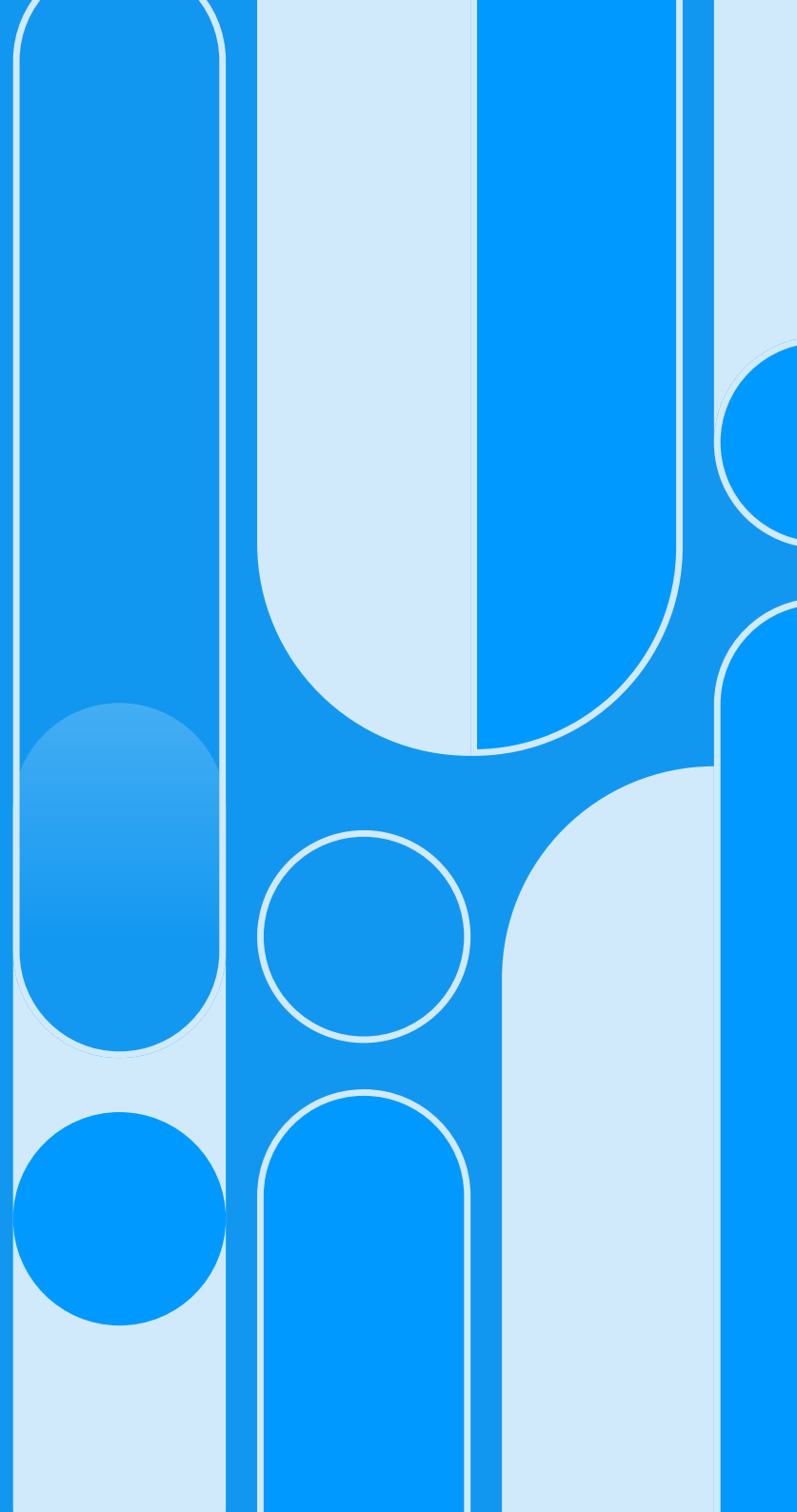




# LANDI VISUAL IDENTITY GUIDELINES

FOR INTERNATIONAL MARKET

V2.0





LANDI VISUAL IDENTITY GUIDELINES  
FOR INTERNATIONAL MARKET

# BASIC PART OF VI

## LANDI Brand Visual Identity System

### LOGO OVERVIEW

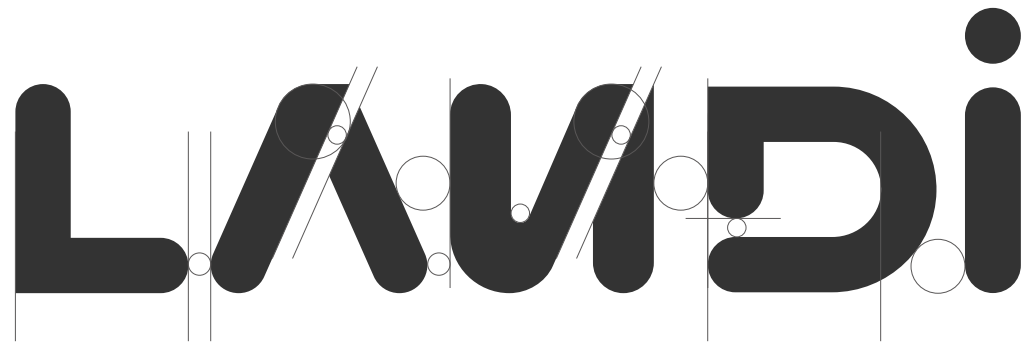
The logo design is from three important elements: payment, intelligence, and vitality. Through this design, the brand aims to convey traits of constant innovation and youthful energy to the users.

### KEY FEATURES

The letter "L" is presented in the form of a POS terminal, showcasing the close connection with the payment industry.

The broken font symbolizes the brand's willingness to challenge conventions and embrace innovation.

The dot adds highlights and deeper meaning to the logo, symbolizing sparks of wisdom, creativity, and inspiration, highlighting the pursuit of innovation.



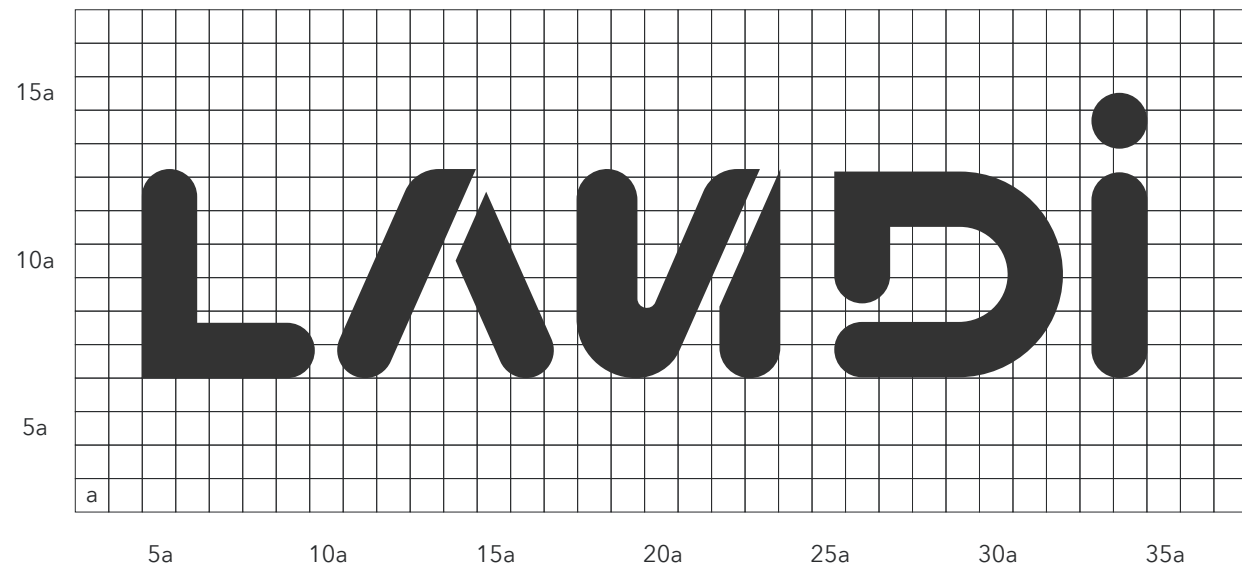
# LANDI Brand Visual Identity System

## LOGO GRID MAPPING

In various environments and materials, the application of the English logo is aimed at maintaining a high level of consistency in the external image. The standard mapping method is used to regulate the proportional shape, structure, spatial distance, and position relationships of the English logo.

### Guidelines:

The purpose of this page is to inform users of the brand image about the correct form of the English logo. This understanding helps to avoid incorrect usage and ensures that suppliers adhere to the correct usage. It is important not to redraw the English logo arbitrarily.



## LANDI Brand Visual Identity System

### LOGO COLOR SPECIFICATION

The brand logo is the most frequently used visual symbol of the brand and the core element in forming the brand's visual identity. It represents and embodies the essence of the brand image. Therefore, it is essential to strictly adhere to the specifications in this manual when using the brand logo.

#### Guidelines:

When using the brand logo in general circumstances, it is recommended to use the provided electronic files. Redrawing the logo is not advised, and efforts should be made to avoid errors in the redrawn version.

The usage environments for the logo include but are not limited to: newspapers, television advertisements, promotions, packaging, conferences, press releases, newsletters, internal and external communication within the company, reception services, and commemorative items.



