

Intuition Smart

SMART  
SPACE  
SOLUTION



woowtech<sup>TM</sup>

Visual Identity System

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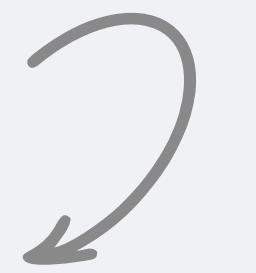
I'm Albi, Tap to ask me anything.





Chapter A

# LOGO SYSTEM



- A-1 標誌 Symbol
- A-2 標準字 Typography
- A-3 標誌組合 Combination Mark
- A-4 應用規範 Logo Usage

SMART SPACE SOLUTION

Air Mind Community Nourishment

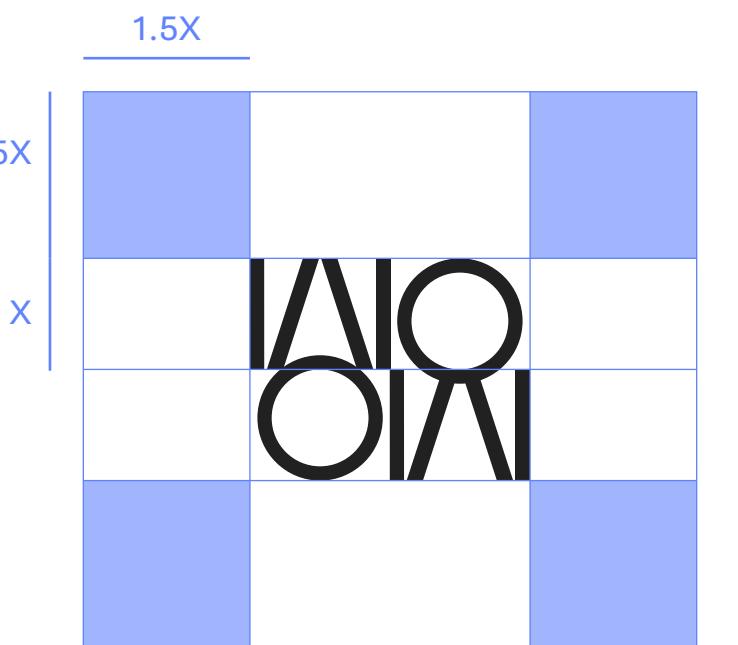
品牌標誌 Symbol



## 安全範圍 Safe Area

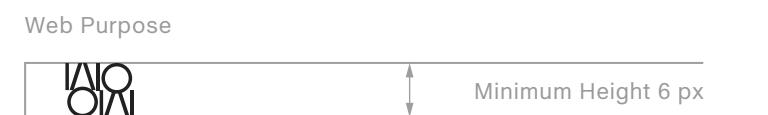
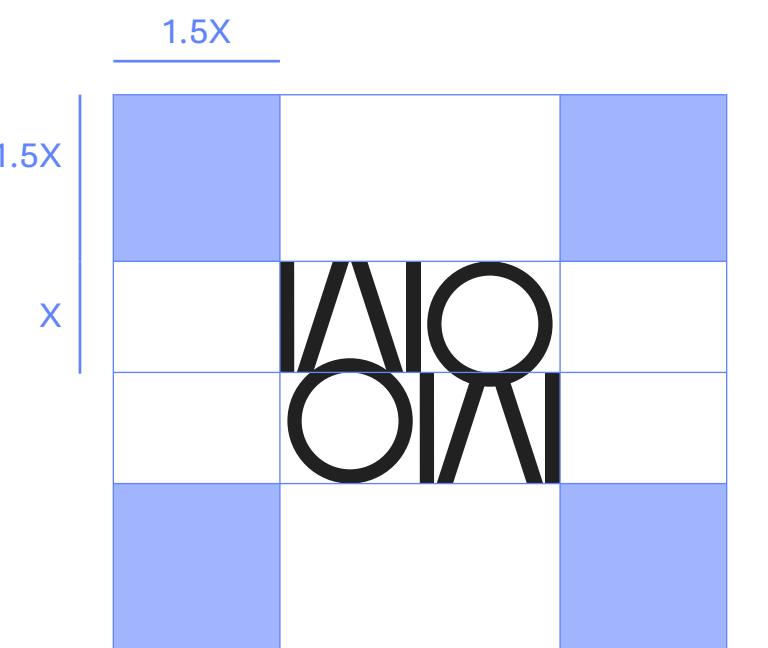
標誌與其他元素之間請保留一定的安全距離

如圖示，以 X 為基準，標誌與其他元素之間請保留 1.5X 的安全距離



## 最小使用範圍 Symbol Minimum Usage

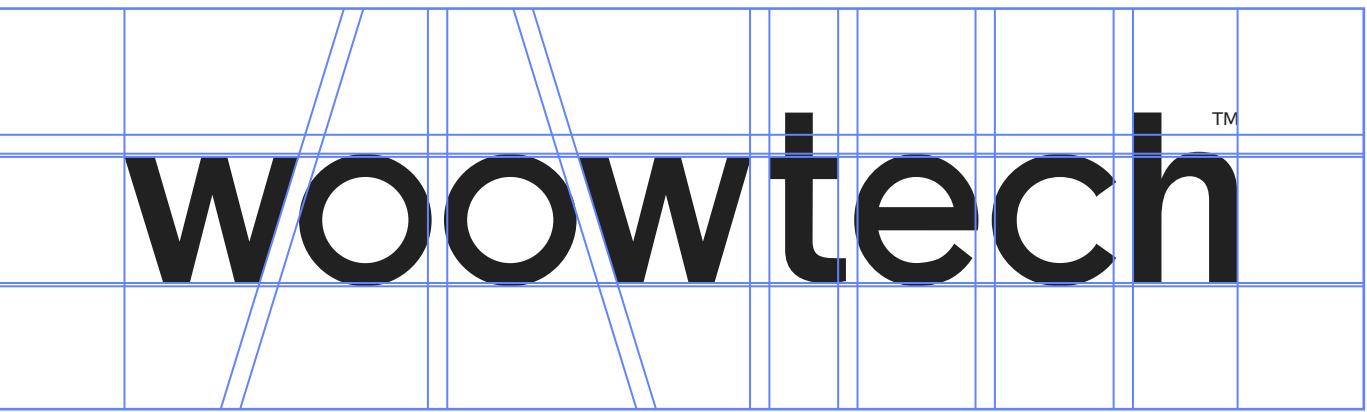
標誌以整體高度為基準，最小使用高度為 0.2 cm / 6 px



英文標準字 English Logotype

woowtech<sup>TM</sup>

## 精算稿 Logotype Equation

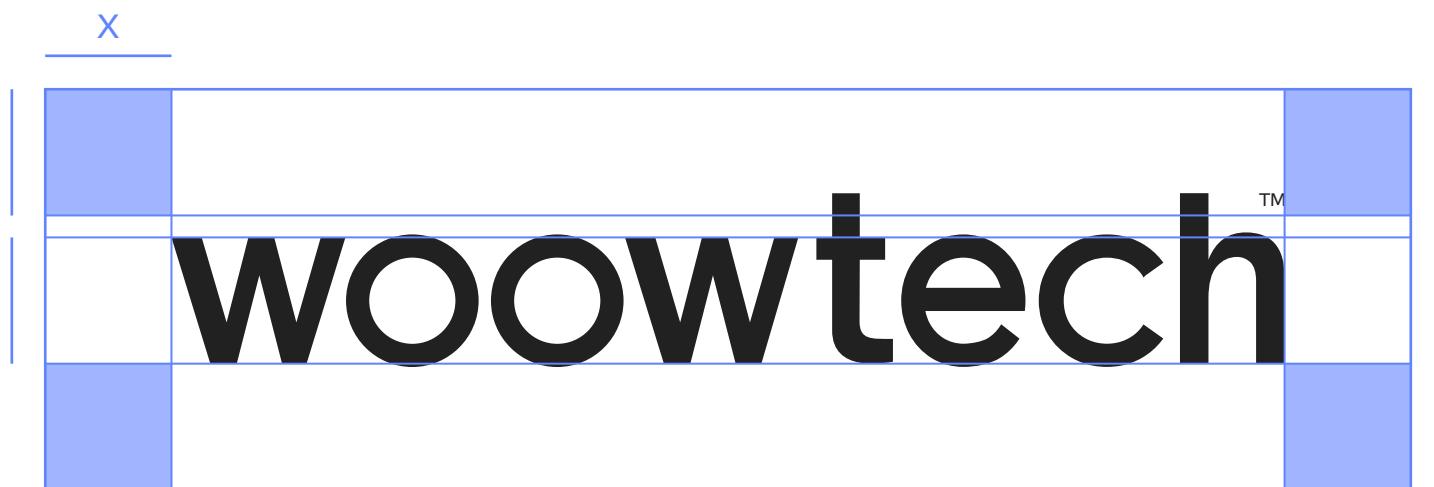




## 安全範圍 Safe Area

英文標準字與其他元素之間請保留一定的安全距離

如圖示，以 X 為基準，標準字與其他元素之間請保留 1X 的安全距離



## 最小使用範圍 Symbol Minimum Usage

標準字以整體高度為基準，最小使用高度為 0.2 cm / 6 px



Printing Purpose  
**woowtech** ↑ Minimum Height 0.2 cm

Web Purpose  
**woowtech** ↑ Minimum Height 6 px

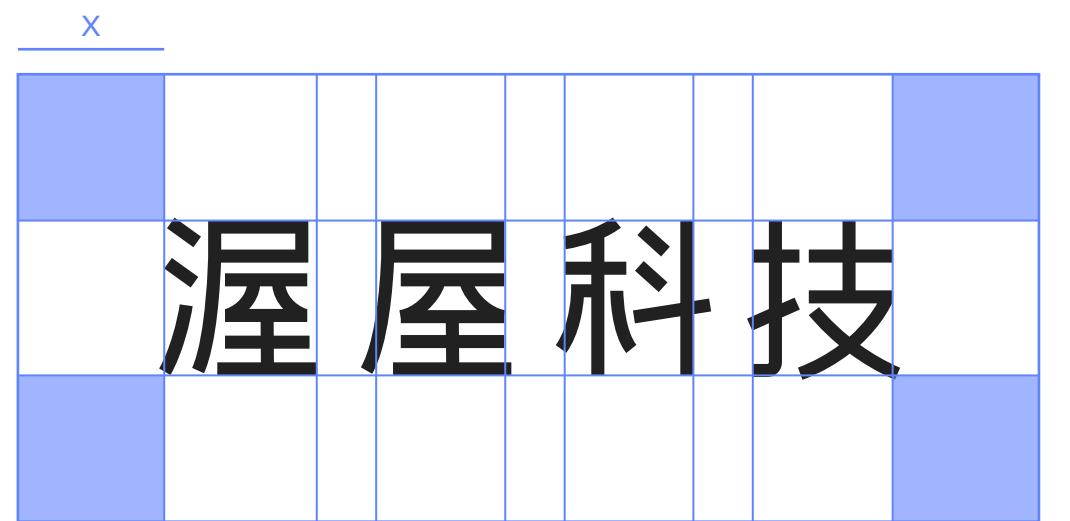
中文標準字 Chinese Logotype

渥屋科技

## 安全範圍 Safe Area

中文標準字與其他元素之間請保留一定的安全距離

如圖示，以 X 為基準，中文標準字與其他元素之間請保留 1X 的安全距離



標誌組合 Combination Mark



## 安全範圍 Safe Area

標誌與其他元素之間請保留一定的安全距離

如圖示，以 X 為基準，標誌與其他元素之間請保留 1.5X 的安全距離



## 最小使用範圍 Symbol Minimum Usage

標誌以整體高度為基準，最小使用高度為 0.2 cm / 6 px



## 標誌組合 Combination Mark





## 安全範圍 Safe Area

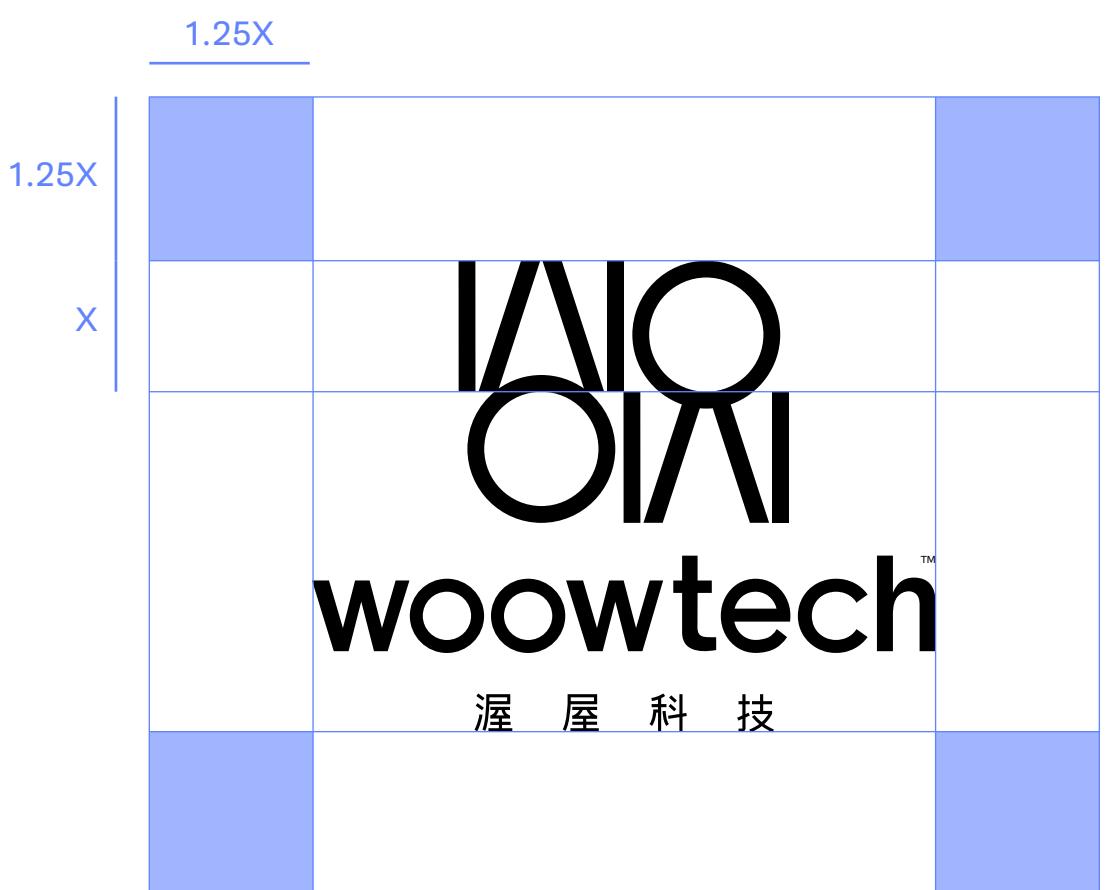
標誌與其他元素之間請保留一定的安全距離

如圖示，以 X 為基準，標誌與其他元素之間請保留 1.5X 的安全距離



標誌與其他元素之間請保留一定的安全距離

如圖示，以 X 為基準，標誌與其他元素之間請保留 1.25X 的安全距離



## 標誌組合總覽 Combination Mark Collection

標誌



主要橫式標誌

英文標準字

woowtech<sup>TM</sup>

標誌組合

中文標準字

渥屋科技



✓ 正確使用方式 Correct Logo Usage

背景色使用標準色藍色時，可使用白色標誌

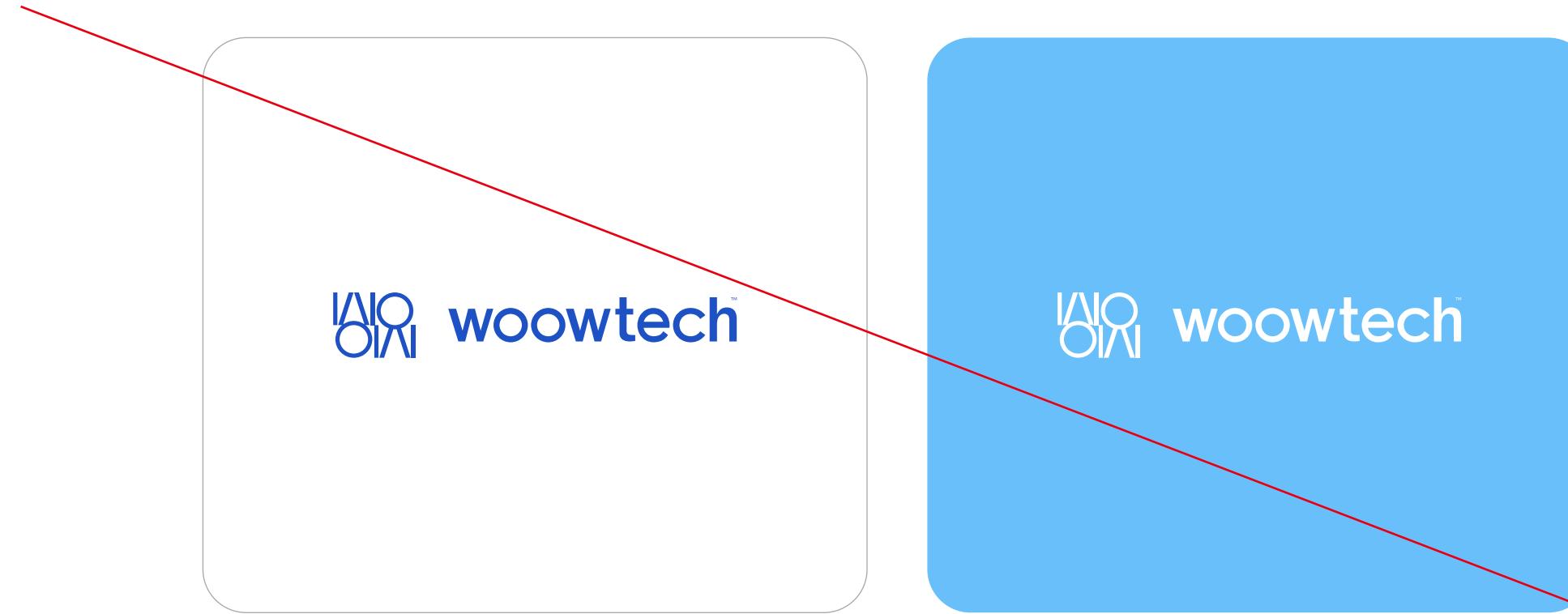


背景色使用灰階時，可依情況使用藍色或黑、灰、白標誌



⊗ 錯誤使用方式 Incorrect Logo Usage

不可任意調整使用非品牌規範之顏色，任意加陰影或轉外框呈現



不可任意改變標誌整體比例、傾斜或旋轉標誌、以及任意改變安全範圍





Chapter B

# BASIC SYSTEM



B-1 色彩計劃 Color Plan

B-2 應用字型 Standard Typeface

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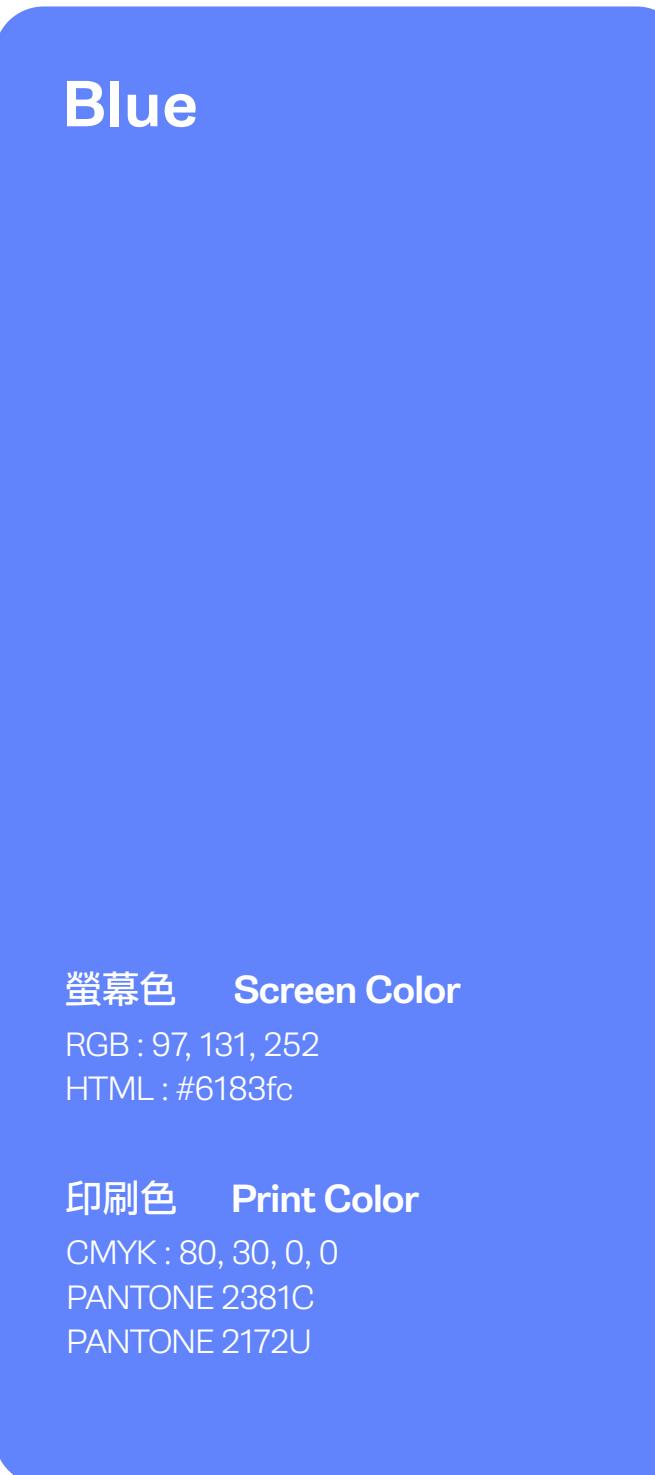
Air

Mind

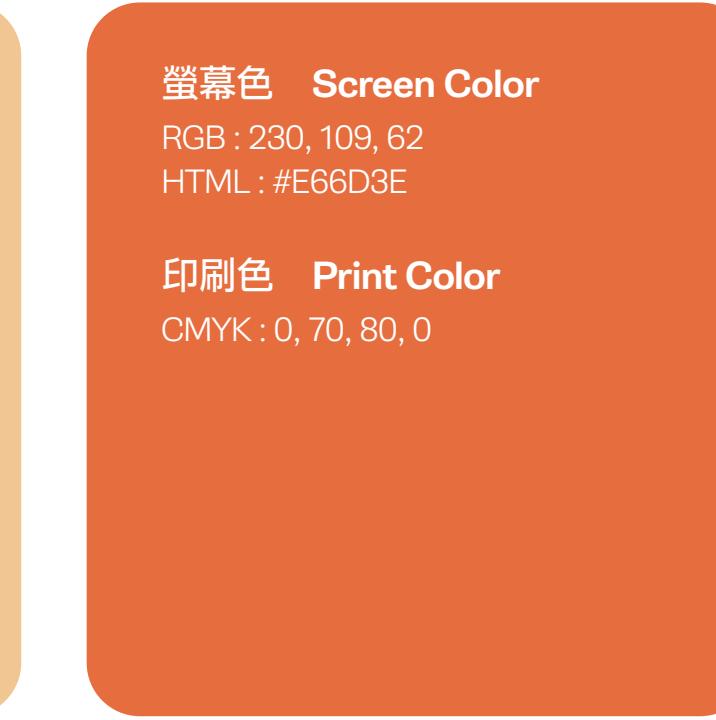
Community

Nourishment

## 品牌顏色 Brand Color

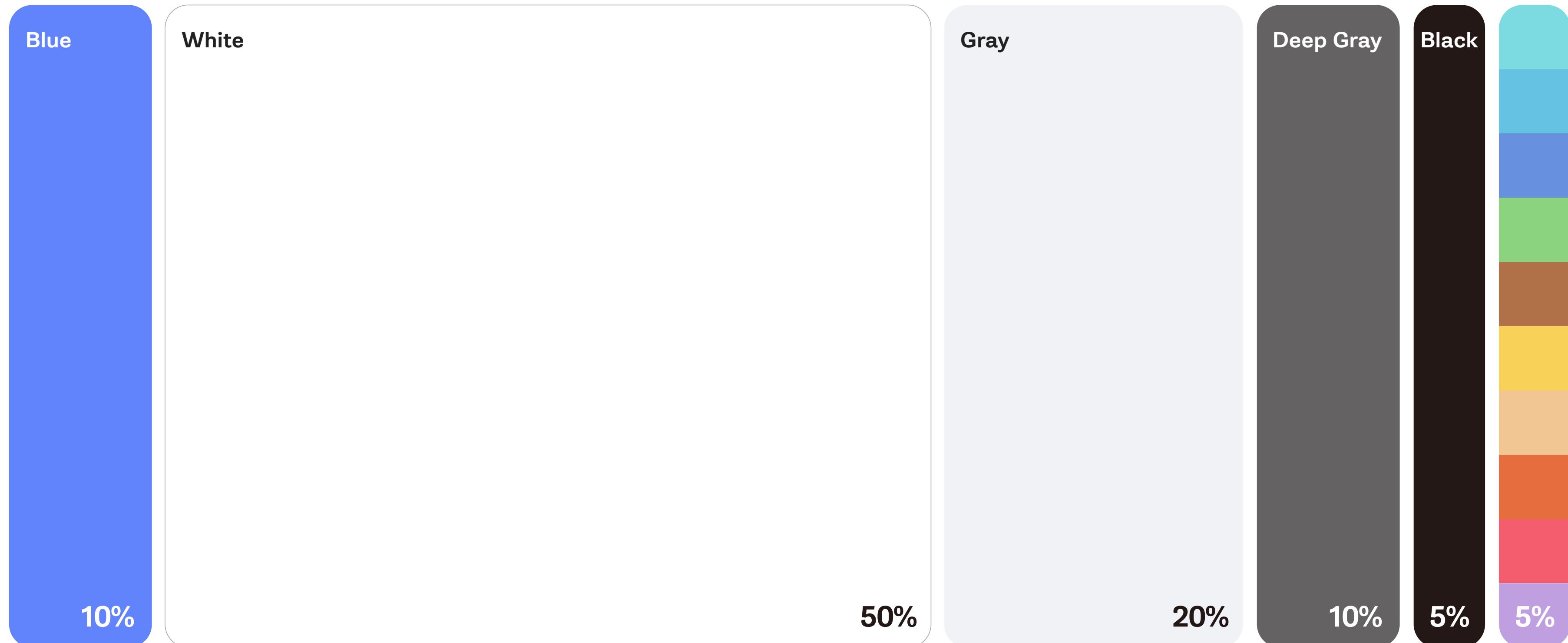


## 輔助顏色 Accent Color



## 色彩比例 Color Ratio

品牌色彩比例以藍色為品牌主色，白色、灰色為大比例背景色，其他色彩為小比例點綴色



## 標題字型 Title Typeface

中文標題字型

文鼎UD晶熙黑體E1HK

Bold

智慧空間解決方案

Extra-bold

智慧空間解決方案

Heavy

智慧空間解決方案

※ 付費商用字型 (文鼎字型)

英文標題字型 □ -25

Gira Sans

Regular

The Smart Home Solution

Medium

The Smart Home Solution

Bold

The Smart Home Solution

## 內文字型 Body Typeface

## 中文內文字型

※ 付費商用字型 (文鼎字型)

## 文鼎UD晶熙黑體E1HK

Thin

渥屋科技致力於打造一個以人為中心規劃的家園系統，讓其創造出來的情境符合使用需求，為日益自動化的設備更添人性的溫暖。

Medium

渥屋科技致力於打造一個以人為中心規劃的家園系統，讓其創造出來的情境符合使用需求，為日益自動化的設備更添人性的溫暖。

Bold

渥屋科技致力於打造一個以人為中心規劃的家園系統，讓其創造出來的情境符合使用需求，為日益自動化的設備更添人性的溫暖。

## 英文內文字型

( Google font )

## Outfit

Thin

woowtech is dedicated to creating a human-centered home system, designing scenarios that meet user needs while adding a touch of human warmth to increasingly automated devices.

