



ASSOCIATION
OF
AMBA^S

BRANDING GUIDELINES

AMBA认证图标使用指南

WWW.AMBA.COM

HOW TO USE THE LOGO

CHOOSING THE RIGHT COLOUR LOGO

The AMBA logo is available in a range of colorations, with different combinations of silver, white, and black.

When choosing the correct logo to use in certain situations, use the following guidelines:

- Make sure that the logo is clearly legible.
- Give preference to the versions of the logo that include the diamond and the word 'association' in silver, and have the 'of Amba's' wording in black or white.
- Use the fully black, white and silver versions of the logo if suitable for the design, or if the version with a silver diamond does not appear legibly.
- When placing the logo on top of photography, try and avoid placing it on top of complex parts of the image.

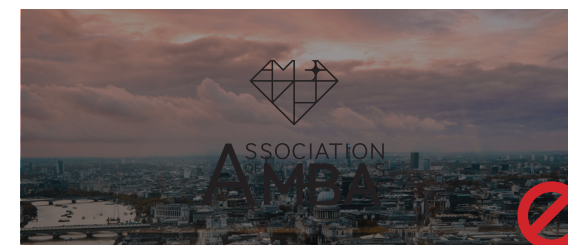
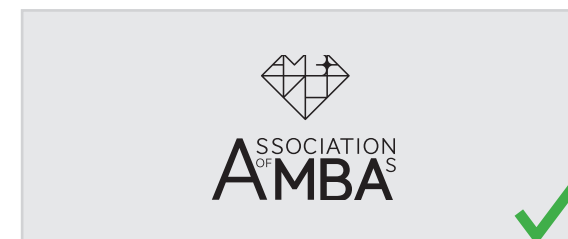
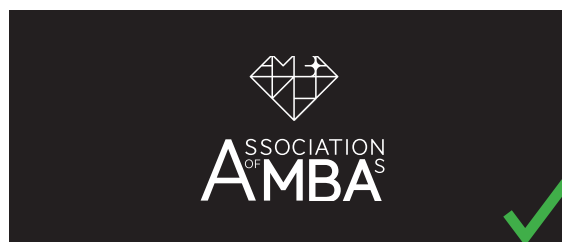
如何使用认证图标

选择适合的颜色

AMBA认证图标涵盖银、白、黑三种颜色，供您组合使用。

请您遵循以下准则，根据特定场景进行图标的选取和使用：

- 确保图标清晰可辨认；
- 建议优先选用带钻石标和文字的银色图标；
- 若银色钻石图标显示不清、或在符合设计要求情况下，可使用黑色和白色图标；
- 将图标置于图片或文件上方时，请尽量避免避开复杂花纹处。



HOW TO USE THE LOGO

EXCLUSION ZONE

Always ensure that a clear space is left around the logo that contains no visual elements. This gives the logo some breathing room and helps it to appear impactful.

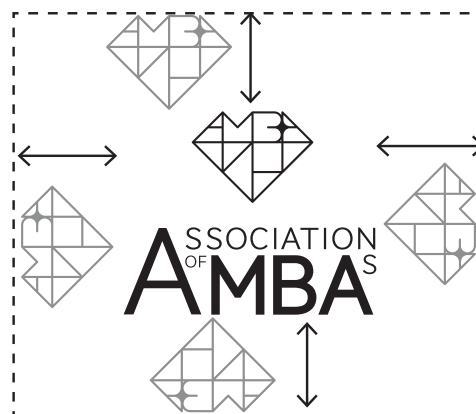
The exclusion zone should be constructed by taking a measurement equal to half the height of the logo. This measurement should be applied in all directions.

如何使用认证图标

留白区域

使用过程中，请您确保将图标四周留白。这有助于视觉视觉舒适，并凸显影响力。

图标四周均应留白，留白宽度应为图标的一半大小。



HOW TO USE THE LOGO

EXAMPLES OF IMPROPER USE

When using the logo, please do not:

- Allow the logo to appear pixelated
- Squash the logo
- Stretch the logo
- Place the logo inside a box
- Change the fonts used in the logo
- Change the arrangement of text in the logo
- Change the colour of the logo
- Make a pattern with the logo or parts of the logo

如何使用认证图标

请避免出现以下使用不当的情况

- 模糊图标
- 挤压图标
- 拉伸图标
- 图标外加边框
- 改变图标文字尺寸
- 改变图标文字布局
- 改变图标颜色
- 使用图标拼接排版或仅展示部分图标



模糊图标



改变文字尺寸



挤压图标



改变文字布局



拉伸图标



改变图标颜色



图标外加边框



图标拼接排版

HOW TO USE THE LOGO

GUIDELINES FOR IMPLEMENTATION

Some rough examples of brand implementation are shown here. When creating brand materials, use the following guidelines:

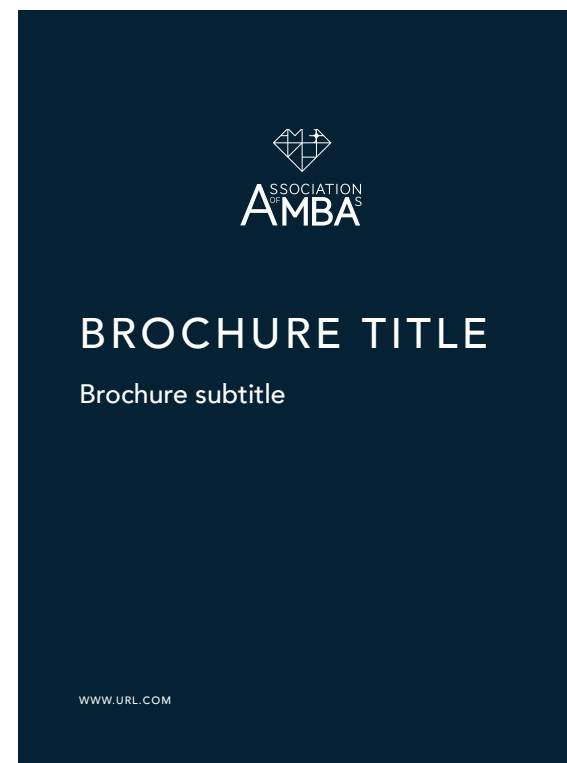
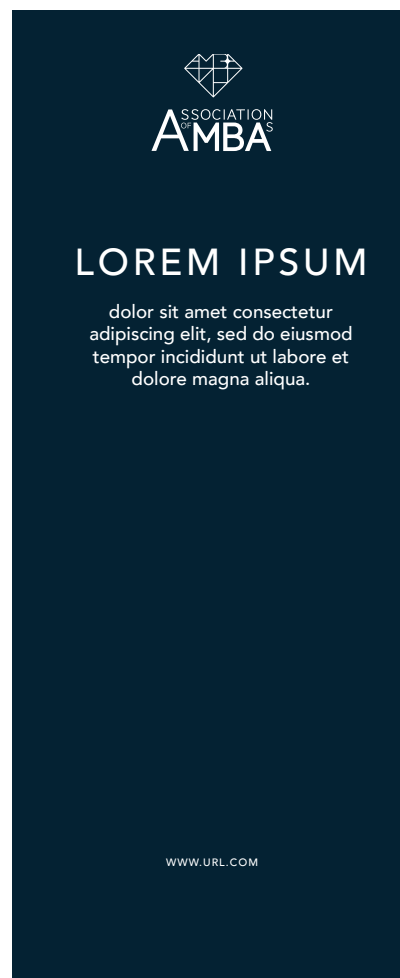
- Do not overuse the logo. Where possible, the logo should be used no more than once per document. Using the diamond multiple times on a document will dilute its impact – a diamond is made special because of its rarity and exclusivity.
- When choosing imagery, avoid imagery that features diamonds, both in a photographic and illustrative manner, as this may dilute the impact of the AMBA diamond.
- Be sure to give the logo plenty of space. Always adhere to the exclusion zone.

如何使用认证图标

使用展示

右侧展示了部分传材料中的图标使用情况，请您在图标使用过程中遵循以下准则：

- 请勿过度使用图标。同一（页）文件中，图标只能出现一次。
- 使用AMBA图标时，请尽量避免其他以钻石形状为特色他插图或照片同时出现。
- 图标四周需留白，展示其影响力。



VARIATIONS OF THE LOGO

When selecting a logo for use, preference should be given to the centre-aligned logo.

If required, a left-aligned version of the logo is available.

With both alignment options, further options for variations of colour and appearance of a strapline are available.

When using any logo, all the rules for usage laid in this document apply.

图标变化

选择使用图标时，请优先考虑设置图标居中对齐；

如果需要，可设置图标左对齐；

基于以上两种对齐选项，可根据本规范中对于颜色的使用而改变图标颜色与外观。

本文件中的相关规定对于任何图标的使用均适用。



COLOUR PALETTE

When creating branded materials for AMBA, please ensure that you use the correct colours.

配色

在宣传材料中请确保使用正确的AMBA图标颜色。



AMBA MIDNIGHT BLUE

C: 100 M: 80 Y: 60 K: 55

R: 0 G: 36 B: 52

#002434

Pantones: 539C / 539U



AMBA SILVER

C: 41 M: 32 Y: 32 K: 11

R: 154 G: 153 B: 154

#9A999A

Pantones: 415C / 423U