

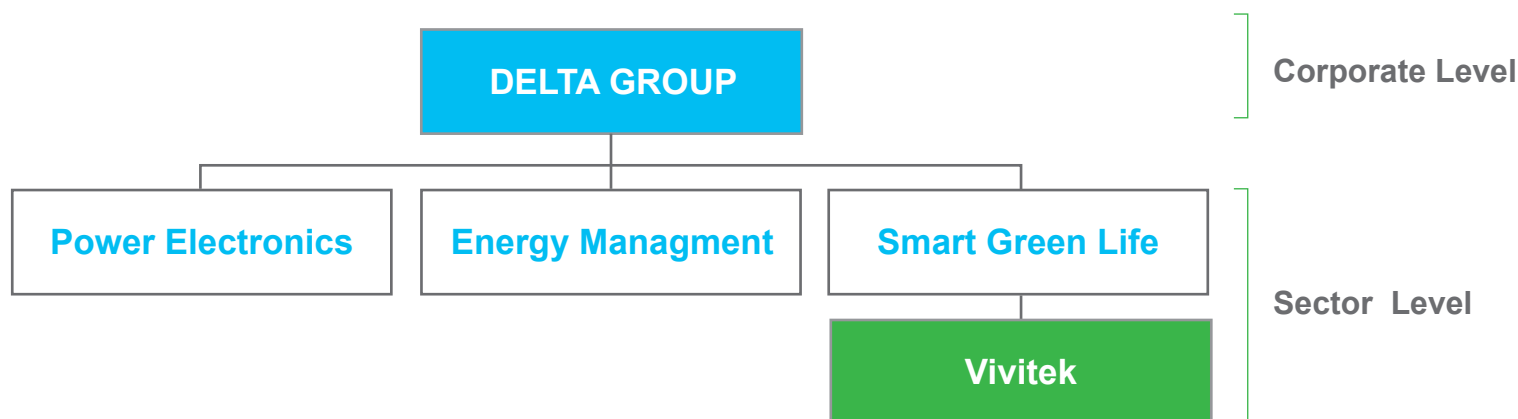


# Vivitek Brand Identity Guidebook

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# Managing Principles for Brand Communications Under the Delta Group

There are two different levels for the Delta Group's external communications: the corporate level and the sector level. Vivitek should always follow the principles defined in this guidebook.



Since Vivitek is under one of Delta's business groups— Smart Green Life—all above-the-line (ATL\*) communications should receive approval from the Brand Management Office (BMO) before release. All below-the-line (BTL\*\*) deliverables, on the other hand, should be planned and implemented by Vivitek separately.

\*Above-the-line (ATL). Refers to a message broadcast to a mass audience via various media tools and channels, such as television, magazines, newspapers, the radio, the Internet, and outdoor advertisements.

\*\*Below-the-line (BTL). Refers to a message that focuses more on niche markets by way of brochures, catalogues, POSM, etc.

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# Visual Identity—Basic



## 1.1

Always use the original artwork provided.

### Vivitek Logo

The Vivitek logo is categorized as a wordmark, meaning that the logo itself can be read while also being presented as a symbol. This approach makes the Vivitek logo both readable and memorable.



## 1.2

# Vivitek Logo and Slogan Lock-up

**Note:**

The use of this slogan lock-up is not required in the stationery system, which includes envelopes, letterhead, business cards, and the PowerPoint template.

Always use the original artwork provided.

### Vivitek Logo and Slogan Lock-up

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## 1.3

### Clear Space

An area of clear space surrounding the Vivitek logo must be kept free of other logos, graphics, text and, if possible, the edges of the printed page and screen. Ideally, clear space distances should be increased to further highlight the logo. The clear space for the brand logo is set to the width and height of the “V” of the Vivitek logo.

#### Vivitek Logo

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#### Vivitek Logo and Slogan Lock-up

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## 1.4

### Minimum Size

A minimum size for the Vivitek logo has been established to ensure the visibility of the brand logo in any print or web application. The minimum size for the brand logo is 25mm in length, with the primary lock-up and alternative lock-up set at 25mm in length as well.

#### Vivitek Logo

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#### Vivitek Logo and Slogan Lock-up

---



## 1.5.1

### Vivitek Color

The official color of Vivitek is Vivitek Green. This was chosen to give the brand a sense of freshness as well as associations of a green image. The brand color helps unify the identity's appearance and ensures a consistent presentation. It must be reproduced exactly and consistently every time it is used.

#### Brand Primary Color – Vivitek Green

**CMYK** 75, 0, 100, 0

**RGB** 20, 160, 40

**Web Safe** #14A028

#### Brand Secondary Color – Vivitek Black

**CMYK** 0, 0, 0, 90

**RGB** 50, 50, 50

**Web Safe** #323232

## 1.5.2

### Vivitek Color Implementation

Always use the original artwork provided.

#### Color Implementation

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On a white background, the Vivitek logo is set to Vivitek Green and Vivitek Black.

On a Vivitek Green background, the logo is set to white.

|                      |               |
|----------------------|---------------|
| <b>Vivitek Green</b> |               |
| <b>CMYK</b>          | 75, 0, 100, 0 |
| <b>RGB</b>           | 20, 160, 40   |
| <b>Web Safe</b>      | #14A028       |

## 1.6

### English Typeface

The typeface of Vivitek is Arial™. It is the only font style used in the creation of press releases, emails, PowerPoint presentations, and websites. In print, it is used in the body text only.

Verdana™ is used to highlight headlines and key messages that appear in print materials only, such as advertisements, brochures, and posters.

#### Brand Typeface

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**Arial™**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The Ultimate Big and Widescreen Experience

#### Use In Print Media

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**Verdana™**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The Ultimate Big and Widescreen Experience

## 1.7

### Chinese Typeface

The Traditional Chinese typeface is Microsoft® JhengHei, and the Simplify Chinese typeface is Microsoft® YaHei. They are the only Chinese typefaces to be used or applied in the design of all print media, such as advertisements, brochures, and posters.

#### For Traditional Chinese

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微軟正黑體™ (Microsoft® JhengHei)

微軟正黑體™ (For header and body text)

環保、節能、愛地球。

#### For Simplified Chinese

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微软雅黑體™ (Microsoft® YaHei)

微软雅黑體™ (For header and body text)

環保、節能、愛地球。

Microsoft YaHei is a licensed font. Please contact the BMO before using.



