

LINE

Official Account

TW BX 1

VERSION 1.0 - UPDATE 2019.07.16

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INDEX

OVERVIEW

All logo data must be used as-is, without any alteration or modification.
LINE Cooperation own logs and icons for LINE Official Account and related services.
Please follow all rules outlined in these Guidelines when using
any logos, icons, etc. for LINE Official Account.

1. LOGO

2. LOGO REGULATION

3. COLOR

4. BACKGROUND COLOR

5. COLOR REGULATION

6. APP ICON

1. LOGO

LOGOTYPE

We require an "isolation zone" for the logo text in order to maintain its visibility and independence. No other elements may be placed within the isolation zone.

PRIMARY TYPE

Further, the symbol may not be used below the minimum size as sufficient readability cannot be assured.

LINE Official Account

ENGLISH ver.



CLEAR SPACE

LINE Official Account  HEIGHT 3.5mm / 10px

MINIMUM SIZE

LINE 官方帳號

CHINESE ver.



CLEAR SPACE

LINE 官方帳號  HEIGHT 4mm / 12px

MINIMUM SIZE

1. LOGO

LOGOTYPE

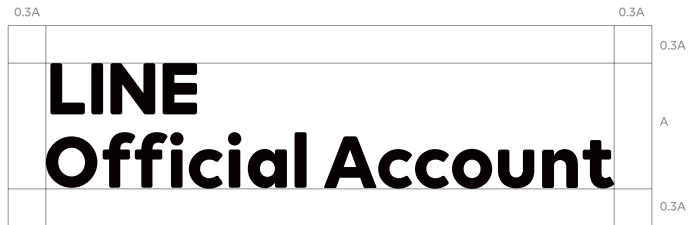
We require an "isolation zone" for the logo text in order to maintain its visibility and independence. No other elements may be placed within the isolation zone.

SECONDARY TYPE

Further, the symbol may not be used below the minimum size as sufficient readability cannot be assured.

LINE Official Account

ENGLISH ver.



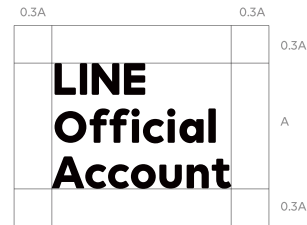
CLEAR SPACE

**LINE
Official Account**] HEIGHT 7.5mm / 22px

MINIMUM SIZE

LINE Official Account

ENGLISH ver.



CLEAR SPACE

**LINE
Official
Account**] HEIGHT 10.5mm / 30px

MINIMUM SIZE

LINE 官方帳號

CHINESE ver.



CLEAR SPACE

**LINE
官方帳號**] HEIGHT 8.5mm / 26px

MINIMUM SIZE

1. LOGO

LOGOTYPE

We require an "isolation zone" for the logo text in order to maintain its visibility and independence. No other elements may be placed within the isolation zone.

ADMIN PANEL

Further, the symbol may not be used below the minimum size as sufficient readability cannot be assured.

LINE Official Account Manager

PRIMARY TYPE



CLEAR SPACE

LINE Official Account Manager  HEIGHT 4mm / 12px

MINIMUM SIZE

LINE Official Account Manager

SECONDARY TYPE



CLEAR SPACE

LINE Official Account Manager  HEIGHT 7.5mm / 22px

MINIMUM SIZE

1. LOGO

SYMBOL

We require an "isolation zone" for the logo text in order to maintain its visibility and independence. No other elements may be placed within the isolation zone.

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CLEAR SPACE

WIDE 3.6mm / 12px



MINIMUM SIZE

1. LOGO

SYMBOL + LOGOTYPE

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PRIMARY TYPE

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ENGLISH ver.



CHINESE ver.



CLEAR SPACE



CLEAR SPACE



MINIMUM SIZE



MINIMUM SIZE

1. LOGO

SYMBOL + LOGOTYPE

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SECONDARY TYPE

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ENGLISH ver.



ENGLISH ver.



