



游戏应用中心品牌书  
Game&App Center  
Brand Book

---

Created by  
ISUX Brand Center

---

2016. 11

# 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“游戏应用中心”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 Game&App Center'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.

# 目录

## Contents

### 1.00 品牌 Brand

1.01 品牌概述 Brand Overview 10 - 11

### 2.00 标志 Logo

2.01 标志元素 Logo Elements 14 - 15

2.02 标准标志 Basic Logo 16 - 17

2.03 垂直标志 Vertical Logo 18 - 19

2.04 图形标志 Symbol 20 - 21

2.05 安全区域 Clear Space 22 - 23

2.06 最小尺寸 Minimum Size 24 - 25

2.07 版式位置 Logo Placement 26 - 27

2.08 使用与限制 Restrictions 28 - 29

### 3.00 品牌色 Color

3.01 品牌标准色 Brand Color 32 - 33

3.02 颜色比例 Color Proportion 34 - 35

3.03 背景颜色 Background Color 36 - 37

### 4.00 品牌专用字体 Typography

4.01 中文 Chinese 40 - 41

4.02 英文 English 42 - 43

### 5.00 品牌应用系统 Applications

5.01 名片 Business Card 46 - 47

5.02 品牌产品 Brand Products 48 - 49

5.03 衬衫 T-shirt 50 - 51

5.04 工牌 ID Card 52 - 53

5.05 应用程序图标 / 启动闪屏 App Icon / Splash 54 - 55

5.06 增值卡 Voucher 56 - 57

5.07 海报 Poster 58 - 59

5.08 广告牌 Billboard 60 - 61

1.00

—  
品牌

Brand

## 品牌概述

### Brand Overview

空间游戏平台是空间用户专属的游戏平台，最新、最火、最好玩的游戏一网打尽：角色扮演、模拟经营，射击、棋牌、街机、赛车各类游戏应有尽有。这里网罗了全平台最全、最给力游戏礼包，更有积分兑换频道、各类精彩活动为玩家提供丰富、给力奖品。

Game&App Center is an exclusive gaming platform for Qzone users, including the latest and hottest games, such as role playing, simulation, shooting, puzzle, and racing games etc. In Game&App Center, there are most comprehensive and greatest gift packs, points redeem channels and various activities to provide users with abundant prizes.

2.00

—

标志

Logo

# 标志元素

## Logo Elements

游戏应用中心标识由两元素组成: 1. 图形标志 2. 文字标志 3. 标语, 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。游戏应用中心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。本规范的各种电子格式文件通用于Mac或PC端, 可在腾讯ISUX品牌设计中心服务器中进行下载。

Game&App Center logo is made up of two elements: 1. Symbol 2. Logotype. The relevant sizes and positions of these elements are fixed. Game&App Center logotype cannot be used on its own. The primary logo 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 Mac and PC, from BX Center, ISUX, Tencent.

图形标志 / Symbol



文字标志 / Logotype

游戏应用中心

标准标志 / Logo

## 标准标志

### Basic Logo

标语标志是游戏应用中心的主要品牌符号，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。游戏应用中心标准标志的使用场景分为：在白色 / 浅色背景上使用全彩标志；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，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 the recognition of the brand as well as to convey Game&App Center's confidence and stability. The basic logo of Game&App Center is recommended to be used in full color version on white/light background. When used in white version, the background color should be Qzone Blue. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



# 游戏应用中心

01.  
标志：全彩  
背景：白色  
Logo: Full Color  
BG: White



# 游戏应用中心

02.  
标志：白色  
背景：QQ空间蓝  
Logo: White  
BG: Qzone Blue



# 游戏应用中心

03.  
标志：单黑  
背景：白色  
Logo: Black  
BG: White

## 2.03

# 垂直标志

## Vertical Logo

游戏应用中心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，并且其文字标志不能单独使用。游戏应用中心所有标志不能重新绘制或者擅自组合。游戏应用中心垂直标志的使用场景分为：在白色／浅色背景上使用全彩标志；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，可使用单色黑或单色灰标志。

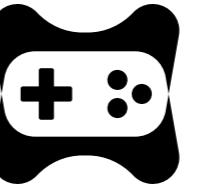
The preferred brand identity for Game&App Center is basic logo. However vertical logo may be used when there is a limited area for a logo display. The relative sizes and positions of symbol and logotype are fixed. The primary logo should not be redrawn or altered in any way. The vertical logo of Game&App Center is recommended to be used in full color version on white/light background. When used in white version, the background color should be Qzone Blue. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



游戏应用中心



游戏应用中心



游戏应用中心

01.

标志：全彩

背景：白色

Logo: Full Color

BG: White

02.

标志：白色

背景：QQ空间蓝

Logo: White

BG: Qzone Blue

03.

