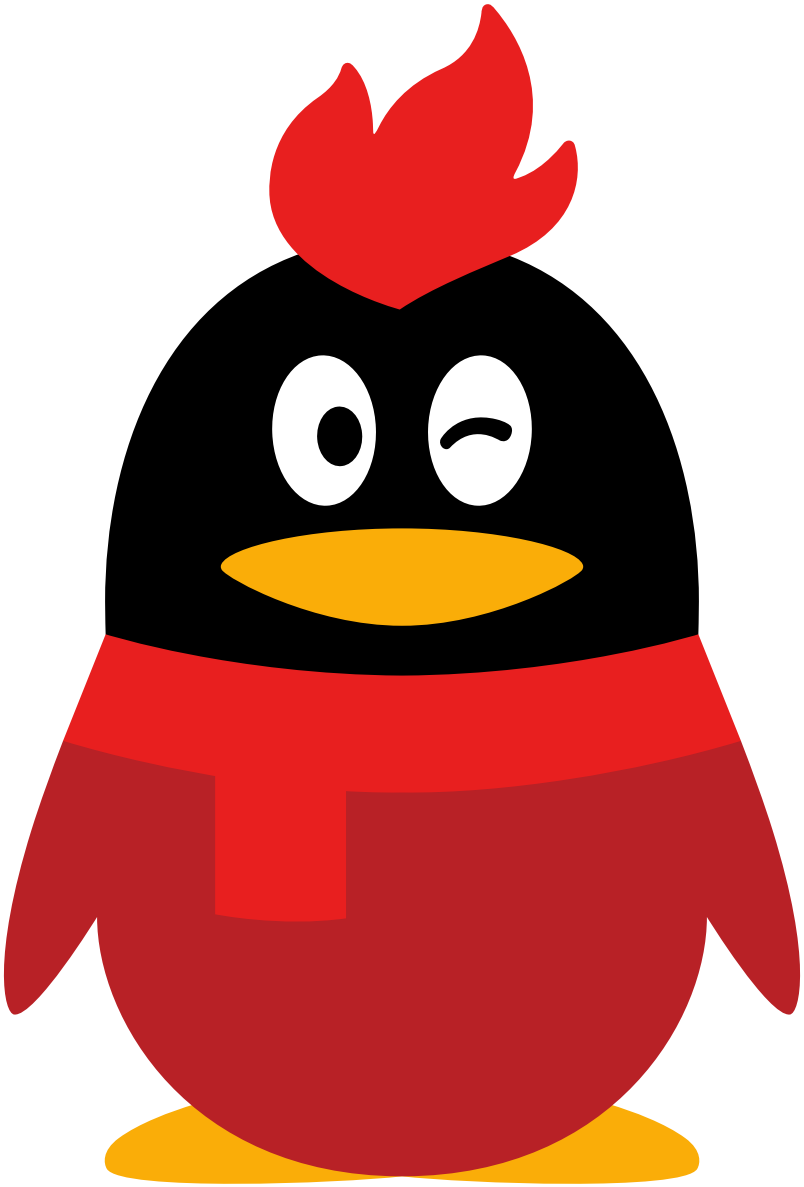

QQ会员品牌书
QQ VIP
Brand Book

Created by
ISUX Brand Center

2016. 10

欢迎

Welcome

本规范手册包含的品牌基本原则和使用案例，通过基本标志、品牌色、图形设计以及图像排版风格，以保持“QQ会员”的品牌视觉识别统一性。本手册将呈现品牌所有的关键视觉元素以及系统地告诉大家如何在各个应用和物料上正确和统一地使用它们。我们应做到保持正确和一致地应用所有品牌关键视觉元素。然而，在遵循品牌统一性以及不违背品牌视觉识别的基础上，学习灵活运用其中的基本规则，从而衍生出更具创新、新颖、个性以及多维度特点的表达形式，传达出强大有力的品牌信息。

This guideline contains basic principles and examples that are needed to maintain the consistency of QQ VIP’s brand identity, from the primary logo, color, graphic device, imagery through to the typographic style. It shows you what these key elements are and how to apply them correctly and consistently throughout the various applications. It is essential that the key elements should be applied correctly and consistently. However, there is enough flexibility to always produce fresh, creative and differentiated communication pieces. It is not essential to use every element on every item of communication, but to deliver a strong brand message without compromising the brand identity.

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1.00

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品牌

Brand

1.01 品牌概述

Brand Overview

QQ会员是腾讯为QQ用户提供的一项增值服务,涵盖了QQ特权、游戏特权、生活特权、装扮特权等80余项精彩特权。超级会员是基于互联网移动化趋势下推出的QQ会员的加强版，为用户提供更优越畅快的特权服务体验。产品彰显了用户年轻，不做大多数，追求一切新潮事物的生活态度。

QQ VIP is Tencent’s value-added service in QQ platform, which provides more than 80 wonderful privileges in QQ, including Tencent’s entertainment products such as games, animations, fictions, films and several E-commerce products. QQ SVIP is enhanced edition of QQ VIP born in mobile Internet era, to provide better privileges using experiences in both PC and mobile QQ. This service matches well with QQ VIP users’ attitudes to life which is staying young and pursuing of new things of life.

2.00

—

QQ会员标志

Logo – QQ VIP

2.01 标志元素

Logo Elements

QQ会员标识由两元素组成: 1. 图形标志 2. 文字标志，其元素间的相对大小和位置是固定的，并且文字标志不能单独使用。QQ会员的标志只能从最终规范文件中直接拷贝使用，而不是重新绘制或者擅自组合。本规范的各种电子格式文件通用于Mac或PC端，可在腾讯ISUX品牌设计中心服务器中进行下载。

QQ VIP logo is consist of two elements: 1. Symbol 2. Logotype. The relative sizes and positions of these elements are fixed. QQ VIP logotype cannot be used on its own. The primary brandmark should only be reproduced from the master artwork. It should not be redrawn or altered in any way. The master artwork is available in various electronic formats, for both Mac and PC, from BX Center, ISUX, Tencent.

2.02 标准标志

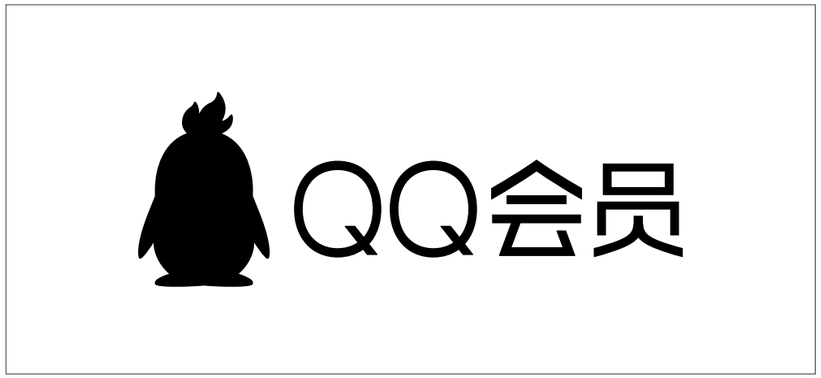
Basic Logo

标准标志是QQ会员的主要品牌符号，多数情况下请使用此标志。它有助于建立品牌识别，同时传达出品牌信誉与稳定性。QQ会员标准标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌红色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志；当全彩标准标志无法很好地被使用时，特殊情况可使用单色超级会员蓝图形标志加单黑文字标志。

The basic logo is the main signature of the brand. It helps to build recognition of the brand as well as convey QQ VIP's confidence and stability. The basic logo of QQ VIP is recommended to be used in full color version in white/light background. When used in white version on the background color should be the main red of QQ VIP. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner. QQ VIP dark red 1 degree version symbol can be used in limited circumstances when full color version cannot be easily applied.

