

RPDC  
Design Week  
小红书设计周

InAward  
小红书  
设计大赛

小红书





小红书设计周是小红书产品设计部于 2021 年发起的，聚焦设计讨论与交流的 IP 活动。

2024 年，我们举办了 InAward 小红书设计大赛来作为小红书设计周的赛事承接，二者的关系，通过标识设计的呼应得以体现。



RPDC Design Week is an IP event launched by RPDC in 2021 to focus on design discussion and communication.

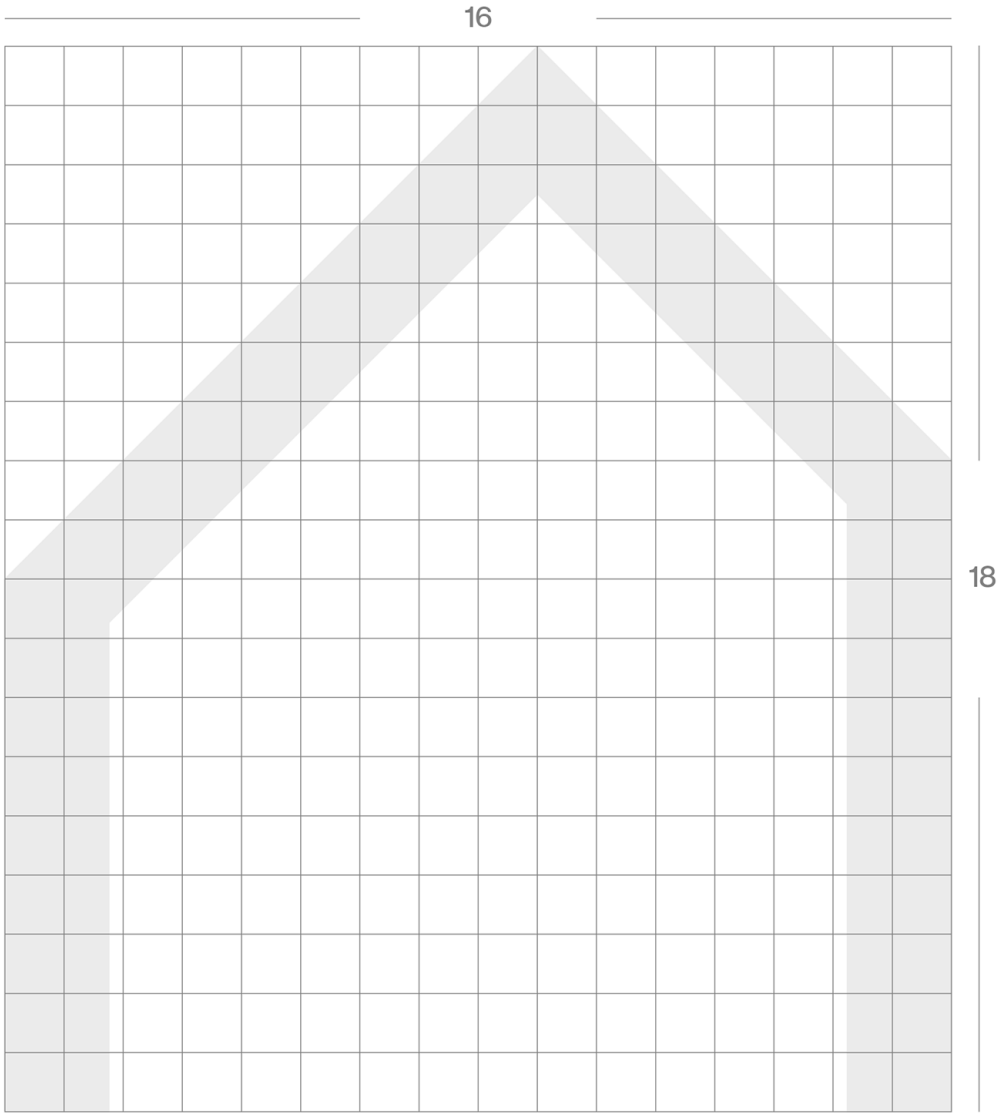
In 2024, we held the InAward as an event for RPDC Design Week, and the relationship between the two is reflected in the logo design.

