

发现未来设计
Discover the Future Design

启迪未来生活
Enlighten the Future Life

赋能未来城市
Empower the Future City

Award

金芦苇 工业设计奖

设计驱动未来·赋能产业升级
助力河北产业集群高质量发展

Industrial

Goldreed

Design

面向未来 为创造人类美好生活
贡献东方智慧 传播设计价值和精神



金芦苇
工业设计奖
Goldreed
Industrial Design Award

奖项介绍

全球设计·雄安发布·河北智造

国际化、专业化、市场化的
工业设计领域奖项

With the support of People's Government of Hebei Province and Xiongan New Area Administrative Committee, Goldreed Industrial Design Award (“GIDA” for short), was established in 2019. It is an international design prize driven by globalization, specialization and market orientation, hosted by Xiongan Future Industrial Design Institute and undertaken by Goldreed Industrial Design Award Organizing Committee.



使用说明

Instructions for use

您的获奖作品均可获得“金芦苇工业设计奖”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。获奖者只能以金芦苇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。

金芦苇奖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。

All of your winning entry has the right to use the logo of “ Goldreed Industrial Design Award “. Please pay attention to using different logos for different award categories. Winners shall use it by following instructions in the logo file provided by GIDA 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 GIDA 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.

标志使用规范

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。金芦苇奖的五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，但为确保金芦苇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，金芦苇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金芦苇奖获奖标签，则应使用特定类别的获奖标签（例如“金芦苇奖至尊奖”、“金芦苇奖金奖”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 GIDA Award has different award labels. The award logo is connected with a square color block and GIDA 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, GIDA 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 GIDA award-winning label is added to the product packaging or the product itself, the specific category, such as "GIDA Best of The Best", "GIDA Gold Award", etc should be used to avoid wrong award information.

标志使用规范

logo usage specification

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标志 logo



至尊奖 Best of The Best



金奖 Gold Award



未来之星奖 Future Star Award



优秀设计奖 Good Design Award



提名奖 Award Nominations

以上显示的标志对金芦苇奖相关获奖者使用有效
The logo shown above are valid for all GIDA winners

标志
logo



至尊奖 Best of The Best



金奖 Gold Award



未来之星奖 Future Star Award



优秀设计奖 Good Design Award



提名奖 Award Nominations

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The logo shown above are valid for all GIDA winners

标准标志及色彩使用规范

Standard logo and color usage specification

组合 / Combination



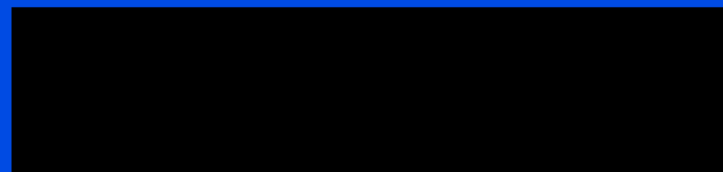
色值 / Color values



PANTONE 75590
C60 M50 Y100 K10
R140 G104 B37
8C6825



PANTONE 1245C
C35 M50 Y100 K0
R181 G135 B27
B5871B



PANTONE blackC
C100 M100 Y100 K100
RO GO BO
000000

Award



官 网



公 众 号



客 服



交 流 群

Thank

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