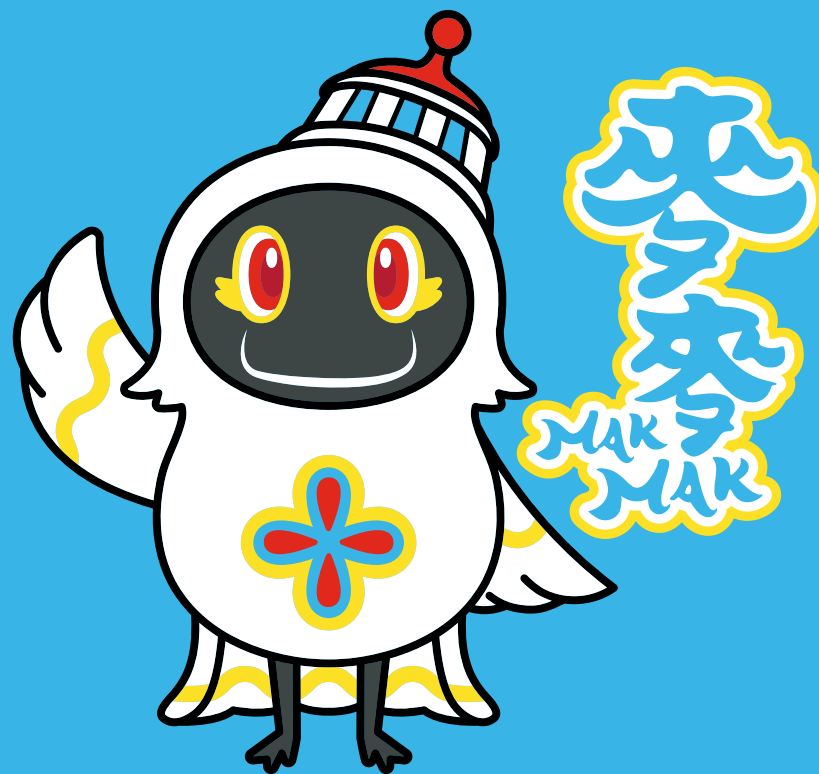
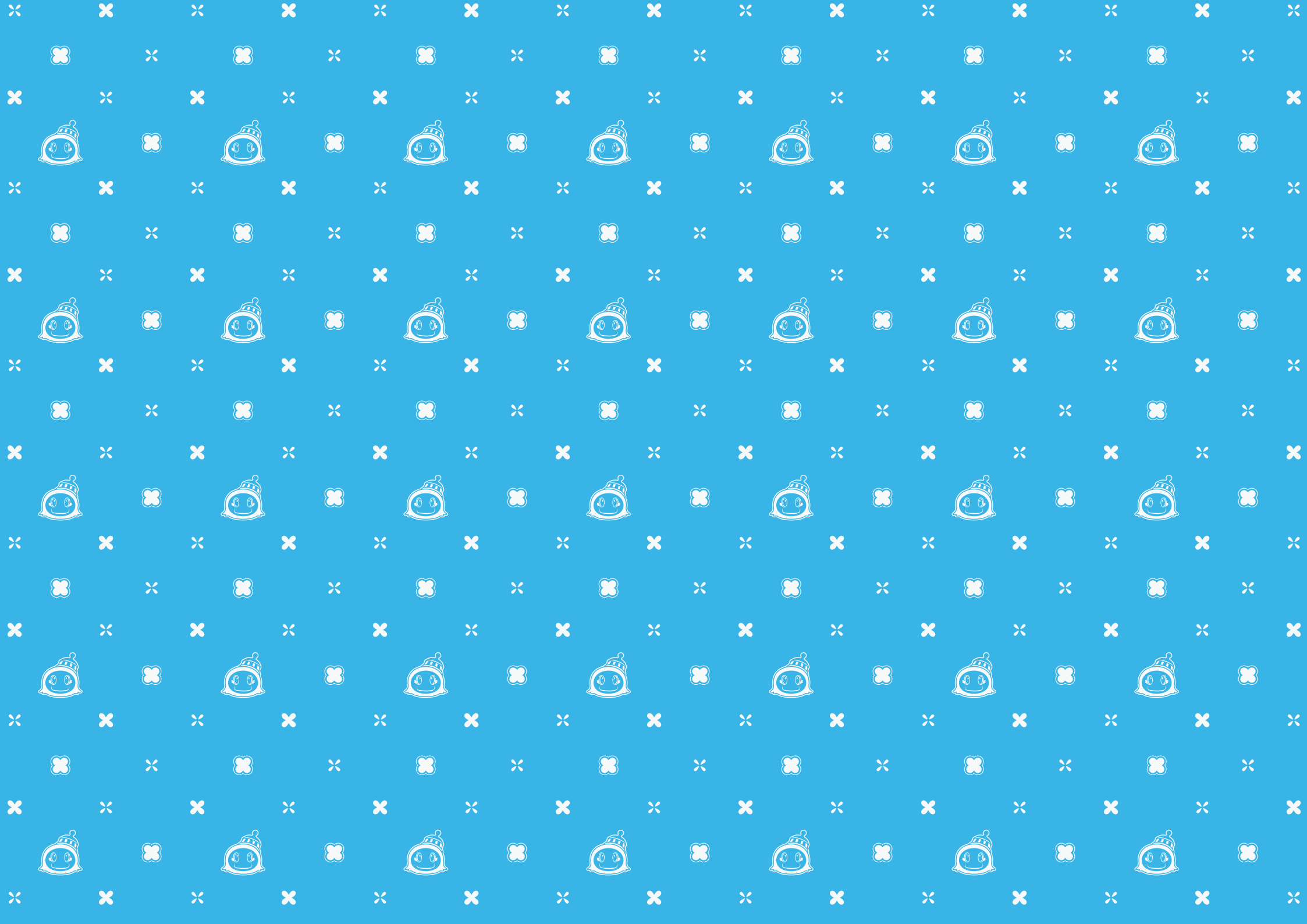
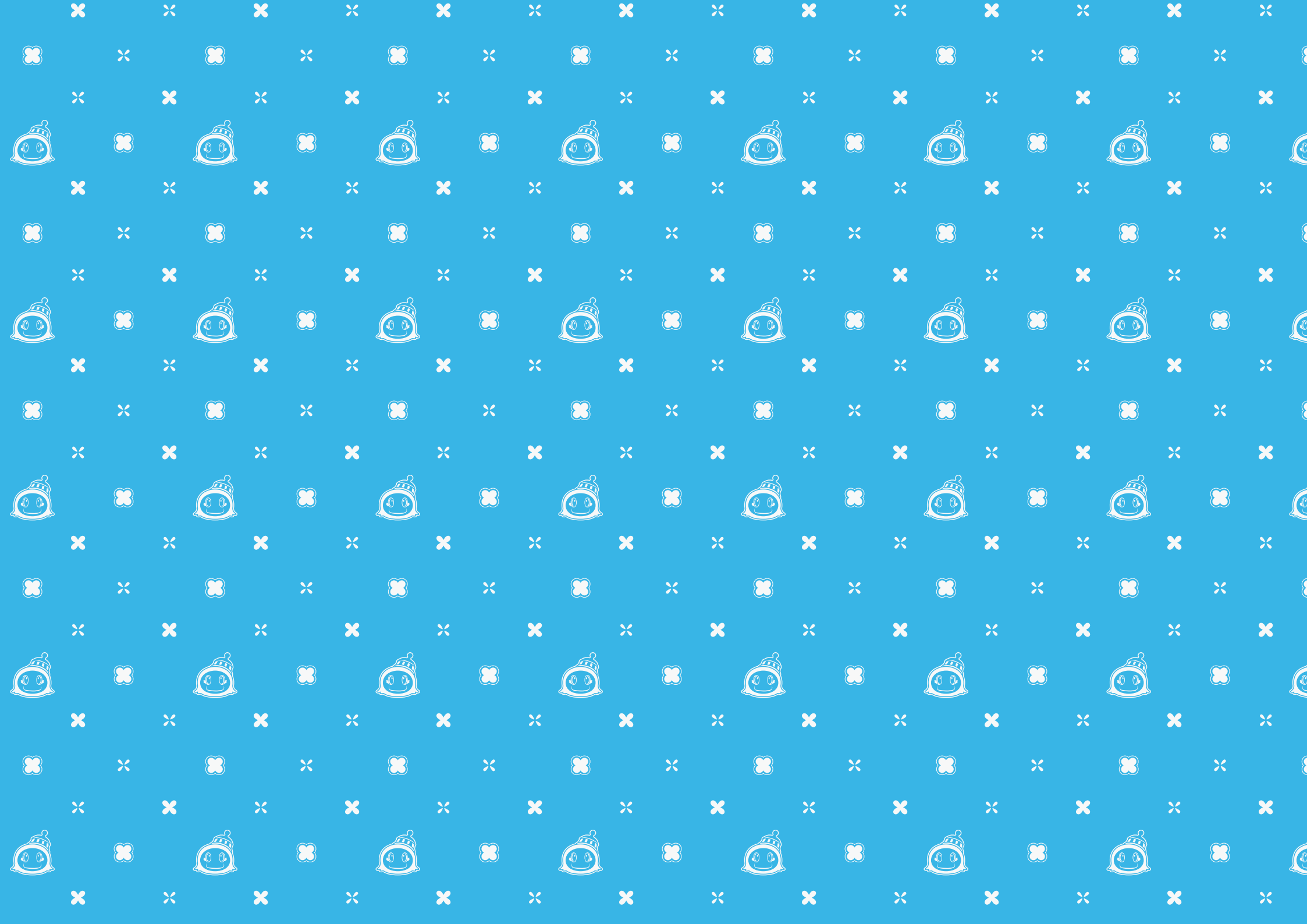


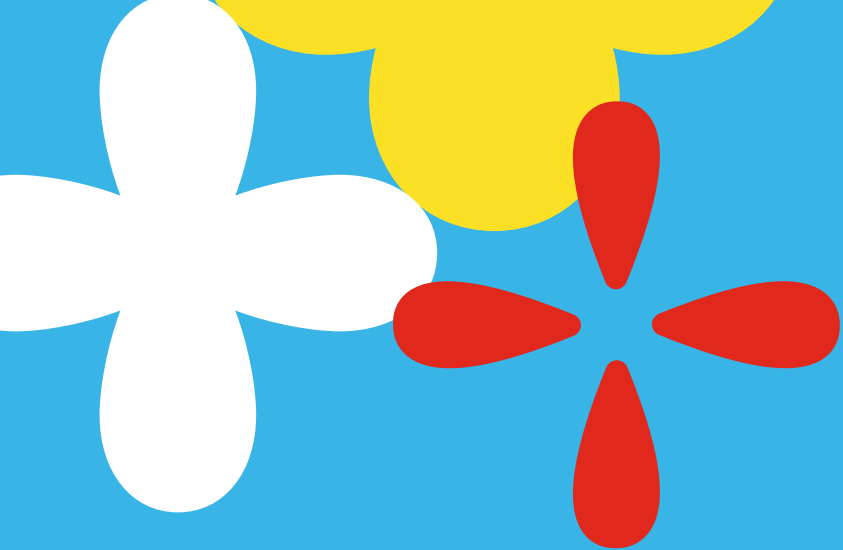
澳門旅遊吉祥物  
Macao Tourism Mascot



視覺識別手冊  
Visual Identity System Manual







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名字：麥麥（源自澳門葡文 MACAU 的首音節，諧音「麥麥」）

性別：女（雌性）

出生地：澳門

性格：樂觀、調皮、嘗試新事物

愛吃的食物：好吃的魚、果實和馬介休薯蓉

職業：澳門旅遊吉祥物

**Name:** Mak Mak (MACAU is the Portuguese name of the city. The name of the mascot was obtained from the first syllable of MACAU, pronounced as "Mak Mak".)

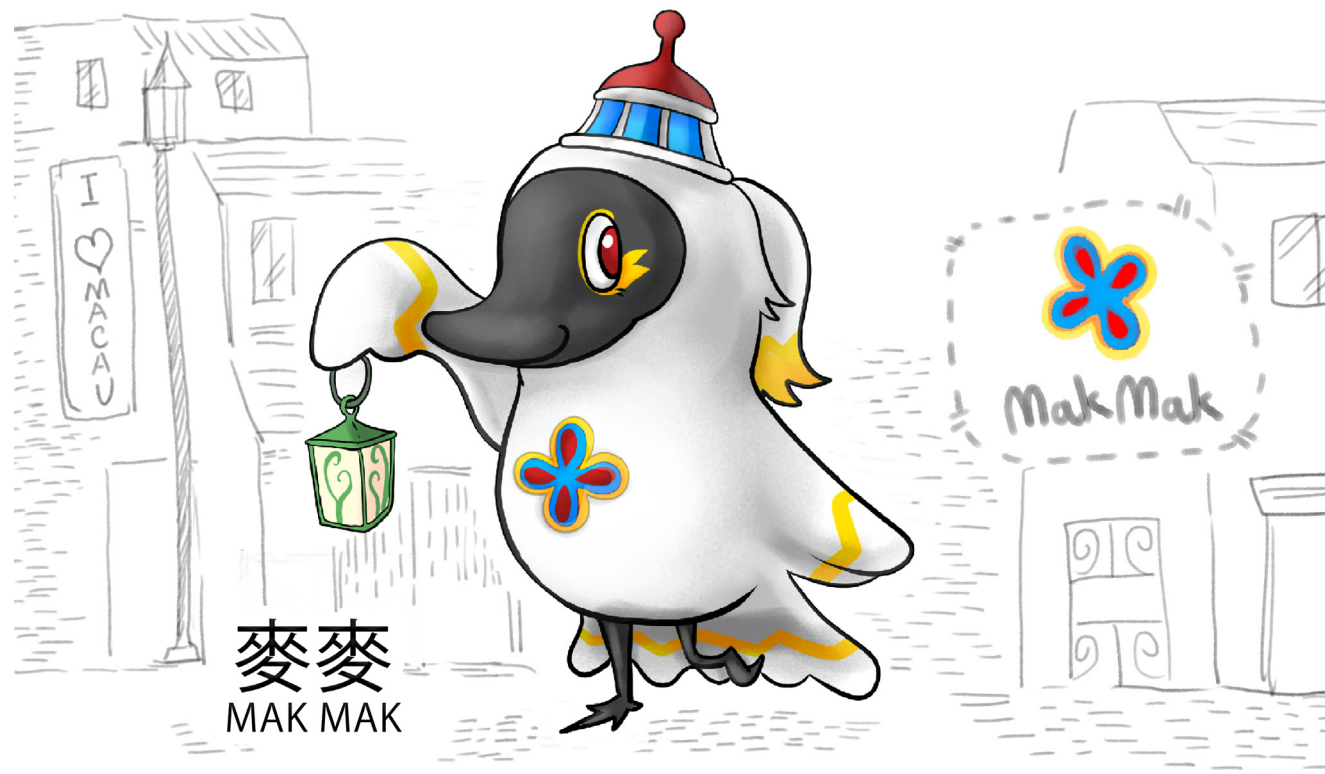
**Gender:** Female

**Place of Birth:** Macao

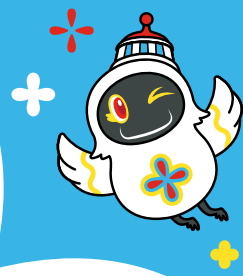
**Personality:** Optimistic, mischievous, adventurous

**Favourite Food:** Fish, nuts, codfish and mashed potato

**Occupation:** Macao Tourism Mascot



## 麥麥的歷史 History of Mak Mak



麥麥是一隻可愛又充滿個性的黑面琵鷺，形象靈感來自澳門的地標「東望洋燈塔」，象徵光明、方向與旅途的起點。她作為一位引路者，展現了勇敢探索、擁抱新事物的精神。

擁有遷徙天性的黑面琵鷺，就如同一位世界旅人。麥麥也樂於四處遊歷，肩負着推廣澳門使命的同時，把不同地方的故事與文化帶回澳門。她的造型採用灰、紅、黃、藍四種簡約而具歐陸風格的配色，搭配縮小比例的鳥喙，整體更顯親切可愛，便於大眾喜愛與識別。

麥麥誕生於一場公開比賽，擁有明確的角色故事與文化象徵。因此在優化時，我們保留了其原創精神與故事主軸，並在設計上作出專業升級。

本次麥麥優化計劃，不僅是一場設計上的升級，更是文化詮釋與系統構建的歷程。我們希望透過清晰可用的視覺語言，讓麥麥成為一個能被延續、被喜愛的角色。

從麥麥的比例到顏色，從故事到互動，每個細節皆是對麥麥的敬重與熱情。這不僅是澳門的旅遊吉祥物，更是向世界展現澳門本地文化自信的形象代表。

Mak Mak is an utterly endearing and spirited Black-faced Spoonbill. Her charming design draws inspiration from Macao's iconic Guia Lighthouse, representing a beacon of light, guidance, and the exciting start of a journey. As your friendly guide, she embodies a courageous spirit of discovery and wonderful enthusiasm for embracing all new experiences.

With the migratory spirit innate to the Black-faced Spoonbill, Mak Mak is a true global traveler. She delights in journeying far and wide, and while her mission is to share the wonders of Macao with the world, she also loves to collect and brings back stories and cultures from every corner of the globe. Her design features a simple yet sophisticated, European-inspired colour palette of grey, red, yellow and blue. Combined with her delicately scaled-down beak, these elements create an approachable and instantly lovable character, making her both endearing and easily recognisable to all.

Mak Mak was born from a public design competition, endowed with a rich backstory and profound cultural symbolism. Therefore, during the refinement process, we have meticulously preserved her original spirit and core narrative, while executing a professional enhancement of her design.

The Mak Mak enhancement project represents not merely a design upgrade, but a profound journey of cultural storytelling and systematic brand building. Our aspiration is to craft a clear and versatile visual language, transforming Mak Mak into an enduring and cherished character for years to come.

The Mak Mak enhancement project has been a labour of love and reverence, where every detail from her proportions and colour palette to her narrative and potential for interactions has been meticulously considered. She stands not merely as a tourism mascot for Macao, but as a confident ambassador of its unique local culture, proudly presented to the world.

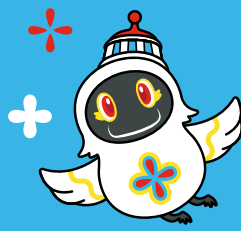


2018 年版本  
2018 Version



2020 年版本  
2020 Version

## 麥麥的歷史 History of Mak Mak



2025 年版本  
2025 Version

第一代設計在概念上極富原創性，展現了麥麥獨特的品牌精神，為後續發展奠定了良好的基礎。在色彩和視覺元素的使用上，或許可以考慮更精簡的方案，以利於商品製作和更廣泛的傳播。2020 年的版本在比例上做出了調整，使整體視覺更為平衡，增強其在實際應用中的便利性。

全新 2025 版本的麥麥「清晰、可愛、實用」，更簡化色彩、加強輪廓、優化結構。重繪後的麥麥更適合應用於各種比例與媒介之中，無論平面還是立體，都能保留視覺清晰與角色一致性。

The first design was conceptually profound in its originality, successfully capturing Mak Mak's unique brand spirit and laying a solid foundation for her subsequent development. However, a more streamlined approach to the colour palette and visual elements could be considered to better facilitate merchandise production and broaden its reach, efficiency and wider dissemination. The 2020 version introduced proportional adjustments that improved the overall visual balance, thereby enhancing its versatility in practical applications.

