

BAIDU NOVELS BRAND GUIDE

百度小说品牌VIS规范手册v1.0

03/31
2026



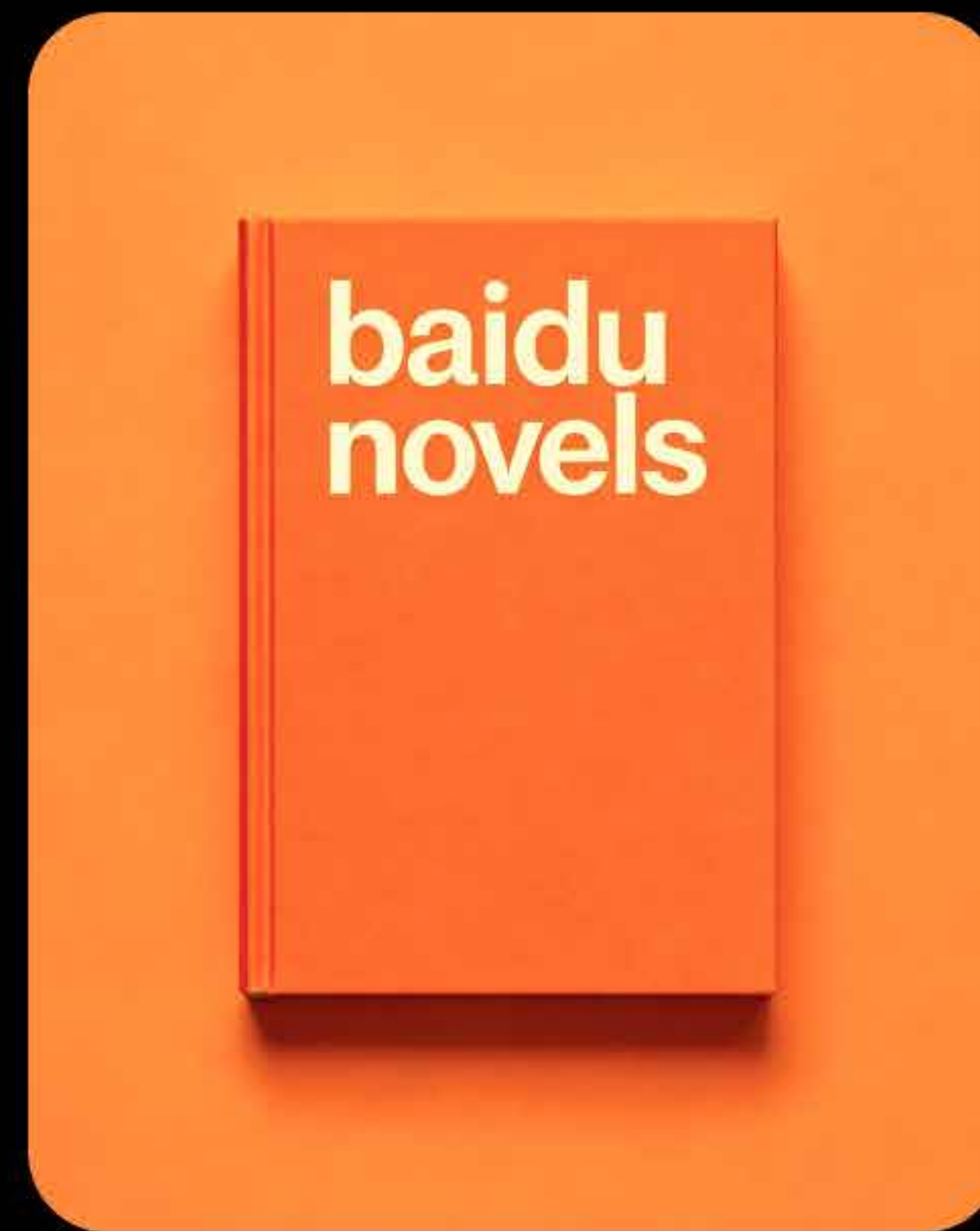
Mind Map
设计灵感



BD-百度集团名



熊掌-集团基因



书-行业属性

Construction
标准制图



Construction
品牌色

轻松蓝

