



腾讯优图品牌书

Tencent YouTu Lab Brand Book

Created by
ISUX Brand Center

2016. 11

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“腾讯优图”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 YouTu Lab'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

腾讯优图实验室隶属于腾讯社交网络事业群（SNG），团队整体立足于腾讯社交网络大平台，遵循公司“一切以用户价值为依归”的理念和“研究成果落地才能产生价值”的原则，专注于机器学习、模式识别、认知技术的研究和突破，在人工智能产业兴起的大背景下，迅速发展成为人工智能行业领军团队。目前优图在人脸识别、图像识别、声音识别三大领域拥有数十项业界领先的技术，均在国际比赛中创造了世界纪录。优图实验室通过智能云服务、智能硬件、行业解决方案等多元化的产品策略，大力推动人工智能技术的广泛应用，通过人工智能提升互联网使用体验。

Tencent YouTu Lab (YouTu Lab) is not only the core of Tencent AI strategy but also a top group in artificial intelligence area. We follow the user-oriented philosophy and the productization principle, and mainly focus on machine learning, pattern recognition and cognitive technology etc. In the background of the rise of AI industry, YouTu Lab rapidly become the industry leader. Currently, we have accumulated dozens of leading technologies in face, image and audio analysis fields, and created the world record in the international competition. YouTu Lab through cloud services, intelligent hardware, industry solutions and other diversified product strategy, YouTu Lab vigorously promotes the extensive application of AI, and improves the surfing experience on the internet through the use of AI technology.



2.00

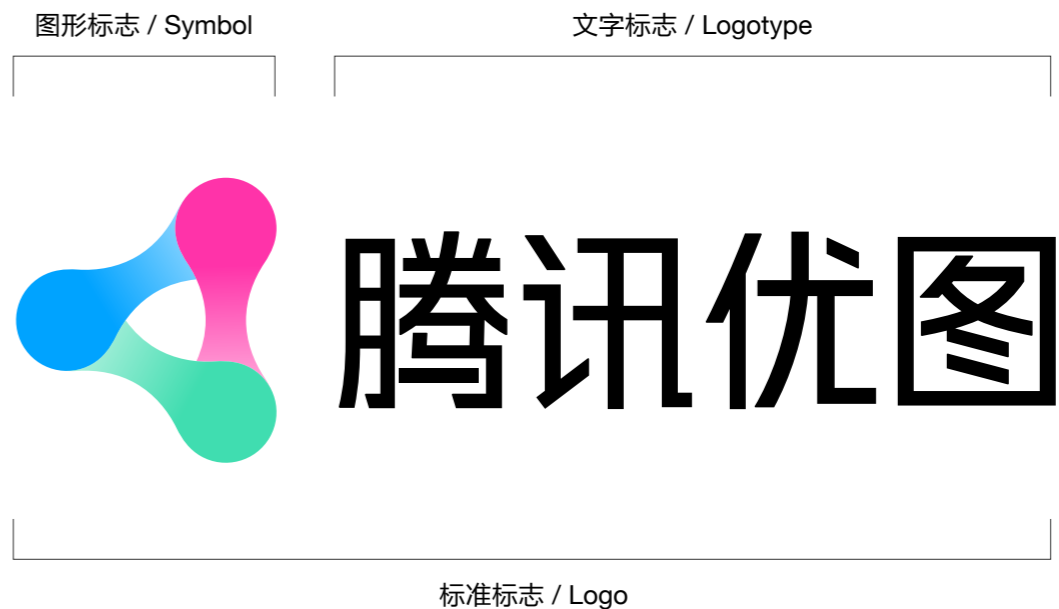
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标志

Logo

腾讯优图标识由两元素组成: 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。腾讯优图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。

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



标准标志是腾讯优图的主要品牌符号，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。腾讯优图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；主要会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。

The basic logo is the main signature of the brand. It helps to build recognition of the brand as well as convey YouTu Lab's confidence and stability. The basic logo of YouTu Lab 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 YouTu Lab. 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：单黑
背景：白色
Logo: Black
BG: White



03.
标志：白色
背景：腾讯优图蓝
Logo: White
BG: YouTu Lab Blue



04.
标志：全彩 / 白色
背景：深色底 / 单黑
Logo: Full Color/White
BG: Dark background/Black

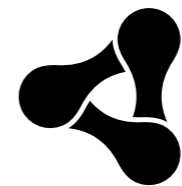
腾讯优图的首要品牌视觉识别是标准标志，然而在显示区域宽度固定或有限的情况下，可使用垂直标志作为第二选择。其元素间的相对大小和位置是固定的，并且其文字标志不能单独使用。腾讯优图所有标志不能重新绘制或者擅自组合。腾讯优图垂直标志的使用场景分为：在白色 / 浅色背景上使用全彩标志；主要会在品牌蓝色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，可使用单色黑或单色灰标志。

The preferred brand identity for YouTu Lab 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 YouTu Lab 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 YouTu Lab. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



腾讯优图

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



腾讯优图

02.
标志：单黑
背景：白色
Logo: Black
BG: White



腾讯优图

03.
标志：白色
背景：腾讯优图蓝
Logo: White
BG: YouTu Lab Blue



腾讯优图

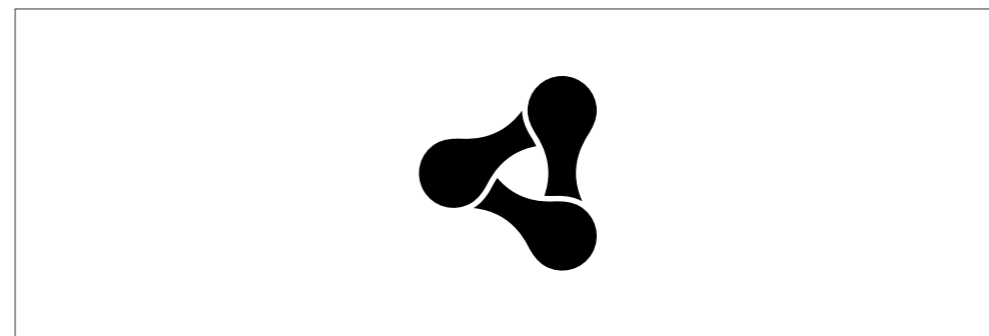
04.
标志：全彩 / 白色
背景：深色底 / 单黑
Logo: Full Color/White
BG: Dark background/Black

腾讯优图的图形标志也能反映其品牌视觉识别。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。腾讯优图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；主要会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。

The symbol of YouTu Lab reflects the philosophy of YouTu Lab. This symbol is the key element brand expression and should not be redrawn or altered in any way. The symbol of YouTu Lab 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 YouTu Lab. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



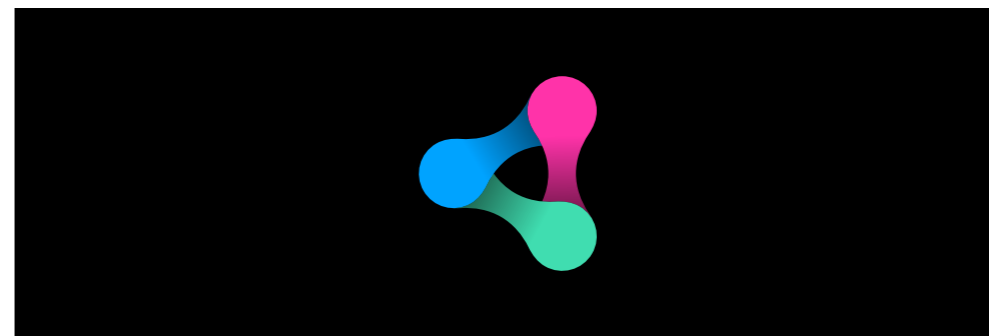
01.
标志：全彩
背景：白色
Logo: Full Color
BG: White



