VISUAL IDENTITY GUIDELINES

孔子学院20周年视觉识别指导手册

标识释义
Logo Explanation

孔子学院20周年标识由主体图形、表示二十周年的后缀th和中英文文字三部分组成。

主体图形部分以"孔"和"20"作为视觉元素出发点，

提炼出具有东方代表性寓意的符号概念，象征着联结、协同、融汇。

标识图形的左右部分将圆形元素解构为抽象化的击掌动作，
寓意合作与共赢，体现出孔子学院由中外伙伴共商共建共享的办学特色。

同时配以红橙渐变的色彩变化，彰显了孔子学院的青春与能量。

标识诠释了孔子学院从语言入手、以文化交融、促民心相通的理念。

The logo of the 20th anniversary of the Confucius Institute (the CI) is comprised of the graphic, the suffix "th" symbolizing the twentieth anniversary, the Chinese characters "孔子学院" (Confucius Institute) in traditional calligraphy and its corresponding English version in standard characters.

The graphic combines the Chinese character "孔" and the figure 20 as the basis to visualize and highlight the symbols with oriental elements, representing connectivity, collaboration and integration.

The left and right circle of the graphic stand for the action of clapping hands, symbolizing cooperation and win-win, demonstrating the characteristics of planning together, building together and benefiting together in running the CI. Also, the gradient color of red and orange shows the energy and the power of youth of the CI.

The logo explains the mission of the CI starting with language and promoting connectivity between minds through cultural exchanges.
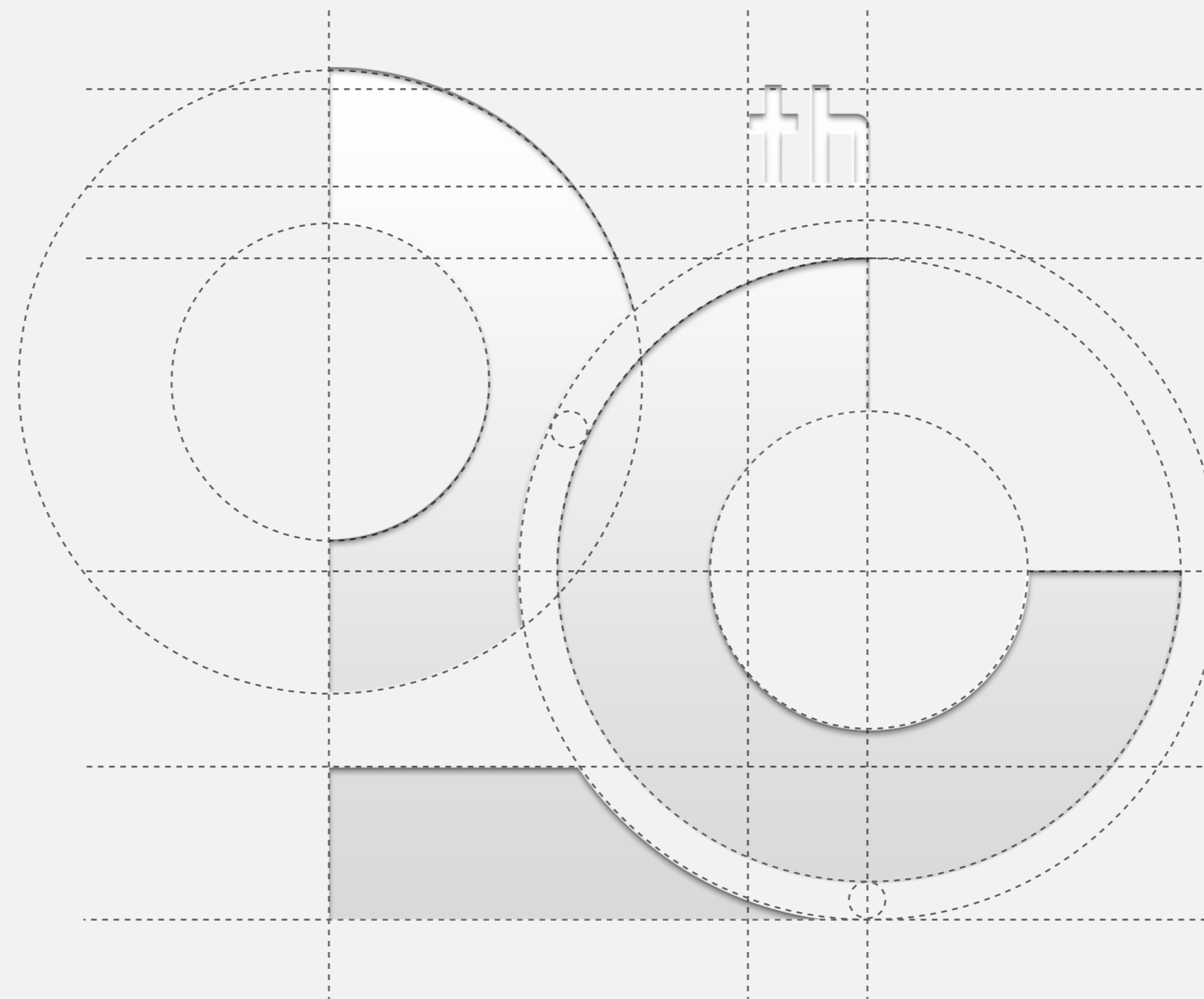
标识墨稿

