

QQ品牌书

QQ Brand Book

Created by
ISUX Brand Center

2016. 08

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“腾讯QQ”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 Tencent QQ'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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品牌

Brand

品牌概述

Brand Overview

腾讯QQ(简称“QQ”)是腾讯公司打造的一款基于Internet的领航级即时通信(IM)软件，目前QQ已经覆盖Microsoft、Windows、OS X、Android、iOS、Windows Phone等多种主流平台，服务超过8亿的月活跃用户。QQ服务超过90%的中国互联网用户；多人视频、文件多端互传，不断创新满足沟通所需；QQ致力于打造欢乐无限的沟通、娱乐与生活体验；乐在沟通16年，聊天欢乐8亿人！

Tencent QQ(QQ for short) is a leading IM software created by Tencent corporation. QQ has covered multiple mainstream platforms, such as Microsoft Windows, OS X, Android, iOS, Windows Phone, serving more than 800 million monthly active users. QQ serves more than 90% Chinese internet users; offering multi-user video, multi-terminal file transfer and many more continuous innovation for a better experiences. QQ concentrates on creating joyful communication, entertainment and life experiences having a history of pleasant communication for 16 years, bringing joy to 800 million people!

2.00

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标志

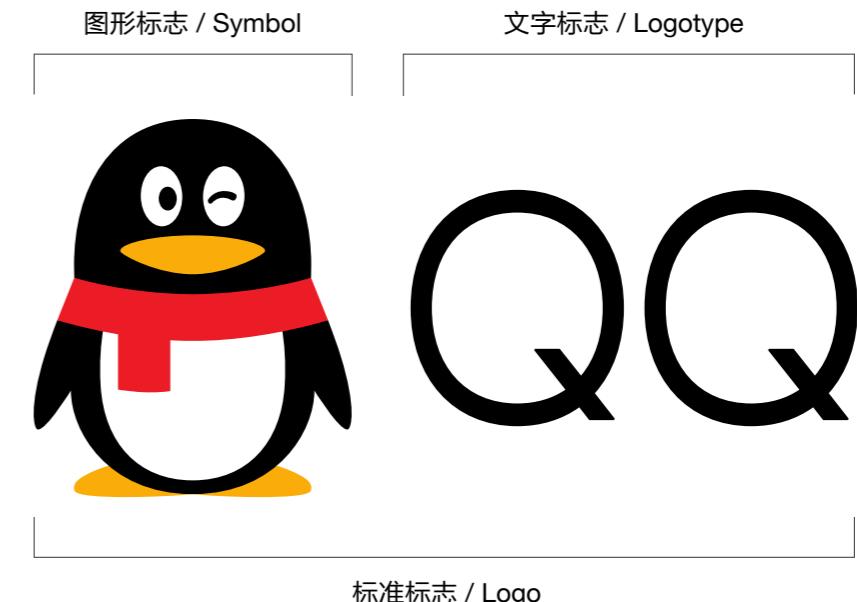
Logo

标志元素

Logo Elements

QQ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。QQ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。

QQ logo is made up of two elements: 1. Symbol 2. Logotype. The relative sizes and positions of these elements are fixed. QQ 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 Mac and PC, from Brand Center, ISUX, Tencent.

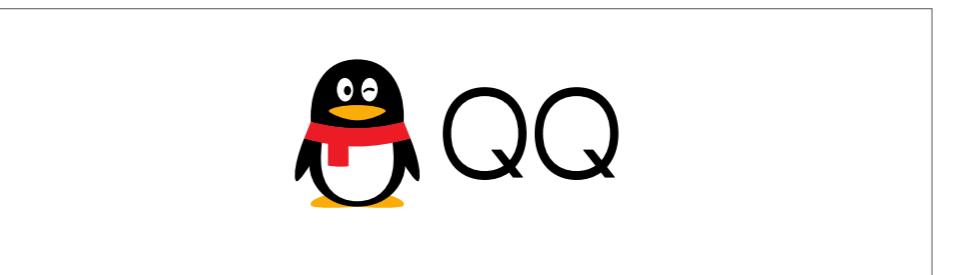


标准标志

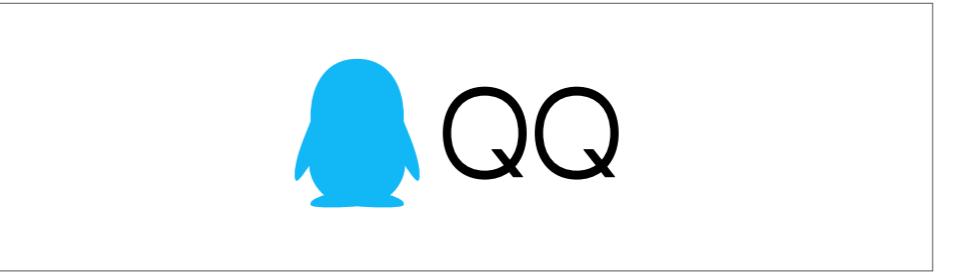
Basic Logo

标准标志是QQ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。QQ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或剪影标志；在需要时，深色背景上可使用腾讯QQ蓝标志；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，例如单色表格，布艺刺绣，丝网印刷，传真纸和备忘录，可使用单色黑或单色灰标志。

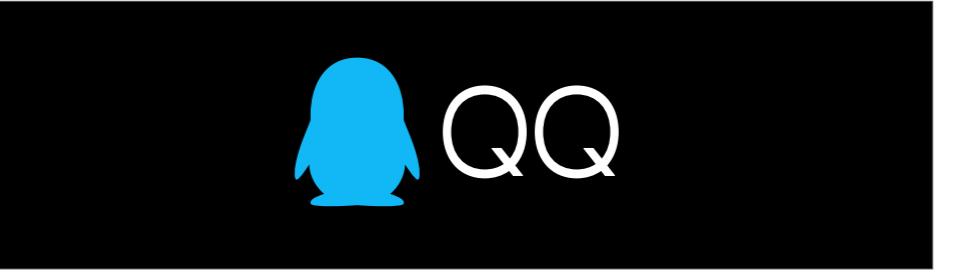
The basic logo is the main signature of the brand. It helps to build recognition of the brand, as well as convey QQ's confidence and stability. The basic logo of QQ is recommended to be used in full color version on white/ light background, or used in QQ blue on black/dark background. When used in white version, the background color should be the main blue of QQ. 1 degree version in grayscale can be available in single color applications like forms or in any embroidery and silkscreen, fax sheet and memorandum, when the basic version cannot be reproduced in a satisfactory manner.



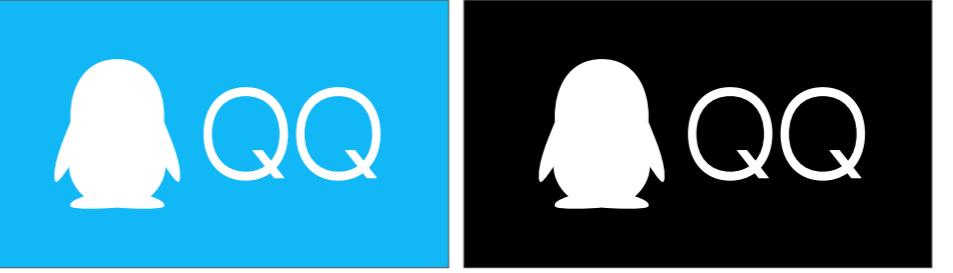
01. 全彩版
标志：全彩
背景：白色
01. QQ_Full Color
Logo: Full Color
BG: White



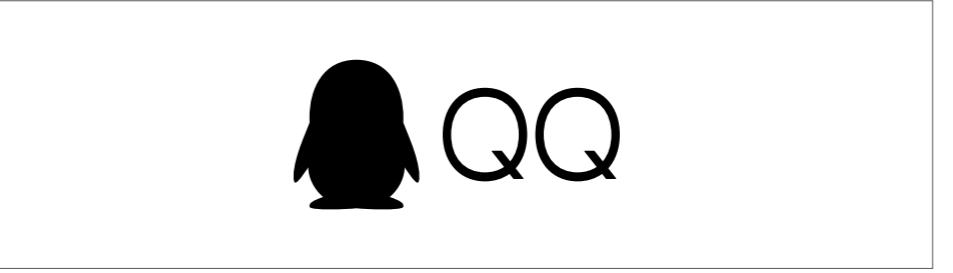
02. QQ蓝白版
标志：腾讯QQ蓝 + 黑色
背景：单黑
02. QQ_Blue_Black
Logo: QQ Blue + Black
BG: White



