

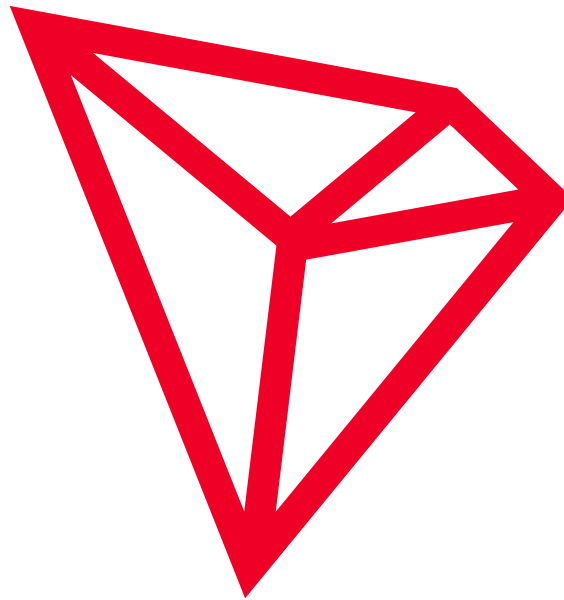
波场 TRON

TRON
LOGO/ICON
GUIDELINES
COPY



Standard Color Graphics of The Logo

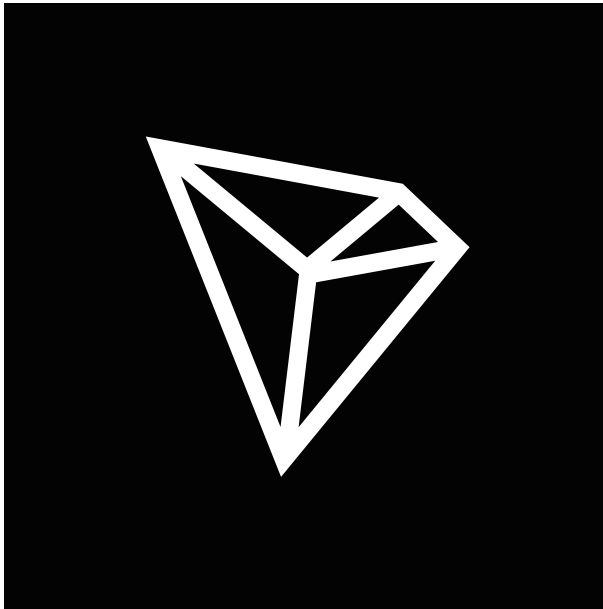
The logo is the core of the corporate image, a direct reflection of corporate management system and service quality, and often creates the first impression of the corporate image. The logo is also a manifestation of corporate values. As the most important element of the overall corporate image, the logo is exclusively specialized in corporate image identity and should not be used as a supplementary graphic.



Standard Monochrome Graphic Of The Logo

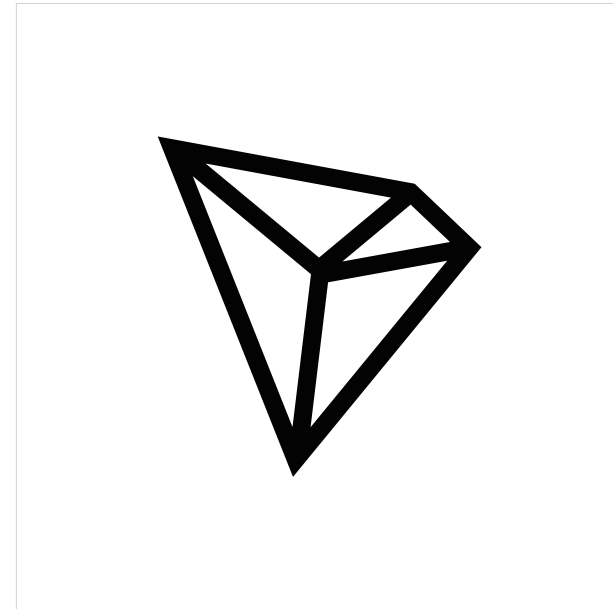
To serve various media demands, we have standard monochrome graphics as well as standard color graphics of the logo, in a bid to maintain consistency in external image publicity. Here are standard monochrome graphics to be used mainly in monochrome printing such as newspaper advertisement. Please strictly follow the specifications in use.

