

腾讯云品牌书

Tencent Cloud
Brand Book

Created by
ISUX Brand Center

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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“腾讯云”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 Tencent Cloud'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

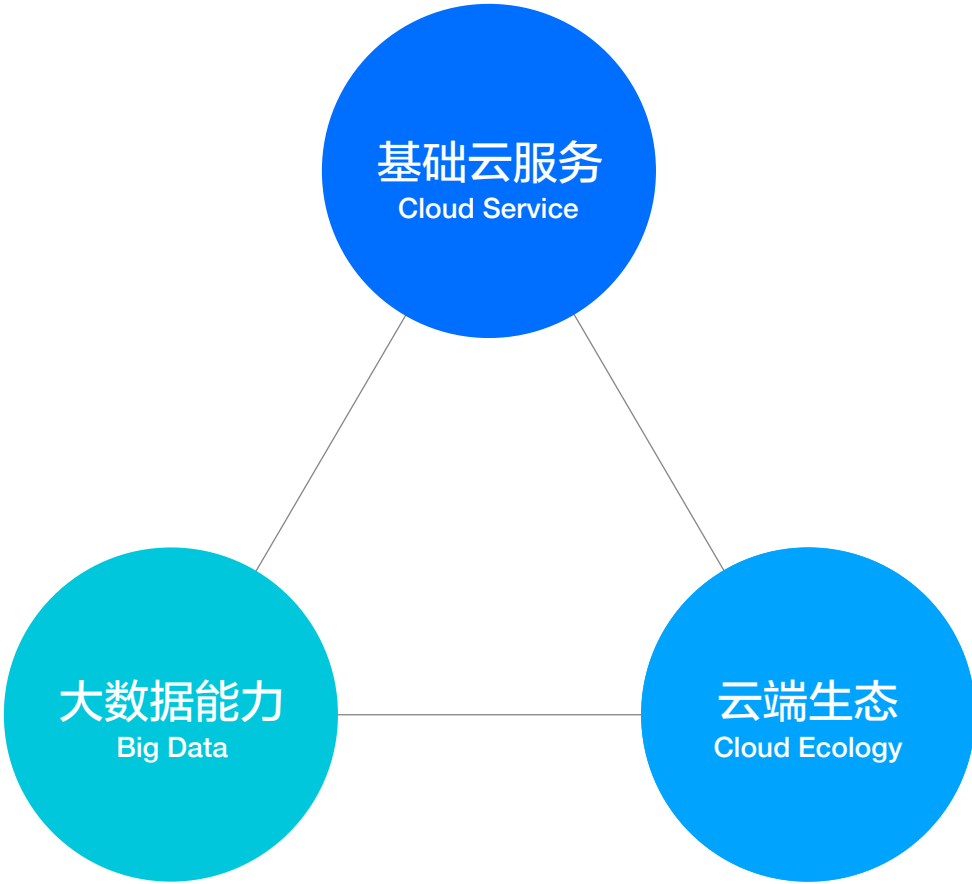
1.01

品牌概述

Brand Overview

腾讯云基于腾讯多年来海量业务的技术锤炼，从基础架构到精细化运营，从平台实力到生态能力建设，通过游戏、视频、移动应用、金融、政企等行业解决方案和云服务器、云数据库、音视频等一系列明星产品服务的打造，致力于为企业和创业者提供集云计算、云数据、云运营于一体更优质的云端服务体验，成为全球领先的云服务提供商。

Tencent Cloud is committed to provide high-quality cloud services including cloud computing, cloud data and cloud operations for enterprises and entrepreneurs. Based on the years of massive cloud-based business technology, it covers many areas such as infrastructure to fine operation, platforms to ecological capacity, games, videos, mobile applications, finance, government and etc. Also industry solutions, and building cloud servers, cloud database, audio, video and a series of entertaining products are under Tencent cloud's coverage.



2.00

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标志

Logo

2.01

标志元素

Logo Elements

腾讯云标识由两元素组成: 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。腾讯云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。

Tencent Cloud logo is consist of two elements: 1. Symbol 2. Logotype. The relative sizes and positions of these elements are fixed. Tencent Cloud 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

标准标志是腾讯云的主要品牌符号，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。腾讯云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；在品牌蓝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腾讯云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 Tencent Cloud’s confidence and stability. The basic logo of Tencent Cloud 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 blue of Tencent Cloud. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner. 1 degree symbol with black logotype version 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：腾讯云蓝
Logo: White
BG: Tencent Cloud Blue
03.
标志：单黑
背景：白色
Logo: Black
BG: White
04.
标志：腾讯云蓝 + 单黑
背景：白色
Logo: Tencent Cloud Blue
+ Black
BG: White

2.03

垂直标志

Vertical Logo

腾讯云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。腾讯云所有标志不能重新绘制或者擅自组合。腾讯云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；在品牌蓝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腾讯云蓝图形标志加单黑文字标志。

The preferred brand identity for Tencent Cloud 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 Tencent Cloud 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 blue of Tencent Cloud. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner. 1 degree symbol with black logotype version 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：腾讯云蓝
Logo: White
BG: Tencent Cloud Blue
03.
标志：单黑
背景：白色
Logo: Black
BG: White
04.
标志：腾讯云蓝 + 单黑
背景：白色
Logo: Tencent Cloud Blue
+ Black
BG: White

