

OUR BRAND & GUIDELINES
TAIWAN EXCELLENCE BRAND BOOK
BRAND IDENTIFICATION SYSTEM

BRAND BOOK



**TAIWAN
EXCELLENCE**

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SECTION 1

Our Brand

Everyday Excellence

Taiwan Excellence believes that the pursuit of innovative products is not for the sake of the product itself, but is firmly rooted in peoples' desires for solutions to help them live a better life, today and tomorrow.

Therefore, let us all chase our ideal dream life, a life of every day excellence!

Everyday Excellence

Taiwan Excellence believes that only innovation can bring about change for a better life.

Therefore, Taiwan Excellence is committed to using wisdom and creativity to make sure Taiwan's best products enter into the everyday life of everyone, everywhere.

Taiwan Excellence is Taiwan's proposition to the world on how to live an innovative life. Let cutting-edge technology lead the way to a better future.

Taiwan Excellence is closely interlinked with international markets. We are the steadfast partners for outstanding enterprises, sharing the beautiful fruits of win-win collaborations.

Taiwan Excellence features the most innovative and high-quality products from Taiwan. They allow people to chase their dreams and live an excellent life, every day.

Everyday Excellence!

THE BEST MADE IN TAIWAN

Taiwan Excellence is the chosen partner for Taiwan's most innovative industry leaders to provide the world with first choice products for a higher quality way of life

Brand Values

Innovation

Practical, user-friendly and optimized for our customers.
A quality life for everyone everywhere.

Excellence

We are passionate about common goals built on a team spirit of enthusiasm and knowledge sharing.

Value that Justifies the Brand

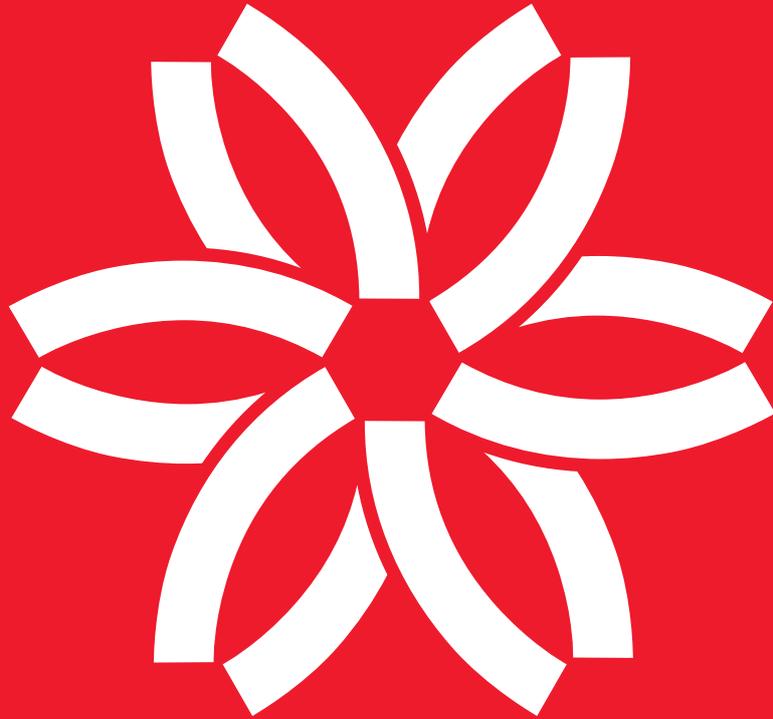
Accessible and practical products that truly enhance daily life.

Dependable

We do what we promise, are responsive to demands, and are fully committed to success.

Empathy

We create win-win relationships through attentive care and warmth.



Innovation

**Practical, user-friendly and optimized for our customers.
A quality life for everyone everywhere.**

We believe in a human-centered approach, and explore the true needs of people in their daily lives with solutions that are based on a fresh perspective and design philosophy. We hope to create a quality life for everyone everywhere based on the foundation of practicality, optimization, and ease of use.

Excellence

We are passionate about common goals built on a team spirit of enthusiasm and knowledge sharing.

In our pursuit of excellence, we do not walk alone. Our collaborations are based on a team spirit of enthusiasm and sharing, exchanging successful ideas and working towards a common goal. Let everyone live a life of every day excellence and quality!





Value that Justifies the Brand

**Accessible and practical
products that truly enhance
daily life.**

We believe in a human-centered approach, and explore the deepest needs of people in their everyday lives.

