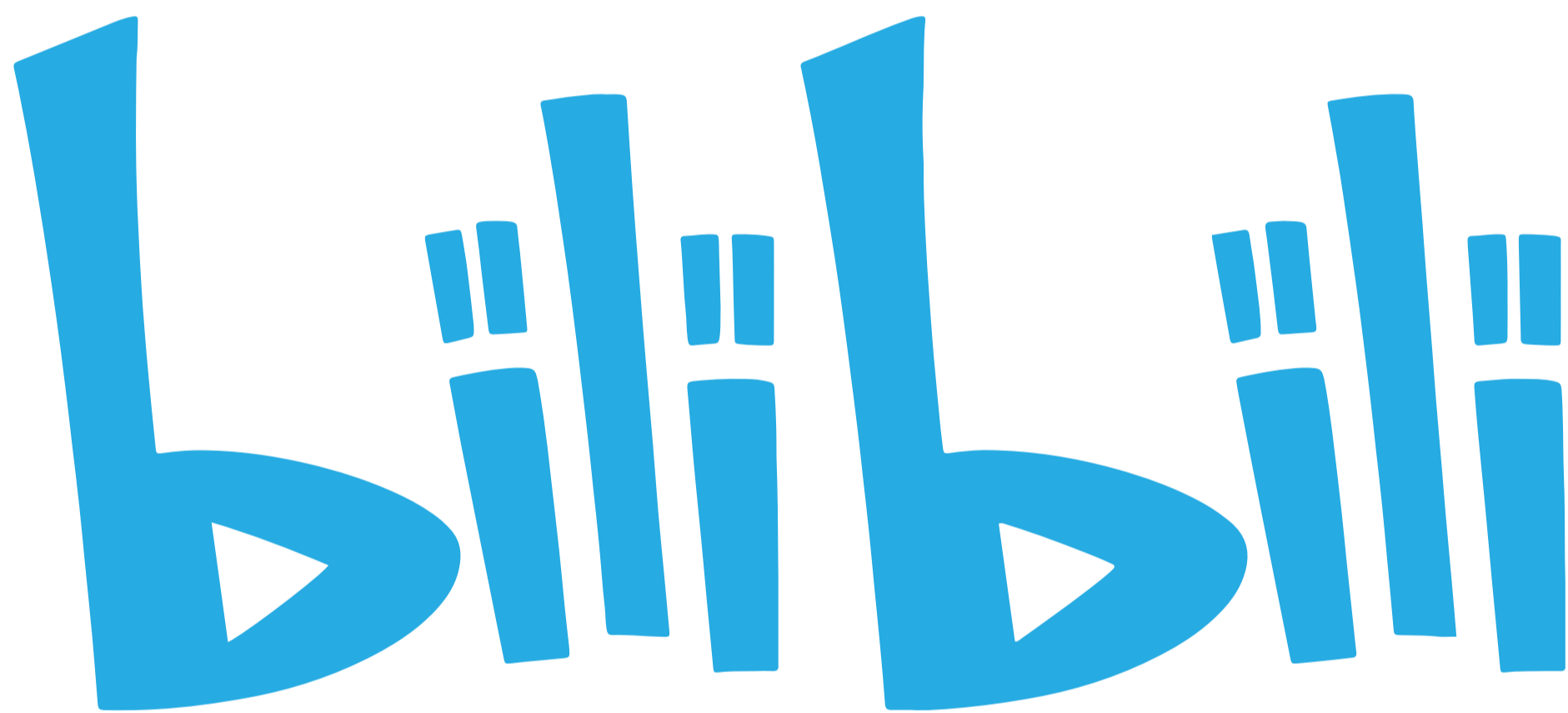


Bilibili Brand Identity Guidebook

Ver 1.03



Logo



Standard



White text



Black text

The Bilibili logo is composed of letter symbols. The symbols can be only copied directly from the attachment provided, and shall not be redrawn or re-assembled arbitrarily.