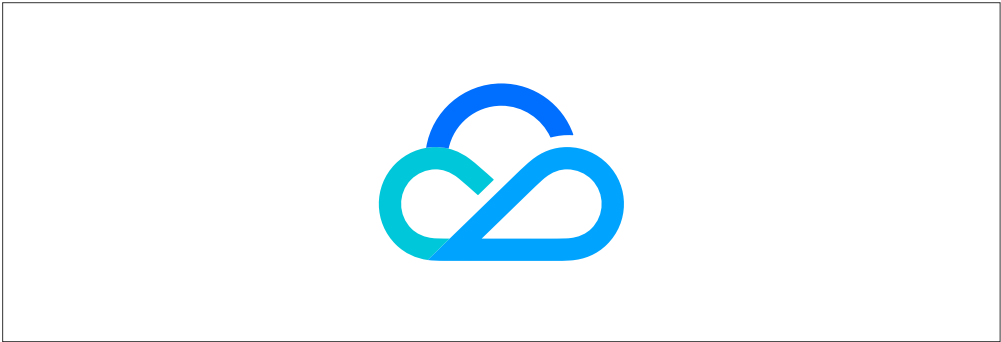
2.04

图形标志

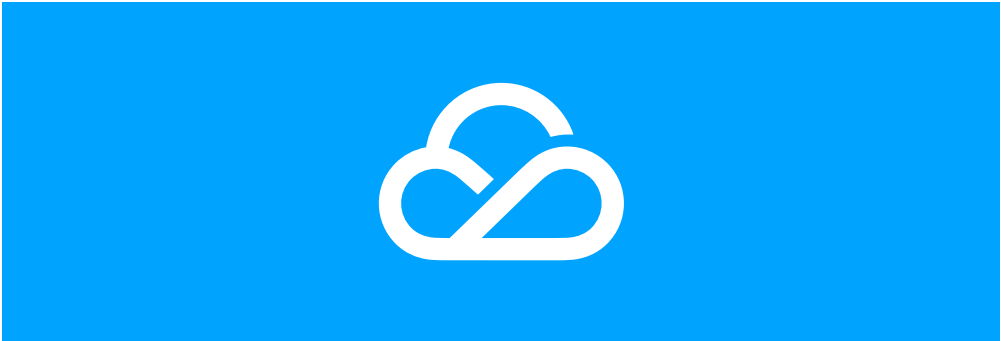
Symbol

腾讯云的图形标志也能反映其品牌视觉识别。独特的云形态设计，体现出稳定、高效、安全的品牌精神。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。腾讯云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；在品牌主蓝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腾讯云蓝图形标志加单黑文字标志。

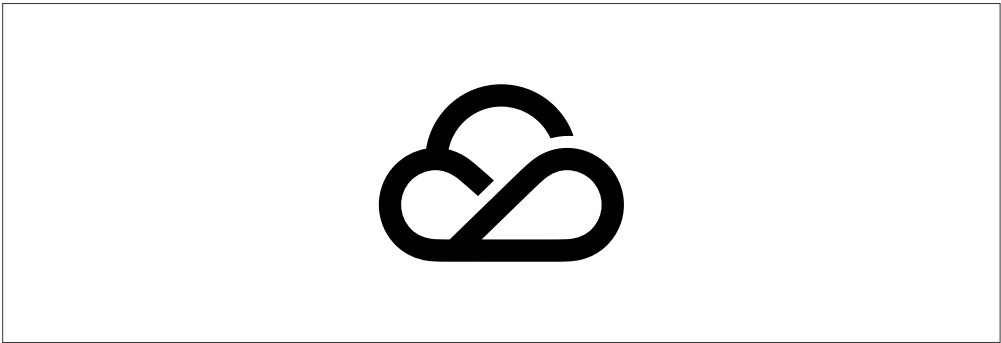
The symbol of Tencent Cloud reflects the philosophy of Tencent Cloud. Distinctive cloud shape represents stability, efficiency, security which is the spirit of Tencent Cloud. This symbol is the key element brand expression and should not be redrawn or altered in any way. The symbol of Tencent Cloud is 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 blue of Tencent Cloud. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner. Tencent Cloud blue 1 degree version symbol can be used in limited circumstances when full color version cannot be easily applied.



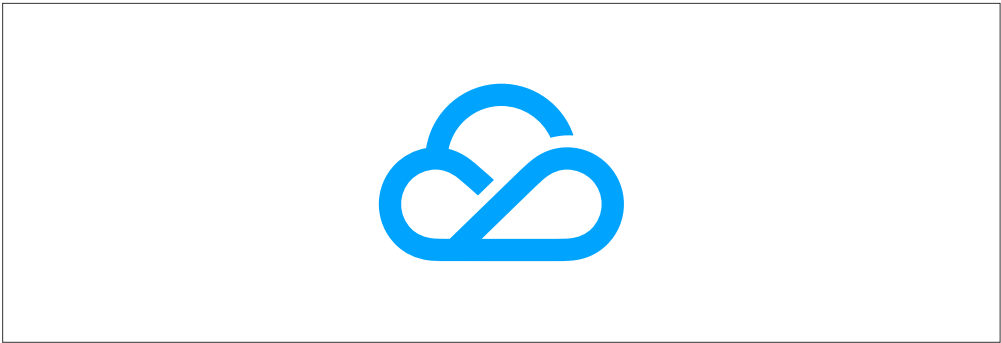
01.
标志：全彩
背景：白色
Logo: Full Color
BG: White



