

天外天品牌书

天外天品牌书

TWT Brand Book

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Created by owlking

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2017. 09

欢迎

Welcome

本规范手册包含的品牌基本原则和使用案例，通过基本标志、品牌色、图形设计以及图像排版风格，以保持“天外天”的品牌视觉识别统一性。本手册将呈现品牌所有的关键视觉元素以及系统地告诉大家如何在各个应用和物料上正确和统一地使用它们。我们应做到保持正确和一致地应用所有品牌关键视觉元素。然而，在遵循品牌统一性以及不违背品牌视觉识别的基础上，学习灵活运用其中的基本规则，从而衍生出更具创新、新颖、个性以及多维度特点的表达形式，传达出强大有力的品牌信息。

This guideline contains basic principles and examples that are needed to maintain the consistency of TWT Studio's brand identity, from the primary logo, color, graphic device, imagery through to the typographic style. It shows you what these key elements are and how to apply them correctly and consistently throughout the various applications. It is essential that the key elements should be applied correctly and consistently. However, there is enough flexibility to always produce fresh, creative and differentiated communication pieces. It is not essential to use every element on every item of communication, but to deliver a strong brand message without compromising the brand identity.

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1.01 品牌概述

Brand Overview

天外天工作室(TWT Studio)

2000年6月8日，天外天网站正式上线，天外天工作室也随即成立。十几年来，天外天工作室以网络思想政治教育为主要建设方向，开发了党建、形势与政策答题、新闻、问卷、投票、天外天商城、微北洋APP、问津APP、求实BBS等众多网络产品。 网络产品涵盖教育资讯、服务、生活、娱乐等领域，为天大师生提供全方位的网络服务。天外天工作室于2015年1月成为首批教育部大学生网络文化工作室。

On June 8, 2000, TWT website was officially launched, and TWT Studio was set up. For more than ten years, TWT Studio has been developing in the direction of network ideology politics education Party building, Situation and Policy, News, Questionnaire, Voting, TWT mall, WePeiYang APP, WenJin APP, and BBS, etc. Network products cover education, information, services, life, entertainment and other fields, For the teachers and students of Tianjin university for a full range of network services.TWT Studio became the first network culture studio of college students in January 2015.



2.00

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标志

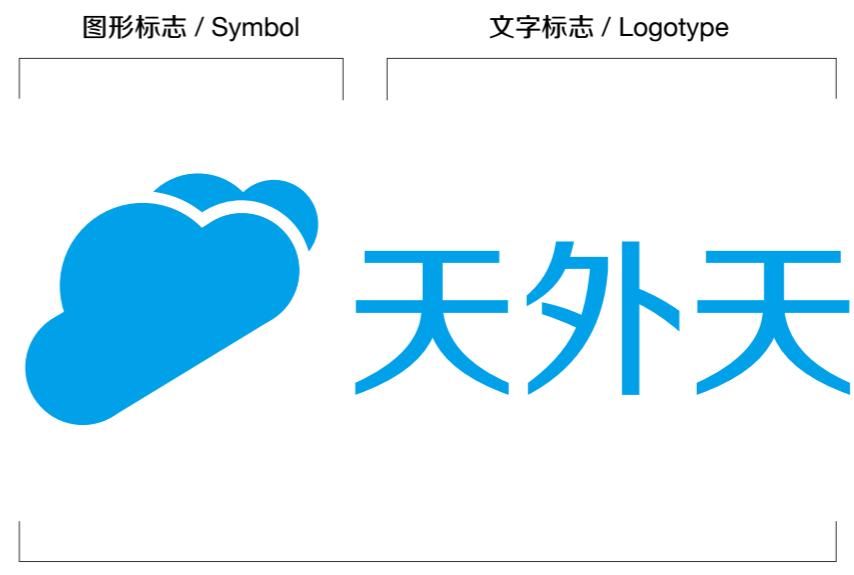
Logo

标志元素

Logo Elements

天外天标识由两元素组成：1.图形标志 2.文字标志。其元素间的相对大小和位置是固定的，并且文字标志不能单独使用。其标志只能从最终规范文件中直接拷贝使用，而不是重新绘制或者擅自组合。本规范的各种电子格式文件通用
于移动端或Web端，可在天外天工作室云盘组内公共分享区域进行下载。

TWT logo is made up of two elements: 1. Symbol 2. Logotype. The relative sizes and positions of these elements are fixed. TWT logotype cannot be used on its own. The primary brandmark should only be reproduced from the master artwork. It should not be redrawn or altered in any way. The master artwork is available in various electronic formats, for both Mobile and Web. Download from TWT Studio Cloud disk.



2.02

标准标志

Basic Logo

标准标志是天外天的主要品牌符号，多数情况下请使用此标志。它有助于建立品牌识别，同时传达出品牌信誉与稳定性。标准标志的使用场景分为：在白色/浅色背景上使用纯蓝色标准版标志；在需要时，深色背景上可使用天外天灰色标志或者反白标志；在品牌蓝色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，例如纸张印刷，物料印刷，传真纸和备忘录可使用单色黑或单色灰标志。

The basic logo is the main signature of the brand. It helps to build recognition of the brand, as well as convey TWT's confidence and stability. The basic logo of TWT is recommended to be used in full color version on white/ light background, or used in TWT gray on black/dark background. When used in white version, the background color should be the main blue of TWT. Grayscale and Black can be available in single color web like forms or in any paper printing, material printing, facsimile paper and memo, when the basic version cannot be reproduced in a satisfactory manner.



