

One Company
One Brand
One Identity

TCL Brand Visual Identity
Guidelines

TCL Brand Signature

The Brand Signature is the core component of a company's Corporate Identity. Consistent usage of the brand signature inspires integrity in what it represent and leads to easy recognition. The Brand Signature of TCL uses a standard typeface with bold type, creating a strong and powerful feeling. This corresponds with TCL's leadership in the Chinese household electric appliance industry. And, we now add a newly-designed signature background with a single round corner in a consistent pure red. The vivid red color and the different versions of round corner according to different positions will enhance TCL's brand personality of being dynamic, positive, along with full of rapid advances and flexibility. A simple yet elegant design will adapt to wide use in different areas and ensure the integrity of the brand image.

The various versions of the Brand Signature

The TCL Brand Signature exists in four versions according to the different positions of the rounded corner background shapes. They are: a rounded corner in the upper left, upper right, bottom left and bottom right. The version that has an upper left rounded corner is the preferred version, and is called the main brand signature in the guideline.

The four versions are used in different layout positions. Please refer to chapter 2.4 for detailed guidelines. (The signature shown with a rounded corner on the left mainly used in advertisement, publication. The signatures with rounded corner on the right are mainly used in the stationery system.)

Brand Signature regulations

The characters in the Brand Signature have been created for our exclusive use. It must never be modified in any way (i.e. do not squash, stretch or try to re-draw it).

It must appear against a correct and uncluttered legible colored background. When selecting a background color, care should be taken to ensure legibility.

The Brand Signature must always be reproduced from the supplied digital master artwork in the attached CD.

Rounded corner in the upper left (main brand signature)



Rounded corner in the bottom left



Rounded corner in the upper right



Rounded corner in the bottom right



Restricted Zone

For the Brand Signature to communicate clearly and effectively, a minimum amount of space called the Restricted Zone is to be left around it; clear of text, symbols and other related graphic elements.

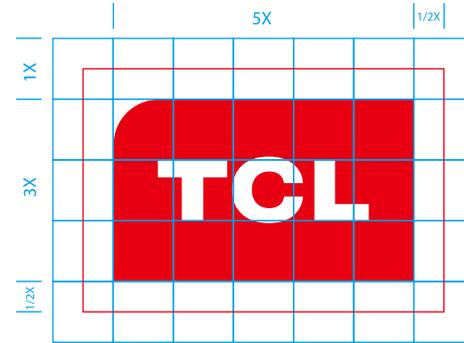
The four examples on the left show the Restricted Zone of the TCL Brand Signature. The outside blue frame is the optimum restricted zone, whose size is defined as "X"; the inside red frame is the minimum restricted zone, whose size is defined as "0.5X". When the signature size changes, the size of restricted zone changes accordingly.

Minimum Size

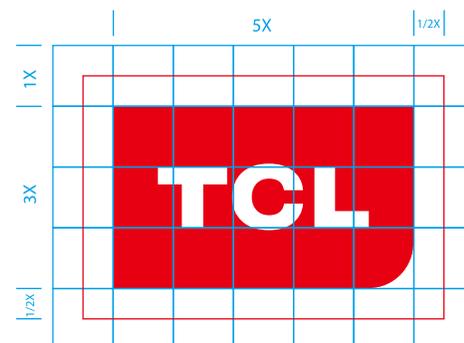
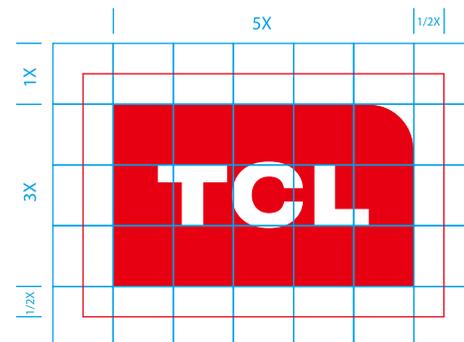
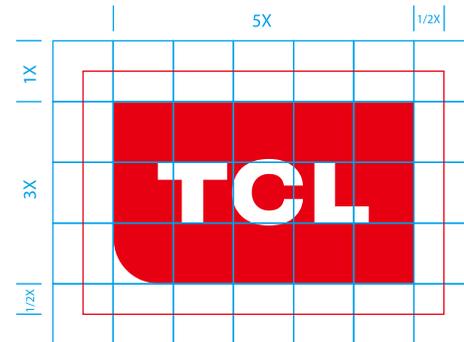
The minimum sizes of the Brand Signature to be used for various printing processes are specified on this page. Using the mark any smaller than indicated will reduce legibility and quality of reproduction.