02.
标志：白色
背景：腾讯云蓝
Logo: White
BG: Tencent Cloud Blue



03.
标志：单黑
背景：白色
Logo: Black
BG: White



04.
标志：腾讯云蓝 + 单黑
背景：白色
Logo: Tencent Cloud Blue
BG: White

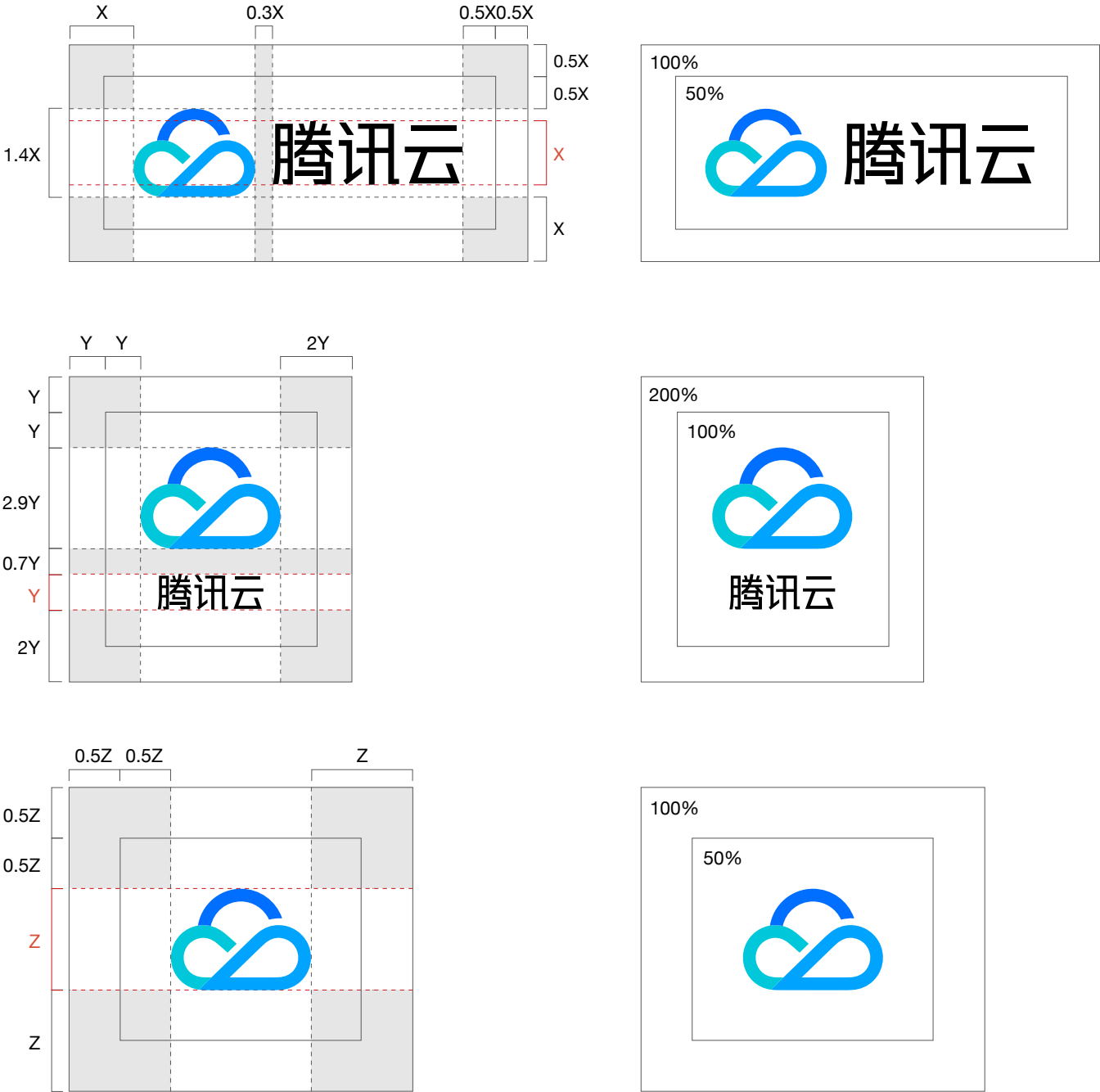
2.05

安全区域

Clear Space

为确保腾讯云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 the Tencent Cloud 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.



2.06

最小尺寸

Minimum Size

腾讯云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。且腾讯云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16mm，最小显示器尺寸宽度为65px。

There is no predetermined size for the Tencent Cloud 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 16mm in print, 65px for screen use.



印刷宽 / Print: 16mm
显示器宽 / Screen: 65px



印刷宽 / Print: 12mm
显示器宽 / Screen: 50px



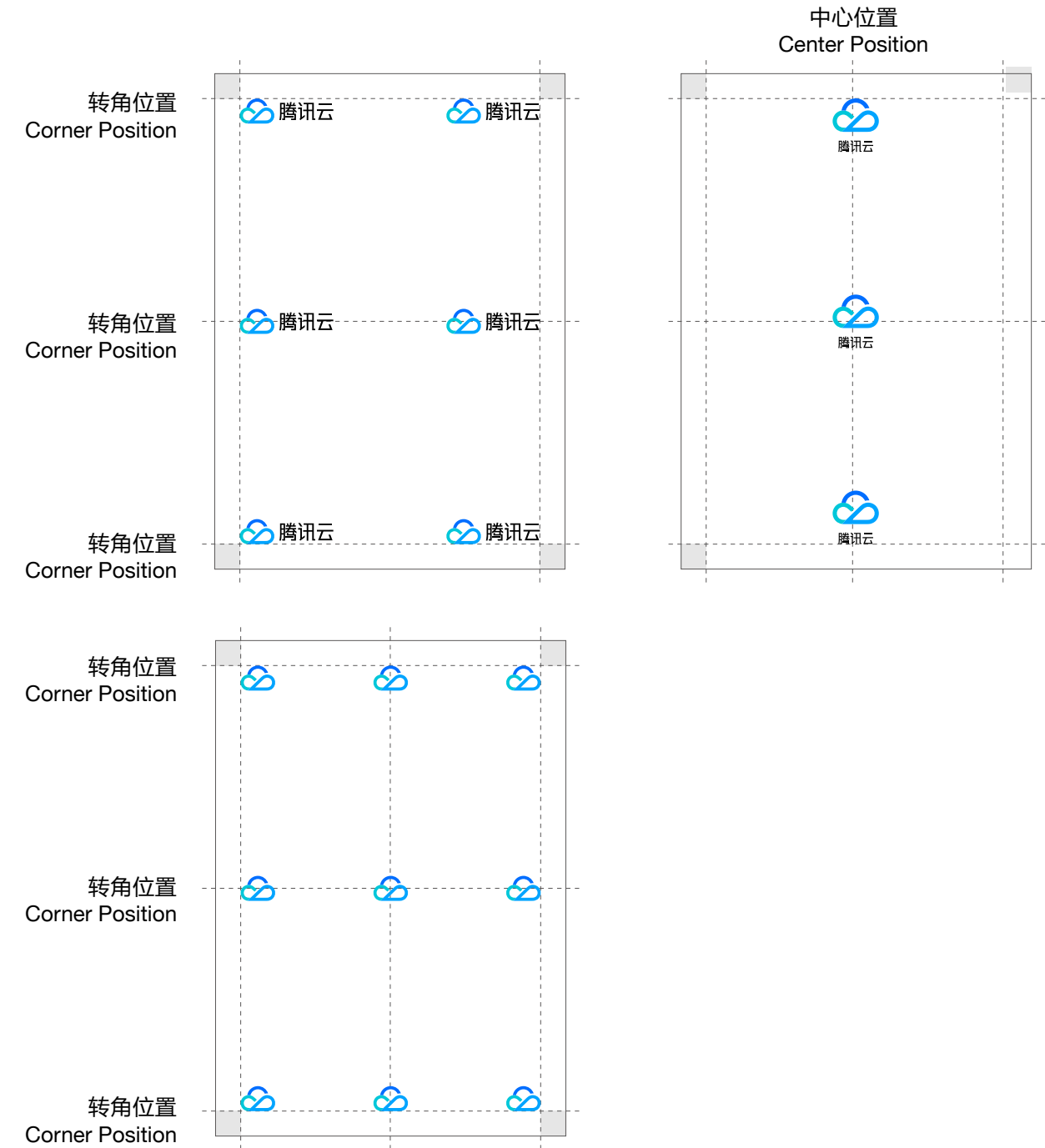
印刷宽 / Print: 5mm
显示器宽 / Screen: 20px

2.07

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. The basic Tencent Cloud logo is positioned left aligned or right 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 Tencent Cloud logo is positioned center aligned at the top middle or bottom of the page. Tencent Cloud symbol is positioned left aligned, center aligned or right aligned at the top, middle or bottom of the page.



