



玲珑轮胎品牌识别手册 LINGLONG TIRE VISUAL IDENTITY GUIDELINE

2012年山东玲珑轮胎股份有限公司及其分公司 版权所有 /
2012 Shandong Linglong Tire Co., Ltd. and its Branches All rights reserved.

目录

CONTENTS

基础设计系统 BASIC DESIGN SYSTEM

1.1.1	标识及标识释义 The logo and its meanings	01	1.3.3	标识与中英文简称竖版组合规范 Combination specifications of the logo and Chinese & English abbreviation in vertical version	12	1.4.2	标志颜色与背景色关系规范 Relation norms of logo and background colors	21
1.1.2	标识标准制图规范 Standard drawing specifications of the logo	02	1.3.4	标识与中英文集团简称组合规范 Combination specifications of the logo and the group's Chinese & English abbreviation	13	1.5.1	企业辅助图形标准制图 Drawing standards of auxiliary graph	22
1.1.3	标识标准网格制图规范 Standard grid mapping specifications of the logo	03	1.3.5	标识与中文集团简称组合规范 Combination specifications of the logo and the group's Chinese abbreviation	14	1.5.2	中英文字体使用规范 Usage specifications of Chinese & English fonts	23
1.1.4	标识墨稿反白稿 Ink and reverse type of the logo	04	1.3.6	标识与英文集团简称组合规范 Combination specifications of the logo and the group's English abbreviation	15	1.6.1	吉祥物彩色稿及造型说明 Full color draft of the mascot and modeling instructions	24
1.1.5	标识预留空间与最小比例限定 Headspace and minimum ratio limit of the logo	05	1.3.7	标识与中英文全称横版组合规范 Combination specifications of the logo and the Chinese & English full name in horizontal version	16	1.6.2	吉祥物单色印刷规范 Printing specifications of the solid color mascot	25
1.2.1	中文标识网格制图 Grid mapping of the Chinese logo	06	1.3.8	标识与中英文全称竖版组合规范 Combination specifications of the logo and the Chinese & English full names in vertical version	17	1.7.1	联合品牌组合规范 Combination specifications of co-branding	26
1.2.2	英文标识网格制图 Grid mapping of the English logo	07	1.3.9	广告语中英文上下规范 Specifications of Chinese & English slogans in position	18	1.7.2	企业标志错误应用演示 Demonstration on false application of corporate logo	27
1.2.3	标识与中文简称横版组合规范 Combination specifications of the logo and Chinese abbreviation in horizontal version	08	1.3.10	标识与中英文广告语组合规范 Combination specifications of the logo and Chinese & English slogans	19			
1.2.4	标识与英文简称横版组合规范 Combination specifications of the logo and English abbreviation in horizontal version	09	1.4.1	企业标准色和辅助色 Standard and complementary colors of the corporation	20			
1.3.1	标识与中英文简称中轴组合规范 Combination specifications of the logo and Chinese & English abbreviation in axial version	10						
1.3.2	标识与中英文简称横版组合规范 Combination specifications of the logo and Chinese & English abbreviation in horizontal version	11						

目录

CONTENTS

应用设计系统 APPLICATION DESIGN SYSTEM

2.1.1	总经理名片样式 Business card designs for general manager	28	2.3.2	大件产品运输包装标准样式 Standard designs for large products' transport packaging	47	2.6.3	零售店销售人员工作服 (冬) Overalls for retail store sales staff (for winter)	62
2.1.2	高层主管与员工名片样式 Business card designs for top executives and employees	31	2.3.3	产品外包装标准样式 Standard designs for products' outer packing	48	2.6.4	零售店销售人员工作服 (夏) Overalls for retail store sales staff (for summer)	63
2.1.3	国内信封标准样式 Standard designs for domestic envelopes	32	2.3.4	配件包装标准样式 Standard designs for accessory packing	49	2.7.1	部门指示牌标准样式 Standard designs for department signs	64
2.1.4	国际信封标准样式 Standard designs for international envelopes	33	2.4.1	广告海报规范 Specifications of advertisement posters	50	2.7.2	车间示意图标准样式 Standard designs for the workshop schematic diagram	65
2.1.5	国内信纸标准样式 Standard designs for domestic letter papers	34	2.4.2	平面广告规范版式 Standard formats for print ads	51	2.7.3	户外路牌范例规范版式 Standard designs for the outdoor billboard paradigm	66
2.1.6	国际信纸标准样式 Standard designs for international letter papers	35	2.4.3	户外广告灯箱规范 Specifications of outdoor advertising lamp box	52	2.7.4	厂区指示牌规范 Specifications of plant area indicators	67
2.1.7	传真纸标准样式 Standard designs for fax papers	36	2.4.4	直邮DM宣传页版式规范 Standard formats for Direct Mail (DM) leaflet	53	2.8.1	专卖店门头规范 Door head specifications of exclusive shops	68
2.2.1	工作笔记本标准样式 Standard designs for notebooks	37	2.4.5	活动背景板规范 Specifications of activity backdrops	54	2.8.2	标准展台规范 Specifications of standard booth	69
2.2.2	贵宾卡标准样式 Standard designs for VIP cards	38	2.4.6	X-展架规范 Specifications of X-banner	55	2.8.3	轮胎展架规范 Specifications of tire display rack	70
2.2.3	员工胸卡标准样式 Standard designs for employees' badges	39	2.4.7	户外挂旗规范 Specifications of outdoor flags	56	2.8.4	轮胎介绍展示牌 Tire introduction board	72
2.2.4	邀请函标准样式 Standard designs for invitation letters	40	2.5.1	大型运输货车规范 Specifications of large transport trucks	57	2.8.5	玻璃墙或门防撞装饰贴规范 Specifications of anti-collision stickers for glass walls or doors	73
2.2.5	PPT模板版式规范 Format specifications of PPT template	41	2.5.2	小型运输货车规范 Specifications of small transport trucks	58	2.8.6	工位标志牌规范 Specifications of station indicators	74
2.2.6	封口胶带标准样式 Standard designs for sealing tape	42	2.5.3	集装箱运输车规范 Specifications of pallet carriers	59	2.8.7	产品中logo的应用规范 Application specifications of product logo	75
2.2.7	产品标签标准样式 Standard designs for product tag	43	2.6.1	员工工作服 (冬) Employee overalls (for winter)	60	2.8.8	车间宣传看板模板规范 Template specifications of workshop bulletin board	76
2.3.1	手提袋规范 Standard designs for handbag	44	2.6.2	员工工作服 (夏) Employee overalls (for summer)	61	2.8.9	车间宣传栏模板规范 Template specifications of workshop bulletin board	77

基础设计系统

**BASIC
DESIGN SYSTEM**

1.1.1 标识及标识释义

THE LOGO AND ITS MEANINGS

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识是公司品牌形象及企业形象的核心，体现品牌价值，彰显企业文化的核心要素。标识作为整个形象中最重要的识别元素，在任何情况下不得随意更改。

本手册在下面的章节中严格规范了标识图形，以确保传播使用时企业视觉识别形象的完整统一。

The logo is the core of the company's brand image and corporate image. It reflects the brand value and highlights the core elements of the corporate culture. The logo, as the most important identity element of the whole image, is not free to be changed in any case.

In the following chapters, the manual strictly regulates the logo graphic to ensure the integrity and unity of corporate visual identity when spreading and using.

品牌标识标准彩稿是企业的核心，它具有优先权和统帅权，在任何情况都必须以其为母板，再根据具体情况按规定使用。

Brand logo in standard color draft is the core of the enterprise possessing priority and imperia. It must be considered as the motherboard in any case and applied according to specific circumstances with regulations.



标识整体设计由两个“L”为箭头形状，固有引领之意，旨在说明玲珑轮胎引领时代先驱，科技前沿以及品牌高端化；辅助两条蓝色弧线预示业务的全球化，体现了纵横四海的定位，整体呈现出一种动感，同时寓意玲珑轮胎在国际化道路上不断向前发展，采用蓝色和绿色的色彩搭配，体现品牌专属性，更体现出玲珑轮胎科技创新、绿色环保的核心竞争力。

The overall design of the logo comprises two “L”s in the form of an arrow which means leading, and intends to illustrate that Linglong tire leads the era, frontier science and technology, as well as high-end brand; The two auxiliary blue arcs indicate the globalization of business, and reflect the brand positioning of covering all the world. The logo as a whole gives a dynamic sense, meaning Linglong Tire will constantly move forwards on the road of internationalization. The match of color blue and green reflects the brand exclusiveness and demonstrates the core competitiveness of Linglong Tire's technology innovation and environmental protection.

1.1.2 标识标准制图规范

STANDARD DRAWING SPECIFICATIONS OF THE LOGO

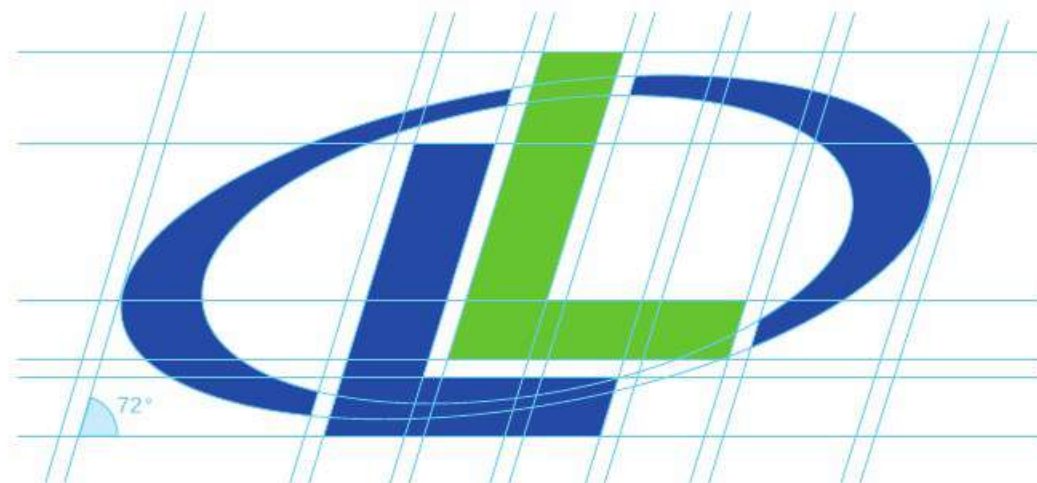
使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识作为公司品牌形象与企业形象的核心要素，其使用必须严格遵循标准制图法的规范，以求统一的视觉识别形象，避免误用，错用。

Logo is the core element of the company's brand image and corporate image. Application of logo must strictly follow the specifications of the standard mapping method in order to pursue a unified visual identity without being misused.



