

QQ 品牌书

QQ Brand Book

---

Created by  
ISUX Brand Center

---

2015. 09

# 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QQ”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 QQ'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.

# 目录

## Contents

<b>1.00 品牌</b> Brand	1.01 品牌概述 Brand Overview	10 - 11
<b>2.00 标志</b> Logo	2.01 标志元素 Logo Elements	14 - 15
	2.02 标准标志 Basic Logo	16 - 17
	2.03 竖版标志 Vertical Logo	18 - 19
	2.04 图形标志 symbol	20 - 21
	2.05 不可侵犯区域 Clear Space	22 - 23
	2.06 最小尺寸 Minimum Size	24 - 25
	2.07 标志位置 Logo Placement	26 - 27
	2.08 使用与限制 Restrictions	28 - 29
	2.09 品牌形象规范 Image Specification	30 - 31
<b>3.00 品牌色</b> Color	3.01 标志标准色 Logo Color	34 - 35
	3.02 品牌标准色 Brand Color	36 - 37
	3.03 标志色比例 Logo Color Proportion	38 - 39
	3.04 品牌色比例 Brand Color Proportion	40 - 41
	3.05 背景色使用限制 Background Restrictions	42 - 43
<b>4.00 品牌专用字体</b> Typography	4.01 中文 Chinese	46 - 47
	4.02 英文1 English1	48 - 49
	4.03 英文2 English2	50 - 51

<b>5.00 版本名称</b> Versions Naming	5.01 版本名称元素 Version Name Elements	54 - 55
	5.02 不可侵犯区域 Clear Space	56 - 57
	5.03 版本名称命名规范 Versions Naming Specication	58 - 59
	5.04 版本名称命名规范(英文) Versions Naming Specication (English)	60 - 61
<b>6.00 子品牌</b> Sub-brands	6.01 子品牌标志元素 Sub-brand Logo Elements	64 - 65
	6.02 子品牌标准标志 Sub-brand Basic logo	66 - 67
	6.03 不可侵犯区域 Clear Space	68 - 69
	6.04 使用与限制 Restrictions	70 - 71
	6.05 子品牌展示(部分) Sub-Brands (Parts)	72 - 73
<b>7.00 品牌应用系统</b> Applications	7.01 应用程序图标/启动闪屏 App Icon / Splash	76 - 77
	7.02 名片 Namecard	78 - 79
	7.03 办公应用 Stationery	80 - 81
	7.04 徽章 Badge	82 - 83
	7.05 衬衫 T-shirt	84 - 85
	7.06 布袋 Bag	86 - 87
	7.07 品牌产品 Brand Products	88 - 89
<b>8.00 联系我们</b> Contact		90 - 91

1.00

—

品牌

Brand

腾讯QQ (简称“QQ”)是腾讯公司打造的一款基于Internet的领航级即时通信 (IM) 软件, 目前QQ已经覆盖Microsoft Windows、OS X、Android、iOS、Windows Phone等多种主流平台, 服务超过8亿的月活跃用户。

QQ服务超过90%的中国互联网用户;

多人视频、文件多端互传, 不断创新满足沟通所需;

QQ致力于打造欢乐无限的沟通、娱乐与生活体验;

乐在沟通16年, 聊天欢乐8亿人!

Tencent QQ (QQ for short) is a leading IM software created by Tencent corporation. QQ has covered multiple mainstream platform, such as Microsoft Windows, OS X, Android, iOS, Windows Phone, serving more than 8 hundred million monthly active users.

QQ serves more than 90% Chinese internet users;

Multi-user video and multi-terminal file transfer. Continuous innovation satisfies what communication needs.

QQ concentrates on creating joyful communication, entertainment and life experience.

Entertaining communication for 16 years, bringing joy to 8 hundred million people!

2.00

—

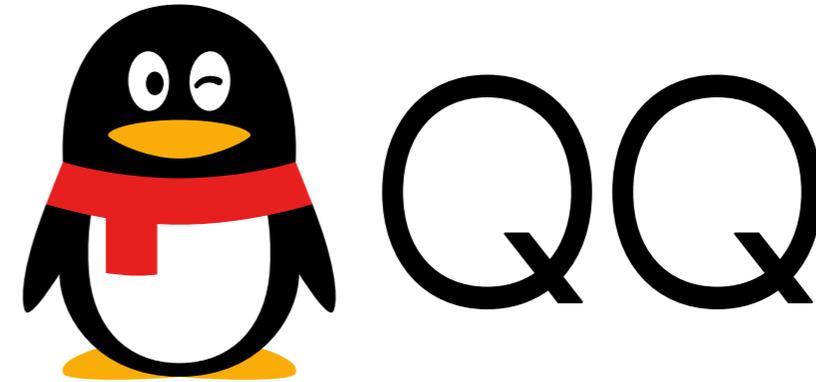
标志  
Logo

QQ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 logo is made up of two elements: 1. Symbol and 2. Logotype. The relative sizes and positions of these elements are fixed. QQ 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

## 标准标志

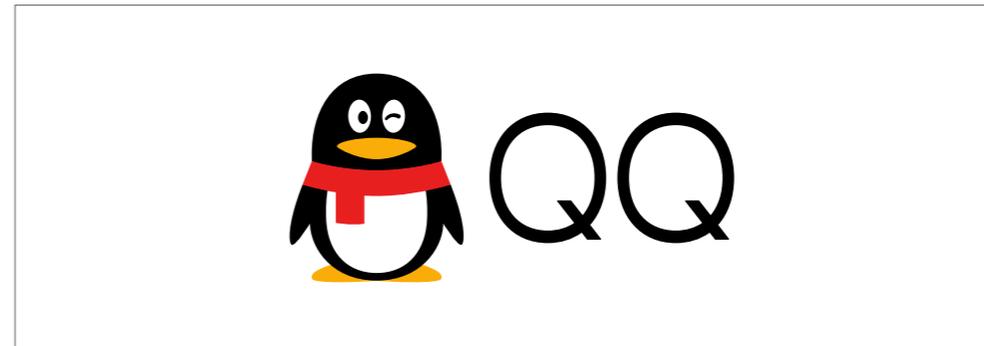
### Basic Logo

标准标志是QQ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。

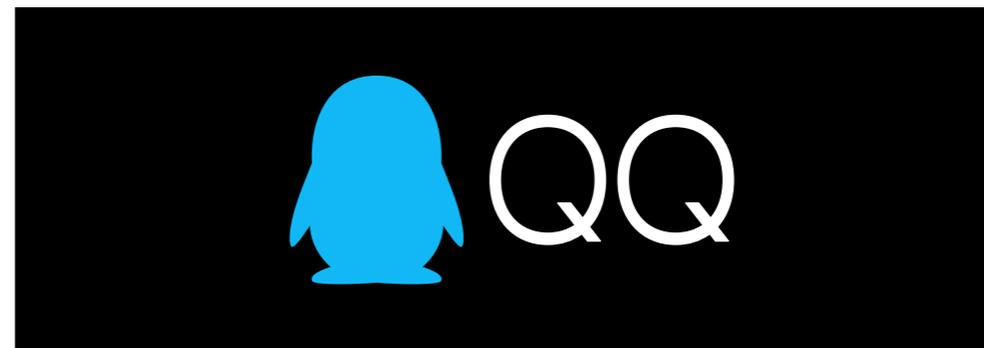
QQ标准标志的使用场景分为：在白色/浅色背景上使用全彩标志或剪影标志；在品牌蓝色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，例如单色表格，布艺刺绣，丝网印刷，传真纸和备忘录，可使用单色黑或单色灰标志。

The basic logo is the main signature of the brand. It helps to build recognition of the brand, as well as convey QQ's confidence and stability. It beautifully combines form and function to represent the unique features of this development.

