



LOGO.Horizontal layout

This is the preferred logo. We recommend using this logo for the public.



LOGO.Reversed

Reversed type logo should be used on dark background.



LOGO.Color

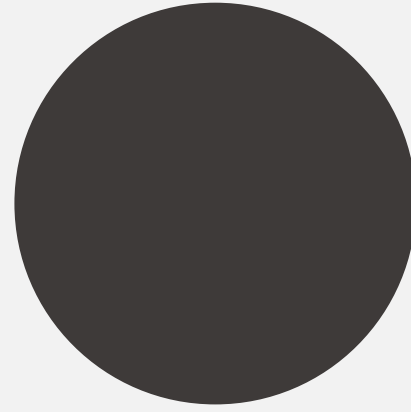
For online and offline logos,please use the color values in below.



#1677FF
SOPT PANTONE 2727C
RGB R=22, G=119, B=255



#FFFFFF
SOPT
CMYK C=0 M=0 Y=0 K=0
RGB R=255, G=255, B=255



#3E3A39
SOPT PANTONE P172-16c
CMYK C=0 M=0 Y=0 K=90
RGB R=62, G=58, B=57

#1664FF
RGB R=22, G=100, B=255

#168BFF
RGB R=22, G=139, B=255

LOGO.Vertical layout

We recommend using this vertical version when the brand area is close to square or rectangle.



ENGLISH LOGO.

Horizontal is the preferred logo. We recommend using this logo for the public.



LOGO. Other versions

All logo usage examples are listed in below

LOGO. Standard version

The preferred version



LOGO. Solid color version

Only applied to special solid color printing



LOGO. Ink version

Only applied to special solid color printing



LOGO. Reversed version

Recommended with dark background



LOGO. Reversed version

Recommended with dark background



LOGO. Partial reversed version

Could only be used on dark background with the Alipay logo in blue