Logo



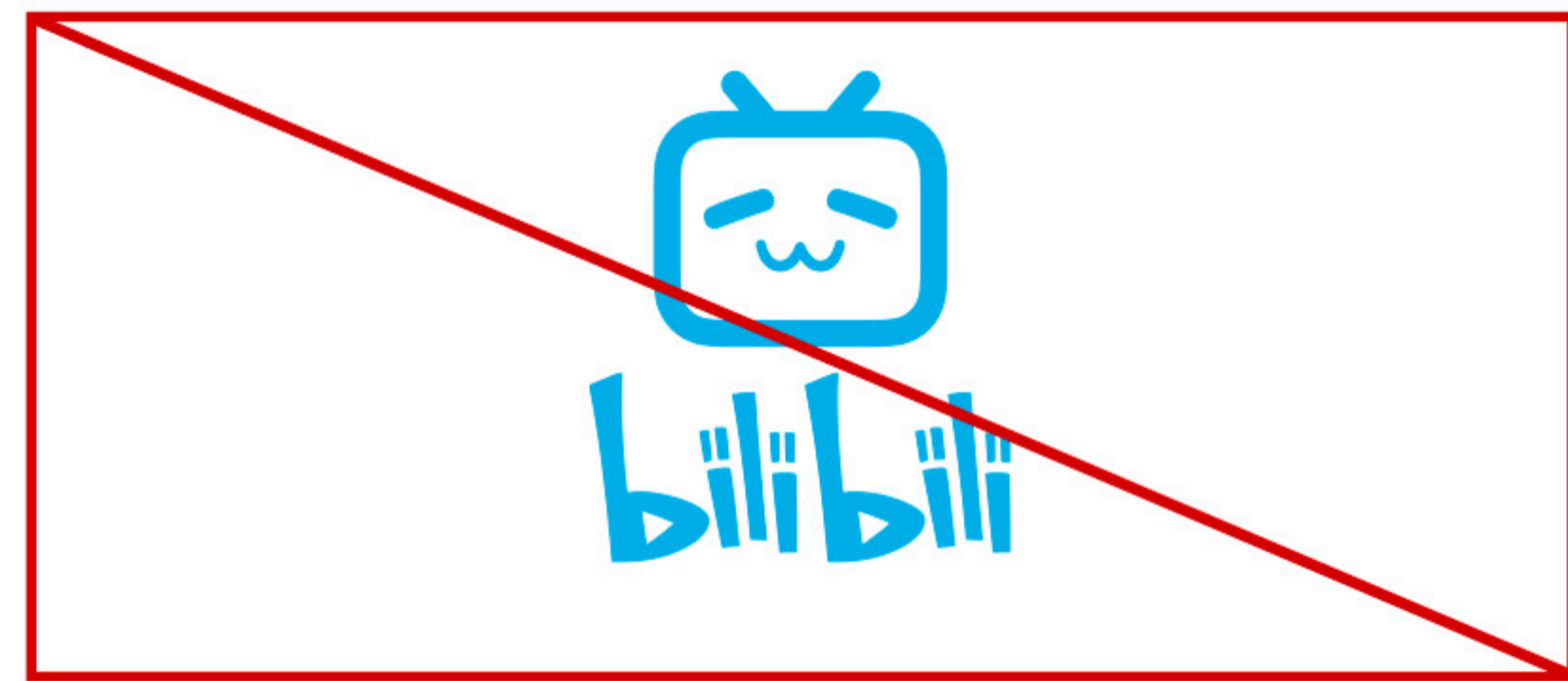
Display Width \geq 70px

Printing Width \geq 20mm

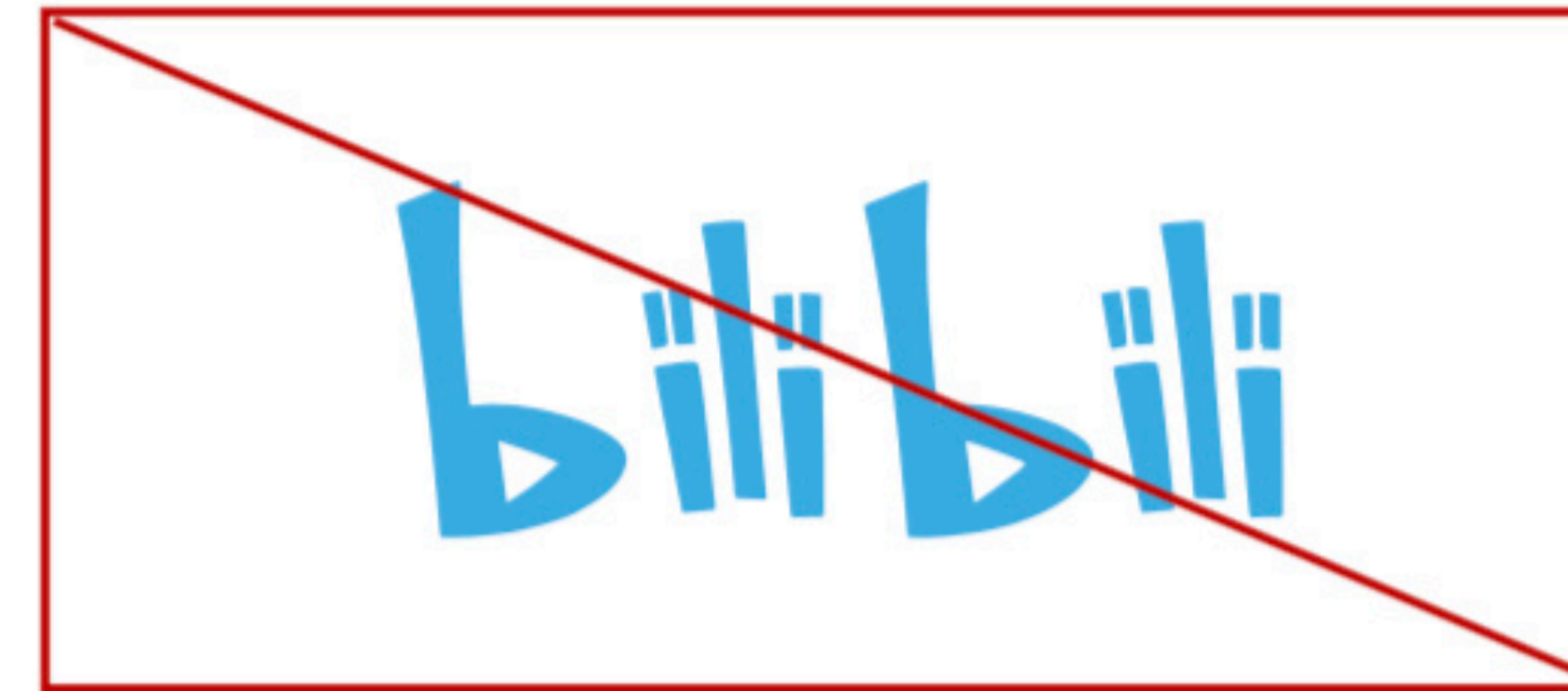
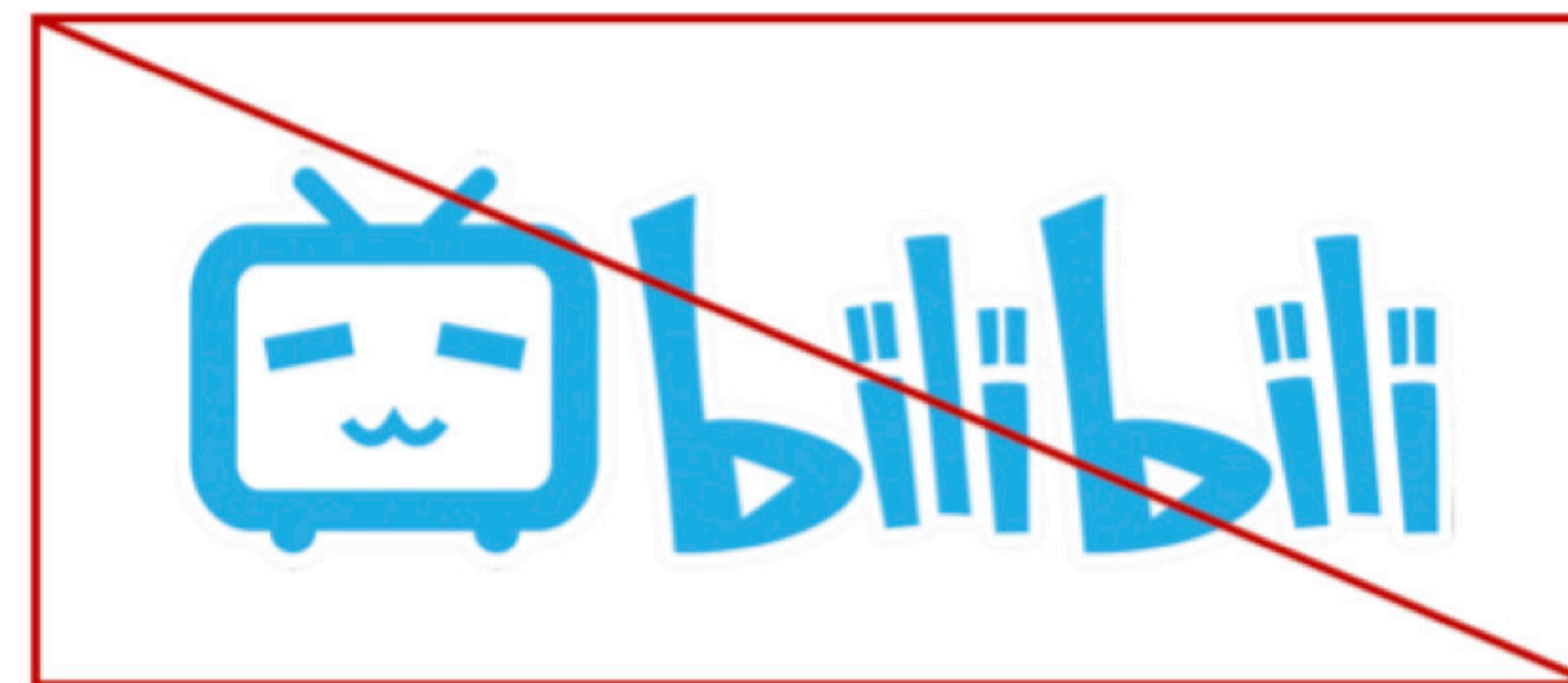
There is no limit to the maximum display size of the logo, but to ensure logo recognition, the minimum display size will be limited. For printing, the width should not be less than 20mm. For display on monitor, the width should not be less than 70px.

