



Shanda brand identity guidelines

May 2018

Contents

1.0 Introduction

Our brand personality	4
Our visual identity	5
Our brand identity at a glance	6

2.0 Brandmark

Our brandmark story	8
Versions overview	9–11
Artwork usage	10
Clear space and minimum size	11
Icon usage	12
Vertical lock-up usage	13
Horizontal lock-up usage	14
Misusage	15

3.0 Colors

Specifications	17
Color balance	18
Our gradients	19

4.0 Graphics

Graphic language	21
Graphic and color combinations	22
Iconography style	23

5.0 Typography

English typeface	25
Chinese typeface	26
Alternative typefaces	27

6.0 Photography

Portrait style	29
Our areas of investment	30–31

7.0 Applications

Template overview	33
Stationery	34
Collaterals	35
PPT presentation	36
Website	37–38

The following pages offer guidance on how best to use the elements of Shanda Group's refreshed brand identity so that we are always presented in a consistent and professional way.

Please direct any queries and clearance requests to Jason Reindorp at:
jason.reindorp@shanda.com

1.0

Introduction

- 1.1 Our brand personality
- 1.2 Our visual identity
- 1.3 Brand identity overview

"We Learn, We Innovate, We Never Stop". Since our founding in 1999, we have been combining vision and business acumen with a strong social conscience to drive transformation. To support our commitment and determination to change the world, our refreshed brand provides us with a flexible platform that reflects our personality.



Our brand personality

Our brand personality sets the tone, and guides any form of verbal and visual expression to ensure consistency in the organization's communication.

Energetic

Communicating in an engaging and dynamic manner. Portraying a fresh, modern and active brand, to support our passion for learning and innovation, and our relentless pursuit of excellence.

Collaborative

Highlighting human interactions, and team work. We are committed to partnering with innovative companies that have a vision to change the world.

Bold

Communicating in ways that are direct and simple. Being curious, confident yet humble in pioneering, disrupting and transforming industries.

Inclusive

Being an approachable brand that people feel comfortable around. We are deeply committed to social responsibility and philanthropy.

Our visual identity

Simple, distinctive, modern and approachable, our visual identity is inspired by the concept of "**We are Catalyzers**", which provides us the basis to express:

- Our role as **accelerators of change**
- Our ability to **triggering reactions**
- Our adeptness in sparking dynamic development and **growth through collaboration**, and **transformational mentoring**
- Our impact in **enabling**, connecting, **king-making**

OUR BRAND IDENTITY AT A GLANCE

Brandmark



Typeface

F37 Jagger 思源黑體

ABCDEFGHIJKLMNOPQRSTUVWXYZ

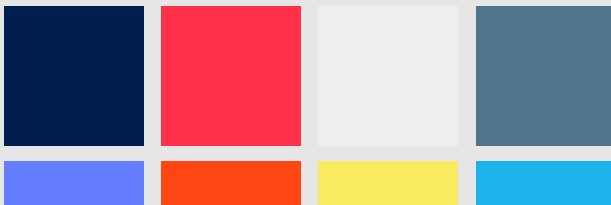
abcdefghijklmnopqrstuvwxyz

1234567890

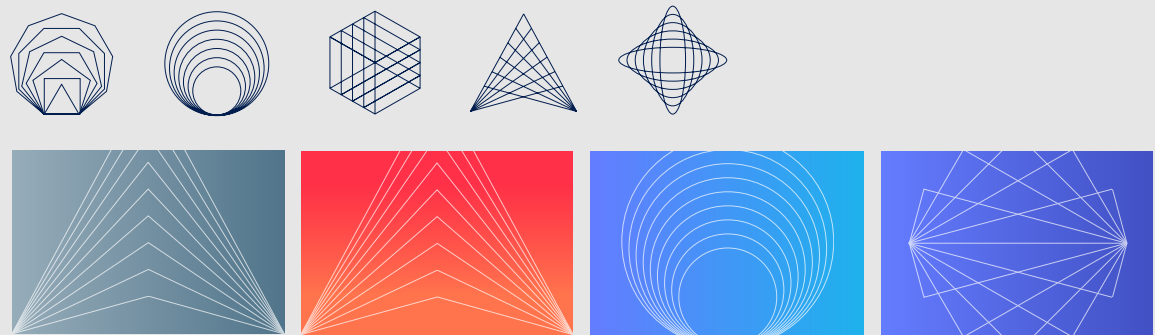
Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed eiusmod tempor incididunt ut labore et dolore.

Kaushan script highlight typeface

Color palette



Graphic language



Photography



2.0 Brandmark

2.1	Our brandmark story
2.2	Versions overview
2.3	Artwork usage
2.4	Size and spacing
2.5	Icon usage
2.6	Vertical lock-up usage
2.7	Horizontal lock-up usage
2.8	Misusage

Our brandmark is our business signature and our mark of authenticity. Our brandmark should be used across all of our corporate communications.

OUR BRANDMARK STORY

Our brandmark comprises a bespoke icon and crafted wordmark.

The **icon** is inspired by our Chinese heritage, in particular two Chinese characters: "人", which stands for people, and "大", which stands for big. Together they underscore our role as a **catalyst** and a **kingmaker**, helping business grow and transform. The icon also features a personalized **brush stroke** from Chairmen Chen symbolizing the personal touch that Shanda adds to its investment.

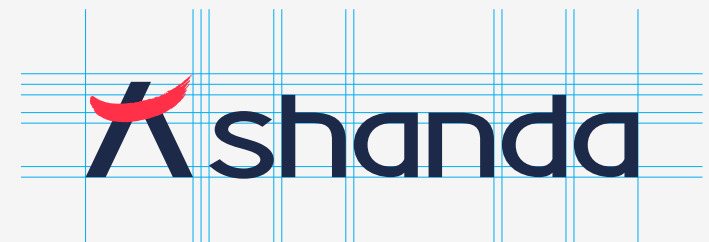
Our brand icon is paired a specially crafted **wordmark** featuring clean and modern typographic attributes. Vertical and horizontal lock-ups are designed for flexibility in usage, and optimal legibility across print and digital.



People



Big





VERSIONS OVERVIEW

Our brandmark is our sign of distinction – so we must make sure it is clear and legible when applied.

