



VISUAL IDENTITY DESIGN MANUAL

THE NEREUS BRAND

Primary Logo
Alternative Logo Versions
Full-Color Version
Standard Background Control
Don't Abuse Your Logo

KEY ELEMENTS SPECIFICATION

Fonts Used in Logotype
Combination Specification

PRINT PUBLICATION

Gel Pen
T-shirt
Hat
Notebook

Primary Logo

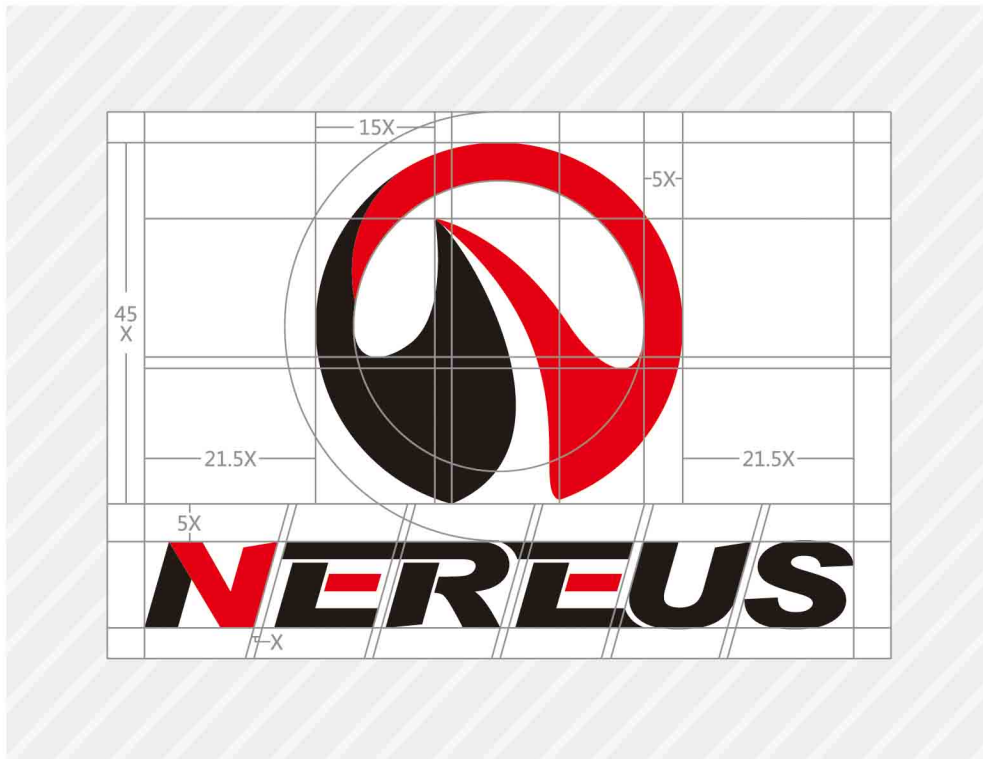


White indicates **Clear Space**. The white area must be kept free of other elements. Grey padding indicates **Safe Zone**.

The minimum required clear space is defined by the measurement "X" (equal to the width of the spacing between the letters).

Alternative Logo Versions

Secondary Logo Versions

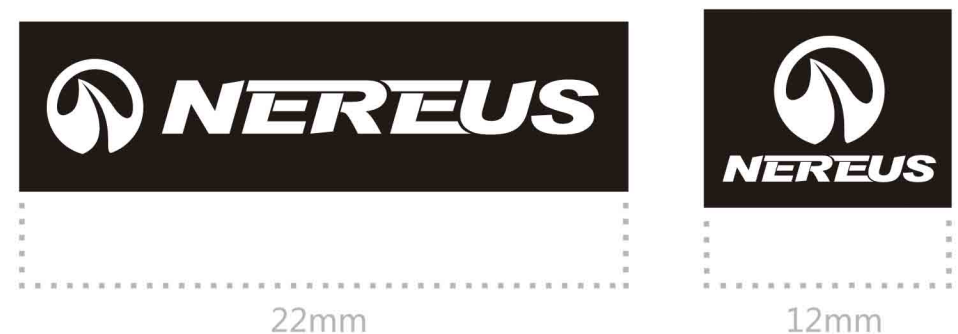


White indicates **Clear Space**. (as the previous page).

Minimum Logo Width



Minimum Logo Width



* If it's smaller than this size, it would be difficult to identify.

Full-Color Version

BASIC LOGO & IDENTITY GUIDELINES



CMYK
C0 M100 Y100 K0

RGB
R230 G0 B19

#E60013

CMYK
K100

RGB
R35 G25 B22

#231916

Please use the full-color version of the logo as much as possible. The full-version logo is applicable to all the promotional materials, including the print ads, tv ads, incidental products and electronic media.