The four examples on right show the minimum size of the TCL Brand Signature. The minimum height of the Brand Signature is 5mm.

Restricted Zone



Minimum Size: height 5 mm



Full Color Version

Where possible, the full color version of the Brand Signature should be used in all visual communication system applications. The full color version of the Brand Signature is suitable for all communication materials, including print advertising, television advertising, collateral and digital media.

Single Color Version

The entire Brand Signature may appear as a solid color. No tints are to be used. A single color Brand Signature can only be used in special situations, such as a fax sheet.

Besides the two color versions, no other colors may be used for the Brand Signature.

Full Color Version



Single Color Version



Color Policy

Corporate colors are a key element to re-enforcing the TCL brand identity. Consistent use of the corporate color is to be applied in all communication systems including stationery, publication, advertisements, multi-media, signage, collaterals, etc.

Corporate Red

Pure Corporate red is TCL's major consistent color tone, representing the nature of a dynamic, progressive and passionate brand, relevant to the brand positioning of vitality and easy-communication.

Corporate Black

Corporate black is used in the rectangular background of the single color Brand Signature and text color as well.

Corporate Gray

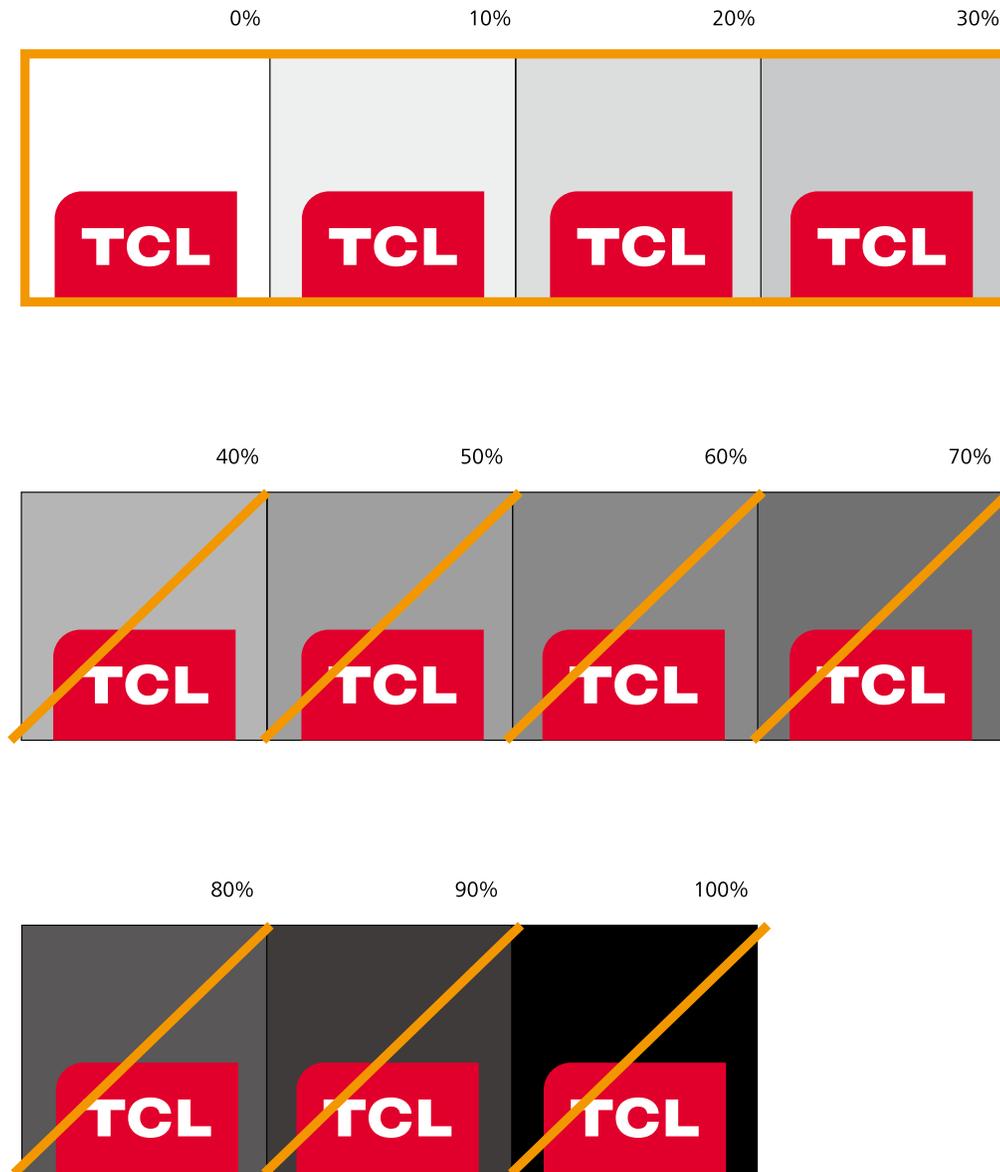
Corporate gray is used for a gray background.