03. QQ蓝黑版
标志：腾讯QQ蓝 + 白色
背景：单黑
03. QQ_Blue_White
Logo: QQ Blue + White
BG: Black



04. 反白版
标志：白色
背景：腾讯QQ蓝
04. QQ_White
Logo: White
BG: QQ Blue / Black



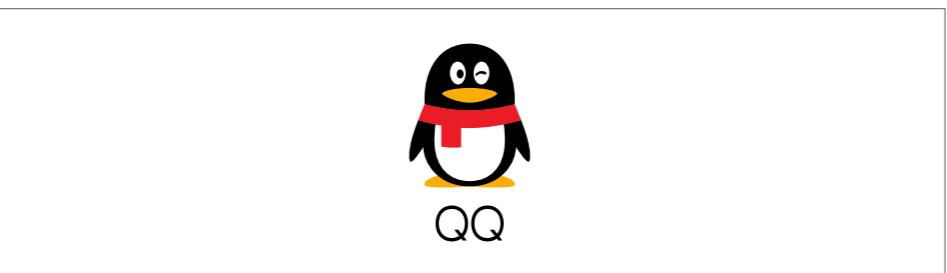
05. 单黑版
标志：单黑
背景：白色
05. QQ_Black
Logo: Black
BG: White

垂直标志

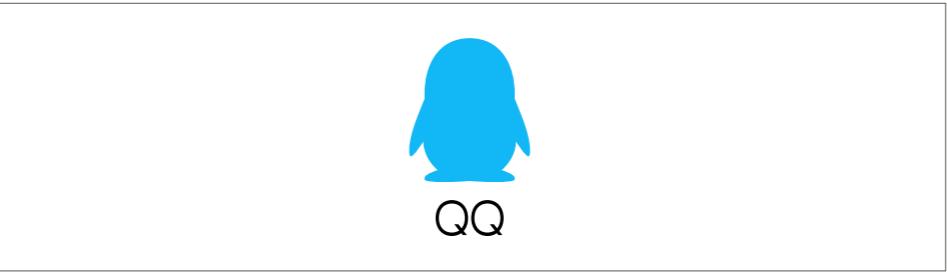
Vertical Logo

QQ的主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。QQ所有标志不能重新绘制或者擅自组合。QQ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或剪影标志；在需要时，深色背景上可使用QQ蓝标志；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,例如单色表格，布艺刺绣，丝网印刷，传真纸和备忘录，可使用单色黑或单色灰标志。

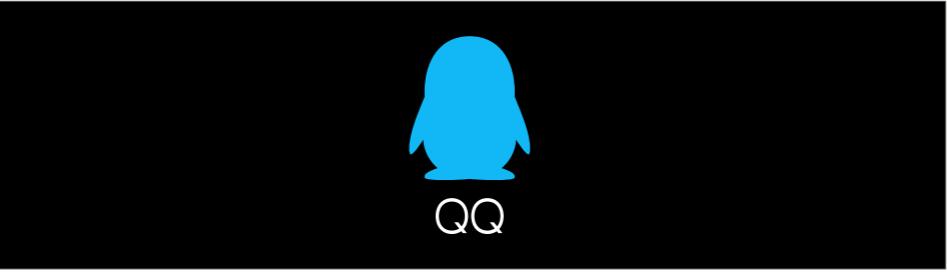
The preferred brand identity for QQ is basic logo. However vertical logo may be used when there is a limited area for a logo display, vertical logo may be used. The relative sizes and positions of symbol and logotype are fixed. The primary logo should not be redrawn or altered in any way. The vertical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



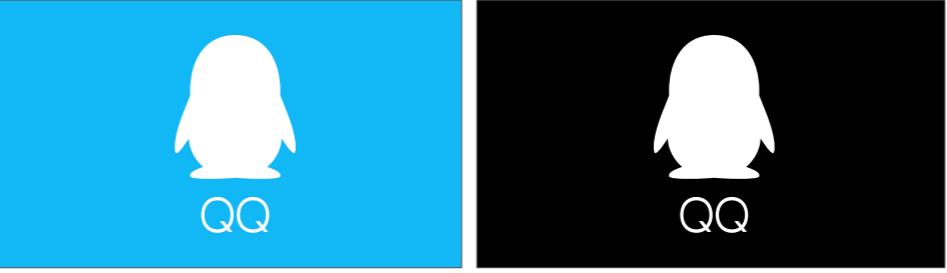
01. 全彩版
标志: 全彩
背景: 白色
01. QQ_Full Color
Logo: Full Color
BG: White



02. QQ蓝白版
标志: 腾讯QQ蓝 + 黑色
背景: 单黑
02. QQ_Blue_Black
Logo: QQ Blue + Black
BG: White



03. QQ蓝黑版
标志: 腾讯QQ蓝 + 白色
背景: 单黑
03. QQ_Blue_White
Logo: QQ Blue + White
BG: Black



04. 反白版
标志: 白色
背景: 腾讯QQ蓝
04. QQ_White
Logo: White
BG: QQ Blue / Black



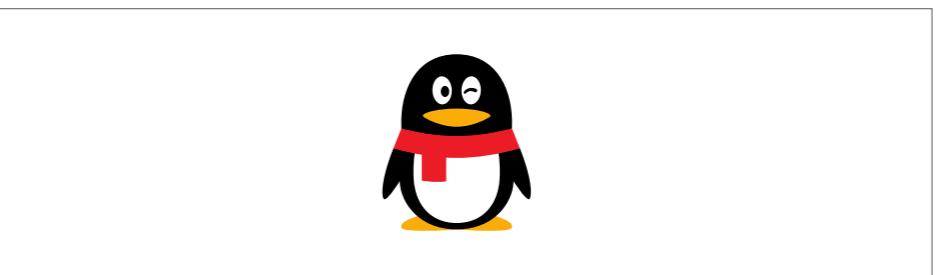
05. 单黑版
标志: 单黑
背景: 白色
05. QQ_Black
Logo: Black
BG: White

图形标志

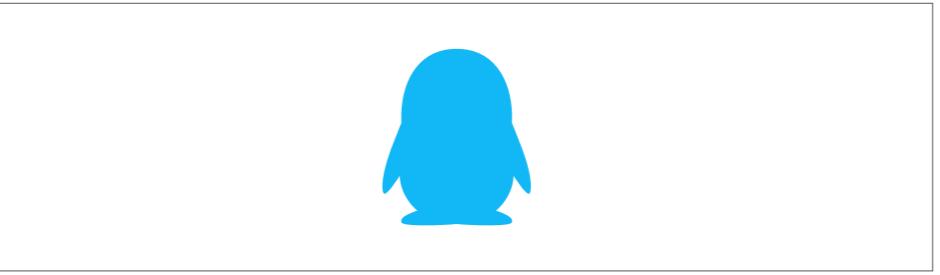
Symbol

QQ的企鹅标志，是从腾讯创立之初一直沿用至今，希望给人以亲切，可爱，温暖的品牌形象。戴着红色围巾的企鹅已经成为了QQ标志性的品牌符号，是品牌表达的关键元件，并且不应被重画或以任何方式改变。QQ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或剪影标志；在需要时，深色背景上可使用QQ蓝标志；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，例如单色表格，布艺刺绣，丝网印刷，传真纸和备忘录，可使用单色黑或单色灰标志。

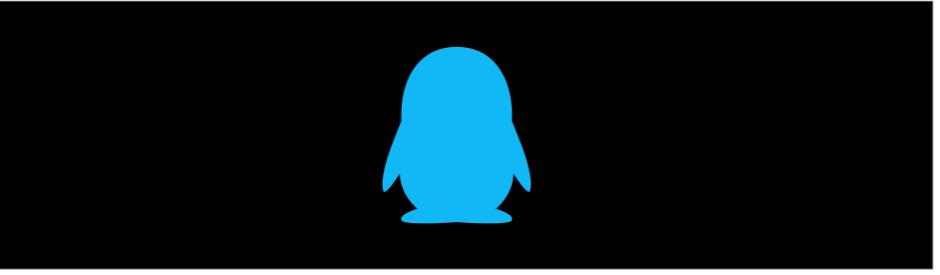
QQ penguin with a red scarf has been an important symbol of QQ since Tencent company established. The cute penguin expresses intimate, lovely, warm feeling of the brand image. This symbol is the key element in the brand expression and should not be redrawn or altered in any way. The symbol of QQ is recommended to be used in a full color version on white/light background, or used in QQ blue on black/dark background. When used in white version, the background color should be the main blue of QQ. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner. 1 degree symbol with black logotype version can be used in limited circumstances when full color version cannot be easily applied.



