



# 微信气泡狗设计规范

## WeChat Pup Visual Identity Guidelines



# 前言 Preface

微信气泡狗是微信表情的自研卡通形象，它们由微信聊天界面中的绿、白聊天气泡演变而成。

该品牌形象指引提供微信气泡狗形象在各场景的应用规范以及示例，请严格遵循，以保证品牌完整性和一致性。适用对象为：微信事业群各部门、公司其他事业群、业务合作第三方公司、个人等。该文件由微信事业群基础产品部设计中心品牌设计组设计和维护。

WeChat Pup are a pair of cartoon characters developed by WeChat design team which erevolved from chat bubbles in WeChat.

This guide is intended to standardize the use of the WeChat Pup brand and ensure the brand's integrity and consistency. The guide applies to all departments of the Weixin Business Group ( or "WXG", the group responsible for WeChat ), other Tencent business groups, and third-party companies and partners.

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角色介绍

Introduction

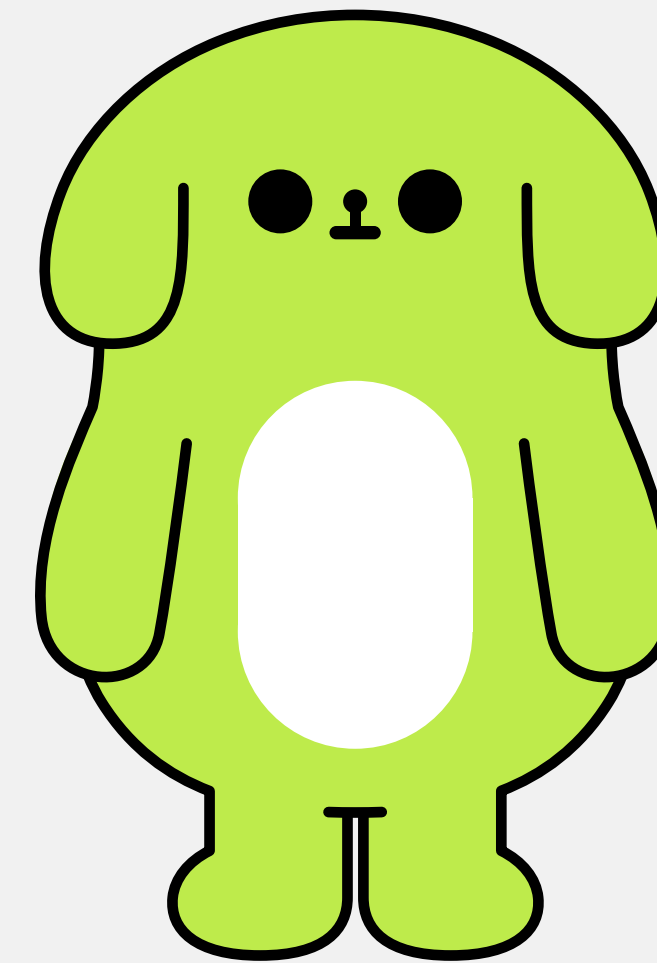
## 1.1 阿绿 Green

关键词：憨厚 / 暖男

微信聊天界面中的绿气泡演变而来。他性格憨厚，做事能力强。他和阿白是一对情侣，虽然话不多，但是男友力Max，很会照顾人，全心全意爱着阿白。他待人友善宽容，是大家公认的暖男。

Keywords: Simple / Honest / Tender

His character is honest, strong ability to work.  
He and White are lovers, although he don't speak much, he knows how to take care of White, and loves her with all his heart .He is friendly and tolerant, always recognized by the warm man.



## 1.2 阿白 White

关键词：正能量 / 好奇心

微信聊天界面中的白气泡演变而来。她性格活泼开朗，充满好奇。她很想在网上走红，拥有很多粉丝。她和阿绿是一对情侣，有时候会有点小任性，也常把事情搞砸，但是她的出发点都是善良的。同时，阿白也是一个地地道道的吃货。

Keywords: Positive / Curious

She is lively and cheerful, full of curiosity.  
She want to famous on the internet, get a lot of funs. She and Green are lovers, sometimes a little self willed, often mess things up, but her starting point is good. Also White is a genuine chowhound.



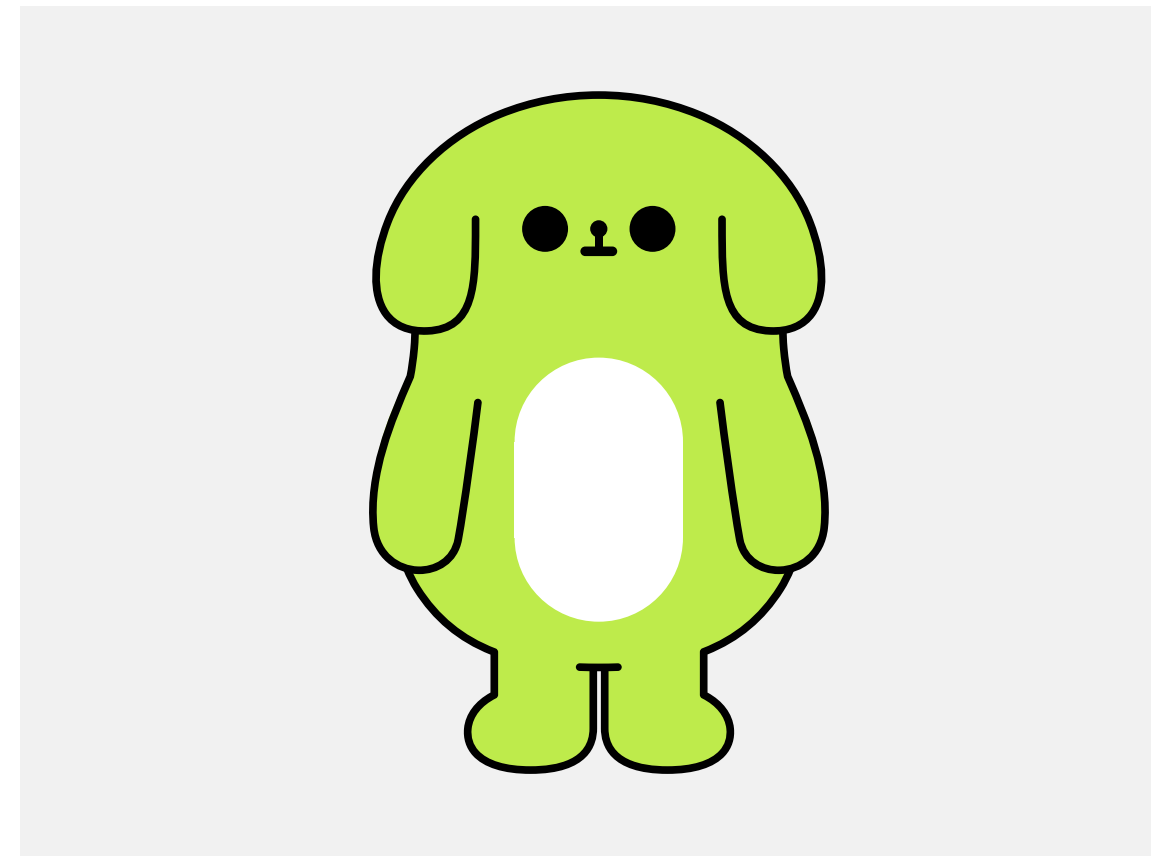
标准形象  
Standard Shape

## 2.1 基础造型

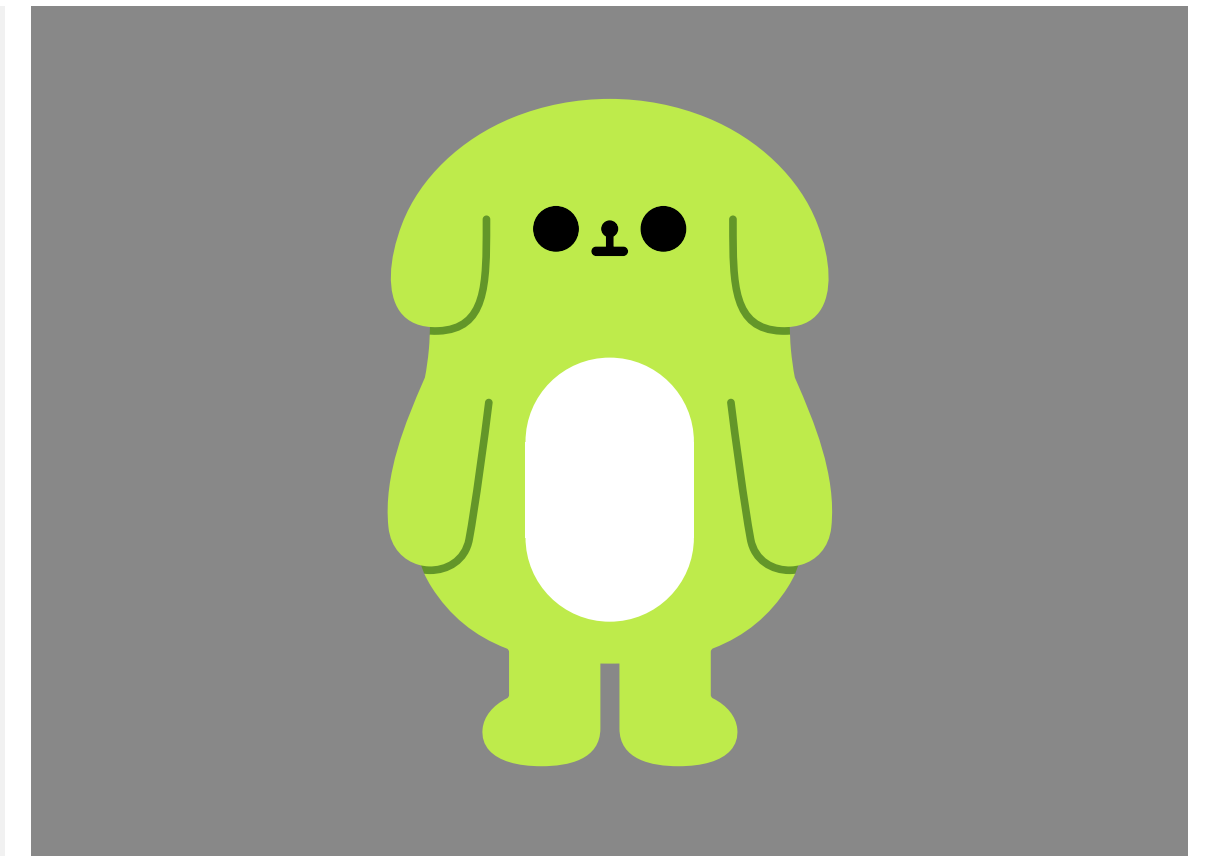
### Basic Shape

基础造型包括全彩描线、全彩无描线、单色、单色反白四种版本，可根据您的需要选用。工艺、设备条件允许的情况下，全彩描线建议优先选择使用。

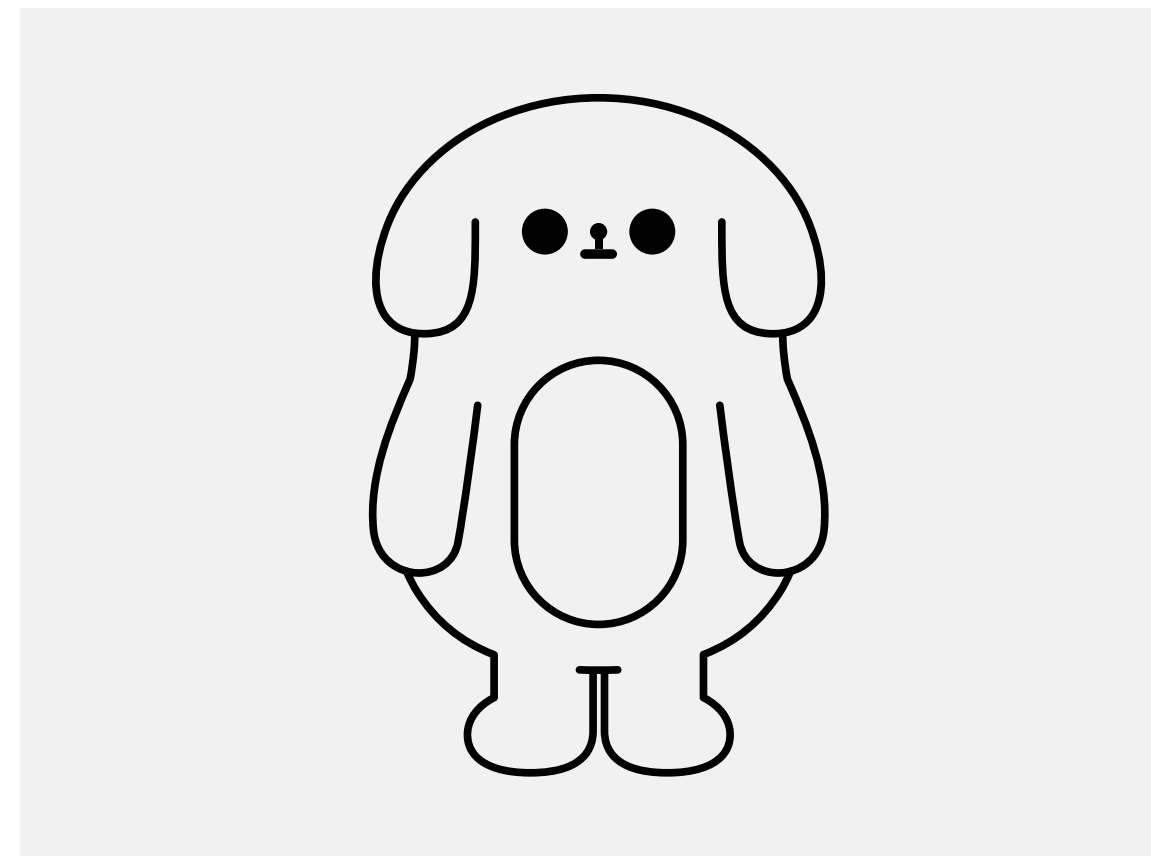
There are four versions of the horizontal emblem design that may be used: full color stroked, full color, single color and single color reverse. If conditions permit, it is recommended to use the full color stroked version.



