

前言

本手册旨在规范微信品牌形象的正确应用, 保证品牌完整性和一致性。适用对象为: 微信事业群各部门、公司其他事业群、业务合作第三方公司、个人等。

手册分为主品牌规范、微信品牌关系、二级品牌规范。该文件由微信事业群基础产品部设计中心品牌设计组设计和维护, 各合作方、业务部门如需使用可编辑的相关文件时, 可以邮件的形式申请获取。

Preface

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

The guide is divided into three parts: specifications for the main brand, brand relationship between the main brand and sub-brands, and the specification for each of the sub-brands.

初衷

微信 (WeChat) 的品牌形象基于微信“谨慎、优雅、超前”的产品理念,包含于客户端各平台设计、相关网页设计、品牌设计、周边产品设计中。与传统品牌不同,微信是一个相对抽象、无形但又无处不在的互联网产品。微信的品牌设计,不仅要告诉用户这是微信,还要传达微信的理念和态度。我们希望通过系统的设计来满足微信多产品线的品牌需求,借助传统品牌和平面设计中一些成熟严谨的设计方法,如图形比例、字体版式、网格、信息处理等,通过清晰、明确、简单的呈现,为无形的产品打造清晰的轮廓,以实现微信品牌线上线下的品牌完整和体验的一致性,以更好地让使用受众更正确更深刻地感受微信。

Motivation

WeChat's brand identity is derived from the product's core design values: "Prudence", "Elegance", and "Foresight". These values are demonstrated in all related products that WeChat offers. Unlike traditional brands, WeChat is an internet brand that simultaneously possesses both abstraction and ubiquity. Our brand identity is not just about portraying who we are, but also expresses what ideas and attitude we wish to communicate. By providing a design system, we hope to better provide for WeChat cross-product promotion via a traditional brand and graphical design approach, including providing a drawing scale, typography, proportions, etc. Combined, these elements can help turn WeChat from an abstract concept into a concrete brand, and achieve consistent user experience and brand recognition whether online or offline.

目录

Contents

主品牌规范 | Specifications for Primary Brand

- PBI** 品牌主标志 | Primary Brand Identity
- SL** 文字标志 | Standard Logotype
- FE** 完整标志 | Full Emblem
- ST** 标准字体 | Standard Typeface
- SC** 标准色彩 | Standard Color
- AI** 客户端标志 | App Icon

微信品牌关系 | Brand Relationship

- BCR** 品牌并置规则 | Brand Collocation Rule

二级品牌规范 | Sub-Brand Specification

- WPG** 微信支付 | WeChat Pay Guidelines
- WCG** 微信卡包 | WeChat Card Pack Guidelines
- WSG** 微信扫一扫 | WeChat Scan Guidelines
- WMG** 微信相框 | WeChat Moment Guidelines
- WLG** 微信红包 | WeChat Lucky Money Guidelines

PBI / 01-09

品牌主标志

Primary Brand Identity

- PBI / 01 图形标志 | Symbol
- PBI / 02 标志细节 | Symbol Detail
- PBI / 04 标志网格 | Symbol Proportions
- PBI / 05 标志比例 | Symbol Scale
- PBI / 06 单色标志 | Monochromatic Symbol
- PBI / 07 标志应用示例 | Symbol Examples
- PBI / 08 标志背景色 | Symbol Background Color
- PBI / 09 错误使用示例 | Incorrect Examples

图形标志 Symbol

此页展示微信品牌图形标志。微信品牌标志具有严格的官方规范性，请勿自行编辑或更改任意元素。

—
The following is the standard WeChat symbol. Refrain from departing from the following established specifications.

图形标志 Symbol

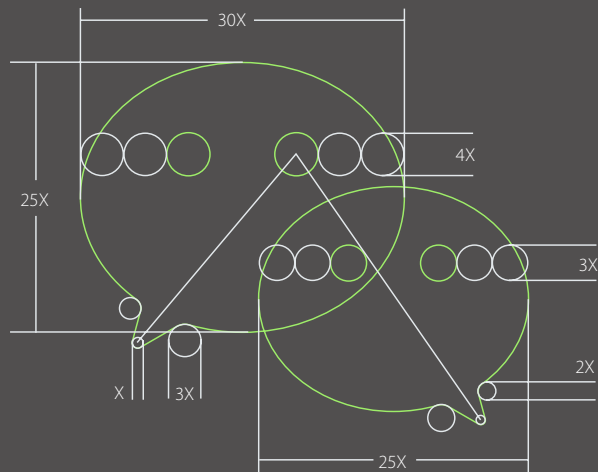


标志细节 Symbol Detail

微信品牌图形标志的制图规范、图形比例及图形细节等如图所示。微信品牌标志具有严格的官方规范性，请勿自行编辑或更改任意元素。

The following is the standard WeChat symbol including layout specifications, drawing scale, and additional details. Refrain from departing from the following established specifications.

标志细节 Symbol Detail

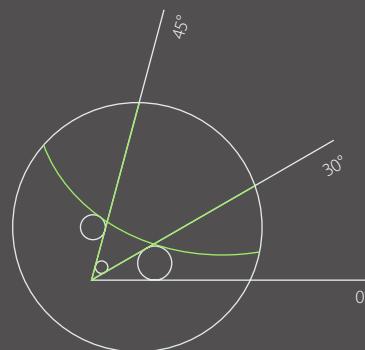
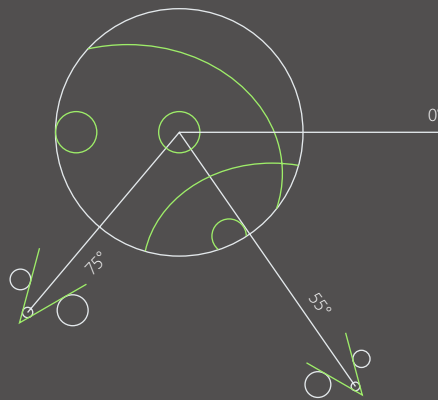


标志细节 Symbol Detail

微信品牌图形标志的制图规范、图形比例及图形细节等如图所示。微信品牌标志具有严格的官方规范性，请勿自行编辑或更改任意元素。

The following is the standard WeChat symbol including layout specifications, drawing scale, and additional details. Refrain from departing from the following established specifications.

标志细节 Symbol Detail

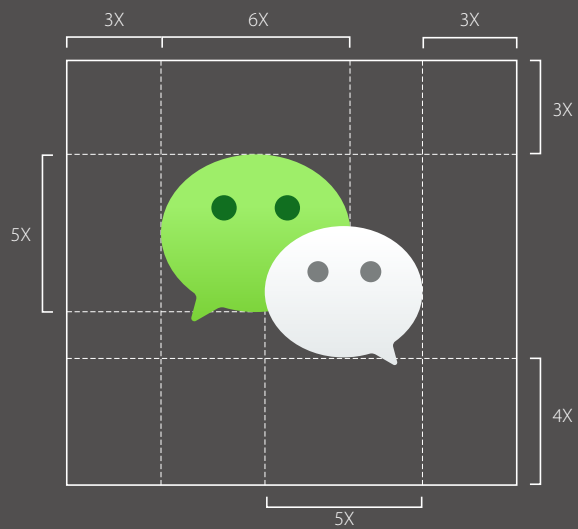


标志网格 Symbol Proportions

为保证微信品牌图形标志识别清晰，标志使用时其不可侵入范围不可出现任何文字、图形、标志等元素；在印刷时，标志不能出现宽度小于 8 毫米的尺寸，屏幕显示时，宽度不小于 24 像素。

Proper spacing is critical to ensuring an optimal representation of the WeChat symbol. As a consequence, when using the symbol, clear spacing should be preserved. Do not edit or alter the symbol in any way. In print, the symbol should never be smaller than 8mm wide; On-screen, it must be at least 16 pixels wide.

网格与不可侵入范围 Proportions and Spacing



最小应用尺寸 Minimum Size



印刷 / Print: 8 mm

显示器 / Screen: 24 px

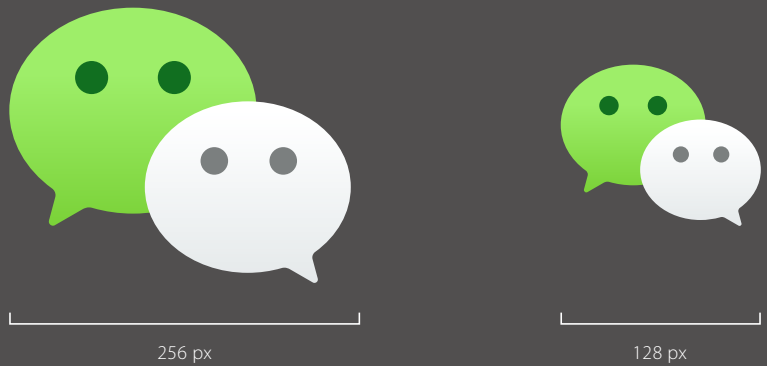


标志比例 Symbol Scale

为保证微信品牌统一的视觉体验，线上使用时请根据实际场景选用以下尺寸的图形标志。

Select an appropriately sized symbol in accordance with your type of media to ensure proper unity between online and offline presentation of the brand.

可使用屏幕显示尺寸 Sizes for On-Screen Layout



单色标志

Monochromatic Symbol

建议在以下场景下使用单色标志：工艺原因无法实现全彩标志的场景、与合作品牌单色标志并置的场景、为微信二级品牌背书的场景或页面背景色相、明度不能清晰显示全彩标志的场景。白色背景使用灰色单色标志，深色、彩色背景使用白色单色标志。

Use the monochromatic symbol for the following media settings: When the WeChat symbol accompanies a co-brand's monochromatic symbol; when the full-color symbol cannot be displayed due to background color or technical limitations.

