



abilliant
郁創科技股份有限公司



Branding requirements
Version 1.0 / 08 Oct 2018

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Top things you need to know

General requirements

- 01 There are multiple configurations and versions of the Mark. Use the correct one for your needs.
- 02 Always surround the Mark with sufficient free space, based on “a”, which is equal to the width of the “a” in the “abilliant” Logotype.
- 03 Always reproduce the Mark at a size that is clear and legible (depending on screen / print resolution).

Brand Mark



Minimum free space



Minimum Size



Configurations and versions

abilliant Brand Mark

The abilliant® Brand Mark is used by abilliant company, its issuers, acquirers, and co-brand partners to market and promote abilliant products and programs.

The Mark is available in horizontal and vertical configurations. There are full-color positive and full-color reverse. Choose the one that best fits your application.

Horizontal and Vertical Brand Mark

Full-Color positive



Full-Color reverse



Color specifications

abilliant Brand Mark

The solid version may appear in black, white, or any single color as long as there is sufficient contrast between the background color and the Mark.

Black Brand Mark

abilliant

abilliant Black

RGB : 0/0/0
HEX : 000000
CMYK : 0/0/0/100

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abilliant Black

RGB : 0/0/0
HEX : 000000
CMYK : 0/0/0/100

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abilliant Black

RGB : 0/0/0
HEX : 000000
CMYK : 0/0/0/100

Common mistakes

Consistent presentation of abilliant® Brand Mark and Acceptance Mark benefits issuers, acquirers, and merchants, by promoting consumer recognition that builds business. Always apply the Mark thoughtfully, carefully, and appropriately. To avoid some common mistakes shown here, do not :

- 01 Outline the shape
- 02 Display or reproduce at insufficient resolution
- 03 Reconfigure or reposition elements of the Mark
- 04 Individually resize components of the Mark
- 05 Shadow on the Brand Mark
- 06 Alter, add, or combine other text to the Logotype

- 1 
- 2 
- 3 
- 4 
- 5 
- 6 



Corporate Typefaces

To maintain the high standard of design and to enhance the unity and integrity of all levels of corporate communications, a well-coordinated system of typography is absolutely important. Specified typefaces will be used in all kinds of corporate communication materials.

The 源柔ゴシックLP family is specified for use in communications by print or screen. Both 源柔ゴシックLP normal nad 源柔ゴシックLP bold are specified.

源柔ゴシックLP Bold

源柔ゴシックLP Normal



For print



For screen



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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 + - ! @ # \$ % ^ & * () _ +

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 + - ! @ # \$ % ^ & * () _ +



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