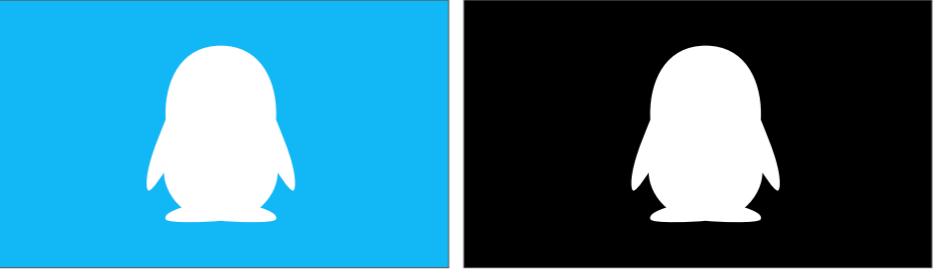
01. 全彩版
标志：全彩
背景：白色
01. QQ_Full Color Symbol
Logo: Full Color
BG: White



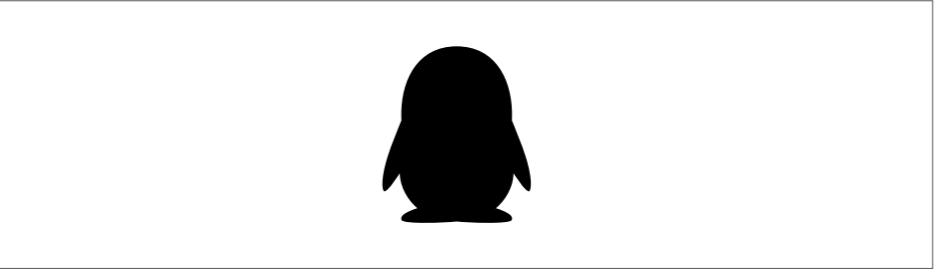
02. QQ蓝白版
标志：腾讯QQ蓝 + 黑色
背景：单黑
02. QQ_Blue Symbol
Logo: QQ Blue
BG: White



03. QQ蓝黑版
标志：腾讯QQ蓝 + 白色
背景：单黑
03. QQ_Blue Symbol
Logo: QQ Blue
BG: Black



04. 反白版
标志：白色
背景：腾讯QQ蓝
04. QQ_White Symbol
Logo: White
BG: QQ Blue / Black



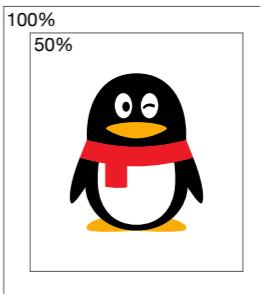
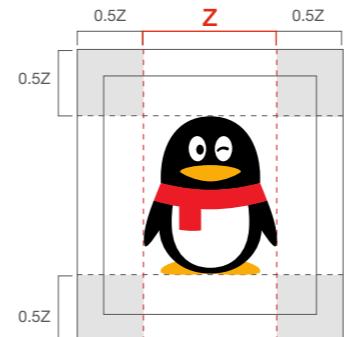
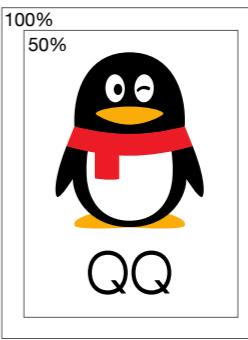
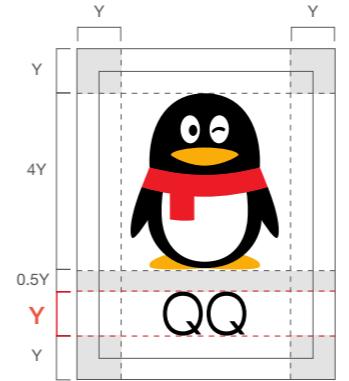
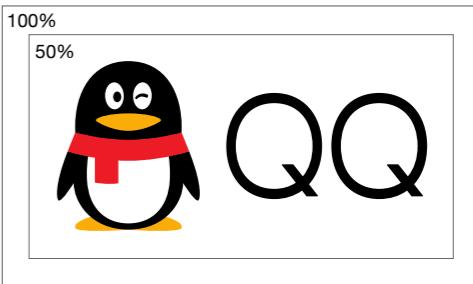
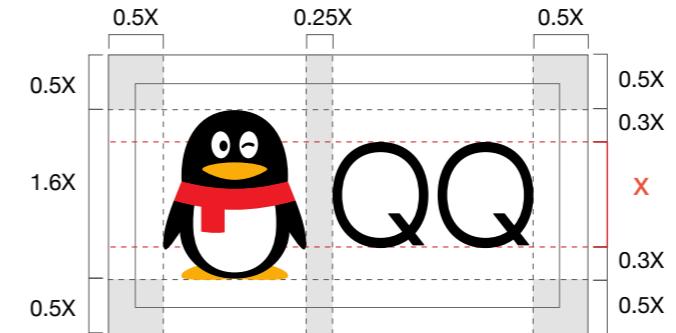
05. 单黑版
标志：单黑
背景：白色
05. QQ_Black Symbol
Logo: Black
BG: White

安全区域

Clear Space

为确保QQ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，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 QQ 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% 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

QQ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QQ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 QQ 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



印刷宽 / Print: 7mm
显示器宽 / Screen: 20px



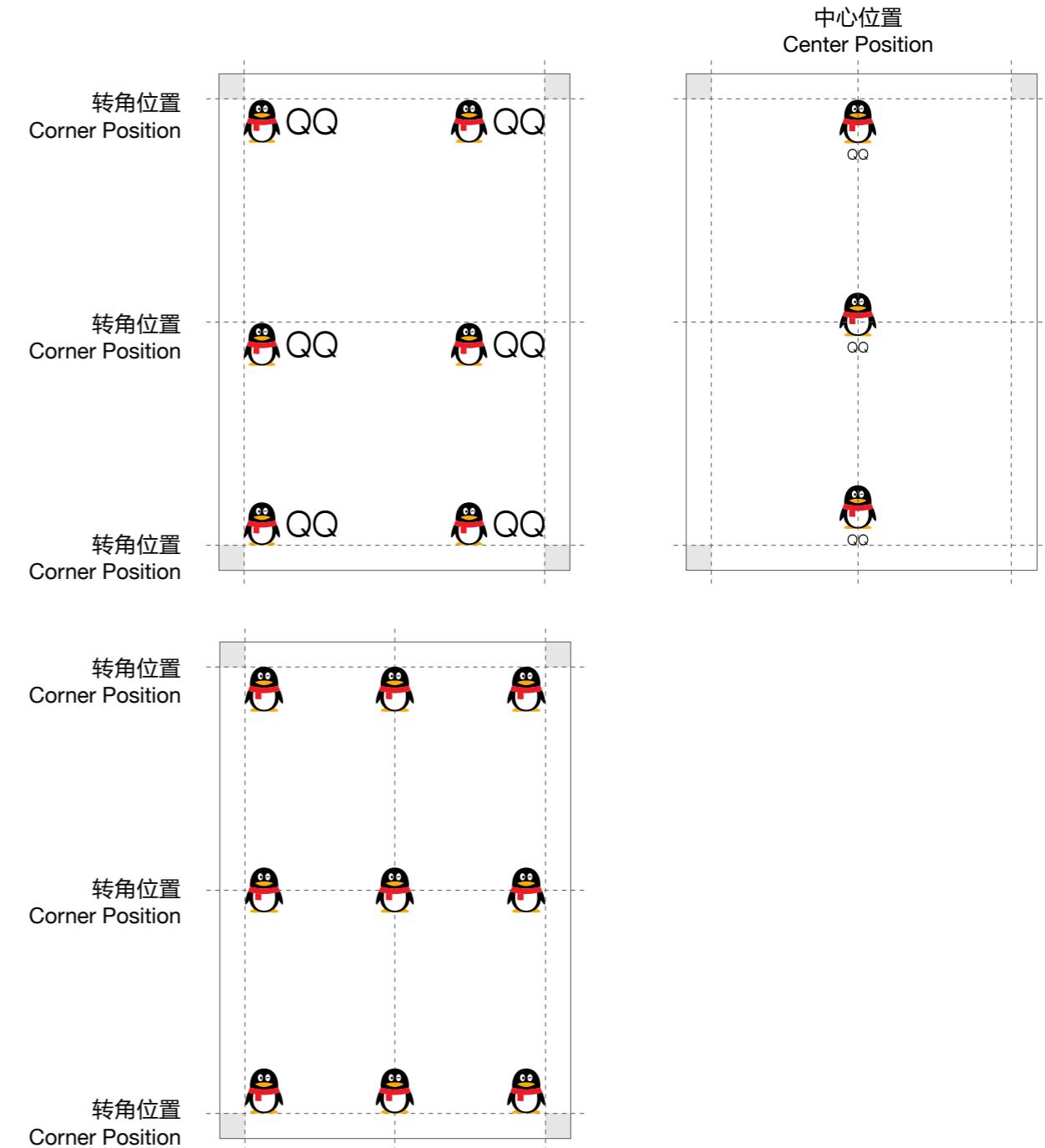
印刷宽 / Print: 5.5mm
显示器宽 / Screen: 16px

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 QQ 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 QQ logo is positioned center aligned at the top middle or bottom of the page. QQ symbol is positioned left aligned, center aligned or right aligned at the top, middle or bottom of the page.

