

Hisense Visual Manual

- 01 Overview
- 02 Logo
- 03 Typeface
- 04 Color
- 05 Photography

Index	1	Partnersip lockups overview	44	Color ratio (digital marketing system)	81
01 Overview	3	Partnersip logo lockups (primary)	45	Color ratio (multimedia system charts)	82
Introduction	4	Partnersip logo lockups (secondary)	46	Color ratio (space identity)	83
Foreword	5	Example of partnersip logo lockups	47	Color ratio (swag)	84
Brand strategy overview	6	Partnersip logo lockups Scale and placement examples	48	Color ratio (festivals)	85
Five elements of visual system	7	Event co-branding logo lockups (primary)	49	Examples of improper usage	86
Principle of expressing brand visual tonality	8	Event co-branding logo lockups (secondary)	50		
Don'ts	12	Example of event co-branding logo lockups	51		
		Event co-branding logo lockups Scale and placement examples	52		
		Special partnership lockups Scale and placement examples	53		
		Special production logo versions	54		
		Examples of special production logo versions	55		
		Examples of improper usage	56		
02 Logo	13			05 Photography	87
Introduction	14	03 Typeface	57	Introduction	88
Overview	16	Introduction	58	Overview	89
Master logo (primary)	17	Overview	59	Character - emotion and appearance	90
White logo (secondary)	18	Brand font (Chinese)	60	Character - makeup and behavior	91
Examples	19	Brand font (English)	63	Products - background	92
Clear space	20	System font	66	Products - angle	93
Minimum size	21	Typesetting and hierarchy (Chinese)	67	Products - light, shadow and color	94
Social media avatar	22	Typesetting and hierarchy (English)	68	Products - detail close-up	95
Grayscale logo	23	Font weights for specific text	69	Products - product model image	96
Examples of logo on photography background	24	Example of font weights for specific text	70	Image Tone - main matching color	97
Examples of improper usage	25			Image Tone - secondary matching color of gray	98
Logo placement	26			Image Tone - secondary matching colors	99
Logo scale and margin (regular format)	27			Examples of improper usage	100
Logo scale and margin examples	28			Overview of photography style	101
Logo scale and margin (irregular format)	29			Image Style - user-centric technology	102
Logo scale and margin examples	30			Image Style - ultimate quality	103
Logo usage in end frame (horizontal)	31				
Logo usage in end frame (vertical)	32				
Examples of logo usage in end frame	33				
Specifications for logo plus slogan	34				
Branch logo lockups overview	37				
Specifications for logo plus Chinese branch (primary)	38				
Specifications for logo plus Chinese branch (secondary)	39				
Example of logo plus Chinese branch	40				
Specifications for logo plus English branch (primary)	41				
Specifications for logo plus English branch (secondary)	42				
Examples of logo plus English branch	43				
		04 Color	71		
		Introduction	72		
		Color overview	73		
		Overview	74		
		Primary color	75		
		Color - color scale	76		
		Neutral color	77		
		Secondary color	78		
		Color ratio (office system)	79		
		Color ratio (advertising system)	80		

Overview

01

Introduction

The visual manual represent one of our most valuable visual assets, aiming to inspire and guide all forms of communications and design that can convey the brand and its architecture. Our goal is to establish a consistent, straightforward, and distinct brand image.

This document is specifically crafted for the Hisense team and our partners. We kindly request that you adhere to this document to ensure a cohesive visual representation of the brand.

Copyright Notice:

All images included in this manual are for illustrative purposes only and must not be used for any commercial purposes (including, but not limited to, printing, spray painting, marketing materials, digital media, exhibitions, displays, etc.). If the company's business departments need to use images from the manual, please contact the copyright holder to purchase a commercial license or arrange a photoshoot in accordance with the style manual.

Foreword

Welcome to our visual manual, where our brand's distinctive and diverse visual language is documented. Let's work together to create a dynamic and cohesive visual story and build a successful, globally acclaimed brand.

Whether in product design, advertising, or marketing, visual languages serves as our gateway to the world.

We firmly believe that the manual will enhance your comprehension and utilization of the visual elements of Hisense, enabling you to craft a captivating and unforgettable brand experience. Let's explore our brand value through the impact of visual representation and demonstrate our user-centric technology and ultimate quality.

Brand strategy
overview

To be a century-old company, and to become the most reliable brand in the world	
To pursue scientific and technological innovation, take the lead in the advanced manufacturing with intelligence as the core, and bring happiness to millions of families with high-quality products and services.	
Helping everyone enjoy every moment of life with user-centric technology	
User-Centric Technology	Ultimate Quality
Technology explorers	Instead of mindlessly following trends or going along with the crowd, they make deliberate choices based on careful consideration and reasoning, aiming for steady progress within their means. They appreciate home appliances for the tangible improvements they bring to daily life, rather than superficial additions. Moreover, they view these appliances not just as tools, but as essential elements in creating a cozy and welcoming home environment. They look for technologies that provide an extraordinary life experience that surpasses their expectations while remaining unobtrusive. Their expectations for quality go beyond durability, including enhancements in texture and aesthetics.
Personality: Insightful and human-centric; Striving for innovation; Deliver with Sincerity Tonality: Intelligent; Dynamic; Professional	

Brand Vision

The reason why brand exists and its ultimate goal

Brand Mission

Our approach to achieving the ultimate goal

Value Proposition

To define what our brand stands for & what core values we bring to audience

Brand Attributes

What our brand brings to the market that defines its competitive profile to drive choice and differentiate it from others

Brand target audience

The specific group of people that our brand aims to reach, connect with, and influence

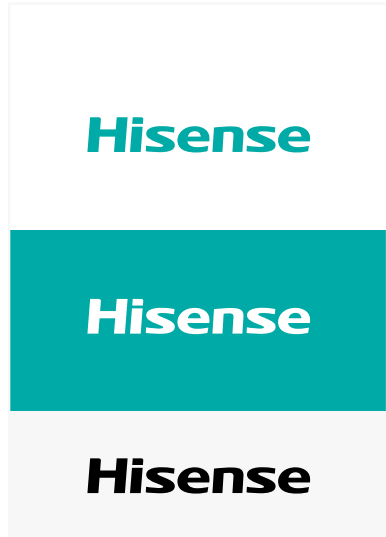
Brand Personality & Tonality

A limited number of human characteristics that personify our brand and drive its attitude & tone of voice

Five elements of visual system

1.

Logo



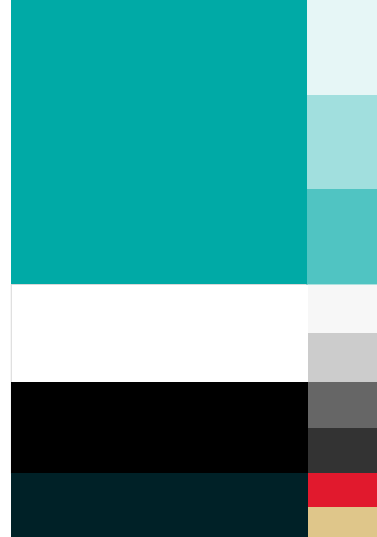
2.

Typeface



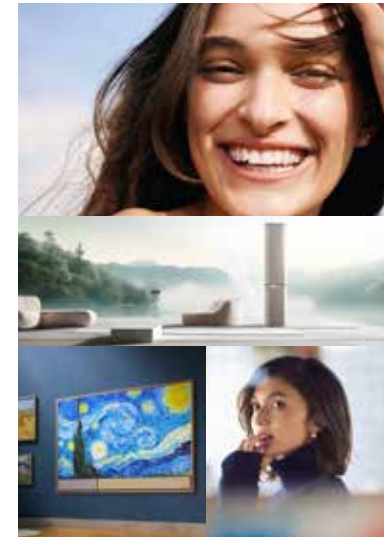
3.

Color



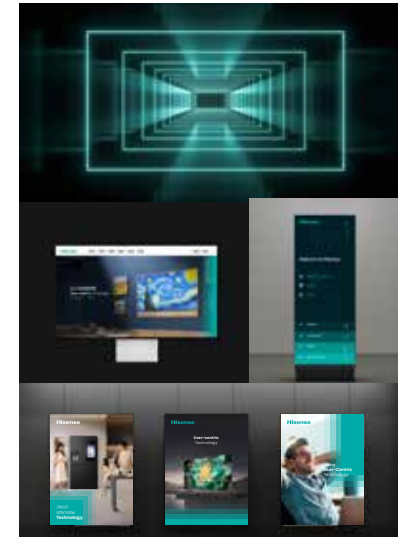
4.

Photography



5.

Graphic



Principle of expressing brand visual tonality

Intelligent

Have a unique personality and capable of expressing thoughts and new ideas with consistent logic.

Dynamic

Optimistic and self-motivated, adept at balancing work and life with a lively and flexible approach; it is preferable to have a certain degree of humor, without being overly serious or rigid.

Professional

Competent and achieved in her/his own field, recognized by the public and authorities, yet still keeping a humble personality.

Principle of expressing brand visual tonality

Have a unique personality and capable of
expressing thoughts and new ideas with
consistent logic.

Intelligent



Principle of expressing brand visual tonality

Optimistic and self-motivated, adept at balancing work and life with a lively and flexible approach; it is preferable to have a certain degree of humor, without being overly serious or rigid.

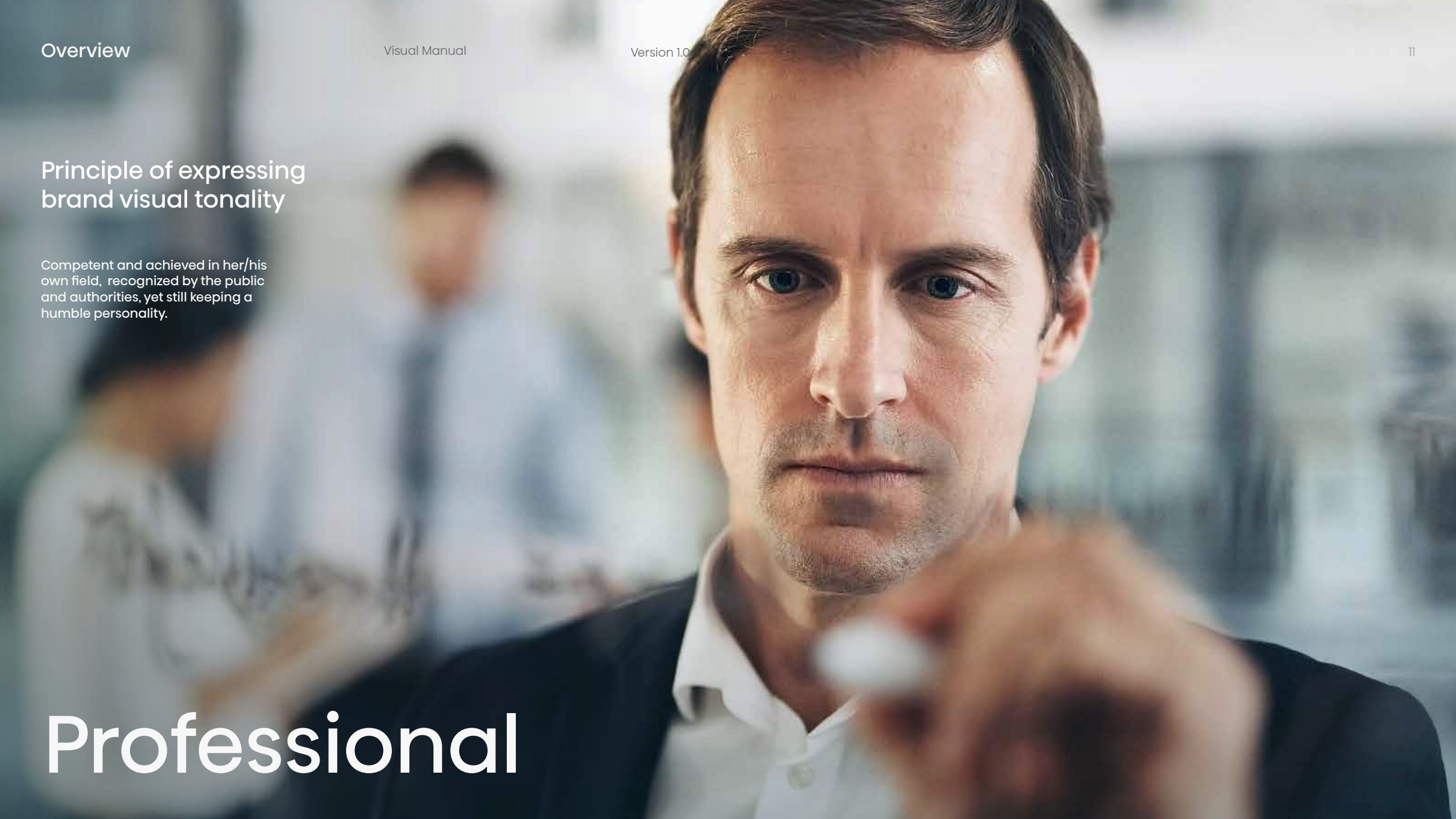
Dynamic



Principle of expressing brand visual tonality

Competent and achieved in her/his own field, recognized by the public and authorities, yet still keeping a humble personality.

Professional



Don'ts

False



We should avoid false fantasies, as we don't want to be unrealistic or detached from reality.



Contrived



We aim to present visuals of genuine scenes, avoiding any sense of artificiality or contrived actions.



Vulgar



We reject display of ostentation, bravado, conformity to popular trends, and so forth.



Over the top



Don't use provocative or impetuous images.



Negative



We avoid conveying negative, harmful, distressing, or unpleasant visuals.



Introduction

Overview

Master logo (primary)

White logo (secondary)

Examples

Clear space

Minimum size

Social media avatar

Grayscale logo

Examples of logo on photography background

Examples of improper usage

Logo placement

Logo scale and margin (regular format)

Logo scale and margin examples

Logo scale and margin (irregular format)

Logo scale and margin examples

Logo usage in end frame (horizontal)

Logo usage in end frame (vertical)

Examples of logo usage in end frame

Specifications for logo plus slogan

Branch logo lockups overview

Specifications for logo plus Chinese branch (primary)

Specifications for logo plus Chinese branch (secondary)

Example of logo plus Chinese branch

Specifications for logo plus English branch (primary)

Specifications for logo plus English branch (secondary)

Examples of logo plus English branch

Partnership lockups overview

Partnership logo lockups (primary)

Partnership logo lockups (secondary)

Example of Partnership logo lockups

Partnership logo lockups Scale and placement examples

Event Co-branding logo lockups (primary)

Event Co-branding logo lockups (secondary)

Co-branding lockups overview

Brand logo lockups (primary)

Brand logo lockups (secondary)

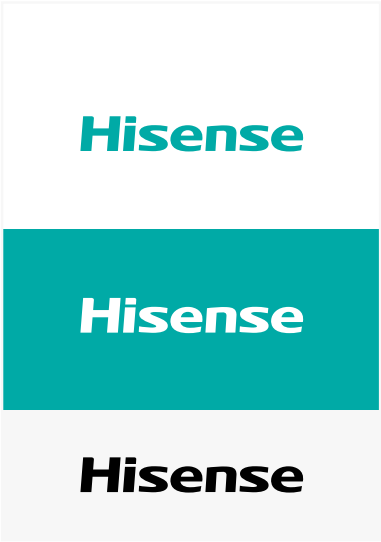
Example of brand logo lockups

Introduction

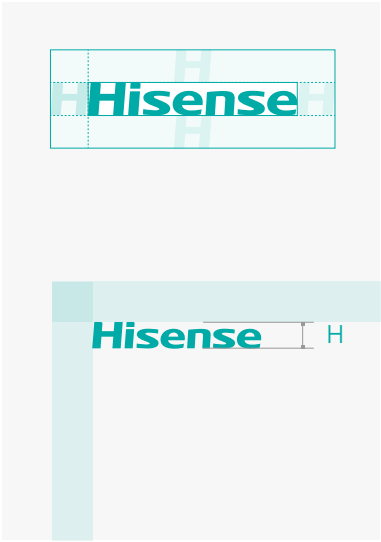
The logo serves as the most important brand asset within our visual identity system, defining what we stand for and our dedication. Its primary role is to convey our message in everything we do and to symbolize our brand on its own. Regardless of its size or the variety of contexts in which it appears, the logo always stands out clearly as our brand's mark.

LOGO

2.1
Types of logo



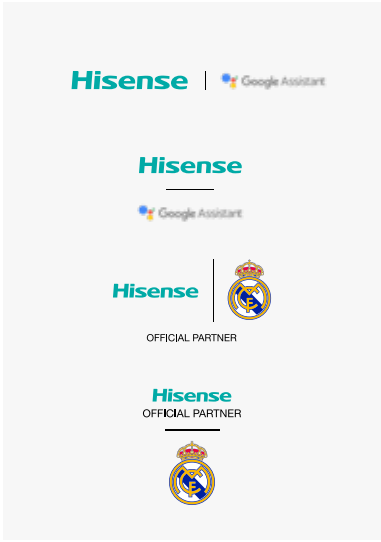
2.2
Specifications for
logo usage



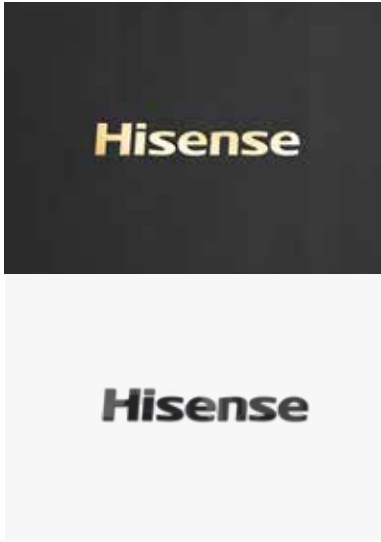
2.3
Specifications for branch
logo lockups



2.4
Specifications for
partnership lockups



2.5
Special production
logo versions



Overview

The brand logo, being the most important element in our brand visual identity system, serves as the symbol and identifier of our brand. Please follow the specifications outlined in the guidelines for logo usage:

1. Master logo (Primary)

The Hisense Green logo, as the master logo, should always be the preferred choice in all scenarios.