Monotone Black Logo

th 孔子学院
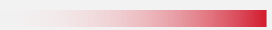Confucius Institute

th 孔子学院
Confucius Institute

标准制图
Logo on Grid

LOGO ANALYSIS

标识的安全区域 Logo Clear Zones

为了尽可能清晰有效地传播品牌标识，标识周边必须保持一个最小安全区域，该区域内不得出现文字、
符号和其他图形元素。按照示意，0.2X为标识的安全区域。

The logo should be surrounded with minimum clear zones where no other text, symbol or graphic is to appear to ensure
 its visibility and impact. As is shown in the pictures, the size of the clear zones is 0.2X.
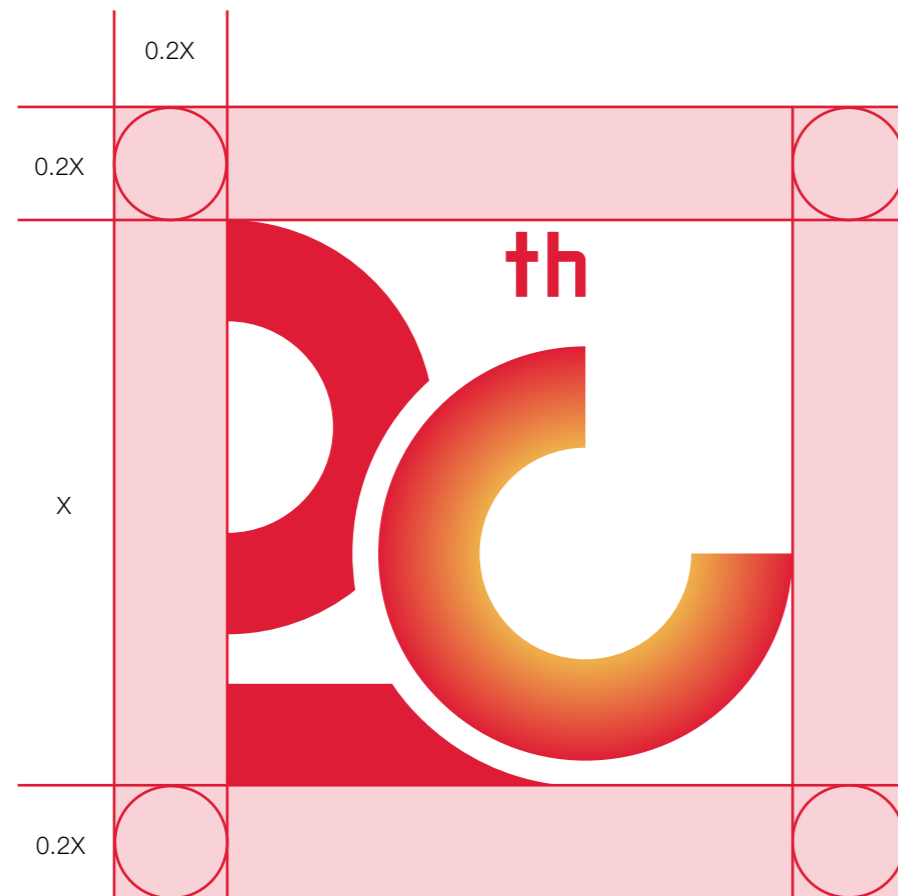
标识的最小尺寸　Logo Minimum Size

为保证品牌标识在数字媒介与印刷媒介上完整展现以及准确识别，特规范了最小尺寸。

The minimum size is determined to ensure the logo is always legible and recognizable in all applications.

