

# **MODERN EDUCATION DIGITAL MEDIA LIMITED**

## **Logo Specification**

This guide provides the essential direction to serve as the basic rules of usage of the MEDN logo in different aspects of presentation.

Updated: 03 January 2011

## Corporate Logo



現代教育資訊科技有限公司  
Modern Education Digital Media Limited











## Design Concept

This logo plays with simple typographic and blocks of colour liven up into something that are easy to read and refreshing while retaining the recognizable characteristics of ME.NET and MERS. These blocks of colour can also be used to represent the different media projects which we are dealing with for different cultures by associating with the colour themes used in MERS, e-Trainer and Modern Multimedia.











We decided to merge the E and D into a shape that not only creates a sense of uniqueness and identification but also perfectly links up the words "education" and "digital" into a new design, which also refers to the shape of a computer mouse.

In response to other circumstances, this logo does work just as good in 4 color process, or as in grayscale. And without text, it is simple enough to view as an outright symbol on its own.




# Four Color Applications

primary color	pantone	4 colour process	non-printed material
 現代教育資訊科技有限公司 Modern Education Digital Media Limited	PANTONE 206 for coated/uncoated	C 0, M 100, Y 40, K 0	R 230, G 20, B 100 HEX #E61464
 現代教育資訊科技有限公司 Modern Education Digital Media Limited	PANTONE 197 for coated/uncoated	C 0, M 70, Y 15, K 0	R 240, G 110, B 145 HEX #F06E91
 現代教育資訊科技有限公司 Modern Education Digital Media Limited	PANTONE 203 for coated/uncoated	C 0, M 45, Y 5, K 0	R 255, G 180, B 190 HEX #FFB4BE
 現代教育資訊科技有限公司 Modern Education Digital Media Limited	PANTONE 198 for coated/uncoated	C 0, M 85, Y 25, K 0	R 240, G 95, B 125 HEX #F05F7D
 現代教育資訊科技有限公司 Modern Education Digital Media Limited	PANTONE 2915 for coated/uncoated	C 65, M 0, Y 10, K 0	R 0, G 190, B 230 HEX #00BEE6
 現代教育資訊科技有限公司 Modern Education Digital Media Limited	PANTONE 279 for coated/uncoated	C 55, M 20, Y 0, K 0	R 110, G180, B 230 HEX #6EB4E6
 現代教育資訊科技有限公司 Modern Education Digital Media Limited	PANTONE 362 for coated/uncoated	C 60, M 0, Y 80, K 0	R 120, G 190, B 100 HEX #78BE64
 現代教育資訊科技有限公司 Modern Education Digital Media Limited	PANTONE 130 for coated/uncoated	C 0, M 30, Y 100, K 0	R 255, G 185, B 20 HEX #FFB914
 現代教育資訊科技有限公司 Modern Education Digital Media Limited	PANTONE 107 for coated/uncoated	C 0, M 5, Y 100, K 0	R 255, G 230, B 0 HEX #FFE600
 現代教育資訊科技有限公司 Modern Education Digital Media Limited	PANTONE 425 for coated/uncoated	C 0, M 0, Y 0, K 80	R 90, G 90, B 90 HEX #5A5A5A

# Grayscale Applications

primary color	pantone	4 colour process	non-printed material
 <p>現代教育資訊科技有限公司 Modern Education Digital Media Limited</p>	PANTONE 446 for coated/uncoated	C 0, M 0, Y 0, K 85	R 70, G 70, B 70 HEX #464646
 <p>現代教育資訊科技有限公司 Modern Education Digital Media Limited</p>	PANTONE Cool Gray 11 for coated/uncoated	C 0, M 0, Y 0, K 75	R 100, G 100, B 100 HEX #646464
 <p>現代教育資訊科技有限公司 Modern Education Digital Media Limited</p>	PANTONE Cool Gray 9 for coated/uncoated	C 0, M 0, Y 0, K 60	R 140, G 140, B 140 HEX #8C8C8C
 <p>現代教育資訊科技有限公司 Modern Education Digital Media Limited</p>	PANTONE 425 for coated/uncoated	C 0, M 0, Y 0, K 80	R 90, G 90, B 90 HEX #5A5A5A
 <p>現代教育資訊科技有限公司 Modern Education Digital Media Limited</p>	PANTONE 422 for coated/uncoated	C 0, M 0, Y 0, K 45	R 170, G 170, B 170 HEX #AAAAAA
 <p>現代教育資訊科技有限公司 Modern Education Digital Media Limited</p>	PANTONE Cool Gray 4 for coated/uncoated	C 0, M 0, Y 0, K 35	R 190, G 190, B 190 HEX #BEBEBE
 <p>現代教育資訊科技有限公司 Modern Education Digital Media Limited</p>	PANTONE 423 for coated/uncoated	C 0, M 0, Y 0, K 55	R 150, G 150, B 150 HEX #969696
 <p>現代教育資訊科技有限公司 Modern Education Digital Media Limited</p>	PANTONE 420 for coated/uncoated	C 0, M 0, Y 0, K 30	R 200, G 200, B 200 HEX #CBCBCB
 <p>現代教育資訊科技有限公司 Modern Education Digital Media Limited</p>	PANTONE Cool Gray 1 for coated/uncoated	C 0, M 0, Y 0, K 20	R 220, G 220, B 220 HEX #DCDCDC
 <p>現代教育資訊科技有限公司 Modern Education Digital Media Limited</p>	PANTONE 425 for coated/uncoated	C 0, M 0, Y 0, K 80	R 90, G 90, B 90 HEX #5A5A5A

## One Color Applications

primary color	pantone	4 colour process	non-printed material
	PANTONE 206 for coated/uncoated	C 0, M 100, Y 40, K 0	R 230, G 20, B 100 HEX #E61464
	PANTONE Process Black for coated/uncoated	C 0, M 0, Y 0, K 100	R 0, G 0, B 0 HEX #000000
		C 0, M 0, Y 0, K 0	R 255, G 255, B 255 HEX #FFFFFF

## Minimum Size Requirement

with text	without text
	

## Typography

true type	text under logo
<b>華康麗中黑</b> style: Regular tracking: 745	現代教育資訊科技有限公司
<b>Arial</b> style: Regular tracking: 74	Modern Education Digital Media Limited