

+  
**Promise  
Biomedical  
Brand Guideline**

Created in 2024.

Designed by HGH.Design.Studio

美康諾生醫 — 品牌設計使用手冊

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01

# Introduction

品牌基礎介紹

# Brand Guideline 品牌手冊

Brand guidelines are designed to educate, guide, and define Promise Biomedical as a brand.

They offer the foundation and framework for what the brand represents and how it should be conveyed, both visually and verbally.

Without guidelines, a brand risks falling apart due to inconsistent use of typographies, color palettes, styles, and tones of voice.

品牌指南的目的在於教育、引導以及定義 Promise Biomedical 這個品牌。

它們為品牌所代表的意義及其在視覺和語言上的表達方式提供了基礎和框架。

如果沒有這些指南，品牌可能會因為字體、色彩搭配、風格和語調的不一致使用而變得支離破碎。

# About Promise Biomedical? 關於美康諾生醫

Promise Biomedical Inc. (Promise), founded in 2022, is a consumer medical product distributor in Taipei, Taiwan.

The founder, Mr. Chung-Han (Eric) Lee, is a former reviewer of the Taiwan FDA with over 10 years of experience in the MedTech industry.

Our goal is to provide best-in-class consumer medical products around the world for Taiwanese people since there are few products available in Taiwan compared to western countries such as the US and EU.

Promise Biomedical, Inc.美康諾生醫，成立於 2022 年，是一家位於台灣台北的消費性醫療產品經銷商。

創辦人李忠翰（Eric），曾擔任台灣 FDA 的審查員，並擁有超過十年的醫療科技產業經驗。

因為與美國、歐盟等西方國家相比，台灣的相關產品選擇相對較少，我們的存在與目標是為台灣民眾提供全球頂尖的消費性醫療產品。

# Brand Core 品牌核心

## + Positioning

A professional medical and healthcare brand backed by regulatory science, providing safe, effective, and high-quality healthcare solutions.

定位：以法規科學為後盾的專業醫療產品品牌，提供安全、有效、高品質的醫療保健解方。

## + Vision

To become the most trusted healthcare brand in Taiwan

願景：成為台灣最值得信賴的醫療品牌。

## + Mission

To return medical products to professionalism and safeguard the health and beauty of consumers.

使命：將醫療產品回歸專業，守護消費者的健康與美麗。

## + Values

Integrity, Professional Commitment, Scientific Innovation

價值觀：正直誠信、專業承諾、科學創新

# Brand Personality 品牌個性

## + Professional

Possesses extensive experience in regulatory science and strictly controls product quality

專業：擁有豐富法規科學經驗，嚴格把關產品品質。

## + Reliable

Provides safe and effective medical products that consumers can use with peace of mind

可靠：提供安全有效的醫療產品，讓消費者安心使用。

## + Innovative

Introduces advanced medical technology to bring consumers a better health and beauty experience

創新：引進先進醫療科技，為消費者帶來更好的健康美麗體驗。

## + Caring

Prioritizes consumer health and provides professional consultation and services

關懷：以消費者健康為優先，提供專業諮詢與服務。

Brand Slogan 品牌標語

Internal Slogan

# Your Trust, Our Promise

您的信任是我們的承諾

安心信賴，美康諾生醫

# Brand Message

## 品牌溝通訊息

- + 法規科學 Regulatory science
- + 安全有效 Safe and effective
- + 臨床追蹤 Clinical follow-up
- + 健康美麗 Health and beauty
- + 歐美保健先驅 European and American healthcare pioneer

Introduction -  
External Message



# Business Philosophy 經營理念

## + People-Oriented, Safeguarding Health and Beauty

We prioritize consumers' health and beauty by offering safe and effective medical products to enhance their quality of life.

以人為本，守護健康美麗：將消費者的健康與美麗視為首要任務，透過提供安全、有效的醫療產品，提升民眾的生活品質。

## + Professional Excellence, Trusted Reliability

With regulatory science as our foundation, we ensure our products meet international standards and provide expert consultation services, becoming a trusted partner for consumers and healthcare professionals.

專業至上，值得信賴：以法規科學為基石，確保產品符合國際標準，並提供專業的諮詢服務，成為消費者與醫療人員信賴的夥伴。

## + Innovation-Driven, Pursuit of Excellence

We continuously introduce advanced medical technologies, refining our products and services to positively impact Taiwan's healthcare industry.

創新驅動，追求卓越：持續引進先進醫療科技，不斷精進產品與服務，為台灣醫療產業帶來正面影響。

## + Creating Value, Sustainable Development

We grow together with our partners and employees, establishing a sustainable business model that benefits consumers, employees, and society.

共創價值，永續發展：與合作夥伴、員工共同成長，創造一個讓消費者、員工、社會三贏的永續經營模式。

# Corporate Culture

## 企業文化

### + Integrity and Honesty

We treat customers, partners, and employees with honesty and transparency, building a foundation of mutual trust.

正直誠信：以誠實、透明的態度對待客戶、合作夥伴與員工，建立互信的基礎。

### + Scientific Innovation

We embrace technology, consistently innovate, and strive for excellence, bringing fresh perspectives to the healthcare industry.

科學創新：擁抱科技，不斷創新，追求卓越，為醫療產業帶來新氣象。

### + Professional Commitment

We value professional knowledge and skills, encouraging continuous learning to provide our clients with the highest quality service.

專業承諾：重視專業知識與技能，持續學習，為客戶提供最優質的服務。

### + Trust and Respect

We foster an open and equitable work environment, encouraging employees to reach their full potential and realize their self-worth.

信任尊重：打造開放、平等的工作環境，鼓勵員工發揮潛能，實現自我價值。

# Management Principles 管理原則

## + People-Oriented

We prioritize employee growth and development, offering competitive compensation, flexible work environments, and educational support.

以人為本：重視員工的成長與發展，提供優於市場的薪資福利、彈性工作環境、教育訓練補助等。

## + Empowerment and Autonomy

We adopt a flat management structure, granting employees significant autonomy to inspire creativity.

授權賦能：採取平行化管理，給予員工高度自主權，激發創造力。

## + Open Communication

We encourage open organizational communication and discussions, respecting diverse opinions to collaboratively solve problems.

開放溝通：鼓勵開放的組織溝通與討論，尊重多元意見，共同解決問題。

## + Performance-Driven

We reward outstanding performance, establishing a system of timely recognition and incentives.

績效導向：鼓勵績效表現卓越的夥伴，建立即時獎勵制度。

# Development Strategy 發展策略

## + Product Strategy

Focus on European and American medical products, ensuring safety, efficacy, and high quality to meet diverse consumer needs.

**產品策略：**專注於美歐醫療產品，確保產品安全、有效、高品質，滿足消費者多元需求。

## + Market Strategy

Deepen our presence in the Taiwan market, establishing a professional medical brand image and gradually expanding into other Asian regions.

**市場策略：**深耕台灣市場，建立專業醫療品牌形象，逐步拓展至其他亞洲地區。

## + Channel Strategy

Collaborate with healthcare institutions, pharmacies, and online platforms to provide consumers with convenient purchasing options.

**通路策略：**與醫療院所、藥局、線上平台等合作，提供消費者便利的購買管道。

## + Talent Strategy

Attract and retain top talent, building a professional team to achieve the company's vision together.

**人才策略：**吸引並留住優秀人才，打造專業團隊，共同實現公司願景。

# Corporate Personality 企業個性

- |                       |  |                               |
|-----------------------|--|-------------------------------|
| <b>+ Professional</b> | Possessing deep regulatory and scientific expertise, we rigorously ensure product quality.                       | 專業：具備深厚的法規科學專業知識，嚴格把關產品品質。    |
| <b>+ Reliable</b>     | Providing safe and effective medical products, we earn the trust of consumers.                                   | 可靠：提供安全有效的醫療產品，值得消費者信賴。       |
| <b>+ Innovative</b>   | Continuously introducing advanced medical technologies, offering consumers new health and beauty experiences.    | 創新：不斷引進先進醫療科技，為消費者帶來新的健康美麗體驗。 |
| <b>+ Caring</b>       | Prioritizing consumer health, we provide expert consultation and services.                                       | 關懷：以消費者健康為優先，提供專業諮詢與服務。       |
| <b>+ Passionate</b>   | Driven by a passion for the healthcare industry, we are committed to improving the well-being of the population. | 熱忱：對醫療產業充滿熱情，致力提升國人健康福祉。      |

02

Logomark &

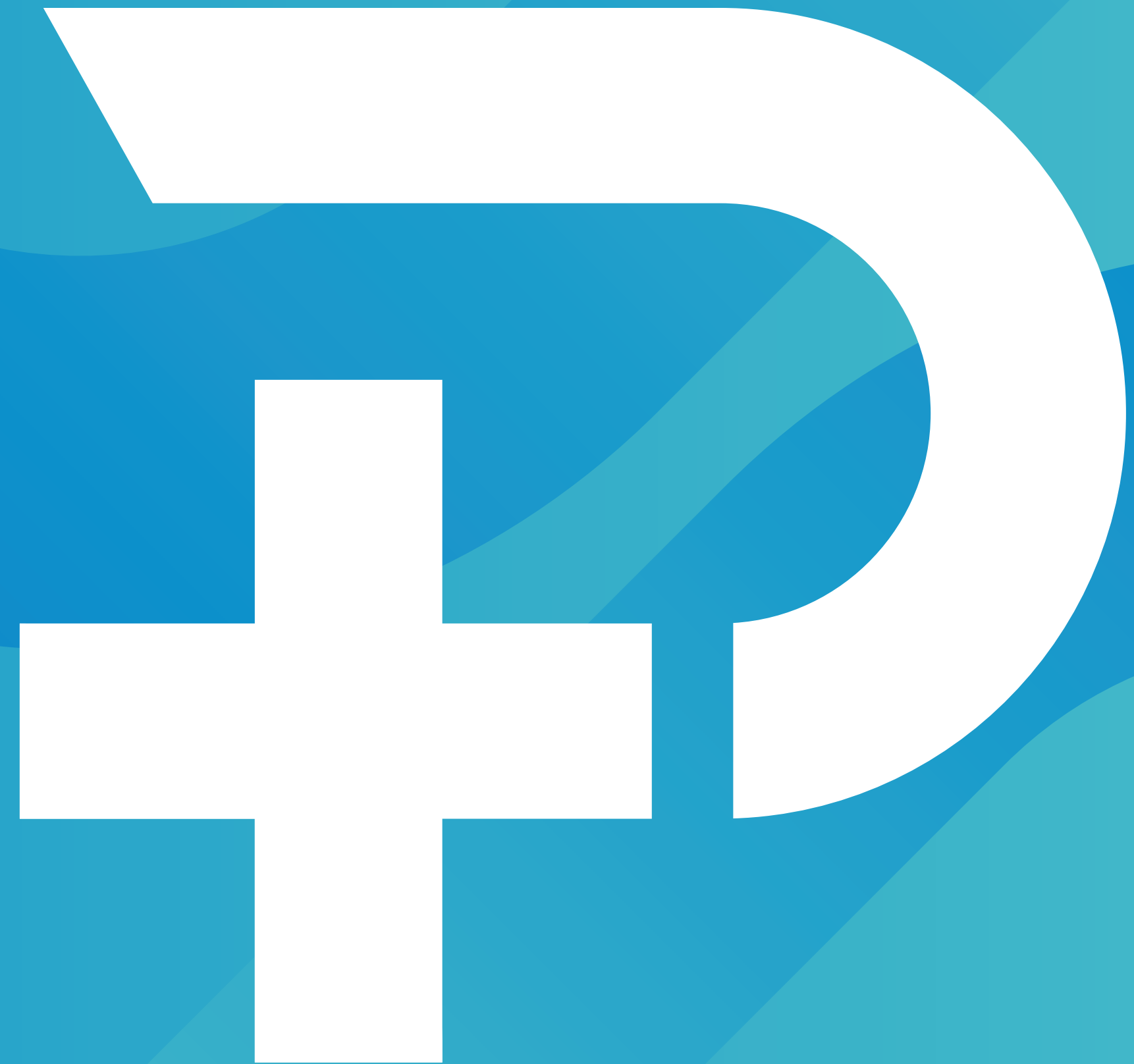
Logotype

商標與文字標

# Logomark 商標

The white logomark is highly adaptable, making it ideal for use on diverse backgrounds, especially darker or more intricate ones, ensuring the logo remains clearly visible and instantly recognizable.

白色標誌具有高度的適應性，特別適合用於各種背景，尤其是較暗或較複雜的背景，以確保標誌始終清晰可見並易於辨識。



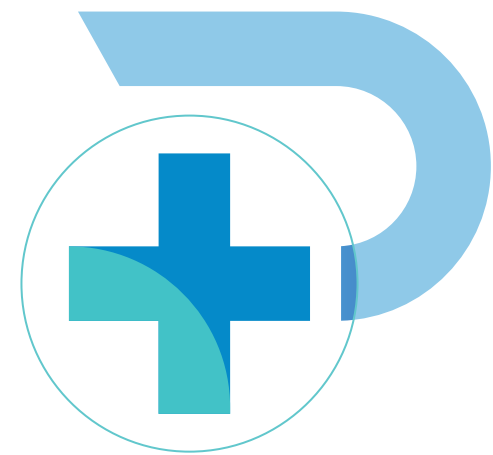
# Logomark 商標

Our logos are essential in conveying our identity, no matter where they appear. Proper usage ensures a cohesive representation of the Promise Biomedical brand.

The logomark symbolizes a pathway with a sense of depth, while maintaining simplicity and avoiding visual clutter. The logotype complements the logomark, creating an identity that is both approachable and distinctive.

我們的標誌是傳達品牌形象的關鍵元素，無論出現在哪裡，通過正確使用標誌，我們確立了一個能有效代表 Promise Biomedical 品牌的系統。

標誌圖形透過其維度感呈現出一條道路，同時保持簡約，避免視覺上的複雜性。標誌字型與圖形相輔相成，展現出親和且獨特的品牌形象。



+ Medical Cross  
醫療十字

---



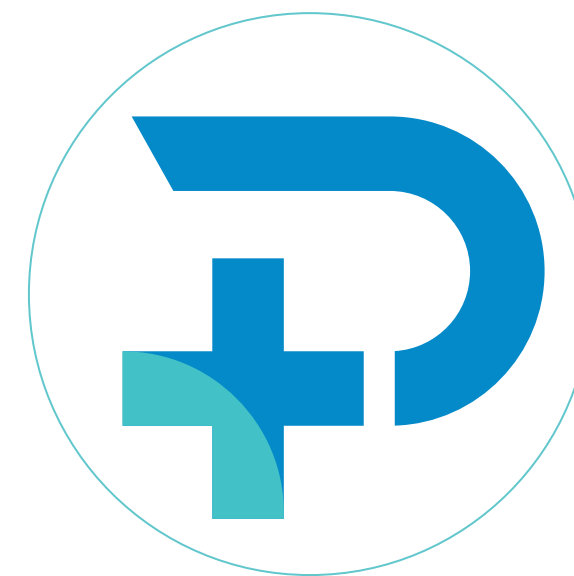
+ A hand to support patients and  
provide care.  
給予病患支持與照護的手

---



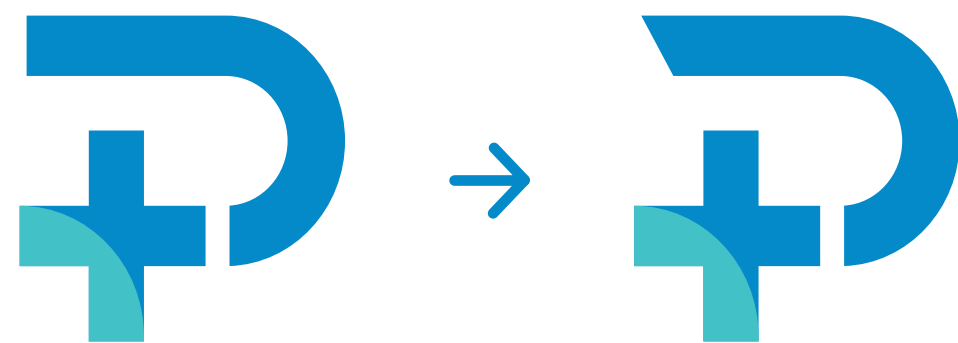
+ "P"romise Alphabet  
大寫字母 "P"

---



+ A guiding star to lead the  
medical industry in Taiwan.  
指引台灣醫療產業的北極星

---



Introduce a skew at the beginning of the “P” to suggest upward movement, symbolizing advanced technology.

在「P」的開頭加入傾斜效果，創造出上升的動感，象徵先進技術。

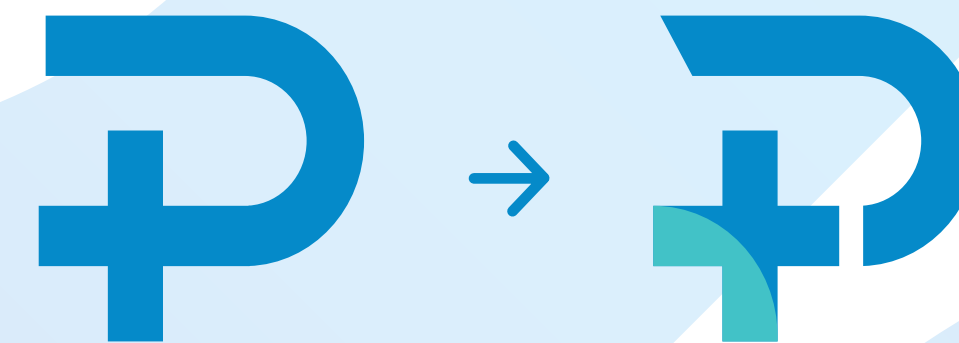


1. Incorporate an arch within the medical cross to create a more intricate and professional appearance.

在醫療十字內添加弧形，增添複雜性並營造出專業的印象。

2. Enhance the logo’s distinctiveness by incorporating unique characteristics that set it apart from similar designs.

增加更多獨特特徵，使標誌在類似設計中更具辨識度。



Separate the medical cross from the “P” to make the cross more easily identifiable.

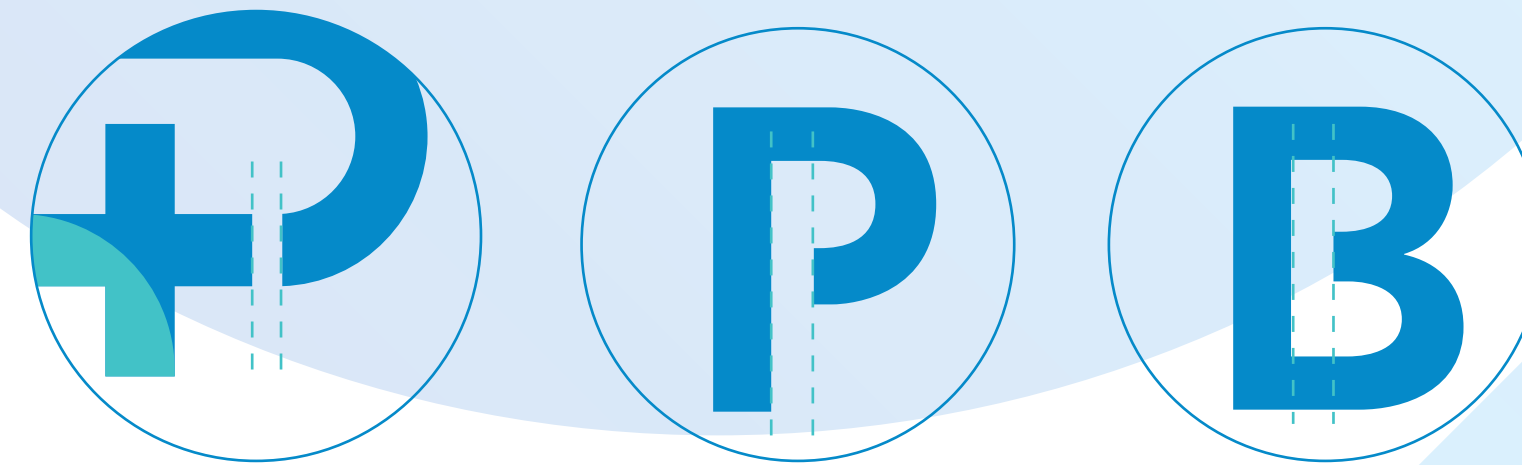
將醫療十字與「P」分開，使十字更易於識別。



Logomark & Logotype

+ Promise  
Biomedical  
Original Font - Area Normal

+ Promise  
Biomedical  
Logotype





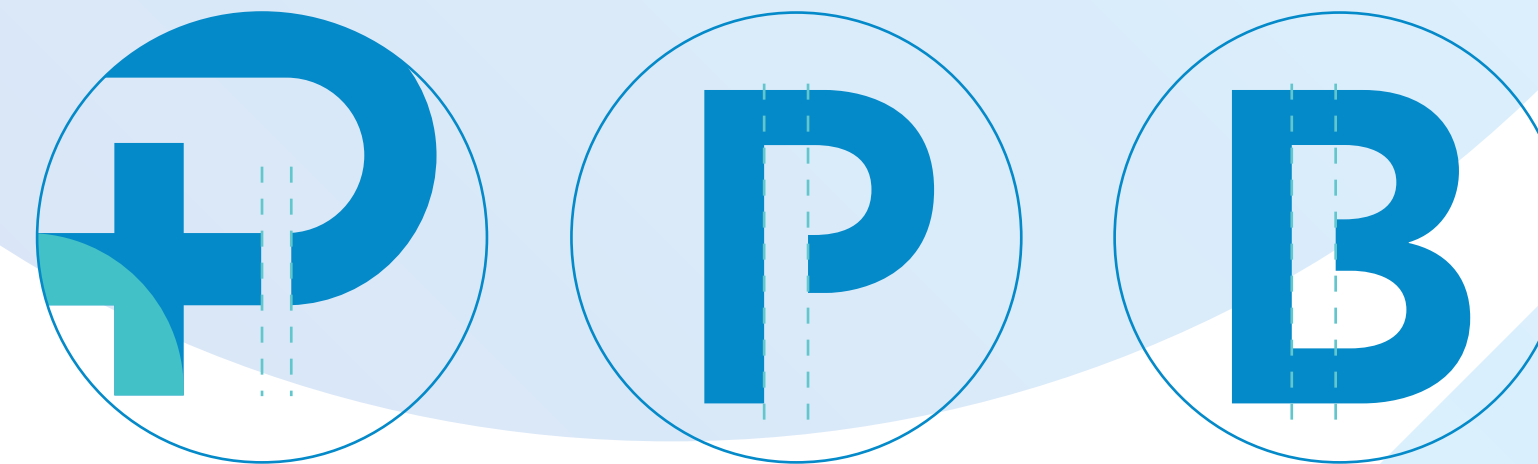
Logomark & Logotype

+  
**PROMISE  
BIOMEDICAL**

Original Font - Area Normal

+  
**PROMISE  
BIOMEDICAL**

Logotype



# Clear Space

## 淨空區域

To establish the minimum safety area, this example displays the logomark down scaled to 50%.

No other graphics or text should intrude into this space, ensuring the logomark's visibility and impact are preserved.

