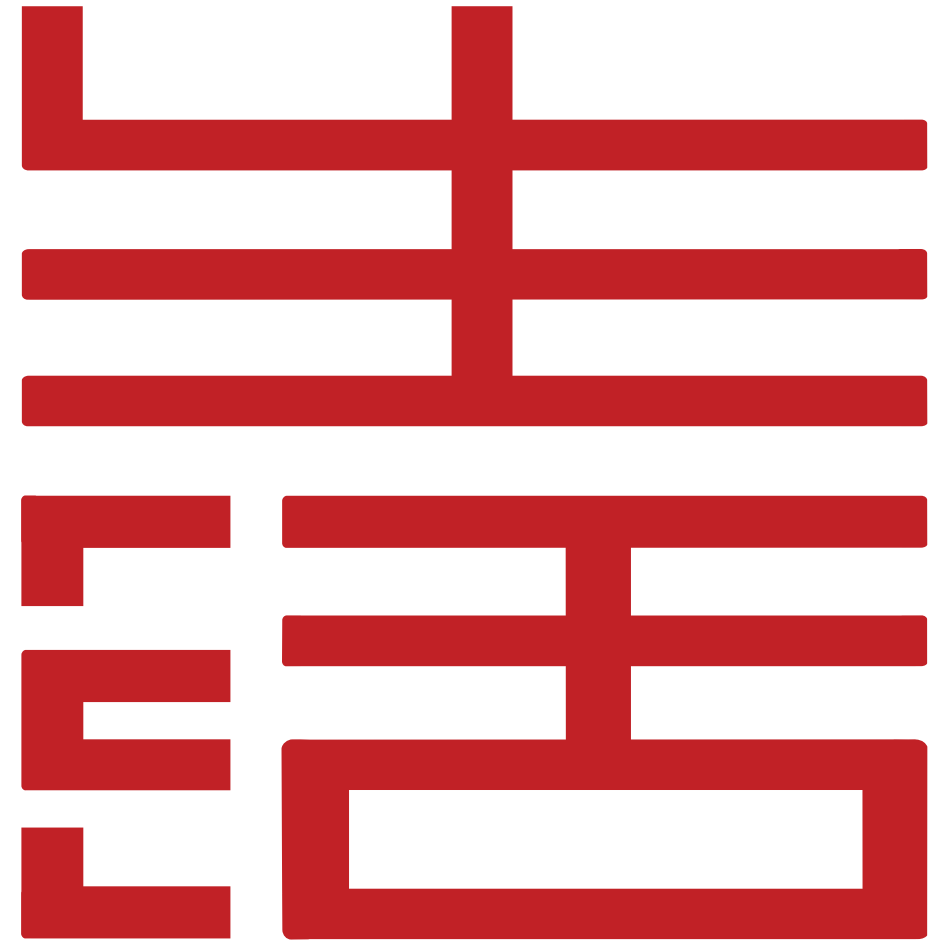




生活设计教研中心品牌指南
Living Design TR Center
Brand Guidelines

Version 2.1

旧Logo



图形排列：上下分布

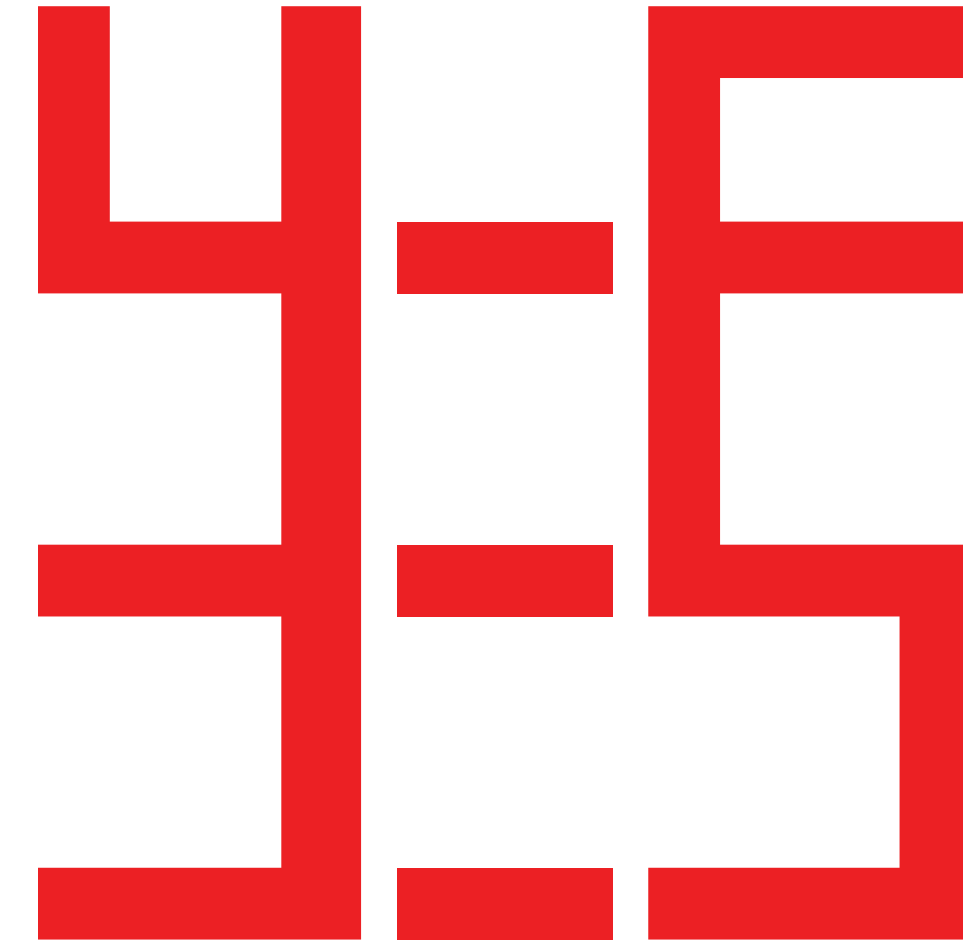
颜色搭配：Living Red

#C20F23

R195 G15 B35

C16 M100 Y100 K6

新Logo



图形排列：左右分布

颜色搭配：Living Red

#FF0000