Standard Background Control

Full-color Logo (Grey Background)

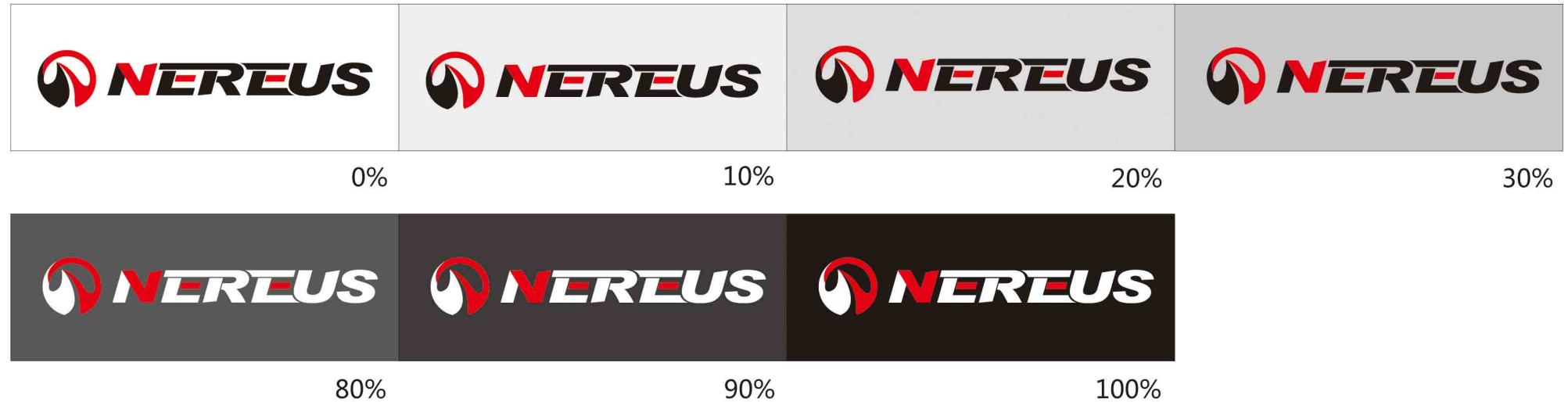


Image Logo



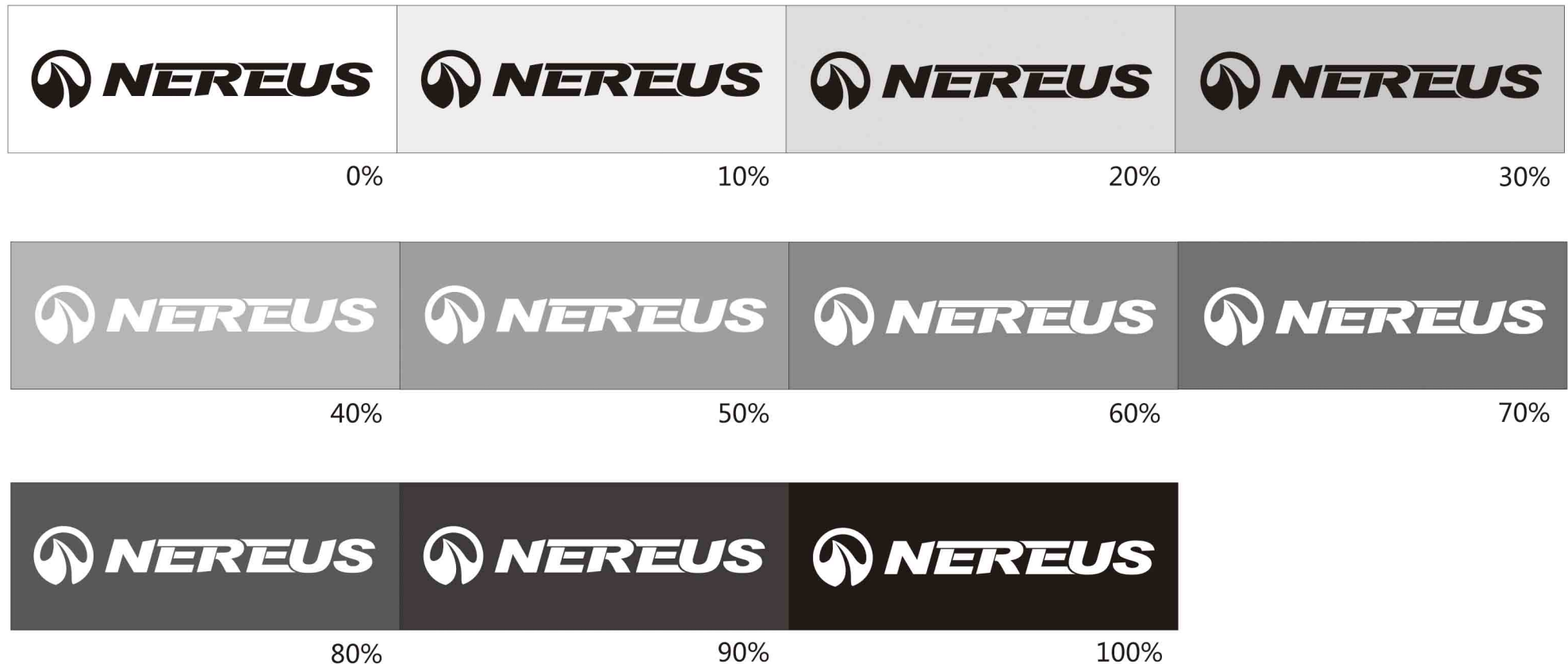
In order to make sure the logo is easy to identify, the brightness of the background color should be strictly controlled. The logo in full-color version on this page under the different brightness background should be used as a reference. This color plate also can be used to measure the brightness of the colored background. The logo in the box are correct.