2. White logo (Secondary)

It is applied only when the master logo is not identifiable. The and primary brand color is added for enhancement as appropriate.

3. Black logo (Alternative)

It is applied only when the master logo is not identifiable (such as black and white printing). Please seek guidance from the branding department before utilizing it.

1. Master logo: Hisense Green logo (primary)

The Hisense logo in a teal/green color, rendered in a bold, italicized sans-serif typeface.

2. White logo (secondary)

The Hisense logo in white, rendered in a bold, italicized sans-serif typeface, set against a solid teal/green rectangular background.

3. Black logo (alternative)

The Hisense logo in black, rendered in a bold, italicized sans-serif typeface.

Master logo (primary)

Master logo: Hisense Green logo

Our brand logo, the primary element of brand image, serves as the initial point of contact for consumers and forms the foundation of our identity. It should always be the foremost choice in all scenarios.

The logo displayed here is the sole version of our brand logo; adhere strictly to the logo usage guidelines.

Hisense

White logo (secondary)

It is applied when the master logo is not identifiable, and primary brand color is added for enhancement as appropriate.

The logo displayed here is the sole version of our brand logo; adhere strictly to the logo usage guidelines.

Hisense

Examples

1. The master logo should always be the foremost choice.

2. When employing the white logo, enhance it by incorporating Hisense Green through graphics, texts, or elements.

3. Utilize it solely when the master logo is not applicable (such as for black and white printing or fax).

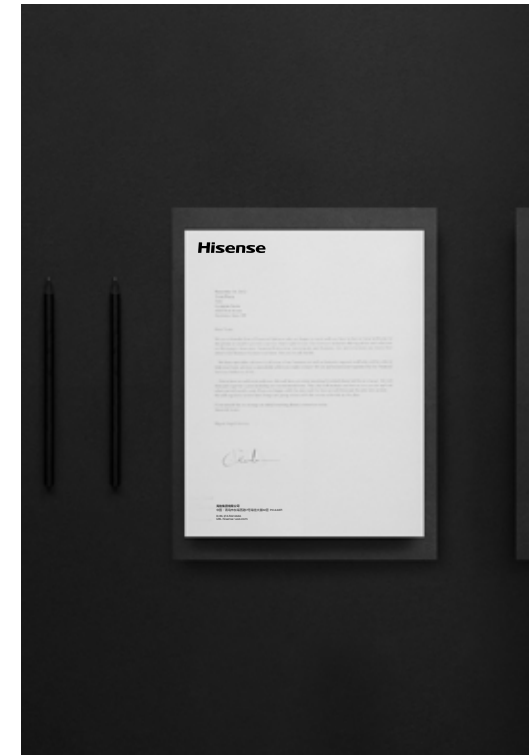
1. Primary: master logo



2. Secondary: white logo



3. Alternative: black logo

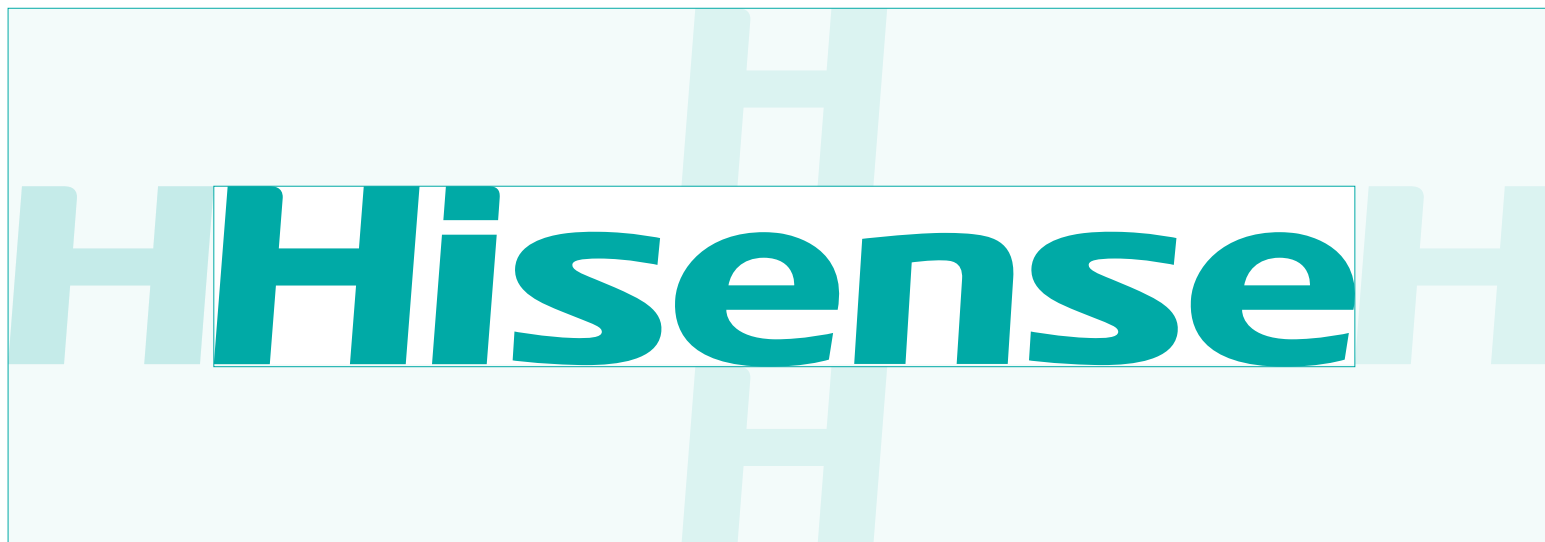


Clear space

To ensure the highest possible level of clarity and legibility for the brand identity, it is crucial to maintain a specified clear space that allows for a distinct and complete display of the logo.

The width and height of "H" in the Hisense logo is used as the unit of measurement for the clear space.

Always follow this spacing requirement whenever the logo is utilized (such as partnership lockups, logo and a branch name in Chinese, etc.)



Minimum size

Minimum size
Print min. 3 mm height.
Onscreen min. 15px height.

For best legibility, always adhere to the minimum sizes specified above.

Hisense

Hisense

Hisense

Hisense

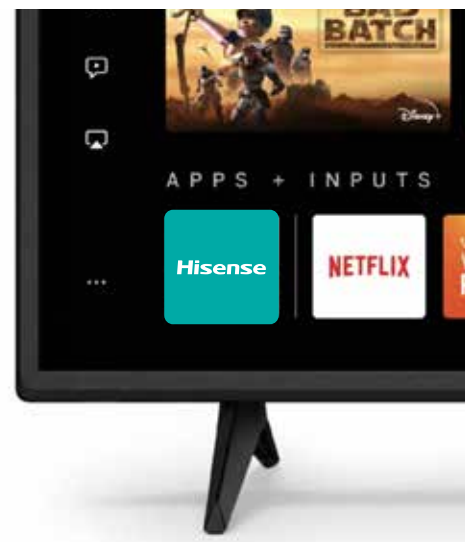
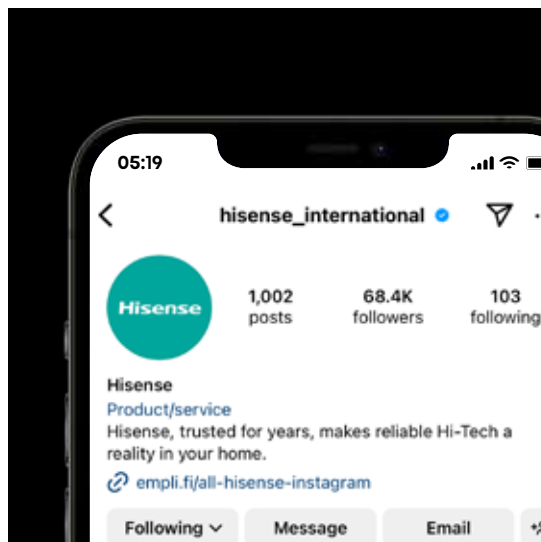
Hisense

Print min
3 mm height.

Onscreen min
15px height.

Social media avatar

The shape of the logo may vary depending on the social media platform, but it is important to uphold its uniform proportion and form. The logo features white on Hisense Green. A clear space around all sides is maintained measured by the width of letter "e" in the Hisense logo.



Grayscale logo

To ensure that our logo is clear and legible, always strictly control the brightness of the background color (color images are referred to as brightness, while grayscale images are referred to as grayscale). This page displays how our logo is applied on different grayscale backgrounds. Refer to the guidelines for proper usage.

10%		20%	
30%		40%	
50%		60%	
70%		80%	
90%		100%	

Example of logo on photography background

When the brand logo appears on an image ensure that there is clear contrast in brightness and color between the logo and the background for best legibility.

The brand logo must always be displayed clearly and accurately. If the background affects its visibility, either replace the image or adjust the color tone of the logo area.



Examples of improper usage

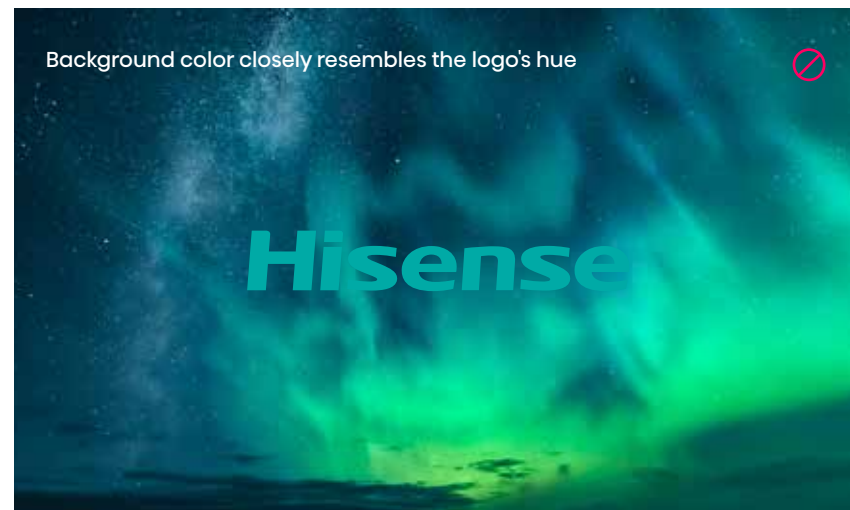
To keep the brand logo clearly visible against any background, avoid using patterned backgrounds or colors that closely resemble the logo's color.

The examples on this page illustrate some, but not all, potential misuses of our logo.

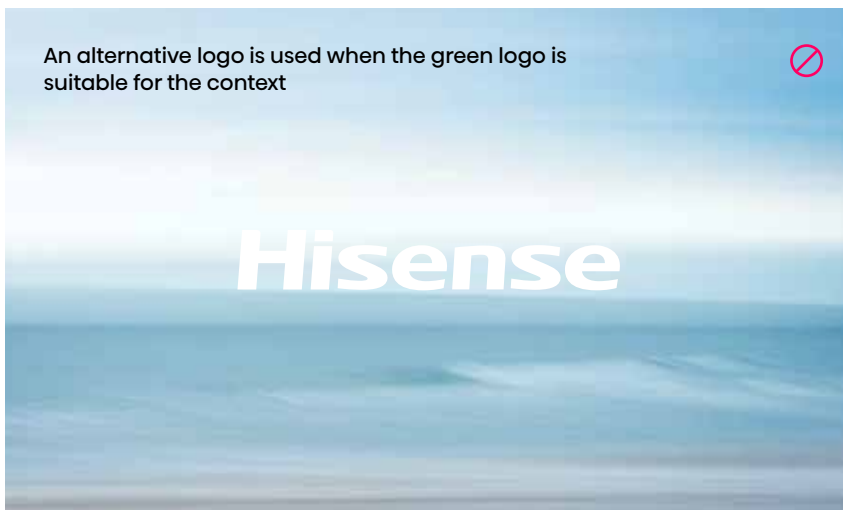
Logo's visibility is hindered by the background image



Background color closely resembles the logo's hue



An alternative logo is used when the green logo is suitable for the context



Logo blends into the background



Logo placement

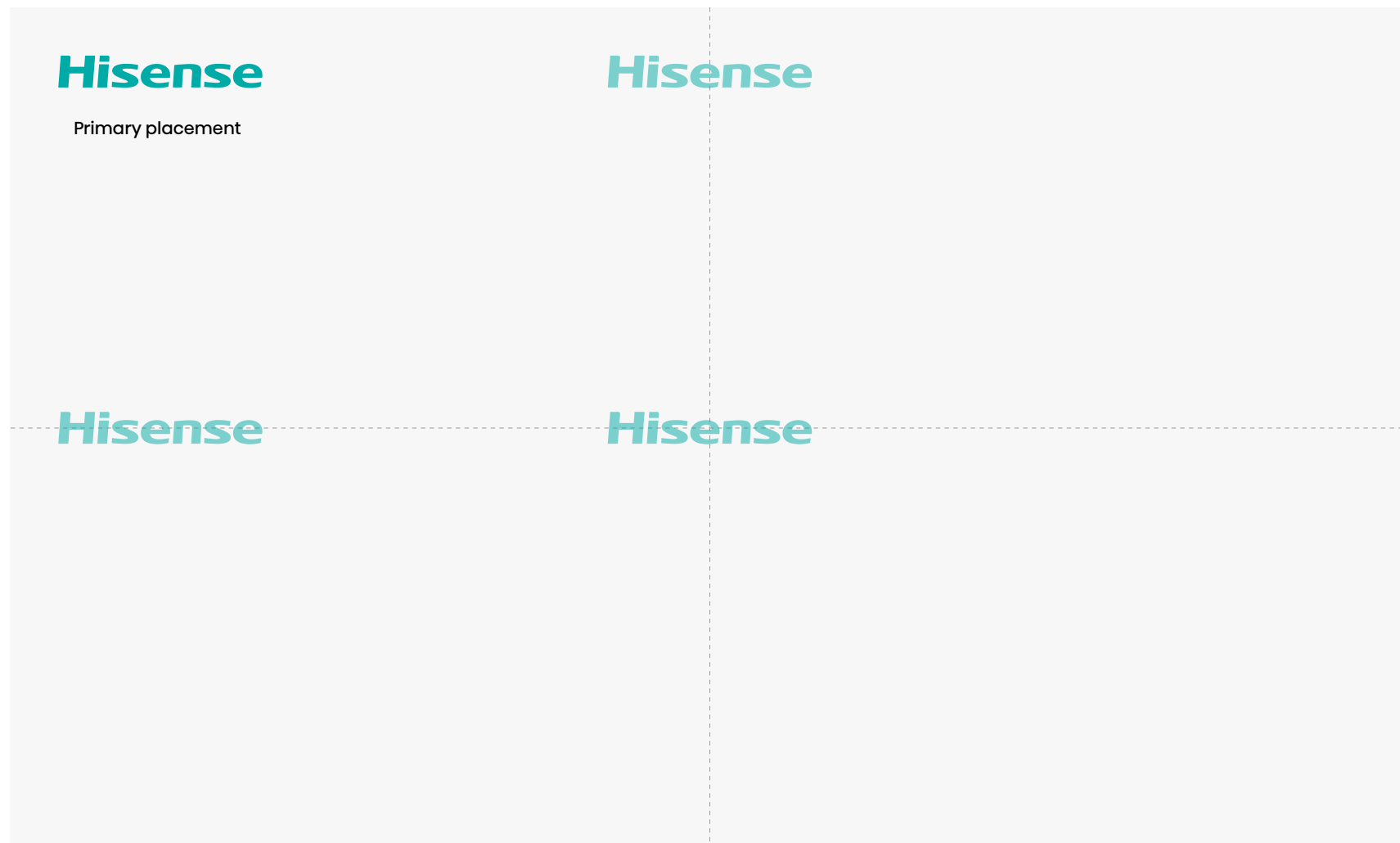
Logo placement varies depending on the type of communication and its usage. Adjusting the position is allowed as long as the logo remains clearly visible.

Top left (primary placement): typically used for online brand image posters, product posters, sales posters, outdoor advertising, stand-up posters, subway light boxes, etc.

Left horizontal center: often used in airport advertising.

Middle vertical center: commonly seen on giant atrium posters in shopping malls, conference posters, etc.

Horizontal and vertical center: used for video end version, peripheral gifts, etc.

