Corporate Identity and Visual Identity Guidelines

June 2011

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Corporate Identity and Visual Identity Guidelines
Section A 01
The BenQ Logo

A 01.01 The BenQ Logo
BenQ Logo and Logotype

BenQ Logo

The logo to be primarily used is the 3D BenQ Logo. This logo can print four colour process, or 2 colour PMS and is also available in Black and White. For instances when only one PMS colour can be used the 2D BenQ Logo should be used. This logo must never be altered in shape, ie. it must never be traced, redrawn, distorted/stretched, cropped or made up of typesetting.

BenQ Logotype

The logotype can be used in BenQ Purple PMS 268 or can be reversed white from a dark background. It is also available in Black and White. The BenQ Logotype should be used in limited situations. These include:

1. Product Identity, when it is applied directly onto a product.
2. Where a large version of the logo is needed within a limited space, i.e. on side of product packaging, event banners, ID lanyards or signage.

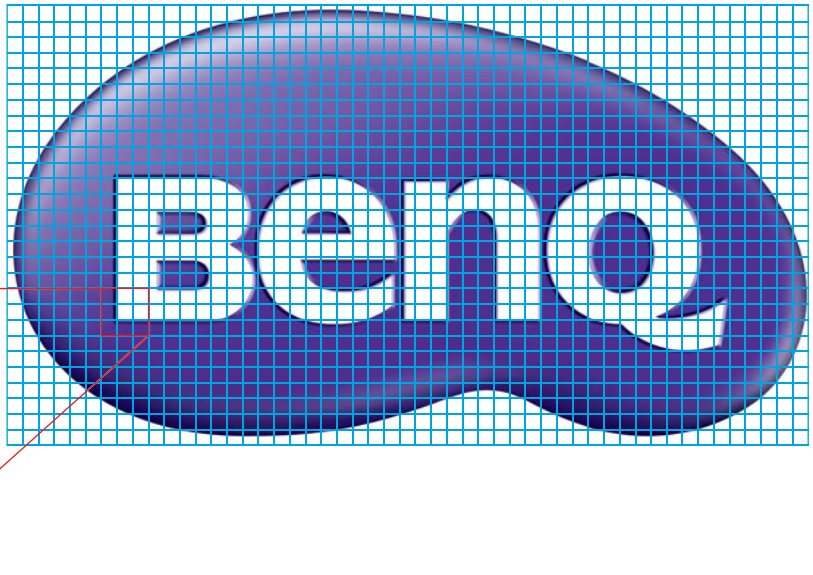
A 01.02 The BenQ Logo
BenQ Logo

3D BenQ Logo

The logo to be primarily used is the 3D BenQ Logo. It must never be altered in shape, i.e. it must never be traced, redrawn, distorted/stretched, cropped or made up of typesetting.

The Grid Scale

The grid scale is only used when precise means of reproduction are not available using professional reproduction equipment. This grid principle should be applied to all instances of the logo to ensure it is always replicated accurately.



Inset 600%

A 01.03 The BenQ Logo
BenQ 3D Logo Variations

BenQ 3D Logo

BenQ 3D Logo has been designed in colour for use on the following backgrounds.

BenQ 3D Logo is also supplied as Mono (Black and White)

Purple (P) White and/or Purple background

PMS
BenQ_3D_P_PMS_Sm.psd
BenQ_3D_P_PMS_Md.psd
BenQ_3D_P_BGW_PMS_Sm.psd
BenQ_3D_P_BGW_PMS_Md.psd
BenQ_3D_P_BGW_PMS_Lg.psd
BenQ_3D_P_BGP_PMS_Sm.psd
BenQ_3D_P_BGP_PMS_Md.psd
BenQ_3D_P_BGP_PMS_Lg.psd

CMYK
BenQ_3D_P_CMYK_Sm.psd
BenQ_3D_P_CMYK_Md.psd
BenQ_3D_P_BGW_CMYK_Sm.psd
BenQ_3D_P_BGW_CMYK_Md.psd
BenQ_3D_P_BGW_CMYK_Lg.psd
BenQ_3D_P_BGP_CMYK_Sm.psd
BenQ_3D_P_BGP_CMYK_Md.psd
BenQ_3D_P_BGP_CMYK_Lg.psd

RGB
BenQ_3D_P_RGB_Sm.psd
BenQ_3D_P_RGB_Md.psd
BenQ_3D_P_BGW_RGB_Sm.jpg
BenQ_3D_P_BGW_RGB_Md.jpg
BenQ_3D_P_BGW_RGB_Lg.jpg
BenQ_3D_P_BGP_RGB_Sm.jpg
BenQ_3D_P_BGP_RGB_Md.jpg
BenQ_3D_P_BGP_RGB_Lg.jpg

PMS logo background
Purple: PMS 268
CMYK Purple logo background
Purple: C86 M100 Y0 K0
RGB logo background
Purple: R73 G37 B130

Black and White (BW) Black and/or White background

BW
BenQ_3D_BW_Sm.psd
BenQ_3D_BW_Md.psd
BenQ_3D_BGW_BW_Sm.psd
BenQ_3D_BGW_BW_Md.psd
BenQ_3D_BGW_BW_Lg.psd
BenQ_3D_BGB_BW_Sm.psd
BenQ_3D_BGB_BW_Md.psd
BenQ_3D_BGB_BW_Lg.psd

A 01.04 The BenQ Logo
BenQ 2D Logo Variations

BenQ 2D Logo

BenQ 2D Logo has been designed in colour for use on the following backgrounds.

BenQ 3D Logo is also supplied as Mono (Black and White)

Purple (P)

PMS
BenQ_2D_P_PMS.eps
CMYK
BenQ_2D_P_CMYK.eps
RGB
BenQ_2D_P_RGB.jpg

Purple Reversed (P)

PMS
BenQ_2D_P_PMS_Rev.eps
CMYK
BenQ_2D_P_CMYK_Rev.eps
RGB
BenQ_2D_P_RGB_Rev.jpg

PMS logo
Purple: PMS 268
CMYK logo
Purple: C86 M100 Y0 K0
RGB logo:
Purple: R73 G37 B130

Black and White (BW)

PMS
BenQ_2D_BW_PMS.eps
CMYK
BenQ_2D_BW_CMYK.eps
RGB
BenQ_2D_BW_RGB.jpg

Black and White Reversed (BW)

PMS
BenQ_2D_BW_PMS_Rev.eps
CMYK
BenQ_2D_BW_CMYK_Rev.eps
RGB
BenQ_2D_BW_RGB_Rev.jpg

CMYK logo
Black: C0 M0 Y0 K100
RGB logo:
Black: R0 G0 B0

A 01.05 The BenQ Logo
BenQ Logotype

BenQ Logotype

The logotype can be used in BenQ Purple PMS 268 or can be reversed white from a dark background. It is also available in Black and White.

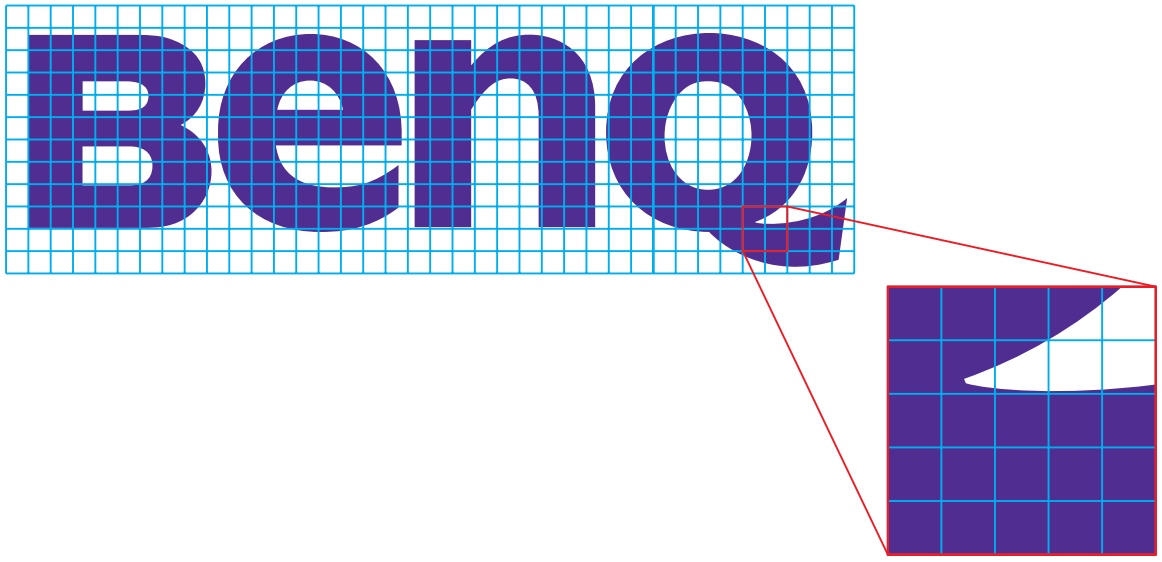
This is the only permitted format of the BenQ Logotype. It must never be altered in shape, i.e. it must never be traced, redrawn or made up of typesetting.

When to use the BenQ Logotype

1. Product Identity, when it is applied directly onto a product.
2. Where a large version of the logo is needed within a limited space, i.e. on side of product packaging, event banners ID lanyards or signage.

The Grid Scale

The grid scale is only used when precise means of reproduction are not available using professional reproduction equipment. This grid principle should be applied to all instances of the logo to ensure it is always replicated accurately.



Inset 600%

A 01.06 The BenQ Logo
BenQ Logotype Variations

BenQ Logotype

BenQ Logotype has been designed in colour for use on the following backgrounds.

Purple (P)

PMS
BenQ_Type_P_PMS.eps
CMYK
BenQ_Type_P_CMYK.eps
RGB
BenQ_Type_P_RGB.jpg

Black and White (BW)

CMYK
BenQ_Type_BW_CMYK.eps
RGB
BenQ_Type_BW_RGB.jpg

Purple Reversed (P)

PMS
BenQ_Type_P_PMS_Rev.eps
CMYK
BenQ_Type_P_CMYK_Rev.eps
RGB
BenQ_Type_P_RGB_Rev.jpg

PMS logo
Purple: PMS 268
CMYK logo
Purple: C86 M100 Y0 K0
RGB logo:
Purple: R73 G37 B130

Black and White Reversed (BW)

CMYK
BenQ_Type_BW_CMYK_Rev.eps
RGB
BenQ_Type_BW_RGB_Rev.jpg

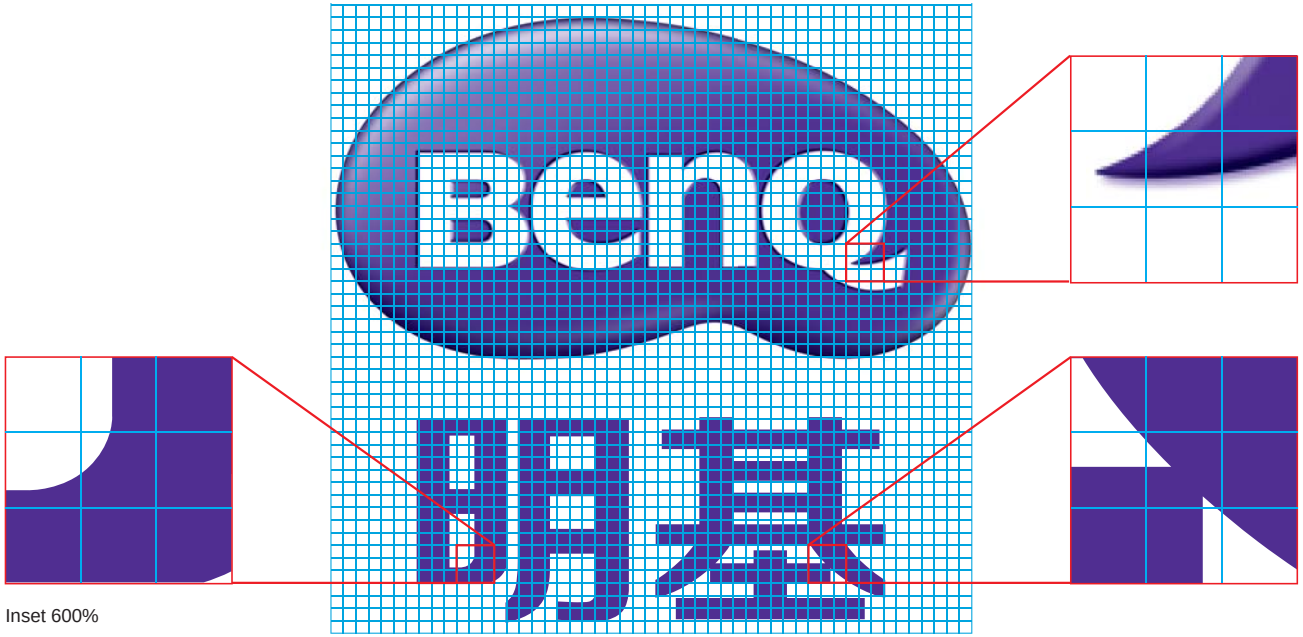
CMYK logo
Black: C0 M0 Y0 K100
RGB logo:
Black: R0 G0 B0

A 01.07 The BenQ Logo
BenQ Bilingual Logo

The lock-up between the BenQ Logo and the Chinese text has been carefully constructed and balanced. It has been designed in both vertical and horizontal formats. It must never be altered, i.e. it must never be traced, redrawn, distorted/stretched, cropped or made up of typesetting.

The Grid Scale

The grid scale is only used when precise means of reproduction are not available using professional reproduction equipment. This grid principle should be applied to all instances of the logo to ensure it is always replicated accurately.



Inset 600%

A 01.08 The BenQ Logo
BenQ Bilingual 3D Logo Variations Vertical

BenQ Bilingual 3D Logo Vertical

BenQ Bilingual 3D Logo has been designed in colour for use on the following backgrounds.

Purple (P) White and/or Purple background

CMYK
BenQ_Bi_3D_V_P_BGP_CMYK.psd
BenQ_Bi_3D_V_P_BGW_CMYK.psd

RGB
BenQ_Bi_3D_V_P_BGP_RGB.jpg
BenQ_Bi_3D_V_P_BGW_RGB.jpg

CMYK Purple logo background
Purple: C86 M100 Y0 K0
RGB logo background
Purple: R73 G37 B130

BenQ Bilingual 3D Logo is also supplied as Mono (Black and White)

Black and White (BW) Black and/or White background

BW
BenQ_Bi_3D_V_BGB_BW.psd
BenQ_Bi_3D_V_BGW_BW.psd

BW logo background
Black: C0 M0 Y0 K100

A 01.09 The BenQ Logo
BenQ Bilingual 2D Logo Variations Vertical

BenQ Bilingual 2D Logo Vertical

BenQ Bilingual 2D Logo has been designed in colour for use on the following backgrounds.

Purple (P)

PMS
BenQ_Bi_2D_V_P_PMS.eps
CMYK
BenQ_Bi_2D_V_P_CMYK.eps
RGB
BenQ_Bi_2D_V_P_RGB.jpg

Black and White (BW)

CMYK
BenQ_Bi_2D_V_BW_CMYK.eps
RGB
BenQ_Bi_2D_V_BW_RGB.jpg

Purple Reversed (P)

PMS
BenQ_Bi_2D_V_P_PMS_Rev.eps
CMYK
BenQ_Bi_2D_V_P_CMYK_Rev.eps
RGB
BenQ_Bi_2D_V_P_RGB_Rev.jpg

PMS logo
Purple: PMS 268
CMYK logo
Purple: C86 M100 Y0 K0
RGB logo:
Purple: R73 G37 B130

Black and White Reversed (BW)

CMYK
BenQ_Bi_2D_V_BW_CMYK_Rev.eps
RGB
BenQ_Bi_2D_V_BW_RGB_Rev.jpg

CMYK logo
Black: C0 M0 Y0 K100
RGB logo:
Black: R0 G0 B0

A 01.10 The BenQ Logo
BenQ Bilingual 3D Logo Variations Horizontal

BenQ Bilingual 3D Logo Horizontal

BenQ Bilingual 3D Logo has been designed in colour for use on the following backgrounds.

BenQ Bilingual 3D Logo is also supplied as Mono (Black and White)

Purple (P) White and/or Purple background

CMYK
BenQ_Bi_3D_H_P_BGP_CMYK.psd
BenQ_Bi_3D_H_P_BGW_CMYK.psd

RGB
BenQ_Bi_3D_H_P_BGP_RGB.jpg
BenQ_Bi_3D_H_P_BGW_RGB.jpg

CMYK Purple logo background
Purple: C86 M100 Y0 K0
RGB logo background
Purple: R73 G37 B130

Black and White (BW) Black and/or White background

BW
BenQ_Bi_3D_H_BGB_BW.psd
BenQ_Bi_3D_H_BGW_BW.psd

BW logo background
Black: C0 M0 Y0 K100

A 01.11 The BenQ Logo
BenQ Bilingual 2D Logo Variations Horizontal

BenQ Bilingual 2D Logo Horizontal

BenQ Bilingual 2D Logo has been designed in colour for use on the following backgrounds.

Purple (P)

PMS
BenQ_Bi_2D_H_P_PMS.eps
CMYK
BenQ_Bi_2D_H_P_CMYK.eps
RGB
BenQ_Bi_2D_H_P_RGB.jpg

Black and White (BW)

CMYK
BenQ_Bi_2D_H_BW_CMYK.eps
RGB
BenQ_Bi_2D_H_BW_RGB.jpg

Purple Reversed (P)

PMS
BenQ_Bi_2D_H_P_PMS_Rev.eps
CMYK
BenQ_Bi_2D_H_P_CMYK_Rev.eps
RGB
BenQ_Bi_2D_H_P_RGB_Rev.jpg

PMS logo
Purple: PMS 268
CMYK logo
Purple: C86 M100 Y0 K0
RGB logo:
Purple: R73 G37 B130

Black and White Reversed (BW)

CMYK
BenQ_Bi_2D_H_BW_CMYK_Rev.eps
RGB
BenQ_Bi_2D_H_BW_RGB_Rev.jpg

CMYK logo
Black: C0 M0 Y0 K100
RGB logo:
Black: R0 G0 B0

Corporate Identity and Visual Identity Guidelines
Section A 02
Minimum Size, Minimum Staging Area

A 02.01 Minimum Size, Minimum Staging Area
BenQ 3D and 2D Logo Recommended Minimum Size and Minimum Staging Area

Recommended Minimum Size

The BenQ Logo may be reduced to a minimum width of 20mm for 3D Logo, and 10mm for 2D Logo.

Minimum Staging Area

The minimum staging area specification relates to the clear space around the logo which must be free from type and graphics. It is also an indication of the minimum distance from an edge that it can be placed on a product or print item. The minimum clear space for the BenQ Logo is the height of the letter 'B'.

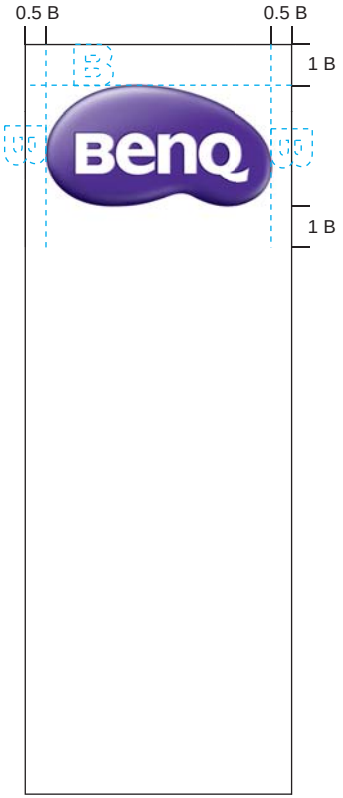
To effectively communicate the BenQ brand, a minimum amount of space is to be left clear of symbols, logos, body text and icons. This does not apply when applying the BenQ Logo in isolation to the side of a package, banner or sign, or to sub-branding. Refer to the relevant sections for an explanation of the correct placement of the logo to an edge within a given space.

A 02.02 Minimum Size, Minimum Staging Area
BenQ 3D Logo Staging Area for Banners and Signage

Minimum Staging Area

In this instance the minimum staging area is the minimum distance of the BenQ Logo away from the banner edge.

To effectively communicate the BenQ brand, the logo needs to be as large as possible within the given space. The BenQ Logo must be positioned as per the diagrams shown.



A 02.03 Minimum Size, Minimum Staging Area
BenQ Logotype Recommended Minimum Size and Minimum Staging Area

Recommended Minimum Size

The BenQ Logotype may be reduced to a minimum width of 10mm.

Minimum Staging Area

The minimum staging area specification relates to the clear space around the logo which must be free from type and graphics. It is also an indication of the minimum distance from an edge that it can be placed on a product or print item. The minimum clear space for the logotype is 0.5 of the height of the letter 'B'.

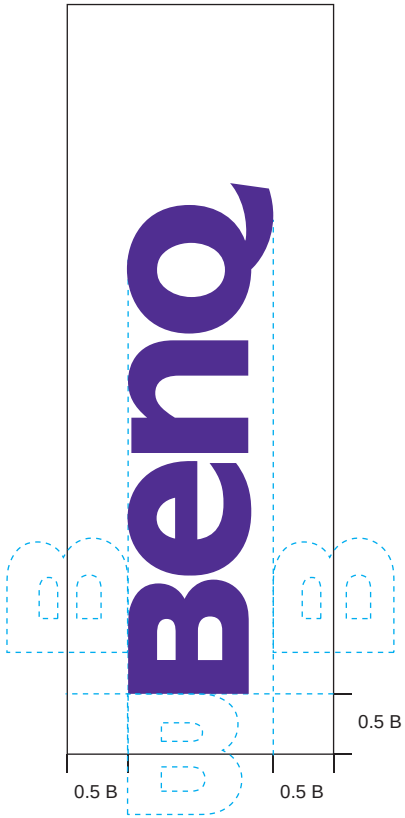
To effectively communicate the BenQ brand a minimum amount of space is to be left clear of symbols, logos, body text and icons. This does not apply when applying the BenQ Logotype in isolation to the side of a package, banner or sign, or to sub-branding. Refer to the relevant sections for an explanation of the correct placement of the Logotype to an edge within a given space.

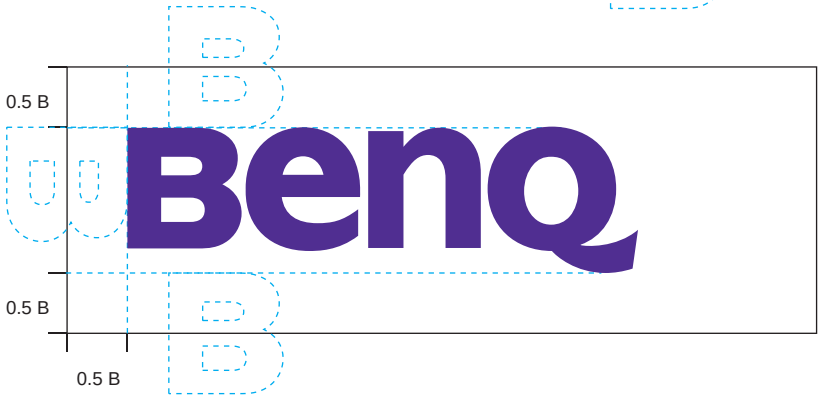
A 02.04 Minimum Size, Minimum Staging Area
BenQ Logotype Staging Area for Banners and Signage

Minimum Staging Area

In this instance the minimum staging area is the minimum distance of the BenQ Logotype away from the banner edge.

To effectively communicate the BenQ brand, the logo needs to be as large as possible within the given space. The BenQ Logotype must be positioned as per the diagrams shown.





A 02.05 Minimum Size, Minimum Staging Area
BenQ Bilingual Logo Recommended Minimum Size and Minimum Staging Area

Minimum Staging Area

The minimum staging area specification relates to the clear space around the logo which must be free from type and graphics. It is also an indication of the minimum distance from an edge that it can be placed on a product or print item. The minimum clear space for the Bilingual Logo is the height of the letter 'B'.

To effectively communicate the BenQ brand a minimum amount of space is to be left clear of symbols, logos, body text and icons. This does not apply when applying the BenQ Bilingual Logo in isolation to the side of a package, banner or sign, or to sub-branding. Refer to the relevant sections for an explanation of the correct placement of the Bilingual Logo to an edge within a given space.

A 02.06 Minimum Size, Minimum Staging Area
BenQ Logotype Registered and Trade Mark Symbol

™ / ® Placement for Logotype

Registered and Trade Mark symbols are placed at the top right of the BenQ Logotype.

The ® symbol is set in Arial Regular.
Do not redraw the symbol.
The ™ symbol is set in Arial Regular.
Do not redraw the symbol.

The size of the Registered and Trade Mark symbols is 0.15 of the height of the letter 'B'. Please contact BenQ HQ Brand Management Center for master artworks of the BenQ Logotype with the ® or ™ symbol.

Standard

A 02.07 Minimum Size, Minimum Staging Area
BenQ Bilingual Logo Registered and Trade Mark Symbol

™ / ® Placement for Text Logo

The size of the Registered and Trade Mark symbols is 0.15 of the height of the letter 'B'.

Chinese Version

The size of the Registered and Trade Mark symbols is 0.15 of the height of the letter 'B'.

In all cases, the ® and ™ symbol are set in Arial Regular.
Do not redraw the symbols.

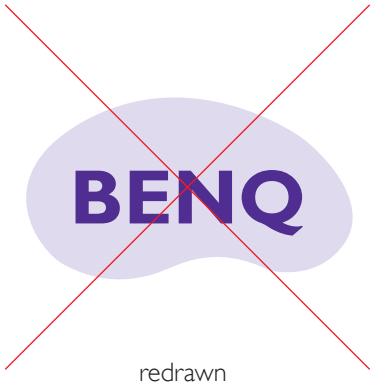
Please contact BenQ HQ Brand Management Center for master artworks of the BenQ Bilingual Logo with the ® or ™ symbol.

A 02.08 Minimum Size, Minimum Staging Area
Incorrect Use

Incorrect use of the 3D BenQ Shape Logo

Below are just a few examples of incorrect usage of the logo.

distorted



redrawn

cropped

vertical

angeld

place directly over an image

too close to text

text adjusted within shape

Corporate Identity and Visual Identity Guidelines
Section A 03
Typography

A 03.01 Typography
Corporate Typeface, Alphabet

Corporate Typeface
Gill Sans MT
The corporate typeface should be used consistently throughout all corporate communication materials. Only the weights shown should be used.

Gill Sans MT is a sans serif typeface and is readily available from the Adobe collection. However, if you do not have access to these typefaces they can be purchased and downloaded from a number of font libraries. A selection of the websites for these libraries have been listed.

Usage Guide
Gill Sans MT Light
To be used for body and lead copy.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
(1234567890@&$,.’’’;:+-%!?)

Gill Sans MT Regular
To be used for headings and sub headings.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
(1234567890@&$,.’’’;:+-%!?)

Secondary Typeface
Arial Regular
The secondary typeface should be only used for technical copy such as specifications and captions for diagrams within manuals, product feature lists. Arial Regular is a sans serif typeface and is a system font.

Usage Guide
Arial Regular
To be used for body copy, captions and specifications.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ
(1234567890@&$,.’’’;:+-%!?)

Arial Bold
To be used for headings and sub headings.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
(1234567890@&$,.’’’;:+-%!?)

Alternative Typeface for Non-Alphabet
For languages which do not use the Roman alphabet (e.g, Arabic Script) or when Gill Sans MT is not available, fonts equivalent to the style of the Gill Sans MT typeface should be chosen. Any new fonts need approval from BenQ HQ Brand Management Center.

If no equivalent fonts for above languages are available, Arial Regular can be used.

Font Library Contact Details
www.fontshop.com
www.fontfactory.com
www.adobe.com

Note
Due to copyright law, BenQ is unable to provide these fonts. Therefore it is the responsibility of the agency or manufacturer to purchase the required fonts.

A 03.02 Typography
Corporate Typeface, Chinese

Corporate Chinese Typeface for Traditional Chinese

Microsoft JhengHei should be used consistently throughout all corporate communication materials when traditional Chinese is required. Please contact BenQ HQ Brand Management Center to obtain the typeface.

Traditional Chinese - Microsoft JhengHei

明基電通股份有限公司

台北市內湖區114基湖路16號

Corporate Chinese Typeface for Simplified Chinese

Microsoft YaHei should be used consistently throughout all corporate communication materials when simplified Chinese is required. Please contact BenQ HQ Brand Management Center to obtain the typeface.

Simplified Chinese - Microsoft YaHei

明基电通有限公司

苏州市新区狮山路268号

Corporate Identity and Visual Identity Guidelines
Section A 04
Corporate Colours

A 04.01 Corporate Colours
Corporate Colours

Colour and Application

The Corporate colour is BenQ Purple PMS 268. This is the recommended colour for the BenQ Logo on corporate applications. Four colour process printing techniques vary from country to country. It is advised that Pantone® colour chips are always used to check colour proofs. Monitors display colour differently, regardless of model, manufacturer or platform. The specifications on the right ensure colour consistency. Do not use colour references or values from files where colour modes have been converted automatically.

Exceptions

When only one colour is available in applications such as press advertisements, the BenQ Logo may be reproduced as Black.

All colours indicated here are representative of the Pantone® Colour Matching System. They should be judged with the according Pantone® visual reference.
Any other direct output from this file, such as on-screen or colour print outs, will not give accurate values. Pantone® is a registered trademark of Pantone, Inc.

BenQ Corporate Colour

BenQ Purple: PMS 268
CMYK: C86 M100 Y0 K0
RGB: R73 G37 B130
Hexadecimal: R49 G25 B82
256 Web Colours only 33 00 66

Supplementary Corporate Colours

Black: PMS Process Black
CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0

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B 04.02 BenQ Logo and Tagline
B 04.03 BenQ Logo and Tagline Continued

Corporate Identity and Visual Identity Guidelines
Section B 01
The BenQ Logo and Company Name

B 01.01 The BenQ Logo and Company Name
BenQ English Lock-up Logos

The BenQ English 3D Lock-up Logos

When the BenQ Log is used in conjunction with various company sector names, it is referred to as the 'Lock-up Logo'. It exists in 3D and 2D formats.

This logo must never be altered in shape, i.e. it must never be traced, redrawn, distorted/stretched or made up of typesetting.

BenQ Group

BenQ_Grp_En_3D_P_CMYK.psd

BenQ School

BenQ_Sch_En_3D_P_CMYK.psd

BenQ Guru

BenQ_Gur_En_3D_P_CMYK.psd

BenQ Corporation

BenQ_Cor_En_3D_P_CMYK.psd

BenQ Hospital

BenQ_Hos_En_3D_P_CMYK.psd

BenQ Medical Technology

BenQ_Med_En_3D_P_CMYK.psd

BenQ Foundation

BenQ_Fdn_En_3D_P_CMYK.psd

BenQ Materials

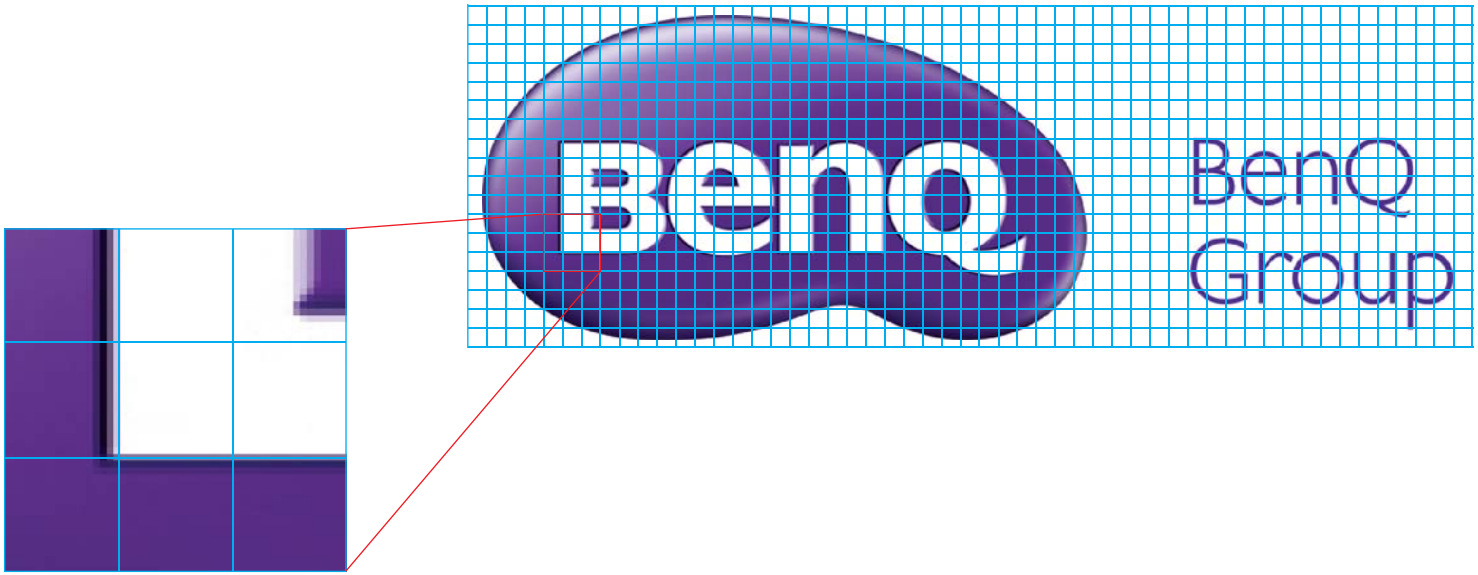
BenQ_Mts_En_3D_P_CMYK.psd

B 01.02 The BenQ Logo and Company Name
BenQ English Lock-up Logo Construction

The lock-up between the BenQ Logo the company sector names has been carefully constructed and balanced. It must never be altered, i.e. it must never be traced, distorted/stretched, replaced, moved or re-typed.