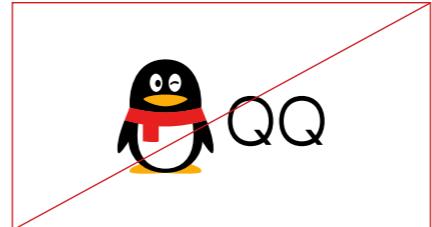


使用与限制

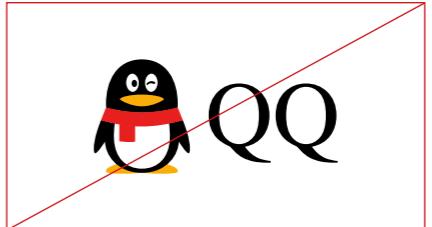
Restrictions

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。

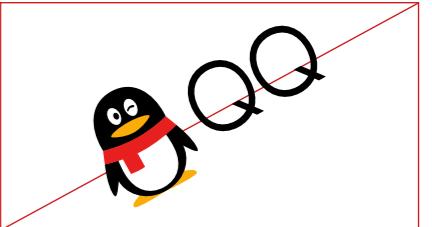
To maintain the integrity of the logo and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuse of the logo that should be avoided.



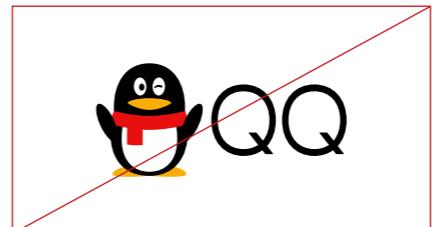
不要改变标志元素的比例关系;
Don't change proportions.



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



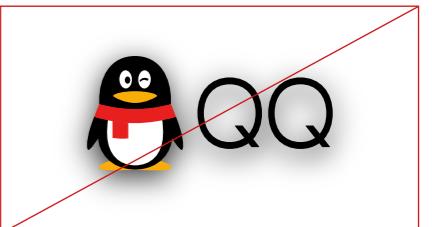
不要倾斜或旋转标志;
Don't rotate the logo.



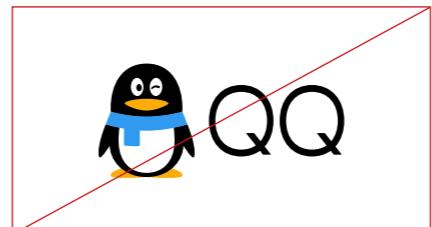
不要改变原有标志外观;
Don't change the logo's details.



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



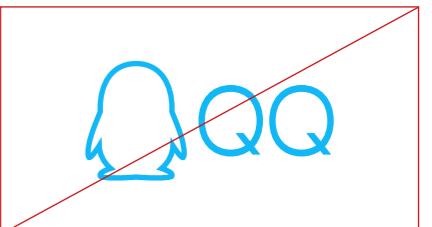
不要在标志底添加投影;
Don't add a drop shadow to the logo.



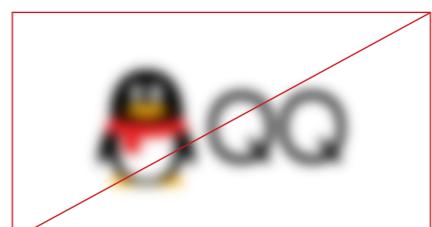
不要擅自改变标志标颜色;
Don't alter the color.



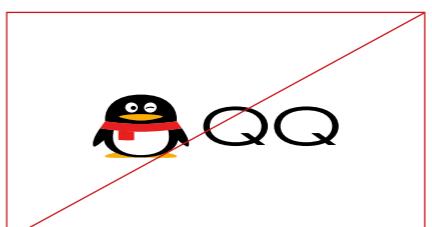
不要在标志上添加年份/ 版本号;
Don't add the year or the version number.



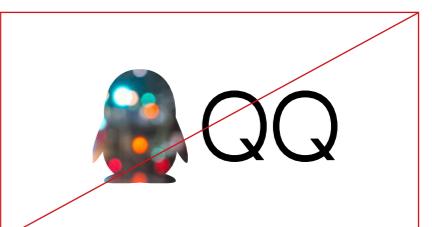
不要轮廓化标志或添加描边;
Don't outline the logo.



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



不要单向拉伸标志;
Don't compress the logo.



不要在标志内填充图像。
Don't make image into the symbol logo.

品牌形象规范

Image Specification

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 QQfamily 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. The character shapes can only be redrawn or altered under the audit of ISUX Brand Center.



3.00

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品牌色

Color

标志标准色

Basic Logo Color

QQ标志标准色由4种色彩构成：1、QQ黑；2、QQ红；3、QQ黄；4、白。QQ的每一个品牌色都有着精准匹配合适的Pantone色彩。关于平面/广告印刷物,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。关于界面、网页、PowerPoint演示文稿等显示器颜色,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QQ品牌色的最终参考对象。（*Pantone属Pantone公司所有。）

QQ logo is represented by four colors: 1. QQ Black 2. QQ Red 3. QQ Yellow 4. QQ White. Color plays a central role when QQ brand is communicating. Always use the color palette represented and apply them to any communication materials. Whenever possible, reproduce QQ logo in Pantone (single color) for print work. If this is not possible, use 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黑 QQ Black	R: 0 / G: 0 / B: 0 C: 0 / M: 0 / Y: 0 / K: 100 PANTONE BLACK C # 000000	标志色 1 Logo Color 1
QQ红 QQ Red	R: 232 / G: 28 / B: 39 C: 0 / M: 100 / Y: 72 / K: 0 PANTONE 199 C # EA1C26	标志色 2 Logo Color 2
QQ黄 QQ Yellow	R: 249 / G: 174 / B: 8 C: 0 / M: 31 / Y: 98 / K: 0 PANTONE 1235 C # F9AE08	标志色 3 Logo Color 3
QQ白 QQ White	R: 255 / G: 255 / B: 255 C: 0 / M: 0 / Y: 0 / K: 0 # FFFFFF	标志色 4 Logo Color 4

品牌标准色

Basic Brand Color

品牌色在QQ品牌视觉传达中起到了核心作用。右图所示为QQ品牌规范颜色板示意,这些颜色可以运用在任何品牌有关衍生物料中。QQ的每一个品牌色都有着精准匹配合适的Pantone色彩。关于平面/广告印刷物,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。关于界面、网页、PowerPoint演示文稿等显示器颜色,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QQ品牌的最终参考对象。(*Pantone属Pantone公司所有。)

Color plays a central role in communicating QQ brand. Always use the color palette represented and apply them to any communication materials. QQ colors should always match an appropriate Pantone color. Whenever possible, reproduce QQ in Pantone (Single color) for print work. If this is not possible, use the CMYK values listed for print communication pieces or advertising pieces. For screen based work, websites, PowerPoint presentations, etc., 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蓝 QQ Blue	R: 18 / G: 183 / B: 245 C: 83 / M: 1 / Y: 1 / K: 0 PANTONE 2995 C # 12B7F5	主色 Main Color
QQ灰 1 QQ Gray 1	R: 173 / G: 173 / B: 173 C: 13 / M: 9 / Y: 10 / K: 27 PANTONE Cool Gray 5C # ADADAD	辅色 1 Sub Color 1
QQ灰 2 QQ Gray 2	R: 214 / G: 214 / B: 214 C: 5 / M: 3 / Y: 5 / K: 11 PANTONE Cool Gray 2C # D6D6D6	辅色 2 Sub Color 2
QQ白 QQ White	R: 255 / G: 255 / B: 255 C: 0 / M: 0 / Y: 0 / K: 0 # FFFFFF	辅色 3 Sub Color 3