1.1.3 标识标准网格制图规范

STANDARD GRID MAPPING SPECIFICATIONS OF THE LOGO

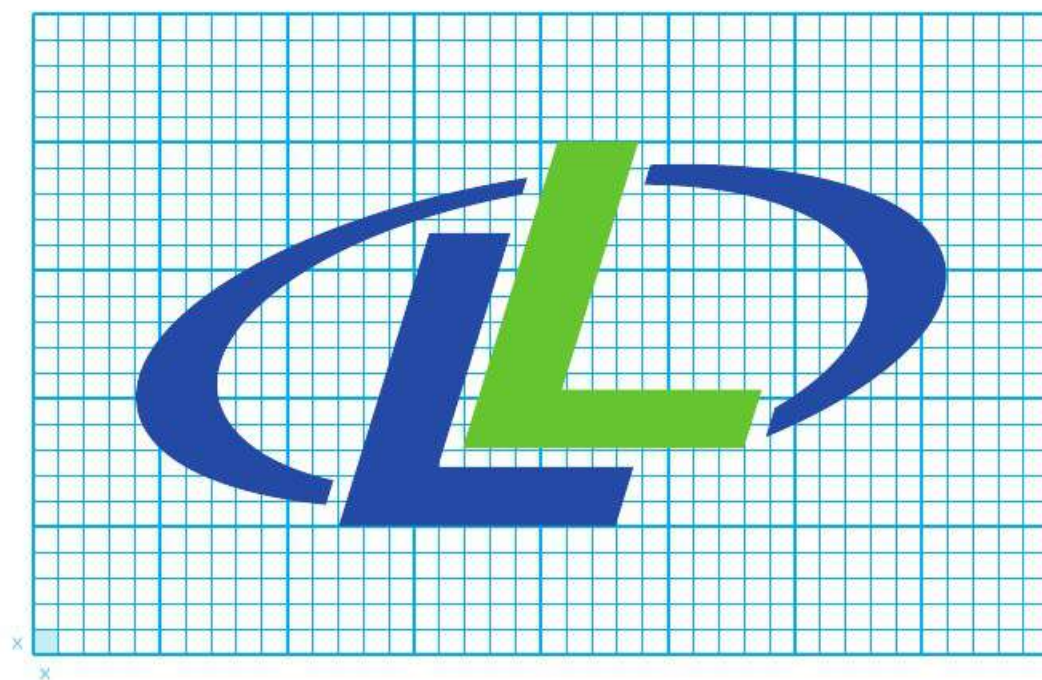
使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识作为公司品牌形象与企业形象的核心要素，其使用必须严格遵循标准制图法的规范，以求统一的视觉识别形象，避免误用，错用。x为一个基本计量单位，在本图中假设为 $x=100\text{mm}$ ，实际尺寸根据需要按比例制定。

Logo is the core element of the company's brand image and corporate image. Application of logo must strictly follow the specifications of the standard mapping method in order to pursue a unified visual identity without being misused. X is the basic unit of measurement and is assumed as $x = 100\text{mm}$ in this graph. The actual size is formulated in proportion according to the need.



1.1.4 标识墨稿反白稿

INK AND REVERSE TYPE OF THE LOGO

使用说明 INSTRUCTION

在单一色彩情形下，标识的使用方法应该是将黑色标识放置在浅色背景上，如图01；或把白色标识放置在深色背景上，如图02。

本页为标识墨稿及反白稿示例，主要应用于传真、单色印刷等介质中。

In the case of single color, the use of the logo should be placing a black logo on a light background, as shown in Figure 01; or placing a white logo on a dark background, as shown in Figure 02.

This page is an example of ink artwork and highlight draft of the logo mainly used in fax, single color printing and other media.

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.



图01 / Figure 01



图02 / Figure 02

1.1.5 标识预留空间与最小比例限定

HEADSPACE AND MINIMUM RATIO LIMIT OF THE LOGO

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

在标识单独使用时，对标识周围的不可侵入范围的界定，是为了保证标识的完整性和最大的视觉冲击力。这个不可侵入范围内应该没有任何文字、图形、视像元素、线条或图片。(X为一个基本计量单位)

彩色标识的长度应不小于10mm，以便标识在最终成品中清晰展示。

When the logo is used alone, the delimitation of the non-intrusive area around the logo is to ensure the integrity of the logo and its maximum visual impact. Any texts, graphs, video elements, lines or pictures should not be included in this non-invasive. (X is the basic unit of measurement)

The length of the full color logo should not be less than 10mm so that the logo can be clearly shown in the final product.



不可侵入范围



10mm

最小比例限定

1.2.1 中文标识网格制图

GRID MAPPING OF THE CHINESE LOGO

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

品牌标识及广告语组合是品牌形象的直接体现，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。

为保证标识等基本项目元素的权威性与识别性，在相互组合应用时，应保持一定的空间关系。

标识文字倾斜角度为 72° 。

Logo combination is the direct manifestation of the brand image. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted.

To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained when inter-combining and applying. Tilt angle of the logo text is 72° .



1.2.2 英文标识网格制图

GRID MAPPING OF THE ENGLISH LOGO

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

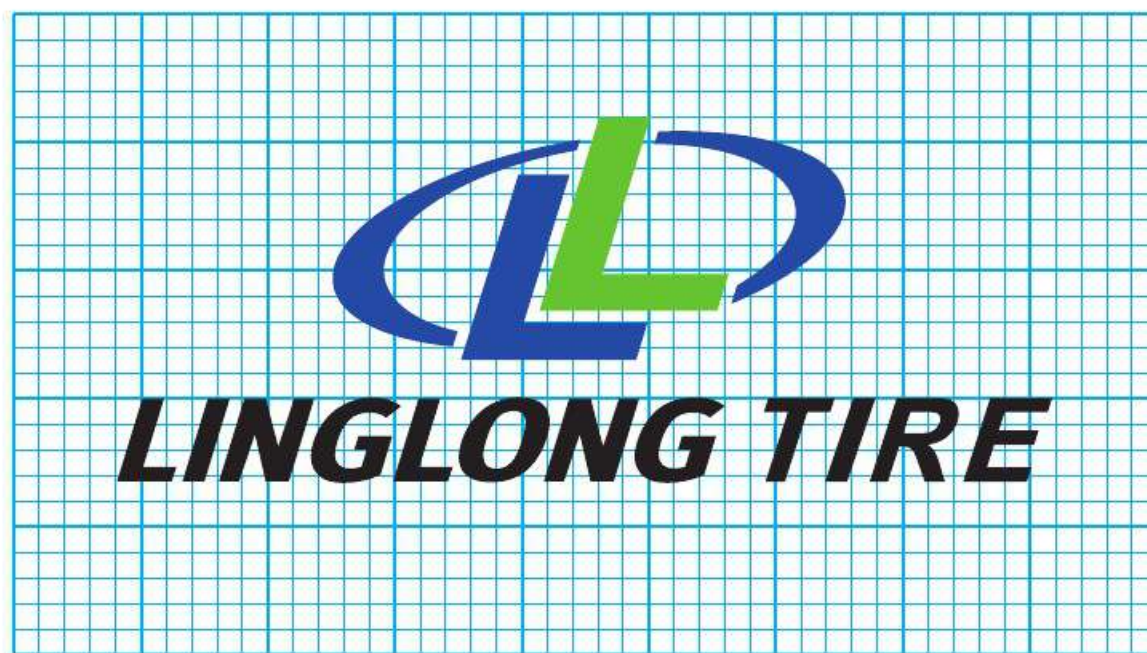
品牌标识及广告语组合是品牌形象的直接体现，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。

为保证标识等基本项目元素的权威性与识别性，在相互组合应用时，应保持一定的空间关系。

标识文字倾斜角度为 72° 。

Logo combination is the direct manifestation of the brand image. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted.

To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained when inter-combining and applying. Tilt angle of the logo text is 72° .



1.2.3 标识与中文简称横版组合规范

COMBINATION SPECIFICATIONS OF THE LOGO AND CHINESE ABBREVIATION IN HORIZONTAL VERSION

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

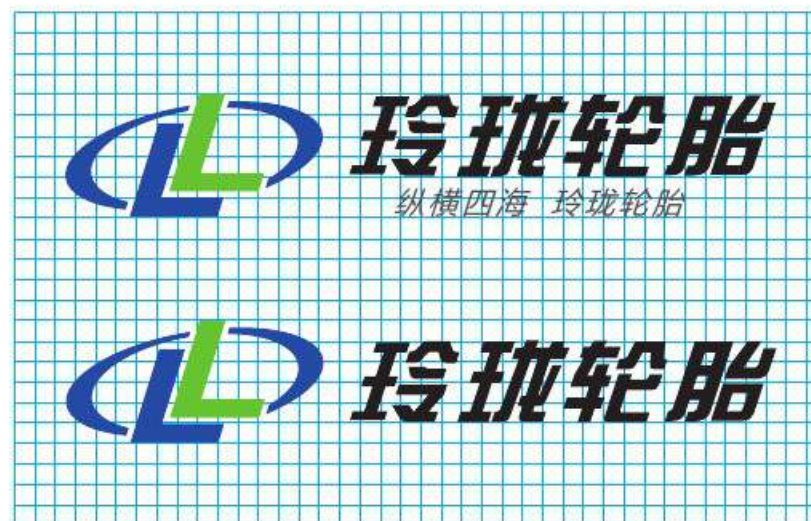
The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识组合是品牌形象的直接体现，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。为保证标识等基本项目元素的权威性与识别性，应保持一定的空间关系。

本案所列组合方式在实施应用时，不得擅自变更为其它形式。标识文字倾斜角度为72°。

Logo combination is the direct manifestation of the brand image. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted. To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained.

When implementing the combinations listed in the case, modification to other types without authorization is not allowed. Tilt angle of the logo text is 72°.



1.2.4 标识与英文简称横版组合规范

COMBINATION SPECIFICATIONS OF THE LOGO AND ENGLISH ABBREVIATION IN HORIZONTAL VERSION

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识组合是品牌形象的直接体现，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。为保证标识等基本项目元素的权威性与识别性，应保持一定的空间关系。

本案所列组合方式在实施应用时，不得擅自变更为其它形式。标识文字倾斜角度为72°。

Logo combination is the direct manifestation of the brand image. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted. To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained.

