



天天P图品牌书  
Pitu  
Brand Book

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Created by  
ISUX Brand Center

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# 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“天天P图”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 Pitu'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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1.00

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品牌

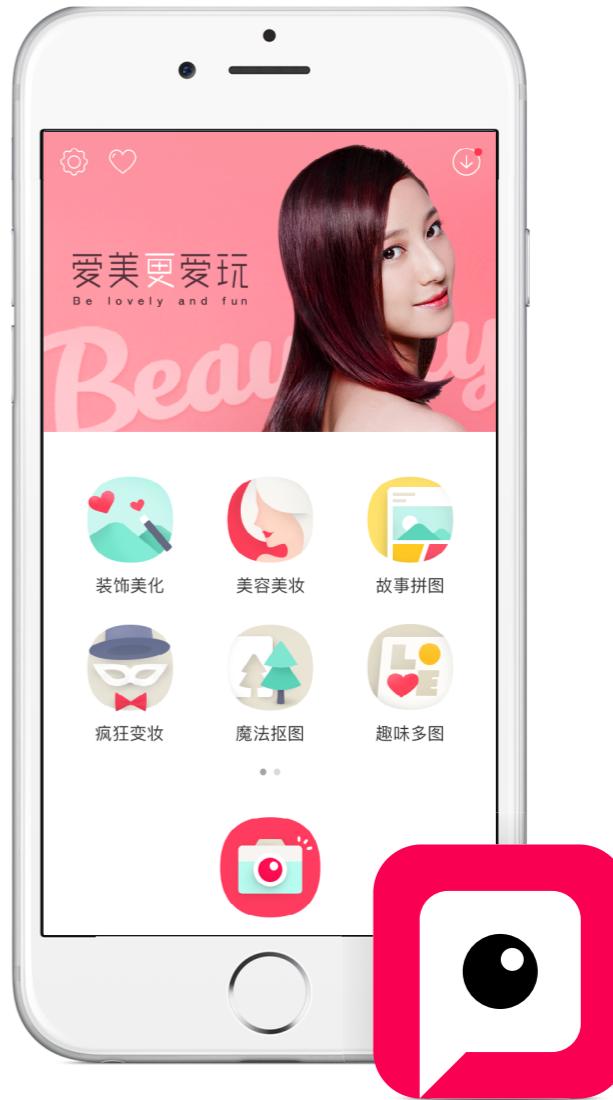
Brand

## 品牌概述

### Brand Overview

天天P图是一款由腾讯公司出品的全能图像处理软件，包含美化照片、美容美妆、疯狂变妆、自拍相机、故事拼图、魔法抠图、趣味多图等强大的图片编辑能力。自上线以来天天P图不断自我创新，首创基于人脸检测的精准上妆技术，凭借武媚娘妆、大圣妆等妆容，引爆全球，荣登中国大陆、香港、台湾、澳门、马来西亚、越南等多个国家和地区的AppStore总榜第一，在社交平台上被广泛传播。

Pitu is a Powerful photo editing tool, produced by Tencent Technology (shanghai) Company Limited. Pitu includes Photo Editing, Retouch, Makeup, Cosplay, SelfieCam, Collage, etc. Pitu's blockbuster launch "Crazy Cosplay" has fueled the hot topic "Wuzetian Cospaly", "Monkey God Sun Wukong Cosplay". Depends on the precise face detection technology, Pitu surged to 1st place of AppStore in mainland China, Hong Kong, Taiwan, Macao, Malaysia, ETC.



2.00

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标志

Logo

# 标志元素

## Logo Elements

天天P图间标识由两元素组成: 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。天天P图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。

Pitu logo is made up of three elements: 1. Symbol 2. Logotype and 3. slogan. The relevant sizes and positions of these elements are fixed. Pitu 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



天天P图

标准标志 / Logo

图形标志 / Symbol



文字标志 / Logotype



天天P图

爱 美 更 爱 玩

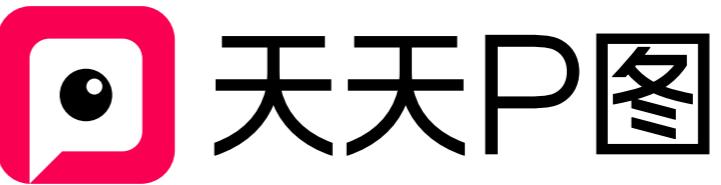
标语 / Slogan

## 标准标志

### Basic Logo

标准标志是天天P图的主要品牌符号，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。天天P图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；在品牌红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 recognition of the brand as well as convey Pitu's confidence and stability. The basic logo of Pitu is recommended to be used in full color version in white/light background. When used in white version on the background color should be the main Red of Pitu. 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：天天P图红  
Logo: White  
BG: Pitu Red



