

# Hisense Visual Manual

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# 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.

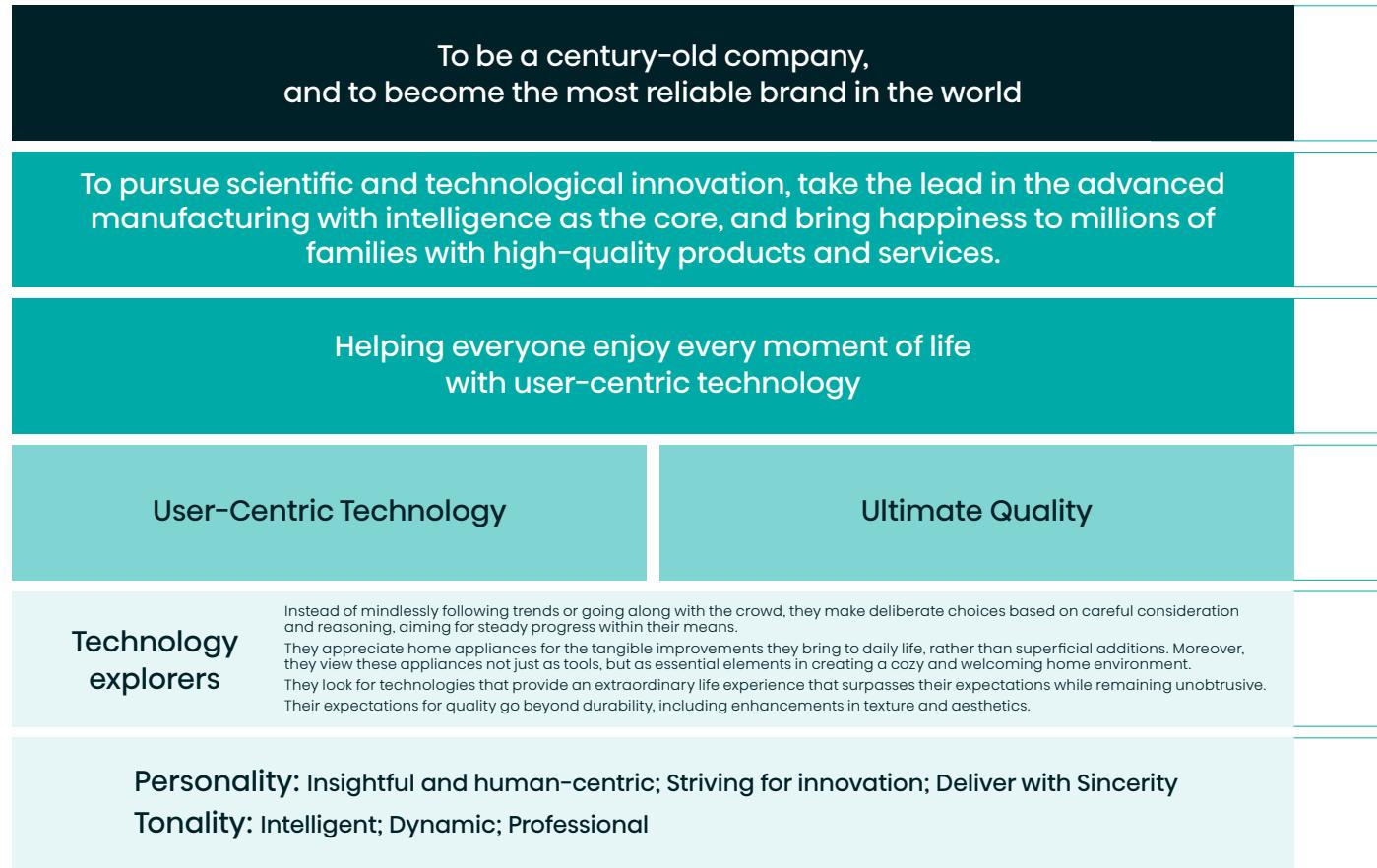
## Foreword

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



### 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

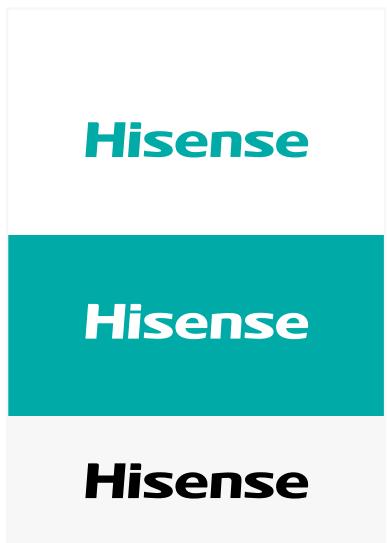
### Brand Personality & Tonality

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

## Five elements of visual system

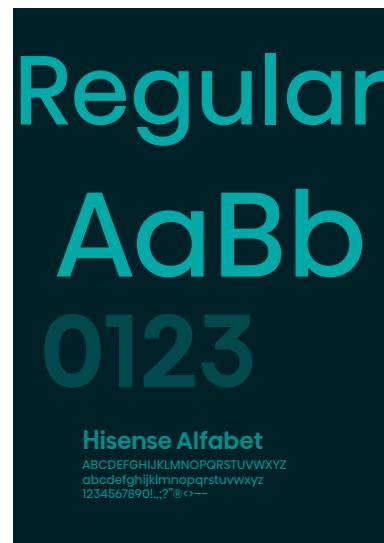
1.

Logo



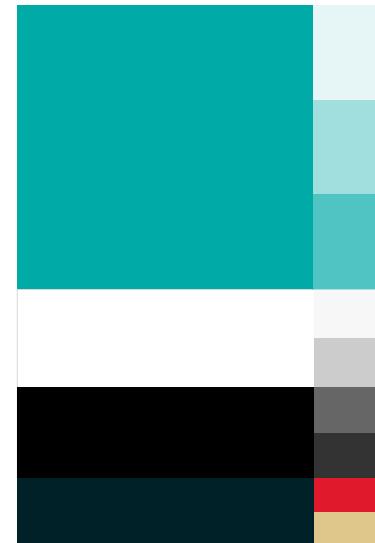
2.

Typeface



3.

Color



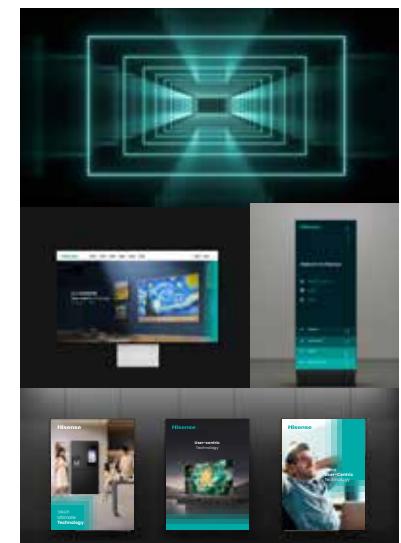
4.

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

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Grayscale logo

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Examples of improper usage

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Specifications for logo plus slogan

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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

# Logo

# 02

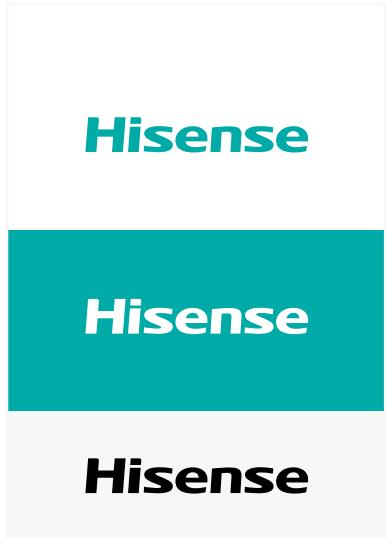
## Introduction

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



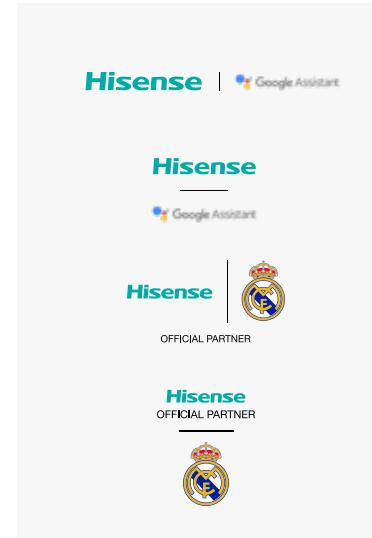
## 2.3

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 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 its primary green color, displayed in a bold, sans-serif font.

#### 2. White logo (secondary)

The Hisense logo in white, displayed in a bold, sans-serif font against a solid teal background.

#### 3. Black logo (alternative)

The Hisense logo in black, displayed in a bold, sans-serif font against a white background.

## 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.



# 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

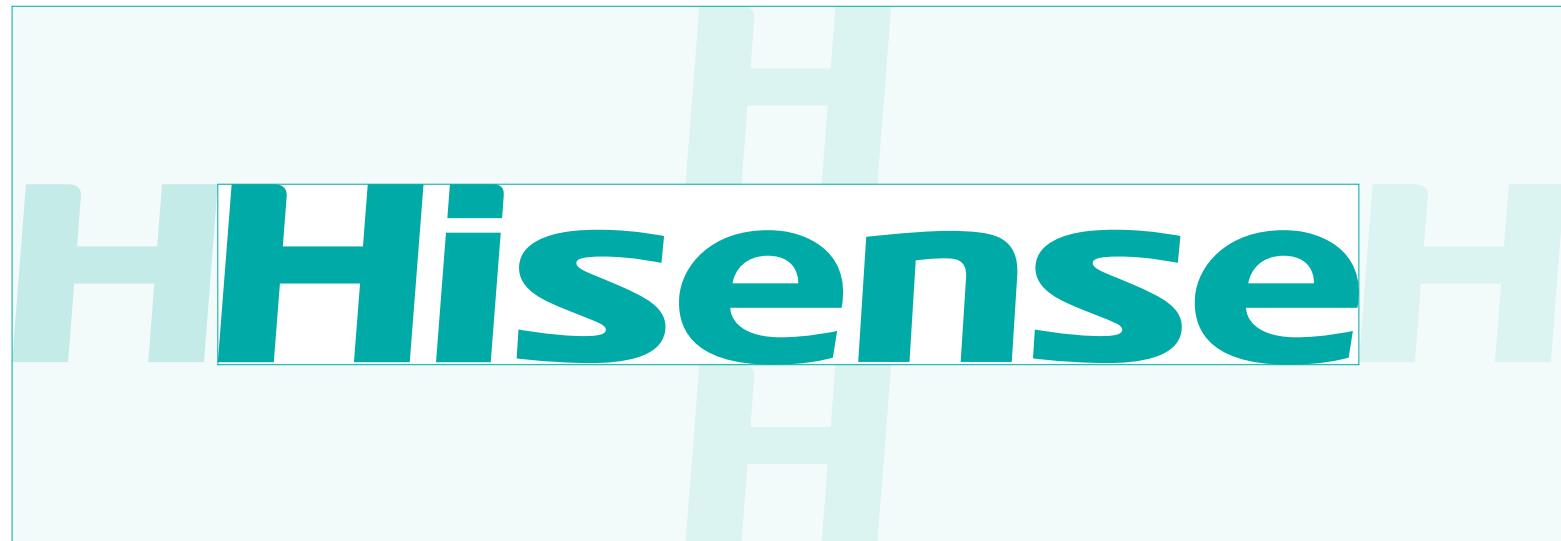


## Clear space

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

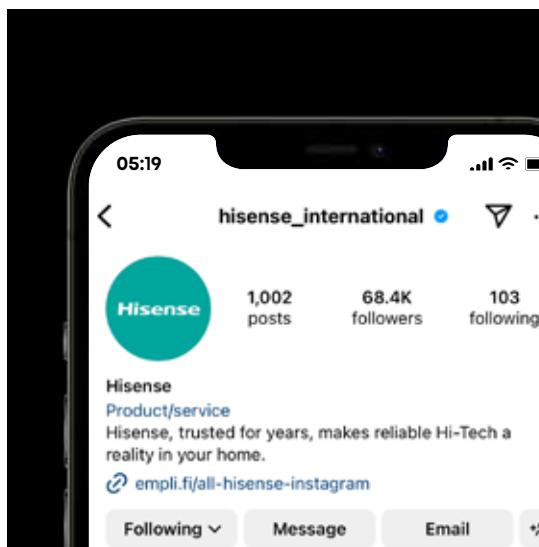
# Hisense

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

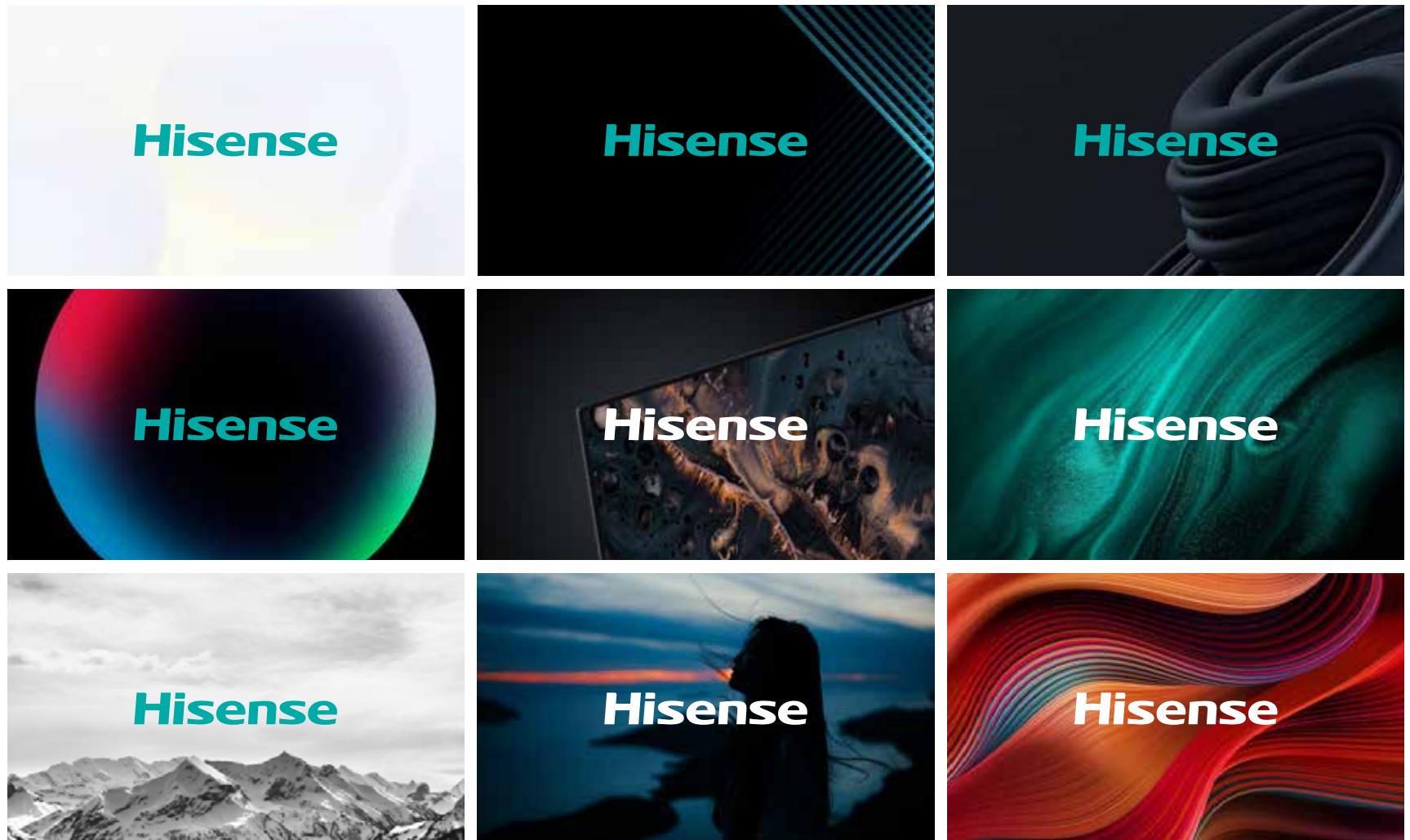
To ensure that our logo is clear and legible, always strictly control the brightness of the background color (color images are referred to as brightness, while grayscale images are referred to as grayscale). This page displays how our logo is applied on different grayscale backgrounds. Refer to the guidelines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



