

Hisense

visual identity

VERSION 1.0

Brand Guidelines
& Corporate Visual Identity

bro and



Hi



These are our guidelines. They are for our beloved staff, designers, strategists, copywriters, managers, programmers, third party partners – anyone who needs to know anything about the Hisense brand.

Yes, that means you too.

The image features a teal background with white line art patterns, including wavy lines, circles, and geometric shapes. A large, bold, black letter 'T' is centered in the upper half. Overlaid on the 'T' is the text 'Our Brand' in a white, sans-serif font.

Our Brand

Our brand matters.

Brand is what enables us to tell our story, influence how people perceive us, and empower us to be more than just a product. We have already come so far, but our destination becomes more ambitious each day. With a vivid and unforgettable look, a striking and human voice, and a consistent and unified brand, we're now making leaps instead of strides.

Our brand is ripe with potential. And the more we speak with one voice, the more powerful it becomes. But it must be thoughtfully supported and applied with care.

These guidelines will show you how.

Our Brand

Our brand platform. The nucleus of Hisense's strategy. The throughline that connects our messaging, design, and brand identity. It's the underlying current behind everything we do. And we do a lot.

Brand Values

Hisense is a brand that prides itself in bringing innovation to the masses. We believe in making lives better for everyone with incredible innovation, accessible technology, and reliable solutions for homes (and beyond) around the world.

Vision

To be a century-old company and to become the most reliable brand in the world.

Mission

To pursue scientific and technological innovation, take the lead in the advanced manufacturing with intelligence as the core, and bring happiness to millions of families with high-quality products and services.

Values

Integrity • Innovation • Customer Focus • Sustainability

Spirit

Respect • Dedication • Innovation • Efficiency

We believe in a world
where everyone has
access to the best in
innovation.

Tone of voice

Tone of voice

Tone of voice

So, what's our tone of voice?

For Hisense, being real and honest becomes more than a tone of voice. It becomes our point of difference.

We prioritize Hisense's internal culture as much as its external culture with a refreshingly honest manifesto we can all get behind.

Rewriting the rules, inspiring change and mobilising all employees – bringing everyone along for the ride.

In a (hyphenated) word, it's straight-talking. So the thinking behind it needs to be too.

Cut the overcomplicated jargon and keep it relatable. To the point. But do it with bags of personality.

Use common words to say uncommon things.



Smart
Fun
Inviting
Relevant
Honest

Tone of voice

We express our personality through 5 core characteristics.

Smart

Straight-forward and easy to understand. Savvy and self-aware. We talk with clarity and confidence.

Fun

Engaging, witty, and playfully provocative. Taking people from 'hmm?' to 'aha-ha!' in a heartbeat.

Inviting

Easy-going with a conversational flow. Speaking directly to the audience. Writing stuff they want to read.

Relevant

We are fluent in people. Living in real time, in the real world and saying things like real people would.

Honest

Rooted in realness. Straight-talking, no B.S. We aren't afraid to take a stance.

What we stand for is how we stand out

For Hisense, being real and honest becomes more than a tone of voice. It becomes our point of difference.

We prioritize Hisense's internal culture as much as its external culture with a refreshingly honest manifesto we can all get behind.

Rewriting the rules, inspiring change and mobilising all employees - bringing everyone along for the ride.

Hisense is distinctive by difference.

Our straightforward, playful and authentic tone creates standout, impact and disruption.

And in this turbulent, post-hype and truth age, this becomes an increasingly relevant brand tool to build a powerful creative platform.

Them

Confusing

Use jargon

Bombard us with messaging

Intellectualize and over-philosophize

Overshare

Talk the talk

Nonsense

Us

Clear

Use relatable language

Use targeted clear messaging

Talk on your level

Share what you want to know

Walk the walk

Hisense

How we talk

**Quantum ULED.
You won't believe
your eyes.**

Which is why we wrote this ad.

