iQIYI BRAND GUIDE

Brand Logo Standard Colour

The brand logo must be used with reference to this brand guide. The logo may not be modified, transformed or re–designed in any way.

The English brand logo must be used for international market or informal occasions in China.

iQIYI

Black/Reverse White Brand Logo

There are various usage scenarios during brand promotions. Standard colour logo may not be suitable due to material constraints or when there is a need to present the brand image in a richer format. Black/Reverse white brand logo is created to ensure consistency.

The black logo is suitable for monochrome printing like fax printing, and special processes such as hot stamping, gold/silver printing, engraving, embossing. Reverse white logo is mainly used for coloured and pictorial backgrounds.
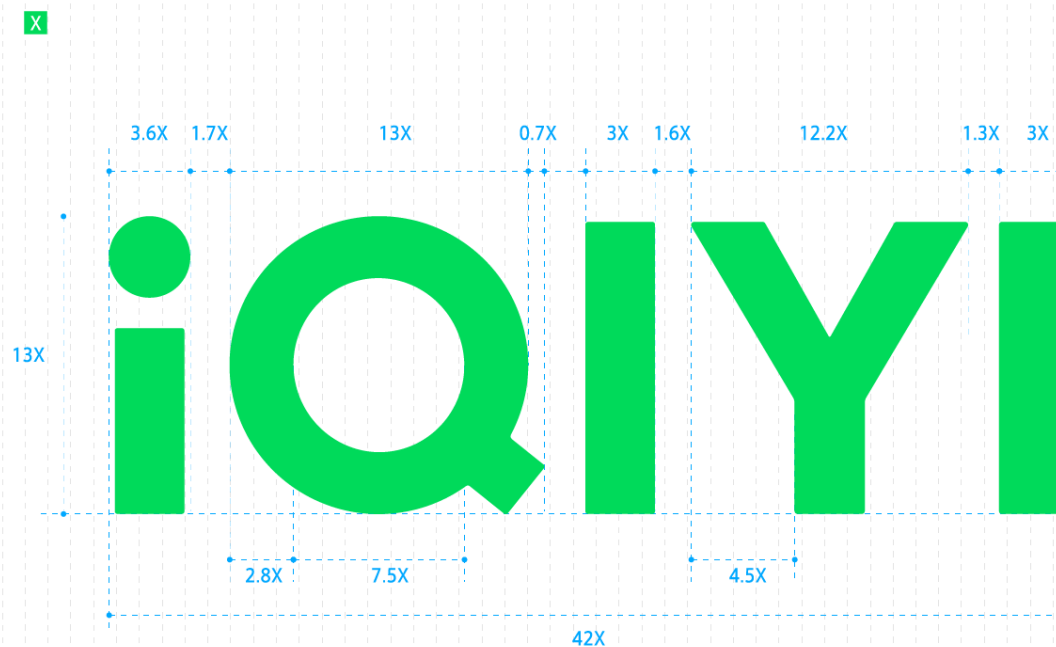
iQIYI

iQIYI

Brand Logo Grid

Use X as the variable unit to measure the size and numerical ratio occupied by each element in the grid.