2.08

使用与限制

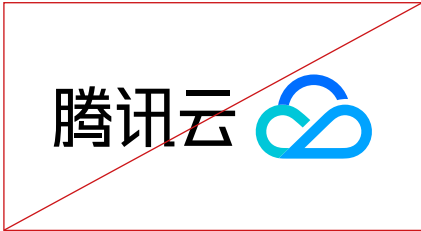
Restrictions

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 avoided.



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



不要擅自组合或排列标志；
Don't rearrange the logo elements.



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



不要倾斜或旋转标志；
Don't rotate the logo.



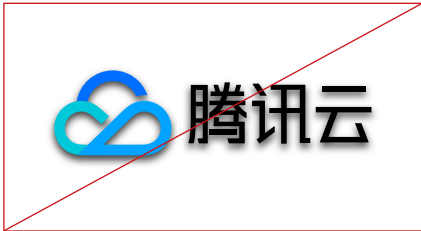
不要单向拉伸标志；
Don't compress the logo.



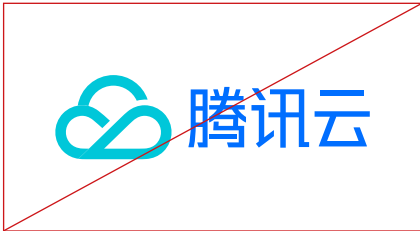
不要在标志周围添加任意文本；
Don't create a logo lockup with text.



不要轮廓化标志或添加描边；
Don't outline the logo.



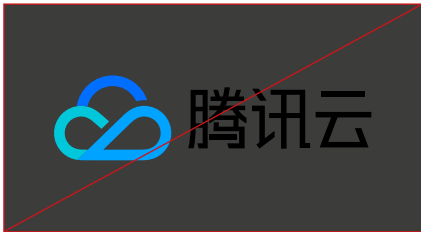
不要在标志底添加投影；
Don't add a drop shadow to the logo.



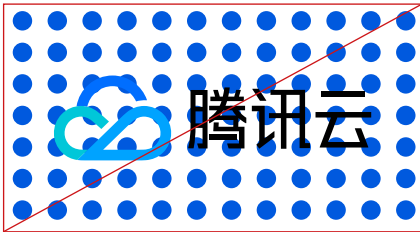
不要擅自改变标志标准色；
Don't alter the color.



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.

3.00

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品牌色

Color

3.01

品牌标准色

Basic Color

品牌色在腾讯云品牌视觉传达中起到了核心作用。右图所示为腾讯云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。腾讯云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色卡做为腾讯云品牌色的最终参考对象。（*Pantone属Pantone公司所有。）

Color plays a central role when Tencent Cloud brand is communicating. Always use the color palette represented and apply them to any communication materials. Whenever possible, reproduce Tencent Cloud logo in Pantone (single color) for print work. If this is not possible, use the 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.)

腾讯云蓝 1 Tcloud Blue 1	R: 0 / G: 164 / B: 255 C: 83 / M: 1 / Y: 0 / K: 0 PANTONE 2995 C # 00A4FF	主色 Main Color
腾讯云蓝 2 Tcloud Blue 2	R: 0 / G: 110 / B: 255 C: 98 / M: 40 / Y: 0 / K: 0 PANTONE 2195 C # 006EFF	强调色 1 Accent Color 1
腾讯云蓝 3 Tcloud Blue 3	R: 0 / G: 200 / B: 220 C: 59 / M: 0 / Y: 22 / K: 0 PANTONE 319 C # 00C8DC	强调色 2 Accent Color 2
腾讯云白 Tcloud White	R: 255 / G: 255 / B: 255 C: 0 / M: 0 / Y: 0 / K: 0 # FFFFFFFF	辅色 1 Sub Color 1
腾讯云深蓝 Tcloud Dark Blue	R: 0 / G: 90 / B: 220 C: 100 / M: 90 / Y: 10 / K: 77 PANTONE 2767 C # 13294B	辅色 2 Sub Color 2
腾讯云黑 Tcloud Black	R: 0 / G: 0 / B: 0 C: 0 / M: 0 / Y: 0 / K: 100 PANTONE Black C # 000000	辅色 3 Sub Color 3
腾讯云灰 1 Tcloud Gray 1	R: 124 / G: 135 / B: 142 C: 33 / M: 18 / Y: 13 / K: 40 PANTONE 430 C # 7C878E	辅色 4 Sub Color 4
腾讯云灰 2 Tcloud Gray 2	R: 162 / G: 170 / B: 173 C: 21 / M: 11 / Y: 9 / K: 23 PANTONE 429 C # A2AAAD	辅色 5 Sub Color 5
腾讯云灰 3 Tcloud Gray 3	R: 193 / G: 198 / B: 200 C: 29 / M: 19 / Y: 19 / K: 0 PANTONE 428 C # C1C6C8	辅色 6 Sub Color 6

3.02

颜色比例

Color Proportion

恰当的颜色比例使用可确保所有用户正确认知腾讯云品牌。使用腾讯云品牌色时，腾讯云蓝1(01)应做为品牌主色；腾讯云蓝1与大面积腾讯云白(04)一起使用，可体现清新干净的品牌形象；腾讯云蓝2(02)、腾讯云蓝3(03)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 Tencent Cloud Color in right proportion helps to have consistent brand image. Tencent Cloud Blue1(01) should be used as a main color for the brand which is the majority of the blue. When Tencent Cloud Blue1 is used with specific amount of white(04), the brand image is well presented which is clean and fresh. Tencent Cloud Blue2(02) and Tencent Cloud Blue3(03) should be used as an accent color. The sub colors should be used as a supportive color for the applications.



3.03

背景颜色

Background Color

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；在腾讯云蓝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 Tencent Cloud blue1 which is the main blue 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.



在腾讯云蓝背景上使用白色标志；
Use white logo over Tencent Cloud blue background.



在白色 / 浅色背景上使用黑色标志；
Use black logo over white/bright 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 blue/dark image.

0%10%20%30%40%50%60%70%80%90%100%



不要在30-60%灰度阶背景上使用标志。
Don't use the logo over 30-60% background.