02.
标志：单黑
背景：白色
Logo: Black
BG: White



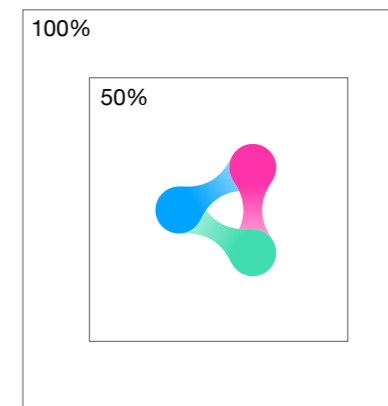
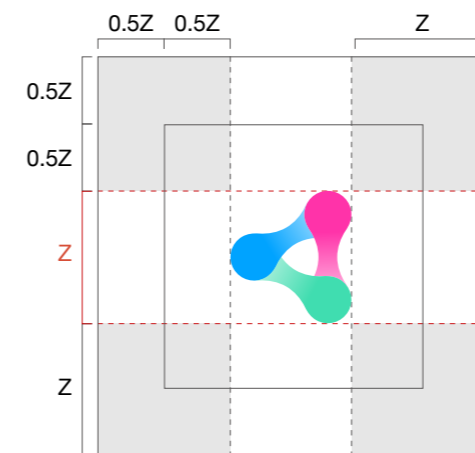
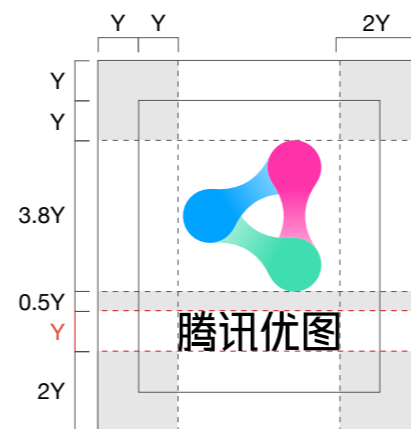
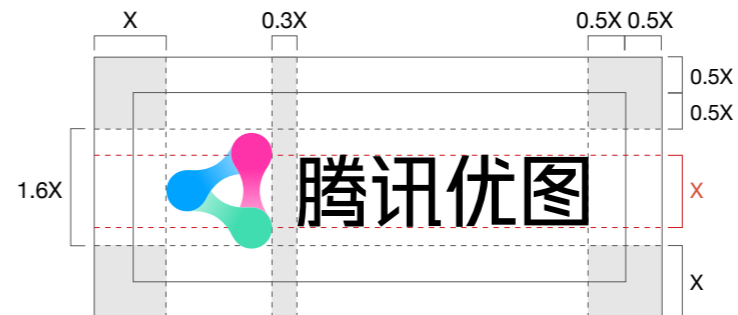
03.
标志：白色
背景：腾讯优图蓝
Logo: White
BG: YouTu Lab Blue



04.
标志：全彩 / 白色
背景：深色底 / 单黑
Logo: Full Color/White
BG: Dark background/Black

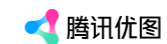
为确保腾讯优图的品牌标志可以在所有应用中被清晰识别，标志周围需预留一定的安全不可侵犯区域。此区域相当于标志在运用时，与其他设计元素或文本内容所应保持的最小距离。为确保标志的完整性与可读性，此区域大小必须严格遵守规范。当标志尺寸被缩放使用时，安全区域大小随之等比缩放。如右图，以标准标志的文字标识高为一个单位“x”作为参考值，标志间距则以“x”的倍数来定。一般情况下应保持100%的安全区域（垂直标志对应200%），或当100%安全区域不可用时，使用50%安全区域为第二选择（垂直标志对应100%）。

To ensure that the YouTu Lab 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.



腾讯优图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。且腾讯优图标志没有预设的最大尺寸。以标准标志为例，最小印刷尺寸宽度为18mm，最小显示器尺寸宽度为70px。

There is no predetermined size for the YouTu Lab 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 18mm in print, 70px for screen use.



印刷宽 / Print: 18mm
显示器宽 / Screen: 70px



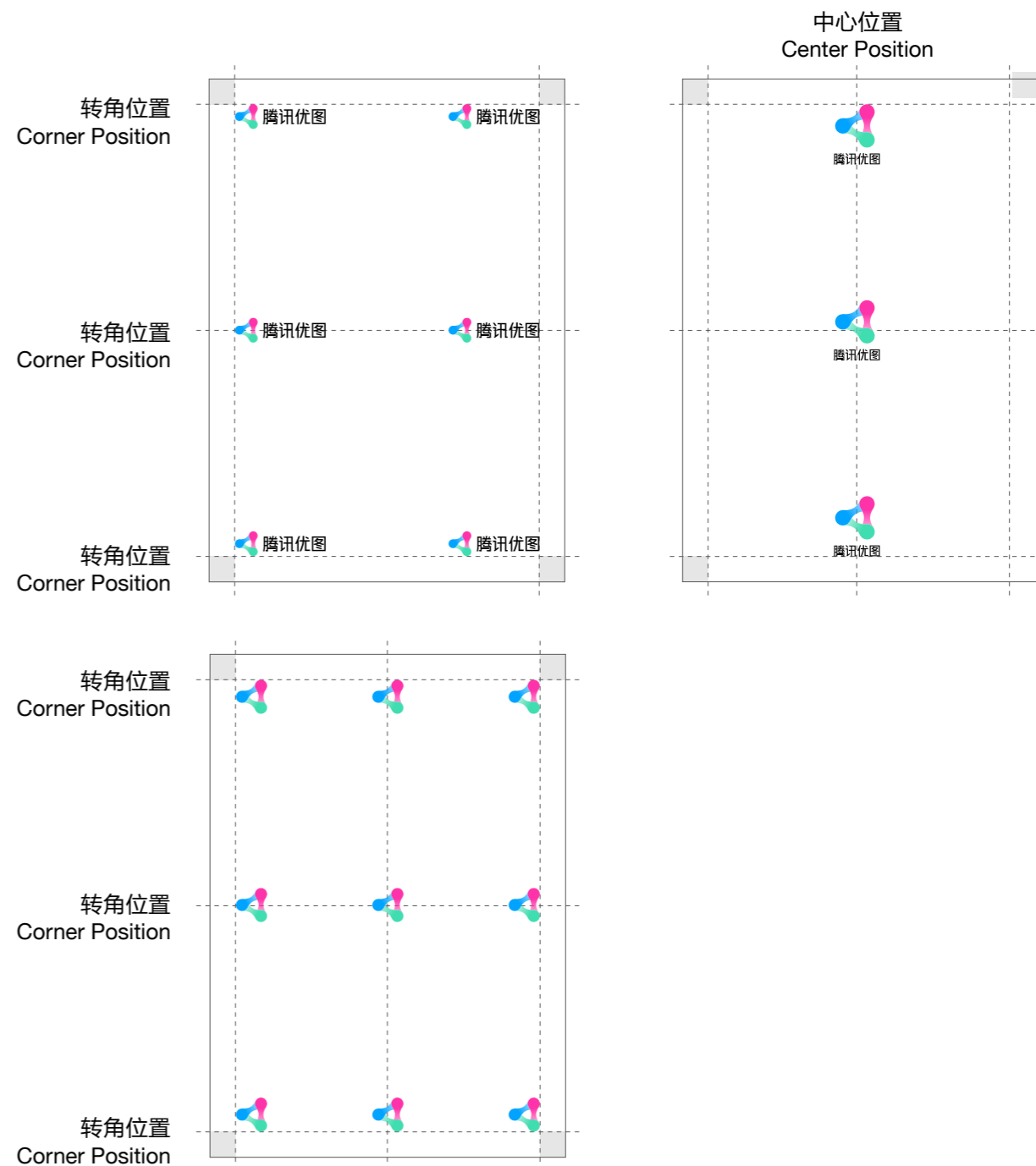
印刷宽 / Print: 12mm
显示器宽 / Screen: 50px



印刷宽 / Print: 5mm
显示器宽 / Screen: 20px

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。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 YouTu Lab 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 YouTu Lab logo is positioned center aligned at the top middle or bottom of the page. YouTu Lab symbol is positioned left aligned, center aligned or right aligned at the top, middle or bottom of the page.