With solutions that are based on a fresh perspective and design philosophy.

We hope to create a quality life for everyone everywhere based on the foundation of practicality, optimization, and ease of use.



Dependable

We do what we promise, are responsive to demands, and fully committed to success.

Step-by-Step :

We are steadfast in our commitment and sense of responsibility, so that we can build a strong foundation of accountability and trust.

World-class standards, world-class presentation.

We insist on delivering what we promise and building best-in-class products.

Empathy

We create win-win relationships through attentive care and warmth.

Each Taiwan Excellence-branded product is endowed with Taiwan's unique blend of warmth and care. With receptiveness, understanding, and communication, we build relationships that form the strongest bonds between people. We do not just work shoulder to shoulder with our partners, we are also the closest and most considerate of friends.

**Because of Taiwan Excellence
the world has started to experience
what a sweet new life is like
and explore new ways of living.**

Taiwan Excellence Everyday Excellence

B2C

Target Customers

Middle-class consumers from 15-55 years of age

The offspring of middle-class families, the main income earners of the family, and the financial decision-makers in the family. They typically have a good income and lots of spending power.

They value a good quality of life, welcome innovation and are receptive to new products. They hope life will always remain fresh and exciting.

Special Target Customers

Young consumers from 18-30 years of age

They are members of the younger generation with stable spending power who like fresh ideas and are willing to try new things.

They are used to sourcing information online and are deeply influenced by social media influencers and are highly receptive to new technology, and utilize tech products to express their creativity.

B2B

Target Customers 1

Taiwanese Companies

Companies with a fierce innovative spirit and a high degree of perseverance and insistence on uncompromising quality.

The ultimate goal is to develop products that offer better solutions for people's daily lives, and perfectly epitomize the spirit of Taiwanese manufacturing.

Target Customers 2

Procurement offices of Taiwanese and Multinational Companies

Their core undertaking is to find products of the highest standards, and to establish long-term and stable partnerships.

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The Taiwan Excellence Awards were established by the Ministry of Economic Affairs in 1993. Every year, eligible candidates are subjected to a rigorous and stringent selection system that covers four major aspects of “R&D”, “Design”, “Quality” and “Marketing” to identify outstanding products that offer “Innovative Value” while satisfying the key criterion of being “made in Taiwan”. Products that have been selected for the Taiwan Excellence Awards would serve as examples of the domestic industries and be promoted by the government in the international market in an effort to shape the creative image for Taiwanese businesses.

The selection of winning entries of the Taiwan Excellence Awards comprises two phases, the first phase involves the on-spot evaluation and selection of winning entries for the Taiwan Excellence Awards and compilation of the “Taiwan Excellence Gold and Silver Quality Award Shortlist” by the panelists. The second phase will involve the participation of international panelists to jointly determine the winning entries for the “Taiwan Excellence Gold Award” and “Taiwan Excellence Silver Award”.

The Bureau of Foreign Trade and the Ministry of Economic Affairs, retain exclusive rights to this symbol, which has been registered in more than 100 countries and regions around the world by the Taiwan External Trade Development Council (TAITRA). The award winners could join the “Taiwan Industry Image Enhancement Project” promotion and other related incentive programs. The mark of Taiwan Excellence has become a common brand for Taiwanese products with innovative values, renowned in the international market for the excellence and quality that are associated with the mark.

The standards for the use of the Taiwan Excellence signature are presented in this manual. Only through strict adherence to these guidelines will Taiwan Excellence gain global recognition and international acceptance as a premium mark associated with the highest standards of product quality from Taiwan.

The Taiwan Excellence symbol consists of six interwoven arcs, has its origins in the traditional Chinese cultural affinity for "completeness" or "wholeness." Its significance is as follows:

- The interwoven arcs represent the links connecting Taiwan with the world economy. The inner arcs represent the bonds of solidarity that unite Taiwan's manufacturers in the pursuit of excellence.
- The red color represents the passion that distinguishes Taiwan's local industries.
- The arcs are discrete yet form part of a larger pattern, suggesting the freewheeling, independent, yet orderly basis of Taiwan's economic structure.
- The geometric simplicity of the signature makes it appropriate for a wide range of applications and enterprises involved in the Taiwan Excellence program.
- The bold shape of the symbol reflects Taiwan's unequivocal dedication to quality.
- The intricate interweaving of the symbol's elements alludes to the complex map of Taiwan's industrial fabric, and demonstrates a strong attempt to globalize and internationalize.