R255 G0 B0

C0 M98 Y100 K0

Logo寓意

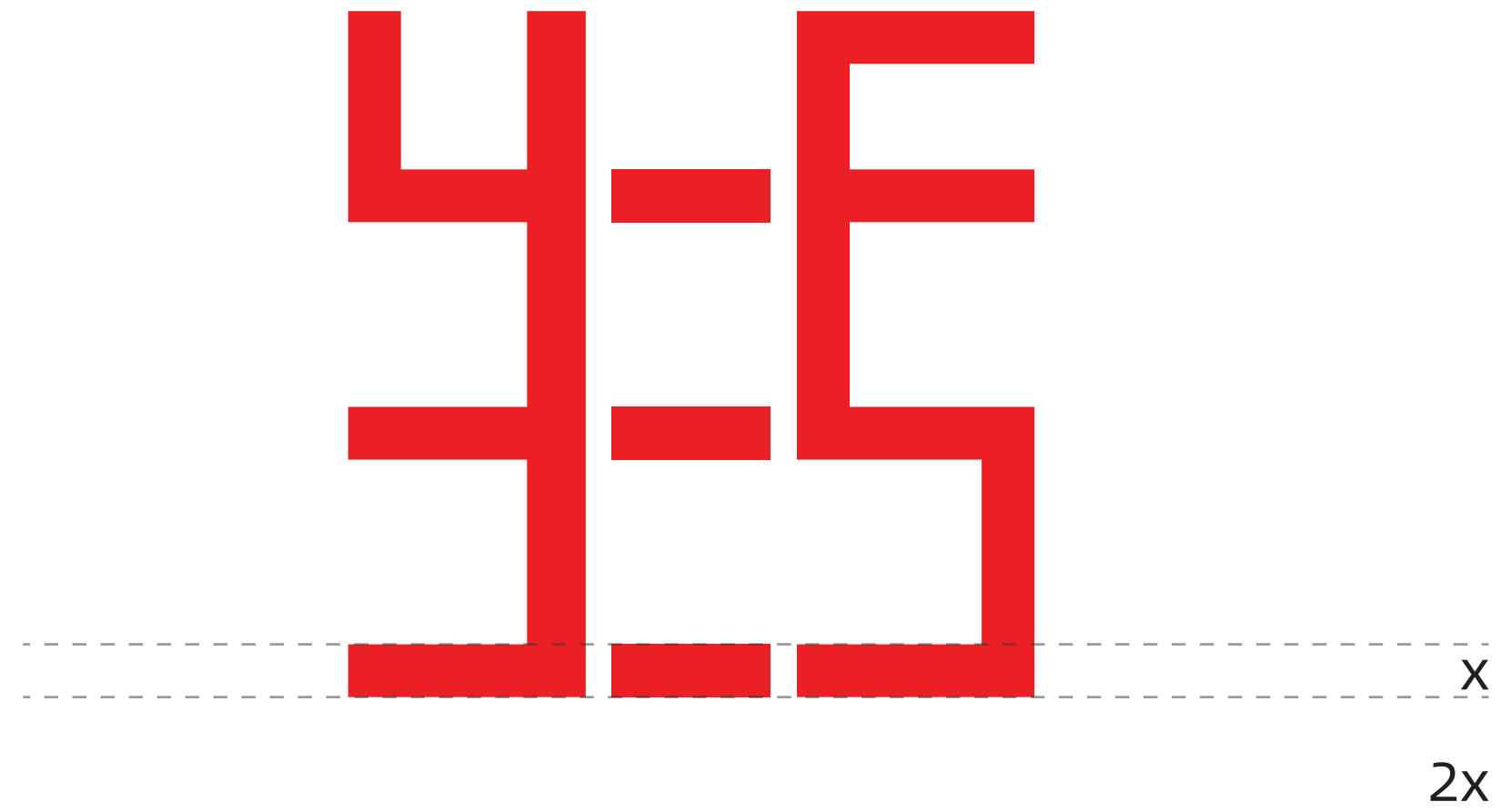


生活设计教研中心的标志，采用左右对称的构图突出设计需要保持多元平衡的理念，通过生与活之间的链接代表设计与世界的紧密联系。采用了接近极限的红色，代表着更加有激情的设计新生代力量。

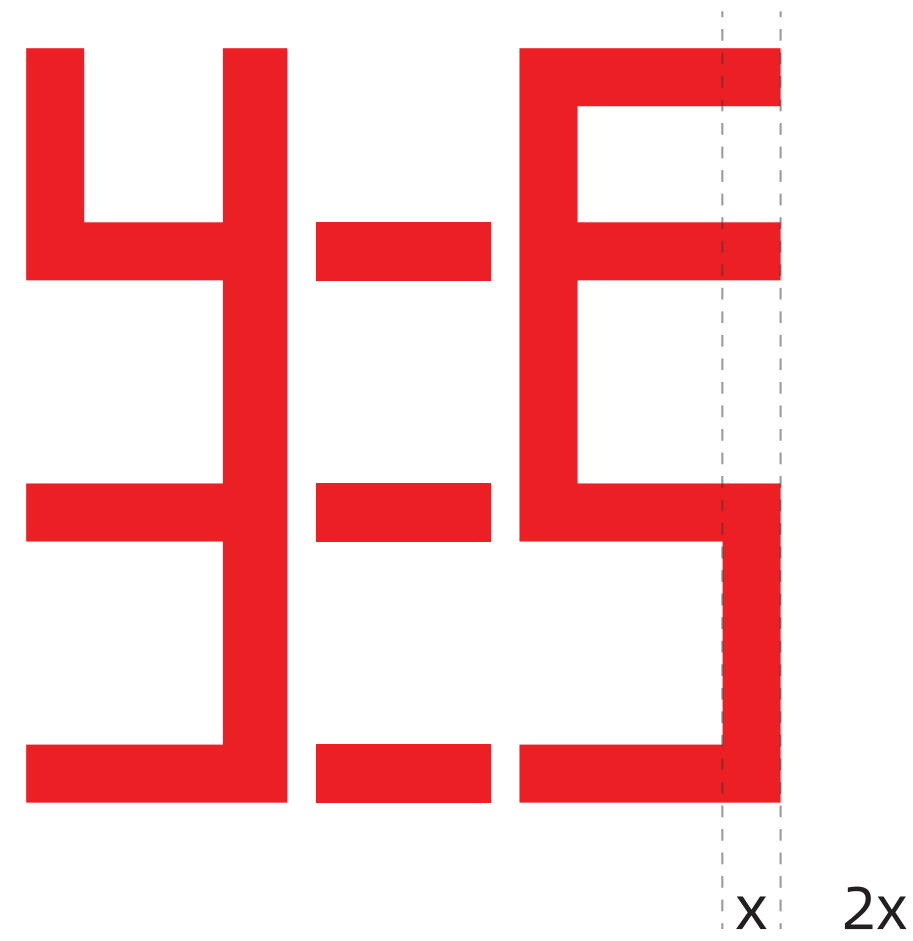
极简的造型风格意味着返璞归真的设计主张。此标志代表了生活设计团队希望能在未来的设计教育中，拥抱一切新元素，让技术更好的融入人文，让生活更加充满活力。