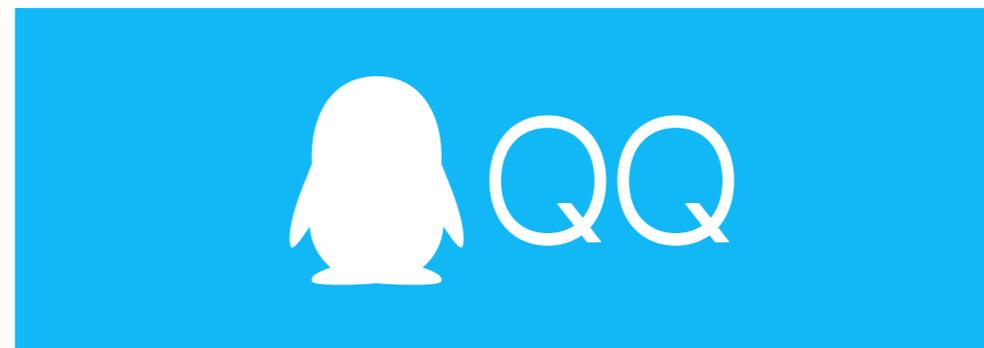
The basic logo of QQ is recommended to be used in full color version in white/ light background. When used in white version, the background color should be the main blue color of QQ. 1 degree version in grayscale can be available in single color applications like forms or in any embroidery and silkscreen,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



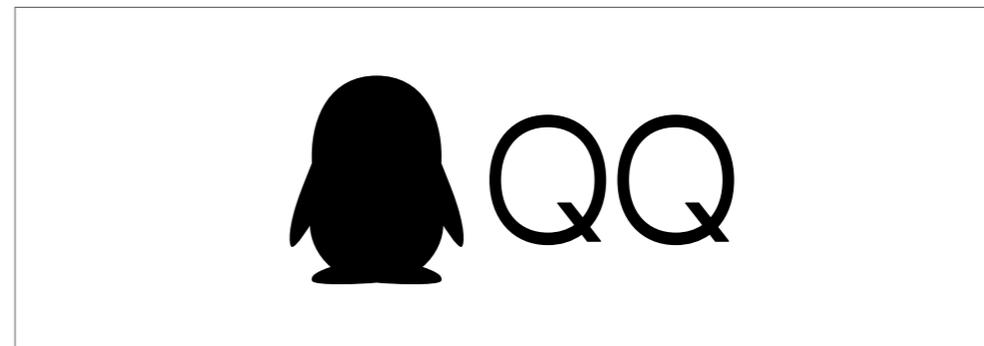
01.  
标志: 全彩  
背景: 白  
Logo: Full Color  
BG: White



02.  
标志: QQ蓝 + 白  
背景: 黑  
Logo: QQ Blue+White  
BG: Black



03.  
标志: 白  
背景: QQ蓝  
Logo: White  
BG: QQ Blue



04.  
标志: 黑  
背景: 白  
Logo: Black  
BG: White

## 竖版标志

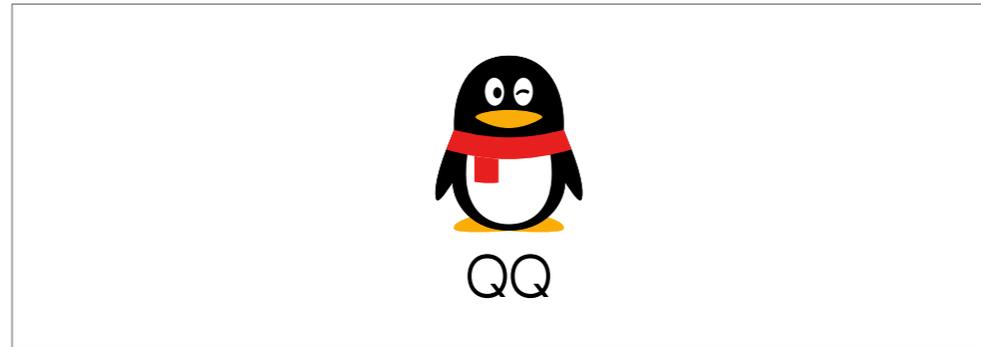
### Vertical Logo

QQ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。

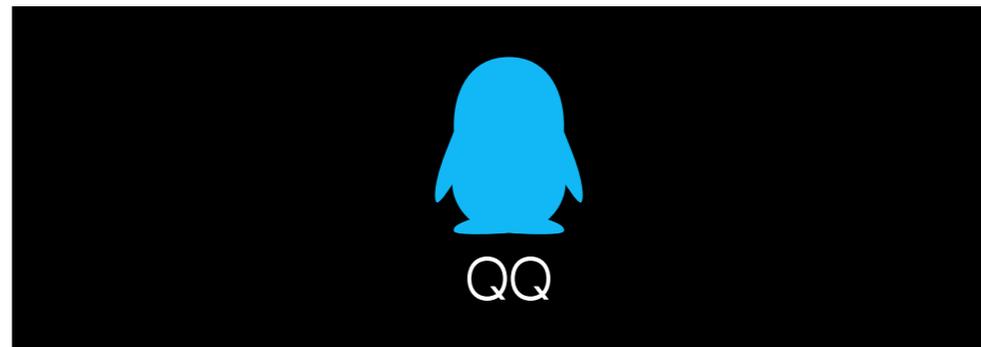
QQ垂直标志的使用场景分为:在白色/浅色背景上使用全彩标志或剪影标志;在品牌蓝色背景上使用白色标志;当标准标志不能以舒适的方式使用在单色应用场景时,例如单色表格,布艺刺绣,丝网印刷,传真纸和备忘录,可使用单色黑或单色灰标志。

The preferred brand identity for QQ 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.

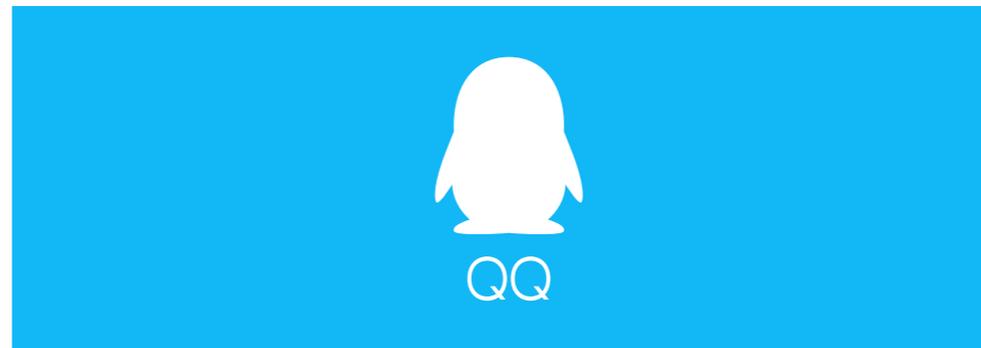
The vertical logo of QQ is recommended to be used in full color version in white/light background. When used in white version, the background color should be the main blue color of QQ. 1 degree version in grayscale can be available in single color applications like forms or in any embroidery and silkscreen,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



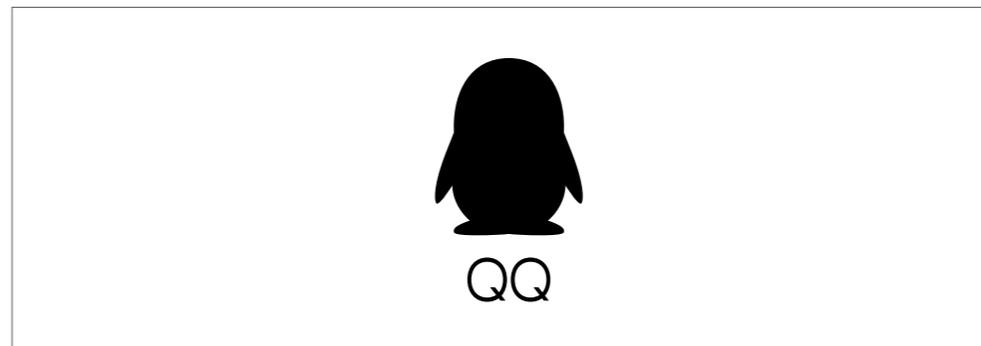
01.  
标志: 全彩  
背景: 白  
Logo: Full Color  
BG: White



02.  
标志: QQ蓝+白  
背景: 黑  
Logo: QQ Blue+White  
BG: Black



03.  
标志: 白  
背景: QQ蓝  
Logo: White  
BG: QQ Blue



04.  
标志: 黑  
背景: 白  
Logo: Black  
BG: White

## 图形标志

Symbol

QQ的企鹅标志,是从腾讯创立之初一直沿用至今,希望给人以亲切,可爱,温暖的品牌形象。戴着红色围巾的企鹅已经成为了QQ标志性的品牌符号,是品牌表达的关键元件,并且不应被重画或以任何方式改变。

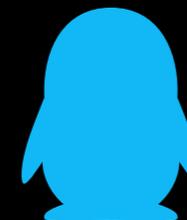
腾讯企点图形标志的使用场景分为:在白色/浅色背景上使用全彩标志或蓝色剪影标志;在品牌蓝色背景上使用白色标志;当标准标志不能以舒适的方式使用在单色应用场景时,例如单色表格,布艺刺绣,丝网印刷,传真纸和备忘录,可使用单色黑或单色灰标志。

QQ penguin shape has been used as the symbol of QQ since Tencent company established. The cute penguin express intimate, lovely, warm brand. The penguin with a red scarf has been an important symbol of the brand. This symbol is the key element in the brand expression and should not be redrawn or altered in any way.