图形比例  
Proportion

8:9

线条宽度  
Thickness

1:9



# Part 1



基于既有的标识符号，我们重新梳理了小红书设计周层层递进的图形系统，应用于不同尺度的界面。

Based on the existing identifiers, we reorganized the progressive graphic system of RPDC Design Week and applied it to interfaces of different scales.

RPDC  
Design Week



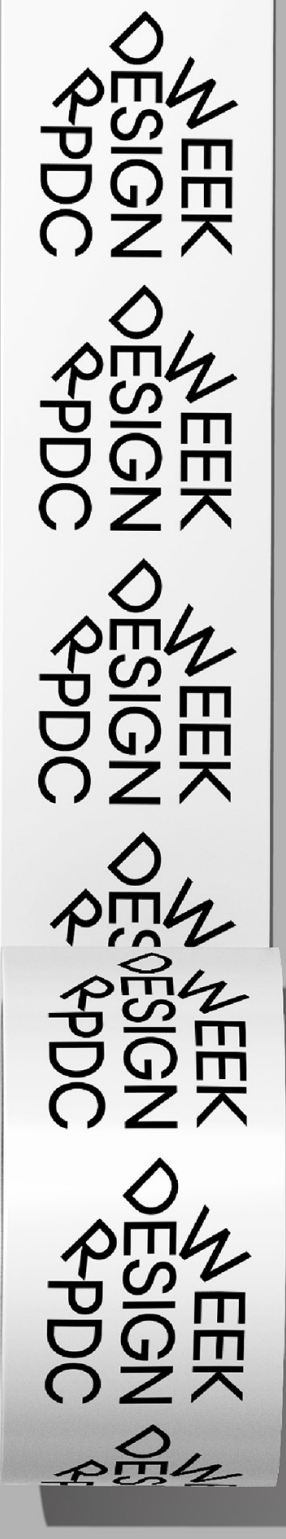
RPDC  
Design Week

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RPDC  
Design Week

RPDC  
DESIGN  
WEEK

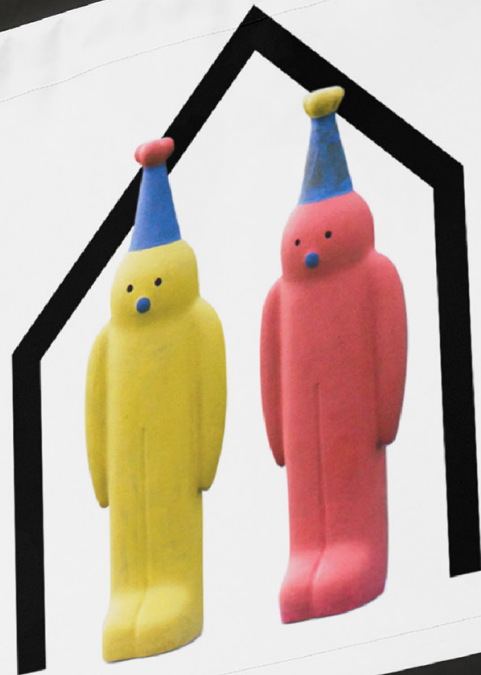




DAILY  
DESIGN  
设计日常

9.20-9.24

DESIGN  
WEEK  
R-PDC



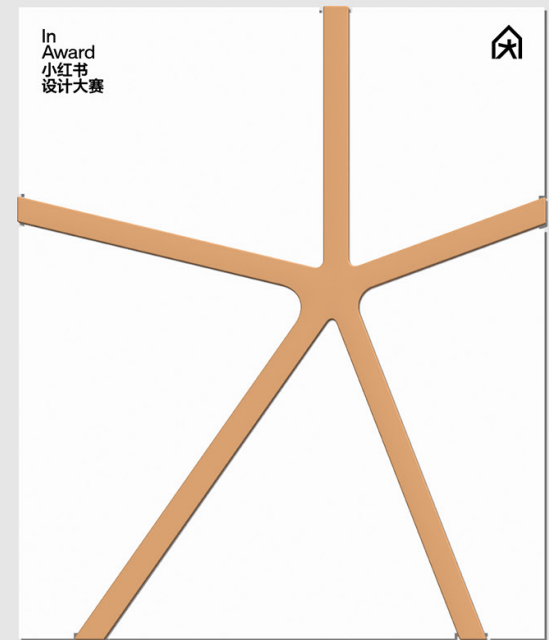
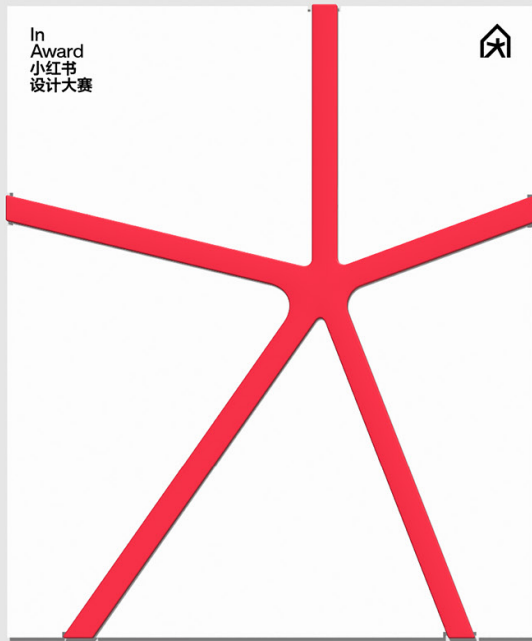
小红书