The Grid Scale

The grid scale is only used when precise means of reproduction are not available using professional reproduction equipment. this grid principle should be applied to all instances of the logo to ensure it is always replicated accurately.



Inset 600%

B 01.03 The BenQ Logo and Company Name
BenQ English 3D Lock-up Logo Variations

BenQ English 3D Lock-up Logo

BenQ English 3D Lock-up Logo has been designed in colour for use on the following backgrounds.

BenQ English 3D Lock-up Logo is also supplied as Mono (Black and White)

Purple (P) White and/or Purple background

CMYK
BenQ_Grp_En_3D_P_CMYK.psd

RGB
BenQ_Grp_En_3D_P_RGB.jpg

CMYK Purple logo background
Purple: C86 M100 Y0 K0
RGB logo background
Purple: R73 G37 B130

Black and White (BW) Black and/or White background

BW
BenQ_Grp_En_3D_BGB_BW.psd
BenQ_Grp_En_3D_BGW_BW.psd

BW logo background
Black: C0 M0 Y0 K100

B 01.04 The BenQ Logo and Company Name
BenQ English 2D Lock-up Logo Variations

BenQ English 2D Lock-up Logo

BenQ English Lock-up Logos are additionally supplied as 2D variations.

Purple (P)

CMYK
BenQ_Grp_En_2D_P_CMYK.eps
RGB
BenQ_Grp_En_2D_P_RGB.jpg

Black and White (BW)

CMYK
BenQ_Grp_En_2D_BW_CMYK.eps
RGB
BenQ_Grp_En_2D_BW_RGB.jpg

Purple Reversed (P)

CMYK
BenQ_Grp_En_2D_P_CMYK_Rev.eps
RGB
BenQ_Grp_En_2D_P_RGB_Rev.jpg

CMYK logo
Purple: C86 M100 Y0 K0
RGB logo:
Purple: R73 G37 B130

Black and White Reversed (BW)

CMYK
BenQ_Grp_En_2D_BW_CMYK_Rev.eps
RGB
BenQ_Grp_En_2D_BW_RGB_Rev.jpg

CMYK logo
Black: C0 M0 Y0 K100
RGB logo:
Black: R0 G0 B0

B 01.05 The BenQ Logo and Company Name
BenQ Chinese Lock-up Logos

The BenQ Chinese 3D Lock-up Logos

When the BenQ Logo is used in conjunction with various company sector names, it is referred to as the 'Lock-up Logo'. It exists in 3D and 2D formats.

This logo must never be altered in shape, i.e. it must never be traced, redrawn, distorted/stretched or made up of typesetting.

BenQ_Grp_Ch_3D_P_CMYK.psd

BenQ_Sch_Ch_3D_P_CMYK.psd

BenQ_Gur_Ch_3D_P_CMYK.psd

BenQ_Cor_Ch_3D_P_CMYK.psd

BenQ_Hos_Ch_3D_P_CMYK.psd

BenQ_Med_Ch_3D_P_CMYK.psd

BenQ_Fdn_Ch_3D_P_CMYK_.psd

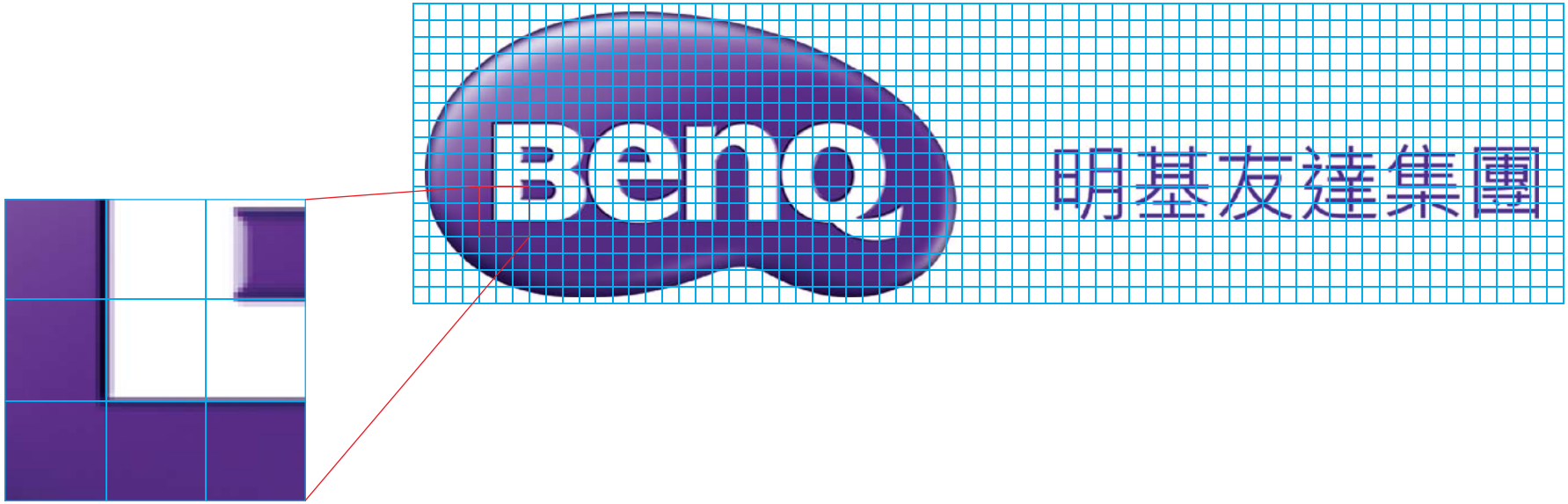
BenQ_Mts_Ch_3D_P_CMYK.psd

B 01.06 The BenQ Logo and Company Name
BenQ Chinese Lock-up Logo Construction

The lock-up between the BenQ Logo the company sector names has been carefully constructed and balanced. It must never be altered, i.e. it must never be traced, distorted/stretched, replaced, moved or re-typed.

The Grid Scale

The grid scale is only used when precise means of reproduction are not available using professional reproduction equipment. this grid principle should be applied to all instances of the logo to ensure it is always replicated accurately.



Inset 600%

B 01.07 The BenQ Logo and Company Name
BenQ Chinese 3D Lock-up Logo Variations

BenQ Chinese 3D Lock-up Logo

BenQ Chinese 3D Lock-up Logo has been designed in colour for use on the following backgrounds.

BenQ Chinese 3D Lock-up Logo is also supplied as Mono (Black and White)

Purple (P) White and/or Purple background

CMYK
BenQ_Grp_Ch_3D_P_CMYK.psd

RGB
BenQ_Grp_Ch_3D_P_RGB.jpg

CMYK Purple logo background
Purple: C86 M100 Y0 K0
RGB logo background
Purple: R73 G37 B130

Black and White (BW) Black and/or White background

BW
BenQ_Grp_Ch_3D_BGB_BW.psd
BenQ_Grp_Ch_3D_BGW_BW.psd

BW logo background
Black: C0 M0 Y0 K100

B 01.08 The BenQ Logo and Company Name
BenQ Chinese 2D Lock-up Logo Variations

BenQ Chinese 2D Lock-up Logo

BenQ Chinese Lock-up Logos are additionally supplied as 2D variations.

Purple (P)

CMYK
BenQ_Grp_Ch_2D_P_CMYK.eps
RGB
BenQ_Grp_Ch_2D_P_RGB.jpg

Black and White (BW)

CMYK
BenQ_Grp_Ch_2D_BW_CMYK.eps
RGB
BenQ_Grp_Ch_2D_BW_RGB.jpg

Purple Reversed (P)

CMYK
BenQ_Grp_Ch_2D_P_CMYK_Rev.eps
RGB
BenQ_Grp_Ch_2D_P_RGB_Rev.jpg

CMYK logo
Purple: C86 M100 Y0 K0
RGB logo:
Purple: R73 G37 B130

Black and White Reversed (BW)

CMYK
BenQ_Grp_Ch_2D_BW_CMYK_Rev.eps
RGB
BenQ_Grp_Ch_2D_BW_RGB_Rev.jpg

CMYK logo
Black: C0 M0 Y0 K100
RGB logo:
Black: R0 G0 B0

B 01.09 The BenQ Logo and Company Name
BenQ Bilingual Lock-up Logos

The BenQ Bilingual 3D Lock-up Logos

When the BenQ Logo is used in conjunction with various company sector names, it is referred to as the 'Lock-up Logo'. It exists in 3D and 2D formats.

This logo must never be altered in shape, i.e. it must never be traced, redrawn, distorted/stretched or made up of typesetting.

BenQ_Grp_Bi_3D_P_CMYK.psd

BenQ_Sch_Bi_3D_P_CMYK.psd

BenQ_Gur_Bi_3D_P_CMYK.psd

BenQ_Cor_Bi_3D_P_CMYK.psd

BenQ_Hos_Bi_3D_P_CMYK.psd

BenQ_Med_Bi_3D_P_CMYK.psd

BenQ_Fnd_Bi_3D_P_CMYK.psd

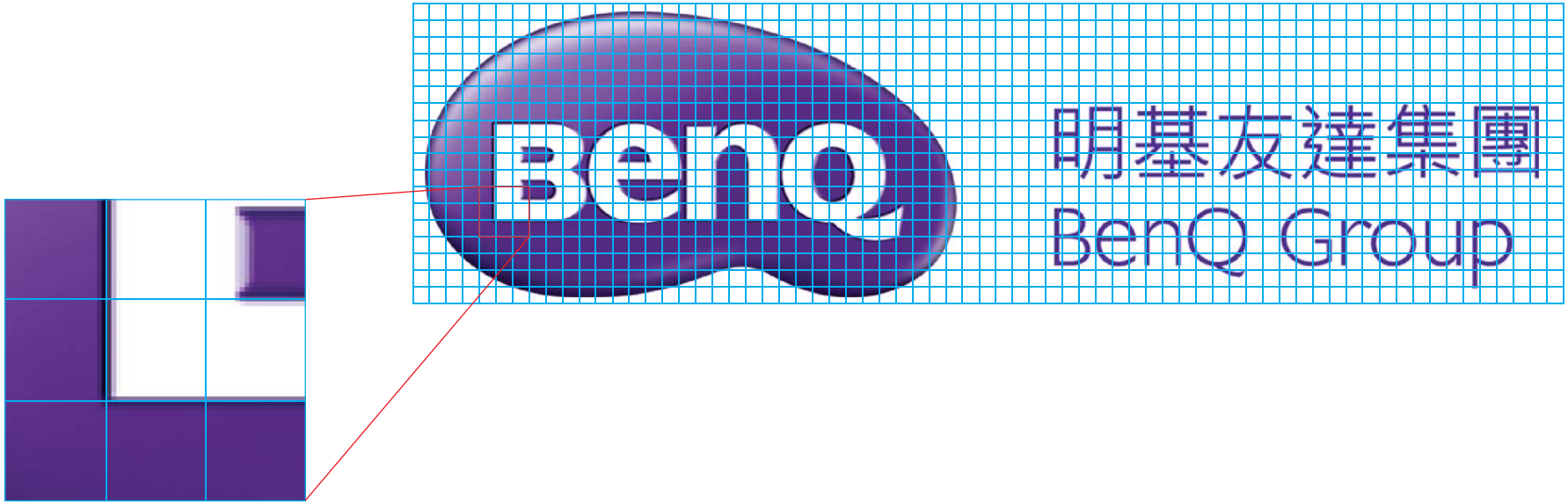
BenQ_Mts_Bi_3D_P_CMYK.psd

B 01.10 The BenQ Logo and Company Name
BenQ Bilingual Lock-up Logo Construction

The lock-up between the BenQ Logo the company sector names has been carefully constructed and balanced. It must never be altered, i.e. it must never be traced, distorted/stretched, replaced, moved or re-typed.

The Grid Scale

The grid scale is only used when precise means of reproduction are not available using professional reproduction equipment. this grid principle should be applied to all instances of the logo to ensure it is always replicated accurately.



Inset 600%

B 01.11 The BenQ Logo and Company Name
BenQ Bilingual 3D Lock-up Logo Variations

BenQ Bilingual 3D Lock-up Logo

BenQ Bilingual 3D Lock-up Logo has been designed in colour for use on the following backgrounds.

BenQ Bilingual 3D Lock-up Logo is also supplied as Mono (Black and White)

Purple (P) White and/or Purple background

CMYK
BenQ_Grp_Bi_3D_P_CMYK.psd

RGB
BenQ_Grp_Bi_3D_P_RGB.jpg

CMYK Purple logo background
Purple: C86 M100 Y0 K0
RGB logo background
Purple: R73 G37 B130

Black and White (BW) Black and/or White background

BW
BenQ_Grp_Bi_3D_BGB_BW.psd
BenQ_Grp_Bi_3D_BGW_BW.psd

BW logo background
Black: C0 M0 Y0 K100

B 01.12 The BenQ Logo and Company Name
BenQ Bilingual 2D Lock-up Logo Variations

BenQ Bilingual 2D Lock-up Logo

BenQ Bilingual Lock-up Logos are additionally supplied as 2D variations.

Purple (P)

CMYK
BenQ_Grp_Bi_2D_P_CMYK.eps
RGB
BenQ_Grp_Bi_2D_P_RGB.jpg

Black and White (BW)

CMYK
BenQ_Grp_Bi_2D_BW_CMYK.eps
RGB
BenQ_Grp_Bi_2D_BW_RGB.jpg

Purple Reversed (P)

CMYK
BenQ_Grp_Bi_2D_P_CMYK_Rev.eps
RGB
BenQ_Grp_Bi_2D_P_RGB_Rev.jpg

CMYK logo
Purple: C86 M100 Y0 K0
RGB logo:
Purple: R73 G37 B130

Black and White Reversed (BW)

CMYK
BenQ_Grp_Bi_2D_BW_CMYK_Rev.eps
RGB
BenQ_Grp_Bi_2D_BW_RGB_Rev.jpg

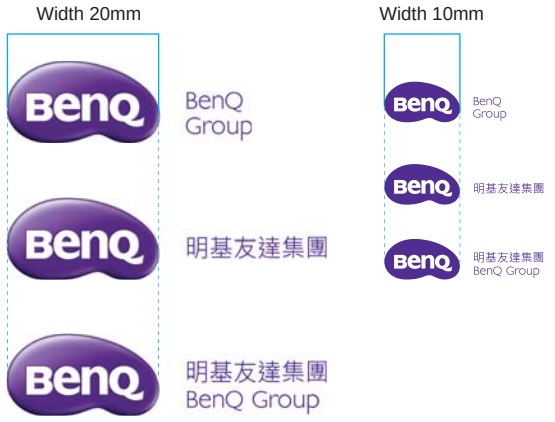
CMYK logo
Black: C0 M0 Y0 K100
RGB logo:
Black: R0 G0 B0

Corporate Identity and Visual Identity Guidelines
Section B 02
Minimum Size, Minimum Staging Area

B 02.01 Minimum Size, Minimum Staging Area
BenQ Logo Lock-up

Recommended Minimum Size

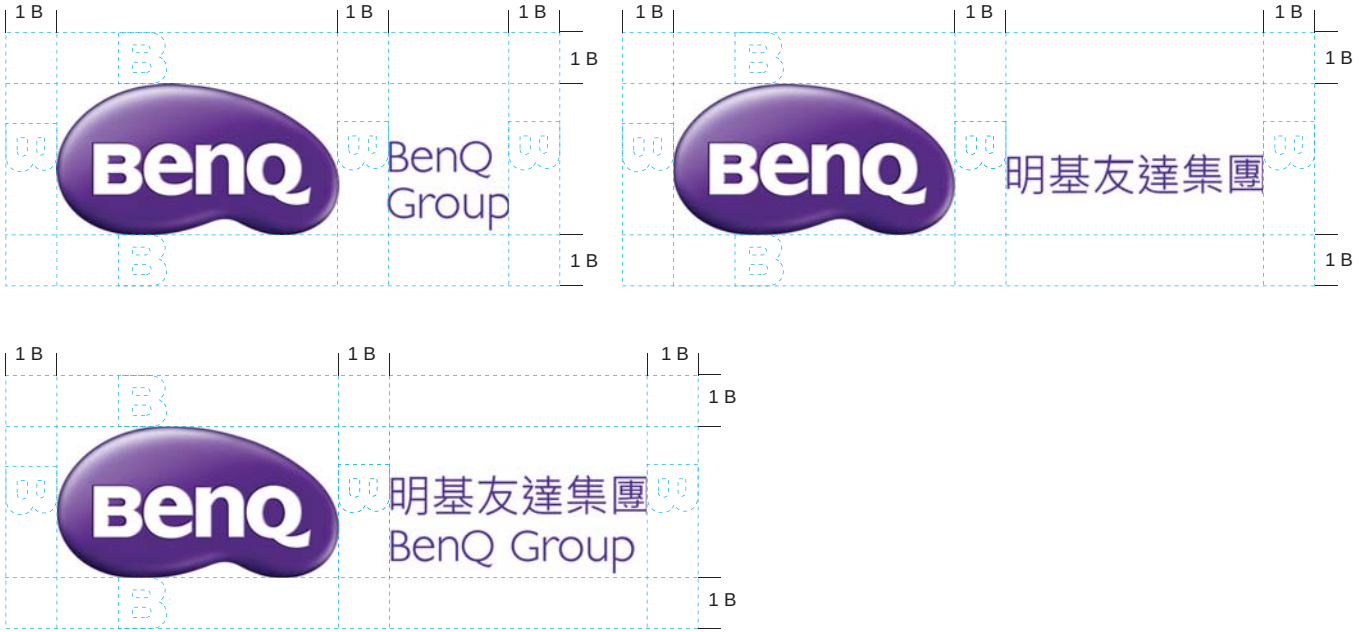
The BenQ Logo may be reduced to a minimum width of 20mm for 3D logo, and 10mm for 2D logo.



Minimum Staging Area

The minimum staging area for the Logo Lock-ups correlates to the staging area for all BenQ 3D and 2D Logos. The minimum clear space is equal to the height of the letter 'B'.

To effectively communicate the BenQ brand a minimum amount of space is to be left clear of symbols, logos, body text and icons. This does not apply when applying the BenQ Logo Lock-ups in isolation to the side of a package, banner or sign, or to sub-branding. Refer to the relevant sections for an explanation of the correct placement of the logo to an edge within a given space.



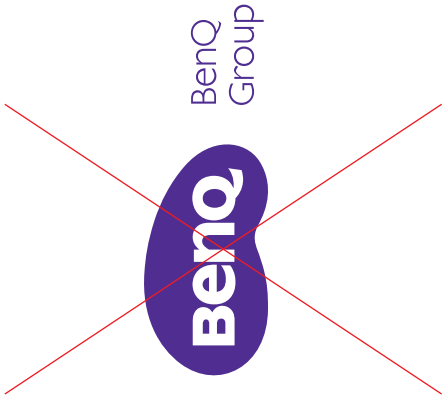
B 02.02 Minimum Size, Minimum Staging Area
Incorrect Use

Incorrect use of the BenQ Logo Lock-up
Below are just a few examples of incorrect usage of the Logo Lock-ups.

distorted

rearranged

cropped



vertical

angeld

change the colour of the logo

too close to text

retyped / adjusted text

Corporate Identity and Visual Identity Guidelines
Section B 03
The BenQ Logo and Contact Information

B 03.01 The BenQ Logo and Contact Information Address Lock-up, Chinese and Alphabet

When the BenQ Logo appears with corporate contact information, it is positioned as shown.

For Traditional Chinese, the company is set in Microsoft JhenhHei. The address is set in Microsoft JhenhHei. All numerals are set in Gill Sans MT.

The size may be adjusted to suit applications of varying sizes and functions.

Colour

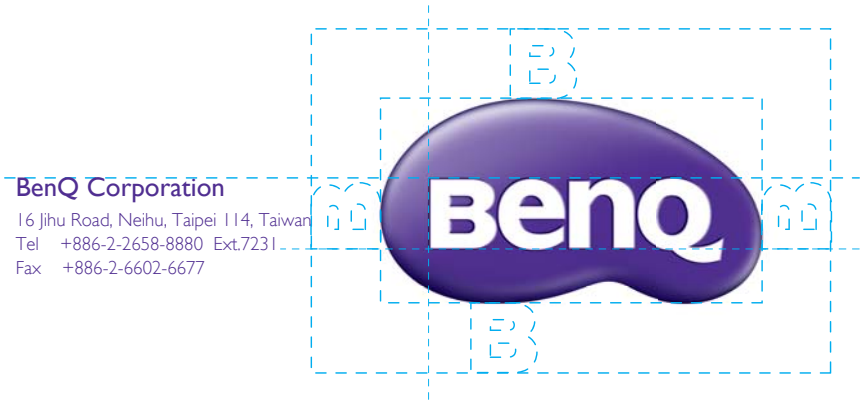
Corporate Information should be BenQ Purple PMS 268 or reverse white from a dark background.

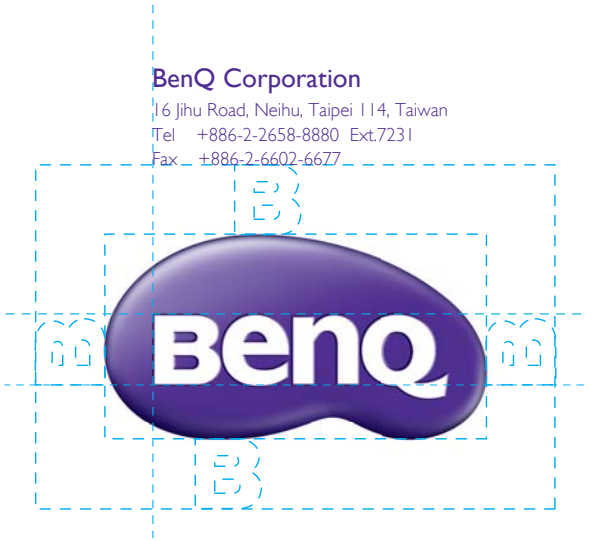
However for formal application, such as corporate stationery, text can also be Black or Cool Gray 11. Only 100% colour strength for both logo and text is permitted.

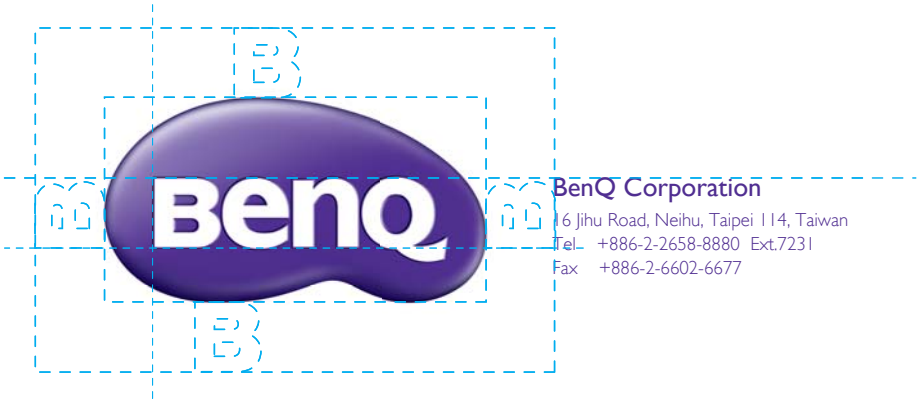
BenQ Corporation
16 Jihu Road, Neihu, Taipei 114, Taiwan
Tel +886-2-2658-8880 Ext.7231
Fax +886-2-6602-6677
Po.Su@BenQ.com
BenQ.com

明基電通股份有限公司
台北市114內湖區基湖路16號
電話 (02)2727-8899 分機7231
傳真 (02)6602-6677
Po.Su@BenQ.com
BenQ.com

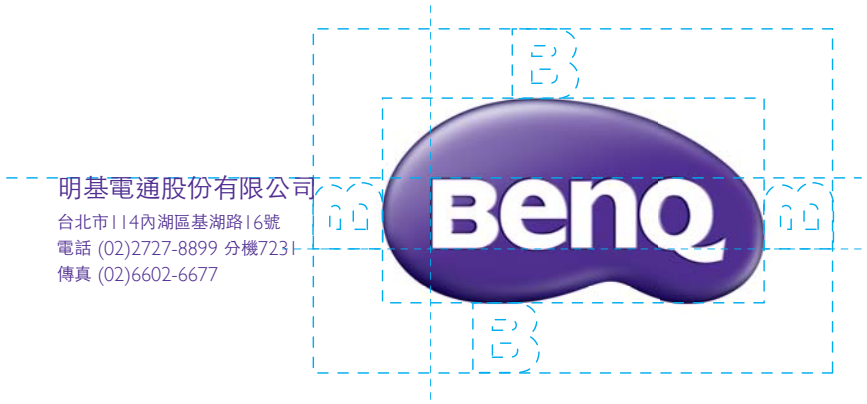
B 03.02 The BenQ Logo and Contact Information Address Lock-up, Alphabet Variations







B 03.03 The BenQ Logo and Contact Information Address Lock-up, Chinese Variations



B 03.04 The BenQ Logo and Contact Information
BenQ Logo Web Address Lock-up

When the BenQ Logo appears with the website address it can be placed in any position shown on this page.

The height of the website address should be 0.5 the height of 'B' in the BenQ Logo.

The website address is set in Gill Sans MT Light.

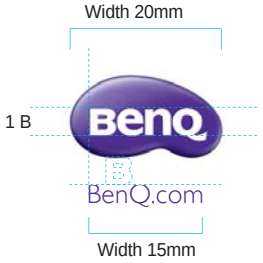
Colour

The website address should be BenQ Purple PMS 268 or reverse white from a dark background.

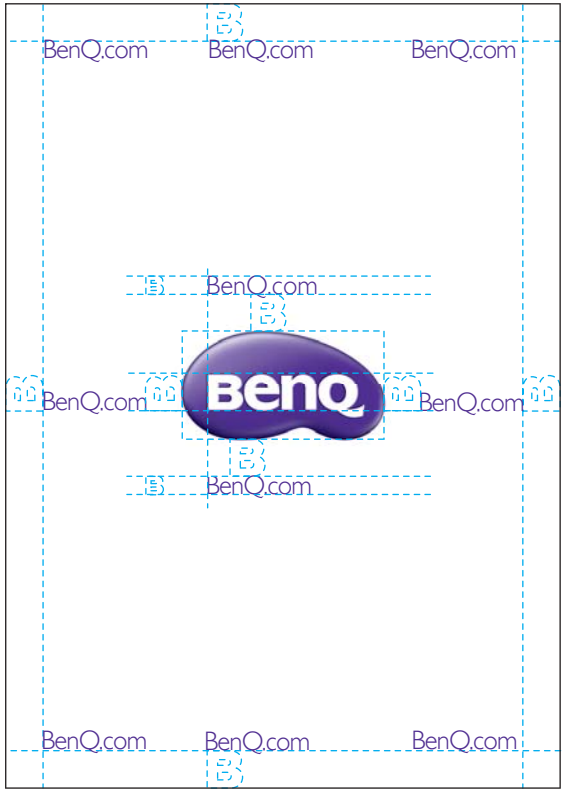
However for formal application, such as corporate stationery, text can also be Black or Cool Gray 11. Only 100% colour strength for both logo and text is permitted.

Small BenQ Logo and Text

When the BenQ Logo is small the website address should align with the 'B' within the logo and be no less than 15mm in width.



Optional Positions



Corporate Identity and Visual Identity Guidelines
Section B 04
The BenQ Logo and Tag Line

B 04.01 The BenQ Logo and Tag Line
BenQ Logo Minimum Staging Area for Product Name

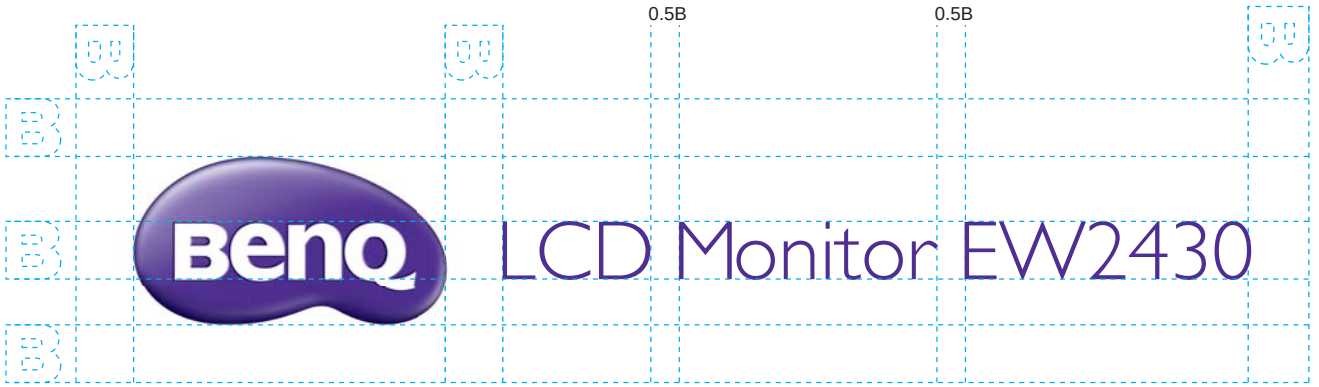
The product name is set in Gill Sans MT Light.
The capital letter height of the product name is equal to the height of the 'B' in BenQ.

When locking up the product name and the BenQ Logo either of the following two formats must be used.

Horizontal Format
The product name is positioned beside the BenQ Logo a distance equal to the height of the letter 'B' from the logo. The product name must only be set in one line

Vertical Format
The product name is positioned beneath the BenQ Logo a distance equal to the height of the letter 'B' from the logo. This format must be set in two lines. The product category goes in one line and the model name goes in another.

Colour
The BenQ Logo and the product name are BenQ Purple PMS 268 or may reverse white from a dark background.



Horizontal Format

Vertical Format

B 04.02 The BenQ Logo and Tag Line
BenQ Logo and Tagline

The lock-up between the BenQ Logo and the Tagline has been carefully constructed and balanced.
It must never be altered, i.e. it must never be traced, redrawn, distorted/stretched, cropped or made up of typesetting.

The Tagline is set in Gill Sans Regular Italic.
This is the only application where Gill Sans is used.

Colour
The BenQ Logo and the Tagline are BenQ Purple PMS 268 or may reverse white from a dark background.

B 04.03 The BenQ Logo and Tag Line
BenQ Logo and Tagline Continued

BenQ Tagline 3D Lock-up Logo

BenQ Tagline 3D Lock-up Logo has been designed in colour for use on the following backgrounds.