01. 天外天标准版
标志：天外天纯蓝版
背景：单白

01. TWT_Basic
Logo: TWT Blue
BG: White

02. 天外天蓝白版
标志：天外天 蓝 + 白
背景：单黑

02. TWT_Blue_White
Logo: TWT Blue + White
BG: Black

03. 天外天反白版
标志：天外天 白色
背景：蓝 黑

03. TWT_White
Logo: TWT White
BG: Blue / Black

04. 天外天单黑版
标志：单黑
背景：白色

04. TWT_Black
Logo: Black
BG: White

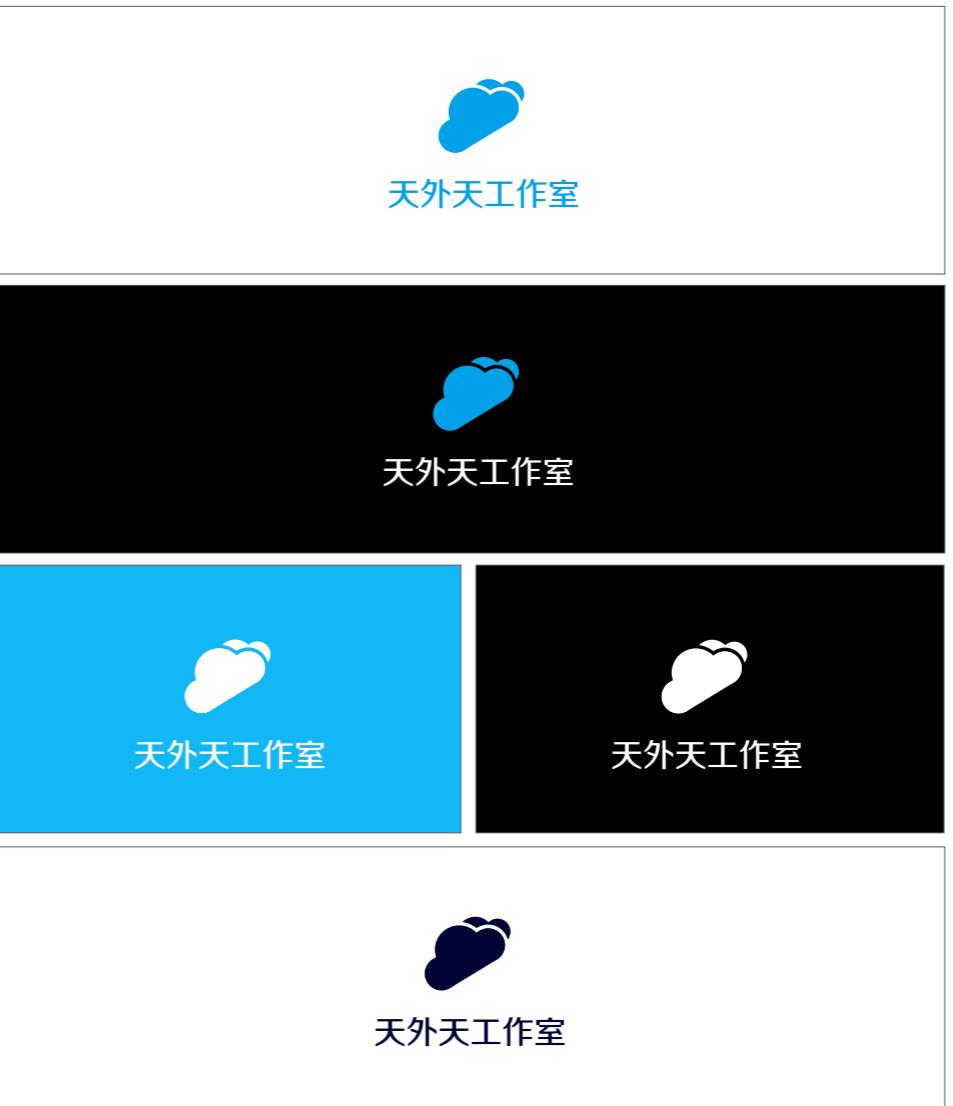
2.03

垂直标志

Vertical Logo

天外天的首要品牌视觉识别是标准标志，然而在显示区域宽度固定或有限的情况下，可使用垂直标志作为第二选择。其元素间的相对大小和位置是固定的。垂直标志的使用场景分为：在白色/浅色背景上使用纯蓝色标准版标志；在需要时，深色背景上可使用天外天灰色标志或者反白标志；在品牌蓝色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，例如纸张印刷，物料印刷，传真纸和备忘录，可使用单色黑或单色灰标志。

The standard logo is the first brand visual recognition of TWT , but the vertical marker can be used as a second option when the area width is fixed or limited. The relative size and position of the elements are fixed. The basic logo of TWT is recommended to be used in full color version on white/ light background, or used in TWT gray on black/dark background. When used in white version, the background color should be the main blue of TWT. Grayscale and Black can be available in single color web likeforms or in any paper printing, material printing, facsimile paper and memo, when the basic version cannot be reproduced in a satisfactory manner.



