8 ' 'Hl RÔJX*Ø

HOW TO USE THESE GUIDELINES

RÔKp> JX*Øïp.ü%×%E-¶7U<Ô•—•šDúš®™î+Ë{!• n¸¤è•"™î+Ë*g{wê3C LÀ'u%×'Hl Kp D\ê3qÛ'Û.Ä&û4 '© R%E-¶7U<Ô/ãfõPÓê34-ƒ$8½• 8 % 'ÛKfR…´[/ã›õ ŧRÔJX*ØC ® &9 'u%:%Cn¸BW4 L€C&Iö*«*¸&-/D'Hl ê3•/Q1%l%E-¶7U<Ô*¢' B^l u/DB0.t.É' &´&Ø •/™æ ȣŒ%l[% &ûox*¸&-/D4-,v›ìoë&¿Nh<ÔT?/ãfõ&ƒ(}/•gE›õn¸•·›ð ŧR”+`c¾- •"\ÜGéóS[YÍDÝG(4 Jƒ'•™î+Ë{!• n¸PÓ(@ê3š ¡= i/ãfõ&¿Nh£ «>LÀ'un¸Z^DQ7)+Ü S P#ê3[8 l2<³= uHWÛfìP &,ê3%/CNosLy> RÔJX*ØJ?sOn¸3½T•' %l7)+ÜS P# ŧRÔJX *Ø.tox*¸n¸= uHP &,q ™î& Rö>²%ß%E-¶7U<Ôê3&9'u%E-¶7U<Ô*Ð£ 'Hl ŧRÔJX*ØJ? sOn¸3½fé&9l ' >¥sOš PûêŧEª° ˆïERZ^DQn¸fìRöJ\.ª4 RÑS!.É\»'Hl v

5Hq•{!•

BASIC DESIGN SYSTEM

5Hq•{!• ïpKG%E-¶7U<ÔóÕT?E™••‡….t• .ÉDúDQóŐ•óÕ•—•š™î+Ë{!•

••‡…óŐRÔvº«f Î%×8 ' > ˜%ò*g{w• .Élï ƒ $7I>¥iS%E-¶7U<Ô/ãfõ

T ™în¸•—•šš – ˘ >{Eê™Ñ…&BAe€FóJ?R”*g{wê3C LLLã8 ' Z^qÛ•

.É/•'Hl = &pê3&hqÛ'Û/ãfõn¸Oà' • % FN v˜> Bœ,™Iõ&pDúlïD©R”

