



標誌使用手冊 LOGO USAGE

顏色應用(彩色版本) Colour usage (full color version)

背景與標誌顏色必須有足夠對比,可參考以下例子:

Always provide sufficient contrast with the background against which the logo appears. Below are some examples for reference:



彩色版本
Full Color Solid Ver.



背景與標誌顏色必須有足夠對比
Always provide sufficient contrast with the
background against which the logo appears.



(單色版本) 顏色應用 Colour usage (monotone version)

背景與標誌顏色必須有足夠對比，可參考以下例子：

Always provide sufficient contrast with the background against which the logo appears. Below are some examples for reference:



單色版本
Monotone Solid Ver.



背景與標誌顏色必須有足夠對比
Always provide sufficient contrast with the
background against which the logo appears.

標準標誌的最小安全距離 Standard logo - minimum clear space

標誌四周的最小安全距離可確保標誌不受其他元素影響善保持其完整性。

盡可能在標誌四周保留比最小安全距離更多的空間。

標誌的最小安全距離是以標誌的高度“X”為單位依比例計算。

The minimum clear space ensures the logo is not compromised by other elements and its integrity be kept.

Whenever possible, leave more space around the logo than the minimum clear space zone.

The minimum clear space is calculated proportionally based on the height of the logo, using “X” as the unit.



Clear Space 標誌安全距離



標準顏色規格 Logo colour



	C=0	M=31	Y=85	K=0
	C=0	M=0	Y=100	K=0
	C=53	M=0	Y=85	K=0
	C=88	M=0	Y=100	K=0
	C=70	M=90	Y=0	K=0
	C=36	M=73	Y=0	K=0
	C=100	M=95	Y=30	K=0
	C=25	M=94	Y=100	K=19
	C=85	M=10	Y=100	K=10



不正確使用 Incorrect Logo Use



請勿倒轉標誌
Do not rotate the logo



請勿扭曲標誌
Do not distort the logo



請勿加上特別效果在標誌上
Do not use effects on the logo



請勿用和標誌嚴重對比不足的背景
Do not use a background colour
with insufficient contrast



請勿用雜亂的背景令標誌難以辨認
Do not use a busy background image
that makes the logo illegible