01.
标志：全彩
背景：白色
Logo: Full Color
BG: White

02.
标志：白色
背景：QQ会员 深红
Logo: White
BG: QQ VIP Dark Red



03.
标志：单黑
背景：白色
Logo: Black
BG: White

2.03 垂直标志

Vertical Logo

QQ会员的首要品牌视觉识别是标准标志，然而在显示区域宽度固定或有限的情况下，可使用垂直标志作为第二选择。其元素间的相对大小和位置是固定的，并且其文字标志不能单独使用。QQ会员所有标志不能重新绘制或者擅自组合。QQ会员垂直标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌红色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

The preferred brand identity for QQ VIP is basic logo. However vertical logo may be used when there is a limited area for a logo display, vertical logo may be used. The relative sizes and positions of symbol and logotype are fixed. The primary logo should not be redrawn or altered in any way. The vertical logo of QQ VIP is recommended to be used in a full color version on white/light background. When used in white version, the background color should be the main red of QQ VIP. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.

01.
标志：全彩
背景：白色
Logo: Full Color
BG: White

02.
标志：白色
背景：QQ会员 深红
Logo: White
BG: QQ VIP Dark Red

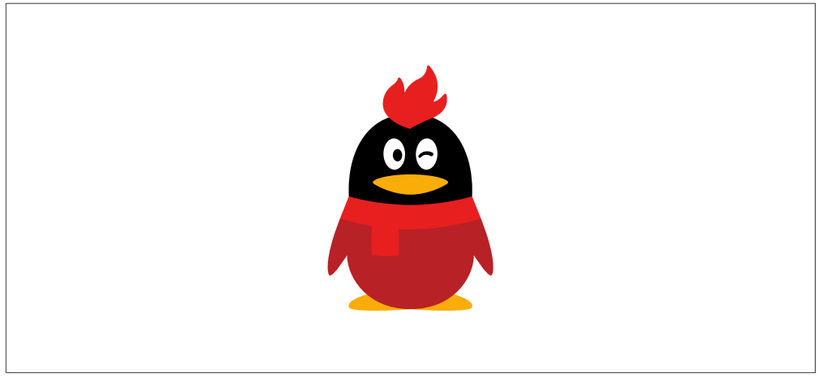
03.
标志：单黑
背景：白色
Logo: Black
BG: White

2.04 图形标志

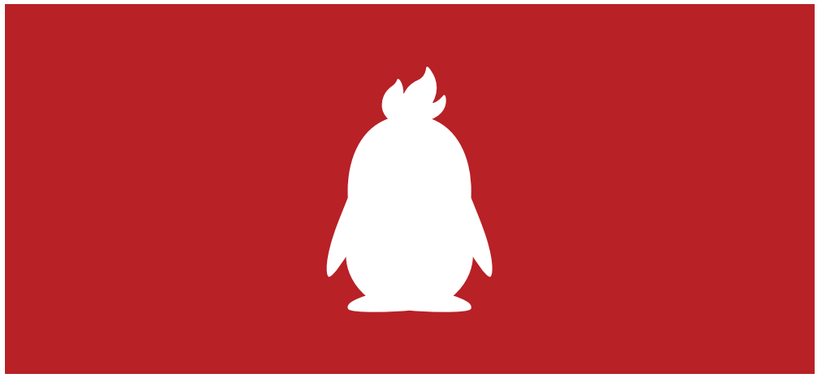
Symbol

QQ会员的图形标志也能反映其品牌视觉识别。红头发和服饰设计，体现出QQ会员特殊、奢华的关键品牌特点。其图形标志是品牌呈现的关键元素，不可重新绘制或者擅自改变它。QQ会员图形标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌主红色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

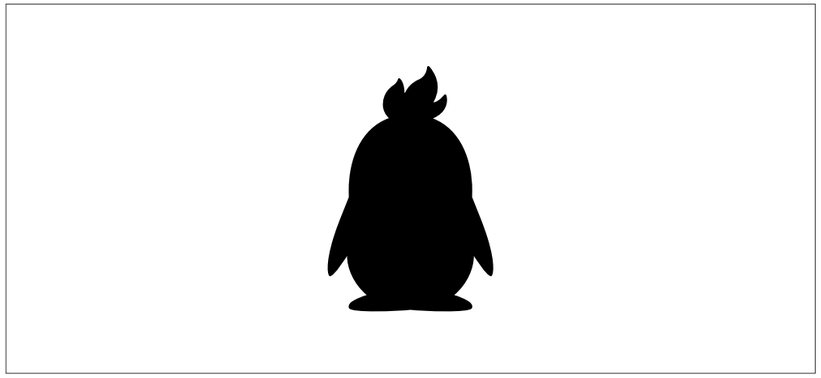
The symbol of QQ VIP reflects the philosophy of QQ VIP. Red hair and clothes represent luxury and specificity which are the key features of QQ VIP service. This symbol is the key element brand expression and should not be redrawn or altered in any way. The symbol of QQ VIP is recommended to be used in a full color version on white/light background. When used in white version, the background color should be the main red of QQ VIP. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



01.
标志：全彩
背景：白色
Logo: Full Color
BG: White



02.
标志：白色
背景：QQ会员 深红
Logo: White
BG: QQ VIP Dark Red



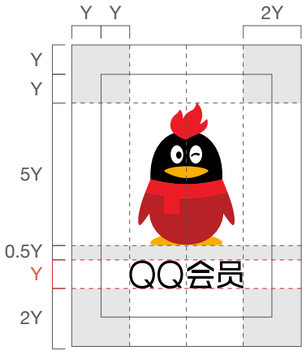
03.
标志：单黑
背景：白色
Logo: Black
BG: White

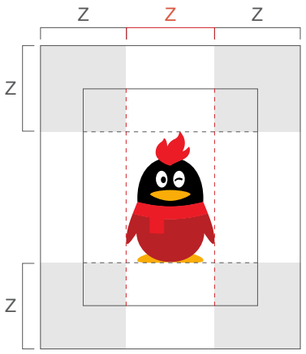
2.05 安全区域

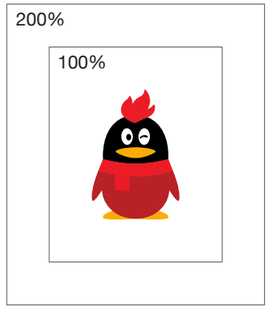
Clear Space

为确保QQ会员的品牌标志可以在所有应用中被清晰识别，标志周围需预留一定的安全不可侵犯区域。此区域相当于标志在运用时，与其他设计元素或文本内容所应保持的最小距离。为确保标志的完整性与可读性，此区域大小必须严格遵守规范。当标志尺寸被缩放使用时，安全区域大小随之等比缩放。如右图，以图形标志的宽／高为一个单位“x”作为参考值，一般情况下应保持200%的安全区域，或当200%安全区域不可用时，使用100%安全区域为第二选择。