X

3.6X 1.7X 13X 0.7X 3X 1.6X 12.2X 1.3X 3X
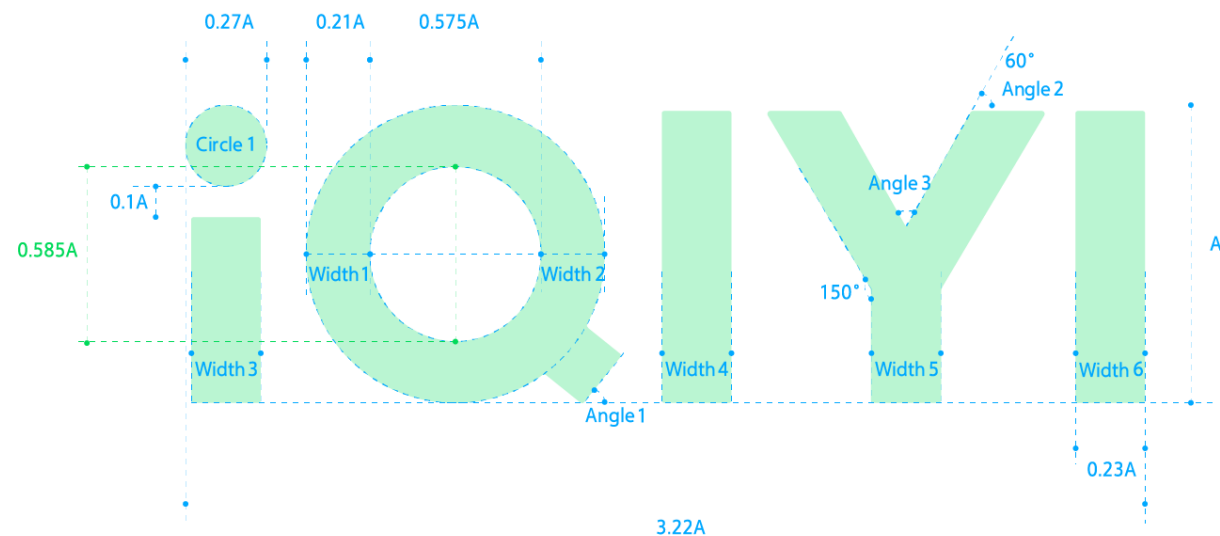
13X

iQIYI

13X

2.8X 7.5X 4.5X

42X

LOGO

Production Specification

Users must recognize the correct form of the logo to avoid incorrect usage and to check the implementation by the supplier. Do not re-design the logo.

Taking the logo height A as the variable unit, measure the size and numerical ratio occupied by each element.

Width 1 = Width 2 = 0.21A
Width 3 = Width 4 = Width 5 = Width 6 = 0.23A
Angle 1 = Angle 2 = Angle 3 = 60°
Circle 1 = x = y = 0.27A

Safe Zone and Minimum Size Guide

The safe zone is stipulated to ensure that the iQIYI logo is not confused with other elements or subjected to ambiguity. In general, the safe zone should be as large as possible, and no text, symbols and other elements may appear in the area. The size of the restricted area changes according to the size of the logo.

When using the brand logo, the size must not be smaller than the minimum size indicated on this page. The size value is determined by the height to ensure that the logo is visible.

Taking the logo height A as the variable unit, measure the size and numerical ratio occupied by each element.

1/3A

1/3A

1/3A

1/3A

A

1/3A

iQIYI | 8.5px — The minimum size for digital use is 8.5px in height.

iQIYI | 3mm — The minimum size for print is 3mm in height.

IiQIYI Original Guide

Taking the logo height A as the variable unit, measure the size and numerical ratio occupied by each element.

3.2A

A

0.2A

0.45A

1/3A

1/3A

1/3A

1/3A

17px   The minimum size for digital use is 17px in height.

6mm   The minimum size for print is 6mm in height.

LOGO

Logo size specification in regular layout

Take the standard horizontal logo as an example, select the size of the logo combination according to the actual application. The measurement unit of the printing production and other scenarios is mm, and the measurement unit of video media on the Internet is px.
Larger size standard combination: ≥4mm / Internet: ≥85px

Smaller size standard combination: 4mm to >10mm / Internet: 12px to >30px

Medium size standard combination: 10mm to >30mm / Internet: 30px to > 85px

Size of the medium	Height
A1	45mm
A2	30mm
A3	20mm
A4	15mm
A5	10mm
A6	7mm
Namecard	4mm

Logo Lockup – Partnership

iQIYI x Partner logos can be placed on the premise of maintaining the ratio of the logo combination. The height of the horizontal brand logos should not exceed 0.5A, and the center axis of the Partner logo is based on the height of the iQIYI logo.

iQIYI x Partner brand logo guideline

0.7A   0.7A

A

0.5A

Partner brand logo   中心

0.5A

Example

Standard Colour Specification

The brand standard colour is reflected on the brand logo. The standard colour of iQIYI is green, which symbolizes the sense of life and modernity.

Note

Use RGB and HSB for on-screen digital display;
Use CMYK for print and offline print production;
Use PANTONE colour for printing and craft.

