

BRAND DESIGN

**BAIDU TIEBA
BRAND EXPERIENCE
DSIGN**

百度贴吧品牌规范

V 12.0



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1.0

品牌 BRAND

V 12.0



2.0

标志

LOGO

V 12.0



2.1 标志元素

Logo element

贴吧标识由两元素组成: 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。百度贴吧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,

标语标志是百度贴吧的主要品牌符号, 多数情况下请使用此标志。它有助于建立品牌识别, 同时传达出品牌理念与产品定位。

The Paste Bar logo consists of two elements: 1. a graphic logo and 2. a text logo, the relative size and position of which is fixed, and the text logo cannot be used alone. The logo should be copied and used directly from the final specification file, not redrawn or combined. The various electronic formats of this specification are commonly available for Mac or PC.

Slogan logo is the main brand symbol of Baidu Bar, please use this logo in most cases. It helps to establish brand identity, while conveying the brand concept and product positioning.



2.2 标准标志

Standard logo

标志是百度贴吧的主要品牌符号，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。百度贴吧的标准标志的使用场景分为：在白色/浅色背景、品牌紫色背景上使用的全彩标志；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白标志。因单色标志传递品牌识别较于全彩标志更弱，所以非特殊情况下不得使用。

The logo is the main branding symbol of Baidu Bar, so use it in most cases. It helps to establish brand identity, while conveying brand credibility and stability. The standard logo of Baidu bar is divided into the following scenarios: full color logo on white/light background, brand purple background; when the standard logo can not be used in a comfortable way in monochrome application scenarios, monochrome black or monochrome white logo can be used. Because the monochrome logo is weaker than the full color logo in conveying the brand identity, it should not be used under special circumstances.



1.
标志：全彩带描边
背景：白色及浅色



2.
标志：全彩
背景：品牌色及深色



3.
标志：单色
使用场景：单色印刷及特殊工艺
注：非特殊情况下不得使用。

2.3 标语标志

Slogan logo

标语标志是百度贴吧的主要品牌符号，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。百度贴吧的标准标语标志的使用场景分为：在白色/浅色背景、品牌紫色背景上使用的全彩标志；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白标志。因单色标志传递品牌识别较于全彩标志更弱，所以非特殊情况下不得使用。

The slogan logo is the main brand symbol of Baidu.com, so use it in most cases. It helps to establish brand identity while conveying brand credibility and stability. The standard banner logo of Baidu bar is divided into the following scenarios: full-color logo on white/light background, brand purple background; when the standard logo can not be used in a comfortable way in monochrome application scenarios, monochrome black or monochrome white logo can be used. Because the monochrome logo is weaker than the full color logo in conveying the brand identity, it should not be used under special circumstances.



1.
标志：全彩带描边
背景：白色及浅色



2.
标志：全彩
背景：品牌色及深色



3.
标志：单色
使用场景：单色印刷及特殊工艺
注：非特殊情况下不得使用。

2.5 安全区域

Security zone

为确保百度贴吧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，以图形标志的高为一个单位“3x”作为参考值，应保持100%的安全区域，

In order to ensure that the Baidu Tieba brand logo is clearly recognizable in all applications, a certain safe and inviolable area should be provided around the logo. This area corresponds to the minimum distance between the logo and other design elements or text content when the logo is being used. To ensure the integrity and readability of the logo, the size of this area must be strictly adhered to.

When the logo size is scaled for use, the safe area is scaled in equal proportion. As shown in the figure on the right, using the height of



2.6 并置规范

Juxtaposition norm

为确保百度贴吧的品牌标志在与其它品牌并置时能清晰的传递品牌视觉，右图规定百度主品牌与贴吧品牌标识组合规范。

规定了百度贴吧图标高为 X，规定与其它品牌标志之间的比例关系。请正确选择使用，可用于印刷或线上场景。

In order to ensure that the brand logo of Baidu Paste Bar can clearly convey the brand image when juxtaposed with other brands, the diagram on the right specifies the combination of Baidu's main brand and Paste Bar brand logo.

It specifies the height of the Baidu bar icon as X and the proportional relationship with other brand logos. Please choose the correct use, can be used in print or online scenes.