Logo

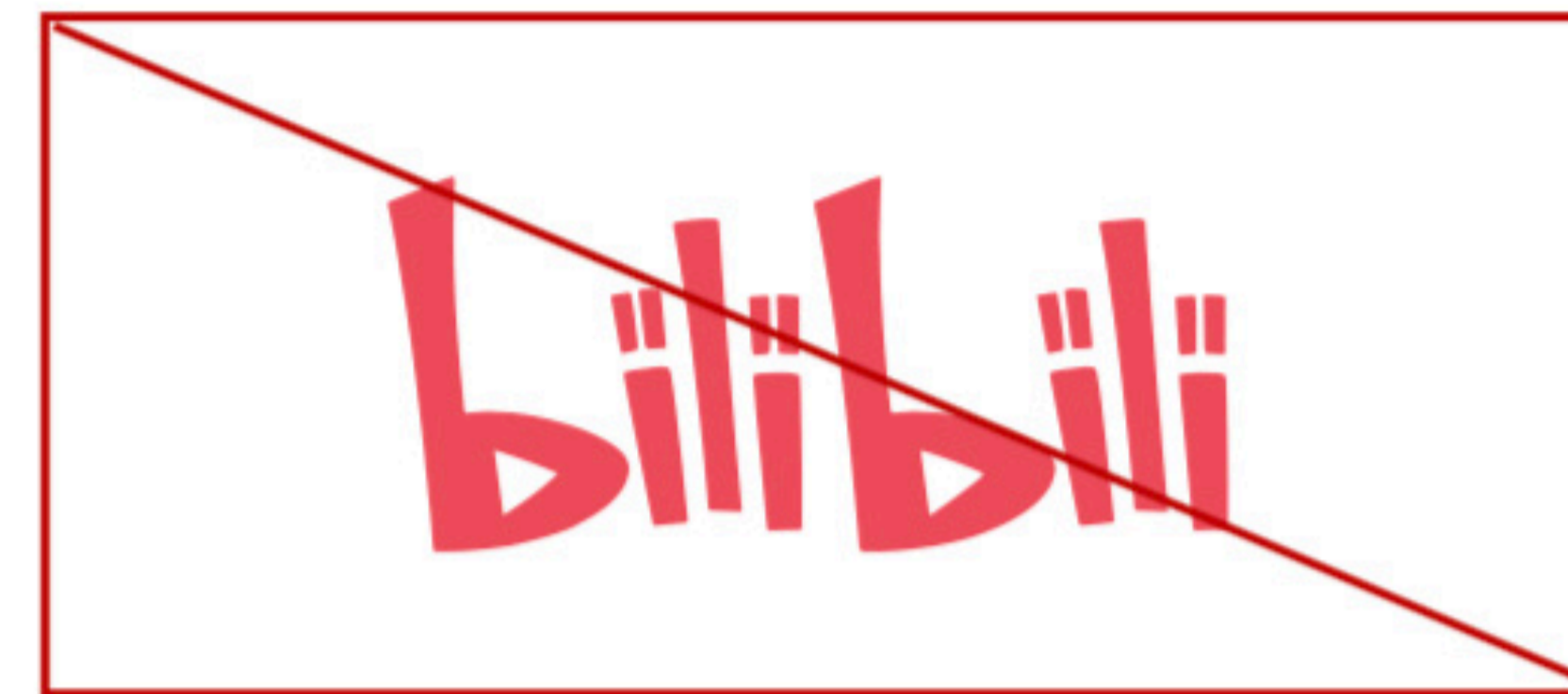
Misuse



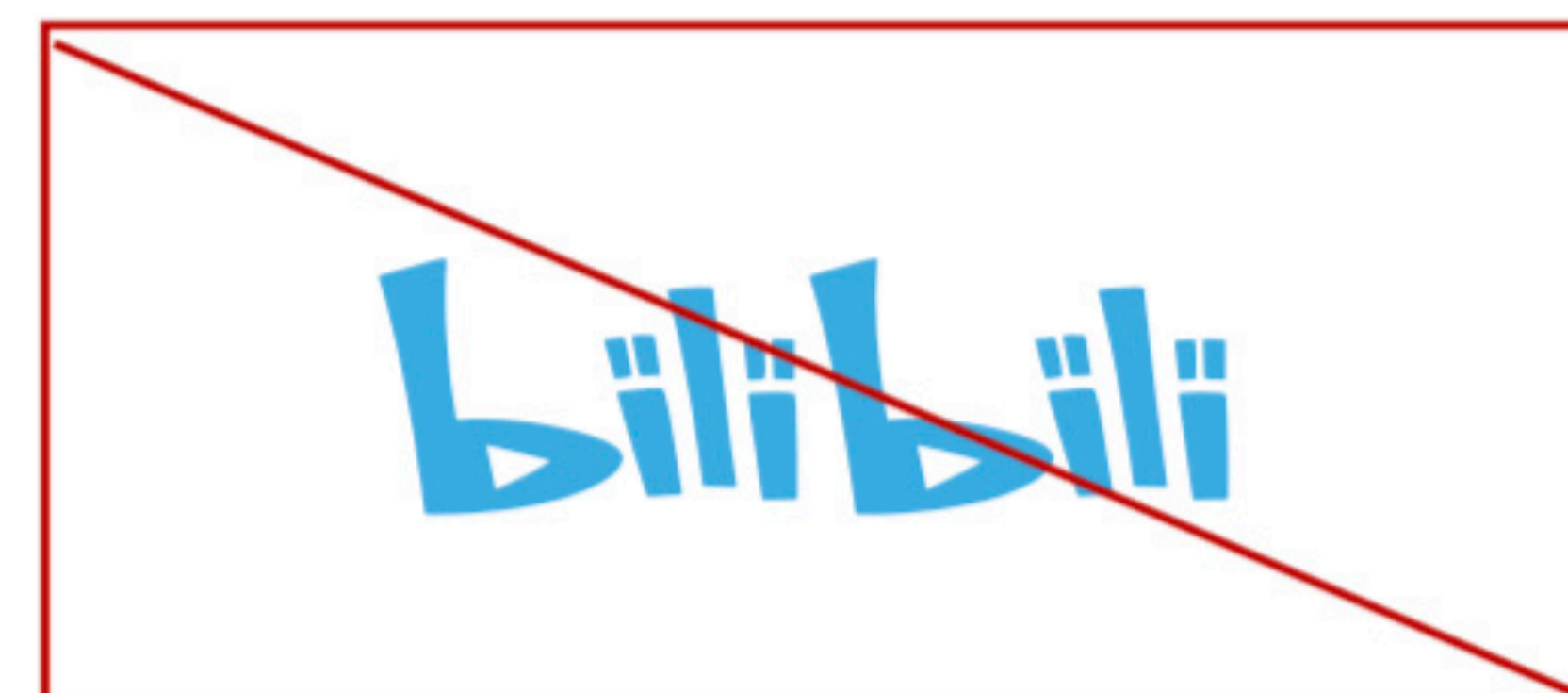
Don't add graphics in front of the logo



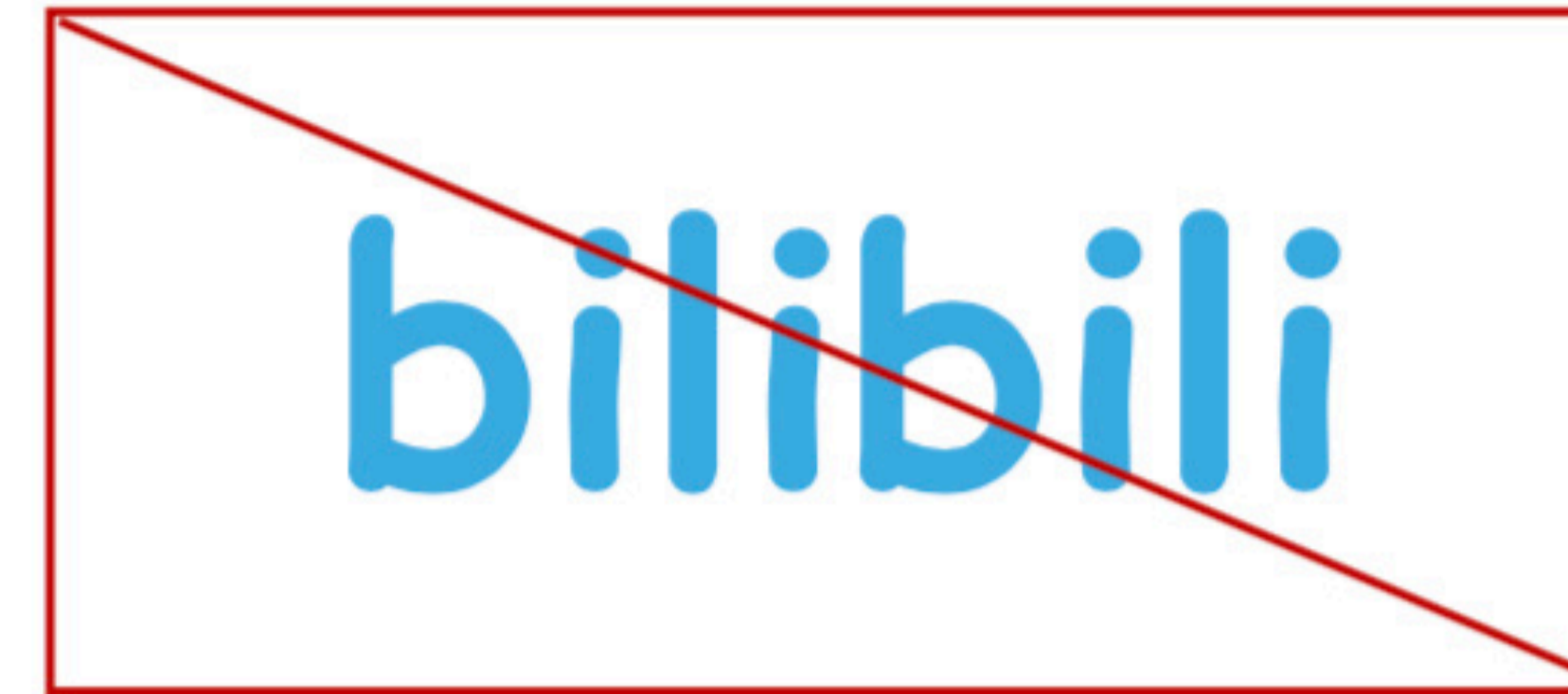
Don't change the logo elements' scales separately