CMYK 0K



Standard Inverted White Draft

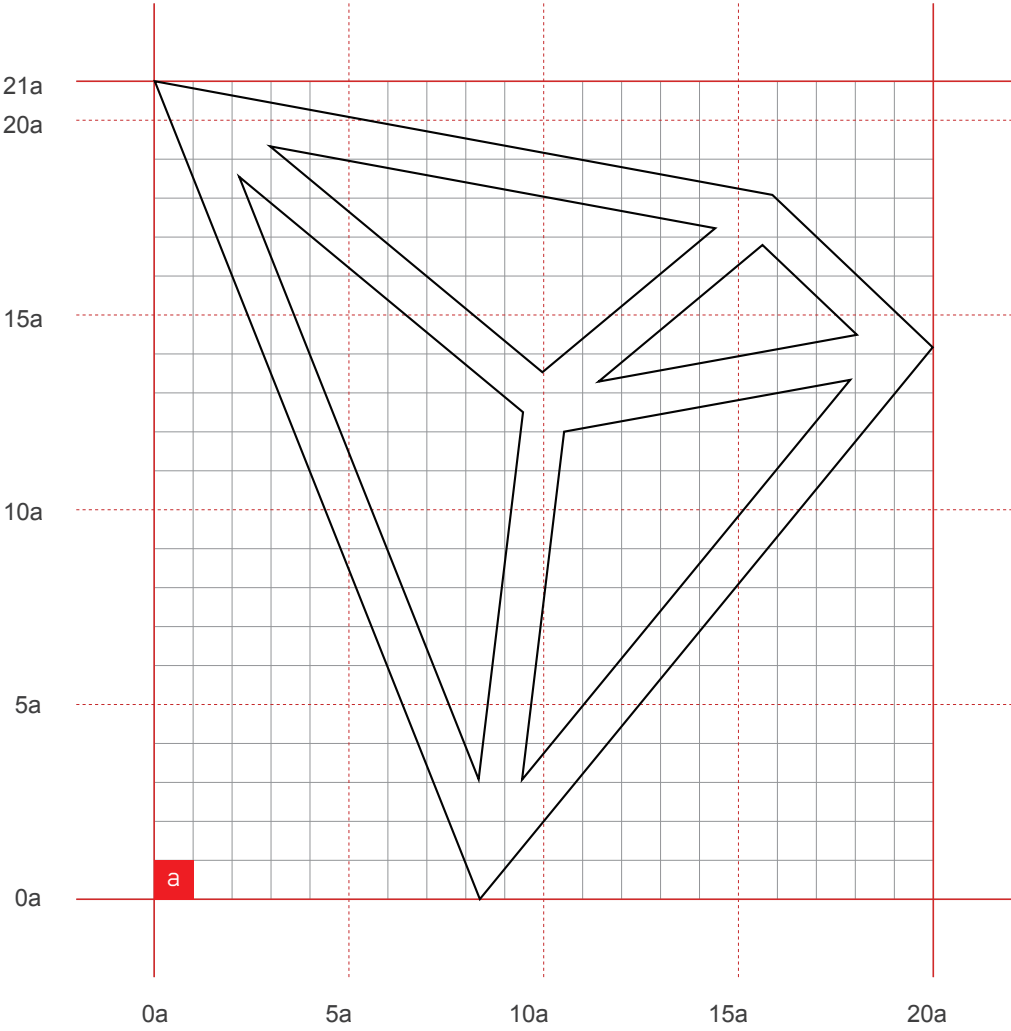
CMYK 100K



Logo Ink Draft

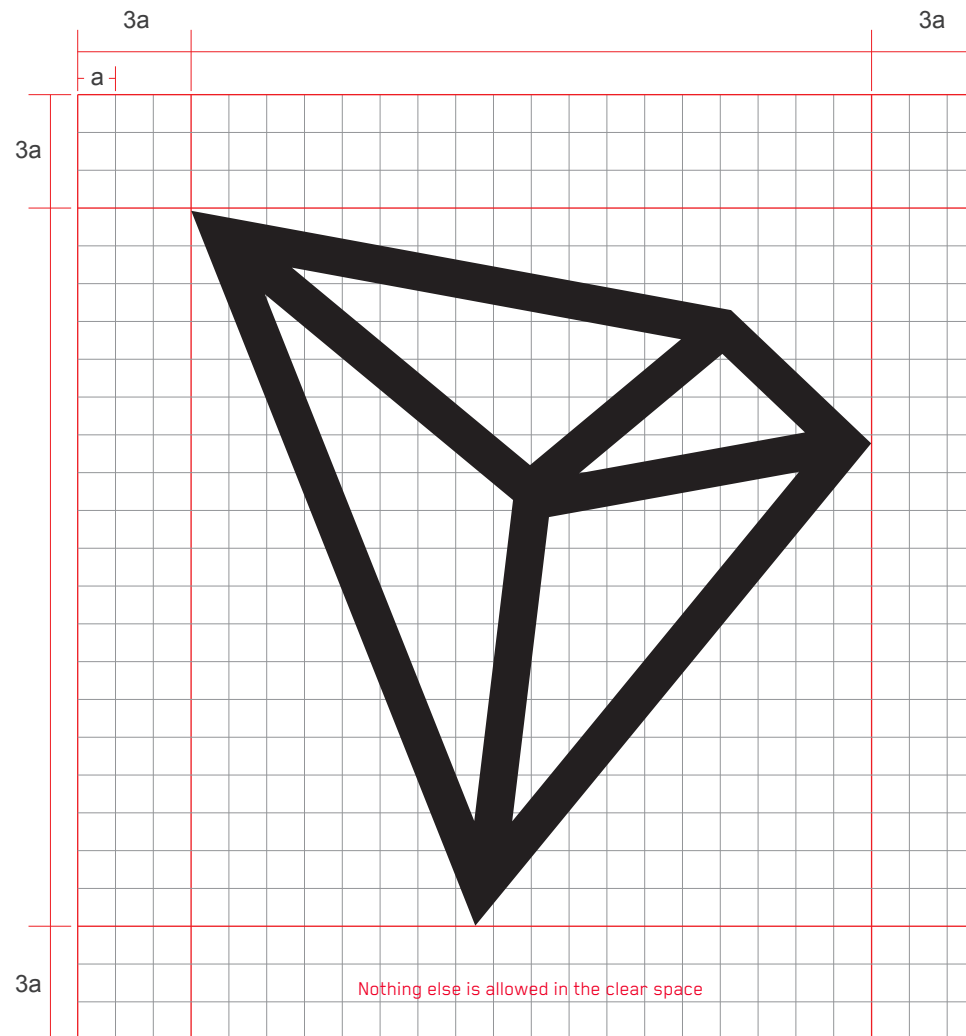
Standard Grid Chart of The Logo

Media demands include not only color graphics, but monochrome version which is frequently used in fax, copying and monochrome printing. Here is the standard monochrome inverted graphic of the logo, to be applied against dark backgrounds. Due to the nature of monochrome graphics, when greyscale of the background is larger than 20%, the standard monochrome inverted graphic must be used. Please strictly follow the specifications in use.