**Multi-zone airflow
ensures even temp.
distribution.**

Also keeps your wine chilled.

**Oh great, another ad for TVs.
Why is it all flying parrots
and fantastic promises?
What happened to quality
advertising? Ads that keep
it simple. That's all you're
asking. You don't need more
metaphors for color!**

**Let's get real.
The best TV under
\$1000 should just be
called 'the best TV'**

The image features a teal background with various white geometric patterns, including circles, lines, and a starburst shape. A large, bold black number '2' is centered on the page. Overlaid on the '2' is the text 'Our Logo' in a white, sans-serif font.

Our Logo

Say hello
to our **logo.**



Hisense

Hisense Logotype

If there is anything we hold sacred, it's this.

The Hisense mark is the most recognizable asset of the Hisense brand. This defining element is our official logo and must be used in all above-the-line marketing materials and products.

Download the Hisense logo.

[Download Fonts](#)

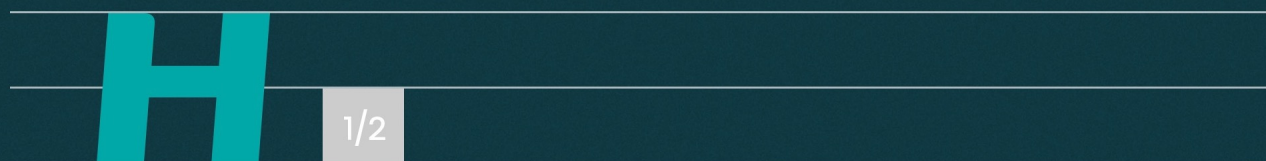
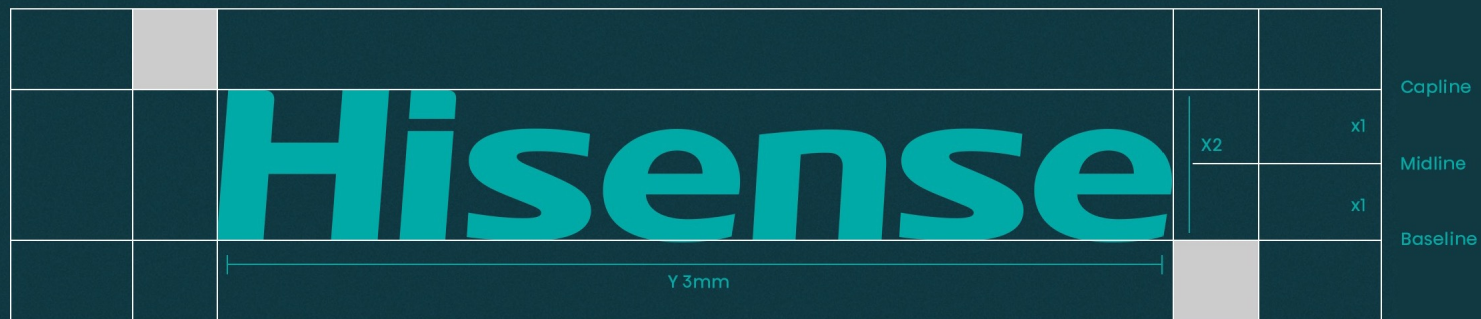
Hisense

Hisense

Hisense

Logotype Clearspace

As our most important asset, the Hisense logotype should always be afforded with its own space to shine, while ensuring maximum readability. Please maintain the minimum clearspace area surrounding our logotype. Observe the values shown on the right and follow strictly.



Joint Partner Logo Lockups

The same clearspace rules apply for our logo when paired side by side with a valued partner. Please make sure the partner logo is of equal weight to our logomark.

Should the partner logo contain a symbol, please ensure that it does not exceed the height of $y1$. Also, in this case, the clearspace area will be extended at the top and bottom of the symbol by the factor of x .