The all-new 2025 version of Mak Mak embodies clarity charm and versatility. With a simplified colour palette, enhanced outlines, and a refined structure, the redesigned Mak Mak performs excellently across various scales and media. She maintains perfect visual legibility and character consistency, whether presented in print or in three-dimensional formats.

我熱愛尋找有趣的事物並和朋友分享，也因為這個原因常常會飛到不知哪去了，比起在天空飛，我更愛晚上坐在草地上看星空。

I have a passion for discovering fascinating things and sharing them with my friends. Though this often leads me to wander off to who-knows-where, I must confess, I'd much rather spend my evenings sitting in the grass gazing up at the starry sky than soaring through the clouds.

### 探路者帽子 | Pathfinder Hat

以東望洋燈塔為設計概念的神奇帽子，儲存了所有澳門節日、旅遊及天氣變化的資訊。

A magical hat, inspired by the Guia Lighthouse, which holds within it the very essence of Macao, from its vibrant festivals, and travel delights to the shifting moods of its weather.

### 心口徽章 | Chest Badge

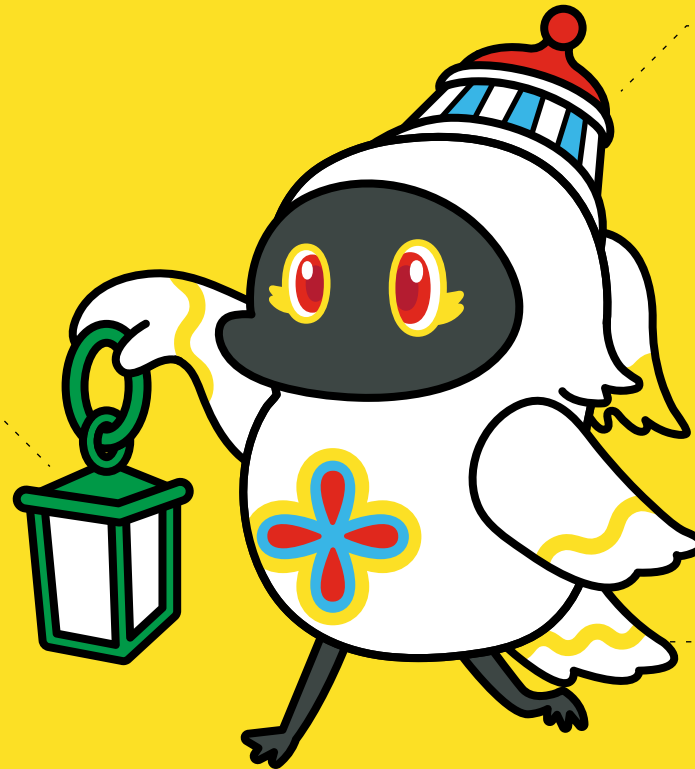
麥麥非常喜歡這個以聖母雪地殿堂窗戶為概念的徽章，每日出門前都會戴在心口前。

"Mak Mak" is utterly fond of this badge, inspired by the stained-glass windows of Chapel of Our Lady of Guia, and every day before heading out, she makes sure to pin it faithfully over her chest.

### 提燈 | The Lantern

這提燈在麥麥出生前就存在，對麥麥來說她最心愛的寶物。

This lantern existed long before Mak Mak was born, and to her, it has always been her most treasured possession.



2025 年版本  
2025 version

## 麥麥的歷史 History of Mak Mak



麥麥自幼成長於澳門，深受中西文化交融的熏陶。她活潑好動、熱愛冒險，常以輕盈的步伐飛越海洋與城市，收集沿途的趣聞，並熱情地把澳門這座城市的美好分享及傳遞出去。

不論是街頭巷尾、古蹟場景，或節慶活動中，總能看見麥麥歡樂的身影。麥麥不只是吉祥物，更是一位文化導遊，引領每一位旅人深入感受澳門的魅力與溫度。

麥麥極具親和力，適合與本地企業、文創商品或大型活動進行聯乘合作。在各種視覺設計中，應保留麥麥的完整形象，避免與其他圖像產生混淆。

本手冊是澳門旅遊吉祥物 - 麥麥的視覺識別手冊，請於製作廣告及設計時遵守本手冊的規則，以保持視覺形象一致。

Mak Mak was born and raised in Macao, a city that has gifted her with the unique fusion of Eastern and Western cultures. Naturally spirited and adventurous, she can often be seen gliding gracefully over oceans and cityscapes, collecting fascinating stories along her journey. With boundless enthusiasm, she delights in sharing and spreading the unique charm of her home city with everyone she meets.

From the charming alleyways and historic sites to the heart of vibrant festivals, Mak Mak's cheerful presence can always be found. More than just a mascot, she is a cultural companion, helping every traveler discover the warmth and unique charm of Macao.

Mak Mak's highly approachable nature makes her an ideal partner for collaborations with local businesses, cultural creative products, or major events. In all visual designs, her complete image should be preserved to maintain clarity and prevent any visual confusion with other graphical elements.

This manual serves as the definitive visual identity guidelines for Mak Mak, the official tourism mascot of Macao. All materials created for advertising and design purposes must strictly adhere to the rules set forth in this guide, ensuring the consistency and integrity of our visual identity.

為強化麥麥的表現力，我們設定了三個標準造型：

**標準造型 1：**

正面迎人、微笑揮手，是麥麥最具代表性的招牌形象。

**標準造型 2：**

側身踏步、手提燈前行，展現探索精神與自信風範。

**標準造型 3：**

單眼眨起、雙翼微展，傳達活潑、調皮與親和力。

這些動作造型皆經過嚴謹推敲，能在各種使用場景中穩定呈現麥麥的特質，提升應用靈活性，並兼具辨識度。

To enhance Mak Mak's expressiveness, we established three standard poses:

**Standard Pose 1:**

Facing forward with a smile and wave - her most iconic pose.

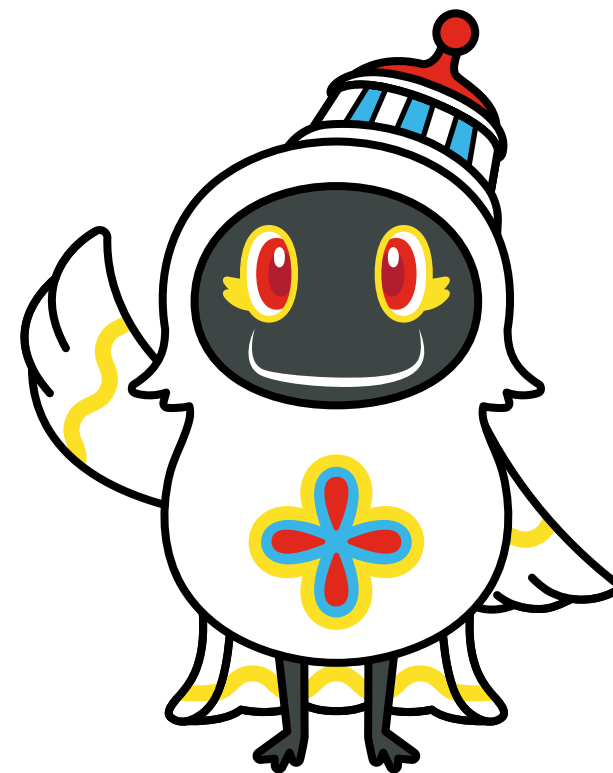
**Standard Pose 2:**

Side-stepping with a lantern - showing her spirit of exploration and confidence.

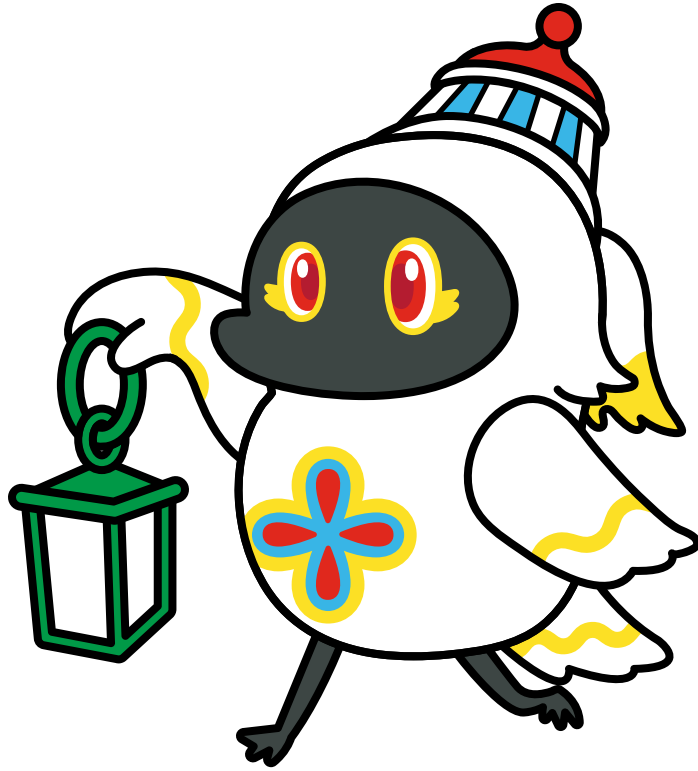
**Standard Pose 3:**

Winking with wings slightly spread - conveying playfulness and approachability.

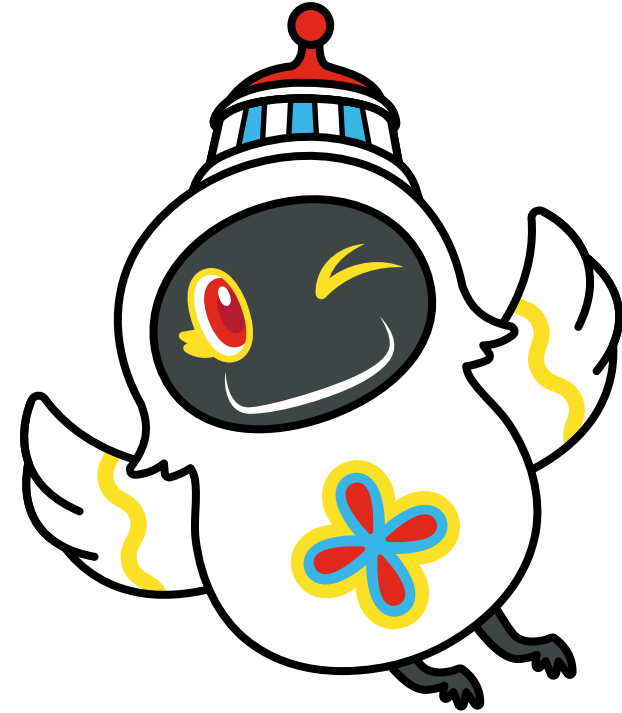
Each poses has been carefully crafted to consistently convey her character across all applications, enhancing versatility while maintaining instant recognisability.



**標準造型 1**  
**Standard Pose 1**

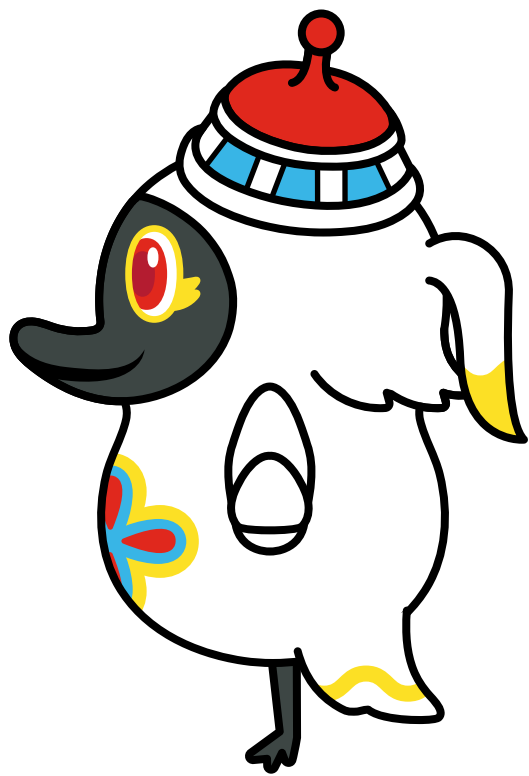


標準造型 2  
Standard Pose 2



標準造型 3  
Standard Pose 3

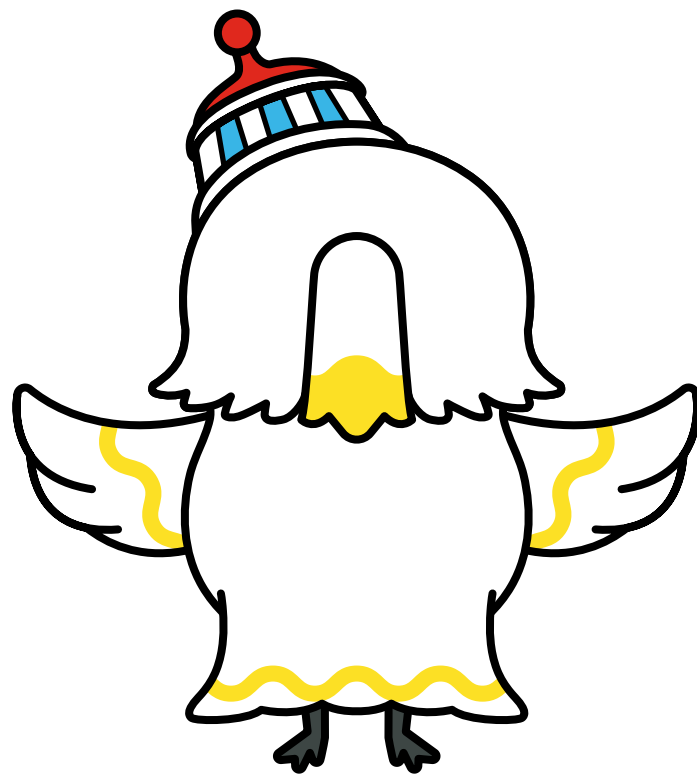
多視圖 | Multi-View :



右側視 | Right Side



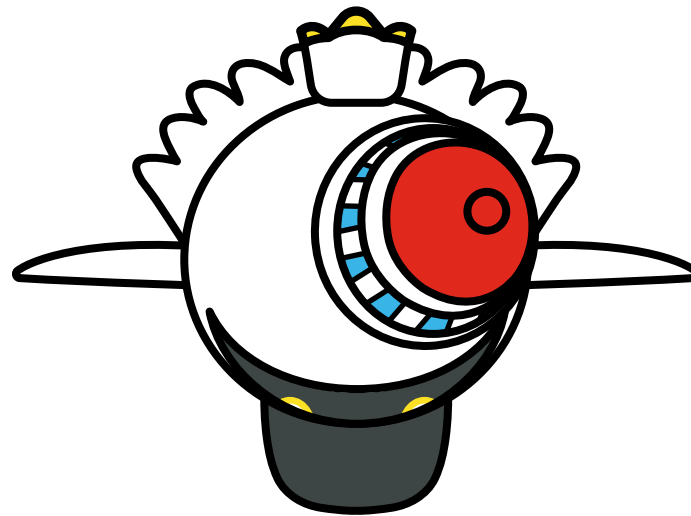
正視圖 | Front



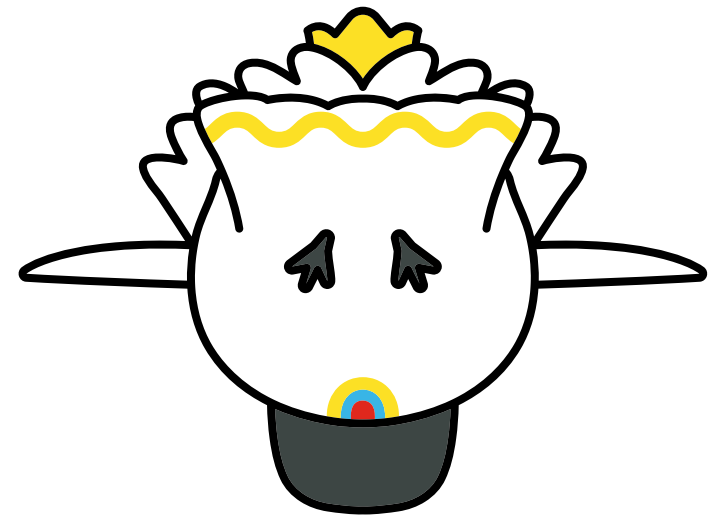
背面圖 | Back



左側視 | Left Side



俯視 | Overhead



仰視 | Upward

為了讓設計師更靈活應用麥麥，我們建立了一套完整的多角度參考圖，包括：左側視、正視、背面、右側視、俯視與仰視。這些圖像能夠協助麥麥在不同載體中，準確重現角色，不論是平面設計、動畫、立體模型，甚至是 AR 互動，都具備高度一致性。

透過這些視角規範，麥麥不再只是平面圖像，而是一個可延伸、可演繹的立體角色，為品牌溝通提供更多創意空間。

為了提升麥麥在實際應用中的穩定性與清晰度，我們測試了多種繪製方式，最終確立「10cm × 9cm」為標準尺幅。在此基礎上，主線條設定為 3pt，細節線條為 2pt，確保在不同尺寸下均具備良好可視性與辨識度。

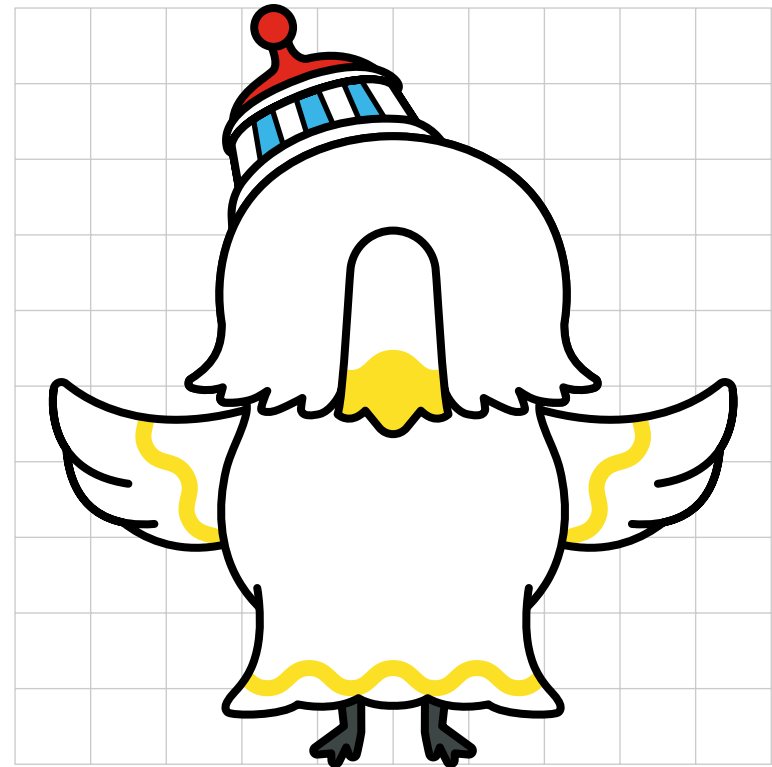
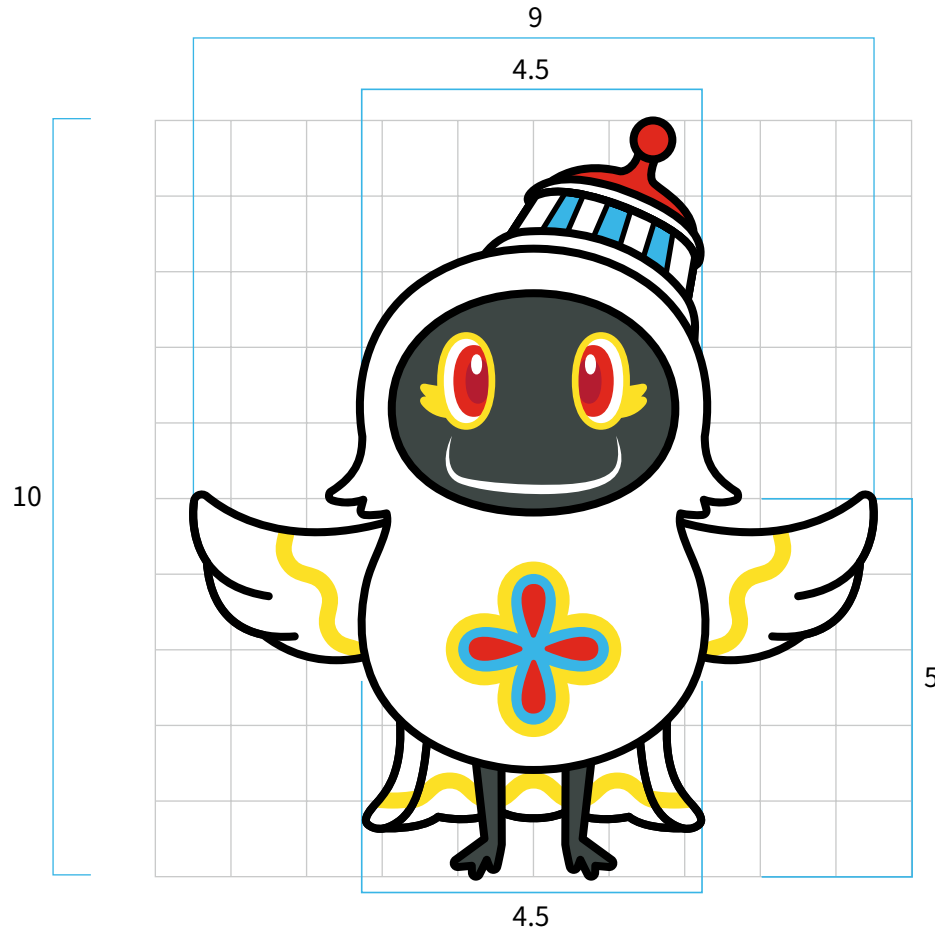
這些標準不僅提升了麥麥的視覺穩定性，也方便設計師在縮放、排版或製作產品時維持一致的品質與表現力。當麥麥應用於不同媒介時，建議切勿隨意改動或變更其比例結構，確保麥麥形象完整呈現。

To empower designers with greater flexibility in applying Mak Mak, we have developed a comprehensive set of multi-angle reference illustrations, including left side, front, back, right side, overhead and upward. These visuals ensure the character's accurate reproduction Mak Mak across diverse media, from graphic design and animation to 3D models and even AR interactions, guaranteeing the highest degree of visual consistency throughout.