10mm

最小尺寸高度：
10mm（印刷、产品）/12px（屏幕）

标识可无限等比放大使用

Minimum size height ： 10mm
(Printing and Products) / 12px (Screen)
The logo can be resized proportionally.

最小尺寸高度：
10mm（印刷、产品）/12px（屏幕）

标识可无限等比放大使用

Minimum size height ： 10mm
(Printing and Products) / 12px (Screen)
The logo can be resized proportionally.

标准字体 Designated Font

孔子学院的中英文名称"孔子学院""Confucius Institute"是标识的一部分，也可单独使用。

Both the Chinese version of CI,"孔子学院", and its English version "Confucius Institute" are part of the logo but can also be used separately.

中英文全称标准字

Logotype in Chinese and English

孔子学院
Confucius Institute

中英文全称标准字反白

Negative logotype in Chinese and English

孔子学院
Confucius Institute

标识位置规范 Logo Placement Standards

标识的使用位置取决于版面设计需求。
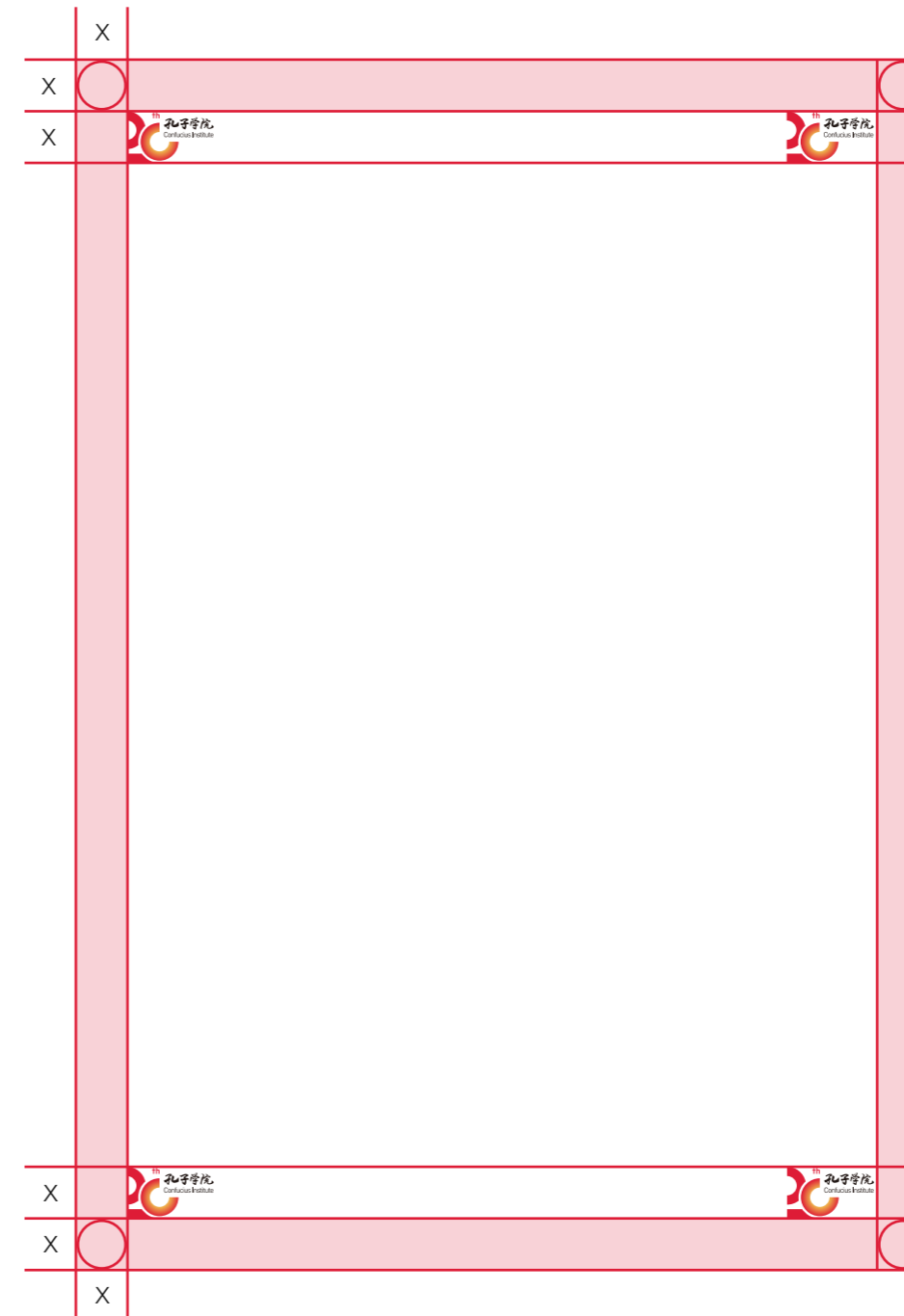
此页例举了四种常规的版面位置；

按照示意，X为标识的最小边距，边距与标识高度相同。

The placement of the logo depends on the layout.
Four types of common placement are given on the right.
As is demonstrated, X represents the minimum size of the logo,
which is the same as the height of the logo.

以A4纸比例为例

On an A4 paper

标准色 Standard Color