Three versions of the brandmark had been created to optimize the brand presence on different application.

We only ever use the brandmarks in these colour combinations so that we create consistency across all of our communication:

- **Dark blue and red** on light background
- **White and red** on dark background (preferably dark blue)

Exceptions

The brandmark's stroke will be **gray** (Black 40%) for black and white versions.

The stroke will be exceptionally **white**, when applied on red background (only under unavoidable circumstances).

1. Icon only



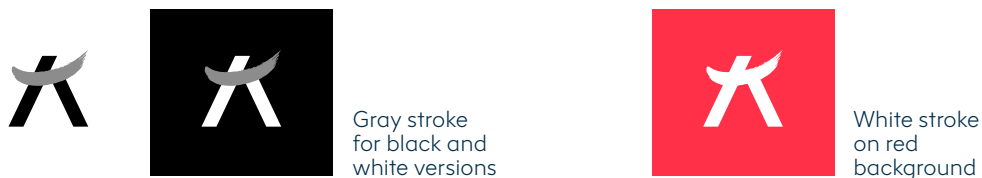
2. Vertical lock-up



3. Horizontal lock-up



Exceptions



BILINGUAL VERSIONS OVERVIEW

Our brandmark is our sign of distinction – so we must make sure it is clear and legible when applied.

Two versions of the brandmark had been created to optimize the brand presence on different application.

We only ever use the brandmarks in these colour combinations so that we create consistency across all of our communication:

- **Dark blue and red** on light background
- **White and red** on dark background (preferably dark blue)

1. Vertical lock-up



2. Horizontal lock-up



SHANDA CHINA VERSIONS OVERVIEW

Our brandmark is our sign of distinction – so we must make sure it is clear and legible when applied.

Two versions of the brandmark had been created to optimize the brand presence on different application.

We only ever use the brandmarks in these colour combinations so that we create consistency across all of our communication:

- **Dark blue and red** on light background
- **White and red** on dark background (preferably dark blue)

1. Vertical lock-up



2. Horizontal lock-up





ARTWORK USAGE

Different versions of the brandmark artworks have been created to suit different types of applications.

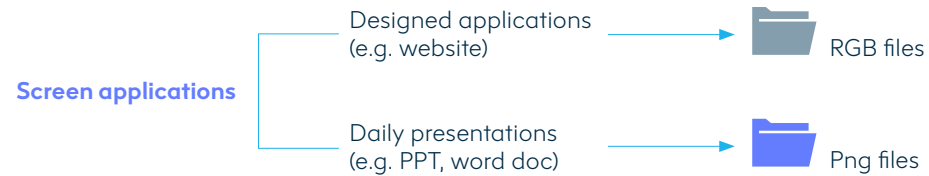
All **digital** applications should use the **RGB** files, or **png** files provided.

All **printed** applications should use the **Pantone (PMS)** or **CMYK** versions to optimize the printing.

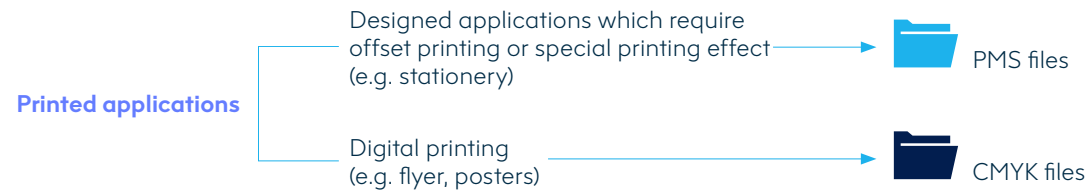
Special versions of the brandmark have been exclusively created for 3D applications, such as building signages. The stroke of the icon has been simplified and crafted to ease the production of diecut letters.

Please be careful not to use these special versions for other purpose than signage production.

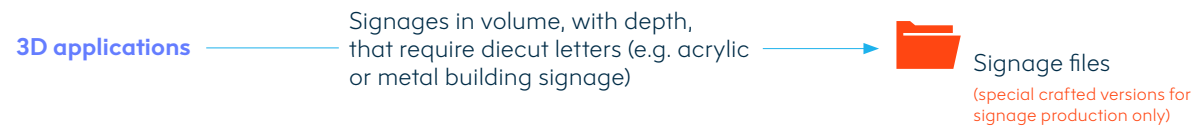
Digital



Print

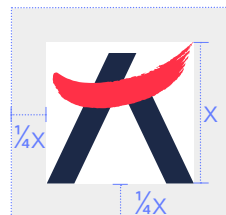


Special version (signage)



SIZE AND SPACING

Our brandmark must always be clear and recognizable, a minimum exclusion zone and size has been defined to ensure that the brandmark always has enough space to clearly stand out on any form of communication.



Exclusion zone

For the icon, the exclusion zone is equal to **1/4 of the height of the icon**. It extends around all sides of the brandmark (as highlighted in the example provided).

For the vertical and horizontal lock-ups, the exclusion zone is equal to the **height of the 'h' of 'shanda'** within the brandmark. It extends around all sides of the brandmark (as highlighted in the example provided).

Minimum size - Print height



Minimum size

The brandmark must never be applied below the minimum size. See specifications for print and digital applications.

Minimum size - Pixel height





OUR SIGNATURE ICON USAGE & POSITIONING

To help maintain a consistent and coherent identity, our brandmark should always be positioned correctly. We use our brand icon as a strong and distinctive signature to brand our corporate collaterals, it can be placed in several positions on a document.

When used along with content, our brand icon becomes our strong **signature**, and should be placed on the **upper left hand-side** or **upper right hand-side**.

When used as a **super graphic**, our brand icon should be used in big, aligned in the **center** of the artboard.

Upper left hand-side or upper right hand-side, when used along with content



Letterhead

Centered when used as a super graphic



Folder cover



PPT inside content pages



Business card front



VERTICAL LOCK-UP USAGE & POSITIONING

The vertical lock-up is the preferred brandmark usage, it can be placed in two positions on a document.

