

Aspire Industry BRAND GUIDELINES

奥思普瑞国际化品牌手册

BRAND GRAPHICS

品牌图形规范

ASPIRE standard graphics are designed with a combination of letters.

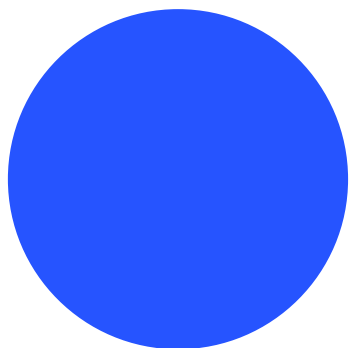
ASPIRE 标准图形由字母组合设计而成。



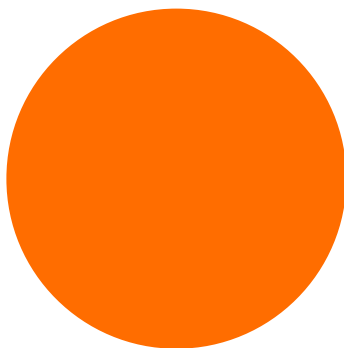
COLOR

色彩规范

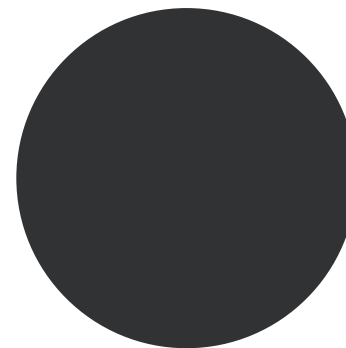
ASPIRE's color consists of two theme colors, blue and orange, and refer to the relevant parameters when using it online.
ASPIRE 的标准色由蓝和橙两个主题色组成，具体在线上使用时参考相关参数。



HEX: #2654FF
RGB: 38, 84, 255
CMYK: 85, 65, 0, 0



HEX: #ff6d00
RGB: 255, 109, 0
CMYK: 0, 71, 92, 0



HEX: #313233
RGB: 49, 50, 51
CMYK: 80, 74, 71, 46

DIMENSION

尺寸规范

When exporting a file, the file size and space ratio must comply with the standard.

导出文件时，大小和空间比例请严格按照标准执行。



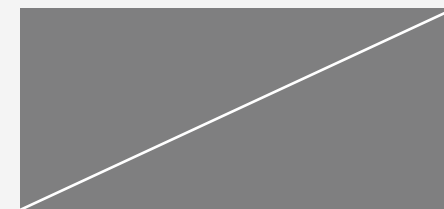
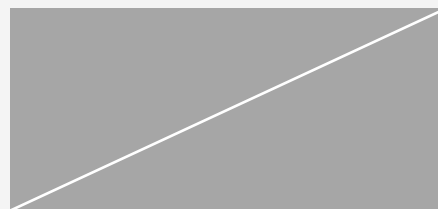
COLOR SCHEMES

配色规范

Refer to the following standards when the brand identity is used in a standard color background with different brightness.
品牌标识在标准色不同明度背景搭配使用时，请参考以下标准。

Annotation: When the "L" value in HSL is more than 80, the standard color scheme can be used.

标注：当HSL中的“L”值大于80时，则可以使用标准配色。



Annotation: When the value of "L" in HSL is less than 80, you can use anti-white.

标注：当HSL中的“L”值小于80时，则可以使用反白。



SQUARE/CIRCULAR LOGO

方形/圆形标识规范



SLOGAN

标语规范

Montserrat Medium

Make Your Brand Fly

Montserrat SemiBold

Make Your Brand Fly

Microsoft Yahei

让你的品牌飞起来

Microsoft Yahei Bold

让你的品牌飞起来

aspire.



aspire