the side of our buildings. It's simple. Easy to understand. The logo is made up of two elements: the logotype and background. While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.



# Combined Logo (vertical)

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If it's impossible to use the Primary Logotype for some reason, you have the option of using the Vertical logotype. It's still a good way of showing off the e-print & e-banner brand, so don't you worry!



# Whole Unit Logo Colour

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e-print word - only Process Color, white border and word



e-banner word - only white Color



e-print  
blue

**PANTONE**

Pantone Process Cyan C

**CMYK**

C 100  
M 0  
Y 0  
K 0

**RGB**

R 0  
G 133  
B 202  
HTML 0085CA

e-banner  
green

Pantone 368 C

C 57  
M 0  
Y 100  
K 0

R 120  
G 190  
B 32  
HTML 78BE20

e-print & e-banner word  
white

-

C 0  
M 0  
Y 0  
K 0

R 255  
G 255  
B 255



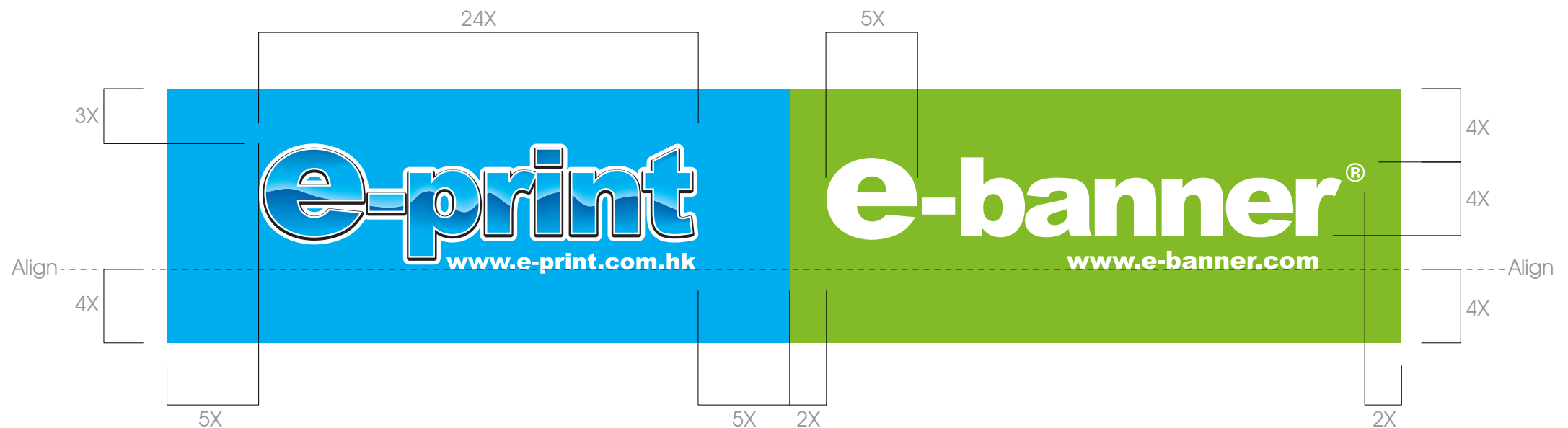
# Exclusion Zone (horizontal)

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To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space—free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

We prefer our logos to always be center aligned with website for horizontal logo.