EXAMPLE



Logo Applications

Primary application

Use the green logo on only white backgrounds



Monotone application black / white logo

Use black logos on light backgrounds and white logos on dark backgrounds or images



Secondary application color backgrounds

Use the white logo on Hisense green or secondary colors found



The background is a solid teal color. It features a repeating pattern of white, thin-lined geometric shapes, including circles, triangles, and irregular polygons. A large, bold, black number '3' is centered on the page, partially overlapping the text.

Color Palette

Hisense's color palette is balanced and considered, allowing for a range of distinct approaches. With the foundational Hisense Green and Hisense Regal Green, as well as a diverse selection of supplementary colors, the Hisense palette stays true to the core of the brand while bringing in a kick of attitude and style. We're ready for tomorrow.



Hisense

Colors Core Colors



Our primary palette is at the core of our brand identity and should be used for any static or one-off, brand-focused executions.

Hisense Green C 100 R 0 #00AAA6
M 0 G 170
Y 44 B 166
K 0

Rain Green C 100 R 0 #006664
M 0 G 102
Y 2 B 100
K 60

Regal Green C 76 R 16 #103A42
M 12 G 58
Y 0 B 66
K 74

Dark Gray C 69 R 56 #383838
M 62 G 56
Y 61 B 56
K 54

Carbon Black C 0 R 35 #232323
M 0 G 35
Y 0 B 35
K 86

Grays C 10 R 227 #E3E3E3
M 7 G 227
Y 7 B 227
K 0

C 22 R 199 #C7C7C9
M 17 G 199
Y 16 B 201
K 0

C 34 R 171 #ABABBO
M 28 G 171
Y 25 B 176
K 0

C 48 R 140 #8C8F8F
M 38 G 143
Y 39 B 143
K 3

C 65 R 82 #525454
M 56 G 84
Y 56 B 84
K 32

Light Gray C 4 R 240 #F0F2F2
M 2 G 242
Y 3 B 242
K 0

White C 0 R 255 #FFFFFF
M 0 G 255
Y 0 B 255
K 0

Colors Secondary Colors



The secondary palette may be used in supportive situations. Use for short lifespan event focused materials or special campaigns.

Mauvel Pink C 0 R 240 #F0A8A9
M 30 G 168
Y 30 B 169
K 6

Carmine Red C 0 R 240 #F05B71
M 62 G 91
Y 53 B 113
K 6

Jasper Red C 0 R 216 #D83A49
M 73 G 58
Y 66 B 73
K 15

Violet Red C 0 R 138 #8A2E3B
M 67 G 46
Y 57 B 59
K 46

Cyber Yellow C 0 R 255 #FFD401
M 17 G 212
Y 100 B 1
K 0

Mikado Yellow C 0 R 255 #FFC20F
M 24 G 194
Y 94 B 14
K 0

Crayola Orange C 0 R 253 #FDAF17
M 31 G 175
Y 91 B 23
K 1

Carrot Orange C 0 R 225 #E1861B
M 40 G 134
Y 88 B 27
K 12

Moon Stone C 42 R 118 #01A6AC
M 7 G 190
Y 0 B 204
K 20

Maxi Green C 58 R 80 #50B7C0
M 5 G 183
Y 0 B 192
K 25

Munsel Green C 99 R 1 #01A6AC
M 4 G 166
Y 0 B 172
K 33

Dark Cyan C 99 R 1 #018792
M 8 G 135
Y 0 B 146
K 43

Steel Purple C 15 R 188 #BCBFDD
M 14 G 191
Y 0 B 221
K 13

Wild Yonder C 29 R 151 #97ADD6
M 19 G 173
Y 0 B 214
K 16

Ube Purple C 35 R 121 #797EBB
M 33 G 126
Y 0 B 187
K 27

Liberty Purple C 48 R 88 #585EAA
M 45 G 94
Y 0 B 170
K 33

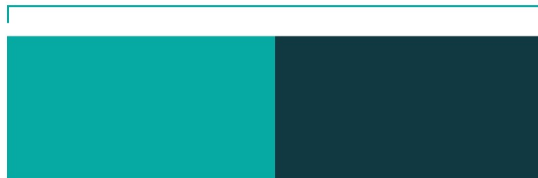
Colors Balance & weighting

Hisense's color palette is balanced and considered, allowing for a range of distinct approaches. With the foundational Hisense Green and Hisense Regal Green, as well as a diverse selection of supplementary colors, the Hisense palette stays true to the core of the brand while bringing in a kick of attitude and style.