When implementing the combinations listed in the case, modification to other types without authorization is not allowed. Tilt angle of the logo text is 72°.



1.3.1 标识与中英文简称中轴组合规范

COMBINATION SPECIFICATIONS OF THE LOGO AND CHINESE & ENGLISH ABBREVIATION IN AXIAL VERSION

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识组合是品牌形象的直接体现，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。为保证标识等基本项目元素的权威性与识别性，应保持一定的空间关系。

本案所列组合方式在实施应用时，不得擅自变更为其它形式。标识文字倾斜角度为72°。

Logo combination is the direct manifestation of the brand image. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted. To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained.

When implementing the combinations listed in the case, modification to other types without authorization is not allowed. Tilt angle of the logo text is 72°.



1.3.2 标识与中英文简称横版组合规范

COMBINATION SPECIFICATIONS OF THE LOGO AND CHINESE & ENGLISH ABBREVIATION IN HORIZONTAL VERSION

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识组合是品牌形象的直接体现，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。为保证标识等基本项目元素的权威性与识别性，应保持一定的空间关系。

本案所列组合方式在实施应用时，不得擅自变更为其它形式。标识文字倾斜角度为 72° 。

Logo combination is the direct manifestation of the brand image. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted. To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained.

When implementing the combinations listed in the case, modification to other types without authorization is not allowed. Tilt angle of the logo text is 72° .



1.3.3 标识与中英文简称竖版组合规范

COMBINATION SPECIFICATIONS OF THE LOGO AND CHINESE & ENGLISH ABBREVIATION IN VERTICAL VERSION

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识组合是品牌形象的直接体现，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。为保证标识等基本项目元素的权威性与识别性，应保持一定的空间关系。

本案所列组合方式在实施应用时，不得擅自变更为其它形式。

Logo combination is the direct manifestation of the brand image. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted. To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained.

When implementing the combinations listed in the case, modification to other types without authorization is not allowed.



1.3.4 标识与中英文集团简称组合规范

COMBINATION SPECIFICATIONS OF THE LOGO AND THE GROUP'S CHINESE & ENGLISH ABBREVIATION

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

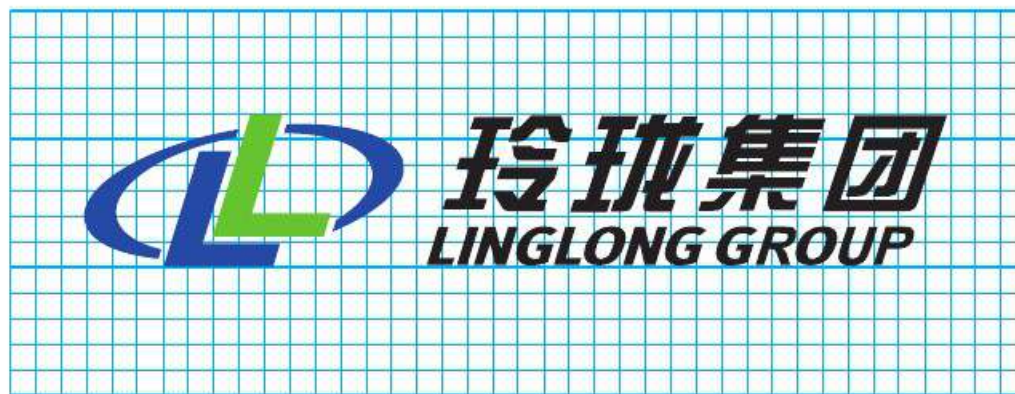
The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识组合是品牌形象的直接体现，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。为保证标识等基本项目元素的权威性与识别性，应保持一定的空间关系。

本案所列组合方式在实施应用时，不得擅自变更为其它形式。标识文字倾斜角度为 72° 。

Logo combination is the direct manifestation of the brand image. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted. To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained.

When implementing the combinations listed in the case, modification to other types without authorization is not allowed. Tilt angle of the logo text is 72° .



1.3.5 标识与中文集团简称组合规范

COMBINATION SPECIFICATIONS OF THE LOGO AND THE GROUP'S CHINESE ABBREVIATION

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识组合是品牌形象的直接体现，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。为保证标识等基本项目元素的权威性与识别性，应保持一定的空间关系。

本案所列组合方式在实施应用时，不得擅自变更为其它形式。标识文字倾斜角度为72°。

Logo combination is the direct manifestation of the brand image. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted. To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained.

When implementing the combinations listed in the case, modification to other types without authorization is not allowed. Tilt angle of the logo text is 72°.



1.3.6 标识与英文集团简称组合规范

COMBINATION SPECIFICATIONS OF THE LOGO AND THE GROUP'S ENGLISH ABBREVIATION

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识组合是品牌形象的直接体现，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。为保证标识等基本项目元素的权威性与识别性，应保持一定的空间关系。

本案所列组合方式在实施应用时，不得擅自变更为其它形式。标识文字倾斜角度为72°。

Logo combination is the direct manifestation of the brand image. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted. To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained.

When implementing the combinations listed in the case, modification to other types without authorization is not allowed. Tilt angle of the logo text is 72°.



1.3.7 标识与中英文全称横版组合规范

COMBINATION SPECIFICATIONS OF THE LOGO AND THE CHINESE & ENGLISH FULL NAMES IN HORIZONTAL VERSION

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识与中英文全称企业标识横式组合是企业视觉识别的重要组成部分，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。为保证标识等基本项目元素的权威性与识别性，应保持一定的空间关系。本案所列组合方式在实施应用时，不得擅自变更为其它形式。

The horizontal combination of logo and full Chinese & English names are important part of corporate visual identity. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted. To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained. When implementing the combinations listed in the case, modification to other types without authorization is not allowed.



1.3.8 标识与中英文全称竖版组合规范

COMBINATION SPECIFICATIONS OF THE LOGO AND THE CHINESE & ENGLISH FULL NAMES IN VERTICAL VERSION

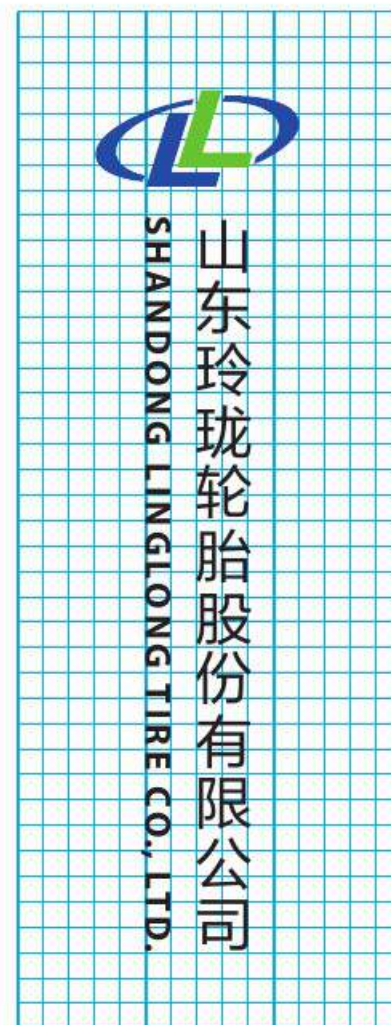
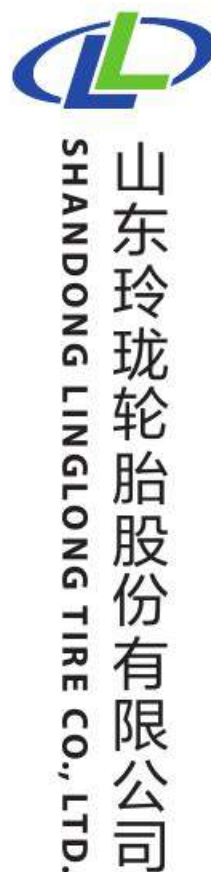
使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标识与中英文全称企业标识竖式组合是企业视觉识别的重要组成部分，除本手册特殊规定的范围外，改动组合比例、改变标准色彩及位置，均为不许可。为保证标识等基本项目元素的权威性与识别性，应保持一定的空间关系。本案所列组合方式在实施应用时，不得擅自变更为其它形式。

The vertical combination of corporate logo and full Chinese & English names are important part of corporate visual identity. Except for the area specially provisioned in this manual, any alterations of the combination ratio, standard colors or positions are not permitted. To ensure the authority and identifiability of the logo and other basic project elements, certain spatial relationships should be maintained. When implementing the combinations listed in the case, modification to other types without authorization is not allowed.



1.3.9 广告语中英文上下规范

SPECIFICATIONS OF CHINESE & ENGLISH SLOGANS IN POSITION

使用说明 INSTRUCTION

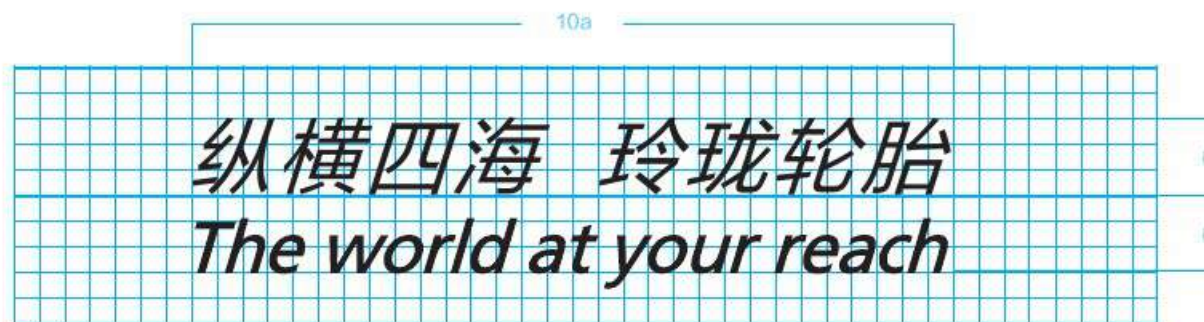
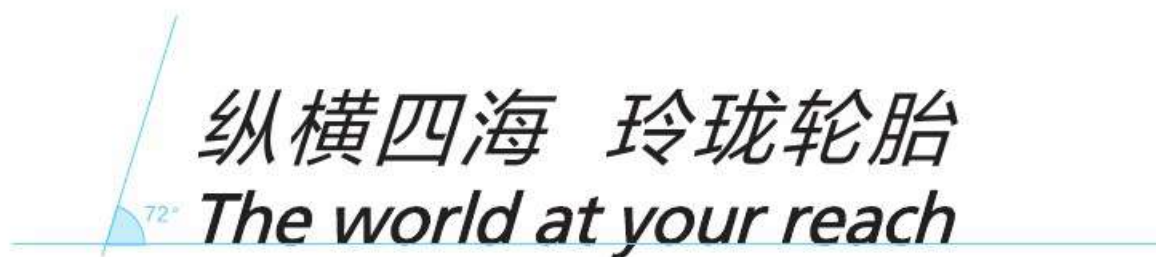
基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

中英文广告语在使用中除整段行文外，都必须采用标准字体，而不得使用标准字体以外的任何相似或者相近的字形代替。改动字距及任意简化，均为不许可。网格制作规范用于准确把握标准字体的整体造型比例、空间关系，使其可以快速、准确地复制。

Except the use in the whole text, slogans of Chinese and English must apply the standard font, and it's not allowed to use any similar fonts as a replacement. Kerning and any simplification are not permitted. Specification of grid making is to master the scale of integral shape and spatial relationships of standard fonts, precisely, so that it can be copied quickly and accurately.