## 1.8

### Vivitek Logo Incorrect Usage

In order to ensure a strong visual impact while maintaining the integrity and professionalism of the Vivitek logo, the logo should always be applied to new designs correctly and with careful consideration.



Do not change the logo's proportion.



Do not apply a green color background other than Vivitek Green.



Do not apply an outline to the brand logo.



Do not place text and other objects in close proximity to the Vivitek brand logo.



Do not change the brand logo color.





Do not place the brand logo on a busy image background.

## 1.9

### Vivitek/Qumi Logo Lock-up

Qumi is a product line under the Vivitek brand.

|   |                     |             |
|---|---------------------|-------------|
|  | <b>Vivitek Gray</b> |             |
|   | <b>CMYK</b>         | 0, 0, 0, 70 |
|   | <b>RGB</b>          | 95, 95, 95  |
|   | <b>Web Safe</b>     | #5F5F5F     |

|   |                   |              |
|---|-------------------|--------------|
|  | <b>Qumi Green</b> |              |
|   | <b>CMYK</b>       | 38, 0, 85, 0 |
|   | <b>RGB</b>        | 175, 215, 65 |
|   | <b>Web Safe</b>   | #AFD741      |



## 1.10

# Vivitek/Qumi Logo Lock-up Implementation

A minimum size for the Vivitek/Qumi lock-up has been established to ensure the visibility of the brand logo in any print or web application. The minimum size for the brand logo is 25mm in length.

### Vivitek/Qumi Logo Lock-up Minimum Sizes

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25mm

### Vivitek/Qumi Logo Lock-up Color Implementation

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On a white background, the lock-up is set to Vivitek in Vivitek Gray and Qumi in Qumi Green.



On a Qumi Green background, the lock-up is set to white.

# Visual Identity—Advanced

## 2.1

### Proportion of Vivitek and Delta Logos

Delta and Vivitek are in a relationship of master brand and endorsed brand. The proportion in length of the Vivitek and Delta logos must be kept at 5:3.

Always use the original artwork provided.

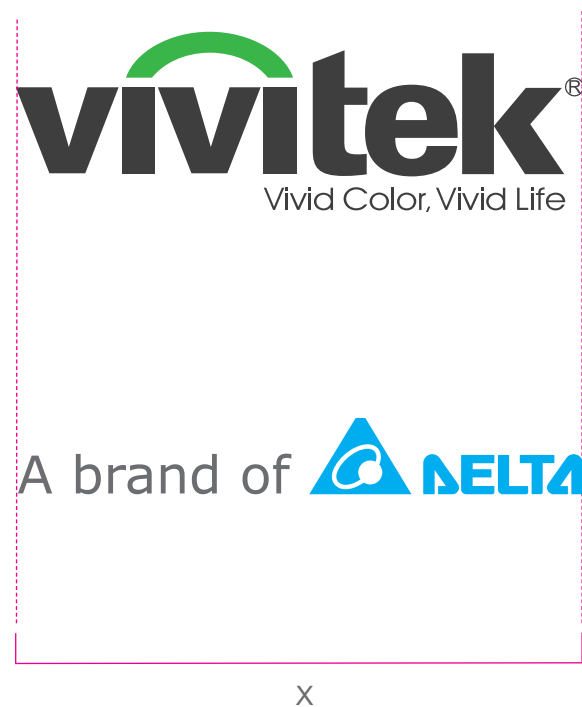


## 2.2

### Proportion of Vivitek Logo and Delta Endorsement

The width of Delta's endorsement is equal to the width of the Vivitek logo, with width being represented by the letter "X."

Always use the original artwork provided.



## 2.3

# Primary Visual Element— Leaf

A leaf is the primary visual element used to build a strong connection to a green image. Two types of leaves are used—a wide leaf and a narrow leaf. The wide leaf is used for stationery and scenario advertisements, while the narrow leaf is used for product-only advertisements.

**Note:**

Please go to page 31 to learn the difference between scenario advertisements and product-only advertisements.

Always use the original artwork provided.

**Wide Leaf Visual Element**—For all implementation, except in product image use.

---



**Narrow Leaf Visual Element**—For product image use.

---



# 2.3.1

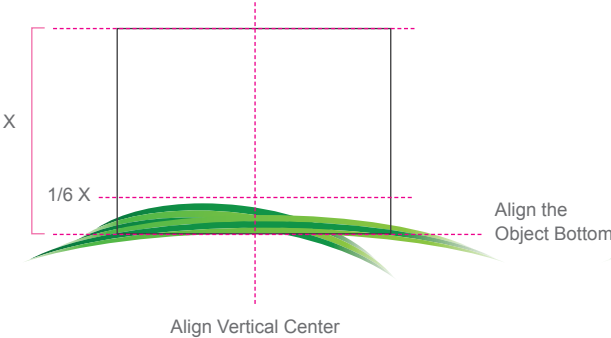
## Primary Visual Element Implementation

For implementation of the wide leaf element, the height of this element cannot be greater than one-sixth of the overall height. In addition, this element should always be kept centered.

For implementation of the narrow leaf element, the proportion in width of the narrow leaf and the product image should always be kept at a ratio of 2:1. In order to ensure the consistent alignment of the visual element and the product image, always keep the product image centered horizontally and vertically.

### Wide Leaf Visual Element Guide

Step 1: Align the scenario image.



Step 2: Crop the visual element.

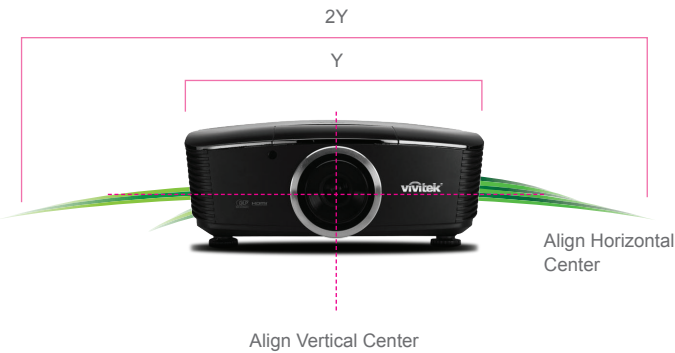


Step 3: Finished.