To ensure that QQ VIP logo is clearly visible in all applications, always maintain adequate clear space around it. This space represents the minimum distance between the logo and any other design element or text. To ensure the integrity and legibility of the logo, the area surrounding it should be protected. A clear space of 200% should be maintained but when 200% clear space is not available, use the second option of 100% clear space.







3.00

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超级会员标志

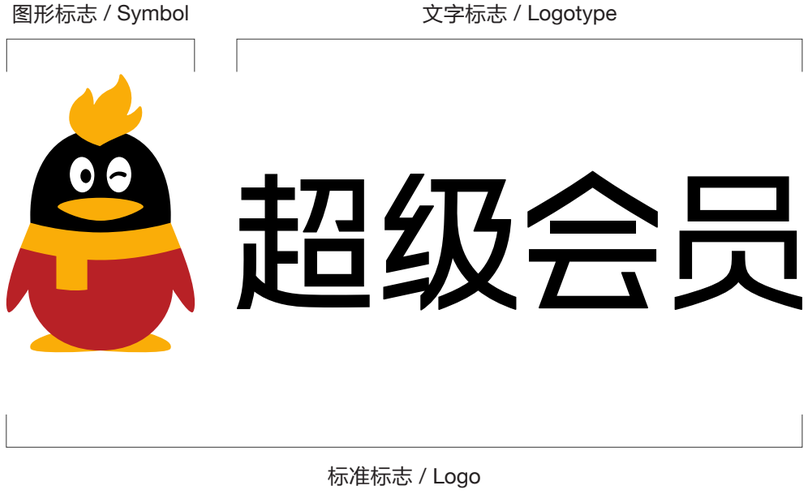
Logo – QQ SVIP

3.01 标志元素

Logo Elements

超级会员标识由两元素组成: 1. 图形标志 2. 文字标志，其元素间的相对大小和位置是固定的，并且文字标志不能单独使用。超级会员的标志只能从最终规范文件中直接拷贝使用，而不是重新绘制或者擅自组合。本规范的各种电子格式文件通用于Mac或PC端，可在腾讯ISUX品牌设计中心服务器中进行下载。

QQ SVIP logo is consist of two elements: 1. Symbol 2. Logotype. The relative sizes and positions of these elements are fixed. QQ SVIP logotype cannot be used on its own. The primary brandmark should only be reproduced from the master artwork. It should not be redrawn or altered in any way. The master artwork is available in various electronic formats, for both Mac and PC, from BX Center, ISUX, Tencent.



3.02 标准标志

Basic Logo

标准标志是超级会员的主要品牌符号，多数情况下请使用此标志。它有助于建立品牌识别，同时传达出品牌信誉与稳定性。超级会员标准标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌黄色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

The basic logo is the main signature of the brand. It helps to build recognition of the brand as well as convey QQ SVIP's confidence and stability. The basic logo of QQ SVIP is recommended to be used in full color version in white/light background. When used in white version on the background color should be the main yellow of QQ VIP. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.

01.
标志：全彩
背景：白色
Logo: Full Color
BG: White

02.
标志：白色
背景：QQ会员 黄
Logo: White
BG: QQ VIP Yellow

03.
标志：单黑
背景：白色
Logo: Black
BG: White

3.03 垂直标志

Vertical Logo

超级会员的首要品牌视觉识别是标准标志，然而在显示区域宽度固定或有限的情况下，可使用垂直标志作为第二选择。其元素间的相对大小和位置是固定的，并且其文字标志不能单独使用。超级会员所有标志不能重新绘制或者擅自组合。超级会员垂直标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌黄色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

The preferred brand identity for QQ SVIP is basic logo. However vertical logo may be used when there is a limited area for a logo display, vertical logo may be used. The relative sizes and positions of symbol and logotype are fixed. The primary logo should not be redrawn or altered in any way. The vertical logo of QQ SVIP is recommended to be used in a full color version on white/ light background. When used in white version, the background color should be the main yellow of QQ VIP. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.

01.
标志：全彩
背景：白色
Logo: Full Color
BG: White

02.
标志：白色
背景：QQ会员 黄
Logo: White
BG: QQ VIP Yellow

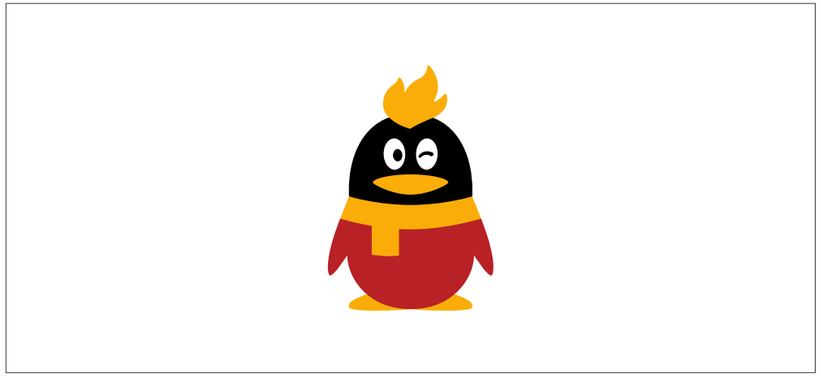
03.
标志：单黑
背景：白色
Logo: Black
BG: White

3.04 图形标志

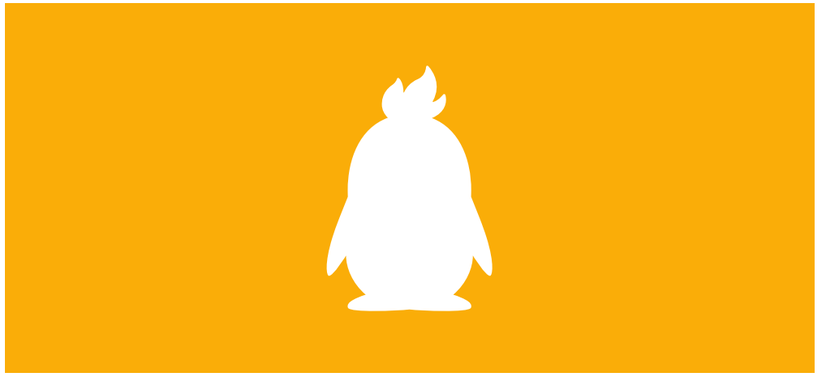
Symbol

超级会员的图形标志也能反映其品牌视觉识别。金发设计，代表升级的用户特权。其图形标志是品牌呈现的关键元素，不可重新绘制或者擅自改变它。超级会员图形标志的使用场景分为：在白色／浅色背景上使用全彩标志；在品牌主黄色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