The symbol of QQ is recommended to be used in full color version or blue reversed version in white/light background. When used in white version, the background color should be the main blue color of Guang Dian Tong. 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.



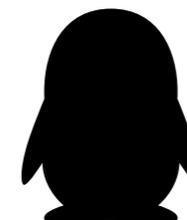
01.  
标志: 全彩  
背景: 白  
Logo: Full Color  
BG: White



02.  
标志: QQ蓝 + 白  
背景: 黑  
Logo: QQ Blue+White  
BG: Black



03.  
标志: 白  
背景: QQ蓝  
Logo: White  
BG: QQ Blue



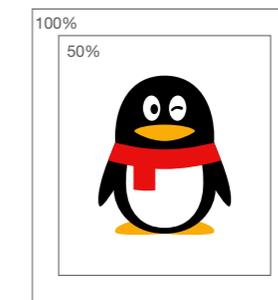
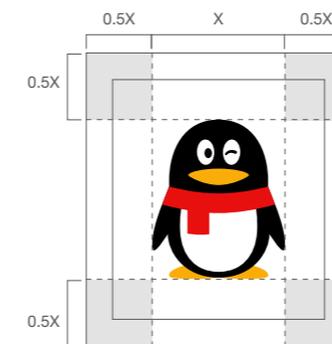
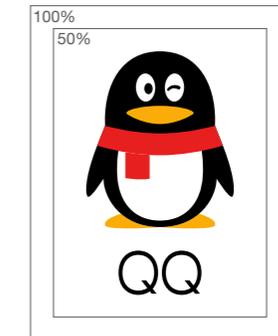
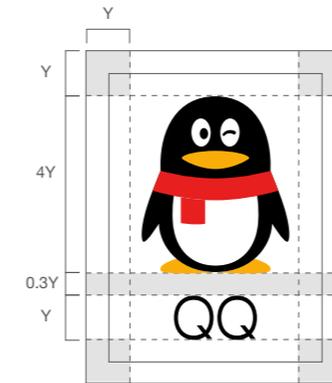
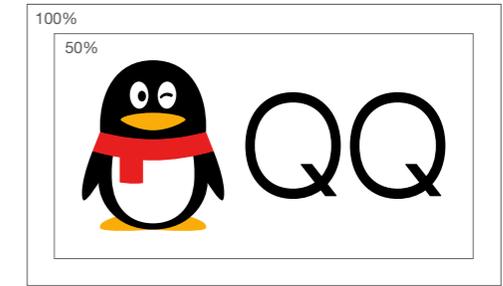
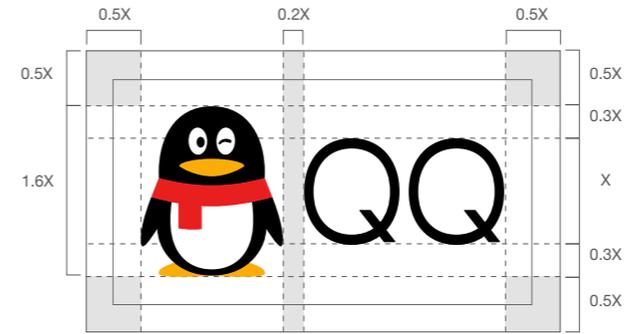
04.  
标志: 黑  
背景: 白  
Logo: Black  
BG: White

## 不可侵犯区域

### Clear Space

为确保QQ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 QQ 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

QQ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5.5mm, 最小显示器尺寸为16px。

There are no predetermined sizes for the QQ 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 5.5mm in print, 16px for screen use.



印刷 / Print: 16mm  
显示器 / Screen: 44px



印刷 / Print: 7mm  
显示器 / Screen: 20px



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

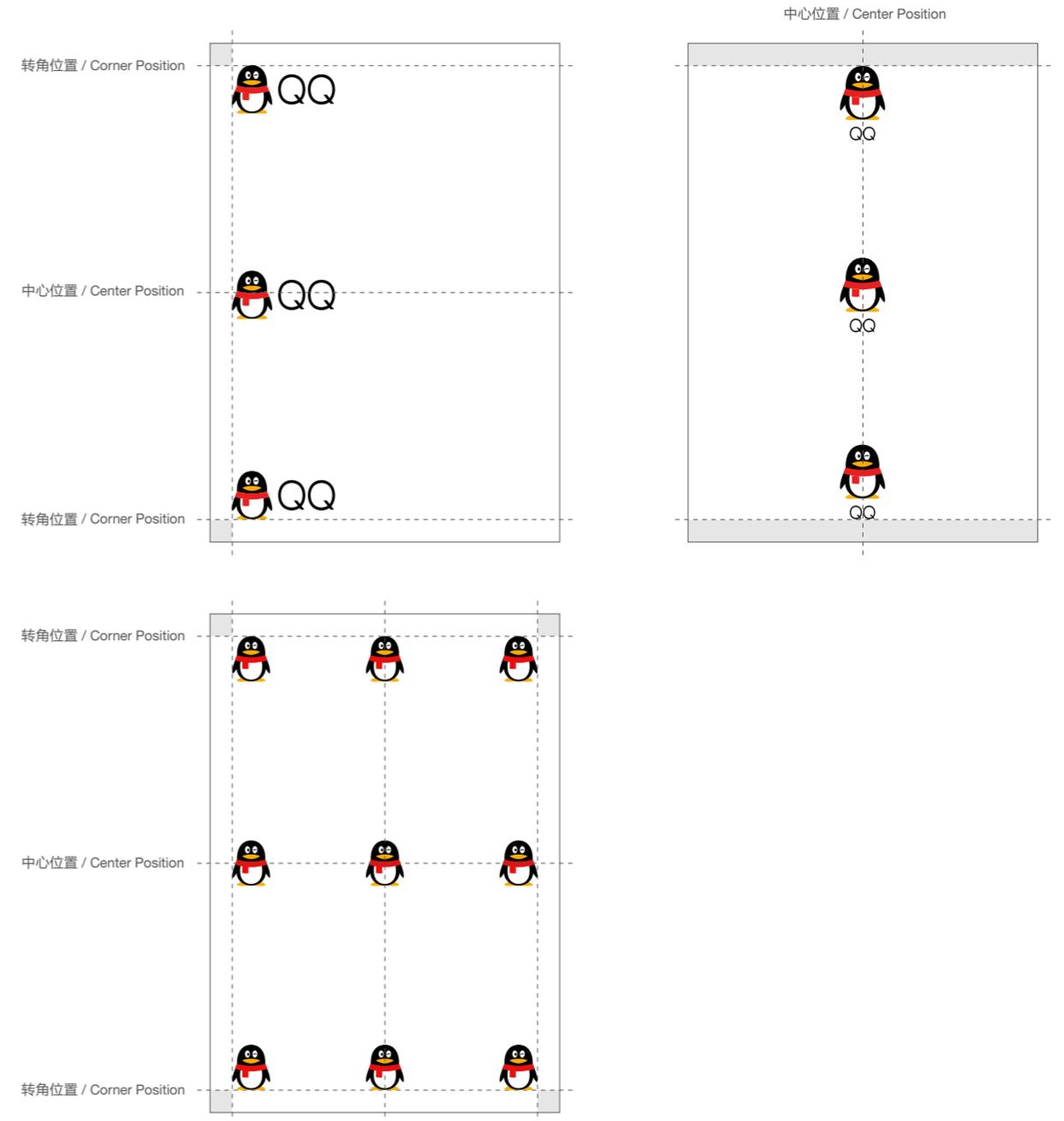
## 标志位置

### 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 QQ 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 QQ logo is positioned center aligned at the top middle or bottom of the page. QQ symbol positioning left aligned, center aligned or right aligned at the top, middle or bottom of the page.

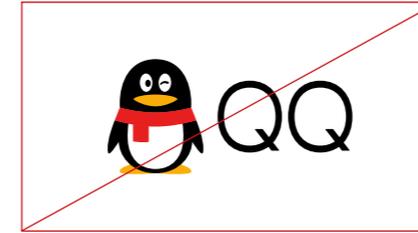


## 使用与限制

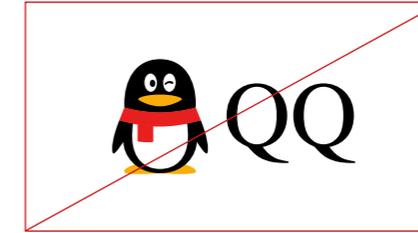
## Restrictions

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。

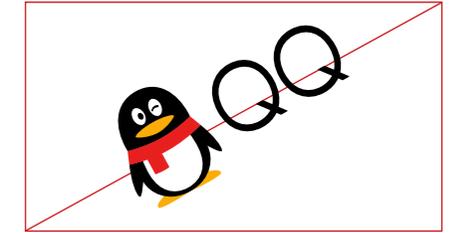
To maintain the integrity of the logo and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuse of the logo that should be avoided.