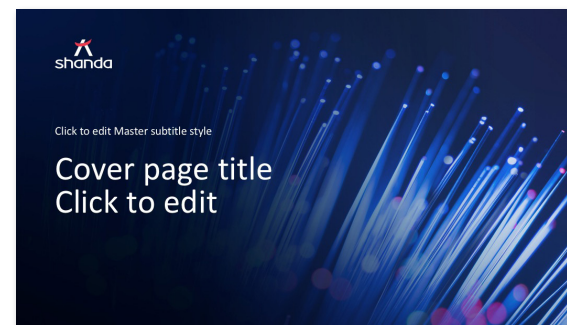
When used along with content, our vertical lock-up should be placed on the **upper left hand-side**.

When used as a **stand alone signature**, our vertical lock-up should be **centered horizontally, at the bottom** of the artboard.

Upper left hand-side when used along with content

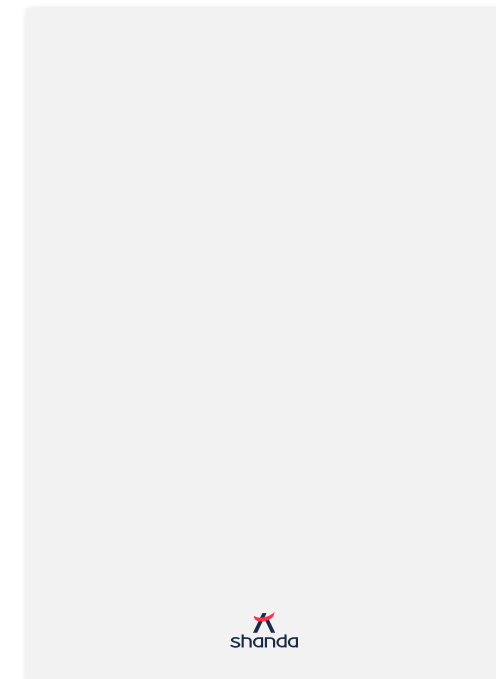


Business card

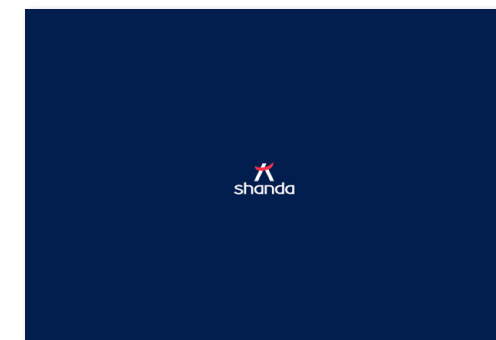


Powerpoint cover

Centered horizontally when stand alone



Folder back cover



Brand guidelines back cover



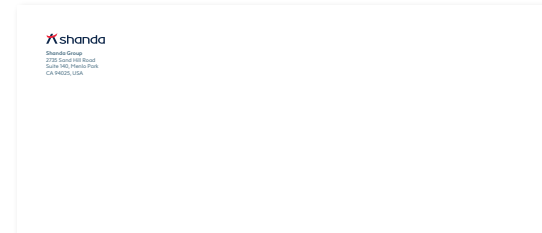
HORIZONTAL LOCK-UP USAGE & POSITIONING

When height spacing is restricted, the horizontal lock-up should be used to maximize the legibility of the brandmark.

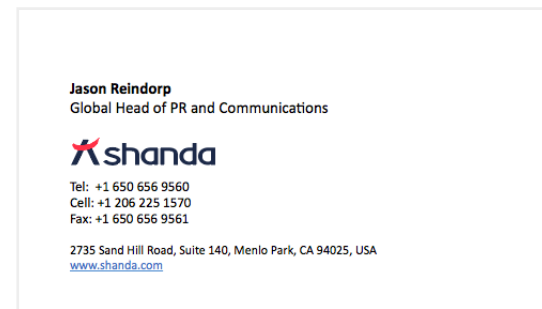
When used along with content, our horizontal lock-up should be aligned on the **left hand-side**.

When used as a **standalone signature**, our horizontal lock-up should be **centered horizontally**.

Upper left hand-side when content height is restricted



US Envelope #10



Email signature



Building signage

Centered vertically when standalone on short height



Pencil



BRANDMARK RULES MISUSAGE

Never alter our brandmark, it weakens our brand appearance and confuses our overall message. Instead, only ever use original artwork files as supplied within the guidelines toolkit.

Here are some examples of **how not to use our brandmark**.



...re-proportion it



...re-proportion it



...change the lock-up



...change the lock-up



...distort it



...re-tint the icon color



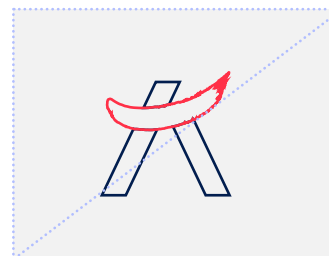
...re-tint the brandmark color



...re-tint the brandmark color



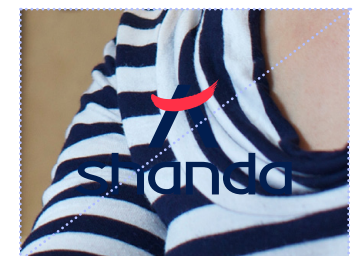
...add any visual effects to it



...outline it



...place it on a red background
(only under unavoidable circumstances,
use the full white version)



...place it on a busy image



3.0 Colors

- 3.1 Our brand colors
- 3.2 Color balance
- 3.3 Our gradients

Colors and their consistent use are a key component of our brand identity system. To ensure consistency across all media, always use the color breakdowns provided.

OUR BRAND COLORS

Our brand colors have been specifically chosen to reflect the values of our brand and compliment the other elements of our brand identity. Our color palette is **fresh** and **energetic**.

Primary colors

Our brand colour palette is predominantly light gray/white and dark blue with red highlights.