,‡n¸/ãfõ™Ìq %1EØš Cs v

" 5Hq•£ +¦ "óW T?E™••‡….t• .ÉDúDQ

óW %E-¶7U<ÔT EÅóS*Đ.üóÕ % P O H I V BóÖK^¯ ²"<¼[
%) n¸.ˆDúóT

óX T EÅ%Zn¸3½T•GéKp7[«’ uR“& ê3=±Gé%E-¶&¿J©n¸
&-z P Pû%1P½R“.ÎŸøóT

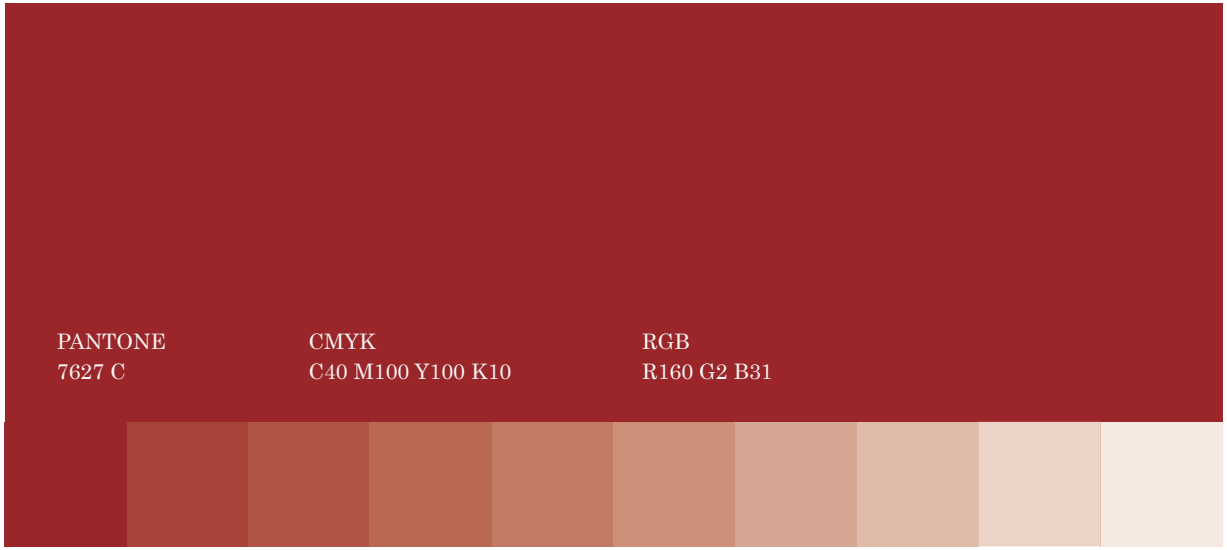
óY 3½T•%¡GéKp• ~û/•~è~û• lïn¸ª,•Jê3©Pû%E-¶7U
<Ô_•…&&h~ö• %lgE†]n¸<ÔT?ê3ŒĐ.ü%×%E-¶7U<Ô<Ôt‡
.•>¥n¸. .®ê3.ÎPÓ%¡Q/sO%E-¶7U<Ô4 ./R”gE†]n¸5H
q•%*ê3<Ôt‡° 5 %/PCK%>¥ê3t‡q]lïSx“;C&\ÅCNl %ß
…¨7Y ŭï%Ü ŭD.w£ ŭR'Û ŭPGS P#w•´[t‡J«° 5 ê3-±¡P
+ƒ° 7Yv’4 u%1P½R“.ÎŸøn¸*qŸø%C•%ê3’©sO%E-¶7U
<Ô‹ ‹ P½%*ê3ŒĐ.üoë,¿,¿n¸l Rè v

A1.02 标准色及色阶

" 5Hq•£ +∤ "óW T?E™••‡….t• .ÉDúDQ

. &PANTONE'8

. &CMYK'
& '
. &RE@'