竖向Logo

横向Logo

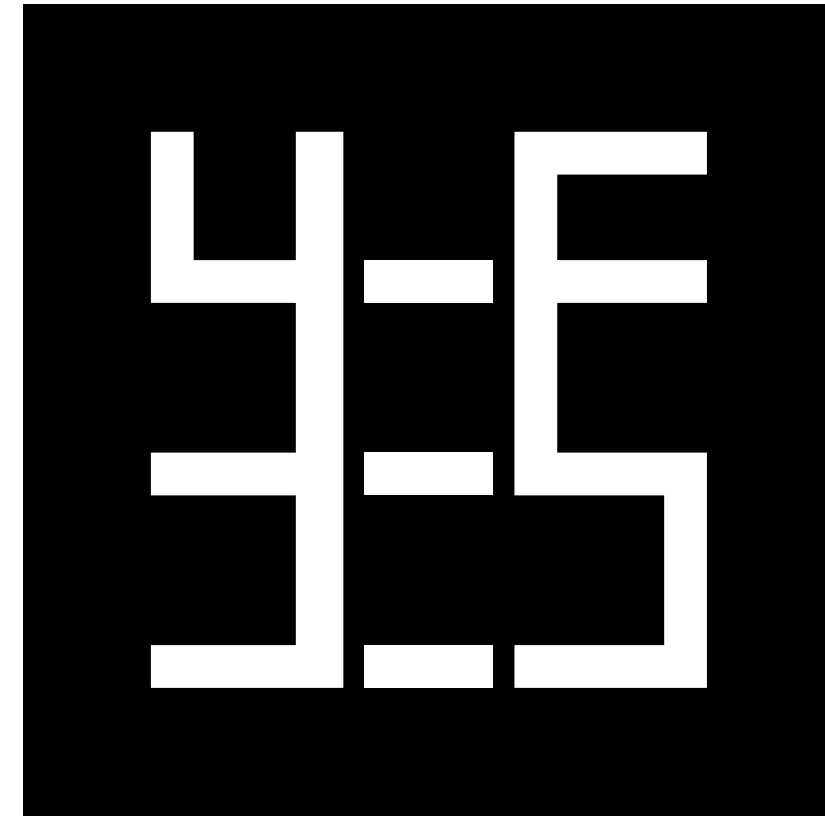
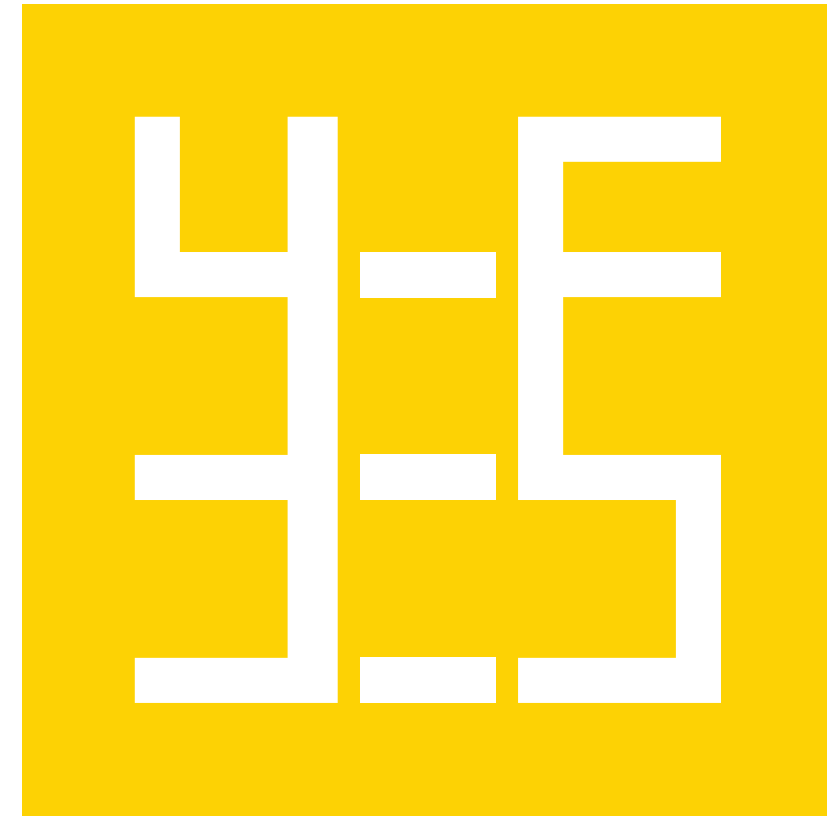
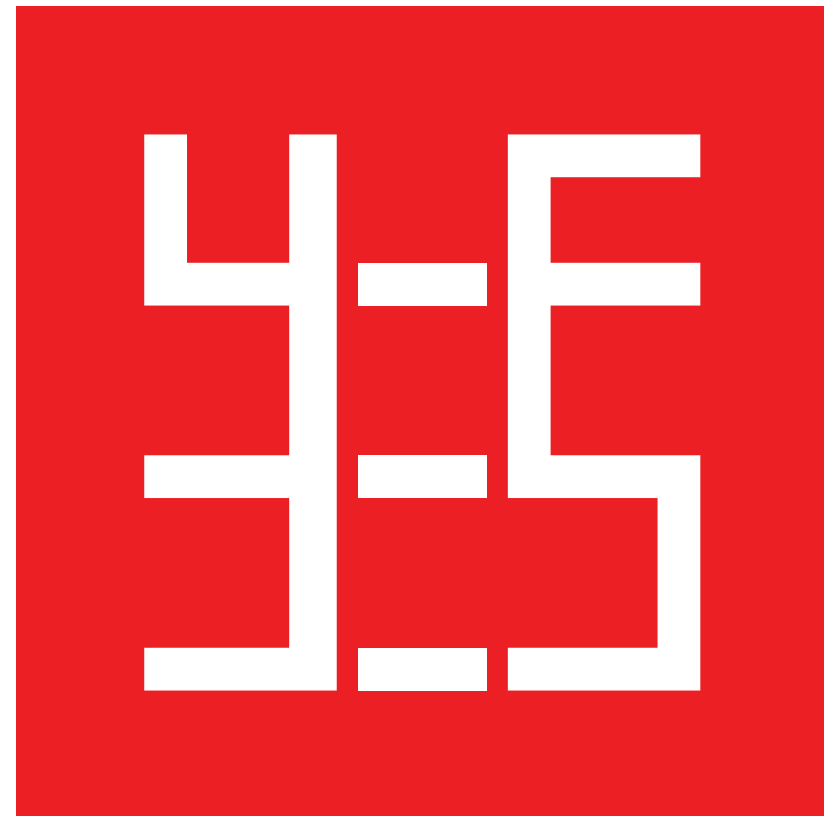
