

Visual Identity 
for Product-Video++
产 品 视 觉 识 别 手 册

标志icon纯色稿件



标准字组合规范

Helvetica Neue — Light

Come to know a worldwide operating enterprise leading in the sector of plastic packaging for industrial applications. We develop, produce and sell innovative products with an outstanding quality level and optimum delivery service. Whether standard solutions at

Helvetica Neue Bold

Come to know a worldwide operating enterprise leading in the sector of plastic packaging for industrial applications. We develop, produce and sell innovative products with an outstanding quality level and optimum delivery service. Whether standard solutions at

Helvetica Neue — Italic

Come to know a worldwide operating enterprise leading in the sector of plastic packaging for industrial applications. We develop, produce and sell innovative products with an outstanding quality level and optimum delivery service. Whether standard solutions at

Regular

ABCDEFGH
IJKLMNOP
QRSTUVWXYZ

abcdefg
hijklmnop
qrstuvwxyz

Bold

**ABCDEFGH
IJKLMNOP
QRSTUVWXYZ**

**abcdefg
hijklmnop
qrstuvwxyz**

Bold Italic

***ABCDEFGH
IJKLMNOP
QRSTUVWXYZ***

***abcdefg
hijklmnop
qrstuvwxyz***

03 Fonts English

Helvetica Neue — Light
used for basic text

Helvetica Neue Bold
used to highlight text

Helvetica Neue — Italic
used for basic text

标准字组合规范

兰亭黑-简 Heavy

整体家居是顺应时代要求而推出的,一种科学、先进和全面的装修理念和方式。它用整体的概念来审视装修每一个环节的协调性。它要求设计更为全面、周到;施工更为快捷环保;配饰成品采购更集中迅速。它是个方便装修消费的新模式,是个一站式家庭装修解决方案

方正兰亭黑-Demibold

整体家居是顺应时代要求而推出的,一种科学、先进和全面的装修理念和方式。它用整体的概念来审视装修每一个环节的协调性。它要求设计更为全面、周到;施工更为快捷环保;配饰成品采购更集中迅速。它是个方便装修消费的新模式,是个一站式家庭装修解决方案

方正兰亭黑-Extralight

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微软雅黑

整体家居是顺应时代要求而推出的,一种科学、先进和全面的装修理念和方式。它用整体的概念来审视装修每一个环节的协调性。它要求设计更为全面、周到;施工更为快捷环保;配饰成品采购更集中迅速。它是个方便装修消费的新模式,是个一站式家庭装修解决方案

04 Fonts Chinese

兰亭黑-简 Heavy

用于品牌文本输入(主标题)

方正兰亭黑-Demibold

用于品牌文本输入(副标题输入)

方正兰亭黑-Extralight

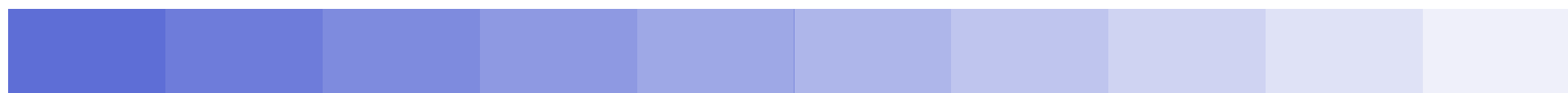
用于品牌文本输入(内文)

微软雅黑

用于品牌web端文本输出

标准色规范

Main colors



UI 端 输出色号

5E6ED6



3F2AA0



484A51

2nd colors

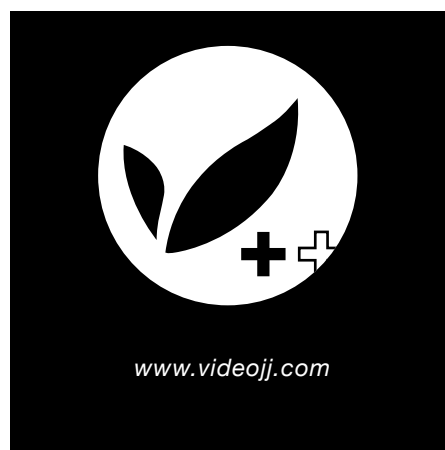
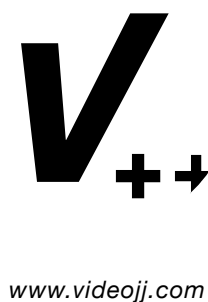


7E8287



FFF100

05 Colors



Video⁺⁺





区域为最小识别空间
(空间内不可出现其他任何图形文字)





thank you