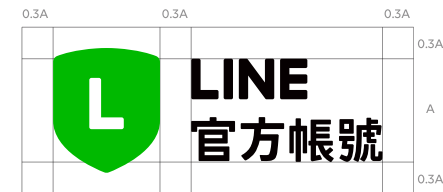
CHINESE ver.



CLEAR SPACE



CLEAR SPACE



CLEAR SPACE



MINIMUM SIZE



MINIMUM SIZE



MINIMUM SIZE

1. LOGO

SYMBOL + LOGOTYPE

ADMIN PANEL

We require an "isolation zone" for the logo text in order to maintain its visibility and independence. No other elements may be placed within the isolation zone.

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PRIMARY TYPE



SECONDARY TYPE



CLEAR SPACE



CLEAR SPACE



MINIMUM SIZE



MINIMUM SIZE

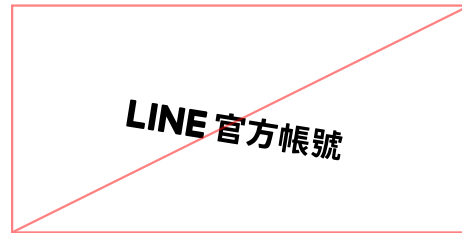
2. LOGO REGULATION

LOGO

LINE Corporation does not permit any alteration or modification of its downloadable data. Below are some examples of prohibited displays.



Do not changing logo height



Do not change logo angle



Do not add any effect to the logo



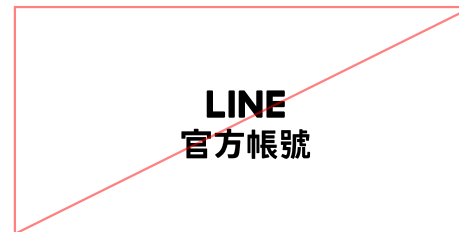
Do no change logo width



Do not change logo typography



Do not change logo color



Do not alternate logo line break



Do not change logo color

3. COLOR

SYMBOL COLOR

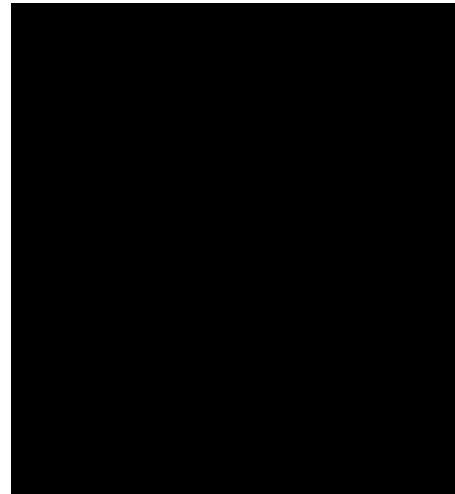
The logo comes in three color schemes. Though we recommend using LINE Green, you may use the most appropriate pattern depending on your use case and material.

