



*Graphic Standards
Of Alibaba*

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Introduction



Alibaba Group is a international internet company that was created by Chinese.

Alibaba Group and affiliated entities based on a common mission, vision and value system, the establishment of a strong corporate culture, as the cornerstone of our business. Their business depends on success and rapid growth of entrepreneurship and innovation respected and consistent attention and satisfy customer needs.

New employees joined Alibaba Group when required to attend a comprehensive induction training headquarters in Hangzhou, the course focuses on the company's mission, vision and values. No matter what stage the company's growth, which is a strong common values so that we can maintain a consistent corporate culture.

Alibaba Group also want to create the highest happiness index of business for employees.

Alibaba Group is working with small businesses, entrepreneurs and consumers to work together, through the Internet and their multiple platforms, and jointly promote the new commercial civilization, advocates enterprises open to new ideas, improve operational transparency, active sharing of knowledge and information, as well as responsible for key stakeholders.

Glossary



CMYK: A Color model used in color printing. It stands for the four inks used: cyan, magenta, yellow, and key (black).

Minimalism: A style that seeks to accomplish a goal using few design elements, often only what is necessary.

Opacity: The level of transparency of a typeface or image.

Radial Gradient: A shift of color or shade that occurs in a circular pattern.

Sans Serif: A typeface that does not have small projecting features (serifs) at the end of letter strokes

Serif: The small line attached to the end of a stroke in a letter or symbol.

Stroke: A line that makes up part or all of a letter or symbol.

Typeface: A set of one or more fonts that contain similar design features.

Watermark: A design or symbol that has a low degree of opacity, sometimes making it only visible when the paper that it's printed on is held up to the light.

Logo and Logotype

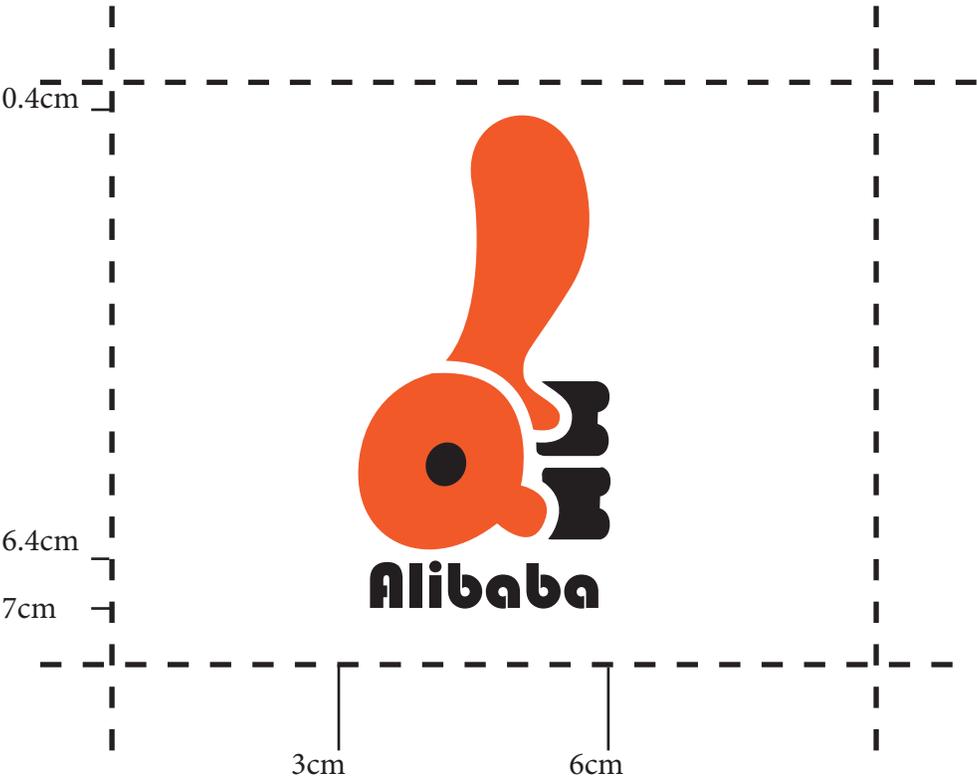
This is the logo I designed for my company which is called Alibaba, a Chinese e-commerce company that provides consumer-to-consumer, business-to-consumer and business-to-business sales services via web portals. My logo looks like the thumb up because the company's mission is to make it easy to do business anywhere. This mission is really amazing and it can bring benefit to all the business owner. Also this logo is composed by the company name.