Purple (P) White and/or Purple background

CMYK
BenQ_Tag_En_3D_P_BGP_CMYK.psd
BenQ_Tag_En_3D_P_BGW_CMYK.psd
BenQ_Tag_En_3D_BW_BGB_CMYK.psd
BenQ_Tag_En_3D_BW_BGW_CMYK.psd

RGB
BenQ_Tag_En_3D_P_BGP_RGB.jpg
BenQ_Tag_En_3D_P_BGW_RGB.jpg
BenQ_Tag_En_3D_BW_BGB_RGB.jpg
BenQ_Tag_En_3D_BW_BGW_RGB.jpg

CMYK Purple logo background
Purple: C86 M100 Y0 K0
RGB logo background
Purple: R73 G37 B130

Purple (P) White and/or Purple background

CMYK
BenQ_Tag_Ch_3D_P_BGP_CMYK.psd
BenQ_Tag_Ch_3D_P_BGW_CMYK.psd
BenQ_Tag_Ch_3D_BW_BGB_CMYK.psd
BenQ_Tag_Ch_3D_BW_BGW_CMYK.psd

RGB
BenQ_Tag_Ch_3D_P_BGP_RGB.jpg
BenQ_Tag_Ch_3D_P_BGW_RGB.jpg
BenQ_Tag_Ch_3D_BW_BGB_RGB.jpg
BenQ_Tag_Ch_3D_BW_BGW_RGB.jpg

CMYK Purple logo background
Purple: C86 M100 Y0 K0
RGB logo background
Purple: R73 G37 B130

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C 07.07 Letterhead Template
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C 07.09 Factsheet
C 07.10 Company Profile

Corporate Identity and Visual Identity Guidelines
Section C 01
Corporate VI Elements

C 01.01 VI Elements
Corporate VI Colour Palette

Colour and Application

The Corporate Colour is BenQ Purple PMS 268.
The colour combinations specified on this page may be used for VI applications such as print, advertising, packaging and on products.

Four-colour process printing techniques vary from country to country. It is advised that Pantone® colour chips are always used to check colour proofs. Monitors display colour differently, regardless of model, manufacturer or platform. The specifications on the right ensure colour consistency. Do not use colour references or values from files where colour modes have been converted automatically.

Exceptions

When directly embossed onto products, the BenQ Logo may appear in the same colour as the material.

All colours indicated here are representative of the Pantone® Colour Matching System.
They should be judged with the according Pantone® visual reference.
Any other direct output from this file such as on-screen or colour print outs will not give accurate values. Pantone® is a registered trademark of Pantone, Inc.

BenQ Purple
PMS 268
C86 M100 Y0 K0
R79 G45 B127

3D Logo

The BenQ logo may appear on a solid colour background or over a BenQ pattern.

Black
PMS Process Black
C0 M0 Y0 K100
R0 G0 B0

Black and White 3D Logo

Silver PMS 877

When Silver is not available the substitute color is Gray PMS 428.

PMS 428
C12 M6 Y5 K12
R195 G200 B200

Silver Substitute

PMS Cool Gray 11
C48 M36 Y24 K66
R77 G79 B83

Pantone Cool Gray 11 is only used as body text color on two color brochures.

When printing four color process, it is necessary to specify that the PMS colors are matched exactly. Due to the variations of printing methods ink types and substrates used, the recommendation is to have the printer/reproduction company match the PMS colors from CMYK.

PMS 432
C45 M27 Y17 K51
R94 G106 B113

Pantone PMS 432 is only used as body text color on stationery.

C 01.02 VI Elements
Corporate VI Colour Palette - 2D Logo

Note

The BenQ 3D Logo is the preferred logo, the 2D Logo should be used when only 1 colour printing is available.

2D Logo

BenQ Purple
PMS 268
C86 M100 Y0 K0
R79 G45 B127

The BenQ logo may appear on a solid colour background or over a BenQ pattern.

Black and White 2D Logo

Black
PMS Process Black
C0 M0 Y0 K100
R0 G0 B0

Silver PMS 877

When Silver is not available the substitute color is Gray PMS 428.

PMS 428
C12 M6 Y5 K12
R195 G200 B200

Silver Substitute

PMS Cool Gray 11
C48 M36 Y24 K66
R77 G79 B83

Pantone Cool Gray 11 is only used as body text color on two color brochures.

When printing four color process, it is necessary to specify that the PMS colors are matched exactly. Due to the variations of printing methods ink types and substrates used, the recommendation is to have the printer/reproduction company match the PMS colors from CMYK.

PMS 432
C45 M27 Y17 K51
R94 G106 B113

Pantone PMS 432 is only used as body text color on stationery.

C 01.03 VI Elements
Organic Shapes

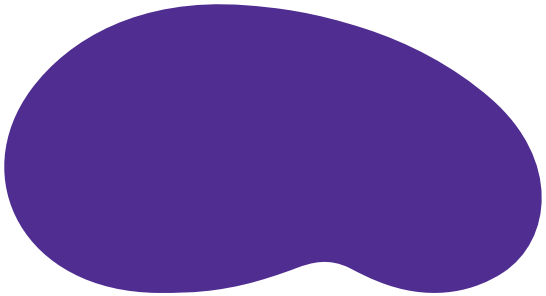
Master Shapes

A set of Organic Shapes have been established for use on print, advertising, point of sale, retail, exhibition and packaging items. These shapes may be used to mask specified patterns and photos or to house graphic elements as a die cut shape.

These shapes may only be used in conjunction with patterns specified in these guidelines and in accordance with application design specifications in these guidelines.

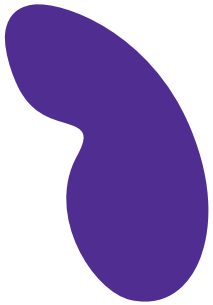
The BenQ Logo Organic Shape should only be used when it locks-up with the BenQ Logotype.

The shapes have been established for use on all applications. The artwork for these shapes is available in electronic vector format.

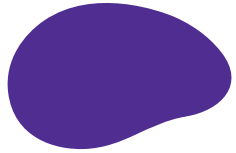


BenQ Logo Organic Shape
BenQ_LogoShape_CMYK.ai

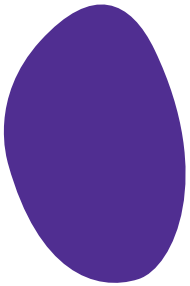
BenQ Organic Shape 1
BenQ_OrgShape_1_CMYK.eps



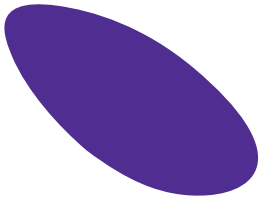
BenQ Organic Shape 2
BenQ_OrgShape_2_CMYK.eps



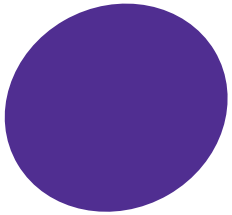
BenQ Organic Shape 3
BenQ_OrgShape_3_CMYK.eps



BenQ Organic Shape 4
BenQ_OrgShape_4_CMYK.eps



BenQ Organic Shape 5
BenQ_OrgShape_5_CMYK.eps



BenQ Organic Shape 6
BenQ_OrgShape_6_CMYK.eps

C 01.04 VI Elements
Organic Wave Bar

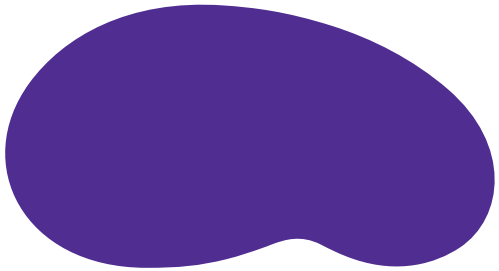
Master Shapes

The Organic Wave Bar has been established for use on print, advertising, point of sale, retail and exhibition items. These shapes may be used to mask specified patterns and product imagery.

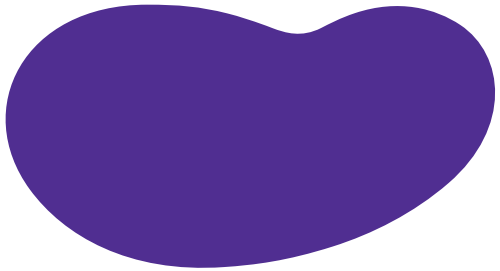
The wave bar is derived from the base of a flipped and reversed version of the BenQ Logo Organic Shape. See diagrams below.

The wave bar has been established for use on all applications. The artwork for the wave bar is available in electronic vector format.

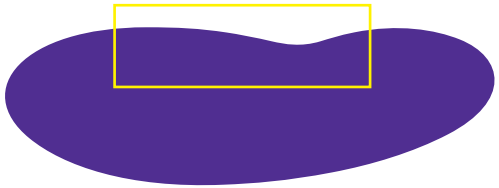
BenQ Organic Wave bar
BenQ_WaveBar_CMYK.ai



BenQ Logo Organic Shape
BENQ_OrganicShape.ai



BenQ Logo Organic Shape is
flipped Vertically and Horizontally



BenQ Logo Organic Shape
and vertically reduced by 60%

C 01.05 VI Elements
Corporate VI Pattern One Wing

BenQ Corporate One Wing Pattern

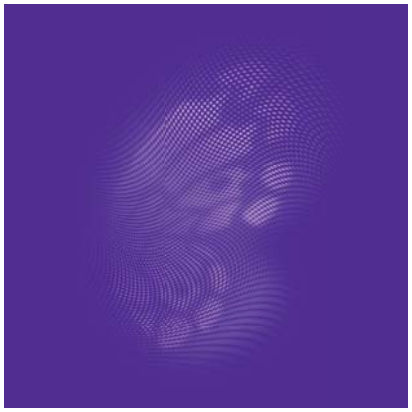
BenQ Corporate One Wing Pattern has been designed for use on all corporate, product and promotional items.

These patterns may be masked, rotated, flipped or reproduced full bleed on brochures and packaging. They may be used in conjunction with the organic wave bar as specified in the BenQ Advertising guidelines and in accordance with specific application as shown in these guidelines.

The Corporate Pattern is for use on corporate and branding items.

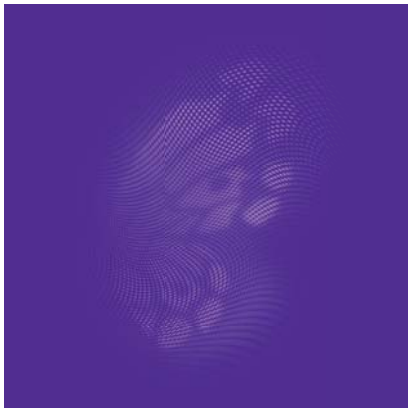
The specifications on the following pages must be strictly adhered to when applying these patterns.

The artwork for these patterns are available in electronic PMS, CMYK and RGB format, and as a layered file. Each Corporate Pattern has been created with a lighter version (Lt) more suitable for use in backgrounds.



Purple

PMS
BenQ_1W_PMS_Lg.psd
BenQ_1W_PMS_Md.psd
BenQ_1W_P_PMS_Sm.psd
CMYK
BenQ_1W_CMYK_Lay.psd
BenQ_1W_CMYK_Lg.psd
BenQ_1W_CMYK_Md.psd
BenQ_1W_CMYK_Sm.psd
RGB
BenQ_1W_RGB_Lg.jpg
BenQ_1W_RGB_Md. jpg
BenQ_1W_RGB_Sm.jpg



Purple Light (P)

PMS
BenQ_1W_Lt_PMS_Lg.psd
BenQ_1W_Lt_PMS_Md.psd
BenQ_1W_Lt_PMS_Sm.psd
CMYK
BenQ_1W_Lt_CMYK_Lay.psd
BenQ_1W_Lt_CMYK_Lg.psd
BenQ_1W_Lt_CMYK_Md.psd
BenQ_1W_Lt_CMYK_Sm.psd
RGB
BenQ_1W_Lt_RGB_Lg.jpg
BenQ_1W_Lt_RGB_Md.jpg
BenQ_1W_Lt_RGB_Sm.jpg

Purple Reversed (P)

PMS
BenQ_1W_Rev_PMS_Lg.psd
BenQ_1W_Rev_PMS_Md.psd
BenQ_1W_Rev_PMS_Sm.psd
CMYK
BenQ_1W_Rev_CMYK_Lay.psd
BenQ_1W_Rev_CMYK_Lg.psd
BenQ_1W_Rev_CMYK_Md.psd
BenQ_1W_Rev_CMYK_Sm.psd
RGB
BenQ_1W_Rev_RGB_Lg.jpg
BenQ_1W_Rev_RGB_Md.jpg
BenQ_1W_Rev_RGB_Sm.jpg

Purple Light Reversed (P)

PMS
BenQ_1W_Rev_Lt_PMS_Lg.psd
BenQ_1W_Rev_Lt_PMS_Md.psd
BenQ_1W_Rev_Lt_PMS_Sm.psd
CMYK
BenQ_1W_Rev_Lt_CMYK_Lay.psd
BenQ_1W_Rev_Lt_CMYK_Lg.psd
BenQ_1W_Rev_Lt_CMYK_Md.psd
BenQ_1W_Rev_Lt_CMYK_Sm.psd
RGB
BenQ_1W_Rev_Lt_RGB_Lg.jpg
BenQ_1W_Rev_Lt_RGB_Md.jpg
BenQ_1W_Rev_Lt_RGB_Sm.jpg

C 01.06 VI Elements
Corporate VI Pattern Two Wing

BenQ Corporate Two Wing Pattern

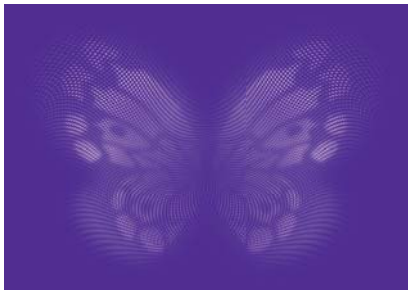
BenQ Corporate Two Wing Pattern has been designed for use on all corporate, product and promotional items.

These patterns may be masked, rotated, flipped or reproduced full bleed on brochures and packaging. They may be used in conjunction with the organic wave bar as specified in the BenQ Advertising guidelines and in accordance with specific application as shown in these guidelines.

The Corporate Pattern is for use on corporate and branding items.

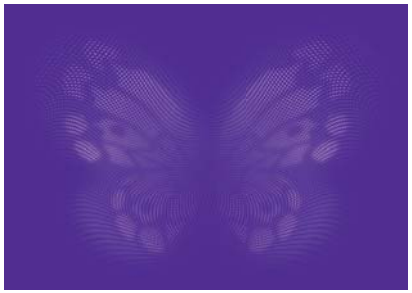
The specifications on the following pages must be strictly adhered to when applying these patterns.

The artwork for these patterns are available in electronic PMS, CMYK and RGB format, and as a layered file. Each Corporate Pattern has been created with a lighter version (Lt) more suitable for use in backgrounds.



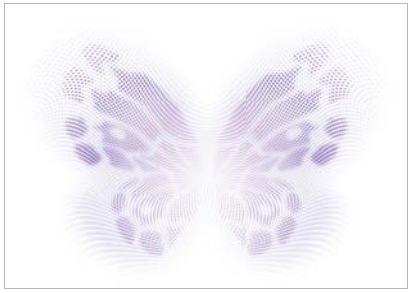
Purple

PMS
BenQ_2W_PMS_Lg.psd
BenQ_2W_PMS_Md.psd
BenQ_2W_P_PMS_Sm.psd
CMYK
BenQ_2W_CMYK_Lay.psd
BenQ_2W_CMYK_Lg.psd
BenQ_2W_CMYK_Md.psd
BenQ_2W_CMYK_Sm.psd
RGB
BenQ_2W_RGB_Lg.jpg
BenQ_2W_RGB_Md.jpg
BenQ_2W_RGB_Sm.jpg



Purple Light (P)

PMS
BenQ_2W_Lt_PMS_Lg.psd
BenQ_2W_Lt_PMS_Md.psd
BenQ_2W_Lt_PMS_Sm.psd
CMYK
BenQ_2W_Lt_CMYK_Lay.psd
BenQ_2W_Lt_CMYK_Lg.psd
BenQ_2W_Lt_CMYK_Md.psd
BenQ_2W_Lt_CMYK_Sm.psd
RGB
BenQ_2W_Lt_RGB_Lg.jpg
BenQ_2W_Lt_RGB_Md.jpg
BenQ_2W_Lt_RGB_Sm.jpg



Purple Reversed (P)

PMS
BenQ_2W_Rev_PMS_Lg.psd
BenQ_2W_Rev_PMS_Md.psd
BenQ_2W_Rev_PMS_Sm.psd
CMYK
BenQ_2W_Rev_CMYK_Lay.psd
BenQ_2W_Rev_CMYK_Lg.psd
BenQ_2W_Rev_CMYK_Md.psd
BenQ_2W_Rev_CMYK_Sm.psd
RGB
BenQ_2W_Rev_RGB_Lg.jpg
BenQ_2W_Rev_RGB_Md.jpg
BenQ_2W_Rev_RGB_Sm.jpg

Purple Light Reversed (P)

PMS
BenQ_2W_Rev_Lt_PMS_Lg.psd
BenQ_2W_Rev_Lt_PMS_Md.psd
BenQ_2W_Rev_Lt_PMS_Sm.psd
CMYK
BenQ_2W_Rev_Lt_CMYK_Lay.psd
BenQ_2W_Rev_Lt_CMYK_Lg.psd
BenQ_2W_Rev_Lt_CMYK_Md.psd
BenQ_2W_Rev_Lt_CMYK_Sm.psd
RGB
BenQ_2W_Rev_Lt_RGB_Lg.jpg
BenQ_2W_Rev_Lt_RGB_Md.jpg
BenQ_2W_Rev_Lt_RGB_Sm.jpg

C 01.07 VI Elements
Corporate VI Pattern Two Wing Extended

BenQ Corporate Pattern Two Wing Extended

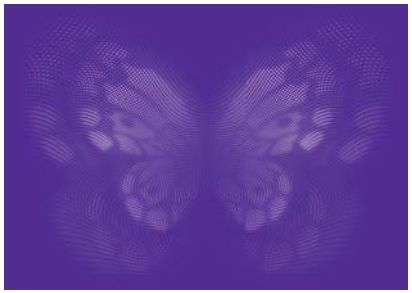
BenQ Corporate Two Wing Extended Pattern has been designed for use on all corporate, product and promotional items.

These patterns may be masked, rotated, flipped or reproduced full bleed on brochures and packaging. They may be used in conjunction with the organic wave bar as specified in the BenQ Advertising guidelines and in accordance with specific application as shown in these guidelines.

The Corporate Pattern is for use on corporate and branding items.

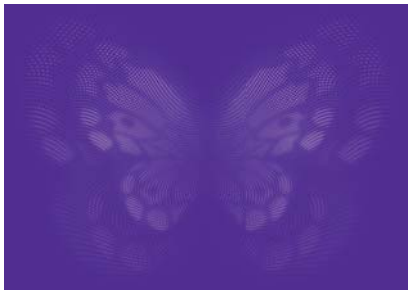
The specifications on the following pages must be strictly adhered to when applying these patterns.

The artwork for these patterns are available in electronic PMS, CMYK and RGB format, and as a layered file. Each Corporate Pattern has been created with a lighter version (Lt) more suitable for use in backgrounds.



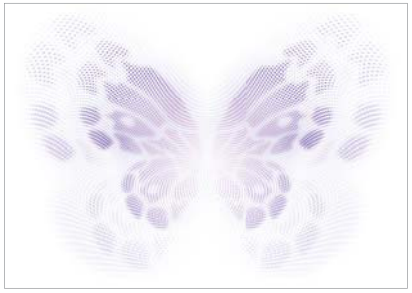
Purple

PMS
BenQ_2W_Ex_PMS_Lg.psd
BenQ_2W_Ex_PMS_Md.psd
BenQ_2W_Ex_P_PMS_Sm.psd
CMYK
BenQ_2W_Ex_CMYK_Lay.psb
BenQ_2W_Ex_CMYK_Lg.psd
BenQ_2W_Ex_CMYK_Md.psd
BenQ_2W_Ex_CMYK_Sm.psd
RGB
BenQ_2W_Ex_RGB_Lg.jpg
BenQ_2W_Ex_RGB_Md.jpg
BenQ_2W_Ex_RGB_Sm.jpg



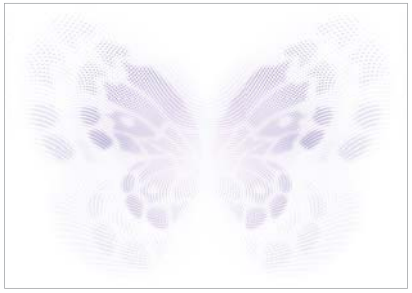
Purple Light (P)

PMS
BenQ_2W_Ex_Lt_PMS_Lg.psd
BenQ_2W_Ex_Lt_PMS_Md.psd
BenQ_2W_Ex_Lt_PMS_Sm.psd
CMYK
BenQ_2W_Ex_Lt_CMYK_Lay.psb
BenQ_2W_Ex_Lt_CMYK_Lg.psd
BenQ_2W_Ex_Lt_CMYK_Md.psd
BenQ_2W_Ex_Lt_CMYK_Sm.psd
RGB
BenQ_2W_Ex_Lt_RGB_Lg.jpg
BenQ_2W_Ex_Lt_RGB_Md.jpg
BenQ_2W_Ex_Lt_RGB_Sm.jpg



Purple Reversed (P)

PMS
BenQ_2W_Ex_Rev_PMS_Lg.psd
BenQ_2W_Ex_Rev_PMS_Md.psd
BenQ_2W_Ex_Rev_PMS_Sm.psd
CMYK
BenQ_2W_Ex_Rev_CMYK_Lay.psb
BenQ_2W_Ex_Rev_CMYK_Lg.psd
BenQ_2W_Ex_Rev_CMYK_Md.psd
BenQ_2W_Ex_Rev_CMYK_Sm.psd
RGB
BenQ_2W_Ex_Rev_RGB_Lg.jpg
BenQ_2W_Ex_Rev_RGB_Md.jpg
BenQ_2W_Ex_Rev_RGB_Sm.jpg



Purple Light Reversed (P)

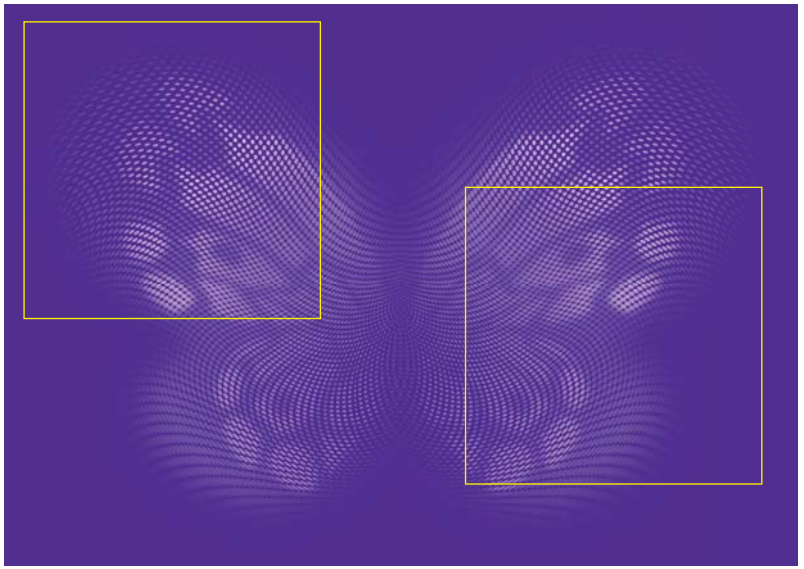
PMS
BenQ_2W_Ex_Rev_Lt_PMS_Lg.psd
BenQ_2W_Ex_Rev_Lt_PMS_Md.psd
BenQ_2W_Ex_Rev_Lt_PMS_Sm.psd
CMYK
BenQ_2W_Ex_Rev_Lt_CMYK_Lay.psb
BenQ_2W_Ex_Rev_Lt_CMYK_Lg.psd
BenQ_2W_Ex_Rev_Lt_CMYK_Md.psd
BenQ_2W_Ex_Rev_Lt_CMYK_Sm.psd
RGB
BenQ_2W_Ex_Rev_Lt_RGB_Lg.jpg
BenQ_2W_Ex_Rev_Lt_RGB_Md.jpg
BenQ_2W_Ex_Rev_Lt_RGB_Sm.jpg

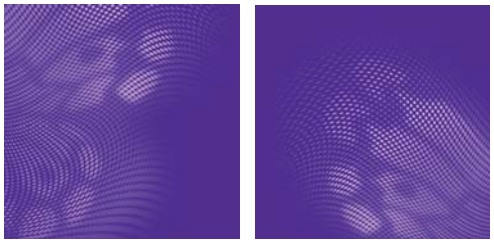
C 01.08 VI Elements
Cropping Guide for the Corporate Pattern

Sections of the patterns may be rotated and cropped, to apply to corporate collateral and marketing materials. These diagrams demonstrate examples of possible croppings. The area bounded by the yellow line indicates the cropped area example.

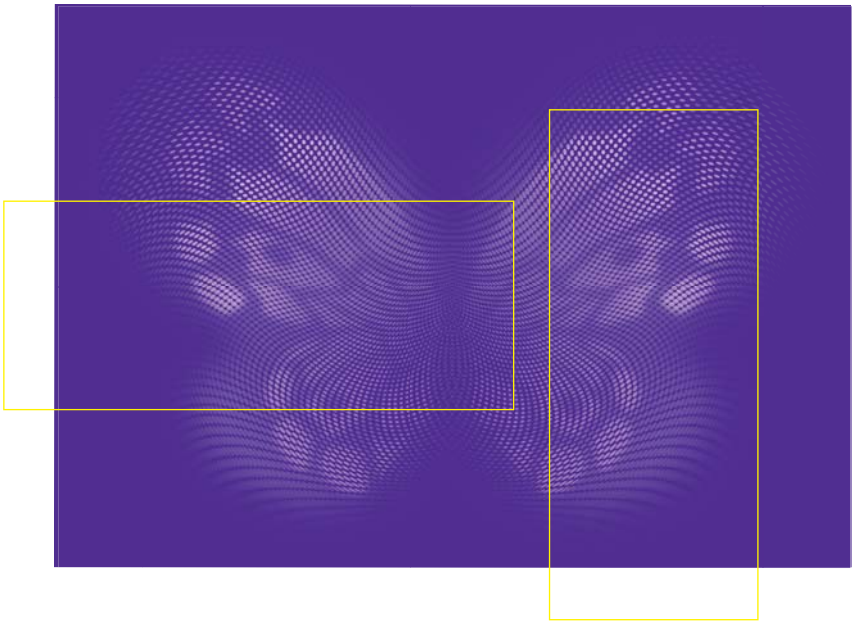
The pattern should burst from a corner or an edge. The pattern crop must allow enough non pattern area to hold type.

This system of cropping also applies to all BenQ Patterns.





The pattern should burst from a corner or an edge.

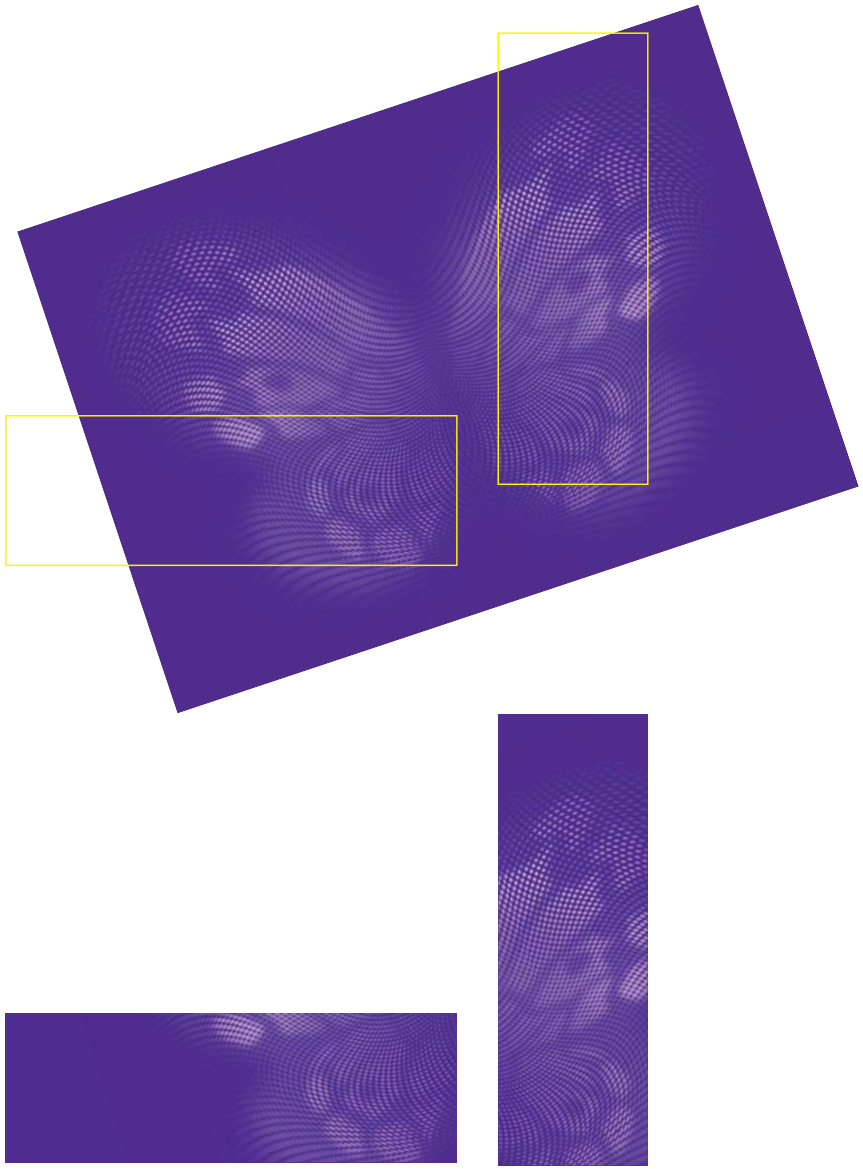


C 01.09 VI Elements
Cropping Guide for the Corporate Pattern Continued

Sections of the patterns may be rotated and cropped, to apply to corporate collateral and marketing materials. These diagrams demonstrate examples of possible croppings. The area bounded by the yellow line indicates the cropped area example.

The pattern should burst from a corner or an edge. The pattern crop must allow enough non pattern area to hold type.

This system of cropping also applies to all BenQ Patterns.



C 01.10 VI Elements
Vertical Cropping Guide for the Corporate Pattern

The BenQ patterns may be cropped for use on print, advertising, point of sale, retail, exhibition and packaging items. A cropping guide has been supplied to assist in cropping sections for use on vertical items. Croppings are best done as set proportions.

Scale of the pattern may vary within the same proportion. These diagrams demonstrate examples of possible croppings.

This system of cropping applies to all BenQ Patterns.

1:1

1:2

1:2

1:3

1:4

C 01.11 VI Elements
Horizontal Cropping Guide for the Corporate Pattern

The BenQ patterns may be cropped for use on print, advertising, point of sale, retail, exhibition and packaging items. A cropping guide has been supplied to assist in cropping sections for use on horizontal items. Croppings are best done as set proportions.

Scale of the pattern may vary within the same proportion. These diagrams demonstrate examples of possible croppings.

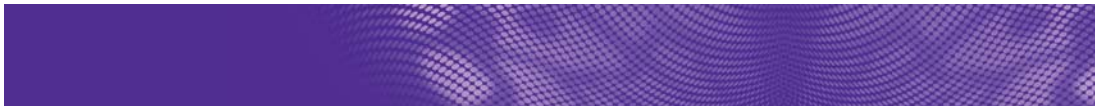
This system of cropping applies to all BenQ Patterns.

1:2

1:3

1:4

1:5



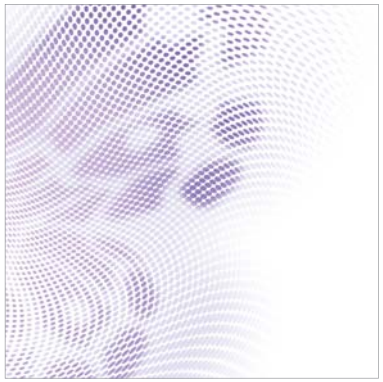
1:12

C 01.12 VI Elements
Vertical Cropping Guide for the Corporate Pattern Reversed

The BenQ patterns may be cropped for use on print, advertising, point of sale, retail, exhibition and packaging items. A cropping guide has been supplied to assist in cropping sections for use on vertical items. Croppings are best done as set proportions.

