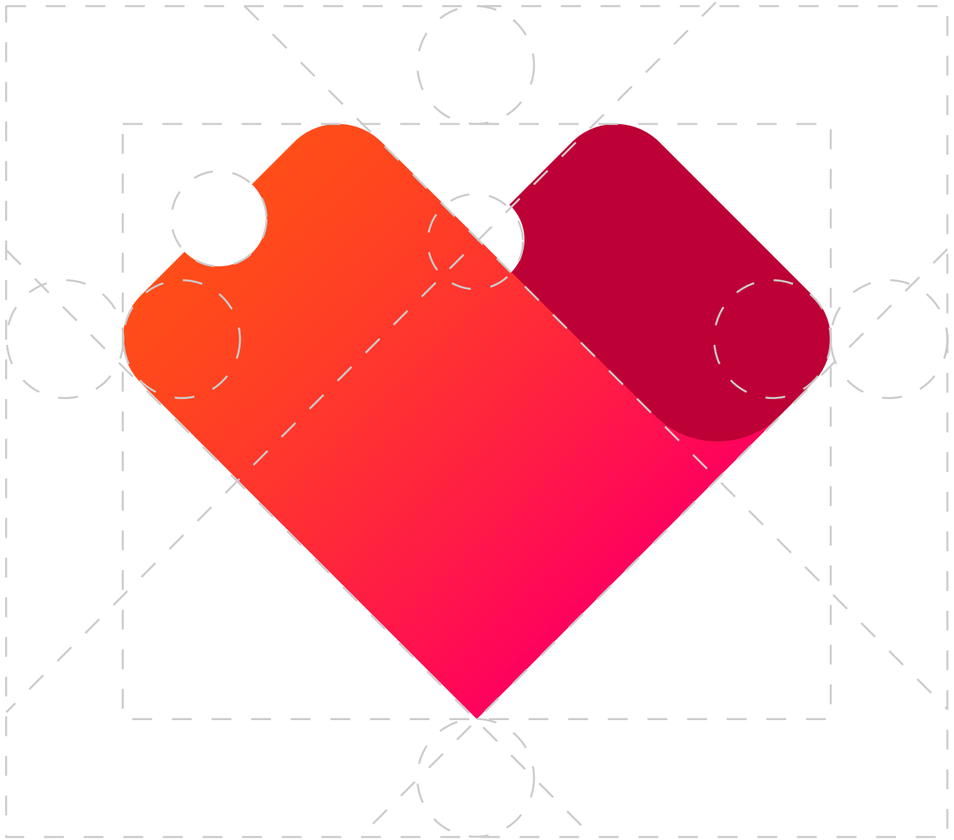
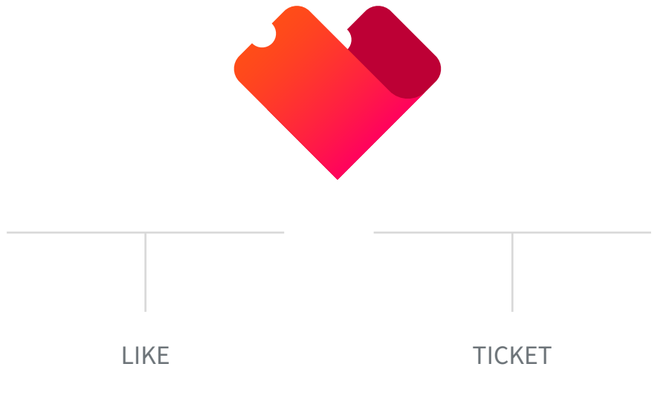
Twinkle Design Guide

February 2018

Version 0.1 //
Identity Guidelines

TKC pan-entertainment platform
adopts blockchain technology.





Logo Meaning

The logo as a whole is a caring graphic similar to the one on modern social media. Details, the left corner of the nickname has the feeling of tickets. Graphic hinting twinkle industry attributes, and have a clear super symbols, tickets + like.

