

D-Link Brand Visual Identity System

友訊科技企業品牌識別系統

■ Logo Personality

The right network is the foundation that lets you do more. That links all your devices easily, seamlessly, anywhere. That links you to “now and next” online experiences without complexity. That meets all your networking needs, from switching to mobility and storage to surveillance, with complete solutions. The right network solution does what you need it to do today, and tomorrow.

Today, D-Link is building innovative network solutions that meet people's needs for better performance and flexibility. For intuitive ease of use. For the richest capabilities, smartest technologies, at affordable prices. Network solutions that connect you to more.

■ 品牌商標個性

優良的網絡連結是自由應用的基礎，在任何地方輕鬆、無縫地連接所有設備，毫不繁瑣地提供即刻體驗。從切換、移動、儲存到監控，完整的網路解決方案有效提供所有網絡需求，持續協助每一日的表現。

至今，D-Link 持續構建創新的網絡解決方案，以滿足人們對性能和靈活性的需求。不僅直觀易用，更以實惠的價格提供最豐富的功能、最智能的技術，鏈結到更加多元的網絡解決方案。

Logo



Brand Visual Identity System

Logo

Logo Design

The construction of D-Link logo considers with precise structure and rigid design principle. Any circumstance to implement the logo should keep the completeness in every aspect of the design in ratio, design elements, and color.

品牌商標設計

D-Link 品牌商標以精準的架構與嚴謹的設計原則構成，在運用此商標時，應保持比例的正确、設計元素的完整，與顏色的忠實呈現。

Logo Color

D-Link Blue

D-Link 藍

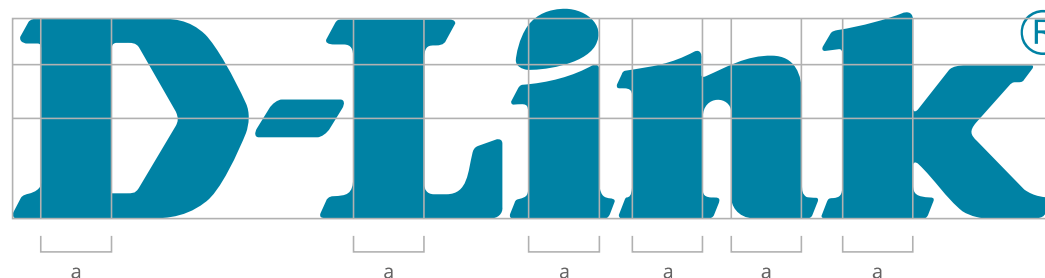
Pantone 3145 C

CMYK - C100 M0 Y19 K23

RGB - R0 G135 B169

HEX - #0087A9

Logo



Brand Visual Identity System

Logo

■ Minimum Size

Size minimums are specified to ensure legibility in various media. The size specifications shown below are appropriate for print. Larger minimum sizes may be necessary for other media such as video and film, or products.

For example, the minimum size of the standard logo maybe used for print applications is 25 mm wide. For digital applications, the minimum wide size is 150 pixels wide.

■ 最小可視尺寸

最小可視尺寸的設定是為了確保品牌商標與標誌識別的可視性與完整性。例如品牌商標在印刷使用時，最小寬度尺寸為 25 公釐，在多媒體數位運用時，最小寬度尺寸為 150 像素。

Minimum Size of Horizontal Logo & Symbol

D-Link®



25 mm / 150 pixels

Size Adjustment of Logo & Symbol



When enlarge the logo size always ensure in fixed scale

Brand Visual Identity System

Logo

Clear Space

The logo and symbol must always be surrounded by a clear space. To ensure the visibility and integrity of the logo, the clear space must be clear of other elements such as type, images, or other logos.

安全範圍

安全範圍的設定是為了確保品牌商標與標誌識別使用時的可視性與完整性，在任何運用品牌商標的情況下都要確定安全範圍。

Clear Space of Logo



Brand Visual Identity System

Logo

Positioning Standards

This section contains diagrams that explain the signature system of the logo used with company signature element.