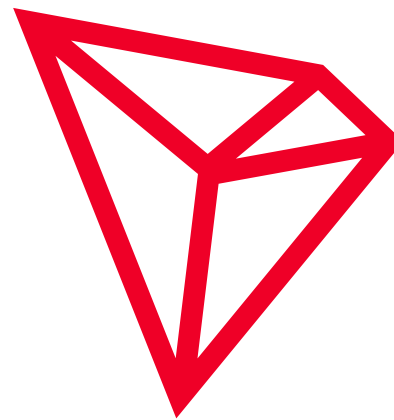
Clear Space of The Logo

In order to ensure the best visual effect of the logo, clear space should be kept when applying. The surrounding area of the logo is clear space. No other element should appear in this space.

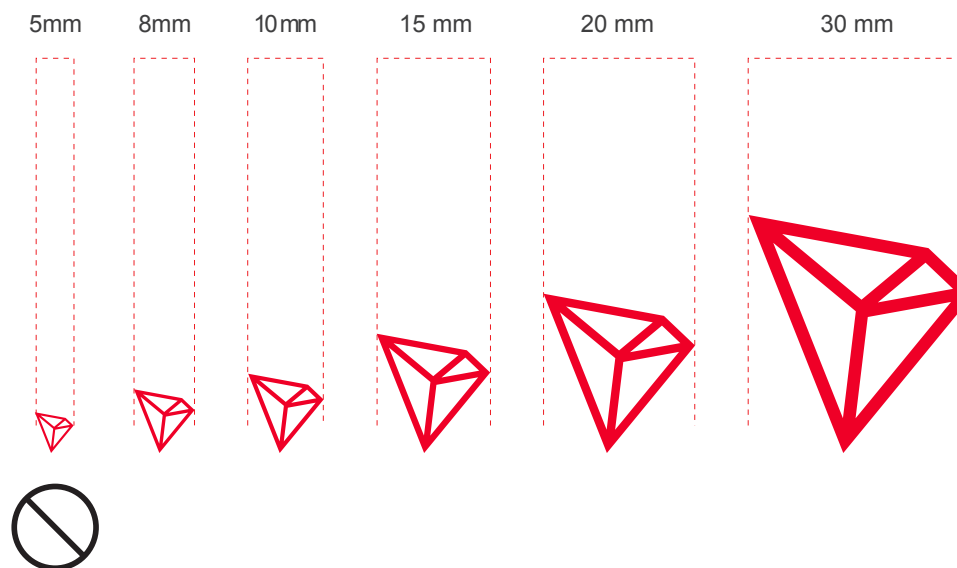


Standard Guideline for Logo Minimization

In order to ensure the best visual communication of the logo, the size of the logo should be no smaller than 5 mm.

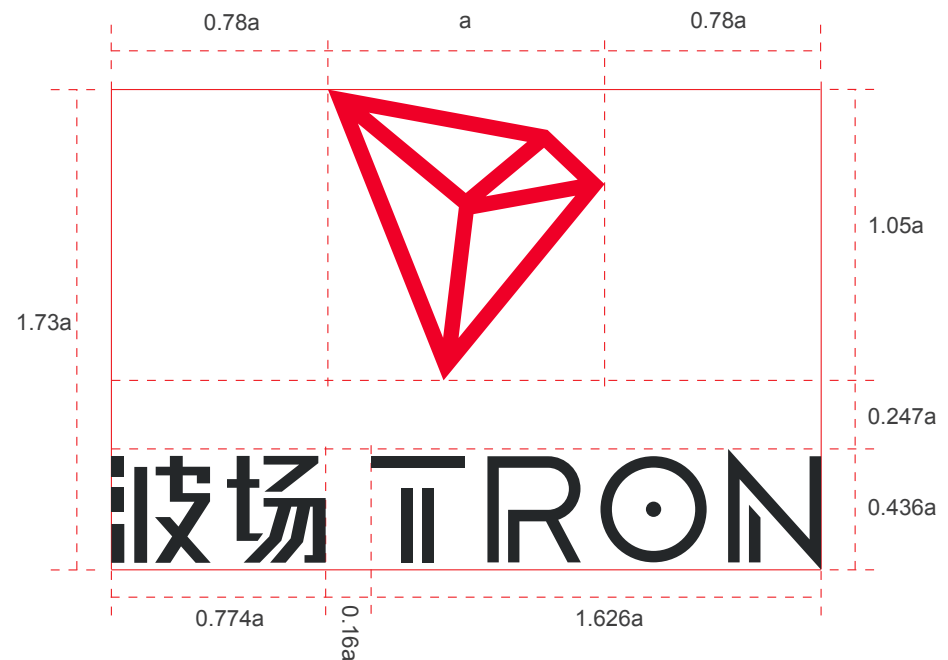


When the size of the logo is under 5mm, it is hardly recognizable. So it is specified in the manual that the logo should not be smaller than 8mm. It should be applied strictly according to this rule.



