

华为视觉识别手册

Huawei Visual Identity Guidelines

HUAWEI TECHNOLOGIES CO., LTD.



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1.0 The Huawei Brand

华为品牌

Huawei Brand Core Values

华为品牌核心价值

Brand Positioning

Providing growth potential

品牌定位

带来潜在增长

Brand Attribute

Customer-focused, Responsive
Rapid Advancement

品牌特性

以客户为先，快速响应，蓬勃向上



Providing Growth Potential
带来潜在增长



Customer-Focused
以客户为先



Responsive
快速响应



Rapid Advancement
蓬勃向上

Brand Personality 品牌个性

Trustworthy 可信赖的

Determined 执着的

Dynamic 有活力的

Progressive 有进取心的



Trustworthy 可信赖的



Determined 执着的



Dynamic 有活力的



Progressive 有进取心的

The Brand Signature Rationale

标志诠释

A good company never sits still. This is the reason why we evolve a new logo, the signature of our brand that represents the changes that haven been taking place at Huawei. It is a bold icon. A statement of change. A symbol of the brilliant future. Our logo is a simple, contemporary expression of our customer-focus, innovation, steady-and-sustainable growth, and above all harmony.

All the shapes making up the logo design point towards the centre. This is the place where the customer is - at the heart of everything we do. This is also the place where Huawei began, the communications industry, where all techniques come from people and serve for people. The vivid red shape is a powerful, optimistic symbol, while the different shades of red in each section demonstrate progress and innovation, a gradient starting from the customers needs and moving outwards. The changes in size of the radiating shapes from the previous logo, demonstrate the increasing confidence we have, and the mature, professional way we approach international business. The graduated tone in the icon makes it more natural, acting as a metaphor for open-mindedness, co-operation and compatibility with the stakeholders. We don't see the world in just two colors and recognise that it takes different shades to make up the world. We see the diversity of our people as an asset.

These identity guidelines give a detailed overview of our new look. They provide an introduction to the logo, corporate colors, design features, type and imagery - and demonstrates how, when used in combination, these elements define and express our brand in a distinctive and memorable way.

本次品牌标志的变化，反映了华为的发展与成长，象征华为未来的光明前景。新标志以简洁现代的风格清晰地传递了我们的核心理念：聚焦、创新、稳健、和谐。

标志中所有的图形均指向底部中心，代表我们始终坚持一切从客户需求出发，坚持以人为本，将我们多元化的员工视为企业的核心资产。灵动活泼的红色图形给人积极有力之感，图形中各部分不同的渐变红色，充分展现华为坚持开拓进取，为客户不断创新。新标志更加饱满的放射图形体现华为的自信，以及国际业务开拓中的成熟与专业。光晕的巧妙运用使标志自然灵动，象征华为开放合作，坚持创造和谐商业环境以实现自身健康成长。

这本手册旨在明确华为品牌标志的正确使用方法，详细指导如何在设计中综合使用识别、公司专用色、设计元素、字体和图片，从而新颖独特地传播华为品牌，给人以深刻印象。



HUAWEI

2.0 The Brand Signature

品牌标志

The Huawei Brand Signature exists in both vertical and horizontal formats. Always use the preferred vertical version over the horizontal version, except in special circumstances.

The Brand Signature includes an icon and the name, HUAWEI. Throughout these guidelines we refer to these elements as the 'Brand Signature'. The characters in the Brand Signature have been created for our exclusive use. The Brand Signature must always be reproduced from the supplied digital master artwork. It must never be modified in any way (i.e. do not squash, stretch or try to re-draw it). It must appear against a correct and uncluttered legible colored background. When selecting a background color, care should be taken to ensure legibility.

Always use the artwork enclosed in the attached CD, or obtain a copy from the Huawei corporate branding and communications department.

华为品牌标志可以使用竖式版式或横式版式。除非特殊情况，请尽量使用竖式版式。

品牌标志由图标和HUAWEI文字构成。在本手册中，我们以“品牌标志”来统称这些元素。品牌标志中HUAWEI文字是为华为特别设计的。品牌标志必须使用附录光盘中提供的电子文件模板来设计。该标志不得作任何修改，包括任何缩放变形和重新绘制。该标志必须置于正确和清晰有序的背景上。当使用有色背景时，请确保标志清晰可辨。

请使用附录光盘中的电子文件或华为公司品牌部提供的复制文件。

Preferred Vertical Brand Signature
推荐使用的竖式品牌标志



Horizontal Brand Signature
横式品牌标志



The Huawei Brand Signature has been developed as a balanced whole and at no time may the shape, configuration, or proportions be altered. Consistent use of the Brand Signature helps maintain the integrity of the brand and ensures greater brand recognition. The grid shown here demonstrates the correct proportions of the Huawei Brand Signature in a vertical and horizontal format.

Preferred Vertical Brand Signature

The first example on the right shows how the proportions of the Brand Signature fit into a square format.

Horizontal Brand Signature

The second example below shows how the proportions of the Brand Signature fit into a rectangular format.

Never attempt to create the Brand Signature yourself, always use the digital master artwork supplied on the CD.

华为品牌标志是一个平衡的整体，使用中不得改变其形状、结构和比例。一致连贯地使用品牌标志有助于保持品牌的统一性，使品牌更容易识别。本页所示的网格线展示华为品牌标志竖式版式和横式版式的正确比例。

推荐使用的品牌标志竖式版式

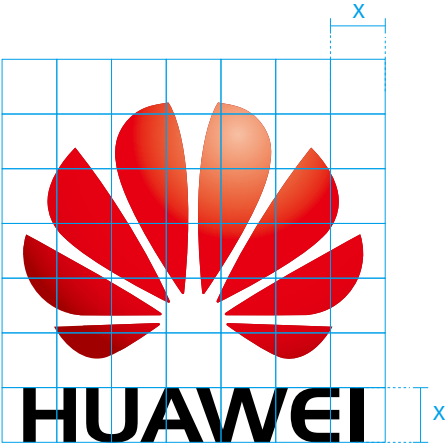
右侧的第一个图例展示方形模板中品牌标志的正确比例。

品牌标志横式版式

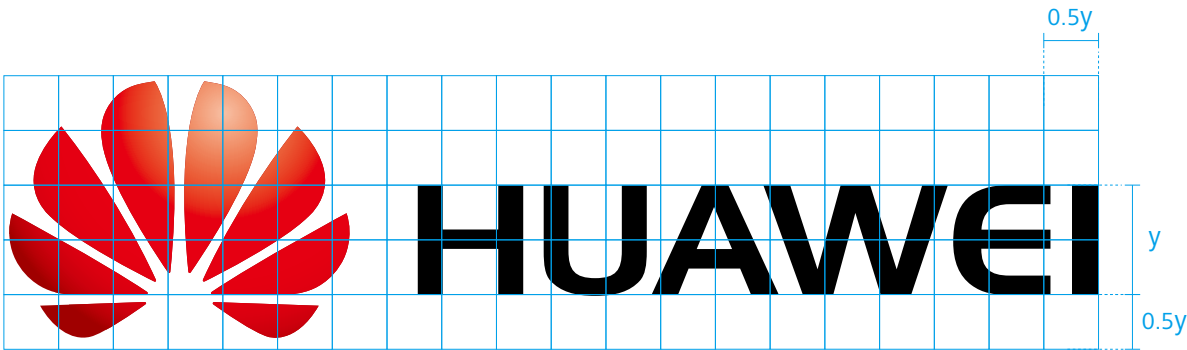
下方的第二个图例展示长方形模板中品牌标志的正确比例。

请勿自行创造品牌标志，必须使用附录光盘中的电子文件模板。

Preferred Vertical Brand Signature
推荐使用的竖式品牌标志



Horizontal Brand Signature
横式品牌标志



Restricted Zone

For the Brand Signature to communicate clearly and effectively, a minimum amount of space called the Restricted Zone is to be left around it; clear of text, symbols and other related graphic elements. The “x” “y” height is respectively equal to the vertical and horizontal HUAWEI typeface as indicated. In vertical brand signature, the width and height of the restricted zone is one “x”. In horizontal brand signature, the width and height of the restricted zone is “0.5y”. When the signature size changes, the size of restricted zone change accordingly.

Minimum Size

The minimum size of the Brand Signature to be used for various printing processes is specified below. Using the mark any smaller than indicated will reduce legibility and quality of reproduction.

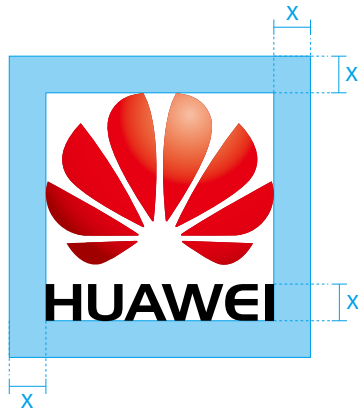
限制区域

为更加清晰有效地传播品牌标志，品牌标志周边必须保持一个最小尺寸的空白空间，该空间称为限制区域，该区域内不得出现任何文字、符号和其它图形元素。图例中“x”“y”的高度分别对应竖式和横式品牌标志中HUAWEI字体的高度。在竖式品牌标志中，限制区域的宽度和高度为“x”，在横式品牌标志中，限制区域的宽度和高度为“0.5y”。当标志尺寸改变时，限制区域大小随之改变。

最小尺寸

在各种印刷品中的品牌标志的最小尺寸如图所示。如果品牌标志小于该尺寸，标志将难以辨认。

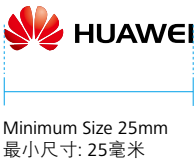
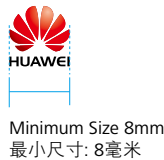
Vertical Brand Signature
竖式品牌标志



Horizontal Brand Signature
横式品牌标志



Minimum Size
最小尺寸



The table to the right illustrates all permissible color options.

Full Color Version (CMYK and Pantone)

Where possible, the full color version of the Brand Signature should be used. The full color version of the Brand Signature is suitable for all the communication materials, including print advertising, the television advertising, collaterals and digital media.

Single Color Version

The entire Brand Signature may appear as a solid color. No tints are to be used.

Multimedia

Multimedia version should be used for all digital media.

右边的表格对所允许的颜色选择加以说明。

全色版本（四色或专色）

尽可能使用品牌标志的全色版本。
全色版本的标志适合于所有的传播材料，包括印刷广告，电视广告，附带品和电子媒体。

单色黑版本

整个品牌标志将用一种纯色表示，不掺入其它颜色。

多媒体

多媒体版本用于电子媒体。

Four Color CMYK
Logo Red: C0 M100 Y100 K0
Logo Black: 100 K



四色版本
标志红: C0 M100 Y100 K0
标志黑: 100 K



Pantone
Logo Red: Pantone 185 C/U
Logo Black: Pantone 426 C/U



专色版本
标志红: Pantone 185 C/U
标志黑: Pantone 426 C/U



One Color Black
Pantone 426 C/U



单色黑
Pantone 426 C/U



Multimedia
Logo Red: R255 G0 B0
HEX/WEB: #FF0000
Logo Black: R0 G0 B0
HEX/WEB: #000000



多媒体
标志红: R255 G0 B0
HEX/WEB: #FF0000
标志黑: R0 G0 B0
HEX/WEB: #000000



Color Policy: Special Usage Logos

颜色规定：特殊用法品牌标志

THE BRAND SIGNATURE
品牌标志

2.5

1 One color logo on metal

2 Embossing on high quality paper

3 One color print black
Fax and packaging

4 Stamp logo or line logo

5 Two color print
Pantone 185C/U Pantone 426C/U
Packaging

1 单色金属质感标志

2 无色钢印标志

3 单色黑标志
传真和包装上使用

4 印章或单线标志

5 两色印刷
Pantone 185C/U Pantone 426C/U
包装上使用

1 One color logo on metal
单色金属质感标志



2 Embossing on high quality paper
无色钢印标志



3 One color print black
单色黑标志



4 Stamp logo or line logo
印章或单线标志



5 Two color print
两色印刷



Logo Red and Logo Black make up the Brand Signature color palette.

Logo Red can only be used in the Huawei Brand Signature and the body copy of the stationery system.

标志红和标志黑共同组成品牌标志的渐变色板。

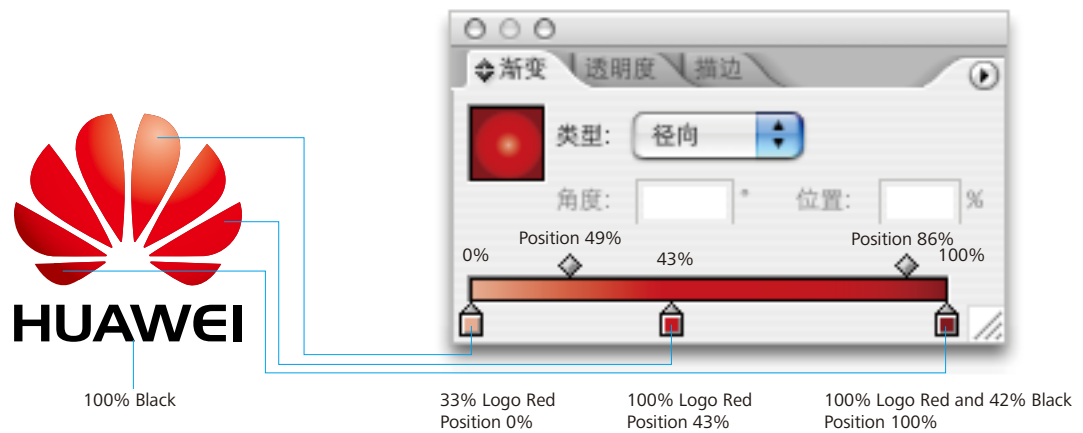
标志红只能用于华为品牌标志和文具应用系统中的文字上。

Logo Red 标志红

Pantone 185 C/U
CMYK 0/100/100/0
RGB 255/0/0
HEX #FF0000

Logo Black 标志黑

Pantone 426 C/U
CMYK 100K
RGB 0/0/0
HEX #000000



The Huawei corporate colors are a key element to re-enforcing the dynamic and trustworthy nature of the brands personality. Consistent use of the Corporate Red is to be applied in all communication systems including publication, advertisements, multi-media, signage, etc, except the stationery system.

Corporate Red is a strong vivid color. Because of this it needs to be used carefully so that it does not overpower text, images or other key design elements in any Huawei application. The percentage of Corporate Red should be controlled so that it covers no more than one eighth of the applications total area, except where stated in special circumstances in this guidebook.

华为公司专用色对于强化活力充沛和值得信赖的品牌形象至关重要。公司红色广泛应用于除文具以外的各种传播系统，包括印刷品、广告、多媒体、招牌等。

公司红色彩强烈，因此需要在各种应用中谨慎使用，避免削弱文字、图片和其它关键设计元素的表现力。除本手册中特殊相关规定外，公司红色的面积不得超过应用设计中全部面积的八分之一。



The following selection of design colors has been chosen to rule out conflicting with Corporate Red. These secondary colors can be employed for graphics, typography, and products.

This color table is binding. No other colors than the coporate colors and the 14 options shown here are to be implemented for any applications designed for Huawei.

Any of the colors from the Standard, the Dark, or the Special Color can be used individually. As a rule, when combining various Design Colors, use either a similar color tone (vertical row) or a similar color intensity (horizontal row). This helps give an application a calm and unified appearance, while promoting the distinctive Huawei Brand personality.

下列辅助设计色与公司红色和谐相配。这些颜色可以用于图形、印刷和产品。

本色板是不可改变的。除公司色及本页所示的14种颜色以外的任何颜色都不得应用于华为的设计。

当使用一种颜色时，可以使用本色板中的标准系列、重色系列和特殊系列的任何颜色。当组合使用不同设计颜色时，必须使用同一色系的颜色（纵列）或同一饱和度的颜色（横排）。这种方法使该设计视觉效果统一和谐，可以强化表现华为独特的品牌个性。

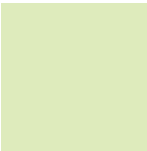
Standard Color 标准色



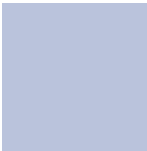
Pantone 467 C/U
CMYK 9/15/34/0



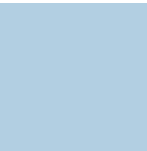
Pantone 156 C/U
CMYK 0/22/42/0



Pantone 579 C/U
CMYK 17/0/34/0



Pantone 536 C/U
CMYK 31/20/5/0



Pantone 551 C/U
CMYK 27/3/0/13



Pantone 5503 C/U
CMYK 29/0/10/14

Dark Color 重色



Pantone 464 C/U
CMYK 10/49/100/35



Pantone 158 C/U
CMYK 0/61/97/0



Pantone 576 C/U
CMYK 49/0/100/39



Pantone 660 C/U
CMYK 90/57/0/0



Pantone 633 C/U
CMYK 100/0/10/25

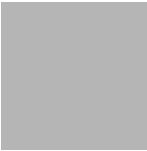


Pantone 562 C/U
CMYK 85/0/50/31

Special Color 特殊色



Pantone 874 C/U
Gold



Pantone 877 C/U
Silver

Corporate Red

Corporate Red is used for the Brand Signature. It is also used as a background color. Corporate Red may not be altered.

Corporate Black

Black is the preferred color for HTML text.

White

It may be sparingly used for text on colored backgrounds.

Design Colors

The design colors were chosen not to compete with Corporate Red. As a rule, when combining various Design Colors, use either a similar color tone (vertical row) or a similar color intensity (horizontal row). On the web site, design colors are used for highlighting special areas such as headlines or backgrounds.

公司红

公司红可以作为背景色使用。公司红的色值不可以被更改。

公司黑

黑色适用于作为HTML文字的颜色。

白

白色可适量作为有色背景上的文字颜色。

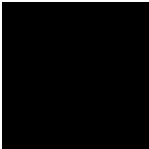
辅助色

辅助色不得与公司红相冲突。当使用多色彩组合时最好应用同一色系或者同一饱和度的颜色（横排或竖排）。在网页上，辅助色被用在特殊强调区域或作为背景色。

Corporate Color 公司色



RGB 153/0/0
HEX #990000



RGB 0/0/0
HEX #000000



RGB 255/255/255
HEX #FFFFFF



RGB 51/51/51
HEX #333333



RGB 102/102/102
HEX #666666



RGB 153/153/153
HEX #999999



RGB 204/204/204
HEX #CCCCCC

Design Color 辅助色

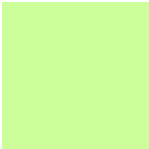
Standard Color 标准色



RGB 255/204/102
HEX #FFCC66



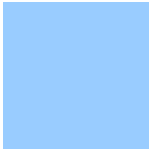
RGB 255/204/153
HEX #FFCC99



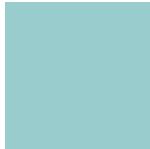
RGB 204/255/153
HEX #CCFF99



RGB 204/204/255
HEX #CCCCFF



RGB 153/204/255
HEX #99CCFF



RGB 153/204/204
HEX #99CCCC

Dark Color 重色



RGB 153/102/0
HEX #996600



RGB 255/153/0
HEX #FF9900



RGB 102/153/0
HEX #669900



RGB 0/102/153
HEX #006699



RGB 0/153/204
HEX #0099CC



RGB 0/153/153
HEX 009999

Full Color Brand Signature

1 To ensure clarity and legibility of the Huawei Brand Signature, it is important to control the intensity of the background on which it appears. For your reference we have provided a preferred background greyscale table, for use with the full color Brand Signature. Additionally, you can also use this greyscale table for measuring the intensity of a colored background. The open frame indicates the right signature application, and the slash indicates the wrong application.

2 When placing the Brand Signature on a colored background, ensure that only Huawei Design Color tints are used as shown here.

3 If the Brand Signature appears on a background, image, please ensure that there is sufficient contrast in terms of color and texture so as not to obscure or dilute the prominence of the signature brand. The background should not be cluttered or be too close in color to the Huawei signature brands colors.

全色品牌标志

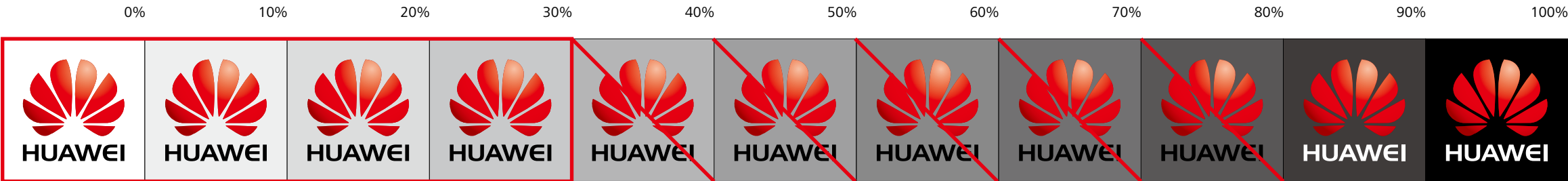
1 为了确保华为品牌标志清晰可辨，务必严格控制背景色的亮度。本页提供的全色品牌标志应用在不同亮度灰色背景上的色版供使用者参考。使用者还可以参考本色板衡量有色背景的亮度。方框内的示例是正确的标志应用，斜线划去的示例是错误的标志应用。

2 当华为品牌标志置于有色背景时，请确保该背景色调如图所示属于华为设计专用颜色系列。

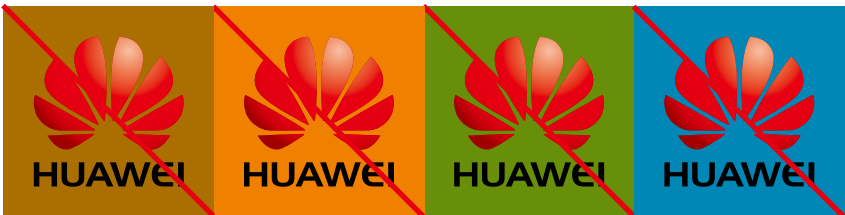
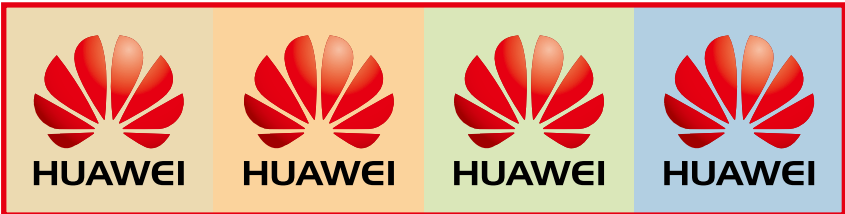
3 当华为品牌标志置于图片背景时，请确保足够的色彩对比，从而避免品牌标志在背景中含混不清。背景不可杂乱无章，也不可和华为品牌标志的颜色过于接近。

Full Color Brand Signature 四色标准标志

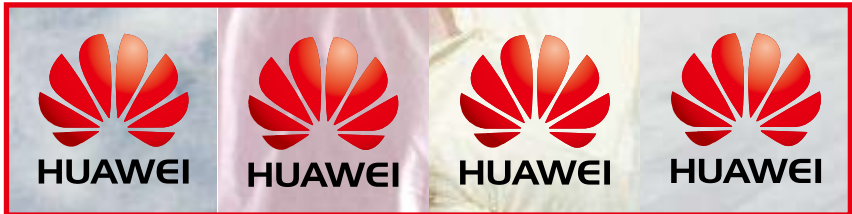
1 Grey Background 灰度背景应用



2 Design Color Background 辅助色背景应用



3 Image Background 图片背景应用



One Color Brand Signature

1 A single color version of the Huawei Brand Signature may be applied to some applications. When doing so, it is important to control the intensity of the background on which it appears so that it remains legible at all times. The examples shown here indicate how a single color - black, and single color - white Brand Signature can be used.

2 Only the white Brand Signature can be used on a corporate red background.

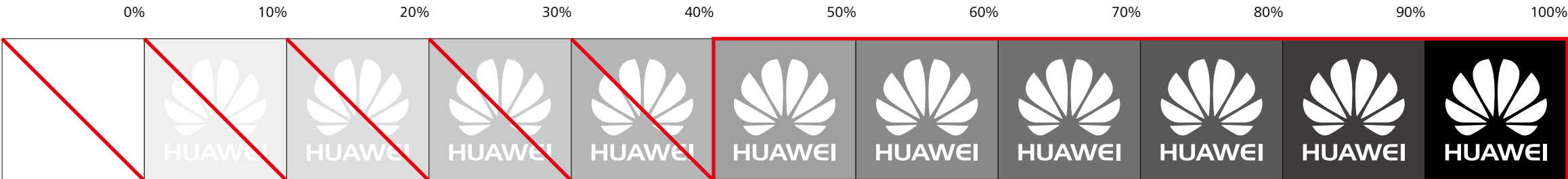
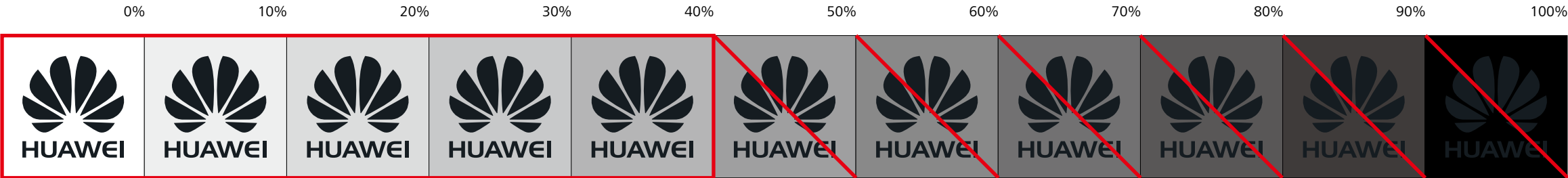
单色品牌标志

1在某些应用中可以使用单色的华为品牌标志。为了确保华为品牌标志清晰可辨，务必严格控制背景色的亮度。本页中的图例显示如何使用黑色或白色的单色品牌标志。

2在公司专用红背景上只能使用白色品牌标志。

One Color Brand Signature 单色标志

1 Grey Background 灰度背景应用



2 Corporate Red Background 公司红背景应用



Incorrect use of Brand Signature

It is essential that all versions of the Huawei Brand Signature are applied in a considered and consistent manner. Some common mistakes relating to the application of these brand signatures are shown on the right side. Please avoid them!

Figure 1

The spacing between the symbol and "HUAWEI" should never be changed.

Figure 2

The proportion of the Brand Signature should never be changed. Never enlarge or decrease the icon.

Figure 3

Never make the Brand Signature typeface bolder or lighter than the official version.

Figure 4

The icon should not be reproduced in any colors other than those specified in the Color Policy section.

标志的不正确用法

请注意所有品牌标志必须谨慎使用以确保品牌标志的连贯性。右边列出了关于品牌标志的某些常见应用错误，请避免它们！

图示1

标志图形与"HUAWEI"之间的位置关系不可被改动。

图示2

品牌标志的比例不能更改。不要放大或缩小标志图形。

图示3

不能加粗或减细标志的字体。

图示4

标志图形不能采用任何与颜色规定部分不同的色彩。

Figure 1
图示1



Figure 2
图示2



Figure 3
图示3



Figure 4
图示4



Figure 5
The proportions and placement of the brand
typeface may never be altered.

Figure 6
The Brand Signature should never be squashed
or stretched in any way.

Figure 7
The Brand Signature should never appear in
any specific shapes.

图示5
品牌标志字体之间的尺寸关系不可被改动。

图示6
品牌标志不能以任何方式被压缩或伸长。

图示7
品牌标志不能出现在任何特定的轮廓形状中。

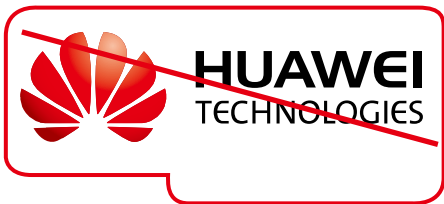
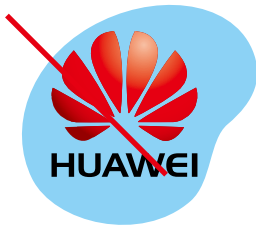
Figure 5
图示5



Figure 6
图示6



Figure 7
图示7



3.0 Visual Identity System

视觉识别系统

All the Key Design Elements work together to create the Huawei Visual Identity System. The Key Design Elements consist of the Brand Signature, Corporate Typefaces, Corporate Colors, the unique Design Element and Images.

Consistency is important, but we also need flexibility. The examples on this page demonstrate this balance, utilising the key elements within the Huawei Visual Identity System.

The principles demonstrated are applicable to all Huawei related applications.

所有的关键设计元素共同构成华为集团的视觉识别系统。关键设计元素包括品牌标志、公司专用字体、公司专用色、独特的设计元素和图像。

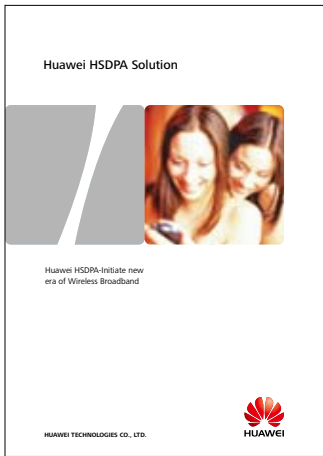
尽管保持一致是非常重要的，我们也需要保持一定的灵活性。本页所列举的图例显示如何在二者之间维持平衡，以及如何在华为视觉识别系统下应用这些关键元素。

此处所展示的原则适用于华为所有的应用项目。

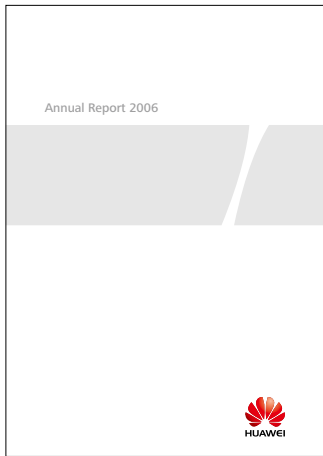
Corporate Brochure 公司宣传册



Product Technology Brochure 产品技术宣传册



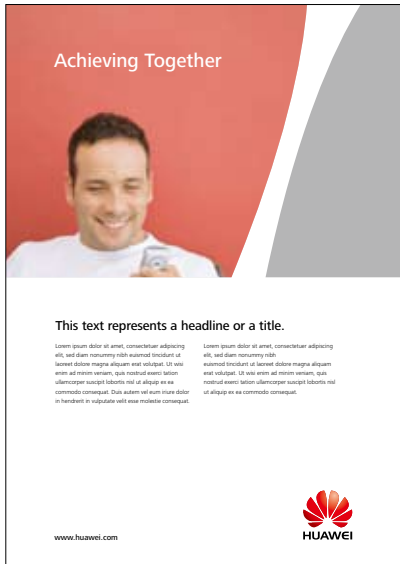
Annual Report 年报



Billboard 广告牌



Poster 海报



Newspaper Advertisement 报纸广告



PPT 幻灯片



Website 网页



The Key Design Elements of the Huawei Visual Identity System include:

Brand Signature

A brand specific typeface and a unique icon combine together to form the Huawei Brand Signature.

Corporate Typefaces

All Huawei applications in English are to be executed using the FrutigerNext font family.
All Huawei applications in Chinese are to be executed using the Hei font family.

Corporate Color

The Corporate color of Huawei Brand is Corporate Red, Corporate Black and Corporate Grey.

Design Elements

The Huawei Design Elements are constructed using the uniquely designed relationship of a rectangular and arc shape.

Imagery

Dynamic imagery can clearly express the distinctive Huawei brand personality.

华为视觉识别系统的关键设计元素包括：

品牌标志

品牌独特的字体与图标相结合，构成华为品牌标志。

公司字体

所有英文版的华为应用项目全部采用 FrutigerNext 系列字体，所有中文版的华为应用项目全部采用黑体系列字体。

公司色

华为公司色为公司红、公司黑和公司灰。

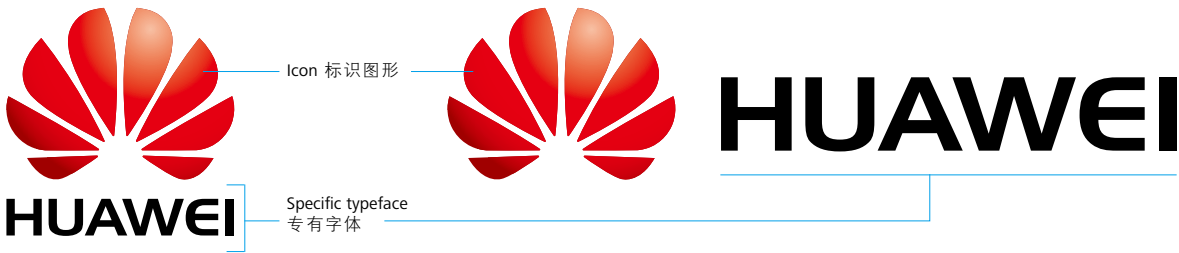
设计元素

华为设计元素是由精心设计的长方形和弧线组成的图形。

图片

生动的图片有助于表现华为独特的品牌个性。

Brand Signature 品牌标识



Corporate Typeface 公司专用字体

Frutigerabcdefghijklmnopqrstuvwxyz
华为专用字体是黑体系列

Corporate Colors 公司颜色



Design Elements 设计元素



Images 图片



The Design Element is based upon a cropped section of the Huawei Brand Signature. It is an integral graphic device that helps deliver the communication message of an application in a clear and concise manner.

The Design Element is defined by three distinct shapes - the left area, right area and the white space known as the divider arc. The left and right areas can be extended proportionally to enhance its function as a graphic device as shown in the grid example below.

The close relationship between the left and right areas act as a metaphor for the Huawei commitment to excellent service and co-operation with all its' clients. The Design Element also defines Huawei as a company with confidence and stability, with its foundation in responsive abilities and world class products.

The art work for the Design Element is provided as an easy-to-use template. Please note that the three elements of the template are grouped. We recommend leaving the elements grouped while working with the template.

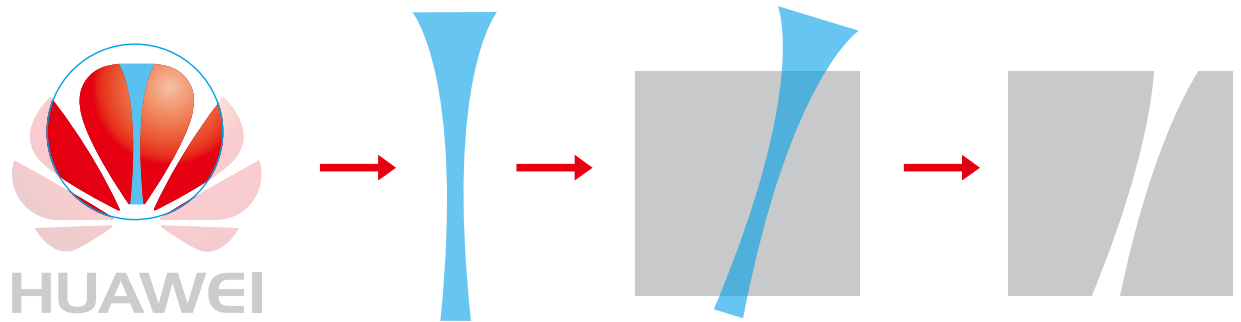
公司设计元素源自华为品牌标志的一组紧凑对称的曲线。应用设计中使用该元素可以清晰简洁地传播品牌。

设计元素由三个部分组成，包括左区域、右区域和白色分割曲线。设计元素的左右区域可以如下图所示按比例延伸，从而强化其在图形设计中的作用。

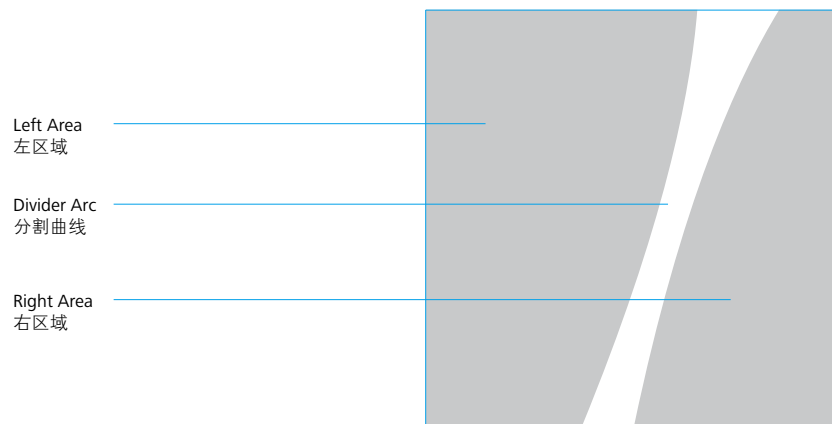
左右区域紧密相连相互呼应，象征华为向客户提供出色的服务与密切的合作。设计元素表现了华为在通讯行业中拥有的强大产品开发能力和稳定可靠的产品质量。

附件提供的设计元素完稿模板简便易用。请注意模板中的三个要素是集成组。建议在使用模板时保持元素的群组状态。

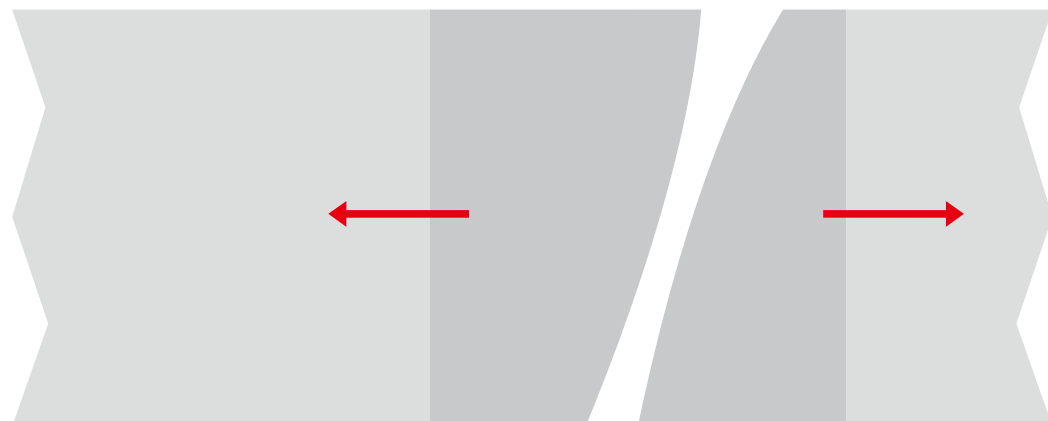
Creation of the Design Element
设计元素的由来



The three areas of the Design Element
设计元素模板的三个组成元素



The left and right areas can be extended proportionally
设计元素可以左右延伸



The example on this page demonstrates how to place a Design Element from the artwork template.

Step 1:

Import Design Element artwork template.

Step 2:

Position the art work on the page.

Step 3:

Proportionately scale the artwork to the required width.

Step 4:

If necessary, slide artwork to place the divider arc in its desired position.

Step 5:

Extending the left and right side of the Design Element to fit the required area should always be done in two stages. First extend the edge of the left hand side of the Design Element, then extend the edge of the right hand side of the Design Element to complete the process.

Note: Do not stretch the artwork under any circumstances. This is applicable to all Huawei material featuring the Design Element.

本页中的图例显示如何在电子文件模版中应用设计元素。

步骤 1:

导入电子文件模版。

步骤 2:

将设计元素移至页面中。

步骤 3:

按比例放大设计元素至所需的宽度。

步骤 4:

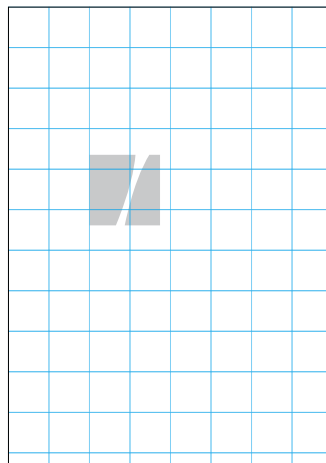
根据需要，移动设计元素至适当的位置。

步骤 5:

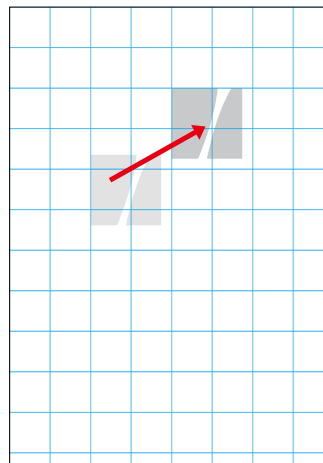
分两步来延伸设计元素的左右两边至所需的位置，先延伸左边线，然后延伸右边线。

注意：在任何使用设计元素的应用项目中，请勿以拖拽的方式改变电子文件比例。

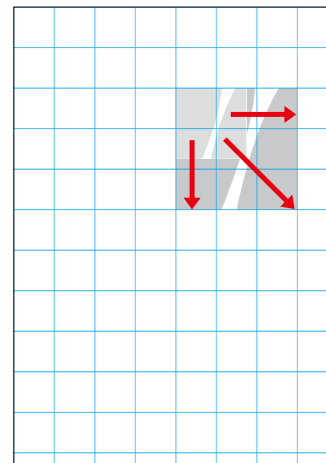
Step 1
步骤1



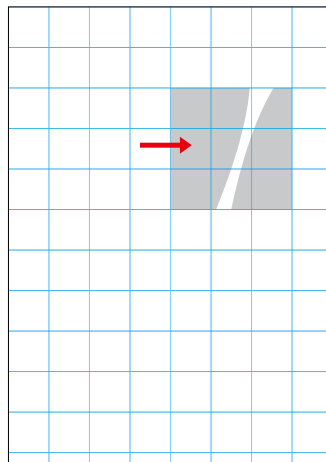
Step 2
步骤2



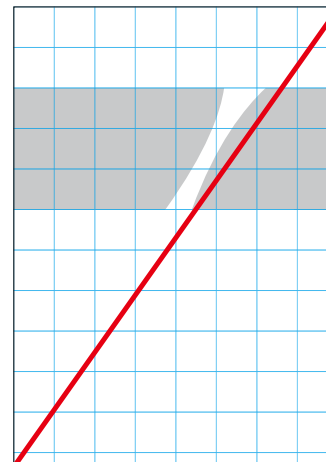
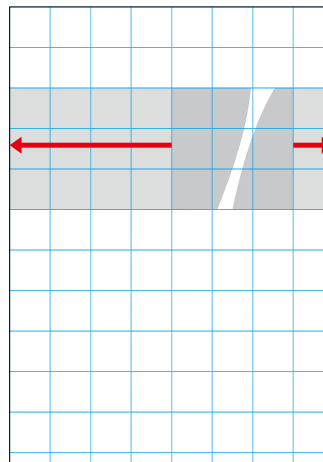
Step 3
步骤3



Step 4
步骤4



Step 5
步骤5



Please pay careful attention to the regulations when positioning the Design Element in an artwork document. The configurations shown here have been chosen for design application purposes and aesthetic appeal.

Figure 1

When positioning the Design Element further to the left, the right hand section should never cross over the half way point of the artwork.

Figure 2

When positioning the Design Element further to the right, the right hand side of the Design Element should always be positioned in a balanced manner. Never crop the right side of the element off the artwork.

Figure 3

When positioning the Design Element in a billboard or subway poster format, please ensure that it bleeds to the edge of the artwork at all times as shown. A balanced position of the Design Element must be obtained as shown.

请特别注意有关如何在电子文件中放置设计元素的相关规定。本页所展示的图例适用于各种设计应用目的，并符合审美标准。

图示1

当需要把设计元素靠近左边界时，注意不要使设计元素的右区域越过页面的纵轴中线。

图示2

当需要把设计元素靠近右边界时，注意维持设计元素右区域的平衡，切记不要破坏设计元素右区域的完整。

图示3

当需要在广告牌或地铁海报格式中应用设计元素时，注意让设计元素延伸至画面的每条边界，如图所示将设计元素放置在平衡的位置中。

Figure 1
图示1

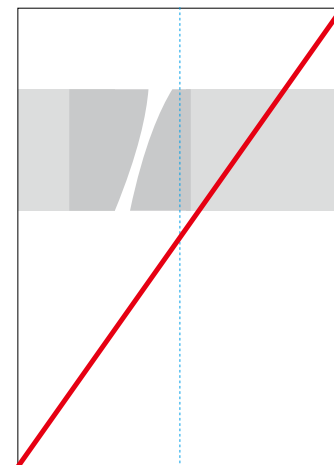
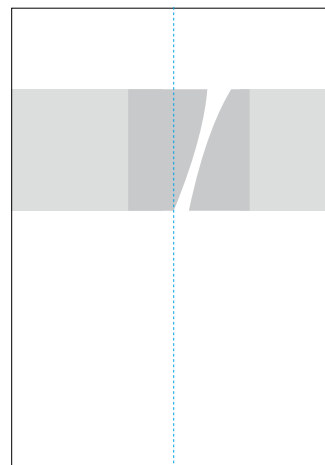
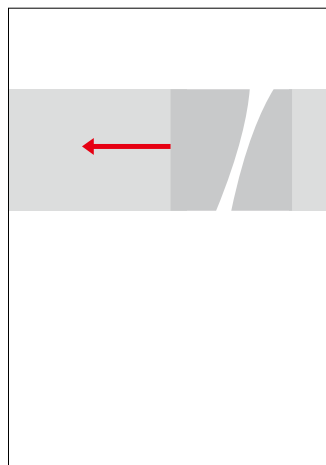


Figure 2
图示2

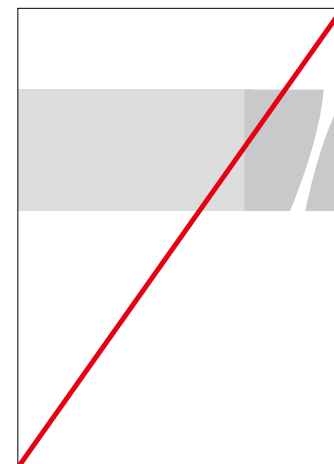
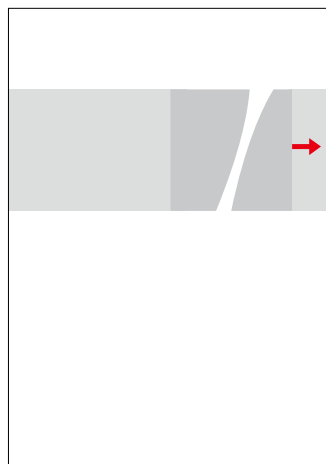
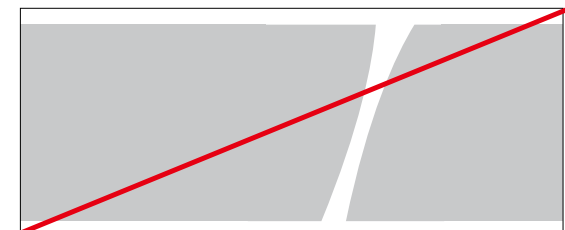


Figure 3
图示3



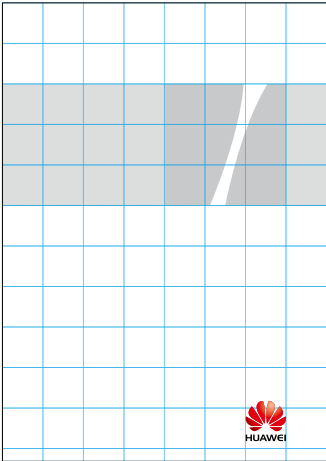
The Huawei Design Element is essential in enhancing the visual identity system. These examples illustrate the various applications of the Design Element in different circumstances. Please ensure that the Design Element extends to the edge of the page in all instances.

The examples also show how the Design Element fits in a grid when placed in a vertical page. Please refer to the related section in this visual identity manual to find more in-depth application examples, and follow according to the guidelines. The configurations shown here have been chosen for design application purposes and aesthetic appeal.

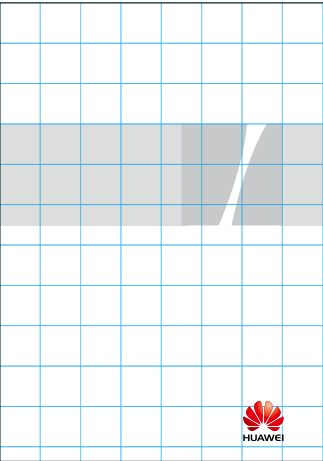
华为品牌标志的设计元素对于强化视觉识别系统至关重要。本页中的图例展示在不同情况下如何应用设计元素。请确保任何情况下设计元素都延伸至页面的边界。

这些图例还展示在纵向页面中如何使设计元素与网格线相匹配。更详细的应用图例请参阅本视觉识别手册中的其它相关部分说明及规定。本页所展示的图例适用于各种设计应用目的，并符合审美标准。

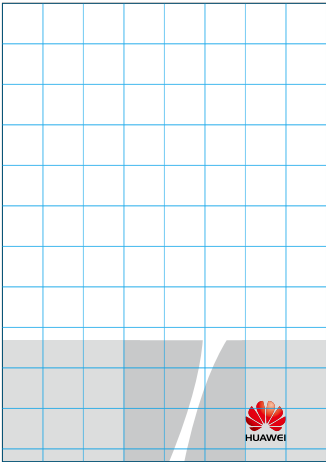
Corporate Brochure 公司宣传册



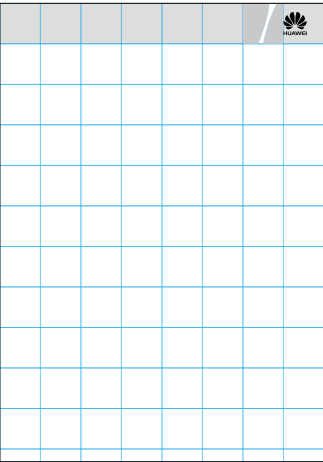
Annual Report 年报



HUAWEI People 华为杂志



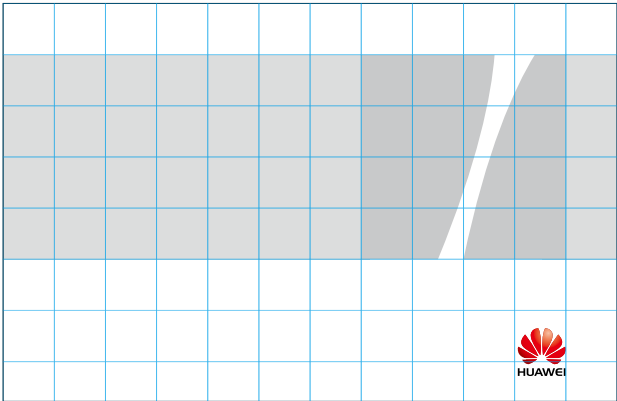
Press-release 新闻发布稿



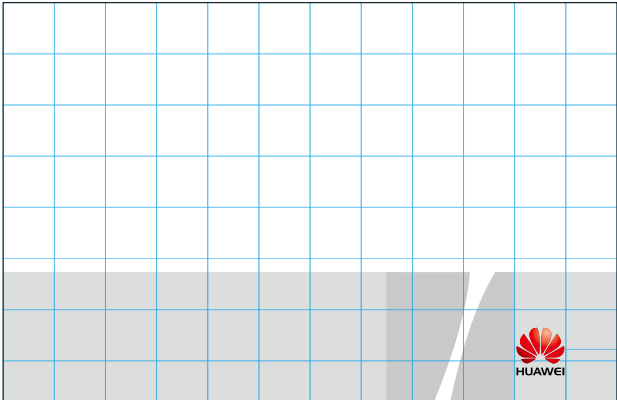
These examples also show how the Design Element fits into both a vertical and horizontal page format for advertising applications. Please ensure that the Design Element extends to the edge of the page in all instances. Please refer to the related section in this visual identity manual to find more in-depth application examples, and follow according to the guidelines. The configurations shown here have been chosen for design application purposes and aesthetic appeal.

本页中的图例展示在横向和纵向的广告中如何应用设计元素。请确保任何情况下设计元素都延伸至页面的边界。更详细的应用图例请参阅本视觉识别手册中的其它相关部分说明及规定。本页所展示的图例适用于各种设计应用目的，并符合审美标准。

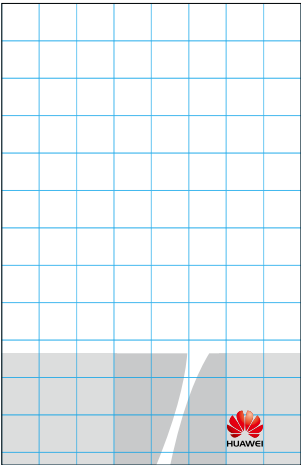
Newspaper (Horizontal) Type A 报纸广告（横版）版式A



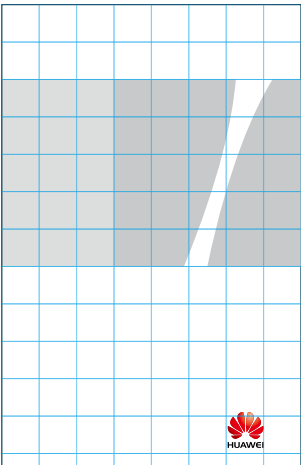
Newspaper (Horizontal) Type B 报纸广告（横版）版式B



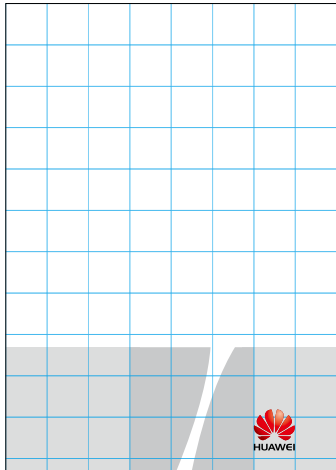
Newspaper (Vertical) Type A 报纸广告（竖版）版式A



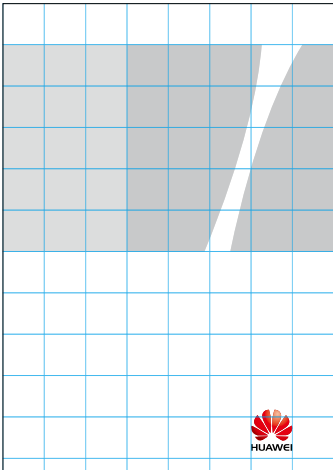
Newspaper (Vertical) Type B 报纸广告（竖版）版式B



Magazine Type A 杂志广告 版式A

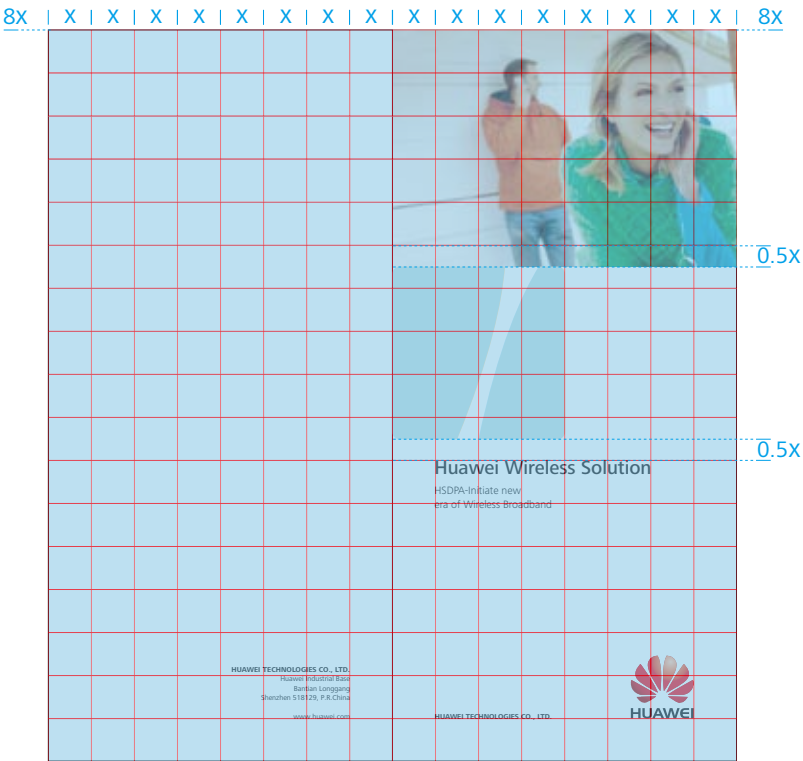


Magazine Type B 杂志广告 版式B



Here are more examples showing the diversity in the configuration and placement of the Design Element. An essential tool in the Huawei Visual Identity System, consistent use will strengthen the Huawei brand image. These configurations have been chosen for design application purposes and aesthetic appeal. For a more detailed view of the examples shown, please refer to the relevant section in this guide book.

本页中的图例展示设计元素的不同结构和位置的设计应用。作为华为视觉识别系统中的重要部分，持续的应用设计元素可以强化华为的品牌形象。本页所展示的图例适用于各种设计应用目的，并符合审美标准。更详细的应用图例请参阅本视觉识别手册中的其它相关部分说明。



How the Key Design Elements interact is integral to the success of the visual identity system. These examples show the correct and incorrect use of the Design Element with images, text and the Brand Signature.

Figure 1

The picture should always be placed to the left of the Design Element when only one picture is applied.

Figure 2

The CMYK Brand Signature should never be placed above the Design Element when it is filled entirely by an image.

Figure 3

The Brand Signature should be never placed on the left hand side of the Design Element. It must always appear on the bottom right hand side as shown.

Figure 4

This shows a transparent use of the Design Element, unique to a billboard or subway poster format only. To create the transparent arc, allocate it a value of 60K in color, and a value to 30% for transparency.

Figure 5

One image should never be placed to the left and right side of Design Element at the same time. Two images are acceptable as shown in Figure 2, but please ensure that the placement of images remains balanced.

在设计元素中综合运用图片和品牌标志对视觉识别系统的成败至关重要。本页所示的图例展示设计元素的正确和不当的应用。

图示1

当只使用一张图片时，图片必须置于设计元素的左区域。

图示2

如果设计元素中全部使用图片，则四色品牌标志不得置于设计元素中。

图示3

品牌标志不得置于设计元素的左区域内，只能如图所示置于设计元素的右下角。

图示4

在广告牌和地铁广告中，设计元素可以做特殊的透明处理。在使弧线透明化处理时，颜色应选用60K和30%的透明度。

图示5

一张图片不可同时置于设计元素的左右两个区域内，只能如图例二所示同时应用两张图片，但请确保图片的位置保持平衡。

Figure 1

图示1



Figure 2

图示2



Figure 3

图示3



Figure 4

图示4

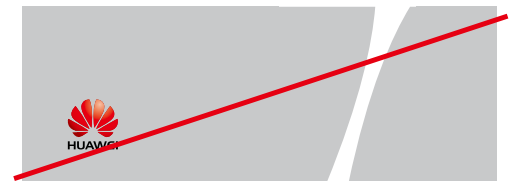
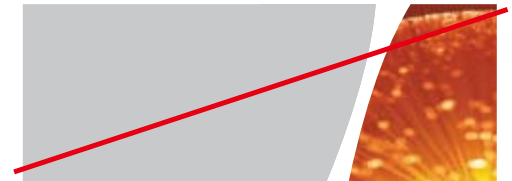


Figure 5

图示5

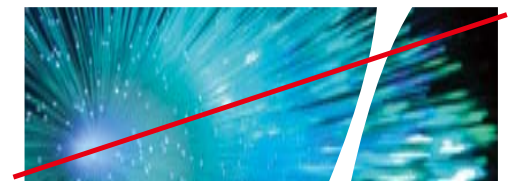


Figure 6

A headline may appear inside the left area of the Design Element, but never in the right area. Please ensure that the headline remains legible at all times when placing over an image.