A1.03 辅助色及色阶

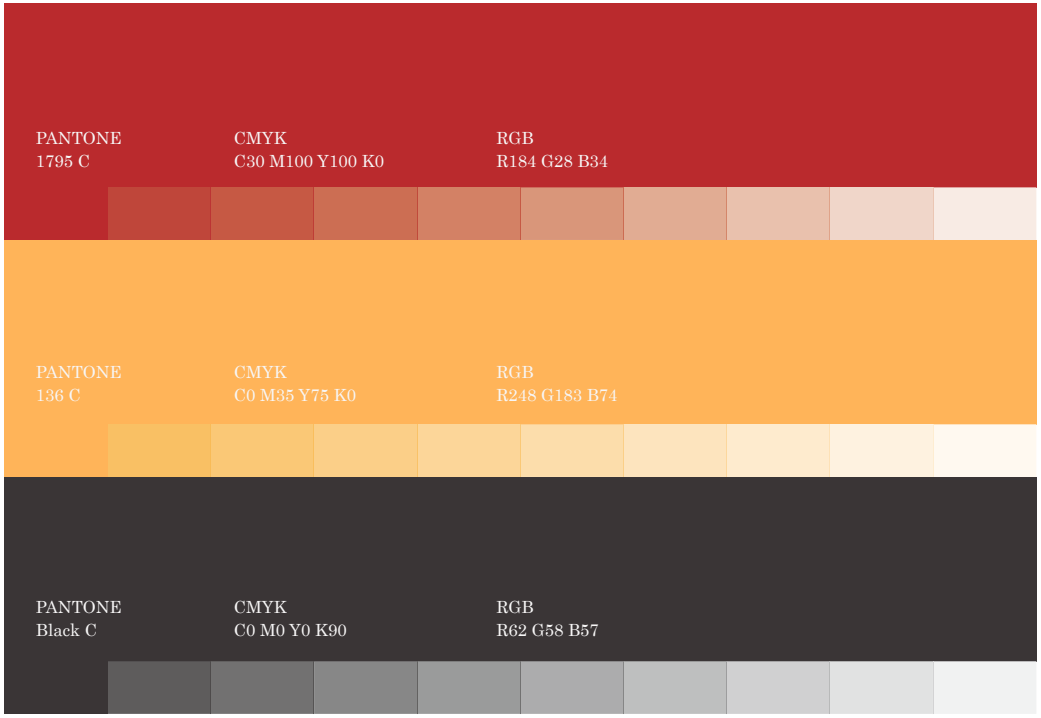
" 5Hq•£ +¦ "óW T?E™••‡….t• .ÉDúDQ

. &PANTONE'8

. &CMYK'

& '

. &RE@'



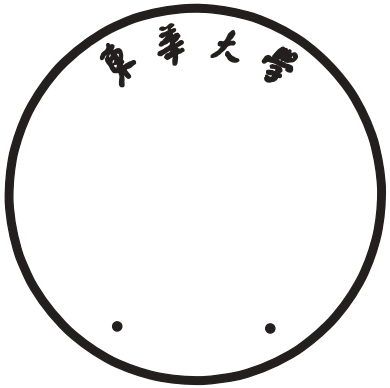
"óW óVóZ T?E™T +.+Ü3½.t•—•š'öZ^

RÔ° %QTl••‡…%×T?E™n¸Oà' ['[*,{!ê34 +Ü' itè
%Zš %QTlKve RÔ••‡…Jƒ'• \Hl PÓ.¢ƒ$&HR…• ••‡…
P &,%ZosLyKW›ê'Hl ê3%/.ª¤èPG• +ÜIöN˜…&• .É v
†]E n¸CNl %QTlKve 5Hq•£ +•T +.†]n¸'Hl ••‡…
Jƒ'• v

4 T?E™n¸•e>0IöO'7U'Hl itè%Zl.%ß3½Dún¸• SP
n¸gEZ—FNê3>~£ &·R”% %ò™î+ËE /ñê33ŒZ_4 T?E™T
+.+Ü3½••‡…n¸5Hq•%*> T?E™ ›'••—•š'öZ^ê3&hqÛ'Û
T?E™n¸Z^qÛ™î+Ë v

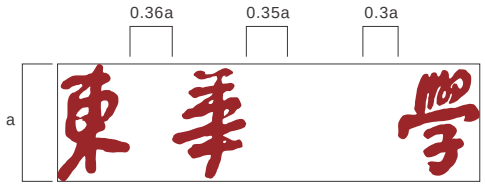
T?E™4 =D«ª'Hl itè%Z>{.ª ƒ$n¸'Hl *¢†]T?E™ ®
4 'Hl itè%Z.‡+ÒS &‚«º+ÜIögEZ—4 .É•"[Ûê3%/ƒ$
'Hl *¢†]T?E™ê3+¯- •'"Hl T?E™n¸6zuH u.yn®uHIö
gEZ—B0†jl \»S!'Û™éT?E™n¸• % +.qÛn¸™î+Ë v

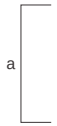
RÔ° >¥sO%×T?E™n¸6zuH%1.yn®uHn¸DúDQê34 SÄ%ògE
Z—CNl %Zê3 óS&¿o¶ ú7)-ç u¿†]-ç+Ýw•ê3.%ß-¿†]
n¸gEFNê3•'"Hl 6zuHIö.yn®uH v