01. 天外天垂直标准版
标志：天外天纯蓝
背景：单白

01. TWT_Basic
Logo: TWT Blue
BG: White

02. 天外天蓝黑版
标志：天外天 蓝 + 白
背景：单黑

02. TWT_Blue_Black
Logo: TWT Blue + White
BG: Black

03. 天外天反白版
标志：白色
背景：单蓝 单黑

03. TWT_White
Logo: White
BG: Blue / Black

04. 天外天单黑版
标志：单黑
背景：白色

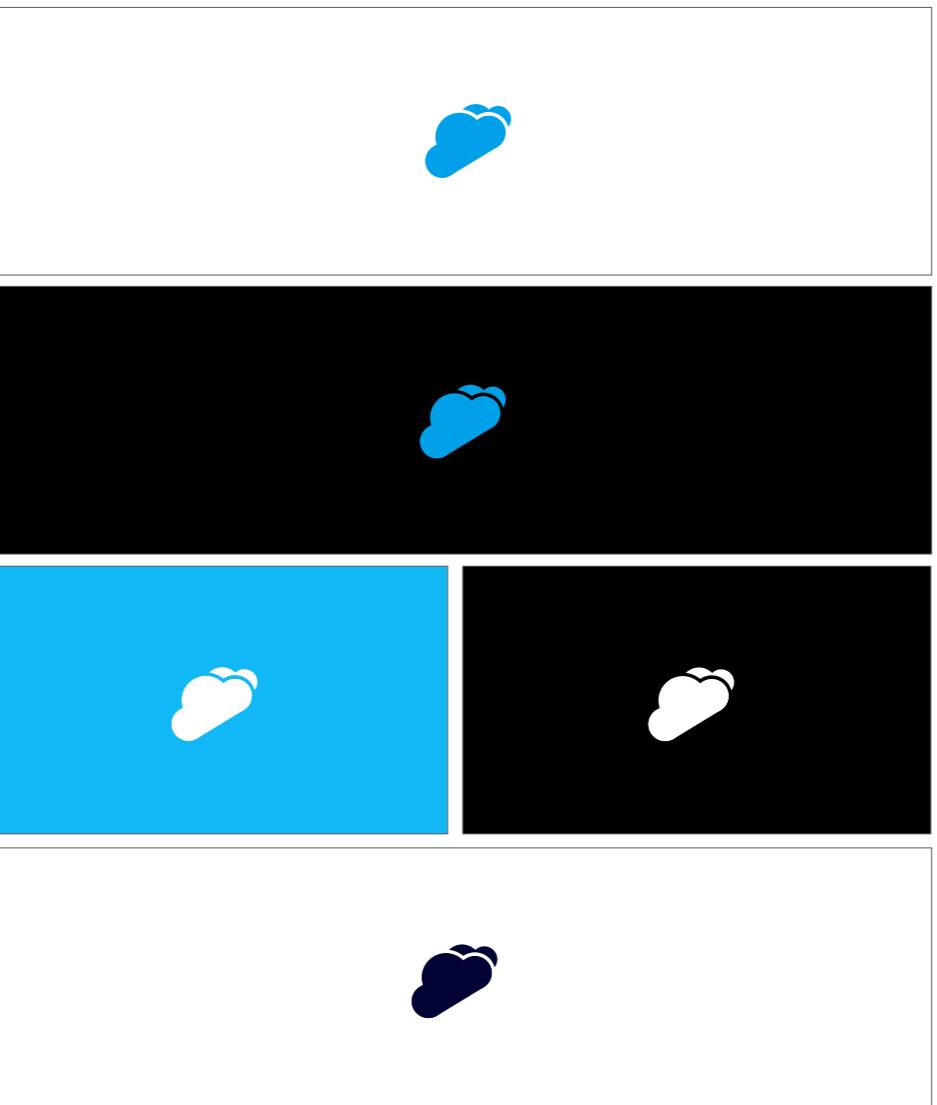
04. TWT_Black
Logo: Black
BG: White

图形标志

Symbol

天外天的首要品牌视觉识别是标准标志，在标准标志里包含图形和文字内容。在一些情况下，是需要单独使用图形标志。其元素间的相对大小和位置是固定的。图形标志的使用场景分为：在白色/浅色背景上使用纯蓝色标准版标志；在需要时，深色背景上可使用天外天灰色标志或者反白标志；在品牌蓝色背景上使用白色标志；当标准标志不能以舒适的方式使用在单色应用场景时，例如纸张印刷，物料印刷，传真纸和备忘录，可使用单色黑或单色灰标志。

The primary brand visual identification is the standard logo, which contains logo and text content in the standard logo. Sometimes, use the graphical flags alone. The relative size and position of the elements are fixed. The basic logo of TWT is recommended to be used in full color version on white/ light background, or used in TWT gray on black/dark background. When used in white version, the background color should be the main blue of TWT. Grayscale and Black can be available in single color web likeforms or in any paper printing, material printing, facsimile paper and memo, when the basic version cannot be reproduced in a satisfactory manner.



01. 天外天垂直标准版
标志：天外天纯蓝
背景：单白

01. TWT_Basic
Logo: TWT Blue
BG: White

02. 天外天蓝黑版
标志：天外天 蓝 + 白
背景：单黑

02. TWT_Blue_Black
Logo: TWT Blue + White
BG: Black

03. 天外天反白版
标志：白色
背景：单蓝 单黑

03. TWT_White
Logo: White
BG: Blue / Black

04. 天外天单黑版
标志：单黑
背景：白色

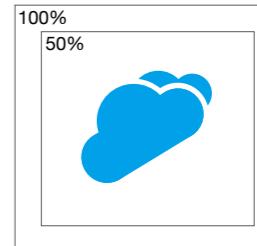
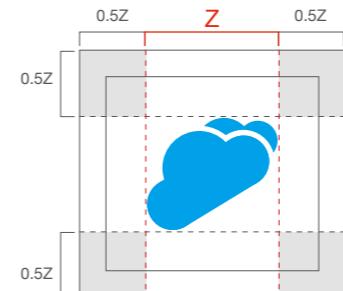
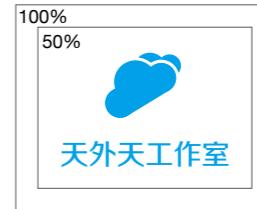
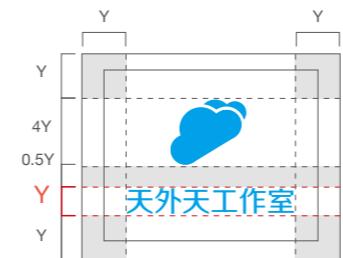
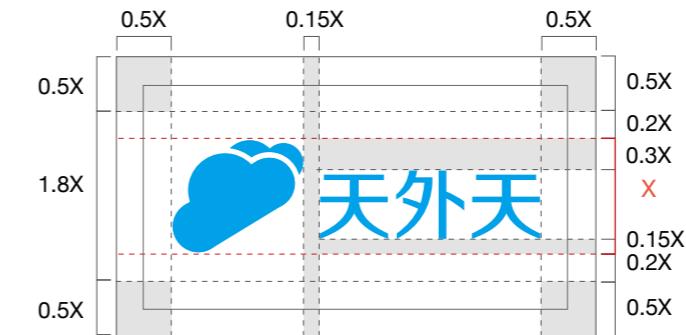
04. TWT_Black
Logo: Black
BG: White