Guideline for Standard
Combination of Logo, Chinese And English
Abbreviation(vertical)

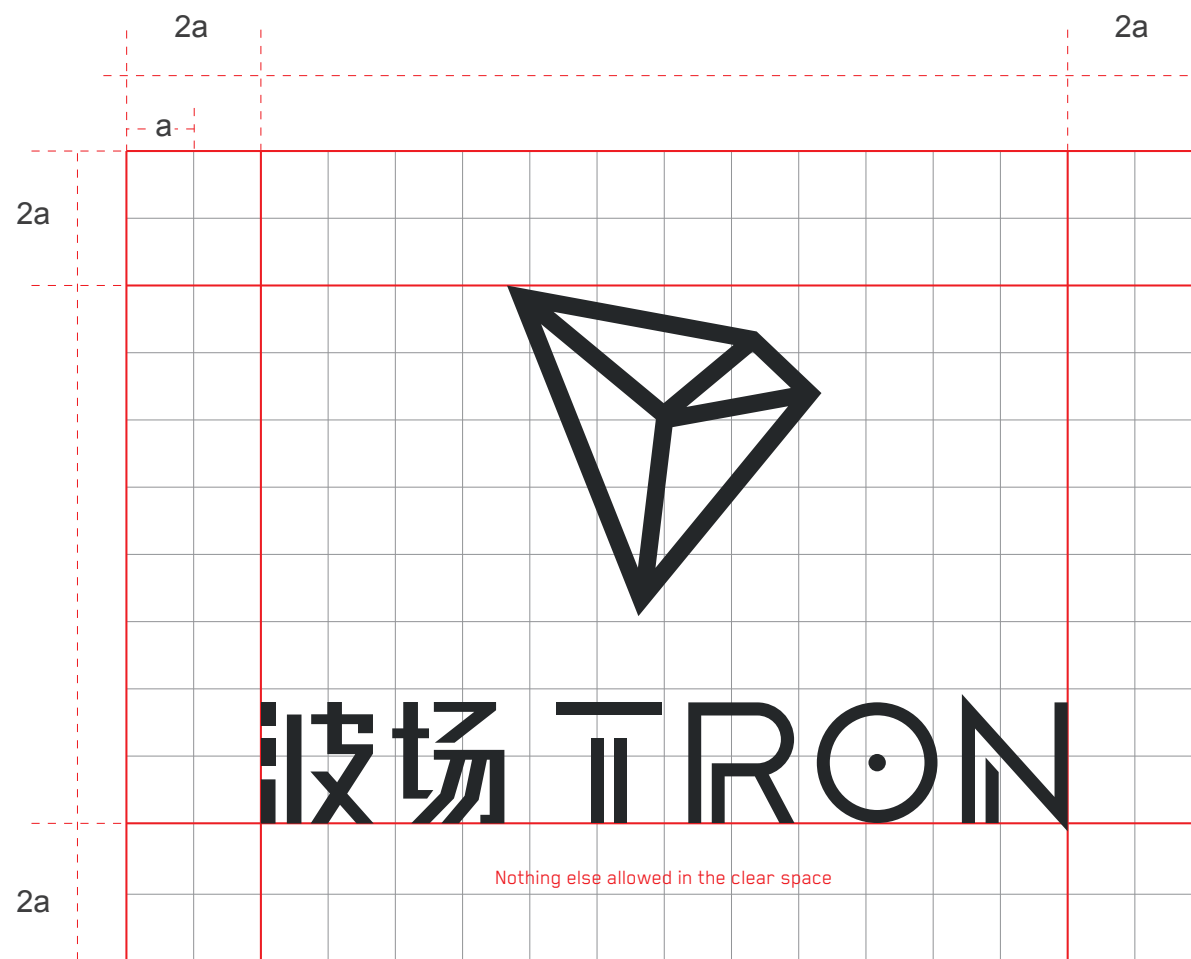
This page contains the vertical combination of the logo, Chinese and English abbreviations. It is the core content of corporate visual identification. This combination can be used widely. To ensure the standardization, authority and identification of the logo and other basic elements, the position of the combination should be strictly followed. It cannot be changed to other format. This picture specifies the production example and the proportion between different parts of the logo and the company name. The production should strictly follow the specification.



Logo and Chinese-English abbreviation combination - Vertical
production grid diagram

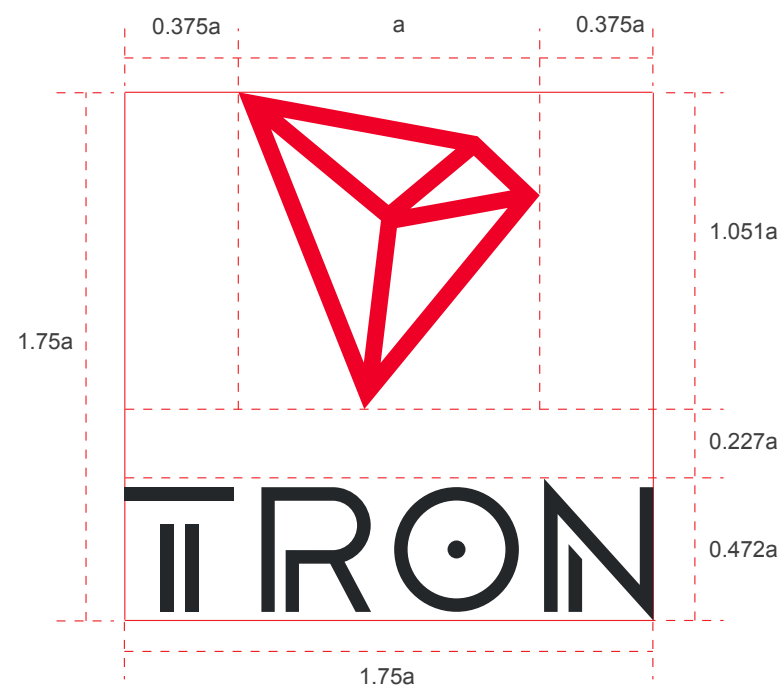
Clear Space for Standard Combination
of Logo, Chinese And English
Abbreviation(vertical)

This page specifies the clear space for the vertical combination of the logo, Chinese and English abbreviations. To ensure the best visual effect, clear space should be kept for the combination. The surrounding area of the logo is the clear space. No other elements are allowed in this area.



