VI Guidelines

For better application of the DFI brand
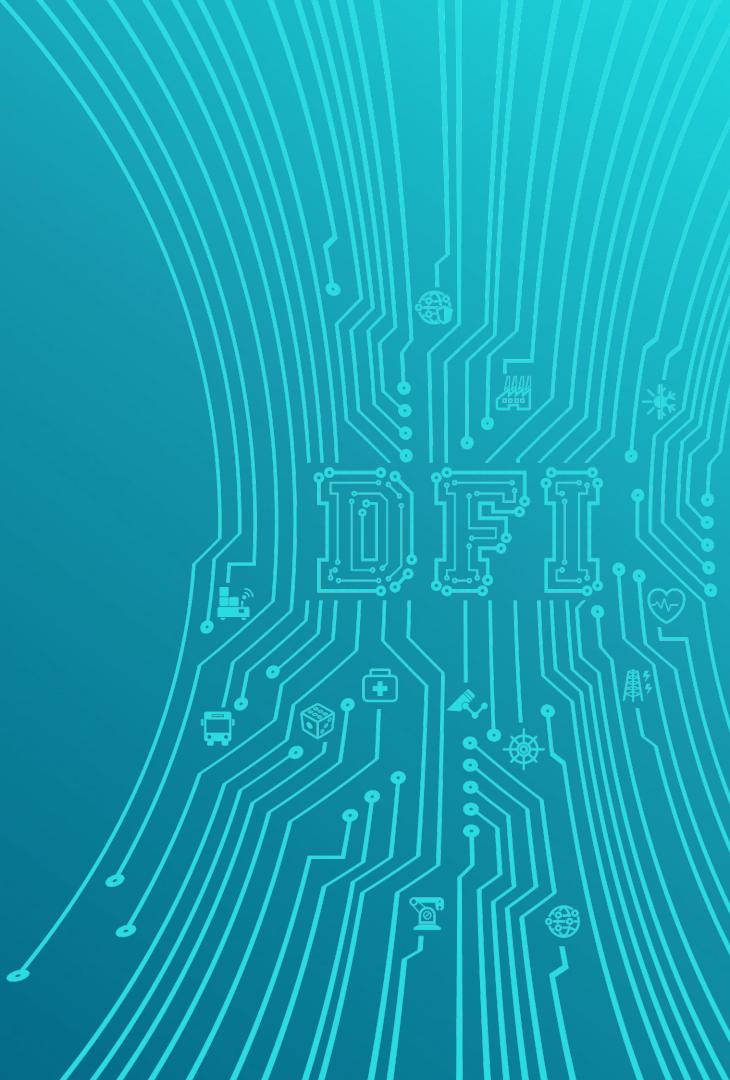
The purpose behind the brand update presentation

- Best practice overview, especially for customer facing content
- Avoid common issues
- Introduction for new employees
- Review for veteran employees not regularly exposed to the brand
- Provide links and resources in one convenient document

→ **Click here to download.** (DFI Marketing Portal)

DFI

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DFI

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Basic Design System

VI Elements Summary

These are the basic elements that form DFI's Visual Identity. By correctly reproducing these elements according to the display and development rules as follows, we can express a consistent world view of DFI.

Brand Logo

Brand Logo with Slogan

Headquarters Official Company Name Logotype

Slogan

Brand Logo Display

We recommend displaying the brand logo in DFI turquoise on a white background, or in white on a DFI turquoise background. When displaying in a single color, use black. When the background is a dark color, use white.

Brand Logo - Background and Display Colors

The following guide shows the concept when dealing with brand logo display on various background colors (including those other than shown). Follow these examples and try to ensure the visibility of the brand logo.

Brand Logo - Non-Examples

The following are non-examples of the brand logo that show common mistakes.

Please follow the display rules and strive to reproduce the logo correctly.

Do not deform/warp

Do not outline

Do not surround with border

No 3D or cast shadows

Do not alter combination of brand logo and logo slogan

Do not warp perspective

Do not alter logo combination

Do not add elements not included in guidelines

Do not use colors differing from guidelines

Do not rotate

Do not alter tracking

Do not alter font

Do not display mid-sentence

Do not place over visuals that jeopardize visibility

Do not place over images that jeopardize visibility

This is a new DFI Brand

Brand Logo - Clear Space & Minimum Size

The protective area is the clear space that always surrounds our logo. It ensures that our logo is distinct and never lost among other elements in its vicinity. Always ensure that the protective area is free from graphic elements and typography.

