微信扫一扫视觉形象指引

WeChat Scan
Visual Identity Guidelines

WEDESIGN 2017. 03

前言 Preface

该指引旨在规范品牌形象的正确应用，以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。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。

该品牌形象指引提供标志各场景的应用规范以及示例，各场景设计请遵循，标志下载请打开：WEDESIGN- 资源下载 （https://wechat.design/resource）。

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 brand design guidelines provide specifications for using the WeChat brand logo and emblem along with examples for use in different situations. To download the brand emblem and design guidelines, go to WEDESIGN at https://wechat.design/resource.

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品牌标志
Brand Emblem

1.1 标准品牌标志
Standard Brand Emblem

1.2 完整标志
Full Emblem

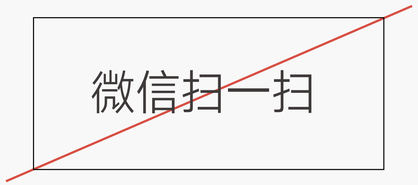
微信扫一扫完整标志包含图形部分和文字部分, 在各场景下作为微信扫一扫品牌背书须使用完整标志。

The WeChat Scan full emblem consists of a symbol combined with the logotype, which, when put together represent the official branding for WeChat Scan.

图形 Symbol

文字 Logotype

完整标志 Full Emblem

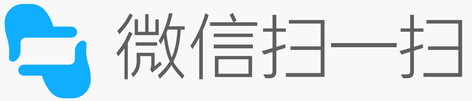


请勿仅单独使用文字部分做品牌识别
Don't use the logotype portion of the full emblem without also using the symbol.

1.3 完整标志组合形式
Configurations and versions

横版微信扫一扫完整标志有全彩、深灰色、浅灰色、白色四种版本，可根据您的需要选用。工艺、设备条件允许的情况下，彩色竖版标志建议优先选择使用。

The WeChat Scan full emblem consists of a symbol combined with the logotype, which, when put together represent the official branding for WeChat Out.



彩色标志
Full color emblem

深灰色标志
Dark gray emblem

浅灰色标志
Light gray emblem

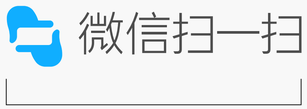
白色标志
White emblem

1.5 不可侵入范围和最小应用尺寸
Spacing and Minimum Size

为保证微信扫一扫标志视觉上的完整独立清晰，标志不可侵入范围内不要排布任何文字、图形、图像等。标志使用时请不要小于最小尺寸，印刷、打印标志宽度不小于 12 毫米，屏幕显示标志宽度不小于 60 像素。

In order to ensure that the emblem for WeChat Scan is coherent and visually distinguishable, additional text or graphics should not interfere with the WeChat Scan emblem. When displaying the horizontal emblem in print, the emblem should be at least 12 mm in width. When displaying the horizontal emblem on screen, the emblem should be at least 60 pixels in width.

标志不可侵入范围
Spacing



印刷 Print: 12 mm
显示器 Screen: 60 px

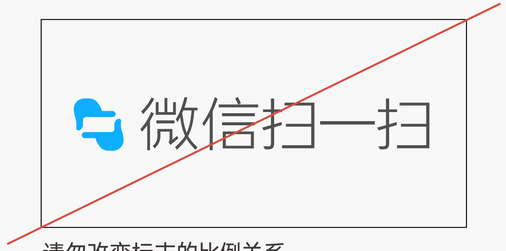
1.6 全彩标志错误使用示例
Examples of Inappropriate Use

此页例举了微信扫一扫标志错误使用示例,请勿出现以下(包含但不仅限于)各类错误。

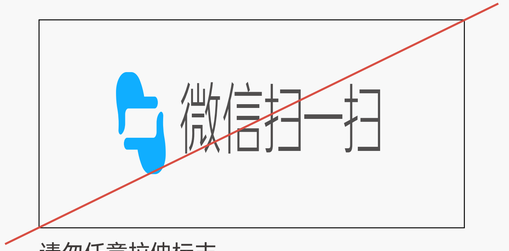
Several examples of inappropriate use of the emblem are shown here.

请勿更改标志外观。
Don't alter the emblem design.

请勿在标志周围添加任意文本。
Don't place any additional text with them emblem.