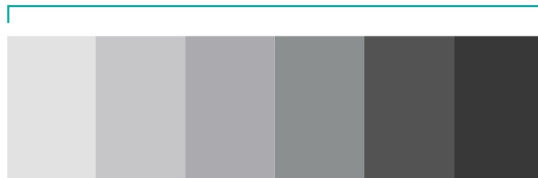
Weighting these colors properly is key. **Regal Green** can be interchanged with **Rain Green**, **Carbon Black**, **Dark Gray**, or one of the **secondary colors** on special occasions.

The "Hisense light" weighting is preferred for most general applications.

Max.
Hisense Green + Hisense Regal Green



Max.
3 neutrals (exl. white)



Hisense light

Hisense Green ≤ 5%

The ratio of Hisense green at ≤ 5% in combination with either Regal Green, Carbon Black, Dark Gray or white



Hisense moderate

Hisense Green + Hisense Regal Green 5-70%

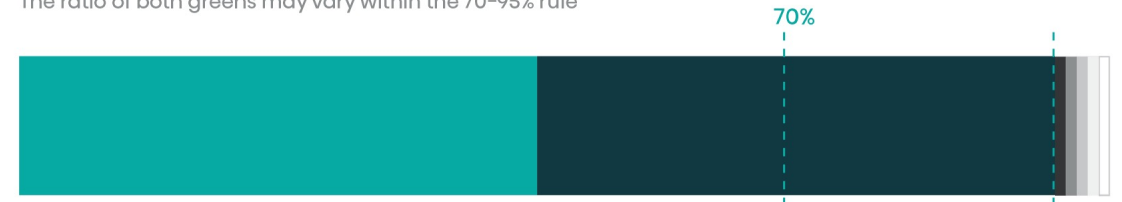
The ratio of both greens may vary within the 5-70% rule



Hisense heavy

Hisense Green + Hisense Regal Green 70-95%

The ratio of both greens may vary within the 70-95% rule



Colors Do's & Don'ts

Be mindful of WCAG compliance. Color pairings should have enough contrast for readability and accessibility.

✓ do



✗ don't



Colors Do's & Don'ts

Be mindful of WCAG compliance. Color pairings should have enough contrast for readability and accessibility.

✓ do



✓ do



✗ don't



✓ do



✗ don't



✗ don't



The background is a solid teal color. It features a pattern of white outline letters, including 'A', 'O', 'S', and 'Z', scattered across the surface. A large, bold, black number '4' is positioned in the center of the image, partially overlapping the word 'Typography'.

Typography

Typography

As a global brand with the need to communicate with great flexibility, precision and consistency, the type and typography we use should never be taken for granted. That's why we have **Hisense Alfabet** and **Noto Sans**. Used for our Latin alphabet, Hisense Alfabet's geometric qualities speak to the precision and detail inherent in both our products and the experiences we provide consumers. **And, because it can be used for the vast majority of our platforms and services, this typeface unifies our brand communications.**

For languages that Hisense Alfabet doesn't cover, we have Noto Sans. With a language support that no other typeface offers, the neutral Noto Sans seamlessly harmonizes with Hisense Alfabet when used at the right weights. Together, these typefaces demonstrate that we're not just another brand. And we never will be.