Scale of the pattern may vary within the same proportion. These diagrams demonstrate examples of possible croppings.

This system of cropping applies to all BenQ Patterns.



1:1

1:2

1:2

1:3

1:4

C 01.13 VI Elements
Horizontal Cropping Guide for the Corporate Pattern Reversed

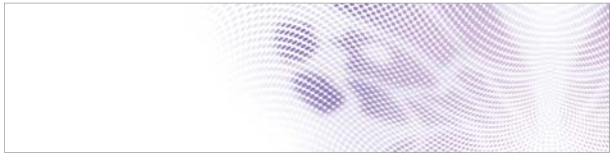
The BenQ patterns may be cropped for use on print, advertising, point of sale, retail, exhibition and packaging items. A cropping guide has been supplied to assist in cropping sections for use on horizontal items. Croppings are best done as set proportions.

Scale of the pattern may vary within the same proportion. These diagrams demonstrate examples of possible croppings.

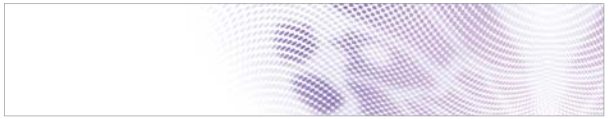
This system of cropping applies to all BenQ Patterns.

1:2

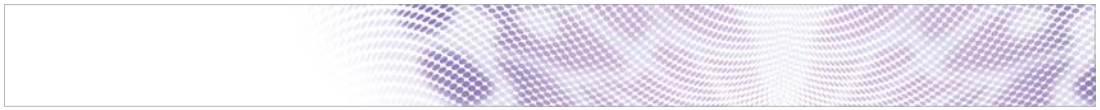
1:3



1:4



1:5



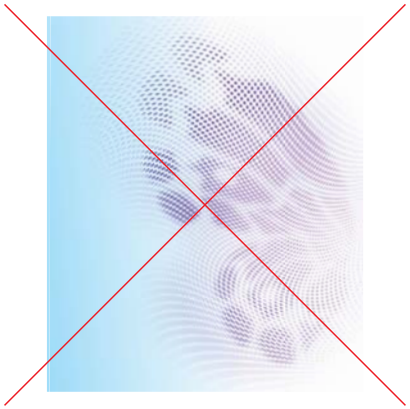
1:12

C 01.14 VI Elements
Corporate Pattern Incorrect Use

Incorrect use of the BenQ Corporate Patterns

Below are a few examples of incorrect usage of the Corporate Patterns.

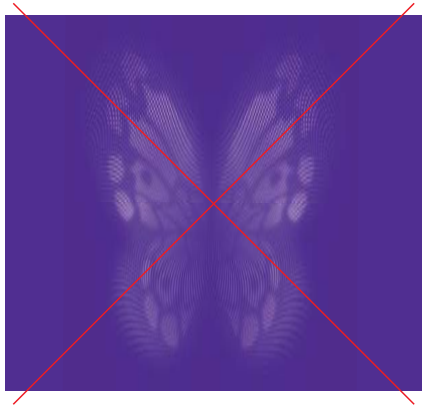
repeated



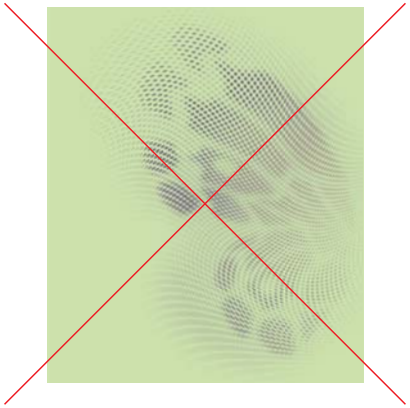
non-corporate coloured gradients

non-corporate coloured pattern

different scales in several layers



distorted



non-corporate coloured backgrounds

placed directly over an image

place type over strong section of pattern area

Corporate Identity and Visual Identity Guidelines
Section C 02
Stationery

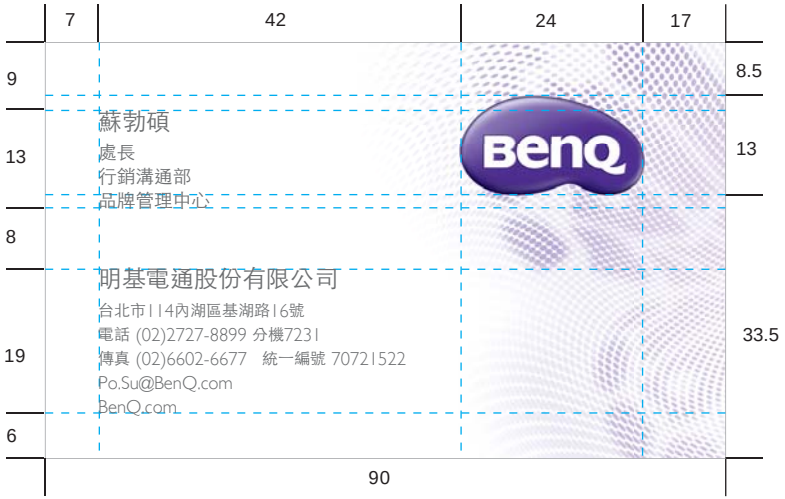
C 02.01 Stationery
Business Cards

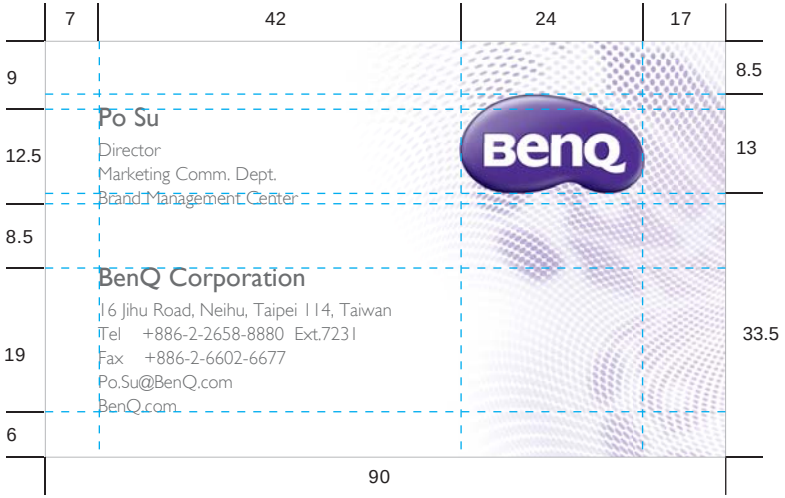
Chinese Typography

Typeface	Type size	Line Space
Name		
Microsoft JhengHei Bold	9 Point	11 Point
Title, Department		
Microsoft JhengHei Regular	6 Point	8 Point
Company Details		
Microsoft JhengHei Bold	9 Point	11 Point
Email and Web Address		
Gill Sans MT Light	7 Point	9 Point
Numerals		
Gill Sans MT Light	7 Point	9 Point

Alphabet Typography

Name		
Gill Sans MT Regular	10 Point	12 Point
Company Name		
Gill Sans MT Regular	10 Point	12 Point
Company Details		
Gill Sans MT Light	7 Point	9 Point





Size
90mm x 55mm

Stock
Brilliant White, good quality card 300gsm
i.e. Saxton Smooth.

Colour
Logo, pattern and type printed
four colour process.

Pattern
Use the Corporate Pattern Reversed .psd files.

Note
For all languages the Name, Title and Department Name must not exceed 4 lines.

BenQ Purple
PMS 268

PMS 432U

C 02.02 Stationery
Letterhead

Size
210mm x 297mm
210mm x 280mm

Stock
Brilliant White, good quality smooth paper.
i.e. Saxton Smooth, 100gsm. No watermark.

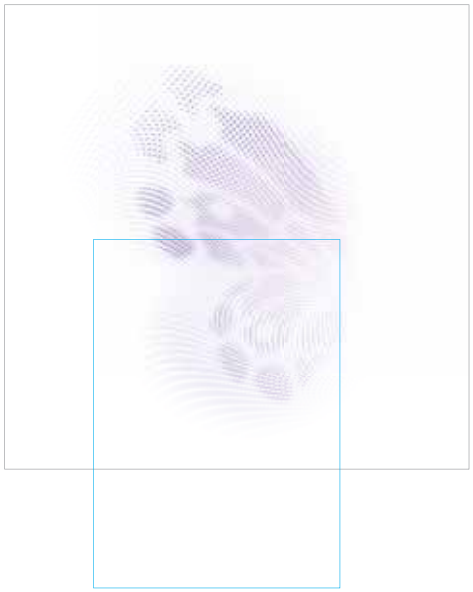
BenQ Company Details
Gill Sans MT Light and Regular,
8 point, 10 point line spacing.

Colour
Logo, pattern and type printed four colour process.

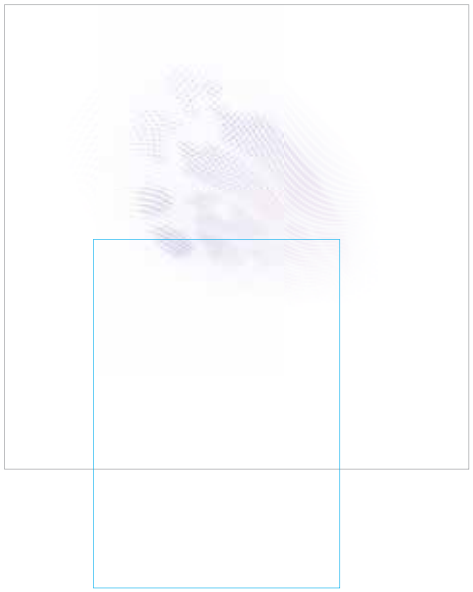
Pattern
Please ensure that the stationery pattern is used BenQ_1W_Rev_Lt_CMYK_St_Md.psd

This layout allows for one, two or three addresses.

Cropping Guide



BenQ_1W_Rev_Lt_CMYK_Md.psd



BenQ_1W_Rev_Lt_CMYK_St_Md.psd

C 02.03 Stationery
Letterhead A4

A4 210mm x 297mm Three Address Format

A4 210mm x 297mm Two Address Format

A4 210mm x 297mm Single Address Format

C 02.04 Stationery
Letterhead US

US Letter 210mm x 280mm Three Address Format

US Letter 210mm x 280mm Two Address Format

US Letter 210mm x 280mm Single Address Format

C 02.05 Stationery Envelopes

Size
Although the envelope size may vary the Corporate Pattern size and positioning remain the same.
230mm x 116mm
274mm x 186mm
340mm x 260mm

Stock
Brilliant White, good quality smooth paper.
i.e. Saxton Smooth, 100gsm. No watermark.

BenQ Company Details
Gill Sans MT Light and Regular, 8 point, 10 point line spacing.

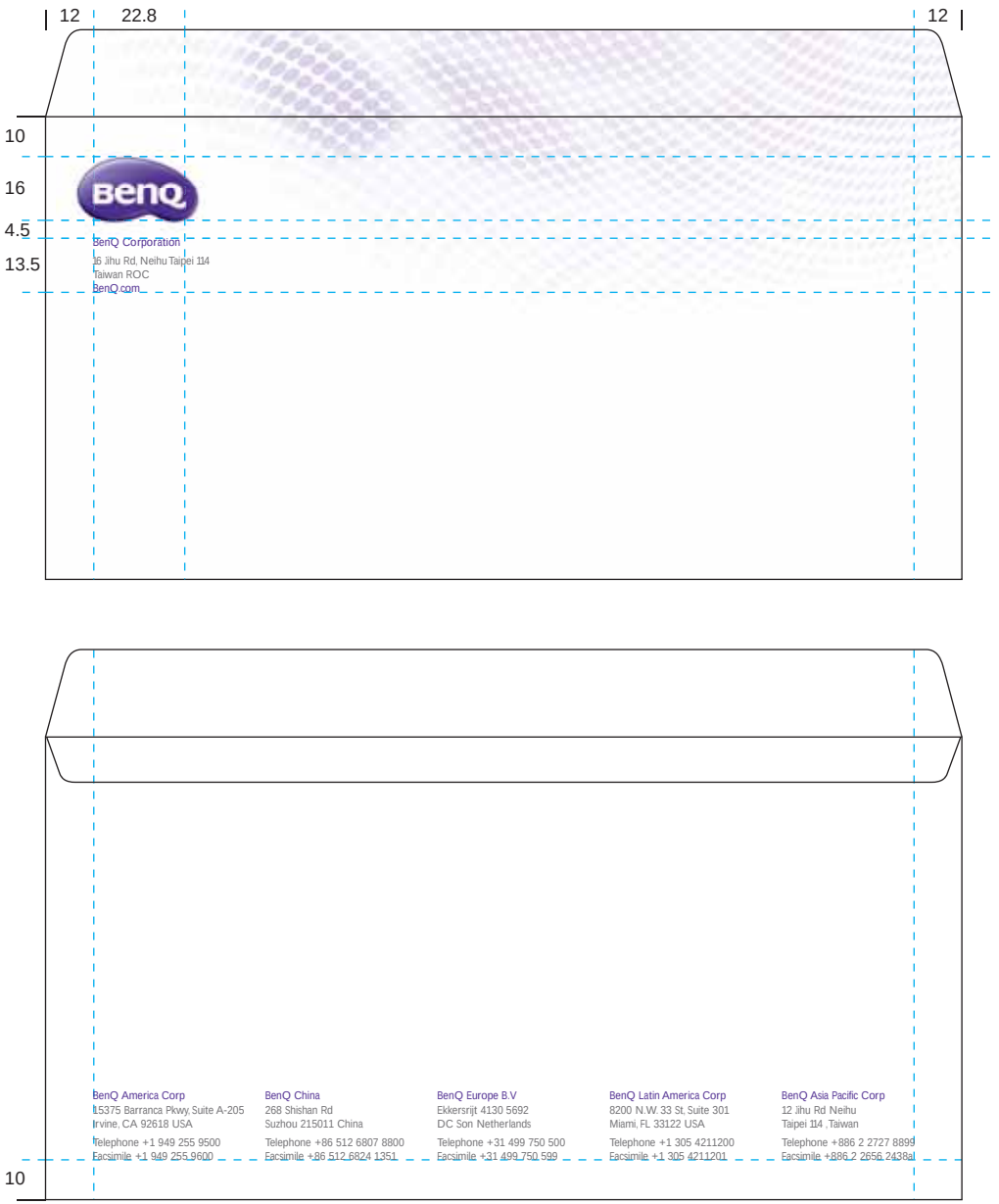
Colour
Logo, pattern and type printed four colour process.

Pattern
Please ensure that the stationery pattern is used BenQ_1W_Rev_Lt_CMYK_St_Md.psd.

Cropping Guide

BenQ_1W_Rev_Lt_CMYK_St_Md.psd

230mm x 116mm



Front of envelope with flap and one address

Back of envelope with five branch addresses

C 02.06 Stationery
Envelopes Environmentally Friendly

Size
Although the envelope size may vary the Corporate Pattern size and positioning remain the same.
230mm x 116mm
274mm x 186mm
340mm x 260mm

Stock
Good quality recycled brown paper.

BenQ Company Details
Gill Sans MT Light and Regular,
8 point, 10 point line spacing.

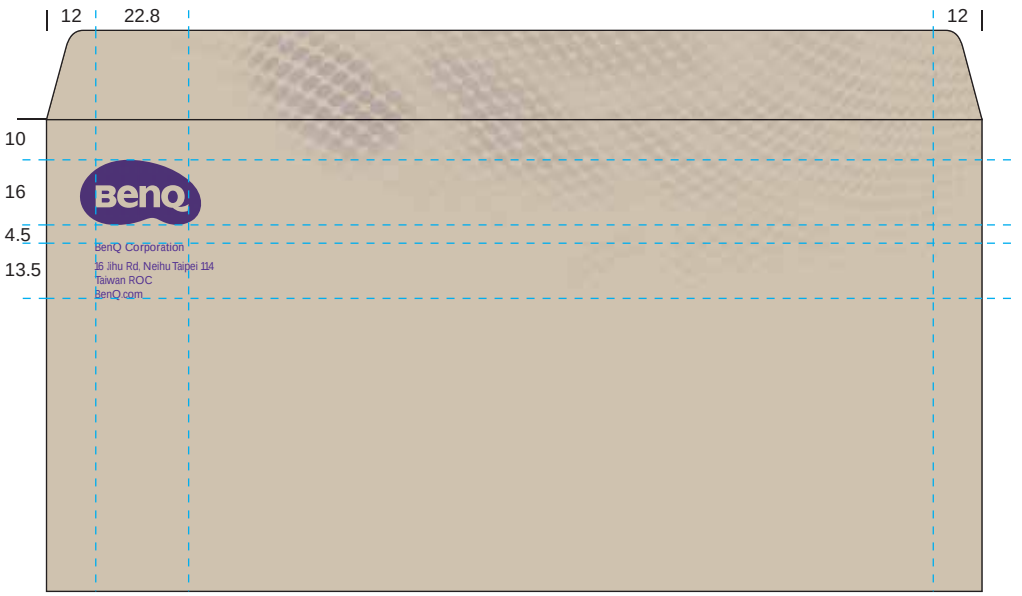
Colour
Logo, type and pattern PMS 268.

Pattern
Please ensure that the stationery pattern is used BenQ_1W_Rev_Lt_CMYK_St_Md.psd.

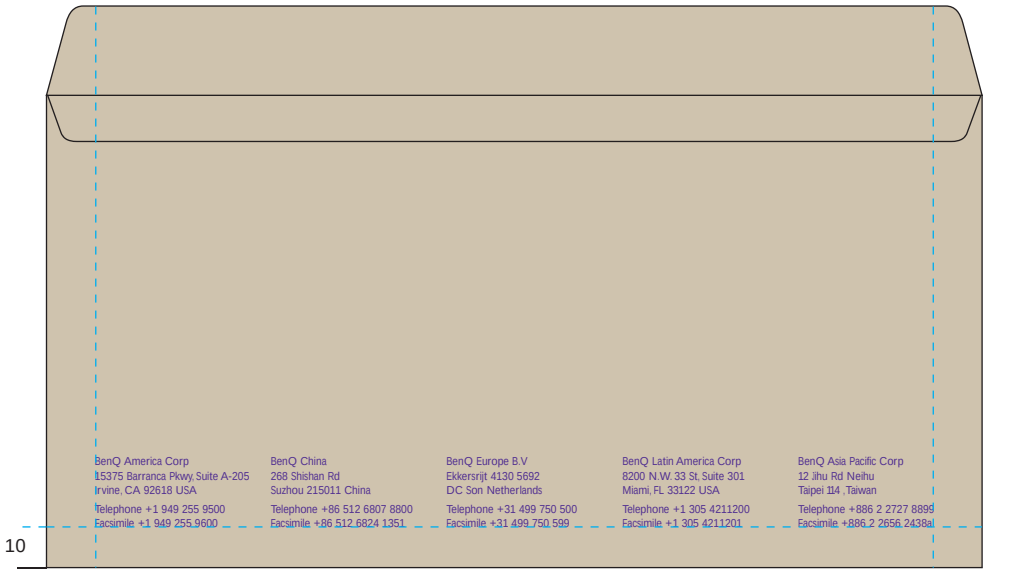
Cropping Guide

BenQ_1W_Rev_Lt_CMYK_St_Md.psd

230mm x 116mm



Front of envelope with flap and one address



Back of envelope with five branch addresses

C 02.07 Stationery Envelopes Continued

Size
Although the envelope size may vary the Corporate Pattern size and positioning remain the same.
230mm x 116mm
274mm x 186mm
340mm x 260mm

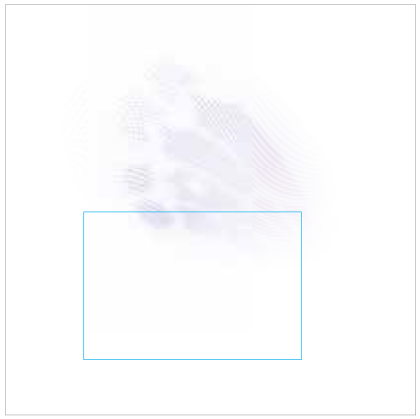
BenQ Company Details
Gill Sans MT Light and Regular,
9 point, 11 point line spacing.

Stock Options
Refer to previous pages for stock variations.

Colour
Logo, pattern and type printed four colour process.

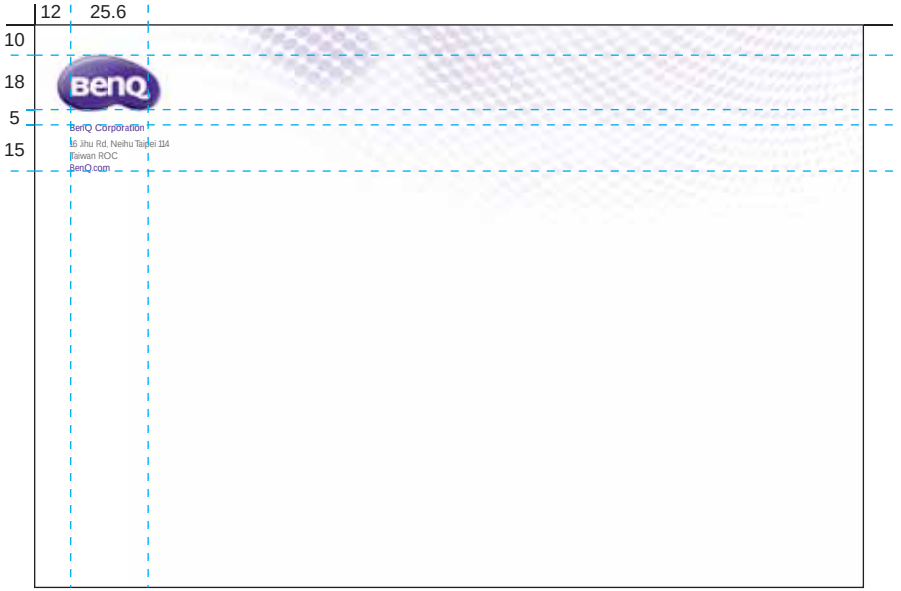
Pattern
Please ensure that the stationery pattern is used BenQ_1W_Rev_Lt_CMYK_St_Md.psd.

Cropping Guide

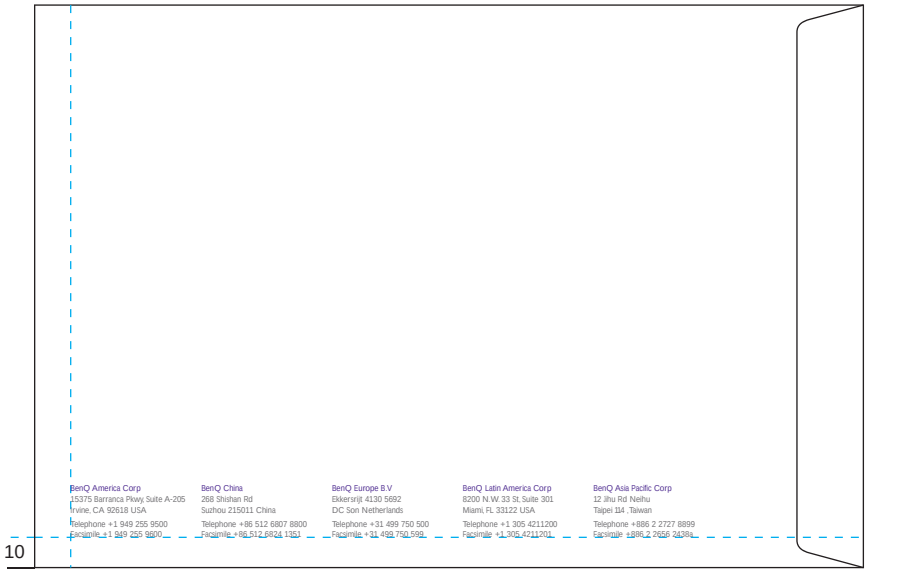


BenQ_1W_Rev_Lt_CMYK_St_Md.psd

274mm x 186mm



Front of envelope with flap and one address



Back of envelope with five branch addresses

C 02.08 Stationery Envelopes Continued

Size
Although the envelope size may vary the Corporate Pattern size and positioning remain the same.
230mm x 116mm
274mm x 186mm
340mm x 260mm

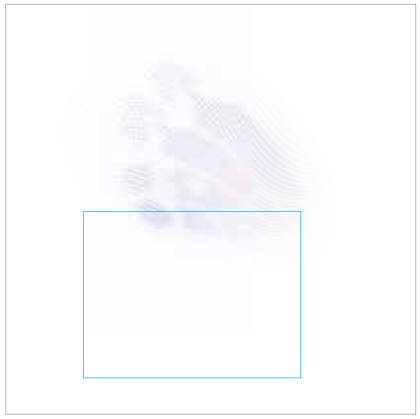
BenQ Company Details
Gill Sans MT Light and Regular,
9 point, 11 point line spacing.

Stock Options
Refer to previous pages for stock variations.

Colour
Logo, pattern and type printed four colour process.

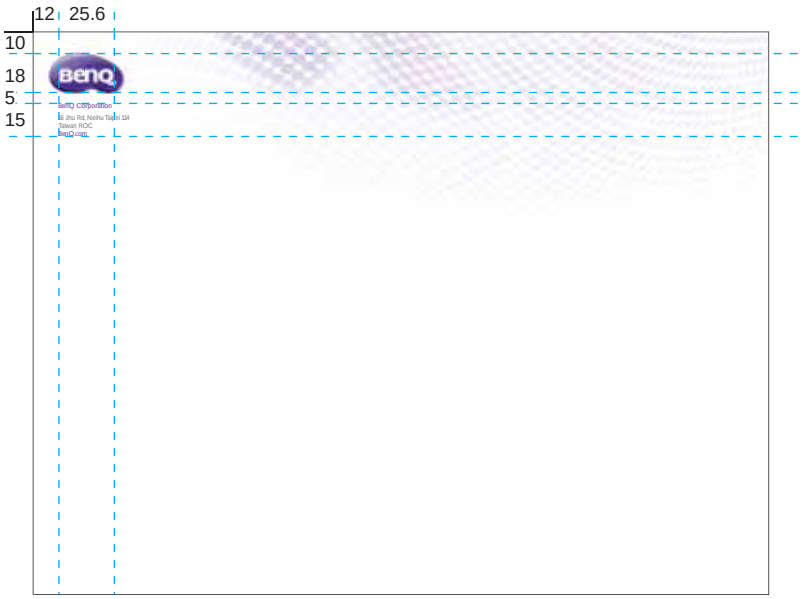
Pattern
Please ensure that the stationery pattern is used BenQ_1W_Rev_Lt_CMYK_St_Md.psd.

Cropping Guide



BenQ_1W_Rev_Lt_CMYK_St_Md.psd

340mm x 260mm



Front of envelope with flap and one address

Back of envelope with five branch addresses

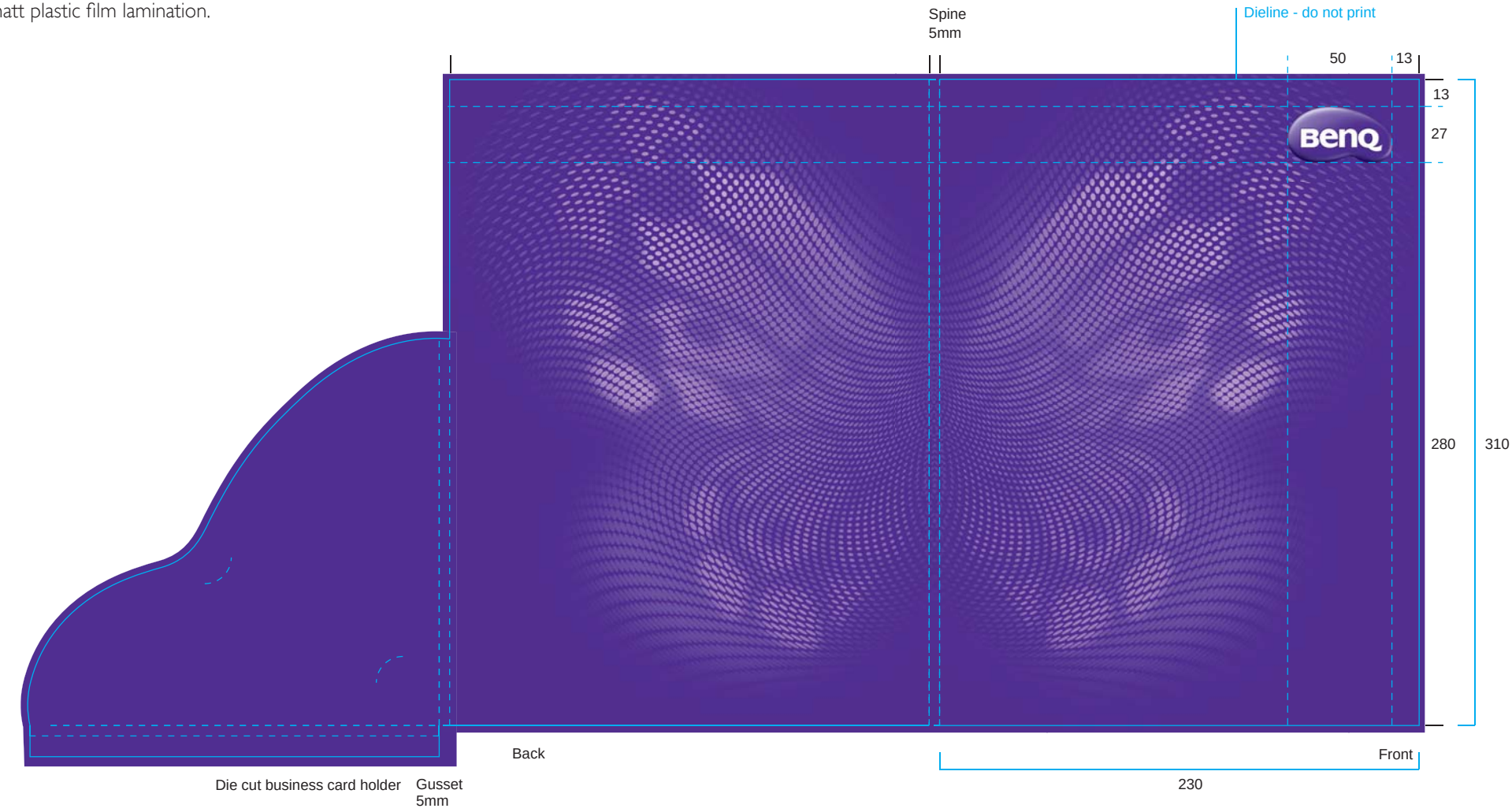
C 02.09 Stationery
Presentation Folder

Size
230mm x 360mm finished.

Stock
Master Gloss or Black Velvet Artboard. 350gsm.
Seal with matt plastic film lamination.

Colour
The pattern and logo prints four colour process.
The inside is solid BenQ Purple PMS 268.

Pattern
Use the Corporate Pattern .psd file.