品牌标准色在传播中广泛应用，对于强化孔子学院20周年的品牌形象至关重要。在印刷媒介上，应尽可能使用PANTONE专色，以确保传播材料的颜色品质（通常比提供的CMYK值效果更好）。

The standard brand color is widely used in communication and is indispensable for highlighting the brand image of the 20th anniversary of CI. PANTONE should be used in the print media to ensure the color quality of the communication materials (better than CMYK).

PANTONG 185C

C10 M97 Y86 K0
R228 G22 B48
HEX #DE1C36

东方、热烈
Oriental   Enthusiastic

辅助色 Secondary Colors

品牌辅助色主要用于衬托表现品牌理念和象征意义；标准色和辅助色配合使用，
可以增强表现的丰富性，展现孔子学院20周年活力。

The secondary colors highlight the concept and symbolism of the brand.
Together with the standard color, they can diversify the representation of the logo and show the
dynamics onthe 20th anniversary of the CI.

PANTONG 3514UP

C9 M40 Y80 K0
R238 G173 B74
HEX #DE1C36

蓬勃、未来

Prosper　Future

PANTONG 185C

C10 M97 Y86 K0
R228 G22 B48
HEX #DE1C36

C9 M40 Y80 K0
R238 G173 B74
HEX #DE1C36

PANTONG 3514UP

标识特殊印刷工艺色 Special Printing Colors

在特殊背景、特殊材料或特定要求下，基本要素（标识、标准字）
可印烫金银。

Under certain circumstances, on certain materials or with specific requirements,
the basic elements (the logo and characters) can use color gold or silver.