Don't change the logo color



Don't draw the logo to change any of its ratios



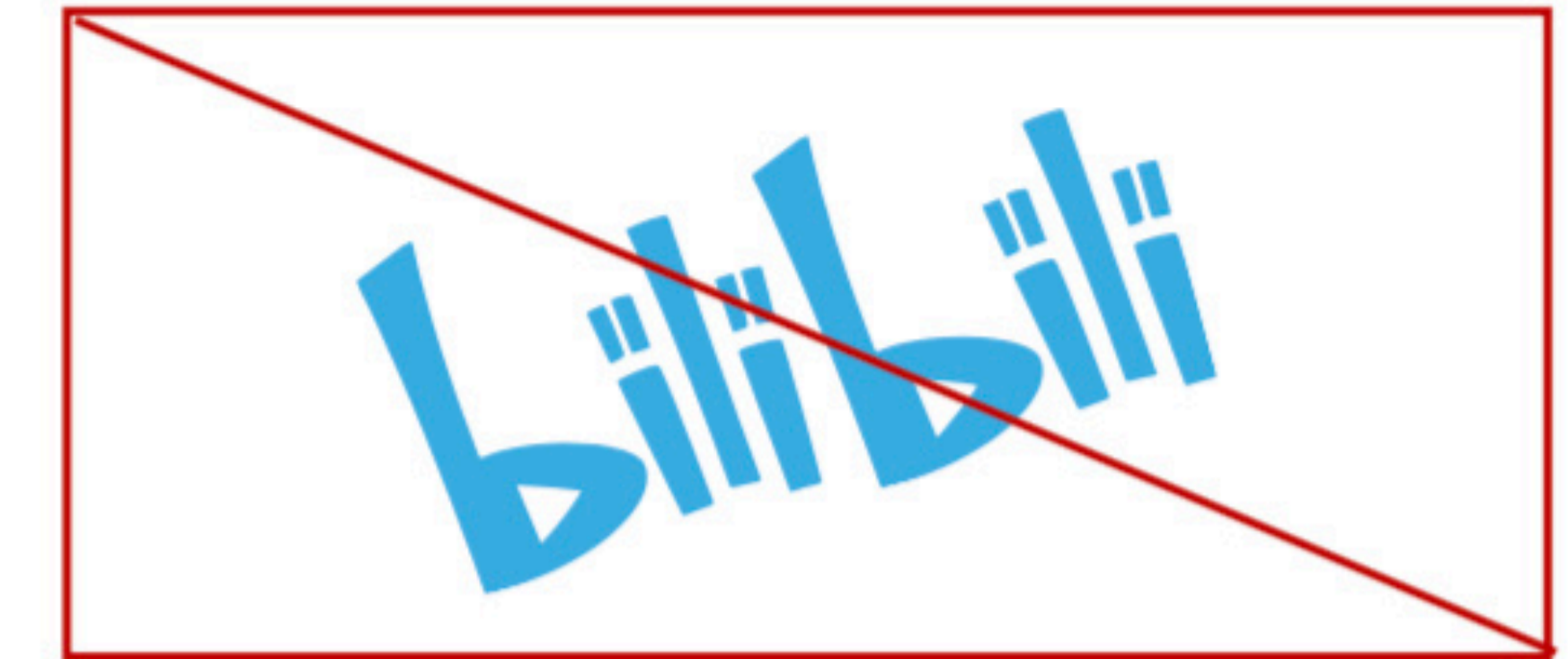
Don't change the logo font



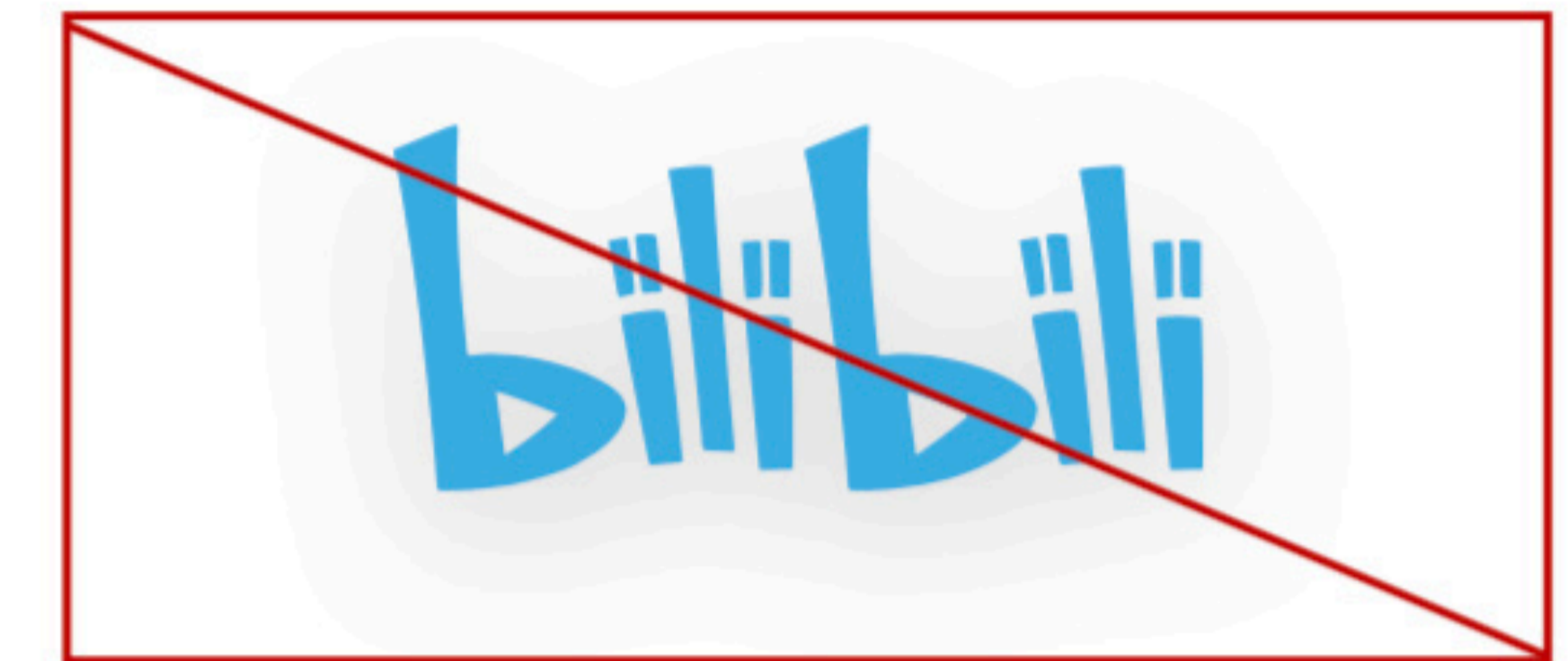
Don't add text around the logo



Don't use a poor/fuzzy quality image of the logo



Don't tilt or rotate the logo



Don't add shadow at the bottom of the logo



Don't fill the logo with patterns

To ensure logo integrity and brand unity, it is very important to comply with the usage and restrictions guidelines specified in this guidebook. In the use of the logo, try to avoid non-standard uses as shown in the picture above.

Logo

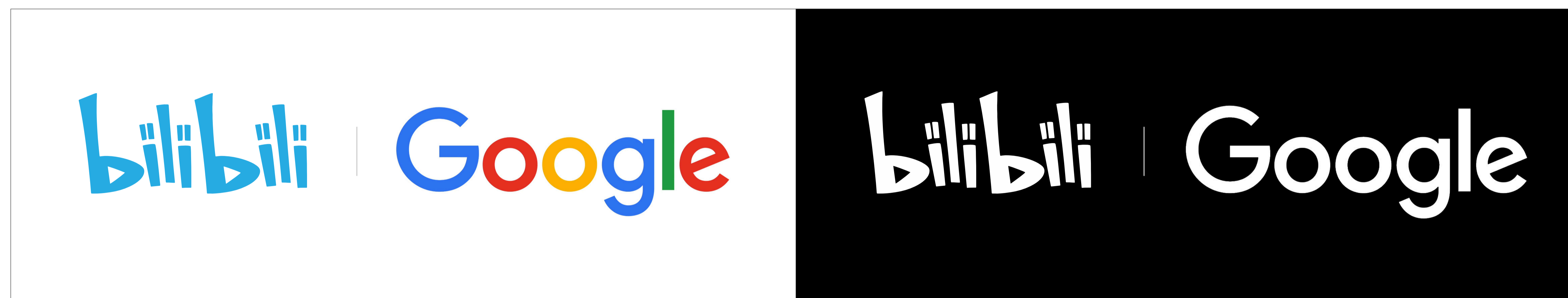
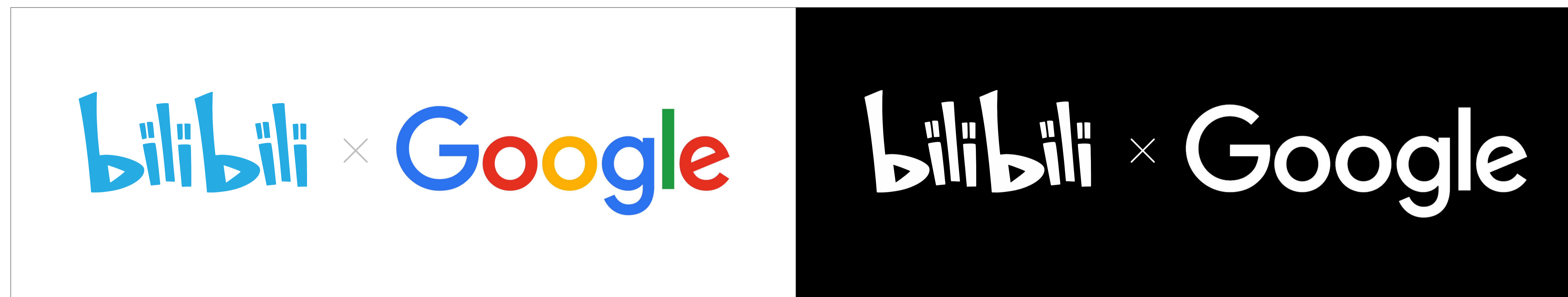
Misuse



When the background is complex, use a base color to ensure logo readability, and do not use strokes or drop shadows.