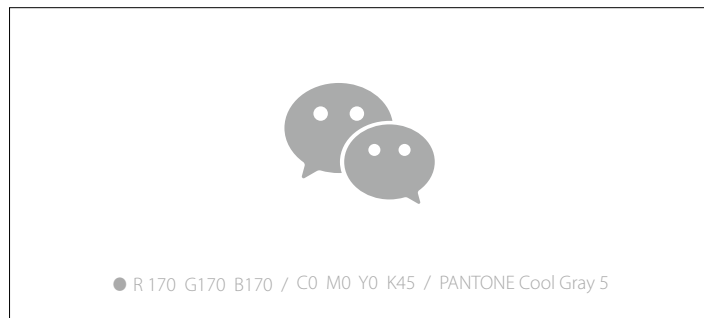
单色标志 - 白

Monochromatic Symbol-White



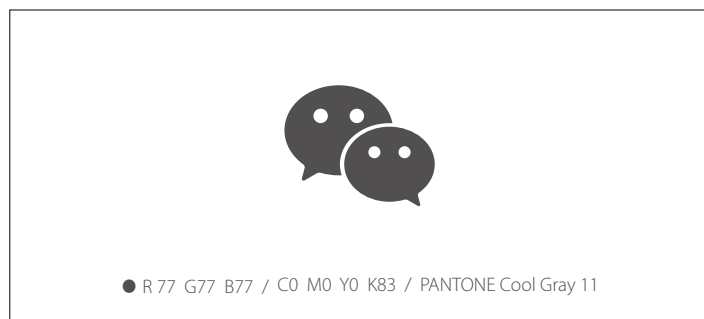
单色标志 - 浅灰

Monochromatic Symbol-Light Gray



单色标志 - 深灰

Monochromatic Symbol-Dark Gray





微信图形标志示例
Example Applying the Primary Symbol



微信单色图形标志示例
Example Applying the Monochromatic Symbol

标志背景色

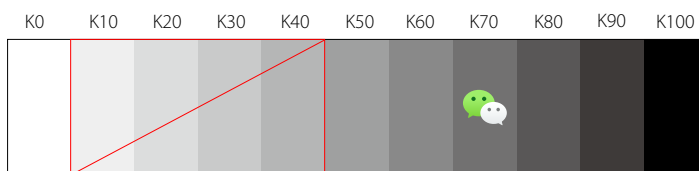
Background Color

此页展示了微信品牌图形标志背景色使用规则，微信图形标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

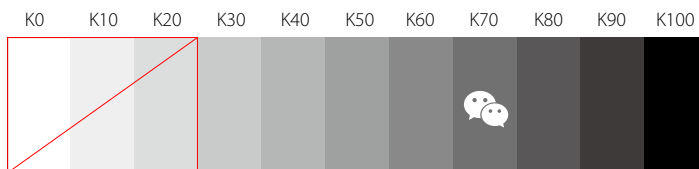
This page demonstrates usage of the WeChat full-color and monochromatic symbol. To protect the integrity and intrinsic value of WeChat's brand identity, it's forbidden to inappropriately apply or alter the WeChat symbol specification.

标志背景色规则

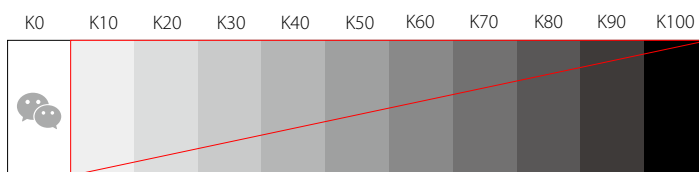
Background Color Rule



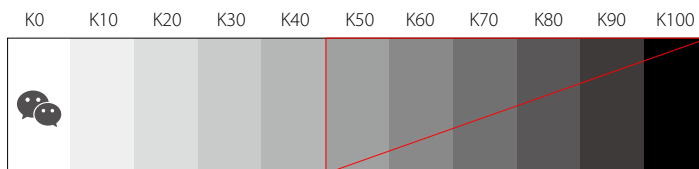
请勿将全彩图形标志放置于 K 值 10-40 的背景。
Do not use the WeChat full-color symbol over K 10-40 background.



请勿将白色单色图形标志放置于 K 值 0-20 的背景。
Do not use the WeChat monochromatic symbol (white) over K 0-20 background.



浅灰色单色图形标志仅用于白色背景。
The WeChat monochromatic symbol (light gray) is only to be used in white background.



深灰色单色图形标志仅用于白色背景。
The WeChat monochromatic symbol (dark gray) is only to be used in white background.

错误使用示例

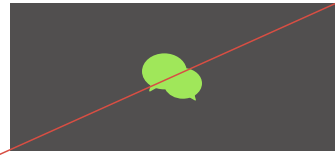
Incorrect Examples

此页列举了微信图形标志错误使用示例，微信品牌标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

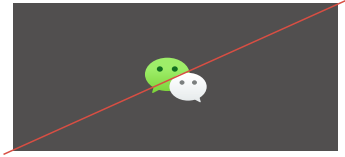
This page demonstrates inappropriate usage of the WeChat symbol. WeChat symbol specifications ensure optimal identification and usage should strictly follow established guidelines.

标志错误使用示例

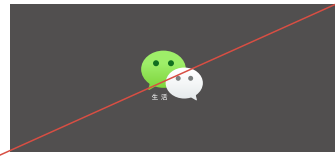
Examples of Inappropriate Use



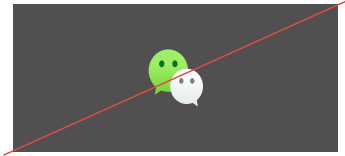
请勿轮廓化标志或添加描边；
Don't outline the symbol.



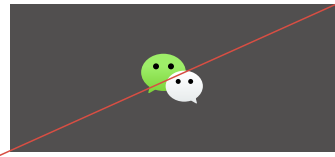
请勿横向拉升标志；
Don't stretch the symbol.



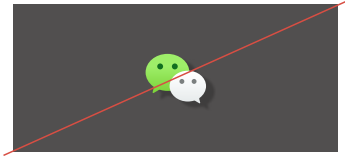
请勿在标志周围添加任意文本；
Don't attach text of any kind to the symbol.



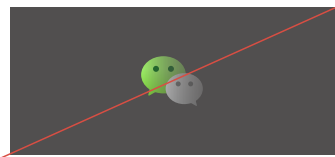
请勿纵向拉升标志；
Don't compress the symbol.



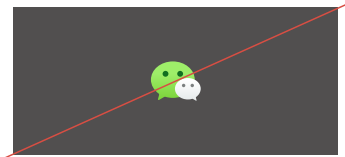
请勿更改标志任意元素的颜色；
Don't alter the color specifications within the symbol.



请勿将标志立体化或添加阴影；
Don't add effects like shadows, dimensions, and gradients to the symbol.



请勿使用模糊、羽化、质量低的标志；
Don't use the symbol in a low quality.



请勿更改标志外观；
Don't change the symbol's details.

SL / 01-04

文字标志

Standard Logotype

SL / 01 中文字标 | Standard Chinese logotype

SL / 03 英文字标 | Standard English logotype

中文字标 Chinese Logotype

此页展示了微信中文字标志，微信文字标志是完整标志的重要组成部分之一，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改任意元素。

—
This page details WeChat's Chinese logotype and layout. WeChat's logotype is an essential part of the full emblem identity and usage should strictly follow established guidelines.

中文字标 Chinese Logotype

微信

字标细节 Logotype Detail

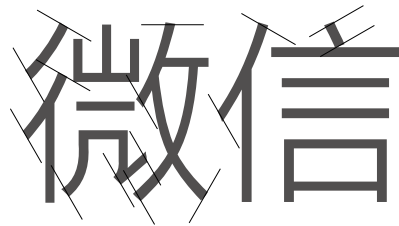
微信

字标细节 Logotype Detail

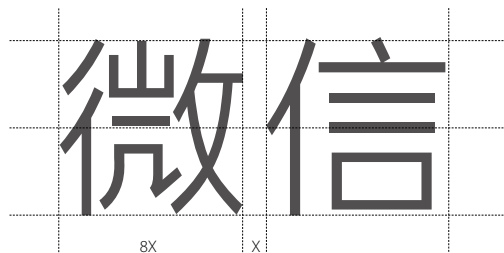
此页展示了微信中文文字标志细节与网格，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改任意元素。

This page details WeChat's Chinese logotype and layout. WeChat's logotype is an essential part of the full emblem identity and usage should strictly follow established guidelines.

字标细节 Logotype Detail



字标网格 Logotype Proportion



英文字标 English Logotype

此页展示了微信英文文字标志，微信文字标志是完整标志的重要组成部分之一，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改任意元素。

—
This page details WeChat's English logotype and layout. WeChat's logotype is an essential part of the full emblem identity and usage should strictly follow established guidelines.

英文字标 English Logotype

WeChat

字标细节 Logotype Detail

WeChat

字标细节

Logotype Detail

此页展示了微信英文文字标志细节与网格，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改任意元素。

This page details WeChat's English logotype and layout. WeChat's logotype is an essential part of the full emblem identity and usage should strictly follow established guidelines.

字标细节

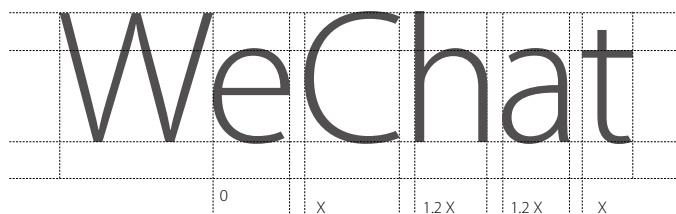
Logotype Detail



The image shows the word 'WeChat' in a clean, sans-serif font. Small arrows are placed at various points on the letters to indicate the correct stroke order for writing or digital creation, ensuring consistency and accuracy.

