

# Poqet PC



## Logo Specification Book

**Updated Guidelines for brand Poqet PC Inc.**

Your guide to consistent brand representation

**Poqet Computers Inc.**

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# Logo Options



## Logo Options

The logo for Poqet Computers offers three distinct color options to ensure versatility and consistency across various applications. The first option features a sophisticated combination of dark green and grey, embodying the brand's commitment to innovation and reliability. This color scheme is ideal for formal documents, presentations, and products where a professional and authoritative tone is required.

The second option, presented in black, exudes elegance and timelessness. It is suitable for use on light backgrounds or when a high-contrast, impactful presentation is desired. This option is particularly effective for digital applications and print materials where the logo needs to stand out prominently.

The third option, in white, provides flexibility for use on dark backgrounds or in situations where a lighter, more subtle appearance is preferred. This option ensures the logo remains visible and maintains its integrity across a variety of backgrounds and contexts.

By offering these three color options, Poqet Computers ensures its logo can be effectively used in a wide range of settings, maintaining a strong and consistent brand identity.



**Poqet Computer**



**Poqet Computer**



**Poqet Computer**



**Poqet Computer**



**Poqet Computer**



**Poqet Computer**

# Color Specifications



## Primary Colors

The use of Pantone colors 349C and 427C is essential to the Poquet Computers brand identity, representing its values and qualities.

Pantone 349C, a deep green shade, symbolizes growth, innovation, and reliability. It reflects Poquet Computers' commitment to technological advancement and its progressive approach to product development. This color is prominently used in the brand's logo and visual elements to establish a strong and recognizable brand presence.

Pantone 427C, a cool grey tone, complements the vibrant green of 349C, adding a sense of balance, professionalism, and sophistication to the brand's color palette. It is often used as a background or secondary color to enhance the visibility and impact of the primary green color.

Together, these two Pantone colors create a harmonious and cohesive visual identity for Poquet Computers and should be used whenever possible.

PANTONE

349C

CMYK

C90 M30 Y95 K30

SCREEN

R0 G104 B56

WEB

HTML #006838

75%

50%

25%

PANTONE

427C

CMYK

C0 M0 Y0 K20

SCREEN

R209 G211 B212

WEB

HTML #D1D3D4

75%

50%

25%

# Corporate Typefaces



## Typography

The selection of typefaces for the Poquet Computers brand identity plays a crucial role in conveying its values and characteristics. The primary typeface, TW Cen MT, offers a modern and sleek appearance, reflecting the brand's focus on cutting-edge technology and innovation. Its clean lines and balanced proportions make it ideal for conveying professionalism and clarity in communication. Can be used as Body text as well as Subject text

TW Cen MT Bold is used to add emphasis and impact when needed, such as in headings, titles, or key messages. Its bold weight creates a strong visual presence and helps draw attention to important information, enhancing the overall readability and effectiveness of the brand's communication materials.

Microsoft JhengHei UI is utilized to provide a sense of familiarity and accessibility, particularly in digital contexts. As a sans-serif typeface, it offers a clean and contemporary look, making it suitable for use in body text and other smaller elements where readability is paramount. Its inclusion in the brand identity ensures consistency and coherence across different communication channels and materials.

By using these three typefaces strategically, Poquet Computers is able to establish a cohesive and impactful brand identity.

### Tw Cen MT

AaBbCcDdEeFfGgHhIiJjKk  
LmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
1234567890  
!@#\$\$%^&\*()\_+

Poquet Computers was one of the pioneers in developing palmtop computers.