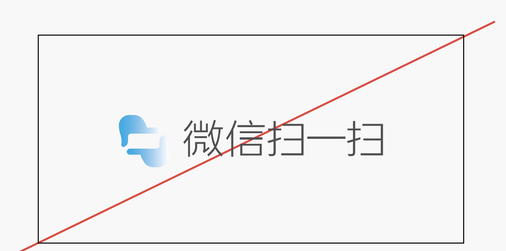


请勿改变标志的比例关系。
Don't change the proportions of emblem parts.



请勿任意拉伸标志。
Don't stretch the emblem's aspect ratio.

请勿将标志立体化或添加阴影。
Don't produce 3D version of the emblem or add drop shadows.



请勿使用模糊、羽化、质量低的标志。
Dont perform any blurring, feathering, or add other visual filters to the emblem.

1.7 标志标准色
Emblem Standard Colors

此页制定了微信扫一扫标志彩色的专用色彩规范，严禁使用非标准色彩，更改标志颜色。

Standard WeChat Scan emblem color specifications are provided. Don't make any adjustments to the standard colors.

A

Standard Blue

#10AEFF
C70 M20 Y89 K0
R16 G174 B255
PANTONE: 10AEFF

B

Standard Gray 1

#4D4D4D
C0 M0 Y0 K83
R77 G77 B77
PANTONE: Cool Gray 11

标准彩色标志应用于各客户端、网页、彩色印刷等
Standard colors for use within the app, on web pages, or when printing in color.

1.7 标志标准色
Emblem Standard Colors

此页制定了微信扫一扫单色标志的专用色彩规范，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。

A special color specification is provided for the monochromatic emblem. The monochromatic versions should be used in the following scenarios: when using the full color emblem is not possible, when used in conjunction with a partner brand emblem, or when the page background color or brightness necessitates using a monochromatic design instead of the full color emblem.

A

Standard Gray 1

#4D4D4D
C0 M0 Y0 K83
R77 G77 B77
PANTONE: Cool Gray 11

B

Standard Gray 2

#AAAAAA
C0 M0 Y0 K50
R170 G170 B170
PANTONE: Cool Gray 5

C

Standard White

#FFFFFF
C0 M0 Y0 K0
R255 G255 B255
White

A、B 建议在白色背景下使用，C 建议在深色、彩色背景下使用
Recommended A or B when using a white background. Recommended C when using a dark or color background

1.8 标准背景色
Standard Background

此页例举了微信扫一扫标志背景色正确使用示例和错误使用示例，请参考规范根据场景选择适合的背景色。

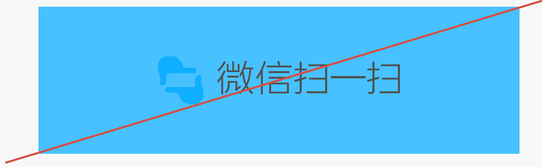
Several examples of correct and incorrect use of the emblem against different backgrounds are shown here. Refer to the specifications to select an appropriate background color according to the scenario.

彩色标志放置白色背景色
Full color emblem with a white background

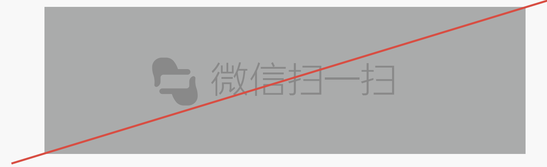
浅灰专色标志放置白色背景色
Light gray emblem against a white background

深灰色标志放置白色背景色
Deep gray emblem against a white background

单色标志放置专色背景色
White emblem against a single color background

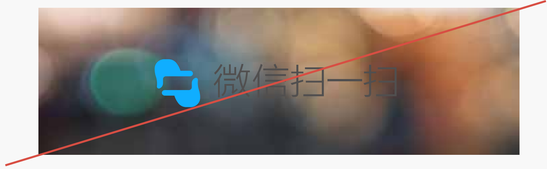


请勿将标志放置于色相接近背景色
Don't use the full color emblem with a color background



请勿将标志放置于明度接近背景色
Don't use light gray emblem in the emblem with a gray background

请勿将标志放置于对比色的背景
Don't use the full color emblem with a color background



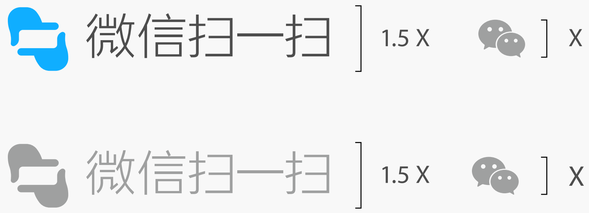
请勿将标志放在于花哨的背景
Don't use the emblem with a complex background