字标网格

Logotype Proportion



FE / 01-07

完整标志

Full Emblem

- FE / 01 完整标志 | Full Emblem
- FE / 02 标志网格 | Emblem Proportions
- FE / 04 单色标志 | Monochromatic Emblem
- FE / 05 标志应用示例 | Emblem Examples
- FE / 07 标志背景色 | Emblem Background Color
- FE / 08 错误使用示例 | Incorrect Examples

完整标志 Full Emblem

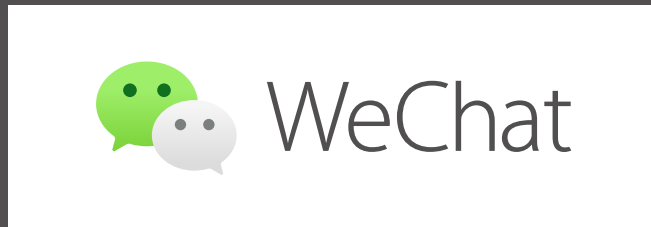
此页展示了微信品牌完整中文、英文标志，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志的搭配元素。

This page details the full version of WeChat's Chinese and English emblem. WeChat's emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

中文标志 Chinese Emblem



英文标志 English Emblem

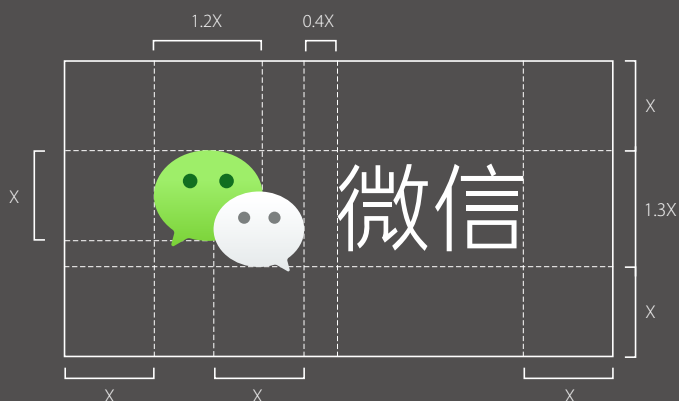


标志网格 Emblem Proportions

微信完整品牌标志实际使用时，请勿超越其最小使用尺寸的基本规范、遵循网格和不可侵入范围。需严格遵守标志的整体造型比例、笔画粗细、空间结构等比例关系，以保证标志的完整性和识别性。

When using WeChat's full brand emblem, please follow the establish specifications on minimum sizing, proportions and spacing, and other guidelines. It's important to retain overall proportions, contrast and spatial structure to ensure brand integrity and identification.

网格与不可侵入范围 Proportions and Spacing



最小应用尺寸 Minimum Size



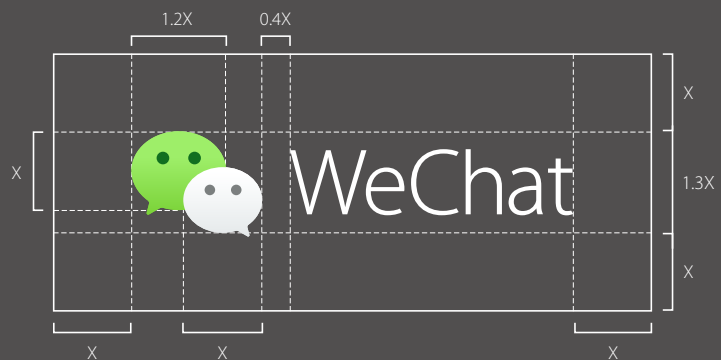
印刷 / Print: 16mm
显示器 / Screen: 40px

标志网格 Emblem Proportions

微信完整品牌标志实际使用时，请勿超越其最小使用尺寸的基本规范、遵循网格和不可侵入范围。需严格遵守标志的整体造型比例、笔画粗细、空间结构等比例关系，以保证标志的完整性和识别性。

When using WeChat's full brand emblem, please follow the establish specifications on minimum sizing, proportions and spacing, and other guidelines. It's important to retain overall proportions, contrast and spatial structure to ensure brand integrity and identification.

网格与不可侵入范围 Proportions and Spacing



最小应用尺寸 Minimum Size



印刷 / Print: 22mm
显示器 / Screen: 60px



单色标志

Monochromatic Emblem

建议在以下场景下使用单色标志：工艺原因无法实现全彩标志的场景、与合作品牌单色标志并置的场景、页面背景色相或明度不能清晰显示全彩标志的场景。白色、浅色背景使用灰色单色标志，深色、彩色背景使用白色单色标志。

Use the monochromatic emblem for the following media settings: When the WeChat emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem



单色标志

Monochromatic Emblem

建议在以下场景下使用单色标志：工艺原因无法实现全彩标志的场景、与合作品牌单色标志并置的场景、页面背景色相或明度不能清晰显示全彩标志的场景。白色、浅色背景使用灰色单色标志，深色、彩色背景使用白色单色标志。

Use the monochromatic emblem for the following media settings: When the WeChat emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem





微信品牌完整标志示例
Example Applying the Primary Emblem



微信品牌完整单色标志示例
Example Applying the Monochromatic Emblem

标志背景色

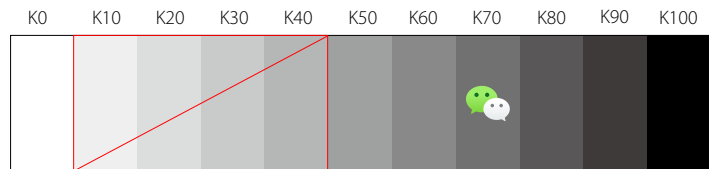
Background Color

此页展示了微信品牌完整标志背景色使用规则，微信品牌标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

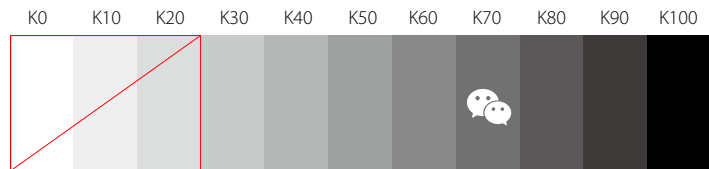
This page demonstrates usage of the WeChat full-color and monochromatic emblem. To protect the integrity and intrinsic value of WeChat's brand identity, it's forbidden to inappropriately apply or alter the WeChat emblem specification.

标志背景色规则

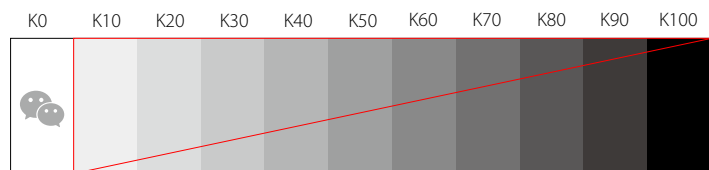
Background Color Rule



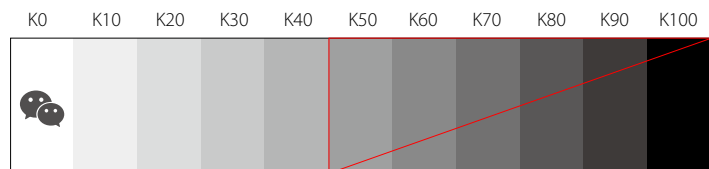
请勿将全彩标志放置于 K 值 10-40 的背景。
Do not use the WeChat full-color emblem over K 10-40 background.



请勿将白色单色标志放置于 K 值 0-20 的背景。
Do not use the WeChat monochromatic emblem (white) over K 0-20 background.



浅灰色单色标志仅用于白色背景。
The WeChat monochromatic emblem (light gray) is only to be used in white background.



深灰色单色标志仅用于白色背景。
The WeChat monochromatic emblem (dark gray) is only to be used in white background.

错误使用示例

Incorrect Examples

此页例举了微信完整标志错误使用示例，微信品牌标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，严禁出现各类错误与不规范应用。

This page demonstrates inappropriate usage of the WeChat emblem. WeChat emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

标志错误使用示例

Examples of Inappropriate Use



请勿改变标志的比例关系；
Don't change the relationship of the symbol to logotype.



请勿横向拉伸标志；
Don't stretch the emblem.



请勿在标志周围添加任意文本；
Don't attach text of any kind to the emblem.



请勿纵向拉伸标志；
Don't compress the emblem.



请勿更改标志任意元素的颜色；
Don't alter the color specifications within the symbol or the logotype.



请勿将标志立体化或添加阴影；
Don't add effects like shadows, dimensions, and gradients to the emblem.



请勿使用模糊、羽化、质量低的标志；
Don't use the emblem in a low quality.



请勿更改标志外观；
Don't change the emblem's details.

ST / 01-04

标准字体

Standard Typefaces

ST / 01 中文字体 | Chinese Typeface

ST / 02 英文字体 | English Typeface

ST / 03 中文应用 | Chinese Sample

ST / 04 英文应用 | Chinese Sample

中文字体 Chinese Typeface

中文字体家族
Chinese Font Family

字体是很重要的品牌元素，它承载信息，表达诉求。微信的中文字体家族：汉仪旗黑 X1-55W 和汉仪旗黑 X1-45W 是一款现代、便于阅读的字体，与微信的品牌气质相符。所有微信品牌传播的视觉资源中文语境的设计请使用以下字体。

Type is an important element of WeChat's visual identity. It articulates our brand message, expressing both what we say and how we say it. Our standard Chinese fonts are closely aligned with WeChat's brand personality and is modern and easy-to-read. We use it in all of WeChat's promotional communications as well as within the product.

汉仪旗黑X1-55W

超过八亿人使用的应用；
可以群聊，仅消耗少量流量，
适合大部分智能手机。

汉仪旗黑X1-45W

超过八亿人使用的应用；
可以群聊，仅消耗少量流量，
适合大部分智能手机。

英文字体 English Typeface

英文字体家族
English Font Family

微信标准英文字体家族包含：Myriad Pro Regular、Myriad Pro Light。该字体家族已经成为微信品牌长期的视觉识别核心元素的一部分，所有微信品牌传播的视觉资源英文语境的设计请使用以下字体。

WeChat's standard English fonts are Myriad Pro Regular, and Myriad Pro Light. This typeface is closely aligned with WeChat's brand personality and is modern and easy-to-read. We use it in all of WeChat's promotional communications as well as within the product.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

中文应用

Chinese Sample

微信的中文字体是优雅且符合微信气息的，为保证用户良好的阅读体验和阅读效率，建议使用字体行高的 1.5 倍行距，段落间的上下间距为字号的一倍。

WeChat's standard Chinese fonts and a line height of 1.5 ensure elegance and provide optimal readability.