Use of Space



When used, the logo length 6cm, width 3cm, The word width 0.6cm. Because of the logo is the oblong, so the logo should at least 2.5cm away from left and right side.



Color



To design my logo for Alibaba, I used the orange which is stand for the company. And also orange can cath customer's eyes. In order to eliminate or reduce some the orange brings stronger visual effect, I use the blank and white.



C: 0%
M: 80%
Y: 95%
K: 0%



C: 0%
M: 0%
Y: 0%
K: 0%



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

Typography



The type that I use for the logo is Bauhaus 93. I chose this type because it has a same style with my logo and looks modern. Bold type letter shows the company has a very good mission statement.

Both fonts should only be used at regular weight: no bold or italics.

Bauhaus 93

abcdefghijklmnopqrstuvwxyz

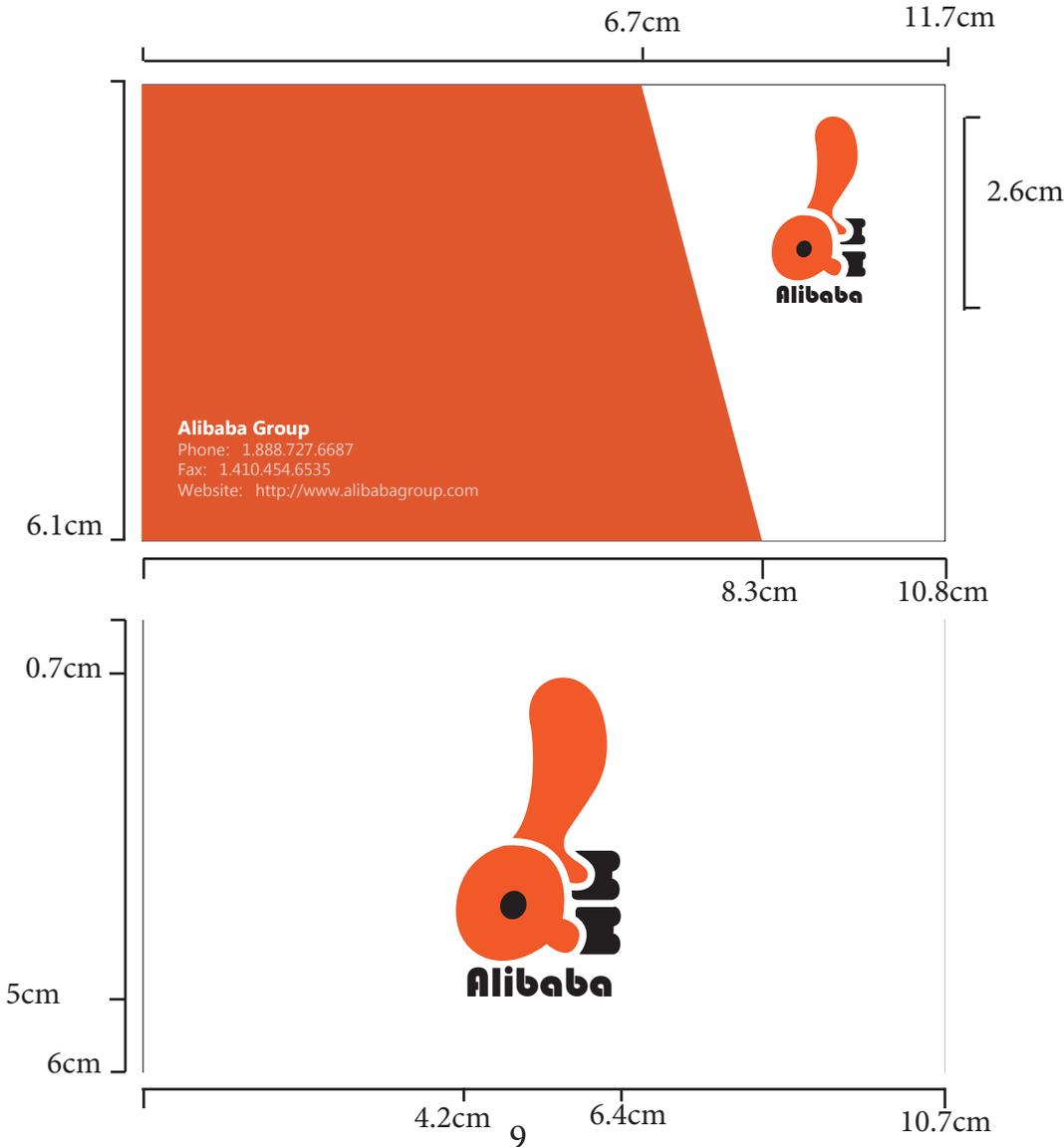
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Business Card



With the business card, I want to show the logo clearly and conspicuous. necessary contact information. I decided to use the color that are really stand for the company and also contact information should reflect the company's status.

