Huawei is a leading brand in the ICT industry and its Visual Identity (VI) must be in keeping with Huawei’s elevated brand image around the world; meet the growth, the demands, and the needs across all of its businesses. This Guidelines is an upgrade based on the 2006 “Huawei Visual Identity Guidelines” and replaces the 2006 document immediately upon issue.

Upgrades and Refinements

1. Visual Identity System

The Corporate symbol continues to express Huawei brand’s core concepts of focus, innovation, robustness, and harmony and the HUAWEI logotype has been optimized and modernized aligned with today’s trends. The Huawei brand color (Huawei Red), secondary colors, supporting Graphic (Huawei Line), brand imagery and typography have also been upgraded based on the Visual Identity established in 2006; building an even stronger brand image with ease of use in mind.

2. Application System

Growing with today’s broader audiences and ever-expanding needs-stationery, print, advertising, exhibitions, displays, as well as signage and wayfinding—the applications were carefully evaluated and refined with updated principles and new layouts, guidelines for co-branding are further defined, digital media such as website and social media are now included and a part of our VI.

Contact information

Download the Huawei Visual Identity Guidelines and templates in W3, or search “Brand Management Department” for advice from relevant experts at Huawei’s Brand Management Department.

Website of Brand Management System

http://w3.huawei.com/hsdms/?brand=1#!brand/common/home.html

Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:

All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.
1.1 Vision and Mission

Bring digital to every person, home and organization for a fully connected, intelligent world.
1.2 Brand Attributes

Customer-centric, Dedicated, Innovative, Global, Open, Trusted
2.0

Visual Identity System
2.1 Visual Identity System: Basic Element Overview

Huawei's Visual Identity System creates impact in a simple manner. The System consists of 6 elements: corporate logo, brand color, secondary graphic (Huawei Line), Huawei illustrations (please refer to section 2.2), corporate imagery style and corporate designated typography. All elements (except brand logo) are used in combination with the brand logo. The refined and upgraded VI system has a rigorous control of the use of red in the design in terms of size and proportion, such that red becomes an accent in the application.

1. Corporate Logo

2. Brand Colour

![Brand Colour](image)

3. Secondary Graphic (Huawei Line)

4. Corporate Imagery Style

5. Corporate Designated Font

方正兰亭黑体系列为华为专用中文字体

FounderType LanTing Hei - Light

FounderType LanTing Hei - Regular

FounderType LanTing Hei - Bold

方正兰亭黑体系列为华为专用中文字体

Huawei Sans - Light

ABCDEFHIJKLMNOPQRSTUVWXYZ

Huawei Sans - Regular

ABCDEFHIJKLMNOPQRSTUVWXYZ

Huawei Sans - Bold

ABCDEFHIJKLMNOPQRSTUVWXYZ

方正兰亭黑体系列为华为专用中文字体

ABCDEFHIJKLMNOPQRSTUVWXYZ

方正兰亭黑体系列为华为专用中文字体

ABCDEFHIJKLMNOPQRSTUVWXYZ

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方正兰亭黑体系列为华为专用中文字体

ABCDEFHIJKLMNOPWXYZ
2.2 Huawei Illustration

**Huawei Cloud**
- Artificial Intelligence
- E-commerce
- Gaming
- Smart Manufacturing
- Big Video
- SoftCOM AI
- IoT
- 5G

**Carrier Business**

**Enterprise Business**
- Airport
- Offshore Drilling Platform
- Pumping Units
- Transformer Substation
- Office
- Conference Room
- Public Safety
- Solar Energy
- Train Station
- Shopping Mall

**General Use**
- Finance
- Data Center
- Smart City
- City and Streets
- Smart Home Devices
- PAD
- Computers
- Retail
- Intelligent World
2.3 Corporate Logo Rationale

The refined corporate logo retains its silhouette for its progressive and prosperous visual expression. It maintains the core values represented by the symbol, which are: focus, innovation, robustness, and harmony.

The new “HUAWEI” logotype is contemporary, streamlined and approachable. Each letterform has been thoughtfully refined with careful consideration in weight, structure, and tracking.

Core Values:

Focus: The corporate logo retains its original form with pedals converging at the base. This symbolizes our continued focus and strategy to bring value and meet the needs of customers.

Innovation: We continue to move forward and innovate to meet the needs of our customers. The optimized logo retains the agility, the progressive feel, and continues to be a vibrant and radiant symbol for Huawei. The new logotype is in keeping with the trend and can effectively meet all communication and business needs.

Robustness: Providing reliable products, services, and the ultimate customers’ experience. The proportion between symbol and logotype was fine-tuned for a perfect balanced and stable impression.

Harmony: Create a harmonious business to business ecosystem and bring digital to every home, person, and organization. A balanced proportion between symbol and logotype was considered for the most optimal visual representation across all media.
2.4

Logo Version

The logo version with gradient red is the official corporate identity of Huawei. It represents the Huawei brand and business, and must be used for all related business units in Huawei Technologies Co., Ltd.

To meet Consumer Business Group’s needs in building a premium consumer brand, CBG is authorized to use only the HUAWEI logotype as a standalone logo, as well as a solid red symbol in approved scenarios. The flat red symbol and logotype only use are designed specifically for CBG and cannot be used by other business groups. The gradient and the flat versions of the logo can never be used together.


Vertical and Horizontal Logo Lock-up Usage Principle

Both vertical and horizontal logo lock-ups are available for use. However, always use the vertical lock-up with gradient symbol unless space is limited or the logo is used for co-branding, small social media images, etc. Recreating or redesigning the corporate logo is strictly prohibited, it is required to use the official digital artwork from the Brand Management System for all versions of corporate logo. If you have any questions, contact experts in the Brand Management System.

Download link for corporate logo digital artwork:
Brand Management System:
http://w3.huawei.com/hdsms/?brand=1#!brand/common/home.html
2.5 Correct Logo Proportion on Grid

The proportion of the elements in the corporate logo is carefully crafted for perfection; altering any shape, color or proportional relationship is not allowed.

Proportion Principle
Vertical Lock-up: the height of symbol is defined as X, the width of corporate logo is 1.3X, height of English logotype is 0.2X, the space between logotype and symbol is 0.1X.

Horizontal Lock-up: the height of symbol is defined as X, the width of symbol is 1.3X, width of English logotype is 3X and height is 0.5X, the space between logotype and symbol is 0.2X.

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.
2.6 Corporate Logo Minimum Size and Clear Space

The corporate logo is protected by a minimum clear space and ensure no other graphic elements appear in the clear space.

The minimum size is determined to ensure the logo is always legible and recognizable in all application.

Minimum Clear Space Usage Principle
The height of symbol is defined as X, for both horizontal and vertical lock-up, the size of the minimum clear space is 0.35X.

Minimum Size Usage Principle
The minimum printing size of the flat red symbol vertical lock-up is 8mm in width; minimum digital size is 50px.

The minimum printing size of horizontal lock-up is 25mm in width; minimum digital size is 100px.

Special Cases
Please consult experts in Brand Management System if special treatment may be needed.

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.
2.7
Logo Color

This page demonstrates the color setup for the logo with gradient symbol, logo with flat color symbol, and single color black logo. Color mode includes CMYK, Pantone, RGB, and web safe color.

Corporate logo with gradient symbol is always the preferred version, monotone black and reversed white logos are provided for special cases. Please refer to Sections 2.8 to 2.11 for details on usage scenarios and guidelines.

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.
2.8

Monotone Black / Reversed White Corporate Logo

Corporate logo with gradient symbol is always the preferred version. The monotone black and reversed white logos are practical additions only; designed for specific scenarios and use.

Application Scope
All related business units in Huawei Technologies Co., Ltd.

Applicable Scenario
1. In cases where materials, production techniques, costs and so on do not allow the use of the gradient red symbol (e.g. fax sheet, packaged products, signage etc.)
2. In cases when gradient red symbol cannot achieve sufficient contrast against the background color and will result in poor or legibility or recognition; refer to Sections 2.8 and 2.11 for details
3. In cases of sports related sponsorship, or actual application requiring adaptation of the host or the partner’s usage guidelines
4. Other scenarios; when unclear, contact experts of Brand Management System for enquiry

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.
Corporate Logo Background Control

This section provides guidance on applying corporate logo on different values of colors, grayscale, secondary colors, and image backgrounds.

In cases where colors other than those listed in this Guidelines are required (e.g. festivals, government activities), please consult this color palette to evaluate the value of the related background, then determine if the gradient red logo, monotone black, or reversed white logo should be used.

Single Grey Colour Background Control
White is always the preferred background for logo placement. Please use the gradient red logo when the value of the background color is lower than 40% or higher than 80%. Reversed white of “Huawei” logotype should be used when the background value is between 90% to 100%.

Use the monotone black logo or reversed white logo when the value of the background color is higher than 40% and lower than 80%; refer to Section 2.11 for detailed specifications.

Secondary Color Background Control
The rules illustrated on the right must be strictly follow for the correct use of the secondary colors as background. Please use monotone black logo or reversed white logo when the corporate logo is not clearly legible against the secondary colors; refer to 2.11 for detailed specifications.

Image Background Control
Please ensure there is sufficient color contrast between the background image and corporate logo when the logo is placed against an image. Avoid placing the corporate logo against a complex image to ensure legibility and presence of the logo. Use the reversed white “Huawei” logotype when placing against a image in the value range of 90%-100%.
2.10
Flat Tone Red Logo Background Control (Authorized for CBG Use Only)

This section provides guidance on applying the flat corporate logo on different values of colors, grayscale, secondary colors, and image backgrounds.

In cases where colors other than those listed in this Guidelines are required (e.g. festivals, government activities), please consult this color palette to evaluate the value of the related background, then determine if the gradient red logo, monotone black, or reversed white logo should be used.

**Single Grey Colour Background Control**
White is always the preferred background for logo placement. Please use the gradient red logo when the value of the background color is lower than 40% or higher than 80%. Reversed white of “Huawei” logotype should be used when the background value is between 90% to 100%.

Please use the monotone black logo or reversed white logo when the value of the background color is higher than 40% and lower than 80%; refer to Section 2.11 for detailed specifications.

**Secondary Color Background Control**
The rules illustrated on the right must be strictly follow for the correct use of the secondary colors as background. Please use monotone black logo or reversed white logo when the corporate logo is not clearly legible against the secondary colors; refer to 2.11 for detailed specifications.

**Image Background Control**
Please ensure there is sufficient color contrast between the background image and corporate logo when the logo is placed against an image. Avoid placing the corporate logo against a complex image to ensure legibility and presence of the logo. Use the reversed white “Huawei” logotype when placing against a image in the value range of 90%-100%.
2.11 Monotone Black Logo and Reversed White Logo Background Control

This section provides guidance on applying the monotone black logo and reversed white logo on different values of colors, grayscale, secondary colors, and image backgrounds.

Single Grey Color Background Control
Use monotone black logo when the background value is lower than 60%, use reversed white logo when the background value is higher than 60%.

Secondary Color Background Control
The rules illustrated on the right demonstrate the correct values of secondary color background use, and must be strictly followed.

Image Background Control
Please ensure a sufficient color contrast between the background image and corporate logo. Avoid placing the logo against complex images to ensure legibility and presence of logo.
2.12 Incorrect Usage of Corporate Logo

The proportion of the elements in the corporate logo, colors and symbols are carefully crafted, no changes are allowed under any circumstances. For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact the experts in the Brand Management System.

A. Never change the logo color(s)
B. Never change the “Huawei” logotype
C. Never use the symbol alone
D. Never compress or stretch the shape of the logo
E. Never change the position, proportion, or relationship between the symbol and the logotype
F. Never add department, activity, or other business names to the corporate logo
G. Never overuse the logo or use it as a decorative item
H. Never place logo on business or products not related to Huawei (using corporate logo on non-Huawei business or products, e.g. garbage bin, tea bag, plates, etc.)
I. Never place logo in any shapes or color blocks

- Never change the logo color(s)
- Never change the “Huawei” logotype
- Never use the symbol alone
- Never compress or stretch the shape of the logo
- Never change the position, proportion, or relationship between the symbol and the logotype
- Never add department, activity, or other business names to the corporate logo
- Never overuse the logo or use it as a decorative item
- Never place logo on business or products not related to Huawei (using corporate logo on non-Huawei business or products, e.g. garbage bin, tea bag, plates, etc.)
- Never place logo in any shapes or color blocks
2.13 Corporate Logo as Profile in Social Media

Areas for profile on social media are usually square or circle. The appropriate logo version for social media will be decided by the person in charge of social media content and publishing. To maintain a consistent profile across different platforms, strictly follow the proportions defined in this guideline.

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.

![Huawei Corporate Logo](image)

**Square Version (e.g. Facebook)**
Proportion and clear space applicable to all square logo area.

![Round Version (e.g. Twitter)](image)
Ratio and clear space applicable to all square / rounded square logo area.

![Logo with Flat Tone Symbol (Authorized for CBG Use Only)](image)

**Square Version (e.g. Facebook)**
Proportion and clear space applicable to all square logo area.

**Round Version (e.g. Twitter)**
Ratio and clear space applicable to all square / rounded square logo area.
2.14 Co-branding Logo Guidelines

Co-branding refers to the situations where two or more brands from two different companies join together for a short term, long term association, or partnership. Visually, co-branding is expressed as a combination of several brand names or logos. For example, Huawei brand and China Mobile brand, Huawei brand and Porsche brand, and so on. However, Huawei's internal product names, department names, activity names, and so on, are not a co-branding partner with Huawei. Therefore, do not apply the guidelines on this page to those situations.

Co-brand Logo Specification
1. When the partner logo is a vertical lock-up, use the vertical lock-up of the Huawei corporate logo. When partner logo is a horizontal lock-up, use horizontal lock-up of the Huawei corporate logo.
2. When Huawei is the organizer of an event or related activities, the Huawei corporate logo should be placed on the left side of the partner's logo. When the organizer is Huawei's partner or industry associations, the Huawei corporate logo should adhere to the respective guidelines of both parties or the agreement between the two parties. If the partner does not have clear guidelines, then place the partners' logo on the left of the Huawei corporate logo.
3. The height of the partner's logo should be the same as the Huawei corporate logo.
4. In co-branding situations, and if allowed by partner and actual conditions, the preferred placement of the co-branding logo is on the lower right corner of the layout; consistent with the preferred placement of the Huawei corporate logo on the lower right corner in layouts as stated in this guideline.
5. The partner's logo and the Huawei corporate logo must be separated by a vertical line, and the vertical line is as tall as the symbols; the specific proportional relationship is shown in the examples here.

Steps in Applying Co-branding
1. If a partner requests to use Huawei corporate logo, and the related business unit of Huawei agrees to such request, the related business unit should obtain a letter of authorization from Huawei's legal department. If Huawei business unit requests to use a partner's corporate logo, the related business unit should obtain a letter of authorization from the partner.
2. One of the responsibilities of Corporate Marketing Department is to manage accurate and consistent use of the Huawei corporate logo. Huawei business unit, having obtained authorization from the legal department, can submit the relevant co-branding design document to Brand Management System for accuracy and consistency approval.
2.15
Co-branding Logo Special Scenario Guidelines

Special co-branding scenario is created specifically for partnership with government agencies and certain partners. For example, backdrop for contract signing, PowerPoint files, etc. Other than #5 outlined in section 2.14 of this guideline, all other rules relating to co-branding still apply. The divider line is flexible in this case, can be included or removed.

The examples on this page are for demonstration purposes only. The approval process remains the same as outlined in section 2.14. If you have any questions, please contact experts in the Brand Management System.
2.16 Logo Usage on Products

This section focuses on the guidelines for logo usage on products, including gradient red Huawei corporate logo, metallic logo with gloss and matte finish, metallic “Huawei” only logotype, and embossed logo. If you have any questions, please contact experts in the Brand Management System.

Detailed specifications of logo use on products can be found in Brand Management System by downloading "Huawei Product Identity Guidelines". Brand Management System website: http://w3.huawei.com/hsdms/?brand=1#!brand/common/home.html

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.
2.17 Authorized CBG Logo Options

This section provides logo options for authorized Consumer Business Group (CBG) usage. It is applicable for CBG business use only.

