

品牌主标志

Primary Brand Identity

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- PBI / 02 标志细节 | Symbol Detail
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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。

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

图形标志 Symbol



标志细节

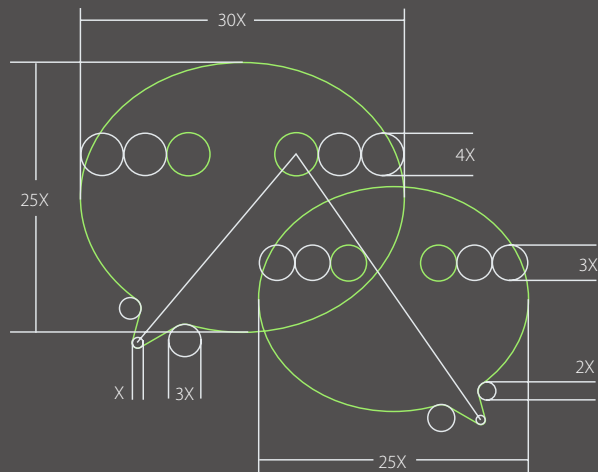
Symbol Detail

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

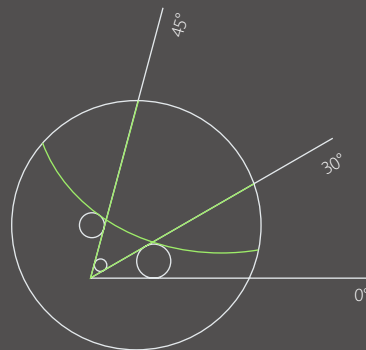
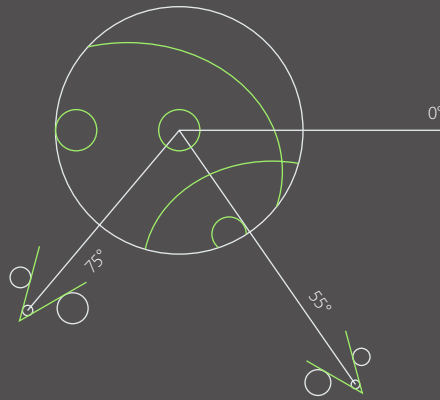


标志细节 Symbol Detail

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

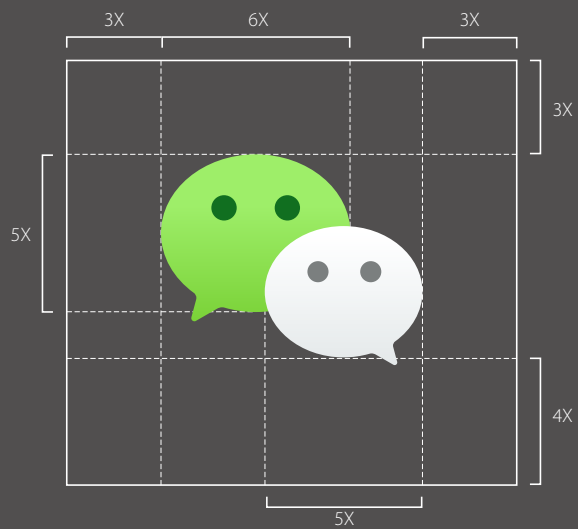


标志网格 Symbol Proportions

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

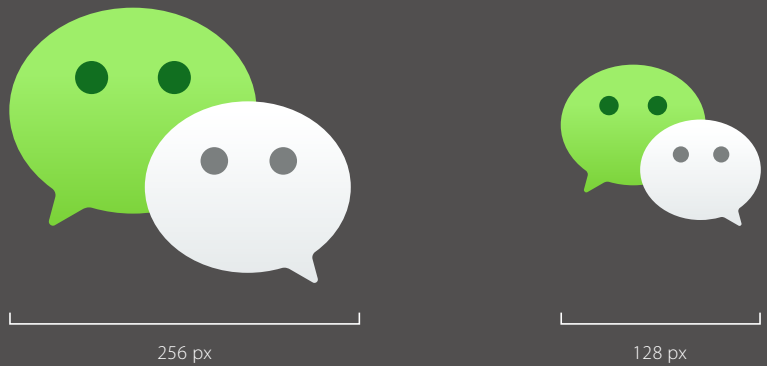


标志比例 Symbol Scale

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.

