

EROLABS

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Corporate Identity System Manual 2025

# Logotype Color

A standard set of colors has been defined for the EROLABS logotype to ensure consistency across display media and products.

Please use the specified color codes specific to each context:

1. Printed and physical materials:

Use CMYK as the primary color standard.

(Set design software color mode to CMYK)

2. Web-based or non-physical materials:

Use HEX as the primary color standard,  
with RGB values as supplementary references.

(Set design software color mode to RGB)

Notes:

The colors displayed in this document are for reference purposes only.

Actual appearance may vary by device or display medium.

When applying EROLABS logotype colors, always use the specified color values that match the intended format and production environment.

## Incorrect and Prohibited Use:

1. Using HEX or RGB color values in the production of **physical** materials.
2. Using CMYK color values for digital or **non-physical** materials.
3. Using HEX or RGB color values when the design software is set to **CMYK** color mode.
4. Using CMYK color values when the design software is set to **RGB** color mode.

## Logotype Color

HEX : FF61B6

RGB : R255 G97 B182

CMYK : C5 M73 Y0 K0

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## Logotype Color

HEX : 9F72FF

RGB : R159 G114 B255

CMYK : C57 M58 Y0 K0

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## Logotype Color

HEX : 65D1FF

RGB : R101 G209 B255

CMYK : C55 M0 Y0 K0

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## Logotype Color

HEX : 1D2630

RGB : R29 G38 B48

CMYK : C35 M10 Y0 K90

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# Logotype Color Variants

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To accommodate various usage contexts, EROLABS has established both Standard and Monochrome color variants of its logotype.

There are four variants: Standard-Light, Standard-Dark, Monochrome-Light, and Monochrome-Dark.

Standard-Light

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Standard-Dark

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Monochrome-Light

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Monochrome-Dark

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# Logotype Layout—Stacked

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The EROLABS logo offers four additional variants tailored for specific usage contexts: Standard-R, Monochrome-R, Standard-C, and Monochrome-C. The Logotype Layout—Stacked variants only support one background color option.

Standard-R



Monochrome-R



Standard-C



Monochrome-C



# Logo Background

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EROLABS has defined two official background shapes for use with its logo: Rectangle and Rounded Rectangle.

When a background is needed, only these official shapes may be used. Do not modify or create custom background shapes.

For the Standard logotype color variant, the background color is strictly limited to HEX #1D2630.

For the Monochrome version, background color is unrestricted except where legibility may be affected.

No Background



Rectangle



Rounded Rectangle



# Logotype Layout

For the Horizontal layout, the EROLABS logotype should be arranged with the word "EROLABS" displayed above the Chinese characters in a horizontal format.

When using a background, its shape must be either a Rectangle or a Rounded Rectangle, as previously specified. All other background shapes are strictly prohibited.

Only Standard and approved Dark/Light Monochrome colors may be used for the logotype. The spacing and weight of the logotype must not be altered. The logotype may not be distorted, slanted, or rotated.



Logotype Layout—Horizontal

## Incorrect and Prohibited Usage Examples:



1. Omitting the Chinese name



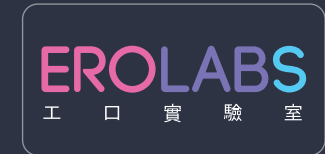
2. Arbitrarily removing or shortening the text



3. Not using all-uppercase lettering



4. Not using all-uppercase lettering



5. Using incorrect Chinese characters



6. Using monochrome colors beyond the approved Dark or Light tones



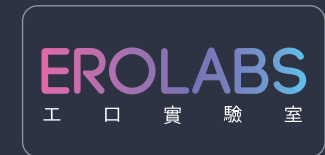
7. Distorting the logo without maintaining proportional scale



8. Placing logotype within a border or frame



9. Altering the original formatting or design



10. Applying gradient colors

# Logotype Layout—Stacked

In addition to the Horizontal logotype layout, EROLABS has developed a Stacked variant for specific usage contexts, such as user interfaces (UI) or specially designed buttons.

Any layout arrangement other than the specified Horizontal and Stacked styles is strictly prohibited.