安全区域

Clear Space

为确保天外天的品牌标志可以在所有场景中被易识别，标志周围需预留一定的安全不可侵犯区域。此区域相当于标志在运用时，与其他设计元素或文本内容所应保持的最小距离。为确保标志的完整性与可读性，此区域大小必须严格遵守规范。当标志尺寸被缩放使用时，安全区域大小随之等比缩放。如右图，以图形标志的宽/高为一个单位“x”作为参考值，一般情况下应保持100%的安全区域，或当100%安全区域不可用时，使用50%安全区域为第二选择。

To ensure that the TWT logo is clearly visible in all scenarios, always maintain adequate clear space around it. This space represents the minimum distance between the logo and any other design element or text. To ensure the integrity and legibility of the logo, the area surrounding it should be protected. A clear space of 100% should be maintained but when 100% clear zone is not available, use the second option of 50% clear space.



最小尺寸

Minimum Size

天外天标志没有固定的尺寸大小，其比例关系应由可用空间、美感、功能和可见度来决定。且标志没有预设的最大尺寸，其标准标志的最小印刷尺寸宽度为16mm，最小显示器尺寸宽度为44px。

There is no predetermined size for TWT logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. The minimum size for the basic logo is 16mm in print, 44px for screen use.



印刷宽 / Print: 16mm
显示器宽 / Screen: 44px



天外天工作室



印刷宽 / Print: 7mm
显示器宽 / Screen: 20px



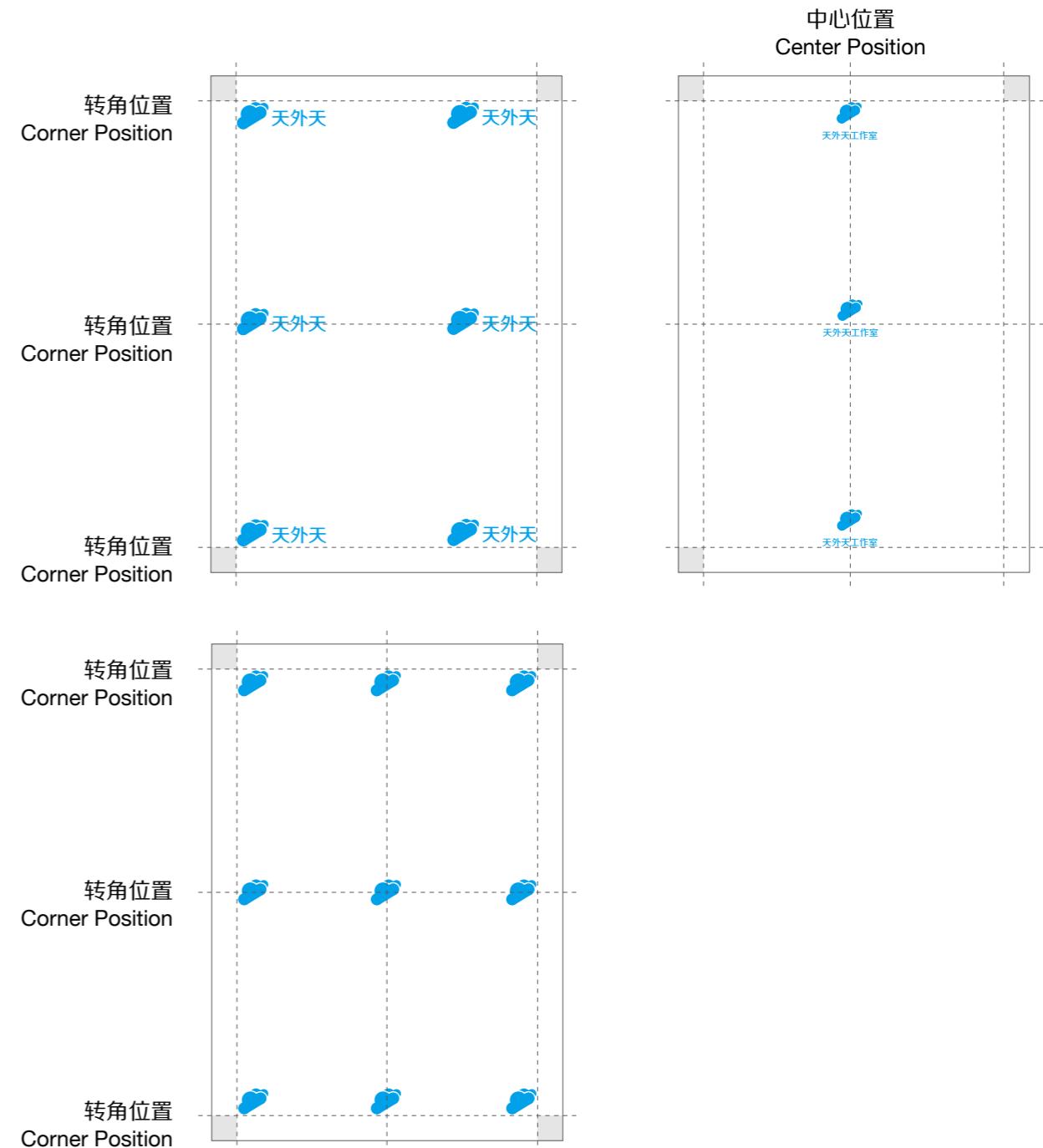
印刷宽 / Print: 5.5mm
显示器宽 / Screen: 16px

版式位置

Logo Placement

标志的位置取决于标志的样式。标准标志在版式页面中应遵循左对齐或右对齐，居顶、居中或居下。例如这种版式运用在大多数Web站点系统。垂直标志应遵循中对其，居顶或居下。而图形标志则应遵循左中右对齐，居上、居中或居下。

The preferred logo placement is differentiated by the logo format. The basic TWT logo is positioned left aligned or right aligned at the top, middle or bottom of the page when the identification of the brand is the priority. For example, this would be applied on most website system. Vertical TWT logo is positioned center aligned at the top middle or bottom of the page. TWT symbol is positioned left aligned, center aligned or right aligned at the top, middle or bottom of the page.



