

Brand Guidelines

Shareware 1.1

Core Brand Assets

Primary Logo / Primary Colors



印象绿

RGB 0/181/72
CMYK 75/0/90/0
HEX 00B548
PANTONE 7481C

A solid green rectangular swatch is shown above a white box containing the name '印象绿' and its corresponding color codes in RGB, CMYK, HEX, and PANTONE formats.

印象灰

RGB 66/66/66
CMYK 76/70/67/32
HEX 424242
PANTONE 446C

A solid dark gray rectangular swatch is shown above a white box containing the name '印象灰' and its corresponding color codes in RGB, CMYK, HEX, and PANTONE formats.

Primary Typeface

中文：

方正兰亭黑简体-Extralight

方正兰亭黑简体-Demibold

方正兰亭黑简体-Heavy

英文：

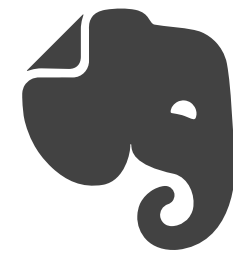
Gotham-Light

Gotham-Book

Gotham-Medium

Gotham-Bold

Logo Types



Logo Types



Logo Types



Lockups

Black Lockup

White Lockup

Gary&White Lockup



Lockups

Black Lockup

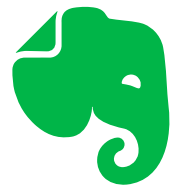
White Lockup

Gary&White Lockup

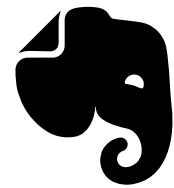


Lockups

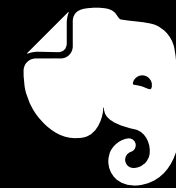
Color Lockup