C 02.10 Stationery
Presentation Folder Continued

Pocket

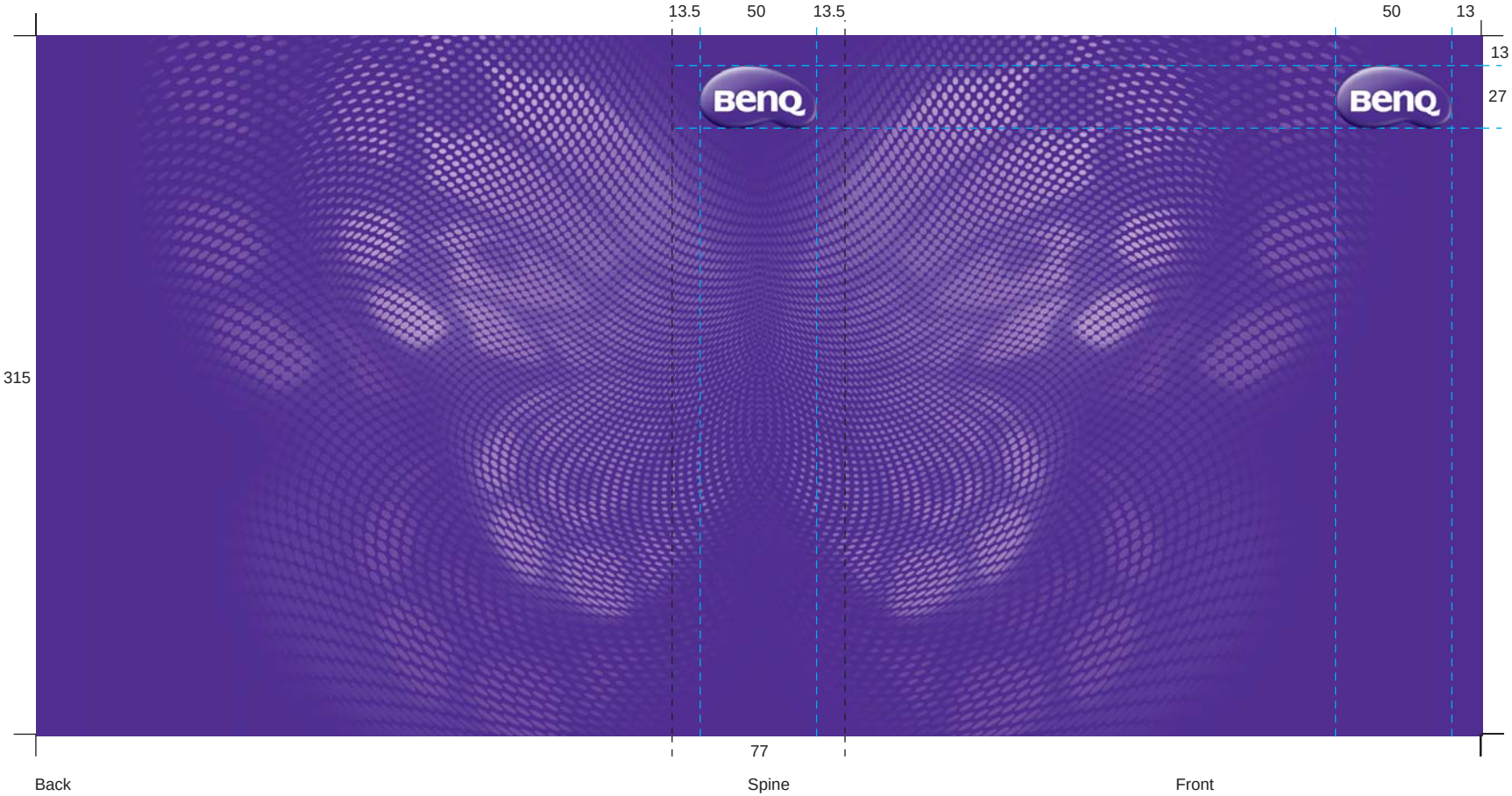
C 02.11 Stationery
Presentation Folder - Lever Arch or Ring Binder

Size
287mm x 315mm

Stock
Heavy folder card. Laminate print to card and seal with a matt Cellosheen.

Colour
The pattern and logo prints four colour process.
The inside is solid BenQ Purple PMS 268.

Pattern
Use the Corporate Pattern Extended .psd file.



C 02.12 Stationery
Presentation Folder - Lever Arch or Ring Binder Continued

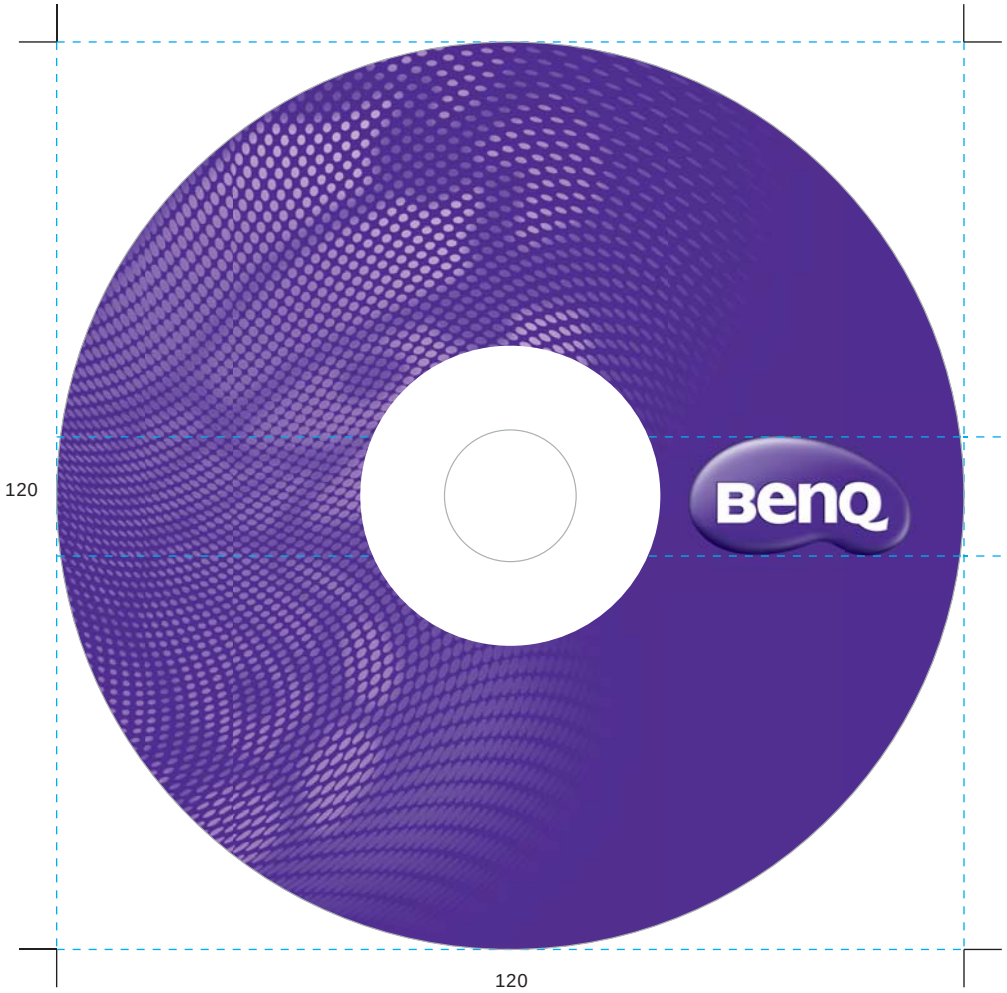
C 02.13 Stationery
CD/DVD

Size
120mm x 120mm

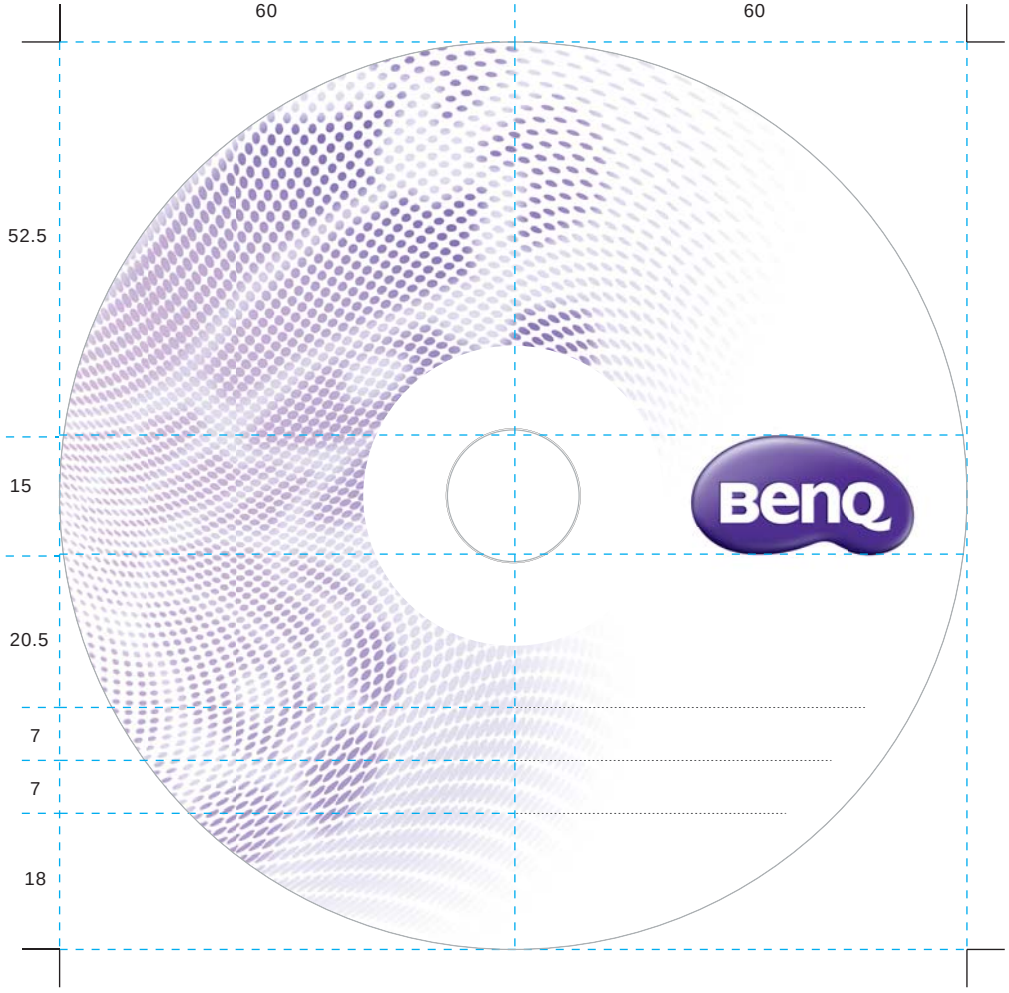
Pattern
Use the Corporate Pattern and
Corporate Pattern Reversed .psd files.

There are two CD/DVD designs.

CD Design 1 - Purple
The pattern prints CMYK.



CD Design 2 - Reversed
The pattern prints CMYK and can be manualy labeled.



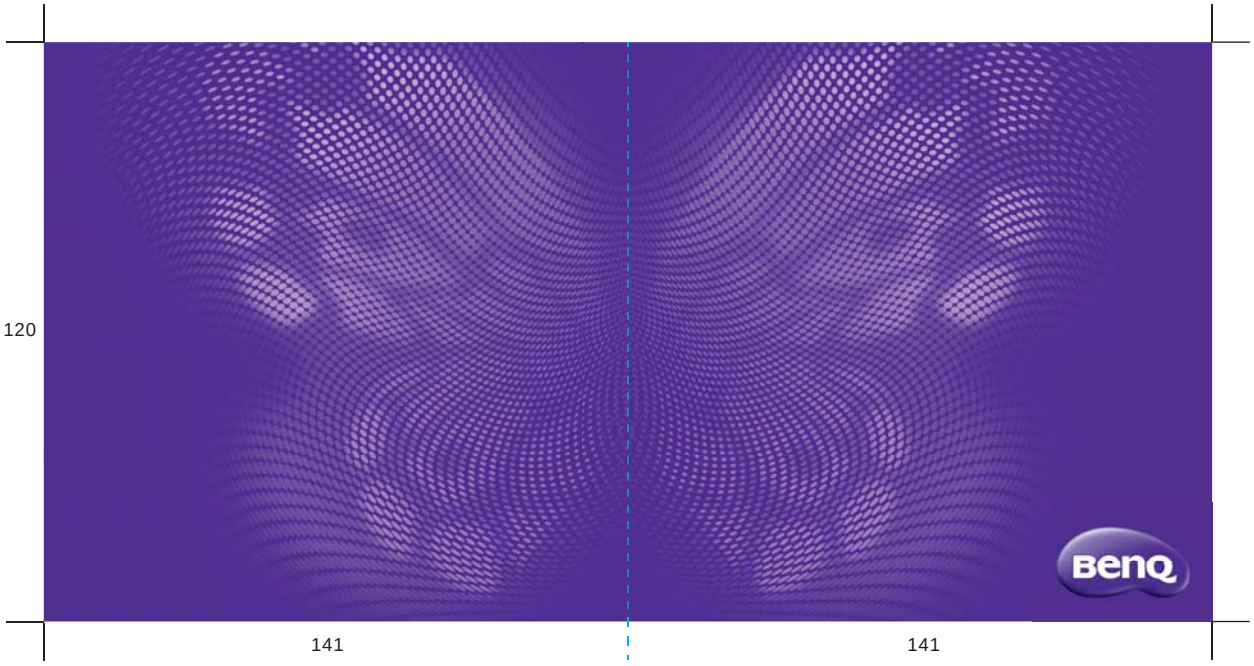
C 02.14 Stationery.
CD/DVD Cover

Size
Finished Size 125mm x 142mm

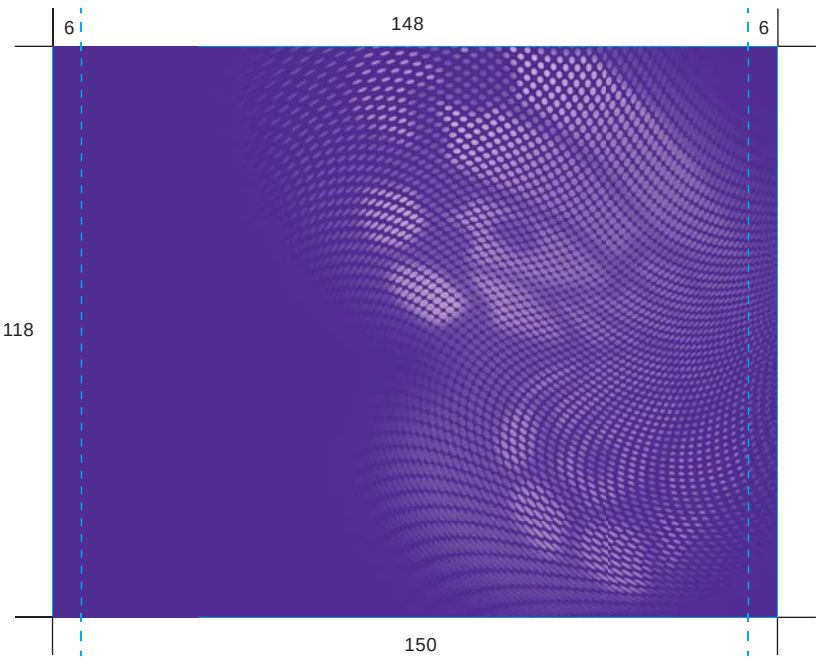
Pattern
Use the Corporate Pattern .psd file.

Colour
The pattern and logo prints four colour process.
The inside is solid BenQ Purple PMS 268.

Disc Case Front Sleeve



Disc Case Back Cover



Corporate Identity and Visual Identity Guidelines
Section C 03
Business Forms

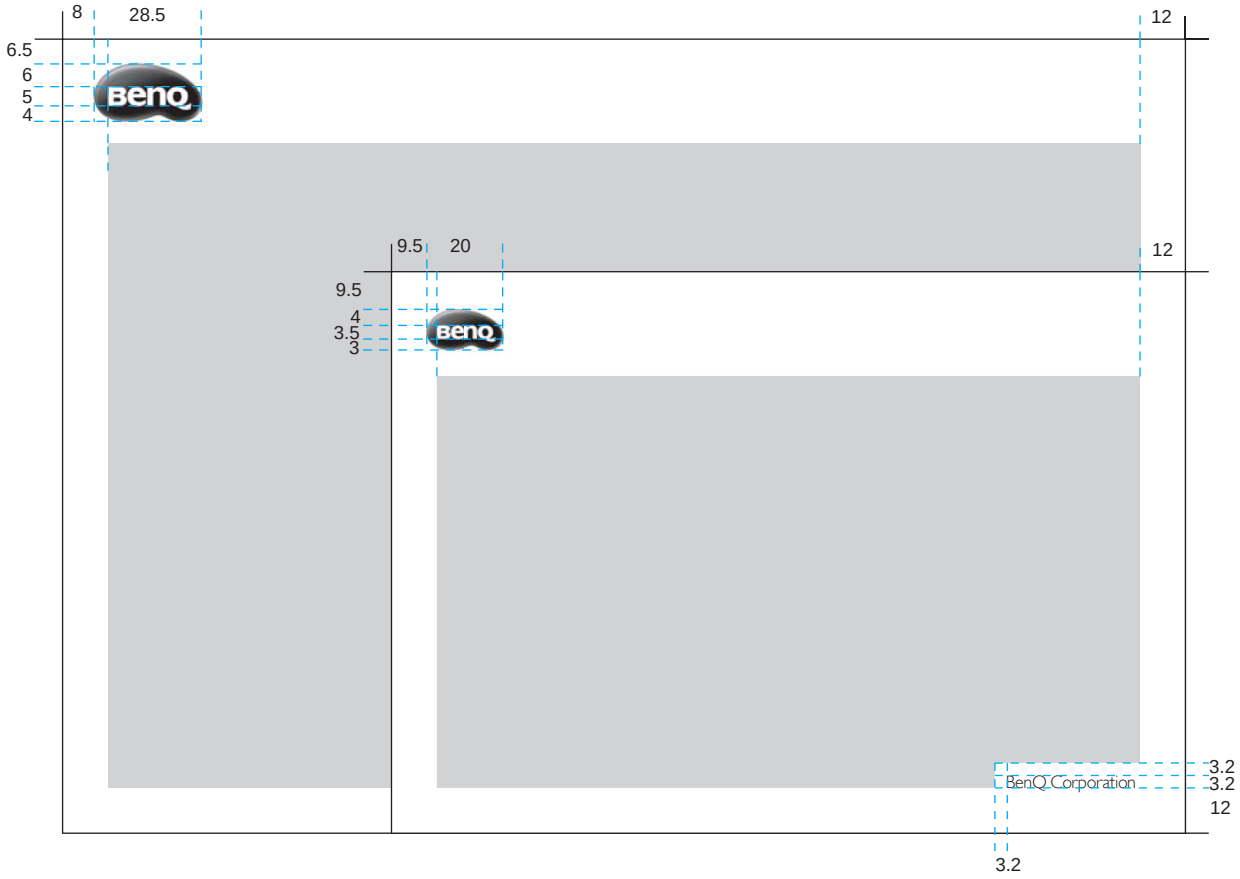
C 03.01 Business Forms
Internal Form

Size

A4 297mm x 210mm
A5 148.5mm x 105mm

Alphabet Typography

Typeface	Type size
Company Name	
Gill Sans MT Light	13.5 Point



All measurements are in mm
Exhibits are 50% original size.

Black

Business form positional area. Do not print.

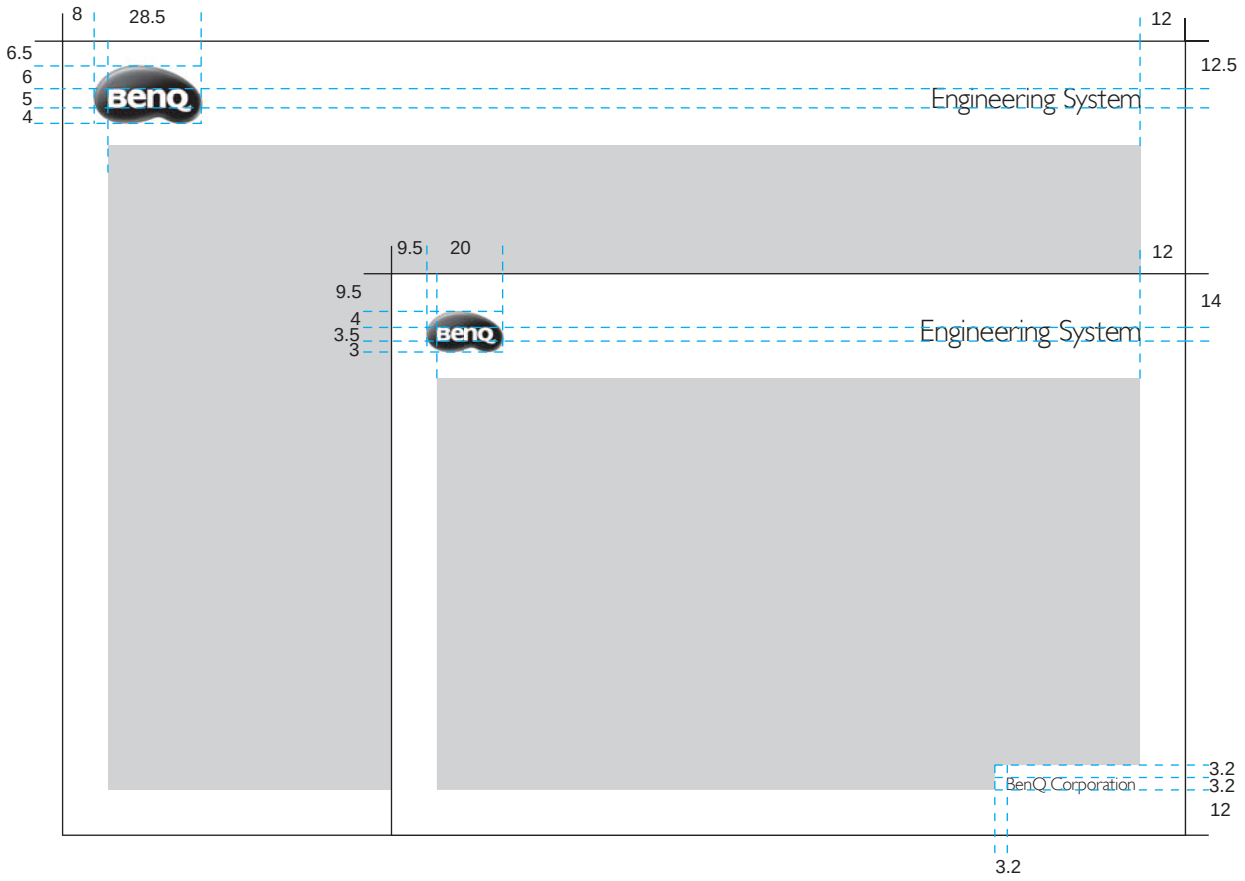
C 03.02 Business Forms
Alphabet Standard

Size

A4 297mm x 210mm
A5 148.5mm x 105mm

Alphabet Typography

Typeface	Type size
Company Name	
Gill Sans MT Light	13.5 Point
Descriptor	
Gill Sans MT Light	23.5 Point

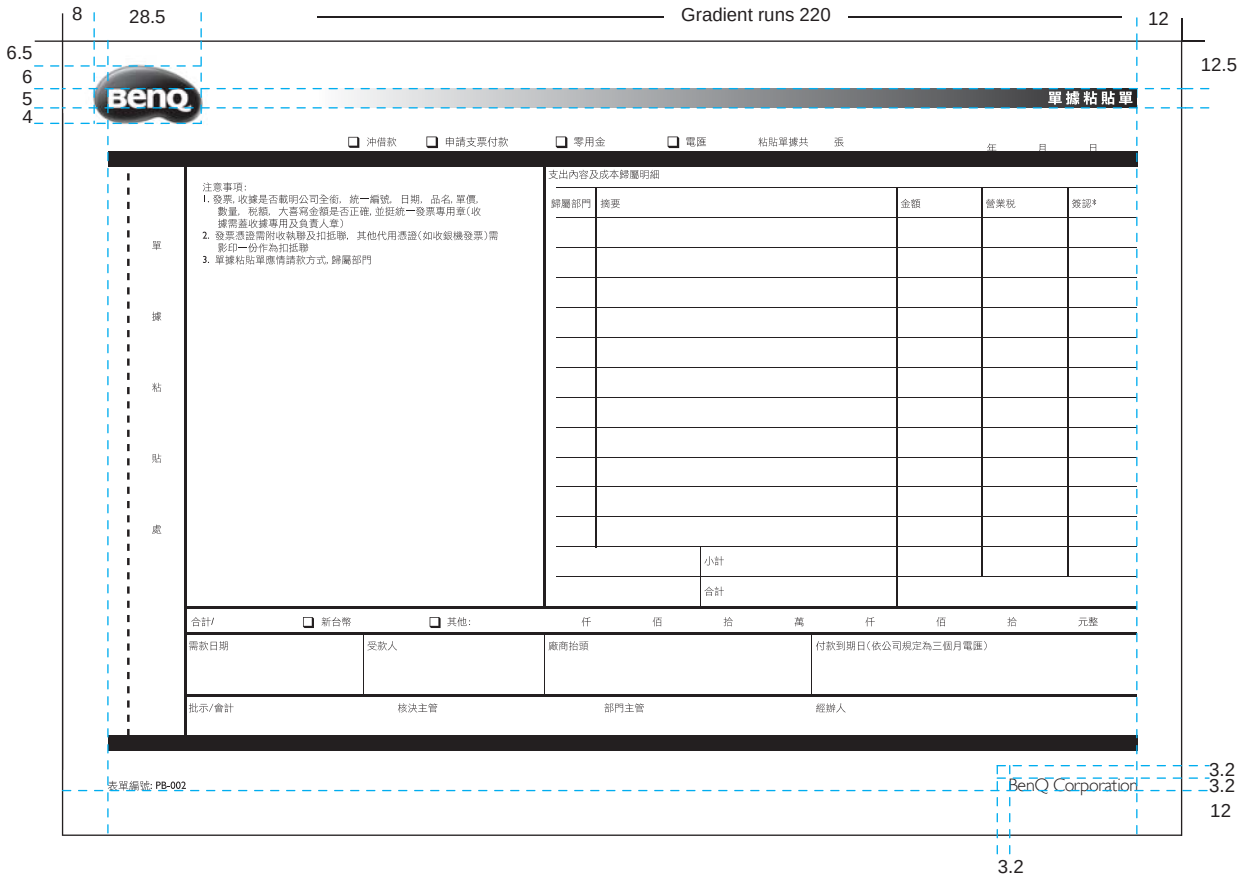


All measurements are in mm
Exhibits are 50% original size.

Black

Business form positional area. Do not print.

C 03.03 Business Forms
Other Example



All measurements are in mm
Exhibits are 50% original size.

Black

C 03.04 Business Forms
Other Example

All measurements are in mm
Exhibits are 50% original size.

Black

C 03.05 ID Business Forms
Employee ID Card

Size
55mm x 87mm

Alphabet Typography

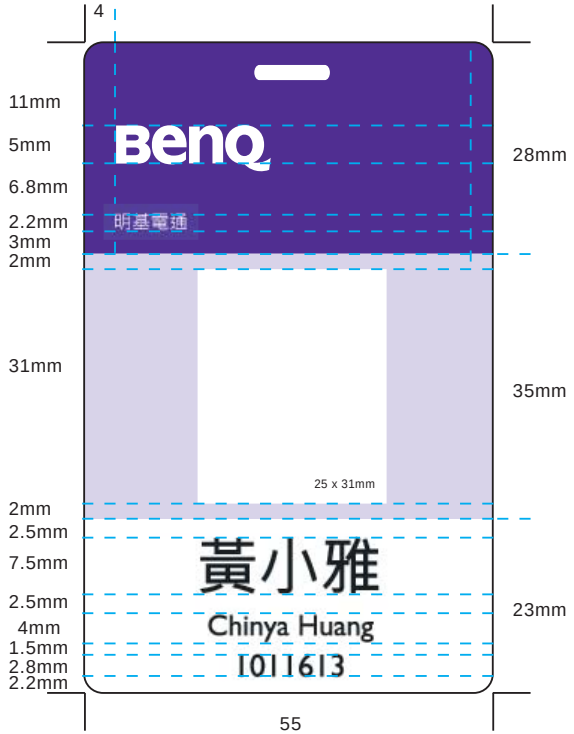
Typeface	Type Size
Company logo	5mm
Company Name Microsoft JhengHei Regular	2.2mm
Text Chinese Name Microsoft JhengHei Bold	23pt
English Name Gill Sans MT Regular	11pt
Employee ID Gill Sans MT Regular	12pt

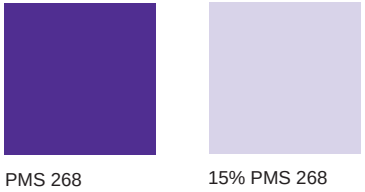
Colour

Top
BenQ Purple PMS 268

Middle
15% of BenQ Purple PMS 268

Bottom
0% of BenQ Purple PMS 268





C 03.06 Business Forms
Dealer Certificate

There are three levels of dealer certificates, golden, silver and copper dealers. The certificates are differentiated by the colour of the pattern and organic wave bar.

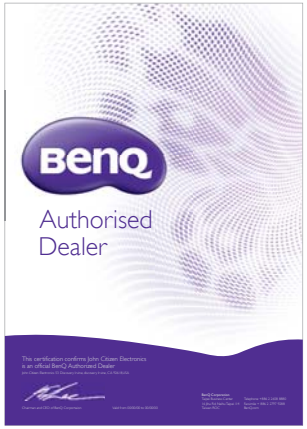
Size
A3 297mm x 420mm

Colour
The pattern prints four colour process.
The type is either reversed white or matched to PMS Cool Gray 11.

Wave Bar Colour Breakdowns
Golden Dealer: PMS 268 or C86 M100 Y0 K0
Silver Dealer: PMS 428 or C2 M0 Y0 K18
Copper Dealer: 10% of PMS 268 or C9 M10 Y0 K0

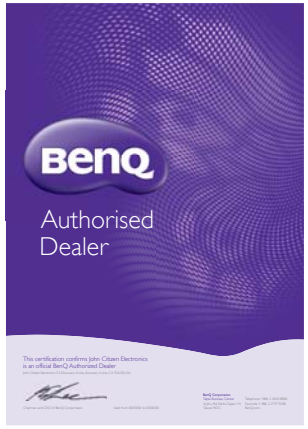
Pattern
Use the Corporate Pattern and Corporate Pattern Reversed .psd file.

Golden Dealer



Silver Dealer

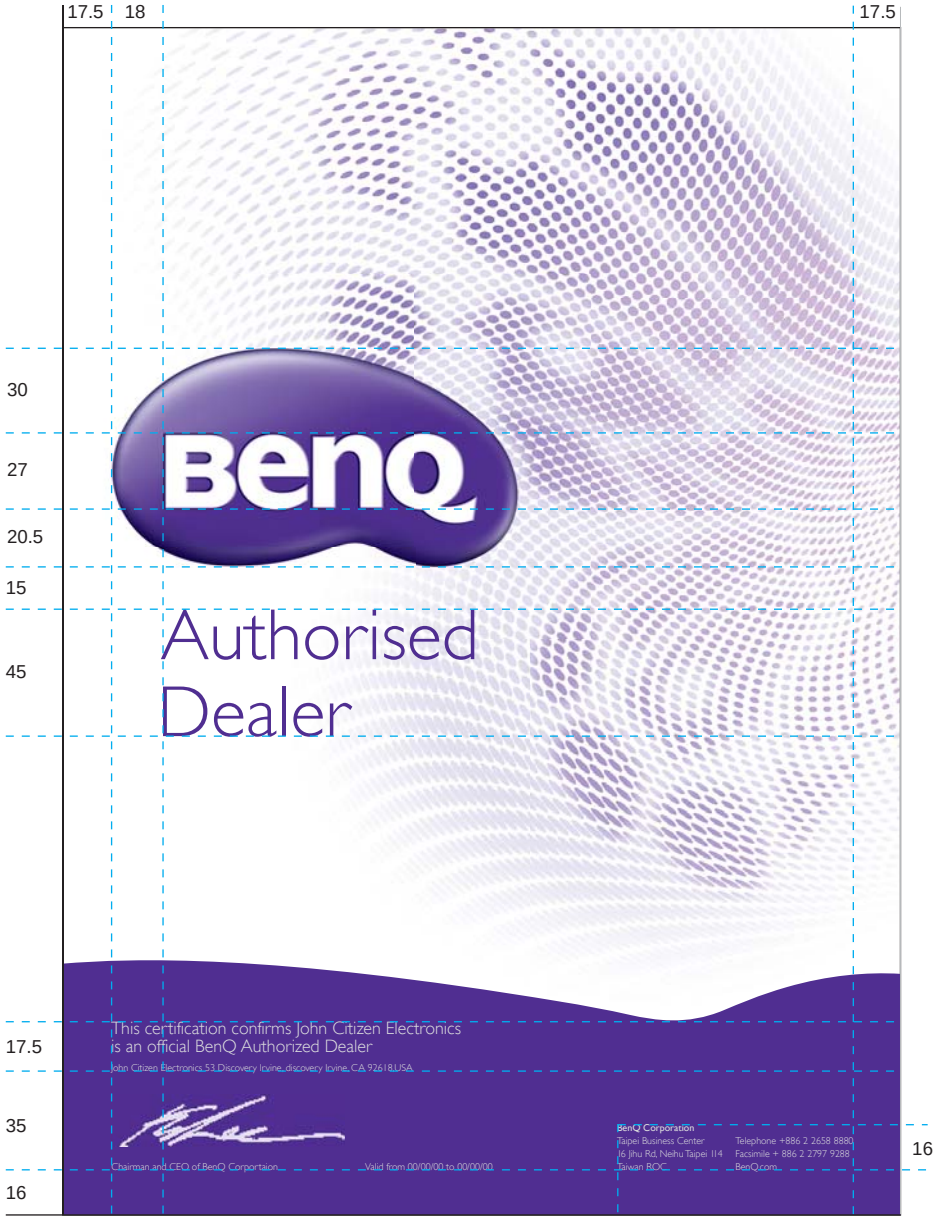
Copper Dealer



BenQ Logo authorized seal embossed silver foil.