使用与限制

Restrictions

为了保证品牌标志的完整性以及保持品牌统一性，遵循本规范中所述的使用与限制是很重要的。在使用品牌标志时，应尽量避免如右图所示的各种不规范使用样式。

To maintain the integrity of the logo and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuse of the logo that should be avoided.



品牌形象规范

Image Specification

天外天形象-天天

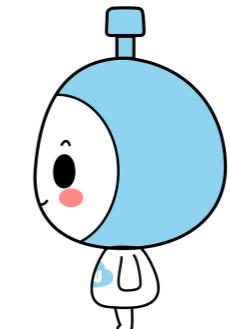
小天天是天外天的品牌形象标示，预示工作室团队人群以及我们所服务人群的年轻、活力、青春、向上 特质。

三维视角下，品牌形象有多视图展现。品牌形象的立体曲面细节有相应规范，应用时必须深思熟虑，谨慎和适当使用，不得擅自改动任意单个元素的颜色。

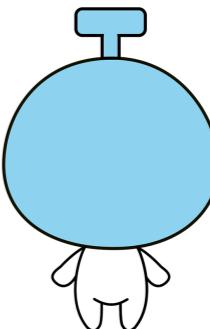
This section explains the standard shape for 3D artworks of TianTian characters. All on/offline 3D artworks which need to show the movement such as walking or running(dolls, 3D structures etc), can be produced based on this section.



2维三视图



正面



侧面



延展表情包



毕业



期待



难过



3.00

—

品牌色

Color

3.01

品牌标准色

Basic Color

品牌色在天外天品牌视觉传达中起到了核心作用。右图所示为天外天品牌规范颜色色板示意，这些颜色可以运用在任何品牌有关衍生物料中。天外天的每一个品牌色都有着精准匹配合适的Pantone色彩。关于平面印刷物，一般情况下须使用对应的Pantone色值（单色）；若因条件限制无法使用Pantone色彩，选取对应的CMYK色值做为第二选择。关于显示器作业，须使用RGB色值或十六进制值。本规范中提及的品牌色会因不同屏幕和印刷机而产生色差，使用时应尽可能以Pantone色卡做为天外天品牌色的最终参考对象。（*Pantone属Pantone公司所有。）

Color plays a central role when TWT brand is communicating. Always use the color palette represented and apply them to any communication materials. Whenever possible, reproduce TWT logo in Pantone (single color) for print work. If this is not possible, use the CMYK values listed for print communication pieces. For screen based work, use RGB and HEX values. The colors shown throughout these guidelines will vary on different screens and printers and may not display as accurate color matches. Always refer to Pantone color swatches for color matching whenever possible. (*Pantone® is the property of Pantone, Inc.)

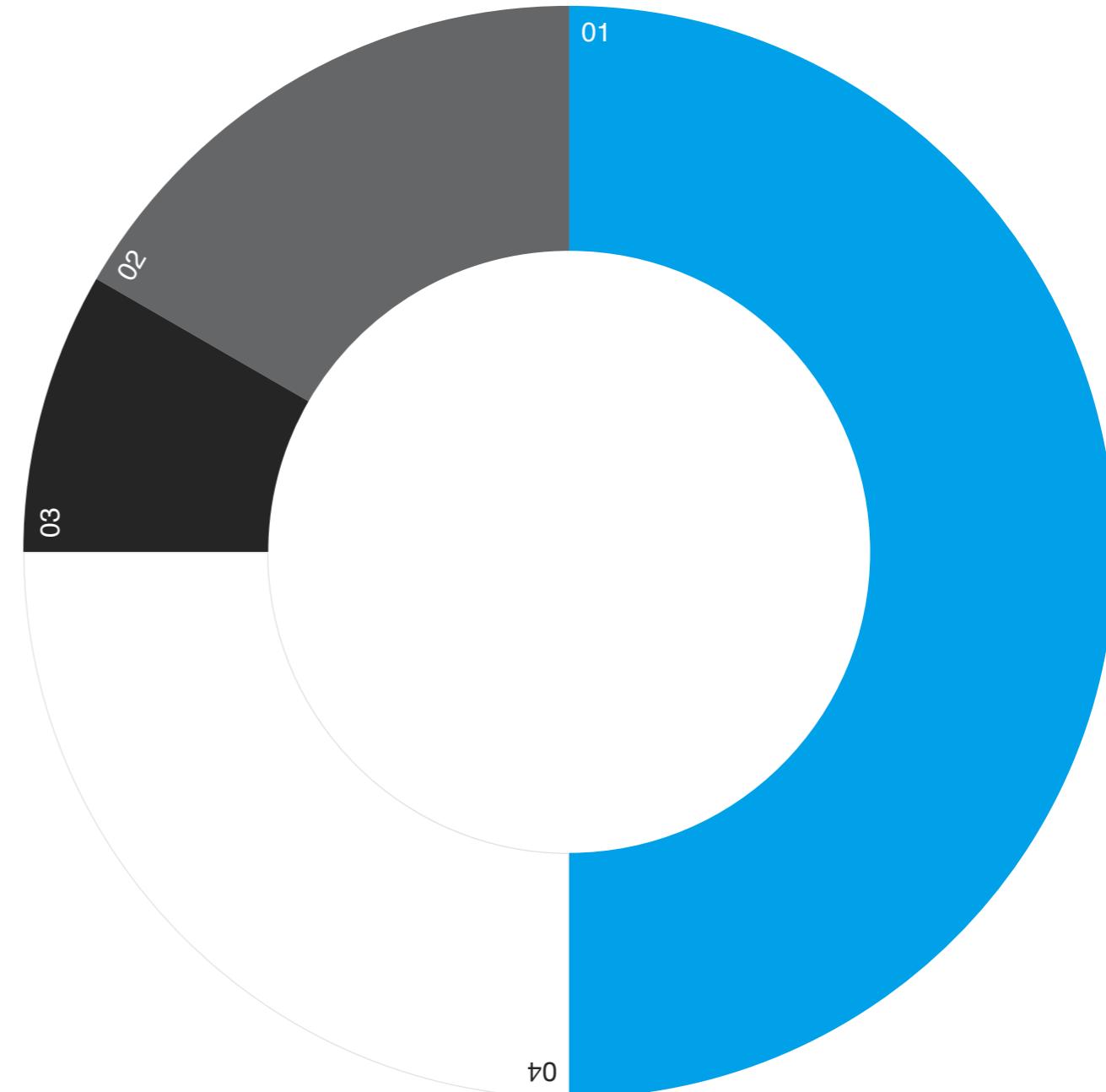
天外天 纯蓝 TWT Green	R: 0 / G: 161 / B: 233 C: 76 / M: 20 / Y: 0 / K: 0 PANTONE 2925 C # 00A1E9	主色调 Main Color		
天外天 黑 TWT Black	R: 37 / G: 37 / B: 37 C: 0 / M: 0 / Y: 0 / K: 90 PANTONE 426 C # 252525	子品牌参与色（辅色1） Sub Color 1		
天外天 漾变色 TWT Gradient	R: 5 / G: 213 / B: 238 C: 66 / M: 0 / Y: 16 / K: 0 # 05D5EE	R: 0 / G: 161 / B: 233 C: 76 / M: 26 / Y: 0 / K: 0 # 00A1E9	R: 0 / G: 129 / B: 229 C: 82 / M: 47 / Y: 0 / K: 0 # 0081E5	个性色（辅色2） Sub Color 2
天外天 白 TWT White	R: 255 / G: 255 / B: 255 C: 0 / M: 0 / Y: 0 / K: 0 # FFFFFF	反白显示色（辅色3） Sub Color 3		
天外天 灰 TWT Gray	R: 101 / G: 102 / B: 103 C: 68 / M: 59 / Y: 56 / K: 6 PANTONE 10 C # 656667	深色背景时标显示色（辅色4） Sub Color 4		