专色金（烫金）

Sopt color gold

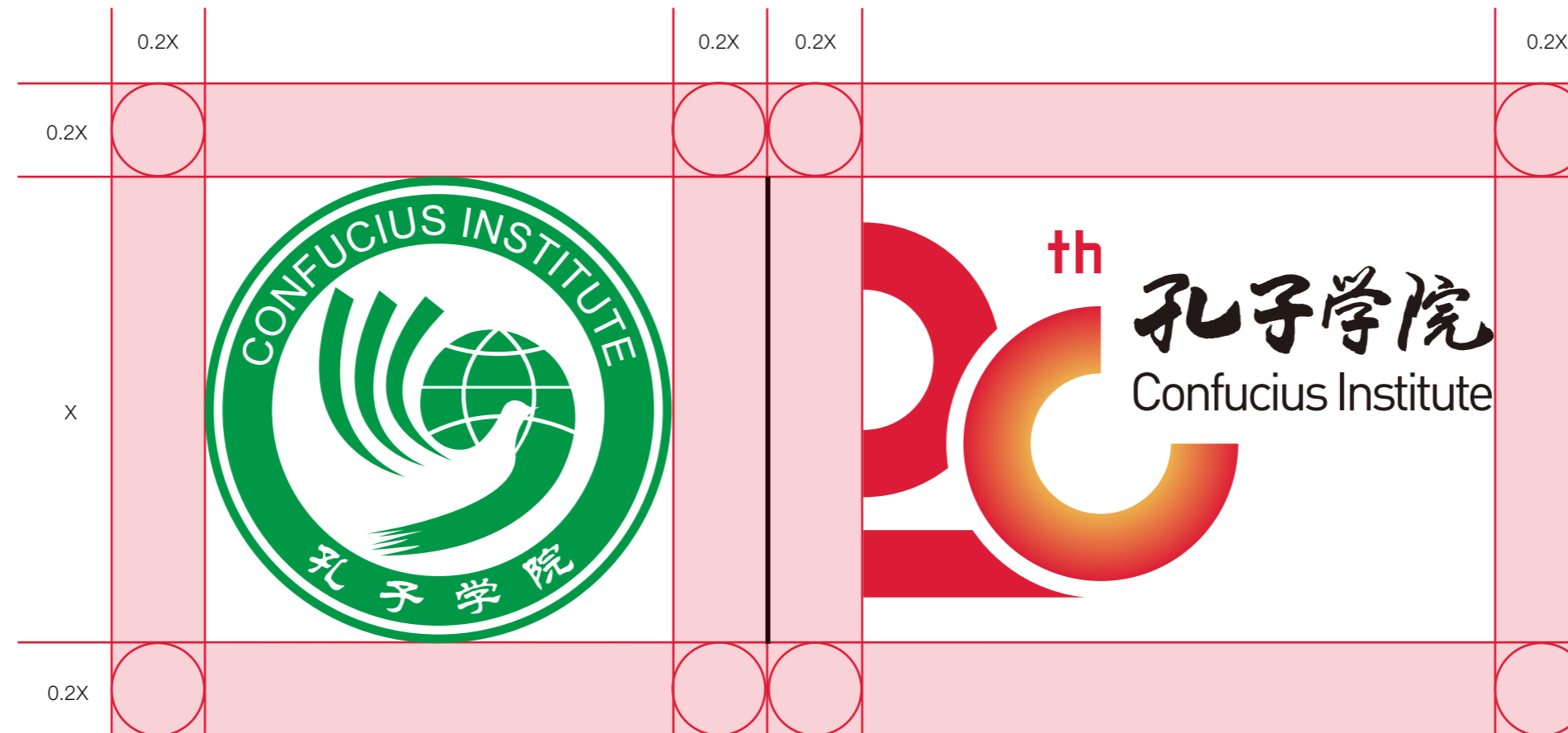PANTONG 875C

专色银（烫银）

Sopt color silver

PANTONG 877C

标识与主办机构标识组合示意
Co-branding Logo Example

标识与主办机构标识组合规范
Co-branding Logo Standards

20周年标志高度不能超过孔子学院标识

两个标识水平居中对齐

The logo of the 20th anniversary should not be higher than that of the CI.
The two logos should align horizontally in the center.

标识与主办机构标识组合的最小尺寸
Minimum Size of the Co-branding Logo

为保证品牌标识在数字媒介与印刷媒介上完整展现以及准确识别，特规范了最小尺寸。

The minimum size is determined to ensure the logo is always legible and recognizable in all applications.

10mm

最小尺寸高度：

10mm（印刷、产品）/12px（屏幕）

标识可无限等比放大使用

Minimum size height： 10mm
(Printing and Products) / 12px (Screen)
The logo can be resized proportionally.