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.



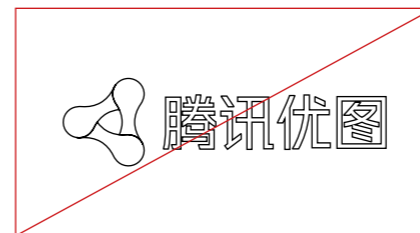
不要倾斜或旋转标志；
Don't rotate the logo.



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.



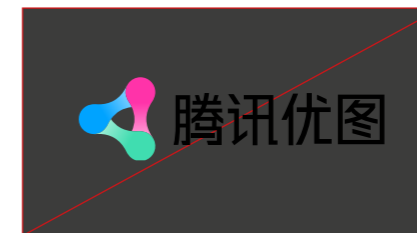
不要在标志底添加投影；
Don't add a drop shadow to the logo.



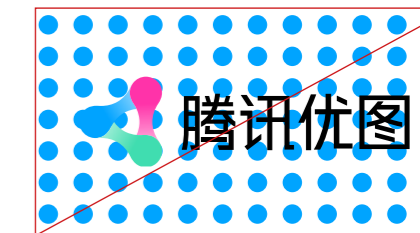
不要擅自改变标志标准色；
Don't alter the color.



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

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

Color plays a central role when YouTu Lab brand is communicating. Always use the color palette represented and apply them to any communication materials. Whenever possible, reproduce YouTu Lab 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.)

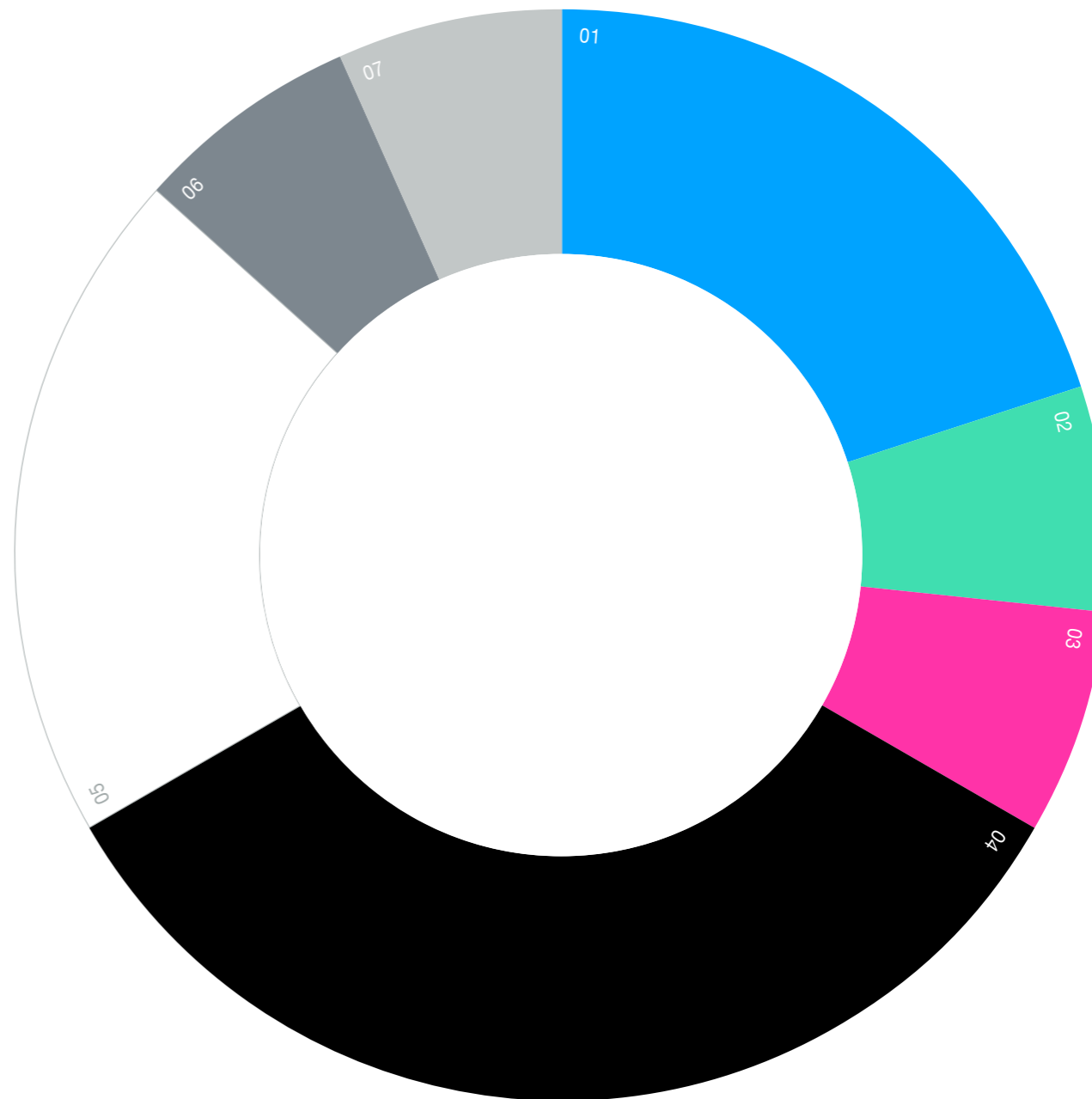
优图蓝 YouTu Lab Blue	R: 0 / G: 163 / B: 255 C: 83 / M: 1 / Y: 0 / K: 0 PANTONE 2995 C # 00A4FF	主色 1 Main Color 1	100% 40%
优图绿 YouTu Lab Green	R: 0 / G: 110 / B: 255 C: 70 / M: 0 / Y: 65 / K: 0 PANTONE 2412 C # 006EFF	强调色 1 Accent Color 1	100% 40%
优图红 YouTu Lab Red	R: 255 / G: 51 / B: 169 C: 0 / M: 92 / Y: 18 / K: 0 PANTONE 212 C # FF33A9	强调色 2 Accent Color 2	100% 40%
优图黑 YouTu Lab Black	R: 0 / G: 0 / B: 0 C: 0 / M: 0 / Y: 0 / K: 100 PANTONE Black C # 000000	辅色 1 Sub Color 1	
优图白 YouTu Lab White	R: 255 / G: 255 / B: 255 C: 0 / M: 0 / Y: 0 / K: 0 # FFFFFFFF	辅色 2 Sub Color 2	
优图灰 1 YouTu Lab Gray 1	R: 124 / G: 135 / B: 142 C: 33 / M: 18 / Y: 13 / K: 40 PANTONE 430 C # 7C878E	辅色 3 Sub Color 3	
优图灰 2 YouTu Lab Gray 2	R: 193 / G: 198 / B: 200 C: 29 / M: 19 / Y: 19 / K: 0 PANTONE 428 C # C1C6C8	辅色 4 Sub Color 4	

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优图品牌。使用腾讯优图品牌色时，腾讯优图蓝(01)应做为品牌主色；腾讯优图蓝与大面积腾讯优图白(05)一起使用，可体现清新干净的品牌形象；腾讯优图绿(02)和腾讯优图红(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 YouTu Lab Color in right proportion helps to have consistent brand image. YouTu Lab Blue(01) should be used as a main color for the brand which is the majority of the blue. When YouTu Lab Blue is used with specific amount of white(05), the brand image is well presented which is clean and fresh. YouTu Lab Green(02) and YouTu Lab Red(03) should be used as an accent color. The sub colors should be used as a supportive color for the applications.