Maximum height for certificate title block
Do not resize BenQ logo and certificate title

77.5



C 03.07 Business Forms
School Certificate

Size
A3 297mm x 420mm

Alphabet Typography

Typeface	Type Size
BenQ School Certificate	
Gill Sans MT Light	62pt /70pt
Name of Certificate	
Gill Sans MT Light	32pt /48pt
Certificate Descriptor	
Gill Sans MT Light	22pt /25pt
Awardee Name	
Gill Sans MT Regular	50pt/84pt
BenQ President	
Gill Sans MT Light	22pt /25pt

Colour
The pattern prints four colour process.
The type is matched to PMS Cool Gray 11.

Pattern
Use the Corporate Pattern Reversed .psd file.

C 03.08 Business Forms
Award

Size
A3 297mm x 420mm

Alphabet Typography

Typeface	Type Size
BenQ School Certificate	
Gill Sans MT Light	62pt /70pt
Name of Certificate	
Gill Sans MT Light	32pt /48pt
Certificate Descriptor	
Gill Sans MT Light	22pt /25pt
Awardee Name	
Gill Sans MT Regular	50pt/84pt
BenQ President	
Gill Sans MT Light	22pt /25pt

Colour
The pattern prints four colour process.
The type is matched to PMS Cool Gray 11.

Pattern
Use the Corporate Pattern Reversed .psd file.

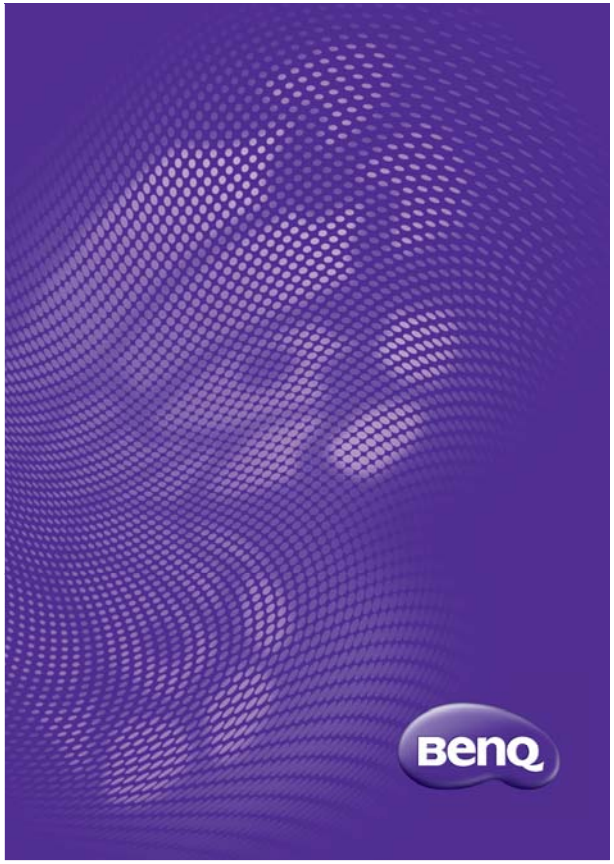
C 03.09 Business Forms
Advertising Launch Poster - Corporate Pattern

Size
A1 594mm x 841mm

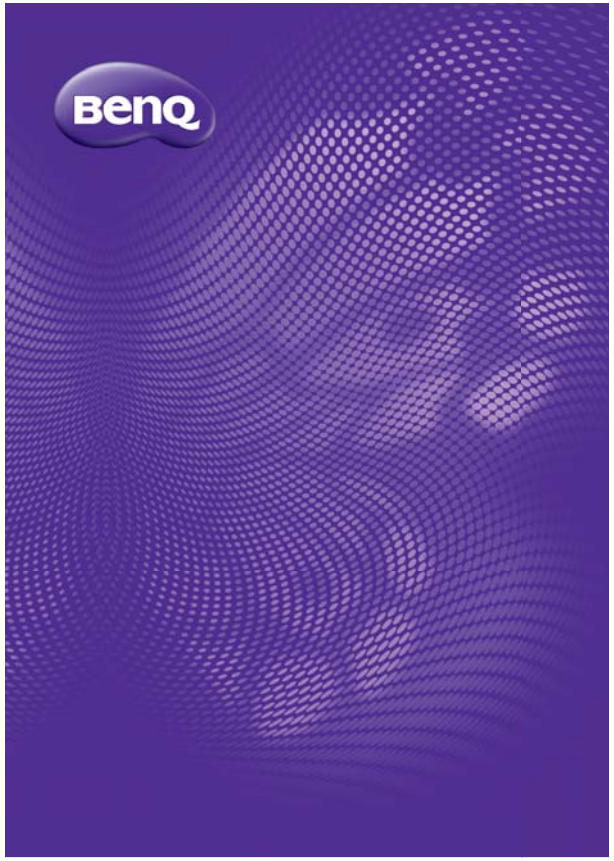
Colour
The pattern prints four colour process.

Pattern
Use the Corporate Pattern .psd file.

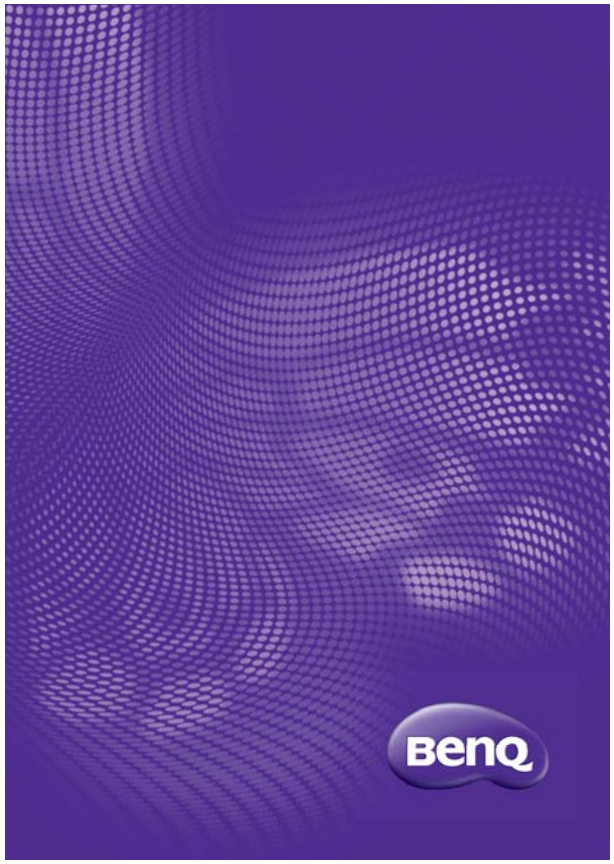
Launch Poster option 1



Launch Poster option 2



Launch Poster option 3



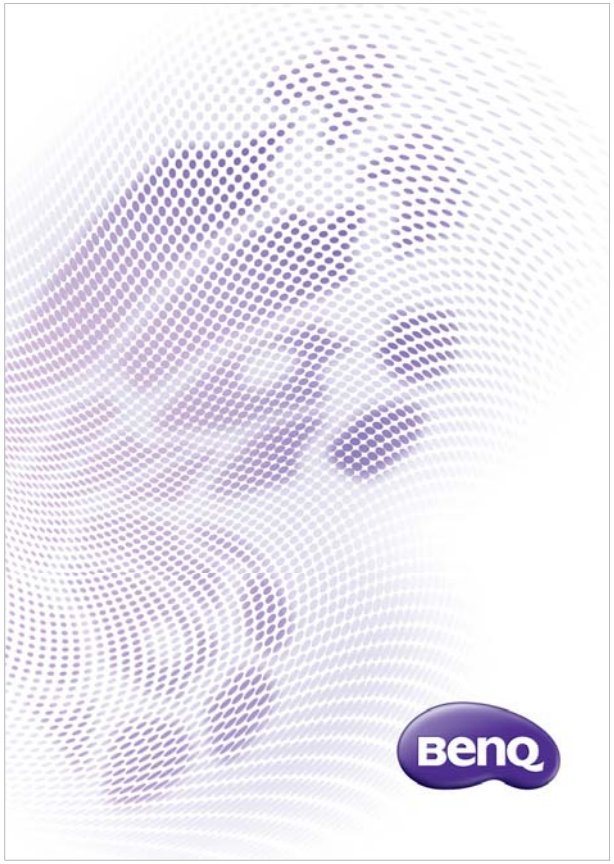
C 03.10 Business Forms
Advertising Launch Poster - Corporate Pattern Reversed

Size
A1 594mm x 841mm

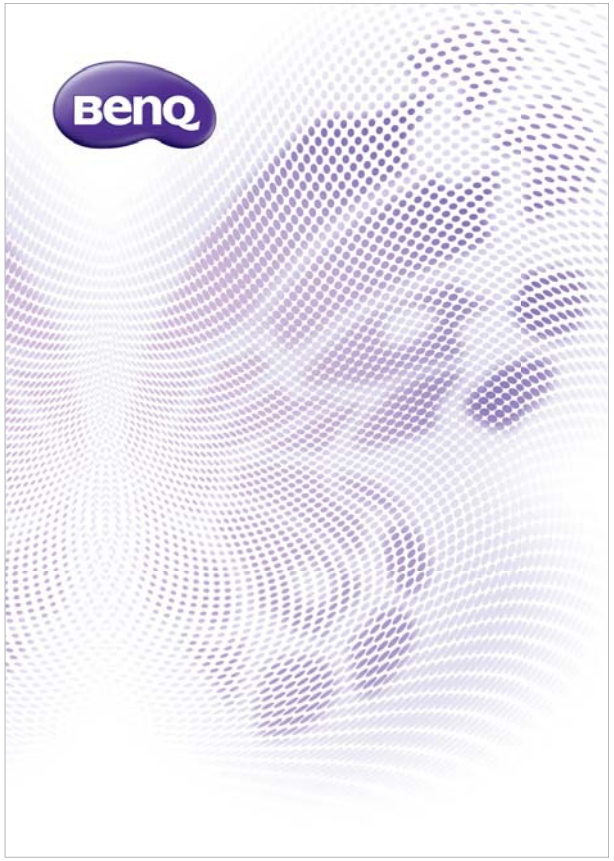
Colour
The pattern prints four colour process.

Pattern
Use the Reversed Corporate Pattern .psd file.

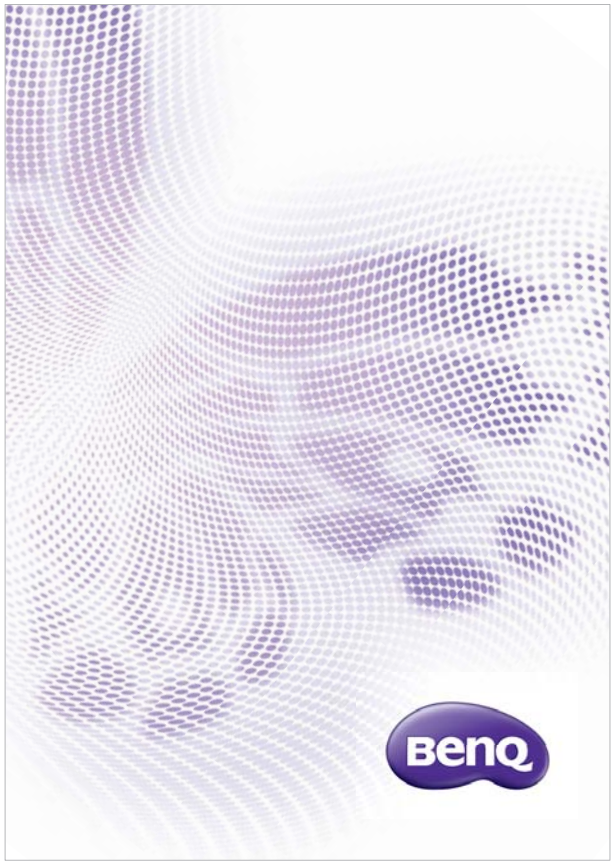
Launch Poster option 1



Launch Poster option 2



Launch Poster option 3



Corporate Identity and Visual Identity Guidelines
Section C 04
Corporate Signage

C 04.01 BenQ Corporate Signage
Lobby Area Chinese

BenQ Purple PMS 268 Background Panel

Silver Background Panel

Lettering and Back Panel Material
Hairline Stainless Steel
Anodised Aluminium or
Adhesive Vinyl Aluminium

Color
Silver PMS 877 or BenQ Purple PMS 268 or White

Lighting
Indirect exterior lighting fixtures (if required)

White Panel Background

C 04.02 BenQ Corporate Signage
Lobby Area Alphabet

BenQ Purple PMS 268 Background Panel

Silver Background Panel

Lettering and Back Panel Material

Hairline Stainless Steel
Anodised Aluminium or
Adhesive Vinyl Aluminium

Color

Silver PMS 877 or BenQ Purple PMS 268 or White

Lighting

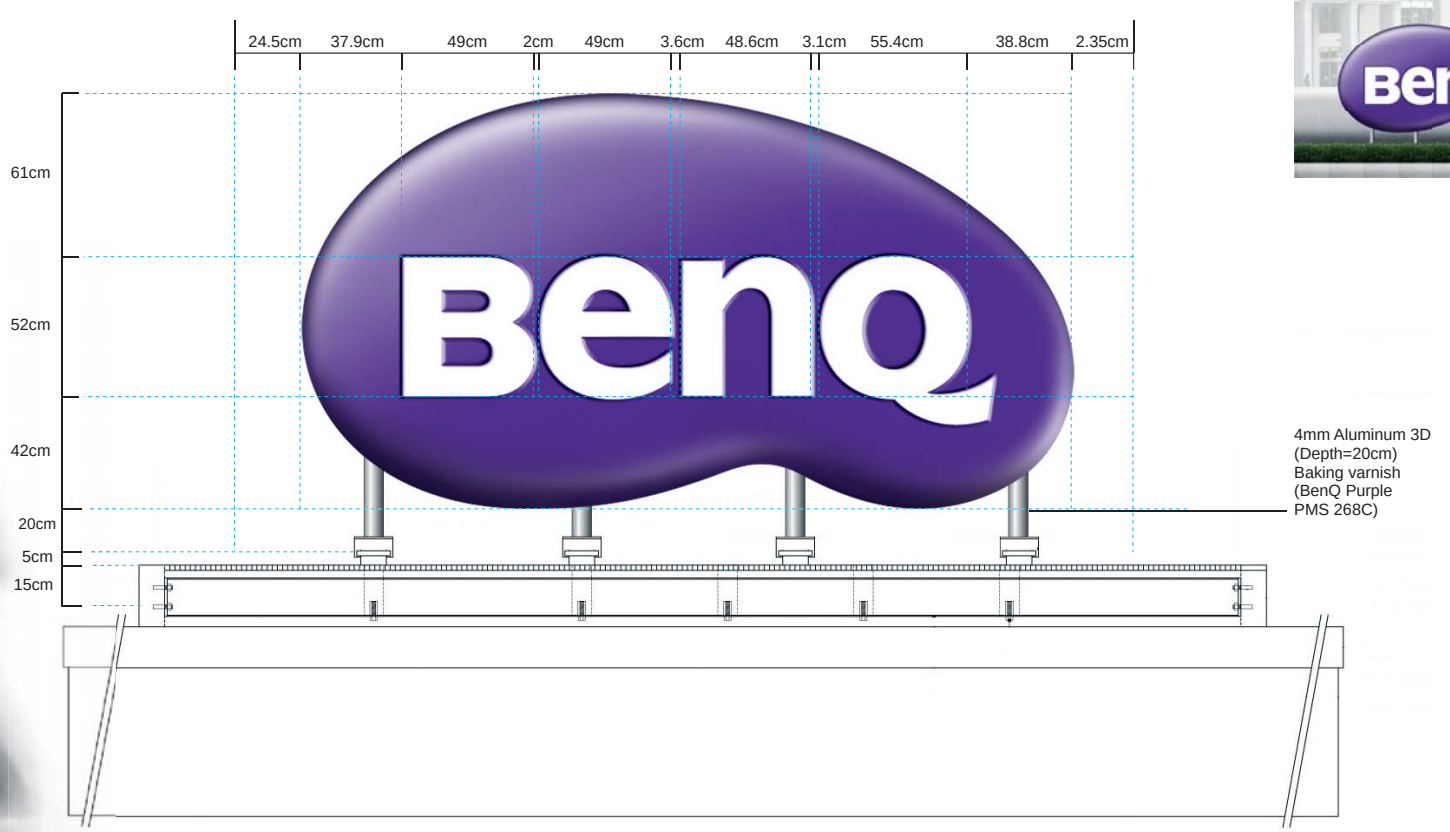
Indirect exterior lighting fixtures (if required)

White Panel Background

C 04.03 BenQ Corporate Signage
External Neon Sign

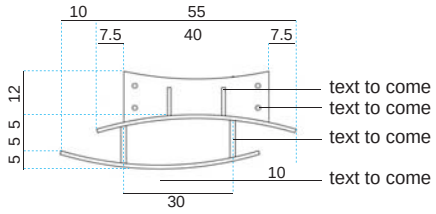
Front side Logo fix position

C 04.04 BenQ Corporate Signage
External Sign

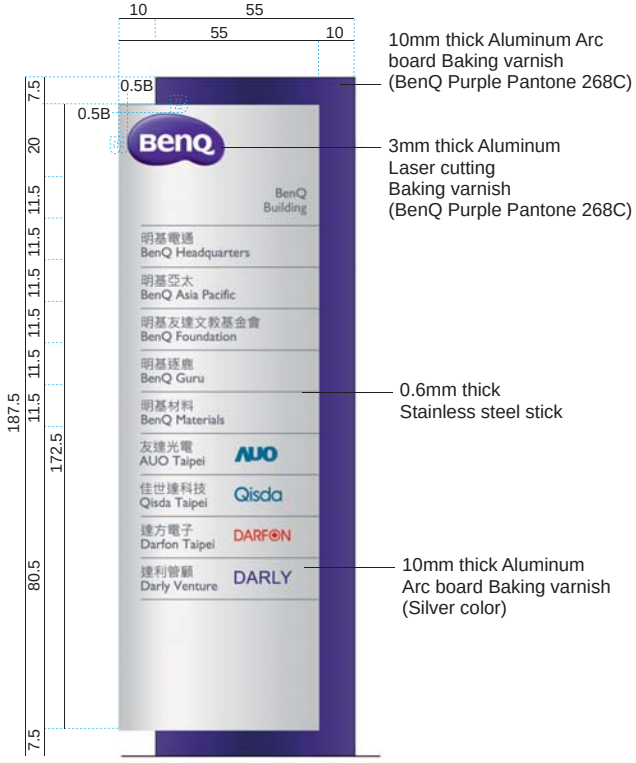


C 04.05 BenQ Corporate Signage
External Sign

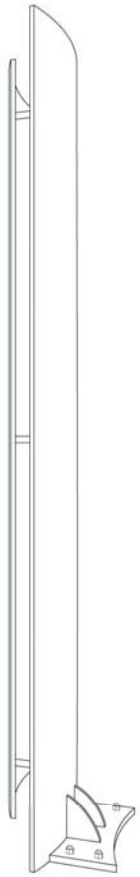
This signage is designed to provide company information for visitors. The sign is to be placed close to the entrance of the building enabling visitors to see it easily.



Plane View



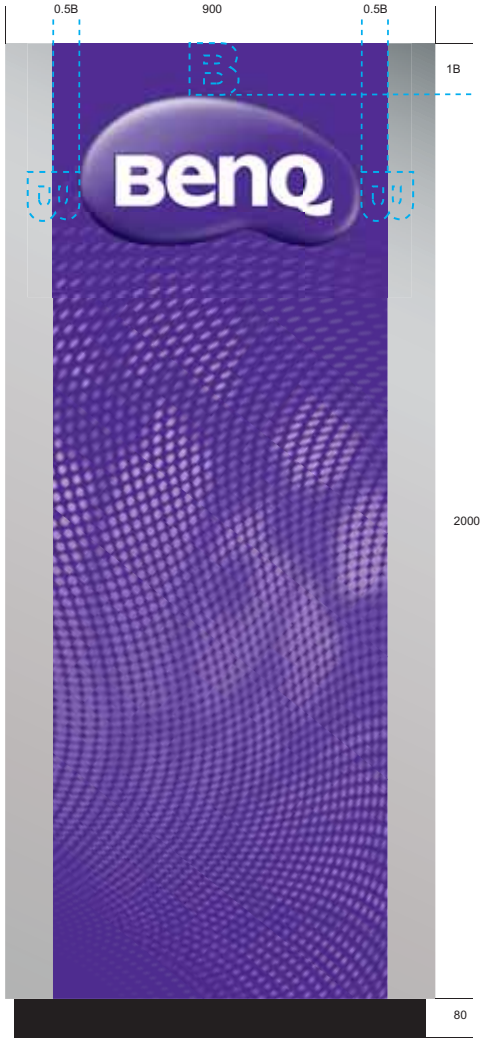
Front View



Perspective

C 04.06 BenQ Corporate Signage
External Sign

Front View



Side View

This signage is designed to welcome visitors to BenQ buildings.

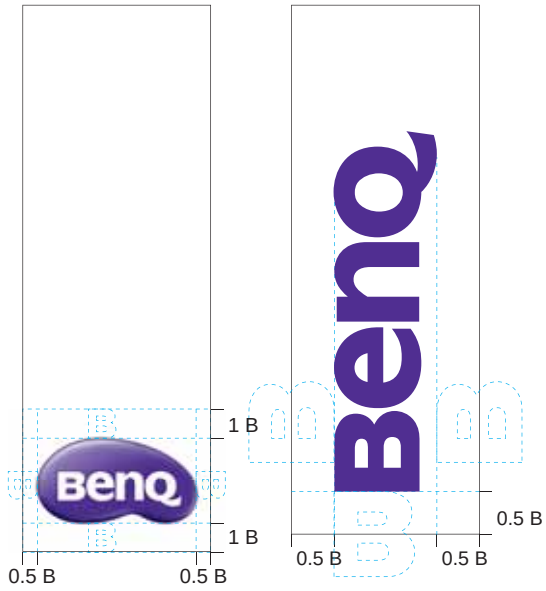
Design Option One

Design Option Two

All measurements are apporximate

C 04.07 BenQ Corporate Signage
Application Examples - Banners - Option 1

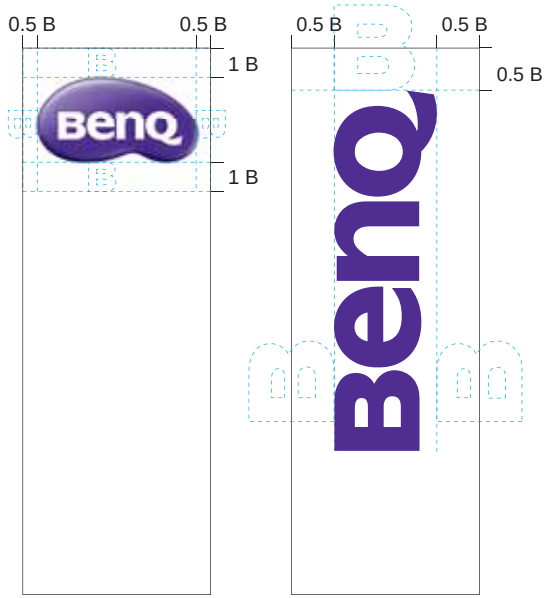
For banners that are over 2 metres in height the BenQ Logo should sit at the base of the banner with the company name at the top.



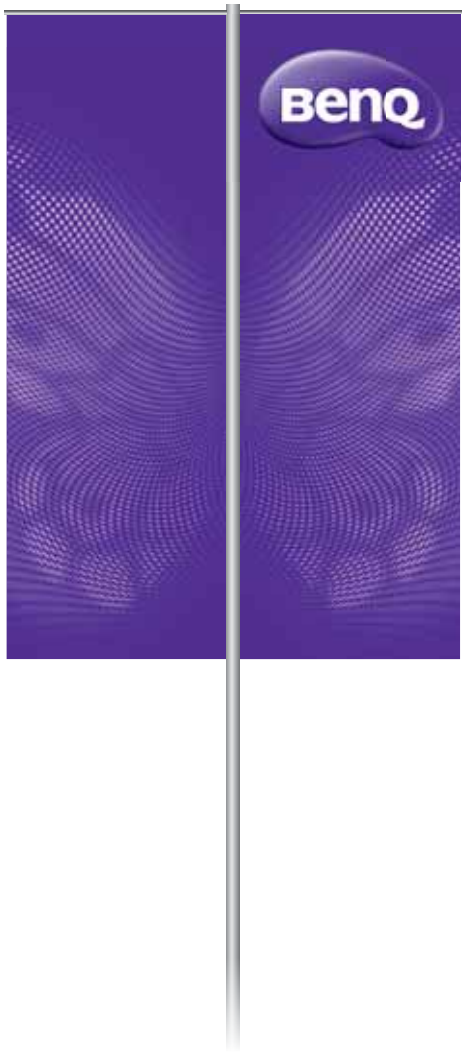
C 04.08 BenQ Corporate Signage
Application Examples - Banners - Option 2

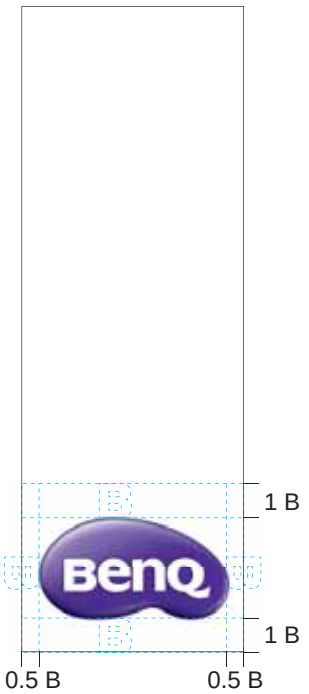
Hand held banners

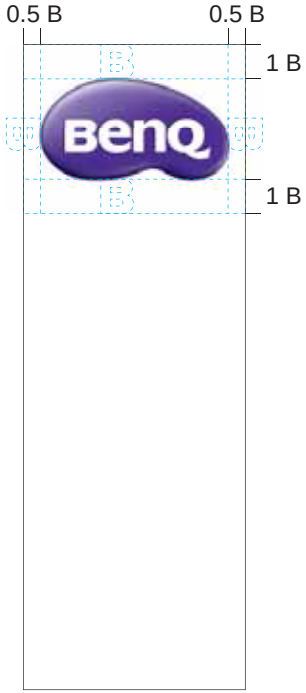
For banners that are to be held by people the BenQ Logo should sit at the top of the banner with the company name at the bottom.



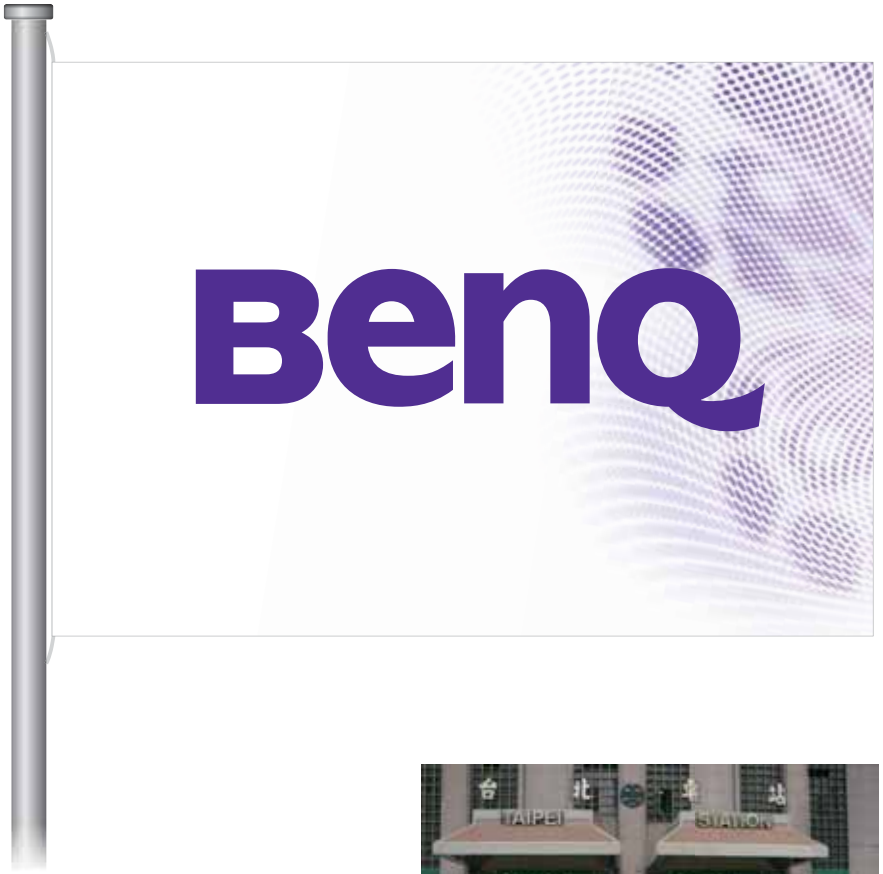
C 04.09 BenQ Corporate Signage
Application Examples - Banners - Option 3



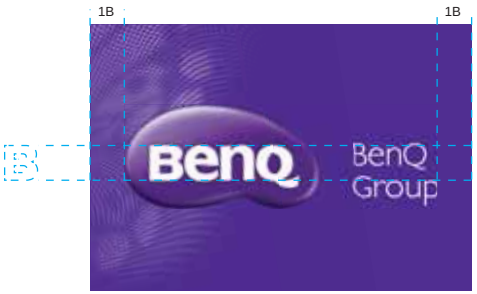


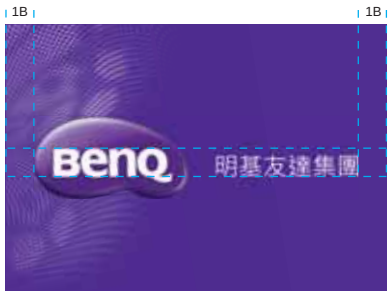


C 04.10 BenQ Corporate Signage
Application Examples - Corporate Flags



C 04.11 BenQ Corporate Signage
Application Examples - Company Flags





C 04.12 BenQ Corporate Signage
Vehicle Livery

Colour

The vehicle is Silver or White. The BenQ Logo and the URL type is BenQ Purple PMS 268.

