微信标准色彩指引
WeChat Standard Color Guidelines

WEDESIGN 2017.03

标准色彩
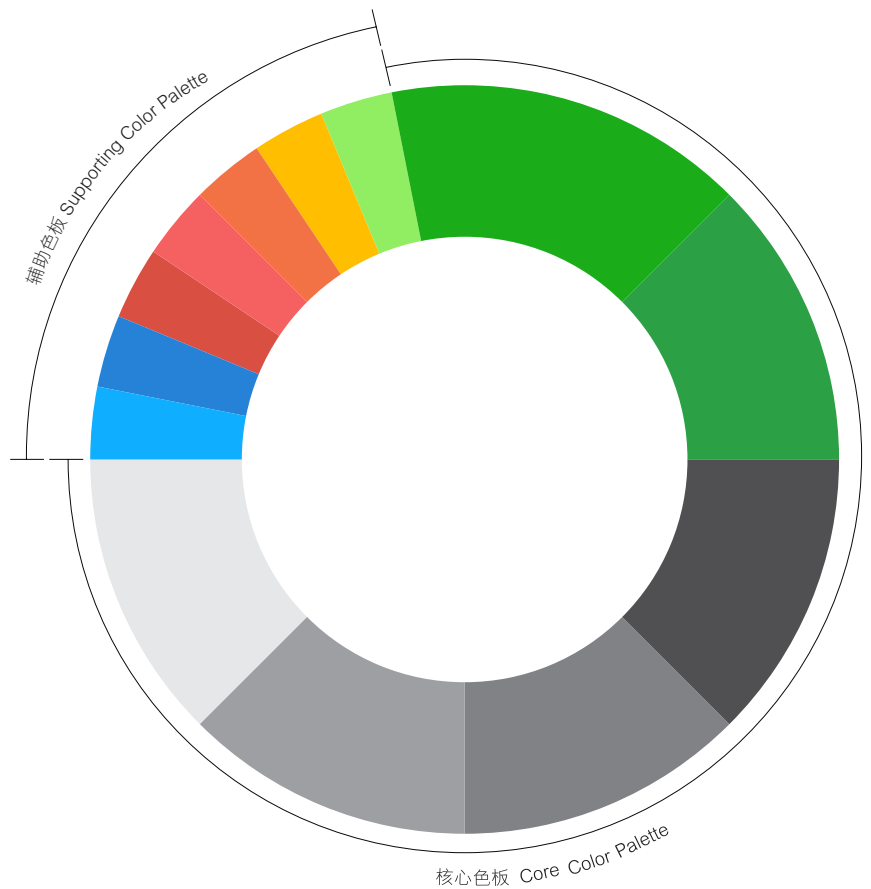
Standard Color

色环
Color Wheel

色彩是品牌传播的重要元素， 设计中对色彩的运用首要应考虑到品牌层面的表达，另外很重要的是色彩的运用应达到信息传递、动作指引、交互反馈或是强化和凸显某个元素。任何颜色的选取和使用都应该是有意义的 。

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Color contributes another core element of WeChat's brand identity and the colors are chosen deliberately to be simultaneously vivid and humanistic. In practical terms, the color system helps deliver a coherent message and meaning.

色环
Color Wheel

辅助色板 Supporting Color Palette

核心色板 Core Color Palette

核心色板
Core Color Palette

此页展示微信品牌核心色板。"黑白灰"色系作为常用背景色;"微信绿"色系作为小面积点缀的品牌色, 核心色板给出不同模式的色值, 线上请使用 RGB 色值; 线下请使用 PANTONE 色值和 CMYK 色值, 请勿自行使用颜色转换工具转换色值。
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Below are the core color palette. Black, white and gray are used for background colors when displayed in a large area; "WeChat green" is used as a color in smaller designs. Use the RGB or hexadecimal color values when producing an on-screen design. Use the CMYK or PANTONE colors for print designs. Refrain from using any color conversion tools.

核心色板
Core Color Palette

1AAD19

R =26 G=173 B=25 / C=76 M=7 Y=100 K=0 / PANTONE=354

2BA245

R =43 G=162 B=69 / C=76 M=16 Y=93 K=0 / PANTONE=348

4D4D4D

R =77 G=77 B=77 / C=0 M=0 Y=0 K=83 / PANTONE=Cool Gray 11

888888

R =136 G=136 B=136 / C=0 M=0 Y=0 K=60 / PANTONE=Cool Gray 6

AAAAAA

R =170 G=170 B=170 / C=0 M=0 Y=0 K=50 / PANTONE=Cool Gray 5

F1F1F1

R =241 G=241 B=241 / C=0 M=0 Y=0 K=10 / PANTONE=Cool Gray 1

辅助色板
Supporting
Color Palette

微信色彩系统提供可搭配核心色板使用的辅助色板，该色板由绿、黄、红、蓝构成并与微信核心色板组成完整的品牌色环，为设计提供更多的可能性。线上线下资源的设计请遵循微信品牌色彩系统。

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WeChat's core color system can be paired with colors from the supporting color palette to provide an even wider range of design possibilities. The palette includes: green, yellow, red, blue.

辅助色板
Supporting
Color Palette

91ED61

R =145 G=237 B=97 / C=47 M=0 Y=74 K=0 / PANTONE=7488 C

FFBE00

R =255 G=190 B=0 / C=3 M=33 Y=90 K=0 / PANTONE=7548C

EA6853

R =234 G=104 B=83 / C=9 M=73 Y=63 K=0 / PANTONE=7416 C

F76260

R =247 G=98 B=96 / C=1 M=75 Y=53 K=0 / PANTONE=178 C

D84E43

R =216 G=78 B=67 / C=18 M=82 Y=72 K=0 / PANTONE=7425 C

2782D7

R =39 G=130 B=215 / C=79 M=44 Y=0 K=0 / PANTONE=2174 C

10AEFF

R =16 G=174 B=255 / C=70 M=20 Y=0 K=0 / PANTONE=2995 C