



品牌传播指引标准
Brand communication guidelines

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YVVY作为一个美克股份年轻的家居品牌，视觉和感觉需从始至终发出同一声音，建立一个完善强大的平台，YVVY的个性，颜色，字体和图像保持同一调性和标准，使品牌与客户沟通更加明确和独特。本手册的目的，是提供YVVY品牌在呈现中的手段和规范，使品牌信息呈现方式变得更清晰和明确。

YVVY as a young household brand of Markor, we need one external voice, on its look and feel from beginning to end, to establish a complete powerful platform. YVVY personality, colors, fonts and images should keep the same tone and standards, so that having clear brand communication with customers. The purpose of this book is to provide the means and standard of YVVY in brand presentation, to have brand presentation information become clearer.

YVVY 品牌

BRAND

YVVY 的目标群体为各大城市年轻的一代，他们紧跟时尚，追赶潮流
YVVY targets Generation Y consumers in major cities who closely follow trends and aspire to be cool and hip



潮 HIP

惊喜 SURPRISING

独特 UNIQUE

酷 COOL



A 基础系统
Basic design system



A 1

标准注册商标

Standard registered trademark

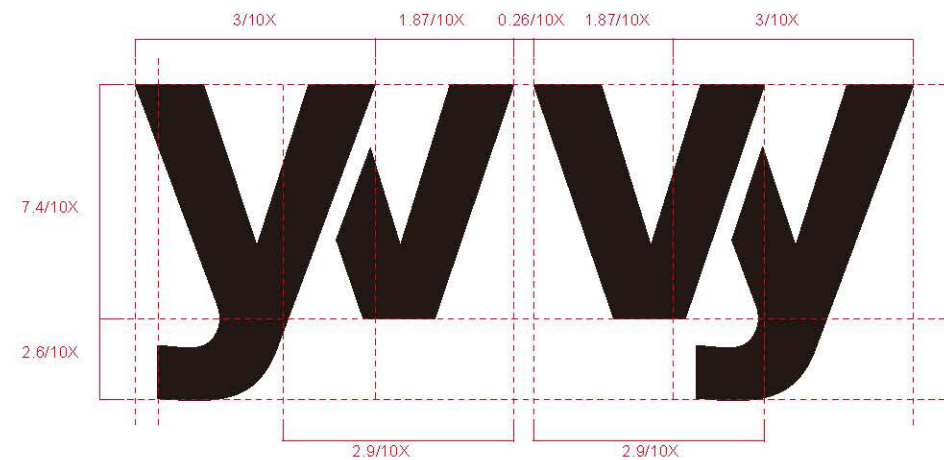
ywvy®

经商标局核准注册的商标为注册商标，包括商品商标、服务商标和集体商标、证明商标；商标注册人享有商标专用权，受法律保护。

Approved by the Trademark Office, registered trademarks include merchandise marks, service marks, collective marks, certification marks; registered trademarks enjoy the exclusive right and being protected by law

