

**ezrakirkdesign** printwebinteractivephotographyvideo

# interactive design

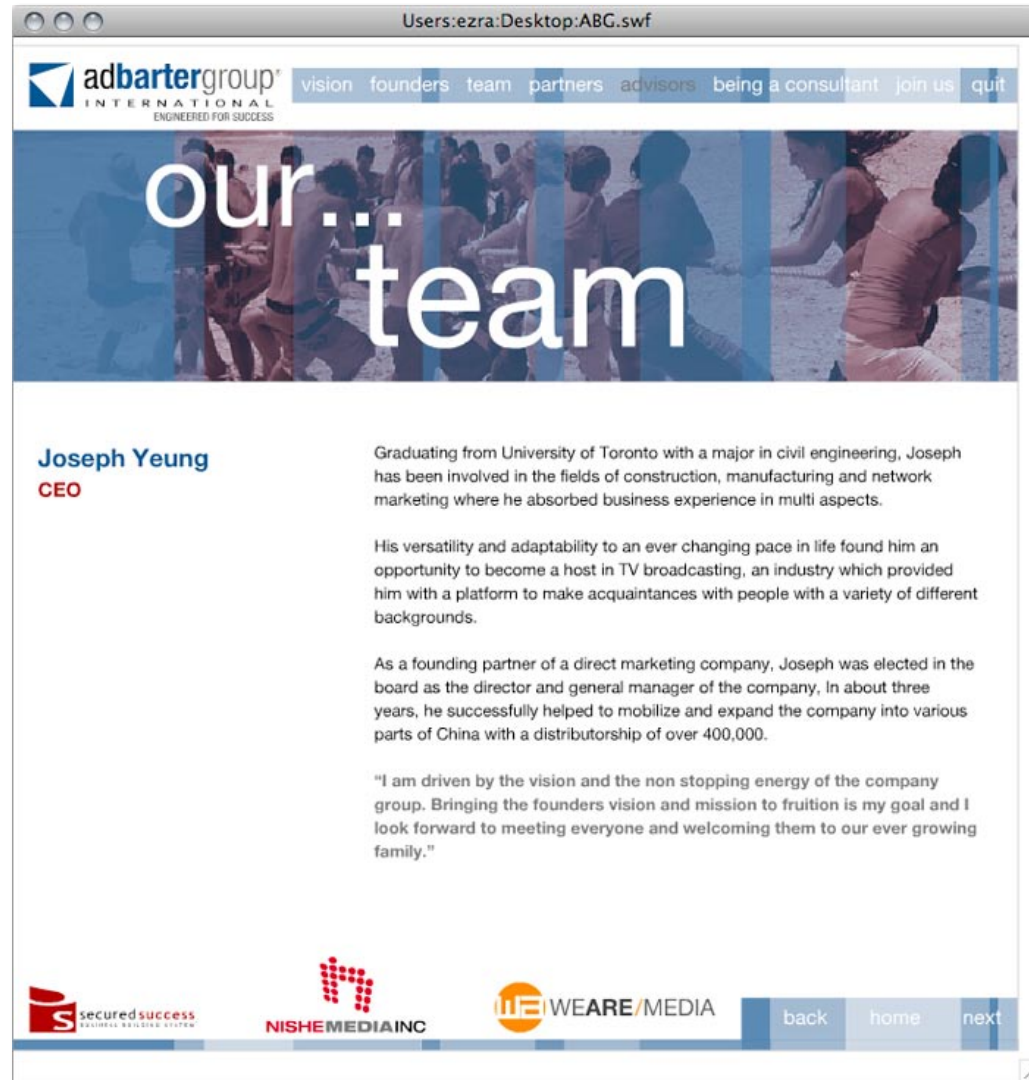
the box: 1a bonanza court, 3 bonham road, mid levels, hong kong

in the box: +852 2819 8479 out of the box: +852 9168 2401 mail the box: [ezra@ezrakirk.com](mailto:ezra@ezrakirk.com) extended box: [www.ezrakirk.com](http://www.ezrakirk.com)