PRIMARY

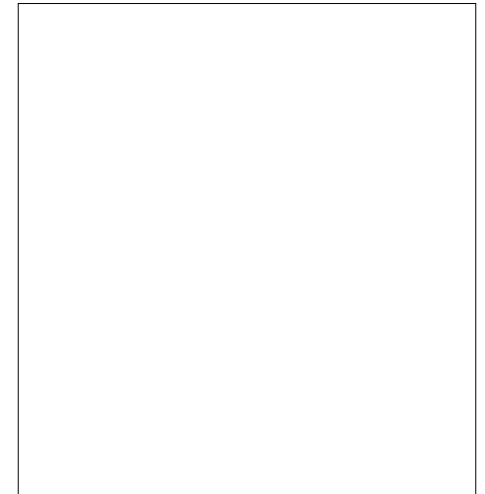


RGB R0 G185 B0
HEX #00B900
CMYK C72 M0 Y100 K0
PANTONE 2271 C

SECONDARY



RGB R0 G0 B0
HEX #000000
CMYK C0 M0 Y0 K100
PANTONE BLACK C



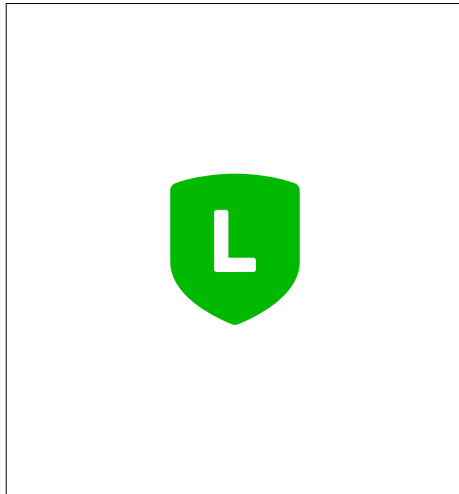
RGB R255 G255 B255
HEX #FFFFFF
CMYK C0 M0 Y0 K0
PANTONE -

4. BACKGROUND COLOR

SYMBOL BACKGROUND

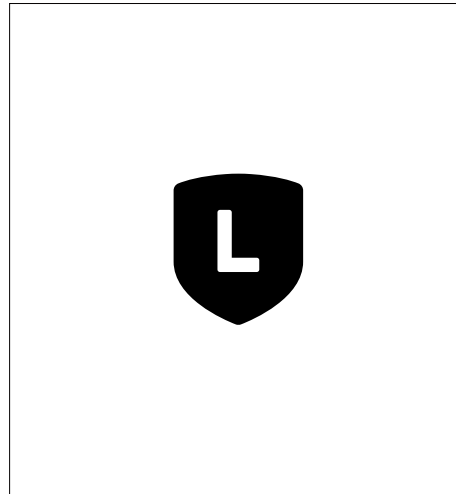
Different symbol colors are recommended depending on its background.
We recommend using green for white background and white for other colors.

PRIMARY



BACK #FFFFFF
LOGO #00B900

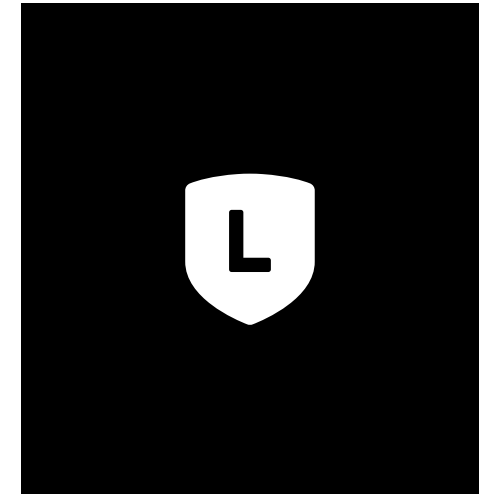
SECONDARY



BACK #FFFFFF
LOGO #000000



BACK #00B900
LOGO #FFFFFF



BACK #000000
LOGO #FFFFFF

5. COLOR REGULATION

COLOR GOOD & BAD

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GOOD



BAD



6. APP ICON

APP ICON

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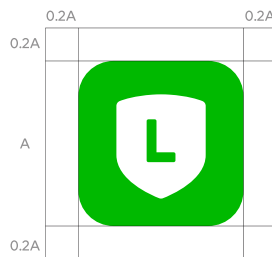
BASIC TYPE



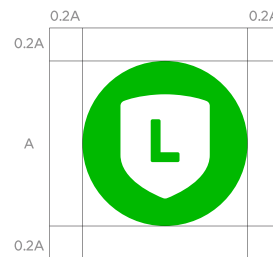
CIRCLE TYPE



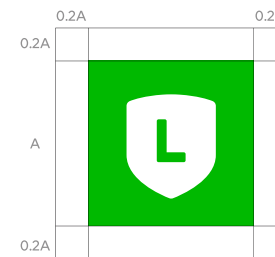
SQUARE TYPE



CLEAR SPACE



CLEAR SPACE



CLEAR SPACE



HEIGHT 10mm / 40px

MINIMUM SIZE



HEIGHT 10mm / 40px

MINIMUM SIZE



HEIGHT 10mm / 40px

MINIMUM SIZE

**THANK
YOU.**

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