品牌色比例

Brand Color Proportion

恰当的颜色比例使用可确保所有用户正确认知天外天品牌。蓝(01)应作为品牌主色；其他辅色(02-04)则有助于应用系统的使用和延展。

The appropriate use of color helps to make sure all the users understand Tencent Enterprise brand. TWT blue(01) should be used as main color for the brand. All the sub colors(02-04) should be used as a supportive color for the applications. but TWT blue1(01) should comprise the most proportion of brand color of TWT.



3.03

背景颜色

Background Color

纯色标志，建议做为代表使用标志。在白色/浅色背景上使用纯色标志或单色标志；在天外天蓝背景上使用白色标志；在黑色/深色背景上使用白色标志或蓝白标志，在白色/浅色背景上使用黑色标志或天外天蓝黑标志。综上规范在对应的条件下（右图）允许使用。

The TWT_Main Color logo is recommended to be used for representative use. Use the TWT_Main Color logo or TWT_Black logo on light or white background. TWT_White logo can be used over the main blue of TWT. Use TWT_White logo or TWT_Blue_White logo on black/dark background. TWT_Black logo or TWT_Blue_Black logo on white/light background are available for limited use.



在白色/浅色背景上使用纯蓝色标志。
Use TWT_Blue Color logo over white/light background.



在黑色/深颜色的背景上使用反白版标志。
Use TWT_White logo over black/dark colored background.



在天外天蓝色背景上使用反白版标志。
Use TWT_White logo over QQ blue background.



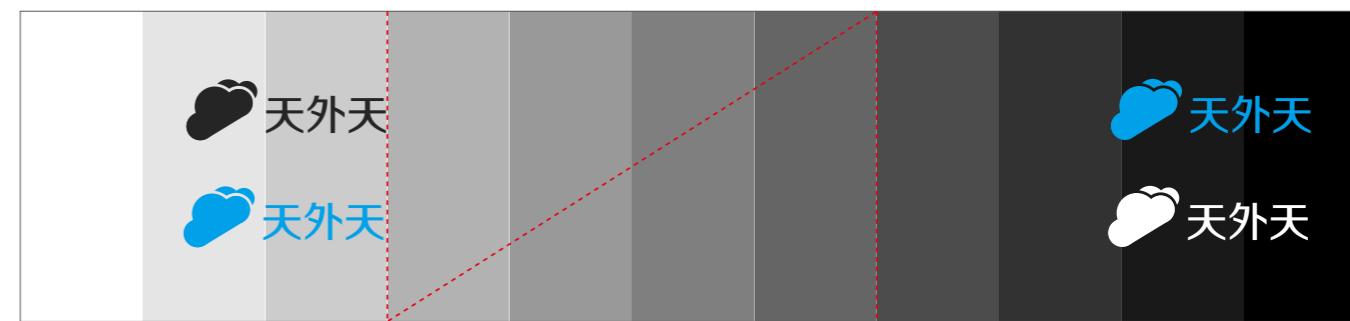
在明亮的图像上使用纯蓝色标志。
Use the TWT_Blue logo over bright image.