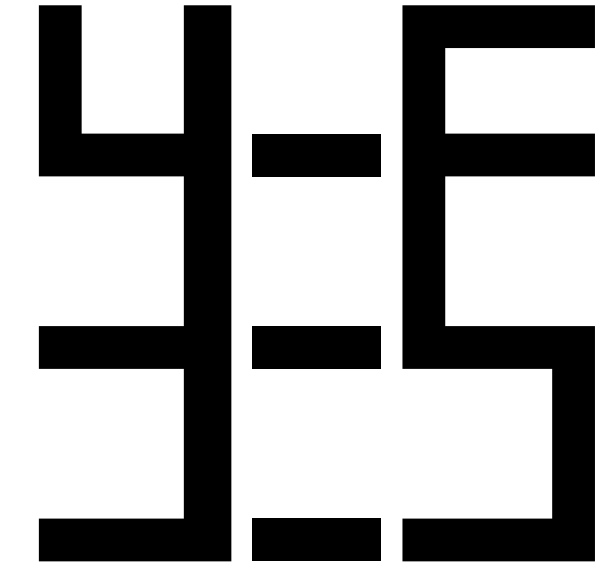
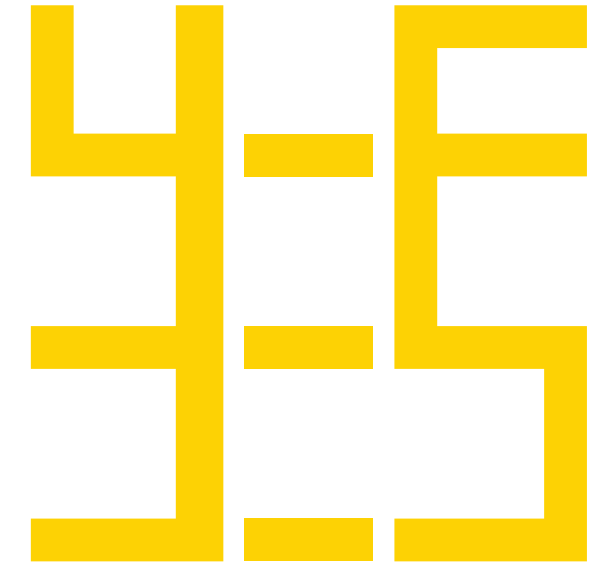
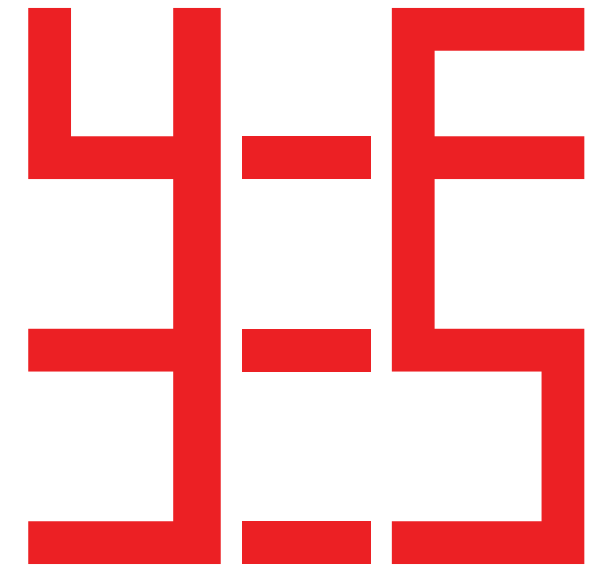