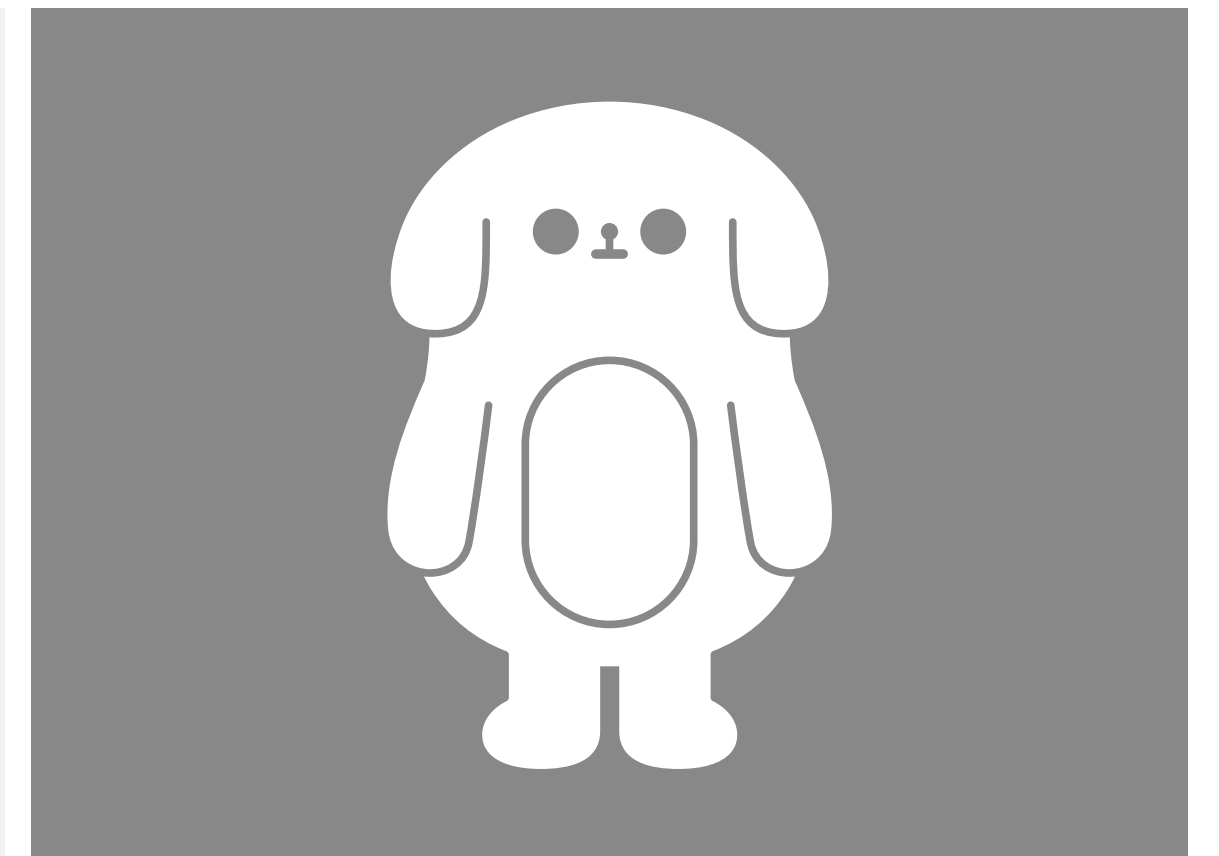
全彩描线  
Full color stroked



全彩无描线  
Full color

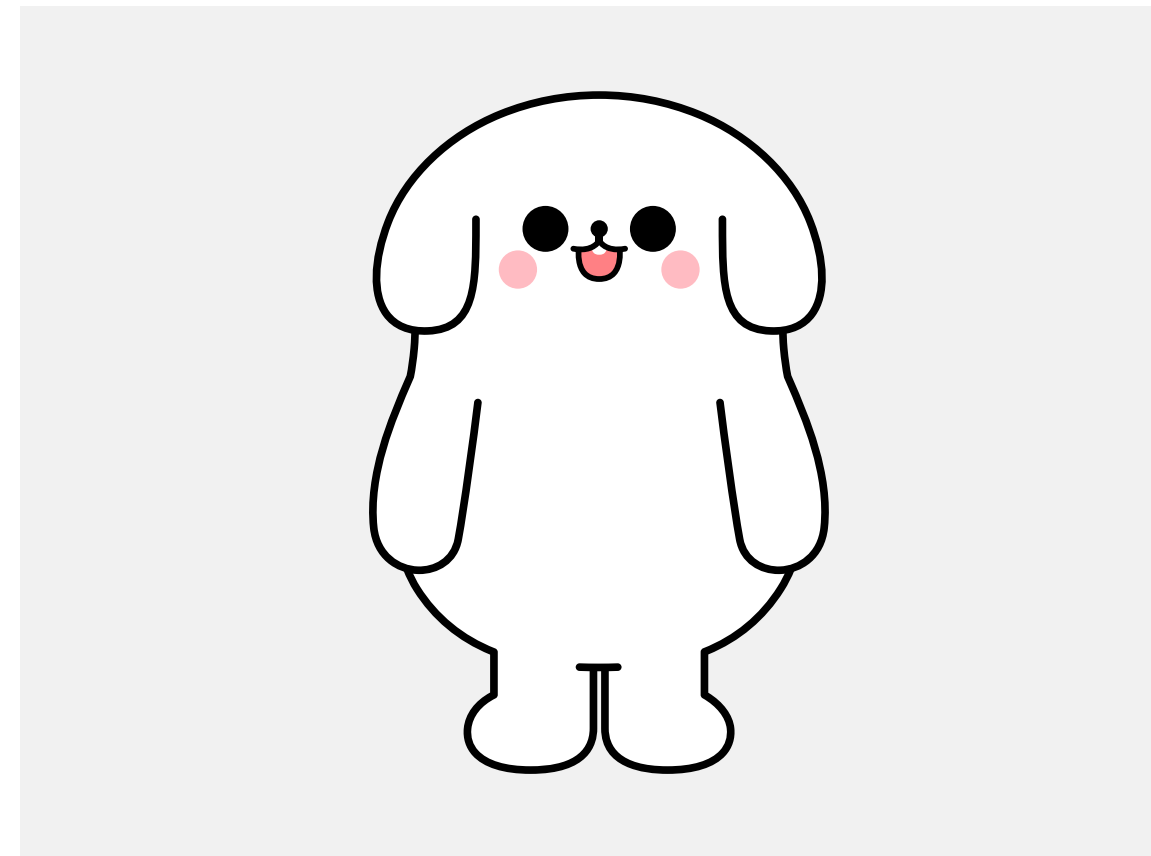


单色  
Single color



单色反白  
Single color reverse

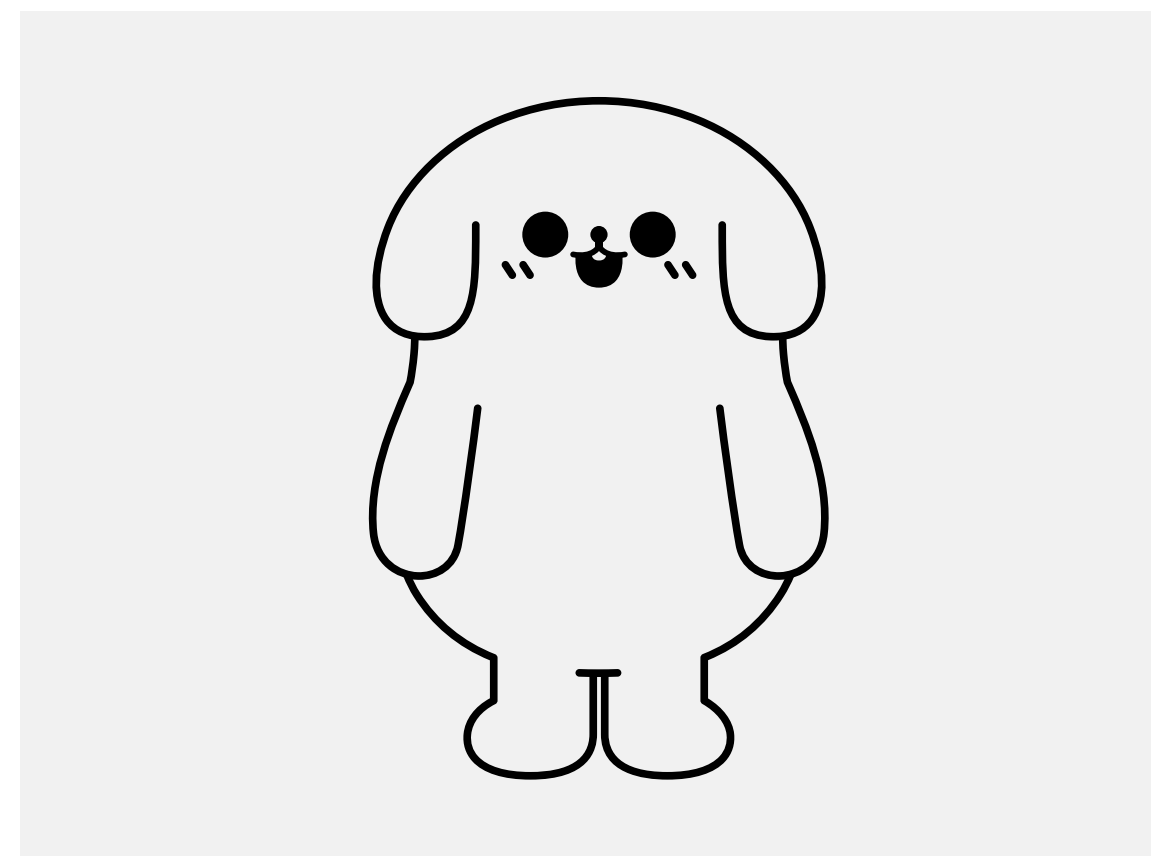




全彩描线  
Full color stroked



全彩无描线  
Full color



单色  
Single color



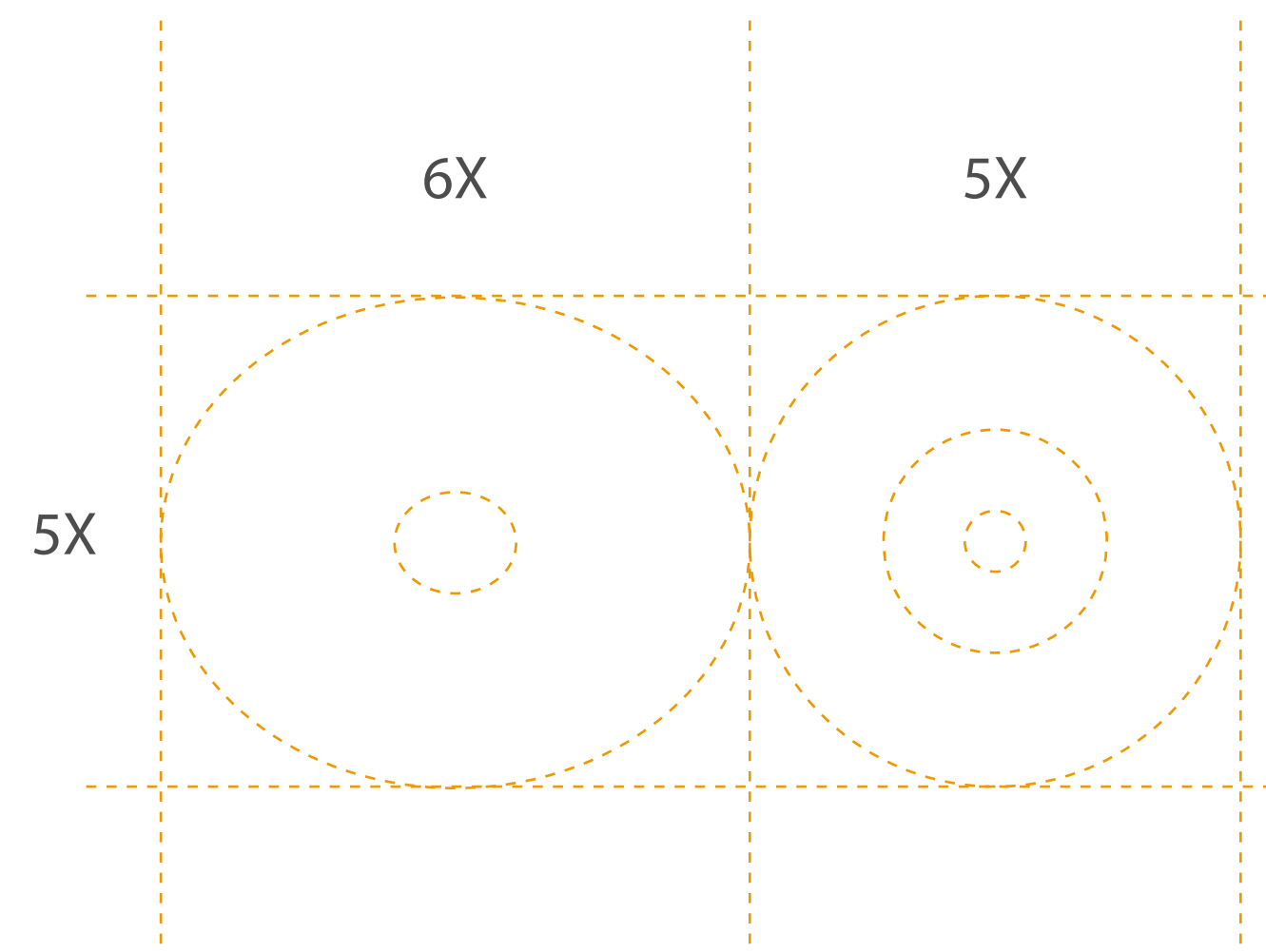