Through these perspective guidelines, it will transform Mak Mak from a mere graphic into an adaptable and dynamic three-dimensional character, unlocking new creative possibilities for brand storytelling.

To ensure Mak Mak's optimal stability and clarity in practical applications, we conducted extensive testing of various rendering techniques, ultimately establishing a 10 cm × 9 cm standard frame size. Based on this foundation, primary strokes are set at 3 pt and the detail strokes at 2 pt, guaranteeing excellent visibility and recognisability across different scales.

These standards not only enhance Mak Mak's visual consistency but also streamline the design process, enabling designers to maintain uniform quality and expressive impact during scaling layout, or products development. When adapting Mak Mak across different media, care should be taken to preserve her proportional structure without arbitrary alterations, ensuring her identity remains faithfully represented.



為了充實和豐富麥麥的視覺形象，輔助圖案是在麥麥的形象基礎上發展出來的延伸設計，加強麥麥給人的印象，使麥麥的形象在實際運用中達到更豐富的視覺效果，適合在不同載體中體現出來，有統一視覺形象的雙重作用。

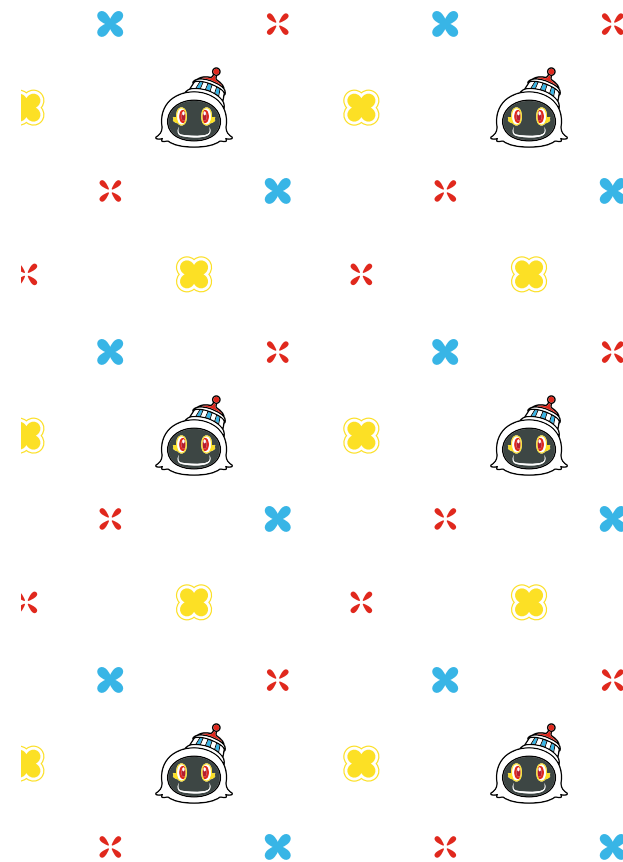
為了豐富麥麥的設計語彙，我們預先規劃了一系列輔助底圖與紋理元素，設計師可靈活運用，創造更具層次與延展性的視覺風格。

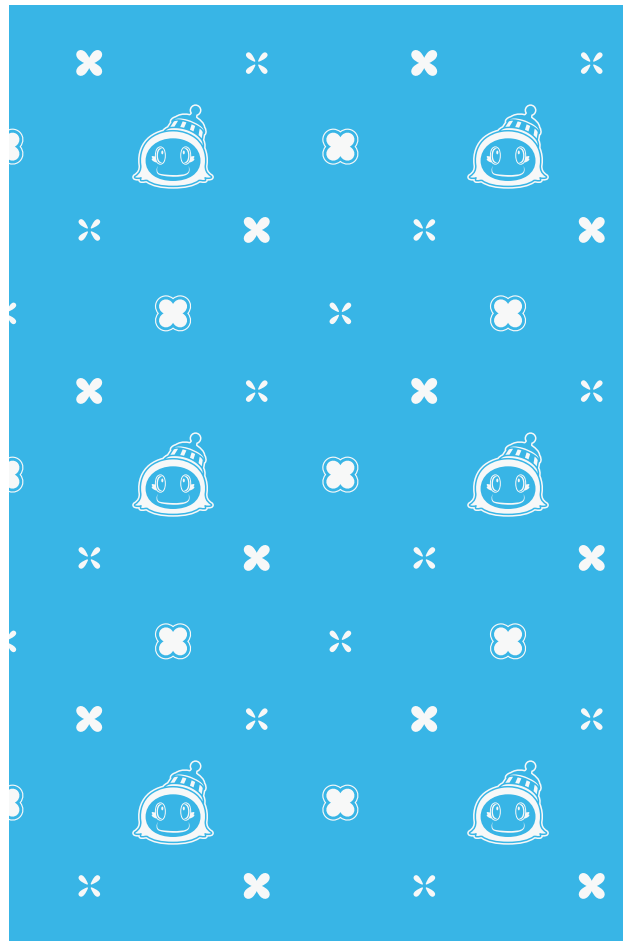
這些元素不僅體現了澳門文化，也有助於建立麥麥作為「旅遊大使」的完整角色形象。我們已將這些輔助圖樣整合至 VI 系統內，設計師可按需下載，快速導入各類設計與推廣素材中，達致規範與創意兼備的設計效果。

To enrich and enhance Mak Mak's visual identity, the supporting patterns serve as an extended visual language that enriches her identity. These patterns enhance brand recall while creating more dynamic visual compositions in practical applications. Suitable for implementation across diverse media, they fulfil the dual purpose of visual enrichment and brand cohesion.

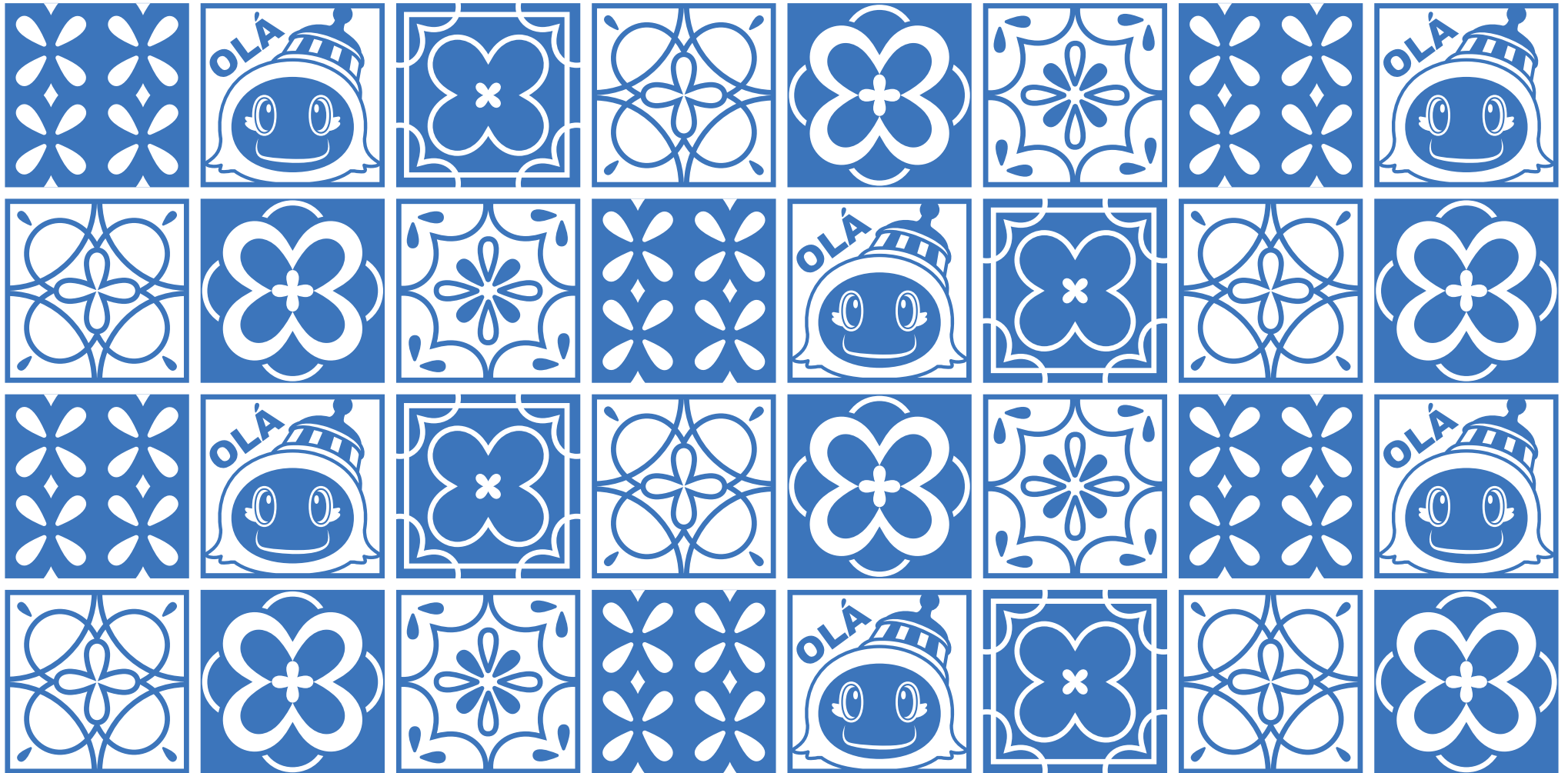
To enrich Mak Mak's design vocabulary, we have proactively developed a collection of auxiliary backgrounds and texture elements. Designers are encouraged to utilise these resources flexibly to craft visual styles with greater depth and versatility.

These elements not only reflect Macao's unique cultural fusion but also help establish Mak Mak's complete role as a "Tourism Ambassador". We have integrated these supporting patterns into the VI system, allowing designers to download them as needed and seamlessly integrate them into various design and promotional materials. This approach ensures all outputs maintain strict adherence to brand guidelines while providing creative flexibility.











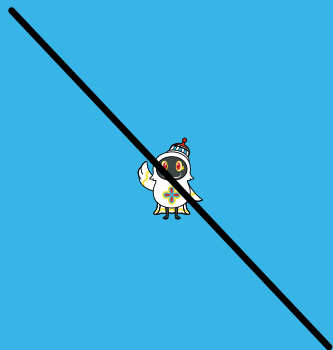
禁止更改或調動麥麥結構比例大小  
Do not alter or modify the proportions and scale of Mak Mak.



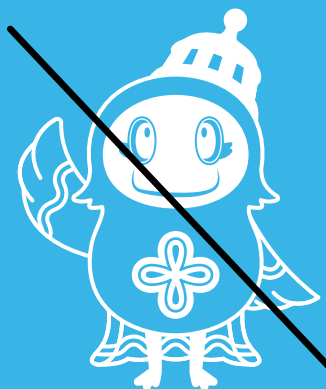
禁止更改或調動麥麥的線條粗細比例  
Do not alter or modify the line weight ratios of Mak Mak.



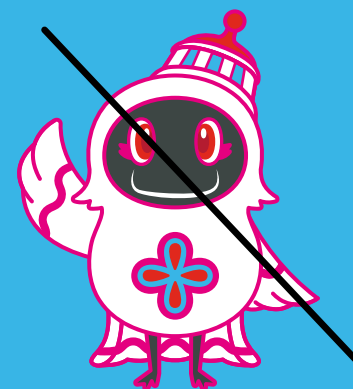
禁止更改或調動麥麥的顏色組合  
Do not alter or modify the colour combinations of Mak Mak.



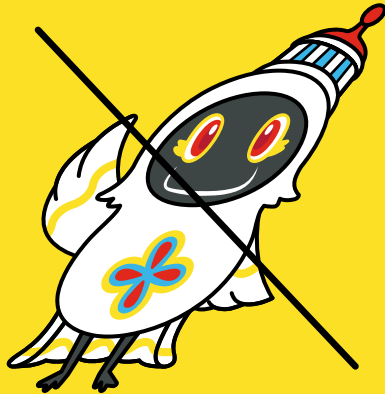
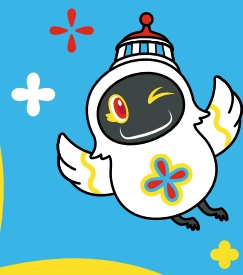
注意麥麥的大小、避免出現模糊不清的情況  
Ensure Mak Mak's size to avoid blurriness or loss of detail in reproduction.



禁止麥麥使用反白效果  
Do not apply reverse-out (white) effects to Mak Mak.

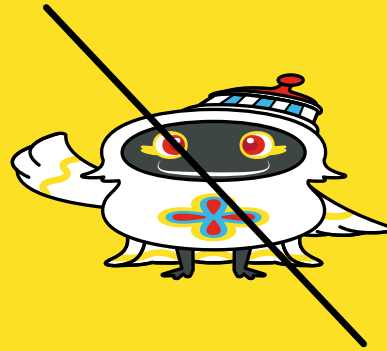


禁止改變麥麥線條及填色效果  
Do not modify the defined line weight and colour fills of Mak Mak.



禁止更改麥麥的傾斜度

Mak Mak must not be rotated or skewed from her approved upright orientation.



禁止拉伸或縮壓麥麥

Do not stretch or compress the size of Mak Mak.



禁止使用標識以外的麥麥字體

Only the officially approved brand typeface may be used in conjunction with Mak Mak's identity.



禁止增加陰影、黑邊等特效

Do not add shadows, outlines, or any other special effects.

為了保證麥麥在印刷、出版及設計時的視覺效果一致，請設計師遵照本手冊中有關麥麥的顏色、背景、字體及比例大小等相關規定，不得改變造型、色彩，而導致混淆麥麥角色的形象。請避免出現以上情況，這樣才能保證麥麥的視覺效果不被周邊設計影響，以及導致麥麥的視覺減弱。

To ensure visual consistent across all print, publication, and design, designers must strictly adhere to the specifications outlined in this manual regarding Mak Mak's colours, backgrounds, fonts, and proportions. Do not alter her shape or colours scheme, or overall appearance are permitted, as such modifications may compromise her recognisability and dilute the integrity of her character. By avoiding any unauthorised adjustments, to guarantee that Mak Mak's visual presence remains strong, coherent, and unaffected by external design elements.

主要顏色 | Primary Colours :



R : 218  
G : 41  
B : 28  
C : 0  
M : 97  
Y : 100  
K : 0  
#DA291C



R : 251  
G : 225  
B : 34  
C : 0  
M : 4  
Y : 79  
K : 0  
#FBE122



R : 65  
G : 182  
B : 230  
C : 69  
M : 7  
Y : 0  
K : 0  
#41B6E6



R : 63  
G : 68  
B : 68  
C : 21  
M : 0  
Y : 23  
K : 75  
#3F4444

輔助顏色 | Secondary Colours :



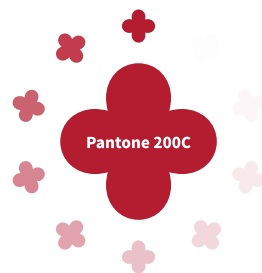
R : 255  
G : 158  
B : 27  
C : 0  
M : 45  
Y : 94  
K : 0  
#E0457B



R : 0  
G : 154  
B : 68  
C : 93  
M : 0  
Y : 100  
K : 0  
#009A44



R : 144  
G : 99  
B : 205  
C : 52  
M : 66  
Y : 0  
K : 0  
#9063CD



R : 186  
G : 12  
B : 47  
C : 3  
M : 100  
Y : 70  
K : 12  
#BA0C2F



R : 254  
G : 80  
B : 0  
C : 0  
M : 65  
Y : 100  
K : 0  
#FE5000



R : 0  
G : 199  
B : 177  
C : 66  
M : 0  
Y : 39  
K : 0  
#00C7B1



R : 190  
G : 106  
B : 20  
C : 5  
M : 64  
Y : 100  
K : 17  
#BE6A14



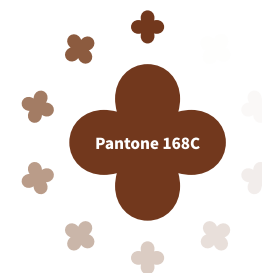
R : 245  
G : 155  
B : 187  
C : 0  
M : 47  
Y : 9  
K : 0  
#F59BBB



R : 142  
G : 221  
B : 101  
C : 42  
M : 0  
Y : 62  
K : 0  
#8EDD65



R : 64  
G : 126  
B : 201  
C : 88  
M : 50  
Y : 0  
K : 0  
#407EC9



R : 115  
G : 56  
B : 29  
C : 12  
M : 80  
Y : 100  
K : 60  
#73391D



R : 233  
G : 60  
B : 172  
C : 6  
M : 70  
Y : 0  
K : 0  
#E93CAC



R : 162  
G : 170  
B : 173

C : 21  
M : 11  
Y : 9  
K : 23

#A2AAAD



R : 245  
G : 225  
B : 164

C : 0  
M : 4  
Y : 27  
K : 0

#F5E1A4

為確保麥麥在不同媒介中的色彩一致性，我們制定了標準色系：紅（PMS 485C）、黃（PMS 107C）、藍（PMS 298C）、灰（PMS 446C）。這四色不但貼近角色設定，也具備高辨識度。

同時，我們建立了完整的色彩轉換系統，涵蓋 RGB、CMYK 及網頁用 HEX 值，並允許在透明度與飽和度上進行細緻延伸。這不僅提升了實用性，也讓麥麥在不同設計情境中更顯豐富與鮮明。

To ensure colour consistency for Mak Mak across different media, we have defined a standard colour palette: Red (PMS 485C), Yellow (PMS 107C), Blue (PMS 298C), and Grey (PMS 446C). These four meticulously selected shades not only reflect her character identity but also ensure high visual recognisability.