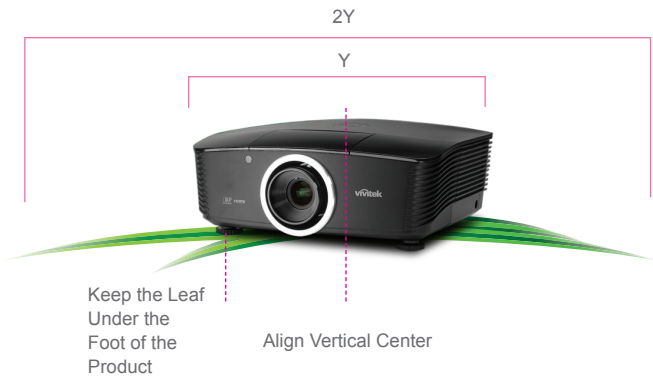


### Narrow Leaf Visual Element Guide

Front Product Image



Angled Product Image





2.4

Secondary Visual  
Element—Green Gradient

The Green Gradient is a secondary visual element of the Vivitek brand, and it is used to support the brand’s green image. This gradient can be applied to marketing materials and the website.

Always use the original artwork provided.

Green Gradient Visual Element



**CMYK** 40, 5, 50, 0  
**RGB** 158, 200, 152  
**Web Safe** #9EC898  
**Position** 30%

**CMYK** 75, 0, 100, 0  
**RGB** 56, 180, 73  
**Web Safe** #38B449  
**Position** 100%

2.4.1

Secondary Visual Element Implementation

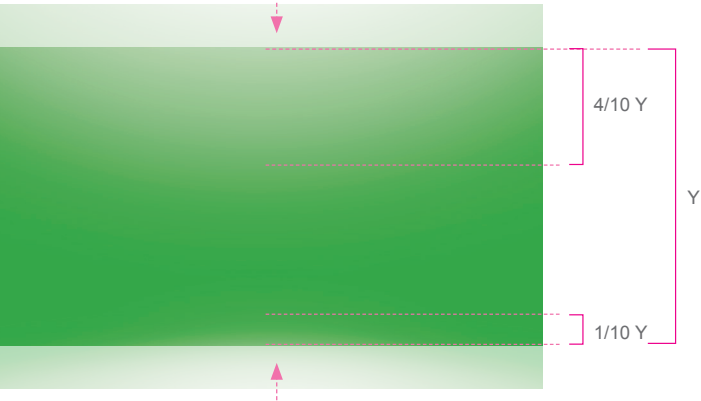
For gradient adjustments, the height of the layout is divided into 10 units. The lighter gradient is 5/10 of the overall page height “Y”, keeping 4/10 on the top and 1/10 on the bottom.

For product placement, the length of the product image is 3/4 of the overall page length “X.”

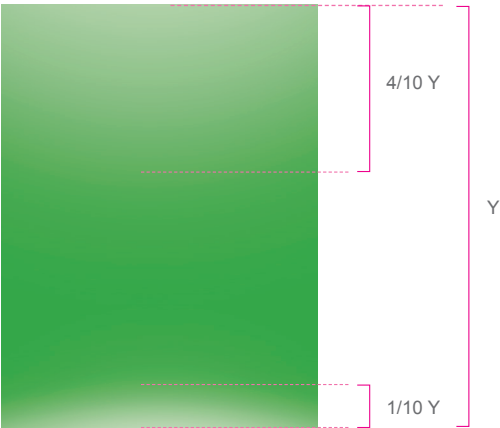
Always use the original artwork provided.

Gradient Gradient Visual Element

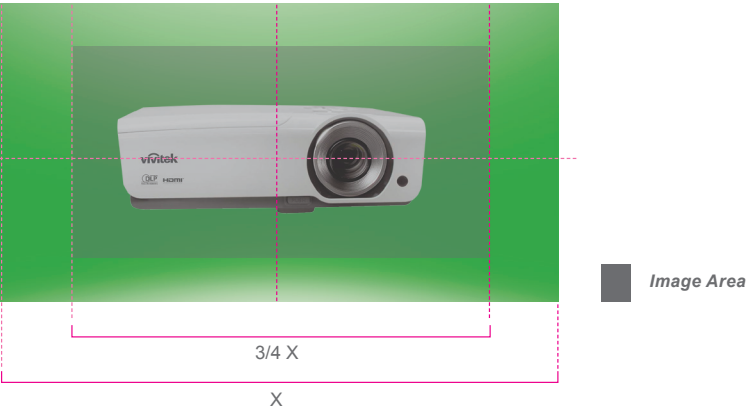
Horizontal Layout - Gradient Adjustment



Vertical Layout



Product Placement



# Implementation—Stationery (Templates)

# 3.1

## Business Card

**Size: 90 X 55mm**

Paper suggestions for name cards:

1. Marshmallow (262p)
2. Ivory (220p)



Always use the original artwork provided.

### English

#### Color

Vivitek Green CMYK 75, 0, 100, 0  
Delta Logo CMYK 100, 0, 0, 0  
A brand of CMYK 0, 0, 0, 100  
Information CMYK 0, 0, 0, 70

#### Name

Arial Regular 11/10pt

#### Title

Arial Regular 7/9pt

#### Contact Information

Arial Regular 7/9pt  
Arial Regular 6.5/9pt

#### Company Name

Arial Bold 7/9pt

### Traditional Chinese

#### Color

Vivitek Green CMYK 75, 0, 100, 0  
Delta Logo CMYK 100, 0, 0, 0  
A brand of CMYK 0, 0, 0, 100  
Information CMYK 0, 0, 0, 70

#### Name

Microsoft® JhengHei Regular 13/10pt

#### Title

Microsoft® JhengHei Regular 7/9pt

#### Contact Information

Microsoft® JhengHei Regular 7/9pt  
Microsoft® JhengHei Regular 6.5/9pt

#### Company Name

Microsoft® JhengHei Bold 7/9pt

\*XX/XXpt (Font Size/Leading)

## 3.2

# Envelope

Size: 230 X 115mm



Always use the original artwork provided.

