

Identity Guideline

CHENGKE Designed
in Sep. 2025

澄刻
CHENGKE



1.1 主标识 Primary Logo

标识作为品牌形象的重要组成部分，是品牌建立身份、消费者对于品牌的第一印象。
澄刻的标识以经纬线为灵感，纵向经线代表客观而流逝的时间，横向纬线象征主观的情绪与欲望。二者交织出的交点，正是“澄刻”的精神所在：用意识去标注生活，让每一个瞬间被刻下、延展。

A logo is a crucial component of a brand's image and forms consumers' first impression of the brand.
Chengke's logo is inspired by longitude and latitude, with the longitude symbolizing time and the horizontal representing subjective emotion. The intersection of these two lines embodies the spirit of "Chengke": Marking life, allowing every moment to be engraved and extended.



1.2 产品标识 Products Logo

鉴于主标识中符号在产品生产的加工特殊性，我们将主标识与品牌名字进行了符号与寓意的结合，在产品中使用本项标识。请注意，除产品外其余素材均应使用澄刻主标识进行产出。

Due to the unique processing requirements of the primary Logo during production, we have combined the primary Logo with the brand name to create a symbolic and meaningful combination, and use this logo on the product. Please note that all materials other than the product should be produced using the engraved main logo.



1.2 产品标识规范 Products Logo Specification

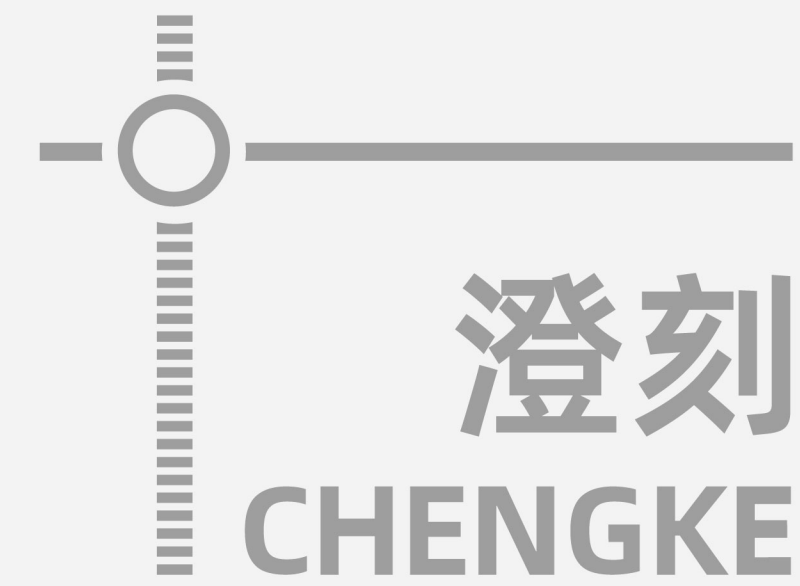
我们定义“澄刻”的笔画宽度为“X”，“CHENGKE”的宽度为“Y”，并且使用“X, Y”两个单位进行延展与标识的比例规范。

We define the stroke width of the word“澄刻” as “X” and the width of “CHENGKE” as “y”, and use the two units “X, Y” to standardize the proportion of extension