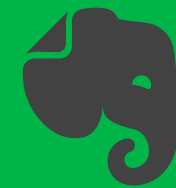
Black Lockup



White Lockup



Grey Lockup



Clear Space




Minimum Sizing

Horizontal Lockup

32px tall [ 印象笔记

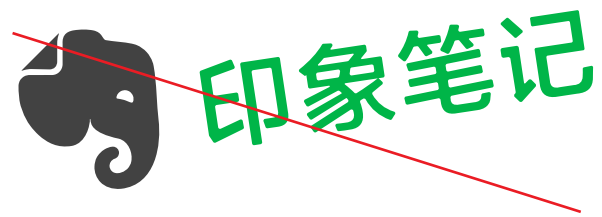
Vertical Lockup

60px tall [
印象笔记

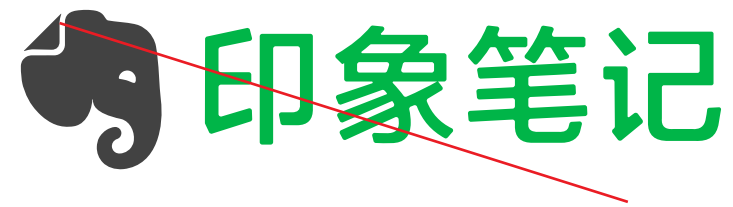
Logomark

32px tall [

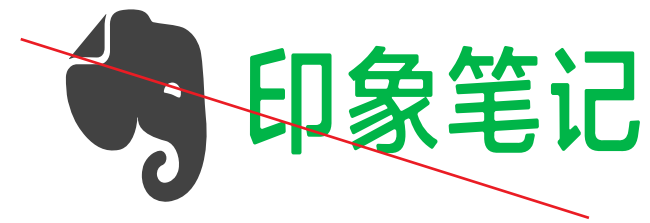
Logo Crimes



不要随意改变标志排列方式



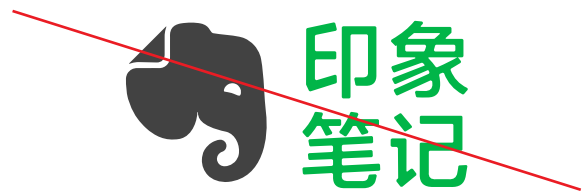
不要随意改变标志元素比例



不要随意拉伸标志



不要随意改变标志排列顺序



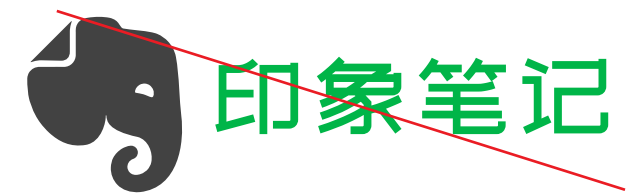
不要随意改变标志组合方式



不要给标志增加阴影等效果



不要给标志增加模糊等效果



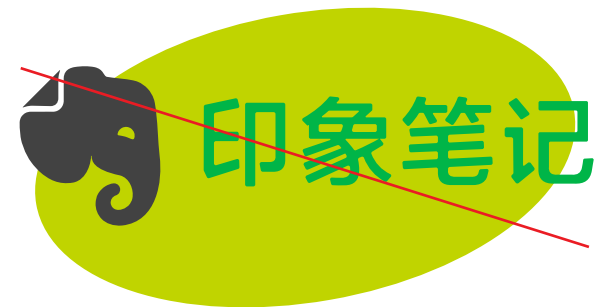
不要随意改变标志字体



不要随意改变标志颜色



不要随意改变标志效果
如渐变



不可随意在标志中添加其他元素
如背景图形

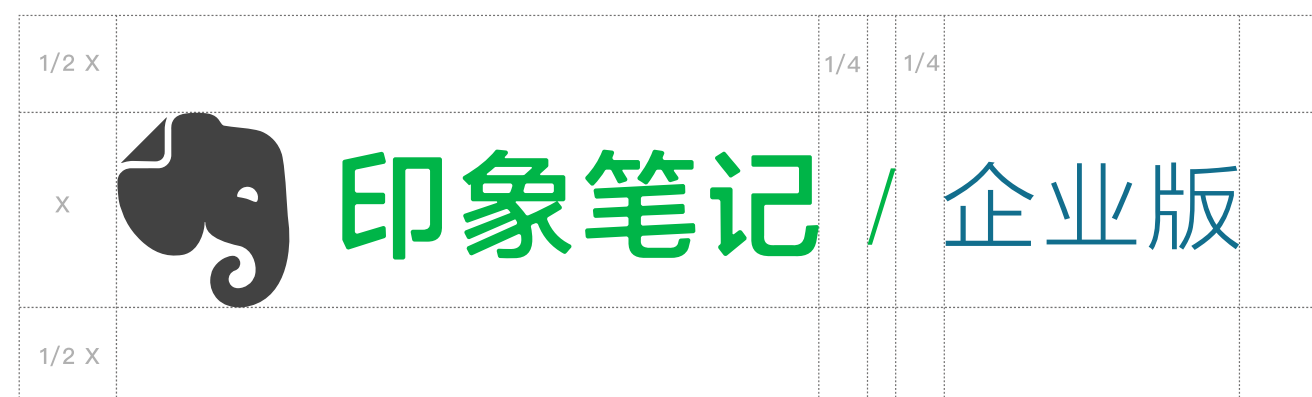


不可给标志增加描边等效果

Standard Lockups



Clear Space



Co-Branded Logos

Partnerships



Vendors



Partnership Clear Space



Colors

Primary Color Palette



印象绿

RGB 0/181/72

CMYK 74/2/92/0

HEX #00B548

PANTONE 7481C



印象灰







RGB 66/66/66

CMYK 76/70/67/32

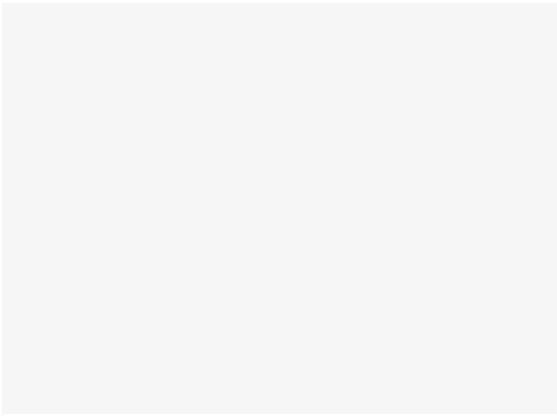
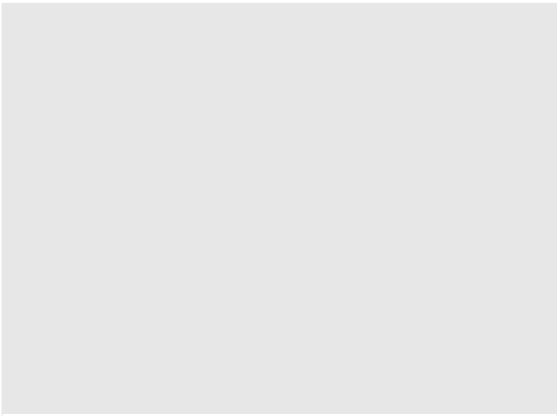