The PANTONE international standard color card number on this page is the C card (C=Coated glossy coated paper) commonly used in printing. The C card is generally used for glossy coated paper, with a brighter color and strong reflection.

The colour will be affected by factors such as material, craft, lighting. Ensure consistency with the standard color of the guideline, and allow for slight color difference under special circumstances.

PANTONE 7481C

RGB:0/220/90

CMYK: 70/0/100/0

Web Safe Colour : R:00 G:DC B:5A

COLOUR

Secondary Colour Specification

Depending on each application, secondary colours can be used for contrast purpose. The secondary color is in harmony with the hue and brightness of iQIYI Green, and should be used according to the specific scenarios.

Gold and silver are used for special cases and special production processes have no colour.

Note

Use RGB and HSB for on-screen digital display;
Use CMYK for print and offline print production;
Use PANTONE colour for printing and craft.

The colour will be affected by factors such as material, craft, lighting. Ensure consistency with the standard color of the guideline, and allow for slight color difference under special circumstances.

Examples
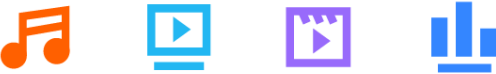
YELLOW PANTONE 7548C   RGB:255/209/0   CMYK: 0/25/100/0

ORANGE PANTONE Orange 021C   RGB:255/96/0   CMYK: 0/75/100/0

RED   PANTONE Warm Red C   RGB:255/62/51   CMYK: 0/86/75/0
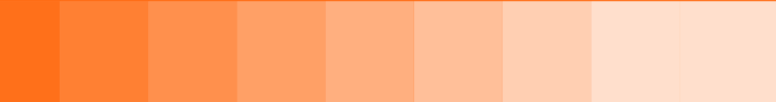
PINK   PANTONE 7548C   RGB:0/220/90   CMYK: 0/83/30/0

SKYBLUE PANTONE 2985   RGB:34/185/244   CMYK: 65/0/3/0

BLUE   PANTONE 2173C   RGB:0/220/90   CMYK: 80/45/0/0

PURPLE PANTONE 2101C   RGB:154/106/253   CMYK: 56/60/0/0

BLACK   PANTONE Blank C   RGB:0/0/0   CMYK: 0/0/0/100

GOLD   PANTONE 7407C   RGB:214/166/94   CMYK:20/40/67/0

GREY   PANTONE 877C   RGB:181/181/182   CMYK: 0/0/0/40

COLOUR

Colour Swatch

For branding consistency, consider the different manifestations of the logo for actual use. The method of matching the logo on coloured background is listed.

The colour matching process should be strictly implemented in accordance with the specifications on this page to avoid visual confusion.

Note

This chart is for web and digital use only.

COLOUR

Special Process Colours Template

If the standard colour logo cannot be implemented due to material constraints or to present the brand image in a richer form, the special process effects such as engraving, embossing, hot stamping, gold/silver printing may be used.

Logo engraving

Gold hot stamping

Silver hot stamping

Logo engraving

Gold printing

Silver printing

COLOUR

Colour Matching Table

Refer to the colour matching table for various forms of logo implementation to ensure that the logo is clearly visible.

" / " on the table indicates that this colour combination is not recommended. It is recommended to use the standard colour logo as first priority.

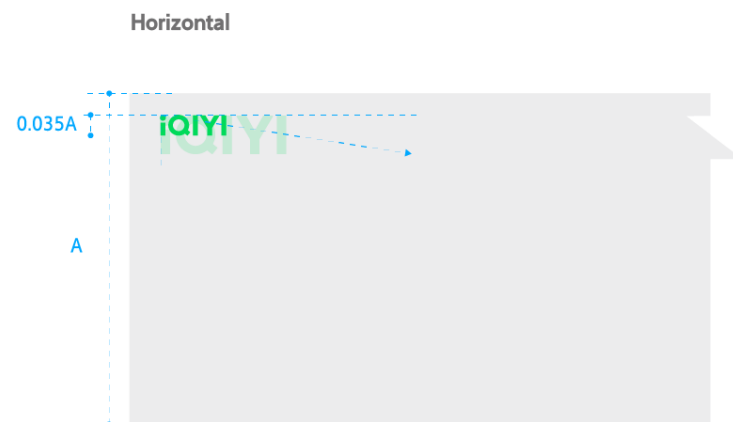| GREEN	WHITE	GOLD	SILVER	BLACK
/	iQIYI	iQIYI	iQIYI	iQIYI
/	iQIYI	/	/	iQIYI
/	iQIYI	/	/	iQIYI
iQIYI	/	iQIYI	iQIYI	iQIYI
iQIYI	iQIYI	iQIYI	iQIYI	/