Size and Positioning

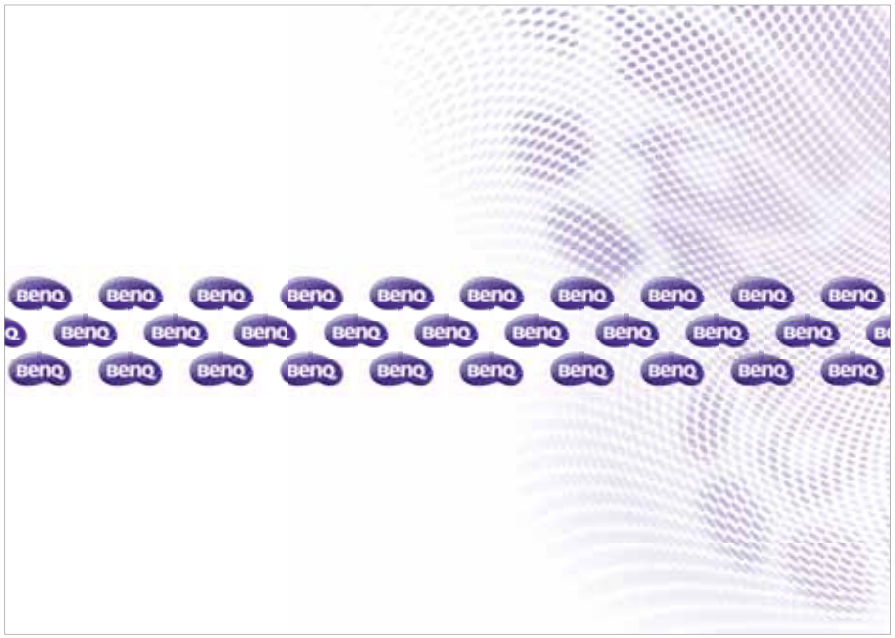
The BenQ Logo is positioned on the back doors. The decal on the back window is transparent. Use two way adhesive vinyl to allow vision through the window. The URL aligns with the base of the type in the BenQ Logo. Exact size and positioning of graphics can only be obtained by sighting and measuring the actual vehicle, as models vary in detail, including badge placement and other features such as door bumpers and handles. All these elements must be considered when applying the graphics. Graphics appear on both sides of the vehicle.

Type

The typeface for secondary information is Gill Sans MT Light.

C 04.13 BenQ Corporate Signage
Application Examples Repeat Logo for Media/Press Backdrop

This example demonstrates how the BenQ Logo may be used as a repeat pattern for media backdrops and press conferences. There are two design options.



C 04.14 BenQ Corporate Signage
Lectern

The lectern is made from curved MDF (wooden material).The MDF is laminated with a gloss aluminium sheet.The Corporate Pattern is a digital transparent adhesive sticker applied to the gloss aluminium sheet.

The inside of the base has an iron board for weight balance.

The BenQ Logo is 10mm thick acrylic BenQ Purple.

Round curve for the edges

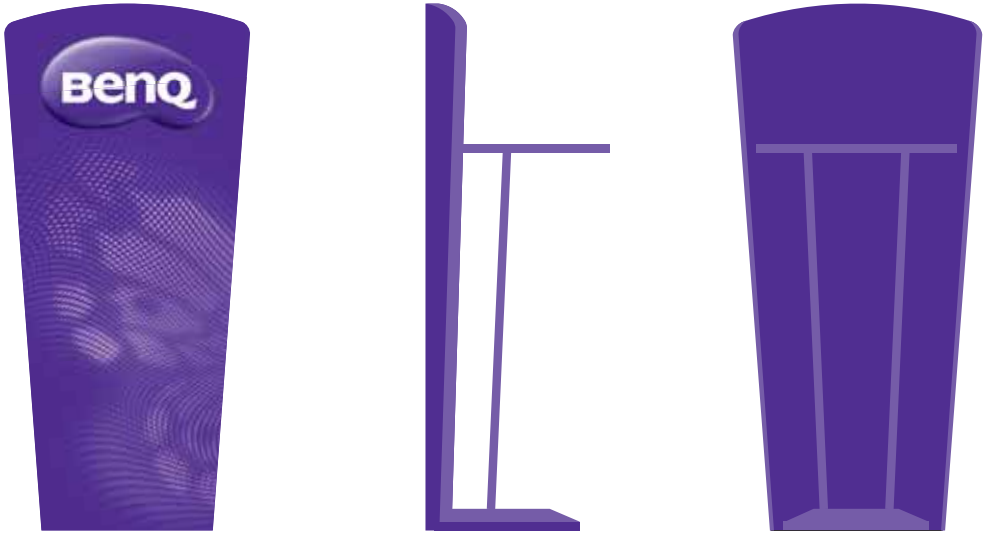
C 04.15 BenQ Corporate Signage
Lectern Continued

Pattern

The lectern can feature either the Corporate Pattern or the Reversed Corporate Pattern.

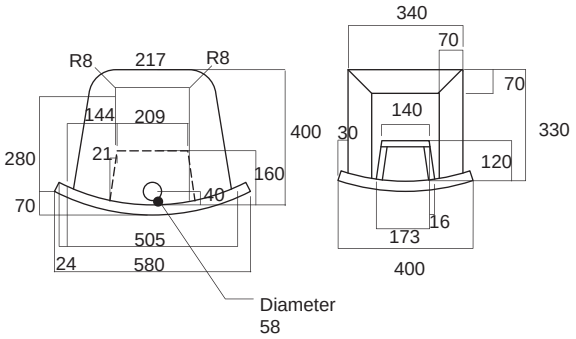
Cropping Guides

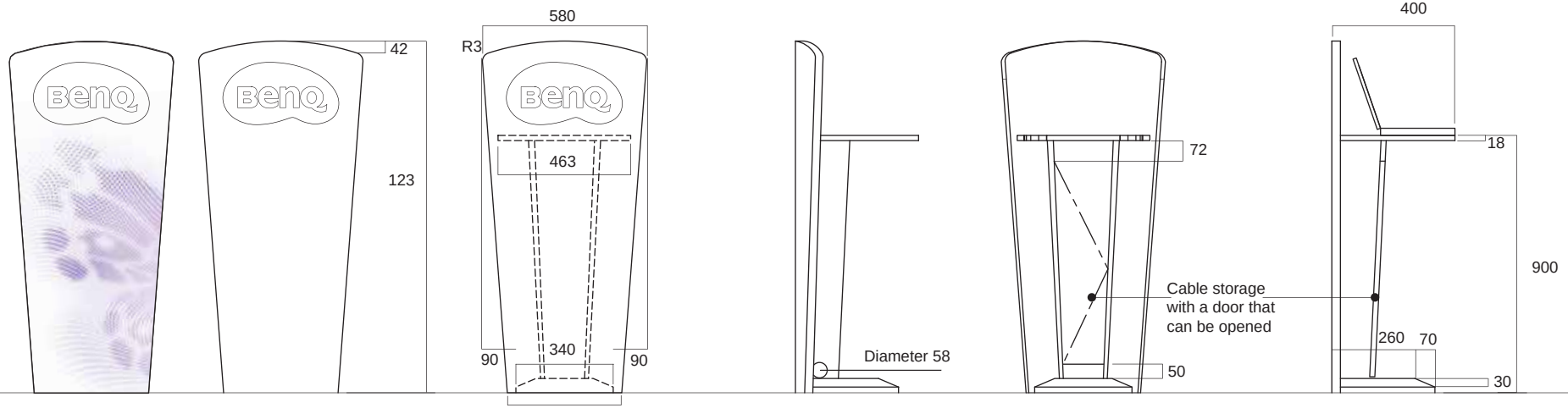
Design Option One

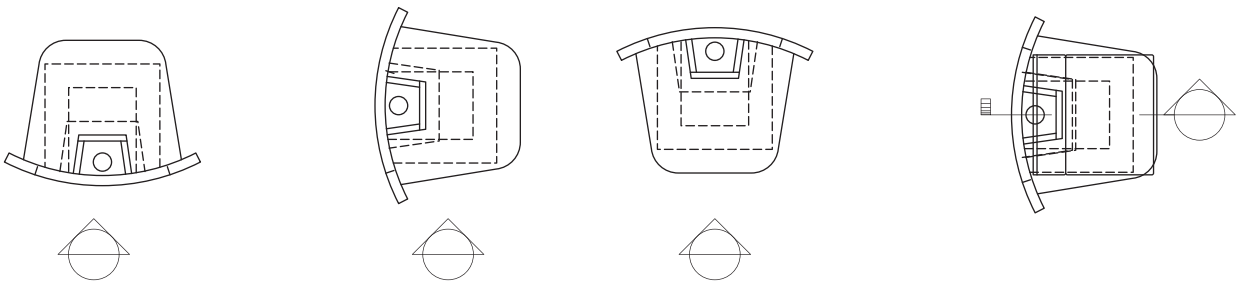


Design Option Two

C 04.16 BenQ Corporate Signage
Lectern Specifications



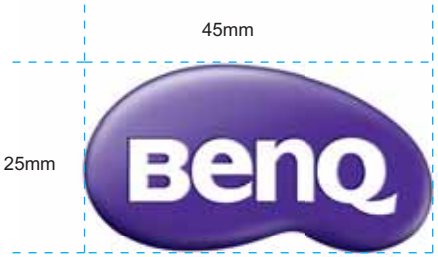




Corporate Identity and Visual Identity Guidelines
Section C 05
ID Materials

C 05.01 ID Materials
Generic Branding Badge

The branding badge is used for a range of applications including:
Internal office branding tools
T-shirts and Corporate gift labels.



C 05.02 ID Materials
Multi-Purpose Employee Name Badge

The multi-purpose name badge is for one-off demonstration or workshop identification. The badge can be produced with and without a workshop logo and name.

John Citizenson
Title or Workshop

John Citizenson
Title or Workshop

John Citizenson
Title or Workshop

John Citizenson
Title or Workshop

Corporate Identity and Visual Identity Guidelines
Section C 06
Promotional Items

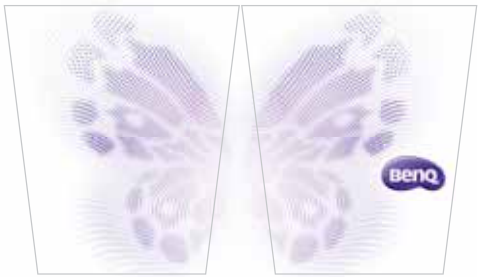
C 06.01 Promotional Items
Paper Cup

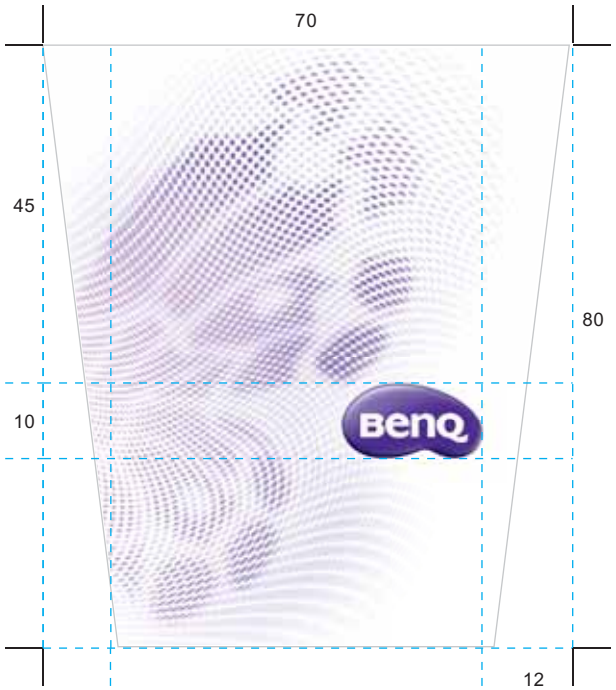
Size
70mm x 80mm

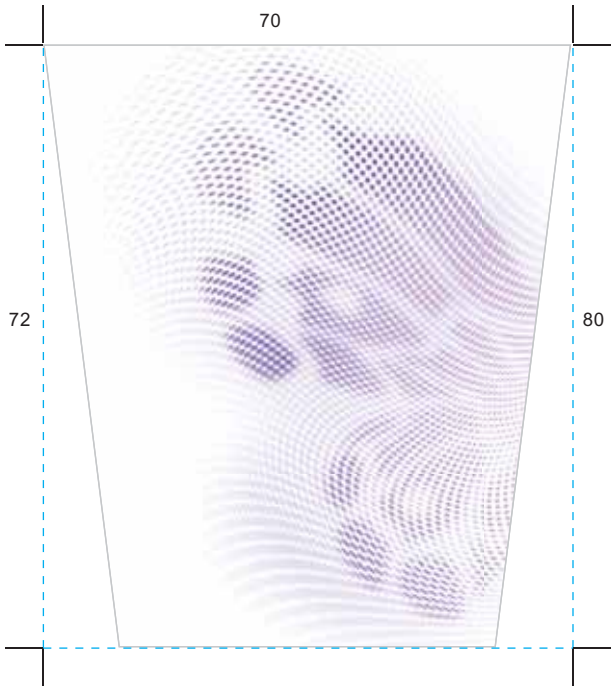
Colour
The BenQ Logo and pattern prints 4 colour process.

Pattern
Use the Reversed Corporate Pattern .psd file.

Cropping Guide





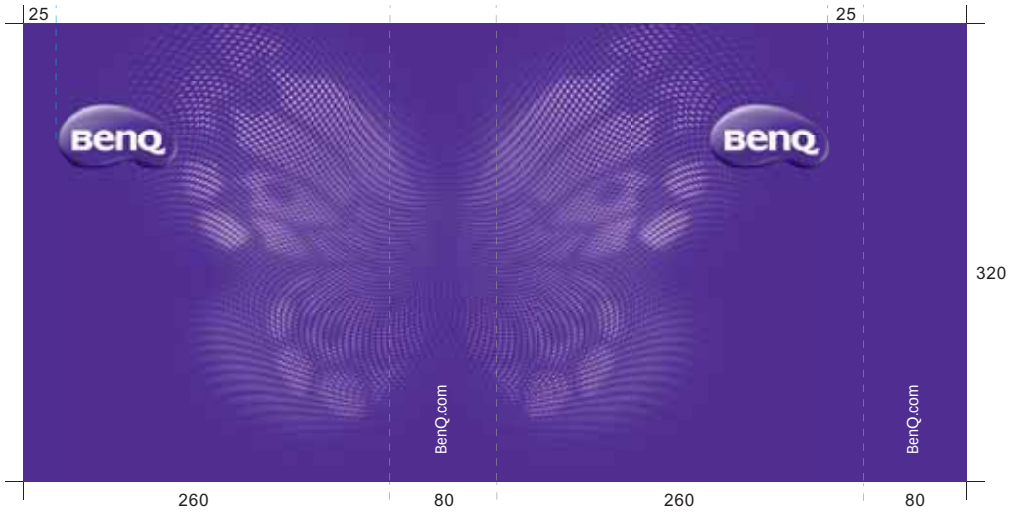


C 06.02 Promotional Items
Plastic Bag

Colour
The BenQ Logo and pattern prints
four colour process over the entire bag.

Size
260mm x 320mm
To suit A4 documents.

Pattern
Use the Corporate Pattern .psd file.
Repeat the pattern on both sides.
Refer to the cropping examples below.



Side

Design Option 1

Design Option 2

Design Option 3

Design Option 4

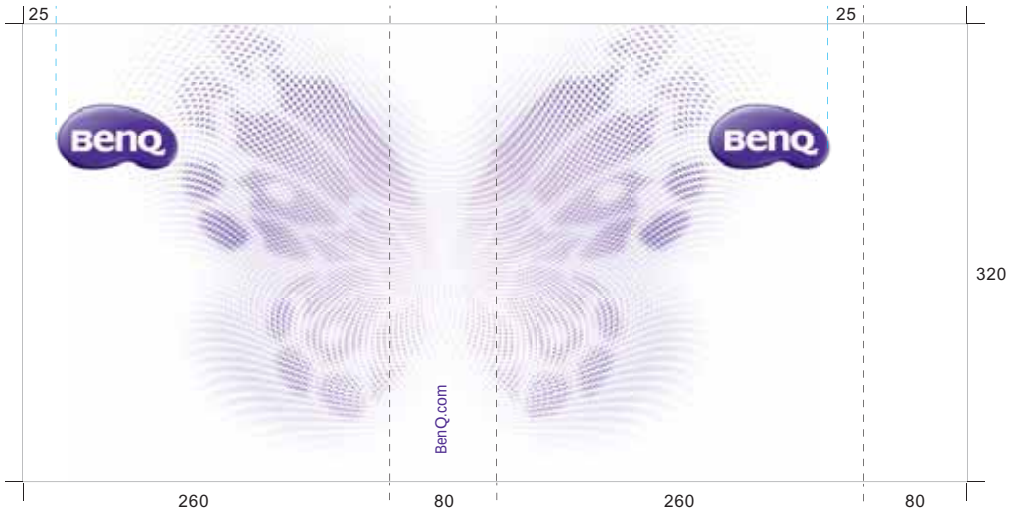
The BenQ URL can be replaced on the side of the bag by a company name

C 06.03 Promotional Items
Plastic Bag - Reversed Pattern

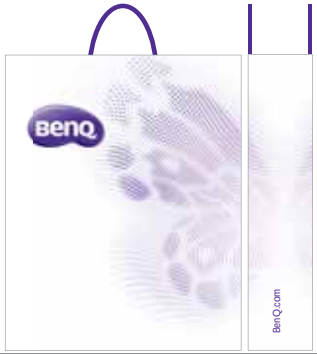
Colour
The BenQ Logo and pattern prints four colour process over the entire bag.

Size
260mm x 320mm
To suit A4 documents.

Pattern
Use the Corporate Pattern Reversed .psd file. Repeat the pattern on both sides.
Refer to the cropping examples below.



Side



Design Option 1

Design Option 2

Design Option 3

Design Option 4

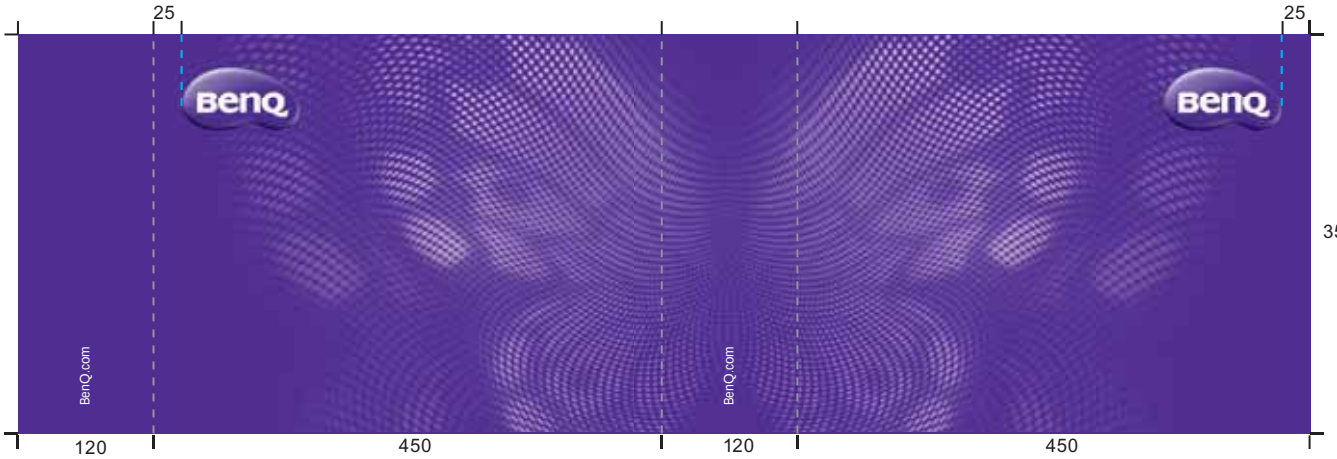
The BenQ URL can be replaced on the side of the bag by a company name

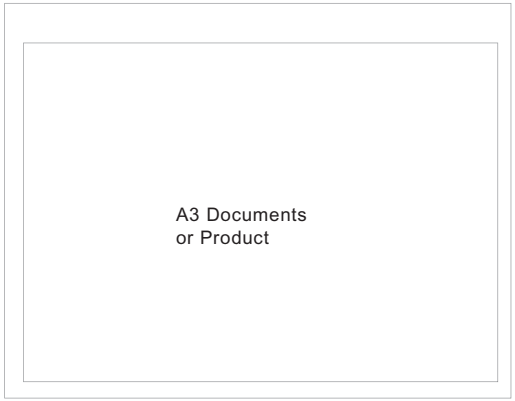
C 06.04 Promotional Items
Paper Bag

Colour
The BenQ Logo and pattern prints
four colour process over the entire bag.

Size
350mm x 450mm x 120mm
To suit A3 documents and products.

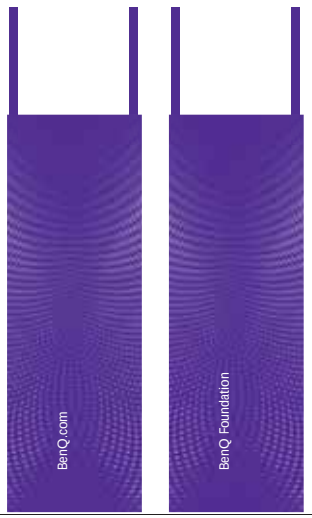
Pattern
Use the Extended Corporate Pattern .psd file.
Repeat the pattern on both sides.
Refer to the cropping examples below.





Design Option 1

Design Option 2



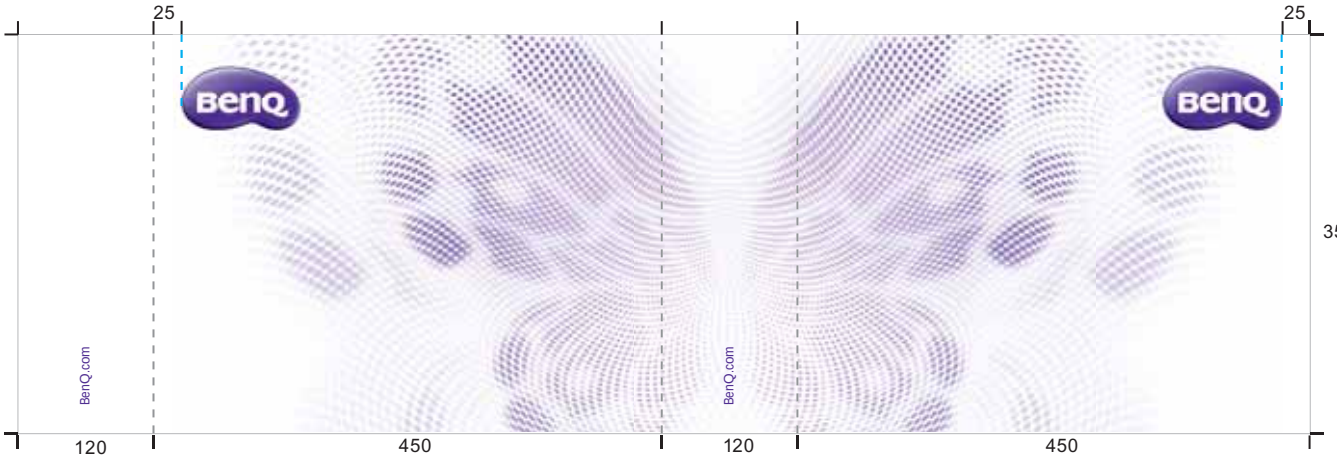
The BenQ URL can be replaced on the side of the bag by a company name

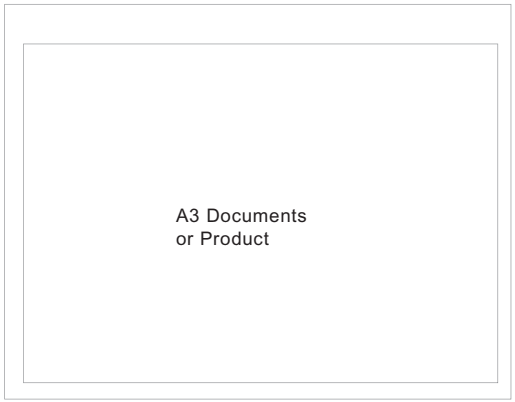
C 06.05 Promotional Items
Paper Bag - Reversed Pattern

Colour
The BenQ Logo and pattern prints
four colour process over the entire bag.

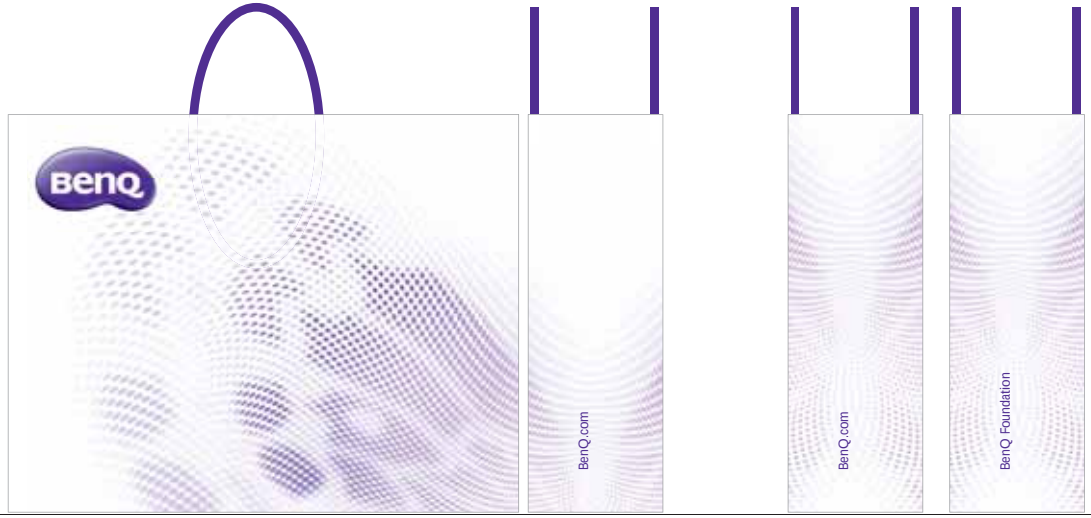
Size
350mm x 450mm x 120mm
To suit A3 documents and products.

Pattern
Use the Extended Corporate Pattern Reversed .psd file. Repeat the pattern on both sides.
Refer to the cropping examples below.





Design Option 1



Design Option 2

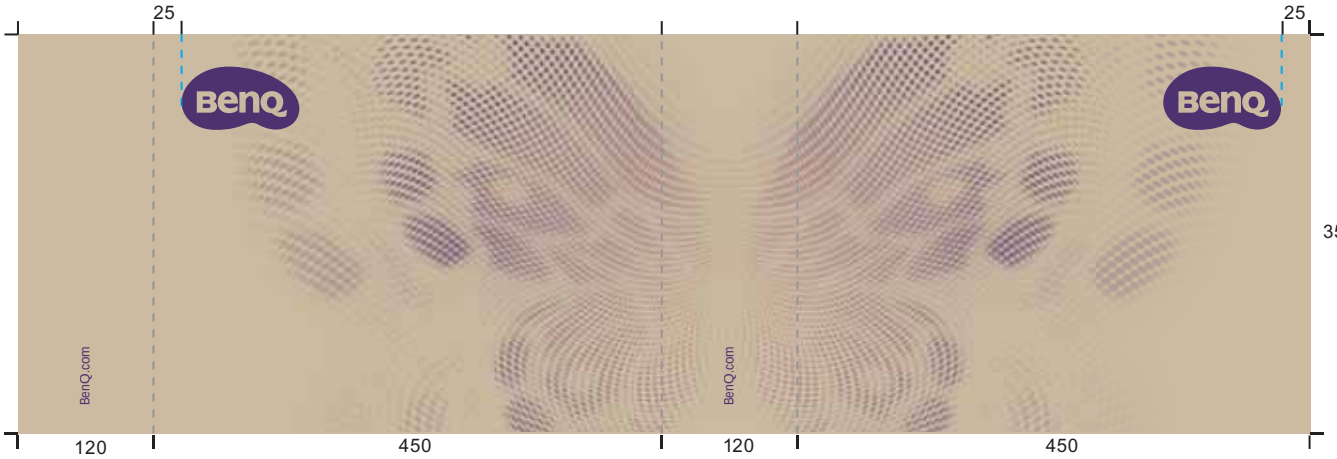
The BenQ URL can be replaced on the side of the bag by a company name

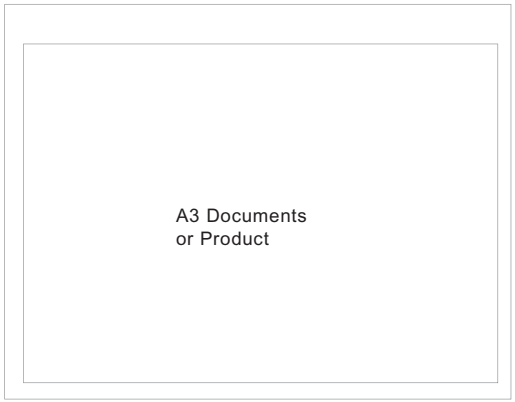
C 06.06 Promotional Items
Paper Bag Environmentally Friendly

Colour
The BenQ Logo and pattern print single colour PMS 268.

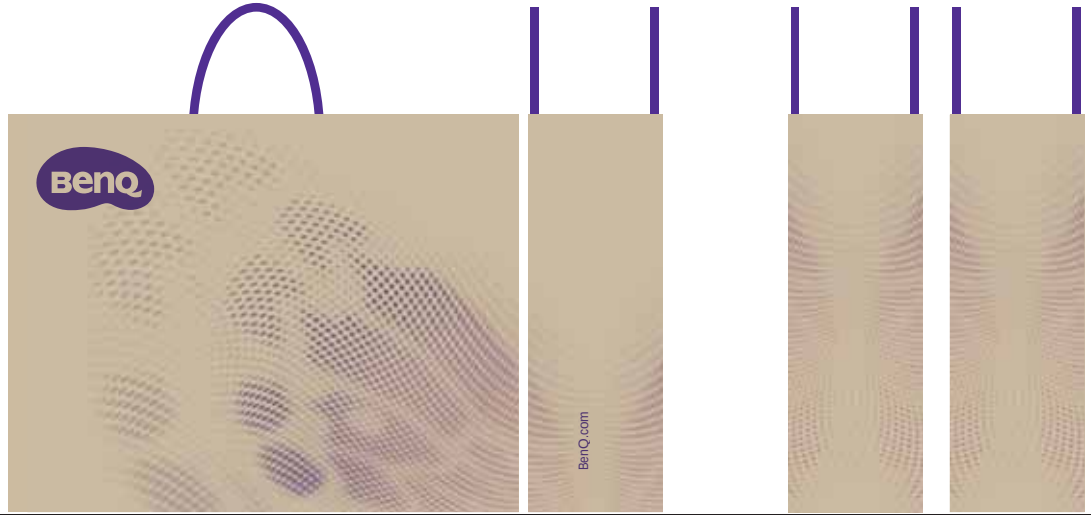
Size
350mm x 450mm x 120mm
To suit A3 documents and products.

Pattern
Use the Extended Corporate Reversed .psd file.
Repeat the pattern on both sides.
Refer to the cropping guide below.





Design Option 1



Design Option 2

The BenQ URL can be replaced on the side of the bag by a company name

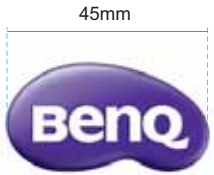
C 06.07 Promotional Items
Uniforms. Polo Shirt

Polo shirt is White with
a Purple branding badge.

Branding badge may
be embroided or
printed on the front.

Polo shirt is BenQ Purple
with a White branding badge.

Branding badge may
be embroided or
printed on the front.



Logo should be 45mm wide

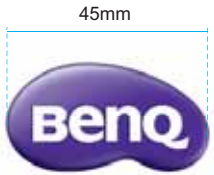
C 06.08 Promotional Items
Cycling Jersey

Polo shirt is White with
a Purple branding badge.

Branding badge may
be embroided or
printed on the front.

Polo shirt is BenQ Purple
with a White branding badge.