汉仪旗黑 X1-55W

超过八亿人使用的应用；
可以群聊，仅消耗少量流量，
适合大部分智能手机。

超过八亿人使用的应用；
可以群聊，仅消耗少量流量，
适合大部分智能手机。

汉仪旗黑 X1-45W

超过八亿人使用的应用；
可以群聊，仅消耗少量流量，
适合大部分智能手机。

超过八亿人使用的应用；
可以群聊，仅消耗少量流量，
适合大部分智能手机。

英文应用

English Sample

微信的英文字体是优雅且符合微信气息的，为保证用户良好的阅读体验和阅读效率，建议使用字体行高的 1.5 倍行距，段落间的上下间距为字号的一倍。

WeChat's standard English fonts and a line height of 1.5 ensure elegance and provide optimal readability.

Myriad Pro Regular

The new way to connect
connect with friends
across platform

The new way to connect
connect with friends
across platform

Myriad Pro Light

The new way to connect
connect with friends
across platform

The new way to connect
connect with friends
across platform

SC / 01-03

标准色彩

Standard Color

SC / 01 色环 | Color Wheel

SC / 02 核心色板 | Core Color Palette

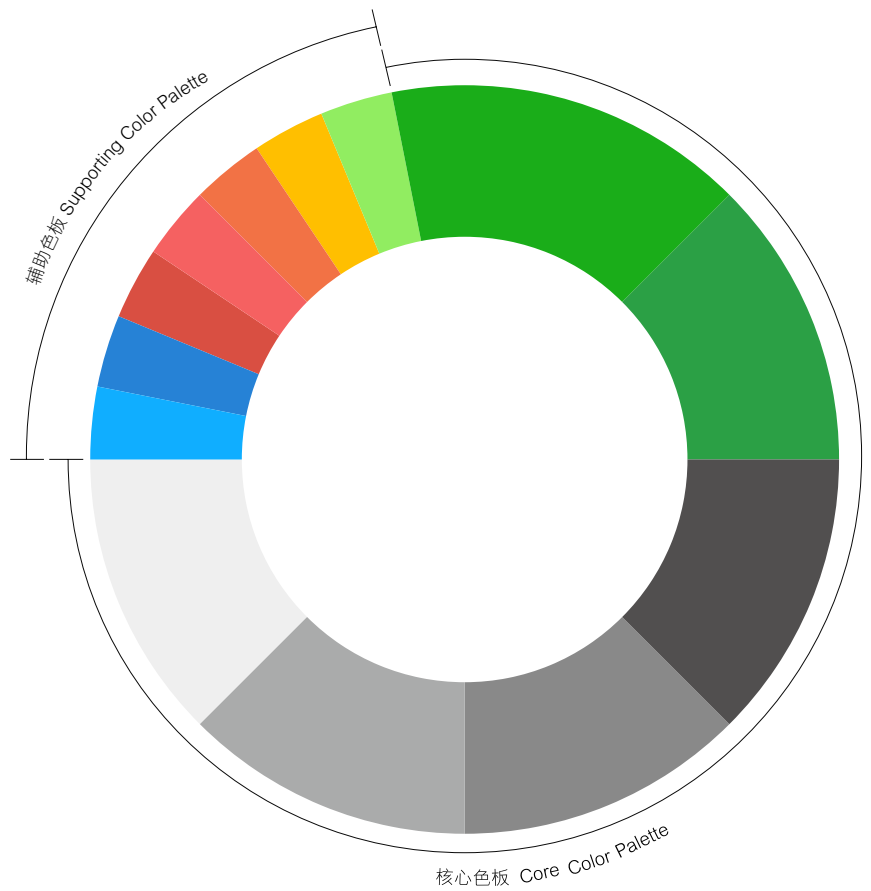
SC / 03 辅助色板 | Supporting Color Palette

色环 Color Wheel

色彩是品牌传播的重要元素，设计中对色彩的运用首要应考虑到品牌层面的表达，另外很重要的一点是色彩的运用应达到信息传递、动作指引、交互反馈或是强化和凸显某个元素。任何颜色的选取和使用都应该是有意义的。

Color contributes another core element of WeChat's brand identity and the colors are chosen deliberately to be simultaneously vivid and humanistic. In practical terms, the color system helps deliver a coherent message and meaning.

色环 Color Wheel



核心色板

Core Color Palette

此页展示微信品牌核心色板。“黑白灰”色系作为常用背景色；“微信绿”色系作为小面积点缀的品牌色，核心色板给出不同模式的色值，线上请使用 RGB 色值；线下请使用 PANTONE 色值和 CMYK 色值，请勿自行使用颜色转换工具转换色值。

Below are the core color palette. Black, white and gray are used for background colors when displayed in a large area; "WeChat green" is used as a color in smaller designs. Use the RGB or hexadecimal color values when producing an on-screen design. Use the CMYK or PANTONE colors for print designs. Refrain from using any color conversion tools.

核心色板

Core Color Palette

1AAD19

R =26 G=173 B=25 / C=76 M=7 Y=100 K=0 / PANTONE=354

2BA245

R =43 G=162 B=69 / C=76 M=16 Y=93 K=0 / PANTONE=348

4D4D4D

R =77 G=77 B=77 / C=0 M=0 Y=0 K=83 / PANTONE=Cool Gray 11

888888

R =136 G=136 B=136 / C=0 M=0 Y=0 K=60 / PANTONE=Cool Gray 6

AAAAAA

R =170 G=170 B=170 / C=0 M=0 Y=0 K=45 / PANTONE=Cool Gray 5

F1F1F1

R =241 G=241 B=241 / C=0 M=0 Y=0 K=10 / PANTONE=Cool Gray 1

辅助色板

Supporting Color Palette

微信色彩系统提供可搭配核心色板使用的辅助色板，该色板由绿、黄、红、蓝构成并与微信核心色板组成完整的品牌色环，为设计提供更多的可能性。线上线下资源的设计请遵循微信品牌色彩系统。

WeChat's core color system can be paired with colors from the supporting color palette to provide an even wider range of design possibilities. The palette includes: green, yellow, red, blue.

辅助色板

Supporting Color Palette

91ED61

R =145 G=237 B=97 / C=47 M=0 Y=74 K=0 / PANTONE=7488 C

FFBE00

R =255 G=190 B=0 / C=3 M=33 Y=90 K=0 / PANTONE=7548 C

EA6853

R =234 G=104 B=83 / C=9 M=73 Y=63 K=0 / PANTONE=7416 C

F76260

R =247 G=98 B=96 / C=1 M=75 Y=53 K=0 / PANTONE=178 C

D84E43

R =216 G=78 B=67 / C=18 M=82 Y=72 K=0 / PANTONE=1788 C

2782D7

R =39 G=130 B=215 / C=79 M=44 Y=0 K=0 / PANTONE=2174 C

10AEFF

R =16 G=174 B=255 / C=70 M=20 Y=0 K=0 / PANTONE=2995 C

AI / 01-03

客户端标志

App Icon

AI / 01 客户端标志 | App Icon

AI / 02 标志应用 | Icon Samples

AI / 03 客户端标志示例 | App Icon Example

客户端标志 App Icon

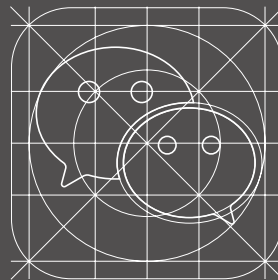
此页展示了微信客户端标志、标志制图规范、细节，微信客户端标志仅用于客户端及相关传播场景，请勿自行编辑或更改客户端标志的任意元素。

The WeChat app icon, layout specifications, and icon details are provided below. The icon is only to be used in a client device environment or for relevant promotions and it's forbidden to inappropriately apply or alter the WeChat app icon specification.

客户端标志 App Icon



标志网格 Icon Layout



标志应用

Icon Samples

为保证微信品牌统一的视觉体验，线上使用时请根据不同场景选用以下尺寸。

Select an appropriately sized icon for your media setting to ensure consistency between the online and offline brand identity.

可使用屏幕显示尺寸
Available Sizes for
Screen Designs



256 px* 256 px



128 px* 128 px



96 px* 96 px



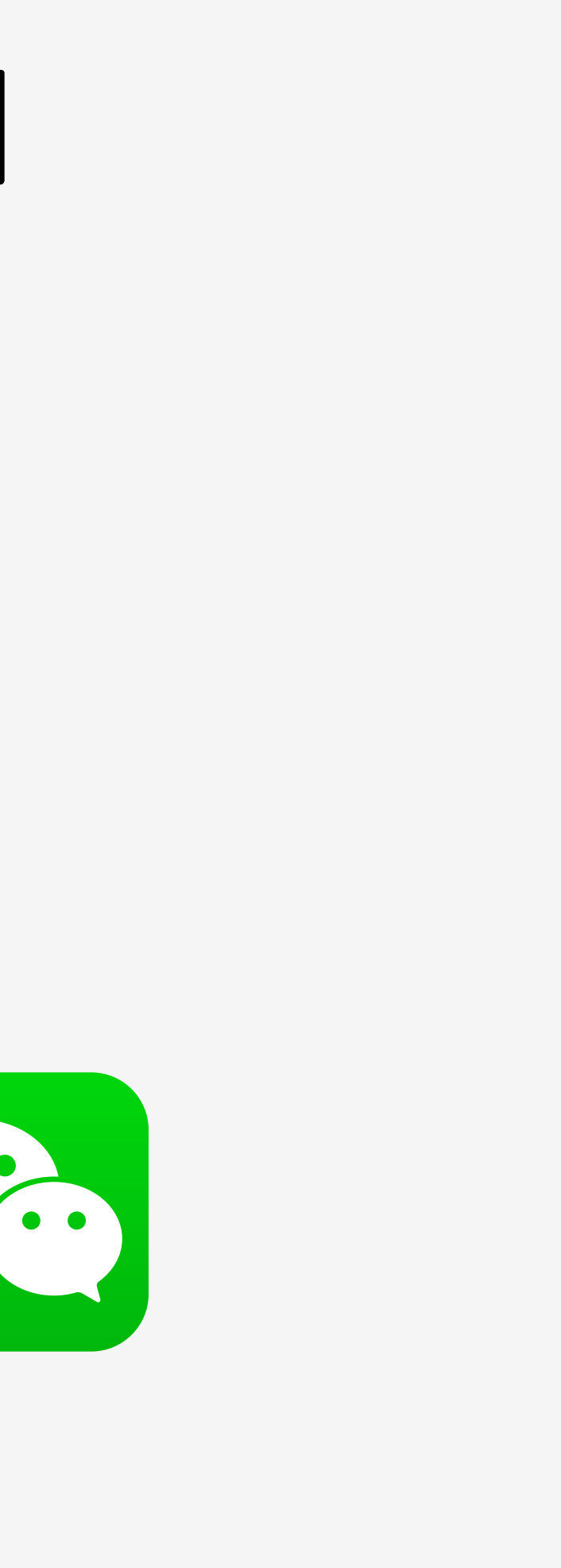
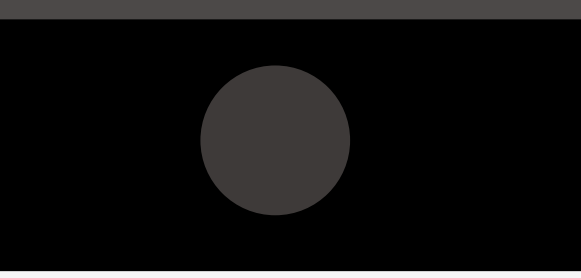
64 px* 64 px