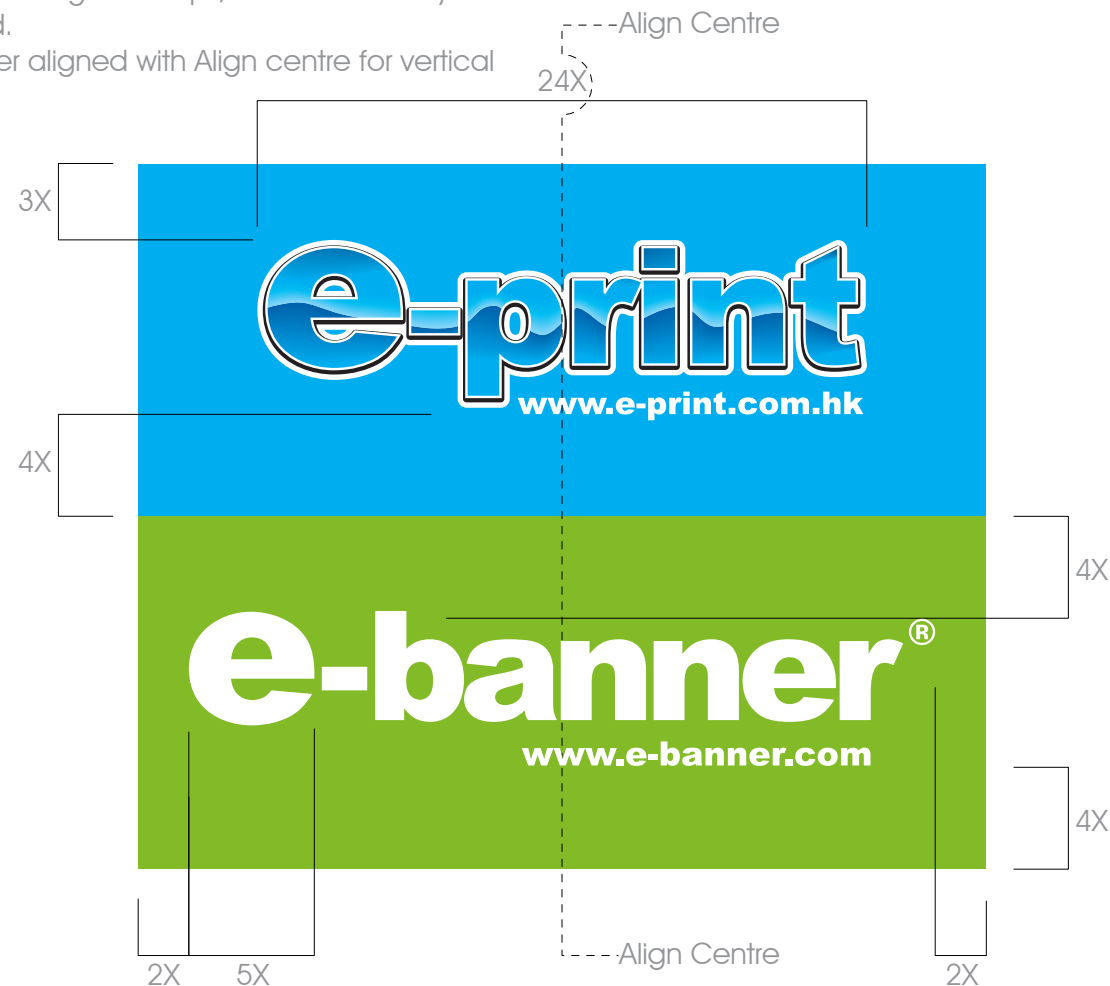


# Exclusion Zone (vertical)

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space—free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.

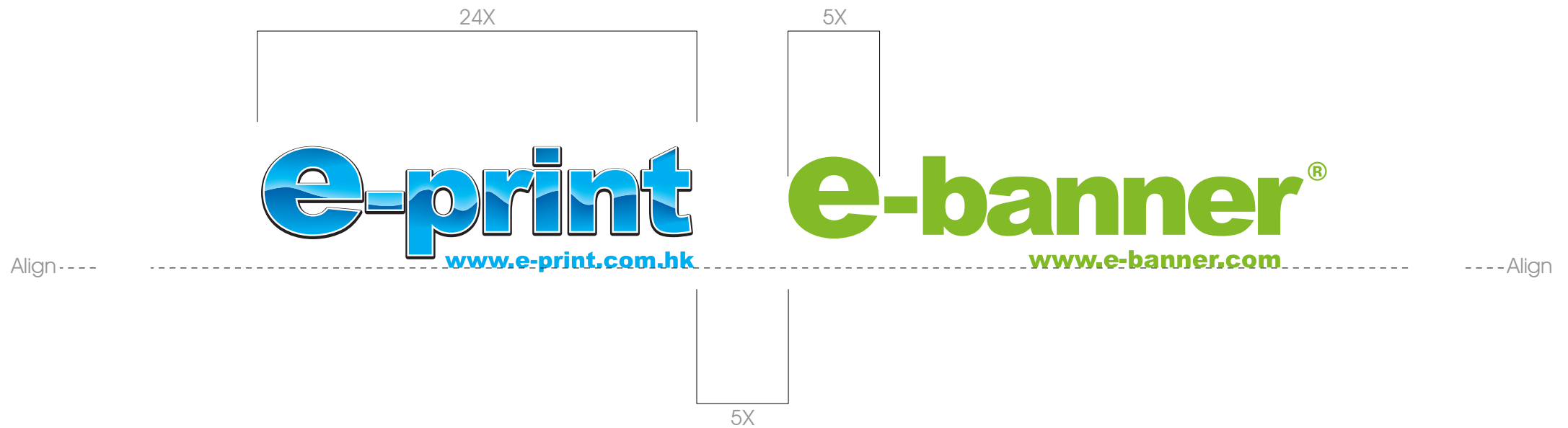
To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

We prefer our logos to always be center aligned with Align centre for vertical logo.