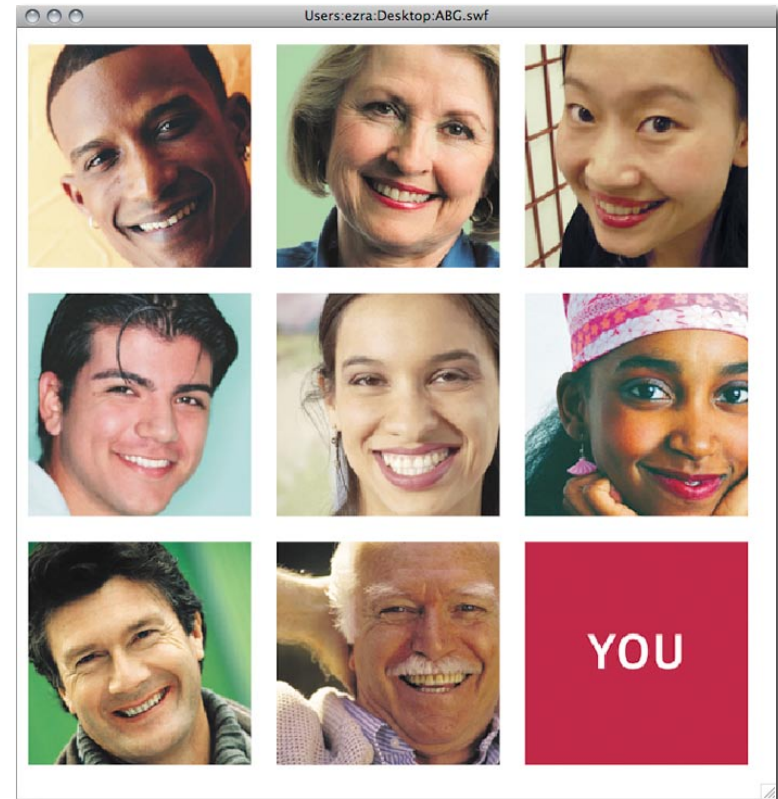
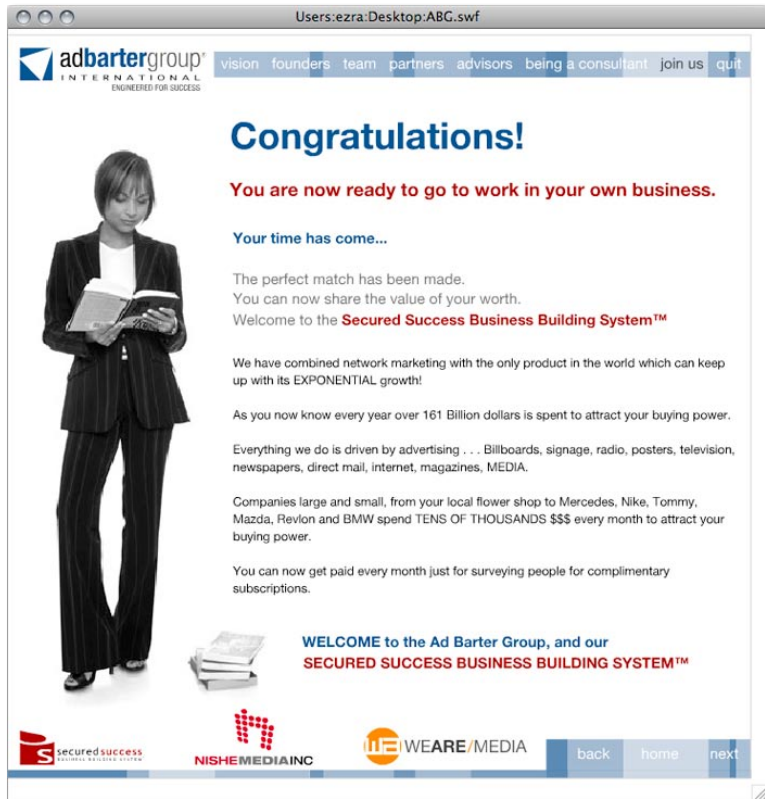
**details**

introduction to the company and how to join



**details**

introduction to the company and how to join



Users:ezra:Desktop:ABC.swf

**adbartergroup**  
INTERNATIONAL  
ENGINEERED FOR SUCCESS

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**Your time has come...**

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You can now share the value of your worth.  
Welcome to the **Secured Success Business Building System™**

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As you now know every year over 161 Billion dollars is spent to attract your buying power.