标志：单黑

背景：白色

Logo: Black

BG: White

# 图形标志

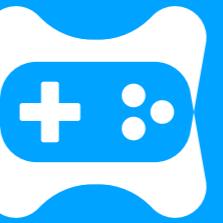
## Symbol

游戏应用中心的图形标志也能反映其品牌视觉识别。其图形标志是品牌呈现的关键元素，不可重新绘制或者擅自改变它。游戏应用中心图形标志的使用场景分为：在白色 / 浅色背景上使用全彩标志；在品牌主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，可使用单色黑或单色灰标志。

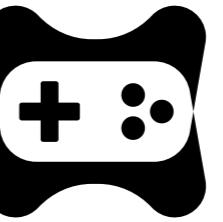
The symbol of Game&App Center reflects the philosophy of the brand. This symbol is the key element in the brand expression and should not be redrawn or altered in any way. The symbol of Game&App Center is recommended to be used in a full color version on white/light background. When used in white version, the background color should be the Qzone Blue. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



01.  
标志：全彩  
背景：白色  
Logo: Full Color  
BG: White



02.  
标志：白色  
背景：QQ空间蓝  
Logo: White  
BG: Qzone Blue



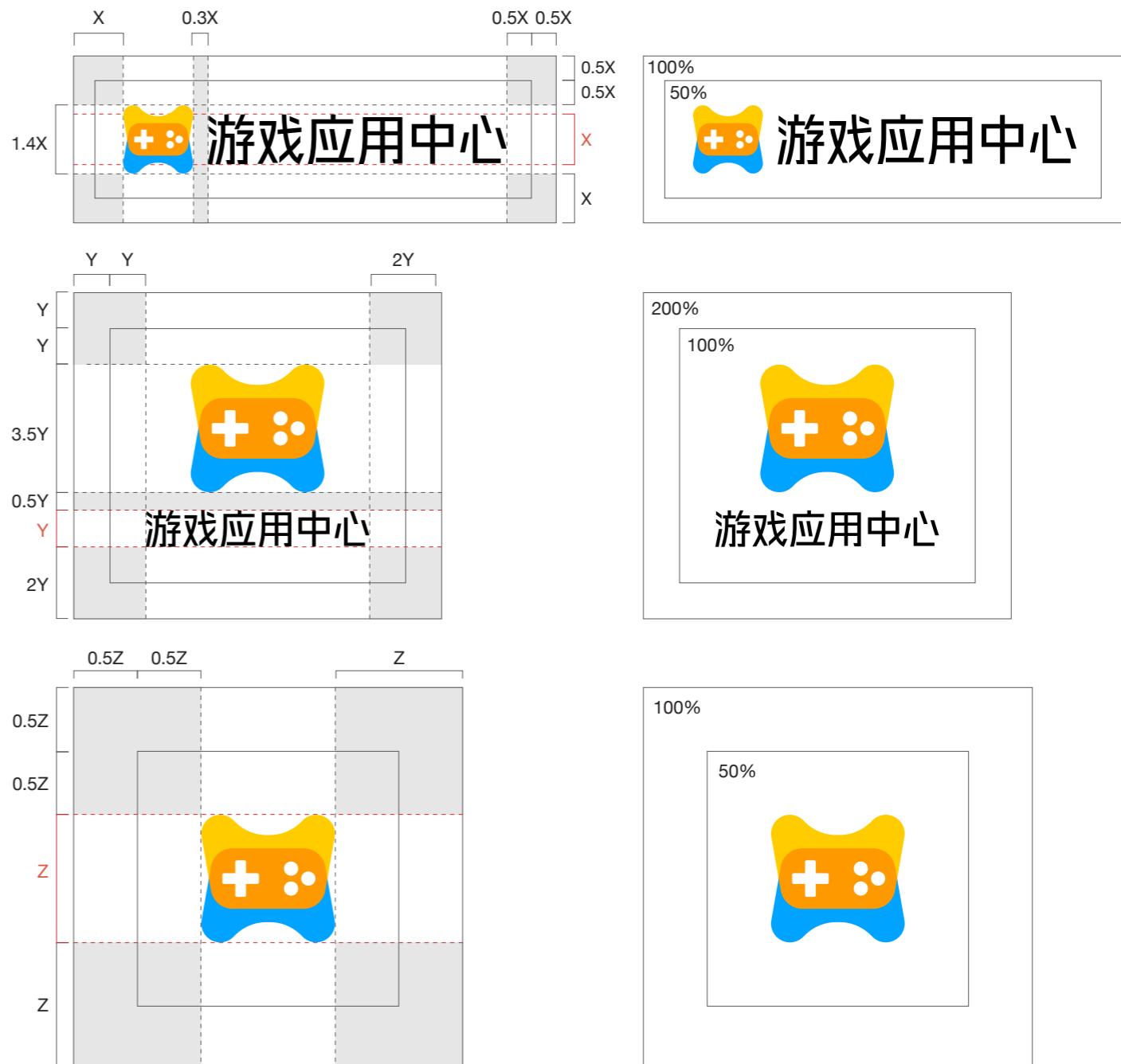
03.  
标志：单黑  
背景：白色  
Logo: Black  
BG: White

## 安全区域

### Clear Space

为确保游戏应用中心的品牌标志可以在所有应用中被清晰识别，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（垂直标志对应200%），或当100%安全区域不可用时，使用50%安全区域为第二选择（垂直标志对应100%）。

To ensure that the Game&App Center logo is clearly visible in all applications, 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% (200% for vertical version) should be maintained but when 100% clear space is not available, use the second option of 50% (100% for vertical version) clear space.