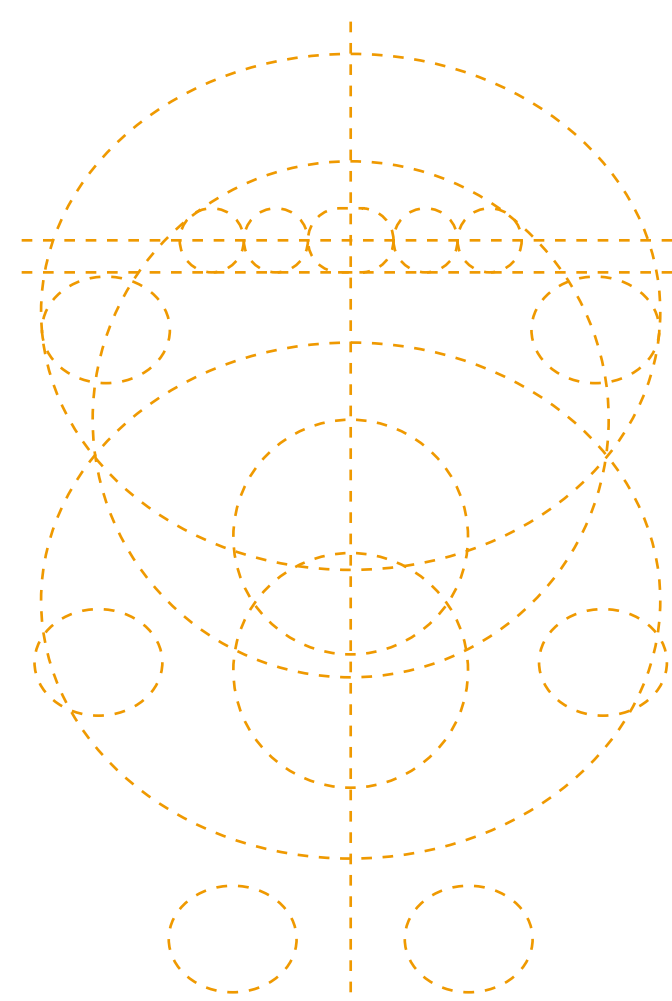
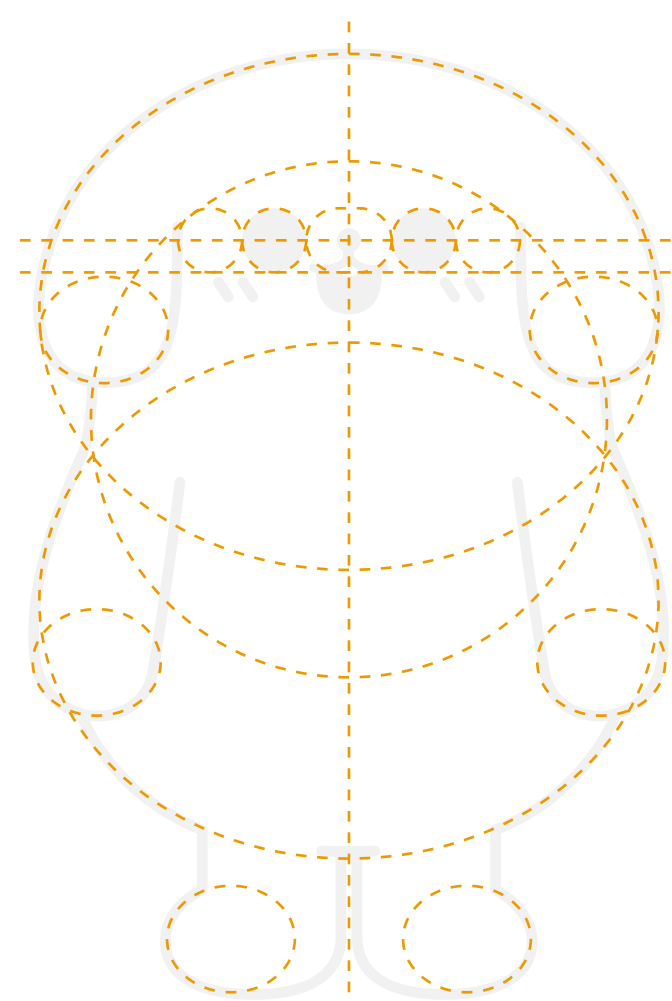
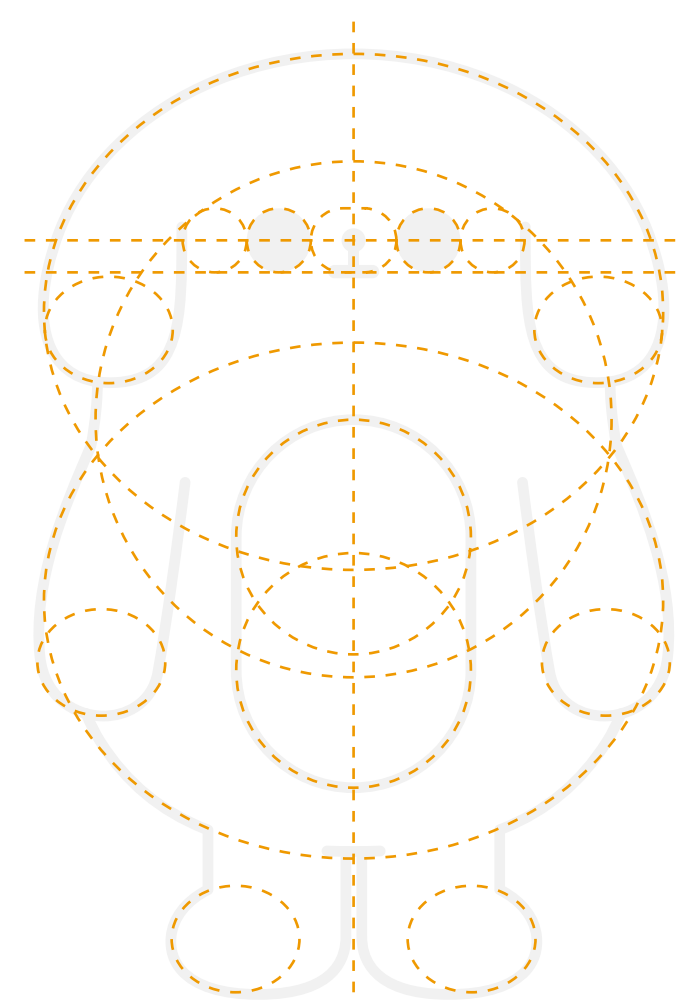
单色反白  
Single color reverse

## 2.2 比例构成

### Proportions

微信气泡狗的身体构成中包含多种图形，其基础构成来源于微信母品牌中的椭圆和正圆，在绘制时，应使用符合基础构成的图形。具体比例构成如下。

The body is made up of geometric figures, ellipse and circle are originate from the WeChat brand figure .

