



腾讯企点品牌书

Tencent Enterprise
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“腾讯企点”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 Enterprise's brand identity, from the primary logo, colors, 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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品牌

Brand

品牌概述

Brand Overview

腾讯企点是一个互联网信息集成平台，它能有效提升中国现代企业管理效率。基于IM，整合内部和外部腾讯的资源，以提供诸如协同办公，信息交流，资源管理等互联网信息服务。此外，腾讯企点还是一个能有效连接员工，客户，供应商以及所有内部外部合作伙伴的资源整合系统。

Tencent Enterprise is an internet information integration platform which helps Chinese modern enterprises improve their management efficiency. It is based on IM, integrating both internal and external resources of Tencent to offer the internet information services such as coordination office, information exchange, resource management etc. It is also a resource connector that effectively connects employees, customers, suppliers and all internal and external partners.

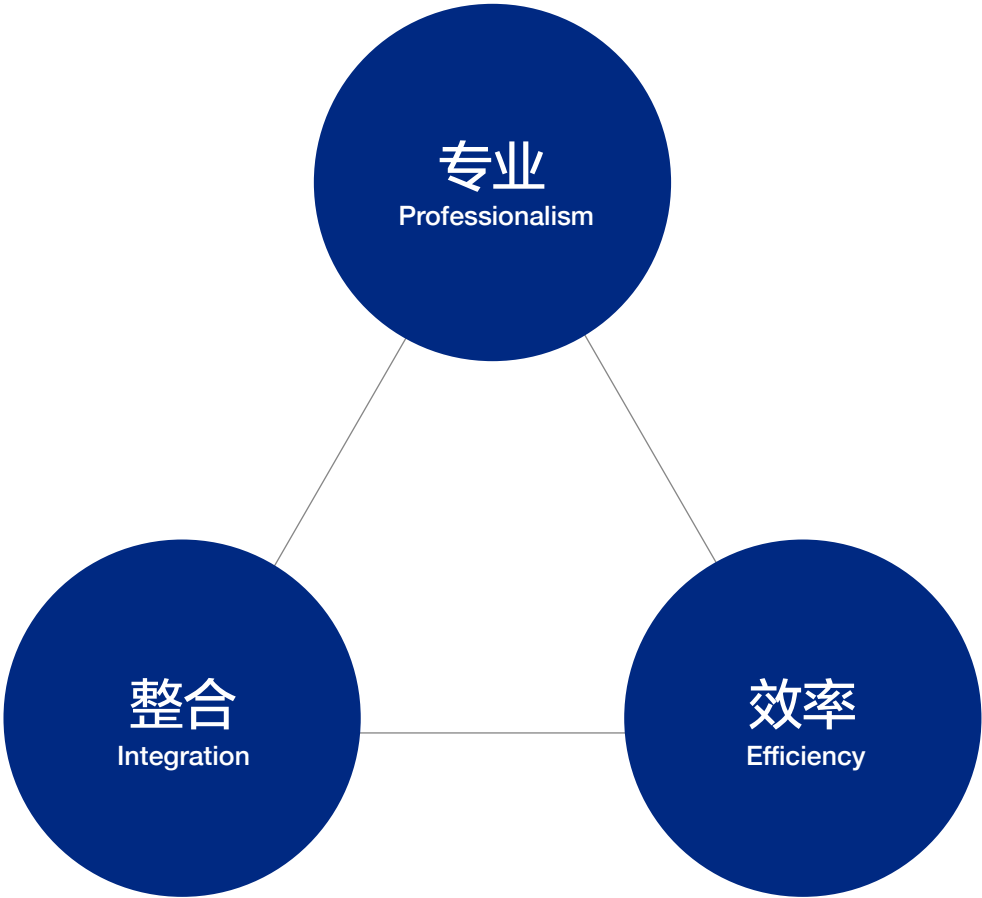
企业内部 Employee	客户 Customer	合作伙伴 Supplier \ Partner	政府 Government
办公协同 (项目管理, 云存储/计算, 音视频, OA管理 ...) Office communication and cooperation	– 营销传播 – 客服接待 (大数据, 消息触达, 支付, 音视频, 用户基数 ...) - Marketing management - Reception & Sale	供应链管理 (大数据, 社交平台, 支付, 搜索查找 ...) Supply chain management	政企服务 (支付, 消息触达, 音视频能力) Government service