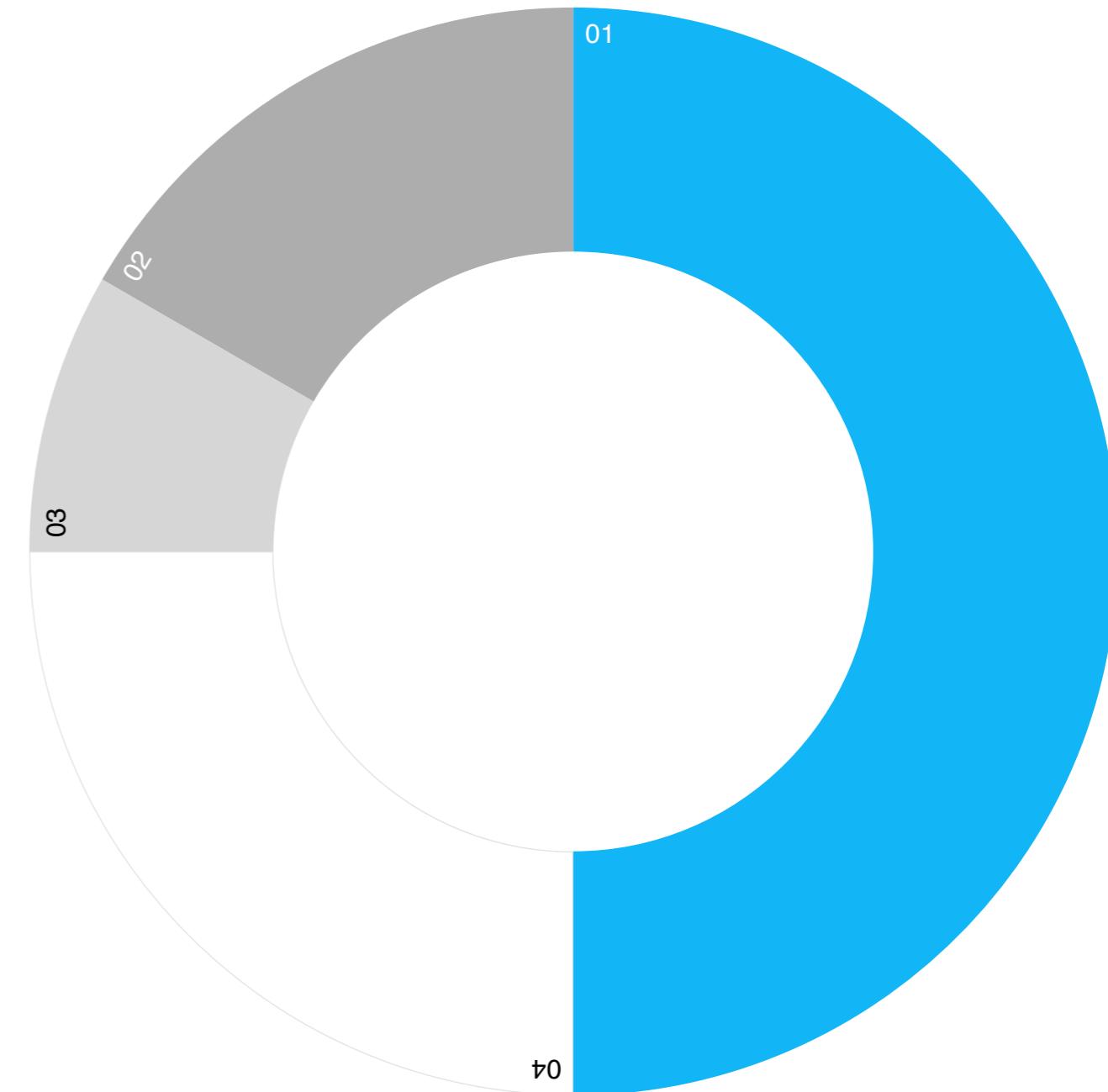
3.03

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QQ品牌。QQ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. QQ 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 QQ blue1(01) should comprise the most proportion of brand color of QQ.



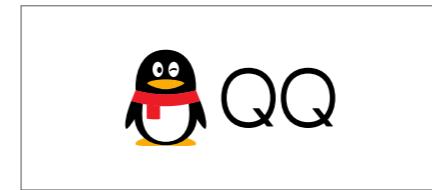
3.04

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或剪影标志；在QQ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QQ蓝白标志，在白色/浅色背景上使用黑色标志或QQ蓝黑标志。综上规范在对应的条件下（右图）允许使用。

The QQ_Full Color logo is recommended to be used for representative use. Use the QQ_Full Color logo or QQ_Black logo on light or white background. QQ_White logo can be used over the main blue of QQ. Use QQ_White logo or QQ_Blue_White logo on black/dark background. QQ_Black logo or QQ_Blue_Black logo on white/light background are available for limited use.



在白色/浅色背景上使用全彩标志。
Use QQ_Full Color logo over white/light background.



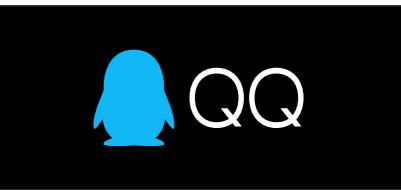
在黑色/深颜色的背景上使用反白版标志。
Use QQ_White logo over black/dark colored background.



在QQ蓝色背景上使用反白版标志。
Use QQ_White logo over QQ blue background.



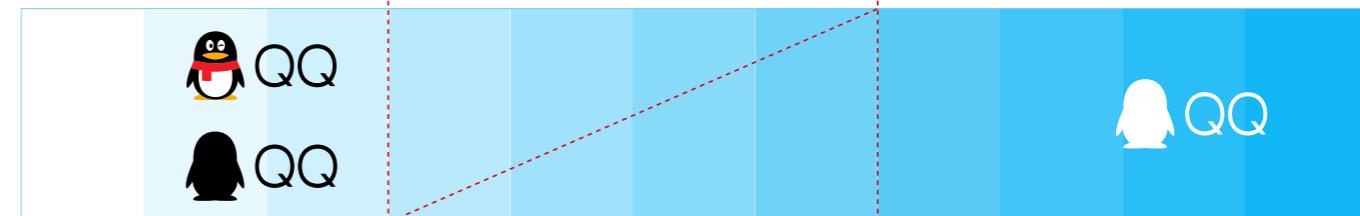
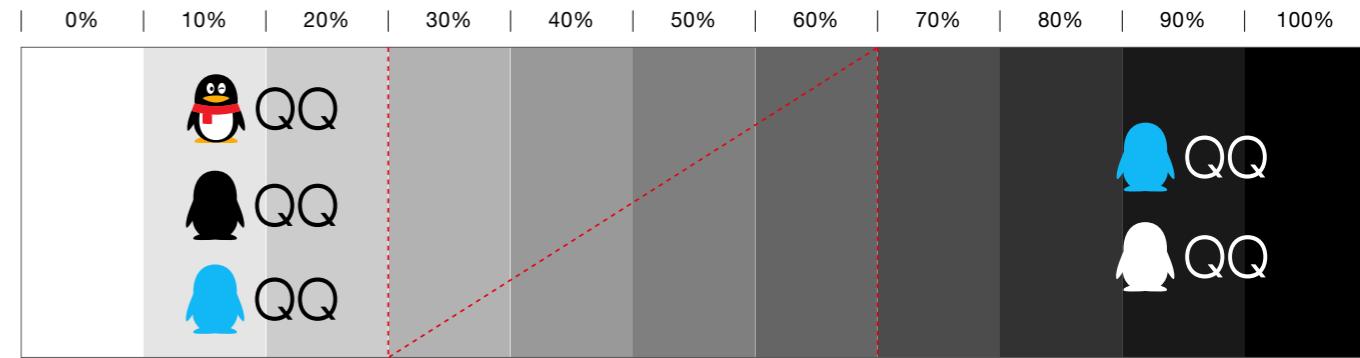
在明亮的图像上使用QQ蓝黑或单黑标志。
Use the QQ_Blue_Black logo over bright image.



在黑色/深颜色的背景上使用QQ蓝白标志。
Use the QQ_Blue_White logo over black/dark colored background.



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



4.00

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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QQ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 QQ 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.

这是腾讯公司打造的一款即时通信软件始终致力于打造欢乐无限的沟通娱乐与生活体验

。 ， ； ‘ “ ! ? + - * / = () 《 》

这是腾讯公司打造的一款即时通信软件始终致力于打造欢乐无限的沟通娱乐与生活体验

。 ， ； ‘ “ ! ? + - * / = () 《 》

这是腾讯公司打造的一款即时通信软件始终致力于打造欢乐无限的沟通娱乐与生活体验

。 ， ； ‘ “ ! ? + - * / = () 《 》

这是腾讯公司打造的一款即时通信软件始终致力于打造欢乐无限的沟通娱乐与生活体验

。 ， ； ‘ “ ! ? + - * / = () 《 》

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QQ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 QQ 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

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版本名称

QQ for platforms

5.01

版本名称元素

QQ For Platforms Elements

QQ的使用平台众多，每一个平台都有一个固定的版本名，版本受众分国内与国外，所以又中文版与英文版。中文版结构为：QQ + XXX(版本名)； 英文为：QQ for XXX。

名字命名应用规范如下：

- 1、全部文字均使用兰亭细黑；
- 2、版本名必须与QQ图形标志组合使用；

QQ has many versions to be used on different platforms. Every version has its own Chinese and English names. The rule for Chinese name is ‘QQ + XXX’ (Platform) and for English name is ‘QQ for XXX’ (Platform).

QQ for platforms naming specification:

1. All Chinese in version name is using FZ Lan Ting Hei.
2. All English in version name is using Helvetica.
3. The official version name must be combined with QQ symbol.

QQ 标志 / QQ Logo

中文组合 / Chinese



QQ 手机版

版本名称 / QQ for platforms

QQ 标志 / QQ Logo

中英文组合 / Chinese & English



QQ PC版

版本名称 / QQ for platforms

QQ 标志 / QQ Logo

英文组合 / English



QQ for Mobile

版本名称 / QQ for platforms

01.

中文组合
Chinese Only

02.

中英文组合
Chinese & English

03.