Vertical and Horizontal Lock-up Application Principle
For authorized CBG logo, both horizontal and vertical lock-ups are available. The vertical lock-up is the preferred version, except in special cases such as limitation in background space, co-branding, etc.

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, please contact experts in the Brand Management System.

Brand Color for Flat Red Logo

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat Tone Red Logo</td>
<td>PANTONE 186C</td>
<td>200/16/46</td>
<td>CE0E2D</td>
</tr>
<tr>
<td>Metallic Logo</td>
<td>PANTONE 426C</td>
<td>35/24/21</td>
<td>000000</td>
</tr>
<tr>
<td>Monotone Black Logo</td>
<td>CMYK 0/0/0/100</td>
<td>000000</td>
<td></td>
</tr>
</tbody>
</table>
2.18 Corporate Logo Placement Overview

Consistent placement of the corporate logo helps to build brand awareness and brand recognition, including in communications such as print, multimedia, outdoor ads, corporate reception, etc. This section lists the placement of the corporate logo in various touchpoints and applications such as stationery, advertising system, digital media system, exhibition and display system, print system, etc.

A. Corporate logo on bottom right. Bottom right corner is the preferred position of the corporate logo in the respective applications. For example, leaflets, brochures, tender document, publication in print system, and print advertising in advertising system.

B. Corporate logo on top right. For example, spray painted backdrop at exhibition, outdoor landing advertising

C. Corporate logo on top left. For example, website, online advertising, social banner, EDM, demo in digital multimedia system

D. Corporate logo at center. For example, logo animation in video, co-branding logo wall in exhibition

E. Corporate logo at bottom center. For example, Power Point template for special case 1 such as launch, event speech, dark color version

F. Corporate logo on bottom right. For example, horizontal advertising layout in extreme proportion

G. Corporate logo at bottom center inside the white area. For example, horizontal advertising column layout in extreme proportion

H. Corporate logo on vertical center on bottom. For example, vertical advertising layout in extreme proportion

I. Corporate logo at center of white area. For example, vertical advertising row layout in extreme proportion

J. Corporate logo on top right. For example, outdoor flag, pull up banner, etc.

Consult the experts of Brand Management System if you cannot determine the correct placement position of the logo when designing or producing any applications.
2.19
Corporate Logo Present Size for Regular Layout

The sizes of the corporate logo are determined in a layout to build strong brand awareness and recognition and must be strictly followed. This section provides specifications for both vertical and horizontal lock-ups for standard document sizes.

Refer to table below for specification:

<table>
<thead>
<tr>
<th>Layout Size</th>
<th>Corporate Logo Height (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A7</td>
<td>Vertical Lock-up: 8.3, Horizontal Lock-up: 5.5</td>
</tr>
<tr>
<td>A6</td>
<td>Vertical Lock-up: 9.5, Horizontal Lock-up: 7</td>
</tr>
<tr>
<td>A5</td>
<td>Vertical Lock-up: 13.5, Horizontal Lock-up: 10</td>
</tr>
<tr>
<td>A4</td>
<td>Vertical Lock-up: 22, Horizontal Lock-up: 14</td>
</tr>
<tr>
<td>A3</td>
<td>Vertical Lock-up: 27, Horizontal Lock-up: 20</td>
</tr>
<tr>
<td>A2</td>
<td>Vertical Lock-up: 38, Horizontal Lock-up: 38</td>
</tr>
<tr>
<td>A1</td>
<td>Vertical Lock-up: 54, Horizontal Lock-up: 40</td>
</tr>
<tr>
<td>Leaflet, two folded (200 X 100)</td>
<td>Vertical Lock-up: 13, Horizontal Lock-up: 8.5</td>
</tr>
<tr>
<td>Regular Poster 1 (500x700)</td>
<td>Vertical Lock-up: 46, Horizontal Lock-up: 33</td>
</tr>
<tr>
<td>Regular Poster 2 (570x840)</td>
<td>Vertical Lock-up: 52, Horizontal Lock-up: 38</td>
</tr>
<tr>
<td>Pull Up Banner (900x2000)</td>
<td>Vertical Lock-up: 140</td>
</tr>
<tr>
<td>Background board (5000x2500)</td>
<td>Vertical Lock-up: 290</td>
</tr>
<tr>
<td>Background board (8000x2500)</td>
<td>Vertical Lock-up: 370</td>
</tr>
<tr>
<td>Background board (12000x2500)</td>
<td>Vertical Lock-up: 450</td>
</tr>
</tbody>
</table>

Examples on the right do not include all possible needs, for detailed specifications please refer to this table above.
2.20 Corporate Logo Size Calculation for Non-Regular Layout

For non-standard sized documents, the size of the corporate logo can be calculated with a formula to achieve consistency. The actual logo size will be based on the layout dimensions. Standard size documents use Length and Width Principle Formula while long horizontal or vertical layouts with extreme ratios use Shorter Side Principle Formula.

Length and Width Principle Formula
Applicable for standard horizontal and vertical layouts with corporate logo placed on any one corner:
- **Horizontal layout**: Width to height ratio less than 3
- **Vertical layout**: Height to width ratio less than 3

Corporate logo symbol height is: \((\text{Layout Width} + \text{Layout Height}) / 36\), allowing 20% adjustment in size.

Height Principle Formula
For non-standard layouts with extreme ratios, the corporate logo can be placed on any of the 4 sides, and center aligned.
- **Horizontal layout**: width to height ratio more than 3
- **Vertical layout**: height to width ratio more than 3

Corporate logo symbol is \(0.2Y\) (\(Y\) is defined by the shorter side of the layout), allowing 20% adjustment in size.

**Length and Width Principle Formula:**
Corporate logo symbol height is: \((\text{Layout Width} + \text{Layout Height}) / 36\), allowing 20% adjustment in size.

**Regular layout**

**Height Principle Formula:**
Corporate logo symbol is \(0.2Y\) (\(Y\) is defined by the shorter side of the layout), allowing 20% adjustment in size.

**Extreme Vertical Non-regular Layout**
2.21 Corporate Logo Margin Guidelines in Advertising and Printing System

Placement of the corporate logo in layouts must be strictly followed to ensure brand recognition in all communications.

**Regular Layout**
If the height of the symbol is defined as X, the space between the corporate logo and the edge is 0.5X-0.8X. When the layout size changes, X will change accordingly.

**Extreme Ratio Layout**
If the height of the symbol is defined as X, the space above or below the logo, or in the left or right side is X. The value of X will change as the page size changes.

**White Space Size Formula**
Follow the formula of the advertising and print system to calculate the required white area. First determine the size of the corporate logo, then the space between the corporate logo and edges, and finally get the the size of white space.
2.22 Application Examples: Corporate Logo Margin Guidelines in Advertising and Print System

Placement of the corporate logo in layouts must be strictly followed to ensure brand recognition in all communications. This section includes actual use cases demonstrating specified margin of the corporate logo in advertising and print system.

**Regular Layout**
In A4 layouts, the space between the corporate logo and edge is 10mm.

**Extreme Vertical Layout**
In the example of 1000x3200mm advertising, the space between the corporate logo and edge of the piece is 227mm.

**Extreme Horizontal Layout**
In the case of 1000x3200mm, the space between the corporate logo and the edge of the piece is 227mm and 85mm.
Corporate Color (Huawei Red)

Huawei Red (PMS 185C) is selected to build a unique brand image, it is applicable in all visual communications and touchpoints. Huawei Red inherits the red in Huawei's brand equity. It expresses the passion and the dedication of Huawei and evolved to meet the needs of the company's growth.

Usage Guide

Compared to the 2006 Huawei Visual Identity Guidelines, the updated color is streamlined and easy to use. It is not recommended to use as a large color fill but as an accent or highlight. Strictly follow the proportion rules outlined in this guideline.

Huawei Red can be used in headlines and in the Huawei Line to create an emphasis. Please refer to the application design sections in this guidelines for actual use cases.

Application Scope

Huawei Red is applicable to all touchpoints in corporate branding, products, communication, etc. All Huawei Technologies Co., Ltd's business units, including CBG, can use Huawei Red.

Pantone 186C is authorized for CBG usage only.

---

**Huawei Red**

- **PANTONE** 185C
- **CMYK** 0/100/100/20
- **RGB** 199/0/11
- **HEX** # C7000B

---

**Authorized For CBG Use Only**

- **PANTONE** 186C
- **CMYK** 27/100/86/0
- **RGB** 200/16/46
- **HEX** # CEDE2D
Corporate Secondary Colors

Huawei Red (PMS 185C) is selected to build a unique brand image, it is applicable in all visual communications and touchpoints. Huawei Red inherits the red in Huawei’s brand equity. It expresses the passion and the dedication of Huawei and evolved to meet the needs of the company’s growth.

The secondary colors in the 2006 Huawei Visual Identity Guidelines have been updated to meet the current practical requirements in applications. The cool colors have been reduced while a selective range of warm colors have been identified to express passion, dedication. This update unifies Huawei’s brand image. At the same time, this helps make the perception of the brand more approachable and differentiate the brand image from those of competitors.

There are 2 main categories of corporate secondary colors: full color range and greyscale colors. Priority is given to Huawei Red and the secondary colors are used in combination with Huawei Red as supporting colors only.

Application Scope
1. Applicable in stationary system, print system, digital multimedia system, exhibition and display system, etc., where colors are used to communicate different functions or categories in touchpoints, such as graph or chart design, digital interactive modeling design, etc.
2. In designated themed scenarios. For example, environment protection, Christmas, New Year, etc.

Recommended Color for Copy
Black: CMYK 0/0/0/100, RGB 35/24/21
Dark Grey: CMYK 0/0/0/80, RGB 89/87/87

Secondary Colors

Monotone Greyscale Secondary Colors

Black
Dark Grey
Grey
Light Grey
White
### 2.25 Corporate Color Value, Saturation Extension

Huawei Red (PMS 185C) is selected to build a unique brand image, it is applicable in all visual communications and touchpoints. Huawei Red inherits the red in Huawei’s brand equity. It expresses the passion and the dedication of Huawei and evolved to meet the needs of the company’s growth.

In order to cater to the complexity and range of applications, corporate colors and corporate secondary colors can be extended to a range of different brightness and saturation. The chart on the right identifies the approved range, including 80%, 50% and 30% value and saturation. The values and saturation can be adjusted depending on the actual need, and number of colors used from the palette can increase or decreased as well.

**Application Scope**

Applicable in touchpoints where colors are used to communicate different functions or categories such as graphs and charts, digital interactive modeling design, etc.

The expanded values and saturations must be used in combination with Huawei Red and cannot be used independently. Refer to the color specification in Section 2.26 – 2.30 for specific usage guidelines.

#### Corporate color

<table>
<thead>
<tr>
<th>Huawei Red</th>
<th>Authorized For CRG Use Only</th>
<th>Rose</th>
<th>Burgundy</th>
<th>Orange</th>
<th>Yellow</th>
<th>Green</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 185C</td>
<td>PANTONE 186C</td>
<td>PANTONE 7636</td>
<td>PANTONE 483 C</td>
<td>PANTONE 160 C</td>
<td>PANTONE 7406 C</td>
<td>PANTONE 3501 C</td>
<td>PANTONE 2227 C</td>
</tr>
<tr>
<td>CMYK 0/70/100/0</td>
<td>CMYK 0/100/0/0</td>
<td>CMYK 15/10/93/9</td>
<td>CMYK 20/100/100/50</td>
<td>CMYK 0/0/100/0</td>
<td>CMYK 0/25/100/0</td>
<td>CMYK 64/0/100/0</td>
<td>CMYK 68/0/22/5</td>
</tr>
<tr>
<td>RGB 199/0/11</td>
<td>RGB 196/0/84</td>
<td>RGB 237/109/0</td>
<td>RGB 252/200/0</td>
<td>RGB 106/0/84</td>
<td>RGB 252/200/0</td>
<td>RGB 08/18/19</td>
<td>RGB 252/200/0</td>
</tr>
<tr>
<td>HEX # C7000B</td>
<td>HEX # C6E62D</td>
<td>HEX # F6A63A</td>
<td>HEX # EC6D00</td>
<td>HEX # FDD800</td>
<td>HEX # FCC800</td>
<td>HEX # 62B230</td>
<td>HEX # 30B5C5</td>
</tr>
</tbody>
</table>

- **80% Value and Saturation**

- **50% Value and Saturation**

- **30% Value and Saturation**

#### Corporate secondary colors

<table>
<thead>
<tr>
<th>Rose</th>
<th>Burgundy</th>
<th>Orange</th>
<th>Yellow</th>
<th>Green</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 7636</td>
<td>PANTONE 160 C</td>
<td>PANTONE 7406 C</td>
<td>PANTONE 3501 C</td>
<td>PANTONE 2227 C</td>
<td></td>
</tr>
<tr>
<td>CMYK 0/100/0/9</td>
<td>CMYK 0/0/100/0</td>
<td>CMYK 0/25/100/0</td>
<td>CMYK 64/0/100/0</td>
<td>CMYK 68/0/22/5</td>
<td></td>
</tr>
<tr>
<td>RGB 196/0/84</td>
<td>RGB 106/0/84</td>
<td>RGB 252/200/0</td>
<td>RGB 106/0/84</td>
<td>RGB 08/18/19</td>
<td></td>
</tr>
<tr>
<td>HEX # C6E62D</td>
<td>HEX # EC6D00</td>
<td>HEX # FCC800</td>
<td>HEX # 62B230</td>
<td>HEX # 30B5C5</td>
<td></td>
</tr>
</tbody>
</table>
2.26
Corporate Color Usage Priority Principles

The usage of corporate colors are prioritized in 3 levels:

Priority 1

Priority 1 is the corporate color (Huawei Red). It is applicable in all communications and touch points. For example, stationery system, print system, digital multimedia system, exhibition and display system, signage, wayfinding system, and etc. Huawei Red is used to put emphasis on areas like headline copy and Huawei line. Refer to the specific applications design in this guideline for related use cases.

Priority 2

Priority 2 is the warm colors in the corporate secondary color palette. They are applicable in print system, digital multimedia, exhibition, display system, etc. The secondary colors are used when different functions or categories are required to be conveyed in different colors, such as graph and chart design, digital interactive modeling design, or in designated themed scenarios.

Priority 3

Priority 3 is the cool colors in the corporate secondary colors. These colors are supplement to the Priority 2 colors. They are applicable in situations where the choices in Priority 2 colors are not enough (e.g. when the warm and grey colors cannot suffice); or when the application requires the use of cool colors such as digital multimedia or designated themed activities.

Strictly follow the priorities use set for corporate colors in all design and production. Refer to Section 2.27 Corporate Color Combination Principle for color combination recommendations. If you have any questions, contact experts in the Brand Management System.
2.27 Corporate Color Combination Principles

There are 3 combinations:

**Color combination 1** (Priority 1 in Usage)
Huawei Red is a must, greys are optional, the number of colors used can be determined based on the need of the design. The corporate color cannot be used as a large area color fill and the ratio between corporate and secondary colors are strictly set, approximately 1:9, with 10% flexibility based on actual need.

**Color combination 2** (Priority 2 in Usage)
Huawei Red is a must, warm colors and greys are optional, the number of colors used can be determined based on the need of the design. In order to accommodate the range of design and content needs, there is no set proportion rule for corporate and secondary color use.

**Color combination 3** (Priority 3 in Usage)
Huawei Red is a must, cool colors, warm colors, and greys are optional, the number of colors used can be determined based on the need of the design. In order to accommodate the range of design and content needs, there is no set proportion rule for corporate and secondary color use.

**Note on Special Cases**
One color can be used in theme or topic specific applications. For example, blue or green for environment protection, rose for Valentine’s Day, etc.