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

## 2.03

# 标语标志

Basic logo with slogan

标准标志是天天P图的主要品牌符号，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。天天P图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；在品牌红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 can be used with slogan which represents of the service. It helps to build recognition of the brand, as well as to convey Pitu's confidence and stability. The basic logo with slogan of Pitu is recommended to be used in full color version on white/light background. When used in white version, the background color should be Pitu Red. 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：天天P图红  
Logo: White  
BG: Pitu Red



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

## 垂直标志

Vertical Logo

天天P图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。天天P图所有标志不能重新绘制或者擅自组合。天天P图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；在品牌红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。

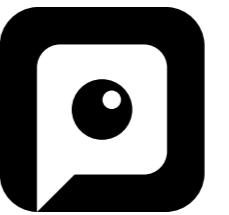
The preferred brand identity for Pitu is basic logo. However vertical logo may be used when there is a limited area for a logo display, vertical logo may be used. The relative sizes and positions of symbol and logotype are fixed. The primary logo should not be redrawn or altered in any way. The vertical logo of Pitu 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 main Red of Pitu. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



天天P图



天天P图



天天P图

01.

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

02.

标志: 白色  
背景: 天天P图红  
Logo: White  
BG: Pitu Red

03.

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

2.05

## 垂直标语标志

Vertical Logo with slogan

天天P图的首要品牌视觉识别是垂直标语标志，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。天天P图所有标志不能重新绘制或者擅自组合。天天P图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；在品牌红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。

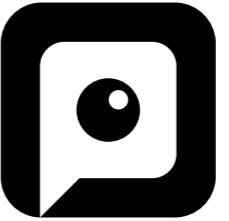
The vertical logo can be used with slogan which represents of the service. The relative sizes and positions of symbol and logotype are fixed. The primary logo should not be redrawn or altered in any way. The vertical logo with slogan of Pitu is recommended to be used in a full color version on white/light background. When used in white version, the background color should be Pitu Red. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



天天P图  
爱 美 更 爱 玩



天天P图  
爱 美 更 爱 玩



天天P图  
爱 美 更 爱 玩

01.

标志：全彩

背景：白色

Logo: Full Color

BG: White

02.

标志：白色

背景：天天P图红

Logo: White

BG: Pitu Red

03.

标志：单黑

背景：白色

Logo: Black

BG: White

# 图形标志

## Symbol

天天P图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。天天P图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；在品牌主红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；当全彩标准标志无法很好地被使用时，特殊情况可使用单色天天P图红图形标志。

The symbol of Pitu reflects the philosophy of Pitu. This symbol is the key element brand expression and should not be redrawn or altered in any way. The symbol of Pitu 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 main Red of Pitu. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner. Pitu Red 1 degree version symbol can be used in limited circumstances when full color version cannot be easily applied.



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



02.  
标志：白色  
背景：天天P图红  
Logo: White  
BG: Pitu Red



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



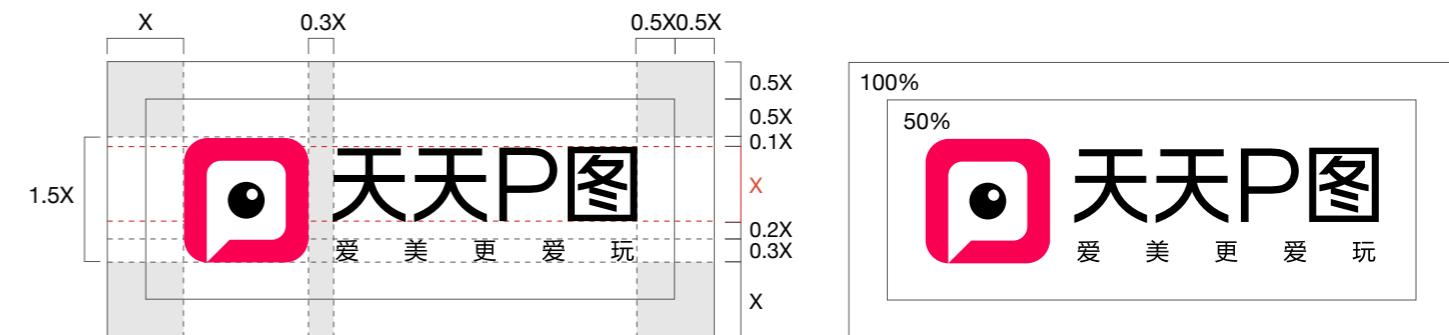
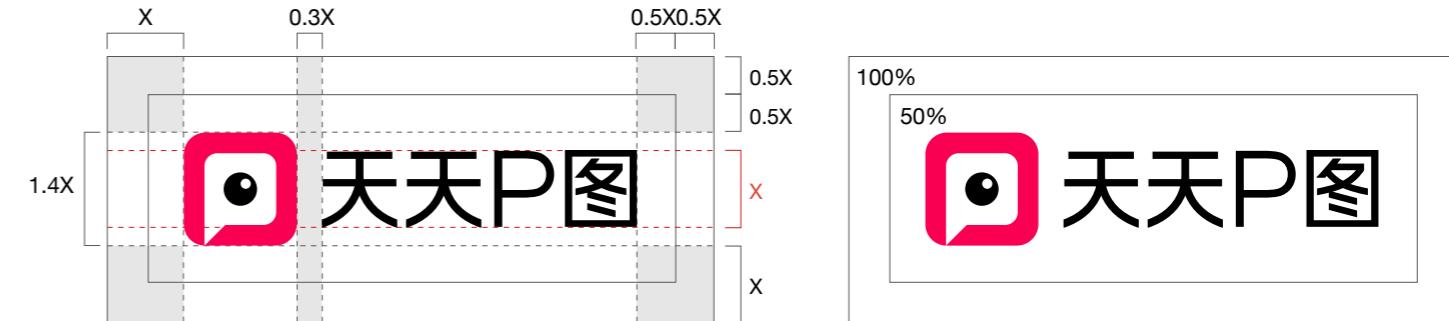
04.  
标志：天天P图红  
背景：白色  
Logo: Pitu Red  
BG: White

