

中国西部科技创新港视觉识别手册

Visual Identity Guidelines

形成统一、清晰的品牌形象，有助于中国西部科技创新港充分展现其学校形象和精神。中国西部科技创新港视觉识别手册定义了基本元素，应充分理解并切实执行本手册规范。本手册旨在解释视觉形象在实践中的内涵，概括基本原则及规范以正确指导应用。这本手册还将有助于保持学校视觉形象传播的一致性，并有助于在特定环境中创造具有学校相关性和差异性的视觉形象。

To form a unified and clear brand image is helpful for IHARBOUR to fully show its school image and spirit. The basic elements are defined in the visual Identification manual of IHARBOUR, which should be fully understood and implemented. The purpose of this manual is to explain the meaning of visual image in practice, and to summarize the basic principles and norms. This manual will also help to maintain the consistency of visual image communication and help to create a visual image with school relevance and difference in a specific environment.

形象关键词

Keywords Of Visual Identity

远征

港湾

守望

为世界之光

指引 使命

中国西部科技创新港

初心

灯塔

知识的海洋

智慧光芒

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视觉识别手册

Visual Identity Guidelines

此部分为品牌标志与字体的系统讲解，从元素、颜色和尺寸等方面进行规范展示。

This part is a systematic explanation of the brand logo and font, showing the specification from the aspects of elements, colors and sizes.

基础部分

FUNDAMENTALS PART

A1 主标志

MAIN LOGO

1-1 主标志 Main Logo

标志是学校的象征，是学校视觉识别系统的核心。统一的设计规范有利于学校视觉形象的准确传达。由于其应用十分广泛为确保权威性、识别性与统一性，在应用时不得误用、乱用。

Logo is the symbol of the school, is the core of the school visual identification system. Uniform design norms are conducive to the accurate communication of the school's visual image. As it is widely used to ensure the authority, identification and unity, it should not be misused or misused in application.



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1-2 主标志/创意说明 Main Logo/Description Of Originality

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标志的整体形象是海面上的一座灯塔向远处发射出光芒。

在知识的海洋上，中国西部科技创新港便是学生的灯塔。为学生指引出正确的道路，帮助他们找到人生的方向，发射出的智慧光芒指引着学生向着更远的地方航行。

在21世纪的今天，中国西部科技创新港正力求成为我国高等教育改革的灯塔。创新港正逐步探索构建起大学与社会有机融合、协同创新模式、与时代共舞的21世纪一流大学新形态。

扎根西部、服务国家、世界一流，这是从建设西安交通大学到建设中国西部科技创新港所一直秉持的理念。以创新港为基地，逐步向全省、西部、一带一路沿线国家辐射，形成“一核多心、港+码头”的发展态势，这也正是校歌《为世界之光》所想传达的展望。

为知识灯塔，为教育改革灯塔，为世界之光。



1-2 主标志/创意说明 Main Logo/Description Of Originality

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L I G H T
为世界之光
为真理之光
为文明之光

I H A R B O U R
INTELLIGENT
INNOVATIVE
INSPIRING
INFINITE

1-3 主标志/横版组合 Main Logo/Horizontal Combination

标志是学校的象征，是学校视觉识别系统的核心。统一的设计规范有利于学校视觉形象的准确传达。由于其应用十分广泛为确保权威性、识别性与统一性，在应用时不得误用、乱用。

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1-4 主标志/竖版组合 Main Logo/Vertical Combination

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1-5 不可入侵范围/横版组合 Noninvasive Range/Horizontal Combination

为了确保标志的可识别性，在传播过程中不与其他元素混淆，特对标志做空间隔离处理，规定其四周的安全空间。在安全空间划定的范围内禁止其他图形、文字或符号等设计元素的侵入，规定需要的情况除外。以1/5标志宽度h作为安全空间范围，灰色部分为标志的安全空间范围。

In order to ensure the recognizability of the school emblem and not to be confused with other elements in the process of dissemination, the school emblem is specially designed for spatial isolation and the security space around it is stipulated. Other design elements, such as graphics, text or symbols, shall be prohibited within the limits defined in the security space, except where required. 1/5 of the width h of the school emblem is taken as the safety space, and the gray part is the safety space of the school emblem.



1-6 不可入侵范围/竖版组合 Noninvasive Range/Vertical Combination

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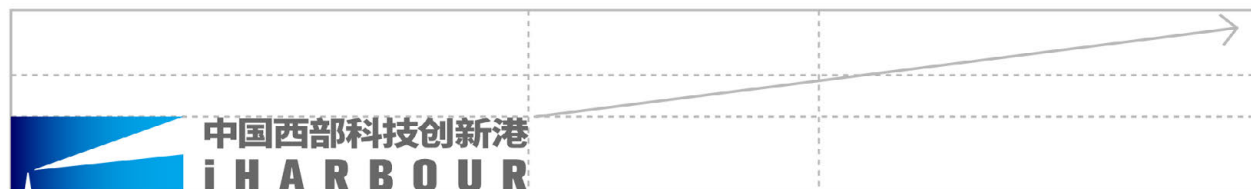
In order to ensure the recognizability of the school emblem and not to be confused with other elements in the process of dissemination, the school emblem is specially designed for spatial isolation and the security space around it is stipulated. Other design elements, such as graphics, text or symbols, shall be prohibited within the limits defined in the security space, except where required. 1/5 of the width h of the school emblem is taken as the safety space, and the gray part is the safety space of the school emblem.



1-7 最小使用范围/横版组合 Minimum Range Of Use/Horizontal Combination

标志在使用过程中会进行缩小或放大。特针对缩小的情况来进行最小使用规范，避免造成标志模糊或混乱。

Flags are reduced or enlarged during use. To minimize the use of the specification, to avoid confusion or logo.



印刷高度 $\geq 6\text{mm}$

印刷宽度 $\geq 41\text{mm}$

1-8 最小使用范围/竖版组合 Minimum Range Of Use/Vertical Combination

标志在使用过程中会进行缩小或放大。特针对缩小的情况来进行最小使用规范，避免造成标志模糊或混乱。

Flags are reduced or enlarged during use. To minimize the use of the specification, to avoid confusion or logo.



24mm

15mm

印刷高度 \geq 15mm

印刷宽度 \geq 24mm

1-9 标志标准化制图 Normative Drawing

用于规范标志设计的准确度和精确性，为标志而作的辅助线。

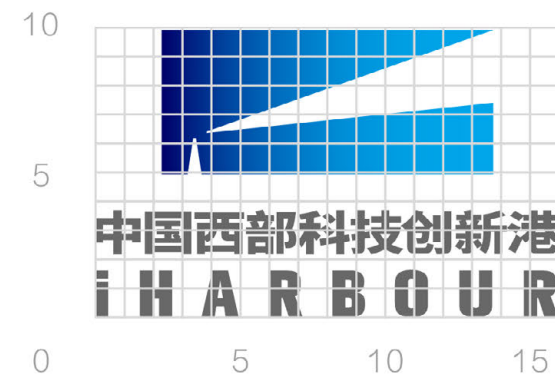
An auxiliary line used to regulate the accuracy and accuracy of logo design.