Strictly follow the priorities set for corporate color usage in all design and production. If you have any questions, contact experts in the Brand Management System.
2.28
Application Examples: Corporate Color Combination 1

Corporate Color (Huawei Red)

<table>
<thead>
<tr>
<th>Color Name</th>
<th>PANTONE</th>
<th>CMYK (0/0/0/100)</th>
<th>RGB (0/0/0)</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huawei Red</td>
<td>185C</td>
<td>0/0/0/20</td>
<td>199/0/11</td>
<td>#C7000B</td>
</tr>
</tbody>
</table>

Greyscale Corporate Secondary Colors

<table>
<thead>
<tr>
<th>Color Name</th>
<th>PANTONE</th>
<th>CMYK (0/0/0/100)</th>
<th>RGB (0/0/0)</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>6 C</td>
<td>0/0/0/100</td>
<td>35/24/21</td>
<td>#231815</td>
</tr>
<tr>
<td>Cool Gray 11 C</td>
<td>91 C</td>
<td>0/0/0/80</td>
<td>89/87/87</td>
<td>#595757</td>
</tr>
<tr>
<td>Cool Gray 2 C</td>
<td>99 C</td>
<td>0/0/0/50</td>
<td>159/160/160</td>
<td>#9FA0A0</td>
</tr>
<tr>
<td>Cool Gray 11 C</td>
<td>91 C</td>
<td>0/0/0/80</td>
<td>89/87/87</td>
<td>#595757</td>
</tr>
</tbody>
</table>

Proportion of the Corporate Color and Greyscale

<table>
<thead>
<tr>
<th>Corporate color proportion</th>
<th>Greyscale secondary color proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>90%</td>
</tr>
</tbody>
</table>

(Proportion can be finetuned within 10%)

Proportion in Example 1:

| 10% | 20% | 70% |

Proportion in Example 2:

| 12% | 23% | 65% |

Proportion in Example 3:

| 15% | 26% | 40% | 20% |

Proportion in Example 4:

| 15% | 25% | 60% |
2.29
Application Examples: Corporate Color Combination 2

Corporate Color (Huawei Red)

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huawei Red</td>
<td>185C</td>
<td>0/100/100/20</td>
<td>199/0/11</td>
<td># C7000B</td>
</tr>
</tbody>
</table>

Warm Corporate Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rose</td>
<td>7636</td>
<td>15/100/43/9</td>
<td>196/0/84</td>
<td># C40054</td>
</tr>
<tr>
<td>Burgundy</td>
<td>483 C</td>
<td>20/100/100/50</td>
<td>127/0/1</td>
<td># 7F0001</td>
</tr>
<tr>
<td>Orange</td>
<td>165 C</td>
<td>0/70/100/0</td>
<td>237/109/0</td>
<td># ED6D00</td>
</tr>
</tbody>
</table>

Greyscale Corporate Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>180 C</td>
<td>0/0/0/100</td>
<td>35/24/21</td>
<td># 231815</td>
</tr>
<tr>
<td>Grey</td>
<td>Cool Grey 11 C</td>
<td>0/0/0/50</td>
<td>159/160/160</td>
<td># 9FA0A0</td>
</tr>
<tr>
<td>Light Grey</td>
<td>Cool Grey 2 C</td>
<td>0/0/0/20</td>
<td>221/221/221</td>
<td># DCDDDD</td>
</tr>
<tr>
<td>White</td>
<td>Cool Grey 1 C</td>
<td>0/0/0/0</td>
<td>255/255/255</td>
<td># FFFFFF</td>
</tr>
</tbody>
</table>

Proportion in Example 1:

| Proportion | 26% | 20% | 25% | 15% | 10% | 5% |

Proportion in Example 2:

| Proportion | 19% | 10% | 34% | 17% | 15% |

Proportion in Example 3:

| Proportion | 22% | 18% | 30% | 25% |

Proportion of the corporate color and warm corporate secondary colors, cool corporate secondary colors:

Since the actual data range can vary for data and charts, no set proportion is given for color combination. Instead, please follow the usage priority in terms of proportion: greyscale corporate secondary colors > corporate color (Huawei Red) > warm corporate secondary colors.
2.30
Application Examples: Corporate Color Combination 3

<table>
<thead>
<tr>
<th>Corporate Color (Huawei Red)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 185 C</td>
</tr>
<tr>
<td>CMYK 0/100/100/20</td>
</tr>
<tr>
<td>RGB 199/0/11</td>
</tr>
<tr>
<td>HEX # C7000B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Warm Corporate Secondary Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick</td>
</tr>
<tr>
<td>PANTONE 165 C</td>
</tr>
<tr>
<td>CMYK 0/70/100/0</td>
</tr>
<tr>
<td>RGB 237/109/0</td>
</tr>
<tr>
<td>HEX # ED6D00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cool Corporate Secondary Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
</tr>
<tr>
<td>CMYK 0/0/0/0</td>
</tr>
<tr>
<td>RGB 255/255/255</td>
</tr>
<tr>
<td>HEX # FFFFFF</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Greyscale Corporate Secondary Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
</tr>
<tr>
<td>PANTONE 086 C</td>
</tr>
<tr>
<td>CMYK 45/45/45/0</td>
</tr>
<tr>
<td>RGB 199/190/190</td>
</tr>
<tr>
<td>HEX # D0D0D0</td>
</tr>
</tbody>
</table>

Proportion of the corporate color and warm corporate secondary colors, cool corporate secondary colors, greyscale corporate secondary colors:
Since the actual data range can vary for data and charts, no set proportion is given for color combination. Instead, please follow the usage priority in terms of proportion: greyscale corporate secondary colors > corporate color (Huawei Red) > warm corporate secondary colors > cool corporate secondary colors.
2.31
Secondary Graphic (Huawei Line) Overview

Secondary Graphic (Huawei Line) Concept Rationale
The proprietary name for the Huawei secondary graphic is “Huawei Line”. Huawei Line is expressed in the form of a single red line with red representing Huawei’s passion and dedication, and the line itself symbolizing connectivity, the feature of Huawei’s business. Huawei Line is designed to be simple, easy to use, and agile, and can be applied in different scenarios and serves as an accent to communicate Huawei’s brand vision.

Usage Guidelines on Huawei Line
1. Designer can select either Huawei Line A or B depending on the application and communication need; refer to Sections 2.32-2.39 in this guideline for detailed specifications
2. Huawei Line A or B are required in the advertising, print, multimedia and digital systems. Huawei Line A is the preferred option and one series of campaign must used the same type of Huawei line (A or B) to maintain visual consistency
3. Huawei Line is not required in some specified scenarios. For example, second and third page of website, inside pages of PPT and Keynote presentations, inside page of print collaterals, smaller size banner, etc.
4. Huawei Line A or B in the stationery system such as the paper bag, has the role of emphasizing key messages. This is a fixed layout and changes are not allowed
5. Refer to usage rules set for Huawei Line B in this guideline

Strictly follow the guidelines on the Huawei Line for design and production; consult experts in Brand Management Department with any question.

Secondary Graphic Color and Weight
Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.
2.32
Applying Secondary Graphic (Huawei Line) on Products and Environment

The secondary graphic (Huawei Line) is part of the design of corporate products, packaging, retail stores, and etc. The consistent application of the secondary graphic (Huawei Line) on all touchpoints presents a unique and consistent brand identity and experience.

In product design, packaging design, retail, exhibition and display system designs, special treatment is allowed to Huawei Line B. The Huawei Line can change according to the product silhouette or to the environment. For example, the length of the line can be extended, or it can be closed as a loop. For detailed specifications, please refer to environmental design company or exhibition installation company’s recommendations.

Detailed guidelines on application of the corporate logo on products can be found on W3 under “Brand Management System”. Download "Huawei Product Identity Guideline". Brand Management Department website: http://w3.huawei.com/hsdms/?brand=1#!brand/common/home.html

Strictly follow guidelines set for Huawei Line in all designs and production; consult experts in Brand Management Department with any questions.
2.33
Usage Guidelines for Huawei Line A

Huawei Line A is designed to emphasize, to put a focus, and to highlight a particular object or message in the communication. It cannot be a stand-alone graphic and must be used with an image.

1. Huawei Line A must point towards upper left or upper right
2. Huawei Line A must be placed to align with the object of in focus
3. Observe the object in focus, then follow its movement. Huawei Line A should then be positioned in front of, or to the upper corner of the movement and object

Determining Direction and Placement of Huawei Line A

Example 1: Determine the direction to which the object is pointing, then place Huawei Line A in front or to the upper corner of that direction.

Example 2: If the object in focus does not have a clear direction, Huawei Line A can be placed on either the upper right or the upper left as an emphasis to the selected object.

Strictly follow the guidelines set for the Huawei Line in all designs and productions; consult experts in Brand Management Department for any questions.

Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

Example 1
The object in focus has a natural movement and direction

Example 2
The object in focus does not have natural movement or clear direction
2.33
Usage Guidelines for Huawei Line A

Specifications on dimensions of Huawei Line A on a layout
1. The width of Huawei Line is equal to the width of the Corporate Logo on the layouts.
2. The width and height of Huawei line are equal to each other.

Strictly follow the guidelines set for the Huawei Line in all designs and production; consult experts in Brand Management Department for any questions.

Secondary Graphic Color and Weight
Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.
2.34
Application Examples for Huawei Line A

The examples here demonstrate how Huawei Line A is used in relation to the image in layouts.

Strictly follow the guidelines set for the Huawei Line in all designs and production; consult experts in Brand Management Department with any questions.

Secondary Graphic Color and Weight
Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:
All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.
2.35 Incorrect Usage of Huawei Line A

The proportion, color as well as the design of the Huawei Line are carefully considered, no change can be made under any circumstances.

This section provides examples of incorrect use of Huawei Line A; avoid all similar usages.

A. Never position the Huawei Line A downward or adjust the 90 degree angle to round corners
B. Never apply gradient or other colors to Huawei Line A; the line must always use the Huawei Red
C. Never increase the line weight of Huawei Line A
D. Never lock-up Huawei Line A with texts
E. Never tilt Huawei Line A
F. Never shorten the length of Huawei Line A
G. Never apply other colors to Huawei Line A; the line must always use the Huawei Red
H. Never point Huawei Line A to the opposite side of the object in focus
I. Never repeat Huawei Line A in the same layout

Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:
All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.
2.36 Usage Guidelines for Huawei Line B

This section specifies the usage rules for Huawei Line B. The examples provided demonstrate its use with different types of headlines and copy, including Huawei Line B with headline and subtitle, Huawei Line B with Chinese and English headlines, Huawei Line B with headline and body copy combinations.

Huawei Line A is designed to emphasize, to put a focus, and to highlight a particular object or message in the communication. It cannot be a stand alone graphic and must be used with an image.

1. Huawei Line B must always be used in combination with a headline and placed under the headline copy.
2. When Huawei Line B is center, left, or right aligned with the headline:
   a. Center align Huawei Line B when the headline is center aligned in the center of the layout
   b. Left or right align Huawei Line B when the headline is placed on the left or right side of the layout.
3. Huawei Line B can be used when there is no clear object to emphasize, or when the object in focus has no clear direction of movement.

Strictly follow the guidelines set for Huawei Line B in all designs and production; consult experts in Brand Management Department with any questions.

Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

---

**Huawei Line B and Headline Copy Combination**

Huawei Line B Placement Specification: Headline

Industry Map For an Intelligent World — Headline

---

**Huawei Line B, Headline Copy and Sub-heading Combination**

Huawei Line B Placement Specification: Headline

Huawei Cloud — Headline

Leading technology, future-oriented, trustworthy — Sub-heading

---

**Huawei Line B, English Headline Copy Combination**

Huawei Line B Placement Specification: English Headline

Enabling the Intelligent World Bridging Today to Tomorrow — English Headline

---

**Huawei Line B, Headline Copy and Body Copy Combination**

Huawei Line B Placement Specification

Enabling safe and stable operations of the network — Headline

Body Copy

---

**Usage Guidelines for Huawei Line B**

1. Huawei Line B must always be used in combination with a headline and placed under the headline copy.
2. When Huawei Line B is center, left, or right aligned with the headline:
   a. Center align Huawei Line B when the headline is center aligned in the center of the layout
   b. Left or right align Huawei Line B when the headline is placed on the left or right side of the layout.
3. Huawei Line B can be used when there is no clear object to emphasize, or when the object in focus has no clear direction of movement.

Strictly follow the guidelines set for Huawei Line B in all designs and production; consult experts in Brand Management Department with any questions.

Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

---

**Huawei Line B and Headline Copy Combination**

Huawei Line B Placement Specification: Headline

Industry Map For an Intelligent World — Headline

---

**Huawei Line B, Headline Copy and Sub-heading Combination**

Huawei Line B Placement Specification: Headline

Huawei Cloud — Headline

Leading technology, future-oriented, trustworthy — Sub-heading

---

**Huawei Line B, English Headline Copy Combination**

Huawei Line B Placement Specification: English Headline

Enabling the Intelligent World Bridging Today to Tomorrow — English Headline

---

**Huawei Line B, Headline Copy and Body Copy Combination**

Huawei Line B Placement Specification

Enabling safe and stable operations of the network — Headline

Body Copy

---

**Usage Guidelines for Huawei Line B**

1. Huawei Line B must always be used in combination with a headline and placed under the headline copy.
2. When Huawei Line B is center, left, or right aligned with the headline:
   a. Center align Huawei Line B when the headline is center aligned in the center of the layout
   b. Left or right align Huawei Line B when the headline is placed on the left or right side of the layout.
3. Huawei Line B can be used when there is no clear object to emphasize, or when the object in focus has no clear direction of movement.

Strictly follow the guidelines set for Huawei Line B in all designs and production; consult experts in Brand Management Department with any questions.

Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

---

**Huawei Line B and Headline Copy Combination**

Huawei Line B Placement Specification: Headline

Industry Map For an Intelligent World — Headline

---

**Huawei Line B, Headline Copy and Sub-heading Combination**

Huawei Line B Placement Specification: Headline

Huawei Cloud — Headline

Leading technology, future-oriented, trustworthy — Sub-heading

---

**Huawei Line B, English Headline Copy Combination**

Huawei Line B Placement Specification: English Headline

Enabling the Intelligent World Bridging Today to Tomorrow — English Headline

---

**Huawei Line B, Headline Copy and Body Copy Combination**

Huawei Line B Placement Specification

Enabling safe and stable operations of the network — Headline

Body Copy

---

**Usage Guidelines for Huawei Line B**

1. Huawei Line B must always be used in combination with a headline and placed under the headline copy.
2. When Huawei Line B is center, left, or right aligned with the headline:
   a. Center align Huawei Line B when the headline is center aligned in the center of the layout
   b. Left or right align Huawei Line B when the headline is placed on the left or right side of the layout.
3. Huawei Line B can be used when there is no clear object to emphasize, or when the object in focus has no clear direction of movement.

Strictly follow the guidelines set for Huawei Line B in all designs and production; consult experts in Brand Management Department with any questions.

Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

---

**Huawei Line B and Headline Copy Combination**

Huawei Line B Placement Specification: Headline

Industry Map For an Intelligent World — Headline

---

**Huawei Line B, Headline Copy and Sub-heading Combination**

Huawei Line B Placement Specification: Headline

Huawei Cloud — Headline

Leading technology, future-oriented, trustworthy — Sub-heading

---

**Huawei Line B, English Headline Copy Combination**

Huawei Line B Placement Specification: English Headline

Enabling the Intelligent World Bridging Today to Tomorrow — English Headline

---

**Huawei Line B, Headline Copy and Body Copy Combination**

Huawei Line B Placement Specification

Enabling safe and stable operations of the network — Headline

Body Copy

---
2.36

Usage Guidelines for Huawei Line B

The proportion, color as well as the design of the Huawei Line B are carefully considered, no change can be made under any circumstances.

**Huawei Line B with Multiple-line Headline**
Width specification: the width of the longest line in the headline is defined as X, then the width Huawei Line B should be wider than 0.2X (1/5) and shorter than 0.5X (1/2). Based on actual content, the user can adjust the line width within this range. The width of Huawei Line B must align with the edge of a letterform (English or any other language) or a Chinese character.

**Huawei Line with Single-line Headline**
Width specification: the headline width is defined as X, then the width Huawei Line B should be wider than 0.2X (1/5), and shorter than 0.5X (1/2). Based on real content, the user can adjust the line width within this range. It is recommended that the width of Huawei Line B is equal to one noun or word in Chinese, English, or other languages. This will help maintain the meaning headline.