Light

woowtech is dedicated to creating a human-centered home system, designing scenarios that meet user needs while adding a touch of human warmth to increasingly automated devices.

Medium

**woowtech is dedicated to creating a human-centered home system, designing scenarios that meet user needs while adding a touch of human warmth to increasingly automated devices.**

英文裝飾字型 Display Typeface

英文裝飾字型 - 大字

( Adobe font )

*Bookman Script*

*Regular*

*Human-centered*

英文裝飾字型 - 小字

( Google font )

*Outfit*

*Thin*

AI technology

## 應用示意 Application Examples



中文標題字型  
文鼎UD晶熙黑體E1HK

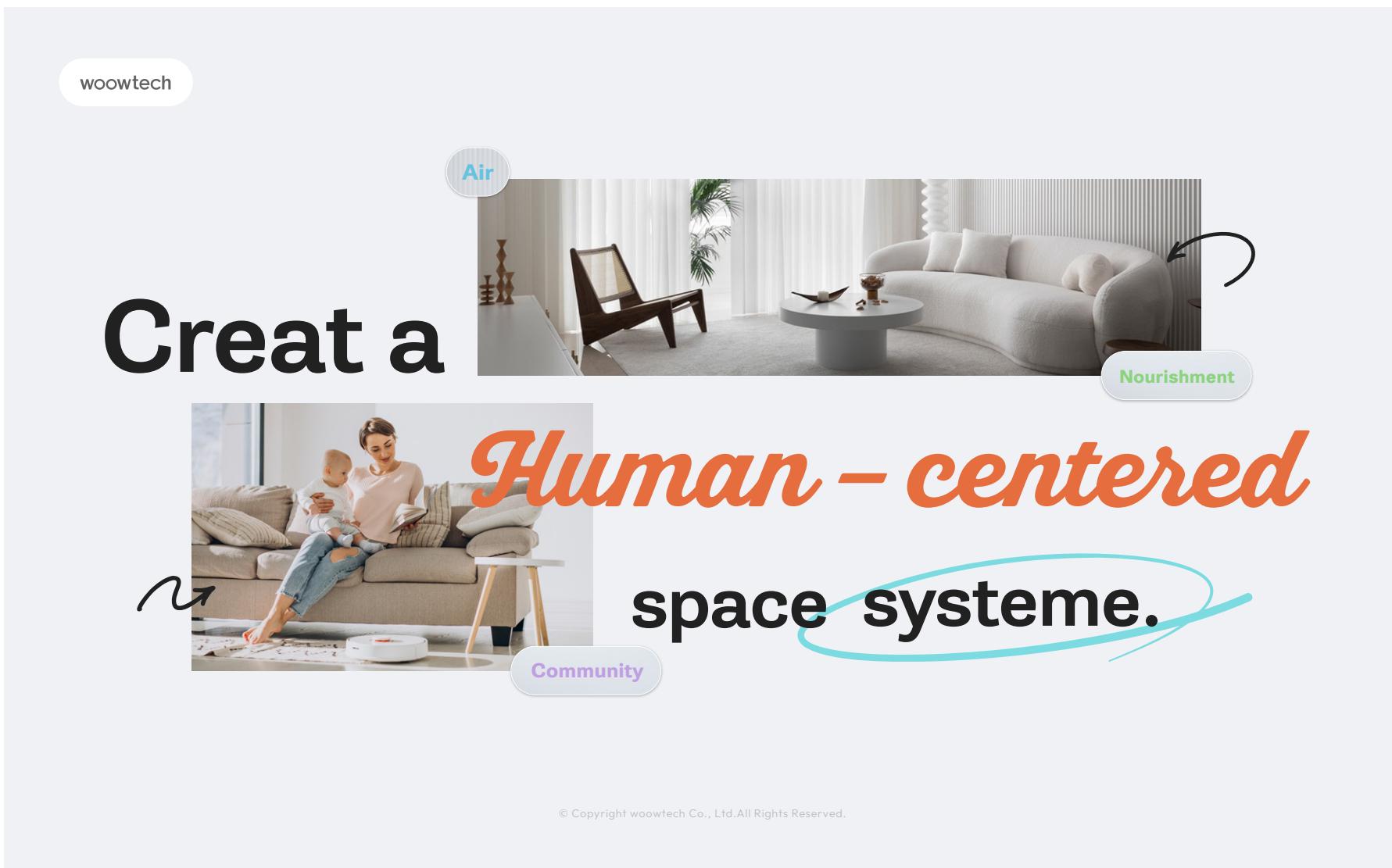
英文標題字型  
Gira Sans

英文裝飾字型  
Bookman Script

英文內文字型  
Outfit

## 應用示意 Application Examples

✓ 正確應用示意



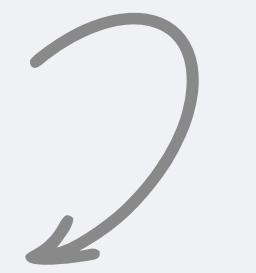
✗ 錯誤應用示意





Chapter C

# SUPPORTING GRAPHIC



## 主要輔助圖形

- C-1 圓角矩形 Rounded Corners
- C-2 霧面玻璃 Frosted Glass
- C-3 放大切邊 Edge Crop
- C-4 遠端串連 Remote Connection
- C-5 對話框 Speech Bubble

## 次要輔助圖形

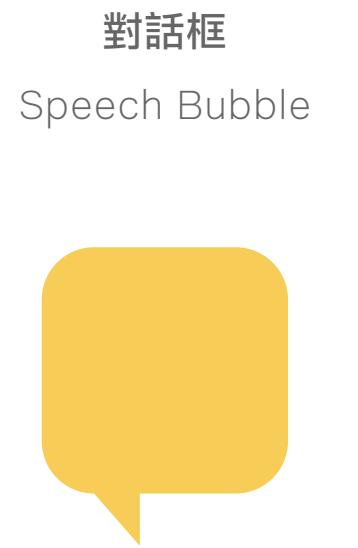
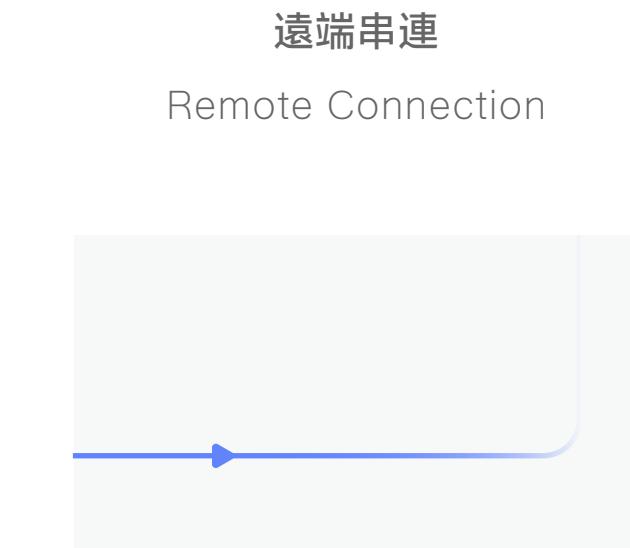
- C-6 箭頭元素 Arrow Element
- C-7 蠟筆筆觸 Crayon Texture
- C-8 手感線條 Hand-drawn Line
- C-9 漂浮框 Floating Frame
- C-10 感應視窗 Interactive Window

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## 總覽 Overview

## 主要輔助圖形

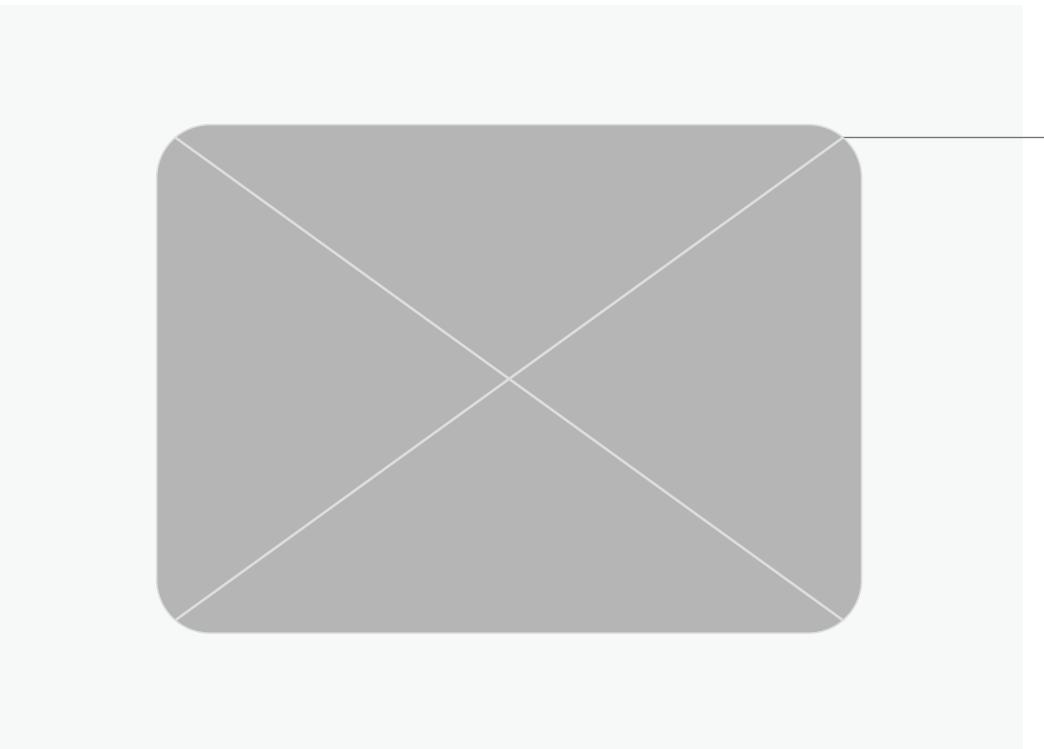


## 次要輔助圖形



## 主要輔助圖形 | 圓角矩形 Rounded Corners

圖片版



轉角 | 20 px

✓ 正確應用示意

在畫面編排設計時，如有使用到矩形，需統一圓角呈現

**What is woowtech ?**

While exploring AI technology and IoT trends, we also pursue sustainability, developing enterprise energy management systems, healthcare, and elderly monitoring systems, infusing new lifestyles into every aspect of daily living.

**woowtech**

A space system planned with people at its core, creating scenarios that meet user needs while adding human warmth to increasingly automated devices.

向量版



轉角 | 20 px

**NEWS**

**AI SOLUTION X SMART SPACE**

**Smart Living** April 15

While exploring AI technology and IoT trends, we also pursue sustainability, developing enterprise energy management systems, healthcare, and elderly monitoring systems, infusing new lifestyles into every aspect of daily living.

[See More](#)

**AI Trend** April 15

While exploring AI technology and IoT trends, we also pursue sustainability, developing enterprise energy management systems, healthcare, and elderly monitoring systems, infusing new lifestyles into every aspect of daily living.

[See More](#)

**woowCommunity** April 15

While exploring AI technology and IoT trends, we also pursue sustainability, developing enterprise energy management systems, healthcare, and elderly monitoring systems, infusing new lifestyles into every aspect of daily living.

[See More](#)

**Smart Living** April 15

While exploring AI technology and IoT trends, we also pursue sustainability, developing enterprise energy management systems, healthcare, and elderly monitoring systems, infusing new lifestyles into every aspect of daily living.

[See More](#)

**AI Trend** April 15

While exploring AI technology and IoT trends, we also pursue sustainability, developing enterprise energy management systems, healthcare, and elderly monitoring systems, infusing new lifestyles into every aspect of daily living.

[See More](#)

**woowCommunity** April 15

While exploring AI technology and IoT trends, we also pursue sustainability, developing enterprise energy management systems, healthcare, and elderly monitoring systems, infusing new lifestyles into every aspect of daily living.

[See More](#)

## 主要輔助圖形 | 圓角矩形 Rounded Corners

圖片版

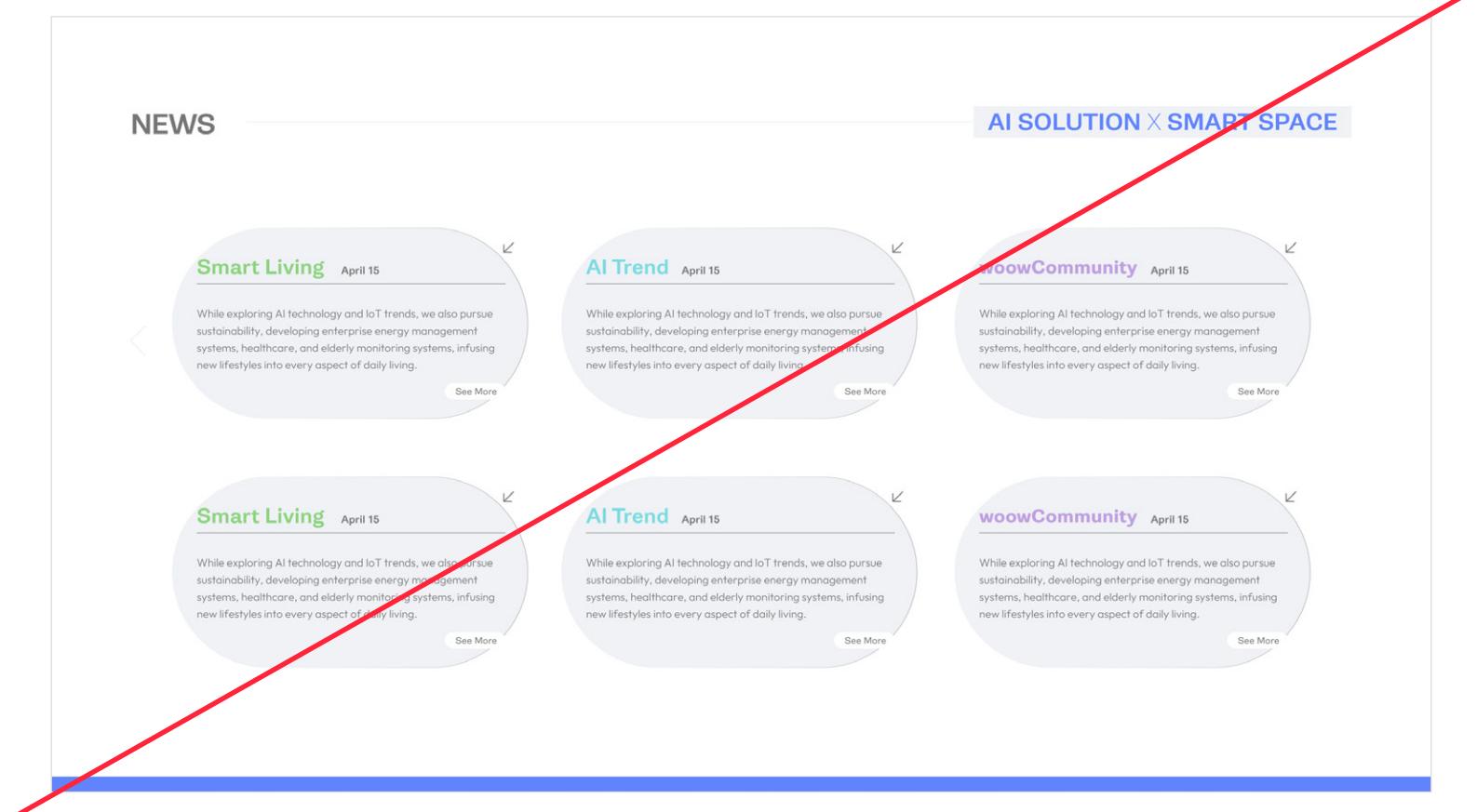
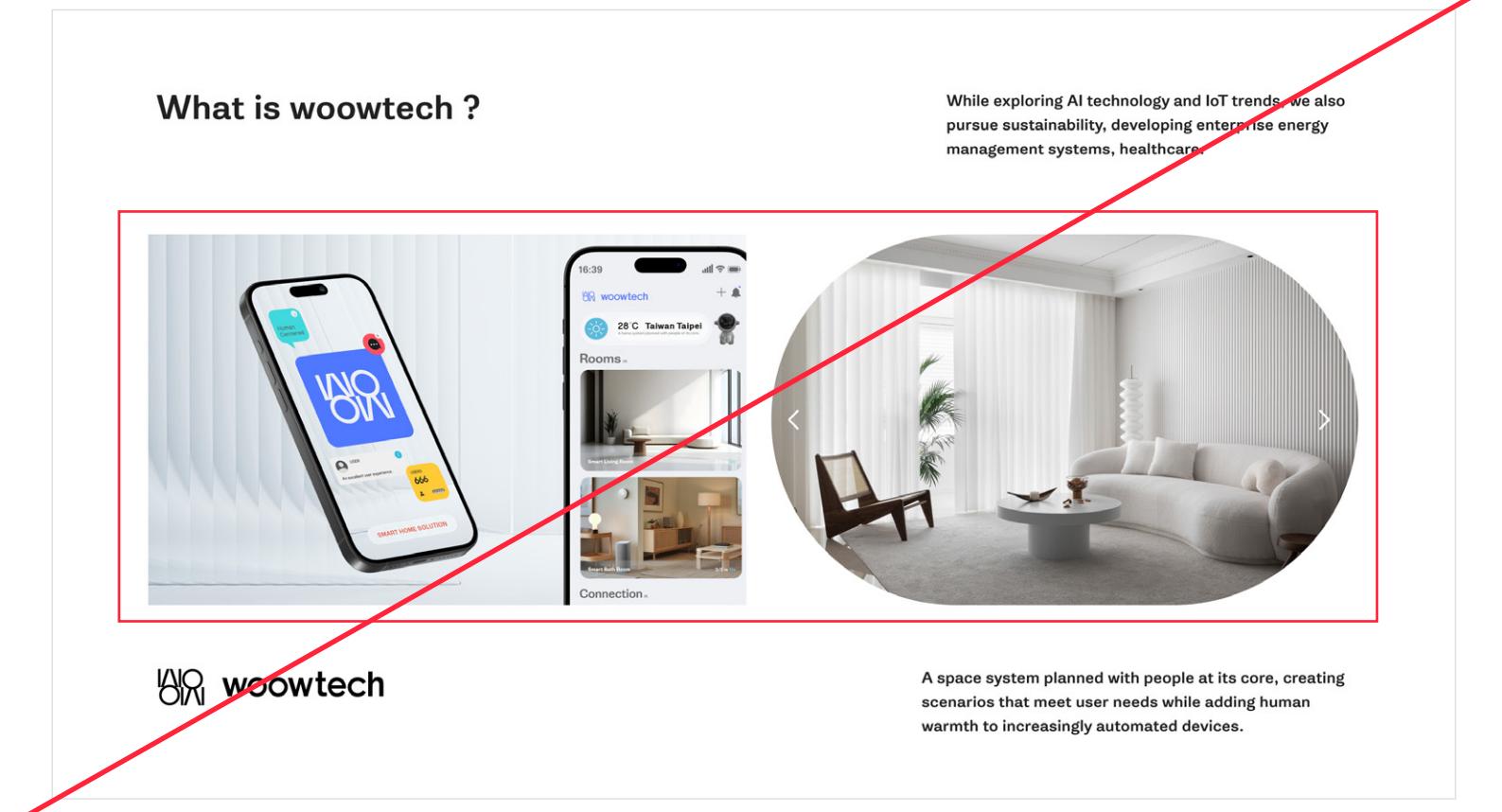


向量版



錯誤應用示意

禁止任一調整圓角的數值，導致不符合規範



## SUPPORTING GRAPHIC

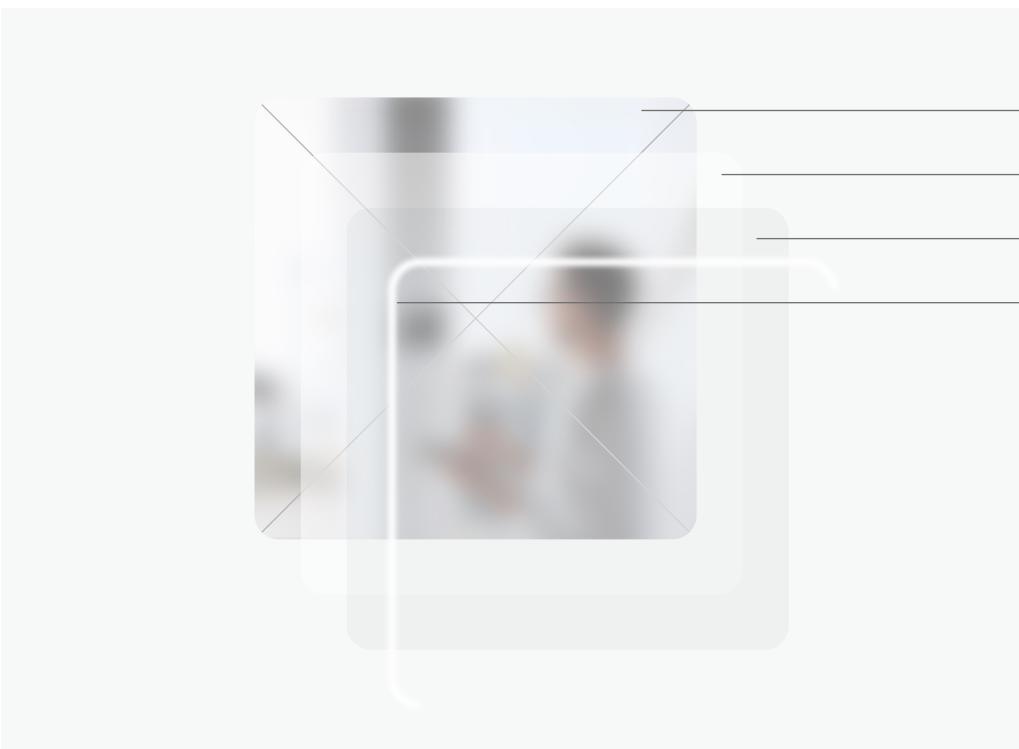
C-2

霧面玻璃

Frosted Glass

主要輔助圖形 | 霧面玻璃 Frosted Glass

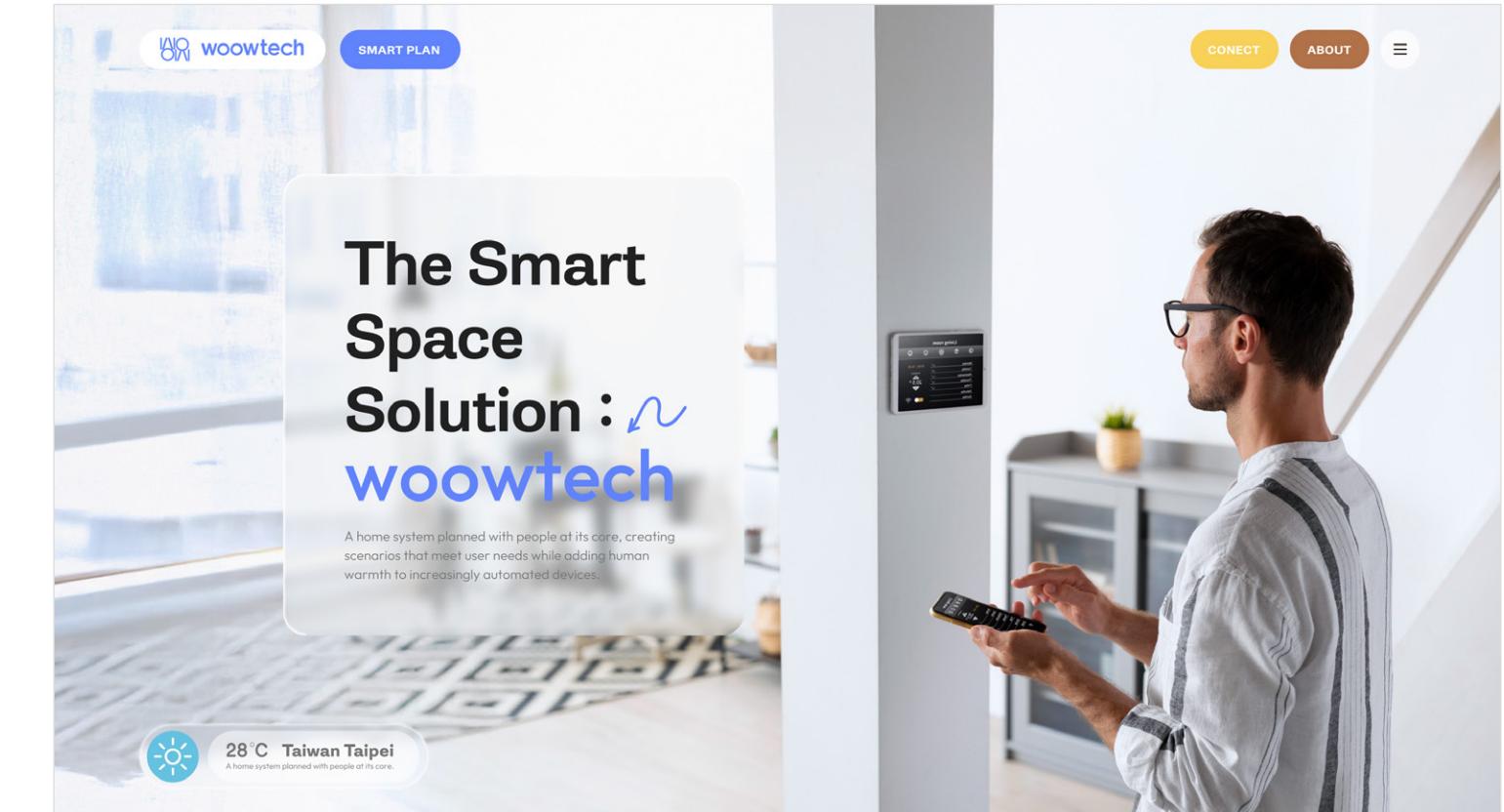
圖片版



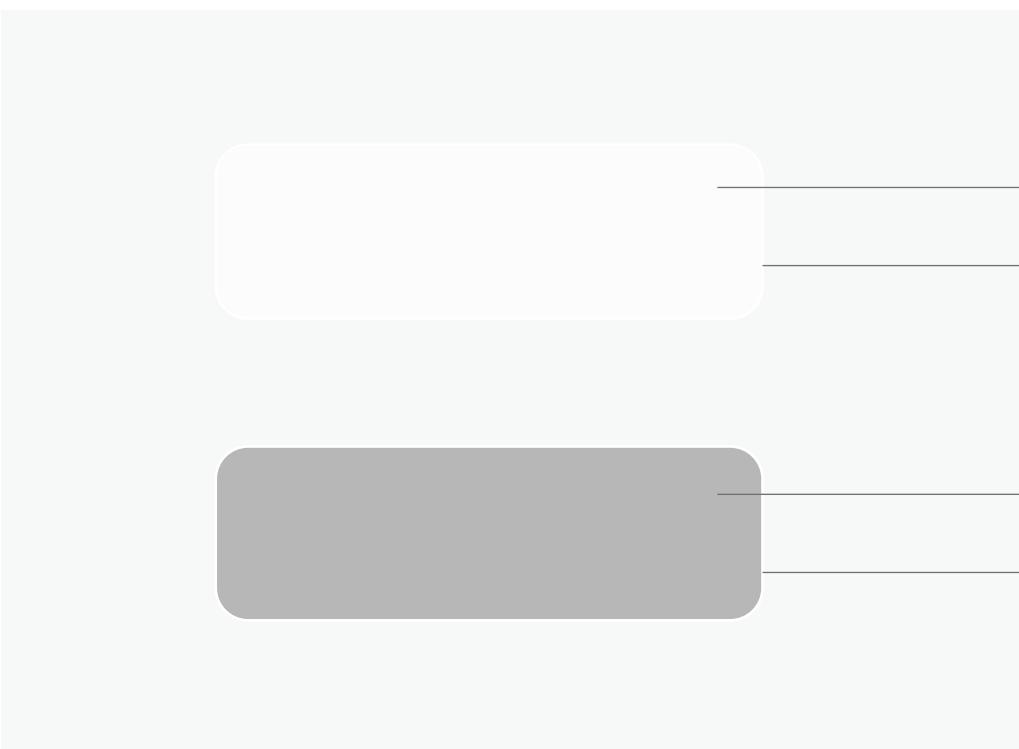
圖片 | 高斯模糊數值 20  
白色塊 | 透明度 50%  
淺灰色塊 K5 | 色彩增值模式  
白邊光 | 高斯模糊數值 4