## Part 2

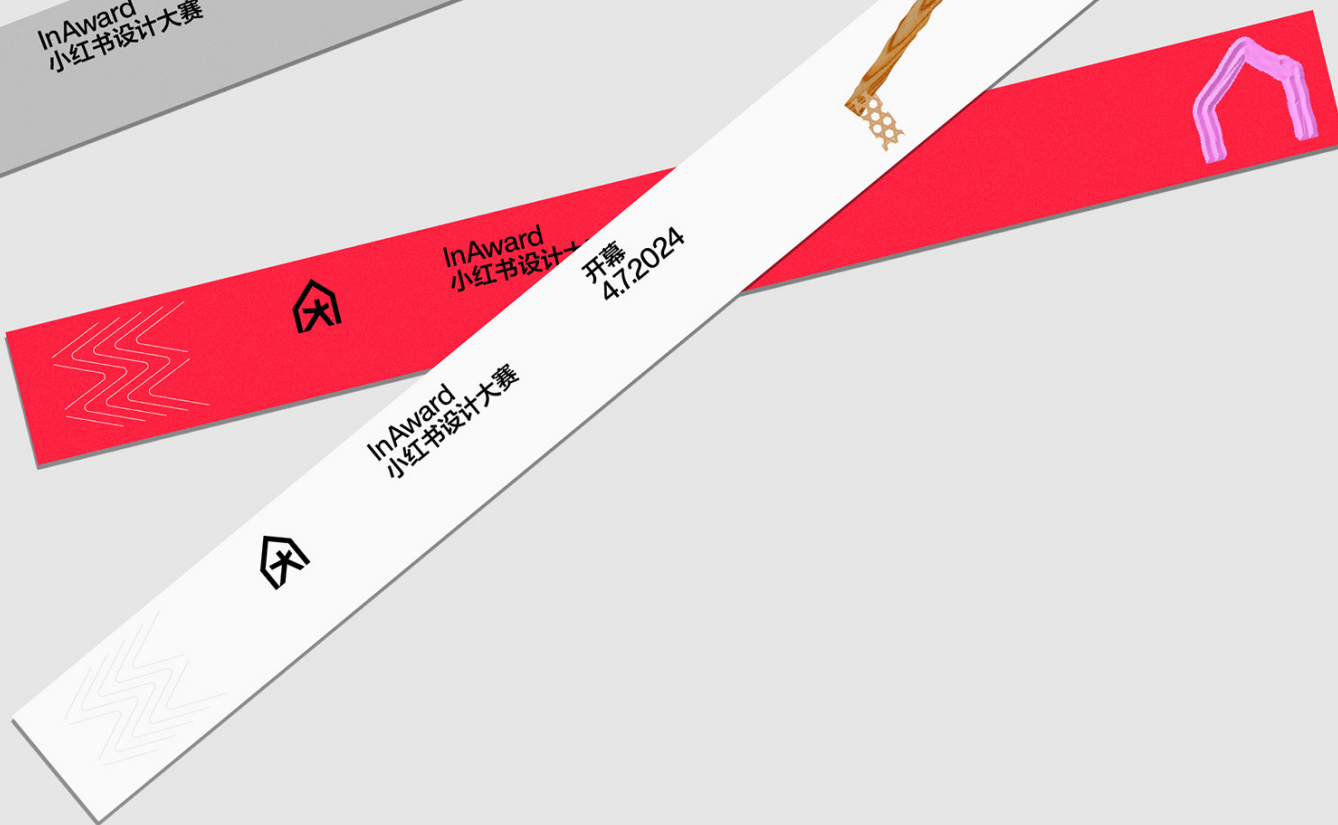