1-10 标志网格定位 Grid Position

为与标志的造型结构形成统一的形象，特规定标志与标准字组合模式网格定位图，使用及制作时依照此标准放大、缩小、复制，注意标志在网格中的位置。

In order to form a unified image with the modeling structure of the logo, the special provisions of the logo and the standard word combination mode grid positioning map, use and production in accordance with this standard zoom in, zoom out, copy, pay attention to the location of the logo in the grid.



1-11 标志错误应用 Error Application

如果标志组合不按照规范使用，将会传达错误的信息，并对形象产生负面影响。常见的错误组合有：标志与标准字位置错误、标志倾斜、标志扭曲、中英文位置颠倒、标志与标准字比例错误、标志描边等。

If the logo combination is not used in accordance with the standard, it will send the wrong message and have a negative impact on the image. Common mistakes include: wrong position of sign and standard word, sign tilt, sign distortion, Chinese and English position reversal, wrong proportion of sign and standard word, sign stroke, etc.



A2 标志色彩规范

COLOUR SPECIFICATION

2-1 标志标准色 Colour Standard Of Logo

标准色是象征学校文化和精神的重要因素，有助于强化学校形象，统一形象识别的传播效果，同时也造就了标志之间的区分度，达成色彩在视觉识别中的作用。

Standard color is an important factor to symbolize school culture and spirit, which helps to strengthen school image and unify the communication effect of image recognition. Meanwhile, it also creates the distinction between signs and achieves the role of color in visual recognition.



C/100 M/100 Y/56 K/12
R/1 G/0 B/106

C/74 M/22 Y/0 K/0
R/0 G/165 B/233

2-2 标志辅助色 Auxiliary Colour Of Logo

一般情况下使用标准色。在特殊情况下使用标准色彩影响视觉效果或有其他特殊应用需求时，请使用辅助色，注意配合具体环境实际使用。

Standard colors are generally used. Under special circumstances, when using standard colors to affect the visual effect or have other special application requirements, please use auxiliary colors and pay attention to the actual use in the specific environment.



C/72 M/23 Y/5 K/0

R/44 G/166 B/225



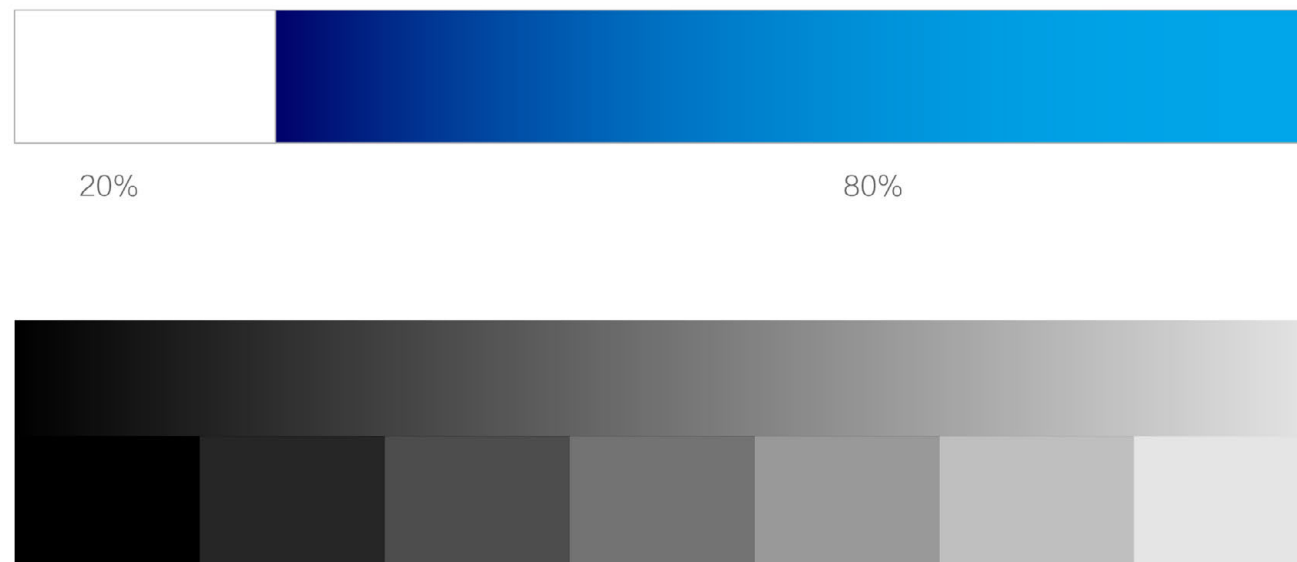
C/100 M/60 Y/0 K/20

R/0 G/78 B/151

2-3 色系比例 Proportion Of Colour

在标志的使用过程中需参考色系比例来进行搭配使用，搭配过程中的颜色比例失调会导致视觉形象无法识别。

In the use of the logo need to refer to the color ratio to use, color mismatch in the process of collocation will lead to visual image can not be recognized.