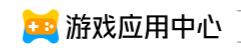


## 最小尺寸

### Minimum Size

游戏应用中心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。且游戏应用中心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4.5mm，最小显示器尺寸宽度为20px。

There is no predetermined size for the Game&App Center 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 4.5mm in print, 20px for screen use.



游戏应用中心  
印刷宽 / Print: 4.5mm  
显示器宽 / Screen: 20px



游戏应用中心  
印刷宽 / Print: 15mm  
显示器宽 / Screen: 55px



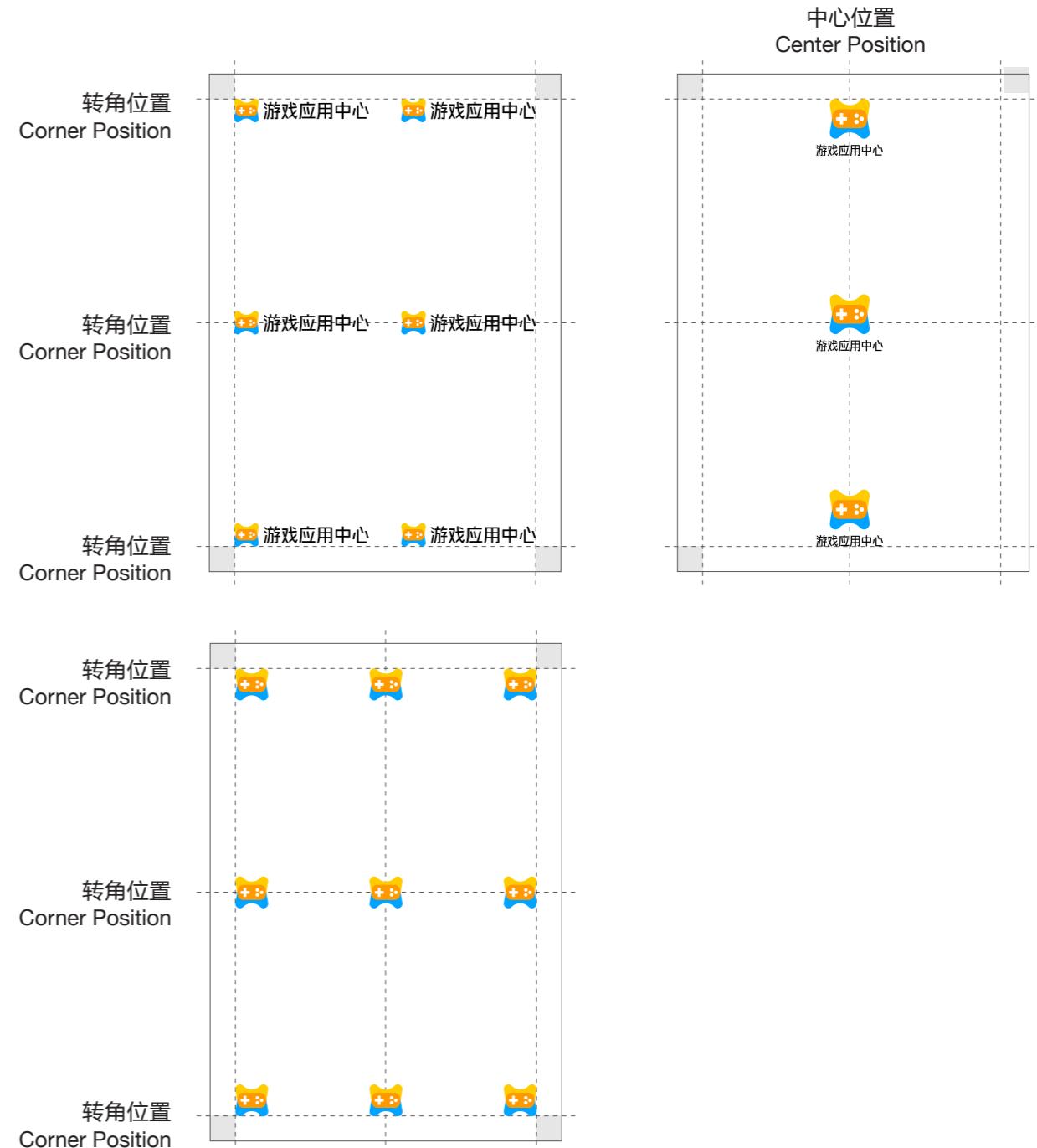
印刷宽 / Print: 5.2mm  
显示器宽 / Screen: 23px

# 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办公应用系统。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 Game&App Center 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 stationery system. Vertical Game&App Center logo is positioned center aligned at the top middle or bottom of the page. Game&App Center 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.