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Living Design TR Center

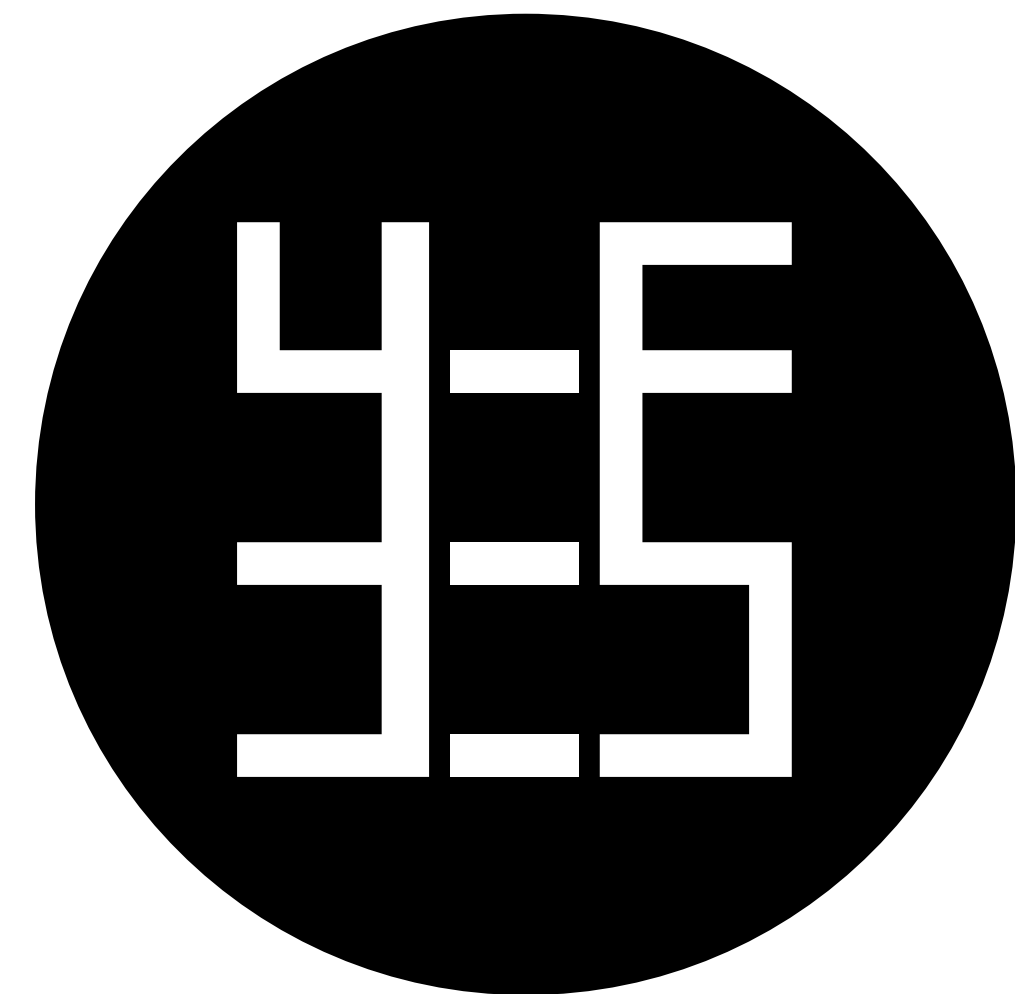
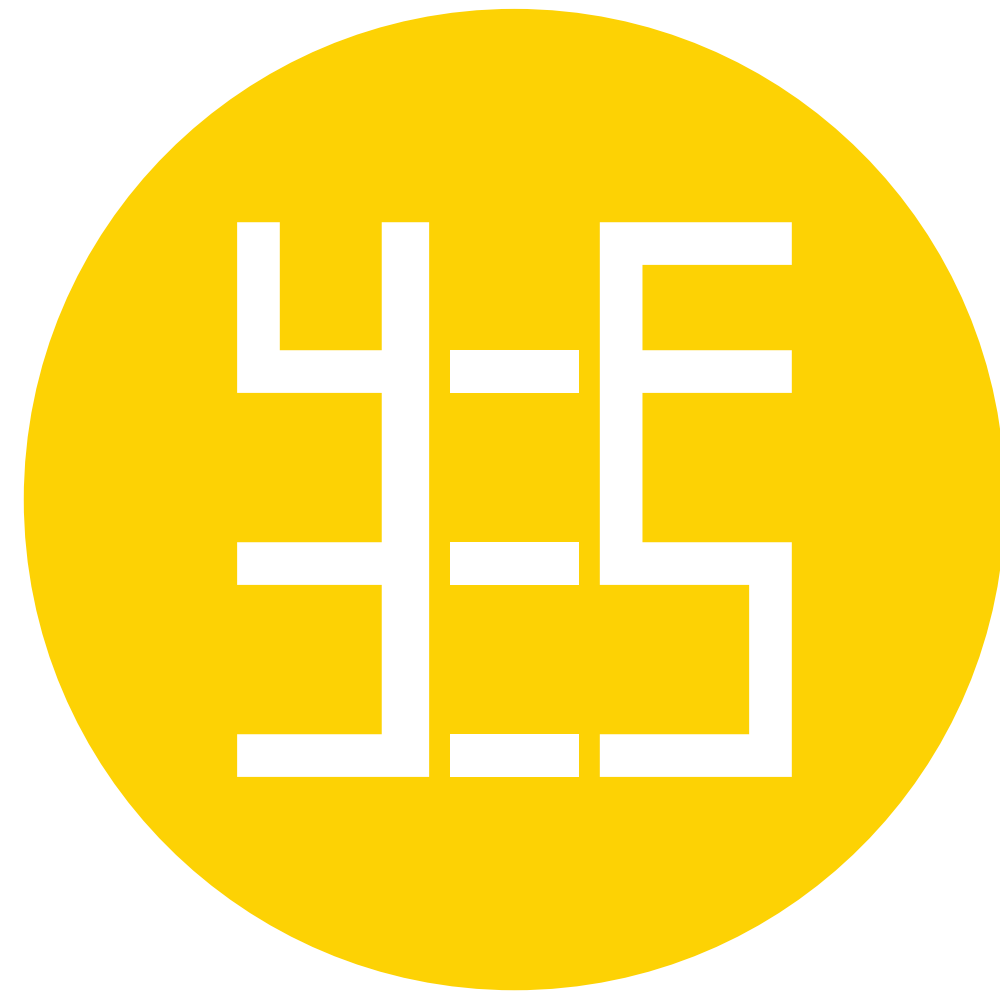