Figure 7

Except billboard and subway poster, headline and body text may appear inside the left area of the Design Element, but never in the right area as shown.

Figure 8

The web address should never appear above the headline and body text when placed inside the left area of the Design Element.

图示6

标题只能置于设计元素的左区域内，不得置于右区域内。当背景为图片时，请确保标题清晰可辨。

图示7

除了广告牌和地铁广告版式，标题和正文只能置于设计元素的左区域内，不得置于右区域内。

图示8

当标题和正文位于设计元素的左区域内，网址不得置于标题和正文之上。

Figure 6

图示6



Figure 7

图示7

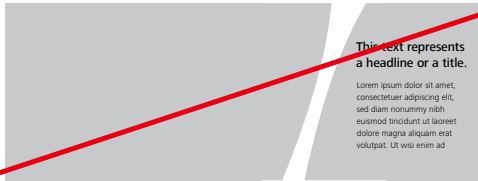
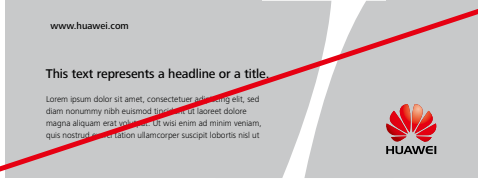


Figure 8

图示8



The Huawei brand Product Design Element is essential in enhancing the visual identity system

The art work for the Product Design Element is provided as an easy-to-use template. Please note that the three elements of the template are grouped. We recommend leaving the elements grouped while working with the template.

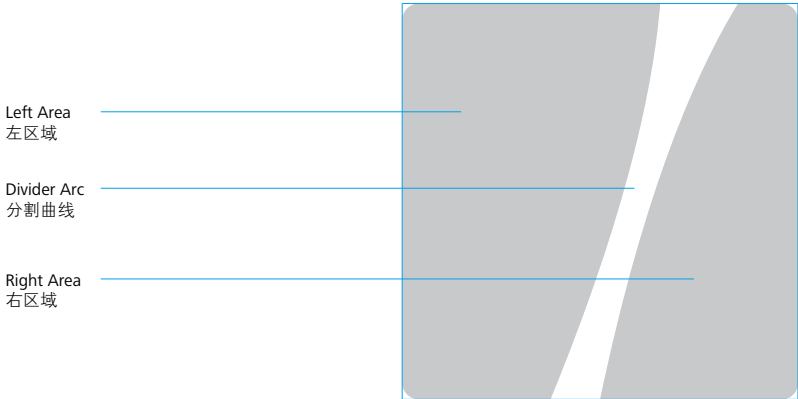
Note: The Design Element for Product is never to be extended or stretched under any circumstances.

华为品牌的产品设计元素对于强化视觉识别系统至关重要。

使用者可以参考本页中的产品设计元素电子文件来设计模板。请注意模板中的三个要素是集成成组的。建议在使用模板时保持元素的群组状态。

注意：在任何情况下，切勿延展拉伸产品的设计元素。

Product Design Element
产品设计元素



The example here shows how the Product Design Element works in harmony with an image. The image must always appear on the right of the divider arc, and be exactly the same proportions as indicated by the grid example below.

Any color from the Corporate, Standard, Dark and Special Color tables - except black color Design Element - can be used in the Product Design Element.

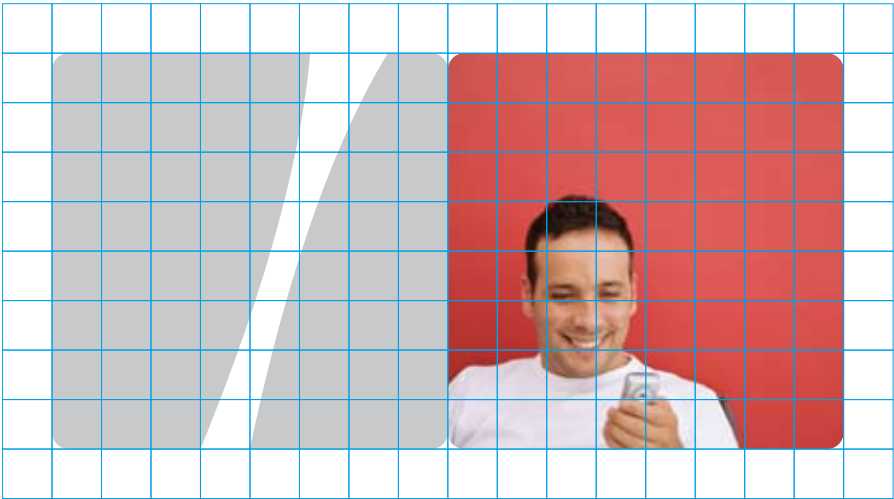
Note: Black should never be used under any circumstances, as it does not accurately reflect the Huawei Brand personality.

本页所示图例展示产品设计元素如何与图片结合使用。图片必须置于分割曲线的右侧，并如下方网格图所示保持同样比例。

公司专用色板中标准色系、深色系和特殊色系中的任何颜色，除黑色设计元素以外，均可以用于产品设计元素。

注意：由于黑色不适合华为品牌个性，因此在任何情况下都不得使用黑色。

Product Design Element
产品设计元素与图片的组合



How the Product Design Element is placed in an applications layout determine its effectiveness. These examples show the correct and incorrect use of the Product Design Element in a layout.

Figure 1 - 3

Shows the correct use and placement of the Product Design Element in different applications

Figure 4

Never place an image to the left of the Product Design Element in a layout.

Figure 5

An image can never be larger than the Product Design Element, it must always be the same size.

Figure 6

The proportions of the Product Design Element are fixed. Never extend or stretch it.

图示1-3

在不同应用设计中产品设计元素的正确使用方法和位置。

图示4

图片不得置于产品设计元素的左区域。

图示5

图片的尺寸必须和产品设计元素一致。

图示6

产品设计元素的比例不得改变，不可作任何延伸。

Figure 1 图示1

Product Brochure 产品宣传册

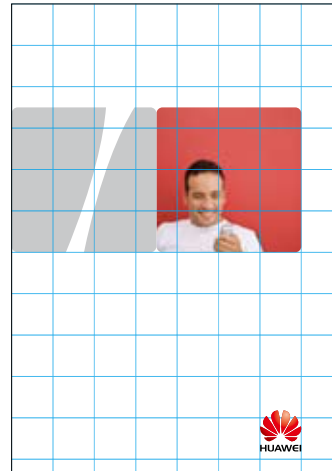


Figure 2 图示2

Product Technology 产品技术手册

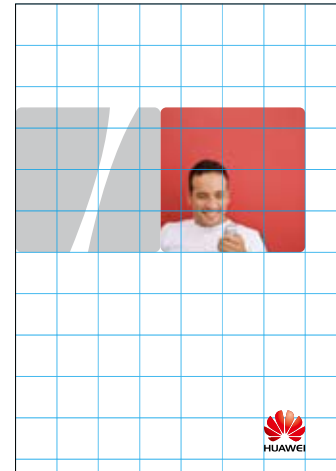


Figure 3 图示3

Flyer 折页

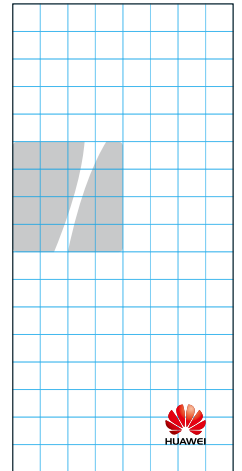


Figure 4 图示4

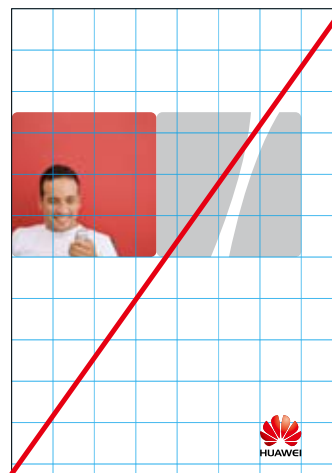


Figure 5 图示5

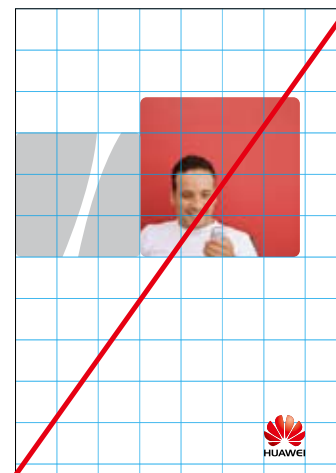
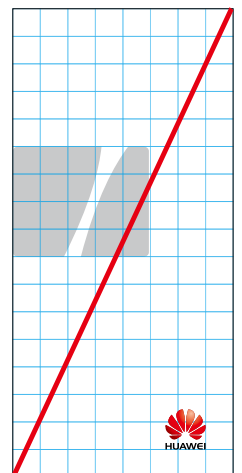


Figure 6 图示6



How images are placed inside the Product Design Element determine its effectiveness. Here are examples of how the Product Design Element should, and should not be used.

Figure 1

The Product Design Element can be used as a single unit in various Design Colors.

Figure 2

An example showing the correct use of the Product Design Element with an image.

Figure 3

Images should never appear inside the Product Design Element

Figure 4

Never place an image to the left of the Product Design Element

Figure 5

Never use the Product Design Element with a plain colored square.

Figure 6

Text should never be placed inside the Product Design Element.

Figure 7

Never place text on the image when using the Product Design Element.

产品设计元素中图片的应用直接影响其效果。本页中的图例展示产品设计元素的正确和错误的应用。

图示1

产品设计元素可以单独使用，并可选择不同颜色。

图示2

本图例展示了产品设计元素与图片结合的正确使用方法。

图示3

产品设计元素内不可使用图片。

图示4

图片不可置于产品设计元素的左区域。

图示5

产品设计元素不可与单色方块结合使用。

图示6

产品设计元素内不可使用文字。

图示7

在使用产品设计元素时，文字不可置于图片中。

Figure 1
图示1



Figure 2
图示2



Figure 3
图示3



Figure 4
图示4



Figure 5
图示5

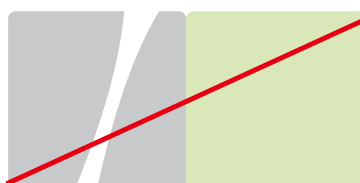


Figure 6
图示6



Figure 7
图示7



9mm Brand logo is used on VIP Card, ID card, visitor ID card and portable card.

9mm



12mm Brand logo is used on note.

12mm



15mm Brand logo is used on press-release, CD, cover, CD and compliment slip.

15mm



18mm Brand logo is used on business card, flyer, congratulation card, birthday card and invitation card.

18mm



23mm Brand logo is used on letterhead, envelope(110x220), fax and sticker.

23mm



26mm Brand logo is used on envelope (229x324), folder, briefcase, brochure, product technology, annual report, Huawei people, magazine advertisement and recruitment.

26mm



42mm Brand logo is used on newspaper advertisement.

42mm



9mm 品牌标志用于贵宾卡，员工卡，来宾卡和便携机个人卡上。

12mm 品牌标志用于便签上。

15mm 品牌标志用于新闻发布稿，光盘封面，光盘和问候卡上。

18mm 品牌标志用于名片，折页，贺卡，生日贺卡和请柬上。

23mm 品牌标志用于信纸，信封(110x220)，传真和不干胶贴纸上。

26mm 品牌标志用于信封(229x324)，文件夹，文件袋，宣传册，产品技术手册，年报，Huawei People杂志，杂志广告，招聘广告上。

42mm 品牌标志用于报纸广告上。

The Corporate Typeface plays a major role in shaping the Huawei Brand. To help create a consistent identity for all printed and electronic materials generated by Huawei, a standard family of typefaces has been chosen for exclusive use in all media (corporate communications, advertising materials, stationary, signage, web site, etc.) Used carefully and consistently, the Corporate Typeface will enhance the presentation of our brand, creating a bold, contemporary and confident feel.

FrutigerNext (for English) and Hei (for Chinese) font families are the official corporate typefaces. Frutiger was chosen for its contemporary appearance, its compatibility with the brand signature, and its high degree of readability in all sizes and weights. Hei was chosen for its readability and contrast with the Frutiger family.

For examples of how to use the corporate typefaces refer to the relevant section — publication, advertising etc.

Note: The specific name of the Hei typeface varies depending on the typeface provider or software application. In order to keep the typeface consistent, please choose visually by referring to the examples provided on this page.

公司专用字体是构成华为品牌的重要元素。为了在华为所有的印刷和电子材料中形成统一的识别形象，所有的媒介（包括企业传播、广告材料、文具、招牌、网站等）都必须应用指定的标准系列字体。谨慎地使用统一的公司专用字体，可以强化品牌表现力，缔造果敢、现代和自信的形象。

公司指定专用字体在英文版中是FrutigerNext系列字体，在中文版中是黑体系列字体。FrutigerNext系列字体外形现代，与品牌标志相匹配，并且在多种字号大小时都具有较强的可读性。黑体系列字体不仅适合阅读，而且与FrutigerNext系列字体十分匹配。

有关如何应用公司专用字体的图例请参见印刷出版物、广告等相关章节。

注意：黑体字的名称在不同厂商提供的应用程序和字库软件中有所差异。为保持字体的统一，请参照本页中的图例选择视觉感相同的字体。

English Corporate Font : FrutigerNext Family
公司英文专用字体：FrutigerNext 系列

FrutigerNext Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FrutigerNext Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FrutigerNext Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FrutigerNext Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FrutigerNext Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Chinese Corporate Font : Hei Family
公司中文专用字体：黑体系列

XiHei 细黑简体

华为中文专用字体是黑体系列

Hei 黑简体

华为中文专用字体是黑体系列

DaHei 大黑简体

华为中文专用字体是黑体系列

If the FrutigerNext typeface (for English) is unavailable for any reason, the font Arial may be substituted in its place. Arial is to be used as a last alternative only.

在不能使用华为专用字体的情况下，要使用华为通用字体。

Alternative English Corporate Font : Arial
公司英文通用字体: Arial 系列

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Arial Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Colors

Where possible, choose images that contain colors that are similar to the Huawei Color Policy in this guidebook. The color match does not need to be exact or overt; subtle tints and details of similar colors can give an overall look and feel that enhances the Huawei visual personality.

Perspective

The appropriate use of perspective will enhance the expression of Huawei visual personality.

Cropping

The appropriate use of cropping will enhance the expression of Huawei visual personality.

Sharpness

Photographic techniques may be used to focus on the subject and alter the depth of field. Images should reflect one or more of our core values and personality.

色彩

在选择图片时，请尽量选择那些包含本手册华为颜色规定中特定颜色的图片。颜色无需完全一致或非常突出，局部细节色彩的一致都有助于形成一致的感觉，从而强化华为的视觉风格。

透视

恰当地使用透视手法，可以强化华为的视觉表现力。

裁切

恰当地使用裁剪手法，可以强化华为的视觉表现力。

聚焦

可以运用摄影技法来强化主体改变景深。图像应该用来表现我们的某些品牌核心价值 and 个性。

Color
色彩



Perspective
透视



Cropping
裁切



Sharpness
聚焦

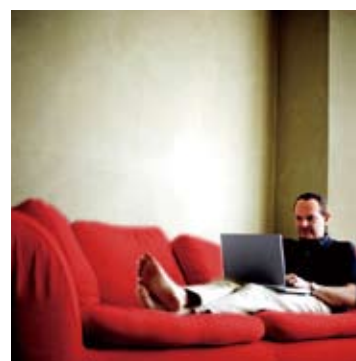
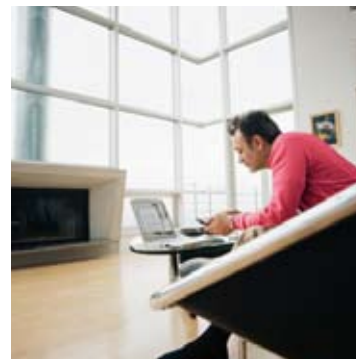


Imagery plays an important role in building the Huawei brand. The style of imagery we use can influence the way we are perceived and distinguish us from our competitors. We have developed a set of principles to help you select imagery that is a true representation of Huawei.

When choosing images involving people, please ensure that the communication message is clear. They should reflect the core values and personality of the Huawei Brand.

图片是构成华为品牌的关键元素。图片风格直接影响我们被感知的形象，并使我们有别于竞争对手。我们此处制定的原则有助于在选择图片时表现真正的华为。

当选择有人的图片时，请确保沟通的信息清晰明确。它们必须反映华为品牌的核心价值和个性。



Metaphorical imagery conveys a message in a less direct way. This category represents images that can bring the Huawei brand to life beyond the literal sense. The examples on this page show how simple compositions help convey a single, powerful idea.

When choosing an image based upon a visual metaphor, please ensure they reflect the core values and personality of the Huawei Brand.

借喻式的图片以间接的方式传达信息。这类图片使华为品牌超越语言的局限，而更加富有深意。本页中的图例展示如何应用简单的元素表达强大而简洁的理念。

当选择借喻式的图片时，请确保它们反映华为品牌的核心价值和个性。

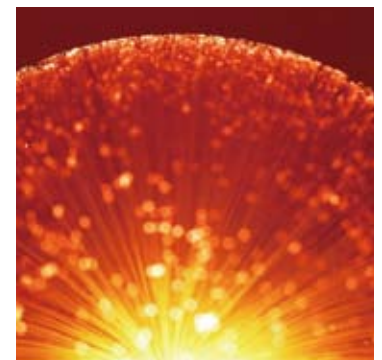
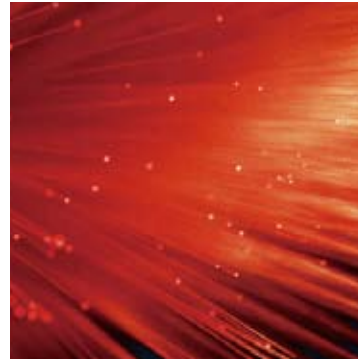


Image Style: Incorrect Image Use

图片风格：不恰当的图片

VISUAL IDENTITY SYSTEM
视觉识别系统

3.21

The wrong images will undermine the visual personality and consistent expression of the Huawei brand. Observe the principles illustrated on this page.

Figure 1

Do not use clichéd images that are old fashioned or unattractive, as they do not accurately represent Huawei.

Figure 2

Do not use images that contain unnatural or forced poses.

Figure 3

Do not use artificially-generated imagery, as it does not accurately reflect the core values and personality of the Huawei Brand personality.

Figure 4

Do not use visual metaphors inappropriate to our brand. Inappropriate visual metaphors are those which may cause Huawei to be viewed in a negative manner.

Note: Please refer directly to the Huawei VI Corporate Branding and communications Department for any queries regarding approval of images.

不恰当的图片会削弱华为品牌的视觉表现力，并破坏视觉传播的统一。请认真理解本页所阐述的原则。

图示 1

请避免使用那些陈腐过时或平庸乏味的图片，它们无法准确地表现华为。

图示 2

请避免使用姿势造作的图片。

图示3

请避免使用虚拟绘制的图片，它们无法准确地表现华为品牌核心价值和个性。

图示4

请避免使用借喻内容不适合我们品牌的图片。不当的借喻会使华为品牌遭受非议。

注意：任何有关图片的使用问题，请与华为公司品牌部直接联系确认。

Figure 1
图示1

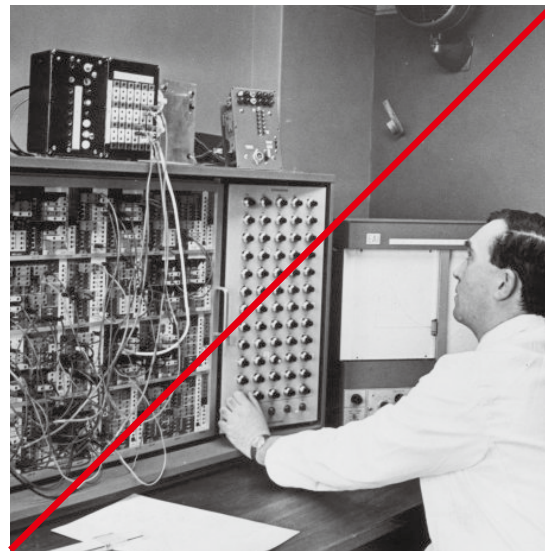


Figure 2
图示2



Figure 3
图示3

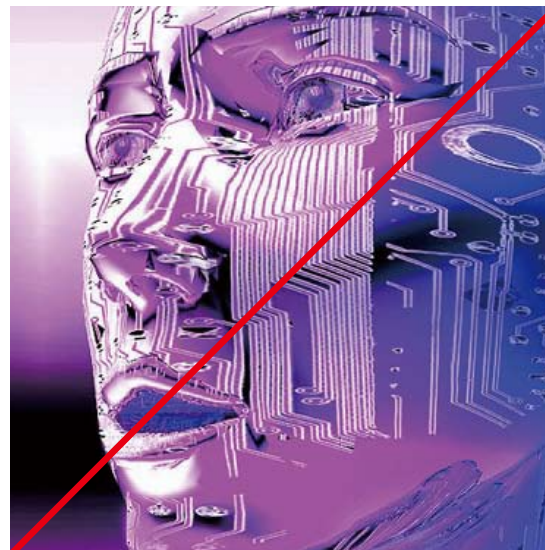


Figure 4
图示4



4.0 Stationery 文具

Huawei offices around the world have varying language requirements according to the region they are located. Please choose the most appropriate regional typeface to apply to the front of the business card. The back of the business card must always appear in English.

Scale 1:1

All measurements in mm

1 Brand Signature

Width: 18 mm

Color: Pantone 185 U

Pantone 426 U

Baseline: 24 mm

2 Name And Title

Name typeface: FZHei

Name size: 13 pt

Name color: Pantone 426 U

Title typeface: FZXiHei

Title size: 6.5 pt

Title color: Pantone 426 U

Title Line spacing: 7.5 pt

Baseline of name:11 mm

3 Address

Company name: FZDaHei

Typeface: FZXiHei

Size: 7 pt

Color: Pantone 185 U, Pantone 426 U

Line spacing: 9 pt

Baseline: Max 48 mm

4 Web Address

Typeface: FrutigerNext medium

Size: 7 pt

Color: Pantone 426 U

Baseline: Max 48 mm

Paper

Recommended Conqueror Diamond

White 250gsm/White Board 240gsm

(Uncoated Paper)

由于各国语言文字不同，华为驻各国办事机构可以根据当地需要选择适当字体用于名片的正面设计，名片背面在任何国家都必须使用英文。

比例 1:1

单位：毫米

1 品牌标志

宽：18 mm

颜色：Pantone 185 U

Pantone 426 U

基线：24 mm

2 名字和职务

名字字体：方正黑体

名字大小：13 pt

名字颜色：Pantone 426 U

职务字体：方正细黑

职务字体大小：6.5 pt

职务字体颜色：Pantone 426 U

职务行距：7.5 pt

名字基线：11 mm

3 地址

公司名：方正大黑

字体：方正细黑

大小：7 pt

颜色：Pantone 185 U, Pantone 426 U

行距：9 pt

基线：Max 48 mm

4 网址

字体：FrutigerNext medium

大小：7 pt

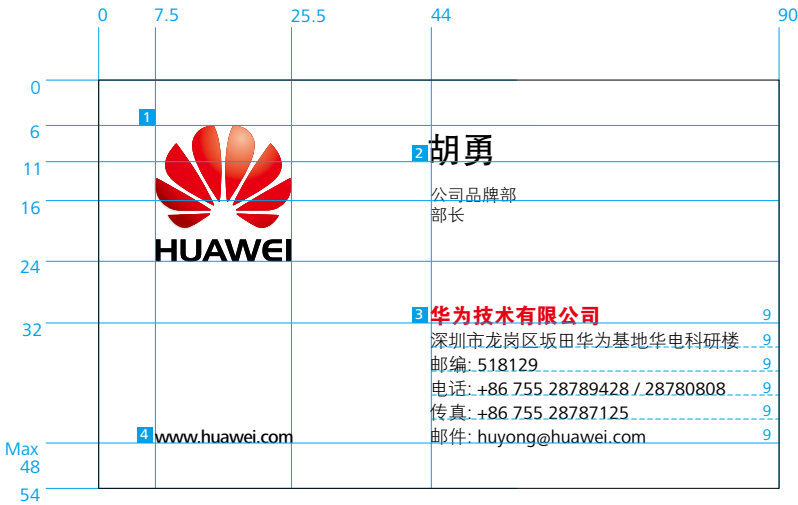
颜色：Pantone 426 U

基线：Max 48 mm

纸张

推荐使用250克钻白滑面刚古纸或240克

进口白卡纸。



Note: Where ever the corporate name must appear, please put the registered name below the company name according to local regulation. If there's no local regulation, please use the registered company name.

注意：当需要出现公司名称时，有法律规定的，用本地法律注册的名称；无法律规定的，用公司注册的名称。

Scale 1:1

All measurements in mm

1 Brand Signature

Width: 18 mm

Color: Pantone 185U

Pantone 426 U

Baseline: 24 mm

2 Name And Title

Name typeface: FrutigerNext bold

Name size: 10 pt

Name color: Pantone 426 U

Title typeface: FrutigerNext regular

Title size: 6.5 pt

Title color: Pantone 426 U

Title Line spacing: 7.5 pt

Baseline of name:11 mm

3 Address

Company name: FrutigerNext bold

Typeface: FrutigerNext regular

Size: 7 pt

Color: Pantone 185 U, Pantone 426 U

Line spacing: 9 pt

Baseline: Max 48 mm

4 Web Address

Typeface: FrutigerNext medium

Size: 7 pt

Color: Pantone 426 U

Baseline: Max 48 mm

Paper

Recommended Conqueror Diamond

White 250gsm/White Board 240gsm

(Uncoated Paper)

比例 1:1

单位 毫米

1 品牌标志

宽: 18 mm

颜色: Pantone 185 U

Pantone 426 U

基线: 24 mm

2 名字和职务

名字字体: FrutigerNext bold

名字大小: 10 pt

名字颜色: Pantone 426 U

职务字体: FrutigerNext regular

职务字体大小: 6.5 pt

职务字体颜色: Pantone 426 U

职务行距: 7.5 pt

名字基线:11 mm

3 地址

公司名: FrutigerNext bold

字体: FrutigerNext regular

大小: 7 pt

颜色: Pantone 185 U, Pantone 426 U

行距: 9 pt

基线: Max 48 mm

4 网址

字体: FrutigerNext medium

大小: 7 pt

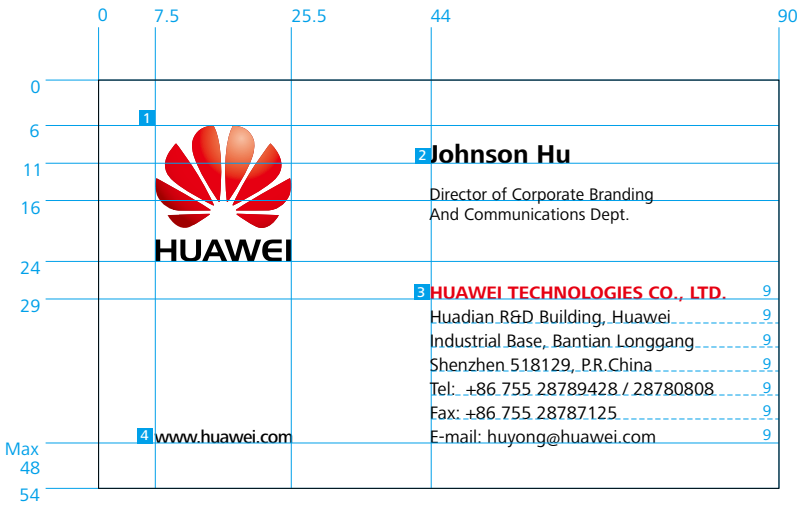
颜色: Pantone 426 U

基线: Max 48 mm

纸张

推荐使用250克钻白滑面刚古纸或240克

进口白卡纸。



Note: Where ever the corporate name must appear, please put the registered name below the company name according to local regulation. If there's no local regulation, please use the registered company name.

注意: 当需要出现公司名称时, 有法律规定的, 用本地法律注册的名称; 无法律规定的, 用公司注册的名称。



2 Firma Exemple
Mr Hans Mustermann
Mittelstrasse 15
8910 Musterort
Schweiz

28. October 2005
ZOA/C-C100
+86 621 60-99223
+86 621 60-20129
christian.schubert@huawei.com

Headlines in FrutigerNext bold 10.5/12.5pt

4 Dear Huawei customer

Huawei is a leading player in the global telecom market. Huawei specializes in the research and development, production, sales and marketing of telecoms equipment, providing innovative, customized equipment, service and solution in different telecom fields, creates long term value for customer and realizes the customers' potential growth.

As of October 2005, Huawei has about 35,000 employees. Huawei overseas services have covered more than 90 countries/regions, Huawei serves 22 of world's top 50 operators .

Huawei product portfolio comprises wireless products (eg. UMTS, CDMA2000, GSM/ GPRS/ EDGE and WiMAX); network products (eg. NGN, xDSL, optical network and data communications products); value-added services (eg. intelligent network, CDN/ SAN and wireless data) as well as mobile and fixed terminals.

Huawei Technologies Co., Ltd.

Dr. Schantz

Christian Schubert

6 www.huawei.com

3 HUAWEI
TECHNOLOGIES CO., LTD.
Huawei Industrial Base
Bantian Longgang
Shenzhen 518129, P.R.China
Tel: +86 755 28780808
E-Mail: support@huawei.com

[illegible]

0	26	69	161	184	211
15	2	Firma Exemple	12.5	1	
		Mr Hans Mustermann	12.5		
		Mittelstrasse 15	12.5		
		8910 Musterort	12.5		
35		Schweiz	12.5		
38					
66	3	28. Octorber 2005	12.5		
		ZOA/C-C100	12.5		
		+86 621 60-99223	12.5		
		+86 621 60-20129	12.5		
		christian.schubert@huawei.com	12.5		
		X	12.5		
		X	12.5		
97		Headlines in FrutigerNext bold 10.5/12.5pt	12.5		
		X	12.5		
		X	12.5		
	4	Dear Huawei customer	12.5		
		X	12.5		
		Huawei is a leading player in the global telecom market. Huawei specializes in the research and development, production, sales and marketing of telecoms equipment, providing innovative, customized equipment, service and solution in different telecom fields, creates long term value for customer and realizes the customers' potential growth.	12.5		
		X	12.5		
		As of October 2005, Huawei has about 35,000 employees. Huawei overseas services have covered more than 90 countries/regions, Huawei serves 22 of world's top 50 operators.	12.5		
		X	12.5		
		Huawei product portfolio comprises wireless products (eg. UMTS, CDMA2000, GSM/ GPRS/ EDGE and WiMAX); network products (eg. NGN, xDSL, optical network and data communications products); value-added services (eg. intelligent network, CDN/ SAN and wireless data) as well as mobile and fixed terminals.	12.5		
		X	12.5		
		X	12.5		
		X	12.5		
		Huawei Technologies Co., Ltd.	12.5		
		X	12.5		
		X	12.5		
		X	12.5		
		X	12.5		
		Christian Schubert	12.5		
		X	12.5		
		X	12.5		
		X	12.5		
		X	12.5		
		X	12.5		
		X	12.5		
		X	12.5		
		X	12.5		
Max			12.5		
247					
264	5	HUAWEI	11		
		TECHNOLOGIES CO., LTD.	11		
		Huawei Industrial Base	11		
		Bantian Longgang	11		
		Shenzhen 518129, P.R. China	11		
		Tel: +86 755 28780808	11		
		E-Mail: support@huawei.com	11		
287	6	www.huawei.com			
297					

Scale 1:1
All measurements in mm

1 Brand Signature
width: 23 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 38 mm

2 Receiver
Typeface: FrutigerNext regular
Size: 10.5 pt
Line spacing: 12.5 pt
Color: 100% black
Baseline: top of first line
15 mm

3 Reference Lines
Typeface: FrutigerNeue
Size: 10.5 pt
Line spacing: 12.5 pt
Color: 100% black
Baseline: first line 66 mm

4 Letter Text
Typeface: FrutigerNeue
Size: 10.5 pt
Line spacing: 12.5 pt
Color: 100% black
Baseline: first line 97 mm
max 247 mm

5 Address Company name
bold
Typeface: Futura
Size: 8 pt
Line spacing:
Color: Pantone
Pantone 426
Baseline: last

6 Web Address Typeface: Futura
Size: 8 pt
Color: Pantone
Baseline: 287

FrutigerNext
Next regular
pt
95 U
287 mm
Next medium
26 U
n

比例 1:1
单位 毫米

■ 品牌标志
宽: 23 mm
颜色: Pantone 185 U
Pantone 426 U
底线: 38 mm

2 收信人
字体: FrutigerNext regular
大小: 10.5 pt
行距: 12.5 pt
颜色: 100% 黑
基线: 顶线 15 mm

3 参考行
字体: Trutiger
大小: 10.5 pt
行距: 12.5 pt
颜色: 100%
基线: 第一个

4 正文
字体: Trutiger
大小: 10.5 pt
行距: 12.5 pt
颜色: 100%
基线: 第一个
max 247 m

Next regular
66 m

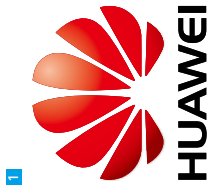
Next regular
97 mm

5. 地址
公司名: FrutigerNext bold
字体: FrutigerNext regular
大小: 8 pt
行距: 11 pt
颜色: Pantone 185 U
Pantone 426 U
基线: 最后一行 287 mm

6. 网址
字体: FrutigerNext medium
大小: 8 pt
颜色: Pantone 426 U
基线: 287 mm

纸张
推荐: 使用 100 克钴白滑面刚古纸或 80 克胶版纸。

纸张
推荐使用100克钻白滑面刚古纸或80克胶版纸。



2 Dear Huawei customer

Huawei is a leading player in the global telecom market. Huawei specializes in the research and development, production, sales and marketing of telecoms equipment, providing innovative, customized equipment, service and solution in different telecom fields, creates long term value for customer and realizes the customers' potential growth.

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Huawei Technologies Co., Ltd.

Christian Schubert

Scale 1:1
All measurements in mm

1 Brand Signature
width: 23 mm
Color: Pantone 185 U
pantone 426 U
Baseline: 38 mm

2 Letter Text
Typeface: FrutigerNext regular
Size: 10.5 pt
Line spacing: 12.5 pt
Color: 100% black
Baseline: first line 66 mm
max 287 mm

Paper
Recommended Conqueror
Diamond white, 100gsm/
wood free paper,80gsm
(Uncoated Paper)

比例 1:1
单位 毫米

1 品牌标志
宽: 23 mm
颜色: Pantone 185 U
pantone 426 U
底线: 38 mm

纸张
推荐使用100克钻白滑面刚
古纸或80克胶版纸。

2 正文
字体: FrutigerNext regular
大小: 10.5 pt
行距: 12.5 pt
颜色: 100% 黑
基线: 第一行 66 mm
max 287 mm

[illegible]

纸张
推荐使用100克钻白滑面刚古纸或80克胶版纸。

比例 1:1
单位 毫米

1 品牌标志
宽: 23 mm
颜色: Pantone 185 U
pantone 426 U
底线: 38 mm

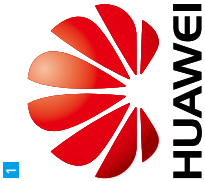
2 正文
 字体: FrutigerNext regular
 大小: 10.5 pt
 行距: 12.5 pt
 颜色: 100% 黑
 基线: 第一行 66 mm
 max 287 mm

Paper
Recommended Conqueror
Diamond white, 100gsm/
wood free paper, 80gsm
(Uncoated Paper)

Scale 1:1
All measurements in mm

1 Brand Signature
width: 23 mm
Color: Pantone 185 U
pantone 426 U
Baseline: 38 mm

2 Letter Text
Typeface: FrutigerNext regular
Size: 10.5 pt
Line spacing: 12.5 pt
Color: 100% black
Baseline: first line 66 mm
max 287 mm



标题使用方正大黑体12.5pt

2 亲爱的华为客户

华为是全球通信业具有领导地位的供应商之一，从事通信设备的研发、生产、营销和服务，在电信领域为世界各地的客户提供创新的、客户化的网络设备、服务和解决方案，实现客户的潜在增长，持续为客户创造长期价值。

截至2005年10月，华为在国际市场上覆盖90多个国家和地区，全球排名前50名的运营商中，已有22家使用华为的产品和服务。

华为的产品包括无线产品(如 UMTS、CDMA2000、GSM/ GPRS/ EDGE 及 WIMAX)、网络产品(如 NGN、xDSL、光网络、数据通信)、增值服务(如智能网、CDN/ SAN、无线数据)，以及移动和固定终端。

华为技术有限公司

克里森 舒伯特

4 www.huawei.com

3 华为技术有限公司
深圳市龙岗区坂田华为基地
邮编: 518129
电话: +86 755 28780808
邮件: support@huawei.com

Scale 1:1
All measurements in mm

1 Brand Signature
width: 23 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 38 mm

2 Letter Text
Typeface: FZXiHei
FrutigerNext regular
Size: 10 pt
Line spacing: 16 pt
Color: 100% black
Baseline: first line 66 mm
max 247 mm

3 Address
Company name: FZDaHei
Typeface: FZXiHei
FrutigerNext regular
Size: 8 pt
Line spacing: 11 pt
Color: Pantone 185 U
Pantone 426 U
Baseline: last line 287 mm

4 Web Address
Typeface: FrutigerNext medium
Size: 8 pt
Color: Pantone 426 U
Baseline: 287 mm

Paper
Recommended Conqueror
Diamond white, 100gsm/
wood free paper, 80gsm
(Uncoated Paper)

比例 1:1
单位 毫米

1 品牌标志
宽: 23 mm
颜色: Pantone 185 U
Pantone 426 U
底线: 38 mm

2 正文
字体: 方正细黑
FrutigerNext regular
大小: 10 pt
行距: 16 pt
颜色: 100% 黑
底线: 第一行 66 mm
max 247 mm

3 地址
公司名: 方正大黑
字体: 方正细黑
FrutigerNext regular
大小: 8 pt
行距: 11 pt
颜色: Pantone 185 U
Pantone 426 U
底线: 最后一行 287 mm

4 网址
字体: FrutigerNext medium
大小: 8 pt
颜色: Pantone 426 U
底线: 287 mm

纸张
推荐使用100克钻白滑面刚
古纸或80克胶版纸。

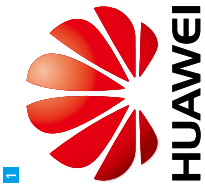
Scale 1:1	All measurements in mm	3 Address		3 地址 公司名: 方正大黑 字体: 方正细黑 FrutigerNext regular 大小: 8 pt 行距: 11 pt 颜色: Pantone 185 U Pantone 426 U 基线: 最后一行 287 mm
		比例 1:1 单位 毫米		
1 Brand Signature	width: 23 mm Color: Pantone 185 U Pantone 426 U Baseline: 38 mm	1 品牌标志		4 Web Address Typeface: FrutigerNext medium Size: 8 pt Color: Pantone 426 U Baseline: 287 mm
		宽: 23 mm 颜色: Pantone 185 U Pantone 426 U 底线: 38 mm		
2 Letter Text	Typeface: FZXiHei Size: 10 pt Line spacing: 16 pt Color: 100% black Baseline: first line 66 mm max 247 mm	2 正文		4 网址 字体: FrutigerNext medium 大小: 8 pt 颜色: Pantone 426 U 基线: 287 mm
		字体: 方正细黑 FrutigerNext regular 大小: 10 pt 行距: 16 pt 颜色: 100% 黑 基线: 第一行 66 mm max 247 mm		
		Paper		纸张 推荐使用100克钻石白滑面刚古纸或80克胶版纸。
		Recommended Conqueror Diamond white, 100gsm/ wood free paper,80gsm (Uncoated Paper)		

2 亲爱的华为客户

华为是全球通信业具有领导地位的供应商之一，从事通信设备的研发、生产、营销和服务，在电信领域为世界各地的客户提供创新的、客户化的网络设备、服务和解决方案，实现客户的潜在增长，持续为客户创造长期价值。

截至2005年10月，华为在国际市场上覆盖90多个国家和地区，全球排名前50名的运营商中，已有22家使用华为的产品和服务。

华为的产品包括无线产品(如 UMTS、CDMA2000、GSM/ GPRS/ EDGE 及 WIMAX)、网络产品(如 NGN、xDSL、光网络、数据通信)、增值服务(如智能网、CDN/ SAN、无线数据)，以及移动和固定终端。



华为技术有限公司

克里森.舒伯特

Scale 1:1
All measurements in mm

1 Brand Signature
width: 23 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 38 mm

2 Letter Text
Typeface: FZXiHei
Size: 10 pt
Line spacing: 16 pt
Color: 100% black
Baseline: first line 66 mm
max 287 mm

Paper
Recommended Conqueror
Diamond white, 100gsm/
wood free paper,80gsm
(Uncoated Paper)

比例 1:1
单位 毫米

1 品牌标志
宽: 23 mm
颜色: Pantone 185 U
Pantone 426 U
基线: 38 mm

2 正文
字体: 方正细黑
大小: 10 pt
行距: 16 pt
颜色: 100% 黑
基线: 第一行 66 mm
max 287 mm

纸张
推荐使用100克钻白滑面刚
古纸或80克胶版纸。

[illegible]

纸张
推荐使用100克钻白滑面刚古纸或80克胶版纸。

比例 1:1
单位 毫米

1 品牌标志
宽: 23 mm
颜色: Pantone 185 U
Pantone 426 U
基线: 38 mm

2 正文
 字体:方正细黑
 大小: 10 pt
 行距: 16 pt
 颜色: 100% 黑
 基线: 第一行 66
 max 287 mm

Paper
Recommended Conqueror
Diamond white, 100gsm/
wood free paper, 80gsm
(Uncoated Paper)

Scale 1:1
All measurements in mm

1 Brand Signature
width: 23 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 38 mm

2 Letter Text
Typeface: FZXiHei
Size: 10 pt
Line spacing: 16 pt
Color: 100% black
Baseline: first line 66 mm
max 287 mm

Fax



TO: FROM:
COMPANY: CC:
DATE: REGARDING:
TELEFAX NO.: NO. OF PAGES:

Headlines in FrutigerNext bold 10.5/12.5pt

Dear Huawei customer

Huawei is a leading player in the global telecom market. Huawei specializes in the research and development, production, sales and marketing of telecoms equipment, providing innovative, customized equipment, service and solution in different telecom fields, creates long term value for customer and realizes the customers' potential growth.

As of October 2005, Huawei has about 35,000 employees. Huawei overseas services have covered more than 90 countries/regions, Huawei serves 22 of world's top 50 operators .

Huawei product portfolio comprises wireless products (eg. UMTS, CDMA2000, GSM/ GPRS/ EDGE and WiMAX); network products (eg. NGN, xDSL, optical network and data communications products); value-added services (eg. intelligent network, CDN/ SAN and wireless data) as well as mobile and fixed terminals.

Huawei Technologies Co., Ltd.

Christian Schubert

HUAWEI
TECHNOLOGIES CO., LTD.
Huawei Industrial Base
Bantian Longgang
Shenzhen 518129, P.R.China
Tel: +86 755 28780808
Fax: +86 755 28787125
E-Mail: support@huawei.com

www.huawei.com

Scale 1:1 All measurements in mm	Reference Lines Typeface: FrutigerNext bold Size: 8 pt Line spacing: 9 pt Color: Pantone 426 U Baseline: Top of first line 53 mm	Address Company name: FrutigerNext bold Typeface: FrutigerNext regular Size: 8 pt Line spacing: 11 pt Color: Pantone 426 U Baseline: last line 287mm	比例 1:1 单位 毫米	参考行 字体: FrutigerNext bold 大小: 8 pt 行距: 9 pt 颜色: Pantone 426 U 基线: 顶线 53 mm	地址 公司名: FrutigerNext bold 字体: FrutigerNext regular 大小: 8 pt 行距: 11 pt 颜色: Pantone 426 U 基线: 最后一行 287 mm
Brand Signature width: 23 mm Color: Pantone 426 U Baseline: 38 mm	Fax Text Typeface: FrutigerNext regular Size: 10.5 pt Line spacing: 12.5 pt Color: 100% black Baseline: first line 97 mm max 247 mm	Web Address Typeface: FrutigerNext medium Size: 8 pt Color: Pantone 426 U Baseline: 287 mm	品牌标志 宽: 23 mm 颜色: Pantone 426 U 底线: 38 mm	正文 字体: FrutigerNext regular 大小: 10.5 pt 行距: 12.5 pt 颜色: 100% 黑 基线: 第一行 97 mm max 247 mm	网址 字体: FrutigerNext medium 大小: 8 pt 颜色: Pantone 426 U 基线: 287 mm
Title Typeface: FrutigerNext medium Size: 30 pt Color: Pantone 426 U Baseline: 38 mm					
Paper Recommended wood free paper, 100 gsm (Uncoated Paper)					
纸张 推荐使用100克胶版纸。					

Fax



3 TO:

TO:

COMPANY:

DATE:

TELEFAX NO.

FROM:

cc:

REGARDING:

NO. OF PAGES:

Headlines in FrutigerNext bold 10.5/12.5pt

4 Dear Huawei customer

Huawei is a leading player in the global telecom market. Huawei specializes in the research and development, production, sales and marketing of telecoms equipment, providing innovative, customized equipment, service and solution in different telecom fields, creates long term value for customer and realizes the customers' potential growth.

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Huawei Technologies Co., Ltd.

Christian Schubert

Scale 1:1

Scale 1:1
All measurements in mm

1 Brand Signature

Brand signature
width: 23 mm
Color: Pantone 426 U
Baseline: 38 mm

2 Title

Typeface: FrutigerNext medium
Size: 30 pt
Color: Pantone 426 U
Baseline: 38 mm

3 Reference Lines

Reference Lines
Typeface: FrutigerNext bold
Size: 8 pt
Line spacing: 9 pt
Color: Pantone 426 U
Baseline: Top of first line
53 mm

4 Fax Text

Typeface: FrutigerNext regular
 Size: 10.5 pt
 Line spacing: 12.5 pt
 Color: 100% black
 Baseline: first line 97 mm
 max 247 mm

5 Address

Address
Company name: FrutigerNext
bold
Typeface: FrutigerNext regular
Size: 8 pt
Line spacing: 11 pt
Color: Pantone 426 U
Baseline: last line 287mm

6 Web Address

Web Address
Typeface: FrutigerNext medium
Size: 8 pt
Color: Pantone 426 U
Baseline: 287 mm

Paper

Recommended wood free paper, 100 gsm (Uncoated Paper)

3 参考行

3 参考行
 字体: FrutigerNext bold
 大小: 8 pt
 行距: 9 pt
 颜色: Pantone 426 U
 基线: 顶线 53 mm

4 正文

正文字体: FrutigerNext regular
大小: 10.5 pt
行距: 12.5 pt
颜色: 100% 黑
基线: 第一行 97 mm
max 247 mm

5 地址

公司名: FrutigerNext bold
 字体: FrutigerNext regular
 大小: 8 pt
 行距: 11 pt
 颜色: Pantone 426 U
 基线: 最后一行 287 mm

6 网址

6 网址
字体: FrutigerNext medium
大小: 8 pt
颜色: Pantone 426 U
基线: 287 mm

纸张
推荐使用100克胶版纸。

传真



受文者：
公司：
日期：
传真号：

寄文者：
抄送：
主旨：
页数：

标题使用方正大黑体12.5pt

亲爱的华为客户

华为是全球通信业具有领导地位的供应商之一，从事通信设备的研发、生产、营销和服务，在电信领域为世界各地的客户提供创新的、客户化的网络设备、服务和解决方案，实现客户的潜在增长，持续为客户创造长期价值。

截至2005年10月，华为在国际市场上覆盖90多个国家和地区，全球排名前50名的运营商中，已有22家使用华为的产品和服务。

华为的产品包括无线产品(如 UMTS、CDMA2000、GSM/ GPRS/ EDGE 及 WIMAX)、网络产品(如 NGN、xDSL、光网络、数据通信)、增值服务(如智能网、CDN/ SAN、无线数据)，以及移动和固定终端。

华为技术有限公司

克里森.舒伯特

华为技术有限公司
深圳市龙岗区坂田华为基地
邮编: 518129
电话: +86 755 28780808
传真: +86 755 28787125
邮件: support@huawei.com

www.huawei.com

Scale 1:1
All measurements in mm

1 Brand Signature
width: 23 mm
Color: Pantone 426 U
Baseline: 38 mm

2 Title
Typeface: FZXiHei
Size: 10 pt
Line spacing: 16 pt
Color: Pantone 426 U
Baseline: 38 mm

3 Reference Lines
Typeface: FZDaHei
Size: 8 pt
Line spacing: 9 pt
Color: Pantone 426 U
Baseline: Top of first line
53 mm

4 Fax Text
Typeface: FZXiHei
Size: 10 pt
Line spacing: 16 pt
Color: 100% black
Baseline: first line 100 mm

5 Address
Company name: FZDaHei
Typeface: FZXiHei
FrutigerNext regular
Size: 8 pt
Line spacing: 11 pt
Color: Pantone 426 U
Baseline: last line 287 mm

6 Web Address
Typeface: FrutigerNext medium
Size: 8 pt
Color: Pantone 426 U
Baseline: 287 mm

比例 1:1
单位 毫米

1 品牌标志
宽: 23 mm
颜色: Pantone 426 U
底线: 38 mm

2 标题
字体: 方正细黑
大小: 10 pt
行距: 16pt
颜色: 100% 黑
基线: 38 mm

3 参考行
字体: 方正大黑
大小: 8 pt
行距: 9 pt
颜色: Pantone 426 U
基线: 顶线 53 mm

4 正文
字体: 方正细黑
大小: 10 pt
行距: 16pt
颜色: 100% 黑
基线: 第一行 100 mm

5 地址
公司名: 方正大黑
字体: 方正细黑
FrutigerNext regular
大小: 8 pt
行距: 11 pt
颜色: Pantone 426 U
基线: 最后一行 287 mm

6 网址
字体: FrutigerNext medium
大小: 8 pt
颜色: Pantone 426 U
基线: 287 mm

Paper
Recommended wood free
paper, 100 gsm (Uncoated
Paper)

纸张
推荐使用100克胶版纸。

Scale 1:1

All measurements in mm

1 Brand Signature

width: 12 mm
Color: 15% Pantone 426 U
Baseline: 48 mm

2 Web Address

Typeface: FrutigerNext regular
Size: 4.6 pt
Color: 32% Pantone 426 U
Baseline: 83 mm

Paper

Recommended wood free paper 80gsm
(Uncoated Paper)

比例 1:1

单位 毫米

1 品牌标志

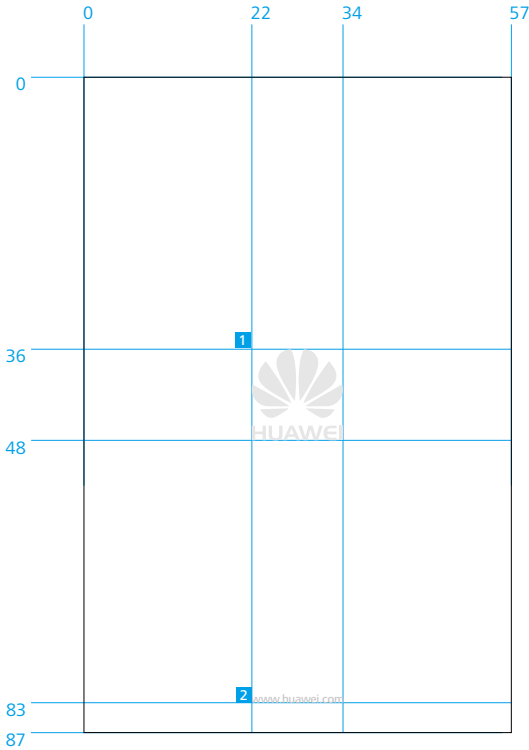
宽: 12 mm
颜色: 15% Pantone 426 U
基线: 48 mm

2 网址

字体: FrutigerNext regular
大小: 4.6 pt
色彩: 32% Pantone 426 U
基线: 83 mm

纸张

推荐使用80克胶版纸。



Scale 1:1

All measurements in mm

1 Brand Signature

width: 23 mm
Color: Pantone 185 U, Pantone 426 U
Baseline: 33 mm

2 Receiver

Typeface: FrutigerNext regular
Size: 14 pt
Color: 100% black
Line spacing: 18 pt
Baseline: first line 38.5 mm

3 Address

Company name: FrutigerNext bold
Typeface: FrutigerNext regular
Size: 8 pt
Color: Pantone 185 U, Pantone 426 U
Line spacing: 11 pt
Baseline: last line 95 mm

4 Web Address

Typeface: FrutigerNext medium
Size: 8 pt
Color: Pantone 426 U
Baseline: 95 mm

Paper

Printed on art paper.

比例 1:1

单位 毫米

1 品牌标志

宽: 23 mm
颜色: Pantone 185 U, Pantone 426 U
基线: 33 mm

2 收信人

字体: FrutigerNext regular
大小: 14 pt
色彩: 100% 黑
行距: 18 pt
基线: 第一行 38.5 mm

3 地址

公司名: FrutigerNext bold
字体: FrutigerNext regular
大小: 8 pt
色彩: Pantone 185 U, Pantone 426 U
行距: 11 pt
基线: 最后一行 95 mm

4 网址

字体: FrutigerNext medium
大小: 8 pt
色彩: Pantone 426 U
基线: 95 mm

纸张

推荐使用铜版纸，背涂背胶。



TO: 2 Firma Exemple
Mr Hans Mustermann
Mittelstrasse 15
CH-8910 Musterort
Switzerland

4 www.huawei.com

3 HUAWEI
TECHNOLOGIES CO., LTD.
Huawei Industrial Base
Bantian Longgang
Shenzhen 518129, P.R.China

Scale 1:1

All measurements in mm

1 Brand Signature

width: 23 mm
Color: Pantone 185 U, Pantone 426 U
Baseline: 33 mm

2 Receiver

Typeface: FrutigerNext regular
Size: 14 pt
Color: 100% black
Line spacing: 18 pt
Baseline: first line 38.5 mm

3 Address

Company name: FrutigerNext bold
Typeface: FrutigerNext regular
Size: 8 pt
Color: Pantone 185 U, Pantone 426 U
Line spacing: 11 pt
Baseline: last line 95 mm

4 Web Address

Typeface: FrutigerNext medium
Size: 8 pt
Color: Pantone 426 U
Baseline: 95 mm

Paper

Printed on art paper.

比例 1:1

单位 毫米

1 品牌标志

宽: 23 mm
颜色: Pantone 185 U, Pantone 426 U
基线: 33 mm

2 收信人

字体: FrutigerNext regular
大小: 14 pt
色彩: 100% 黑
行距: 18 pt
基线: 第一行 38.5 mm

3 地址

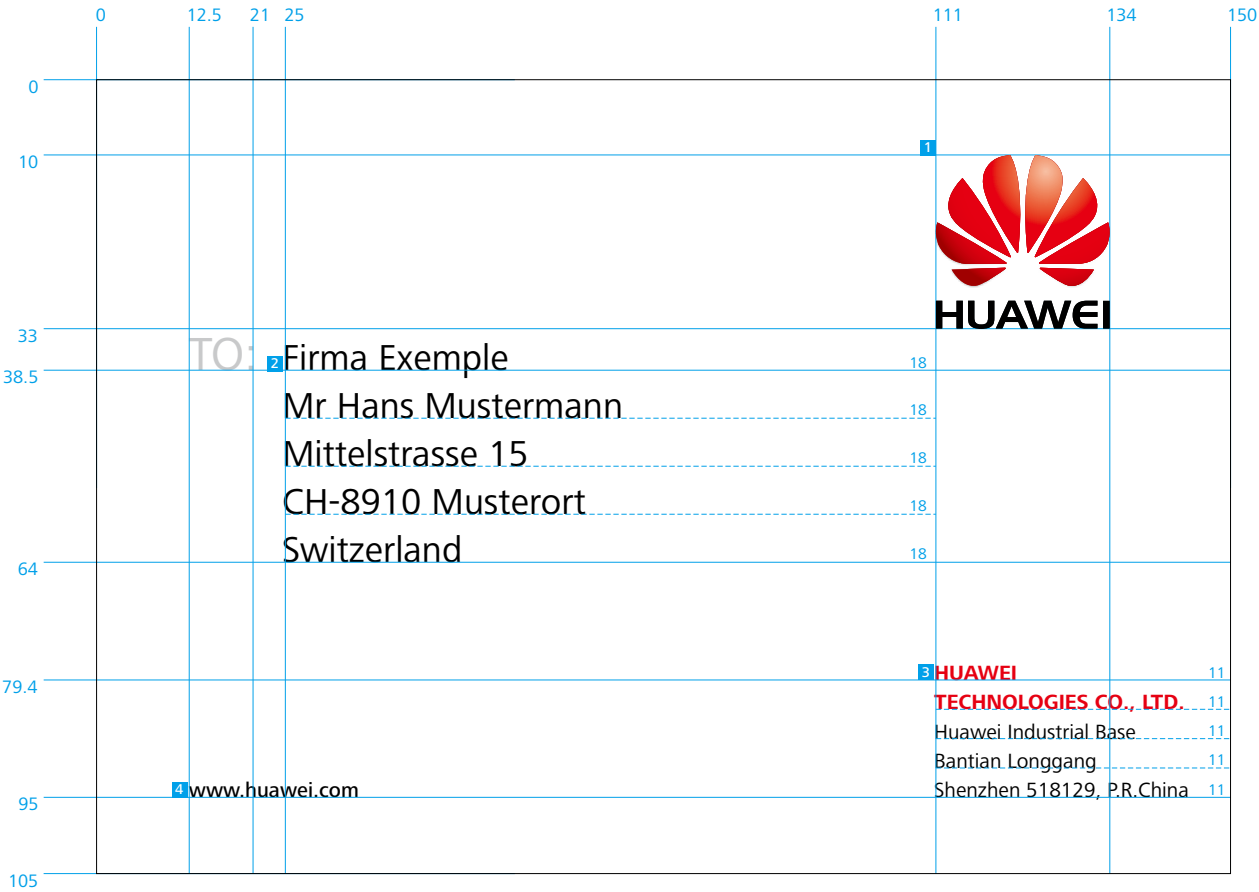
公司名: FrutigerNext bold
字体: FrutigerNext regular
大小: 8 pt
色彩: Pantone 185 U, Pantone 426 U
行距: 11 pt
基线: 最后一行 95 mm

4 网址

字体: FrutigerNext medium
大小: 8 pt
色彩: Pantone 426 U
基线: 95 mm

纸张

推荐使用铜版纸，背涂背胶。



Scale 1:1

All measurements in mm

1 Brand Signature

width: 23 mm
Color: Pantone 185 U, Pantone 426 U
Baseline: 33 mm

2 Receiver

Typeface: FZXiHei
Size: 14 pt
Color: 100% black
Line spacing: 18 pt
Baseline: first line 38.5 mm

3 Address

Company name: FZDaHei
Typeface: FZXiHei, FrutigerNext regular
Size: 8 pt
Color: Pantone 185 U, Pantone 426 U
Line spacing: 11 pt
Baseline: last line 95 mm

4 Web Address

Typeface: FrutigerNext medium
Size: 8 pt
Color: Pantone 426 U
Baseline: 95 mm

Paper

Printed on art paper.