4.00

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品牌专用字体

Typography

4.01

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。方正兰亭黑做为腾讯云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 Tencent Cloud 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

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做为腾讯云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 Tencent Cloud 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

4.03

英文2

English 2 - Special Occasion

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。Effra做为腾讯云的第二英文品牌专用字体，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. Effra is used as secondary English typeface for Tencent Cloud 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.

01.
Effra Bold

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

02.
Effra Medium

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

03.
Effra Regular

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

04.
Effra Light

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

5.00

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图标系统

Icon System

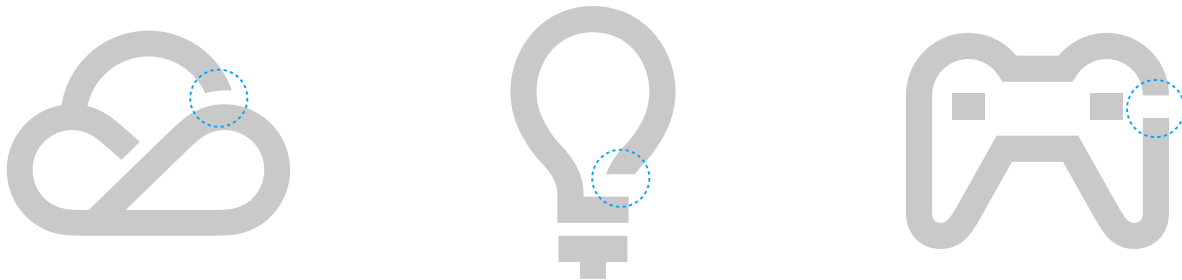
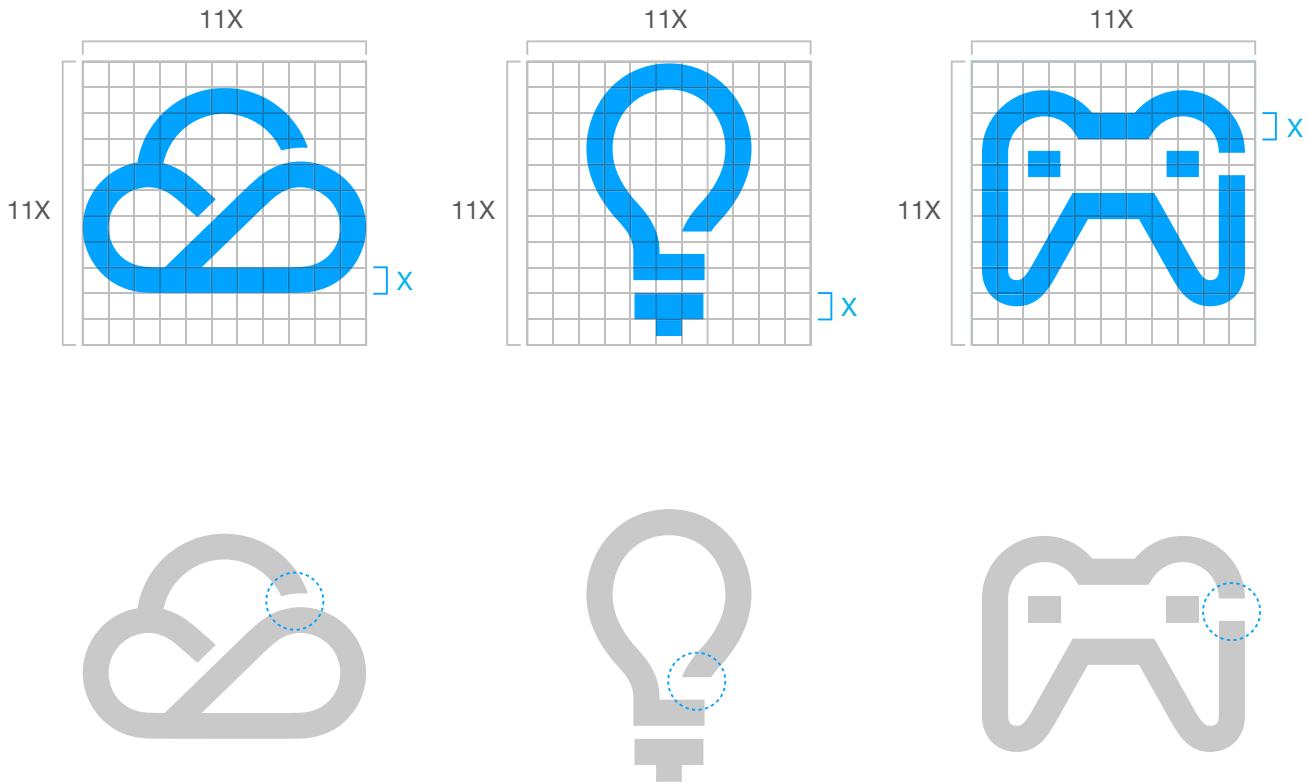
5.01

标准图标系统

Basic Icon System

腾讯云的标准图标有助于延展腾讯云品牌视觉表达。所有标准图标都基于以下三种设计规则进行设计。设计规则 1: 保持宽高均为11x。以图形的笔画厚度为单位x，图标大小限制在宽高为11x的正方形网格内，不得超出网格。设计规则 2: 保持相同粗线笔画厚度。任何时候图标均以粗线笔画和相同厚度进行绘制，且笔画厚度不得超过正方规格宽高的1/11。设计规则 3: 保持开口端。所有的图标都与腾讯云图形标志有着共同设计语言，必须在其中一端出现开口。

Tencent Cloud basic icon help to broaden graphic expression of Tencent Cloud brand. All of Tencent Cloud basic icons are made based on 3 rules explained. Rule 1: Keeping 11x by 11x. When the thickness of the symbol stroke is refined as x, the whole icon size is limited in the 11x by 11x square grid and either the width or height of the symbol cannot be exceeded the grid. Rule 2: Keeping same stroke thickness. Icons should be a line drawing with a even thickness no more than 1/11 of width or height of the grid square. Rule 3: Keeping an open end in one part. All the icons should have an open end in one part that Tencent Cloud symbol has.