2-4 背景色使用规定 Usage Regulation Of Background Colour

当背景色对标志有干扰时，应使用反白标志图形，但不适用于浅色背景。同时也要避免红色、紫色背景色和标志的组合使用，以防止出现视觉上的不适。

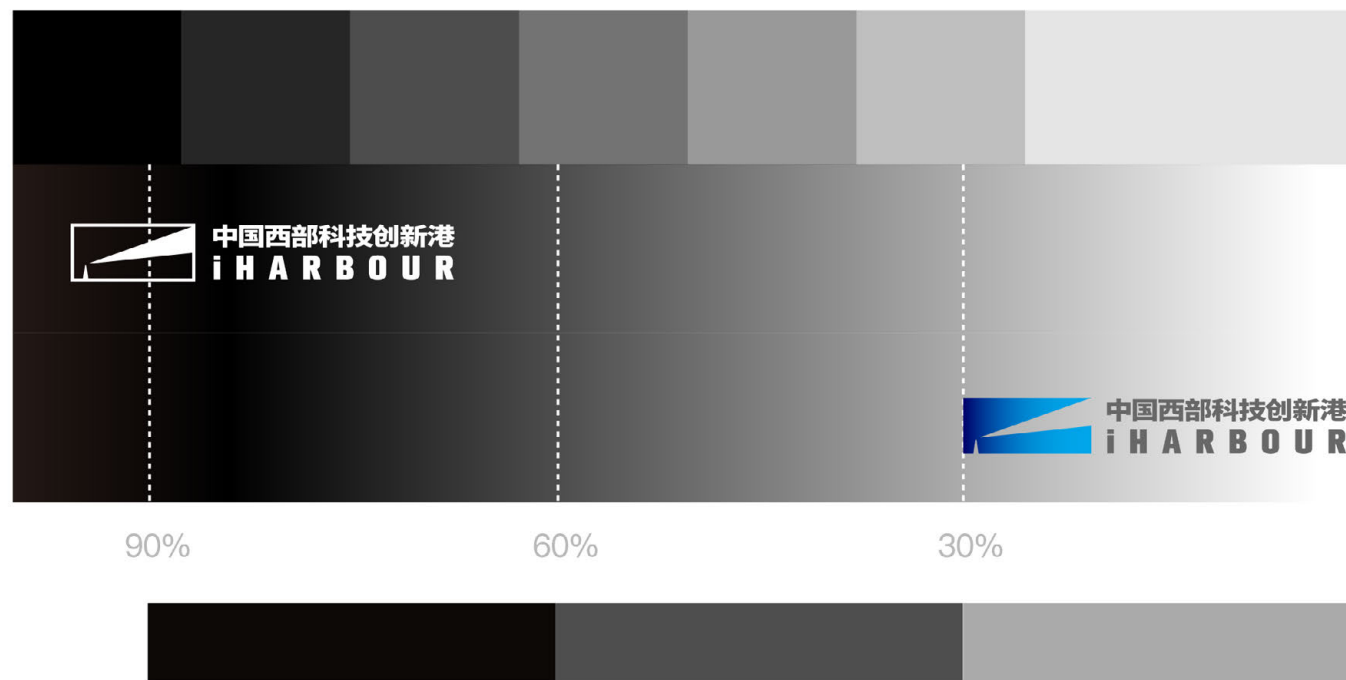
When the background color interferes with the logo, anti-white logo graphics should be used, but not for light background. Also want to avoid at the same time red, purple fastening the combination of background color and logo to use, in order to prevent the occurrence of visual discomfort.



2-5 背景色色度色相 Chroma And Hue Of Background Colour

展示标志在不同明度背景下的应用。为了避免因为明度标志和背景色产生混淆，故规定在大于等于30%深度时为反白标志图；小于30%深度时为彩色标志图形。位于临界值的时候可以使用反白标志图形。

Application of display logo in different lightness background. In order to avoid confusion between the lightness mark and the background color, it is stipulated that the anti-white mark map is at a depth of more than 30%. Less than 30% depth is a color map. Thresholds can use an anti-white flag graphic.



2-6 特定色彩效果展示 Specific Colour Effect

为保证学校视觉形象识别的统一性，故设立反白图形，主要应用场景为彩色背景的应用前提，或是其他不能很好的搭配彩色标志的使用场景。

In order to ensure the unity of visual image recognition in schools, anti-white graphics are set up. The main application scene is the premise of the application of color background, or other use scenes that cannot be well matched with color signs.



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A3

标志字体规范

FONT SPECIFICATION

3-1 标准字及网格定位 Font Standard And Grid Position

专用标准字在组合规范的使用中更能达到整体协调，体现学校特色，有统一视觉形象的效果。标志标准字的长、宽、字距都已做过规定，不得随意更改。

Special standard words in the use of the combination of norms can achieve overall coordination, reflect the characteristics of the school, a unified visual image of the effect. The length, width and spacing of the standard characters of the school emblem have been prescribed and shall not be changed at will.

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3-2 印刷专用中文字体 Specialized Printing Chinese Font

印刷专用字体代表着学校的特色文化，应用于学校文件、宣传资料等纸质印刷，专用字体有助于统一学校的形象识别。

印刷字体均有版权，如需使用需联系相关字体版权所有公司，购买相应版权后方可使用。

The printed special font represents the characteristic culture of the school, which is applied to the paper printing of school documents and publicity materials. The special font helps to unify the image recognition of the school.

All fonts are copyrighted. If you want to use them, please contact the company that owns the copyrighted fonts and purchase the copyrighted fonts before using them.