## 安全区域

### Clear Space \_ Basic Logo

为确保天天P图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 Pitu 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.

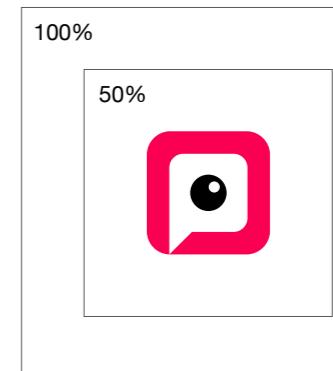
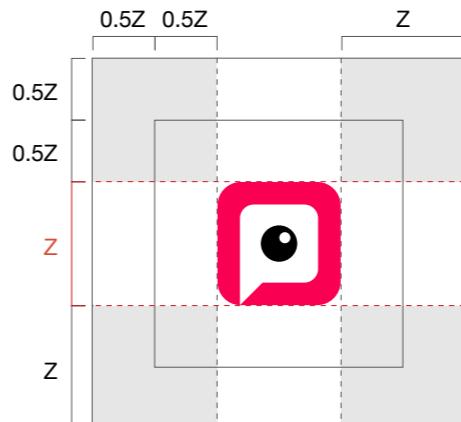
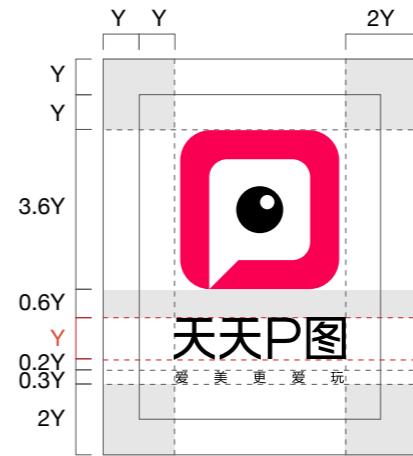
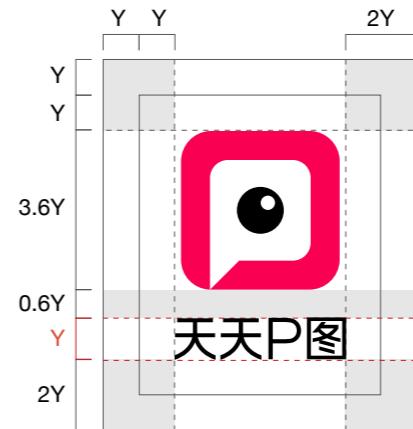


## 安全区域

### Clear Space \_ Vertical Logo

为确保天天P图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 Pitu 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

天天P图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。且天天P图标志没有预设的最大尺寸，其标准标志的最小印刷尺寸高度为4.5mm，最小显示器尺寸高度为20px。另外，标语标志的最小印刷尺寸高度为8mm，最小显示器尺寸高度为70px。

There is no predetermined size for the Pitu 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, and for the basic logo with slogan is 8mm in print, 70px for screen use.