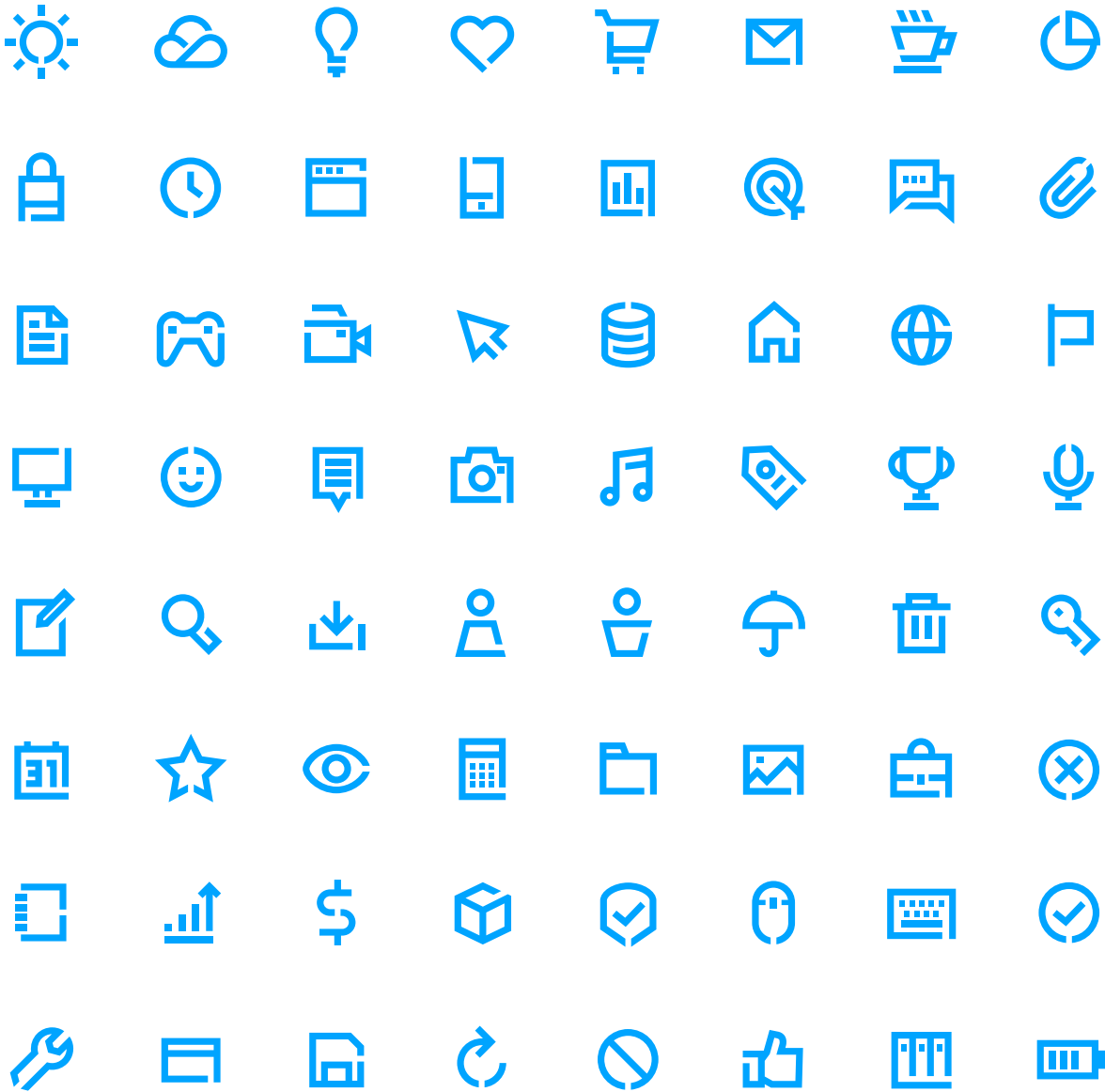
5.02

标准图标系列

Basic Icon Set

右图所示为腾讯云已有标准图标系列。腾讯云的所有图标均可使用于线上 / 线下品牌应用场景。图标可以在不同的物料和尺寸上使用，且可以改变颜色（上述任意品牌色），但务必基于腾讯云所有规范进行设计。如涉及腾讯云行业需要可设计新图标。第六章将展示腾讯云图标的线上 / 线下使用案例。

Tencent Cloud basic icon set can be used to various on/offline brand applications widely. It can be used in different scales and colors keeping the rule that Tencent Cloud brand guidelines allow. New icons can be made if needed under the subject that relates to the Tencent Cloud industry. The following application section shows examples of icon usage.



6.00

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品牌应用系统

Applications

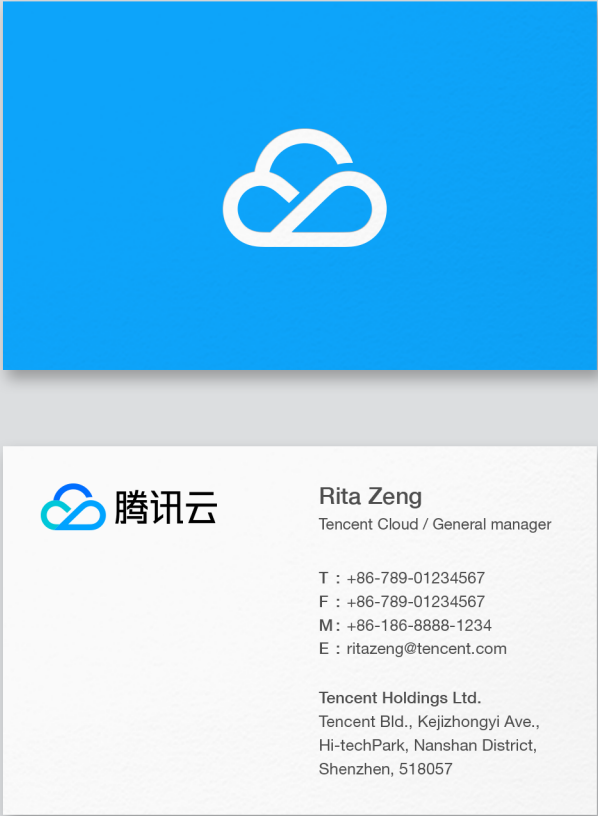
6.01

名片

Business Card

以统一的方式使用腾讯云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，腾讯云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，名片是代表腾讯云品牌的重要的应用媒介。在印刷材料中，腾讯云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, Tencent Cloud 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 Tencent Cloud 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 Tencent Cloud.



