BRAND IDENTITY & CORPORATE STYLE GUIDE

acs

The ACS Logo

The ACS Corporate Logo is the direct representation of our company, our people, and our brand to our clients. It is an asset that must be used consistently in all forms -- may it be in print or in digital format.

The corporate logo can be downloaded from: ACS Corporate Website > Media Center > Image Library
or **http://www.acs.com.hk/en/branding-guidelines**

The FULL CORPORATE LOGO

Advanced Card Systems Ltd.
Card & Reader Technologies

The EMBLEM

The ACS Corporate Logo is composed of the emblem, the company name
and the corporate subtitle.

The Emblem is the only unique representation
of the company. When used in any material, it
should be easily seen and identified.
The emblem should also maintain its form
and consistency across all languages.

The ACS Logo - Language Versions

The ACS Corporate Logo has language versions to appeal to targeted audiences. Currently, only the Chinese and Japanese versions of the logo are considered "official."

Global (English) Version

acs **Advanced Card Systems Ltd.**
Card & Reader Technologies

Chinese Version (Traditional)

acs 龍傑智能卡有限公司
智能卡及讀寫器技術

Chinese Version (Simplified)

acs 龙杰科技（深圳）有限公司
智能卡及读写器技术

Japanese Version

acs **Advanced Card Systems (Japan) Ltd.**
カード＆リーダー　テクノロジー

The ACS Logo - Global Versions

The default global version of the logo also has several accepted forms.

*These versions however **do not apply** to Chinese and Japanese versions of the logo.*

Default Version

acs **Advanced Card Systems Ltd.**
Card & Reader Technologies

Without Subtitle

acs **Advanced Card Systems Ltd.**

URL Version

acs **Advanced Card Systems Ltd.**
www.acs.com.hk

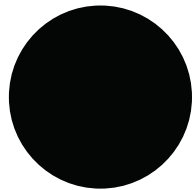# The ACS Logo - Color and Type

These are the primary colors used in the Corporate Logo

Pantone 485 C

CMYK 5/100/100/0
RGB   224/31/38
HEX   #E01F26

Black

CMYK 0/0/0/100
RGB   0/0/0
HEX   #000000

The Corporate Logo uses 2 typefaces from the same font family
(This rule only covers the default/global versions of the logo)

Myriad Pro Bold

acs **Advanced Card Systems Ltd.**
Card & Reader Technologies
Myriad Pro Regular

Myriad Pro Bold

acs **Advanced Card Systems Ltd.**
www.acs.com.hk

Myriad Pro Bold

The ACS Logo - Backgrounds

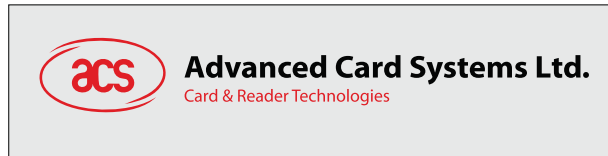The following are **CORRECT** and **INCORRECT** usages of the logo over different backgrounds