T +.<¼' qÛv'%×.Îw•n¸•—•š&¿ ROžSxê34 > 7>=L&¿
.t%Üg.%Zê3%/.ªl *¼= <¼' &cR,ê3&ð4 <ÔT?P &,w•
Z^P %Z.ª'Hl RÔJX*ØKp=<n¸%:l <¼' ê3'Hl PÓš &h
l2<³P &,löT +.TdRÔ%l'yL ê3'Û™é%1<ÔT?Oà' Dúš®
• % v

RÔ° > %ZP T +.<¼ê/WíLWêÛ³%×%QTln¸••‡…ê3ïpKGT
+.+Ü3½ ‹±Tl+Ü3½ ‹º+Ü-”5 &h.tR…>0'Hl >w> ê3
+Ü' itè%Z° %QTl¢/Eqê3C &hZ_' %lo3p%T +. %l
%×'Û™éZ^qÛ'Hl ê3% …®4 .ª&h=DiSn¸G`+ %,ê3&hl2
<³P &,löT +.TdRÔ%l'Hl 'yL ê%/ERN˜…&RsOŠ v

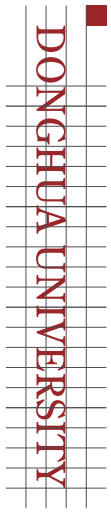




TdDQóVóW

T +.+Ü3½••‡… T +.•±Tl+Ü3½ «º+Ü-”5 R…>0'Hl >w>

T +.+Ü3½••‡… T +.•±Tl+Ü3½ «º+Ü-”5 R…>0'Hl >w>



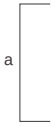
DONGHUA UNIVERSITY

h œ23mm

T +.+Ü3½••‡…

T +.•±Tl+Ü3½

«º+Ü-”5



R…>0'Hl >w>

"óW óWóY %Z‡`P T +.<¼••‡..ê/v§LWê0

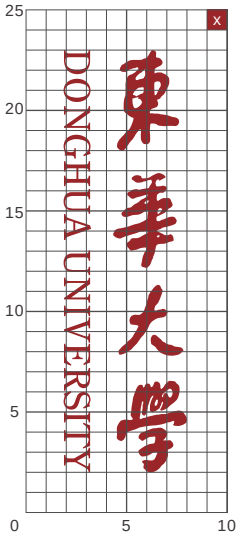
" 5Hq•£ +¦ "óW T?E™••‡….t• .ÉDúDQ

T +.<¼' qÛv'%×.Îw•n¸•—•š&¿ ROžSxê34 > 7>=L&¿ .t%Üg.%Zê3%/.ª¦ *¼= <¼' &cR,ê3&ð4 <ÔT?P &,w• Z^P %Z.ª'Hl RÔJX*ØKp=<n¸%:l <¼' ê3'Hl PÓš &h l2<³P &,lötT +.TdRÔ%l'yL ê3'Û™é%1<ÔT?Oà' Dúš® • % v

RÔ° > %Z‡`P T +.<½ê/v§LWê0 .É(³%×%QTln¸••‡…ê3 ïpKGT +.+Ü3½ u•±Tl+Ü3½ u«º+Ü-”5 &h.tR…>0'Hl >w> ê34 +Ü' itè%Z° %QTl¢/Eqê3C &hZ_' %lo3p% T +. ℅l%×'Û™éZ^qÛ'Hl ê3% …®4 .ª&h=DiSn¸G`+ %,ê3&hl2<³P &,lötT +.TdRÔ%l'Hl 'yL ê3%/ERN˜…& RsOŠ v

T +.+Ü3½••‡…

T +.•±Tl+Ü3½



«º+Ü-”5

R…>0'Hl >w>

h œ23mm

東華

<¼n¸• .ÉPZDQFp•™

" 5Hq 2

東華大學
DONGHUA UNIVERSITY

L ê3RÔKpD\.ª&h-·,™G(+.qÛ4 7)+Ú/ãfõ™ îe3qÛ Ú
'Hl PÓ= Oà/•• % ê/gEZ—CNl %ZT EÅ3½Dú.ªh v"H
l ê0v %ß-ç+ÝCNl ê3š ¡ KC $. : , n¸†]E WÛDQóT
> %ß>šBÜQGsOCNl ê3š ¡ KC 3 (# n¸†]E WÛDQ v