48 px* 48 px



32 px* 32 px



BCR / 01-06

品牌并置规则

Brand Collocation Rule

- BCR / 01 微信二级品牌 | Sub- Brands
- BCR / 02 二级品牌示例 | Sub- Brand Samples
- BCR / 04 品牌并置规则 | Co-Branding Guidelines
- BCR / 06 品牌并置示例 | Collocation Examples

微信二级品牌

微信二级品牌包括：微信公众平台、微信开放平台、微信支付、微信扫一扫、微信摇一摇、微信卡包、微信运动、微信安全、微信品牌维权、微信相框、微信招聘、微信商学院、微信互联、微信城市服务、微信团队、微信游戏等。

WeChat Sub-Brands

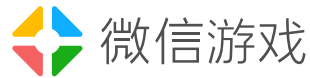
In addition to the primary WeChat brand, sub-brands include: WeChat Official Accounts Platform, SDK Platform, WeChat Pay, WeChat Scan, WeChat Shake, WeChat Card Pack, WeFit, WeChat Security, WeChat Trademark Protection, WeChat Moment, WeChat Recruitment, WeChat Business School, WeChat Connection, WeChat Public Services, Shake Nearby, WeChat Team, WeChat Games, etc.

二级品牌示例 sub-brand Samples

此页列举了微信二级品牌标志：微信支付、微信卡包、微信游戏、微信安全。

Shown in this page are cases of sub-brand emblem: WeChat Pay, WeChat Card Pack, WeChat Game and WeChat Security.

品牌标志示例 Emblem Samples



二级品牌示例 sub-brand Samples

此页列举了微信二级品牌标志：微信开放平台、微信公众平台、微信扫一扫、微信商学院。
—
Shown in this page are cases of sub-brand emblem: SDK Platform, WeChat Official Accounts Platform, WeChat Scan, WeChat School of Business.

品牌标志示例 Emblem Samples



品牌并置规则 Collocate With Master Brand

当二级品牌需要主品牌作为背书同页使用时可使用的颜色搭配和大小比例如下；主品牌必须为单色图形标志，且大小为二级品牌的 2/3。

When the primary WeChat symbol is used in conjunction with a sub-brand, the primary WeChat symbol should be monochromatic and 2/3 the size of the sub-brand emblem.

可使用并置搭配
Co-Branding Example

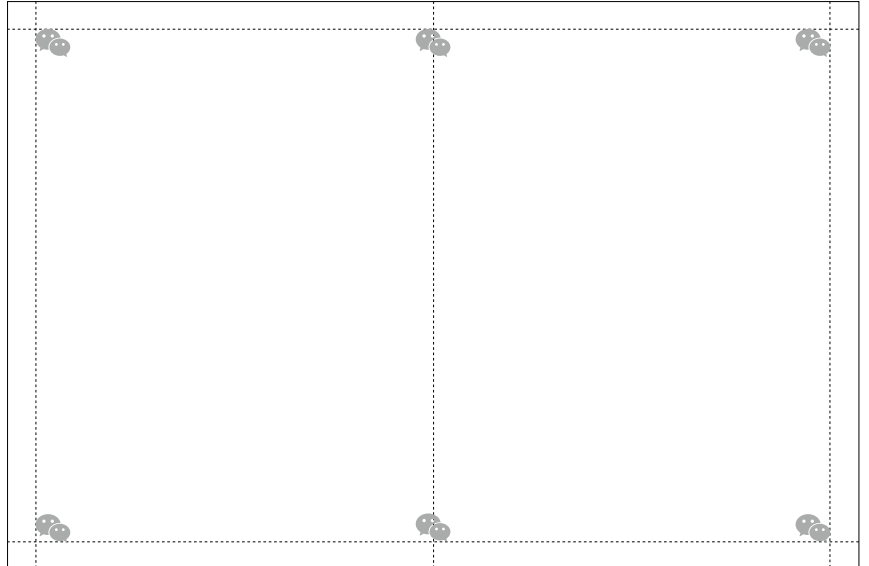


品牌并置规则 Collocate With Master Brand

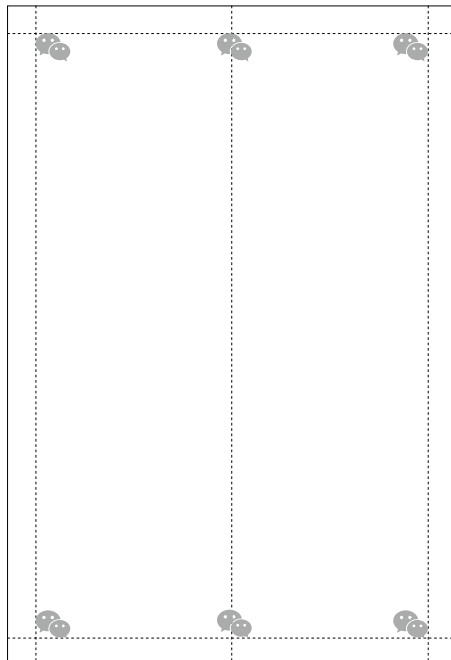
当主品牌作为背书与二级品牌标志同时出现时，建议放置主品牌标志于页面四角，对齐页面元素并遵循不可侵入范围以确保标志相对独立和清晰。

When the primary WeChat symbol is used in conjunction with a sub-brand, the primary WeChat symbol should be placed in the following locations reserving enough spacing as necessary.

横版物料 Samples (Landscape)



竖版物料 Samples (Portrait)



品牌并置示例

Collocation Example

此页展示了主品牌作为背书与二级品牌同页出现示例，主品牌图形标志放置于整体布局的外围，居页面四角，是一个好的方式与受众表明，这是品牌背书，标志请与页面网格和元素对齐。请勿将二级品牌与主品牌标志直接并排并置。

This page shows the primary brand in conjunction with the sub-brand in the same page with the main brand placed in the corner of the layout but in grid alignment with the sub-brand. Do not place the sub-brand emblem directly along side the primary brand symbol when designing for a larger layout.

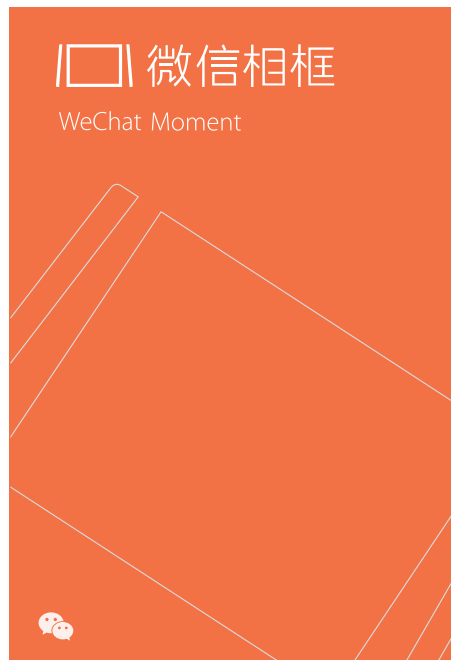
横版物料

Samples (Landscape)



竖版物料

Samples (Portrait)



WPG / 01-18

微信支付

WeChat Pay Guidelines

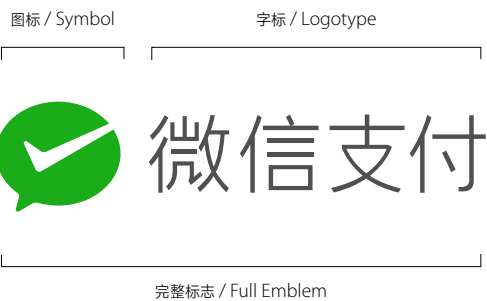
- WPG / 01 中文标志 | Chinese Emblem
- WPG / 04 英文标志 | English Emblem
- WPG / 07 中英文标志 | Bilingual Emblem
- WPG / 10 单色标志 | Monochromatic Emblem
- WPG / 16 错误使用示例 | Incorrect Emblem Examples
- WPG / 18 合作品牌并置 | Co-Branding Rules

中文标志 Chinese Emblem

此页展示微信支付完整标志，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志搭配元素。

This page details the full version of the WeChat Pay emblem. WeChat Pay's emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

完整标志 Full Emblem



标志网格 Emblem Proportions

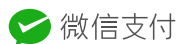
微信支付标志实际使用时，请勿超越其最小使用尺寸的基本规范、遵循网格和不可侵入范围。需严格遵守标志的整体造型比例、笔画粗细、空间结构等比例关系，以保证标志的完整性和识别性。

—
When using WeChat Pay's full brand emblem, please follow the establish specifications on minimum sizing, proportions and spacing, and other guidelines. It's important to retain overall proportions, contrast and spatial structure to ensure brand integrity and identification.

