Getac

Video Solutions

Creative Guidelines

2018

Required Space Around the Logotype

The logotype is composed with a capitalized G with lower case 'e' 't' 'a' 'c'.

To ensure the integrity of the corporate logo, please confirm the following rules :

X is specified as the height of the Getac capital "G".

Allow at least 1/2 X unit of clean space.

Other elements(not including corporate design elements or combinations of the corporate design elements)

shall not be allowed in the clear space as specified above.

When applying background in the clear space specified above, please ensure sufficient contrast to ensure the integrity of the corporate logo.

NOTE
For definition of corporate design elements, please refer to next page.

1/2 X

1/2 X

Getac
Video Solutions

1/2 X

X

1/2 X

Getac
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20mm (0.8 inches)

Smallest Allowable Logo Size

The smallest allowable logotype width is :
20mm (this specification does not apply to the applications on products, products design and product surface)

Getac
Video Solutions

50mm (2 inches)

When applying corporate logo on non-print materials, for example, products surfaces and logo plates etc., with a requirement of maintaining 1mm letter spacing, the allowabl corporate logo size is 50mm

When the letters pacing is at 1 mm, the width of the logo shall not be smaller than 50mm.

Corporate Slogan Specification

To ensure the integrity of the corporate slogan, please confirm the following rules;

For corporate slogan positioning inside the clear space, an internal consensus on respecification shall be done before final application of the slogan "Video Solutions".
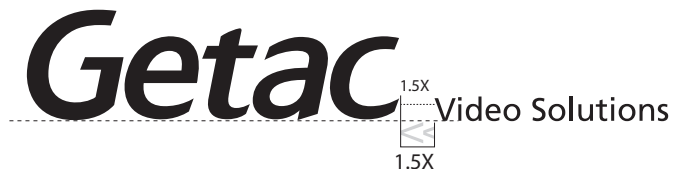
Corporate slogan typeface:

Frutiger Roman

Corporate slogan color:

Getac Gray

X is specified as the height of the letter "V" from the "Video Solutions".

The space between the corporate logo and corporate slogan is 1.5X.

The corporate slogan can be positioned at either right or left below the corporate logo.

The Smallest Allowable Size for Corporate Slogan

The smallest allowable size is the height of letter "V" which is 2mm

The Smallest Allowable Width for Corporate Slogan

The width shall not be shorter than the width of the associated corporate logo.

The maximum Allowable Width for Corporate Slogan

The width shall not be shorter than the width of the associated corporate logo.

Acceptable and consistent logo placement

To ensure that the Getac Video Solutions logo is used in a visually consistent manner, place the
logo as follows :
• As a priority, the Getac Video Solutions logotype should reside in the upper right corner of a design.
  Once the desired logo size is placed, the clear area above (and below) the logo should be at least 1.5x
  the height of the"G,"and the clear area to the right of the logo should be at least 2x the width of the "G."