Furthermore, a comprehensive colour conversion system has been established, encompassing RGB, CMYK, and web HEX values for digital use. This system allows for refined adjustments in transparency and saturation, significantly enhancing practical applicability while ensuring Mak Mak appears vibrant visually compelling across diverse design contexts.

## 廣告及設計用字體 | Advertising and Design Fonts :

### 中文（標題及內文字） | Chinese (Headings and Body Text)

標題字第一選擇 | 1st Heading Option

## 思源黑體 TW

(Source Han Sans TW)

思源黑體 TW (Bold)

思源黑體 TW (Heavy)

內文字第一選擇 | 1st Body Text Option

## 思源黑體 TW

思源黑體 TW (Regular)

你現正閱讀的，並不是真的文案。這些文字只用作示範，顯示出文章中文字段落的排版效果。

標題字第二選擇 | 2nd Heading Option

## 思源黑体 CN

(Source Han Sans CN)

思源黑体 (Bold)

思源黑体 (Heavy)

內文字第二選擇 | 2nd Body Text Option

## 思源黑体 CN

思源黑体 (Regular)

你現正閱讀的，並不是真的文案。這些文字只用作示範，顯示出文章中文字段落的排版效果。

標題字第三選擇 | 3rd Heading Option

## 微軟正黑體

(Microsoft JhengHei)

微軟正黑體 (Bold)

內文字第三選擇 | 3rd Body Text Option

## 微軟正黑體

微軟正黑體 (Regular)

你現正閱讀的，並不是真的文案。這些文字只用作示範，顯示出文章中文字段落的排版效果。

## 辦公及通訊用字體 | Office and

### 中文（標題及內文字） | Chinese

標題字第一選擇 | 1st Heading Option

## 微軟正黑體

(Microsoft JhengHei)

微軟正黑體 (Bold)

內文字第一選擇 | 1st Body Text Option

## 微軟正黑體

微軟正黑體 (Regular)

你現正閱讀的，並不是真的文案。這些文字只用作示範，顯示出文章中文字段落的排版效果。

### 英文（標題及內文字） | English (Headings and Body Text)

標題字第一選擇 | 1st Heading Option

## Source Han Sans

Source Han Sans (Bold)

ABCDEFGHIJKLMOPQRSTUVWXYZ

abcdefghijklmopqustuvwxzy

內文字第一選擇 | 1st Body Text Option

## Source Han Sans

Source Han Sans (Regular)

ABCDEFGHIJKLMOPQRSTUVWXYZ

abcdefghijklmopqustuvwxzy

標題字第二選擇 | 2nd Heading Option

## Helvetica

Helvetica (Bold)

ABCDEFGHIJKLMOPQRSTUVWXYZ

abcdefghijklmopqustuvwxzy

內文字第二選擇 | 2nd Body Text Option

## Helvetica

Helvetica (Regular)

ABCDEFGHIJKLMOPQRSTUVWXYZ

abcdefghijklmopqustuvwxzy

標題字第三選擇 | 3rd Heading Option

## Arial

Arial (Bold)

ABCDEFGHIJKLMOPQRSTUVWXYZ

abcdefghijklmopqustuvwxzy

內文字第三選擇 | 3rd Body Text Option

## Arial

Arial (Regular)

ABCDEFGHIJKLMOPQRSTUVWXYZ

abcdefghijklmopqustuvwxzy

### 英文（標題及內文字） | English

標題字第一選擇 | 1st Heading Option

## Calibri

Calibri (Bold)

ABCDEFGHIJKLMOPQRSTUVWXYZ

abcdefghijklmopqustuvwxzy

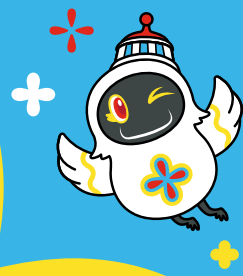
內文字第一選擇 | 1st Body Text Option

## Calibri

Calibri (Regular)

ABCDEFGHIJKLMOPQRSTUVWXYZ

abcdefghijklmopqustuvwxzy



## Communication Fonts :

### (Headings and Body Text)

標題字第二選擇 | 2nd Heading Option

## 新細明體

(PMingLiU)

新細明體 (Regular)

內文字第二選擇 | 2nd Body Text Option

## 新細明體

新細明體 (Regular)

你現正閱讀的，並不是真的文案。  
這些文字只用作示範，顯示出文章中文段落落的排版效果。

### (Headings and Body Text)

標題字第二選擇 | 2nd Heading Option

## Arial

**Arial (Bold)**

ABCDEFGHIJKLMOPQRSTUVWXYZ

abcdefghijklmopqustuvwxyz

內文字第二選擇 | 2nd Body Text Option

## Arial

Arial (Regular)

ABCDEFGHIJKLMOPQRSTUVWXYZ

abcdefghijklmopqustuvwxyz

為了保證麥麥在印刷、出版及設計時的視覺效果一致，所以我們統一了文字的樣式。使用統一的文字可以增強吉祥物形象，廣告及設計用的中文字體，標題字及內文字選擇了三種，分別是思源黑體 TW、思源黑體 CN 及微軟正黑體。廣告及設計用的英文字體，標題字和內文字我們選擇了三種熱門字體 Source Han Sans，Helvetica 及 Arial，中英文合共六款字體，都是充滿現代感的黑體字風格，提供了不同的粗幼度，方便運用在不同情況上。

設計工作需要使用視覺效果較豐富的字體，而文書工作則講求簡潔清晰及兼容性。因此，辦公室內部使用的字體，與廣告及設計用的要有所不同，以便於文職人員使用。辦公通訊字體我們選擇了比較常用且各平台都自帶的中文和英文字體，中文字分別是微軟正黑體及新細明體，英文分別是 Arial 及 Calibri。這樣工作時會更加方便，也避免了字體缺失的問題。

To ensure Mak Mak's visual presence remains consistent across all print and digital media, we've carefully curated a unified typography system that reflects her modern and friendly character. The selection includes three elegant Chinese typefaces for both headings and body text: Source Han Sans TW, Source Han Sans CN, and Microsoft JhengHei. Alongside three complementary Western fonts for headings and body text: Source Han Sans, Helvetica, and Arial. Together, these six fonts—Chinese and English—feature a modern sans-serif typefaces offering a versatile range of weights and styles, allowing Mak Mak's story to be told with clarity and charm in every different design scenarios.

Design work often requires fonts with richer visual expression, while office documentation prioritizes simplicity, clarity, and compatibility. Therefore for office communications, it is employ widely available Chinese fonts, such as Microsoft JhengHei and PMingLiU paired with Western fonts: Arial and Calibri. These pre-installed fonts ensure universal compatibility across platforms, simplifying document creation for administrative staff while eliminating font substitution issues.

在日常應用中，麥麥標誌的圖像與文字常需同時呈現。為維持整體視覺一致性與可讀性，我們制定了標準的排版組合方式，建議圖案與文字比例、間距與排列方向皆依範例執行。

雖然靈活性仍被保留，但麥麥標誌應在系統框架內變化，避免影響識別度或降低設計品質。我們亦提供多組範例，協助設計師快速掌握應用邏輯，兼顧創意與準則。

In daily applications, Mak Mak's logo often appears with both imagery and text. To maintain overall visual identity cohesion and ensure legibility, we have established standardized layout configurations, recommending practice to proportions, spacing and alignment as demonstrated in the following examples.

While a degree of flexibility is preserved, any adaptations of the Mak Mak logo must remain within the defined brand framework to avoid compromising recognisability or diminishing design quality. To support this balance, multiple application examples are provided, enabling designers to quickly grasp the underlying principles and apply them with both creativity and consistency.



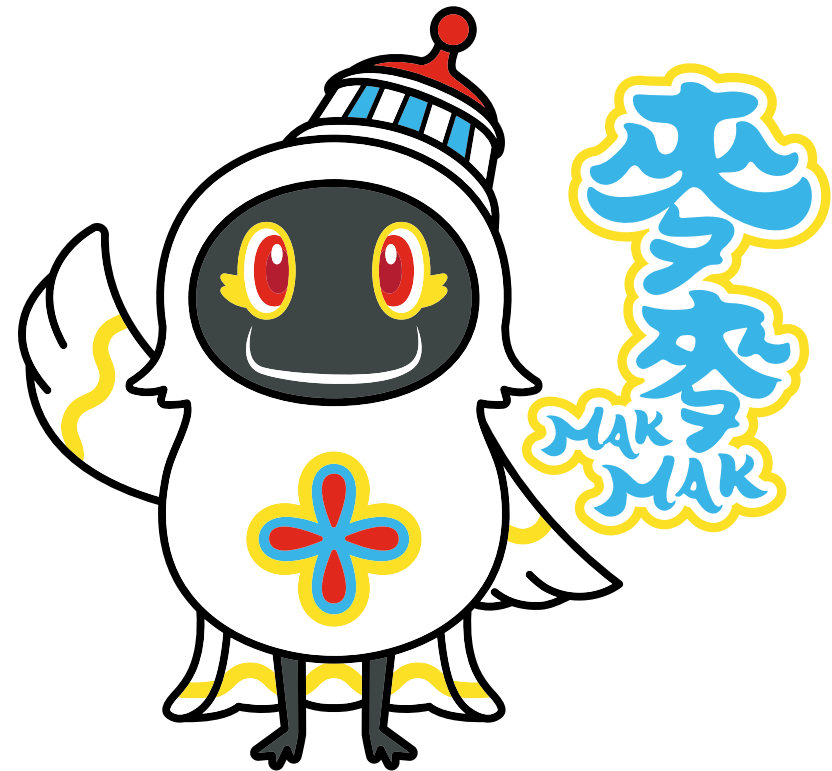
純文字 | Text-only



純圖形 | Graphic-only

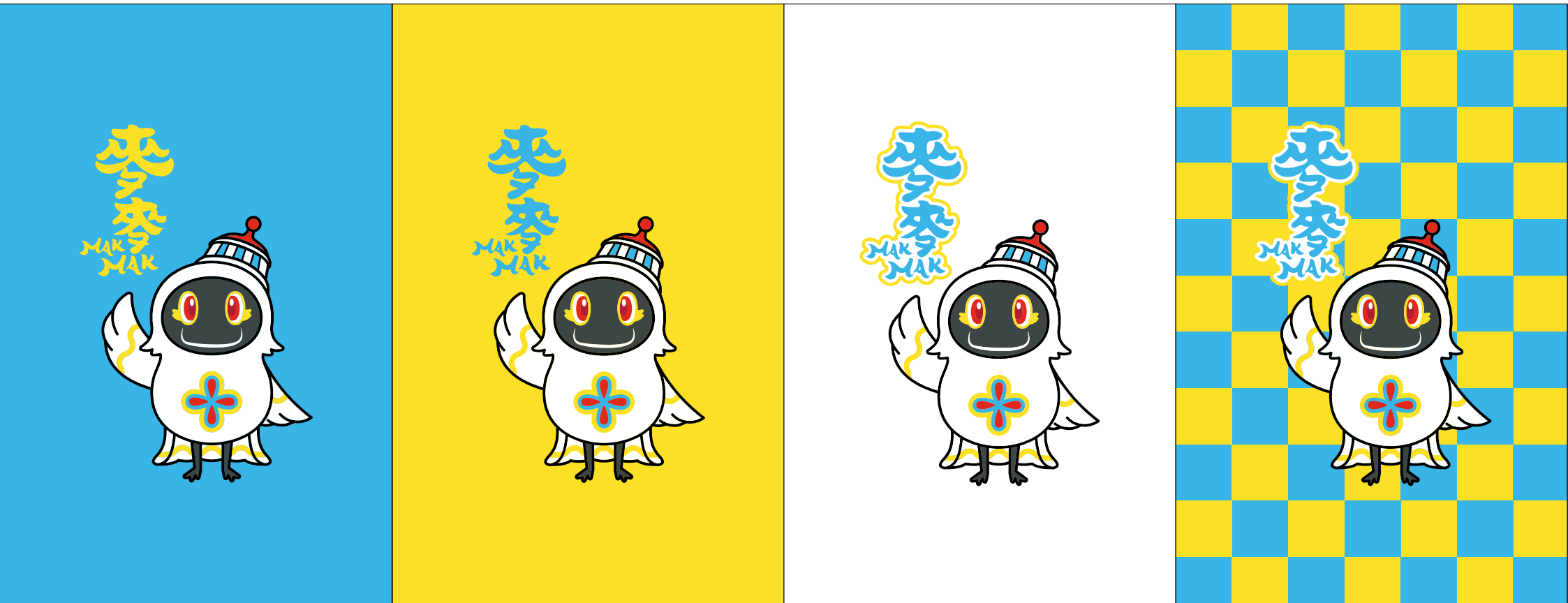


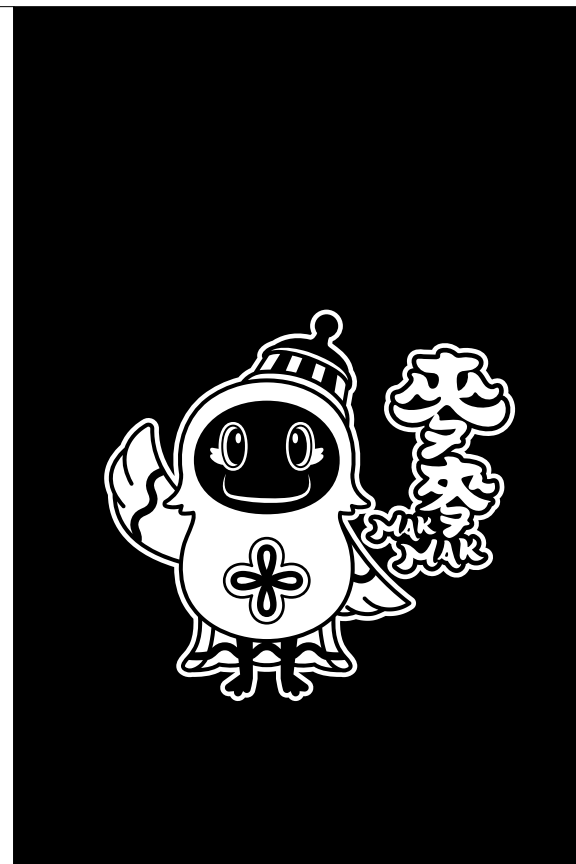
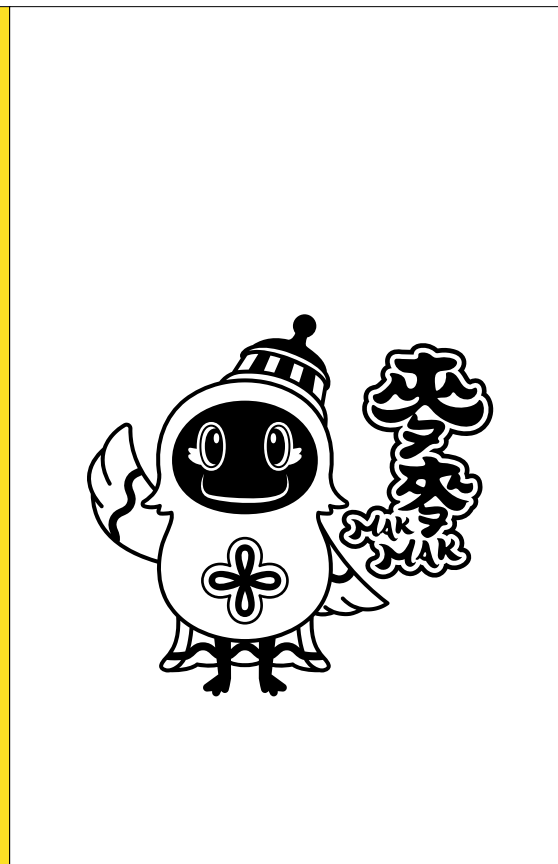
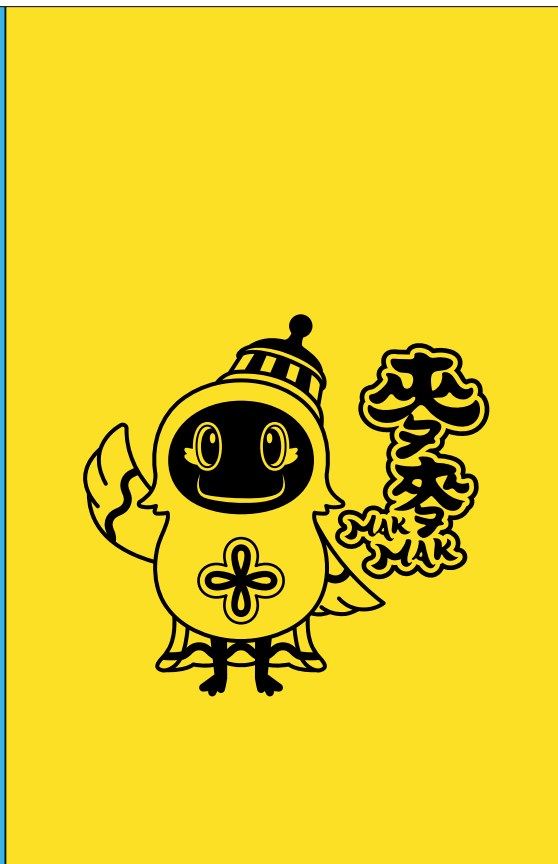
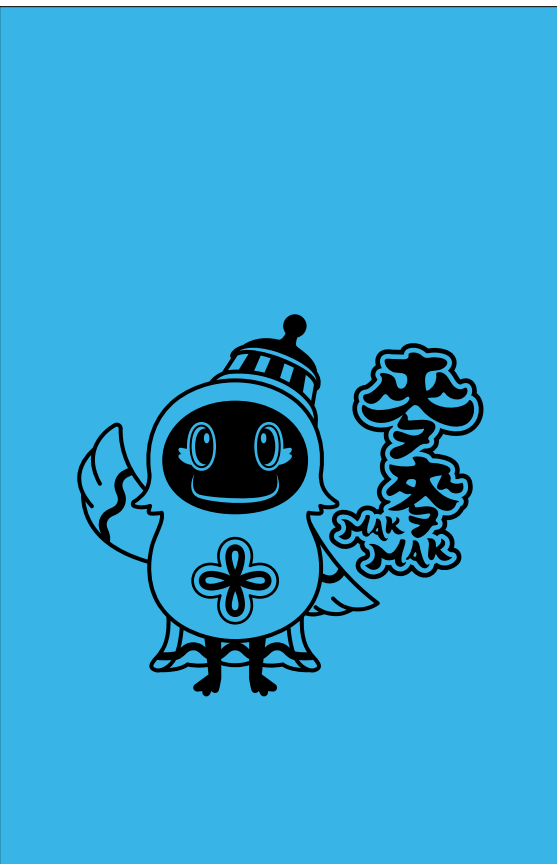
麥麥標誌 (直排) | Mak Mak Logo (Vertical)



麥麥標誌 (橫排) | Mak Mak Logo (Horizontal)

色彩配搭組合專用表 | Color combination table :





一套成功的角色形象，必須在不同尺寸下都能保持完整性。無論麥麥被放大應用於戶外看板、活動佈景，或縮小至社群頭像、徽章圖示，其輪廓、表情與動作皆應清晰穩定。

這正是本次優化的核心精神——建立一套可大可小、可動可靜的視覺系統。透過精準比例與規範線條，麥麥在任何載體上都能展現穩定而鮮明的 IP 力量。



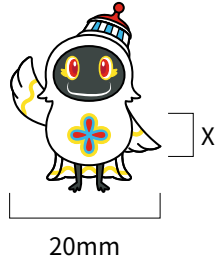
# IP威力 可大可小

**The influence of an IP can be amplified or refined adapting to every scale and scenario.**

A successful character design must retain its integrity across all scales. Whether Mak Mak is enlarged for outdoor billboards and event backdrops, or scaled down for social media avatars and badge icons, her contours, expressions and posture must remain clear and consistent.