标识墨稿
Monotone Black Logo

标识与主办机构标识组合的位置规范

Placement Standards of the Co-branding Logo

标识的使用位置取决于版面设计需求。
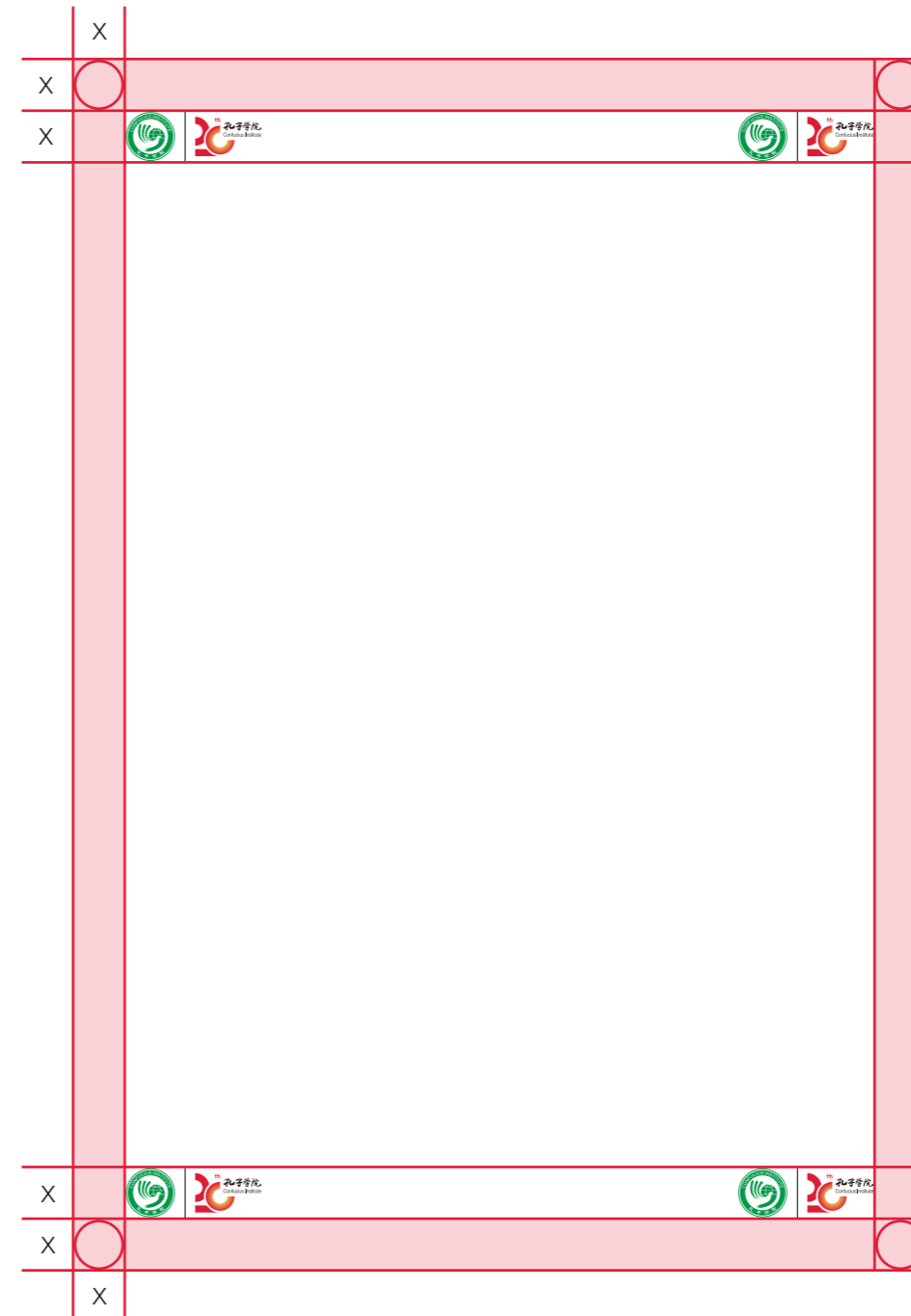
此页例举了四种常规的版面位置；

按照示意，X为标识的最小边距，边距与标识高度相同。

The placement of the logo depends on the layout.
Four types of common placement are given on the right.
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which is the same as the height of the logo.

以A4纸比例为例

On an A4 paper

辅助色使用比例
Proportion
of the Secondary Colors

辅助色仅作画面点缀色，具体请遵循使用比例。

The secondary colors are only used as embellishment,
so please follow the standards of usage proportion.

