

Overview of Brand Logo Orientations

Our logo is in the form of the text "**Anker Innovations**," using a sans-serif font. "Anker" serves as the main component and is central to user perceptions. It takes up a larger visual proportion, creating a primary-secondary relationship with "Innovations."

Brand Logo: Vertical Orientation (Primary Format)

The vertical orientation is our primary format and is applied across all standard logo usage scenarios. Unless otherwise specified, this version should be used.

Brand Logo: Horizontal Orientation (Secondary Format)

The horizontal orientation is used in special cases, primarily for elongated formats or scenarios with unique layout requirements.

Brand Logo: Bilingual (Chinese-English) Vertical / Horizontal Orientation (Specific Occasions)

The bilingual version is intended for Chinese-language contexts where the presence of Chinese is required.

Brand Logo: Vertical Orientation (Primary Format)



Brand Logo: Horizontal Orientation (Secondary Format)



Brand Logo: Bilingual (Chinese-English) Vertical Orientation (Specific Occasions)



Brand Logo: Bilingual (Chinese-English) Horizontal Orientation (Specific Occasions)