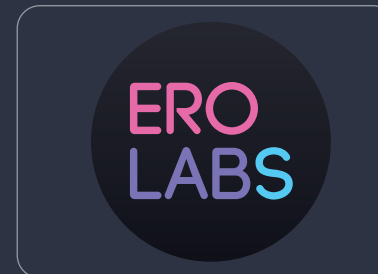


Logotype Layout—Stacked

## Incorrect and Prohibited Usage:



1. Altering the logotype alignment



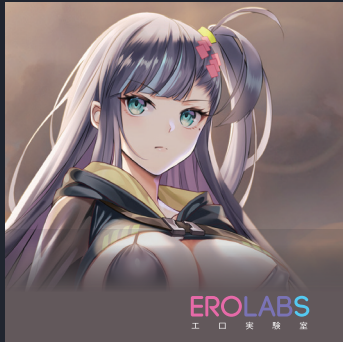
2. Adding or removing any text



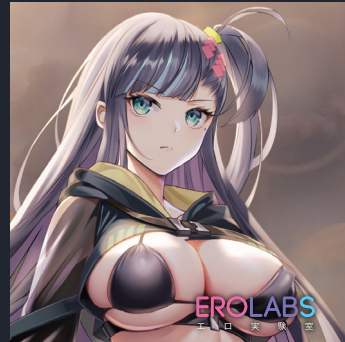
3. Altering the font size of individual elements

# Approved Uses of the EROLABS Logo

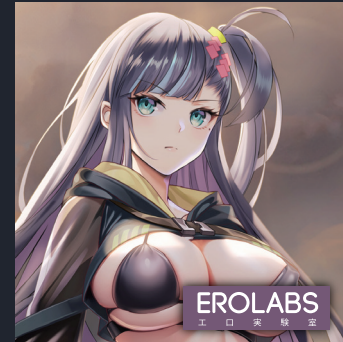
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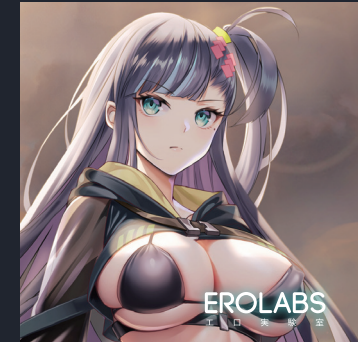
1. Gradient colors may be applied behind the logo to suit the visual context.



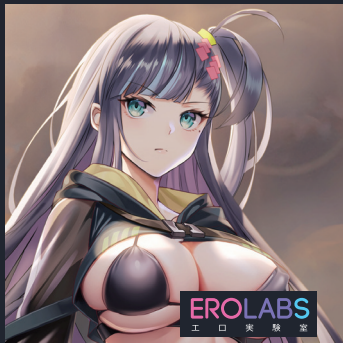
2. Standard Logo: Glow or shadow effects (limited to black or white only) may be added to enhance logo visibility.



3. Monochrome Logo: Additional effects may be added to the logo background to suit the visual context.



4. Monochrome Logo: Glow, shadow, and other effects may be added in any color to enhance logo visibility.

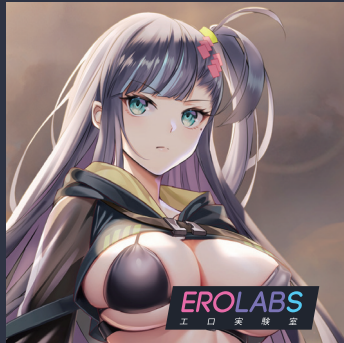


5. Standard Logo: HEX #1D2630 must be used as the background color.

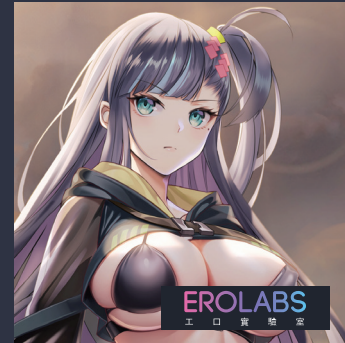
# Prohibited Uses of the EROLABS Logo



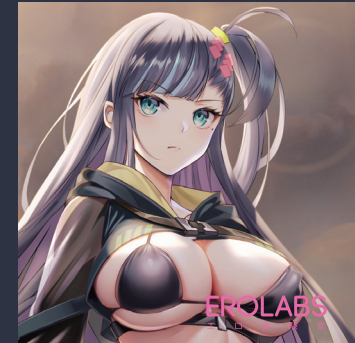
1. Enclosing the logotype in any frame or border, as it may compromise legibility



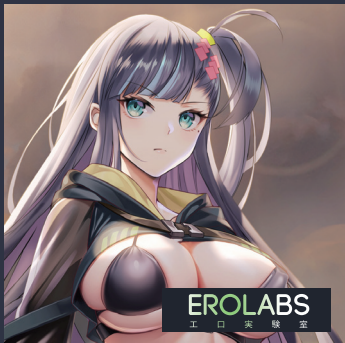
2. Distorting, stretching, or rotating the logo