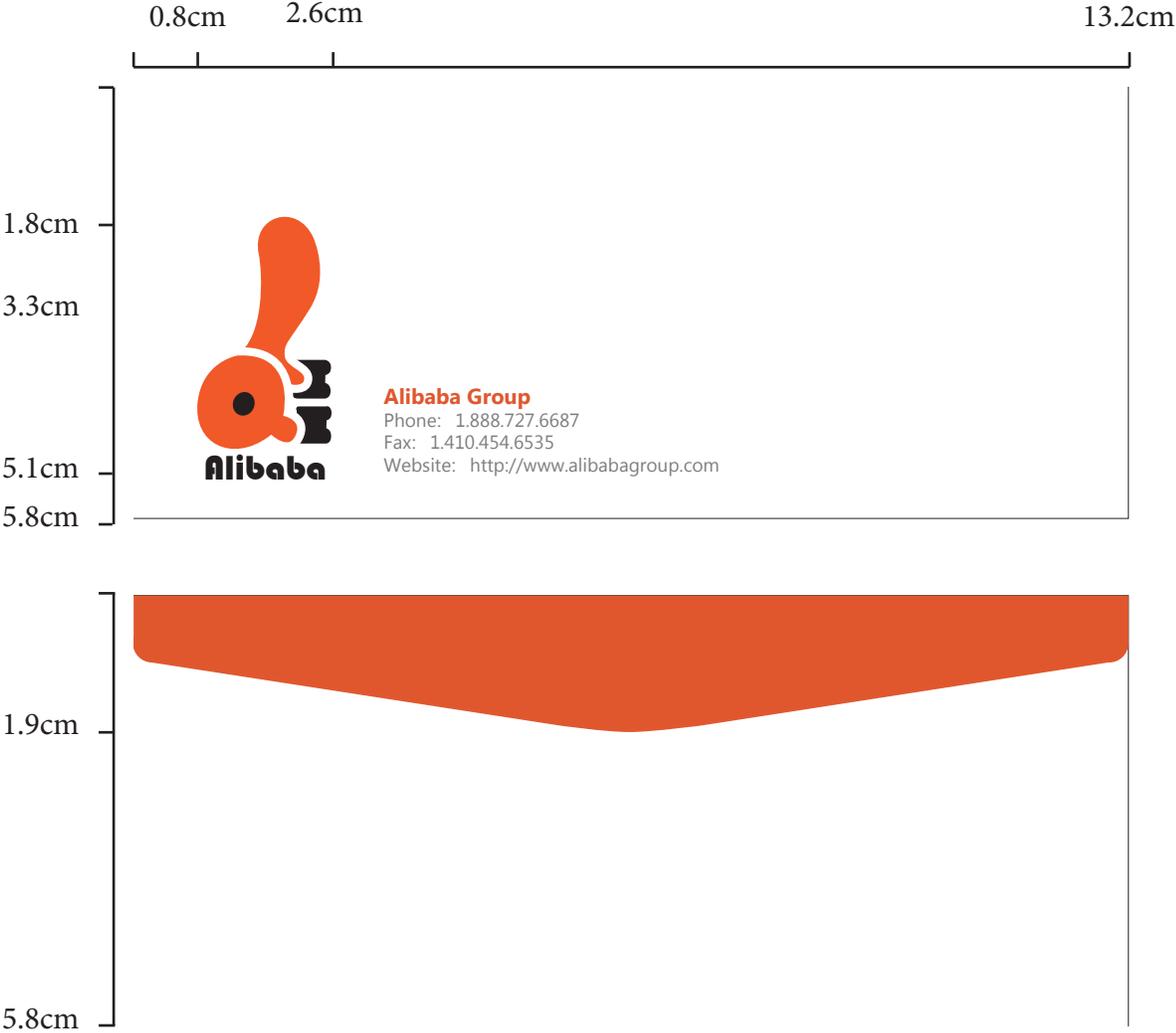


Envelope



I put the logo in the bottom of the left. The company's name use the typical orange. I think envelope should simple generous and plain. It can reflect the company's position also reflects the company's confidence.

