



# Thecus<sup>®</sup> Visual Identity Quick Guide

This guide is an abridged version of the Thecus<sup>®</sup> Visual Identity (VI) Manual intended for use by Thecus<sup>®</sup> employees, partners and external agencies.

This guide does not replace the Thecus<sup>®</sup> Visual Identity Manual. Any VI issue not addressed by this guide should be referred back to the Manual.

## 1.1 Thecus Logo

The Thecus® logo is the foundation of our Visual Identity System. It must never be redrawn or modified.

### Recommended Minimum Size

The Thecus® Logo may be reduced to a minimum height of 12mm. (e.g. 1.1.2)

Non-proportional scale is not allowed. (e.g. 1.1.3)

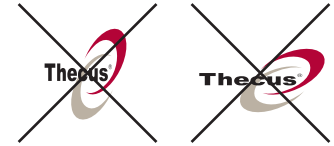
### 1.1.1 Thecus® Logo



### 1.1.2 Minimum Size



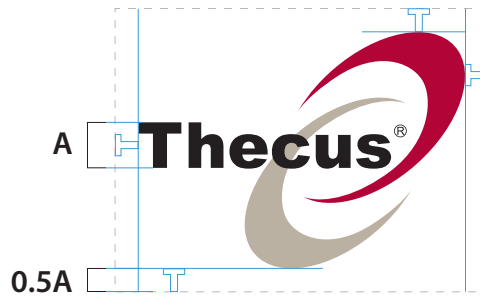
### 1.1.3 非等比例縮放



## 1.2 Minimum Staging Area

There must be a clear space - free of type, embellishment or any other graphic elements. The minimum staging area specification is 50% of the height of the letter 'T'.

### 1.2.1 Minimum Staging Area



## 1.3 Logo Color Use

Thecus® Red is the recommended color for the Thecus® logo for all application. However, reproduction in black, 80% grey, gold, or white is allowed as well.

The Thecus® logo may appear in reversed white on any of the regulation CI or VI colors providing that sufficient contrast is maintained.

The Thecus® logo must never appear as a transparent or faded image.

### 1.3.1 White background



### 1.3.4 Gray Scale



### 1.3.2 Black background



### 1.3.5 Gold PMS 872



### 1.3.3 Thecus Red background



### 1.3.6 50% Transparency



## 1.4 Legibility

The Thecus® logo must have a marked contrast with the background at all times.

The reversed white version of the Thecus® Logo is recommended on a background strength of more than 50% of the chosen color.

If the Thecus® logo reaches or exceeds a width to height ratio of 2:1 or if the Thecus® logo is displayed all in a single color, making the "c" in Thecus® indistinguishable from the logo disc, the all-text logo(1.4.2) should be used(e.g. see 1.4.3).

### 1.4.2 All-text logo

**Thecus®**

### 1.4.3



### 1.4.1 Legibility Chart

0%	Don't use	<b>Thecus®</b>
10%	Don't use	<b>Thecus®</b>
20%	Don't use	<b>Thecus®</b>
30%	Don't use	<b>Thecus®</b>
40%	Don't use	<b>Thecus®</b>
50%	<b>Thecus®</b>	Don't use
60%	<b>Thecus®</b>	Don't use
70%	<b>Thecus®</b>	Don't use
80%	<b>Thecus®</b>	Don't use
90%	<b>Thecus®</b>	Don't use
100%	<b>Thecus®</b>	Don't use

## 1.5 Logo Use on Background

Although the Thecus® logo must observe the minimum staging area rule at all times, it is sometimes necessary to place the logo on an image background or on a pattern (e.g. see 1.5.1 and 1.5.2). Make sure to choose the best possible location to stage the Thecus® Logo. Always make sure sufficient contrast between logo and background is maintained. Thecus® Logo can not be drop shadow , stroked or bevel(e.g. see 1.5.3).

### 1.5.1 Logo on an Image



### 1.5.2 Logo on Patterns



### 1.5.3 Logo on Patterns



## 1.6 The VI Color System

The Thecus® Color System includes Corporate Colors, Supplementary Corporate Colors, and Secondary Colors.

Note: Always refer to Thecus® VI Palette for correct Pantone and CMYK reference.

Although the VI System's 3 - color guideline must always be adhered to, black and white are the exceptions and can be freely used at your own discretion.