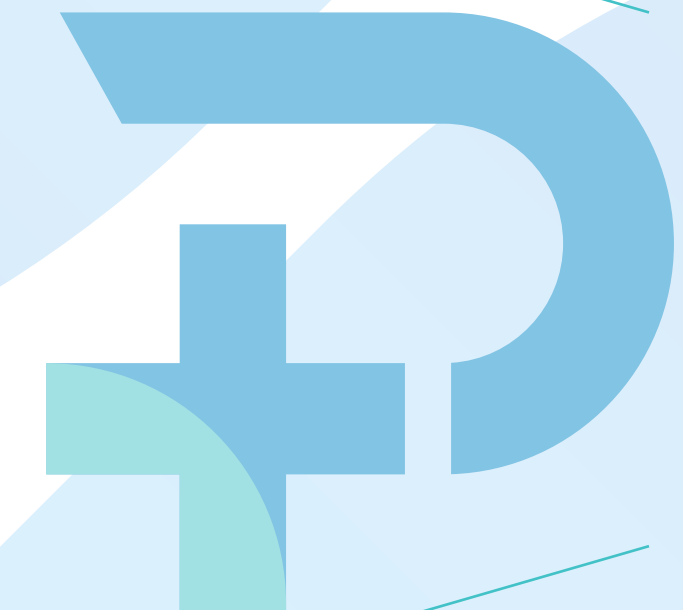
為定義最小安全區域，該示例顯示了縮放至 50% 的標誌圖形。

在此區域內，不應有其他圖形或文字侵入，以確保標誌的可見性和效果得以保留。



Logomark at 100%  
100%大小商標

## Logomark & Logotype



Scaling the logomark to 50% helps define the safety margin.  
將標誌圖形縮放至 50% 有助於確定安全邊距。

# Clear Space

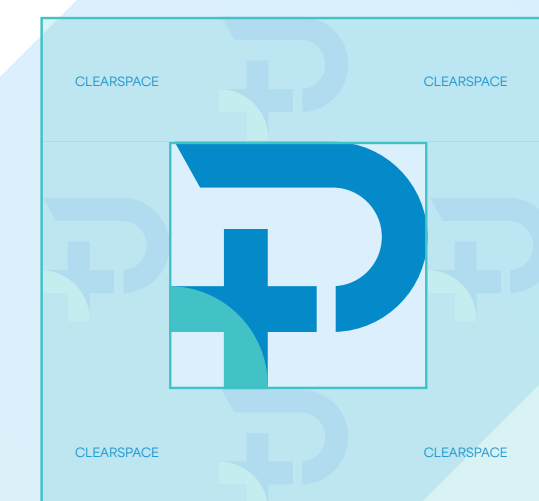
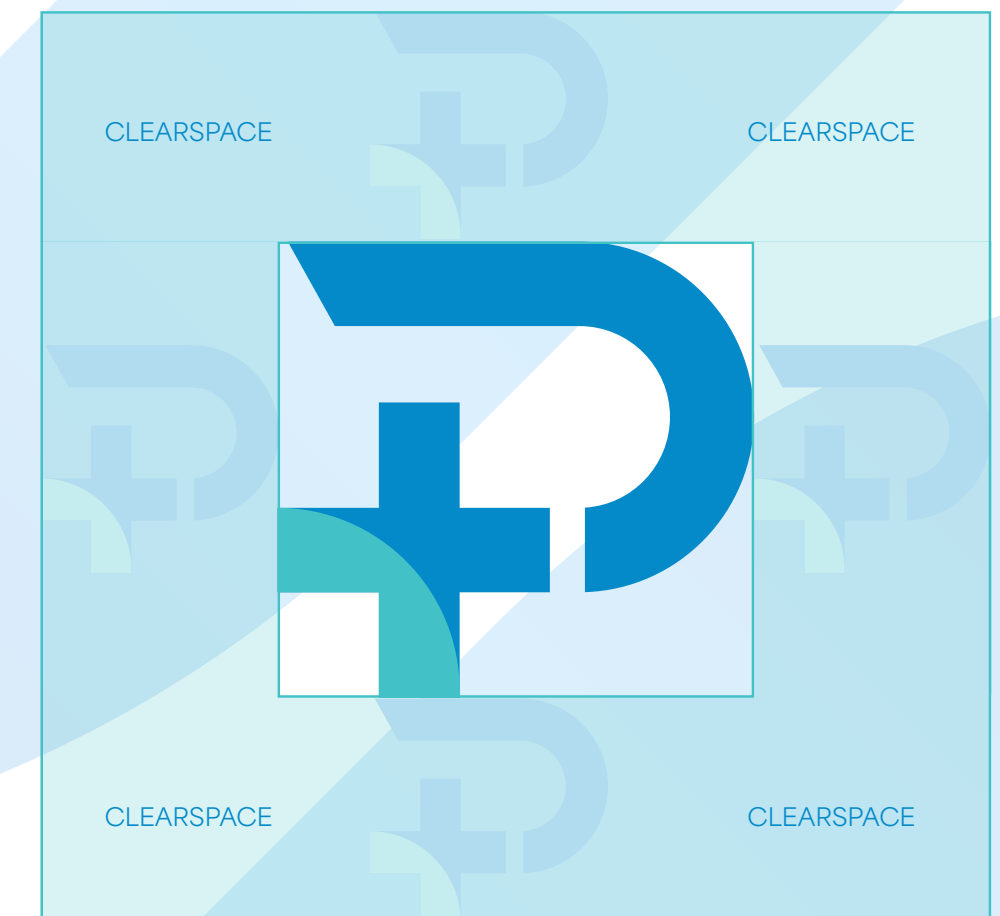
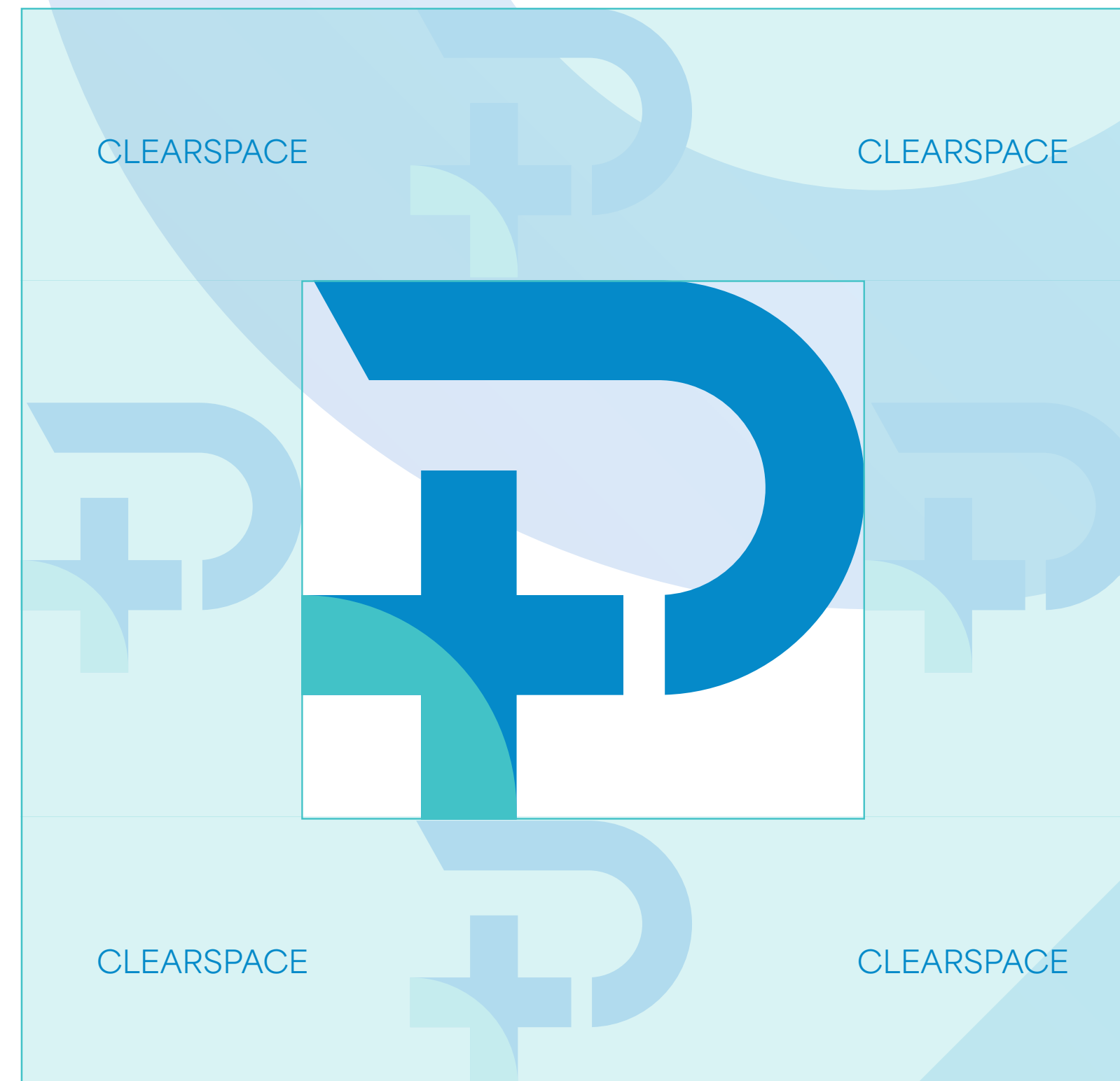
## 淨空區域

To establish the minimum safety area, this example displays the logomark down scaled to 50%.

No other graphics or text should intrude into this space, ensuring the logomark's visibility and impact are preserved.

為定義最小安全區域，該示例顯示了縮放至 50% 的標誌圖形。

在此區域內，不應有其他圖形或文字侵入，以確保標誌的可見性和效果得以保留。



# Clear Space - Extreme case

## 淨空區域 – 極端情況

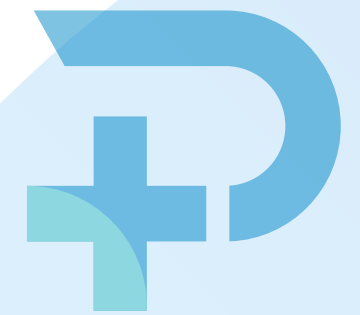
In very small areas, ensure that the clear space around the logomark is at least 25% of its width. This maintains the logomark's clarity and distinction.

在非常狹小的區域中，確保標誌周圍的空白區域至少為標誌寬度的 25%。這樣可以保持標誌的清晰度和辨識度。

Logomark at 100%  
100%大小商標



Logomark & Logotype



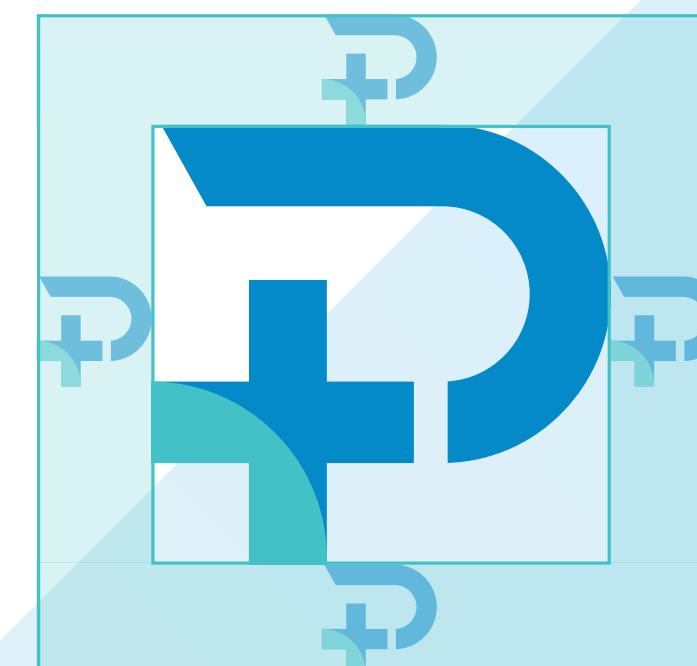
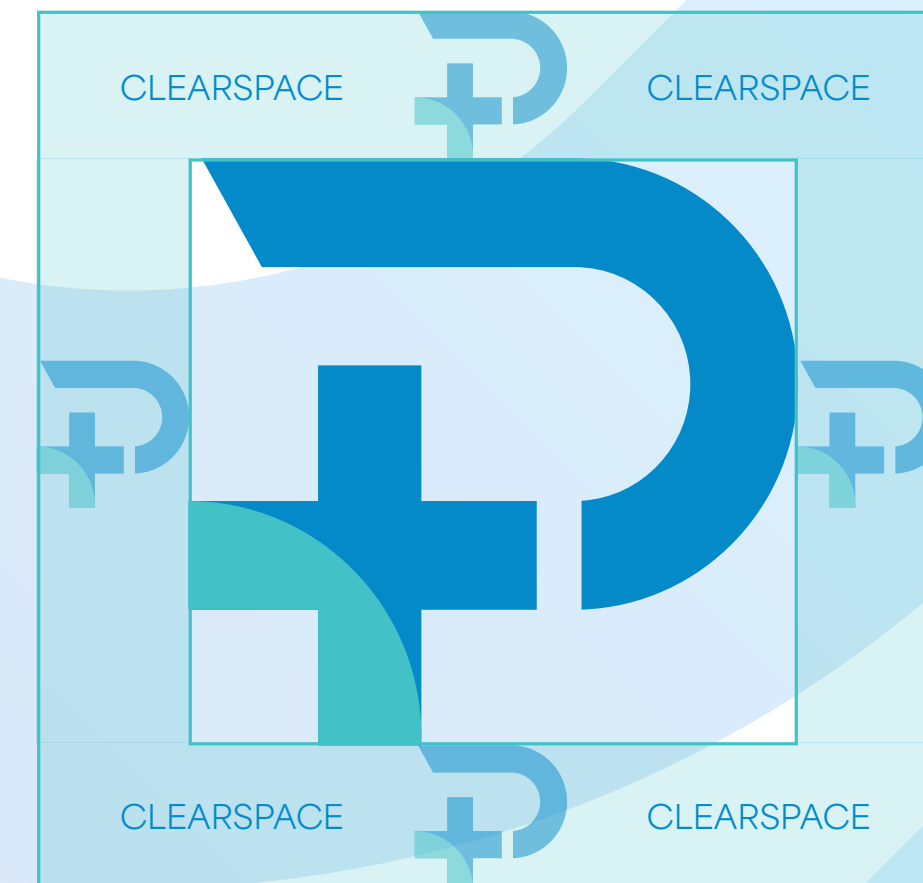
Scaling the logomark to 25% helps define the safety margin.  
將標誌圖形縮放至25% 有助於確定安全邊距。

# Clear Space - Extreme case

## 淨空區域 – 極端情況

In very small areas, ensure that the clear space around the logomark is at least 25% of its width. This maintains the logomark's clarity and distinction.

在非常狹小的區域中，確保標誌周圍的空白區域至少為標誌寬度的 25%。這樣可以保持標誌的清晰度和辨識度。



# Clear Space - Huge and far

淨空區域 – 極大極遠

When using a Logomark, it can be difficult to see it clearly in highway situations. Please use 1/7 to 1/10 of the billboard size as the minimum reference.

使用單一Logomark時，在高速公路的情境之下難以看見全貌，請以看板的1/7 到 1/10 大小作為最小基準



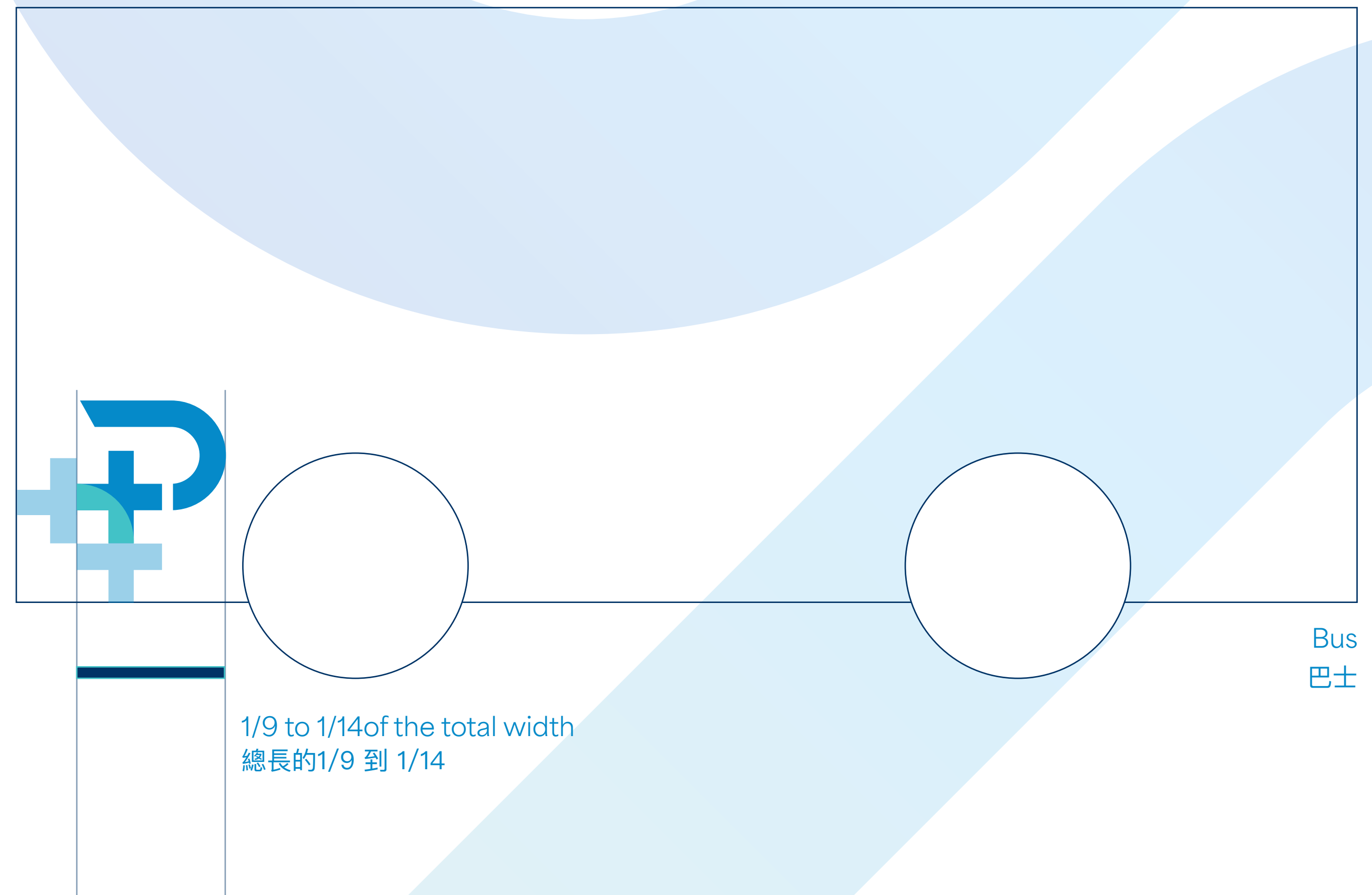
# Clear Space - Huge and normal distance

## 淨空區域 – 極大正常距離

Use the bottom edge of the logo  
as the clear space and boundary.  
以Logo下緣作為淨空區域與邊界

When using a Logomark in a bus context,  
please use 1/9 to 1/14 of the billboard size  
as the minimum reference.

使用單一Logomark時，在公車的情境之下  
請以看板的1/9 到 1/14 大小作為最小基準





The primary logomark should always be scaled proportionally to maintain its original dimensions.

Ensure that the logomark is not scaled below 7.5 mm in height for print or 64 pixels in height and width for on-screen use. This helps prevent any loss of quality and ensures visibility.

主要標誌圖形應始終按原始比例縮放，以保持其原始尺寸。

請確保標誌圖形在印刷時高度不低於 7.5 毫米，並且在螢幕上使用時高度和寬度不低於 64 像素。這樣可以防止標誌質量和可見度下降。

**-Normal size-  
Minimum Scale  
Print - 12.5 mm**

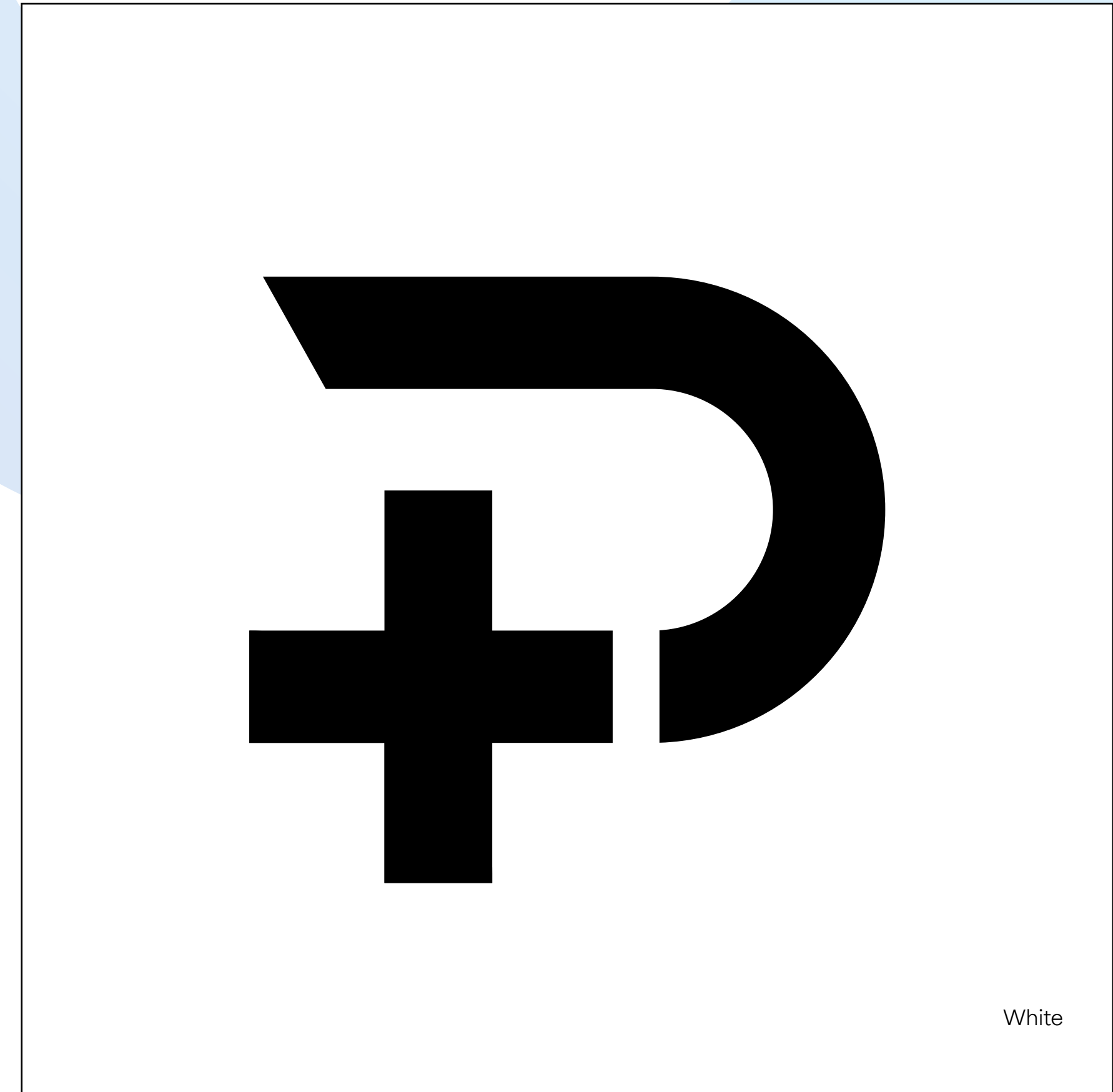
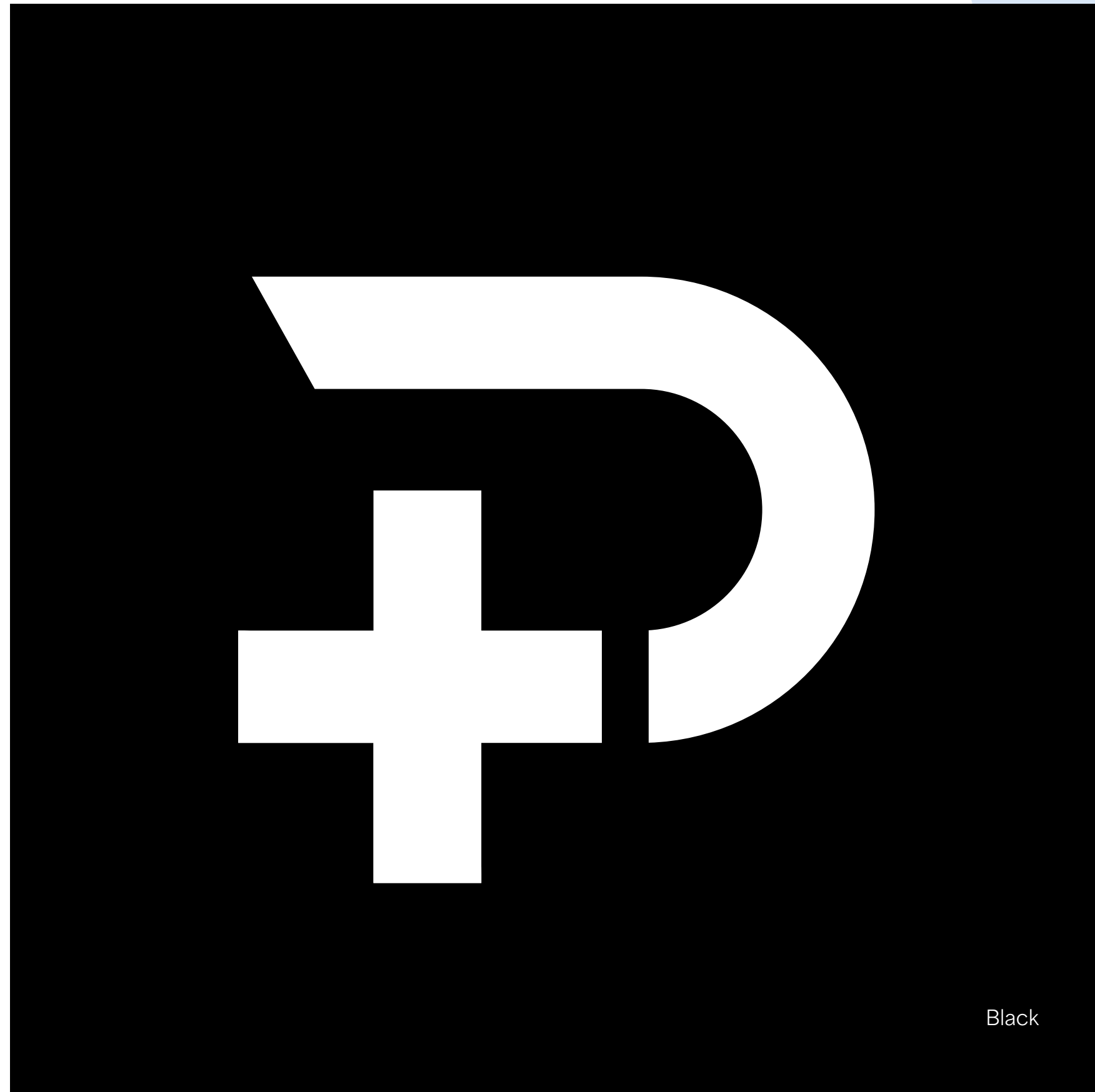
正常狀態  
印刷最小大小  
12.5 mm

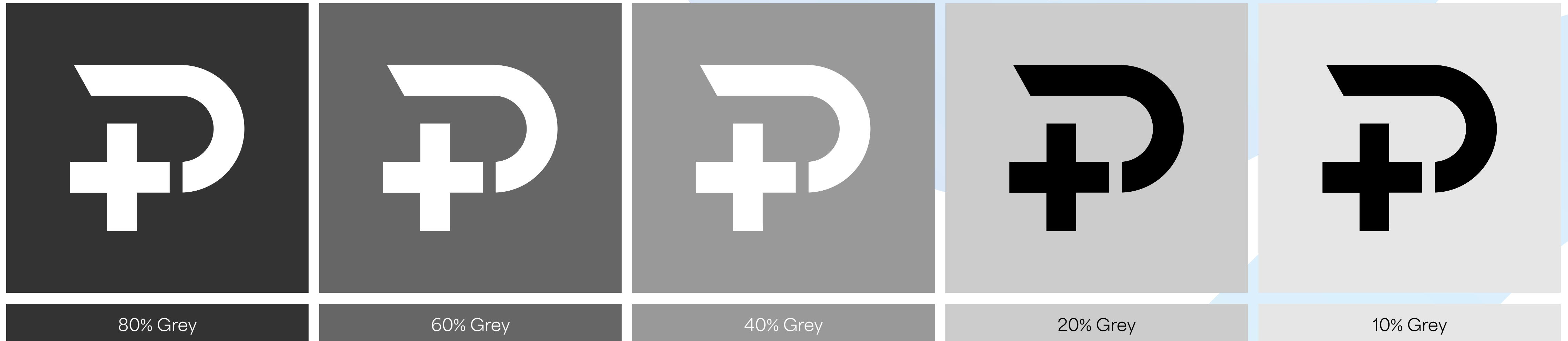
**-Normal size-  
Minimum Scale  
Digital - 64 px**

正常狀態  
螢幕最小大小  
64px

**- Extreme case -  
Minimum Scale  
Print - 7.5mm**

極端狀態  
印刷最小大小  
7.5 mm





# Don't do these to logo

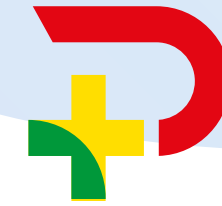
## 商標禁止事項



Don't outline the logomark +  
禁止將商標外框化



Do not crop the logo +  
禁止裁切商標



Only use colors specified in the brand guidelines. Avoid +  
using any colors that are not included in the instructions.  
禁止任意使用未指定的顏色