品牌核心价值

Brand Core Value

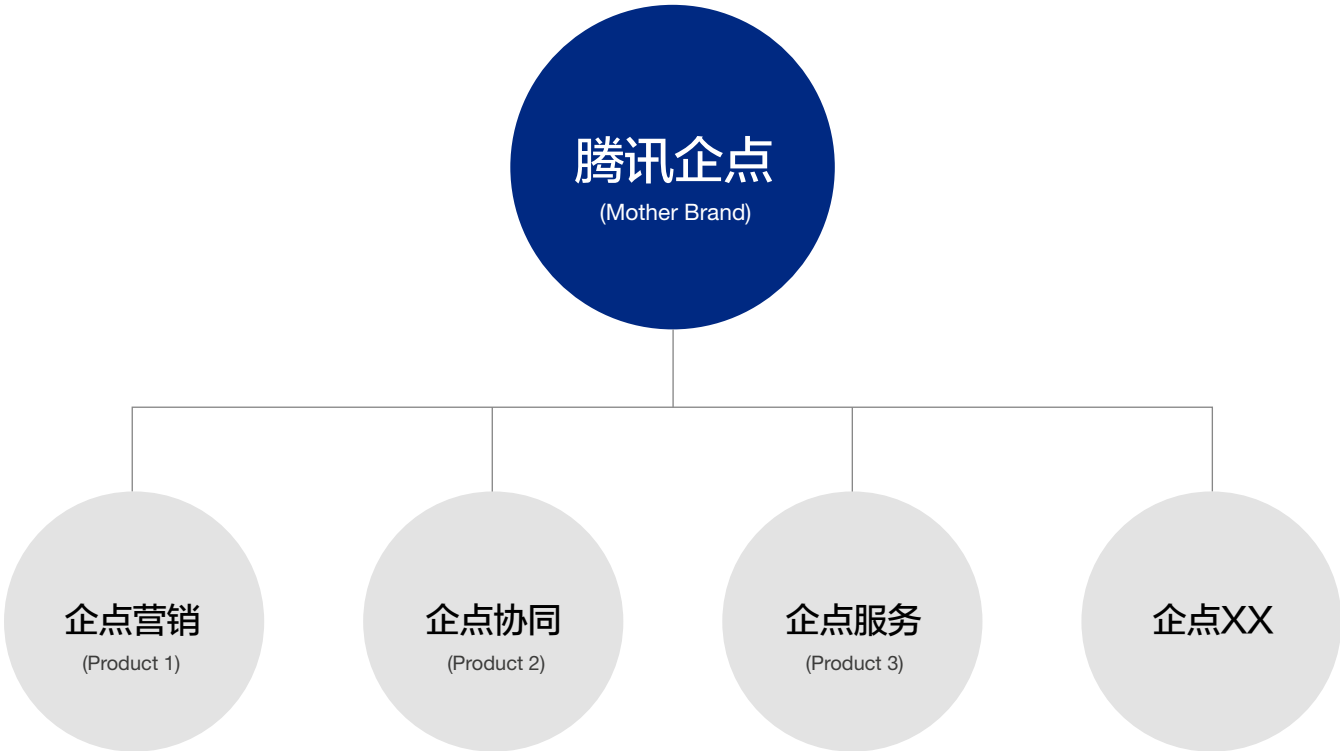
腾讯企点定义其品牌核心价值为专业，整合和效率。同时，腾讯企点也希望他们的合作伙伴和客户具有相同的价值观。

Tencent Enterprise defines its brand core value as professionalism, integration and efficiency. These 3 values are the perceptions that Tencent Enterprise wants their partners and customers to have.



目前腾讯企点由3个子产品构成，但随着腾讯起点的成长子产品会有相应的扩展。每个子产品都拥有不同的色彩系统去展现。详细的色彩系统指南请参考42-43页。

Tencent Enterprise has 3 products consisting the brand but can be extended as the brand grows. Each product has different color system that represents each product. Detailed color guideline is defined on page 42-43.



品牌产品目录

Brand Product Portfolio

腾讯企业的每个子产品都有其自身的价值和愿景，并传达着支撑企业引领中国互联网时代的核心理念。

Each product of Tencent Enterprise has its own value and vision for the business and shares the core idea of supporting enterprises to lead the internet era in China.

	企点营销	企点协同	企点服务
品牌核心价值 Brand Core Value	<div><div>– 整合资源</div><div>– 精准营销</div><div>- Integrating resources</div><div>- Precision marketing</div></div>	<div><div>– 快捷沟通</div><div>– 高效办公</div><div>Convenient and efficient office management</div></div>	<div><div>– 轻松服务</div><div>– 高效转化</div><div>- Efficient service</div><div>- High conversion</div></div>
品牌愿景 Brand Vision	<div><div>帮助每一个企业实现精准高效的互联网营销</div><div>Start to lead a new era of Chinese Internet Marketing Management</div></div>	<div><div>成为中国企业内部办公协同管理第一平台</div><div>The first China office management platform</div></div>	<div><div>开创引领中国企业互联网客户服务管理新时代</div><div>Start to lead a new era of Chinese Internet Service Management</div></div>
产品业务定位 Brand Business Description	<div><div>是以基于数据沉淀和数据分析为基础，提供企业内容营销和广告推广能力的整合营销管理平台，帮助企业实现对目标用户的深入洞察、精准投放和对营销效果的全面评估</div><div>It helps all kinds of Chinese enterprises establish an online marketing management platform with their customers. It is based on instant communication, also covers whole process function module including promotion, online reception, CRM, sales payment, marketing effectiveness monitoring etc.</div></div>	<div><div>是专为企业设计的办公协同和管理平台，帮助企业在公司内部实现方便快捷的沟通和高效流畅的工作流程协作，最终提升企业内部的办公工作效率</div><div>It is a kind of coordination and management platform designed for enterprises. It helps internal achieve communication and collaboration management of resources and workflow, and enhances their office productivity eventually.</div></div>	<div><div>是帮助中国各类企业搭建与客户之间，以即时沟通为基础，同时覆盖在线接待、客户管理、业务效果监测等功能模块的在线客户服务管理平台</div><div>It helps all kinds of Chinese enterprises establish an online customer service management platform with their customers. It is based on instant communication, also covers whole process function module including promotion, online reception, CRM, sales payment, marketing effectiveness monitoring etc.</div></div>

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标志
Logo

腾讯企点标识由两元素组成：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。腾讯企点通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 Enterprise logo is made up of two elements: 1. Symbol and 2. Logotype. The relative sizes and positions of these elements are fixed. Tencent Enterprise 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.

