CORPORATE IDENTITY GUIDELINES

What is this brand book for?

ASUS is a brand that is respected and admired around the world. It means something to people in many different countries. In order to make it even stronger, we need to talk about it and show it in a consistent, unified way. These guidelines will help us bring unity to our communications. Just as all ASUS products begin with the user, so do the guidelines in this book. If you produce or commission communications about the ASUS brand or our products in any medium and in any language, the guidelines are designed with you in mind. They are intended to inspire you as well as guide you. They will show you how to use the logo, tell you which colors to use and when, and even what tone of voice to use when you do. If we all follow them, they will help us ensure that ASUS speaks in the same manner everywhere. From that unity will come a brilliant diversity.

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ASUS

Our name

ASUS takes its name from Pegasus, the winged horse that symbolizes wisdom and knowledge in Greek mythology. ASUS embodies the strength, purity and adventurous spirit of this fantastic creature, and soars to new heights with each product it creates.

Brand building blocks

These are the basic elements that make up the ASUS brand:

The logo
The colors
The typography
The tone of voice
The visual style

SIGNATURE

As individuals, we all have a signature that represents us uniquely. ASUS is no different. Our signature is represented by the ASUS wordmark. This custom-designed signature symbolizes ASUS as an innovative and powerful brand. It is the visual representation of what we stand for and it should be used consistently and with respect.

The wordmark

Our name is ASUS and our logo is our signature. We call it the “ASUS wordmark”. The wordmark stands for our commitment, our proprietary rights, and our principles.

It tells the world who we are, and it shows it what we stand for. It is already a hugely familiar trademark all over the world. By using it consistently in the correct way, we can make it even more famous.

SIGNATURE
COLORS

The ASUS wordmark can be used only in the colors shown here. You should use the color that best suits your background. The correct color breakdowns are shown alongside each version of the wordmark.

PANTONE Black C C 0% M 0% Y 0% K 100% R 0 G 0 B 0

PANTONE Cool Grey1 C C 0% M 0% Y 0% K 20% R 209 G 211 B 212

PANTONE Cool Grey 10 C C 0% M 0% Y 0% K 80% R 70 G 71 B 73

PANTONE White C C 0% M 0% Y 0% K 0% R 255 G 255 B 255

PANTONE Cool Grey 7 C C 0% M 0% Y 0% K 60% R 128 G 130 B 133

PANTONE 287 C C 100% M 68% Y 0% K 12% R 0 G 83 B 55

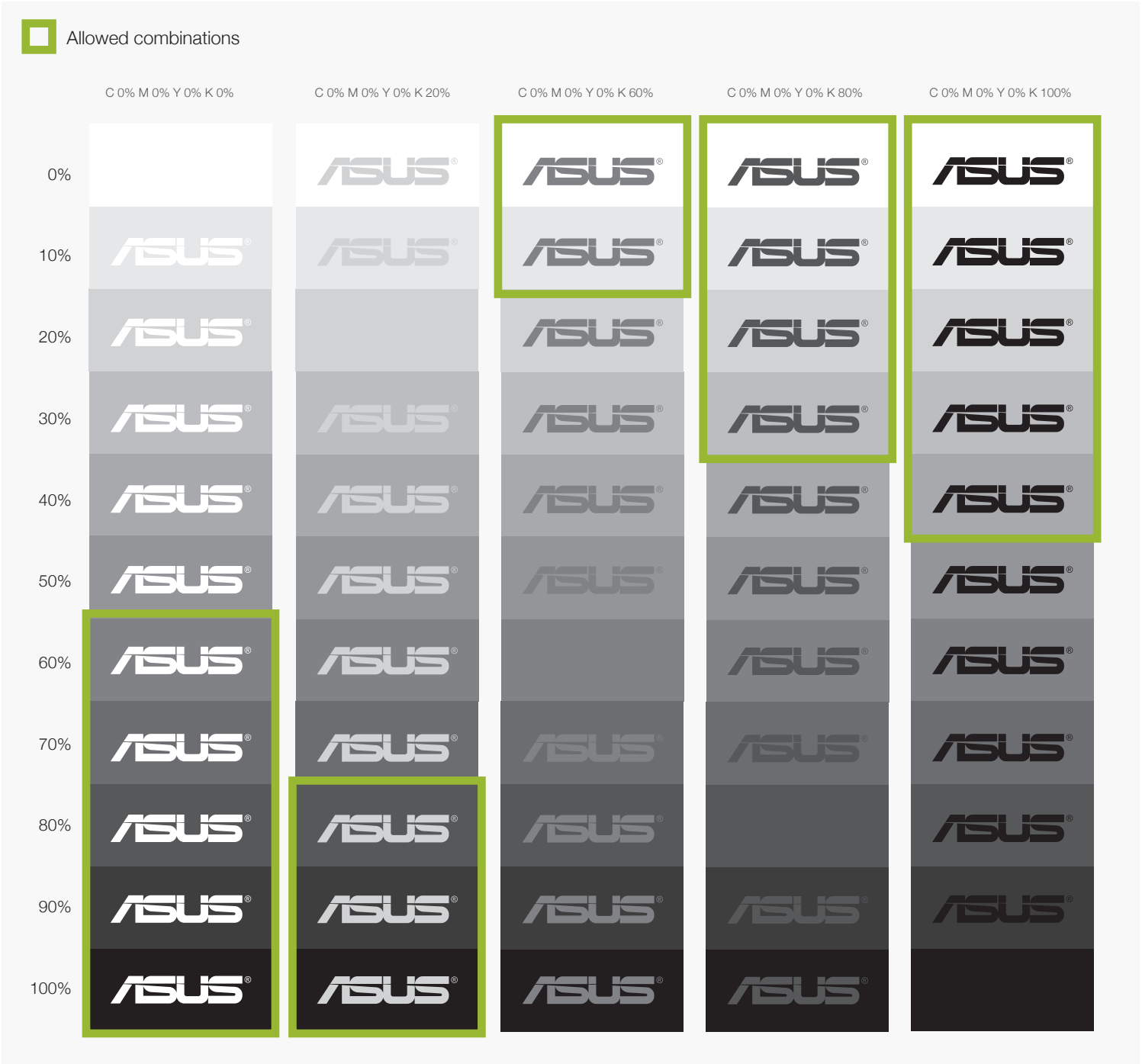
SIGNATURE
BACKGROUNDS

You can use the ASUS wordmark against any appropriate background, provided the wordmark is always clear and easy to read.

You should also bear in mind that the color you choose for the wordmark should have enough contrast with the background color for the wordmark to stand out.

Please use the gradient chart alongside as a guide to which tints you can use as backgrounds, and which versions of the wordmark you can use them with.

The options framed in green are those permitted in each case. The values given refer to the percentages of black permitted for use with each version of the wordmark.



SIGNATURE
BACKGROUNDS

The wordmark must always be clear and easy to read.

Provided it is clear, you can always use the wordmark on a WHITE background.

The wordmark should NEVER be used on backgrounds that:

a) Provide insufficient contrast for the wordmark to stand out

b) Are textured or complicated and make it difficult to recognize the wordmark immediately

c) Confuse the reader or viewer in any way

d) Place it in front of images of people or objects

e) Should never be used on backgrounds that clash with the wordmark in terms of color

SIGNATURE
BACKGROUNDS

Provided it is clear, you can always use the wordmark on a BLACK background.

The wordmark should NEVER be used on backgrounds that:

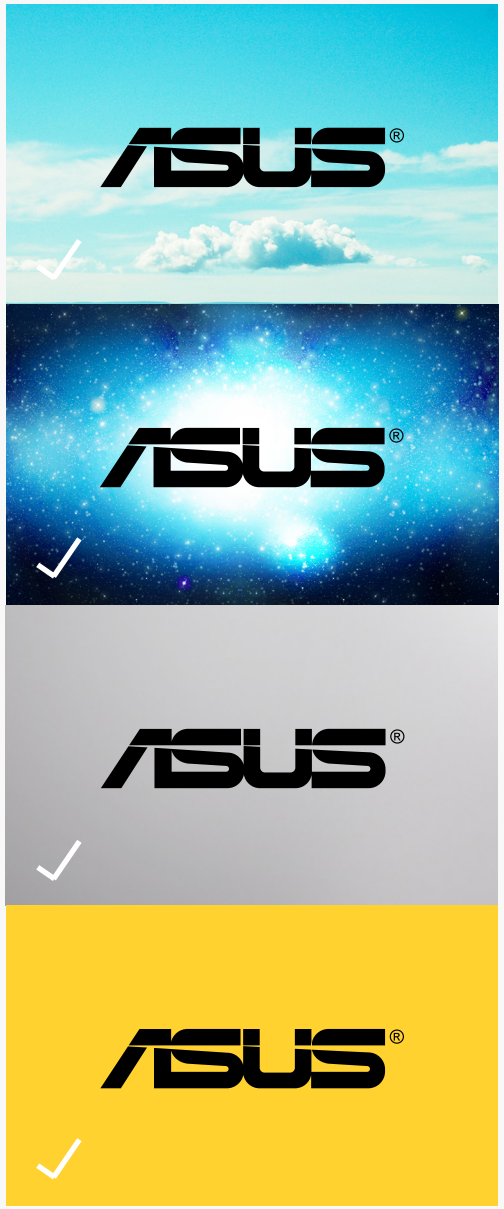
a) Provide insufficient contrast for the wordmark to stand out

b) Are textured or complicated and make it difficult to recognize the wordmark immediately

c) Confuse the reader or viewer in any way

d) Place it in front of images of people or objects

e) Should never be used on backgrounds that clash with the wordmark in terms of color



SIGNATURE
BACKGROUNDS

Provided it is clear, you can always use the wordmark on an 80% BLACK background.

The wordmark should NEVER be used on backgrounds that:

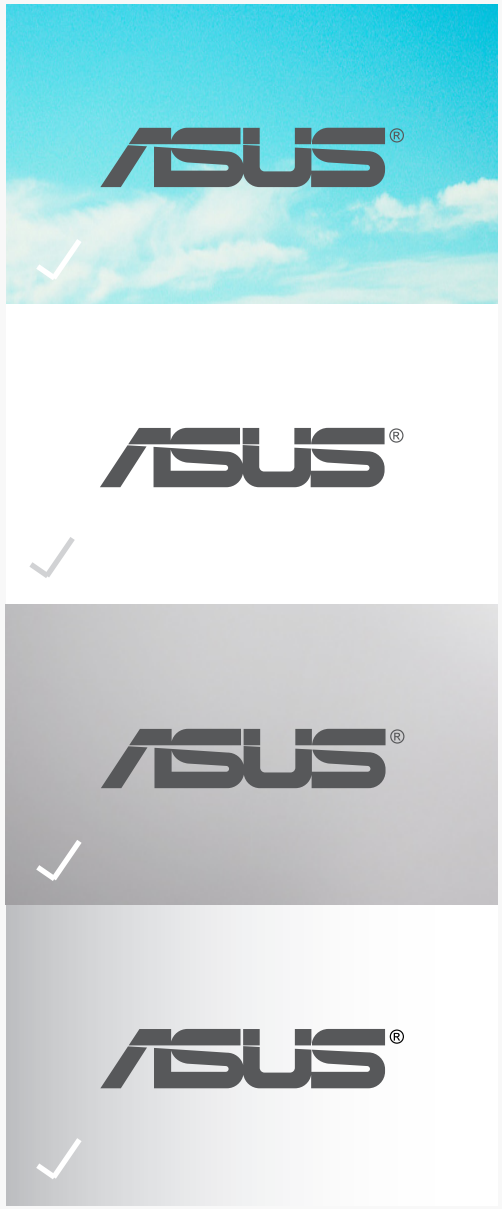
a) Provide insufficient contrast for the wordmark to stand out

b) Are textured or complicated and make it difficult to recognize the wordmark immediately

c) Confuse the reader or viewer in any way

d) Place it in front of images of people or objects

e) Should never be used on backgrounds that clash with the wordmark in terms of color



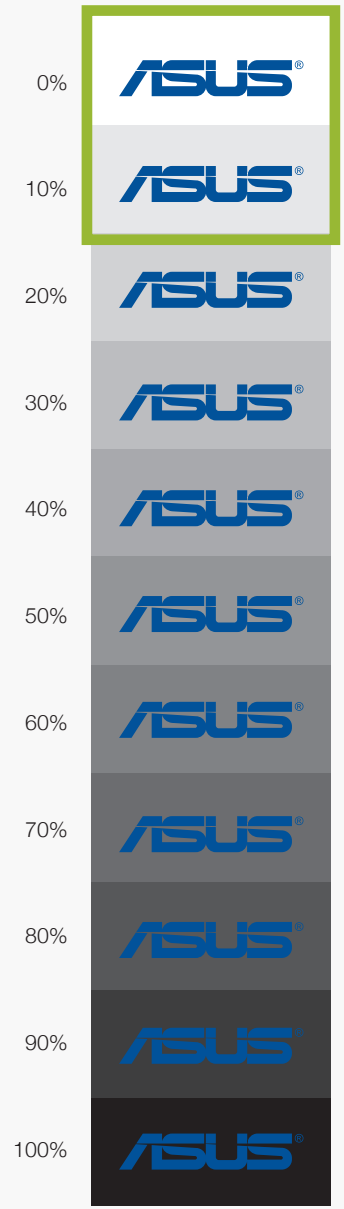
SIGNATURE
BACKGROUNDS

The wordmark should be used in BLUE only against a background that has sufficient brightness for it to remain clear and easy to read.

NEVER use the wordmark in BLUE against backgrounds that are mid-tone or dark.

The boxes framed in GREEN show the percentage tints of black which are permitted for use as backgrounds for the wordmark in BLUE.

Allowed combinations



SIGNATURE
DIMENSIONS AND CLEAR SPACE

Whenever you need to use the wordmark, you should use one of those provided in the finished artwork directory. YOU MUST NEVER RECREATE, RESIZE OR RESHAPE THE WORDMARK.

The minimum size of the wordmark is 30mm wide in print and 82px for digital formats.

The minimum size for the wordmark is not a recommended size. If there is any risk that the wordmark may be unclear at the minimum size, then you should use it at a larger size.

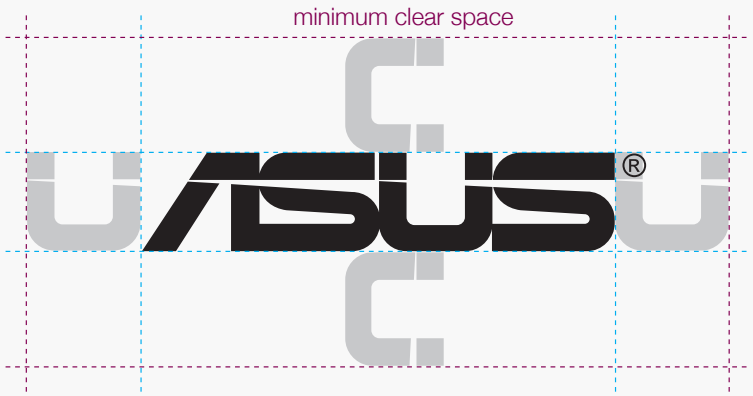
The minimum clear areas are shown by the dotted lines in the diagrams here. You must always retain the minimum clear space.

You can find more detailed descriptions of how to use the wordmark in different media and formats in the applications section at the rear of this document.

The clear space around the logo is determined by the 'U' within the logo

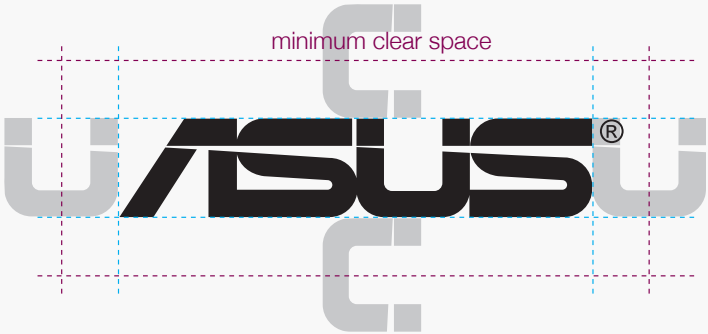
Print collateral
Minimum clear space for print-based material

Minimum logo size is 30mm wide



Online elements
Minimum clear space for online-based material

Minimum logo size is 100px wide



SIGNATURE
TAGLINE

If you wish, you can also use the wordmark with a tagline. Please do so sparingly; we recommend that the tagline should be used only once in any given execution.