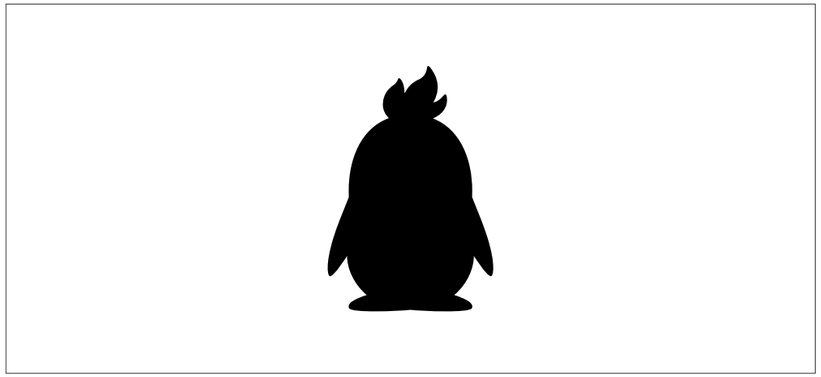
The symbol of QQ SVIP reflects the philosophy of QQ SVIP. Golden hair represents enhanced privileges which are the key feature of QQ SVIP service. This symbol is the key element brand expression and should not be redrawn or altered in any way. The symbol of QQ SVIP is recommended to be used in a full color version on white/light background. When used in white version, the background color should be the main yellow of QQ VIP. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



01.
标志：全彩
背景：白色
Logo: Full Color
BG: White



02.
标志：白色
背景：QQ会员 黄
Logo: White
BG: QQ VIP Yellow



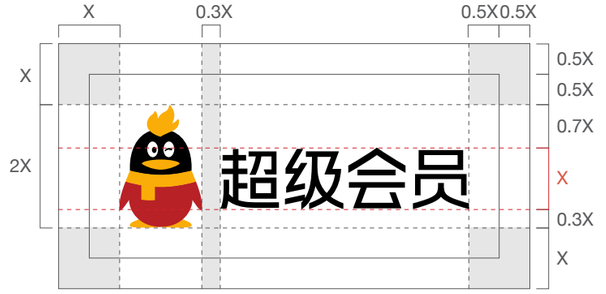
03.
标志：单黑
背景：白色
Logo: Black
BG: White

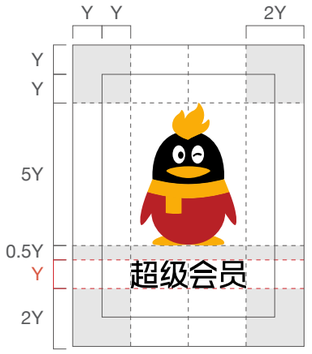
3.05 安全区域

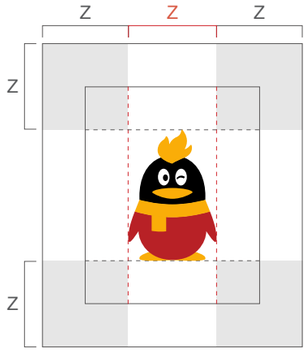
Clear Space

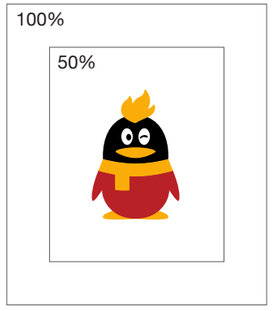
为确保超级会员的品牌标志可以在所有应用中被清晰识别，标志周围需预留一定的安全不可侵犯区域。此区域相当于标志在运用时，与其他设计元素或文本内容所应保持的最小距离。为确保标志的完整性与可读性，此区域大小必须严格遵守规范。当标志尺寸被缩放使用时，安全区域大小随之等比缩放。如右图，以图形标志的宽／高为一个单位“x”作为参考值，一般情况下应保持100%的安全区域（垂直标志对应200%），或当100%安全区域不可用时，使用50%安全区域为第二选择（垂直标志对应100%）。

To ensure that QQ SVIP logo is clearly visible in all applications, always maintain adequate clear space around it. This space represents the minimum distance between the logo and any other design element or text. To ensure the integrity and legibility of the logo, the area surrounding it should be protected. A clear space of 100% (200% for vertical version) should be maintained but when 100% clear space is not available, use the second option of 50% (100% for vertical version) clear space.）









4.00

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标志用法

Logo Usage

4.01 最小尺寸

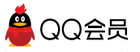
Minimum Size

QQ会员标志没有固定的尺寸大小，其比例关系应由可用空间、美感、功能和可见度来决定。且QQ会员标志没有预设的最大尺寸，其标准标志的最小印刷尺寸宽度为20mm，最小显示器尺寸宽度为48px。

There is no predetermined size for QQ VIP logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. The minimum size for the basic logo is 20mm in print, 48px for screen use.

*超级会员的标志也采用同样规矩。

*The same regulations apply to QQ SVIP logo.



印刷宽 / Print: 20mm
显示器宽 / Screen: 48px

印刷宽 / Print: 8mm
显示器宽 / Screen: 22px

印刷宽 / Print: 5.5mm
显示器宽 / Screen: 16px

4.02 版式位置

Logo Placement

标志的位置取决于标志的样式。标准标志在版式页面中应遵循左对齐或右对齐，居顶、居中或居下。例如这种版式运用在大多数办公应用系统。垂直标志应遵循中对其，居顶或居下。而图形标志则应遵循左中右对齐，居上、居中或居下。

The preferred logo placement is differentiated by the logo format. Basic QQ VIP logo is positioned left aligned at the top, middle or bottom of the page when the identification of the brand is the priority. For example, this would be applied on most stationery system. Vertical QQ VIP logo is positioned center aligned at the top middle or bottom of the page.QQ VIP symbol is positioned left aligned, center aligned or right aligned at the top, middle or bottom of the page.

*超级会员的标志也采用同样规矩。

*The same regulations apply to QQ SVIP logo.

4.03 使用与限制

Restrictions

为了保证品牌标志的完整性以及保持品牌统一性，遵循本规范中所述的使用与限制是很重要的。在使用品牌标志时，应尽量避免如右图所示的各种不规范使用样式。

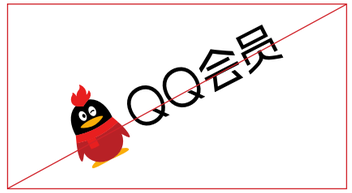
To maintain the integrity of the logo and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuse of the logo that should be avoid.