图形标志 / Symbol



文字标志 / Logotype



标准标志 / Logo



基本标志

Basic Logo

标准标志是腾讯企点的主要品牌符号, 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。腾讯企点品牌标志完美结合了设计与功能, 体现品牌发展的独到特征。

腾讯企点通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, 例如单色表格, 布艺刺绣, 丝网 印刷, 传真纸和备忘录, 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 Tencent Enterprise's confidence and stability. It beautifully combines form and function to represent the unique features of this development.

The basic logo of Tencent Enterprise is recommended to be used in full color version in white/light background. When used in white version, the background color should be the main blue color of Tencent Enterprise. 1 degree version in grayscale can be available in single color applications like forms or in any embroidery and silkscreen, fax sheet and memorandum, 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: 腾讯企点蓝
Logo: White
BG: Tencent Enterprise Blue



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

竖版标志

Vertical Logo

腾讯企点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。腾讯企点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。

腾讯企点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，例如单色表格，布艺刺绣，丝网印刷，传真纸和备忘录，可使用单色黑或单色灰标志。

The preferred brand identity for Tencent Enterprise is the basic logo. However in situations there is a limited area of fixed width for the display, vertical logo may be used. The relative sizes and positions of these elements are fixed. The primary brand mark should only be reproduced from the master artwork. It should not be redrawn or altered in any way.

The vertical logo of Tencent Enterprise is recommended to be used in full color version in white/light background. When used in white version, the background color should be the main blue color of Tencent Enterprise. 1 degree version in grayscale can be available in single color applications like forms or in any embroidery and silkscreen, fax sheet and memorandum, when the basic version cannot be reproduced in a satisfactory manner.



腾讯企点

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



腾讯企点

02.
标志：白色
背景：腾讯企点蓝
Logo: White
BG: Tencent Enterprise Blue



腾讯企点

03.
标志：单黑
背景：白色
Logo: Black
BG: White

图形标志

Symbol

腾讯企点的标志体现了腾讯公司的企业哲学。独特的箭头形状向上汇聚，代表了专业，整合，效率的腾讯企业精神。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。

腾讯企点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，例如单色表格, 布艺刺绣, 丝网印 刷, 传真纸和备忘录, 可使用单色黑或单色灰标志。

The symbol of Tencent Enterprise reflects the philosophy of Tencent Enterprise. Distinctive arrow shape focusing upward represents professionalism, Integration, efficiency which is the spirit of Tencent Enterprise. This symbol is the key element in the brand expression and should not be redrawn or altered in any way.

The symbol of Tencent Enterprise is recommended to be used in full color version in white/light background. When used in white version, the background color should be the main blue color of Tencent Enterprise. 1 degree version in grayscale can be available in single color applications like forms or in any embroidery and silkscreen, fax sheet and memorandum, when the basic version cannot be reproduced in a satisfactory manner.



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



02.
图形标志：白色
背景：腾讯企点蓝
Logo: White
BG: Tencent Enterprise Blue



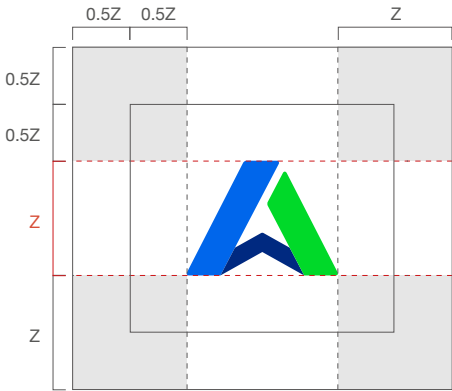
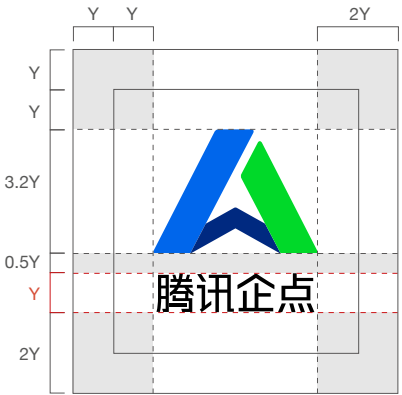
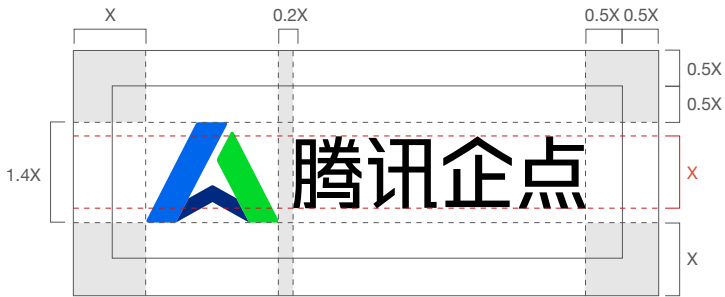
03.
图形标志：单黑
背景：白色
Logo: Black
BG: White

安全区域

Clear Space

为确保腾讯企点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, 或当100%安全区域不可用时, 使用50%安全区域为第二选择。

To ensure that the Tencent Enterprise 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% should be maintained but when 100% clear zone isn’t available, use the second option of 50% clear space.