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；在腾讯优图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 YouTu Lab blue which is the main green 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.



在腾讯优图蓝背景上使用反白标志；
Use white logo over YouTu Lab 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 / 深色背景上使用反白标志；
Use white logo over black/dark colored background.

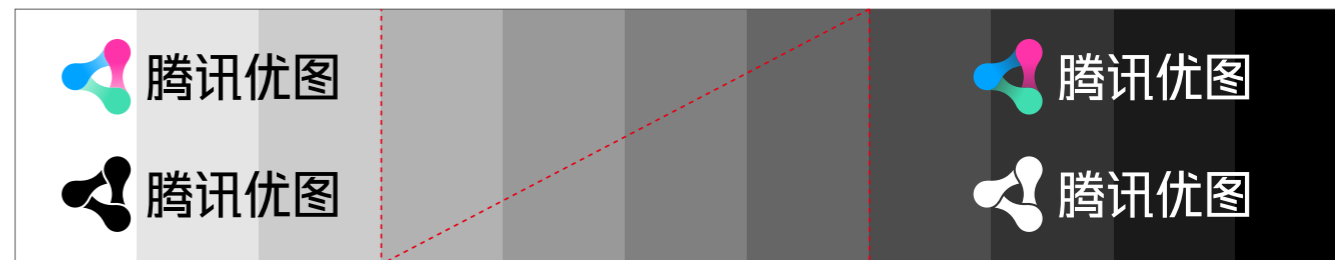


在浅色图像上使用全彩 / 黑色标志；
Use full color/black logo over bright image.

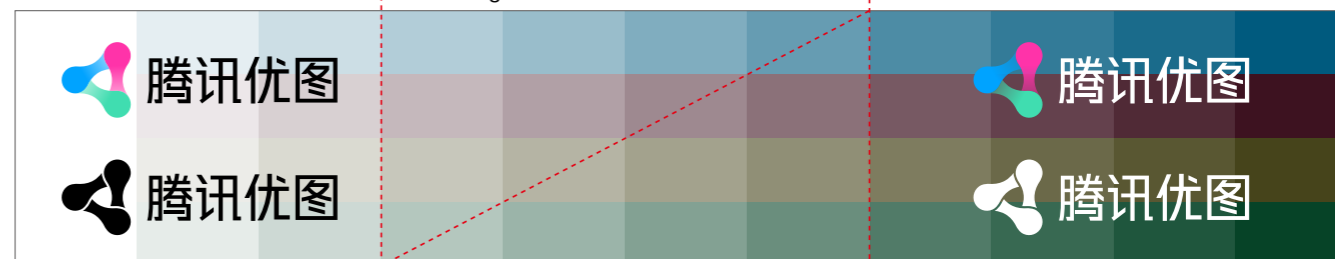


在深色图像上使用全彩 / 白色标志。
Use full color/white logo over black/dark image.

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

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优图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 YouTu Lab 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.

腾讯社交网络事业群打造大社交平台为用户
提供最优质的通讯与社交网络等综合性服务
。 ， ： ； ‘ “ ! ? + - * / = () 《 》

01.
方正兰亭中黑简
FZLanTingHeiS-B

腾讯社交网络事业群打造大社交平台为用户
提供最优质的通讯与社交网络等综合性服务
。 ， ： ； ‘ “ ! ? + - * / = () 《 》

02.
方正兰亭黑简
FZLanTingHeiS-M

腾讯社交网络事业群打造大社交平台为用户
提供最优质的通讯与社交网络等综合性服务
。 ， ： ； ‘ “ ! ? + - * / = () 《 》

03.
方正兰亭刊黑简
FZLanTingHeiS-L

腾讯社交网络事业群打造大社交平台为用户
提供最优质的通讯与社交网络等综合性服务
。 ， ： ； ‘ “ ! ? + - * / = () 《 》

04.
方正兰亭超细黑简
FZLanTingHeiS-UL

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。HelveticaNeue做为腾讯优图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 YouTu Lab 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

5.00

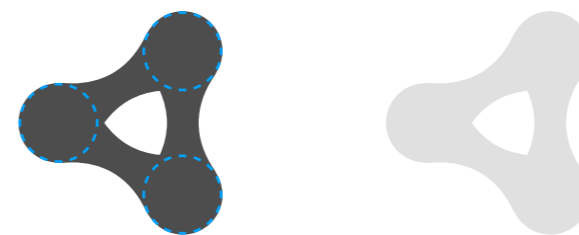
—

品牌图案

Pattern

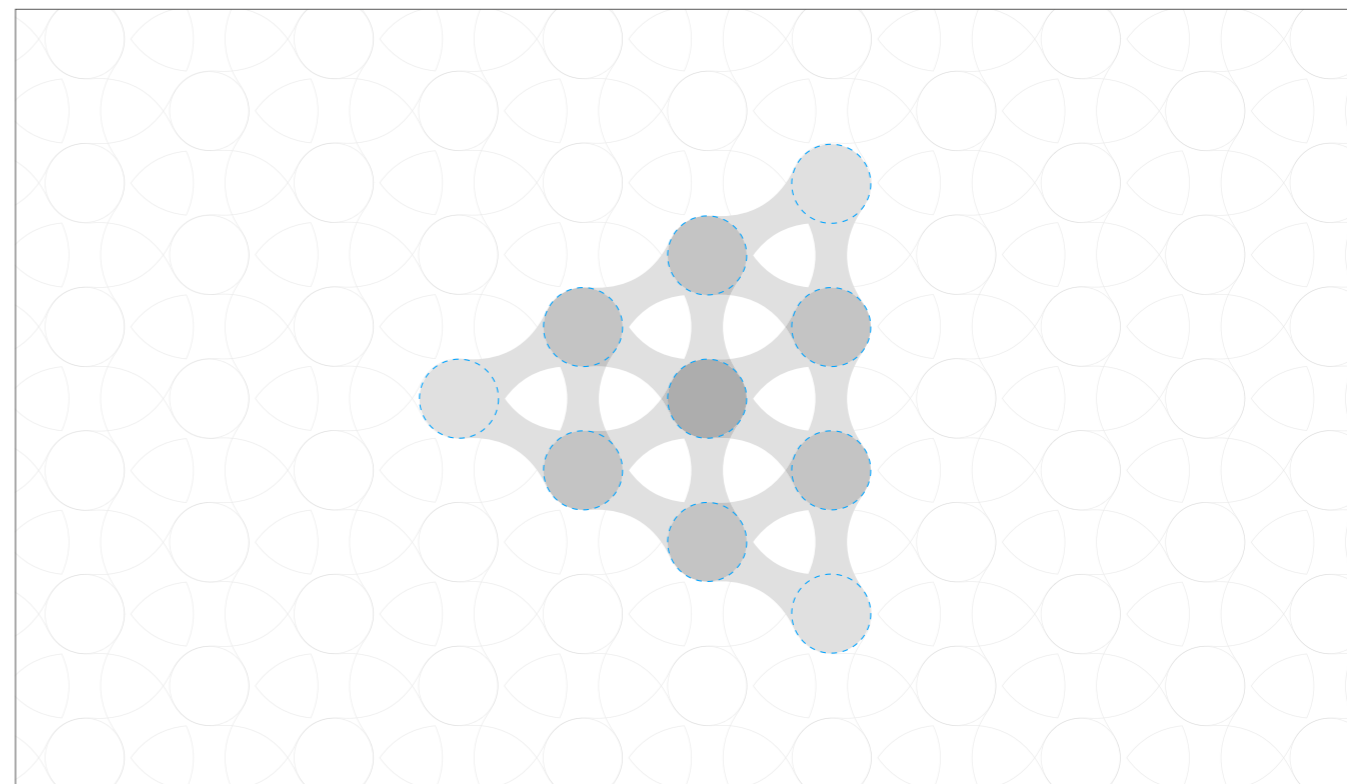
腾讯优图的基础辅助图形有助于延展腾讯优图品牌视觉表达。所有辅助图形都基于标准标志图形下的延展。用标志的剪影作为辅助图形最重要的元素，以强化腾讯优图品牌视觉特点，凸显品牌调性。右图为基础辅助图形，可直接与标志搭配使用。可以改变颜色(上述任意品牌色)，但务必基于腾讯优图所有规范进行设计。也可根据需要调整各元素大小,但必须保持元素与标志的统一，不可旋转变形。辅助图形系统可以在不同的物料和尺寸上使用，第六章将展示腾讯优图辅助图形的线上/线下使用案例。