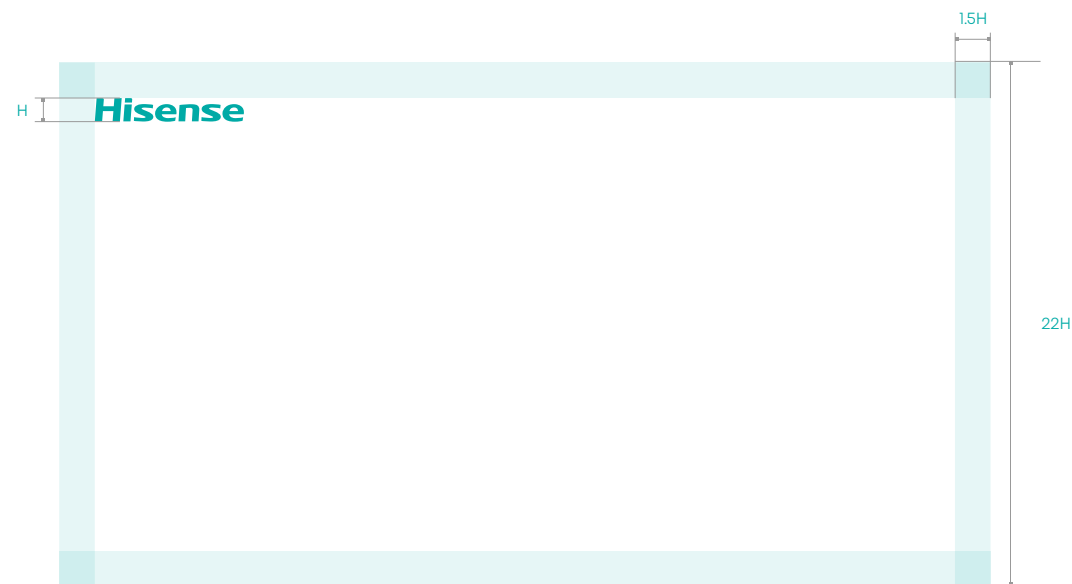
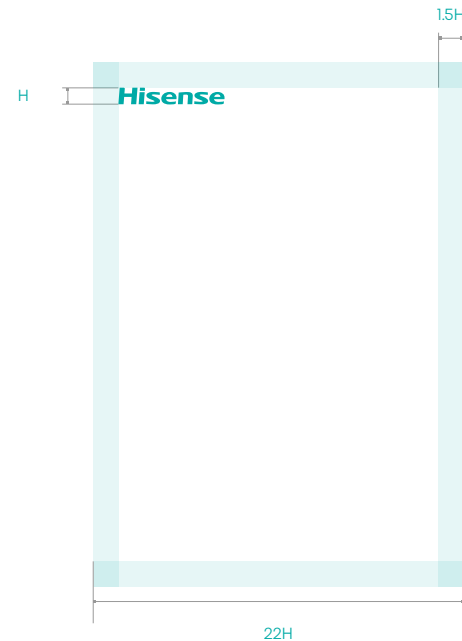


Logo scale and margin (regular format)

The logo scale is benchmarked against the shorter side of the layout:

Logo height H = length of short side $\times 1/22$;
Page margin = $1.5 \times H$.

This guideline primarily applies to advertising, marketing, office materials, and other 2D layouts.



Logo scale and margin examples

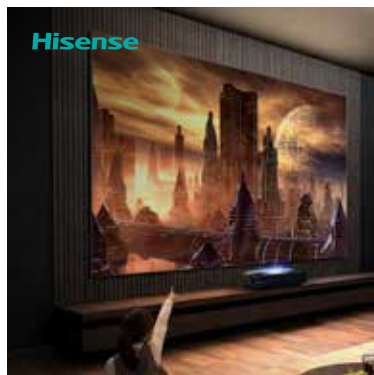
A4



16:9



1:1



4:3



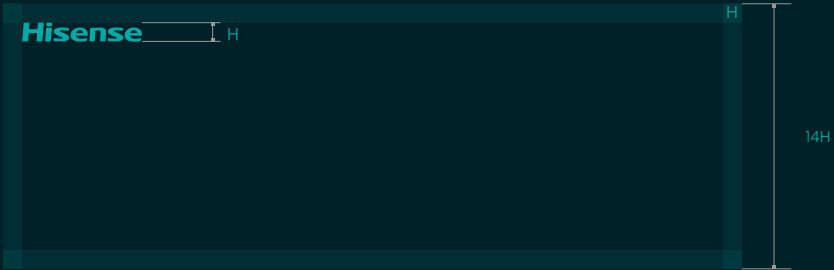
Logo scale and margin (irregular format)

To accommodate layout requirements in various scenarios, four logo scale and margin specifications are provided for two irregular formats. These guidelines are intended for use when the aspect ratio exceeds 1:2.5.

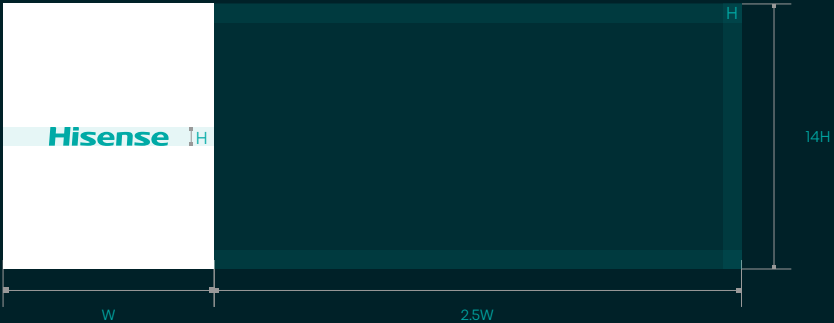
Format one:
Commonly used to emphasize the layout or product in settings such as subway lightbox ads and building advertisements, among others.
Logo height $H =$
Length of short side $\times 1/14$
Page margin $= H$

Format two:
Commonly used to emphasize the brand or logo and placed in an exclusive brand area, in settings such as airport ads, shopping mall atrium ads, etc.; the width ratio between the brand area and the layout is 1:2.5, and the logo is centered both horizontally and vertically.

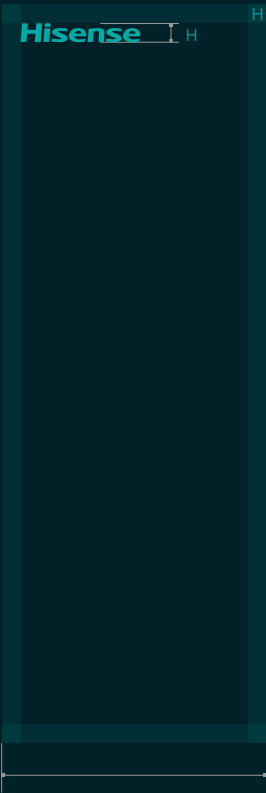
Page margin $=$
length of short edge $\times 1/14$
Horizontal/logo height $= H$
Vertical/logo width $= 7H$



Format one horizontal



Format two horizontal



Format one vertical



Format two vertical

Logo scale and examples



Logo usage in end frame (horizontal)

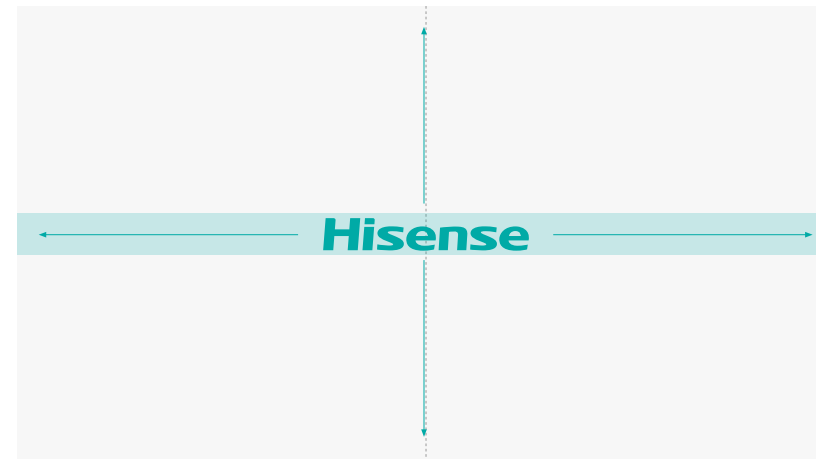
This page serves as a guideline for the scale and placement of the logo in the final frame. Adjustments can be made as needed when creating animation effects.

The logo height is $1/14$ of the length of the short side, and the logo is positioned at the visual center. (Note: Since the logo includes an uppercase letter "H", manual adjustments are required to shift it slightly to the right while maintaining visual center alignment both vertically and horizontally.)

The example on the right depicts a resolution of 1920x1080, which serves as the benchmark for other sizes.



Logo height = Short side * $1/14$



Logo is positioned at the visual center

Logo usage in end frame (vertical)

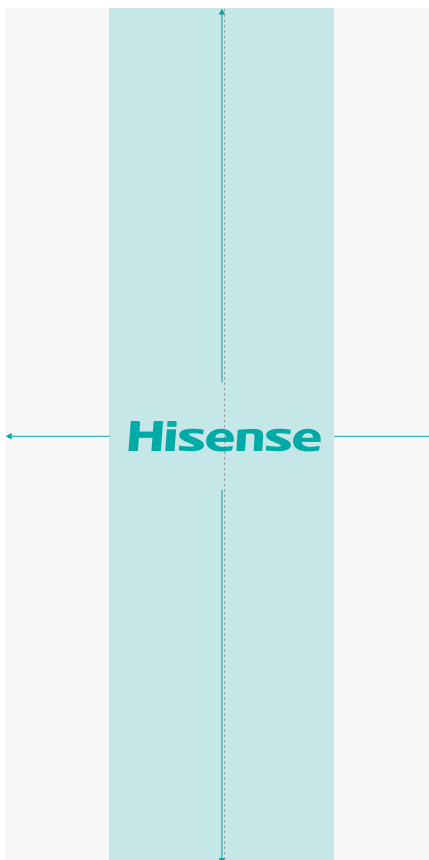
This page serves as a guideline for the scale and placement of the logo in the final frame. Adjustment can be made as needed when creating animation effects.

The logo height is $1/14$ of the length of the short side, and the logo is positioned at the visual center. (Note: Since the logo includes an uppercase letter "H", manual adjustments are required to shift it slightly to the right while maintaining visual center alignment both vertically and horizontally.)

The example on the right depicts a resolution of 1179x2330, which serves as the benchmark for other sizes.

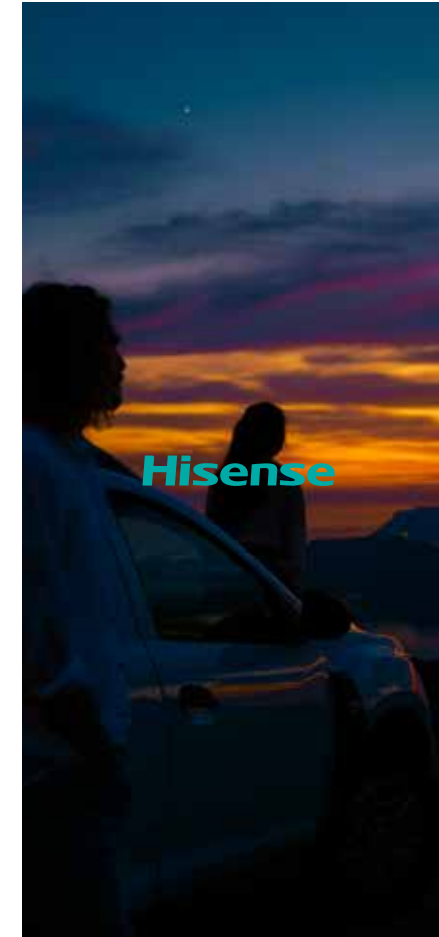


Logo height = Short side * $1/14$



Logo is positioned at the visual center

Examples of logo usage in end frame



Specifications for logo plus slogan

The height of "H" in the logo is used as the unit of . The spacing between the logo and the text is set at 0.5H, and the text should match the logo's width and being vertically centered.



#000000 K 100

Text color

FZLanTingHeiS-B-GB

Text font

Examples
of logo plus slogan

The Hisense logo is displayed in a bold, teal-colored, sans-serif typeface. The letter 'H' is significantly larger and more prominent than the remaining letters, which are of uniform size and weight. The overall style is clean and modern.

User-Centric Technology. Ultimate Quality.

Examples of logo plus slogan



Examples of logo usage in end frame (horizontal)



Examples of logo usage
in end frame (vertical)

Branch logo lockups overview

Branch logo lockups are available in two variations: 1. logo plus Chinese branch; 2. logo plus English branch. Please follow the specifications outlined in the guidelines for logo usage when creating branch logo lockups.

1. Logo Plus Chinese Branch
In all cases, the horizontal lockup should be the preferred option. The vertical lockup is reserved for use only when the layout is too narrow to accommodate the horizontal version.

2. Logo plus English branch
In all cases, the horizontal lockup should be the preferred option. The vertical lockup is reserved for use only when the layout is too narrow to accommodate the horizontal version.

Logo plus Chinese branch



Horizontal (primary)



Vertical (secondary)

Logo plus English branch



Horizontal (primary)



Vertical (secondary)

Specifications for logo
plus Chinese branch
(primary)

The height of "H" in the logo is used as the unit of measurement, and the spacing between the logo and the Chinese characters is set at 0.5H. Align the bottom of the characters with the bottom of the "H", and align the top of the characters with 1/2 of the distance from the top of the "H" to the top of the "s".

The length of the text may vary depending on the number of characters. The text color is black, the font is FZLanTingHeiS-B-GB, and the kerning is visual and set to 0.



Extend according to the length of the character



#000000 K 100

Text color

FZLanTingHeiS-B-GB

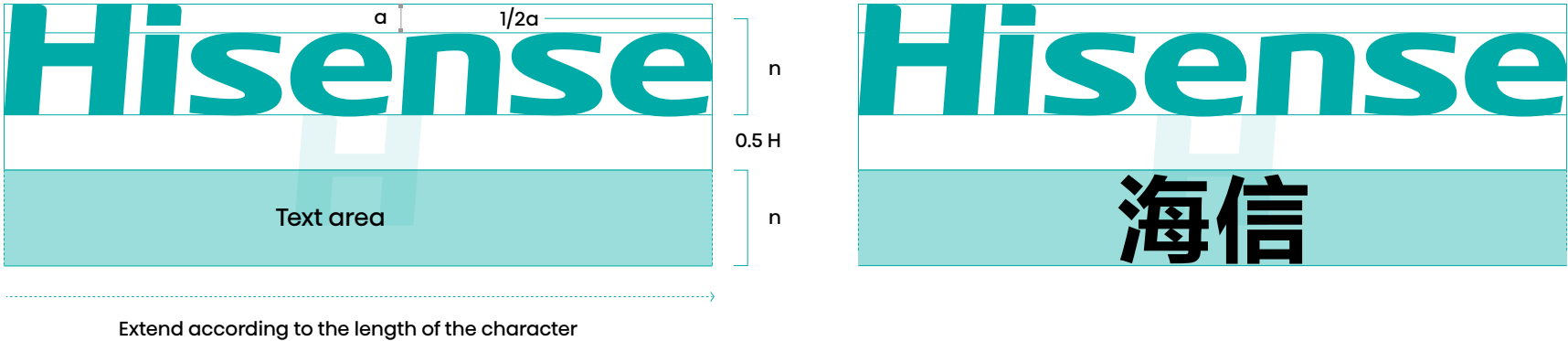
Text font

Specifications for logo
plus Chinese branch
(secondary)

The height of the "H" in the logo is used as the unit of measurement, and the spacing between the logo and the Chinese characters is set at 0.5H. The distance from the top of the "H" to the top of the "s" is a, from the midpoint of a to the bottom of the letter "s" is defined as n. The height of the Chinese characters is equivalent to n.

The width of the text area shall not exceed the width of the logo. If it does, it should be resized to fit, keep the text vertically centered with the logo.

The length of the text may vary depending on the number of characters. The text color is black, the font is FZLanTingHeiS-B-GB, and the kerning is visual and set to 0.



#000000 K100

Text color

FZLanTingHeiS-B-GB

Text font

Examples of logo
plus Chinese branch

Hisense 海信

Hisense

海信研发中心

Hisense 海信专营店

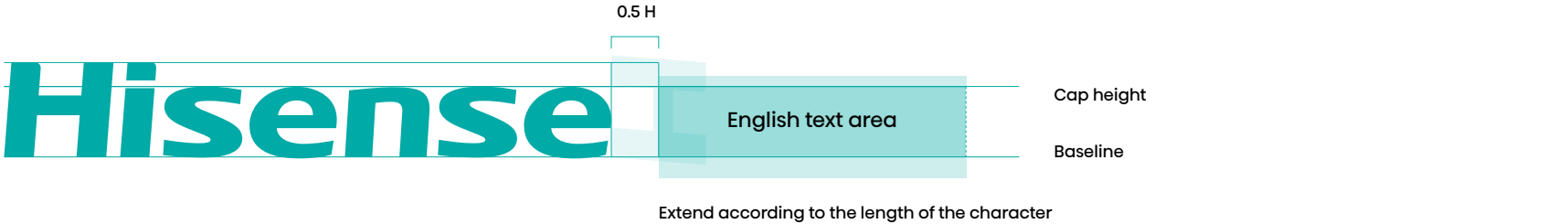
Hisense

海信南宁营销中心

Specifications for logo
plus English branch
(primary)

The height of the "H" in the logo is used as the unit of measurement, and the spacing between the logo and the Chinese characters is set at 0.5H. Align the English text's baseline with the bottom of the "s" and align its top with the top of the "S".