A 2.1

标识标准制图

Logo standard cartography

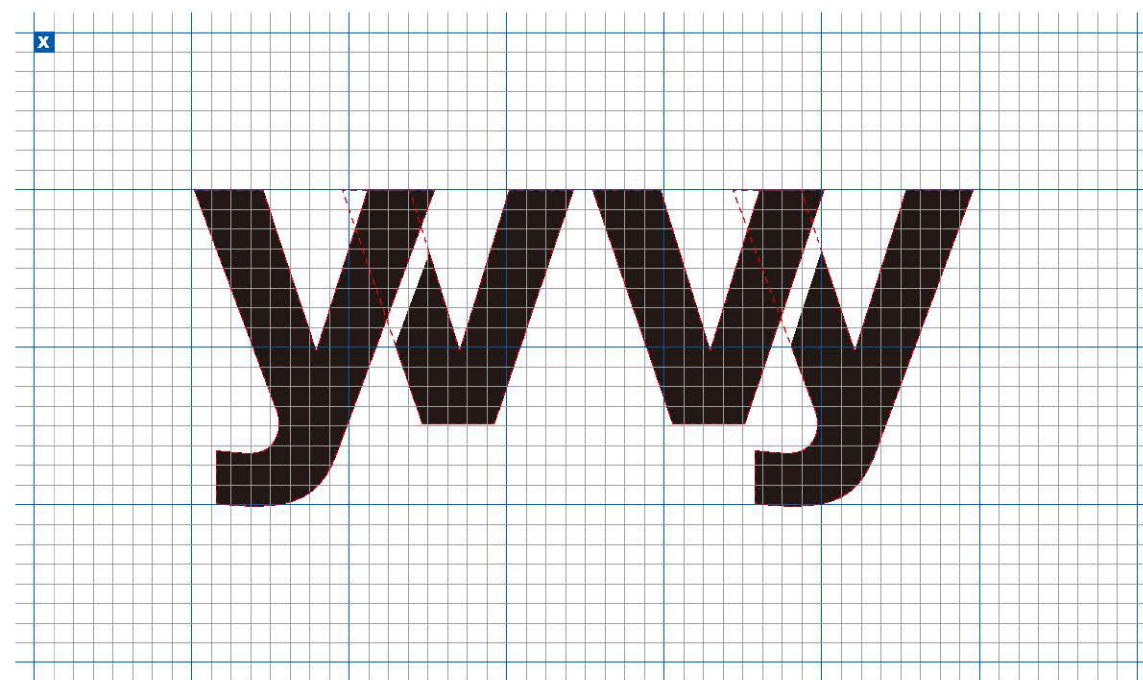
注：X作为一个计量单位

公司标志是企业形象的象征，是整个视觉传达设计的核心。标志的精致化作业是非常重要的环节，如果想实施执行，必须按此绘图规范执行，不得擅自修改间距、比例、形状。

Company Sign is a symbol of the corporate image, also the core of the entire visual design communication. Sign refinement is a very important part, we must observe this the drawing specifications in practice, no modification on spacing, ratio, shape are allowed.