Rotation is not allowed +  
請勿旋轉



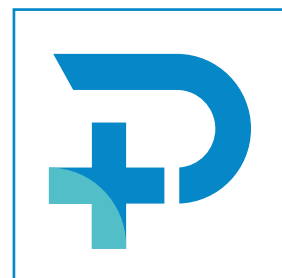
Do not stretch or compress the logo +  
請勿拉伸或變形



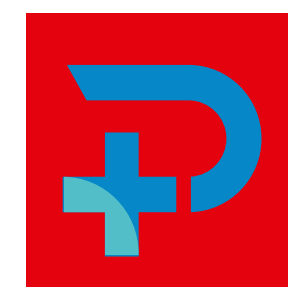
Do not use shadow +  
請勿使用陰影



Do not flip the logo +  
請勿反轉



Don't use a container around the logo +  
請勿使用框限圍繞



Do not use the logo on unapproved backgrounds. +  
請勿使用未核准的色彩做為商標背景



# Logomark & Logotype - Wordmark Layout Screen & Print Stander

標誌圖形與標誌字型 字標佈局 – 螢幕與印刷 標準版

## + Chinese & English Layout



## + Chinese Layout



## + English Layout



## + Long Style Layout





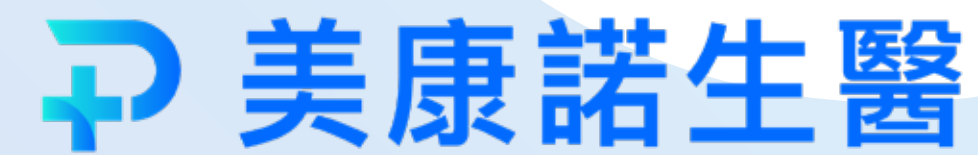
## Logomark & Logotype - Wordmark Layout Special Colour

標誌圖形與標誌字型 字標佈局 - 特殊色版

### + Chinese & English Layout



### + Chinese Layout



### + English Layout



### + Long Style Layout

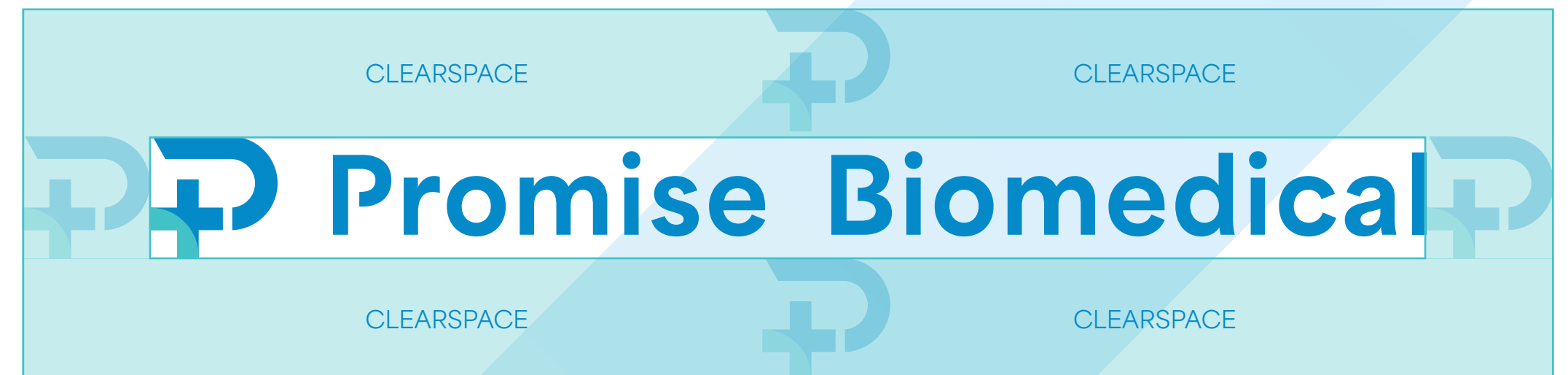
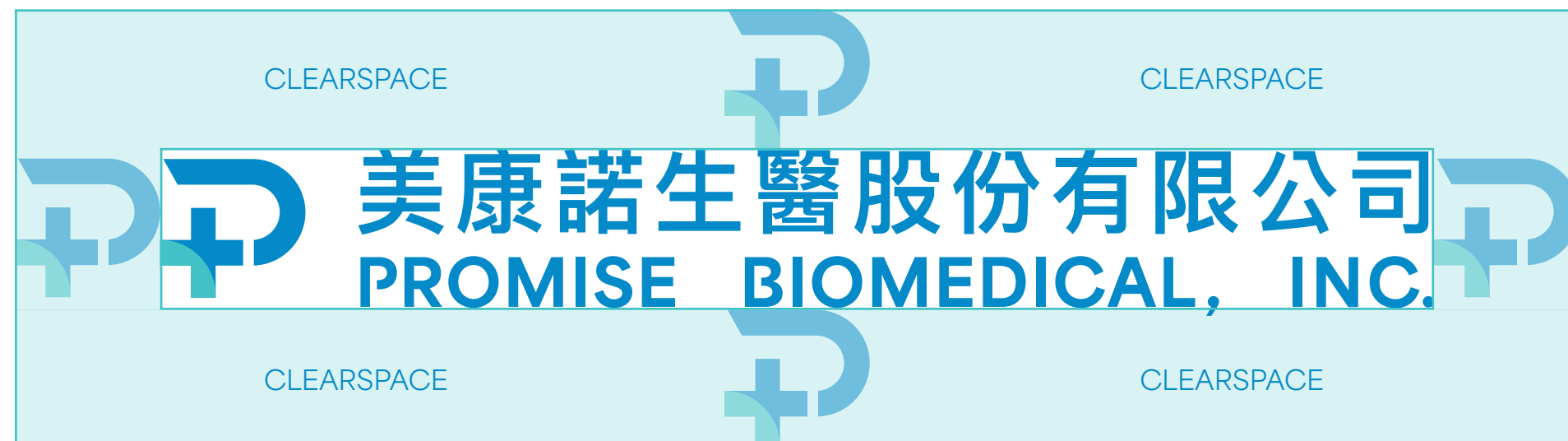
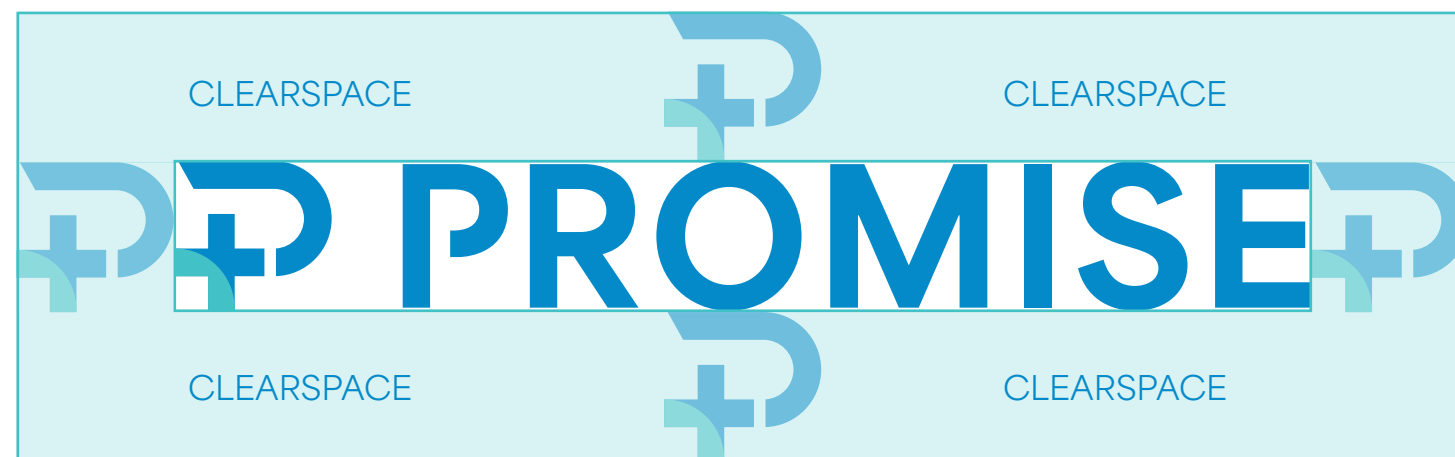


# Clear Space

## 淨空區域

Apply this rule to every logo in use. Ensure that the clear space around the logo is consistently maintained, regardless of its size. This area must remain unobstructed by other graphics or text to preserve the logo's visibility.

將此規則應用於所有使用中的標誌。無論標誌的大小如何，都必須確保清晰空間得到一致的維護。此區域必須保持無任何其他圖形或文字，以保留標誌的可見性。



# Clear Space - Huge and far

## 淨空區域 – 極大極遠

When using a logo, it can be difficult to see it clearly in highway situations. Please use 1/3 of the billboard size as the minimum reference.

使用Logo時，在高速公路的情境之下難以看見全貌，請以看板的1/3大小作為最小基準

Please use the size of one logo as both the minimum clear space and the minimum boundary.

請以一個LOGO作為淨空區域與最小邊界



# Clear Space - Huge and normal distance

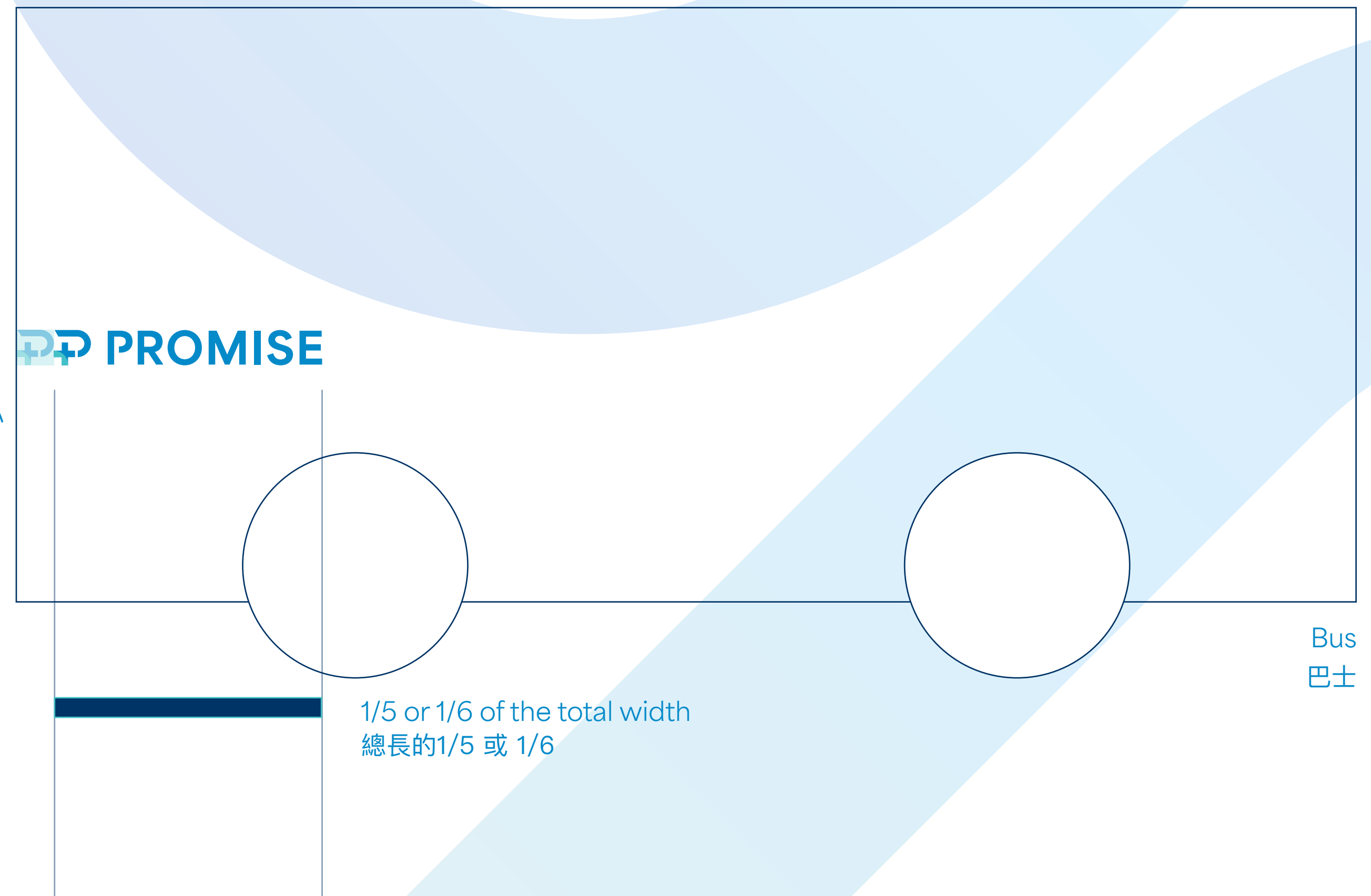
## 淨空區域 – 極大正常距離

Please use the size of one logo as both the minimum clear space and the minimum boundary.

請以一個LOGO作為淨空區域與最小邊界

When using a logo in a bus context, please use 1/5 or 1/6 of the billboard size as the minimum reference.

使用logo時，在公車的情境之下請以看板的1/5 或 1/6 大小作為最小基準





Duplicate the logo without altering its size and use it as the margin.

Ensure that the beginning of the logo is aligned with the "P" and "B."

複製標誌而不改變其大小，並將其用作邊距。確保標誌的起始部分與“P”和“B”對齊。

Promise Biomedical

Promise Biomedical

段落範例

Promise team has over 10 years of experience across sales and marketing, regulatory compliance, and supply chain management in the MedTech industry.

We look forward to building strong partnerships with leading global consumer health companies to bring safe and effective medical products with the highest quality into Taiwan.

段落範例

We believe everyone in Taiwan has the right to access safe and effective medical products built with the highest quality. We are committed to safeguarding the personal health and beauty of Taiwanese people.

Applying regulatory science, we fulfill our promise by bringing world-leading consumer medical products into Taiwan, which makes us a trustworthy distributor for our customers and business partners.

該規則適用於螢幕和印刷

The same rule can be applied to both screen and print

#003366

#000000



## Logomark & Logotype - Wordmark Layout Vertical layout

標誌圖形與標誌字型 垂直佈局 - 螢幕與印刷 標準版





## Logomark & Logotype - Wordmark Layout Vertical layout - Special Colour

標誌圖形與標誌字型 垂直佈局 - 特殊色版

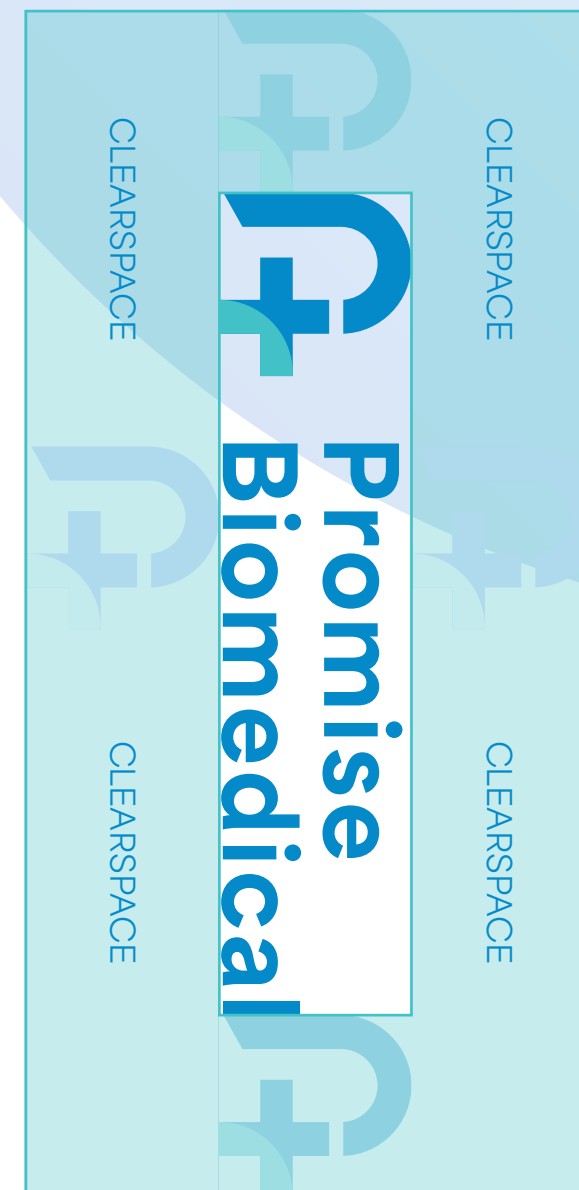


# Clear Space

## 淨空區域

Apply this rule to every logo in use. Ensure that the clear space around the logo is consistently maintained, regardless of its size. This area must remain unobstructed by other graphics or text to preserve the logo's visibility.

將此規則應用於所有使用中的標誌。無論標誌的大小如何，都必須確保清晰空間得到一致的維護。此區域必須保持無任何其他圖形或文字，以保留標誌的可見性。



# Clear Space - horizontal

## 淨空區域 - 直式

Vertical layout is not recommended for banners and buses; it is suitable only for vertical advertisements such as advertising flags

直式排版不建議使用於Banner還有巴士，只適合用於廣告直式旗幟等直式廣告品。

Please use the size of one logo as both the minimum clear space and the minimum boundary.

請以一個LOGO作為淨空區域與最小邊界

It should be at least greater than 1/3 of the total length.  
至少大於總長的1/3





# Minimum size

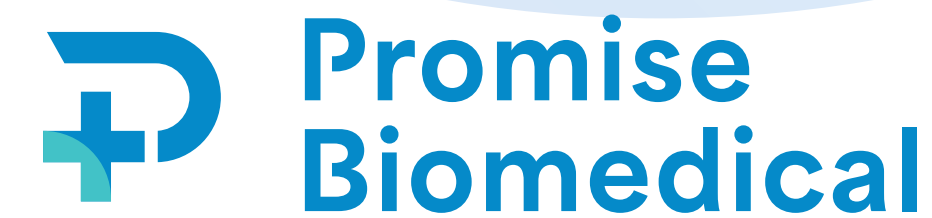
## 最小尺寸

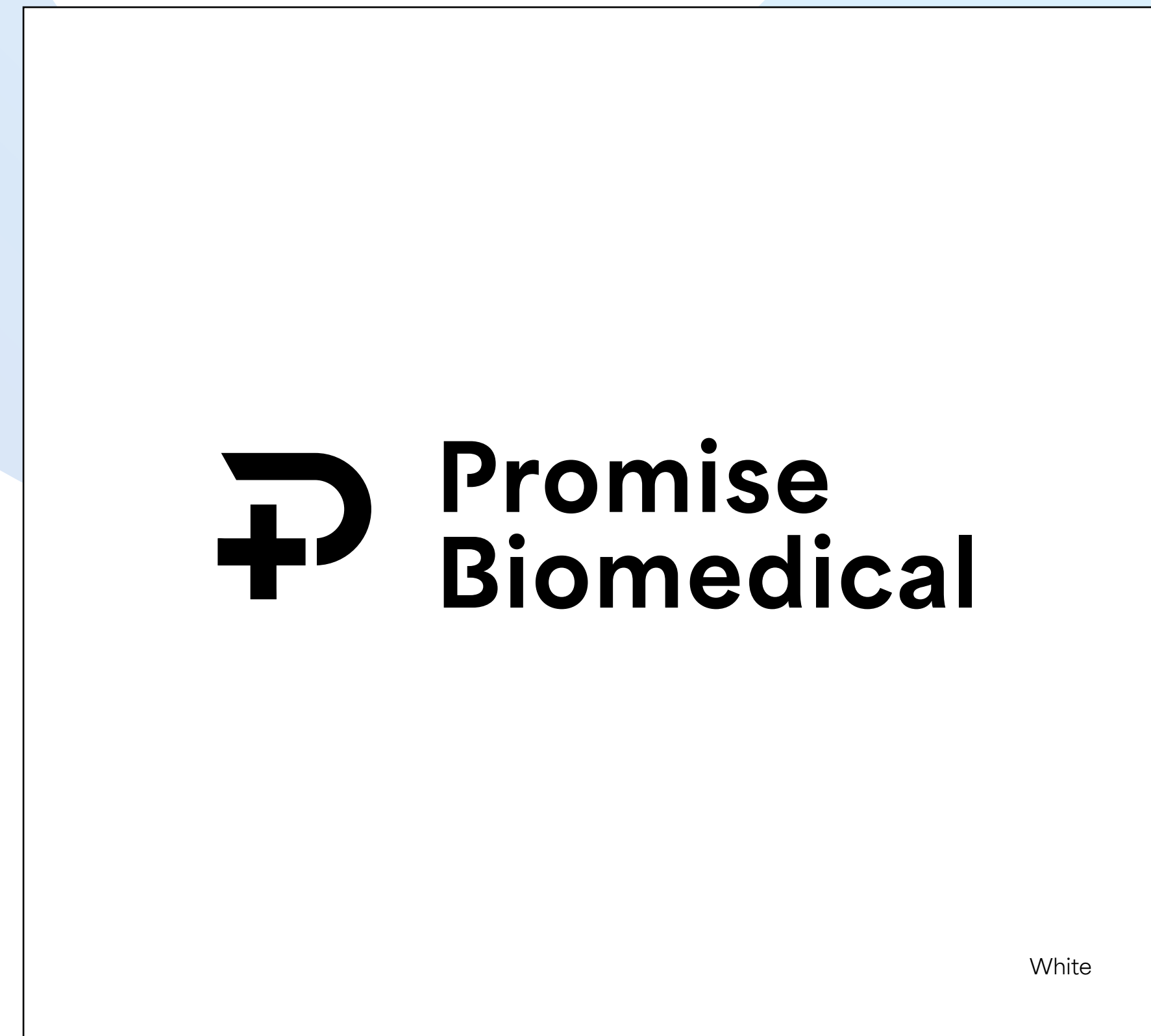
Minimum Scale Requirements:

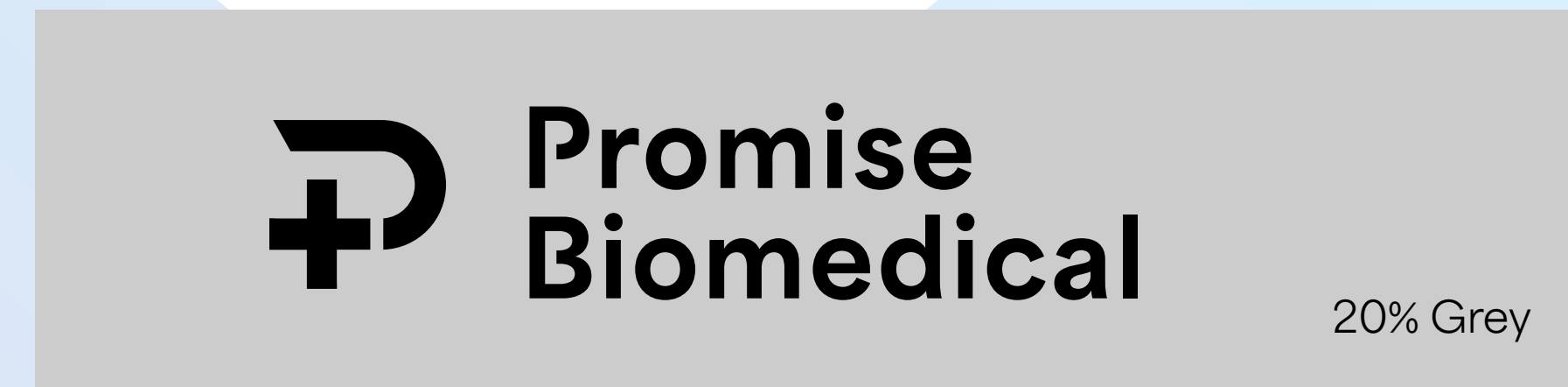
Print: 8 mm in height  
Screen: 27 px in height

Always scale the primary logotype while preserving its original proportions. Ensure that the logotype is not scaled down below 8 mm in height for print or 27 pixels in height for screen use to prevent any degradation of the mark.

在縮放主要標誌時，請保持其原始比例。確保標誌在印刷中高度不低於 8 毫米(mm)，或在螢幕使用中高度不低於 27 像素(px)，以避免標誌品質下降。







# Don't do these to wordmark layout

## 商標禁止事項



Don't outline the logomark +  
禁止將商標外框化



Rotation is not allowed +  
請勿旋轉



Do not flip the logo +  
請勿反轉



Do not crop the logo +  
禁止裁切商標



Do not stretch or compress the logo +  
請勿拉伸或變形



Don't use a container around the logo +  
請勿使用框限圍繞



Only use colors specified in the brand guidelines. Avoid using any colors that are not included in the instructions. +  
禁止任意使用未指定的顏色



Do not use shadow +  
請勿使用陰影



Do not use the logo on unapproved backgrounds. +  
請勿使用未核准的色彩做為商標背景

# Logo Usage - combination

## 商標使用方式 – 圖文

During the initial stages of the new brand reveal, the logo and word should be used frequently. This approach helps people associate the name with the mark, thereby reinforcing brand recognition.

在新品牌揭示的初期階段，應頻繁使用圖文標誌。這有助於讓人們將品牌名稱與標誌聯繫起來，從而加強品牌識別度。



✓

 **Promise  
Biomedical**

使用佈局標誌時，避免在其他區域重複使用標誌和文字標誌。

When using the layout logomark, avoid repeating the mark and wordmark in other areas.



✗

 **Promise  
Biomedical** **Promise  
Biomedical** **Promise  
Biomedical**

使用佈局標誌時，避免在其他區域重複使用標誌和文字標誌。

When using the layout logomark, do not repeat the mark and wordmark elsewhere.

# Loge Usage - Logo

## 商標使用方式

The logomark can appear alone when necessary. However, the wordmark can support the logomark if it helps clarify the brand's presence in context. Additionally, the wordmark can act as a grounding element if there is excessive negative space in the layout.

標誌在必要時可以單獨顯示。然而，若在上下文中能夠幫助澄清品牌存在，文字標誌可以輔助標誌。此外，如果佈局中存在過多的負空間，文字標誌也可以作為穩定元素使用。

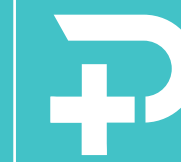
When using the logomark, the wordmark can also appear on the page.

Ensure that it is not positioned too close to the logomark to avoid creating the appearance of a different lock-up.