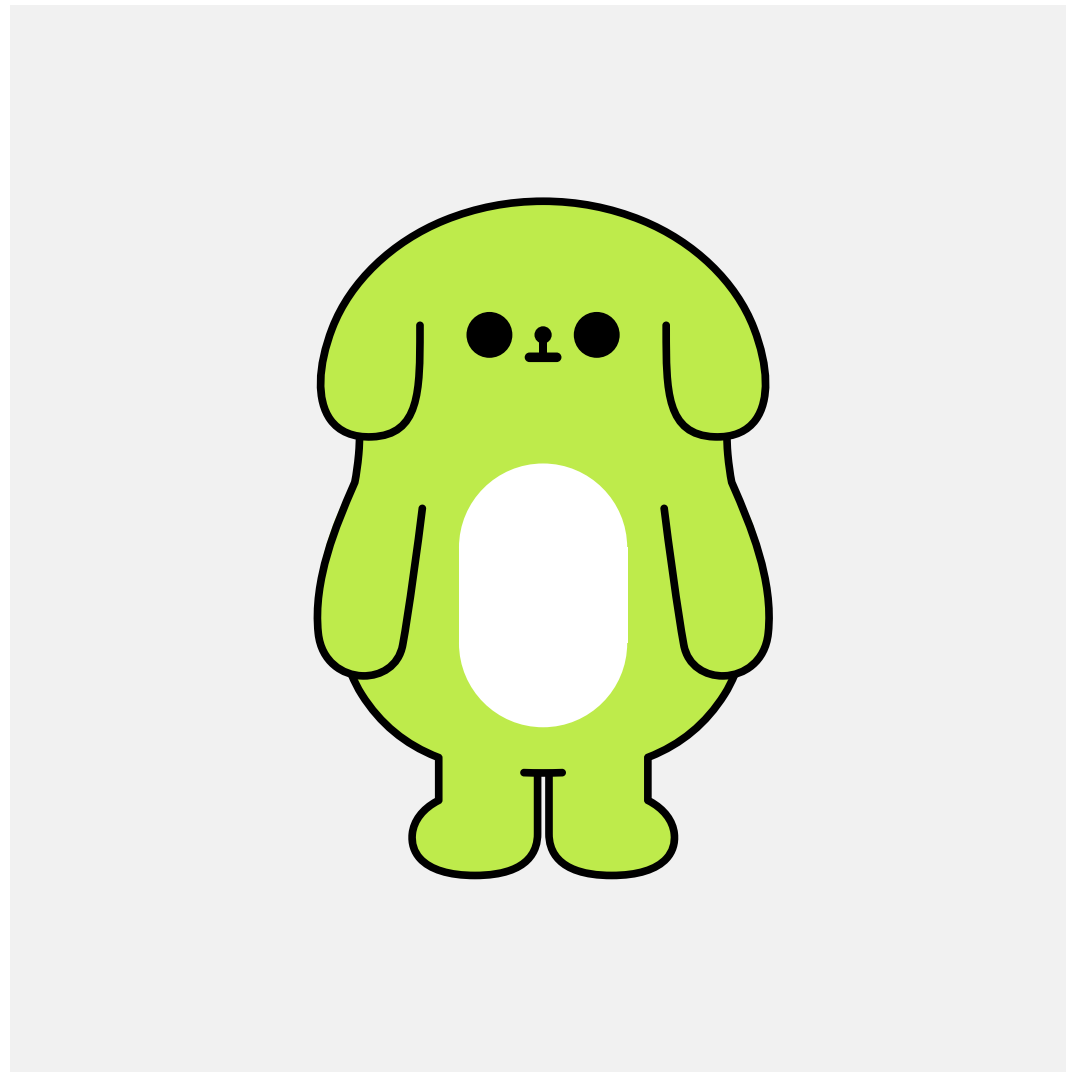


## 2.3 多视图

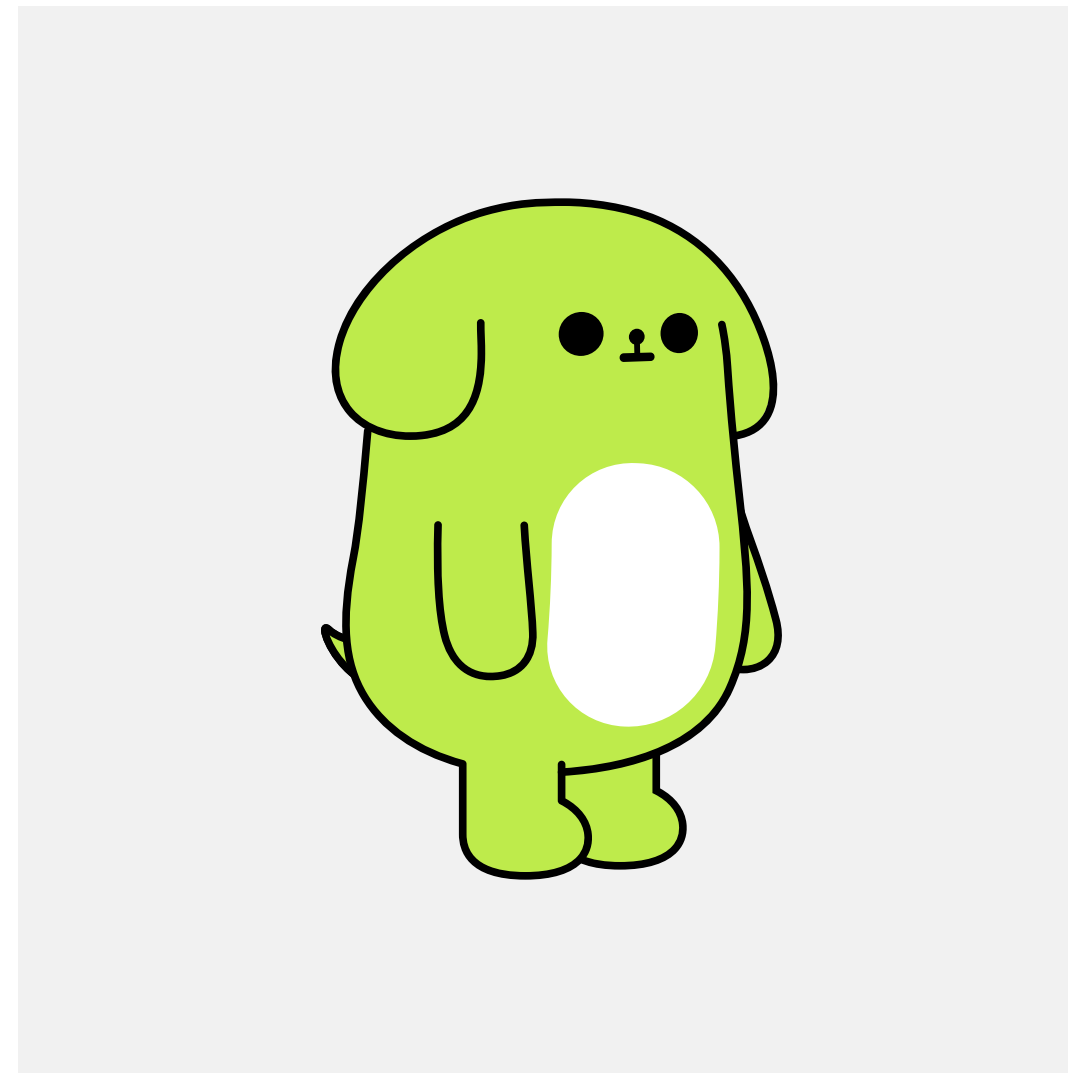
### Multi View

多视图包括：正面、45°、侧面、背部、顶部、底部六个视角，在绘制不同视角的卡通形象时，请按照规范给出的效果图进行绘制。

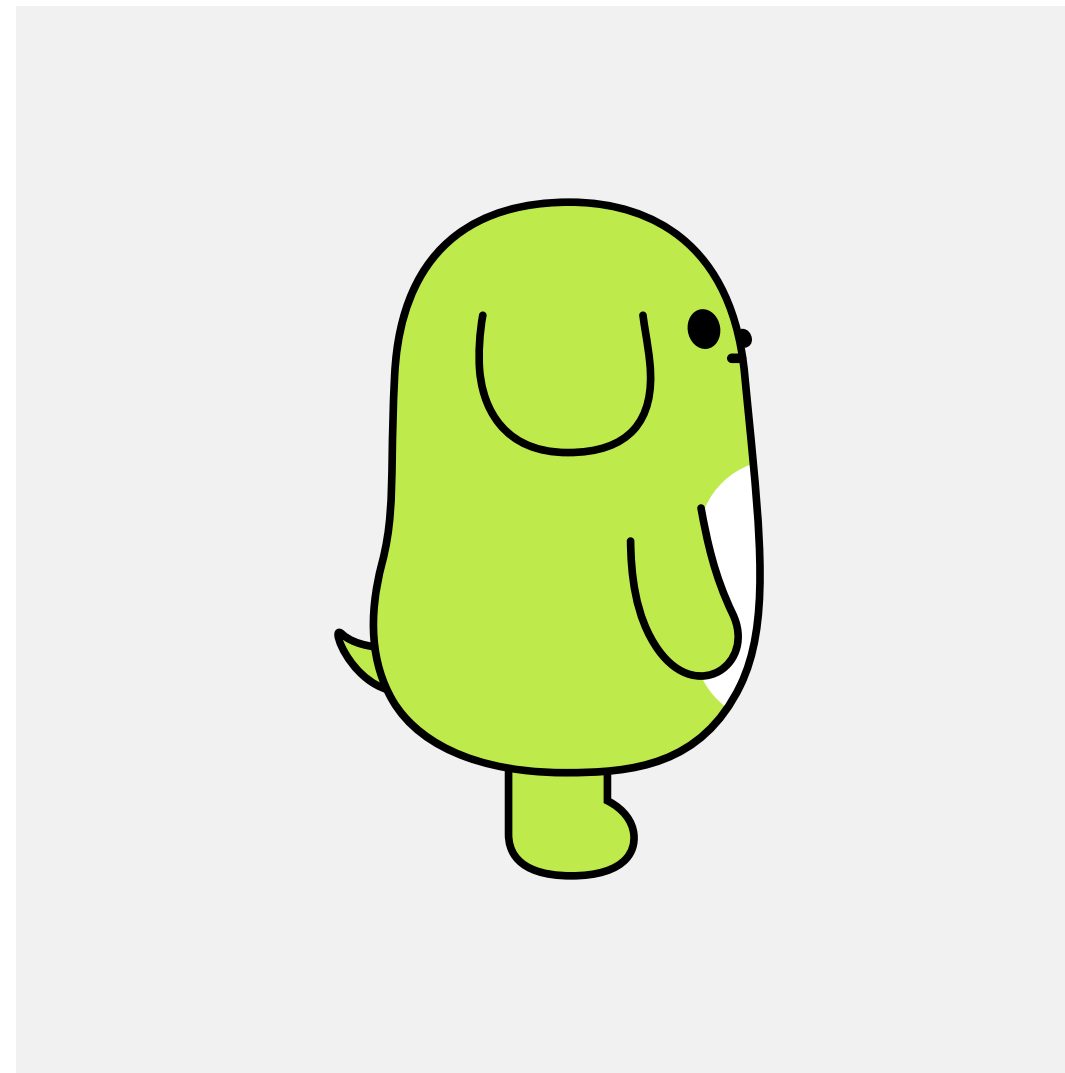
Multiple views include four directions: front view, 45°angle view, side view, back view, top view, bottom view.