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文鼎P L 报宋

中国西部科技创新港

思源黑体 CN Light

中国西部科技创新港

思源黑体 CN Bold

3-3 印刷专用英文字体 Specialized Printing English Font

印刷专用字体代表着学校的特色文化，应用于学校文件、宣传资料等纸质印刷，专用字体有助于统一学校的形象识别。

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iHARBOUR

苹方简semibold

iHARBOUR

impact常规体

iHARBOUR

苹方简常规体

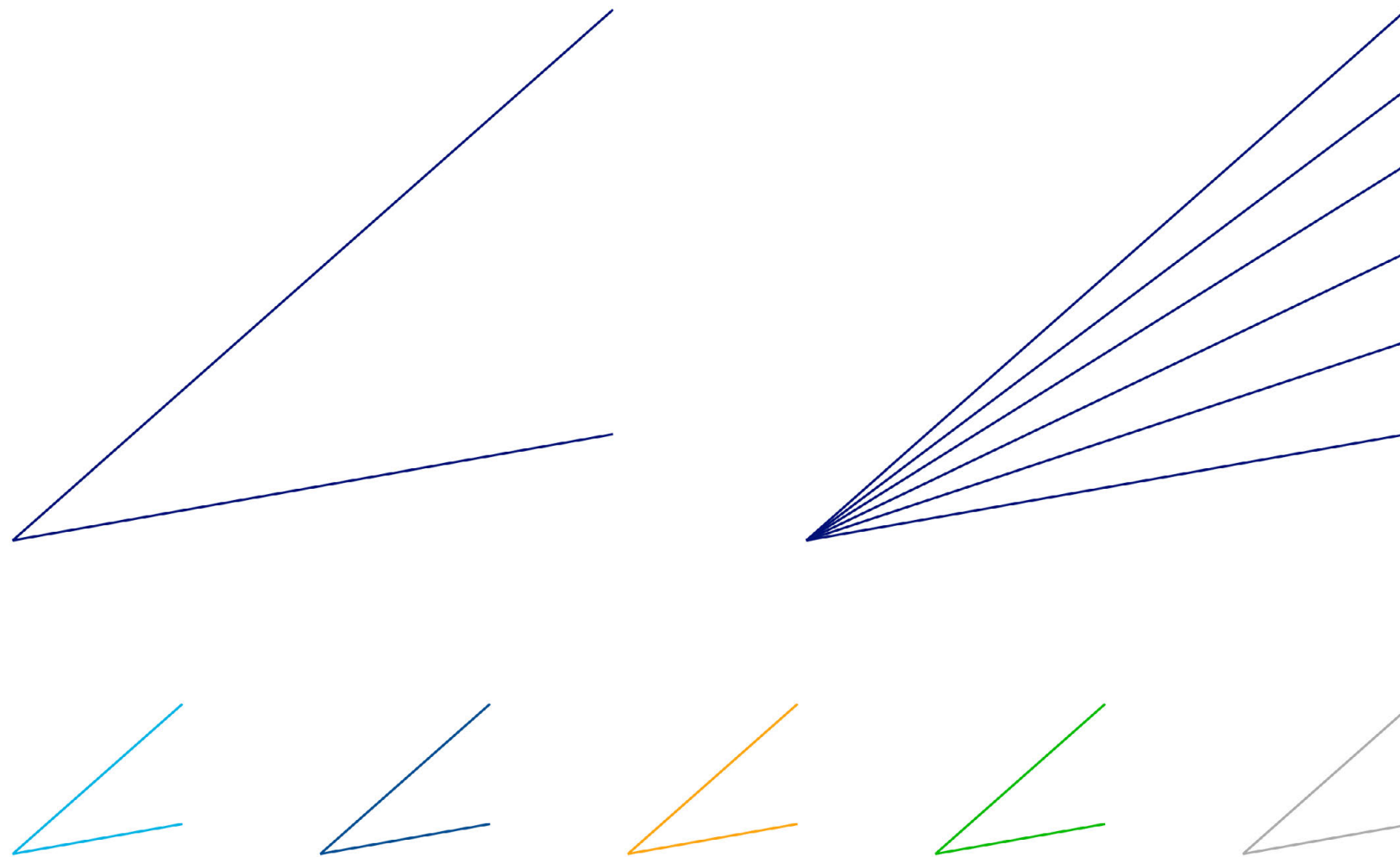
A4 辅助图形规范

AUXILIARY DRAWING SPECIFICATION

4-1 辅助图形释义 Auxiliary Drawing Interpretation

辅助图形是除标志外，另行设计的富有特点的一个图形符号，其主要运用于一些设计的点缀及修饰，在形象的统一性中体现出了设计元素的差异性，加强了视觉形象的记忆点。在实际运用过程中，可以完整使用，也可以局部使用，具体需要结合实际使用场景来配合设计。

Auxiliary graphics are in addition to the logo, another design of a graphic symbol full of characteristics, which is mainly used in some design embellishment and decoration, in the unity of the image reflects the difference in the design elements, strengthen the memory of the visual image. In the actual application process, it can be used in a complete way or in a partial way. In particular, it needs to be combined with the actual use to cooperate with the design.



4-2 辅助图形基本使用形式 · 1

Auxiliary Drawing Basic Use Form

辅助图形是除标志外，另行设计的富有特点的一个图形符号，其主要运用于一些设计的点缀及修饰，在形象的统一性中体现出了设计元素的差异性，加强了视觉形象的记忆点。在实际运用过程中，可以完整使用，也可以局部使用，具体需要结合实际使用场景来配合设计。

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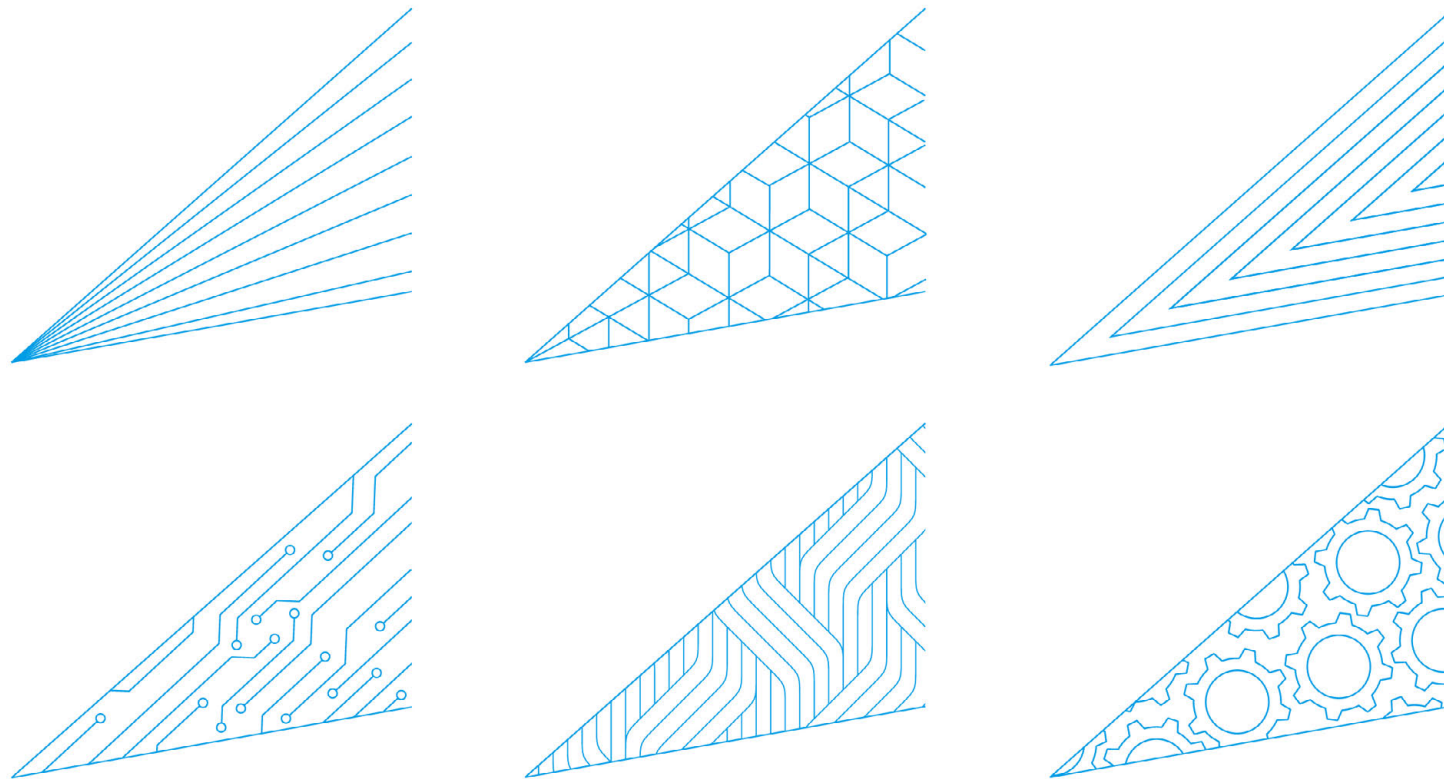
The image shows the word "HARBOR" in a bold, blue, sans-serif font. The text is tilted upwards at an angle, creating a sense of movement and dynamic energy. The letters are thick and blocky, with a slight shadow effect that makes them stand out against the white background.

