



## Brand Guideline

December 2020

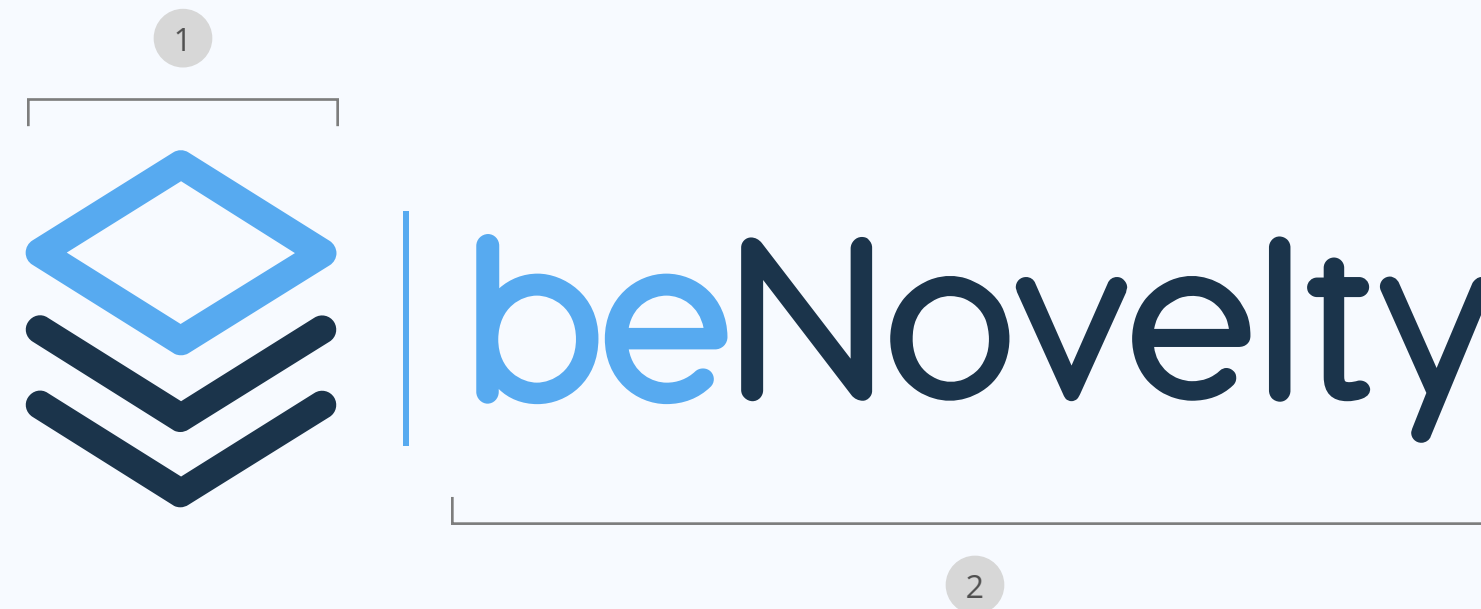
# | beNovelty Logo

The beNovelty logo comprises of two elements:

- 1 Logomark
- 2 Logotype

All elements are set in fixed format and proportion. They are not to be altered in any way.

## Horizontal



## Vertical



## | Logo Variations

The horizontal logo is the primary logo and should be used in most instances. The vertical logo is for large-scale use. Avoid using at small sizes, as it can become illegible. The logomark is a compact version of the beNovelty logo that works in small contexts.

Horizontal



Vertical



Logomark



# Minimum Size

Logo sizes are specified for all common formats and they are also designed for appropriate readability.

Our full brand logo should be used until it reaches the minimum size.

## Minimum Size for Screen



Screen: 120px



Screen: 70px



Screen: 16px

## Minimum Size for Print



Print: 20mm / 0.8in



Print: 15mm / 0.6in



Print: 6mm / 0.24in

## Clear Space

The logo should always be surrounded by a minimum area of space to preserve its integrity.

To maintain visual clarity, the logo must never be crowded by copy, photographs or graphic elements.

The clear space area equals to the height of the beNovelty logotype "o".

### Horizontal



### Vertical



## | Alternate Logo

The following versions may be used only for black and white production, or in situations where the full color version is not suitable.

### **Black Logo**

Use the black version on situation that only a single black color can be use. For instance—faxes and monotone print applications.

### **White Logo**

Use the white logo only on dark color or black background. Never use it on white or light background.

### **Black Logo**



### **White Logo**



# | Apply beNovelty Logo

Use the logo with integrity and ensure the best visibility of the logo.

Don't apply any effects, change of shape, color or opacity that are not specified in this guideline.

## Correct Usage



Logo on white background



Logo on dark background

## Incorrect Usage



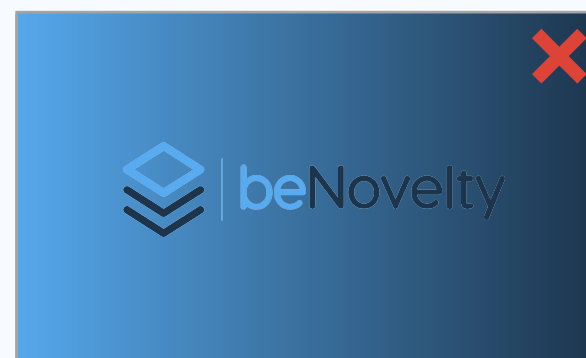
Outlined Logo



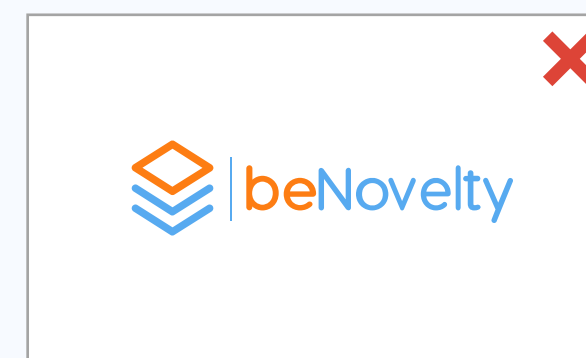
On a visually cluttered photo



Distort the logo in any way



On any blue or navy background



Apply other colors on the logo



Use of Drop Shadow

## Brand Colors

Our brand colors consist of two colors: beNovelty Blue and beNovelty Navy.

Use these color proportions in any layout or collateral design. beNovelty Blue can be used as accent while beNovelty Navy can be used on texts.



### Brand Colors

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beNovelty Blue

RGB  
87, 171, 240

HEX  
#57ABF0

CMYK  
64, 29, 0, 6



beNovelty Navy

RGB  
28, 52, 76

HEX  
#1C344C

CMYK  
63, 32, 0, 70

Open Sans

For English content, typeset all heading and paragraph text in Open Sans. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

思源黑體 Noto Sans TC

For Chinese content, typeset all heading and paragraph text in 思源黑體 Noto Sans TC.

English Typography

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Open Sans

Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Semibold	abcdefghijklmnopqrstuvwxyz
Regular	123456789!@#\$%^&*<>

Chinese Typography

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思源黑體 Noto Sans TC

Bold	彼樂科創
Medium	彼樂科創
Regular	123456789!@#\$%^&*<>