印刷高 / Print: 4.5mm  
显示器高 / Screen: 20px



印刷高 / Print: 8mm  
显示器高 / Screen: 70px



印刷高 / Print: 15mm  
显示器高 / Screen: 55px



印刷高 / Print: 30mm  
显示器高 / Screen: 250px



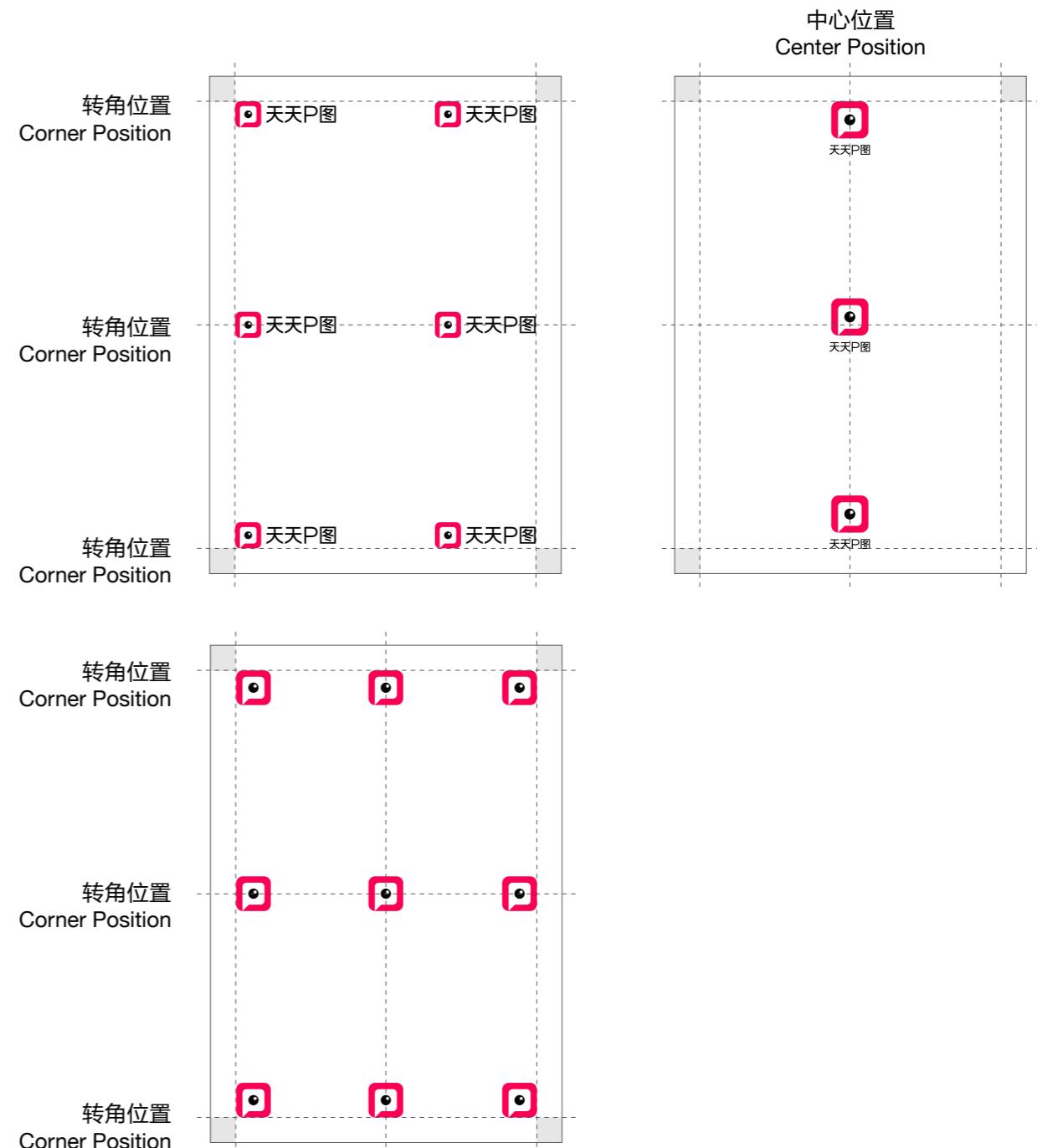
印刷高 / Print: 4.5mm  
显示器高 / Screen: 20px

## 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 Pitu 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 Pitu logo is positioned center aligned at the top middle or bottom of the page. Pitu 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.