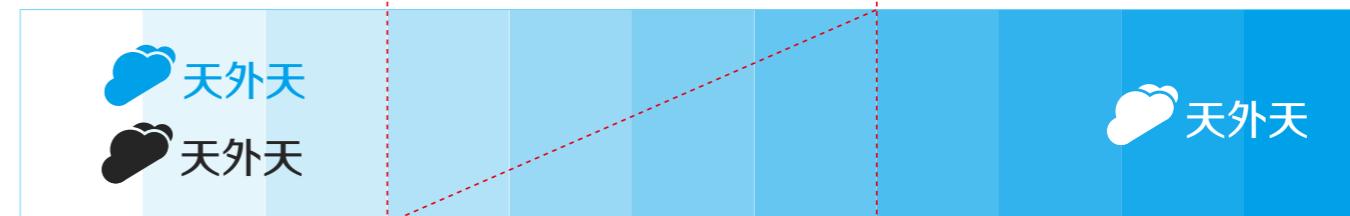
在黑色/深颜色的背景上使用灰色标志。
Use the TWT_Gray_Black logo over black/dark colored background.



在深色的图像上使用白色标志。
Use TWT_White logo over dark image.



🚫 不要使用标识30-60%的背景。
Don't use the logo over 30-60% background.





4.00

—

品牌专用字体

Typography

4.01

中文

Chinese

品牌专用字体是品牌视觉识别的重要部分。品牌专用字体风格有助于建立品牌独特的美感。方正正准黑简体做为天外天的中文品牌专用字体，被用于品牌产品及品牌视觉传达中。我们需要遵循右页所述的品牌字体运用示例，以确保品牌视觉传达的一致性。

Typography is an important aspect of the brand identity. The typographic style contributes to the distinctive aesthetic of the brand. FZZH Ting Hei is used as basic Chinese typeface for TWT brand. This typeface should be used on products and communication pieces across the brand. The typography usage examples on the following pages should be accomplished to ensure all of our communication pieces appear consistently on-brand.

青春无极限天外更有天青春无极限天外更有天
青春无极限天外更有天青春无极限天外更有天
。，：；‘“！？+-*’/ = ()《》

01.
方正正准黑简体
FZZhengHeiS-B

02.
方正正准黑简体
FZZhengHeiS-M

03.
方正正准黑简体
FZZhengHeiS-R

04.
方正正准黑简体
FZZhengHeiS-L

4.02

英文

English

品牌专用字体是品牌视觉识别的重要部分。品牌专用字体风格有助于建立品牌独特的美感。Helvetica Neue做为天外天的英文品牌专用字体，被用于品牌产品及品牌视觉传达中。我们需要遵循右页所述的品牌字体运用示例，以确保品牌视觉传达的一致性。

Typography is an important aspect of the brand identity. The typographic style contributes to the distinctive aesthetic of the brand. Helvetica Neue is used as basic English typeface for TWT brand. This typeface should be used on products and communication pieces across the brand. The typography usage examples on the following pages should be accomplished to ensure all of our communication pieces appear consistently on-brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?-=,.<>;[]{}

01.
Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?-=,.<>;[]{}

02.
Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?-=,.<>;[]{}

03.
Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?-=,.<>;[]{}

04.
Helvetica Neue Light



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子品牌

Sub-brands

子品牌标志元素

Sub-brand Logo Elements

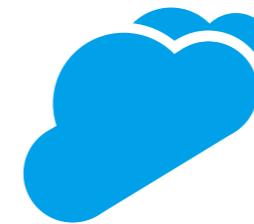
天外天拥有一系列的子品牌，所有子品牌标志延续整个天外天品牌的视觉表现，由两元素组成:1.图形标志2.文字标志,其元素间的相对大小和位置是固定的,并且文字标志不能单独使用。子品牌的标志只能从最终规范文件中直接拷贝使用，而不是重新绘制或者擅自组合。（右图仅以学习平台为例）

TWT has many sub-brands. Every sub-brand keeps the same rules with TWT mother brand, and is made up of two elements: 1. Symbol 2. Logotype. The relative sizes and positions of these elements are fixed. TWT logotype cannot be used on its own. The primary brandmark should only be reproduced from the master artwork. It should not be redrawn or altered in any way.

图形标志 / Symbol



文字标志 / Logotype



天外天学习平台

标准标志 / Logo



子品牌展示（部分）

Sub-Brands (Example)

右图为部分子品牌展示。为统一天外天整个品牌基调，子品牌的使用需严格按照本书所述规范执行。

Parts of TWT sub-brand system are showing on the right page. To unify the entire Brand Architecture of QQ brand, the use of sub-brands requires to follow the specification book.