## 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.

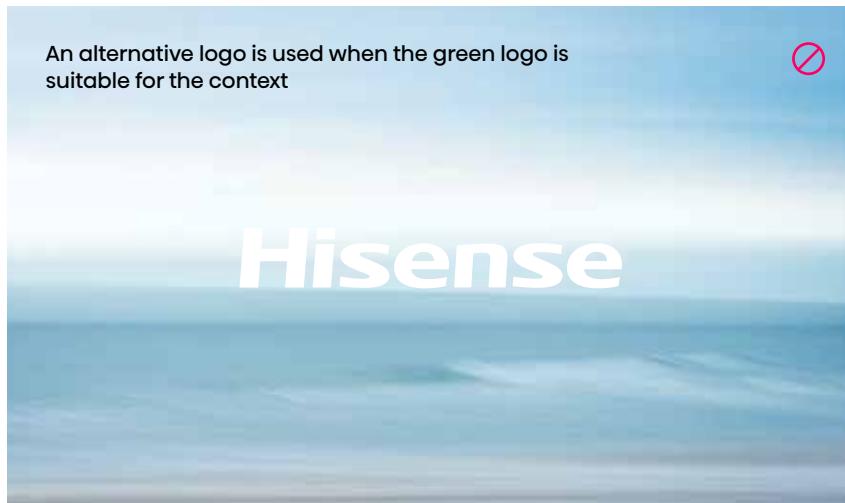
The brand logo must always be displayed clearly and accurately. If the background affects its visibility, either replace the image or adjust the color tone of the logo area.



## 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 placement

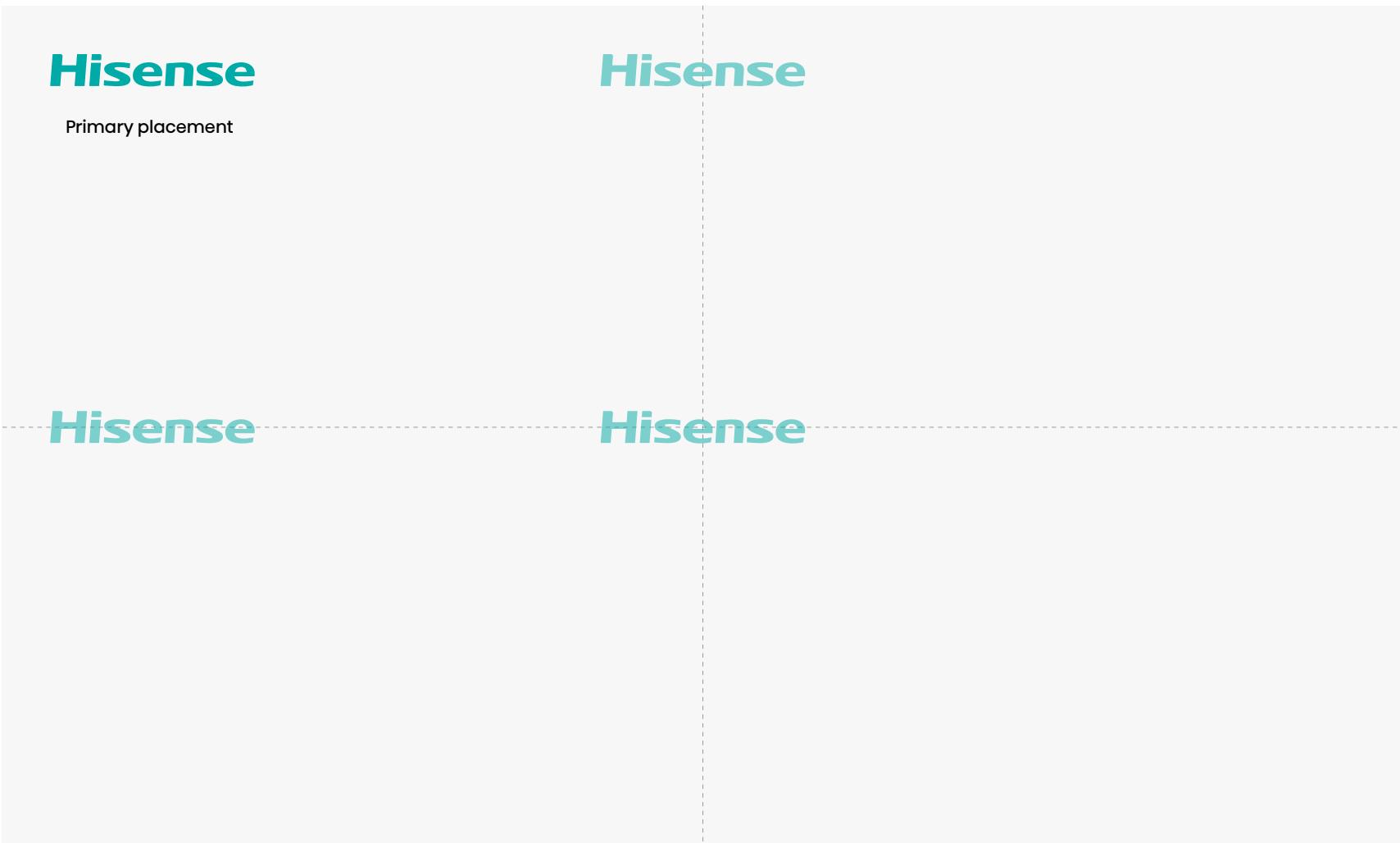
Logo placement varies depending on the type of communication and its usage. Adjusting the position is allowed as long as the logo remains clearly visible.

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.

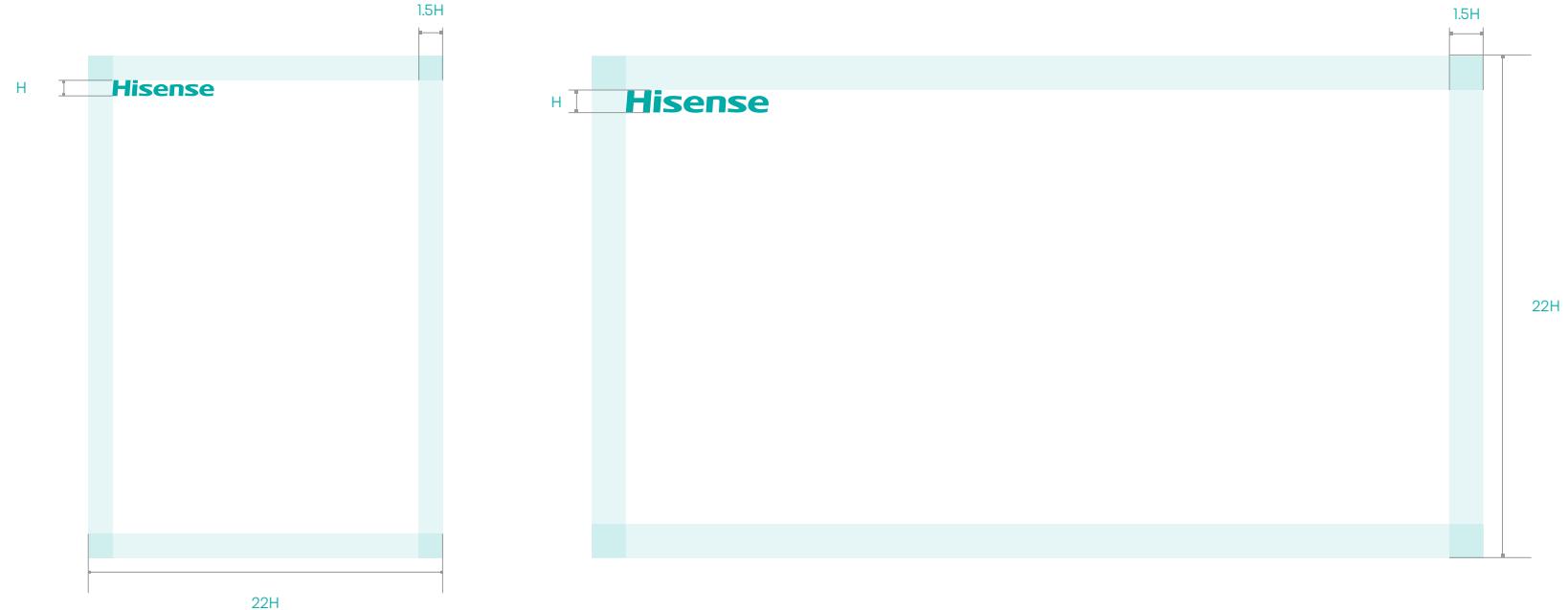


## Logo scale and margin (regular format)

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

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

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



## Logo scale and margin examples

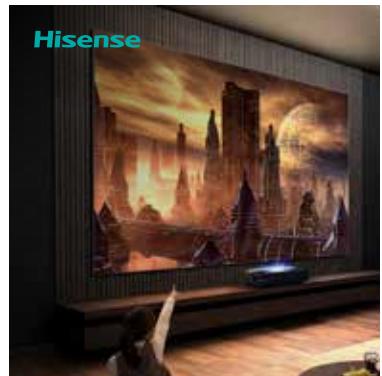
A4



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 x 1/14

Page margin = H

### Format two:

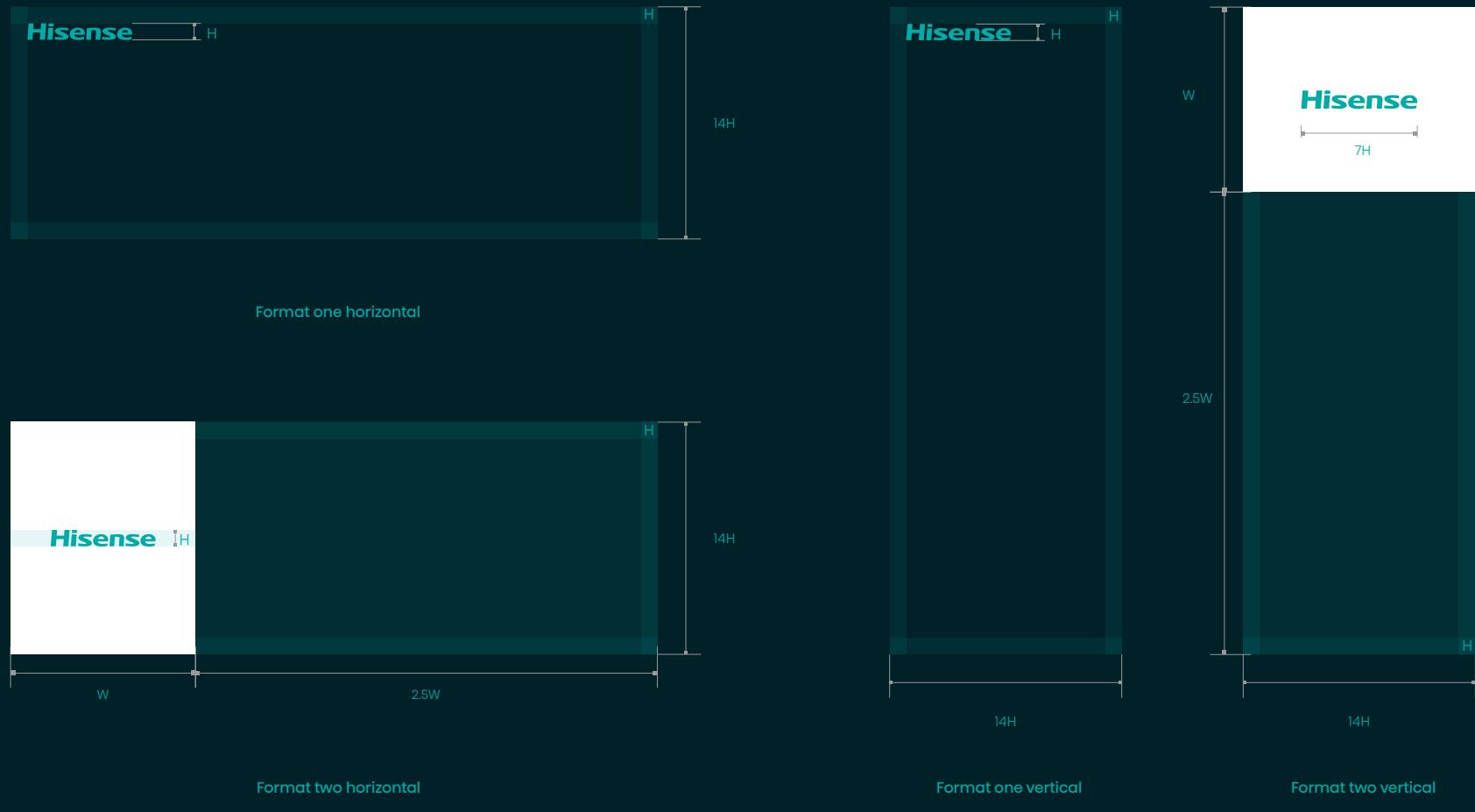
Commonly used to emphasize the brand or logo and placed in an exclusive brand area, in settings such as airport ads, shopping mall atrium ads, etc.; the width ratio between the brand area and the layout is 1:2.5, and the logo is centered both horizontally and vertically.

