



數位發展部 數位產業署  
Administration for  
Digital Industries, moda

# 數位發展部數位產業署

視覺識別系統設計

Visual Identity

## 關於數位發展部數位產業署

數位發展部數位產業署(以下簡稱本署)組織法奉總統111年1月19日制定公布，主要任務為推動數位經濟發展、辦理數位經濟相關產業之輔導、獎勵與管理。由組織法可知本署為數位經濟發展之專責機關，掌理數位經濟相關產業之政策規劃及法規研擬，以及數位技術的應用推廣，包括人工智慧、大數據、平台技術、系統整合與場域應用、軟體產品及數位服務、數位內容及資料經濟，以及數位經濟相關產業人才培訓等。另外，數位科技是協助臺灣各產業進行數位轉型的利器，本署專責推動數位賦能的相關應用，協助臺灣各行各業因應數位經濟時代所帶來的挑戰與機會，期能創造臺灣另一波成長動能。

## ABOUT ADI

The Organizational Act of the Administration for Digital Industries, Ministry of Digital Affairs (hereinafter referred to as “the Administration”) and set and announced by the President on January 19, 2022. The Administration’s main missions are to promote development of the digital economy, guide, award, and manage digital economy-related industries.

According to the organizational act, the Administration is the competent authority on digital economy development, in charge of digital economy-related industry policy planning and regulation drafting as well as digital technology application promotion, which encompasses artificial intelligence, big data, platform technology, system integration and field applications, software products and digital services, digital content and data economy, and digital economy-related industry talent cultivation. Additionally, as digital technology is a key tool that aids the digital transformation of Taiwan’s industries, the Administration is tasked with the promotion of applications relating to digital competency, helping Taiwan’s industries prepare for challenges and opportunities that come with the era of digital economy to create a new momentum for growth in Taiwan.

# 標誌設計 ADI LOGO

數位產業署(Administration for Digital Industries, 簡稱ADI)  
以永續發展理念，致力於各產業的數位升級

標誌理念以署的英文小寫名稱縮寫adi來做思考，  
提出「數位、包容、多元」三大意向為設計主題，  
代表數位產業署的多樣貌與包容性。

標誌設計直覺以a(署administration)包覆蓋d(數位digital)  
來強調本署以數位包容的服務態度為出發，整體設計以開放  
的圖形迴路來代表多元的角度思考，i(產業industries)上方設  
計兩個口字型相互對接形成一個S字體，傳達為臺灣各行各業  
的未來發展提供數位服務與轉型創新，更意味著本署與產業  
之間的融合。

The Administration for Digital Industries (ADI) is backed by the  
ideal of sustainable development and dedicated to promoting  
digital upgrade for all industries.

The idea for the logo stems from the acronym of the  
Administration's name, "a," "d," and "i," featuring imagery  
representing the three major design themes of "digital,"  
"inclusivity," and "diversity" to symbolize the Administration for  
Digital Industries' diversity and inclusivity.

In the logo's intuitive design, the letter "a" (for "administration")  
encompasses the letter "d" (for "digital") to emphasize that  
the Administration's services are based on an approach  
of digital inclusivity. The overall design uses open, looping  
shapes to symbolize thinking from diverse angles while the two  
interlaced squared u-shapes compose an "s" to convey the  
Administration's provision of digital services and transformation  
innovations for the future development of Taiwan's industries  
and additionally, the Ministry's integration with industry.



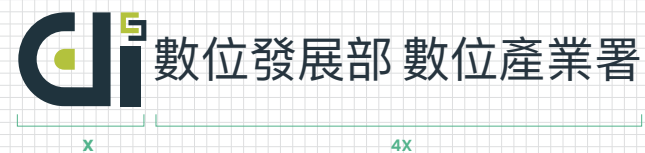
## 標誌組合規範(二) LOGO COMBINATION FORMAT-2

ADI數位產業署標誌之組合為制定規格，為維持標誌之統一性，應用時不可自行重繪、變形，或用任何其他方式對此圖形作修飾潤色。

01



02



03



# 主要指定字體 CHINESE & ENGLISH FONT

## 蘋方繁體 & Poppins

為ADI數位產業署主要使用字體，適用於標題至內文各式情況，可應用於各項印刷品、廣告、招牌及空間等，以維持識別一致性。

Poppins /  
Black

**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**st**uvwxyz  
123456789/\!?\*;**-@%#&\$****

Poppins /  
Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**st**uvwxyz  
123456789/\!?\*;**-@%#&\$**

Poppins /  
Extra Bold

**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**st**uvwxyz  
123456789/\!?\*;**-@%#&\$****

Poppins /  
Light

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**st**uvwxyz  
123456789/\!?\*;**-@%#&\$**