Everything we do is driven by advertising . . . Billboards, signage, radio, posters, television, newspapers, direct mail, internet, magazines, MEDIA.

Companies large and small, from your local flower shop to Mercedes, Nike, Tommy, Mazda, Revlon and BMW spend TENS OF THOUSANDS \$\$\$ every month to attract your buying power.

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SECURED SUCCESS BUSINESS BUILDING SYSTEM™**

**secured success**  
BUSINESS BUILDING SYSTEM

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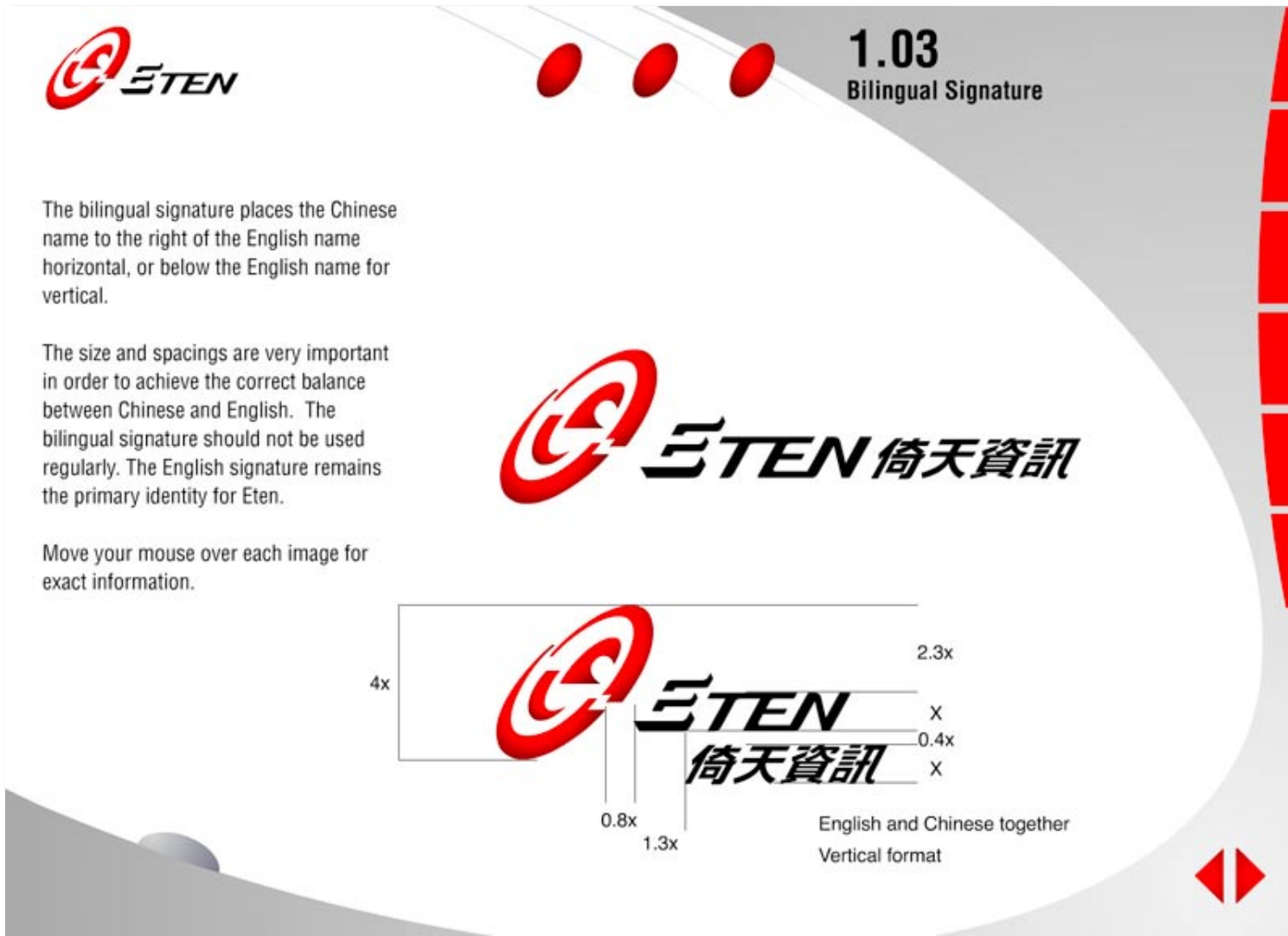
back home next

**details**

introduction to the company and how to join







**1.03**  
Bilingual Signature

The bilingual signature places the Chinese name to the right of the English name horizontal, or below the English name for vertical.

