

# LINE樂兌

# LOGO GUIDE

# Content

---

**Wordmark** P 3

**Color** P 4

**Application** P 6

**Regulation** P 8

# Chinese Wordmark

Horizontal



**LINE 樂兌**

For Screen : 20 (pixel)

For Print : 3 (mm)

# Color

---

## Primary

### FOREST GREEN

HEX #06C755

RGB 6.199.85

CMYK 82.0.83.0

PANTONE 7481C

### GREY

HEX #2D2D2D

RGB 45.45.45

CMYK 0.0.0.95

PANTONE 426C

# Color

---

## Secondary

### WHITE

HEX #FFFFFF

RGB 255 . 255 . 255

CMYK 0 . 0 . 0 . 0

### BLACK

HEX #000000

RGB 0.0.0

CMYK 0.0.0.100

PANTONE Black C

# Application

Color Background Recommend

**LINE 樂兌**

**LINE 樂兌**

**LINE 樂兌**

**LINE 樂兌**

# Application

## Other Background



○



○



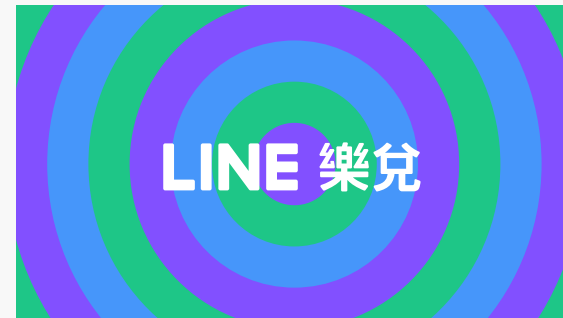
○



× There is no all-green logo style



× Do not use in similar background color



× Do not use in complicated background

# Regulation



LINE 樂兌

The logo is displayed in a dark green color, which is incorrect according to the regulation. A red diagonal line is drawn across the image.

Do not change the color



LINE 樂兌

The logo is displayed with a thin green border around the characters, which is incorrect. A red diagonal line is drawn across the image.

Do not add border



LINE 樂兌

The logo is displayed with a grey drop shadow effect behind the text, which is incorrect. A red diagonal line is drawn across the image.

Do not add any effect



LINE 樂兌

The logo is displayed with the characters stretched vertically, making them taller than the original. A red diagonal line is drawn across the image.

Do not stretch the logotype vertically



LINE 樂兌

The logo is displayed with the characters stretched horizontally, making them wider than the original. A red diagonal line is drawn across the image.

Do not stretch the logotype horizontally



LINE  
樂兌

The logo is displayed with the 'LINE' part in a bold, sans-serif font and the '樂兌' part in a different, more stylized font, which is incorrect. A red diagonal line is drawn across the image.

Do not change the logotype randomly



LINE 樂兌

The logo is displayed rotated counter-clockwise, which is incorrect. A red diagonal line is drawn across the image.

Do not rotate



LINE 樂兌

The logo is displayed inclined to the right, which is incorrect. A red diagonal line is drawn across the image.

Do not incline



**E.O.D**