字体：方正兰亭黑简体 Myriad Pro Regular
Font: Founder Lanting Black Simplified or
Myriad Pro Regular



1.3.10 标识与中英文广告语组合规范

COMBINATION SPECIFICATIONS OF THE LOGO AND CHINESE & ENGLISH SLOGANS

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

中英文广告语在使用中除整段行文外，都必须采用标准字体，而不得使用标准字体以外的任何相似或者相近的字形代替。改动字距及任意简化，均为不许可。网格制作规范用于准确把握标准字体的整体造型比例、空间关系，使其可以快速、准确地复制。

Except the use in the whole text, slogans of Chinese and English must apply the standard font, and it's not allowed to use any similar fonts as a replacement. Kerning and any simplification are not permitted. Specification of grid making is to master the scale of integral shape and spatial relationships of standard fonts, precisely, so that it can be copied quickly and accurately.

 纵横四海 玲珑轮胎

 *The world at your reach*

 纵横四海 玲珑轮胎

 *The world at your reach*

1.4.1 企业标准色和辅助色

STANDARD AND COMPLEMENTARY COLORS OF THE CORPORATION

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

标准色是象征企业精神及企业文化的重要视觉因素，它透过视觉传达产生强烈印象，从而达到色彩在视觉识别中的作用。辅助色系用来支持品牌标识的颜色，并创造更精彩的视觉效应。在所有印和制作中要确保色值的准确。

The standard color is an important visual symbol of enterprise spirit and culture. It can create a strong impression through visual communication, so as to achieve the role of color in visual recognition. The complementary colors are used to support the color of logo, and create a wonderful visual effect. During the process of printing and production, it has to ensure the accuracy of the color value.

标准色

C:60 M:0 Y:100 K:0
PANTONE P 151-7C
R:111 G:186 B:44
#6eb92b

辅助色

C:45 M:0 Y:85 K:0
PANTONE P 154-6C
R:156 G:202 B:72
#9cc947

C:30 M:0 Y:70 K:0
PANTONE P 157-5C
R:194 G:218 B:105
#c2d968

标准色

C:100 M:80 Y:0 K:0
PANTONE P 102-16C
R:0 G:64 B:152
#003f98

辅助色

C:100 M:30 Y:0 K:0
PANTONE P 109-7C
R:0 G:129 B:204
#0080cc

C:60 M:0 Y:0 K:0
PANTONE P 115-13C
R:84 G:195 B:241
#54c2f1

C:100 M:80 Y:0 K:0

C:60 M:0 Y:100 K:0

C:100 M:0 Y:0 K:0
PANTONE P BLACK C
R:0 G:0 B:0
#000000

C:0 M:0 Y:0 K:80
PANTONE P 179-12C
R:89 G:87 B:87
#595757

C:30 M:40 Y:80 K:0
PANTONE P 11-15C
R:191 G:152 B:70
#b99846

1.4.2 标志颜色与背景色关系规范

RELATION NORMS OF LOGO AND BACKGROUND COLORS

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

在不同明度背景下的应用特规定为：在低于等于45%深度色彩为背景的情况下，标志可彩色；在高于等于45%时为反白，否则易与背景色混淆，影响标志的视觉效果。

Application provisions in the context of different brightness are as follows: In the case of less than or equal to 45% deep color as the background, the logo can be chromatic; higher than or equal to 45% deep color, the logo should be reverse type, or easy to confuse with the background color and it will impact the visual effects of logo.

K 10



K 0

K 30



K 20

K 50



K 40

K 70



K 60

K 90



K 80



K 100

1.5.1 企业辅助图形标准制图

DRAWING STANDARDS OF AUXILIARY GRAPH

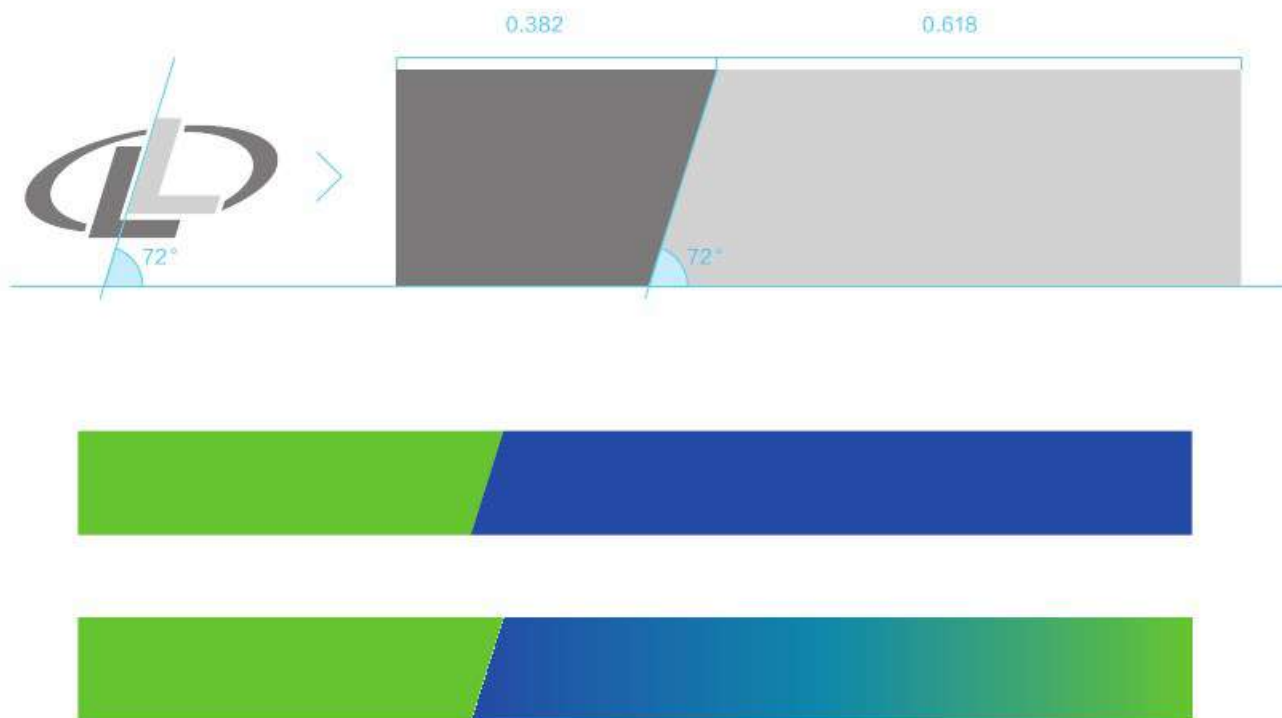
使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

为了充实品牌形象，丰富标志的具体应用，在整体视觉要求的基础上设计了辅助图形，辅助图形是视觉形象核心元素的延展表现，使用弹性大，可以多种形式使用，以加强品牌形象及企业形象的表现力和美感。（例如广告、宣传手册、海报、指示牌等主要推广物料）

In order to enrich the brand image and logo application, then, the auxiliary graphics is designed on the basis of requirements of overall visual. Auxiliary graphics is the extended showing of core elements of visual image, and has high using flexibility, which can be used in various forms, in order to strengthen the brand image and expressive power and beauty of corporate image. (Main promotional materials such as advertisements, brochures, posters, signs, etc.)



1.5.2 中英文字体使用规范

USAGE SPECIFICATIONS OF CHINESE & ENGLISH FONTS

使用说明 INSTRUCTION

品牌专用字体是在品牌全体的沟通活动中，为统一文字讯息的格式而规定的特定文字。它使品牌文字规范化、标准化，使管理更有条理。允许向右倾斜15度。禁止使用其它字体，特殊表现(如节日、庆典设计)例外。同时，为求得运用方便，在刊物、媒体等内文及封面的排版上，若无相同字体时，可选择字形相近的字体替代使用。

Brand proprietary typeface is a special character which is regulated for unifying the text message during the communication activities of brand. It makes brand typeface normalize, standardize, and easier to manage. It is allowed to slant 15° to the right. Except special situations, such as festivals and celebrations, other fonts are not permitted to use. In the mean time, for the convenience, if it doesn't have same fonts, then other similar-fonts can be used instead when it appears on the text or cover of periodicals and social media.

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

中文字体

方正兰亭黑简体

山东玲珑轮胎股份有限公司
山东省招远市金龙路777号 200333

斜体 倾斜角度15°

方正兰亭黑简体

山东玲珑轮胎股份有限公司
山东省招远市金龙路777号 200333

英文字体

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

斜体

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

1.6.1 吉祥物彩色稿及造型说明

FULL COLOR DRAFT OF THE MASCOT AND MODELING INSTRUCTIONS

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

狮子给人的概念是速度、敏捷、安全、力量及威武的震撼力，同时有一种霸气，符合轮胎的性能及内在气质，有极强的视觉冲击力。轮胎是一种以男性消费者为主导的力量型产品，狮子这一形象符合男性的消费心理，同时他可爱生动的形象也能牢牢抓住更多层面的消费者。

Lion is the symbol of speed, agility, safety, strength and power. And it accords with the performance and mettle of tire and it will have a shocking visual impact. The major customer of tire is male, because the image of lion panders to male psychology. And lovely image of lion can also grasp more consumers from different level.