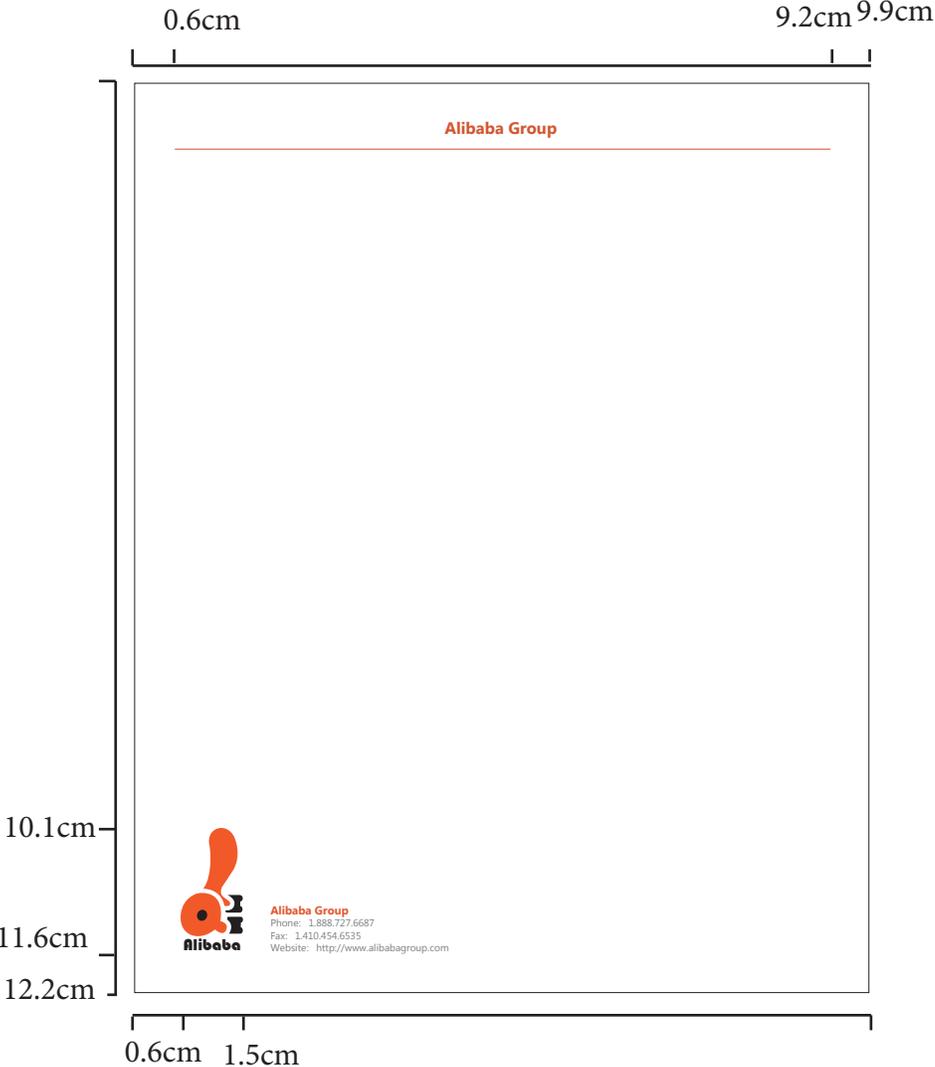
The back of the envelope features just use the orange color.



Letterhead



Alibaba is a commercial company, the letterhead must look formal, so I just used a company's name in the uppermost part of the stationery. That is able to reflect the company's logo without losing serious. The bottom, again, like envelope, I just put the logo, address and telephone on there.



4th Piece



As a commercial company, the fourth Piece use are reflected in the objects we see every day. Like embedded advertising, subtle influence of people's thinking.

People used or see paper bag every day. When we buy something, paper bag is essential. Of course, if you can bring their own shopping bags are more environmentally friendly. However, many people will buy some food or forget to bring shopping bags. The paper bag apperence in people's eyes with very high frequency . Even without shopping, when looking at the friends, colleagues, etc use a paper bag, you will be noticed on the logo.



Display Ad



My inspiration of advertising design from Alibaba has a lot of subsidiaries and businesses, which is the most representative of Taobao and T-mall. Advertising of background shows Alibaba Group constituted, a collection of all the subsidiaries logo.



Poster



Alibaba is a company provides sales services, this poster is designed for the recent event called singles' day shopping festival or double 11 shopping festival. Since 2009 alibaba's sub company using November 11th to promote online shopping gives biggest discount ever. This year's alibaba sold 57.1 billion CNY (9.32 billion US dollar) of goods on November 11.



