

中国消费名品 标识使用手册

China Famous Consumer Products
Logo Use Manual





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标识使用规范

Logo Usage Standards

一、工业和信息化部发布列入中国消费名品的企业品牌、区域品牌可免费使用本标识。

二、有关地方、企业可将本标识用于产品宣传、品牌推广、展览展示等活动。

三、使用本标识不得改变结构、颜色、比例等元素，不得破坏标识的完整性，不得进行污名化使用，确保标识清晰、独立。

四、使用本标识不作为产品权益保障，企业出现质量安全、虚假宣传、消费投诉等问题，应依法自行承担相应法律责任。

五、未列入中国消费名品以及按程序取消相应资格的单位，不得使用本标识。

六、本标识所有权属于工业和信息化部工业文化发展中心，未经允许使用本标识，可依法追究侵权责任。



标识设计释义
Design Explanation

1、“中国消费名品”六个毛体字将民族特色、红色基因熔铸于名品精魄，底部英文与毛体字构成跨越时空的对话，传递传统文化自信，展现中国名品走向世界的开放姿态。

2、标识以中国古代玉璧为基底，化作传统匠心对话现代品质的图腾，寄托中国消费名品乘云破晓、润泽寰宇的宏愿。

3、标识外廓四色宛若四季流转，四种祥云纹饰似时代浪潮奔涌不息，勾勒东方气韵，承载中华美学。

1.The six characters of "Chinese Famous Consumer Products" in Mao-style calligraphy blend the national characteristics and the red gene into the essence of the famous brands. The English at the bottom forms a dialogue across time and space with the Mao-style characters, conveying the confidence in traditional culture and demonstrating the open attitude of Chinese famous brands towards the world.

2.The logo is based on the ancient Chinese jade bi, transforming into a totem that represents the dialogue between traditional craftsmanship and modern quality, embodying the grand aspiration of China's famous brands to break through the clouds and illuminate the world, and to nourish the universe.

3.The four colors of the logo's outer contour resemble the changing of the four seasons, and the four auspicious cloud patterns symbolize the surging waves of the times, outlining the oriental charm and carrying the aesthetic of Chinese craftsmanship that has endured for thousands of years.



标准色彩标识
Standard form



标识范围规范

Specification for the
Scope of the Logo

标识不可侵入范围
Protected area

此页规范了标识的不可侵入范围，在不可侵入范围内严禁出现或使用任何文字、图形、标识等，以保证标识的独立性和严肃性。
注：实线框内为不可侵入范围，A为基本长度计量单位。

This page specifies the protected area of the Emblem. To ensure the independence and solemnity of the Emblem, no text, graphic, mark, etc. may intrude into the protected area.
Note: The area in the solid frame is the protected area; “A” is the basic length unit.





标识比例规范

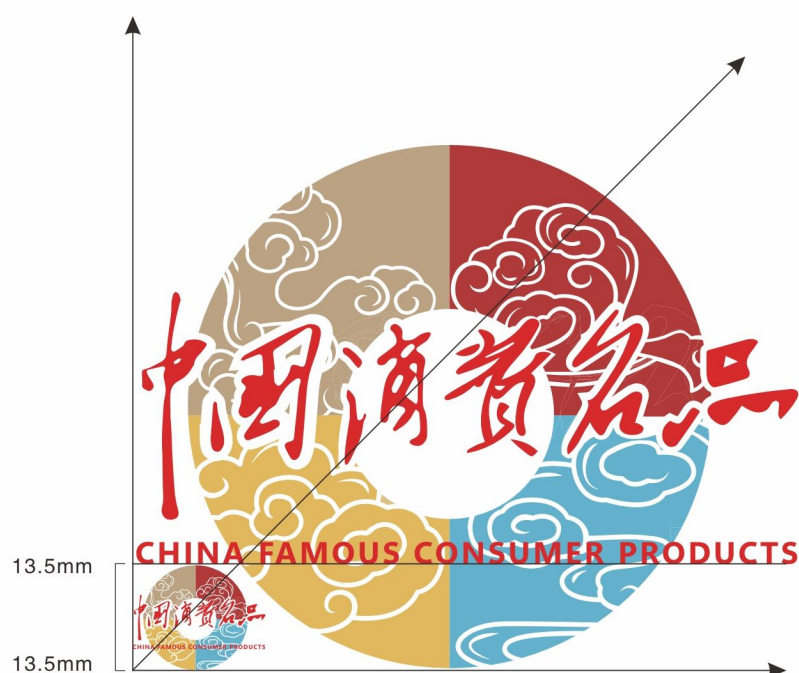
Specification for the
Proportion of the Logo

标识最小比例限定

Minimum dimension

此页规范了标识的最小使用尺寸。当标识的高度 $\geq 13.5\text{mm}$ 时, 可使用标识的标准组合形式。

This page specifies the minimum dimension for the Emblem in use.
When the height of the Emblem is $\geq 13.5\text{mm}$, the Emblem can stand
in its standard structure.



最小比例标识调校文件
The calibrated Minimum dimension



标识色彩规范

Color Specification
For the Logo

标识基础色彩规范
Primary colours of the Emblem

此页是标识的标准色彩使用规范，在使用时需严格按照所示的数值规范使用。

This page specifies the colours of the Emblem, these colours must be applied on the Emblem strictly based on the following instructions.



C10M100Y100K0	PANTONEE
R48G64B43	485C

C35M95Y90K0	PANTONEE
R176G58B58	7627C

C32M38Y50K0	PANTONEE
R187G162B131	6008C

C13M31Y71K0	PANTONEE
R226G184B94	4017U

C62M14Y15K0	PANTONEE
R99G177B205	7702U