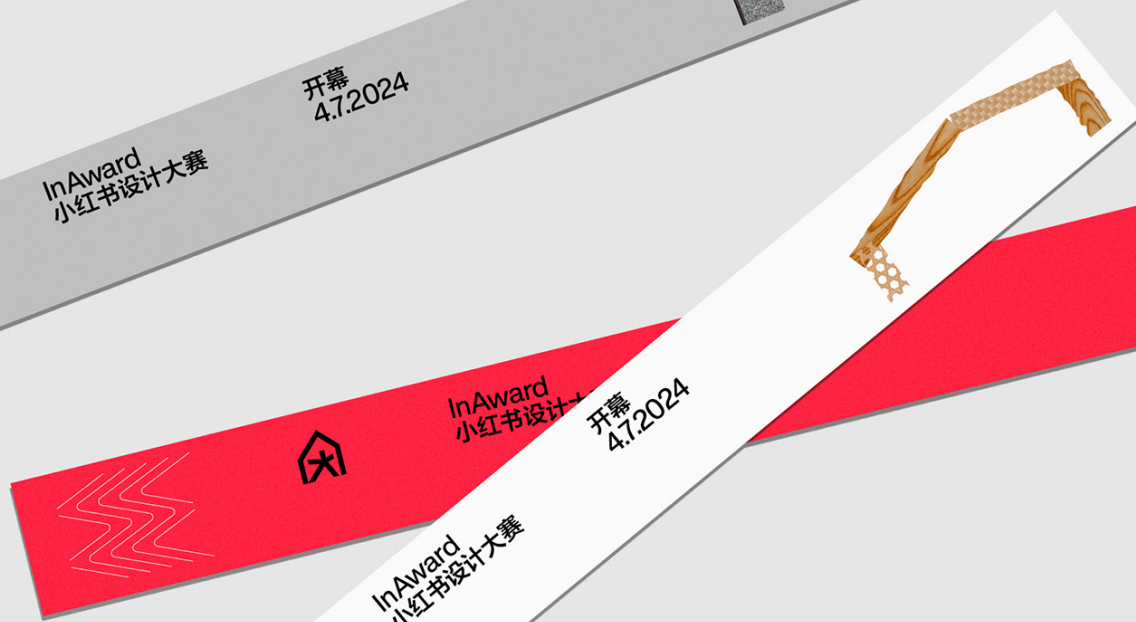
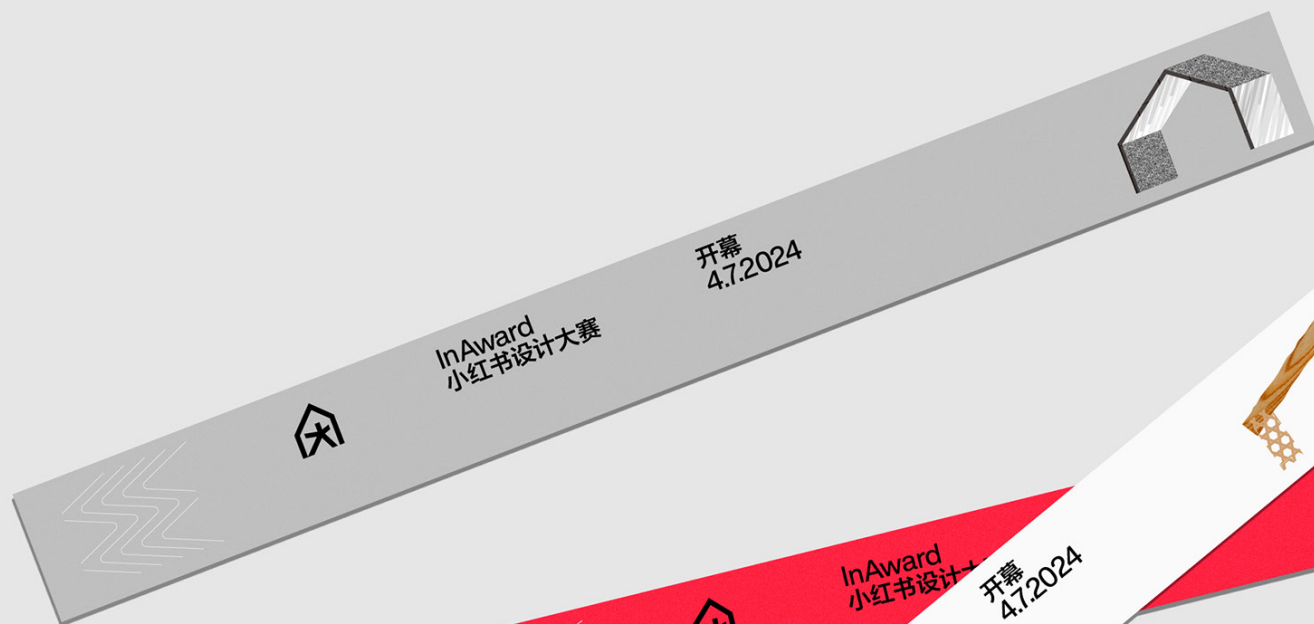