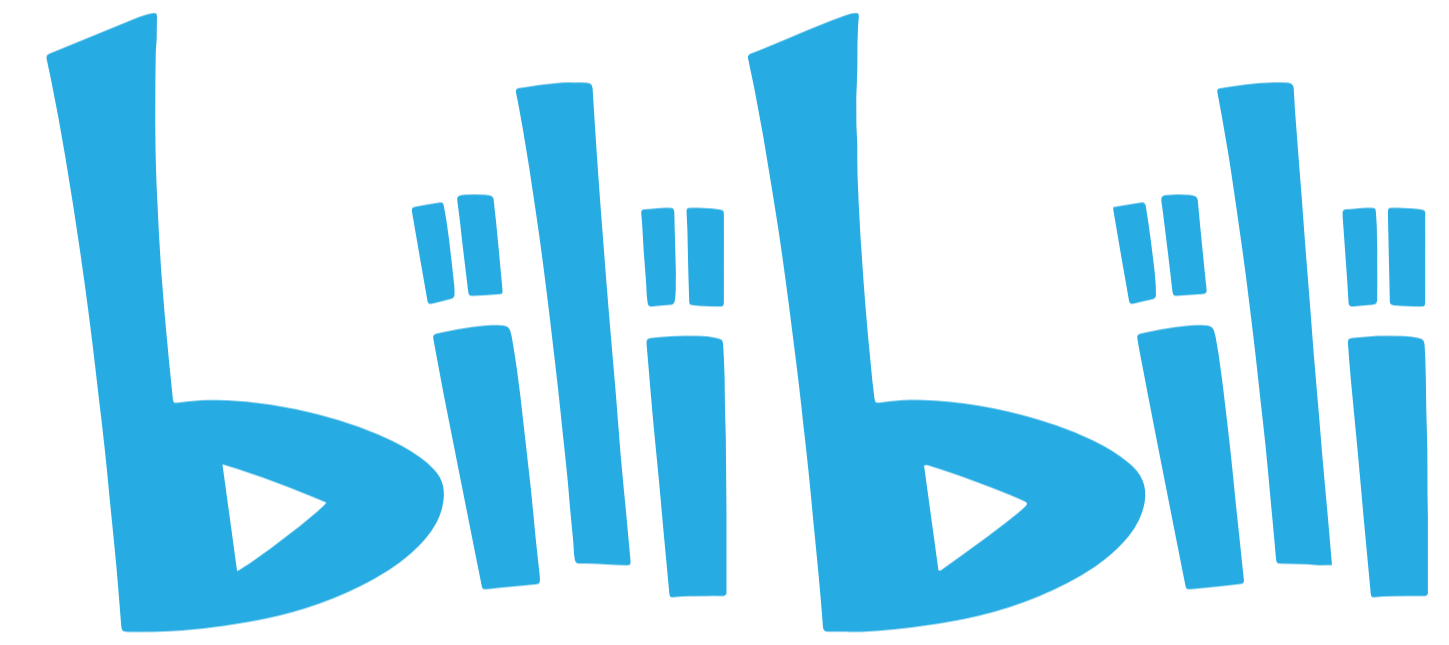
Logo

Display as part of external cooperation



Logo

Capitalization in copywriting



Logo

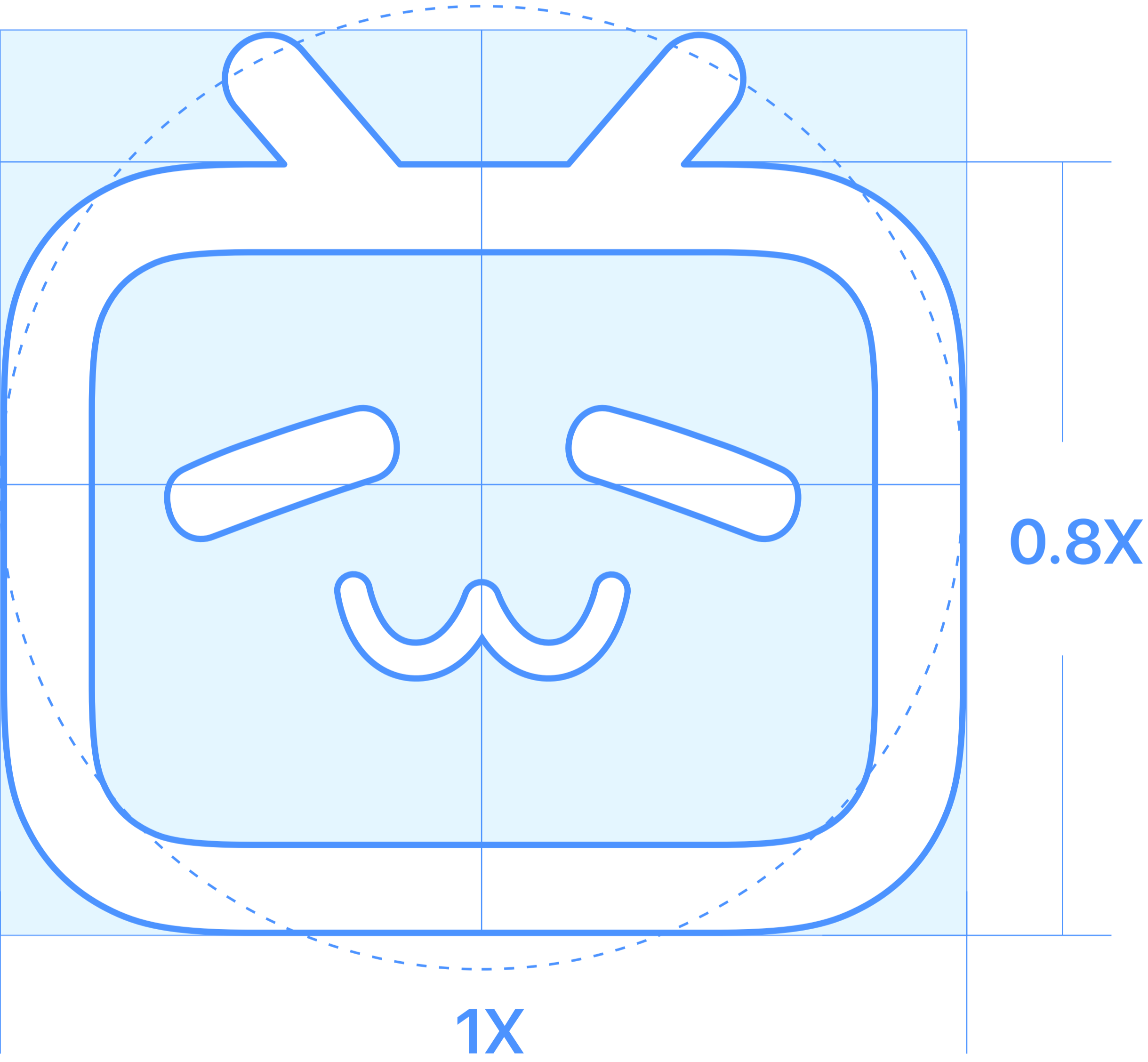
Bilibili

When used as a copy

bilibili in logo design is always used in all lowercase letters. However, it should be capitalized when used as a copy, i.e. "Bilibili", whether it appears at the beginning of a sentence or in a sentence, and whether it appears alone or as a phrase.

In English graphic design requiring all uppercase letters, uppercase "BILIBILI" is allowed but all lowercase "bilibili" is not allowed.