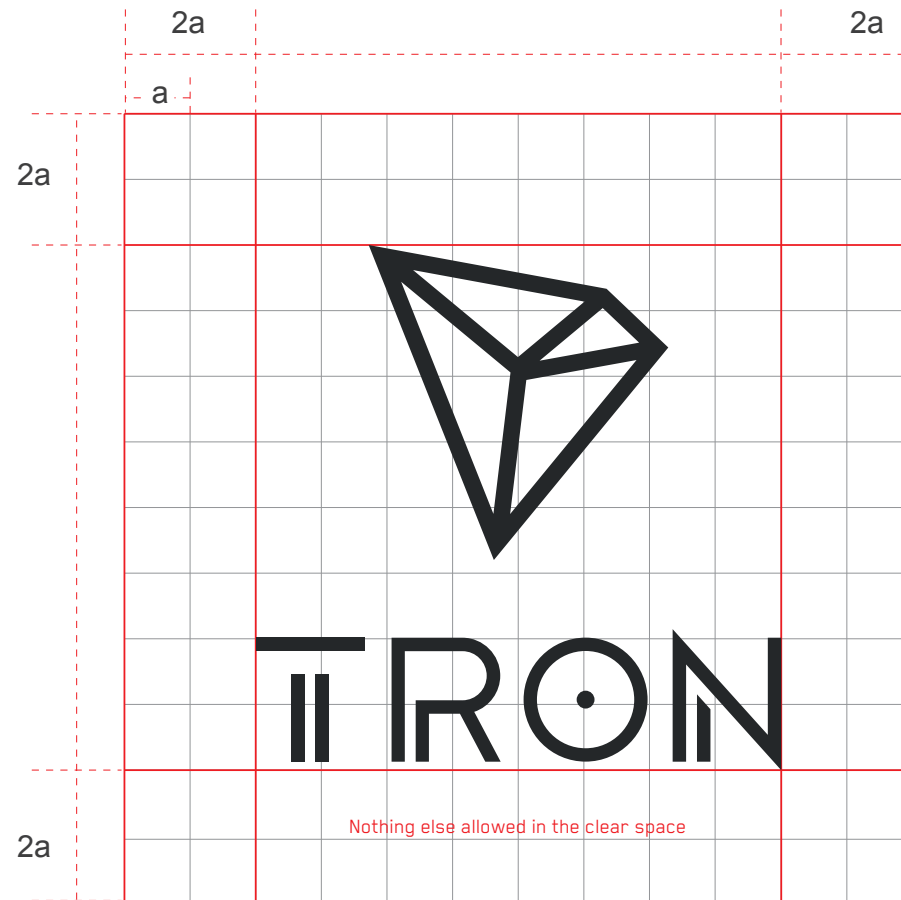
Guideline for Standard Combination of Logo English Abbreviation(vertical)

This page contains the vertical combination of the log and the English abbreviation. It is the core content of corporate visual identification. This combination can be used widely. To ensure the standardization, authority and identification of the logo and other basic elements, the position of the combination should be strictly followed. It cannot be changed to other format. This picture specifies the production example and the proportion between different parts of the logo and the company name. The production should strictly follow the specification.



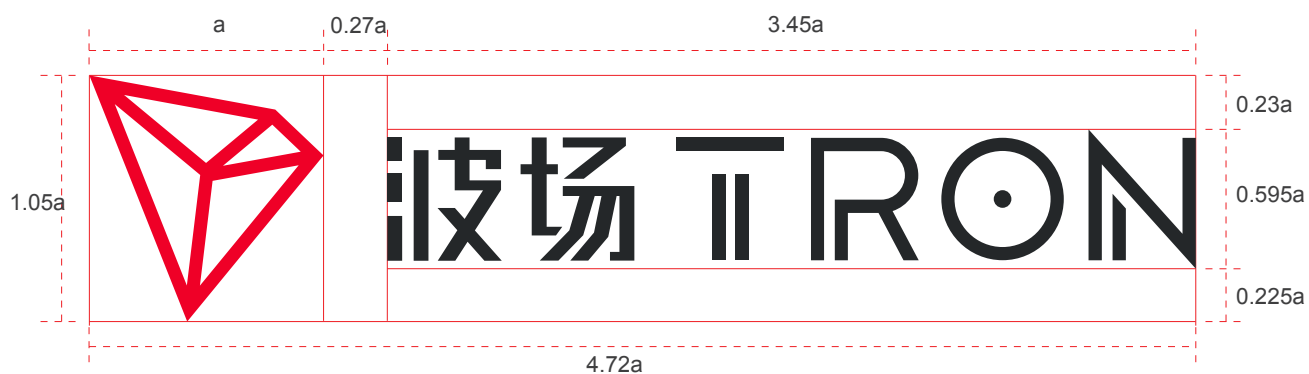
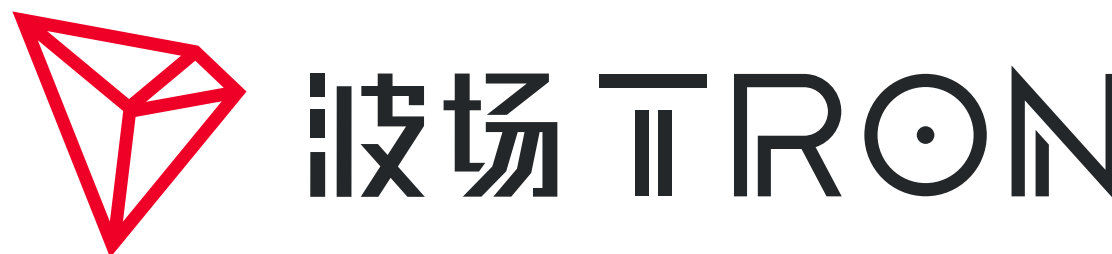
Clear Space for Standard Combination
of Logo English Abbreviation(vertical)