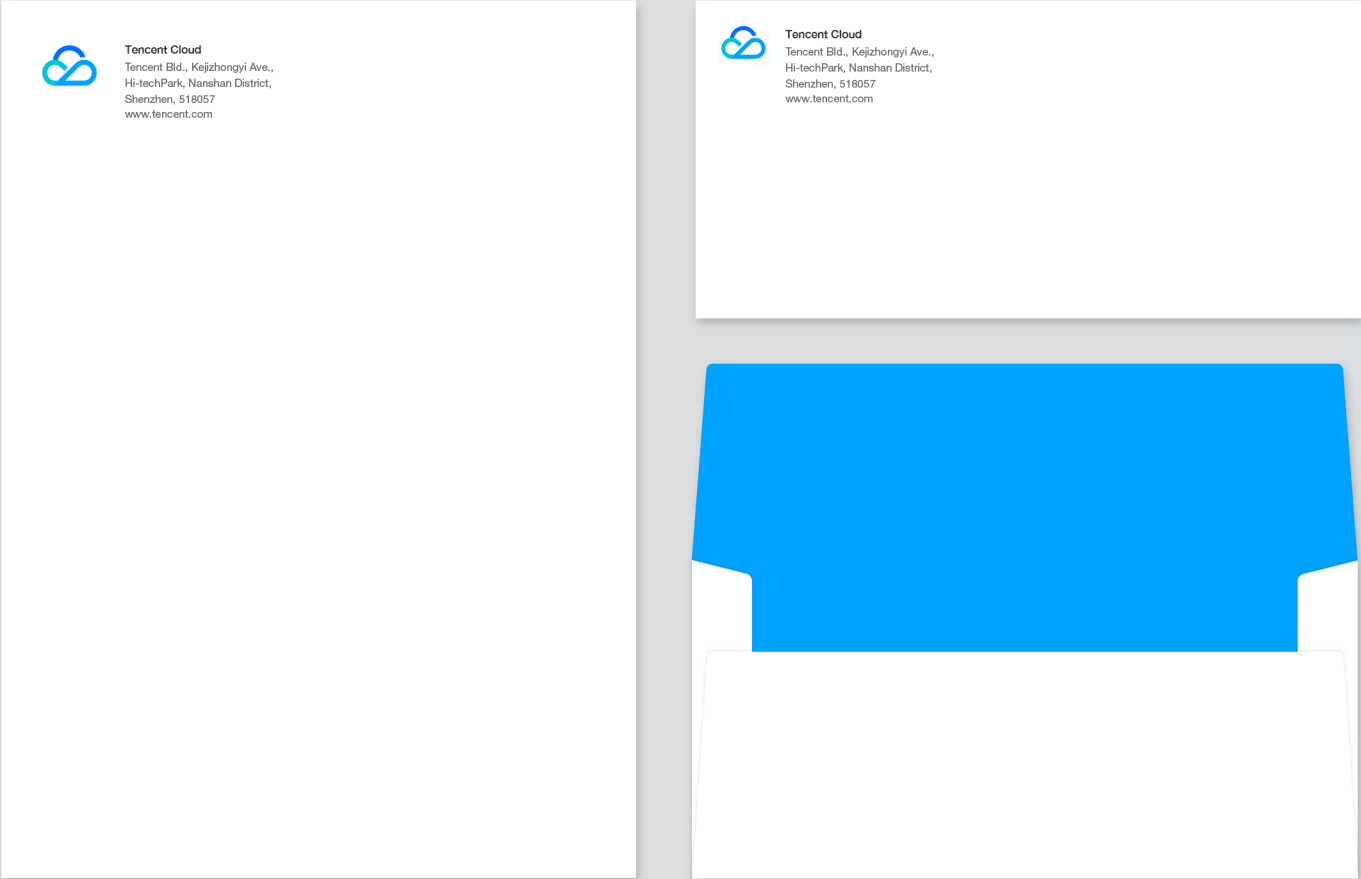
6.02

办公应用

Stationery

以统一的方式使用腾讯云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，腾讯云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, Tencent Cloud 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 Tencent Cloud.



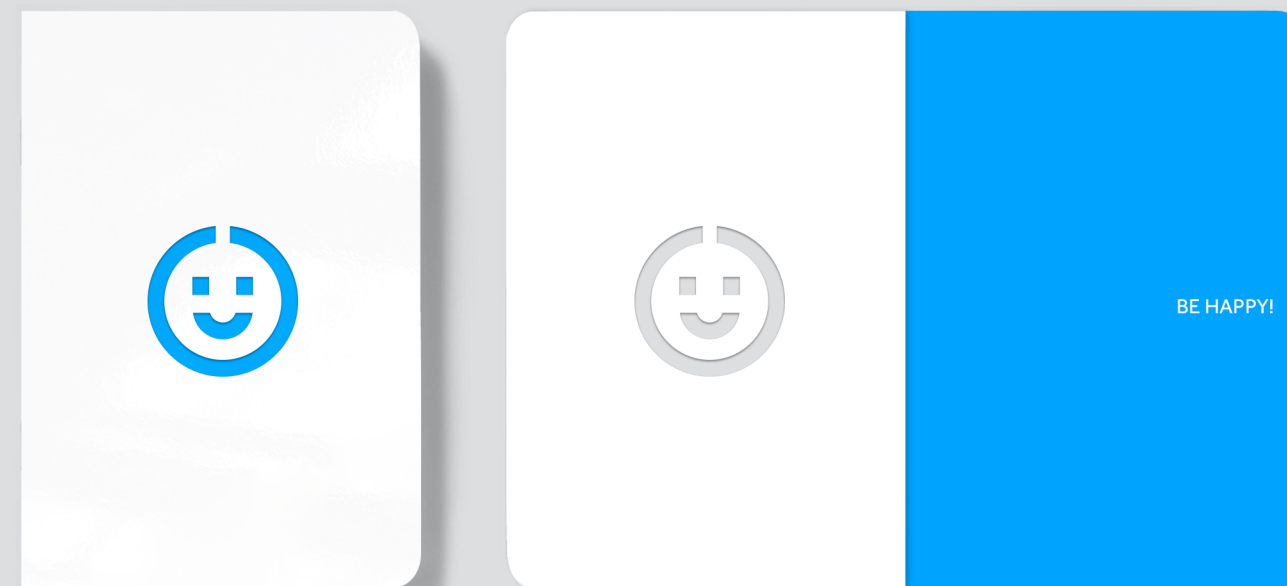
以统一的方式使用腾讯云品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯云将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌产品中，腾讯云品牌标志可通过工艺印压至各种材料，如纸张、皮革、不锈钢等。

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



以统一的方式使用腾讯云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，腾讯云将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，正确使用标准的图标能够很好地传达正确的腾讯云品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Cloud brand will have the right tone to support the right message for the audience. Tencent Cloud basic icons can be used in various brand applications as a metaphor to represent Tencent Cloud brand.