比例 1:1

单位 毫米

1 品牌标志

宽: 23 mm
颜色: Pantone 185 U, Pantone 426 U
基线: 33 mm

2 收信人

字体: 方正细黑
大小: 14 pt
色彩: 100% 黑
行距: 18 pt
基线: 第一行 38.5 mm

3 地址

公司名: 方正大黑
字体: 方正细黑, FrutigerNext regular
大小: 8 pt
色彩: Pantone 185 U, Pantone 426 U
行距: 11 pt
基线: 最后一行 95 mm

4 网址

字体: FrutigerNext medium
大小: 8 pt
色彩: Pantone 426 U
基线: 95 mm

纸张

推荐使用铜版纸，背涂背胶。



TO: 公司举例
李英
上海市天目西路99号
闸北广场

www.huawei.com

3 华为技术有限公司

深圳市龙岗区坂田华为基地
邮编: 518129

Scale 1:1

All measurements in mm

1 Brand Signature

width: 23 mm
Color: Pantone 185 U, Pantone 426 U
Baseline: 33 mm

2 Receiver

Typeface: FZXiHei
Size: 14 pt
Color: 100% black
Line spacing: 18 pt
Baseline: first line 38.5 mm

3 Address

Company name: FZDaHei
Typeface: FZXiHei, FrutigerNext regular
Size: 8 pt
Color: Pantone 185 U, Pantone 426 U
Line spacing: 11 pt
Baseline: last line 95 mm

4 Web Address

Typeface: FrutigerNext medium
Size: 8 pt
Color: Pantone 426 U
Baseline: 95 mm

Paper

Printed on art paper.

比例 1:1

单位 毫米

1 品牌标志

宽: 23 mm
颜色: Pantone 185 U, Pantone 426 U
基线: 33 mm

2 收信人

字体: 方正细黑
大小: 14 pt
色彩: 100% 黑
行距: 18 pt
基线: 第一行 38.5 mm

3 地址

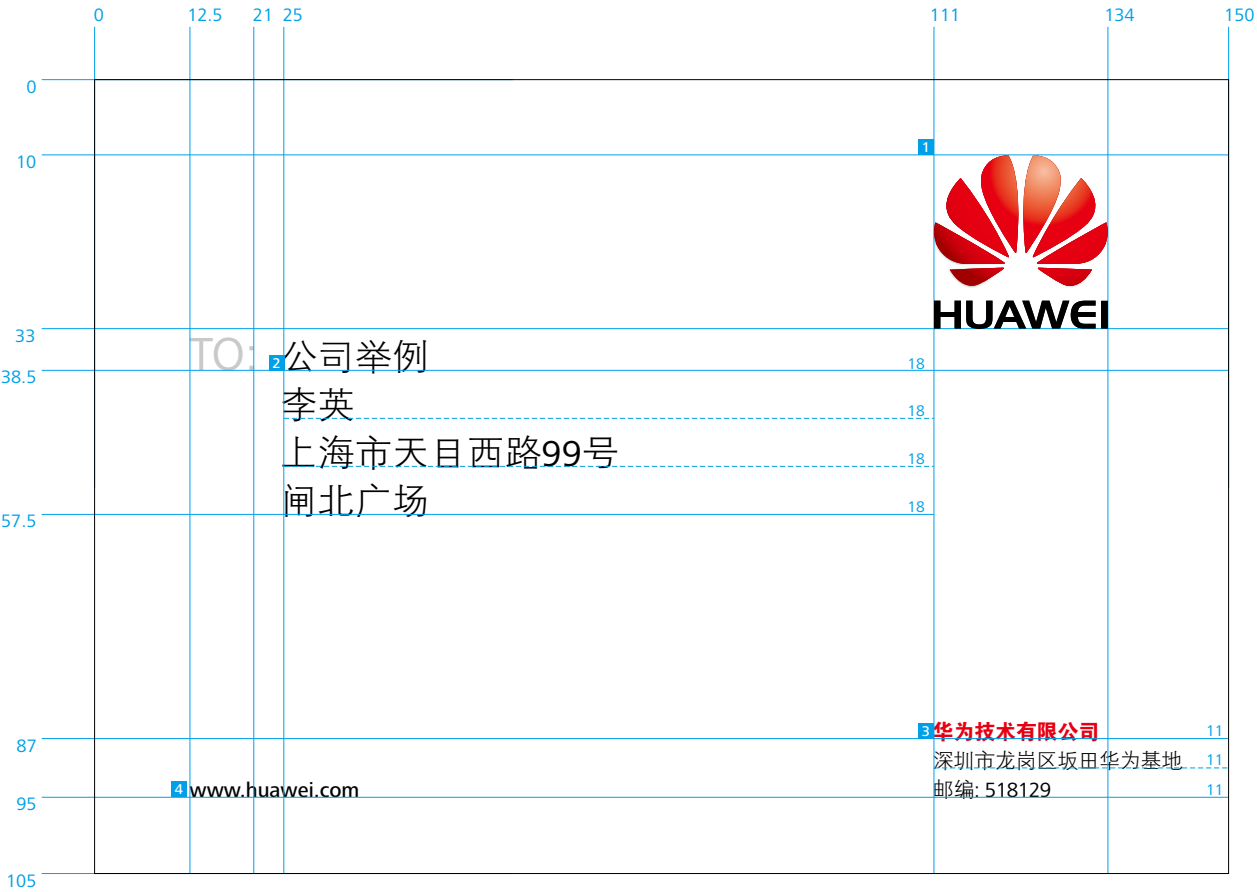
公司名: 方正大黑
字体: 方正细黑, FrutigerNext regular
大小: 8 pt
色彩: Pantone 185 U, Pantone 426 U
行距: 11 pt
基线: 最后一行 95 mm

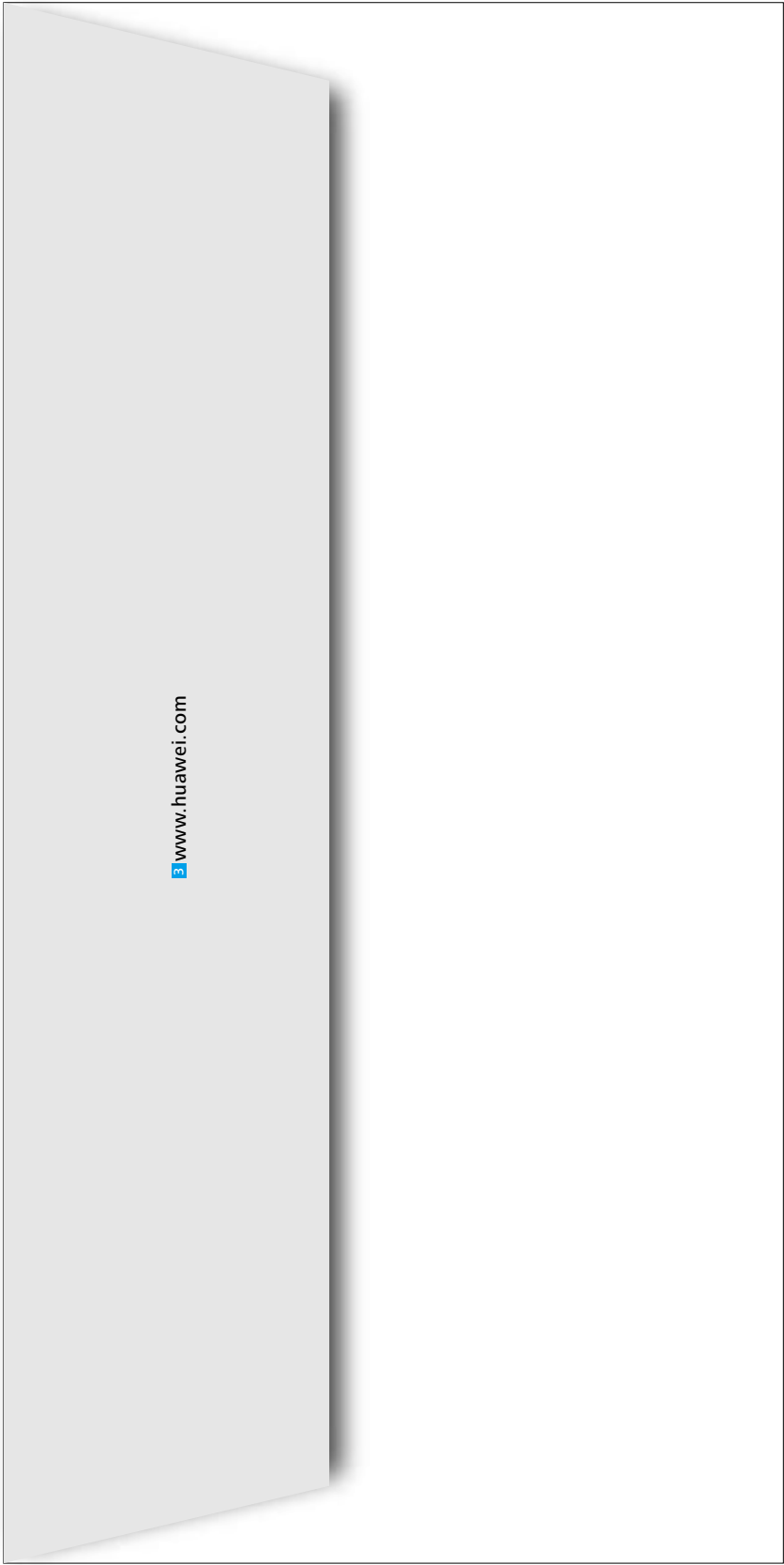
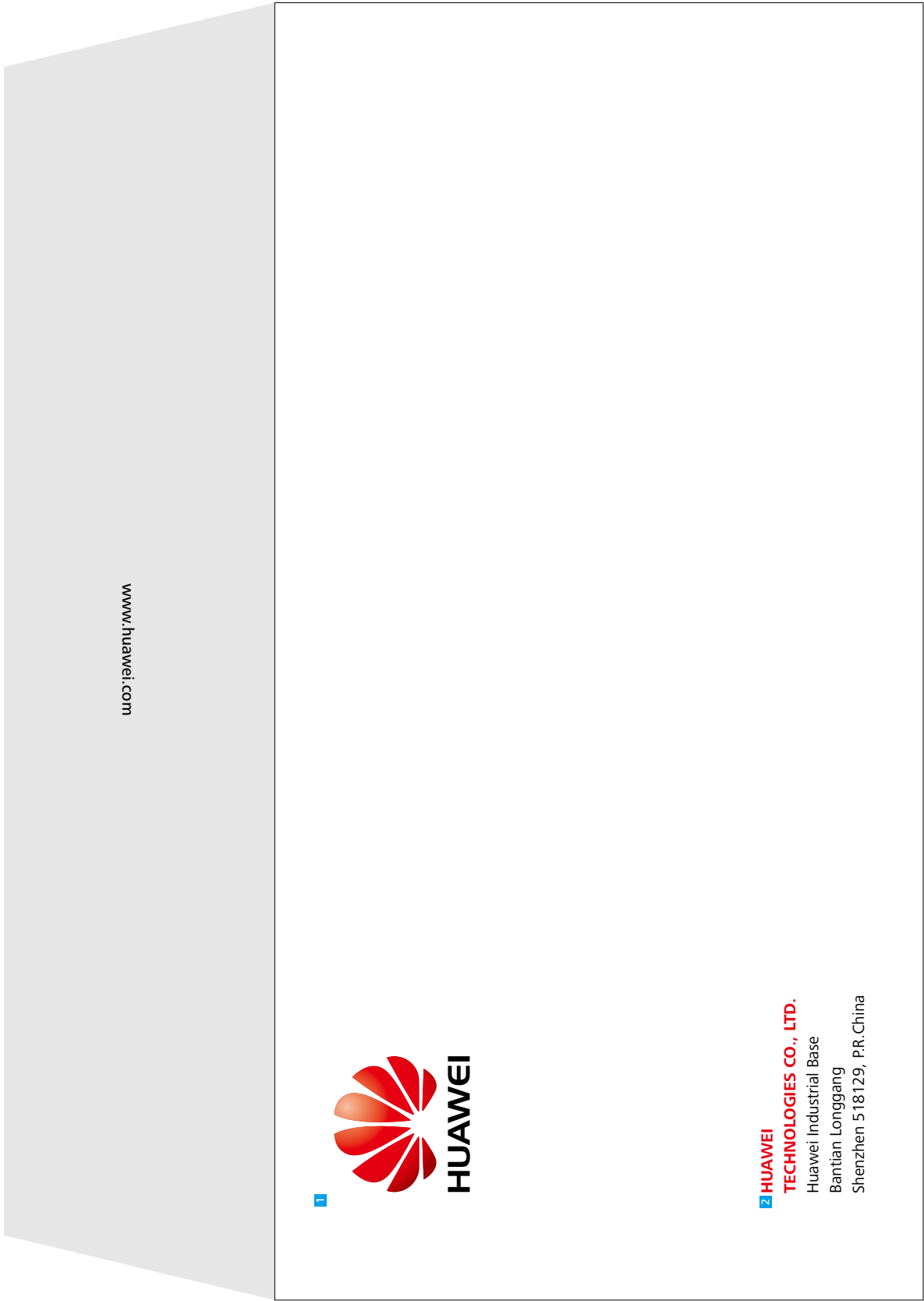
4 网址

字体: FrutigerNext medium
大小: 8 pt
色彩: Pantone 426 U
基线: 95 mm

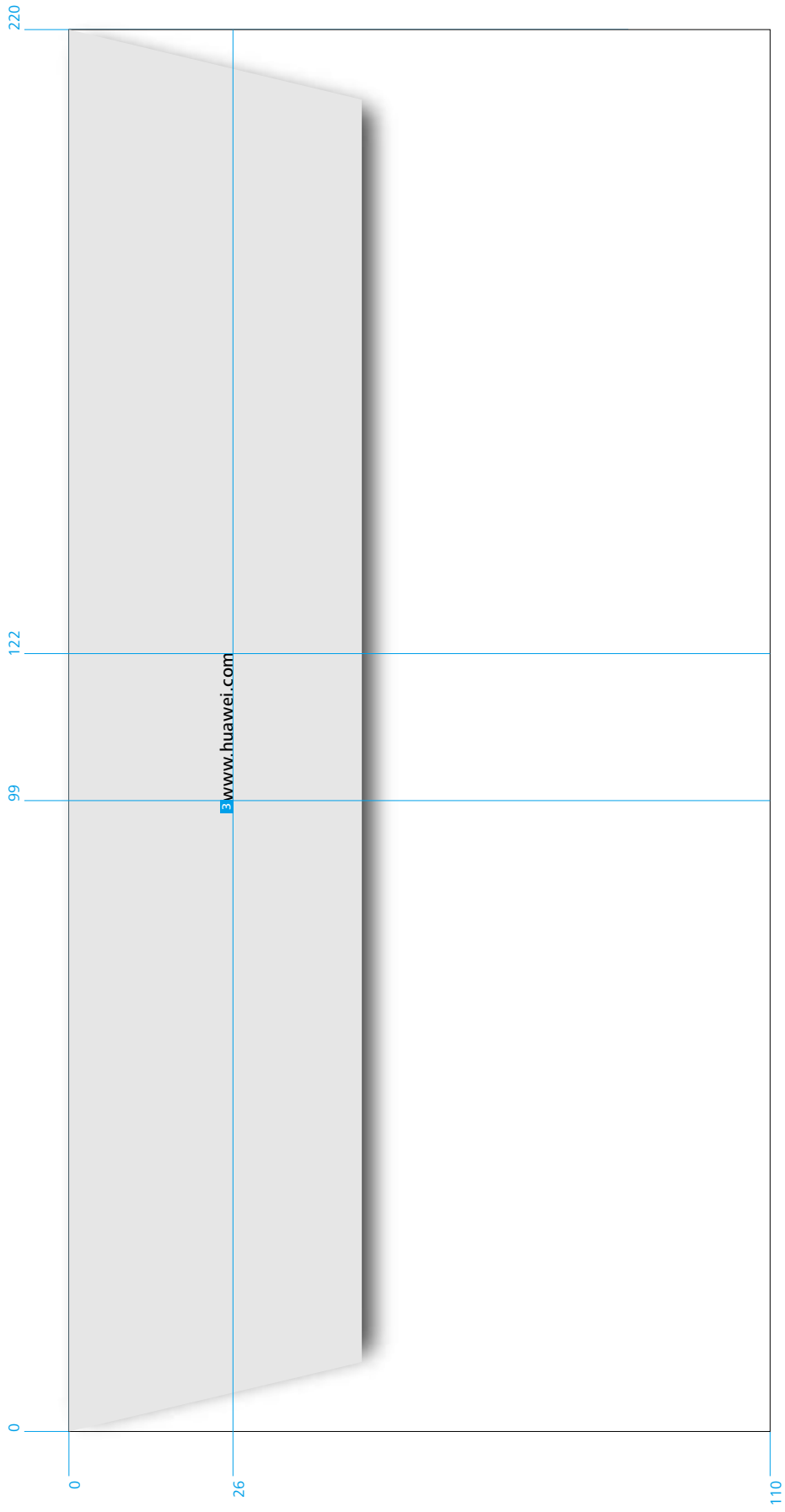
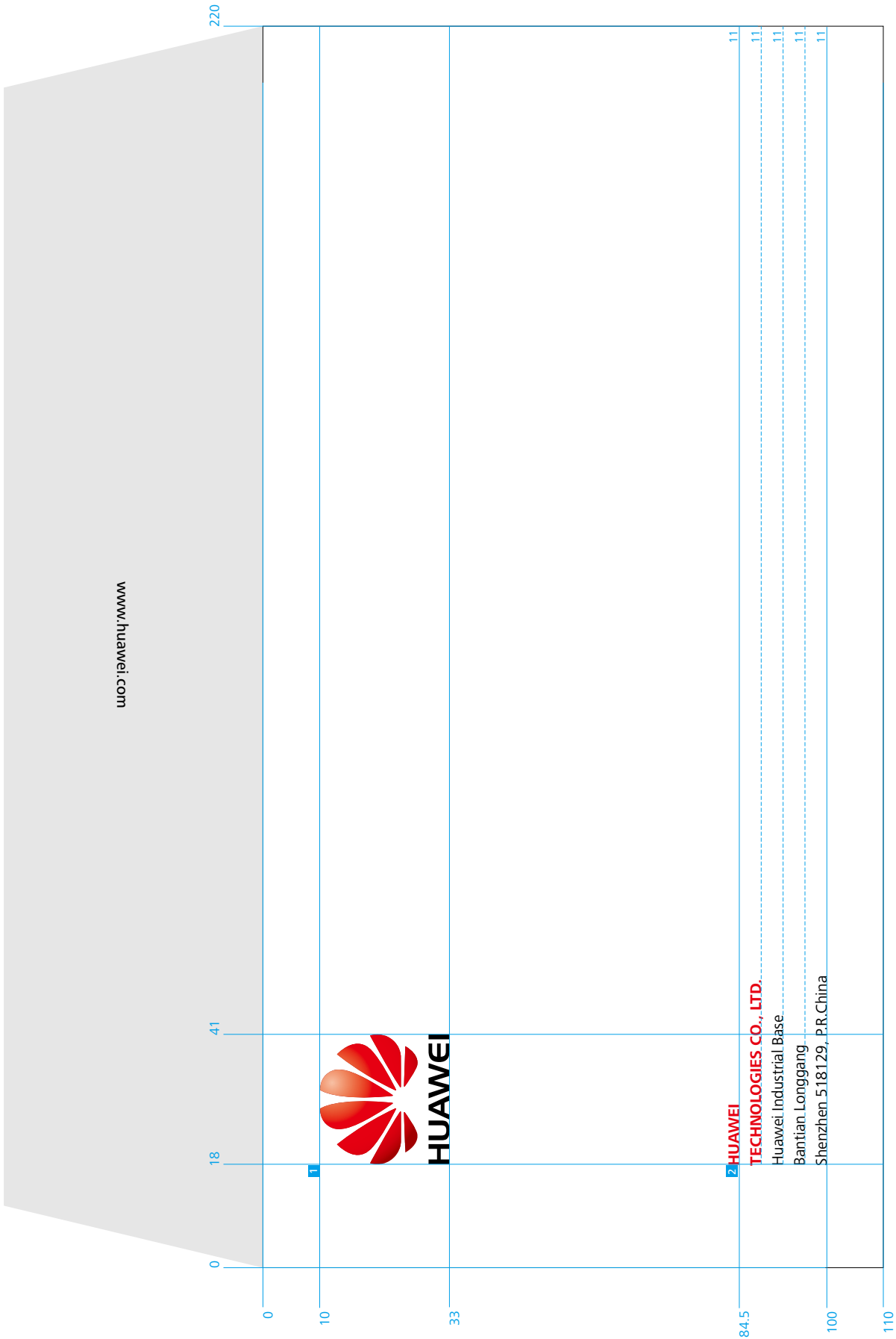
纸张

推荐使用铜版纸，背涂背胶。

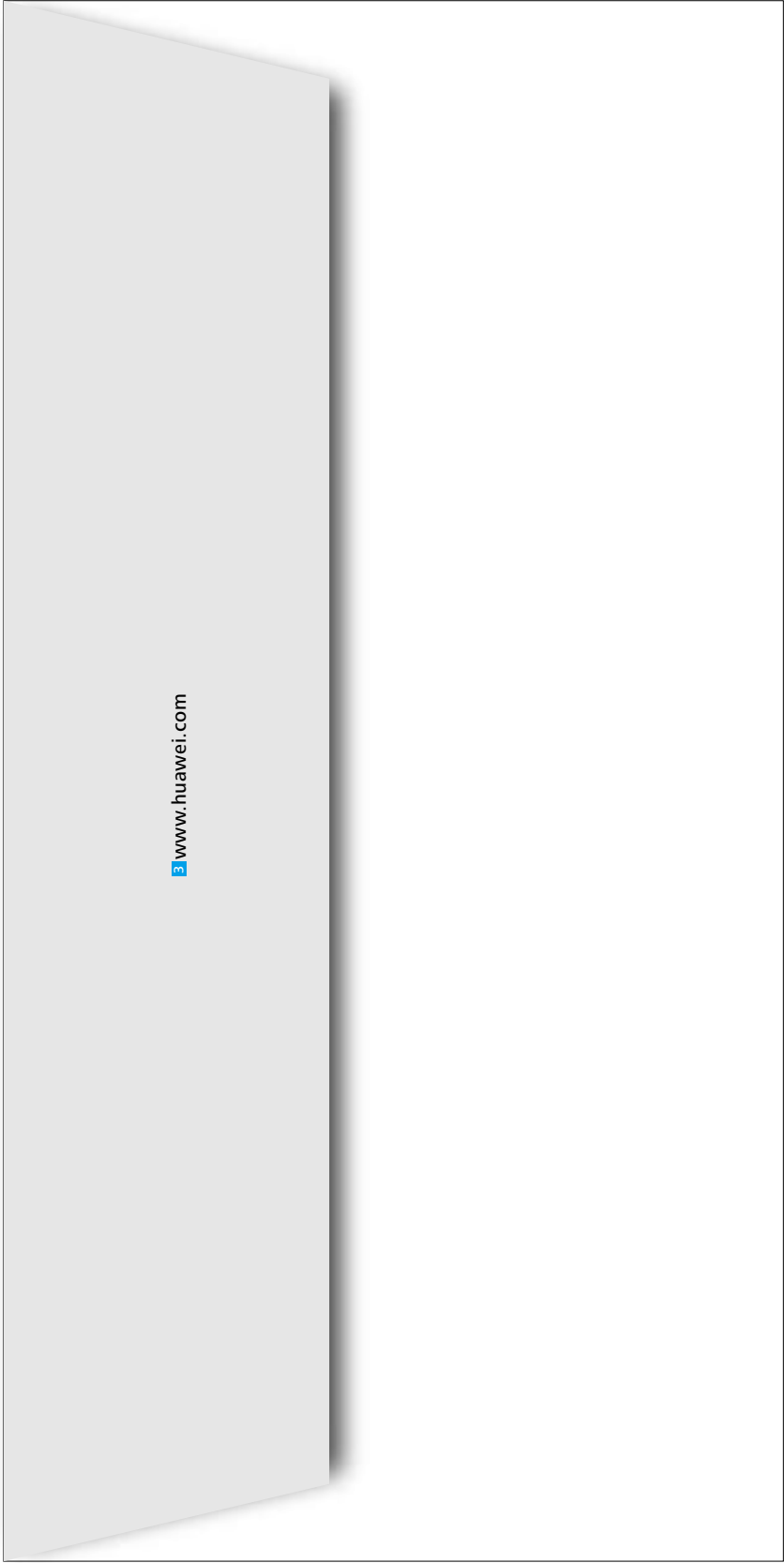
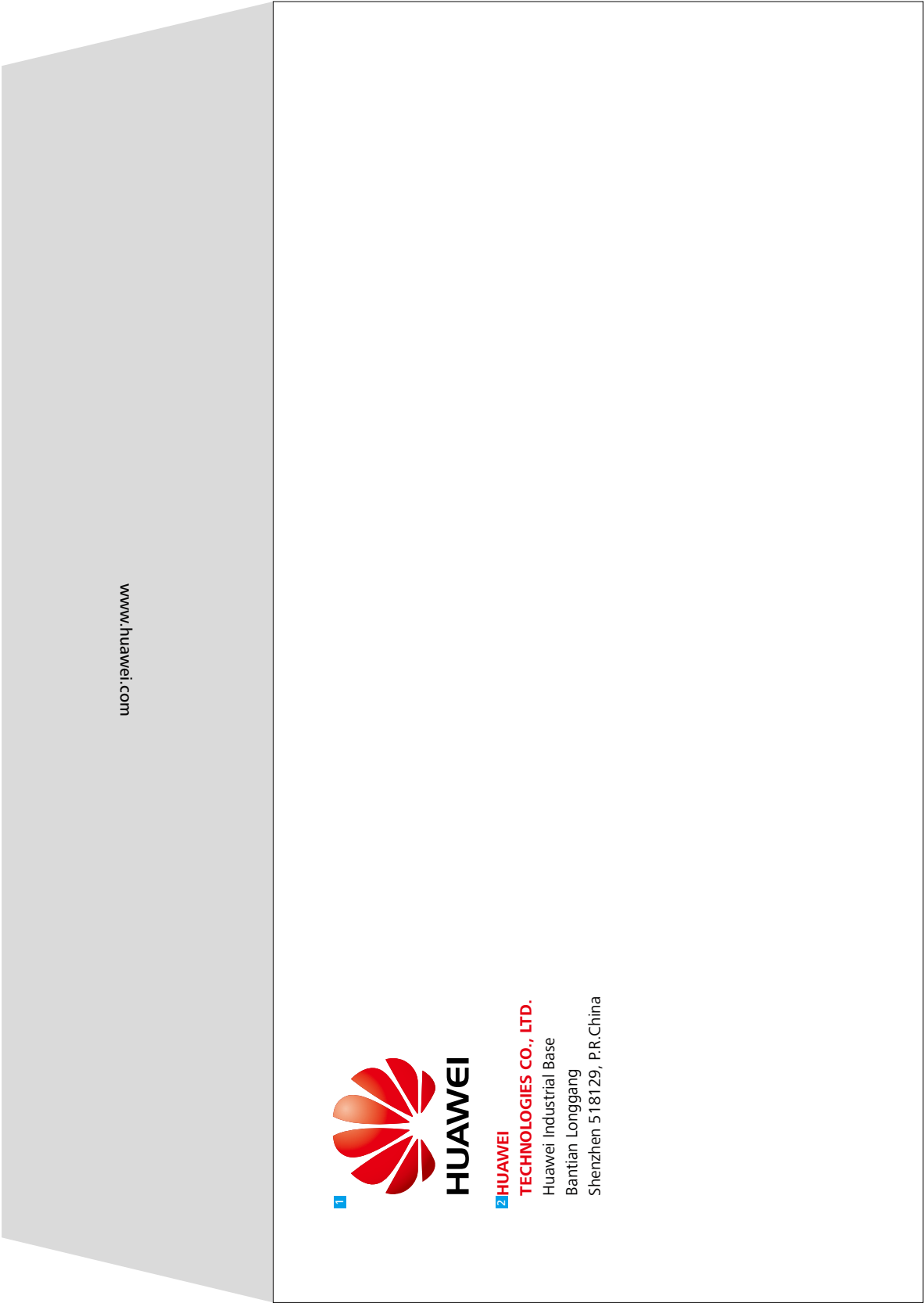




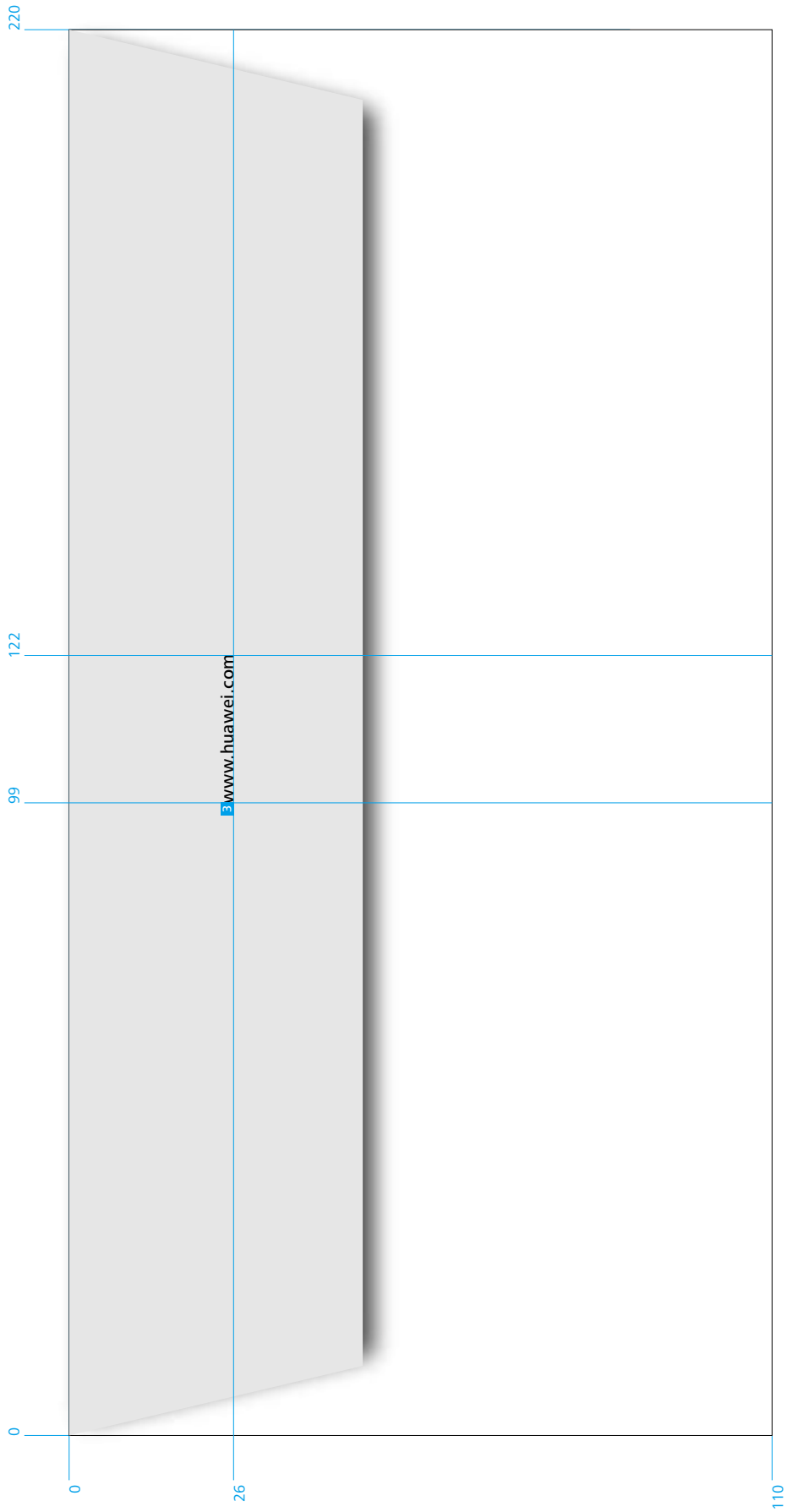
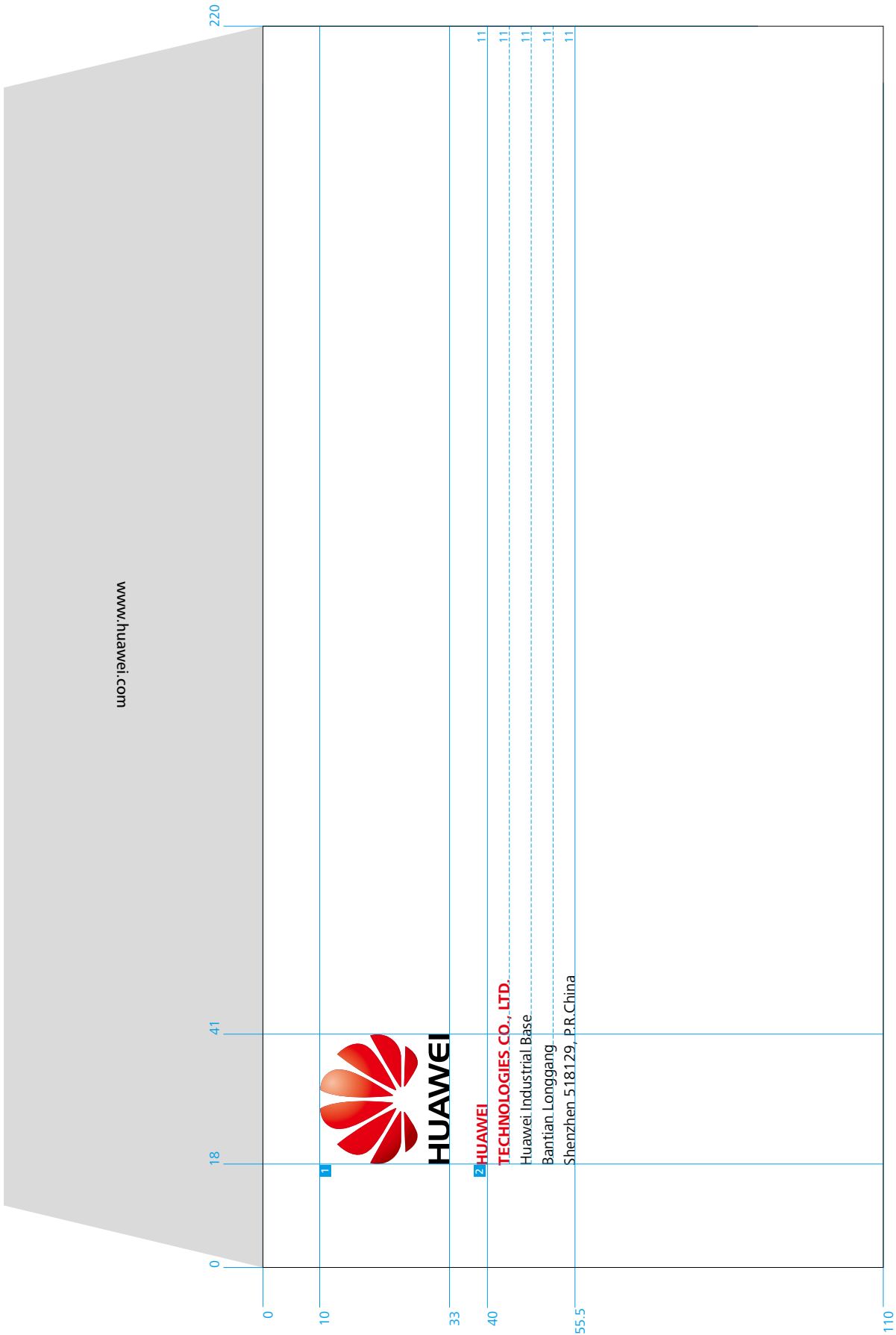
Scale 1:1 All measurements in mm	比例 1:1 单位 毫米	3 Web Address Typeface: FrutigerNext medium Size: 8 pt Color: Pantone 426 U Baseline: 26 mm	2 地址 字体: FrutigerNext medium 大小: 8 pt 颜色: Pantone 426 U 基线: 26 mm
1 Brand Signature width: 23 mm Color: Pantone 185 U Pantone 426 U Baseline: 33 mm	1 品牌标志 宽: 23 mm 颜色: Pantone 185 U Pantone 426 U 基线: 33 mm	Paper Recommended Conqueror Diamond White/wood free paper, 120gsm (Uncoated Paper)	纸张 推荐使用120克钻白滑面刚 古纸或120克胶板纸。
2 Address Company name: FrutigerNext bold Typeface: FrutigerNext regular Size: 8 pt Line spacing: 11 pt Color: Pantone 185 U Pantone 426 U Baseline: last line 100 mm	2 地址 公司名: FrutigerNext bold 字体: FrutigerNext regular 大小: 8 pt 行距: 11 pt 颜色: Pantone 185 U Pantone 426 U 基线: 最后一行100 mm		



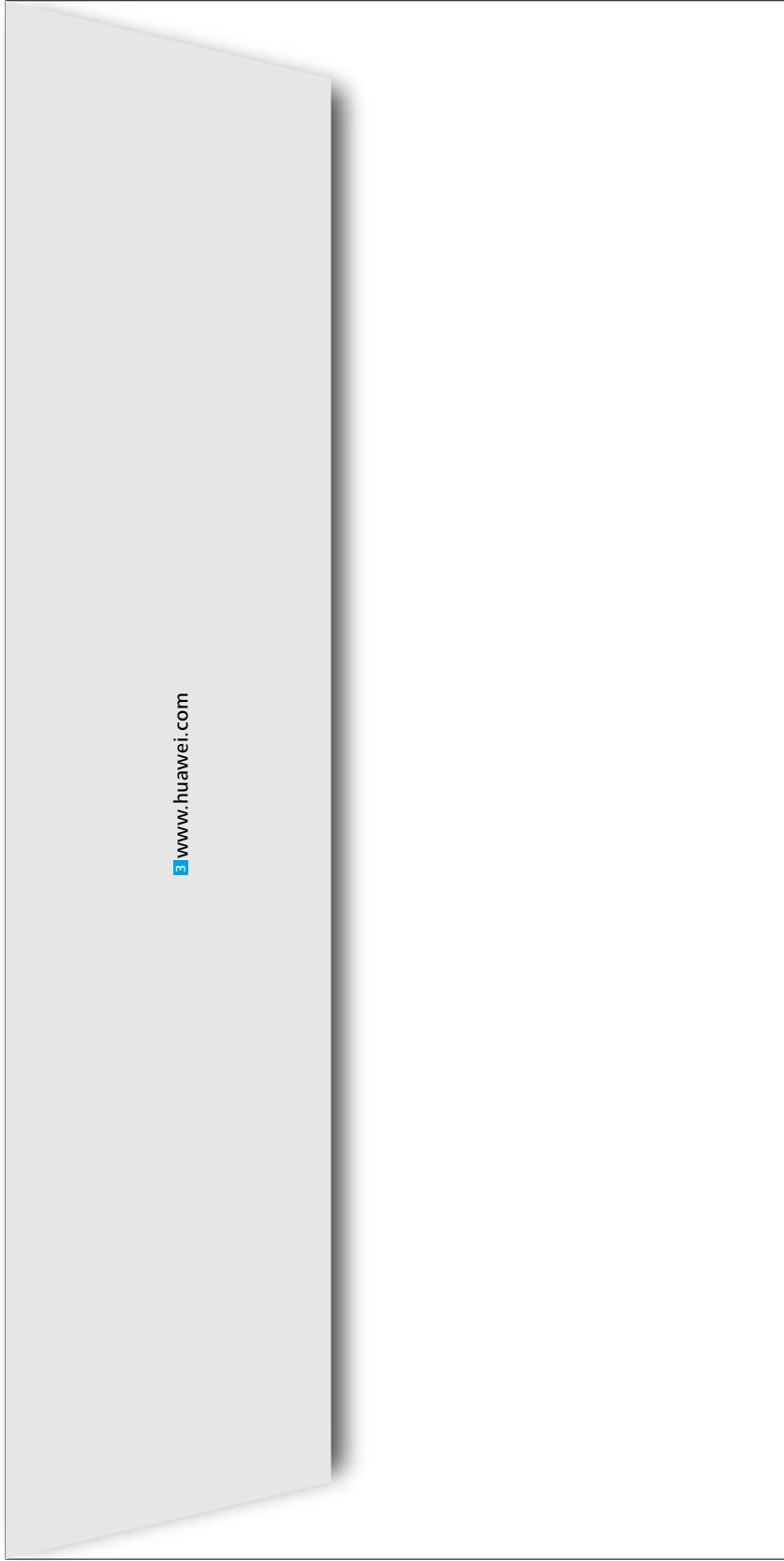
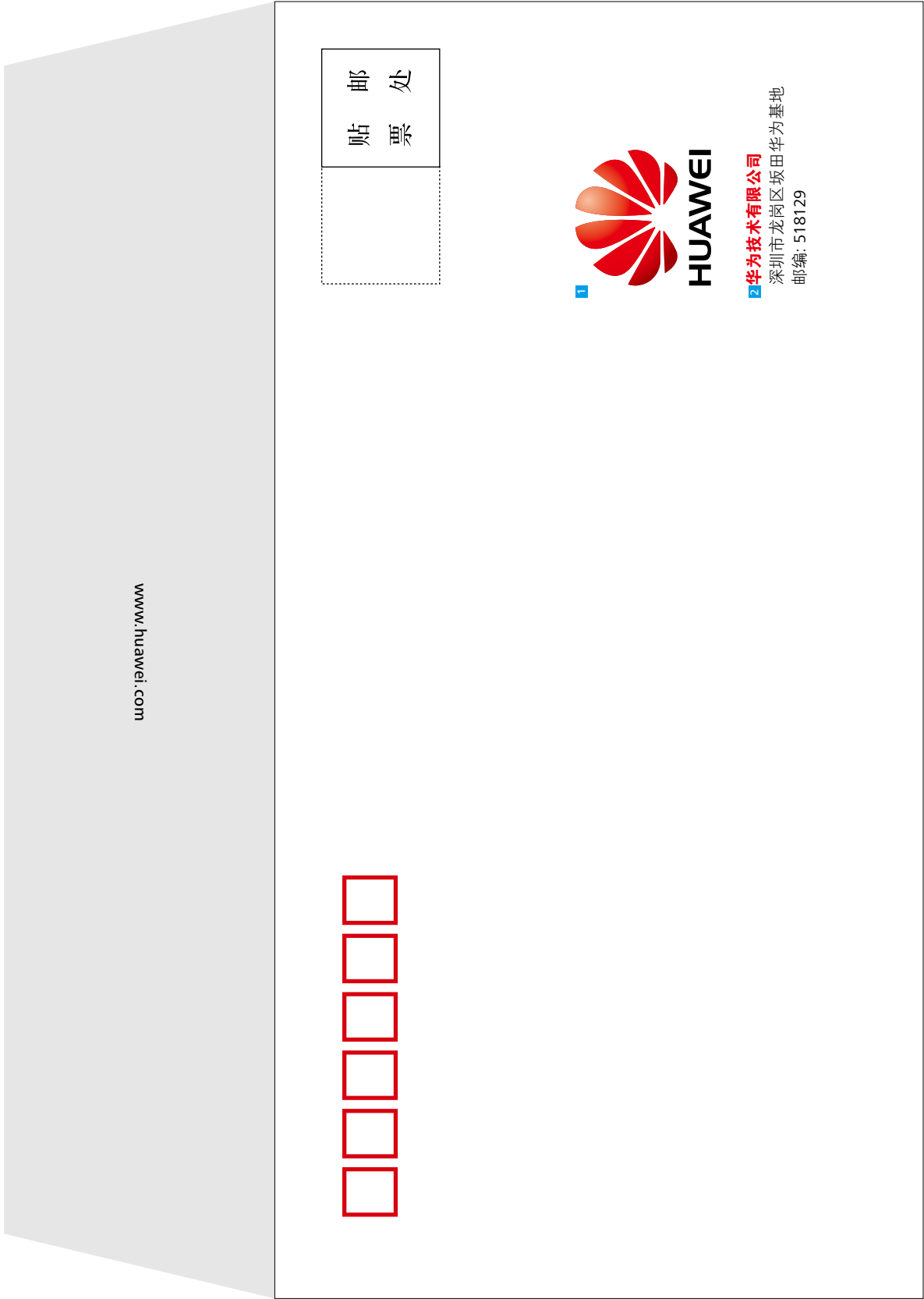
Scale 1:1 All measurements in mm	比例 1:1 单位 毫米	Web Address Typeface: FrutigerNext medium Size: 8 pt Color: Pantone 426 U Baseline: 26 mm	品牌标志 宽: 23 mm 颜色: Pantone 185 U Pantone 426 U Baseline: 33 mm	网址 字体: FrutigerNext medium 大小: 8 pt 颜色: Pantone 426 U 基线: 26 mm
Brand Signature width: 23 mm Color: Pantone 185 U Pantone 426 U Baseline: 33 mm	品牌标志 宽: 23 mm 颜色: Pantone 185 U Pantone 426 U Baseline: 33 mm	Paper Recommended Conqueror paper, 120gsm (Uncoated Paper)	地址 公司名: FrutigerNext bold 字体: FrutigerNext regular 大小: 8 pt 行距: 11 pt 颜色: Pantone 185 U Pantone 426 U 基线: 最后一行 100 mm	纸张 推荐使用120克钻白滑面刚 古纸或120克胶板纸。



Scale 1:1 All measurements in mm	Web Address Typeface: FrutigerNext medium Size: 8 pt Color: Pantone 426 U Baseline: 26 mm	比例 1:1 单位 毫米	网址 字体: FrutigerNext medium 大小: 8 pt 颜色: Pantone 426 U 基线: 26 mm
Brand Signature width: 23 mm Color: Pantone 185 U Pantone 426 U Baseline: 33 mm	Paper Recommended Conqueror Diamond White/wood free paper, 120gsm (Uncoated Paper)	品牌标志 宽: 23 mm 颜色: Pantone 185 U Pantone 426 U 基线: 33 mm	纸张 推荐使用120克钻白滑面刚 古纸或120克胶板纸。
Address Company name: FrutigerNext bold Typeface: FrutigerNext regular Size: 8 pt Line spacing: 11 pt Color: Pantone 185 U Pantone 426 U Baseline: first line 40 mm	地址 公司名: FrutigerNext bold 字体: FrutigerNext regular 大小: 8 pt 行距: 11 pt 颜色: Pantone 185 U Pantone 426 U 基线: 第一行 40 mm		此方案信封在由中国向其他 国家或地区邮寄时使用。



Scale 1:1 All measurements in mm	比例 1:1 单位 毫米	3 Web Address Typeface: FrutigerNext medium Size: 8 pt Color: Pantone 426 U Baseline: 26 mm	3 网址 字体: FrutigerNext medium 大小: 8 pt 颜色: Pantone 426 U 基线: 26 mm
1 Brand Signature width: 23 mm Color: Pantone 185 U Pantone 426 U Baseline: 33 mm	1 品牌标志 宽: 23 mm 颜色: Pantone 185 U Pantone 426 U 基线: 33 mm	Paper Recommended Conqueror Diamond White/wood free paper, 120gsm (Uncoated Paper)	纸张 推荐使用120克钻白滑面刚 古纸或120克胶板纸。
2 Address Company name: FrutigerNext bold Typeface: FrutigerNext regular Size: 8 pt Line spacing: 11 pt Color: Pantone 185 U Pantone 426 U Baseline: first line 40 mm	2 地址 公司名: FrutigerNext bold 字体: FrutigerNext regular 大小: 8 pt 行距: 11 pt 颜色: Pantone 185 U Pantone 426 U 基线: 第一行 40 mm	此方案信封在由中国向其他 国家或地区邮寄时使用。	



Scale 1:1
All measurements in mm

1 Brand Signature
width: 23 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 74 mm

2 Address
Company name: FZDaHei
Typeface: FZXiHei
FrutigerNext regular
Size: 8 pt
Line spacing: 11 pt
Color: Pantone 185 U
Pantone 426 U
Baseline: last line 90 mm

3 Web Address
Typeface: FrutigerNext medium
Size: 8 pt
Color: Pantone 426 U
Baseline: 26 mm

Paper
Recommended Conqueror
Diamond White/wood free
paper, 120gsm
(Uncoated Paper)

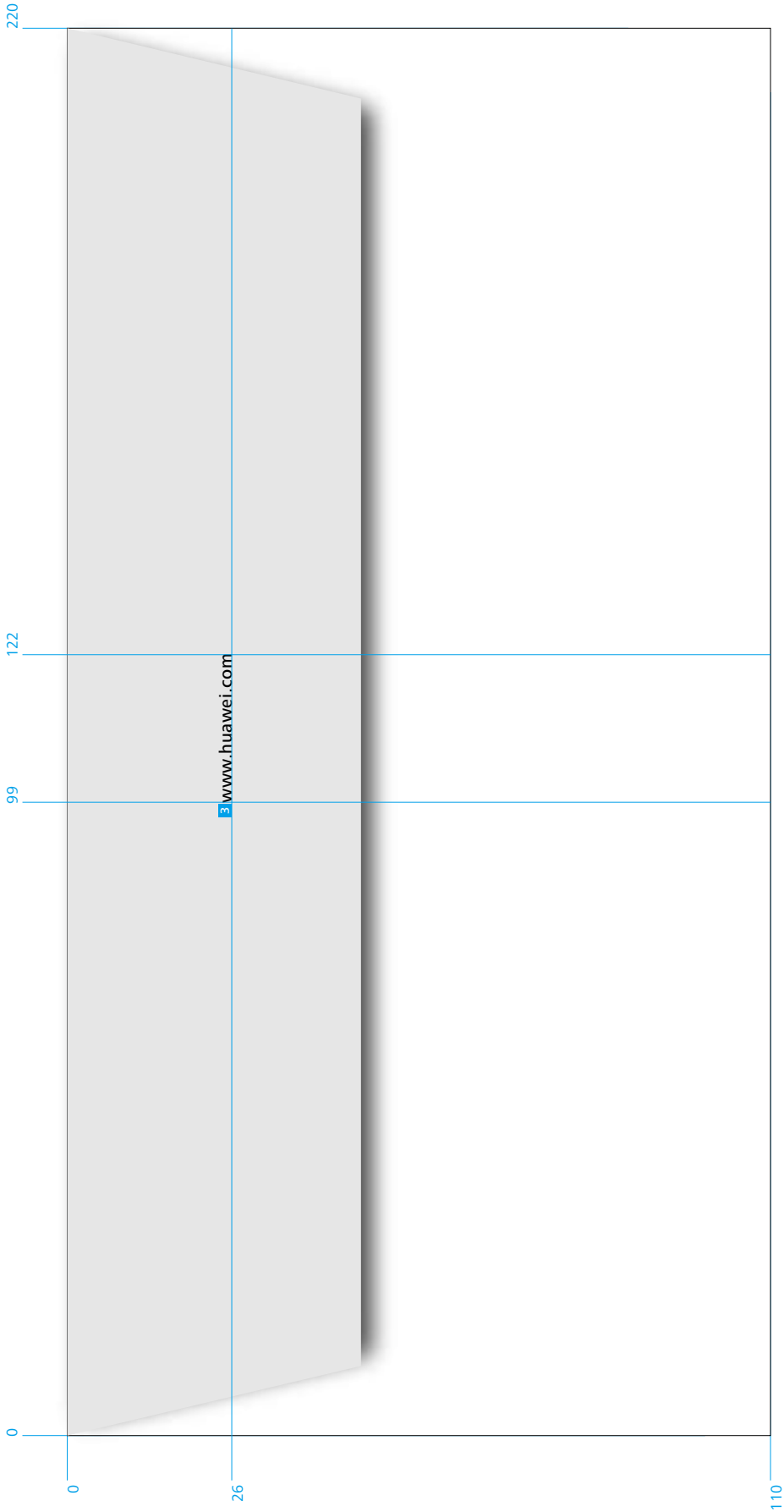
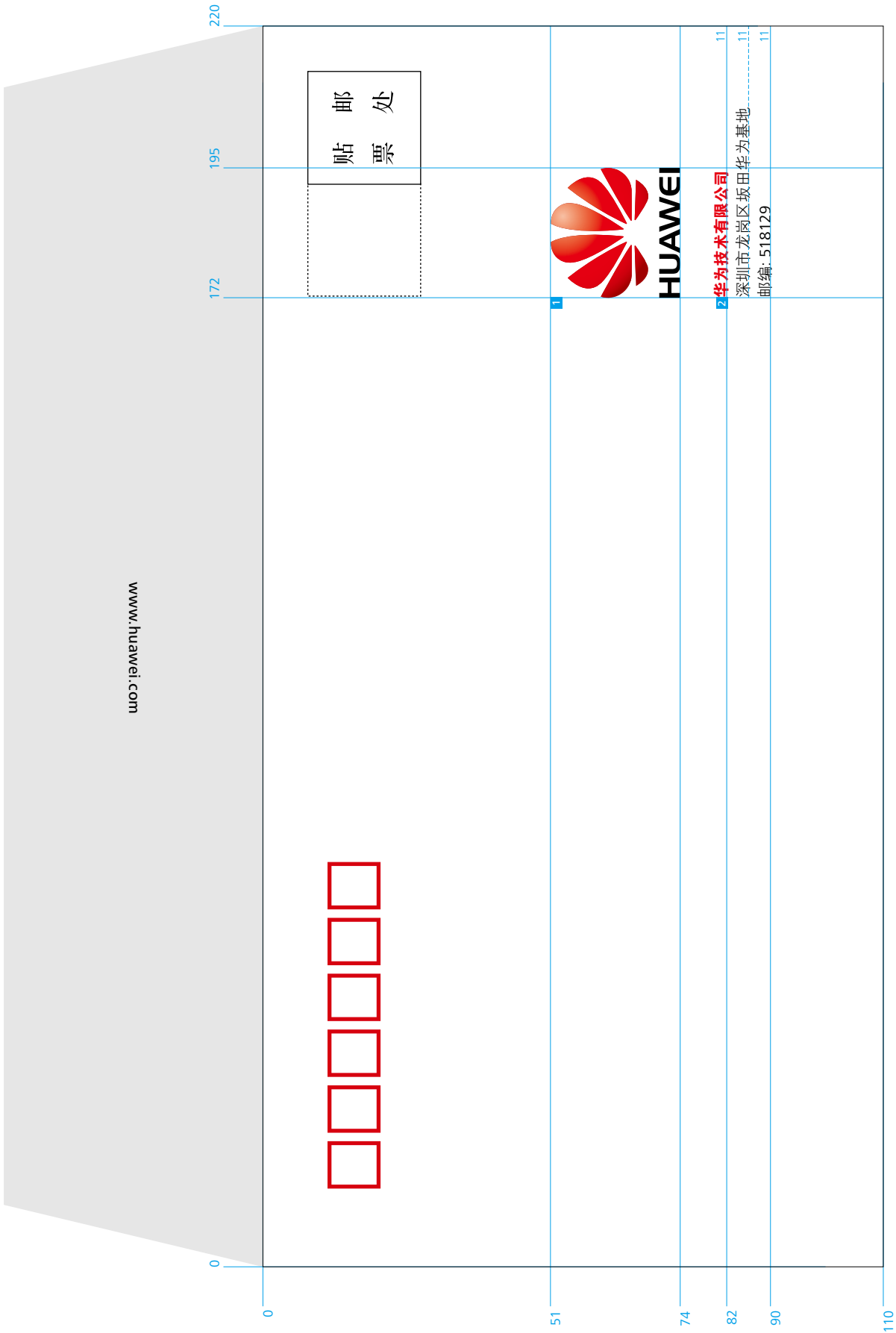
比例 1:1
单位 毫米

1 品牌标志
宽: 23 mm
颜色: Pantone 185 U
Pantone 426 U
基线: 74 mm

2 地址
公司名: 方正大黑
字体: 方正细黑
FrutigerNext regular
大小: 8 pt
行距: 11 pt
颜色: Pantone 185 U
Pantone 426 U
基线: 最后一行90 mm

3 网址
字体: FrutigerNext medium
大小: 8 pt
颜色: Pantone 426 U
基线: 26 mm

纸张
推荐使用120克钻白滑面刚
古纸或120克胶极纸。



Scale 1:1
All measurements in mm

1 Brand Signature
width: 23 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 74 mm

2 Address
Company name: FZDaHei
Typeface: FZXiHei
FrutigerNext regular
Size: 8 pt
Line spacing: 11 pt
Color: Pantone 185 U
Pantone 426 U
Baseline: last line 90 mm

3 Web Address
Typeface: FrutigerNext medium
Size: 8 pt
Color: Pantone 426 U
Baseline: 26 mm

Paper
Recommended Conqueror
Diamond White/wood free
paper, 120gsm
(Uncoated Paper)

比例 1:1
单位 毫米

1 品牌标志
宽: 23 mm
颜色: Pantone 185 U
Pantone 426 U
基线: 74 mm

2 地址
公司名: 方正大黑
字体: 方正细黑
FrutigerNext regular
大小: 8 pt
行距: 11 pt
颜色: Pantone 185 U
Pantone 426 U
基线: 最后一行 90 mm

3 网址
字体: FrutigerNext medium
大小: 8 pt
颜色: Pantone 426 U
基线: 26 mm

纸张
推荐使用120克钻白滑面刚
古纸或120克胶板纸。

1 Brand Signature

width: 26 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 46 mm

2 Address

Company name: FrutigerNext bold
Typeface: FrutigerNext regular
Size: 10.5 pt
Color: Pantone 185 U, Pantone 426 U
Line spacing: 14.5 pt
Baseline: last line 209 mm

3 Web Address

Typeface: FrutigerNext medium
Size: 11 pt
Color: Pantone 426 U
Baseline: 304 mm

Paper

Recommended Conqueror Diamond
White/wood free paper, 120gsm
(Uncoated Paper)

1 品牌标志

宽: 26 mm
颜色: Pantone 185 U
Pantone 426 U
基线: 46 mm

2 地址

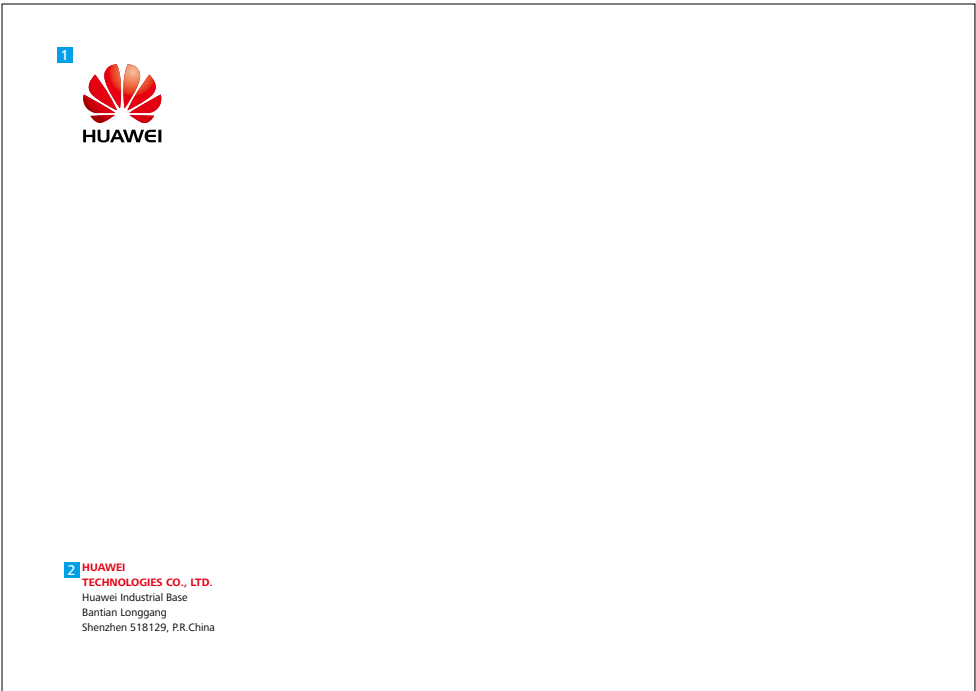
公司名: FrutigerNext bold
字体: FrutigerNext regular
大小: 10.5 pt
色彩: Pantone 185 U, Pantone 426 U
行距: 14.5 pt
基线: 最后一行 209 mm

3 网址

字体: FrutigerNext medium
大小: 11 pt
色彩: Pantone 426 U
基线: 304mm

纸张

推荐使用120克钻白滑面刚古纸或120克
胶版纸。



Envelopes: International Option1 (Standard)

信封：国际 方案1（规范）

STATIONERY
文具

4.27

1 Brand Signature

width: 26 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 46 mm

2 Address

Company name: FrutigerNext bold
Typeface: FrutigerNext regular
Size: 10.5 pt
Color: Pantone 185 U, Pantone 426 U
Line spacing: 14.5 pt
Baseline: last line 209 mm

3 Web Address

Typeface: FrutigerNext medium
Size: 11 pt
Color: Pantone 426 U
Baseline: 304 mm

Paper

Recommended Conqueror Diamond
White/wood free paper, 120gsm
(Uncoated Paper)

1 品牌标志

宽：26 mm
颜色：Pantone 185 U
Pantone 426 U
基线：46 mm

2 地址

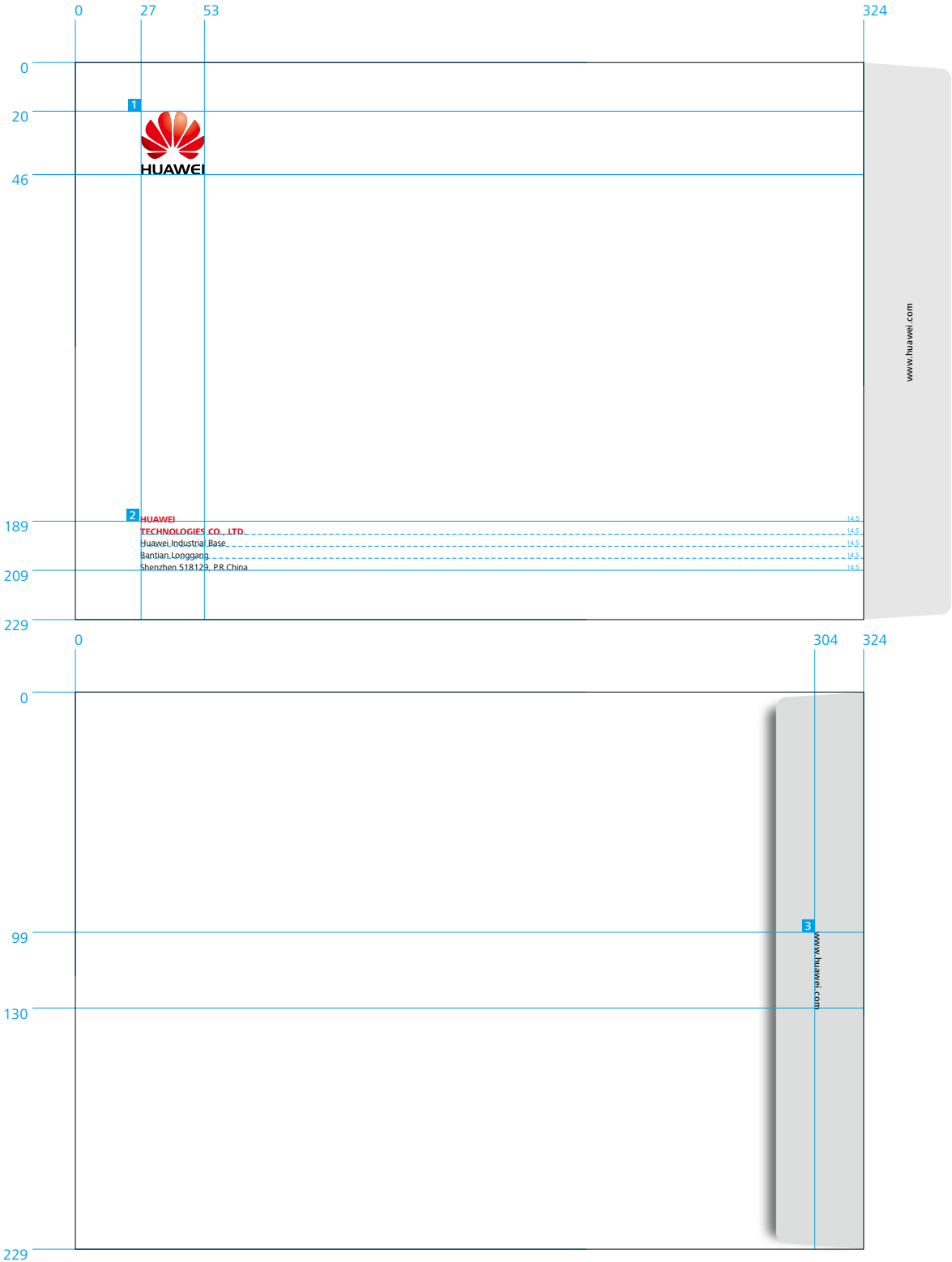
公司名：FrutigerNext bold
字体：FrutigerNext regular
大小：10.5 pt
色彩：Pantone 185 U, Pantone 426 U
行距：14.5 pt
基线：最后一行 209 mm

3 网址

字体：FrutigerNext medium
大小：11 pt
色彩：Pantone 426 U
基线：304mm

纸张

推荐使用120克钴白滑面刚古纸或120克
胶版纸。



1 Brand Signature

width: 26 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 46 mm

2 Address

Company name: FrutigerNext bold
Typeface: FrutigerNext regular
Size: 10.5 pt
Color: Pantone 185 U, Pantone 426 U
Line spacing: 14.5 pt
Baseline: first line 54 mm

3 Web Address

Typeface: FrutigerNext medium
Size: 11 pt
Color: Pantone 426 U
Baseline: 304 mm

Paper

Recommended Conqueror Diamond
White/wood free paper, 120gsm
(Uncoated Paper)

This kind of envelope is used for mail from
China to other countries.