✓ 正確應用示意

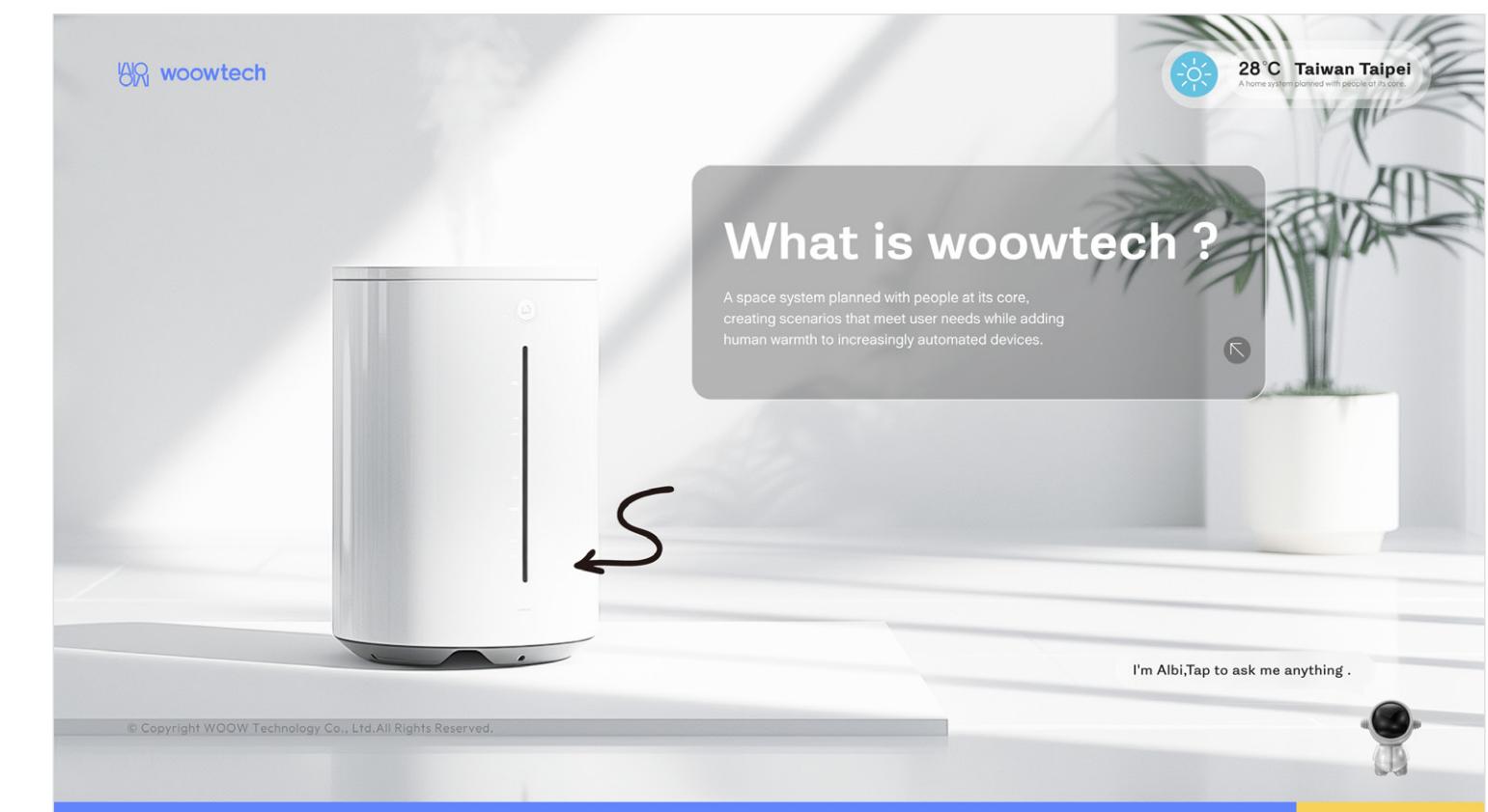
僅能疊加在色塊底或者圖片上使用



向量版



白色塊 | 透明度 70%  
白線框 | 線條粗細 1  
  
黑色塊 | 透明度 30%  
白線框 | 線條粗細 1



## SUPPORTING GRAPHIC

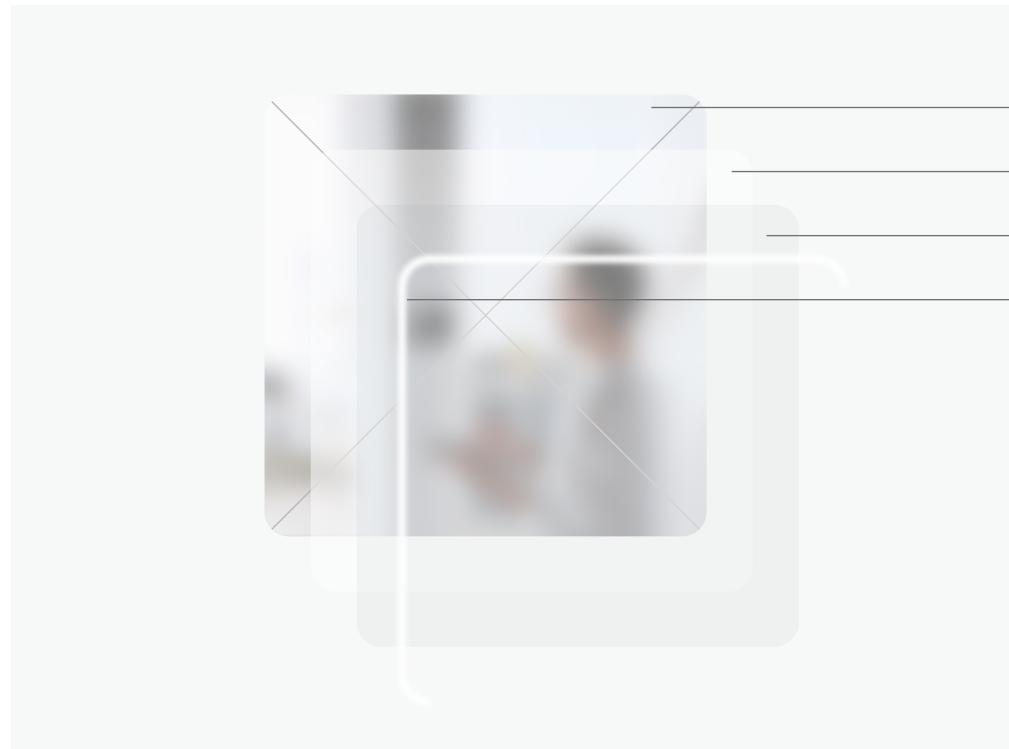
C-2

霧面玻璃

Frosted Glass

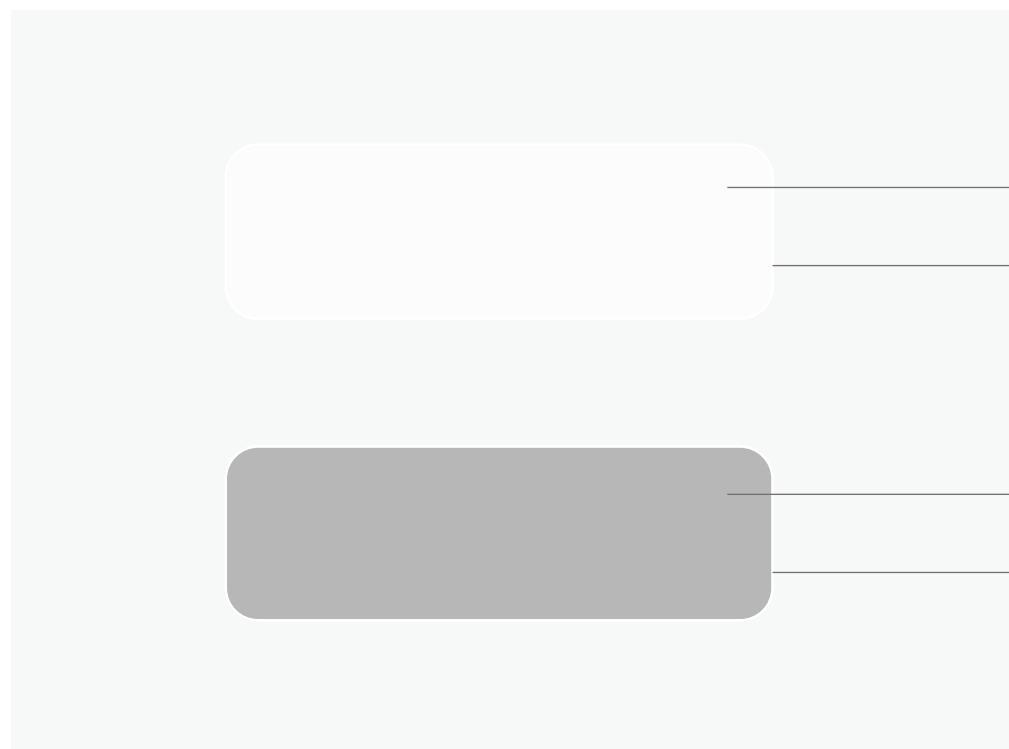
主要輔助圖形 | 霧面玻璃 Frosted Glass

圖片版



- 圖片 | 高斯模糊數值 20
- 白色塊 | 透明度 50%
- 淺灰色塊 K5 | 色彩增值模式
- 白邊光 | 高斯模糊數值 4

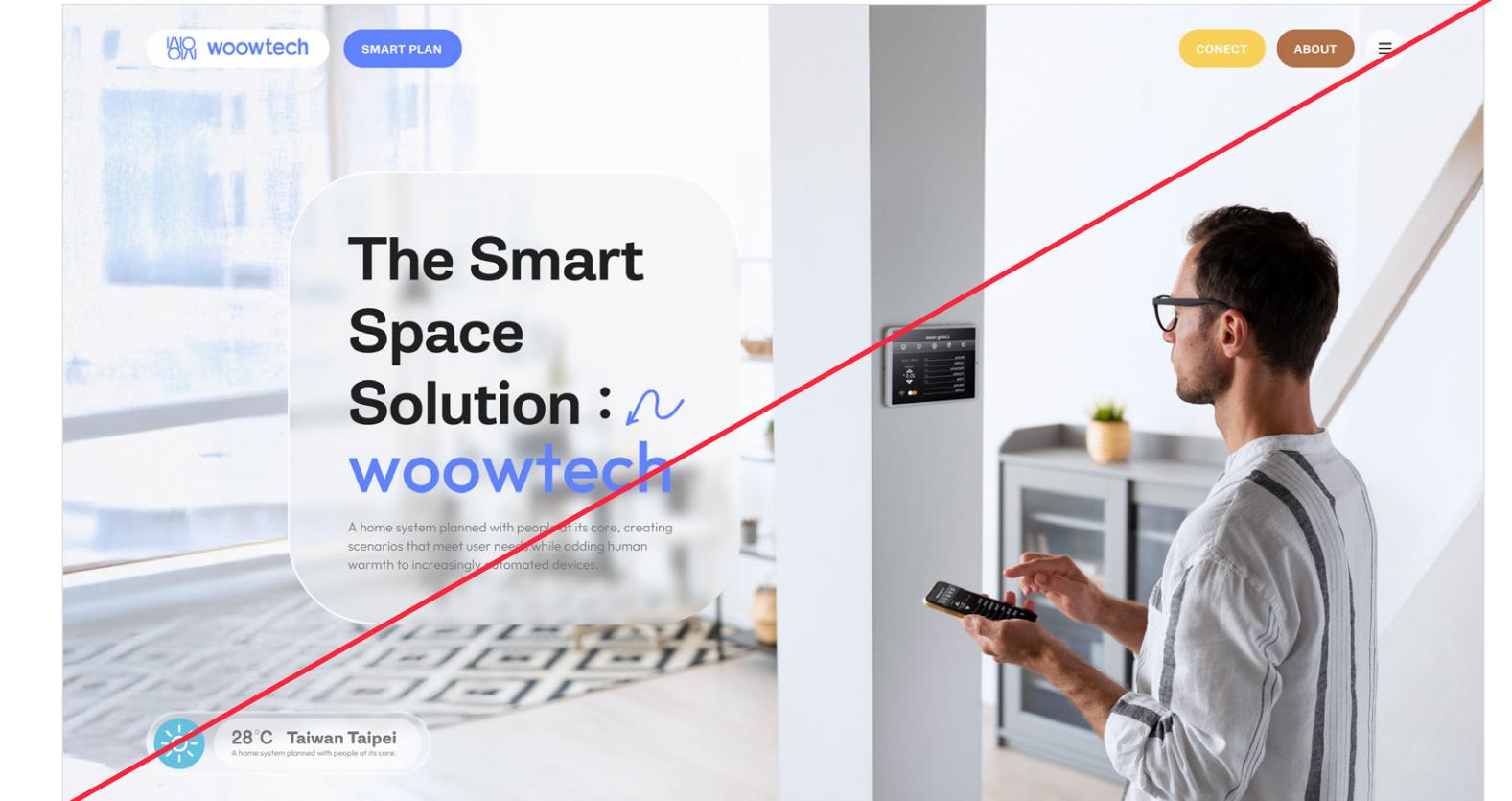
向量版



- 白色塊 | 透明度 70%
- 白線框 | 線條粗細 1
- 黑色塊 | 透明度 30%
- 白線框 | 線條粗細 1

⊗ 錯誤應用示意

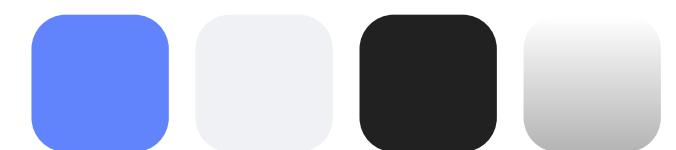
禁止任意變形，調整框型設定



禁止使用非品牌規範之顏色

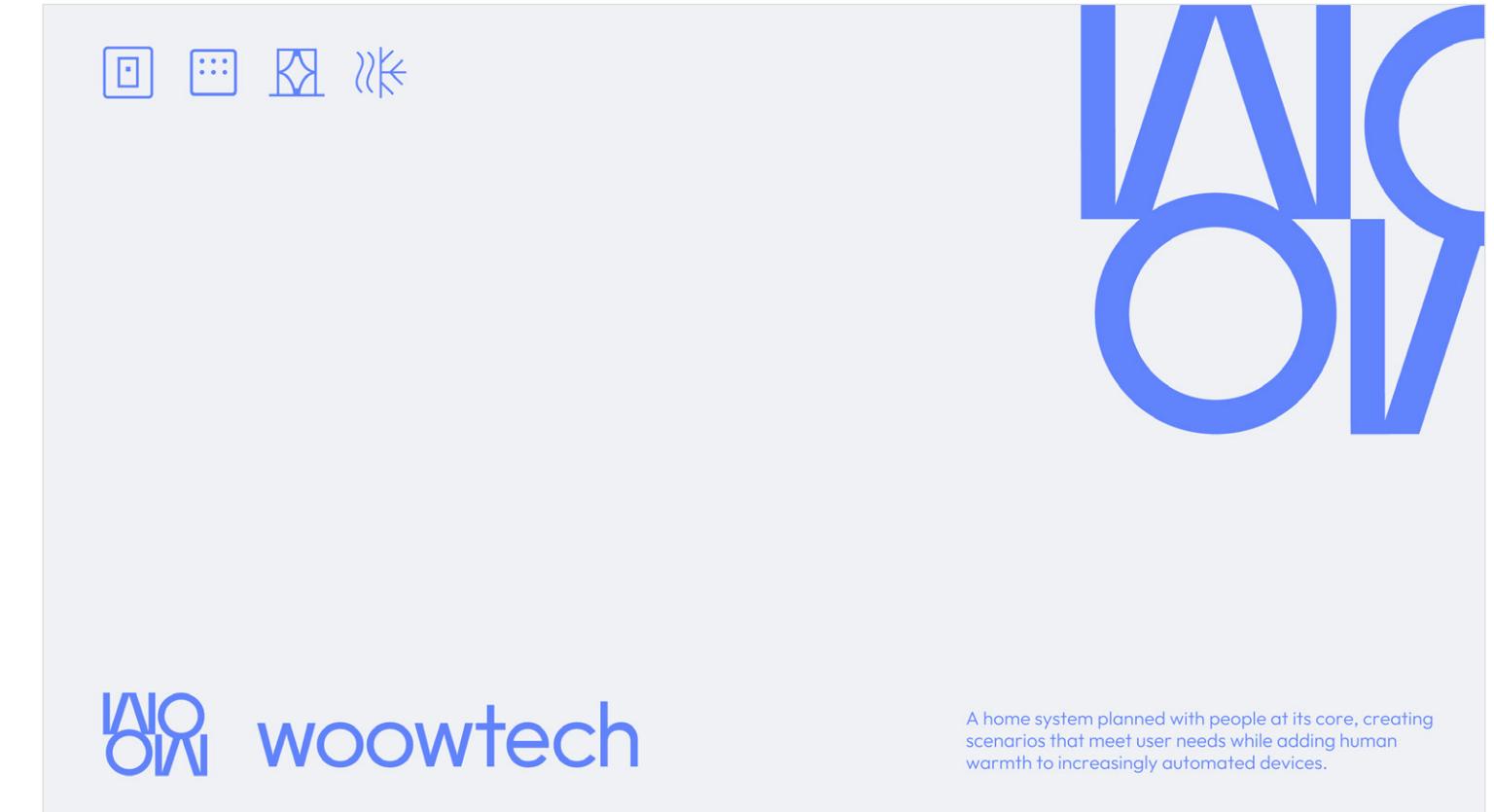


主要輔助圖形 | 放大切邊 Edge Crop



✓ 正確應用示意

可依畫面編排使用設定之顏色切邊使用，注意切邊需露出標誌的四分之三



**ABOUT US**

### SMART SPACE SOLUTION

woowtech is dedicated to creating a human-centered home system, designing scenarios that meet user needs while adding a touch of human warmth to increasingly automated devices.

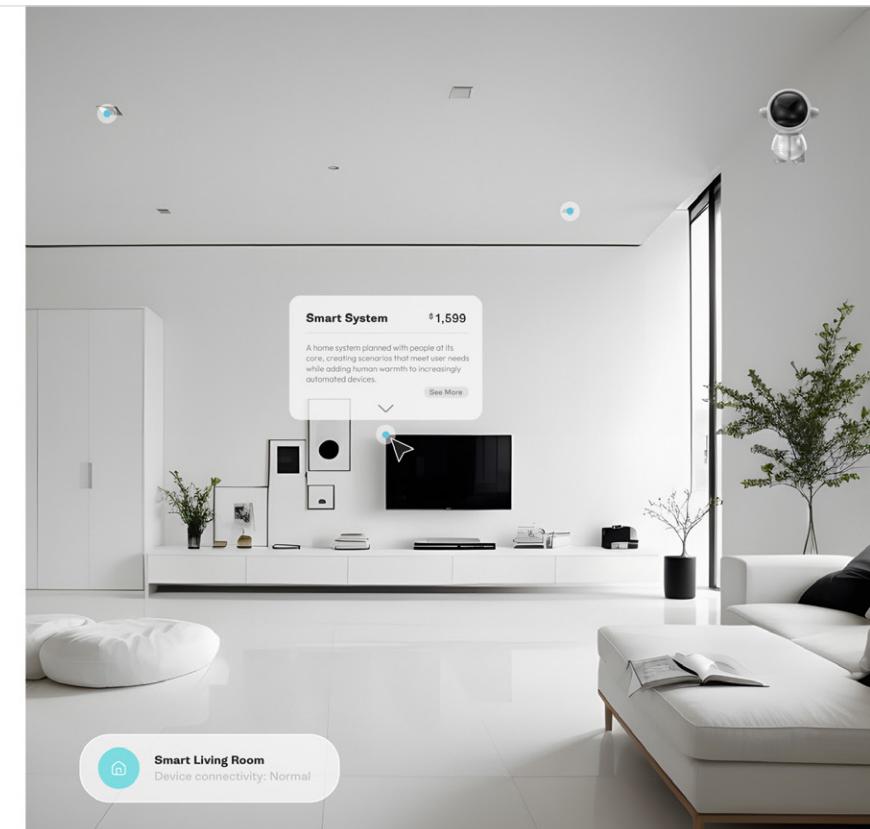
While exploring AI technology and IoT trends, we also pursue sustainability, developing enterprise energy management systems, healthcare, and elderly monitoring systems, infusing new lifestyles into every aspect of daily living.

A space system planned with people at its core, creating scenarios that meet user needs while adding human warmth to increasingly automated devices.

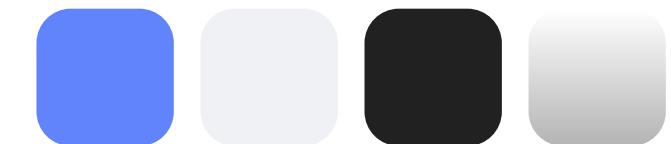
Smart System 1,599  
A home system planned with people at its core, creating scenarios that meet user needs while adding human warmth to increasingly automated devices.  
See More

Smart Living Room  
Device connectivity: Normal

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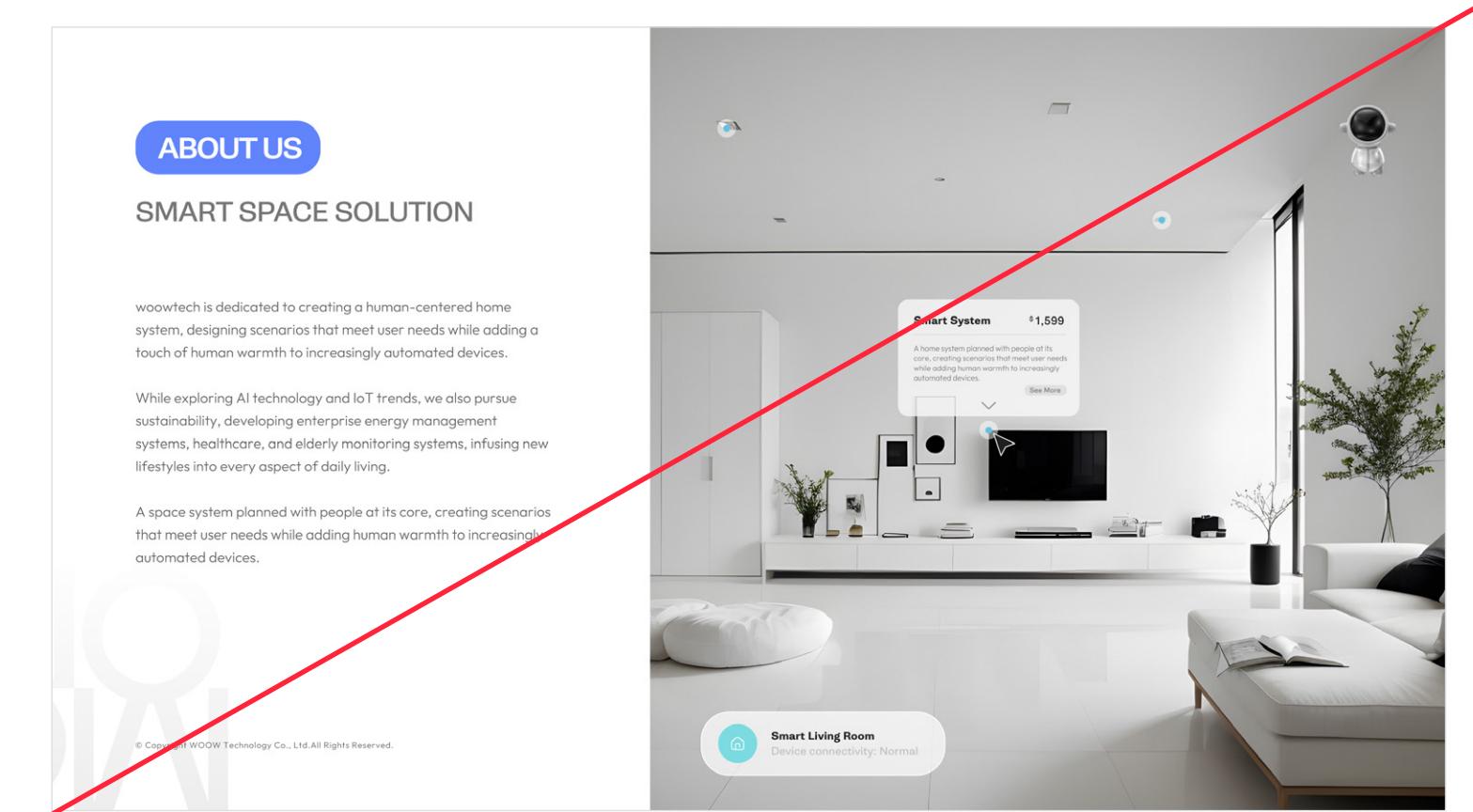
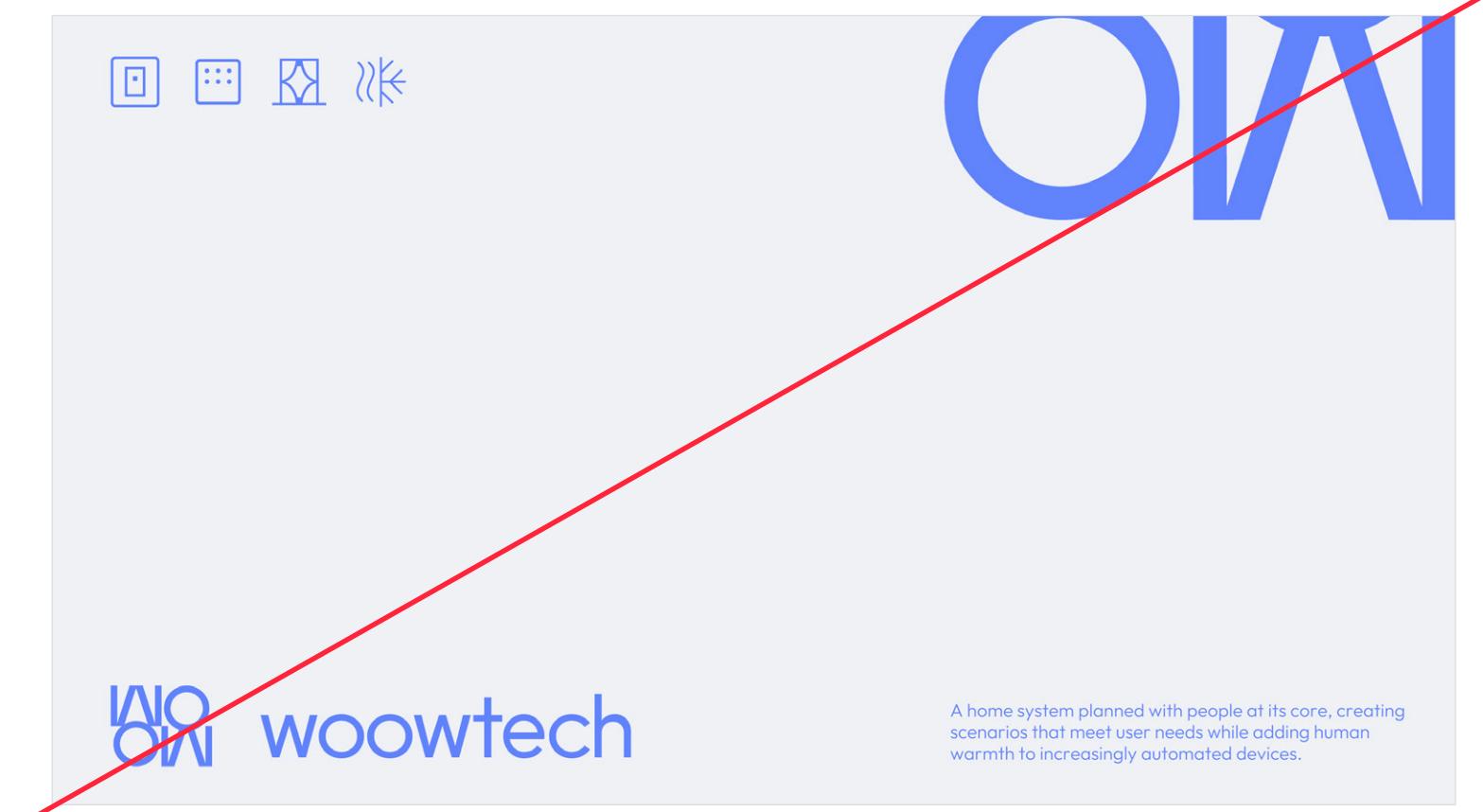