\ÜóS%lqÛ'Û/ãfõ™î+Ën¸+.qÛFN%1• % FNê3'Hl PÓš
&H 7 * JX*ØP &,%ZLÀ.†q ¤êP &, ›'•ox*¸n¸CNl v

óWó[

"óW óWó\ %ZP T?™Õ• .É••‡…

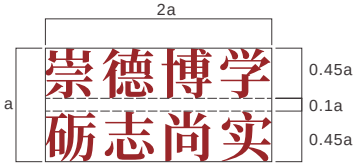
" 5Hq•£ +¦ "óW T?E™••‡….t• .ÉDúDQ

T?™ÕqÛv'%×.Îw•n¸•—•š&¿ ROžSxê34 > 7>=L&¿.t%Ü
g.%Zê3%/.ª| *¼= <¼' &cR‚ê3&ð4 <ÔT?P &‚w•Z^P
%Z.ª'Hl RÔJX*ØKp=<n¸%:l <¼' ê3'Hl PÓš &hl2<³
P &‚lötT +.TdRÔ%l'yL ê3'Û™é%1<ÔT?Oà' Dúš®•
% v

RÔ° > %ZP T?™Õ‚/WíLW v§LWêñ¸%Pt€TdDQ(³%×%QTl
n¸••‡…ê3pKGT +.+Ü3½ ы±Tl+Ü3½ ыº+Ü-”5 &h.tR…
>0'Hl >w> ê34 +Ü' itè%Z° %QTl¢/Eqê3C &hZ_'
%lo3p%T +. %l%×'Û™éZ^qÛ'Hl ê3% …®4 .ª&h=DiS
n¸G`+ %‚ê3&hl2<³P &‚lötT +.TdRÔ%l'Hl 'yL ê3%/
ERN˜…&RsOŠ v

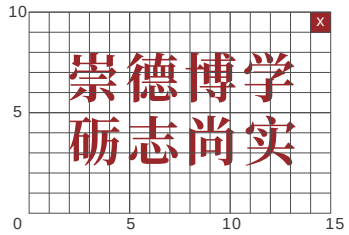
\ÜóS%lqÛ'Û/ãfõ™î+Ën¸+.qÛFN%1• % FNê3'Hl PÓš
&H 7 * JX*ØP &‚%ZLÀ.†q ¤êP &‚ ›'•ox*¸n¸CNl v