### Tw Cen MT Bold

AaBbCcDdEeFfGgHhIiJjKk  
LmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
1234567890  
!@#\$\$%^&\*()\_+

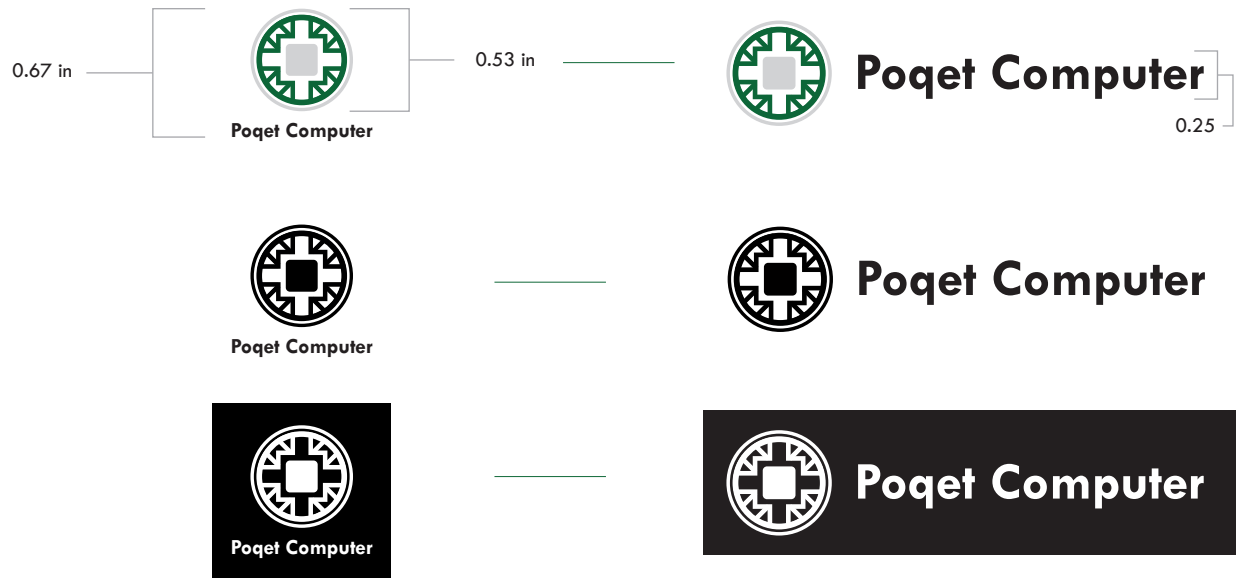
### Poquet Computers Incorporated

### Microsoft JhengHei UI

AaBbCcDdEeFfGgHhIiJjKk  
LmNnOoPpQqRrSsTtUuVv  
WwXxYyZz  
1234567890  
!@#\$\$%^&\*()\_+

Poquet Computers, known for their pioneering handheld PCs in the late 1980s and early 1990s, were among the first to introduce the concept of pocket-sized, portable computing devices. These early devices laid the groundwork for the modern smartphone and tablet technologies we use today.