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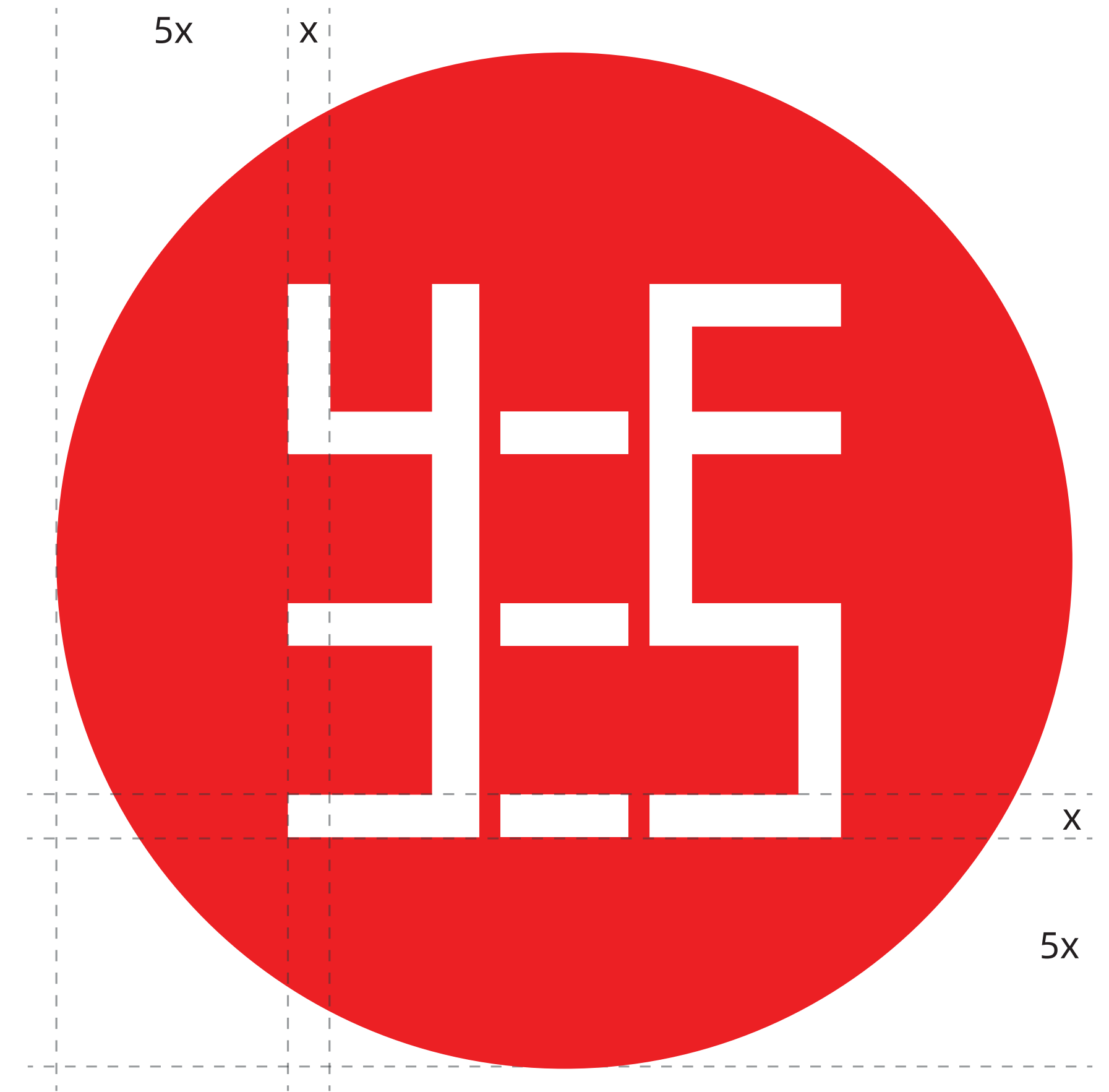
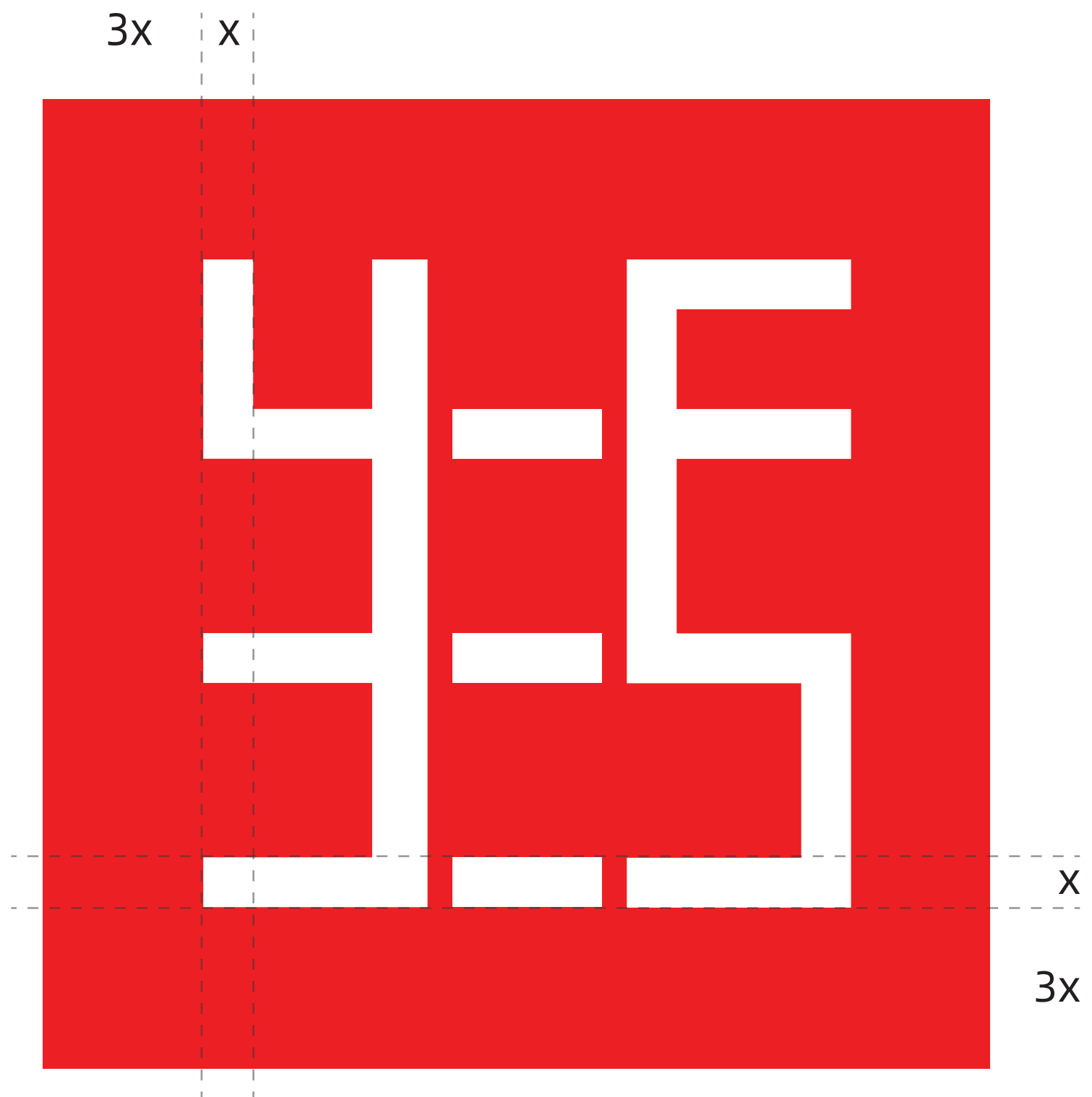
Logo方形样式