The length of the text may vary depending on the number of characters. The text color is black, the font is HisenseAlfabet-Medium, and the kerning is visual and set to 0.



#000000 K 100

Text color

Hisense Alfabet-Medium

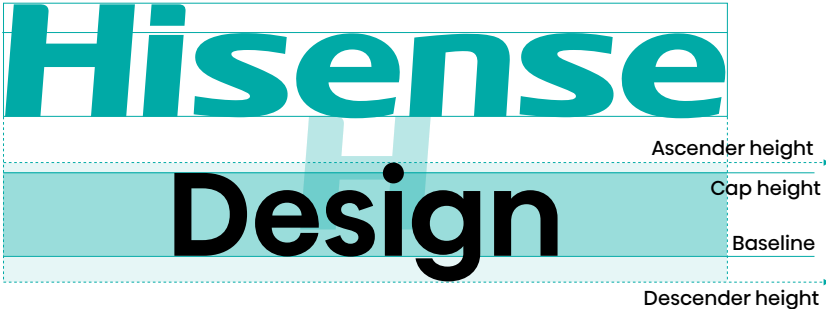
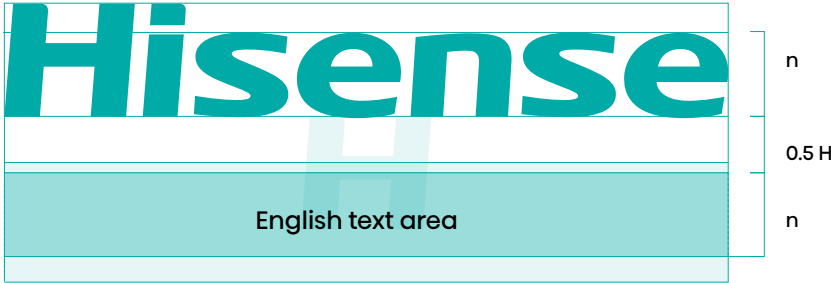
Text font

Specifications for logo
plus English branch
(secondary)

The height of the "H" in the logo is used as the unit of measurement, and the spacing between the logo and the Chinese characters is set at 0.5H. The height of the letter "s" is defined as n, and the height of the English text is equivalent to n.

The width of the text area shall not exceed the width of the logo. If it does, it should be resized to fit, while keeping the text vertically centered with the logo.

The length of the text may vary depending on the number of characters. The text color is black, the font is HisenseAlfabet-Medium, and the kerning is visual and set to 0.



#000000 K100

Text color

Hisense Alfabet-Medium

Text font

Examples of logo
plus English branch

***Hisense* TV**

Hisense

Pureflat Refrigerator

***Hisense* Home Appliances**

Hisense

Home Appliances

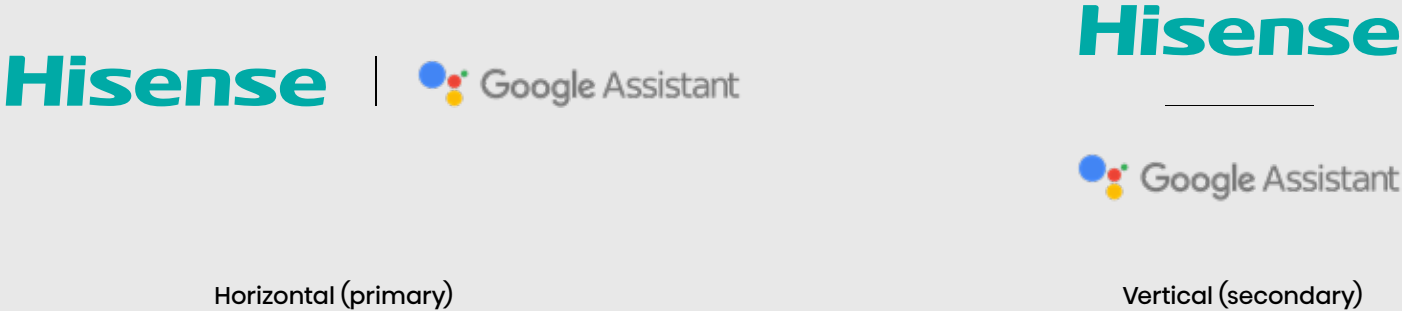
Partnership lockups overview

There are two types of partnership lockups: 1. Co-branding logo lockups; 2. Event partnership logo lockups; Use the specifications in the guidelines when creating partnership lockups.

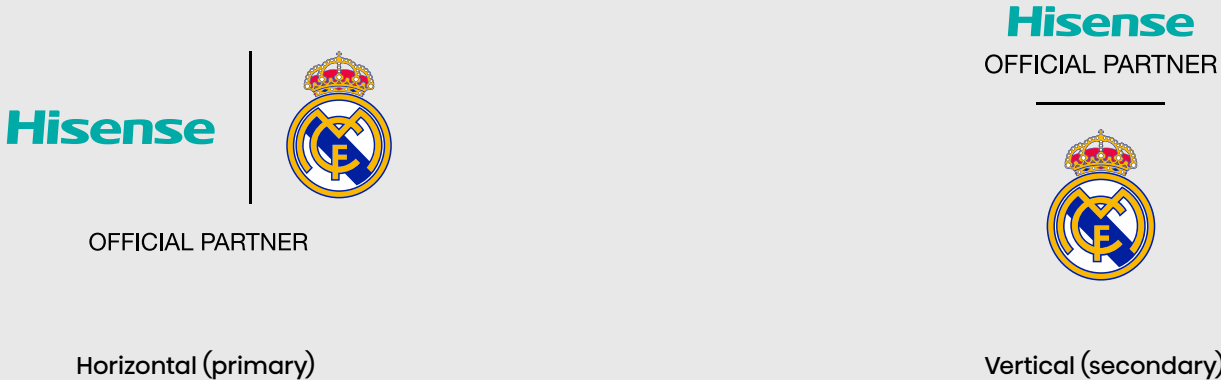
1. Partnership logo lockups
The horizontal lockup should be preferred in all cases. The vertical lockup is reserved for use only when the layout is too narrow for the horizontal version.

2. Event co-branding logo lockups
The horizontal lockup should be preferred in all cases. The vertical lockup is reserved for use only when the layout is too narrow for the horizontal version.

Partnership logo lockups



Event co-branding logo lockups



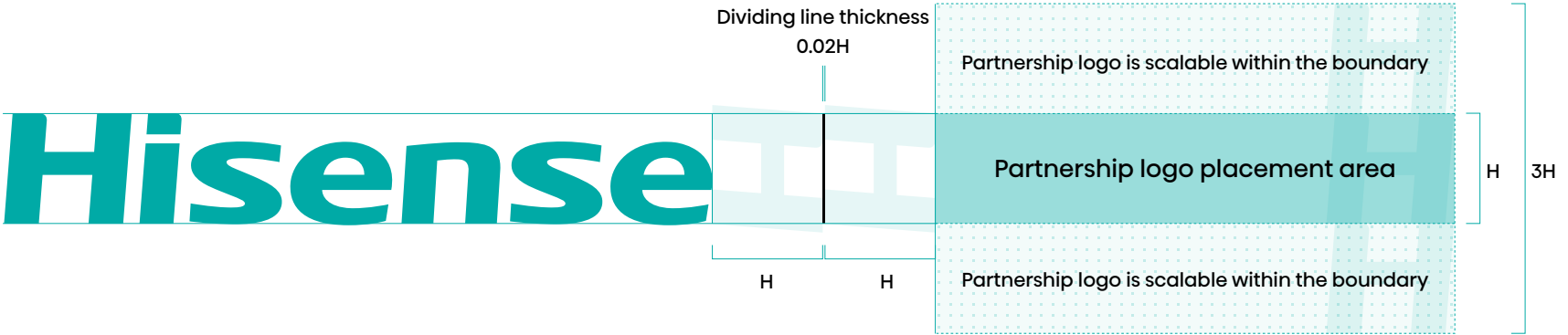
* For partnership lockups of independent brands, such as Hisense Hospital, Hisense School and other calligraphic symbols, please refer to the guidelines under "1. Partnership logo lockups" .

Partnership logo lockups (primary)

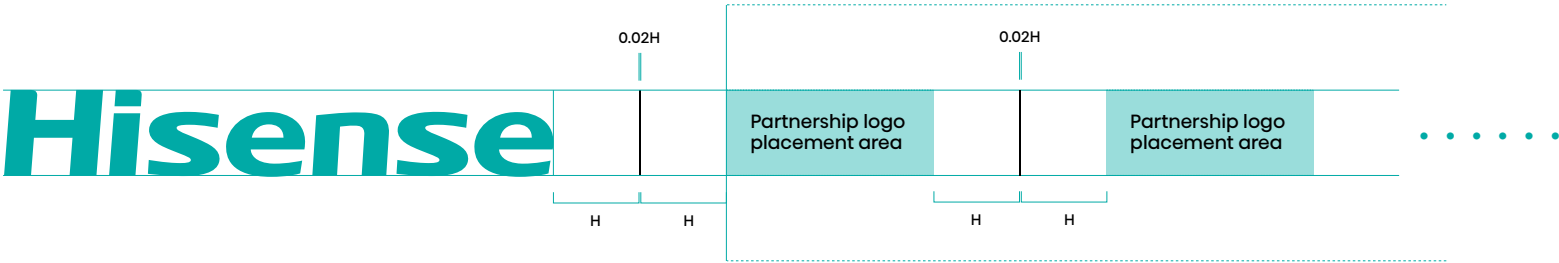
The height of the "H" in the logo is used as the unit of measurement. The minimum height of the partner logo is H, and the maximum is 3H. The height can be modified in proportion to the width, keeping it horizontally centered.

This principle applies even when there are three or more partners involved.

Note: the logo can be adjusted within the area marked by the dashed lines. the dividing line is black but changes to white when the white logo is used.



The width of the partnership logo can be modified in proportion to its height



#000000 K100
Dividing line color

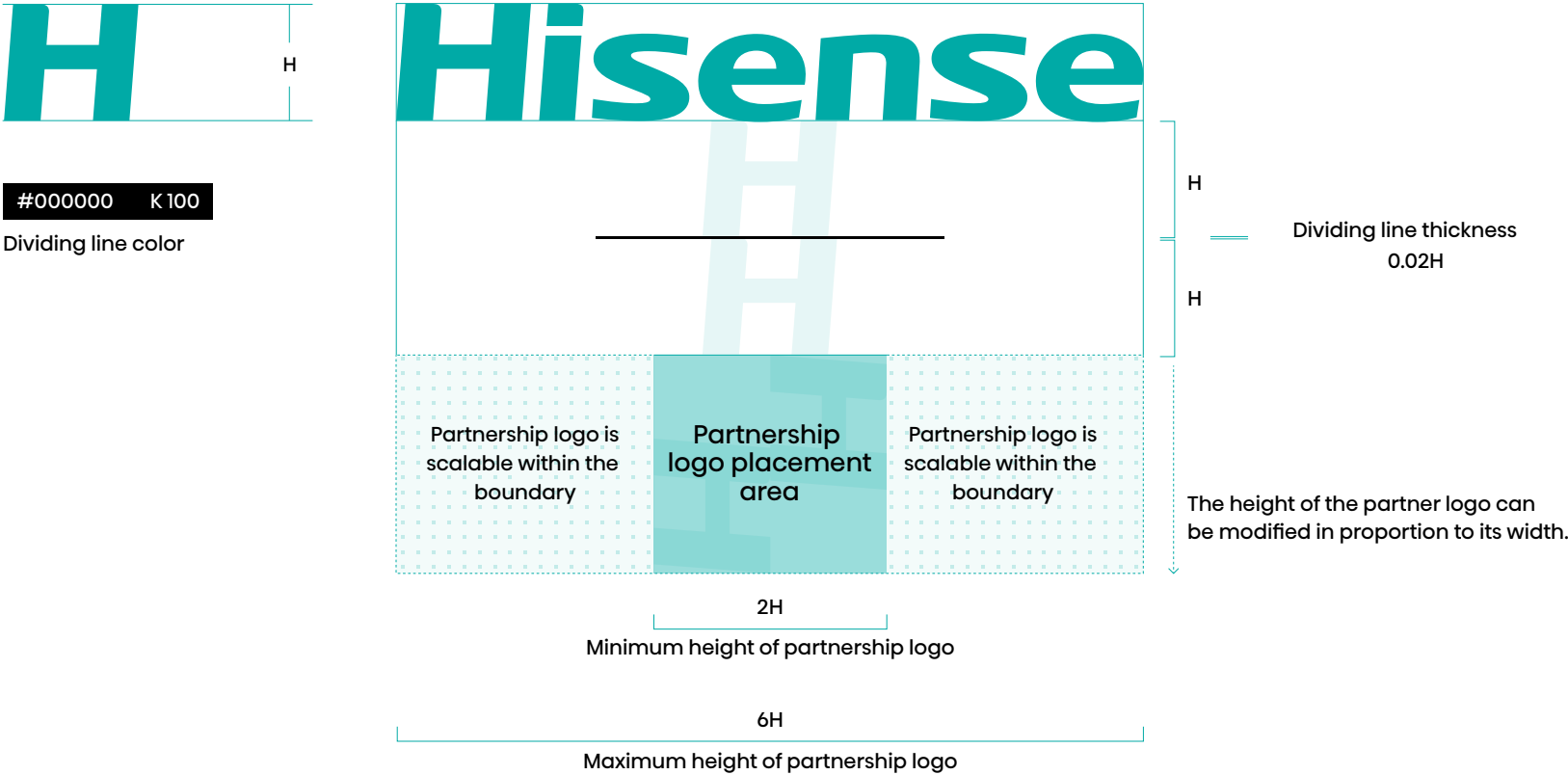
Partnership logo lockups (secondary)

The secondary lockup is utilized only in cases where the primary form is not applicable (such as when the layout is too narrow for the horizontal lockup).

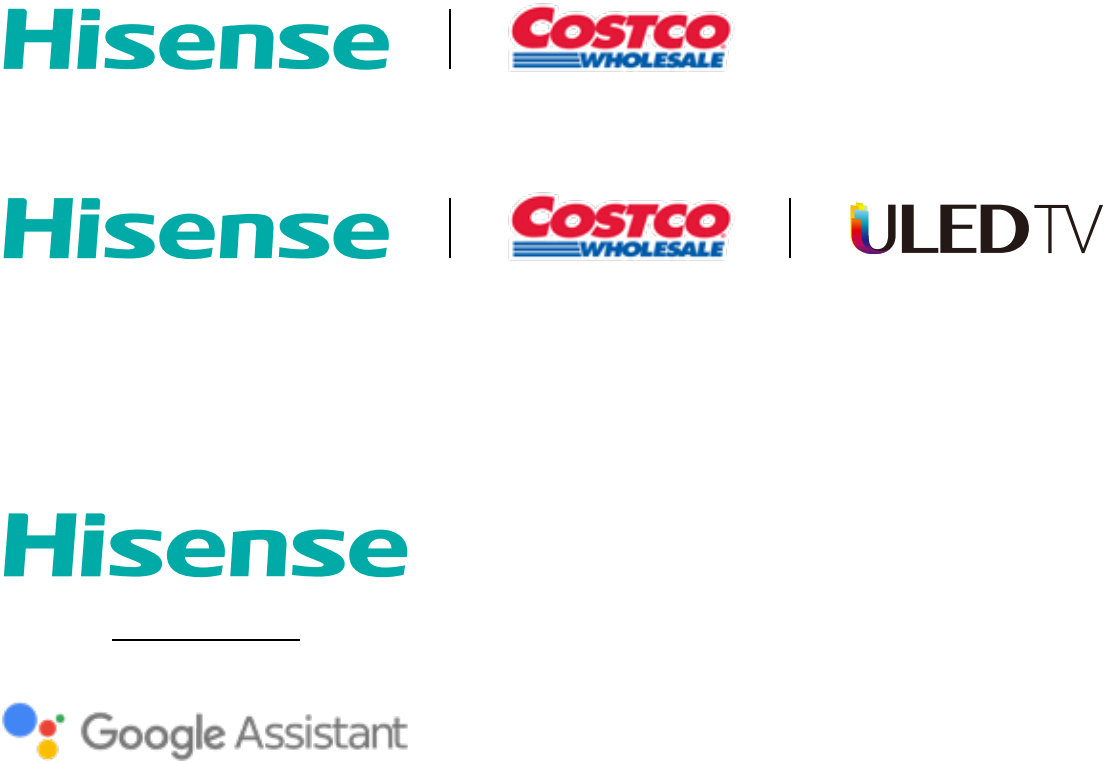
The height of the "H" in the logo is used as the unit of measurement. The maximum width of the partner logo is equal to the width of the logo, and the minimum is 2H. The height can be modified in proportion to the width, keeping it horizontally centered.

This principle applies even when there are three or more partners involved.