The expressions of the logo are greatly influenced by its background. Cluttered backgrounds lead to obscure and confusing image. To ensure the clarity and legibility of the TCL Brand Signature, it is important for departments concerned to adhere to the background color and to follow the listed guidelines.

White is the preferred background color for the TCL Brand Signature. When using a grey or colored background, it is important to control the intensity of the background to ensure clarity and legibility of the TCL Brand Signature.

For your reference we have provided a preferred background greyscale table, for use with the full color Brand Signature. The open frame indicates the right signature application, and the slash indicates the wrong application.



1 When placing the Brand Signature on a colored background, ensure that only TCL Design Color tints are used as shown here. (The examples here only show part of TCL Design Color.) The Dark Color from the TCL Design Color selection cannot be used as the TCL Brand Signature background.

2 If the Brand Signature appears on a background image, please ensure that there is sufficient contrast in terms of color and texture so as not to obscure or dilute the prominence of the signature brand. The background should not be cluttered or be too close in color to the TCL signature brands colors.

1

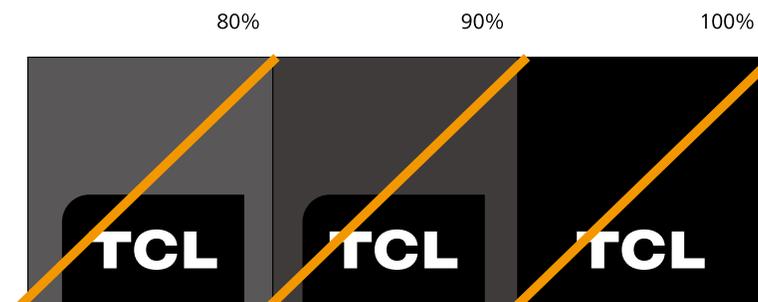
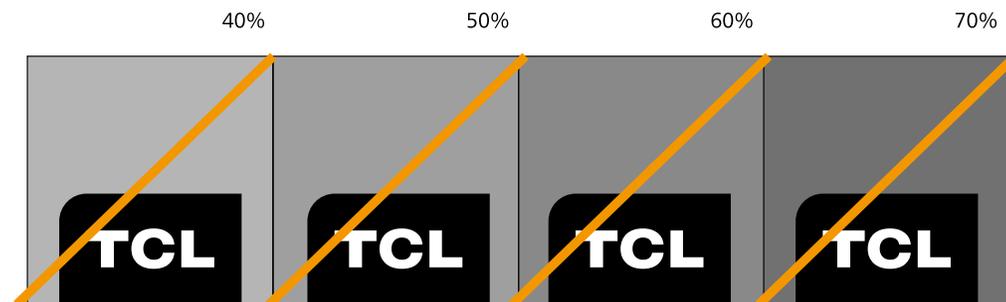
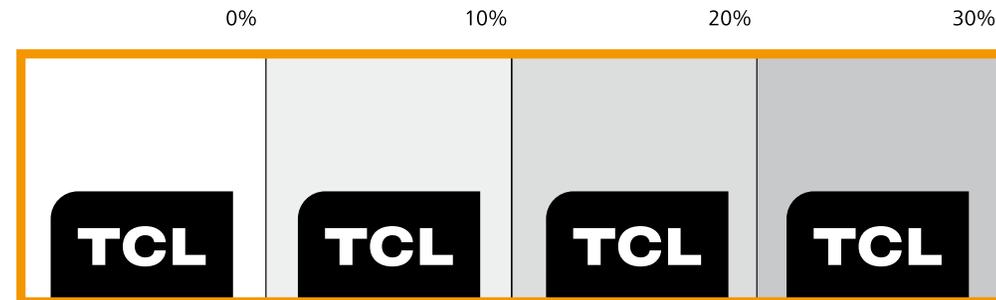


2



White is the preferred background color for the TCL Brand Signature. When using a grey or colorful background, it is important to control the intensity of the background to ensure the clarity and legibility of the TCL Brand Signature.