YouTu Lab basic auxiliary graphics help to broaden graphic expression of YouTu Lab brand. To strengthen the visual characteristics of YouTu Lab brand, all the YouTu Lab basic auxiliary graphics are made based on the logo shape of basic logo, and unied brand tone. Auxiliary graphics on the right side page can be used with YouTu Lab basic logo. It can be used in dierent scales and colors keeping the rule that YouTu Lab brand guidelines allow. New patten can be made if needed under the subject that relates to the YouTu Lab industry. The following application section shows examples of usage.



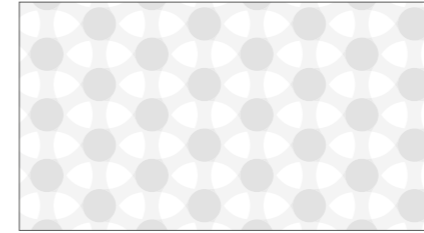
01.
透明度范围: 5% - 25%
Transparent area: 5%-25%

02.
色彩范围: 参考品牌色
Color area: brand color section

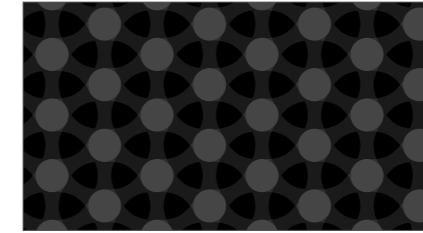


为了保证品牌图案的完整性以及保持品牌统一性，遵循本规范中所述的使用与限制是很重要的。在使用品牌图案时，应尽量避免如右图所示的各种不规范使用样式。

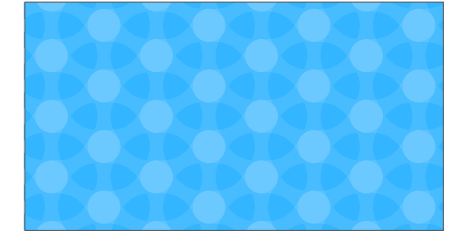
To maintain the integrity of the pattern and to promote the consistency of the brand, it is important to use the pattern as described in these guidelines. The examples shown here illustrate possible misuse of the pattern that should be avoided.



白色背景标准使用案例；
White background pattern.



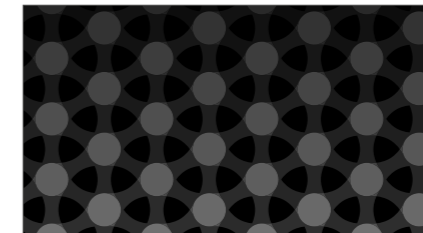
黑色背景标准使用案例；
Black background pattern.



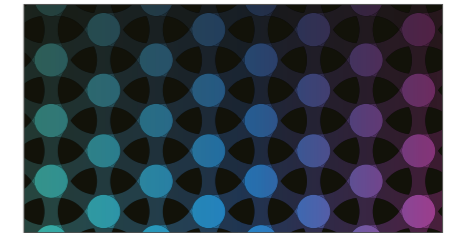
品牌蓝色背景标准使用案例；
Brand color blue background pattern.



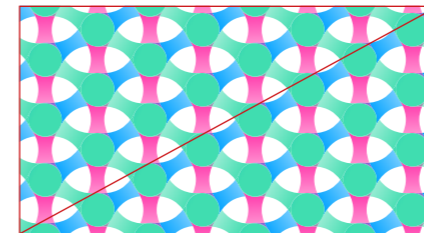
特殊背景使用案例1（自由组合）；
Special pattern1 (free combination).



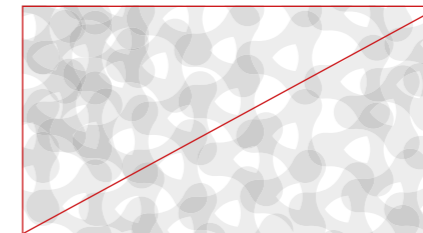
特殊背景使用案例2（透明度控制）；
Special pattern2 (control transparent).



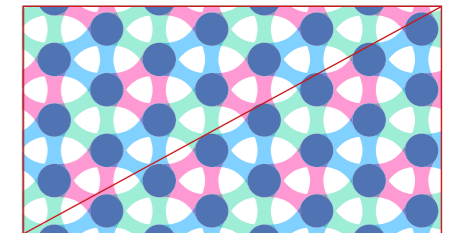
特殊背景使用案例3（品牌色叠加）；
Special pattern3 (brand colors overlay).



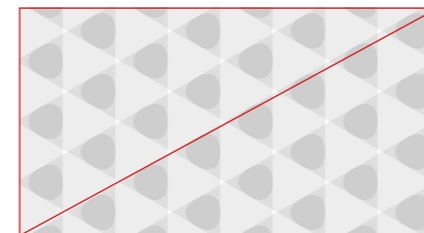
不要使用任何款标志进行组合；
Don't use logo to be pattern element.



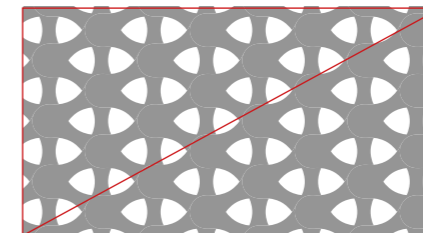
不要随意组合；
Don't combine irregular.



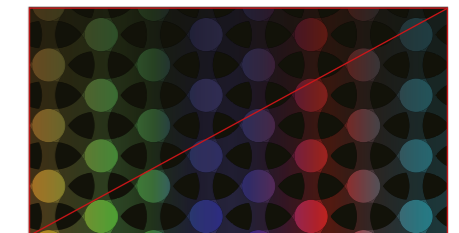
不要复杂图案颜色；
Don't make complicated color.



不要使用别的图形进行组合；
Don't use other shape to be pattern.



不要无透明度组合；
Don't untransparent combination.