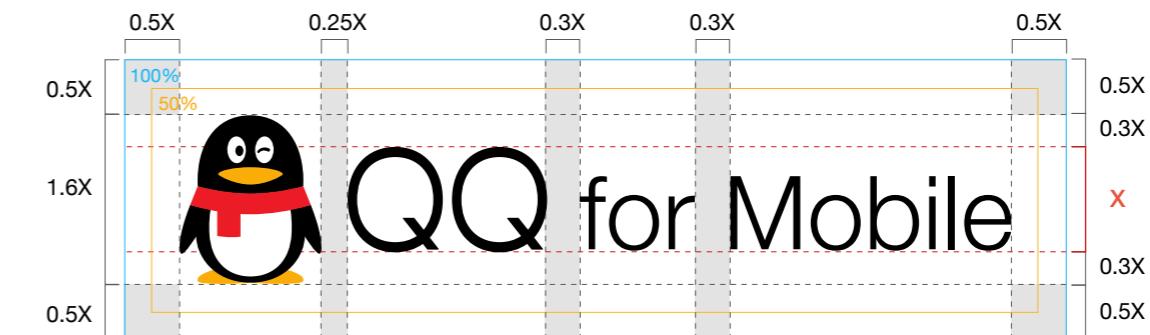
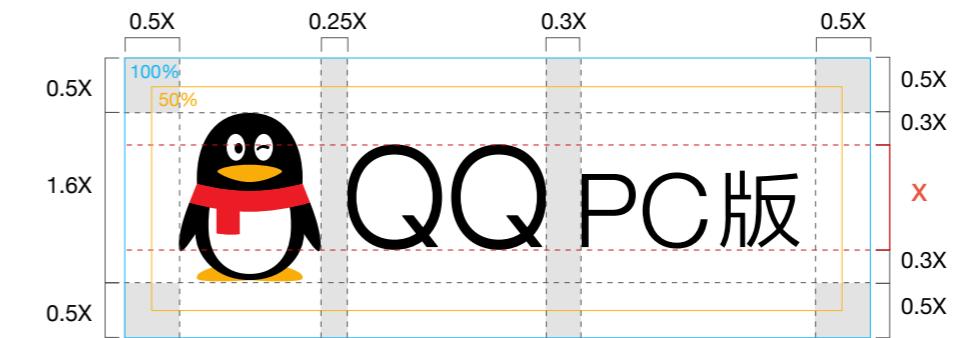
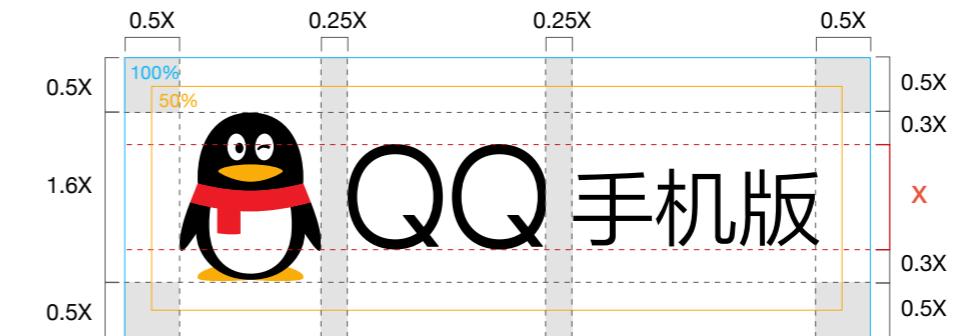
英文单词组合
English Only

安全区域

Clear Space

版本名称使用时与品牌标志一样，为保证其完整性,最大视觉冲击力以及更加清晰有效地传播，版本名周边必须保持一个最小尺寸的空白空间,该空间称为“不可侵犯区域(安全区域)”,该区域内不得出现任何文字、符号、线条图形或图片等其它重要信息元素。当标志尺寸改变时,不可侵犯区域大小随之等比缩放。如右图所示,每个标志所对应的“x”单位做该标志的不可侵犯区域。

When using QQ for platforms, the rules are applied same to QQ logo. To ensure that the QQ for platform 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.



版本名称命名规范（中文）

QQ For Platforms Specification (Chinese)

QQ拥有许多使用平台与终端，其不同版本拥有不同的名称，以下是版本命名的中文规范：

1、终端名称使用方式：

QQ+终端+版

(例如：QQ手机版、QQ PC版)

2、平台名称使用方式：

(QQ+平台+版)

Here are the naming specifications for QQ for platforms in Chinese and English.

1. Depending up to the platform kind:

QQ + Platform kind + 版,

(ex: QQ手机版、QQ PC版)

2. Depending up to the device kind:

QQ + Device kind + 版

(ex: QQ iPhone版)



QQ+终端+版

QQ+平台+版

版本名称命名规范（英文）

QQ For Platforms Specification (English)

QQ拥有许多使用平台与终端，其不同版本拥有不同的名称，以下是版本命名的英文规范：

1、终端名称使用方式：

QQ + for + 终端

(例如：QQ for Mobile、QQ for PC)

2、平台名称使用方式：

QQ + for + 平台

(例如：QQ for iPhone)

Here are the naming specifications for QQ for platforms in English.

1. Depending up to the platform kind:

QQ + for + platform kind

ex: QQ for Mobile, QQ for PC

2. Depending up to the device kind:

QQ + for + device kind

ex: QQ for iPhone



QQ + for + 终端

QQ + for + 平台

6.00

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子品牌

Sub-brands

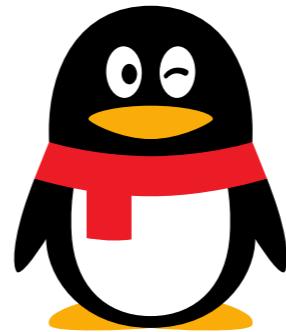
子品牌标志元素

Sub-brand Logo Elements

QQ拥有一系列的子品牌，所有子品牌标志延续整个QQ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。QQ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。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。（右图仅以QQ钱包为范例。）

QQ has many sub-brands. Every sub-brand keeps the same rules with QQ mother brand, and is made up of two elements: 1. Symbol 2. Logotype. The relative sizes and positions of these elements are fixed. QQ 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 Mac and PC, from Brand Center, ISUX, Tencent. (QQ Wallet as the example on right side.)

图形标志 / Symbol



文字标志 / Logotype

QQ 钱包

标准标志 / Logo

子品牌标准标志

Sub-brand Basic Logo

子品牌标准标志使用场景与母品牌使用场景保持一致，分为：在白色/浅色背景上使用全彩标志或剪影标志；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，例如单色表格，布艺刺绣，丝网印刷，传真纸和备忘录，可使用单色黑或单色灰标志（右图仅以QQ钱包为例。）

The sub-brand logos of QQ have the same rules of usage to the mother brand, and recommended to be used in full color version in white/ light background. When used in white version, the background color should be the main blue color of QQ. 1 degree version in grayscale can be available in single color applications like forms or in any embroidery and silkscreen, fax sheet and memorandum, when the basic version cannot be reproduced in a satisfactory manner. (QQ Wallet as the example on right side.)



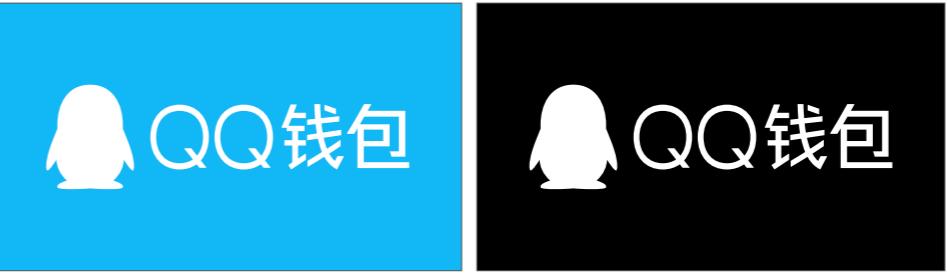
01. 全彩版
标志：全彩
背景：白色
01. QQ_Full Color
Logo: Full Color
BG: White



02. QQ蓝白版
标志：腾讯QQ蓝 + 黑色
背景：单黑
02. QQ_Blue_Black
Logo: QQ Blue + Black
BG: White



03. QQ蓝黑版
标志：腾讯QQ蓝 + 白色
背景：单黑
03. QQ_Blue_White
Logo: QQ Blue + White
BG: Black



04. 反白版
标志：白色
背景：腾讯QQ蓝
04. QQ_Reversed
Logo: White
BG: QQ Blue / Black



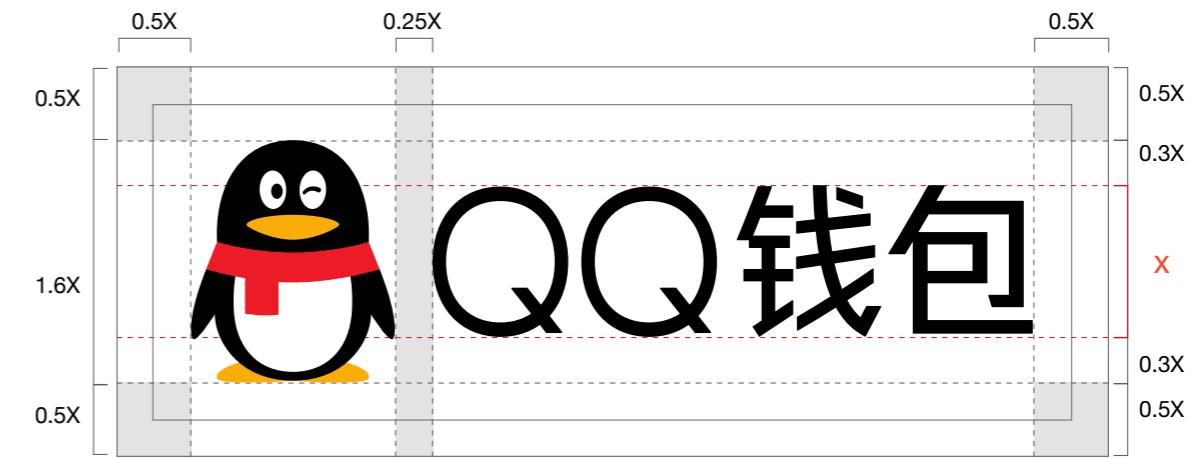
05. 单黑版
标志：单黑
背景：白色
05. QQ_Black
Logo: Black
BG: White