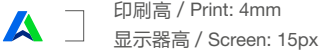
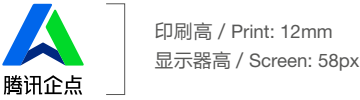
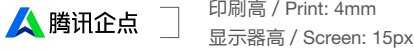


最小尺寸

Minimum Size

腾讯企点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。且腾讯企点标志没有预设的最大尺寸，其标准标志的最小印刷尺寸高度为4mm，最小显示器尺寸高度为15px。

There are no predetermined sizes for the Tencent Enterprise 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 4mm in print, 15px for screen use.



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 Enterprise 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 apply on most stationery system.

Vertical Tencent Enterprise logo is positioned center aligned at the top middle or bottom of the page. Tencent Enterprise symbol positioning left aligned, center aligned or right aligned at the top, middle or bottom of the page.



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。

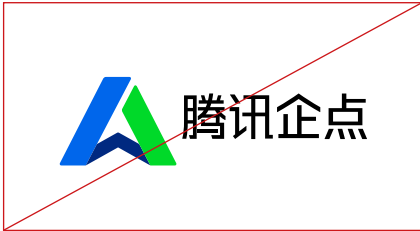
To maintain the integrity of the logo and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuse of the logo that should be avoid.



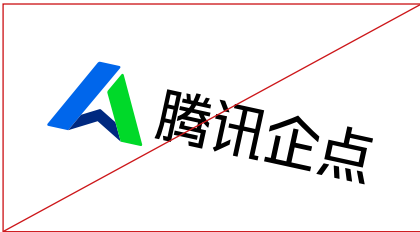
不要擅自改变文字标志字体；
Don't change the logotype.



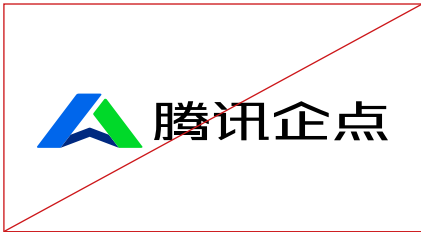
不要擅自组合或排列标志；
Don't rearrange the logo elements.



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



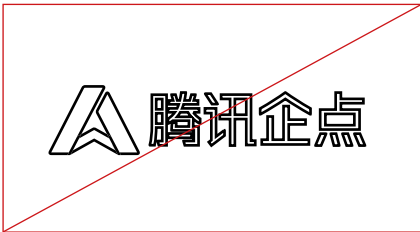
不要倾斜或旋转标志；
Don't rotate the logo.



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.



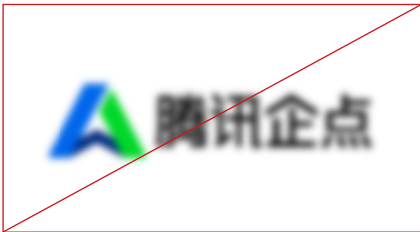
不要轮廓化标志或添加描边；
Don't outline the logo.



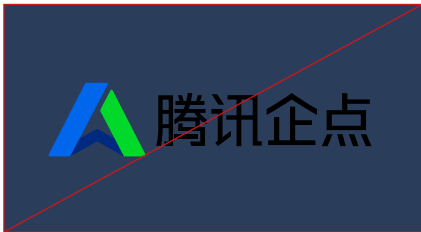
不要在标志底添加投影；
Don't add a drop shadow to the logo.



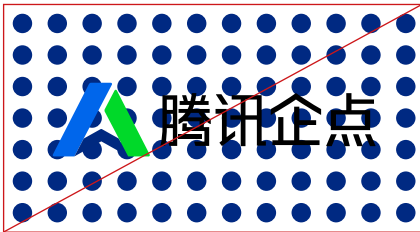
不要擅自改变标志标准色；
Don't alter the color.



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.

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品牌色

Color

品牌标准色

Brand Color

品牌色在腾讯企点品牌视觉传达中起到了核心作用。右图所示为腾讯企点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。

腾讯企点的每一个品牌色都有着精准匹配的Pantone色彩。关于平面/广告印刷物， 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。关于界面, 网页, PowerPoint演示文稿等显示器颜色, 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色卡做为腾讯企点品牌色的最终参考对象。

*Pantone属Pantone公司所有

Color plays a central role in communicating Tencent Enterprise brand. Always use the color palette represented and apply them to any communication materials.