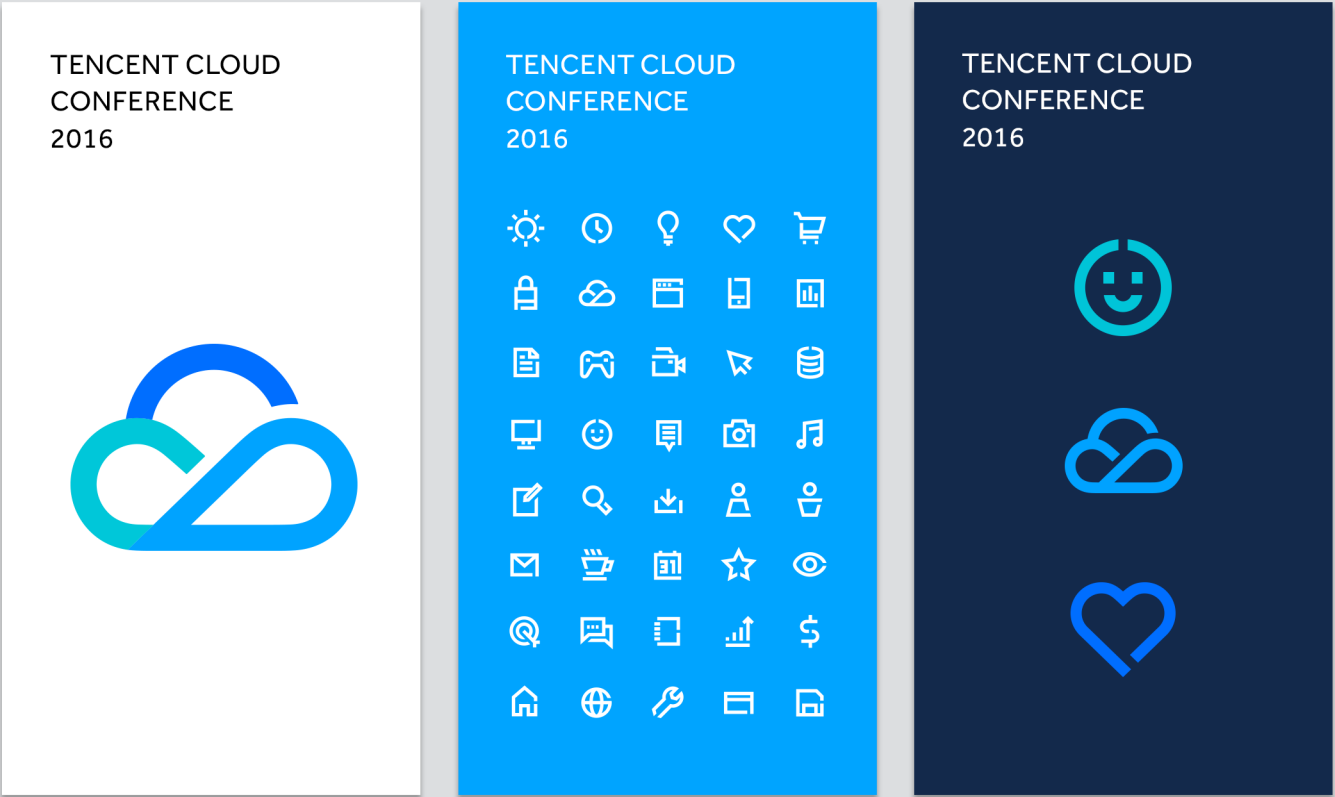
6.05

册子

Brochure

以统一的方式使用腾讯云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，腾讯云将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，正确使用标准的图标能够很好地传达正确的腾讯云品牌形象。基于腾讯云品牌规范，图标系列可根据规范改变颜色配色和大小尺寸。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Cloud brand will have the right tone to support the right message for the audience. Tencent Cloud symbol and basic icon set can be used in various brand applications to represent the brand image of Tencent Cloud. Tencent Cloud basic icons can be applied in various colors and size under the rule that Tencent Cloud guidelines allow.



以统一的方式使用腾讯云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，腾讯云将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，图形标志运用可起到强有力的传达腾讯云品牌形象的作用。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Cloud brand will have the right tone to support the right message for the audience. Tencent Cloud logo can be applied utilizing various image that can represent the brand image of Tencent Cloud.



以统一的方式使用腾讯云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，腾讯云将以最正确的品牌基调为用户传达正确的品牌信息。腾讯云的图形标志和图标系列可通过工艺和各类材质来呈现腾讯云品牌形象。

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



6.08

包袋

Bag

以统一的方式使用腾讯云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，腾讯云将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，正确使用标准的图标能够很好地传达正确的腾讯云品牌形象。基于腾讯云品牌规范，图标系列可根据规范改变颜色配色和大小尺寸。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Cloud brand will have the right tone to support the right message for the audience. Tencent Cloud basic icon in many colors and sizes that this guideline allows, can be used in various brand applications to represent the brand image of Tencent Cloud.



以统一的方式使用腾讯云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，腾讯云将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，正确使用标准的图标能够很好地传达正确的腾讯云品牌形象。基于腾讯云品牌规范，图标系列可根据规范改变颜色配色和大小尺寸。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Cloud brand will have the right tone to support the right message for the audience. Tencent Cloud basic icon in many colors and sizes that this guideline allows, can be used in various brand applications to represent the brand image of Tencent Cloud.



以统一的方式使用腾讯云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，腾讯云将以最正确的品牌基调为用户传达正确的品牌信息。腾讯云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, Tencent Cloud brand will have the right tone to support the right message for the audience. Tencent Cloud 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.



以统一的方式使用腾讯云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，腾讯云将以最正确的品牌基调为用户传达正确的品牌信息。点阵的品牌标准图案可适用于大型广告牌以传达品牌形象。最终输出的广告图像应当由ISUX品牌设计中心进行审核。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Tencent Cloud brand will have the right tone to support the right message for the audience. Tencent Cloud icon set can be applied in a big scale for the billboard to represent the image of Tencent Cloud. Output image should be audited by ISUX/BX Team if the case is not included in the guidelines.



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