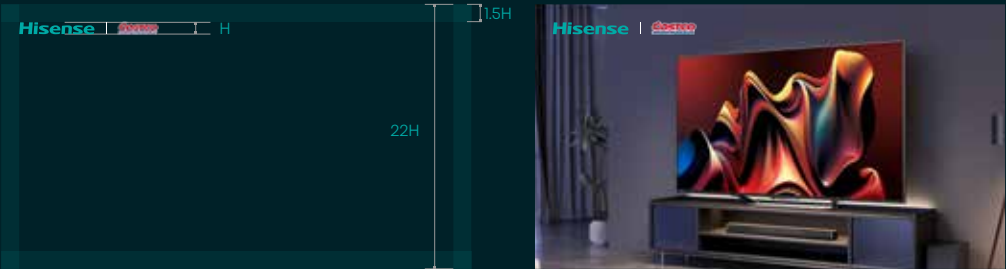
Note: the logo can be adjusted within the area marked by the dashed lines. The dividing line is black but changes to white when the white logo is used.



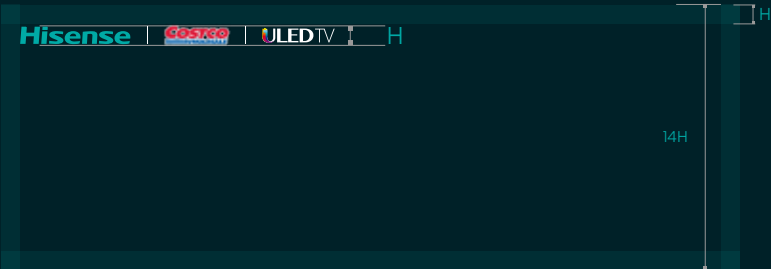
Examples of
Partnership logo
lockups



Partnership logo lockups Scale and placement examples

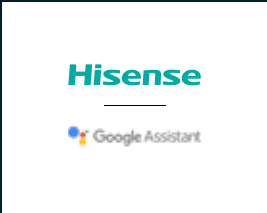
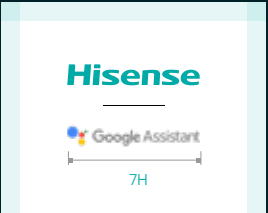


Horizontal - Format one



Horizontal - Format two

If the height of the lockup logo surpasses H, it may cause the logo to overlap with the margin or being unable to be fully displayed in the upper left corner alongside the Hisense brand logo. In such cases, the logo's placement can be slightly adjusted vertically to ensure overall visual coherence.



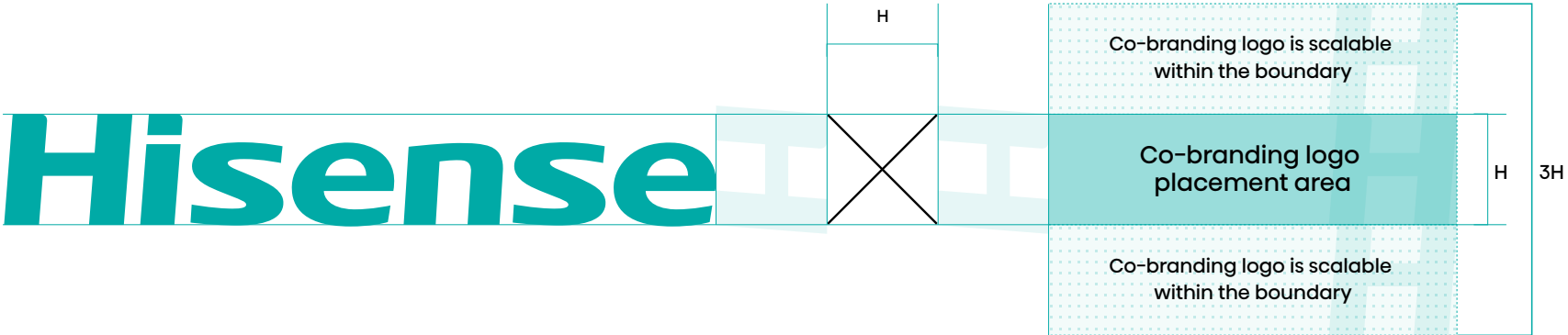
Vertical

Event co-branding
logo lockups
(primary)

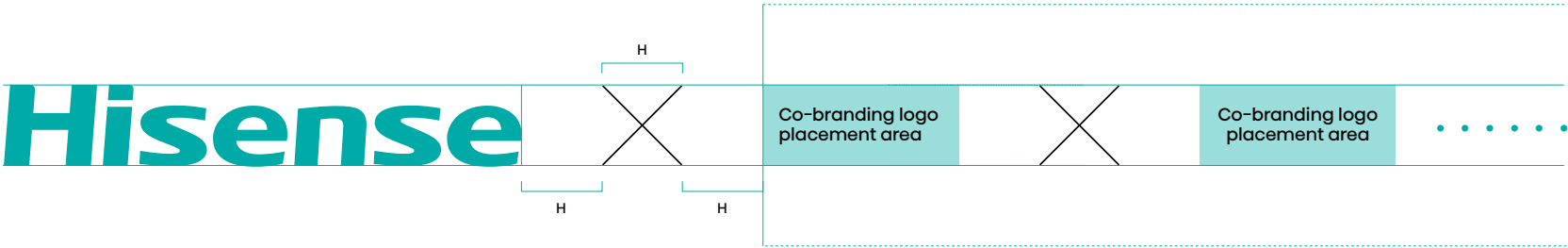
The height of the "H" in the logo is used as the unit of measurement. The maximum height of the partner logo is H, and the minimum is 3H. The width can be modified in proportion to the height, keeping it horizontally centered.

This principle applies even when there are three or more partners involved.

Note: the logo can be adjusted within the area marked by the dashed lines. The dividing line is black but changes to white when the white logo is used.



The height of the co-branding logo can be modified in proportion to its width.



#000000 K100
Dividing line color

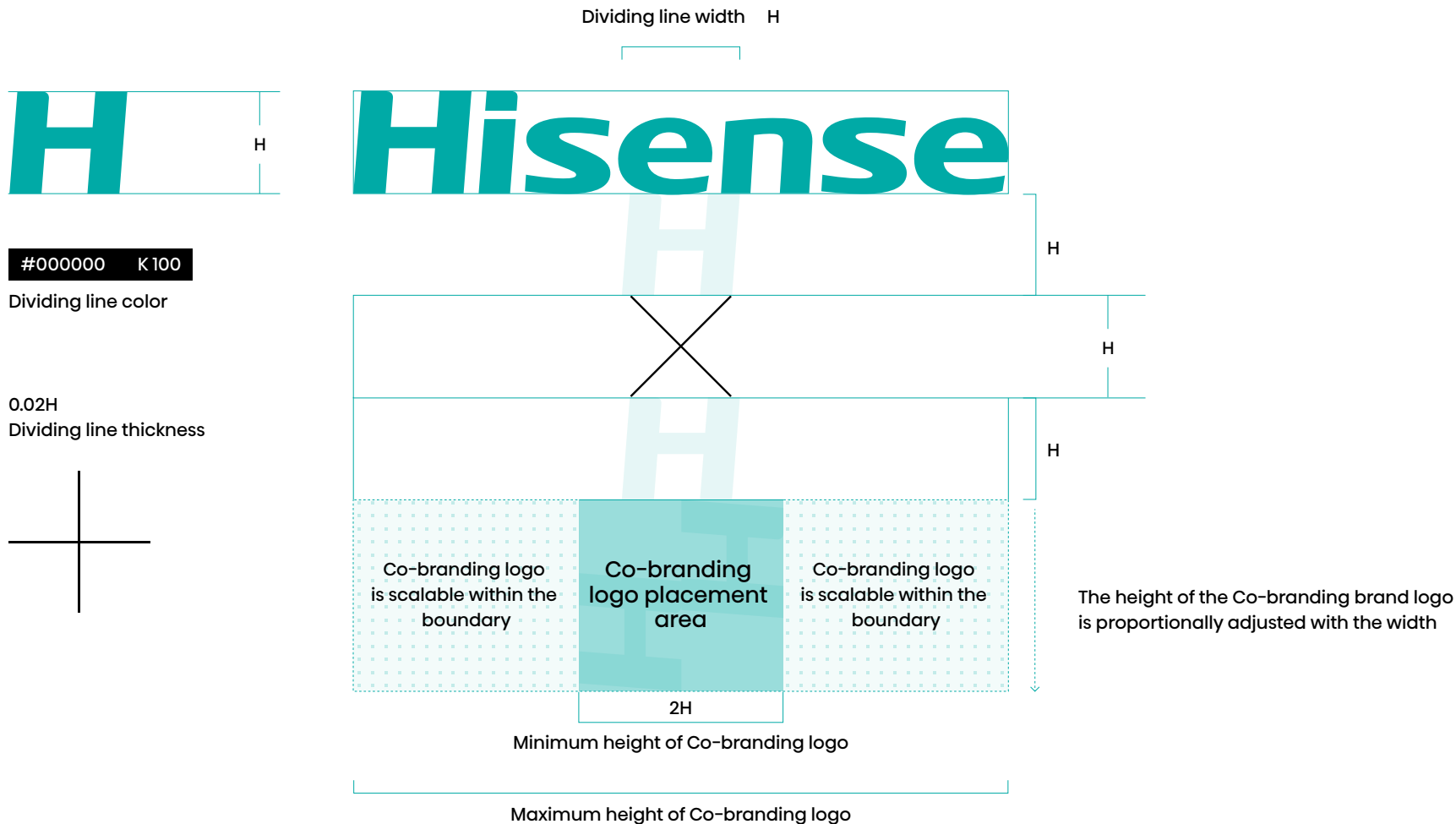
Dividing line thickness
0.02H

Event co-branding logo lockups (secondary)

The secondary lockup is utilized only in cases where the primary form is not applicable. The height of the "H" in the logo is used as the unit of measurement. The maximum width of the partner logo is equal to the width of the logo, and the minimum width is 2H. The height can be modified in proportion to the width, keeping it horizontally centered.

This principle applies even when there are three or more partners involved.

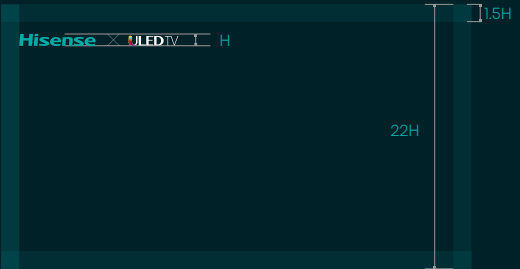
Note: the logo can be adjusted within the area marked by the dashed lines. The dividing line is black but changes to white when the white logo is used.



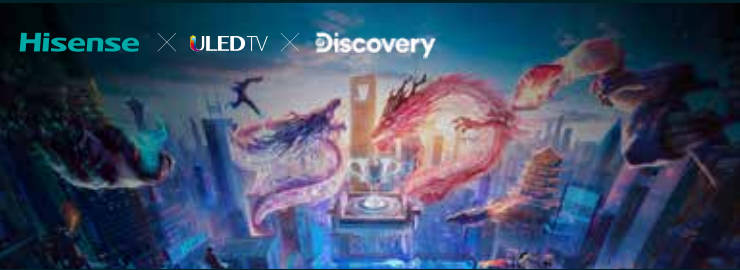
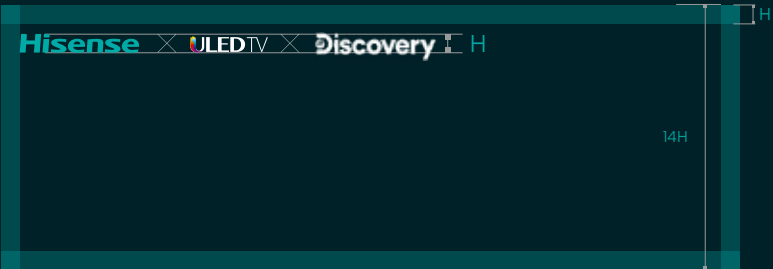
Examples of event
Co-branding logo
lockups



Event Co-branding
logo lockups
Scale and placement
examples



Horizontal - Format one



Horizontal - Format two



Vertical

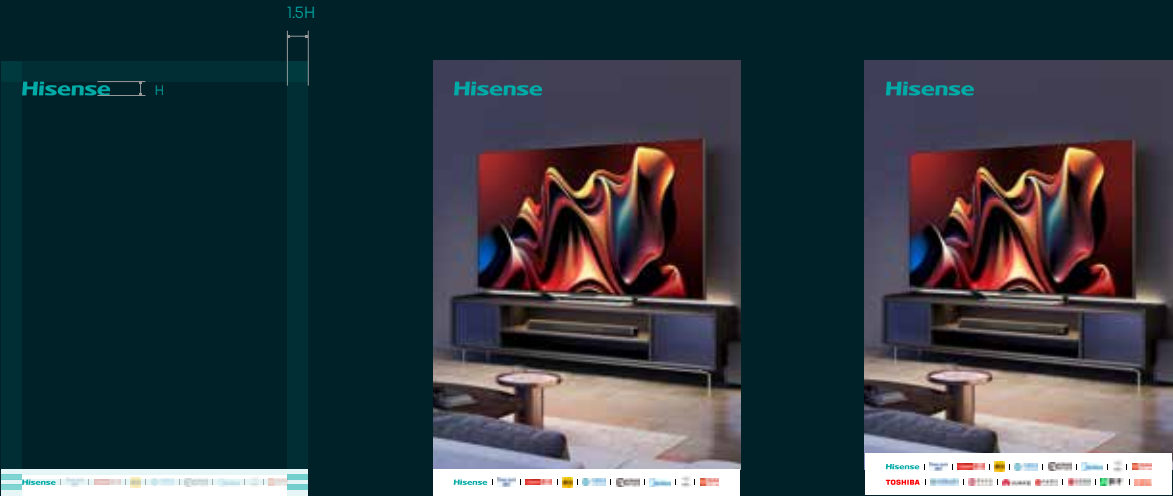


* If the height of the lockup logo surpasses H, it may result in either the logo overlapping with the margin or being unable to be fully displayed in the upper left corner alongside the Hisense brand logo. In such cases, the logo's placement can be slightly adjusted vertically to ensure overall visual coherence.

Special partnership lockups scale and placement examples

When the lockup consists of three or more logos that cannot be feasibly displayed in their usual positions, a distinct lockup section can be designated at the bottom of the layout (breaking it into multiple rows if necessary).

The height of the partnership lockup area is $L = 1.5H$
The height of the partnership logo = $1/5L$



Special production logo versions

When Hisense Green cannot meet the production requirements, a special production process can be used. This includes, but is not limited to, the processes listed on the right (for example, multiple processes are involved to display the logo on various materials).

Metallic 3D printing

The Hisense logo is rendered in a bold, sans-serif font with a metallic 3D effect, appearing to be printed onto a light gray background.

Metallic foil

The Hisense logo is rendered in a bold, sans-serif font with a metallic foil effect, appearing to be applied to a dark gray background.

Silver foil

The Hisense logo is rendered in a bold, sans-serif font with a silver foil effect, appearing to be applied to a dark gray background.

Colorless embossing

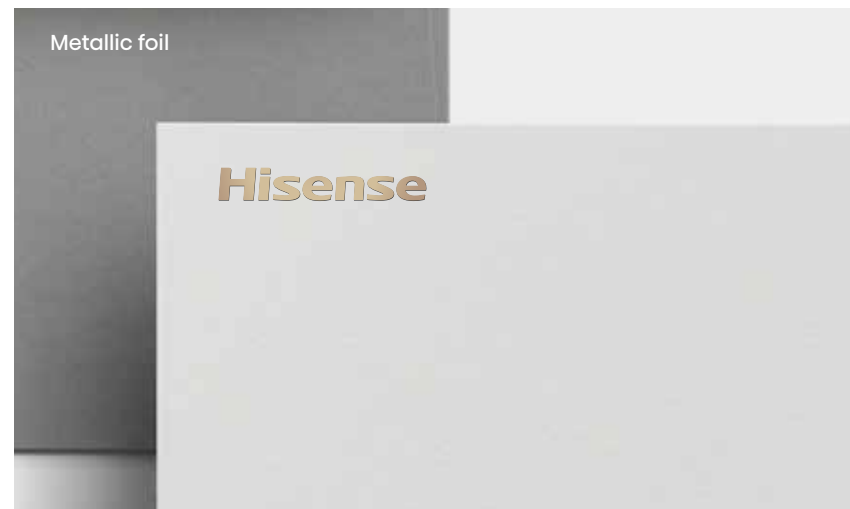
The Hisense logo is rendered in a bold, sans-serif font with a colorless embossed effect, appearing to be applied to a dark gray background.