安全区域

Clear Space

为确保QQ的子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。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。 (右图仅以QQ钱包为范例。)

To ensure that the QQ sub-brand 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% should be maintained but when 100% clear zone isn't available, use the second option of 50% clear space. (QQ Wallet as the example on right side.)



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，子品牌标志也许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。（右图仅以QQ钱包为范例。）

To maintain the integrity of the logo and to promote the consistency of the brand, it is important to use sub-brand logo as described in these guidelines. The examples shown here illustrate possible misuse of the logo that should be avoided. (QQ Wallet as the example on right side.)



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



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



不要倾斜或旋转标志;
Don't rotate the logo.



不要改变原有标志外观;
Don't change the logo's details.



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



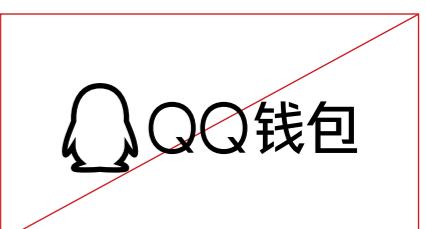
不要在标志底添加投影;
Don't add a drop shadow to the logo.



不要擅自改变标志标颜色;
Don't alter the color.



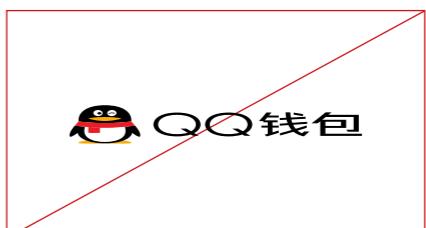
不要在标志上添加年份/ 版本号;
Don't add the year or the version number.



不要轮廓化标志或添加描边;
Don't outline the logo.



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



不要单向拉伸标志;
Don't compress the logo.



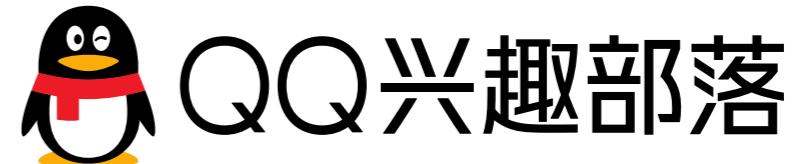
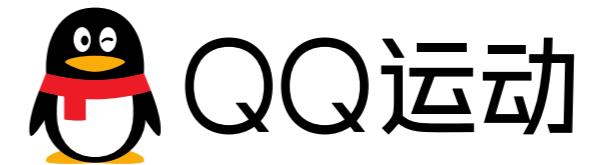
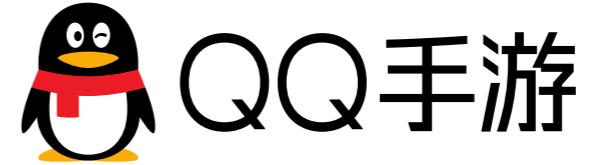
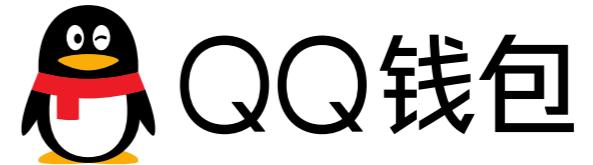
不要在标志内填充图像。
Don't make image into the symbol logo.

子品牌展示（部分）

Sub-Brands (Example)

右图为部分子品牌展示。为统一QQ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 QQ 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. For more inquiry or brand extension, please contact Brand Center, ISUX, Tencent.



7.00

品牌影像规范

Imagery

影像风格关键词

Imagery Style

影像需要呈现出青春、互动、叙事、干净这四个核心特质，借用模特青春、阳光、健康的形象与自然贴切的生活场景，共同构建出产品的品牌调性。借由生活化的场景图片让功能点自然融入，图片内容呈现一定的叙事性，整体风格清新、阳光。

Imagery should be showing the four characteristics: young, interactive, clean and story-telling. Bright and healthy image of models, and natural life scenes build the brand image more positive. Product function points can be naturally integrated into the life scene in the photography. The imagery should contain stories and also the style needs to be fresh and bright.



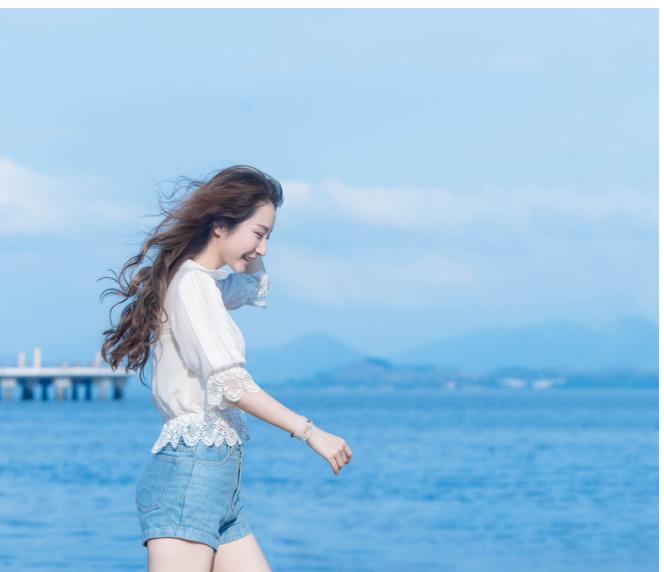
青春
youth



互动
interactive



叙事
Narrative



干净
clean

影像色调范围

Color Tone

品牌色在QQ品牌影像中起到了核心作用。右图所示为QQ品牌规范颜色色板示意，恰当的颜色比例使用可确保所有用户正确认知QQ品牌。01蓝色应作为画面中必须出现的颜色；02有人物出现的画面肤色应与此色接近。

The appropriate use of color helps to make sure all the users understand QQ brand. 01 is the main blue of QQ brand image, and it must be used as major tone of the image. 02 is the skin color of people, and it should be close to the chart.



01蓝色应作为画面中必须出现的颜色

01 is the main blue color of QQ brand image,
and it must be used as major tone of the image.

02有人物出现的画面肤色应与此接近

02 is the skin color of people,
and it should be close to the chart.

影像光线

Lighting

影像中首选自然采光。应尽量避免使用大型的闪光灯来补光。光线应注重平衡，人脸不应有巨大的阴影反差。当拍摄环境光线不够需要补光时，应该首先追求自然。

Natural lighting is preferred. The use of heavy flash and any artificial lighting should be avoided. Lighting should be balanced with no heavy shadows and when studio lighting is necessary it should look natural.



人物影像状态

Posture

影像中的人物感情自然，在人物互动中表现青春、幸福、快乐、积极、阳光。照片捕捉的这些时刻应该与观众建立情感联系。他们可以与相机、环境、或产品互动。选择对焦可集中在人物中，让焦点外的背景变得柔和。

Images of people should be natural and the interaction shown in the image needs to be young, happy, and positive. The moments that photography captures should establish an emotional connection with the audience. They can interact with the camera, the environment, or the products. Focus on the characters, so that the background will become soft and natural.



影像内容要求

Dress Code

影像中的发型和化妆应该营造自然青春的感觉，女生不要浓妆。衣着配件应该符合年龄、性别、场景并体现品牌所秉持的生活方式。服装一定要包含蓝色，搭配也需要看起来舒适，注意不能脏或皱。如果需要使用产品，需要保持在场景中真实合理地存在。

Hair and makeup should create a natural feeling of youth. Girls should be not wearing heavy make-up. Clothes and accessories should be consistent with the age, gender, scene and reflect the lifestyle which is on brand. Outfit needs to contain blue color and looks comfortable, not dirty or wrinkled much. If the product needs to present in the scene, expose it with a reasonable reason.