HEX 424242

PANTONE 446C

Secondary Color Palette

 <p>草绿</p> <p>RGB 195/215/0 CMYK 30/0/95/0 HEX #C3D700 PANTONE 382C</p>	 <p>蓝</p> <p>RGB 110/215/200 CMYK 50/0/30/0 HEX #6ED7C8 PANTONE 3242C</p>	 <p>黄</p> <p>RGB 225/220/0 CMYK 0/12/88/0 HEX #FFDC00 PANTONE 108C</p>
 <p>橘</p> <p>RGB 255/165/0 CMYK 0/46/91/0 HEX #FFA500 PANTONE 137C</p>	 <p>紫</p> <p>RGB 65/55/95 CMYK 85/87/47/13 HEX #41375F PANTONE 5365C</p>	 <p>深蓝</p> <p>RGB 18/110/141 CMYK 90/50/30/5 HEX #126E8D PANTONE 7705C</p>

Secondary Color Palette

			
<p>轻灰</p> <p>RGB 249/249/249 CMYK 3/2/2/0 HEX F9F9F9 PANTONE -</p>	<p>灰</p> <p>RGB 234/234/234 CMYK 10/7/7/0 HEX EAEAEA PANTONE -</p>	<p>中灰</p> <p>RGB 165/165/165 CMYK 40/33/30/0 HEX A5A5A5 PANTONE -</p>	<p>深灰</p> <p>RGB 97/97/97 CMYK 70/60/58/10 HEX 616161 PANTONE -</p>

Typography

PRIMARY TYPEFACE

Primary Typeface

方正兰亭黑简体

Gotham

Weights

中文:

方正兰亭黑简体-Extralight

方正兰亭黑简体-Demibold

方正兰亭黑简体-Heavy

英文:

Gotham-Light

Gotham-Book

Gotham-Medium

Gotham-Bold

Primary Typeface
by Client

Web Gotham

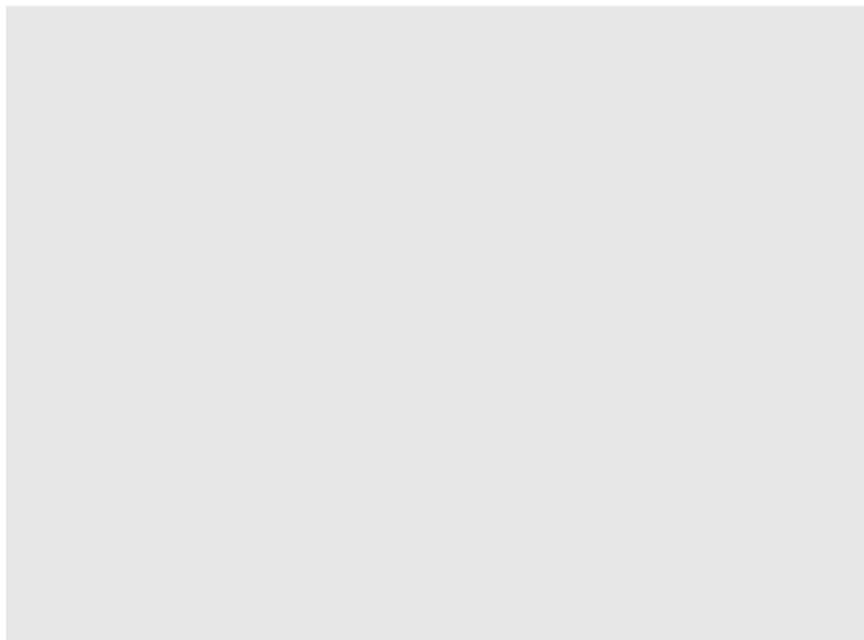
iOS San Francisco

Android Roboto

Mac San Francisco

Windows Segoe

PRIMARY TYPE COLORS



灰

RGB 234/234/234
CMYK 10/7/7/0
HEX EAEAEA
PANTONE –

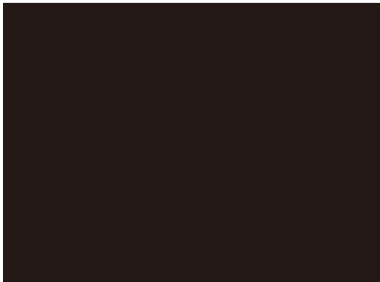


深灰

RGB 97/97/97
CMYK 70/60/58/10
HEX 616161
PANTONE –



白

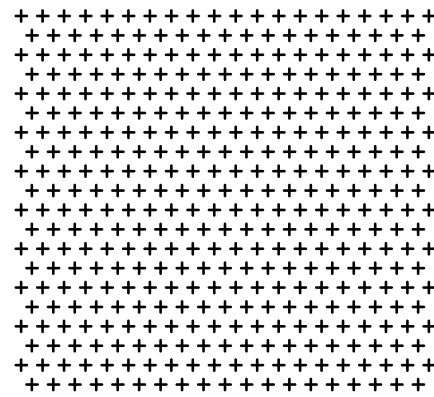
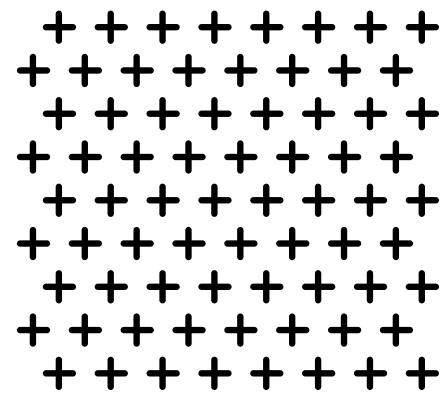


黑

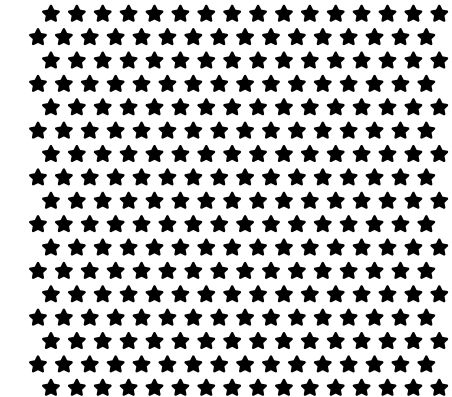
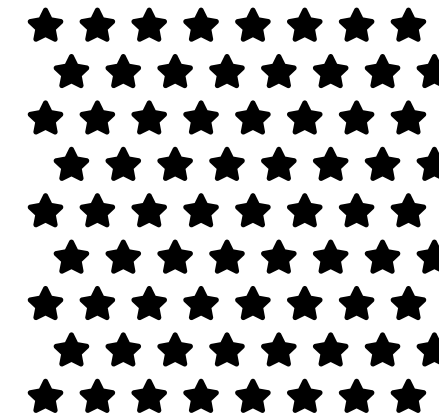
Design Patterns

Patterns for illustrations

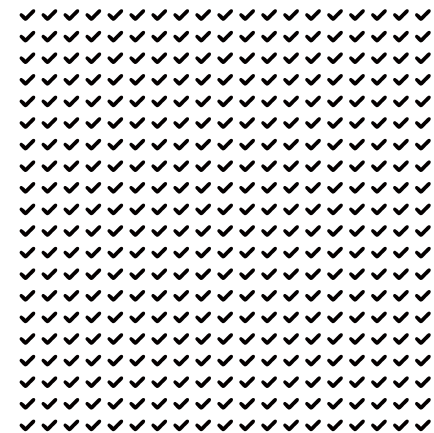
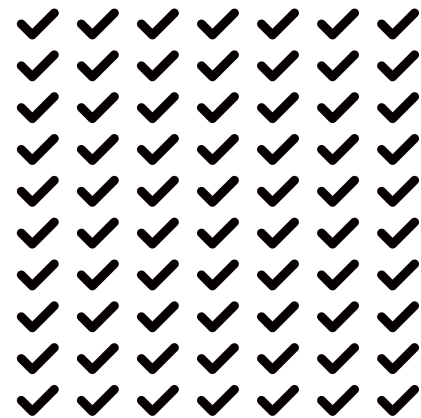
Notes