*超级会员的标志也采用同样规矩。

*The same regulations apply to QQ SVIP logo.

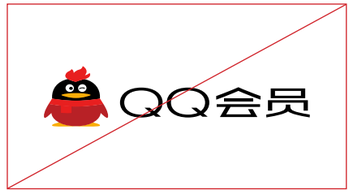
不要改变标志元素的比例关系；
Don’t change proportions.

不要擅自改变文字标志字体；
Don’t change the logotype.



不要倾斜或旋转标志；
Don’t rotate the logo.

不要改变原有标志外观；
Don’t change the logo’s details.



不要单向拉伸标志；
Don’t compress the logo.

不要在标志周围添加任意文本；
Don’t create a logo lockup with text.

不要轮廓化标志或添加描边；
Don’t outline the logo.

不要在标志底添加投影；
Don’t add a drop shadow to the logo.

不要擅自改变标志标准色；
Don’t alter the color.

不要使用模糊、质量低的标志；
Don’t use the logo in a low quality.

不要将标志放在没有足够对比色的背景中；
Don’t place the logo on a color without sufficient contrast.

不要将标志放在繁乱复杂的图像中。
Don’t place the logo over a busy image.

5.00

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品牌色

Color

5.01 品牌标准色

Basic Color

品牌色在QQ会员品牌视觉传达中起到了核心作用。右图所示为QQ会员品牌规范颜色色板示意，这些颜色可以运用在任何品牌有关衍生物料中。QQ会员的每一个品牌色都有着精准匹配合适的Pantone色彩。关于平面印刷物，一般情况下须使用对应的Pantone色值（单色）；若因条件限制无法使用Pantone色彩，选取对应的CMYK色值做为第二选择。关于显示器作业，须使用RGB色值或十六进制值。本规范中提及的品牌色会因不同屏幕和印刷机而产生色差，使用时应尽可能以Pantone色卡做为QQ会员品牌色的最终参考对象。(*Pantone属Pantone公司所有 。)

Color plays a central role when QQ VIP brand is communicating. Always use the color palette represented and apply them to any communication materials. Whenever possible, reproduce QQ VIP logo in Pantone (single color) for print work. If this is not possible, use CMYK values listed for print communication pieces. For screen based work, use RGB and HEX values. The colors shown throughout these guidelines will vary on different screens and printers and may not display as accurate color matches. Always refer to Pantone color swatches for color matching whenever possible. (*Pantone® is the property of Pantone, Inc.)

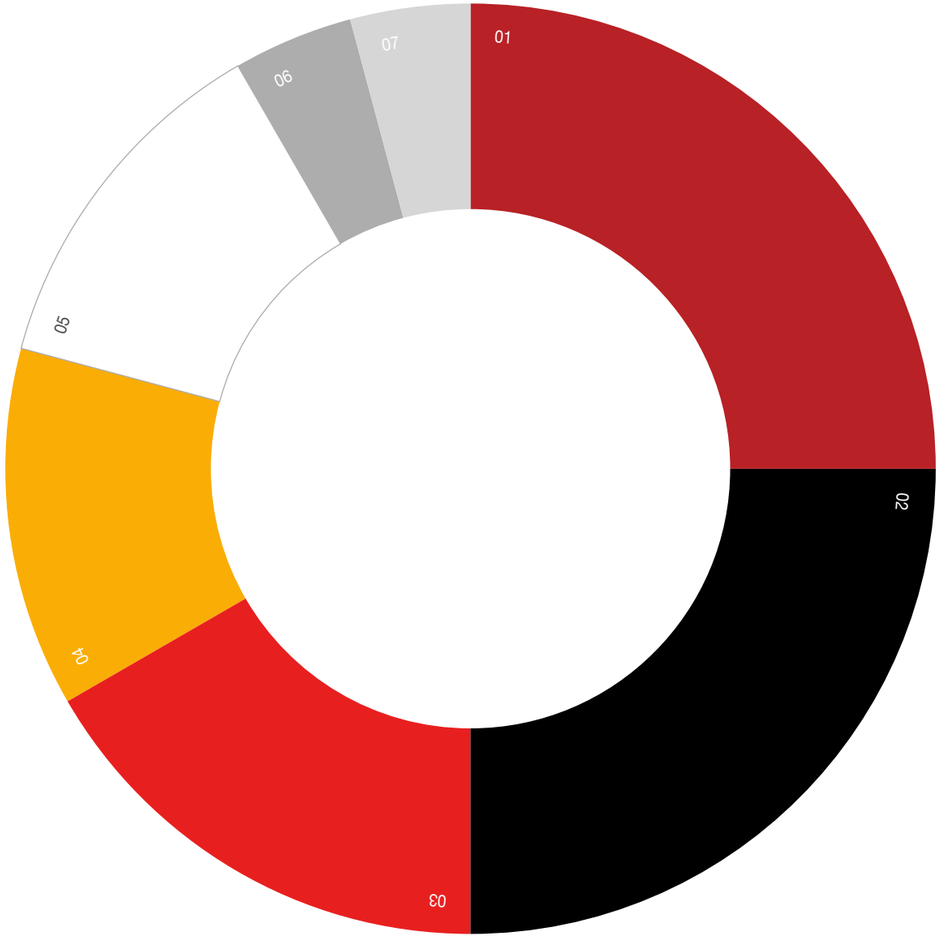
QQ会员 深红 QQ VIP Dark Red	R: 183 / G: 32 / B: 37 C: 8 / M: 100 / Y: 70 / K: 33 PANTONE 7427 C # B72025	主色 1 Main Color 1
QQ会员 黑 QQ VIP Black	R: 0 / G: 0 / B: 0 C: 0 / M: 0 / Y: 0 / K: 100 PANTONE Black C # 000000	主色 2 Main Color 2
QQ会员 红 QQ VIP Red	R: 232/ G: 31 / B: 31 C: 0 / M: 100 / Y: 72 / K: 0 PANTONE 199 C # E81F1F	主色 3 Main Color 3
QQ会员 黄 QQ VIP Yellow	R: 249 / G: 174 / B: 8 C: 0 / M: 31 / Y: 98 / K: 0 Pantone 1235 C # F9AE08	主色 4 Main Color 4
QQ会员 白 QQ VIP White	R: 255 / G: 255 / B: 255 C: 0 / M: 0 / Y: 0 / K: 0 PANTONE White # FFFFFF	辅色 1 Sub Color 1
QQ会员 灰 QQ VIP Gray	R: 173 / G: 173 / B: 173 C: 13 / M: 9 / Y: 10 / K: 27 PANTONE Cool Gray 5C # ADADAD	辅色 2 Sub Color 2
QQ会员 浅灰 QQ VIP Light Gray	R: 214 / G: 214 / B: 214 C: 5 / M: 3 / Y: 5 / K: 11 PANTONE Cool Gray 2C # D8D8D8	辅色 3 Sub Color 3

5.02 颜色比例 1

Color Proportion 1 – QQ VIP

恰当的颜色比例使用可确保所有用户正确认知QQ会员品牌。使用QQ会员品牌色时，QQ会员深红(01)应做为品牌主色；QQ会员深红与大面积QQ会员白(05)一起使用，可体现清新干净的品牌形象；QQ会员黑(02)、QQ会员红(03)和QQ会员黄(04)应做为品牌强调色；其他辅色则有助于应用系统的使用和延展。

The appropriate use of QQ VIP Color in right proportion helps to have consistent brand image. QQ VIP Dark Red(01) should be used as a main color for the brand which is the majority of the red. When QQ VIP Dark Red is used with specific amount of white(05), the brand image is well presented which is clean and fresh. QQ VIP Black(02), QQ VIP Red(03) and QQ VIP Yellow(04) should be used as an accent color. The sub colors should be used as a supportive color for the applications.