HEX #4AAFFF

CMYK: 64 22 0 0

RGB: 74 175 255

百度蓝

HEX #3667FF

CMYK: 81 60 0 0

RGB: 54 103 255

脑洞黑

HEX #000000

CMYK: 93 88 89 80

RGB: 0 0 0

百度紫

HEX #8880FF

CMYK: 60 52 0 0

RGB: 136 128 255

愉悦橙

HEX #FF8A46

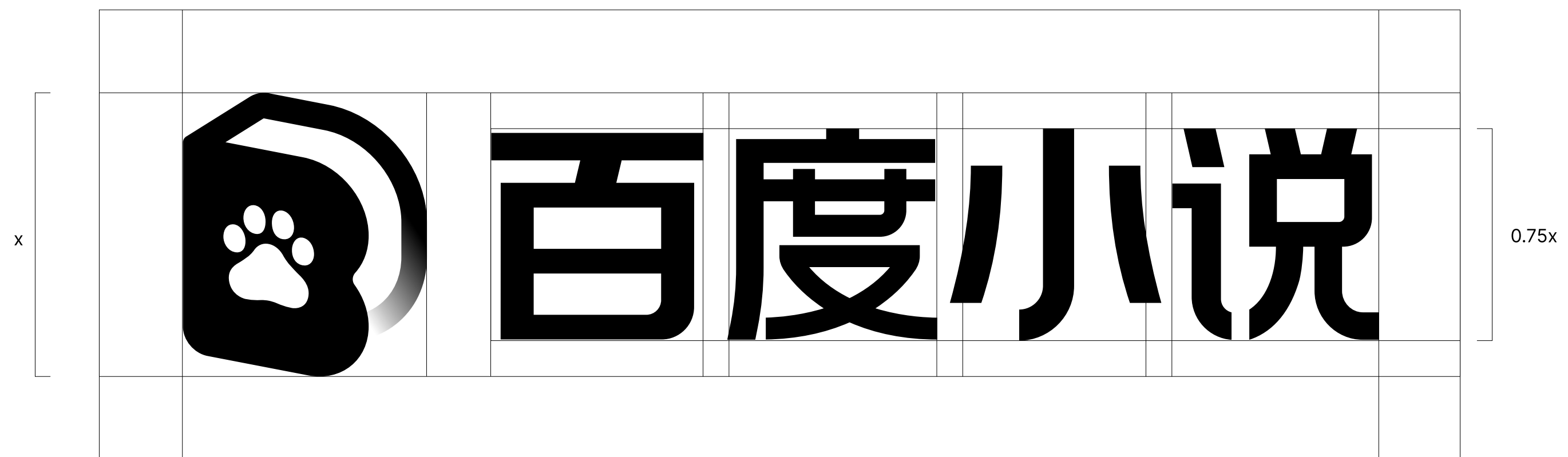
CMYK: 0 59 71 0

RGB: 255 138 70

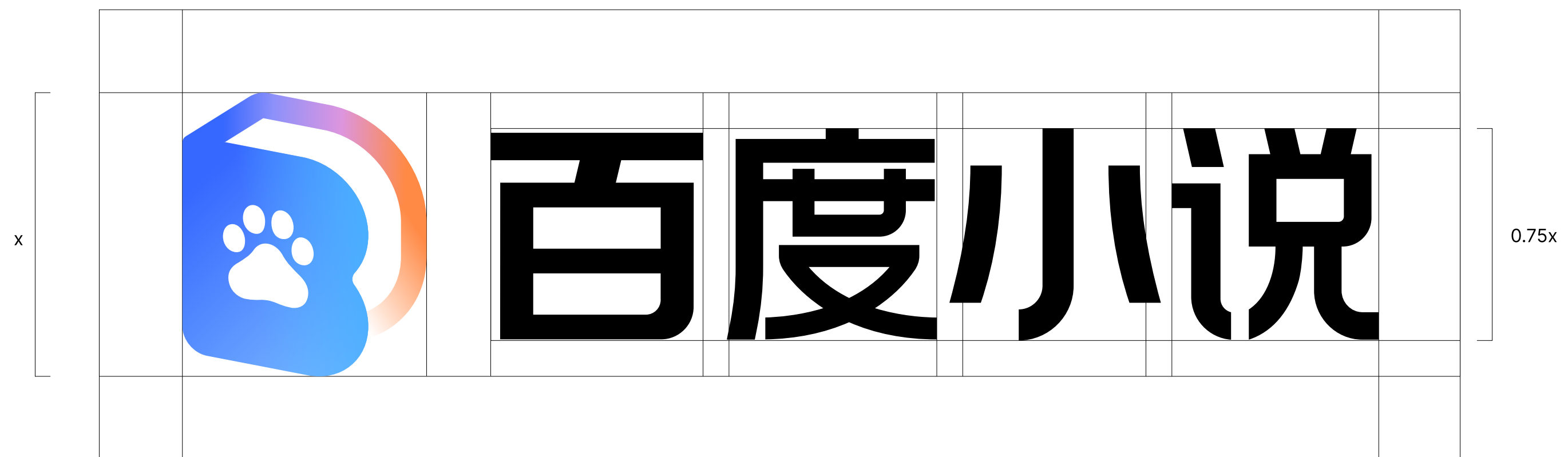
Showreel
图标展示



Construction
标准制图



Construction