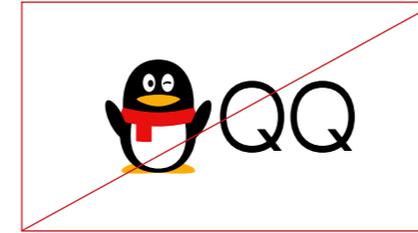
不要改变标志元素的比例关系；  
Don't change proportions.



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



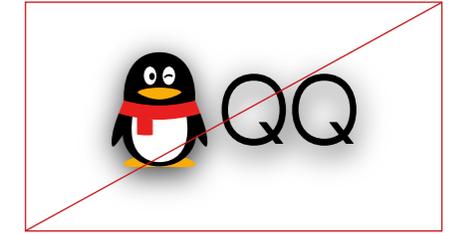
不要倾斜或旋转标志；  
Don't rotate the logo.



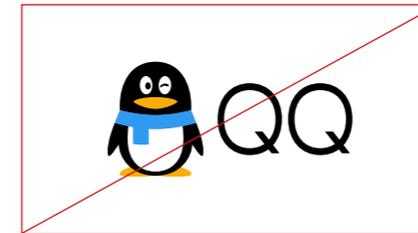
不要改变原有标志外观；  
Don't change the logo's details.



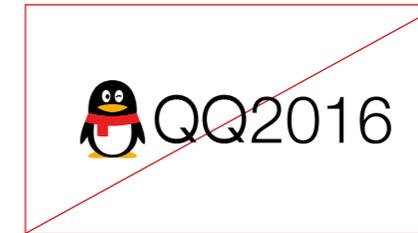
不要在标志周围添加任意文本；  
Don't create a logo lockup with text.



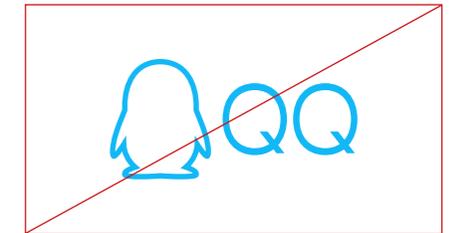
不要在标志底添加投影；  
Don't add a drop shadow to the logo.



不要擅自改变标志颜色；  
Don't alter the color.



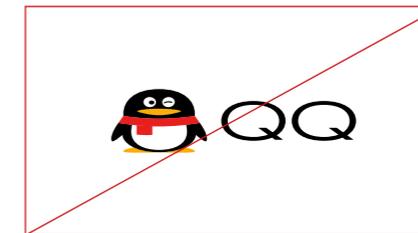
不要在标志上添加年份/版本号；  
Don't add the the year or the version number.



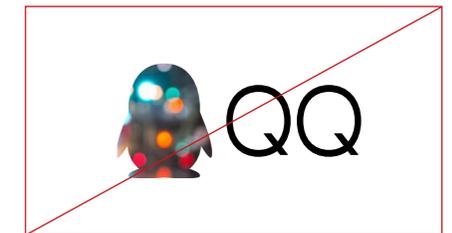
不要轮廓化标志或添加描边；  
Don't outline the logo.



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



不要单向拉伸标志；  
Don't compress the logo.



不要在标志内填充图像。  
Don't make image into the symbol logo.

三维视角下,品牌形象有多视图展现。品牌形象的立体曲面细节有相应规范,应用时必须深思熟虑,谨慎和适当使用,不得擅自改动任意单个元素的颜色。

3D可旋转模型请参考<http://isux.oa.com/guide/qqfamily/vd#1546>

QQ has three-dimensional perspective view image.The three-dimensional brand image has its own specification,and he detail of the solid curve surface has standard.It should not be redrawn or altered in any way.

The detail of rotatable model please refer to: <http://isux.oa.com/guide/qqfamily/vd#1546>



3.00

—

品牌色

Color

## 标志标准色

Logo Color

标志标准色由4种色彩构成：

1、QQ红； 2、QQ深红； 3、QQ橙； 4、Black。

右图所示为QQ标志规范颜色色板示意,这些颜色可以运用在任何有QQ标志的相关衍生物料中。

QQ的每一个品牌色都有着精准匹配合适的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QQ品牌色的最终参考对象。

\* Pantone 属Pantone公司所有。

QQ logo represented by four colors:1. QQ Red; 2.QQ Dark Red; 3. QQ Orange; 4.Black; Color plays a central role in communicating QQ logo. Always use the color palette represented and apply them to any communication materials.

QQ colors should always match an appropriate Pantone color. Whenever possible reproduce QQ 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.

QQ黑  
QQ Black

R: 0 / G: 0 / B: 0  
C: 0 / M: 0 / Y: 0 / K: 100  
PANTONE BLACK C  
# 000000

标志色 1  
Logo Color 1

QQ红  
QQ Red

R: 232 / G: 28 / B: 39  
C: 8 / M: 100 / Y: 50 / K: 0  
PANTONE 199 C  
# E81F1F

标志色 2  
Logo Color 2

QQ橙  
QQ Orange

R: 249 / G: 174 / B: 8  
C: 0 / M: 31 / Y: 100 / K: 0  
PANTONE 1235 C  
# F9AE08

标志色 3  
Logo Color 3

QQ白  
QQ White

R: 183 / G: 32 / B: 37  
C: 8 / M: 100 / Y: 70 / K: 33  
PANTONE 7427 C  
# B72025

标志色 4  
Logo Color 4

## 3.02

## 品牌标准色

### Brand Color

品牌色在QQ品牌视觉传达中起到了核心作用。右图所示为QQ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的每一个品牌色都有着精准匹配合适的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QQ品牌色的最终参考对象。

\* Pantone 属Pantone公司所有。

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

QQ colors should always match an appropriate Pantone color. Whenever possible reproduce QQ 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.

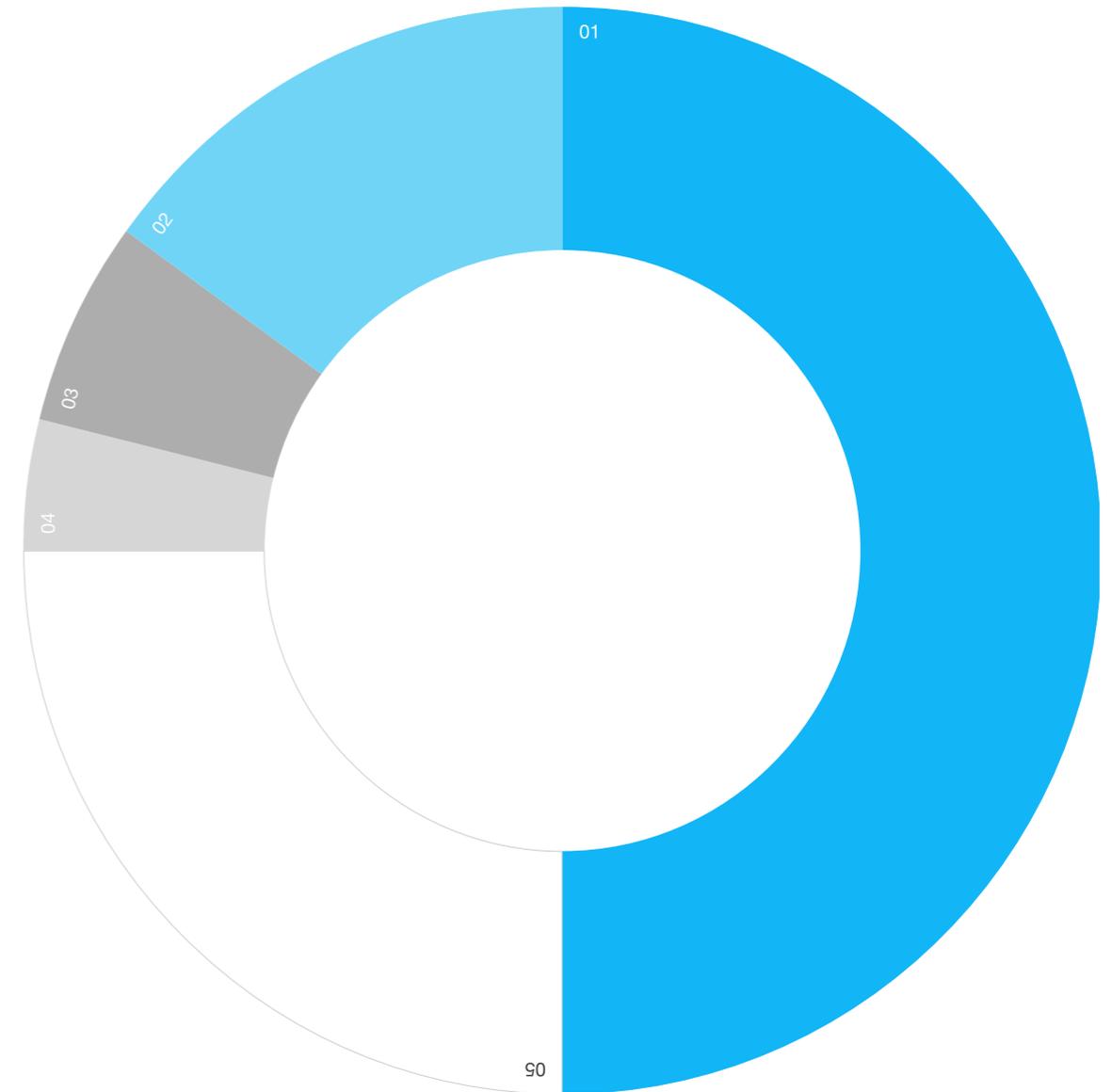
QQ 蓝 1 QQ Blue 1	R: 18 / G: 183 / B: 245 C: 83 / M: 1 / Y: 1 / K: 0 PANTONE 2995 C # 12B7F5	主色 Main Color
QQ 灰 1 QQ Grey 1	R: 173 / G: 173 / B: 173 C: 13 / M: 9 / Y: 10 / K: 27 PANTONE Cool Gray 5C # ADADAD	辅色 1 Sub Color 1
QQ 灰 2 QQ Grey 2	R: 214 / G: 214 / B: 214 C: 5 / M: 3 / Y: 5 / K: 11 PANTONE Cool Gray 2C # D6D6D6	辅色 2 Sub Color 2
QQ 白 QQ White	R: 255 / G: 255 / B: 255 C: 0 / M: 0 / Y: 0 / K: 0 PANTONE C # FFFFFFFF	辅色 3 Sub Color3