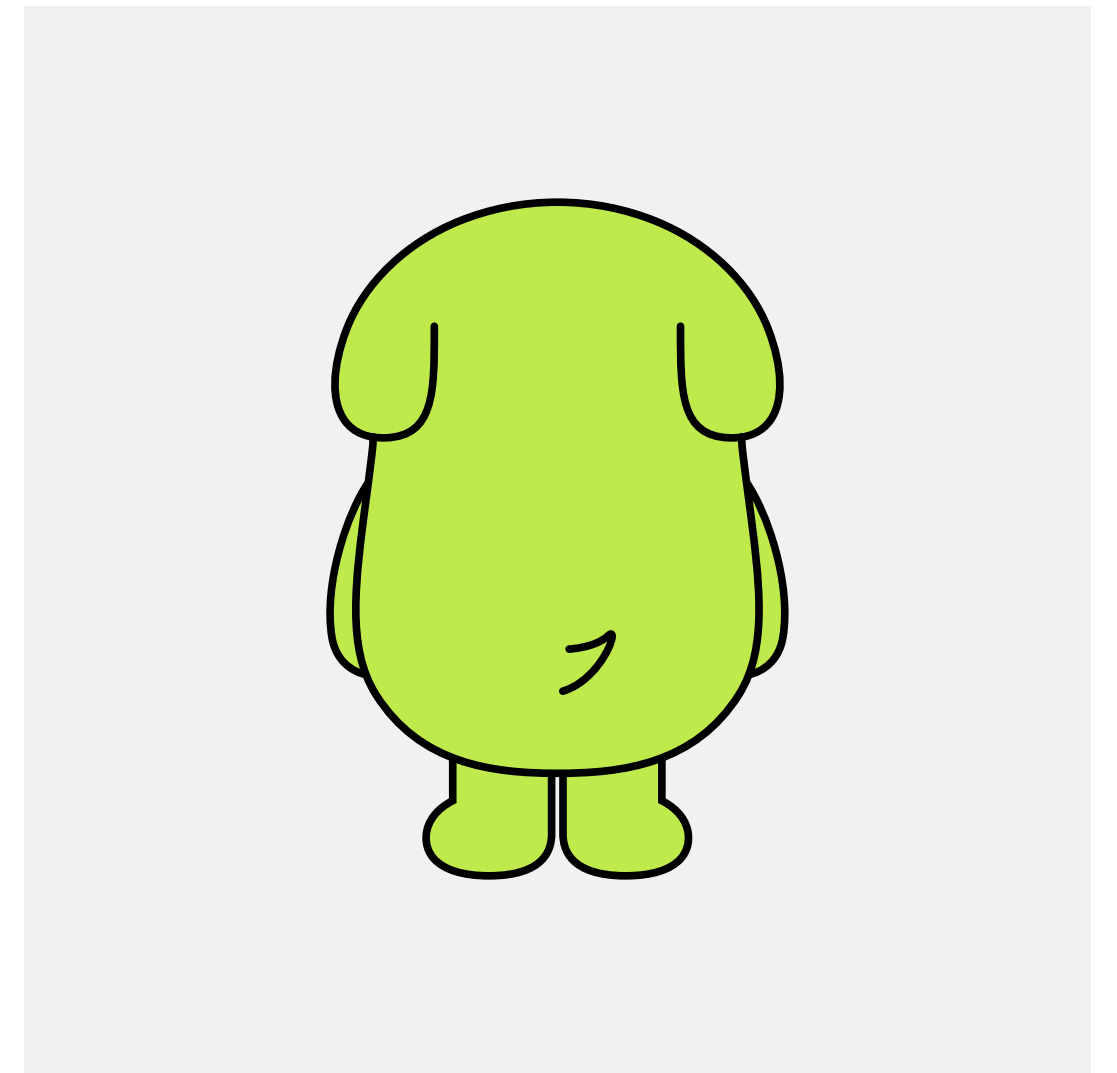
正面  
Front View



45°  
45°angle View



侧面  
Side View



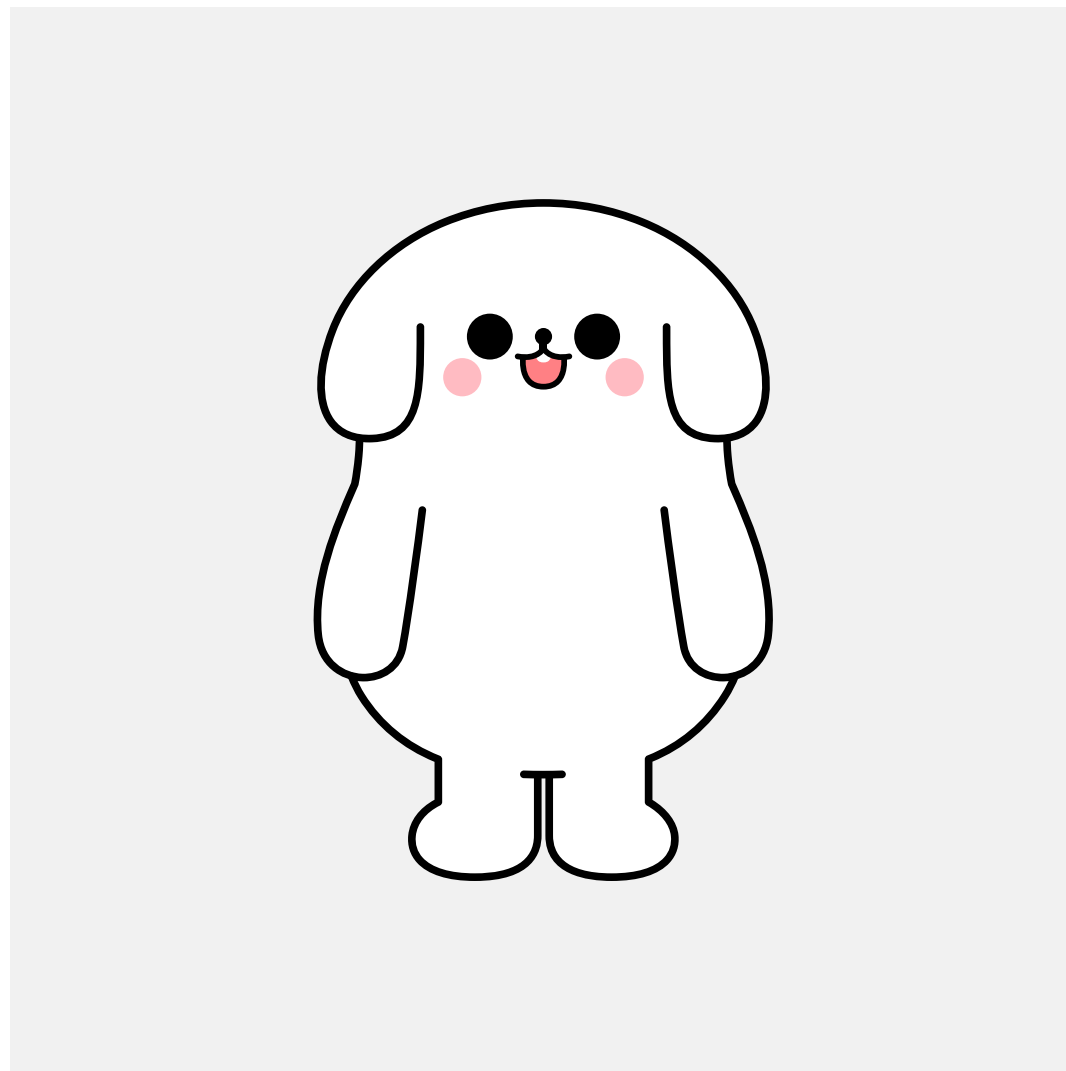
背面  
Back View



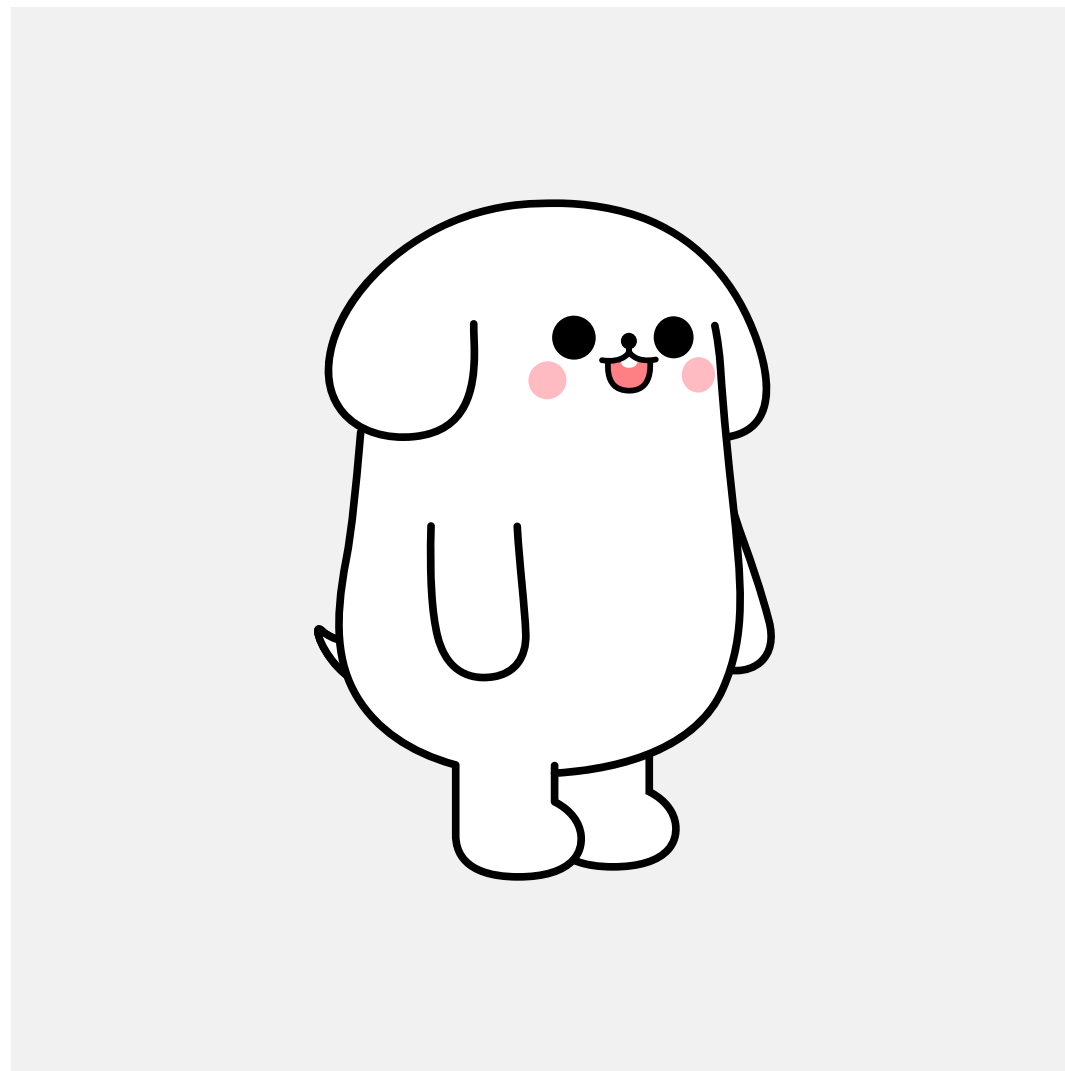
顶部  
Top View



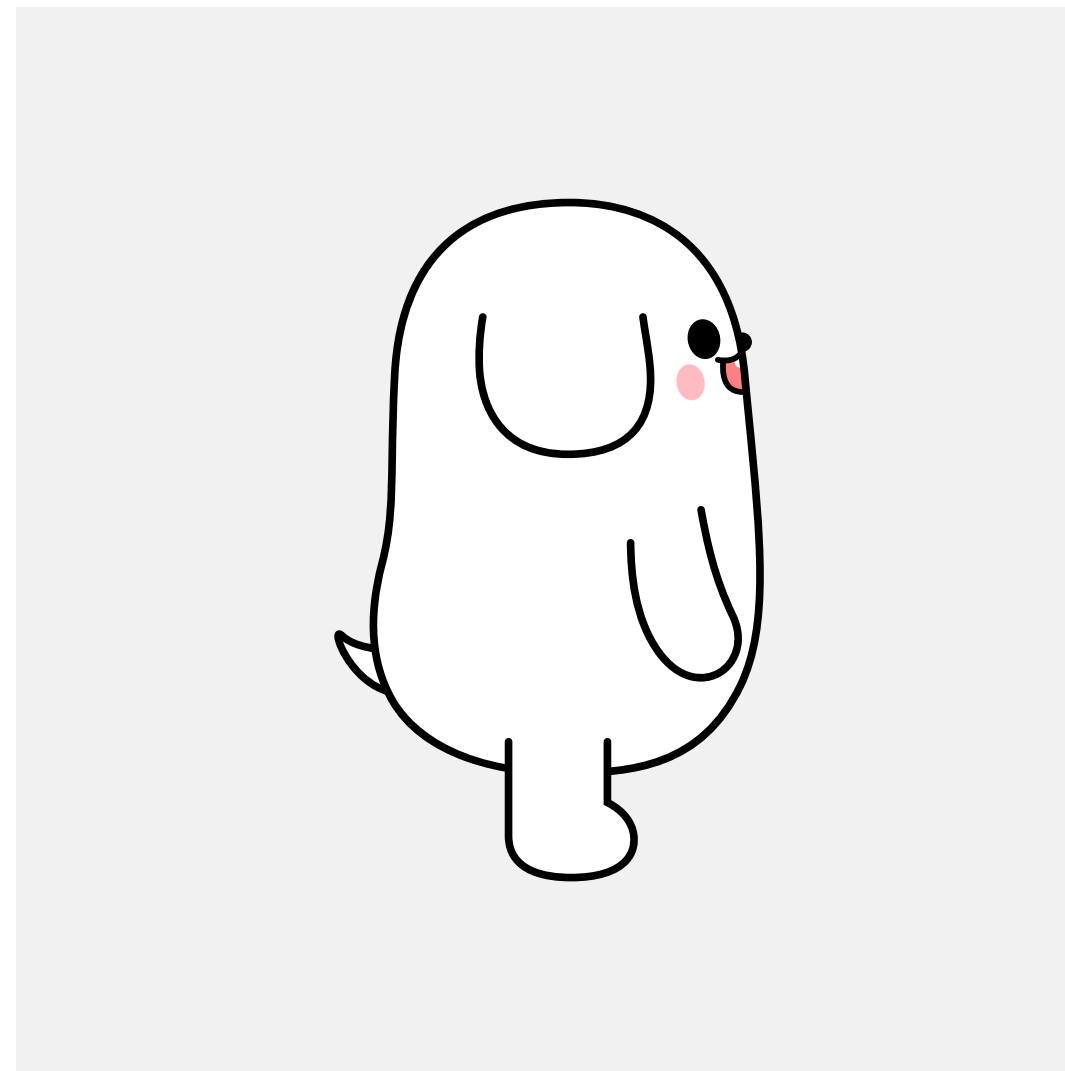
底部  
Bottom View



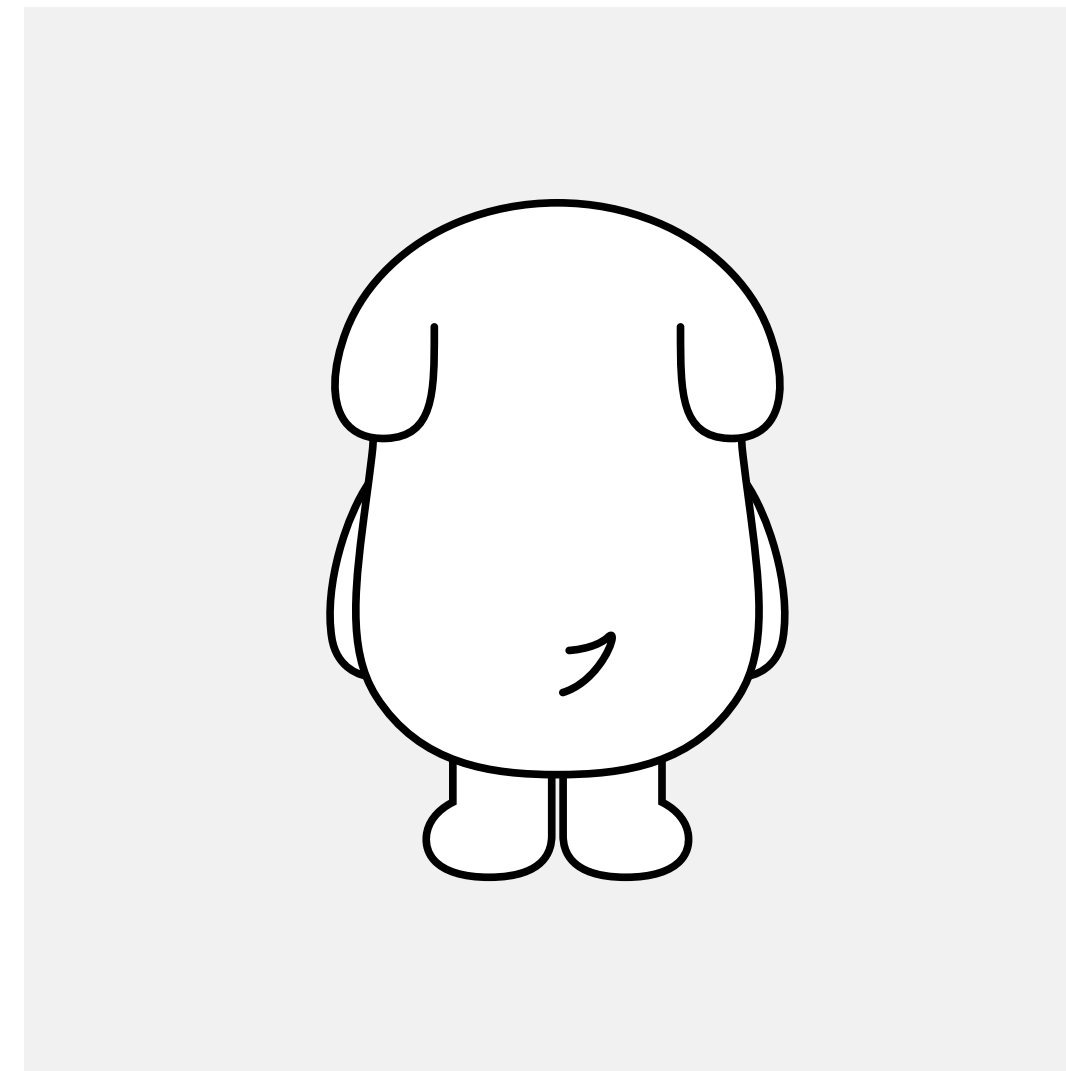
正面  
Front View



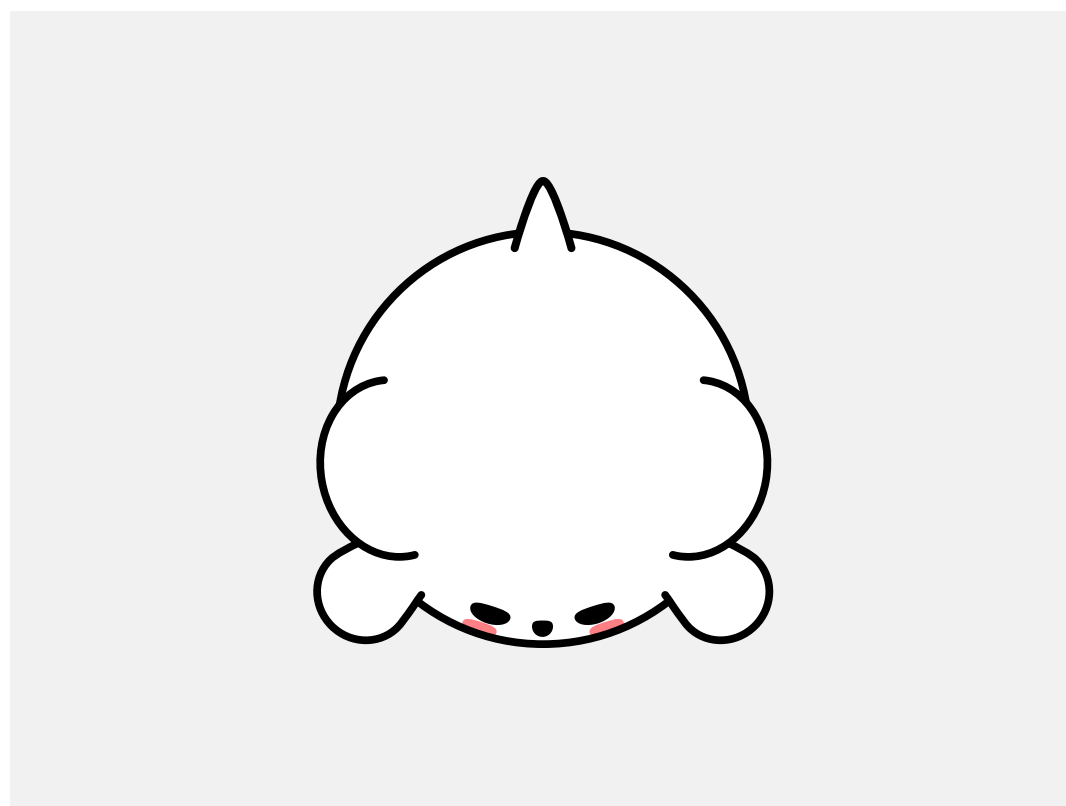
45°  
45°angle View



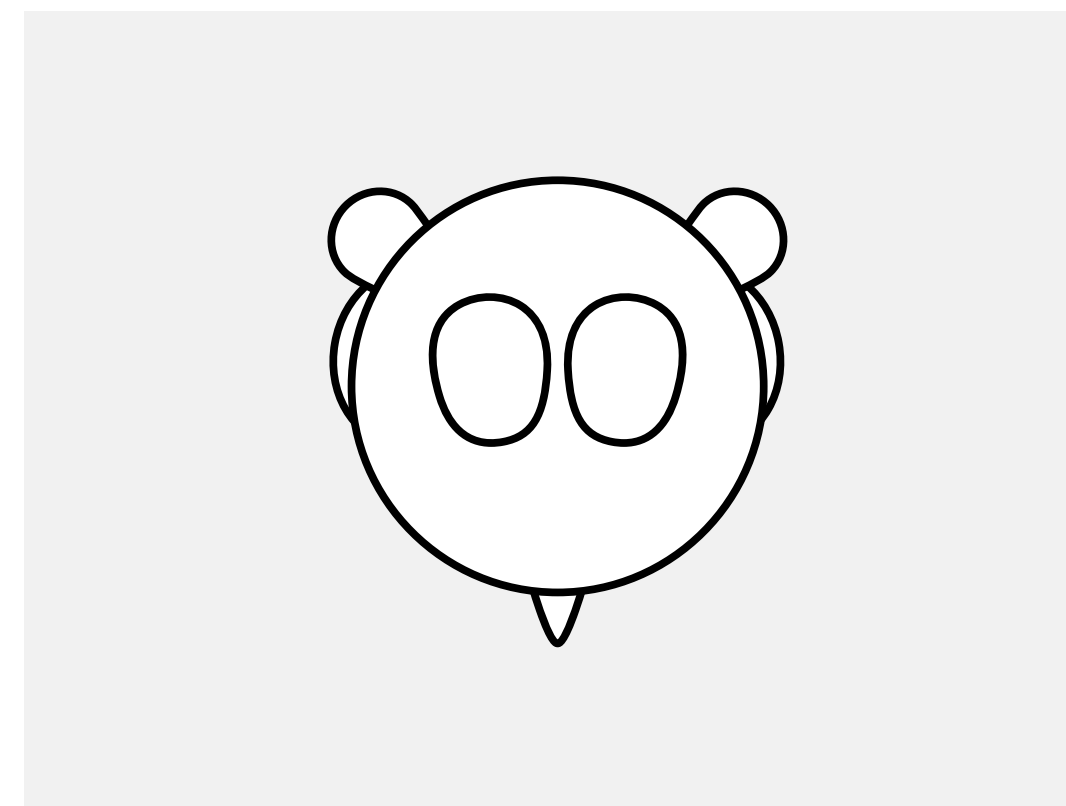
侧面  
Side View



背面  
Back View



顶部  
Top View



底部  
Bottom View

标准色

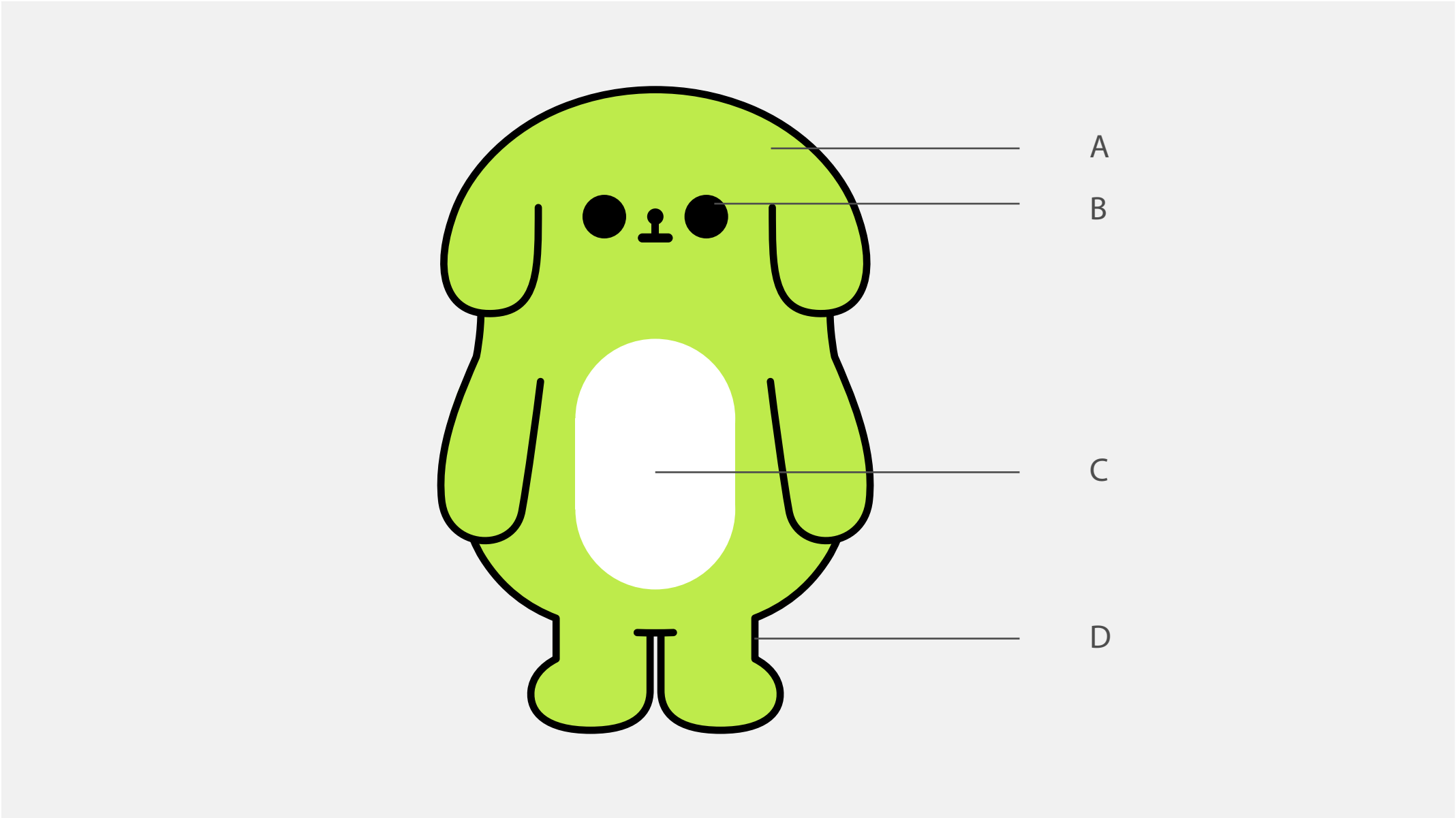