T +.+Ü3½



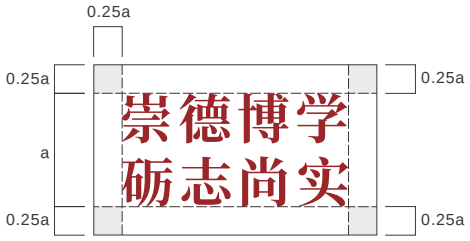
T?™Õ'Hl <¼' %lF=_•= ' $ / # P M E

T +.•±Tl+Ü3½



R…>0'Hl >w>

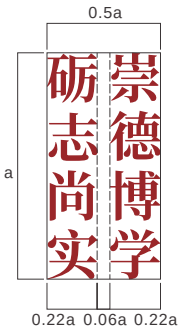
«º+Ü-”5



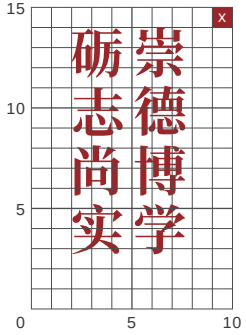
WíLW ↑

v§LW ↓

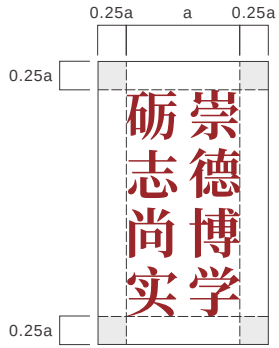
T +.+Ü3½



T +.•±Tl+Ü3½



«º+Ü-”5



R…>0'Hl >w>

"óW óWó_ T?E™%1%Ý~ã-¿&ûê/h v'«×T ê0 %Z‡`P .Ðt¼• .ÉPZDQFp•™

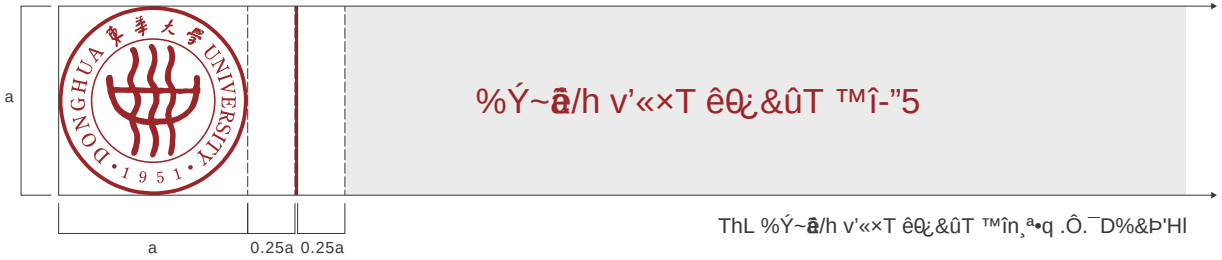
" 5Hq•£ +¦ "óW T?E™••‡….t• .ÉDúDQ

RÔ° >¥sO%×T?E™%1%Ý~ã-¿&ûê/h v'«×T ê0%Z‡`P .Ð t¼• .ÉPZDQê3C (³%×%QTln¸••‡…ê34 &˜' G`+ %,%/ ER¬+GéRsOŠ&hqÛ'Û&¿Nh'Hl PÓ•—•š™î+ËDúš®n¸= Oà• % ê3M*yª l ğ l v

RÔ••‡….ª&h-·,™G(+.qÛ4 7)+ÜRÔ• .ÉDúDQê3%/.ª.ž '•+±¡Pê3&hqÛ'Û'Hl PÓ= Oà/•• % ▽ %ß-ç+ÝCNl ê3 š ¡ KC $. : , n¸†]E WÛDQóT> %ß>šBÜQGsOCNl ê3 š ¡ KC 3 (# n¸†]E WÛDQ v

\ÜóS%lqÛ'Û/ãfõ™î+Ën¸+.qÛFN%1• % FNê3'Hl PÓš &H 7 * JX*ØP &,%ZLÀ.†q ¤êP &, ›'•ox*¸n¸CNl v

T +.+Ü3½



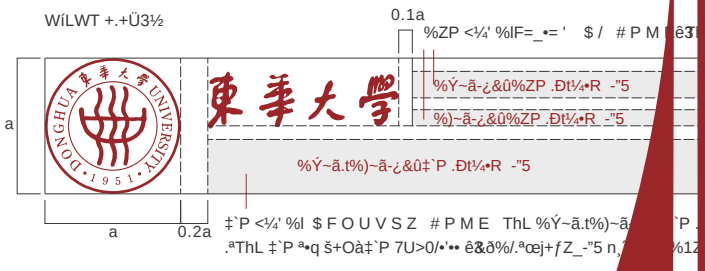
ThL %Ý~ãa/h v'«×T êθ¿&ûT ™în¸ª•q .Ô.¯D%&Þ'Hl

sO'[

%E-¶7U<Ô~ö• <Ô«×

$PMMFHF PG 5FYUJMFT %POHIVB 6

"óW óXóW T?E™%1%)~ã-¿&û%Z‡`P .Đt¼• .ÉPZDQFp•™



WíLWsO'[

東華大學 化学化工与生 学
纺织化学工程系
DEPARTMENT OF TEXTILE CHEMICAL ENGI LE
OF CHEMISTRYCHEMICAL ENGINEERING A OL
DONGHUA UNIVERSITY

v§LWT +.+Ü3½

" 5Hq•£ +┫ "óX •—•š™î+Ë{!• ••‡…

A2.03 辅助图形规范及释义

" 5Hq•£ +┫ "óX •—•š™î+Ë{!• ••‡…

经线和纬线

年轮

“ ”