Poppins /  
Bold

**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**st**uvwxyz  
123456789/\!?\*;**-@%#&\$****

Poppins /  
Extra Light

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**st**uvwxyz  
123456789/\!?\*;**-@%#&\$**

Poppins /  
Semi Bold

**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**st**uvwxyz  
123456789/\!?\*;**-@%#&\$****

Poppins /  
Thin

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**st**uvwxyz  
123456789/\!?\*;**-@%#&\$**

Poppins /  
Medium

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**st**uvwxyz  
123456789/\!?\*;**-@%#&\$**

蘋方-繁體/  
中粗體

**數位產業署**

蘋方-繁體/  
細體

數位產業署

蘋方-繁體/  
中黑體

**數位產業署**

蘋方-繁體/  
纖細體

數位產業署

蘋方-繁體/  
標準體

**數位產業署**

蘋方-繁體/  
極細體

數位產業署

# 標誌組合規範 LOGO COMBINATION FORMAT

ADI數位產業署標誌之組合為制定規格，為維持標誌之統一性，應用時不可自行重繪、變形，或用任何其他方式對此圖形作修飾潤色。

01



02



03



# 留白使用規範 CLEAR SPACE

直式標誌四周的留白區域是依據標誌的高度（標示為"Y"）  
四周需保留至少Y/12作為留白區域。



橫式標誌四周的留白區域是依據標誌的高度（標示為 "Y"）  
四周需保留至少 "Y/4"作為留白區域。



# 標誌色彩 LOGO COLOUR PALETTE

ADI數位產業署標誌的主要色彩為墨黑色系為主，維持政府機關的專業形象，利用局部亮色展現視覺上的靈活度與層次感，並輔助黃綠色作為象徵開放態度與活力創意，並可搭配其他輔助色系作為使用。標誌標準色經過推薦而制定，顏色應用時須保持一致。

ADI YANKEES BLUE  
PANTONE 5395 CP  
C89 M77 Y64 K40  
R31 G50 B61  
1F323D

ADI ANDROID GREEN  
PANTONE P160-7C  
C36 M11 Y86 K0  
R180 G196 B63  
B4C43F

ADI GRANITE GRAY  
PANTONE P179-12 C  
C69 M61 Y58 K9  
R95 G95 B95  
5F5F5F

ADI CHINESE SILVER  
PANTONE TBA  
C0 M0 Y0 K30  
R201 G202 B202  
C9CACA

ADI WHITE  
C0 M0 Y0 K0  
R255 G255 B255  
FFFFFF

色彩使用比例示意

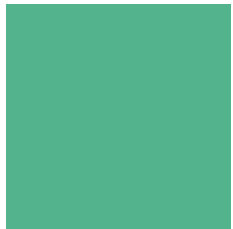


本頁及手冊中所表示顏色皆參照PANTONE®國際認可色票

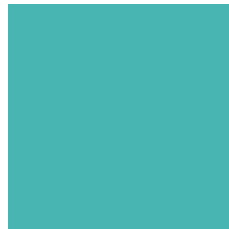


# 輔助色使用規範 COMPLEMENTARY COLOURS

ADI數位產業署標誌的輔助色彩，強調與產業的數位融合可搭配其他輔助色系作為使用，標誌輔助色經過推薦而制定。



PANTONE 1365-C  
C67 M6 Y58 K0  
R83 G179 B140  
53B38C



PANTONE P 124-6 C  
C67 M6 Y34 K0  
R71 G180 B178  
48B4B2



PANTONE P125-8 C  
C79 M36 Y49 K11  
R55 G126 B126  
377E7E



PANTONE Process Cyan  
C66 M27 Y3 K0  
R71 G162 B219  
47A2DB



PANTONE 292 CP  
C48 M20 Y7 K0  
R133 G180 B217  
85B4D9



PANTONE 2187 CP  
C95 M72 Y31 K14  
R31 G79 B122  
1F4F7A



PANTONE P 34-15 C  
C23 M61 Y78 K7  
R191 G114 B72  
BF7248



PANTONE P167-14 U  
C39 M29 Y75 K3  
R164 G160 B95  
A4A05F



PANTONE P 16-5 U  
C35 M39 Y71 K7  
R166 G142 B94  
A68E5E



PANTONE P 52-7 C  
C19 M77 Y67 K5  
R201 G90 B83  
C95A53



PANTONE P 83-8 C  
C47 M95 Y24 K4  
R154 G49 B124  
9A317C



PANTONE P 91-8C  
C68 M96 Y23 K8  
R112 G48 B121  
703079