3.00

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品牌色

Color

# 品牌标准色

## Basic Color

品牌色在天天P图品牌视觉传达中起到了核心作用。右图所示为天天P图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。天天P图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色卡做为天天P图品牌色的最终参考对象。（\*Pantone属Pantone公司所有。）

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

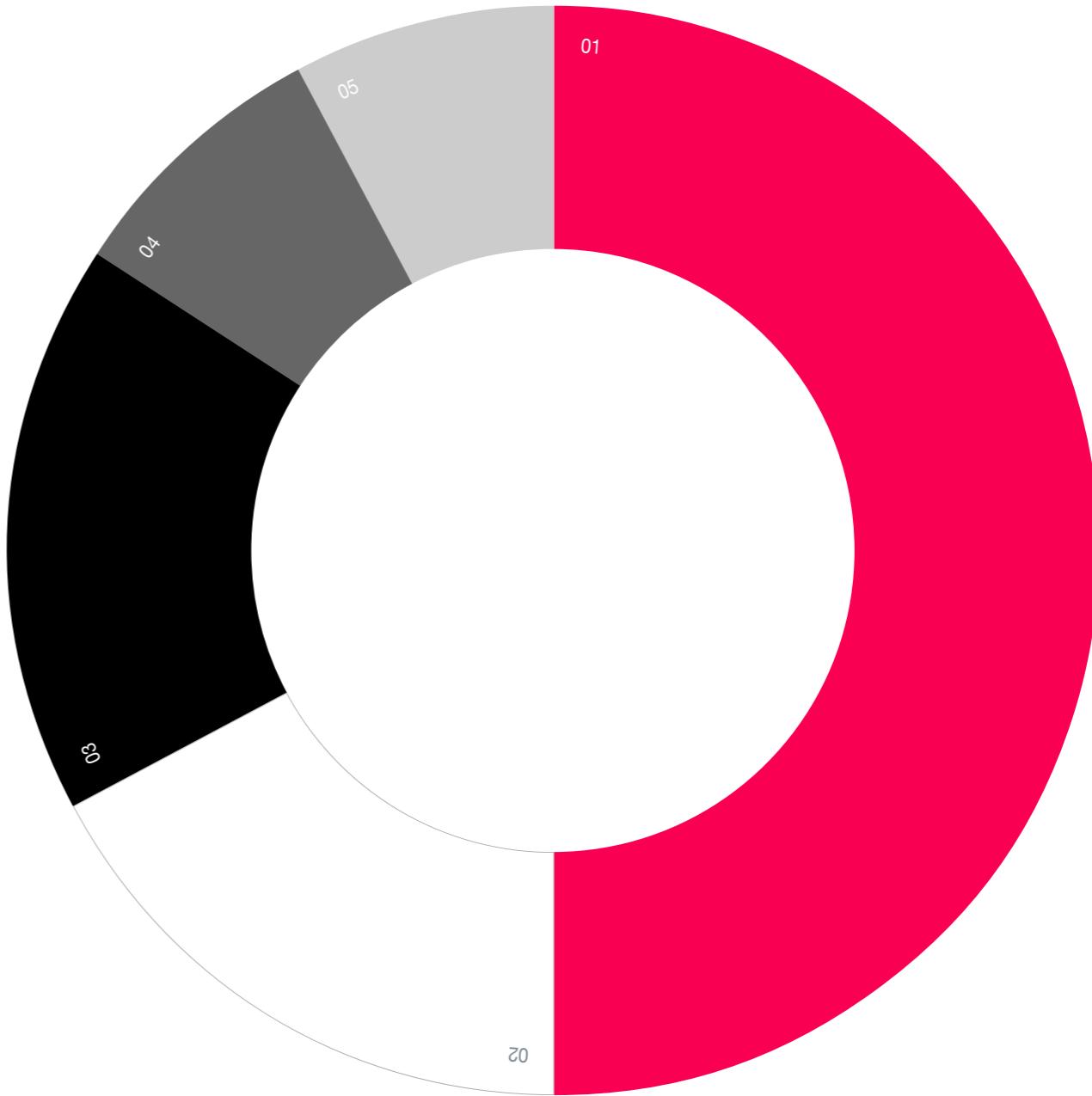
天天P图红 Pitu Red	R: 249 / G: 0 / B: 81 C: 0 / M: 97 / Y: 50 / K: 0 PANTONE 1925 C # F90051	主色 Main Color
天天P图黑 Pitu Black	R: 0 / G: 0 / B: 0 C: 0 / M: 0 / Y: 0 / K: 100 PANTONE Black C # 000000	辅色 1 Sub Color 1
天天P图灰 1 Pitu Gray 1	R: 102 / G: 102 / B: 102 C: 33 / M: 18 / Y: 13 / K: 40 PANTONE 430 C # 666666	辅色 2 Sub Color 2
天天P图灰 2 Pitu Gray 2	R: 204 / G: 204 / B: 204 C: 21 / M: 11 / Y: 9 / K: 23 PANTONE 429 C # CCCCCC	辅色 3 Sub Color 3
天天P图白 Pitu White	R: 255 / G: 255 / B: 255 C: 0 / M: 0 / Y: 0 / K: 0 # FFFFFF	辅色 4 Sub Color 4