The image shows the letters 'A' and 'a' in a bold, geometric, sans-serif typeface. The letters are dark teal with a lighter teal outline, creating a double-effect. The 'A' is uppercase and the 'a' is lowercase. The design is clean and modern, reflecting the brand's aesthetic.

Hisense Alfabet

Hi

Ao

Hisense Alfabet

BOLD MEDIUM REGULAR LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Typography plays a pivotal role in the **Hisense style**. Using our font family will help set brand consistency in all our communications.

Download the font family and intro video.

[Download Fonts](#)



Hisense Alfabet looks great when you go big and bold with it.

Don't hesitate to use Hisense Alfabet as a complimentary design element. Our font was designed to make big time statements, so have fun integrating it into your artwork and creatively layer it with other design elements, models or product photography.

<p>H1 Alfabet Bold Size: 37pt Leading: 44,4pt</p>		<p>abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£\$%^&*()_+[]“”{}«\</p>
<p>H2 Alfabet Med Size: 37pt Leading: 44,4pt</p>		<p>abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£\$%^&*()_+[]“”{}«\</p>
<p>H3 Alfabet Reg Size: 37pt Leading: 44,4pt</p>		<p>abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£\$%^&*()_+[]“”{}«\</p>
<p>T1 Alfabet Light Size: 37pt Leading: 44,4pt</p>		<p>abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@£\$%^&*()_+[]“”{}«\</p>

Typography

Headline

Hisense Alfabet Medium | Regular



Subhead

Hisense Alfabet Regular



Paragraph

Hisense Alfabet Light



Call to action

Hisense Alfabet Regular



Typographic Hierarchy

Introducing the brand of the people.

Democratizing innovation since 1969.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum vel suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing.

Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing.

[Learn More](#)



Depending on your design, you have the option of 'medium' or 'regular' weights for headline.



Subheads, which are optional, should be set at 55% of your headline



Body text should also be set at 33% of your headline and 60% of your subhead.

Type suite

Headlines

Hisense Alfabet Medium

Line height:
x 1.14

(flexibility to set
large headlines
slightly tighter)

Kerning:
Optical
-35

Brand guidelines state:
If the font size is above 50pt, multiply the
line height by .95 to get the leading.

This is too tight and the descenders
often touch ascenders. The example
to the left is set at 108pt/124pt or 1.14

Secondary line

Hisense Alfabet Regular

Line height:
x 1.25

Kerning:
Optical, -25

Kerning is opened up slightly for smaller
text sizes.

Body copy

Hisense Alfabet Regular

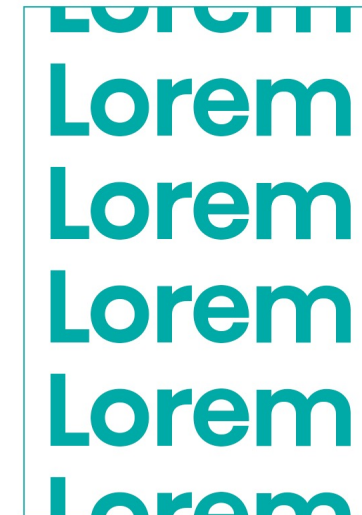
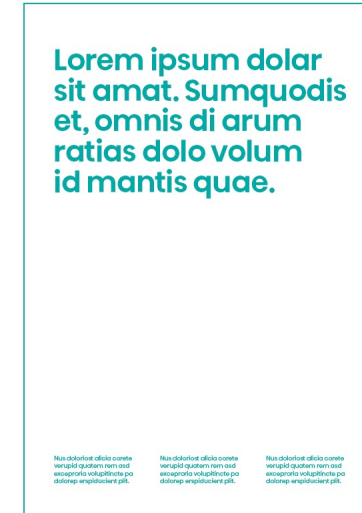
Line height:
x 1.35

Kerning:
Optical, -10

Kerning is opened up slightly for smaller
text sizes.