A 2.2

标识标准制图

Logo standard cartography

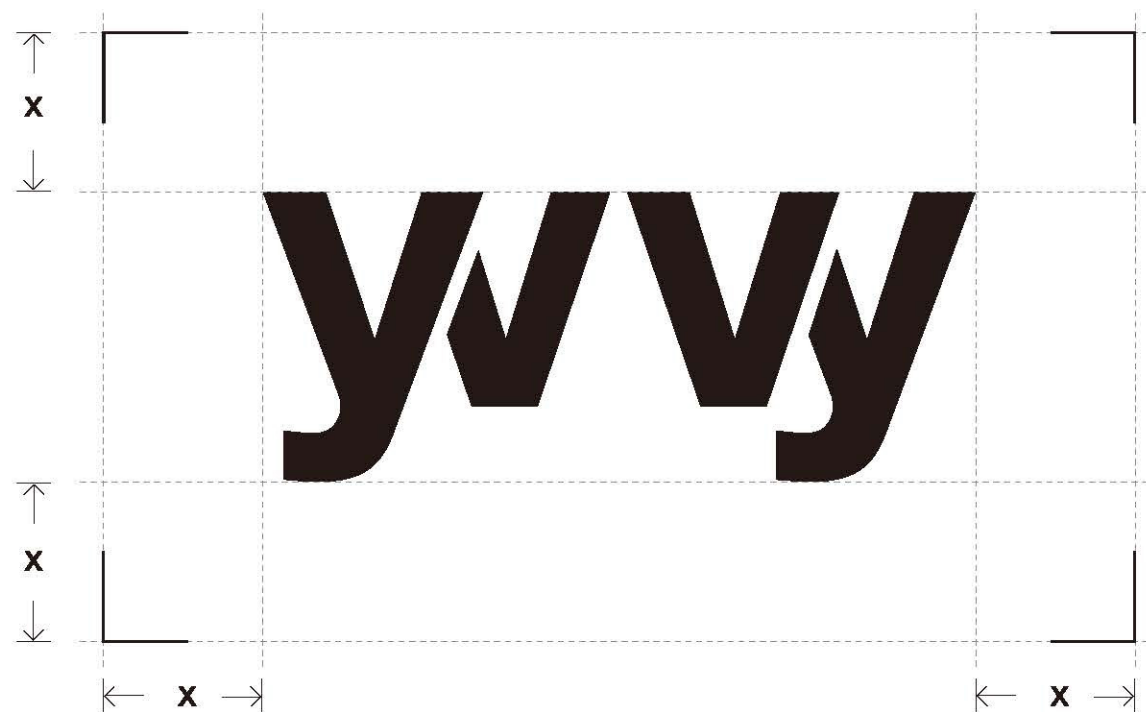
注：X作为一个计量单位

公司标志是企业形象的象征，是整个视觉传达设计的核心。标志的精致化作业是非常重要的环节，如果想实施执行，必须按此绘图规范执行，不得擅自修改间距、比例、形状。

Company Sign is a symbol of the corporate image, also the core of the entire visual design communication. Sign refinement is a very important part, we must observe this the drawing specifications in practice, no modification on spacing, ratio, shape are allowed.

A 2.3

标识预留空间限定区域

Logo headspace area

标志需要宽敞的空间，需保持应用统一性。它们有不同的形状，用于定义字母周围的面积保护。

Signs require ample space, to keep the application uniformity. They have different shapes, and they are used to protect the area around the letter

A 3.1

标识最小尺寸

Logo minimum size

标志在应用中使用项目繁多，使用场合各异。在印刷媒体等项目中，一般设计成各种尺寸的，以提供选择使用。但上述方式一般适合较小的标志使用，而在招牌、建筑外观等大型应用设计的场合，必须重新手工绘制制作。为了正确地使用标志而不至于变形，对标志进行了细致的标准制图规划与限定。

标志最小使用规范: 为了使标志缩小使用不被变形，本节对标志进行了最小使用规范。最小使用范围：长度为10mm(在微小产品或物品上为5mm)。

Signs are used in different occasions. In projects like the print media, they are generally designed into a variety of sizes. However, the above approach is generally used for smaller signs, in large-scale applications such as signage, building exterior design, it must be re-made hand-drawn. In order to properly use the signs, we have made a detailed standard for signs drawing

The minim size specifications: In order to properly use the signs, we have made a standard for minim size using.

The minim size range: length 10mm (5mm on tiny products or articles)

要打印的尺寸 DIMENSIONS TO PRINT

W 10 mm



W 8,5 mm



W 7,5 mm

主要形式的应用中选择理想的标识，当施加到材料的打印工作或其他印刷材料，提供了足够的选择空间。

Choose the ideal signs in the main form application, providing sufficient choices when applied to the material printing or other printed material



W 6,5 mm



W 5 mm



一般印刷品广告最小为10mm



微小产品或物品上最小为5mm

A 3.2

标志错误使用方法

Incorrect Usage



品牌标志是外界第一个接触点。因此，需要保持连贯一致的标识和应用标志。在此举例几个错误使用示例，便于在应用时避免出现类似错误。

Brand signs are the first contact point outside. Therefore we need to maintain a consistent signs and logo application. Here we present a few incorrect usages, to avoid similar mistakes.

A 3.3

标识独立性

logo independence

标识代表着品牌的整体形象。它的意义不该与任何特定阶段、信息或身份捆绑。

Brand signs are the first contact point outside. Therefore we need to maintain a consistent signs and logo application. Here we present a few incorrect usages, to avoid similar mistakes.