小红书设计大赛在标识设计上回应“in，在场”，直观表达“生活创意存在在设计之中”的理念。

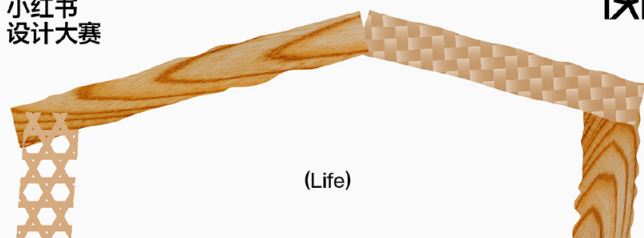
InAward responds to “In, be here” in logo design, intuitively expressing the concept of “Life creativity exists in design”.





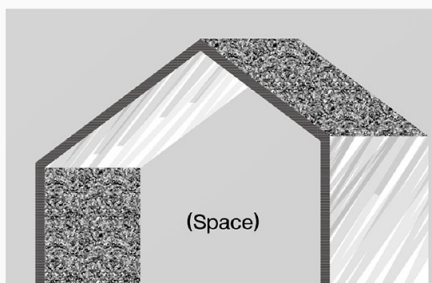


InAward  
小红书  
设计大赛



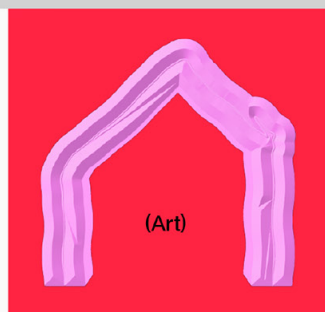
(Life)

Call for Entry  
4.7-5.17  
2024



(Space)

开放征集中  
4.7-5.17  
2024



(Art)