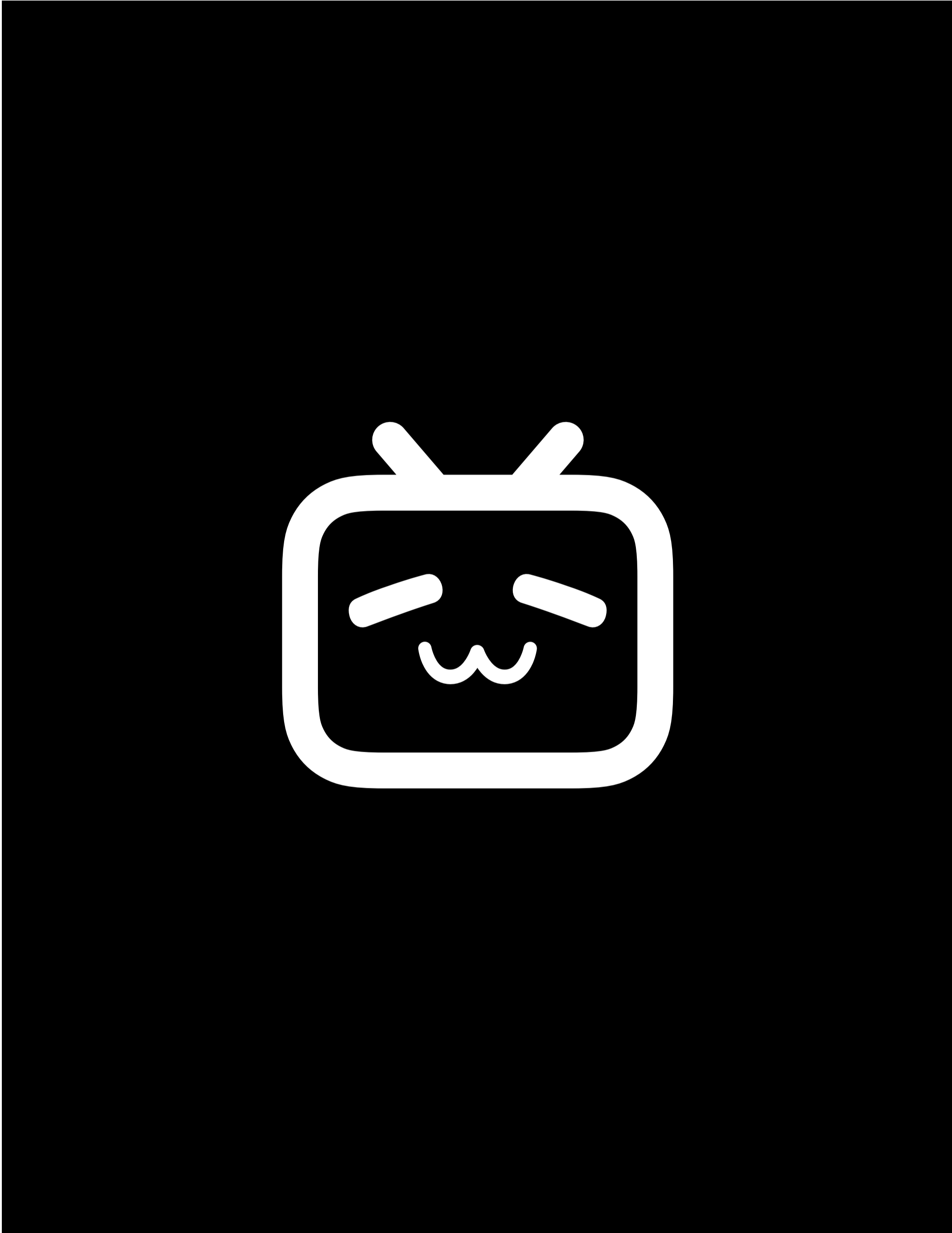
Icon



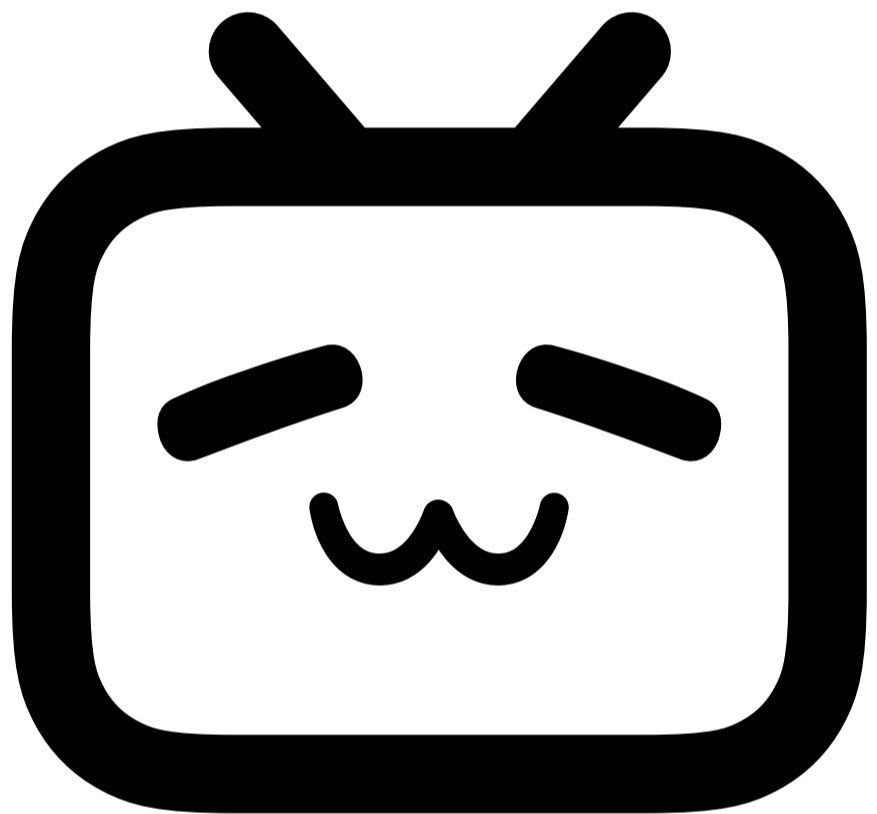
Icon



Standard



White text



Black text

Font

English font, Vietnamese font, etc.

Noto Sans

Thai font.

Noto Sans Thai

It is recommended to use the Noto Sans font family. Choose font in correspondence to the language, e.g.: If the language is Thai, choose Noto Sans Thai. It is recommended to use the weight Regular/Bold.

Don't use a paid-for font of which the right of use has not been obtained.

Brand color

Standard blue (Dominant color)

#C1 #4C93FF brand colour							
#C1.1 #0E2666	#C1.2 #15398C	#C1.3 #2453B3	#C1.4 #3672D9	#C1.5 #75B1FF	#C1.6 #9ECBFF	#C1.7 #C7E3FF	#C1.8 #F0F8FF

Pink (Complementary color)

#C2 #F26183 brand colour		
#C2.1 #FFB8C4	#C2.2 #FFE0E4	#C2.3 #FFF0F1

App icon



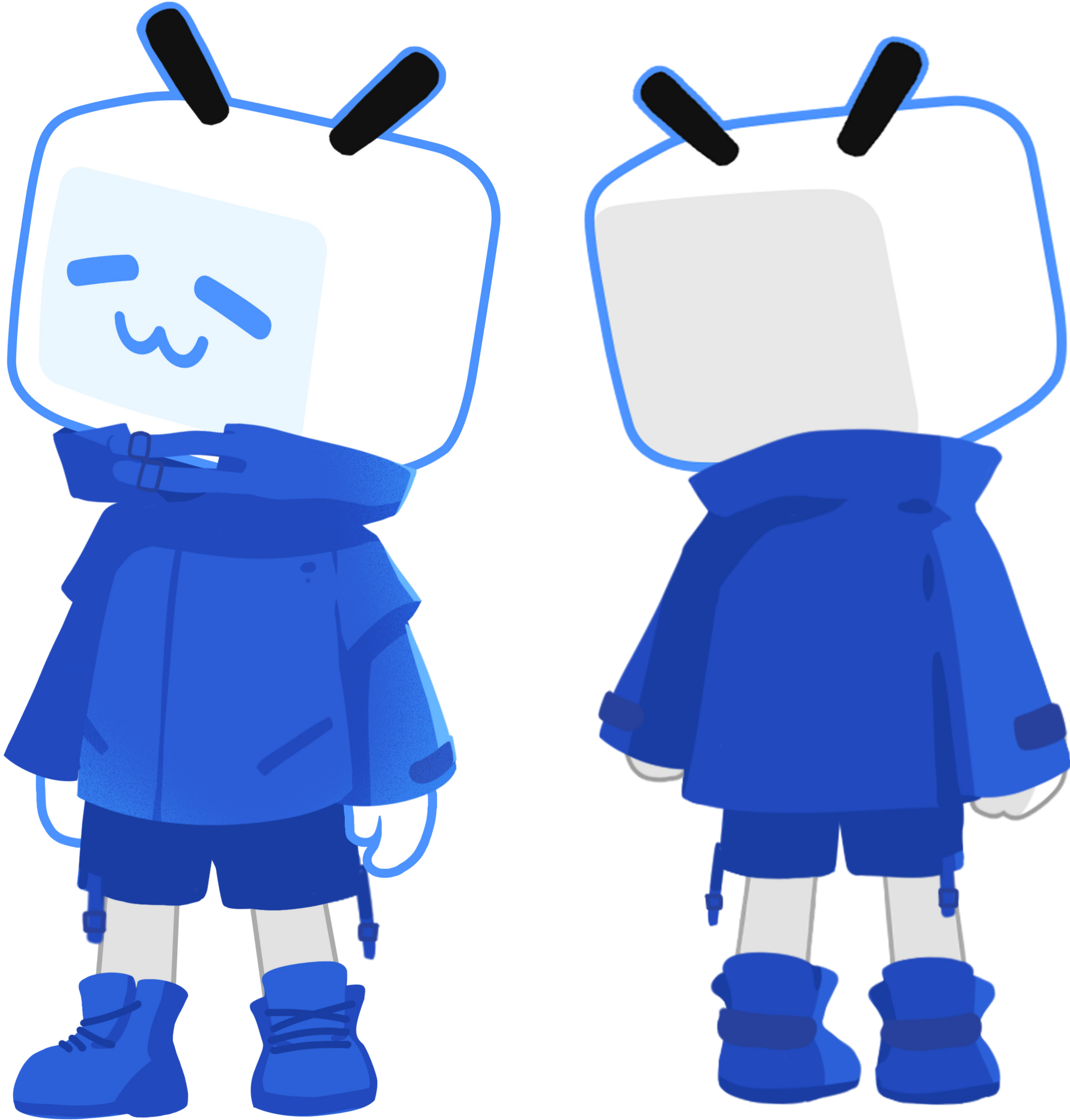
Standard



Display Width \geq 40px

Printing Width \geq 10mm

Mascot-basic image of 2D Little TV



2D multi-angle view



2D-style and elements



Little TV has been set to use a youthful and cool style



In the design of decorative elements, the head or the outer shape of the head of Little TV or video-related elements can be used alone

2D-head-to-body ratio



The maximum head-to-body ratio of Little TV is about 1:2

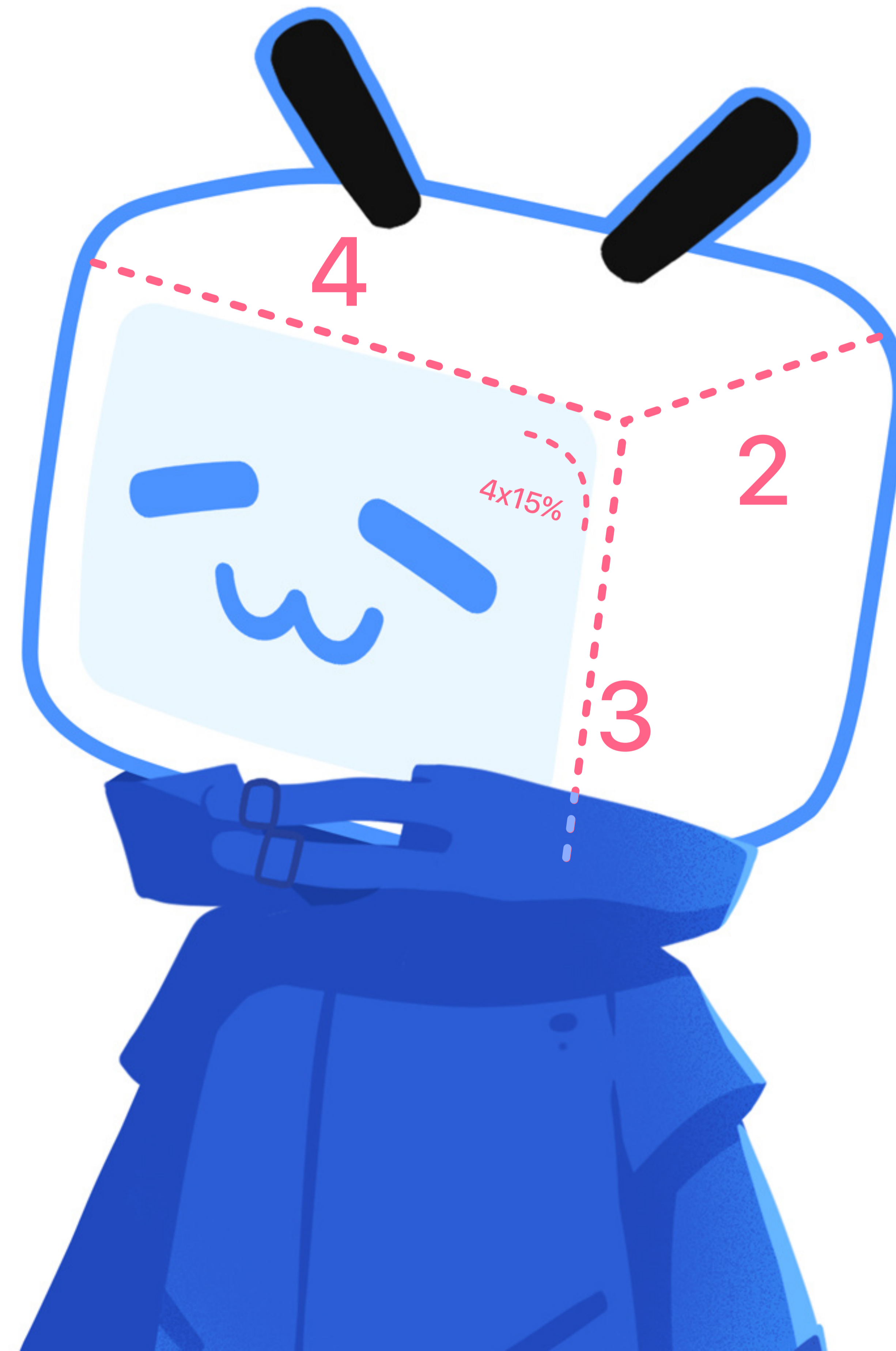


For promotion during activities, the head-to-body ratio of Little TV can be moderately adult-like with a minimum ratio of 1:4