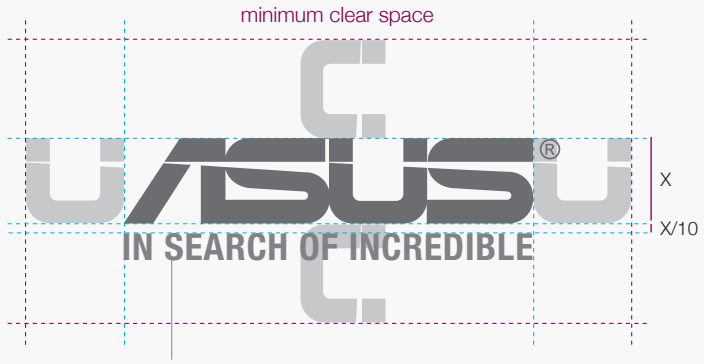
You should use a tagline only when the relative dimensions of the wordmark and your chosen format allow for comfortable readability. You can find specific examples in the 'Applications' section at the rear of this document, but the minimum print dimension of the wordmark with tagline is 20mm, and its minimum online dimension is 80px.

The tagline should be left aligned with the left-hand edge of the wordmark and finishing at the right-hand edge.
The only tagline that is permitted is:
IN SEARCH OF INCREDIBLE

Typeface size and distance from the wordmark should always follow the dimensions given in these templates.

Minimum clear space remains the same as for the wordmark.

IN SEARCH OF INCREDIBLE



Minimum dimensions

IN SEARCH OF INCREDIBLE

print 20mm
digital 80px

Improper uses

SIGNATURE
PARTNER BRANDS

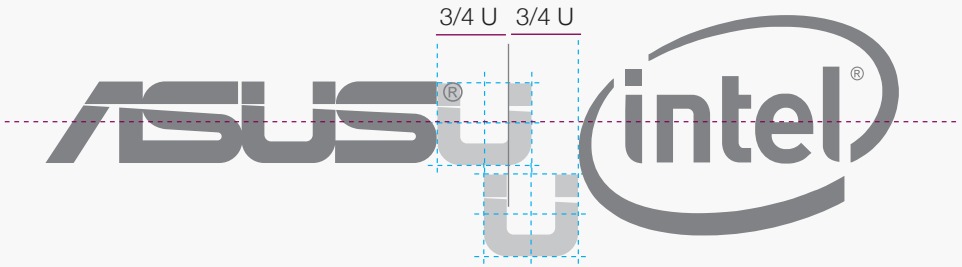
ASUS is increasingly working with partner brands. This section will help you showcase the ASUS wordmark in conjunction with our partners' logos.

As you can see, the distance between the dividing line and the partner's name or logo is determined by the size of the letter 'U' within the ASUS wordmark.

All the elements in the arrangement should be in the same color, taken from the ASUS wordmark color palette.

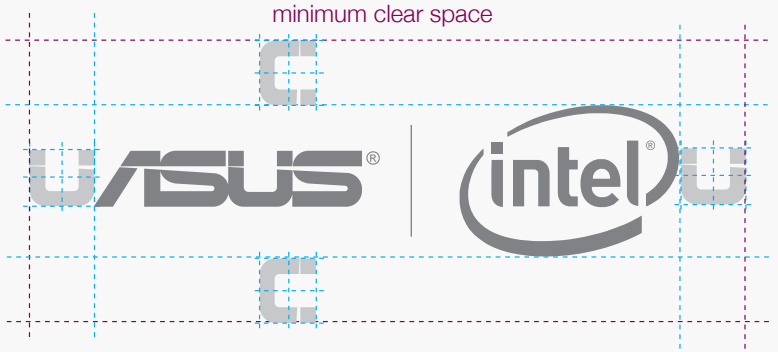
Both brand names should be in proportion to one another.

For executions featuring our most common partner brands, please downloaded and use the layout provided.



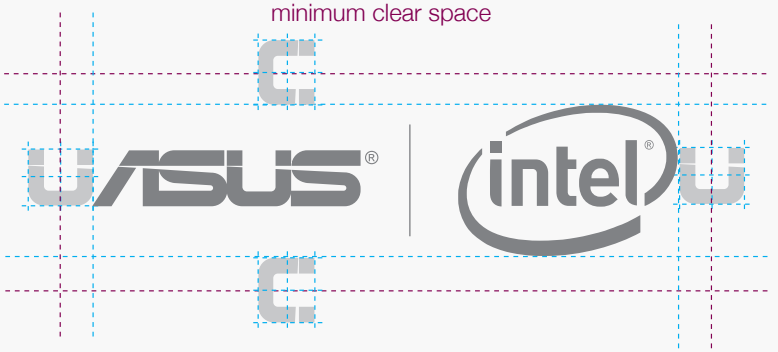
Print collateral
Minimum clear space for print-based material

Minimum logo size is 50mm wide



Online elements
Minimum clear space for print-based material

Minimum logo size is 120px wide



SIGNATURE
PLACEMENT

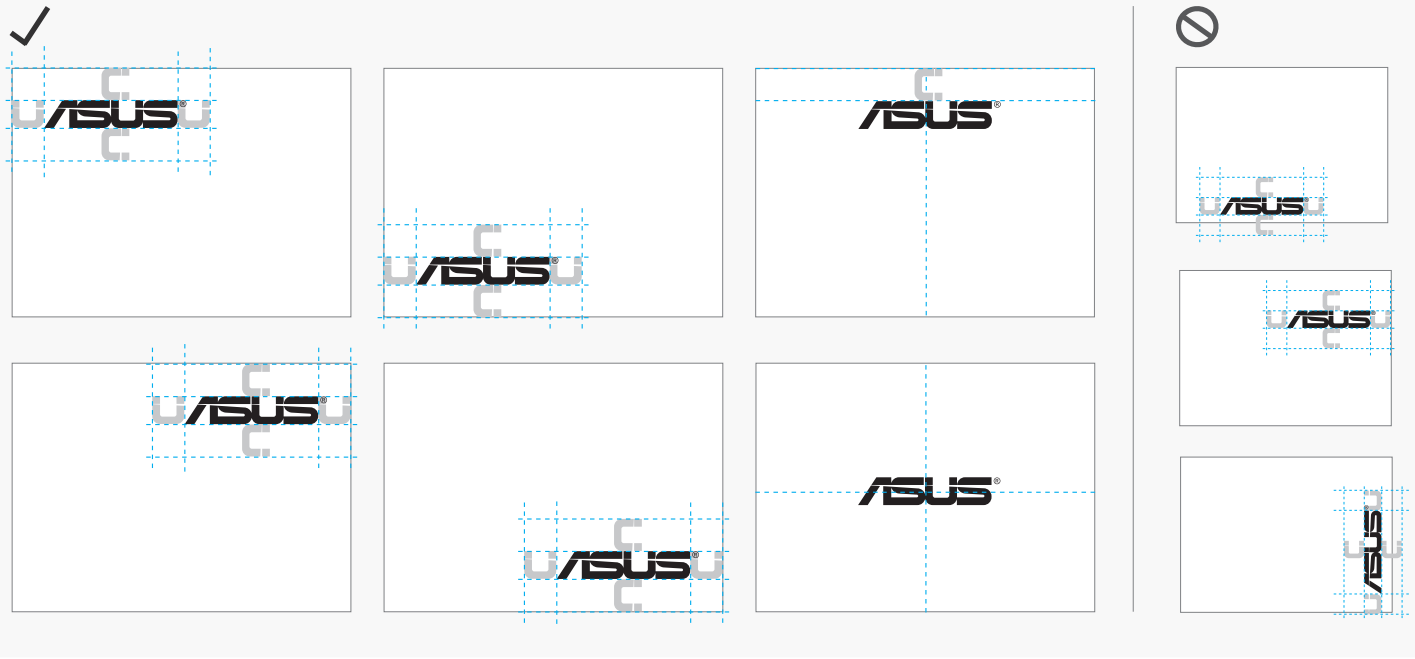
The placement of the wordmark should always be horizontal, in one of the corners of the chosen format or horizontally aligned to the center of the canvas.

In cases when the wordmark is the only primary element on the canvas, it may appear in the center.

It should always respect the guidelines on clear space.

Some other specific cases of use are established in the following pages.

The wordmark should never be placed other that the corners or centred and should never be rotated or altered.



SIGNATURE
PLACEMENT
ONLINE MPUS

The placement of the wordmark for MPUs should follow these rules:

• The wordmark should appear in one of the corners of the format

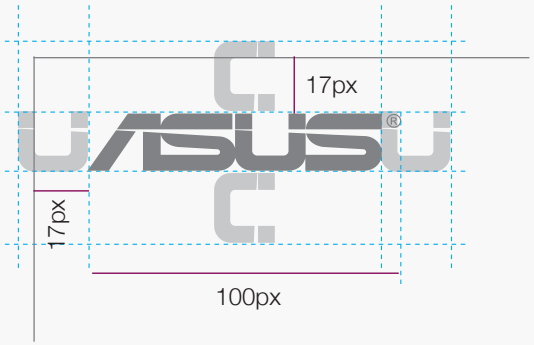
• The wordmark should be one-third of the width of the format (Compare with style of dimensions to the right where the format used is 300px X 250px)

• The clear space around the wordmark should be a minimum of three-quarters of the size of the letter “U”

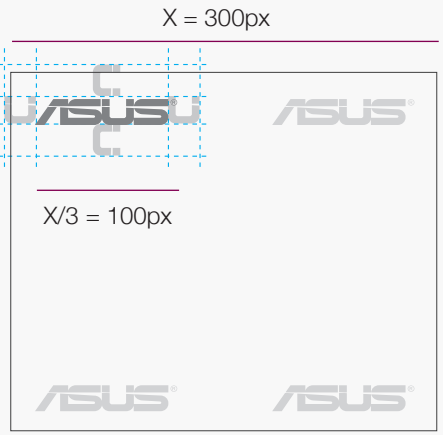
• If it is the only typographic element, the wordmark can appear in the center of the format, horizontally and vertically. In this case the width of the wordmark should be half the width of the format (Compare with style of dimensions to the right where the format used is 300px X 250px)

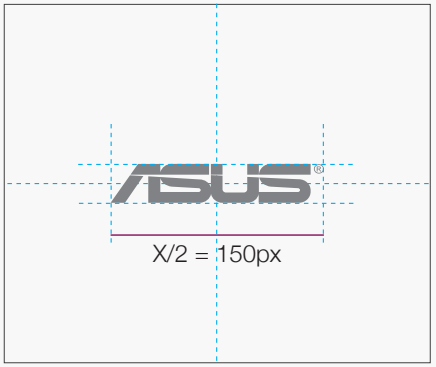
•The wordmark should always be clear and easy to read against the background

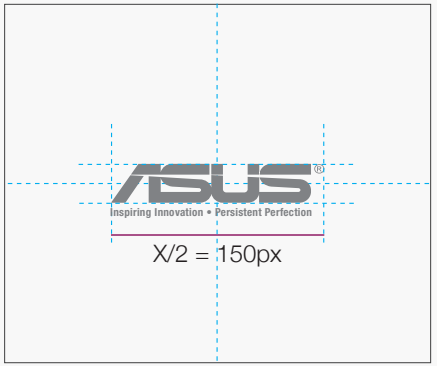
• If the wordmark is 150px or wider, the tagline may also be used

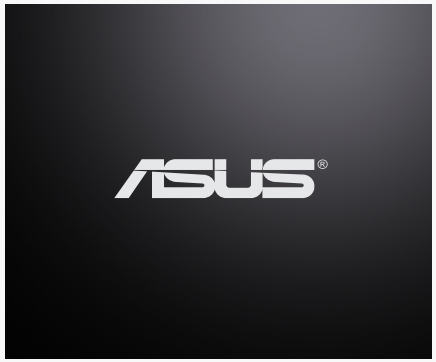


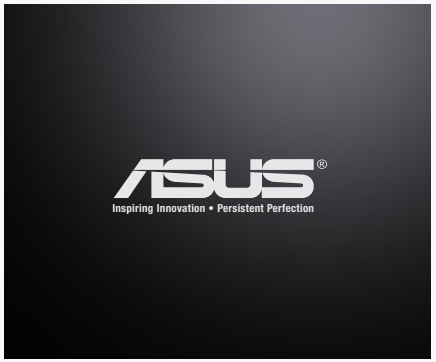
These examples refer to a 300px X 250px MPU banner format
Reference template can be downloaded from the applications toolkit











SIGNATURE
PLACEMENT
ONLINE SKYSCRAPER FORMATS

The placement of the wordmark for online skyscraper formats should follow these rules:

• The wordmark should appear at the head or foot of the format. It should always be horizontally centered, with the start of the “U” as the pivotal point

• For formats up to 120px wide, the vertical clear space is determined by three-quarters of the height of the “U”. For formats over 120px wide, the full height of the “U” should be used

• For formats up to 160px wide, the wordmark should be 100px wide

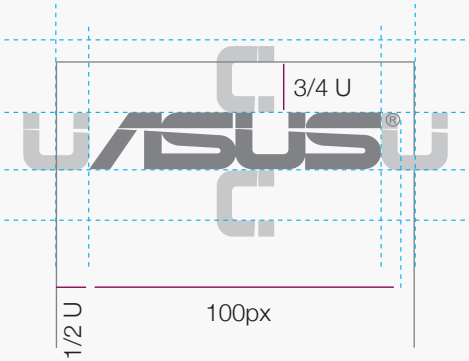
• For formats more than 160px wide, the wordmark can be a maximum of 150px wide, provided it follows all of the other rules established here

• The clear space should be determined as shown in the examples

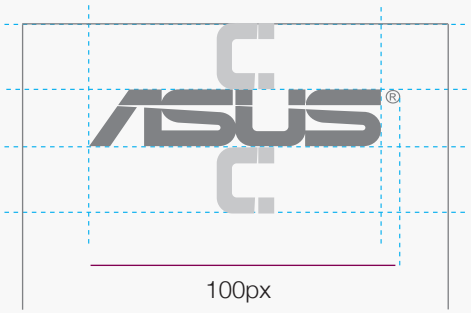
• The wordmark should always be clear and easy to read against the background

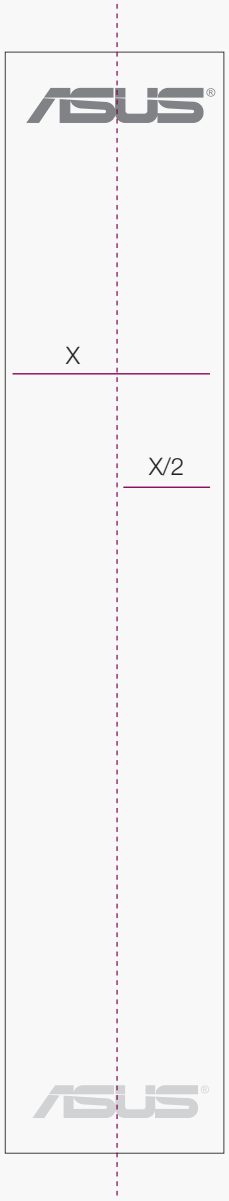
• No tagline should be used in this format

Skyscraper 120px wide



Skyscraper
over 120px and under 160px wide





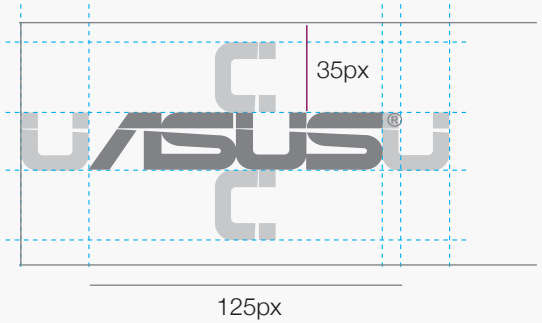
These examples refer to a 120px X 600px skyscraper banner format
Reference template can be downloaded from the applications toolkit

SIGNATURE
PLACEMENT
ONLINE LEADERBOARD FORMAT

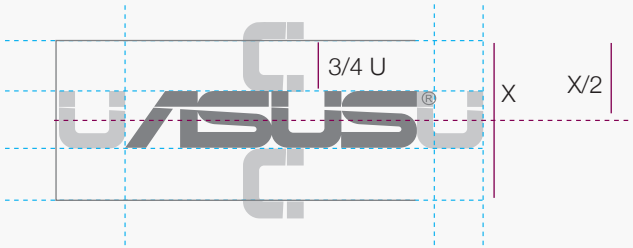
The placement of the wordmark for online leaderboard formats should follow these rules:

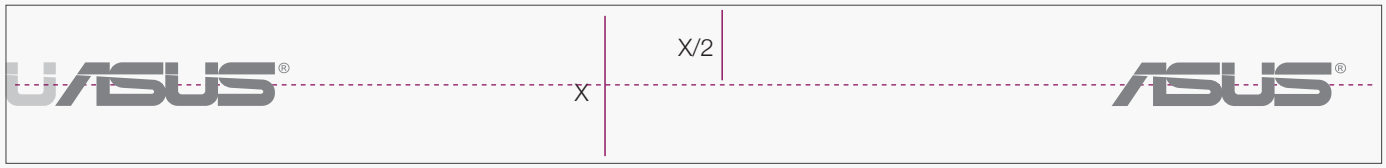
- The wordmark should be vertically centered on the format
- The wordmark should always be 125px wide
- The clear space will be determined as shown here
- The background behind the wordmark should always make it clear and easy to see
- No tagline should be used

Standard 728px x 90px leaderboard banner



Smaller banners



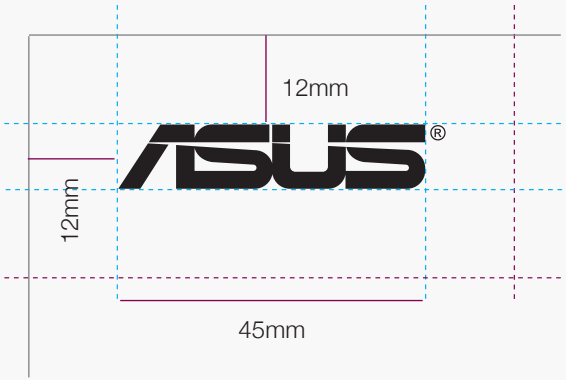


These examples refer to a 728px X 90px leaderboard banner format
Reference template can be downloaded from the applications toolkit

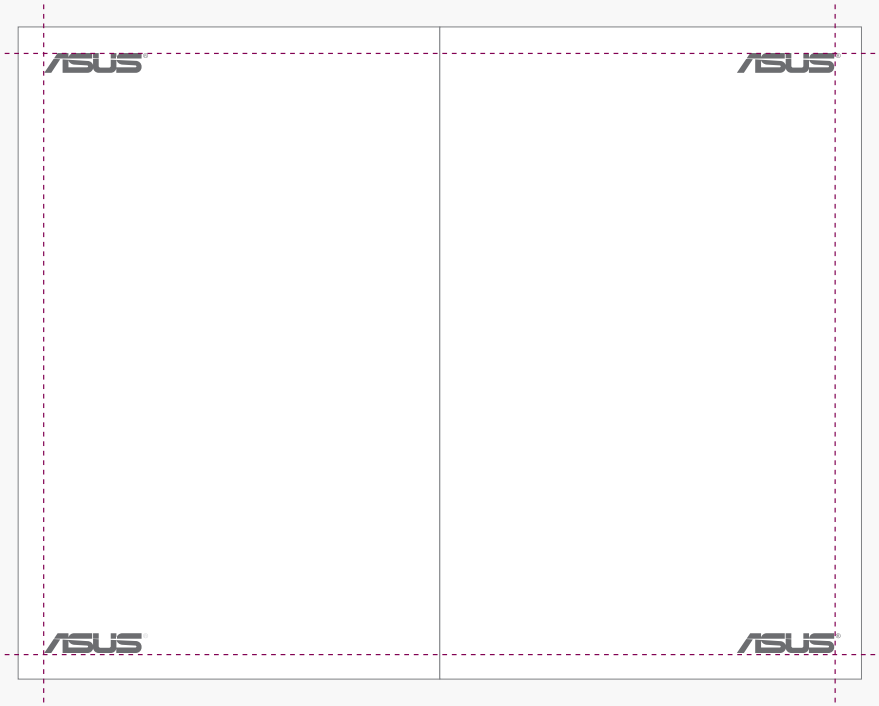
SIGNATURE
PLACEMENT
MAGAZINE ADVERTISING

The placement of the wordmark for magazine advertising formats should follow these rules:

- The wordmark should always appear in one of the corners of the format
- The wordmark should always be at least 45mm wide and placed 12mm from the edges of the format
- There is no restriction about tagline use
- The wordmark should follow all the rules established in this document



A4



A3

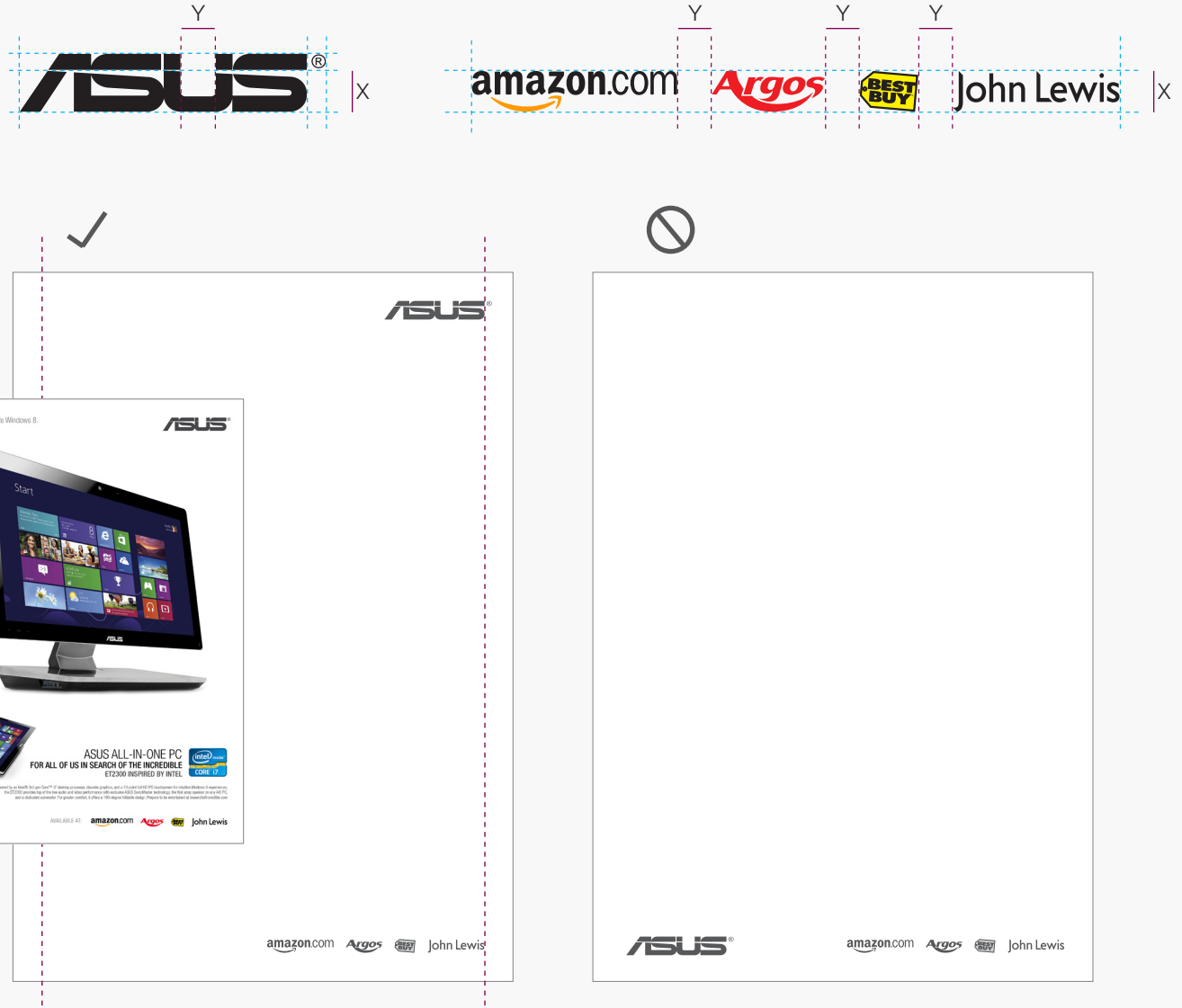
SIGNATURE
PLACEMENT
RETAILER LOGOS

When using retailer logos in a print advertising format, they should follow these rules:

- The height of the retailer logos should not exceed the height shown here: two-thirds of the height of the wordmark “X”

- The spacing between the retailer logos should use the “Y” width shown here

- The wordmark and retailer logos can sit to the left or right, but must always appear opposite one another



SIGNATURE
PLACEMENT
OOH BILLBOARD 48- AND 96-SHEET

The placement of the wordmark on large OOH billboards should follow these rules:

• The wordmark should be in one of the corners of the format

• The distance between the wordmark and the edge of the canvas should be determined by “U” size shown here

• The wordmark’s width should be greater than the width of 1/6th of the billboard, and at the width shown here for 48- and 96-sheet formats

• Before deciding whether to use the tagline or not, consideration should be given to the actual distance between the billboard and the viewer, and whether the tagline will be easy to read

• The wordmark should be used in line with the principles and rules already established earlier in these guidelines

96-sheet (12000mm x 3000mm)

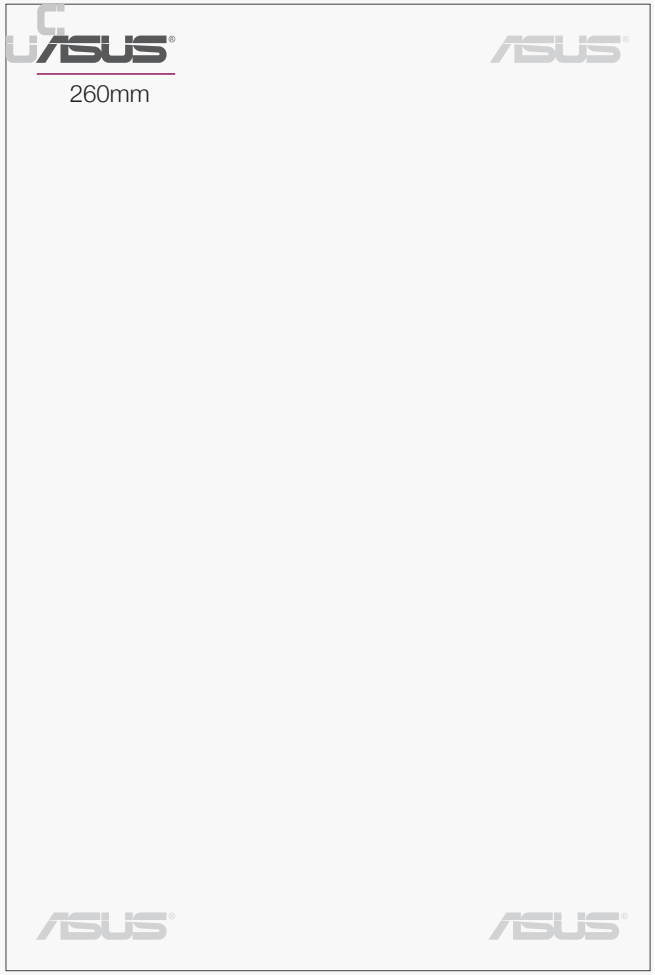
48-sheet (6000mm x 3000mm)

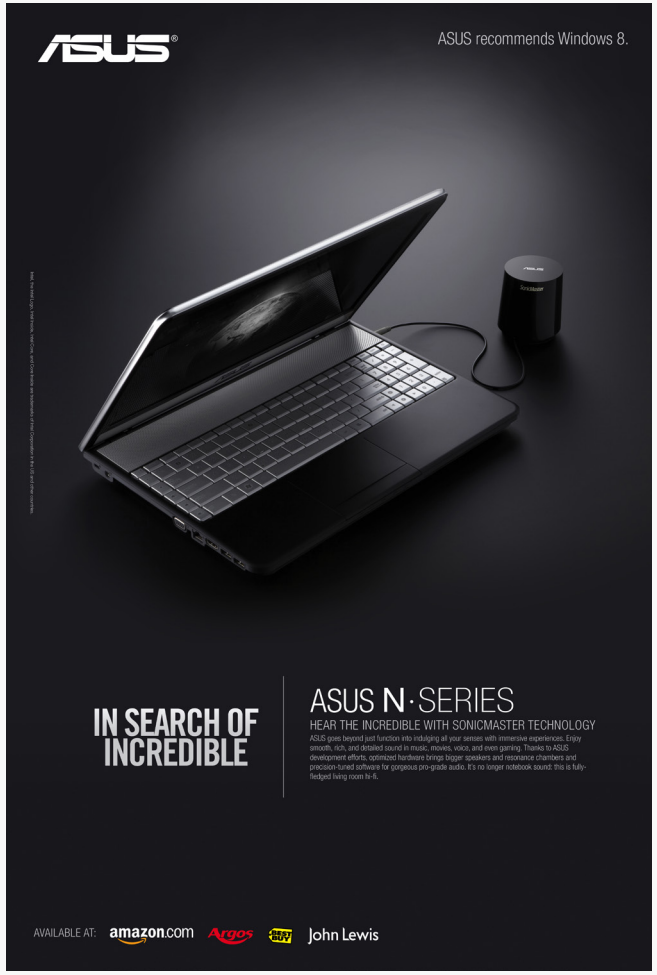
SIGNATURE
PLACEMENT
OOH BILLBOARD 6-SHEET

The placement of the wordmark on small OOH billboards should follow these rules:

- The wordmark should be in one of the corners of the format
- The distance between the wordmark and the edge of the canvas should be determined by “U” size shown here
- There is no restriction about the use of the tagline
- The wordmark should be used in line with the principles and rules already established earlier in these guidelines

6-Sheet (1200mm x 1800mm)





SIGNATURE
PLACEMENT

This table gives you the size at which the wordmark should appear on the formats included within these guidelines.

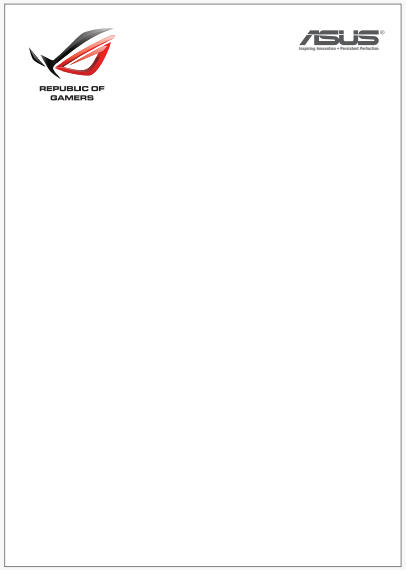
Application group	Sample unit size (w x h)	Logo size (w)
Tabloid - smaller than A4 (magazine-newspaper)	-	35mm
Tabloid - A4 (magazine-newspaper)	210mm × 297mm	45mm
Tabloid - between A4-A3 (magazine-newspaper)	-	45mm
Tabloid - A3 (magazine/newspaper)	297mm × 420mm	45mm
Tabloid - larger than A3 (magazine-newspaper)	-	55mm
Billboard OOH (6-sheet)	1200mm x 1800mm	260mm
Billboard OOH (48-sheet)	6000mm x 3000mm	600mm
Billboard OOH (96-sheet)	12000mm x 3000mm	1698mm
Online Advertising MPU	300px x 250px	100px
Online Advertising Leaderboard	728px x 90px	125px
Online Advertising Skyscraper	120px x 600px	100px
e-Newsletter	desktop: 600px mobile: 300px	desktop: 157px mobile: 117px

SIGNATURE
SUB-BRANDS

Even when combined with ASUS sub-brands, the wordmark will still need to follow the same rules and recommendations laid out earlier in this document. However, its precise dimensions relative to the signature of each individual sub-brand are flexible, and depend on the specific requirements in each particular case.