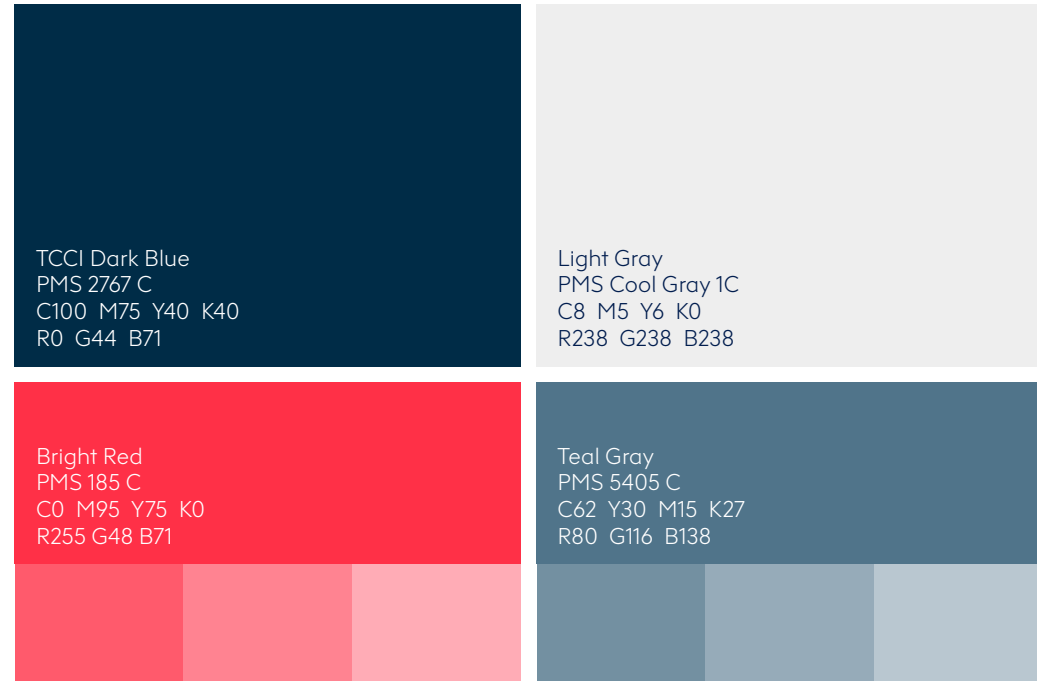
Secondary colors

We have brighter colors that should be used sparingly to inject some vibrancy to our design applications.

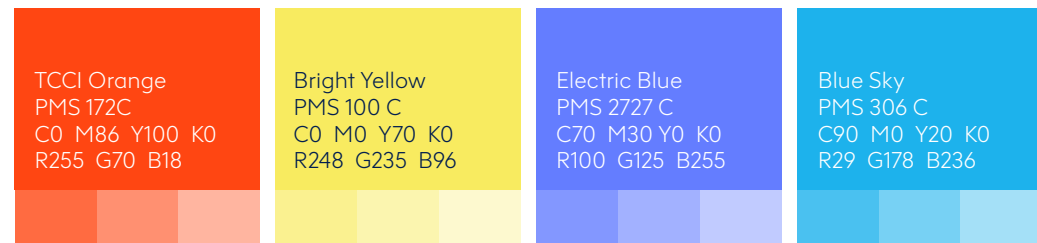
Gradient highlights

To bring more dimension and energy to the designed applications, we have gradient colors that can be used as background or highlights.

Primary colors



Secondary colors



Gradient colors



Below are some examples of acceptable color proportions

COLOR BALANCE

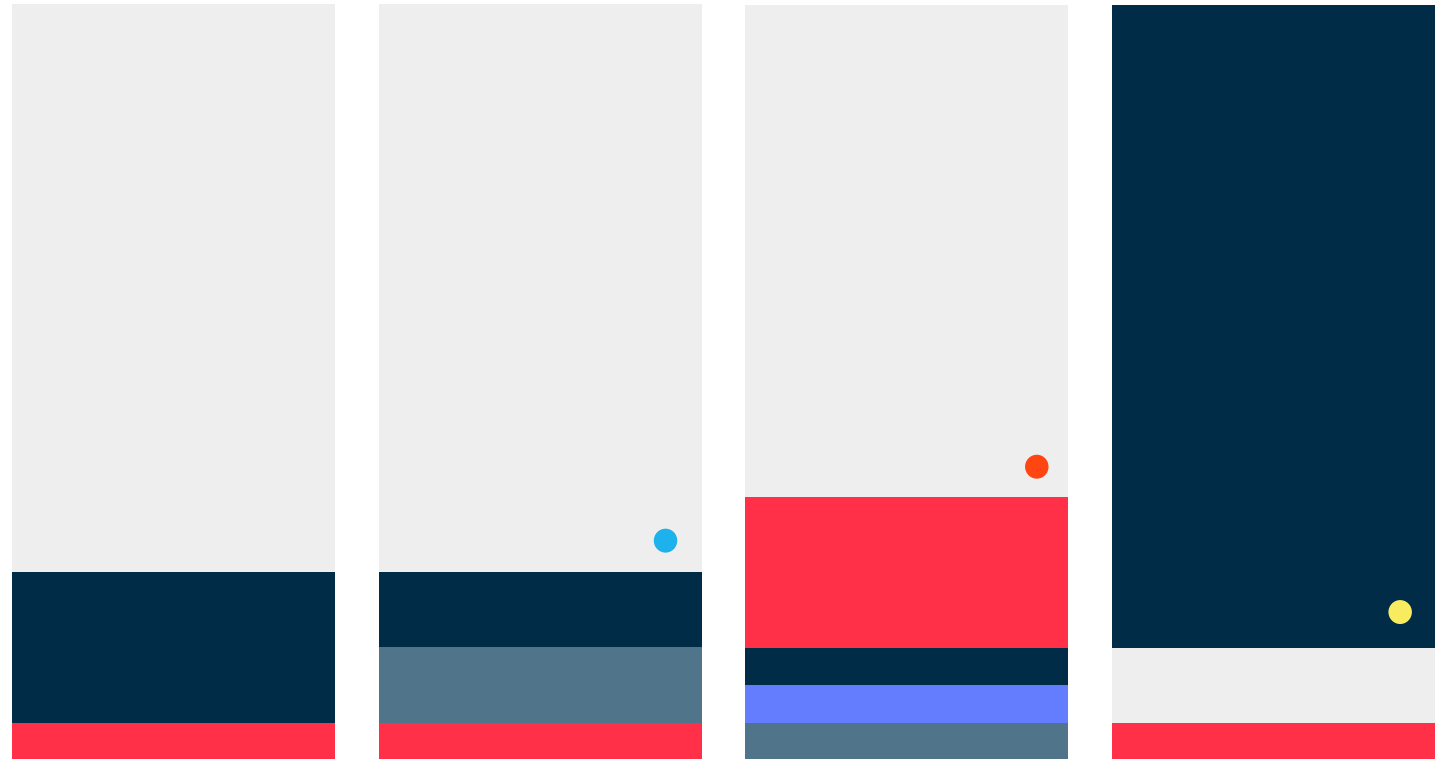
Consistency in our color palette is not only about using the correct color values, but also using the colors in the correct proportions.