The Layout

When laying out typography, don't be afraid to keep things simple. Make it punchy and not too intricate or complex. Avoid using more than 3 type styles and make sure to keep things tight and organized.



If the font size is above 50pt, multiply the leading by .95 to get the leading.*

If the font size is between 30pt and 50pt, multiply it by 1.05 to get the leading.

When the font size is between 20pt and 29pt, multiply it by 1.2 to get the leading.

When the font size is below 20pt, the leading should be considered based on column width, length, weight, and most importantly, context.

Hisense Alfabet
50pt / 47.5pt
-20 tracking

*For typesizes over 100pt, leading should be considered based on column width, length, weight, and most importantly, context.

Hisense Alfabet
30pt / 31.5t
-10 tracking

Hisense Alfabet
20pt / 24pt
-5 tracking

Hisense Alfabet
12pt / 16pt
0 tracking

If the font size is above 50pt, the tracking should be -20.*

If the font size is between 30pt and 50pt, the tracking should be -10.

When the font size is between 20pt and 29pt, the tracking should be -5pt.

When the font size is below 20pt, the tracking should be considered based on column width, length, weight, and most importantly, context.

Hisense Alfabet
50pt / 47.5pt
-20 tracking

*For typesizes over 100pt, leading should be considered based on column width, length, weight, and most importantly, context.

Hisense Alfabet
30pt / 31.5t
-10 tracking

Hisense Alfabet
20pt / 24pt
-5 tracking

Hisense Alfabet
12pt / 16pt
0 tracking

The background is a solid teal color. It is filled with a repeating pattern of white line-art. The patterns include various letters and geometric shapes, such as circles, squares, and triangles, some of which are partially filled or outlined. The overall effect is a dense, abstract, and modern graphic design.

Iconography

The background is a solid teal color. It features several white line-art patterns: a large number '6' in the center, a starburst shape in the upper right, a plus sign in the lower right, and various circles and abstract shapes scattered throughout. The word 'Photography' is written in a white, sans-serif font, centered horizontally and partially overlapping the large number '6'.

Photography

Product Photography

We are our products. Therefore, the art of introducing our products to the world is crucial to how consumers will perceive our brand. We should always aim to present our products in the most flattering light, and there are three go-to aesthetics we practice to do so.

Base Aesthetic

The Base Aesthetic displays our product in its truest form without distraction. Here, we are presented with a naked product – sitting on white, black, or another flat colour available in our palette suite.

However, do not let the concept of simplicity downplay its importance.

How we lean on the design of the product ID, its angles, light, and shadow will dictate just how impressionable our product is.

Aspirational Aesthetic

The Aspirational Aesthetic incorporates modern art, contemporary furnishings, and dreamy colour palettes to hero our higher end products in an aspirational light.

The chic décor and ambiance of the surrounding environment serves as a way to heighten the thoughtful industrial design choices that help make up our products' character.

This aesthetic heightens the perceived value of our most celebrated products.

Lifestyle Aesthetic

While the 'Aspirational Aesthetic' leans on more modern/dreamlike environments, the "Lifestyle Aesthetic" focuses on more relatable, family settings.

The most notable difference will be that these environments should include people in real world situations around our product.

Thoughtfully cast models should represent our consumer base and be naturally utilized in ways that tell an emotive story through how they sit, stand, or interact with the product together.

Base Aesthetic

Once more, the Base Aesthetic relies on nothing more than the product ID, lighting, and position.