This is the core spirit of the current enhancement, establishing a truly scalable and adaptable visual system. Through precisely calibrated proportions and defined linework, Mak Mak now maintains her distinctive charm and IP presence with enduring clarity, whether rendered in motion or at rest, across every possible media.

## 組合形式 | 最小使用尺寸 Combinations | Minimum Useable Size



(最小尺寸 / Minimum size)

在角色縮放應用上，我們建議麥麥的圖示最小尺寸為 20mm。此尺寸能有效保留基本表情與辨識重點，適用於貼紙、徽章、數位圖示等小型應用。

For scaled applications of the character, we recommend a minimum size of 20mm for Mak Mak's icon. This dimension effectively preserves her essential expressions and key recognisable features, making it suitable for small-scale uses such as stickers, badges and digital icons.



(最小尺寸 / Minimum size)

為了保證麥麥標誌在印刷、出版及設計時的視覺效果一致，所以要在標誌周圍預留空間，以免標誌的視覺效果減弱，所以我們設定麥麥的心口徽章的標誌寬度為 X，即 X 就是標誌周圍需要預留空間，這個預留空間只可以等於或大於 X，而且其他標誌的 X 也用這個作為標準，這樣才能保證標誌的視覺效果不被周邊設計影響。為保證標誌的正常閱讀性，橫排標誌的麥麥大小只可以大於或等於 20mm，直排標誌的麥麥大小只可以大於或等於 20mm。

To ensure visual consistency of the Mak Mak logo across all print, publication and design, clear space must be maintained around the logo to prevent any dilution of its impact. We have established that the clear space, measured as X, is equal to the width of the chest badge on the Mak Mak logo. This clear space (X) must always be equal to or greater than the specified measurement, and this standard X unit is applied consistently across all logo variations. This guarantees that the logo's visual integrity remains unaffected by surrounding design elements. To ensure proper legibility, minimum size for the horizontal logo lock-up is 20mm, while the vertical version must also measure at least 20mm in height.



(最小尺寸 / Minimum size)

此外，我們亦整理多款麥麥的特徵表情與衍生姿態，並整合至 VI 系統中，方便設計師依需求調用，靈活搭配於不同場景之中，增添趣味與 IP 互動性。

In addition, we have curated an extensive library of Mak Mak's characteristic expressions and derivative poses, integrating them into the VI system, this allows designers to intuitively select and adapt them according to specific scenarios while enhancing storytelling and strengthening IP engagement through on-brand charm and narrative potential.

開心 — Happy



害羞 — Shy



迷糊 — Dizzy



興奮 — Excited

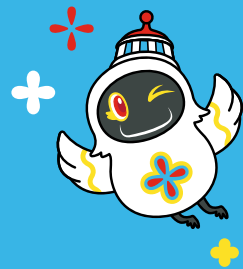


Design Extensions



讚賞 — Good

延伸設計 | 特徵表情  
Character Expressions



眨眼 — Wink





驚訝 — Astonished



生氣 — Angry



悲傷 — Sad



加油 — Go for it



疑問 — Confused

厭惡 — Disgusted



為讓麥麥更具生命力，我們設計了多款特徵表情與衍生姿態，包括開心、生氣、驚訝與厭惡等等。這些表情與姿態豐富了麥麥的個性，也為社交傳播與商品延伸提供多元選擇。

每個表情均在維持統一風格下細緻描繪，保證角色識別度與連貫性，讓麥麥的每一面都能引起觀眾共鳴。

這些範例可作為實際製作的基礎框架，亦歡迎根據需求進行創意延伸，確保設計既有規範，又不失個性。

為維護角色的一致性與視覺品質，我們明確規範角色不得隨意變形、拉伸或壓縮。圖像可縮放，但必須保留原始比例，並根據系統建議的尺幅與解析度執行。

如有特殊應用需求，請由專業設計師根據原始檔案進行調整，避免角色失真或影響 IP 辨識力。

To infuse Mak Mak with greater vitality, we have designed a range of characteristic expressions and derivative poses, such as happy, angry, astonished, and disgusted. These nuanced expressions and dynamic poses not only enrich Mak Mak's personality but also offer diverse options for social media engagement and product extensions.

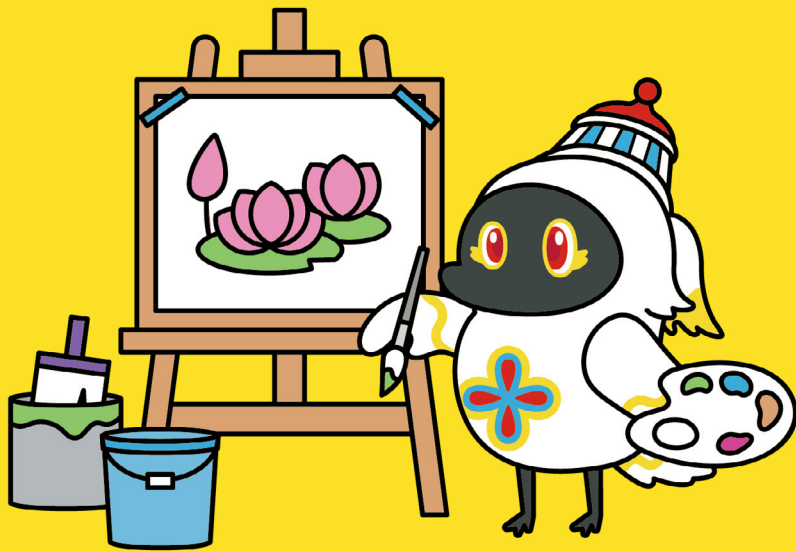
Each expression is meticulously crafted while maintaining a consistent style, ensuring character recognisability and continuity, so that every face of Mak Mak can resonate with viewers.

These examples serve as a foundational framework for actual production, while still allowing for creative extensions as needed, ensuring that the design remains both standardized and full of personality.

To ensure character integrity and visual quality, all unauthorised modifications including distortion, stretching, or compression are strictly prohibited. Scaling is permissible only when it maintains the

design's core proportions and complies with the system-defined parameters for dimensions and resolution.

For any specialised implementation requirements, all adjustments must be executed by qualified designer using the original files, to prevent distortion of the character or compromise of the IP's recognisability.



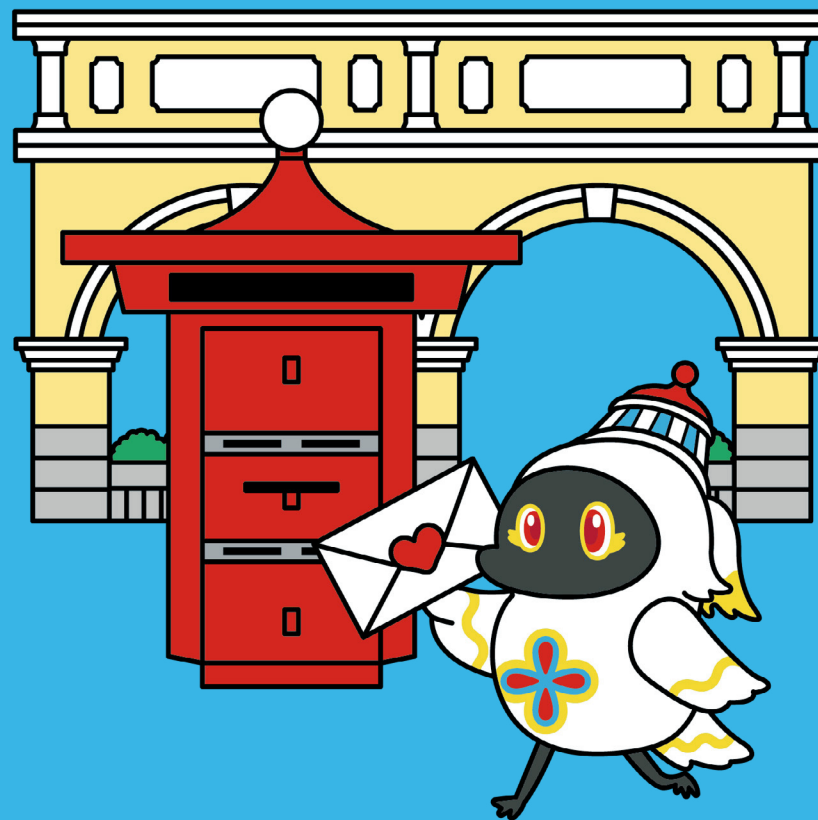
日常生活 | Daily life



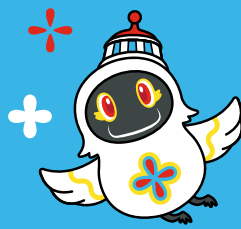
日常生活 | Daily life



日常生活 | Daily life



日常生活 | Daily life



日常生活 | Daily life



日常生活 | Daily life



日常生活 | Daily life



日常生活 | Daily life



日常生活 | Daily life



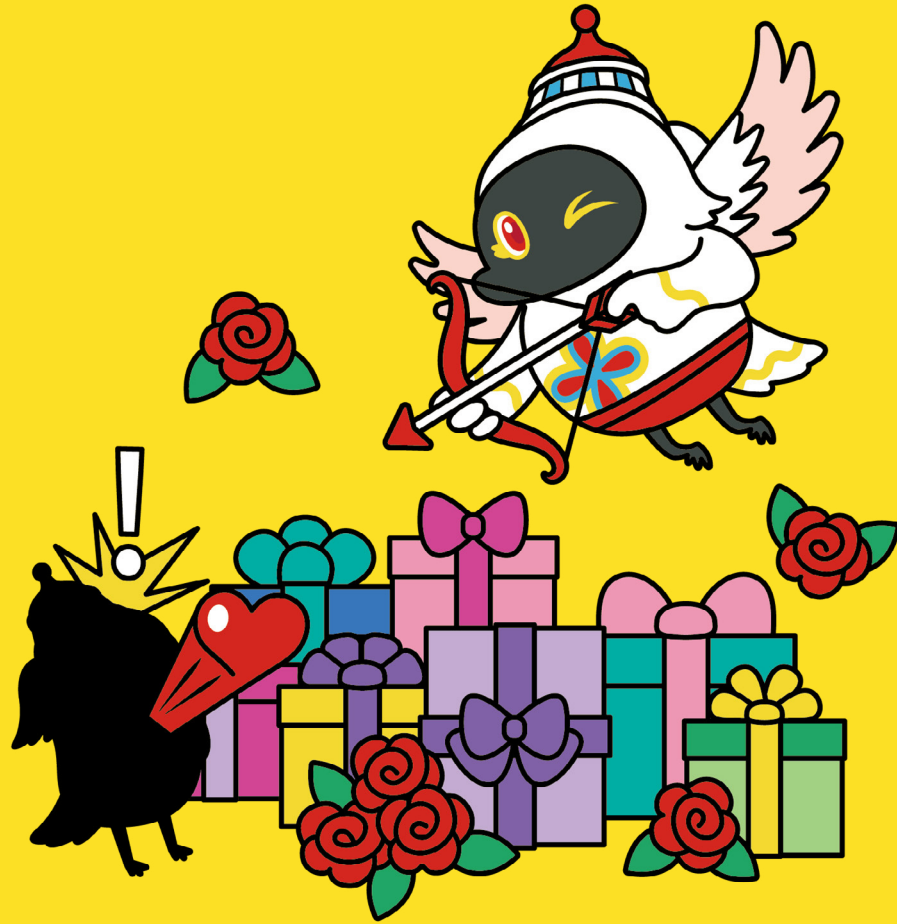
日常生活 | Daily life



節慶 | Festivals



節慶 | Festivals



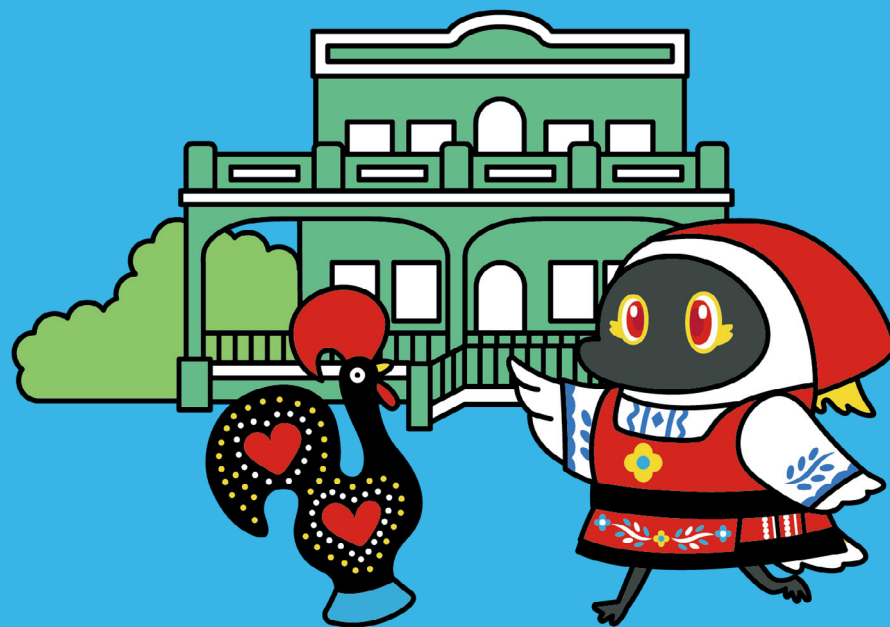
節慶 | Festivals



節慶 | Festivals



節慶 | Festivals



非遺 | Intangible Cultural Heritage



非遺 | Intangible Cultural Heritage



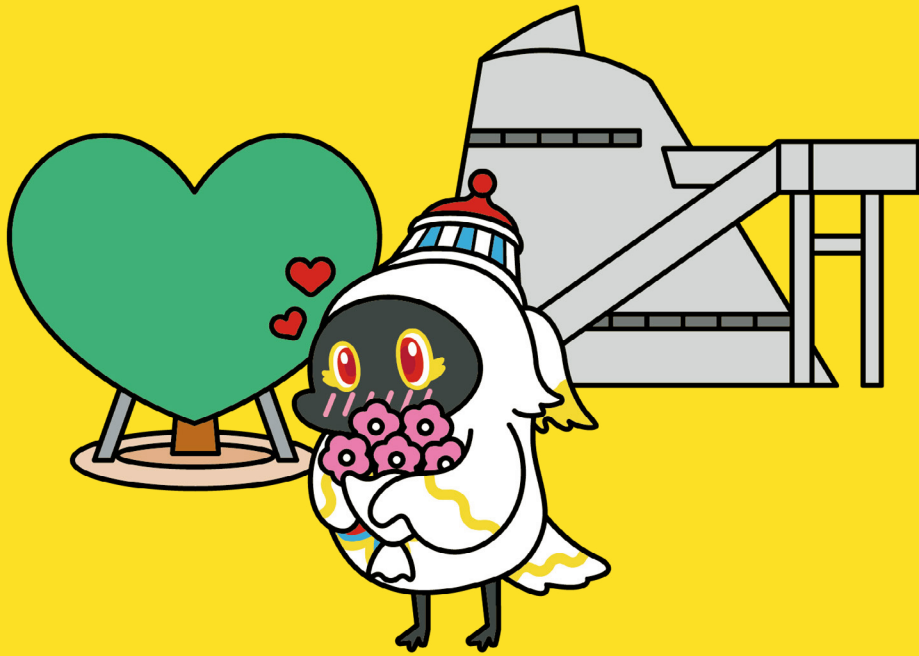
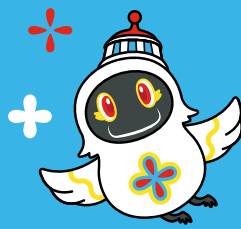
非遺 | Intangible Cultural Heritage



