



# Yippi Brand Identity Guidelines

Yippi品牌形象规范

# PERFACE | 前言

This guide is intended to standardize the use of the Yippi brand and to ensure its integrity and consistency. It applies to all Yippi team departments, as well as third-party companies and partners.

The brand identity guidelines specify how to use the Yippi logo correctly and provide examples of its application in different scenarios.

本指引旨在规范 Yippi 品牌形象的正确使用, 确保品牌的完整性与一致性。  
适用对象包括 Yippi 的所有部门, 以及第三方公司与合作伙伴。

本品牌形象规范对标志在不同场景中的使用规范作出说明, 并提供应用示例。  
各类设计应用请严格遵循本指引。

# CONTENTS | 目录

## Part 1 - Yippi Story | Yippi的由来

1.0	Introduction   介绍	01
1.1	Vision & Mission   愿景&使命	02
1.3	Brand Tone   品牌语调	03

## Part 2 - Yippi Applications | Yippi引用

2.0	Logo   商标	
2.0.1	Yippi logo   商标	04
2.0.2	Spacing & Minimum size   不可侵入范围和最小引用尺寸	05
2.0.3	Inappropriate use of logo   商标错误使用示例	06
2.1	Color   颜色	07
2.2	Typography   字体设计	
2.2.1	Typeface   字体	08
2.3	Reaction Icons   表情包	09

## Part 3 - Yippi Toolkits | Yippi工具包

3.0	Traditional   传统	
3.0.1	Brand Stationery   品牌文具	10
3.0.2	Billboard   广告牌	11
3.0.3	Bunting   门型展架	12
3.1	Digital   数字	
3.1.1	Social Media   社交媒体	13
3.1.2	Website   网站	14

# PART 1

## Part 1 - Yippi Story | Yippi的由来

1.0 Introduction | 介绍

1.1 Vision & Mission | 愿景&使命



# INTRO | 介绍

This guide is designed to standardize the use of the Yippi brand, ensuring its integrity and consistency across all communications. It applies to all Yippi team departments, as well as third-party companies and partners.

The brand identity guidelines outline the correct specifications for using the Yippi logo and provide examples of its application in various situations.

本指南旨在规范 Yippi 品牌的使用, 确保品牌在所有沟通中的完整性与一致性。适用范围涵盖 Yippi 团队的各个部门, 以及第三方公司和合作伙伴。

品牌形象指南详细说明了 Yippi 标志的正确使用规范, 并提供了在不同场景中的应用示例。



# VISION & MISSION

## Vision :

To rank among the world' s top 200 Nasdaq companies by 2028.

## Mission :

Build Asia' s leading Internet economy ecosystem.

Empower individuals and SMEs with an entrepreneurial platform.

Advance technology to benefit society.

# 愿景&使命

## 愿景 :

在 2028 年跻身全球纳斯达克市值前 200 强。

## 使命 :

打造亚洲领先的互联网新经济生态；

为个人与中小企业提供创业平台；

推动科技进步,造福社会。

开  
创  
下  
一  
代

# BRAND TONE

**Friendly** – Communicate with warmth and approachability, as if speaking with a friend.

**Inspirational** – Share messages that uplift, motivate, and spark positive energy.

**Progressive** – Express innovation and forward-thinking, showing that Yippi is always evolving with the times.

# 品牌语调

**友好** — 以温暖、平易近人的方式交流，就像与朋友对话。

**激励** — 传递能够鼓舞人心、激发积极能量的信息。

**进取** — 展现创新与前瞻性，体现 Yippi 不断与时俱进的发展精神。



# PART 2

## Yippi Applications | Yippi引用

- 2.0 Logo | 商标
  - 2.0.1 Vippi logo | 商标
  - 2.0.2 Spacing & Minimum size | 不可侵入范围和最小引用尺寸
- 2.1 Color | 颜色
- 2.2 Typography | 字体设计
  - 2.2.1 Typeface | 字体
- 2.3 Reaction Icons | 表情包



## Yippi Logo |

The Yippi logo symbolizes conversation and instant messaging.

It represents the connection of people around the world and the idea of letting the world know you.



## Yippi 商标

Yippi 标志象征着对话与即时通讯，体现了连接全球用户的理念，并传达“让世界认识你”的品牌精神。



Full color  
全色



Reverse color  
反色



Black & white  
黑白色



Reverse black & white  
黑白色(反)

## Spacing & Minimum size |

Always maintain a clear space around the Yippi logo to protect it from visual clutter and ensure maximum impact. No other elements should intrude into this area.

For sizing, the logo should always remain legible and proportionate. While it can be scaled for different applications, it must never be reduced below the specified minimum size shown in the guide.