### English

#### Color

Vivitek Green CMYK 75, 0, 100, 0

Delta Logo CMYK 100, 0, 0, 0

A brand of CMYK 0, 0, 0, 70

Information CMYK 0, 0, 0, 100

#### Company Name

Arial Bold 7/9pt

#### Contact Information

Arial Regular 7/9pt

### Traditional Chinese

#### Company Name

Microsoft® JhengHei Bold 7/9pt

#### Contact Information

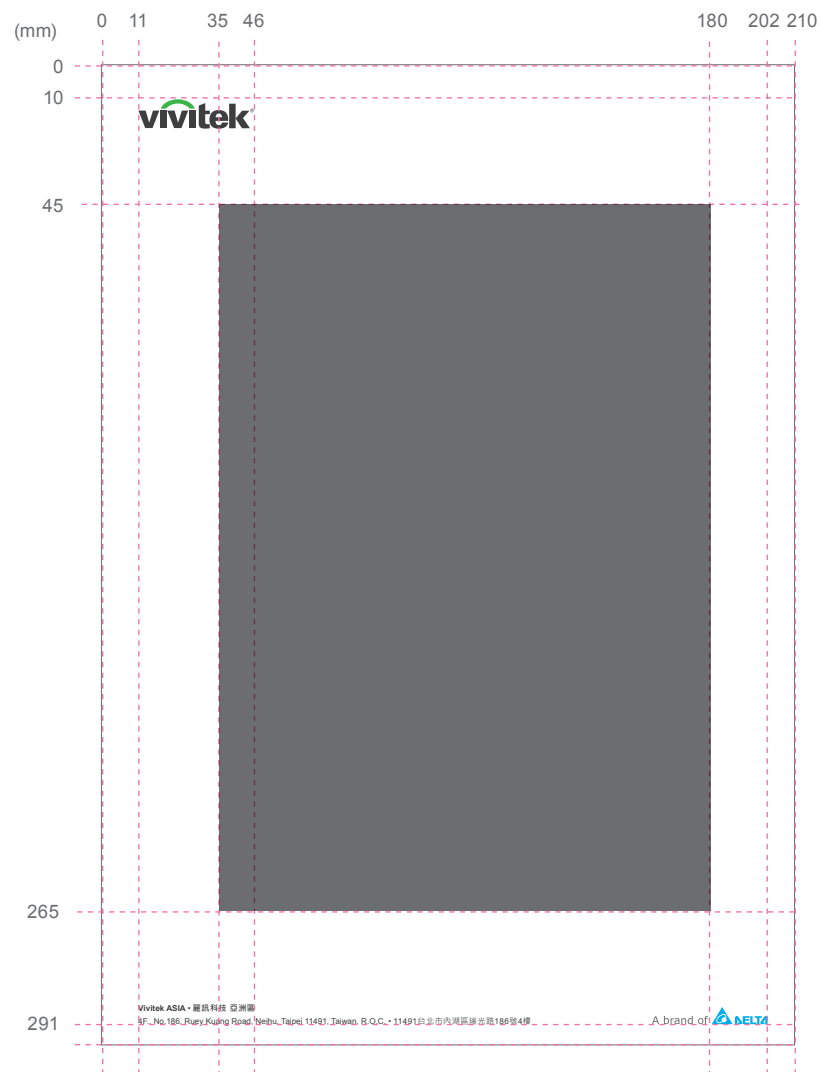
Microsoft® JhengHei Regular 7/9pt

\*XX/XXpt (Font Size/Leading)

# 3.3

## Letterhead: Print

Size: 210 X 297mm



Always use the original artwork provided.

### English

#### Color

Vivitek Green CMYK 75, 0, 100, 0  
Delta Logo CMYK 100, 0, 0, 0  
Others CMYK 0, 0, 0, 100  
CMYK 0, 0, 0, 70

#### Company Name

Arial Bold 7/9pt

#### Contact Information

Arial Regular 7/9pt

### Traditional Chinese

#### Company Name

Microsoft® JhengHei Bold 7/9pt

#### Contact Information

Microsoft® JhengHei Regular 7/9pt

\*XX/XXpt (Font Size/Leading)

 Recommended Writing Area

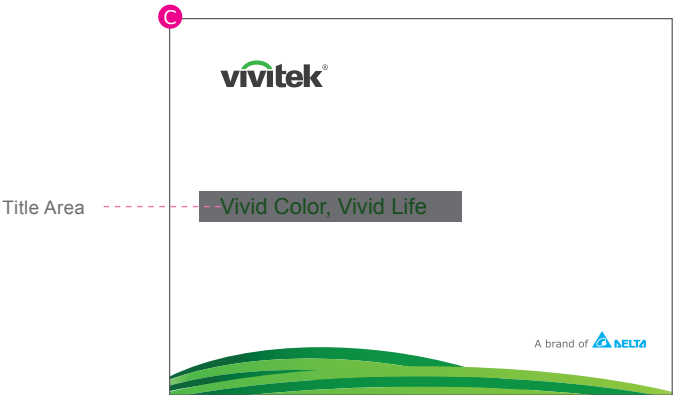
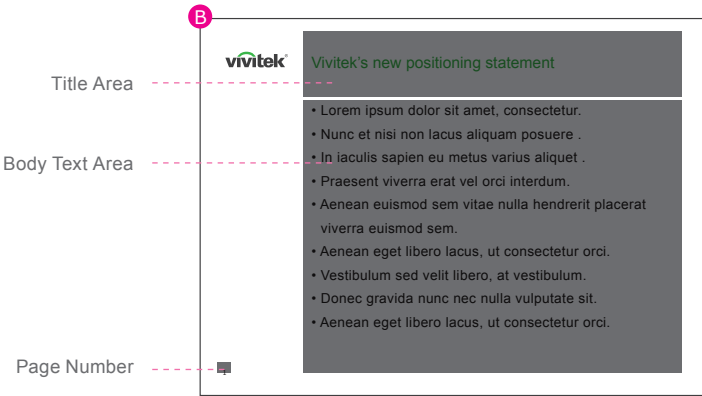
# 3.4

## PowerPoint Template

Always use the original artwork provided.