# Exclusion Zone Solid color (horizontal)

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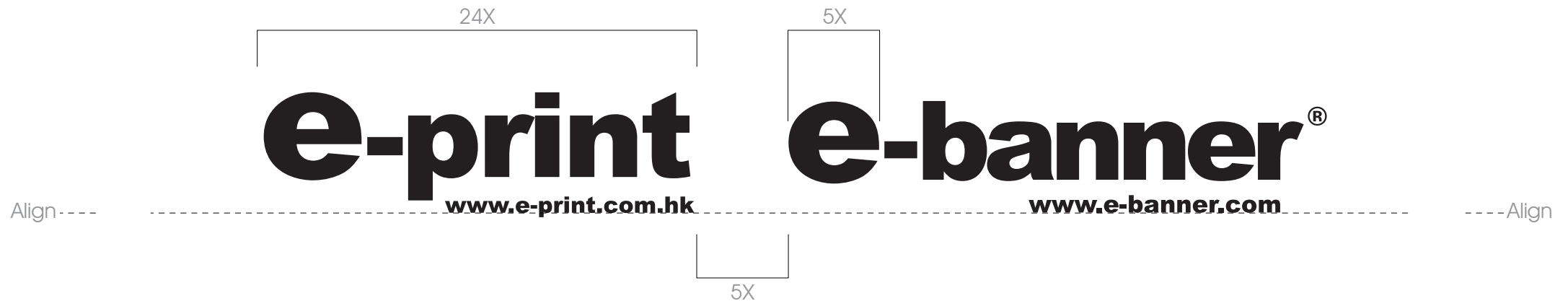


# Monochrome & white out

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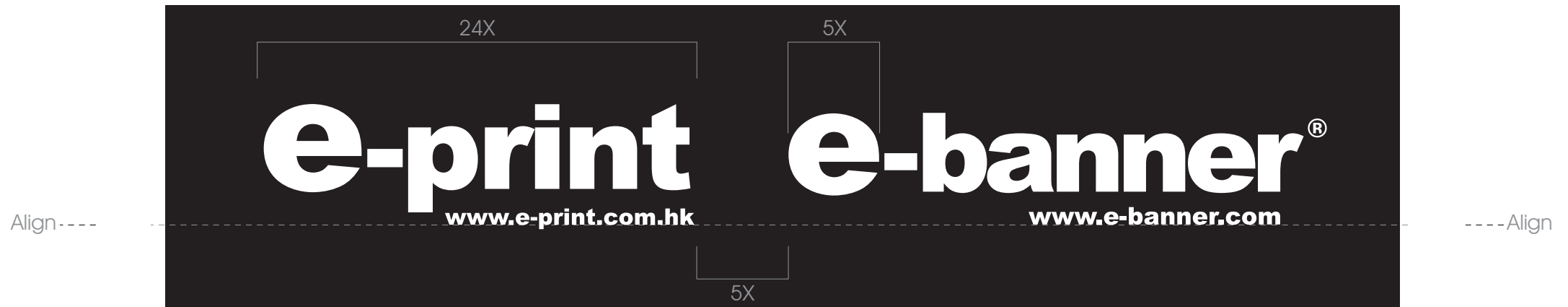
## Monochrome

When monochrome is used, then all elements are to be 100% black. This form of the logo must only be used against background colours light enough to hold enough contrast to maintain legibility.



## White out

This form of the logo must only be used against background colours strong and dark enough to hold enough contrast to maintain legibility.



# Logo Sizes

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Logo A - (horizontal)