1 品牌标志

宽：26 mm
颜色：Pantone 185 U
Pantone 426 U
基线：46 mm

2 地址

公司名：FrutigerNext bold
字体：FrutigerNext regular
大小：10.5 pt
色彩：Pantone 185 U, Pantone 426 U
行距：14.5 pt
基线：第一行 54 mm

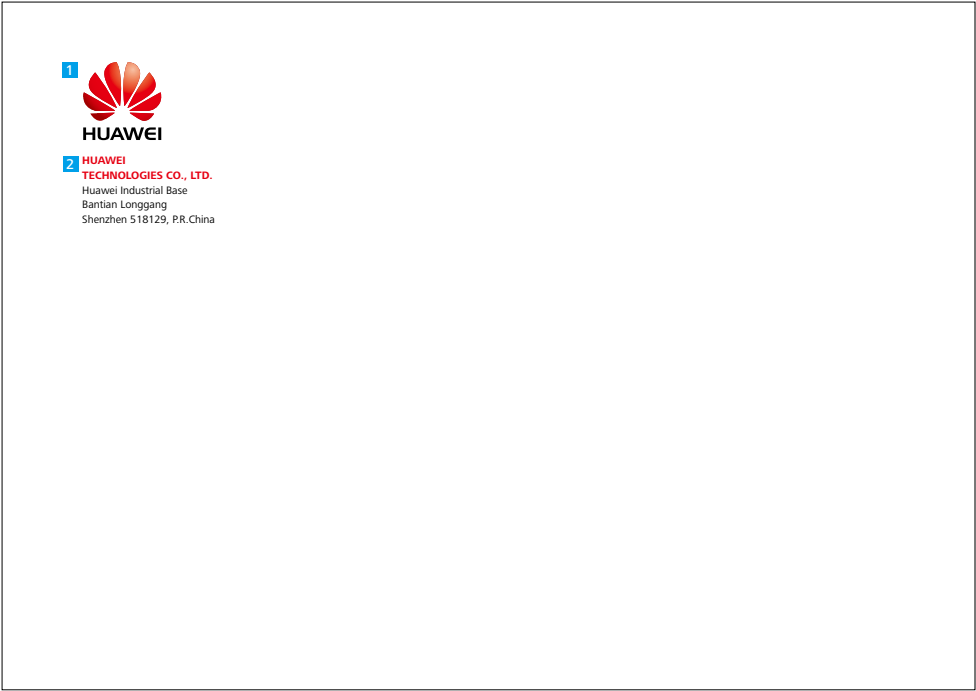
3 网址

字体：FrutigerNext medium
大小：11 pt
色彩：Pantone 426 U
基线：304mm

纸张

推荐使用120克钻白滑面刚古纸或120克
胶版纸。

此方案信封在由中国向其他国家或地区
邮寄时使用。



Envelopes: International Option2 (Standard)

信封：国际 方案2（规范）

STATIONERY
文具

4.29

1 Brand Signature

width: 26 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 46 mm

2 Address

Company name: FrutigerNext bold
Typeface: FrutigerNext regular
Size: 10.5 pt
Color: Pantone 185 U, Pantone 426 U
Line spacing: 14.5 pt
Baseline: first line 54 mm

3 Web Address

Typeface: FrutigerNext medium
Size: 11 pt
Color: Pantone 426 U
Baseline: 304 mm

Paper

Recommended Conqueror Diamond
White/wood free paper, 120gsm
(Uncoated Paper)

This kind of envelope is used for mail from
China to other countries.

1 品牌标志

宽: 26 mm
颜色: Pantone 185 U
Pantone 426 U
基线: 46 mm

2 地址

公司名: FrutigerNext bold
字体: FrutigerNext regular
大小: 10.5 pt
色彩: Pantone 185 U, Pantone 426 U
行距: 14.5 pt
基线: 第一行 54 mm

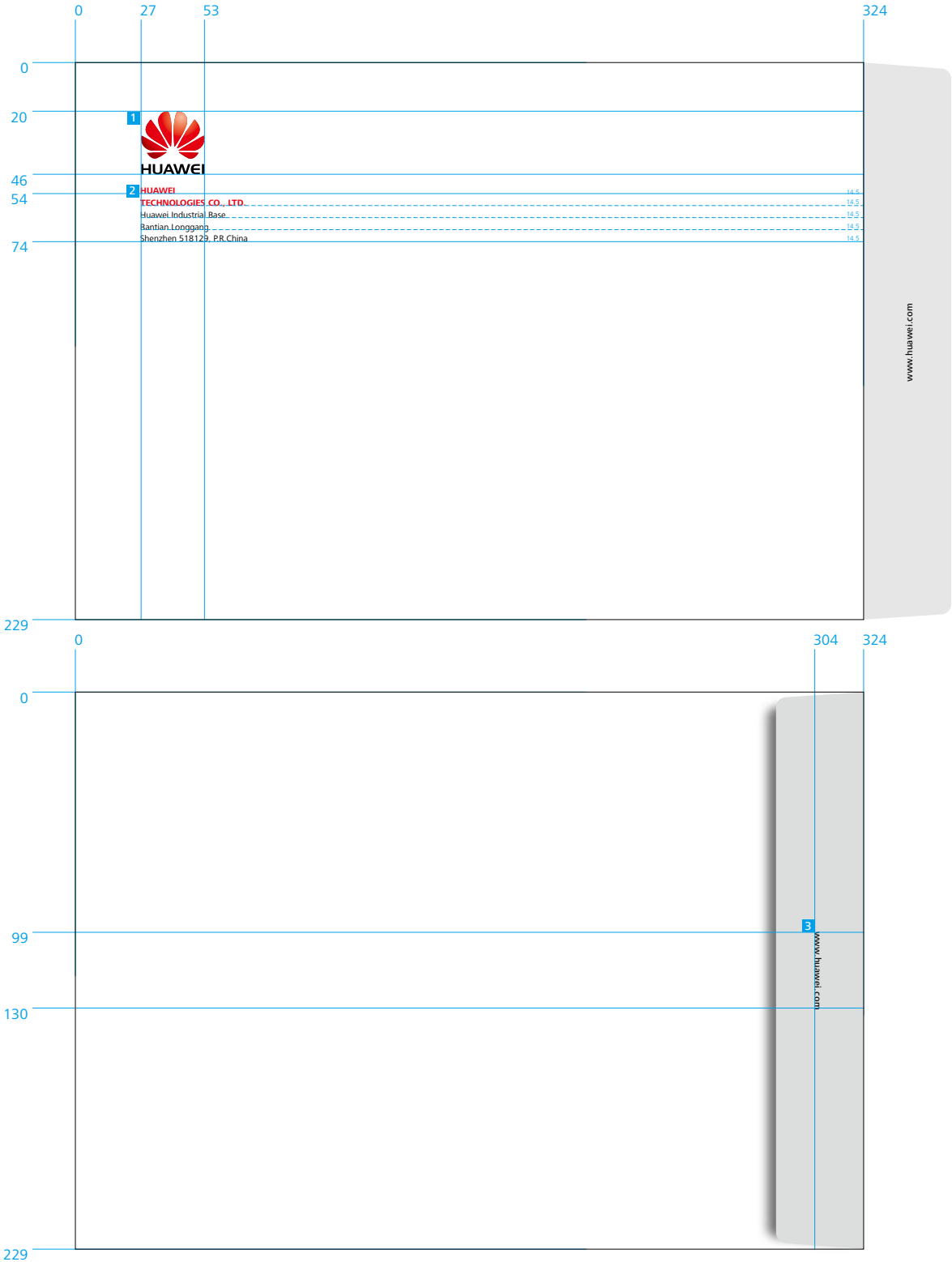
3 网址

字体: FrutigerNext medium
大小: 11 pt
色彩: Pantone 426 U
基线: 304mm

纸张

推荐使用120克钻白滑面刚古纸或120克
胶版纸。

此方案信封在由中国向其他国家或地区
邮寄时使用。



1 Brand Signature

width: 26 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 186 mm

2 Address

Company name: FZDaHei
Typeface: FZXiHei, FrutigerNext regular
Size: 10.5 pt
Color: Pantone 185 U
Pantone 426 U
Line spacing: 14.5 pt
Baseline: last line 209 mm

3 Web Address

Typeface: FrutigerNext medium
Size: 11 pt
Color: Pantone 426 U
Baseline: 304 mm

Paper

Recommended Conqueror Diamond
White/wood free paper, 120gsm
(Uncoated Paper)

1 品牌标志

宽: 26 mm
颜色: Pantone 185 U
Pantone 426 U
基线: 186 mm

2 地址

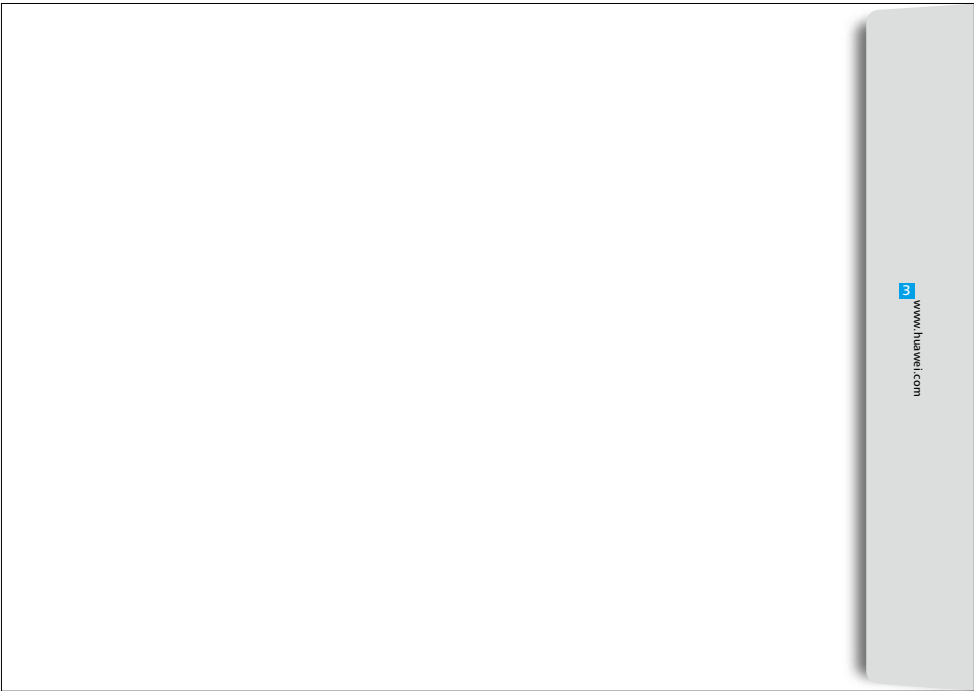
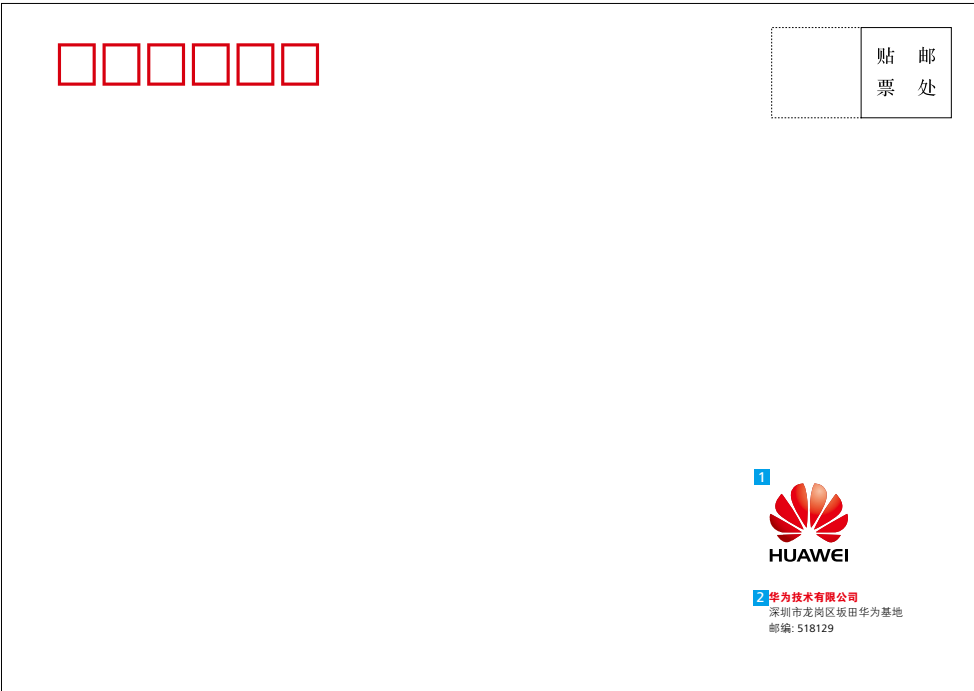
公司名: 方正大黑
字体: 方正细黑, FrutigerNext regular
大小: 10.5 pt
色彩: Pantone 185 U, Pantone 426 U
行距: 14.5 pt
基线: 最后一行 209 mm

3 网址

字体: FrutigerNext medium
大小: 11 pt
色彩: Pantone 426 U
基线: 304 mm

纸张

推荐使用120克钻白滑面刚古纸或120克
胶版纸。



1 Brand Signature

width: 26 mm
Color: Pantone 185 U
Pantone 426 U
Baseline: 186 mm

2 Address

Company name: FZDaHei
Typeface: FZXiHei, FrutigerNext regular
Size: 10.5 pt
Color: Pantone 185 U
Pantone 426 U
Line spacing: 14.5 pt
Baseline: last line 209 mm

3 Web Address

Typeface: FrutigerNext medium
Size: 11 pt
Color: Pantone 426 U
Baseline: 304 mm

Paper

Recommended Conqueror Diamond
White/wood free paper, 120gsm
(Uncoated Paper)

1 品牌标志

宽: 26 mm
颜色: Pantone 185 U
Pantone 426 U
基线: 186 mm

2 地址

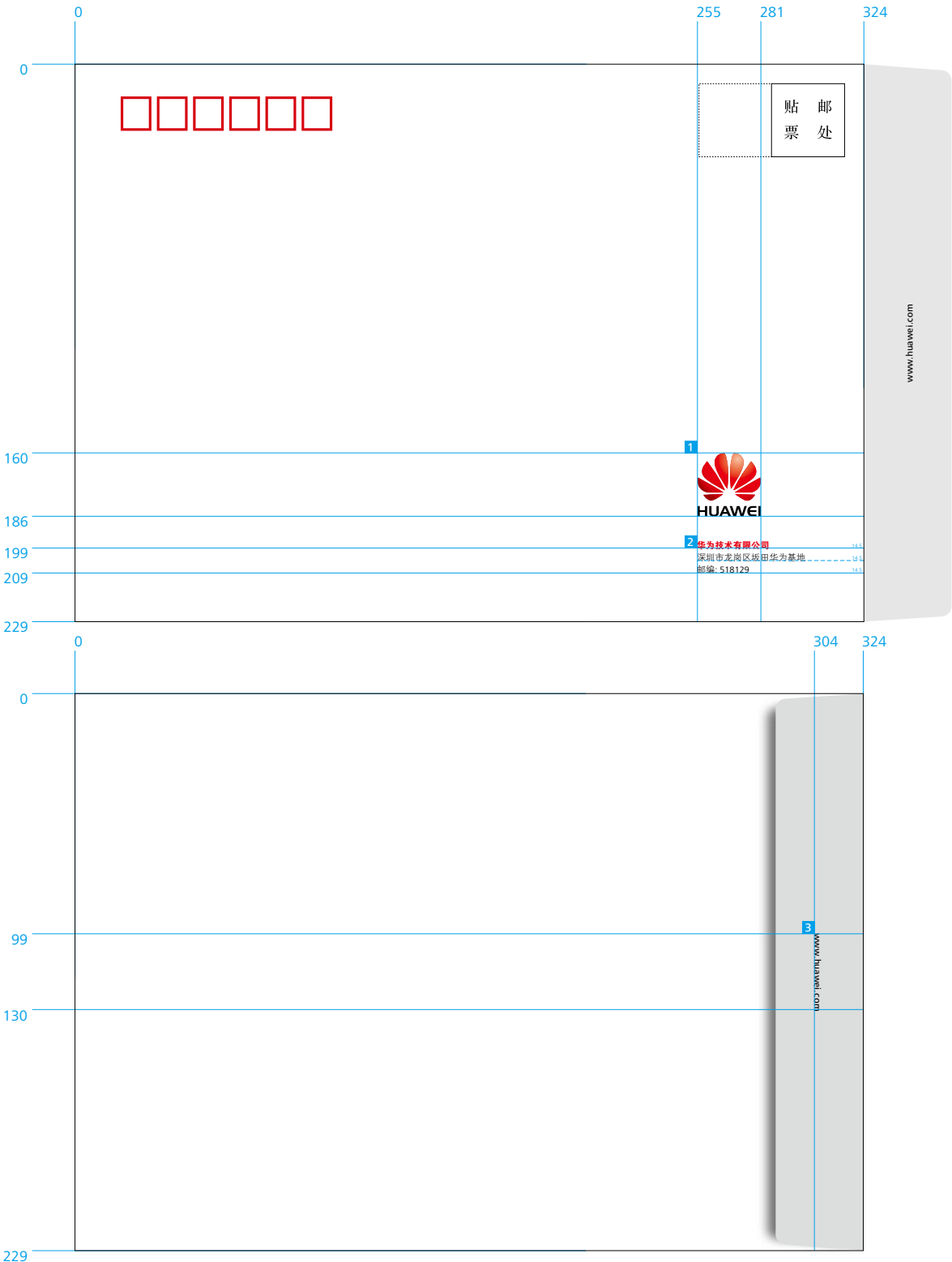
公司名: 方正大黑
字体: 方正细黑, FrutigerNext regular
大小: 10.5 pt
色彩: Pantone 185 U, Pantone 426 U
行距: 14.5 pt
基线: 最后一行 209 mm

3 网址

字体: FrutigerNext medium
大小: 11 pt
色彩: Pantone 426 U
基线: 304 mm

纸张

推荐使用120克钻白滑面刚古纸或120克
胶版纸。



1 Brand Signature

Width: 26 mm
Color: Pantone 426 U
Baseline: 219 mm

2 Company Name

Typeface: FrutigerNext bold
Size: 12 pt
Color: Pantone 426 U
Baseline: 219 mm

Paper

Recommended brown paper 100-120gsm

1 品牌标志

宽: 26 mm
颜色: Pantone 426 U
基线: 219 mm

2 公司名称

字体: FrutigerNext bold
大小: 12 pt
色彩: Pantone 426 U
基线: 219 mm

纸张
推荐使用100-120克牛皮纸。

收件栏					寄件栏			
日期	收件地	收件部门	收件人	电话	寄件地	寄件部门	寄件人	电话
月 日								
月 日								
月 日								
月 日								
月 日								
月 日								
月 日								
月 日								
月 日								
月 日								
月 日								
月 日								
月 日								

华为投递中心投诉电话：2878-9935.89935

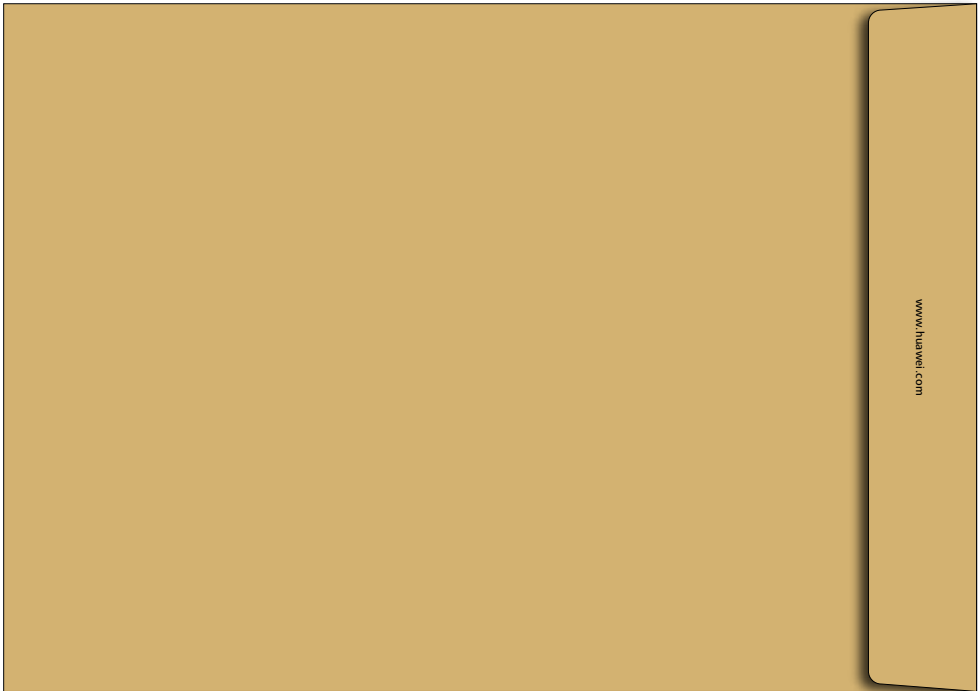
华为投递中心咨询电话：●生产 / 机加 / 培训中心：2878-1626.81626. ●华电科研楼：2878-6696.86696. ●科研中心：2897-1822.71822.

此信封专用于文件交换，敬请重复使用

1

2 HUAWEI TECHNOLOGIES CO., LTD.

www.huawei.com



1 Brand Signature

Width: 26 mm
Color: Pantone 426 U
Baseline: 219 mm

2 Company Name

Typeface: FrutigerNext bold
Size: 12 pt
Color: Pantone 426 U
Baseline: 219 mm

Paper

Recommended brown paper 100-120gsm

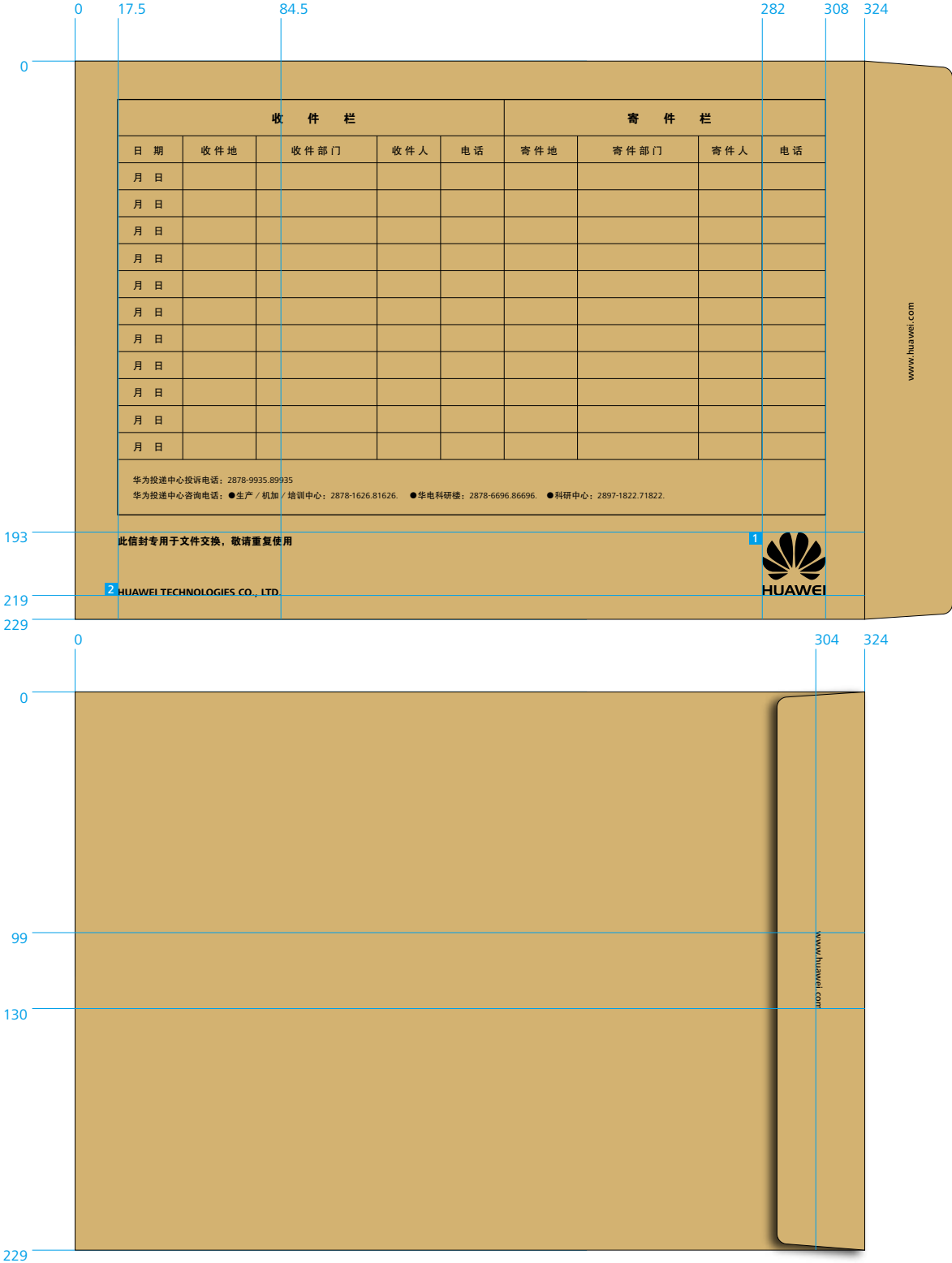
1 品牌标志

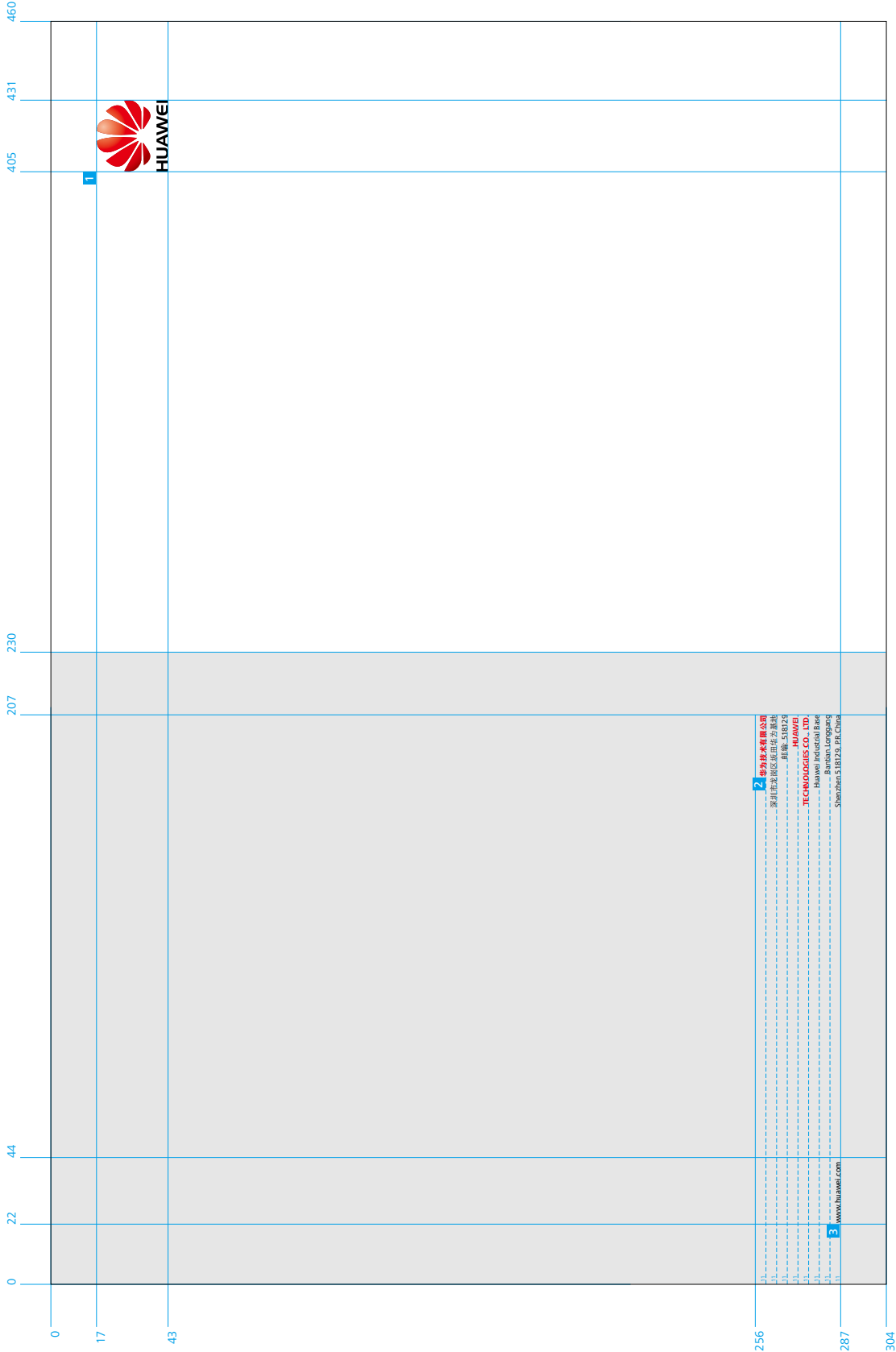
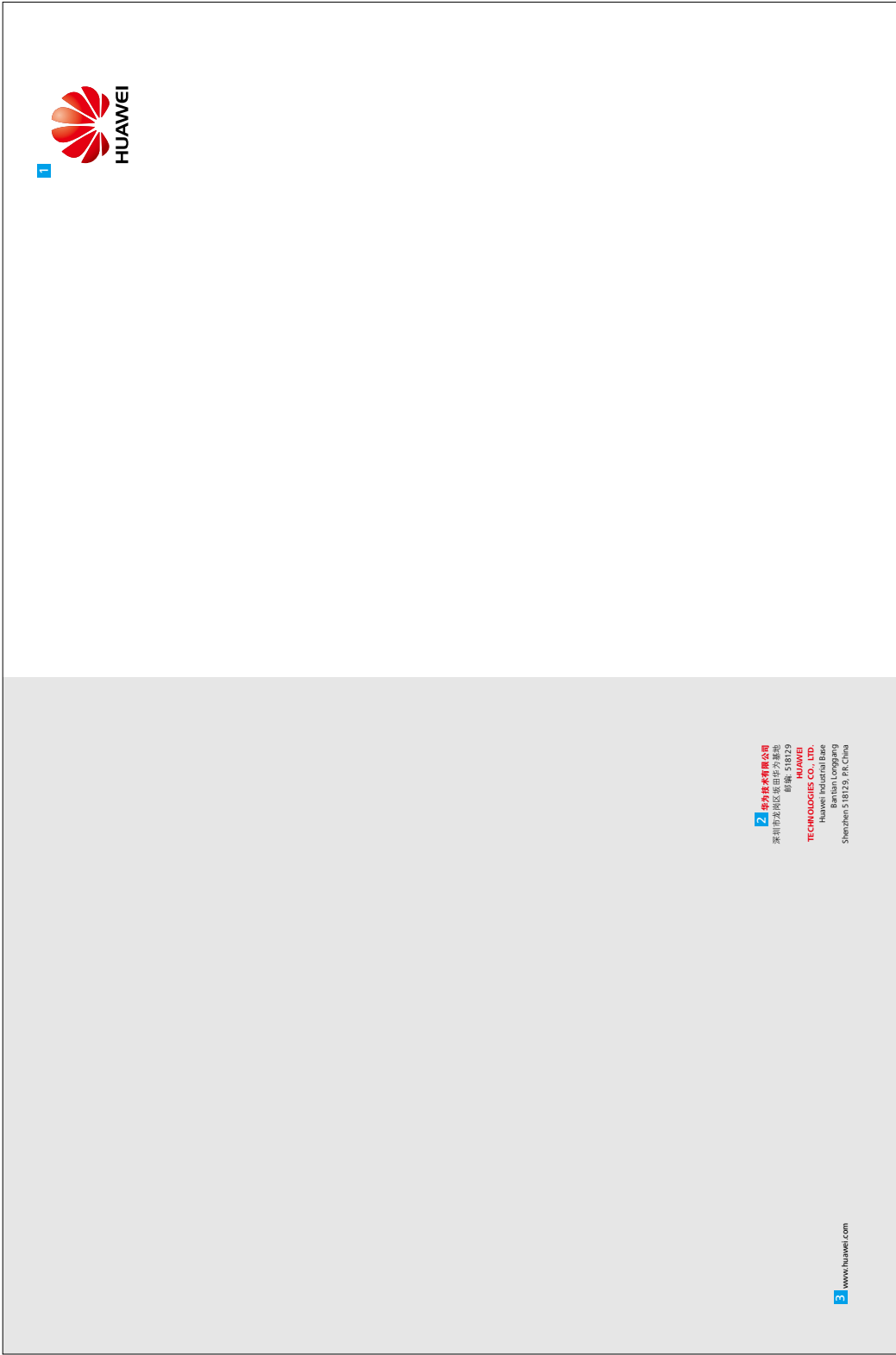
宽: 26 mm
颜色: Pantone 426 U
基线: 219 mm

2 公司名称

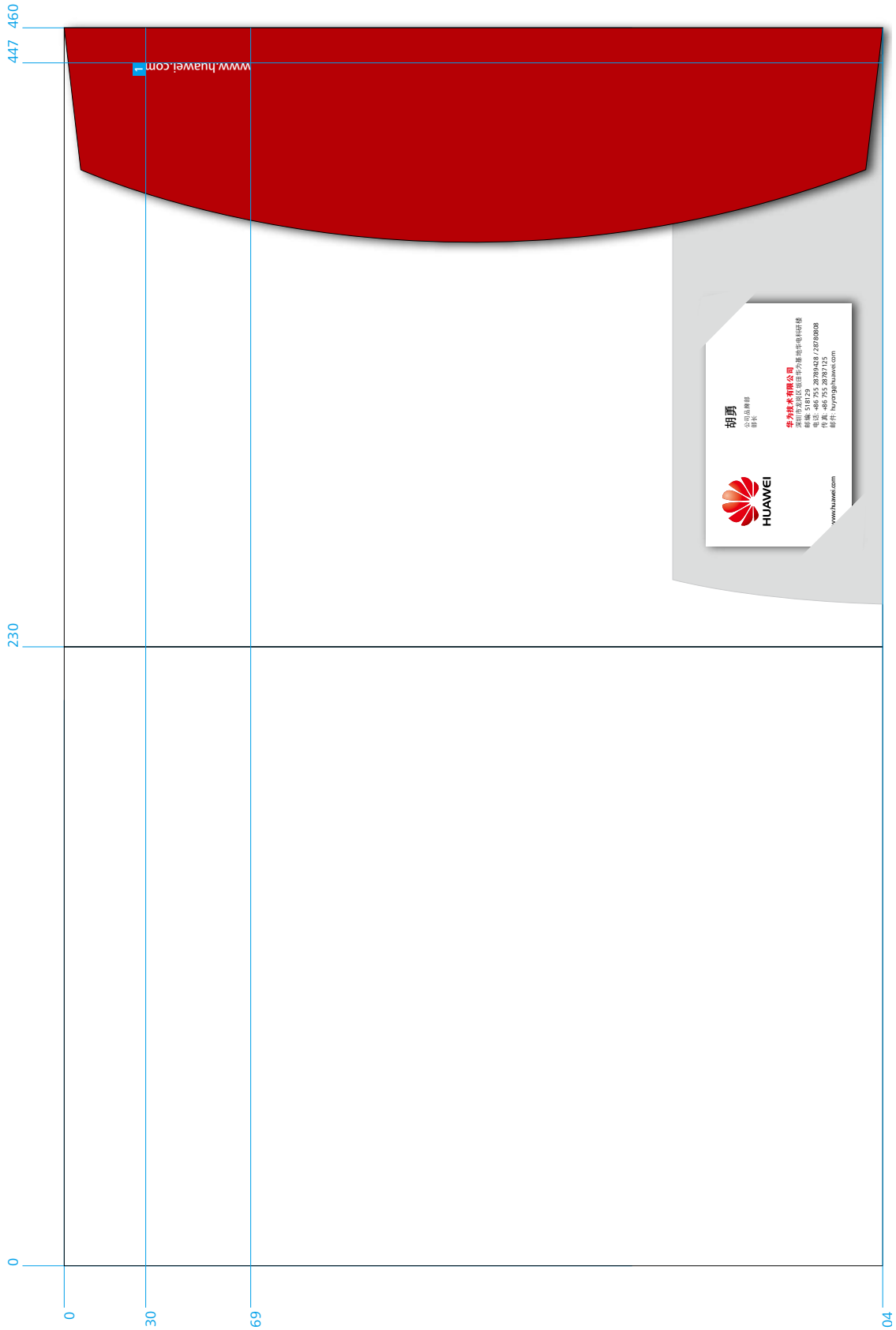
字体: FrutigerNext bold
大小: 12 pt
色彩: Pantone 426 U
基线: 219 mm

纸张
推荐使用100-120克牛皮纸。





1 Brand Signature Width: 26 mm Color: Pantone 185 U Pantone 426 U Baseline: 43 mm	3 Web Address Typeface: FrutigerNext medium Size: 8 pt Color: Pantone 426 U Baseline: 287 mm	1 品牌标志 宽: 26 mm 颜色: Pantone 185 U Pantone 426 U 基线: 43 mm	3 网址 字体: FrutigerNext medium 大小: 8 pt 色彩: Pantone 426 U 基线: 287 mm
2 Address Company name: FZDaHei FrutigerNext bold Typeface: FZXiHei FrutigerNext regular Size: 8 pt Color: Pantone 185 U Pantone 426 U Line spacing: 11 pt Baseline: last line 287 mm	Paper Recommended art board, 300gsm (Uncoated Paper)	2 地址 公司名: 方正大黑 FrutigerNext bold 字体: 方正细黑 FrutigerNext regular 大小: 8 pt 色彩: Pantone 185 U Pantone 426 U 行距: 11 pt 基线: 最后一行 287 mm	纸张 推荐使用300克铜版卡。



- 1 Web Address**

Typeface: FrutigerNext medium
Size: 14 pt
Color: White
Baseline: 447 mm
- 1 网址**

字体: FrutigerNext medium
大小: 14 pt
色彩: 白色
基线: 447 mm
- Paper**

Recommended art board,
300gsm (Uncoated Paper)
- 纸张**

推荐使用300克铜版卡。

5.0 Publication System

印刷出版物系统

Consistency in publications is important, but we also need flexibility. The examples on this page demonstrate this design flexibility, utilizing the key elements within the Huawei Visual Identity System.

The 7 categories representing the Publication System in this guidebook are: the Corporate Brochure, Product Brochure, Product Brochure, Annual Report, Press-release, Corporate Brochure Content and Flyer. The following overview of each category is a guide on how to create a publication layout using the Key Design Elements.

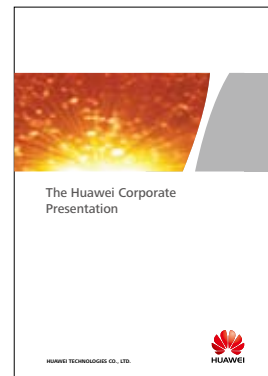
The images shown in the publications on the right are hypothetical examples only. When applying images to real Huawei publications, care should be taken at all times as to the subject matter of the publication and the target audience. At all times the images should be chosen in accordance to the design brief. They should communicate the subject matter clearly and concisely, while staying within the specified Huawei imagery style guidelines.

尽管在印刷出版物中坚持一致是非常重要的，我们也需要保持一定的灵活性。本页中的图例显示如何灵活应用设计，根据华为视觉识别系统的规定来使用关键元素。

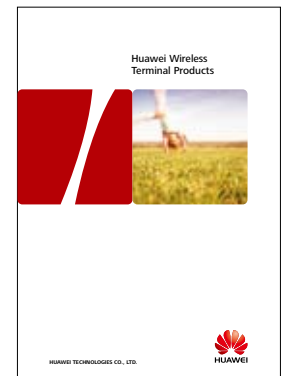
本手册中的印刷出版物系统共涉及七大领域：公司宣传册、产品宣传册、产品技术手册、年报、新闻稿、公司宣传册内页、折页。请参见下列不同类型的综述，使用关键设计元素来设计印刷出版物的版面。

右边所示的印刷出版物图例仅为假设举例。当需要在实际的印刷出版物中应用图片时，请务必谨慎留意该印刷出版物的主题和目标受众。任何情况下都应该根据设计要求来选择图片，它们应该清晰地传达主题，并且符合华为图片风格的要求。

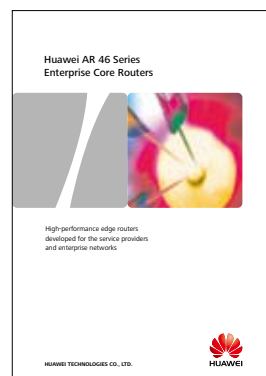
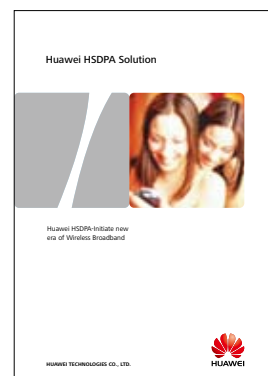
Corporate Brochure 公司宣传册



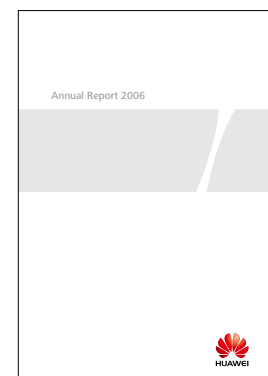
Product Brochure 产品宣传册



Product Technology Brochure 产品技术手册



Annual Report 年报



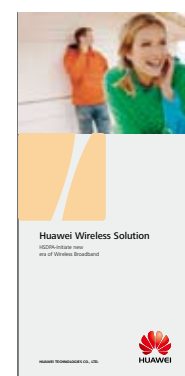
Press-release 新闻发布稿



Corporate Brochure Contents 公司宣传册内页



Flyer 折页



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Headline

The headline should always appear in Frutiger-Next medium (English) or Hei (Chinese), and align vertically to the grid as shown.

4 Company Name

Company name should always appear in Frutiger-Next bold and align vertically with the grid at a distance of 0.5X from the bottom edge.

5 Design Elements

The proportions of the Design Element have been designed in such a way that all publications use an 8X grid measurement, when in a vertical page format. The Design Element can use both corporate colors and design colors. When it is important to differentiate between the company level and product level, corporate colors and design colors can be used to distinguish them.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 标题

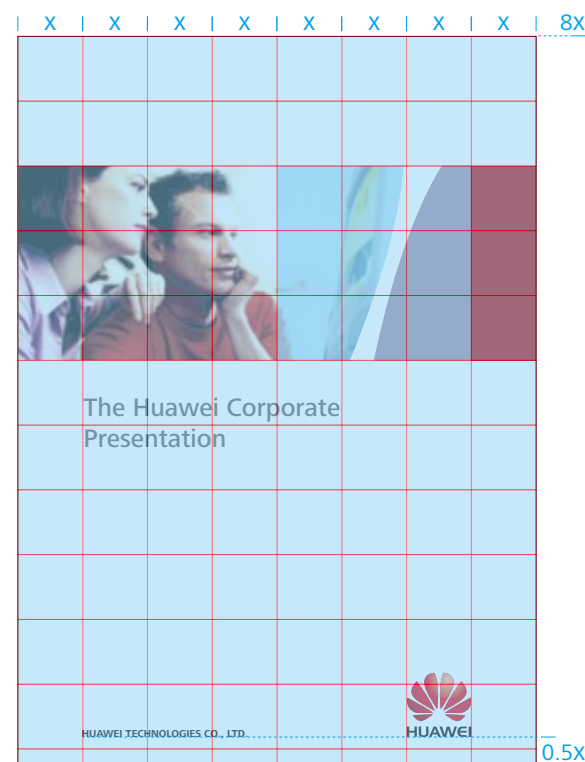
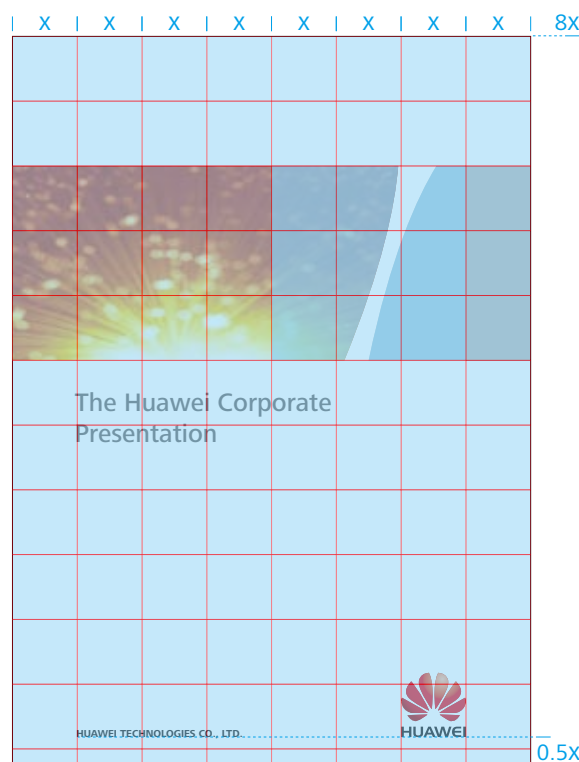
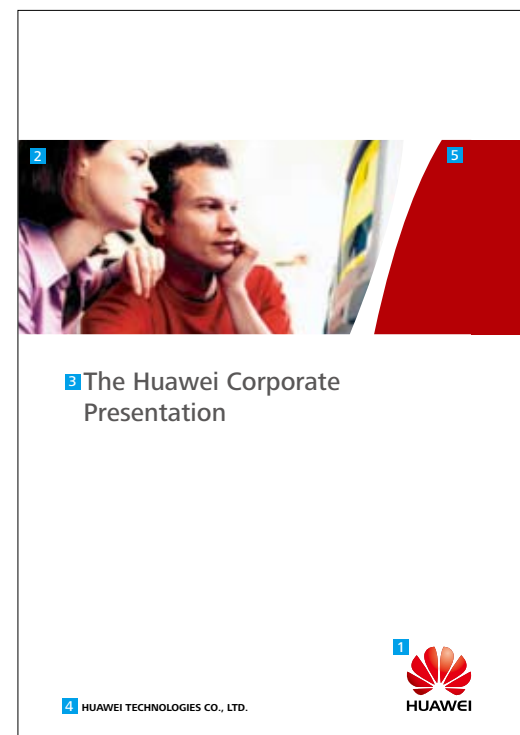
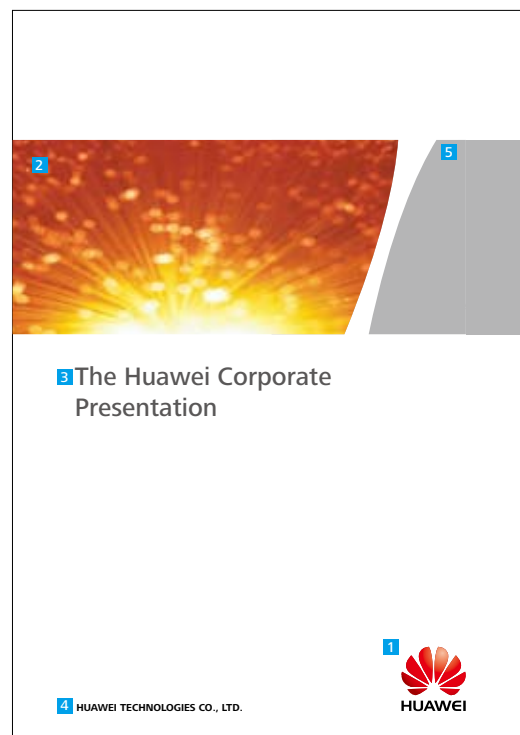
标题必须使用FrutigerNext medium (英文) 或者黑体(中文) 字体。所有的文字必须和网格线纵向对齐。

4 公司名

公司名必须使用FrutigerNext bold字体，与网格线纵向对齐，且距版面底边缘0.5X。

5 设计元素

在竖版印刷品设计中，页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。设计元素可以使用公司色或辅助色，但在需要区分公司级和产品级手册时，可分别使用公司色和辅助色区别。



1 Address

The address should always appear in Frutiger-Next bold and FrutigerNext regular (English) or DaHei and Hei (Chinese).

2 Web Address

The web address should always appear in FrutigerNext medium, at a distance of 0.5X from the bottom edge as shown in this example.

All text on the back cover should align with the vertical grid as shown.

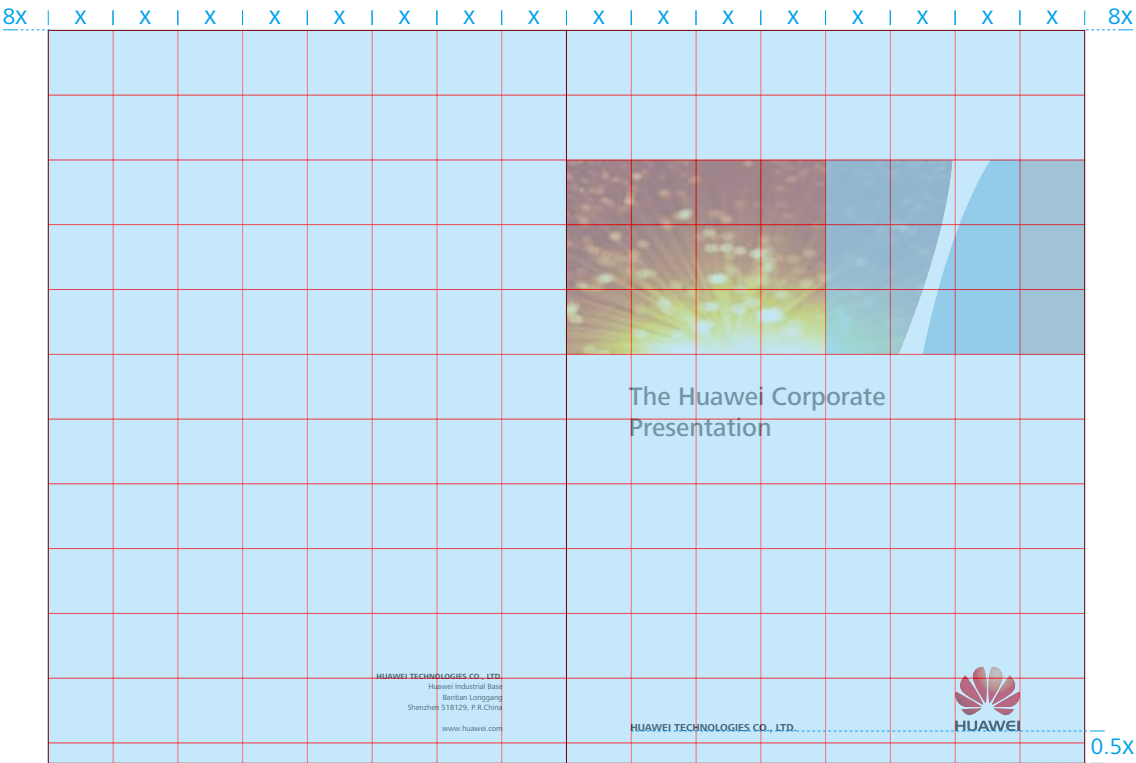
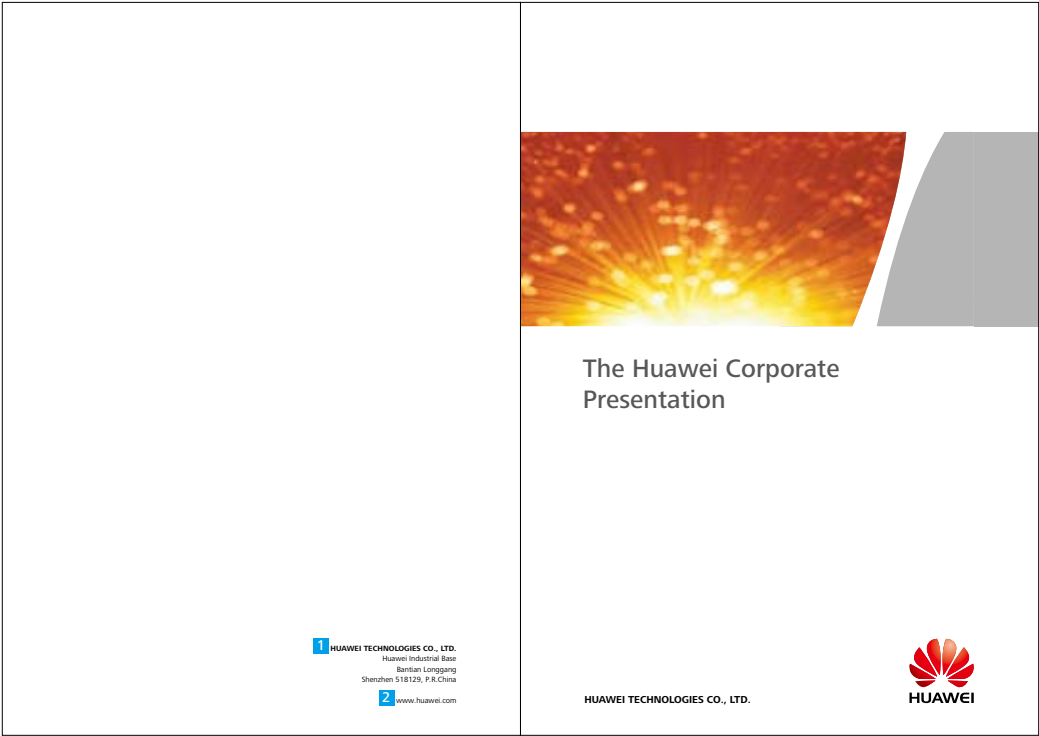
1 地址

地址必须使用FrutigerNext bold和 FrutigerNext regular (英文) 或者大黑体和黑体字(中文) 字体。

2 网址

网址必须使用FrutigerNext medium字体，并且如图所示，距版面底边缘0.5X。

所有的文字必须和网格线纵向对齐。



1 Imagery

All imagery should adopt Huawei brand core values and personality.