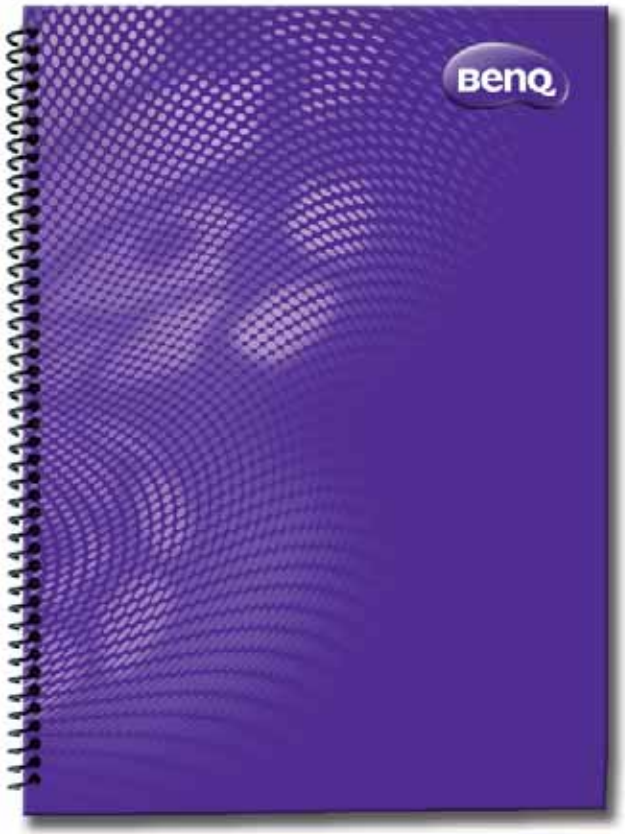
Branding badge may
be embroided or
printed on the front.

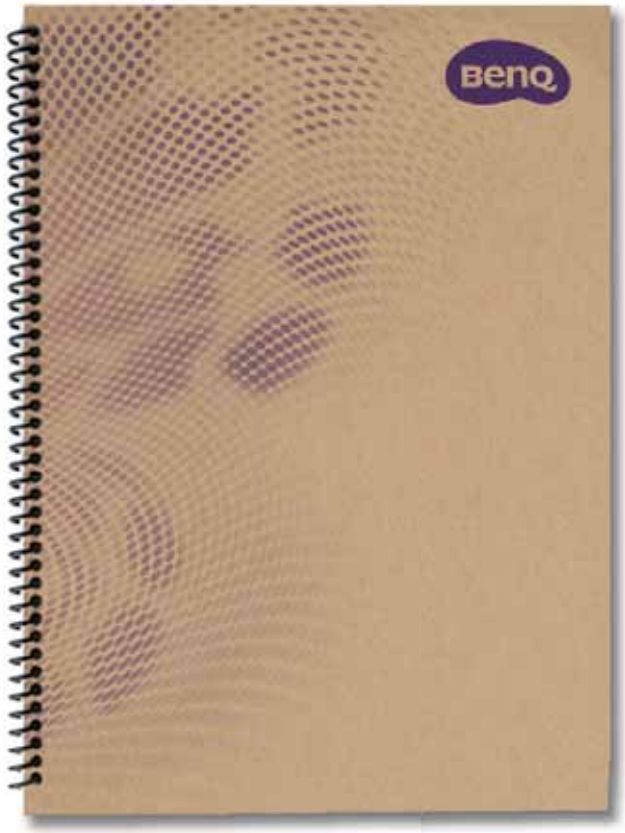


Logo should be 45mm wide

C 06.09 Promotional Items
Mug and Note Book

This example demonstrates how the BenQ Logo and the Corporate Pattern may be used on promotion items for staff, customers and clients. Use either the BenQ Corporate or Reverse Corporate Pattern on these items.





C 07.01 Electronic Items
PowerPoint Template - Corporate

Size

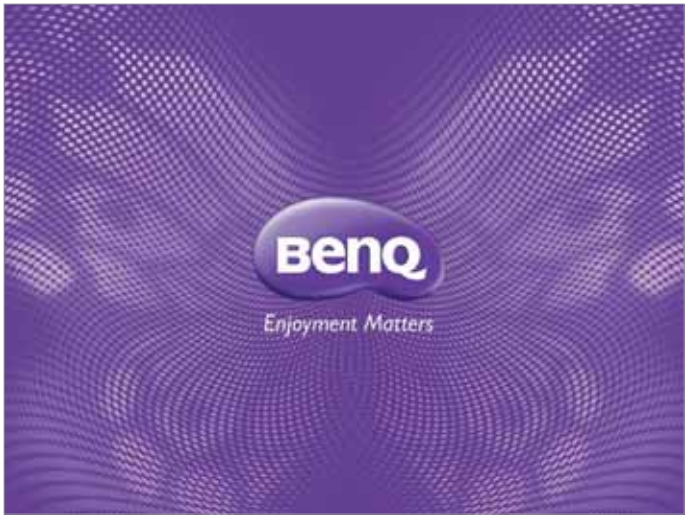
254mm x 109.5mm or 254 x 143mm (16:9)

Alphabet Typography

Typeface	Type Size
Presentation Title	
Gill Sans MT Regular	36pt
Subtitle	
Gill Sans MT Regular	24pt
Presenter's Name	
Gill Sans MT Regular	20pt
Document Details	
Gill Sans MT Regular	16pt

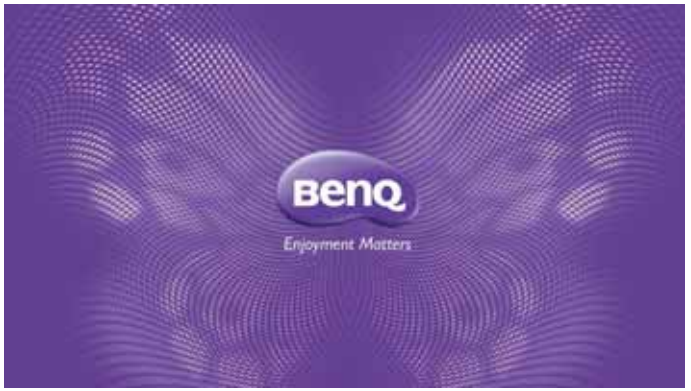
Title Page

End Page



Title Page 16:9

End Page 16:9



C 07.02 Electronic Items
PowerPoint Template - Corporate Text Pages

Size

254mm x 109.5mm or 254 x 143mm (16:9)

Alphabet Typography

Typeface	Type Size
Headings	
Gill Sans MT Regular	36pt
Text First Line	
Gill Sans MT Regular	24pt
Text Second Line	
Gill Sans MT Regular	20pt

New Section Purple

New Section Purple Reversed

Text Page Purple

Text Page Purple Reversed

C 07.03 Electronic Items
Email Signature

Alphabet Typography

Typeface	Small Type Sizes
Name	
Gill Sans MT Regular	9pt /11pt
Address and Contact Details	
Gill Sans MT Regular	8pt /10pt
Confidentiality Notice	
Gill Sans MT Regular	7pt /9pt

Typeface	Medium Type Sizes
Name	
Gill Sans MT Regular	10pt /12pt
Address and Contact Details	
Gill Sans MT Regular	9pt /11pt
Confidentiality Notice	
Gill Sans MT Regular	8pt /10pt

Typeface	Large Type Sizes
Name	
Gill Sans MT Regular	11pt /13pt
Address and Contact Details	
Gill Sans MT Regular	10pt /11pt
Confidentiality Notice	
Gill Sans MT Regular	9pt /10pt

Carol Hsueh
Branding Dept.
Brand Management Centre

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Carol.Hsueh@BenQ.com
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This e-mail may contain information that is legally privileged, confidential or exempt from disclosure.

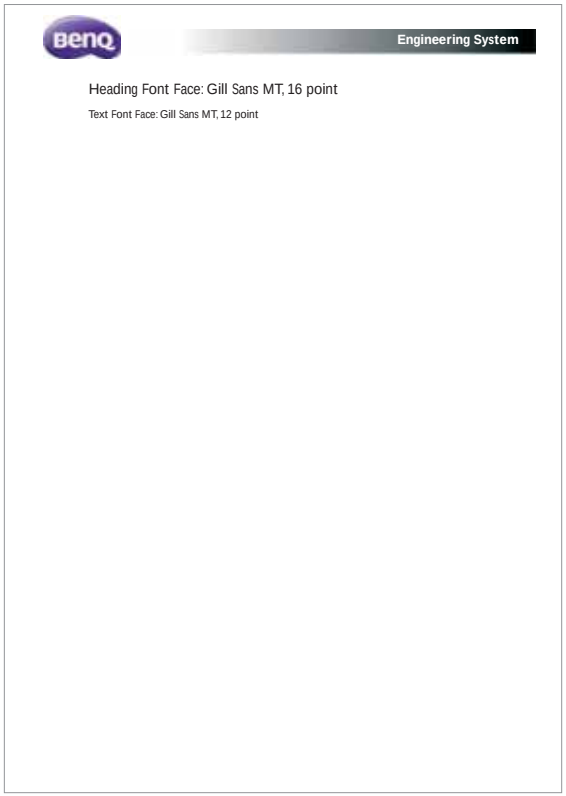
100% Small Type Sizes

C 07.04 Electronic Items
Internal Form - Engineering

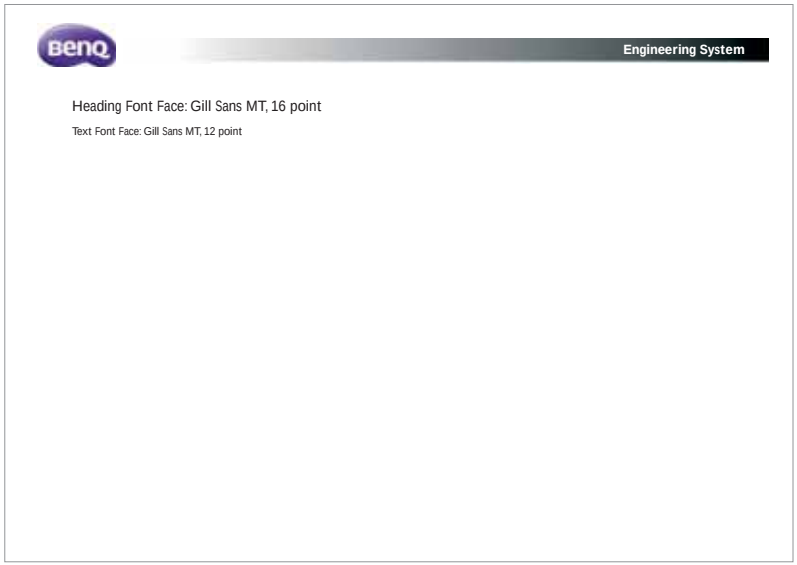
Size
A4 297mm x 210mm

Typeface	Small Type Sizes
Heading	
Gill Sans MT Regular	16pt
Text	
Gill Sans MT Regular	12pt

Vertical Format



Horizontal Format

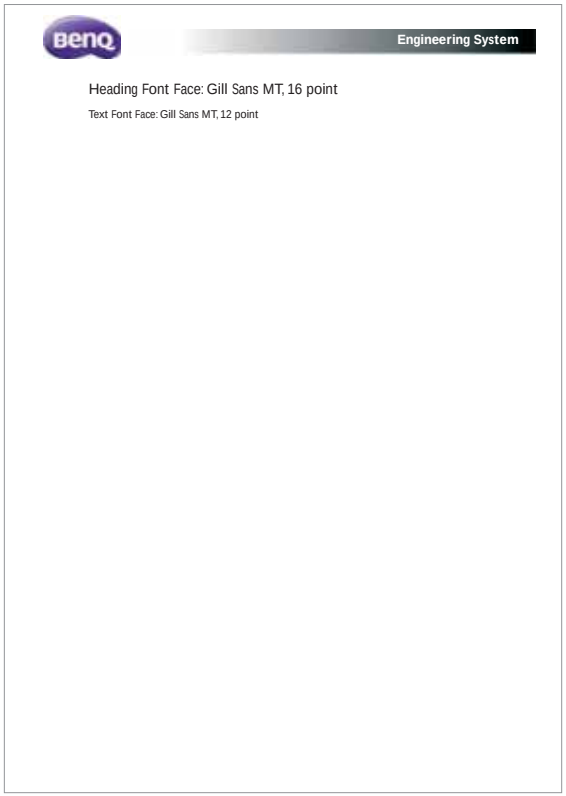


C 07.05 Electronic Items
Internal Form - HR

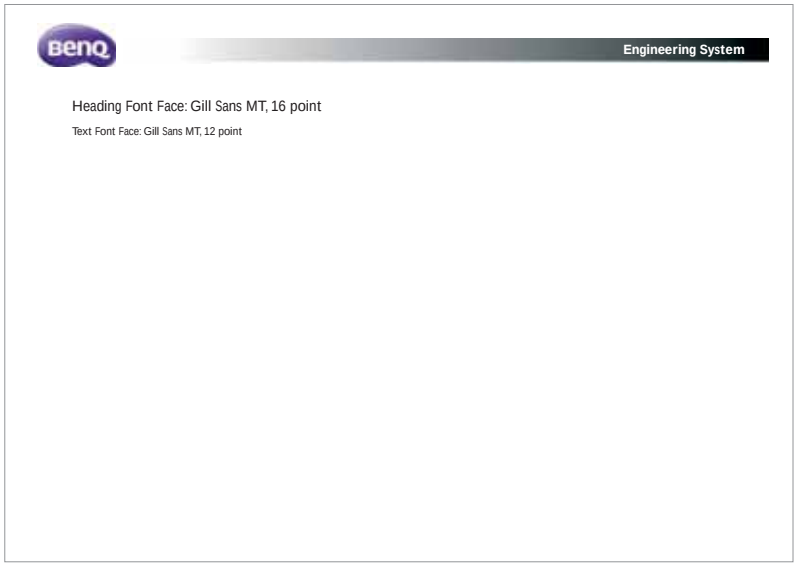
Size
A4 297mm x 210mm

Typeface	Small Type Sizes
Heading	
Gill Sans MT Regular	16pt
Text	
Gill Sans MT Regular	12pt

Vertical Format



Horizontal Format

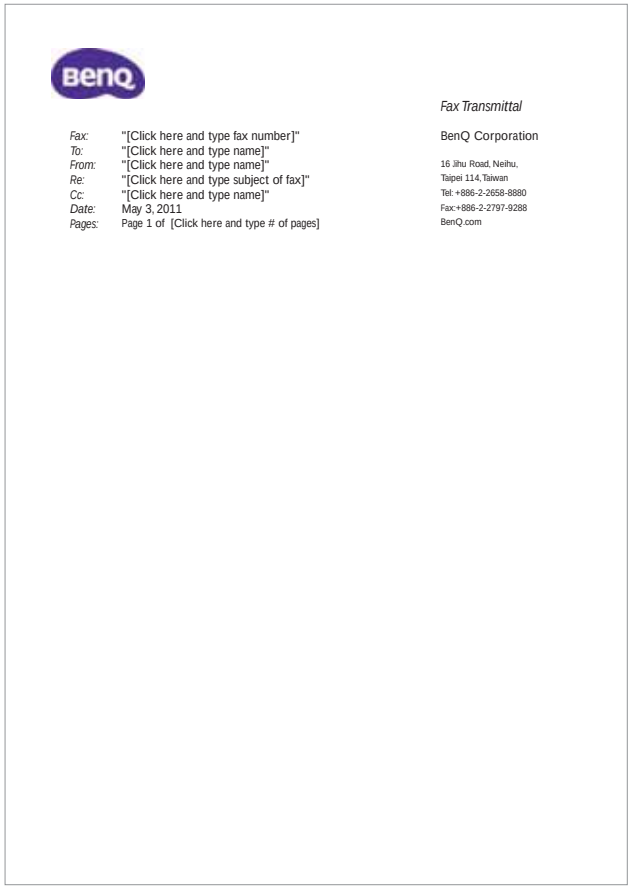


C 07.06 Electronic Items
Electronic Fax Template

Size
A4 297mm x 210mm

File Type
Microsoft Word .doc

English Fax Template



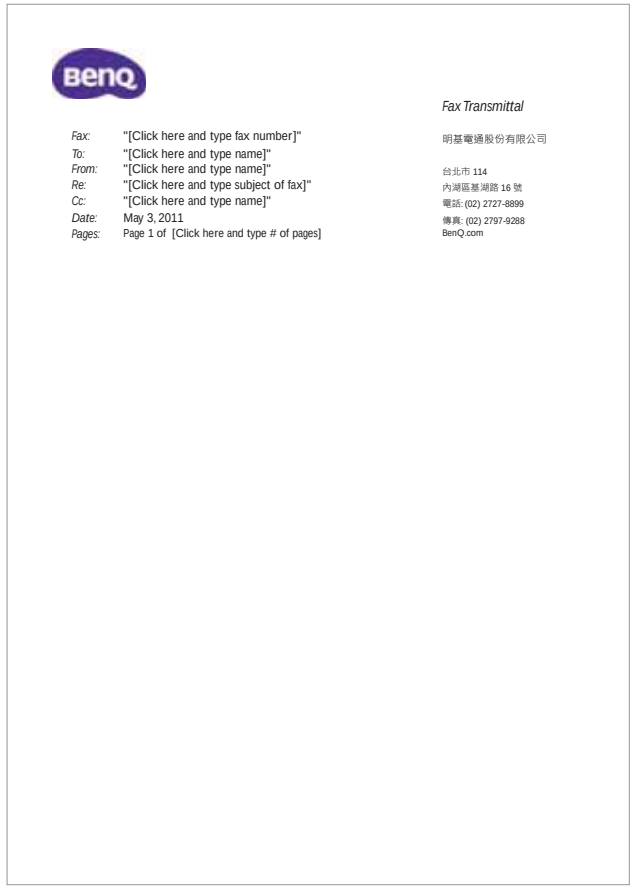
Fax Transmittal

BenQ Corporation

16 Jihu Road, Neihu,
Taipei 114, Taiwan
Tel: +886-2-2658-8880
Fax:+886-2-2797-9288
BenQ.com

Fax: "[Click here and type fax number]"
To: "[Click here and type name]"
From: "[Click here and type name]"
Re: "[Click here and type subject of fax]"
Cc: "[Click here and type name]"
Date: May 3, 2011
Pages: Page 1 of [Click here and type # of pages]

Chinese Fax Template



Fax Transmittal

明基電通股份有限公司

台北市 114
內湖區基湖路 16 號
電話: (02) 2727-8899
傳真: (02) 2797-9288
BenQ.com

Fax: "[Click here and type fax number]"
To: "[Click here and type name]"
From: "[Click here and type name]"
Re: "[Click here and type subject of fax]"
Cc: "[Click here and type name]"
Date: May 3, 2011
Pages: Page 1 of [Click here and type # of pages]

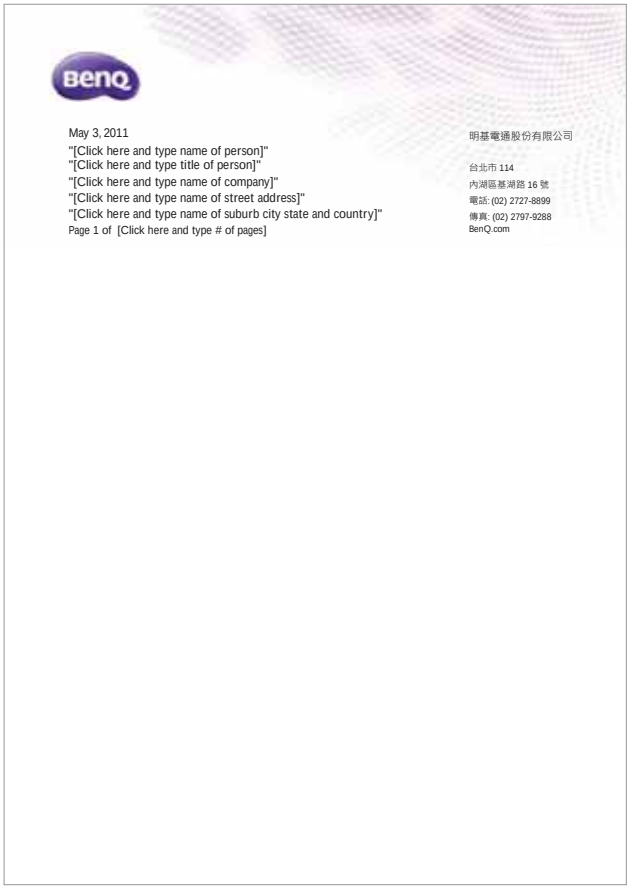
C 07.07 Electronic Items
Letterhead Template

Size
A4 297mm x 210mm

File Type
Microsoft Word .doc

English Letterhead Template

Chinese Letterhead Template

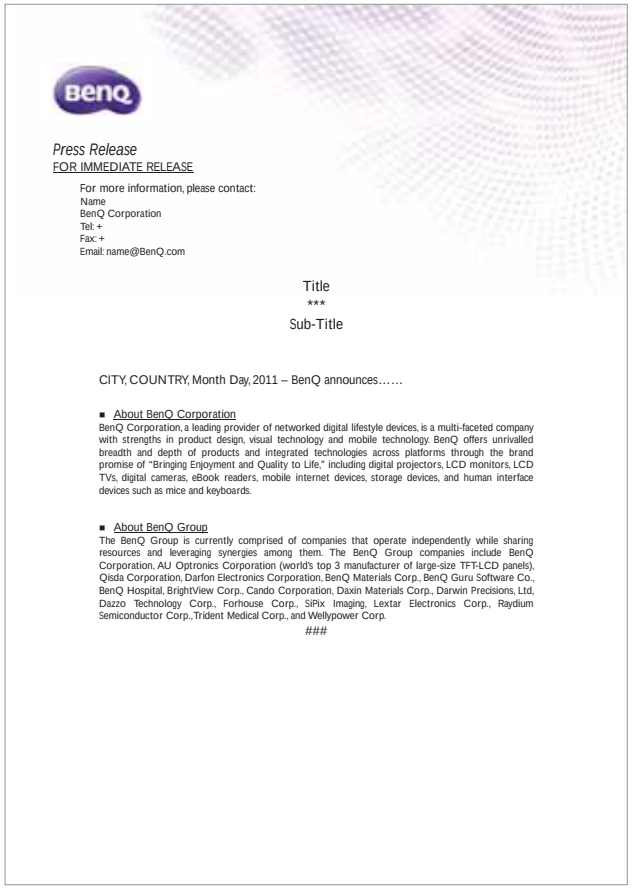


C 07.08 Electronic Items Boilerplate Template

Size
A4 297mm x 210mm

File Type
Microsoft Word .doc

English Boilerplate Template



Press Release
FOR IMMEDIATE RELEASE

For more information, please contact:
Name
BenQ Corporation
Tel: +
Fax: +
Email: name@BenQ.com

Title
***
Sub-Title

CITY, COUNTRY, Month Day, 2011 – BenQ announces……

■ About BenQ Corporation
BenQ Corporation, a leading provider of networked digital lifestyle devices, is a multi-faceted company with strengths in product design, visual technology and mobile technology. BenQ offers unrivalled breadth and depth of products and integrated technologies across platforms through the brand promise of "Bringing Enjoyment and Quality to Life," including digital projectors, LCD monitors, LCD TVs, digital cameras, eBook readers, mobile internet devices, storage devices, and human interface devices such as mice and keyboards.

■ About BenQ Group
The BenQ Group is currently comprised of companies that operate independently while sharing resources and leveraging synergies among them. The BenQ Group companies include BenQ Corporation, AU Optronics Corporation (world's top 3 manufacturer of large-size TFT-LCD panels), Qisda Corporation, Darfon Electronics Corporation, BenQ Materials Corp., BenQ Guru Software Co., BenQ Hospital, BrightView Corp., Cando Corporation, Daxin Materials Corp., Darwin Precisions, Ltd, Dazzo Technology Corp., Forhouse Corp., SiPix Imaging, Lextar Electronics Corp., Raydium Semiconductor Corp.,Trident Medical Corp., and Wellypower Corp.

###

Chinese Boilerplate Template

新聞發佈
2011/5/3

標題

副標題

# # #

關於明基電通
明基電通成立於 1984 年，於 2001 推出自創品牌 BenQ，並於 2007 年 9 月 1 日與代工製造業務正式分割。BenQ 以「享受快樂科技」為品牌定位，以「數位時尚網絡產品」為核心發展概念，具產品設計、視覺科技及移動科技三大核心競爭力，產品涵蓋消費性電子、資訊產品及周邊、行動通訊及 3C 數位匯流整合等產品，包括數位投影機、液晶顯示器、數位相機、Joybook 筆記型電腦、Joybook Lite 小筆電、nScreen All-in-One PC 上網一體機、大型液晶、電子書閱讀器、行動通訊產品、電腦週邊產品等多元化產品線。

關於明基友達集團
明基友達集團旗下共有十餘家獨立公司，包括 BenQ 明基電通、友達光電 (全球前三大液晶顯示螢幕設計產銷公司)、佳世達科技、達方電子、明基材料 (原達信科技)、明基逐鹿、明基醫院、景智電子光電、達虹科技、達興材料、達運精密、達宙通訊系統、輔祥實業、達意科技、隆達電子、瑞鼎科技、三豐醫療、威力盟電子等。集團公司掌握關鍵技術，以水平整合、垂直分工方式互享資源、相互協調。

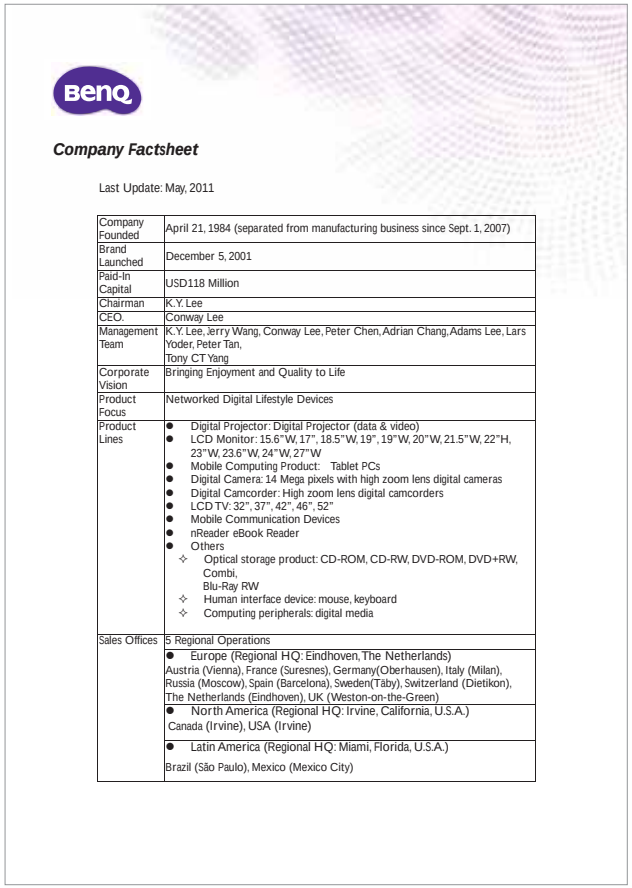
新聞連絡人
媒體聯絡　品牌管理部　楊芷菱　(02) 2727-8899, ext: 7292　andrea.yang@benq.com
(0963) 199-689

C 07.09 Electronic Items Factsheet

Size
A4 297mm x 210mm

File Type
Microsoft Word .doc

English Factsheet Template



Company Factsheet

Last Update: May, 2011

Company Founded	April 21, 1984 (separated from manufacturing business since Sept. 1, 2007)
Brand Launched	December 5, 2001
Paid-In Capital	USD118 Million
Chairman	K.Y. Lee
CEO.	Conway Lee
Management Team	K.Y. Lee, Jerry Wang, Conway Lee, Peter Chen, Adrian Chang, Adams Lee, Lars Yoder, Peter Tan, Tony CT Yang
Corporate Vision	Bringing Enjoyment and Quality to Life
Product Focus	Networked Digital Lifestyle Devices
Product Lines	● Digital Projector: Digital Projector (data & video) ● LCD Monitor: 15.6"W, 17", 18.5"W, 19", 19"W, 20"W, 21.5"W, 22"H, 23"W, 23.6"W, 24"W, 27"W ● Mobile Computing Product: Tablet PCs ● Digital Camera: 14 Mega pixels with high zoom lens digital cameras ● Digital Camcorder: High zoom lens digital camcorders ● LCD TV: 32", 37", 42", 46", 52" ● Mobile Communication Devices ● nReader eBook Reader ● Others ✧ Optical storage product: CD-ROM, CD-RW, DVD-ROM, DVD+RW, Combi, Blu-Ray RW ✧ Human interface device: mouse, keyboard ✧ Computing peripherals: digital media
Sales Offices	5 Regional Operations
	● Europe (Regional HQ: Eindhoven, The Netherlands) Austria (Vienna), France (Suresnes), Germany(Oberhausen), Italy (Milan), Russia (Moscow), Spain (Barcelona), Sweden(Täby), Switzerland (Dietikon), The Netherlands (Eindhoven), UK (Weston-on-the-Green)
	● North America (Regional HQ: Irvine, California, U.S.A.) Canada (Irvine), USA (Irvine)
	● Latin America (Regional HQ: Miami, Florida, U.S.A.) Brazil (São Paulo), Mexico (Mexico City)

Chinese Factsheet Template

Company Factsheet

更新時間：2011 年 5 月

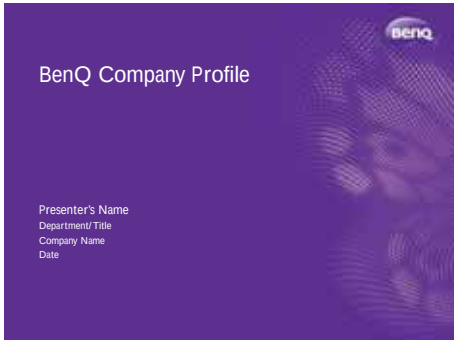
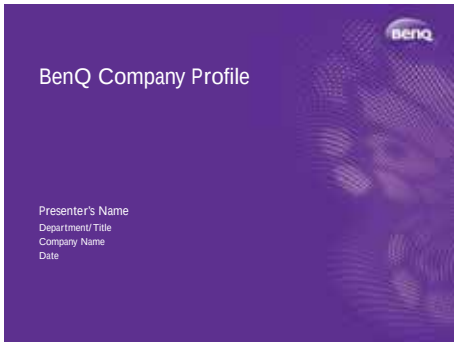
成立日期	1984 年 4 月 21 日（2007 年 9 月 1 日完成與代工業務的分割）
品牌創立	2001 年 12 月 5 日
資本額	新台幣 38.55 億元
董事長	李焜耀
執行長	李文德
經營團隊	李焜耀、王文璞、李文德、陳其宏、張安佐、Lars Yoder、楊承泰、李惇弘、檀力
企業願景	傳遠資訊生活的真善美
產品定位	網絡時尚生活產品
產品組合	● **數位投影機**：短焦系列、專業級高亮度系列、主流級高解析度系列、超輕薄可攜式系列 、 入門級家用/商用系列、家庭劇院系列 ● **液晶顯示器**：15.6"寬螢幕、17"、18.5"、19"、19"寬螢幕、20"寬螢幕、21.5"寬螢幕、22"寬螢幕、23"寬螢幕、23.6"寬螢幕、24"寬螢幕、27"寬螢幕 ● **移動上網裝置**：**筆記型電腦、平版電腦** ● **數位相機**：10M～14M 畫素數位相機 ● **數位攝錄影機**：**高光變數位攝影機** ● **液晶電視**： 32"、37"、42"、46"、52" ● **電子書閱讀器**：nReader ● **其他**： ✧ 光儲存產品：光碟機、光碟燒錄機、DVD 光碟機、DVD 光碟燒錄機、藍光光碟燒錄機 Combi 複合機 ✧ 電腦週邊產品：滑鼠、鍵盤、光儲存媒體
全球業務區	**5 大業務區** ● **歐洲（區域總部：Eindhoven, The Netherlands）** 營銷據點：奧地利(Vienna)、法國(Suresnes)、德國(Oberhausen)、義大利(Milan)、俄羅斯(Moscow)、西班牙(Barcelona)、瑞典(Täby)、瑞士(Dietikon)、荷蘭(Eindhoven)、英國(Weston-on-the-Green)
	● **北美洲（區域總部：Irvine, California, U.S.A.）** 營銷據點：加拿大(Irvine)、美國(Irvine)

C 07.10 Electronic Items
Company Profile

Size
A4 297mm x 210mm

File Type
Microsoft PowerPoint .ppt

English Company Profile Template



Chinese Company Profile Template