标准制图



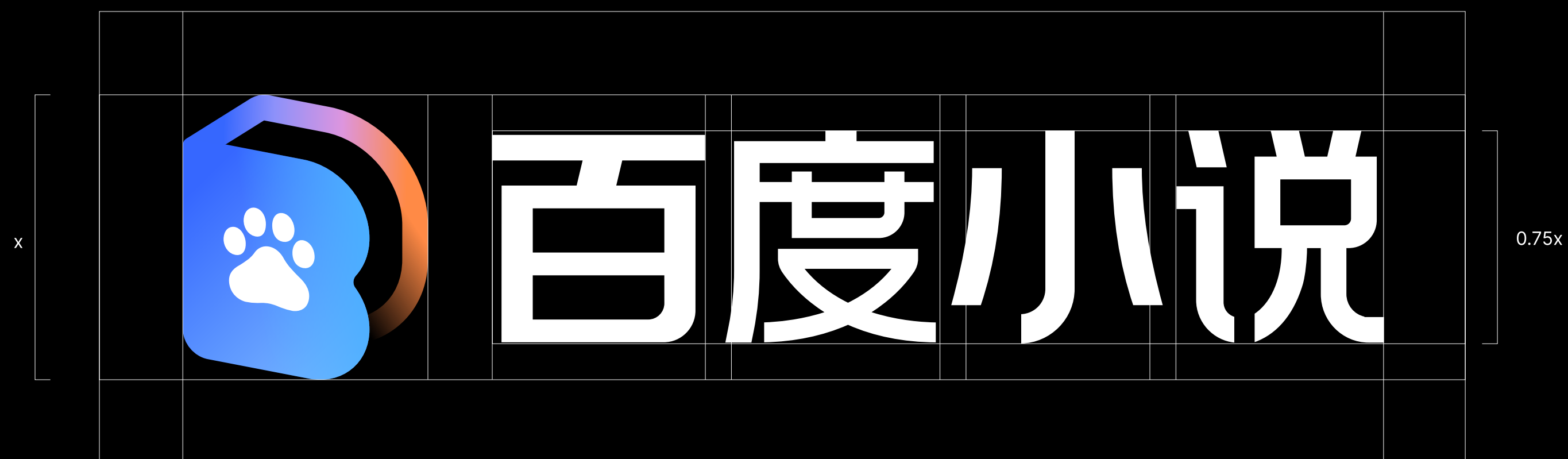
Construction

标准制图



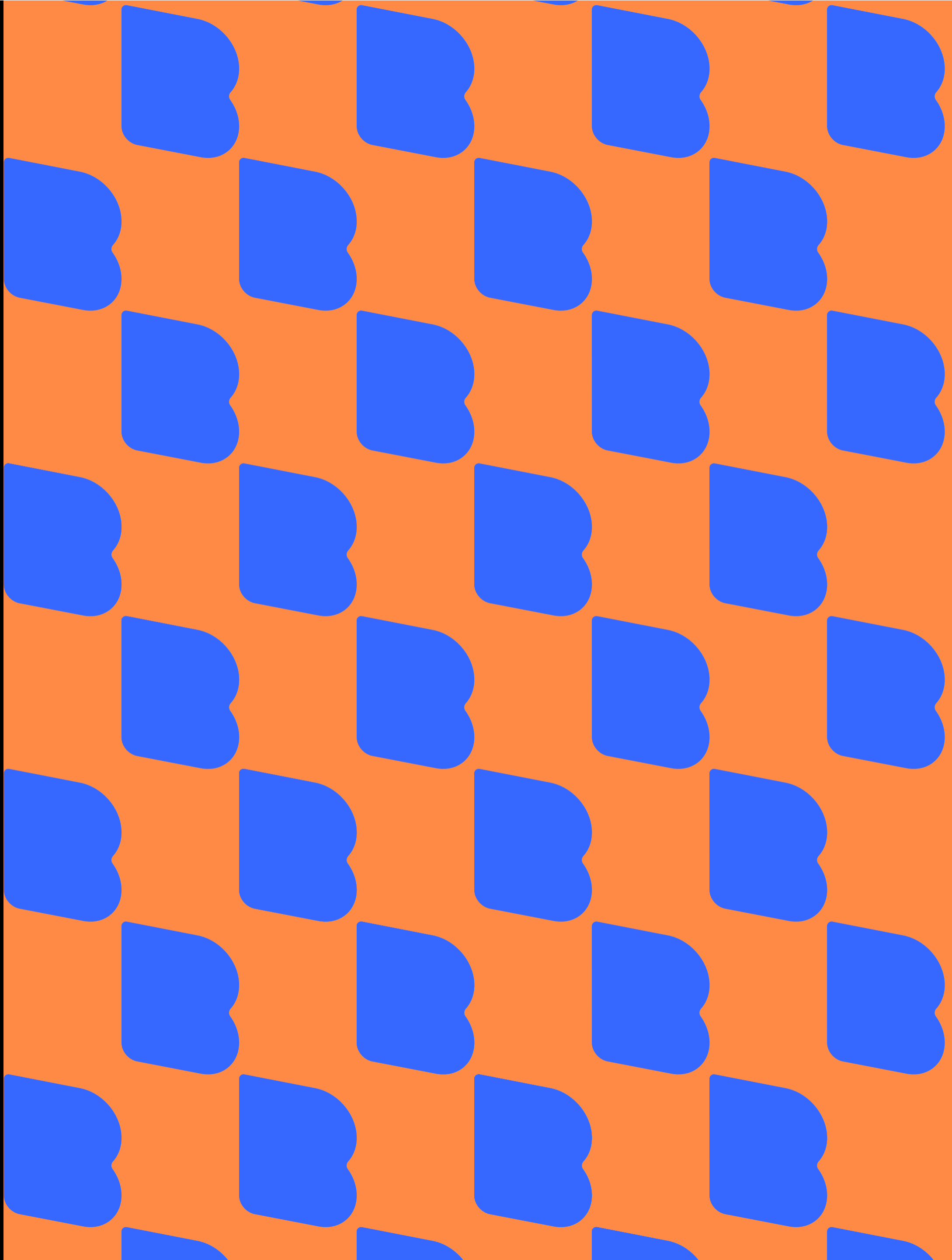
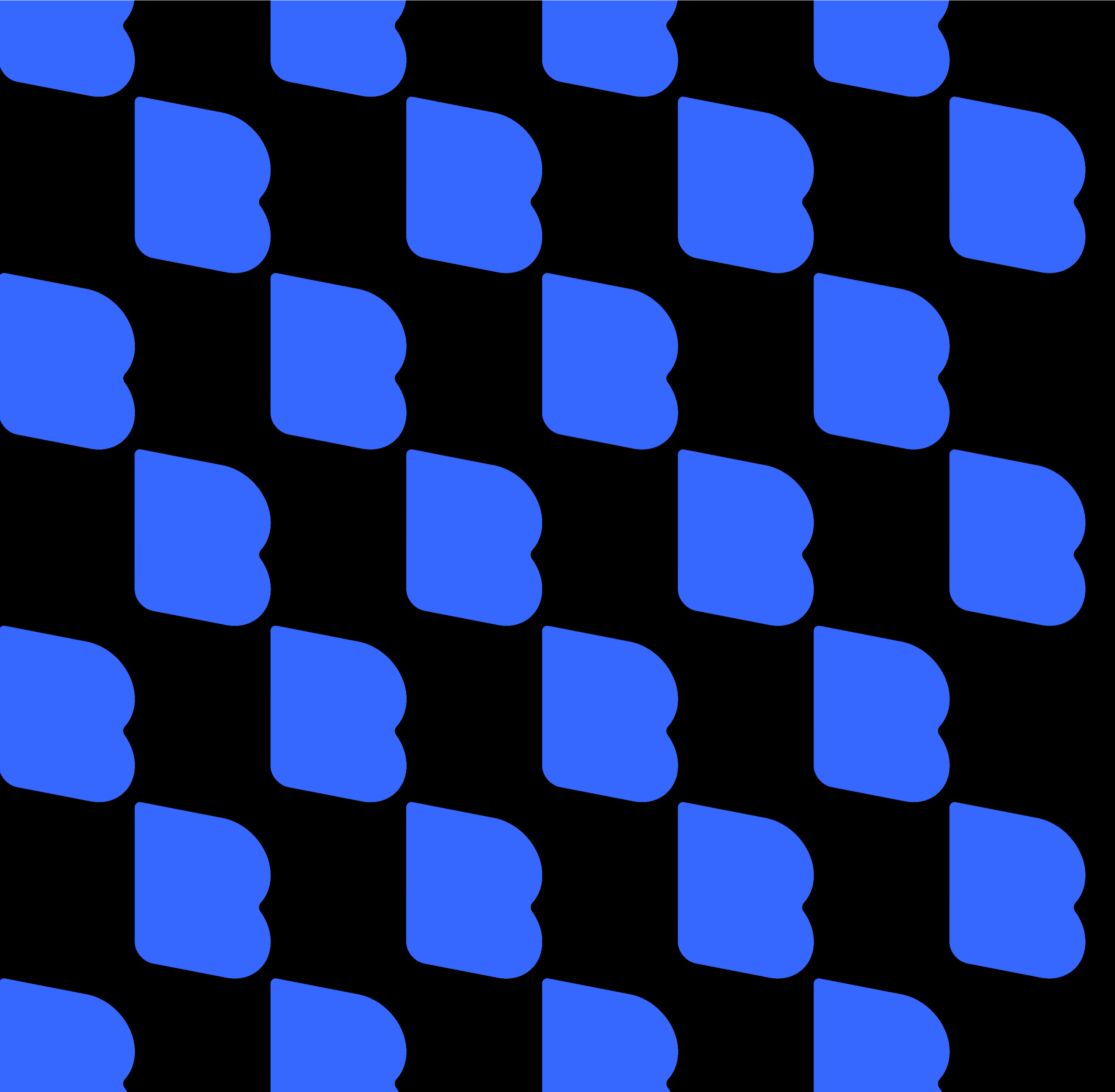
Construction

标准制图











Logo Guide

线下装置

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Construction
标准制图





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THANKS

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