**Huawei Line B with Short Headline**
For headlines less than 2 words in English or other language, the width of Huawei Line B should equal to the width of the headline.

Strictly follow the guidelines set for Huawei Line B in all designs and productions, consult experts in Brand Management Department with any questions.

**Secondary Graphic Color and Weight**
Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

---

**Huawei Line B and Multiple-line Headline**

Specifications on Width of Huawei Line B

<table>
<thead>
<tr>
<th>Enabling the Intelligent World Bridging Today to Tomorrow</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5 (1/2) X &gt; Width of Huawei Line &gt; 0.2 (1/5) X</td>
</tr>
</tbody>
</table>

**Huawei Line B and Single-line Headline**

Specifications on Width of Huawei Line B

<table>
<thead>
<tr>
<th>Smart World Industry Domain</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5 (1/2) X &gt; Width of Huawei Line &gt; 0.2 (1/5) X</td>
</tr>
</tbody>
</table>

**Huawei Line B and Short Headline**

Specifications on Width of Huawei Line B

<table>
<thead>
<tr>
<th>Brand attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>
2.36
Usage Guidelines for Huawei Line B

This section specifies the required space between Huawei Line B and various types of headlines.

**Huawei Line B with Multiple-line Copy**
Distance specification: the leading of the headline is defined as Y, then the space between Huawei Line B and the headline is Y.

**Huawei Line B with Single-line Copy**
Distance specification: the default leading of the copy is Y, then the space between Huawei Line B and headline should also be Y. The space cannot be larger than the height of the headline type.

**Huawei Line B with Headline Copy and Body Copy**
Distance specification: the leading of the headline is defined as Y, then the space between Huawei Line B and headline should also be Y. The space between Huawei Line B and the body copy can be equal to, or larger than 2Y.

**Huawei Line B with Headline Copy and Subhead**
Distance specification: the leading of headline copy is defined as Y, then the space between Huawei Line B and headline is Y. The space between Huawei Line B and the subhead can be equal to, or larger than 2Y.

Strictly follow the guidelines set for the Huawei Line B in all designs and production; consult experts in Brand Management Department with any questions.

**Secondary Graphic Color and Weight**
Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.
2.37 Application Examples of Huawei Line B

This section provides examples of Huawei Line B in use with headline.
Strictly follow the guidelines set for Huawei Line B in all designs and
production; consult experts in Brand Management Department with any
questions.

Secondary Graphic Color and Weight
Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or
RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and
Layout Size, for guidance.

Enabling the Intelligent World
Bridging Today to Tomorrow

Intelligence
See the Future

Brand attributes

Product white paper

Smart World Industry Domain

A joint venture between
SIEMENS and HUAWEI TD-SCDMA

Developing an industry map
for an intelligent world

Huawei Cloud

Technologies are trust worthy in the future

Ensure safe and stable operations of web safety

Connect to the basic component of modern life. Network outage could lead
to severe consequences to the society and economy. Ensuring smooth
running of a network is the most important corporate social responsibility of
Huawei. Under any circumstances, even the most extreme conditions (e.g.,
natural calamities like earthquakes or typhoons), Huawei endeavors to
ensure smooth running of a network.
2.38
Incorrect Usage of Huawei Line B

The proportion, color as well as the design of the Huawei Line B are carefully considered, no change can be made under any circumstances.

This section provides examples of incorrect use of Huawei Line B; avoid all similar usages.

A. Never place Huawei Line B above the copy
B. Never use Huawei Line B as a vertical line
C. Never place Huawei Line B between multiple-line headlines
D. Never extend Huawei Line B beyond the width of the content
E. Never tilt Huawei Line B
F. Never randomly place Huawei Line B with content
G. Never extend the space between Huawei Line B and the content beyond the specified guidelines
H. Never place Huawei Line B too close to the headline
I. Never use Huawei Line B with inconsistent weight

Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:
All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.
2.39 Guidelines on Flexible Usage of Huawei Lines A and B

Example 1: Huawei Line A is preferred when there is a clear indication of the direction to which the object in focus points. Use Huawei Line B to put an emphasis on the headline, the alignment and the position should be in accordance with the headline.

Example 2: Either Huawei Line A or B can be used to create a focus when there is no clear indication of movement or direction in the image. Use Huawei Line A to emphasize the object in focus in the image. Use Huawei Line B to emphasize the headline, and center, right, or left align it according to the position of the headline.

Secondary Graphic Color and Weight
Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.
2.40
Guidelines on Weight of Huawei Line on Layout

The weight of Huawei Line in a layout is carefully defined for consistent representation and to further enhance brand recognition. This section lists the preset weights applicable to both Huawei Line A and B in standard sized documents.

Refer to table below for specification:

<table>
<thead>
<tr>
<th>Regular Layout Size</th>
<th>Line Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>A7</td>
<td>0.75pt</td>
</tr>
<tr>
<td>A6</td>
<td>0.75pt</td>
</tr>
<tr>
<td>A5</td>
<td>1pt</td>
</tr>
<tr>
<td>A4</td>
<td>1pt</td>
</tr>
<tr>
<td>A3</td>
<td>1.5pt</td>
</tr>
<tr>
<td>A2</td>
<td>2pt</td>
</tr>
<tr>
<td>A1</td>
<td>2.5pt</td>
</tr>
<tr>
<td>Leaflet, two folded (200 X 100)</td>
<td>1pt</td>
</tr>
<tr>
<td>Regular Poster 1 (500X700)</td>
<td>2.5pt</td>
</tr>
<tr>
<td>Regular Poster 2 (570X840)</td>
<td>2.5pt</td>
</tr>
<tr>
<td>Pull-up Banner (800X2000)</td>
<td>4pt</td>
</tr>
</tbody>
</table>

25% of weight adjustment is allowed to accommodate visibility against different background colors. Depending on production constraints, the weight of the Huawei Line can be adjusted for exhibition and display systems to achieve optimal visibility, and is not bound by the guidelines listed above. For detailed specifications, consult with environment design or exhibition installation companies for recommendations.

For other layout, please scale the weight of the Huawei Line per the proportions provided in the table above.
2.41 Huawei Illustrations

Rationale of Huawei Illustrations
Huawei Illustration is another form of expression in addition to copy and images. It is a unique visual asset to further support our communications and to tell the story of the Huawei businesses, technology, and products. The red conveys the passion and dedication of the Huawei brand while the line is an expression representing the connection within all of Huawei’s businesses. The Huawei Illustrations are designed to be streamlined, easy to use and can be applied to a wide range of applications and communications.

Guidelines on the Style of Huawei Illustrations
1. The Huawei Illustrations are always in Huawei Red. Reverse white illustrations can be used when the background color is Huawei Red; refer to Section 2.47 on Huawei Illustrations Color Guidelines for details
2. Every illustration is created using a single line only. The elements(s) are connected from end to end using a single line, simple and rhythmic in style.
3. Each illustration focuses on a specified subject matter
4. Backgrounds of Huawei Illustrations should be clear and simple, mostly light-colored. Refer to Section 2.48 on Huawei Illustrations Background Control for color use guidelines.

Application Scenario:
Huawei Illustrations can be used in stationery, advertising, print, digital multimedia, as well as exhibition and display systems as the key visual to replace business or product visuals. It can also be used as key visuals in advertising and poster, website banner, animation, or as graphic elements in exhibition booth or exhibition wall, etc.

Specifications in Extending Huawei Illustrations:
This Section lists defined illustrations and style for a range of Huawei’s business domains, namely Huawei Cloud, Carrier, Enterprise and Huawei general use. Different business units can develop additional illustrations based on its own needs by adhering to the defined style, line, and color. The proposed Illustrations must be submitted to Corporate Brand Management Department for approval, and added to the the Huawei Illustration Bank as part of the corporate visual identity (VI) system. Consult experts of Brand Management Department with any questions on usage and extension of Huawei Illustrations.
2.42 Huawei Cloud Business Illustrations

This page lists illustrations for the current Cloud business, applicable for key visual use for different creative design for Cloud BU.

Application Scenario
Huawei Cloud Illustrations can be used in stationery, advertising, print, digital multimedia, as well as exhibition and display systems as the key visual to replace business or product visuals. It can also be used as key visuals in advertising and poster, website banner, animation, or as graphic elements in exhibition booth or exhibition wall, and etc. Examples include key visuals for leaflets, magazine cover or inside pages, animated sequences, and etc.

The preferred use of the Huawei Cloud Business Illustrations is against a light color or non-complex image backgrounds; preferably white. However, Illustrations placed against dark color or dark image backgrounds are also allowed if necessary. Refer to Section 2.48 on Huawei Illustration Background Control for details.

Huawei Cloud BU can develop more illustrations based on its own needs, and submit the illustrations to the Brand Management System for approval. The approved illustrations will be incorporated into Huawei’s illustration library as part of the corporate VI system. For any questions about the application and extension of Huawei Illustration, please contact experts in the Brand Management System.
Huawei Carrier Business Illustrations

This section lists illustrations created for Huawei Carrier business. They can be used as key visual in different applications Carrier BG.

Application Scenario
Huawei illustrations can be used in stationery, advertising, print, digital multimedia, as well as exhibition and display systems as the key visual to replace business or product visuals. It can also be used as key visuals in advertising and poster, website banner, animation, or as graphic elements in exhibition booth or exhibition wall, and etc.

The preferred use of the Huawei Carrier Business Illustrations is against a light color or non-complex image backgrounds; preferably white. However, Illustrations placed against dark color or dark image backgrounds are also allowed if necessary; refer to Section 2.48 on Huawei Illustration Background Control for details.

Huawei Carrier BG can develop more Illustrations based on its own needs, and submit the illustrations to the Brand Management System for approval. The approved Illustrations will be incorporated into Huawei’s Illustration library as part of the corporate VI system. For any questions about the application and extension of Huawei Illustration, please contact experts in the Brand Management System.
2.44 Huawei Enterprise Business Illustrations

This section lists illustrations created for Huawei Enterprise business. They can be used as key visual in different applications Enterprise BG.

Application Scenario
Huawei Enterprise illustrations can be used in stationery, advertising, print, digital multimedia, as well as exhibition and display systems as the key visual to replace business or product visuals. It can also be used as key visuals in advertising and poster, website banner, animation, or as graphic elements in exhibition booth or exhibition wall, and etc. Examples include key visuals for leaflets, magazine cover or inside pages, animated sequences, etc.

Huawei Enterprise Business illustrations must be placed on a clear, sharp background, preferably on white. It can also be used on dark background or image background; refer to Section 2.48 on Huawei Illustration Background Control for details.

Huawei Enterprise BG can develop more illustrations based on its own needs, and submit the illustrations to the Brand Management System for approval. The approved illustrations will be incorporated into Huawei’s illustration library as part of the corporate VI system. For any questions about the application and extension of Huawei illustration, please contact experts in the Brand Management System.
2.45 Huawei General Use Illustrations

This section lists illustrations available for general use by different businesses. They can be used as a key visual for all applications across different businesses and departments.

Application Scenario
Huawei General Use illustrations can be used in stationery, advertising, print, digital multimedia, as well as exhibition and display systems as the key visual to replace business or product visuals. It can also be used as key visuals in advertising and poster, website banner, animation, or as graphic elements in exhibition booth or exhibition wall, and etc. Examples include key visuals for leaflets, magazine cover or inside pages, animated sequences, etc.

Huawei General Use illustrations must be placed on a clear, sharp background, preferably on white. It can also be used on dark background or image background; refer to Section 2.48 on Huawei Illustration Background Control for details.

Huawei business units can develop more illustrations based on their own needs, and submit the illustrations to the Brand Management System for approval. The approved illustrations will be incorporated into Huawei's illustration library as part of the corporate VI system. For any questions about the application and extension of Huawei Illustration, please contact experts in the Brand Management System.
2.46 Clear Space for Huawei Illustrations

Clear space has been defined for the Huawei illustration. No other visual elements can overlap clear space.

Clear Space Principle

Clear Space 1: The clear space area for Huawei illustration is set at 10x of the line weight. The example provided in this section is based on 1pt line weight of the illustrations with clear space equal to 10pt as marked in blue. As line weight may differ from application to application, the clear space also needs to be adjusted according to the actual illustration in use.

Clear Space 2: The negative space within an illustration is considered clear space as well; marked in gray, the identified area will remain clear and cannot be filled with color, image, or cross over with additional graphics.

It is important to adjust the clear space based on the two principles above for each illustration use. The specifications provided in this section must be followed for all illustrations. If you have any questions, contact experts in the Brand Management System.
2.47 Colors for Huawei Illustrations

The Huawei brand image is built on consistent and effective presentations in Huawei communications. Therefore, it is crucial to maintain the correct color use as specified below:

**Color 1**: Huawei Red, the corporate color is the recommended color for all Huawei Illustrations with white as the preferred background color; light and dark grey and/an images are also allowed. Consider legibility of the illustrations when choosing an image; clean, clear, not complex and with sufficient contrast.

**Color 2**: In some special cases, Huawei Illustrations can be reversed to white but only against Huawei Red as the background color; the background color can never be changed. The examples in this section demonstrate the appropriate color use and the rules applies to all Huawei Illustrations.

**Color Specifications for Illustrations**

<table>
<thead>
<tr>
<th>PANTONE 185C</th>
<th>RGB 199/0/11</th>
<th>CMYK 0/100/100/20</th>
<th>HEX # C7000D</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 0/0/0/0</td>
<td>RGB 255/255/255</td>
<td>HEX # FFFFFF</td>
<td></td>
</tr>
</tbody>
</table>
Huawei Illustrations Background Control

Huawei Illustrations can never be placed against colors other than the preferred white, light and dark greys, and Huawei Red. This section provides examples of Huawei Illustrations on different tones of grey and background images.

Greyscale Background Control
When using light greys, the value must be less or equal to 30% and greater or equal to 90% for dark grays; other values are not allowed as it will diminish visibility of the illustrations.

Image Background Control
The chosen image must always provide optimal contrast for legibility of the Huawei Illustrations; images must be clear, simple, and never complex or overly colorful.

The examples shown on this page demonstrate the appropriate backgrounds and the rule applicable to all Huawei Illustrations. If you have any questions, contact experts in the Brand Management System.
2.49

Flexibility of Weight of Huawei Illustrations

Depending on the application, the Huawei Illustrations may vary in position and size. Although there is no fixed weight defined, the final creation must retain the style of the Illustrations (never too heavy or too light) and visible in context.

Adjustment of the line weight within 75% is allowed to ensure optimal visibility and to accommodate different application needs. The examples in this section demonstrate weights for different backgrounds:
- Against white, the line weight is 0.75pt
- Against 20% greyscale, the line weight is 1pt
- Against 30% greyscale, the line weight is 1.25pt

The examples in this section demonstrate the necessary adjustments based on different color backgrounds. The same rules must be followed for all Huawei Illustration. If you have any questions, contact experts in the Brand Management System.
2.50

Incorrect Usage of Huawei Illustrations

The proportion, color and elements in each of the Huawei Illustration is carefully considered and crafted; they cannot be changed under any circumstances. The official digital artwork provided by the Brand Management Department must be used; consult experts in Brand Management Department with any questions:

A. Never make the line weights too heavy or bulky.
B. Never make the line weight in the illustration too light or flimsy.
C. Never tilt the provided illustrations.
D. Never change the color of the Huawei Illustrations.
E. Never use inconsistent line weight in the Huawei Illustrations.
F. Never change any of the details of the provided illustrations.
G. Never apply gradient to the Huawei Illustrations.
H. Never place the Huawei Illustrations against unapproved background colors.
I. Never add content on the Huawei Illustrations.
J. Never use dotted lines for Huawei Illustrations.
K. Never place the Huawei Illustrations against complex image backgrounds.
L. Never use illustrations that are not complied with Huawei Illustration style.

The examples on this page demonstrates incorrect usage of the Huawei Illustrations, all Huawei Illustrations must abide by the same principles style, and rules outlined, consult the experts in Brand Management Department with any questions.
2.51

Application Examples of Huawei Illustrations

This section includes, but is not limited to, examples of when and how the Huawei Illustration can be used; the examples are for demonstration purposes only and are not related to actual documents produced.