Common Uses

Packaging Materials

Carousel Images on PDPs

Key Visuals relying on typography

Diagrams to highlight features

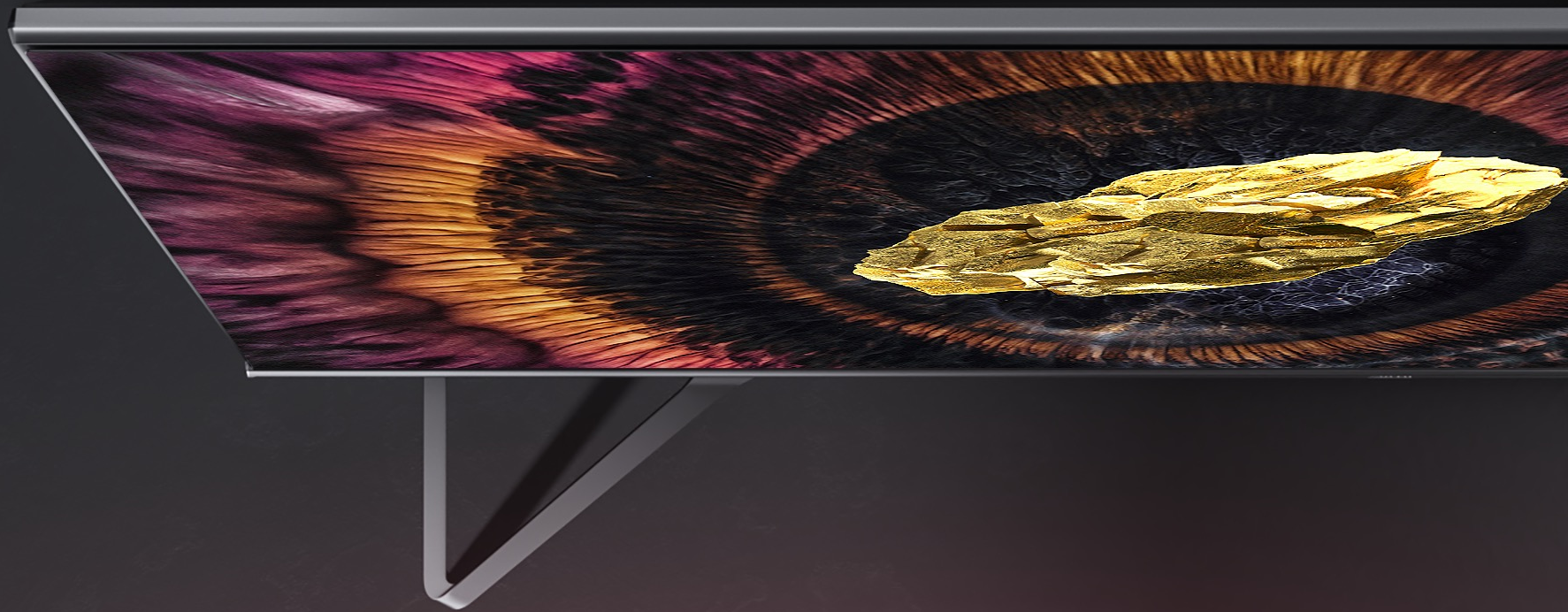
TIP# 1

Always look to include shadows underneath our product. The provided depth from a simple shadow makes our product feel more real and can add a bit of gravitas to its presentation

TIP# 2

Make a statement with our product through the way its positioned in frame. Certain angles can offer a more dramatic and bold presentation.







Hisense

Roku TV

BASE AESTHETIC

Back to



U7G ULED TV

football

Smooth like butter action

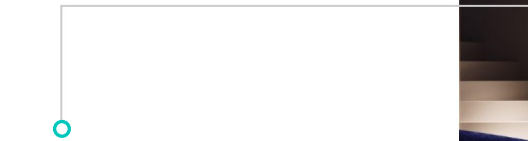
in 4K Quantum Dot Glory

Aspirational Aesthetic

There is no more important subject in our visuals than our product. When highlighting the product, it's important that we accentuate its best features, focusing on the highlights of its industrial design.

No matter the series, middle or high-end, we should always aim to make our product feel premium. Please pay special attention to dynamic lighting, material textures, and environmental surroundings to achieve this.

Regardless if the imagery is produced through actual studio photography or rendered artificially in 3D, the artist should keep these points top of mind.