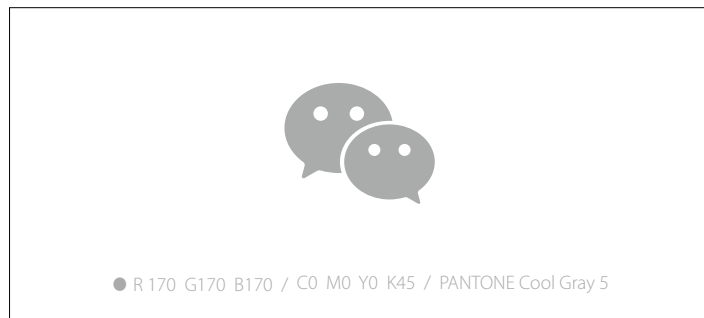
单色标志 - 白

Monochromatic Symbol-White



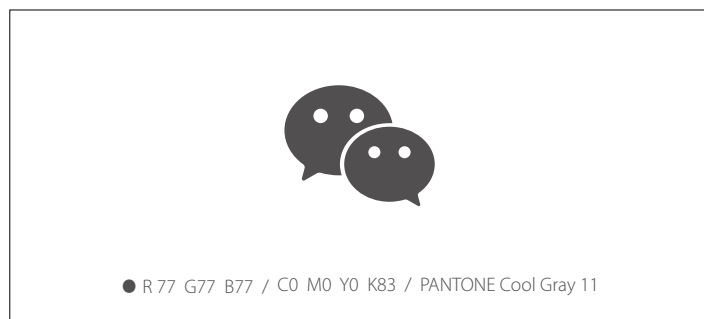
单色标志 - 浅灰

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

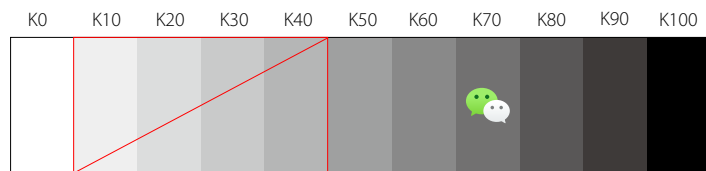
Background Color

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。

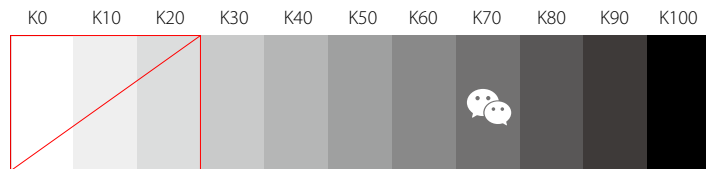
This page demonstrates usage of the WeChat full-color and monochromatic symbol. To protect the integrity and intrinsic value of WeChat's brand identity, it's forbidden to inappropriately apply or alter the WeChat symbol specification.

标志背景色规则

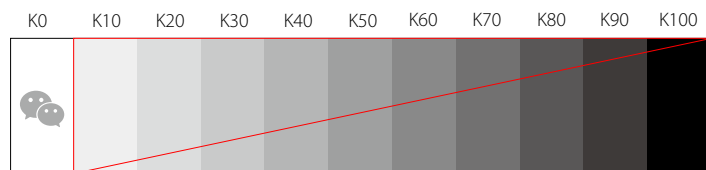
Background Color Rule



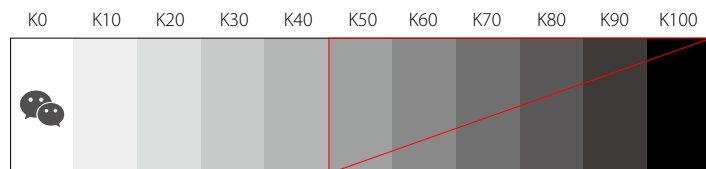
请勿将全彩图形标志放置于 K 值 10-40 的背景。
Do not use the WeChat full-color symbol over K 10-40 background.



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.



请勿将深灰色单色图形标志放置于 K 值 50-100 的背景。
Do not use the WeChat monochromatic symbol (dark gray) over K 50-100 background.

错误使用示例

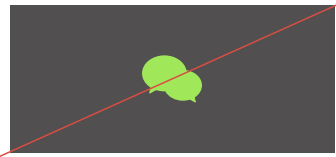
Incorrect Examples

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。

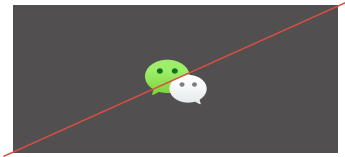
This page demonstrates inappropriate usage of the WeChat symbol. WeChat symbol specifications ensure optimal identification and usage should strictly follow established guidelines.

