iGreen+

Brand Guidelines

Regarding the usage guidelines for the IGREEN+ brand

品牌标志 **Brand logo**

标志制图 **Sign drawing**

标志释义:

iGreen+的标志由图形和文字组成，其中标志设计来源于字母“i”（iGreen+的首字母，且“i”上方的点被移添加在logo中）和加号组成。它与代表绿色和生命力，亲和力相结合。

The logo of iGreen+ consists of both graphics and text. The logo design is derived from the letter "i" (the initial letter of iGreen+, with the dot above the "i" being added to the logo) and a plus sign. It combines green color and vitality with affinity.





* 以logo整体高度为一个单位:a

* Taking the overall height of the logo as a unit: a

品牌标志 Brand logo

标志制图 Sign drawing

规则-Rules:

为了适配于不同场景下的标志应用。iGreen+ logo主要有三种形式的排列组合：

1.标志+文字（左右排列）
2.标志+文字（上下排列）
3.单标志。

In order to adapt to logo applications in different scenarios, the iGreen+ logo mainly has three types of arrangements and combinations：

1. Logo + text (side by side)
2. Logo + text (top and bottom)
3. Single logo.

1. Logo + text (side by side)



2. Logo + text (top and bottom)



3. Single logo.



品牌标志 Brand logo

标志的安全空间 Protection space

规则-Rules:

为保证标志等基本项目元素的权威性与识别性，在相互组合应用时，应保持一定的空间关系，避免形态上的相互冲突。

To ensure the authority and recognizability of basic project elements such as logos, a certain spatial relationship should be maintained when they are combined and applied together, to avoid morphological conflicts.

1. Logo + text (side by side)



2. Logo + text (top and bottom)



3. Single logo.



品牌标志 **Brand logo**

标志的使用方式 **How to use the logo**

规则-Rules:

标志不应被修改或添加，不应以任何方式更改标志。
颜色和组成应依从本文件中所示。

The logo should not be modified or added to, and it should not be altered in any way.
The color and composition should conform to what is indicated in this document.



错误/Error

不要将渐变应用于标志
Do not apply gradients to logos



错误/Error

不要使用品牌颜色体系外的其他颜色
Do not use colors outside the brand's color system



错误/Error

不要以任何方式扭曲或扭曲标志
Do not distort or twist the logo in any way



错误/Error

不要创建标志的描边线
Do not create a stroke line for the logo



错误/Error

不可与其他元素重新组合形成新标志
It cannot be recombined with other elements to form a new logo



错误/Error

不要旋转标志
Do not rotate the logo



错误/Error

不要更改字体或以其他方式重新创建文字商标
Do not alter the font or recreate the text trademark in any other way



错误/Error

不要在使用标志的过程中加阴影
Do not add shadows when using logos



错误/Error

不要在杂乱环境中使用logo
Do not use logo in a cluttered environment

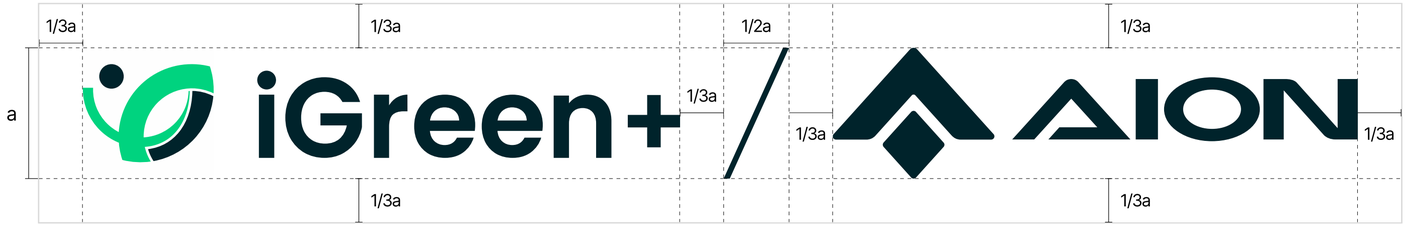
品牌标志 **Brand logo**

合作的使用方式 **Cooperative usage**

规则-Rules:

iGreen+与其他品牌联名时，标志合使用规范，在此设定好比例、间距、颜色，不可随意更改。

When iGreen+ collaborates with other brands, the logo usage guidelines should be followed, with proportions, spacing, and colors set here and not subject to change arbitrarily.







* 第三方品牌标志只允许在虚线框范围内，最大不得超过iGreen+ LOGO 高度；尽量使两者 LOGO 保持视觉大小一致。

* Third-party brand logos are only allowed within the dotted box, and must not exceed the height of the iGreen+ LOGO; try to keep the visual size of both logos consistent.

品牌标志 **Brand logo**

标志应用规范 **Logo application specifications**

规则-Rules:

品牌手册中的"标志使用"部分概述了在不同媒体和情境下正确使用品牌标志的指南。这一部分对于确保标志以一致且能反映品牌价值观和信息的方式呈现尤为重要。

The Logo Usage section of a brand book outlines guidelines for the appropriate use of the brand's logo across various media and contexts. This section is particularly important to ensure that the logo is presented consistently and in a way that reflects the brand's values and messaging.

在白色背景上/On a white background



背景颜色较深时，logo需要单独标记放进白色方圆形状中确保logo最大识别度/When the background color is darker, the logo needs to be separately marked and placed within a white square or circle to ensure maximum recognition of the logo



纯色背景下（一般只用于印刷）/On a solid-color background (generally only used for printing)



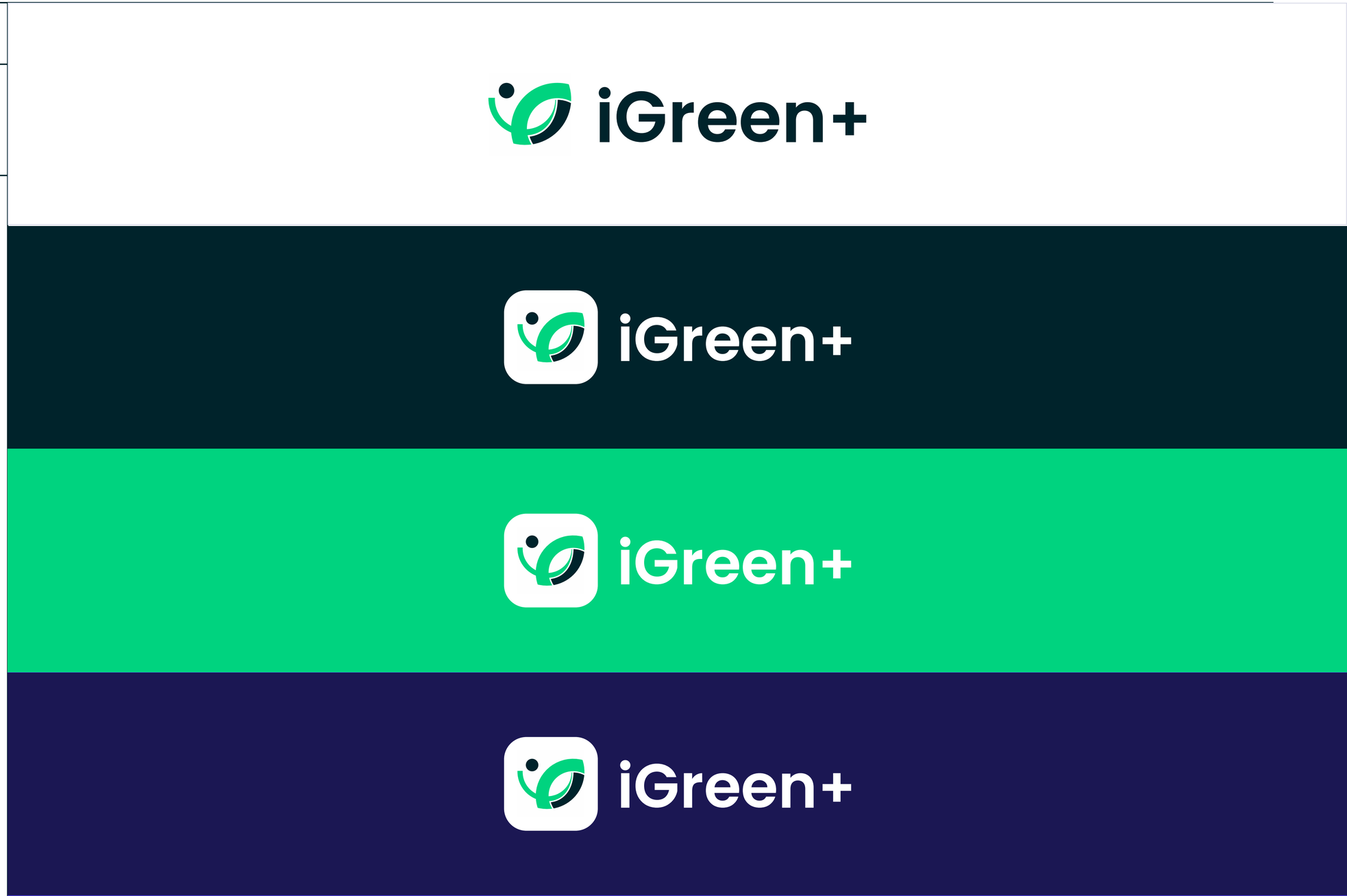
品牌标志 **Brand logo**

标志媒体使用规范 **Logo media usage guidelines**

规则-Rules:

品牌手册中的“标志使用”部分概述了在不同媒体和情境下正确使用品牌标志的指南。这一部分对于确保标志的一致呈现以及以反映品牌价值观和信息传递的方式呈现尤为重要。

The Logo Usage section of a brand book outlines guidelines for the appropriate use of the brand's logo across various media and contexts. This section is particularly important to ensure that the logo is presented consistently and in a way that reflects the brand's values and messaging.



iGreen+

品牌标志 Brand logo

配色方案 Color Palette

规则-Rules:

品牌手册中的“色彩调色板”部分概述了与品牌相关的颜色，以及如何在各种媒体和情境中使用这些颜色。这一部分对于确保品牌的视觉识别至关重要。

The Color Palette section of a brand book outlines the colors that are associated with the brand, and how they should be used across various media and contexts. This section is particularly important to ensure that the brand's visual identity.



#00D37F #00232B #8FFFB8 #E1FFAA #F3F2FF

brand color

渐变色/Gradient color



品牌字体 Brand typeface

字体使用范围 Scope of font usage

规则-Rules:

品牌手册中的排版部分概述了与品牌相关的字体和排版方式，以及如何在各种媒体和情境下使用它们。

The Typography section of a brand book outlines the fonts and typography that are associated with the brand, and how they should be used across various media and contexts.

POPPINS

是我们的官方字体

这种字体是无衬线字体，在需要清晰度时效果最佳，例如在表格、数字和小型正文文本中使用
This type face is a sans serif font that works best when clarity is required, for instance, in tables, for number and small body text

Reguler

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
1234567890!@#$%^&*()<>?/

Semi Bold

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
1234567890!@#$%^&*()<>?/

Bold

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
1234567890!@#$%^&*()<>?/

辅助图形 **Auxiliary graphic**

辅肋图形使用规范 **Specification for use of auxiliary rib graphics**



规则-Rules:

辅助图形：作为 LOGO 的延伸，用于强化品牌视觉识别体系，适配多场景设计落地应用于品牌宣传册封面，强化科技感与辨识度，保持全场景视觉一致性；

Supporting graphics: As an extension of the LOGO, they are used to strengthen the brand's visual identity system. They are suitable for multi-scenario design and can be applied to the cover of brand brochures, enhancing the sense of technology and recognition, while maintaining visual consistency across all scenarios;

辅助图形 Auxiliary graphic

品牌符号提炼 Brand symbol refinement

规则-Rules:

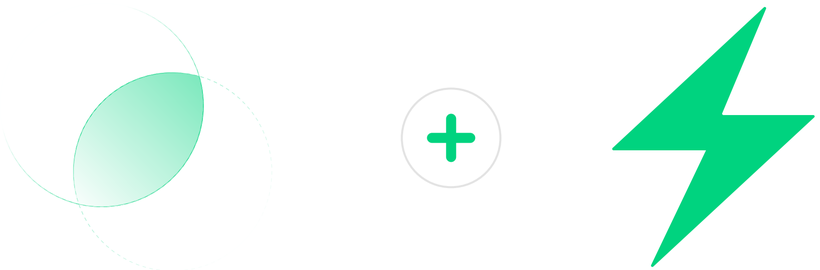
以品牌核心价值为锚点，从行业核心元素、品牌专属基因维度拆解，通过抽象化、具象化或融合化设计，提炼兼具“视觉记忆点 + 价值表达力 + 场景适配性”的符号，避免同质化，强化品牌专属认知。

Using the brand's core values as the anchor, we deconstruct from the dimensions of industry core elements and brand-specific genes. Through abstraction, concretization, or integration design, we refine symbols that combine "visual memory points + value expression + scenario adaptability", avoiding homogenization and strengthening brand-specific recognition.

品牌标志



符号提炼



使用示例/Usage example