## 标志色比例

Logo Color Proportion

恰当的颜色比例使用可确保所有用户正确认知QQ品牌。QQ蓝1(1)应作为品牌主色;QQ蓝2(2)也可作为主要的颜色,但腾讯企点蓝(1)应在腾讯企点品牌颜色中占最大比例;其他辅色(3-5)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. QQ blue1(1) should be used as main color for the brand. QQ blue2(2) also can be used as main colors but QQ blue1(1) should comprise the most proportion of brand color of QQ. All the sub colors(3-5) should be used as a supportive color for the applications.



## 品牌色比例

### Brand Color Proportion

恰当的颜色比例使用可确保所有用户正确认知QQ品牌。QQ蓝1(1)应作为品牌主色;QQ蓝2(2)也可作为主要的颜色,但腾讯企点蓝(1)应在腾讯企点品牌颜色中占最大比例;其他辅色(3-5)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. QQ blue1(1) should be used as main color for the brand. QQ blue2(2) also can be used as main colors but QQ blue1(1) should comprise the most proportion of brand color of QQ. All the sub colors(3-5) should be used as a supportive color for the applications.



## 背景色使用限制

## 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或剪影标志;在QQ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。

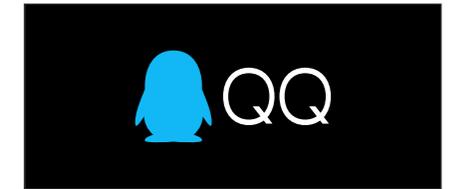
The full color logo is recommended to be used for representative use. Use the full color logo or reversed logo on light or white backgrounds. The white version logo can be used over the main blue color of QQ. White logo on black/dard background or black logo on white/light background are available for limited use.



在白色/浅色背景上使用全彩标志。  
Use the colored logo over white/ light background.



在QQ蓝色背景上使用白色标志。  
Use the white logo over QQ blue background.



在白色/明亮的彩色背景上使用黑色标志。  
Use the black logo over white/bright colored background.



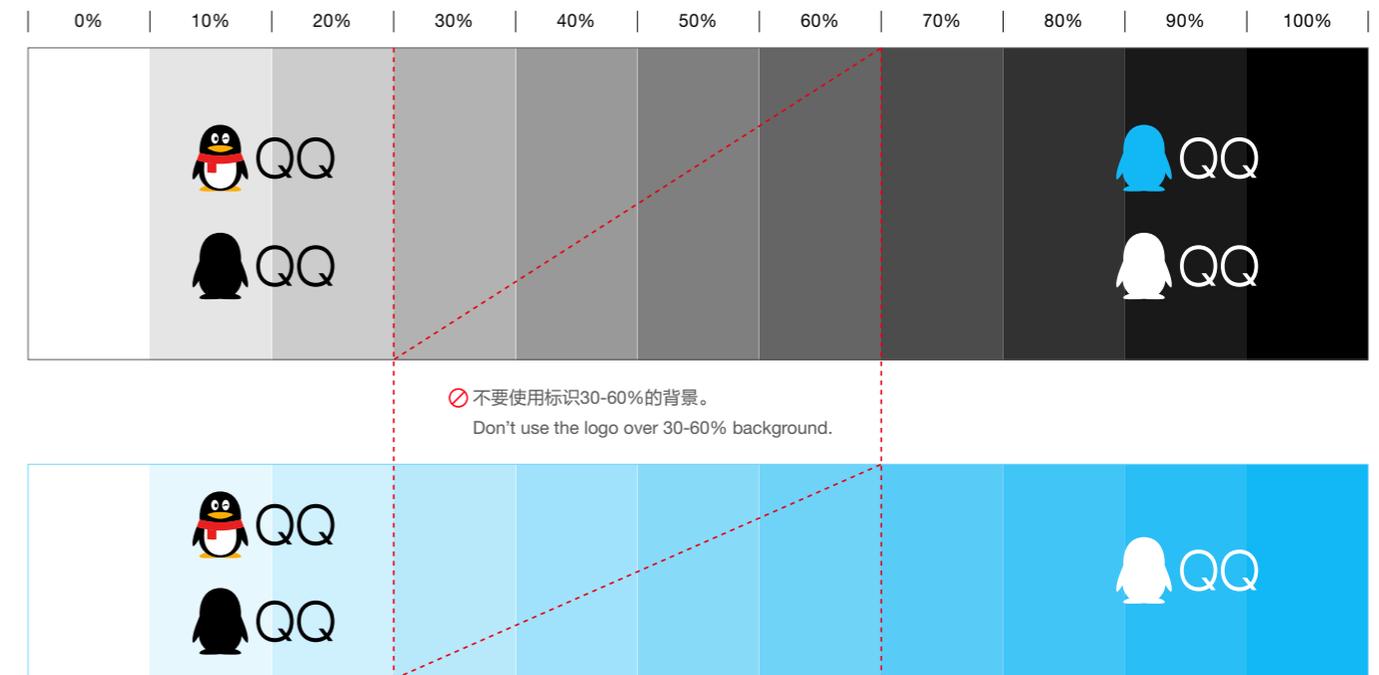
在黑色/深颜色的背景上使用白色标志。  
Use the white logo over black/dark colored background.



在明亮的图像上使用黑色标志。  
Use the black logo over bright image.



在深色的图像上使用白色标志。  
Use the white logo over blue/dark image.



4.00

—

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QQ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. FZ Lan Ting Hei is used as basic Chinese typeface for QQ 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.