This page specifies the clear space for the vertical combination of the logo and the English abbreviation. To ensure the best visual effect, clear space should be kept for the combination. The surrounding area of the logo is the clear space. No other elements are allowed in this area.



Guideline for Standard Combination of
Logo, Chinese And English Abbreviation
(horizontal)

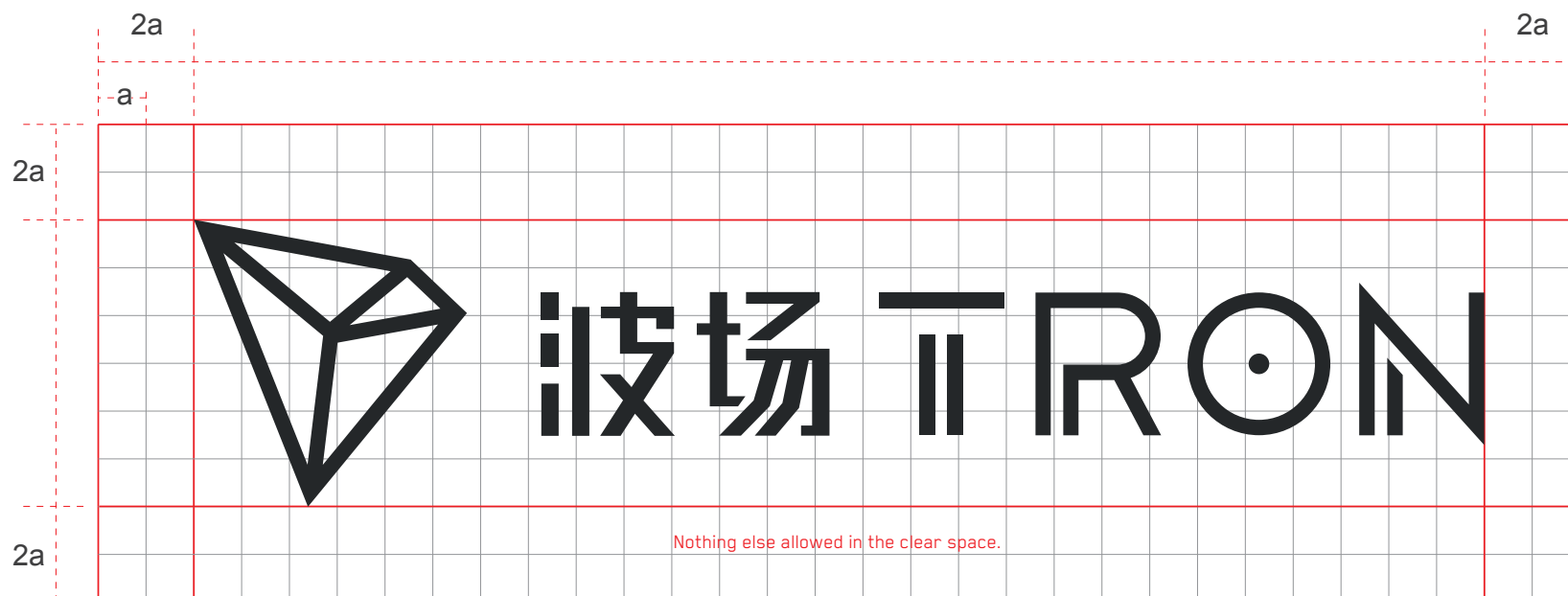
This page contains the horizontal combination of the logo, Chinese and English abbreviations. It is the core content of corporate visual identification. This combination can be used widely. To ensure the standardization, authority and identification of the logo and other basic elements, the position of the combination should be strictly followed. It cannot be changed to other format. This picture specifies the production example and the proportion between different parts of the logo and the company name. The production should strictly follow the specification.