- The wordmark and sub-brand should sit opposite each other, next to the edge of the format

- The wordmark and sub-brand should not sit directly next to one another



SIGNATURE
IMPROPER USE

a) Do not create arrangements of images of any kind within the wordmark

b) Do not use textures of any kind to fill the wordmark

c) Do not use glow, drop-shadows or any kind of filters on the wordmark

d) Avoid the use of repeated wordmarks

e) Respect the approved colors and orientation of the wordmark

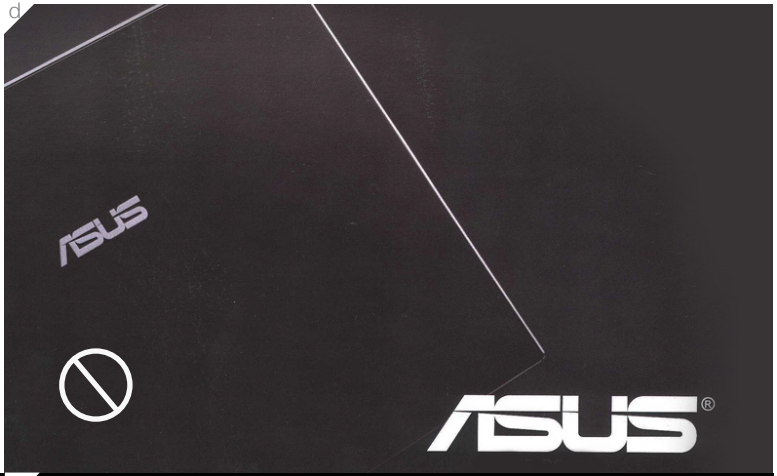
f) Do not hide any part of the wordmark

a

b

c

d



e

f

SIGNATURE
IMPROPER USE

There are very few rules in this document that we must never alter our signature in any way.

Our signature tells the world who we are. It is essential that we all use it consistently. We should use it only in the ways laid out in these guidelines:

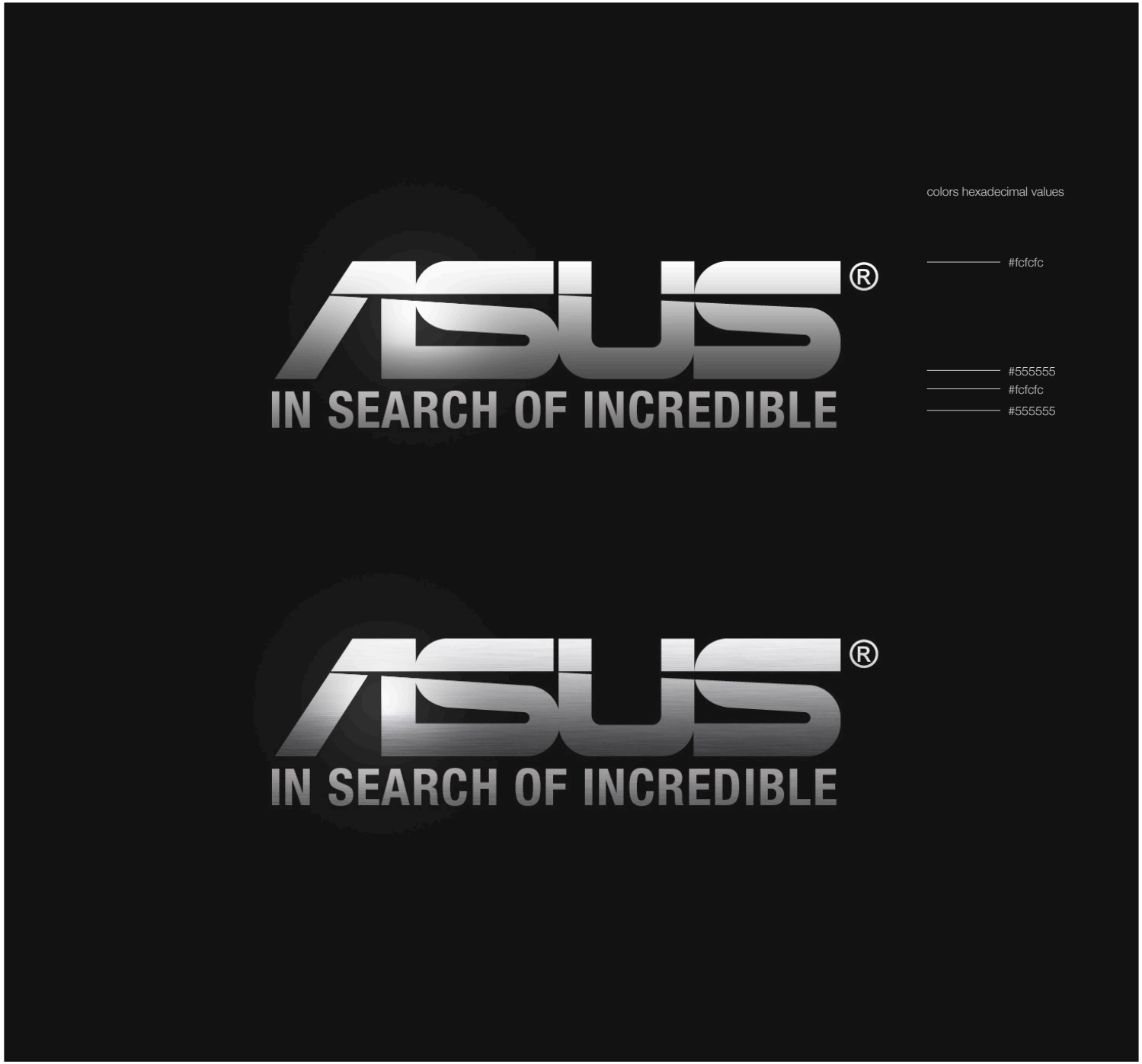
- Never rearrange any part of the ASUS wordmark
- Never recreate, stretch or distort the wordmark in any way
- Never create any new wordmarks
- Never recreate or draw the wordmark yourself; always use the approved digital files for reproduction
- Don't combine the wordmark with other logos or product names
- Never remove the register mark symbol

SIGNATURE
SPECIAL USE

In certain circumstances – such as experiential installations or in films – you can use a special version of the wordmark with highlights and shadows, as shown here.

Do not use this version of the wordmark for print or digital advertising.

Do not alter the wordmark in any way for use in any other media.



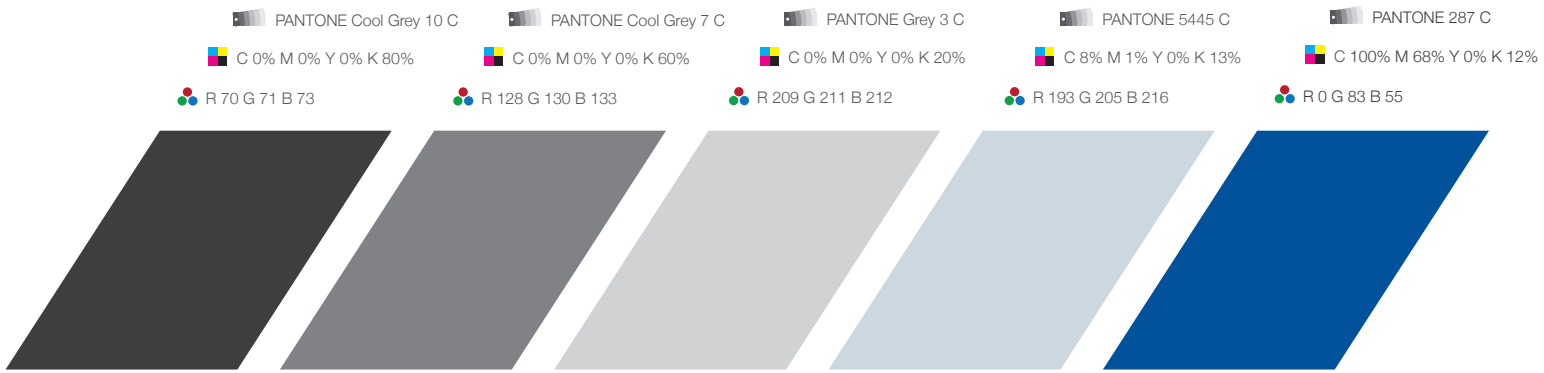
COLORS

The way we use color when we talk about ASUS is an important part of our identity. Whenever we communicate our brand, we should always do so in a way that is beautiful. Our colors help us to do that. Consistent use of color also helps to make sure our communications always look like they are part of the same family.

COLORS
PRIMARY COLORS

The ASUS palette of primary colors has been chosen to ensure that we communicate our brand message consistently across all communications in all media.

You should always choose one of these colors as the dominant tone whenever you commission or create communications that represent our brand.



COLORS
USE OF COLORS

When we talk about choosing a dominant tone from the ASUS palette of primary colors, we are not trying to restrict you or to make your communications less visually appealing. We are helping you to express the extraordinary diversity and brilliance of the ASUS brand and product portfolio in a consistent way.

The examples given here show how the ASUS primary colors can be used as the dominant tone in beautiful communications that all work independently and together to represent our brand.

WORDS

The way we write and talk about our approach and our products is just as important for people's understanding of the ASUS brand as our wordmark and our colors. So we must always be consistent both in how we use language and how we use typography.

WORDS
TYPEFACES

Our primary typeface is Helvetica Neue. It communicates a contemporary, professional image and expresses our brand personality. You can use it in a variety of weights: light for body copy and bold for headlines.

Our secondary typeface is Helvetica Neue Condensed. You can use it for product names as well as in smaller print areas such as graphs or small information boxes.

You can use other typefaces when producing communications if your concept requires them. However, the fonts shown here should always be used when talking about the ASUS brand or when communicating any brand-related content such as the wordmark, tagline or product names.

Primary Typeface

Helvetica Neue Light

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz 1234567890

Helvetica Neue Light
is always used for body copy.

Helvetica Neue Bold

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz 1234567890

Helvetica Neue Bold is always used for headlines and sub-headlines.

Secondary Typeface

Used for legal lines, highlights, tech specs, graphs and product names

Helvetica Neue Light Condensed

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz 1234567890

Helvetica Neue Medium Condensed

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz 1234567890

Helvetica Neue Bold Condensed

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz 1234567890

WORDS
TYPE SIZES

The way we use typography can ensure that people everywhere associate every piece of communication we produce with the ASUS brand. The size of type we use can ensure that people all over the world are able to read our communications.

The examples given here are guidelines to what size of type you should use for which part of which kind of communication. Please try to follow them if you can.

You will find more detailed guidelines for specific media and formats in the ‘Applications’ section at the rear of this document.

Advert headline

Helvetica Neue Light - 37pt on 40pt leading with 25% kerning

Lorem ipsum, consectetuer elit.

Brochure headlines

Helvetica Neue Bold - 18pt on 22pt leading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Brochure / Advert subheadlines

Helvetica Neue Bold - 14pt on 16pt leading

Lorem ipsum dolor sit amet consect etuer adipiscing elit nunc nec tortor sem.

Brochure body copy

Helvetica Neue Light - 9pt on 13pt leading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit nunc nec tortor at sem pharetra varius. Quisque metus nean suscipit mauris a risus phasellus in orci. In vel tuis cras non lorem quis risus sodales iaculis phasellus feugiat luctus lectus.

Advert body copy

Helvetica Neue Condensed - 8pt on 11pt leading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit nunc nec tortor at sem pharetra varius. Quisque metus nean suscipit mauris a risus phasellus in orci. In vel tuis cras non lorem quis risus sodales iaculis phasellus feugiat luctus lectus.

Brochure / Advert legal, graphs and tech copy

Helvetica Neue Condensed and Condensed Bold - 7pt on 9pt leading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.Nunc nec tortor at sem pharetra varius. Quisque metus. Aenean suscipit mauris a risus phasellus in orci in vel turpis.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.Nunc nec tortor at sem pharetra varius. Quisque metus. Aenean suscipit mauris a risus phasellus in orci in vel turpis.

WORDS
PRODUCT NAMES

When communicating the name of a product, please follow these simple rules:

• The first part of the product name is the word “ASUS” set in Helvetica Neue Bold Condensed. The second part is the name of the product, set in Helvetica Neue Light Condensed

• When using the company name with a product logotype, use “ASUS” set in Helvetica Neue Bold Condensed

• In all cases “ASUS” and product names or logotypes should be set in the same size, and in the same color. They should be of an appropriate size and color to provide comfortable readability when set against your chosen background

• “ASUS” should always be in all-caps and the wordmark never be used instead

USE WITH PRODUCT NAMES
HELVETICA NEUE
BOLD CONDENSED LIGHT CONDENSED

ASUS ZENBOOK™

USED AS PART OF A SENTENCE

ASUS ZENBOOK™ LOREM IPSUM

ASUS ZENBOOK™ lorem ipsum

USE WITH PRODUCT LOGOTYPE
HELVETICA NEUE
BOLD CONDENSED + PRODUCT LOGOTYPE

ASUS Transformer™ Infinity

IMPROPER USE

⃠ ASUS ZENBOOK™

⃠ ASUS **Transformer**™ Infinity

WORDS
TONE OF VOICE AND RULES

Our products are amazing. We should let them speak for themselves as much as we can. Our copy should always be short, sharp and to the point.

Our tone of voice is:

Short – we should use the fewest words possible, and the shortest words we can

Clear – we should always make our sentences as short as we can. We should use as few adjectives and adverbs as we can

Simple – even when talking about technical or scientific material, we must always speak simply and effectively

Active – we try not to use the passive voice

Intelligent – our customers are highly educated; we must never patronize them

Quiet – we want to interest our customers, not shout at them. So we don't tell them how great our products are; we help them to find out

Honest – we always tell relevant truths about our brand and our products; we never lie or exaggerate

Some simple guidelines

Always CAPITALIZE our name in copy; it is at the heart of our brand.
Correct: ASUS
Incorrect: Asus

Always keep trademarks the SAME; they are the fruit of massive investment.
Correct: ASUS Transformer Pad
Incorrect: ASUS Trans. Pad

NEVER use possessives with our name.
Correct: ASUS tablets are compatible with…
Incorrect: ASUS's tablet range is compatible with…

NEVER make ASUS plural.
Correct: ASUS is producing a range of tablets that are compatible with…
Incorrect: ASUS are producing a range of tablets that are compatible with…

Always use the word "ASUS" before the name of the product when communicating a product name.
Correct: ASUS Padfone2
Incorrect: Padfone2 ASUS

If the product name is repeated multiple times in copy, please only use the word "ASUS" the first time it appears.

Use the definite article ('the') ONLY when talking about a specific model and never when talking about a broad product family or series.
Correct: Available from November, the Zenbook U500…
Incorrect: Available from November, Zenbook U500…

Correct: Powered by an Intel Core processor, Zenbook is...
Incorrect: Powered by an Intel Core processor, the Zenbook is…

PHOTOGRAPHY

In this section, we will demonstrate how the ASUS brand should be communicated visually. We will show how you should use photography to showcase our products and how you should represent people photographically. We will also talk about how the brand should be treated in moving images and how to use illustration.

This part of the guidelines is not a set of strict rules that must be followed. It is a set of principles and ways of thinking that give you the freedom to create great work, while ensuring that the ASUS brand is communicated clearly and consistently by everyone, everywhere.

PHOTOGRAPHY
PRODUCT PHOTOGRAPHY

All of us at ASUS strive to make everything we do the most beautiful it can be. Striking aesthetics and advanced technical innovation are at the heart of all of our products. They should always be expressed every time we showcase those products photographically in any medium.

Photography should always be sharp and well lit, so that it enables people to see our products in the best possible way. While all photography should appear realistic, appropriate angles should be used to highlight the quality of the design, and the texture of the materials from which our products are made.

You can choose from a range of backgrounds to highlight the products, using the contrast with the foreground to showcase the beauty and innovation of everything that ASUS creates.

Please consult the individual product briefing for each product or product type you intend to highlight in your communications.