Strictly follow the rules set for Huawei Illustrations in all design and communications; consult the experts in Brand Management Department with any questions.
2.52
Corporate Imagery Style Overall Guidelines

The Huawei imagery style defines the Huawei look and feel and is a powerful tool that delivers and unifies the brand. The Huawei images must have a clear message. They are never cliche or computer-generated, or low resolution.

Corporate imagery style are grouped into 3 themes: corporate culture, technology, and people. Refer to Sections 2.53-2.55 for principles in proper images selection for each theme.

Image Selection Principle:
1. Simple and uncomplicated background
2. Panoramic and visionary
3. Light- or dark-color tone; light-color tone preferred
4. Strong highlight with red or other warm colors in the image
5. The image must have a clear concept and in-focus key subject
6. The image must express the Huawei brand’s features: passionate, innovative, open, collaborative, and trustworthy
7. Natural colors, such as blue of the universe and green in nature, are acceptable and not restricted by the specifications of corporate color and corporate secondary colors. Never change the color of natural objects
8. Images with a single or focused red element is preferred. However, red is not required in product shots or some other special cases

The images in this section are for demonstration purposes only, commission a photoshoot or purchase license for use if needed for actual use. If you have any questions about choosing images for certain use cases, contact experts in the Brand Management System.

Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:
All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.
2.53 Corporate Culture Imagery Style

The Huawei imagery style defines the Huawei look and feel and is a powerful tool that delivers and unifies the brand. The Huawei images must have a clear message. They are never cliché or computer-generated, or low resolution.

Corporate Culture Imagery Style Specifications
1. Images must clearly communicate a theme that relates to the Huawei culture
2. Clear and uncomplicated background
3. Panoramic and visionary
4. Light- or dark-color tone; light-color tone preferred
5. Strong highlight with red or other warm colors in the image
6. The image must have a focus point or key subject
7. The image must express Huawei's brand features: passionate, innovative, open, collaborative, and trustworthy
8. Natural colors, such as blue of the universe and green in nature, are acceptable and not restricted by the specifications of corporate color and corporate secondary colors. Never change the color of natural objects
9. Images with a single or focused red element is preferred. However, red is not required in product shots or some other special cases

The images in this section are for demonstration purposes only, commission a photoshoot or purchase license for use if needed for actual use. If you have any questions about choosing images for certain use cases, contact experts in the Brand Management System.

Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:
All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.
2.54
Technology Imagery Style

The Huawei imagery style defines the Huawei look and feel and is a powerful tool that delivers and unifies the brand. The Huawei images must have a clear message. They are never cliche or computer-generated, or low resolution.

Technology Imagery Style Specifications
1. Images must reflect subject or theme appropriate for Huawei business technology, products, and solutions.
2. Simple and uncomplicated background
3. Panoramic and visionary
4. Light- or dark-color tone: light-color tone preferred
5. Strong highlight with red or other warm colors in the image
6. The image must have a focus point or key subject
7. Natural colors, such as blue of the universe and green in nature, are acceptable and not restricted by the specifications of corporate color and corporate secondary colors. Never change the color of natural objects.
8. Images with a single or focused red element is preferred. However, red is not required in product shots or some other special cases

The images in this section are for demonstration purposes only, commission a photoshoot or purchase license for use if needed for actual use. If you have any questions about choosing images for certain use cases, contact experts in the Brand Management System.

Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:
All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.
2.55

People Imagery Style

The Huawei imagery style defines the Huawei look and feel and is a powerful tool that delivers and unifies the brand. The Huawei images must have a clear message. They are never cliche or computer-generated, or low resolution.

People Imagery Style Specifications
1. Clear and uncomplicated background
2. Panoramic and visionary
3. Mainly light-color tone
4. Strong highlight with red or other warm colors in the image
5. People are clear and sharp in the image
6. The image must express the Huawei's brand features: passion, innovative, open, collaborative, and trustworthy
7. Natural colors, such as blue of the universe and green in nature, are acceptable and not restricted by the specifications of corporate color and corporate secondary colors. Never change the color of natural objects
8. Images with a single or focused red element is preferred. However, red is not required in product shots or some other special cases

The images in this section are for demonstration purposes only, commission a photoshoot or purchase license for use if needed for actual use. If you have any questions about choosing images for certain use cases, contact experts in the Brand Management System.

Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:
All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.
2.56 Imagery Style Incorrect Usage

This section provides examples of incorrect usage, and the use of such images should be avoided.

A. Never use imagery that is not identified in the Huawei Imagery Guidelines.
B. Never use images of people with inappropriate expressions such as stress, passive, tired, etc.
C. Never use images that lack humanity: dark, cold, inhuman.
D. Never use images whose backgrounds or tones are too dark, or with incorrect metaphor.
E. Never use images that are cliche or obviously computer-generated.
F. Never use soft or out of focused shots.
G. Never use images that belong to or imply a religious theme.
H. Never use images that belong to or imply a political theme.
I. Never use images that belong to or imply a pornographic theme.
J. Never use images that belong to or imply a violence theme.
K. Never use images that are not environmentally friendly.

The images in this section are for demonstration purposes only, commission a photoshoot or purchase license for use if needed for actual use. If you have any questions about choosing images for certain use cases, contact experts in the Brand Management System.

Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:
All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.
Corporate Designated Font

Typography is an important asset of the visual identity system and help unify our communications and enhance our brand image. The official corporate fonts must be used in all designs and applications.

LanTing Hei (方正兰亭黑体), a Founder type, is the corporate Chinese Font. 3 weights are recommended for all Huawei communications:
- FounderType LanTing Hei Light (方正兰亭黑体细体)
- FounderType LanTing Hei Regular (方正兰亭黑体常规体)
- FounderType LanTing Hei Bold (方正兰亭黑体粗体)

(Remark: FounderType LanTing Hei series included a variety of fonts with different weights, the 3 fonts above are recommended for all Huawei communications, the other weights and font types are for supplementary use.)

Huawei Sans Family is the corporate English typeface. 3 weights are selected for all Huawei communications:
- Huawei Sans Light
- Huawei Sans Regular
- Huawei Sans Bold

(Remark: The 3 fonts above are recommended for all Huawei communications, the other weights and font types are for supplementary use.)

Reference the characteristics of the designated Chinese and English fonts, for other languages and purchase usage licenses accordingly. It is normal that the names of the fonts may change depending on the operating system of the region.
2.58 Corporate System Font

Corporate System Font is Huawei’s alternative font option, and below are the circumstances for alternative font option usage:
1. Under technological constraints such as digital communication platform, and PowerPoint document, text may appear garbled, missing font character, or auto replace with another font.
2. To enhance legibility when Corporate Designated Font have multiple unsolved paragraph breaks, and bad kerning and tracking.
3. When unable to auto replace characters under different language

System fonts for Chinese and English have been selected to accommodate these situations and alleviate any automatic default font switches.

Our Corporate and Keynote templates are all set using Microsoft YaHei Font Family (微软雅黑系列), and Arial. Both font families have regular and bold weights for use.

Reference the characteristics of the designated Chinese and English fonts for other languages and purchase usage licenses accordingly. It is normal that the names of the fonts may change depending on the operating system of the region. If you have any questions, contact experts in the Brand Management System.

Microsoft YaHei Font Family - Regular
微软雅黑系列为华为通用中文字体

Microsoft YaHei Font Family - Bold
微软雅黑系列为华为通用中文字体

Arial - Regular
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial - Bold
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Stationery Design System Standards

**Differentiation:** The design of Huawei stationery system must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Consistency:** Consistent use of Huawei visual identity elements (including Huawei logo, Huawei line, Huawei illustrations, corporate colors, corporate fonts, and corporate images) will help enhance Huawei's brand image and build brand awareness among internal and external audience.

**Compliance:** All materials produced by Huawei must comply with international and domestic industry standards and government regulations such as mailing requirements for envelopes or letterheads.
3.1 Name Card

1. Corporate Logo
- Height: 15mm; bottom margin: 21mm; left margin: 7mm;

2. Chinese Name and Title
- Font: FounderType LanTing Hei; top margin: 9mm
- Name font size: 9pt
- Title font size: 7pt
- Leading: 9pt

3. Chinese Contact Information
- Font: FounderType LanTing Hei
- Corporate name font size: full name 7.5pt
- Corporate address font size: full name 7pt; Leading: 9pt
- Contact information font size: 6.5pt; Leading: 7.8pt

4. Website
- Font: Huawei Sans family; font size: 6.5pt; bottom margin: 48mm
- left margin: 7mm

5. English Name and Title
- Font: Huawei Sans family; top margin: 9mm
- Name font size: 9pt, title: 6.5Pt, leading: 7pt

6. English Contact Information
- Font: Huawei Sans family
- Corporate name font size: 7pt, leading: 8pt
- Corporate address and contact information font size: 6.5pt
- Leading: 8pt

Red copy color specifications: CMYK:0/100/100/20
Black copy color specifications: CMYK:0/0/0/100

Stock: 250g Conqueror CX22 Diamond White, or recycled stationery paper with the same weight.

Unit: Millimeter (mm)

Notes
- If it is required by law, use the legal entity's company name. If there is no requirement by the law, use the registered company name.
- The address and contact information on the business card are for demonstration purposes; applicable only to Shenzhen, China. Each local office of Huawei will determine the relevant language for the business card to meet language needs of their region. English is required on the back side without exception. All information must be kept updated with actual address and contact information.

Body copy length and number of lines vary as languages and amount of information differ. Information on name, title and address can be adjusted within the area illustrated.

Red copy color specifications: CMYK:0/100/100/20
Black copy color specifications: CMYK:0/0/0/100

Stock: 250g Conqueror CX22 Diamond White, or recycled stationery paper with the same weight.

Unit: Millimeter (mm)

Notes
- If it is required by law, use the legal entity's company name. If there is no requirement by the law, use the registered company name.
- The address and contact information on the business card are for demonstration purposes; applicable only to Shenzhen, China. Each local office of Huawei will determine the relevant language for the business card to meet language needs of their region. English is required on the back side without exception. All information must be kept updated with actual address and contact information.
3.2
Letterhead, English

1. Corporate Logo
   Width: 24mm; Top Margin: 15mm; Right Margin: 15mm

2. Contact Information
   Font: Huawei Sans family; Font size: 8pt.
   Bottom margin: 265mm; left margin: 195mm

3. Contact Information
   Font: Huawei Sans family; font size: 7.5pt; leading: 10pt;
   Bottom margin: 282mm, left margin: 195mm

4. Website
   Font: Huawei Sans family; font size: 8pt
   Bottom margin: 282mm; right margin: 15mm

Company name color specifications: CMYK:0/100/100/20
Black copy color specifications: CMYK:0/0/0/100

Stock: 120g Conqueror CX22 Diamond White, or or recycled stationery paper with the same weight

Unit: Millimeter (mm)

Note
If required by law, use the legal entity's company name. If there is no requirement by the law, use the registered company name.

The address and contact information on the English letterhead are for demonstration purposes; applicable only to Shenzhen, China. Each local office of Huawei will determine the relevant language for the letterhead, to meet language needs of their region. All information must be updated with actual address and contact information.
3.3 Envelope, English

1. Corporate Logo
   Height: 20mm, Top Margin: 12mm, Left Margin: 15mm.

2. Company Name
   Font: Huawei Sans family, font size: 8pt, bottom margin: 87mm, left margin: 15mm.

3. Contact Information
   Font: Huawei Sans family, font size: 8pt, leading: 10pt, bottom margin: 99mm, left margin: 15mm.

4. Website
   Font: Huawei Sans family, font size: 11pt, Center-aligned in grey flap.

**Company name color specifications:** CMYK:0/100/100/20
**Black copy color specifications:** CMYK:0/0/0/100

**Stock:** 120g Conqueror CX22 Diamond White, or recycled stationery paper with the same weight.

**Unit:** Millimeter (mm)

**Note**
If required by law, use the legal entity's company name. If there is no requirement by the law, use the registered company name.

The address and postal code information on the English envelope are for demonstration purposes; applicable only to Shenzhen, China. Each local office of Huawei will determine the relevant language for the address and postal code on the envelope to meet language needs of their region. All information must be kept updated with actual address and contact information.
3.4 Fax Sheet, English

1. Corporate Logo
   Height: 22mm; bottom margin: 37mm; right margin: 26mm

2. Contact Information
   Font: Huawei Sans family
   Company name font size: 8pt; leading: 10pt
   Address, contact information font size: 8pt; leading: 10pt
   Bottom margin: 287mm; right margin: 10mm

3. Fax Subject
   Font: Huawei Sans family; font size: 30pt;
   Bottom margin: 37mm, left margin: 183mm

4. Fax Message
   English font: Huawei Sans family
   Font size: 8pt; leading: 18pt
   Bottom margin: 80mm, left margin: 183mm

5. Website
   Font: Huawei Sans family; font size: 8pt
   Bottom margin: 287mm, left margin: 183mm

Black line and black copy color specifications: CMYK: 0/0/0/100

Stock: 120g Conqueror CX22 Diamond White or recycled stationery paper with the same weight

Unit: Millimeter (mm)

Note
If required by law, use the legal entity’s company name. If there is no requirement by the law, use the registered company name.

The address and contact information on the English fax sheet are for demonstration purposes; only applicable to Shenzhen, China. Each local office of Huawei will determine the relevant language for the address and postal code on the envelope to meet language needs of their region. All information must be kept updated with actual address and contact information.
3.5 Email Signature, English

1. **Name**
   - Font: Huawei Sans family; font size: 16pt

2. **Department**
   - Font: Huawei Sans family; font size: 10.5pt

3. **Company Name**
   - Font: Huawei Sans family; font size: 12pt

4. **Contact Information**
   - Font: Huawei Sans family; font size: 10.5pt

5. **Corporate Logo**
   - Height (vertical lock-up): 15.5mm; Height (horizontal lock-up): 12mm

6. **Disclaimer**
   - Font: Huawei Sans family; font size: 7pt

**Company name color specifications:** RGB:35/24/21

**Black copy color specifications:** RGB:199/0/11

Applicable to all departments in Huawei Technologies Co. Ltd.

The address and contact information in the English email signature are for demonstration purposes; applicable only to Shenzhen, China. Each local office of Huawei will determine the relevant language for the address and contact information in the email signature to meet language needs of the region; Each department can customize their email signature. All information must be kept updated with actual address and contact information.
3.6 Employee ID Card

1. Corporate Logo
   Width: 11mm, Top Margin: 5mm, Right Margin: 5mm

2. Name
   Font: Huawei Sans family; font size: 10pt
   Bottom Margin: 65mm, Left Margin: 19mm

3. Photo
   Size: 30x38mm
   Bottom margin: 59mm; right margin: 49mm

4. Barcode
   Size: 22X4mm, Bottom Margin: 79mm, Left Margin: 10mm

5. Number
   Font: Huawei Sans family, Font Size: 9pt
   Bottom margin: 73mm; left margin: 19mm

6. ID Card
   Font: Huawei Sans family, Font Size: 10pt
   Top margin: 21mm, center aligned with corporate logo

Black copy, number and barcode color specifications: CMYK:0/0/0/100

Unit: Millimeter (mm)

The ID photo and barcode shown here are for demonstration purposes only, and they must be replaced with actual information for final production.
Dear Visitor:
Welcome to Huawei! Please wear this card at all times during your visit. At the end of your visit, please return this card to the relevant receptionist. The receptionist will be fined if this card is lost or not returned. Thank you for your cooperation! If you have forgotten to return this card or found it, please return it to the address below.