Size: 1024 X 768 pixels

- A. Main Page
- B. Content Page
- C. End Page



**Title Text Color**  
RGB 56, 180, 73

**Body Text Color**  
RGB 0, 0, 0

**Main Page Title**  
Arial Regular 40pt

**Subtitle**  
Arial Regular 18pt

**Content Page Title**  
Arial Regular 32pt

**Content Page Body Text**  
Arial Regular 24pt

**Page Number**  
Arial Regular 12pt

**End Page Title**  
Arial Regular 45pt

\*XXpt (Font Size)

Recommended Writing Area

# 3.5

## Start-up Display

**Size: 1024 X 768 pixels**

A. Vivitek Logo Lock-up





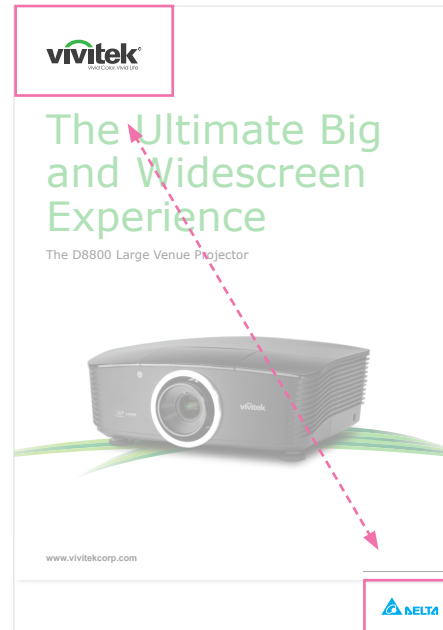
# Implementation—Advertising and Marketing

## 4.1

### Proportion of Vivitek Logo to Delta Logo and Delta's Endorsement

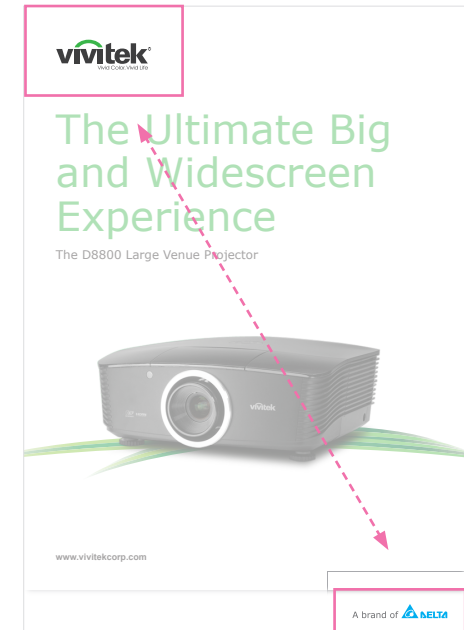
When the Vivitek and Delta logos are shown on stationery and marketing materials simultaneously, the Vivitek logo should always be kept on the upper left and the Delta logo or Delta endorsement kept on the lower right.

**Delta Logo Location Example**



The Vivitek and Delta logos are always kept in a left-top and right-bottom diagonal position, respectively.

**Delta Endorsement Location Example**



The Vivitek logo and Delta endorsement are always kept in a left-top and right-bottom diagonal position, respectively.

# 4.2

## Advertisement Layout Overview

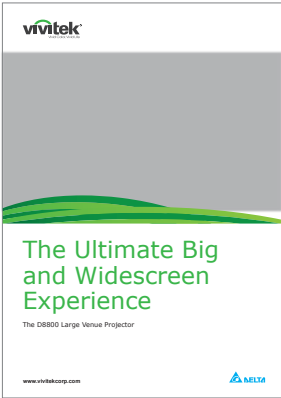
At Vivitek, advertisements serve two purposes: to promote the product and to connect a product to a usage scenario. Advertisements are supported by the leaf and green gradient elements. The following pages demonstrate the different implementations of each layout, including A4 size and other sizes.

### Leaf Visual Element

Product-only Layout

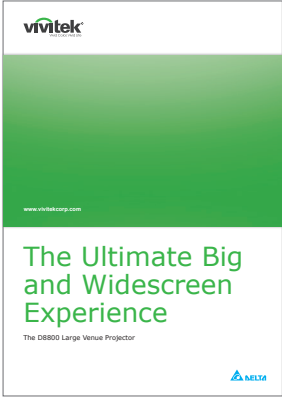


Scenario Layout

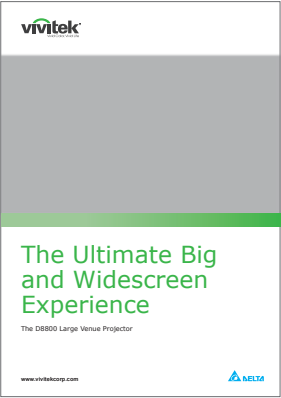


### Green Gradient Visual Element

Product-only Layout



Scenario Layout



## 4.3

### Primary Product-only Advertisement

A. Vivitek Logo Lock-up

B. Title

C. Body Text

D. Website Address

E. Delta Logo

Note:

Advertisements include magazines, posters, and banners.



Always use the original artwork provided.

#### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

#### Title

Verdana Regular 54/58pt

#### Body Text

Verdana Regular 16/22pt

#### Website

Arial 12/16pt

\*XX/XXpt (Font Size/Leading)