## 不可侵入范围和最小引用尺寸

在 Yippi 标志周围必须始终保持足够的留白空间, 以避免视觉干扰并确保标志的最佳呈现。任何其他元素都不得进入此区域。

在尺寸方面, 标志应保持清晰可辨和比例协调。虽然可以根据不同应用进行缩放, 但不得小于本指南所示的最小尺寸。



Measure the circle of the “p”, clear space to be the size of the circle in “p”

测量“p”的圆圈, 清晰空间的大小应该等于“p”圆圈的大小。

Print



Digital



## Inappropriate use of logo |

Several examples of inappropriate use of the logo are shown here.

## 商标错误使用示例

此页面列举了商标错误使用示例, 请勿出现以下各类错误。



Don't stretch the logo  
请勿任意拉伸商标



Don't add an outline  
请勿添加



Don't use non-approved colours  
请勿使用未经批准的颜色



Don't produce 3D version  
请勿立体化商标



Don't use gradient or feathering effect  
请勿使用渐色或羽化效果



Don't change the proportions of logo  
请勿改变商标的比例位置



Don't use drop shadow  
请勿添加阴影



Don't place the logo on a background without sufficient contrast  
请勿把商标放在同色列的图案上

## Color pallete |

The primary color specifications for the Yippi logo are defined here.

Always use the official brand colors as provided. Do not alter, adjust, or substitute them in any way.

## 颜色板

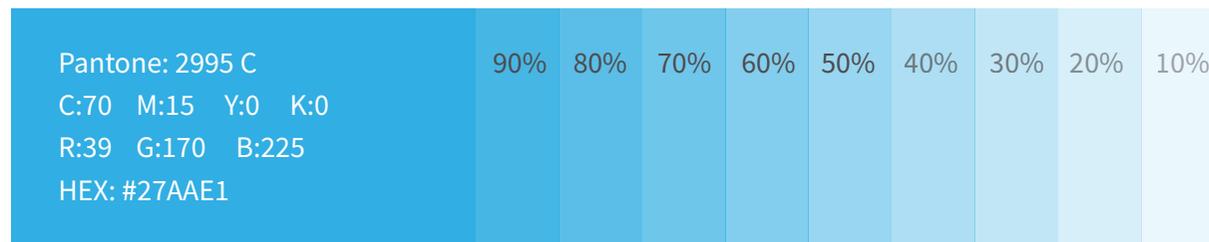
本页规定了 Yippi 标志的标准色彩规范。

必须严格使用品牌指定的标准色, 禁止使用非标准色或随意更改标志颜色。

### Primary color

Pantone: 2995 C  
C:70 M:15 Y:0 K:0  
R:39 G:170 B:225  
HEX: #27AAE1

### % Tints 90 – 10 (only for web & app)



### Secondary colors



Pantone: 2995 C  
HEX: #27AAE1  
R:39 G:170 B:225  
C:70 M:15 Y:0 K:0



Pantone: 2995 C  
HEX: #27AAE1  
R:39 G:170 B:225  
C:70 M:15 Y:0 K:0



Pantone: 2995 C  
HEX: #27AAE1  
R:39 G:170 B:225  
C:70 M:15 Y:0 K:0



Pantone: 2995 C  
HEX: #27AAE1  
R:39 G:170 B:225  
C:70 M:15 Y:0 K:0



Pantone: 2995 C  
HEX: #27AAE1  
R:39 G:170 B:225  
C:70 M:15 Y:0 K:0



Pantone: 2995 C  
HEX: #27AAE1  
R:39 G:170 B:225  
C:70 M:15 Y:0 K:0



Pantone: 2995 C  
HEX: #27AAE1  
R:39 G:170 B:225  
C:70 M:15 Y:0 K:0



Pantone: 2995 C  
HEX: #27AAE1  
R:39 G:170 B:225  
C:70 M:15 Y:0 K:0



Pantone: 2995 C  
HEX: #27AAE1  
R:39 G:170 B:225  
C:70 M:15 Y:0 K:0



Pantone: 2995 C  
HEX: #27AAE1  
R:39 G:170 B:225  
C:70 M:15 Y:0 K:0

## Typeface |

Typography is a key element of brand identity. Just like other visual elements, it helps convey mood, personality, and professionalism.

It is essential to use the designated typefaces consistently to represent the company's image accurately.