Reverse color brand logo



First choice logo

PANTONE P 179-14 C

C:0% M:0% Y:0% K:89%



Brand color logo

R:18 G:152 B:241

#1298F1

C:77 M:14 Y:0 K:0

PANTONE P 112-6 C

## LANDI Brand Visual Identity System

### LOGO SAFE SPACE

In different layout backgrounds, the logo should be placed in an area with sufficient space to avoid interference with other visual elements, ensuring clear communication of information. The logo within the layout should be distinct and recognizable, while also ensuring its position is not near the edges of the application area. The following non-intrusion zone is specified to maintain a minimum safe distance between the logo and other graphical elements: ' L '



# LANDI Brand Visual Identity System

## HORIZONTAL PARTNER LOGO LOCK-UPS

### H1 Combination

#### Application:

Suitable for horizontally aligned, well-structured partner logos.

#### Size:

Partner logo height should be 0.8 to 1.2 times the height of the "L" in the LANDI logo.

#### Spacing:

A minimum horizontal spacing of 2 "L" widths is recommended between the logos.

### H2 Combination

#### Application:

Suitable for compact or vertically oriented partner logos.

#### Size:

Partner logo height should be 2 times the height of the "L" in the LANDI logo.

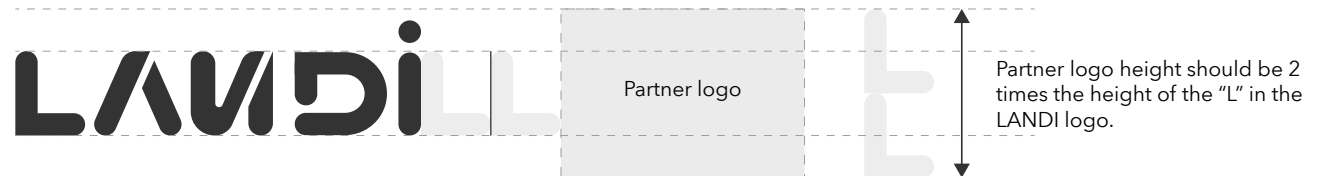
#### Spacing:

A minimum horizontal spacing of 2 "L" widths is recommended between the logos.

## PARTNER LOGOTYPE H1



## PARTNER LOGOTYPE H2



## LANDI Brand Visual Identity System

### HORIZONTAL PARTNER LOGO LOCK-UPS

#### H3 Combination

##### Application:

Suitable for text-based partner logos; for special use only.

##### Size:

Main text height should match the height of the "L" in the LANDI logo; overall height may be adjusted slightly.

##### Spacing:

A minimum horizontal spacing of 2 "L" widths is recommended between the logos.

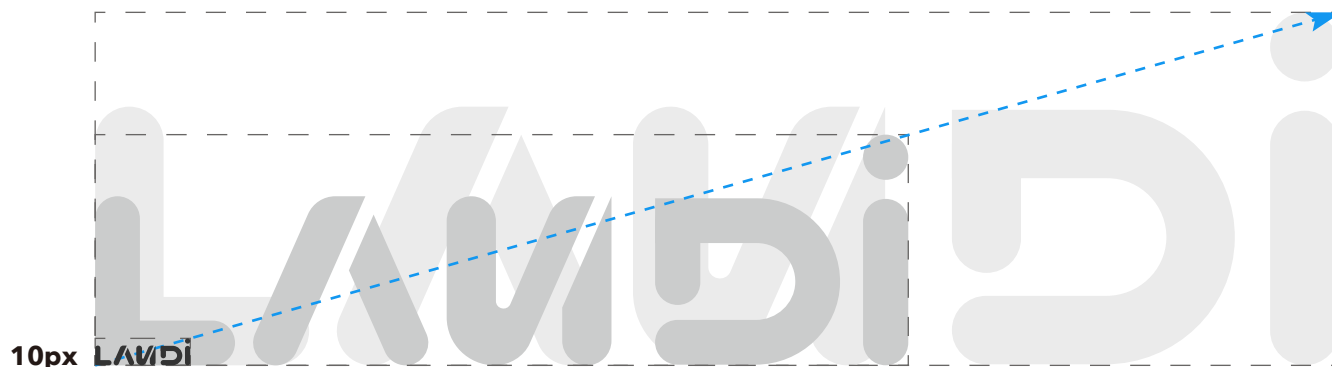
### PARTNER LOGOTYPE H3

! Suitable for text-based partner logos; for special use only. Please confirm with the LANDI Global Marketing Team before use.



## IDENTIFY THE MINIMUM SCOPE OF USE

In the usage of the English logo, it is inevitable to reduce its size proportionally. When the logo is scaled down, its elements may overlap, causing visual confusion. Therefore, to ensure the optimal visual communication effect of the logo, the minimum usage specifications for the logo are as follows:



Enlarge proportionally along the diagonal to infinity.