2D-head details

In the form of 2D illustration,
the width-height-thickness ratio of
Little TV is about **4:3:2**.

The border-radius of each angle is
about **15%** of the width.



2D-face details



The facial features are too far from each other



The strokes are too sharp



The facial features are too close from each other

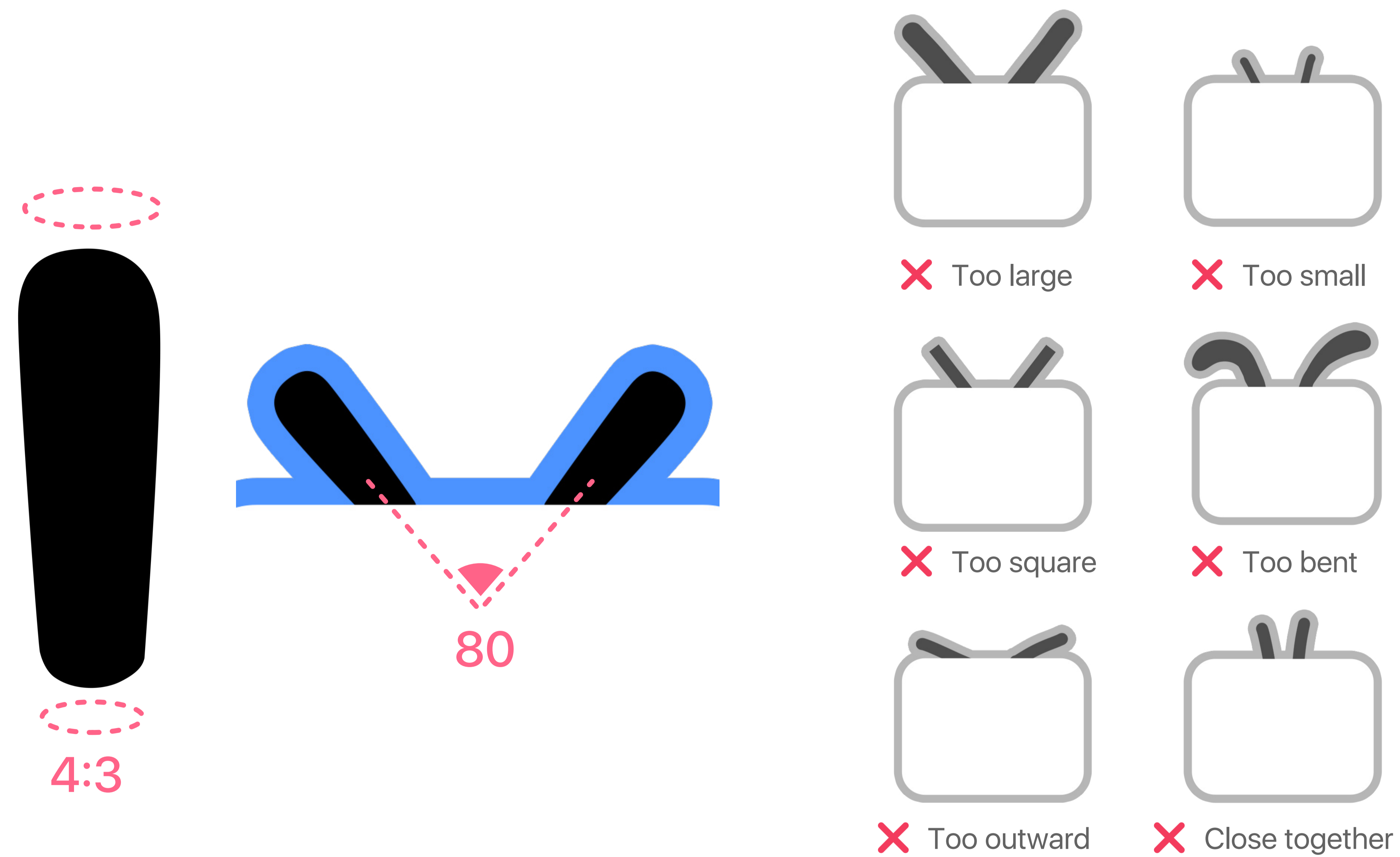


The facial features are too flat



The facial features are too bent, or pet-like

2D-antenna details



The antennas of Little TV are cylinders with a larger diameter at the top and smaller diameter at the bottom (about 4:3). The angle between the extension cords of two antennas is about 80°. Avoid the wrong use shown in the picture on the right.

2D-screen



There is a display screen area which is slightly raised on the face of Little TV. The area can be suggested with a light color or thickness, but shall not be represented with an excessively obvious line. In prompt and notice type information, the facial features on the display screen area on the face of Little TV can be removed and replaced by some prompt symbols to deliver information.

2D-hand details

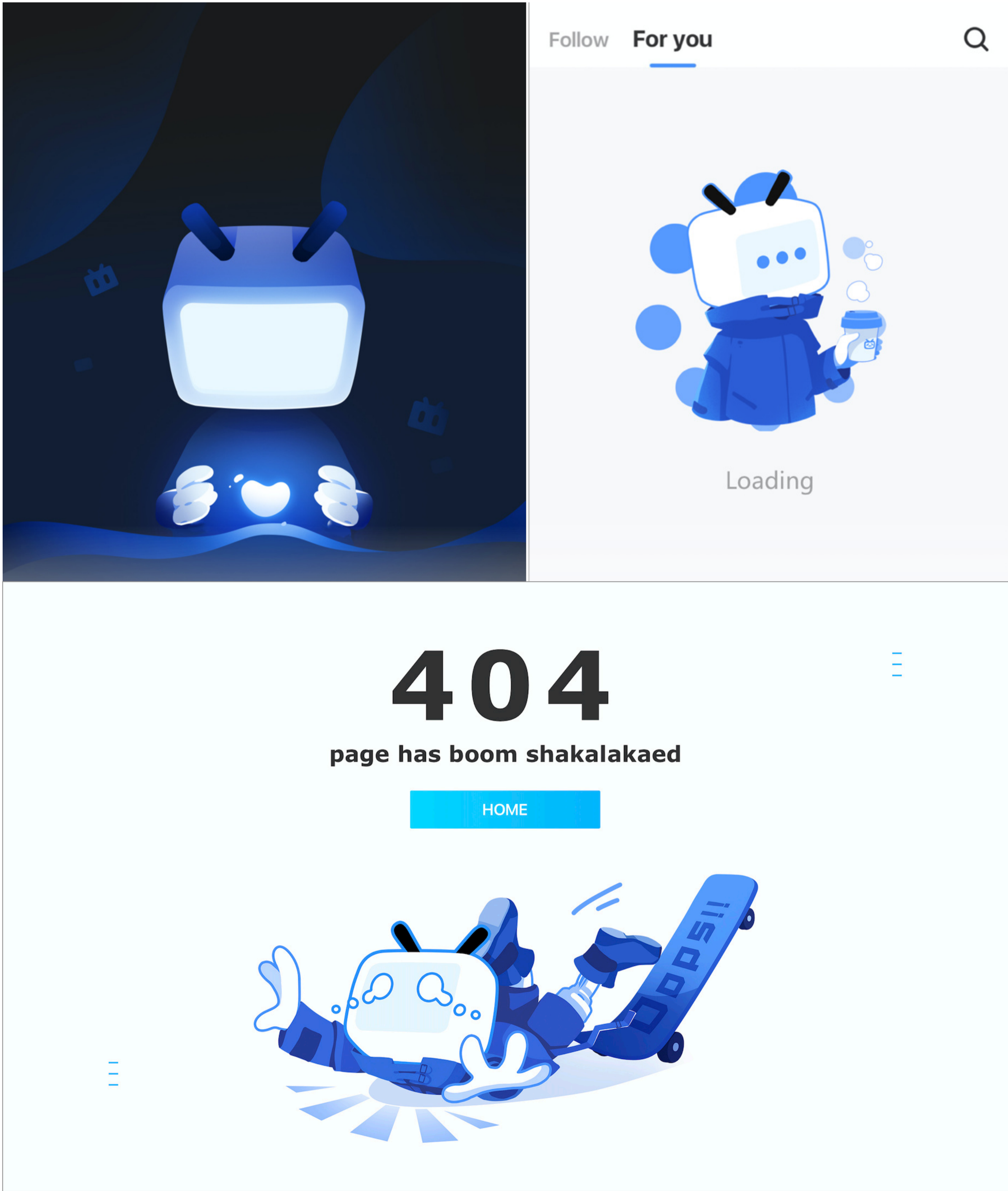


The hands of Little TV have four thick fingers.