影像场景

Location

场景选择对照片至关重要，场景环境需要看起来是真实可信并且要干净整齐。能够合理展示产品的功能和主题。给观众以代入感。

Scene selection is critical to the photography, which needs to appear to be authentic, clean and tidy. It can reasonably demonstrate the product's features and topics.



影像使用与限制

Restrictions

有时品牌图像之间的正确与否差别细微。选用或拍摄图片时必须注意保证内容，光线，造型，场景等所有元素都是正确。找图或者拍摄图片的时候应注意避免以下情况。

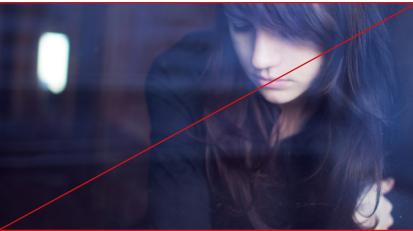
Sometimes there are subtle differences between a correct image and an incorrect image. Even though all the elements of lighting, styling, and location are correct but if the interaction between people or realness is missing, it can result an off-brand imagery. The following demonstrates examples of what to avoid.



不要有太过刻意的姿势;
Do not make a pose deliberately.



不要使用导致画面严重畸变的镜头;
Do not use the camera lens make the picture distorted.



不要缺失品牌色;
Do not miss the blue brand color.



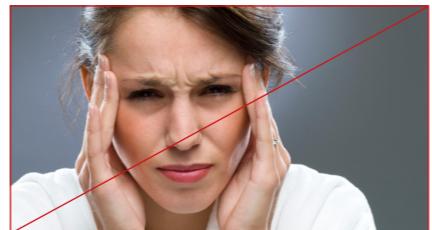
不要光线阴暗;
Do not choose dark light image.



不要环境杂乱;
Do not use the image with messy background.



不要焦点不清晰;
Do not lose focus.



不要外国人;
Do not use foreigner model.



不要化浓妆;
Do not with heavy make-up.



模特年龄看上去不要超过30;
Do not use the model looks like over the age of 30.



不要形象邋遢;
Do not use the model with dirty and untidy image.



画面不要有抽烟、酗酒等不健康行为;
Do not use the image contains drinking, smoking or other unhealthy behaviors.



不要使用穿着性感的图像;
Do not use the image with sexy wearing models.

8.00

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品牌应用系统

Applications

应用程序图标/启动闪屏

App Icon/ Splash

以统一的方式使用QQ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，QQ将以最正确的品牌基调为用户传达正确的品牌信息。QQ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, QQ brand will have the right tone to support the right message for the audience. QQ logo can be applied in mobile devices as icons or splash images. Be aware of the device characters to make sure the logo looks optimized in small size.

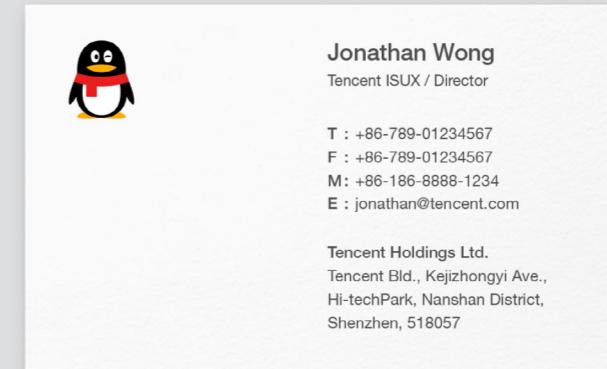
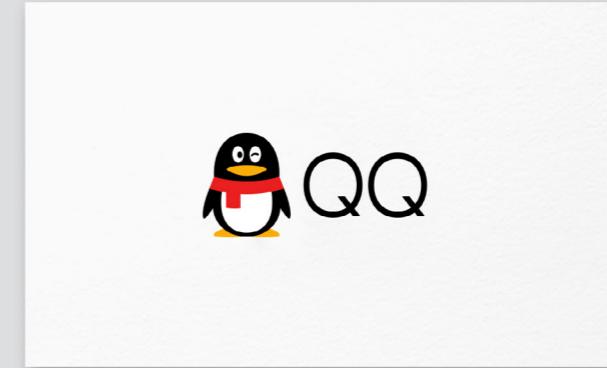


名片

Namecard

以统一的方式使用QQ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，QQ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QQ品牌的重要的应用媒介。在印刷材料中，QQ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, QQ brand will have the right tone to support the right message for the audience. Business Card can be an important application that represent the QQ brand to the clients. Brand logo should be applied to the print material clearly, expressing the strong brand identity of QQ.

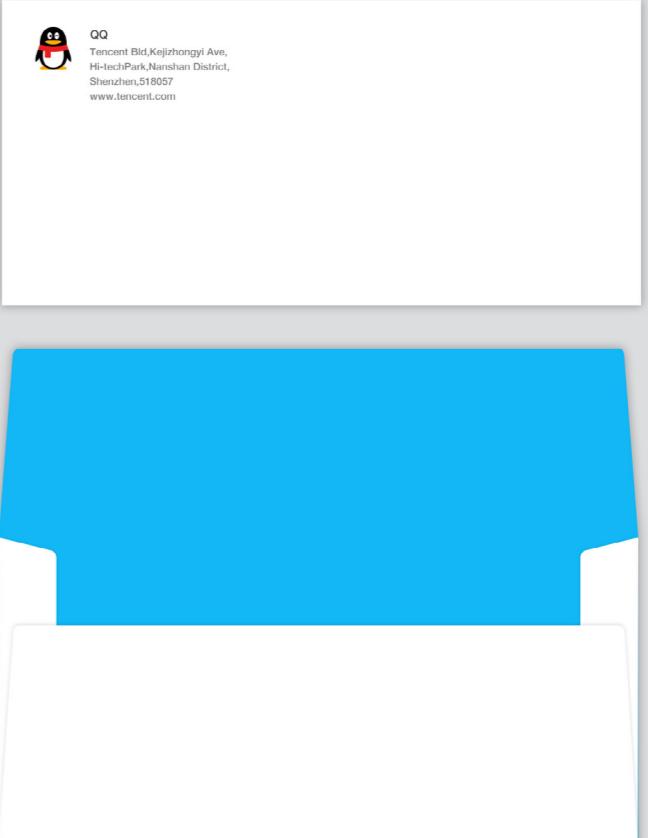
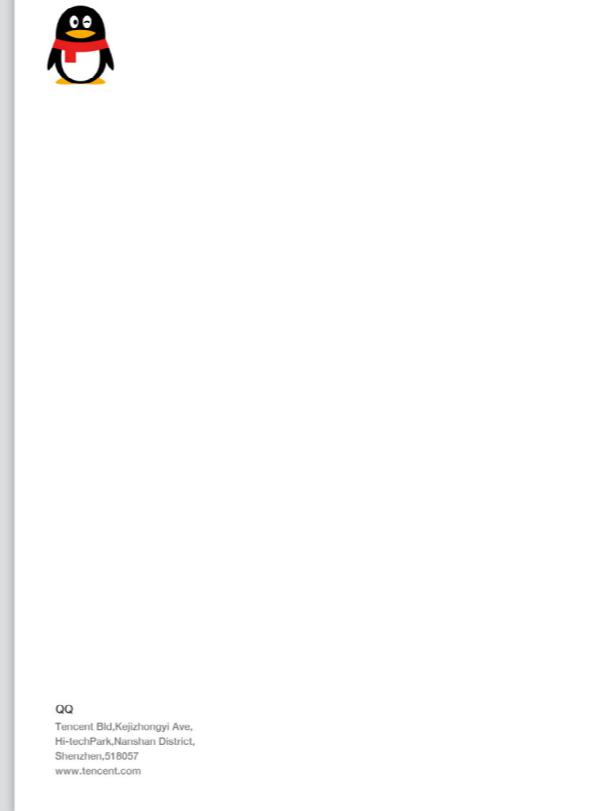


办公应用

Stationery

以统一的方式使用QQ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，QQ将以最正确的品牌基调为用户传达正确的品牌信息。在印刷材料中，品牌标志须清晰呈现于办公文具系统。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, QQ brand will have the right tone to support the right message for the audience. Brand logo can be applied to the print materials in clear way for the stationery system of QQ.



徽章

Badge

以统一的方式使用花样直播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，QQ将以最正确的品牌基调为用户传达正确的品牌信息。QQ品牌标志可通过工艺和各类材质来呈现QQ品牌形象。

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



衬衣

T-shirt

以统一的方式使用QQ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，QQ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，企鹅图案可以运用其规范中的颜色及尺寸，以传达正确的QQ品牌形象。

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



包包

Bag

以统一的方式使用QQ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，QQ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，企鹅图案的品牌标准图案可以运用其规范中的颜色及尺寸，以传达正确的QQ品牌形象。

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



品牌产品

Brand Products

以统一的方式使用QQ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，QQ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，QQ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, QQ brand will have the right tone to support the right message for the audience. QQ logo can be embossed to various materials such as paper, leather, stainless etc to make various brand products.



联系方式

Contact

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Tencent Technology (Shenzhen) Company Limited

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