## 4.3.1

### Primary Product-only Marketing Collateral

A. Vivitek Logo Lock-up

B. Title

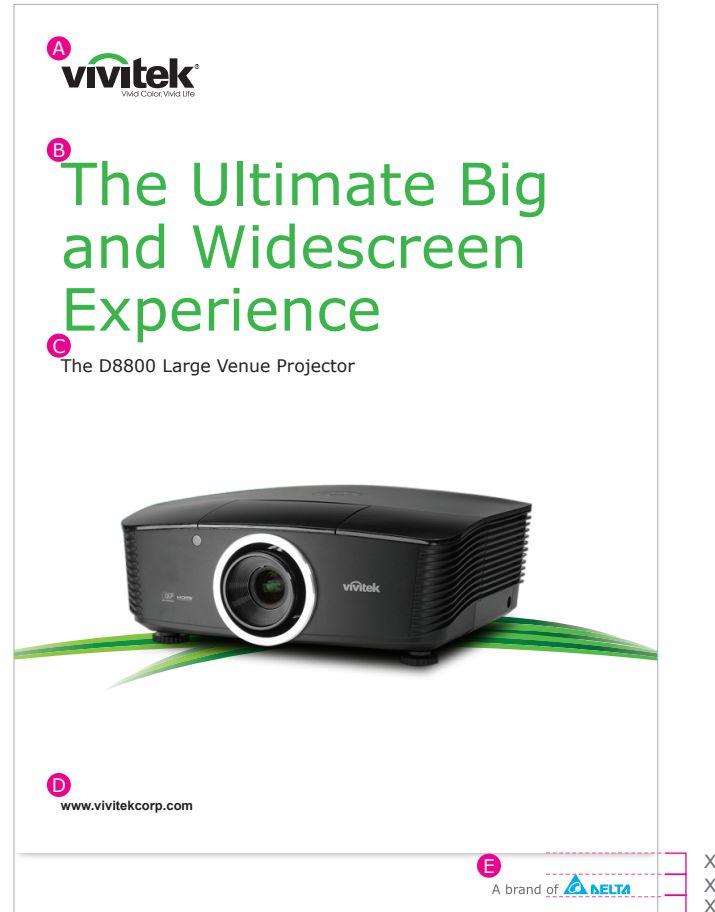
C. Body Text

D. Website Address

E. Delta Endorsement

Note:

Marketing collateral includes brochures, catalogues,  
and leaflets.



#### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

#### Title

Verdana Regular

#### Body Text

Verdana Regular

#### Website Address

Arial Bold

## 4.4

# Primary Scenario Advertisement

A. Vivitek Logo Lock-up

B. Title

C. Body Text

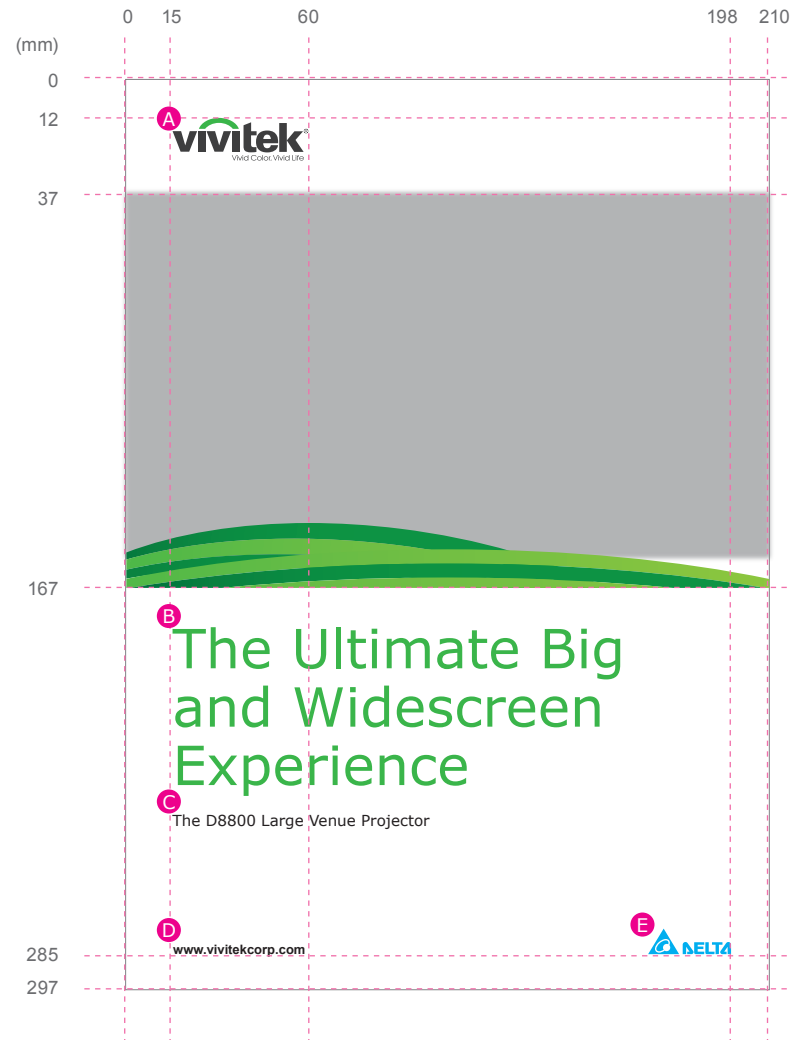
D. Website Address

E. Delta Logo

Note:

Advertisements include magazines, posters, and banners.

Always use the original artwork provided.



### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

### Title

Verdana Regular 54/58pt

### Body Text

Verdana Regular 16/22pt

### Website

Arial 12/16pt

\*XX/XXpt (Font Size/Leading)

## 4.4.1

### Primary Scenario Marketing Collateral

A. Vivitek Logo Lock-up

B. Title

C. Body Text

D. Website Address

E. Delta Endorsement

Note:

Marketing collateral includes brochures, catalogues, and leaflets.



#### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

#### Title

Verdana Regular

#### Body Text

Verdana Regular

#### Website Address

Arial Bold

## 4.5

# Secondary Product-only Advertisement

A. Vivitek Logo Lock-up

B. Title

C. Body Text

D. Website Address

E. Delta Logo

Note:

Advertisements include magazines, posters, and banners.



Always use the original artwork provided.

### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

### Title

Verdana Regular 54/58pt

### Body Text

Verdana Regular 16/22pt

### Website

Arial 12/16pt

\*XX/XXpt (Font Size/Leading)



## 4.5.1

### Secondary Product-only Marketing Collateral

A. Vivitek Logo Lock-up

B. Title

C. Body Text

D. Website Address

E. Delta Endorsement

Note:

Marketing collateral includes brochures, catalogues, and leaflets.



#### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

#### Title

Verdana Regular

#### Body Text

Verdana Regular

#### Website Address

Arial Bold

## 4.6

# Secondary Scenario Advertisement

A. Vivitek Logo Lock-up

B. Title

C. Body Text

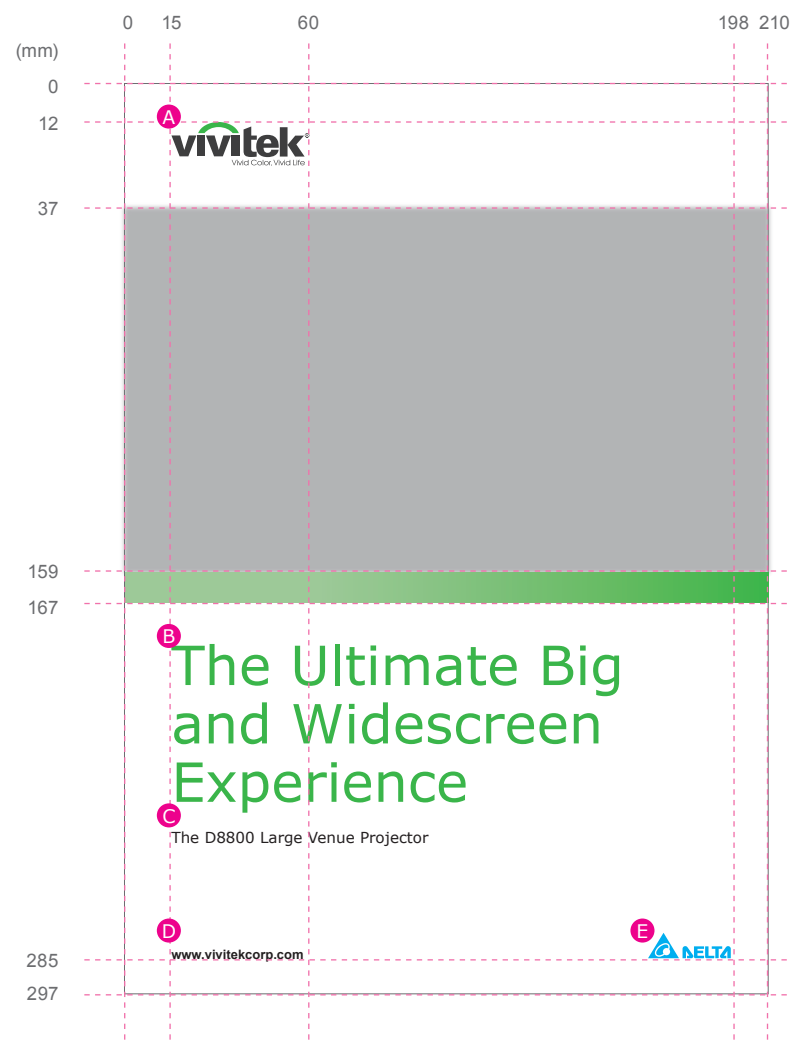
D. Website Address

E. Delta Logo

Note:

Advertisements include magazines, posters, and banners.

Always use the original artwork provided.



### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

### Title

Verdana Regular 54/58pt

### Body Text

Verdana Regular 16/22pt

### Website

Arial 12/16pt

\*XX/XXpt (Font Size/Leading)

## 4.6.1

# Secondary Scenario Marketing Collateral

A. Vivitek Logo Lock-up

B. Title

C. Body Text

D. Website Address

E. Delta Endorsement

Note:

Marketing collateral includes brochures, catalogues, and leaflets.



### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

### Title

Verdana Regular

### Body Text

Verdana Regular

### Website Address

Arial Bold

## 4.7.1

# Vivitek/Qumi Advertisement—Layout 1

A. Vivitek/Qumi Logo Lock-up

B. Title

C. Website Address

D. Delta Logo

Note:

Advertisements include magazines, posters, and banners.

Always use the original artwork provided.



### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

### Title

Verdana Regular 54/58pt

### Body Text

Verdana Regular 16/22pt

### Website

Arial 12/16pt

\*XX/XXpt (Font Size/Leading)

## 4.7.2

### Vivitek/Qumi Advertisement—Layout 2

A. Vivitek/Qumi Logo Lock-up

B. Title

C. Website Address

D. Delta Logo

Note:

Advertisements include magazines, posters, and banners.

Always use the original artwork provided.



#### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

#### Title

Verdana Regular 54/58pt

#### Body Text

Verdana Regular 16/22pt

#### Website

Arial 12/16pt

\*XX/XXpt (Font Size/Leading)

## 4.7.3

### Vivitek/Qumi Advertisement—Layout 3

A. Vivitek/Qumi Logo Lock-up

B. Title

C. Website Address

D. Delta Logo

Note:

Advertisements include magazines, posters, and banners.

Always use the original artwork provided.



#### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

#### Title

Verdana Regular 54/58pt

#### Body Text

Verdana Regular 16/22pt

#### Website

Arial 12/16pt

\*XX/XXpt (Font Size/Leading)

## 4.7.4

### Vivitek/Qumi

## Marketing Collateral

A. Vivitek/Qumi Logo Lock-up

B. Title

C. Website Address

D. Delta Endorsement

Note:

Advertisements of other sizes should always use the Delta endorsement.



#### Color

Title CMYK 75, 0, 100, 0

Others CMYK 0, 0, 0, 100

#### Title

Verdana Regular

#### Body Text

Verdana Regular

#### Website Address

Arial Bold

# Implementation—Website Homepage

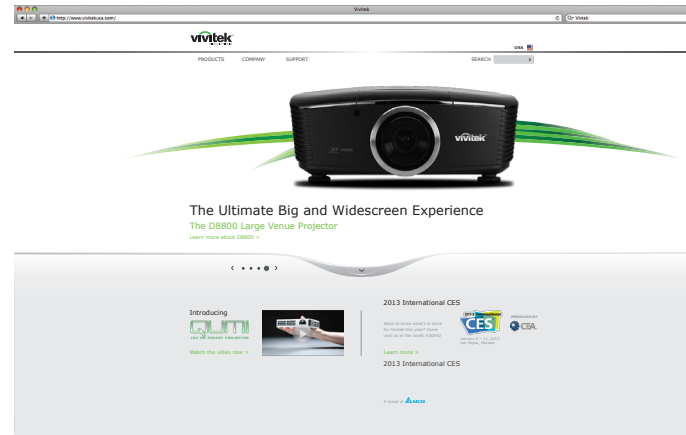


## 5.1

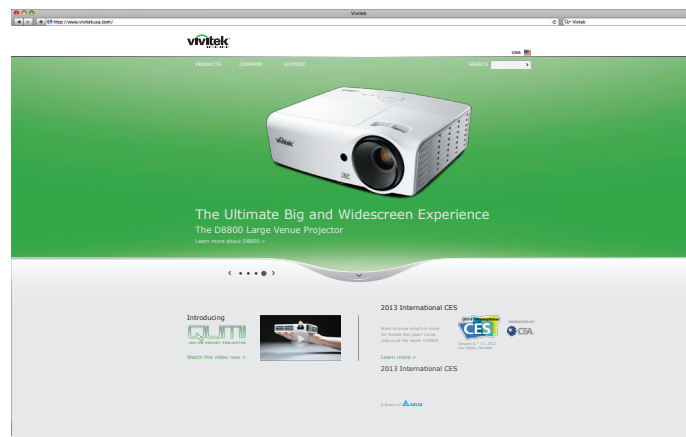
# Website Homepage Layout Overview

Vivitek's website is one of the marketing tools used to convey the brand's message to the market. Thus, to ensure that Vivitek's message of Vivid Color, Vivid Life is well delivered, two visual elements can be used to support the slogan.