~~永远不要将~~ **ywvy** ~~用作一个词语~~

~~Never use~~ **ywvy** ~~as a word~~

~~永远不要将~~
ywvy
~~用作一个词语~~

~~Never use~~
ywvy
~~as a word~~

A 4.1

标准色 *standard colors*



CMYK 40 25 20 0



CMYK 0 0 0 100



CMYK 11 13 14 26
RGB 185 171 158
Pantone wam Gray5cC

标志的标准色板。下面色调都经过精心挑选，以保持品牌的完整性。

Sign a standard palette. The following colors have been carefully selected in order to maintain brand integrity.

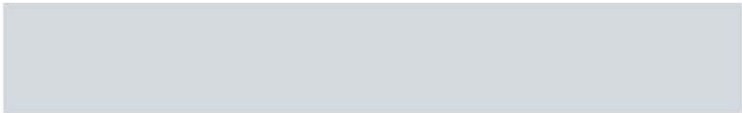



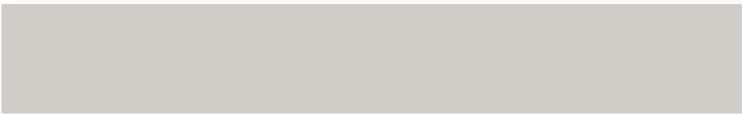










A 4.2

其他颜色

Optional colors

对于某些应用中，为了适应特殊环境，扩大颜色选择范围，颜色透明度不得低于50%和大于20%。

For some applications, in order to adapt to the special environment, expand the color selection, color transparency, not less than 50%.

| | | |
|---|---|---|
|  50% |  50% |  k 50% |
|  75% |  75% |  k 60% |
|  100% CMYK 40 25 20 0 |  100% CMYK 11 13 14 26 RGB 185 171 158 Pantone wam Gray5cC |  k 70% |
|  100% +k 10% |  100% +k 10% |  k 80% |
|  100% +k 20% |  100% +k 20% |  100% CMYK 100 2 32 12 RGB 0 0 0 |

A 4.3

其他颜色 *standard colors*

对于某些应用中，为了适应特殊环境，扩大颜色选择范围，颜色透明度不得低于50%和大于20%。

For some applications, in order to adapt to the special environment, expand the color selection, color transparency, not less than 50%.



50%



50%



75%



75%



100% CMYK 50 20 15 10



100% CMYK 20 25 40 0



100%
+k 10%



100%
+k 10%



100%
+k 20%



100%
+k 20%

A 4.4

反白效果

Whitening us

规范正确反白范例的基本是以保持完整性色的情况下，最大可能的对比度。
Highlight the correct specification of the basic paradigm is to maintain the integrity of the color, the maximum possible contrast.



A 4.3

标准中文字体

Standard Chinese font

在各类印刷品应用、媒介物料等均应一致使用所设的标准字体，在使用标准字体时不得随意改变字体，以确保品牌形象的一致性

It should be consistent with the set standard font In all types of printed application, media materials, etc. use standard fonts without alteration, to ensure consistency of brand message

潮

标题 中宋简体

酷

内文 简宋

惊喜

标题 中黑简体

&

标题 微软雅黑

独特

内文 中等线简体

A 4.4

标准英文字体

Standard English fonts

在各类印刷品应用、媒介物料等均应一致使用所设的标准字体，在使用标准字体时不得随意改变字体，以确保品牌形象的一致性

It should be consistent with the set standard font In all types of printed application, media materials, etc. use standard fonts without alteration, to ensure consistency of brand message

123

标题 Times New Roman Bold

ABC

内文 Times New Roman Regular

123

标题 Arial Black

ABC

内文 Arial

*

内文 Helvetica Neue

B 品牌外部接触点(广告媒体)
Brand external contact (Ads media)