人

中国结

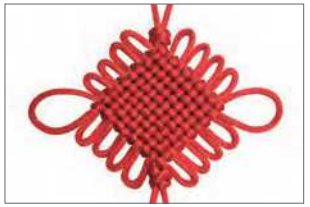
“ ” ,

VI

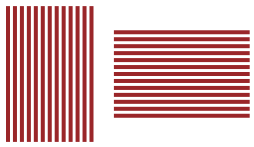
经线和纬线

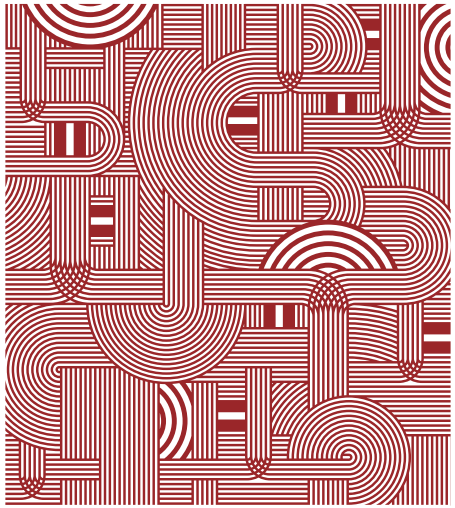
年轮

人



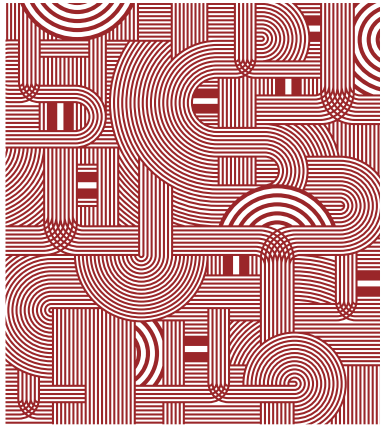
中国结





A2.04 辅助图形使用规范总览

" 5Hq•£ +┫ "óX •—•š™î+Ë{!• ••‡…



A2.06 辅助图形的应用延展示例

" 5Hq•£ +┫ "óX •—•š™î+Ë{!• ••‡…

无图使用

有图使用

竖版

无图使用

有图使用

横版

A2.08 图片风格选取原则

" 5Hq•£ +┫ "óX •—•š™î+Ë{!• ••‡…

人物类

借喻类

A2.10 专用字体与通用字体建议

" 5Hq•£ +┫ "óX •—•Š™î+Ë{!• ••‡…

VI

CN Century

. CN Myriad Pro

. Arial

O ce

PPT Word Excel

VI

中文专用字体

CN Regular

CN

F=_•=' $/ 4FNJ#PME

%E-¶7U<Ôn¸%ZP %:l <¼'
Q1F=_•= ' $ /

思源宋体 CN Bold

东华大学的中文专用字体
是思源宋体 CN

英文专用字体

Century Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%&*()?@

Century Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%&*()?@

Century Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%&*()?@

中文通用字体 01

F|_B·±(d $/ 3FHVMBS

&Ž/68Ð=Öm¸&¥OÒž k==¶(d
PýF|_B·±(d $ /

F|_B·±(d $/ .FEJVN

&Ž/68Ð=Öm¸&¥OÒž k==¶(d
PýF|_B·±(d $ /

F|_B·±(d $/ #PME

&Ž/68Ð=Öm¸&¥OÒž k==¶(d
PýF|_B·±(d $ /

英文通用字体 01

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%&*()?@

Myriad Pro SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%&*()?@

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%&*()?@

中文通用字体 02

³ ÷ £ ò © ç
PPT Word Excel

" Ý † * }
© ³ ÷ £ ò

英文通用字体 02

Arial
PPT Word Excel

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%&*()?@