Huawei Industrial Base
Bantian Longgang Shenzhen 518129, P.R. China
Contact number: 28780808

Visitor ID Card

1. Visitor card copy
   Font: Huawei Sans family; font size: 16pt
   Bottom Margin: 39mm, Center-aligned

2. Huawei Line
   Bottom margin: 42mm, Center-aligned; weight: 0.5pt
   CMYK: 0/100/100/20

3. Number
   Bottom margin: 78mm, Center-aligned;

4. Copy
   Top margin: 5mm; left margin: 5mm;
   Font: Huawei Sans family, font size: 5pt, leading: 7pt

5. Corporate logo
   Top margin: 4mm; left margin: 4mm; height: 12mm.

Huawei Line color specifications: CMYK: 0/100/100/20
Black copy color specifications: CMYK: 50/0/0/20

Unit: Millimeter (mm)

Number and back copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.
3.8

English Invitation (Offline Print Version)

- **Corporate logo (vertical layout)**
  - Height: 22mm; bottom margin: 289mm; right margin: 210mm
- **Corporate logo (horizontal layout)**
  - Height: 22mm; bottom margin: 202mm; right margin: 289mm
- **Headline (vertical layout)**
  - Font: Huawei Sans family; font size: 29pt
  - Top margin: 23mm; left margin: 18mm
- **Headline (horizontal layout)**
  - Font: Huawei Sans family; font size: 29pt
  - Top margin: 23mm; left margin: 18mm
- **Body copy (vertical layout)**
  - Font: Huawei Sans family; font size: 9pt
  - Top margin: 65mm; left margin: 100mm
- **Body copy (horizontal layout)**
  - Font: Huawei Sans family; font size: 9pt
  - Top margin: 23mm; left margin: 100mm
- **Huawei Line**
  - Top margin: 48mm; left margin: 18mm

**Huawei Line color specifications:** CMYK:0/100/100/20
**Black copy color specifications:** CMYK:0/0/0/100

Stock: 120g Conqueror CX22 Diamond White or recycled stationery paper with the same weight

Unit: Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production, and submitted to the Brand Management System for approval.
3.9 Greeting Card, English

1. Horizontal layout back copy information
   - Font: Huawei Sans Family
   - Font size: 28pt, Center-aligned.

2. Vertical layout back copy information
   - Font: Huawei Sans Family
   - Font size: 28pt, Center-aligned.

3. Horizontal layout back Huawei Line
   - Weight: 1pt, bottom margin: 123mm, Center-aligned

4. Vertical layout back Huawei Line
   - Weight: 1pt, bottom margin: 170mm, Center-aligned

Huawei Line color specifications: CMYK:0/100/100/20
Black copy color specifications: CMYK:0/0/0/100

Stock: 120g Conqueror CK22 Diamond White or recycled stationery paper with the same quality

Unit: Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production, and submitted to the Brand Management System for approval.
3.10
Paper Cup

8oz Paper Cup
Base diameter: 51mm, Opening diameter: 75mm, Height: 95mm

1 Corporate Logo
Bottom Margin: 40mm, Logo Height: 20mm

Unit: Millimeter (mm)

Rendering shown here is for illustrative purpose only, official artwork must be used when carrying out actual production.
3.11 Paper Note Book

1. Corporate Logo
   Height: 20mm, Align Centre

2. Corporate Logo
   Height: 20mm, Bottom Margin: 202mm, Right Margin: 132mm

3. Elastic Cotton Band Closure
   Width: 7mm, right margin: 130mm
   Color specifications: CMYK 0/100/100/20

Stock: 300g Kraft Paper or imitation leather is recommended

Unit: Millimeter (mm)

Cover color is discretionary and be chosen from the Huawei corporate color palette.
3.12
Office Supplies (Pens)

**Logo Fabrication:** Etching and sandblast

The pens shown here is for demonstration purposes only. It is recommended that the horizontal corporate logo should be used, and the logo with gradient red symbol or flat tone symbol can be chosen depending on the materials and manufacturing techniques of pens.
3.13
Memo Pad

1: Corporate Logo
   Height: 8mm, Top Margin: 5mm, Align Centre

Stock: 80g Conqueror CX22 Diamond White, or recycled stationery paper with the same weight

Unit: Millimeter (mm)
3.14 Brown Envelope

1. Corporate Logo
   Bottom Margin: 219mm; Left Margin: 281mm
   Height: 27mm

2. English Company Name
   Bottom Margin: 219mm; Left Margin: 17mm
   Font Size: 12pt

3. Form
   Font: Huawei Sans Family
   Title Font Size: 16pt
   Description Font Size: 12pt
   Contact Font Size: 10pt
   Reminder Font Size: 14pt
   Top Margin: 15mm, Left Margin: 17mm

Stock: 250g Kraft Paper is recommended

Unit: Millimeter (mm)
3.15
Paper Folder

Corporate Logo
Bottom Margin: 155mm, Align Centre
Height: 30mm

Copy
English font: Huawei Sans family
Top Margin: 134mm, Align Centre
Font size: 9pt; leading: 14pt

Huawei Line
Top Margin: 145mm, Align Centre

Huawei Line color specification: CMYK:0/100/100/20
Black copy color specification: CMYK:0/0/0/100

Stock: 300g Conqueror CX22 Diamond White is recommended

Unit: Millimeter (mm)
3.16

Paper Bag (Large)

1. Vision and Mission
   Top Margin: 342mm, Left Margin: 20mm
   Chinese Font Size: 22pt, Leading: 26pt
   English Font Size: 22pt; Leading: 26pt
   Chinese: FounderType LanTing Hei family
   English: Huawei Sans family

2. Huawei Line
   Top Margin: 255mm, Left Margin: 135mm

3. Corporate Logo
   Bottom Margin: 50mm, Align Centre, Height: 44.5
   Bottom Margin: 42mm, Font: Huawei Sans family, Font Size: 30pt

Huawei Line and cotton rope color specifications: CMYK: 0/100/100/20
Black copy color specifications: CMYK: 0/0/0/100

Stock: White Art Card (350g) with Spot UV is recommended

Handles: Good quality slightly firm round cotton rope

Unit: Millimeter (mm)
3.17
Paper Bag (Small)

1. Vision and Mission
   - Top Margin: 58mm, Left Margin: 16mm
   - Chinese Font Size: 17pt, Leading: 21pt
   - English Font Size: 17pt; Leading: 20pt
   - Chinese: FounderType LanTing Hei family
   - English: Huawei Sans family

2. Huawei Line
   - Top Margin: 122mm, Left Margin: 110mm

3. Corporate Logo
   - Bottom Margin: 292mm, Align Centre, Height: 34.5

4. Website
   - Bottom Margin: 292mm, Font: Huawei Sans family, Font Size: 30pt

Huawei Line and cotton rope color specifications: CMYK: 0/100/100/20
Black copy color specifications: CMYK: 0/0/0/100

Stock: White Art Card (350g) with Spot UV is recommended

Handles: Good quality slightly firm round cotton rope

Unit: Millimeter (mm)
4.0 Advertising Application

Advertising Design System Standards

**Differentiation:** The design of Huawei advertising system must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Recognition:** Advertising design must focus on and emphasize the core message. For example, the key object in the visual must be in the prime location of the layout; copy, corporate logo, and Huawei Line are clearly visible for maximum recognition.

**Consistency:** Consistent layout and use of visual identity elements to create a strong brand image and enhance brand awareness and recognition. This includes, but is not limited to the use of the Huawei logo, Huawei Line, Huawei colors, Huawei fonts, and Huawei illustrations and image styles.

**Creativity:** The concept, key message and visuals used in the Huawei Advertising design must meet all the communications objectives of the creative brief. The creative thinking and design must evoke an emotional response, engagement, excitement, and connections, with both internal and external audiences.
### 4.1 Advertising Design Layout Principle & Guide

The following pages cover the design specifications for the two approved advertising layouts: full page and sectional advertising.

**Principle for Adjusting White area in section Layout**

The advertising area of the sectional layout, demonstrated here, is flexible and can be adjusted according to actual needs; copy can be placed inside the defined area and copy positioned either on the top or the lower part of the space.

The white area is the determined minimum size, and the blue area can be adjusted to meet the needs of actual content. The placement of the corporate logo is for demonstration purposes only; alternate placement may be required for depending on the particular advertisement. Refer to Sections 4.4-4.9 in this guideline for detailed specifications.
4.2
Advertising Design Layout Extension

Huawei advertising has 2 layouts: full-page and sectional layouts. This section demonstrates the use of Huawei Line A in sectional layouts of different dimensions, including typical horizontal and vertical layouts, extremely proportioned horizontal and vertical layouts, and how the same copy and key visual can be extended to different sizes.

Principle for choosing between sectional and full-page layouts
It is recommended to use the sectional layout when the image cannot support optimal logo and content legibility against the chosen advertising image. Either the sectional or full-page layout option can be used when the visibility of the logo is not an issue.

The placement of corporate logo here is for demonstration purposes only and alternate placement of the logo may be required depending on actual needs. Refer to Sections 4.4-4.9 in this Guidelines for detailed specifications.
### 4.2 Advertising Design Layout Extension

Huawei advertising has 2 layouts: full-page and sectional layouts. This section demonstrates the use of Huawei Line A in sectional layouts of different dimensions, including typical horizontal and vertical layouts, extremely proportioned horizontal and vertical layouts, and how the same copy and key visual can be extended to different sizes.

**Principle for choosing between sectional and full-page layouts**

It is recommended to use the sectional layout when the image cannot support optimal logo legibility against the chosen advertising image. However, content can be integrated with the image legibility of the copy can be guaranteed. Either the sectional or full-page layout option can be used when the visibility of the logo is not an issue.

The placement of corporate logo here is for demonstration purposes only and alternate placement of the logo may be required depending on actual needs. Refer to Sections 4.4-4.9 in this Guidelines for detailed specifications.
4.3 Advertising Full Bleed Image Layout Extension

Huawei advertising has 2 layouts: full-page and sectional layouts. This section demonstrates the use of Huawei Line A in sectional layouts of different dimensions, including typical horizontal and vertical layouts, extremely proportioned horizontal and vertical layouts, and how the same copy and key visual can be extended to different sizes.

**Principle for choosing between sectional and full-page layouts**

It is recommended to use the sectional layout when the image cannot support optimal logo legibility against the chosen advertising image. Either the sectional or full-page layout option can be used when the visibility of the logo is not an issue.

The placement of corporate logo here is for demonstration purposes only and alternate placement of the logo may be required depending on actual needs. Refer to Sections 4.4-4.9 in this Guidelines for detailed specifications.
4.4 Print Advertising

1. Corporate Logo (Vertical Layout)
   - Bottom Margin: 287mm, Right Margin: 200mm
   - Height: 22mm

2. Corporate Logo (Horizontal Layout)
   - Bottom Margin: 200mm, Right Margin: 287mm
   - Height: 22mm

3. Headline (Vertical Layout)
   - Top Margin: 20mm, Left Margin: 20mm
   - Font: Huawei Sans Family (English)
   - Headline Font Size: 15pt, Leading: 18pt
   - Sub-heading Font Size: 10pt, Leading: 12pt

4. Headline (Horizontal Layout)
   - Top Margin: 27mm, Right Margin: 287mm
   - Font: Huawei Sans Family (English)
   - Headline Font Size: 15pt, Leading: 18pt
   - Sub-heading Font Size: 10pt, Leading: 12pt

5. Huawei Line
   - The Huawei Line can be adjusted according to the focus subject in the visual.
   - Weight: 1pt

6. White Section
   - Height: 38mm, at the bottom of layout

Huawei Line Color Specification: CMYK: 0/100/100/20
Black Copy Color Specification: CMYK: 0/0/0/100

Unit: Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.
4.5

Print Advertising (Co-branding)

1. Co-branding Logo (Vertical Layout)
   Bottom Margin: 289mm, Right Margin: 200mm,
   Height: 12mm

2. Corporate Logo (Horizontal Layout)
   Bottom Margin: 202mm, Right Margin: 287mm,
   Height: 12mm

3. Headline (Vertical Layout)
   Top Margin: 20mm, Left Margin: 116mm,
   Font: Huawei Sans Family,
   Headline Font Size: 15pt, Leading: 18pt;
   Sub-heading Font Size: 10pt, Leading: 15pt;

4. Headline (Horizontal Layout)
   Top Margin: 20mm, Right Margin: 158mm,
   Font: Huawei Sans Family (English),
   Headline Font Size: 15pt, Leading: 18pt;

5. Huawei Line
   The size of the Huawei Line should be adjusted according to the focus
   subject as well as the size of Huawei corporate logo to ensure
   balance and the corporate logo is not diminished or overpowered by
   other elements, Weight: 1pt.

   Huawei Line Color Specification: CMYK: 0/100/100/20;
   Black Copy Color Specification: CMYK: 0/0/0/100.

   Unit: Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and
they must be replaced with actual information for final production.

Refer to Section 2.14 Co-branding Logo Guidelines for use of Huawei co-
branding guidelines.
4.6 Billboard

1. Corporate Logo (1:2.5 Full-page Visual Layout)
   - Height of symbol of corporate logo is defined as X, the distance between the corporate logo and the edge is 0.5X

2. Corporate Logo (1:4 Sectional Layout)
   - Height of symbol of corporate logo is defined as X, the distance between the corporate logo and the edge is X

3. Headline
   - Font: Huawei Sans Family, the placement of headline can be adjusted accordingly to needs

4. Huawei Line
   - Placement of Huawei Line can be determined based on the subject in focus in the visual. The weight of the Huawei Line can be adjusted according to the size of the layout

Huawei Line Color Specification: CMYK: 0/100/100/20
White Copy Color Specification: CMYK: 0/0/0/100

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.
4.7
Poster

1. Corporate Logo (Vertical Layout)
   - Bottom Margin: 287mm, Right Margin: 200mm
   - Height: 22mm

2. Corporate Logo (Horizontal Layout)
   - Bottom Margin: 200mm, Right Margin: 287mm
   - Height: 22mm

3. Headline (Vertical Layout)
   - Font: Huawei Sans Family
   - Top Margin: 28mm, Left Margin: 17mm
   - Headline Font Size: 15pt, Leading: 18pt
   - Sub-heading Font Size: 12pt, Leading: 15pt

4. Headline (Horizontal Layout)
   - Font: Huawei Sans Family
   - Top Margin: 20mm, Right Margin: 17mm
   - Headline Font Size: 15pt, Leading: 18pt
   - Sub-heading Font Size: 12pt, Leading: 15pt

5. Huawei Line
   - Weight: 1pt
   - Can be adjusted according to the focus subject in the visual

6. White Space
   - Height: 42mm, at the bottom of layout

Huawei Line Color Specification: CMYK: 0/100/100/20
Black Copy Color Specification: CMYK: 0/0/0/100
White Copy Color Specification: CMYK: 0/0/0/0

Unit: Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.
4.8

Online Advertising

Layout size 300 x 250 px
1. Corporate Logo
   140 x 30px, top left corner on layout
   The horizontal corporate logo lock-up is recommended to ensure logo legibility in small size layout
2. Headline
   Font: Huawei Sans Family, Font Size: 20pt

Layout size: 468 x 60px
1. Corporate Logo
   85 x 18 px, extremely wide proportioned horizontal layout
   The horizontal corporate logo lock-up is recommended to ensure legibility in small size layout, aligned right to the text and vertically centered in the given space
2. Headline
   Font: Huawei Sans Family, Font Size: 11pt (headline)

Huawei Line Color Specification: CMYK: 0/100/100/20
Black Copy Color Specification: CMYK: 0/0/0/100

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.
4.9

Social Media Advertising

Layout size 600 x 300 px

Corporate Logo
150 x 33px, top left corner on layout
The horizontal corporate logo lock-up is recommended to ensure logo legibility in small size layout

Headline
Font: Huawei Sans Family, Font Size: 22pt

Huawei Line Color Specification: CMYK: 0/100/100/20
Black Copy Color Specification: CMYK: 0/0/0/100

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.
5.0 Digital Multi-media

Digital Multimedia Design System Standards

**Differentiation:** The design of Huawei digital multimedia system must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Consistency:** Consistent use of Huawei visual identity elements (including Huawei logo, Huawei line, Huawei illustrations, corporate colors, corporate fonts, and corporate images) will help enhance Huawei’s brand image and build brand awareness among internal and external audience.

**Compatibility:** The design of Huawei multimedia system should be compatible with all digital multimedia platforms to bring a new, smooth digital experience to audience.
5.1 Logo Animation

The corporate logo animation should be used as an opening or end sequence of a presentation.