The size and spacings are very important in order to achieve the correct balance between Chinese and English. The bilingual signature should not be used regularly. The English signature remains the primary identity for Eten.

Move your mouse over each image for exact information.

4x

0.8x

1.3x

2.3x

X

0.4x

X

English and Chinese together  
Vertical format

**Eten**

**ETEN 倚天資訊**



# ETEN

## 5.02 System Application

Creating a consistent and powerful brand image for Eten is very important. This enhances the images of Eten in the marketplace and shows the company as a leading edge forward thinking organisation.

This guide includes a comprehensive system application manual in Acrobat PDF format. This manual includes detailed information for stationery, promotion items and signage. Acrobat PDF format allows you to print high quality pages for distribution to suppliers and printers, or the PDF file can be sent by e-mail for easy distribution.

PC Users: click the button at right to launch the system application manual.

Mac Users: exit this interactive guide, then locate the file "system\_eten.pdf" in the "Mac" folder. Double click to open.

**Launch System Manual (PC Only)**

- Slogan
- Slogan
- Alignment
- Typography
- Misuses

**傳訊王 2000**  
Info Touch

The Info Touch wordmark acts as a brand identifier for the Info Touch product range.

The primary wordmark is the standard Bilingual wordmark, but an English only and a special Chinese version are also used.