1.6.2 吉祥物单色印刷规范

PRINTING SPECIFICATIONS OF THE SOLID COLOR MASCOT

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

为适应不同场合、环境、工艺材料、尺寸、文化的需要，针对吉祥物进行了单色处理，使视觉形象在不同情况下仍保持统一。

To meet the requirements of different occasion, environment, arts and crafts material, size and culture, using monochromatic mascot can make visual image maintain unified under various circumstances.



1.7.1 联合品牌组合规范

COMBINATION SPECIFICATIONS OF CO-BRANDING

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

右图中展示了联合品牌A的正确比例，使用中不得改变其形状、结构和比例。为更加清晰有效地传播品牌标识，品牌标识周边必须保持一个最小尺寸的空白空间，该空间称为限制区域，该区域内不得出现文字、符号和其它元素。图中“X”宽为对应品牌标识的宽度，限制区域大小随尺寸改变而改变。

Picture in the right shows the correct ratio of co-branding A, and changing the shape, structure and ratio are not allowed when it is used. In order to propagate logo clearer and more efficient, the rim of logo should leave out a small-sized margin which is called restricted area. In this area, character, symbol and other elements are not allowed to appear. "X", marked in picture, is the breadth of corresponding logo. Size of restriction area is changed with that of logo.



1.7.2 企业标志错误应用演示

DEMONSTRATION ON FALSE APPLICATION OF CORPORATE LOGO

使用说明 INSTRUCTION

基础系统是品牌的形象基准，所有品牌视觉呈现均须按基础系统所规范的各项规定进行，必须严格按图例的各项参数制作。

The base system is the criterion of brand image. All brand visual presentation shall be regulated by the provisions of the base system, and must be made in strict accordance with the parameters of the legend.

为确保标志组合使用的严肃性，明确规定了标志组合禁止使用的形式。

禁项规范是为了更加规范地使用标志组合而规定的禁止使用的项目，必须严格避免误用、错用。

To ensure the seriousness of logos used in combination, we explicitly defined the forbidden forms of logos. The prohibition is made for using combination logos correctly and refraining from misusing and misapplication of forbidden elements.



标志与标准字的比例关系不可改变
No ratio change of logo and logotype.



标志与标准字的间距不可改变
No spacing change between logo and logotype



品牌标志比例不可变形
No variant of logo ratio



标志与标准字的位置不可改变
No position change of logo and logotype



标志与标准字不可做描边处理
No stroke on logo and logotype



标志与标准字不可做阴影处理
No shadow on logo and logotype



标志与标准字颜色不可改变
No color change of logo and logotype



不要在图片背景上使用对比不明显的标志，尽量将标志放置于单色并有足够空间的背景上
Do not use un conspicuous logo on the background. Put logo on monochrome background with enough space.



不要在有明显冲突的、有影响的或妨碍标志形状的背景上印刷标志
Do not print logos on a background which has clash of color or has impact to the shape of logo.

应用设计系统

APPLICATION DESIGN SYSTEM

2.1.1 总经理名片样式1

BUSINESS CARD DESIGNS FOR GENERAL MANAGER (1)

使用说明 INSTRUCTION

名片中除姓名、职位之外的信息文字均需在规定范围内,范围如图示。本页的联系方式内容和行数较为常规,可以以本页为基础,行数少于本页范例的可采用改变行距的方式;行数超过本页范例的应整体缩小10%,且不受规定范围的限制。

Except for the names, positions, other information is required to use within the specified area, as shown in Figure. Contact information and lines of this page are conventional and can be a base. If lines are less than that of the example, it can adopt line spacing. If lines exceed, it should shrink 10% as a whole and is not restricted by the limited area.

材质: 200克荷兰白卡或其它材质

规格: 90mm×55mm

色彩: 按规定标准色、辅助色应用

文字: 方正兰亭黑简体 Myriad Pro Regular

企业名称: 12pt 姓名: 12pt 职务: 6pt 资料: 6pt

Material: 200g Dutch white cardboard or other materials

Specification: 90mm×55mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular

Company name: 12pt; Name: 12pt; Position: 6pt

Other information: 6pt

应用设计系统对于品牌整体的视觉系统非常重要,制作时严格参照设计文件的标注规范,应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.



背面



2.1.1 总经理名片样式2

BUSINESS CARD DESIGNS FOR GENERAL MANAGER (2)

使用说明 INSTRUCTION

名片中除姓名、职位之外的信息文字均需在规定范围内,范围如图示。本页的联系方式内容和行数较为常规,可以以本页为基础,行数少于本页范例的可采用改变行距的方式;行数超过本页范例的应整体缩小10%,且不受规定范围的限制。

Except for the names, positions, other information is required to use within the specified area, as shown in Figure. Contact information and lines of this page are conventional and can be a base. If lines are less than that of the example, it can adopt line spacing. If lines exceed, it should shrink 10% as a whole and is not restricted by the limited area.

材质: 200克荷兰白卡或其它材质

规格: 90mm×55mm

色彩: 按规定标准色、辅助色应用

文字: 方正兰亭黑简体 Myriad Pro Regular

企业名称: 12pt 姓名: 12pt 职务: 6pt 资料: 6pt

Material: 200g Dutch white cardboard or other materials

Specification: 90mm×55mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular

Company name: 12pt; Name: 12pt; Position: 6pt

Other information: 6pt

应用设计系统对于品牌整体的视觉系统非常重要,制作时严格参照设计文件的标注规范,应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.



背面



2.1.1 总经理名片样式3

BUSINESS CARD DESIGNS FOR GENERAL MANAGER (3)

使用说明 INSTRUCTION

名片中除姓名、职位之外的信息文字均需在规定范围内,范围如图示。本页的联系方式内容和行数较为常规,可以以本页为基础,行数少于本页范例的可采用改变行距的方式;行数超过本页范例的应整体缩小10%,且不受规定范围的限制。

Except for the names, positions, other information is required to use within the specified area, as shown in Figure. Contact information and lines of this page are conventional and can be a base. If lines are less than that of the example, it can adopt line spacing. If lines exceed, it should shrink 10% as a whole and is not restricted by the limited area.

材质: 200克荷兰白卡或其它材质

规格: 90mm×55mm

色彩: 按规定标准色、辅助色应用

文字: 方正兰亭黑简体 Myriad Pro Regular

企业名称: 12pt 姓名: 12pt 职务: 6pt 资料: 6pt

Material: 200g Dutch white cardboard or other materials

Specification: 90mm×55mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular

Company name: 12pt; Name: 12pt; Position: 6pt

Other information: 6pt

应用设计系统对于品牌整体的视觉系统非常重要,制作时严格参照设计文件的标注规范,应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.



背面



2.1.2 高层主管与员工名片样式

BUSINESS CARD DESIGNS FOR TOP EXECUTIVES AND EMPLOYEES

使用说明 INSTRUCTION

名片中除姓名、职位之外的信息文字均需在规定范围内,范围如图示。本页的联系方式内容和行数较为常规,可以以本页为基础,行数少于本页范例的可采用改变行距的方式;行数超过本页范例的应整体缩小10%,且不受规定范围的限制。

Except for the names, positions, other information is required to use within the specified area, as shown in Figure. Contact information and lines of this page are conventional and can be a base. If lines are less than that of the example, it can adopt line spacing. If lines exceed, it should shrink 10% as a whole and is not restricted by the limited area.

材质: 200克荷兰白卡或其它材质

规格: 90mm×55mm

色彩: 按规定标准色、辅助色应用

文字: 方正兰亭黑简体 Myriad Pro Regular

企业名称: 12pt 姓名: 12pt 职务: 6pt 资料: 6pt

Material: 200g Dutch white cardboard or other materials

Specification: 90mm×55mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular

Company name: 12pt; Name: 12pt; Position: 6pt

Other information: 6pt

应用设计系统对于品牌整体的视觉系统非常重要,制作时严格参照设计文件的标注规范,应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.



背面



2.1.3 国内信封标准样式

STANDARD DESIGNS FOR DOMESTIC ENVELOPES

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

国内信封是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对中文信封进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

Domestic envelope is an extension to embody and spread the brand. To ensure the correct communication of the corporate image, we standardize our Chinese envelopes. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：推荐使用120克胶版纸

规格：220mm×110mm

色彩：按规定标准色、辅助色应用

文字：方正兰亭黑简体 资料：8pt

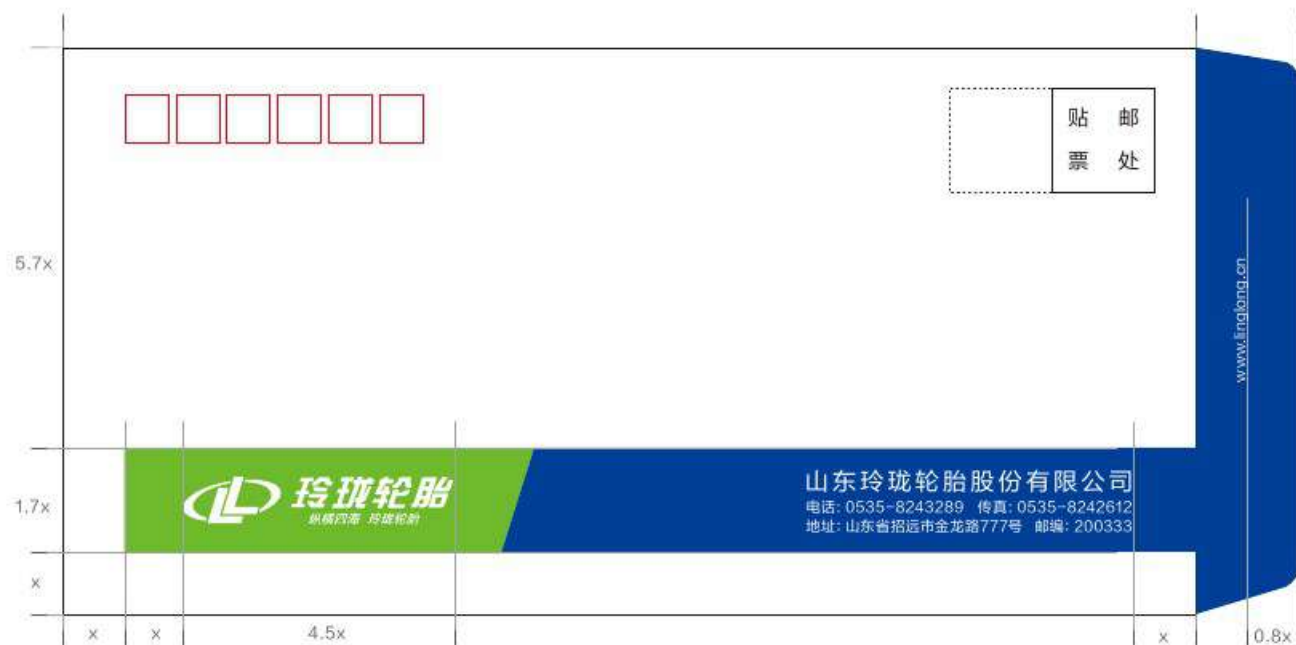
Material: 120g offset paper recommended

Specification: 220mm×110mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified

Information: 8pt



2.1.4 国际信封标准样式

STANDARD DESIGNS FOR INTERNATIONAL ENVELOPES

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

国际信封是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对中文信封进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

International envelope is an extension to embody and spread the brand. To ensure the correct communication of the corporate image, we standardize our Chinese envelope. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：推荐使用120克胶版纸

规格：220mmx110mm

色彩：按规定标准色、辅助色应用

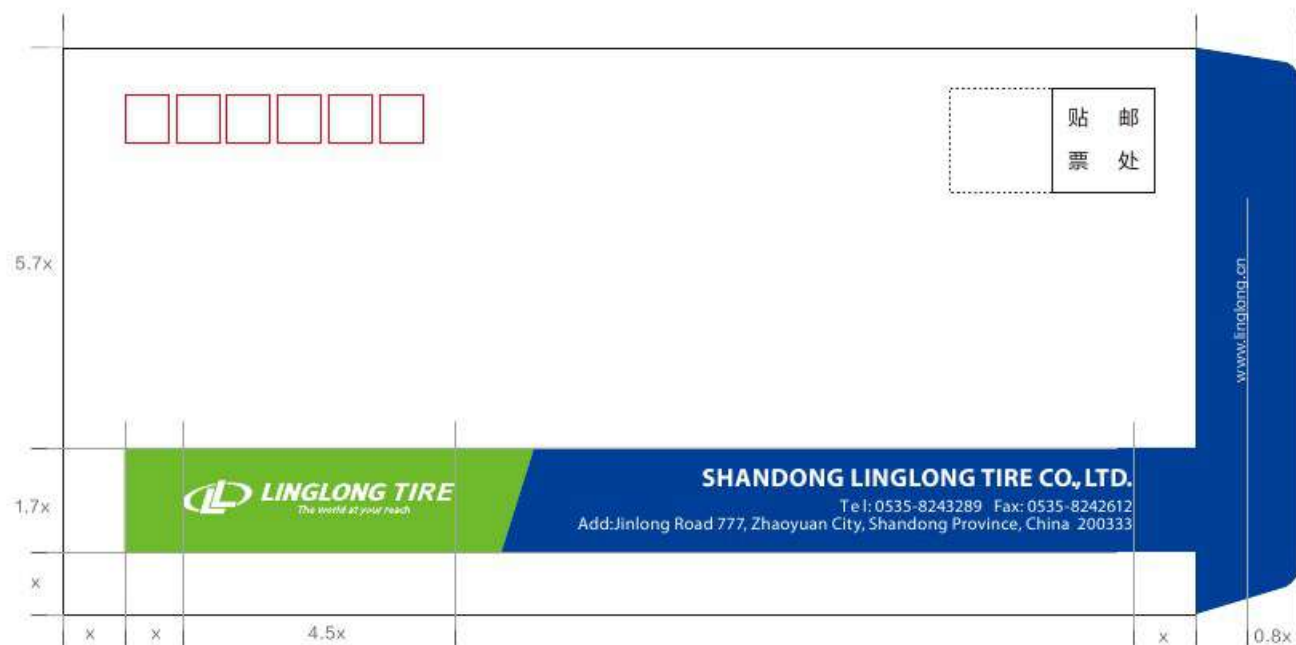
文字：Myriad Pro Regular 资料：8pt

Material: 120g offset paper recommended

Specification: 220mmx110mm

Color: apply according to the standard and complementary colors

Text: Myriad Pro Regular; Information: 8pt



2.1.5 国内信纸标准样式

STANDARD DESIGNS FOR DOMESTIC LETTER PAPERS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

国内信纸是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对中文信纸进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

The domestic letter paper is an extension to embody and spread the brand. To ensure the correct communication of the corporate image, we standardize our Chinese letter paper. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：推荐使用80克刚古超滑面米白色纸。

规格：210mmx297mm

色彩：按规定标准色、辅助色应用

文字：方正兰亭黑简体 资料：8pt

Material: 80g conqueror super smooth creamy white paper recommended

Specification: 210mmx297mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified
Information: 8pt



2.1.6 国际信纸标准样式

STANDARD DESIGNS FOR INTERNATIONAL LETTER PAPERS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

国际信纸是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对中文信纸进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

International letter paper is an extension to embody and spread the brand. To ensure the correct communication of the corporate image, we standardize our Chinese letter paper. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：推荐使用80克刚古超滑面米白色纸。

规格：210mmx297mm

色彩：按规定标准色、辅助色应用

文字：方正兰亭黑简体 资料：8pt

Material: 80g conqueror super smooth creamy white paper recommended

Specification: 210mmx297mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified
Information: 8pt



2.1.7 传真纸标准样式

STANDARD DESIGNS FOR FAX PAPERS

使用说明 INSTRUCTION

传真纸是体现和传播品牌的延伸, 为保证企业形象的正确传播, 我们对传真纸进行标准化规范。标志和字体为标准基础组合, 长宽为等比使用。

Fax paper is an extension to embody and spread the brand. In order to ensure the correct communication of the corporate image, we standardize our fax paper. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质: 推荐使用80克刚古超滑面米白色纸

规格: 210mmx297mm

色彩: 按规定标准色、辅助色应用

文字: 方正兰亭黑简体 Myriad Pro Regular 资料: 8pt

Material: 80g conqueror super smooth creamy white paper recommended

Specification: 210mmx297mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular Information: 8pt

应用设计系统对于品牌整体的视觉系统非常重要, 制作时严格参照设计文件的标注规范, 应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

1.5x			
1.5x		 玲珑轮胎 LINGLONG TIRE	山东玲珑轮胎股份有限公司 电话: 0535-8242899 传真: 0535-8242812 地址: 山东烟台开发区凤凰路777号 邮编: 264233
3.8x		传真 Fax 发件人 Addressee: 收件人 Addressee: 抄送 Cc: 公司 Company: 主题 Keyword: 日期 Date: 页数 Pages: 传真号 Fax number: 如您未收到全部页数, 请即致电发件人。If you do not receive all pages, please call the addresser. ☐ 紧急 Urgent ☐ 请回复 Please reply ☐ 请传阅 Please circulate ☐ 请批注 Please mark	
		亲爱的玲珑客户 玲珑进入特殊发展型增长已是第三个年头, 从多元化向专业化转变是一个非常困难的过程。为什么一路走来, 工资不高, 没有额外福利的情况下还能聚集一批年轻人呢? 我觉得是因为: 对人的尊重。玲珑给员工公平选择的机会, 也给他们自由发表意见的空间。 我们从对员工的尊重, 逐渐发展到对消费者的尊重, 对合作伙伴的尊重, 对社会的尊重。在过去, 我们什么都做, 不是产品导向, 而是流程导向, 什么流程做什么; 转为主轴驱动后, 又是以产品为导向而坚持以客户为导向。这些行为出发点, 都是对自己尊重, 而非对别人的尊重。 直到两年前, 玲珑学习世界发达国家轮胎制造商, 以客户为导向, 打造高品质轮胎。花费更多的力气来研究和消费者的需求, 才使我们站出来对客户的尊重。现在这已成为一项非常重要的经营理念。 玲珑轮胎股份有限公司董事长  代用名	
		www.linglong.cn	
1.5x			1.5x

2.2.1 工作笔记本标准样式

STANDARD DESIGNS FOR NOTEBOOKS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页列举了笔记本的封面设计版式，展示了如何灵活应用设计，根据视觉识别系统的规定来使用关键元素。

This page lists the notebook cover design layouts, showing how to flexibly apply the design, and how to use key elements in accordance with the provisions of the visual identification system.

真皮笔记本

尺寸: 皮质封面 300mmx215mm

工艺: 金属烫印或压凹

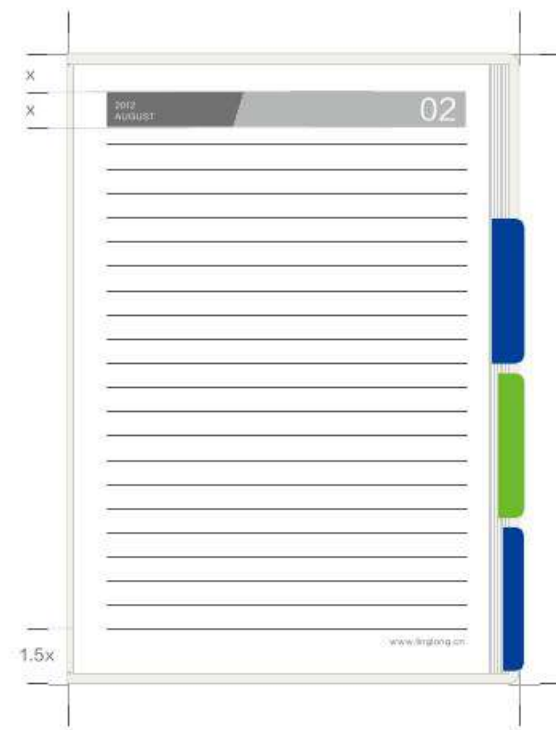
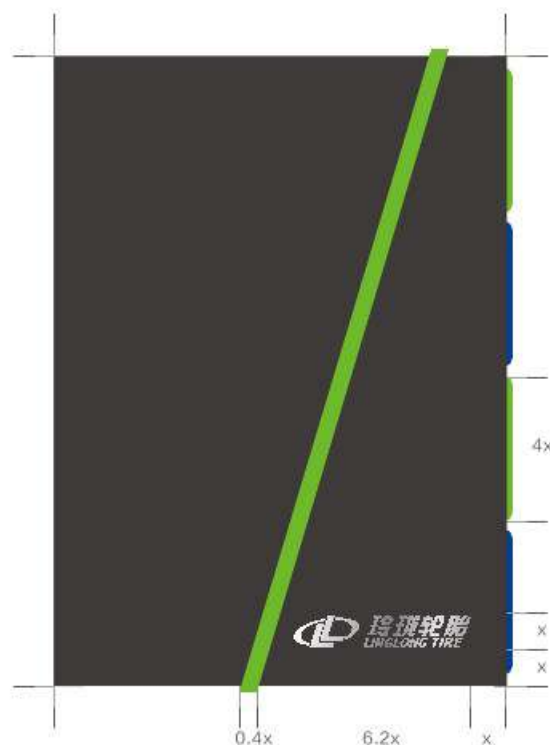
材质: 推荐使用真皮或仿制皮革, 内页100克刚古超滑面米白纸。

Leather notebook

Size: cortex cover 300mmx215mm

Craft: metal stamping or debossing

Material: leather or imitation leather recommended, inner sheets with 100g conquer or super smooth creamy white paper.