Tencent Enterprise colors should always match an appropriate Pantone color. Whenever possible reproduce Tencent Enterprise in Pantone (Single color) for print work. If this is not possible, use the CMYK values listed for print communication pieces or advertising pieces. For screen based work, websites, PowerPoint presentations, etc., 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.

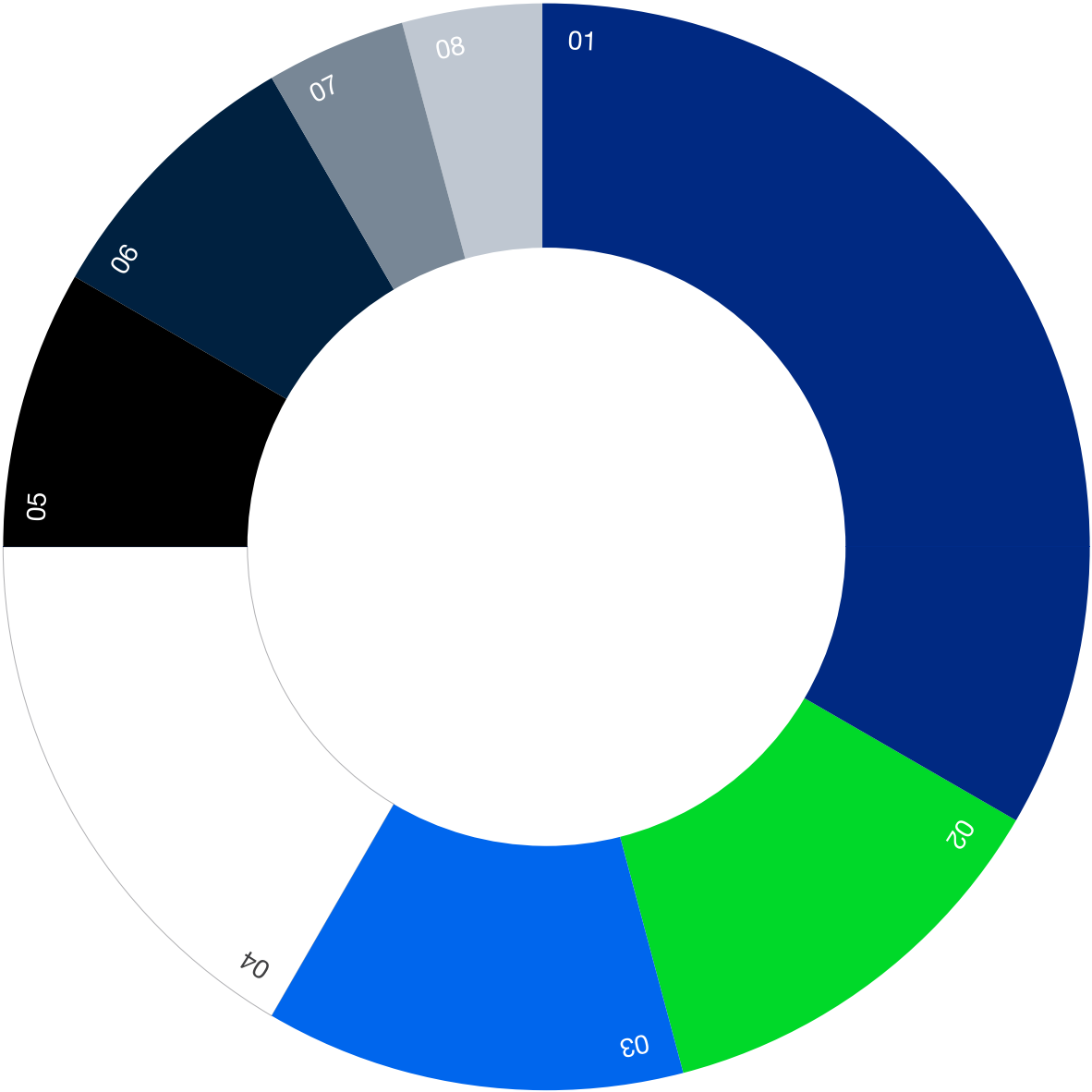
<div>腾讯企点蓝 1</div> <div>Tencent Enterprise Blue 1</div>	<div>R: 0 / G: 41 / B: 130</div> <div>C: 100 / M: 89 / Y: 0 / K: 5</div> <div>PANTONE 293 C</div> <div># 002982</div>	<div>主色 1</div> <div>Main Color 1</div>
<div>腾讯企点绿</div> <div>Tencent Enterprise Green</div>	<div>R: 0 / G: 218 / B: 40</div> <div>C: 71 / M: 0 / Y: 100 / K: 0</div> <div>PANTONE 7488 C</div> <div># 00DA28</div>	<div>主色 2</div> <div>Main Color 2</div>
<div>腾讯企点蓝 2</div> <div>Tencent Enterprise Blue 2</div>	<div>R: 0 / G: 103 / B: 237</div> <div>C: 95 / M: 38 / Y: 0 / K: 0</div> <div>PANTONE 299 C</div> <div># 0067ED</div>	<div>主色 3</div> <div>Main Color 3</div>
<div>腾讯企点白</div> <div>Tencent Enterprise White</div>	<div>R: 255 / G: 255 / B: 255</div> <div>C: 0 / M: 0 / Y: 0 / K: 0</div> <div># FFFFFFFF</div>	<div>辅色 1</div> <div>Sub Color 1</div>
<div>腾讯企点黑</div> <div>Tencent Enterprise Black</div>	<div>R: 0 / G: 0 / B: 0</div> <div>C: 0 / M: 0 / Y: 0 / K: 100</div> <div>PANTONE Black C</div> <div># 000000</div>	<div>辅色 2</div> <div>Sub Color 2</div>
<div>腾讯企点深蓝</div> <div>Tencent Enterprise Dark Blue</div>	<div>R: 0 / G: 32 / B: 64</div> <div>C: 100 / M: 85 / Y: 40 / K: 50</div> <div>PANTONE 2767 C</div> <div># 002040</div>	<div>辅色 3</div> <div>Sub Color 3</div>
<div>腾讯企点灰 1</div> <div>Tencent Enterprise Grey 1</div>	<div>R: 130 / G: 145 / B: 160</div> <div>C: 53 / M: 35 / Y: 27 / K: 9</div> <div>PANTONE 5435 C</div> <div># 8291A0</div>	<div>辅色 4</div> <div>Sub Color 4</div>
<div>腾讯企点灰 2</div> <div>Tencent Enterprise Grey 2</div>	<div>R: 190 / G: 200 / B: 210</div> <div>C: 30 / M: 17 / Y: 14 / K: 0</div> <div>PANTONE 428 C</div> <div># BEC8D2</div>	<div>辅色 5</div> <div>Sub Color 5</div>