不要使用品牌色以外的颜色。
Don't use other colors over brand color.

6.00

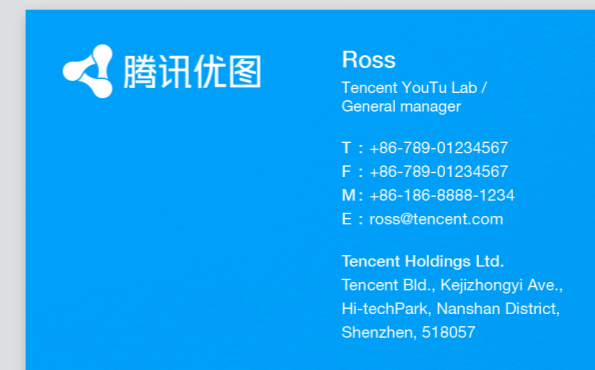
—

品牌应用系统

Applications

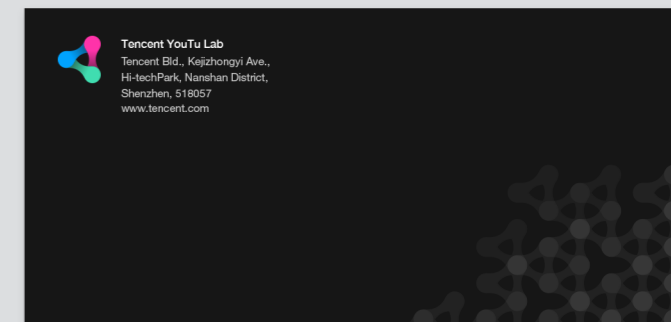
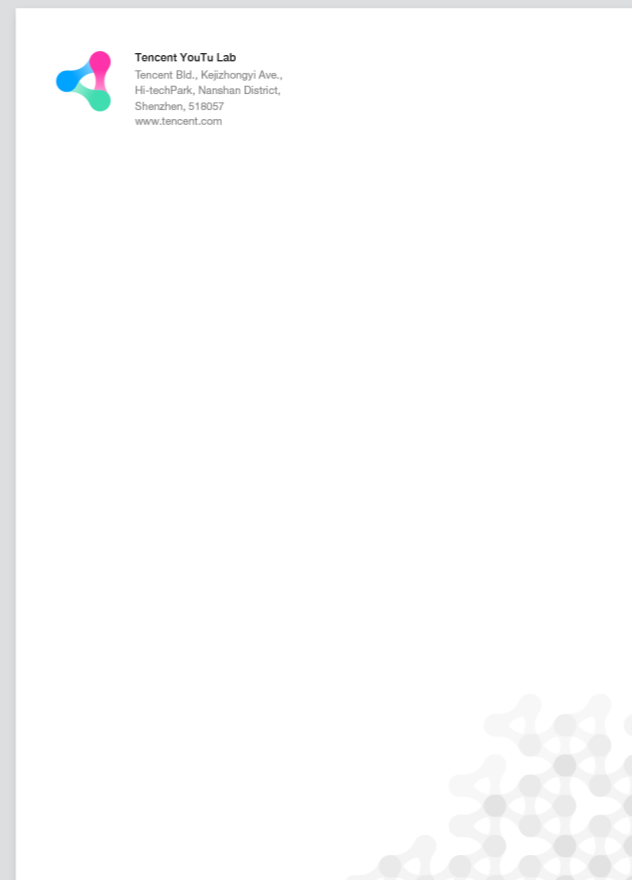
以统一的方式使用腾讯优图品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯优图将以最正确的品牌基调为用户传达正确的品牌信息。对于客户而言，名片是代表腾讯优图品牌的重要的应用媒介。在印刷材料中，腾讯优图品牌标志须清晰可见，从而清晰呈现出品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, YouTu Lab 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 YouTu Lab 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 YouTu Lab.



以统一的方式使用腾讯优图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，腾讯优图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, YouTu Lab 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 YouTu Lab.



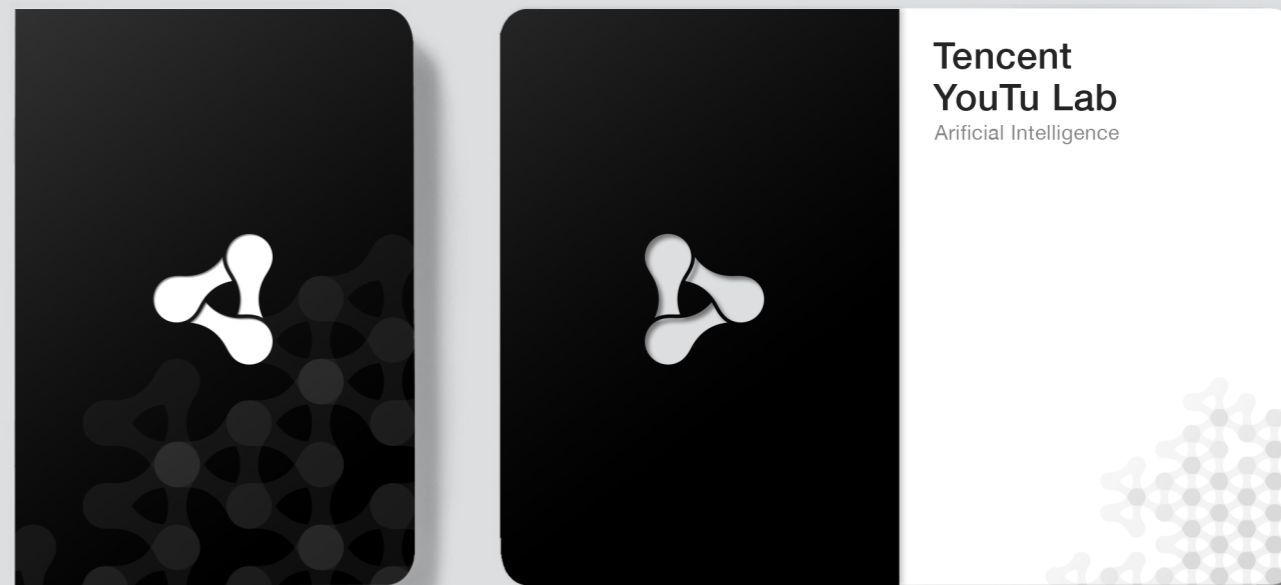
以统一的方式使用腾讯优图品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯优图将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌产品中，腾讯优图品牌标志可通过工艺印压至各种材料，如纸张、皮革、不锈钢等。