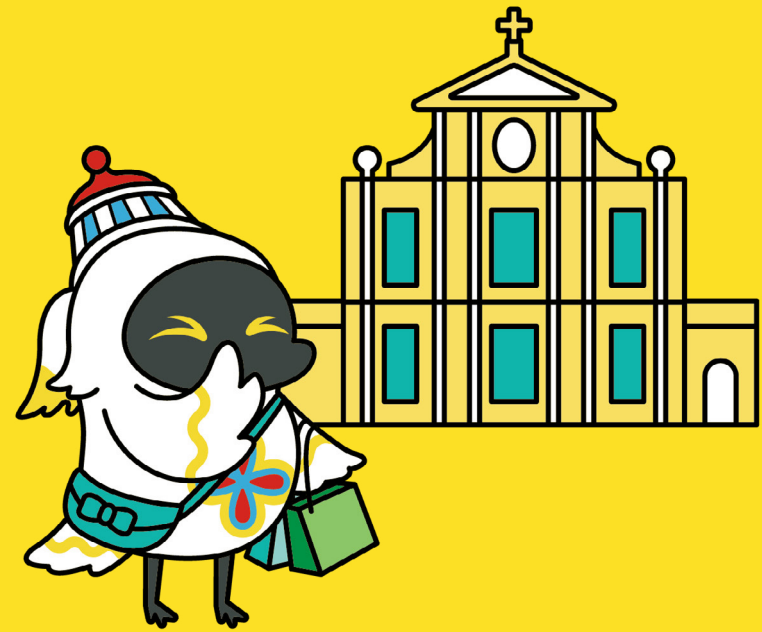
非遺 | Intangible Cultural Heritage



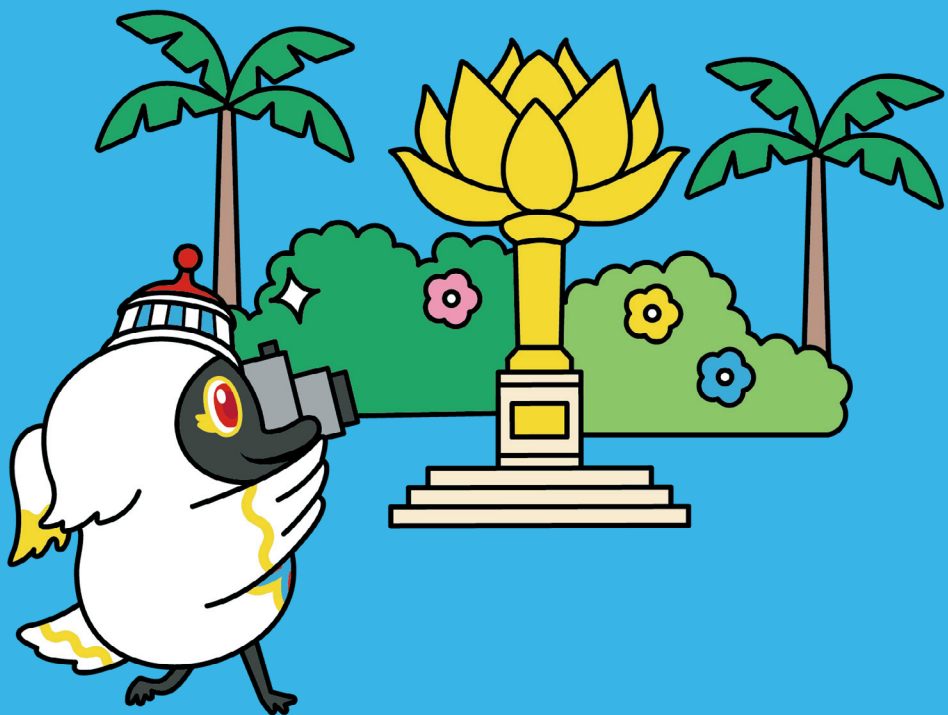
非遺 | Intangible Cultural Heritage



旅遊 | Travel



旅遊 | Travel



旅遊 | Travel



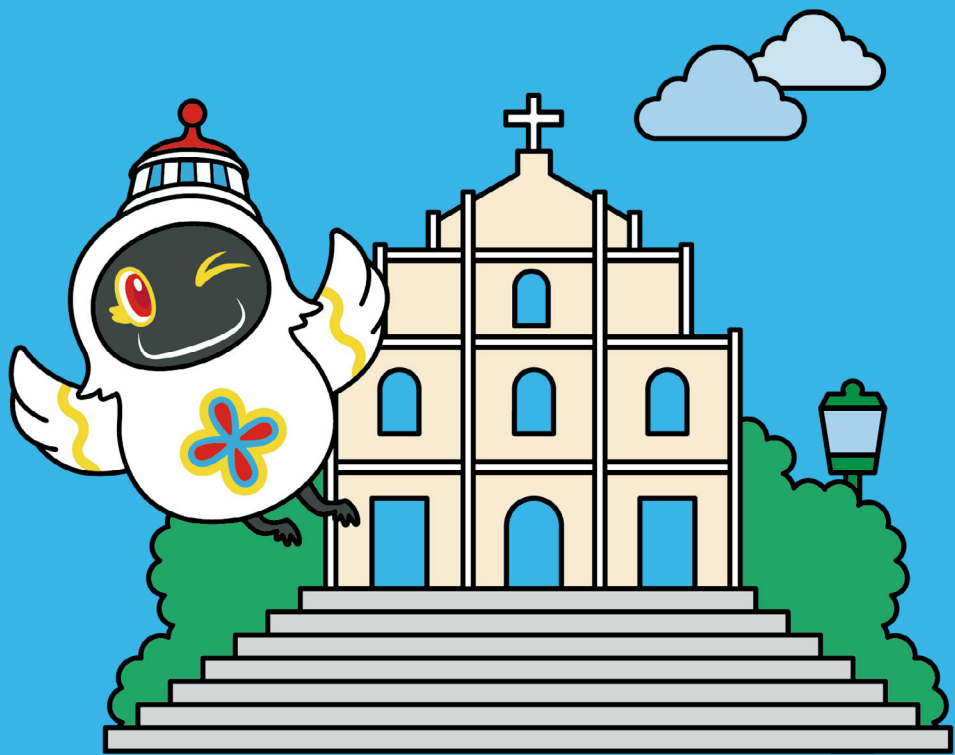
旅遊 | Travel



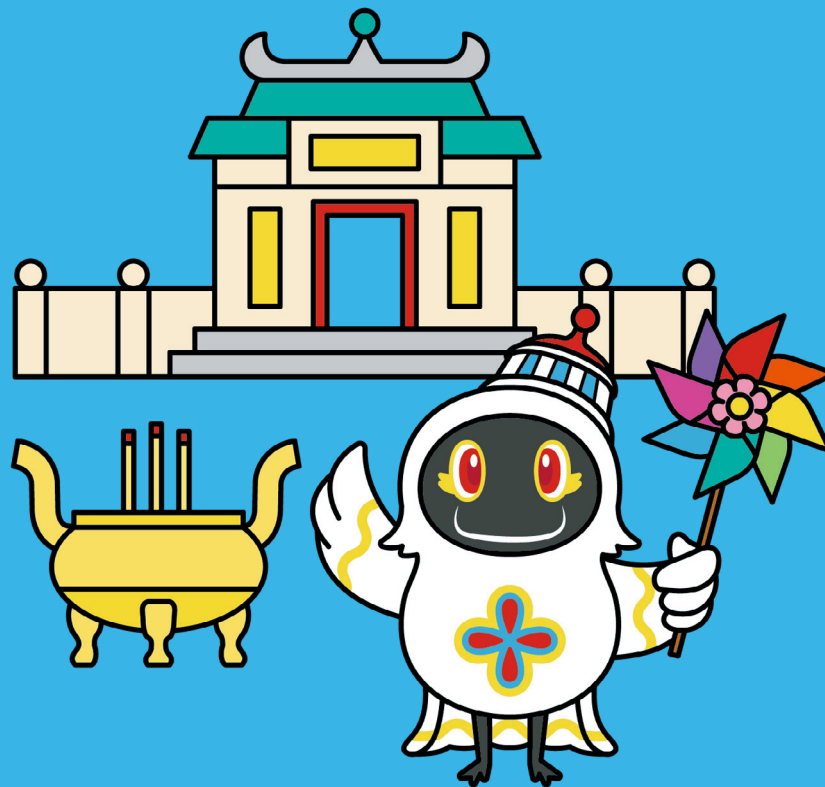
旅遊 | Travel



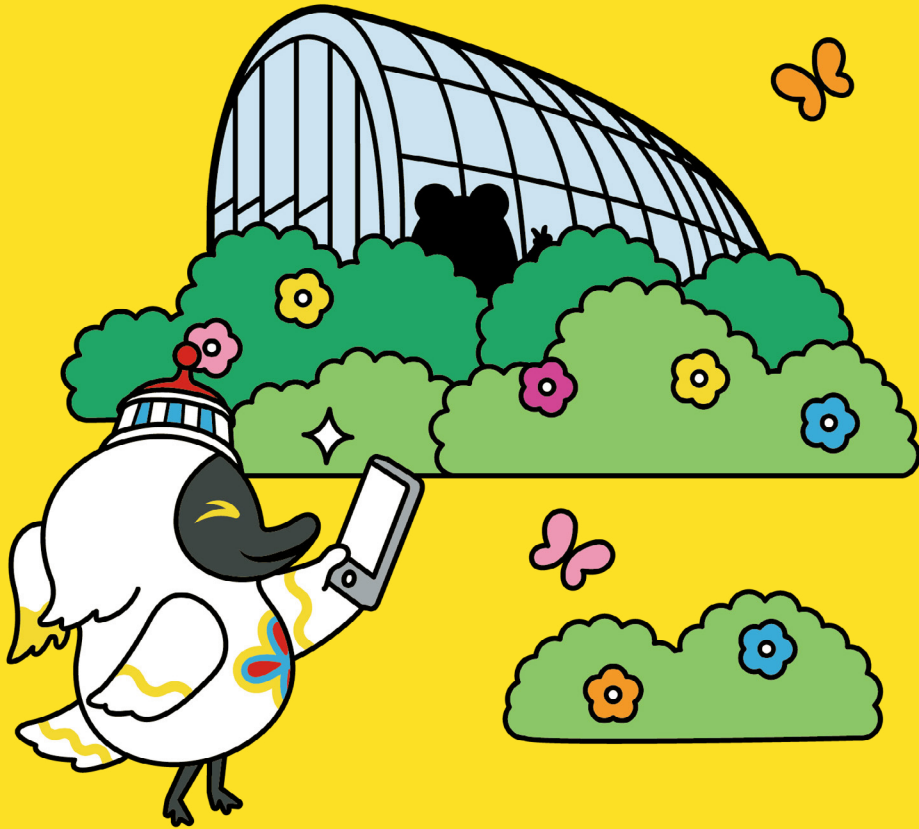
旅遊 | Travel



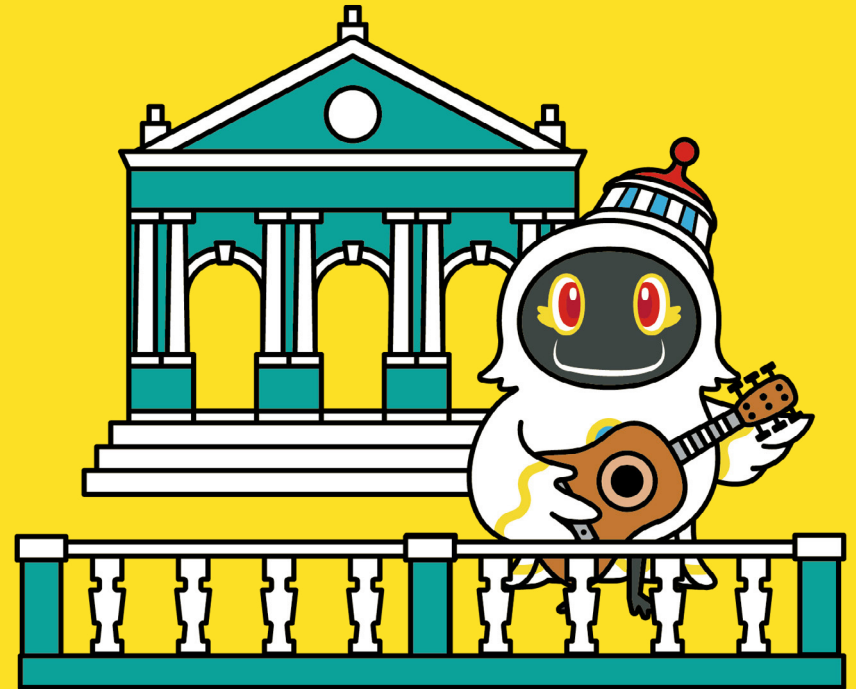
旅遊 | Travel



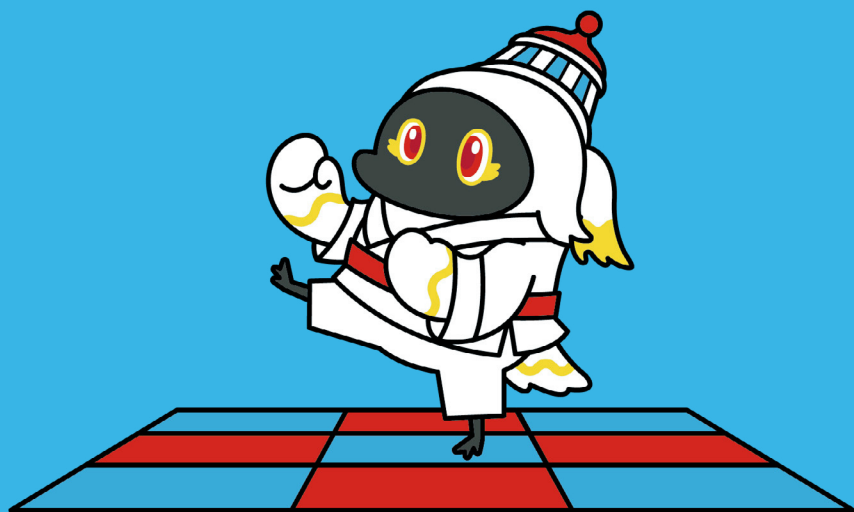
旅遊 | Travel



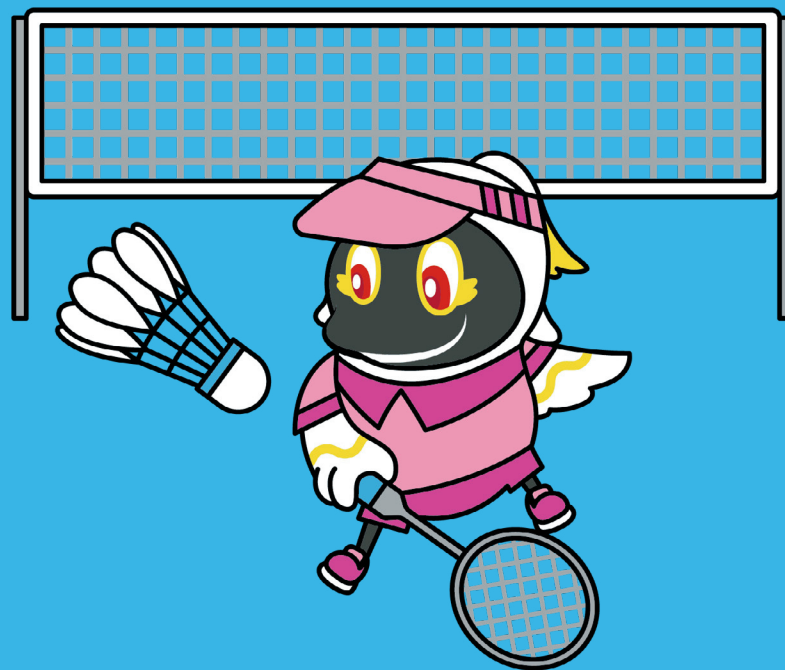
旅遊 | Travel



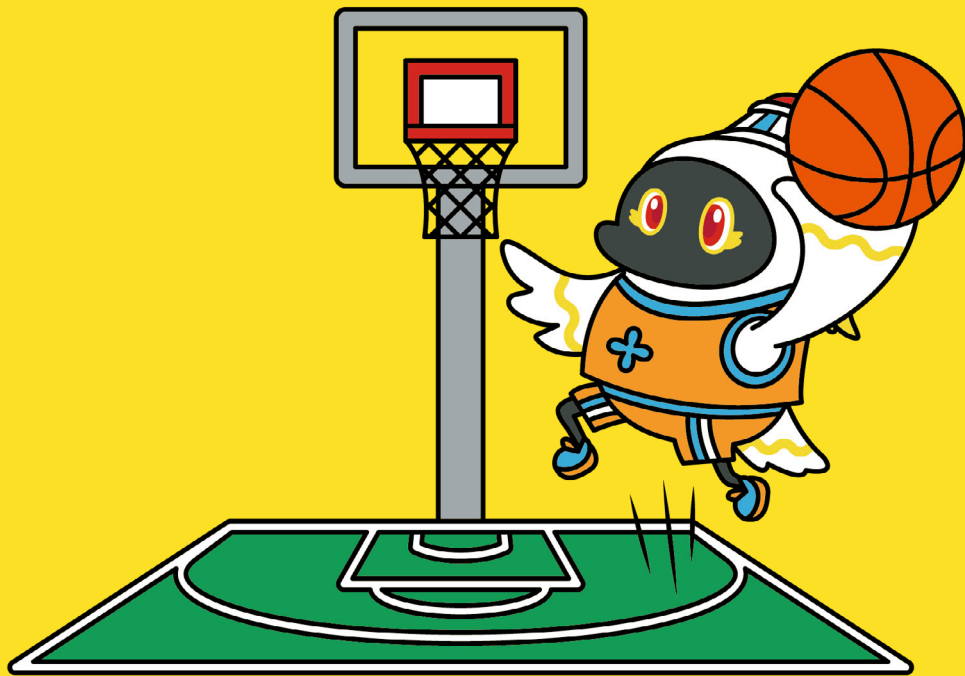
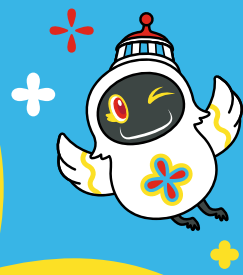
旅遊 | Travel