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企点品牌。腾讯企点蓝(01)应作为品牌主色；腾讯企点绿(02)和蓝2(03)也可作为主要的颜色，但腾讯企点蓝(0)应在腾讯企点品牌颜色中占最大比例；其他辅色(04-08)则有助于应用系统的使用和延展。

The appropriate use of color helps to make sure all the users understand Tencent Enterprise brand. Tencent Enterprise blue1(01) should be used as main color for the brand. Tencent Enterprise green(02) and blue2(03) also can be used as main colors but Tencent Enterprise blue(01) should comprise the most proportion of brand color of Tencent Enterprise. All the sub colors(04-08) should be used as a supportive color for the applications.



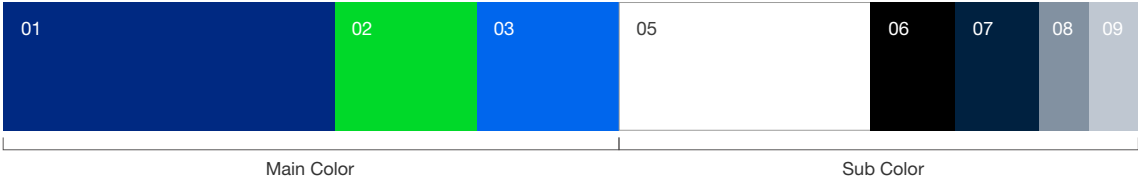
产品色彩系统

Product Color System

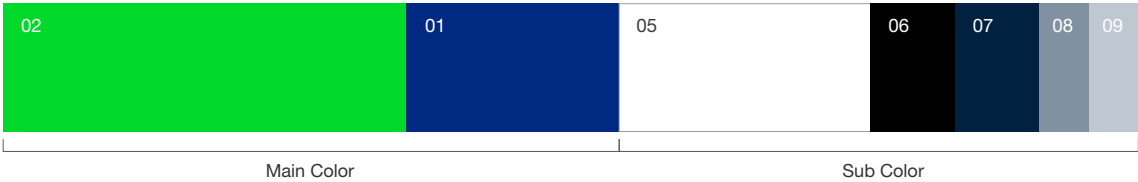
腾讯企点所有的子产品都有它自己的主色(02,03,04)它们可以代表其对应的个子产品。在产品的品牌颜色系统中腾讯企点蓝(01)应该被用作最主要的辅助色。腾讯企点的辅色(05-09)也被用作产品品牌颜色系统中子产品的辅色。每当有新产品诞生，其产品主色应交由腾讯ISUX品牌设计中心定义。

All the products of Tencent Enterprise has it's own main color(02,03,04) which can represent each product. Tencent Enterprise blue(01) should be used as major sub color in product color system. Sub colors of Tencent Enterprise(05-09) are also used as sub colors for all the product color system. Whenever new product comes out, main product color should be defined by BX Center, ISUX, Tencent

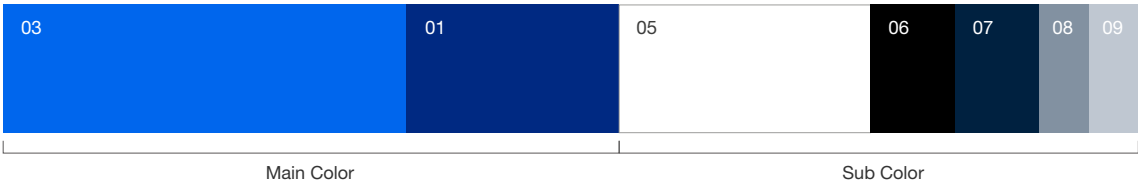
腾讯企点
(Brand Color)