不要擅自改变文字标志字体;  
Don't change the logotype.



不要擅自组合或排列标志;  
Don't rearrange the logo elements.



不要改变标志元素的比例关系;  
Don't change proportions.



不要倾斜或旋转标志;  
Don't rotate the logo.



不要单向拉伸标志;  
Don't compress the logo.



不要在标志周围添加任意文本;  
Don't create a logo lockup with text.



不要轮廓化标志或添加描边;  
Don't outline the logo.



不要在标志底添加投影;  
Don't add a drop shadow to the logo.



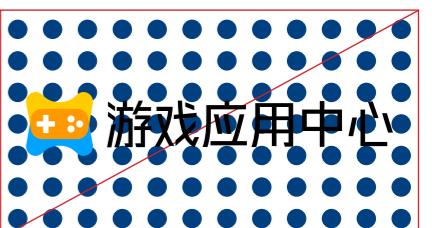
不要擅自改变标志标准色;  
Don't alter the color.



不要使用模糊、质量低的标志;  
Don't use the logo in a low quality.



不要将标志放在没有足够对比色的背景中;  
Don't place the logo on a color without sufficient contrast.



不要将标志放在繁乱复杂的图像中。  
Don't place the logo over a busy image.

3.00

—  
品牌色

Color

# 品牌标准色

## Basic Color

品牌色在游戏应用中心品牌视觉传达中起到了核心作用。右图所示为游戏应用中心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。游戏应用中心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色卡做为游戏应用中心品牌色的最终参考对象。（\*Pantone属Pantone公司所有。）

Color plays a central role when Game&App Center brand is communicating. Always use the color palette represented and apply them to any communication materials. Whenever possible, reproduce Game&App Center 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.)

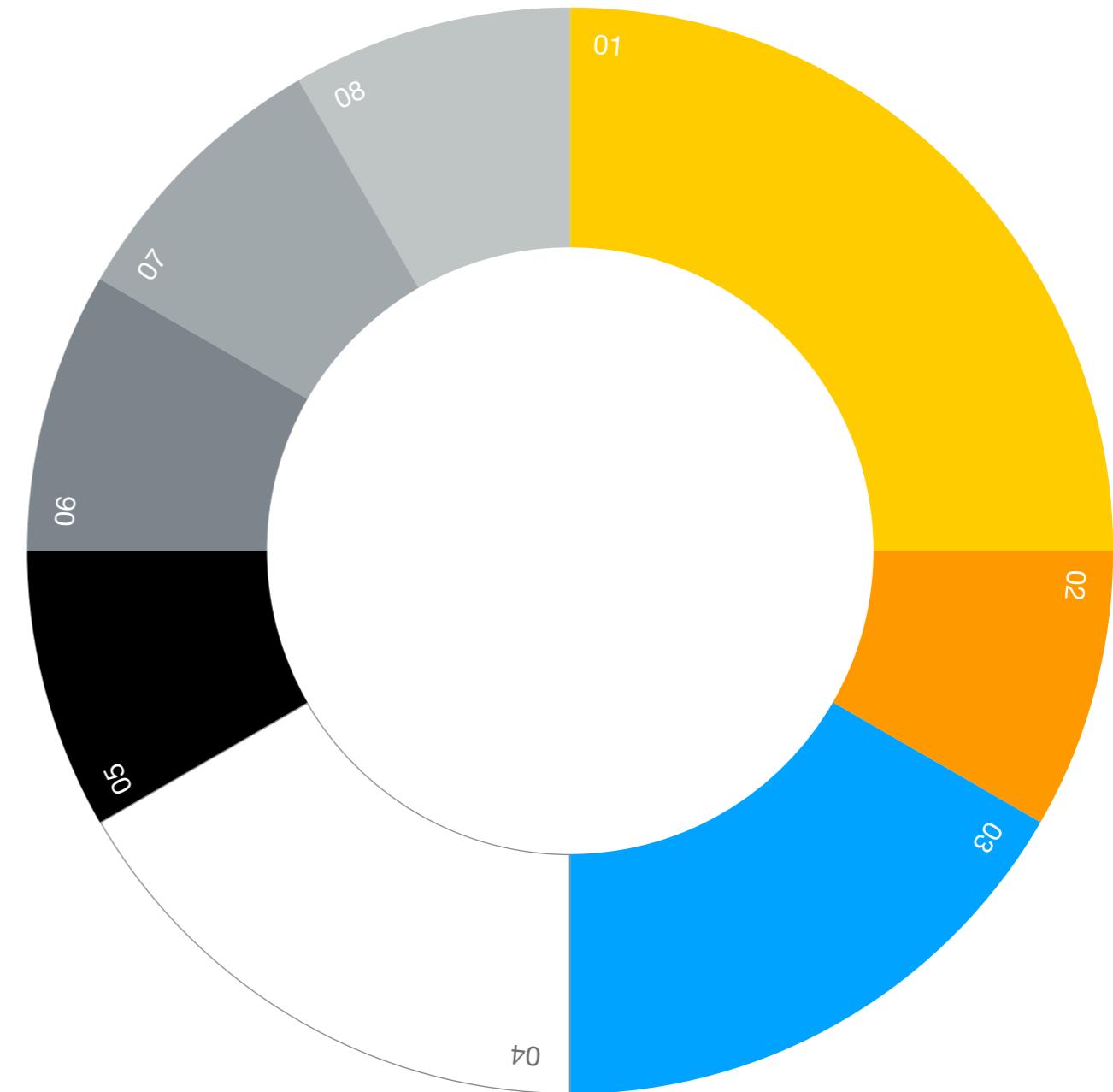
QQ空间 黄 Qzone Yellow	R: 255 / G: 205 / B: 0 C: 0 / M: 22 / Y: 100 / K: 2 PANTONE 7548 C # FFCD00	主色 1 Main Color 1
游戏应用中心 橙 GAcenter Orange	R: 255 / G: 153 / B: 0 C: 0 / M: 51 / Y: 100 / K: 0 PANTONE 144 C # FF9900	主色 2 Main Color 2
QQ空间 蓝 Qzone Blue	R: 0 / G: 163 / B: 255 C: 86 / M: 8 / Y: 0 / K: 0 PANTONE 299C # 00A3FF	主色 3 Main Color 3
QQ空间 白 Qzone White	R: 255 / G: 255 / B: 255 C: 0 / M: 0 / Y: 0 / K: 0 # FFFFFF	辅色 1 Sub Color 1
QQ空间 黑 Qzone Black	R: 0 / G: 0 / B: 0 C: 0 / M: 0 / Y: 0 / K: 100 PANTONE Black C # 000000	辅色 2 Sub Color 2
QQ空间 灰 1 Qzone Dark Gray	R: 124 / G: 135 / B: 142 C: 33 / M: 18 / Y: 13 / K: 40 PANTONE 430 C # 7C878E	辅色 3 Sub Color 3
QQ空间 灰 2 Qzone Gray	R: 162 / G: 170 / B: 173 C: 21 / M: 11 / Y: 9 / K: 23 PANTONE 429 C # A2AAAD	辅色 4 Sub Color 4
QQ空间 灰 3 Qzone Light Gray	R: 193 / G: 198 / B: 200 C: 29 / M: 19 / Y: 19 / K: 0 PANTONE 428 C # C1C6C8	辅色 5 Sub Color 5

