

Richtek CI Quick Guide

Richtek Logo

The Richtek logo with English/Chinese company name and alternative versions.

RICHTEK

Standard Versions

RICHTEK
your power partner.

RICHTEK 立錡科技

Alternative Versions (These versions should be used with the rules specified in the Richtek Brand Identity guidebook.)



One color logo on white background



Reversed white logo on dark blue background



Dark blue logo on light blue background



Dark blue logo on lime yellow background



Reversed white logo on black background for B&W printing



Black logo on white background for B&W printing

Richtek Corporate Fonts

English Primary

Helvetica Light Cond.
Helvetica Medium Cond.
Helvetica Bold Cond.
Helvetica Black Cond.

English Alternative

Arial Regular
Arial Italic
Arial Bold

Chinese Primary

(Traditional Chinese) (Simplified Chinese)
華康細黑體 华康黑体W3
華康粗黑體 华康黑体W7

Chinese Alternative

(Traditional Chinese) (Simplified Chinese)
新細明體 宋體

Richtek Colors

These are the Richtek brand colors. Consistent use of these colors will help reinforce the Richtek brand.

Primary Color

Richtek Blue

PMS	541C
CMYK	100, 57, 0, 38
RGB	7, 43, 97
Web Safe	#072B61

Supportive Colors

Richtek Light Blue

PMS	313C
CMYK	100, 0, 10, 0
RGB	0, 158, 184
Web Safe	#009EB8

Richtek Lime Yellow

PMS	381C
CMYK	20, 0, 100, 0
RGB	204, 232, 33
Web Safe	#CCE821

Richtek Logo Clear Space

It is recommended to keep a clear zone of "R" around the logo for best visibility.



Richtek Logo Minimum Size

RICHTEK

1.75 cm

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2.7 cm

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2.5 cm