标志不可侵入范围 Emblem Spacing



最小应用尺寸 Minimum Size



印刷 / Print: 22mm
显示器 / Screen: 60px



中文标志 Chinese Emblem

此页展示微信支付完整标志与标志不可侵入范围，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志搭配元素。

This page details the full version of the WeChat Pay emblem. WeChat Pay's emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

完整标志 Full Emblem



标志不可侵入范围 Emblem Spacing

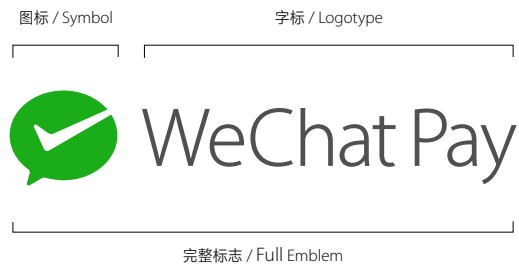


英文标志 English Emblem

此页展示微信支付完整标志，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志搭配元素。

This page details the full version of the WeChat Pay emblem. WeChat Pay's emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

完整标志 Full Emblem

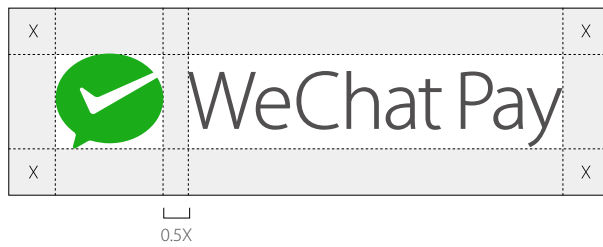


标志网格 Emblem Proportions

微信支付标志实际使用时，请勿超越其最小使用尺寸的基本规范、遵循网格和不可侵入范围。需严格遵守标志的整体造型比例、笔画粗细、空间结构等比例关系，以保证标志的完整性和识别性。

—
When using WeChat Pay's full brand emblem, please follow the establish specifications on minimum sizing, proportions and spacing, and other guidelines. It's important to retain overall proportions, contrast and spatial structure to ensure brand integrity and identification.

标志不可侵入范围 Emblem Spacing



最小应用尺寸 Minimum Size



印刷 / Print: 22mm
显示器 / Screen: 60px



英文标志 English Emblem

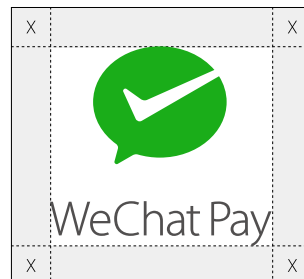
此页展示微信支付完整标志与标志不可侵入范围，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志搭配元素。

This page details the full version of the WeChat Pay emblem. WeChat Pay's emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

完整标志 Full Emblem



标志不可侵入范围 Emblem Spacing

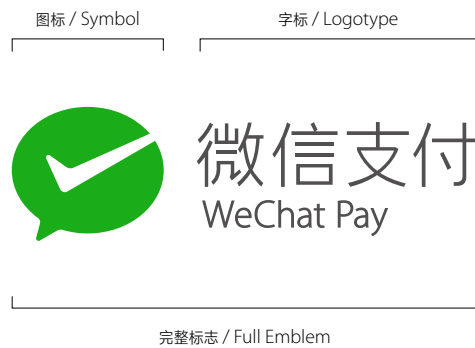


中英文标志 Bilingual Emblem

此页展示微信支付完整标志，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志搭配元素。

This page details the full version of the WeChat Pay emblem. WeChat Pay's emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

完整标志 Full Emblem



标志网格 Emblem Proportions

微信支付标志实际使用时，请勿超越其最小使用尺寸的基本规范、遵循网格和不可侵入范围。需严格遵守标志的整体造型比例、笔画粗细、空间结构等比例关系，以保证标志的完整性和识别性。

When using WeChat Pay's full brand emblem, please follow the establish specifications on minimum sizing, proportions and spacing, and other guidelines. It's important to retain overall proportions, contrast and spatial structure to ensure brand integrity and identification.

标志不可侵入范围 Emblem Spacing



最小应用尺寸 Minimum Size



印刷 / Print: 24mm
显示器 / Screen: 100px

中英文标志 Bilingual Emblem

此页展示微信支付完整标志与标志不可侵入范围，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志搭配元素。

This page details the full version of the WeChat Pay emblem. WeChat Pay's emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

完整标志 Full Emblem



标志不可侵入范围 Emblem Spacing



单色标志

Monochromatic Emblem

建议在以下场景下使用单色标志：工艺原因无法实现全彩标志的场景、与合作品牌单色标志并置的场景、页面背景色相或明度不能清晰显示全彩标志的场景。白色背景使用灰色或黑色单色标志，深色、彩色背景使用白色单色标志。

—
Use the monochromatic emblem for the following media settings: When the WeChat Pay emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem



单色标志

Monochromatic Emblem

建议在以下场景下使用单色标志：工艺原因无法实现全彩标志的场景、与合作品牌单色标志并置的场景、页面背景色相或明度不能清晰显示全彩标志的场景。白色背景使用灰色或黑色单色标志，深色、彩色背景使用白色单色标志。

—
Use the monochromatic emblem for the following media settings: When the WeChat Pay emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem



单色标志

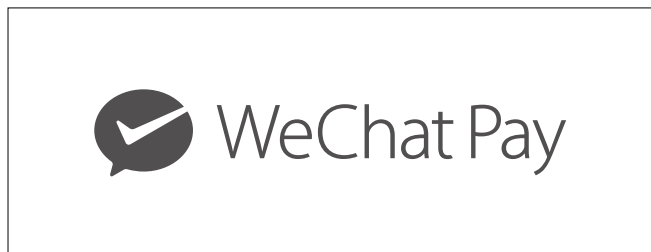
Monochromatic Emblem

建议在以下场景下使用单色标志：工艺原因无法实现全彩标志的场景、与合作品牌单色标志并置的场景、页面背景色相或明度不能清晰显示全彩标志的场景。白色背景使用灰色或黑色单色标志，深色、彩色背景使用白色单色标志。

—
Use the monochromatic emblem for the following media settings: When the WeChat Pay emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem



单色标志

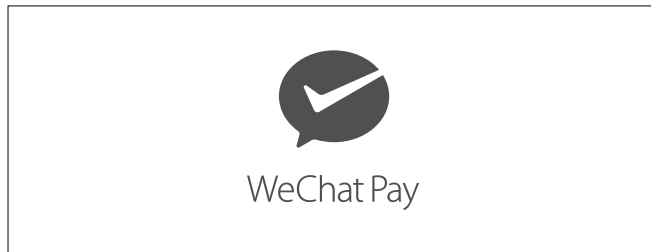
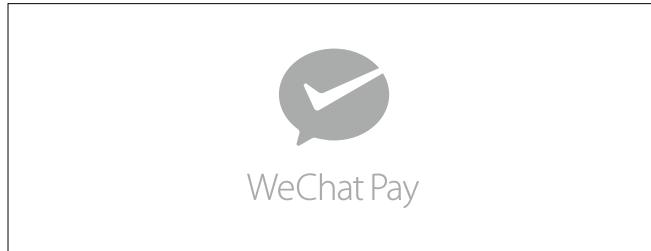
Monochromatic Emblem

建议在以下场景下使用单色标志：工艺原因无法实现全彩标志的场景、与合作品牌单色标志并置的场景、页面背景色相或明度不能清晰显示全彩标志的场景。白色背景使用灰色或黑色单色标志，深色、彩色背景使用白色单色标志。

—
Use the monochromatic emblem for the following media settings: When the WeChat Pay emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem



单色标志

Monochromatic Emblem

建议在以下场景下使用单色标志：工艺原因无法实现全彩标志的场景、与合作品牌单色标志并置的场景、页面背景色相或明度不能清晰显示全彩标志的场景。白色背景使用灰色或黑色单色标志，深色、彩色背景使用白色单色标志。

Use the monochromatic emblem for the following media settings: When the WeChat Pay emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem



单色标志

Monochromatic Emblem

建议在以下场景下使用单色标志：工艺原因无法实现全彩标志的场景、与合作品牌单色标志并置的场景、页面背景色相或明度不能清晰显示全彩标志的场景。白色背景使用灰色或黑色单色标志，深色、彩色背景使用白色单色标志。

—
Use the monochromatic emblem for the following media settings: When the WeChat Pay emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem



错误使用示例

Incorrect Examples

此页例举了微信支付标志错误使用示例，微信支付标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

This page demonstrates inappropriate usage of the WeChat Pay emblem. WeChat Pay emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

全彩标志错误示例

Examples of Inappropriate Use



请勿改变标志的比例关系；
Don't change the relationship of the symbol to logotype.



请勿纵向拉升标志；
Don't stretch the emblem.



请勿在标志周围添加任意文本；
Don't attach text of any kind to the emblem.



请勿纵向拉升标志；
Don't compress the emblem.



请勿更改标志任意元素的颜色；
Don't alter the color specifications within the symbol or the logotype.



请勿将标志立体化或添加阴影；
Don't add effects like shadows, dimensions, and gradients to the emblem.



请勿使用模糊、羽化、质量低的标志；
Don't use the emblem in a low quality.



请勿更改标志外观；
Don't change the emblem's details.

错误使用示例

Incorrect Examples

此页例举了微信支付标志错误使用示例，微信支付标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

This page demonstrates inappropriate usage of the WeChat Pay emblem. WeChat Pay emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

背景色错误示例

Examples of Inappropriate Use



请勿将标志放置于色相接近背景色；
Don't place the emblem on backgrounds that provide insufficient contrast.



请勿将标志放置于对比色的背景；
Don't place the emblem on backgrounds that provide strong contrast.



请勿将标志放置于明度接近背景色；
Don't place the emblem on backgrounds that brightness close to itself.