Standard Colors

# 3.1 全彩色描线标准色

## Standard colors of full color stroked

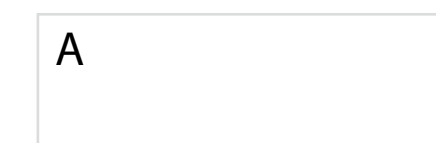
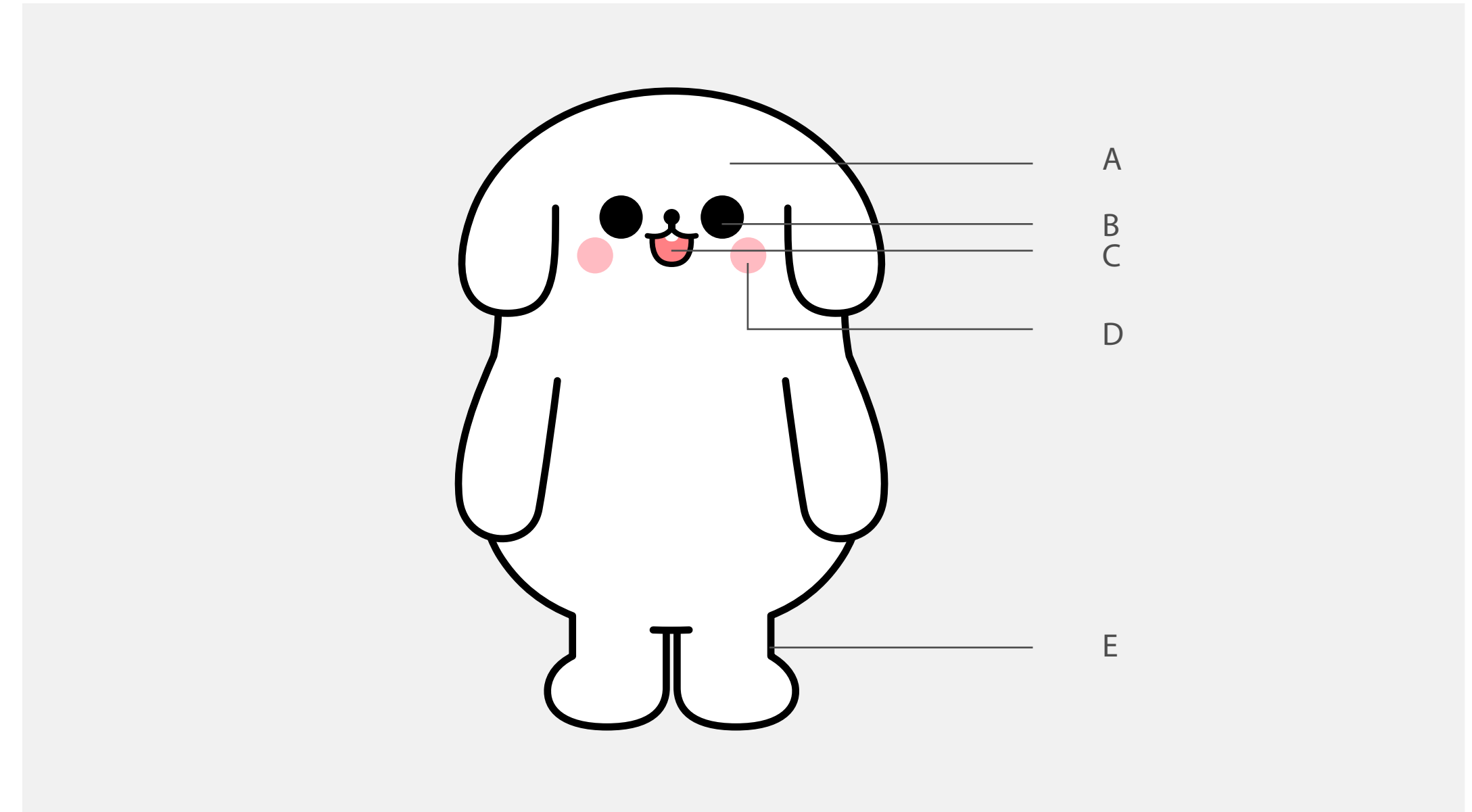
此节制定了微信气泡狗全彩色描线稿的专用色彩规范，严禁使用非标准色彩，更改标志颜色。

Standard WeChat Pup color specifications are provided. Don't make any adjustments to the standard colors.

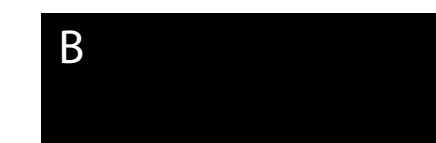


A	B	C	D
#C0EA58 C30 M0 Y70 K0 R192 G234 B88 PANTONE:374 C	#000000 C0 M0 Y0 K100 R0 G0 B0 PANTONE:Black C	#FFFFFF C0 M0 Y0 K0 R255 G255 B255	#000000 C0 M0 Y0 K100 R0 G0 B0 PANTONE:Black 2 C