2 Headline

The headline should always appear in FrutigerNext medium (English) or Hei (Chinese).

3 Body Text

Body text should always appear in FrutigerNext Light (English) or XiHei (Chinese).

Note: These examples are a guide only. They indicate how a Corporate Brochure Content page may look. Please refer directly to the Huawei Visual Identity Manager for any queries regarding creation of layouts.

1 图片

所有图片必须符合华为品牌核心价值和个性。

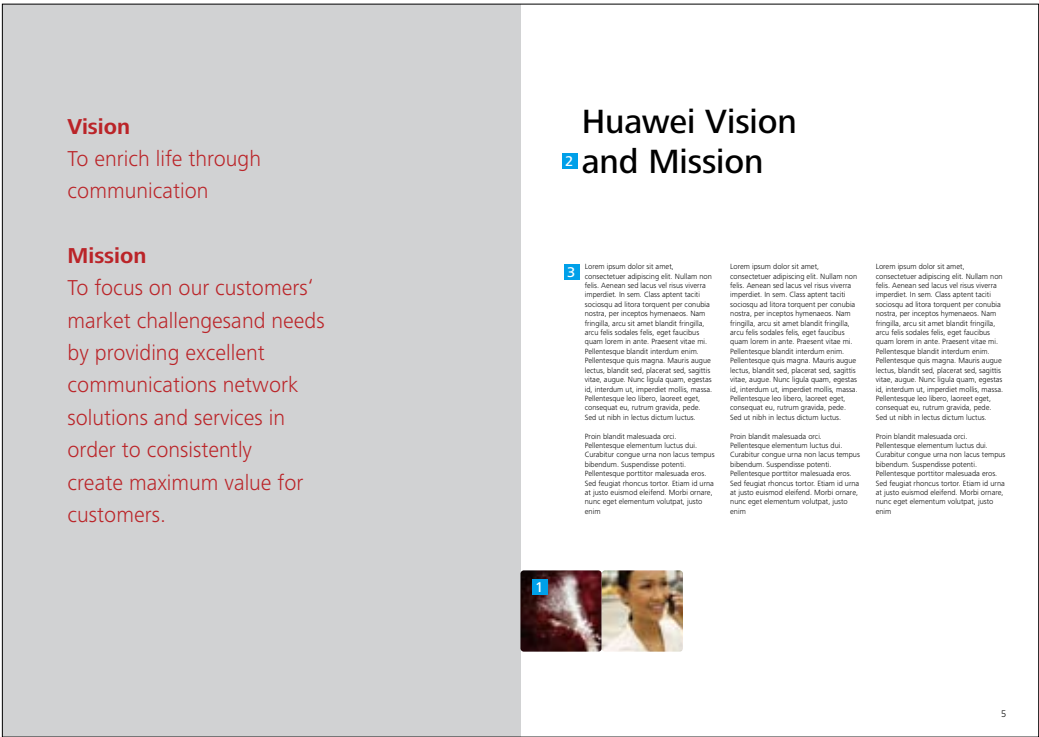
2 标题

标题必须使用FrutigerNext medium (英文) 或者黑体(中文) 字体。

3 正文

正文必须使用FrutigerNext light (英文) 或者细黑体(中文) 字体。

注意：此处图例仅为指导公司宣传册内页视觉效果。任何有关版面的创意问题，请与华为视觉识别系统负责人直接联系确认。



The basic grid is structured so that it can be configured in a variety of ways as shown by these examples. It is flexible enough to allow placement of graphic elements according to the users needs. Please ensure that the layout follows the Huawei Visual Identity System, and that it communicates its message clearly at all times.

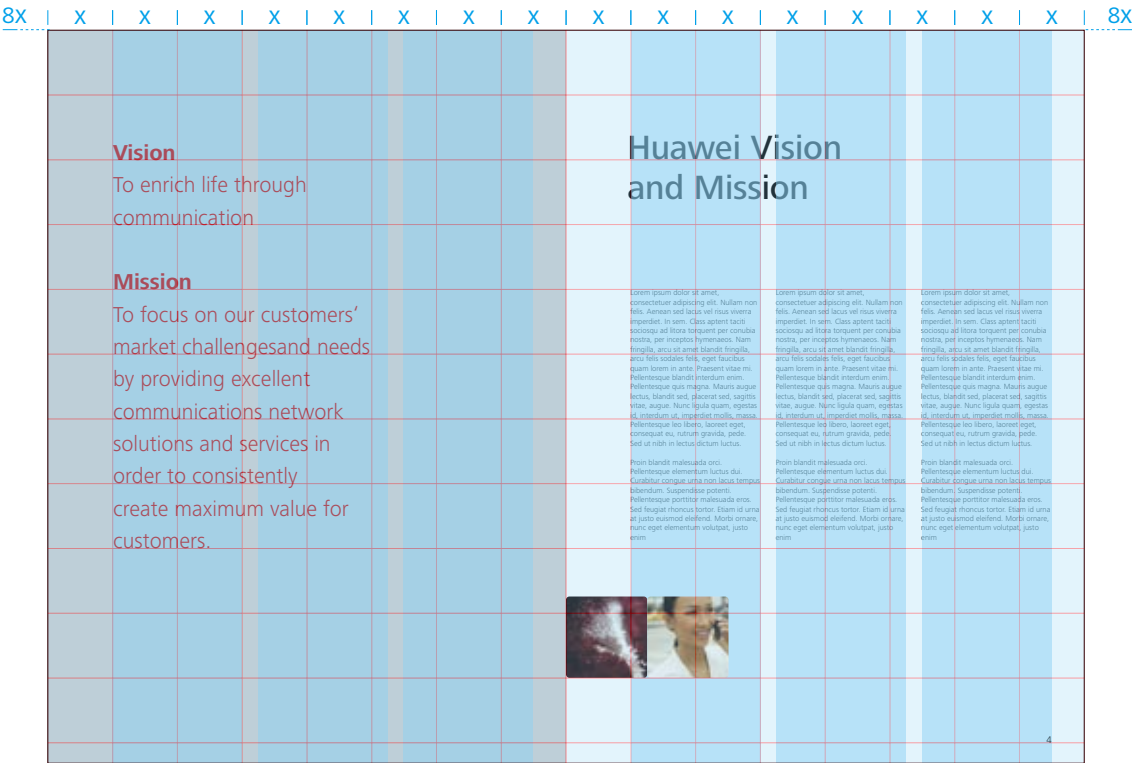
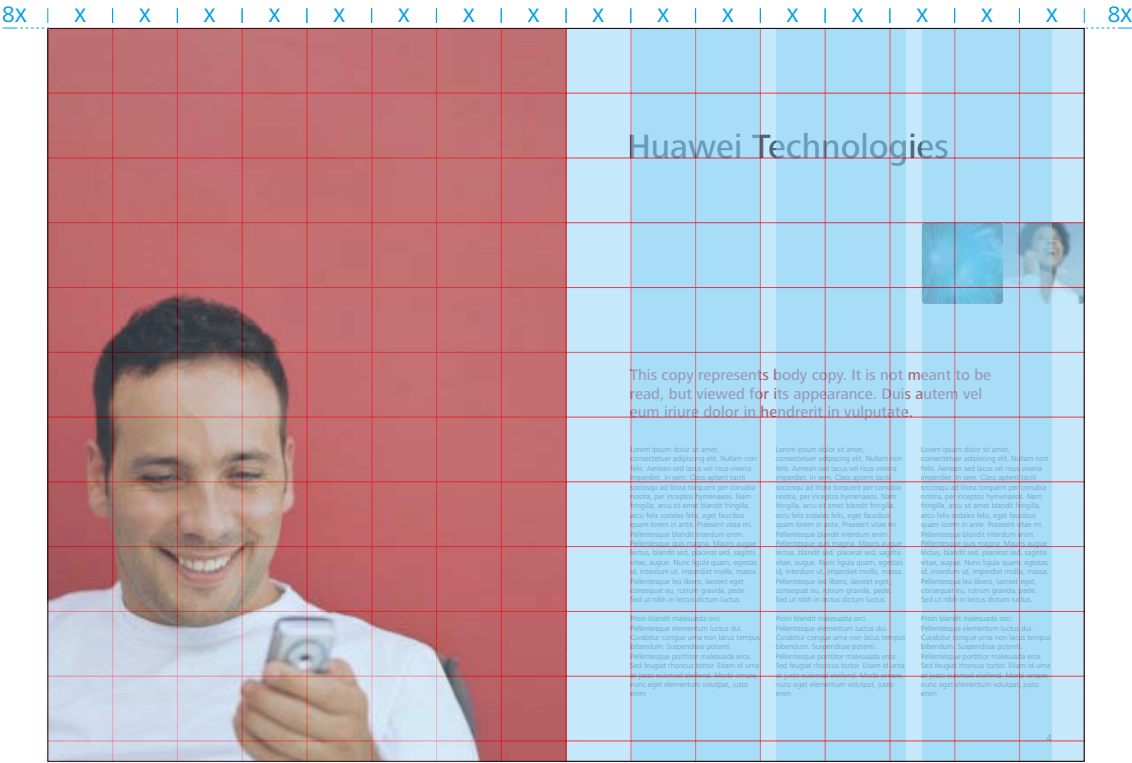
Every vertical page is divided into three columns that serve to exactly position text on the page, while the 8X grid measurement ensures precise placement of images in the layout.

Note: These examples are a guide only. They indicate how a Corporate Brochure Content page may look. Please refer directly to the Huawei Visual Identity Manager for any queries regarding creation of layouts.

基本的网格线可以如图所示以各种不同方式来帮助规划设计。它可以帮助使用者根据不同需要，任意摆放图像元素。请确保版式符合华为视觉识别系统的要求，并且始终清晰传达信息。

所有的纵页分为三列来固定文字在页面中的位置，八列网格确保图片在版面中的精确位置。

注意：此处图例仅为指导公司宣传册内页视觉效果。任何有关版面的创意问题，请与华为视觉识别系统负责人直接联系确认。



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Headline

The headline should always appear in Frutiger-Next medium (English) or Hei (Chinese).

4 Company Name

Company name should always appear in Frutiger-Next bold and align vertically with the grid at a distance of 0.5X from the bottom edge.

5 Product Design Elements

The proportions of the Product Design Element have been designed in such a way that all publications use an 8X grid measurement, when in a vertical page format.

The Product Design Element can use both corporate colors and design colors. When it is important to differentiate between the company level and product level, corporate colors and design colors can be used to distinguish them.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值和个性。

3 标题

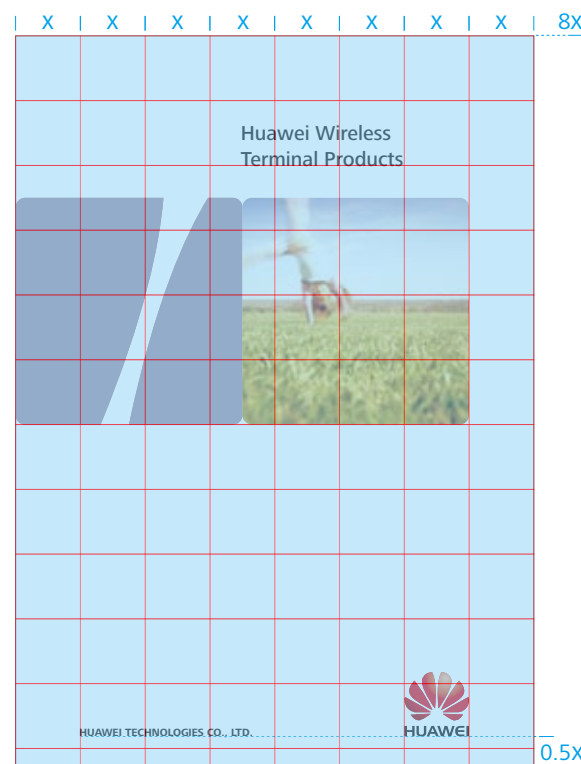
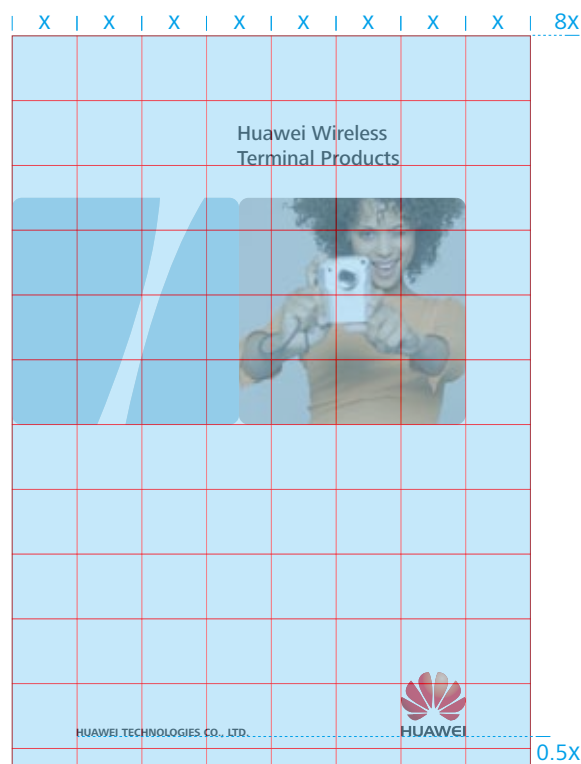
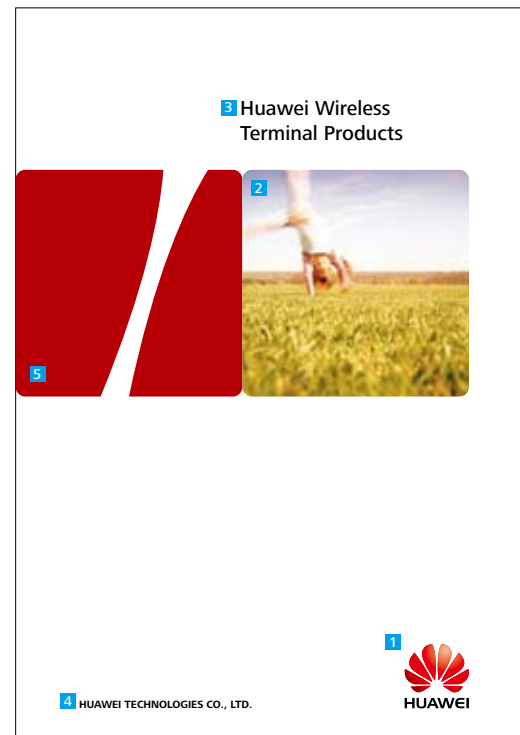
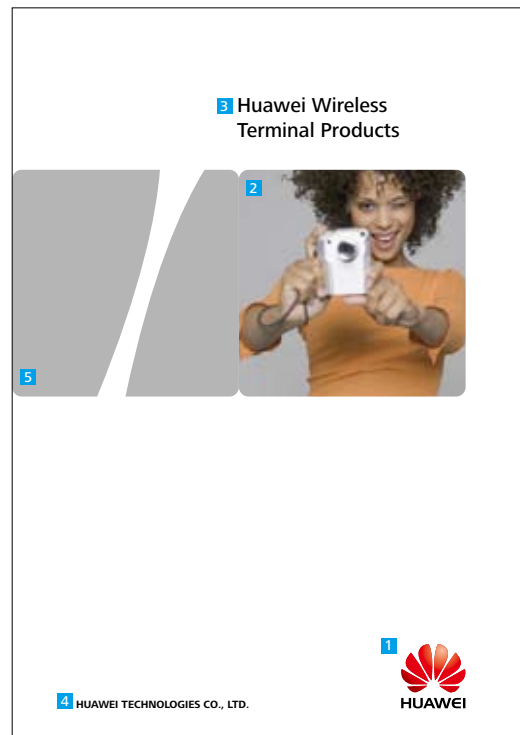
标题必须使用FrutigerNext medium(英文)或者黑体(中文)字体。

4 公司名

公司名必须使用FrutigerNext bold字体，与网格线纵向对齐，且距版面底边缘0.5X。

5 产品设计元素

在竖版印刷品设计中，页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，产品设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。产品设计元素可以使用公司色或辅助色，但在需要区分分公司级和产品级手册时，可分别使用公司色和辅助色区别。



1 Address

The address should always appear in Frutiger-Next bold and FrutigerNext regular (English) or DaHei and Hei (Chinese).

2 Web Address

The web address should always appear in FrutigerNext medium, at a distance of 0.5X from the bottom edge as shown in this example.

All text on the back cover should align with the vertical grid as shown.

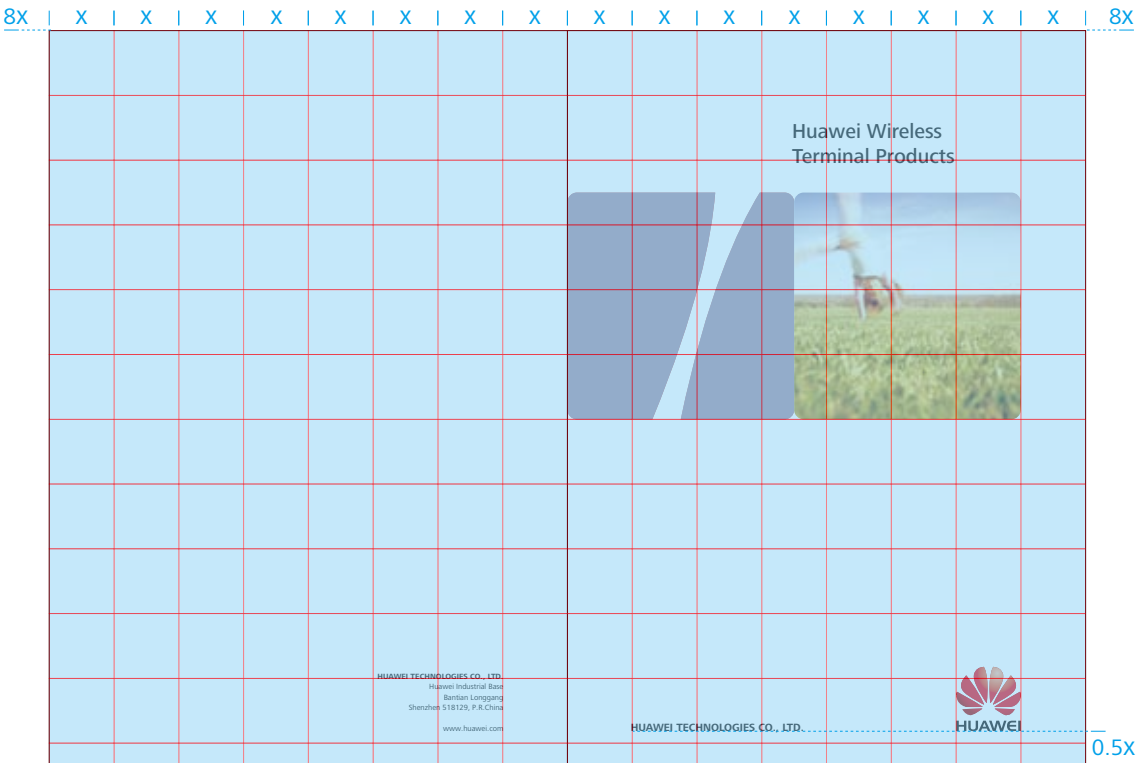
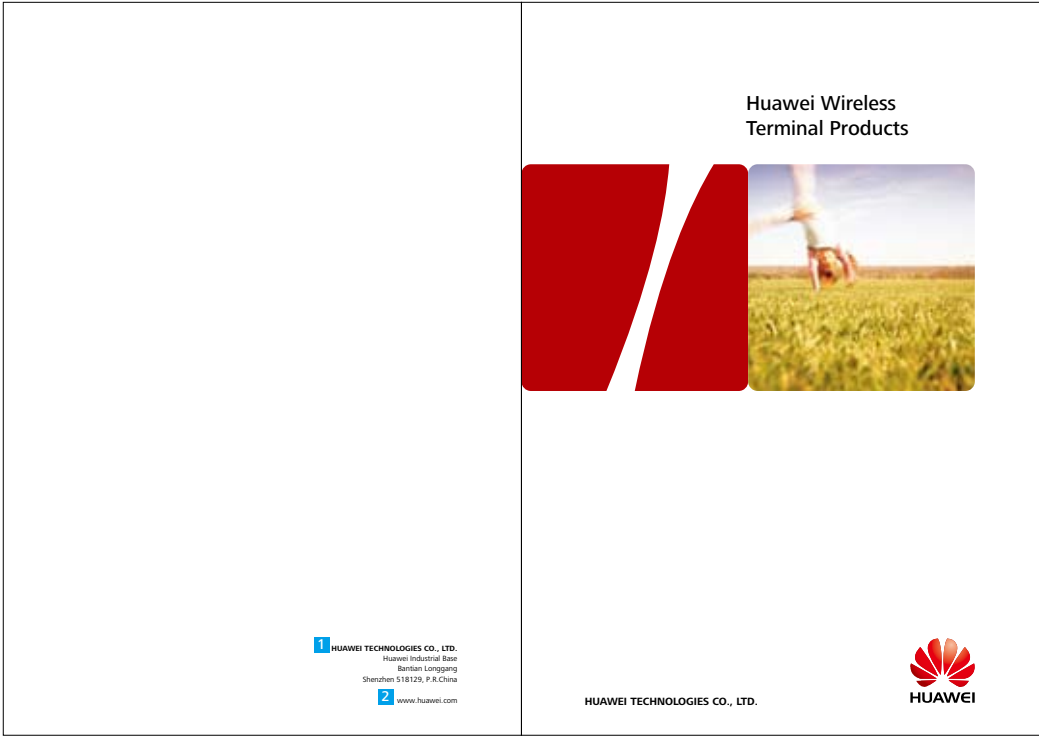
1 地址

地址必须使用FrutigerNext bold和 FrutigerNext regular (英文) 或者大黑体和黑体字(中文) 字体。

2 网址

网址必须使用FrutigerNext medium字体，并且如图所示，距版面底边缘0.5X。

所有的文字必须和网格线纵向对齐。



1 Imagery

All imagery should adopt the Huawei brand core values and personality.

2 Headline

The headline should always appear in Frutiger-Next medium (English) or Hei (Chinese).

3 Body Text

Body text should always appear in FrutigerNext Light (English) or XiHei (Chinese).

4 Design Elements

The Design Element used in a double page spread, showed at the upper right page. Please note that this configuration follows the guidelines by having two images placed within the Design Element, as placing one image across the entire width is unacceptable.

Note: These examples are a guide only. They indicate how a Product Brochure Content page may look. Please refer directly to the Huawei Visual Identity Manager for any queries regarding creation of layouts.

1 图片

所有图片必须符合华为品牌核心价值 and 个性。

2 标题

标题必须使用FrutigerNext medium (英文) 或者黑体(中文) 字体。

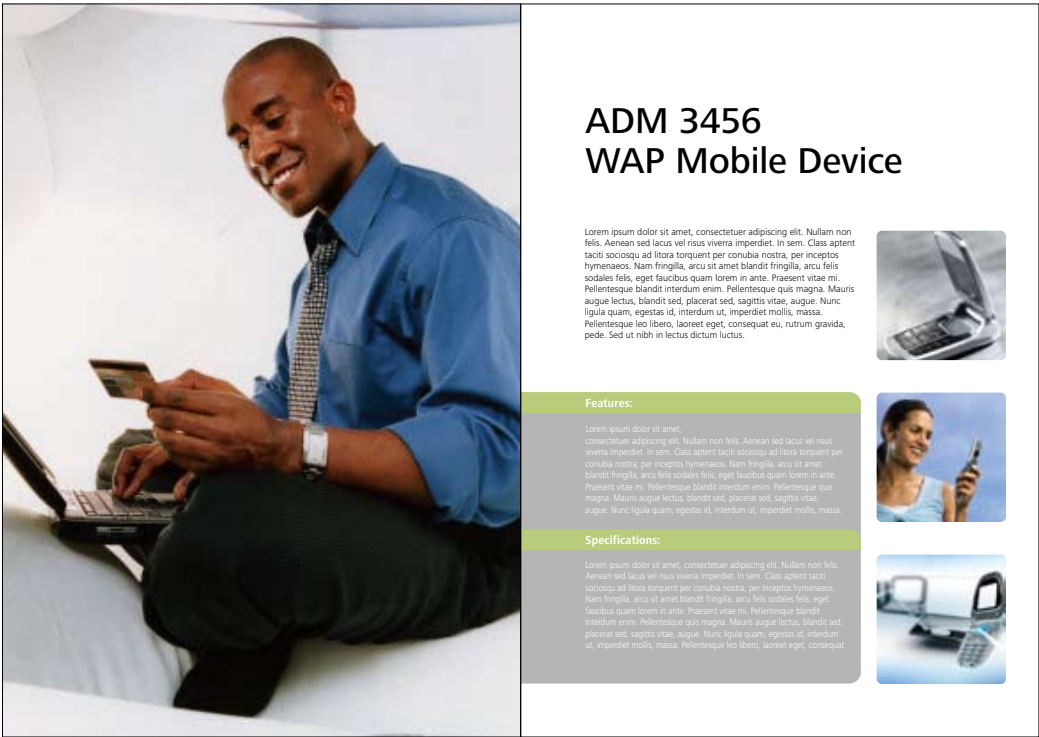
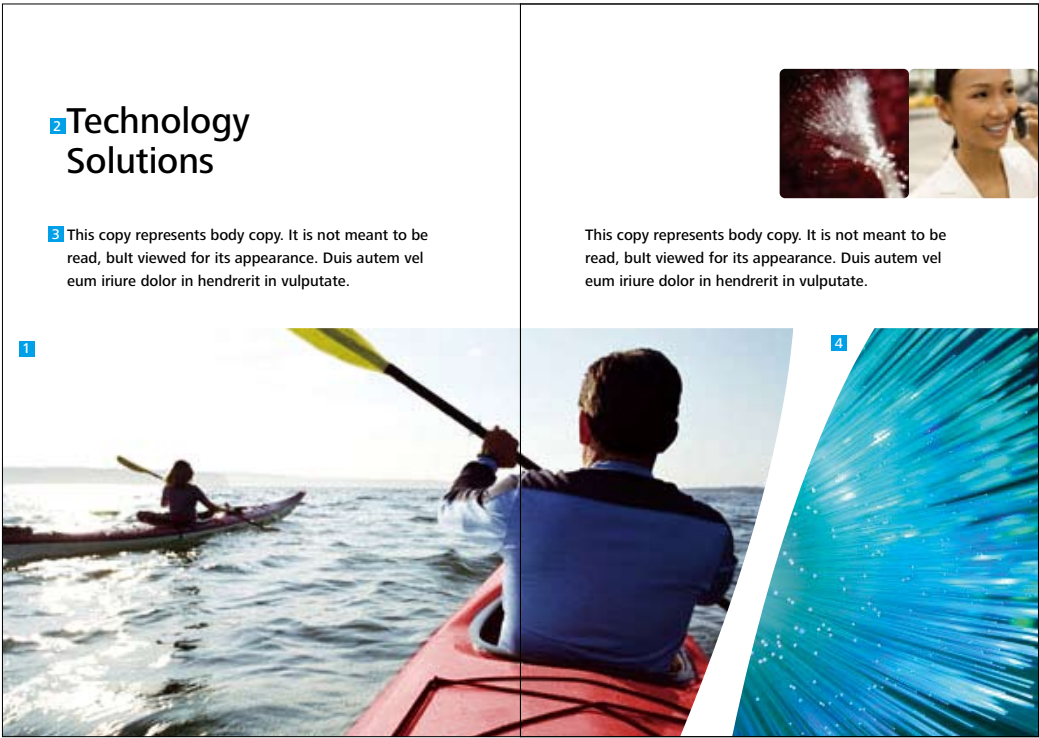
3 正文

正文必须使用FrutigerNext light (英文) 或者细黑体(中文) 字体。

4 设计元素

设计元素可以如右上图所示，在对开的双页上使用。请务必留意手册关于设计元素中图片使用的相关规定：必须同时使用两张图片，不可只用一张。

注意：此处图例仅为指导产品宣传册内页视觉效果。任何有关版面的创意问题，请与华为视觉识别系统负责人直接联系确认。



The basic grid is structured so that it can be configured in a variety of ways as shown by these examples. It is flexible enough to allow placement of graphic elements according to the users needs. Please ensure that the layout follows the Huawei Visual Identity System, and that it communicates its message clearly at all times.

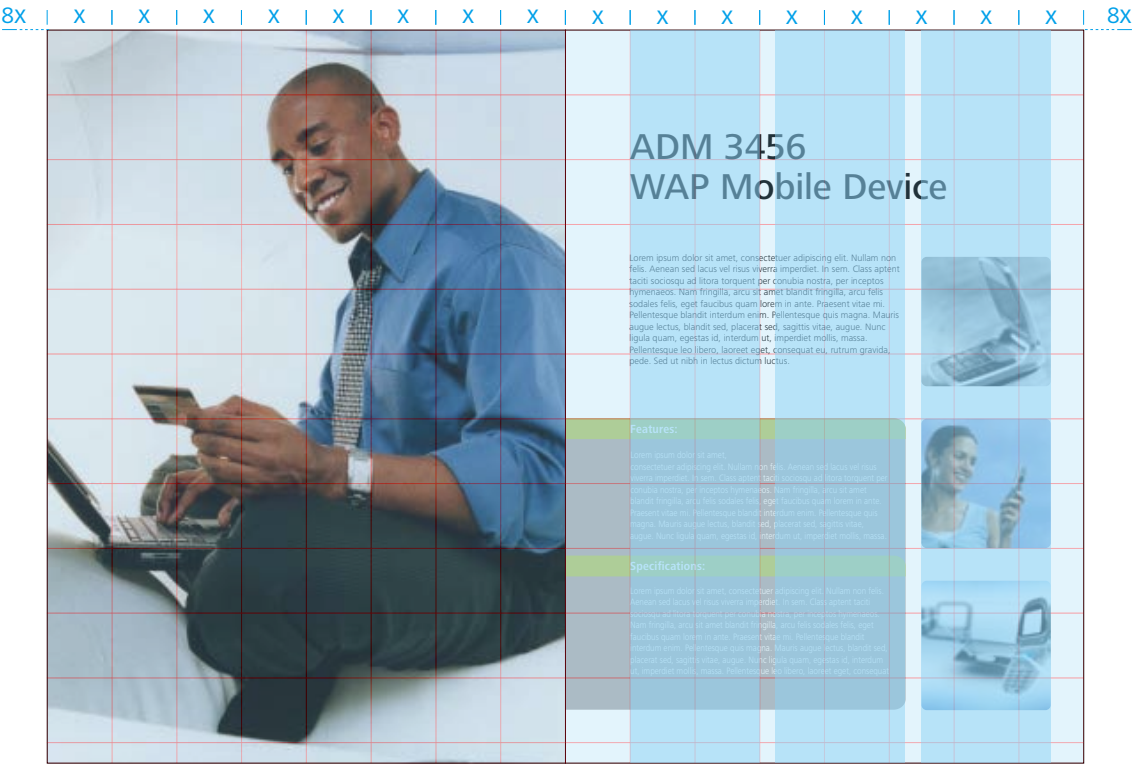
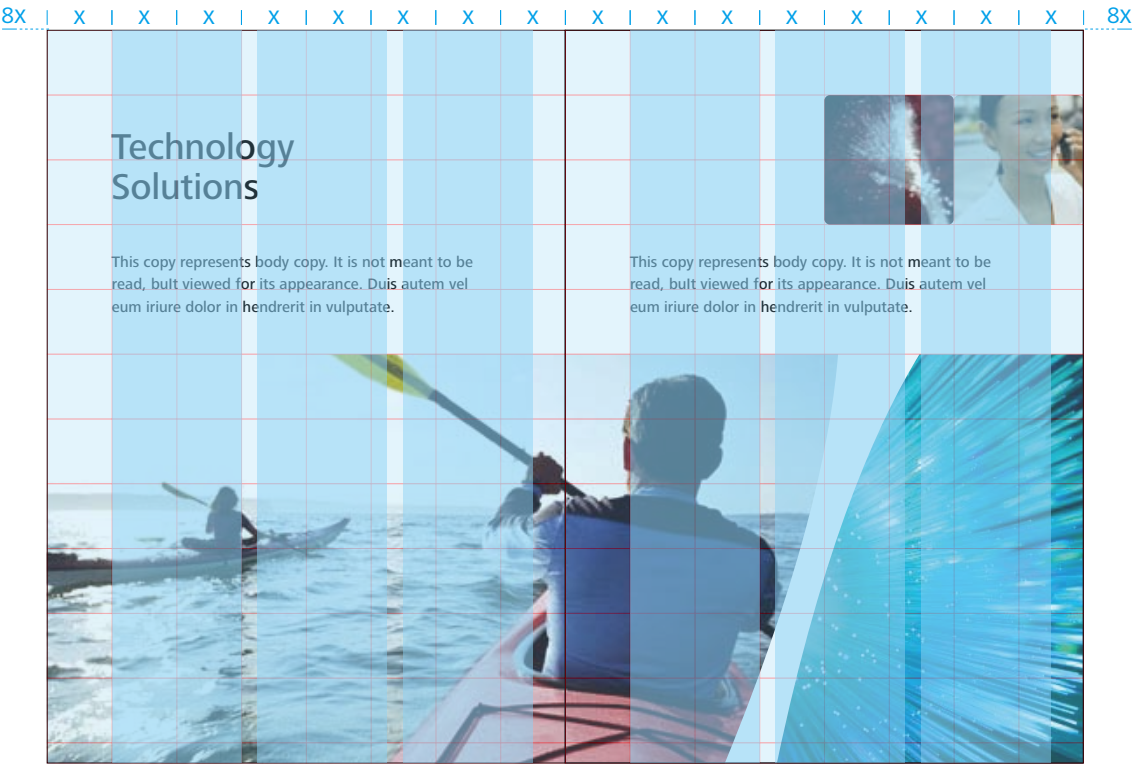
Every vertical page is divided into three columns that serve to exactly position text on the page, while the 8X grid measurement ensures precise placement of images in the layout.

Note: These examples are a guide only. They indicate how a Product Brochure Content page may look. Please refer directly to the Huawei Visual Identity Manager for any queries regarding creation of layouts.

基本的网格线可以如图所示以各种不同方式来帮助规划设计。它可以帮助使用者根据不同需要，任意摆放图像元素。请确保版式符合华为视觉识别系统的要求，并且始终清晰传达信息。

所有的纵页分为三列来固定文字在页面中的位置，八列网格确保图片在版面中的精确位置。

注意：此处图例仅为指导产品宣传册内页视觉效果。任何有关版面的创意问题，请与华为视觉识别系统负责人直接联系确认。



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Headline

The headline should always appear in FrutigerNext medium (English) or Hei (Chinese), and align vertically to the grid as shown.

4 Body Text

Body text should always appear in FrutigerNext Light (English) or XiHei (Chinese), and align with the headline text.

5 Company Name

Company name should always appear in FrutigerNext bold and align vertically with the grid at a distance of 0.5X from the bottom edge.

6 Product Design Elements

The proportions of the Design Element have been designed in such a way that all publications use an 8X grid measurement, when in a vertical page format.

The Product Design Element can use both corporate colors and design colors. When it is important to differentiate between the company level and product level, corporate colors and design colors can be used to distinguish them.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 标题

标题必须使用FrutigerNext medium (英文) 或者黑体(中文) 字体。所有的文字必须和网格线纵向对齐。

4 正文

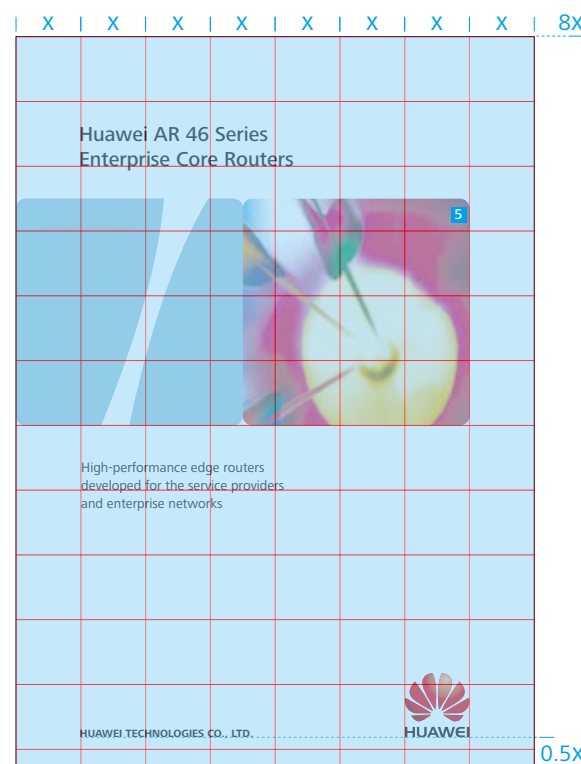
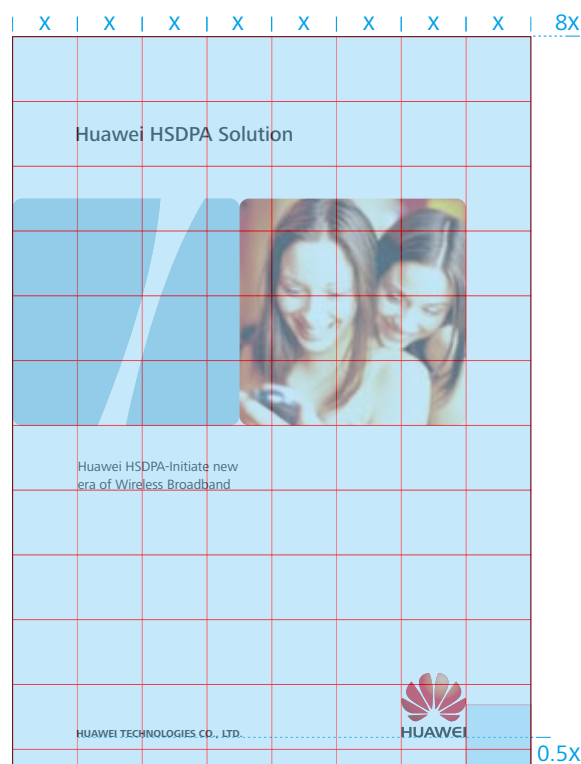
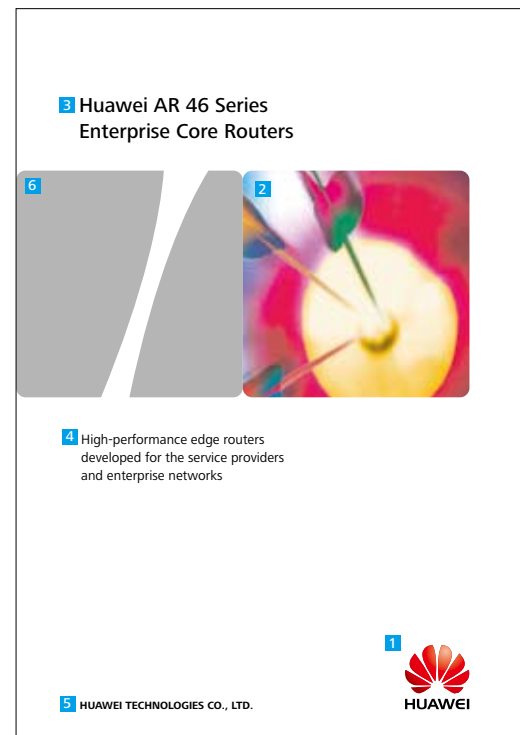
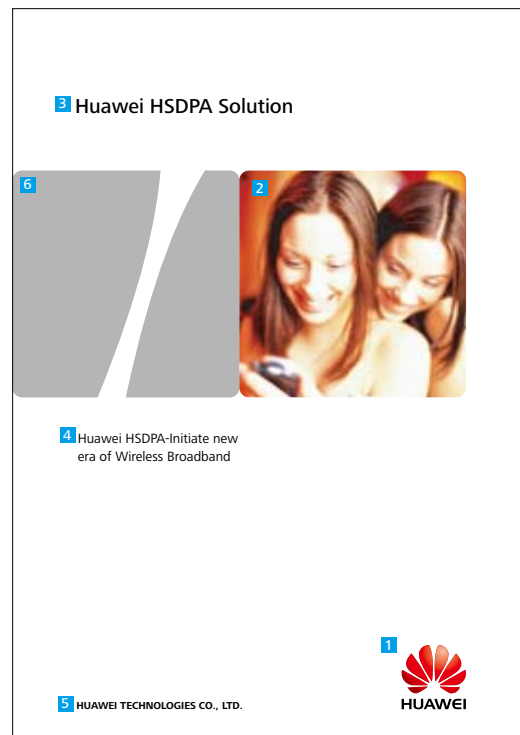
正文必须使用FrutigerNext light (英文) 或者细黑体(中文) 字体，且与标题文字对齐。

5 公司名

公司名必须使用FrutigerNext bold字体，与网格线纵向对齐，且距版面底边缘0.5X。

6 产品设计元素

在竖版印刷品设计中，页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，产品设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。产品设计元素可以使用公司色或辅助色，但在需要区分分公司级和产品级手册时，可分别使用公司色和辅助色区别。



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Headline

The headline should always appear in Frutiger-Next medium (English) or Hei (Chinese), and align vertically to the grid as shown.

3 Design Elements

The proportions of the Design Element have been designed in such a way that all publications use an 8X grid measurement, when in a vertical page format. The Design Element can use both corporate colors and design colors. When it is important to differentiate between the company level and product level, corporate colors and design colors can be used to distinguish them.

1 品牌标志

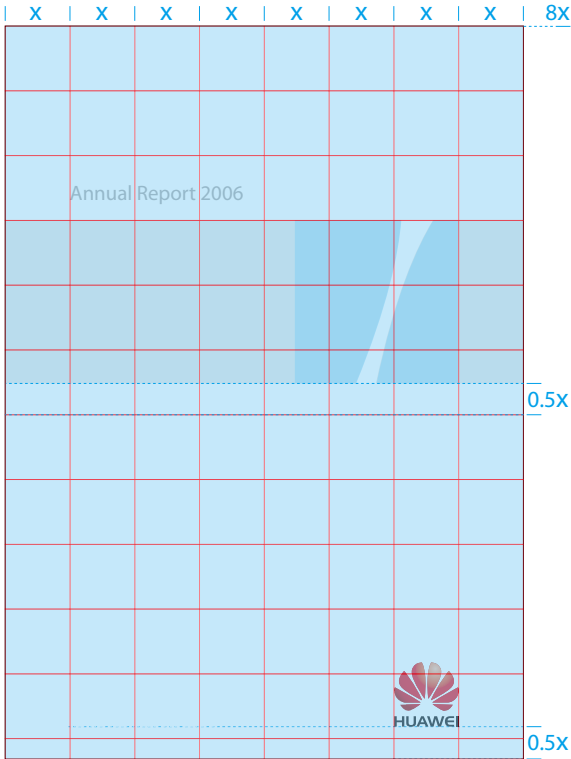
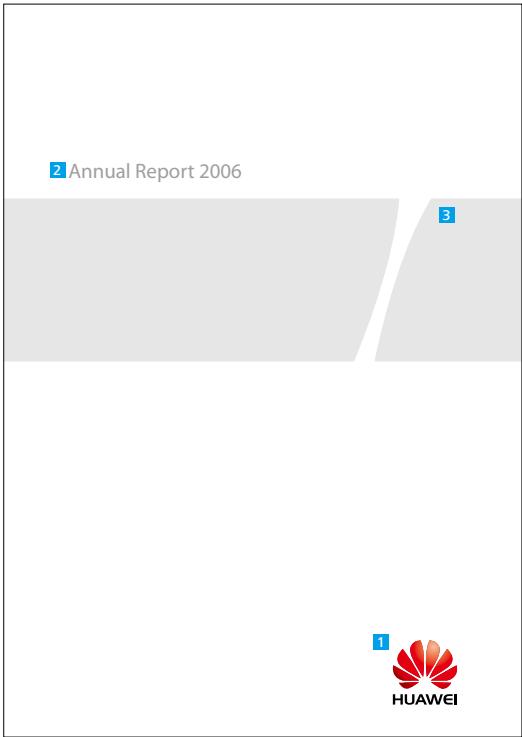
品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 标题

标题必须使用FrutigerNext medium (英文) 或者黑体(中文) 字体。所有的文字必须和网格线纵向对齐。

3 设计元素

在竖版印刷品设计中，页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。设计元素可以使用公司色或辅助色，但在需要区分公司级和产品级手册时，可分别使用公司色和辅助色区别。



1 Address

The address should always appear in Frutiger-Next bold and FrutigerNext regular (English) or DaHei and Hei (Chinese).

2 Web Address

The web address should always appear in FrutigerNext medium, at a distance of 0.5X from the bottom edge, as shown in this example.

All text on the back cover should align with the vertical grid as shown.

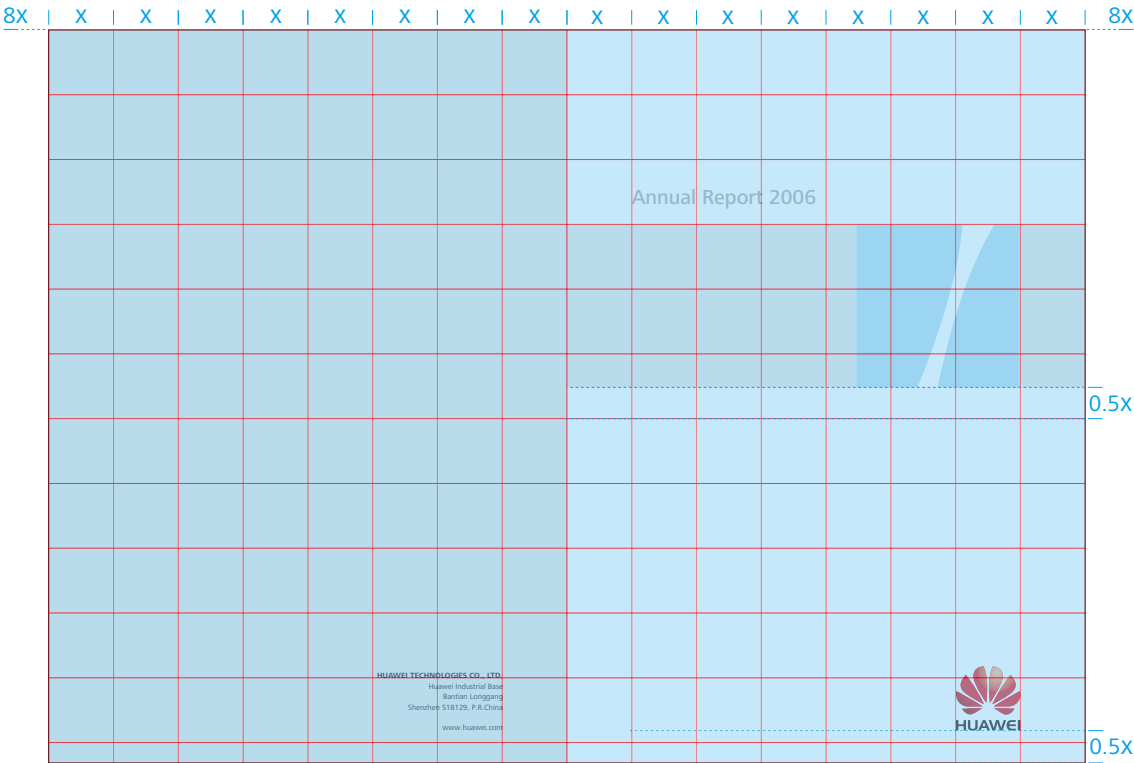
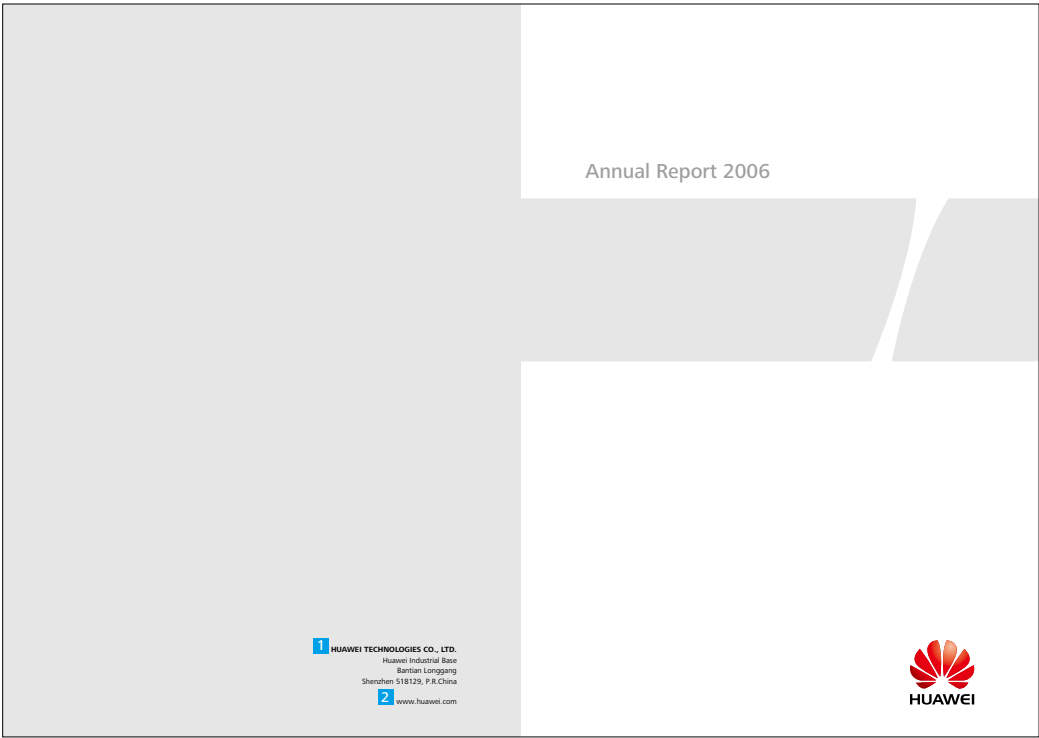
1 地址

地址必须使用FrutigerNext bold和 FrutigerNext regular (英文) 或者大黑体和黑体字(中文) 字体。

2 网址

网址的字体必须使用FrutigerNext Medium字体，并且如图所示，距版面底边缘0.5X。

所有的文字必须和网格线纵向对齐。



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 1X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Headline

The headline should always appear in FrutigerNext medium (English) or Hei (Chinese), and align vertically to the grid as shown.

4 Body text

Body text should always appear in FrutigerNext Light (English) or XiHei (Chinese), and align with the headline text.

5 Company Name

Company name should always appear in FrutigerNext bold and align vertically with the grid at a distance of 0.5X from the bottom edge.

6 Product Design Elements

The proportions of the Design Element have been designed in such a way that all publications use an 8X grid measurement, when in a vertical page format. The Product Design Element can use both corporate colors and design colors. When it is important to differentiate between the company level and product level, corporate colors and design colors can be used to distinguish them.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘一个X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 标题

标题必须使用FrutigerNext medium (英文) 或者黑体(中文) 字体。所有的文字必须和网格线纵向对齐。

4 正文

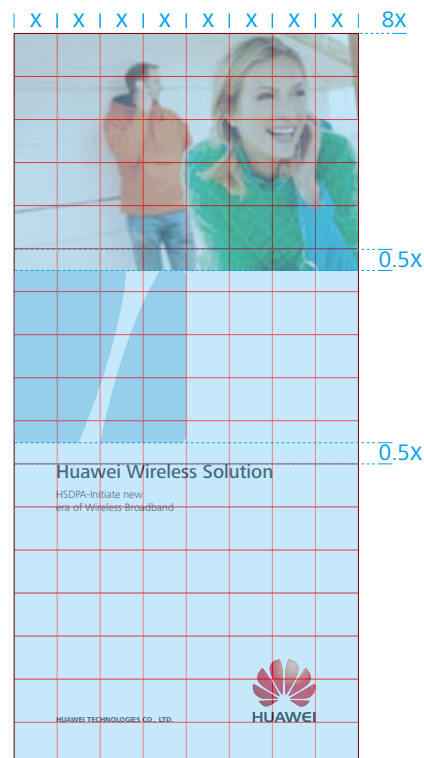
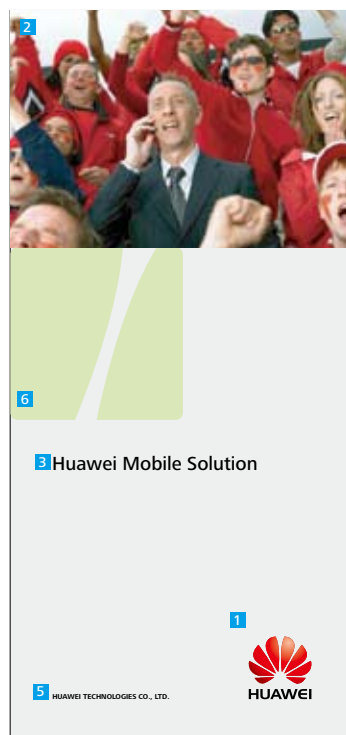
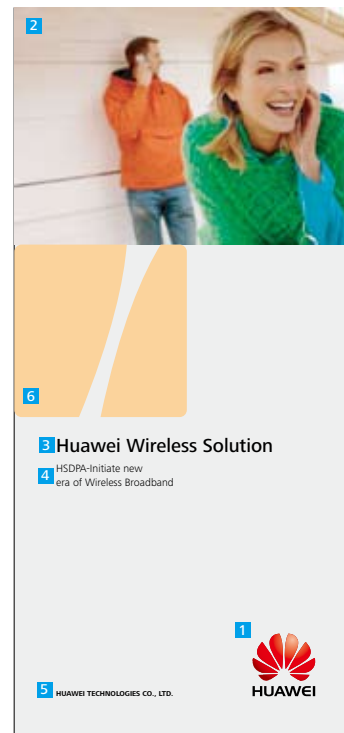
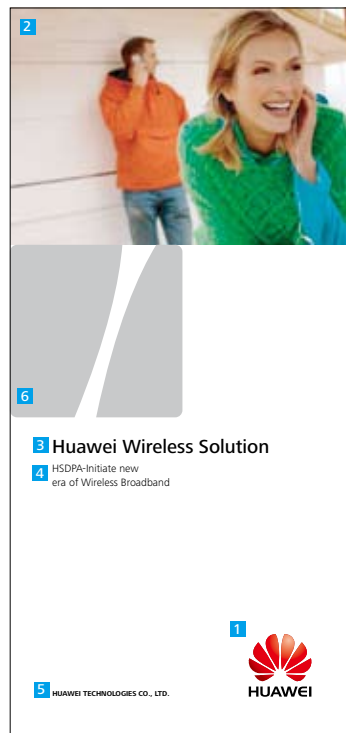
正文必须使用FrutigerNext light (英文) 或者细黑体(中文) 字体，且与标题文字对齐。

5 公司名

公司名必须使用FrutigerNext bold字体，且距版面底边缘一个X。

6 产品设计元素

在竖版印刷品设计中，页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，产品设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。产品设计元素可以使用公司色或辅助色，但在需要区分公司级和产品级手册时，可分别使用公司色和辅助色区别。



1 Address

The address should always appear in Frutiger-Next bold and FrutigerNext regular (English) or DaHei and Hei (Chinese).

2 Web Address

The web address should always appear in FrutigerNext medium, at a distance of 1X from the bottom edge, as shown in this example.

All text on the back cover should align with the vertical grid as shown.

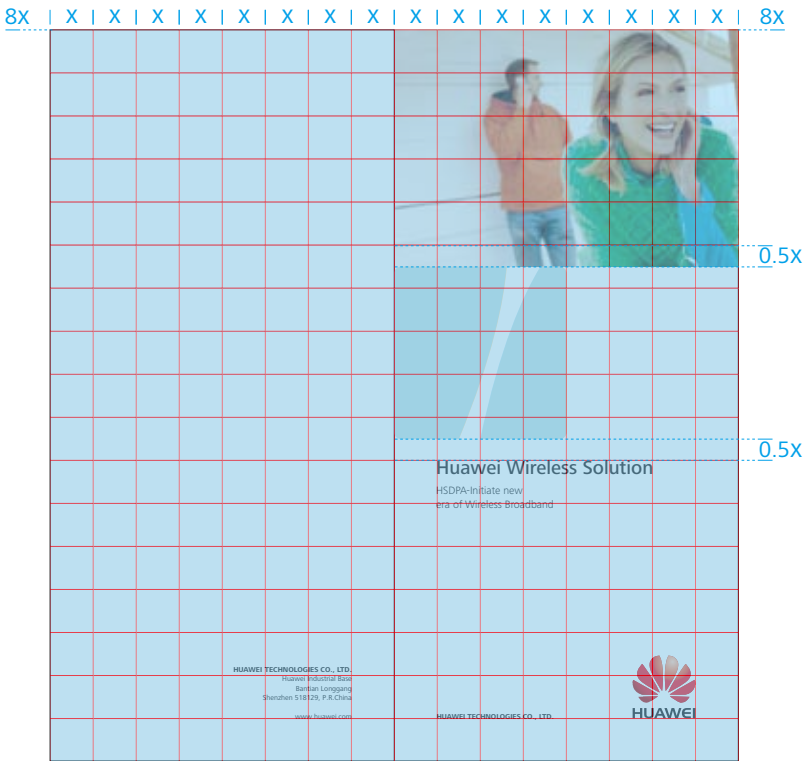
1 地址

地址必须使用FrutigerNext bold和 FrutigerNext regular (英文) 或者大黑体和黑体字(中文) 字体。

2 网址

网址必须使用FrutigerNext medium字体，并且如图所示，距版面底边缘一个X。

所有的文字必须和网格线纵向对齐。



华为是全球通信行业具有领导地位的供应商之一，从事通信设备的研发、生产、营销和服务。在电信领域，华为为世界各地的客户提供创新的、定制化的网络产品和服务。截至2006年1月，华为在全球拥有超过170个办事处和制造中心。截至2006年1月，华为在世界上运营着超过180多个国家和地区的线路，服务300多家运营商，在“世界电信设备百强50强”中，已28家使用华为的产品和服务。华为的产品包括无线产品（UMTS、GPRS、CDMA2000、 GSM/GPRS/EDGE 和 Wimax）、网络产品（如 NGN、xDSL、光网、数据通信）、增值业务(如智能网、CDN、SIP、无线数据)、以及移动和固定终端。华为是全球电信业最有领导地位的供应商之一，从事电信产品的研发、生产、营销和服务，在电信设备与世界各地客户的提供创新的、客户化的高性价比、服务和解决方案，实现竞争力的持续增长，持续为客户创造价值网络。截至2006年1月，华为在国际市

华为人是全球通信工具具有领导地位的供应商之一,从事通信领域的研发、生产、营销和服务,在电信领域为世界各地的客户提供创新的、客户化的网络设备、服务和解决方案,实现客户的潜在增长,持续为客户创造价值。截至2006年1月,华为人国际市场上拥有超过100个国家和地区的渠道,服务300多家运营商,在“世界电信运营50强”中,已有28家使用华为的产品和服务。华为的产品包括无线产品(如UMTS、CDMA2G/3G、GSM/GPRS/EDGE、WMA/X、网络产品(如NGN、xDSL、光网络、数据网络)、增值业务(如智能网、CDN、SAN、无线数据),以及移动和固定无线。华为人是全球通信工具具有领导地位的供应商之一,从事通信领域的研发、生产、营销和服务,在电信领域为世界各地的客户提供创新的、客户化的网络设备、服务和解决方案,实现客户的潜在增长,持续为客户创造价值。截至2006年1月,华为人国际市

1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Masthead

The Huawei PEOPLE masthead should appear in the top left corner. Always use the master artwork supplied on the CD when creating the magazine cover. If the masthead is to appear with a background image, please make sure it remains legible at all times by following the specific Huawei color/background policy in this guide book.