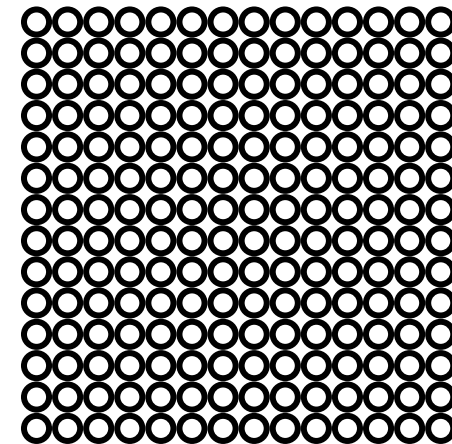
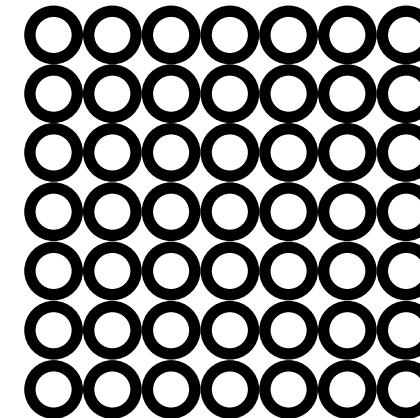
Greatness



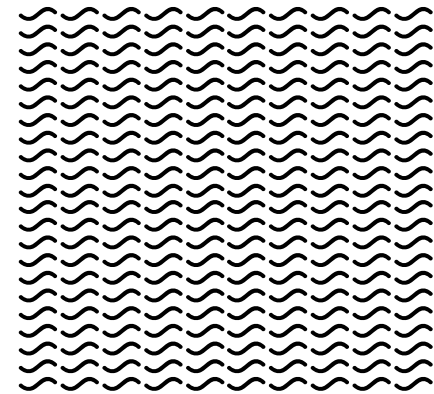
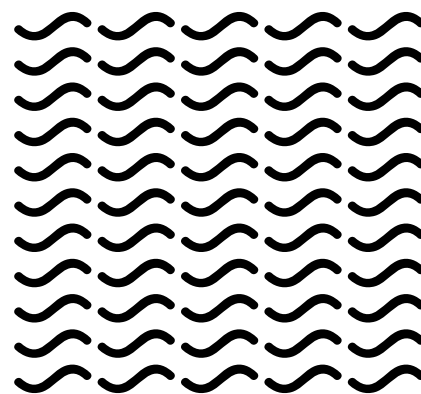
Achievement



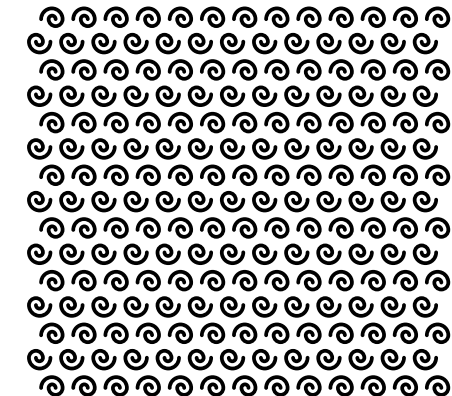
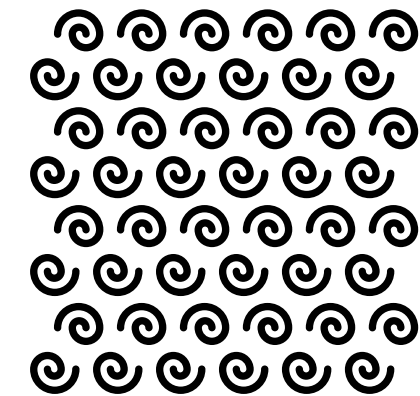
Teamwork



Potential

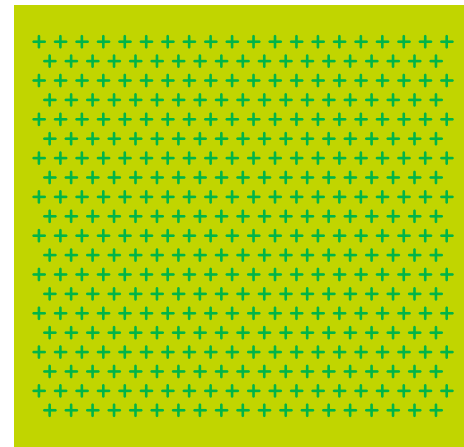
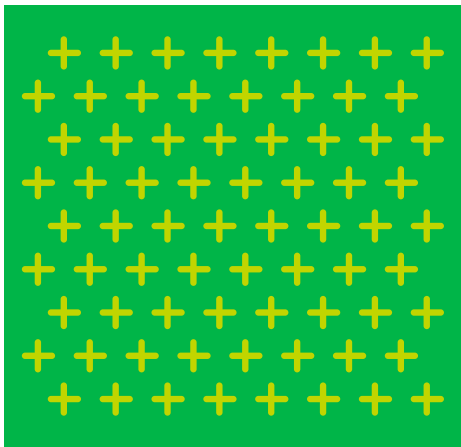