请勿将标志放在于花哨的背景；
Don't place the emblem over busy photographic backgrounds.

合作品牌并置 Partner Co-Branding

当微信支付标志与合作品牌标志并置使用时，为使标志与物料内容相对独立和清晰，建议放置于页面四角，并遵循网格和不可侵入范围。

When the WeChat Pay emblem is used in conjunction with a partner's emblem, put the combined emblem in the corner of the page to provide sufficient recognition.

标志并置示例 Co-Branding Samples



WCG / 01-06

微信卡包

WeChat Card Pack Guidelines

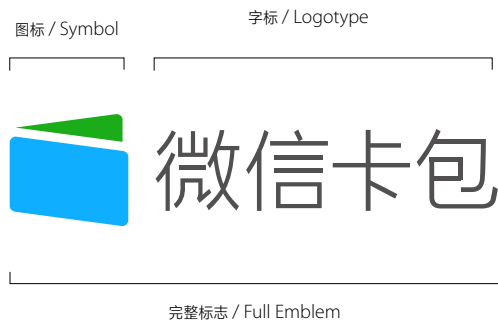
- WCG / 01 完整标志 | Full Emblem
- WCG / 02 标志网格 | Emblem Proportions
- WCG / 03 单色标志 | Monochromatic Emblem
- WCG / 04 错误使用示例 | Incorrect Emblem Examples
- WCG / 06 合作品牌并置 | Partner Co-Branding

完整标志 Full Emblem

此页展示微信卡包完整标志，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志任意元素。

This page details guidelines for the full WeChat Card Pack emblem. WeChat Card Pack's emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

完整标志 Full Emblem



标志网格 Emblem Proportions

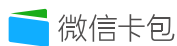
微信卡包标志实际使用时，请勿超越其最小使用尺寸的基本规范、遵循网格和不可侵入范围。需严格遵守标志的整体造型比例、笔画粗细、空间结构等比例关系，以保证标志的完整性和识别性。

When using the WeChat Card Pack emblem, please follow the establish specifications on minimum sizing, proportions and spacing, and other guidelines. It's important to retain overall proportions, contrast and spatial structure to ensure brand integrity and identification.

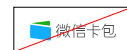
标志不可侵入范围 Emblem Spacing



最小应用尺寸 Minimum Size



印刷 / Print: 22mm
显示器 / Screen: 60px



单色标志

Monochromatic Emblem

建议在以下场景下使用单色标志：工艺原因无法实现全彩标志的场景、与合作品牌单色标志并置的场景、页面背景色相或明度不能清晰显示全彩标志的场景。白色背景使用灰色或黑色单色标志，深色、彩色背景使用白色单色标志。

—
Use the monochromatic emblem for the following media settings: When the WeChat Card Pack emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem



错误使用示例

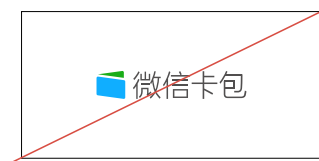
Incorrect Examples

此页例举了微信卡包标志错误使用示例，微信卡包标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

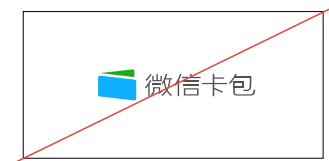
This page demonstrates inappropriate usage of the WeChat Card Pack emblem. WeChat Card Pack emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

全彩标志错误示例

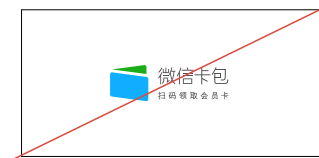
Examples of Inappropriate Use



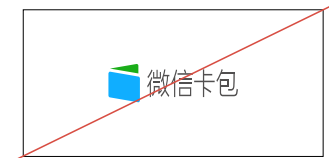
请勿改变标志的比例关系；
Don't change the relationship of the symbol to logotype.



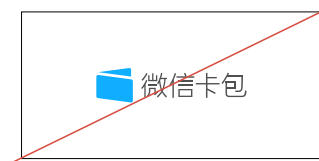
请勿横向拉升标志；
Don't stretch the emblem.



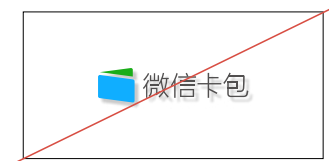
请勿在标志周围添加任意文本；
Don't attach text of any kind to the emblem.



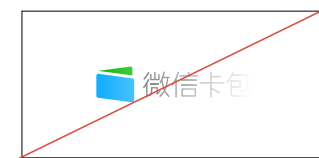
请勿纵向拉升标志；
Don't compress the emblem.



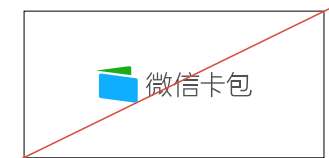
请勿更改标志任意元素的颜色；
Don't alter the color specifications within the symbol or the logotype.



请勿将标志立体化或添加阴影；
Don't add effects like shadows, dimensions, and gradients to the emblem.



请勿使用模糊、羽化、质量低的标志；
Don't use the emblem in a low quality.



请勿更改标志外观；
Don't change the emblem's details.

错误使用示例

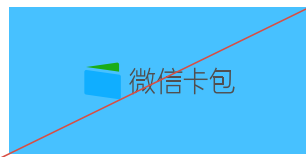
Incorrect Examples

此页列举了微信卡包标志错误使用示例，微信卡包标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

This page demonstrates inappropriate usage of the WeChat Card Pack emblem. WeChat Card Pack emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

背景色错误示例

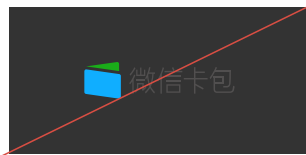
Examples of Inappropriate Use



请勿将标志放置于色相接近背景色；
Don't place the emblem on backgrounds that provide insufficient contrast.



请勿将标志放置于对比色的背景；
Don't place the emblem on backgrounds that provide strong contrast.



请勿将标志放置于明度接近背景色；
Don't place the emblem on backgrounds that brightness close to itself.



请勿将标志放在于花哨的背景；
Don't place the emblem over busy photographic backgrounds.

合作品牌并置 Partner Co-Branding

当微信卡包标志与合作品牌标志并置使用时，为使标志与物料内容相对独立和清晰，建议放置于页面四角，并遵循网格和不可侵入范围。

When the WeChat Card Pack emblem is used in conjunction with a partner's emblem, put the combined emblem in the corner of the page to provide sufficient recognition.

标志并置示例 Co-Branding Samples



WSG / 01-06

微信扫一扫

WeChat Scan Guidelines

- WSG / 01 完整标志 | Full Emblem
- WSG / 02 标志网格 | Emblem Proportions
- WSG / 03 单色标志 | Monochromatic Emblem
- WSG / 04 错误使用示例 | Incorrect Emblem Examples
- WSG / 06 合作品牌并置 | Partner Co-Branding

完整标志 Full Emblem

此页展示微信扫一扫完整标志，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志任意元素。

This page details guidelines for the full WeChat Scan emblem. WeChat Scan's emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

完整标志 Full Emblem

图标 / Symbol

字标 / Logotype



完整标志 / Full Emblem



标志网格 Emblem Proportions

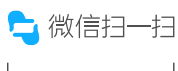
微信扫一扫标志实际使用时，请勿超越其最小使用尺寸的基本规范、遵循网格和不可侵入范围。需严格遵守标志的整体造型比例、笔画粗细、空间结构等比例关系，以保证标志的完整性和识别性。

When using the WeChat Scan emblem, please follow the establish specifications on minimum sizing, proportions and spacing, and other guidelines. It's important to retain overall proportions, contrast and spatial structure to ensure brand integrity and identification.

标志不可侵入范围 Emblem Spacing



最小应用尺寸 Minimum Size



印刷 / Print: 22mm
显示器 / Screen: 60px



单色标志

Monochromatic Emblem

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Use the monochromatic emblem for the following media settings: When the WeChat Scan emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem



错误使用示例

Incorrect Examples

此页例举了微信扫一扫标志错误使用示例，微信扫一扫标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

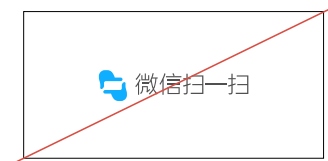
This page demonstrates inappropriate usage of the WeChat Scan emblem. WeChat Scan emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

全彩标志错误示例

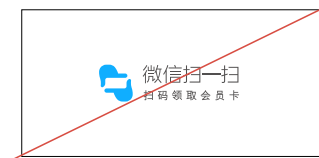
Examples of Inappropriate Use



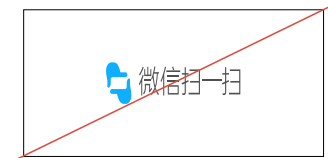
请勿改变标志的比例关系；
Don't change the relationship of the symbol to logotype.



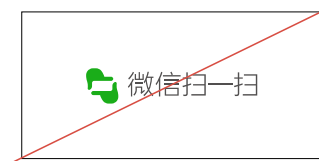
请勿横向拉升标志；
Don't stretch the emblem.



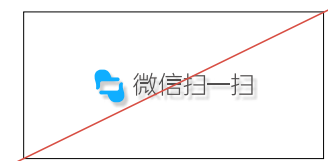
请勿在标志周围添加任意文本；
Don't attach text of any kind to the emblem.



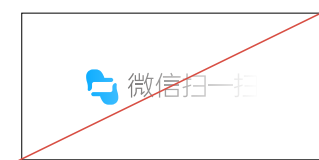
请勿纵向拉升标志；
Don't compress the emblem.



请勿更改标志任意元素的颜色；
Don't alter the color specifications within the symbol or the logotype.



请勿将标志立体化或添加阴影；
Don't add effects like shadows, dimensions, and gradients to the emblem.



请勿使用模糊、羽化、质量低的标志；
Don't use the emblem in a low quality.



请勿更改标志外观；
Don't change the emblem's details.