Red

RGB: R 255 / G 77 / B 44

CMYK: C 0 / M 84 / Y 97 / K 0

HEX: 6C7378

Green

RGB: R 255 / G 0 / B 95

CMYK: C 0 / M 99 / Y 44 / K 0

HEX: FF005F

Yellow

RGB: R 92 / G 204 / B 120

CMYK: C 55 / M 0 / Y 14 / K 20

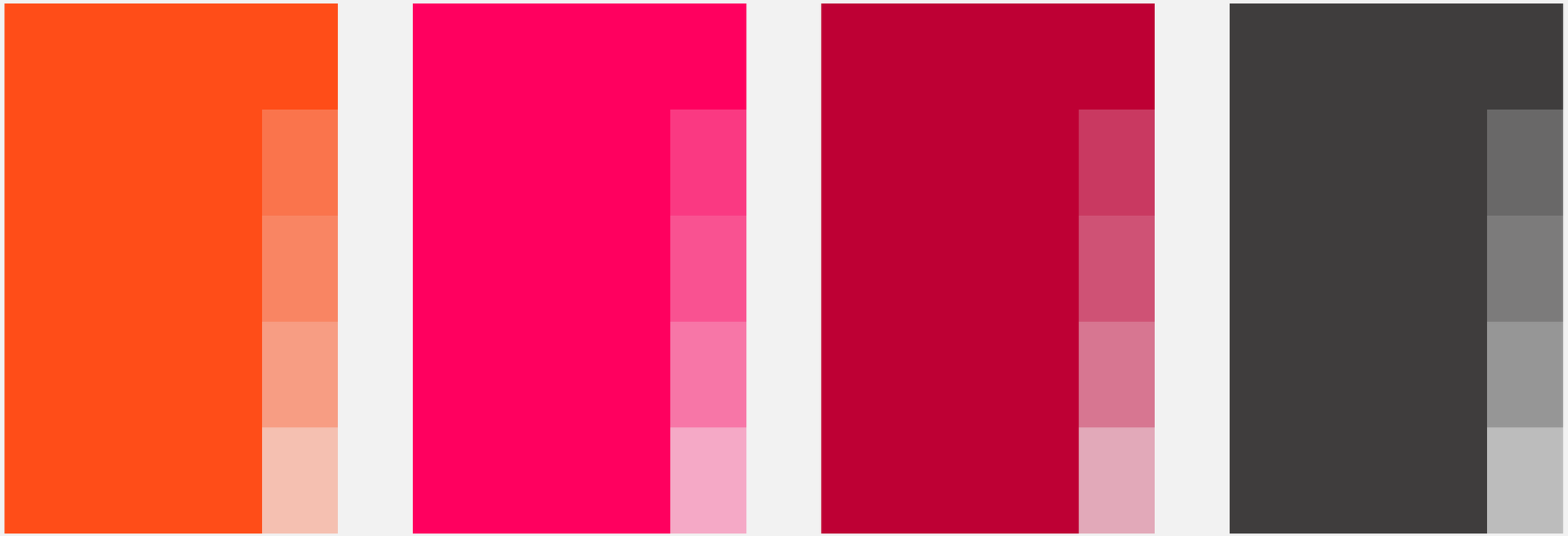
HEX: 1BAC94

Grey

RGB: R 27 / G 172 / B 148

CMYK: C 80 / M 0 / Y 14 / K 33

HEX: 1BAC94



Color Pallette

The logo is placed on a different background for reference. Most can think of the use of the scene has been configured, please use this as a reference

TWINKLE

TWINKLE

TWINKLE

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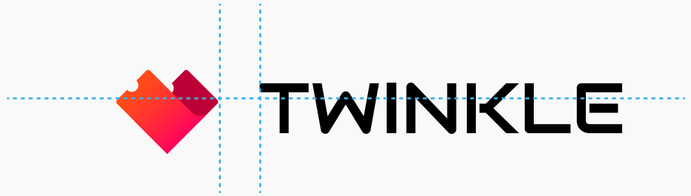
Logo Grid

There are only two combinations of signs - horizontal and vertical. Please be careful when using the space around the logo, and can not be blocked by other objects.