## 颜色比例

### Color Proportion

恰当的颜色比例使用可确保所有用户正确认知游戏应用中心品牌。使用游戏应用中心品牌色时，QQ空间黄(01)应做为品牌主色；QQ空间黄与大面积QQ空间蓝(03)一起使用，可体现清新干净的品牌形象；游戏应用中心橙(02)应做为品牌强调色；其他辅色则有助于应用系统的使用和延展。

The appropriate use of Game&App Center Color in right proportion helps to have consistent brand image. Qzone Yellow(01) should be used as a main color for the brand. When Qzone Yellow is used with specific amount of blue(03), the brand image is well presented which is clean and fresh. Game&App Center Orange(02) should be used as an accent color. The sub colors should be used as a supportive color for the applications.



## 背景颜色

### Background Color

全彩标志，建议做为代表使用标志。在白色 / 浅色背景上使用全彩标志；在QQ空间蓝背景上使用白色标志；在黑色 / 深色背景上使用白色标志，或者在白色 / 浅色背景上使用黑色标志。综上规范在对应的条件下（右图）允许使用。

Full color logo is recommended to be used for representative use. Use the full color logo on light or white backgrounds. The white version logo can be used over Qzone Blue which is the main color of the brand. White logo on black/dark background or black logo on white/light background are available for limited use.



白色 / 浅色背景上使用全彩标志；  
Use full color logo over white/ light background.



在蓝背景上使用白色标志；  
Use white logo over Qzone blue background.



在白色 / 浅色背景上使用黑色标志；  
Use black logo over white/bright background.