B 1.1

户外灯箱

Outside materials

为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在灯箱物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In lightbox materials, consistently use this standard to ensure consistency of brand image



yvvv



发音 [' i v] , Young ' Vybes 的缩写,是来自惊喜而欢呼的声音,是因为不断变化、所带来的律动与活力,也是表达自我个性所带来的乐趣。搜罗全球各地最新鲜的设计与创意,提供潮流前沿、无国界的世界风格,时尚、轻松、因新奇变化而充满乐趣的家居生活,就在这里。

yvvv.cn

B 2.1

杂志

Magazines (horizontal version)

为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在各类杂志物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In all kinds of magazines, consistently use this standard to ensure consistency of brand image



B 2.2

杂志 (竖版)

Magazine (vertical version)

为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在杂志物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In all kinds of magazines, consistently use this standard to ensure consistency of brand image

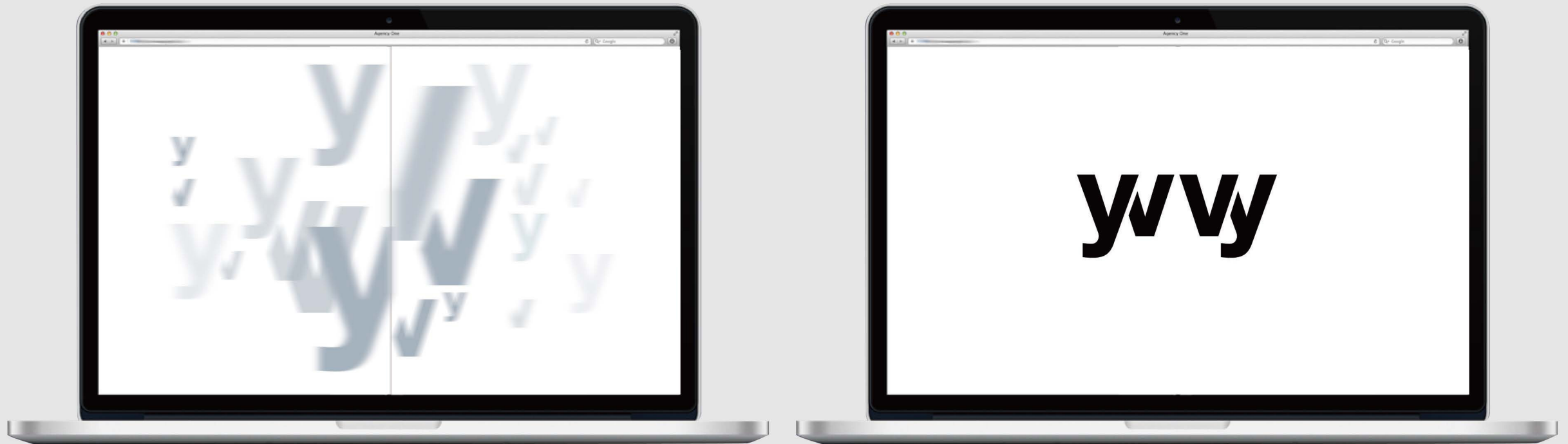


B 3.1

网站 *Website*

为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在网络物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In network materials, consistently use this standard to ensure consistency of brand image



B 4.1

手提袋

Handbag

为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在各类手提袋物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In all kinds of handbag, consistently use this standard to ensure consistency of brand image



B 4.4

光盘 CD

为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在各类光盘物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In all kinds of CD, consistently use this standard to ensure consistency of brand image



C 品牌触点(店内体验)

The brand contact points (in-store experience)