Horizontal

Vertical

思源黑体

细体

思源黑体 CN Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|\

标准体

思源黑体 CN Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|\

粗体

思源黑体 CN Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|

Helvetica

LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|\

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|\

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|

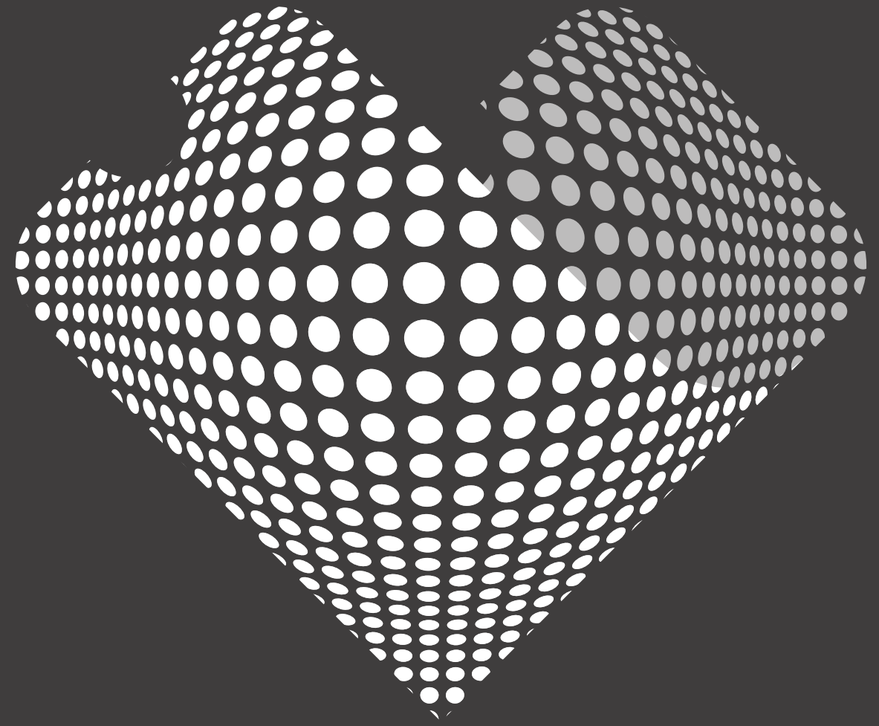
思源黑体 Download Link:
https://github.com/adobe-fonts/source-han-sans

Helvetica Download Link:
https://www.dafontfree.net/freefonts-helvetica-f128587.htm

Auxiliary Graphics

Equal

Positive



Star

Focus

Media

Animation

100%~120%

Dynamic graphics like heart-shaped zoom-in, characters placed in the heart-shaped

Text
combination

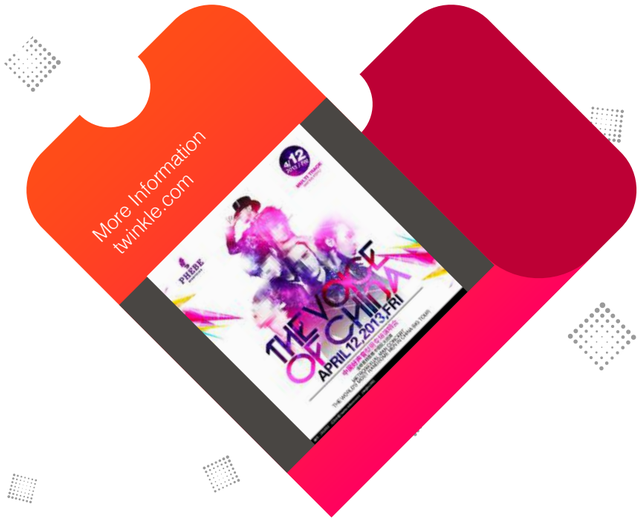


Image
combination

CHAT

GIFT

LIKE

NEWS

RANK

SHOP

Practical application

This section marks the actual use of the scene display, according to the initial stage of the concept of the scene commonly used, you can use this as a reference.

Twinkle Brand

Blockchain is one of the mostly discussed technology nowadays as a potential successor of the internet. The technology combines a set of existing technology, including distributed data storage, peer-to-peer transmission, consensus