Logo圆形样式

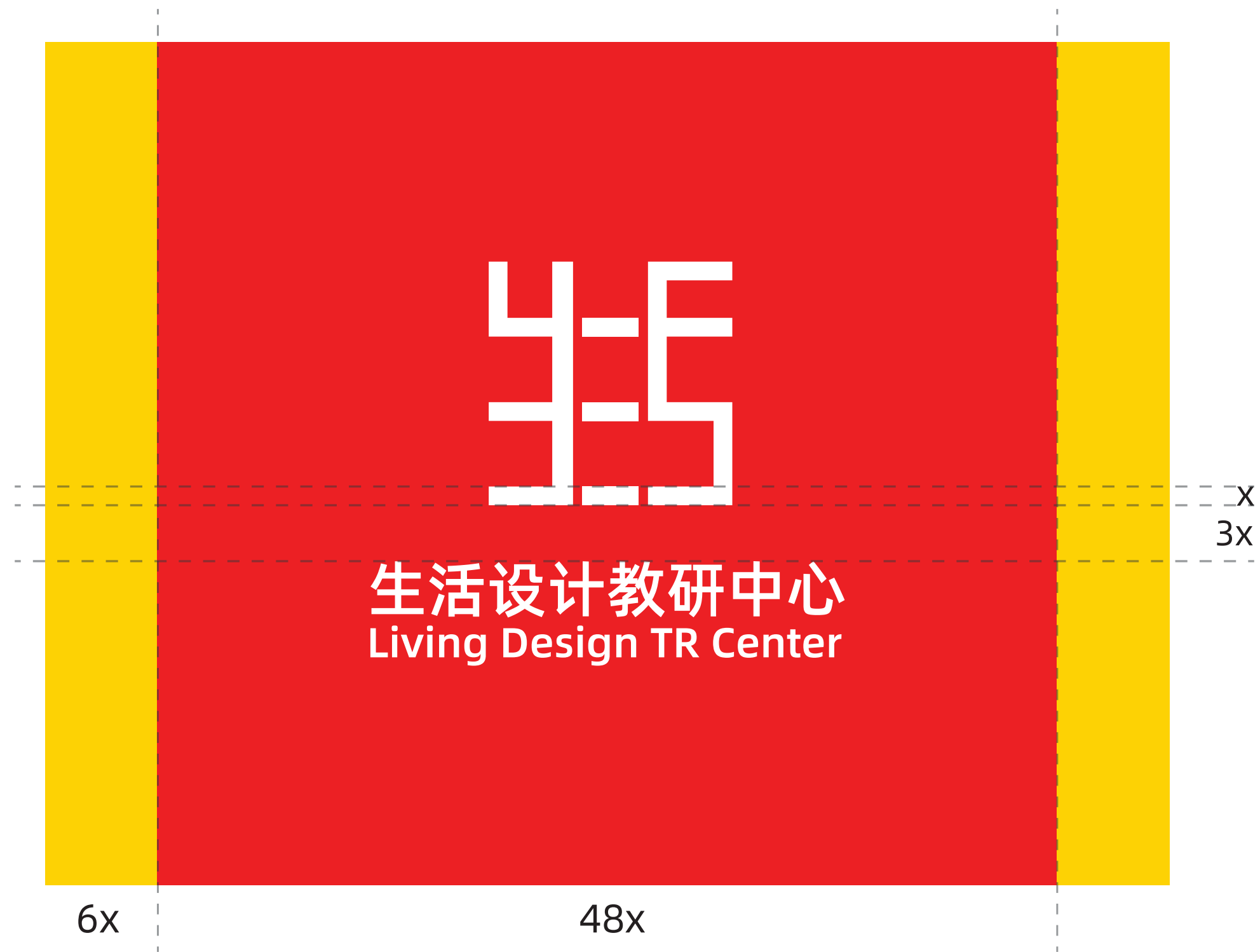


Logo样式标准



文字结合Logo样式标准

最小尺寸



在整体使用当中，红色为主色调，黄色为辅色调

颜色标准



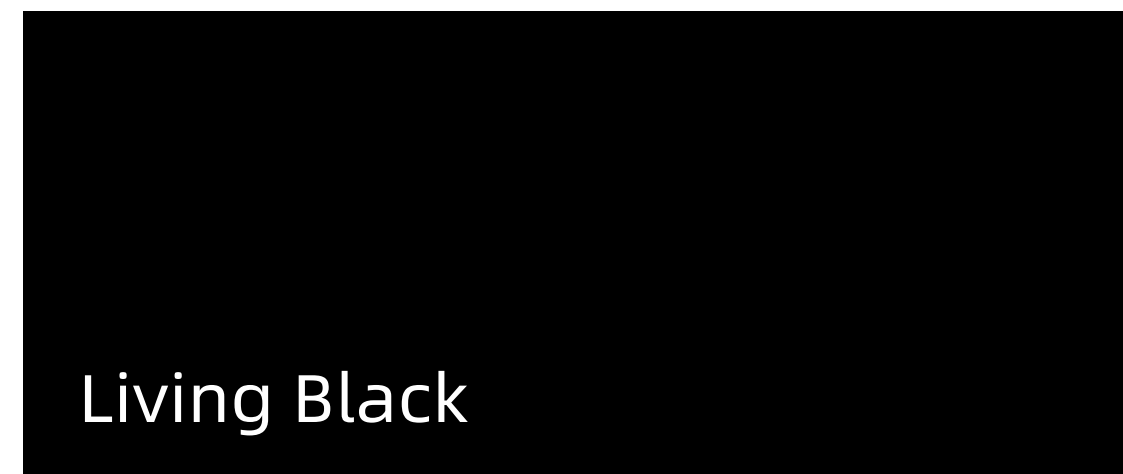
Living Red

#FF0000
R255 G0 B0
C0 M98 Y100 K0



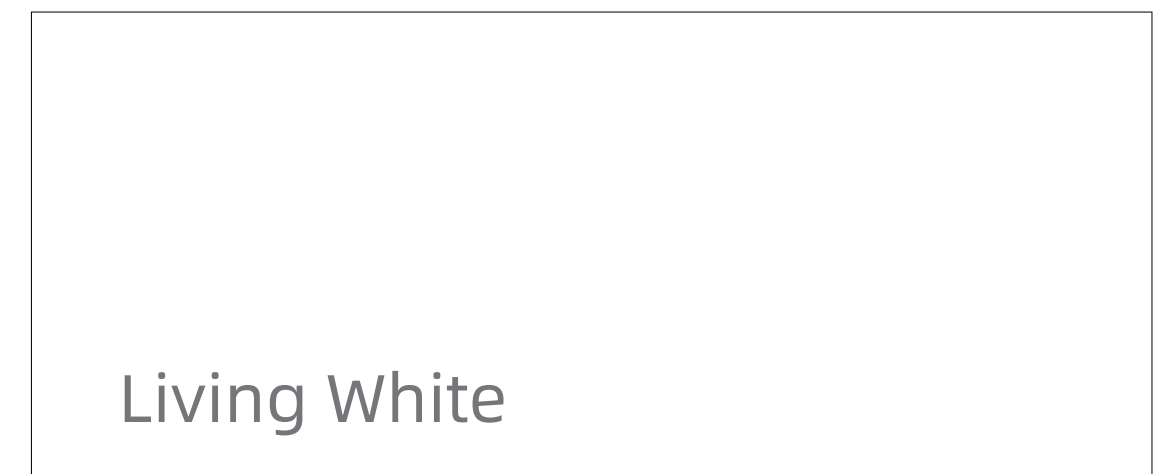
Living Yellow

#FFD401
R255 G212 B1
C1 M14 Y100 K0



Living Black

#000000
R0 G0 B0
C75 M68 Y67 K90



Living White

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

中文字体标准

阿里巴巴普惠体

Light

让设计点亮我们的生活

Regular

让设计点亮我们的生活

Bold

让设计点亮我们的生活

西文字体标准

Alibaba PuHuiTi

