FINRA™

Financial Industry Regulatory Authority

FINRA

Putting Investors First

Your Guide to SIRA and its Investor Services.

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SIRA International
Delivering Knowledge and Experience Worldwide

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TOP VIEW

Materials:
Brushed metal

Logo:
Raised letters and symbol with color opaque film

Full Name:
Raised letters with color opaque film

Illumination:
Front-lit

Transparent, horizontal bands are ALWAYS placed over the image frame. A single band or two overlapping bands. In most cases, type is carried within the bands.

Bands may be placed anywhere, but must be centered within the image frame.

Bands may be any of the corporate colors, set at any opacity between zero–80%, depending on the layout and colors used. Always use 100% shade, and change the opacity to get the specific transparency.

When overlapping two transparent bands, always set one at 60% opacity and the other at 40%.

The thickness of bands is dependent on the type within them. Refer to page xx for more information.
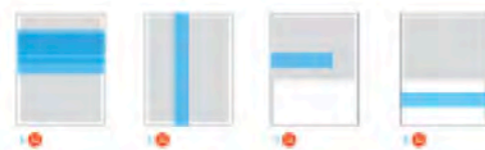
PLEASE BE AWARE
1. Do not use more than two overlapping bands.
2. Always set bands horizontally.
3. Bands are not placed on both the left and right edges of the page.
4. Do not place bands outside the image frame.

TEMPLATE
A4 electronic fax: a4_fac_efile.dot

USING THE TEMPLATE
Templates have been created in Microsoft Word® containing both layout and typographic specifications.

Except for the body of the fax, nothing should be adjusted. The logo, heading, address and tagline are locked and must never change.

The body, layout and size of the fax have been set. Do not change.

The second page and additional pages are included in the template and are fluid and will reflow, if needed.

FINRA   FACSIMILE

Salutation.

This is how an A4 fax looks set in 11pt Arial with 13pt leading. The left margin is aligned to the vertical line breaking the logo symbol. There is a 13mm margin set on the right. The information block is in 9pt Arial.

Headlines are 11pt Arial Bold with 13pt Leading.

- Bullets align to the left margin.
- Text is set 3.78mm from the bullet.
- When a bullet subordinates two lines, align the tops with the preceding line.

Closing.

Sender's Name
Sender's Title

Shown @ 55%

兆豐金控

信義房屋

戶外橫式招牌

上視圖

信義房屋

敦南店
2784-5661
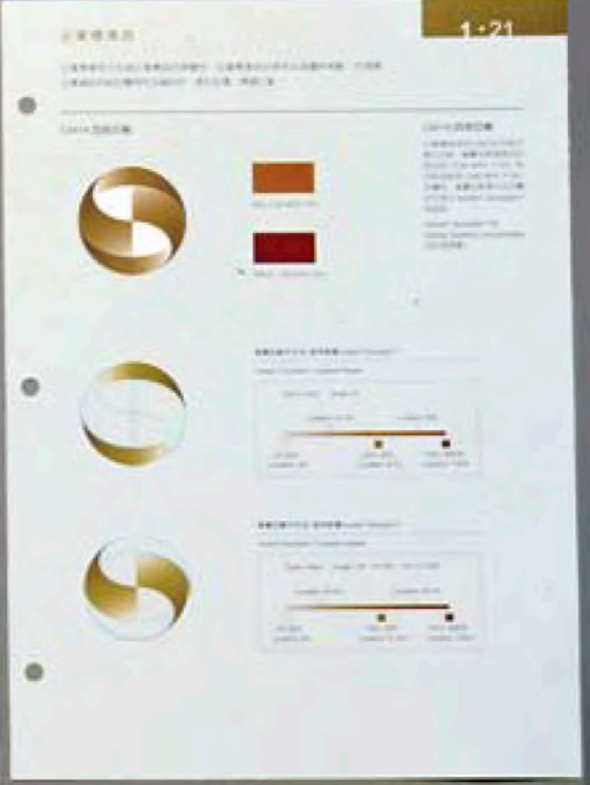
Acceptable Color Use

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The logo should always appear in the corporate colors. Under special conditions such as black and white or one single color production, the logo may also appear in black or any single color, or reverse in white on a black or color background. The following examples illustrate the correct use of colors.