4 Headline

The headline should always appear in FrutigerNext medium.

5 Body text

Body text should always appear in FrutigerNext regular.

6 Design Elements

The Design Elements must always conform to proportions indicated in the visual identity system as shown. The Huawei PEOPLE layout uses a semi transparent configuration of the Design Element. When creating this artwork please do so using the Color : 90% transparent white.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘一个0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 刊头

华为人杂志的刊头必须置于左上角。请务必使用光盘中的电子文件模板设计杂志封面。当使用图片作为背景时，请确保其清晰可辨，并遵照本手册中有关华为颜色和背景的相关规定。

4 标题

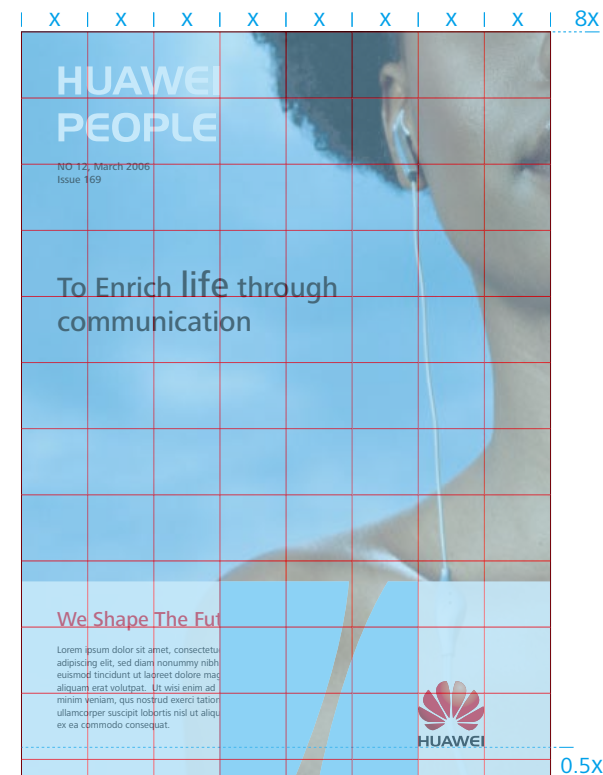
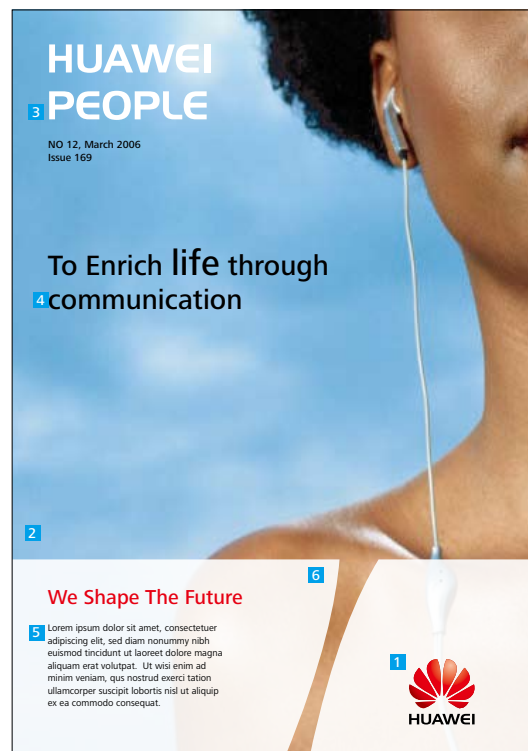
标题必须使用FrutigerNext medium字体。

5 正文

正文必须使用FrutigerNext regular字体。

6 设计元素

设计元素必须遵照视觉识别系统的相关要求按比例调整尺寸。华为人杂志使用半透明的方法应用设计元素。设计电子文件时请使用90%透明度的白色。



1 Brand Signature

The Brand Signature is to appear in the top right corner.

2 Headline

The headline should always appear in FrutigerNext medium (English) or Hei (Chinese), and align vertically to the grid as shown.

3 Body Text

Body text should always appear in FrutigerNext Light (English) or XiHei (Chinese), and align with the headline text.

4 Design Elements

The proportions of the Design Element have been designed in such a way that all publications use an 8X grid measurement, when in a vertical page format.

1 品牌标志

品牌标志必须置于右上角。

2 标题

标题必须使用FrutigerNext medium (英文) 或者黑体(中文) 字体。所有的文字必须和网格线纵向对齐。

3 正文

正文必须使用FrutigerNext light (英文)
或者细黑体(中文)字体, 且与标题文字
对齐。

4 设计元素

在竖版印刷品设计中,页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格,设计元素在版面中的尺寸以正方形网格为标准单位,并尽可能与网格线对齐。

Press-release 新闻发布稿

2 For immediate release

Huawei Holds Four-day Customer Conference in China for key Asia Pacific Customers

Seeking Further Cooperation within the Asia Pacific Telecom Industry

3 Shenzhen, China -21 November 2009

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Press-release Following Page 新闻发布稿续页

3 This copy represents body copy. It is not a summary or a conclusion. It is not a conclusion or a summary.

This copy represents body copy. It is not meant to be read, but viewed for its appearance. Nil est super mi vocis in ore. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum nil delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

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Magna aliquam erat volupat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorpe suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum ril delenit augue duiis dolore te feugiat nulla facilisis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur.

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For immediate release						HUAWEI
Huawei Holds Four-day Customer Conference in China for key Asia Pacific Customers						
Seeking Further Cooperation within the Asia Pacific Telecom Industry						
Shenzhen, China - 21 November 2005						
This copy represents body copy. It is not meant to be read, but viewed for its appearance. Nil est super mi vocis in ore. Duis autem vel eum irure dolore in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatumril dolent augue dui dolore te feugiat nulla facili. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolore in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatumril dolent augue dui dolore te feugiat nulla facili. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur. Adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolore in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatumril dolent augue. This copy represents body copy. It is not meant to be read, but viewed for its appearance. Nil est super mi vocis in ore. Duis autem vel eum irure dolore in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatumril dolent augue dui dolore te feugiat nulla facili. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolore in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatumril dolent augue dui dolore te feugiat nulla facili. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur. Adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolore in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatumril dolent augue.						

[illegible]

6.0 Advertising System

广告系统

Consistency in advertising is important, but we also need flexibility. The examples on this page demonstrate this design flexibility, utilizing the key elements within the Huawei Visual Identity System.

The images shown in the advertising on the right are hypothetical examples only. When applying images to real Huawei advertising, care should be taken at all times as to the subject matter of the advertising and the target audience. At all times the images should be chosen in accordance to the design brief. They should communicate the subject matter clearly and concisely, while staying within the specified Huawei imagery style guidelines.

尽管在广告系统中坚持一致是非常重要的，我们也需要保持一定的灵活性。本页中的图例显示如何灵活应用设计，根据华为视觉识别系统的规定来使用关键元素。

右边所示的广告图例仅为假设举例。当需要在实际的广告中应用图片时，请务必谨慎留意该广告的主题和目标受众。任何情况下都应该根据设计要求来选择图片，它们应该清晰明确地传达主题，并且符合华为图片风格的要求。

Newspaper 报纸广告



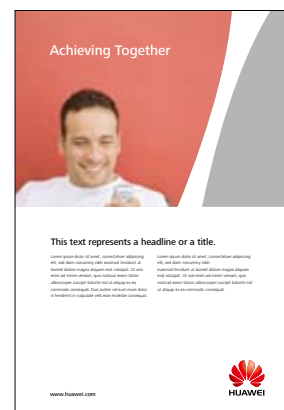
Magazine 杂志广告



Recruitment 招聘广告



Poster 海报



Newspaper 报纸广告



Subway Poster 地铁广告



Billboard 广告牌



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Tagline

The tagline should always appear in FrutigerNext medium. Corporate Red or White are the only colors available for tagline use in this application. Please choose the tagline color carefully according to the overall contrast of the background.

4 Headline

Body text should always appear in FrutigerNext Medium.

5 Body Text

Body text should always appear in FrutigerNext light and align with the headline text.

6 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use an 8X grid measurement, when in a vertical advertisement format. Never place text in the right area of the Design Element.

7 Web Address

The web address should always appear in FrutigerNext medium, at a distance of 0.5X from the bottom edge, as shown in this example.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 广告语

广告语必须使用FrutigerNext medium字体。根据背景颜色的深浅不同，可选择使用公司红或白色作为字体颜色。

4 标题

标题必须使用FrutigerNext medium字体。

5 正文

正文必须使用FrutigerNext light字体，且与标题文字对齐。

6 设计元素

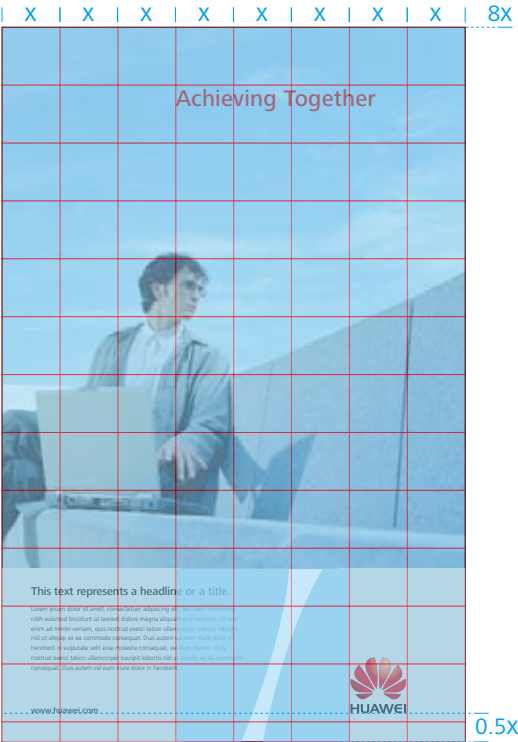
在竖版广告设计中，页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。请勿在设计元素的右区域放置文字。

7 网址

网址必须置于左下角，字体使用FrutigerNext Medium字体。且距版面底边缘0.5X。

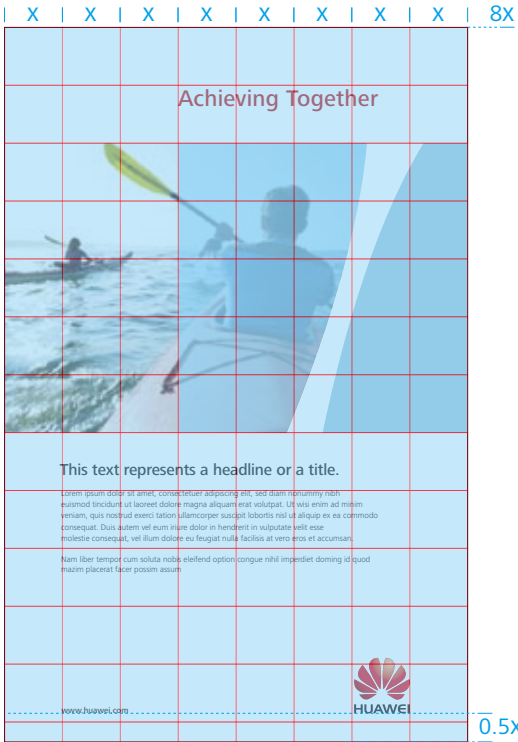
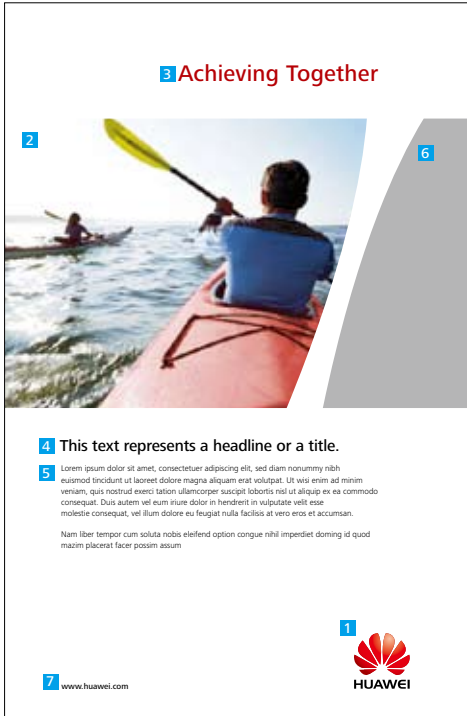
Option1 Image above Design Element

方案1 图片位于设计元素外



Option2 Image in Design Element

方案2 在设计元素中应用图片



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Tagline

The tagline should always appear in FrutigerNext medium. Corporate Red or White are the only colors available for tagline use in this application. Please choose the tagline color carefully according to the overall contrast of the background.

4 Headline

The headline should always appear in FrutigerNext medium and align with the tagline text.

5 Body Text

Body text should always appear in FrutigerNext light and align with the headline text.

6 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use an 12X grid measurement, when in a horizontal advertisement format. Never place text in the right area of the Design Element.

7 Web Address

The web address should always appear in FrutigerNext medium, at a distance of 0.5X from the bottom edge, as shown in this example.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值和个性。

3 广告语

广告语必须使用FrutigerNext medium字体。根据背景颜色的深浅不同，可选择使用公司红或白色作为字体颜色。

4 标题

标题必须使用FrutigerNext medium字体，且与广告语文字对齐。

5 正文

正文必须使用FrutigerNext light字体，且与标题文字对齐。

6 设计元素

在横版广告设计中，页面宽度平均分为12个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。请勿在设计元素的右区域放置文字。

7 网址

网址必须置于左下角，字体使用FrutigerNext Medium字体。且距版面底边缘0.5X。

Option1 Image above Design Element

方案1 图片位于设计元素外



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Tagline

The tagline should always appear in FrutigerNext medium. Corporate Red or White are the only colors available for tagline use in this application. Please choose the tagline color carefully according to the overall contrast of the background.

4 Headline

The headline should always appear in FrutigerNext medium and align with the tagline text.

5 Body Text

Body text should always appear in FrutigerNext light and align with the headline text.

6 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use an 12X grid measurement, when in a horizontal advertisement format. Never place text in the right area of the Design Element.

7 Web Address

The web address should always appear in FrutigerNext medium, at a distance of 0.5X from the bottom edge, as shown in this example.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 广告语

广告语必须使用FrutigerNext medium字体。根据背景颜色的深浅不同，可选择使用公司红或白色作为字体颜色。

4 标题

标题必须使用FrutigerNext medium字体，且与广告语文字对齐。

5 正文

正文必须使用FrutigerNext light字体，且与标题文字对齐。

6 设计元素

在横版广告设计中，页面宽度平均分为12个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。请勿在设计元素的右区域放置文字。

7 网址

网址必须置于左下角，字体使用FrutigerNext Medium字体。且距版面底边缘0.5X。

Option2 Image in Design Element

方案2 在设计元素中应用图片



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Tagline

The tagline should always appear in Frutiger-Next medium and align vertically to the grid as shown. Color reference for the typeface: Corproate Red C0 M100 Y100 K30

3 Headline

The headline should always appear in Frutiger-Next medium and align with the tagline text.

4 Body Text

Body text should always appear in FrutigerNext light and align with the headline text.

5 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use a 12X grid measurement, when in a horizontal advertisement format. Never place text in the right area of the Design Element.

6 Web Address

The web address should always appear in FrutigerNext medium, at a distance of 0.5X from the bottom edge, as shown in this example.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 广告语

广告语必须使用FrutigerNext medium字体，且必须和网格线纵向对齐。
字体参考色值：公司红 C0 M100 Y100 K30

3 标题

标题必须使用FrutigerNext medium字体，且与广告语文字对齐。

4 正文

正文必须使用FrutigerNext light字体，且与标题文字对齐。

5 设计元素

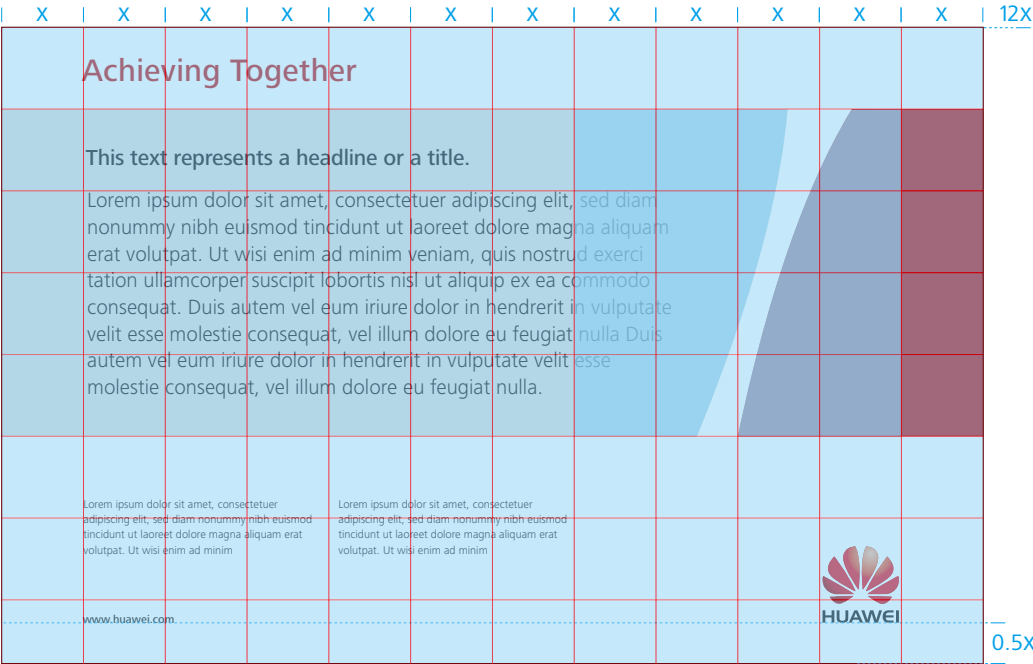
在横版广告设计中，页面宽度平均分为12个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。请勿在设计元素的右区域放置文字。

6 网址

网址必须置于左下角，字体使用FrutigerNext Medium字体。且距版面底边缘0.5X。

Option3 Text Only

方案3 不应用图片



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Tagline

The tagline should always appear in FrutigerNext medium. Corporate Red or White are the only colors available for tagline use in these applications. Please choose the tagline color carefully according to the overall contrast of the background.

4 Headline

The headline should always appear in Frutiger Next medium.

5 Body Text

Body text should always appear in FrutigerNext light and align with the headline text.

6 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use a 8X grid measurement, when in a vertical advertisement format. Never place text in the right area of the Design Element.

7 Web Address

Should appear on the bottom left in FrutigerNext Medium, at a distance of 0.5X from the bottom edge.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 广告语

广告语必须使用FrutigerNext medium字体。根据背景颜色的深浅不同，可选择使用公司红或白色作为字体颜色。

4 标题

标题必须使用FrutigerNext medium字体。

5 正文

正文必须使用FrutigerNext light字体，且与标题文字对齐。

6 设计元素

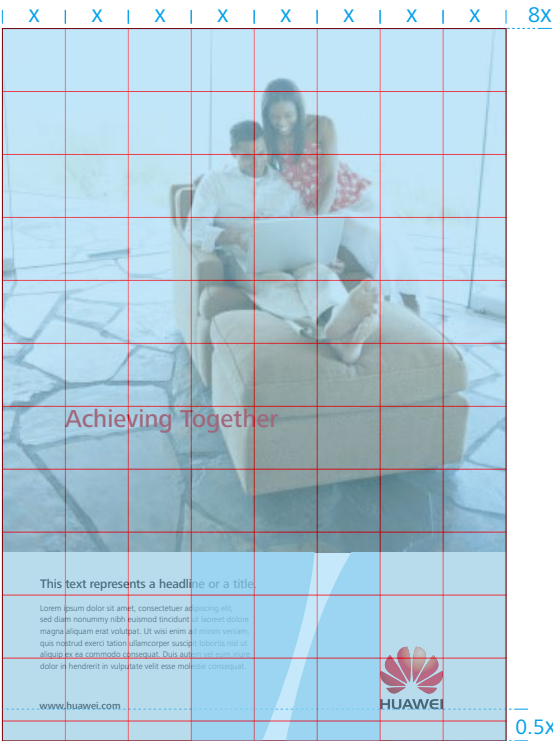
在竖版广告设计中，页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。请勿在设计元素的右区域放置文字。

7 网址

网址必须置于左下角，字体使用FrutigerNext Medium字体。且距版面底边缘0.5X。

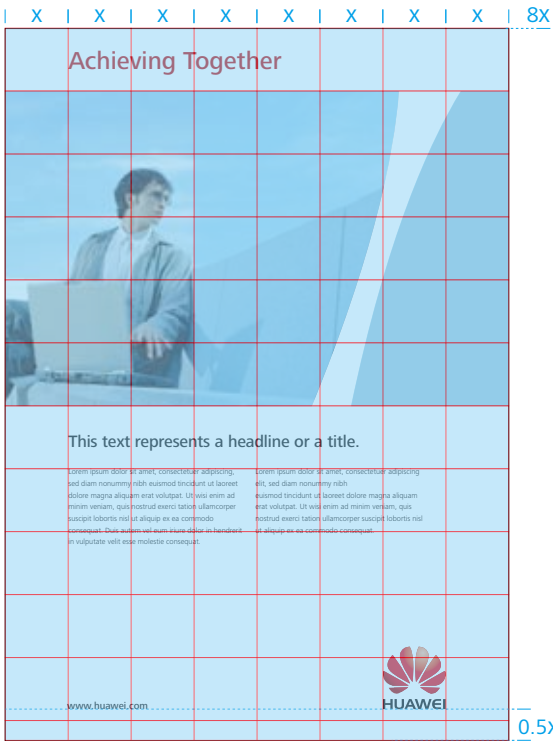
Option1 Image above Design Element

方案1 图片位于设计元素之上



Option2 Image in Design Element

方案2 在设计元素中应用图片



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Tagline

The tagline should always appear in FrutigerNext medium. Corporate Red, White or Black are the only colors available for tagline use in these applications. Please choose the tagline color carefully according to the overall contrast of the background.

4 Headline

The headline should always appear in Frutiger Next medium or Hei.

5 Body Text

Body text should always appear in FrutigerNext light or Xihei, and align with the headline text.

6 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use an 8X grid measurement, when in a vertical advertisement format. Never place text in the right area of the Design Element.

7 Web Address

Should appear on the bottom left in FrutigerNext Medium, at a distance of 0.5X from the bottom edge.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 广告语

广告语必须使用FrutigerNext medium字体。根据背景颜色的深浅不同，可选择使用公司红，白色或黑色作为字体颜色。

4 标题

标题必须使用FrutigerNext medium字体或黑体。

5 正文

正文必须使用FrutigerNext light字体或细黑体，且与标题文字对齐。

6 设计元素

在竖版广告设计中，页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。请勿在设计元素的右区域放置文字。

7 网址

网址必须置于左下角，字体使用FrutigerNext Medium字体。且距版面底边缘0.5X。

English Version: Full Color and Black & White (as shown) options

英文版：可选用全色和黑白色（如图）方案

2

3 Achieving Together

6

4 Huawei Corporate Information

5 Huawei Technologies is one of leading players in the global telecom market. The company is dedicated to providing innovative and customized products, services and solutions to create long-term value and potential growth for its customers. Huawei products and solutions are deployed in over 100 countries and serve 28 of the world's top 50 operators, as well as over one billion users worldwide. For more information, please visit <http://www.huawei.com>

RFIC design Manager (HISI)

- MSEE or PhD, approximately +5 years RFIC design experience on SiGe or RF CMOS experience with successful chip delivery.
- Strong design experience with chip level system design and circuit design, such as LNA, mixer, PLL, VCO, filter, etc.
- Good Knowledge about device modeling and RF system.
- Candidates will display good managing skill, development thinking ability, excellent communication skills, initiative, and a team attitude.

Contact

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Chinese Version: Full Color (as shown) and Black & White options

中文版：可选用全色（如图）和黑白色方案

2

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4 华为公司介绍

5 华为是全球通信业具有领导地位的供应商之一，从事通信设备的研发、生产和销售，在电信领域为世界各地的客户提供创新的、客户化的网络设备、服务和解决方案，实现客户的潜在增长，持续为客户创造长期价值。截至2008年4月，华为的在国际市场上覆盖100多个国家和地区，全球排名前50名的运营商中，已有28家使用华为的产品和服务。更多的信息，请您登录 <http://www.huawei.com>

射频芯片开发项目经理（海思半导体）

- 微电子、通信、电子等相关专业硕士及以上学历（博士优先），良好的数字/模拟/RF电路开发和半导体工艺、器件理论基础。
- 发表过技术论文，大学英语六级（或相当能力），英语听、说、读、写能力较强。
- 在低功耗电压 CMOS、深亚微米、版图设计、DFM(Design for Manufacturing) 和 RF IC 方面（至少具备一项），有2年以上研究工作经验。
- 良好的表达与沟通能力、团队意识和合作精神。

联系方式

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HUAWEI

X | X | X | X | X | X | X | X | 8X

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About Huawei

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Senior Executive Officer

- Sed torp et tincidunt aures ut laoreet sub artus dolo regeuntur lumina nocte.
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- facilis Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Contact

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HUAWEI

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华为公司介绍

华为是全球通信业具有领导地位的供应商之一，从事通信设备的研发、生产和销售，在电信领域为世界各地的客户提供创新的、客户化的网络设备、服务和解决方案，实现客户的潜在增长，持续为客户创造长期价值。截至2008年4月，华为的在国际市场上覆盖100多个国家和地区，全球排名前50名的运营商中，已有28家使用华为的产品和服务。更多的信息，请您登录 <http://www.huawei.com>

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- 发表过技术论文，大学英语六级（或相当能力），英语听、说、读、写能力较强。
- 在低功耗电压 CMOS、深亚微米、版图设计、DFM(Design for Manufacturing) 和 RF IC 方面（至少具备一项），有2年以上研究工作经验。
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HUAWEI

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2 Imagery

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3 Tagline

The tagline should always appear in FrutigerNext medium. White or Black are the only colors available for tagline use in these applications. Please choose the tagline color carefully according to the overall contrast of the background.

4 Headline

The headline should always appear in FrutigerNext medium and align with the tagline text.

5 Body Text

Body text should always appear in FrutigerNext light and align with the headline text.

6 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use an 12X grid measurement, when in a horizontal advertisement format. Never place text in the right area of the Design Element.

7 Web Address

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3 广告语

广告语必须使用FrutigerNext medium字体。根据背景颜色的深浅不同，可选择使用白色或黑色作为字体颜色。

4 标题

标题必须使用FrutigerNext medium字体，且与广告语文字对齐。

5 正文

正文必须使用FrutigerNext light字体，且与标题文字对齐。

6 设计元素

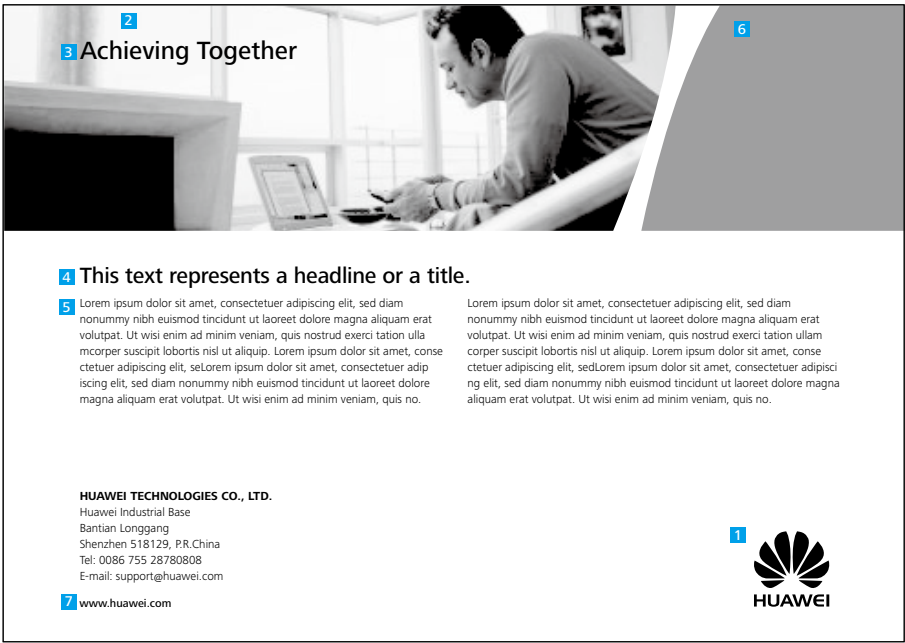
在横版广告设计中，页面宽度平均分为12个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。请勿在设计元素的右区域放置文字。

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4 标题

标题必须使用黑体，且与广告语文字对齐。

5 正文

正文必须使用细黑体，且与标题文字对齐。

6 设计元素

在横版广告设计中，页面宽度平均分为12个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。请勿在设计元素的右区域放置文字。

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Chinese Version: Full Color (as shown) and Black & White options

中文版：可选用全色（如图）和黑白色方案

2

3 Achieving Together

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4 华为公司介绍

5 华为是全球通信业具有领导地位的供应商之一，从事通信设备的研发、生产、营销和服务，在电信领域为世界各地的客户提供创新的、客户化的网络设备、服务和解决方案，实现客户的潜在增长，持续为客户创造长期价值。截至2006年4月，华为的在国际市场上覆盖100多个国家和地区，全球排名前50名的运营商中，已有28家使用华为的产品和服务。更多的信息，请您登录 <http://www.huawei.com>

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7 www.huawei.com

1  HUAWEI

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Achieving Together													
华为公司介绍													
华为是全球通信业具有领导地位的供应商之一，从事通信设备的研发、生产、营销和服务，在电信领域为世界各地的客户提供创新的、客户化的网络设备、服务和解决方案，实现客户的潜在增长，持续为客户创造长期价值。截至2006年4月，华为的在国际市场上覆盖100多个国家和地区，全球排名前50名的运营商中，已有28家使用华为的产品和服务。更多的信息，请您登录 http://www.huawei.com													
华为技术有限公司 深圳市龙岗区坂田华为基地 邮编: 518129 电话: 0086 755 28780808 E-mail: support@huawei.com www.huawei.com													
 HUAWEI													0.5X

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HUAWEI

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HUAWEI

0.5X

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4 Body Text

Body text should appear in FrutigerNext medium.

5 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use a 12X grid measurement, when in a horizontal advertisement format. For billboard applications the divider arc can be created with a half-transparency option. When doing so, the arc is to be created with a value of 60K in color, and a value of 30% for transparency. Please choose the most appropriate option according to your needs.

6 Web Address

The web address should appear under the main body text in FrutigerNext medium.

1 品牌标志

品牌标志必须置于右下角。距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 广告语

广告语必须使用FrutigerNext medium字体。根据背景颜色的深浅不同，可选择使用公司红或白色作为字体颜色。

4 正文

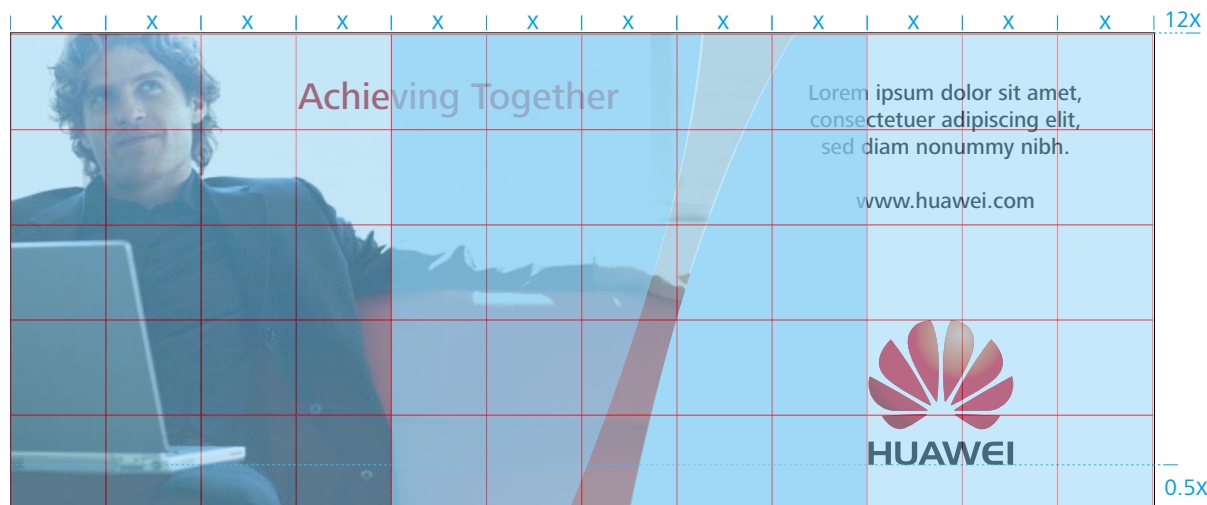
正文必须使用FrutigerNext medium字体。

5 设计元素

在横版广告设计中，页面宽度平均分为12个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。在广告牌中分割弧线的应用可以使用半透明的方式，在半透明方式中颜色必须使用60K和30%的透明度。请根据应用的特定需要，选择适当的方式来设计元素中的弧线。

6 网址

网址要放置于主体文字内容之下，字体使用FrutigerNext medium字体。



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Tagline

The tagline should always appear in FrutigerNext medium. Corporate Red or White are the only colors available for tagline use in this application. Please choose the tagline color carefully according to the overall contrast of the background.

4 Body Text

Body text should appear in FrutigerNext medium.

5 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use a 12X grid measurement, when in a horizontal advertisement format.

6 Web Address

The web address should appear under the main body text in FrutigerNext medium.

1 品牌标志

品牌标志必须置于右下角。距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 广告语

广告语必须使用FrutigerNext medium字体。根据背景颜色的深浅不同，可选择使用公司红或白色作为字体颜色。

4 正文

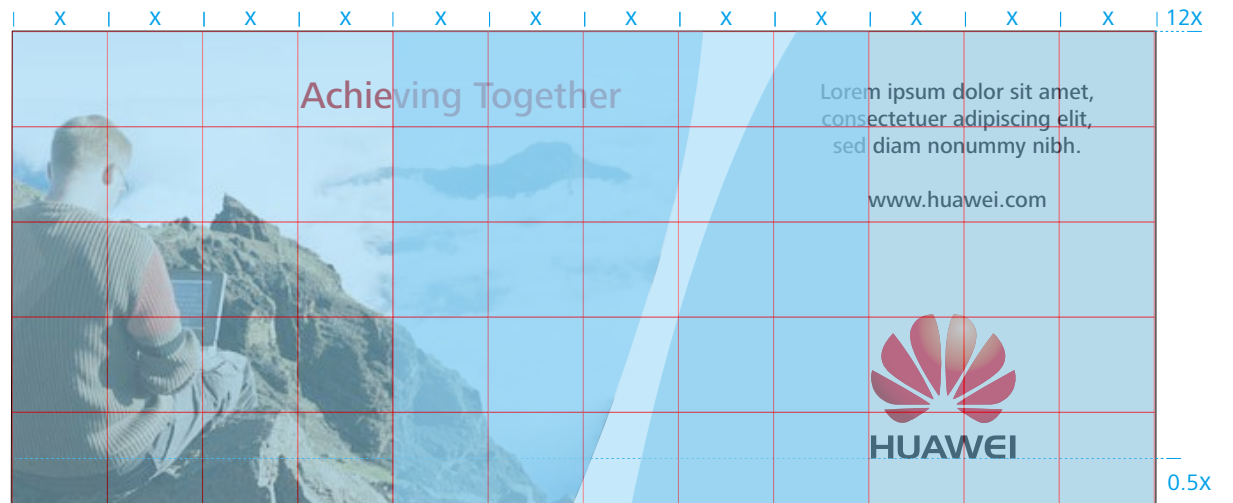
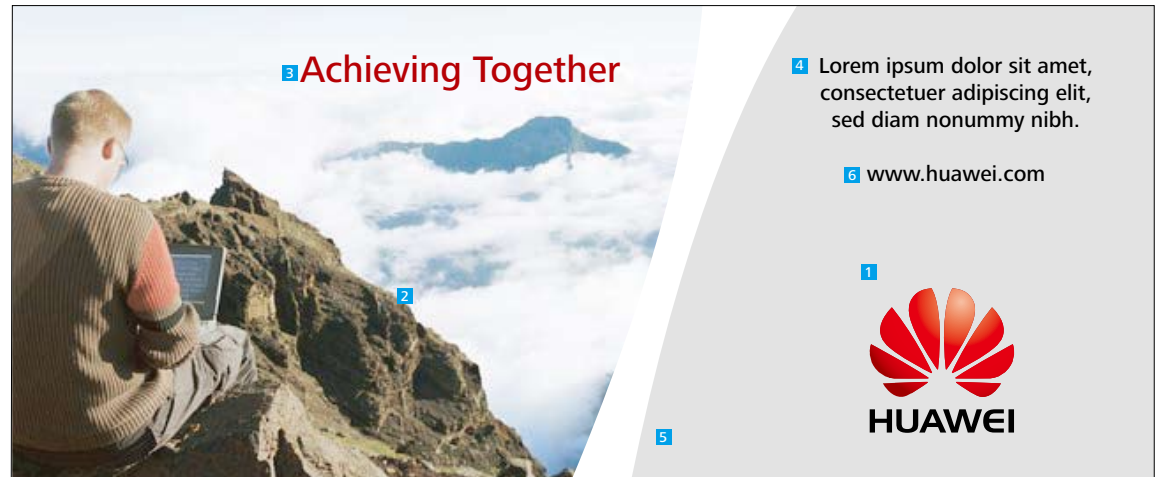
正文必须使用FrutigerNext medium字体。

5 设计元素

在横版广告设计中，页面宽度平均分为12个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。

6 网址

网址要放置于主体文字内容之下，字体使用FrutigerNext medium字体。



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Tagline

The tagline should always appear in FrutigerNext medium. Corporate Red or White are the only colors available for tagline use in this application. Please choose the tagline color carefully according to the overall contrast of the background.

4 Body Text

Body text should appear in FrutigerNext medium.

5 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use a 12X grid measurement, when in a horizontal advertisement format.

6 Web Address

The web address should appear under the main body text in FrutigerNext medium.

1 品牌标志

品牌标志必须置于右下角。距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 广告语

广告语必须使用FrutigerNext medium字体。根据背景颜色的深浅不同，可选择使用公司红或白色作为字体颜色。

4 正文

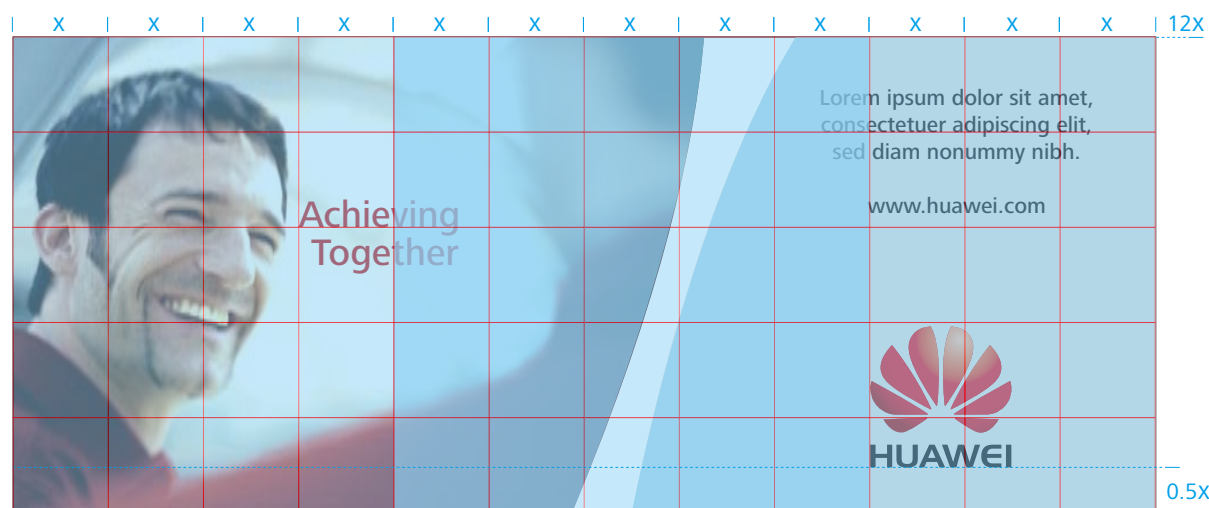
正文必须使用FrutigerNext medium字体。

5 设计元素

在横版广告设计中，页面宽度平均分为12个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。

6 网址

网址要放置于主体文字内容之下，字体使用FrutigerNext medium字体。



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Tagline

The tagline should always appear in FrutigerNext medium. Corporate Red or White are the only colors available for tagline use in these applications. Please choose the tagline color carefully according to the overall contrast of the background.

4 Headline

Headline should always appear in FrutigerNext medium and align with the tagline text.

5 Body Text

Body text should always appear in FrutigerNext light and align with the headline text.

6 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use a 8X grid measurement, when in a vertical advertisement format. Never place text in the right area of the Design Element.

7 Web Address

Should appear on the bottom left in FrutigerNext Medium, at a distance of 0.5X from the bottom edge.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 广告语

广告语必须使用FrutigerNext medium字体。根据背景颜色的深浅不同，可选择使用公司红或白色作为字体颜色。

4 标题

标题必须使用FrutigerNext medium字体，，且与广告语文字对齐。

5 正文

正文必须使用FrutigerNext light字体，且与标题文字对齐。

6 设计元素

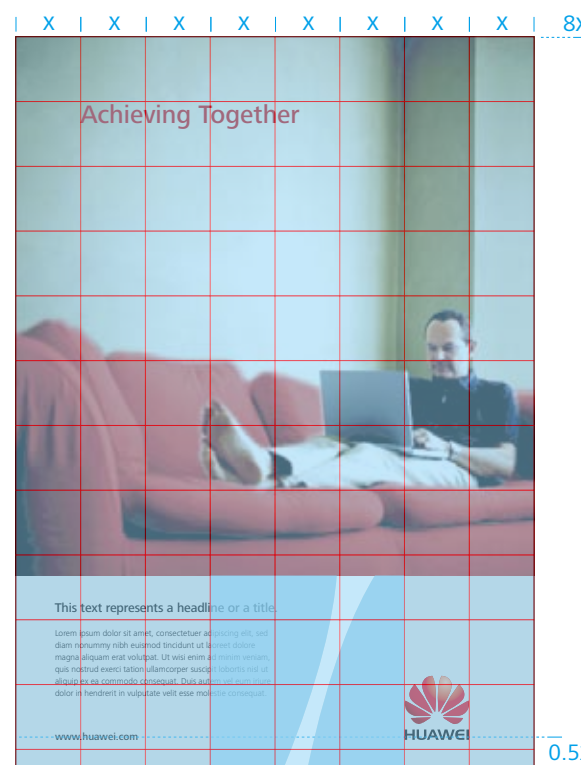
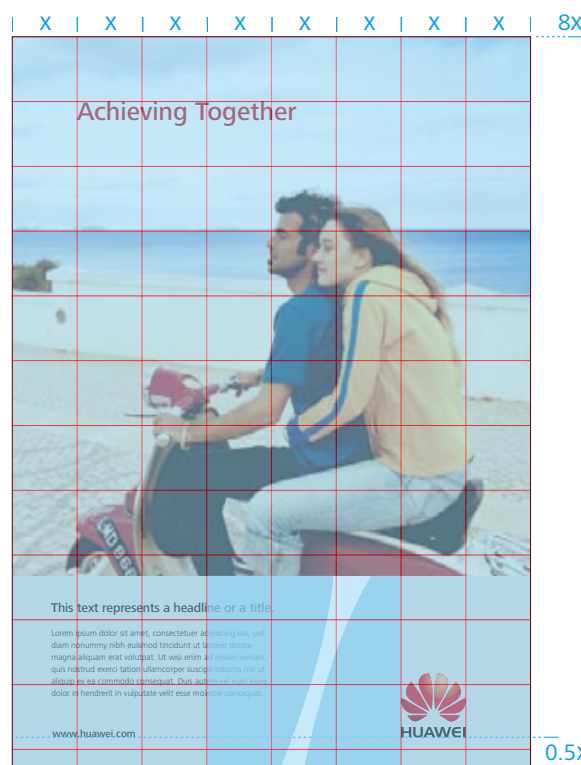
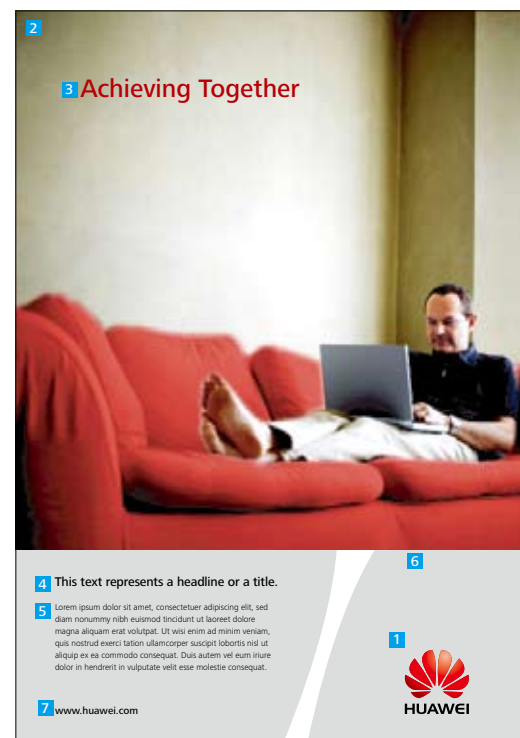
在竖版广告设计中，页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。请勿在设计元素的右区域放置文字。

7 网址

网址必须置于左下角，字体使用FrutigerNext Medium字体。且距版面底边缘0.5X。

Option1 Image above Design Element

方案1 图片位于设计元素之上



1 Brand Signature

The Brand Signature is to appear in the bottom right corner at a distance of 1X from the right edge, and 0.5X from the bottom edge.

2 Imagery

All imagery should adopt the Huawei brand core values and personality.

3 Tagline

The tagline should always appear in FrutigerNext medium. Corporate Red or White are the only colors available for tagline use in these applications. Please choose the tagline color carefully according to the overall contrast of the background.

4 Headline

Headline should always appear in FrutigerNext medium and align with the tagline text.

5 Body Text

Body text should always appear in FrutigerNext light and align with the headline text.

6 Design Elements

The proportions of the Design Element have been designed in such a way that all advertising use a 8X grid measurement, when in a vertical advertisement format. Never place text in the right area of the Design Element.

7 Web Address

Should appear on the bottom left in FrutigerNext Medium, at a distance of 0.5X from the bottom edge.

1 品牌标志

品牌标志必须置于右下角。距版面右边缘一个X，距版面底边缘0.5X。

2 图片

所有图片必须符合华为品牌核心价值 and 个性。

3 广告语

广告语必须使用FrutigerNext medium字体。根据背景颜色的深浅不同，可选择使用公司红或白色作为字体颜色。

4 标题

标题必须使用FrutigerNext medium字体，且与广告语文字对齐。

5 正文

正文必须使用FrutigerNext light字体，且与标题文字对齐。

6 设计元素

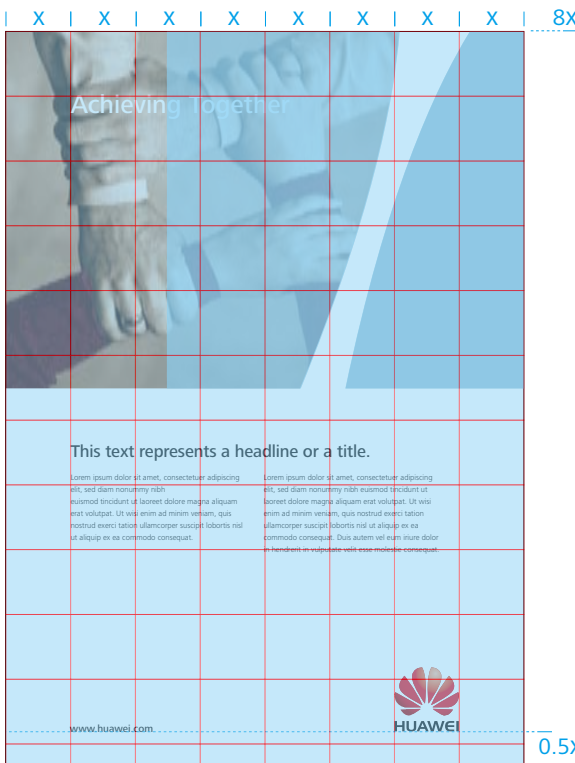
在竖版广告设计中，页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。请勿在设计元素的右区域放置文字。

7 网址

网址必须置于左下角，字体使用FrutigerNext Medium字体。且距版面底边缘0.5X。

Option2 Image in Design Element

方案2 在设计元素中应用图片



7.0 Multimedia

多媒体

Consistency is important, but we also need flexibility. The examples on this page demonstrate this balance, utilising the key elements within the Huawei visual system.

The principles demonstrated are applied to all Powerpoint applications. All powerpoint examples have been provided with two layout design options. Please choose the appropriate layout according to your requirements. Always use the digital master artwork supplied on the CD.

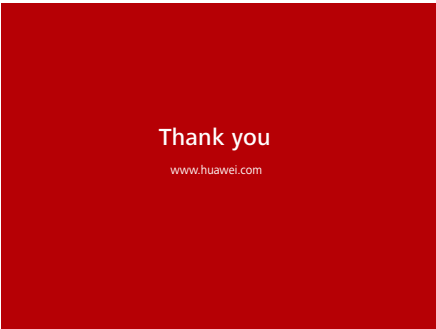
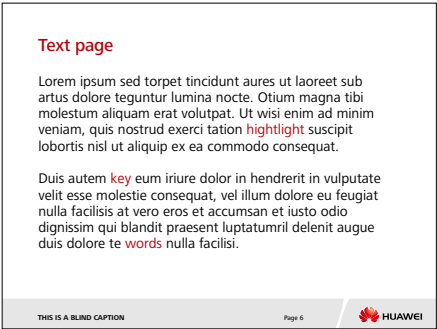
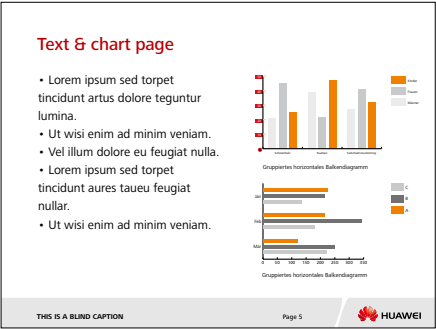
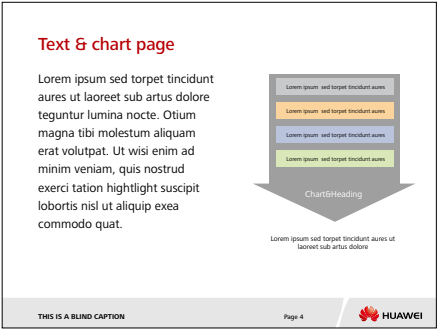
尽管在幻灯片中坚持一致是非常重要的，我们也需要保持一定的灵活性。本页中的图例显示如何灵活应用设计，根据华为视觉识别系统的规定来使用重要元素。

本页中的原则适用于所有的幻灯片应用设计。幻灯片内页共有两种方案，可以根据实际需要选择。务必直接使用附录光盘中的电子文件模板。

Title Page
标题页



Contents Page
内页



The title page can be presented either with an image, or without an image as shown here. When an image is not applied, the headline should appear in the left area of design element. A layout with an image should have the headline presented in a clear and concise manner at all times.

English Title Typeface: FrutigerNext medium
Reference Typeface Size: 40 - 47pt (depending on the number of lines required).
Chinese Title Typeface: Hei
Reference Typeface Size: 40 - 47pt (depending on the number of lines required).
Typeface Color: Choose either Corporate Red, Black or White according to the background color chosen.

Powerpoint Colors

When selecting colors for Powerpoint presentations, the following RGB specifications should be used:

Corporate Red: R153 G0 B0

Corporate Black: R0 G0 B0

华为品牌幻灯片标题页分为两种版式，有图片和没有图片的。在没有图片的版式中，标题文字放在设计元素左侧。有图片的版式中，请确保标题清晰可读。

标题英文字体: FrutigerNext medium
参考字体大小: 40-47pt (根据行数决定)
标题中文字体: 黑体
参考字体大小: 40-47pt (根据行数决定)
字体颜色: 根据背景色的不同来选择公司黑或反白。

演示幻灯片颜色

在选择演示幻灯片的颜色时，须采用如下的RGB颜色规定：

公司红: R153 G0 B0

公司黑: R0 G0 B0

Option 1

方案1



Option 2

方案2



1 Brand Signature

The horizontal Brand Signature format may be used in special circumstances as shown here.

2 Imagery

The images are preferred to be put on the right or upside of the text. Always align images vertically on the right side of the page.

3 Headline

Typeface: FrutigerNext medium (English)
or Hei (Chinese)
Size: 35 pt
Color: R153 G0 B0

4 Body Text

Typeface: FrutigerNext regular (English)
or XiHei (Chinese)
Size: 22-24 pt
Color: R0 G0 B0

5 Design Element

Design Element should appear at the bottom of slide. White is the recommended background color.

1 品牌标志

在特殊情况下，可以使用品牌标志的横向版式。

2 图片

一般采用右图左文字或上图下文字的版式。如果图片放在右边，采用较为规整的排列方式。

3 标题

字体: FrutigerNext medium (英文)
或者黑体(中文)
大小: 35 pt
色彩: R153 G0 B0

4 正文

字体: FrutigerNext regular (英文)
或者细黑体(中文)
大小: 22-24 pt
色彩: R0 G0 B0

5 设计元素

设计元素必须置于页面底部。内页背景尽量使用白色。

3 Text & image page

- 4 • Lorem ipsum sed torpet tincidunt aures.
- Artus dolore teguntur lumina nocte. Otium magna tibi. molestum aliquam erat volut.
 - Ut wisi enim ad minim veniam, quis nostrud exerci tation consequat etwass.
 - Vel illum dolore eu feugiat nulla facilisi.
 - cumsan et iusto odio dignissim qui blandit.

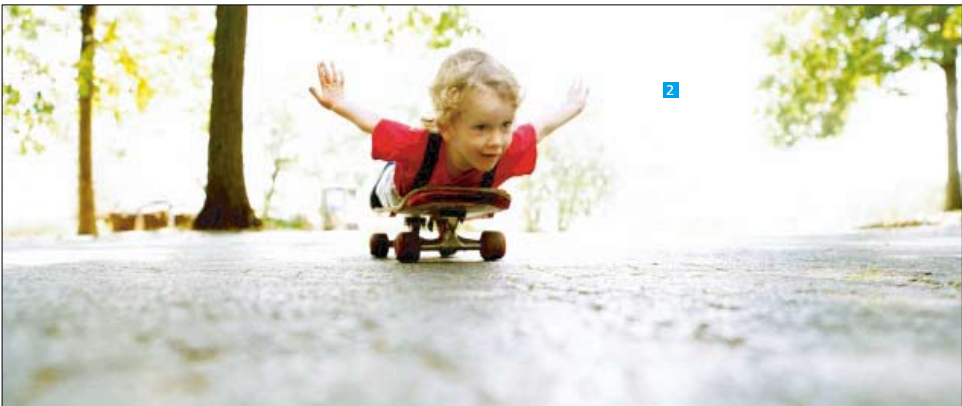


5

THIS IS A BLIND CAPTION

Page 2

1



3 Text & image page

- 4 • Lorem ipsum sed torpet tincidunt auresut laoreet sub.
- artus dolore teguntur lumina nocte. Otium magna tibi.
 - Ut wisi enim ad minim veniam, quis nostrud exerci
 - Vel illum dolore eu feugiat nulla facilisis at vero eros et.

5

THIS IS A BLIND CAPTION

Page 3

1



1 Brand Signature

The horizontal Brand Signature format may be used in special circumstances as shown here.

2 Charts & Graphs

Please place all charts and graphs on the right side of the page. Colors used in charts and graphs can be chosen from the Corporate or Design Color Policies.

3 Headline

Typeface: FrutigerNext medium (English)
or Hei (Chinese)
Size: 35 pt
Color: R153 G0 B0

4 Body Text

Typeface: FrutigerNext regular (English)
or XiHei (Chinese)
Size: 22-24 pt
Color: R0 G0 B0

5 Design Element

Design Element should appear at the bottom of slide. White is the recommended background color.

1 品牌标志

在特殊情况下，可以使用品牌标志的横向版式。

2 图表和表格

请将所有图表和表格置于画面右侧，图表和表格中的颜色尽量从公司色和辅助色中选择。

3 标题

字体: FrutigerNext medium (英文)
或者黑体(中文)
大小: 35 pt
色彩: R153 G0 B0

4 正文

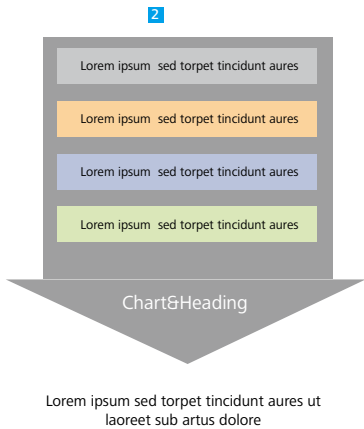
字体: FrutigerNext regular (英文)
或者细黑体(中文)
大小: 22-24 pt
色彩: R0 G0 B0

5 设计元素

设计元素必须置于页面底部。内页背景尽量使用白色。

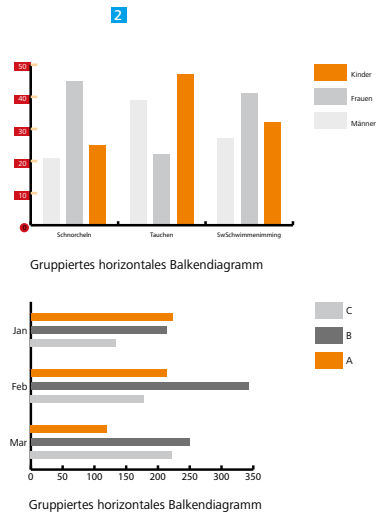
3 Text & chart page

4 Lorem ipsum sed torpet tincidunt aures ut laoreet sub artus dolore teguntur lumina nocte. Otium magna tibi molestum aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation highlight suscipit lobortis nisl ut aliquip exea commodo quat.