1、与母品牌并置规范



2、与其它品牌并置规范

2.7 最小尺寸

Minimum size

百度贴吧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。且百度贴吧标志没有预设的最大尺寸，其标准标志的最小印刷尺寸为5mm，最小显示器尺寸为25px。另外，标语标志的最小印刷尺寸为10mm，最小显示器尺寸为50px。

The Baidu tieba logo has no fixed size, and its proportion should be determined by the available space, aesthetics, function and visibility. The minimum print size for the standard logo is 5mm, and the minimum display size is 25px, while the minimum print size for the banner logo is 10mm, and the minimum display size is 50px.



显示器最低高度：25px
印刷最低高度：5mm



显示器最低高度：25px
印刷最低高度：5mm



显示器最低高度：50px
印刷最低高度：10mm



显示器最低高度：25px
印刷最低高度：5mm

2.8 使用与规则

Use and restrictions

为了保证百度贴吧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，应避免如右图所示的各种不规范使用样式。

In order to maintain the integrity and uniformity of the baidu tieba brand mark, it is important to follow the use and restrictions described in this specification. When using the brand logo, you should avoid the various irregularities as shown in the diagram on the right.



不要擅自改变文字标志字体



不要擅自组合或排列标志



不要改变标志元素的比例关系



不要拉伸标志



不要在标志周围添加任意文本



不要轮廓化标志或添加描边



不要在标志底部添加投影



不要擅自改变标志标准色



不要使用模糊、质量低的标志



不要将标志放在没有足够对比色的背景中



不要将标志放在繁乱复杂的背景中

3.0

品牌色

BRAND COLOR

V 12.0



3.1 品牌标准色

Brand standard colors

品牌色在百度贴吧的品牌视觉传达中起到了核心作用。右图所示为百度贴吧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。百度贴吧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。

色卡：(PANTONE + Solid Coated)

关于线上品牌色使用，因HSB色域较窄，在跨软件制作的时候优先采用十六进制的色值进行颜色的选取，以减少颜色在使用过程中的偏差。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。

Brand colors play a central role in the visual communication of the brand on BaiduBaba.com. The diagram on the right shows an illustration of Baidu Sticker's standard color palette, which can be used in any brand-related derivative. Each of Baidu's branded colors has an exact match of the appropriate Pantone color. For flat prints, the corresponding Pantone color value (monochrome) is generally required; if Pantone colors are not available, the corresponding CMYK color value is selected as a second choice.

Color card: (PANTONE + Solid Coated)

Regarding the use of online brand colors, due to the narrow HSB color gamut, hexadecimal color values are preferred for color selection in cross-software production to minimize color deviations in use. The brand colors mentioned in this specification may have color variations depending on the screen and press.