The diagrams in this section show all 9 possible signature system combinations. Make sure you have grasped the principle of the signature system then deal appropriately with problems that arise according to the needs of each case.

版面位置定位準則

本頁次為商標與簽署系統元素 (網址) 在版面設計上的位置對應關係。

在於比例和位置對應之基本配置上，以下示意之9種版面類型表示正確之設計應用規範。請務必充分理解狀況及用途，正確選擇適切的设计規劃參考類型。

Positioning System



Brand Visual Identity System

Colors

Brand Color

The brand colors are selected specifically to communicate D-Link personalities.

The colors are then used repeatedly in all types of visual media until it comes to play a very significant role in spreading awareness of the brand's presence and identity in the marketplace.

品牌標準色

以下色彩定義目的為表現 D-Link 品牌個性。品牌標準色有著重要的影響力，這些色彩的反覆使用目的是為提昇視覺效果，以及提高品牌知名度，故實際使用時，務必用品牌標準色。此品牌標準色如無法呈現時請務必利用色票之接近色系使用。

Primary Color

D-Link Blue

D-Link 藍

Pantone 3145 C

CMYK - C100 M0 Y19 K23

RGB - R0 G135 B169

HEX - #0087A9

Secondary Color

D-Link Gray

D-Link 灰

CMYK - C0 M0 Y0 K20

RGB - R240 G240 B240

HEX - #f0f0f0

Brand Visual Identity System

Colors

Color and Materials

This section shows the color application standards for the brand logo identity. The above rule does not apply when seeking to increase expressive impact through exploitation of the particular characteristics of a specific medium or material, or when due to limitations of printing the use of standard color is not possible. Examples are provided for reproduction directly onto materials engraving/relief on stainless steel, brass.

When reproducing the logo always use digital data for reproduction to insure maximum precision and accuracy.

顏色與材質

本頁次為商標對於顏色運用的準則內容。針對應用在媒體或必須用於特殊材質，無法以一般方式印刷時，則以例外處理，如：不鏽鋼材質、壓磨字體、銅版腐蝕方式。

商標使用上，必須利用已設計規劃完成之「標準設計原稿檔案」中之內容加以設計套用。

Logo in Standard Color

Pantone 3145 C
CMYK - C100 M0 Y19 K23
RGB - R0 G135 B169
HEX - #0087A9

D-Link®

D-Link®

Pantone Black C
CCMYK - C0 M0 Y0 K100

D-Link®

D-Link®

Pantone Cool Gray 1 C
CMYK - C0 M0 Y0 K20

D-Link®

D-Link®

Logo in Engraving / Relief Format

D-Link®

Brand Visual Identity System

Colors

Color and Background Color

The D-Link logo is only ever presented in its positive version on a white background. The positive version of the logo prints either in Pantone custom mixed inks or four color process.

The negative version of the logo is designed to be reversed out of brand color, and out of photographs in white. When placing on a photographic background, always ensure there is enough contrast to make the logo stand out and be legible.

顏色與背景色

在白色背景上一律使用標準彩色商標，一般運用情形下，可使用 Pantone 標準色或四色印刷。

商標的有色背景只可為品牌標準色，且商標本身為白色。商標放置於影像背景時本身為白色，須確認有足夠的對比與商標的可閱讀性。

Logo on Color Background

On White Background



On D-Link Blue Background



On Light Image Background



On Dark Image Background



Brand Visual Identity System

Colors

Logo on Colored Background

This section shows charts in which the logo has been placed on different background colors. The strength of which has been intensified in increments of 10%. The purpose of the charts is to establish the parameters for successful reproduction of the logo against a background color.

For example: If the background color is white or near-white and the logo is reproduced in brand color the appropriate range of color concentration is between 0–20%. Follow the charts in order to establish the appropriate relation between the logo and the background color and chose the combination most suited to the instance.

