2021中国设计智造大奖标志使用规范
Logo Standards Specification of 2021 Design Intelligence Award

DIA

DESIGN
INTELLIGENCE
AWARD

中国设计智造大奖组委会
Design Intelligence Award Committee

01

前言
Preface

中国设计智造大奖创立于2015年，是中国工业设计领域首个国际化的学院奖。大奖始终坚持以百年品牌为导向，坚持 国际化大奖的运行方式，坚持"人文智性、生活智慧、科艺 智能、产业智库"的核心价值观，独创"金智塔"设计评价 体系，挖掘具有社会影响力、行业引领力的优秀作品，打造 当代设计评价、推广与合作的综合创新平台，以期"集大成 智慧，塑智造未来"。

您的获奖作品均可获得"中国设计智造大奖"标志使用权，请注意根据不同的获奖类别选择不同的标志进行使用。获奖者只能以大奖提供的标志文件中所示的方式使用，不得随意更改标志的外观，并且标志的年份必须与获奖的年份一致 。

DIA获奖标签的全球使用适用于以下传播及活动方式：
· **公司介绍**
公司网站、公司图片手册、新闻稿
· **平面广告**
报纸广告、出版物广告、图像广告
· **影视广告**
广告宣传片、产品宣传片、形象片
· **印刷品**
产品手册、海报、书籍
· **活动推广设计**
交易会的展位和演示、展览、展厅、商店、企业和消费者活动、促销活动

Design Intelligence Award (DIA), established in 2015 is the first international Academic Award in Chinese industrial design field. To keep its century-old brand, DIA adheres to the operational mode of international award. DIA Pyramid for Design Evaluation was formed with its core values of Intelligence of Humanity,Wisdom of Life, Fusion of Tech & Art, Brain of Industry. Powered by this, DIA explores excellent works of social influence and industry leadership, establishes a comprehensive innovation platform for contemporary design evaluation, promotion and cooperation, to meet the idea "Integrating great wisdom and shaping wisdom to create the future".

All of your winning entry has the right to use the logo of "Design Intelligence Award". Please pay attention to using different logos for differ ent award categories. Winners shall use it by following instructions in the logo file provided by DIA Committee, and shan't change the appearance of the logo at will, and the year of logo shall be consistent with the year of awarding.

The global use of the DIA award-winning logo applies to the following situation of transmissions and activities:
·**Company Profile**
Company website, Company picture manual, Press
·**Print Ads**
Newspaper advertisement, Publication advertisement, Image advertisement
·**Television ads**
Advertising videos, Product videos, Image films-printed
·**Product manuals**
Product brochures, Posters, Books
·**Event promotion design**
Trade fair booths and presentations, Exhibitions, Exhibition halls, Shops, Enterprise and consumer events, Promotional activities

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中国设计智造大奖(DIA)
2021标志使用规范
Design Intelligence Award (DIA)
2021 logo usage specification

标志色彩

标准的标志使用黑白配色，正形标志为黑底白字，反白标志为白底黑字。大奖的六个不同奖项设置了不同的获奖标签，奖项部分以方形色块与标志连接，色块色值与文字内容依据奖项而定，在应用中请严格遵守标准色值。

标志尺寸

标志没有固定的尺寸，但为确保大奖品牌标志的识别度，其周边必须保留足够的保护空间，在保护空间内禁止出现任何文字、图案或其他元素。

标志在白色和彩色的背景下的使用

除正形标志外，大奖标志提供制定反白标志。在白色背景及除黑色之外的纯色背景下使用正形标志，在黑色背景或非纯色背景下请使用反白标志。

获奖标签在包装或产品上的使用

如果在产品包装上或产品本身上添加DIA获奖标签，则应使用特定类别的获奖标签（例如"DIA金奖"、"DIA佳作奖"等），以避免传达错误的获奖信息。

Logo color

The standard logo is black and white colors. The orthographic logo has white characters on a black background, and the reverse white logo has black characters on a white background. The six different categories of the DIA Award has different award labels. The award logo is connected with a square color block and DIA logo. The color value and text content of the color block are determined according to the award. Please strictly follow the standard of color value when using.