标志错误使用示例

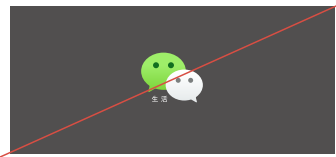
Examples of Inappropriate Use



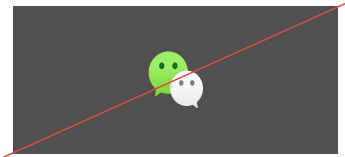
请勿轮廓化标志或添加描边；
Don't outline the symbol.



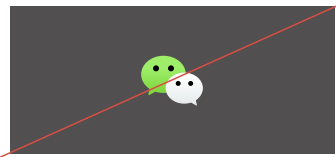
请勿横向拉升标志；
Don't stretch the symbol.



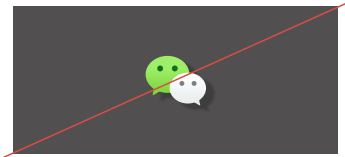
请勿在标志周围添加任意文本；
Don't attach text of any kind to the symbol.



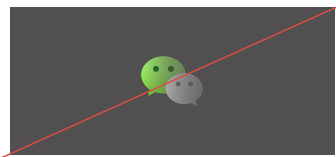
请勿纵向拉升标志；
Don't compress the symbol.



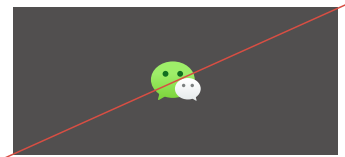
请勿更改标志任意元素的颜色；
Don't alter the color specifications within the symbol.



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.

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。

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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

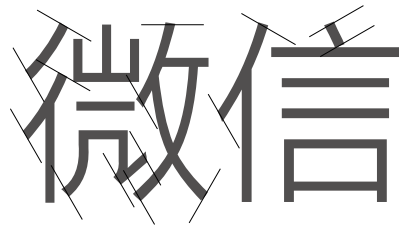
微信

字标细节 Logotype Detail

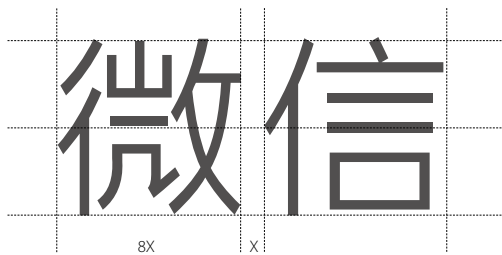
此页展示了微信中文文字标志细节与网格，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改任意元素。

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。

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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

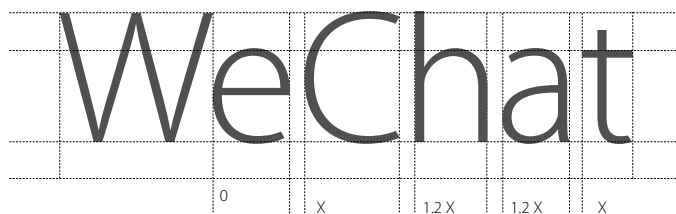
Logotype Detail



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 the characters, ensuring consistency and readability.

字标网格

Logotype Proportion



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

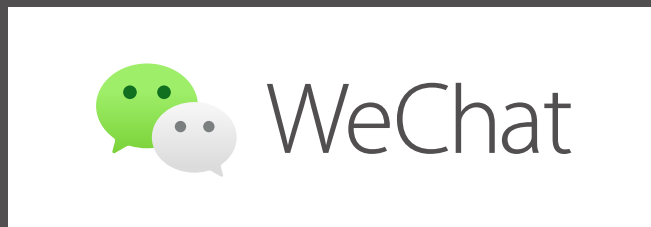
此页展示了微信品牌完整中文、英文标志，微信品牌标志具有严格的官方规范性，请勿自行编辑或更改标志的搭配元素。