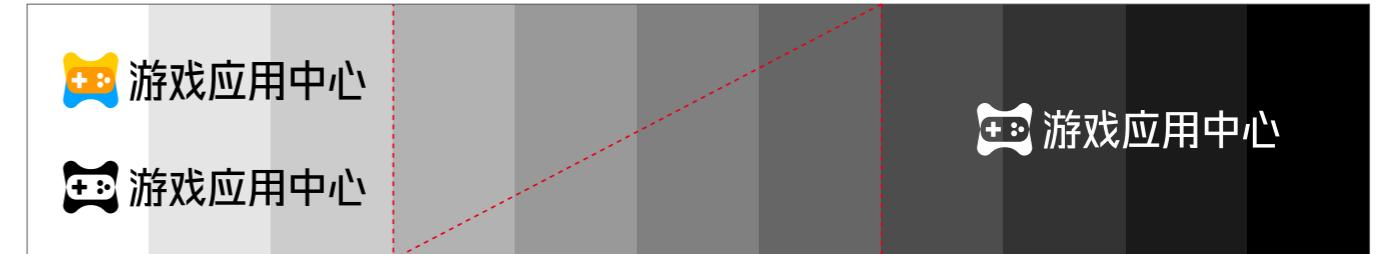
在黑色 / 深色背景上使用白色标志；  
Use white logo over black/dark colored background.



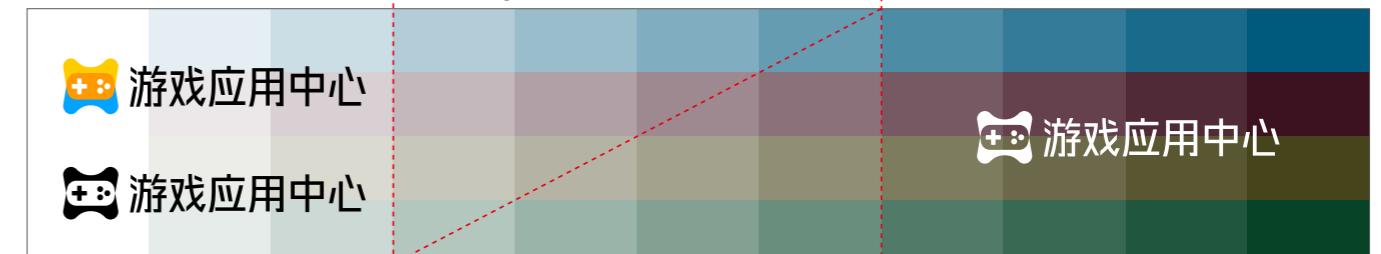
在浅色背景图像上使用黑色标志；  
Use black logo over bright image.



在深色背景图像上使用白色标志。  
Use white logo over blue/dark image.



🚫 不要在30-60%灰度阶背景上使用标志。  
Don't use the logo over 30-60% background.



4.00

—

品牌专用字体

Typography

# 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。方正兰亭黑做为游戏应用中心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. FZLan Ting Hei is used as basic Chinese typeface for Game&App Center 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.

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

。 ， ； ‘ “ ! ? + - \* / = ( ) 《 》

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

。 ， ； ‘ “ ! ? + - \* / = ( ) 《 》

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

。 ， ； ‘ “ ! ? + - \* / = ( ) 《 》

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

。 ， ； ‘ “ ! ? + - \* / = ( ) 《 》

01.  
方正兰亭中黑简  
FZLanTingHeiS-B

02.  
方正兰亭黑简  
FZLanTingHeiS-M

03.  
方正兰亭刊黑简  
FZLanTingHeiS-R

04.  
方正兰亭超细黑简  
FZLanTingHeiS-L

## 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做为游戏应用中心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 Game&App Center 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

5.00

—

品牌应用系统

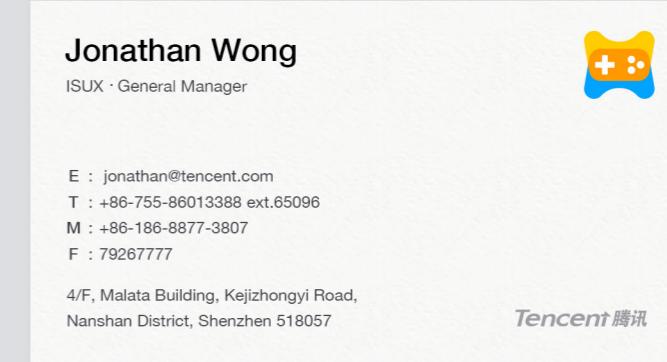
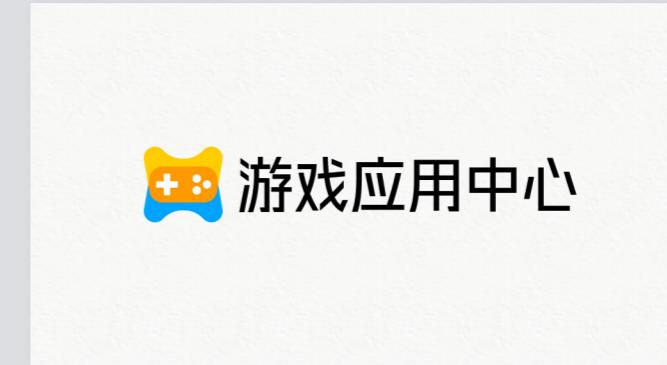
Applications

# 名片

## Business Card

以统一的方式使用游戏应用中心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，游戏应用中心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，名片是代表游戏应用中心品牌的重要的应用媒介。在印刷材料中，游戏应用中心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, Game&App Center 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 Game&App Center 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 Game&App Center.



