

For Product Logo – use one of the following formats



Corporate Colors

Pantone

Orange: Pantone 144C

CMYK

CMYK du Orange: 0 52 100 0

RGB

R: 233 G: 131 B: 0

WEB safe

E98300

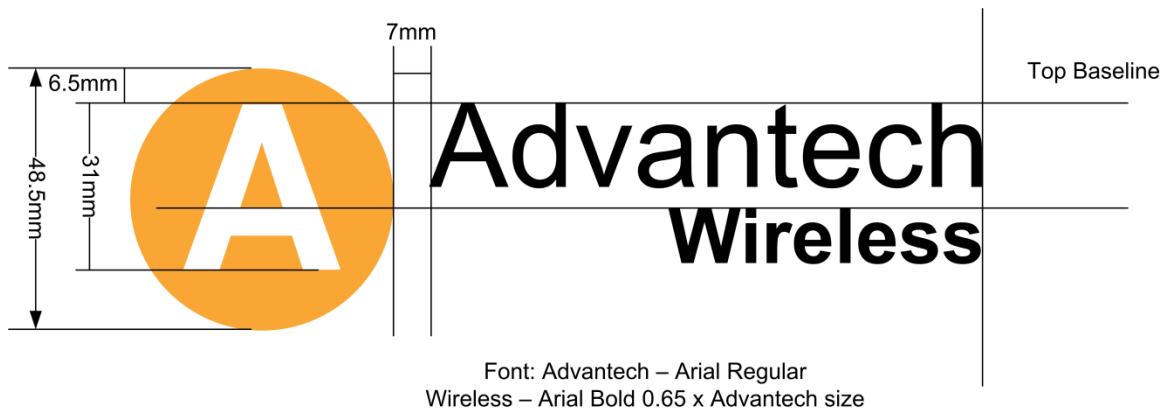
Note: the round Orange background with White A must be 100% opaque. The Words Advantech and Wireless must also be 100% opaque. You must decide whether the words Advantech and Wireless are Black or White, based on the best visibility of the logo on the product or background on which it is applied.

FONTS:

“Advantech” is specified with Arial Type, Regular

“Wireless” is specified with Arial Type, Bold

“Wireless” is 65% of the size used for Advantech. Example: if **Advantech** is 20pt, then **Wireless** is 12pt and BOLD



THE LOGO

Acceptable versions

The Advantech logo is available in two vertical and two horizontal versions, all of which are available in colour and black and white. The black and white format are to be used for one color printing only.

The official Advantech Wireless logo files are available on the Intranet.

The logos are available in the following formats:

Adobe Illustrator (eps/ai)
For product design and promotional documentation.

Tiff (tif)
The TIFF versions should be used in Word and Excel documents.

JPEG (jpg)
The JPEG versions should be used in PowerPoint presentations and Word documents.

Corporate Communications and Marketing are currently using the following versions of software:

- Adobe Illustrator CS3
- Adobe Photoshop CS3

For any questions regarding the proper use of the Advantech logo or should you require the logo in another colour or format please contact the Marketing department.

1) Advantech Wireless official logo.



2) The Vertical Advantech Wireless Culture logo to be used only in collaboration with the Marketing and Communications department.



THE LOGO

Color options

The two-color Advantech logo can only appear on white, gray or black colored backgrounds.

Keep it Simple

The logo colors should be flat. There should be no shadows or dimensional modeling.

White Background



Use orange logo symbol with black logotype.

Black Background



Use orange symbol with white logotype.

One-Color Options

If the logo must be used with a black and white printer, the logo to use is the black and white version only.

In cases when only one color is available, such as on black and white printing, the complete logo the logo version to use the positive solid (black), the A in a black circle.