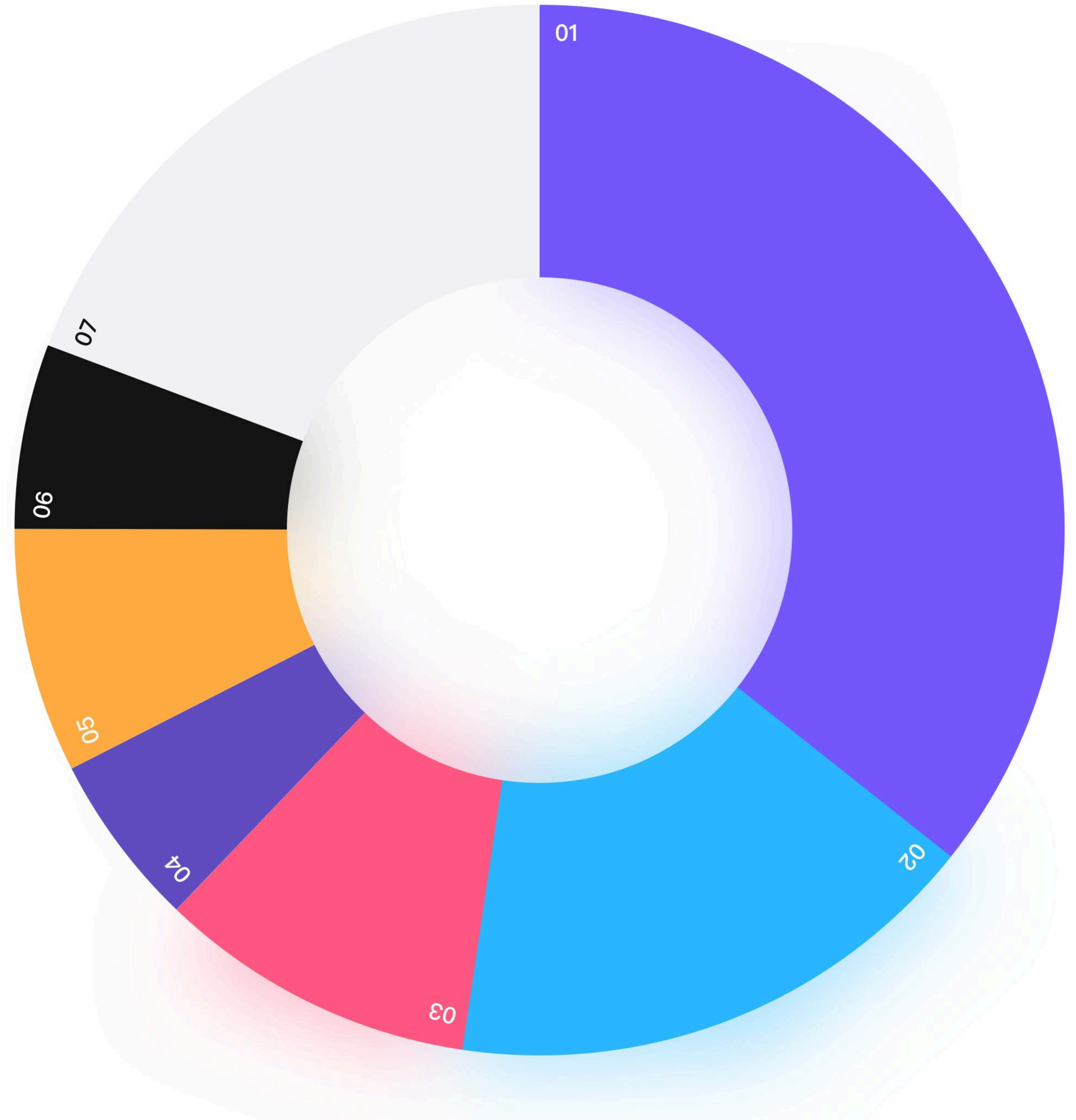
1.百度贴吧 紫	#7559FF Pantone 266 c	H: 250 S: 65 B: 100 C: 71 M: 81 Y: 0 K: 0	主色
2.百度贴吧 蓝	#2BB8FF Pantone 299 c	H: 200 S: 83 B: 100 C: 80 M: 22 Y: 7 K: 0	强调色 1
3.百度贴吧 红	#FF5983 Pantone 191 c	H: 345 S: 65 B: 100 C: 3 M: 86 Y: 38 K: 0	强调色 2
4.百度贴吧 深紫	#614EC2 Pantone Violet c	H: 250 S: 60 B: 76 C: 91 M: 100 Y: 14 K: 0	辅助色 1
5.百度贴吧 黄	#FFAD42 Pantone 7549 c	H: 34 S: 74 B: 100 C: 1 M: 3 Y: 100 K: 0	辅助色 2
6.百度贴吧 黑	#141414 Pantone Black c	H: 250 S: 4 B: 8 C: 78 M: 75 Y: 78 K: 54	辅助色 3
7.百度贴吧 浅灰	#F3F2F5 Pantone Cool gray 1 c	H: 250 S: 1 B: 96 C: 18 M: 14 Y: 14 K: 0	辅助色 4

3.2 品牌色比例

Brand color scale

恰当的颜色比例使用可确保所有用户正确认知百度贴吧品牌。使用百度贴吧品牌色时，百度贴吧紫(1)应做为品牌主色;百度贴吧蓝(2)与百度贴吧红(3)一起使用，可体现清新干净的品牌形象;百度贴吧深紫(4)作为暗色补充色，百度贴吧黄(5)应做为品牌点缀色;其他辅色则有助于应用系统的使用和延展。

The proper use of color proportions can ensure that all users correctly recognize the BaiduBar brand. When using BaiduBar brand color, BaiduBar purple (1) should be the main brand color; BaiduBar blue (2) and BaiduBar red (3) can be used together to reflect the fresh and clean brand image; BaiduBar dark purple (4) as a dark complementary color, BaiduBar yellow (5) as a brand accent color; and other secondary colors can help the application system to use and extend.