use when over 70mm

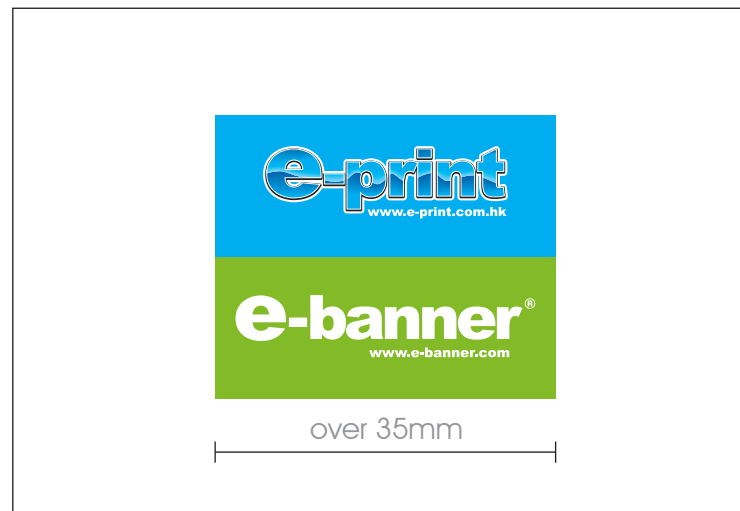


use when equals to or under 70mm

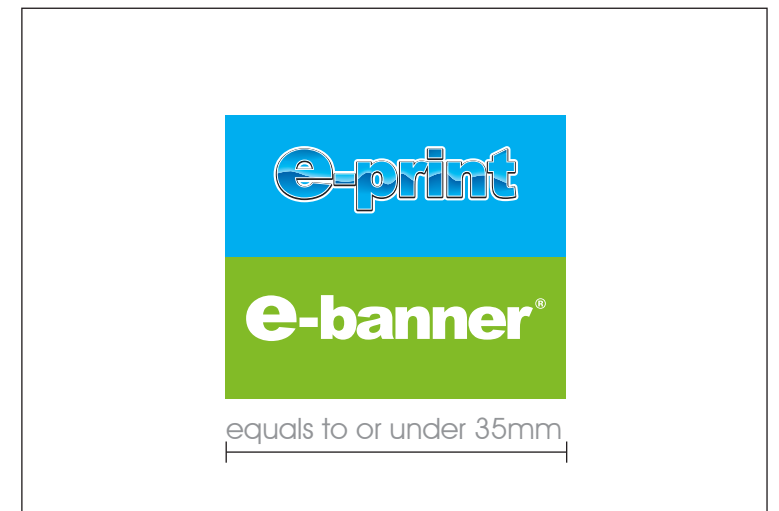


Logo B - (vertical)

use when over 35mm

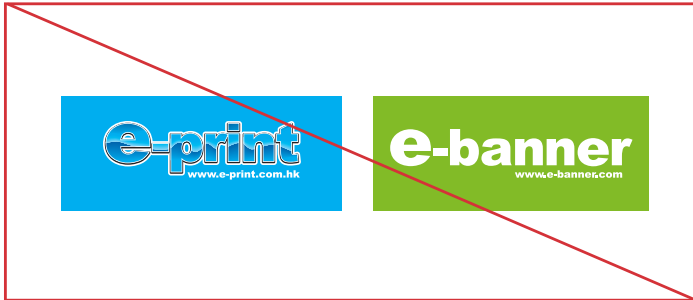


use when equals to or under 35mm



# Incorrect Logo Use

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DO NOT change the spacing of the logo



DO NOT change the relative sizes of the logo elements



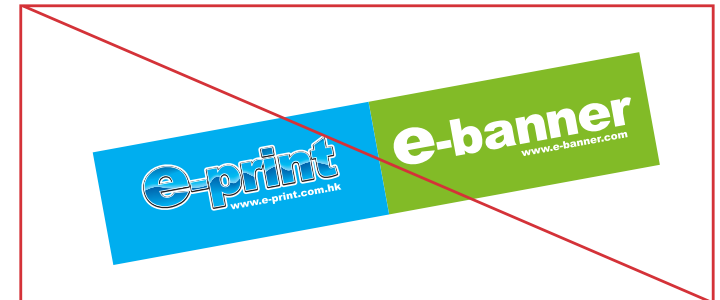
DO NOT place the logo on patterned background