主要輔助圖形 | 放大切邊 Edge Crop



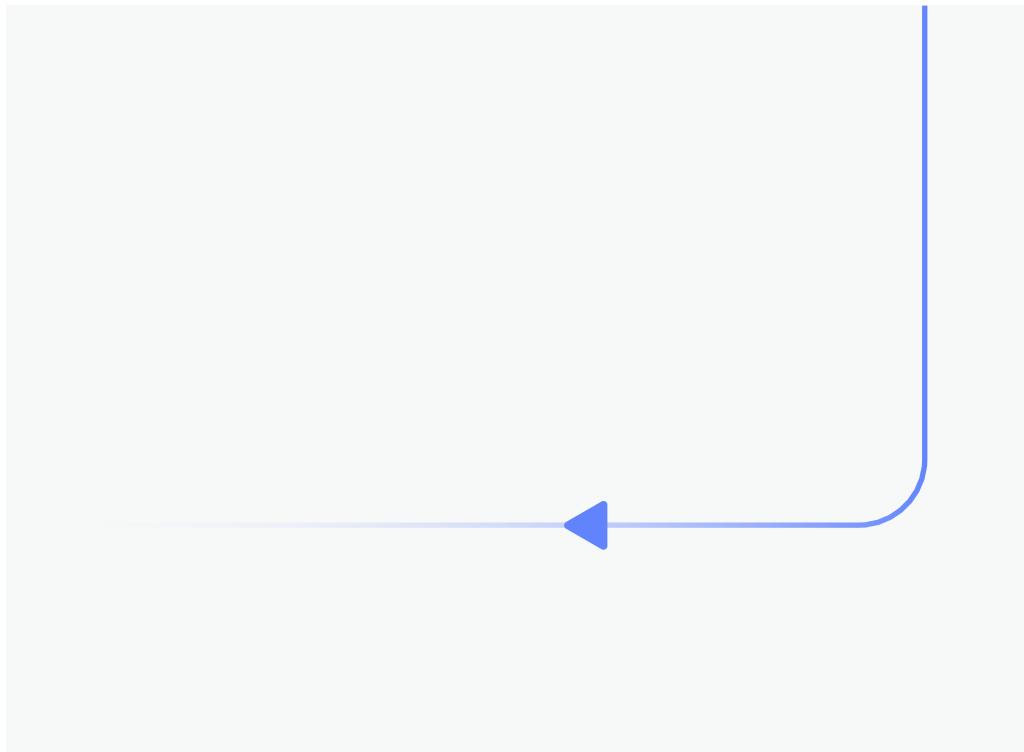
⊗ 錯誤應用示意

禁止過度裁切，導致無法辨認

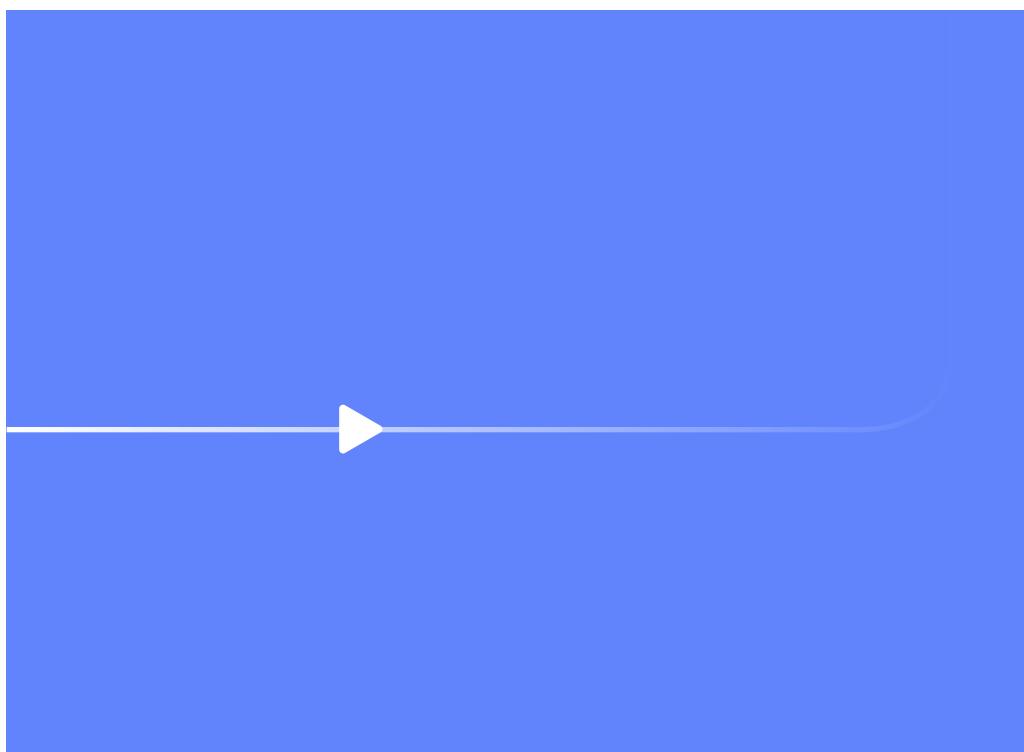


## 主要輔助圖形 | 遠端串連 Remote Connection

淺色底應用

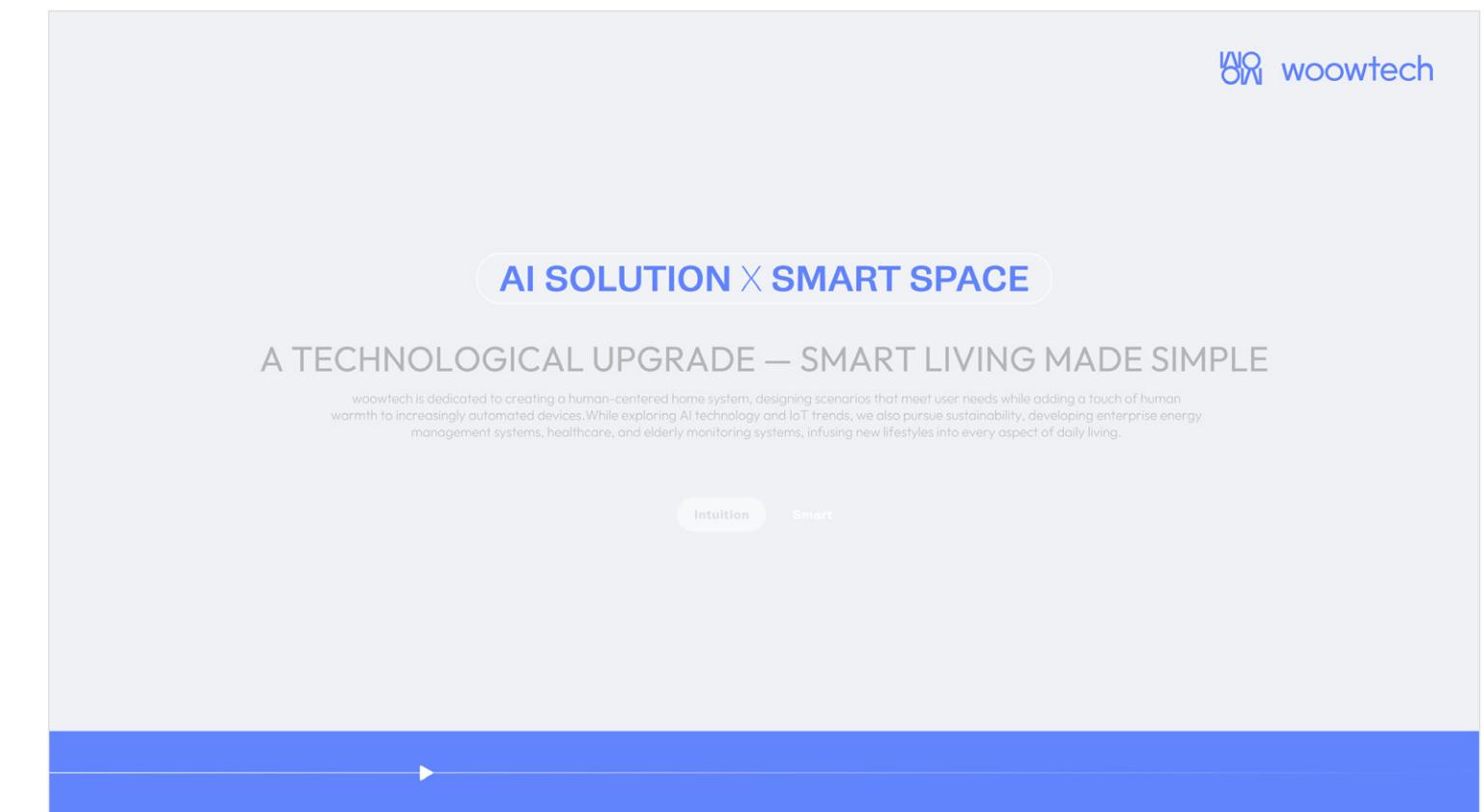
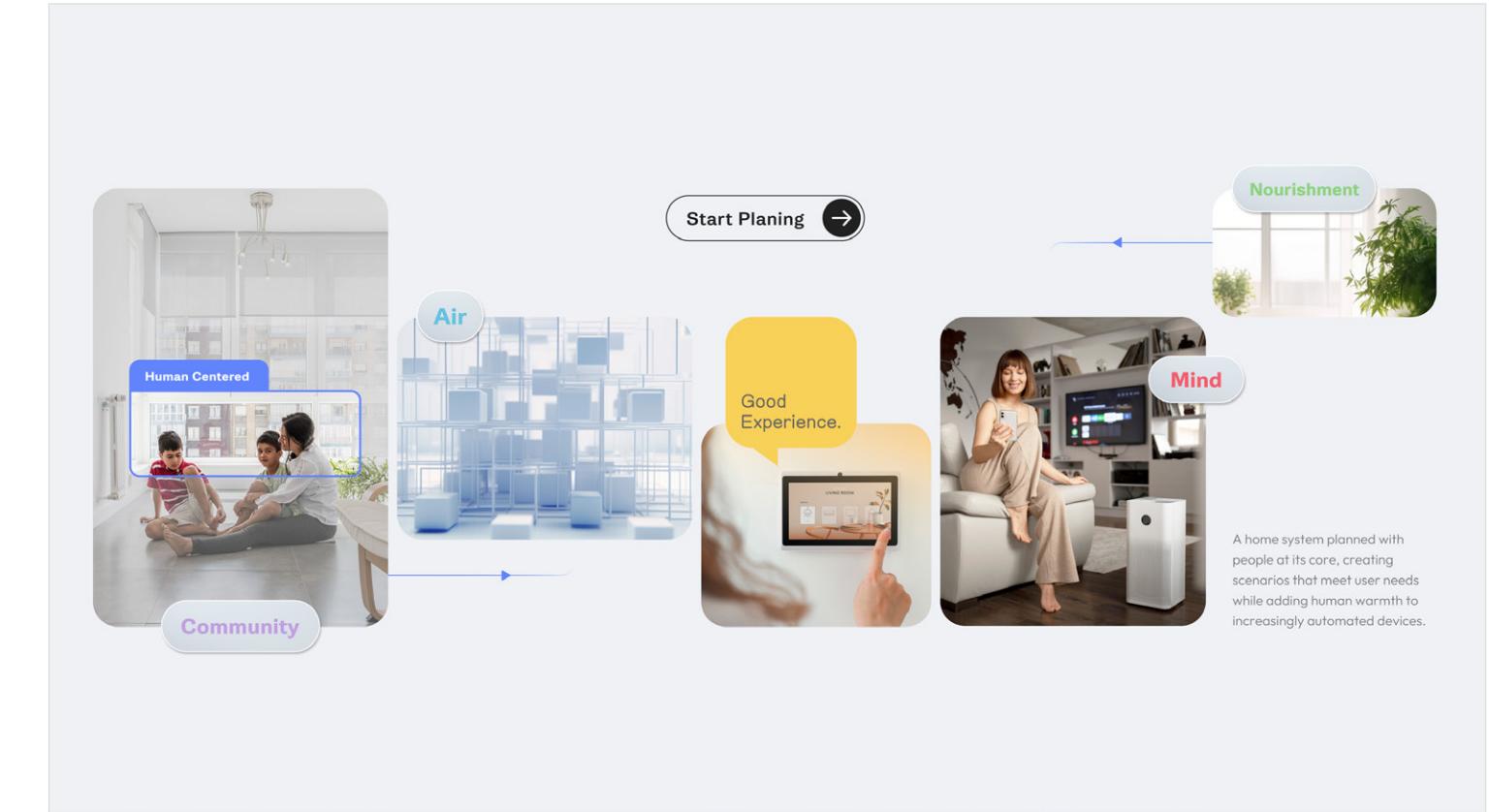