Elephant

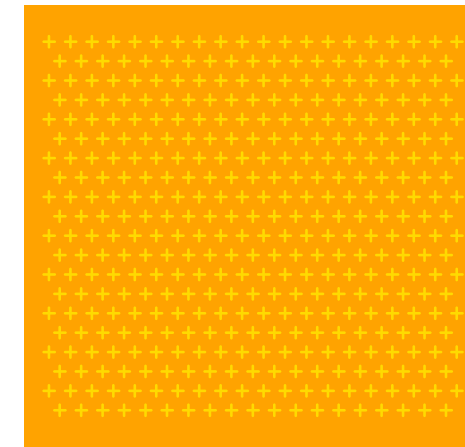
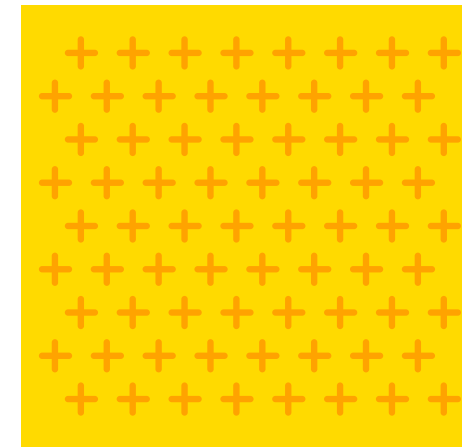