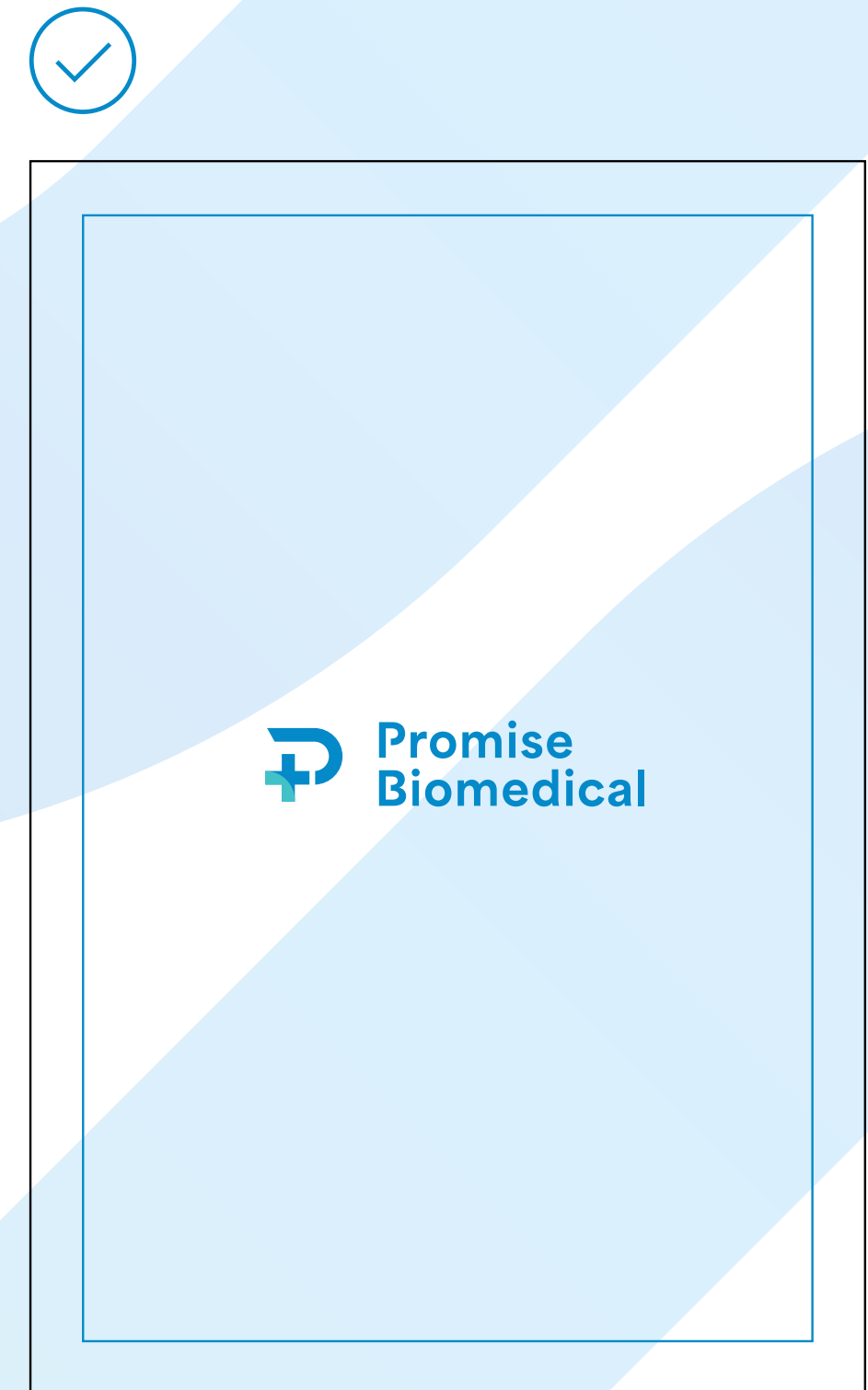
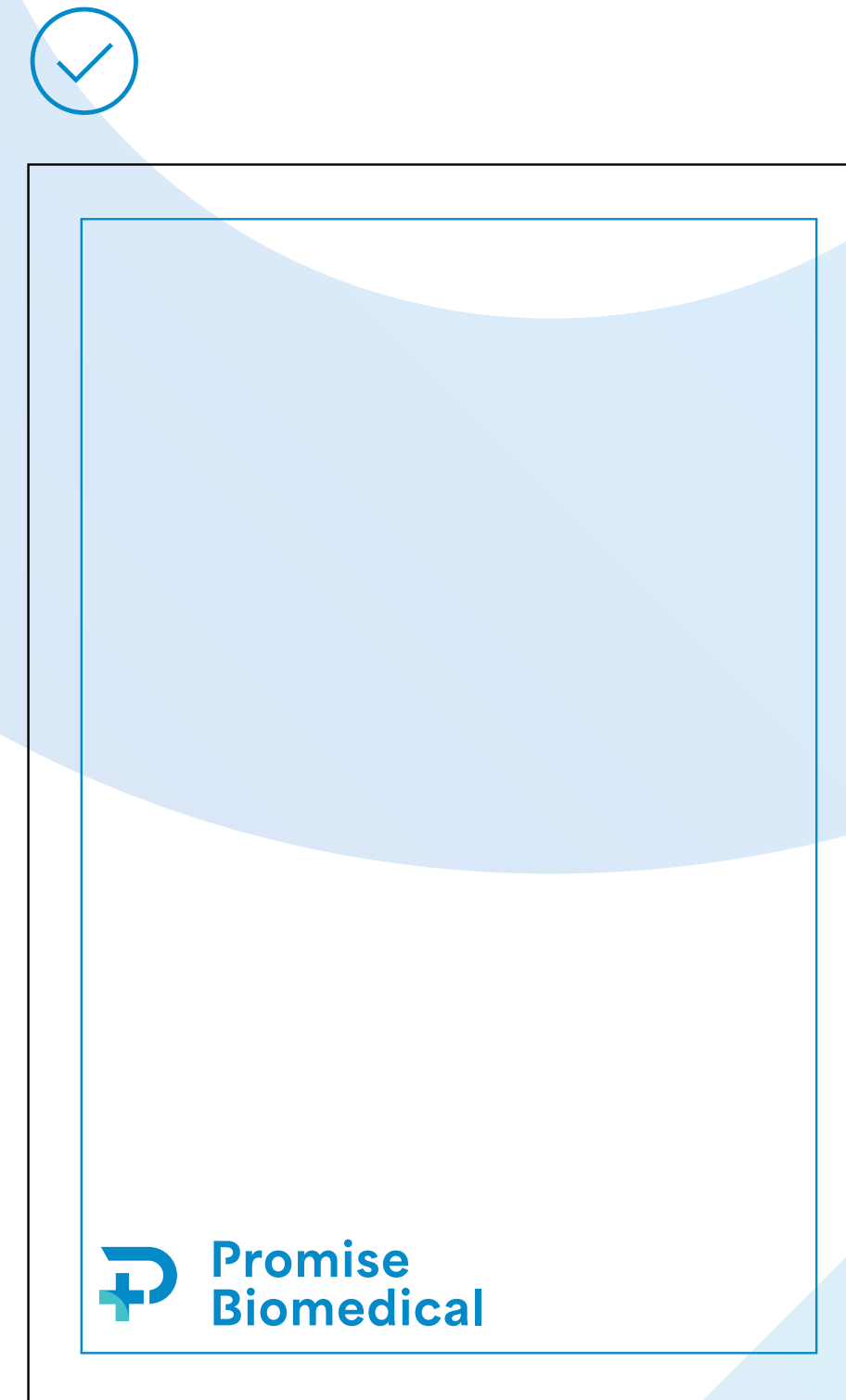
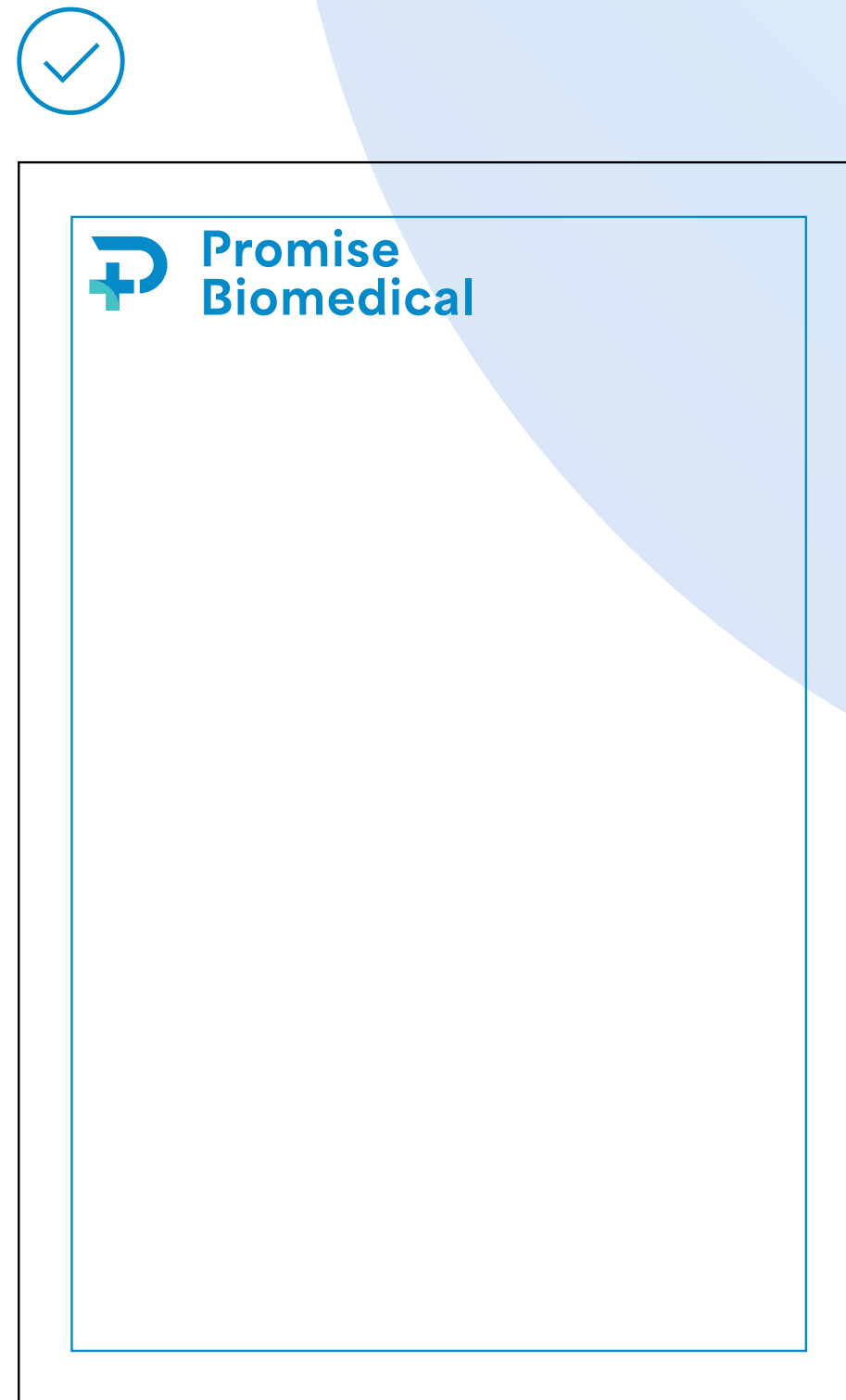
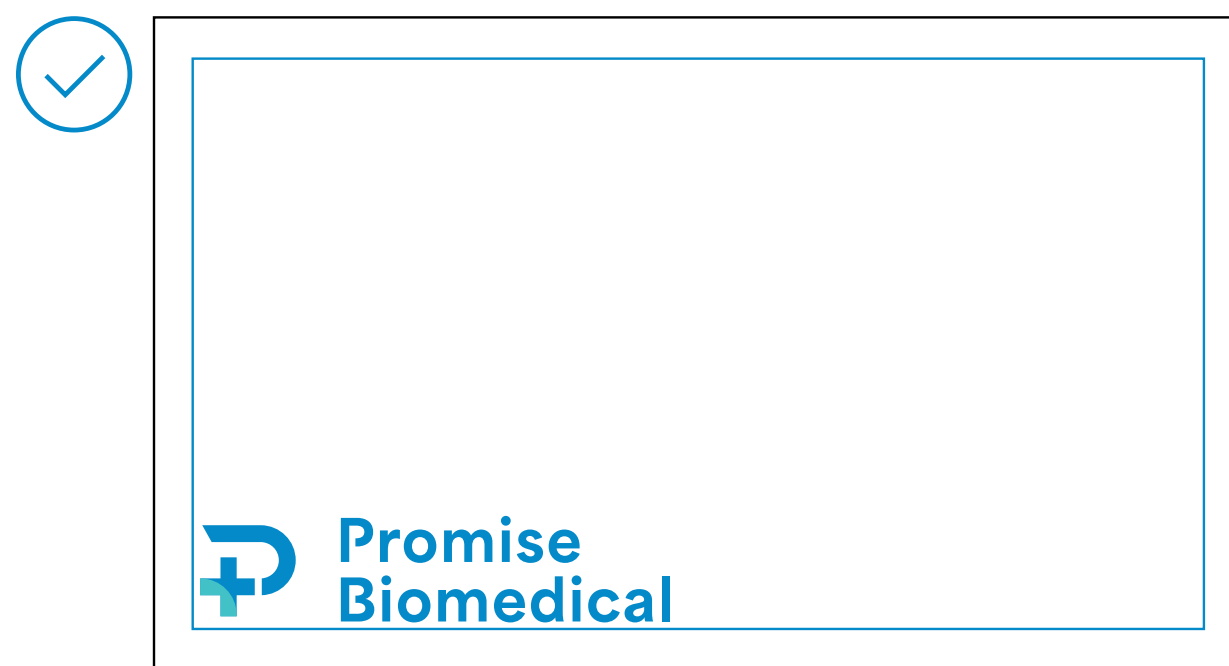
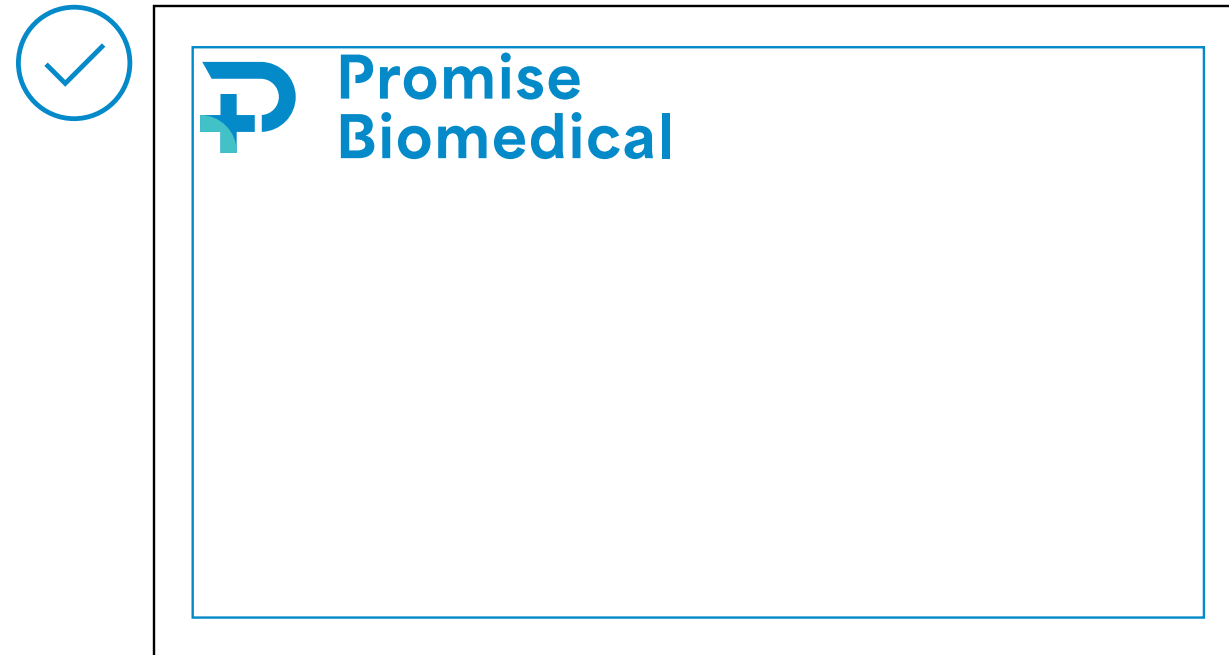
使用標誌時，文字標誌也可以出現在頁面上。請確保文字標誌與標誌之間的距離足夠，以避免產生不同的圖文標誌效果。

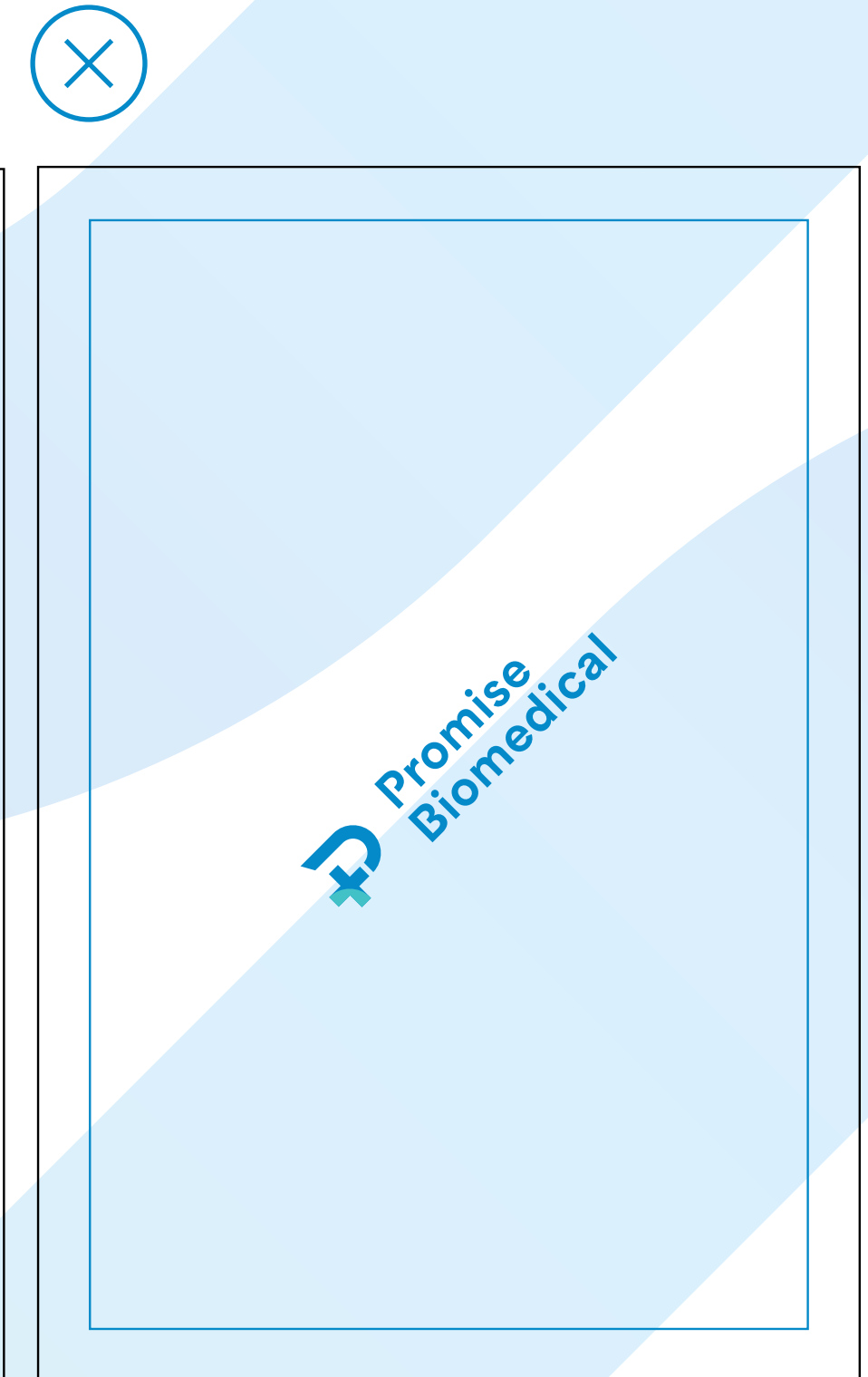
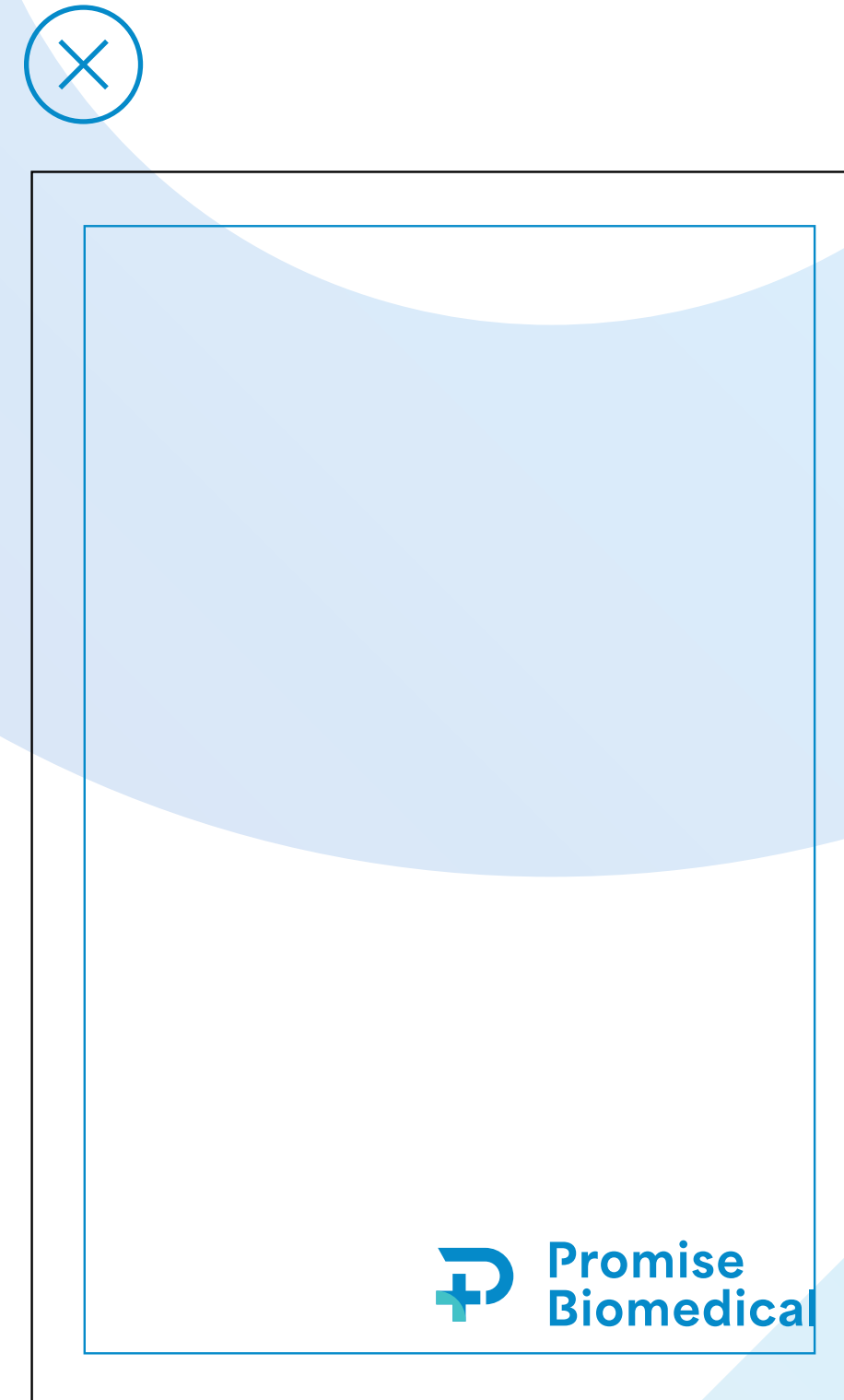
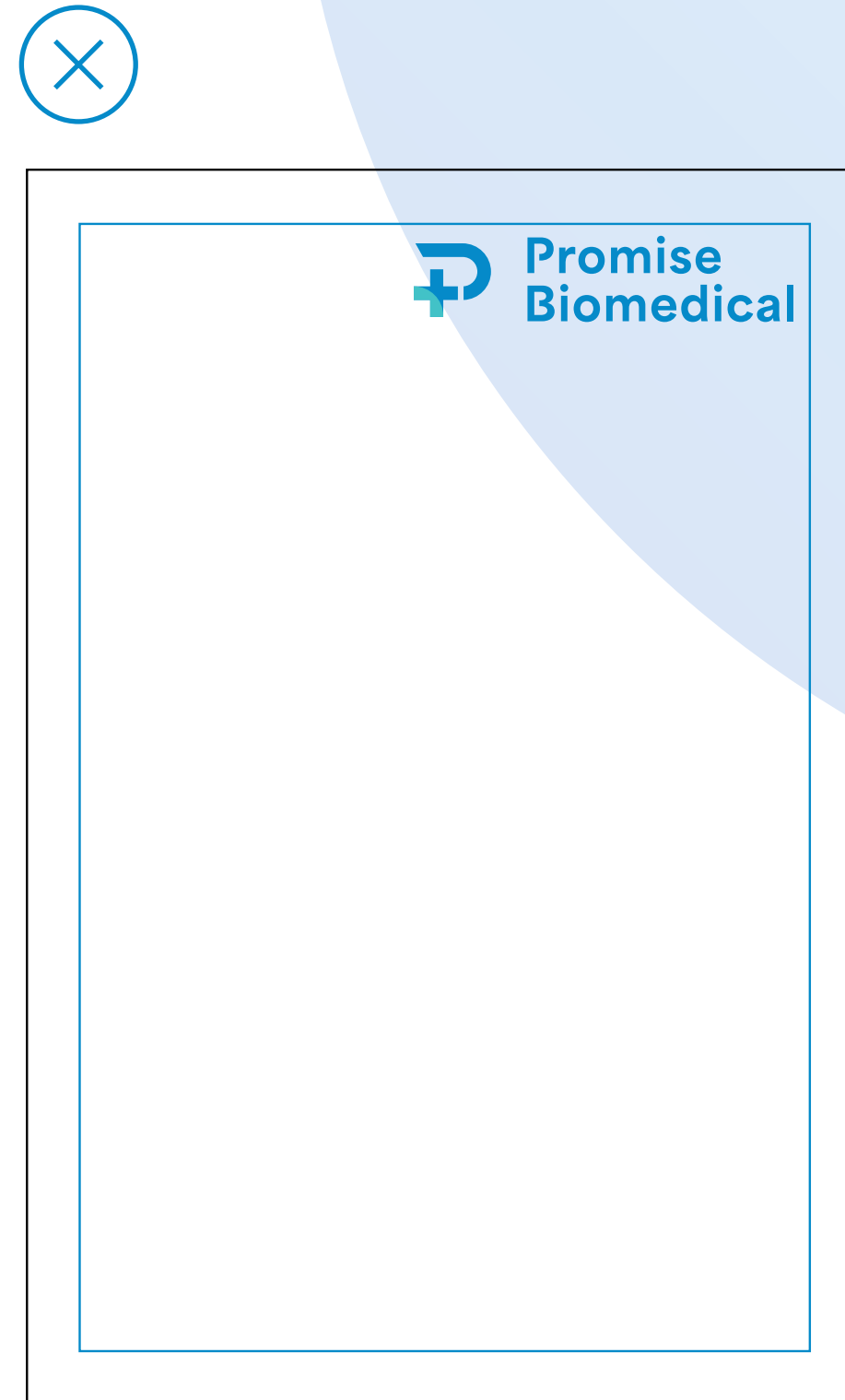
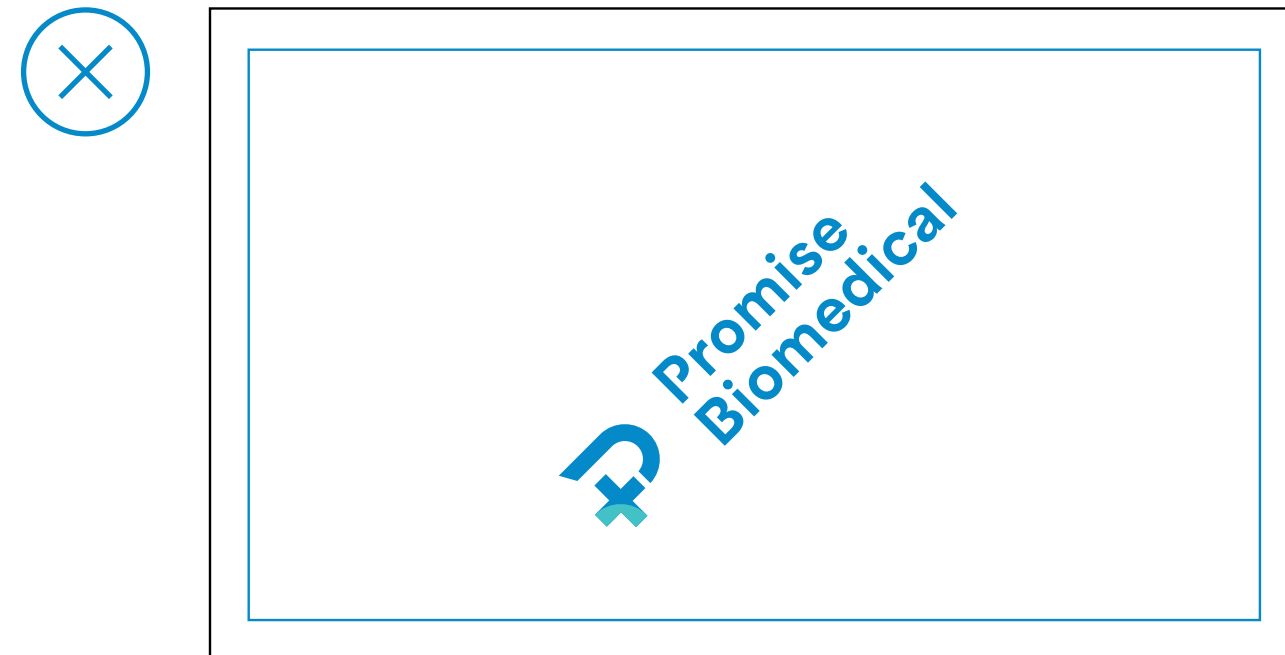
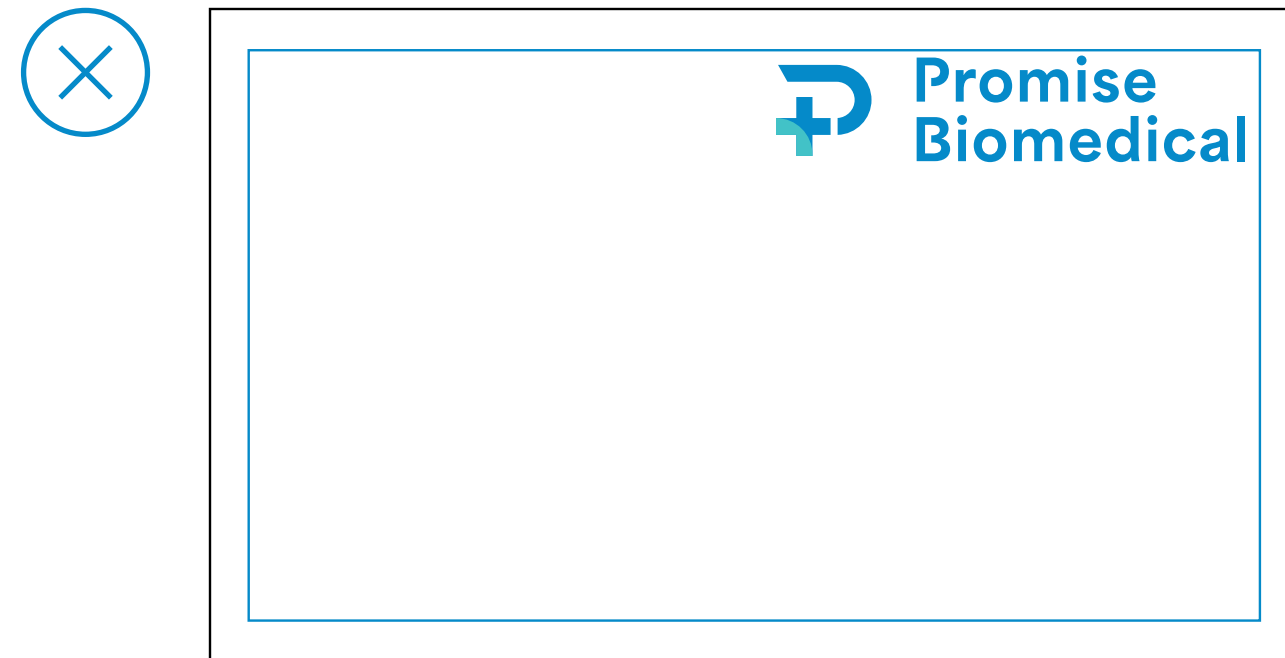
The wordmark should not appear if the word "Promise" is prominently displayed at a large scale in the layout to avoid redundancy.