Click the right arrow to continue

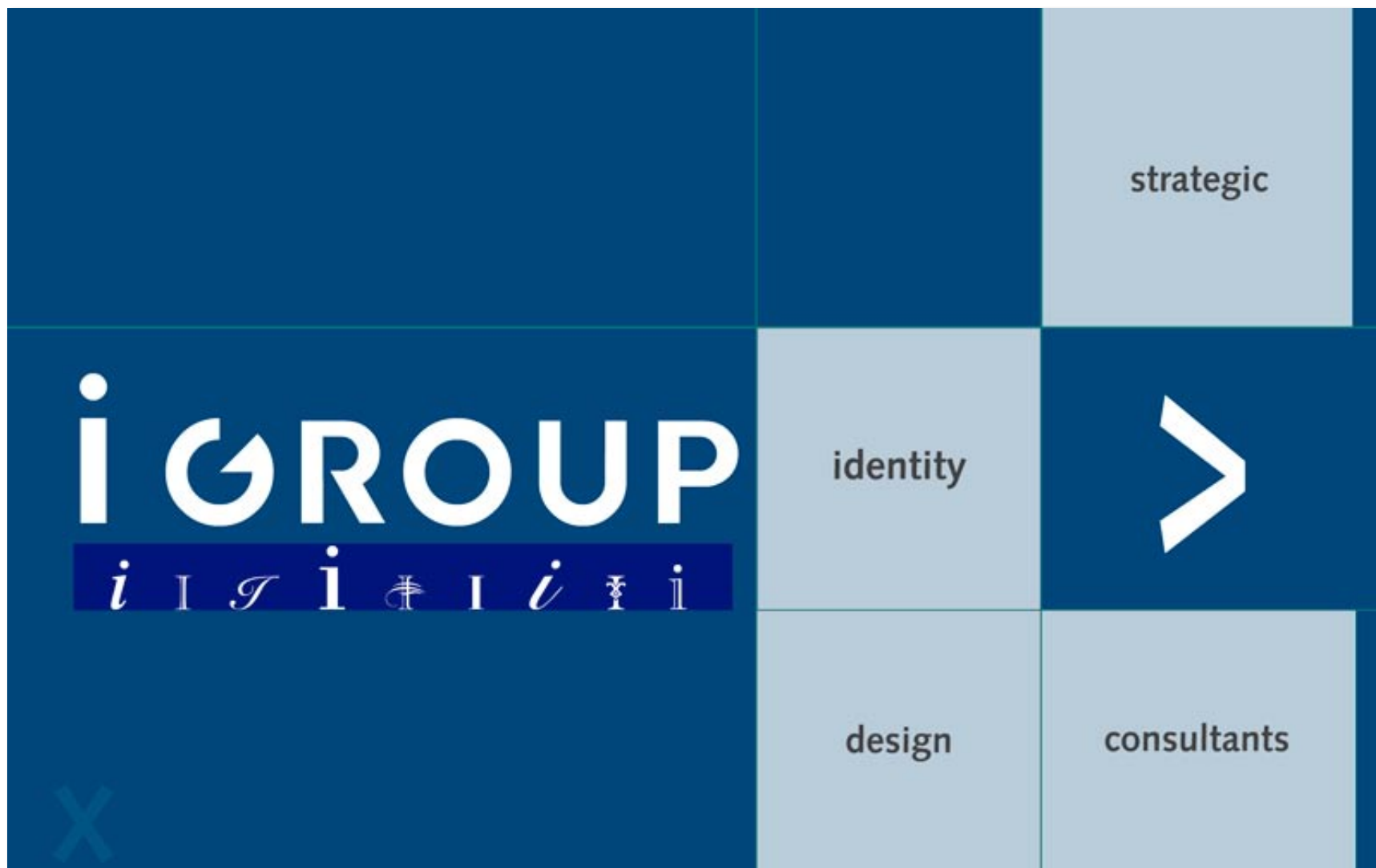
**傳訊王 2000**  
Info Touch

Colours

- Full Colour
- Greyscale
- Misuse

The image shows a detailed view of a handheld device, likely a PDA or early smartphone, with a silver metallic finish. It features a large screen displaying a light blue gradient, a speaker grille on the right side, and a small camera lens. The top of the device has the '傳訊王 2000 Info Touch' logo. The device is set against a white background with a grey curved border. A blue arrow points to the right in the bottom right corner of the page.







**details**  
interactive portfolio presentation for a design trade show

<p><b>iGROUP</b> <i>i   i + i   i</i></p>	<p>Identity Retail Interactive Brand Home</p>
<p>品牌識別</p>	
<p>Brand</p>	<p>Solly's Choice</p> <p>&gt; X</p>



**Signature & Logotype**

**Signature & Logo** | Colours | Typography | Using the Identity | System Items

**Horizontal Signature**

Horizontal Signature  
Vertical Signature  
Divisions  
Brands

The 'signature' is the combination of logo and company name together. You can use either a horizontal signature (with the name to the right of the logo) or a vertical signature (with the name below the logo).

Click on the links at right to see examples of each. Move your mouse over each example to see exact proportion and spacing information. When applying the signature, always follow the proportion and spacing shown here.

Click on Divisions or Brands to see further examples.

Retail Identity Guide

X  
2.6X  
Align X  
0.7X 0.3X

< > Home ? Exit



**Corporate Colours**

Signature & Logo   Colours   Typography   Using the Identity   System Items

**Background Shades**

100%   80%   60%

100%	80%	60%
40%	20%	10%

Full Colour  
Black & White  
Reversed  
Full Colour Reversed  
Background Shades

Retail Identity Guide

< > Home ? Exit

**Using the Identity**

Signature & Logo   Colours   Typography   **Using the Identity**   System Items

**Secondary Graphic: Top**

**Misuses**

**Staging**

Secondary Graphic

**Slogan**

General Application

Small Size Application

Division Application

**TIME dotCom**

More information on applying and using the TIME dotCom identity:

Click on **Misuses** to see examples of how not to change, distort or dilute the logo and signature.

Click on **Staging** to see how to provide adequate clear space around the signature in advertising and brochure applications.

Click on **Secondary Graphic** to see how to use a curved graphic to enhance the brand.