**LANDI 3.6mm**

### Minimum Applicable Area for Printing

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To ensure clear logo identification

**The minimum height should not be less than 3.6mm.**

### Minimum Applicable Area for Digital Display

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To ensure clear logo identification

**The minimum height should not be less than 10px.**

## INCORRECT USAGE OF ENGLISH LOGO

This page provides examples of prohibited uses of the English logo. To maintain a consistent brand image, it is crucial to handle and adhere to the correct application rules when using the English logo. Violating the principles of logo usage guidelines may convey incorrect information and have a negative impact on the brand image.

The proportions of the logo must not be altered.



The colors of the logo must not be changed or swapped.



Do not apply effects that make the logo blurry, unclear, or alter its shape.



Add a shadow that matches the logo's depth.



Add a blur effect.



Add an inner stroke effect.

## LANDI Brand Visual Identity System

### BRAND STANDARD COLOR

Brand standard colors are one of the fundamental elements of the LANDI visual identity system. They convey the essence of the company, its values, and culture through colors. These colors reflect the most distinctive characteristics and cultural connotations of the company, creating a visually compelling and recognizable visual resource.

Choose the most appropriate logo version based on different brand colors. Each logo version should be placed on a background color that ensures sufficient visibility and recognition.

On the right, usage recommendations for the logo on backgrounds of various brand colors and their 10%-100% shade levels are provided:

- Use a white logo on backgrounds with 50%~100% shade levels.
- Use a dark gray logo on backgrounds with 0%~40% shade levels.

R:51 G:51 B:51  
#333333  
C:0 M:0 Y:0 K:89  
PANTONE P 179-14 C

LANDI

LANDI	LANDI	LANDI	LANDI	LANDI	LANDI	LANDI	LANDI	LANDI
90%	80%	70%	60%	50%	40%	30%	20%	10%

R:18 G:152 B:241  
#1298F1  
C:77 M:14 Y:0 K:0  
PANTONE P 112-6 C

LANDI

LANDI	LANDI	LANDI	LANDI	LANDI	LANDI	LANDI	LANDI	LANDI
90%	80%	70%	60%	50%	40%	30%	20%	10%

## LANDI Brand Visual Identity System

### BRAND SECONDARY COLORS

In addition to the standard colors, we have also developed one or more supplementary color palettes that complement the standard colors, enhancing the richness and uniqueness of the corporate color identity.

#### Guidelines:

Supplementary colors are intended to complement the primary brand colors, highlighting the main colors of the brand, and enhancing the versatility and richness of color application. These supplementary colors can be widely applied in various brand- related communication activities, such as application materials, advertising, and promotional materials.

R:0 G:102 B:255  
#0066FF  
C:90 M:66 Y:0 K:0  
PANTONE 7455 CP

R:39 G:225 B:152  
#27E198  
C:62 M:0 Y:58 K:0  
PANTONE P 139-5 C

R:166 G:166 B:166  
#A6A6A6  
C:0 M:0 Y:0 K:47  
PANTONE P 179-7 C

R:237 G:237 B:237  
#EDEDED  
C:0 M:0 Y:0 K:11  
PANTONE P 179-2 C

STANDARD COMBINATION  
OF LOGO AND SLOGAN



**Empowering Connections,  
Creating a Digital Future**

**Empowering Connections,  
Creating a Digital Future**



**Empowering Connections, Creating a Digital Future**

## LANDI Brand Visual Identity System

### **SUPPLEMENTARY GRAPHICS INTERPRETATION**

Auxiliary graphics are an extension of the brand logo, aiding in enriching visual effects and maintaining a unified visual identity in practical applications.

We have employed the letter "i" from our logo as an auxiliary graphic. This "i" is considered an essential brand element, consistently integrated into the visual system.

The "i" symbolizes "imagine," "independent," and "intelligence," reinforcing our identity as a creative, intelligent, and independent team. It accentuates our products' intelligent advantages as well.



## GUIDELINE OF SUPPLEMENTARY GRAPHICS

Auxiliary graphics can also incorporate gradient colors, such as blue to transparent or green to transparent. These can be used separately or combined.

### Considerations:

When utilizing the auxiliary graphic color scheme, pay attention to the color effects. This color scheme is designed specifically for auxiliary graphics.

Whenever possible, use spot colors to showcase the vivid color effects of the auxiliary color scheme. If spot colors are not feasible, four-color printing can be used.

Three Forms of Auxiliary Graphics:

Priority of Usage: Solid Color Block > Circular Color Block Gradient > Full Gradient



**Empowering Connections, Creating a Digital Future.**

# **LANDI VISUAL IDENTITY GUIDELINES**



[www.landiglobal.com](http://www.landiglobal.com)