4-2 辅助图形基本使用形式 · 2

Auxiliary Drawing Basic Use Form

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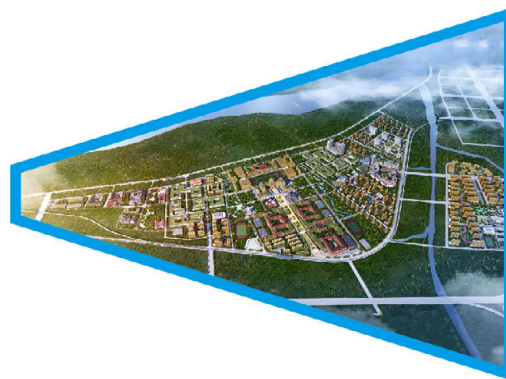


4-2 辅助图形基本使用形式 · 3

Auxiliary Drawing Basic Use Form

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4-2 辅助图形基本使用形式 · 4

Auxiliary Drawing Basic Use Form

辅助图形是除标志外，另行设计的富有特点的一个图形符号，其主要运用于一些设计的点缀及修饰，在形象的统一性中体现出了设计元素的差异性，加强了视觉形象的记忆点。在实际运用过程中，可以完整使用，也可以局部使用，具体需要结合实际使用场景来配合设计。

Auxiliary graphics are in addition to the logo, another design of a graphic symbol full of characteristics, which is mainly used in some design embellishment and decoration, in the unity of the image reflects the difference in the design elements, strengthen the memory of the visual image. In the actual application process, it can be used in a complete way or in a partial way. In particular, it needs to be combined with the actual use to cooperate with the design.



A5 标准组合规范

STANDARD COMBINATION SPECIFICATION



5-1 标准组合 Standard Combination

为保持学校标志形象的统一性，设计了不同种类的组合。适应于各种不同的应用场景，需要结合具体场景来进行实际的使用。

In order to maintain the unity of the school logo image, different kinds of combinations are designed. It is suitable for various application scenarios and needs to be used in combination with specific scenarios.



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A6

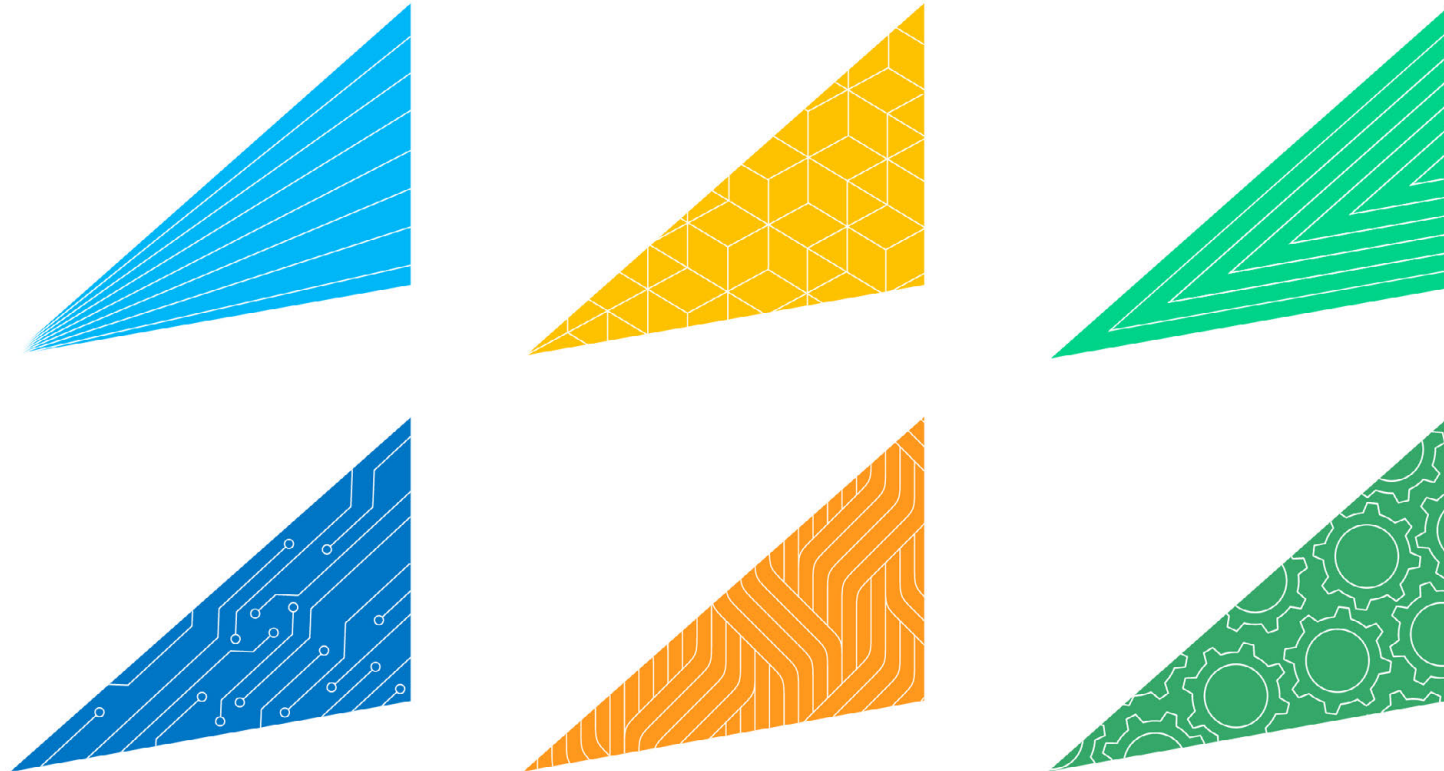
图片视觉风格

PICTURE VISUAL STYLE

6-1 标志风格 Logo Style

图片是除标志和辅助图形外，另行设计的富有特点的视觉，其主要运用于一些设计的点缀及修饰，在形象的统一性中体现出了设计元素的差异性，加强了视觉形象的记忆点。在实际运用过程中，可以完整使用，也可以局部使用，具体需要结合实际使用场景来配合设计。

Picture is in addition to signs and auxiliary graphics, another design full of characteristics of the visual, its main use in some design ornament and decoration, in the unity of the image reflects the difference in the design elements, strengthen the memory of the visual image. In the actual application process, it can be used in a complete way or in a partial way. In particular, it needs to be combined with the actual use to cooperate with the design.



视觉识别手册

Visual Identity Guidelines

此部分为标志在实际中的应用，
从行政办公系统、员工系统和展
示系统三个方面进行规范展示。

This part is a systematic explanation of the
brand logo and font, showing the specification
from the aspects of elements, colors and sizes.

应用部分

APPLICATION PART

B1

行政办公系统

ADMINISTRATIVE OFFICE SYSTEM

1-1 宣传册 · 1 Brochure

用于学校形象的对外展示，起到了宣传作用，有助于进一步强化学校视觉形象识别。

It is used in the external display of school image, plays a publicity role, and helps to further strengthen the visual image recognition of school.