This section shares the animation storyboard of the corporate logo; the length of the animation should be kept between 2-3 seconds and a halo effect can be applied as the symbol unfolds. The final frame must present the vertical logo lock-up with the color of gradient red for 1 second.

Both black and white background can be used for animation. Refer to Section 2.0 for details in corporate logo usage.
5.2 Website Loading

This page shares the storyboard for website loading the length should be kept between to 2-3 seconds with the Huawei Line fading in from the left side of the screen and fading out as it progresses to the right.

Huawei Line weight is set to be 1pt; corporate color in RGB: 199/0/11.
5.3 Corporate Website Group Homepage Logo

This page demonstrates the position of the corporate logo for the group website. The gradient horizontal logo lock-up is recommended due to space limitation.

The image here is for demonstration purposes only. Refer to logo placement detailed in this Guidelines for final production.
5.4 Social Media Profile

Squares and circles are often used for profile demonstration on social media. The proportion outlined in this guideline must be strictly followed to ensure consistency across various platforms; refer to Section 2.13 in this guideline for details.
Dear Ms./Mr.,

On behalf of Huawei, it is my honor to invite you to HUAWEI CONNECT 2018 – “Activate Intelligence” – which will be held at the Shanghai World Expo Exhibition and Convention Center and Expo Center, from October 10 to 12.

We are at the threshold of a fully connected, intelligent world, where innovation happens in the blink of an eye, and the impact on every person, home, and organization is nothing short of profound.

To make the most of opportunities in this new world, all organizations need to embrace and activate intelligence through digital platforms that are open, agile, and equipped with state-of-the-art AI capabilities.

This year’s HUAWEI CONNECT conference is designed to help all businesses and organizations step over the threshold and stake their claim in the intelligent world. You will be joined by the best minds in the industry – including global ICT leaders, industry experts, and ecosystem partners – to chart the way forward and explore new opportunities.

At the event, Huawei will announce our AI strategy and full-stack solutions for all scenarios. Together with our partners, we will present innovations and best practices in a number of domains, including AI, cloud, big data, 5G, IoT, video, and more.

You will have access to nearly 1,000 summits and forums, and a massive 30,000m² showroom filled with the latest in digital technology.

Together we will:
1. Dive deep into industry trends and share ideas with industry leaders
2. Explore new advancements in technology and digital solutions
3. Try out cutting-edge industry applications and development platforms
4. Discover new prospects, partnerships, and opportunities

I look forward to seeing you in Shanghai!

Sincerely,

Rotating Chairman, Huawei

October 10–12, 2018
Shanghai World Expo Exhibition and Convention Center, No. 1099, Guozhan Road, Pudong, Shanghai, China
Expo Center, No. 1500, Shibo Avenue, Pudong, Shanghai, China.

Signature:

Unsubscribe Legal Notices privacy protection

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**5.5 EDM**

1. **Corporate Logo**
   - Size: 150 x 33px; height of corporate logo is defined as X; the distance between corporate logo and the edge of section is 0.5X

2. **Headline**
   - Font: Huawei Sans family (English)
   - Font Size: 14pt (English)

3. **Huawei Line**
   - Placement of Huawei Line can be determined based on the key subject in the visual

4. **Huawei Line Color Specification**: RGB:199/0/11
5. **Black Copy Color Specification**: RGB:35/24/21

The recommended width that meets industry standards is 600px. The Huawei corporate font is recommended to be used for headline for EDM and the Huawei system font for body copy.

Image and copy provided here are for demonstration purposes only. The content of business department should be used when making EDM. Please submit the design to the Brand Management System for approval.
5.6 PowerPoint Template
(Regular Use, White Version)

Application Scenario
1. Daily use in office for external and internal communications
2. Corporate Office operating system, 16:9 screensize
3. Exhibition hall, exhibition, display, e.g. flagship event exhibition areas and sessions, company exhibition hall, etc.

Cover Headline
English: Arial 32pt

Cover Department, Author and Date
English: Arial 14pt

Table of Content Copy
English: Arial 22pt

Inside Page Headline
English: Arial 32pt

Chart
English: Headline: Arial; font size: 18-24pt

Back Cover Content
Date and time must be updated based on the actual editing time the PPT; all other information as well as the design of the back cover is fixed, and alteration is not allowed

Huawei Line Color Specification: RGB:199/0/11
Dark Grey Copy Color Specification: RGB:89/87/87
Color Specification for chart: Always use Huawei brand color and secondary colors; refer to Section 2.23-2.30 for detailed specifications

For PowerPoint templates of various sizes, download them IN the Brand Management System on W3.

Brand Management System link:
http://w3.huawei.com/hsdms/?brand=1#brand/common/home.html

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Cover 1: Exploration
Symbolises Huawei is progressively embracing the world, exploring the future, with a spirit of soaring high

Cover 2: Intelligence
Symbolises Huawei embraces the new trends of AI, smart interaction between human and machine

Cover 3: Innovation
Communicates that Huawei strives to achieve technological innovations, building a fully connected, intelligent world

Cover 4: Climbing
Symbolises Huawei’s passion, dedication, partnering to create win-win, reaching the top

Table of Content

Inside Page

Thank you.
5.7
PowerPoint Template (Special Use 1: Meetings/Presentation, Dark Version)

Application Scenario
1. Only for use in dimly lit environment and special cases such as external meetings, presentation, etc.
2. The screen is a well lit LED
3. 16:9 screesize

- Cover Headline
  English: Arial 32pt

- Cover Department, Author and Date
  English: Arial 14pt

- Table of Content Copy
  English: Arial 22pt

- Inside Page Headline
  English: Arial 32pt

- Chart
  English Headline: Arial; font size: 18-24pt

- Back Cover Content
  Date and time must be updated based on the actual editing time of PowerPoint file; all other information as well as the design of the back cover is fixed, and alteration is not allowed.

Huawei Line Color Specification: RGB:199/0/11
White Copy Color Specification: RGB:89/87/87
Dark Grey Color Specification: RGB:35/36/36; CMYK: 82/77/75/58
Color Specification for chart: Always use Huawei brand color and secondary colors; refer to Section 2.23-2.30 for detailed specifications

The dark grey background color in the dark version of the PowerPoint template is carefully chosen and must be consistent for an unified brand image; changes are not allowed.

For PowerPoint templates of various sizes, download them in the Brand Management System on W3.

Brand Management System link: http://w3.huawei.com/hsdms/?brand=1#!brand/common/home.html

Thank you.
5.8
PowerPoint Template (Special Use 2: Speech/Display, Grey Version)

Application Scenario
1. Only for use in well lit environment and for special cases such as government meetings, industry exchanges, and speeches, in exhibition hall, exhibitions, and displays such as flagship event exhibition areas and sessions company exhibition hall, etc.
2. The screen is an overhead projector screen (fabric), or LED screen in exhibition areas or booths.
3. 16:9 screen size.

- Cover Headline
  English: Arial 32pt
- Cover Department, Author and Date:
  English: Arial 14pt
- Table of Content Copy
  English: Arial 22pt
- Inside Page Headline
  English: Arial 32pt
- Chart
  English: Headline: Arial; font size: 18-24pt
- Back Cover Content
  Date and time must be updated based on the actual editing time of PowerPoint file; all other information as well as the design of the back cover is fixed, and alteration is not allowed

Huawei Line Color Specification: RGB:199/0/11
Dark Grey Copy Color Specification: RGB:89/87/87
Color Specification for chart: Always use Huawei brand color and secondary colors; refer to Section 2.23-2.30 for detailed specifications

For PPT templates of various sizes, download them from the Brand Management System on W3.

Brand Management System Link:
http://w3.huawei.com/hsdms/?brand=1#brand/common/home.html
5.9
PowerPoint Template (Special Use 3: Launch/Keynote Speech, Dark Version)

Application Scenario
1. Only for use in dimly lit environment and special cases such as launch events, marketing and keynote speeches, flagship events, summit, product launches, etc.
2. The screen is a well-lit LED
3. The dimension of PowerPoint file can be adjusted based on the actual screen size.

Corporate logo
Use the horizontal lock-up with gradient red symbol, placed on the bottom of layout, centre aligned.

Headline (cover, inside page, end page)
English: Arial 48pt

Chart
English Headline: Arial, font size: 18-24pt

Huawei Line Color Specification: RGB:199/0/11
Dark Grey Color Specification: RGB:35/36/35; CMYK: 82/77/75/58
Color Specification for chart: Always use Huawei brand color and secondary colors; refer to Section 2.23-2.30 for detailed specifications

Cover and images used in the PowerPoint template are for demonstration purposes only; refer to Corporate Imagery Style when developing the actual presentation and make selection that suits actual needs.

The dark grey background color in the dark version of the PowerPoint template is carefully chosen and must be consistent for a unified brand image; changes are not allowed.

For PPT templates of various sizes, download them from the Brand Management System on W3.

Brand Management System link:
http://w3.huawei.com/hsdms/?brand=1#brand/common/home.html
6.0
Print Application

Print Design System Standards

**Differentiation:** The design of Huawei publications must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Recognition:** Print design must focus and emphasize the core message. For example, the key object in the visual must be in the prime location of the layout; copy, corporate logo, and Huawei Line are eye-catching and different from the background in terms of brightness and purity to avoid ambiguity.

**Consistency:** Consistent layout and use of visual identity elements (including Huawei logo, line, illustrations, colors, fonts, images, etc.) to create a consistent brand image and enhance brand awareness and recognition among consumers.
6.1 Cover, Back Cover Layout and Design Elements Guidelines

This page provides the guidelines for cover and back cover designs in sectional layouts of the Huawei Print Application. Both A and B can be used for external communication.

A. White background must be used on both front and back covers of the full-page layout with illustration; the center of the front cover is reserved for illustration, the corporate logo, copy and all other information are fixed in size and position.

B. Sectional design is the default layout for the Huawei Print Application. The gray area is for image, the white space below is for the corporate logo, copy, and all other information.

Refer to Sections 6.4-6.12 for detailed specifications.
6.2

Inside Page Grid System

This page provides grid system and specifications for all inside of print materials. The grid is used to guide the layout of copy and images. Please refer to the right example for details.

Grid System Principle
1. The layout is divided into 21 equal spaces, and each, each space is defined as X
2. The areas marked in red are designated for copy; it can be divided into 2 to 3 columns, with a space between the columns. Please refer to the example on the right for proportion of each area.
3. Images can be placed within the grids as needed
4. While font size for body copy should be consistent, headline font size can be adjusted based on the need of the piece
6.3

Inside Page Grid Examples

This page provides examples of grid usages in inside pages. These examples are references only for Huawei’s in-house design teams. The design should be adjusted based on actual content and needs of the piece.

The CloudEngine 12800 (hereafter referred to as CE12800) series switches are Huawei’s solutions for cloud computing data centers and create a new generation of core switches that use a stable, reliable, and secure resilient, virtual, and high-quality network based on a stable, reliable, and secure software platform is based on Huawei’s new advanced hardware architecture and is the world’s highest configuration core switch. The CE12800 series supports comprehensive virtualization capabilities and rich data center features. In addition, the CloudEngine 12800 is a new high-performance L2/L3 layer switching service. The CloudEngine 12800 series is designed with the world’s highest configuration core switch. The CloudEngine 12800 Series features 100GE, 576 40GE, 2304 25GE or 2304 10GE full line speed interfaces.

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6.4
Annual Report

Corporate Logo
Bottom margin: 287mm, right margin: 200mm
Height: 22mm

Headline
Top margin: 25mm, right margin: 200mm
Font: Huawei Sans family, Font Size: 16pt, leading: 30pt

Huawei Line
Placement of Huawei Line can be determined based on the focus subject in the visual, weight: 1pt

White space area
White space is fixed on the bottom part of layout
Height: 42mm

Address information
Top margin: 25mm, left margin: 10mm
Font: Huawei Sans family, font size: 7.5pt, leading: 10pt

Disclaimer, copyright statement, trademark statement
Bottom margin: 287mm, 250mm, left margin: 10mm
Font: Huawei Sans family, font size: 6.5pt, leading: 10pt

Huawei Line Color Specification: CMYK:0/100/100/20
Black Copy Color Specification: CMYK:0/0/0/100

Unit: Millimeter (mm).
The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimers, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.
6.5
Product and Solution Leaflet

Corporate Logo
- Bottom Margin: 287mm, Right Margin: 370mm
- Height: 22mm

Headline
- Top Margin: 25mm, Right Margin: 370mm
- Font: Huawei Sans family
- Font Size: 18pt (English), Leading: 24pt

Huawei Line
- The position of the Huawei Line must be adjusted according to the position of the focus subject in the image, Weight: 1pt

Address
- Top Margin: 25mm, Left Margin: 10mm
- Font: Huawei Sans family, Font Size: 7.5pt, Leading: 10pt

Disclaimer, copyright and trademark statements
- Bottom Margin: 287mm, 250mm, Left Margin: 10mm
- Font: Huawei Sans family, Font Size: 6.5pt, Leading: 10pt

White space area
- White space is fixed on the bottom part of layout, height: 42mm

Huawei Line Color Specification: CMYK:0/100/100/20
Black Copy Color Specification: CMYK:0/0/0/100

Unit: Millimeter (mm)

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.
6.6
Product Manual

1. Corporate Logo
   Bottom margin: 287mm, right margin: 200mm
   Height: 22mm

2. Headline
   Bottom margin: 90mm, center-aligned
   Font: Huawei Sans family;
   Font Size: 16pt, leading: 19pt

3. Huawei Line
   Bottom margin: 96mm, center-aligned, weight: 1pt

4. Address Information
   Top margin: 25mm, left margin: 10mm
   Font: Huawei Sans family, font size: 7.5pt, leading: 10pt

5. Disclaimer, copyright and trademark statements
   Bottom margin: 287mm, left margin: 10mm
   Font: Huawei Sans family, font size: 6.5pt, leading: 9pt

Huawei Line Color Specification: CMYK:0/100/100/20;
Black Copy Color Specification: CMYK:0/0/0/100.

Unit: Millimeter (mm).

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.
6.7

White Paper

1. Corporate Logo
   Bottom margin: 287mm, right margin: 200mm
   Height: 22mm

2. Headline
   Bottom margin: 90mm, center-aligned
   Font: Huawei Sans family, font size: 20pt

3. Huawei Line
   Bottom margin: 96mm, center-aligned, weight: 1pt

4. Address Information
   Top margin: 25mm, left margin: 10mm
   Font: Huawei Sans family, font size: 7.5pt, leading: 10pt

5. Disclaimer, copyright and trademark statements
   Bottom margin: 287mm, left margin: 10mm
   Font: Huawei Sans family, font size: 6.5pt, leading: 10pt

Huawei Line Color Specification: CMYK:0/100/100/20
Black Copy Color Specification: CMYK:0/0/0/100

Unit: Millimeter (mm).

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.
6.8 Tender Document

1. Corporate Logo
   Bottom margin: 287mm, right margin: 200mm
   Height: 22mm

2. Headline
   Bottom margin: 90mm, center-aligned
   Font: Huawei Sans family, Font size: 21pt, leading: 24pt

3. Huawei Line
   Bottom margin: 105mm, center-aligned, weight: 1pt

4. Address Information
   Top margin: 25mm, left margin: 10mm;
   Font: Huawei Sans family, font size: 7.5pt; leading: 10pt

5. Disclaimer, copyright and trademark statements
   Bottom margin: 287mm, left margin: 10mm
   Font: Huawei Sans family, font size: 6.5pt, leading: 10pt

Huawei Line Color Specification: CMYK:0/100/100/20
Black Copy Color Specification: CMYK:0/0/0/100

Unit: Millimeter (mm).