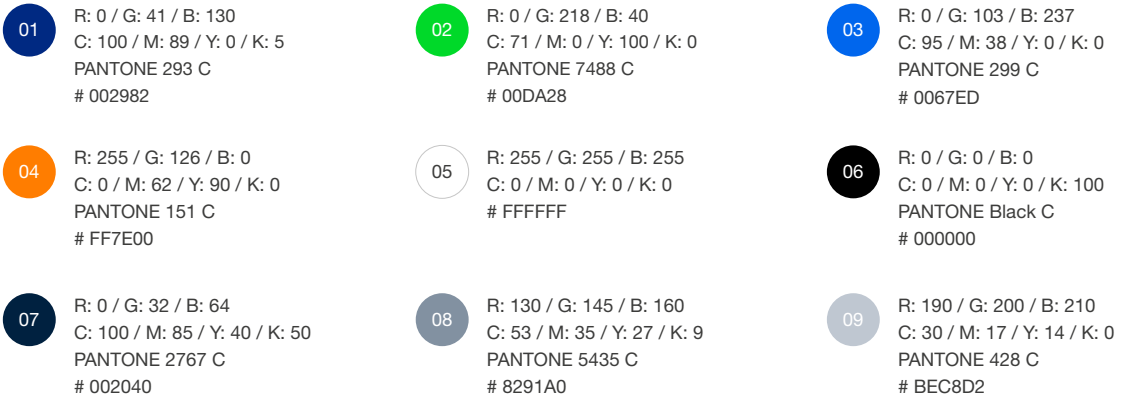
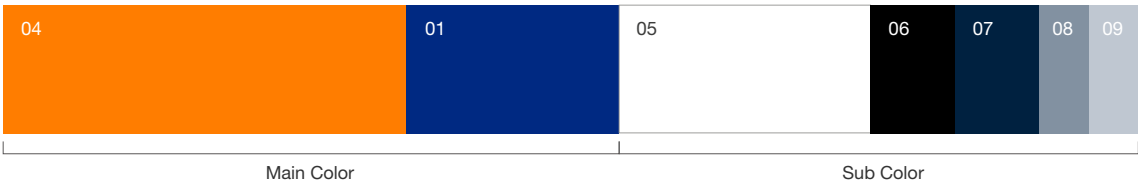
腾讯企点营销
(Product Color 1)



腾讯企点协同
(Product Color 2)



腾讯企点服务
(Product Color 3)



