

WESEE

BRAND EXPERIENCE

DESIGN

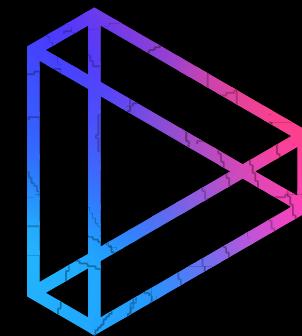
微视品牌设计规范

2018.6

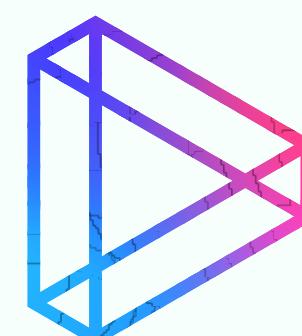


ISUX

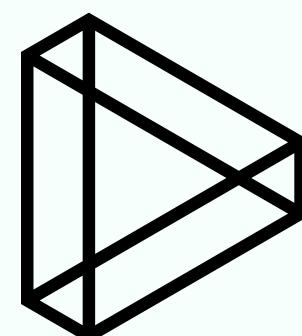
Ver.01



腾讯微视



腾讯微视



腾讯微视



腾讯微视

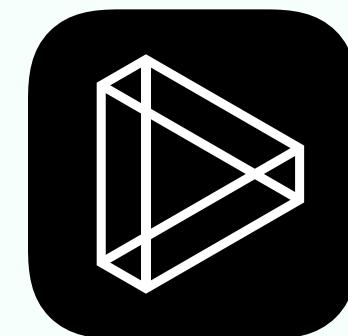
Ver.02



腾讯微视



腾讯微视



腾讯微视



腾讯微视

Brand Design

BRAND LOGO

品牌设计 - 标志

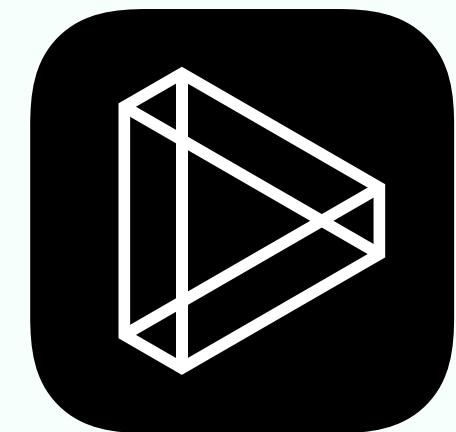
Ver.01



腾讯微视



腾讯微视

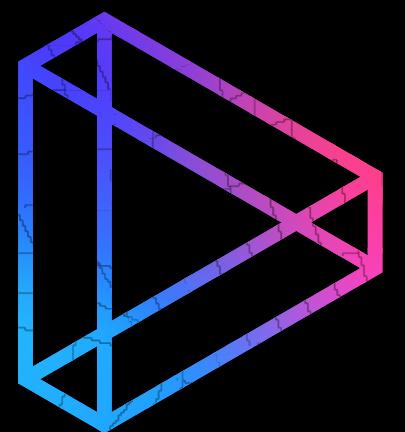


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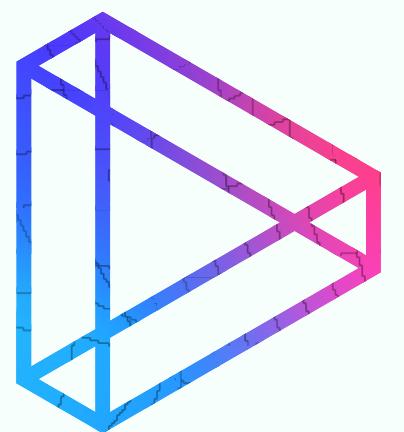


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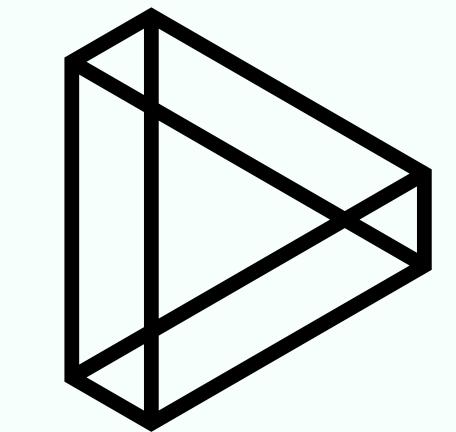
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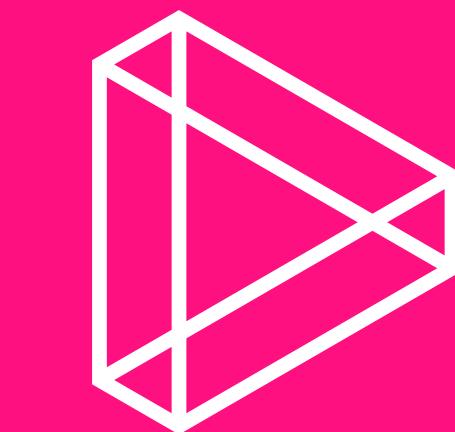
腾讯微视