5.03 背景颜色 1

Background Color 1 – QQ VIP

全彩标志，建议做为代表使用标志。在白色／浅色背景上使用全彩标志；在QQ会员深红背景上使用白色标志；在黑色／深色背景上使用白色标志，或者在白色／浅色背景上使用黑色标志。综上规范在对应的条件下（右图）允许使用。

Full color logo is recommended to be used for representative use. Use the full color logo on light or white backgrounds. The white version logo can be used over QQ VIP Dark Red which is the main red color of the brand. White logo on black/dark background or black logo on white/light background are available for limited use.

白色／浅色背景上使用全彩标志；
Use full color logo over white/light background.

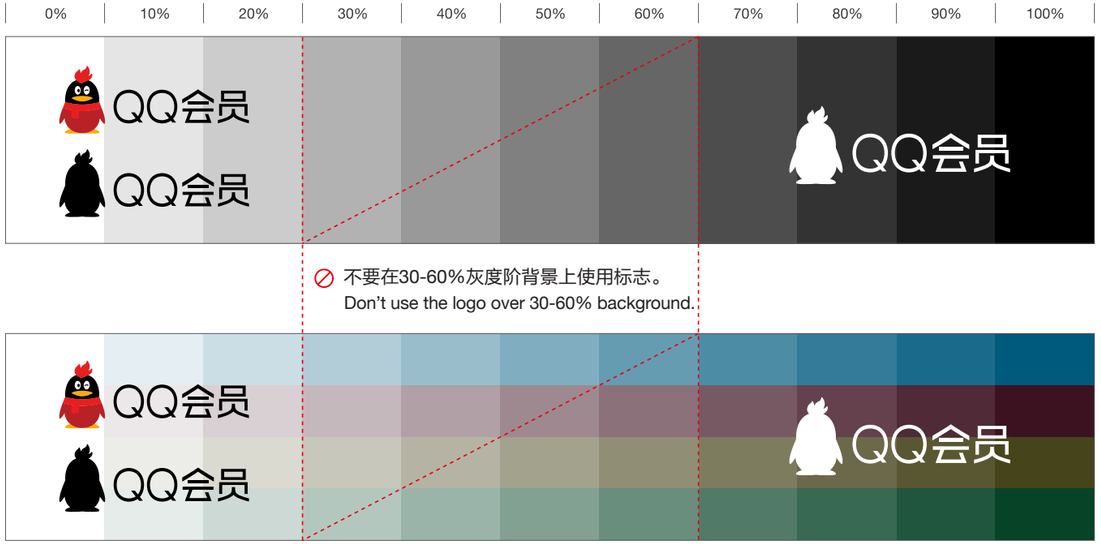
在QQ会员深红背景上使用白色标志；
Use white logo over QQ VIP Dark Red background.

在黑色/深颜色的背景上使用红色标志。
Use QQ VIP Red logo over black/dark colored background.

在黑色／深色背景上使用白色标志；
Use white logo over black/dark colored background.

在浅色背景图像上使用黑色标志；
Use black logo over bright image.

在深色背景图像上使用白色标志。
Use white logo over red/dark image.

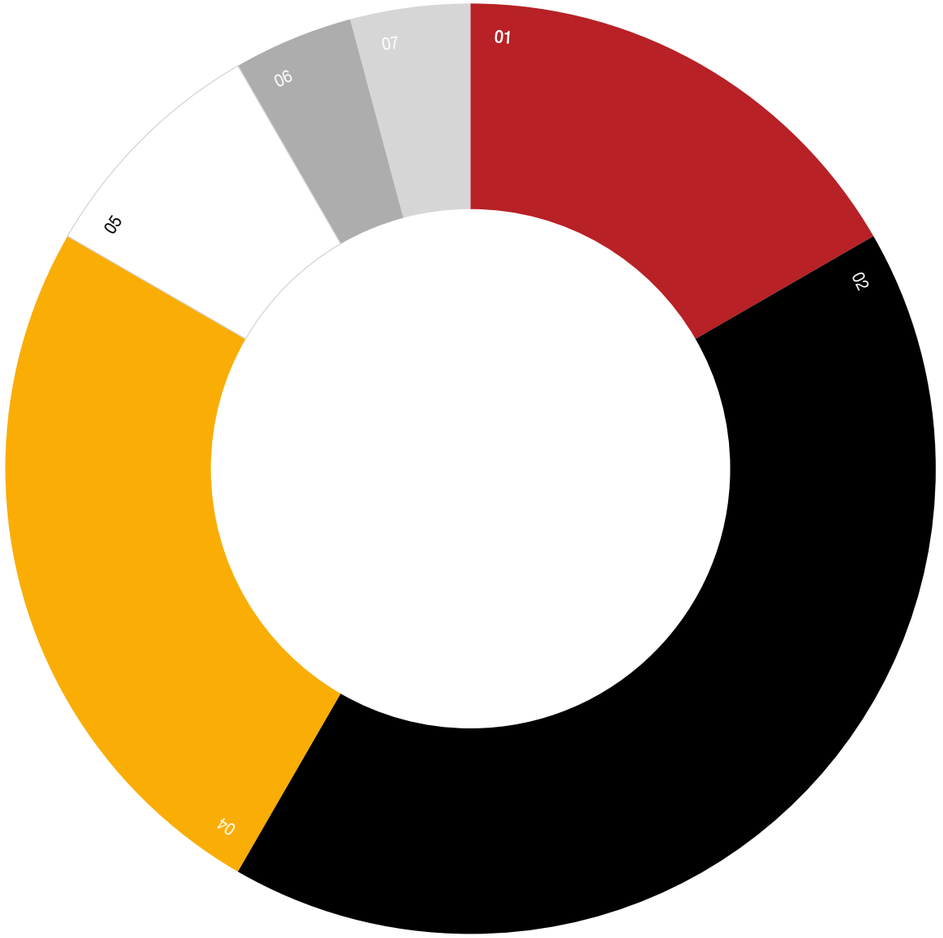


5.04 颜色比例 2

Color Proportion 2 – QQ SVIP

恰当的颜色比例使用可确保所有用户正确认知QQ会员品牌。使用QQ会员品牌色时，QQ会员黄(02)应做为品牌主色；QQ会员黄与大面积QQ会员白(05)一起使用，可体现清新干净的品牌形象；QQ会员深红(01)、QQ会员黑(02)应做为品牌强调色；其他辅色则有助于应用系统的使用和延展。

The appropriate use of QQ VIP Color in right proportion helps to have consistent brand image. QQ VIP Yellow(02) should be used as a main color for the QQ SVIP which is the majority of the yellow. When QQ VIP Yellow is used with specific amount of white(05), the brand image is well presented which is clean and fresh. QQ VIP Dark Red(01), QQ VIP Black(02) should be used as an accent color. The sub colors should be used as a supportive color for the applications.