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

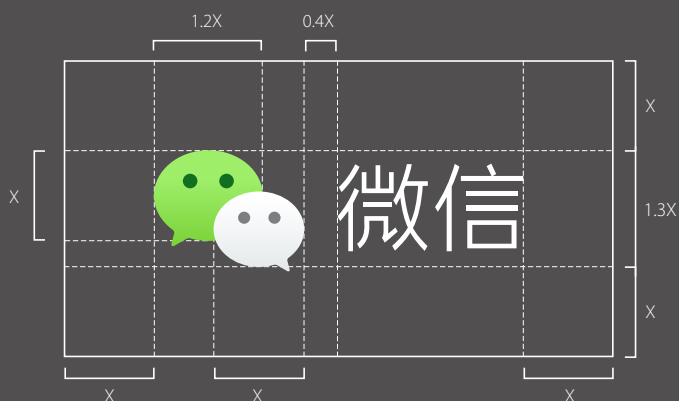


标志网格 Emblem Proportions

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

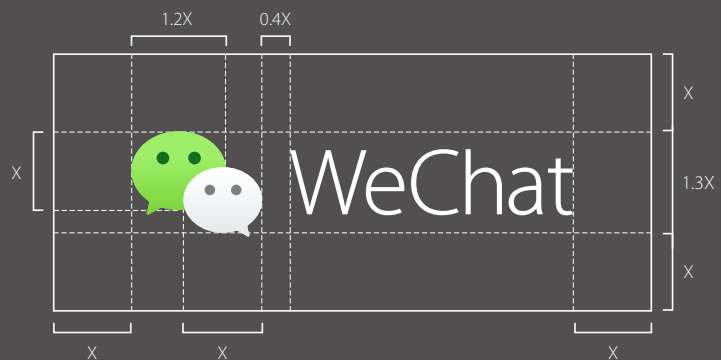
Emblem Proportions

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

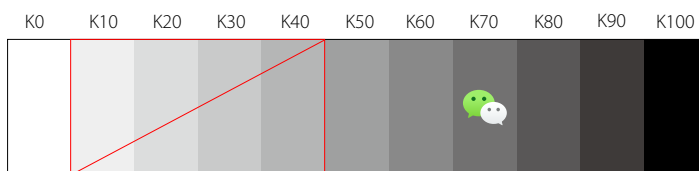
Background Color

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。

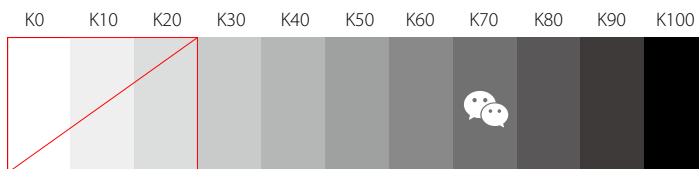
This page demonstrates usage of the WeChat full-color and monochromatic emblem. To protect the integrity and intrinsic value of WeChat's brand identity, it's forbidden to inappropriately apply or alter the WeChat emblem specification.

标志背景色规则

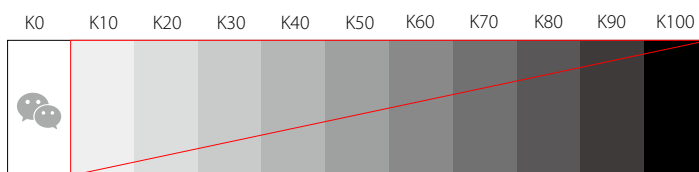
Background Color Rule



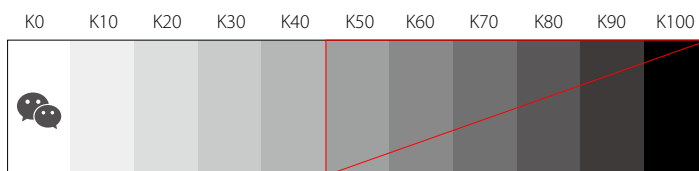
请勿将全彩标志放置于 K 值 10-40 的背景。
Do not use the WeChat full-color emblem over K 10-40 background.



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.



请勿将深灰色单色标志放置于 K 值 50-100 的背景。
Do not use the WeChat monochromatic emblem (dark gray) over K 50-100 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



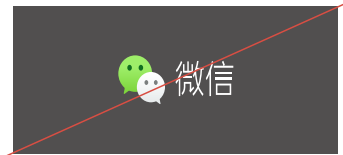
请勿改变标志的比例关系；
Don't change the relationship of the symbol to logotype.



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.

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

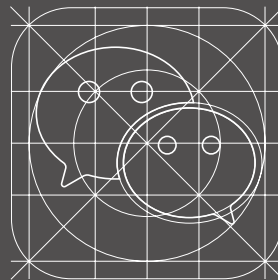
此页展示了微信客户端标志、标志制图规范、细节，微信客户端标志仅用于客户端及相关传播场景，请勿自行编辑或更改客户端标志的任意元素。

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