Clear Space

0.5A

A

0.5A

0.5A   0.5A

Minimum Size

10mm / 30px

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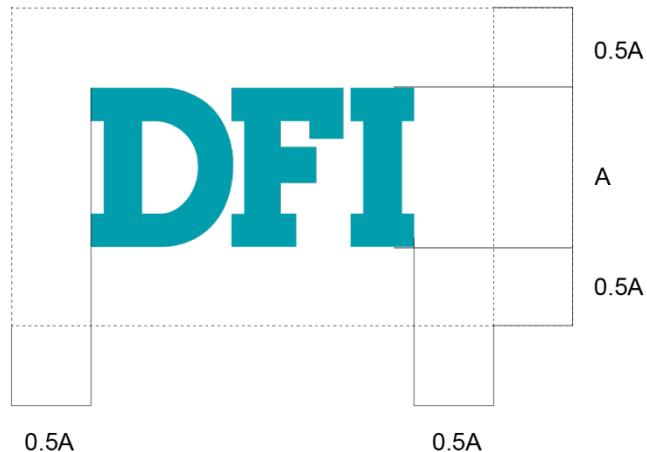
Brand Colors

Brand color is an important element of visual identity. DFI turquoise is the most important color in the DFI brand.
Secondary colors used as colors that bring out DFI turquoise. Strive to maintain a consistent color scheme.

DFI Primary Color

CMYK: C100 M0 Y36 K1
RGB: R0 G156 B166
#009CA6

DFI Secondary Colors

CMYK: C74 M89 Y0 K0
RGB: R106 G47 B164
#6A2FA4

CMYK: C85 M21 Y11 K13
RGB: R0 G129 B166
#0081A6

CMYK: C53 M44 Y40 K0
RGB: R137 G138 B141
#898A8D

CMYK: C90 M56 Y67 K16
RGB: R0 G91 B85
#005B55

CMYK: C38 M0 Y15 K0
RGB: R167 G217 B221
#A7D9DD

CMYK: C22 M17 Y17 K0
RGB: R208 G207 B205
#D0CFCD

Character Set

When displaying characters, use the recommended typefaces.

中文

微軟正黑體
Microsoft JhengHei

Light   友通資訊為全球領先的工業電腦與嵌入式解決方案供應商。
         ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
         1234567890

Regular 友通資訊為全球領先的工業電腦與嵌入式解決方案供應商。
         ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
         1234567890

Bold   友通資訊為全球領先的工業電腦與嵌入式解決方案供應商。
         ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
         1234567890

英文

Poppins

Light   DFI is a global leading provider of high-performance computing
         technology across multiple embedded industries.
         ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
         1234567890

Medium   DFI is a global leading provider of high-performance computing
         technology across multiple embedded industries.
         ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
         1234567890

SemiBold DFI is a global leading provider of high-performance computing
         technology across multiple embedded industries.
         ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
         1234567890

英文

Arial

Regular DFI is a global leading provider of high-performance computing
         technology across multiple embedded industries.
         ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
         1234567890

Bold   DFI is a global leading provider of high-performance computing
         technology across multiple embedded industries.
         ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
         1234567890

Black   DFI is a global leading provider of high-performance computing
         technology across multiple embedded industries.
         ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
         1234567890

Brand Style

DFI

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Brand Style Overview

The photo on the right is an example of DFI's design representation. When designing, please pay attention to conveying the essence of the brand philosophy in a simple and clear manner.

Applications: Factory automation, healthcare, gaming, transportation, energy, logistics technology, and smart retail.

Features: High reliability, long lifecycle, and products and services that are durable and weather-resistant around the clock.

DFI

Corporate Imagery

O **Dos**

Be light in color, not dark

Natural lighting

DFI turquoise overlay

High resolution imagery

X **Don'ts**

Lighting too dark

Lighting too bright and contrast

Many special effects and illustrations

Low resolution imagery

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Thank you!