Patterns - Colors

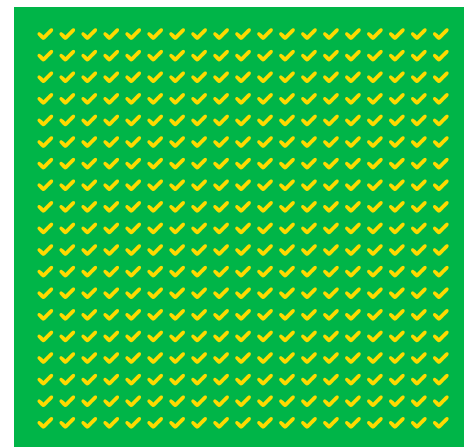
Green / Green



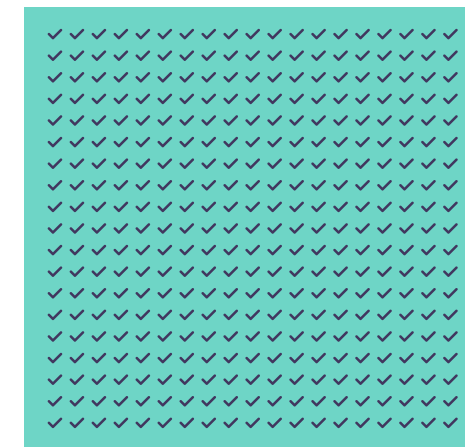
Orange / Yellow



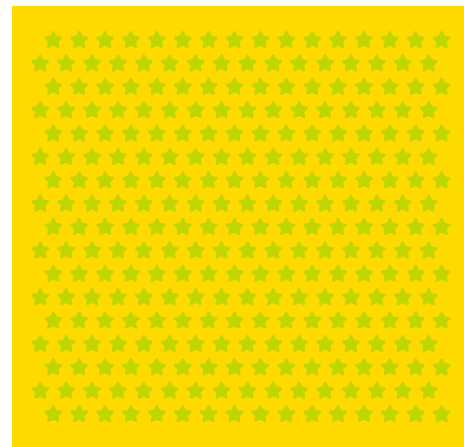
Green / Yellow



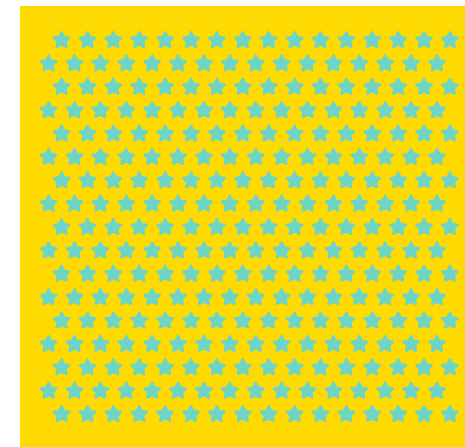
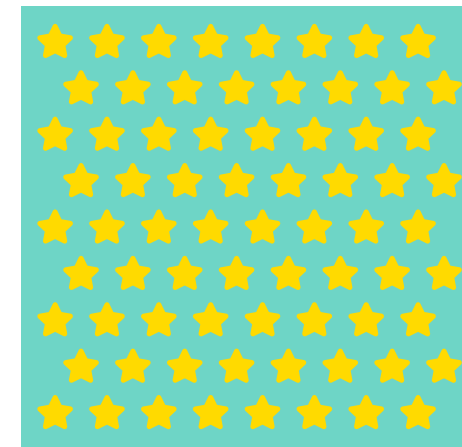
Blue / Purple