应用规则
Usage Guidelines

2.1 主品牌背书规范
Main Brand Specifications

微信扫一扫标志与主品牌标志同页并置时，建议使用的颜色搭配、大小比例以及位置关系参考示例。

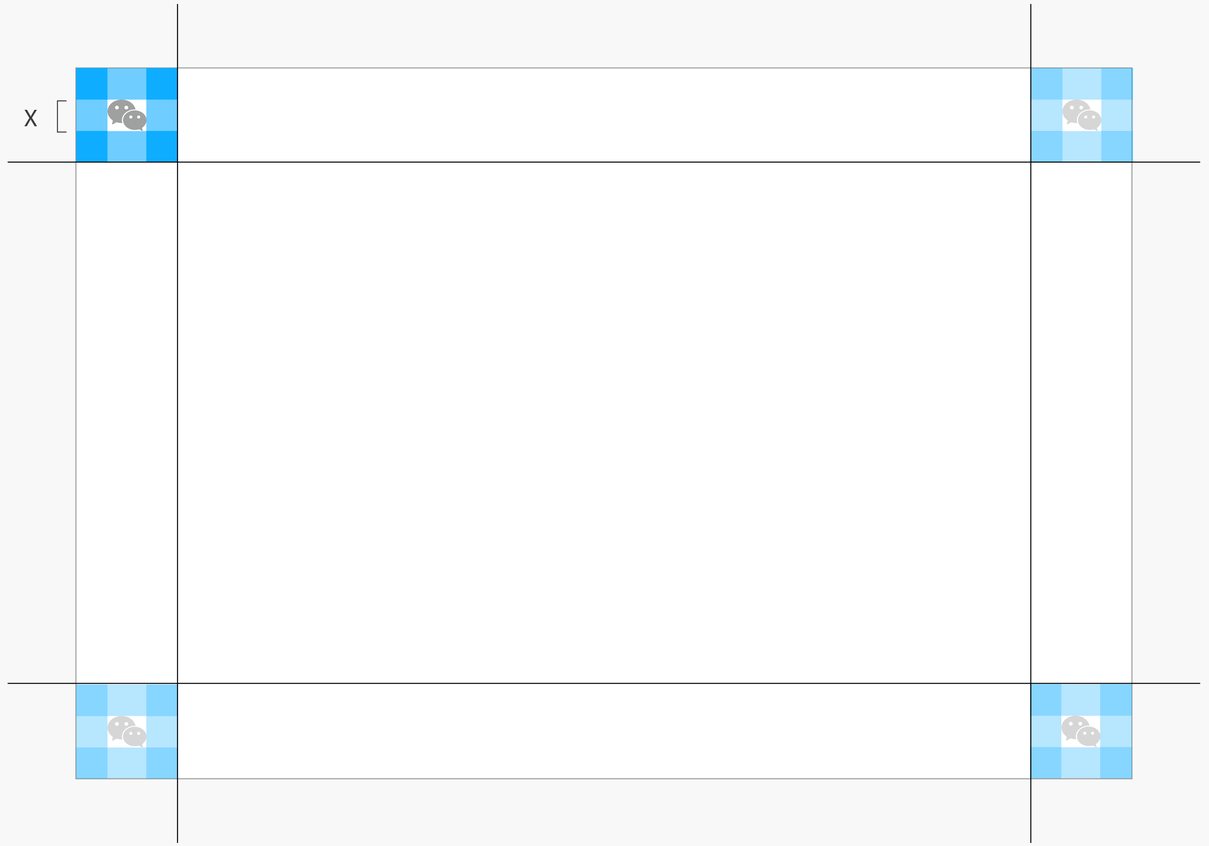
When using the WeChat Scan emblem in connection with the main WeChat logo, use the following specifications for color, sizing, and positioning.