Logo and Chinese-English abbreviation combination - Horizontal production grid diagram

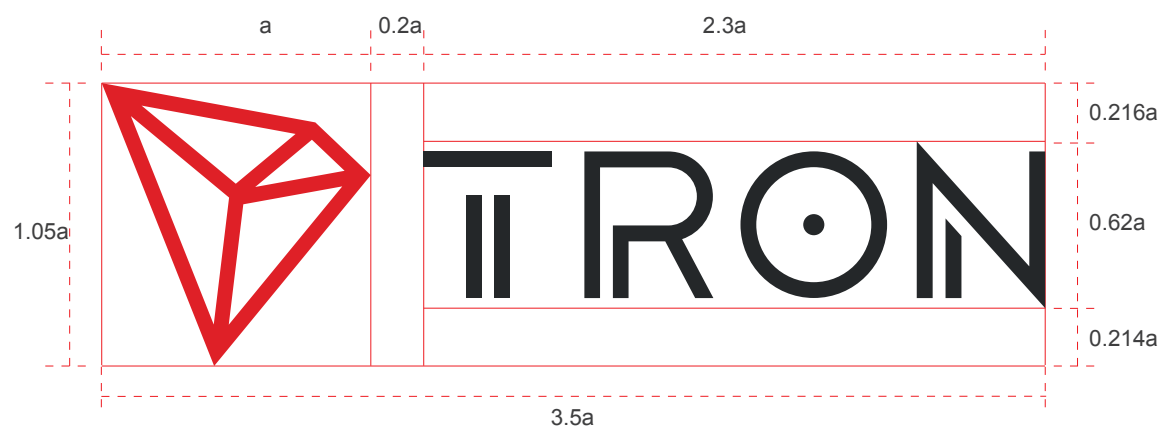
Clear Space for Standard Combination
of Logo, Chinese And English
Abbreviation(horizontal)

This page specifies the clear space for the horizontal combination of the logo, Chinese and English abbreviations. To ensure the best visual effect, clear space should be kept for the combination. The surrounding area of the logo is the clear space. No other elements are allowed in this area.



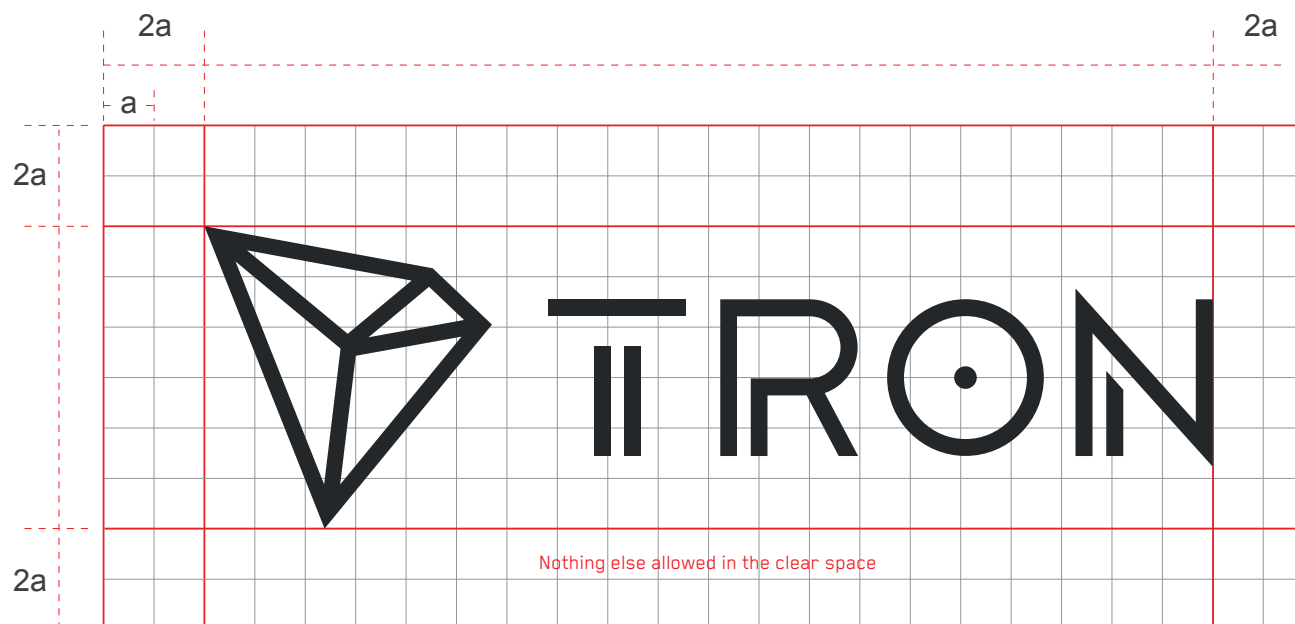
Guideline for Standard Combination
of Logo English Abbreviation
(horizontal)

This page contains the horizontal combination of the logo and the English abbreviation. It is the core content of corporate visual identification. This combination can be used widely. To ensure the standardization, authority and identification of the logo and other basic elements, the position of the combination should be strictly followed. It cannot be changed to other format. This picture specifies the production example and the proportion between different parts of the logo and the company name. The production should strictly follow the specification.



Clear Space for Standard Combination of Logo English Abbreviation(horizontal)

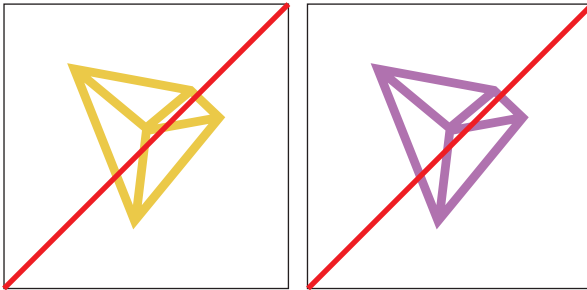
This page specifies the clear space for the horizontal combination of the logo and English abbreviation. To ensure the best visual effect, clear space should be kept for the combination. The surrounding area of the logo is the clear space. No other elements are allowed in this area.