## 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天天P图品牌。使用天天P图品  
牌色时，天天P图红(01)应做为品牌主色；天天P图红与大面积天天P图白(02)  
一起使用，可体现清新干净的品牌形象；其他辅色则有助于应用系统的使用  
和延展。

The appropriate use of Pitu Color in right proportion helps to have consistent  
brand image. Pitu Red(01) should be used as a main color for the brand which  
is the majority of the Red. When Pitu Red is used with specific amount of  
white(02), the brand image is well presented which is clean and fresh. The sub  
colors should be used as a supportive color for the applications.



### 3.03

## 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；在天天P图红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 Pitu Red1 which is the main Red 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.



在天天P图红背景上使用白色标志;  
Use white logo over Pitu Red background.



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



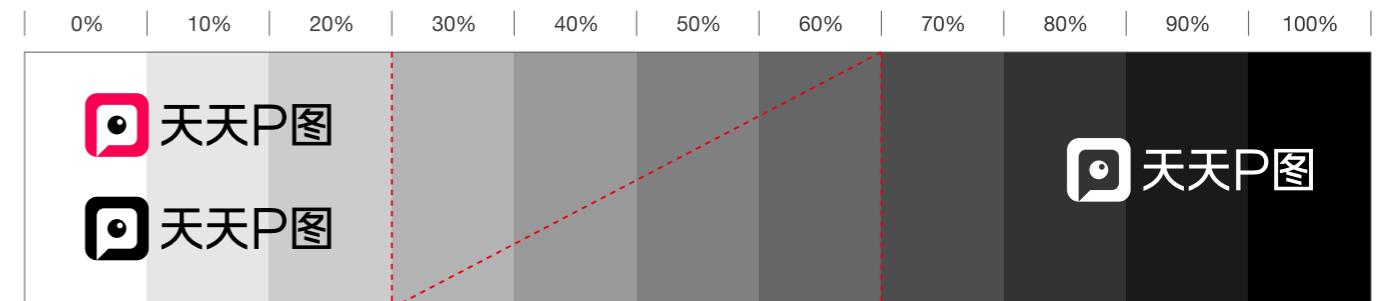
在黑色 / 深色背景上使用白色标志;  
Use white logo over black/dark colored background.



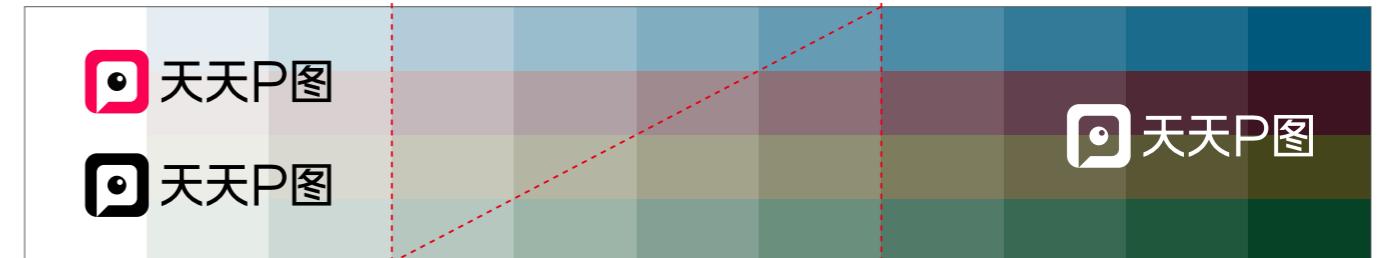
在浅色背景图像上使用黑色标志;  
Use black logo over bright image.



在深色背景图像上使用白色标志。  
Use white logo over Red/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。方正兰亭黑做为天天P图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 Pitu 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.

中国人这支笔开始于一画界破了虚空留下了  
笔迹既流出人心之美也流出万象之美中国人  
。，：；‘“！？+-\*／＝（）《》

中国人这支笔开始于一画界破了虚空留下了  
笔迹既流出人心之美也流出万象之美中国人  
。，：；‘“！？+-\*／＝（）《》

中国人这支笔开始于一画界破了虚空留下了  
笔迹既流出人心之美也流出万象之美中国人  
。，：；‘“！？+-\*／＝（）《》

中国人这支笔开始于一画界破了虚空留下了  
笔迹既流出人心之美也流出万象之美中国人  
。，：；‘“！？+-\*／＝（）《》

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做为天天P图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 Pitu 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