# Sizing



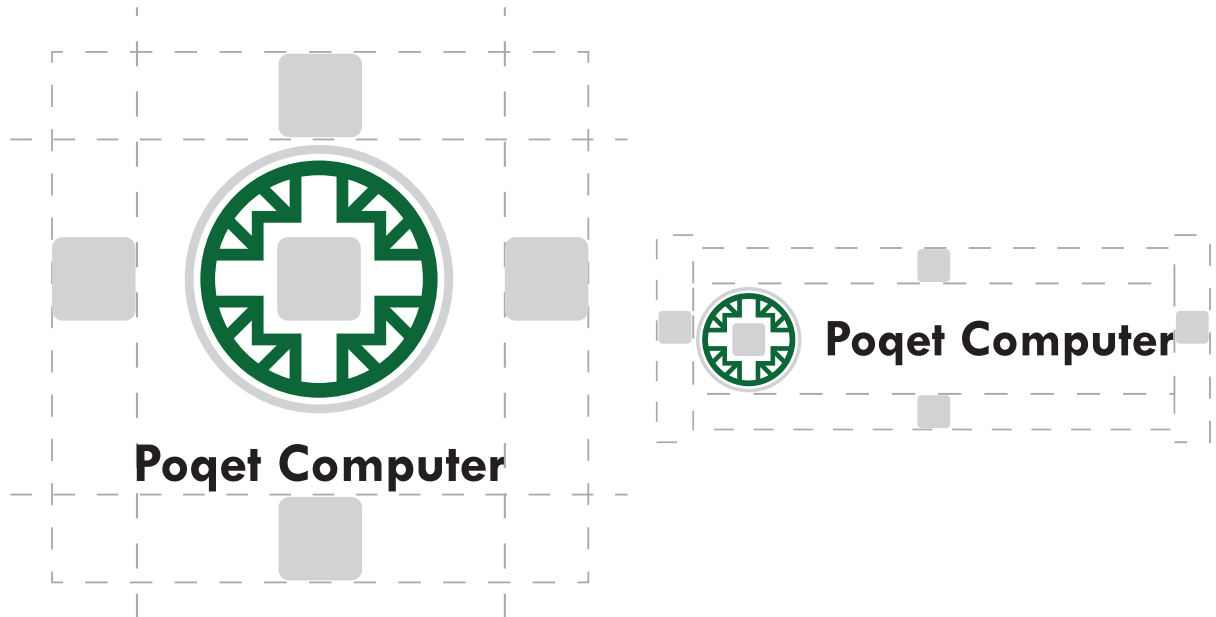
## Vertical Guidelines

Poqet Computers sizing guidelines for the vertical logo ensure clear and consistent presentation. When including text, the logo should scale to a minimum of 0.67 inches to maintain legibility and impact. For versions without text, the logo should scale to a minimum of 0.53 inches in height. Adhering to these guidelines will help maintain the integrity and visibility of the Poqet Computers brand across various applications.

## Horizontal Guidelines

For the horizontal version of the Poqet Computers logo, when scaling, adjust the text size by a maximum of 0.25 inches to ensure a balanced and harmonious presentation. This guideline helps maintain the legibility and impact of the logo while accommodating different size requirements.

# Correct Spacing



## Blank Space

For Poqet Computers, ensuring there is enough space around both logos is crucial to avoid them appearing overcrowded. These guidelines provide a clear demonstration of the appropriate amount of white space to maintain around each logo, using the CPU element as a reference for spacing. However, more space can be allowed if a more open and airy appearance is desired, as long as it does not compromise the overall balance and integrity of

the Poqet Computers logo, it's important to avoid incorporating any other shapes, icons, vectors, or letters. This approach ensures a consistent and professional look for the Poqet Computers brand, maintaining its integrity and visual impact. Consistency in spacing will help enhance the logo's recognizability and strengthen the overall brand identity of Poqet Computers.

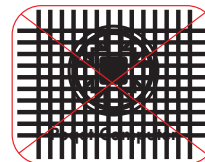
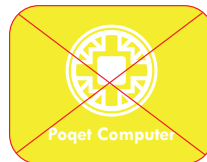
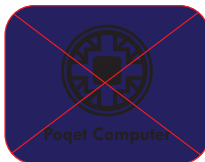
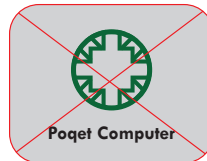
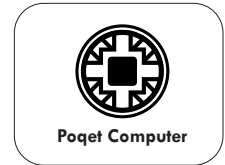
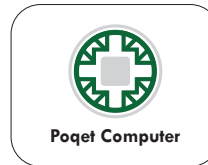


# Background Usage



## Correct Background Usage

For Poquet Computers, it's crucial to ensure proper background usage to maintain the logo's visibility and impact. Always contrast the logo with its background: use light backgrounds with dark logos and dark backgrounds with light logos. This approach ensures optimal legibility and visual appeal, enhancing the overall brand presence of Poquet Computers.



## Incorrect Background Usage

When using the Poquet Computers logo, it's important to avoid improper background usage to maintain its visibility and impact. Never use patterned backgrounds that clash with the logo, and avoid using light logos on light backgrounds or dark logos on dark backgrounds. These practices can diminish the logo's legibility and compromise the brand's visual identity. Always ensure that the logo stands out clearly against its background for maximum effect.