3 Text & chart page

- 4 • Lorem ipsum sed torpet tincidunt artus dolore teguntur lumina.
- Ut wisi enim ad minim veniam.
- Vel illum dolore eu feugiat nulla.
- Lorem ipsum sed torpet tincidunt aures taueu feugiat nullar.
- Ut wisi enim ad minim veniam.



1 Brand Signature

The horizontal Brand Signature format may be used in special circumstances as shown here.

2 Headline

Typeface: FrutigerNext medium (English)
or Hei (Chinese)
Size: 35 pt
Color: R153 G0 B0

3 Body Text

Typeface: FrutigerNext regular (English)
or XiHei (Chinese)
Size: 22-24 pt
Color: R0 G0 B0

4 Design Element

Design Element should appear at the bottom of slide. White is the recommended background color.

1 品牌标志

在特殊情况下，可以使用品牌标志的横向版式。

2 标题

字体: FrutigerNext medium (英文)
或者黑体(中文)
大小: 35 pt
色彩: R153 G0 B0

3 正文

字体: FrutigerNext regular (英文)
或者细黑体(中文)
大小: 22-24 pt
色彩: R0 G0 B0

4 设计元素

设计元素必须置于页面底部。内页背景尽量使用白色。

2 Text page

3 Lorem ipsum sed torpet tincidunt aures ut laoreet sub artus dolore teguntur lumina nocte. Otium magna tibi molestum aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation highlight suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem key eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatumril delenit augue dui dolore te words nulla facilisi.

5

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Page 6

1



HUAWEI

These examples illustrate how you may end your powerpoint presentation.

1 Tagline

Typeface: FrutigerNext medium (English) or Hei (Chinese)

Size: 40-47pt (according to the lines)

Color: R255 G255 B255

2 Web Address

Typeface: FrutigerNext medium

Size: 24 pt

Color: R255 G255 B255

3 Background

Color: R153 G0 B0

本页的示例展示了幻灯片的结束页。

1 标题

字体: FrutigerNext medium (英文)
或者黑体(中文)

大小: 40-47pt (根据行数决定)

色彩: R255 G255 B255

2 网址

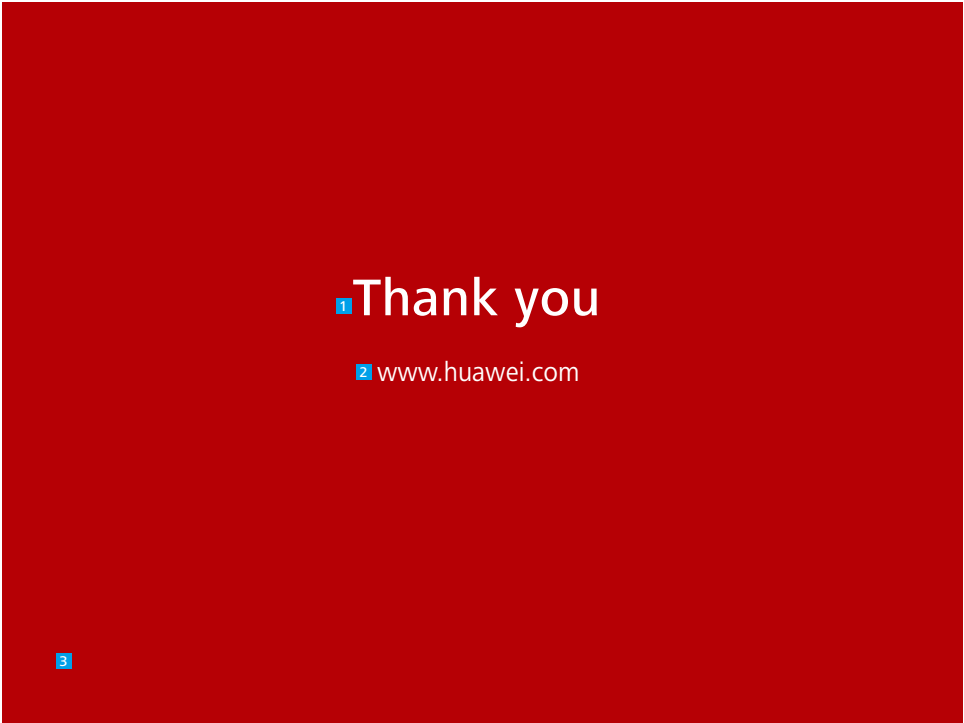
字体: FrutigerNext medium

大小: 24 pt

色彩: R255 G255 B255

3 背景

色彩: R153 G0 B0



Brand Signature

The preferred vertical format of the brand signature must always appear in the top left hand corner as shown. The Brand Signature must always appear on a white background; colored backgrounds and images are forbidden from appearing in the global navigation area. The Brand Signature and navigation menu must always align horizontally as shown.

Web-Safe Color

When selecting colors for the web, the following web-safe color specifications should be used:

Corporate Red: #990000
Corporate Black: #000000
Corporate Grey: #CCCCCC

Web Fonts

Arial (for English) and Hei (for Chinese) are the official web font families.

品牌标志

网页中推荐使用竖式品牌标志，标志必须置于页面左上角。
品牌标志必须置于白色背景上，页面顶部导航条区域不得使用任何颜色背景和图片。
品牌标志和导航条菜单栏如图所示横向排列。

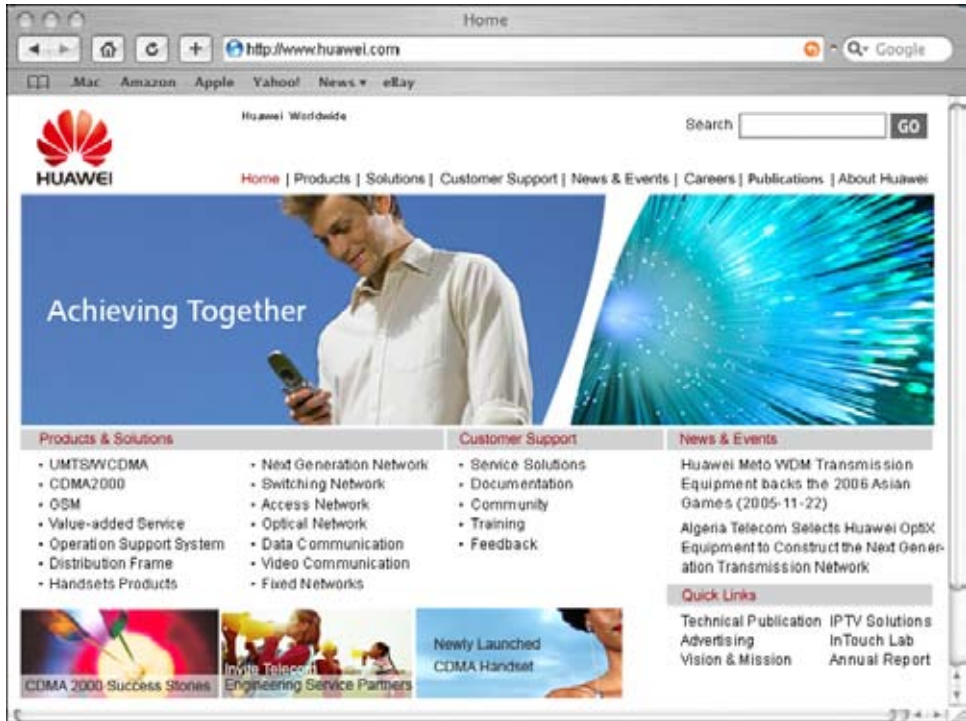
网络安全色

在设计网页时，请选用下列网络安全色：
公司专用红色: #990000
公司专用黑色: #000000
公司专用灰色: #CCCCCC

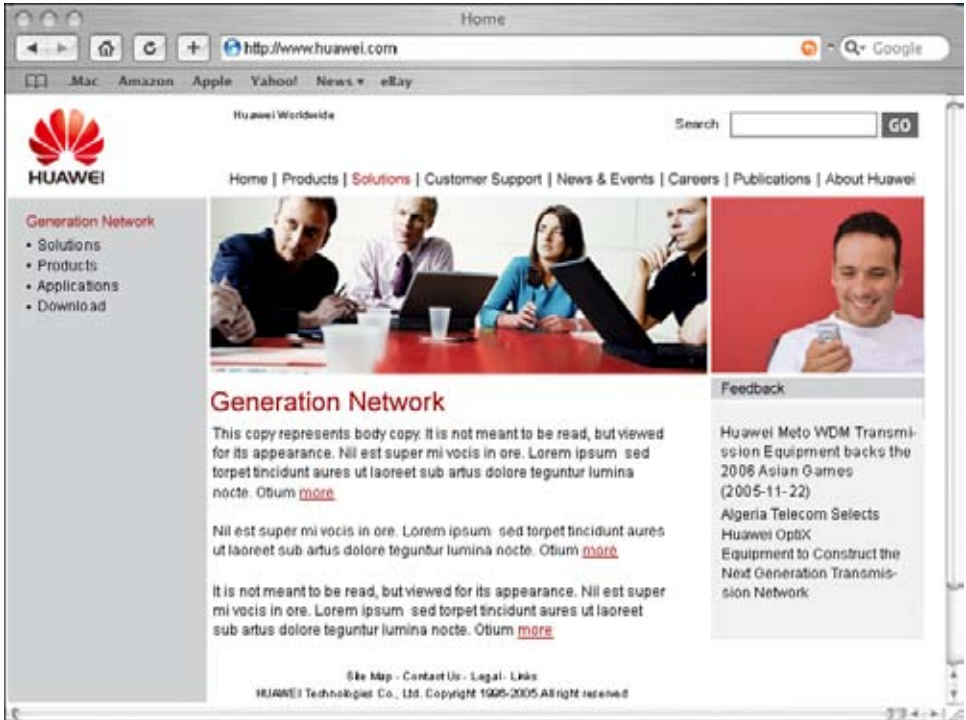
网页字体

网页中的英文字体必须使用Arial系列，中文字体必须使用黑体系列。

Home Page 主页



Content Page 内页



8.0 Signage 招牌

The example shown here is for visual reference only. All signage applications should be designed and implemented according to their specific location and communication requirements.

1 Brand Signature

The horizontal Brand Signature format may be used for signage in special circumstances as shown here.

2 Company Name

Company name should always appear in Frutiger-Next light.

Note: Where ever the corporate name must appear, please put the registered name below the company name according to local regulation. If there's no local regulation, please use the registered company name.

本页设计仅为视觉效果参考。所有招牌的应用请根据展示的具体环境和需要传达的信息来进行设计。

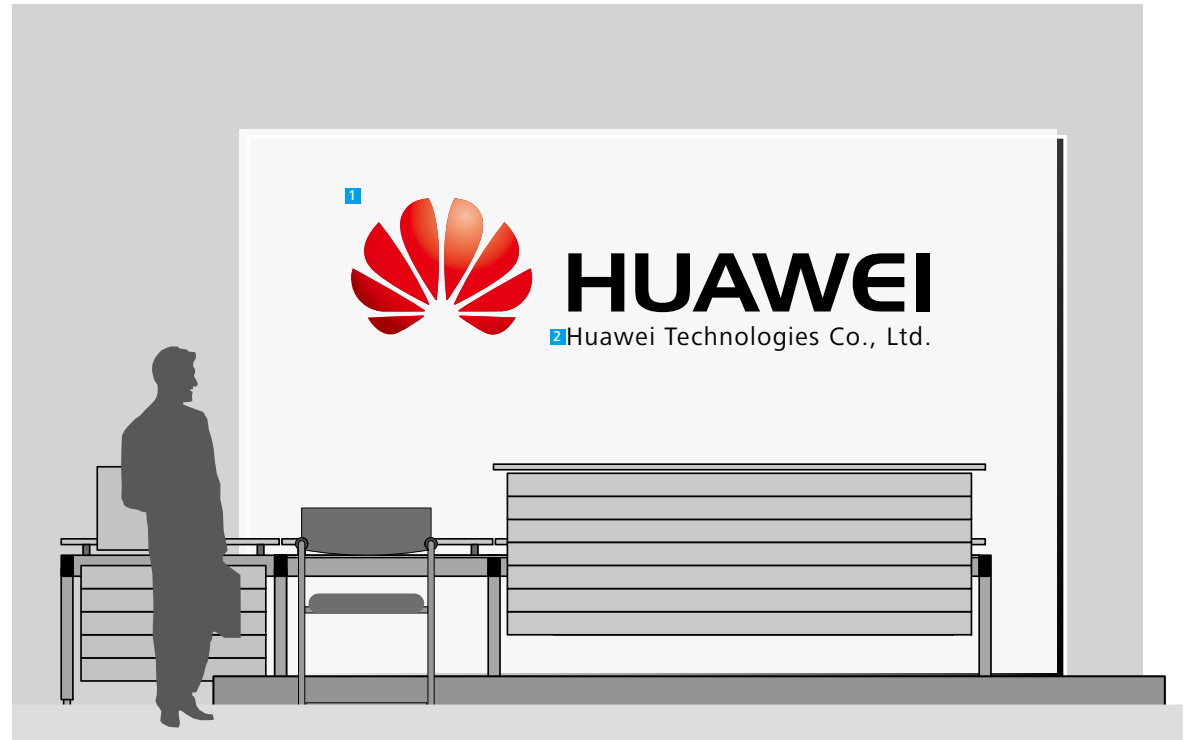
1 品牌标志

如图所示，在特殊情况下，可使用横式品牌标志。

2 公司名

公司名应总是采用FrutigerNext light。

注意：当需要出现公司名称时，有法律规定的，用本地法律注册的名称；无法律规定的，用公司注册的名称。



The example shown here is for visual reference only. All signage applications should be designed and implemented according to their specific location and communication requirements.

1 Brand Signature

The horizontal Brand Signature format may be used for signage in special circumstances as shown here.

2 Company Name

Body text should always appear in FrutigerNext light.

3 Address

Numbers should always appear in FrutigerNext bold.

Note: Where ever the corporate name must appear, please put the registered name below the company name according to local regulation. If there's no local regulation, please use the registered company name.

本页设计仅为视觉效果参考。所有招牌的应用请根据展示的具体环境和需要传达的信息来进行设计。

1 品牌标志

如图所示，在特殊情况下，可使用横式品牌标志。

2 公司名

公司名应总是采用FrutigerNext light。

3 地址

数字应总是采用FrutigerNext bold。

注意：当需要出现公司名称时，有法律规定的，用本地法律注册的名称；无法律规定的，用公司注册的名称。



The example shown here is for visual reference only. All signage applications should be designed and implemented according to their specific location and communication requirements.

1 Brand Signature

The preferred vertical Brand Signature format should be used in signage applications where horizontal space is limited, as shown here.

2 Location

Text showing a building or the location of a company division, should always appear in FrutigerNext bold.

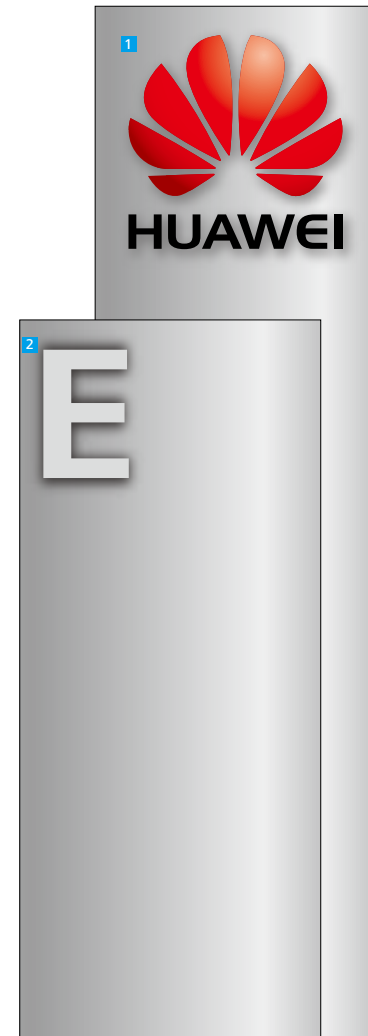
本页设计仅为视觉效果参考。所有招牌的应用请根据展示的具体环境和需要传达的信息来进行设计。

1 品牌标志

招牌应用中尽可能使用如图所示的竖式品牌标志。

2 位置指示文字

指示建筑物或公司机构位置的文字字体应总是采用FrutigerNext bold。



The example shown here is for visual reference only. All signage applications should be designed and implemented according to their specific location and communication requirements.

1 Brand Signature

The embossed Brand Signature format may be used in special circumstances as shown here.

2 Department Information

Department information should always appear in FrutigerNext regular.

本页设计仅为视觉效果参考。所有招牌的应用请根据展示的具体环境和需要传达的信息来进行设计。

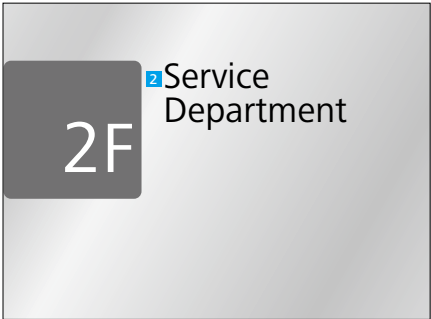
1 品牌标志

如图所示，在特殊环境下品牌标志可以应用凹凸效果。

2 部门信息

部门信息字体应总是采用FrutigerNext regular。

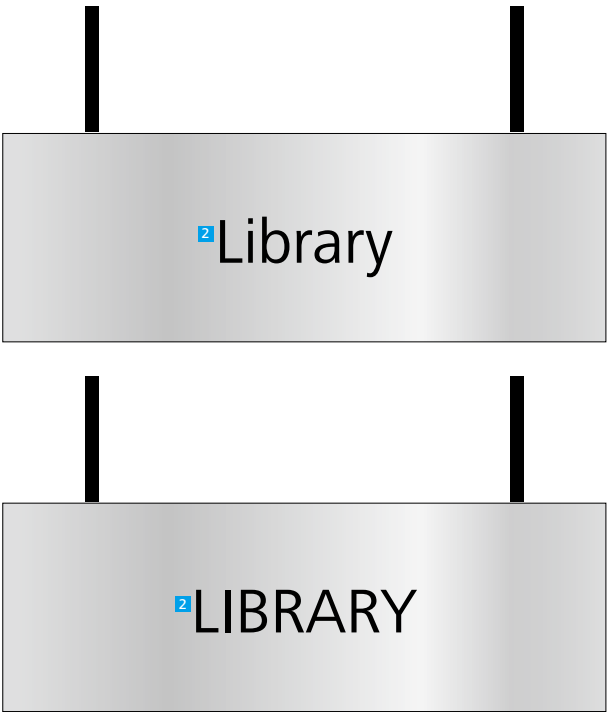
Wall Signage 墙面指示牌



Door Signage 门牌



Ceiling Signage 天花板吊牌



The example shown here is for visual reference only. All signage applications should be designed and implemented according to their specific location and communication requirements.

1 Location

Text showing a building or the location of a company division, should always appear in FrutigerNext bold and Hei.

2 Directions

Text indicating directions should always appear in FrutigerNext regular and Hei.

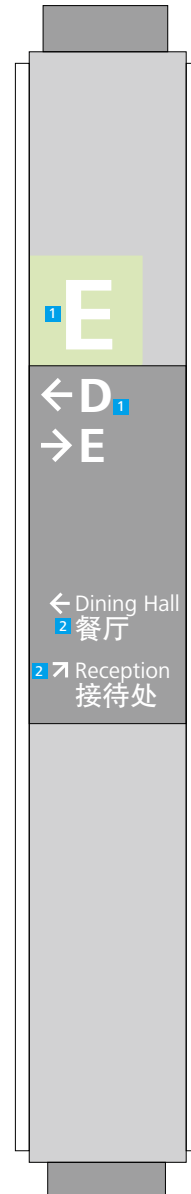
本页设计仅为视觉效果参考。所有招牌的应用请根据展示的具体环境和需要传达的信息来进行设计。

1 位置指示文字

指示建筑物或公司机构位置的文字字体应总是采用FrutigerNext bold和黑体。

2 方向信息

指示方向文字的字体应总是采用FrutigerNext bold和黑体。



The example shown here is for visual reference only. All signage applications should be designed and implemented according to their specific location and communication requirements.

1 Brand Signature

An embossed horizontal Brand Signature format may be used in special circumstances as shown here.

2 Location

Text showing a building or the location of a company division, should always appear in FrutigerNext bold.

3 Directions

Text indicating directions should always appear in FrutigerNext bold.

本页设计仅为视觉效果参考。所有招牌的应用请根据展示的具体环境和需要传达的信息来进行设计。

1 品牌标志

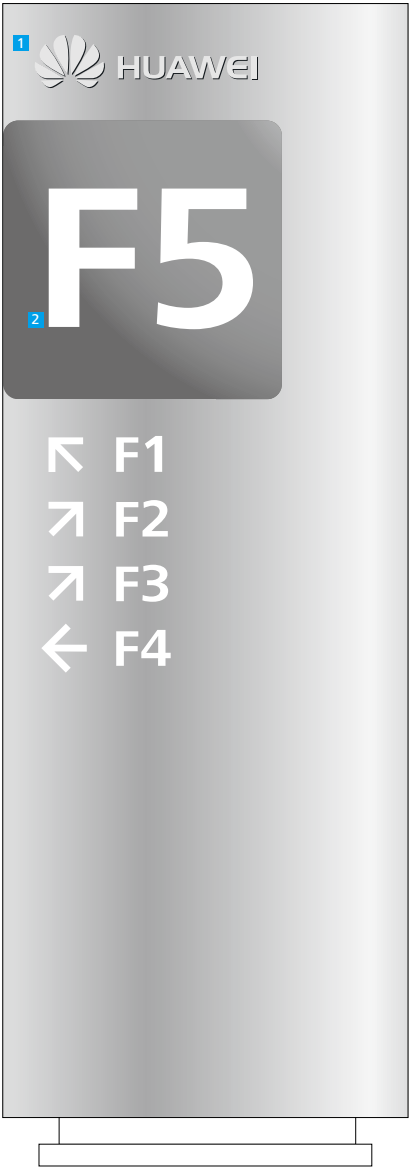
如图所示，在特殊情况下，可使用横式品牌标志的凹凸形式。

2 位置指示文字

指示建筑物或公司机构位置的文字字体应总是采用FrutigerNext bold。

3 方向信息

指示方向文字的字体应总是采用FrutigerNext bold。



The example shown here is for visual reference only. All signage applications should be designed and implemented according to their specific location and communication requirements.

1 Brand Signature

An embossed horizontal Brand Signature format may be used in special circumstances as shown here.

2 Directions

Text indicating directions should always appear in FrutigerNext bold.

本页设计仅为视觉效果参考。所有招牌的应用请根据展示的具体环境和需要传达的信息来进行设计。

1 品牌标志

如图所示，在特殊情况下，可使用横式品牌标志的凹凸形式。

2 位置指示文字

指示建筑物或公司机构位置的文字字体应总是采用FrutigerNext bold。



1 Brand Signature

The Brand Signature is to appear on the right side of the co-branding frame.

2 Headline

The headline should always appear in Hei and FrutigerNext Light.

Huawei Brand Signature should always appear on the right of the co-operative brand signature. The area (height by width) of the two signatures should be approximately equal in all applications.

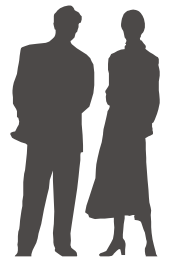
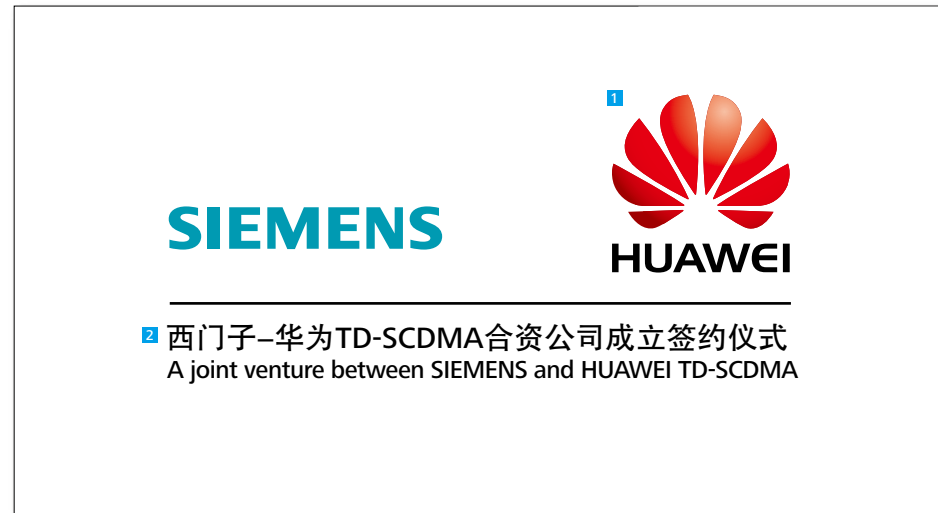
1 品牌标志

品牌标志要置于画面的右侧。

2 标题

标题必须使用黑体字和FrutigerNext Light 字体。

华为品牌标志置于背景板右侧，合作品牌标志置于左侧，且两个标志在面积上要大小相当。



9.0 Uniform & Accessories

制服和附件

The uniform example shown here is for visual reference only. All uniform applications should be designed and implemented according to their specific use. Please refer directly to the Huawei Visual Identity Manager for any queries regarding design of uniforms. Please make sure all uniform design follows the specific policy in this guide book.

1 Front: Brand Signature

The Brand signature should always appear on the left chest area in the preferred vertical format.

2 Back: Company Name

The company name "Huawei TECHNOLOGIES" should appear in FrutigerNext bold.

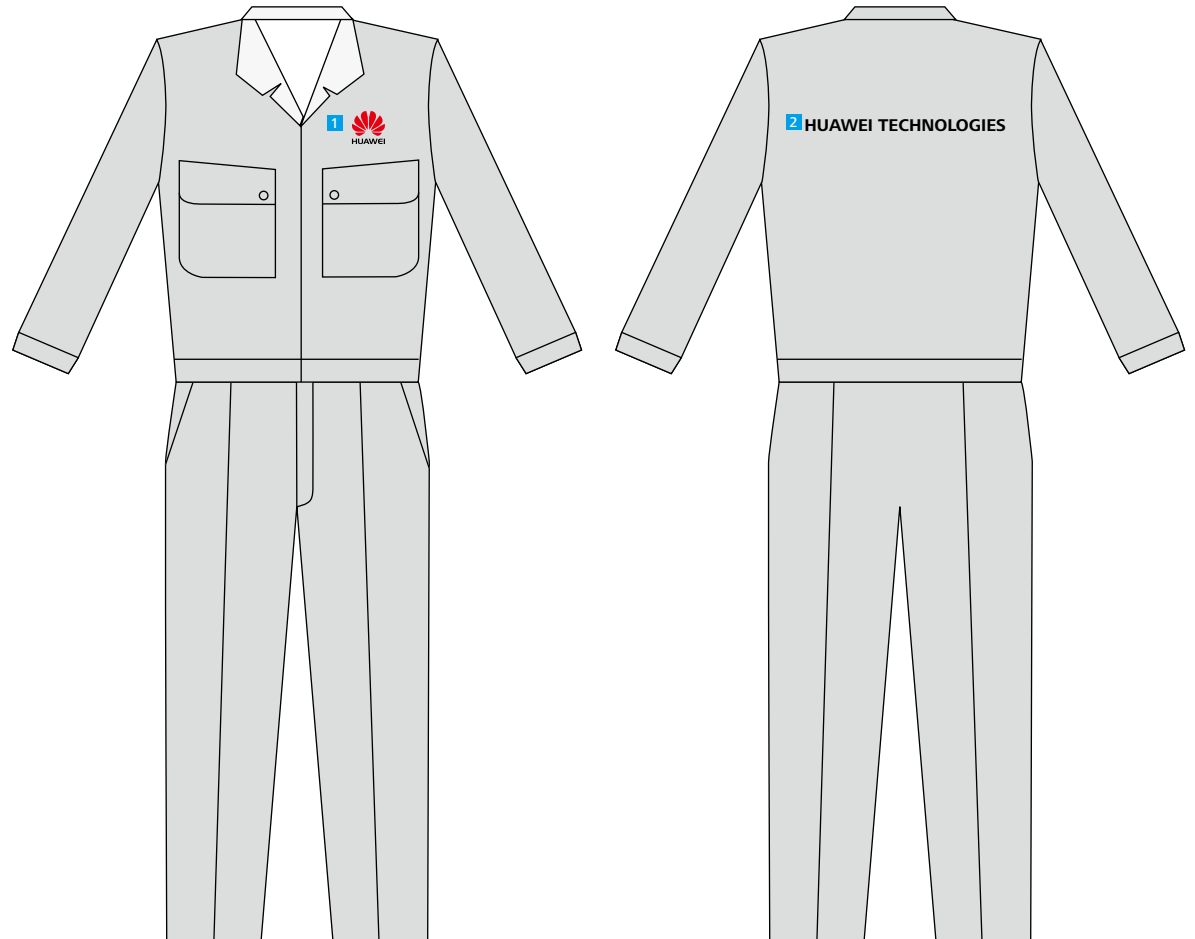
本页设计仅为视觉效果参考。所有制服的应用请根据具体使用需求来进行设计。任何有关制服的设计问题，请与华为视觉识别系统负责人直接联系，并遵照本视觉识别手册中相关规定执行。

1 正面：品牌标志

正面左口袋上方应用竖式品牌标志。

2 背面：公司名

背面为"HUAWEI TECHNOLOGIES"，字体使用FrutigerNext bold。



The badge examples shown here are for visual reference only. All badge applications should be designed and implemented according to their specific use.

1 Brand Signature

The Brand Signature may be applied to a variety of badge formats as shown here.

Figure 1

A horizontal Brand Signature may be used in special circumstances where required.

Figure 2 - 3

The preferred vertical Brand Signature applied to different badge formats.

本页设计仅为视觉效果参考。所有徽章的应用请根据具体使用需求来进行设计。

1 品牌标志

如图所示，品牌标志可以应用在各种形状的徽章中。

图示 1

特殊环境下可以使用横式品牌标志。

图示 2 - 3

推荐竖式品牌标志可应用在不同形状的徽章中。

Figure 1

图示1



Figure 2

图示2



Figure 3

图示3



1 Brand Signature

9mm Brand Signature positioned lower right corner.

2 Headline

Typeface: FZHei
Size: 13 pt
Color: 100% black

3 Title

Chinese Typeface: FZHei
English Typeface: FrutigerNext medium
Chinese Size: 17 pt
English Size: 18 pt
Color: white

4 Numbers

Typeface: FrutigerNext regular
Size: 11 pt
Color: 100% black

5 Design Element

The proportions of the Design Element have been designed in such a way that VIP card use an 8X grid measurement, when in a vertical page format.

6 Company Name

Chinese Typeface: FZDaHei
English Typeface: FrutigerNext bold
Size: 6 pt
Color: 100% black

7 Belt

Color: C0 M100 Y100 K30
C0 M0 Y0 K20

1 品牌标志

品牌标志大小为9mm，且必须置于右下角。

2 标题

字体: 方正黑体
大小: 13 pt
色彩: 100% 黑

3 职务

中文字体: 方正黑体
英文字体: FrutigerNext medium
中文大小: 17 pt
英文大小: 18 pt
色彩: 白色

4 编号

字体: FrutigerNext regular
大小: 11 pt
色彩: 100% 黑

5 设计元素

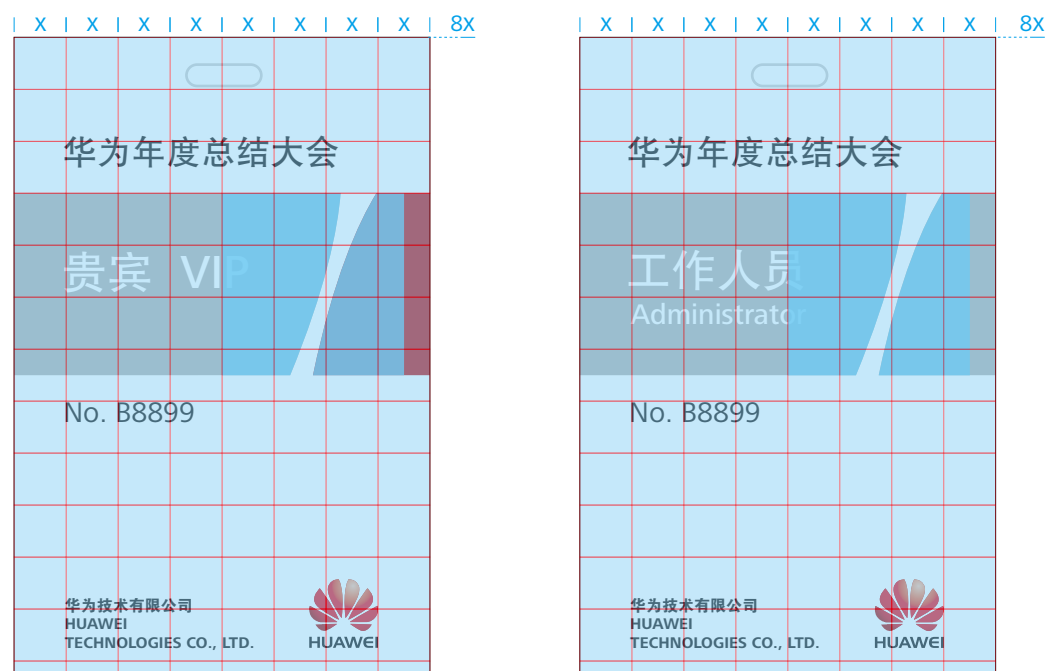
页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。

6 公司名

中文字体: 方正大黑
英文字体: FrutigerNext bold
大小: 6 pt
色彩: 100% 黑

7 卡带

色彩: C0 M100 Y100 K30
C0 M0 Y0 K20



The Cap examples shown here are for visual reference only. All Cap applications should be designed and implemented according to their specific use.

1 Brand Signature

When applied to a cap, the Brand Signature must always appear in the preferred vertical format.

Only two color Brand Signature can be used on Caps. When doing so the Brand Signature can never be printed on, it must always be embroidered or stitched on. The word "HUAWEI" of the Brand Signature should always appear in white on black caps.

本页设计仅为视觉效果参考。所有帽子的应用请根据具体使用需求来进行设计。

1 品牌标志

在帽子中要应用推荐的正式品牌标志。

当在帽子上应用品牌标志时，必须使用两色标志，品牌标志不可印刷在织物上，而必须采用缝绣的方法。当在黑色背景帽子上应用时，标志中HUAWEI字体必须使用白色。

Figure 1

图示1

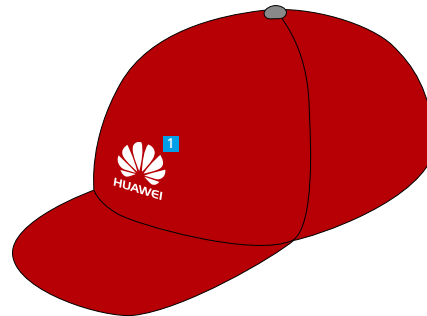


Figure 2

图示2

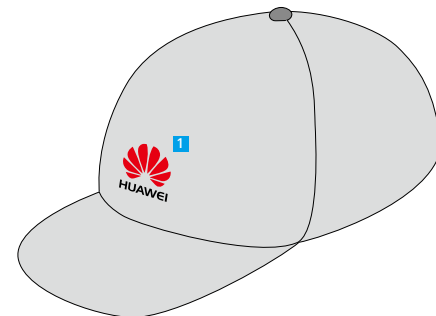


Figure 3

图示3

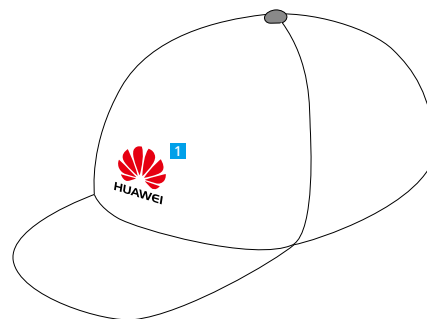
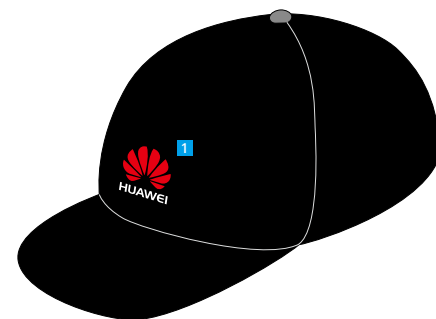


Figure 4

图示4



10.0 Livery Applications

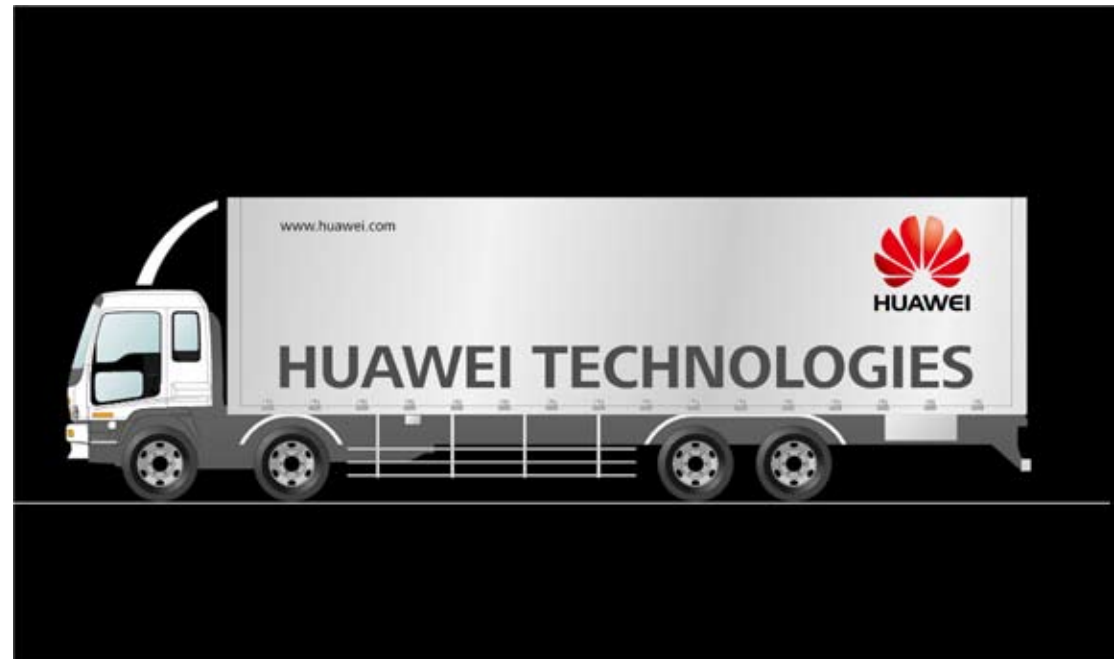
流动性应用

Any vehicle design should be done according to its specific requirements. Please ensure that the Brand Signature, the words "Huawei Technologies", and the web address appear on any vehicle application.

The brand signature on the body side of vehicle should not be affected by the door. It could appear individually on the rear end if necessary.

所有运输工具的应用请根据具体使用需求进行设计。运输工具上须出现品牌标志，"Huawei Technologies"和网址。

如需在车体侧面开门，门的位置不应影响到品牌标志。车尾处可以单独加品牌标志。



Exhibition Vehicle: Option1

展车：方案1

LIVERY APPLICATIONS

流动性应用

10.2

Any vehicle design should be done according to its specific requirements. Please ensure that the Brand Signature, the words "Huawei Technologies", and the web address appear on any vehicle application.

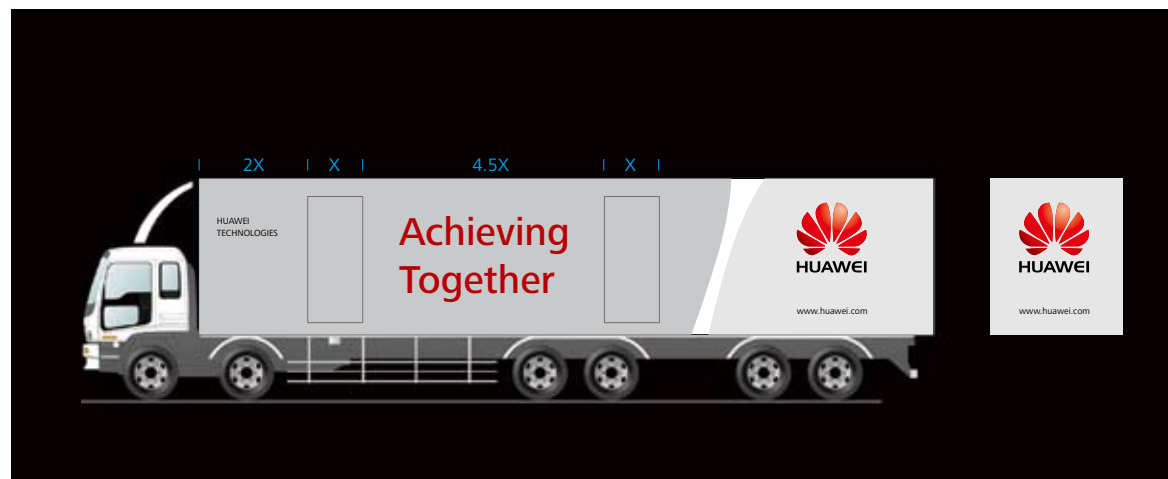
Option1 provides example of vehicle without images.

The brand signature on the body side of vehicle should not be affected by the door. It could appear individually on the rear end if necessary. If there is text appear on the vehicle, the text should not be affected by the door.

所有运输工具的应用请根据具体使用需求进行设计。运输工具上须出现品牌标志，"Huawei Technologies"和网址。

方案1提供了不应用图片的车体设计示例。

如需在车体侧面开门，门的位置不应影响到品牌标志。车尾处可以单独加品牌标志。车体上出现的文字排列也应尽量避开车门位置。



Any vehicle design should be done according to its specific requirements. Please ensure that the Brand Signature, the words "Huawei Technologies", and the web address appear on any vehicle application.

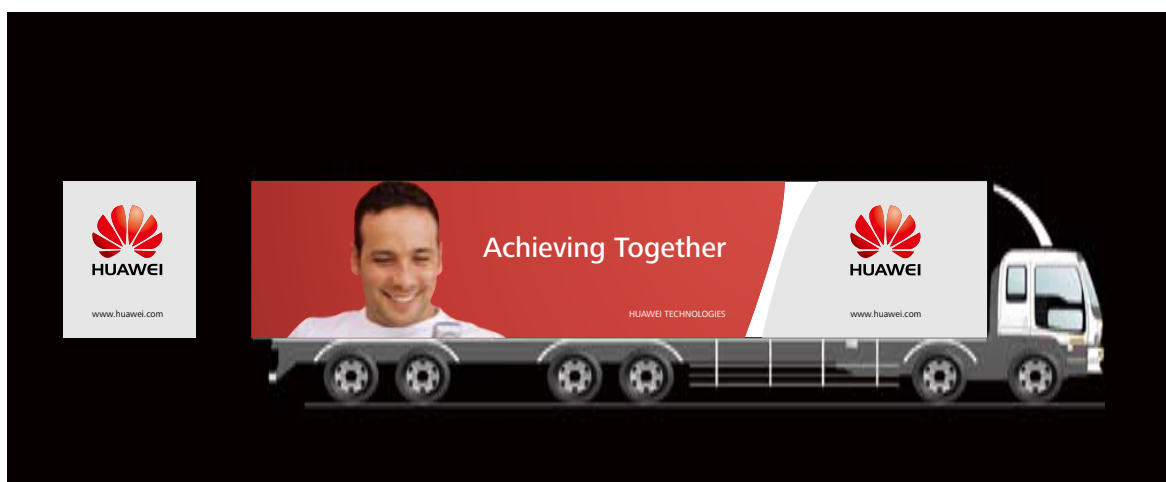
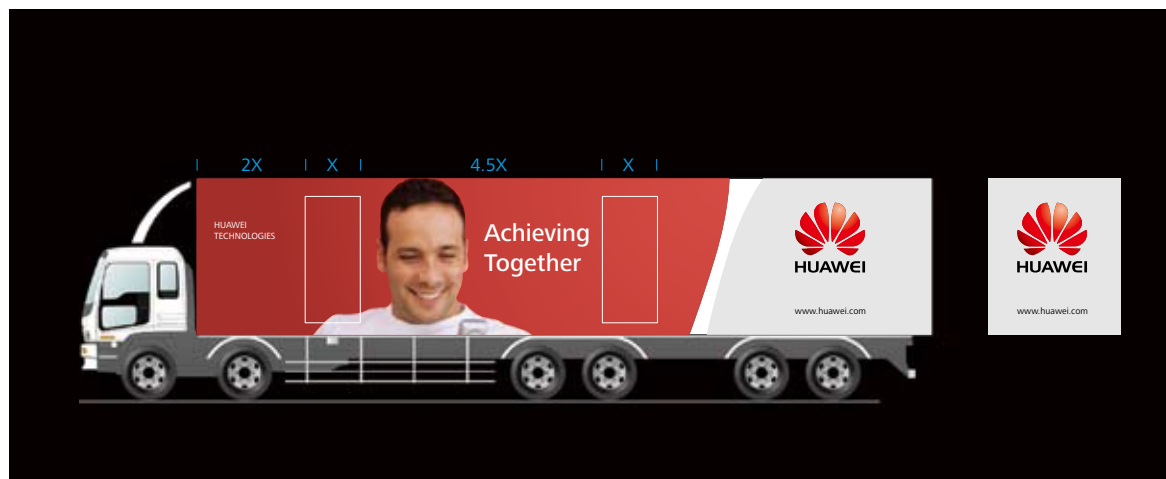
Option2 provides example of vehicle with images.

The brand signature on the body side of vehicle should not be affected by the door. It could appear individually on the rear end if necessary. If there are images appear on the vehicle, the people's face and text should not be affected by the door.

所有运输工具的应用请根据具体使用需求进行设计。运输工具上须出现品牌标志，"Huawei Technologies"和网址。

方案2提供了应用图片的车体设计示例。

如需在车体侧面开门，门的位置不应影响到品牌标志。车尾处可以单独加品牌标志。如果需要应用图片，车门应尽量避免开在图片中人物脸部，车体上出现的文字排列也应尽量避开车门位置。



Any vehicle design should be done according to its specific requirements. Please ensure that the Brand Signature, the words "Huawei Technologies", and the web address appear on any vehicle application.

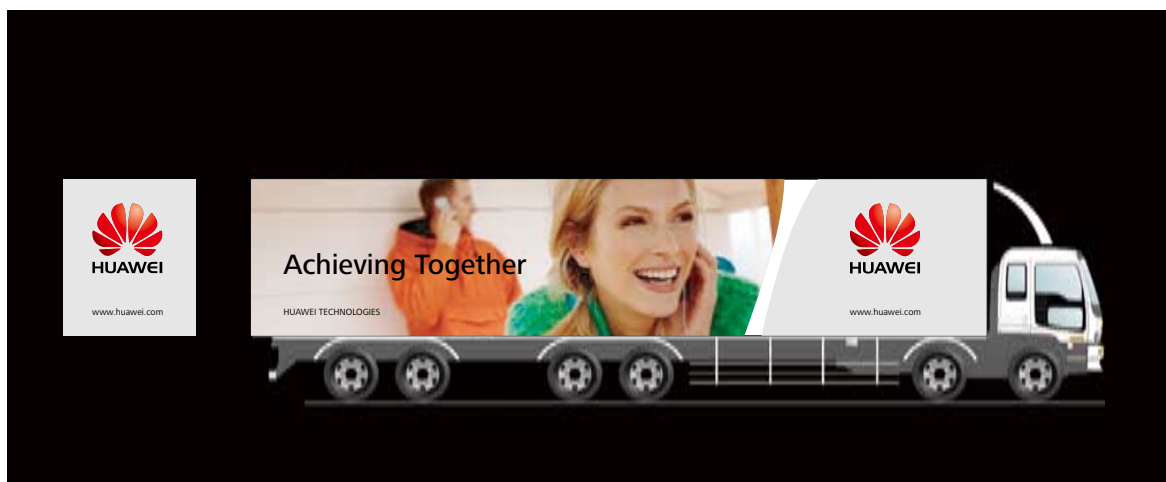
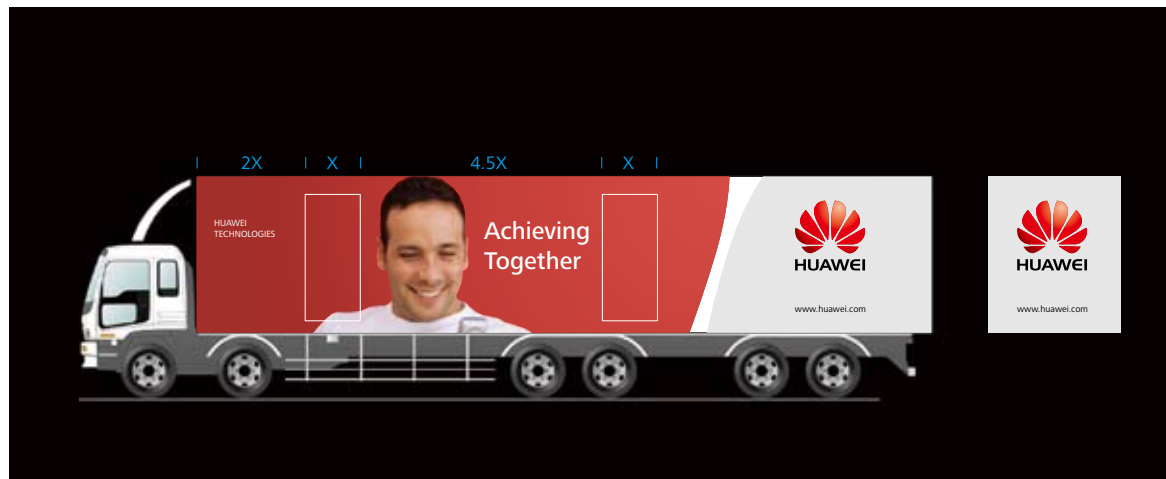
Option3 provides example of vehicle with different images on each body side.

The brand signature on the body side of vehicle should not be affected by the door. It could appear individually on the rear end if necessary. If there are images appear on the vehicle, the people's face and text should not be affected by the door.

所有运输工具的应用请根据具体使用需求进行设计。运输工具上须出现品牌标志，"Huawei Technologies"和网址。

方案3提供了两侧应用不同图片的车体设计示例。

如需在车体侧面开门，门的位置不应影响到品牌标志。车尾处可以单独加品牌标志。如果需要应用图片，车门应尽量避免开在图片中人物脸部，车体上出现的文字排列也应尽量避开车门位置。



11.0 Collaterals

附帶品

In special circumstances such as the Congratulation Card, the use of Corporate Red may exceed more than one eighth of the applications total area as shown here.

The proportions of the Design Element have been designed in such a way that all Congratulation Cards use an 8X grid measurement, when in a vertical page format.

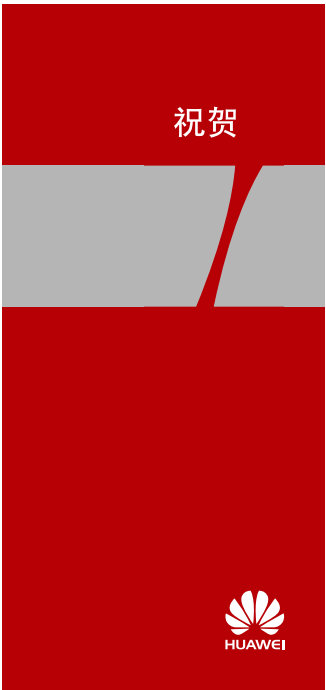
Please always use the digital master artwork supplied on the CD.

特殊情况如设计贺卡时，可以如图所示将公司专用红色的面积超过全部应用面积的1/8。

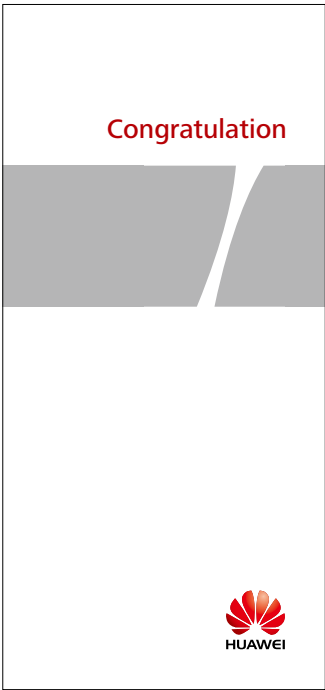
贺卡页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。

务必直接使用附录光盘中的电子文件模板。

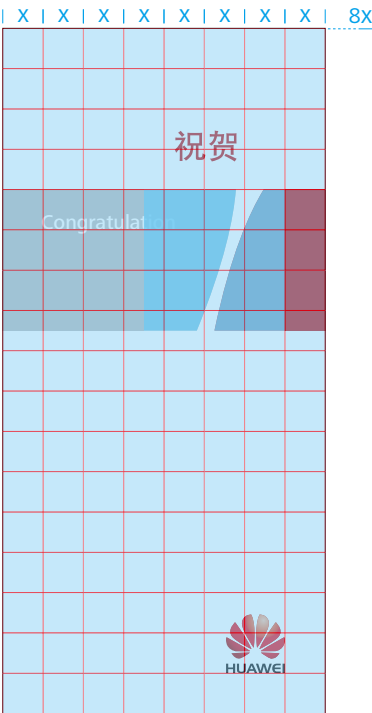
Chinese Version
中文版



English Version
英文版



Dual Language Version
双语版



In special circumstances such as the Birthday Card, the use of Corporate Red may exceed more than one eighth of the applications total area as shown here.

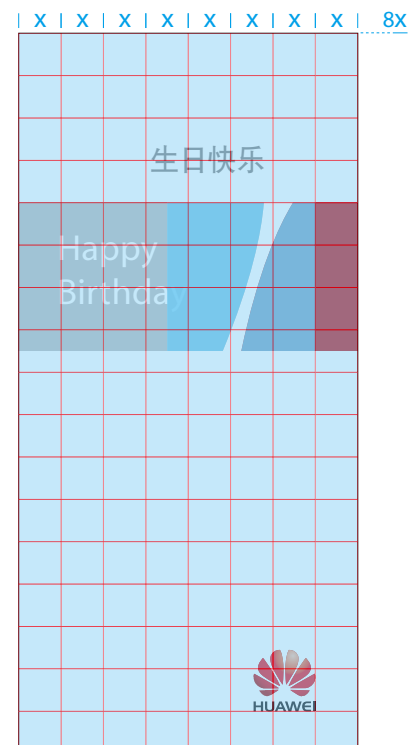
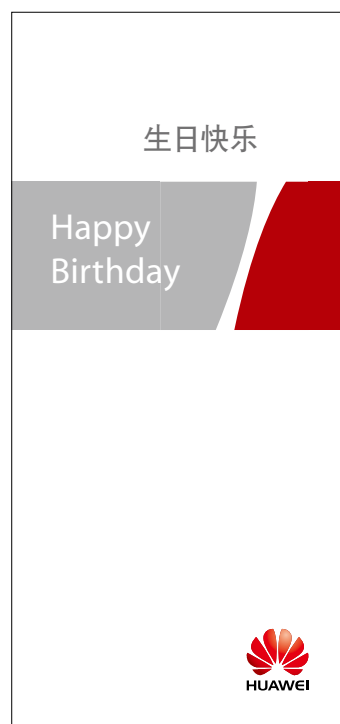
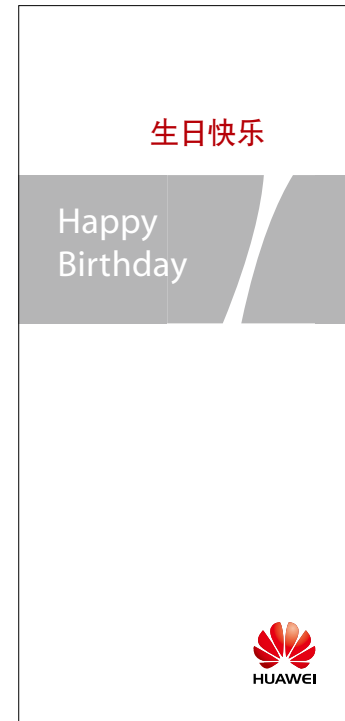
The proportions of the Design Element have been designed in such a way that all Birthday Cards use an 8X grid measurement, when in a vertical page format.

Please always use the digital master artwork supplied on the CD.

特殊情况下如设计生日贺卡时，可以如图所示将公司专用红色的面积超过全部应用面积的1/8。

生日贺卡页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。

务必直接使用附录光盘中的电子文件模板。



In special circumstances such as the Invitation Card, the use of Corporate Red may exceed more than one eighth of the applications total area as shown here. Please always use the digital master artwork supplied on the CD.

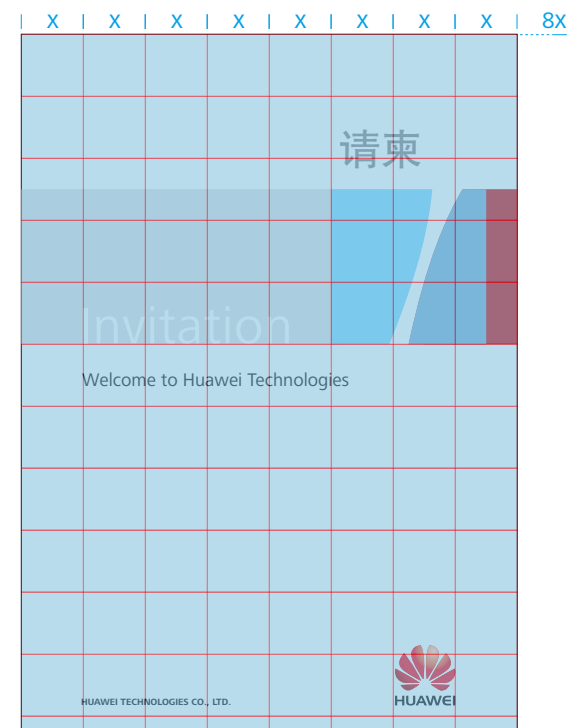
The proportions of the Design Element have been designed in such a way that all Invitation Cards use an 8X grid measurement, when in a vertical page format.

Please always use the digital master artwork supplied on the CD.

特殊情况如设计请柬时，可以如图所示将公司专用红色的面积超过全部应用面积的1/8。

请柬页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。

务必直接使用附录光盘中的电子文件模板。



The Pen example shown here is for visual reference only.

1 Brand Signature

The white horizontal Brand Signature format may be used in special circumstances where space is limited, as shown here.

