



品牌指南

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# BRAND INTROUCTION

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TRON BRAND GUIDELINES

**SINCE ITS CREATION IN 2017,  
TRON HAS BECOME ONE OF  
THE LARGEST OPEN  
BLOCKCHAIN PLATFORMS  
IN THE WORLD.**

TRON自2017年创立以来，现已成为全球最大的开放式区块链平台之一。

## TRON BRAND GUIDELINES

With the emergence of increasingly complex business requirements and various new business modules,

**THE ORIGINAL BRAND LOGO  
COULD NO LONGER KEEP PACE  
WITH THE COMPANY'S  
DEVELOPMENT IN TERMS OF  
RECOGNIZABILITY, EASE OF USE,  
AND DESIGN SENSE.**

随着日益复杂的业务需求出现，以及各种新增的业务模块，  
原始品牌logo从辨识度、易用性、设计感等方面已经跟不上公司的发展步伐。

## TRON BRAND GUIDELINES

Based on this, after a long period of careful and extensive design exploration,

**WE DECIDED TO DEVELOP THIS  
VERSION OF THE BRAND UPGRADE  
MANUAL TO MAXIMIZE THE  
RETENTION OF THE BRAND DNA  
WHILE MAKING TRON'S BRANDING  
MORE IN LINE WITH THE TIMES  
AND BUSINESS NEEDS.**

基于此，经过长时间谨慎且大量的设计探索之后，我们决定制定此版品牌升级手册，在最大限度保留品牌基因的同时，使TRON的品牌建设更加符合时代风貌及业务需求。

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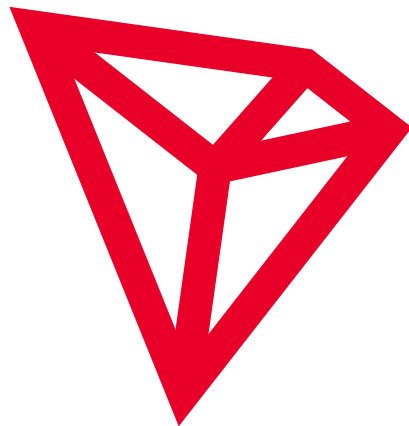
品牌应用

04.

# THE ICON

Logo is the core of corporate image, is the enterprise management system, the direct embodiment of the level of service, is often the first identification of corporate image in the competition. It is also the centralised expression of corporate philosophy. Logo as a whole image of the most important recognition elements, and has a corporate image recognition of the authorship and uniqueness, can not be used as an auxiliary graphics.

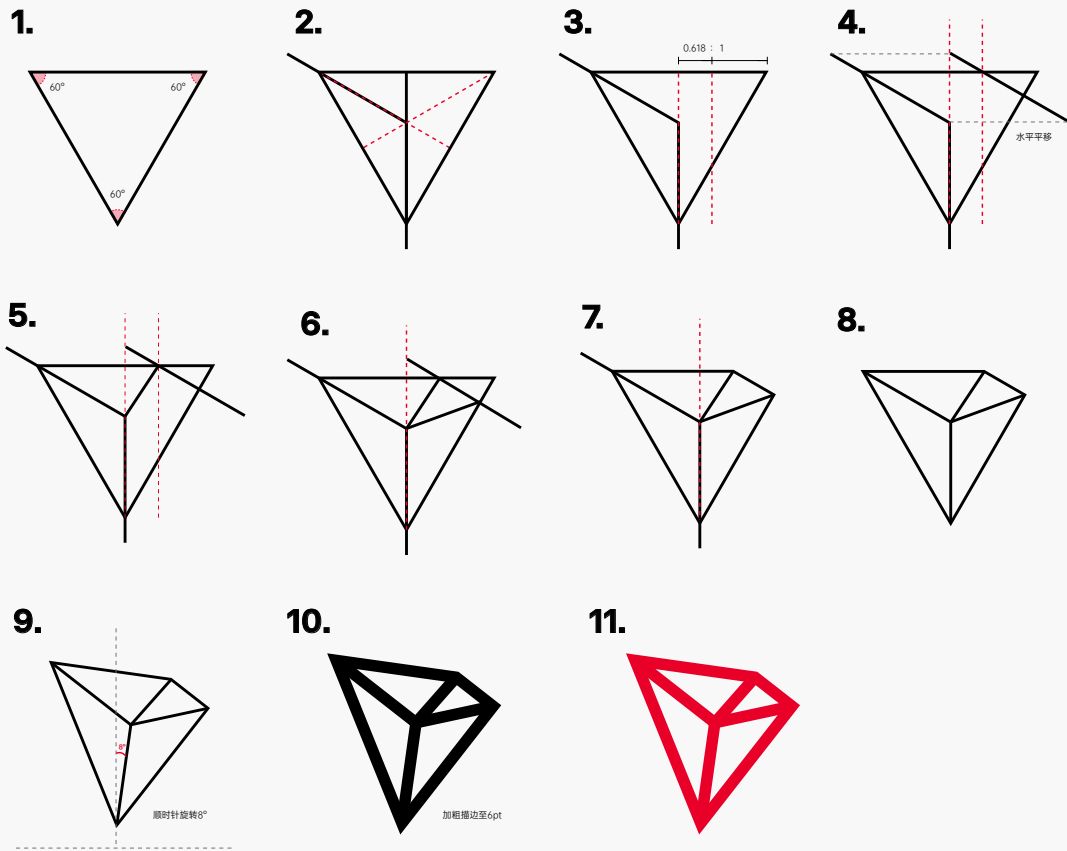
标志是企业形象的核心，是企业管理制度、服务水平的直接体现，在竞争中往往是企业形象的第一标识。它也是企业理念的集中体现。标志作为整体形象最重要的识别要素，具有企业形象识别的独创性和唯一性，不能作为辅助图形使用。