Examples of special production logo versions

Metallic 3D printing



Metallic foil



Silver foil



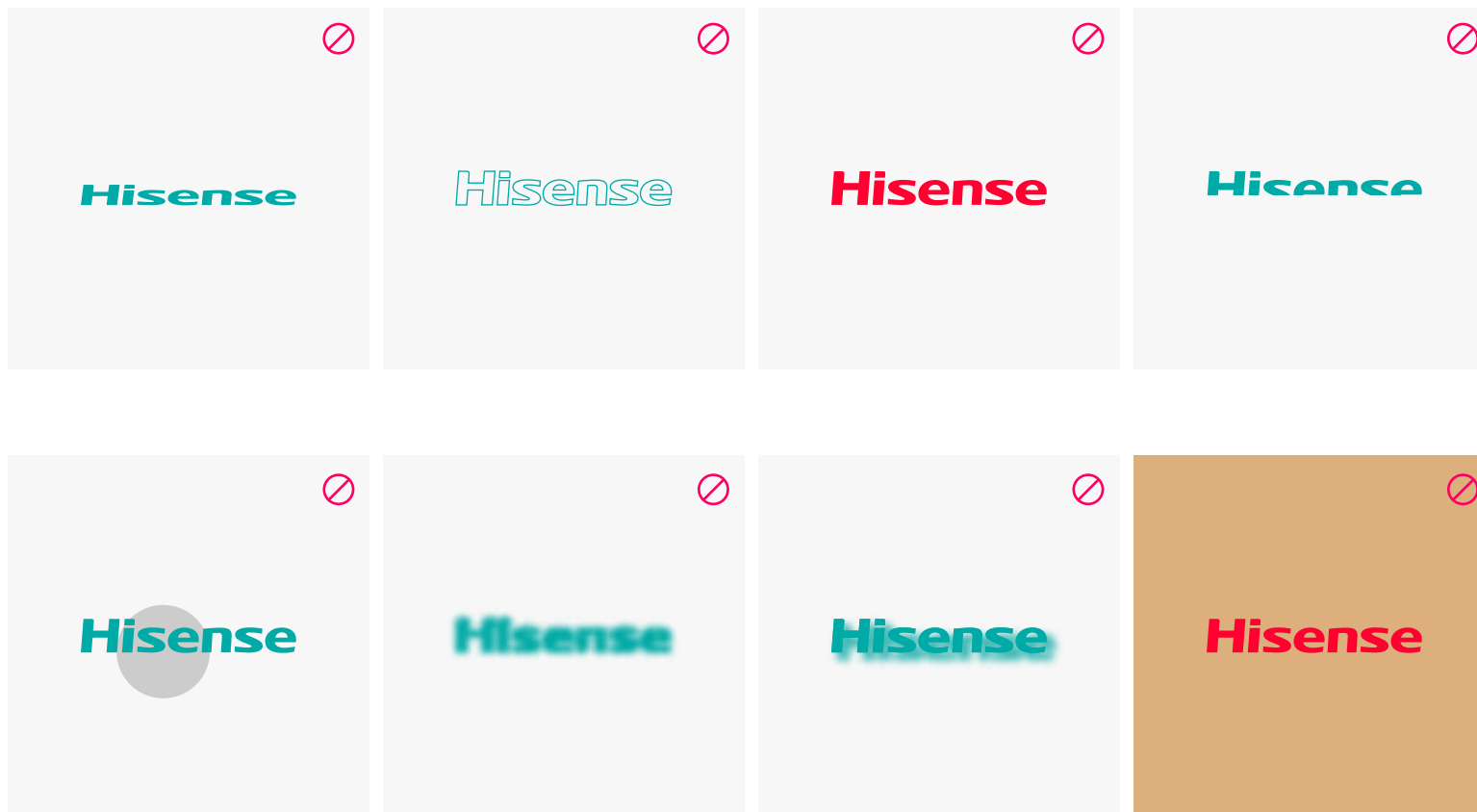
Colorless embossing



Examples of improper usage

1. Don't stretch or compress the logo.
2. Don't add outlines around the logo.
3. Don't create alternate color versions.
4. Don't crop the logo.
5. Don't disturb the designated clear space.
6. Don't use blur effect.
7. Don't use drop shadows.
8. Don't place the master logo on gold or red backgrounds.

The examples on this page illustrate some, but not all, potential misuses of our logo.



Introduction

Brand font (Chinese)

Brand font (English)

System font

Typesetting and hierarchy (Chinese)

Typesetting and hierarchy (English)

Font weights for specific text

Examples of font weights for specific text

Typeface

03

Introduction

Typeface is an important element of the brand visual identity system. The standardization of typeface can create a unified brand visual image across various communication channels.

Typeface

3.1
Brand font (Chinese)



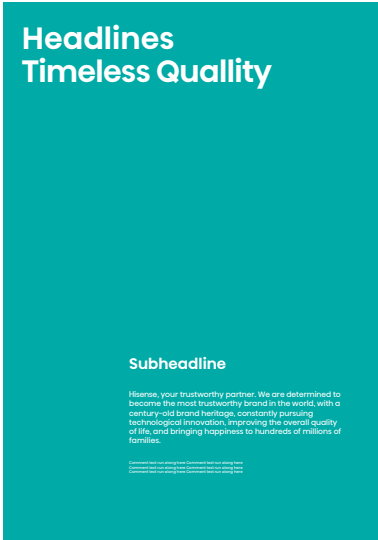
3.2
Brand font (English)



3.3
System font



3.4
Typesetting and hierarchy



3.5
Font weights for specific text



Brand font (Chinese)

兰亭黑体

新风 品质 科技 体验派
海信电视 海信真空冰箱
多分区控光电视 海信中央空调品质优选
五维空气管家为用户提供健康空气解决方案

Brand font (Chinese)

FZLanTingHei-R-GB is concise and highly recognizable. Its clean and legible shape, coupled with an extensive range of font weights, makes it well-suited for printing and on-screen applications.

方正兰亭粗黑简

方正兰亭中粗黑

方正兰亭准黑

方正兰亭细黑

Brand font (Chinese)

FZLanTingHei-R-GB offers a range of font weights, and four variations are chosen to fulfill all communications and design needs.

Please contact the copyright party to purchase commercial license.

Light

海信，您值得信赖的合作伙伴。我们立志成为全球最值得信赖的品牌，拥有百年品牌传承，不断追求科技创新，提高整体生活质量，为亿万家庭带来幸福。

Regular

海信，您值得信赖的合作伙伴。我们立志成为全球最值得信赖的品牌，拥有百年品牌传承，不断追求科技创新，提高整体生活质量，为亿万家庭带来幸福。

Medium

海信，您值得信赖的合作伙伴。我们立志成为全球最值得信赖的品牌，拥有百年品牌传承，不断追求科技创新，提高整体生活质量，为亿万家庭带来幸福。

Bold

海信，您值得信赖的合作伙伴。我们立志成为全球最值得信赖的品牌，拥有百年品牌传承，不断追求科技创新，提高整体生活质量，为亿万家庭带来幸福。

Brand font (English)

AaBb

0123

Hisense Alfabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!.,;?"®<>--

Brand font (English)

Hisense Alfabet offers four font weights that effectively fulfill all communications and design needs.

Bold

Medium

Regular

Light

Brand font (English)

Hisense Alfabet offers four font weights that effectively fulfill all communications and design needs, with in-house developed fonts.

Light

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890
!.,;?"®<>--

Regular

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890
!.,;?"®<>--

Medium

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890
!.,;?"®<>--

Bold

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890
!.,;?"®<>--

System font

System fonts are intended for use when brand-specific fonts are not applicable, such as Microsoft Office, iWork and other office suites (e.g., Microsoft Word, PowerPoint, email bodies and other applications). For Chinese and English texts, Microsoft YaHei and Arial shall be used respectively .

Please contact the copyright holder to purchase commercial license.

System font (Chinese)

Microsoft YaHei

微软雅黑

Regular

海信，您值得信赖的合作伙伴。我们立志成为全球最值得信赖的品牌，拥有百年品牌传承，不断追求科技创新，提高整体生活质量，为亿万家庭带来幸福。

Bold

海信，您值得信赖的合作伙伴。我们立志成为全球最值得信赖的品牌，拥有百年品牌传承，不断追求科技创新，提高整体生活质量，为亿万家庭带来幸福。

System font (English)

Arial

Regular

ABC
DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!.,;?"'®<>--

Bold

ABC
DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!.,;?"'®<>--

Typesetting and hierarchy (Chinese)

Typographic hierarchy helps organize the content, making it easier for readers to identify the most important information. The following example illustrates our typographic hierarchy, and appropriate adjustments can be made as needed.

Font size guides:
Headline: 4X pt
Subtitle: 2X pt
Body title/Body: X pt
Annotation: 0.5Xpt

Line spacing guides:
Headline: 1.2* font size
Subtitle: 1.2* font size
Body title/Body: 1.5* font size
Annotation: 1.5* font size

Headline	
Font weight	Medium
Font size	60pt
Line spacing	72pt
Character spacing	0pt

Subtitle	
Font weight	Regular
Font size	30pt
Line spacing	36pt
Character spacing	0pt

Body title/Body	
Font weight	Bold/Regular
Font size	15pt
Line spacing	22.5pt
Character spacing	0pt

Annotation	
Font weight	Regular/Light
Font size	7.5pt
Line spacing	11.25pt
Character spacing	0pt

至臻品质
这里是标题
这是副标题面向未来

这是正文标题这是正文标题

海信，您值得信赖的合作伙伴。我们立志成为全球最值得信赖的品牌，拥有百年品牌传承，不断追求科技创新，提高整体生活质量，为亿万家庭带来幸福。

这是注解文字这是注解文字这是注解文字这是注解文字这是注解文字这是注解文字这是注解文字这是注解文字
这是注解文字这是注解文字这是注解文字这是注解文字这是注解文字这是注解文字这是注解文字

Typesetting and hierarchy (English)

Typographic hierarchy helps organize the content, making it easier for readers to identify the most important information. The following example illustrates our typographic hierarchy, and appropriate adjustments can be made as needed.

English capitalization guidelines:
Capitalize the letter "H" in all mentions of "Hisense."
Capitalize the first letter of each word in headlines, except for prepositions (e.g., "in") and conjunctions(e.g., "and").
Capitalize the first word of subtitles and body titles.
Capitalize the first word of body titles and annotations.

Font size guidelines:
Headline: 4Xpt
Subtitle: 2Xpt
Body Title/Body: Xpt
Annotation : 0.5Xpt

Spacing guidelines:
Headline: 1.1 x font size
Subtitle: 1.1 x font size
Body Title/Body: 1.2 x font size
Annotation : 1.2 x font size

Headline	
Font weight	Medium
Font size	60pt
Line spacing	66pt
Character spacing	0pt

Subtitle	
Font weight	Medium
Font size	30pt
Line spacing	33pt
Character spacing	0pt

Body title/Body	
Font weight	Bold/Regular
Font size	15pt
Line spacing	18pt
Character spacing	0pt

Annotation	
Font weight	Regular/Light
Font size	7.5pt
Line spacing	9pt
Character spacing	0pt

Headlines
Timeless Quality
Subheadline

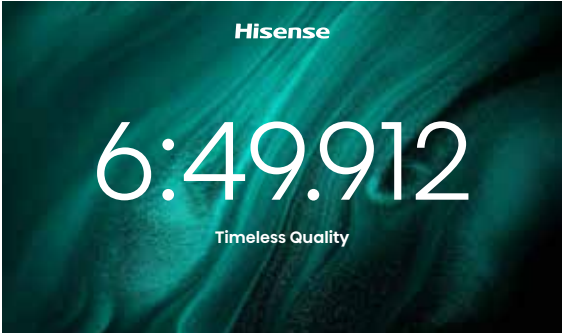
Body Copy

Hisense, your trustworthy partner. We are determined to become the most trustworthy brand in the world, with a century-old brand heritage, constantly pursuing technological innovation, improving the overall quality of life, and bringing happiness to hundreds of millions of families.

Comment text run along here Comment text run along here
Comment text run along here Comment text run along here
Comment text run along here Comment text run along here

Font weights for specific text

Brand fonts offer a range of weights, allowing for an emphasis on specific content within a paragraph. Incorporating weight variations into the layout helps communicate the texts and brand tone more accurately.



Examples of font weights for specific text



Introduction
Color overview
Primary color
Color - color scale
Neutral color
Secondary color
Color ratio (office system)
Color ratio (advertising system)
Color ratio (digital marketing system)
Color ratio (multimedia system charts)
Color ratio (space identity)
Color ratio (swag)
Color ratio (festivals)
Examples of improper usage

Color

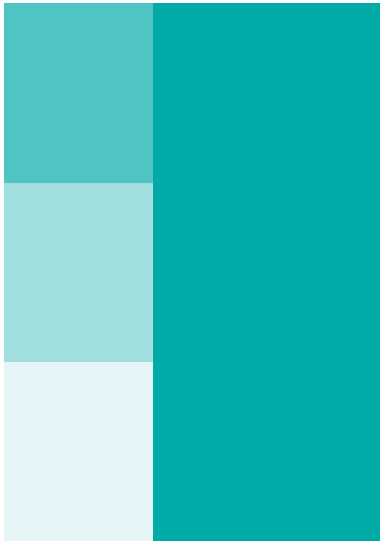
04

Introduction

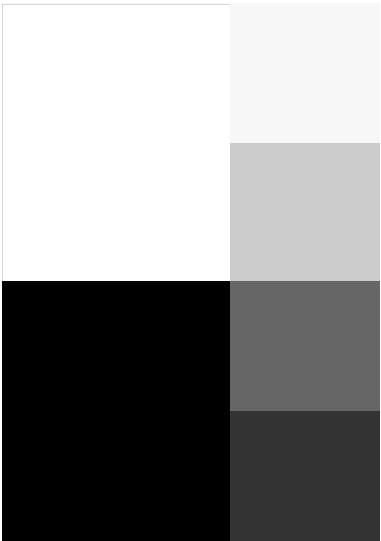
Color is an important element in the brand visual identity system. Standardizing color usage helps create a cohesive brand image across various communication channels.

Color

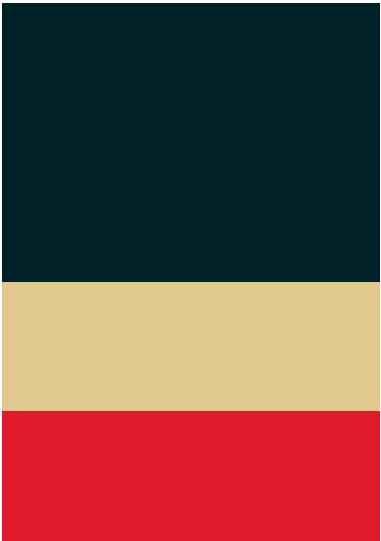
4.1
Primary color



4.2
Neutral color



4.3
Secondary color



4.4
Color ratios

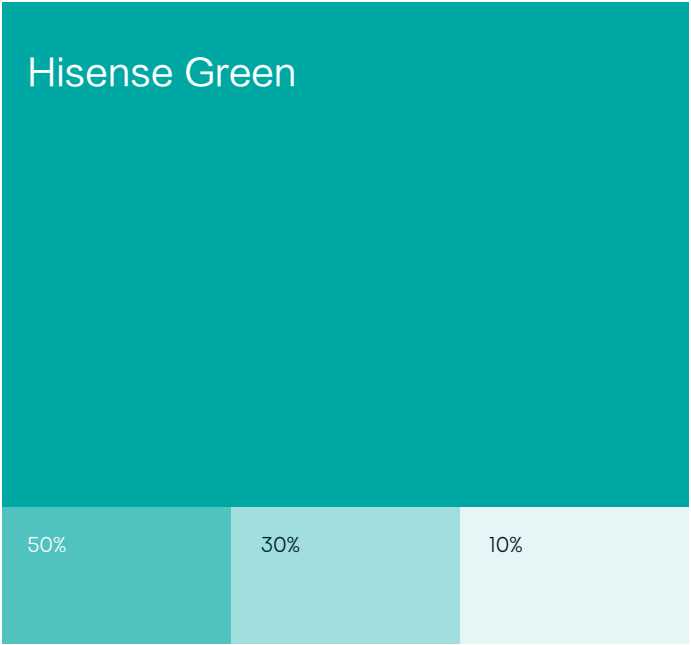


Note * The specifications of the color system are not applicable to the tonality of the brand image.

Color overview

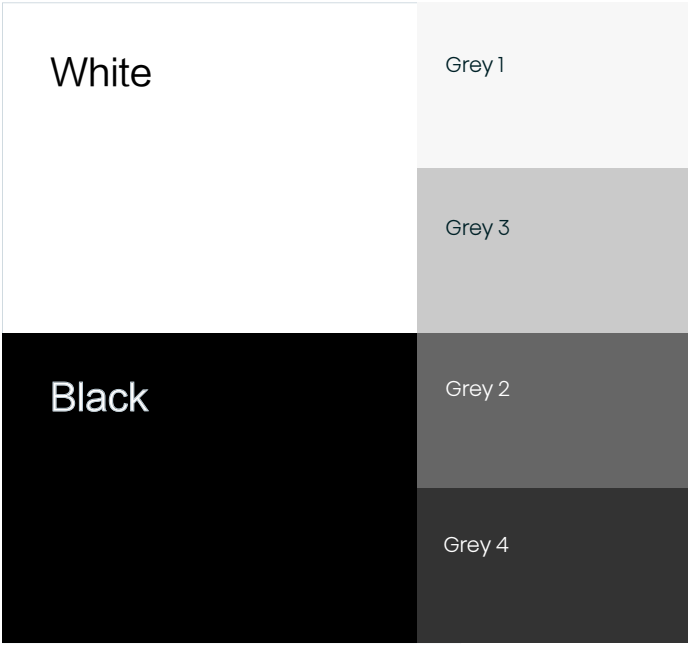
Primary color – Hisense Green

Hisense Green is our signature color.