Page margin =

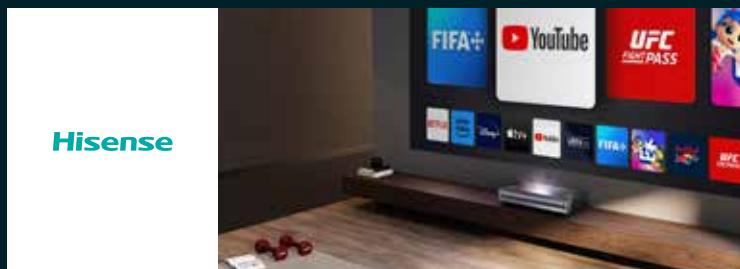
length of short edge x 1/14

Horizontal/logo height = H

Vertical /logo width = 7H



## 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.

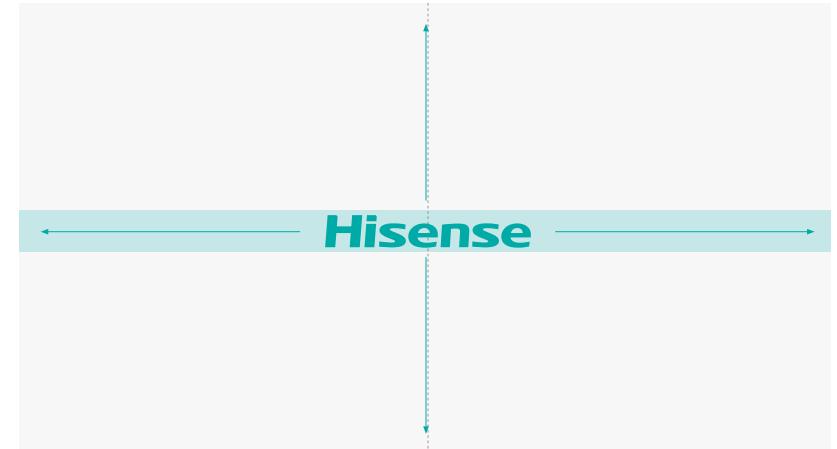
The logo height is 1/14 of the length of the short side, and the logo is positioned at the visual center. (Note: Since the logo includes an uppercase letter "H", manual adjustments are required to shift it slightly to the right while maintaining visual center alignment both vertically and horizontally.)

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



Hisense

Logo height = Short side \* 1/14



Hisense

Logo is positioned at the visual center

## Logo usage in end frame (vertical)

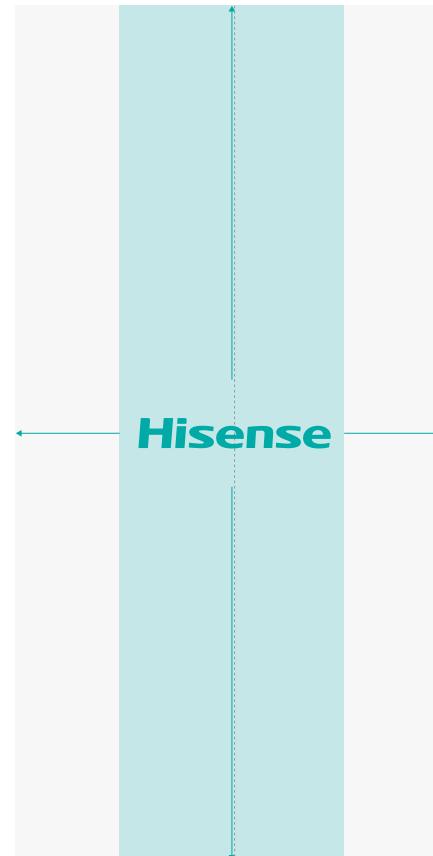
This page serves as a guideline for the scale and placement of the logo in the final frame. Adjustment can be made as needed when creating animation effects.

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



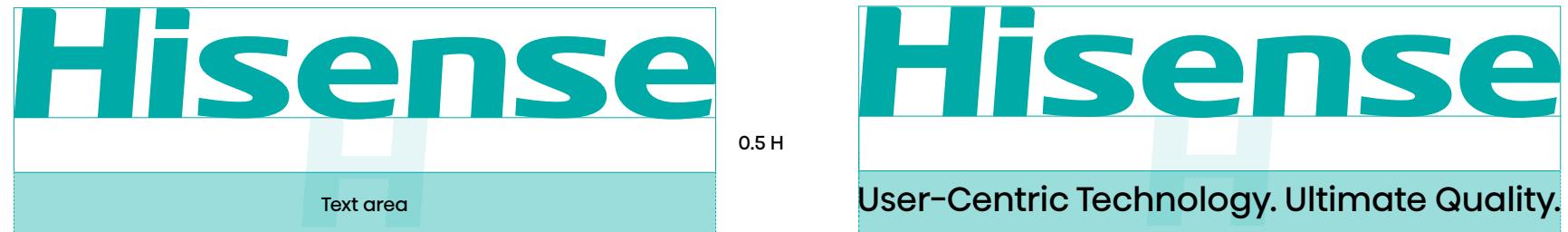
Logo is positioned at the visual center

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 K100

Text color

FZLanTingHeiS-B-GB

Text font

Examples  
of logo plus slogan

# Hisense

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)



Hisense International Center

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 K100

Text color

FZLanTingHeiS-B-GB

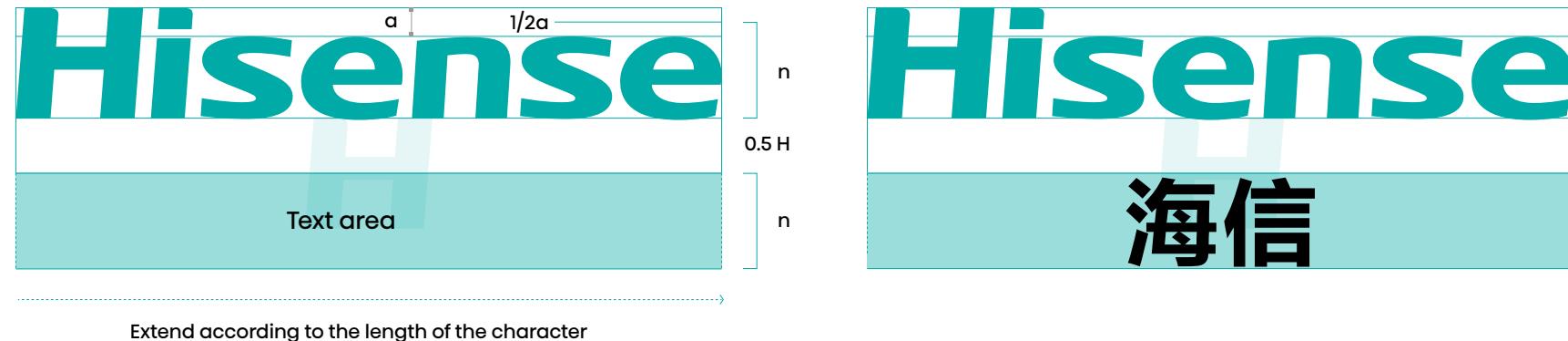
Text font

## 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.



Examples of logo  
plus Chinese branch

**Hisense** 海信

**Hisense**  
海信研发中心

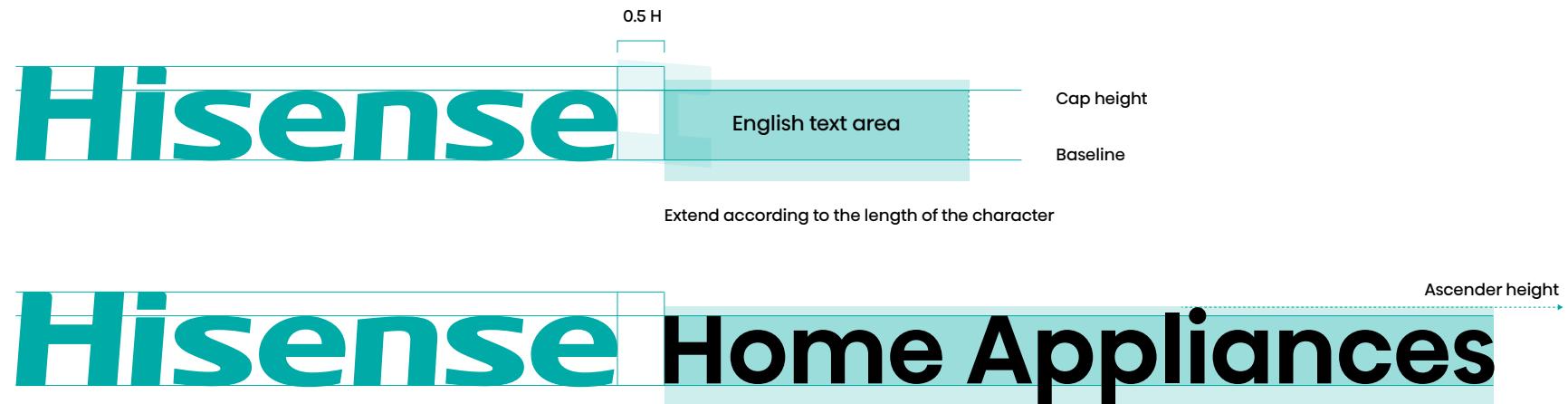
**Hisense** 海信专营店

**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 K100

Text color

Hisense Alfabet-Medium

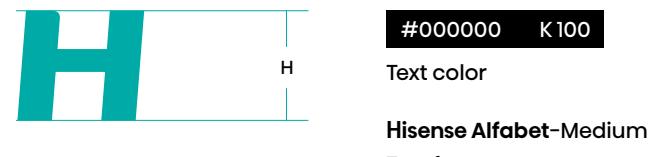
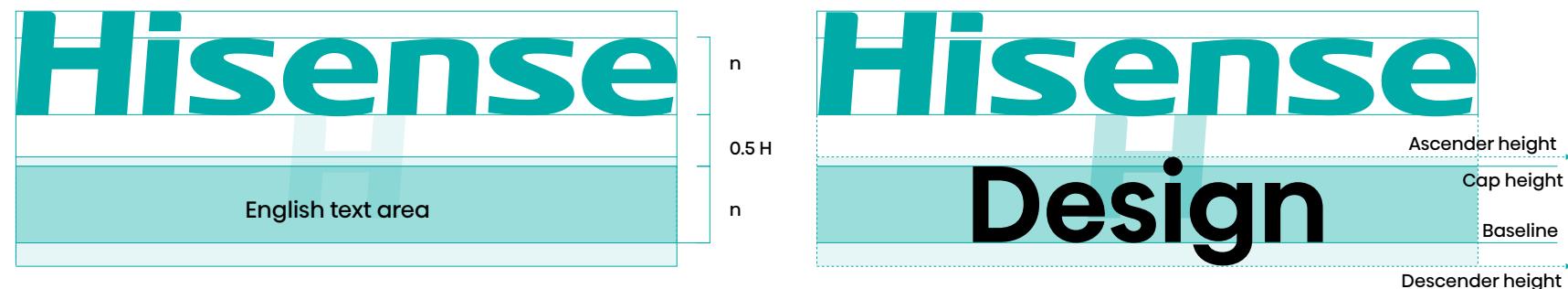
Text font

## 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.



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

 Hisense Google Assistant

Horizontal (primary)

 Hisense Google Assistant

Vertical (secondary)

### Event co-branding logo lockups

 Hisense

OFFICIAL PARTNER

Horizontal (primary)

 Hisense

OFFICIAL PARTNER



Vertical (secondary)