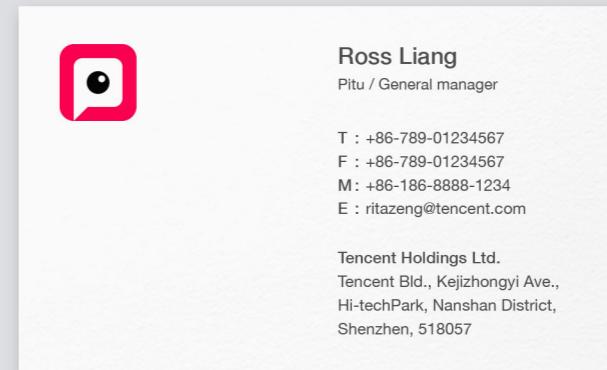
Applications

# 名片

## Business Card

以统一的方式使用天天P图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，天天P图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，名片是代表天天P图品牌的重要的应用媒介。在印刷材料中，天天P图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, Pitu 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 Pitu 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 Pitu.



## 办公应用

### Stationery

以统一的方式使用天天P图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，天天P图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, Pitu brand will have the right tone to support the right message for the audience. Brand logo should be applied to the print material in a clear way, expressing the strong brand identity of Pitu.



## 品牌产品

### Brand Products

以统一的方式使用天天P图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，天天P图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，天天P图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, Pitu brand will have the right tone to support the right message for the audience. Pitu logo can be embossed or debossed on various materials such as paper, leather or metal surface to give more special long lasting look.

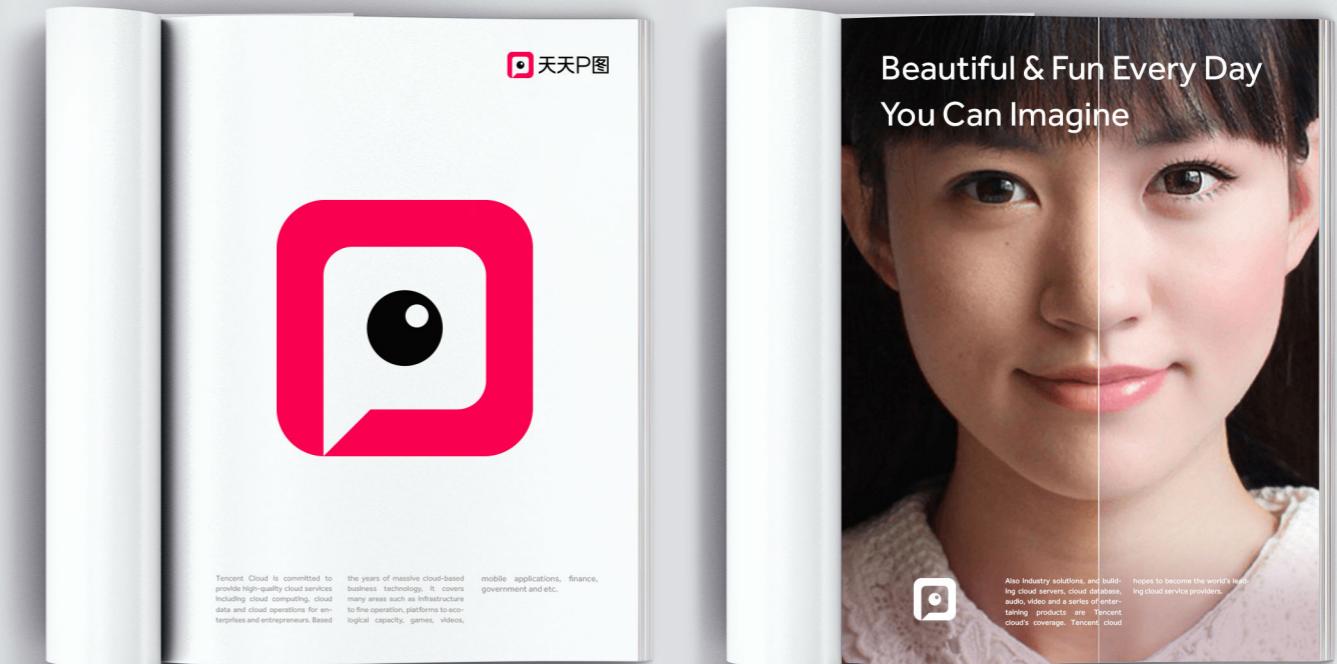


# 杂志

## Magazine

以统一的方式使用天天P图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，天天P图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地传达天天P图品牌形象的作用。