1-1 宣传册 · 1 Brochure

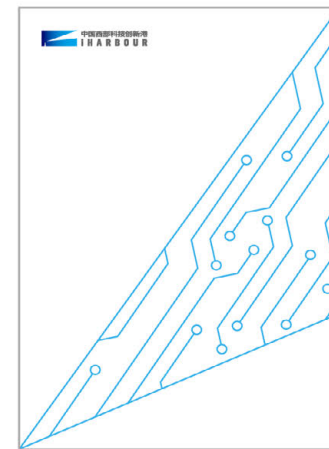
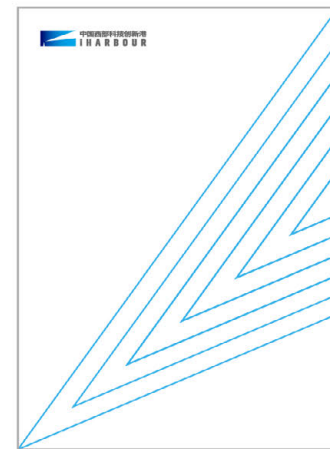
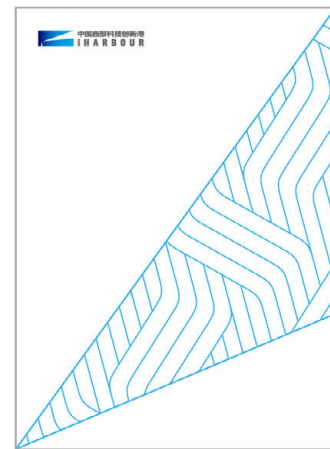
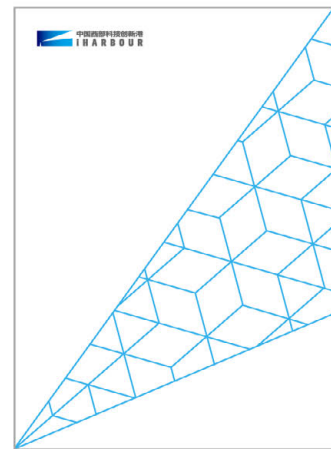
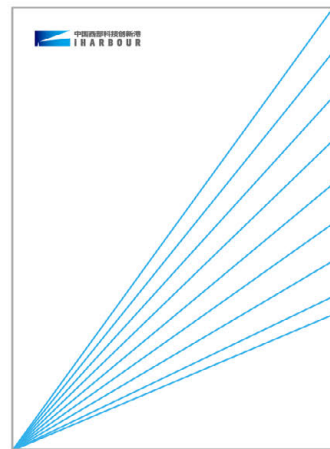
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1-1 宣传册 · 2 Brochure

用于学校形象的对外展示，起到了宣传作用，有助于进一步强化学校视觉形象识别。

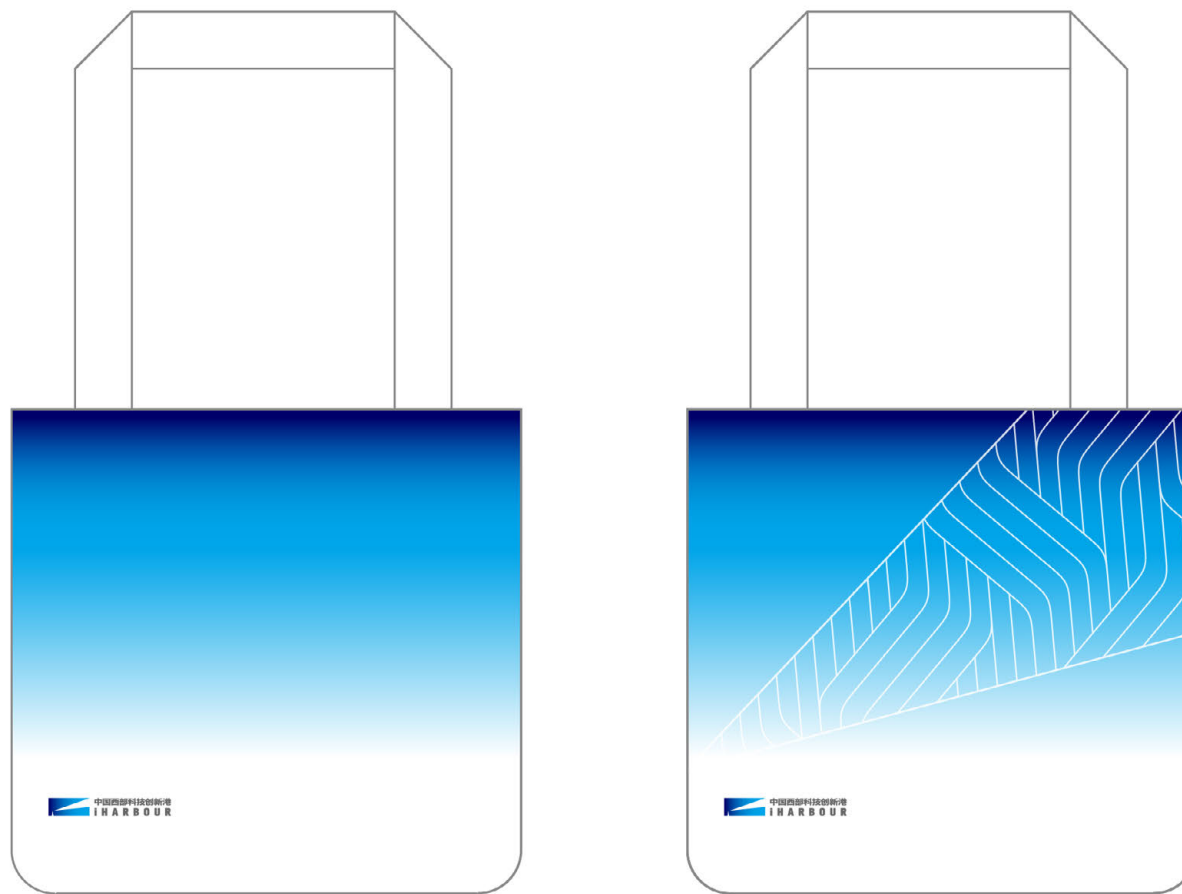
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1-2 帆布包 Canvas Bag