Proportion

Our brand color palette is **predominantly light gray/white** and **dark blue** with red highlights. All designed applications should look **fresh and established** with vibrant highlight details.

Special printing effects

To highlight the unique stroke of our brand icon, special printing effect such as **red hot stamping** can be applied on designed printed applications such as on our namecard.



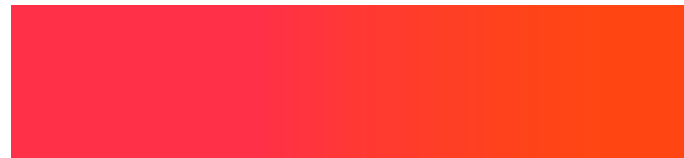
Special printing effects - Red hot stamping on stroke



OUR GRADIENTS

To bring more **dimension** and **energy** to the designed applications, we have gradient colors that can be used as dynamic background on digital screen or as highlights on call to action buttons.

Warm Red Gradient



Bright Red



Orange

Gray Teal Gradient



Teal Gray



Teal Gray (70%)

Dark Blue Gradient



Dark Electric Blue



Electric Blue

Blue Gradient



Electric Blue



Blue sky

4.0 Graphics

- 4.1 Our graphic language
- 4.2 Graphic & color combinations
- 4.3 Our iconography style

Dynamic and evocative, our graphic language supports our catalyst brand concept which represents Shanda's energy and "relentless curiosity", and highlights Shanda's active role in being an enabler for companies in realizing their potential.

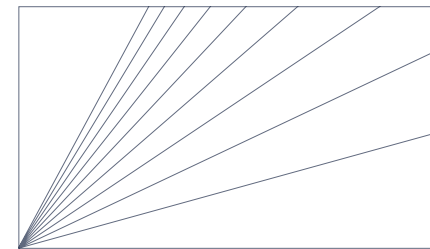
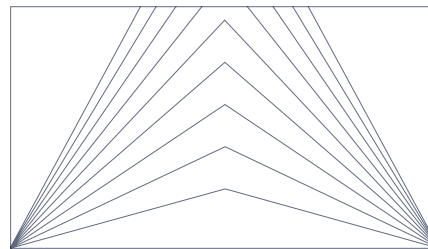
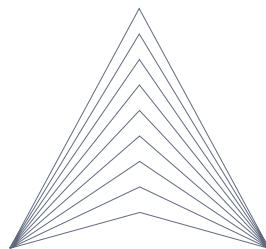
OUR GRAPHIC LANGUAGE

Our graphic language takes inspiration from our **catalyst** brand concept. We have a set of graphics to be used as light **texture** to bring more dimension and dynamism to a background.

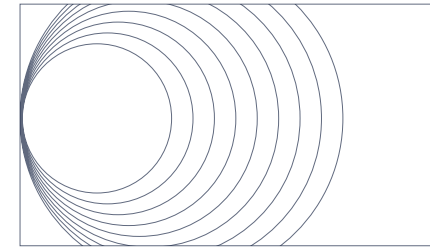
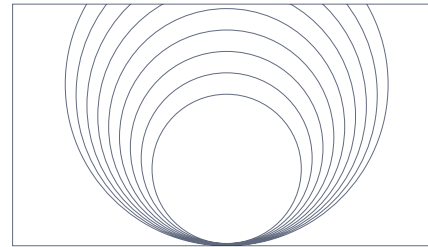
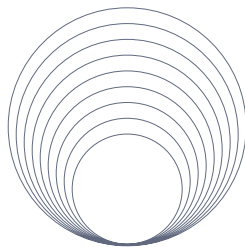
The different interpretations of a catalyst effect express a sense of motion, expansion, spark, all triggered from a starting point.

The initial graphics can be cropped differently, to create variations in the graphic language.

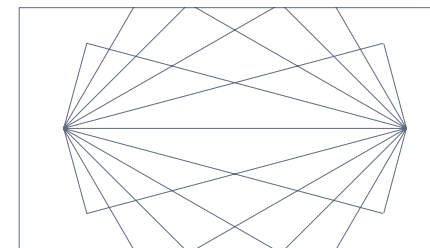
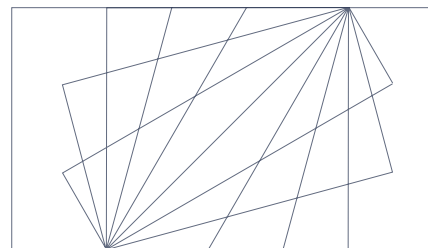
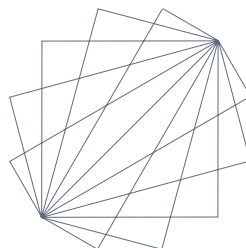
Directional, leading, ascending