深色底應用



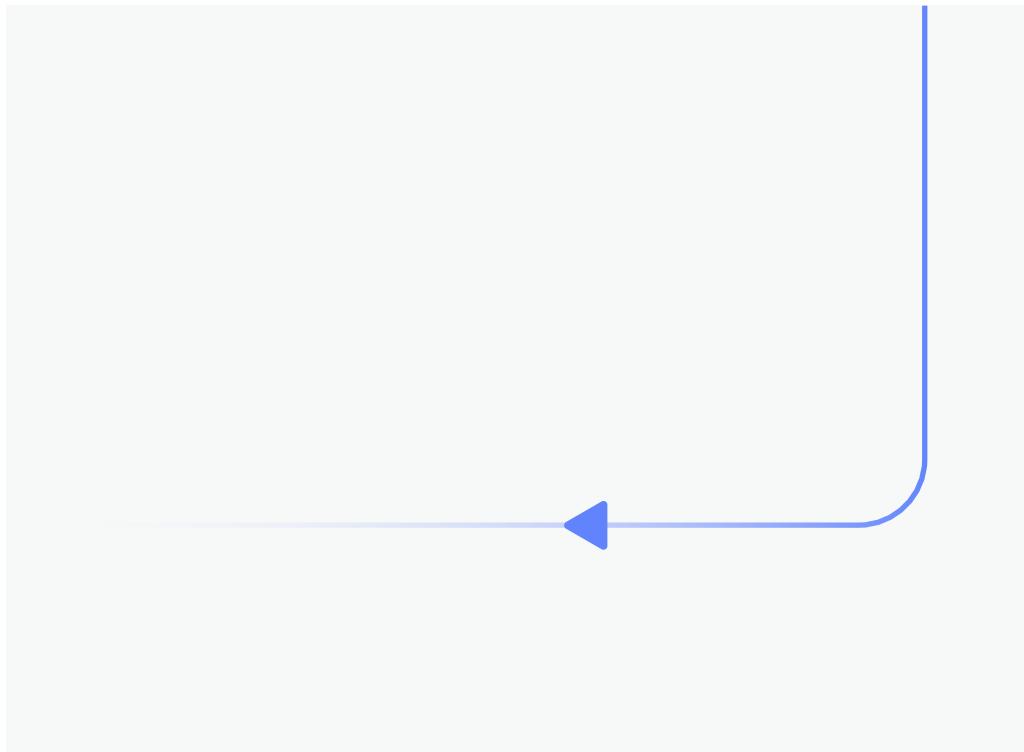
✓ 正確應用示意

可依畫面深淺色底搭配相對應之輔助圖形使用

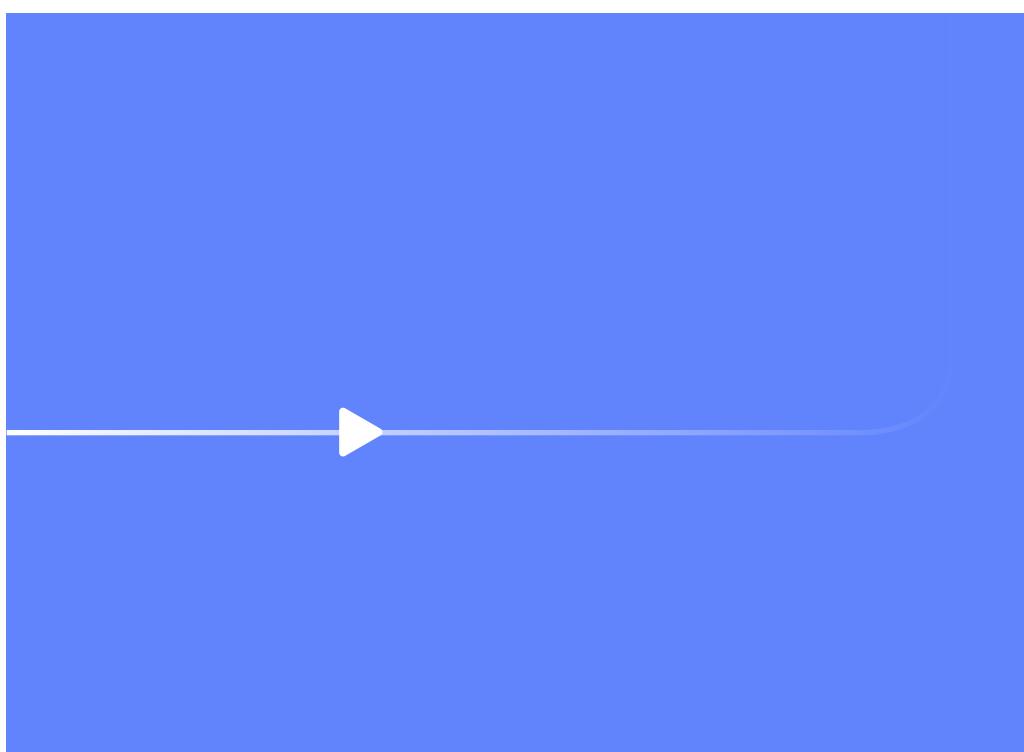


## 主要輔助圖形 | 遠端串連 Remote Connection

淺色底應用

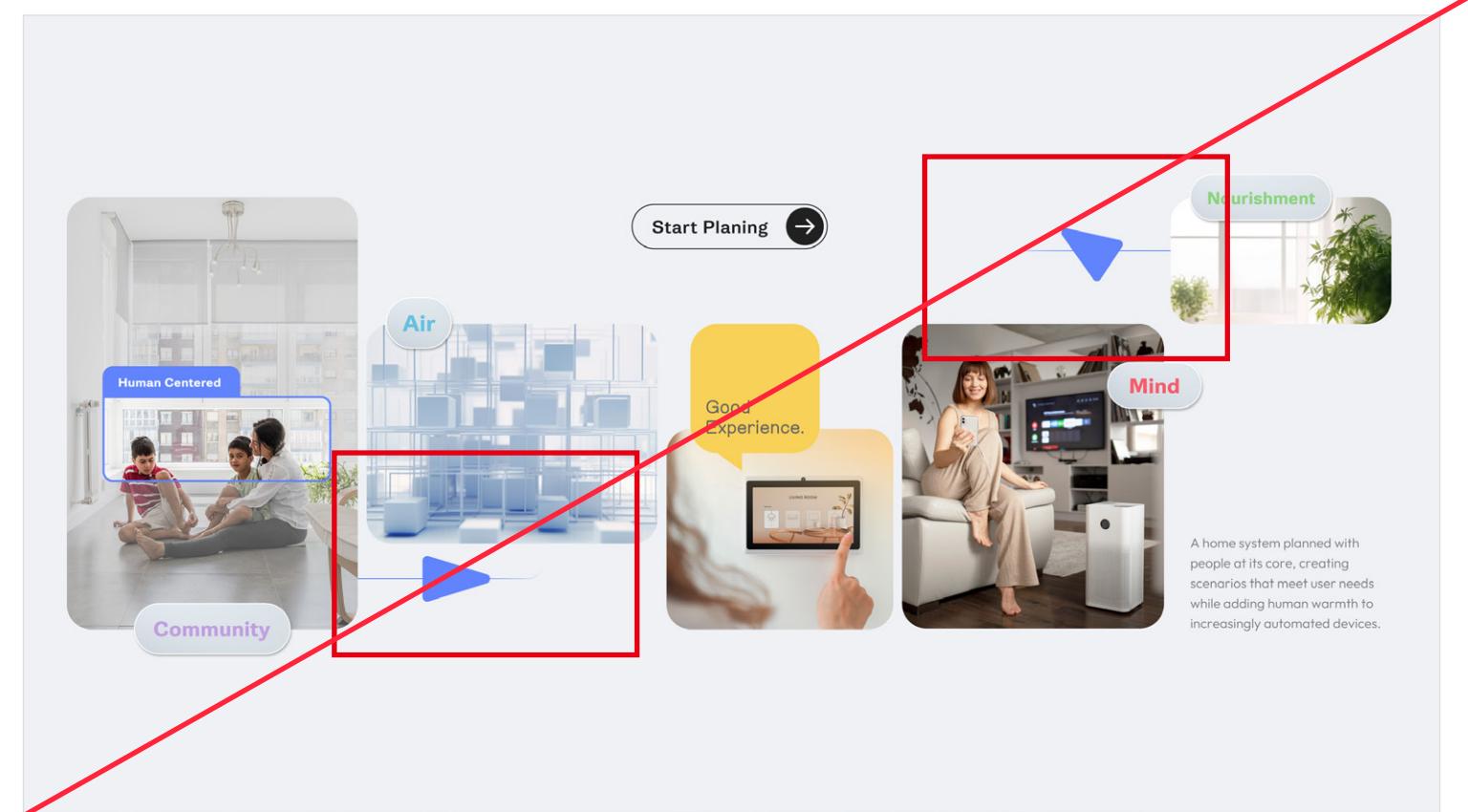


深色底應用

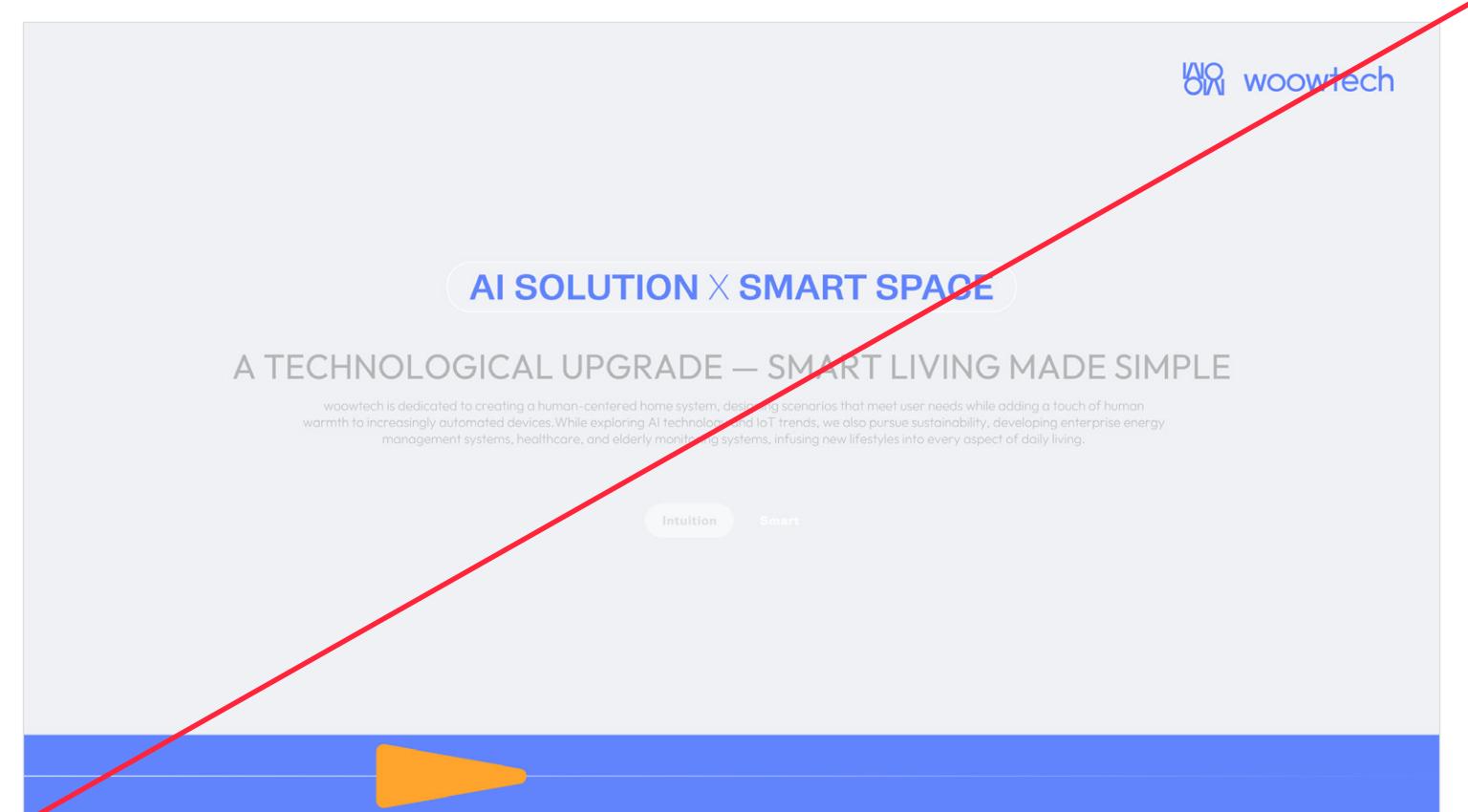


## ⊗ 錯誤應用示意

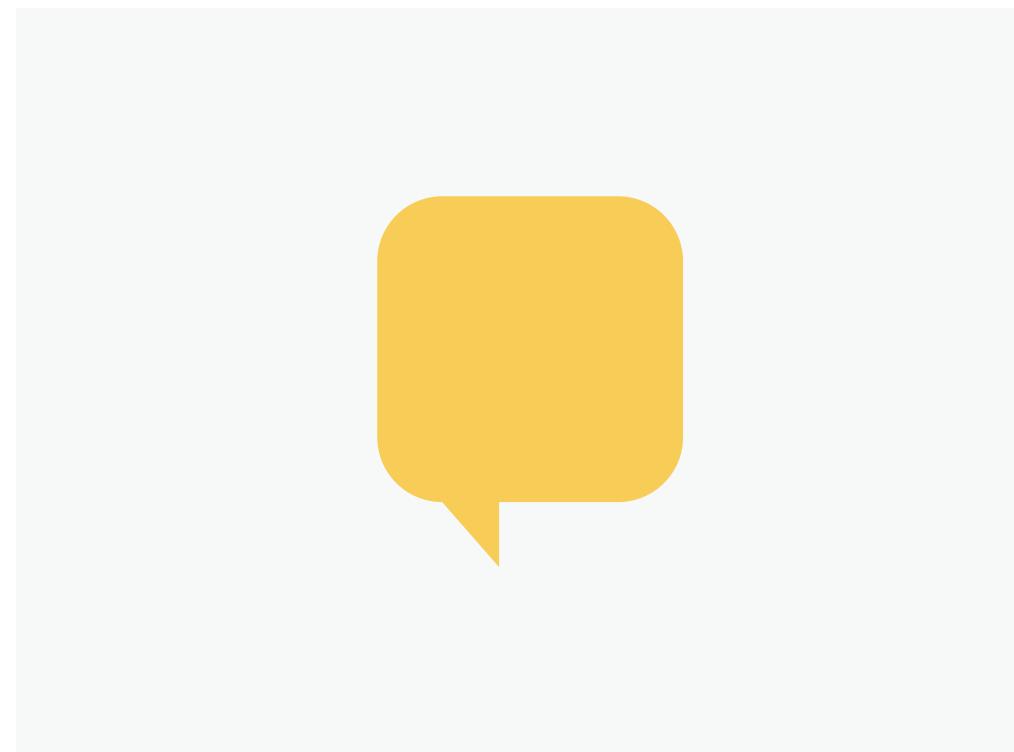
禁止任意調整大小及任意變形（含放大旋轉）使用



禁止使用非品牌規範之顏色

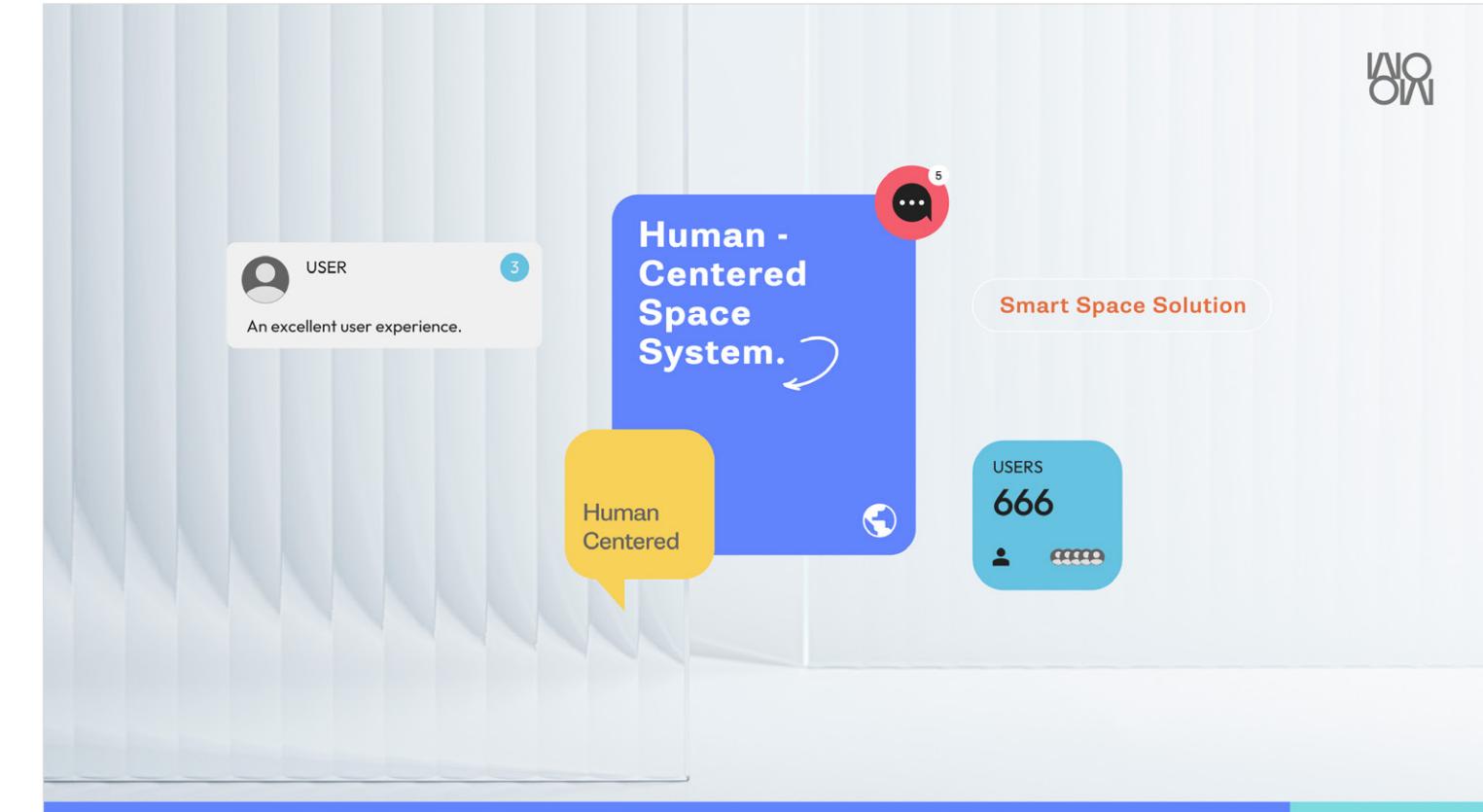


## 主要輔助圖形 | 對話框 Speech Bubble

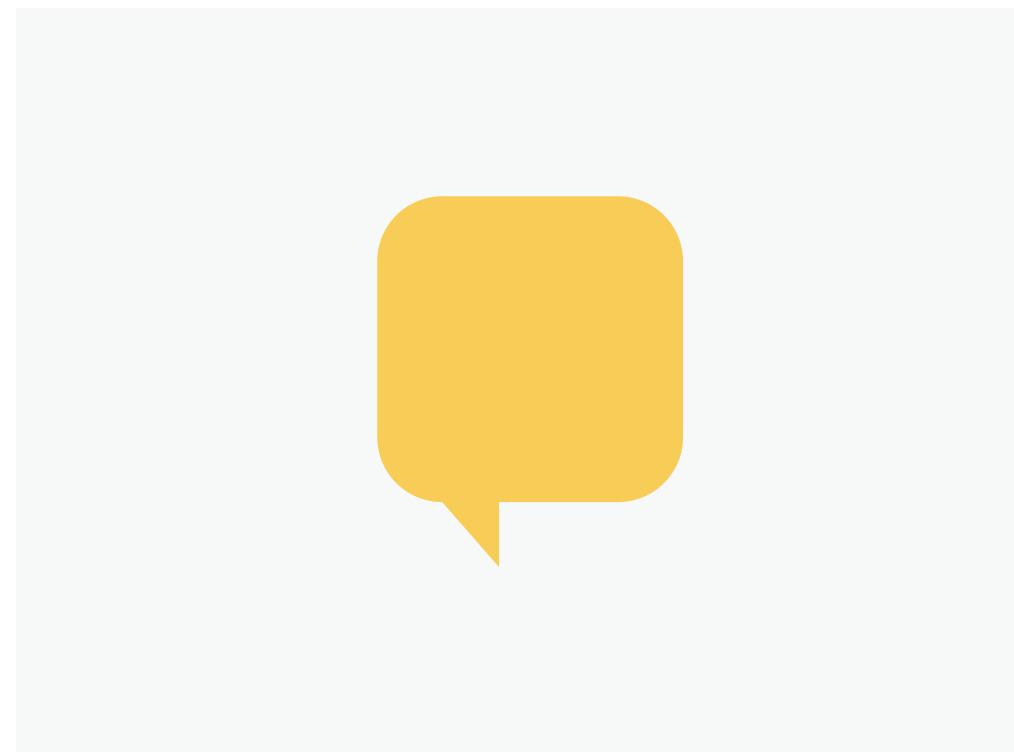


✓ 正確應用示意

可依畫面深淺色底搭配相對應之輔助圖形使用

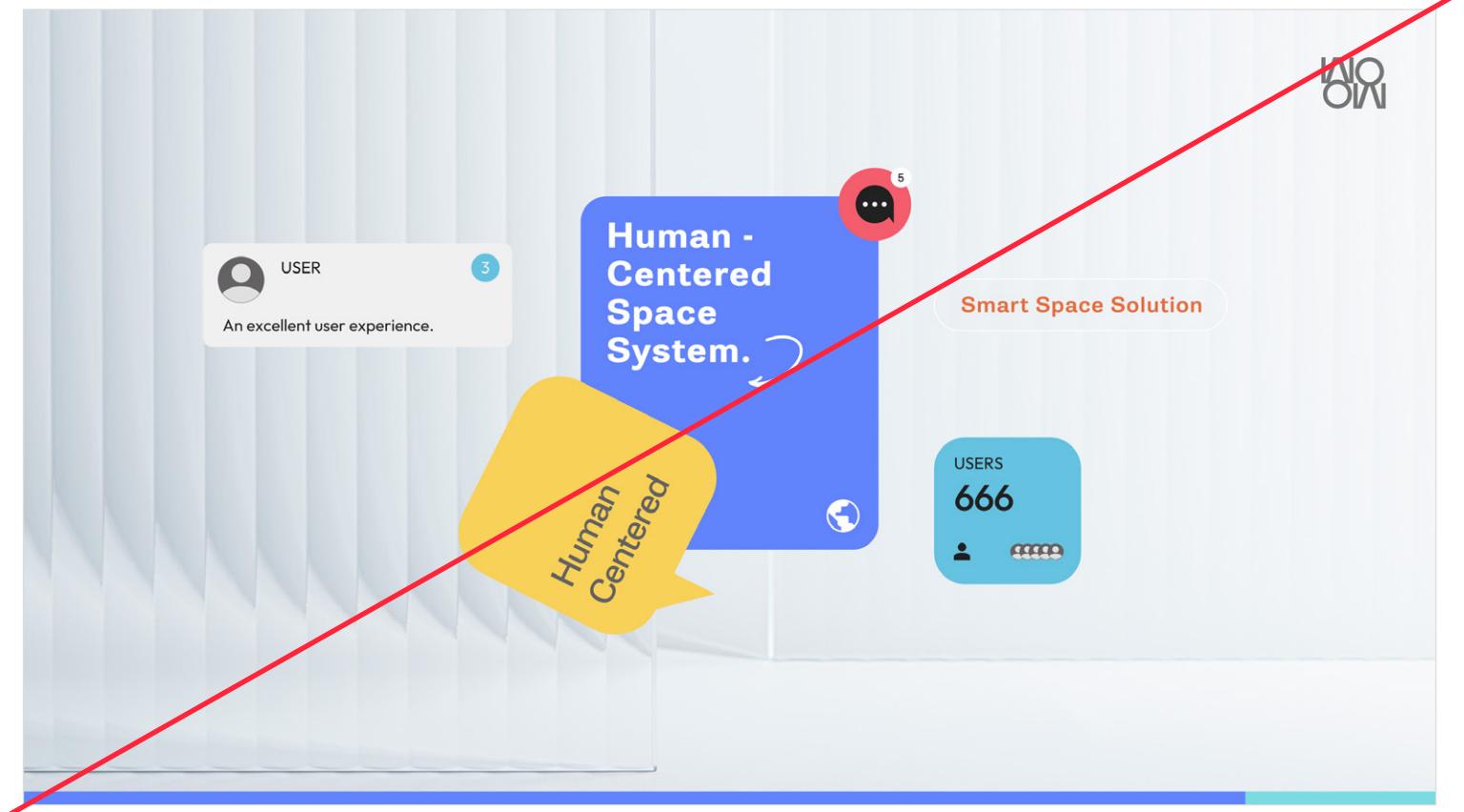


## 主要輔助圖形 | 對話框 Speech Bubble

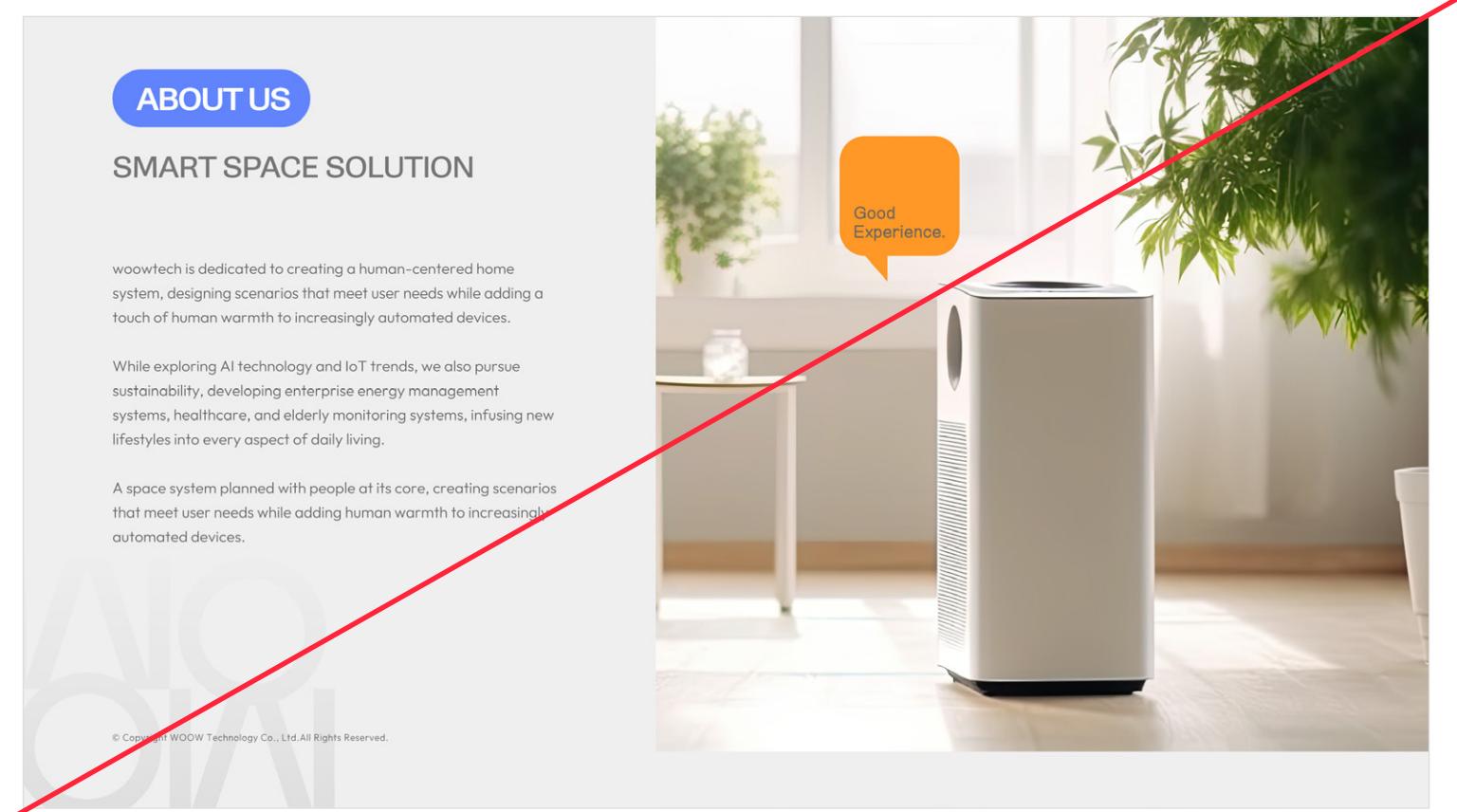


⊗ 錯誤應用示意

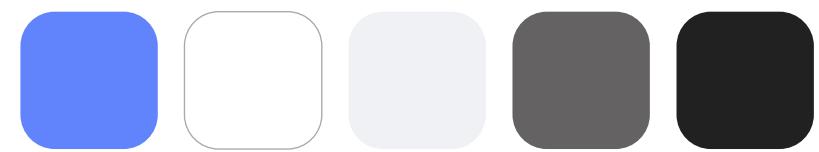
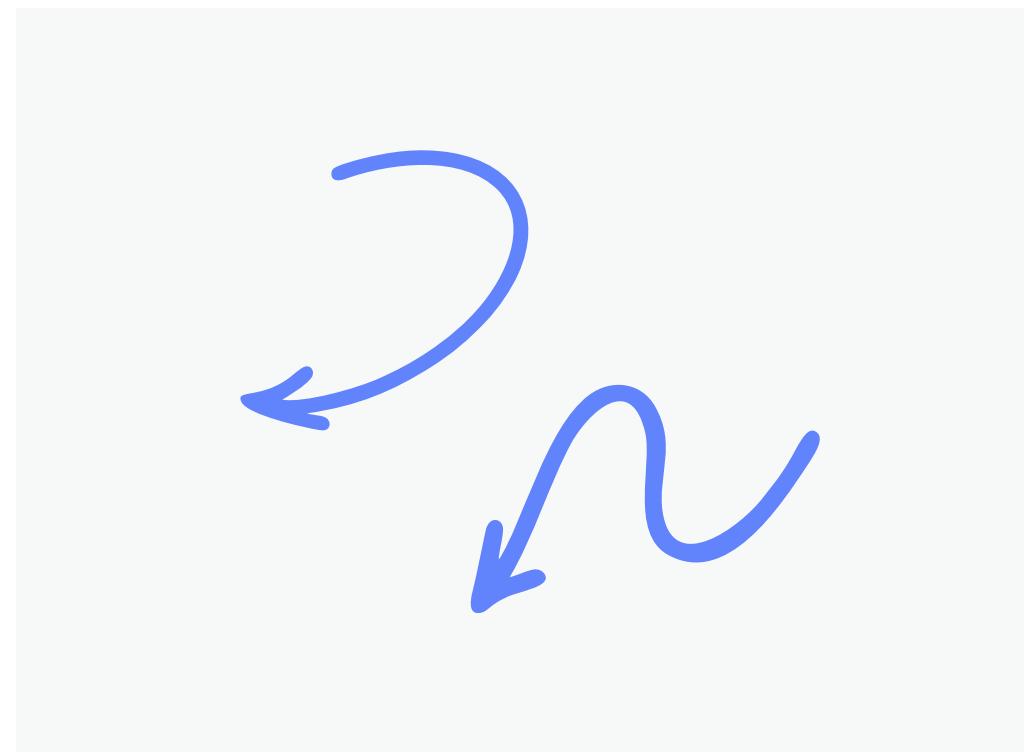
禁止任意更改顏色及任意變形（含放大旋轉）使用



禁止使用非品牌規範之顏色

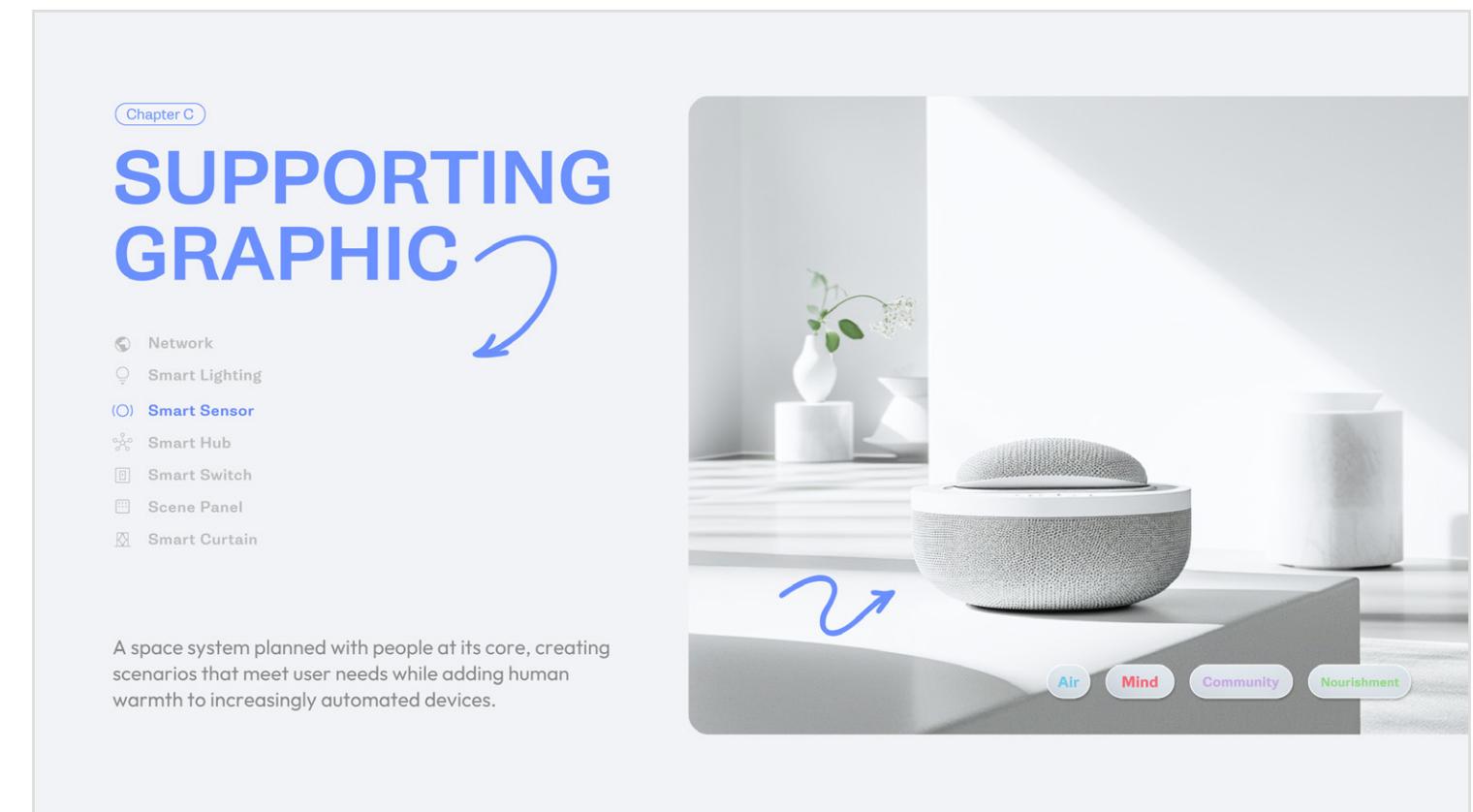
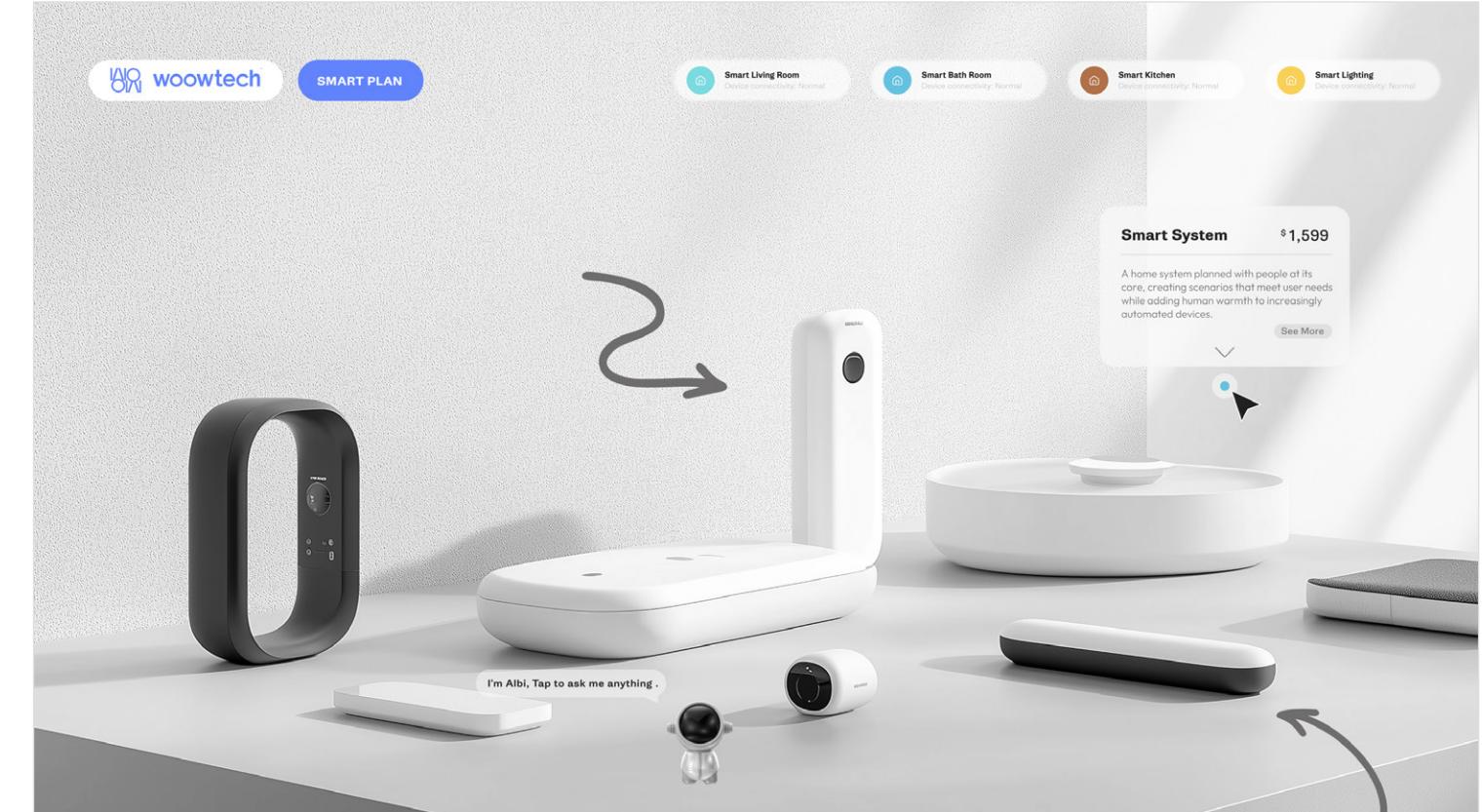