EXAMPLES

Dark background

Mid-tones background

Bright background

Complex background

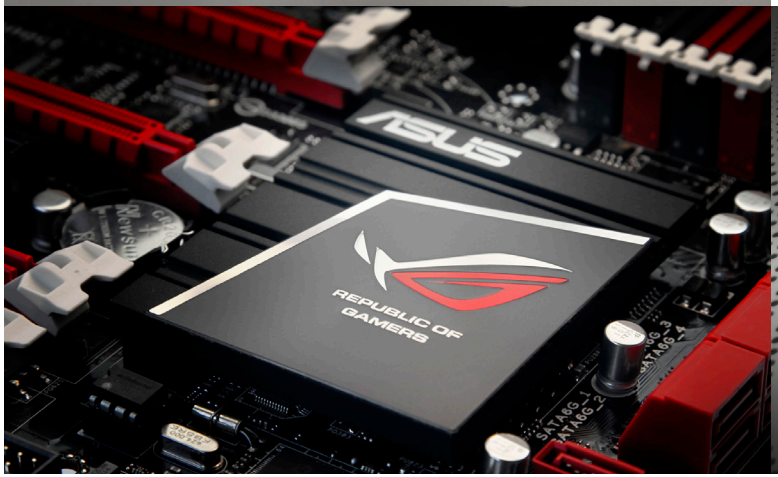
PHOTOGRAPHY
PRODUCT PHOTOGRAPHY
OTHER EXAMPLES

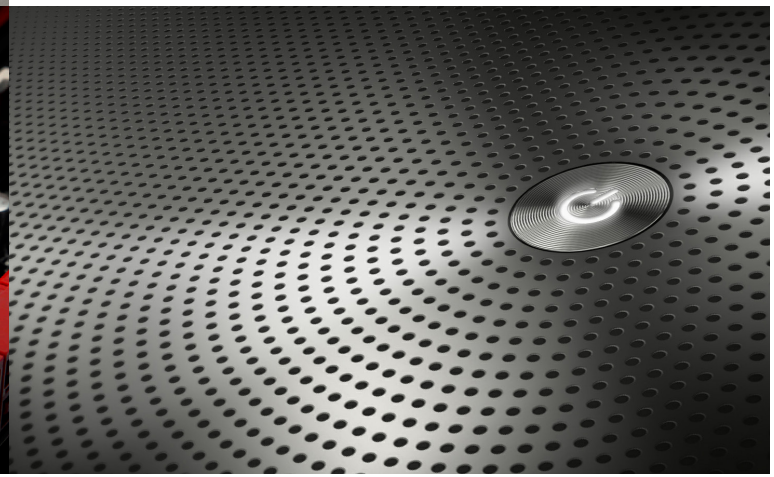
How to combine photography and illustration
If you wish to combine photographs of products with illustrated backgrounds, the product must never be overwhelmed by the illustration.

Shooting multiple products
If you are showing more than one product, you should make sure that there is a dynamic and balanced relationship between them.

Focusing on detail
If you are showing product details, they should always be sharp and clear and in focus. They should also be part of a balanced composition that retains relevance to the product of which they are a part. They should never appear purely abstract.

Screen consistency
Unless there is a very real reason not to, please always show products with an image on their screen. This will help guarantee consistency across all our communications.





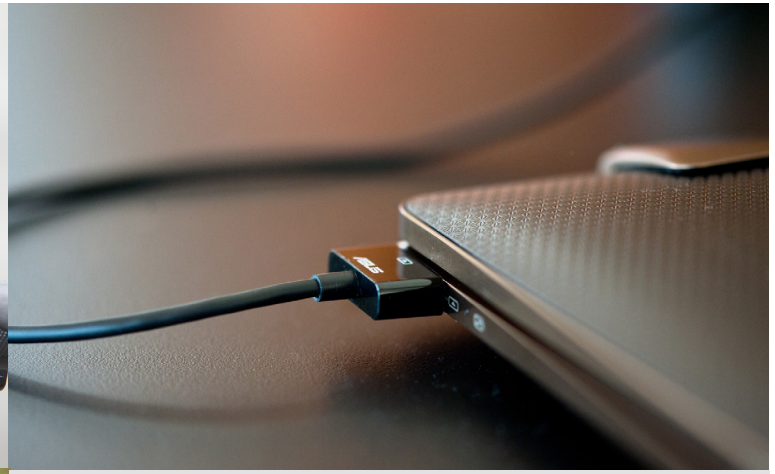
PHOTOGRAPHY

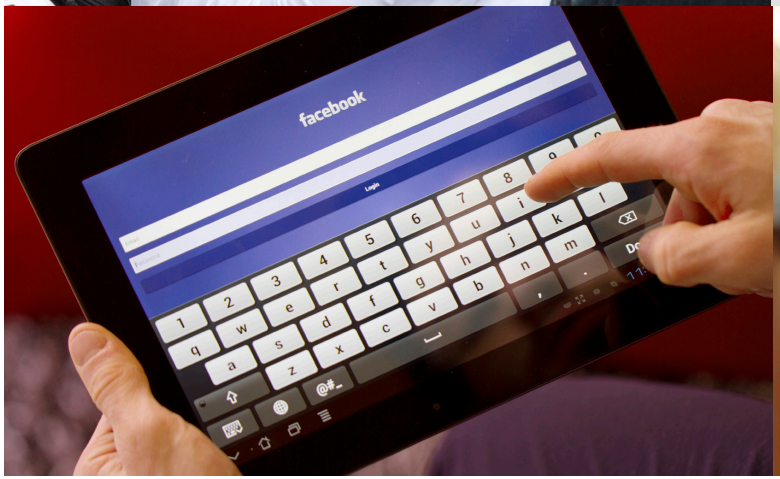
PRODUCT PHOTOGRAPHY

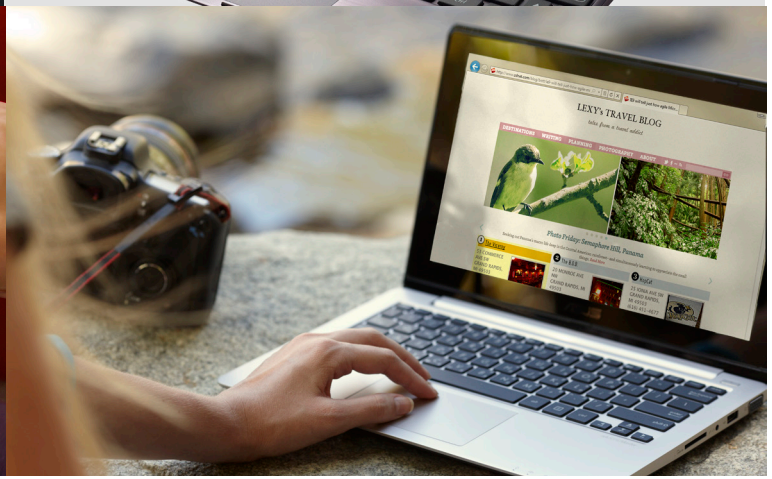
OTHER EXAMPLES

Showing products in context
If you are showing ASUS products being used in the real world, or by people, then they must follow the same guidelines that we use when we create or commission lifestyle photography. So your chosen images should always communicate these attributes:

Positive
Natural
Genuine







PHOTOGRAPHY

PRODUCT PHOTOGRAPHY

IMPROPER USE

Whether you are using images from the ASUS photographic library or commissioning your own images, the aim of these guidelines is to give you the freedom to represent our products in the most extraordinary and beautiful way.

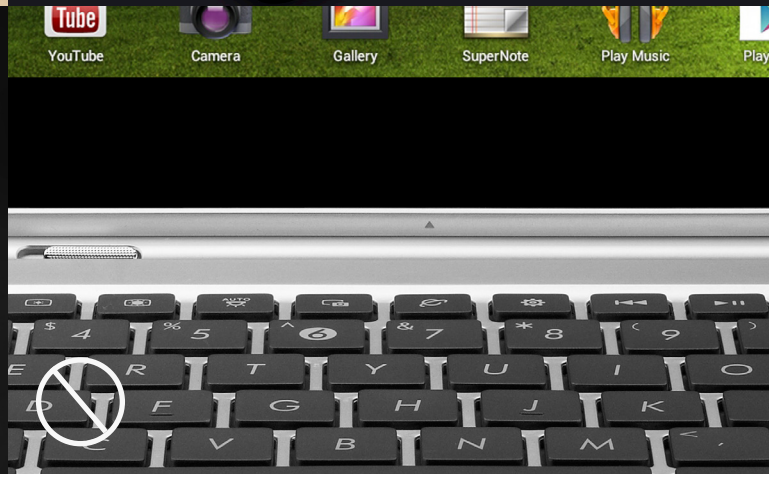
Yet even within that freedom, there are a number of pitfalls that we should definitely avoid:

- Avoid unnatural or fake compositions where the product has been ‘dropped into’ another background

- Avoid showing images that are off-brand or appear fake in the display screen of the product

- Avoid photographs of the whole product that have insufficient depth of field to show how desirable the product is

- Avoid clumsy cropping that fails to make the product look beautiful



PHOTOGRAPHY
LIFESTYLE PHOTOGRAPHY

Everything we create at ASUS, we create for our customers. There are many millions of them around the world and they are all very different.

It would be impossible to represent all of our customers individually in any single communication. However, we know that they have a set of shared values. So whether you're commissioning new photography, or using images from our library, whenever you show people in our communications, you should always show them in the light of these attributes:

Positive
Natural
Genuine

APPLICATIONS

Wherever we are in the world, there are a number of applications that we all need to use to communicate about the ASUS brand and our products across a shared range of media and formats. We have reproduced the most common of them here as a series of templates to make it simpler for us all to speak in the same manner.

APPLICATIONS
ONLINE ADVERTISING
e-NEWSLETTER

Communicating with customers by e-newsletter is a simple, aesthetically appealing and relatively low-cost way to keep them in touch with the ASUS brand. Please follow these rules when creating e-newsletters, so that all our e-mail communications always follow best practice.

Subject line
Subject line must not be longer than 60 characters. Subject line must include a reference to ASUS and key elements within the communication.

For example: “ASUS presents the All-New N Series Notebooks”

Headlines
Please do not run headlines as part of an image. This can make them hard to read if the customer does not have ‘automatically downloaded images’ clicked.

Important messages
Please keep your most important messages in html text so that they can always be read, even if the e-newsletter is downloading slowly or corrupted.