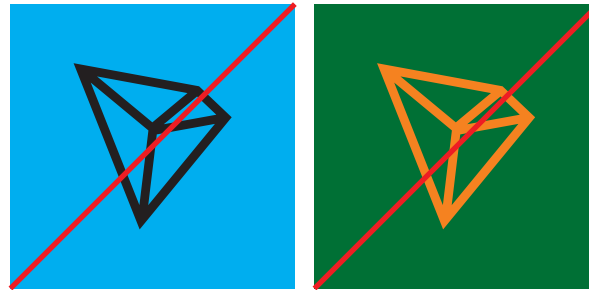
Examples for Wrong Application

This page presents some examples of typical incorrect applications of the logo. In order to maintain the integrity and unity of the corporate image, the following applications and combinations are prohibited.

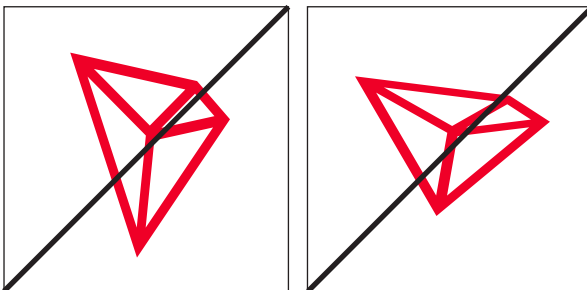
Randomly change the color of the logo



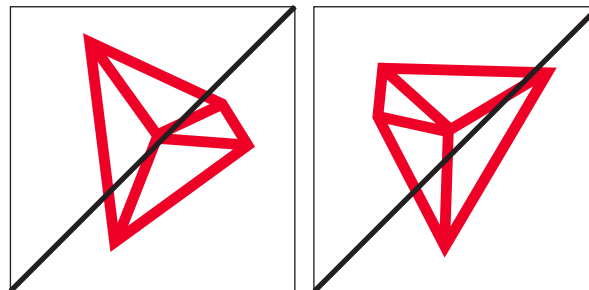
Use unspecified colors as the background color of the logo



Randomly change the shape of the logo



Randomly rotate the logo



Examples for Wrong Application

This page presents some examples of typical incorrect applications of the logo combination. In order to maintain the integrity and unity of the corporate image, the following applications and combinations are prohibited.

Randomly zoom in or out the logo graphics



Randomly change the position of the logo and Chinese and English texts



The Guideline of Logo Applied to Picture

Image is an important element that usually appears in various applications. The logo is usually placed on top of the image. Here are some specifications on the choice of images and the applications of the logo.

In order to better communicate the corporate image, when the background of the image is light and there is sizable blank space, the colorful logo can be applied on the picture.



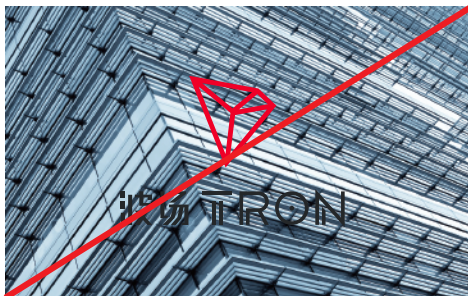
When the background of the picture is dark and there is sizable blank space (and there is enough clear space), the white logo can be applied on the picture.



If the background of the picture is overly complex, a white patch should be applied on top of the picture before the colorful logo can be used (enough clear space should be kept on the white patch).

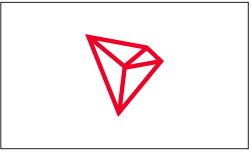

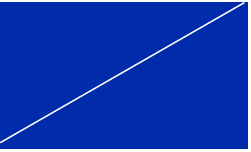
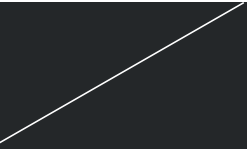
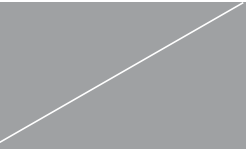
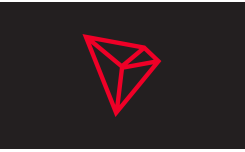
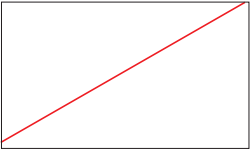





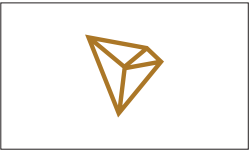
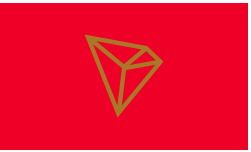
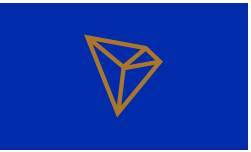

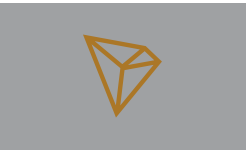









Below are some incorrect applications of the logo with pictures. When the background picture is overly complex, neither colorful nor white logo can be applied.



Guideline For Primary And Secondary Colors

This specification is related to the use of standard colors and supplementary colors. Colors are an integral part of the logo. Incorrect applications of colors on the logo will lead to inconsistency of the corporate image. In order to achieve the consistency of the application of the logo, we have specified the applicable range of logo colors. Other colors outside of this range are prohibited.

	White	Standard Colors	Standard Colors	Standard Colors	Standard Colors	Black
The Use of Colors						
The Use of Reversed White						
Bronzing Gold						
Stamped Silver and Printed Silver						

THANK YOU