如果在佈局中大比例顯示了“Promise”一詞，則不應出現文字標誌，以避免重複。

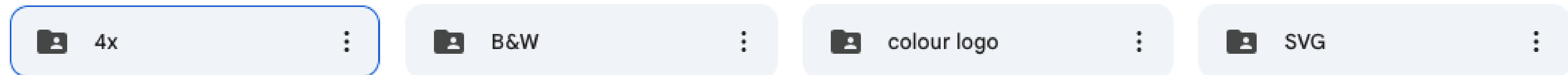


**Promise  
Biomedical**





### Folders



### Files

更新版本後只保留四款資料夾作為使用

原先X1 – X4的差別為解析度之差異，後需只保留X4作為最好解析度的使用標準

B&W為黑白LOGO檔案存放區

Colour Logo 的部分為純Logomark的存放區

SVG為向量檔案，故不會產生鋸齒與模糊現象，多數軟體能夠直接存取使用，建議使用此檔案來獲取最佳品質。

X1 - X4: Originally differentiated by resolution, only X4 will be kept as the standard for the highest resolution.  
B&W: Storage for black-and-white logo files.  
Colour Logo: Reserved for storing the pure logomark files.  
SVG: Vector files that prevent jagged edges and blurriness. Most software can access these directly, and using these files is recommended to ensure the best quality.

03

# Colour Palette

色彩規劃

# Colour Palette

## 色彩規劃

Promise Biomedical's color palette conveys trust, reliability, and a professional medical atmosphere. The balanced and structured use of color is essential to the brand's overall identity.

Promise Biomedical 的色彩調色板傳達了信任、可靠性和專業的醫療氛圍。色彩的平衡和結構化使用對品牌整體形象至關重要。

<p>主色 – 商標 <b>Primary Colour - Logo</b> #0089ca C81% M36%</p>	Opacity 80%	Opacity 60%	Opacity 40%	Opacity 20%
---	-------------	-------------	-------------	-------------

<p>主色 – 文章與資訊 <b>Primary Colour - text</b> #003366 C100% M87% Y33% Y23%</p>	Opacity 80%	Opacity 60%	Opacity 40%	Opacity 20%
---	-------------	-------------	-------------	-------------

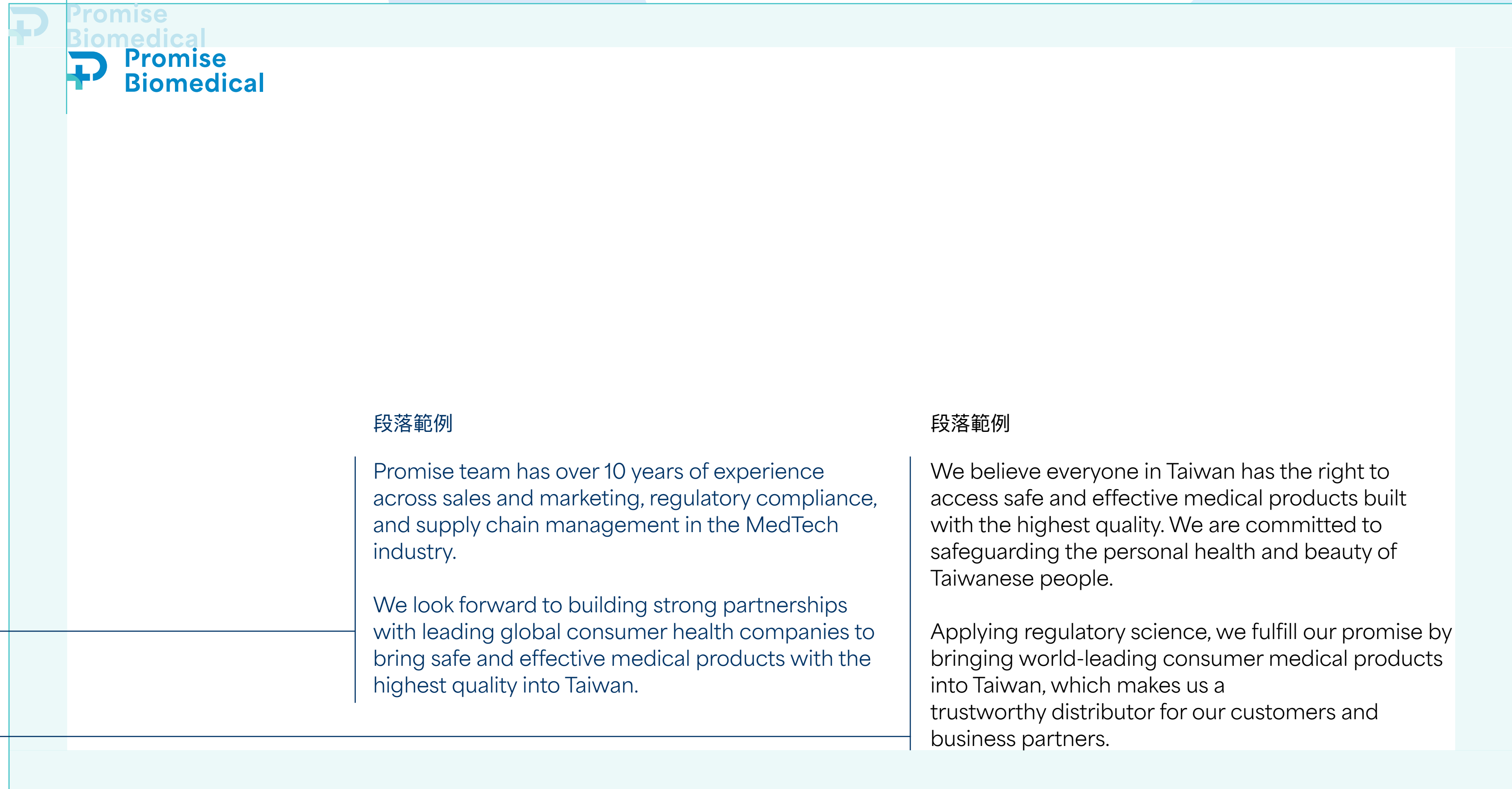
<p>主色 – 商標 <b>Primary Colour - Logo</b> #42c1c7 C65% Y25%</p>	Opacity 80%	Opacity 60%	Opacity 40%	Opacity 20%
---	-------------	-------------	-------------	-------------

<p>主色 – 文章與資訊 <b>Primary Colour - text</b> #000000 R0 G0 B0</p>	Opacity 80%	Opacity 60%	Opacity 40%	Opacity 20%
---	-------------	-------------	-------------	-------------

Duplicate the logo without altering its size and use it as the margin.

複製標誌而不改變其大小，並將其用作邊距。確保標誌的起始部分與“P”和“B”對齊。

Ensure that the beginning of the logo is aligned with the “P” and “B.”



該規則適用於螢幕和印刷

The same rule can be applied to both screen and print

#003366

#000000

### 段落範例

Promise team has over 10 years of experience across sales and marketing, regulatory compliance, and supply chain management in the MedTech industry.

We look forward to building strong partnerships with leading global consumer health companies to bring safe and effective medical products with the highest quality into Taiwan.

### 段落範例

We believe everyone in Taiwan has the right to access safe and effective medical products built with the highest quality. We are committed to safeguarding the personal health and beauty of Taiwanese people.

Applying regulatory science, we fulfill our promise by bringing world-leading consumer medical products into Taiwan, which makes us a trustworthy distributor for our customers and business partners.

Duplicate the logo without altering its size and use it as the margin.

複製標誌而不改變其大小，並將其用作邊距。確保標誌的起始部分與“P”和“B”對齊。

Ensure that the beginning of the logo is aligned with the “P” and “B.”



輔色 – 警告色  
**Secondary Colour - Warning**  
 #e7411b  
 M85% Y95%

輔色 – 提示色  
**Secondary Colour - Remind**  
 #28a3a7  
 C75% M13% Y37% K1%

輔色 – 註記色  
**Secondary Colour - Remark**  
 #18658c  
 C88% M51% Y26% K10%

請在填寫此問卷後再執行以下動作

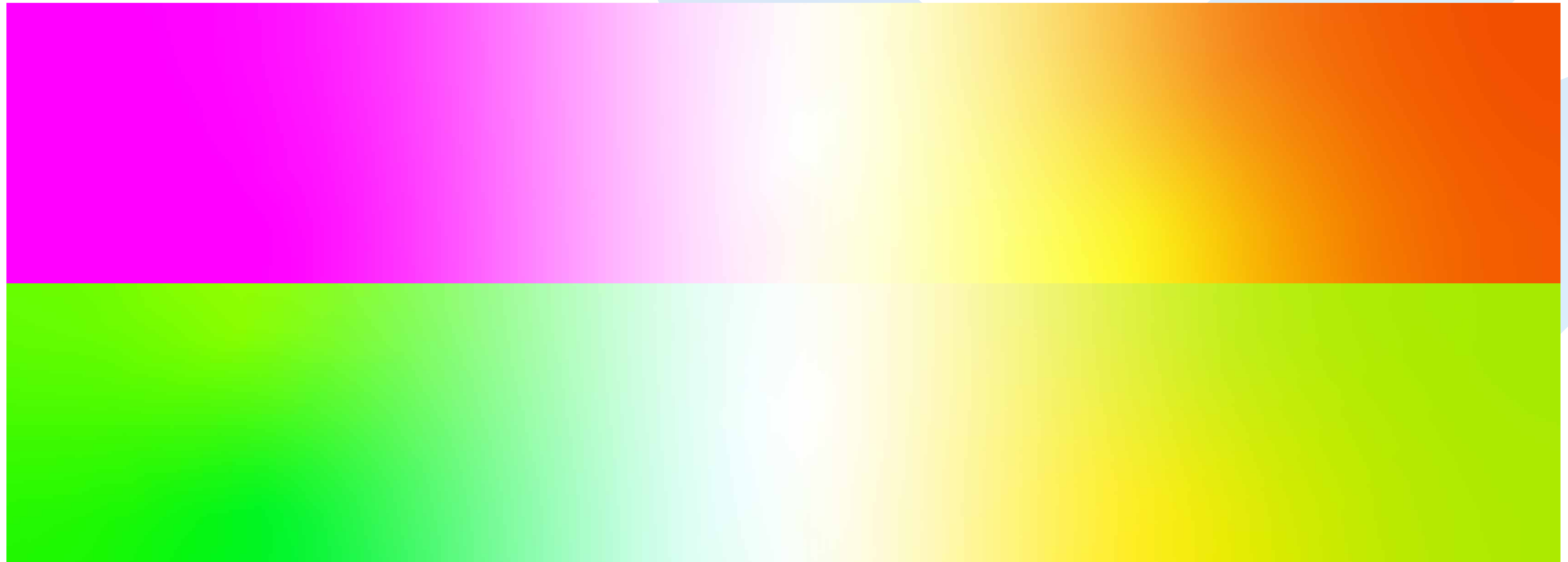
Promise team has over 10 years of experience across sales and marketing, regulatory compliance, and supply chain management in the MedTech industry.

We look forward to building strong partnerships with leading global consumer health companies to bring safe and effective medical products with the highest quality into Taiwan.

We believe successful businesses are built with trust and professionalism. We are committed to being a trustworthy distributor for our customers and business partners.

Unauthorized use of colors is strictly prohibited.

未經授權使用顏色是嚴禁的。



04

# Typography

# Typography

Thoughtful and intentional use of typography is essential to every aspect of the Promise Biomedical brand.

Maintaining consistency in our typography ensures that both our brand and our messaging convey confidence and cohesiveness.

We have chosen Area Normal and PingFang SC as our primary typefaces for their professionalism, trustworthiness, and uniformity. Additionally, Noto Sans Traditional Chinese has been selected as our website font to enhance loading speed.

This typeface is as crucial as any other element in our guidelines, as it plays a prominent role in all our textual communications.

精心且有意識地使用排版對於 Promise Biomedical 品牌的每一個方面都是至關重要的，保持排版的一致性確保了我們的品牌和信息表現出自信和一致性。

我們選擇了 Area Normal 和 PingFang SC（蘋方繁）作為我們的主要字體，因為它們具有專業性、可靠性和一致性。此外，思源黑體被選為我們網站的字體，以提升加載速度。

這種字體在我們的指導方針中與其他元素一樣重要，因為它在我們所有的元件中都扮演著顯著的角色。

**Aa**

Area Normal

**Black**  
**Extrabold**  
**Bold**  
**SemiBold**  
**Regular**  
**Thin**

# English Font

Please apply the different font weights according to the usage guidelines in your target paragraphs.

請根據使用規範來將不同的字重用於你的目標段落中。



Area Normal - Regular

For text and article

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---



Area Normal - Bold

For title and warning

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

---



Area Normal - Thin

Additional Information

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

# Chinese Font

+ PingFang SC 蘋方 繁 – Regular 用於段落與內文中  
將醫療產品回歸專業,守護消費者的健康、美麗是我們的承諾

---

+ PingFang SC 蘋方 繁 – SemiBold 用於標題與警示  
將醫療產品回歸專業,守護消費者的健康、美麗是我們的承諾

---

+ PingFang SC 蘋方 繁 – Thin 額外訊息  
將醫療產品回歸專業,守護消費者的健康、美麗是我們的承諾

---

Please apply the different font weights according to the usage guidelines in your target paragraphs.

請根據使用規範來將不同的字重用於你的目標段落中。

# A4 and paper print item

A4文件與印刷品的字體大小規範

標題：16–24pt

副標題：14–18pt

內文：10–12pt

註解：8–10pt

字距：通常保持在0–1.5%之間，以便保持可讀性。

行距：內文的行距一般設為字體大小的120–150%，  
例如12pt的字體可以使用15pt的行距。

若於Word中使用，字距與行距則無需額外設定。

Title: 16-24pt

Subtitle: 14-18pt

Body Text: 10-12pt

Footnotes: 8-10pt

Letter spacing: Typically kept between 0-1.5%  
for readability.

Line spacing: For body text, line spacing is  
generally set to 120-150% of the font size. For  
example, 12pt font can use 18pt line spacing.

No need to do additional setup for letter space  
and line space while using Microsoft Word.

## The Future of Urban Living: How Smart Cities Are Revolutionizing Our Lives

As the world becomes more interconnected, cities are evolving to become smarter and more efficient. Smart cities integrate advanced technology with urban infrastructure, creating a seamless experience for residents. From intelligent transportation systems to eco-friendly buildings, the future of urban living is all about convenience, sustainability, and improving quality of life.

### Key Features of a Smart City

**Smart Transportation:** Imagine living in a city where traffic congestion is a thing of the past. Smart transportation systems use real-time data to optimize traffic flow, manage public transport, and even provide predictive insights for commuters. Electric vehicles, bike-sharing systems, and autonomous cars are integral to this vision.

**Energy Efficiency:** Smart cities prioritize energy conservation by utilizing renewable energy sources like solar and wind power. Buildings are designed with energy-efficient materials and equipped with sensors to monitor energy usage, ensuring minimal waste.

**Connected Public Services:** Public services such as healthcare, education, and safety are enhanced through technology. For instance, telemedicine allows residents to access healthcare professionals remotely, while smart classrooms provide students with interactive learning experiences.

**Sustainability:** Environmental sustainability is at the heart of smart city initiatives. Green spaces are integrated into urban designs, and waste management systems are optimized for recycling and composting. The goal is to reduce the city's carbon footprint and make it more resilient to climate change.

### Challenges and Opportunities

Despite the promise of smart cities, there are challenges. Privacy concerns arise as more data is collected from residents, and the cost of implementing new technologies can be high. However, the long-term benefits—such as improved public services, reduced environmental impact, and a higher quality of life—far outweigh these obstacles.

In the next decade, we will witness the rise of more smart cities across the globe. As technology continues to advance, urban environments will become more dynamic, interconnected, and sustainable, revolutionizing the way we live, work, and play.

邊界至少保留  
15 – 20mm

Margins:  
All sides 15 - 20mm

以上為比例示意，並非實際尺寸

# Product Manual

標題：10–12pt

內文：8–12pt

技術規格：6–10pt

字距：0–1%，確保信息密集時不會過於擁擠。

行距：1.2–1.4倍字體大小。

若於Word中使用，字距與行距則無需額外設定。

Title: 10-12pt

Body text: 8-12pt

Technical details: 6-10pt

Letter spacing: 0-1%, ensuring the dense information does not become crowded.

Line spacing: 1.2-1.4 times the font size.

No need to do additional setup for letter space and line space while using Microsoft Word.

<p>The Future of Urban Living: How Smart Cities Are Revolutionizing Our Lives</p> <p>As the world becomes more interconnected, cities are evolving to become smarter and more efficient. Smart cities integrate advanced technology with urban infrastructure, creating a seamless experience for residents. From intelligent transportation systems to eco-friendly buildings, the future of urban living is all about convenience, sustainability, and improving quality of life.</p> <p>Key Features of a Smart City Smart Transportation: Imagine living in a city where traffic congestion is a thing of the past. Smart transportation systems use real-time data to optimize traffic flow, manage public transport, and even provide predictive insights for commuters. Electric vehicles, bike-sharing systems, and autonomous cars are integral to this vision.</p> <p>Energy Efficiency: Smart cities prioritize energy conservation by utilizing renewable energy sources like solar and wind power. Buildings are designed with energy-efficient materials and equipped with sensors to monitor energy usage, ensuring minimal waste.</p> <p>Connected Public Services: Public services such as healthcare, education, and safety are enhanced through technology. For instance, telemedicine allows residents to access healthcare professionals remotely, while smart classrooms provide students with interactive learning experiences.</p> <p>Sustainability: Environmental sustainability is at the heart of smart city initiatives. Green spaces are integrated into urban designs, and waste management systems are optimized for recycling and composting. The goal is to reduce the city's carbon footprint and make it more resilient to climate change.</p> <p>Challenges and Opportunities Despite the promise of smart cities, there are challenges. Privacy concerns arise as more data is collected from residents, and the cost of implementing new technologies can be high. However, the long-term benefits—such as improved public services, reduced environmental impact, and a higher quality of life—far outweigh these obstacles.</p> <p>In the next decade, we will witness the rise of more smart cities across the globe. As technology continues to advance, urban environments will become more dynamic, interconnected, and sustainable, revolutionizing the way we live, work, and play.</p>	<p>The Future of Urban Living: How Smart Cities Are Revolutionizing Our Lives</p> <p>As the world becomes more interconnected, cities are evolving to become smarter and more efficient. Smart cities integrate advanced technology with urban infrastructure, creating a seamless experience for residents. From intelligent transportation systems to eco-friendly buildings, the future of urban living is all about convenience, sustainability, and improving quality of life.</p> <p>Key Features of a Smart City Smart Transportation: Imagine living in a city where traffic congestion is a thing of the past. Smart transportation systems use real-time data to optimize traffic flow, manage public transport, and even provide predictive insights for commuters. Electric vehicles, bike-sharing systems, and autonomous cars are integral to this vision.</p> <p>Energy Efficiency: Smart cities prioritize energy conservation by utilizing renewable energy sources like solar and wind power. Buildings are designed with energy-efficient materials and equipped with sensors to monitor energy usage, ensuring minimal waste.</p> <p>Connected Public Services: Public services such as healthcare, education, and safety are enhanced through technology. For instance, telemedicine allows residents to access healthcare professionals remotely, while smart classrooms provide students with interactive learning experiences.</p> <p>Sustainability: Environmental sustainability is at the heart of smart city initiatives. Green spaces are integrated into urban designs, and waste management systems are optimized for recycling and composting. The goal is to reduce the city's carbon footprint and make it more resilient to climate change.</p> <p>Challenges and Opportunities Despite the promise of smart cities, there are challenges. Privacy concerns arise as more data is collected from residents, and the cost of implementing new technologies can be high. However, the long-term benefits—such as improved public services, reduced environmental impact, and a higher quality of life—far outweigh these obstacles.</p> <p>In the next decade, we will witness the rise of more smart cities across the globe. As technology continues to advance, urban environments will become more dynamic, interconnected, and sustainable, revolutionizing the way we live, work, and play.</p>
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邊界至少保留  
10 – 15mm

Margins:  
All sides 10 - 15mm

以上為比例示意，並非實際尺寸

# POSM

POSM通常為銷售展示架、海報、傳單等，需具備強烈的視覺吸引力，確保重要信息一目了然。

主標題：28–36pt  
副標題：18–24pt  
內文：12–16pt  
字距：0–1%，視情況調整。  
行距：1.3–1.5倍字體大小。

若於Word中使用，字距與行距則無需額外設定。

POSM materials typically include sales displays, posters, flyers, etc., and need to have strong visual appeal, ensuring important information is easily noticeable.