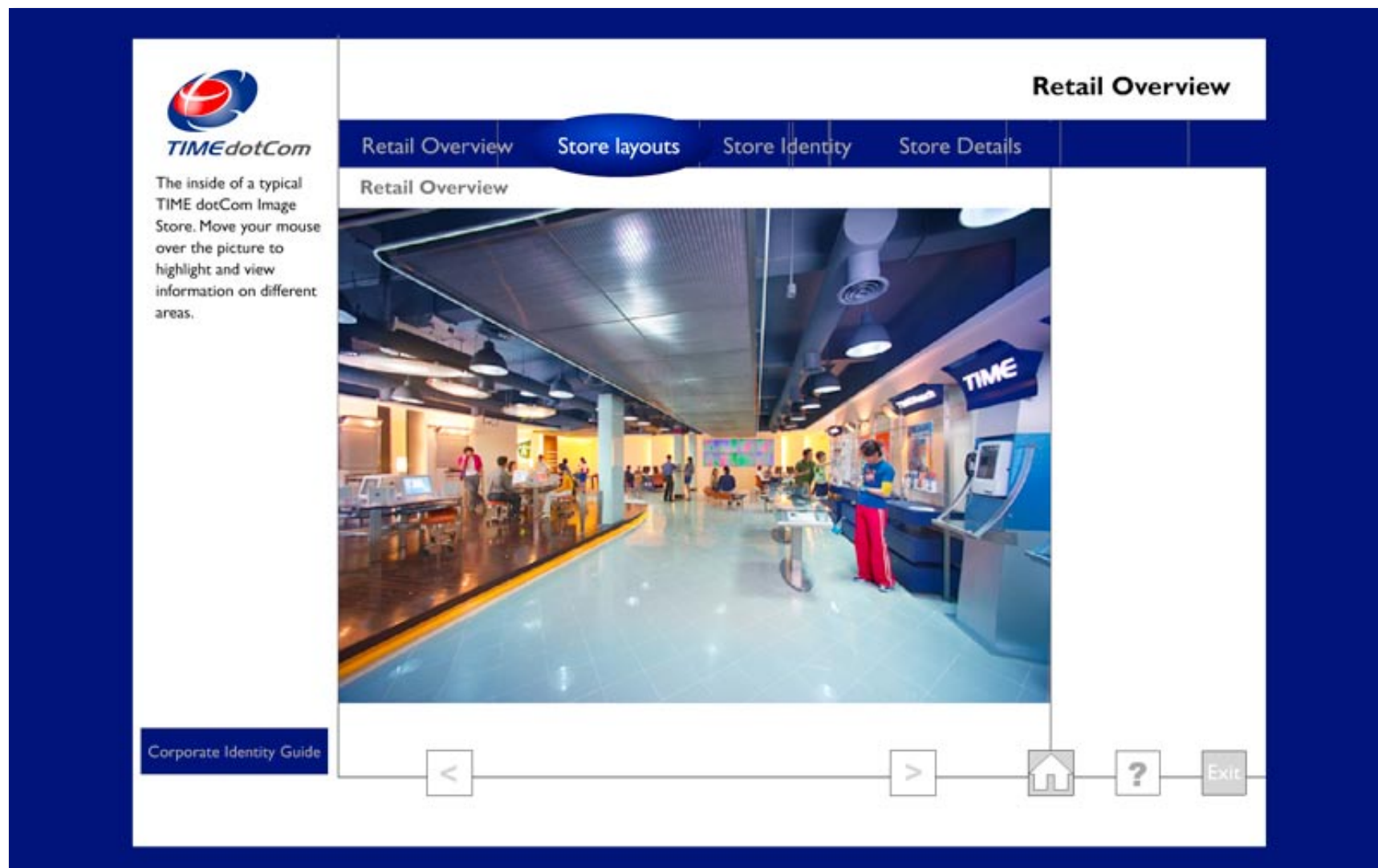
Click on **Slogan** to see how to apply company slogans with the signature.

[Retail Identity Guide](#)

In print and promotional material, a curved secondary graphic is used to isolate and enhance the signature here. The grey areas represent the artwork or image area, and the white area is reserved for the TIME dotCom brand.

[Click here to see secondary graphic implimented at the bottom of the page](#)

< > Home ? Exit



**TIMEdotCom**

This is the floorplan of a typical 1500 sq. ft. store. Move your mouse over the floorplan to highlight and view information on different areas.

**Store Layouts**

Retail Overview | Store layouts | Store Identity | Store Details

**Customer Service Area:** Service enquiry counters located here. Note sofa bench in waiting area, plus video wall. This area can also be used for special events and promotions.

Corporate Identity Guide

< > Home ? Exit

