

# ALIPAY

## VISUAL IDENTITY SYSTEM

---



# ALIPAY

## VISUAL IDENTITY SYSTEM

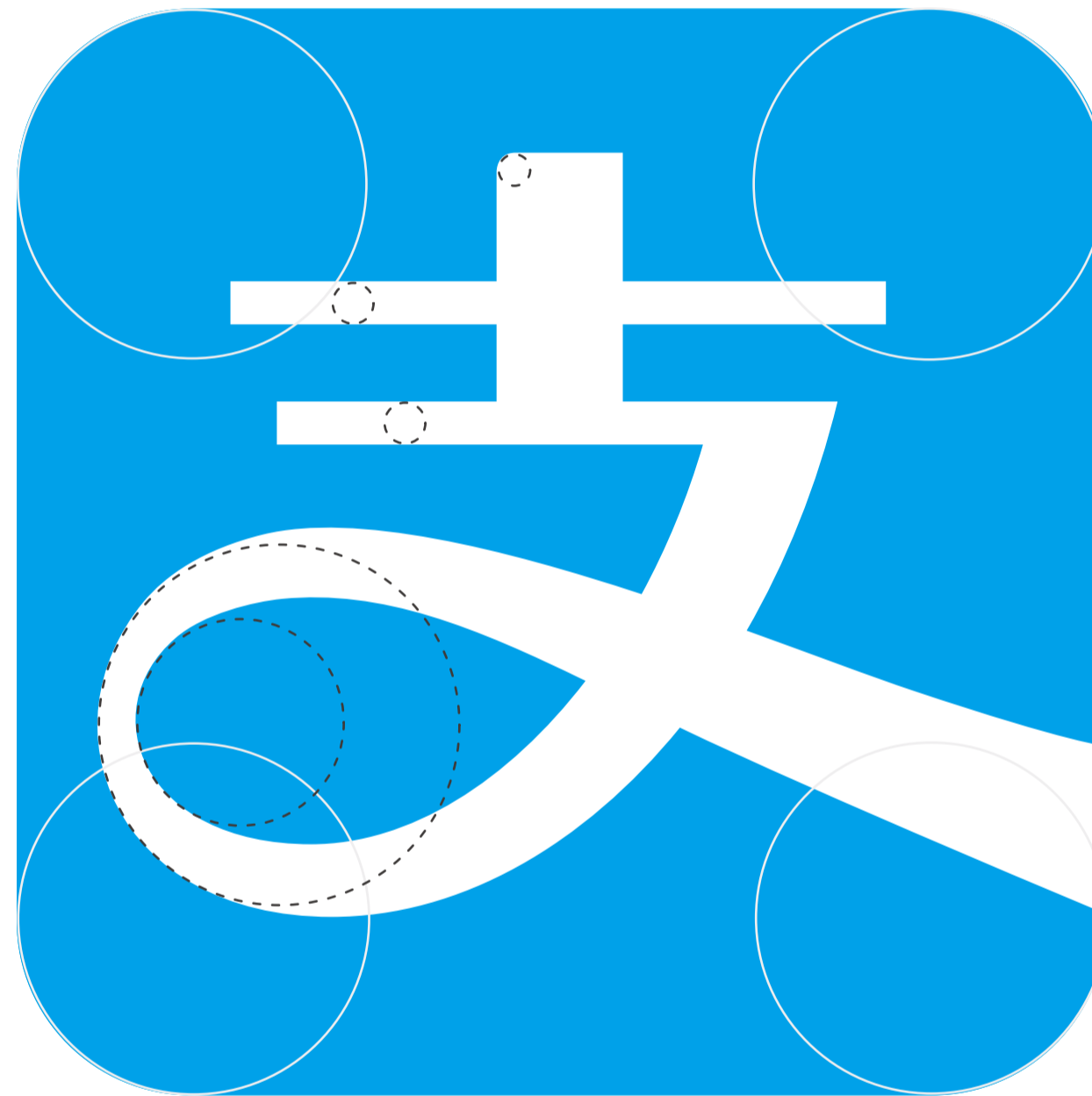
---

### / LOGO

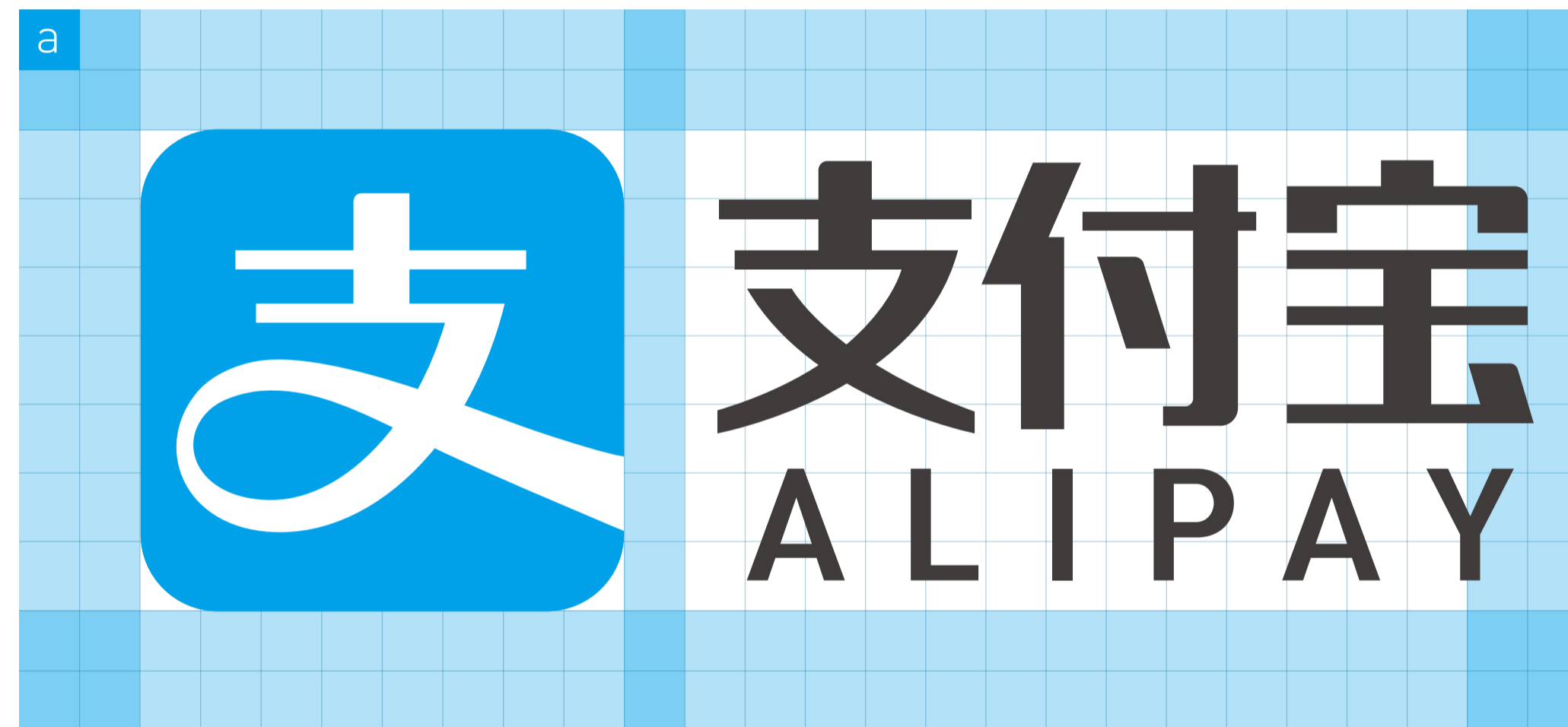
标志规范



支付宝  
ALIPAY









# ALIPAY

## VISUAL IDENTITY SYSTEM

---

### / COLOR

颜色规范



C:100 M:0 Y: 0 K:0



RGB:#00aeee

C:0 M:0 Y: 0 K:90



RGB:#3e3e3e

# ALIPAY

## VISUAL IDENTITY SYSTEM

---

### / TEXT

文字规范

# Alipay

DIN:

**Black/Bold/Medium/Regular/Light**

---

**DIN: Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910!@#\$%^&\*()\_+{|:”<>?**

**DIN: bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910!@#\$%^&\*()\_+{|:”<>?**

**DIN: Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910!@#\$%^&\*()\_+{|:”<>?

**DIN: light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910!@#\$%^&\*()\_+{|:”<>?

支付宝

方正兰亭大黑

支付宝

方正兰亭黑

支付宝

方正兰亭中黑

支付宝

方正兰亭纤黑



---

蚂蚁金服旗下品牌