4.0

品牌辅助图形

BRAND GRAPH

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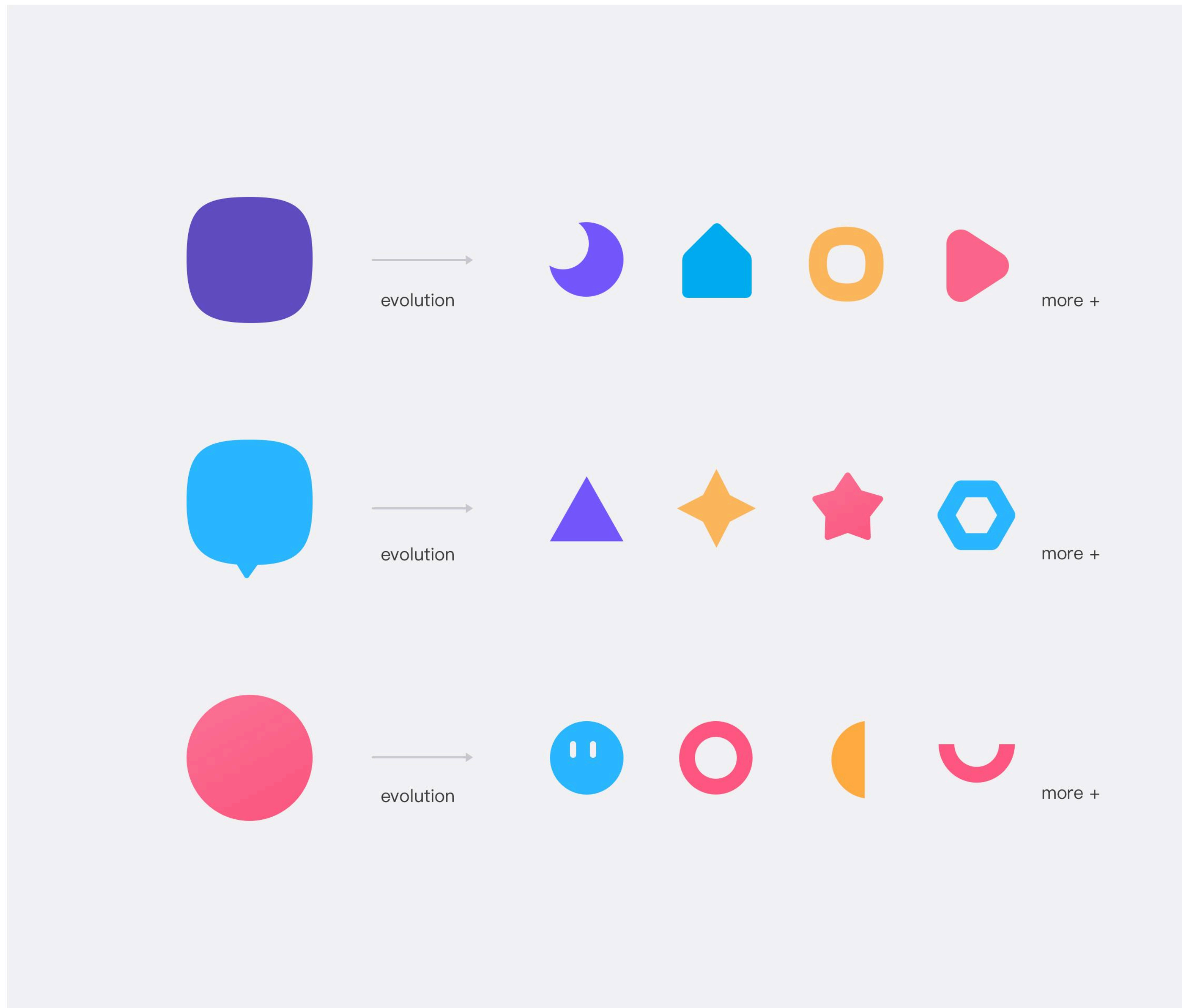


4.1 辅助图形

Secondary Graphics

百度贴吧的辅助图形是由标志中的图形元素扩展延伸出来的图形，能够非常清晰有力的传达贴吧年轻、聚合、多彩的品牌语言。在使用过程中不可压缩拉伸辅助图形的形状。在颜色的搭配上使用品牌标准色、品牌色比例进行使用。

Baidu's auxiliary graphics are extensions of the graphic elements in the logo, which clearly and powerfully convey the young, convergent and colorful brand language of the bar. The shape of the auxiliary graphics should not be compressed or stretched during use. Use the brand standard colors and brand color proportions for the color scheme.