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



#000000 K 100

Dividing line color



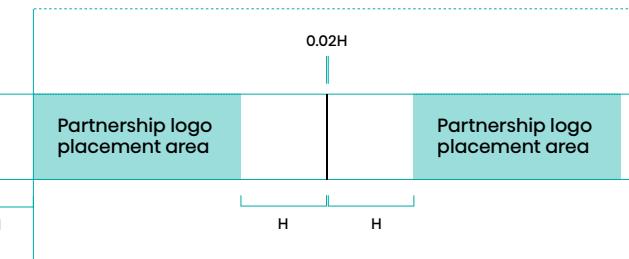
Dividing line thickness  
0.02H

Partnership logo is scalable within the boundary

Partnership logo placement area

Partnership logo is scalable within the boundary

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



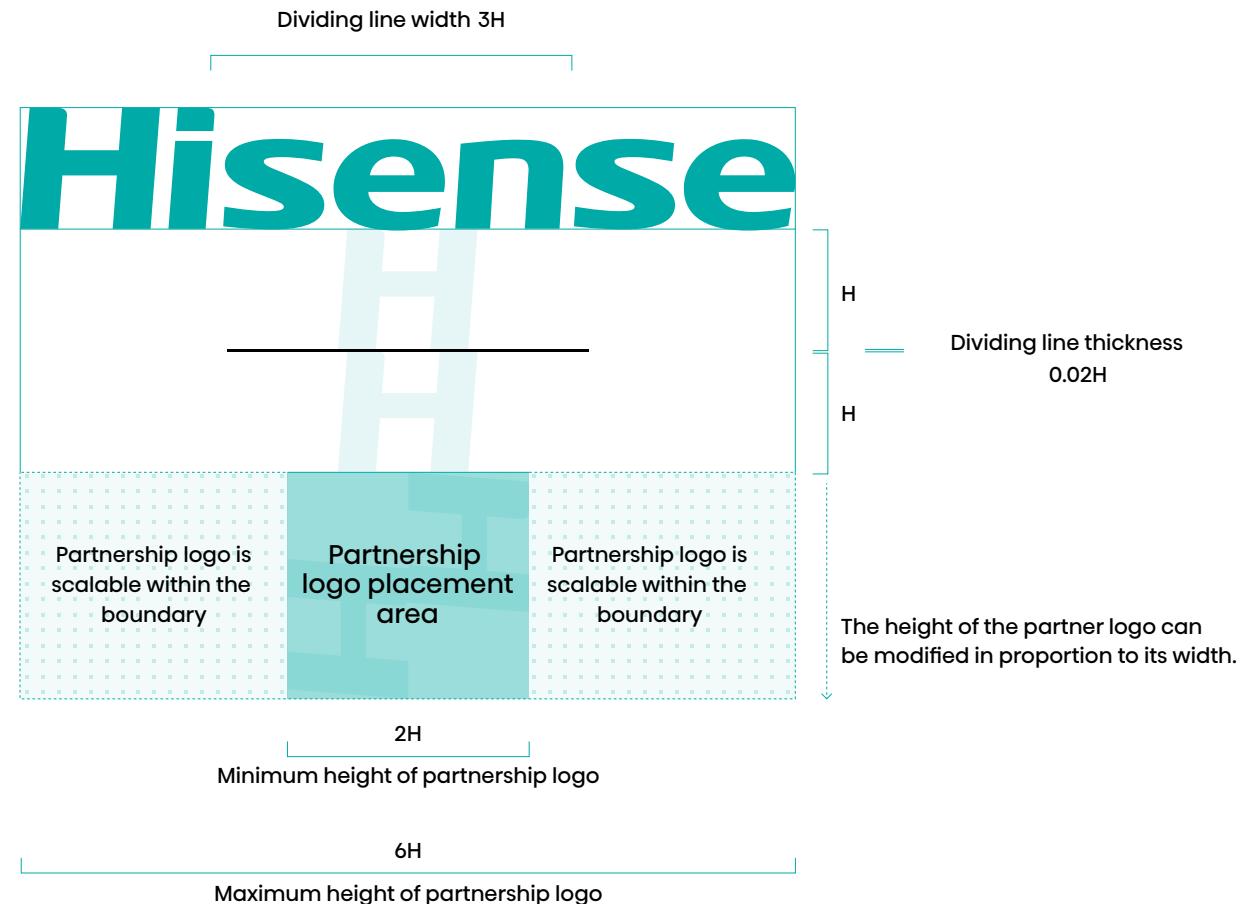
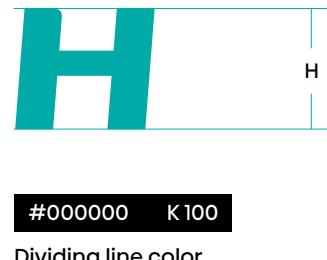
## Partnership logo lockups (secondary)

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

**Hisense** | 

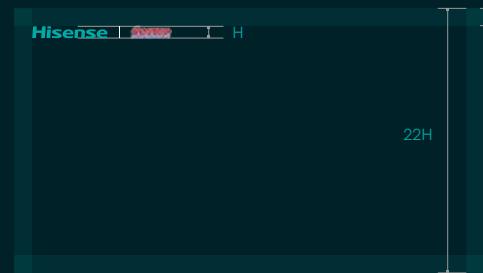
**Hisense** |  | 

**Hisense**

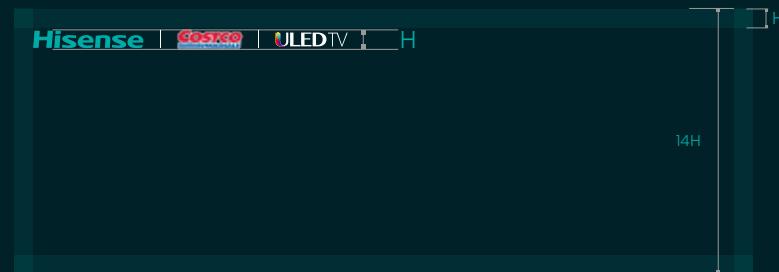
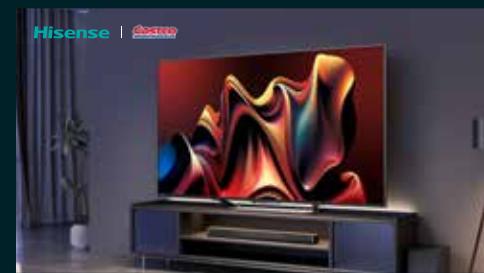
---

 Google Assistant

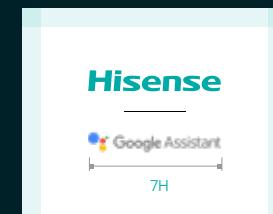
## Partnership logo lockups Scale and placement examples



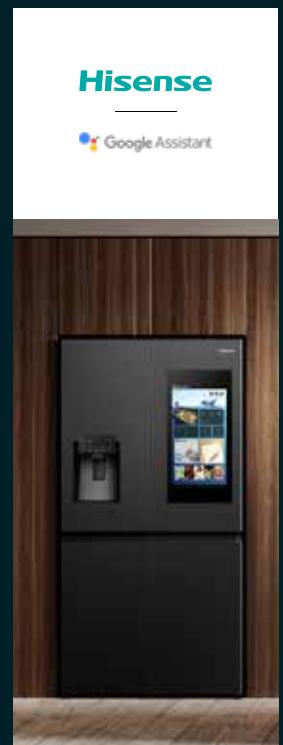
Horizontal - Format one



Horizontal - Format two



Vertical



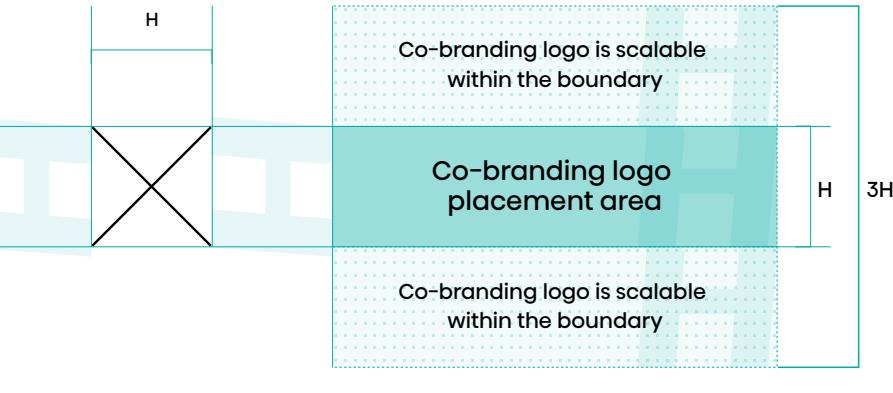
If the height of the lockup logo surpasses H, it may cause the logo to overlap with the margin or being unable to be fully displayed in the upper left corner alongside the Hisense brand logo. In such cases, the logo's placement can be slightly adjusted vertically to ensure overall visual coherence.

## Event co-branding logo lockups (primary)

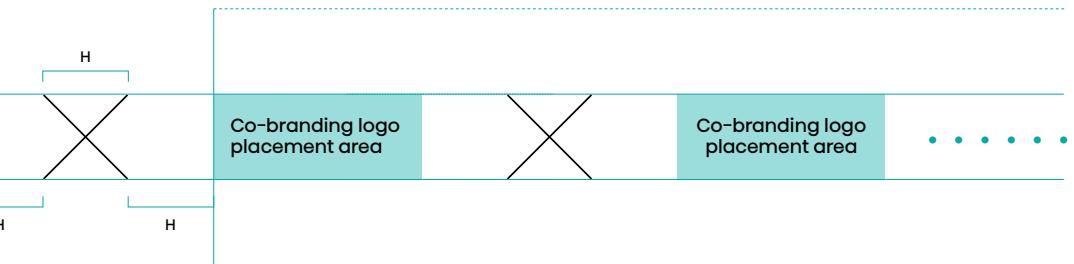
The height of the "H" in the logo is used as the unit of measurement. The maximum height of the partner logo is H, and the minimum is 3H. The width can be modified in proportion to the height, keeping it horizontally centered.

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.

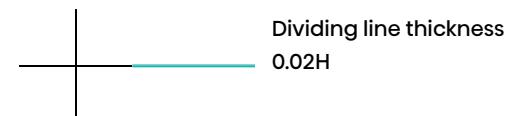


The height of the co-branding logo can be modified in proportion to its width.



#000000 K 100

Dividing line color



## 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.

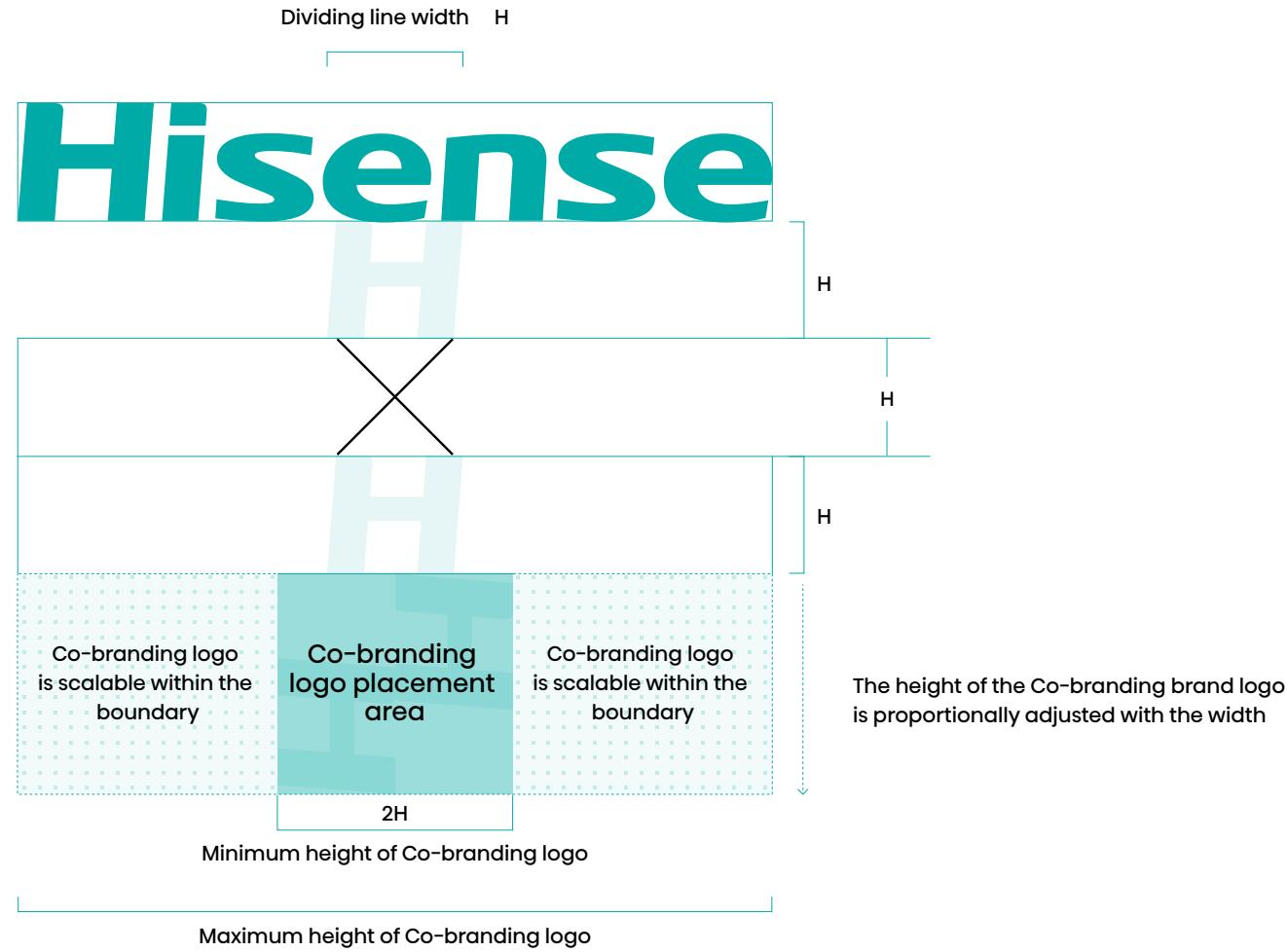
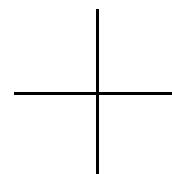


#000000 K100

Dividing line color

0.02H

Dividing line thickness



Examples of event  
Co-branding logo  
lockups

**Hisense** × **ULED TV**

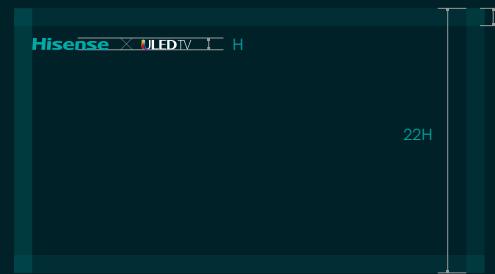
**Hisense**



**Discovery**

**Hisense** × **ULED TV** × **Discovery**

## Event Co-branding logo lockups Scale and placement examples



Horizontal – Format one



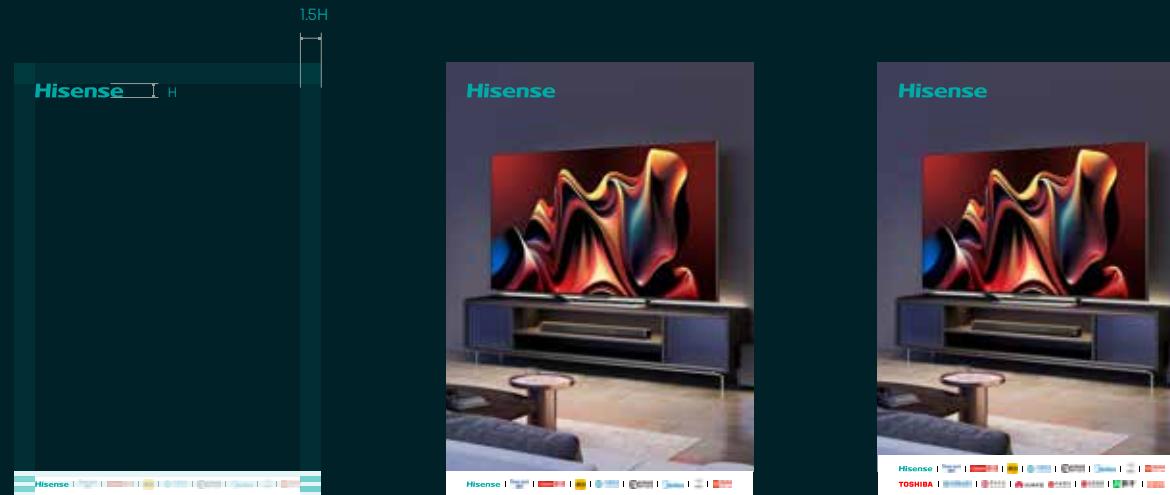
Vertical

\* 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.