2.1 主品牌背书规范
Main Brand Specifications

微信扫一扫标志与主品牌标志同页并置时，建议将主品牌标志放置于页面四角，预留不可侵犯区域。

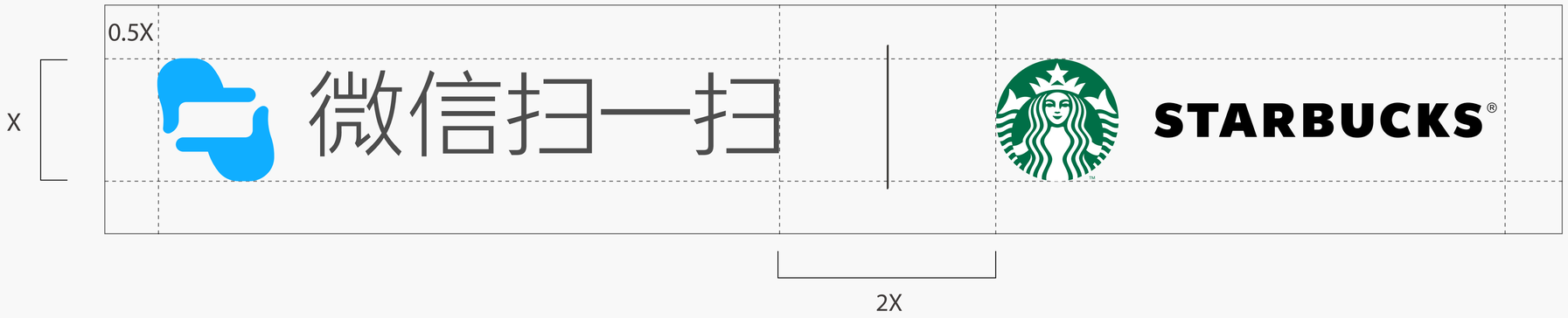
When the WeChat Scan full emblem is displayed in conjunction with the main WeChat symbol, be sure to place the WeChat logo in the four corners of the page with the specified spacing with the page borders.



2.2 合作品牌并置规范
Co-Branding Specifications

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，并遵循不可侵入范围（以星巴克品牌作为合作品牌示例）。

In order make the full emblem and co-brand emblem coherent and distinguishable, it is recommended use the specified amount of minimum spacing at the four corners as well as between the two emblems (using the Starbucks emblem as an example of a co-brand)

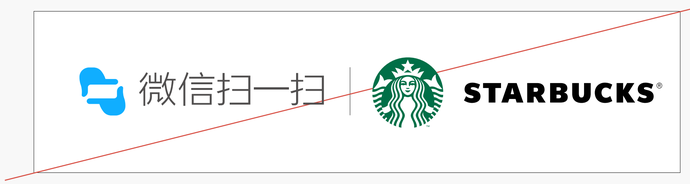


2.2 合作品牌并置规范
Co-Branding Specifications

当微信扫一扫与合作品牌标志组合时需保持大小尺寸一致，且采用相同的色彩版本，以保证清晰的传达品牌合作关系(以星巴克品牌作为合作品牌在三种应用场景下的示例）。

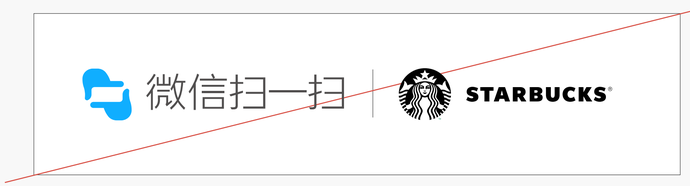
When using the WeChat Scan emblem in combination with a co-brand emblem, it's important to maintain the same sizes and consistent color versions in order to ensure a clear co-brand relationship (using the Starbucks emblem as a co-brand in the following three examples).

合作品牌标志需与微信扫一扫标志保持尺寸一致
Co-brand emblem should be the same size as the WeChat Scan emblem



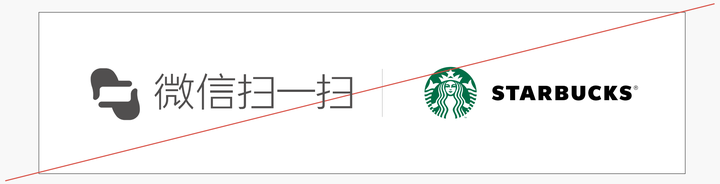
请勿将合作品牌标志尺寸放大
Don't make the co-brand emblem larger than the WeChat Scan emblem

彩色合作品牌标志需与彩色微信扫一扫标志并置
Use a full color WeChat Scan emblem when displaying a full color co-brand emblem



请勿将彩色标志与合作品牌黑白标志并置
Don't use a full color emblem paired with a black & white co-brand emblem

单色合作品牌标志需与单色微信扫一扫标志并置
Both emblems use monochromatic color designs



请勿将深灰色标志与合作品牌彩色标志并置
Don't use a monochromatic emblem paired with a full color co-brand emblem

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