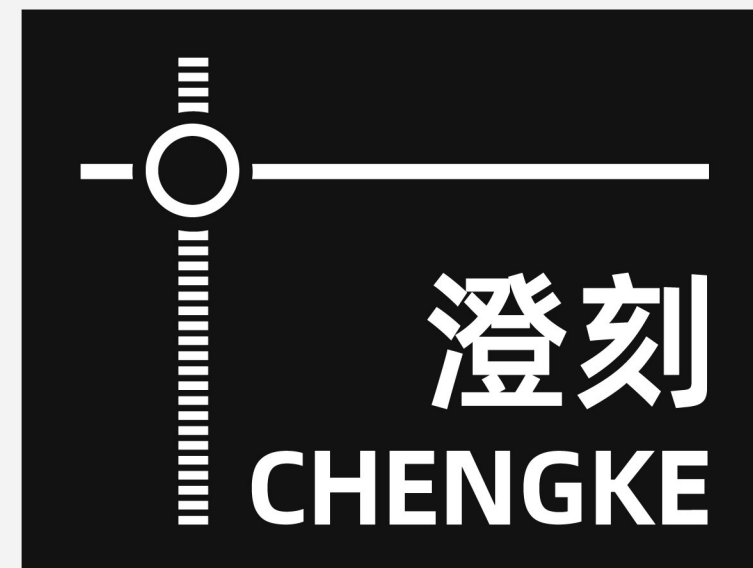
■ 全色标识 Full Color Logo



■ 单色标识 Monochrome Logo



■ 反色标识 Reverse Color Logo



1.3 主标识颜色规范 Primary Logo Colors Specification

常规我们使用全色标识、黑白色的单色标识。在海报与宣发物料中为保证美观与传播性可使用反色标识。在产品与线下宣发物料中如使用特殊材质则可用银色标识。

We typically use Full Color Logo and Monochrome Logo. For posters and promotional materials, reverse-color logos may be used to ensure aesthetics and communication effectiveness. Special silver logos may be used for product and offline promotional materials.

■ 全色标识 Full Color Logo

澄刻
CHENGKE

■ 单色标识 Monochrome Logo

澄刻
CHENGKE

澄刻
CHENGKE

澄刻
CHENGKE

1.4 产品标识颜色规范 Products Logo Colors Specification

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We typically use Full Color Logo and Monochrome Logo. For posters and promotional materials, reverse-color logos may be used to ensure aesthetics and communication effectiveness. Special silver logos may be used for product and offline promotional materials.



主标识 Primary Logo



产品标识 Products Logo

线上

Large Small

横板

40px 20px

竖版

80px 40px

打印

Large Small

横板

18mm 7mm

竖版

36mm 14mm

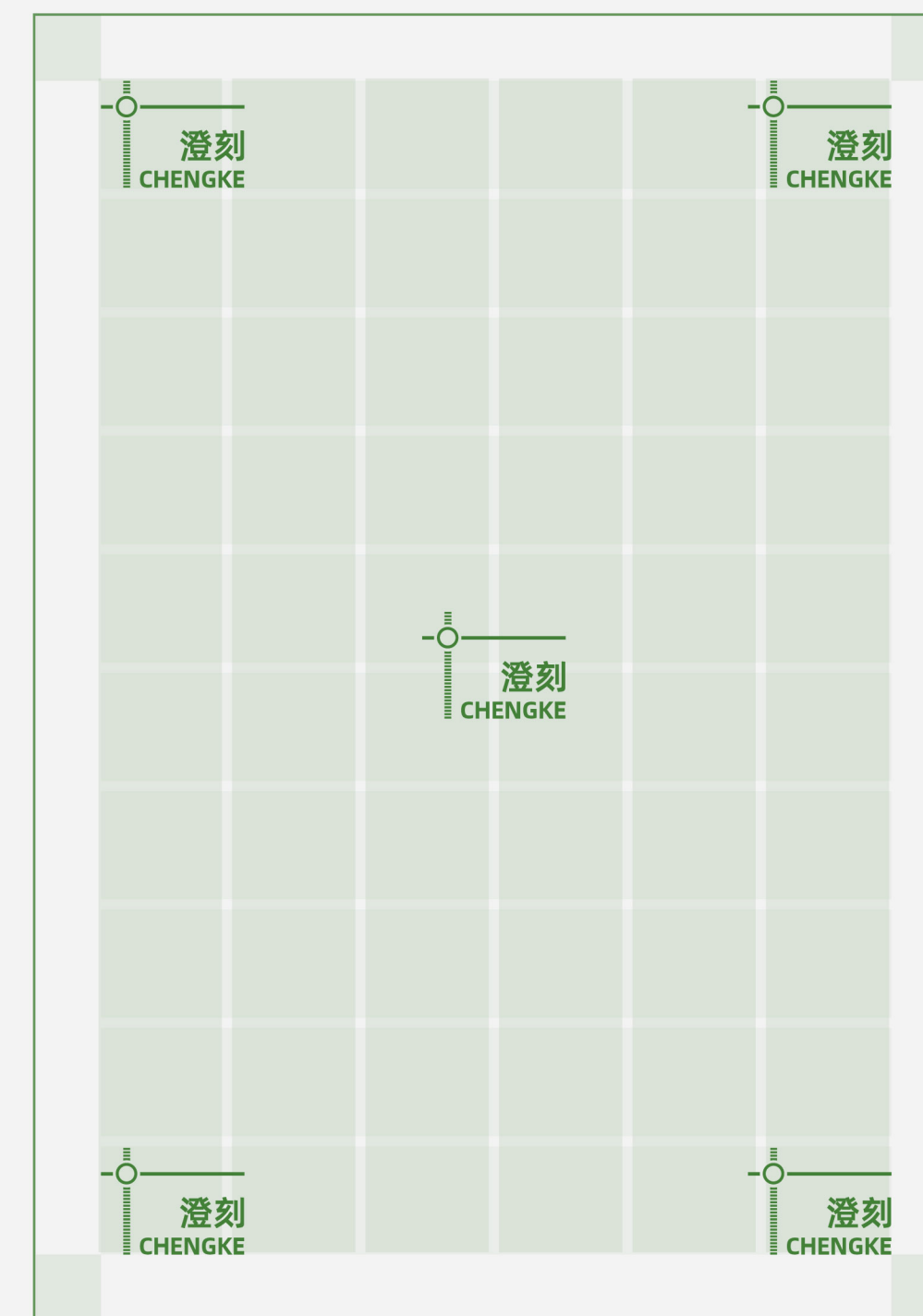
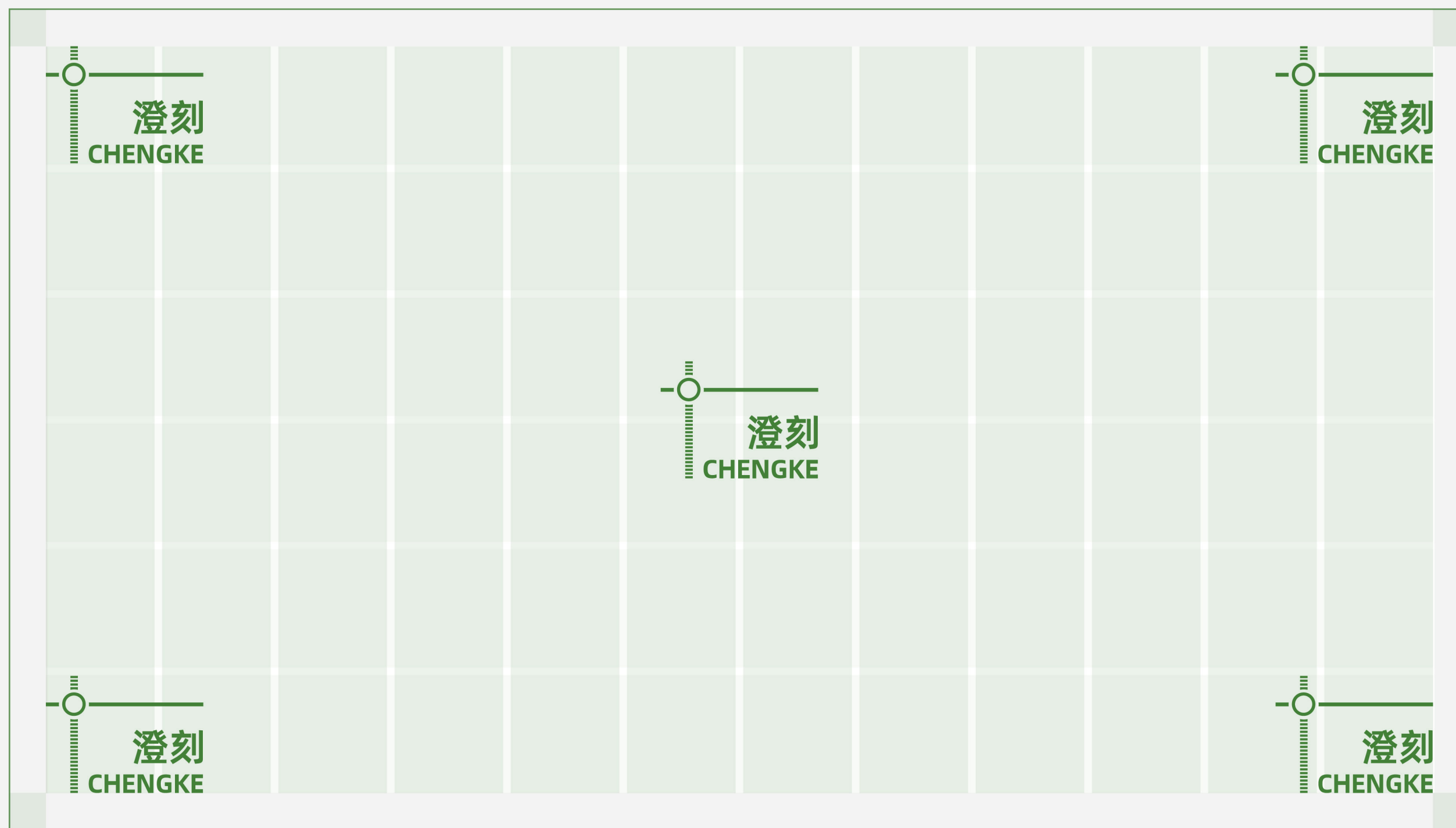
(打印纸张以A4为例，另需其他尺寸请计算同比放大缩小。)

1.5 最小使用规范 Size Extreme Formats

最小使用规范，包含线上与打印。

Size Extreme Formats, both online and in print.

■ 至于角落或正中间 the Corner & the Middle



1.6 标识位置 Logo Location

品牌标志的位置实行灵活的原则，确保我们的应用永远不会给人以呆板之感。

常见情况是，将标志置于角落或正中间并固定在网格的外边距上。始终确保标志位于网格上，并且与版面设计中的其他元素保持整体对齐。

We use flexible positioning principles for the brand logo to ensure our app never feels static.

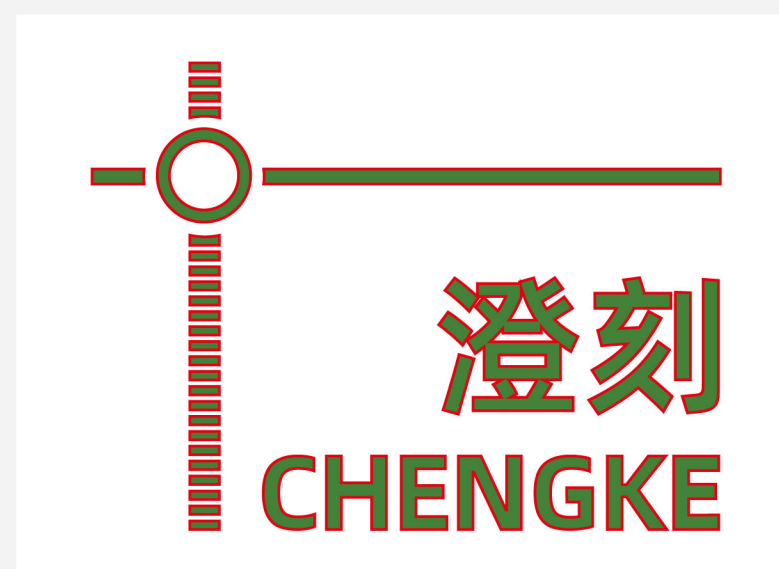
Common placements include placing the logo in a corner or center, anchored to the grid's margins. Always ensure the logo is on the grid and aligned with the rest of the layout.



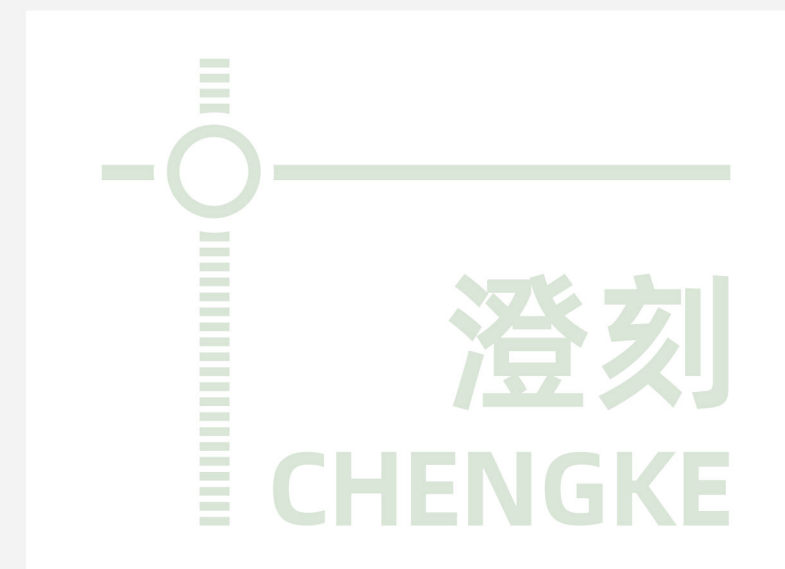
1.7 标识与口号 Logo&Slogan

组合标识由两部分组成，上部分为品牌标志，下部分为品牌主张,两者共同构成组合标志。该组合是一个平衡的整体，使用中不得改变其形状、结构和比例。
规定标志中“1/2 O”的高度为Y，规范文字间的距离。

A combination mark consists of two parts: the upper part is the brand logo, and the lower part is the brand proposition. Together, they form the combined mark. This combination is a balanced whole, and its shape, structure, and proportions must not be altered during use.



■ 不要添加描边 No Stroke



■ 不要透明 No Transparent



■ 不要改色 No Change Color



■ 不要变形 No Deformation



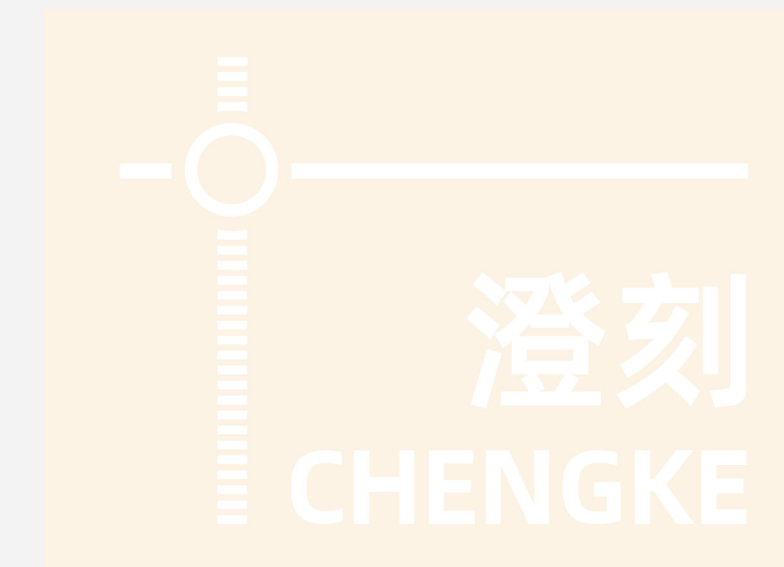
■ 不要倾斜 No Tilt



■ 不要加效果 No Add Effect



■ 不要改字 No Change Word



■ 不要低对比 No Lowcontrast

1.8 错误使用 Logo Misuse

以上是品牌标识元素的错误使用规范，请仔细查看以上示例，确保我们在任何情况下呈现标识时都能保持一致性。

The above are some examples of incorrect usage of brand identity elements. Please review the examples carefully to ensure consistency in how we present the Logo in all situations.



1.9 标识联动规范 Branding Crossover

与外部品牌标识联合使用时，澄刻标志应左侧优先放置。外部品牌标识注意与我方标识保持所定规范距离，在澄刻标志的大小高度内进行合理调整，以达到视觉舒适。

When used in conjunction with an external brand Logo, Cheng logo should be placed on the left side first. The external brand logo should maintain the specified distance from our Logo and be adjusted reasonably within the size and height of the Cheng Logo to achieve visual comfort.

澄刻

CHENGKE

阿里巴巴普惠体3.0 - 35 Thin

澄刻

CHENGKE

阿里巴巴普惠体3.0 - 55 Regular

澄刻

CHENGKE

阿里巴巴普惠体3.0 - 65 Medium

澄刻

CHENGKE

阿里巴巴普惠体3.0 - 85 Bold

2.1 标准字体 Standard Typography

阿里巴巴普惠体 3.0 是品牌的标准字体，包括 9 种字重。为保证信息的可读性，澄刻选用 35 Thin、55 Regular、65 Medium、85 Bold 4 种字重作为品牌的官方自号字重。情况下（即在简单的排版与页面中）我们选用3种字重进行信息的分级。

Alibaba Puhui 3.0 font is the brand's standard font, available in 9 weights. To ensure readability, Chengke uses four weights: 35 Thin, 55 Regular, 65 Medium, and 85 Bold. In some cases (for simple layouts and web pages), we use 3 weights for information grading.

澄刻
CHENGKE
阿里巴巴普惠体3.0 - 35 Thin

澄刻
CHENGKE
阿里巴巴普惠体3.0 - 55 Regular

澄刻
CHENGKE
阿里巴巴普惠体3.0 - 65 Medium

澄刻
CHENGKE
阿里巴巴普惠体3.0 - 85 Bold

线上	Large	Small
横板	-	12px
竖版	-	16px

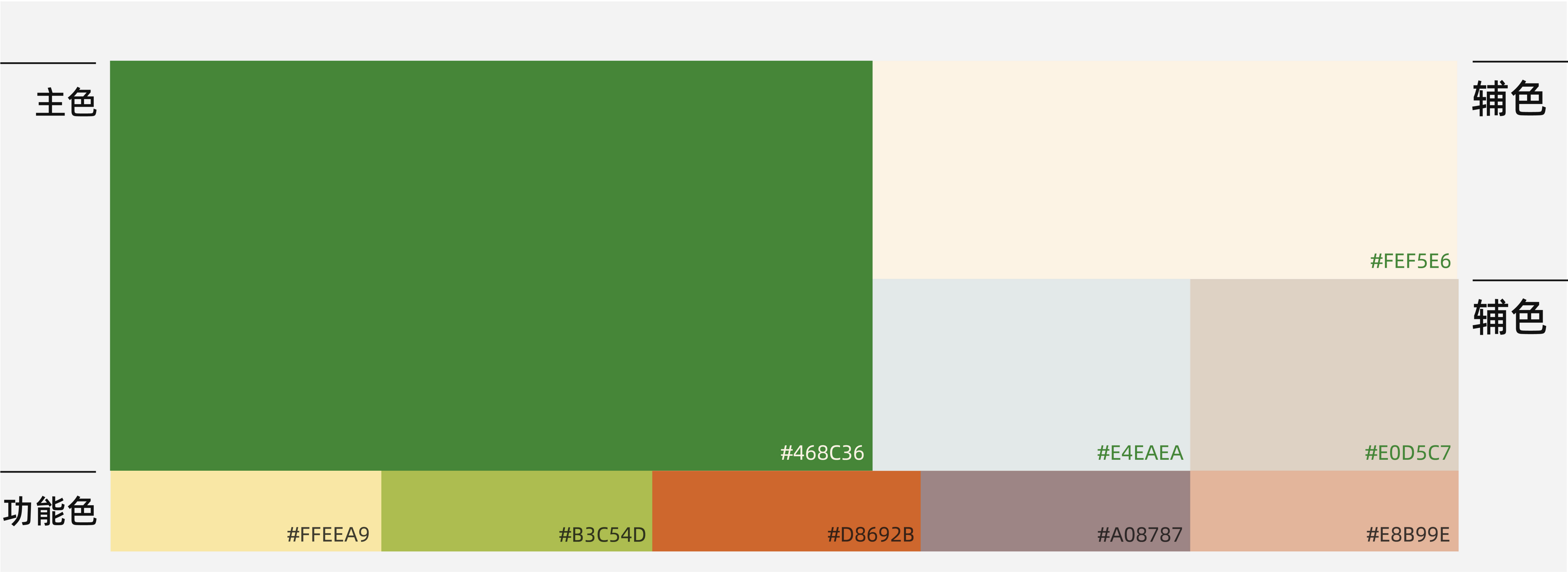
打印	Large	Small
横板	-	4.3mm
竖版	-	5.33mm

（打印可直接通过像素转换。纸张以A4为例，另需其他尺寸请计算同比放大缩小。）

2.2 最小使用规范 Size Extreme Formats

最小使用规范，包含线上与打印。

Size Extreme Formats, both online and in print.



3.1 色彩系统 Color System

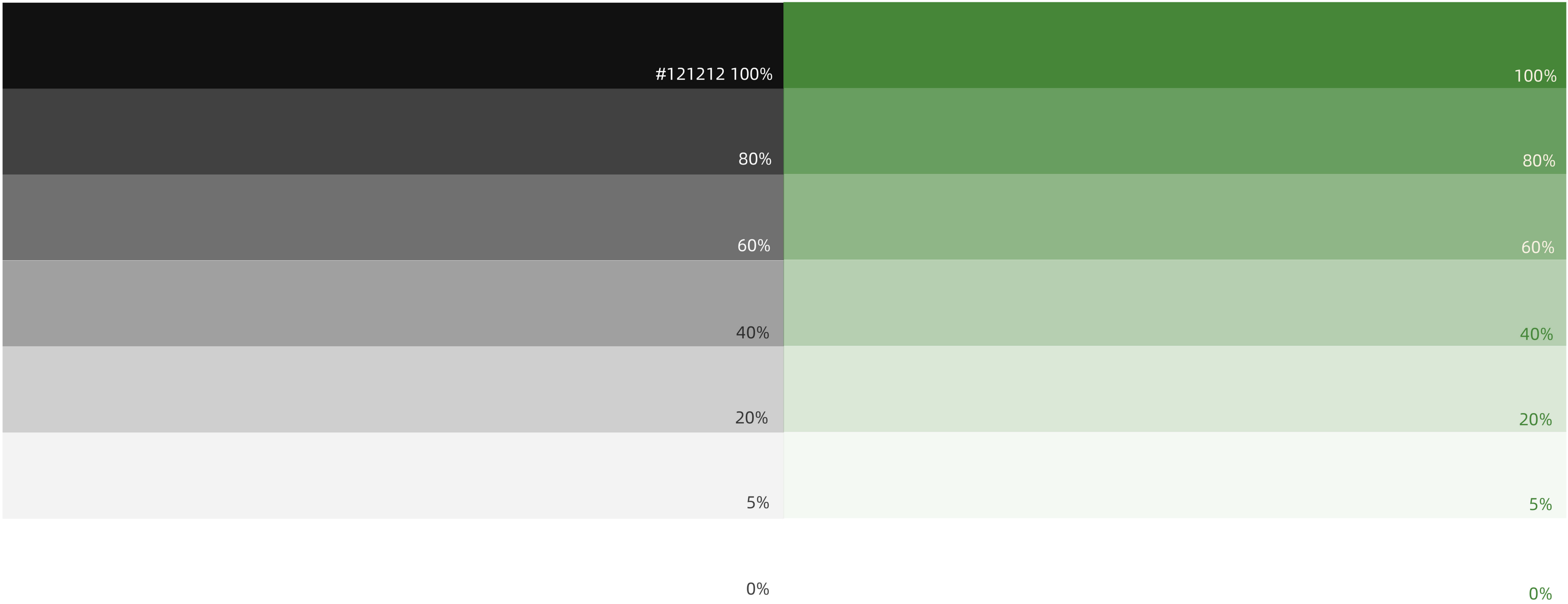
#468C36 是澄刻的品牌主色。#FEF5E6、#E4EAEA、#E0D5C7 是品牌的辅助颜色。#FFEEA9、#B3C54D、#D8692B、#A08787、#E8B99E 是品牌的功能色。三种类别的颜色共同形成澄刻的色彩系统。

#468C36 is the primary brand color for Chengke. #FEF5E6, #E4EAEA, #E0D5C7 are the brand's secondary colors. #FFEEA9, #B3C54D, #D8692B, #A08787, #E8B99E are the brand's functional colors. These three color categories together form the Chengke color system.

#468C36	RGB	70 140 54	CMYK	76 33 100 0
#FEF5E6	RGB	254 245 230	CMYK	1 6 12 0
#E4EAEA	RGB	228 234 234	CMYK	13 6 8 0
#E0D5C7	RGB	224 213 199	CMYK	0 5 11 12

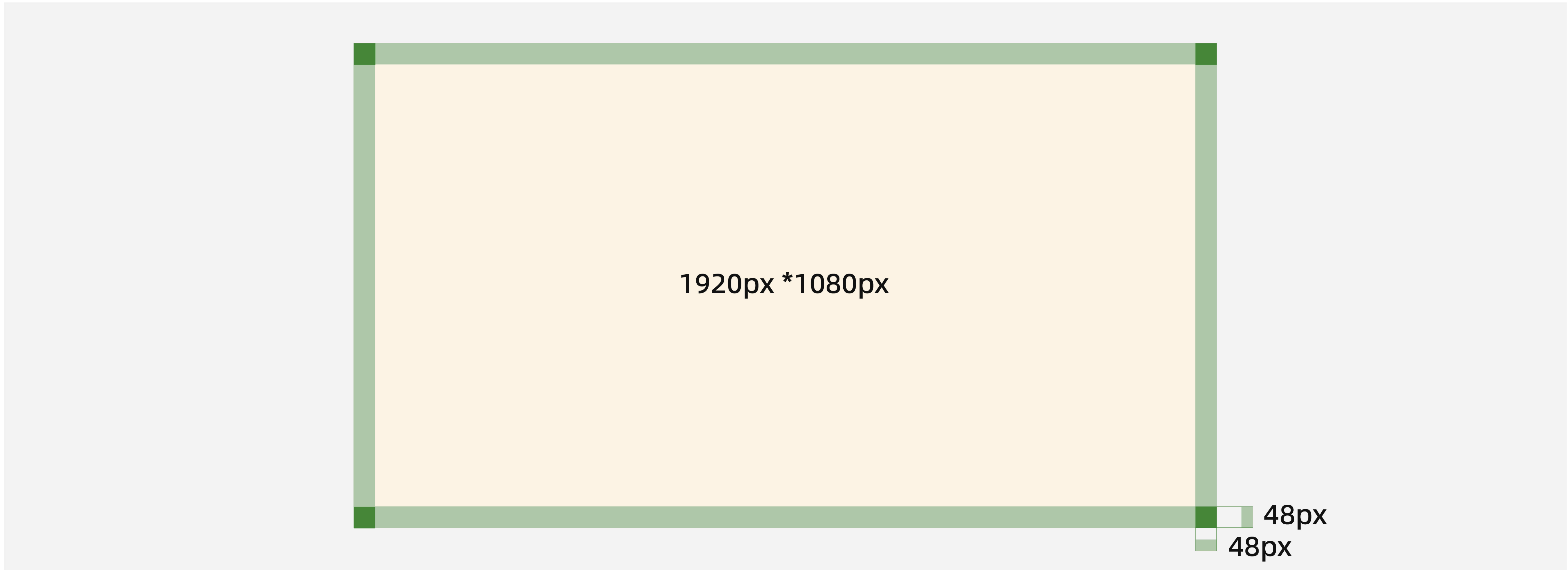
3.2 色彩信息 Color Informations

色彩具体信息。
Color specific information.



3.2 色彩灰度信息 Color Grayscale Information

色彩灰度信息。
Color Grayscale Information.



4.1 排版规范 Typesetting Specifications

出血线边框宽度为长边宽度的2.5%，如 1920px * 1080px 画布，则出血边框的宽度应为 1920*2.5%，48px。

The width of the bleed line border is 2.5% of the long side width. For example, if the canvas is 1920px * 1080px, the width of the bleed border should be 1920*2.5%, or 48px.