For your reference we have provided a preferred background greyscale table, for use with the single black color Brand Signature. The open frame indicates the right signature application, and the slash indicates the wrong application.



Incorrect Use of Brand Signature

Every part of the Brand Signature is integral to form unity. Any change of the brand signature overshadows the brand impression of people and can harm the consistency of the brand image. The Brand Signature cannot be modified in any way. It is essential that all versions of the Brand Signature be applied in a considered and consistent manner. Some common mistakes relating to the application of the Brand Signatures are shown on the right. Please avoid them!

Figure 1

The proportion and placement between the typeface and background should never be changed.

Figure 2

The background shape of the Brand Signature should never be changed.

Figure 3

The Brand Signature should never be squashed or stretched in any way.

Figure 4

Never outline either the brand typeface or its background.

Figure 1



Figure 2



Figure 3



Figure 4

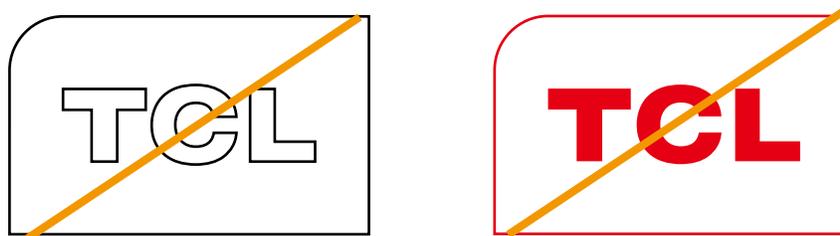


Figure 5

The color of the typeface and background should never be changed.

Figure 6

Never add outlines or shadows to the Brand Signature.

Figure 7

The background of Brand Signature should not be cluttered, or be too close in color to the TCL signature brands colors. If the Brand Signature appears on a colored background, please ensure that there is sufficient contrast in terms of color and texture so as not to obscure or dilute the prominence of the signature brand.

Figure 5



Figure 6



Figure 7