2.2.2 贵宾卡标准样式

STANDARD DESIGNS FOR VIP CARDS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页列举了会议证件的设计版式，展示了如何灵活应用设计，根据视觉识别系统的规定来使用关键元素。

This page lists the VIP card design layouts, showing how to flexibly apply the design, and how to use key elements in accordance with the provisions of the visual identification system.

尺寸: 80mmx120mm

文字: 方正兰亭黑简体 Myriad Pro Regular

卡带: 卡带宽为15mm, 推荐材质尼龙。

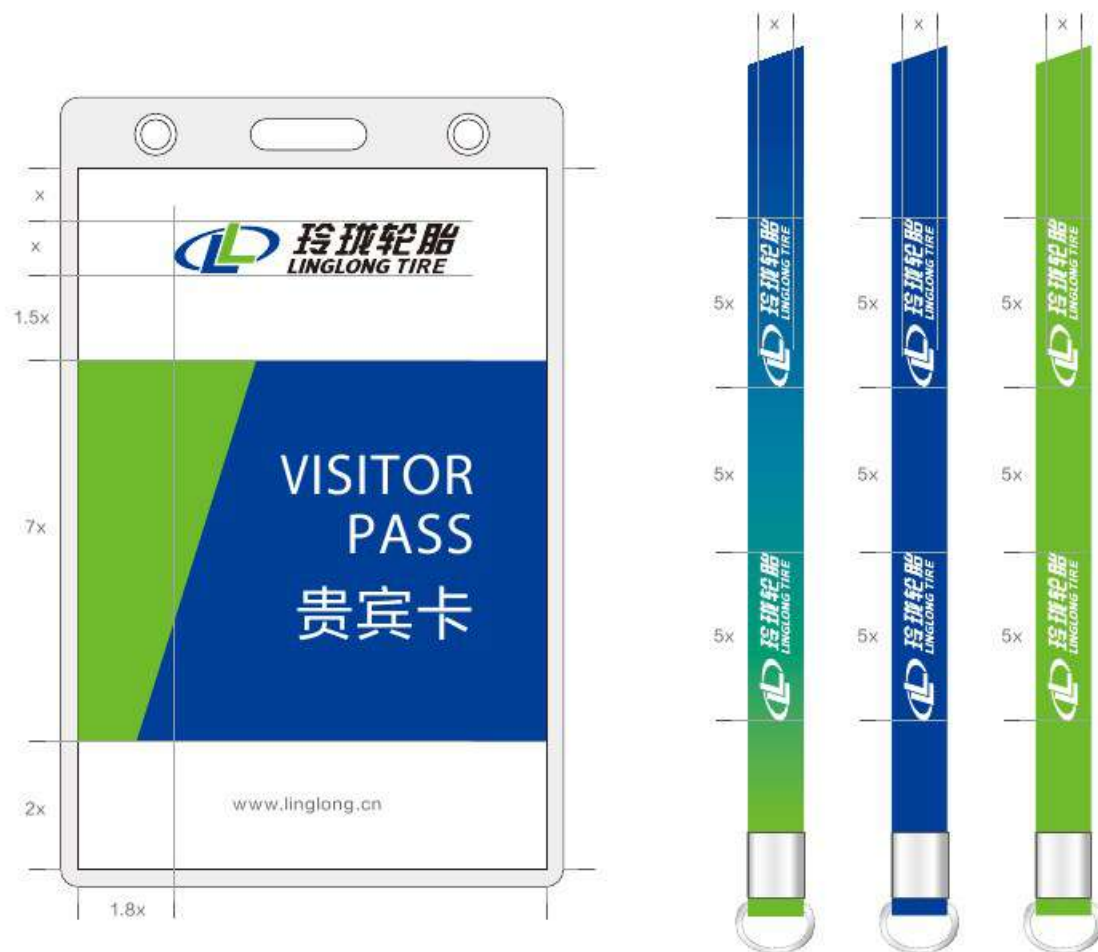
纸张: 推荐厚度在200克彩打纸, 打印即可。

Size: 80mmx120mm

Text: Founder the Lanting Black Simplified or Myriad Pro Regular

Belt: width 15mm, nylon recommended

Paper: color-printing paper with 200g thickness is recommended to print on.



2.2.3 员工胸卡标准样式

STANDARD DESIGNS FOR EMPLOYEES' BADGES

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页列举了员工胸卡的设计版式，请在实际应用中，根据具体需要进行编辑替换。

This page lists the staff badges design layout. Please edit or replace the pattern in application, according to the specific needs.

制作尺寸: 90mmx54mm

照片一寸彩色免冠照片,高度27mm

字体: 方正兰亭黑简体 Myriad Pro Regular

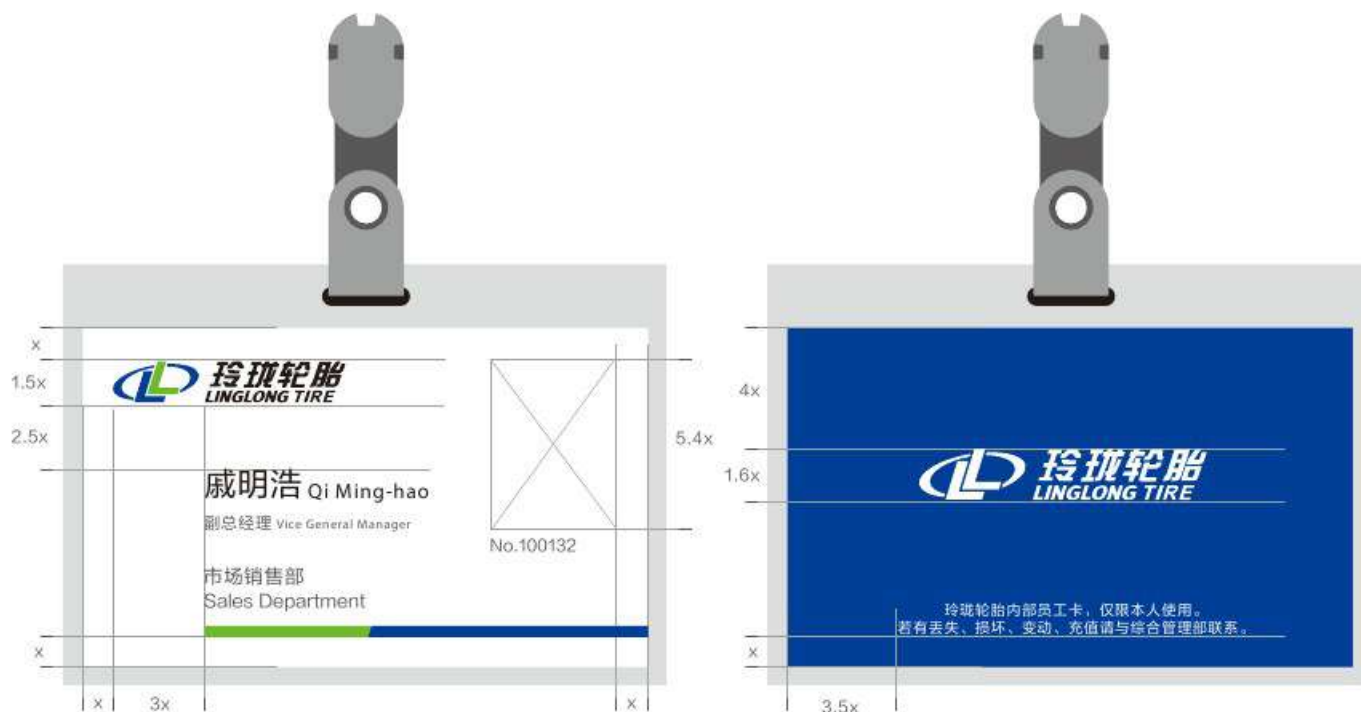
纸张: 推荐厚度在200克彩打纸,打印即可。

Size: 90mmx54mm

Photo: one-inch bareheaded color photo, height 27mm

Font: Founder Lanting Black Simplified or Myriad Pro Regular

Paper: color-printing paper with 200g thickness is recommended to print on.



2.2.4 邀请函标准样式

STANDARD DESIGNS FOR INVITATION LETTERS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

贺卡是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对贺卡进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

Greeting card is an extension to embody and spread the brand. In order to ensure the correct communication of the corporate image, we standardize our greeting card. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：200克荷兰白卡或其它材质

规格：210mm×210mm

字体：方正兰亭黑简体 Myriad Pro Regular

Material: 200g Dutch white cardboard or other material

Specification: 210mm×210mm

Font: Founder Lanting Black Simplified or Myriad Pro Regular



2.2.5 PPT模板版式规范

FORMAT SPECIFICATIONS OF PPT TEMPLATE

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

幻灯片以Microsoft powerpoint软件为应用平台，以电子文档母版出现。适用于会议幻灯放映底纹。重色采用反白字体。

Slides take the Microsoft PowerPoint software as application platform, and appear as master of electronic documents. Applicable in meeting slideshow shading. Highlight the font if re-colored.



首页



分隔页



内页



尾页

2.2.6 封口胶带标准样式

STANDARD DESIGNS FOR SEALING TAPE

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要, 制作时严格参照设计文件的标注规范, 应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

封口胶带规范是体现和传播品牌的延伸, 为保证企业形象的正确传播, 我们对封口胶带规范进行标准化规范。标志和字体为标准基础组合, 长宽为等比使用。

Sealing tape specification is an extension to embody and spread the brand. In order to ensure the correct communication of the corporate image, we standardize our sealing tape. The logo and font are the standard combinations, and the length and width are of equal ratio.