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed.
If additional information needs to be added, please submit an application in the Brand Management system for approval.
6.9
Marketing Publications

1. GIV Logo
   Bottom margin: 287mm; right margin: 200mm
   Height: 22mm

2. Headline
   Top margin: 44mm; right margin: 200mm
   Font: Huawei Sans family; font size: 21pt; leading: 42mm

3. Huawei Line
   Bottom margin: 76mm; right margin: 200mm; weight: 1pt

4. Address Information
   Top margin: 25mm; left margin: 10mm
   Font: Huawei Sans family; font size: 7.5pt; leading: 10mm

5. Disclaimer, Copyright and Trademark Statements
   Bottom margin: 287mm; 250mm; left margin: 10mm
   Font: Huawei Sans family; font size: 6.5pt; leading: 10mm

6. Company Logo (back cover)
   Bottom margin: 287mm; right margin: 200mm; height: 22mm

Huawei Line Color Specification: CMYK 0/100/100/20;
Black Copy Color Specification: CMYK 0/0/0/100.

Unit: Millimeter (mm).

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and Qr-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.
6.10  
Marketing Publications (Co-branding)

1. Co-branding logo  
   Bottom margin: 287mm, right margin: 200mm  
   Height: 13mm

2. Headline  
   Top margin: 44mm, right margin: 200mm  
   Font: Huawei Sans family; font size: 21pt, leading: 24pt

3. Huawei Line  
   Top margin: 70mm, right margin: 200mm, Weight: 1pt

4. Address information  
   Top margin: 25mm, left margin: 10mm  
   Font: Huawei Sans family; font size: 7.5pt; leading: 10pt

5. Disclaimer, copyright and trademark statements  
   Bottom margin: 287mm, 249mm; left margin: 10mm  
   Font: Huawei Sans family; font size: 6.5pt; leading: 9pt

6. White space area  
   White space is fixed and consistent on the bottom part of layout, height: 38mm

Huawei Line Color Specification: CMYK 0/100/100/20  
Black Copy Color Specification: CMYK 0/0/0/100

Unit: Millimeter (mm).

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.
6.11 Internal Publications

1. Corporate Logo
   Bottom margin: 287mm; right margin: 200mm
   Height: 22mm

2. Headline
   Top margin: 85mm; right margin: 200mm
   Font: Huawei Sans family
   Font Size: 21pt, leading: 24pt

3. Huawei Line
   Top margin: 107mm; right margin: 185mm; weight: 1pt

4. Magazine Masthead Area
   Top margin: 12mm; bottom margin: 59mm; left margin: 12mm
   This guideline only provides specification on the position and size of masthead. Follow the guidelines of the respective publications for specifications on body copy inside the masthead.

5. Address Information
   Top margin: 25mm; left margin: 10mm
   Font: Huawei Sans family; font size: 7.5pt; leading: 10pt

6. Disclaimer, copyright and trademark statements
   Bottom margin: 287mm, 255mm; left margin: 10mm
   Font: Huawei Sans family; font size: 6.5pt; leading: 10pt

Huawei Line Color Specification: CMYK:0/100/100/20
Black Copy Color Specification: CMYK:0/0/0/100

Unit: Millimeter (mm)

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.
6.12
Corporate Brochure

1. Corporate Logo
   Bottom margin: 287mm; right margin: 200mm
   Height: 22mm

2. Headline
   Bottom margin: 45mm; right margin: 200mm
   Font: Huawei Sans family; font size: 21pt

3. Huawei Line
   Adjust the position of Huawei Line according to the position of the
   focus object in the image; weight: 1pt

4. White space area
   White space is fixed and consistent on the bottom part of layout,
   height: 42mm

5. Address information
   Top margin: 25mm; left margin: 10mm
   Font: Huawei Sans family; font size: 7.5pt; leading: 10pt

6. Disclaimer, copyright and trademark statements
   Bottom margin: 287mm; 250mm; left margin: 10mm
   Font: Huawei Sans family; font size: 6.5pt; leading: 9pt

Huawei Line Color Specification: CMYK:0/100/100/20
Black Copy Color Specification: CMYK:0/0/0/100

Unit: Millimeter (mm)

The thickness of the spine in this example is 5mm. It should be adjusted
based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and
replace them based on the actual needs. Position of trademark copyright
statement, disclaimer, address, and QR-code are predetermined and fixed.
If additional information needs to be added, please submit an application
in the Brand Management system for approval.
7.0 Exhibition and Display

Exhibition and Display Design System Standards

**Differentiation:** The design of Huawei exhibitions and displays must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Recognition:** Exhibition and Display System design must focus and emphasize the core message. For example, the key object in the visual must be in the prime location of the layout; copy, corporate logo, and Huawei Line are eye-catching and different from the background in terms of brightness and purity to avoid ambiguity.

**Consistency:** Consistent layout and use of visual identity elements (including Huawei logo, line, illustrations, colors, fonts, images, etc.) to create a consistent brand image and enhance brand awareness and recognition to consumers.

**Creativity:** Creativity of Huawei exhibitions and displays are unlimited. However, the concept and message must be consistent with the communication objectives identified. The creative design should relate to internal and external audience so as to evoke their fond of the brand and facilitate sales.
7.1 Pull Up Banner

1 Corporate Logo
   Top margin: 60mm; right margin: 740mm
   Height: 133mm

2 Headline
   Top margin: 450mm; left margin: 60mm
   Font: Huawei Sans family
   Headline font size: 111pt; leading: 133pt
   Sub-heading font size: 74pt; leading: 89pt

3 Huawei Line
   Weight: 10pt; CMYK: 0/100/100/20; adjust the position of Huawei Line according to the position of the focus subject in the image

Huawei Line Color Specification: CMYK 0/100/100/20
Black Copy Color Specification: CMYK 0/0/0/100

Unit: Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.

In 1 second
More than 100,000 substations are optimizing their transmissions across the globe.
Huawei’sLeading New ICT is helping over 190 electricity enterprises build smart grids.
7.2 Outdoor Flag

1. Corporate Logo
   - Top margin: 120mm; center-aligned; height: 146mm

2. Headline
   - Top margin: 400mm; left margin: 54mm
   - English font: Huawei Sans family
   - Font size: 195pt; leading: 240pt

3. Huawei Line
   - Top margin: 580mm; left margin: 54mm; weight: 5pt

4. Date
   - Top margin: 677mm; left margin: 54mm
   - Font: Huawei Sans family; font size: 96pt; leading: 120pt

5. Address Information
   - Top margin: 805mm; left margin: 54mm
   - Font: Huawei Sans family; font size: 96pt; leading: 120pt

6. Huawei Line Color Specification: CMYK 0/100/100/20
7. Black Copy Color Specification: CMYK 0/0/0/100

Unit: Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.
7.3 Backdrop

**Design 1: Event backdrop**
1. **Corporate Logo**
   - Height: refer to Corporate Logo Size Calculation for Non-Regular Layout
   - Position: Top Right, Margin 0.5X
2. **Body copy**
   - Position: left aligned; font size: adjust based on actual dimension

**Design 2: Strategic Partnership Signing Ceremony Backdrop**
1. **Co-branding logo**
   - Height: refer to Corporate Logo Size Calculation for Non-Regular Layout, center-aligned
2. **Body copy**
   - Position: center-aligned, font size: adjust based on actual dimension

**Design 3: Backdrop with Digital Display**
1. **Corporate logo**
   - Height: refer to Corporate Logo Size Calculation for Non-Regular Layout, center-aligned
2. **Body copy**
   - Position: center-aligned, font size: adjust based on actual dimension
3. **LED Screen**
   - Adjust position based on the actual scenario

Huawei Line Color Specification: CMYK 0/100/100/20;
Black Copy Color Specification: CMYK 0/0/0/100;
White Copy Color Specification: CMYK 0/0/0/0.

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.
7.4 Podium Stand

This page shows the design of a podium stand. Corporate logo is placed on the top part of the podium stand. Exact size of logo should be determined based on actual circumstance. A podium stand is a representation of Huawei, and therefore the corporate logo with gradient red symbol should be used if the environment and the production techniques allow.

Principles in the selection of vertical and horizontal logos lock-up
1. When the background space is sufficient, it is recommended to use the vertical logo with gradient red symbol;
2. When the background is long and narrow, it is recommended to use the horizontal logo with gradient red symbol;
3. To emphasize the brand name, it is recommended to use the horizontal logo with gradient red symbol.

Production technique
1. Symbol in the corporate logo: internal lit symbol lightbox in red with stainless steel casing;
2. Logotype: solid acrylic cut out logotype with stainless steel casing;
3. Light color background is preferred.
7.5 Equipment Plate

- Corporate Logo
  Bottom margin: 90mm; right margin: 280mm; height: 19mm

- Headline
  English font: Huawei Sans family; font size: 24pt
  Bottom margin: 28mm; left margin: 17mm

- Huawei Line
  Bottom margin: 32mm; left margin: 17mm; thickness: 1pt

- Body Copy
  English font: Huawei Sans family; size: 13pt; leading: 15pt
  Top margin: 66mm; left margin: 17mm

Huawei Line Color Specification: CMYK:0/100/100/20
Black Copy Color Specification: CMYK:0/0/0/100

Unit: Millimeter (mm)
Production technique: aluminum plate

Copy shown here are for demonstration purposes only, and they must be replaced with actual content for final production.

Small Cell Smart Lamppost

Crowd-sourcing for small cell site
Integrate small cell and antenna
Integrate LED light
Integrate advertisement panel
7.6
Red Element in Exhibition Booth Design

This page provides the use of red elements in booth design; dimensions should be determined based on the actual situation.

Note on the Special use of Huawei Line
To better suit the environment and display designs the use of Huawei Line B can be modified. For example, the line can be extended, or closed into a loop, etc. Consult the environment design or installation company for recommendations.

Red Elements in Exhibition Booths
1. Use Huawei Line in the exhibition environment with 3M stickers, LED lights, etc.
2. The line should be used in conjunction with the Huawei Advertising System; such as LED display or printed posters
3. Use with corporate logo as an accent
4. Use red, white, or grey seats

The example on this page is for reference of design for small booths. Please replace relevant design based on actual situations.
7.7 Exhibition Vehicle

This page shows the design of exhibition vehicles. Please adjust the size and design based on actual situations. You may also replace the image or copy based on actual needs.

**Huawei Line Color Specification:** RGB: 35/24/21
**Black Copy Color Specification:** RGB: 199/0/11

If the door is open on the side of the vehicle body, the opening of the door should not affect the corporate logo. Corporate logo can also be added at the tail of the vehicle. If image needs to be printed on the vehicle, human faces in the image or words should not be printed on the door.
Signage & Wayfinding Design System Standards

**Differentiation:** The design of Huawei exhibitions and displays must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Functionality:** The signage system must be clear, visible, and stand out in all environments. It should also perform the signage function.

**Consistency:** Consistent layout and use of visual identity elements (including Huawei logo, line, illustrations, colors, fonts, images, etc.) to create a consistent brand image and enhance brand awareness and recognition to consumers.
8.1 External Wayfinding Signage System

Recommended size 1: 700mm x 1800mm x 100mm

1. Corporate Logo
   Bottom margin: 240mm; Center-aligned; height: 145mm

2. Direction Information
   Top margin: 400mm, Center-aligned; font size should be determined based on the actual dimension

Recommended size 2: 700mm x 2400mm x 100mm

1. Corporate Logo
   Bottom margin: 280mm; Center-aligned; height: 166mm

2. Direction Information
   Top margin: 400mm, Center-aligned; font size should be determined based on the actual dimension

Huawei Line Color Specification: CMYK:0/100/100/20;
Black Copy Color Specification: CMYK:0/0/0/100

Fabrication: Aluminium casing with spray paint; alternative materials and fabrication methods are allowed based on actual circumstances

Note on the Special use of Huawei Line
Huawei Line B can be modified to suit the environment and exhibition designs. The line can be extended based on the actual environment, dimensions and copy, as demonstrated here.

This page applies to the update of Huawei signage system. Existing signage system can remain unchanged. Please replace the design with actual information based on actual dimensions.
8.2 Corporate Reception (Headquarters)

This section provides the design for the receptions at headquarters.

Dimensions are determined based on each site. The logo at the reception represents Huawei. Therefore, the corporate logo with gradient red symbol is preferred when the indoor environment and technology allow.

**Principles for selection of vertical and horizontal logo lock-ups**
1. The vertical corporate logo is recommended
2. The horizontal corporate logo is recommended should the available space is limited in height and wide in width

**Fabrication**
- Symbol: Lightbox (red) with stainless steel casing
- Logotype: Solid acrylic

Minimum installation floor clearance 1700mm
8.3 Corporate Reception (Subsidiaries and Research Centers)

This page provides the design for corporate receptions at subsidiaries and research centers.

The company name in the example is for demonstration purposes only; the sign must comply with local laws and use the company name registered with the local authorities. The final design must be submitted to Brand Management Department for approval.

Principle in the selection of vertical and horizontal lock-up
1. The vertical corporate logo is recommended
2. The horizontal corporate logo is recommended when the give space is limited in height and wide in width

Fabrication
Symbol: Lightbox (red) with stainless steel casing
Logotype: Solid acrylic cut out logotype

Subsidiary name
CMYK: 0/0/0/100
Font: FounderType LanTing Hei family (Chinese); Huawei Sans family (English).
8.4 Sign on the Facade of Buildings

This page provides the design for corporate logo on the facade of building. As the logo represents Huawei, corporate logo with gradient red symbol is preferred when the environment and the technology permit.

**Logo Lock-up Selection Principle**

1. The vertical corporate is recommended for all sites with ample installation space
2. The horizontal corporate logo is recommended for all sites limited in height in the installation space
3. The horizontal corporate logo is recommend when an emphasis of the Huawei name is required.

**Fabrication**

1. Symbol: lightbox (red) with stainless steel casing
2. Logotype: lightbox (white) with stainless steel casing in white
3. Logotype color should be determined based on the color of the building. For example, white logotype for dark facade and dark logotype for light facade
Glossary

Visual Identity Guidelines
A complete collection of standardized and systematic symbols that communicate corporate concepts and culture.

Visual Identity
The sum of all the visual elements used by a company to distinguish itself from its competitors. It is used to demonstrate corporate characteristics and build corporate image.

Vision and Mission
The long-term pursuit of the company.

Brand
A definable set of values uniquely associated by people with a particular product, service or company trademark.

Brand Character
The characteristics of a brand can leave an impression in the minds of audience.

Logo
A graphic device, which uniquely identifies an organization, company, brand or product. It can be a combination of logotype and a symbol.

Secondary Graphic
A graphic element in the VI system that helps build and reinforce the corporate image.

Corporate Color
It gives a straight-forward visual feeling. It is a method that directly helps audience understand the brand.

Corporate Secondary Color
The proportion of secondary colors is smaller than that of corporate colors. They complement, support, and integrate with corporate color.

Keyline
A line which defines the size and the position of a design element.

Artwork
The basic materials for production.

Leading
The space between lines of text, from baseline to baseline.

Kerning
The space between individual letters or characters.

Pantone Color
Internationally accepted color-scheme.

Web Safe Color
Web safe color is a color set that can be displayed accurately by all web browsers.

CMYK Color
CMYK color is the color modes used in four color printing. Using the principle of subtractive color model, by applying and superimposing ink on paper, full color image can be achieved.

RGB Color
A color mode that full color spectrum can be obtained by adding up different amount of red, green and blue. All screen display employs the RGB color model to display color.

Application Design
A specific VI design, such as name cards, ads, leaflets, that are applicable to specific scenarios.

Standard Layout Size
Standard paper sizes for office use and daily life, such A1 to A7 Size.

Signage System
The signage system is visual oriented system. It includes signals, descriptions, instructions, warnings, etc. It is used in public spaces such as modern business premises, public facilities, urban transport, and communities.

Reversed White
An object appears in white against a dark or black background.

Grid System
A framework that allows organization of various elements in printing design.

Co-branding
Two or more brands partner for short-term or long-term business activity.

Margin
The distance between a design element to the edge.

Bleed
The part of an image beyond the trimmed edge of a page.

Horizontal Layout with Extreme Proportion
A layout whose width is considerably longer than its height.

Vertical Layout with Extreme Proportion
A layout whose height is considerably longer than its width.

Section
The divided functional areas in advertising layout.

Proof
A test print provided by the printer to check accuracy, quality, color, etc. prior to actual printing.

Legibility
The degree of clarity that can be recognized and read.