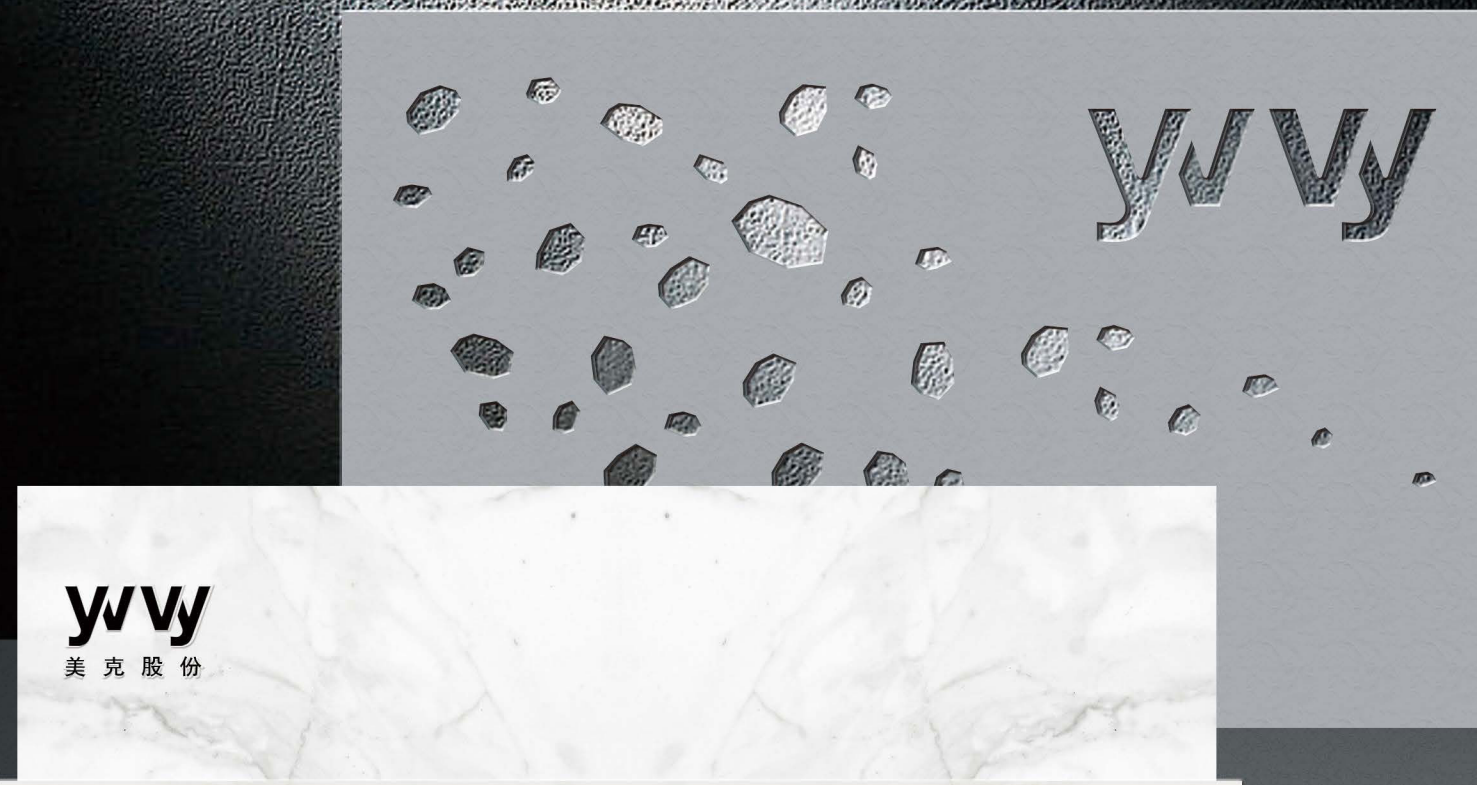


前台形象图

Front desk logo image

店面前台如同店内核心品牌形象，直接关系到品牌调性以及定位，鉴于全国连锁店较多，所以在这对前台形象进行规范并制定标准，在执行时不得随意修改，以此方案比例为准

Front desk are directly related to brand tone and positioning. Given the large national chain stores number, different stores has the different forms in different environments, so in this respect we regulate and make standards for front desk ads, no modifications at execution, take this one as standard



C 2.1

POP materials



为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在POP物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In lightbox POP, consistently use this standard to ensure consistency of brand image