A. The logo may appear in the official corporate colors (Wistron Blue & Wistron Green) on a white background.

A

B

D

F

Business Cards

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DIMENSIONS
90mm x 55mm

STOCK
Brilliant White, good quality card 200gsm

COLORS
Logo: Wistron Blue 100%, Wistron Green 100%
i-Motif: Wistron Blue 100%, Wistron Green 100%
Text: Wistron Blue 100%

TYPOGRAPHY
Roman Alphabet
Employee Name: 9 pt Helvetica Bold, Line Space 10 pt
Title, Department: 6 pt Helvetica Regular, Line Space 7 pt
Company Name: 8 pt Helvetica Bold, Line Space 9 pt
Address Block: 7 pt Helvetica Regular, Line Space 9 pt
Telephone Numbers, Fax, E-mail and Website:
7 pt Helvetica Regular, Line Space 9 pt
Chinese
Employee Name: 10 pt Lin Gothic Bold, Line Space 11 pt,
Letter Space T= 400
Title, Department: 6 pt Lin Gothic Medium, Line Space 8 pt
Company Name: 9 pt Lin Gothic Extra, Line Space 10 pt,
Letter Space T= 100
Address Block: 7 pt Lin Gothic Medium, Line Space 9.5 pt
Telephone numbers, Fax, E-mail and Website:
7 pt Lin Gothic Medium, Line Space 9.5 pt
Letter Space (Track) specified in this manual is based on
Adobe® Illustrator® standard.
All numbers are set in Helvetica Regular.

Note: The version of Helvetica fonts specified in this guideline is most preferred. If the specified version is not available, **Helvetica Neue 55 Roman** can be the substitute for Helvetica Regular; and **Helvetica Neue 75 Bold** can be the substitute for Helvetica Bold.

Adobe® Illustrator® is a registered trademark of Adobe Systems Incorporated.

Standard Version 1 – Company Name, Employee Name in 1 line

Simon Lin

Wistron Corporation

Minimum clear space – 5mm
All copy of Employee Name,
Title/Department
must not enter into this area.
Long names and titles must be
set in more than 1 line.
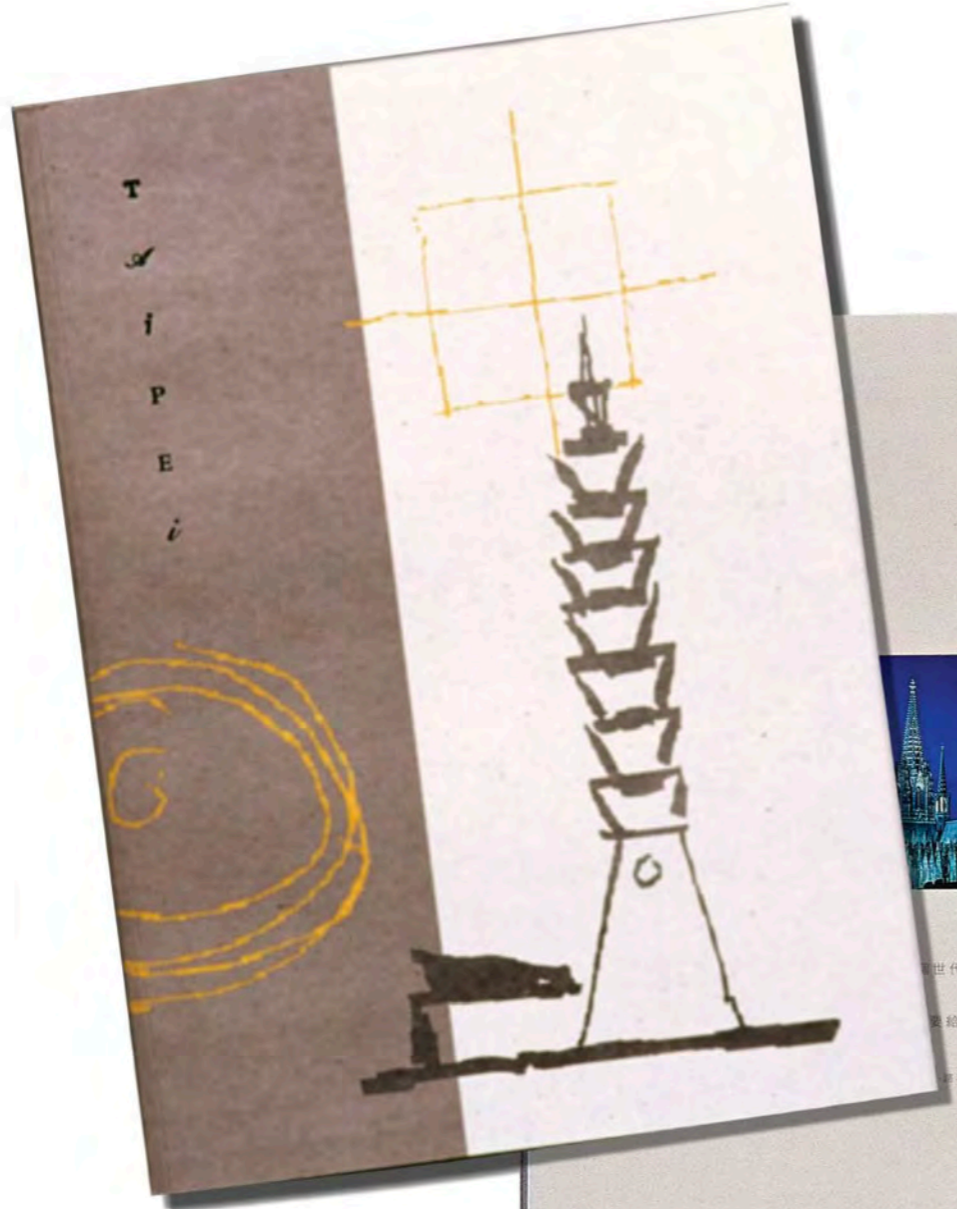Do not hyphenate
names, titles or departments.