On white background

acs Advanced Card Systems Ltd.
Card & Reader Technologies

On neutral light background

acs Advanced Card Systems Ltd.
Card & Reader Technologies

On neutral dark background

acs Advanced Card Systems Ltd.
Card & Reader Technologies

On colored dark background

acs Advanced Card Systems Ltd.
Card & Reader Technologies

On colored light background

acs Advanced Card Systems Ltd.
Card & Reader Technologies

On dark background

acs Advanced Card Systems Ltd.
Card & Reader Technologies

On colored background

acs Advanced Card Systems Ltd.
Card & Reader Technologies

On background image

acs Advanced Card Systems Ltd.
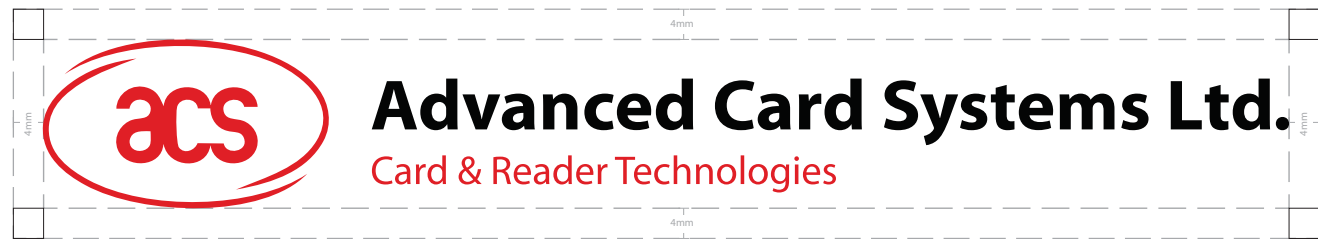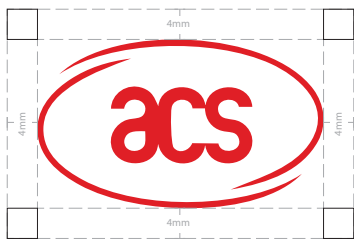Card & Reader Technologies
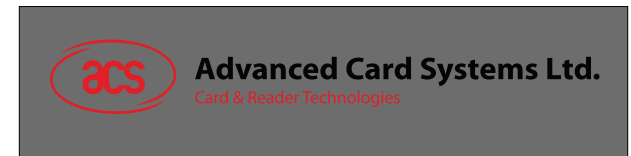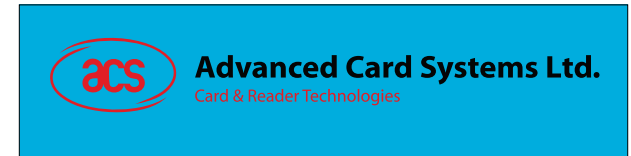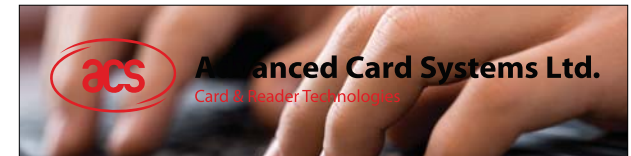
* For materials with full image backgrounds, enclose the logo in a full or semi-transparent white rectangle to make it fully visible

The ACS Logo - Size & Margin

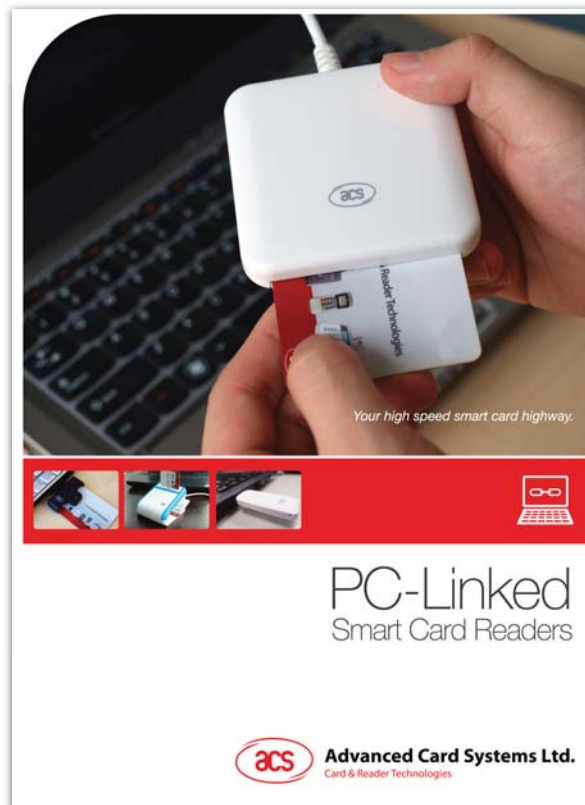The minimum print size for the ACS emblem is 5mm (W).

The logo should have ample space surrounding it. It should have a margin of **at least 4mm** on all sides.

The ACS Logo - Positioning

The following are examples of correct logo positioning in print materials.

Recommended locations are: TOP LEFT, BOTTOM LEFT and BOTTOM RIGHT.

The ACS Logo - Usage

Do not alter the ACS Logo in any way. Do not remove or add any elements in the emblem. Also, do not rotate, skew or add effects to the logo. Do not attempt to change the font as well as the proportions between the emblem and the corporate title.

✖ The following are considered inappropriate usages of the logo.

✖ Adding effects like drop shadows and strokes

✖ Removing elements from the logo

✖ Rotating the logo

✖ Flattening or stretching the logo

✖ Using colors other than the official color (ACS red or B/W)

✖ Using a different font

Advanced Card Systems Ltd.
Card & Reader Technologies

✖ Changing the subtitle (other than the URL version)

Advanced Card Systems Ltd.
Smart Cards & Readers

✖ Changing the subtitle's colors

Advanced Card Systems Ltd.
Card & Reader Technologies

✖ Flattening or stretching of logo elements/title

Advanced Card Systems Ltd.
Card & Reader Technologies

✖ Changing the size proportion of the elements

Advanced Card Systems Ltd.
Card & Reader Technologies