Horizontal – Format two

## 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



Metallic foil



Silver foil



Colorless embossing



## Examples of special production logo versions

Metallic 3D printing



Metallic foil



Silver foil

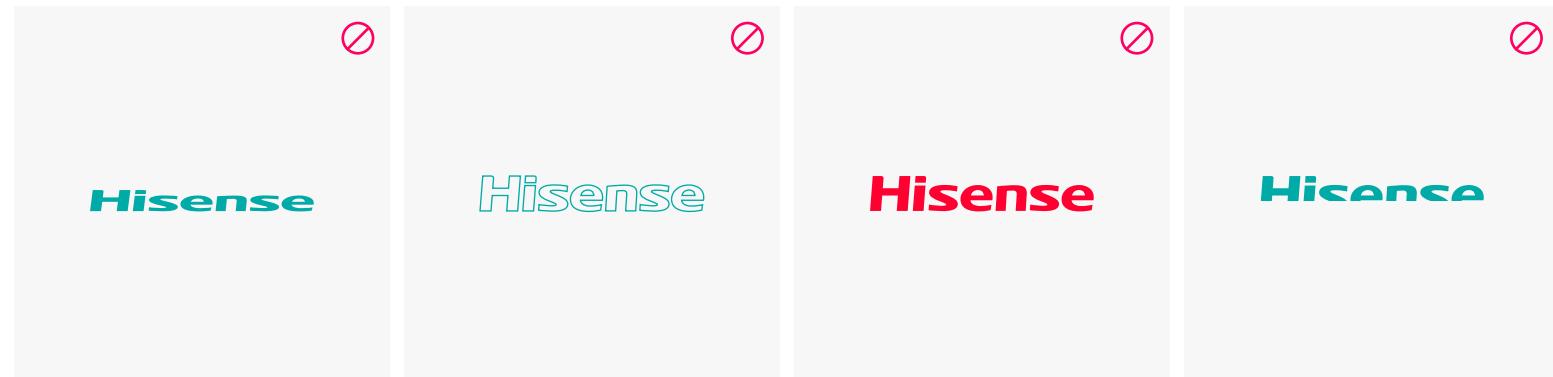


Colorless embossing



## 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)



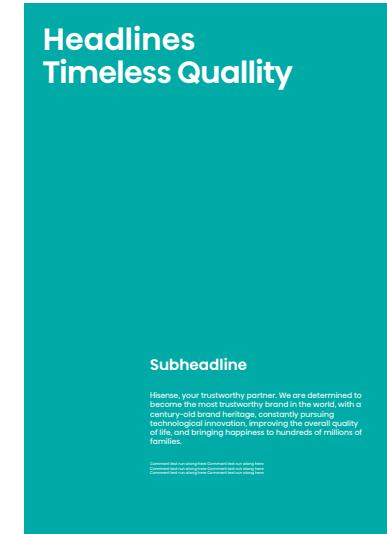
## 3.3

System font



## 3.4

Typesetting and hierarchy



## 3.5

Font weights for specific text



Brand font (Chinese)

海信黑体  
新品质科技体验派  
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**

ABCDEFGHIJKLMNPQRSTUVWXYZ  
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)

Light

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  
1 2 3 4 5 6 7 8 9 0  
. , ; ? " ® < > --

Regular

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  
1 2 3 4 5 6 7 8 9 0  
. , ; ? " ® < > --

Medium

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  
1 2 3 4 5 6 7 8 9 0  
. , ; ? " ® < > --

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  
1 2 3 4 5 6 7 8 9 0  
. , ; ? " ® < > --

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

## 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

## 这里是大标题

### 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

## 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

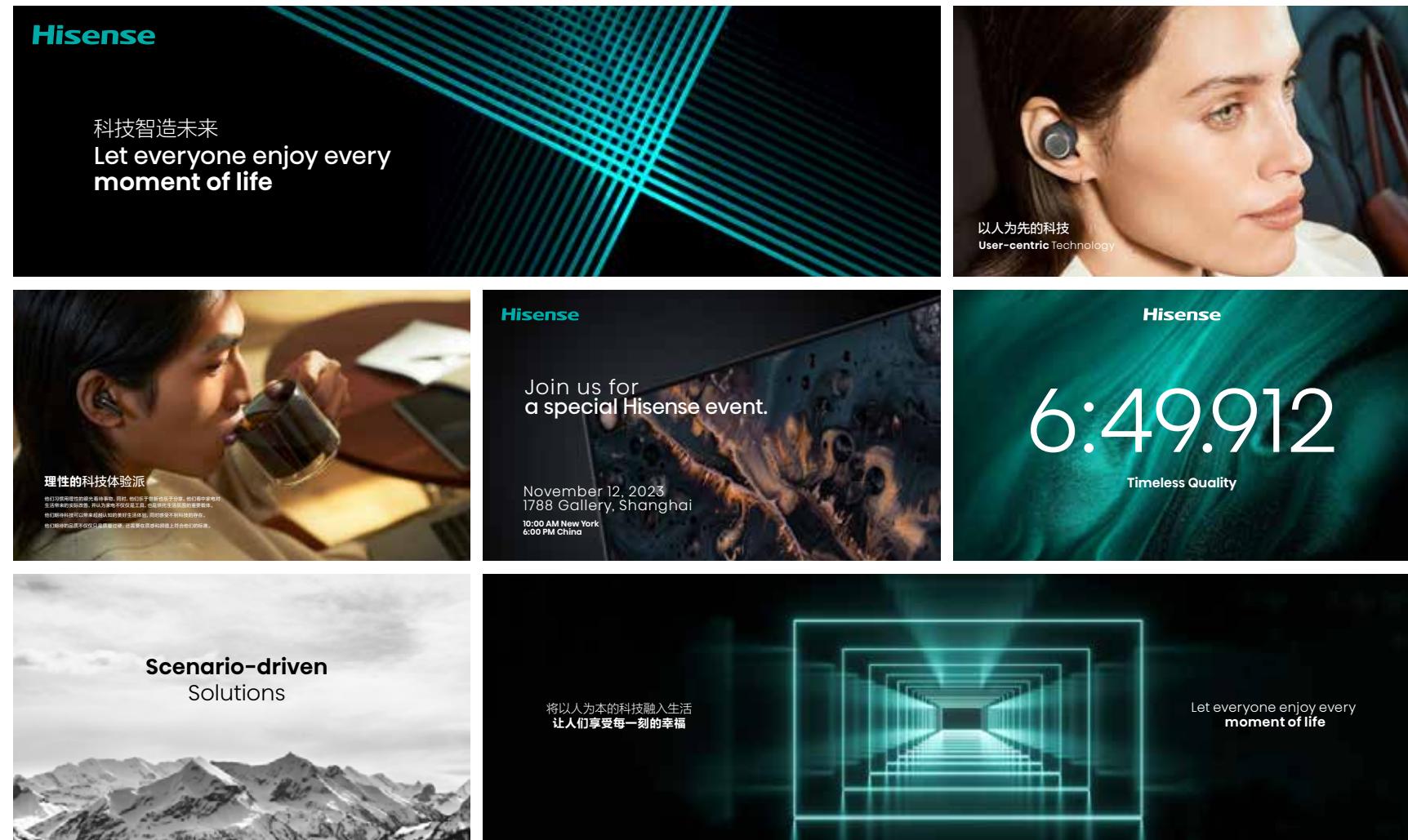
### Body Copy

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

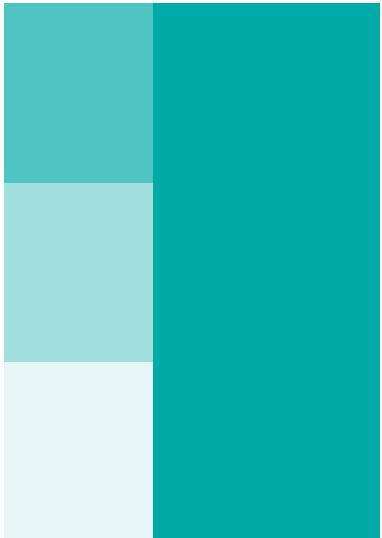
## Introduction

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

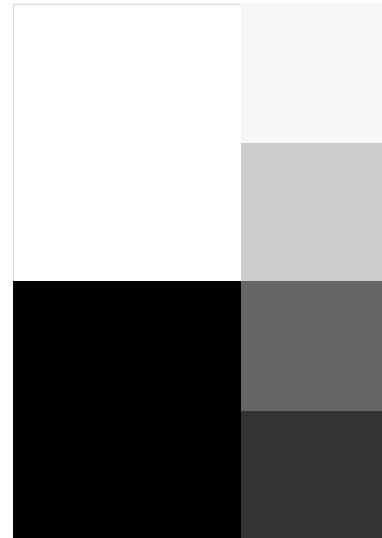
**4.1**

Primary color



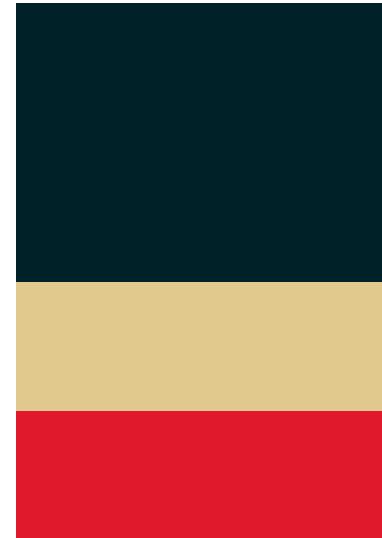
**4.2**

Neutral color



**4.3**

Secondary color



**4.4**

Color ratios

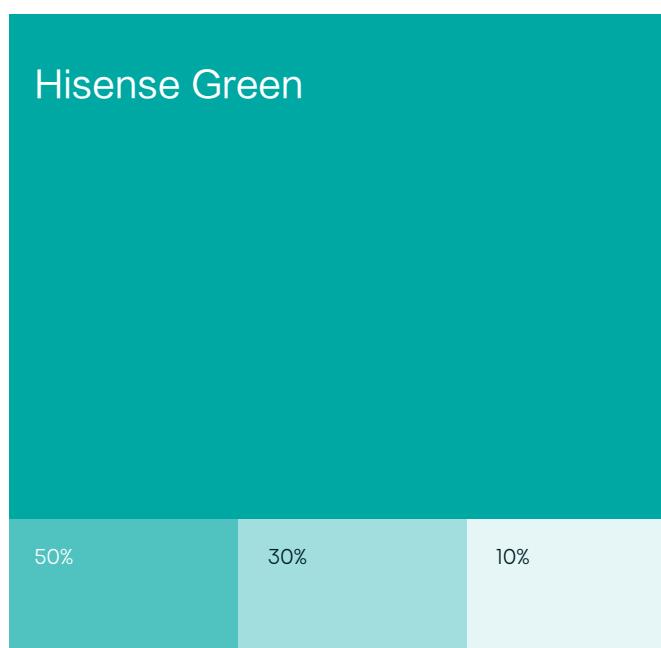


Note \* The specifications of the color system are not applicable to the tonality of the brand image.

## Color overview

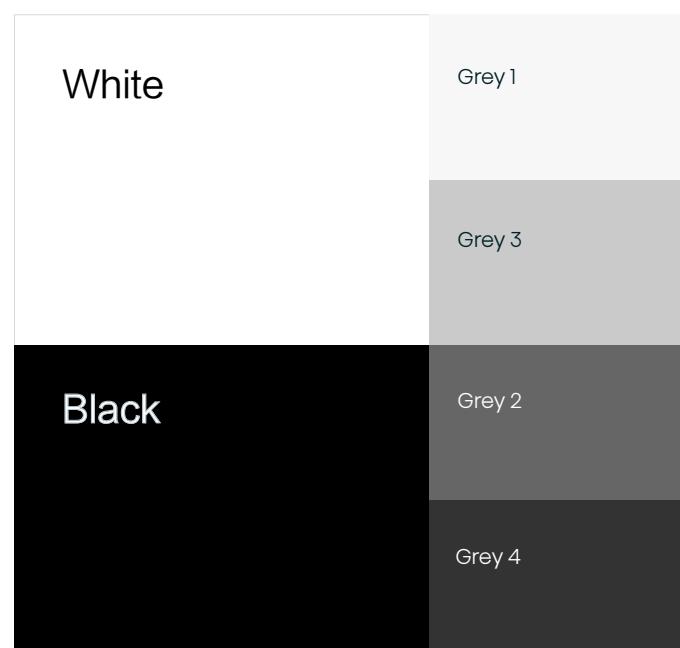
### Primary color - Hisense Green

Hisense Green is our signature color.



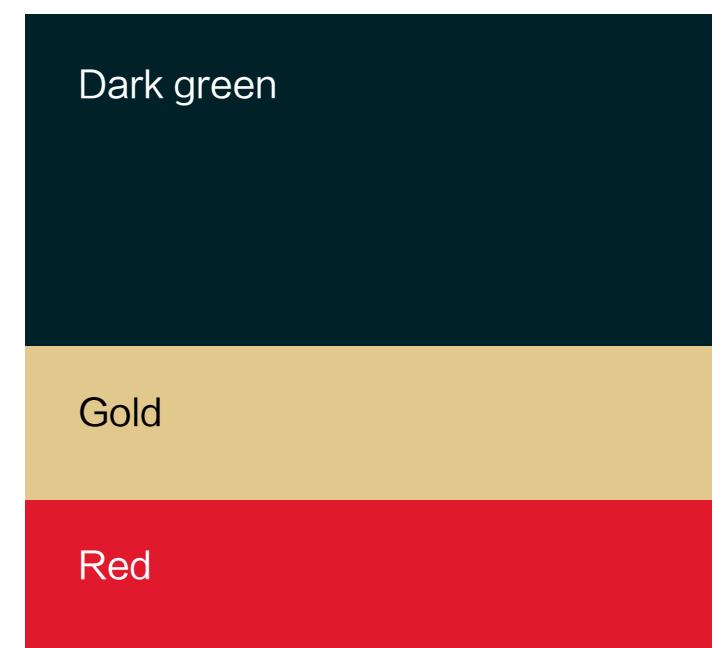
### Neutral color

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

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.