5.05 背景颜色 2

Background Color 2 – QQ SVIP

全彩标志，建议做为代表使用标志。在白色／浅色背景上使用全彩标志；在QQ会员黄背景上使用白色标志；在黑色／深色背景上使用白色标志，或者在白色／浅色背景上使用黑色标志。综上规范在对应的条件下（右图）允许使用。

Full color logo is recommended to be used for representative use. Use the full color logo on light or white backgrounds. The white version logo can be used over QQ VIP Yellow which is the main yellow color of the brand. White logo on black/dark background or black logo on white/light background are available for limited use.

白色／浅色背景上使用全彩标志；
Use full color logo over white/light background.

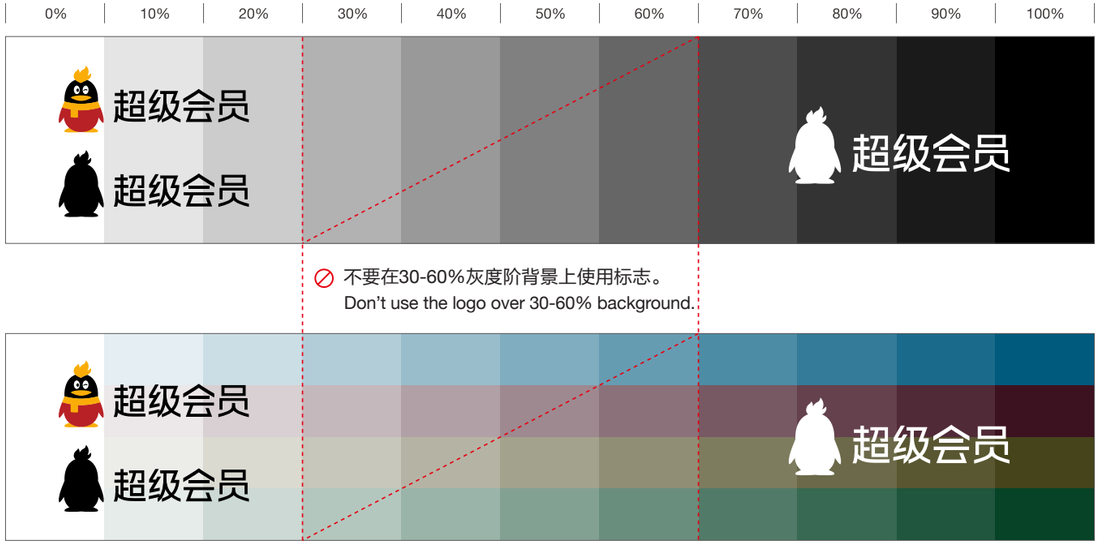
在QQ会员黄背景上使用白色标志；
Use white logo over QQ VIP Yellow background.

在黑色/深颜色的背景上使用黄色标志。
Use QQ VIP Yellow logo over black/dark colored background.

在黑色／深色背景上使用白色标志；
Use white logo over black/dark colored background.

在浅色背景图像上使用黑色标志；
Use black logo over bright image.

在深色背景图像上使用白色标志。
Use white logo over yellow/dark image.



6.00

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品牌专用字体

Typography

6.01 中文
Chinese

品牌专用字体是品牌视觉识别的重要部分。品牌专用字体风格有助于建立品牌独特的美感。方正兰亭黑做为QQ会员的中文品牌专用字体，被用于品牌产品及品牌视觉传达中。我们需要遵循右页所述的品牌字体运用示例，以确保品牌视觉传达的一致性。

Typography is an important aspect of the brand identity. The typographic style contributes to the distinctive aesthetic of the brand. FZLan Ting Hei is used as basic Chinese typeface for QQ VIP brand. This typeface should be used on products and communication pieces across the brand. The typography usage examples on the following pages should be accomplished to ensure all of our communication pieces appear consistently on-brand.

中国人这支笔开始于一画界破了虚空留下了笔迹既流出人心之美也流出万象之美中国人
。，：；‘“！？＋－*／＝（）《》

01.
方正兰亭中黑简
FZLanTingHeiS-B

中国人这支笔开始于一画界破了虚空留下了笔迹既流出人心之美也流出万象之美中国人
。，：；‘“！？＋－*／＝（）《》

02.
方正兰亭黑简
FZLanTingHeiS-M

中国人这支笔开始于一画界破了虚空留下了笔迹既流出人心之美也流出万象之美中国人
。，：；‘“！？＋－*／＝（）《》

03.
方正兰亭刊黑简
FZLanTingHeiS-R

中国人这支笔开始于一画界破了虚空留下了笔迹既流出人心之美也流出万象之美中国人
。，：；‘“！？＋－*／＝（）《》

04.
方正兰亭超细黑简
FZLanTingHeiS-L

6.02 英文
English

品牌专用字体是品牌视觉识别的重要部分。品牌专用字体风格有助于建立品牌独特的美感。Helvetica Neue做为QQ会员的英文品牌专用字体，被用于品牌产品及品牌视觉传达中。我们需要遵循右页所述的品牌字体运用示例，以确保品牌视觉传达的一致性。

Typography is an important aspect of the brand identity. The typographic style contributes to the distinctive aesthetic of the brand. Helvetica Neue is used as basic English typeface for QQ VIP brand. This typeface should be used on products and communication pieces across the brand. The typography usage examples on the following pages should be accomplished to ensure all of our communication pieces appear consistently on-brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?+-=,.<>;:[]{}

01.
Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?+-=,.<>;:[]{}

02.
Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?+-=,.<>;:[]{}\

03.
Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?+-=,.<>;:[]{}\

04.
Helvetica Neue Light

7.00

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品牌应用系统

Applications

7.01 应用程序图标 / 启动闪屏

App Icon / Splash

以统一的方式使用QQ会员品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，QQ会员将以最正确的品牌基调为用户传达正确的品牌信息。QQ会员品牌标志可用于手机app图标或启动闪屏。运用标志时请注意设备特性来设定标志显示的尺寸，以确保标志的可读性。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, QQ VIP brand will have the right tone to support the right message for the audience. QQ VIP logo can be applied to mobile devices in the form of icons or splash images. Make sure the logo looks optimized and realized in the best condition according to the device.