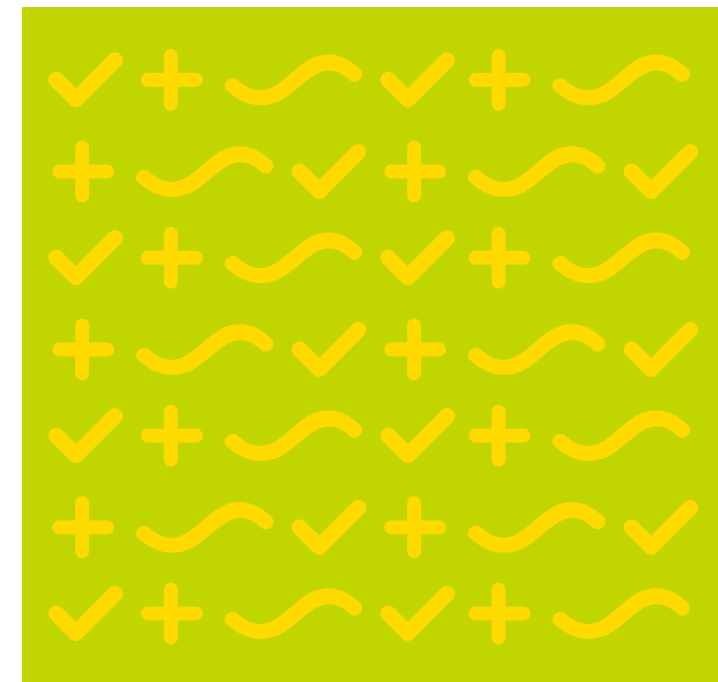
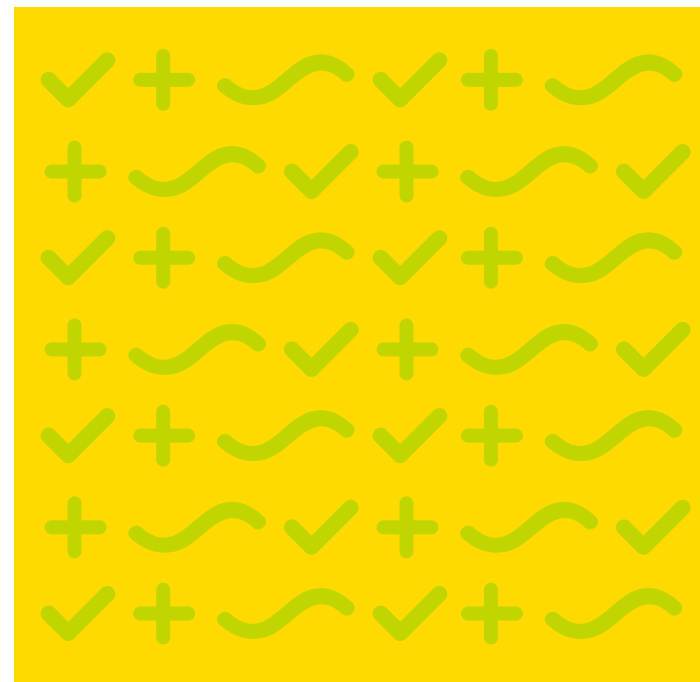
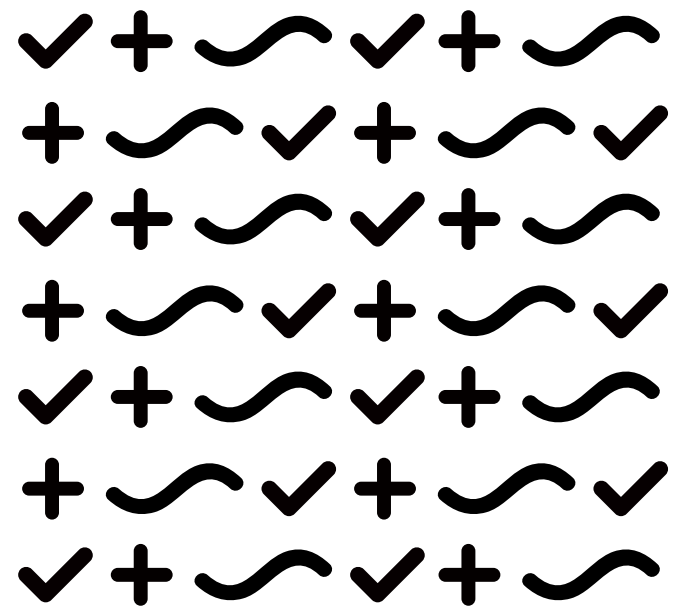
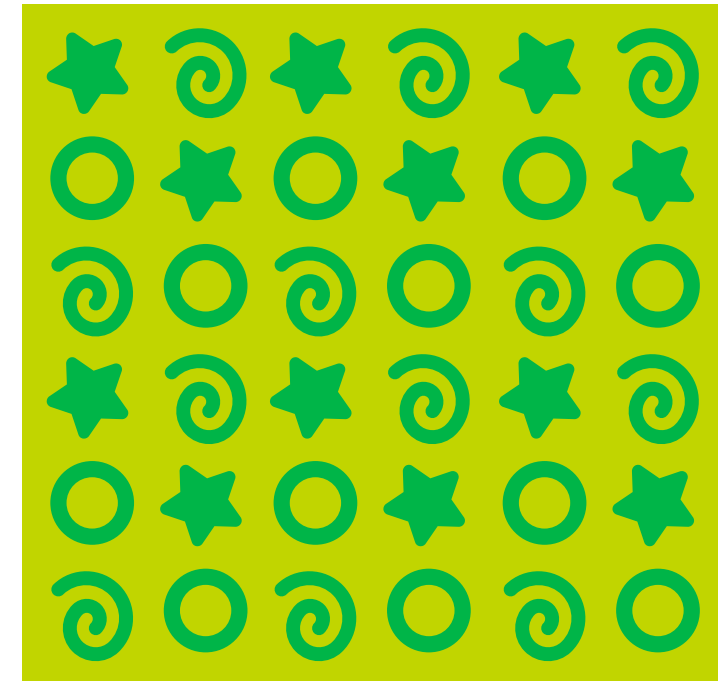
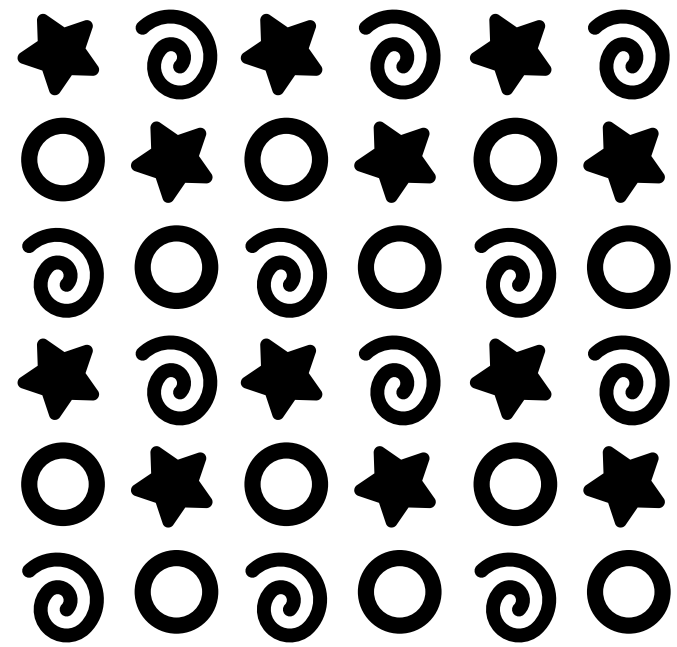
Yellow / Green



Yellow / Blue



Signature Pattern



Thank you.
Contact: Design@yinxiang.com