Enrich Digital Lifestyle

AUO
AU Optronics

建築之心

攜手架構台灣地標

沒有任何事情比夢想更能創造未來
—貝聿銘

設計一個有代表性的超高層大樓
最難的不是建造技術，而是文化表現
如何在區域文化和國際文化表現中求得平衡
怎樣去找到最適當的原創性造型，和象徵意義
臺北國際金融中心設計者，李祖原建築師回到創造原點

高樓建築，在西方象徵對未知的崇仰、征服，和追求
東方觀點，則代表著對未來更寬闊的瞭解和包容
「登高」是為了「望遠」
高，不是一蹴而就，而是以時間換取空間的逐漸成長
自然的層層茁壯，宛如花開般節節登至富貴巔峰
這樣的思考，成就了全球獨特的多節式超高層摩天大樓
臺北國際金融中心
以節節攀升的高度，象徵台灣在新世紀中的全新視野！

從世界舞台來看，看看你有沒有 Local Identity；
從自己看，我們會問有沒有 World Quality。
—李祖原

The Spirit of Architecture

"The sun sets down at the mountains, the Yellow River runs to the sea. In order to see beyond a thousand miles, we climb up another floor."

The greatest challenge in designing a statement building is not the construction technology involved, but how the building reflects the culture in which it functions. The spirit of architecture lies in the balance between local culture and internationalism.

In the West, a tall building demonstrates respect and attention from the spectators. To the Asians, it symbolizes a broader understanding and anticipation of things to come: we "climb" in order to "see further".

The architect of Taipei Financial Center, C.Y. Lee, has found the appropriate and original expressions from oriental elements. The height of Taipei Financial Center is reached one step at a time, like petals of a flower unfolding or sections of a bamboo rising from the ground, and it offers a new perspective to the residents of the city.

"A good building is not just for this generation to enjoy, it is also a message to the coming centuries."

Illusionary Transparency

The exterior curtain wall uses enhanced double-glazing systems with tinted glass that offers broad vision from the interior. From the outside of the building, the tinted glass provides a "crystal" like transparent vision with varying illusionary reflections of the surroundings and the sky.

Richly Luminous

At night the soft glow cast by the lights of Taipei Financial Center will illuminate the streets of Eastern Taipei. Sections of the building will glitter like the facets of a diamond, with different levels reflecting light at various angles to present a variety of highlights.