Logo size

The logo does not have a fixed size, but in order to ensure the recognition of the award brand logo, sufficient protection space must be reserved around it, and no words, patterns or other elements are allowed in the protection space.

Use of signs on a white and colorful background

In addition to the orthographic logo, DIA Award provides an anti-white logo. Use the orthographic logo on a white background and a solid color background other than black, and use an inverted logo on a black background or a non-solid background.

Logo usage on packaging or products

If the DIA award-winning label is added to the product packaging or the product itself, the specific category, such as "DIA Gold Award", "DIA Honorable Mention Award", etc should be used to avoid wrong award information.

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标准标志及色彩使用规范
Standard logo and color
usage specification

色值 / Color values

C:0 M:0 Y:0 K:0	白色（White）
C:0 M:0 Y:0 K:100	黑色（Black）

RGB:#ffffff	白色（White）
RGB:#000000	黑色（Black）

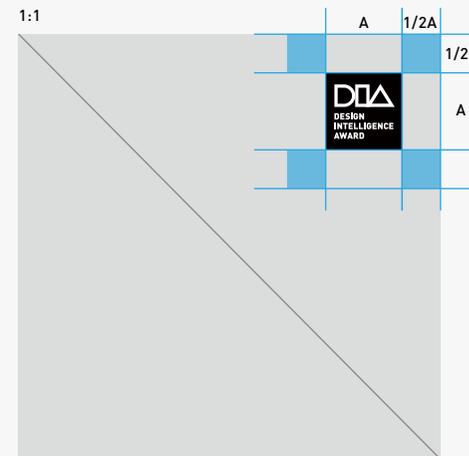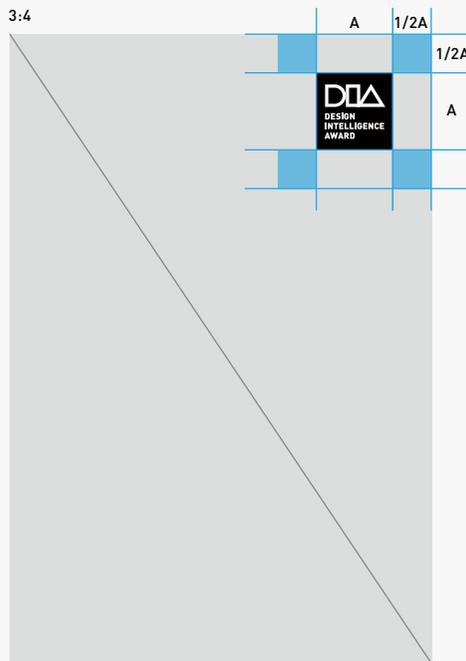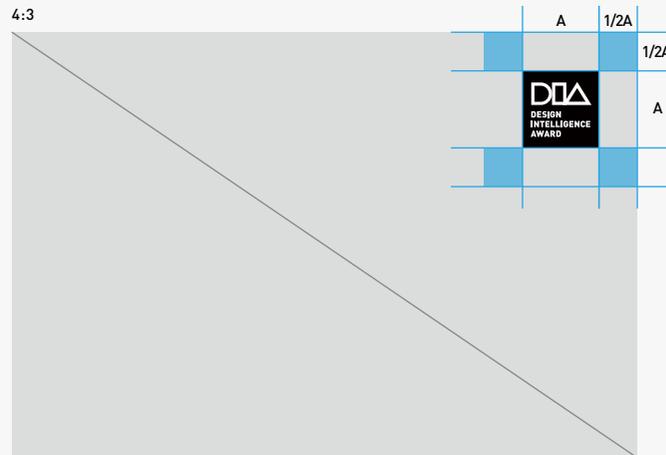**最小应用尺寸 / Minimum application size**