腾讯微视



腾讯微视



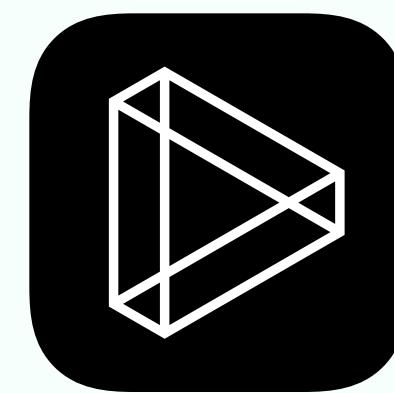
腾讯微视

Brand Design

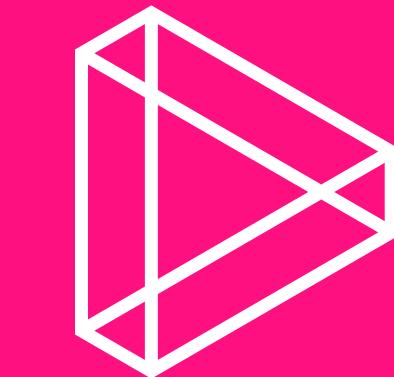
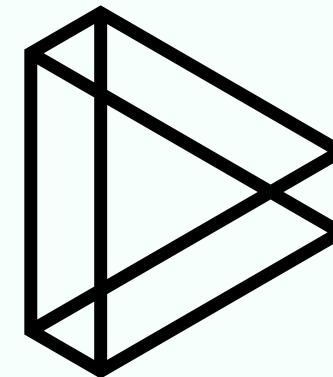
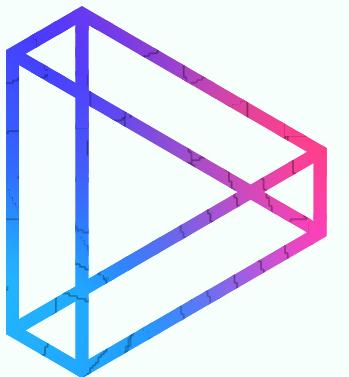
BRAND LOGO

品牌设计 - 标志

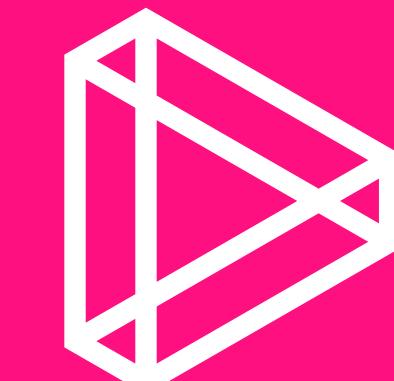
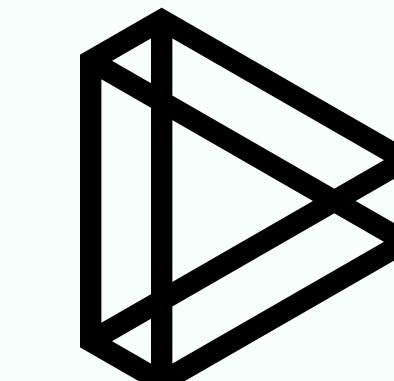
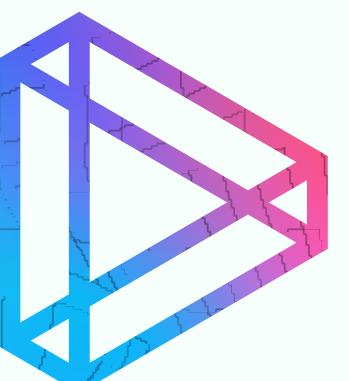
Ver.01



Ver.02



*Ver.03 (粗版本icon)