Light

Making design light up our lives

Regular

Making design light up our lives

Bold

Making design light up our lives

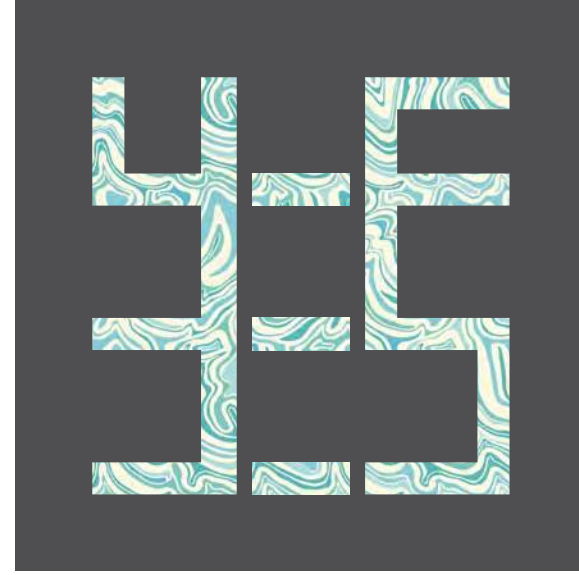
彩色应用标准



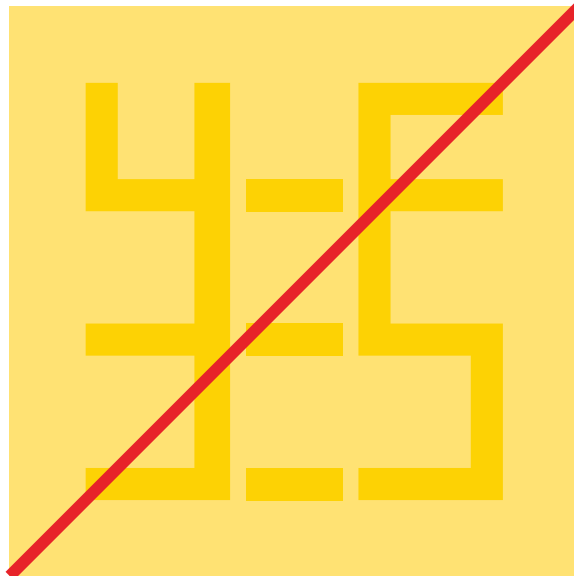
黄底红字
标准黄+标准红



红底黄字
标准红+标准黄



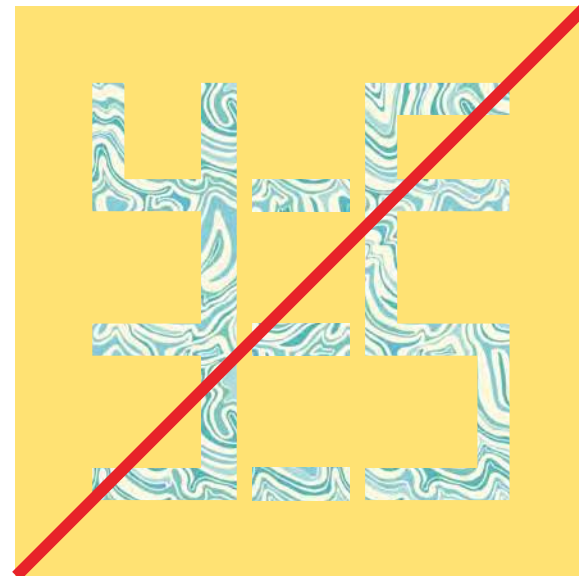
深灰底+抽象填充图案



禁用明度或纯度相近的色彩搭配



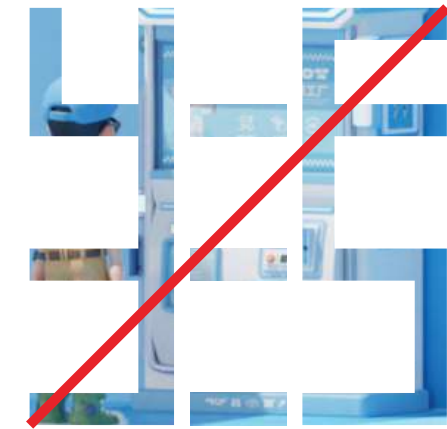
禁用明度或纯度相近的色彩搭配



禁用明度或纯度相近的色彩搭配



禁用复杂背景搭配

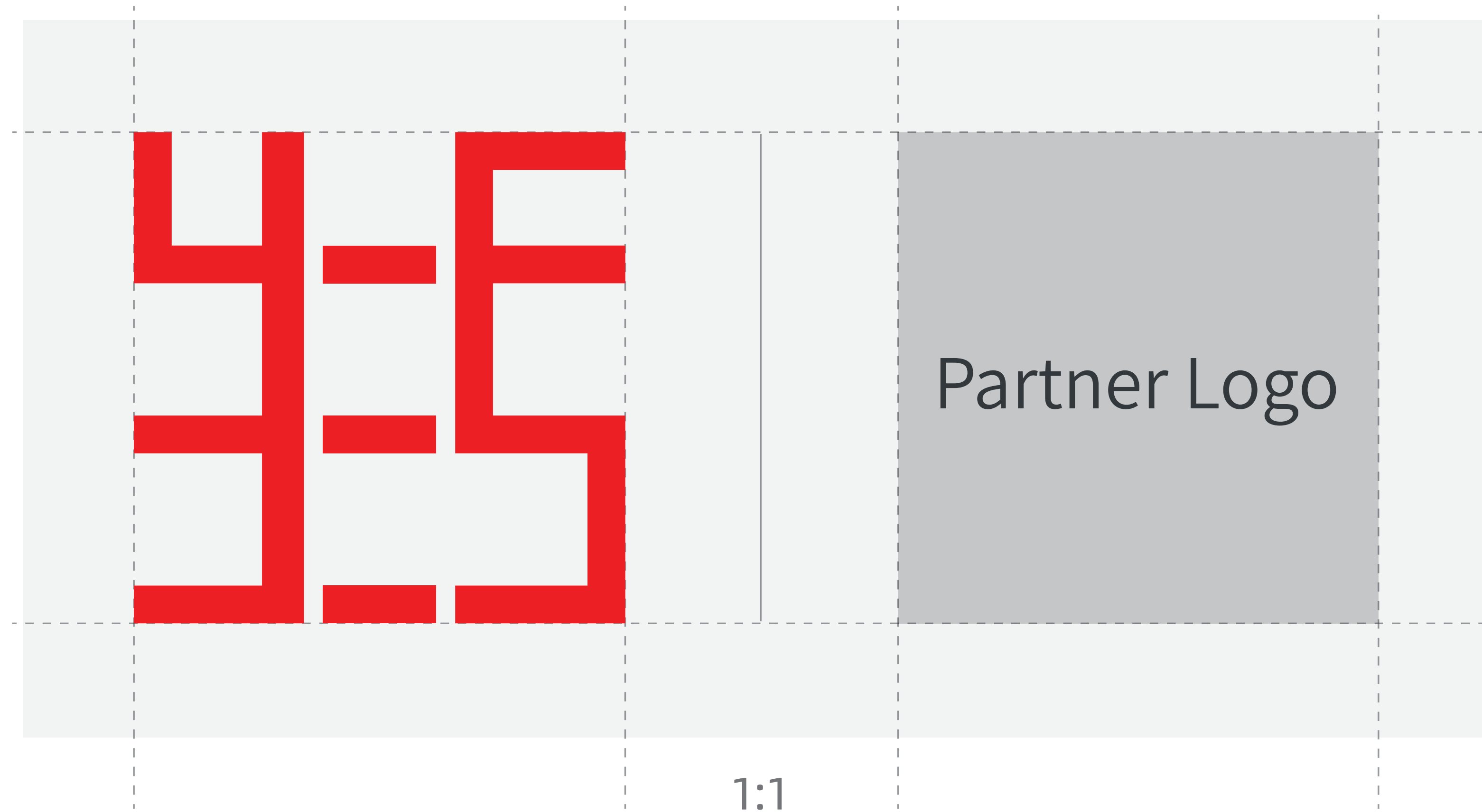


禁用具象填充图案

灰度应用标准



合作Logo组合标准——方形



合作Logo组合标准——长方形



Logo应用途径标准——海报