印刷 / PRINT: 20mm

显示器 / SCREEN: 50px

以上显示的标签对所有DIA获奖者均有效
The tags shown above are fit for all DIA winners

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DIA标志使用位置规范
DIA logo usage location
specification

4:3

A | 1/2A

1/2A

A

3:4

A | 1/2A

1/2A

A

1:1

A | 1/2A

1/2A

A

DIA2021等级奖项标志
使用位置规范
DIA2021 grade award logo
Use location specification

产业组 **PRODUCT GROUP**

金奖（GOLD AWARD 2021）

银奖（SILVER AWARD 2021）

铜奖（BRONZE AWARD 2021）

佳作奖（HONORABLE MENTION 2021）

概念组 **CONCEPT GROUP**

明日之星（FUTURE TALENTS 2021）

设计新锐奖（YOUNG TALENTS 2021）

以上显示的标签对DIA相关获奖者使用有效
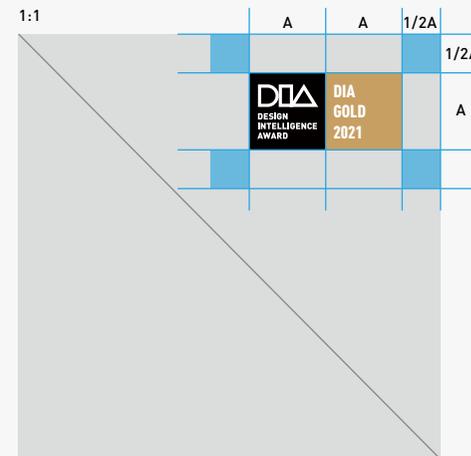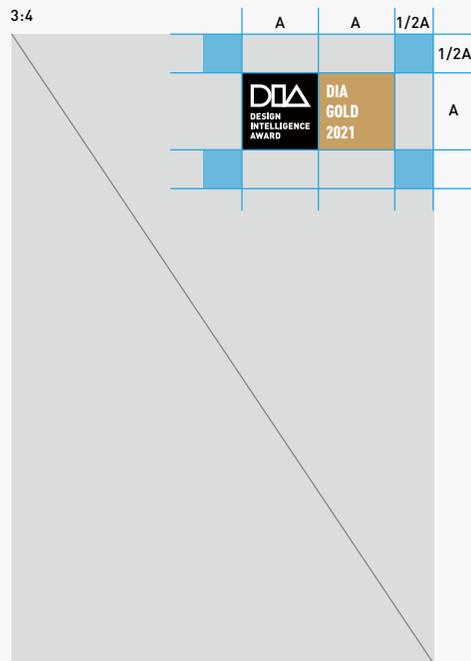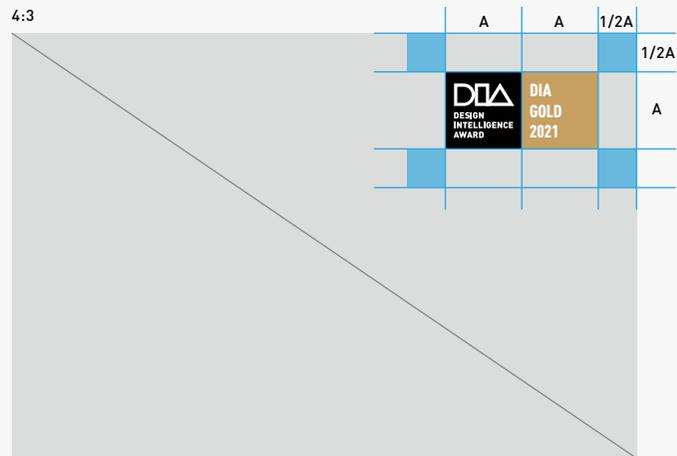The tags shown above are valid for all DIA winners

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THANKS

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