Color reference for the background: 50K

本页笔的设计仅为视觉效果参考。

1 品牌标志

当空间有限时，笔上须使用反白横式品牌标志。

背景色参考色值：50K



The T-Shirt example shown here is for visual reference only. Any T-Shirt applications should be designed and implemented according to their specific use. Please refer directly to the Huawei Visual Identity Manager for any queries regarding design of T-Shirts. Please make sure all T-Shirt design follows the specific policy in this guide book.

Only two color Brand Signature can be used on T-shirts. When doing so the Brand Signature can never be printed on, it must always be embroidered or stitched on. The word “HUAWEI” of the Brand Signature should always appear in white on black T-shirts.

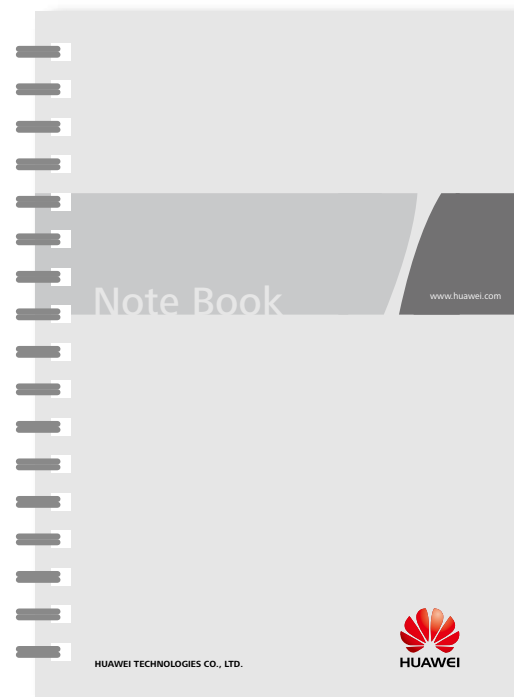
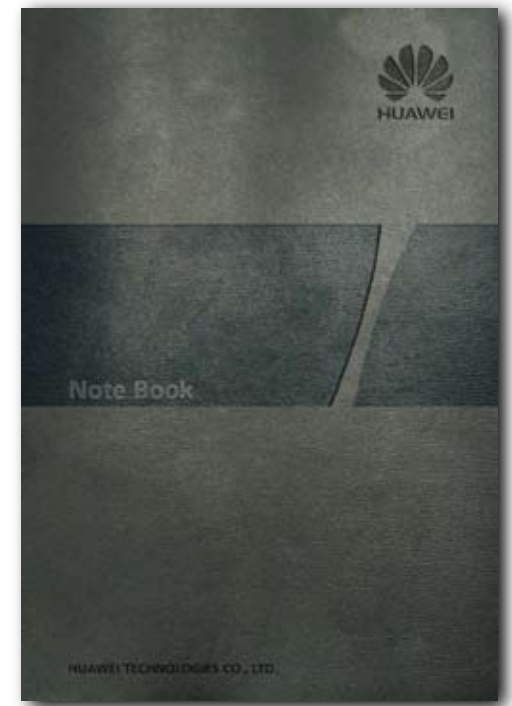
本页设计仅为视觉效果参考。所有T恤的应用请根据具体需要进行设计。任何有关T恤的设计问题，请与华为视觉识别系统负责人直接联系，并遵照本视觉识别手册中相关规定执行。

当在T恤上应用品牌标志时，必须使用两色标志，品牌标志不可印刷在织物上，而必须采用缝绣的方法。当在黑色背景T恤上应用时，标志中HUAWEI字体必须使用白色。



The examples shown here are for visual reference only. All Notebook applications should be designed and implemented according to their communication requirements.

本页设计仅为视觉效果参考。所有笔记本的应用请根据需要传达的信息来进行设计。



The Diploma example shown here is for visual reference only. Please ensure that the Diploma always uses the preferred vertical Brand Signature, and that it appears at the top of the page as shown.

本页设计仅为视觉效果参考。所有奖牌中须出现推荐的竖式品牌标志，且要如图所示置于正文上方。



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The examples shown here are for visual reference only. All Medal applications should be designed and implemented according to their communication requirements.

本页设计仅为视觉效果参考。所有奖章的应用请根据需要传达的信息来进行设计。

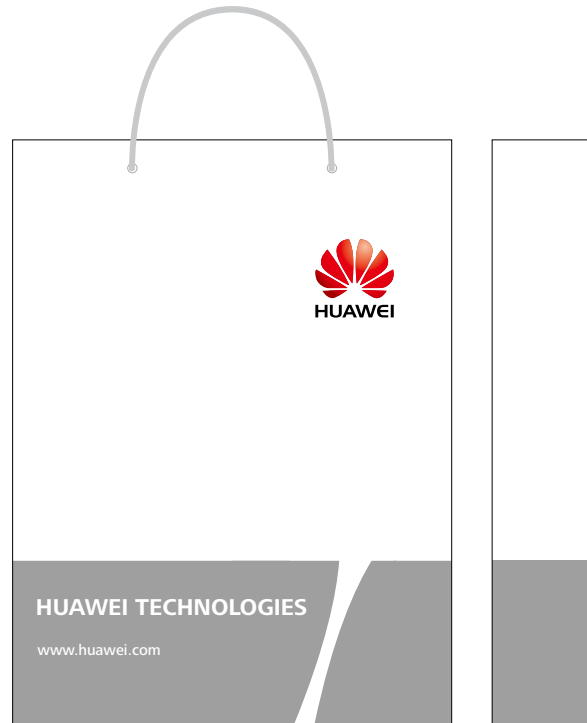


Shown here are the two Huawei handbag options.
Please always use the digital master artwork supplied on the CD.

Color reference for the handle: 45K

本页展示了华为手提袋的两种方案。
务必直接使用附录光盘中的电子文件模板。

挂绳推荐使用灰色，灰色参考色值：45K



The examples shown here are for visual reference only. All paper cup applications should be designed and implemented according to their communication requirements.

本页设计仅为视觉效果参考。所有纸杯的应用请根据需要传达的信息来进行设计。



1 Brand Signature

9mm Brand Signature aligned to the image on the left side.

2 Title

Typeface: FrutigerNext bold
Size: 12 pt
Color: 80% black

3 Name

Typeface: FrutigerNext bold
Size: 12 pt
Color: 100% black

4 Barcode Numbers

Typeface: FrutigerNext regular
Size: 14 pt
Color: 100% black

5 Belt

Color: C0 M0 Y0 K20

1 品牌标志

品牌标志大小为9mm，置于照片左侧。

2 标题

字体: FrutigerNext bold
大小: 25 pt
色彩: 80% 黑

3 名字

字体: FrutigerNext bold
大小: 12 pt
色彩: 100% 黑

4 条形码编号

字体: FrutigerNext regular
大小: 14 pt
色彩: 100% 黑

5 卡带

色彩: C0 M0 Y0 K20



Visitor ID Card

来宾卡

COLLATERALS
附带品

11.12

1 Brand Signature

9mm Brand Signature positioned lower right corner.

2 Title

Chinese Typeface: FZHei - 17 pt
English Typeface: FrutigerNext medium - 16 pt
Chinese Color: white
English Color: C0 M100 Y100 K30

3 Numbers

Typeface: FrutigerNext regular
Size: 11 pt
Color: 100% black

4 Company Name

Chinese Typeface: FZDaHei
English Typeface: FrutigerNext bold
Size: 6 pt
Color: 100% black

5 Body Text

Chinese Typeface: FZHei - 5 pt
English Typeface: FrutigerNext regular
FrutigerNext bold - 5 pt
Color: 100% black

6 Design Element

The proportions of the Design Element have been designed in such a way that visitor ID card use an 8X grid measurement, when in a vertical page format.

7 Belt

Color: C0 M100 Y100 K30

1 品牌标志

品牌标志大小为9mm，且必须置于右下角。

2 标题

中文字体：方正黑体- 17 pt
英文字体：FrutigerNext medium - 16 pt
中文色彩：白色
英文色彩：C0 M100 Y100 K30

3 编号

字体：FrutigerNext regular
大小：11 pt
色彩：100% 黑

4 公司名

中文字体：方正大黑
英文字体：FrutigerNext bold
大小：6 pt
色彩：100% 黑

5 正文

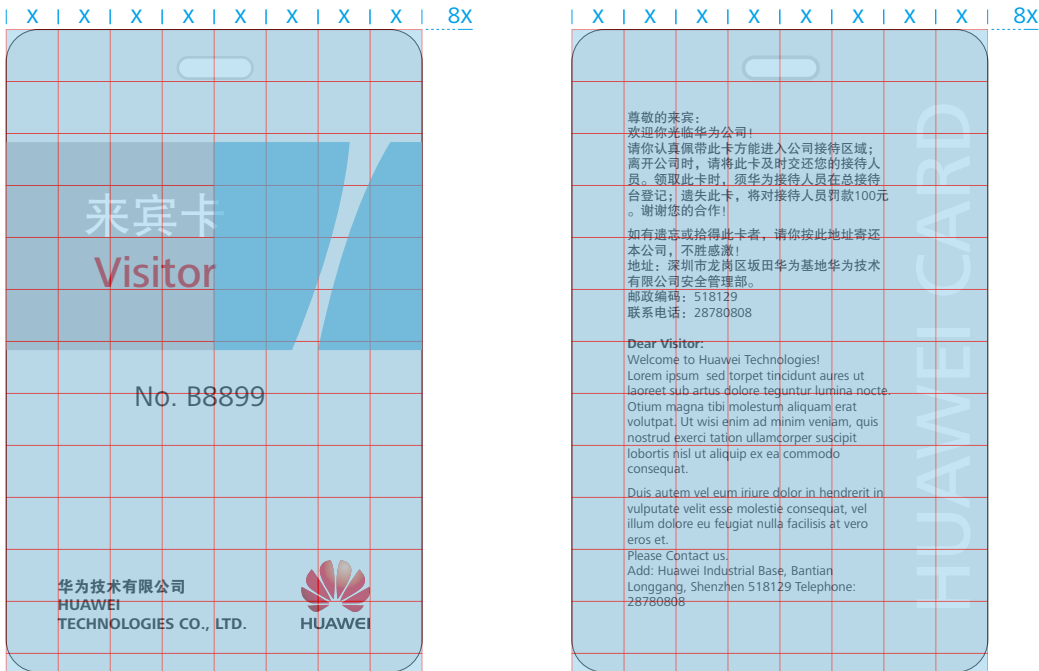
中文字体：方正黑体- 5 pt
英文字体：FrutigerNext regular
FrutigerNext bold- 5 pt
色彩：100% 黑

6 设计元素

来宾卡页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。

7 卡带

色彩：C0 M100 Y100 K30



7



10mm

Shown here are the two CD Cover options.

Please always use the digital master artwork supplied on the CD.

1 Brand Signature

15mm Brand Signature positioned lower right corner.

2 Title

Typeface: FrutigerNext medium (English)
or Hei (Chinese)
Size: 14 pt
Color: C0 M100 Y100 K30,
100% black, white

3 Company Name

Typeface: FrutigerNext bold
Size: 6 pt
Color: 100% black

4 Address

Typeface: DaHei, Hei, FrutigerNext bold,
FrutigerNext regular, FrutigerNext medium
Size: 7 pt
Color: 100% black, white

本页展示了光盘封面的两种方案。

务必直接使用附录光盘中的电子文件模板。

1 品牌标志

品牌标志大小为15mm，且必须置于右下角。

2 标题

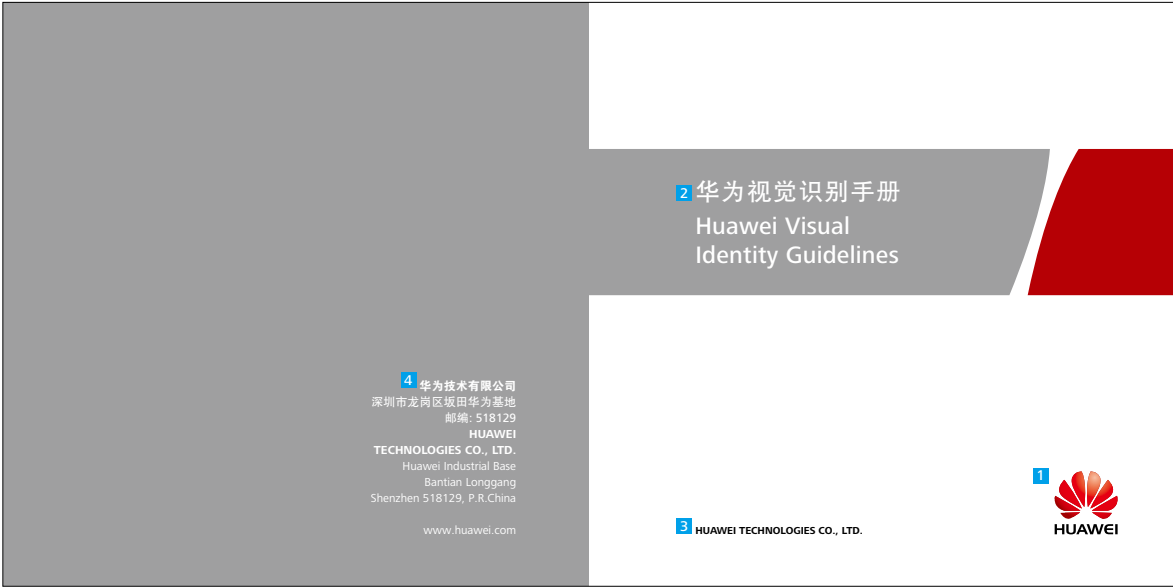
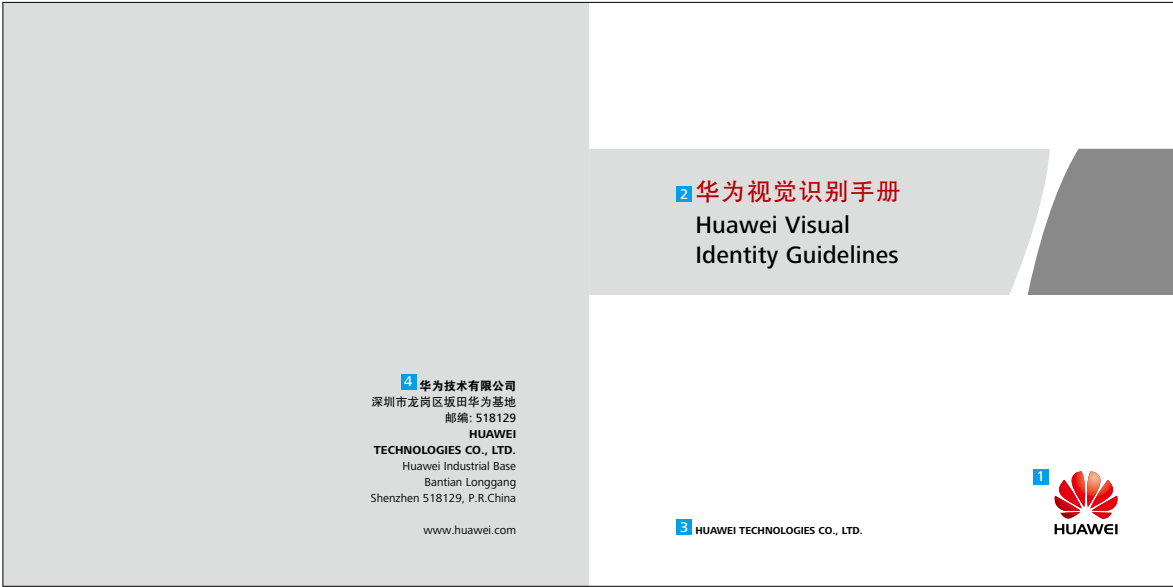
字体: FrutigerNext medium (英文)
或者黑体(中文)
大小: 14 pt
色彩: C0 M100 Y100 K30, 100% 黑, 白色

3 公司名字

字体: FrutigerNext bold
大小: 6 pt
色彩: 100% 黑

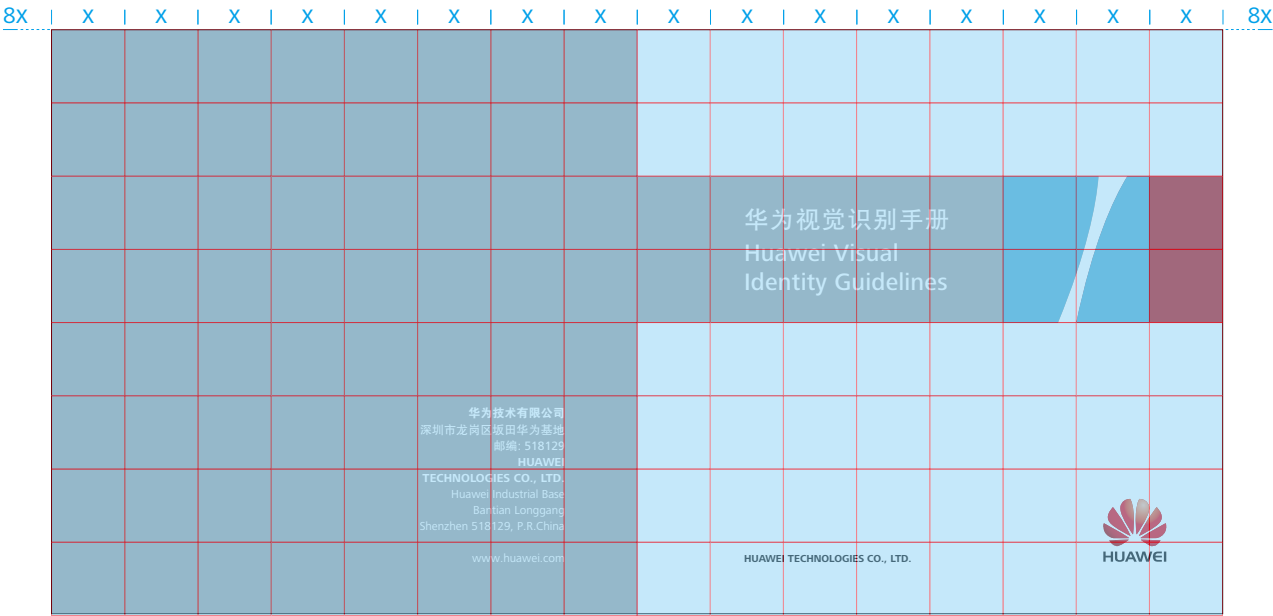
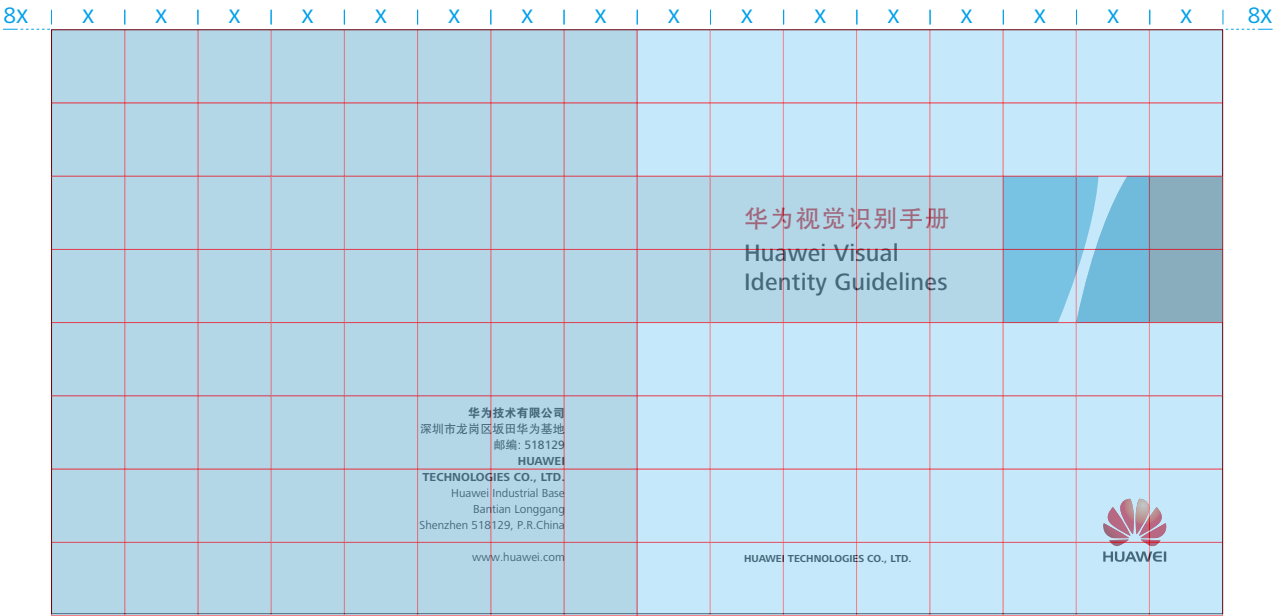
4 地址

字体: 大黑, 黑体, FrutigerNext bold, FrutigerNext regular, FrutigerNext medium
大小: 7 pt
色彩: 100% 黑, 白色



The proportions of the Design Element have been designed in such a way that CD cover use an 8X grid measurement, when in a vertical page format. Please always use the digital master artwork supplied on the CD.

光盘封面页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。务必直接使用附录光盘中的电子文件模板。



Shown here are the two CD design options.

Please always use the digital master artwork supplied on the CD.

1 Brand Signature

15mm Brand Signature is to appear on the top.

2 Company Name

Typeface: FrutigerNext bold

Size: 6.5 pt

Color: 100% black

本页展示了光盘设计的两种方案。

务必直接使用附录光盘中的电子文件模板。

1 品牌标志

品牌标志大小为15mm，置于光盘上方。

2 标题

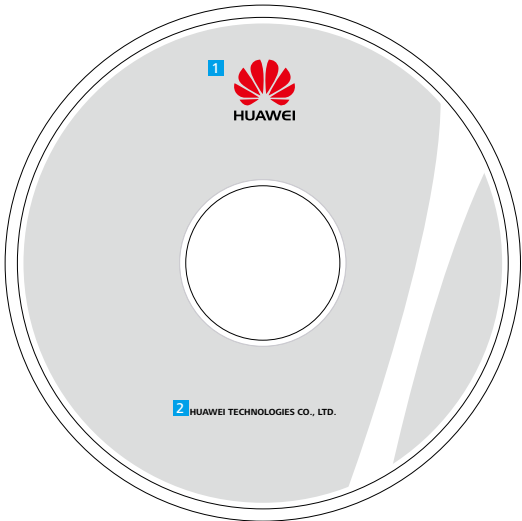
字体: FrutigerNext bold

大小: 6.5 pt

色彩: 100% 黑

Corporate CD-ROM

公司光盘



Blank CD-ROM

空白刻录光盘



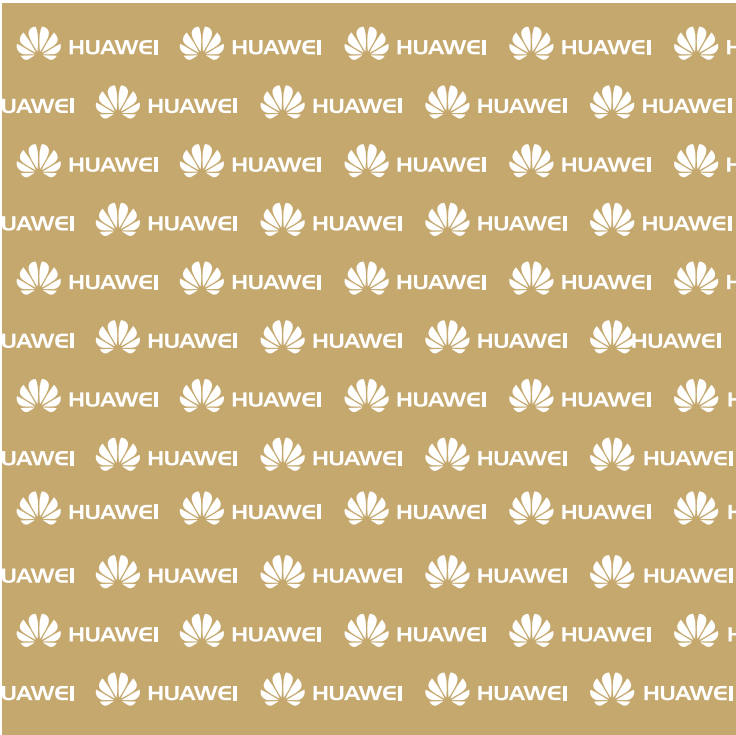
Shown here are the two Gift Wrapping design options.

Always use corporate colors and design colors for gift wrapping .

Please always use the digital master artwork supplied on the CD.

本页展示了包装纸设计的两种方案。
包装纸的颜色应采用公司色及辅助色。

务必直接使用附录光盘中的电子文件模板。



1 Brand Signature
9mm Brand Signature positioned lower right corner.

2 Title
Typeface: FZHei
Size: 14 pt
Color: 70% black

3 Numbers
Typeface: FrutigerNext medium
Size: 11 pt
Color: 100% black

4 Body Text
Chinese Typeface: FZHei
English Typeface: FrutigerNext medium
Size: 10 pt
Color: 70% black, 100% black

5 Design Element
The proportions of the Design Element have been designed in such a way that portable card use an 8X grid measurement, when in a vertical page format.

6 Company Name
Typeface: FZDaHei
Size: 6.5 pt
Color: 100% black

1 品牌标志
品牌标志大小为9mm，且必须置于右下角。

2 标题
字体: 方正黑体
大小: 14 pt
色彩: 70% 黑

3 编号
字体: FrutigerNext medium
大小: 11 pt
色彩: 100% 黑

4 正文
中文字体: 方正黑体
英文字体: FrutigerNext medium
大小: 10 pt
色彩: 70% 黑，100% 黑

5 设计元素
便携机个人卡页面宽度平均分为8个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。

6 公司名
字体: 方正大黑
大小: 6.5 pt
色彩: 100% 黑



The proportions of the Design Element have been designed in such a way that Airport Invitation use an 12X grid measurement, when in a vertical page format. Please always use the digital master artwork supplied on the CD.

Please always use the digital master artwork supplied on the CD.

机场接站牌页面宽度平均分为12个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。务必直接使用附录光盘中的电子文件模板。

务必直接使用附录光盘中的电子文件模板。

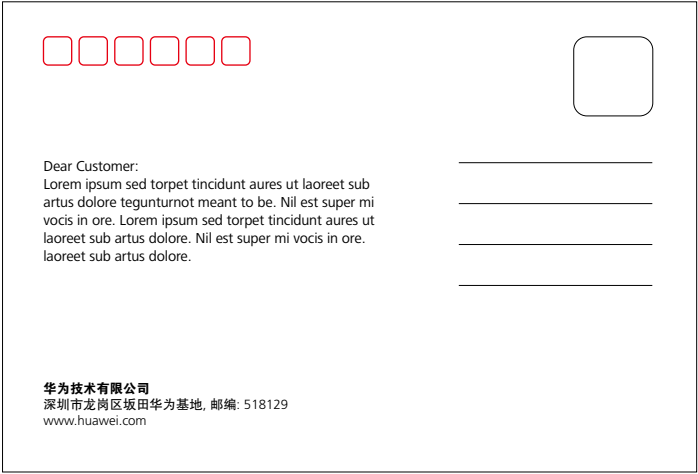


Shown here are the two post card design options.

Please always use the digital master artwork supplied on the CD.

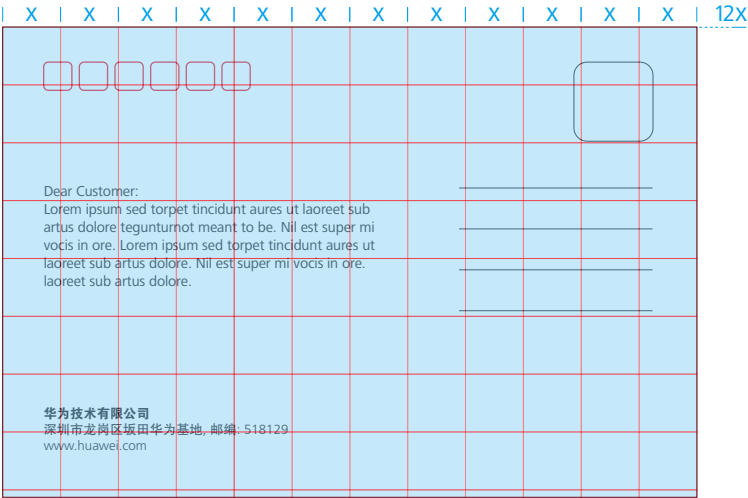
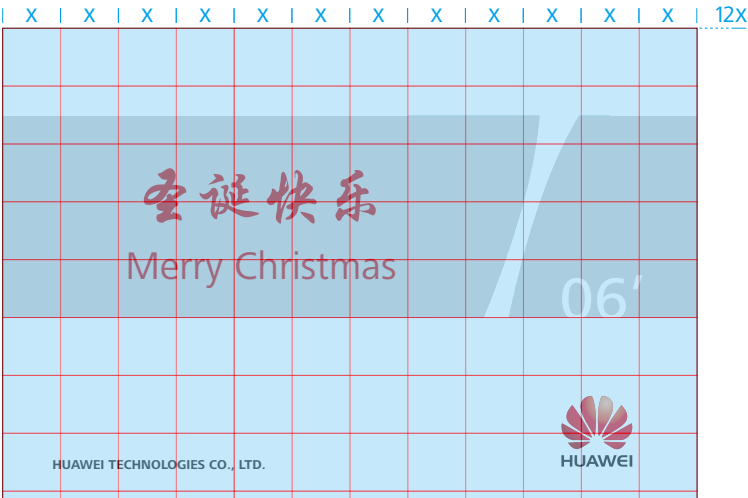
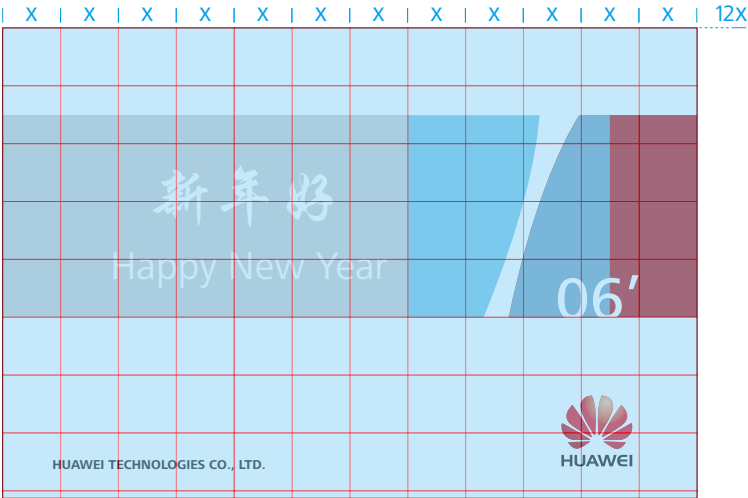
本页展示了明信片设计的两种方案。

务必直接使用附录光盘中的电子文件模板。



The proportions of the Design Element have been designed in such a way that all Compliment Slips use an 12X grid measurement, when in a vertical page format. Please always use the digital master artwork supplied on the CD.

问候卡页面宽度平均分为12个标准单位(X)。依此单位在页面上划分正方形网格，设计元素在版面中的尺寸以正方形网格为标准单位，并尽可能与网格线对齐。务必直接使用附录光盘中的电子文件模板。

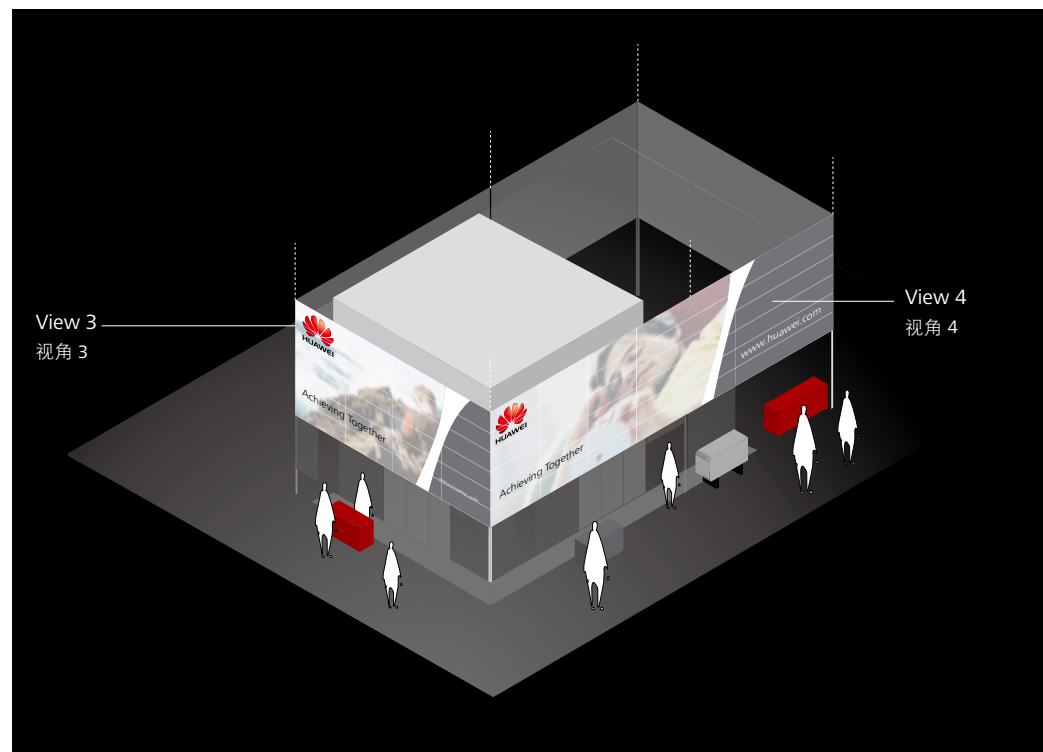
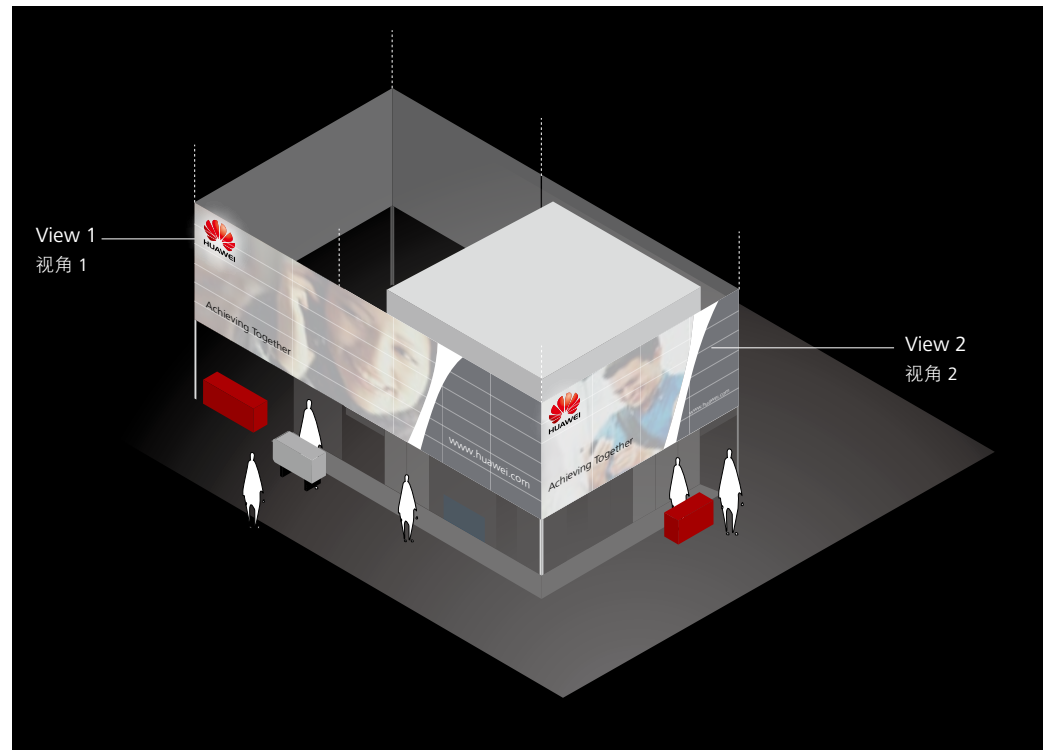


12.0 Exhibition

展览

The example shown here is for visual reference only. All plan Layout applications should be designed and implemented according to their specific location and communication requirements.

本页设计仅为视觉效果参考。所有展板版式的应用请根据展示的具体环境和需要传达的信息来进行设计。



In special circumstances such as Exhibition design, the Brand Signature can appear in the left area of the Design Element as shown here.

If the Brand Signature is to appear with a background image, please make sure it remains legible at all times by following the specific Huawei color/background policy in this guide book.

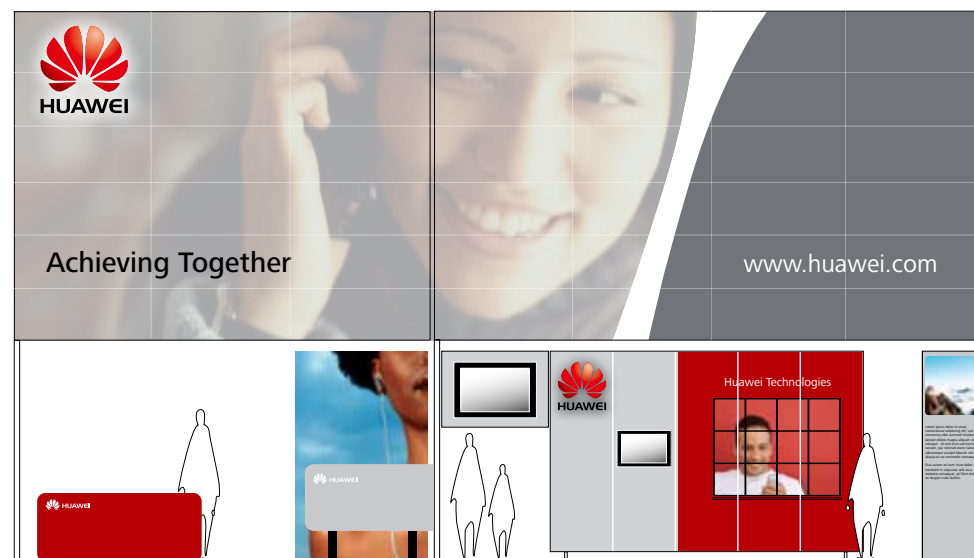
The example shown here is for visual reference only. All plan layout applications should be designed and implemented according to their specific location and communication requirements.

在特殊情况下，如展板设计中，可以如图所示将品牌标志置于设计元素的左区域。

如果品牌标志的背景为图片，请确保其清晰可辨，并遵照本手册中有关华为颜色和背景的相关规定。

本页设计仅为视觉效果参考。所有展板版式的应用请根据展示的具体环境和需要传达的信息来进行设计。

View 1
视角 1



View 2
视角 2



In special circumstances such as Exhibition design, the Brand Signature can appear in the left area of the Design Element as shown here.

If the Brand Signature is to appear with a background image, please make sure it remains legible at all times by following the specific Huawei color/background policy in this guide book.

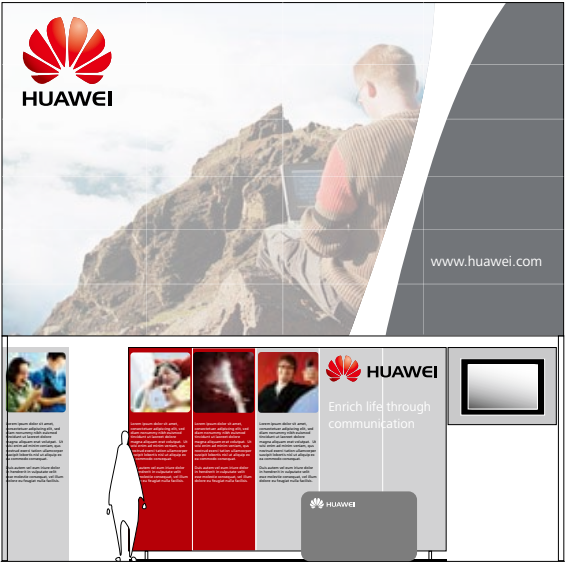
The example shown here is for visual reference only. All plan layout applications should be designed and implemented according to their specific location and communication requirements.

在特殊情况下，如展板设计中，可以如图所示将品牌标志置于设计元素的左区域。

如果品牌标志的背景为图片，请确保其清晰可辨，并遵照本手册中有关华为颜色和背景的相关规定。

本页设计仅为视觉效果参考。所有展板版式的应用请根据展示的具体环境和需要传达的信息来进行设计。

View 3
视角 3



View 4
视角 4

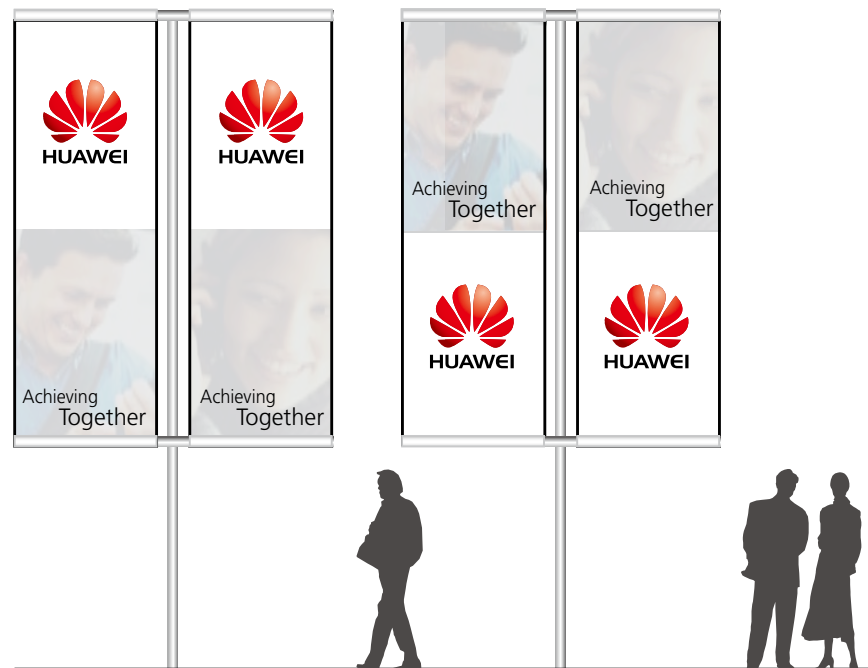
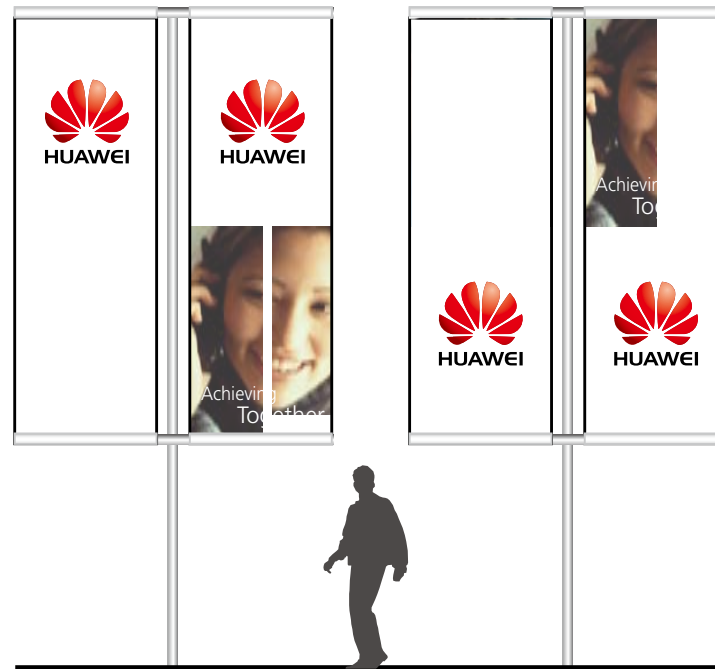


When placing an image on a flag design, please ensure that it covers at least 50% of the total surface area.

The example shown here is for visual reference only. All flag applications should be designed and implemented according to their specific location and communication requirements.

在应用图片设计挂旗时，请确保图片占挂旗全部面积的至少50%。

本页设计仅为视觉效果参考。所有挂旗的应用请根据展示的具体环境和需要传达的信息来进行设计。



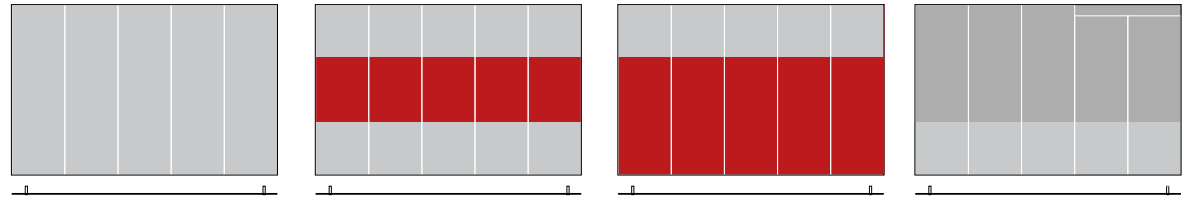
The example shown here is for visual reference only. All panel layout applications should be designed and implemented according to their specific location and communication requirements.

Always use corporate colors for panel layout background.

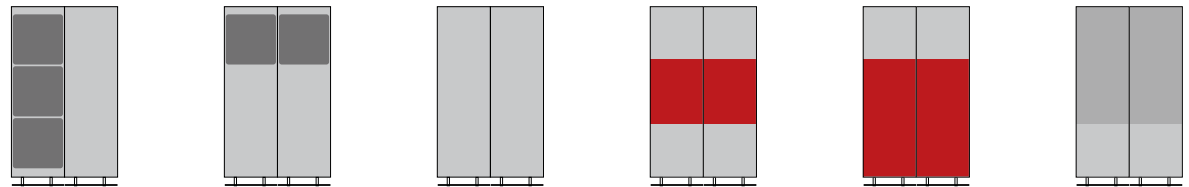
本页设计仅为视觉效果参考。所有展板版式的应用请根据展示的具体环境和需要传达的信息来进行设计。

展板的背景颜色应尽量使用公司色。

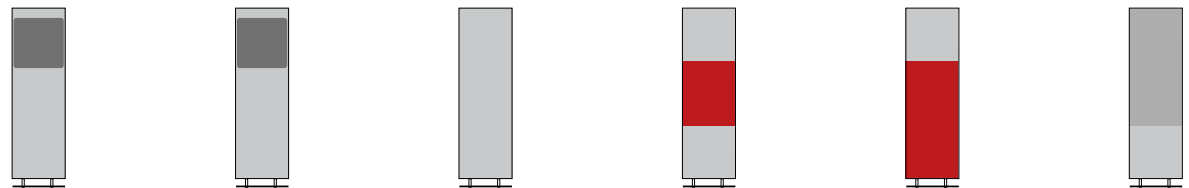
Multiple Panel Layout 多组展板



Double Panel Layout 双组展板



Single Panel Layout 单组展板

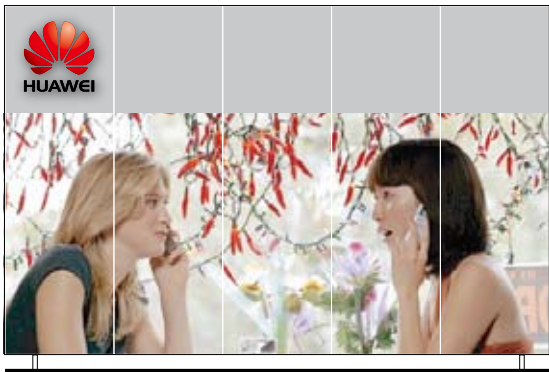
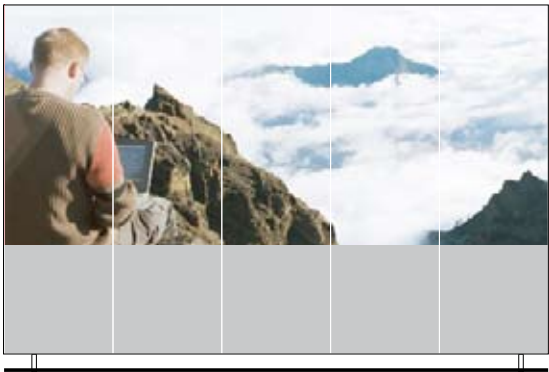


The example shown here is for visual reference only. All multiple panel layout applications should be designed and implemented according to their specific location and communication requirements.

Always use corporate colors for panel layout background. All imagery should adopt the Huawei brand core values and personality.

本页设计仅为视觉效果参考。所有多组展板版式的应用请根据展示的具体环境和需要传达的信息来进行设计。

多组展板的背景颜色应尽量使用公司色。应用图片时，所有图片必须符合华为品牌核心价值和个性。

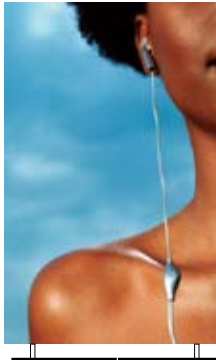
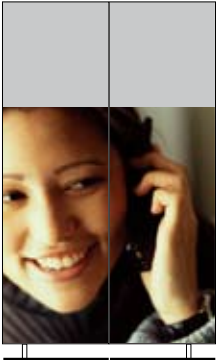
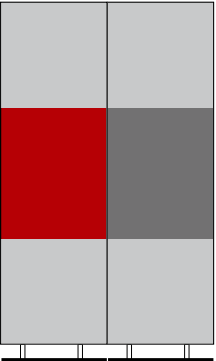


The example shown here is for visual reference only. All double panel layout applications should be designed and implemented according to their specific location and communication requirements.

Always use corporate colors for panel layout background. All imagery should adopt the Huawei brand core values and personality.

本页设计仅为视觉效果参考。所有双组展板版式的应用请根据展示的具体环境和需要传达的信息来进行设计。

双组展板的背景颜色应尽量使用公司色。应用图片时，所有图片必须符合华为品牌核心价值 and 个性。

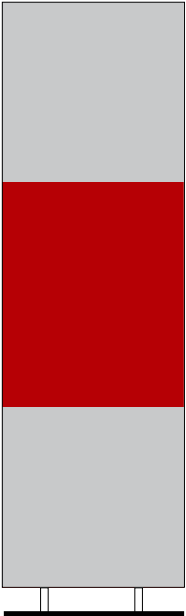
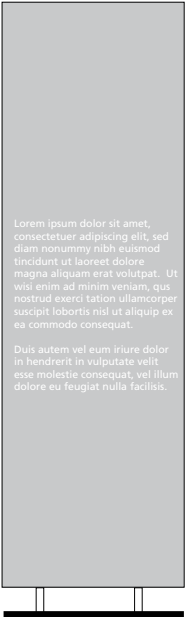
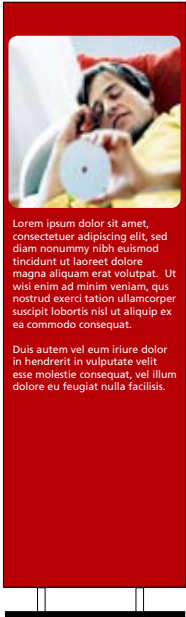
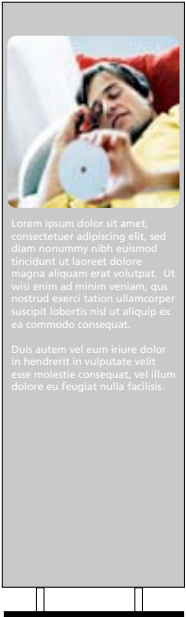


The example shown here is for visual reference only. All single panel layout applications should be designed and implemented according to their specific location and communication requirements.

Always use corporate colors for panel layout background. All imagery should adopt the Huawei brand core values and personality.

本页设计仅为视觉效果参考。所有单组展板版式的应用请根据展示的具体环境和需要传达的信息来进行设计。

单组展板的背景颜色应尽量使用公司色。应用图片时，所有图片必须符合华为品牌核心价值 and 个性。



Glossary Of Terms

词汇

Glossary of Terms

Branding and Marketing Terms

Brand

A definable set of values uniquely associated by people with a particular product, service or company trade mark.

Brand Identity

The visual ways in which a brand presents itself, i.e. through a distinctive name, letterform or symbol.

Brand Positioning

The defining and managing of what a brand represents in the minds of customers, in relation to the competition.

Brand Values

The essence of a brand, usually expressed in a small number of key words, e.g. progressive, responsive and efficient.

Brand Signature

A graphic device which uniquely identifies an organisation, company, brand or product. It can be a combination of letterforms and a symbol.

Corporate Brand

Term used to describe a company or organisation which has attained brand status.

Corporate Image

The mental picture people form of a company – partly controlled by the company itself (e.g. visual identity), and partly by external influences (e.g. press and public opinion).

Registered Trade Mark

A Sign capable of being represented graphically which distinguishes a company, product or service from another.

Sub-brand

A distinctive element that uniquely identifies a separate product/service offer to a distinct target customer.

Tagline

A key phrase which encapsulates what the company does and how it does it. It can be used in both corporate and promotional contexts.

Visual Identity

The sum of all the visual elements used by a company to distinguish itself from its competitors.

Production Terms

Artwork

The base materials from which printing films and plates are produced.

Baseline

The line (not printed) on which letters sit or align.

Bleed

That part of an image that extends up to and beyond the trimmed edge of a page.

Bromide

An image or text in black and white, reproduced on photosensitive paper, used in the production of artwork.

Coated/Uncoated

Coated is a general term used for paper on which the surface has a mineral coating applied which gives a smooth finish; uncoated paper does not have this extra coating applied.

Cropping

Selecting an area of a image or illustration to fit into a defined space.

Film

Transparent plastic materials, usually cellulose acetate, which can be coated with light-sensitive emulsion for imageic recording of an image.

Font

The complete character set of a particular typeface.

Four color process

A method of printing which achieves a full color appearance in image or illustration by using the four process printing colors: cyan, magenta, yellow and black (CMYK).

Gloss

A shiny surface on paper or ink.

Grid

A measuring guide set up for page layouts to help ensure consistency, show type column widths, picture areas etc, but are never actually printed themselves.

Kerning

Increasing or decreasing the space between individual typeface characters.

Keyline

An outline which defines the size and position of printing or non-printing image.

Baseline

Horizontally formatted i.e. width greater than height.

Line spacing

The space between lines of text (from baseline to baseline).

Letterspacing

The space between individual typeface characters.

Lowercase

Small letters (a, b, c).

Pantone or PMS

Internationally accepted color matching/ mixing system.

Point or pt

Typographical measurement in the US and UK, equivalent to 0.351mm.

Portrait

Vertically formatted, i.e. height greater than width.

Print

A copy of a image on photo-sensitive paper.

Proof

A test print provided by the printer so you can check quality/color etc. before asking the printer to proceed with actual printing.

Serif and Sanserif

Serifs are the short, fine lines at the ends of main strokes of characters in a typeface. Sanserif typefaces do not have serifs.

Stock

Type of paper or card.

Tint

The effect achieved by breaking up a color into a percentage, using dots, which allows white paper to show through (sometimes referred to as tint laying).

Transparency

A imageically developed image on transparent film. The term usually refers to a positive image in color, though it is also applicable to any image on a transparent base.

Typeface or Type

A complete set of letterforms and other characters (e.g. numerals and punctuation)

which has been designed in a specific and distinctive way.

Type style

The particular design or 'cut' of a typeface (e.g. roman, italic, condensed or extended).

Type weight

The thickness or width of a typeface (e.g. light, regular, bold or black).

Typography

The art, design and general appearance of printed matter using type.

Uppercase

Capital letters (A, B, C).

Weight

(of paper stock) Weight or grammage of a sheet of paper, normally expressed in gsm (grammes per square metre).

Wordspacing

The space between individual words.

品牌运作和营销专业词汇

品牌

人为的与某特定产品，服务或公司商标有独特联系的可定义价值观集合。

品牌识别

品牌表达自身的视觉途径，如通过独特的名字，字型或符号。

品牌定位

在竞争的环境中，定义和管理在顾客心目中品牌所代表的内容。

品牌价值观点

品牌的精华所在，往往通过很少的几个关键字表达，如进步，灵活反应以及效率。

品牌标志

独特地用于确定一个组织，公司，品牌或产品的图形手段。可以是字型和符号的组合。

企业品牌

用于描述已达到品牌地位的公司或组织的术语。

企业形象

人们对于一个公司形成的心理图像，部分由公司自身控制（如视觉识别），部分控制于外部影响（如报道及公众舆论）。

注册商标

能够在图形表达上与其他公司，产品或服务相区分的符号。

子品牌

特别的元素以识别提供给不同目标客户的不同产品／服务。

标志语

概括公司所做之事及如何去做的关键语句。既能用于企业又能用于促销环境。

视觉识别

公司用于将自身区别于其竞争对手的所有视觉元素的总和。

制作专业词汇

完稿

用于印刷出片制版的基础材料。

基准线

用于文字位置或对齐的线（不印出来）。

（插图）出血

图像中扩出／超过页面切边的部分。

照相稿

复制在照相纸上的黑白图像或文字，用于完稿的制作。

上光／未上光

上光泛指纸张表面有一矿物涂层而带有光滑抛光效果。未上光纸张不带有这种额外的涂层。

切齐

选择图片或插图的一部分放入确定尺寸的位置。

胶片

透明的塑料材料，通常是涂有可记录图像的照相感光乳剂的醋酸纤维素。

字库

对特定字体的完整的字符集合。

四色制版法

一种印刷的方法，通过四色制版印刷颜色：兰，红，黄，黑（CMYK），可全色体现图片或插图的效果。

光泽

纸张或油墨具有发光的表面。

照排

用于建立整页编排设计的测量准则，帮助确保一致性，表示字栏的宽度，图片的区域等，但在实际印刷时不印出自身。

（西文）字母紧排

增加或减少每个字符间的空间。

基线

定义印刷和非印刷图像的尺寸和位置的边线。

横长型开本

水平格式，例如宽度大于高度。

行距

正文行之间的空间（从基准线到基准线）。

字距

每个字符间的空间。

小写字体

小写字母（a,b,c）。

Pantone 专色或 PMS

国际通用的配色系统。

点或pt

美英的排字计量，等于0.351毫米。

纵长页

垂直形式，如高度大于宽度。

晒印

在感光纸上复制图片。

打样稿

在印刷商开始实际印刷前，由其提供的印刷试样让你检查质量和颜色等。

衬线和无衬线

衬线为字体符号主要粗线末梢的细短线条。无衬线字体就无这种衬线。

纸张规格

纸张或卡片的类型。

淡色

利用网点，让白纸透背而将颜色拆分为一定的比率，（有时指铺底纹）。

透明阳图片

在透明胶片上的照相显影图片。尽管也指任何在透明底片上的图像，但该术语通常指有色彩的正像。

字体或字

有关已经过设计的特色字母及其他字符（如数字，标点）的完整集合。

字体风格

对字体的特别设计或处理（如罗马体，斜体，窄体或扁体）。

字体重量

字体的稠密度或宽度（如轻，常规，粗体或黑体）。

排印

利用印刷字体印刷物品的工艺，设计和总体外表。

大写

大写字母（A,B,C）。

令重

（为纸张规格）单张纸的重量，通常以克表达（每平方米的克数）。

字空

每个单独的字之间的空间。

华为视觉识别手册
Huawei Visual
Identity Guidelines

HUAWEI TECHNOLOGIES CO., LTD.