4.2 辅助图形使用示例

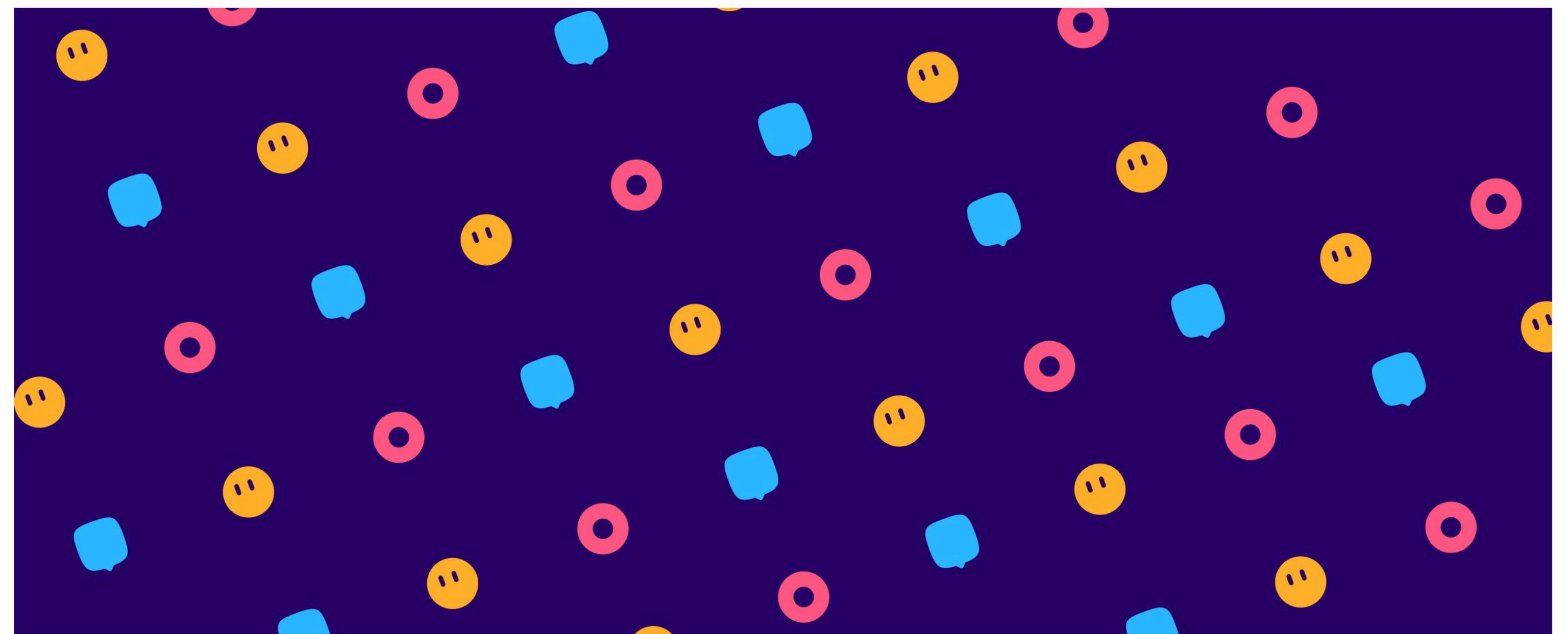
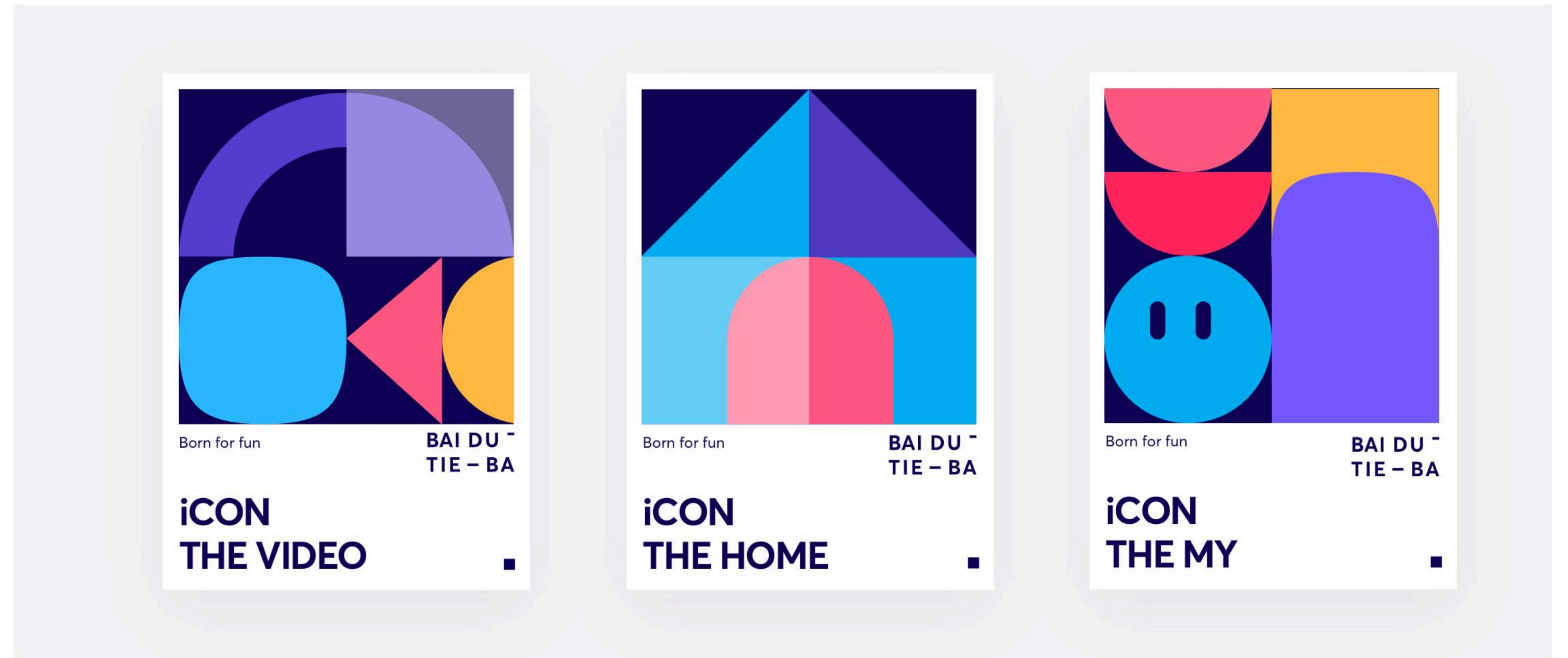
Examples of auxiliary graphics