## 品牌产品

### Brand Products

以统一的方式使用游戏应用中心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，游戏应用中心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，游戏应用中心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, Game&App Center brand will have the right tone to support the right message for the audience. Game&App Center logo can be embossed or debossed on various materials such as paper, leather or metal surface to give more special long lasting look.



## 衬衫

### T-shirt

以统一的方式使用游戏应用中心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，游戏应用中心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，正确使用图形标志能够很好地传达正确的游戏应用中心品牌形象。

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

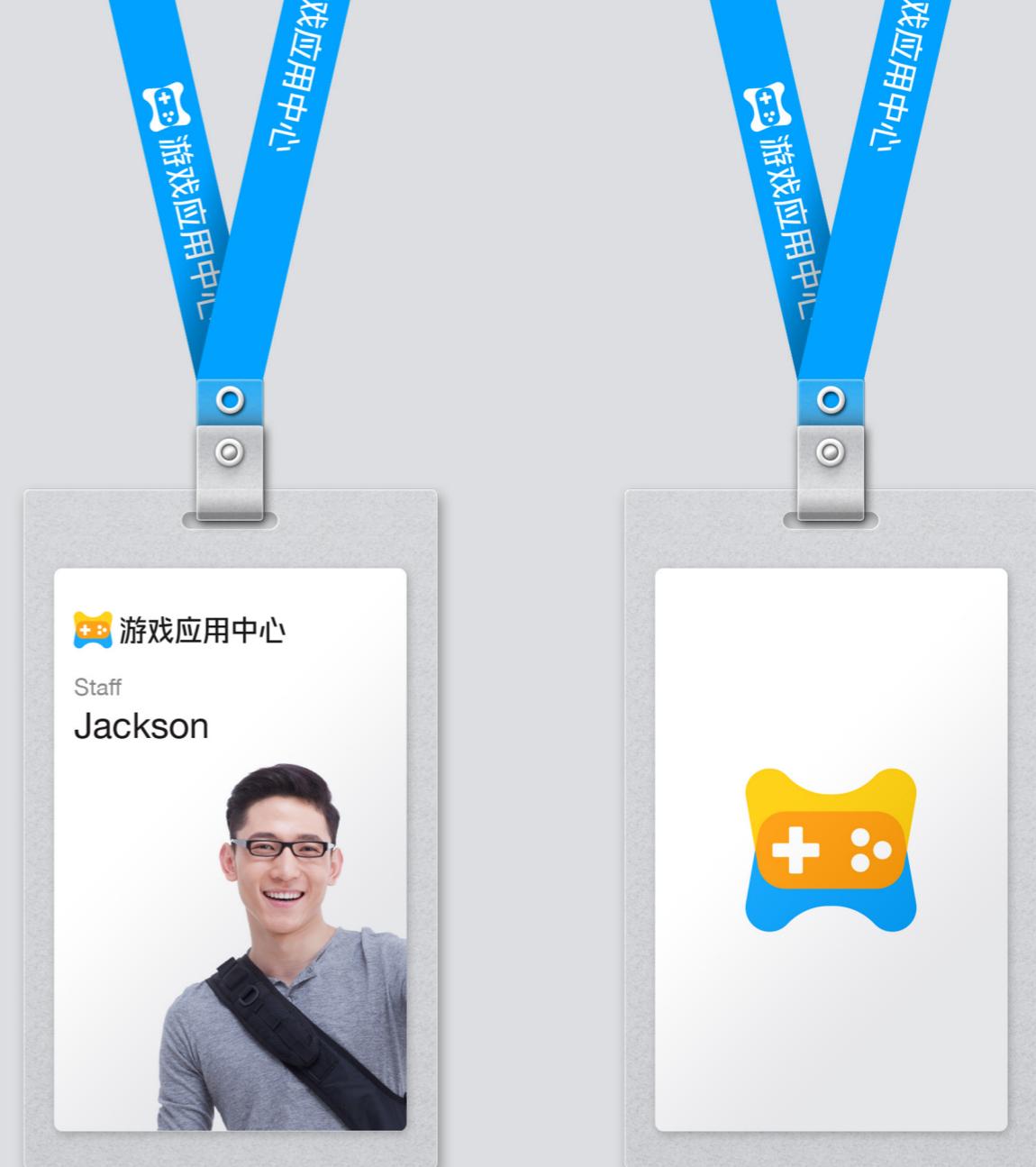


## 工牌

### ID Card

以统一的方式使用游戏应用中心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,游戏应用中心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,正确使用标志能够很好地传达正确的游戏应用中心品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Game&App Center brand will have the right tone to support the right message for the audience. Game&App Center symbol can be used in various brand applications to represent the brand image of Game&App Center.