7.02 名片

Business Card

以统一的方式使用QQ会员品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，QQ会员将以最正确的品牌基调为用户传达正确的品牌信息。对于客户而言，名片是代表QQ会员品牌的重要的应用媒介。在印刷材料中，QQ会员品牌标志须清晰可见，从而清晰呈现出品牌形象。

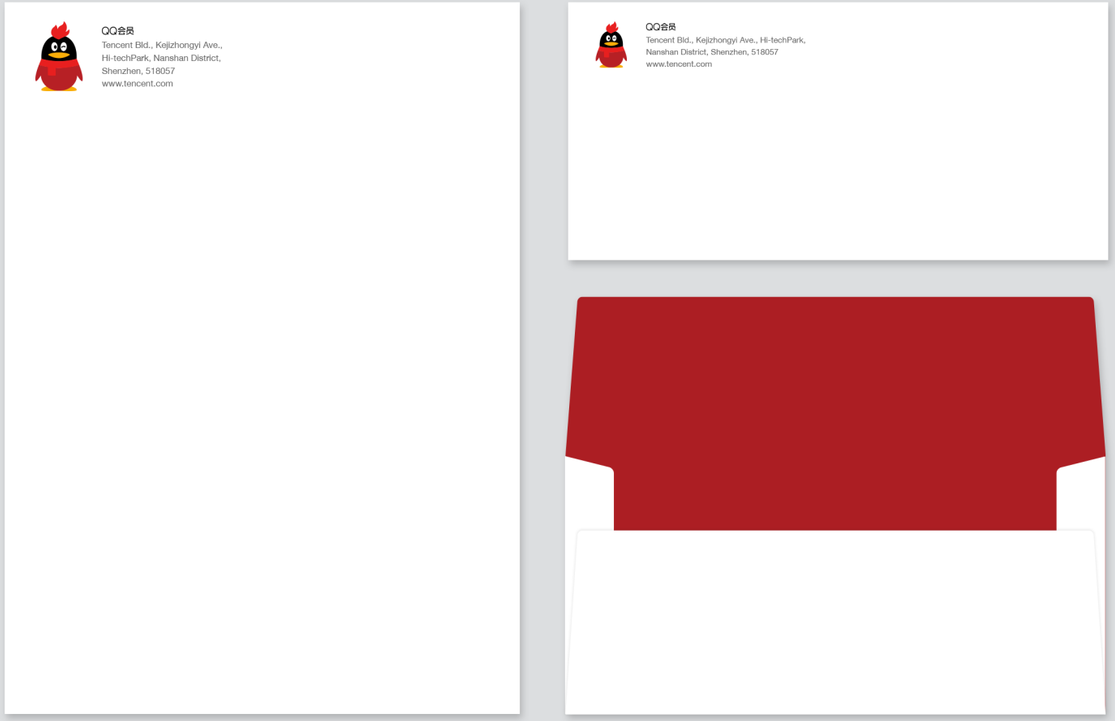
Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, QQ VIP brand will have the right tone to support the right message for the audience. Business card can be an important application that represents the face of QQ VIP brand in the business related situation. Brand logo should be applied to the print material in a clear way, expressing the strong brand identity of QQ VIP.

7.03 办公应用

Stationery

以统一的方式使用QQ会员品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，QQ会员将以最正确的品牌基调为用户传达正确的品牌信息。在印刷材料中，品牌标志须清晰呈现于办公文具系统。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, QQ VIP brand will have the right tone to support the right message for the audience. Brand logo should be applied to the print material in a clear way, expressing the strong brand identity of QQ VIP.



7.04 徽章

Badge

以统一的方式使用QQ会员品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，QQ会员将以最正确的品牌基调为用户传达正确的品牌信息。QQ会员的图形标志和图标系列可通过工艺和各类材质来呈现QQ会员品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, QQ VIP brand will have the right tone to support the right message for the audience. QQ VIP symbol and basic icons can be used to various materials to represent the brand image of QQ VIP.

7.05 衬衫

T-shirt

以统一的方式使用QQ会员品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，QQ会员将以最正确的品牌基调为用户传达正确的品牌信息。QQ会员的图形标志和图标系列可通过工艺和各类材质来呈现QQ会员品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, QQ VIP brand will have the right tone to support the right message for the audience. QQ VIP symbol can be used to various materials to represent the brand image of QQ VIP.

7.06 包袋

Bag

以统一的方式使用QQ会员品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，QQ会员将以最正确的品牌基调为用户传达正确的品牌信息。QQ会员的图形标志和图标系列可通过工艺和各类材质来呈现QQ会员品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, QQ VIP brand will have the right tone to support the right message for the audience. QQ VIP symbol can be used to various materials to represent the brand image of QQ VIP.

7.07 会员卡

Membership Card

以统一的方式使用QQ会员品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，QQ会员将以最正确的品牌基调为用户传达正确的品牌信息。QQ会员的图形标志和图标系列可通过工艺和各类材质来呈现QQ会员品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, QQ VIP brand will have the right tone to support the right message for the audience. QQ VIP symbol and basic icons can be used to various materials to represent the brand image of QQ VIP.

7.08 旗帜广告 1

Banner 1 – QQ VIP

以统一的方式使用QQ会员品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，QQ会员将以最正确的品牌基调为用户传达正确的品牌信息。在印刷材料中，品牌标志须清晰呈现于办公文具系统。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, QQ VIP brand will have the right tone to support the right message for the audience. Brand logo should be applied to the print material in a clear way, expressing the strong brand identity of QQ VIP.

7.09 旗帜广告 2

Banner 2 – QQ SVIP

以统一的方式使用超级会员品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，超级会员将以最正确的品牌基调为用户传达正确的品牌信息。在印刷材料中，品牌标志须清晰呈现于办公文具系统。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, QQ SVIP brand will have the right tone to support the right message for the audience. Brand logo should be applied to the print material in a clear way, expressing the strong brand identity of QQ SVIP.

7.10 品牌产品

Brand Products

以统一的方式使用QQ会员品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，QQ会员将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌产品中，QQ会员品牌标志可通过工艺印压至各种材料，如纸张、皮革、不锈钢等。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, QQ VIP brand will have the right tone to support the right message for the audience. QQ VIP logo can be embossed or debossed on various materials such as paper, leather or metal surface to give more special long lasting look.

联系方式
Contact

腾讯科技有限公司
Tencent Technology (Shenzhen) Company Limited
社交用户体验设计部 | 品牌设计中心
ISUX | Brand Center

地址 / Address :
广东省深圳市南山区科技园深南大道科技中一路腾讯大厦
Tencent Building, Kejizhongyi Road, Shennan Avenue
Nanshan District, Shenzhen City, Guangdong Province

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