

Corporation Identity System: Basic Application



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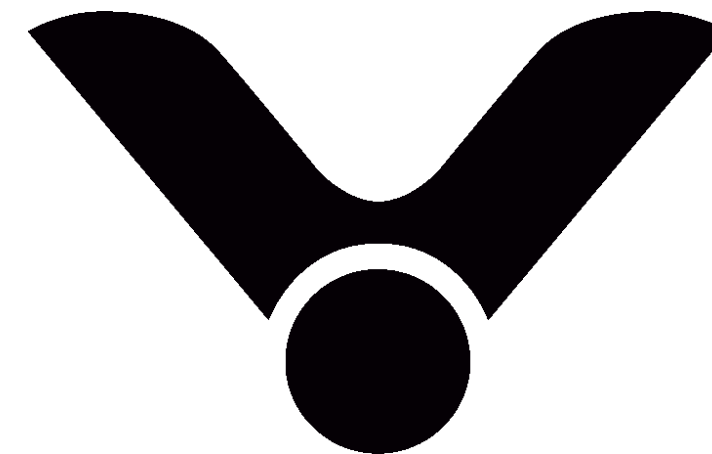
Basic Rules

- VICTOR logo shall not be slanted or transformed at all except when applied in product design.
- Do not use VICTOR logo as part of any other symbol or enclose it in a shape except when applied in product design.
- Except for the shop sign, no additional text may be added to VICTOR logo.
- Never use VICTOR logo for personal, political or nonbusiness purposes.

VICTOR Logo



VICTOR Icon



Basic Design of VICTOR Logo

- VICTOR logo is the core of all basic design elements; any and all media applications must strictly follow the design regulations.
- The spacing, size, and positions of all elements of VICTOR logo shall not be adjusted without permission.
- VICTOR logo cannot be used without VICTOR icon.
- When different sizes of VICTOR logos are needed, it shall be obtained through proportional scaling. Never make or scan copy in order to avoid unnecessary distortions, alterations, or improper adjustments.

VICTOR Logo



Monochrome VICTOR Logo



Vertical VICTOR Logo

- When vertical VICTOR logo is needed, VICTOR logo shall be rotated 90 degrees until VICTOR icon is positioned upright.
- The angle and position of VICTOR logo shall not be adjusted arbitrarily.

Vertical VICTOR Logo



Vertical Monochrome
VICTOR Logo



Proportion Adjusted VICTOR Logo

- The step of resizing VICTOR logo
 1. When resizing VICTOR logo, maintain the height proportion of blue, white, and orange colors unchanged, and scale proportionally.
 2. After confirming the scaling size, adjust the monochrome VICTOR logo according to its size and center it.
 3. The images on the right shows examples of extensions in different proportions.



1:1



3:2



16:7



Standard Colors of VICTOR Logo

- When using VICTOR logo, it shall be in standard colors.
- The color of VICTOR logo shall not be changed arbitrarily.

Standard color of VICTOR Logo



CMYK

Corporate Blue
C100 M90 Y0 K0

Corporate Orange
C0 M70 Y100 K0

PANTONE

Corporate Blue
PANTONE 2736C

Corporate Orange
PANTONE 1505C

RGB

Corporate Blue
R11 G48 B142

Corporate Orange
R236 G108 B0

Color Specifications for Monochrome VICTOR Logo

- Due to color restrictions, if only one color is allowed, VICTOR logo shall then be monochrome, and use background standard VICTOR logo.
- When using the monochrome VICTOR logo, please prioritize the colors of corporate blue, black, and white.
- When using monochrome VICTOR logo, the background shall be in one single color and cannot be altered arbitrarily.

Corporate Blue



Black



White



Slogan

- Please scale proportionally according to length and width without modifying the font weight, italicizing, or underlining independently.
- The priority for color usage is corporate blue.

Type A

**READY
TO WIN**

Type B

READY TO WIN

CMYK



Corporate Blue
C100 M90 Y0 K0

PANTONE



Corporate Blue
PANTONE 2736C

Examples of Forbidden Use of VICTOR Logo

To uphold the overall image of the corporation, the following combinations, but not limited to, are prohibited:

- The VICTOR element in VICTOR logo cannot be used alone or with other text or graphics.
- The angle of vertical VICTOR icon cannot be altered.
- The "VICTOR" element in VICTOR logo cannot be placed above or below VICTOR icon.