### Leaf Visual Element Website Homepage Template



### Green Gradient Visual Element Website Homepage Template



## 5.2

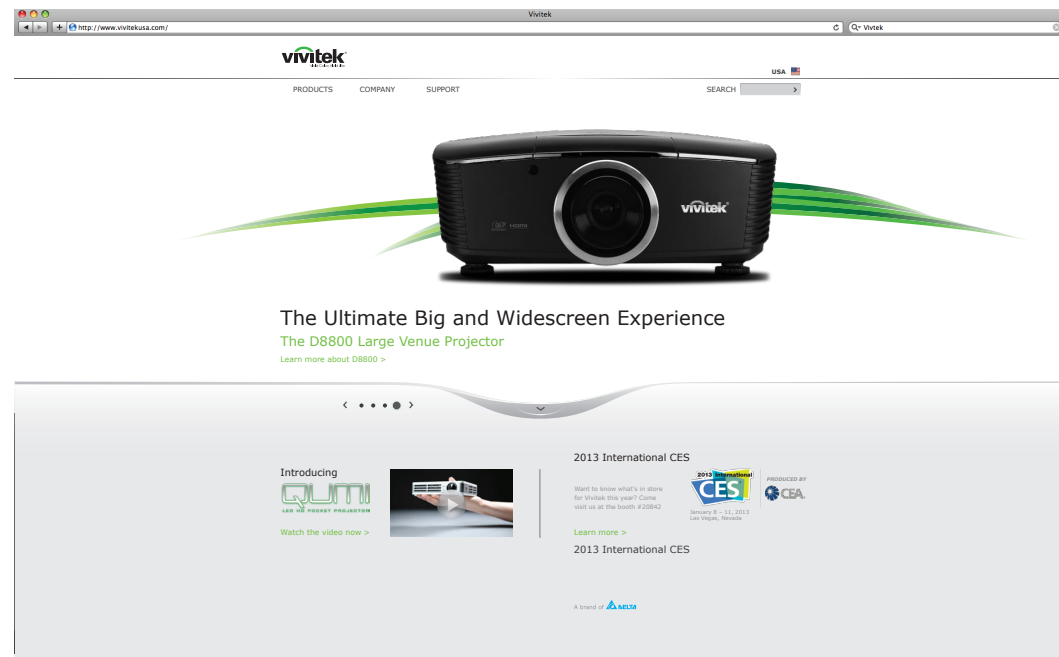
### Website Homepage Layout—Primary

The leaf element homepage is used to support darkly colored products, in order to bring them to the attention of viewers.

Note:

The website homepage should use the Delta endorsement.

#### Leaf Visual Element Website Homepage Template



## 5.3

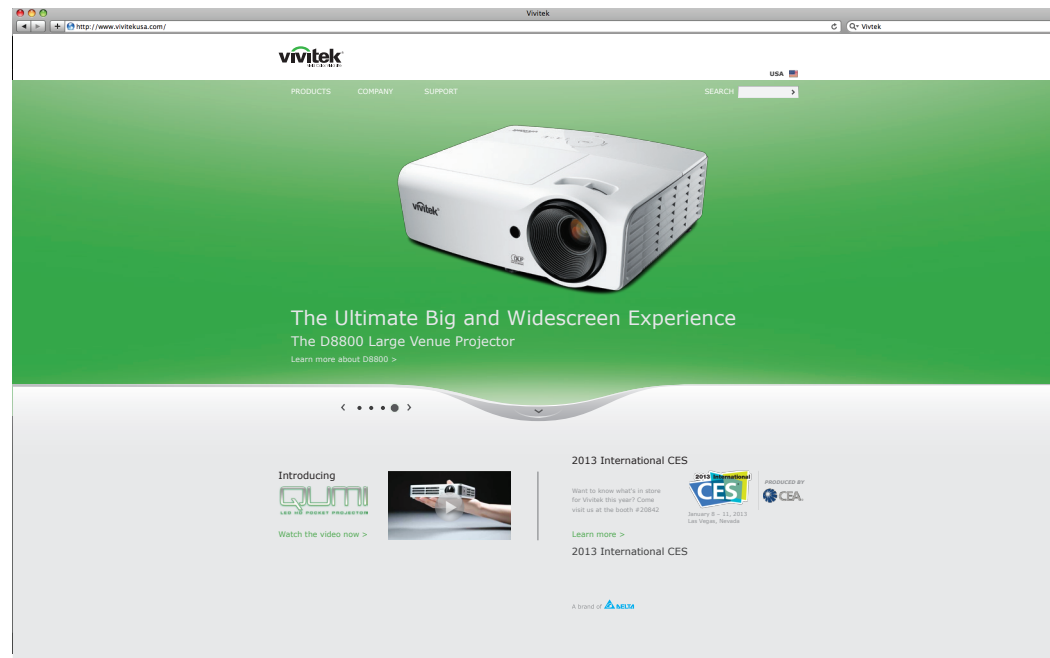
### Website Homepage Layout—Secondary

The green gradient element homepage is used to support brightly colored products, allowing these products to stand out via the implementation of the gradient color.

Note:

The website homepage should use the Delta endorsement.

#### Green Gradient Visual Element Website Homepage Template





If you have any questions regarding these guidelines or are uncertain about the information contained within this document, contact the Vivitek Brand Management Office for more information.

[www.vivitekc corp.com](http://www.vivitekc corp.com)