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



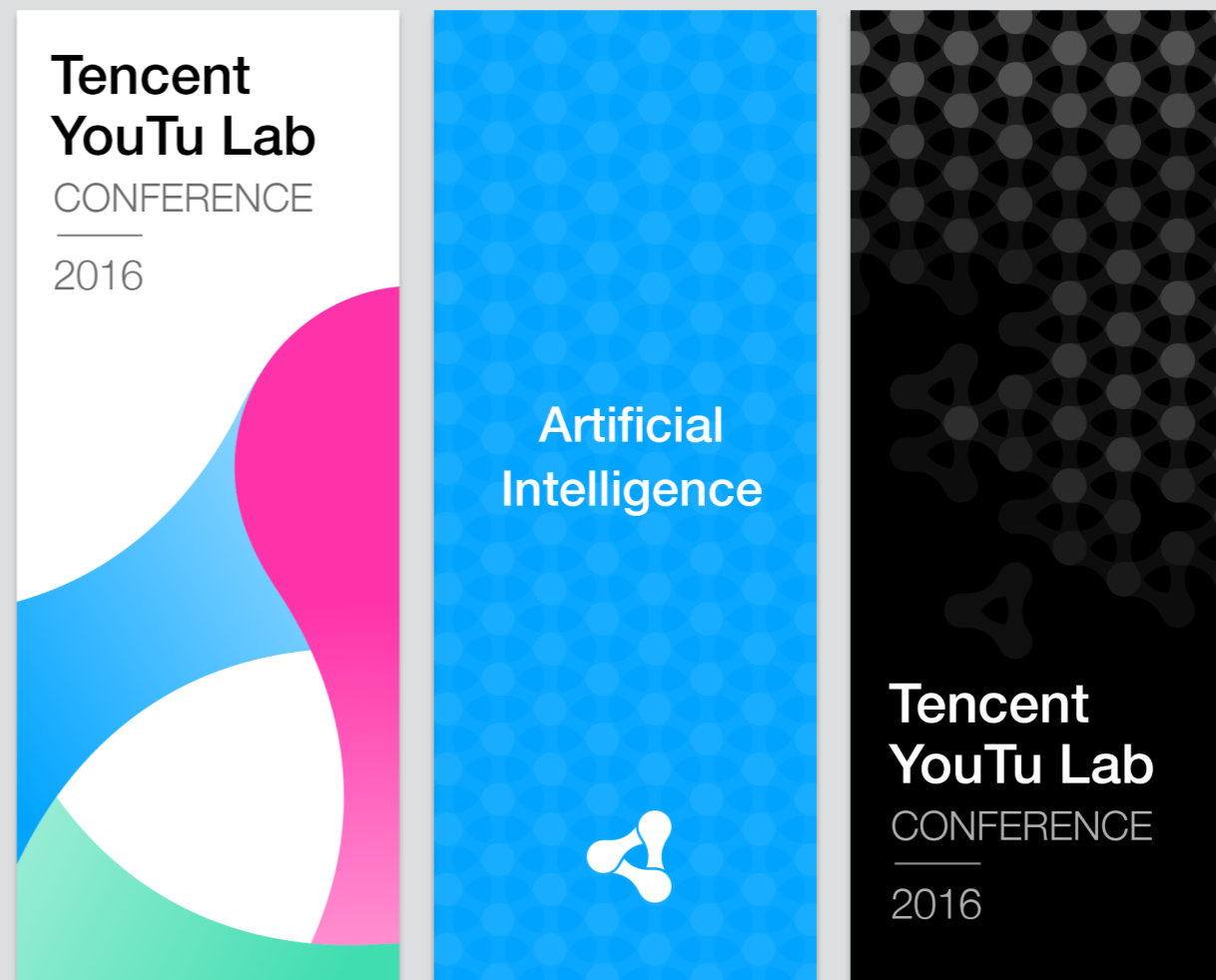
以统一的方式使用腾讯优图品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯优图将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，正确使用标准的辅助图案能够很好地传达正确的腾讯优图品牌形象。

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



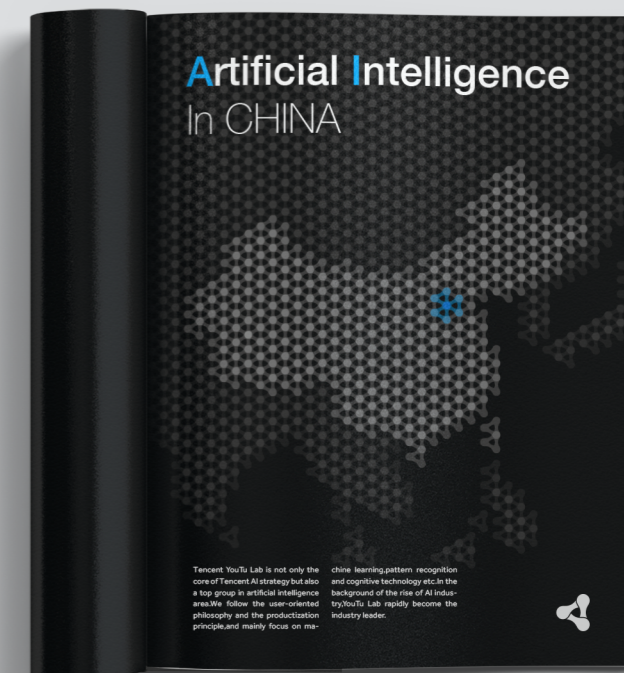
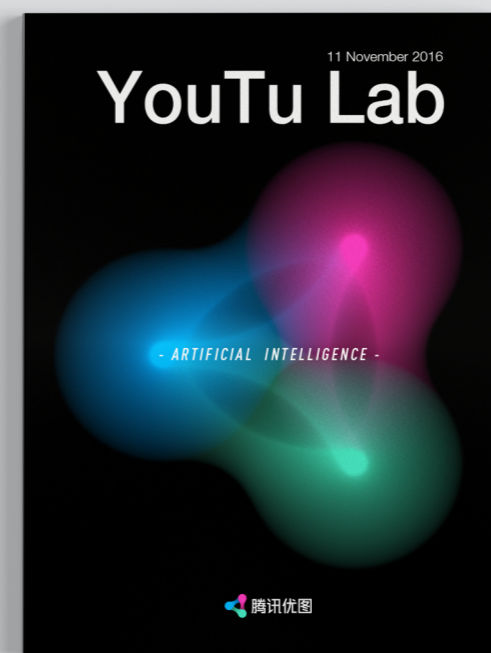
以统一的方式使用腾讯优图品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯优图将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，正确使用标准的辅助图案能够很好地传达正确的腾讯优图品牌形象。

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



以统一的方式使用腾讯优图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，腾讯优图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，正确使用标准的辅助图案能够很好地传达正确的腾讯优图品牌形象。

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



以统一的方式使用腾讯优图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，腾讯优图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，正确使用标准的辅助图案能够很好地传达正确的腾讯优图品牌形象。

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



以统一的方式使用腾讯优图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，腾讯优图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，正确使用标准的辅助图案能够很好地传达正确的腾讯优图品牌形象。

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



以统一的方式使用腾讯优图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，腾讯优图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，正确使用标准的辅助图案能够很好地传达正确的腾讯优图品牌形象。