Neutral color

It is recommended to use white, black, and four shades of gray as neutral colors. These neutral tones can be generously applied to complement the images. Managing color ratios helps create a visually appealing composition.



Secondary color

Used for accentuating brand colors (dark green) or for special occasions like holidays (gold & red).



Brand color

Hisense Green, our signature color is comprised of peaceful blue and vivid green, creating a positive and tranquil ambiance. The PANTONE color value is preferred for printing. If PANTONE is not applicable, CMYK can be used as an alternative.

PANTONE
3272 C

CMYK
100.0.44.0

RGB
0.170.166

HEX
00AAA6

Brand color –
color scale

To meet diverse production requirements, we have established specific color value standards for the different shades of Hisense Green.

100%

RGB: 0.170.166
HEX: 00AAA6
CMYK: 100.0.44.0
PANTONE: 3272 C

50%

RGB: 80.195.195
HEX: 50C3C3
CMYK: 60.0.0.25
PANTONE: 325C

30%

RGB: 165.225.225
HEX: a5e1e1
CMYK: 30.0.0.10
PANTONE: 324C

10%

RGB: 230.250.250
HEX: e6fafa
CMYK: 10.0.0.5
PANTONE: 7541C

Neutral color

Neutral colors are consist of black, white, and various shades of gray. When applied, it enhances the depth of an image and brings out the vibrancy of other colors. They are commonly used in product renderings, backdrops, web pages, mini programs, app pages, chart data, and text content.

<div>White</div> <div></div>	<div>Grey 1</div> <div>RGB: 247.247.247 HEX: f7f7f7 CMYK: 0.0.0.5 PANTONE: 427C</div>
	<div>Grey 2</div> <div>RGB: 204.204.204 HEX: cccccc CMYK: 0.0.0.20 PANTONE: 428C</div>
	<div>Grey 3</div> <div>RGB: 102.102.102 HEX: 666666 CMYK: 0.0.0.60 PANTONE: 431C</div>
	<div>Grey 4</div> <div>RGB: 51.51.51 HEX: 333333 CMYK: 0.0.0.80 PANTONE: 432C</div>
<div>Black</div> <div>RGB: 0.0.0 HEX: #000000 CMYK: 0.0.0.100 PANTONE: Black 3 C</div>	

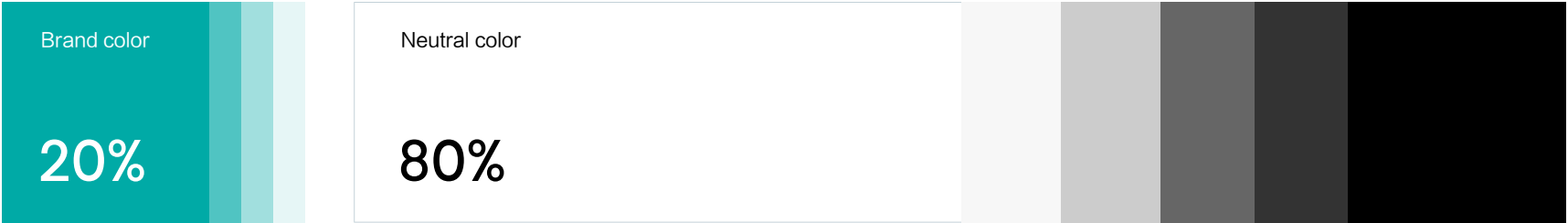
Dark green

RGB: 0.33.40
HEX: 002128
CMYK: 100.20.0.84
PANTONE: 5463C

Gold

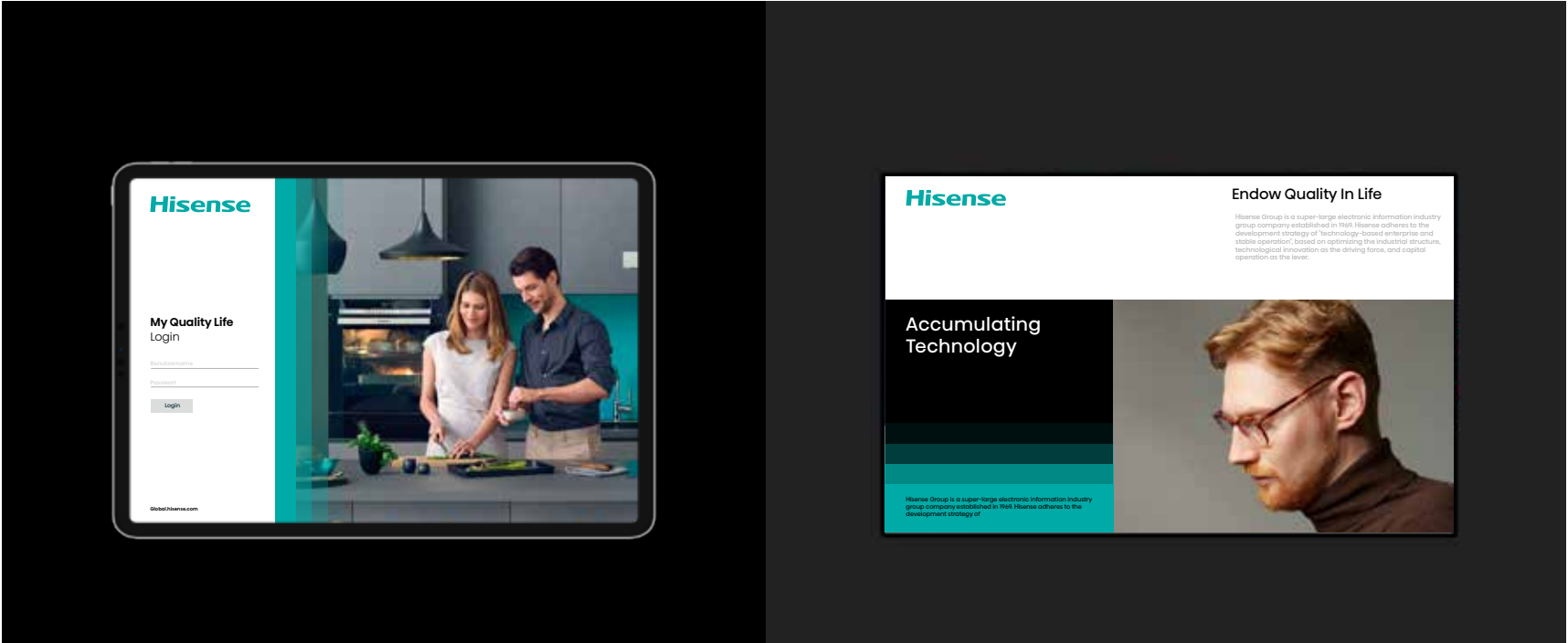
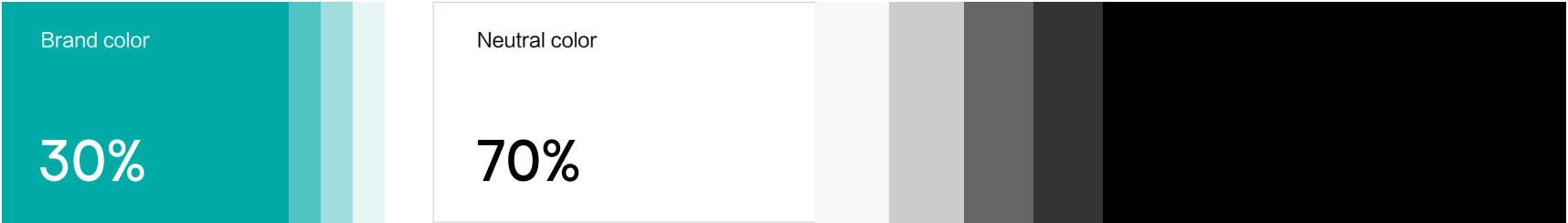
Color ratio (office system)

Within the office setting, such as business cards, envelopes, writing paper, document bags, staff ID cards, handbags, and others, it is recommended to adhere to the color ratio specified on this page: predominantly neutral colors (mainly gray and white) with a touch of primary color for accentuation.



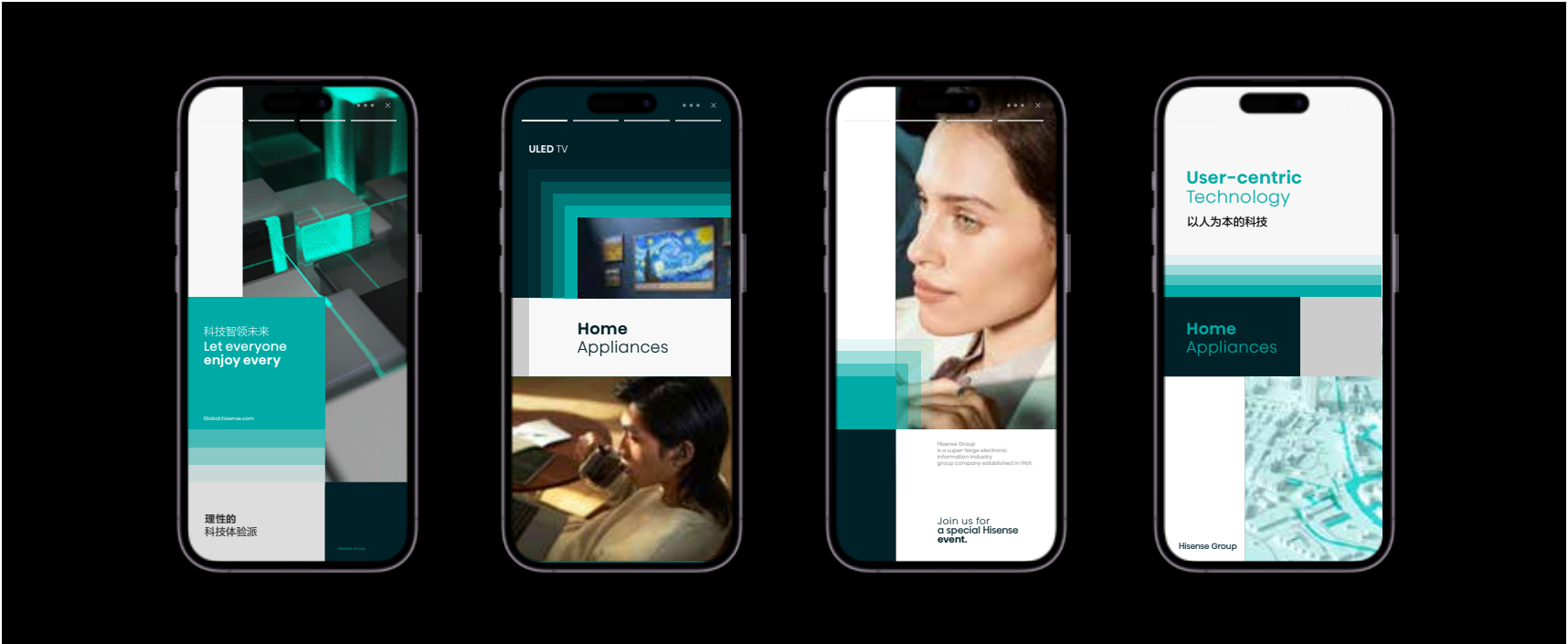
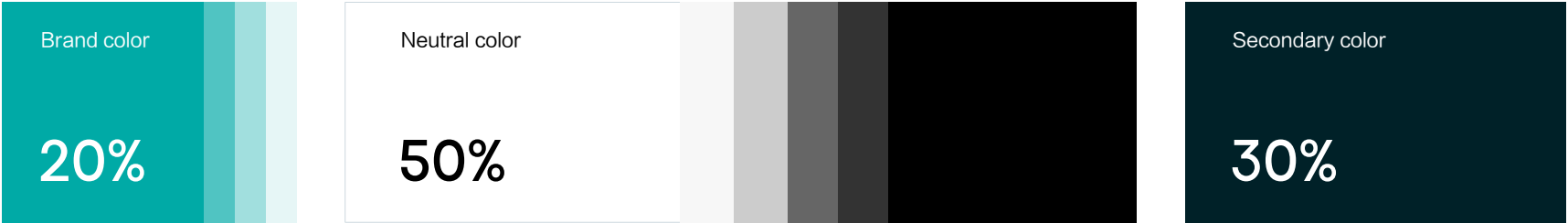
Color ratio (advertising system)

Within the advertising system, covering TV commercials, magazine ads, outdoor ads, newspaper ads, online ads, and others, it is recommended to adhere to the color ratio specified on this page; the layout primarily emphasizes images, featuring a large area of neutral colors as the primary hue and complemented by a touch of primary color. Additionally, it is also important to manage the intensity of the background.



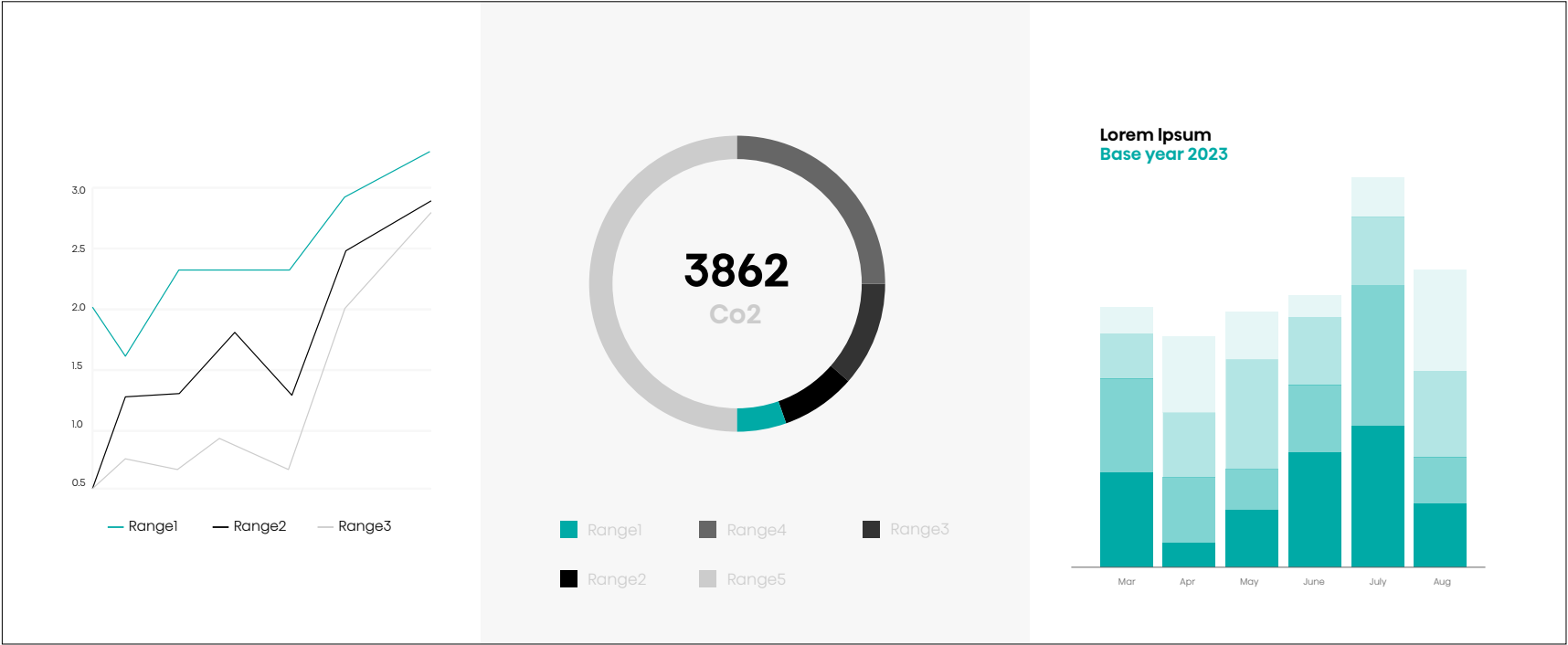
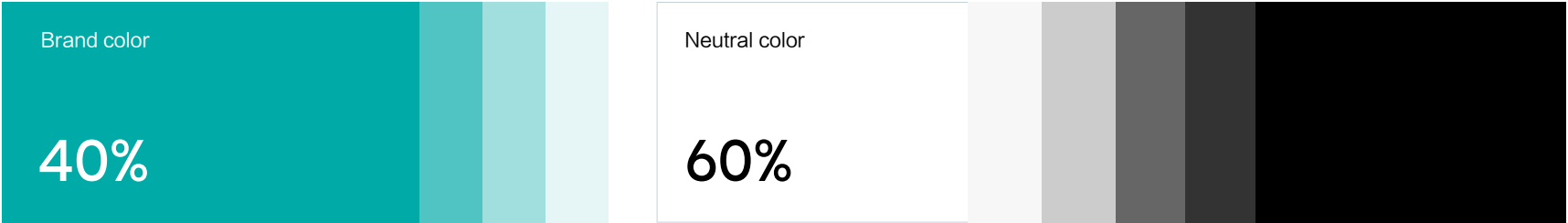
Color usage ratio (digital marketing system)

Within the digital marketing system, such as: Weibo, WeChat, Douyin, Red and other online media channels, it is recommended to adhere to the color ratio specified on this page; the layout primarily emphasizes images, featuring a large area of neutral colors as the primary hue and complemented by a touch of primary color. Additionally, incorporating Dark Green as a secondary color can further elevate the vibrancy of Hisense Green.