# THE ICON: HOW TO MAKE

Here is the step by step diagram of TRON icon drawing, please refer to the step by step diagram to draw the graphic, please avoid error and any modification.

这里是TRON icon绘制的步骤图，请参考步骤图绘制图形，请避免误差和任何的修改。



# THE LOGO: WORDMARK

## THE TRON LOGO

Standard English fonts are suitable for situations where a logo is not appropriate and can be used independently.

As the most important identification element of the overall image, the TRON English font logo has the originality and uniqueness of the corporate image identification and may not be modified, distorted or redrawn in any way.

标准英文字体适用于不宜出现徽标的情况，可独立使用。

TRON英文字体标识作为整体形象最重要的识别要素，具有企业形象识别的独创性和唯一性，不得以任何方式修改、扭曲或重绘。



TRON



Before



After

# THE LOGO: WORDMARK

## THE TRON LOGO

The TRON logo consists of two elements; the icon and the wordmark. It's an instantly recognisable brand element and should be represented consistently throughout our product and marketing efforts. The logo should always try to exist with the symbol and wordmark together. In no way should the logo be modified, distorted, or redrawn.

Logo as a whole image of the most important recognition elements, and has a corporate image recognition of the authorship and uniqueness, can not be used as an auxiliary graphics.

TRON 徽标由两个元素组成：图标和文字标志。这是一个一眼就能识别的品牌元素，应在我们的产品和营销工作中始终如一地体现。徽标应始终与图标和文字标志一起存在。不得以任何方式修改、扭曲或重绘徽标。

标志作为整体形象最重要的识别要素，具有企业形象识别的独创性和唯一性，不能作为辅助图形使用。



# LOGO CLEAR SPACE

To ensure the right amount of breathing space around the TRON logo the follong process should be applied:

为确保 TRON 徽标周围有适当的呼吸空间，应采用以下流程：

## STEP 1

Pick out the small circle in the letter "O"

挑出字母 "O" 中的小圆圈



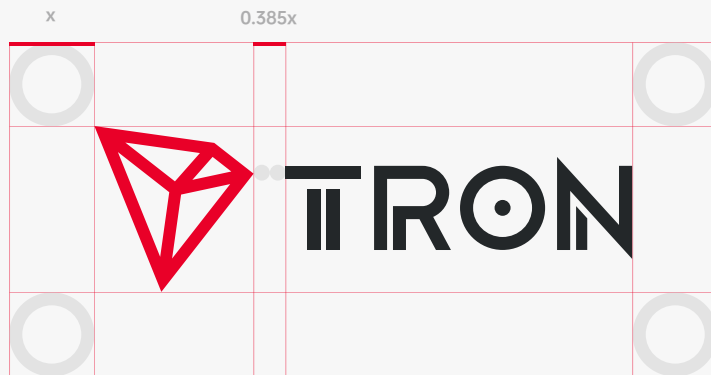
## STEP 2

Pick out the big circle in the letter "O"

挑出字母 "O" 中的大圆圈



WHAT IS X?



# LOGO COLOUR

Our logo may be used in red icon with black logotype, white.

Use the elements in your piece of communication to determine the color of your logo for maximum contrast and clarity.

If your background light, you should be using a red icon with black logotype. If your background is dark, use the logo in white.

Never use the logo in any of the secondary colors.

## FOUR WAYS OF USING OUR LOGO

- ① **Red icon with black wordmark logo on a white background**  
Preferred option.
- ② **White logo on a red background**  
Second option.
- ③ **White logo on a red background**  
Third option.
- ④ **White logo on a grey background**  
To be used when option one ,two and three are not working out.
- ⑤ **White logo on a black background**  
To be used when option one ,two , three and Four are not working out.