Logo usage specification

Taking A and B as variable units, measure the size and numerical ratio occupied by each element.

The minimum size for digital use is 8.5px in height.

The minimum size for print is 3mm in height.

Horizontal

0.035A

iQIYI

A

When the layout is horizontal, the height A is a variable unit, the height of the logo cannot be less than 0.035A

Vertical

B

0.035B

iQIYI
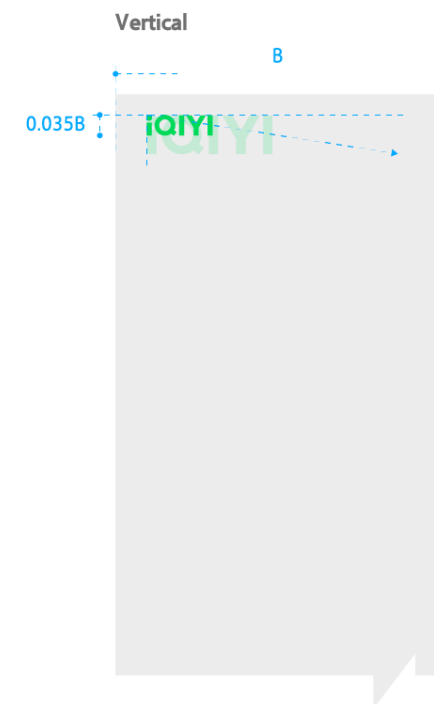
When the layout is horizontal, the height A is a variable unit, the height of the logo cannot be less than 0.035B

Brand Font and Typography

HZLangTingHei

Chinese characters are designed to be clear, modern, and friendly. Different designs and graphic services use different font weights

Note

This chart is for web and digital use only.

ExtraLight	爱奇艺中文专用文字	这是示范文字，给予辨认字体使用
Light	爱奇艺中文专用文字	这是示范文字，给予辨认字体使用
Regular	爱奇艺中文专用文字	这是示范文字，给予辨认字体使用
Medium	爱奇艺中文专用文字	这是示范文字，给予辨认字体使用
DemiBold	爱奇艺中文专用文字	这是示范文字，给予辨认字体使用
Bold	爱奇艺中文专用文字	这是示范文字，给予辨认字体使用
Heavy	爱奇艺中文专用文字	这是示范文字，给予辨认字体使用

Brand Font and Typography

HZLangTingHei

English characters are designed to be clear, modern, and friendly. Different designs and graphic services use different font weights

Note

This chart is for web and digital use only.

ExtraLight   ABCDEFGHIJKLMNO   1234567890!?,./\+=_−&%&#@

Light   ABCDEFGHIJKLMNO   1234567890!?,./\+=_−&%&#@

Regular   ABCDEFGHIJKLMNO   1234567890!?,./\+=_−&%&#@

Medium   ABCDEFGHIJKLMNO   1234567890!?,./\+=_−&%&#@

DemiBold   **ABCDEFGHIJKLMNO**   **1234567890!?,./\+=_−&%&#@**

Bold   **ABCDEFGHIJKLMNO**   **1234567890!?,./\+=_−&%&#@**

Heavy   **ABCDEFGHIJKLMNO**   **1234567890!?,./\+=_−&%&#@**

Examples of Logo Misuse

To ensure that the brand's integrity is maintained, it is important to avoid the following logo misuse at all times.

Do not distort or warp the logo in any way

Do not apply shadows

Do not change the transparency

Do not place the logo over a textured background

Do not use blur effect

Do not outline the logo

Do not change the logo colour

Do not reposition the text elements

Application on Print / Stationary