百度贴吧的辅助图形是由标志中的图形元素扩展延伸出来的图形，能够非常清晰有力的传达贴吧年轻、聚合、多彩的品牌语言。

右图为百度贴吧辅助图形的使用示例。

Baidu's auxiliary graphics are extensions of the graphic elements in the logo, which clearly and powerfully convey the young, convergent and colorful brand language of the bar.

The image on the right shows an example of how to use the Baidu sticker bar auxiliary graphics.



5.0

品牌应用系统

BRAND APPLICATION SYSTEM

V 12.0



5.1 徽章卡套

Badge holder

以统一的品牌语言使用百度贴吧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，百度贴吧将以最正确的品牌基调为用户传达正确的品牌信息。在徽章卡套的设计中使用品牌标准色与辅助图形，清晰的传达了百度贴吧的品牌视觉语言。

Using the BaiduPost bar brand visual identity system with a unified brand language will build a strong brand image. As shown in the image on the right, BaiduBar will convey the right brand message with the right brand tone. The design of the badge holder uses the brand's standard colors and secondary graphics to clearly convey the BaiduBar's brand visual language.



5.2 办公用品

Office supplies

以统一的品牌语言使用百度贴吧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，百度贴吧将以最正确的品牌基调为用户传达正确的品牌信息。在办公用品的设计中使用清晰的品牌标志、品牌标准色、辅助图形，清晰的传达了百度贴吧的品牌视觉语言。

Using the BaiduPost bar brand visual identity system with a unified brand language will build a strong brand image. As shown in the image on the right, BaiduBar will convey the right brand message with the right brand tone. The use of a clear brand logo, brand standard color, and secondary graphics in the design of the office supplies clearly conveys the visual language of the BaiduPost bar brand.



5.3 帆布袋

canvas bag

以统一的品牌语言使用百度贴吧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，百度贴吧将以最正确的品牌基调为用户传达正确的品牌信息。在帆布袋的设计中使用清晰的品牌标志、品牌标准色、辅助图形，清晰的传达了百度贴吧的品牌视觉语言。

Using the BaiduPost bar brand visual identity system with a unified brand language will build a strong brand image. As shown in the image on the right, BaiduBar will convey the right brand message with the right brand tone. The canvas bag design uses a clear brand logo, brand standard colors, and secondary graphics to clearly convey the visual language of the BaiduPost bar brand.