天外天学习平台



天外天招募中心



天外天理论答题



天外天投票系统



天外天问卷系统



天外天社会实践



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品牌应用系统

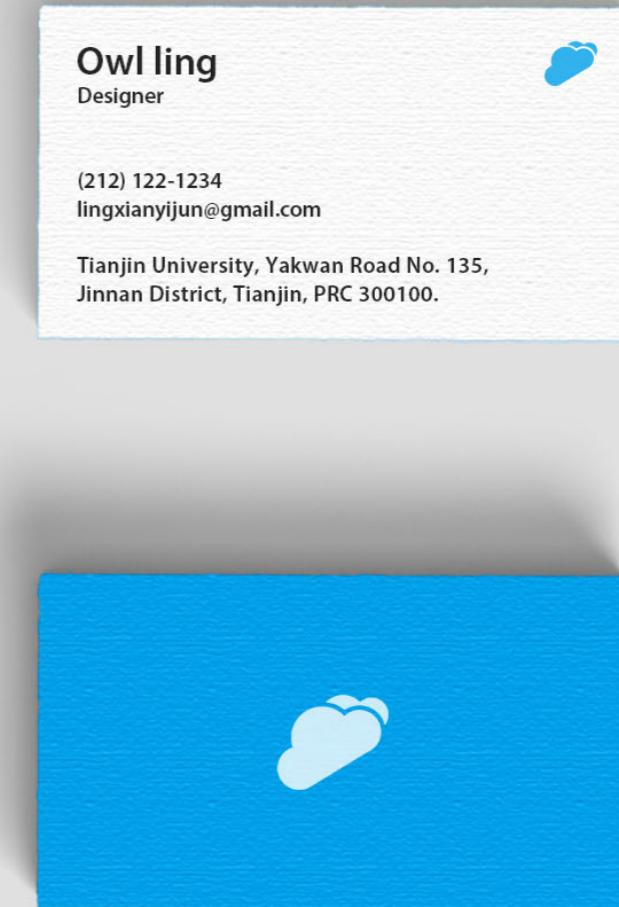
Applications

名片

Business Card

以统一的方式使用天外天品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，天外天将以最正确的品牌基调为用户传达正确的品牌信息。对于客户而言，名片是代表天外天品牌的重要的应用媒介。在印刷材料中，天外天品牌标志须清晰可见，从而清晰呈现出品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, TWT brand will have the right tone to support the right message for the audience. Business card can be an important application that represents the face of TWT brand in the business related situation. Brand logo should be applied to the print material in a clear way, expressing the strong brand identity of TWT.

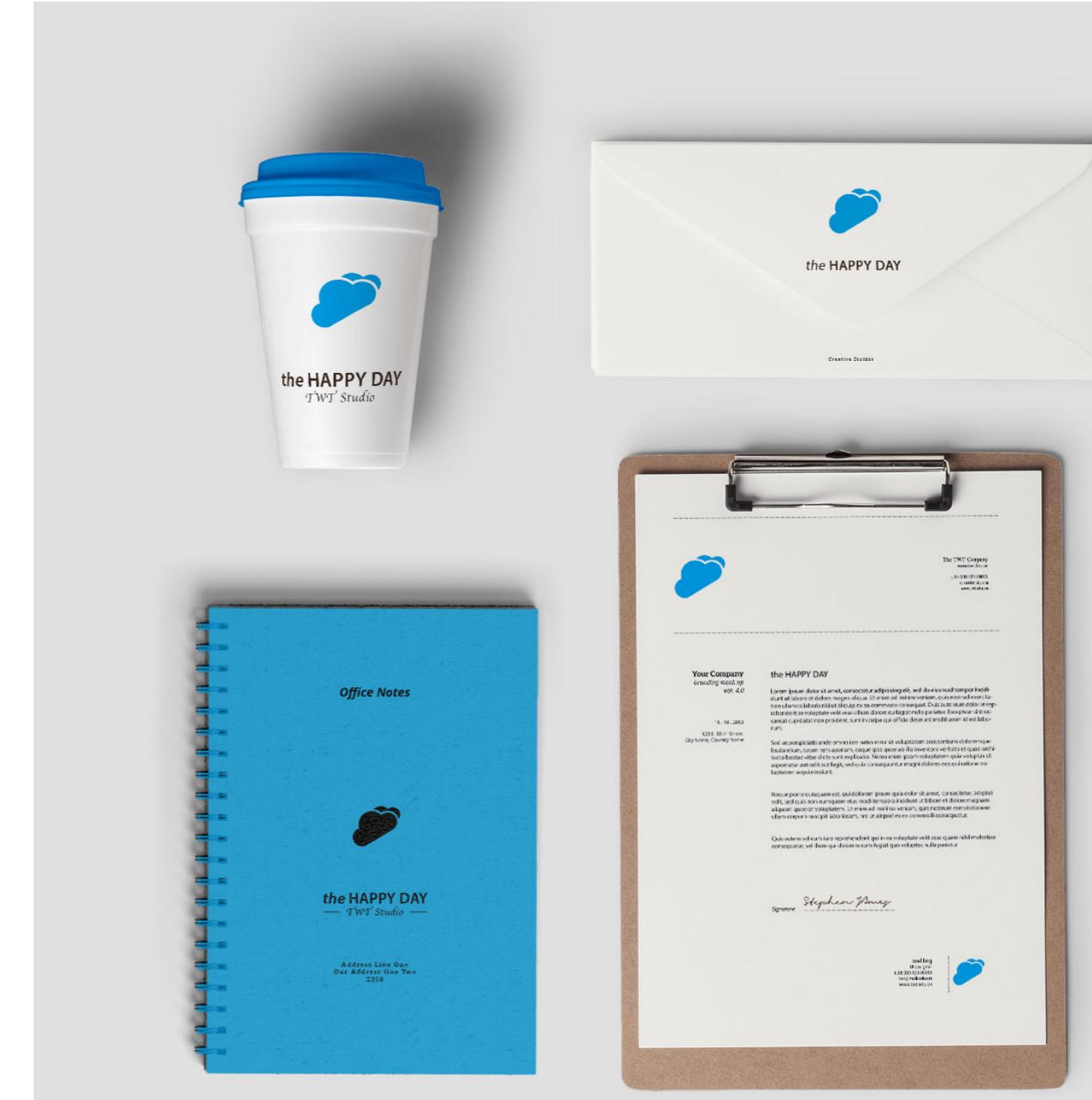


品牌产品

Brand Products

以统一的方式使用天外天品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，天外天将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌产品中，天外天品牌标志可通过工艺印压至各种材料，如纸张、皮革、不锈钢等。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, TWT brand will have the right tone to support the right message for the audience. TWT logo can be embossed or debossed on various materials such as paper, leather or metal surface to give more special long lasting look.



徽章

Badge

以统一的方式使用天外天品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，天外天将以最正确的品牌基调为用户传达正确的品牌信息。在各类品牌应用场景中，图形标志运用可起到强有力的作用。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, TWT brand will have the right tone to support the right message for the audience. TWT logo can be applied utilizing various image that can represent the brand image of TWT.



衬衣

T-shirt

以统一的方式使用天外天品牌视觉识别系统将建立一个强大的品牌形象。如右图所示，天外天将以最正确的品牌基调为用户传达正确的品牌信息。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, TWT brand will have the right tone to support the right message for the audience.