## 次要輔助圖形 | 箭頭元素 Arrow Element

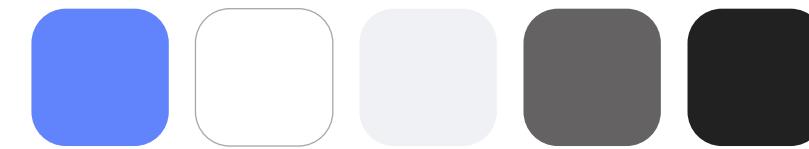
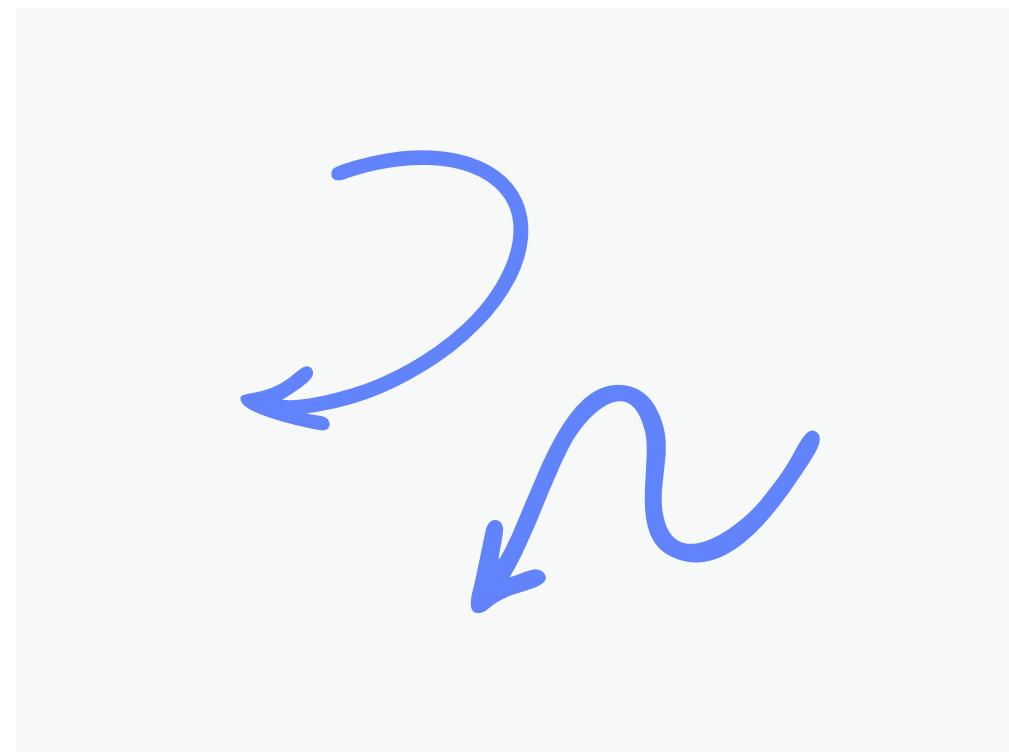


## ✓ 正確應用示意

可依照版面編排使用，但一個畫面最多僅限兩個箭頭，且大小需統一

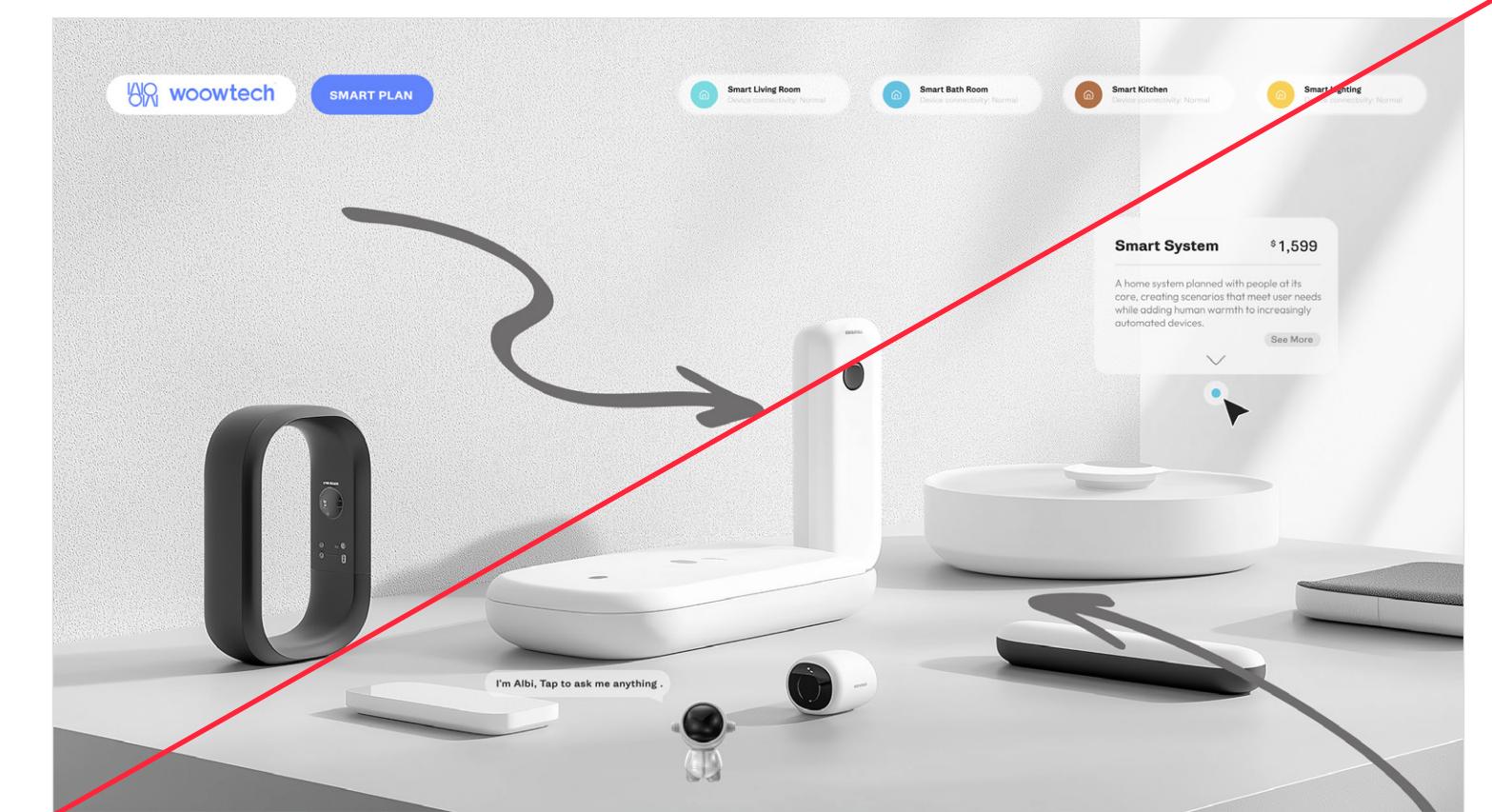


## 次要輔助圖形 | 箭頭元素 Arrow Element

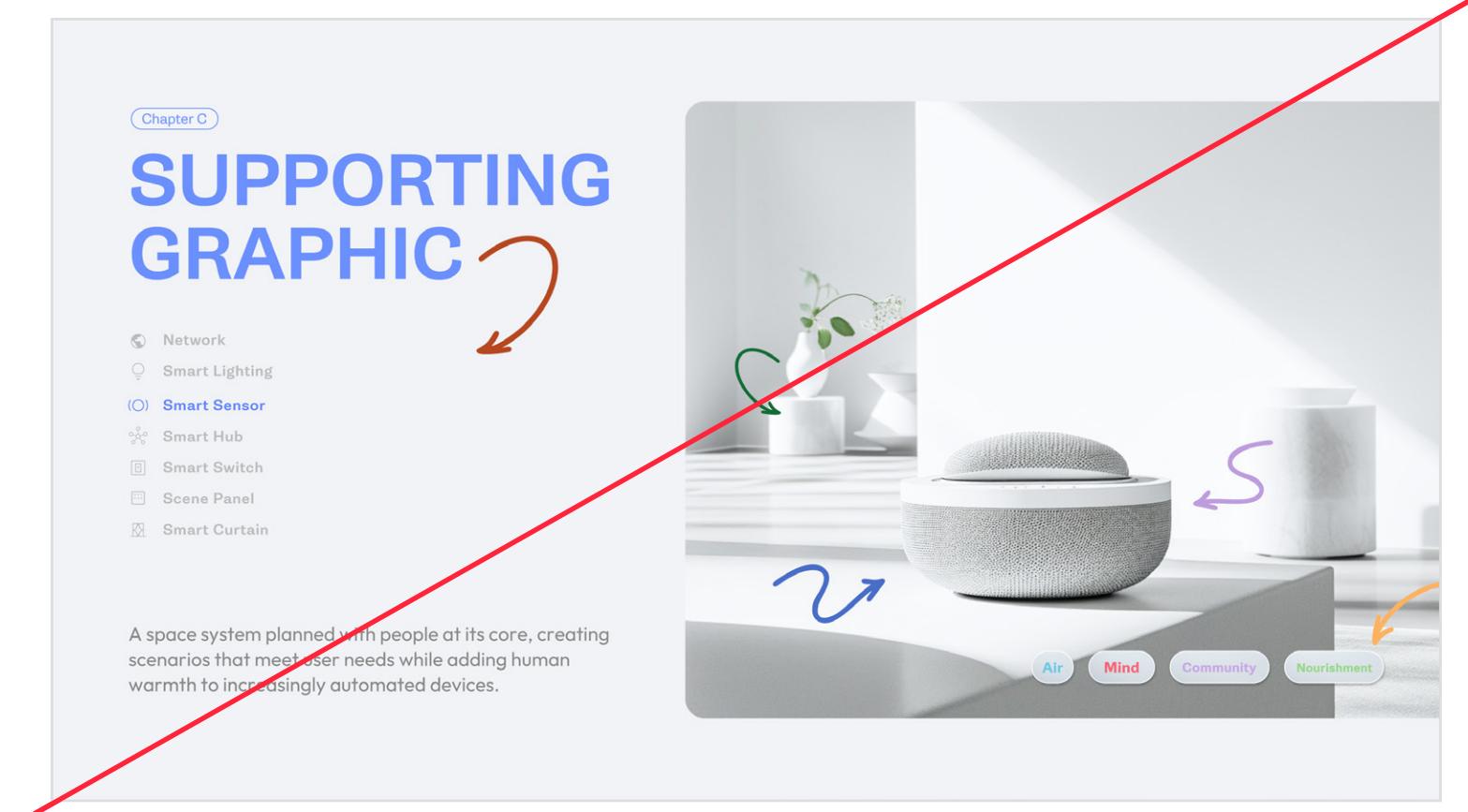


⊗ 錯誤應用示意

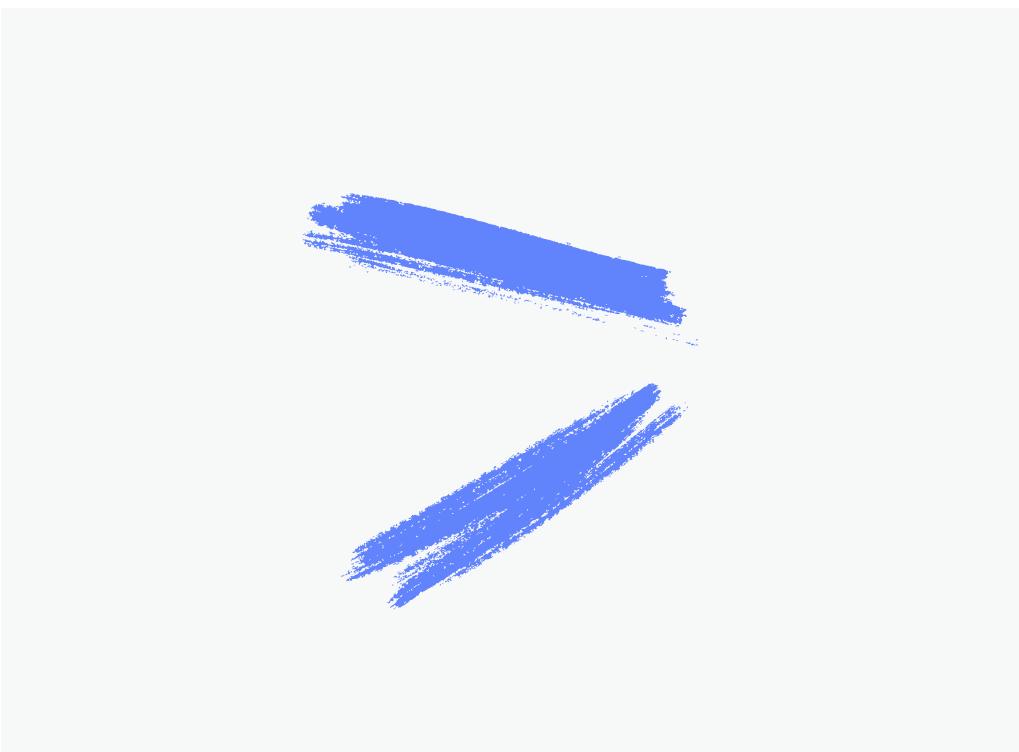
禁止任意放大變形使用



禁止使用非品牌之規劃顏色，並一個畫面不得出現兩個以上的箭頭

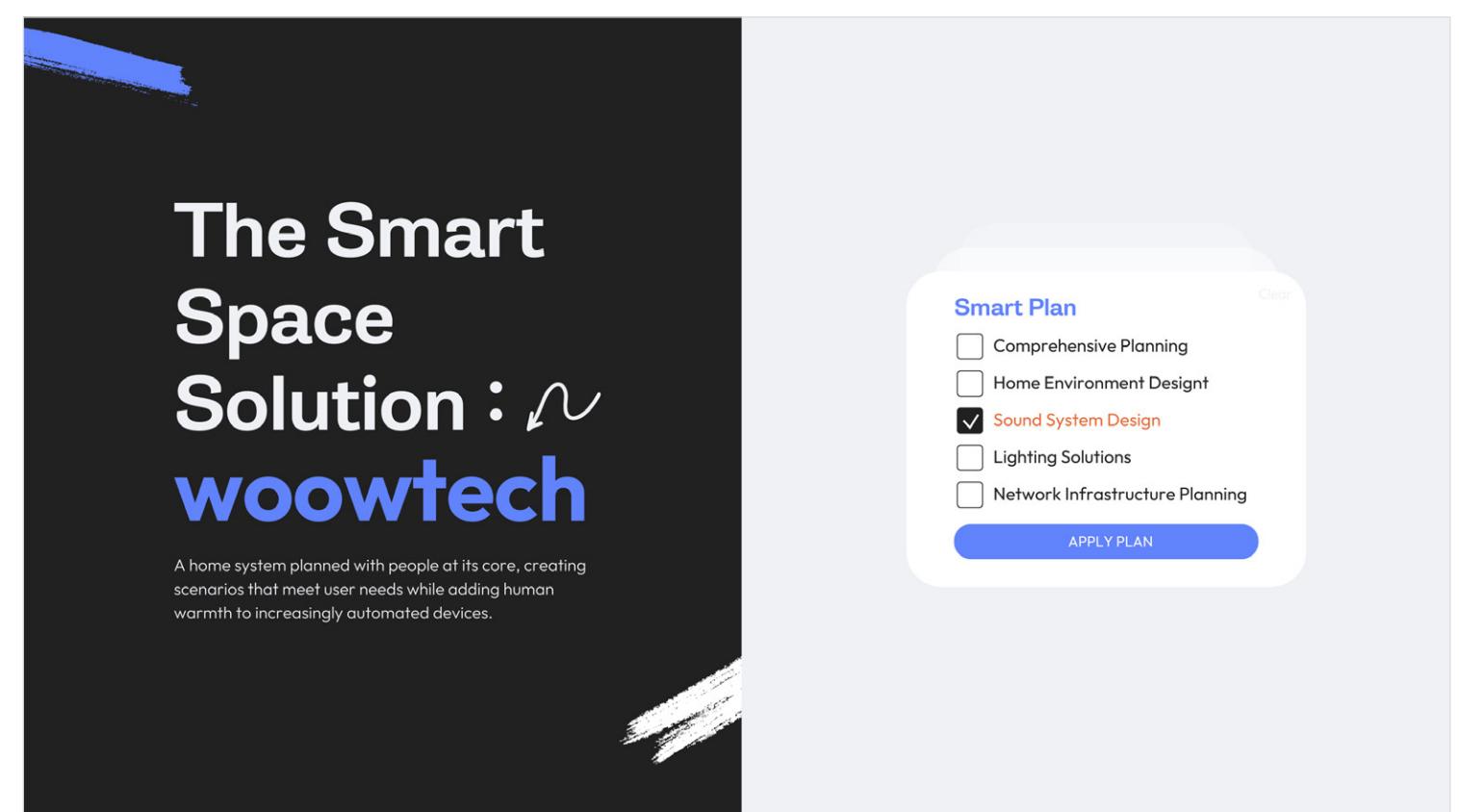
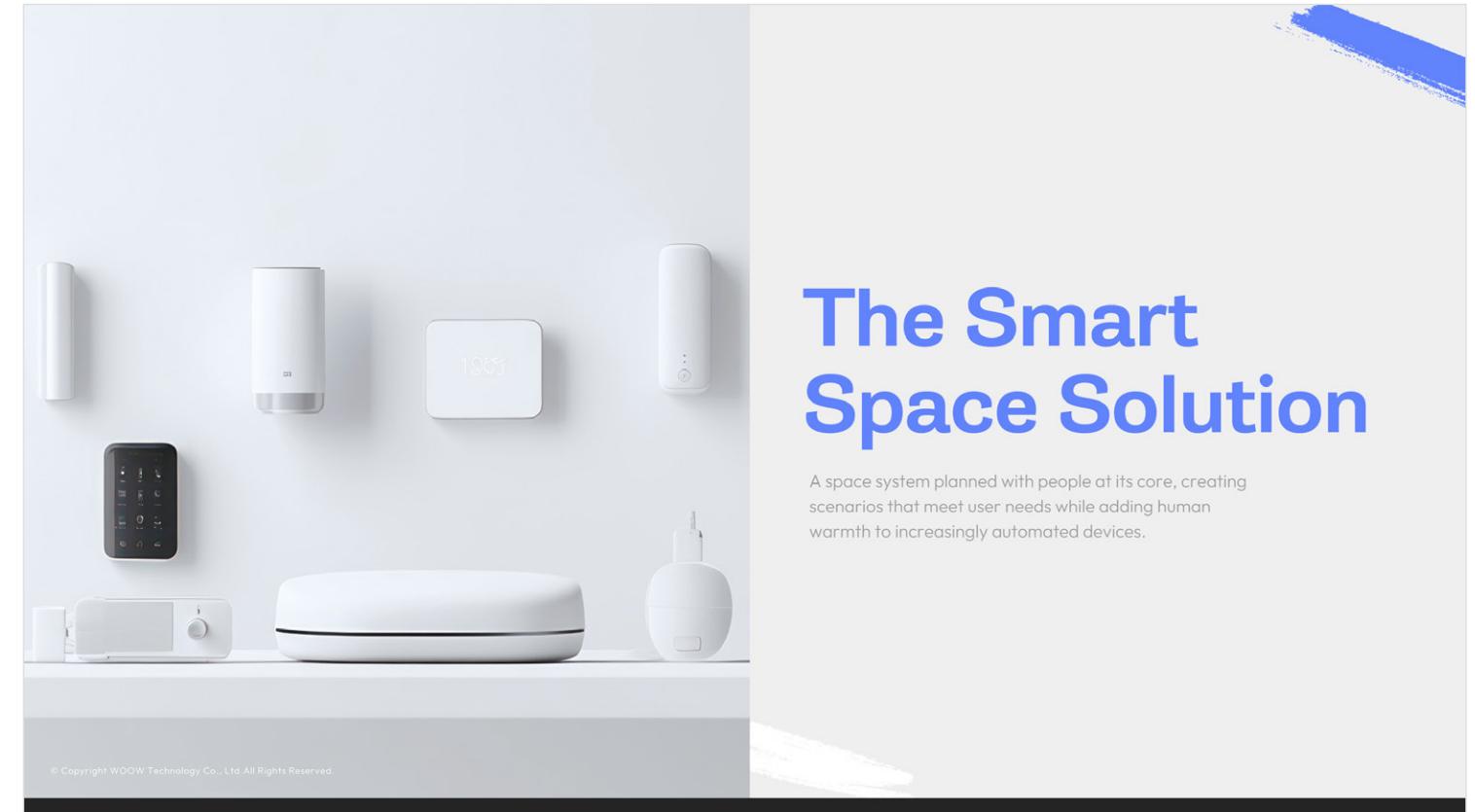


## 次要輔助圖形 | 蠟筆筆觸 Crayon Texture

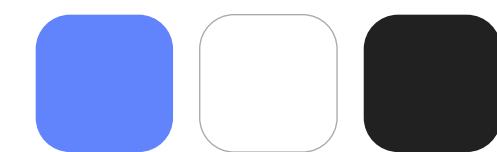
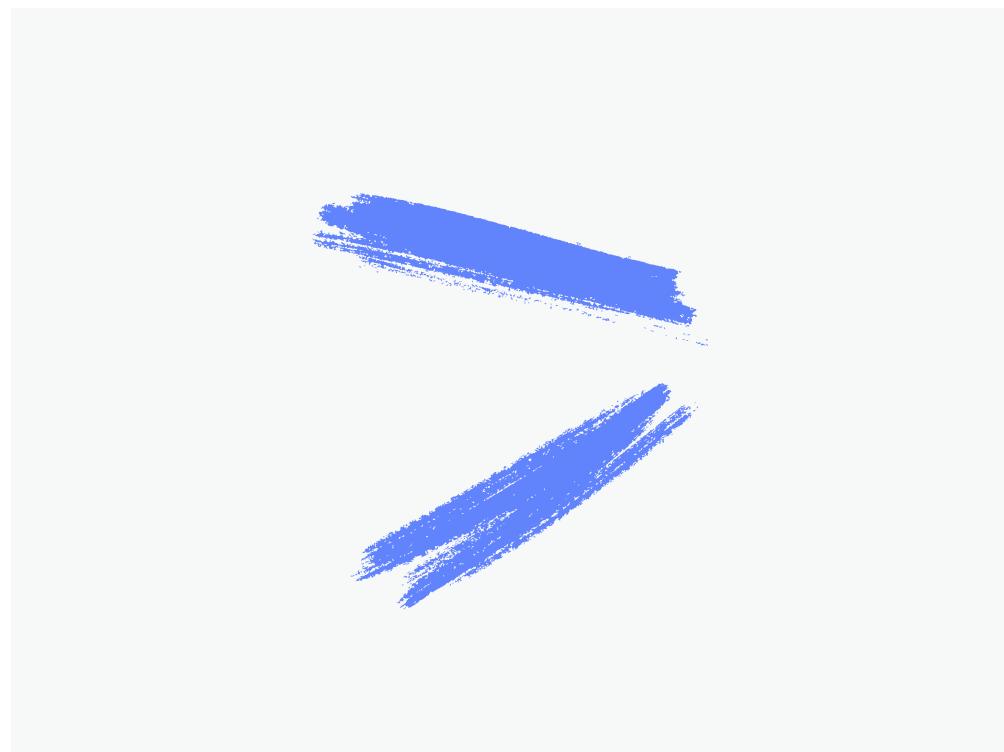