# Proper Logo Usage



## Proper Usage

Proper usage of the Poqet Computers logo is essential to maintain its integrity and ensure brand consistency. Avoid using any of the shown examples and refer to pages 3 through 5 for correct logo usage guidelines. Transparency and embossing effects are allowed for product placement, but should be used judiciously to maintain the logo's legibility and visual impact.

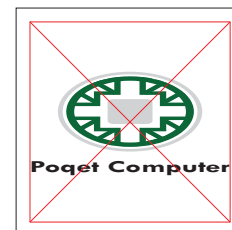
When using the Poqet Computers logo in digital formats, it is important to use the default logos provided and adhere to the given corporate colors. This ensures a consistent brand identity across all digital platforms and materials. By using the correct logos and colors, you help reinforce the Poqet Computers brand and create a unified and professional look for your digital presence.



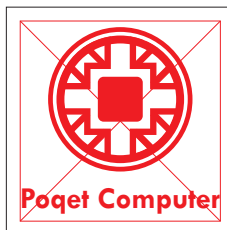
**Do not**  
place text on top



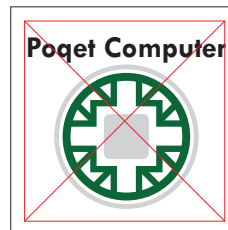
**Do not**  
Squish Vertically



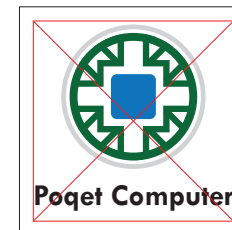
**Do not**  
Squish Horizontally



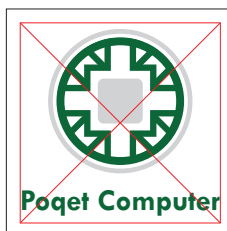
**Do not**  
change default colors



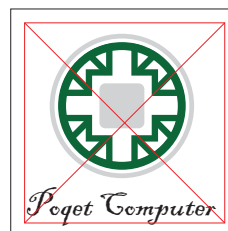
**Do not**  
Misplace text above



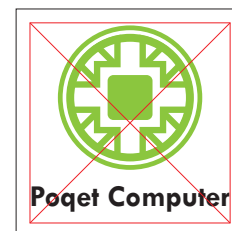
**Do not**  
change CPU color



**Do not**  
change text color



**Do not**  
change typeface



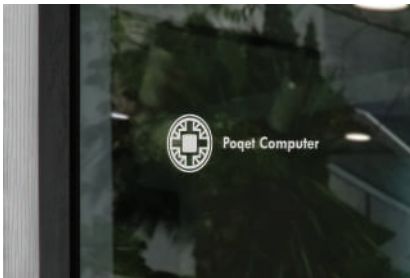
**Do not**  
change symbol color

# Additional Usage



## Embossing

Embossing can be utilized for Poquet Computers in the context of company buildings to add a tactile and premium feel. This technique can enhance the brand's presence on physical structures, creating a distinctive and memorable impression.



## Window Decals

Window decals are an acceptable method for displaying the Poquet Computers logo, offering a versatile and eye-catching way to showcase the brand. Whether on storefronts, vehicles, or office windows, window decals can effectively promote the Poquet Computers brand and increase visibility. White version must be used



## Transparency

The transparency of the black Poquet Computers logo is permitted only for product accessory placement. This means that the logo can be used with varying degrees of transparency when placed on products or accessories related to Poquet Computers.



## **Splash Screen**

The default logo is acceptable for use on the splash screen for Poqet Computers. This ensures a consistent brand identity and provides a professional look for users when they interact with Poqet Computers' software or applications.



## **Safe Mode Splash Screen**

The white version of the logo is acceptable for use on the Safe Mode splash screen for Poqet Computers. This ensures that the brand is still recognizable and maintains its integrity even in special modes or situations.