①



②



③



④



⑤



# VERTICAL LOGO CLEAR SPACE

To ensure the right amount of breathing space around the TRON logo the following process should be applied:

为确保 TRON 徽标周围有适当的呼吸空间，应采用以下流程：

## STEP 1

Pick out the small circle in the letter "O"

挑出字母 "O" 中的小圆圈



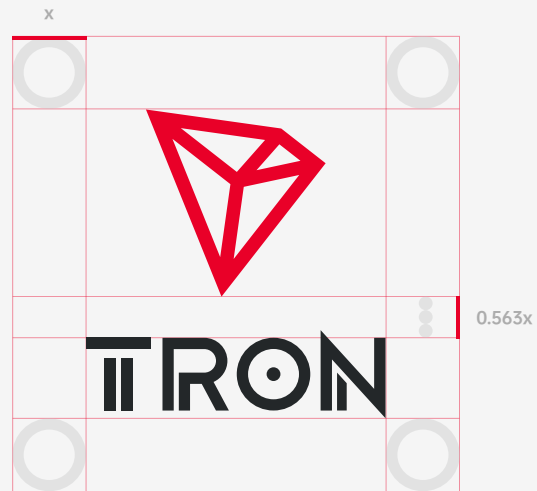
## STEP 2

Pick out the big circle in the letter "O"

挑出字母 "O" 中的大圆圈



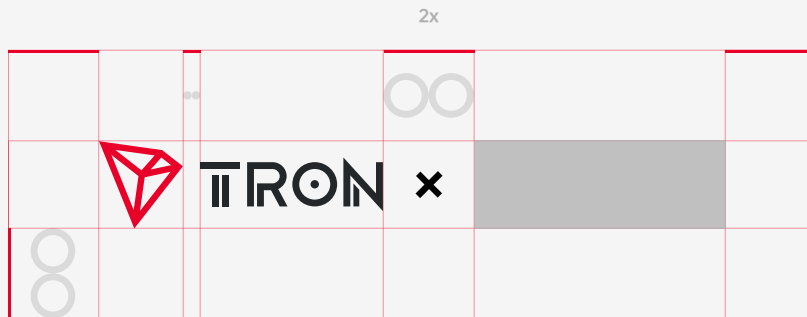
WHAT IS X?



# PLACEMENT PARTNER & SPONSORS

When combining the TRON logo with other logos, it's important to make sure there is enough spacing provided between the logos. The logos should be separated by a 2x white stroke.

将 TRON logo 与其他 logo 组合使用时，必须确保 logo 之间有足够的间距。logo 之间应留有 2x 的白色边框。



# USAGE

## UNSUCCESSFUL LOGO EXAMPLES

Our logo is our most sacred asset.  
Please treat it with the utmost respect. Thank you.  
Avoid the examples mentioned below at all times.

我们的徽标是我们最神圣的资产。  
请以最尊重的态度对待它。感谢你。  
在任何时候都请避免使用下面提到的例子。

Don't turn the logo around.



Don't add gradients.



Don't stretch it.



Don't turn into a stroke



Don't move the logo icon.



Don't fill the tron.



Don't use multiple colors.



Don't stroke it.



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# BRAND COLOUR PALETTE

Red is the core color of TRON. Red are preferred for most scenarios and sufficiently communicates our brand value.

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

Our secondary color palette is white and grey and black.

红色是 TRON 的核心颜色。在大多数情况下，红色都是首选，并能充分传达我们的品牌价值。

品牌色调旨在连接营销传播和产品界面，以增强熟悉度和视觉识别度。

我们的辅助色调是白色、灰色和黑色。

## RED

Primary

PANTONE 185C  
C:7 M:100 Y:83 K:0  
R:220 G:6 B:43  
# dc062b

## WHITE

Secondary

C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
# ffffff

## GREY

Secondary

C:43 M:34 Y:32 K:0  
R:160 G:161 B:162  
# a0a1a2

## BLACK

Secondary

PANTONE 426C  
C:43 M:77.5 Y:73.5 K:54  
R:36 G:39 B:41  
# 242729

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TRON | Decentralize The Web



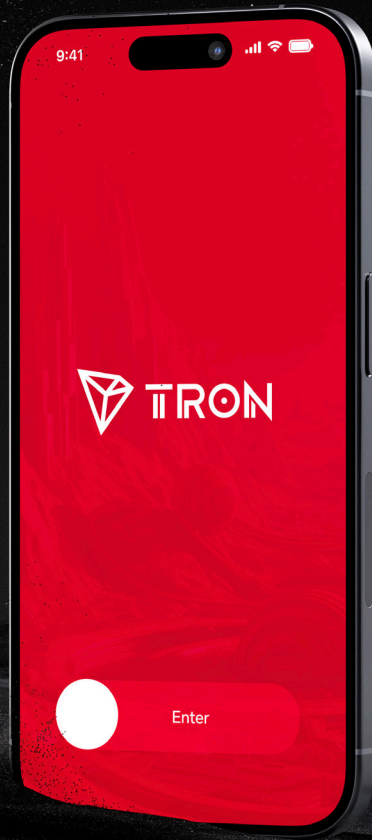
tron.network



TRON

Ecosystem

Tok









Notebook

140-210mm



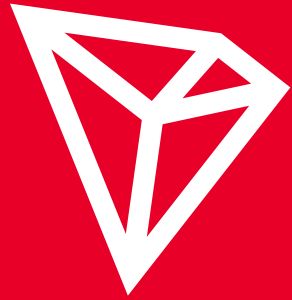
TRON DECENTRALIZE THE WEB

TRON









**TRON**

**THANKS FOR  
WATCHING**



**TRON  
DESIGN CENTRE**