用于学校形象的对外展示，起到了宣传作用，有助于进一步强化学校视觉形象识别。

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1-3 纸袋 Paper Bag

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1-4 茶杯 Teacup

用于学校形象的对外展示，起到了宣传作用，有助于进一步强化学校视觉形象识别。

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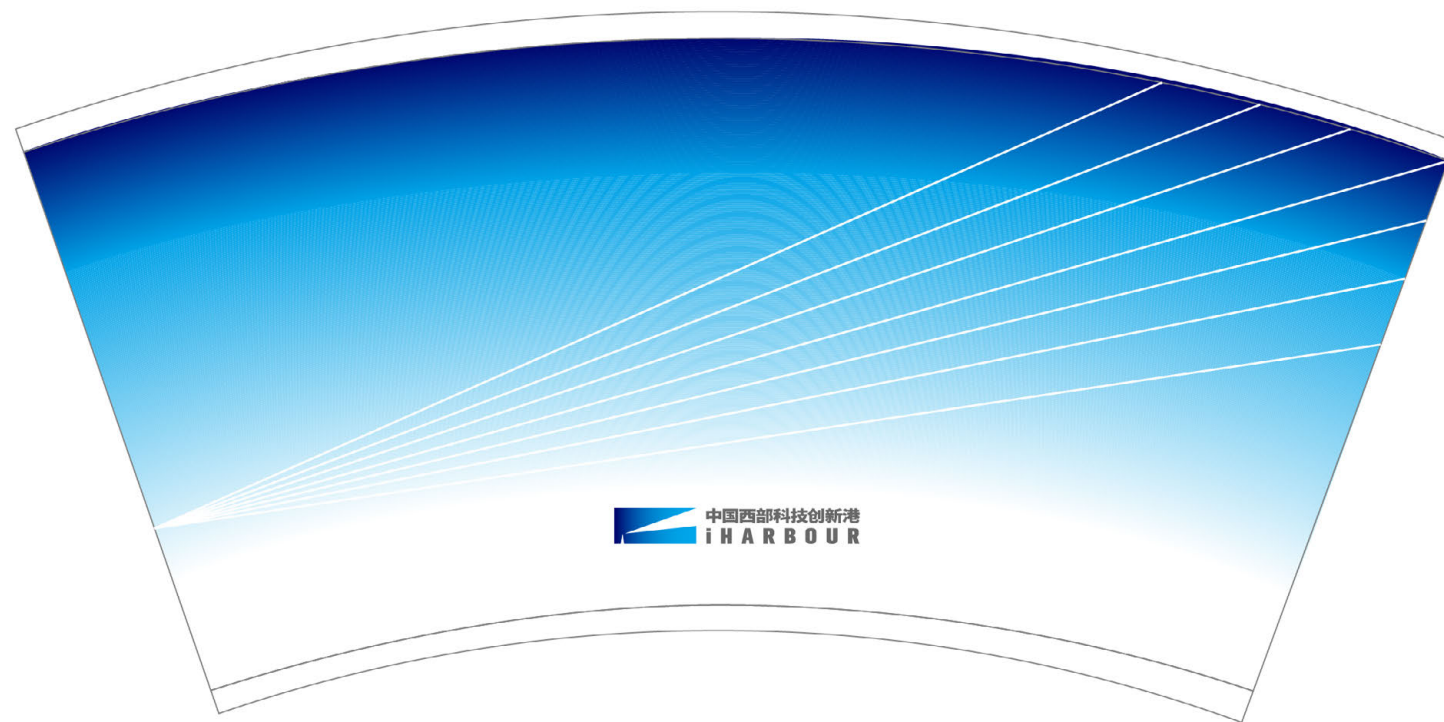
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1-5 纸杯 Paper Cup

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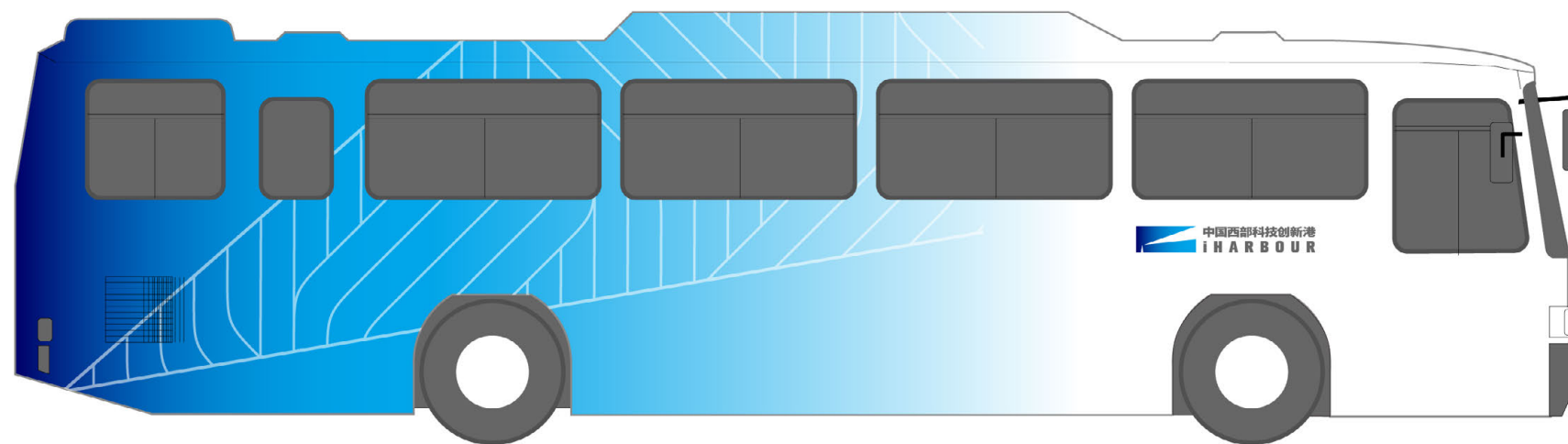
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1-6 班车 Bus

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B2 员工系统

EMPLOYEE SYSTEM

2-1 证件 Work Card

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2-1 证件 Work Card

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2-2 桌牌 Table Card

用于学校形象的对外展示，起到了宣传作用，有助于进一步强化学校视觉形象识别。

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2-3 手环 Bracelet

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2-4 名片 Business Card

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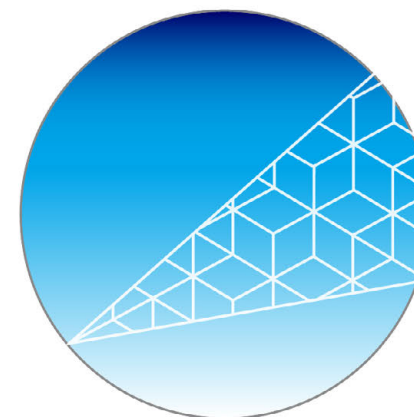
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2-5 徽章 Badge