mechanism and encryption algorithm, to introduce of a new way of data formation, transmission, storage and usage.
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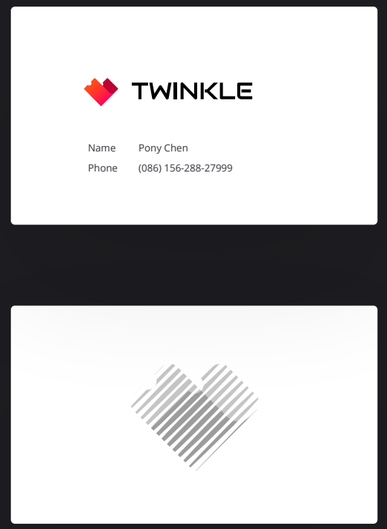
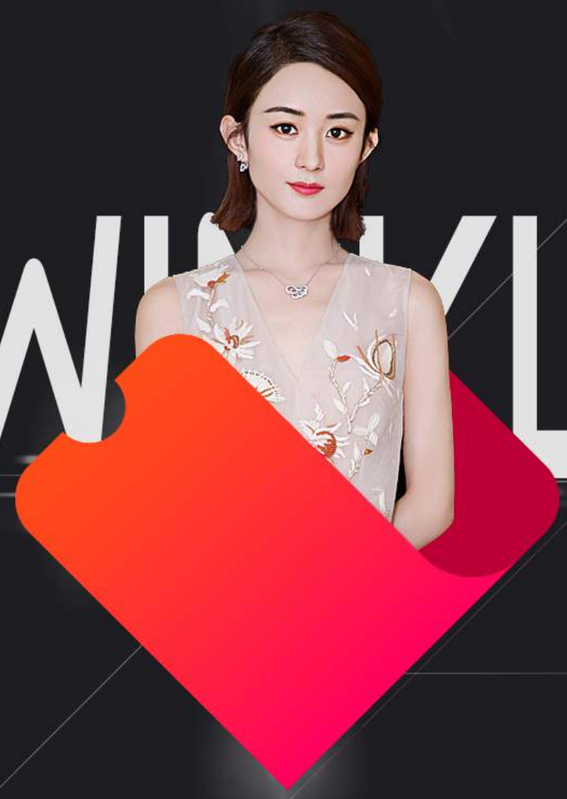
The breakthroughs brought by blockchain technology has the potential to fundamentally change the existing economic and financial mode of operation and may even lead to a new technological innovation and industrial change on a global scale.



YOUR ENTERTAINEMENT PRESENTS

+21



TWINKLE

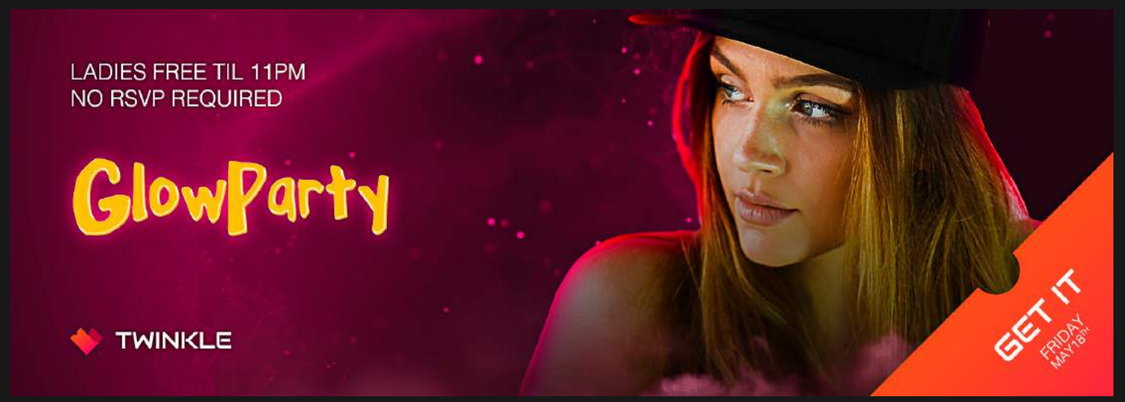
SATURDAY
OCTOBER 31TH

NIGHTCLUB
350 5TH AVE. NEW YORK.10118

TWINKLE
LOADING

2018
FRIDAY
MAY18
DJ ANT
DJ VANDAL
DJ RUSS
CREATIVE
MARKET
DEEJAYS
TWINKLE
GET IT
FRIDAY
MAY18TH

RUSSGFX PRESENTS
FRIDAY
MAY18TH
GlowParty
LADIES FREE TIL 11PM NO RSVP REQUIRED
ALL DRINKS $1 TIL MIDNIGHT
TWINKLE
GET IT
FRIDAY
MAY18TH


LADIES FREE TIL 11PM
NO RSVP REQUIRED
GlowParty
TWINKLE
GET IT
FRIDAY
MAY18TH

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NO RSVP REQUIRED

GlowParty

TWINKLE

GET IT
FRIDAY
MAY18TH

BOOK YOUR 2
NIGHT PACKAGE
GOPHILA.COM

HOTEL

MARTINIQUE
JEWELERS

Gold Sale

Kodak Photolab

Est. 1972
Majestic Delicatessen Café
BREAKFAST LUNCH DINER

Questions.

For any questions with this style guide, please contact:

Wechat: drizzlep
Email: drizzlep@gmail.com

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