2D-applications

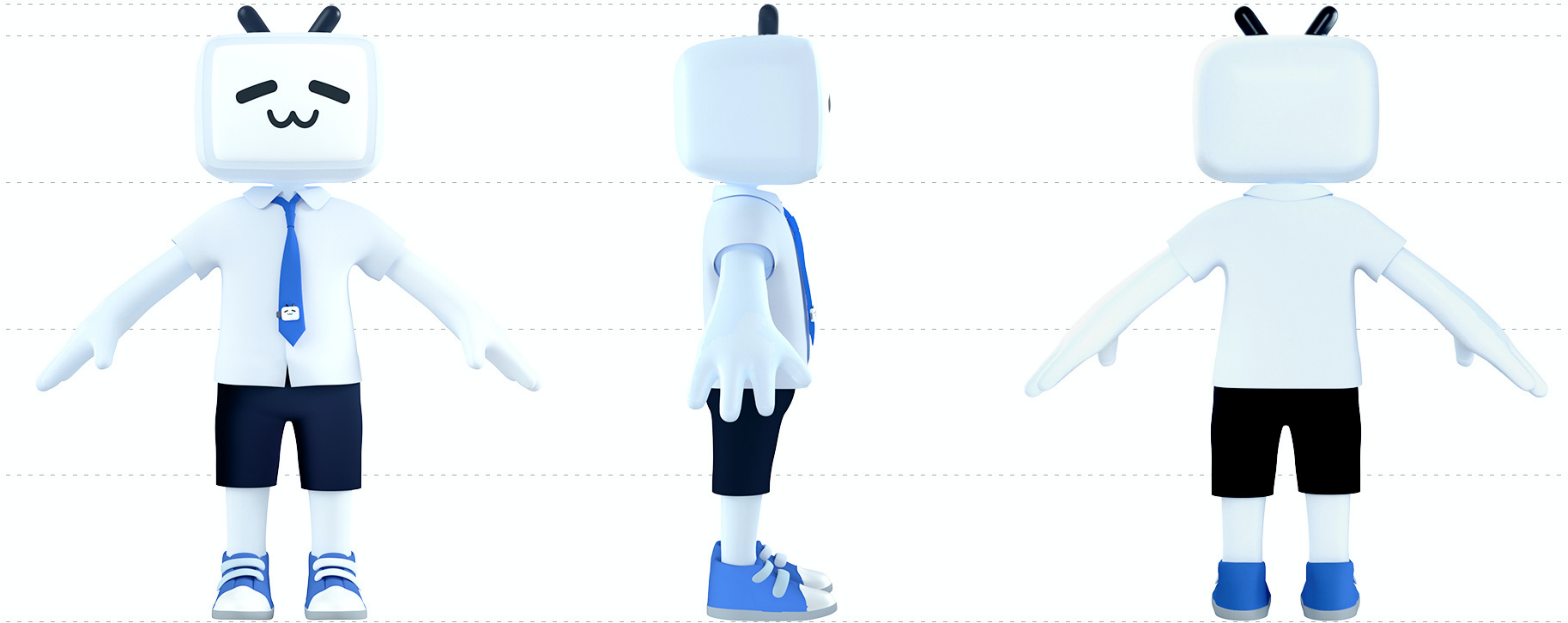


In Campaigns



In APP

Mascot-basic image of 3D Little TV



FRONT SIDE

LEFT SIDE

BACK SIDE

3D multi-angle view



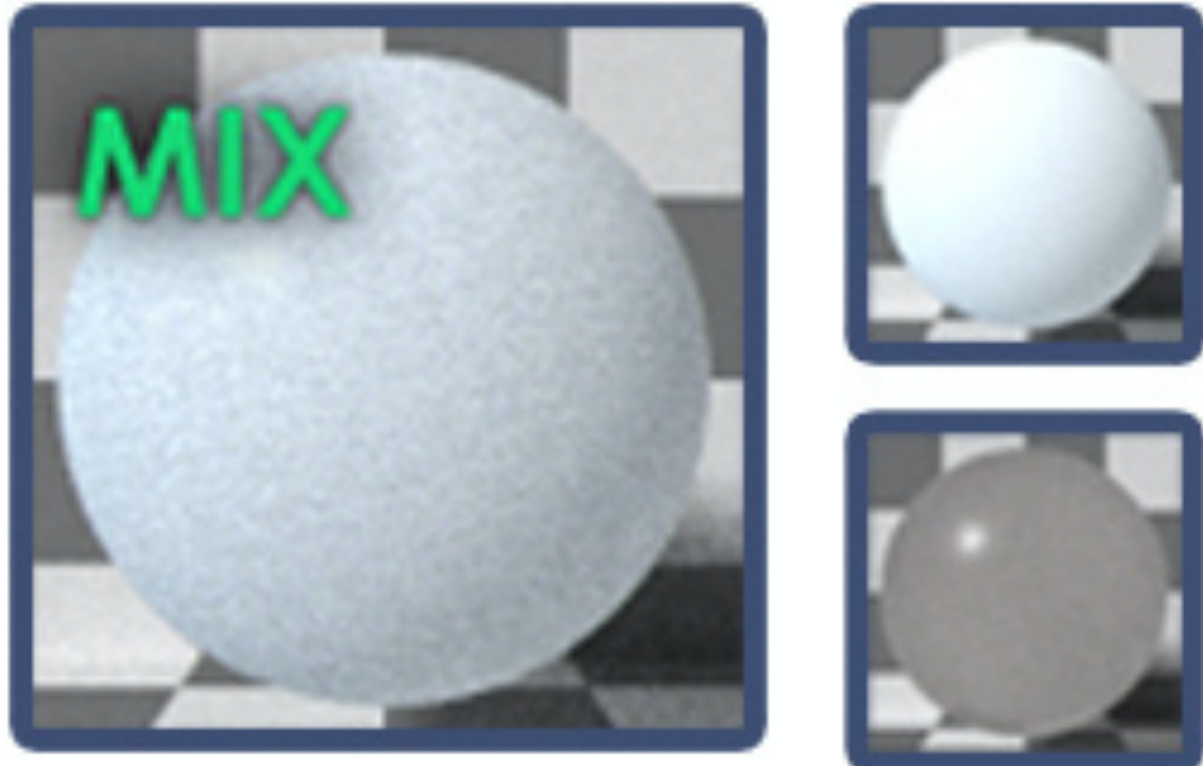
3D-basic material



SSS material simulates rubber feel.



The face is slightly raised.



MIX material has diffusion & mirror effects.

3D-applications

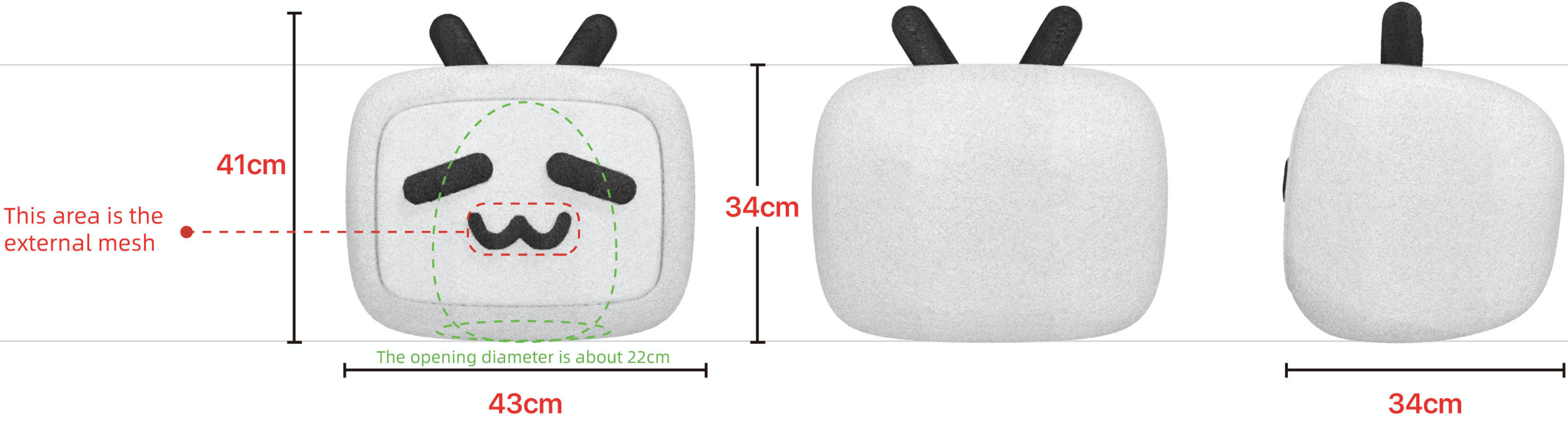


Online banner



Trophy

3D-applications



Material Reference



Rendering reference



Applications



Applications



Applications

bilibili



Attachment



Logo & TV icon.ai

Attachment 1: Bilibili Logo & Icon



NotoSans-unhinted



NotoSansThai-unhinted

Attachment 2: Fonts