Main Title: 28-36pt  
Subtitle: 18-24pt  
Body text: 12-16pt  
Letter spacing: 0-1%, adjusted as needed.  
Line spacing: 1.3-1.5 times the font size.

No need to do additional setup for letter space and line space while using Microsoft Word.

POSM需要針對每個專案客製化，大小僅供參考，實際使用還是依照設計師根據每款產品特色進行設計。

POSM needs to be customized for each project. The sizes provided are for reference only. Actual usage should be based on the designer's design, tailored to the unique characteristics of each product.



邊界至少保留  
15 – 20mm

Margins:  
All sides 15 - 20mm

以上為比例示意，並非實際尺寸

# Exhibition Materials

大標題：48–72pt up (取決於展示尺寸)  
副標題：24–36pt  
內文：14–18pt  
字距：0–1.5%，避免字距過緊。  
行距：1.3–1.5倍字體大小。

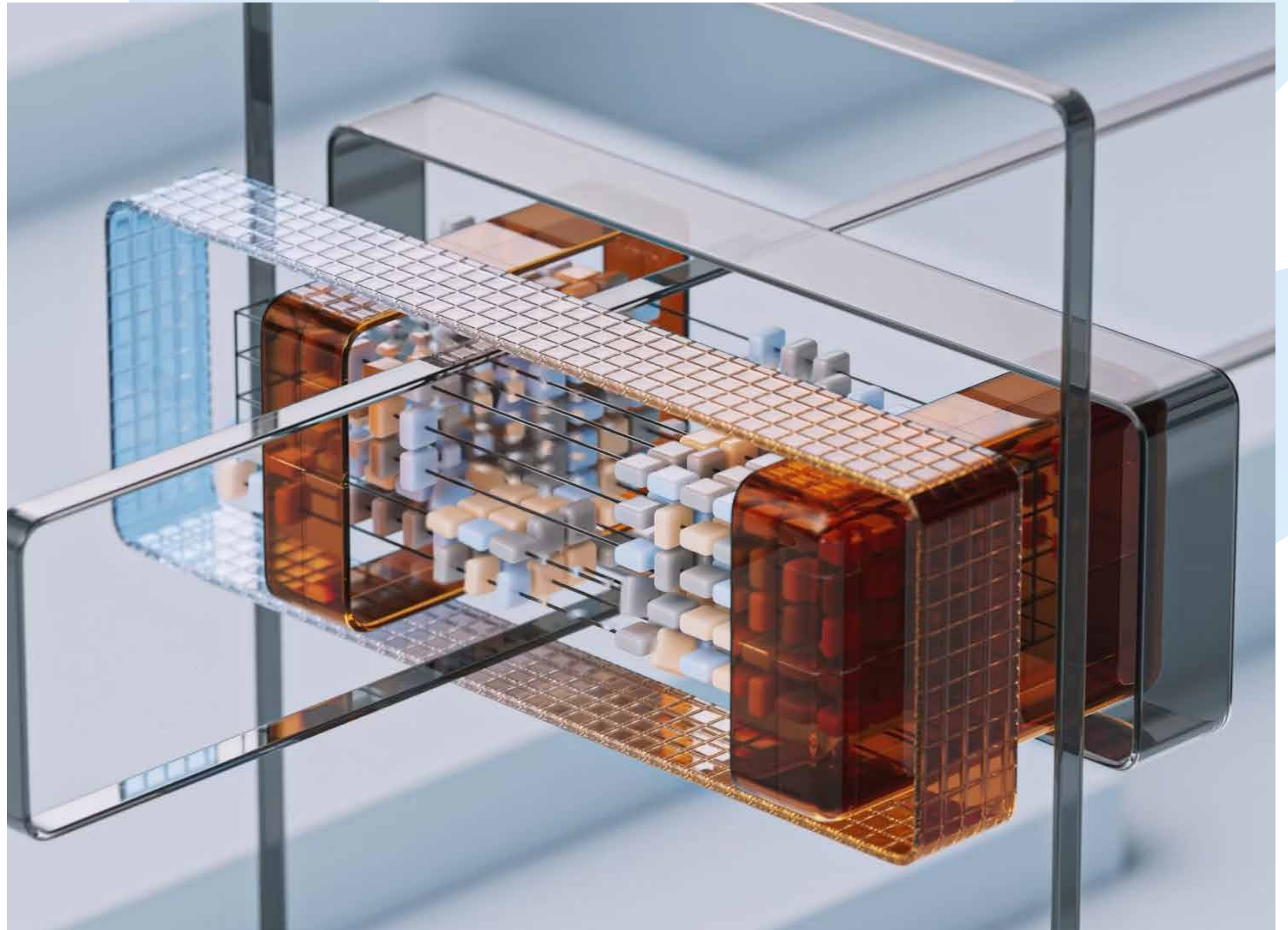
展會材料應強調視覺吸引力與遠距離可讀性，標題應該簡潔有力，字體適當放大。

展覽需要針對每個專案客製化，大小僅供參考，實際使用還是依照設計師根據每款產品特色進行設計。此區塊設計師對於設計有完全的決定權利。

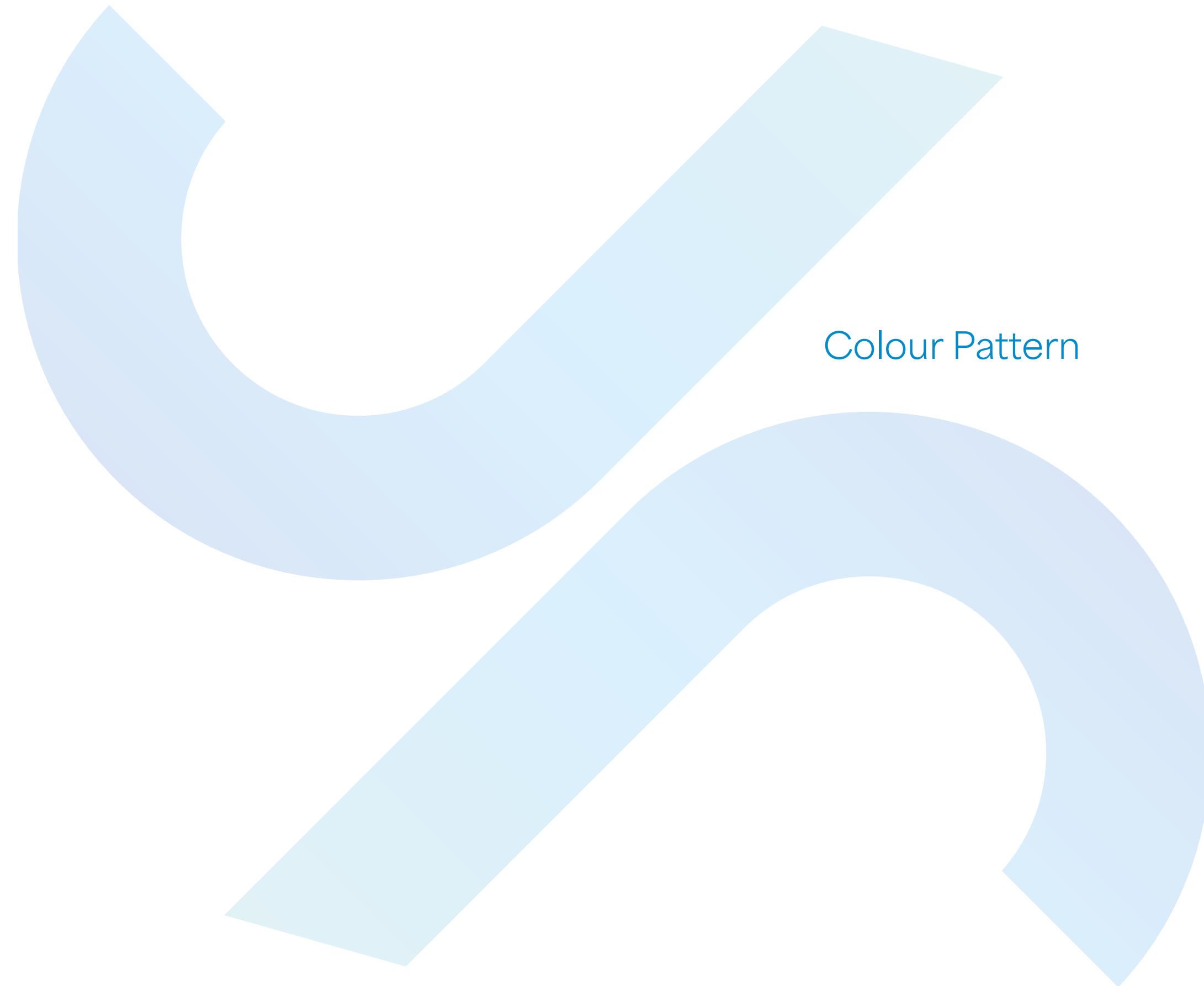
## Exhibition Materials

Large Title: 48-72pt (depending on the display size)  
Subtitle: 24-36pt  
Body text: 14-18pt  
Letter spacing: 0-1.5%, ensuring text does not become too tight.  
Line spacing: 1.3-1.5 times the font size.

Exhibition design needs to be customized for each project. The sizes provided are for reference only. Actual usage should be based on the designer's design, tailored to the unique characteristics of each details.



# 05 Pattern



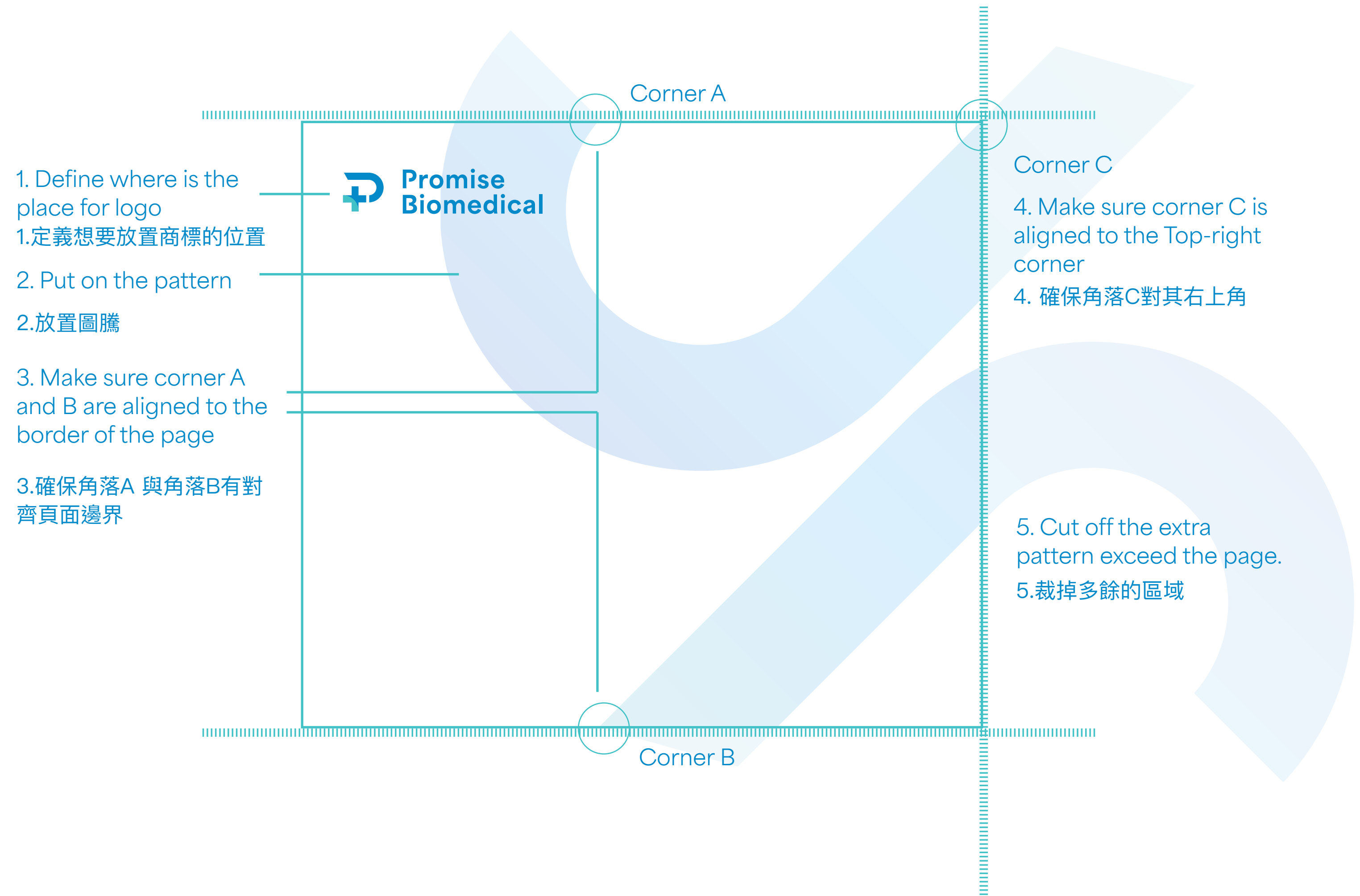
# Horizontal Pattern Usage

Since the logo can only be put on the left side of the page and the middle of the page.

The right side is for logo pattern

因為我們將商標放置在頁面的中心或是左側，所以畫面的右側是圖騰放置的位置

## Horizontal Pattern Usage



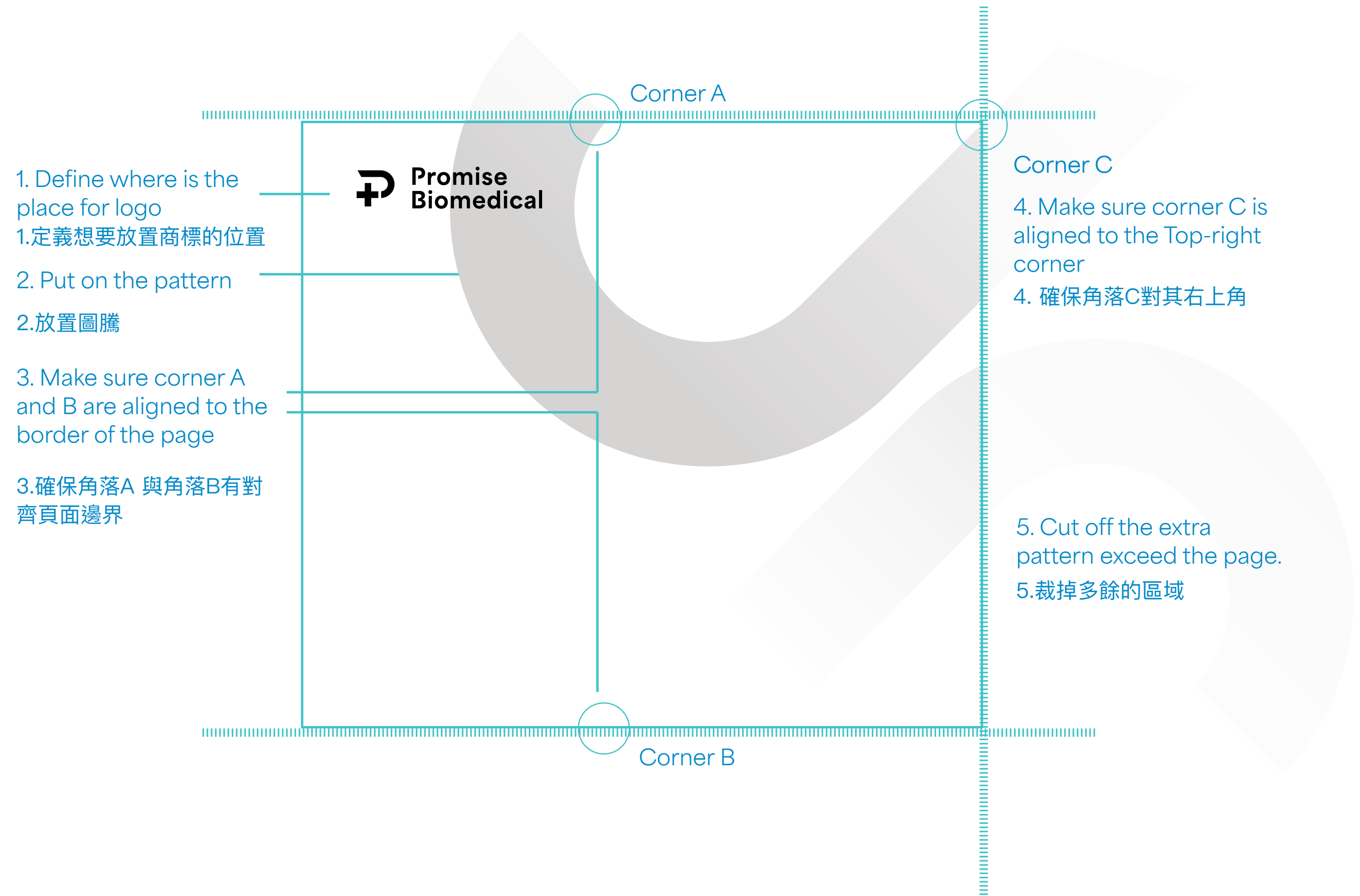
# Horizontal Pattern Usage - B&W

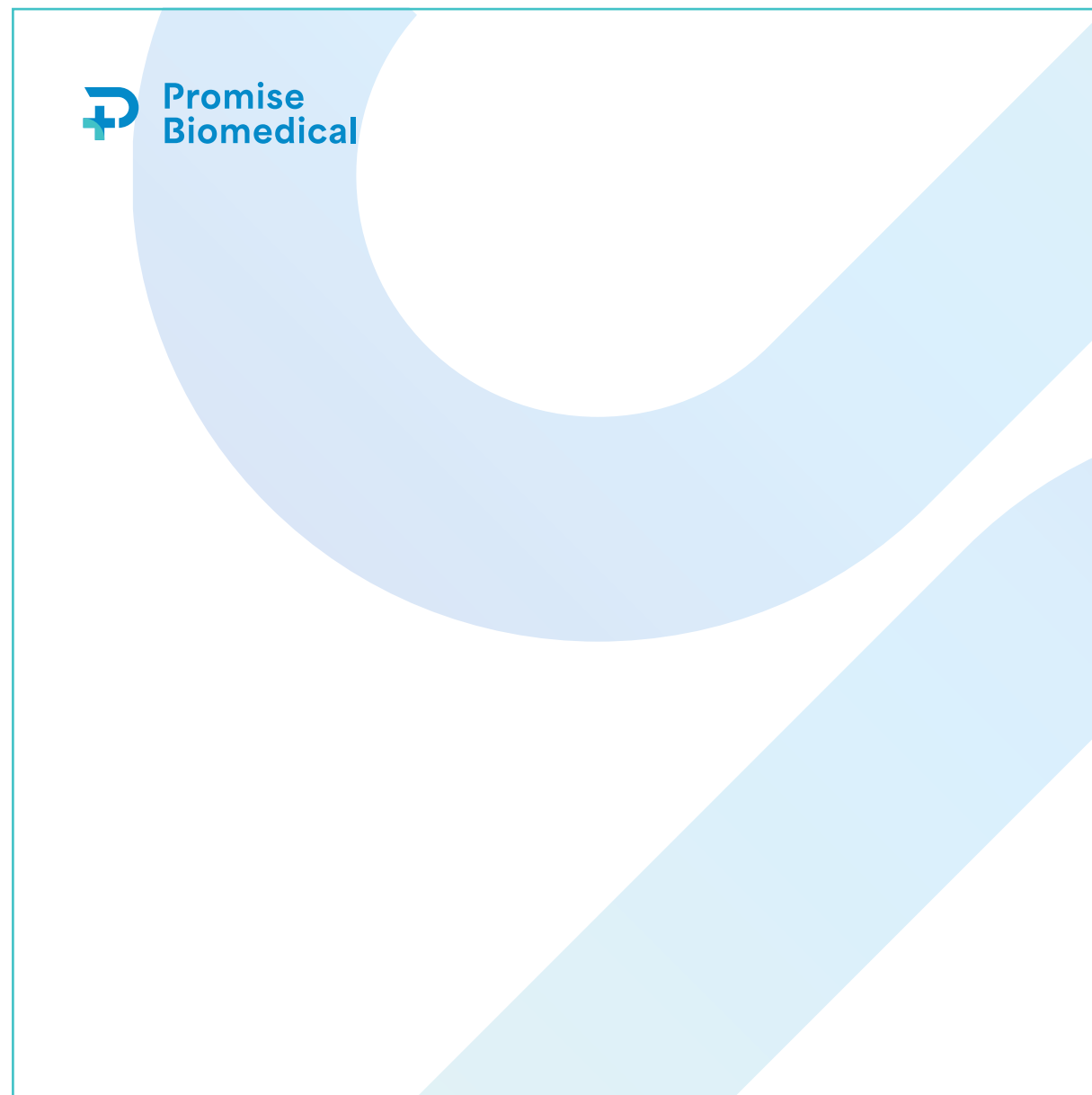
Since the logo can only be put on the left side of the page and the middle of the page.