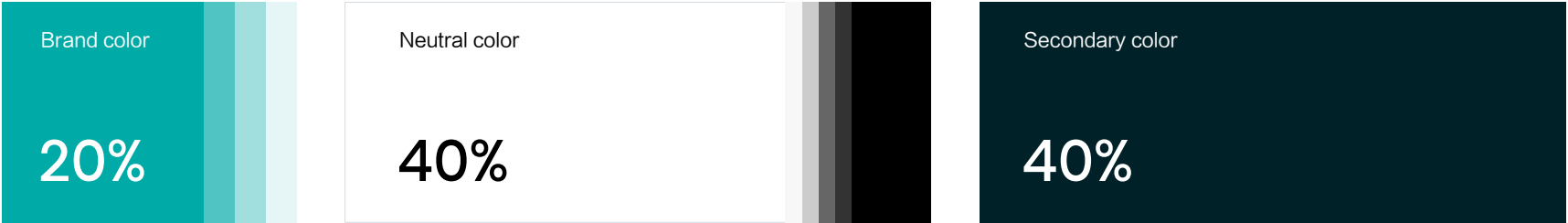
Color ratio
(multimedia system
charts)

In the multimedia system, such as data charts and icons, it is recommended to adhere to the color ratio specified on this page; predominantly neutral colors of different shades, complemented by primary color.



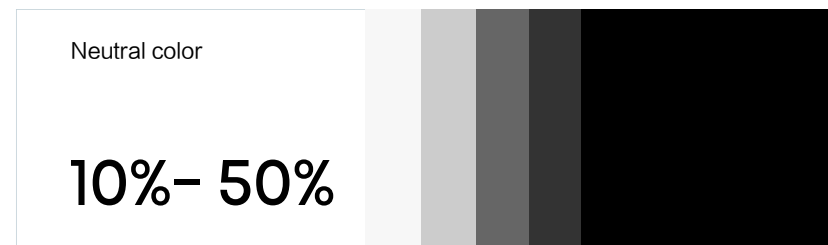
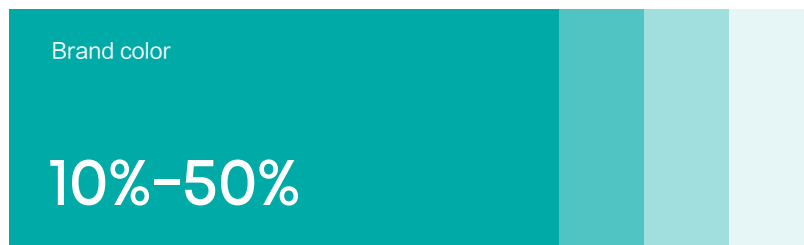
Color ratio
(space identity)

In the space identity system, such as guide signs, it is recommended to adhere to the color ratio specified on this page; predominantly neutral colors of different shades and the secondary color of Dark Green , complemented by primary color.



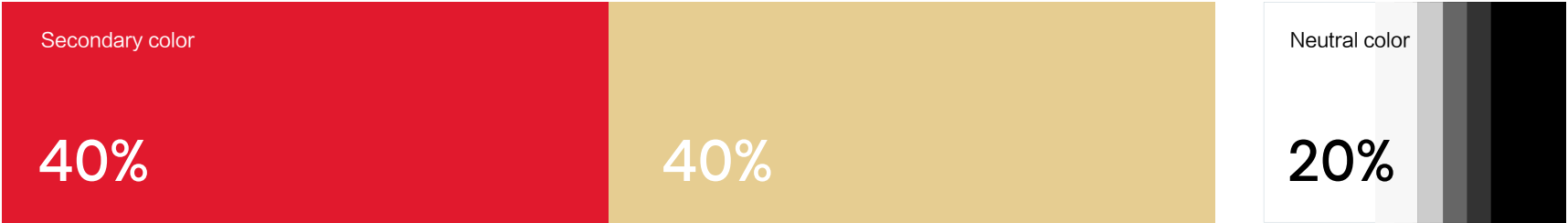
Color ratio (swag)

For cultural, creative products, and peripheral products, it is recommended to predominantly utilize primary color, complemented by neutral color.



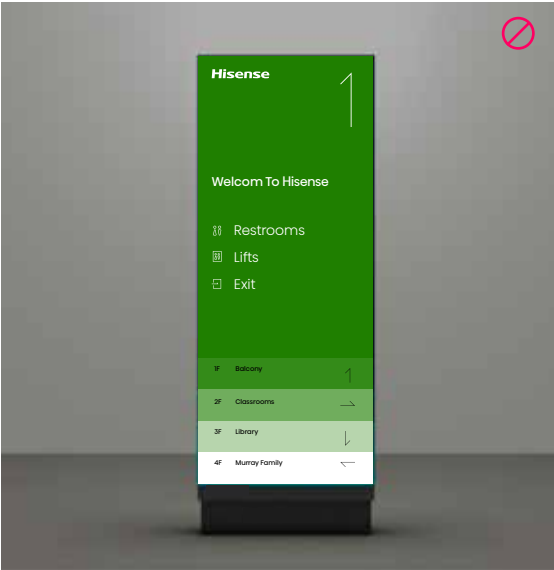
Color ratio (festivals)

During certain festivals, it is appropriate to use secondary colors in large areas combined with neutral shades. If the secondary colors fail to meet the requirements of the festival promotion, festival-related image can be used, without any color constraints.

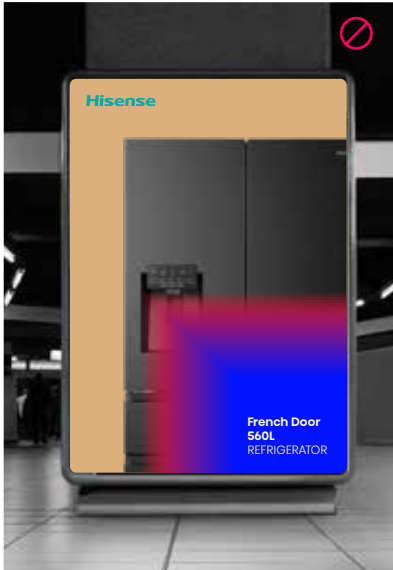


Examples of improper usage

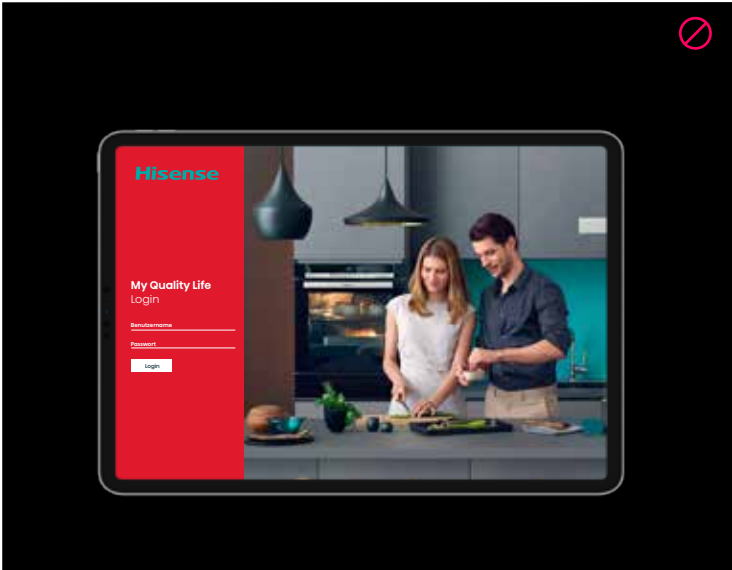
Don't use colors other than those specified for a large area



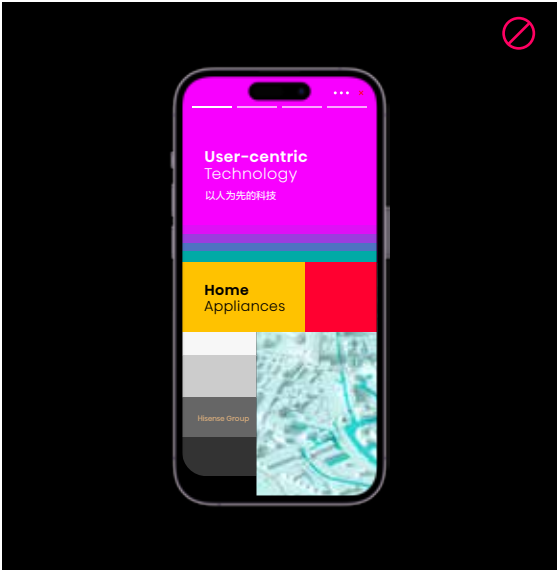
Don't use gradients as a replacement for color scales, and don't use green on gold



Don't use red as the whole background unless it is for events and holidays, and don't use green on red



Don't misuse color ratios in the design



Introduction
Character - emotion and appearance
Character - makeup and behavior
Products - background
Products - angle
Products - light, shadow and color
Products - detail close-up
Products - product model image
Image Tone - main matching color
Image Tone - secondary matching color of gray
Image Tone - secondary matching colors
Examples of improper usage
Overview of photography style
Image Style - user-centric technology
Image Style - ultimate quality

Photography

05

Introduction

Photography is an important element in the brand visual identity system, which can clearly express the brand personality and essence. Standardizing photography helps create a cohesive brand images.

Photography

5.1
Character design diagram



5.2
Product scene



5.3
Product - mold diagram



5.4
Image tone



5.5
Image style



Character – emotion and appearance

Confident | Positive | Intelligent | Friendly

The portrayal of the character should show the diversity and individuality of the brand's specific target audience, embodying authenticity, natural healthiness without the need for plastic surgery, It should also convey a high quality of life and focus.

These individuals hold distinct worldviews, approach situations and people with kindness, show a positive and purposeful attitude towards life. They attract and represent the brand's diverse audience with their optimistic mindset.

All images displayed on this page are for illustrative purposes only and should not be used for any commercial purpose.



Character – makeup and behavior

Clean | Neat | Natural | Pleasant

The characters wear sophisticated designs that reflecting a quest for excellence and a commitment to quality, showcasing their competence and refined taste. Their clothing is understated yet reflecting their taste, and their makeup is simple, yet expressive of individuality. This creates a poised and mature style that blends seamlessly with the environment. They opt for high-quality materials, favoring neutral tones and muted colors, with solid-colored garments, and minimal jewelry embellishments.

The image captures people in a focused moment within authentic scenes, showcasing their natural movements as they concentrate on specific things or moments. It conveys a sense of ease and authenticity, seamlessly intergrating with the product to evoke a sense of quality and pleasant lifestyle.

All images displayed on this page are for illustrative purposes only and should not be used for any commercial purpose.



Products – background

Simple | Clean | Blank

Capture the authentic setting: a cozy, organic home environment with a sophisticated and textured display area. The color scheme of the surroundings should contrast with the product while harmonizing with it in the natural ambiance, with the product as the central focus.

The furniture in the home space is arranged neatly against a clean background without extravagant decorations. It's crucial to plan the composition during the photo shoot to accommodate text placement later on.

All images displayed on this page are for illustrative purposes only.



Products – angle

Restrained | Layering | Well-defined edges and corners

Capture the optimal angle within the physical space to showcase the product, maintaining perspective consistency when featuring multiple products.

Shooting from a straight-on angle accentuates its depth and layering. It's important to follow specific background requirements for this type of shot. Shooting from a 30–45 degree angle enhances the product's appearance and lends a more realistic feel. Retain the product angle as closely aligned with a straight-on horizontal perspective as possible.

The images shown on this page are for guidance only.



Products – Light, Shadow and Color

Natural | Soft | Low Saturation

The soft lighting sets a vibrant atmosphere. Use simple colors and muted tones with low saturation, emphasizing striking a striking contrast between light and shadow. Avoid intense colors to highlight the product's distinctive features and details, while maintaining overall visual impact.

Convey a sense of elegance that reflects a relaxed vibe through the image, particularly when photographing products with vibrant and distinctive colors, like TVs. Make sure that the overall color scheme remains simple.

All images displayed on this page are for illustrative purposes only.



Products – detail close-up

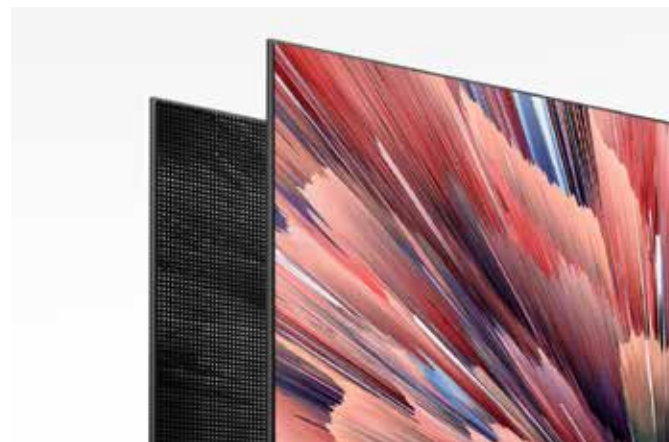
Rigorous | Delicate | Perfect | Excellent

A close-up shot highlights the exceptional craftsmanship of the product, emphasizing the brand's ongoing commitment to maintaining high-quality standards.

Use depth of field and lighting to elevate the image's excellent quality. Clear textures and materials showcase these highlight the high standards with great details.

The precision in photography enhances the portrayal of materials and technology, creating a visual appeal that encourages users to engage and interact with the product directly.

All images displayed on this page are for illustrative purposes only.



Products – cutout image

Try to simulate natural light. The image should replicate the genuine texture of the product while preserving clear product details. When multiple products are shown in a single image, it is crucial to maintain consistent lighting. Unless otherwise specified, wide-angle perspectives should be avoided. Product images should be presented with a white background or in PNG format.



Image Tone - main matching color

The image employs subdued colors and low - saturation tones to avoid harsh color contrasts, maintaining a simple overall color scheme that complements Hisense Green and ensures a overall high-quality visual presentation.

Main matching color :
The image highlights Hisense Green as the central visual element, elevating the fresh style within a cohesive color scheme and enhancing the overall visual appeal. Combine green with elegant shades of gray, black, and white for background and other supplementary elements.



RGB: 0.170.166 HEX: #00AAA6	RGB: 0.0.0 HEX: #000000	RGB: 172.173.174 HEX: #ACADAE	RGB: 72.209.204 HEX: #48DICC	RGB: 229.229.229 HEX: #E5E5E5
RGB: 224.229.223 HEX: #E0E5DF	RGB: 3.110.127 HEX: #036E7F	RGB: 3.54.137 HEX: #033689	RGB: 24.100.139 HEX: #18648B	RGB: 69.211.214 HEX: #45D3D6

Image Tone -
secondary matching
color of gray

The image employs an elegant gray
color scheme as secondary matching
color, typically used as the background
in product images.



RGB; 191.191.191 HEX; #BFBFBF	RGB; 175.176.178 HEX; #AFB0B2	RGB; 192.202.214 HEX; #C0CAD6	RGB; 236.236.234 HEX; #ECECEA	RGB; 224.229.223 HEX; #E0E5DF
RGB; 248.235.216 HEX; #F8EBD8	RGB; 216.202.175 HEX; #D8CAAF	RGB; 182.176.164 HEX; #B6B0A4	RGB; 201.194.186 HEX; #C9C2BA	RGB; 240.235.229 HEX; #F0EBE5

Image Tone - secondary matching colors

The image features rich colors complemented by Hisense Green, presented in a low saturation tone.

Complementary colors:
The image uses Hisense Green as a complementary color with a contrasting effect, within a colorful combination of warm and cool tones, creating a relaxed and lively atmosphere.

Adjacent colors:
The image includes colors that are akin to Hisense Green, creating a comfortable and smooth visual experience.



RGB; 0.170.166 HEX; #00AAA6	RGB; 120.192.120 HEX; #78C078	RGB; 255.192.144 HEX; #FFC090	RGB; 233.164.164 HEX; #E9A4A4	RGB; 240.96.96 HEX; #F06060
RGB; 0.166.172 HEX; #00A6AC	RGB; 26.122.115 HEX; #1A7A73	RGB; 168.216.192 HEX; #A8D8C0	RGB; 144.216.216 HEX; #90D8D8	RGB; 72.168.192 HEX; #48a8c0

Examples of improper usage

False traces of CG imagery



Inappropriate angles



Excessive saturation and contrast in colors



Product display hindered by detailed halos



Avoid the following colors in the image



Overview of photography style



User-centric technology

Interactive
Harmonious
Immersive



Ultimate quality

Exquisite
Authentic texture
Product aesthetics

User-centric technology

Interactive | Harmonious | Immersive

In line with the positive brand tone, the visual image showcases different scenarios where the product is used, highlighting the harmony and interaction between the product, people, and the environment. The image aims to convey a natural, positive and relaxed atmosphere that allowing individuals to experience the practicality and comfort of the product. Through careful composition and color selection, an immersive and optimistic vibe is created.

All images displayed on this page are for illustrative purposes only.



Ultimate quality

Exquisite | Authentic texture | Product aesthetics

In line with the positive brand tone, the visual image displays Hisense's design aesthetics and texture of industrial design, focusing on light, shadow, and finer details without unnecessary embellishments. This clear and distinct visual presentation allows the audience to quickly grasp the product's genuine design and texture.

All images displayed on this page are for illustrative purposes only.