desktop version

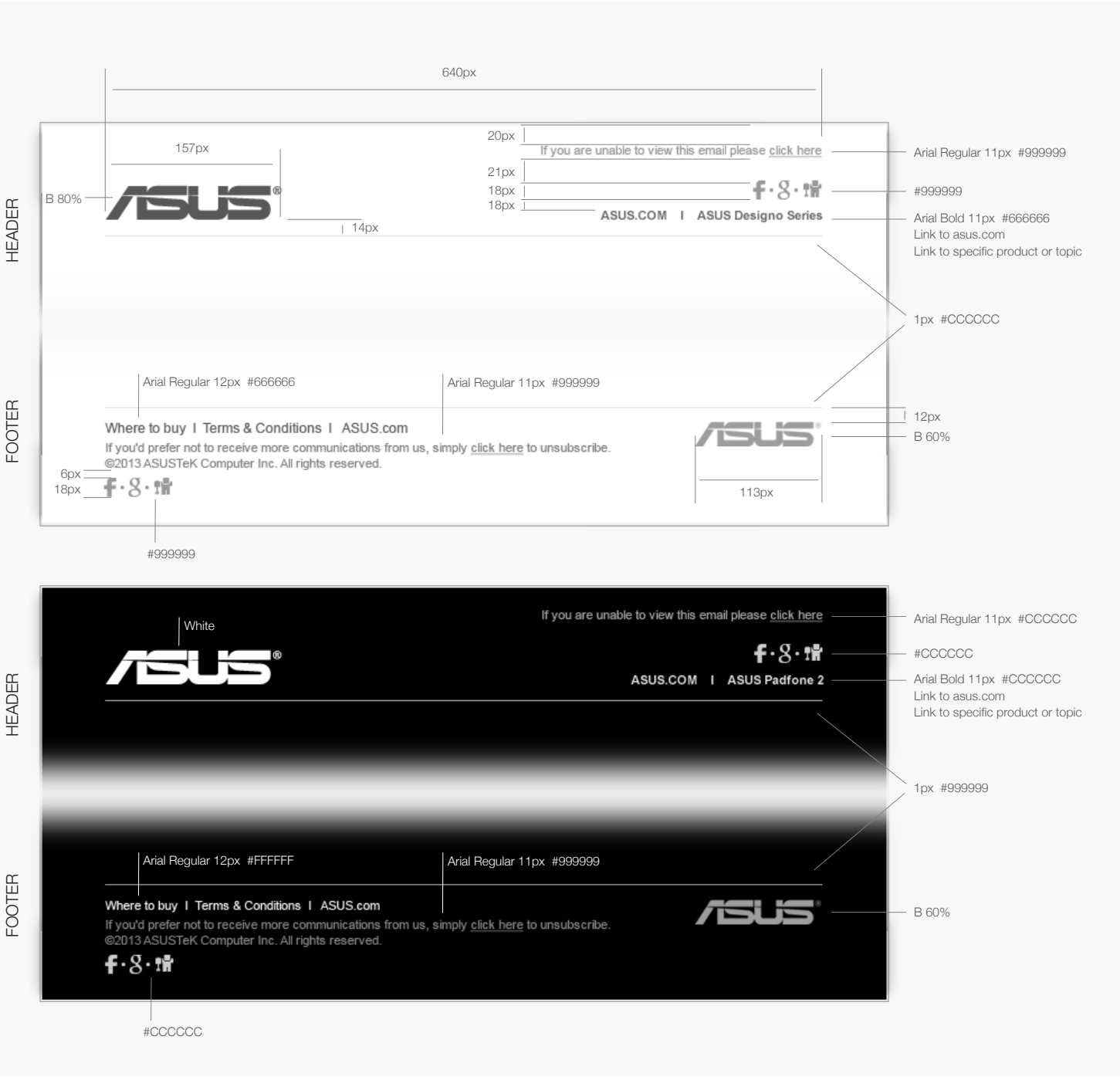
responsive version

APPLICATIONS

ONLINE ADVERTISING

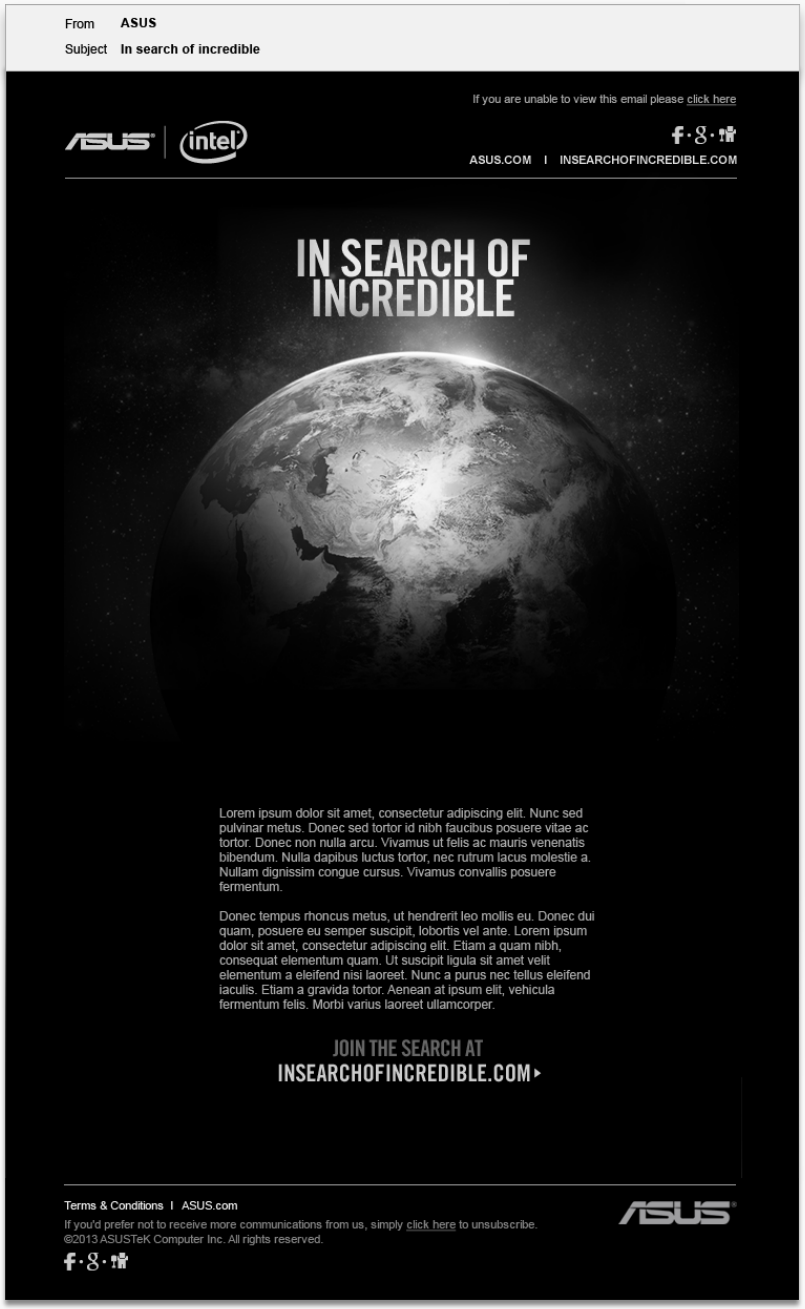
e-NEWSLETTER

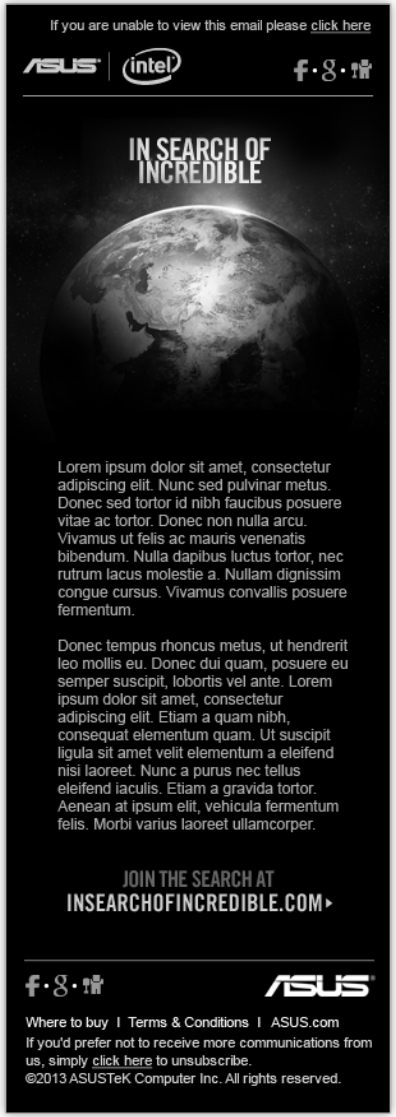
HEADER AND FOOTER LAYOUTS



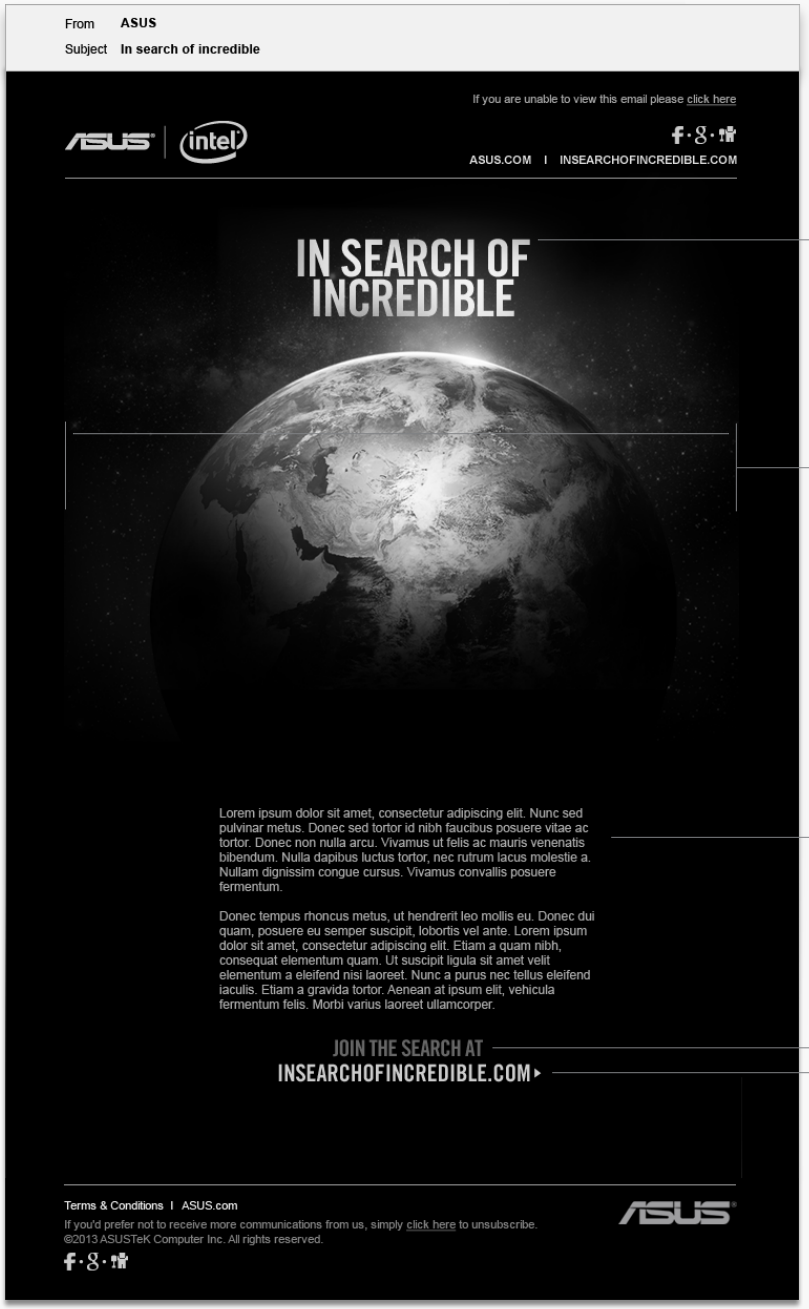
APPLICATIONS
ONLINE ADVERTISING
e-NEWSLETTER

An example of a product-oriented newsletter with a black background in desktop and responsive versions.





APPLICATIONS
ONLINE ADVERTISING
e-NEWSLETTER
CONTENT AREA LAYOUT



APPLICATIONS
ONLINE ADVERTISING
e-NEWSLETTER

An example of a product-oriented newsletter with a black background in desktop and responsive versions.

APPLICATIONS
ONLINE ADVERTISING
e-NEWSLETTER
CONTENT AREA LAYOUT

Image width 640px (maximum height 750px)

Arial Bold 14pt #D7D7D7

Arial Regular 14pt #D7D7D7

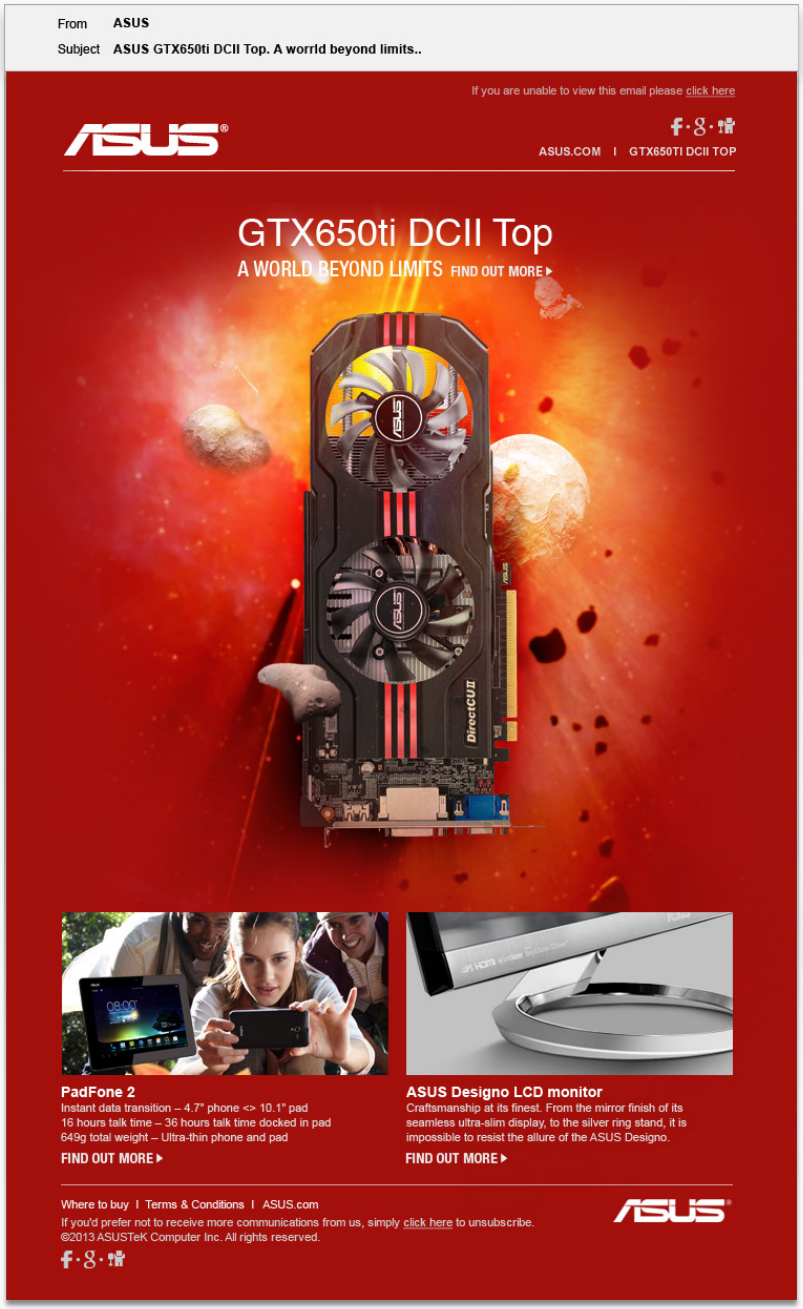
1px hairline #FFFFFF

Arial Regular 12pt #D7D7D7

CTA: Helvetica Neue Bold Condensed 14pt #00A8FF

APPLICATIONS
ONLINE ADVERTISING
e-NEWSLETTER

An example of a product-oriented newsletter with a colored background in desktop and responsive versions.



APPLICATIONS
ONLINE ADVERTISING
e-NEWSLETTER

Body copy
Body text must be easy to read. So please restrict the number of characters each section contains to a maximum of 150.

Body copy should always be created in a ‘system’ font that the customer’s device can use.

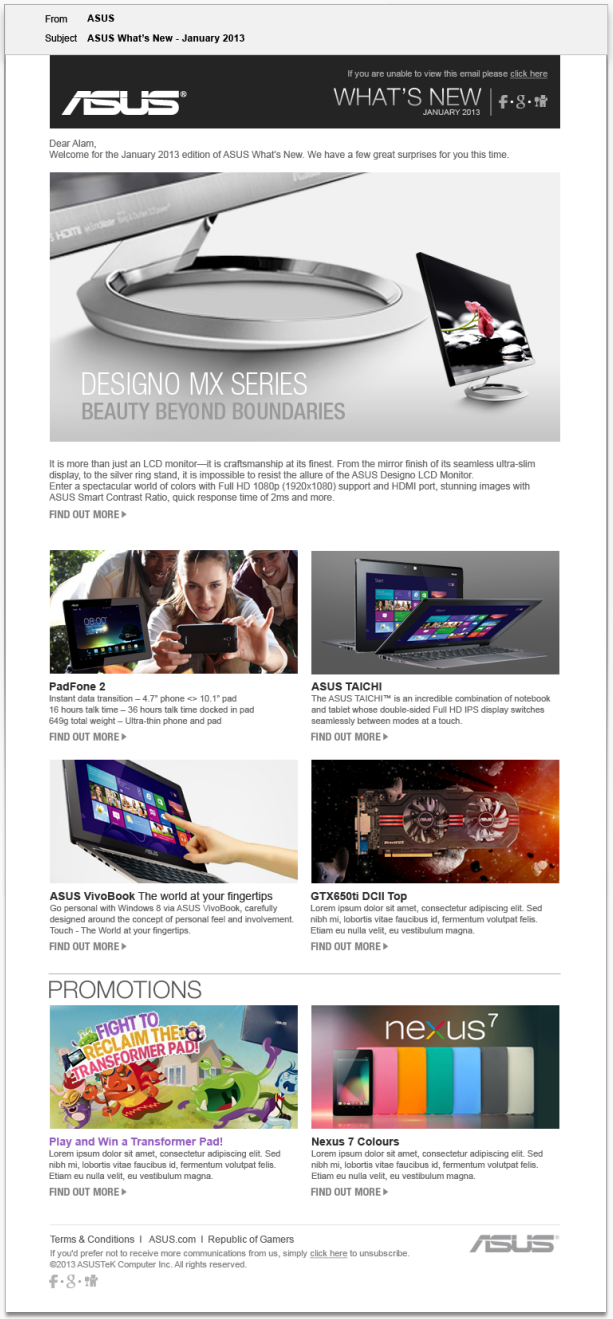
Each section must be easy to distinguish.

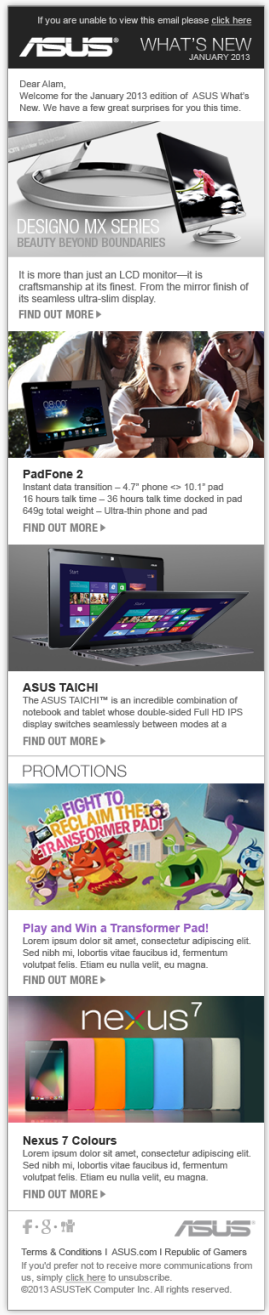
If it is relevant, please let the reader know that this is a regular e-newsletter that appears every week, month, quarter or year.

Design
You must use the responsive templates provided that are specially designed to work on all platforms.

Please make sure your images are the optimum size and weight. For example tbc

An example of a generic periodical newsletter in desktop and smartphone versions.





APPLICATIONS
ONLINE ADVERTISING
e-NEWSLETTER
CONTENT AREA LAYOUT

An example of a generic periodical newsletter in desktop and smartphone versions.

Main image width 640px (maximum height 750px)

Helvetica Neue Bold Condensed 14pt #999999

Body: Arial Regular 11pt #666666

311px X 155px

Title: Arial Bold 14pt #2E2E2E

Body: Arial Regular 11pt #666666

CTA: Helvetica Neue Bold Condensed 14pt #828282

Example title using Arial Bold and Regular 14pt #2E2E2E

1px hairline #B2B2B2

Subheader: Helvetica Neue Light 30pt #58585A

Example title using Arial Bold 14pt #955FC2 (purple)

APPLICATIONS
ONLINE ADVERTISING
MPU FORMATS

An example using the ASUS wordmark on a dark background.