When the logo of NEREUS is used in the background picture, please make sure it has the correct color contract in order to keep the logo neatly. The background must not be a mess and the color of it can not be too closed to the logo.

Standard Background Control

BASIC LOGO & IDENTITY GUIDELINES

One Color Logo (Grey Background)



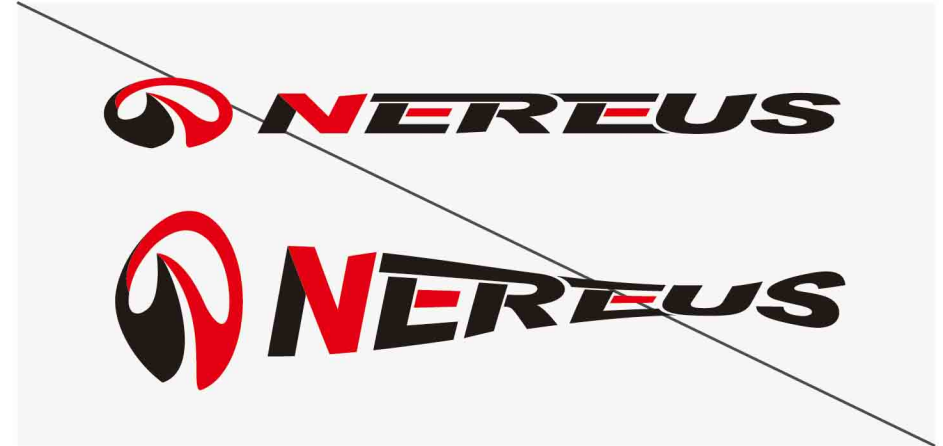
One color logo can be used in some image. In order to make sure the logo is easy to identify, the brightness of the background color must be strictly controlled. The graph on this page shows how to use the one-color logo(black or white) correctly.

Don't Abuse Your Logo

BASIC LOGO & IDENTITY GUIDELINES



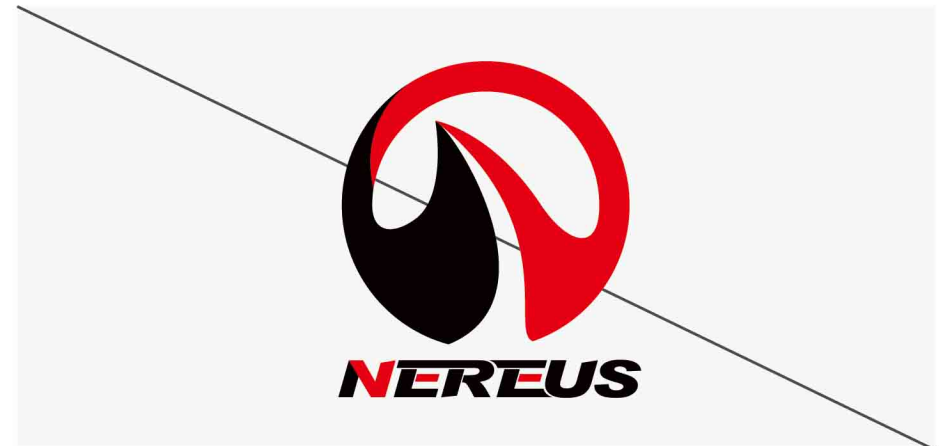
Don't change element position



Don't stretch or distort



Don't change fonts or colour



Don't change element size

Fonts Used in Logotype

Amplitude Wide Roman

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - = +
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Amplitude Bold

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - = +
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

NEREUS's typeface is an important spreading element. In order to form the consistent recognition of its print and electronic materials, all of the media(including corporate communication, ad materials, stationary, recruitment, website and etc.) must use the specified type prudently. This will strengthen the brand's expression and create a unified image.

Combination Specification



In special cases, attached logo of NEREUS' s products communication name should be strictly used. The black background should be the white. And it is the combination of it. Changing the shape, formation or proportion is not allowed.

Please don' t change the typeface design. You are required to use the electronic document template in the Appendix.

Gel pen



T-shirt



Hat



Print Publication

BASIC LOGO & IDENTITY GUIDELINES

Notebook