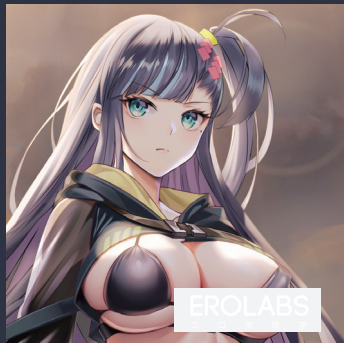
3. Applying gradient colors to the logotype



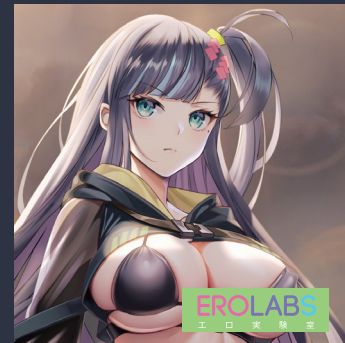
4. Using unofficial color variants for the Monochrome logo



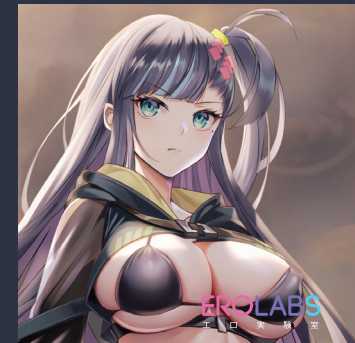
5. Applying special effects or textures to the logotype



6. Using background colors that are too similar to the logotype color, as it may compromise legibility



7. Standard Logo:  
Using any color other than HEX #1D2630 as the background color



8. Placing the logotype on backgrounds with insufficient contrast, as it may compromise legibility

# EROLABS Logo Margins

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To ensure the logotype remains clearly legible, always preserve a minimum amount of clear space around it.

This space must separate the logotype from nearby objects or layout edges and must be at least equal to the height of the "口" character (as used in the logotype) on all sides.



# EROLABS Logo Dimensions

When using various versions of the EROLABS logo, proportional scaling may be applied based on the usage context. However, special care must be taken to ensure that the width of the logo does not fall below the specified minimum width.



# EROLABS

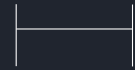
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Min. width : 50px

# ERO LABS

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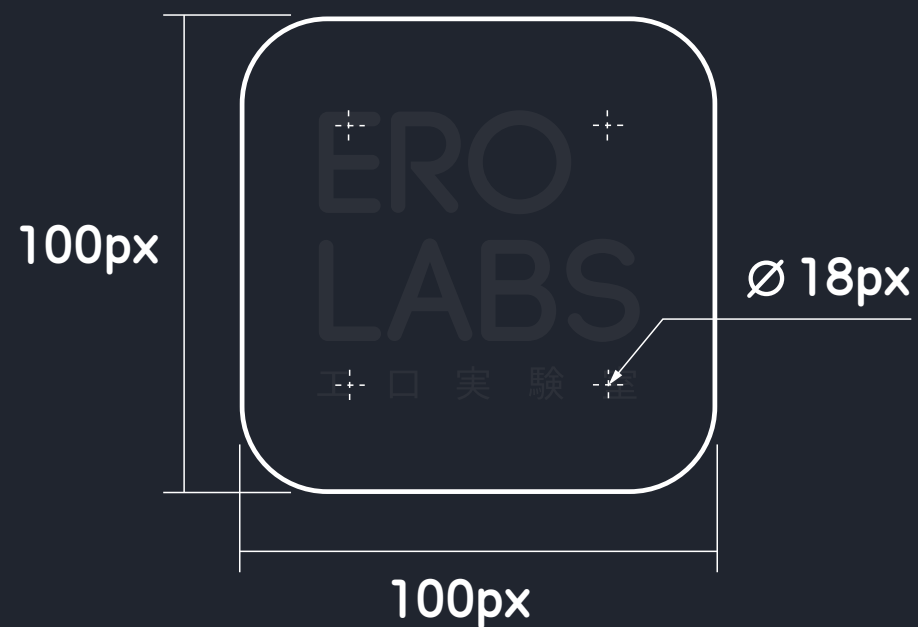


Min. width : 24px

# Logotype Layout—Stacked (R) Dimensions

The length, width, and corner radius of logotype layouts  
Standard-R and Monochrome-R are fixed.

These variants may be proportionally scaled as needed.



Ratio : 1:1

# EROLABS Copyright Notice

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Full Copyright Notice:

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Abbreviated Copyright Notice:

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