100%

≤10%

≤10%

辅助图形由来　Origin of the Auxiliary Graphics

辅助图形以孔子学院20周年标识中的核心元素——半圆为基础，

可拓展为描边圆及标识的描边版本。

象征孔子学院如朝阳般朝气蓬勃，欣欣向荣，正"青春"，

寓意着孔子学院未来长远广阔的前景和开放包容的姿态。

The auxiliary graphics are semicircles, the core element of the logo,
which can be extended to outlined circles and the outlined version of the logo.
They symbolize that the CI, in its prime, is as prosperous as the rising sun.
They also indicate that the future of the CI is broad and promising and the institute will be more open and inclusive.
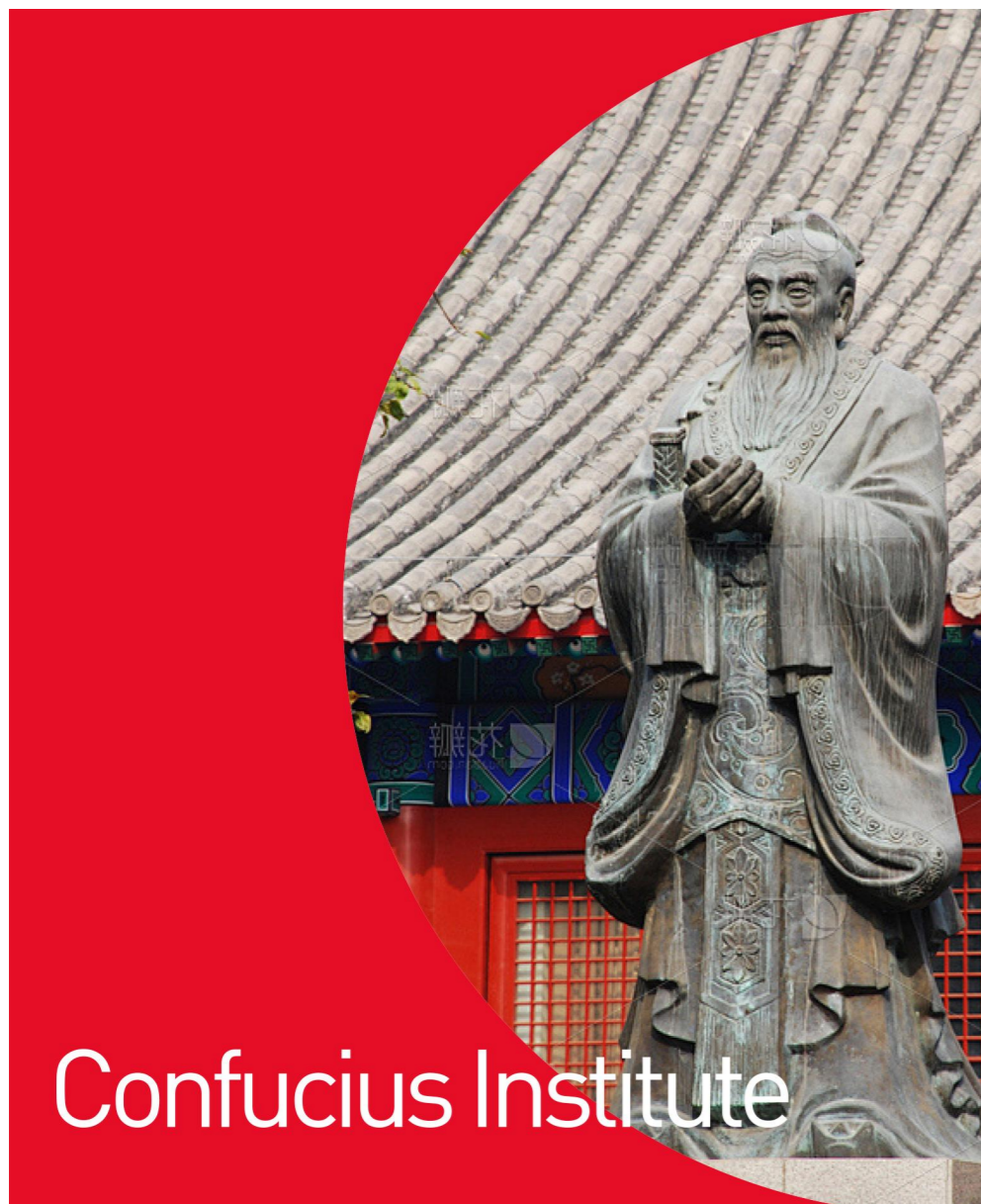
Opening the Future

"启幕

未来"

Confucius Institute

孔子学院
Confucius Institute

辅助图形可拓展为描边圆及标识描边版本。
The auxiliary graphics can be extended to outlined circles and the outlined version of the logo.