## Brand color - color scale

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

100%

50%

30%

10%

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

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

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

RGB: 230.250.250  
HEX: e6fafafa  
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.

**White**

**Black**

RGB: 0.0

HEX: #000000

CMYK: 0.0.0.100

PANTONE: Black 3 C

**Grey 1**

RGB: 247.247.247

HEX: f7f7f7

CMYK: 0.0.0.5

PANTONE: 427C

**Grey 2**

RGB: 204.204.204

HEX: ccccccc

CMYK: 0.0.0.20

PANTONE: 428C

**Grey 3**

RGB: 102.102.102

HEX: 666666

CMYK: 0.0.0.60

PANTONE: 431C

**Grey 4**

RGB: 51.51.51

HEX: 333333

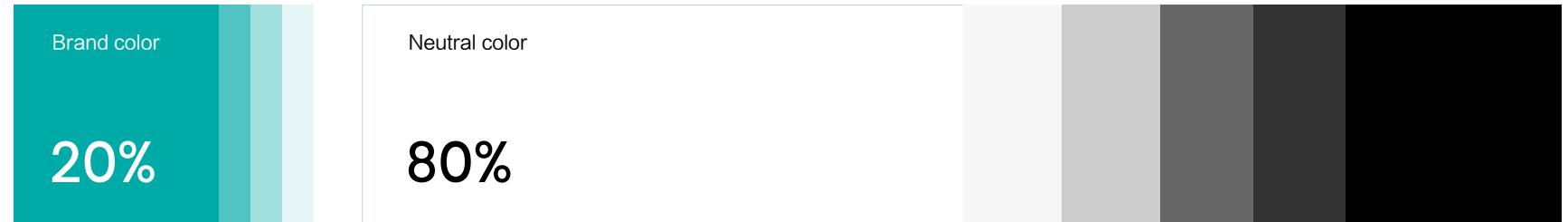
CMYK: 0.0.0.80

PANTONE: 432C



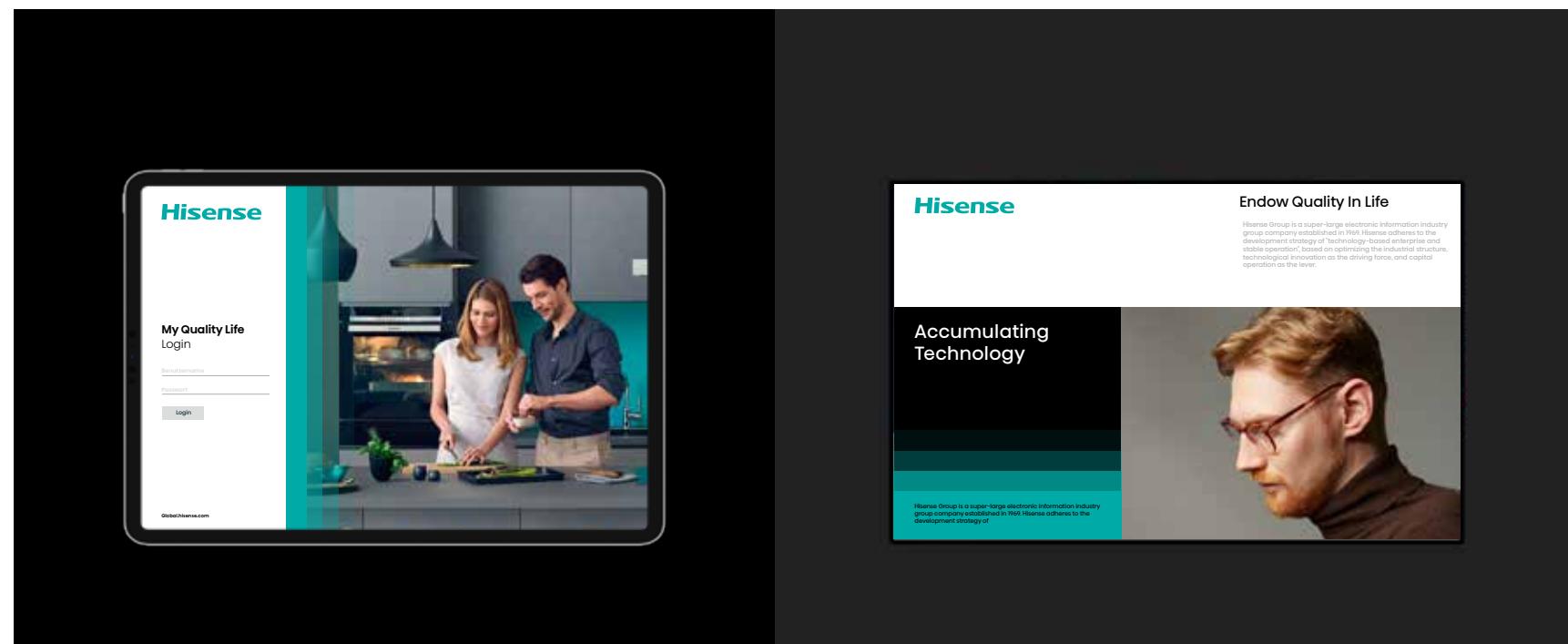
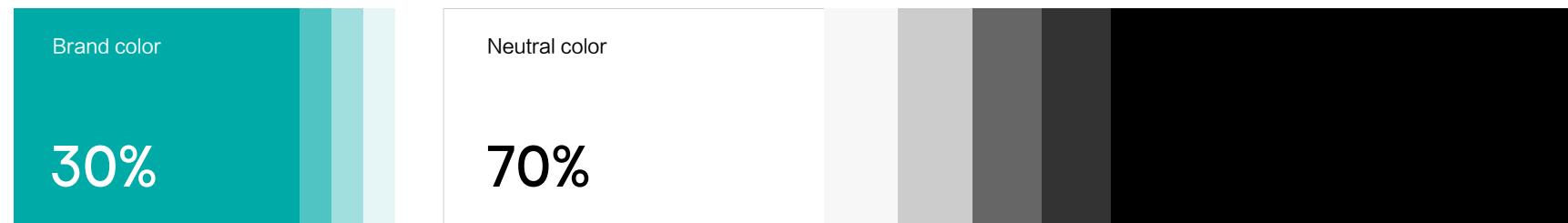
## Color ratio (office system)

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.



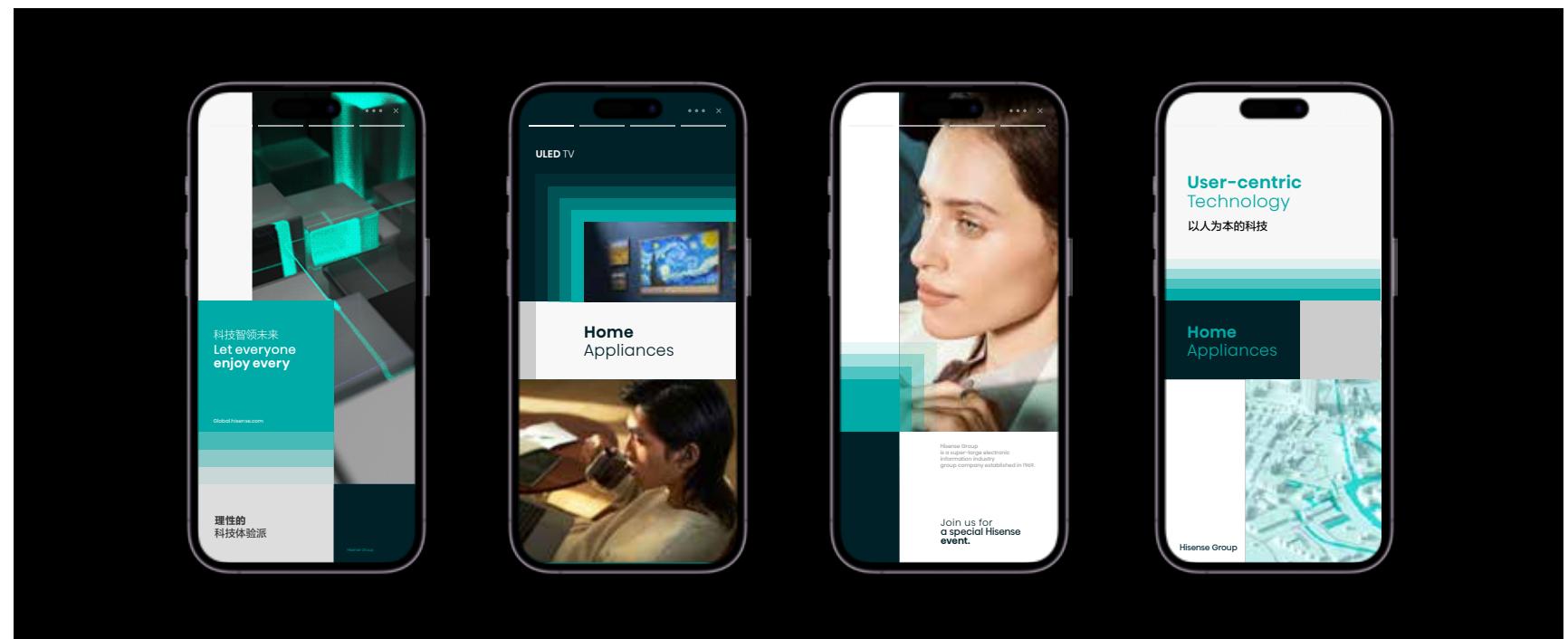
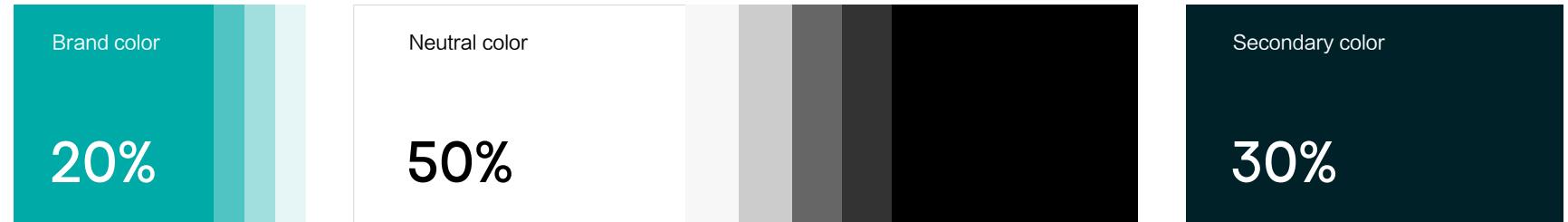
## Color ratio (advertising system)

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.



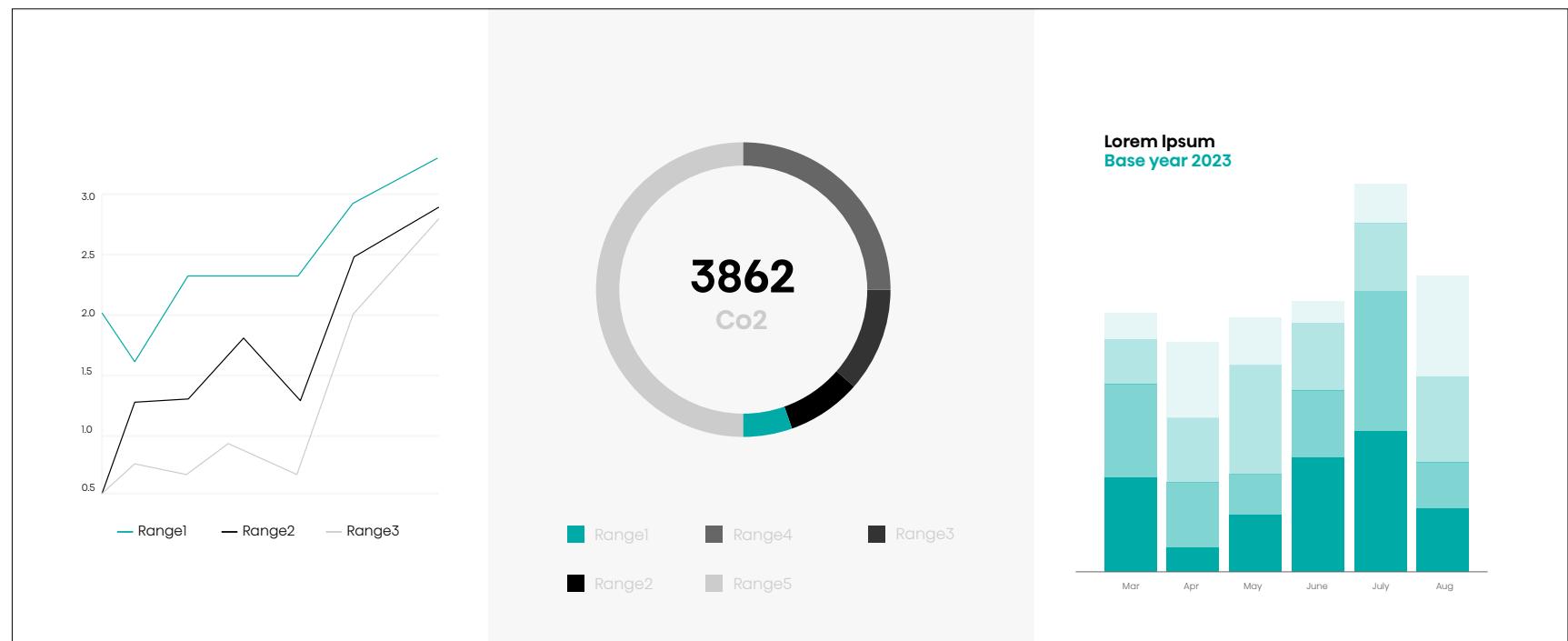
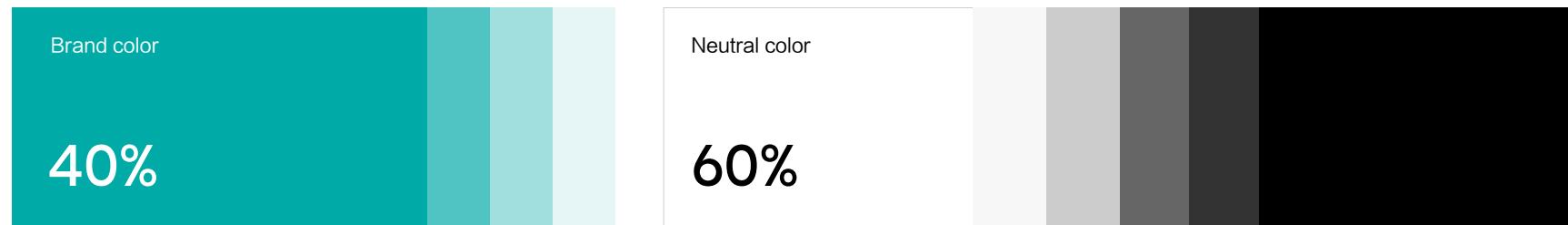
## Color usage ratio (digital marketing system)

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.