### 1.6.1 Corporate Colors



**Process**  
M100 Y63 K29  
**RGB**  
R183 B49  
**Web Safe**  
B70031



**Process**  
M3 Y10 K25  
**RGB**  
R198 G191 B177  
**Web Safe**  
D3CFC4

### 1.6.2 Supplementary Corporate Colors



**Process**  
K80  
**RGB**  
R85 G85 B85  
**Web Safe**  
555555



**Process**  
K40  
**RGB**  
R180 G180 B180  
**Web Safe**  
B4B4B4

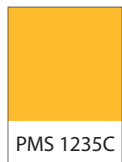


Metallic Gold



Metallic Silver

### 1.6.3 Secondary Colors



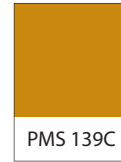
**Process**  
M20 Y100  
**RGB**  
R250 G193 B9  
**Web Safe**  
FAC109



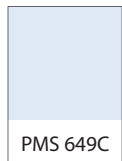
**Process**  
M40 Y65  
**RGB**  
R246 G174 B95  
**Web Safe**  
F6AE5F



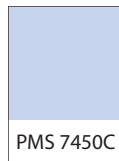
**Process**  
M80 Y100 K45  
**RGB**  
R157 G52  
**Web Safe**  
9D3400



**Process**  
C37 M100 Y23  
**RGB**  
R198 G191 B177  
**Web Safe**  
D3CFC4



**Process**  
C10 M4  
**RGB**  
R233 G240 B249  
**Web Safe**  
E3F0F9



**Process**  
C20 M10  
**RGB**  
R211 G222 B241  
**Web Safe**  
D3DEF1



**Process**  
C100 M62 K20  
**RGB**  
G76 B149  
**Web Safe**  
004C95

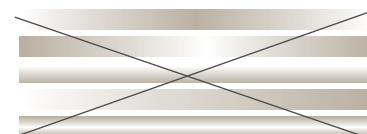
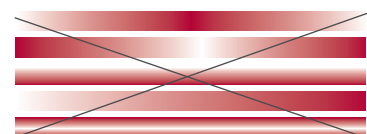


**Process**  
K40  
**RGB**  
R180 G180 B180  
**Web Safe**  
B4B4B4

## 1.7 Gradient

Do not use gradient effects in any print application. Gradients may be applied to the background within on-screen applications - web, powerpoint, video, charts, diagrams, and maps. A gradient must never be used on the Thecus® logo in any application.

### 1.7.1 Gradient



## 1.8 VI Typographic System

Myriad Pro is the primary VI typeface. It should be used consistently throughout all communication materials.

### Weights

Only the weights and variations shown on the right hand side may be used.

Other weights or variations of these fonts must never be used. This includes outlines, strike throughs, condensing or expanding.

### Italics

Italics can be used in only the following situations:

- to highlight words, phrases, messages or quote.
- for captions

Never use italics for headlines, sub headings, body text headings, or whole paragraphs.

### Bullet Points

Bullet points must always be circular, no exceptions.

Myriad Pro	L	R	It	Sb	Sblt	B
Headlines	•			•		
Subheads	•			•		•
Body text headings	•			•		
Body copy	•	•				
Captions			•		•	
Intro paragraph	•			•		
Folio and footnotes		•	•	•		
Description - Label		•				
Legal line		•				

### 1.8.1 Primary VI Typeface

Myriad Pro Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (&\$1234567890,":;+\*%!?)

Aa

Myriad Pro Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (&\$1234567890,":;+\*%!?)

Aa

Myriad Pro Italic  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (&\$1234567890,":;+\*%!?)

Aa

Myriad Pro Semibold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (&\$1234567890,":;+\*%!?)

Aa

Myriad Pro Semibold Italic  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (&\$1234567890,":;+\*%!?)

Aa

Myriad Pro Bold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (&\$1234567890,":;+\*%!?)

Aa

## 1.9 Exceptions to Typographic Rule

### Web Pages

For editable text in Web pages, Myriad Pro may be substituted with Arial.

### Other Languages

For languages which do not use the Roman alphabet, a font matching the Myriad Pro style should be used after obtaining approval from the Technical Marketing Department.

### 1.9.1 Substitute Typeface

Arial Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (&\$1234567890,":;+\*%!?)

Aa

Arial Italic  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (&\$1234567890,":;+\*%!?)

Aa

Arial Bold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 (&\$1234567890,":;+\*%!?)

Aa



**Thecus®**, Creator in Storage

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