字體識別與不同背景色之應用準則

本頁次為商標色彩及底色的對應關係。以 10% 漸層的濃度變化做一參考圖表。

例如：底色接近白色時，在濃度 0%–20% 適用範圍內商標應為品牌標準色。以上對於商標色彩及底色的關係判斷，請確切選擇適合的參考規範。

Logo on Gray

0 %	D-Link®	D-Link®	D-Link®
10 %	D-Link®	D-Link®	D-Link®
20 %	D-Link®	D-Link®	D-Link®
30 %	D-Link®	D-Link®	D-Link®
40 %	D-Link®	D-Link®	D-Link®
50 %	D-Link®	D-Link®	D-Link®
60 %	D-Link®	D-Link®	D-Link®
70 %	D-Link®	D-Link®	D-Link®
80 %	D-Link®	D-Link®	D-Link®
90 %	D-Link®	D-Link®	D-Link®
100 %	D-Link®	D-Link®	D-Link®

Brand Visual Identity System

Inappropriate Treatments

Isolation / Inappropriate Background

Isolation means that a certain space around the logo is defined and maintained, and that no other design element may ever be included within that space. If, for example, some kind of highly impact visual element is placed next to the logo and this image, in which both the distinctiveness and functionality of the logo are eroded.

Make sure you grasp the principle of isolation then deal appropriately with problems according to the needs of each case. On the bottom side of the page are some examples of incorrect treatments of the logo. Take care never to use the logo incorrectly like this.

品牌標誌整體配置與錯誤範例

商標在正常情況下，為確保其正確比例尺寸，對於整體配置時，不可在其框邊任意添加圖形。例如：連接強烈的圖形，將使得原有商標的獨特性及機能性變弱，且影響其品牌形象之建立。

以上對於基本商標整體配置，請充分理解狀況及用途，並如圖所示，正確選擇適切的參考配置圖。除此之外，務必注意錯誤使用範例中之假設內容，以避免發生相同錯誤。

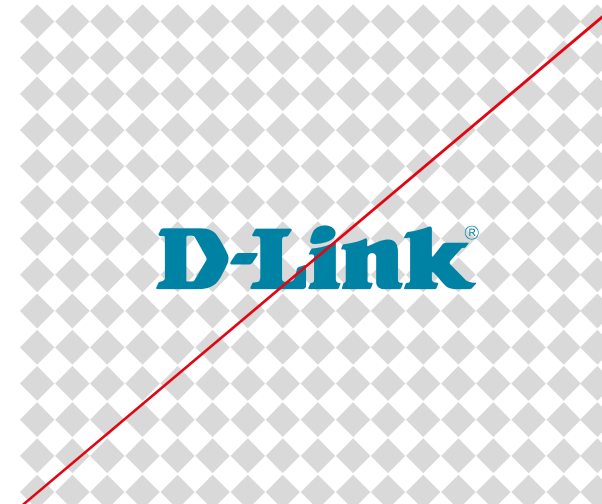
Isolation



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas placerat erat ac ullamcorper malesuada. Maecenas vitae volutpat dui, et volutpat lorem. Curabitur vitae tortor id nulla viverra tristique ac eu lacus. Aliquam faucibus pellentesque diam, id sagittis ante vehicula vitae. Donec blandit libero lobortis lobortis gravida. Praesent sollicitudin tincidunt mi, eget dapibus nisi tincidunt a. Sed ac libero id est interdum elementum. Morbi mattis pharetra orci, sed mattis mauris. Vivamus venenatis diam id lectus consequat eleifend. Fusce disce dictu vestibulum viverra. Sec aptent tacit

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Inappropriate Background



Brand Visual Identity System

Inappropriate Treatments

■ Inappropriate Treatments of Color

In this section, the copyright of the logo color and lockup, the misuse is shown as an example.

■ 品牌標誌顏色配置錯誤範例

此為商標的顏色與組合配置關係錯誤的使用範例。務必注意錯誤使用範例中之假設內容，以避免未來發生相同錯誤。

Inappropriate Treatments