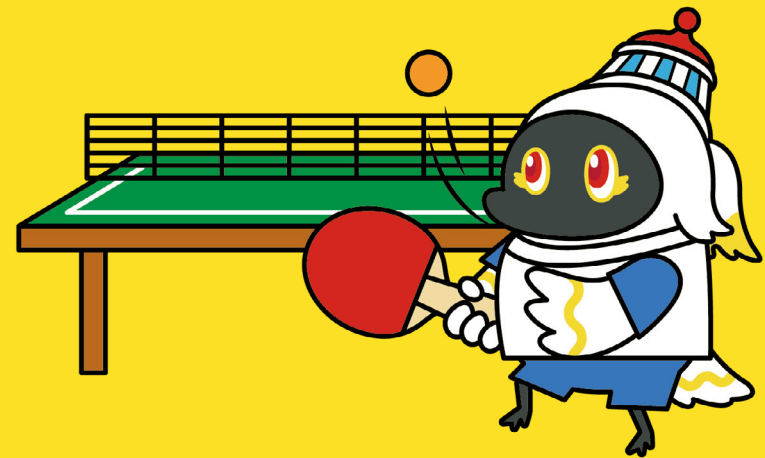
運動 | Sports



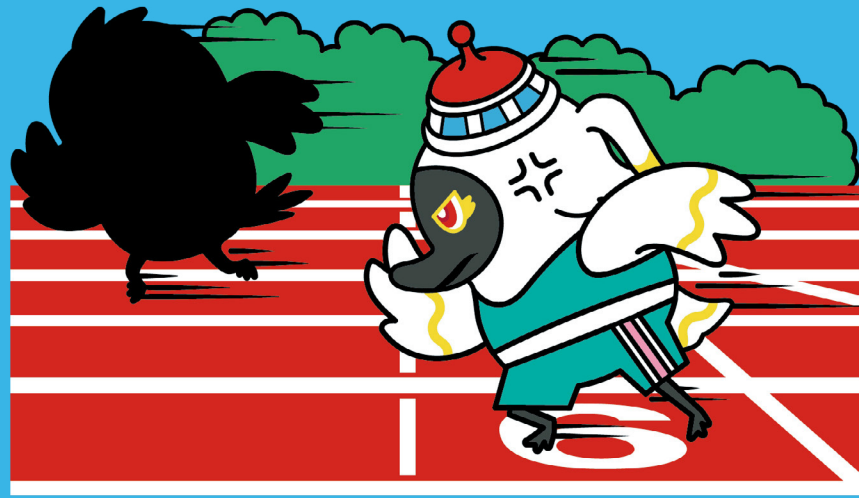
運動 | Sports



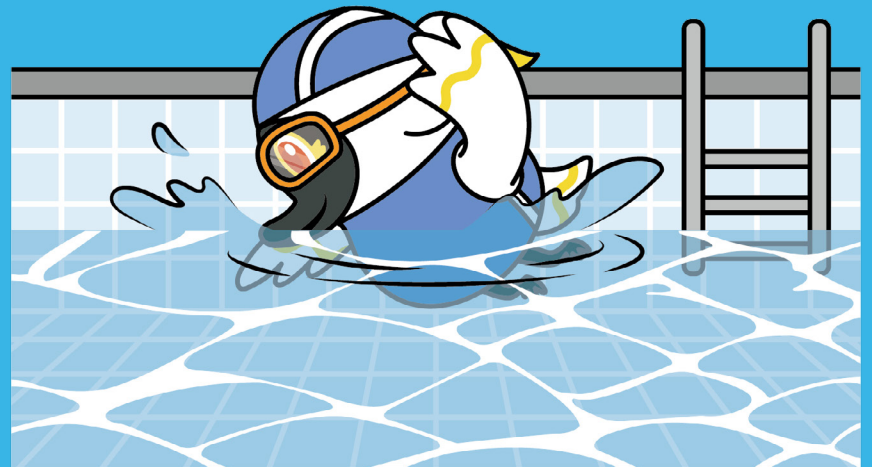
運動 | Sports



運動 | Sports



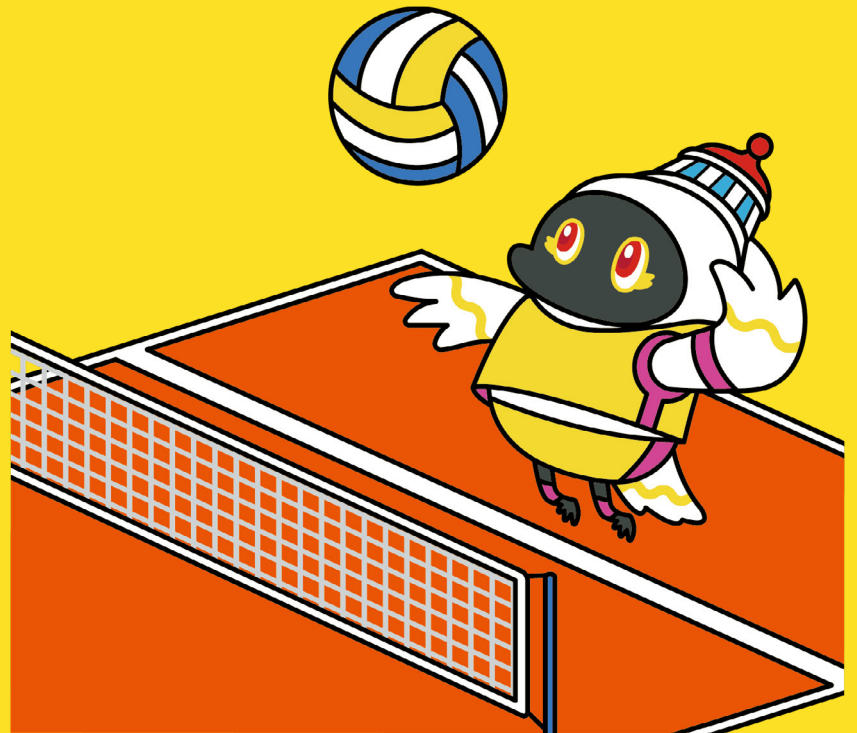
運動 | Sports



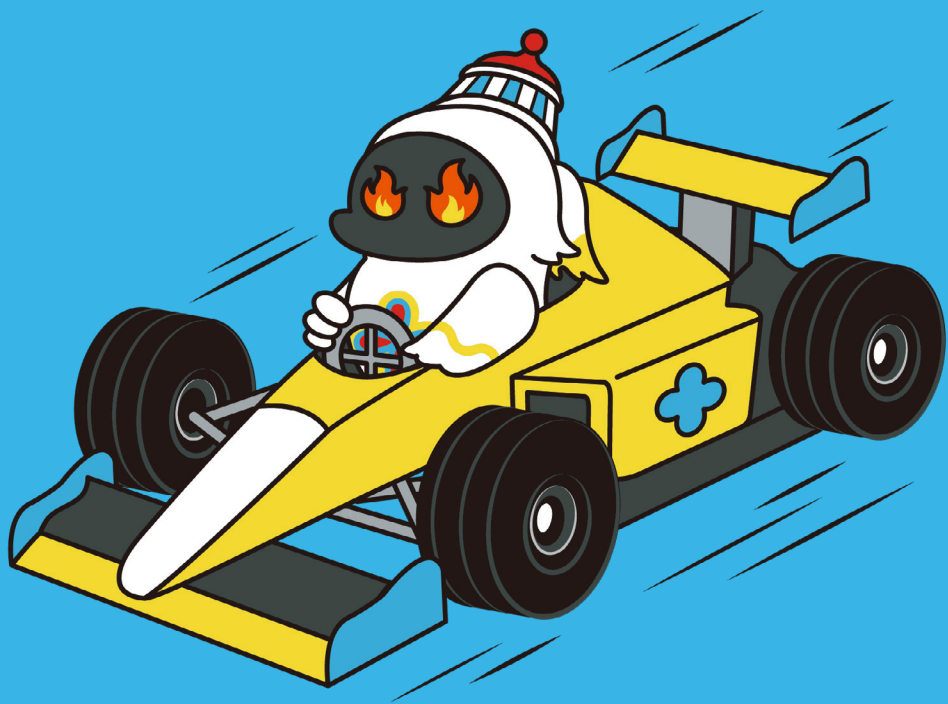
運動 | Sports



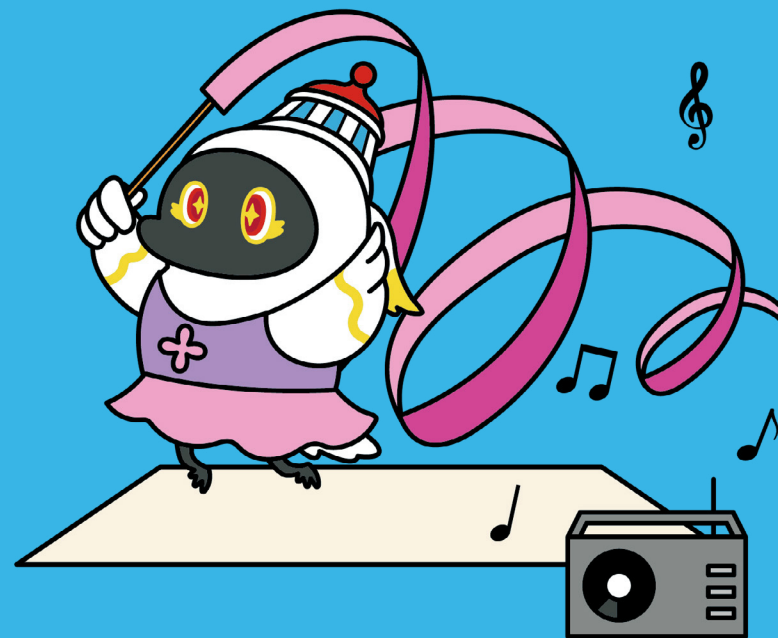
運動 | Sports



運動 | Sports



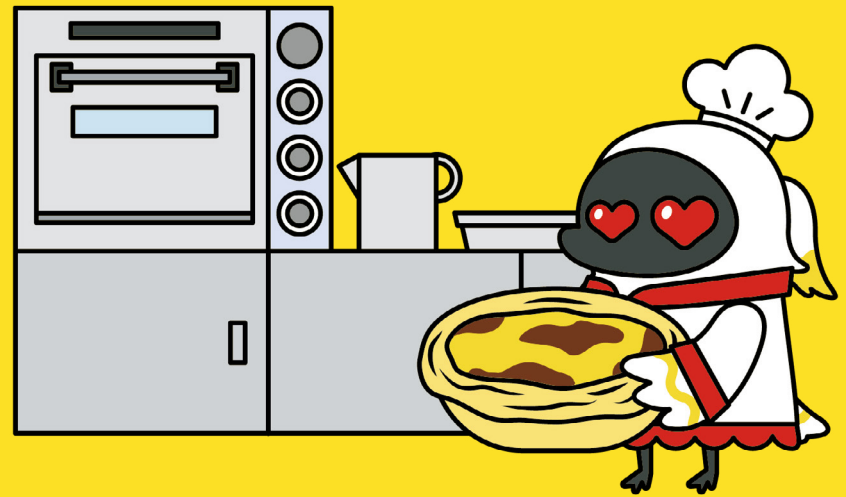
運動 | Sports



運動 | Sports



美食 | Cuisine



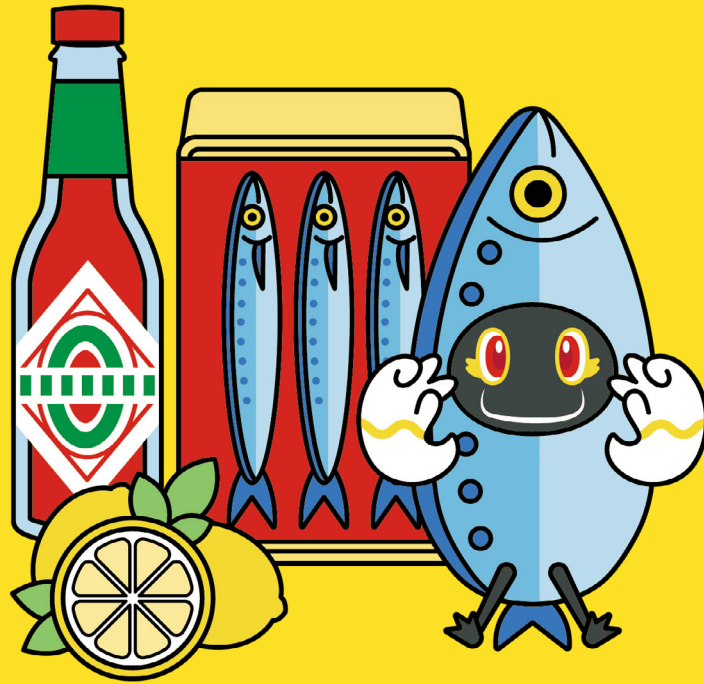
美食 | Cuisine



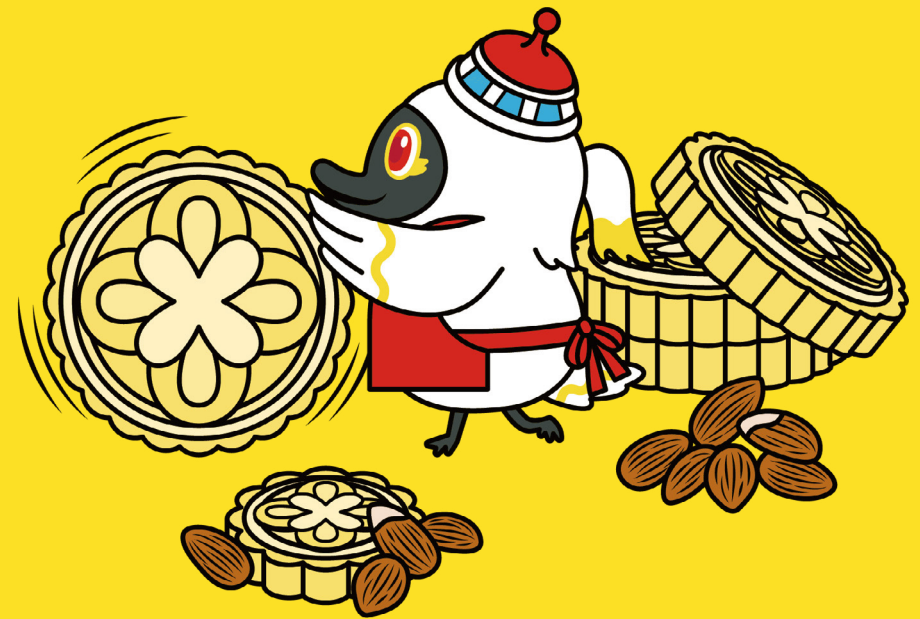
美食 | Cuisine



美食 | Cuisine



美食 | Cuisine



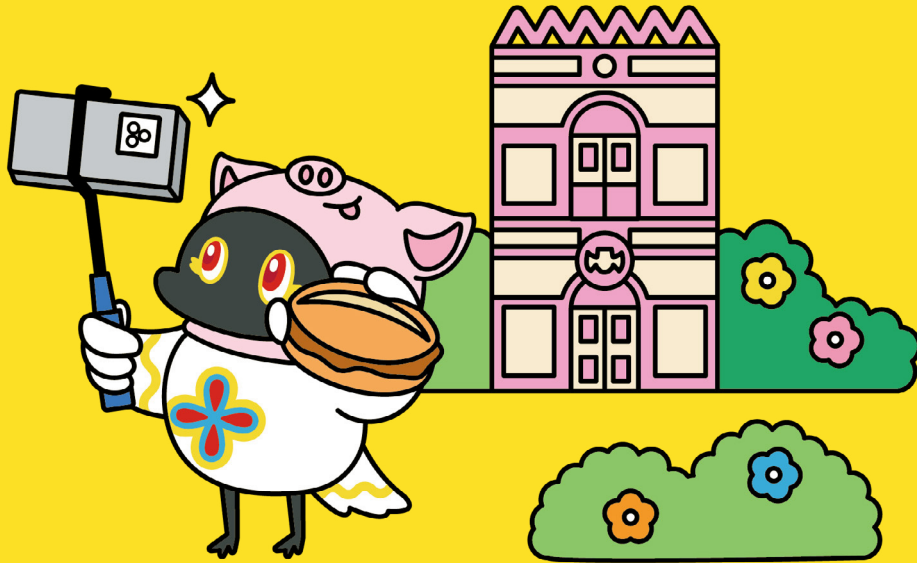
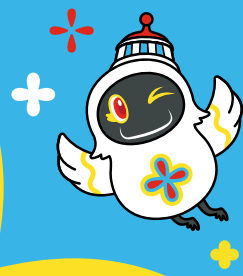
美食 | Cuisine



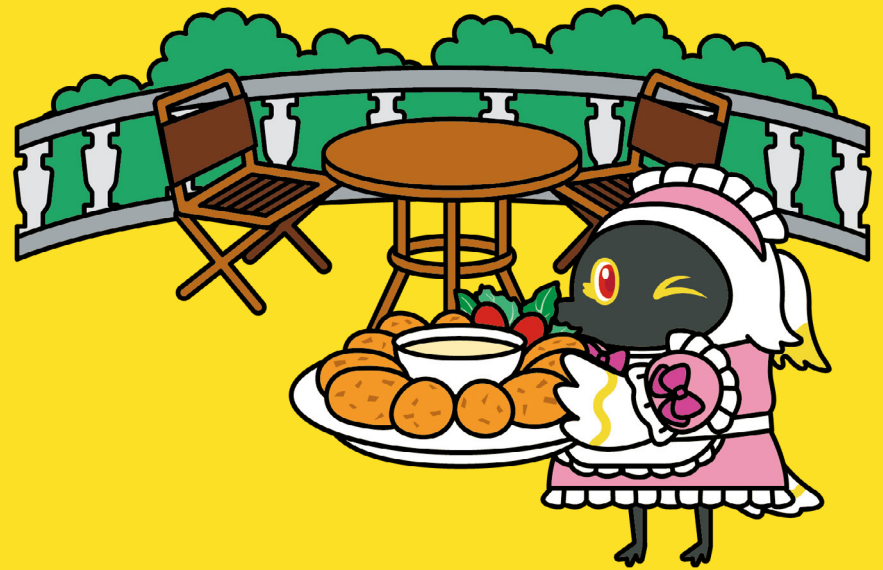
美食 | Cuisine



美食 | Cuisine



美食 | Cuisine



美食 | Cuisine

檔案格式 | File Format :

麥麥簡稱 Mak Mak Abbreviation	下劃線 Underline	類別 Category	下劃線 Underline	顏色版本 Colour Version	檔案格式名 File Format Name
MM	—	V	—	C	.ai .png

麥麥簡稱 Mak Mak Abbreviation	下劃線 Underline	類別 Category	下劃線 Underline	插畫編號 Illustration Number	檔案格式名 File Format Name
MM	—	CE AP	—	01	.ai .png

檔案範例 | File Example :



MM\_V\_C.png

簡稱   Abbreviation	類別   Category	顏色版本   Colour Version	檔案格式名   File Format Name
MM 麥麥 Mak Mak	H 標誌的橫排版本 Horizontal Version of the Logo	C 標準色版本 Standard Colour Version	ai Illustrator 的檔案名稱 File name of Illustrator
	V 標誌的直排版本 Vertical Version of the Logo	BW 白底黑字版本 Black Version on White Background	png 圖片格式 (背景透明效果) Picture format (background transparency effect)
	S 獨立標誌 Symbol	WB 黑底白字版本 White Version on Black Background	
	CE 特徵表情 Character Expressions	CB 藍底黃字版本 Colour Version on Blue Background	
	AP 衍生姿態 Alternate Poses	CY 黃底藍字版本 Colour Version on Yellow Background	
	SP 輔助圖案 Supporting Patterns	01 插畫編號 Illustration Number	



我們為 VI 系統建立了完整的命名邏輯與素材管理方法，包括種類標示、標誌簡稱、尺寸比例與顏色代碼等。無論專業或業餘設計者，皆可快速查找和有效應用。

此命名結構提升了協作效率與素材可追溯性，亦有助未來持續更新與多方使用，讓麥麥在更多創意場景中穩定發揮作用。

麥麥識別檔案的命名，我們進行了歸類，當要尋找檔案的時候，可根據需要，對照以上的命名表，進行尋找，檔案的命名我們主要分為四個部分，一是簡稱，二是類別，三是顏色版本，四是檔案格式名。

例如：我們要尋找麥麥標誌的直排版本彩色版在白色背景的图片格式版本，我們就會知道是 MM\_V\_C.png 這個檔案，因為 MM 代表麥麥的簡稱，V 代表標誌的直排版本，C 代表標準色版本，png 代表背景透明效果的图片格式，如此類推。

We have established a complete naming logic and asset management system for the VI system, including type labels, logo abbreviations, size ratios and colour codes. This allows both professional and amateur designers to quickly locate and effectively use the assets.

This naming structure enhances collaborative efficiency and asset traceability, while also facilitating future updates and multi-party usage, ensuring that Mak Mak maintains a consistent and impactful presence across a wide range of creative applications.

The naming structure for Mak Mak's asset files is systematically categorized into four components: abbreviation, category, colour version and file format. This logical framework enables efficient file retrieval by aligning with the centralized nomenclature index, ensuring seamless cross-platform compatibility and scalable asset management.

For example, if we want to find the vertical version of the Mak Mak logo in Standard Colour Version on a white

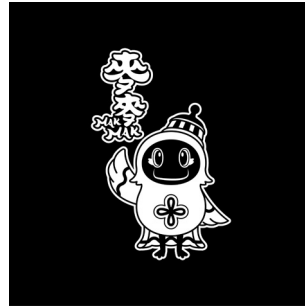
background, you would look for the file named MM\_V\_C.png. Here, MM stands for Mak Mak's abbreviation, V represents for the vertical version of the logo, C indicates the standard colour version, and png denotes the image format with a transparent background. The same logic applies to other files.