Growing, expanding, fluid



Transforming, flexible, sparking

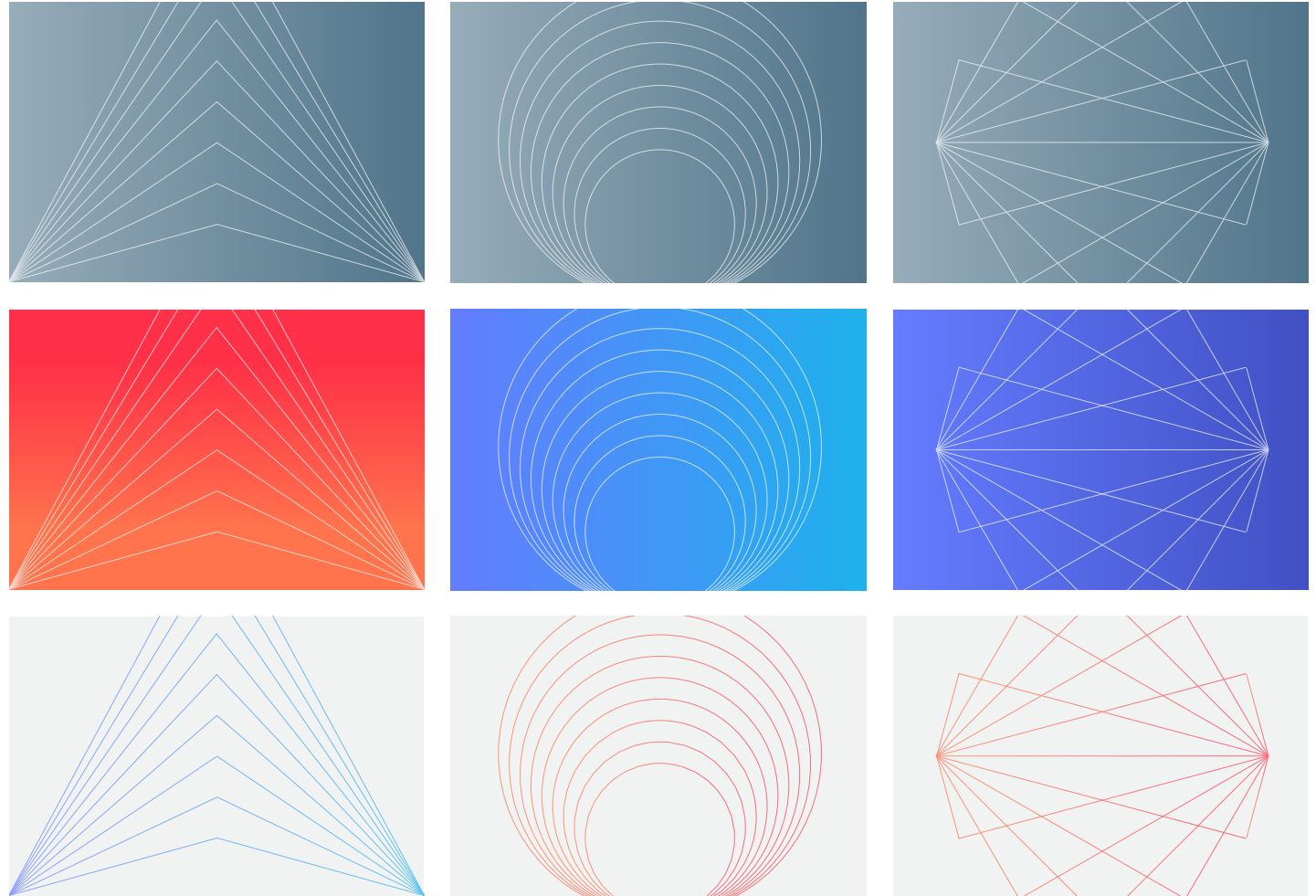


Below are some examples of acceptable graphic & color combinations

GRAPHIC & COLOR COMBINATIONS

Our graphic lines can be used in white on different color background or in color on light gray background.

The graphic lines should always be applied in a **subtle** way with **fine thin** stroke lines.



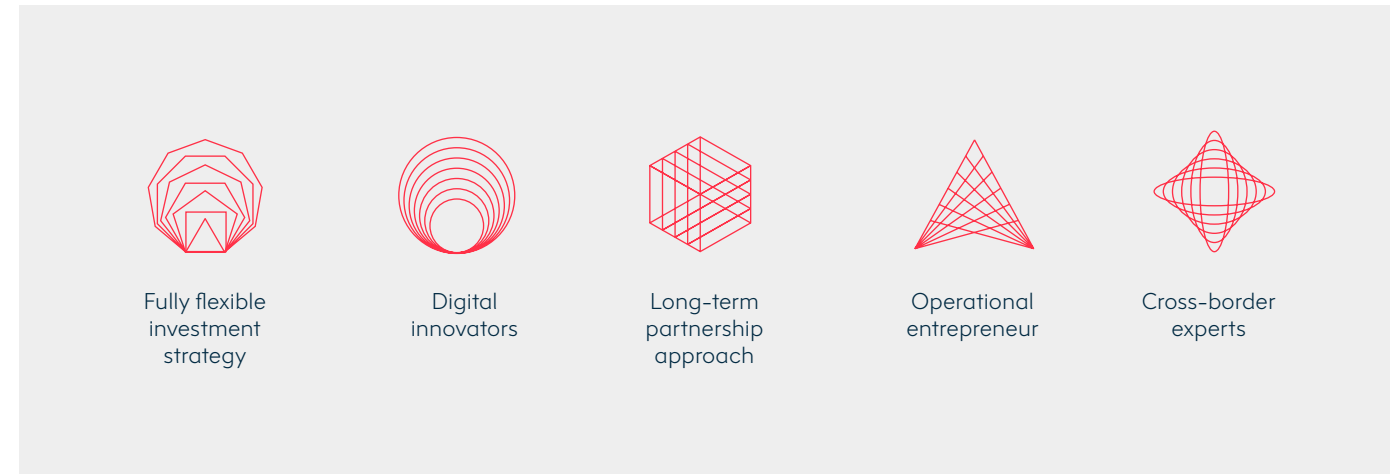
OUR ICONOGRAPHY STYLE

The style of our iconography is **simple and clean**, using **fine thin lines** in red colours or white on dark background.

The graphic icons are abstract interpretations of Shanda's key differentiators, and should always be used along with captions.

Each graphic icon is **dynamic** and evokes a sense of motion, expansion, growth, connection.

Red icons on light gray background



White on dark blue background



5.0 Typography

- 5.1 English typeface
- 5.2 Chinese typeface
- 5.3 Alternative typeface

Our corporate typeface is called F37 Jagger. It is clear, modern, structured, and approachable, specifically chosen as it reflects our brand qualities.



ENGLISH CORPORATE TYPEFACE

AaBbCc

Primary typeface

F37 Jagger is our corporate typeface. It is a modern and legible sans-serif typeface, chosen to work seamlessly with all the brand elements in our visual identity, and it should be used on all designed branded applications.

We use three weights of F37 Jagger to create clear typographic hierarchies. Each of the three weights also has an italic cut, which may be used when needed.

Secondary typeface

Kaushan script is a script typeface that can be used as **highlight only** in story telling content, such as the stories on the website.

F37 Jagger, and Kaushan script are both applicable on printing and digital applications.