## 应用程序图标 / 启动闪屏

### App Icon / Splash

以统一的方式使用游戏应用中心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，游戏应用中心将以最正确的品牌基调为用户传达正确的品牌信息。游戏应用中心品牌标志可用于手机App图标或启动闪屏。运用标志时请注意设备特性来设定标志显示的尺寸，以确保标志的可读性。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Game&App Center brand will have the right tone to support the right message for the audience. Game&App Center logo can be applied to mobile devices in the form of icons or splash images. Make sure the logo looks optimized and realized in the best condition according to the device.

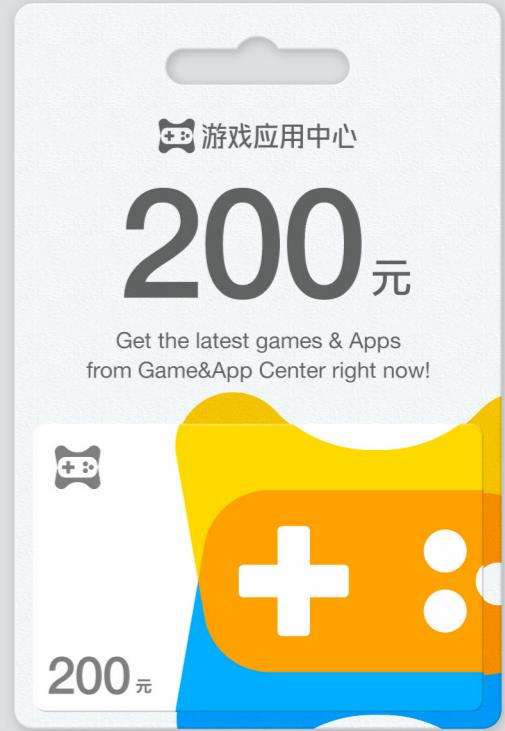


## 增值卡

### Voucher

以统一的方式使用游戏应用中心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，游戏应用中心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，正确使用图形标志能够很好地传达正确的游戏应用中心品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Game&App Center brand will have the right tone to support the right message for the audience. Game&App Center symbol can be used in various brand applications to represent the brand image of Game&App Center.



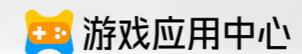
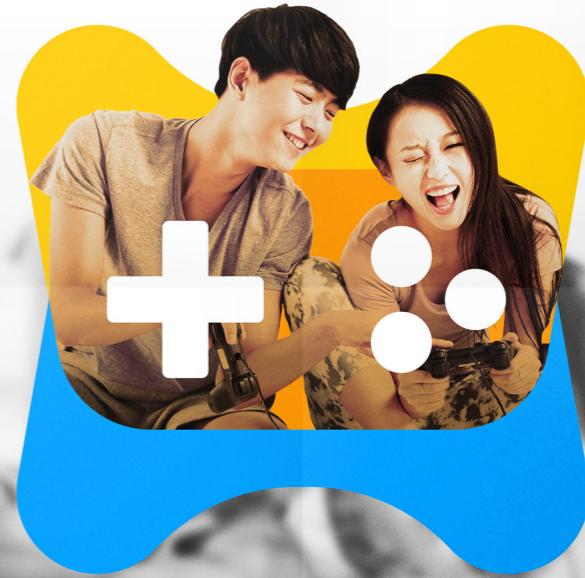
# 海报

Poster

以统一的方式使用游戏应用中心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，游戏应用中心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，正确使用图形标志能够很好地传达正确的游戏应用中心品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Game&App Center brand will have the right tone to support the right message for the audience. Game&App Center symbol can be used in various brand applications to represent the brand image of Game&App Center.

Get the latest games&apps  
from Game&App Center  
right now!



游戏应用中心

You can get the latest  
games&apps from  
Game&App Center  
right now!  
You can get to  
Game&App Center  
through Qzone.  
It's so easy!



## 广告牌

### Billboard

以统一的方式使用游戏应用中心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，游戏应用中心将以最正确的品牌基调为用户传达正确的品牌信息。点阵的品牌标准图案可适用于大型广告牌以传达品牌形象。最终输出的广告图像应当由ISUX品牌设计中心进行审核。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Game&App Center brand will have the right tone to support the right message for the audience. Game&App Center logo can be applied in a big scale for the billboard to represent the image of Game&App Center. Output image should be audited by ISUX/Brand Center if the case is not included in the guidelines.



# 联系方式

## Contact

腾讯科技有限公司

Tencent Technology (Shenzhen) Company Limited

社交用户体验设计部 | 品牌设计中心

ISUX | Brand Center

地址 / Address :

广东省深圳市南山区科技园深南大道科技中一路腾讯大厦

Tencent Building, Kejizhongyi Road, Shennan Avenue

Nanshan District, Shenzhen City, Guangdong Province

电话 / Tel : +86 755 86013388

传真 / Fax : +86 755 86013399

网站 / Website : [isux.tencent.com](http://isux.tencent.com)