## 字体

字体排版是品牌形象的重要组成部分。与其他视觉元素一样，它能够传达情感、个性与专业感。

统一、规范地使用指定字体，对准确展现公司的品牌形象至关重要。

Montserrat

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Montserrat Thin  
Montserrat Light  
Montserrat Regular  
*Montserrat Regular Italic*  
Montserrat Medium

Montserrat SemiBold  
**Montserrat ExtraBold**  
***Montserrat ExtraBold Italic***  
**Montserrat Black**

ExtraBold SemiBold Regular Light  
**LET THE WORLD KNOW YOU**

— ENGLISH

Noto Sans Sc

**YIPPI提供社交与通讯服务、  
直播与电商平台等的免费应用。**

Noto Sans Sc Thin  
Noto Sans Sc Light  
Noto Sans Sc Regular

电技  
贴图  
电商

Noto Sans Sc Medium  
**Noto Sans Sc Bold**  
**Noto Sans Sc Black**

直播  
通讯  
社交

Black Bold Regular Thin  
**让世界认识你**

— CHINESE

## Reaction Icons |

Reaction icons extend the Like button, giving people more ways to quickly and easily express their response to a post.

The set includes Like, Love, Wow, Awesome, Sad, and Angry.

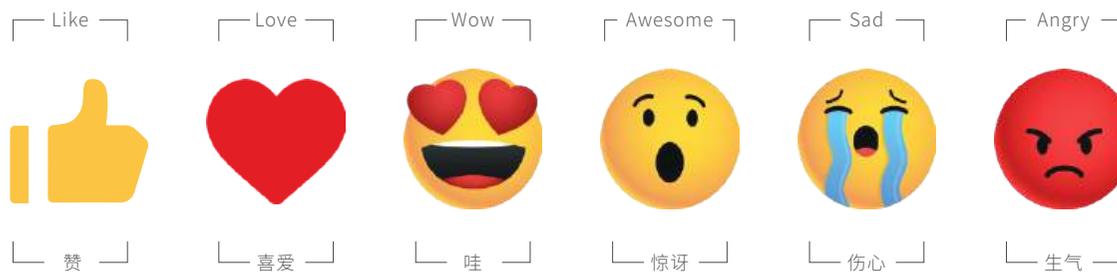
Do not use the Reaction icons outside the context of Yippi products, whether in animated or static form, for any marketing purposes.

## 表情包

表情包是对 Like 按钮的延伸, 使用户能够更快捷、更多样化地表达对帖子的反应。

该系列包括:赞、喜爱、哇、惊讶、伤心、和生气。

请勿在 Yippi 产品的使用场景之外 (无论是动态还是静态形式) 将表情包用于任何营销活动。



Use Reactions only as they are designed and exactly as they function within the Yippi user interface.

表情包仅可按照其在 Yippi 界面中的设计与功能使用。

# PART 3

## Yippi Brand Stationery | Yippi工具包

### 3.0 Traditional | 传统

3.0.1 Stationery | 品牌文具

3.0.2 Bunting | 门型展架

3.0.3 Billboard | 广告牌

### 3.1 Digital | 数字

3.1.1 Social Media | 品牌文具

3.1.2 Website | 广告牌



# STATIONERY

Our stationery set, including business cards, envelopes, and letterheads, reflects Yippi's professional identity. Consistent use of the logo, colors, and typography ensures a unified brand image across all corporate communications.

## 品牌文具

我们的文具套装, 包括名片、信封和信纸, 体现了 Yippi 的专业品牌形象。在所有企业沟通中统一使用标志、颜色与字体, 以确保一致的品牌呈现。



# BUNTING

buntings are an effective way to promote the Yippi brand during events, campaigns, and in high-traffic areas. They should be designed to attract attention while maintaining a clean and professional look.

Always use the official logo, colors, and typography. Ensure the design is simple and readable from a distance.

## 吊旗

户外吊旗是在活动、宣传及人流密集区域推广 Yippi 品牌的有效方式。设计应醒目简洁，同时保持专业感。

必须使用官方标志、标准色彩和字体。保证设计简洁，远距离也能清晰辨认。



# BILL-BOARD

Outdoor billboards provide high visibility and allow the Yippi brand to reach a wide audience in public spaces. Designs must be bold, clear, and consistent with brand identity to maximize impact.

Keep messaging short and impactful for quick readability. Avoid overcrowding with excessive information or images.

## 广告牌

户外广告牌具有高度的可见性,可在公共空间向广大受众传达 Yippi 品牌。设计应醒目、简洁,并与品牌形象保持一致,以达到最大效果。

保证文字与背景之间有足够对比度,以确保清晰度。避免在广告牌上堆积过多信息或图像。



## Social media templates |

Social media is one of the most important channels for communicating the Yippi brand.

Templates help ensure a consistent look and feel across all platforms while allowing flexibility for different types of content.

## 社交媒体模板

社交媒体是传播 Yippi 品牌的重要渠道。

统一的模板有助于在各个平台保持一致的视觉风格, 同时兼顾不同类型内容的灵活性。



## Website |

The website is the primary digital touchpoint of the Yippi brand. It must deliver a seamless user experience while reflecting the brand's identity consistently.

## 网站

官方网站是 Yippi 品牌最核心的数字化接触点, 需在确保流畅用户体验的同时, 保持统一的品牌形象。