F37 Jagger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&?

F37 Jagger Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&?

F37 Jagger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&?

Kaushan Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&?

CHINESE CORPORATE TYPEFACE

思源黑體

Noto Sans is our Chinese corporate typeface. It is a modern, legible sans-serif face, to be used on our designed and branded Chinese applications.

We use three weights of Noto Sans to create clear typographic hierarchies, and it is both applicable on printing and digital applications.

Noto Sans exists in both **Traditional** and **Simplified Chinese**.

Noto Sans T Demi-light

思源黑體在風格樸素大方，沉實且單純而另豎一格，歷久不糜。
1234567890 !@#\$%&*(){}|\<>?/

Noto Sans T Medium

思源黑體在風格樸素大方，沉實且單純而另豎一格，歷久不糜。
1234567890 !@#\$%&*(){}|\<>?/

Noto Sans T Bold

思源黑體在風格樸素大方，沉實且單純而另豎一格，歷久不糜。
1234567890 !@#\$%&*(){}|\<>?/

ALTERNATIVE TYPEFACE

English

Calibri is our alternative typeface. It is a system font, available, pre-installed on every computer worldwide.

Calibri may be substituted for our corporate typeface, only when F37 Jagger isn't available. It should never be used on any primary applications.

When to use Calibri

- Powerpoint presentations
- Word documents
- Internal documents

Chinese

For Chinese, use the system default sans-serif typeface, **Heiti TC** and **Microsoft Jhenghei** are common options.

Calibri regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&?

Calibri bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&?

Heiti TC Medium

黑體在風格樸素大方，沉實且單純而另豎一格，歷久不糜。
1234567890 !@#\$%&*(){}[]\<>?

Heiti TC Bold

黑體在風格樸素大方，沉實且單純而另豎一格，歷久不糜。
1234567890 !@#\$%&*(){}[]\<>?

6.0 Photography

- 6.1 Portrait style
- 6.2 Brand photography
- 6.3 Photo library

Our photography style is crisp, fresh, natural, focused, engaging and inclusive. It reflects our brand personality, and supports Shanda's proven track record of pioneering, disrupting and transforming industries.

PORTRAIT STYLE

Our team, the king-makers.

The photography style is crisp, fresh, warm, natural, focused, engaging and inclusive.

The photography should capture **candid expression in bright, light environment**, using **depth of field** to soften the background and focus on the individual's expression.

Portrait of management team for bios



Company's culture: portrait in professional environment



BRAND PHOTOGRAPHY

Our areas of investment 1/2

The areas of investment will mainly focus on financial services, digital technology, research and development, and healthcare.

The overall imagery should provide a **sense of scale** and contrast using a mix of close-up and in-situ shots to stretch on the **impact**, relation between the investment and result.

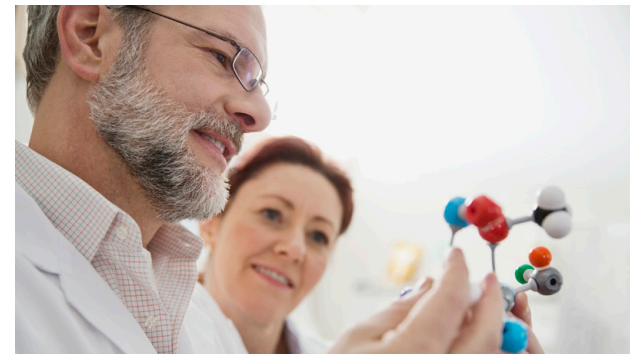
The photography style feels **natural**, warm and engaging.

Composition is **focused**, directional and clean.

Financial services, digital technology, gaming



Research and development



Healthcare



BRAND PHOTOGRAPHY

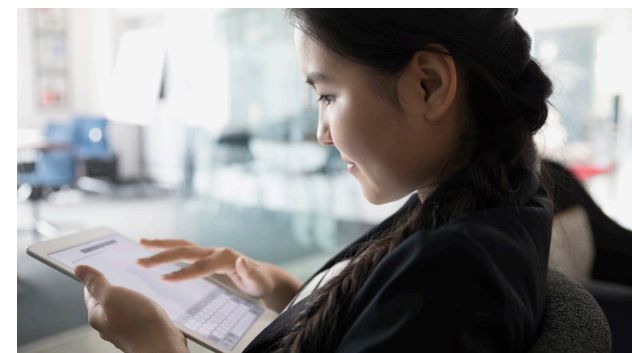
Our areas of investment 2/2

In addition to the areas of investment imagery content, a series of **semi-abstract texture**, supporting the catalyst concept, can be used as background cover (e.g. PPT covers).

Team work



Beneficiaries



Catalyst concept, semi-abstract texture



7.0 Applications

7.1	Template overview
7.2	Stationery
7.3	Collaterals
7.4	PPT presentaion
7.5	Website

The way we bring all the elements of our visual identity together is key for ensuring a consistent and coherent brand.

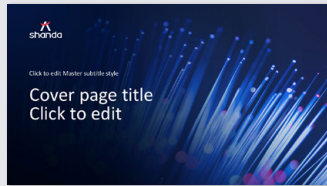
The following pages contain examples on how to apply the identity across print and digital.

TEMPLATE OVERVIEW

Digital templates

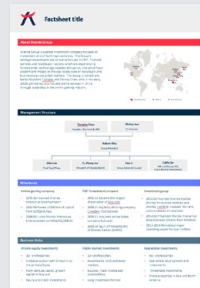
PPT template (16:9 format)

- Internal presentation
- External presentation



PPT template (A4 format)

- Factsheet



Word doc template (A)

- Letter
- Contract



Word doc template (B) to be printed on letterhead

- Letter
- Contract



Word doc template (C)

- Press release



Artworks for print

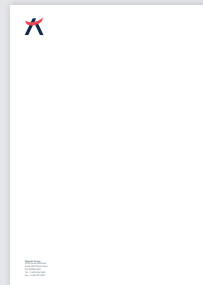
Namecard template

- English only
- Bilingual Eng-Ch



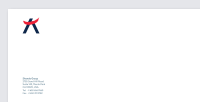
Letterhead

- US only



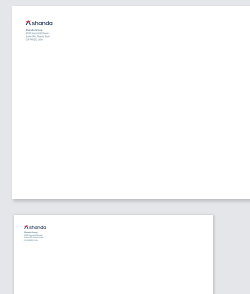
Compliment slip

- US only



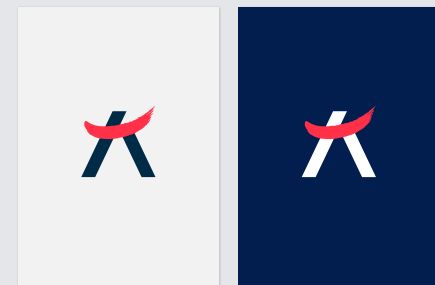
Envelope

- US #10 Envelope
- US A4 Envelope



A4 Folder

- Light Gray
- Dark blue





Stationery



Collateral



PPT presentation template



Presentation V1

Accelerator of change




Header

Our promise

With a passion for charting the unknown, Shanda **pushes the envelope** to create opportunities and add value.