The right side is for logo pattern

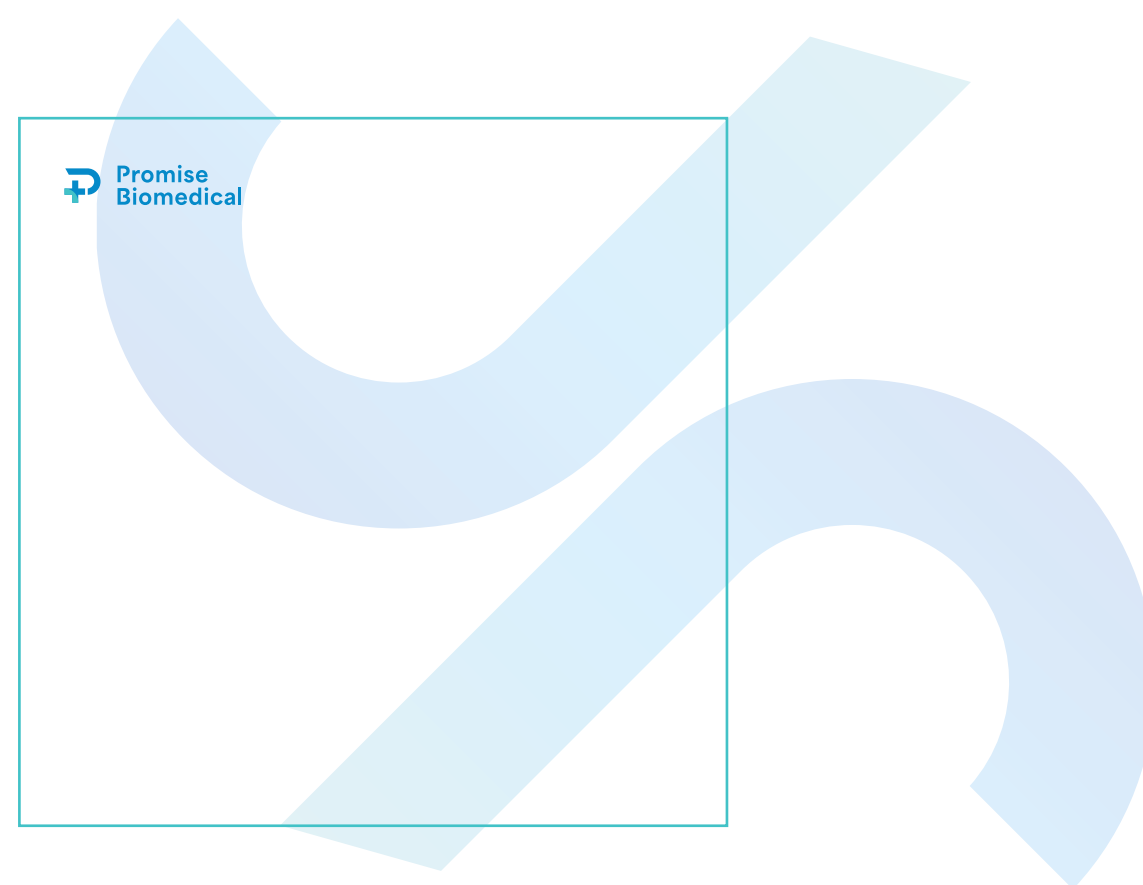
因為我們將商標放置在頁面的中心或是左側，所以畫面的右側是圖騰放置的位置

## Horizontal Pattern Usage

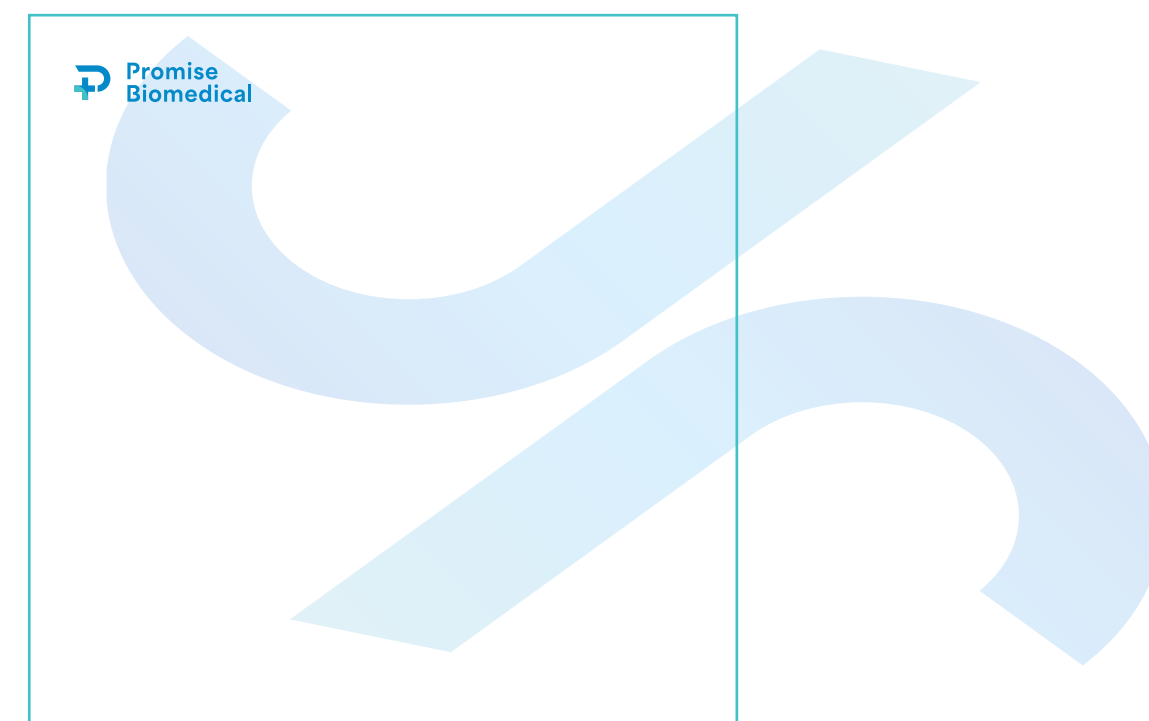




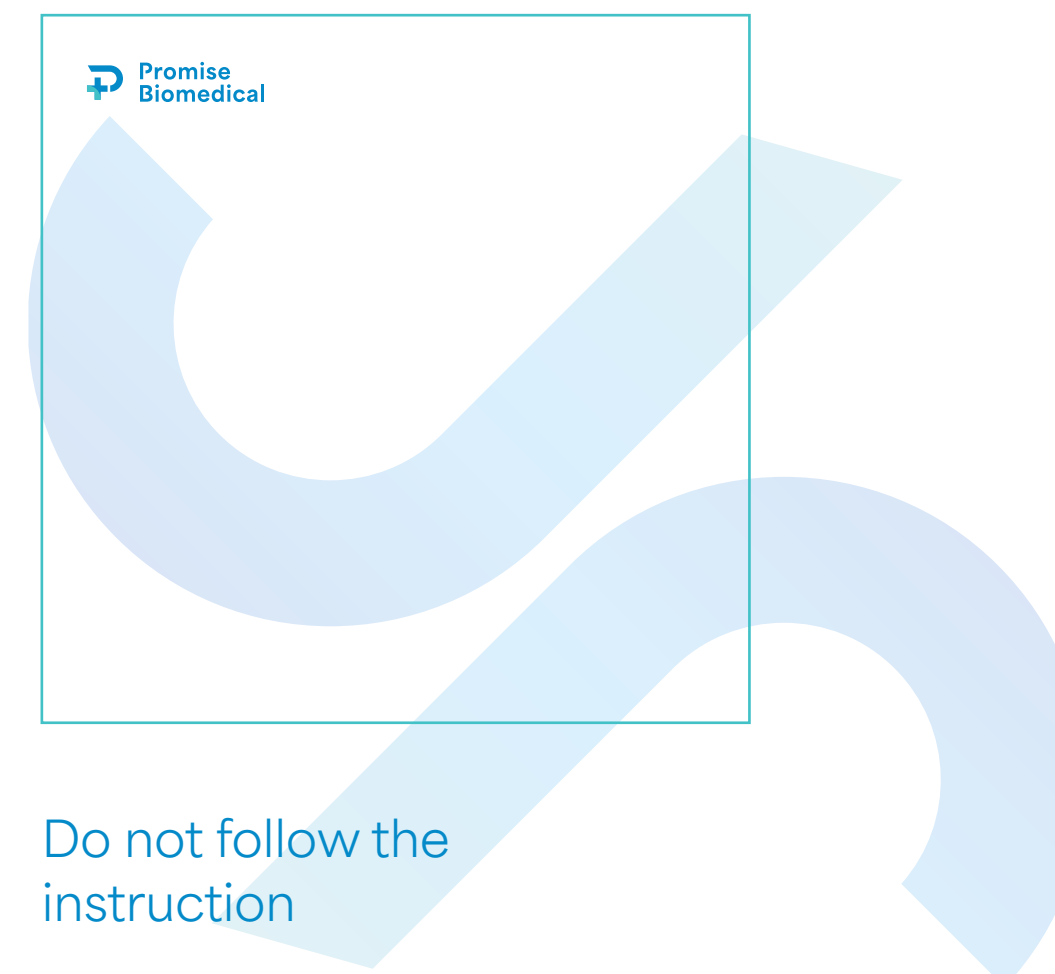
DO not do these to your  
pattern



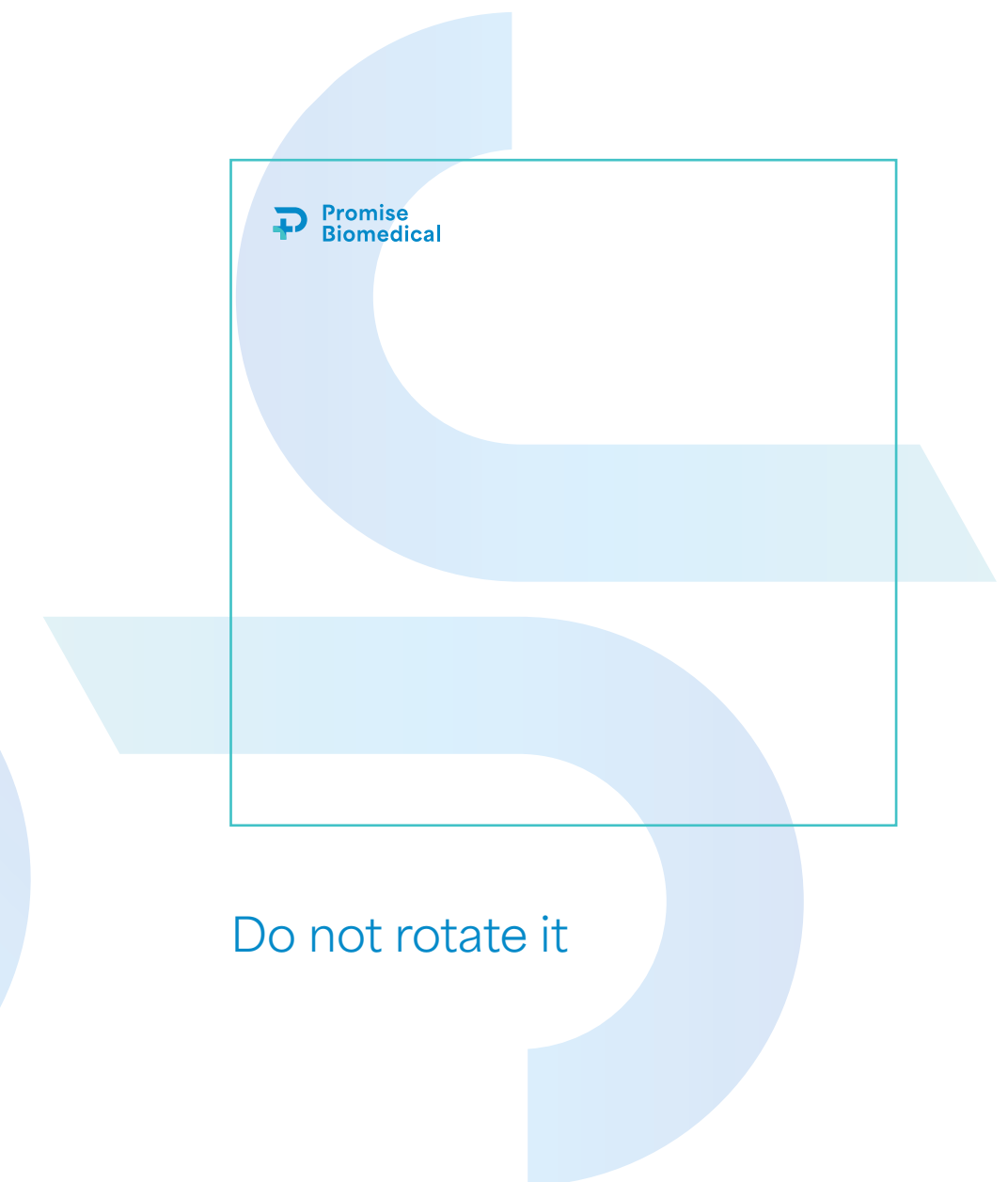
Without delete the  
exceed area



transform the pattern



Do not follow the  
instruction



Do not rotate it

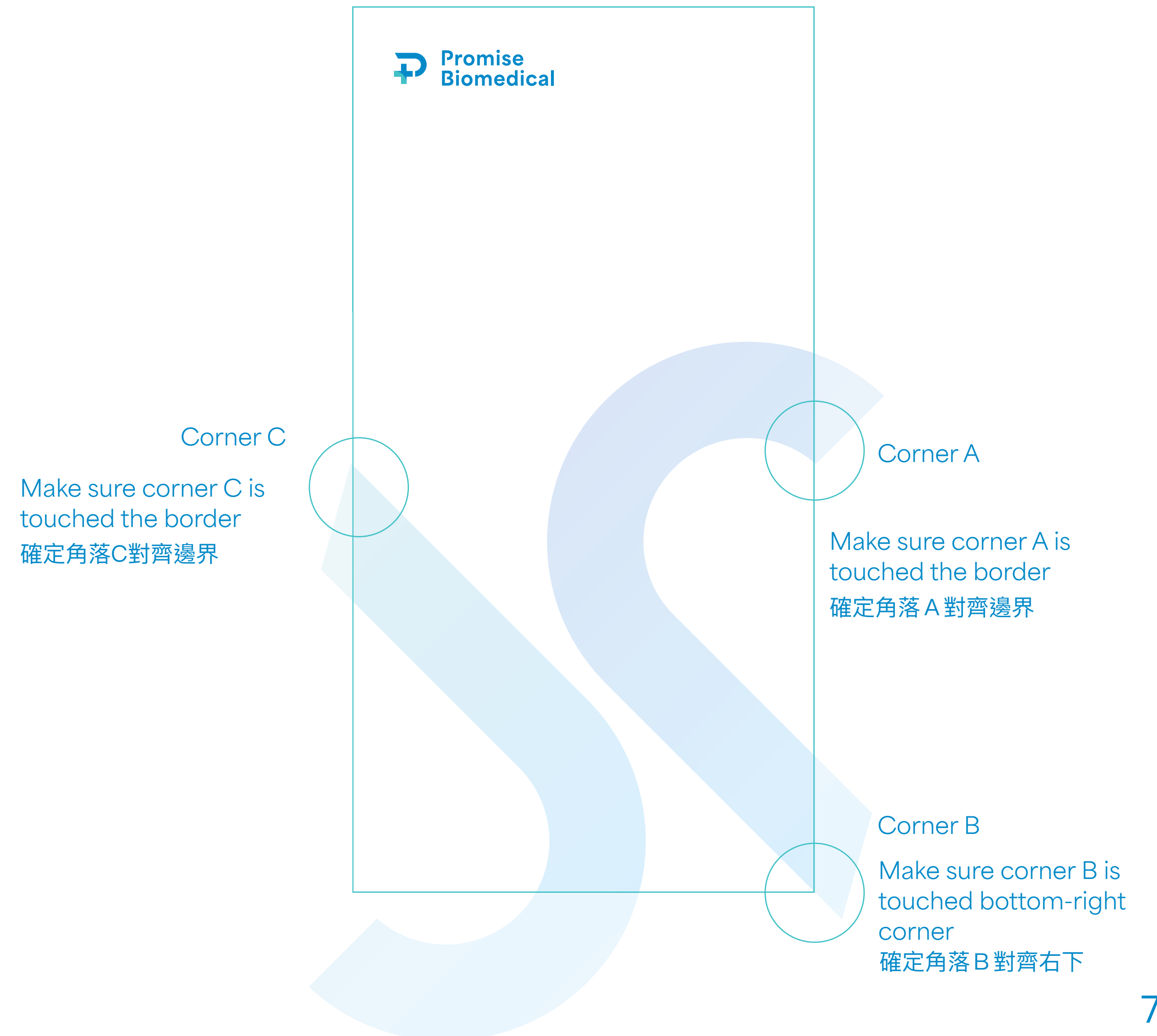
# Vertical Pattern Usage

Since the logo can only be put on the left side of the page and the middle of the page.

The right side is for logo pattern

因為我們將商標放置在頁面的中心或是左側，所以畫面的右側是圖騰放置的位置

## Horizontal Pattern Usage



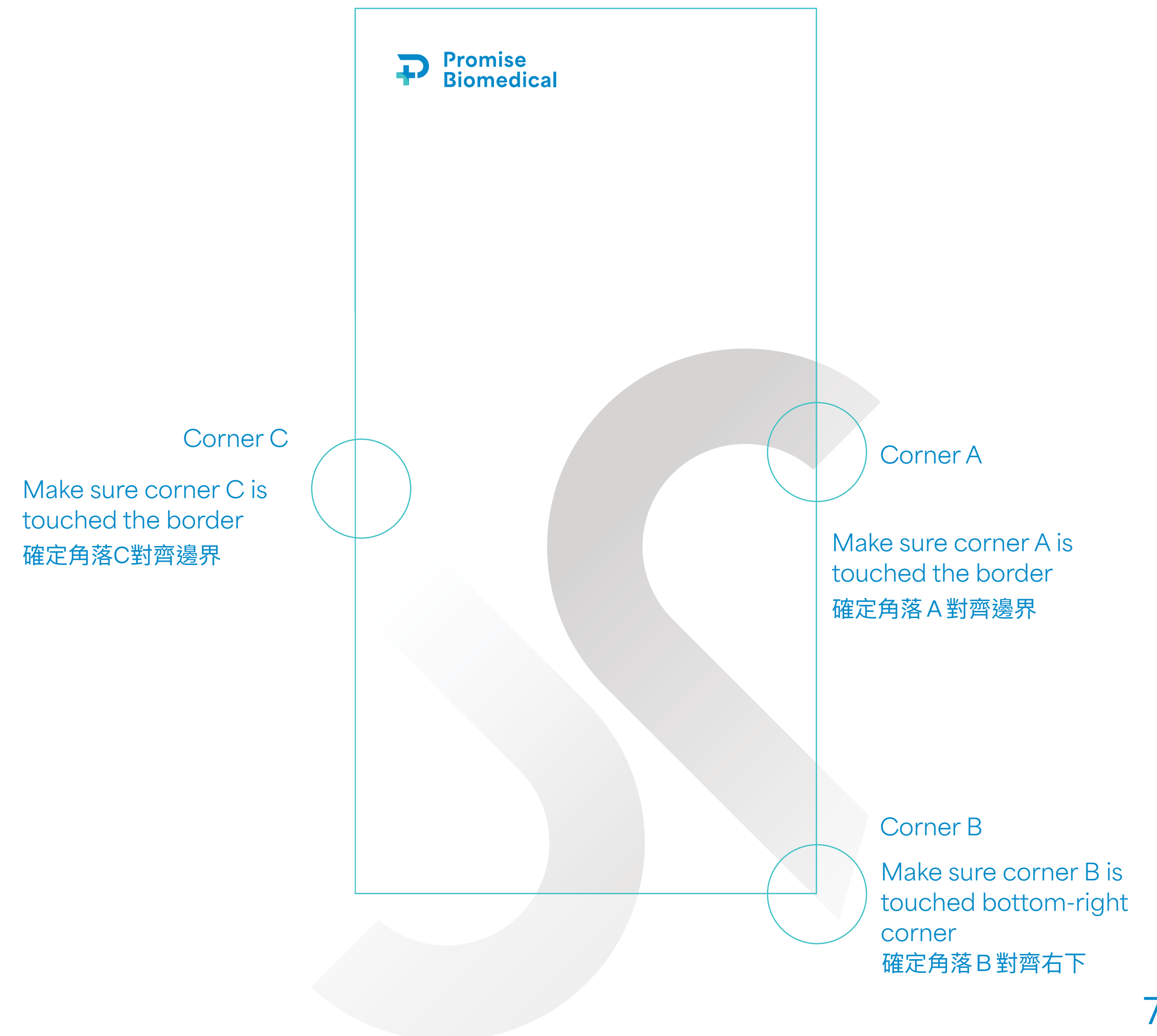
# Vertical Pattern Usage - B&W

Since the logo can only be put on the left side of the page and the middle of the page.

The right side is for logo pattern

因為我們將商標放置在頁面的中心或是左側，所以畫面的右側是圖騰放置的位置

## Horizontal Pattern Usage





DO not do these to your  
pattern



Without delete the  
exceed area



transform the pattern



Do not follow the  
instruction



Do not rotate it in the  
non-authorized way

06

# Photography

# Photography

Promise Biomedical's imagery should convey **trust, professionalism, and a natural** feel for everyone. It should never appear like generic stock photos or have a cold, corporate tone.

美康諾生醫的品牌形象傳遞了信任、專業、自然的感受，我們需要避免使用圖庫中過於冷淡、距離感與商業形象過重的圖片。

# Photography

Our photography draws inspiration from our brand voice, which merges trust with purposeful communication.

We prioritize professional, confident, bright, positive atmosphere.

The visuals should embody these traits, reflecting authenticity without relying on artificial gloss or stock-like appearances.

It's essential that the imagery conveys an honest, unembellished reality.

選擇圖片時，應該優先將專業、自信、明亮且積極的氛圍呈現其中。視覺效果應該體現這些特質，展現真實與自然的調性，而不過度依賴過於人工化或是過度後製的影像。

影像必須傳達真實、未經修飾的現實感，並且也需要有正向、積極、微笑、親人的特質。



都市與自然共存之場域

(v) Nature in the modern landscape



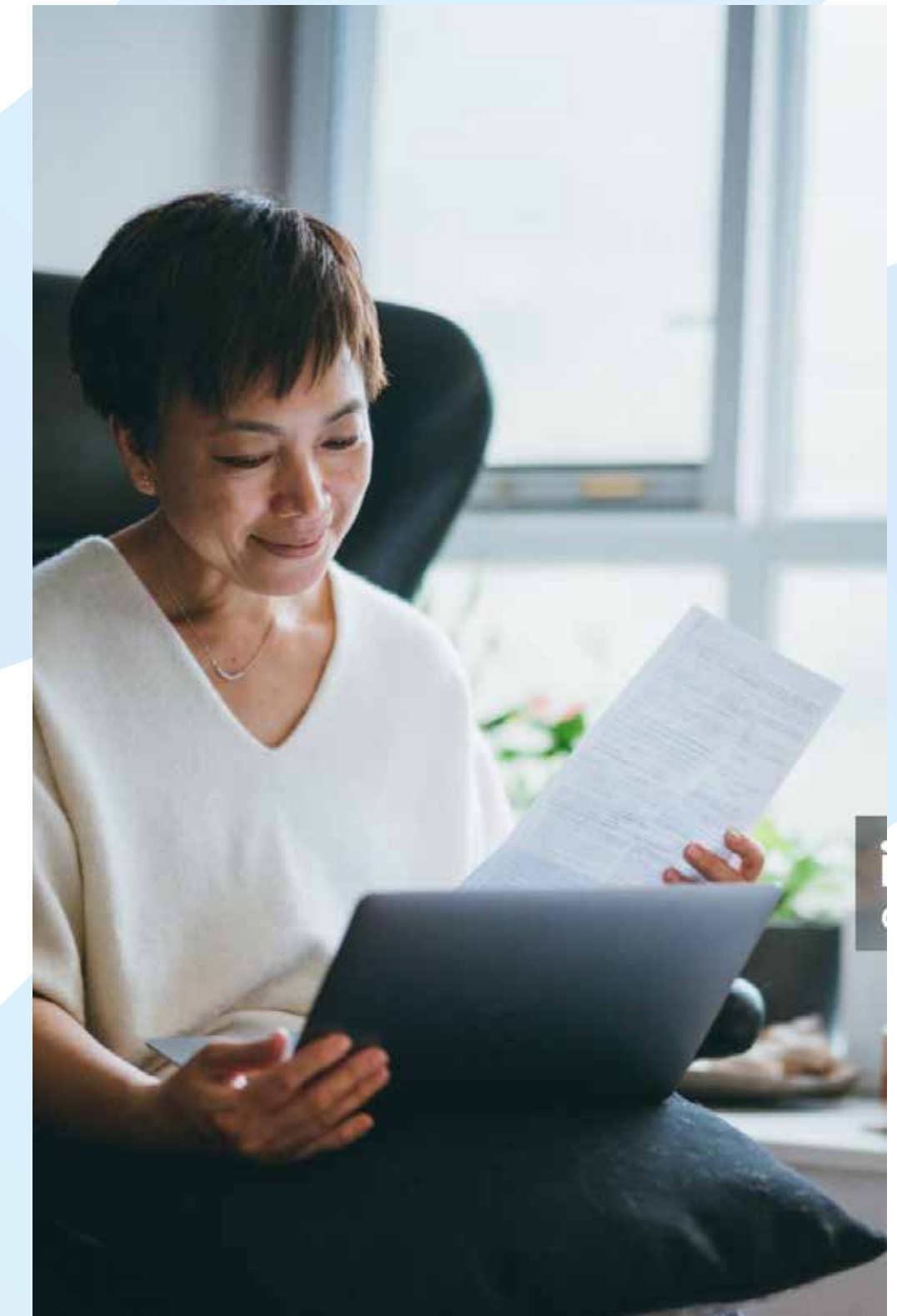
面對消費者 – 以輕鬆休閒的衣服樣式

(v) casual clothes when you want to target B2C



家庭與暖心的場景

(v) Family, heartwarming



(v) Smile  
(v) Confident

(v) Bright Image  
微笑、明亮、自信



(v) Formal clothes when you want to target B2B, business exhibition, etc.  
面對企業或商業展覽 – 請使用正式服裝



(v) Happy, positive  
正向與快樂的情緒

(v) clam, peaceful  
平靜與自信的氣場

過多特效，太混亂與複雜

(X) Too complex and chaotic



過暗

(X) Too dark



過曝與過高對比

(X) High contrast and over exposure



過於抽象

(X) too abstrative



與品牌無關

(X) unrelated to brand



過度人造，禁止人造光效果

(X) Artificial light effect



過度模糊、沒有提供任何視覺意義

(X) Too blurry and do not provide and visual meaning



過於接近觀眾

(X) Too close to the audience



# Photograpgy Usage

Style A Horizontal- Full page



# Photography Usage

Style B Horizontal - Half page



# Photograpgy Usage

Style B-1 Horizontal - Half page with  
pattern

The rule of pattern is located in the pattern  
instruction page

圖騰的使用方式位於圖騰頁面



# Photograpgy Usage

Style C Horizontal - 1/4 centre



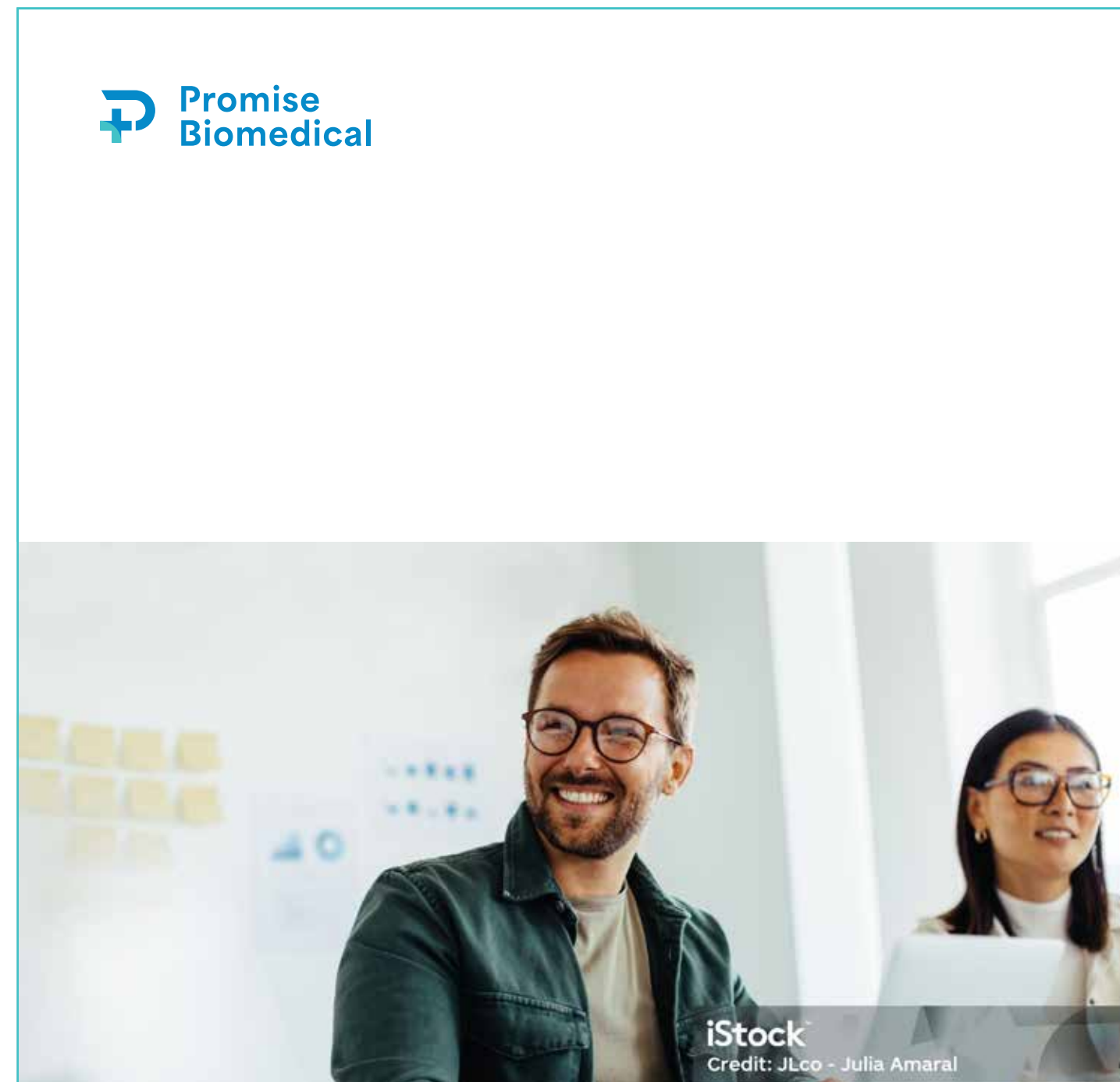
# Photography Usage

Style A square- full page



# Photography Usage

Style B square- half page (B)