DO NOT change the fonts of the logo



DO NOT invert the specified logo colours



DO NOT place the logo on an angle



DO NOT distort the logo elements



DO NOT change the logo colours

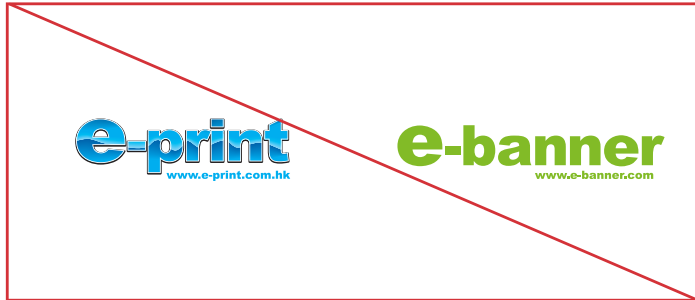


DO NOT place the logo on a same background colour

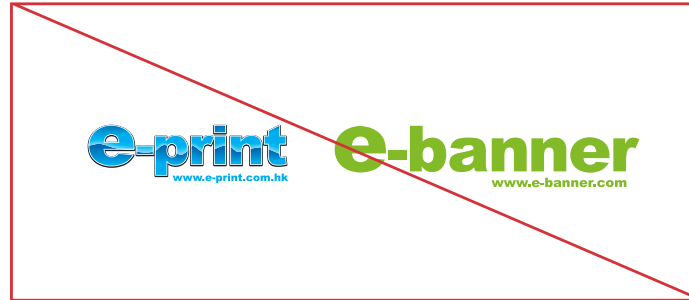
# Incorrect Logo Use

## Solid color

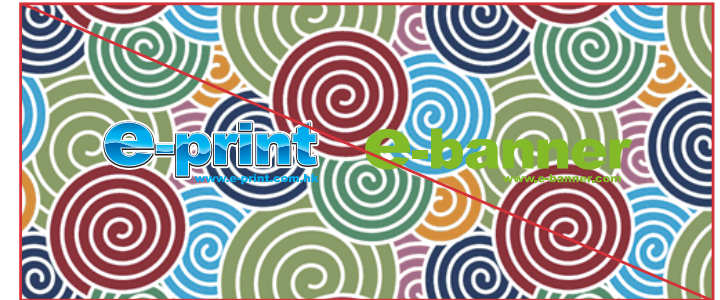
13



DO NOT change the spacing of the logo



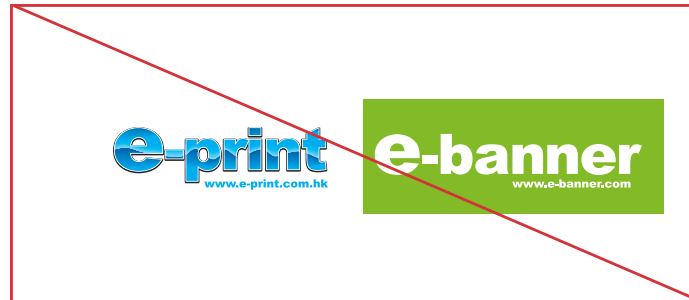
DO NOT change the relative sizes of the logo elements



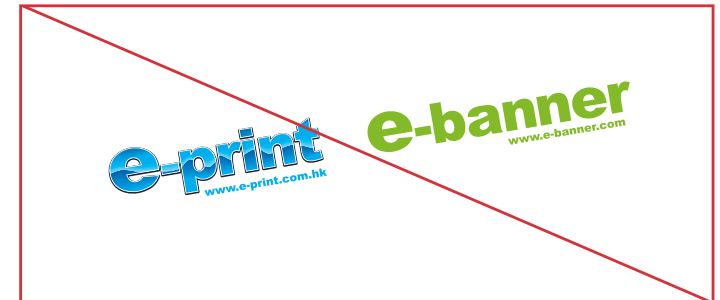
DO NOT place the logo on patterned background



DO NOT change the fonts of the logo



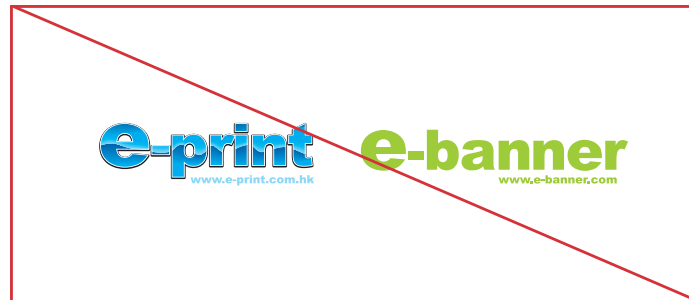
DO NOT invert the specified logo colours



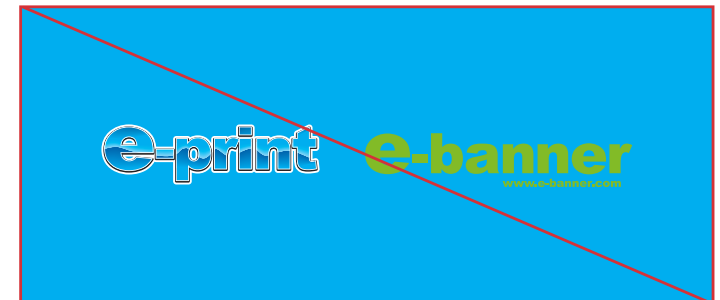
DO NOT place the logo on an angle



DO NOT distort the logo elements



DO NOT change the logo colours



DO NOT place the logo on a same background colour