Unconventional in our approach, we embrace the risk others fear, to pioneer new territories and develop fresh technologies.



© Shanda 2018


Header

It started with a game

Header

Lorem Ipsum Title

- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa
- Quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut o
- Dicit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est,
- Qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed



© Shanda 2018

Header

Lorem Ipsum Title

- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa
- Quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut o
- Dicit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est,
- Qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed






© Shanda 2018

Header

Lorem Ipsum Title	Lorem Ipsum Title	Lorem Ipsum Title
<ul style="list-style-type: none">- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa- Quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut o	<ul style="list-style-type: none">- Dicit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est,- Qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed	<ul style="list-style-type: none">- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa- Quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut o



© Shanda 2018

Header

- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa
- Quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut o
- Dicit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est,
- Qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed

Sales



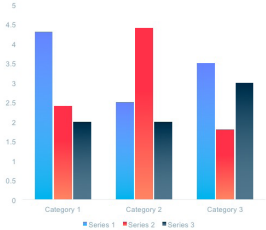
1st Qtr 2nd Qtr 3rd Qtr 4th Qtr




© Shanda 2018

Header

- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa
- Quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut o
- Dicit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est,
- Qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed





© Shanda 2018

Header

- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa
- Quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut o
- Dicit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est,
- Qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed






© Shanda 2018

Header

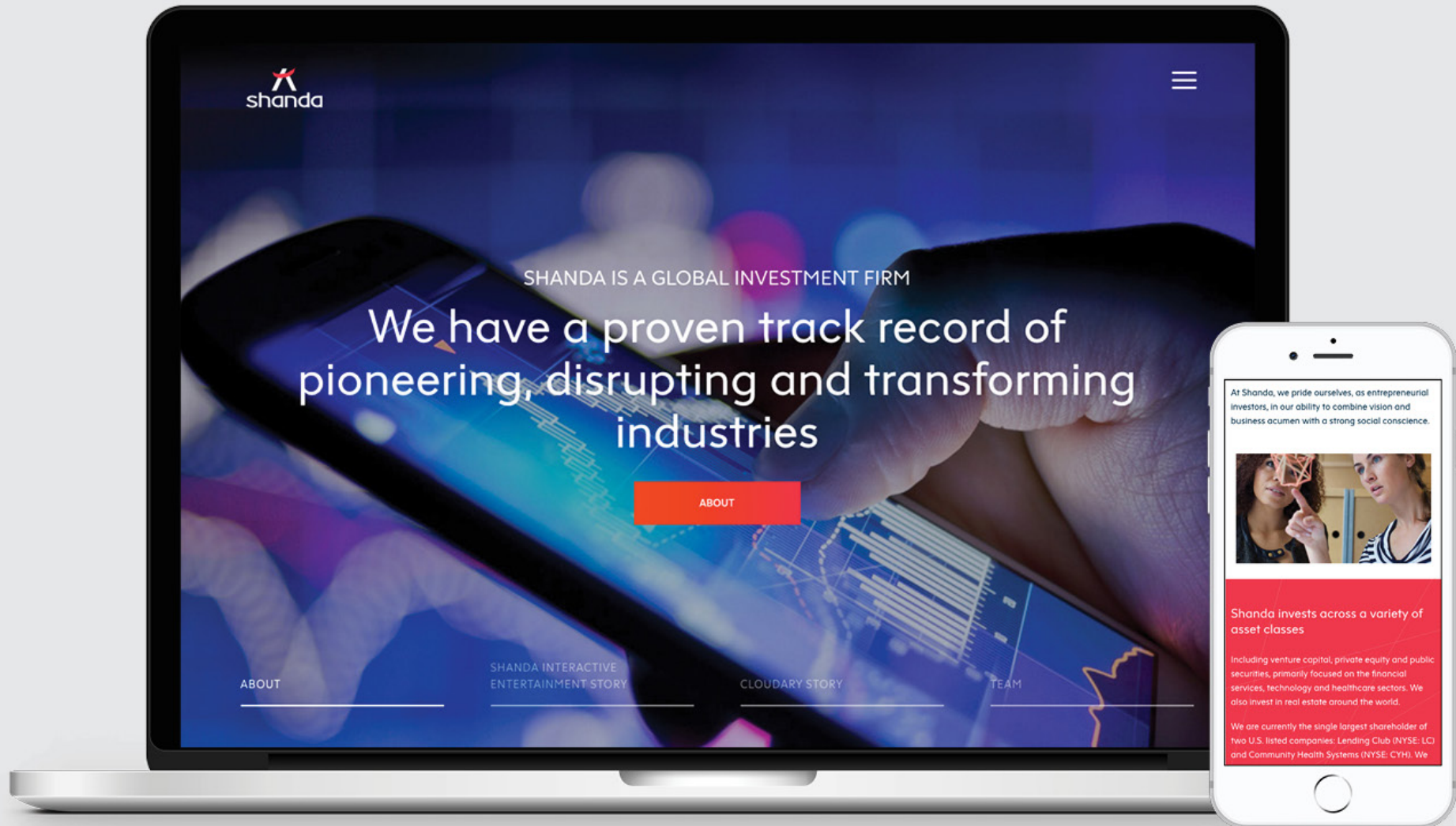
Subheadline

What's next



© Shanda 2018

Website



Website stories