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



应用程序图标 / 启动闪屏

App Icon / Splash

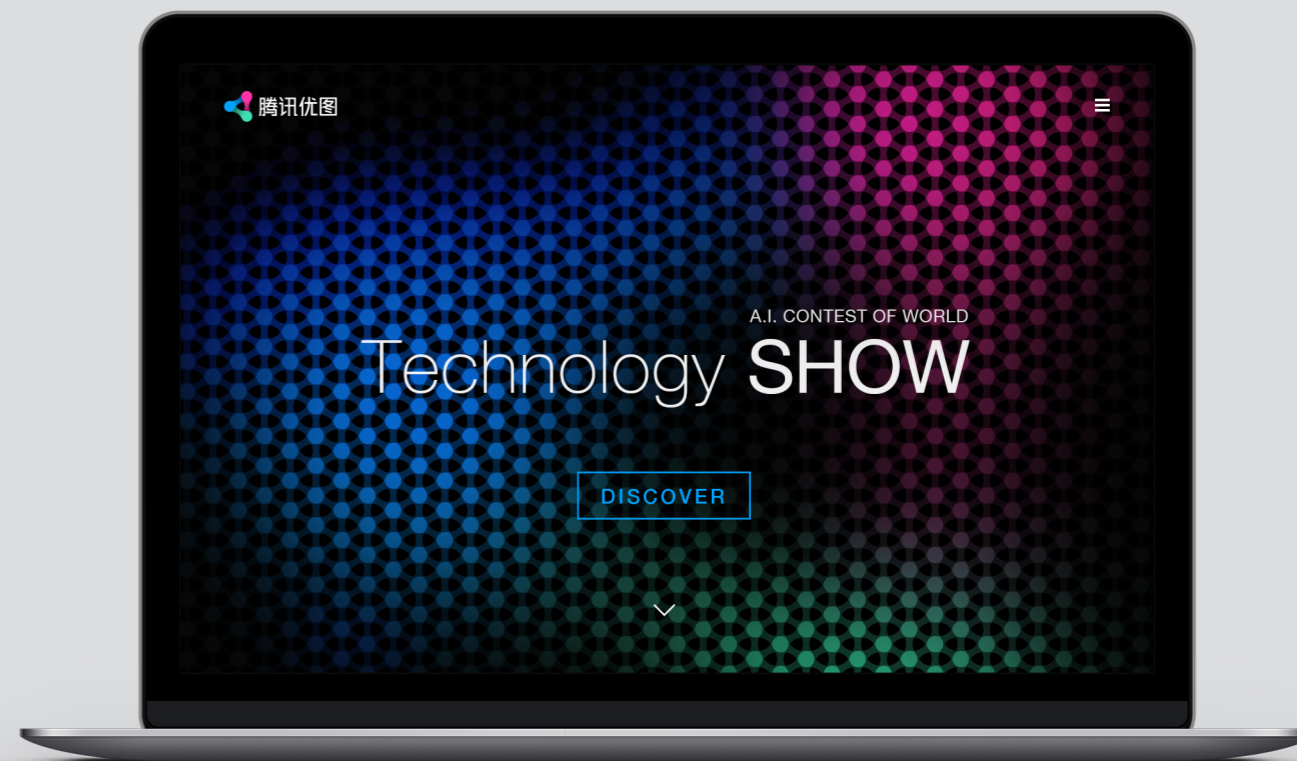
以统一的方式使用腾讯优图品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯优图将以最正确的品牌基调为用户传达正确的品牌信息。腾讯优图品牌标志可用于手机App图标或启动闪屏。运用标志时请注意设备特性来设定标志显示的尺寸，以确保标志的可读性。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, YouTu Lab brand will have the right tone to support the right message for the audience. YouTu Lab 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优图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，腾讯优图将以最正确的品牌基调为用户传达正确的品牌信息。腾讯优图标准辅助图案可用于官网&屏保。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, YouTu Lab brand will have the right tone to support the right message for the audience. YouTu Lab basic pattern can be applied to website or screen saver. Make sure the logo looks optimized and realized in the best condition according to the device.



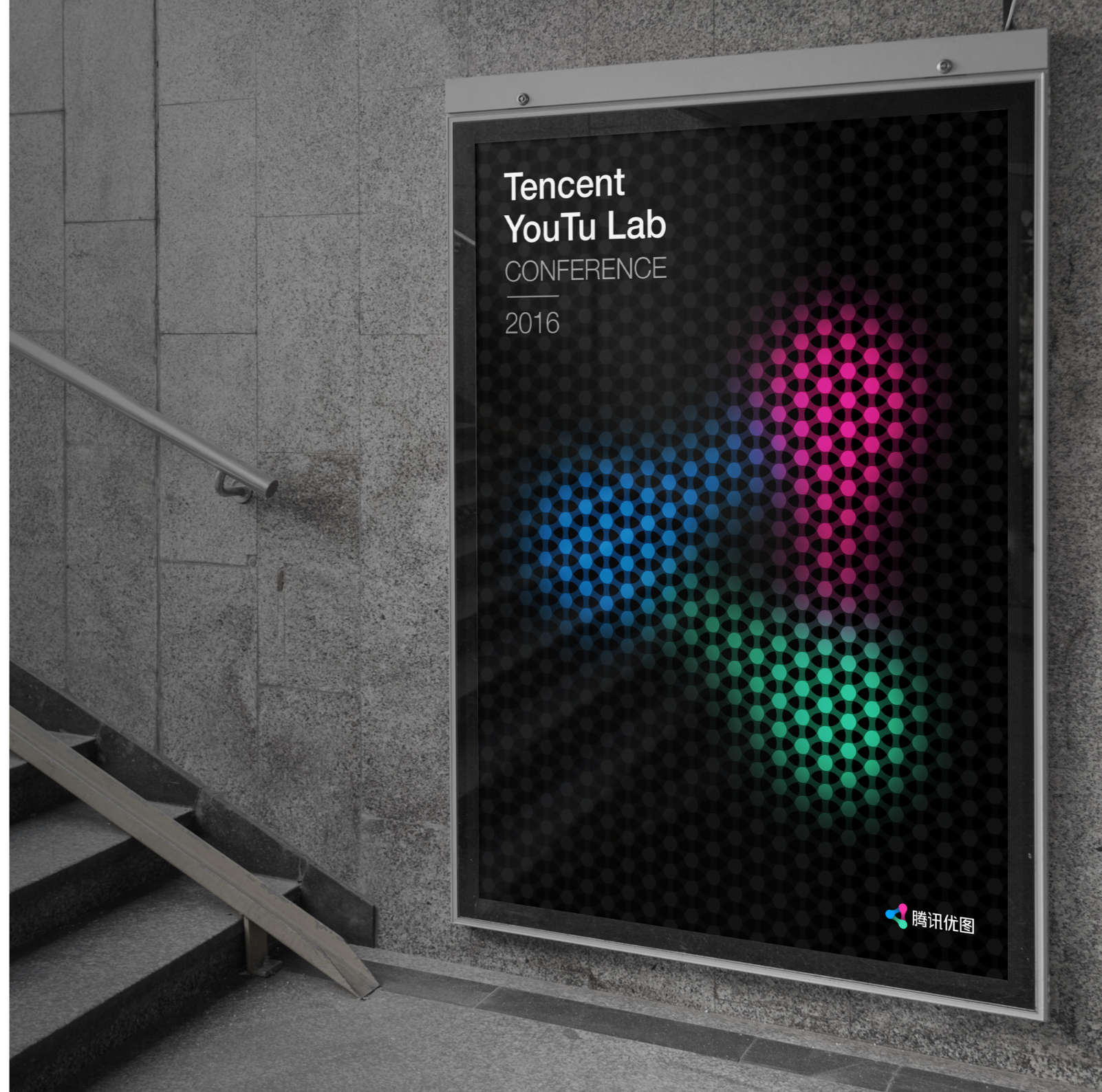
以统一的方式使用腾讯优图品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，腾讯优图将以最正确的品牌基调为用户传达正确的品牌信息。平铺的品牌标准图案可适用于大型广告牌以传达品牌形象。最终输出的广告图像应当由ISUX品牌设计中心进行审核。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, YouTu Lab brand will have the right tone to support the right message for the audience. YouTu Lab basic pattern can be applied in a big scale for the billboard to represent the image of YouTu Lab. Output image should be audited by ISUX/Brand Center if the case is not included in the guidelines.



以统一的方式使用腾讯优图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，腾讯优图将以最正确的品牌基调为用户传达正确的品牌信息。平铺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, YouTu Lab brand will have the right tone to support the right message for the audience. YouTu Lab basic pattern can be applied in a big scale for the billboard to represent the image of YouTu Lab. Output image should be audited by ISUX/Brand Center if the case is not included in the guidelines.



联系方式

Contact

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ISUX | Brand Center

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Nanshan District, Shenzhen City, Guangdong Province

电话 / Tel : +86 755 86013388

传真 / Fax : +86 755 86013399

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