C 2.2

POP materials

为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在POP物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In lightbox POP, consistently use this standard to ensure consistency of brand image

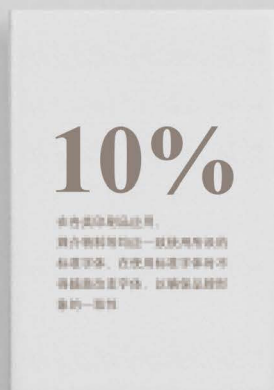


C 2.3

POP materials

为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在POP物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In lightbox POP, consistently use this standard to ensure consistency of brand image



C 2.4

产品资料夹

Product folder

为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在资料夹物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In lightbox Product folder, consistently use this standard to ensure consistency of brand image



C 2.5

价签

Product Price tag

价签的作用是让进店客户在关注产品同时，更加直观的了解产品信息以及价格。为了确保客户在店内逛店时，我们发出的是同一个声音。产品价签均应一致使用此标准，以确保品牌形象的一致性

The price tags allow customers a better understanding of the product information and price. Price tags materials should be consistently using this standard in order to ensure consistency of brand image



D 内部应用
Internal application



D 1.1

名片

Business card

为塑造统一的企业形象，加强内部管理，特设计一系列办公系统用品，以适应各种日常、商务活动需要。名片中的规格、字体、颜色及组合形式为标准规范，不得随意更改；名片中的姓名、职位、联系方式等资料根据实际情况更换

To create a unified corporate image, strengthen internal management, we specially design a range of office supplies to meet to a variety of daily and business needs.

Business card specifications, font, color and composition are the standards forms, no modifications allowed; changes on the name, job title, contact information and other information are made based on the actual situation

D 1.2

资料夹 *Folders*

为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在资料夹物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In all kinds of Folders, consistently use this standard to ensure consistency of brand image



D 1.3

信封
Envelope

为塑造统一的企业形象，加强内部管理，特设计一系列办公系统用品，以适应各种日常、商务活动需要。名片中的规格、字体、颜色及组合形式为标准规范，不得随意更改；信封的联系方式等资料根据实际情况更换

To create a unified corporate image, strengthen internal management, we specially design a range of office supplies to meet to a variety of daily and business needs. Envelope specifications, font, color and composition are the standards forms, no modifications allowed; changes on contact information and other information are made based on the actual situation



D 1.4

信纸

Letter papers

为塑造统一的企业形象，加强内部管理，特设计一系列办公系统用品，以适应各种日常、商务活动需要。名片中的规格、字体、颜色及组合形式为标准规范，不得随意更改；信纸中的联系方式等资料根据实际情况更换

To create a unified corporate image, strengthen internal management, we specially design a range of office supplies to meet to a variety of daily and business needs. Paper specifications, font, color and composition are the standards forms, no modifications allowed; changes on contact information and other information are made based on the actual situation



D 2.1

工牌
ID card



为塑造统一的企业形象，加强内部管理，特设计一系列办公系统用品，以适应各种日常、商务活动需要。名片中的规格、字体、颜色及组合形式为标准规范，不得随意更改。

To create a unified corporate image, strengthen internal management, we specially design a range of office supplies to meet to a variety of daily and business needs.

Card specifications, font, color and composition are the standards forms, no modifications allowed

D 3.1

印章
Seal

为了确保客户在外品牌外部接触点时，我们发出的是同一个声音。在资料夹物料中均应一致使用此标准，以确保品牌形象的一致性

One external voice. In all kinds of Folders, consistently use this standard to ensure consistency of brand image



D 2.1

笔
Pen

为塑造统一的企业形象，加强内部管理，特设计一系列办公系统用品，以适应各种日常、商务活动需要。名片中的规格、字体、颜色及组合形式为标准规范，不得随意更改。

To create a unified corporate image, strengthen internal management, we specially design a range of office supplies to meet to a variety of daily and business needs. Specifications, font, color and composition are the standards forms, no modifications allowed