A  
#FFFFFF  
C0 M0 Y0 K0  
R255 G255 B255



B  
#000000  
C0 M0 Y0 K100  
R0 G0 B0  
PANTONE:Black C



C  
#FF8084  
C0 M64 Y36 K0  
R255 G128 B132  
PANTONE:177 C



D  
#FFBBC2  
C0 M64 Y36 K0  
R255 G187 B194  
PANTONE:176 C



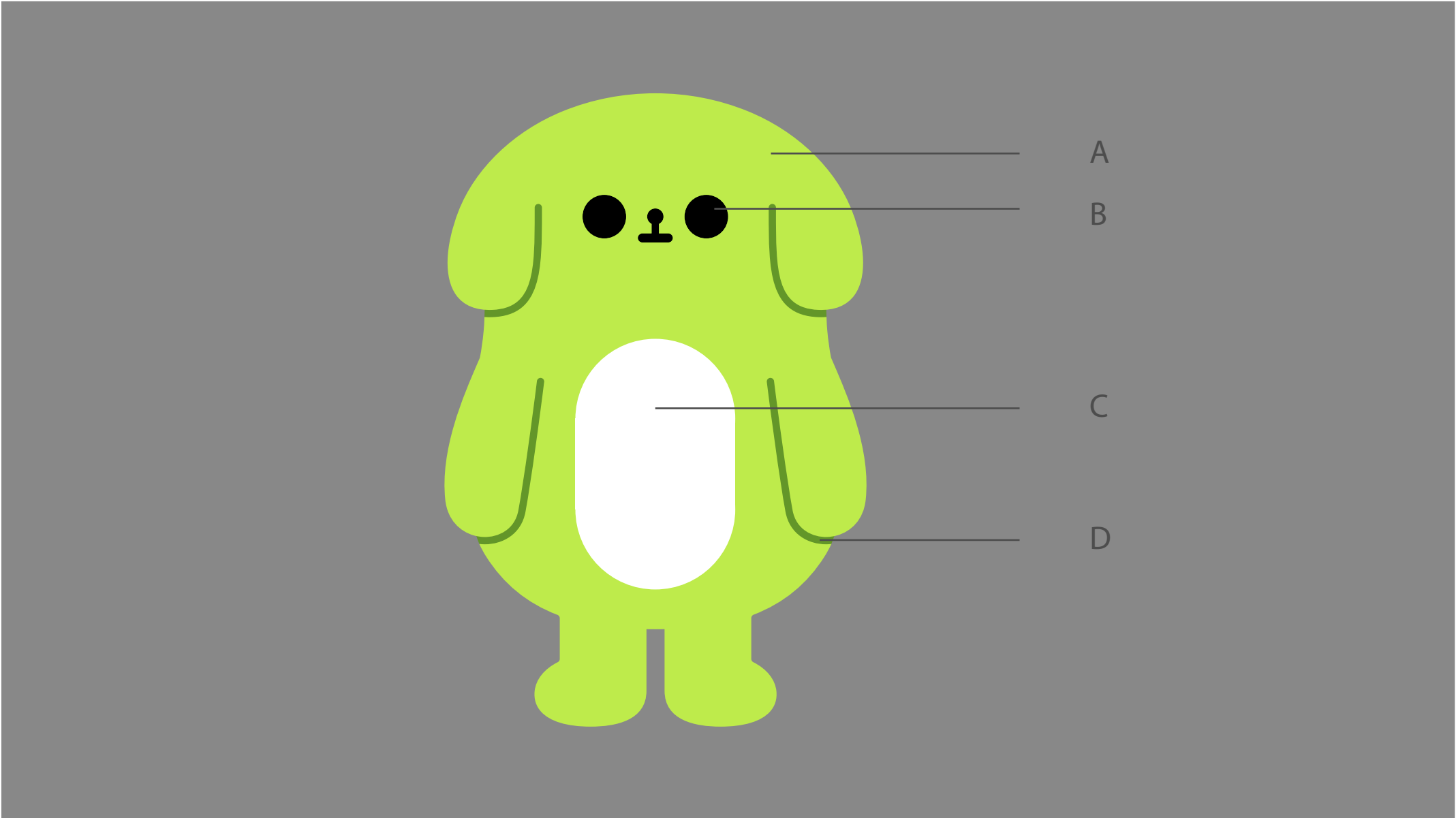
E  
#000000  
C0 M0 Y0 K100  
R0 G0 B0

# 3.2 全彩无描线标准色

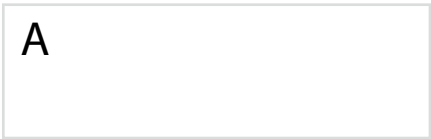
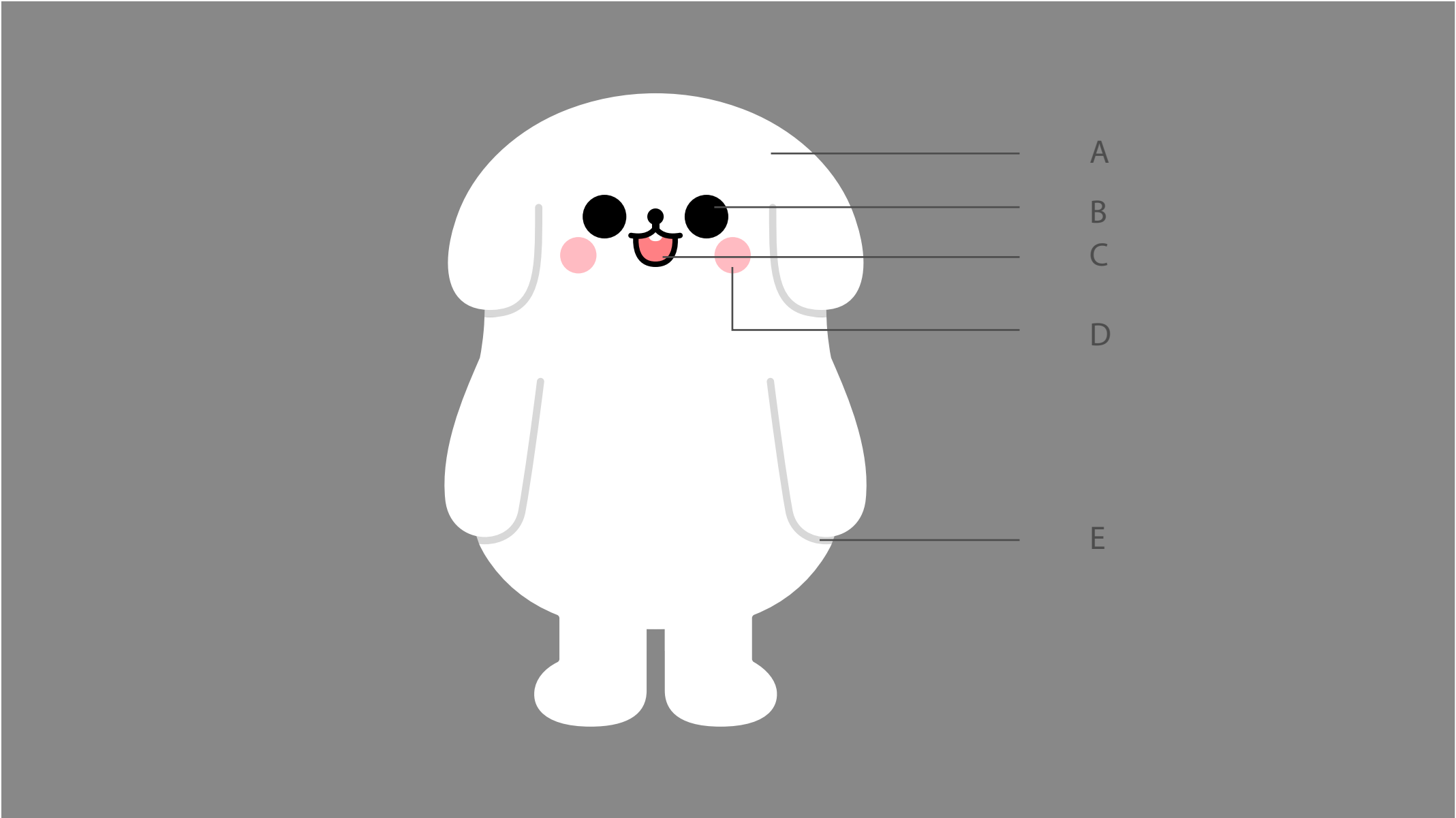
## Standard colors of full color

此节制定了微信气泡狗全彩无描线稿的专用色彩规范，严禁使用非标准色彩，更改标志颜色。

Standard WeChat Pup color specifications are provided. Don't make any adjustments to the standard colors.



A	B	C	D
#C0EA58 C30 M0 Y70 K0 R192 G234 B88 PANTONE:374 C	#000000 C0 M0 Y0 K100 R0 G0 B0 PANTONE:Black 2 C	#FFFFFF C0 M0 Y0 K0 R255 G255 B255	#639629 C68 M29 Y100 K0 R99 G150 B41 PANTONE:369 C



#FFFFFF  
C0 M0 Y0 K0  
R255 G255 B255



#000000  
C0 M0 Y0 K100  
R0 G0 B0  
PANTONE:Black 2 C



#FF8084  
C0 M64 Y36 K0  
R255 G128 B132  
PANTONE:177 C



#FFBBC2  
C0 M64 Y36 K0  
R255 G187 B194  
PANTONE:176 C



#d8d8d8  
C0 M0 Y0 K20  
R216 G216 B216  
PANTONE:Cool Gray 2 C

应用规则

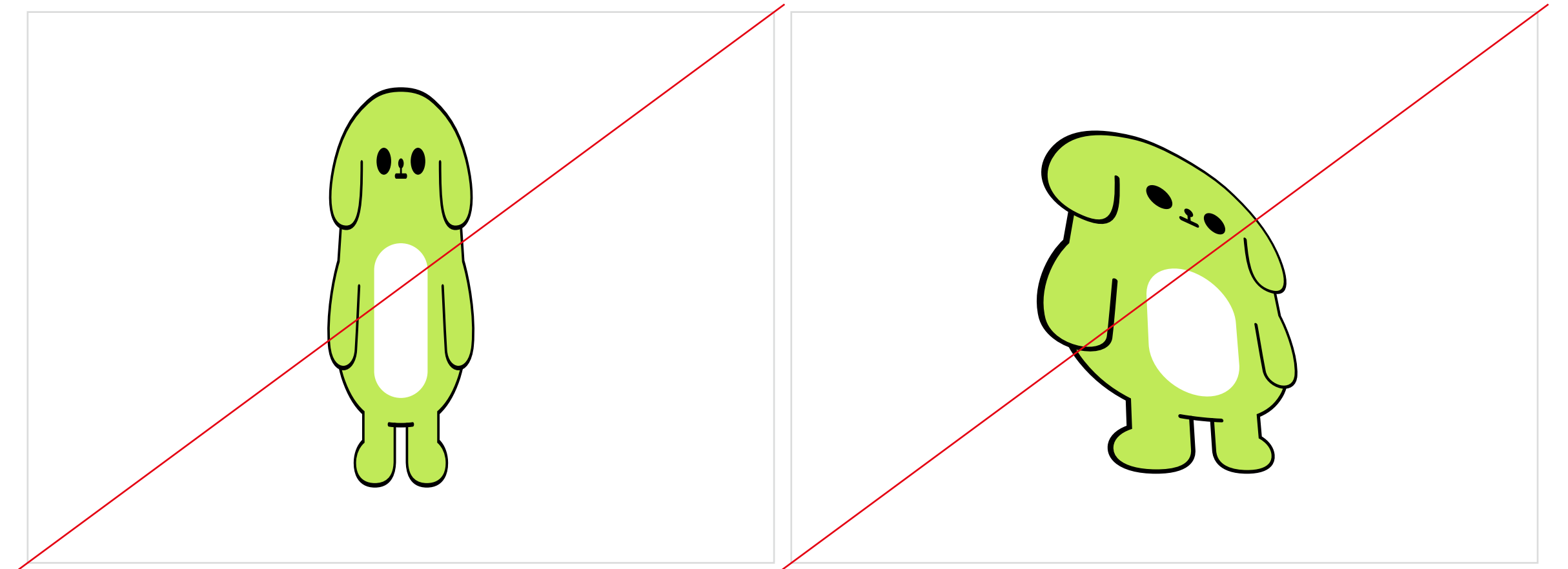
Usage Guidelines

## 4.1 错误使用示例

### Examples of Inappropriate Use

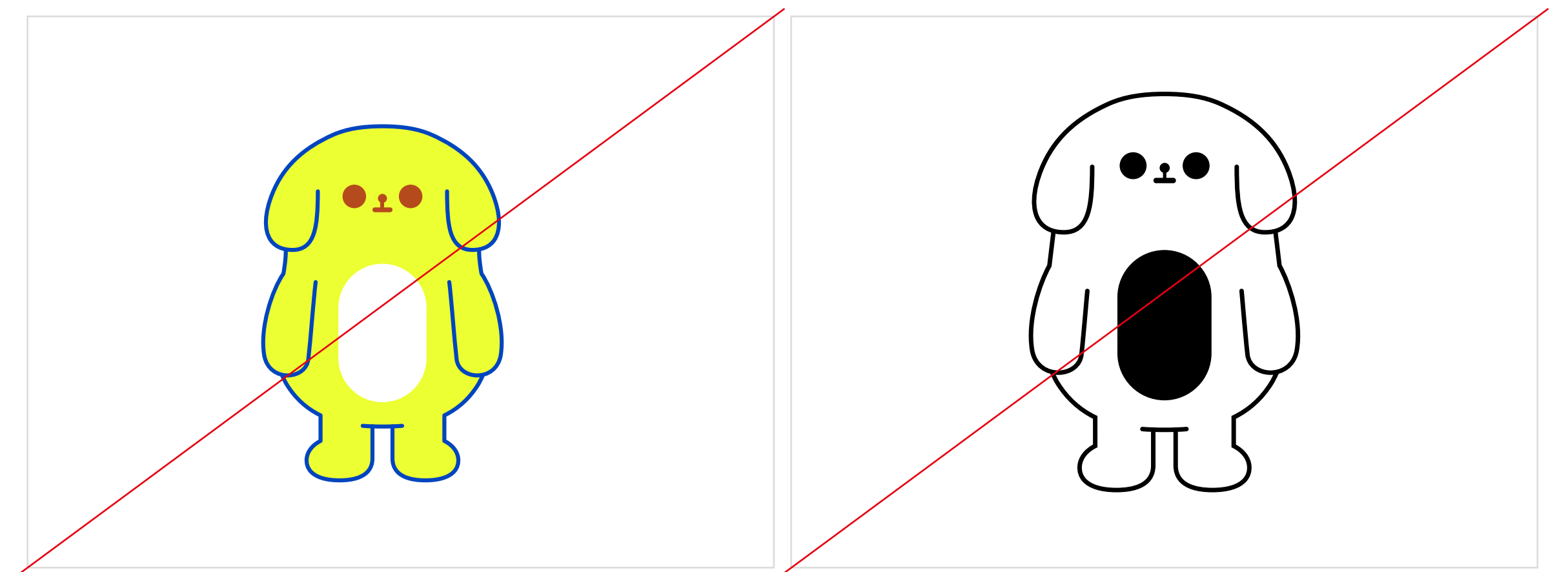
此页例举了微信气泡狗的错误使用示例，请勿出现以下（包含但不限于）各类错误。

Several examples of inappropriate use of the emblem are shown here.



拉伸  
Stretched

变形  
Deformed



修改颜色  
Modified color

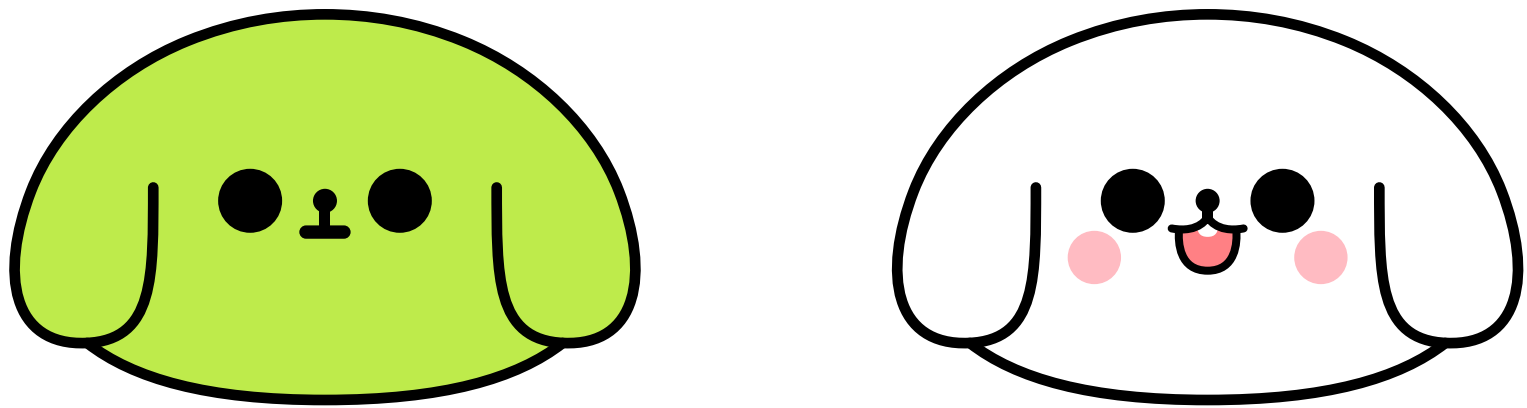
错误的单色 / 反白  
Wrong Single color / reverse