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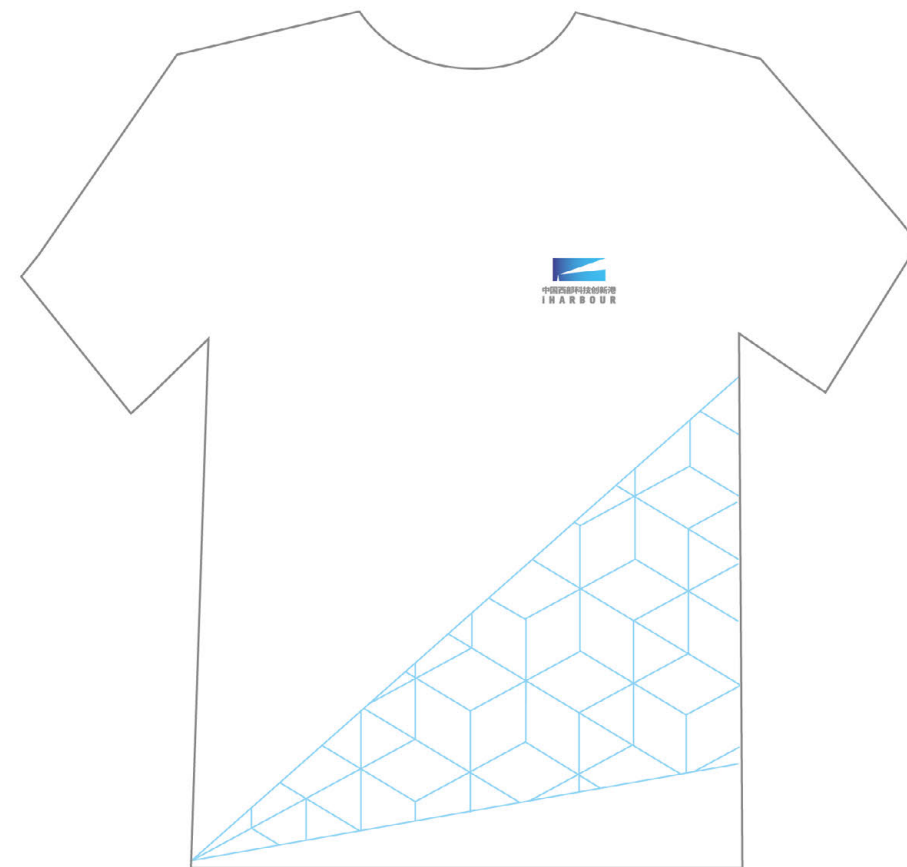
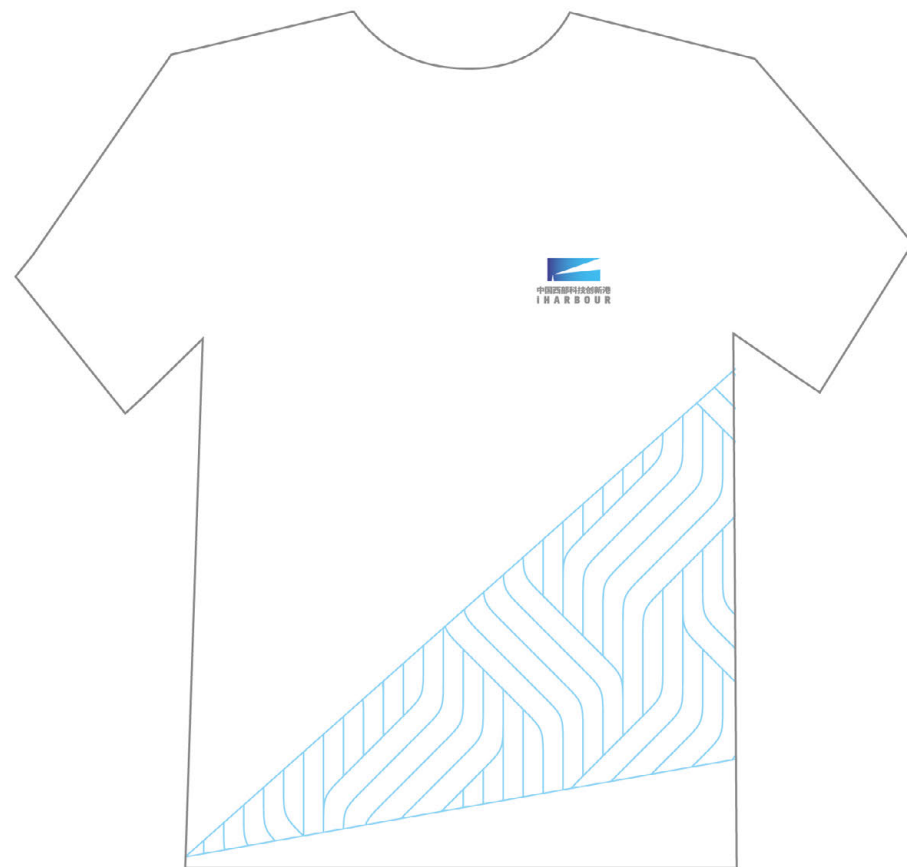
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2-6 T恤 Shirt

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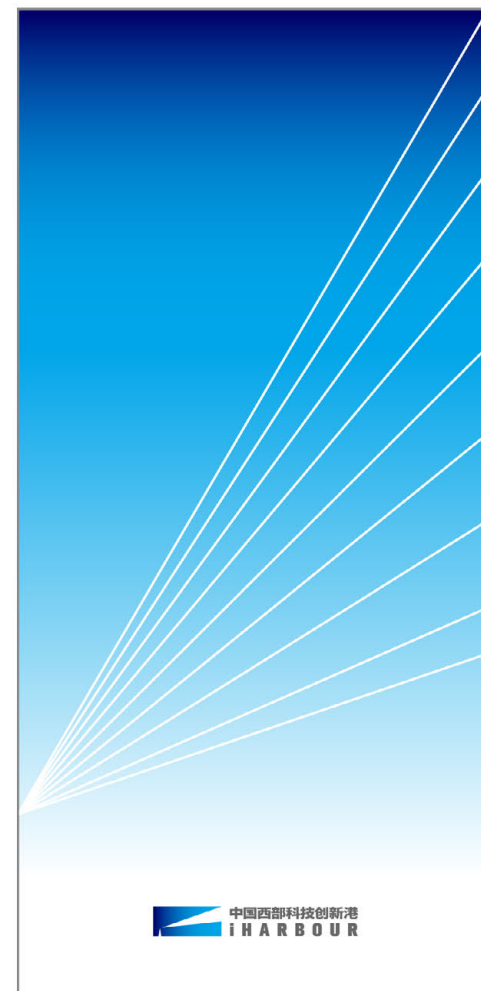
B3 展示系统

SHOW SYSTEM

3-1 道路旗帜 Road Flag

用于学校形象的对外展示，起到了宣传作用，有助于进一步强化学校视觉形象识别。

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3-1 道路旗帜 Road Flag

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3-2 学校旗帜 School Flag

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3-3 演示屏幕 Demo Screen

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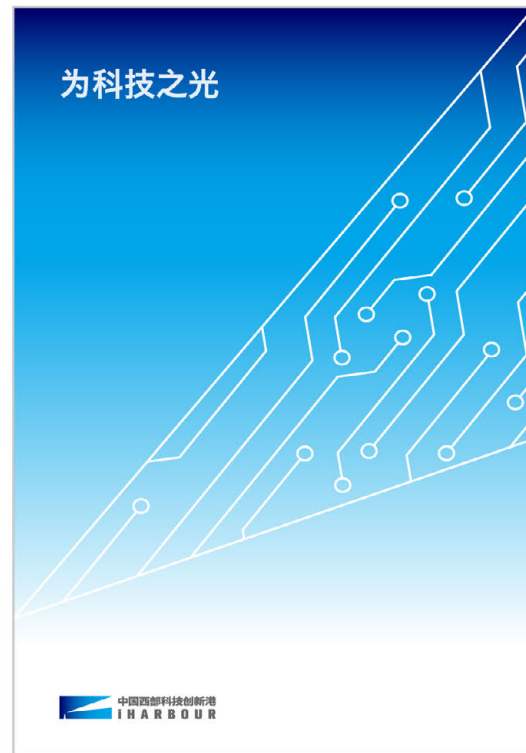
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3-4 海报展示 Poster Show

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