MM\_V\_C.png  
MM\_V\_C.ai



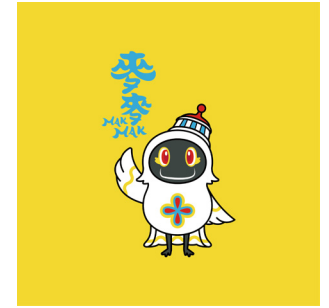
MM\_V\_BW.png  
MM\_V\_BW.ai



MM\_V\_WB.png  
MM\_V\_WB.ai



MM\_V\_CB.png  
MM\_V\_CB.ai



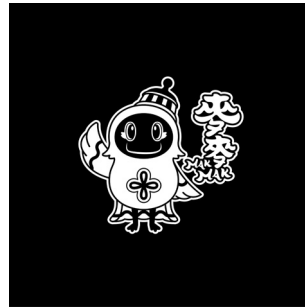
MM\_V\_CY.png  
MM\_V\_CY.ai



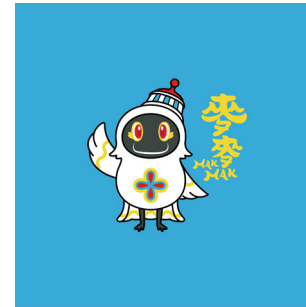
MM\_H\_C.png  
MM\_H\_C.ai



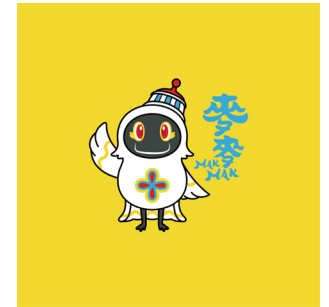
MM\_H\_BW.png  
MM\_H\_BW.ai



MM\_H\_WB.png  
MM\_H\_WB.ai



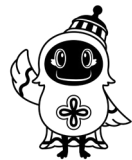
MM\_H\_CB.png  
MM\_H\_CB.ai



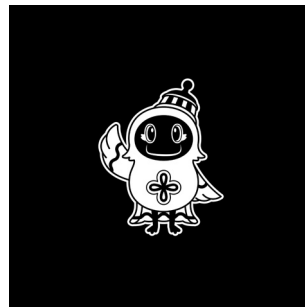
MM\_H\_CY.png  
MM\_H\_CY.ai



MM\_S\_C\_01.png  
MM\_S\_C\_01.ai



MM\_S\_BW\_01.png  
MM\_S\_BW\_01.ai



MM\_S\_WB.png  
MM\_S\_WB.ai

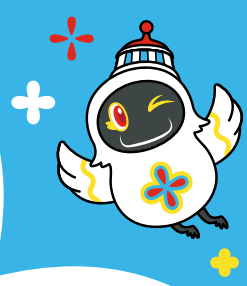


MM\_S\_C\_02.png  
MM\_S\_C\_02.ai



MM\_S\_BW\_02.png  
MM\_S\_BW\_02.ai

檔案應用 | 檔案的管理及命名  
File Usage | File Management and Naming



MM\_CE\_01.png  
MM\_CE\_01.ai



MM\_CE\_02.png  
MM\_CE\_02.ai



MM\_CE\_03.png  
MM\_CE\_03.ai



MM\_CE\_04.png  
MM\_CE\_04.ai



MM\_CE\_05.png  
MM\_CE\_05.ai



MM\_CE\_06.png  
MM\_CE\_06.ai



MM\_CE\_07.png  
MM\_CE\_07.ai



MM\_CE\_08.png  
MM\_CE\_08.ai



MM\_CE\_09.png  
MM\_CE\_09.ai



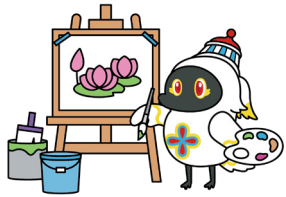
MM\_CE\_10.png  
MM\_CE\_10.ai



MM\_CE\_11.png  
MM\_CE\_11.ai



MM\_CE\_12.png  
MM\_CE\_12.ai



MM\_AP\_01.png  
MM\_AP\_01.ai



MM\_AP\_02.png  
MM\_AP\_02.ai



MM\_AP\_03.png  
MM\_AP\_03.ai



MM\_AP\_04.png  
MM\_AP\_04.ai



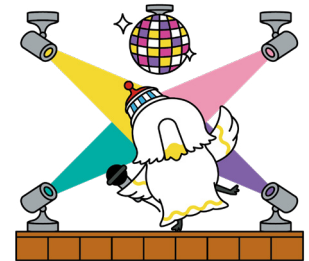
MM\_AP\_05.png  
MM\_AP\_05.ai



MM\_AP\_06.png  
MM\_AP\_06.ai



MM\_AP\_07.png  
MM\_AP\_07.ai



MM\_AP\_08.png  
MM\_AP\_08.ai



MM\_AP\_09.png  
MM\_AP\_09.ai



MM\_AP\_10.png  
MM\_AP\_10.ai



MM\_AP\_11.png  
MM\_AP\_11.ai



MM\_AP\_12.png  
MM\_AP\_12.ai

檔案應用 | 檔案的管理及命名  
File Usage | File Management and Naming



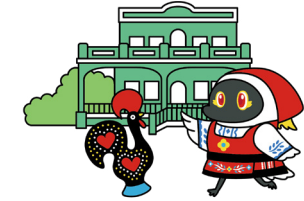
MM\_AP\_13.png  
MM\_AP\_13.ai



MM\_AP\_14.png  
MM\_AP\_14.ai



MM\_AP\_15.png  
MM\_AP\_15.ai



MM\_AP\_16.png  
MM\_AP\_16.ai



MM\_AP\_17.png  
MM\_AP\_17.ai



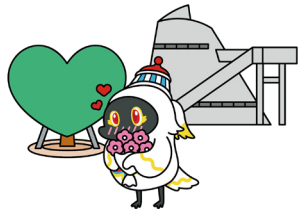
MM\_AP\_18.png  
MM\_AP\_18.ai



MM\_AP\_19.png  
MM\_AP\_19.ai



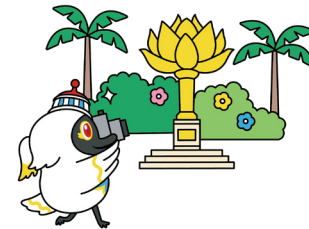
MM\_AP\_20.png  
MM\_AP\_20.ai



MM\_AP\_21.png  
MM\_AP\_21.ai



MM\_AP\_22.png  
MM\_AP\_22.ai



MM\_AP\_23.png  
MM\_AP\_23.ai



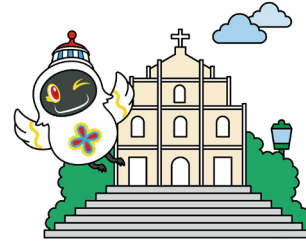
MM\_AP\_24.png  
MM\_AP\_24.ai



MM\_AP\_25.png  
MM\_AP\_25.ai



MM\_AP\_26.png  
MM\_AP\_26.ai



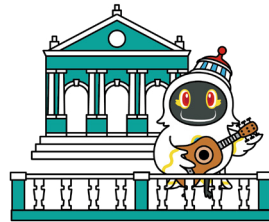
MM\_AP\_27.png  
MM\_AP\_27.ai



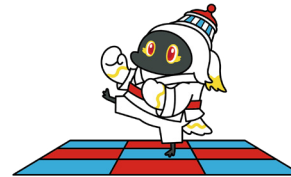
MM\_AP\_28.png  
MM\_AP\_28.ai



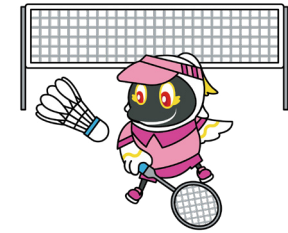
MM\_AP\_29.png  
MM\_AP\_29.ai



MM\_AP\_30.png  
MM\_AP\_30.ai



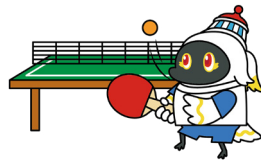
MM\_AP\_31.png  
MM\_AP\_31.ai



MM\_AP\_32.png  
MM\_AP\_32.ai



MM\_AP\_33.png  
MM\_AP\_33.ai



MM\_AP\_34.png  
MM\_AP\_34.ai

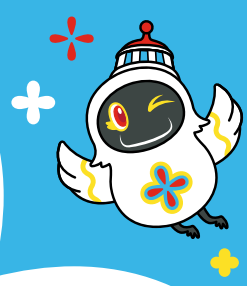


MM\_AP\_35.png  
MM\_AP\_35.ai

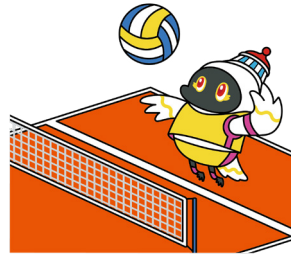


MM\_AP\_36.png  
MM\_AP\_36.ai

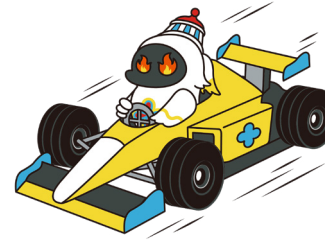
檔案應用 | 檔案的管理及命名  
File Usage | File Management and Naming



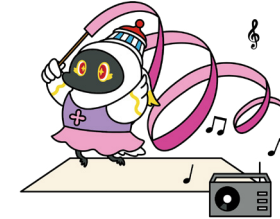
MM\_AP\_37.png  
MM\_AP\_37.ai



MM\_AP\_38.png  
MM\_AP\_38.ai



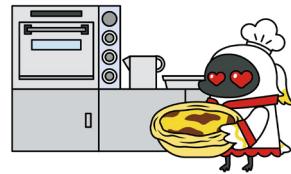
MM\_AP\_39.png  
MM\_AP\_39.ai



MM\_AP\_40.png  
MM\_AP\_40.ai



MM\_AP\_41.png  
MM\_AP\_41.ai



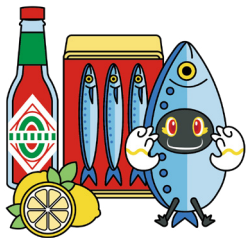
MM\_AP\_42.png  
MM\_AP\_42.ai



MM\_AP\_43.png  
MM\_AP\_43.ai



MM\_AP\_44.png  
MM\_AP\_44.ai



MM\_AP\_45.png  
MM\_AP\_45.ai



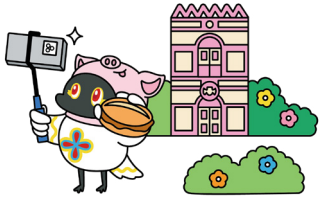
MM\_AP\_46.png  
MM\_AP\_46.ai



MM\_AP\_47.png  
MM\_AP\_47.ai



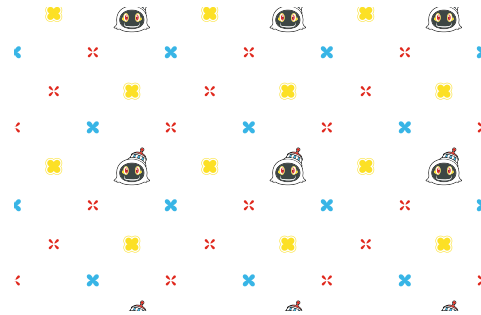
MM\_AP\_48.png  
MM\_AP\_48.ai



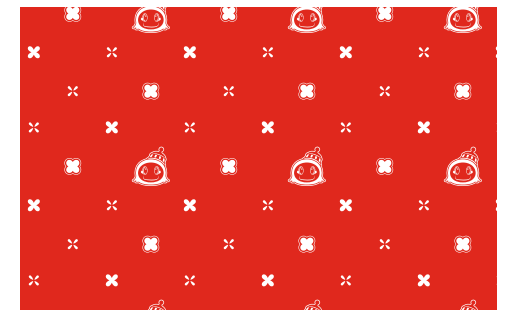
MM\_AP\_49.png  
MM\_AP\_49.ai



MM\_AP\_50.png  
MM\_AP\_50.ai



MM\_SP\_01.png  
MM\_SP\_01.ai



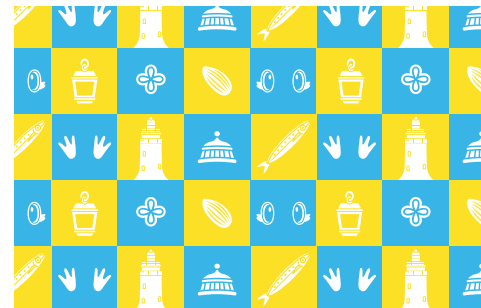
MM\_SP\_02.png  
MM\_SP\_02.ai



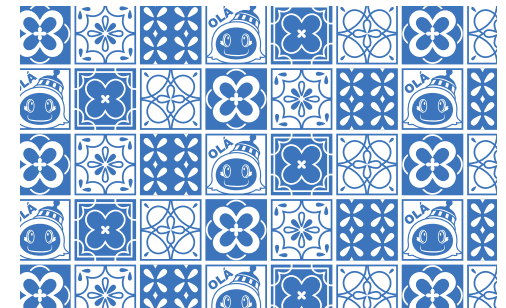
MM\_SP\_03.png  
MM\_SP\_03.ai



MM\_SP\_04.png  
MM\_SP\_04.ai

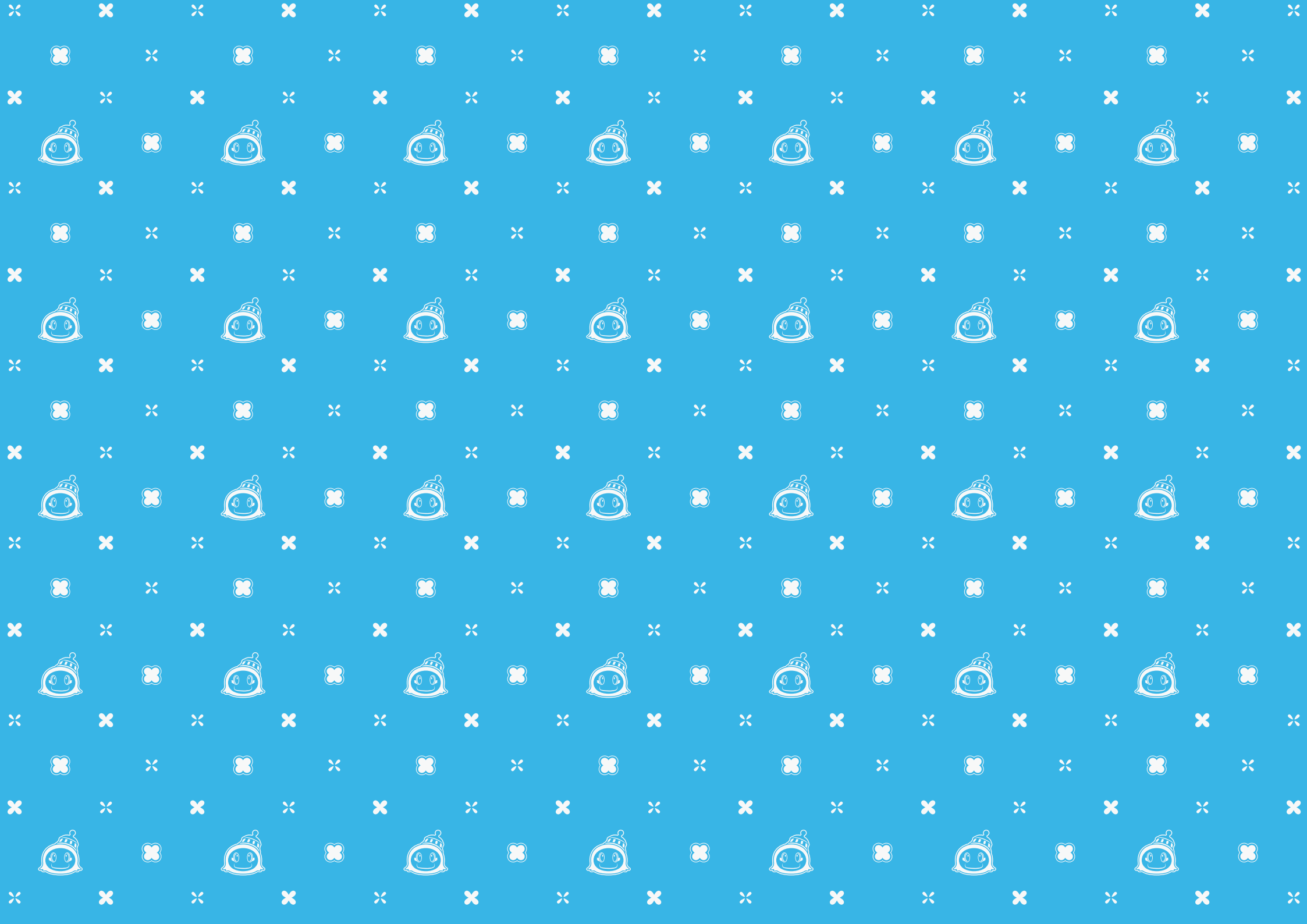


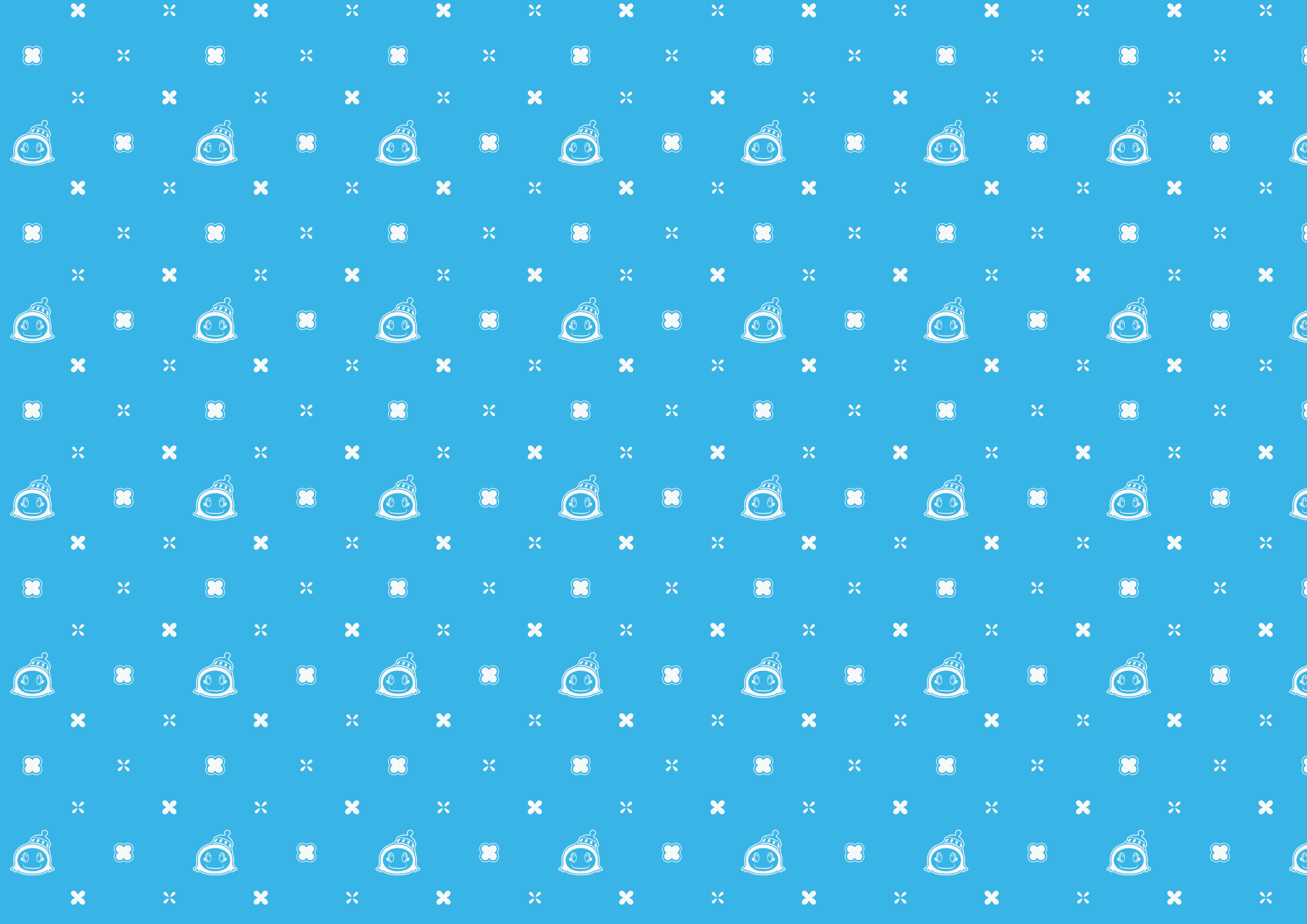
MM\_SP\_05.png  
MM\_SP\_05.ai



MM\_SP\_06.png  
MM\_SP\_06.ai









澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE