

VISUAL IDENTITY USAGE GUIDELINE

视觉识别应用手册



PART A



标识基础部分



Scale & Clear Space

网络制图的底线均由相同规格的方格组成，可根据标志主体在方格区域内的呈现方式，来明确标志各个组成元素间的相互关系，以下表格的单位尺寸设定为“A”

The baseline of web mapping is composed of grids of the same specifications. Depending on how the main logo is presented within these grid areas, it can explicitly clarify the relationships between the various components of the logo. The unit size of the following table is set as 'A'

为保证标志完整性以供清晰识别，请保证标志周边区域没有其他元素。

To ensure the integrity of the logo for clear identification, please ensure that there are no other elements around the logo area



Original Logo

本使用指南的目的,是帮助您规范使用亚洲最佳职场的标识。

The purpose of this usage guide is to help you standardize the use of the Asia Best Workplace logo.

我们的默认标志是玫红色的。您也可以在深色背景上选择白色版本的标志,以确保清晰识别。

Our default logo is in rose pink. You may also choose the white version of the logo on dark backgrounds to ensure clear recognition.



Color System

任何情况下,都应尽可能使用两套品牌标准色

Whenever possible, always use two sets of standard brand colors in any situation

#B81B40

R:184 G:27 B:64 C:36 M:99 Y:72 K:1

100% 90% 80% 70% 60% 50% 40% 30% 20% 10% 0%

#585757

R:88 G:87 B:87 C:71 M:64 Y:61 K:15

100% 90% 80% 70% 60% 50% 40% 30% 20% 10% 0%

Color System



您可以在浅色背景上选择此版本的标志
以确保清晰识别

You can use this version of the logo on a light background
to ensure clear identification



您可以在深色背景上选择此版本的标志
以确保清晰识别

You can use this version of the logo on a dark background
to ensure clear identification



您可以在玫红色背景上选择此版本的标志
以确保清晰识别

You can choose this version of the logo on a rose pink background to
ensure clear recognition.



Color System

标志在应用中由于受到多种客观因素的制约,特指定标志墨稿,为标志在单色印刷时所使用的形式,在不能使用彩色稿的情况下,来满足不同需求的具体应用。

Due to various objective constraints in application, the logo specifies a monochrome version, which is the form used for single-color printing when the color version cannot be used, to meet specific application needs



标志在应用中由于受到多种客观因素的制约,特制定标志反白稿,为标志在有色背景上的使用形式,在不能使用彩色稿的情况下,来满足不同需求的具体应用。

Due to the restriction of many objective factors in the application of the logo, the anti-white draft of the logo is specially formulated to meet the specific application of different needs in the case of the use of the color draft on the colored background of the logo



Incorrect Logo Usage

为确保标志在应用中的
一致性,请务必不以任
何方式改变标志。当商
标使用不规范时,亚洲
最佳职场的品牌完整性
会降低。同时,请始终聘
请专业设计人员使用和
延展品牌标志,这一点
至关重要。

To ensure consistency of the logo
in its applications, please do not
alter the logo in any way. Misuse
of the trademark can diminish
the integrity of the Best
Companies to Work for in Asia
brand. Additionally, it is crucial to
always engage professional
designers to use and extend the
brand logo.



Do not
alter or ungroup the logo in
any way

勿以任何方式改变或重组标志



Do not
Stretch or alter
the logo

勿以任何方式挤压或改变标志



Do not
use multiple logos or use the logo
in a repeating pattern

勿将标志重复组合



Do not
rotate or tilt
the logo

勿以任何方式旋转标志



Do not
substitute any colors of the logo or have
multiple colors within the logo

勿以任何方式改变标志颜色

PART B



企业VI应用规范



办公用品

OFFICE SUPPLIES

便签纸

STICKY NOTES



办公用品

信封袋、名片、笔

OFFICE SUPPLIES

ENVELOPES, BUSINESS CARDS, PENS

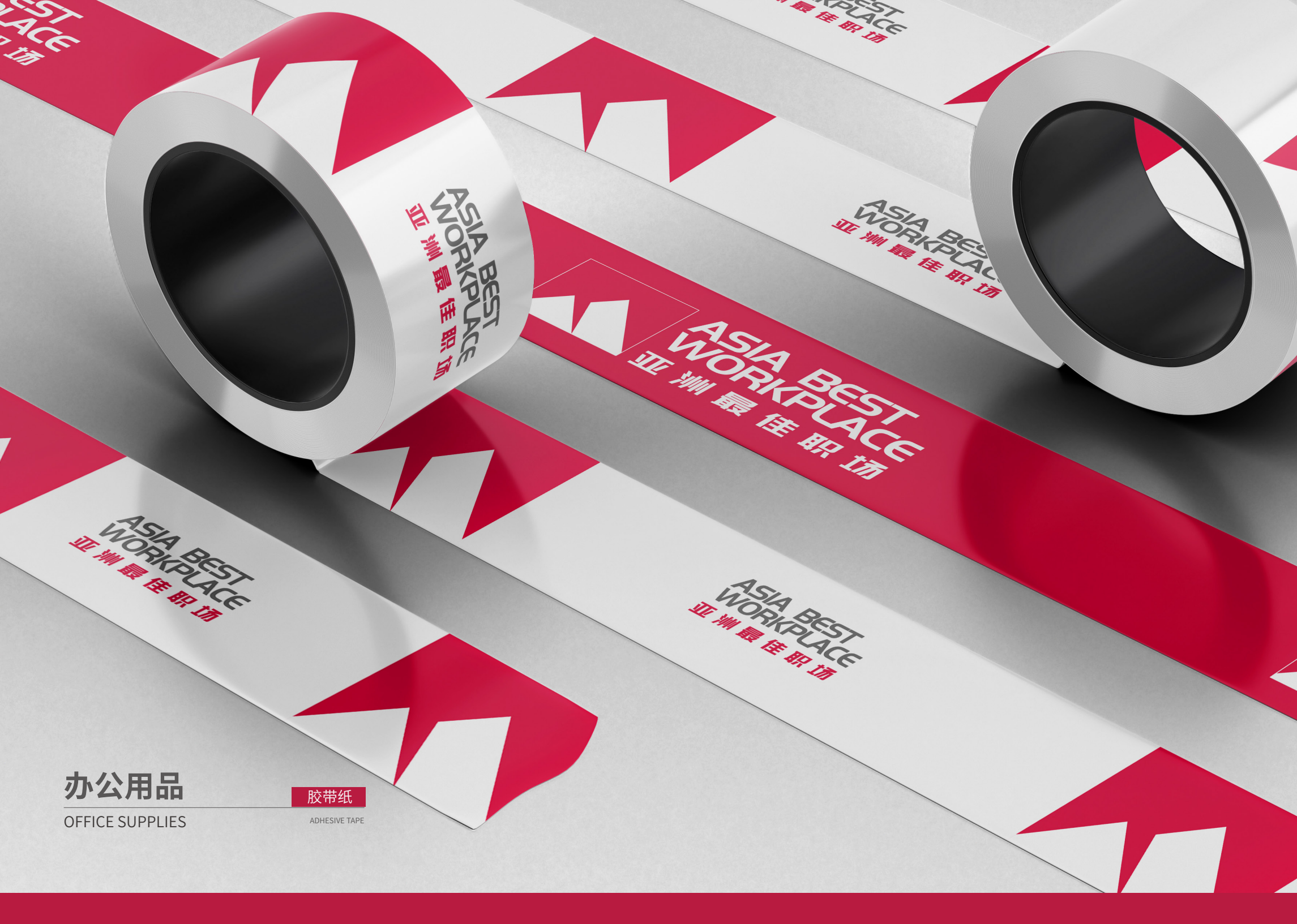
办公用品

OFFICE SUPPLIES

信纸

LETTERHEAD PAPER





办公用品

OFFICE SUPPLIES

胶带纸

ADHESIVE TAPE



办公用品

OFFICE SUPPLIES

帆布袋

CANVAS BAG



办公用品

OFFICE SUPPLIES

马克杯

MUG



办公用品

OFFICE SUPPLIES

纸杯

PAPER CUP

户外广告

OUTDOOR ADVERTISING

挂旗

GONDOLA BANNER

ASIA BEST WORKPLACE 亚洲最佳职场

The Asia Best Workplace is an awards program dedicated to promoting healthy, sustainable, and positive work and life philosophies. Launched in 2018 by AIA Life Insurance in collaboration with Peking University School of Public Health, the program has been conducted for three years, with the fourth edition of the award set for 2024.



户外广告

OUTDOOR ADVERTISING

悬挂旗帜

BANNER FLAGS



户外广告

OUTDOOR ADVERTISING

地铁广告

SUBWAY ADVERTISING



**ASIA BEST
WORKPLACE**
亚洲最佳职场

/ EVALUATION
INTRODUCTION /

The Asia Best Workplace is an awards program dedicated to promoting healthy, sustainable, and positive work and life philosophies. Launched in 2018 by AIA Life Insurance in collaboration with Peking University School of Public Health



户外广告

OUTDOOR ADVERTISING

巴士广告

BUS ADVERTISING



**ASIA BEST
WORKPLACE**
亚洲最佳职场

The Asia Best Workplace is an awards program dedicated to promoting healthy, sustainable, and positive work and life philosophies. Launched in 2018 by AIA Life Insurance in collaboration with Peking University School of Public Health

活动主画面

EVENT MAIN VISUAL

主画面

KEY VISUAL



办公室空间

OFFICE SPACE

背景墙

BACKGROUND WALL



ASIA BEST
WORKPLACE
亚洲最佳职场

办公室空间

OFFICE SPACE

背景墙

BACKGROUND WALL



办公室空间

OFFICE SPACE

背景墙

BACKGROUND WALL