Reference how lighting is used in these specific examples. Dynamic shadows add a more dramatic ambiance, while light from the display bleeds naturally into the environment. Despite having numerous items within the scene, the product maintains its position as the clear hero of the visual.



Aspirational Aesthetic

Environments

Where our products are displayed is immensely important. The chosen environment will have a direct impact on how the product is perceived.

While we want all our products to feel premium, there should still be some slight differentiation between different tiers of product.

For high-end products

Look to utilize chic furnishings and more premium materials like wood, marble, and classy metals. The ambience can be a little darker and more dramatic to establish a more serious tone for the product.

For lower-tier products

the surroundings can be more colorful and youthful. Vibrant, lighter, and playful. Furnishings should feel modern and full of personality.



ASPIRATIONAL AESTHETIC

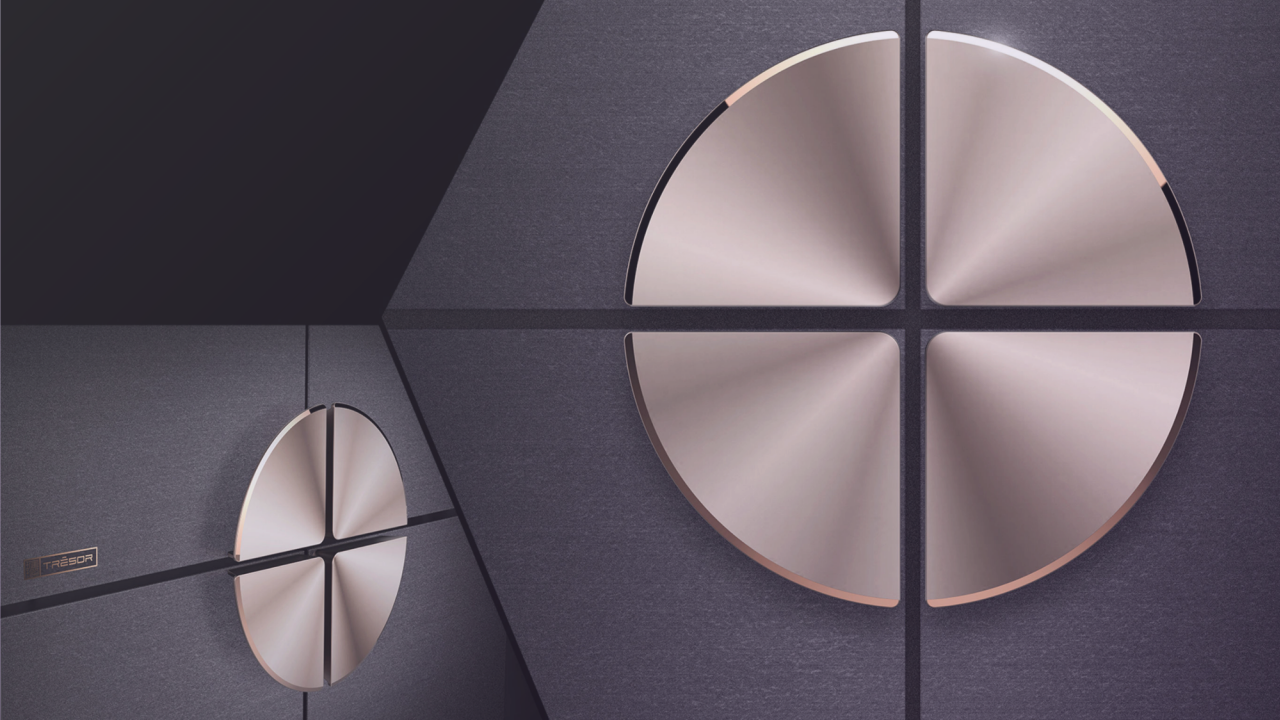


ASPIRATIONAL AESTHETIC



ASPIRATIONAL AESTHETIC





TRÉSOR