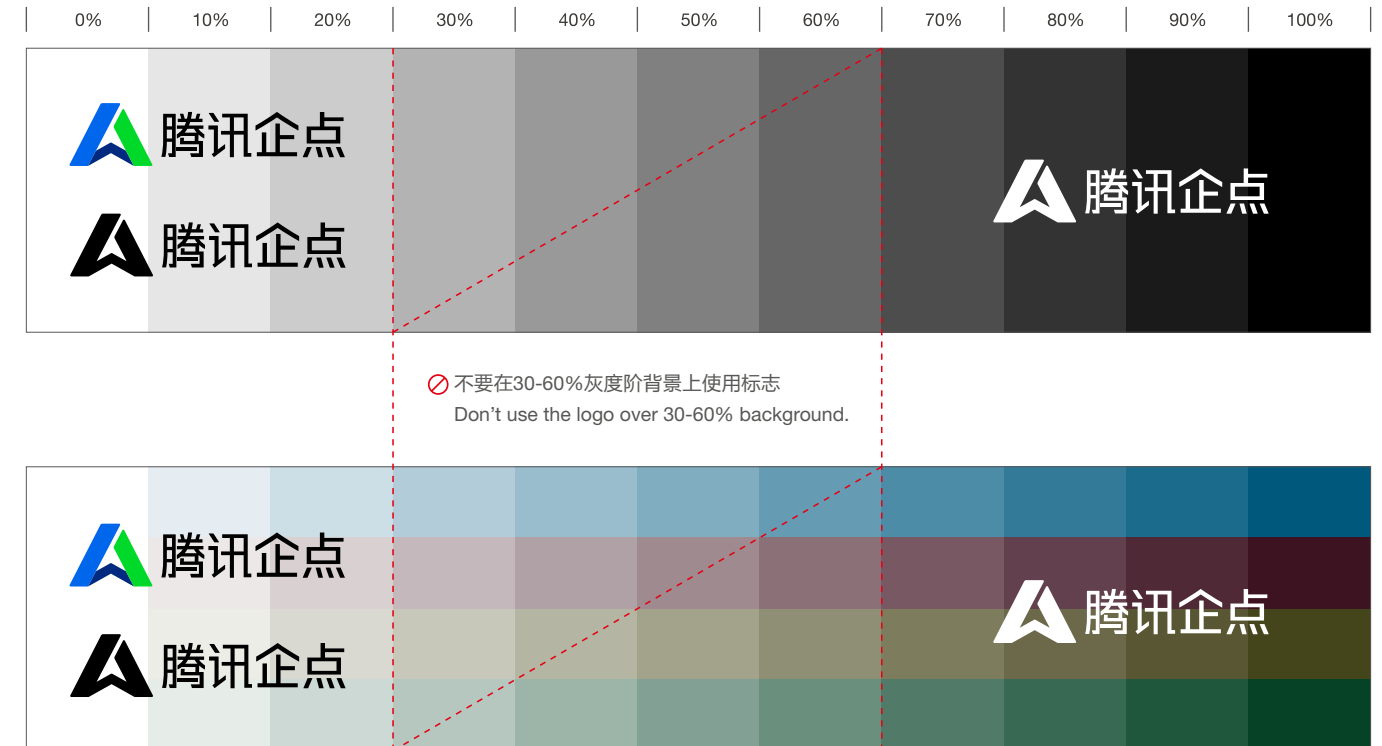
3.04

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；在腾讯企点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。

The 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 the main blue color of Tencent Enterprise. White logo on black/dark background or black logo on white/light background are available for limited use.



4.00

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品牌专用字体

Typography

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企点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 identiy. The typographic style contributes to the distinctive aesthetic of the brand. FZLan Ting Hei is used as basic Chinese typeface for Tencent Enterprise brand. This typeface should be used on products and communication pieces across the brands. The typography usage examples on s the following pages should be followed to ensure all of our communication pieces appear consistently.

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感。Helvetica Neue做为腾讯企点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 identiy. The typographic style contributes to the distinctive aesthetic of the brand. Helvetica Neue is used as basic English typeface for Tencent Enterprise brand. This typeface should be used on products and communication pieces across the brands. The typography usage examples on the following pages should be followed to ensure all of our communication pieces appear consistently.

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

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做为腾讯企点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 identiy. The typographic style contributes to the distinctive aesthetic of the brand. Effra is used as secondary English typeface for Tencent Enterprise brand. This typeface should be used on products and communication pieces across the brands. The typography usage examples on the following pages should be followed to ensure all of our communication pieces appear consistently.

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

01.
Effra Bold

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

02.
Effra Medium

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

03.
Effra Regular

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

04.
Effra Light

5.00

—

品牌应用系统

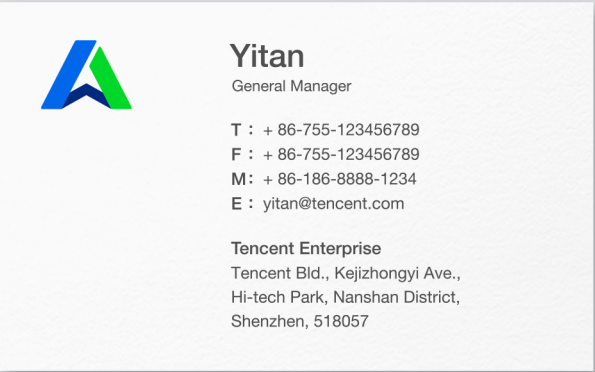
Applications

名片

Business Card

以统一的方式使用腾讯企点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，腾讯企点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，名片是代表腾讯企点品牌的重要的应用媒介。在印刷材料中，腾讯企点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 the examples shown, Tencent Enterprise brand will have the right tone to support the right message for the audience. Business card can be an important application that represent the Tencent Enterprise brand to the clients. Brand logo should be applied to the print material clearly, expressing the strong brand image of the identity of Tencent Enterprise.



办公应用

Stationery

以统一的方式使用腾讯企点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，腾讯企点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 the examples shown, Tencent Enterprise brand will have the right tone to support the right message for the audience. Brand logo can be applied to the print materials in clear way for the stationery system of Tencent Enterprise.



Tencent Enterprise
Tencent Bld., Kejizhongyi Ave.,
Hi-tech Park, Nanshan District,
Shenzhen, 518057



Tencent Enterprise
Tencent Bld., Kejizhongyi Ave.,
Hi-tech Park, Nanshan District,
Shenzhen, 518057



品牌产品

Brand Products

以统一的方式使用腾讯企点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，腾讯企点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，腾讯企点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 the examples shown, Tencent Enterprise brand will have the right tone to support the right message for the audience. Tencent Enterprise logo can be embossed to various materials such as paper, leather, stainless etc to make various brand products.



徽章

Badge

以统一的方式使用腾讯企点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，腾讯企点将以最正确的品牌基调为用户传达正确的品牌信息。腾讯企点品牌标志可通过工艺和各类材质来呈现腾讯企点品牌形象。

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



册子

Brochure

以统一的方式使用腾讯企点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，腾讯企点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，点阵的品牌标准图案可以运用其规范中的颜色及尺寸，以传达正确的腾讯企点品牌形象。

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



以统一的方式使用腾讯企点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，腾讯企点将以最正确的品牌基调为用户传达正确的品牌信息。腾讯企点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 the examples shown, Tencent Enterprise brand will have the right tone to support the right message for the audience. Tencent Enterprise logo can be applied in mobile devices as icons or splash images. Be aware of the device characters to make sure the logo looks optimized in small size.



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 | 社交平台部
Internet Social User Experience | Social Networking Platform

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

电话 / Tel : +86 755 86013388
传真 / Fax : +86 755 86013399
网站 / Website : b.qq.com/