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.  
方正兰亭中黑筒  
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.  
方正兰亭黑筒  
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.  
方正兰亭细黑筒  
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.  
方正兰亭刊黑筒  
FZLanTingHeiS-L

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  
。 , : ; ‘ “ ! ? + - \* / = ( ) 《 》

05.  
方正兰亭超细黑筒  
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。Helvetica Neue做为QQ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 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

# 英文2

English2

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QQ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 identity. The typographic style contributes to the distinctive aesthetic of the brand. Effra is used as secondary English typeface for QQ 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

—

版本名称

Versions Naming

## 版本名称元素

### Version Name Elements

QQ的使用平台众多,每一个平台都有一个固定的版本名,版本受众分国内与国外,所以又中文版与英文版。中文版结构为:QQ+XXX(版本名);英文为:QQ for XXX。

名字命名应用规范如下:

- 1、全部文字均使用兰亭细黑;
- 2、版本名必须与QQ图形标志组合使用;

QQ have many versions to be used on different platforms. Every version have its own Chinese and English names. Chinese name is QQ + XXX (Terminal / Platform); English name is QQ for XXX(Terminal / Platform);

Named specification:

- 1, All writings are using FZ Lan Ting Hei font;
- 2, The official version name must be combined with QQ symbol;



01.  
中文组合  
Chinese



02.  
中英文组合  
Chinese & English



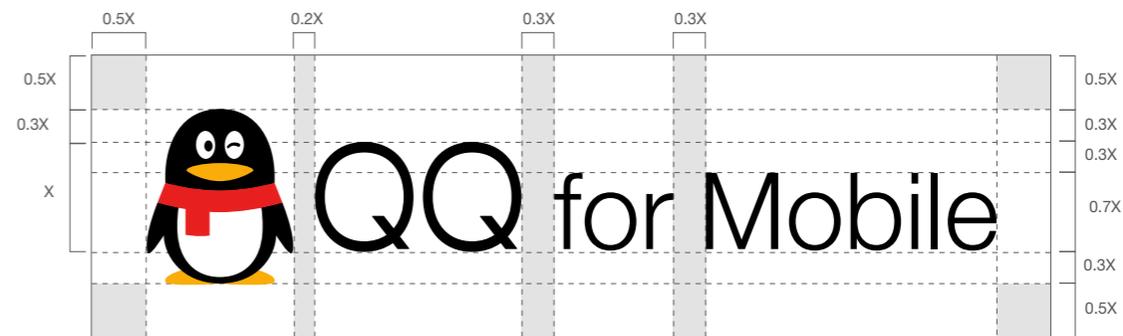
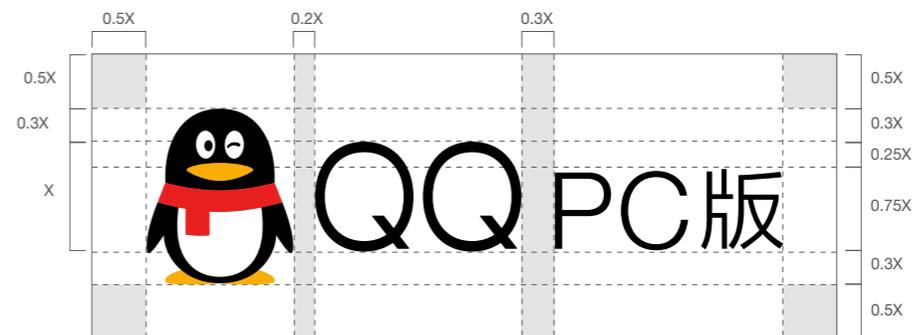
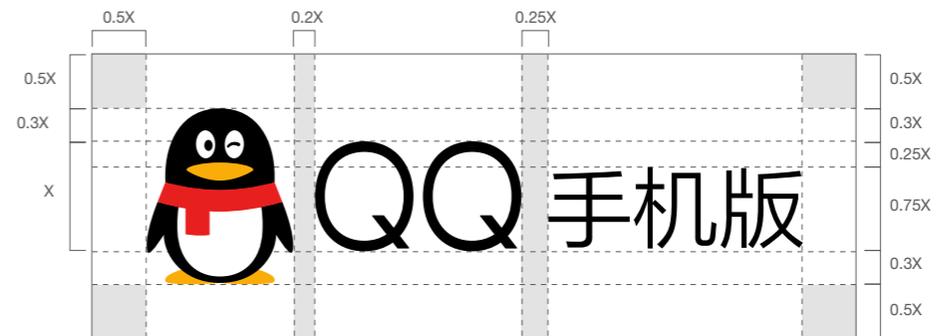
03.  
英文单词组合  
English

## 不可侵犯区域

## Clear Space

版本名称使用时与品牌标志一样,为保证其完整性,最大视觉冲击力以及更加清晰有效地传播,版本名周边必须保持一个最小尺寸的空白空间,该空间称为“不可侵犯区域(安全区域)”,该区域内不得出现任何文字、符号、线条图形或图片等其它重要信息元素。当标志尺寸改变时,不可侵犯区域大小随之等比缩放。如右图所示,每个标志所对应的“x”单位做该标志的不可侵犯区域。

When using QQ version name,there is the same rules with QQ logo.To ensure that the QQ version name 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.



QQ拥有许多使用平台与终端,其不同版本拥有不同的名称,以下是版本命名的中文规范:

1.终端名称使用方式:

QQ+终端+版

(例如:QQ手机版、QQ PC版)

2.平台名称使用方式:

QQ+平台+版

(例如:QQ iPhone版)

QQ have many versions to be used on different platforms,here are the named specification:

1. Version name on terminals:

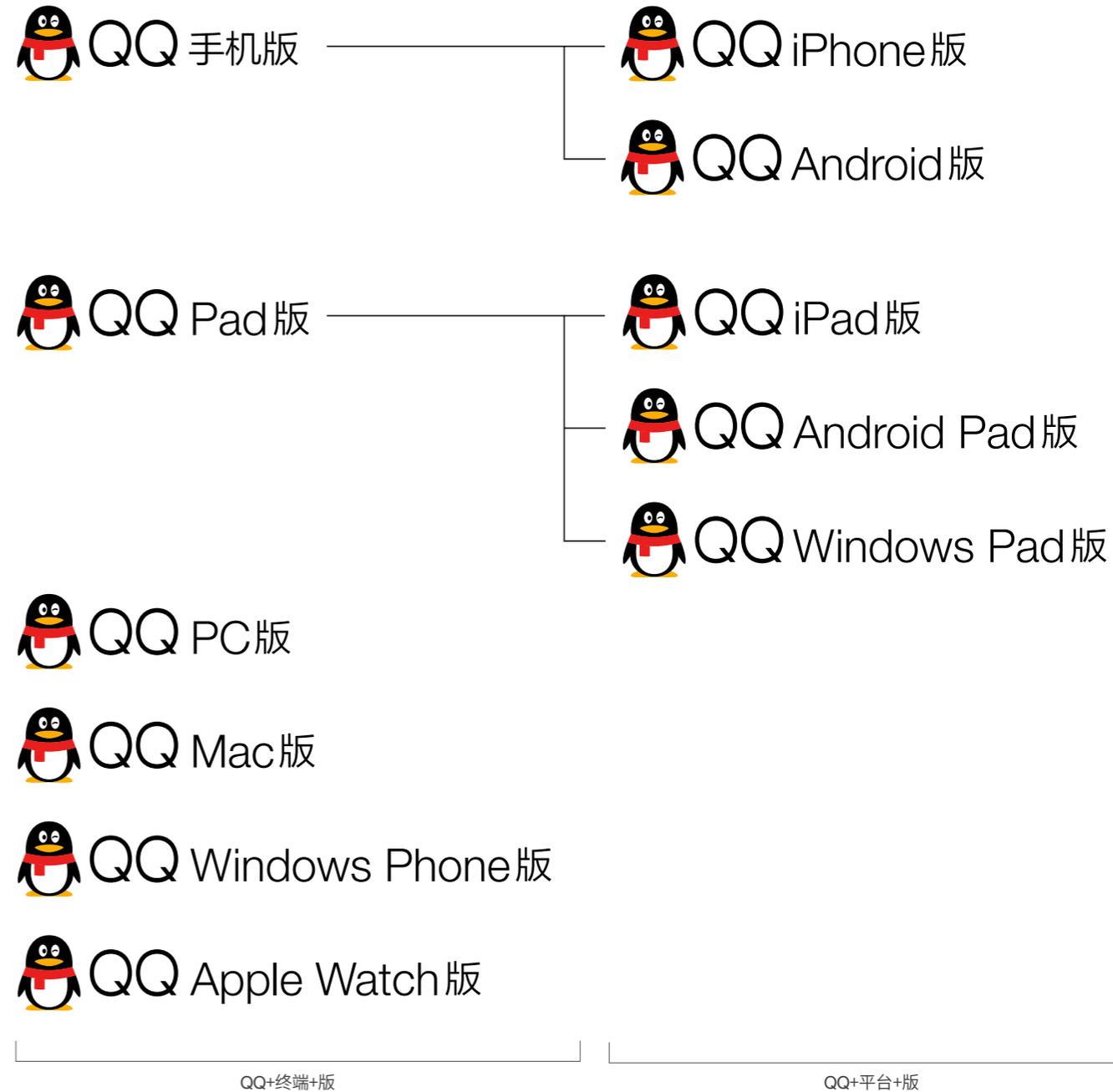
QQ + terminal name + 版,

such as: QQ手机版、QQ PC版

2. Version name on platforms:

QQ + platform name + 版

such as: QQ iPhone版



## 版本名称命名规范（英文）

Versions Naming Specification (English)

QQ拥有许多使用平台与终端,其不同版本拥有不同的名称,以下是版本命名的英文规范:

1.终端名称使用方式:

QQ + for + 终端

(例如:QQ for Mobile、QQ for PC)

2.平台名称使用方式:

QQ + for + 平台

(例如:QQ for iPhone)

QQ have many versions to be used on different platforms,here are the named specification:

1. Version name on terminals:

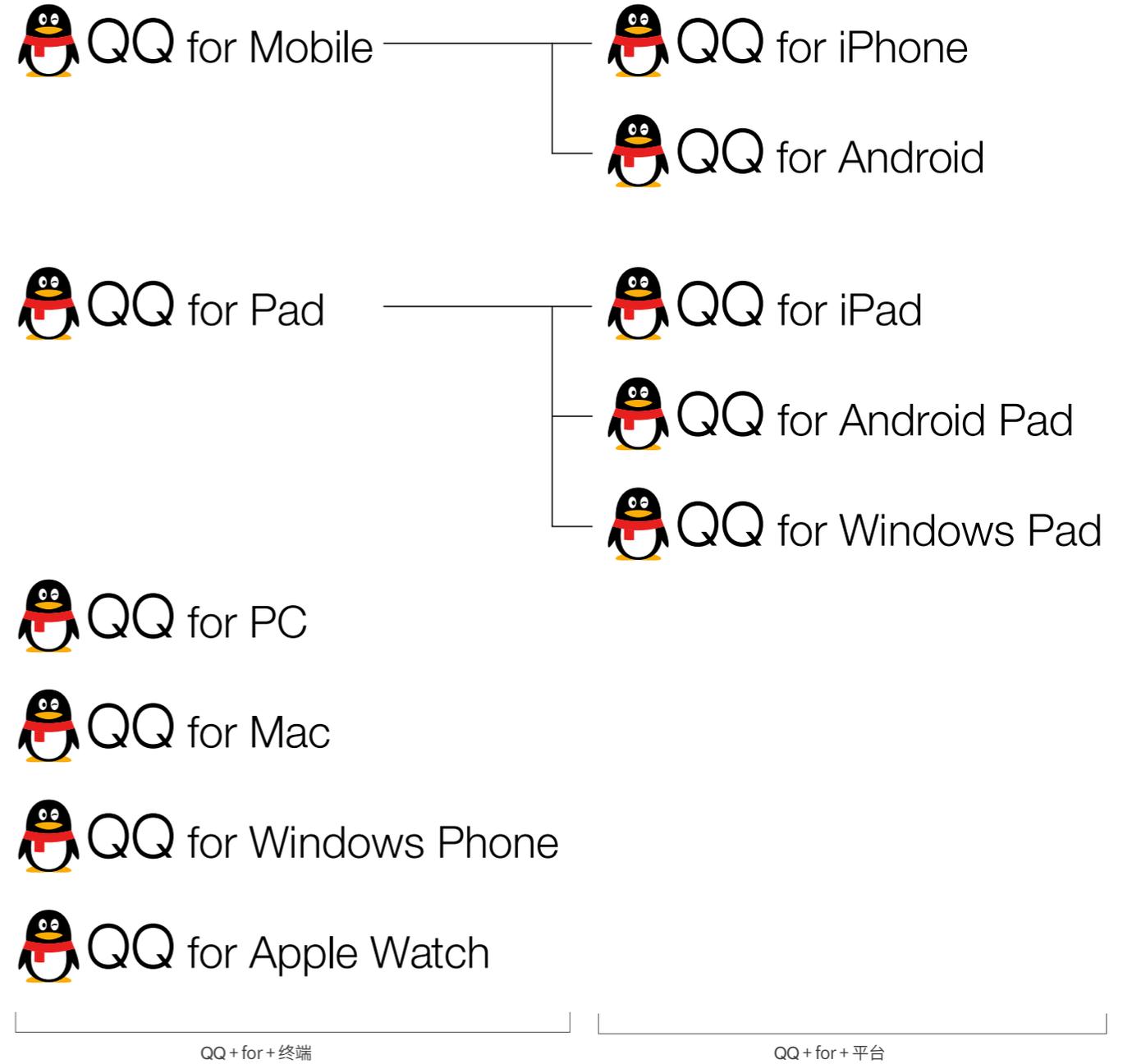
QQ + for + terminal name

such as: QQ for Mobile、QQ for PC

2. Version name on platforms:

QQ +for + platform name

such as: QQ for iPhone



6.00

—

子品牌

Sub-brands

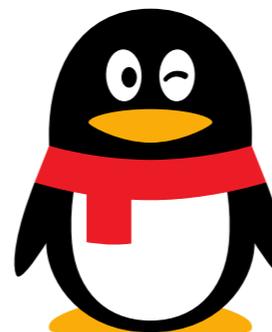
## 子品牌标志元素

Sub-brand Logo Elements

QQ拥有一系列的子品牌,所有子品牌标志延续整个QQ品牌的视觉表现,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子品牌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Mac或PC端,可在腾讯ISUX品牌设计中心服务器中进行下载。(右图仅以QQ钱包为范例)

QQ has many sub-brands. Every sub-brand keep the same rules with QQ mother brand, and is made up of two elements: 1. Symbol and 2. Logotype. The relative sizes and positions of these elements are fixed. QQ 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.( QQ Walet as the example on right side.)

图形标志 / Symbol



文字标志 / Logotype

QQQ 钱包

标准标志 / Logo

## 子品牌标准标志

Sub-brand Basic Logo

子品牌标准标志使用场景与母品牌使用场景保持一致,分为:在白色/浅色背景上使用全彩标志或剪影标志;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(右图仅以QQ钱包为范例)

The sub-brand logos of QQ are the same with mother brand, and 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 QQ . 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.( QQ Walet as the example on right side.)



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



02.  
标志: QQ蓝+白  
背景: 黑  
Logo: QQ Blue+White  
BG: Black



03.  
标志: 白  
背景: QQ蓝  
Logo: White  
BG: QQ Blue



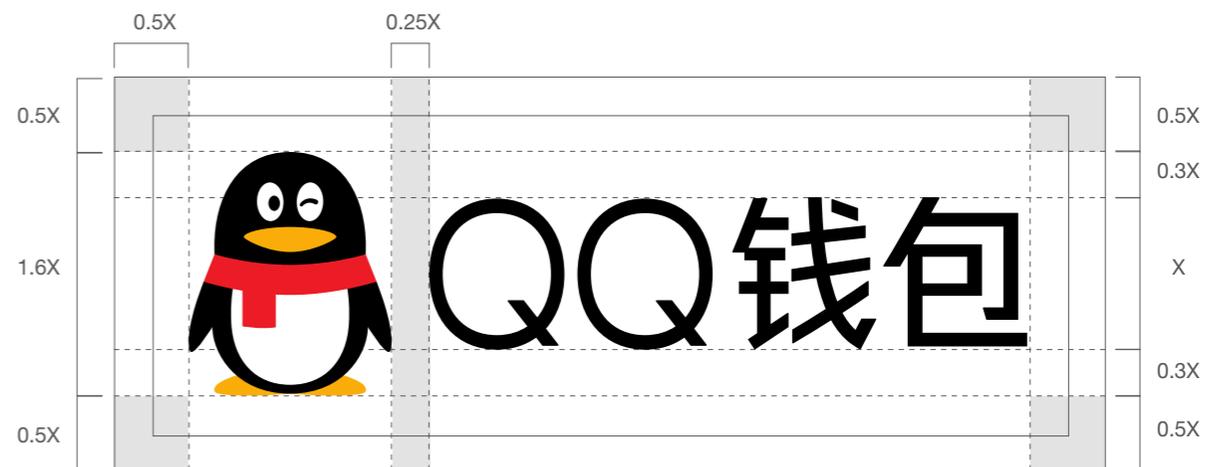
04.  
标志: 黑  
背景: 白  
Logo: Black  
BG: White

## 不可侵犯区域

Clear Space

为确保QQ的子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。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。(右图仅以QQ钱包为范例)

To ensure that the QQ sub-brand 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.( QQ Walet as the example on right side.)



## 使用与限制

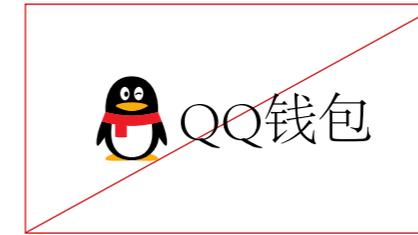
## Restrictions

为了保证品牌标志的完整性以及保持品牌统一性，子品牌标志也许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。(右图仅以QQ钱包为范例)

To maintain the integrity of the logo and to promote the consistency of the brand, it is important to use the sub-brand logo as described in these guidelines. The examples shown here illustrate possible misuse of the logo that should be avoid.( QQ Walet as the example on right side.)



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.