BRAND COLOR

品牌设计 - 色彩

微视 红

R:255 G:15 B:128
C:0 M:75 Y:21 K:0
#FF0F80

微视 紫

R:108 G:64 B:255
C:64 M:55 Y:0 K:0
#6C40FF

微视 蓝

R:36 G:211 B:255
C:52 M:0 Y:1 K:0
#24D3FF

微视 粉红

R:255 G:97 B:234
C:2 M:51 Y:0 K:0
#FF61EA

微视 灰 1

R:220 G:222 B:229
C:7 M:3 Y:5 K:8
#DCDEE5

微视 灰 2

R:160 G:163 B:170
C:21 M:11 Y:9 K:23
#A0A3AA

微视 黑

R:0 G:0 B:0
C:0 M:0 Y:0 K:100
#000000

英文大标字体

FUGAZ ONE

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

中文大标字体

汉仪雅酷黑

**腾讯社交网络事业群打造大社交平台为用户
提供最优质的通讯与社交网络等综合性服务**
。 , : ; ‘ “ ! ? + - * / = () 《》

汉仪旗黑系列

25S 腾讯微视—发现更有趣

55S 腾讯微视—发现更有趣

85S 腾讯微视—发现更有趣

35S 腾讯微视—发现更有趣

65S 腾讯微视—发现更有趣

95S 腾讯微视—发现更有趣

45S 腾讯微视—发现更有趣

75S 腾讯微视—发现更有趣

105S 腾讯微视—发现更有趣

方正粗圆简

**腾讯社交网络事业群打造大社交平台为用户提供最优质的通讯与社交
网络等综合性服务。, : ; ‘ “ ! ? + - * / = () 《》**

方正兰亭圆简

纤-腾讯微视

中粗-腾讯微视

细-腾讯微视

粗-腾讯微视

准-腾讯微视

大-腾讯微视

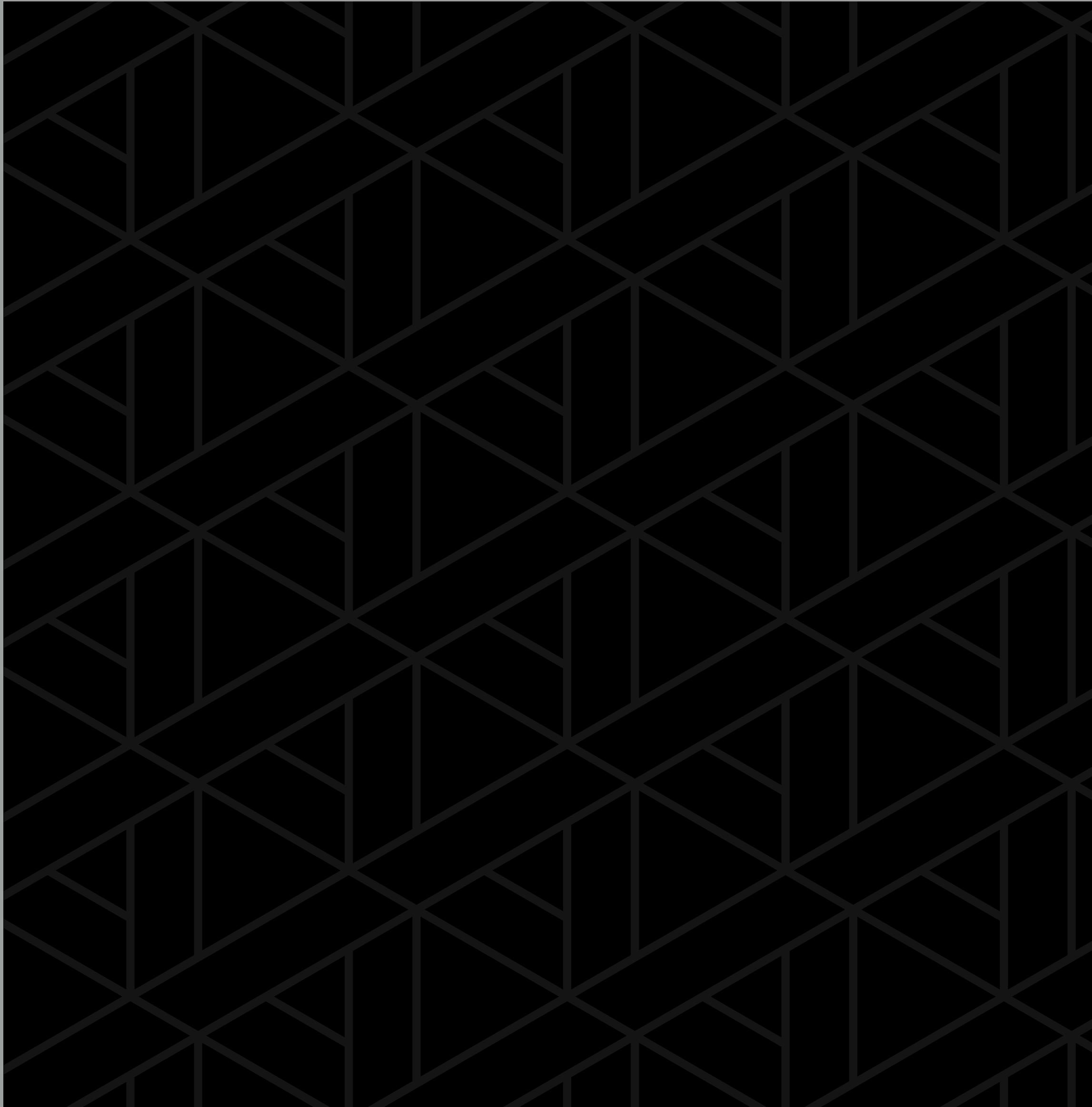
中-腾讯微视

特-腾讯微视

PATTERN-BASIC 1

品牌设计 - 基本纹案1

深色底基础底纹：透明度：8%



PATTERN-BASIC 1

品牌设计 - 基本纹案1

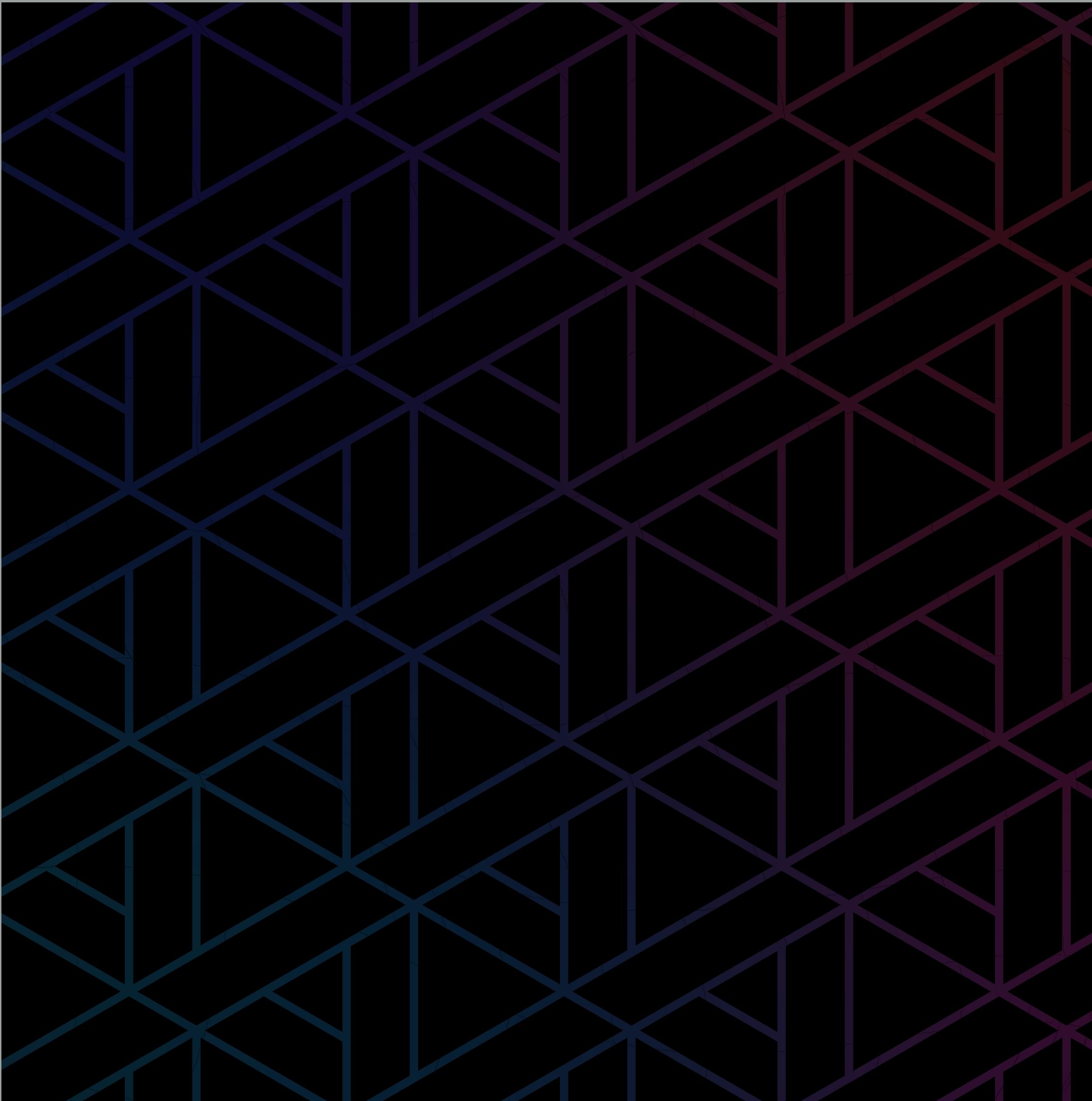
彩色底颜色比例 浅蓝60% 深蓝30% 红色10%



PATTERN-BASIC 2

品牌设计 - 基本纹案2

基础底纹 (Basic Pattern) 透明度: 20%



COVER & ENDING PAGE

品牌设计 - 闪屏&视频结尾页



手机闪屏



视频16:9静态片尾

END OF DOC.



ISUX