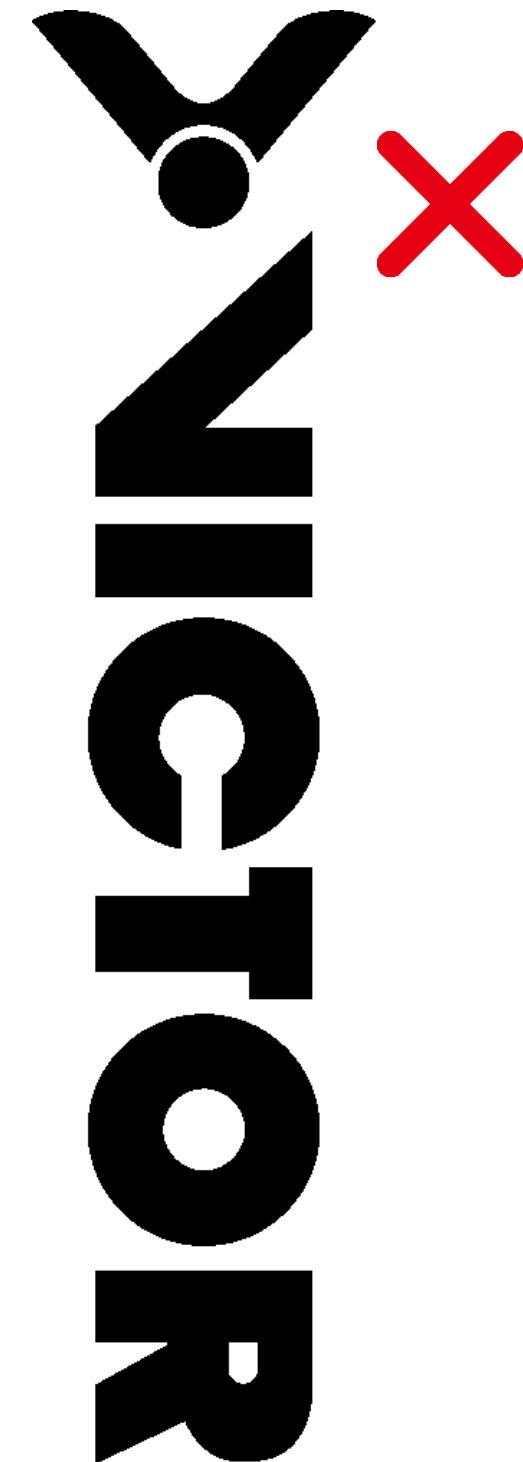
The VICTOR element in VICTOR logo cannot be used alone or with other text or graphic



The "VICTOR" element in VICTOR logo cannot be placed above or below VICTOR icon



The angle of vertical VICTOR icon cannot be altered



Examples of Forbidden Use of VICTOR Logo

To uphold the overall image of the corporation, the following combinations, but not limited to, are prohibited:

- Unsuitable colors.

Must be monochrome



Must be monochrome



Incorrect inversion, should use
monochrome VICTOR logo



No border can be added to VICTOR logo



Incorrect inversion, should use
monochrome VICTOR logo



Examples of Forbidden Use of VICTOR Logo

To uphold the overall image of the corporation, the following combinations, but not limited to, are prohibited:

- Unsuitable colors and proportions.

Unsuitable proportion
of VICTOR logo



Cannot alter the color of any
elements of VICTOR logo or
add borders



No gradient colors



Unsuitable proportion of
VICTOR logo



Cannot alter the color of any
elements of VICTOR logo or
add borders



Unsuitable proportion of
VICTOR logo



No altering the proportion of
any elements of VICTOR logo



Unsuitable proportion of
VICTOR logo



No altering the angle of any
elements of VICTOR logo



Unsuitable proportion Of
VICTOR logo



No altering the typeface
of VICTOR logo



Examples of Forbidden Use of VICTOR Logo

To uphold the overall image of the corporation, the following combinations, but not limited to, are prohibited:

- Interfering background.
- Unsuitable colors.

If the background has the same color as any elements of VICTOR logo, monochrome VICTOR logo shall be used instead of standard VICTOR logo except for a white background



If the background has the same color as any elements of VICTOR logo, monochrome VICTOR logo shall be used instead of standard VICTOR logo except for a white background



VICTOR logo shall not be placed on complex backgrounds



Wrong application of colors