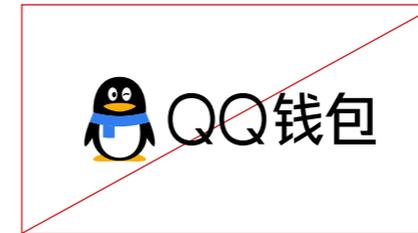
不要改变原有标志外观；  
Don't change the logo's details.



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



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颜色；  
Don't alter the color.



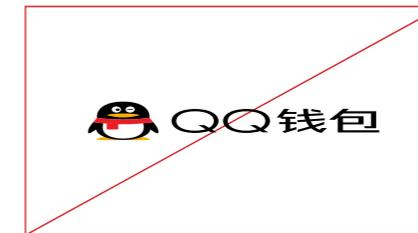
不要在标志上添加年份/版本号；  
Don't add the the year or the version number.



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



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



不要单向拉伸标志；  
Don't compress the logo.



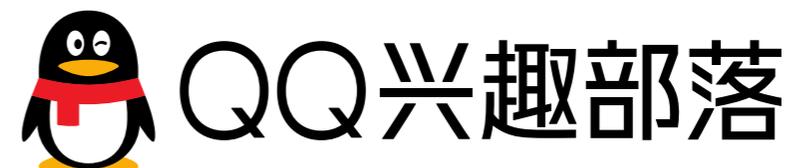
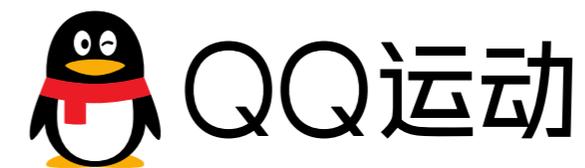
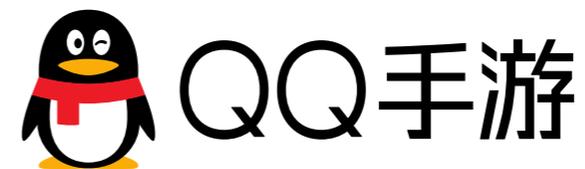
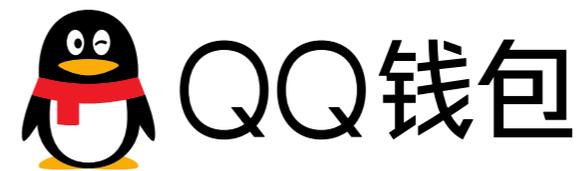
不要在标志内填充图像。  
Don't make image into the symbol logo.

## 子品牌展示（部分）

Sub-Brands (Example)

右图为部分子品牌展示。为统一QQ整个品牌基调，子品牌的使用需严格按照本书所述规范执行。

Parts of QQ sub-brands are showing on the right page. To unify the entire system of QQ brand, the use of sub-brands requires to follow the specification book.



# 7.00

—  
品牌应用系统  
Applications

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

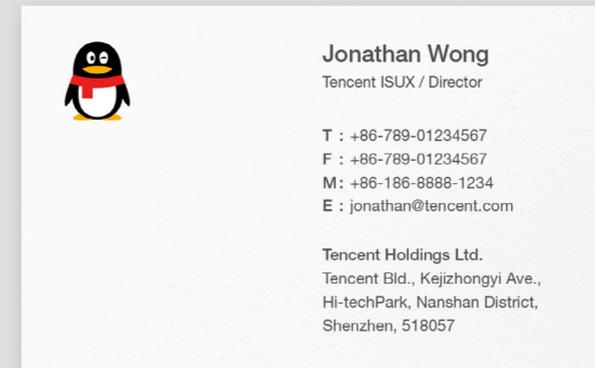


# 名片

Namecard

以统一的方式使用QQ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品牌的重要的应用媒介。在印刷材料中,QQ品牌标志须清晰可见,从而清晰呈现出品牌形象。

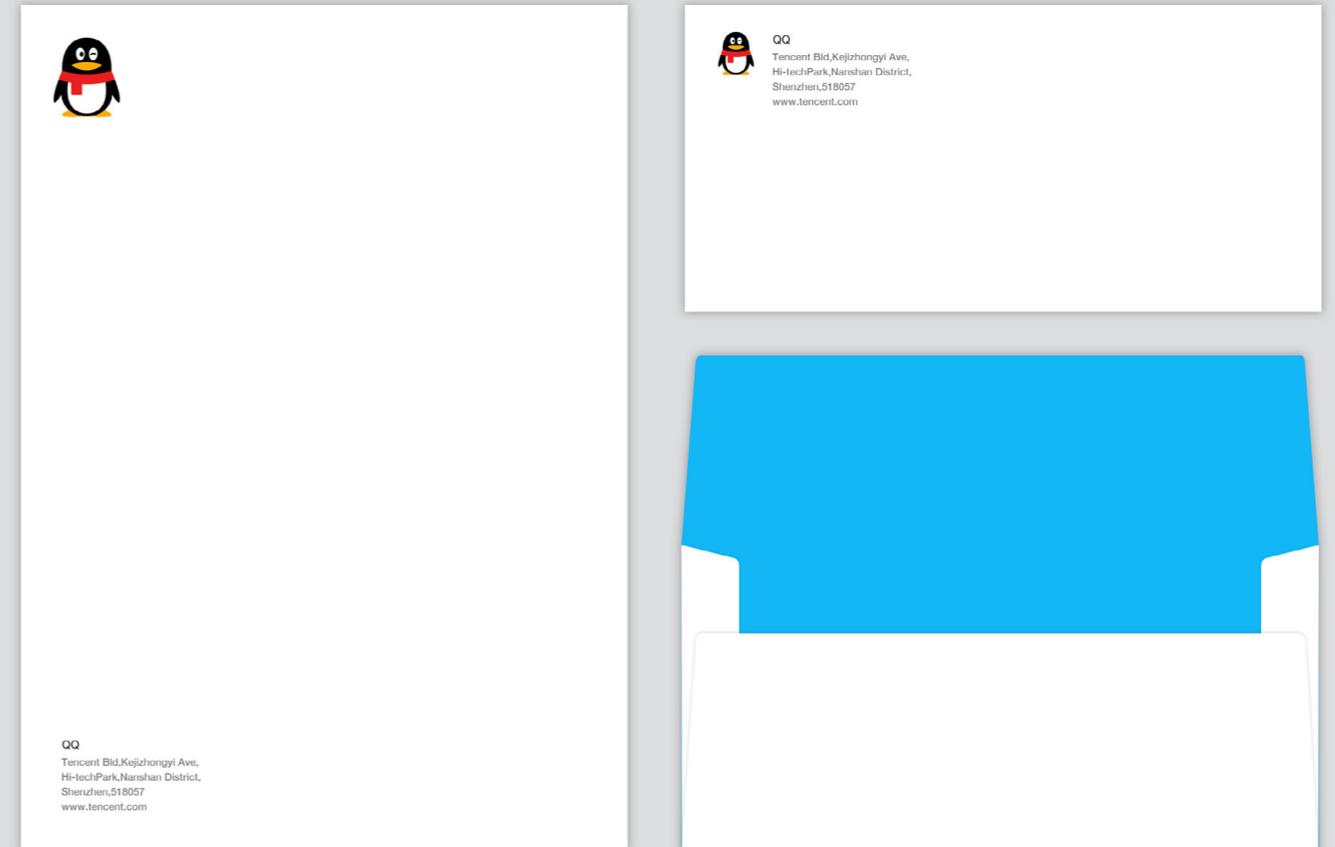
Using the brand identity system in a consistent manner will build a strong brand image. As following the examples shown, QQ brand will have the right tone to support the right message for the audience. Business Card can be an important application that represent the QQ brand to the clients. Brand logo should be applied to the print material clearly, expressing the strong brand image of the identity of QQ.



以统一的方式使用QQ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, QQ 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 QQ.



以统一的方式使用花样直播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将以最正确的品牌基调为用户传达正确的品牌信息。QQ品牌标志可通过工艺和各类材质来呈现QQ品牌形象。

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



## 衬衫

T-shirt

以统一的方式使用QQ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QQ品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following the examples shown, QQ brand will have the right tone to support the right message for the audience. Dot patterns can be applied in various brand applications to represent the brand image of QQ. Patterns can be applied in various colors and size based on the pattern guideline.



## 包袋

Bag

以统一的方式使用QQ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QQ品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following the examples shown, QQ brand will have the right tone to support the right message for the audience. Dot patterns can be applied in various brand applications to represent the brand image of QQ. Patterns can be applied in various colors and size based on the pattern guideline.



## 品牌产品

Brand Products

以统一的方式使用QQ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, QQ brand will have the right tone to support the right message for the audience. QQ logo can be embossed to various materials such as paper, leather, stainless etc to make various brand products.





