

Brand Guidelines

品牌规范

Colour | Typography | Voice | Logo

色彩 | 字体 | 调性 | 标志

BRAND IDENTITY GUIDELINES

品牌视觉规范

Hantong Brand Guidelines 瀚通品牌规范

For media, partners, and content creators. 供媒体、合作伙伴及内容创作者参考。

Brand Essence

品牌精神

Hantong presents TCM not as folklore but as a clinically-grounded, evidence-backed discipline. The brand voice is educated, warm, and direct -- never mystical or unsubstantiated. Every communication should make complex TCM concepts accessible without diluting their integrity.

瀚通将中医呈现为一门有临床依据、循证支撑的学科，而非民间传统。品牌调性专业、温暖、直接，绝不神秘化或空泛表达。每一次传播都应让复杂的中医概念变得易于理解，同时不失严谨性。

Colour Palette

品牌色彩

	Forest Green 森林绿 #1E3A2F	Primary brand colour. Backgrounds, headers, dominant surfaces. 主品牌色。背景、标题及主要视觉面。
	Gold 金色 #B8963A	Accent. Rules, highlights, credentialing elements. 点缀色。分隔线、高亮及资质认证元素。
	Light Gold 浅金色 #D4AF6A	Secondary accent. Subtitles on dark backgrounds. 次级点缀色。深色背景上的副标题文字。
	Rose Burgundy 玫瑰红 #6B2D40	Women's health pillar. Lansidai product communications. 女性健康支柱色。蓝丝带产品传播专用色。
	Deep Teal 深青色 #104454	Eye care pillar. XiuXiaoZhi product communications. 护眼支柱色。修小智产品传播专用色。
	Parchment 羊皮纸色 #FAF7F2	Light background. Editorial and testimonial pages. 浅色背景。专题内容及案例页面。

Typography

字体规范

Lora (Serif)	EN headlines, document titles, pull quotes	英文标题、文档标题、引言
Instrument Sans	EN body copy, UI labels, data	英文正文、界面标签、数据
Crimson Pro Italic	EN testimonials, case study quotes	英文证言、案例引用
Noto Serif CJK SC	Chinese headlines and display text	中文标题及展示文字
STSong-Light	Chinese body copy and labels (PDF)	中文正文及标签 (PDF文档)

Brand Voice

品牌调性

Educated, not academic 专业而非学术

We explain TCM clearly. Not hidden behind jargon, not oversimplified.

我们用清晰易懂的方式解释中医，既不堆砌术语，也不过度简化。

Warm, not casual 温暖而非随意

We speak to adults making health decisions. Respectful, direct, and human.

我们面向正在做健康决策的成年人，语气真诚、直接、有温度。

Evidence-forward 以证据为先

Every claim is backed. We lead with credentials, data, and patents.

每一项声明均有依据，我们以资质认证、数据与专利为先。

Bilingual by default 双语为常态

English and Mandarin used side-by-side. Neither is an afterthought.

英语与普通话并列呈现，两者同等重要，缺一不可。

Logo Usage

标志使用规范

- Logo may be reproduced in forest green on white, white on forest green, or gold on dark backgrounds only.

标志仅可在以下配色中使用：白底森林绿、森林绿底白色，或深色底金色。

- Do not stretch, recolour, or alter the proportions of the logo.

请勿拉伸、改色或更改标志比例。

- Product names XiuXiaoZhi (修小智) and Lansidai (蓝丝带) must always be spelled and written correctly.

产品名称修小智及蓝丝带须始终使用正确拼写与书写方式。

- All media usage requires written confirmation from Eric Ho.

所有媒体使用均须获得 Eric Ho 的书面确认。

- High-resolution logo files (PNG, SVG) available on request.

高分辨率标志文件 (PNG、SVG) 可应要求提供。

Media Enquiries / Partner Contact | 媒体垂询 / 合作联系

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