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

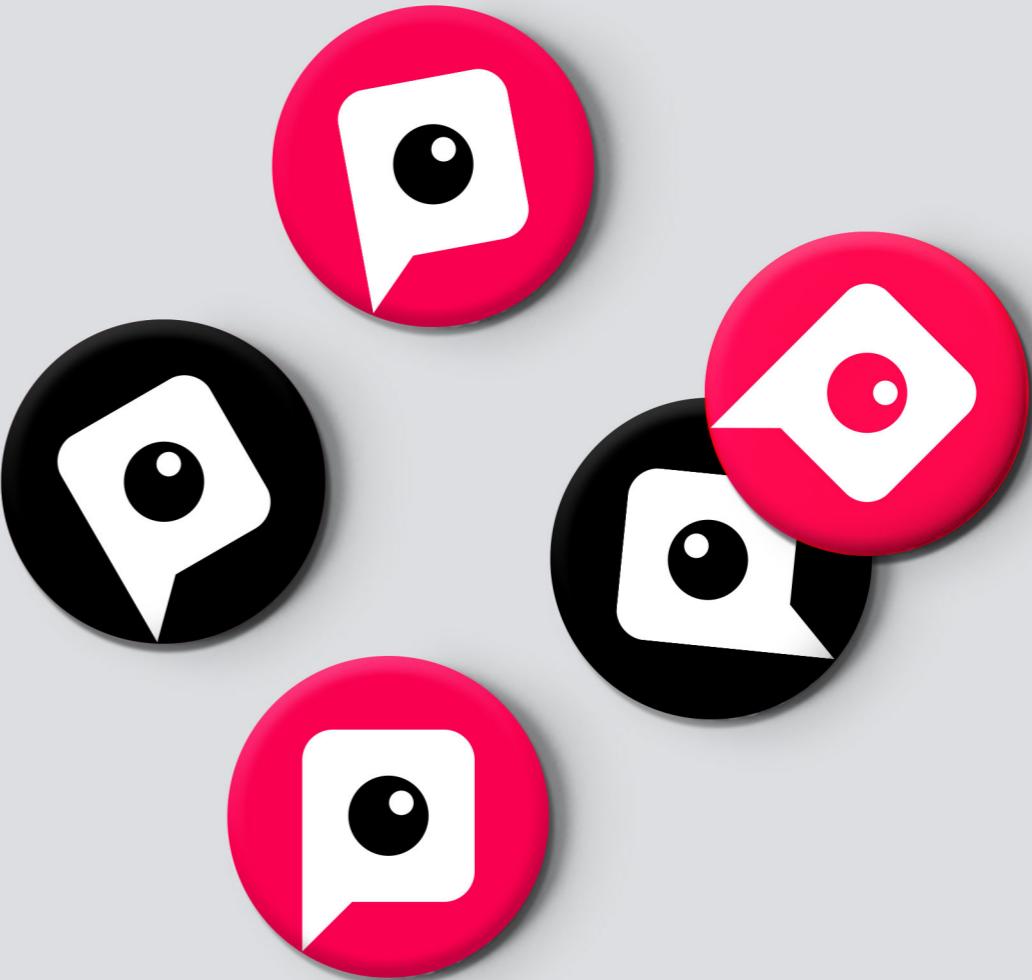


## 徽章

### Badge

以统一的方式使用天天P图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，天天P图将以最正确的品牌基调为用户传达正确的品牌信息。天天P图的图形标志和图标系列可通过工艺和各类材质来呈现天天P图品牌形象。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Pitu brand will have the right tone to support the right message for the audience. Pitu symbol and basic icons can be used to various materials to represent the brand image of Pitu.



## 包包

Bag

以统一的方式使用天天P图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，天天P图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，正确使用标准的图标能够很好地传达正确的天天P图品牌形象。基于天天P图品牌规范，图标系列可根据规范改变颜色配色和大小尺寸。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Pitu brand will have the right tone to support the right message for the audience. Pitu basic icon in many colors and sizes that this guideline allows, can be used in various brand applications to represent the brand image of Pitu.



# 衬衫

T-shirt

以统一的方式使用天天P图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，天天P图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，正确使用标准的图标能够很好地传达正确的天天P图品牌形象。基于天天P图品牌规范，图标系列可根据规范改变颜色配色和大小尺寸。

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Pitu brand will have the right tone to support the right message for the audience. Pitu basic icon in many colors and sizes that this guideline allows, can be used in various brand applications to represent the brand image of Pitu.



## 应用程序图标 / 启动闪屏

### App Icon / Splash

以统一的方式使用天天P图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，天天P图将以最正确的品牌基调为用户传达正确的品牌信息。天天P图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, Pitu brand will have the right tone to support the right message for the audience. Pitu 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.



# 联系方式

## Contact

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