✓ 正確應用示意

僅能使用品牌規範之顏色，且一個畫面不超過兩個筆觸使用，並統一大小

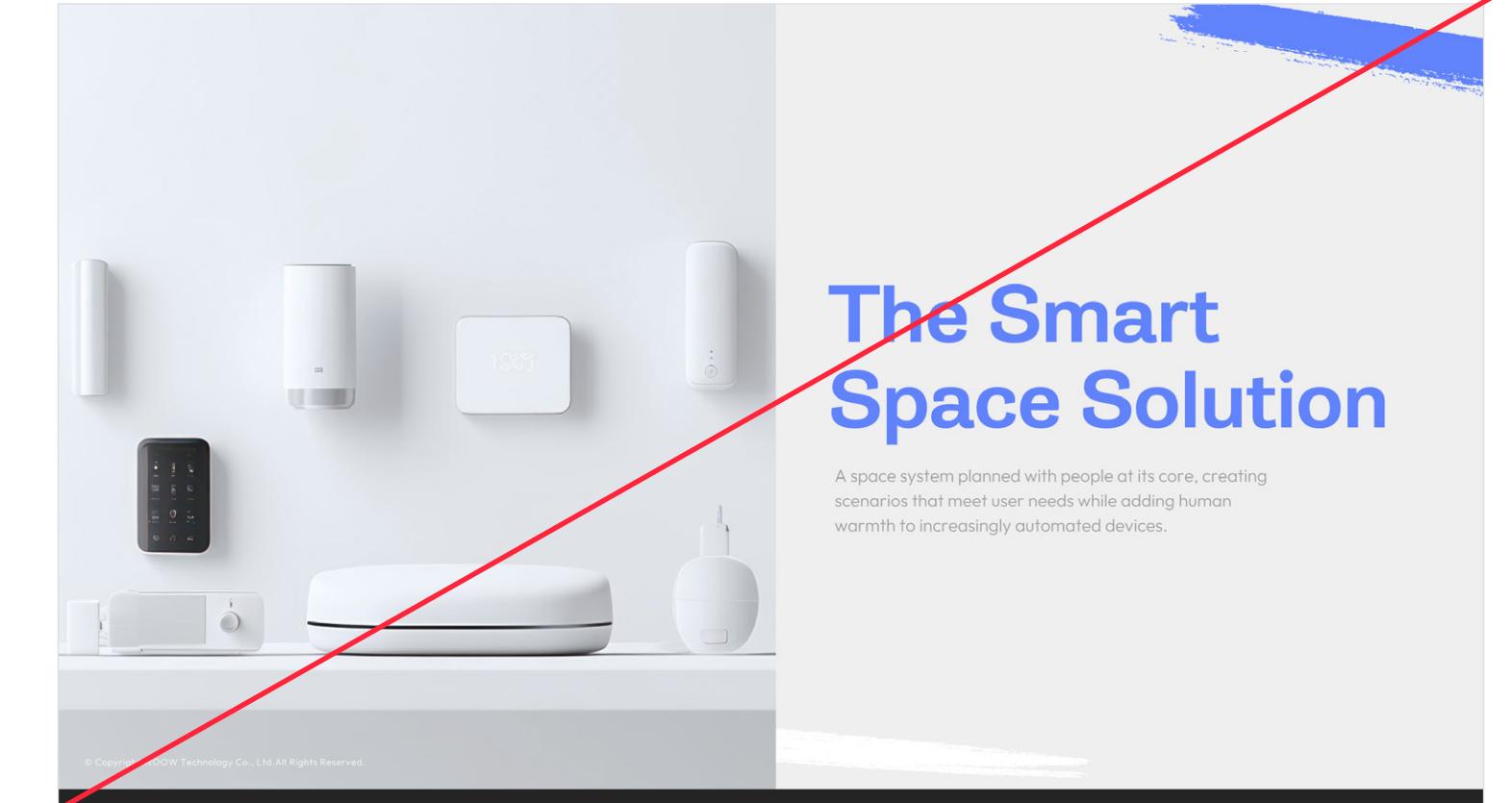


次要輔助圖形 | 蠟筆筆觸 Crayon Texture

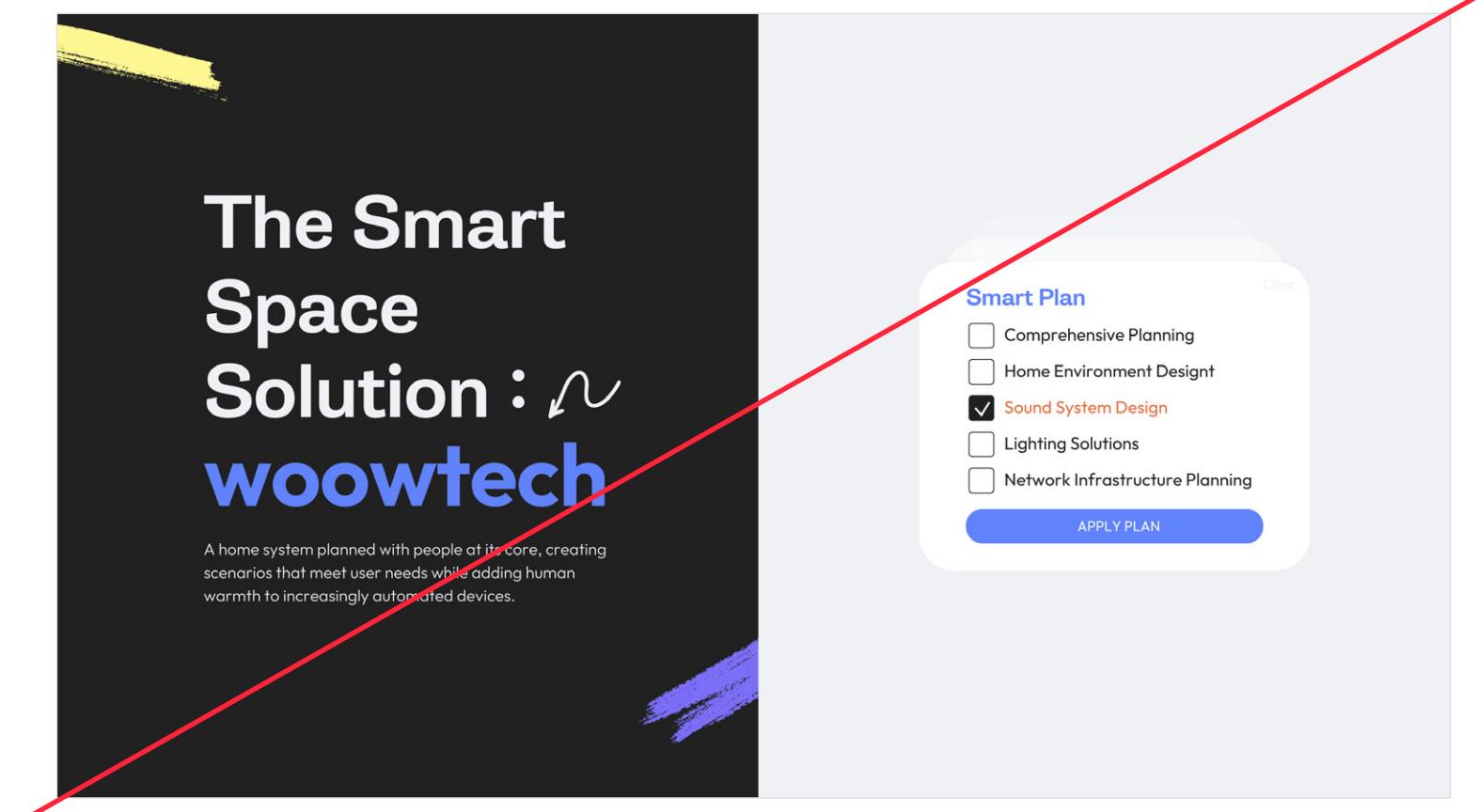


⊗ 錯誤應用示意

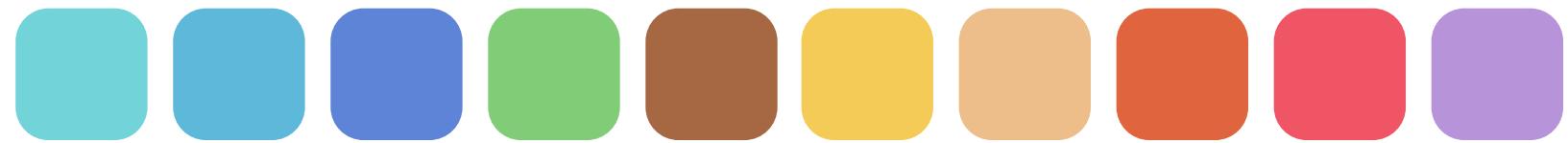
禁止任意變形使用



禁止使用非品牌規範之顏色

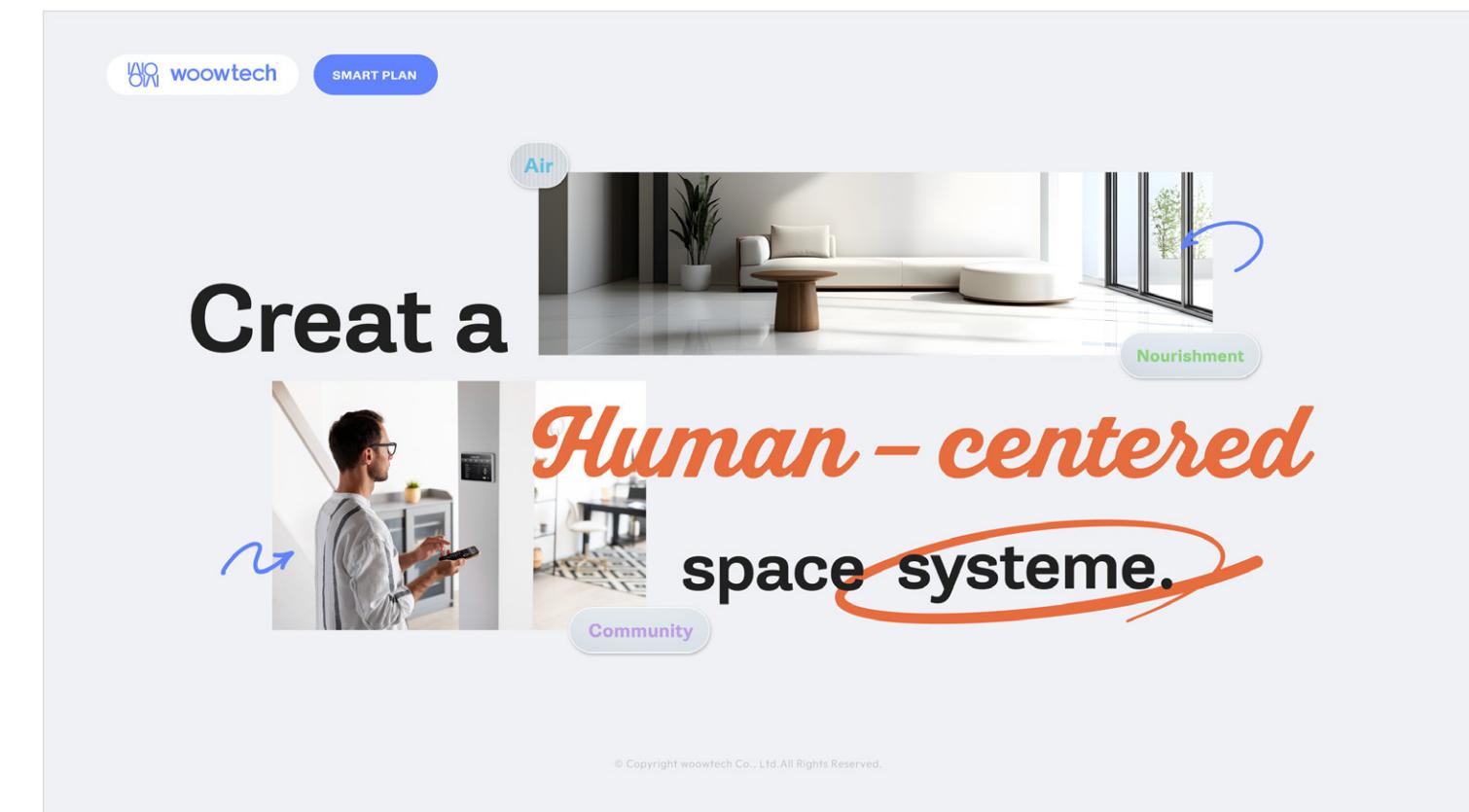


次要輔助圖形 | 手感線條 Hand-drawn Line

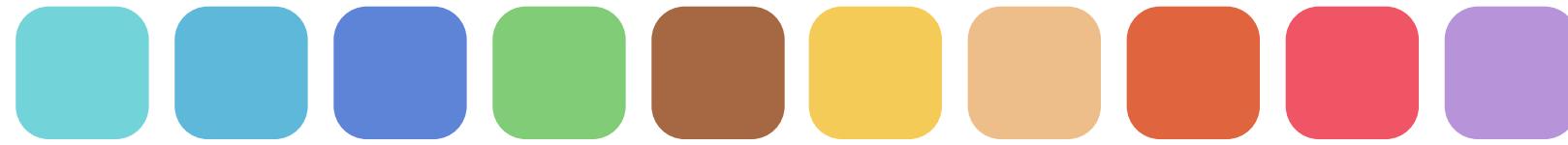


✓ 正確應用示意

顏色可依畫面搭配使用，但一個畫面不得超過一個顏色使用



次要輔助圖形 | 手感線條 Hand-drawn Line

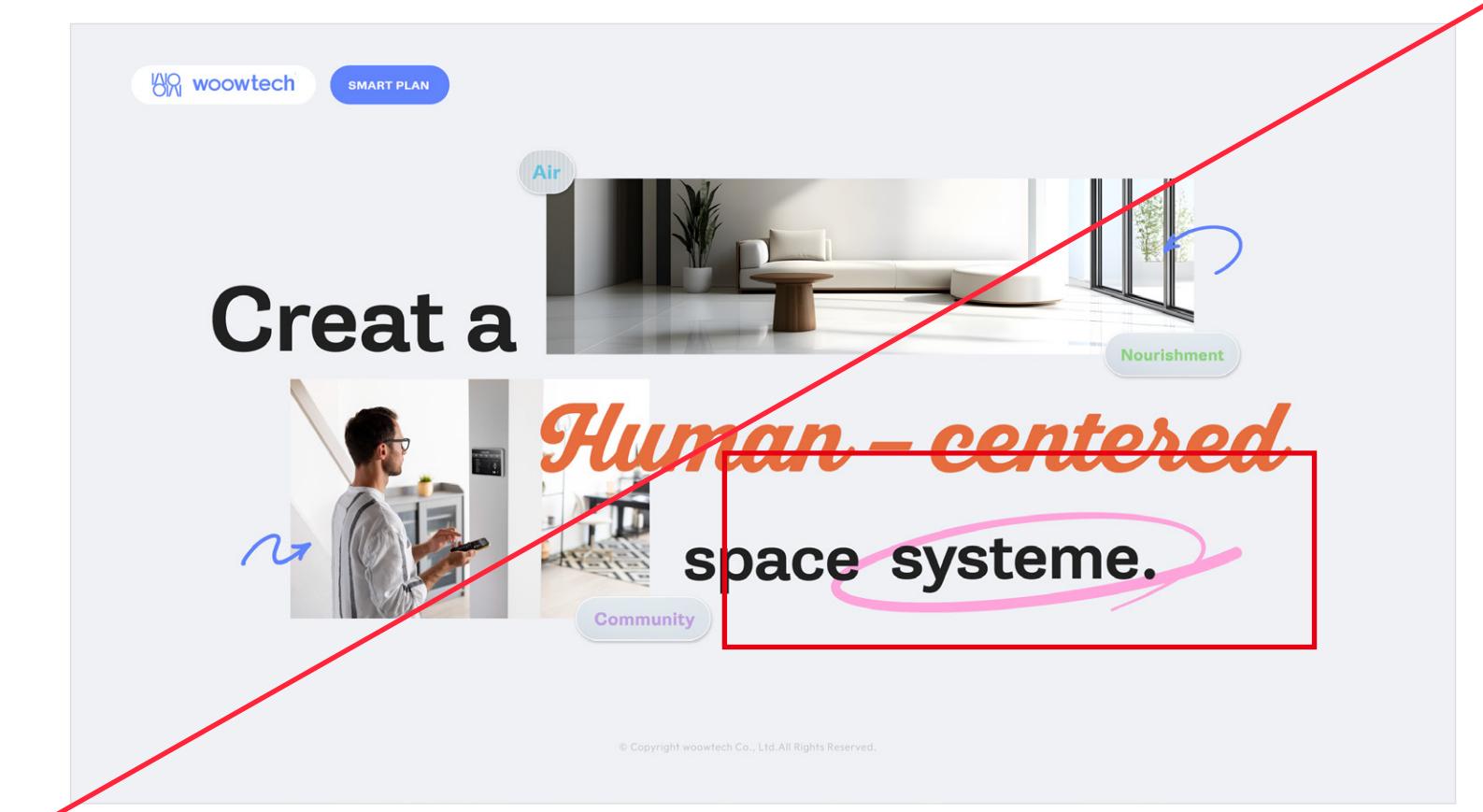


⊗ 錯誤應用示意

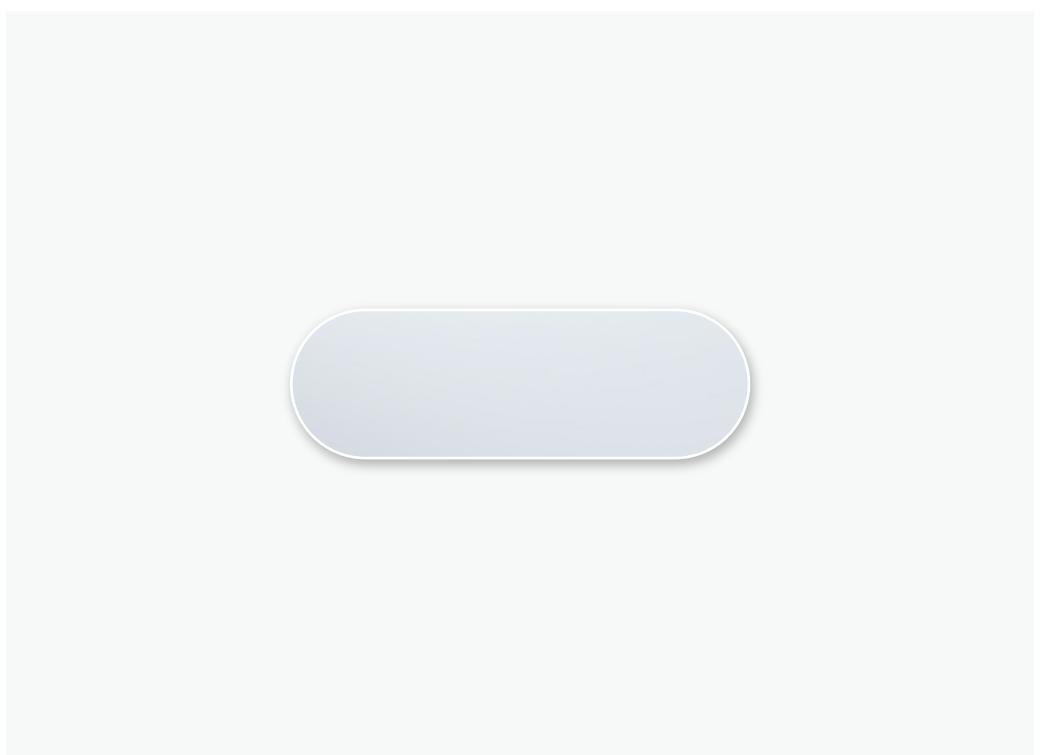
禁止任意變形、更改線段粗細



禁止使用非品牌規範之顏色

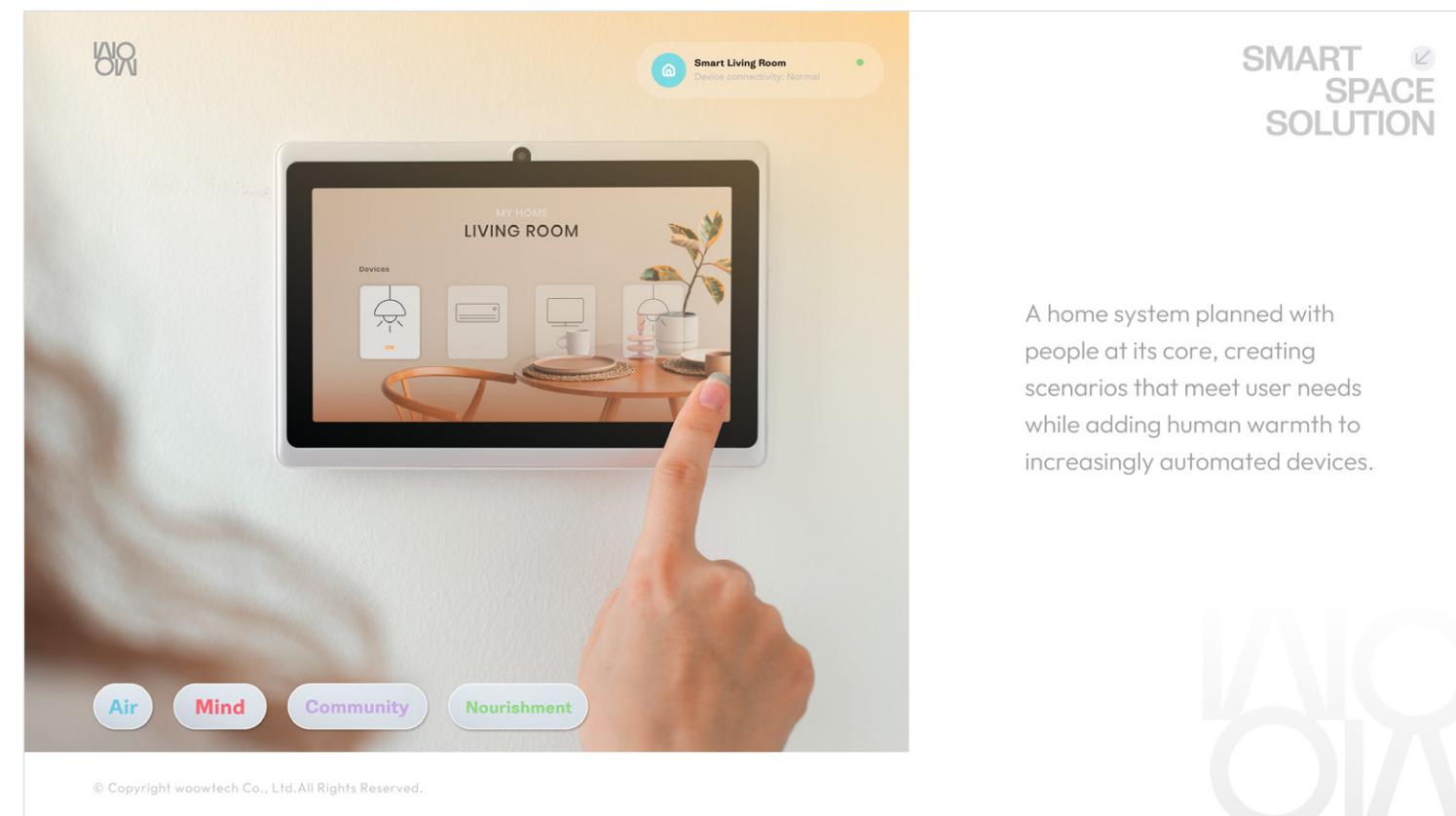


## 次要輔助圖形 | 漂浮框 Floating Frame

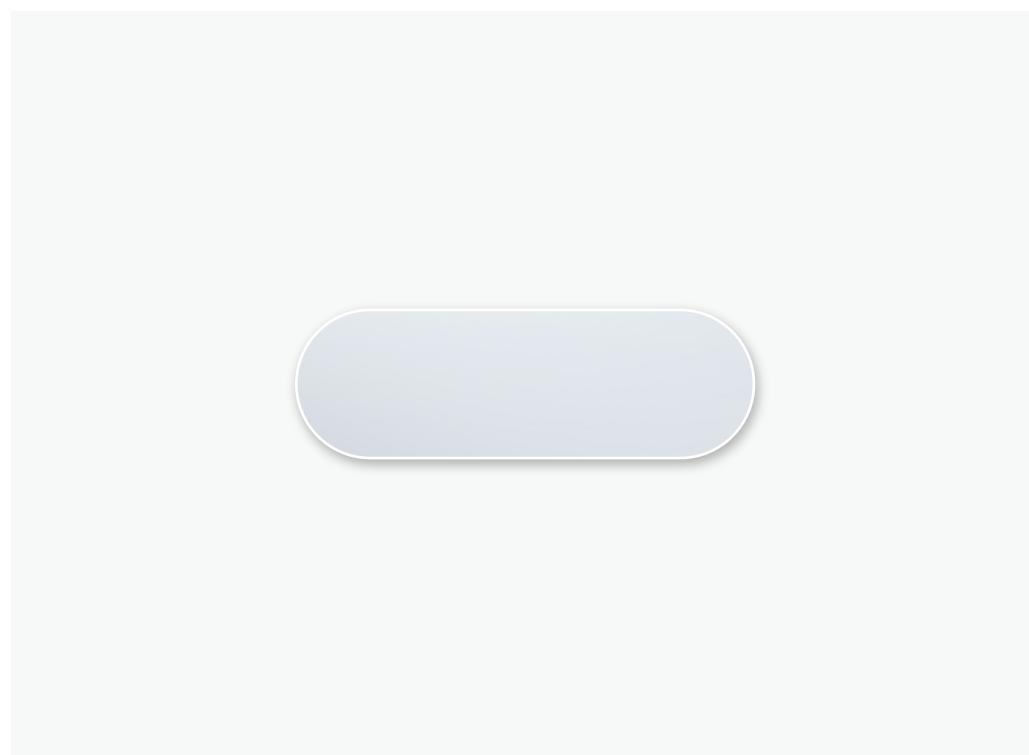


✓ 正確應用示意

僅可保持圓角拉長使用，且一定要有陰影

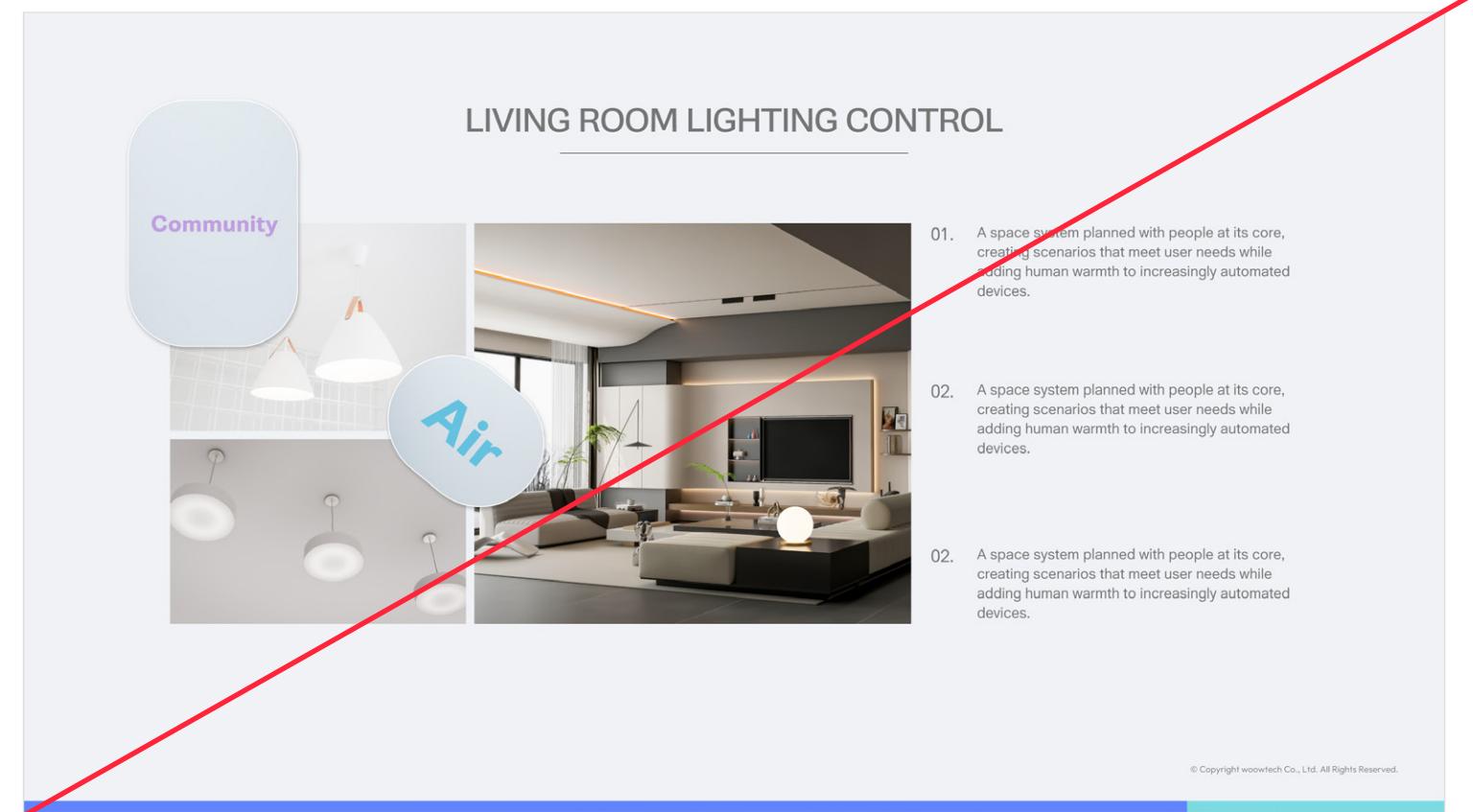


## 次要輔助圖形 | 漂浮框 Floating Frame

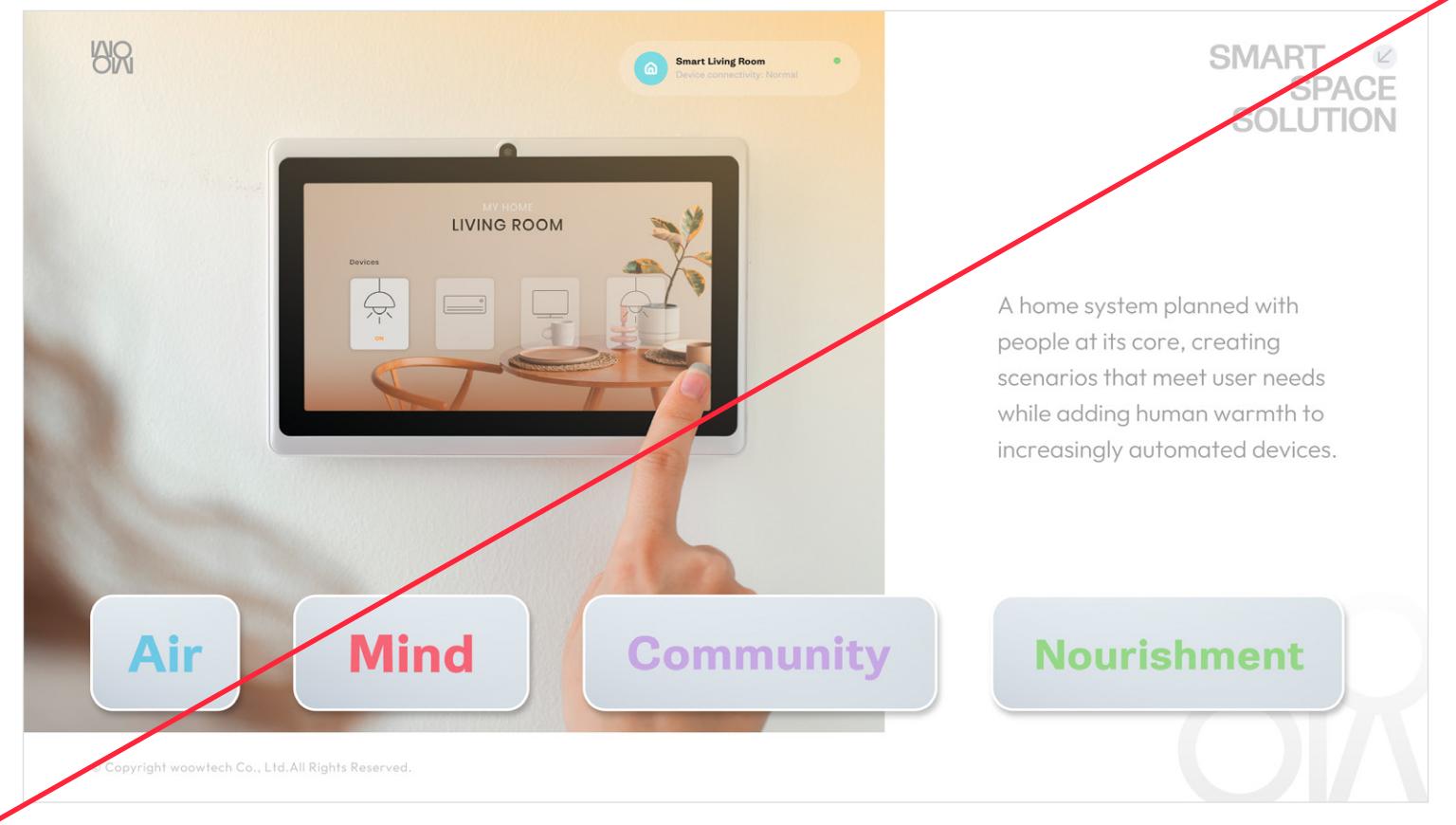


⊗ 錯誤應用示意

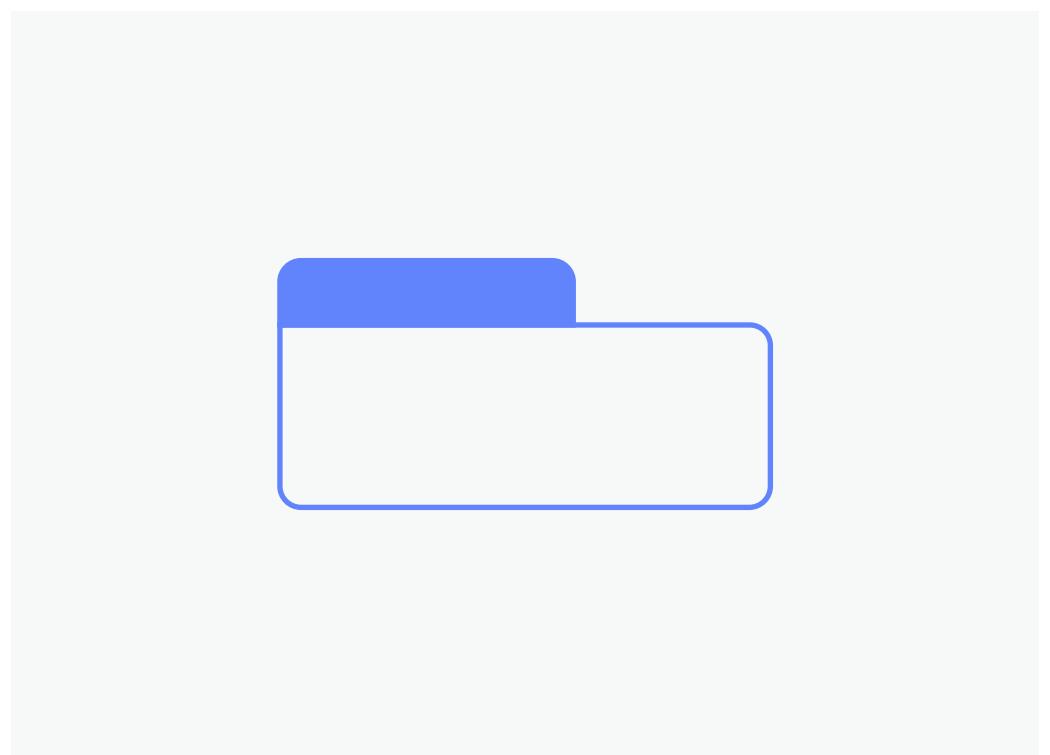
禁止任意任意變形、旋轉等，不符合規範之使用



禁止使用非品牌規範之顏色

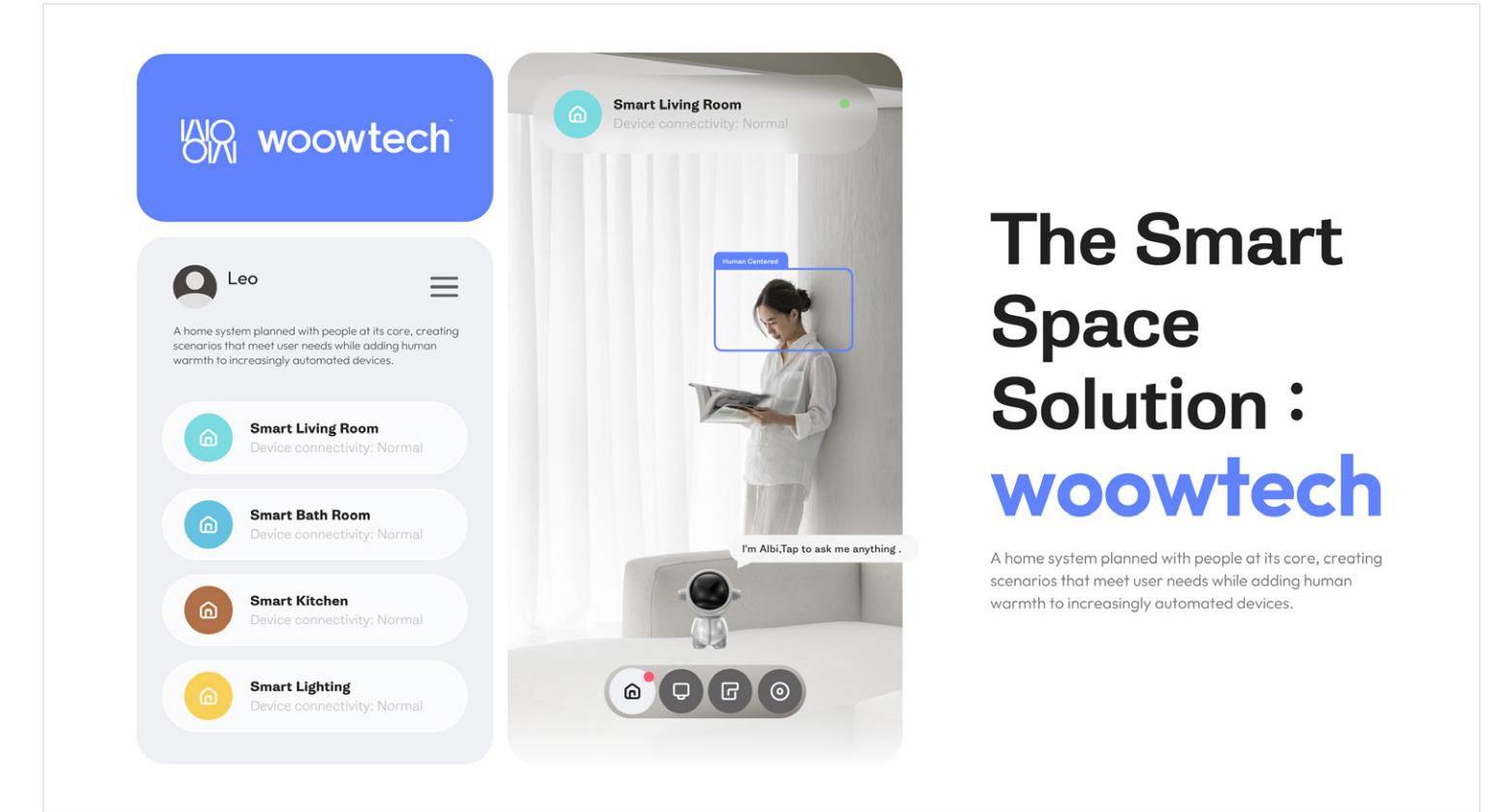


## 次要輔助圖形 | 感應視窗 Interactive Window



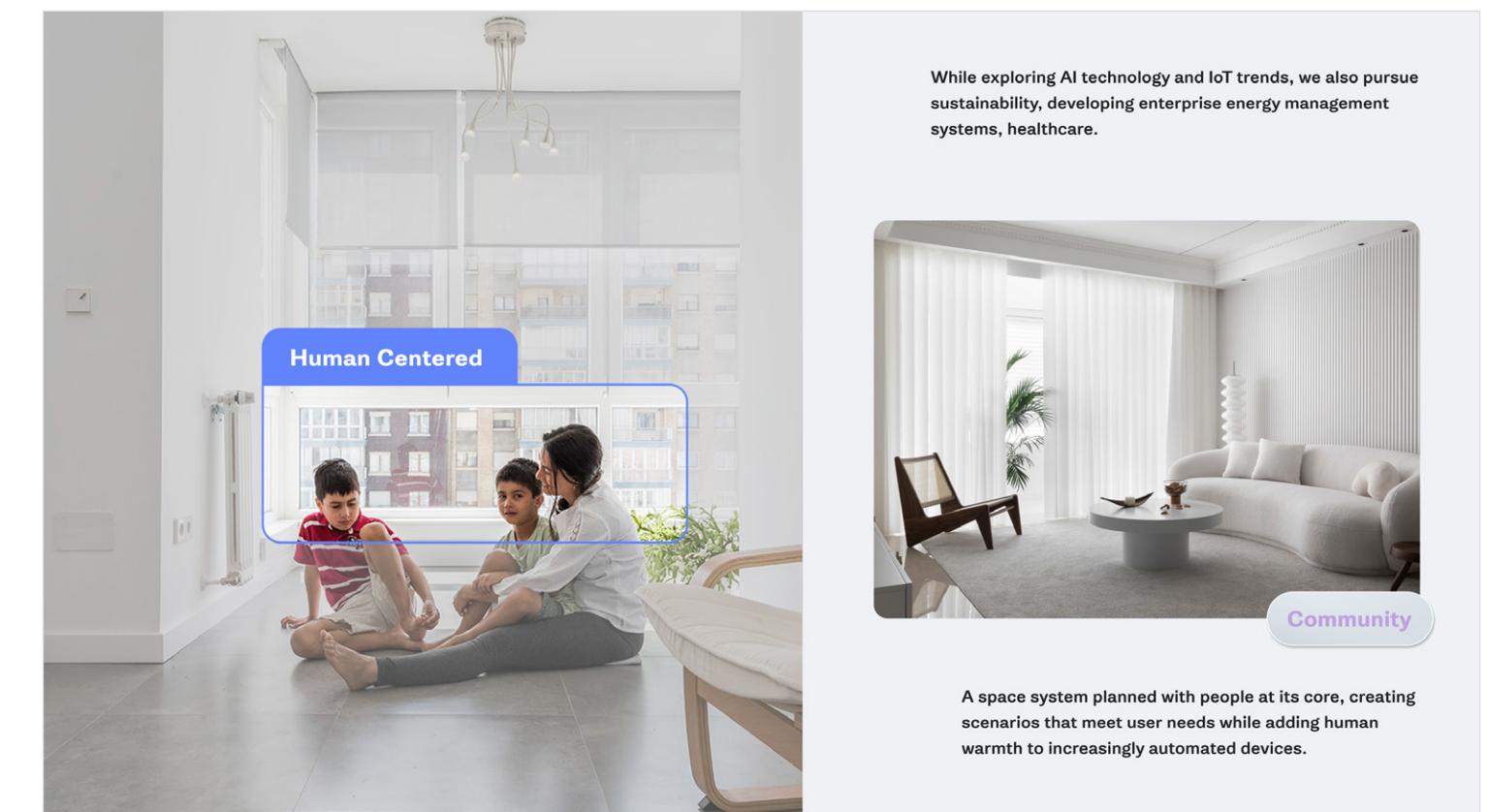