Please follow these guidelines for type sizes in online advertising formats:

Body copy
Helvetica Light Condensed 16-18pt
Helvetica Medium Condensed 16pt

Call to action
Helevetica Bold Condensed 18pt
Helvetica Medium Condensed 12pt

Minimum type size 10px

Banners should always have a call to action

This example refers to a 300px X 250px MPU banner format
Storyboard animation frames for reference only

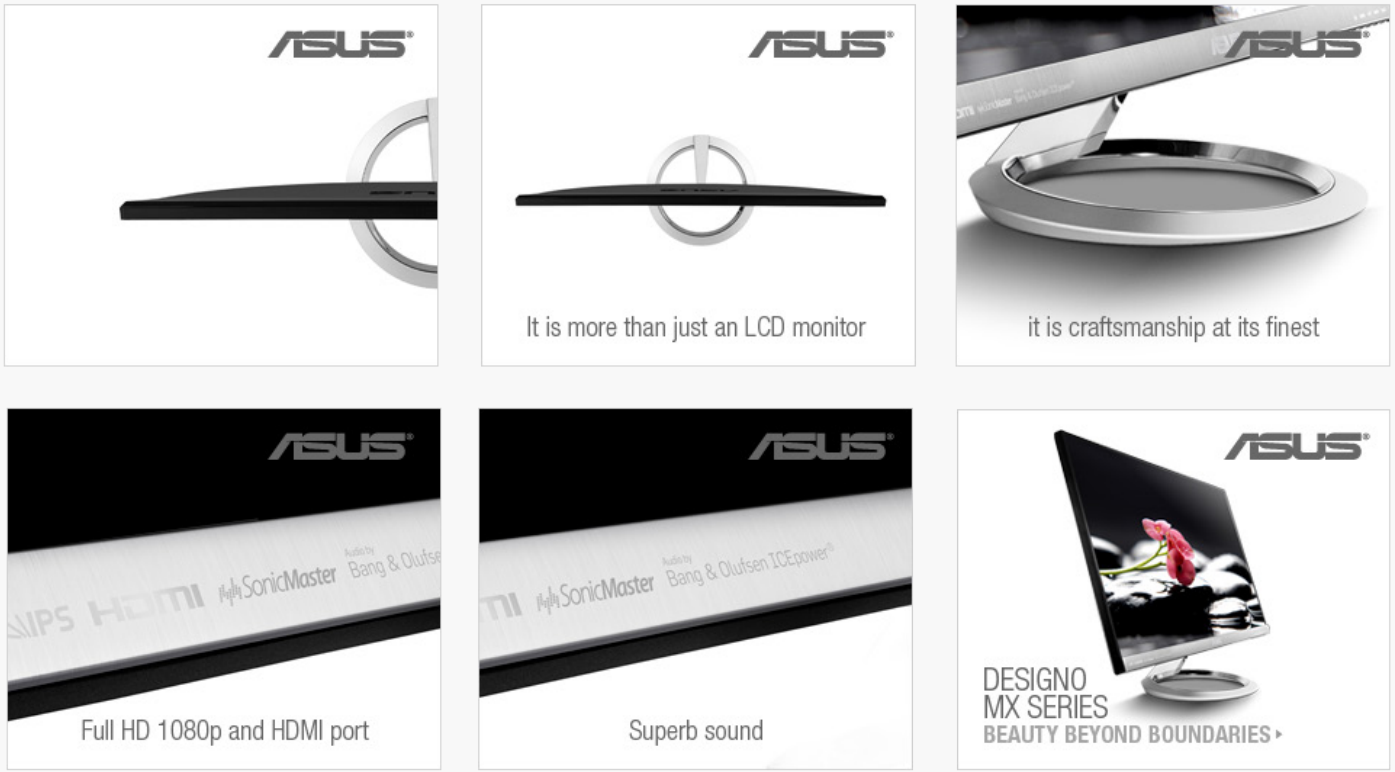
Example of single call to action

Example of multiple calls to action

APPLICATIONS
ONLINE ADVERTISING
MPU FORMATS

An example using the ASUS wordmark on a white background.

This example refers to a 300px X 250px MPU banner format
Storyboard animation frames for reference only



APPLICATIONS
ONLINE ADVERTISING
MPU FORMATS

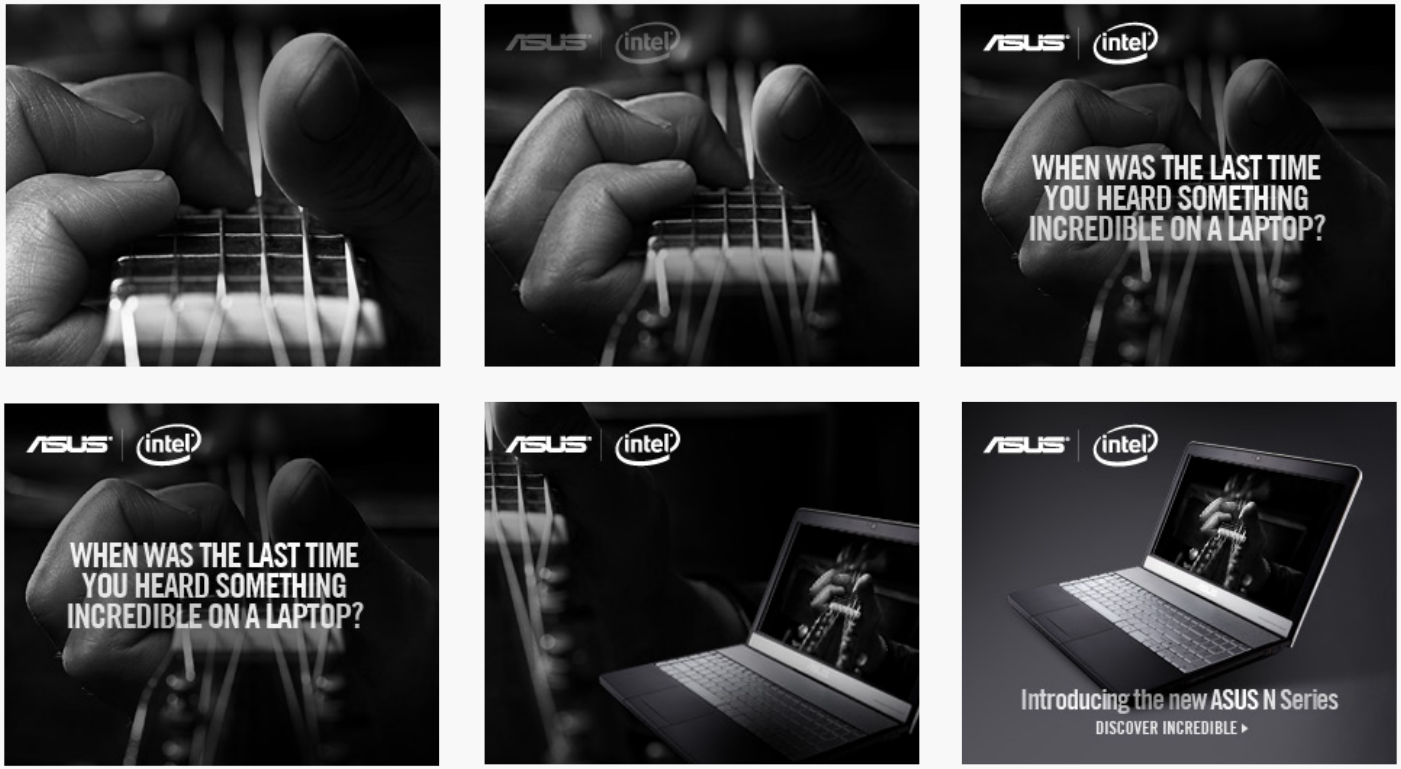
An example using the ASUS wordmark on a dark background.

This example refers to a 300px X 250px MPU banner format
Storyboard animation frames for reference only

APPLICATIONS
ONLINE ADVERTISING
MPU FORMATS

An example using joint branding with a partner brand and a partner brand's badge on a black background.

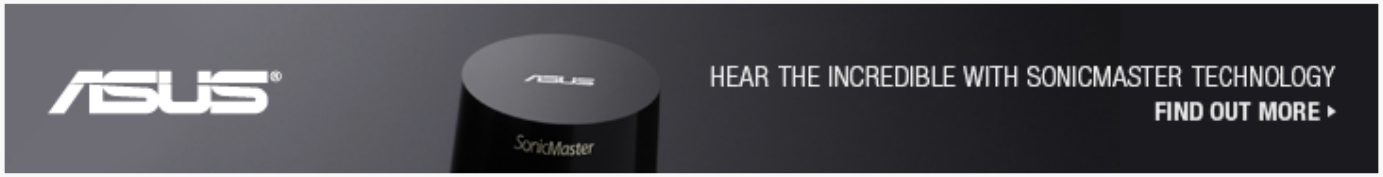
This example refers to a 300px X 250px MPU banner format
Storyboard animation frames for reference only



APPLICATIONS
ONLINE ADVERTISING
LEADERBOARDS

An example using the ASUS wordmark on a dark background.

This example refers to a 728px X 90px leaderboard banner format
Storyboard animation frames for reference only



Example of single call to action

Example of multiple calls to action

APPLICATIONS
ONLINE ADVERTISING
LEADERBOARDS

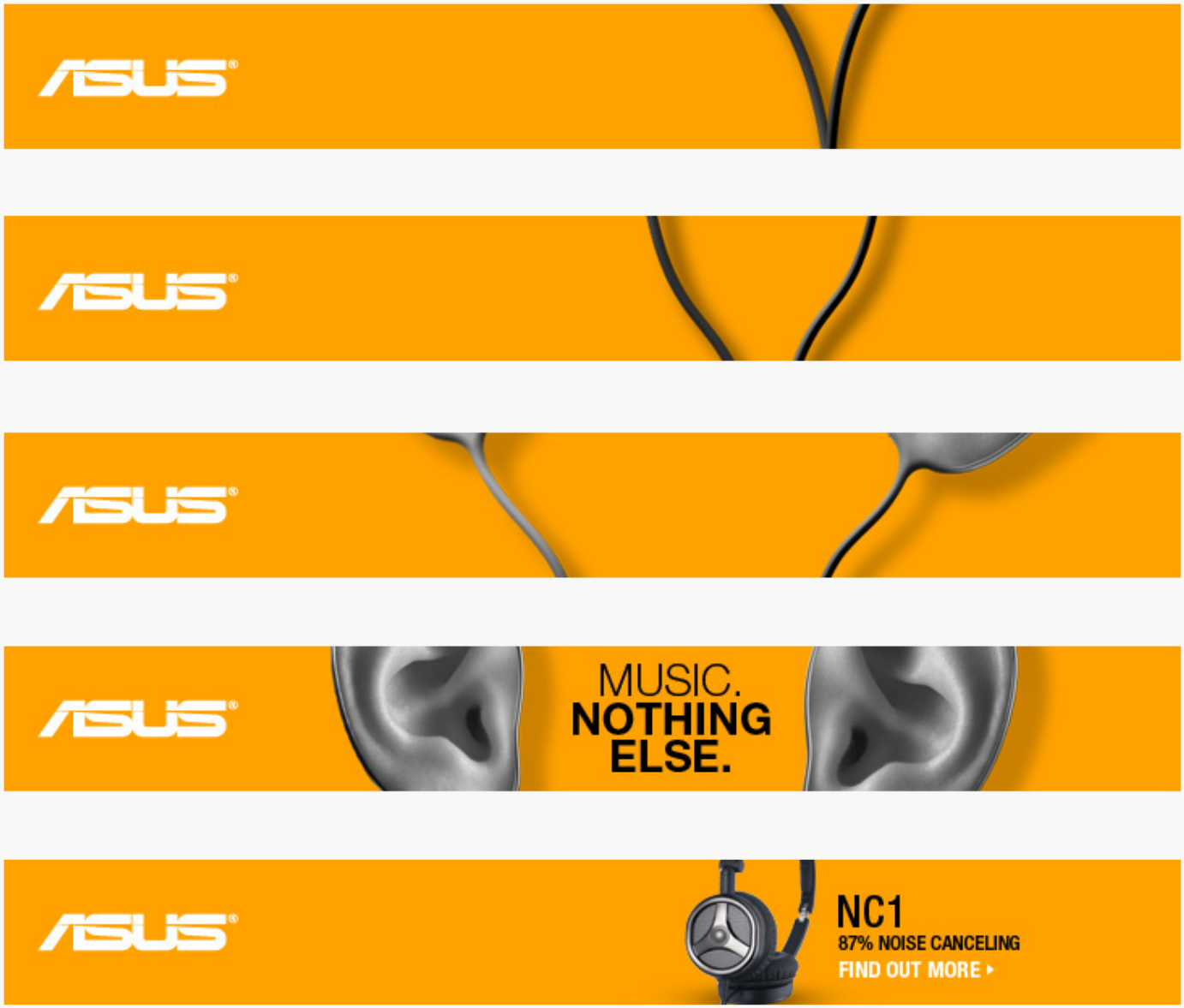
An example using the ASUS wordmark on a dark background.

This example refers to a 728px X 90px leaderboard banner format
Storyboard animation frames for reference only

APPLICATIONS
ONLINE ADVERTISING
LEADERBOARDS

An example using the ASUS wordmark on a flat-color background.

This example refers to a 728px X 90px leaderboard banner format
Storyboard animation frames for reference only



APPLICATIONS
ONLINE ADVERTISING
LEADERBOARDS

An example using joint branding with a partner brand and a partner brand's badge on a black background.

This example refers to a 728px X 90px leaderboard banner format
Storyboard animation frames for reference only

APPLICATIONS
ONLINE ADVERTISING
LEADERBOARDS

An example using the ASUS wordmark on a white background.

This example refers to a 728px X 90px leaderboard banner format
Storyboard animation frames for reference only

APPLICATIONS
ONLINE ADVERTISING
SKYSCRAPERS

An example of how to work with a partner brand on a black background.

This example refers to a 120px X 600px skyscraper banner format
Storyboard animation frames for reference only

APPLICATIONS
ONLINE ADVERTISING
SKYSCRAPERS

An example using the ASUS wordmark on a dark background.

This example refers to a 120px X 600px skyscraper banner format
Storyboard animation frames for reference only

APPLICATIONS
ONLINE ADVERTISING
SKYSCRAPERS

An example using the ASUS wordmark on a white background.

This example refers to a 120px X 600px skyscraper banner format
Storyboard animation frames for reference only

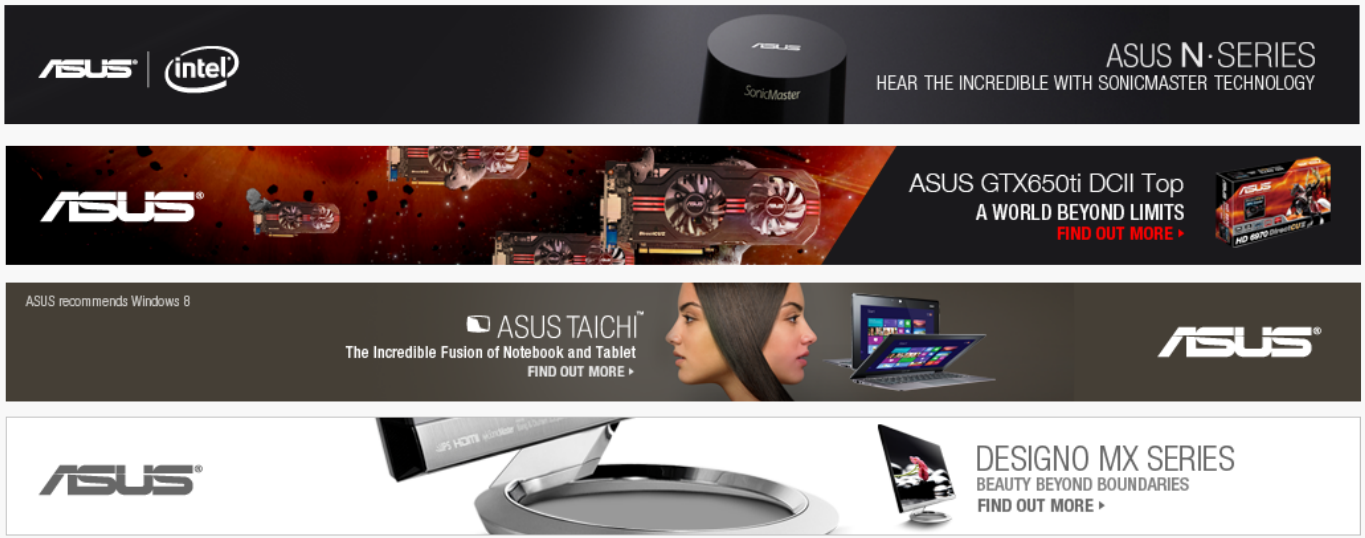
APPLICATIONS
ONLINE ADVERTISING
MOBILE APPS

These should follow the overall guidelines established for leaderboard banners.

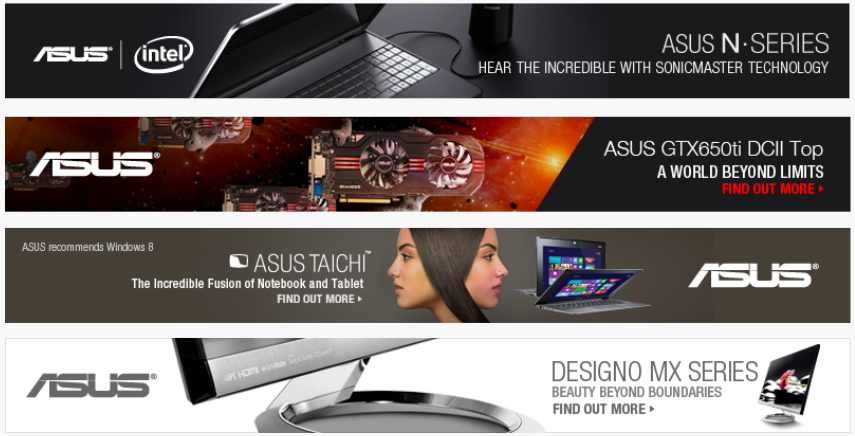
Please follow the style established by these representative examples of banners that are co-branded, or have dark, flat-color or white backgrounds.

