TLDREGISTRY LTD

DOT
CHINESE
ONLINE
.在线

DOT
CHINESE
WEBSITE
.中文网

BILINGUAL CORPORATE IDENTITY GUIDELINES

JULY 2013

域通联达 公司

.在线 .中文网

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Company Logo

English and Chinese Version

The TLD Registry Logo is shown in both its English and Chinese forms.

The Chinese form is used in all Chinese language contexts, regardless of the local preference for Simplified or Traditional Chinese characters, or dialect.

Both forms are graphic logos, with specially altered letterforms, so the logo graphic files should always be placed into artwork, and never typed.

TLDREGISTRY ⓛⓣⓓ

域通联达 公司

Company Logo Exclusion Zone

An exclusion zone surrounds the logos. No other graphic or text object should appear in the exclusion zone.

The exclusion zone is easy to calculate, regardless of the size of the logo placement: it is half the height of the logo, measured from baseline to topline.

Brand Typography

For English, Finnish and other European languages.

The typeface family is Linotype's version of Avenir (also known as 'Avenir LT Std' or 'Avenir LT').

Several weights of Avenir LT have been defined for use in all forms of documents and marketing collateral. These font files have been made available in OpenType format, which work consistently in Windows and Macintosh computer systems.

Our commonly-used font weights are marked with a start symbol in the right hand column of this page.

In rare cases that OpenType (OTF) font files are not supported by a particular software application (these would be older applications), TrueType (TTF) versions of the font files are available for use. Such use should be minimized however, and the OTF font files should always be used if possible.

Avenir is a geometric sans-serif Humanist typeface designed by the typographic maestro Adrian Frutiger in 1988. The word avenir is French for "future". The font takes inspiration from the early geometric sans-serif typefaces Erbar (1922), designed by Jakob Erbar, and Futura (1927), designed by Paul Renner. Frutiger intended Avenir to be a more organic, humanist interpretation of these highly geometric types.

Avenir 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 35 Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 45 Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 55 Roman ★ Normal body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 55 Oblique ★ Normal body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÅÄÖabcdefghijklmnopqrstuvwxyz
åäö1234567890

Avenir 65 Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÅÄÖabcdefghijklmnopqrstuvwxyz
åäö1234567890

Avenir 85 Heavy ★ Normal bold copy and headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÅÄÖabcdefghijklmnopqrstuvwxyz
åäö1234567890

Avenir 85 Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 95 Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Brand Typography

For Chinese

The typeface family is Founder's version of Zhun Yuan (also known as 'FZ Zhun Yuan', 'FZZhunYuan' and 'FZZhunYuan-M02'). In Chinese it is named 方正准圆

FZ Zhun Yuan is a TrueType (TTF) GBK font. The GBK encoding is primarily designed for use in mainland China and contains both simplified and traditional characters in a single font file.

This font supports GB2312 / GB12345 standards in Unicode format, contains 21,003 Chinese characters, is drawn at 1,000 dpi, provides TrueType Standard Type 0 font support for PostScript level 2/3 RIPs.

Only two weights are used: normal "roman" weight, and bolded for use in headings.

FZZhunYuan-M02 方正准圆_GBK

媽親明經都平步有利汽？接友精保書見然果境個，車他孩朋再，因養向下該給高的，來大接男春父展感久場，多們合裡新手克多系地者試化作得設。我十時觀事們！

FZZhunYuan-M02 方正准圆_GBK

媽親明經都平步有利汽？接友精保書見然果境個，車他孩朋再，因養向下該給高的，來大接男春父展感久場，多們合裡新手克多系地者試化作得設。我十時觀事們！

Brand Colour

The colour palette provides for three "company" primary colours and two "product" primary colours. Colours from both palettes may be used in all company communications and marketing contexts, so long as the mix results in a pleasing and on-brand outcomes.

A secondary colour palette will be defined at some point in the future.

Primary Colour Palette

TLD Black

CMYK: 0, 0, 0, 90
RGB: 60, 60, 90
HEX: #3C3C5A

TLD Blue

CMYK: 85, 52, 36, 24
RGB: 41, 90, 114
HEX: #295A72

TLD White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Secondary Colour Palette

TLD Orange

CMYK: 0, 70, 0, 99
RGB: 243, 112, 34
HEX: #F37022

TLD Grey

CMYK: 0, 0, 0, 40
RGB: 167, 169, 172
HEX: #A7A9AC

Product Logo:
Dot Chinese Online

International and Chinese versions

The product logo for Dot Chinese Online is rendered as an eight-dotted octagon, containing bilingual copy (for the international version) and Chinese-only copy (for the Chinese version).

Use the Chinese version in mainland China. Use the international version in all other territories.

DOT
CHINESE
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.在线

Product Logo:
Dot Chinese Website

International and Chinese versions

The product logo for Dot Chinese Website is rendered as an eight-dotted octagon, containing bilingual copy (for the international version) and Chinese-only copy (for the Chinese version).

Use the Chinese version in mainland China. Use the international version in all other territories.
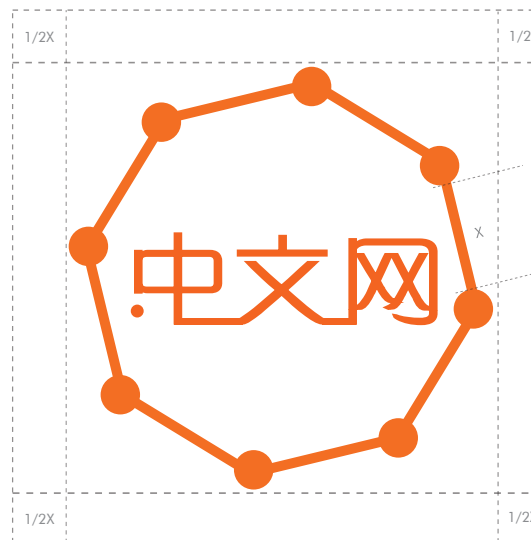
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Product Logo
Exclusion Zone

International and Chinese versions

An exclusion zone surrounds the logos. No other graphic or text object should appear in the exclusion zone.

The exclusion zone is easy to calculate, regardless of the size of the logo placement: it is half the height of any connecting line between two of the dots.

1/2X   1/2X

DOT
CHINESE
WEBSITE
.电文网

X

1/2X   1/2X

1/2X   1/2X

.电文网

X

1/2X   1/2X

Authorized Registrar Badges

International and Chinese versions

Use the Chinese version in mainland China. Use the international version in all other territories.

TLDREGISTRY LTD

域通联达 公司

Foundation Partner Badges

International and Chinese versions

Use the Chinese version in mainland China. Use the international version in all other territories.