✓ 正確應用示意

可依畫面編排，調整比例使用



## The Smart Space Solution : woowtech

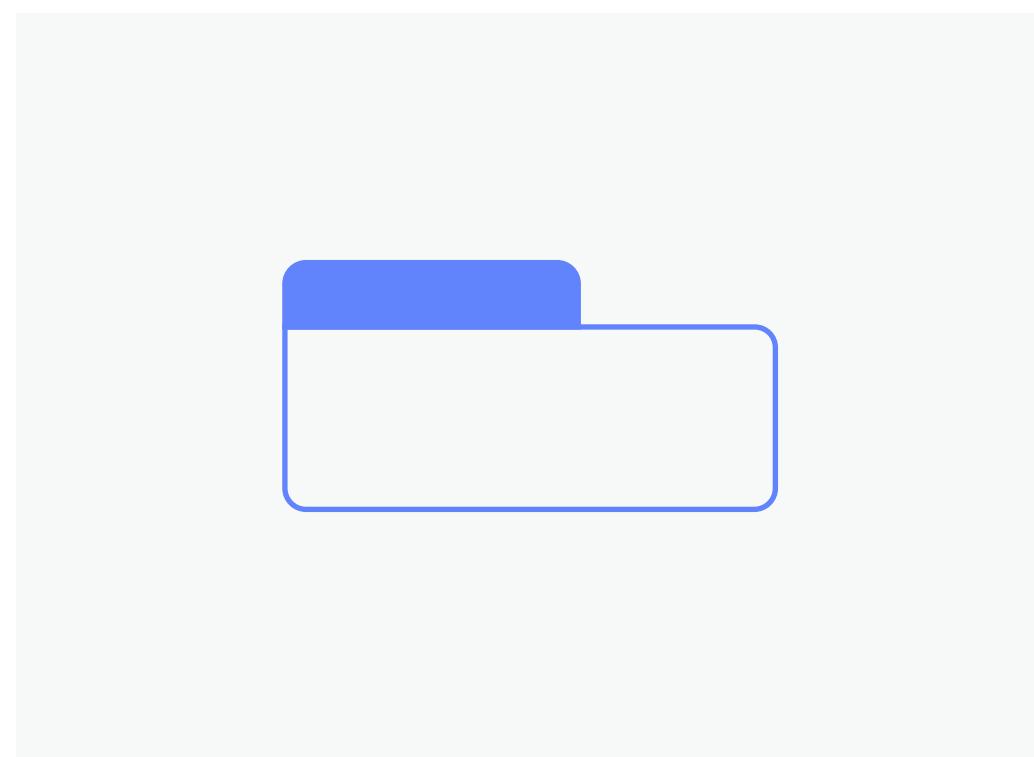
A home system planned with people at its core, creating scenarios that meet user needs while adding human warmth to increasingly automated devices.



While exploring AI technology and IoT trends, we also pursue sustainability, developing enterprise energy management systems, healthcare.

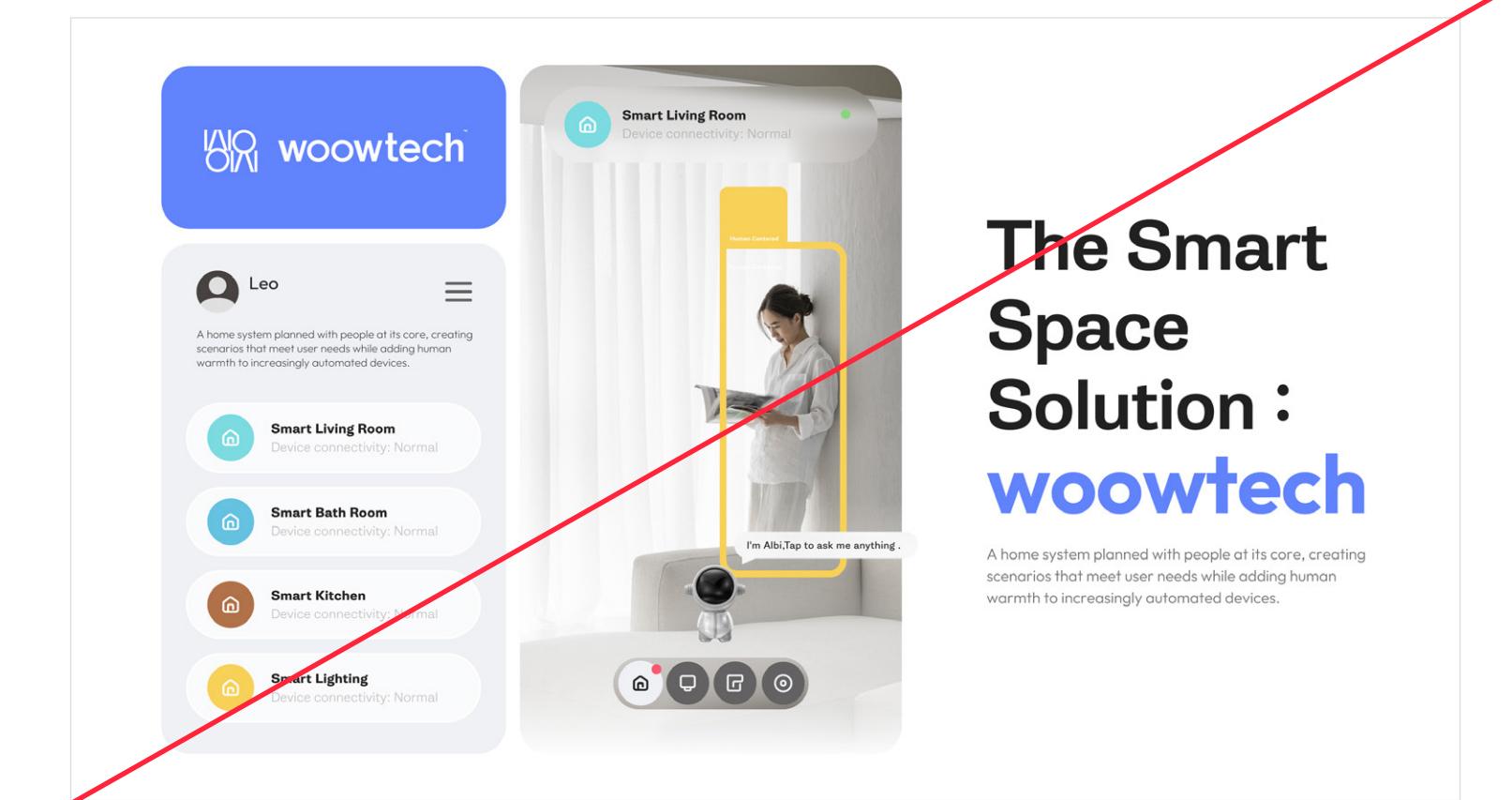
A space system planned with people at its core, creating scenarios that meet user needs while adding human warmth to increasingly automated devices.

## 次要輔助圖形 | 感應視窗 Interactive Window

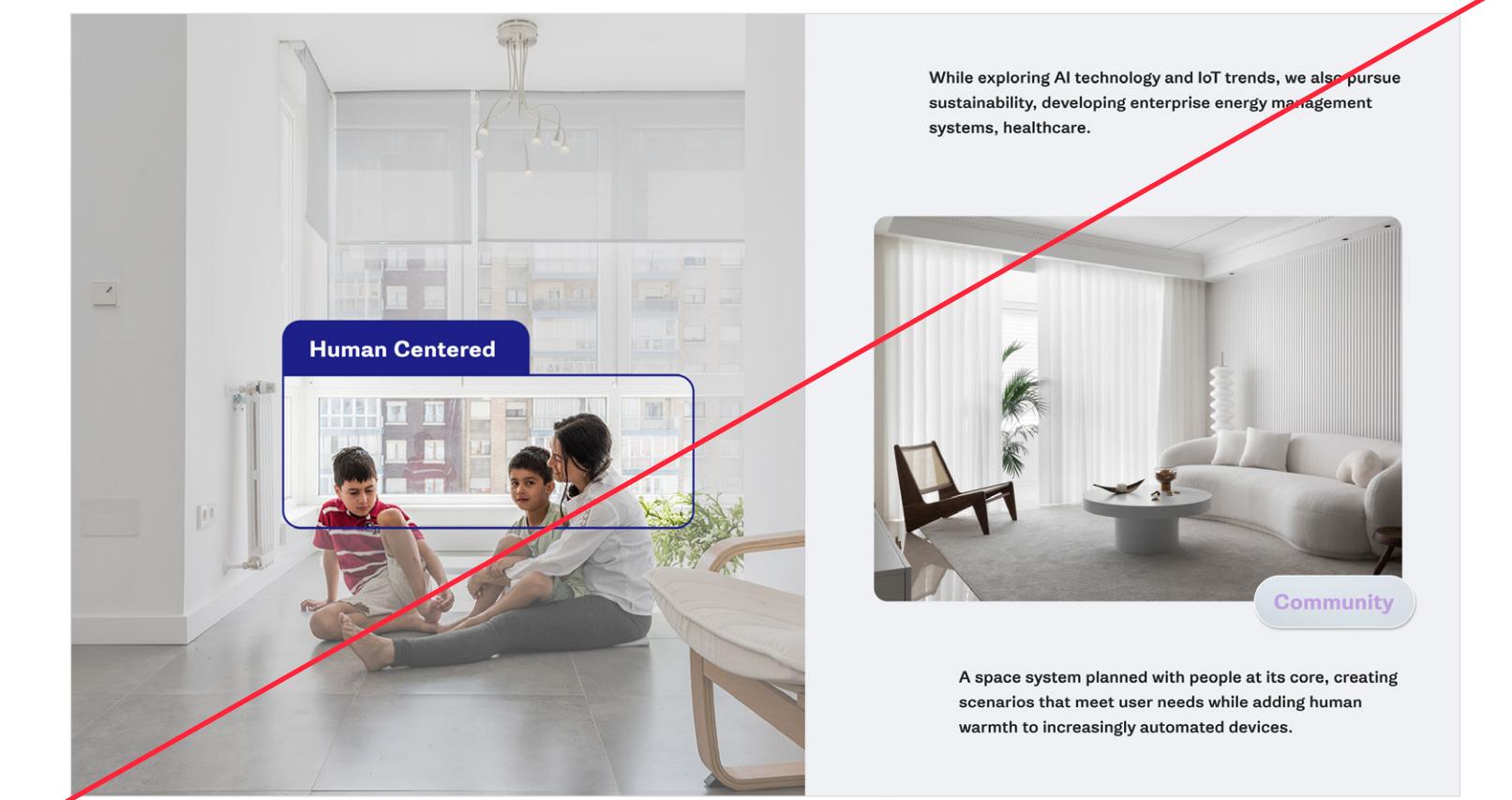


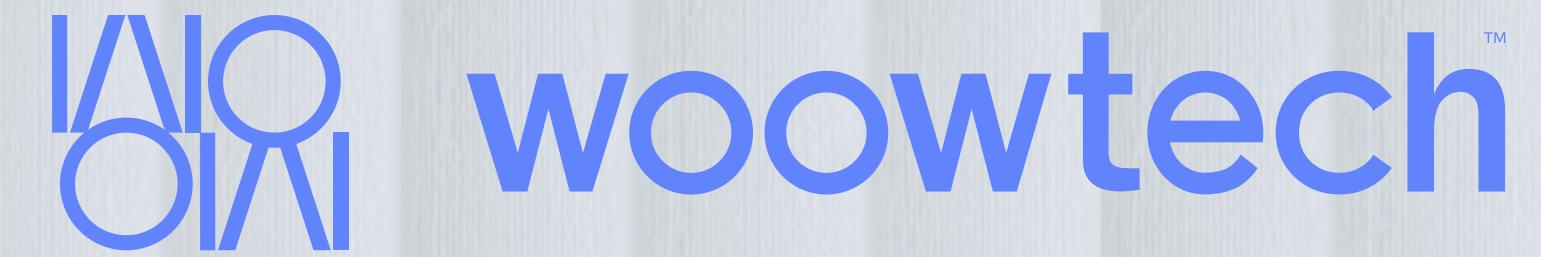
⊗ 錯誤應用示意

禁止任意變形使用



禁止使用非品牌規範之顏色





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Administrative Director 邱韋融  
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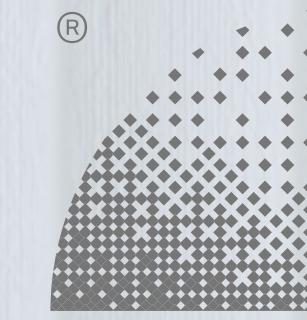
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