错误使用示例

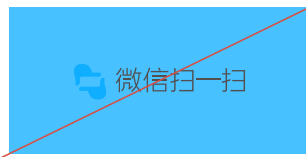
Incorrect Examples

此页例举了微信扫一扫标志错误使用示例，微信扫一扫标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

This page demonstrates inappropriate usage of the WeChat Scan emblem. WeChat Scan emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

背景色错误示例

Examples of Inappropriate Use



请勿将标志放置于色相接近背景色；
Don't place the emblem on backgrounds that provide insufficient contrast.



请勿将标志放置于对比色的背景；
Don't place the emblem on backgrounds that provide strong contrast.



请勿将标志放置于明度接近背景色；
Don't place the emblem on backgrounds that brightness close to itself.



请勿将标志放置于花哨的背景；
Don't place the emblem over busy photographic backgrounds.

合作品牌并置 Partner Co-Branding

当微信扫一扫标志与合作品牌标志并置使用时，为使标志与物料内容相对独立和清晰，建议放置于页面四角，并遵循网格和不可侵入范围。

When the WeChat Scan emblem is used in conjunction with a partner's emblem, put the combined emblem in the corner of the page to provide sufficient recognition.

标志并置示例 Co-Branding Samples



WMG / 01-06

微信相框

WeChat Moment Guidelines

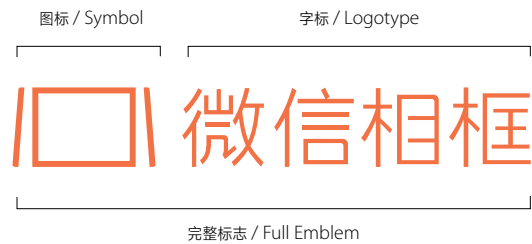
- WMG / 01 完整标志 | Full Emblem
- WMG / 02 标志网格 | Emblem Proportions
- WMG / 03 单色标志 | Monochromatic Emblem
- WMG / 04 错误使用示例 | Incorrect Emblem Examples
- WMG / 06 合作品牌并置 | Partner Co-Branding

完整标志 Full Emblem

此页展示微信相框完整标志，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志任意元素。

This page details guidelines for the full WeChat Moment emblem. WeChat Moment's emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

完整标志 Full Emblem



微信相框

标志网格 Emblem Proportions

微信相框标志实际使用时，请勿超越其最小使用尺寸的基本规范、遵循网格和不可侵入范围。需严格遵守标志的整体造型比例、笔画粗细、空间结构，以保证标志的完整性和识别性。

When using the WeChat Moment emblem, please follow the establish specifications on minimum sizing, proportions and spacing, and other guidelines. It's important to retain overall proportions, contrast and spatial structure to ensure brand integrity and identification.

标志不可侵入范围 Emblem Spacing



最小应用尺寸 Minimum Size

 微信相框

印刷 / Print: 22mm
显示器 / Screen: 60px



单色标志

Monochromatic Emblem

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—
Use the monochromatic emblem for the following media settings: When the WeChat Moment emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem



微信相框



微信相框



微信相框

错误使用示例

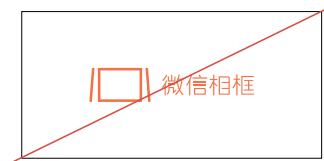
Incorrect Examples

此页例举了微信相框标志错误使用示例，微信相框标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

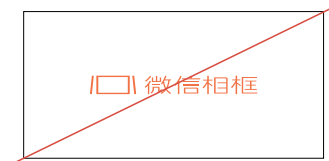
This page demonstrates inappropriate usage of the WeChat Moment emblem. WeChat Moment emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

全彩标志错误示例

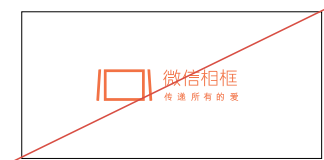
Examples of Inappropriate Use



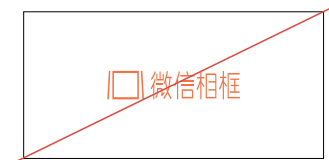
请勿改变标志的比例关系；
Don't change the relationship of the symbol to logotype.



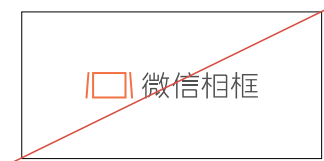
请勿横向拉升标志；
Don't stretch the emblem.



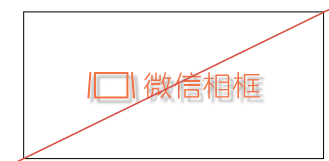
请勿在标志周围添加任意文本；
Don't attach text of any kind to the emblem.



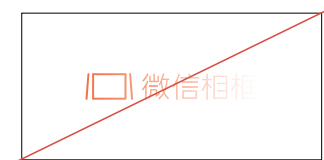
请勿纵向拉升标志；
Don't compress the emblem.



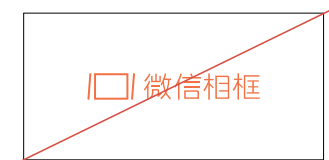
请勿更改标志任意元素的颜色；
Don't alter the color specifications within the symbol or the logotype.



请勿将标志立体化或添加阴影；
Don't add effects like shadows, dimensions, and gradients to the emblem.



请勿使用模糊、羽化、质量低的标志；
Don't use the emblem in a low quality.



请勿更改标志外观；
Don't change the emblem's details.

错误使用示例

Incorrect Examples

此页例举了微信相框标志错误使用示例，微信相框标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

This page demonstrates inappropriate usage of the WeChat Moment emblem. WeChat Moment emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

背景色错误示例

Examples of Inappropriate Use



请勿将标志放置于色相接近背景色；
Don't place the emblem on backgrounds that provide insufficient contrast.



请勿将标志放置于对比色的背景；
Don't place the emblem on backgrounds that provide strong contrast.



请勿将标志放置于明度接近背景色；
Don't place the emblem on backgrounds that brightness close to itself.



请勿将标志放在于花哨的背景；
Don't place the emblem over busy photographic backgrounds.

合作品牌并置 Partner Co-Branding

当微信相框标志与合作品牌标志并置使用时，为使标志与物料内容相对独立和清晰，建议放置于页面四角，并遵循网格和不可侵入范围。

When the WeChat Moment emblem is used in conjunction with a partner's emblem, put the combined emblem in the corner of the page to provide sufficient recognition.

标志并置示例 Co-Branding Samples



WLG / 01-07

微信红包

WeChat Lucky Money Guidelines

- WLG / 01 完整标志 | Full Emblem
- WLG / 02 标志网格 | Emblem Proportions
- WLG / 03 品牌标语 | Brand Motto
- WLG / 04 单色标志 | Monochromatic Emblem
- WLG / 05 错误使用示例 | Incorrect Emblem Examples
- WLG / 07 合作品牌并置 | Partner Co-Branding

完整标志 Full Emblem

此页展示微信红包完整标志，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志任意元素。

This page details guidelines for the full WeChat Lucky Money emblem. WeChat Lucky Money's emblem specifications ensure optimal identification and usage should strictly follow established guidelines.

完整标识 Full Emblem

图标 / Symbol

字标 / Logotype



完整标志 / Full Emblem



标志网格 Emblem Proportions

微信红包标志实际使用时，请勿超越其最小使用尺寸的基本规范、遵循网格和不可侵入范围。需严格遵守标志的整体造型比例、笔画粗细、空间结构等比例关系 以保证标志的完整性和识别性。

When using the WeChat Lucky Money emblem, please follow the establish specifications on minimum sizing, proportions and spacing, and other guidelines. It's important to retain overall proportions, contrast and spatial structure to ensure brand integrity and identification.

标志不可侵入范围 Emblem Spacing



最小应用尺寸 Minimum Size



印刷 / Print: 22mm
显示器 / Screen: 60px



品牌标语 Brand Motto

此页展示微信红包品牌标语，为保证标语清晰识别，使用时请严格遵循网格规范，网格内不可编辑任何内容和元素。

This page displays the WeChat Lucky Money brand motto. Please follow the establish specifications on proportions and spacing, and other guidelines.

品牌标语 Brand Motto

有微信红包，才叫过年

不可侵入范围 Spacing



单色标志

Monochromatic Emblem

建议在以下场景下使用单色标志：工艺原因无法实现全彩标志的场景、与合作品牌单色标志并置的场景、页面背景色相或明度不能清晰显示全彩标志的场景。白色背景使用灰色单色标志，深色、彩色背景使用白色单色标志。

—
Use the monochromatic emblem for the following media settings: When the WeChat Lucky Money emblem accompanies a co-brand's monochromatic emblem; when the full-color emblem cannot be displayed due to background color or technical limitations.

单色标志

Monochromatic Emblem



错误使用示例

Incorrect Examples

此页例举了微信红包标志错误使用示例，微信红包标志在使用时必须严格按照手册执行。为保证微信品牌标志的完整性与内在价值，请勿出现各类错误与不规范应用。

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全彩标志错误示例

Examples of Inappropriate Use



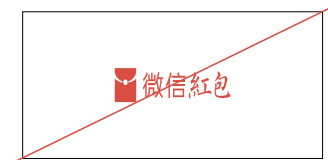
请勿改变标志的比例关系；
Don't change the relationship of the symbol to logotype.



请勿横向拉升标志；
Don't stretch the emblem.



请勿在标志周围添加任意文本；
Don't attach text of any kind to the emblem.



请勿纵向拉升标志；
Don't compress the emblem.



请勿更改标志任意元素的颜色；
Don't alter the color specifications within the symbol or the logotype.



请勿将标志立体化或添加阴影；
Don't add effects like shadows, dimensions, and gradients to the emblem.



请勿使用模糊、羽化、质量低的标志；
Don't use the emblem in a low quality.



请勿更改标志外观；
Don't change the emblem's details.

错误使用示例

Incorrect Examples

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背景色错误示例

Examples of Inappropriate Use



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Don't place the emblem on backgrounds that provide insufficient contrast.



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Don't place the emblem on backgrounds that provide strong contrast.



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合作品牌并置 Partner Co-Branding

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标志并置示例 Co-Branding Samples