Tablets landscape
Tablets portrait
Smartphones portrait

Tablets / landscape 1024px X 90px

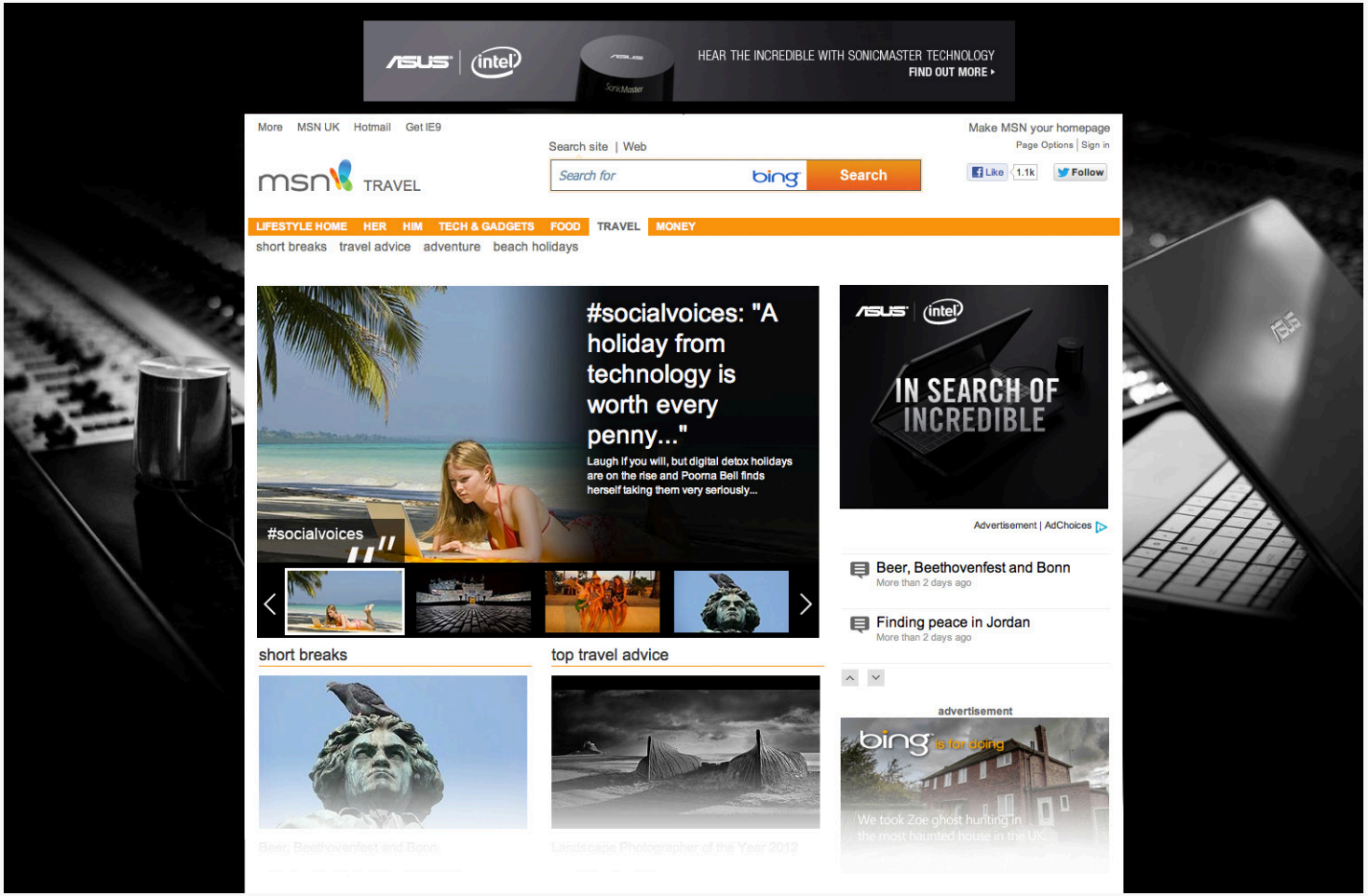


Tablets / portrait 800px X 90px

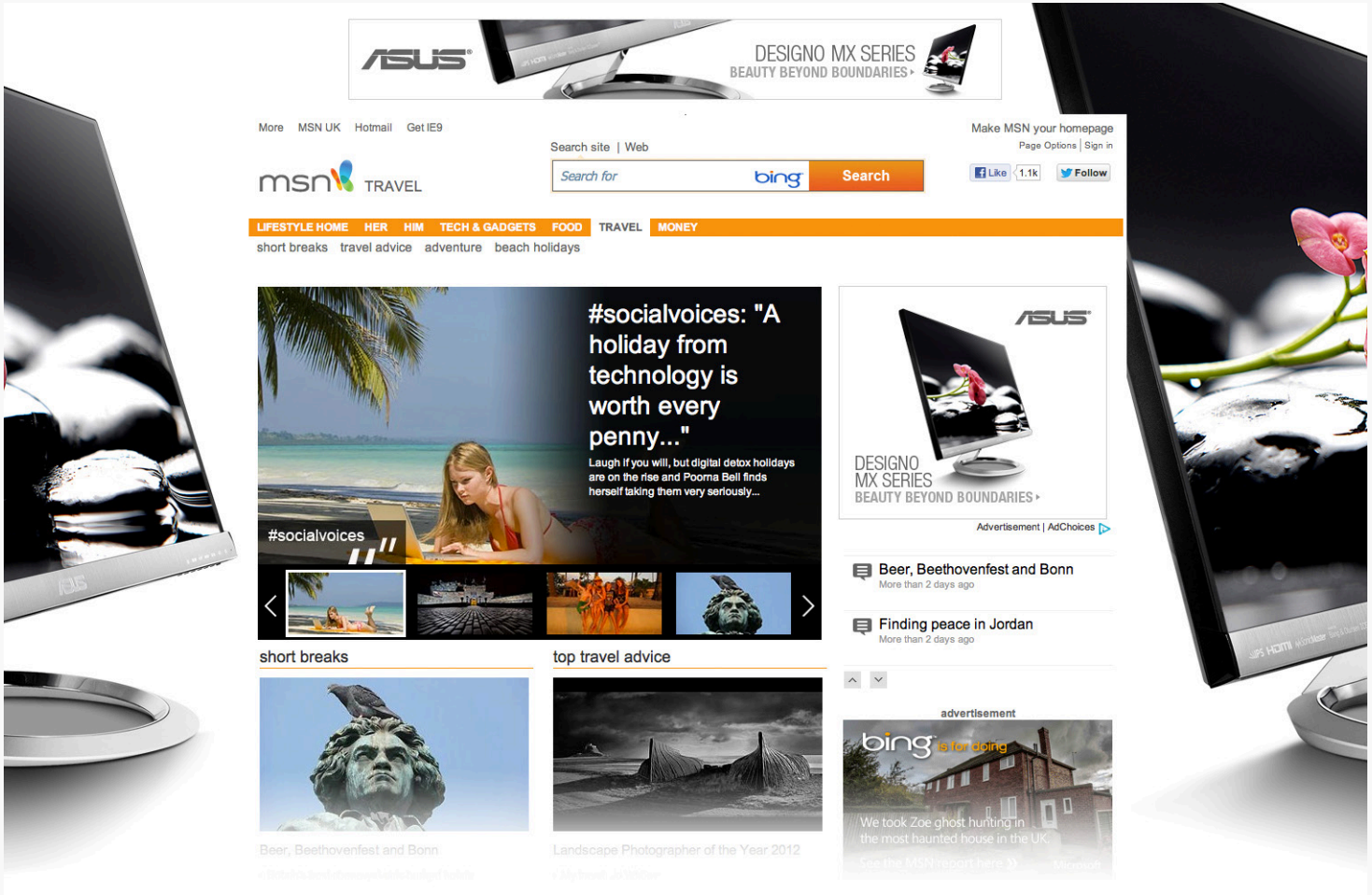


Smartphones / portrait 320px X 50px

APPLICATIONS
ONLINE ADVERTISING
PAGE SKIN



APPLICATIONS
ONLINE ADVERTISING
PAGE SKIN



APPLICATIONS
PRINT ADVERTISING

These should follow all the general rules established earlier in this document about the use of the wordmark, typography, visual style and tone of voice.

In the next few pages, a series of examples showcase different approaches to print advertising, each of which meets a particular need.

This example refers to an A4 single page print format

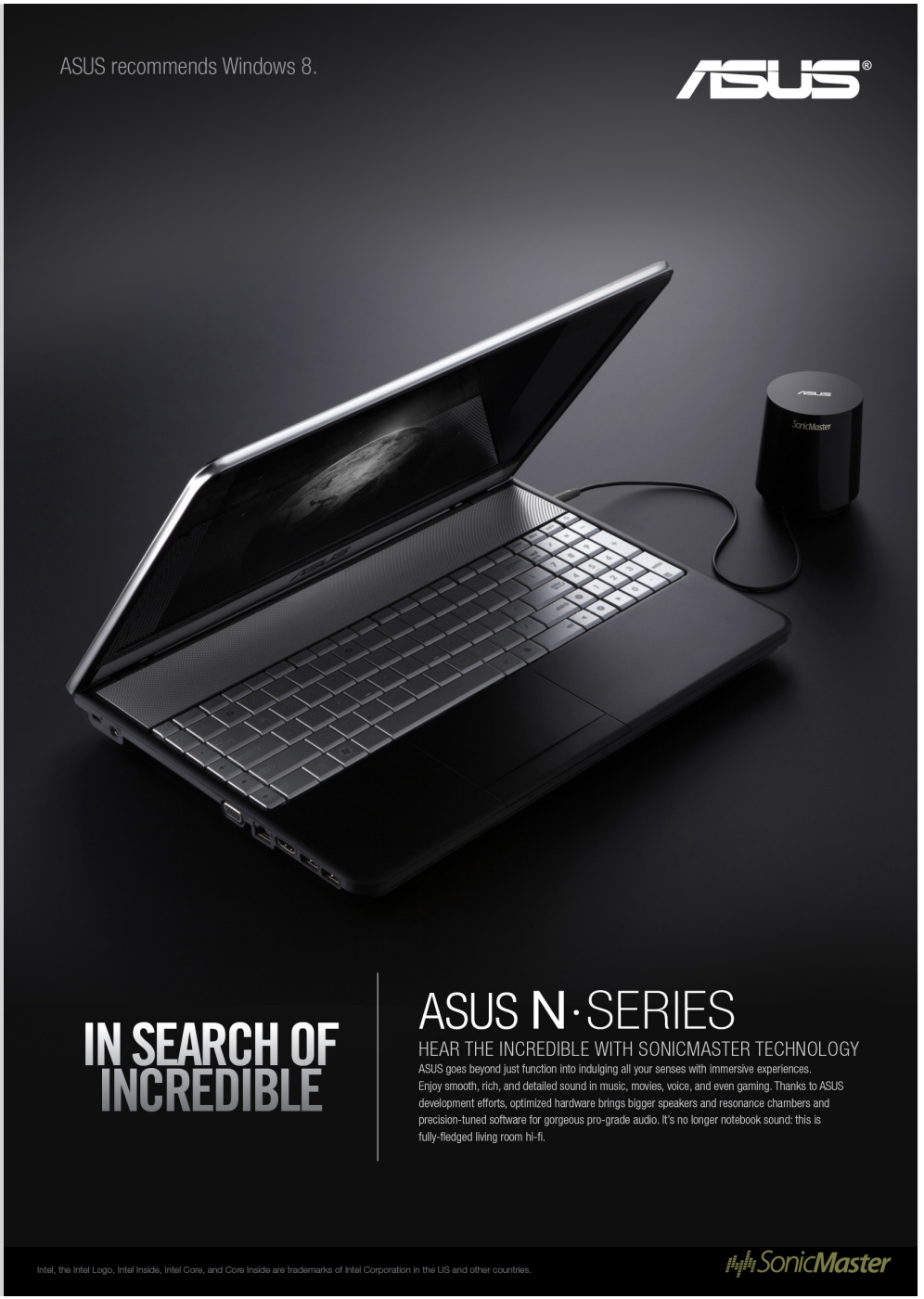
APPLICATIONS
PRINT ADVERTISING

The preferred structure for ASUS print advertising reserves the top 75 percent of the area of the format for the main visual and the main message.

The remaining 25 percent of the area of the format should be used for the detailed information that you are communicating.

Main visuals and messages
75%

Detailed content
25%



This example refers to an A4 single page print format

These example refer to an A4 single page print format

This example refers to an A3 double page print format

APPLICATIONS
PRINT ADVERTISING
OOH BILLBOARD

When you are commissioning or creating out-of-home advertising for ASUS, there are a number of elements you should bear in mind.

The first is to keep it simple. Although most OOH formats are very large, they work best when they are very clear and focused.

Our OOH advertising should always have:

- A compelling visual element

- A clear, uncluttered composition with a focus on one key area

- Contrast between the foreground and the background

- A short, effective headline, set in upper- and lower-case type, with a minimum font size of 45cm/18”

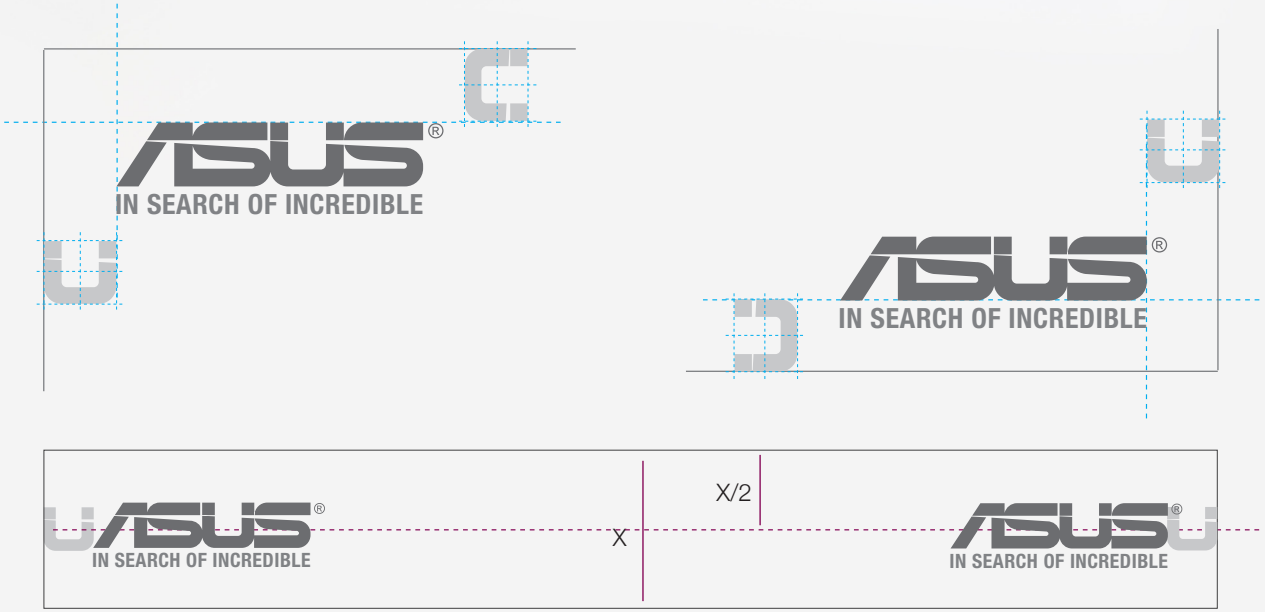
APPLICATIONS
PRINT ADVERTISING
CATALOG

An example of a catalog layout for reference purposes.

APPLICATIONS
PACKAGING

The packaging in which our products are contained should be as beautiful and as well designed as the products themselves. It should also be clearly identifiable as belonging to ASUS.

When using the wordmark on packaging, please make sure that you follow the guidelines about use of color, dimensions and position.



Thank you for using the ASUS guidelines

Together, we can create diversity from unity.
Together, we can speak in the same way.
Together, we can build the strongest brand in the world.

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