• If there is no usable area in the top right corner of a design, the logo should maintain its presence
  along the right side of the design, while maintaining the proper clear space to the right of the logo
  (2x the width of the "G").
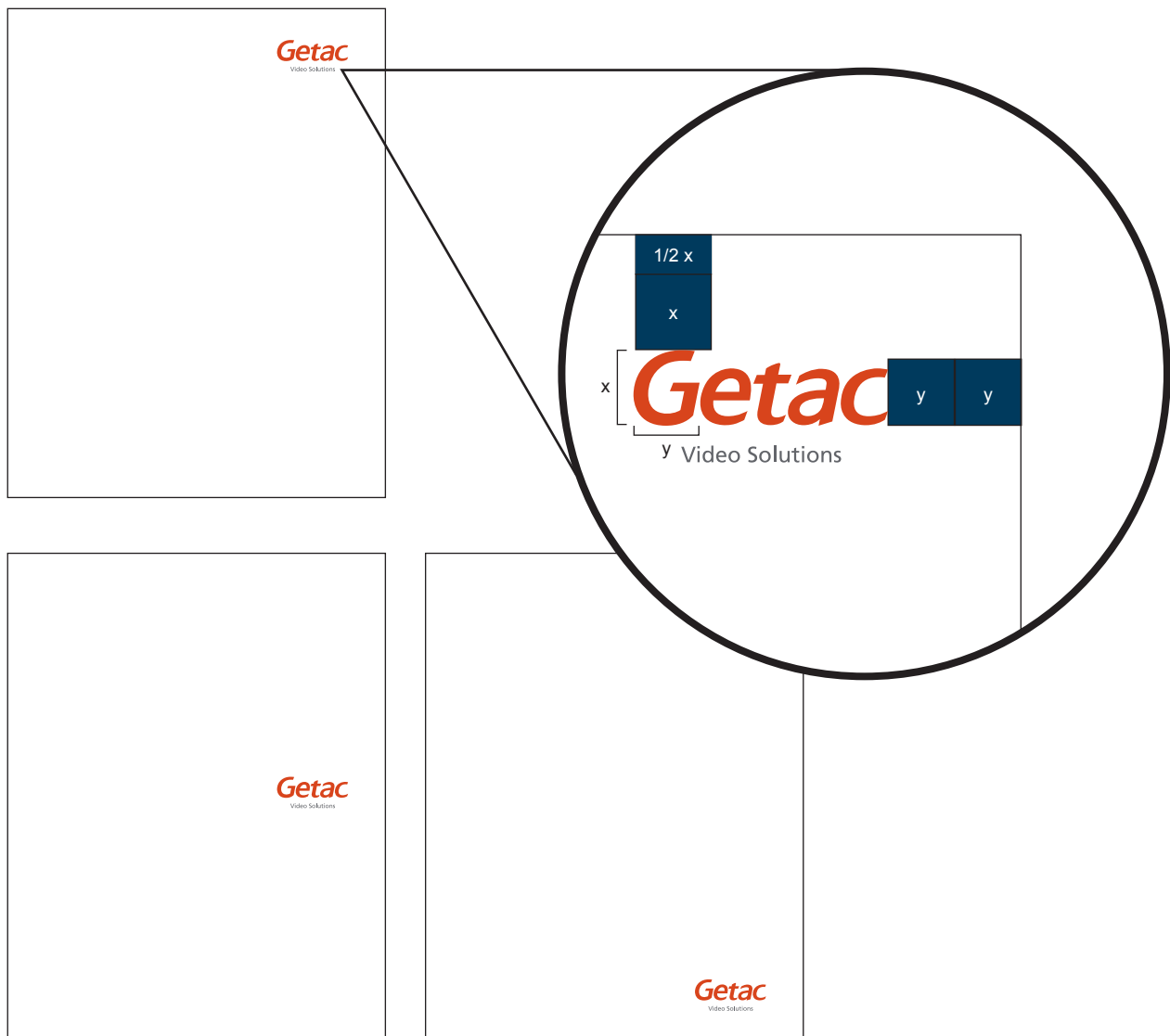
CORPORATE TYPEFACE (WESTERN ROMAN LETTERS)

Frutiger

Frutiger Light

Getac Video Solutions
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyx 1234567890

Frutiger Light Italic

Getac Video Solutions
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyx 1234567890

Frutiger Roman

Getac Video Solutions
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyx 1234567890

Frutiger Italic

Getac Video Solutions
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyx 1234567890

Frutiger Bold

Getac Video Solutions
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyx 1234567890

Frutiger Bold Italic

Getac Video Solutions
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyx 1234567890

Frutiger Black

Getac Video Solutions
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyx 1234567890

Frutiger Black Italic

Getac Video Solutions
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyx 1234567890

Frutiger Ultra Black

Getac Video Solutions
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyx 1234567890

CORPORATE TYPEFACE (CHINESE)

** Please ensure consistent usage of the specified typeface(s)(English and Chinese) in all publicized materials related to Getac Video Solution's corporate images which includes: advertising, announcements, design materials, products and corporate wide visual applications.

The Getac Video Solution's Chinese typeface is specified to be LinGothic font family which includes: Light, Medium, Semibold, Bold and Black. When applying Getac Chinese typeface to a design, please be consistent with typeface choice, weight in order to maintain the clarity in design and Getac Video Solution's brand integrity.

黑體

細黑   神基科技股份有限公司

中黑   神基科技股份有限公司

粗黑   神基科技股份有限公司

CORPORATE COLOR PALETTE

** Please ensure consistent usage of the specified color pallet(s) in all publicized materials related to Getac Video Solution's corporate images which includes: advertising, announcements, design materials, products and corporate wide visual applications.

Primary Color Palette (PANTONE)

Use these colors to ensure proper color usage for print:

Getac Orange - Pantone 173C

Getac Gray - Pantone Cool Gray 10C

Primary Color Palette (CMYK)

Use these colors to ensure proper color usage for print:

Getac Orange - C0 / M80 / Y100 / K5

Getac Gray - C0 / M0 / Y0 / K70

Primary Color Palette (RGB)

Use these colors to ensure proper color usage for web:

Getac Orange - R215 / G75 / B0

Getac Gray - R100 / G100 / B100

Supporting Color Palette

Use these colors to complement the primary color palette. Do not use the supporting color palette as the main or primary color scheme in any corporate applications. Use for secondary design elements where needed.

Getac Blue -
Pantone 302C
C100 / M25 / Y0 / K50
R0 / G58 / B93

Getac Green -
Pantone 7497 C
C40 / M30 / Y70 / K20
R123 / G114 / B86

Getac Silver -
Pantone 877 C
C0 / M0 / Y0 / K40
R139 / G141 / B141

To ensure the integrity of the corporate logo, please use the logo in black, Getac Orange, Getac Gray, or reversed to white when used on a dark colored background. Exceptions can be made when the Getac Orange logotype is used (see below).

K10

K100

When it is impossible to use the Getac Video Solution's logo over a background other than the Primary Color Palette, it is acceptable to place the logo on a different colored background or image as long as there is adequate contrast and legibility between the logo and background. Use the logo in white or black in these situations.
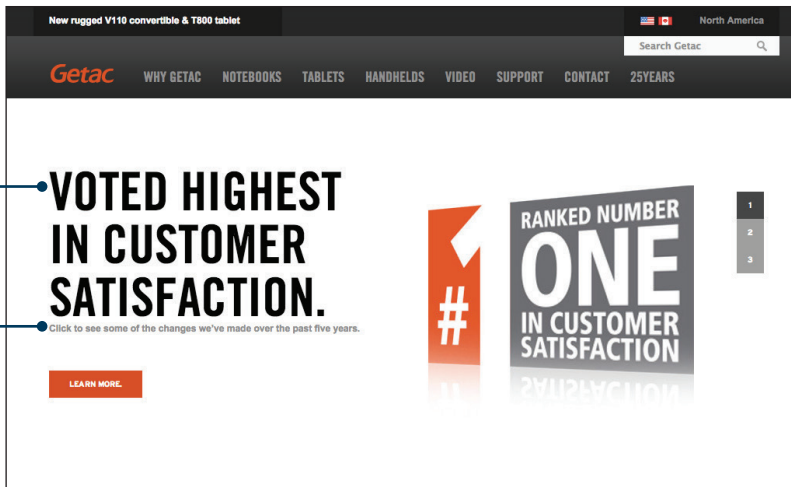
USE OF TYPE

Corporate Typefaces

Use Trade Gothic Condensed for headline type.

Trade Gothic Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Use **Arial** or **Arial Bold** for body copy appearing on the web.

Arial Regular (for web use only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold (for web use only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

For all other instances of body copy, such as print, use Avenir.

Avenir 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir 35 light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

IMPROPER CORPORATE LOGO USAGE

DON'T outline the Getac logo (left), apply any form of
distortion (middle) on the logo, or add a reflection (right).

DON'T overlay the Getac logo on top of uneven color
blocks (left), or apply design elements or images anywhere
within the Getac logo (middle, right).

DON'T add design elements around or near the logo (left),
or apply any type of drop shadow effects to the logo (right).

To ensure the integrity of the corporate logo, do not use
the logo on overly complicated backgrounds or images,
and on backgrounds where there is improper contrast
between the logo and the background.

CO-MARKETING LOGO USAGE

Partner logo Application

The Getac logo and partner logo
must be the same size as close as possible.

Getac & Partner Logo horizontal arrangement

Unit "Y" is the width of letter "G ".
Space between Getac and Co-Marketing logo
needs to be at least a"Y" width.

Getac & Partner Logo vertical arrangement

Unit "x" is the height of letter "G ".
Space between Getac and Co-Marketing logo
needs to at least is 2/3 the width of "x".

Clear Space Specifications

The logotype is composed with a capitalized G with
lower case 'e' 't' 'a' 'c'. To ensure the integrity of
the corporate logo, please confirm the following
rules : X is specified as the height of the Getac
capital "G". Allow at least 1/2 X unit of clean space.
When applying background in the clear space
specified above, please ensure sufficient contrast
to ensure the visibility of the corporate logo.
Other typographic or graphic elements should not
occupy the specified clear space.

Clear Space Specifications

Unit "Y" is the width of letter "G ".
The space between Getac and the Co-marketing
logo needs to be at least "Y" width, whether
the logo is placed in horizontal or vertical format.

GETAC TECHNOLOGY CORPORATION
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globalmarketing@getac.com │ www.getac.com

PARTNER COMPANY NAME
Partner Address Line 1, No., Street
Partner Address Line 2, City, Zip, Country
Partner Tel : +886 2 2785 7888
Partner email │ Partner web site