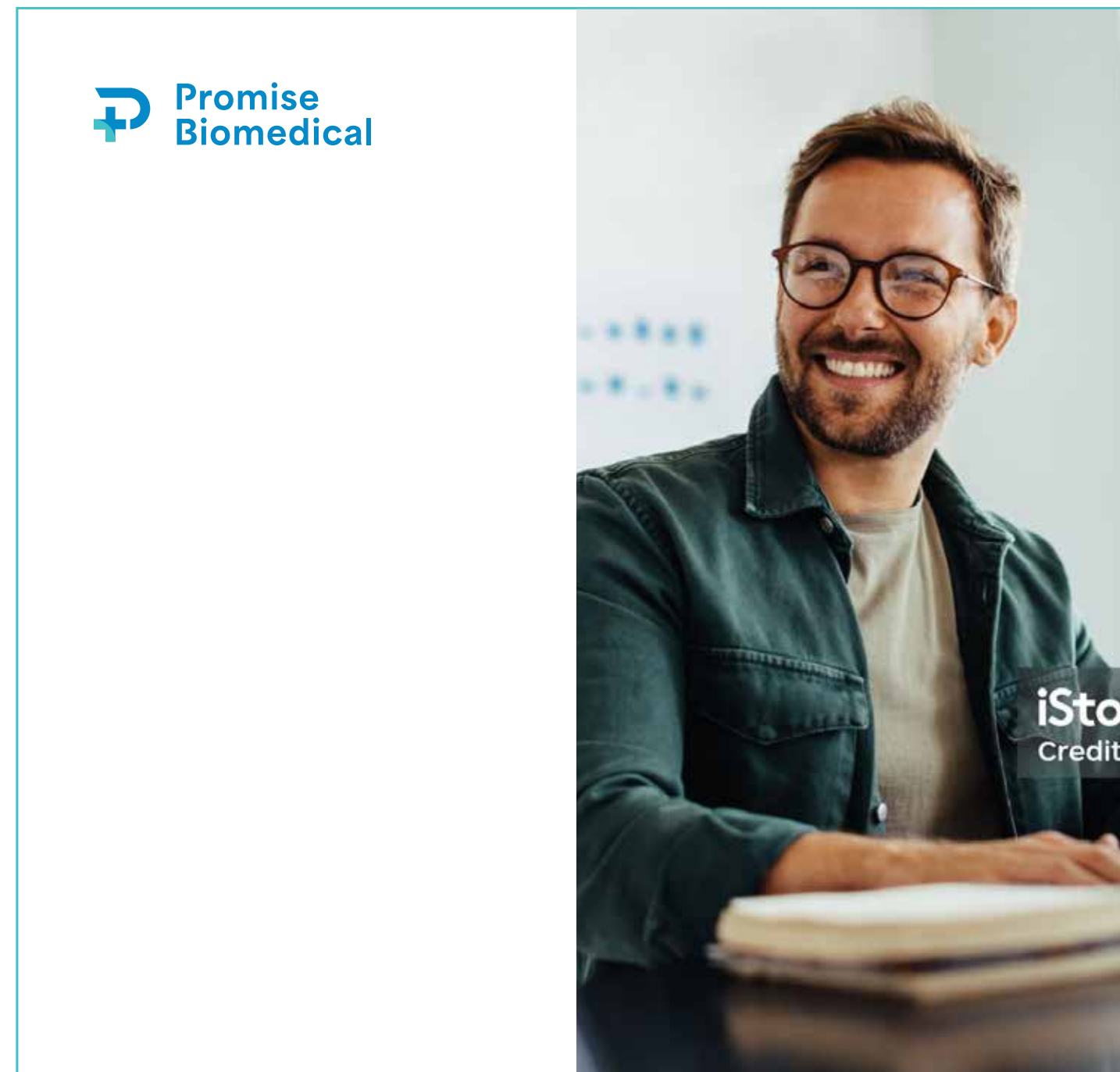


The rule of pattern is located in the pattern  
instruction page

圖騰的使用方式位於圖騰頁面

# Photograpgy Usage

Style B square- half page (R)



The rule of pattern is located in the pattern  
instruction page

圖騰的使用方式位於圖騰頁面

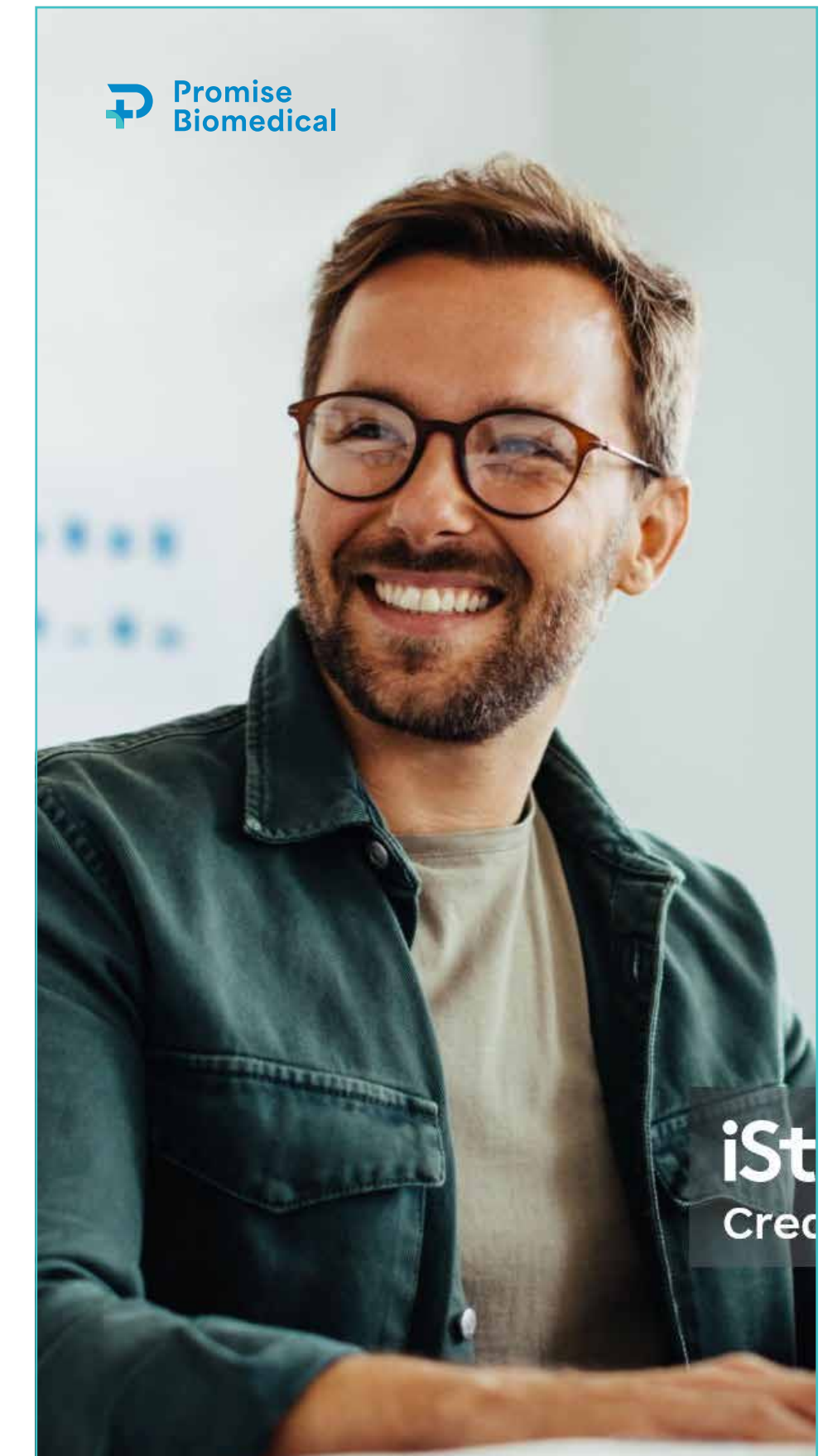
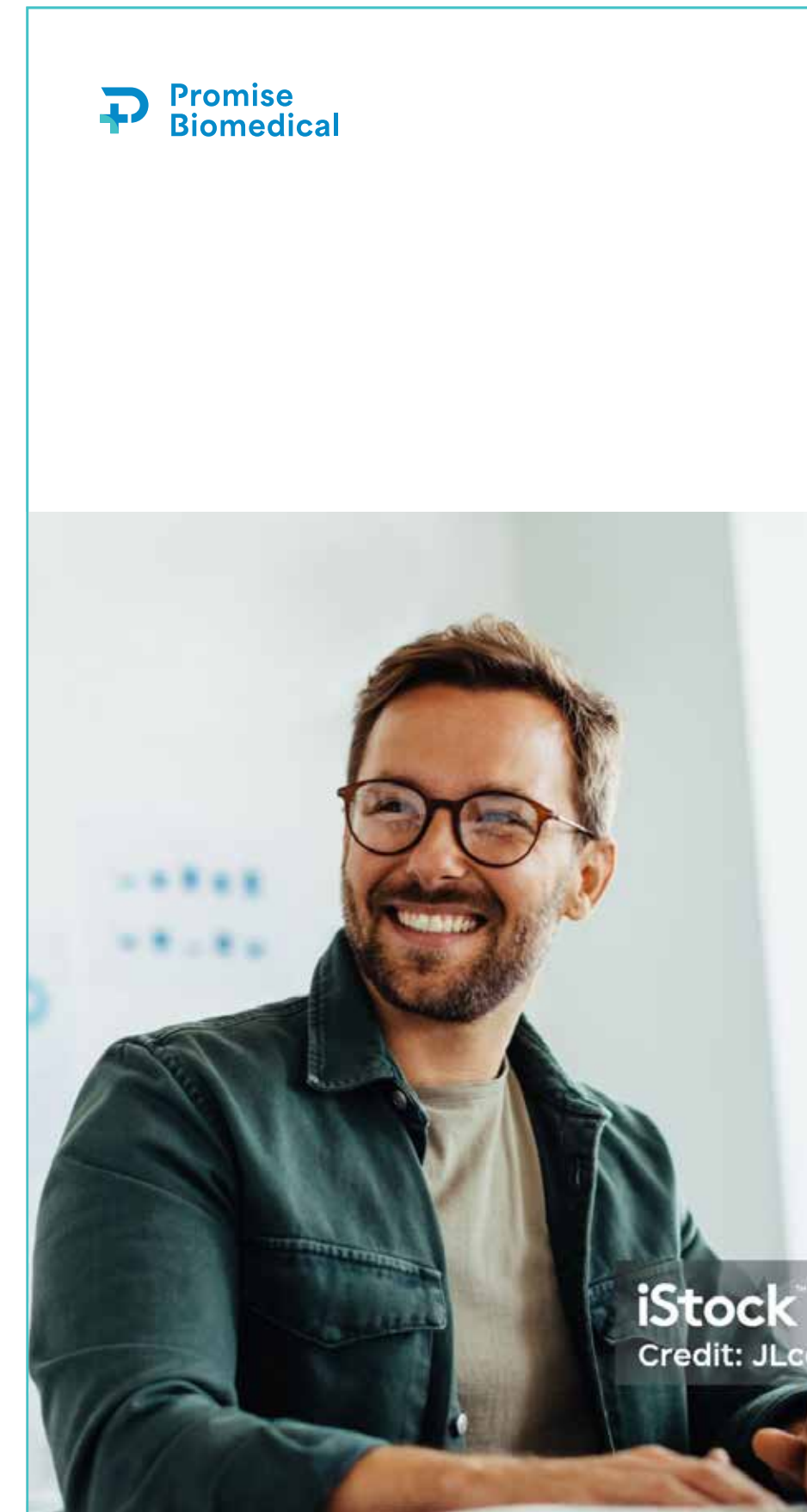
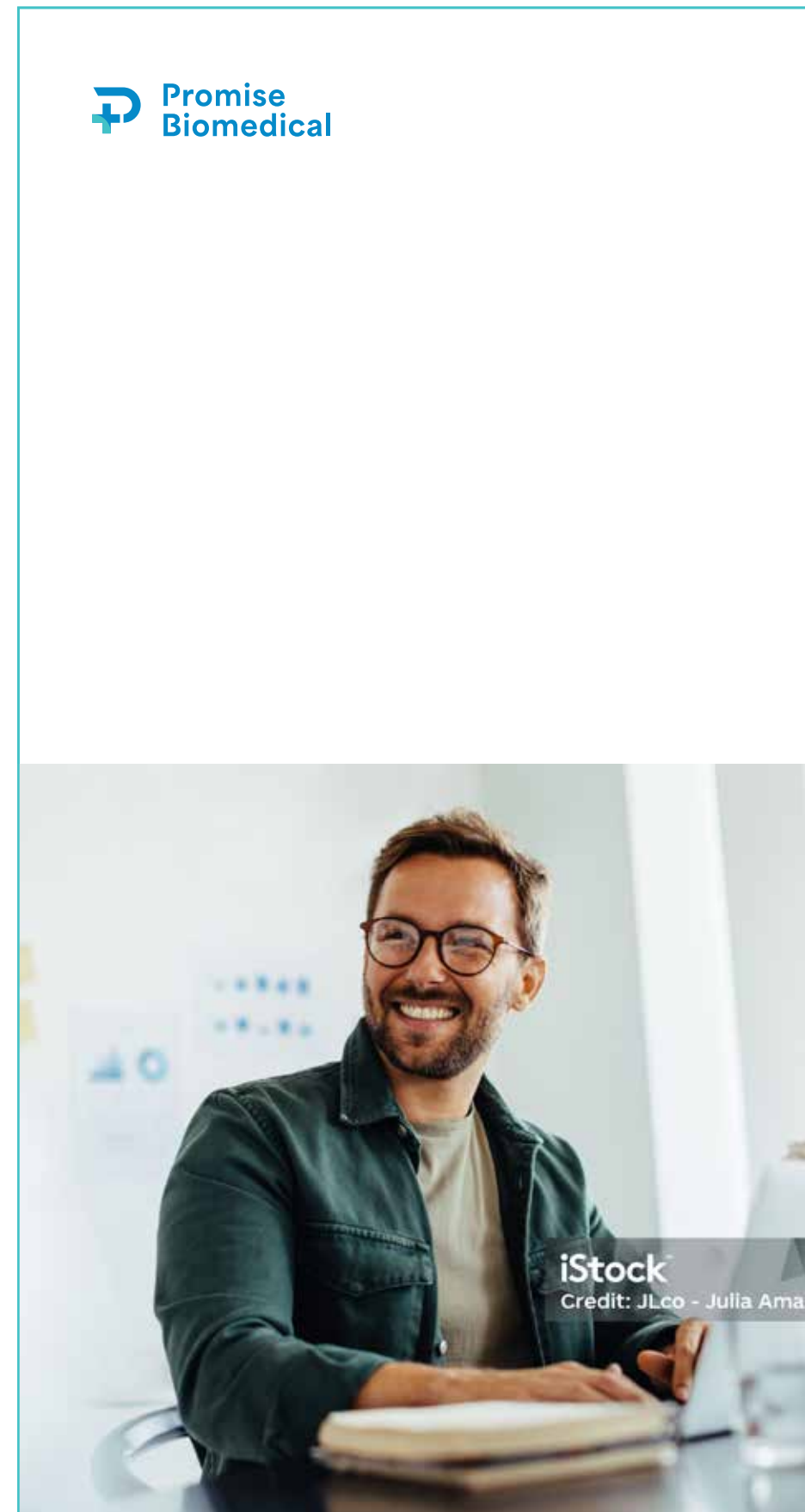
# Photograpgy Usage

From right to left

Style A Vertical - Full page

Style B Vertical - 1/3 Page

Style C Vertical - 1/2 Page



# Photograpgy Usage

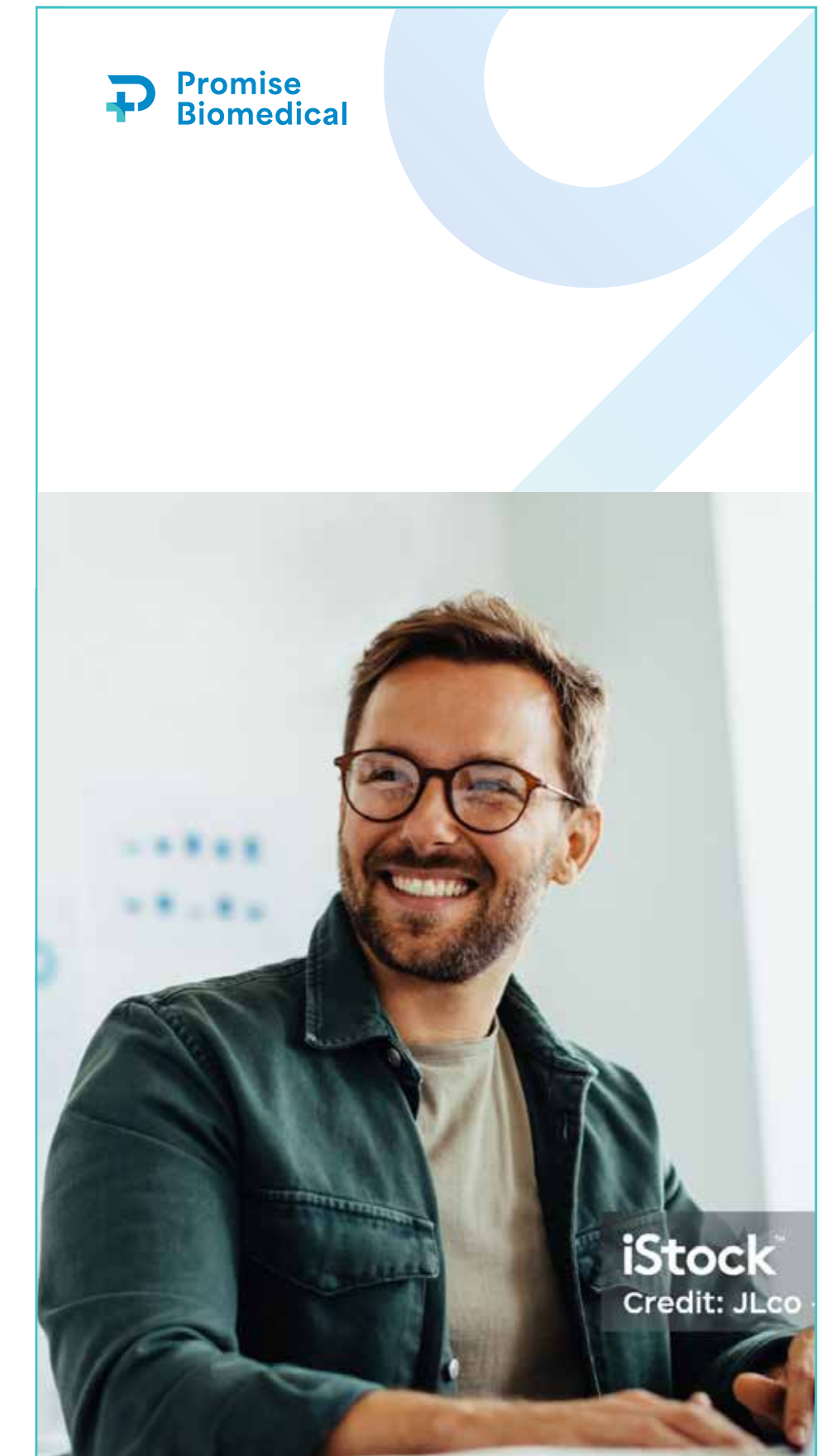
From right to left

Style B Vertical - 1/3 Page

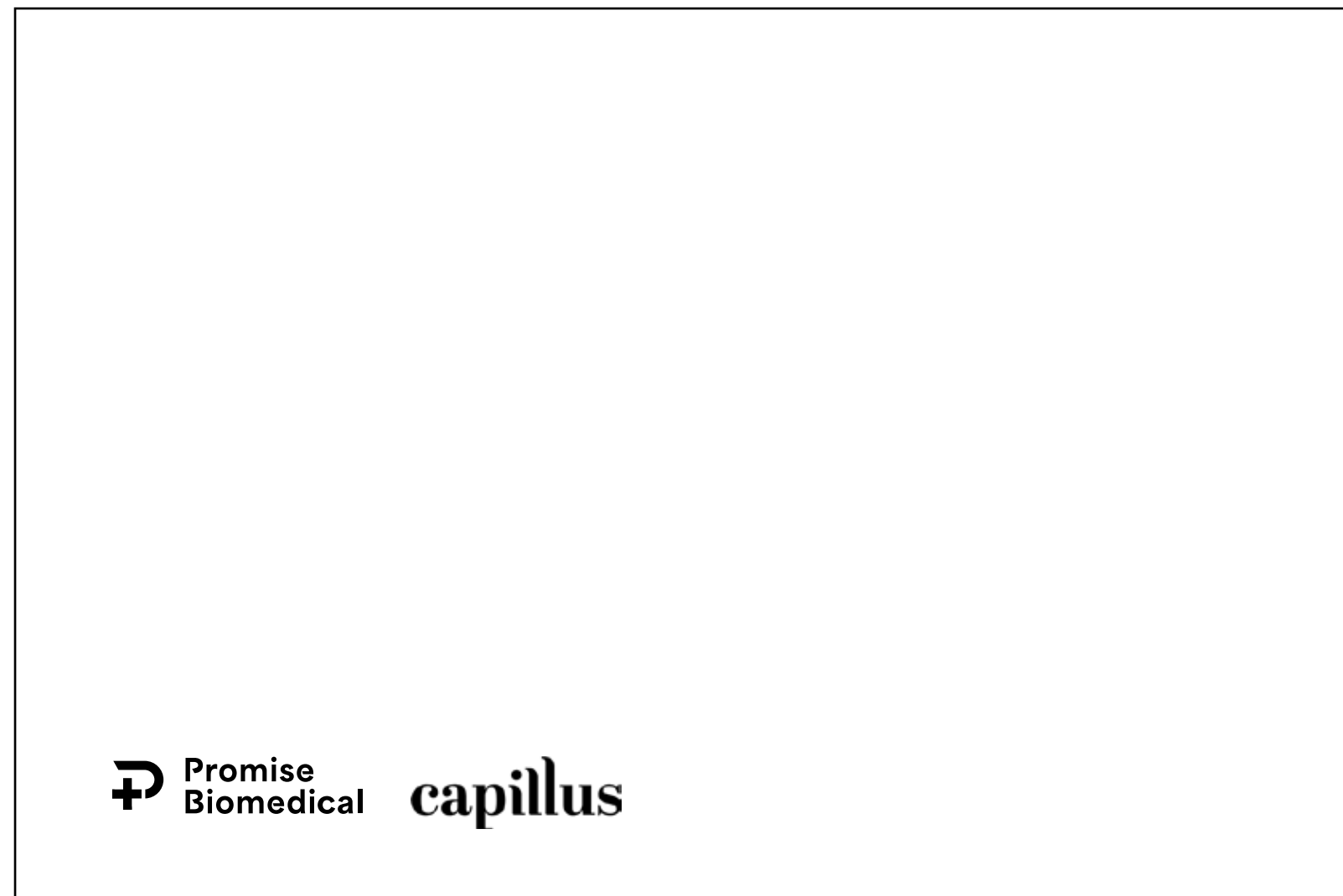
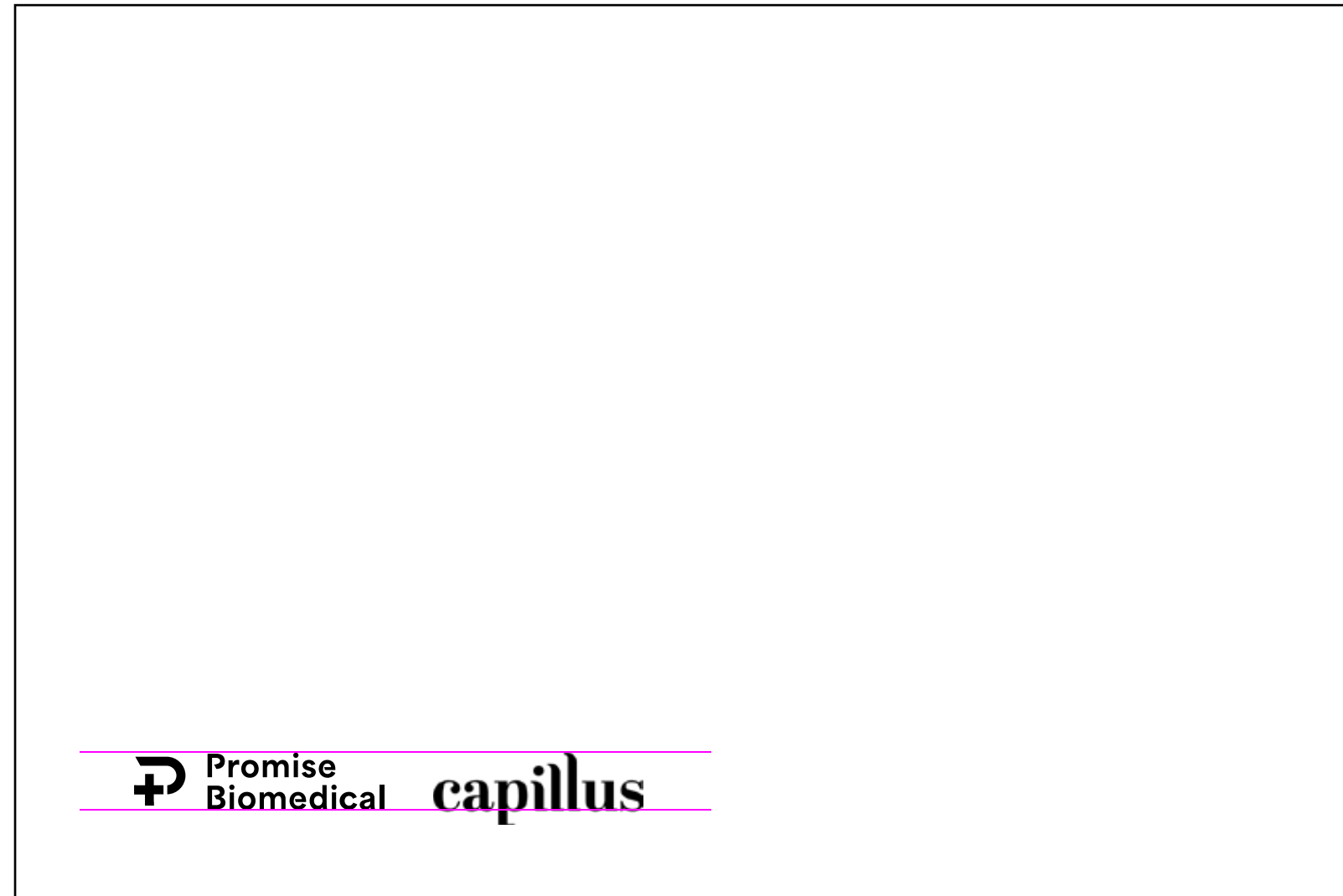
Style C Vertical - 1/2 Page

The rule of pattern is located in the pattern  
instruction page

圖騰的使用方式位於圖騰頁面



07  
B2B





**Promise  
Biomedical**