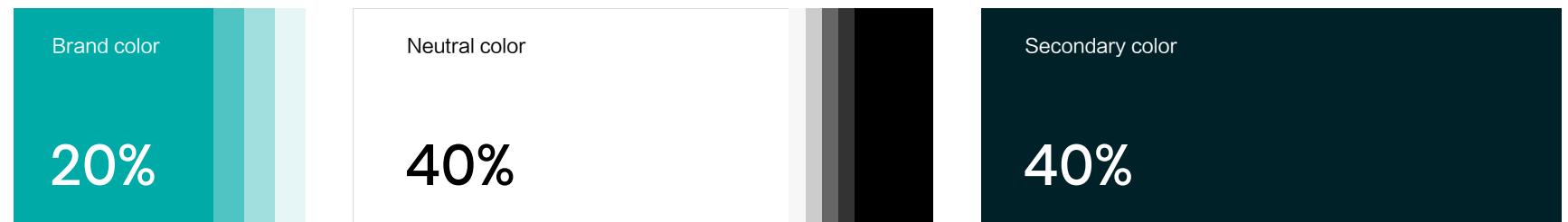
## Color ratio (multimedia system charts)

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.

Brand color

10%-50%

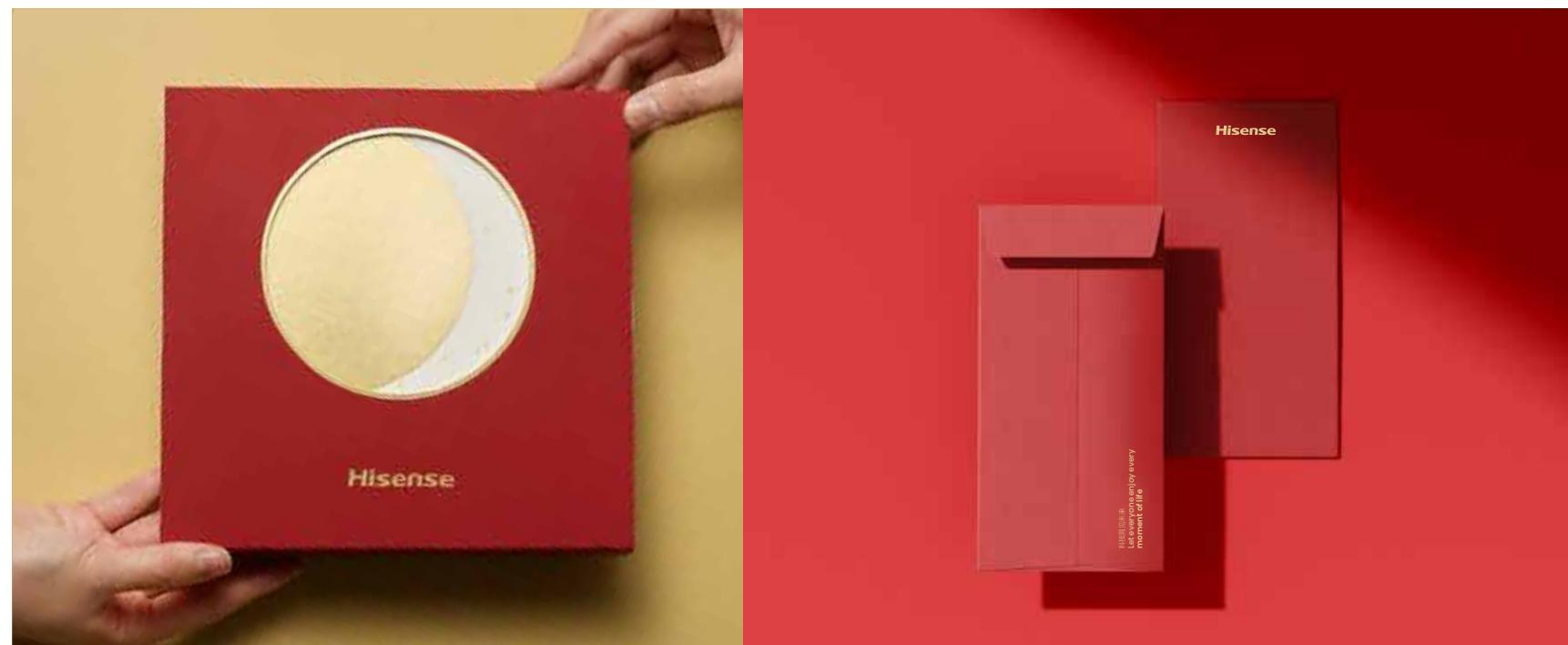
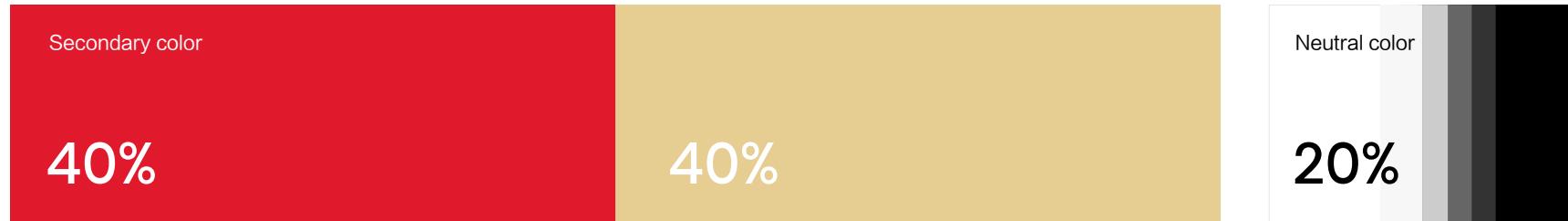
Neutral color

10%- 50%



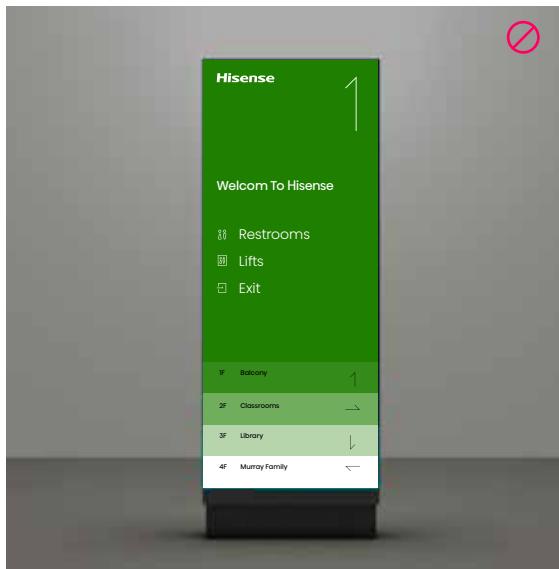
## Color ratio (festivals)

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.

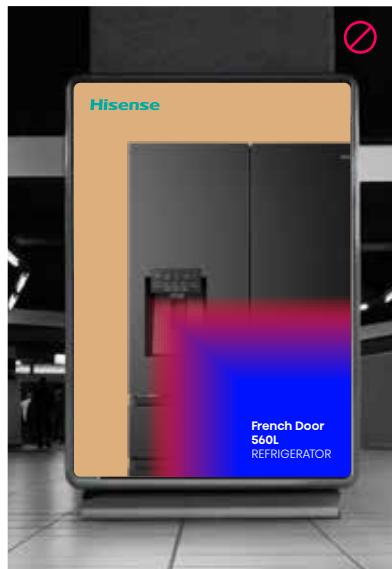


## Examples of improper usage

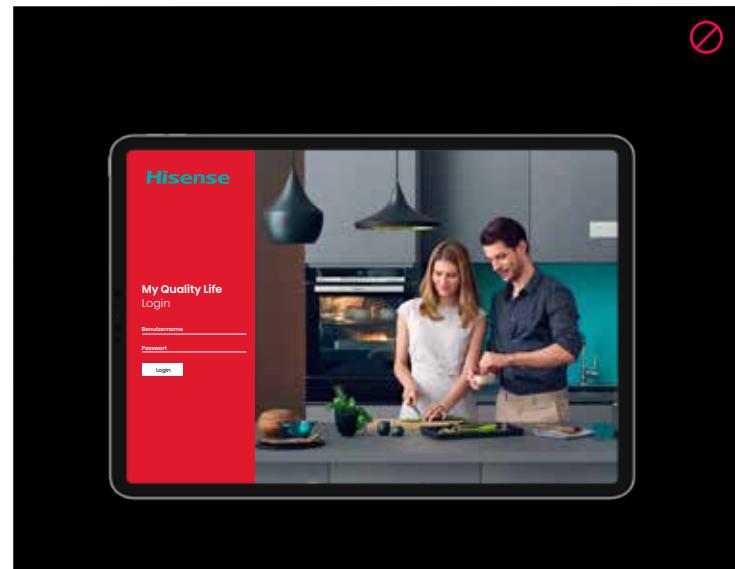
Don't use colors other than those specified for a large area



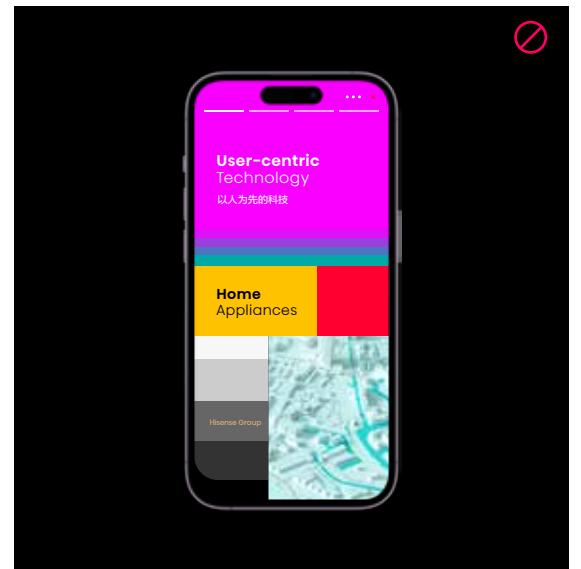
Don't use gradients as a replacement for color scales, and don't use green on gold



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

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# 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



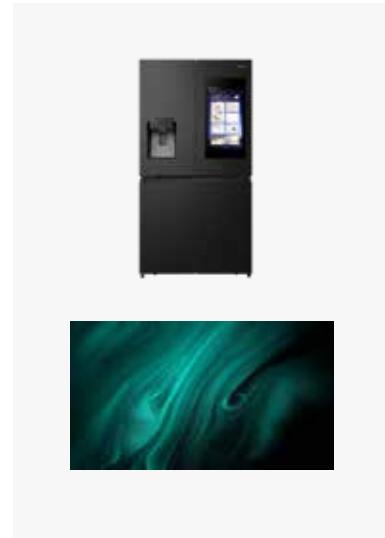
5.2

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.

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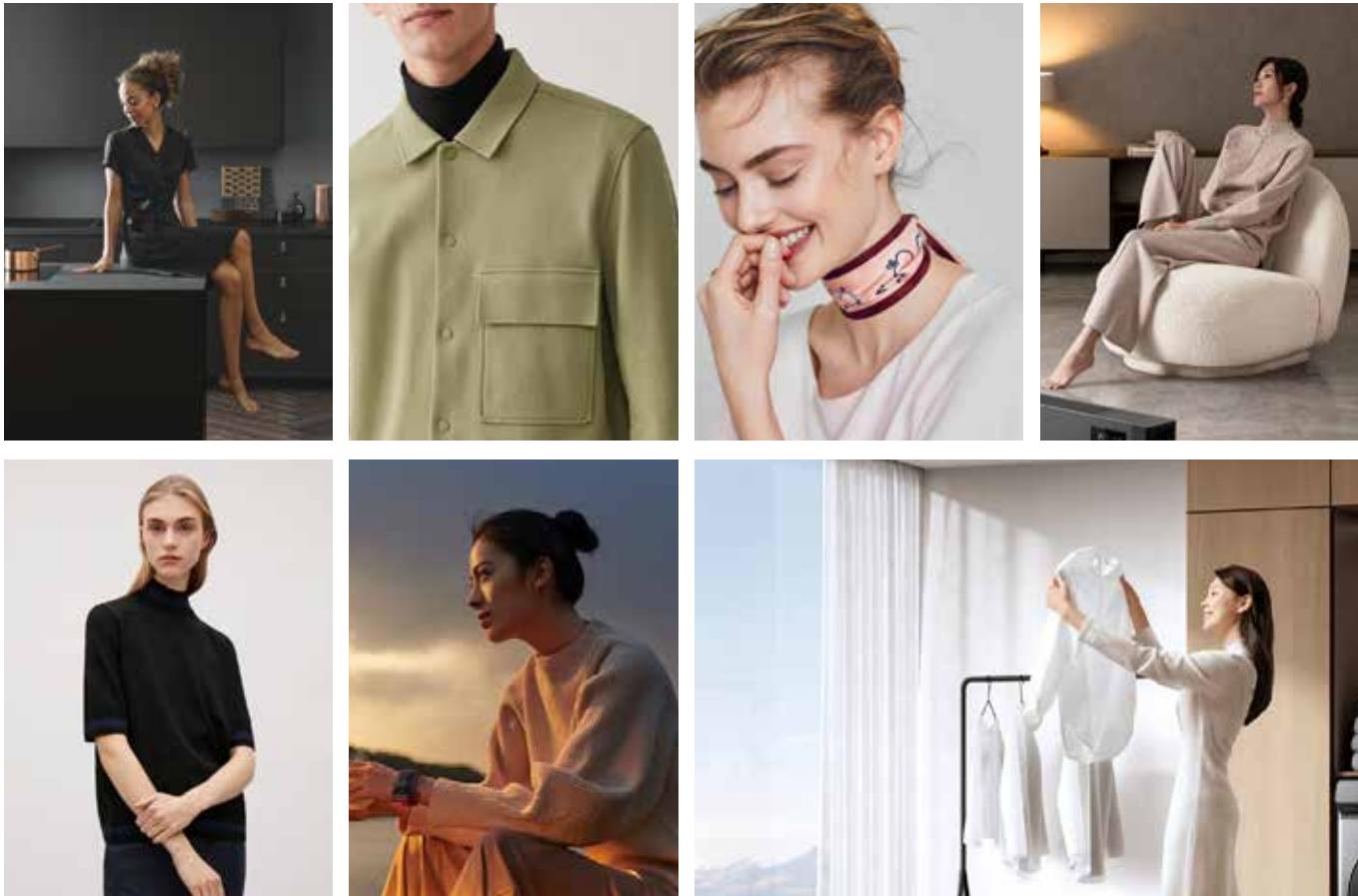
## Character – makeup and behavior

**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 integrating with the product to evoke a sense of quality and pleasant lifestyle.

