



SUNSHINE



Sunshine Airlines

Sunshine 航空公司

Style Guide
风格指引

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Introduction

介绍

This style guide defines the visual identity for the application. Any applications/programs, documents, training materials, etc must follow this guide.

此风格指引定义了该应用程序的视觉特征。任何应用/程序，文档，素材等都必须遵照此指引。

This style guide has been created to make sure that everything developed for the Sunshine Airlines is consistent and professional. It covers professionalism, colours, logo use, fonts, etc.

此风格指引确保为 Sunshine 航空公司所开发的一切内容都具有一致性和专业性。它包含了专业性，颜色，logo 使用，字体等。

The Logo

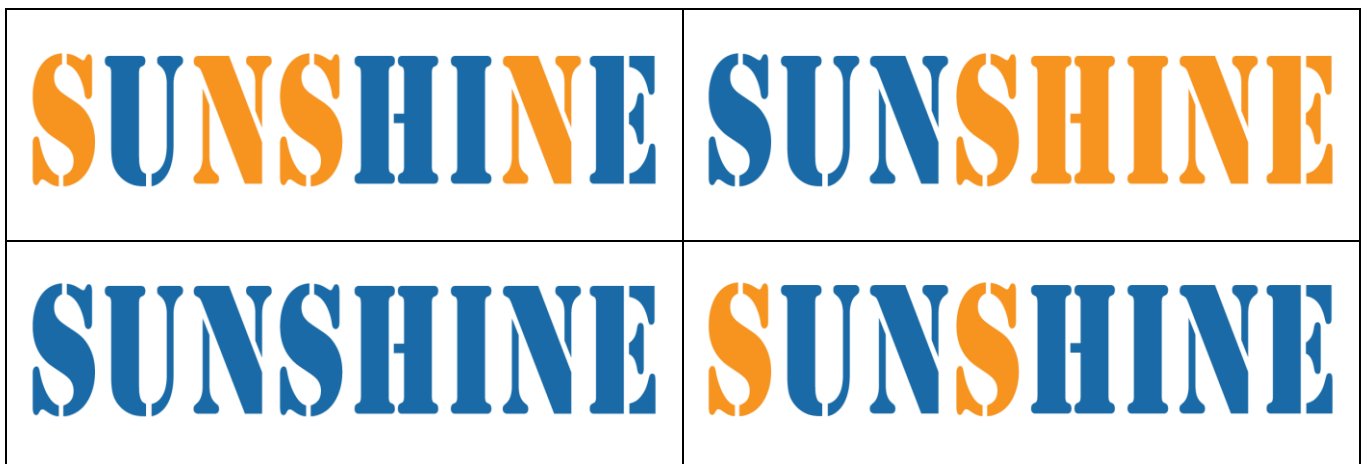
Logo

The logo has been designed with two main colors in mind.

Logo 在设计时考虑两个主要颜色。

The following logo should be shown on every form in the system. (Except for the simple dialog box). Logo and Form Caption should stay in the center of the form horizontally no matter how the form size changes. There are six types of logos that you can use.

在程序的每个界面中都应出现 Logo（除了简单对话框）。Logo 与界面标题无论界面大小如何变化始终位于界面水平方向的中间位置，有六种形式的 Logo 可供你使用。





Color Palette

调色板

The following are the recommended color palettes to be used in material related to SUNSHINE Airlines.

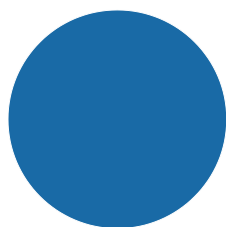
以下是推荐的调色板可用于 Sunshine 航空公司。

Primary Colors

主色

It is recommended to use in all applications.

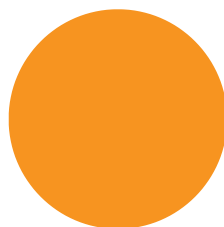
建议在所有应用中使用。



Main Blue

RGB: R025 G106 B166

HEX: #196AA6



Main Orange

RGB: R247 G148 B032

HEX: #F79420

Secondary Colors

副色

Recommended for promotions material, banners, membership cards and others.

推荐在推广材料、横幅、会员卡及其他地方使用。



Dark Blue
RGB: R006 G075 B102
HEX: #064B66



Light Blue
RGB: R000 G160 B187
HEX: #00A0BB



Dark Green
RGB: R013 G079 B076
HEX: #0D4F4C



Dark Purple
RGB: R006 G075 B102
HEX: #132B4F



Dark Gold
RGB: R194 G145 B046
HEX: #C2912E



Main Gold
RGB: R250 G200 B038
HEX: #FAC826



Light Gold
RGB: R237 G214 B136
HEX: #EDD688



Main Yellow
RGB: 255 G250 B203
HEX: #FFFACB

Fonts

字体

Here are the recommendations of fonts to be used in designing user interfaces for all applications. We will provide details of an alternate and a secondary font as well only to be used where the primary font is not available.

下面是在为所有应用程序设计用户界面时使用的字体建议。我们将提供替代字体的详细信息，当主字体不可用时，能用上副字体。

Primary Font

主字体

Tex Gyre Adventor (TeXGyreAdventor)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Tex Gyre Adventor Bold (TeXGyreAdventor Bold)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Alternative Font

替代字体

Twentieth Century MonoType (Tw Cen MT)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Twentieth Century MonoType Bold (Tw Cen MT)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Twentieth Century Condensed (Tw Cen MT Condensed)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Twentieth Century MonoType Condensed Extra Bold (Tw Cen MT Condensed Extra Bold)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	V	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Secondary Font

副字体

Verdana Regular (Verdana)

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Verdana Bold (Verdana Bold)

a	b	c	d	e	f	g	h	i	j	k	l	m
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n	o	p	q	r	s	t	u	v	w	x	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z