

The Acer Logo

This is the only permitted format of the Acer Logo. It is distinctive in shape and must never be altered.



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Minimum Size

The Acer Logo may be reduced to a width of 10 mm.

At this measurement, the height of the letter "a" is 2.5 mm.



Minimum Staging Area

The minimum staging area specification is derived by calculating 30% of the height of the letter "a".



TM /® Placement

Registered and Trade Mark symbols are placed at the bottom right of the Acer Logo.

- The TM letters and ® are set in Frutiger 55 Roman.
- The size of the Registered and Trade Mark symbols is 15% of the height of the letter "a".
- Do not redraw the symbol.



Corporate Colors - 1

The Acer Corporate Color is Acer Green (Pantone 329). Acer Green is the recommended color for the Acer Logo for all applications. However, if technical or other restrictions apply, reproduction in Grey, Black, Gold and Silver is possible.

Acer Corporate Color: Acer Green

Pantone: 329
Process: C100, Y60, K45
RGB: R00, G80, B70

Supplementary Corporate Colors*

Pantone 872 Gold
RGB: R141, G110, B38

Pantone 877 Silver
RGB: R133, G124, B122

Pantone: Cool Grey 9
Process: 65% Black
RGB: R89, G89, B89

Pantone Process Black
Black 100%
RGB: R00, G00, B00

Corporate Colors -2

The Acer Logo may appear in reversed white on any CI or VI color used as a background as long as sufficient contrast is maintained.

Corporate Color (Pantone 329)

Corporate Reverse

Gold (Pantone 872)

Gold Reverse

Silver (Pantone 877)

Silver Reverse

Grey (Cool Grey 9)

Grey Reverse

Black (Pantone Process Black)

Black Reverse

Acer Logo Legibility

Pantone Process Black



The Acer Logo must have a marked contrast with the background at all times.

The reversed white version of the Acer Logo is recommended on a background strength of more than 50% of the chosen color.

The Acer logo can also appear in reverse white against with in CI or VI color palette, as long as sufficient contrast is maintained.



Acer Logo Misuse



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Do NOT distort the Acer Logo by scaling it disproportionately or altering it in any other way.



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Do NOT alter the Acer Logo with drop shadows or filters.



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Do NOT alter the Acer Logo.



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Do NOT display the Acer Logo in any other color except Acer Green or any supplementary corporate color.



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Do NOT display the Acer Logo in any percentage of Acer Green.



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Do NOT add another element to the signature. Always respect the minimum staging area as defined in this manual.



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Do NOT bleed the Acer Logo off the edge of the page.



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Do NOT reproduce the Acer Logo on a textured or detailed background that impairs readability.



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Do NOT use a color gradient (fade out) effect inside the logo.



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