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## 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.

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## 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.

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## Products – detail close-up

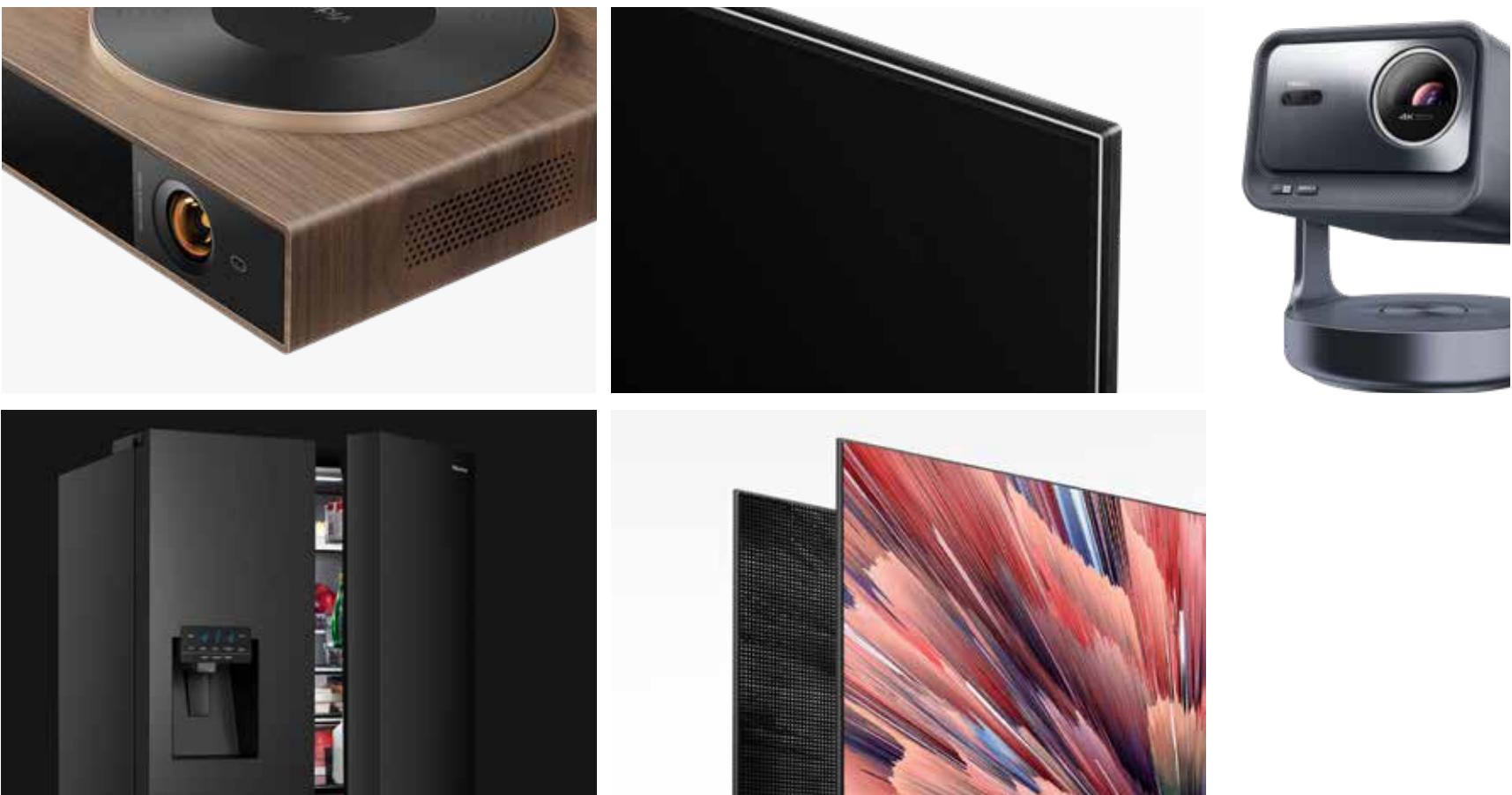
**Rigorous | Delicate | Perfect | Excellent**

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.

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## 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.

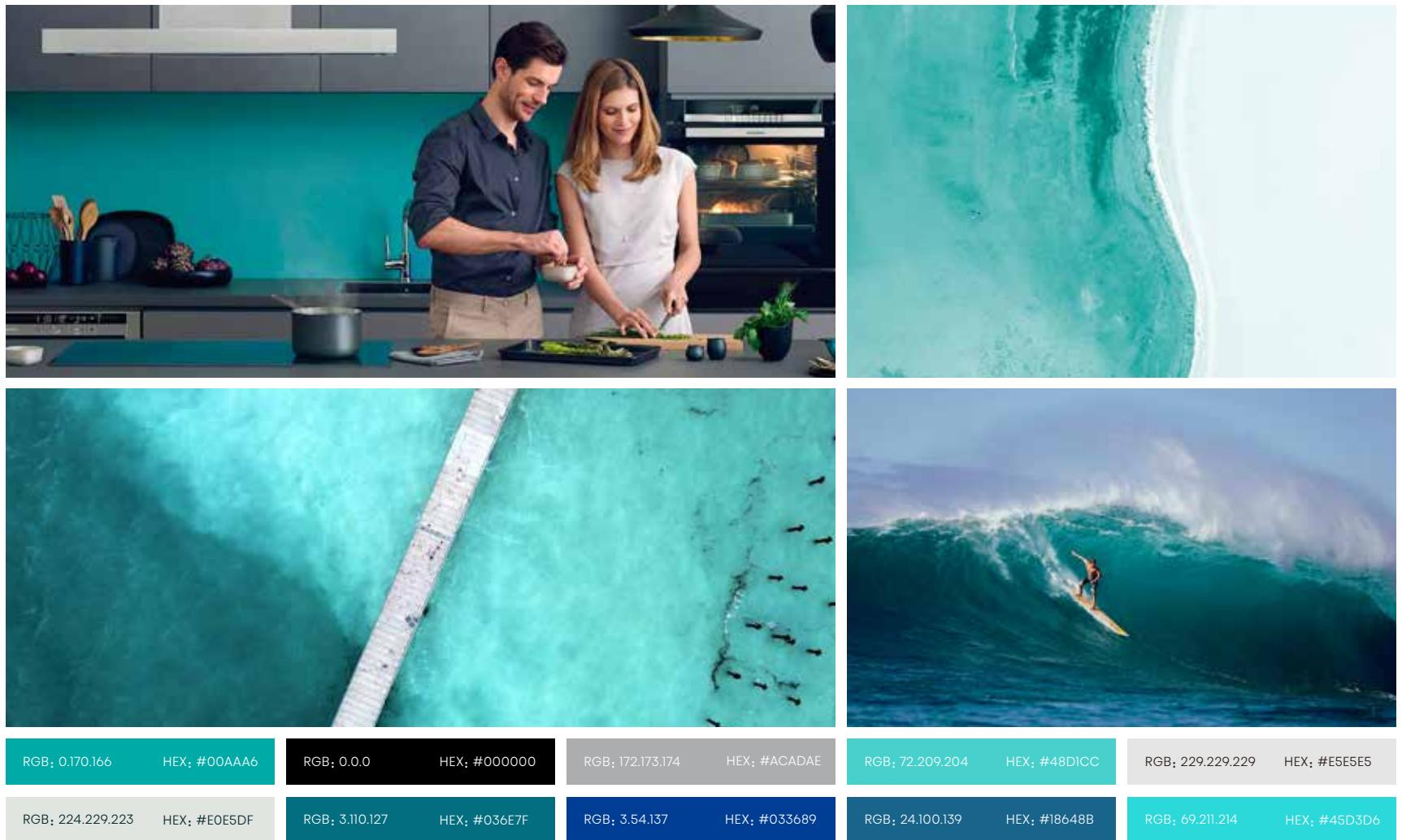


## Image Tone – main matching color

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.

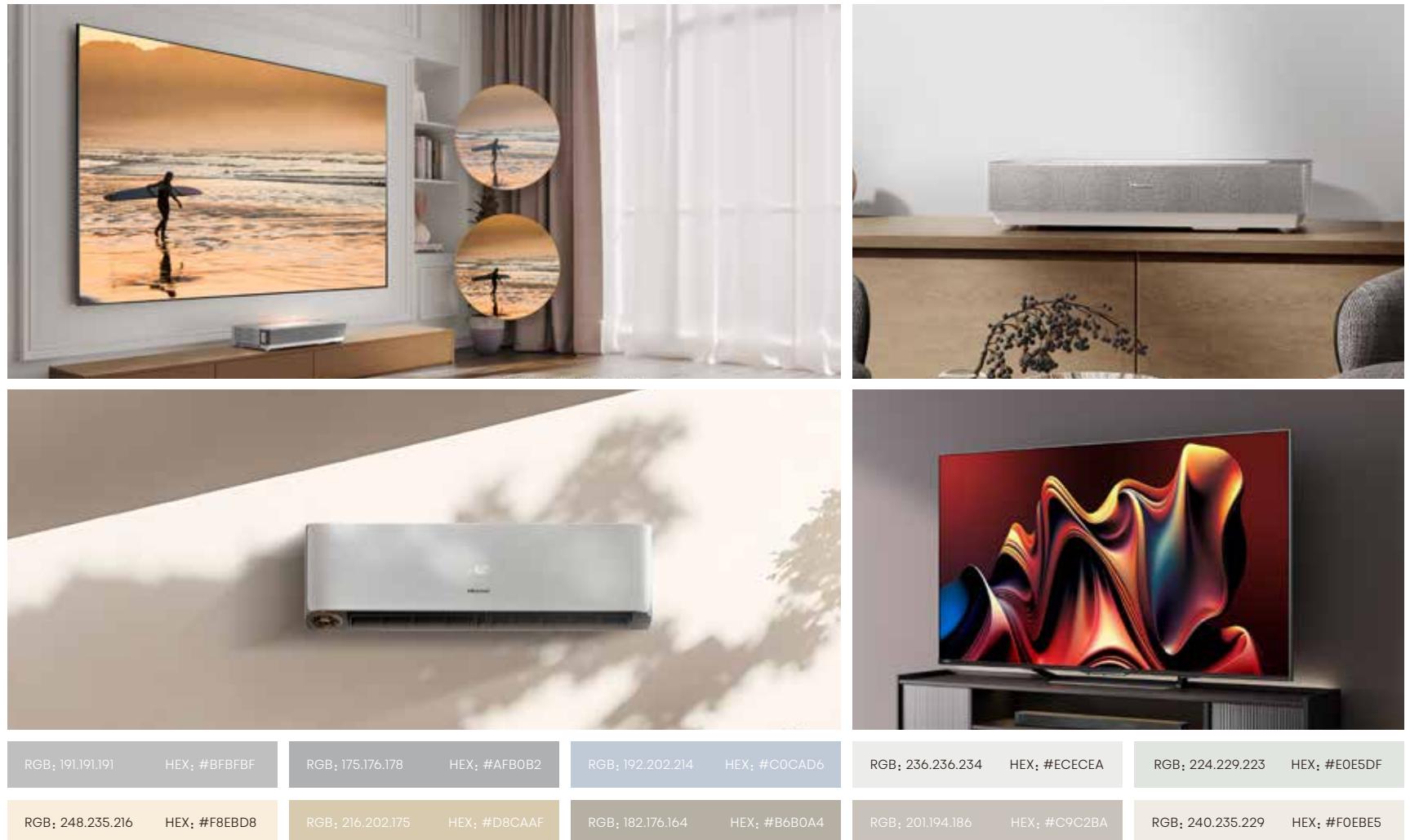
### Main matching color :

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.



## 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.



## 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



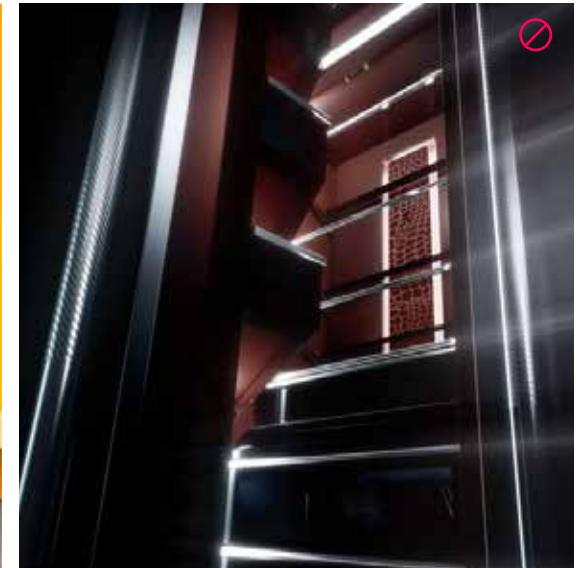
Inappropriate angles



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 allows individuals to experience the practicality and comfort of the product. Through careful composition and color selection, an immersive and optimistic vibe is created.

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## 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.

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