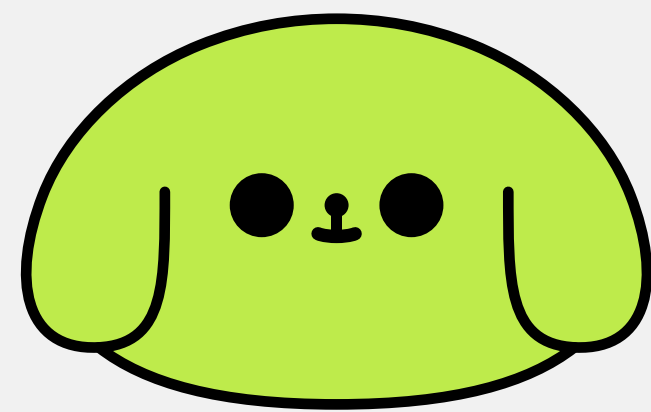
# 4.2 基础表情示例

## Emoticon

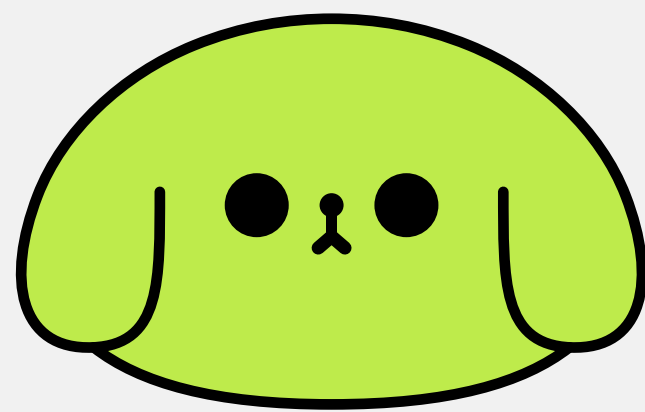
形象面部表情，基于角色的性格设定。阿绿表情变化相对较少，表情幅度更小；阿白表情变化丰富，表情幅度更大。绘制时应注意，眼睛和嘴部的线条根据复杂程度适当变化，如：在常态下，阿白嘴巴更复杂，其线条粗细为阿绿嘴部线条的3/4；又如：阿白眼睛从圆形变成线条时，其线条粗细为身体线条的2倍。具体实例可参考一下基础表情示例。

Basic facial emoticons are designed based on the character settings. Green's emoticons are less varied, while Whit's emoticons are rich in change. Attention should be paid to the appropriate changes in the lines of the eyes and the mouth according to the complexity.

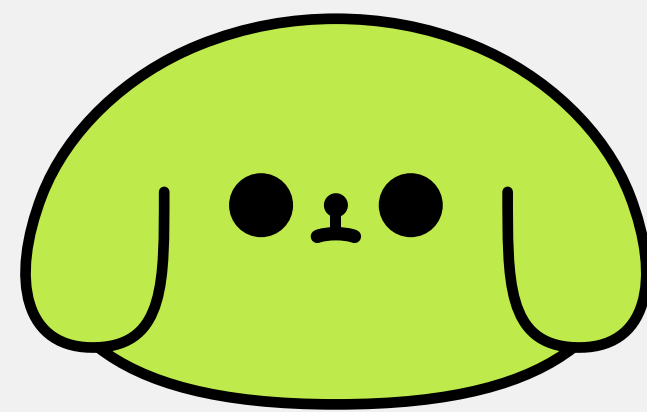




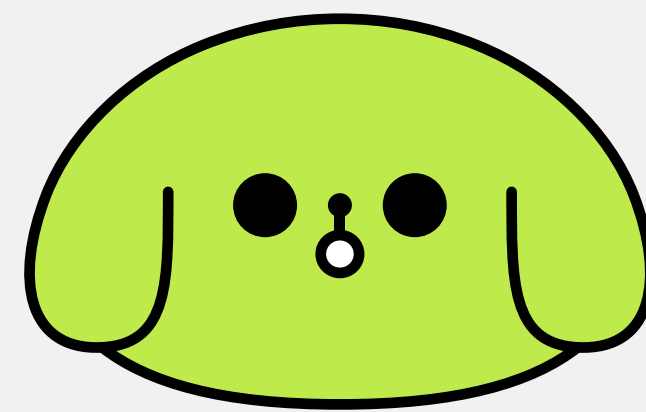
喜  
Happy



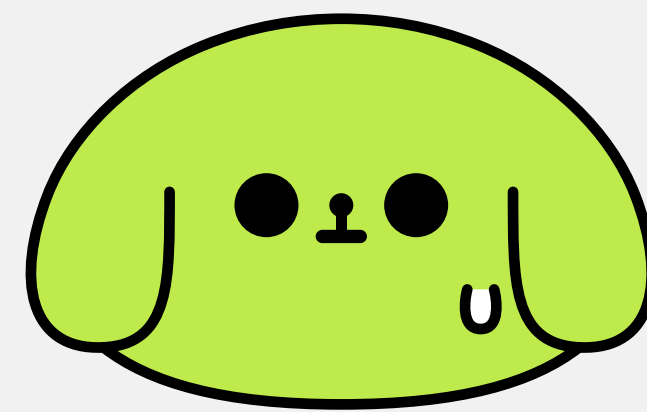
怒  
Angry



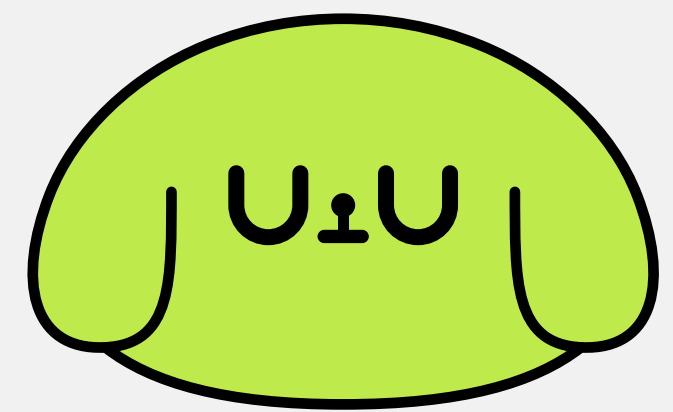
哀  
Sad



惊  
Surprised



尬  
Awkward



闭眼  
Eyes closed



喜  
Happy

怒  
Angry

哀  
Sad

惊  
Surprised

尬  
Awkward

闭眼  
Eyes closed



## 4.3 身体部件应用规范

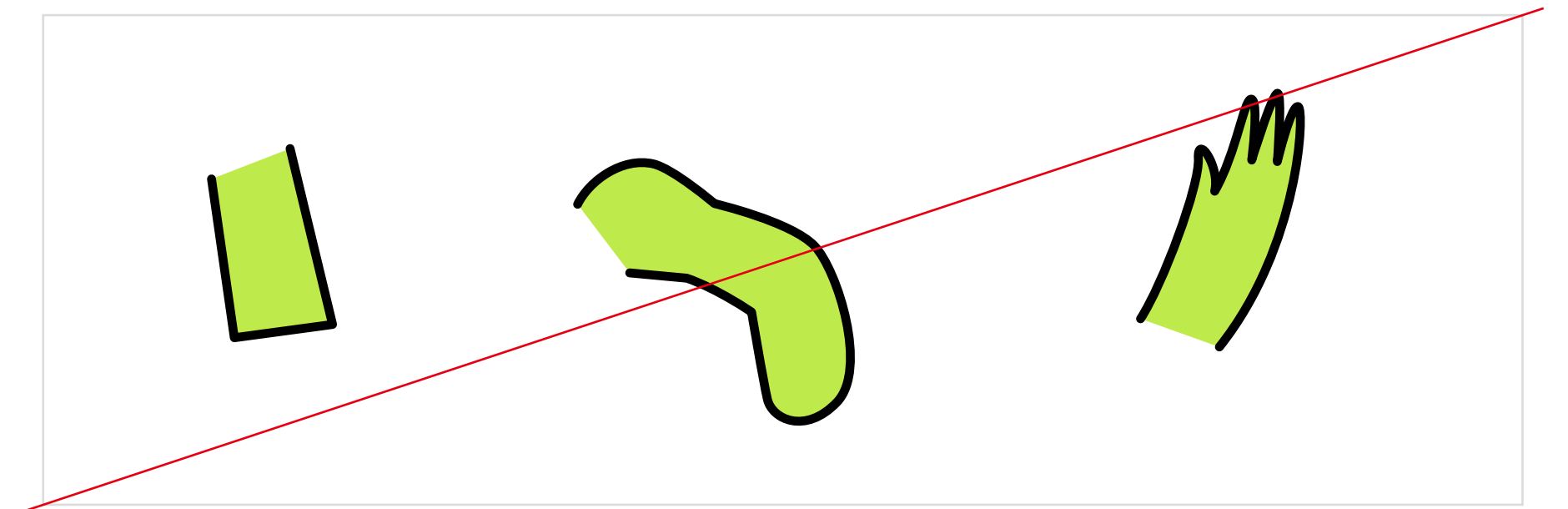
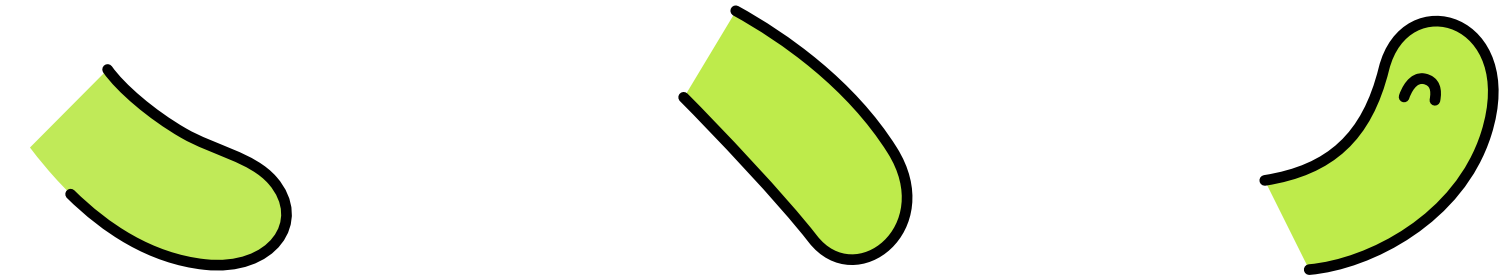
### Body parts

#### 手

手的结构应尽量简单，指端演绎适用圆弧形状，在特殊情况下可使用手指，出现手指时也应尽量简化。避免强直的线条，同时避免过于具象和复杂的绘图方式。

#### Hand

The structure of the hand should be as simple as possible. Avoid figurative and complicated drawing



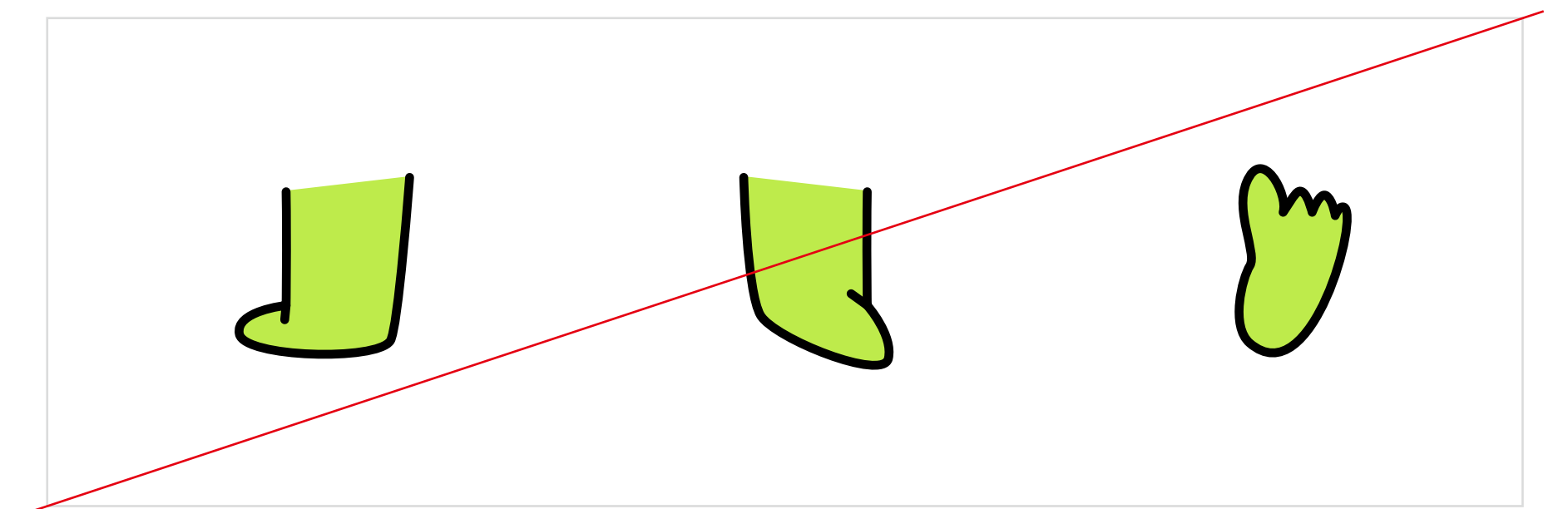
## 脚

手的结构应尽量简单，指端呈现圆弧形，在各种姿势和状态下保持脚尖和脚跟的圆弧特征，当脚张面对前方时候，脚简化为椭圆。避免强直的线条，同时避免过于具象和复杂的绘图方式。



## Foot

The structure of the foot should be as simple as possible. Avoid figurative and complicated drawing.



# 4.4 形象应用示例

## Examples

应用时，根据表情所需传达的信息设计动作，保证面部及身体各部分比例关系的准确。

Design action according to the information that needs to be conveyed, ensure the accuracy of the proportion of parts of the face and body.