尺寸: 宽度55mm

工艺: BOPP彩色印刷胶带

Size: width 55mm

Craft: BOPP color printed tape



2.2.7 产品标签中文标准样式

STANDARD DESIGNS IN CHINESE FOR PRODUCT TAG

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

产品标签是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对产品标签进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

The product tag is an extension to embody and spread the brand. In order to ensure the correct communication of the corporate image, we standardize our product tag. The logo and font are the standard combinations, and the length and width are of equal ratio.

尺寸: 45mmx120mm

文字: 方正兰亭黑简体 Myriad Pro Regular

纸张: 推荐厚度在100克光膜背胶纸

Size: 45mmx120mm

Text: Founder Lanting Black Simplified or Myriad Pro Regular

Paper: film gum stock with a thickness of 100g recommended



2.2.8 产品标签英文标准样式

STANDARD DESIGNS IN ENGLISH FOR PRODUCT TAG

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

产品标签是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对产品标签进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

The product tag is an extension to embody and spread the brand. In order to ensure the correct communication of the corporate image, we standardize our product tag. The logo and font are the standard combinations, and the length and width are of equal ratio.

尺寸: 45mmx120mm

文字: 方正兰亭黑简体 Myriad Pro Regular

纸张: 推荐厚度在100克光膜背胶纸

Size: 45mmx120mm

Text: Founder Lanting Black Simplified or Myriad Pro Regular

Paper: film gum stock with a thickness of 100g recommended



2.3.1 手提袋中文版规范

STANDARD DESIGNS FOR HANDBAG (CHINESE VERSION)

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。实际的应用请根据具体使用需求来进行设计。

文件设计尺寸以毫米作为度量单位。

This page is designed for visual effects only. In practical applications, design should be based on specific needs.

Millimeter is the measurement unit in this design document.

材质: 推荐采用200g环保纸

规格: 320mm×430mm×105mm

色彩: 按规定标准色、辅助色应用

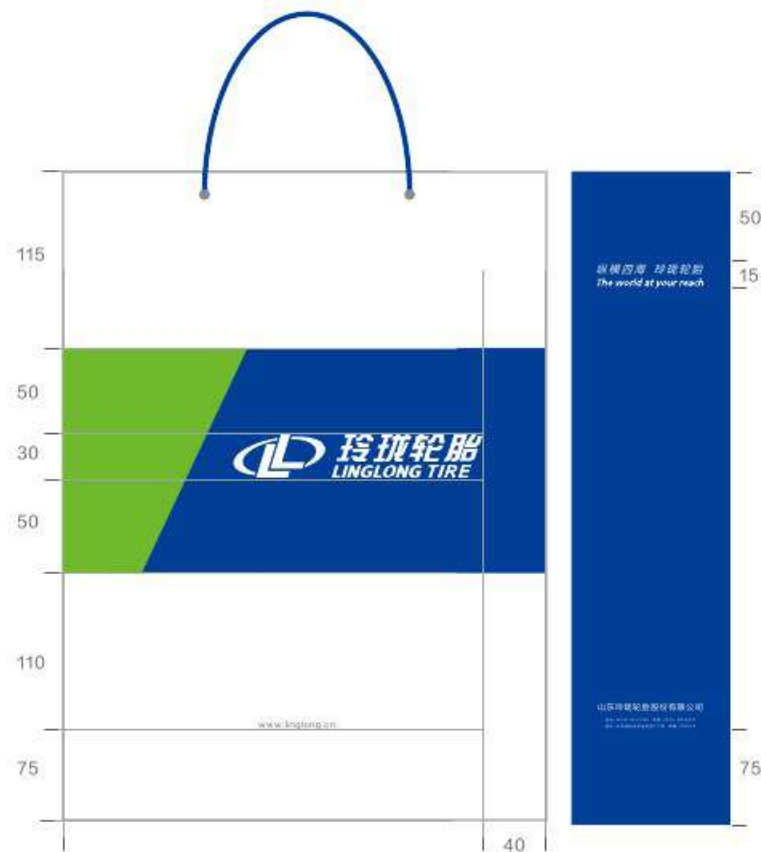
文字: 方正兰亭黑简体 Myriad Pro Regular

Material: 200g environment-friendly paper recommended

Specification: 320mm×430mm×105mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular



2.3.1 手提袋英文版规范

STANDARD DESIGNS FOR HANDBAG (ENGLISH VERSION)

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。实际的应用请根据具体使用需求来进行设计。

文件设计尺寸以毫米作为度量单位。

This page is designed for visual effects only. In practical applications, design should be based on specific needs.

Millimeter is the measurement unit in this design document.

材质: 推荐采用200g环保纸

规格: 320mm×430mm×105mm

色彩: 按规定标准色、辅助色应用

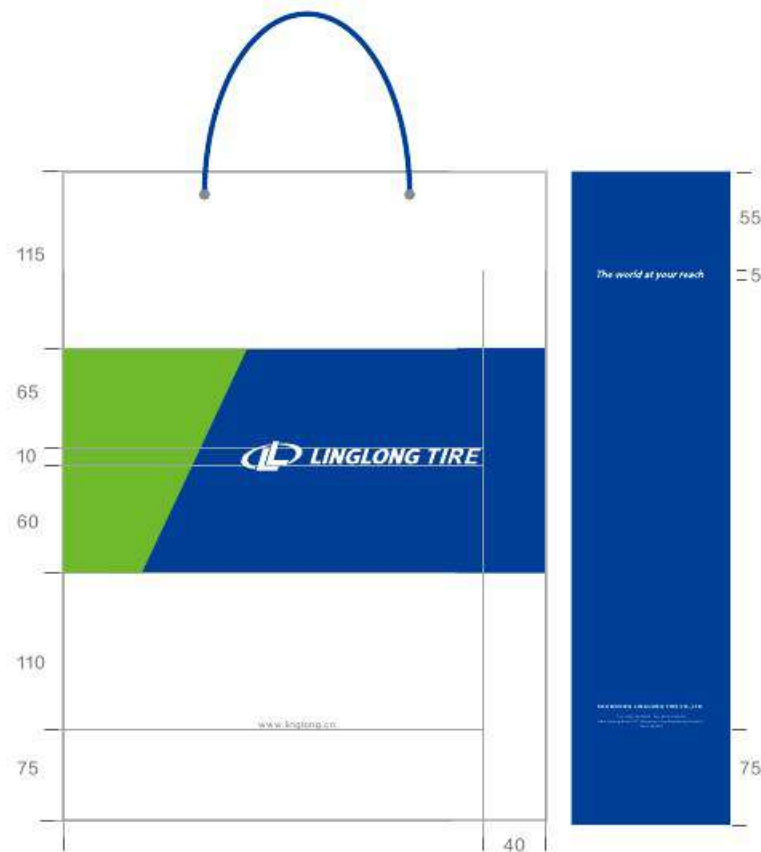
文字: 方正兰亭黑简体 Myriad Pro Regular

Material: 200g environment-friendly paper recommended

Specification: 320mm×430mm×105mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular



2.3.2 大件产品运输包装标准样式

STANDARD DESIGNS FOR LARGE PRODUCTS' TRANSPORT PACKAGING

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

专为礼品设计的硬纸板包装盒。这是用来强调玲珑轮胎品牌形象的重要项目。它应以简约的设计，增强玲珑轮胎的形象，并同时达到节省成本目的。

Cardboard boxes specially designed for gifts. This is an important project to emphasize the brand image of Linglong Tire. It should apply simple design to enhance the image of Linglong Tire and to save cost at the same time.

尺寸: 1500mmx1500mm

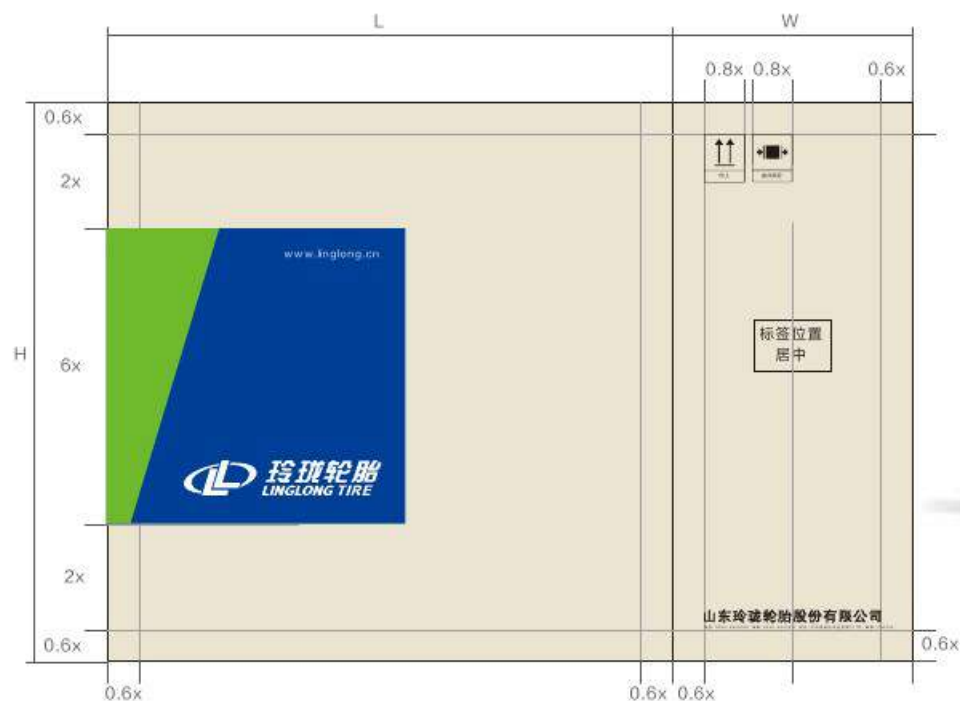
文字: 方正兰亭黑简体 Myriad Pro Regular

纸张: 推荐瓦楞纸双色印刷

Size: 1500mmx1500mm

Text: Founder Lanting Black Simplified or Myriad Pro Regular

Paper: corrugated paper, two color printing recommended



2.3.3 产品外包装标准样式

STANDARD DESIGNS FOR PRODUCTS' OUTER PACKING

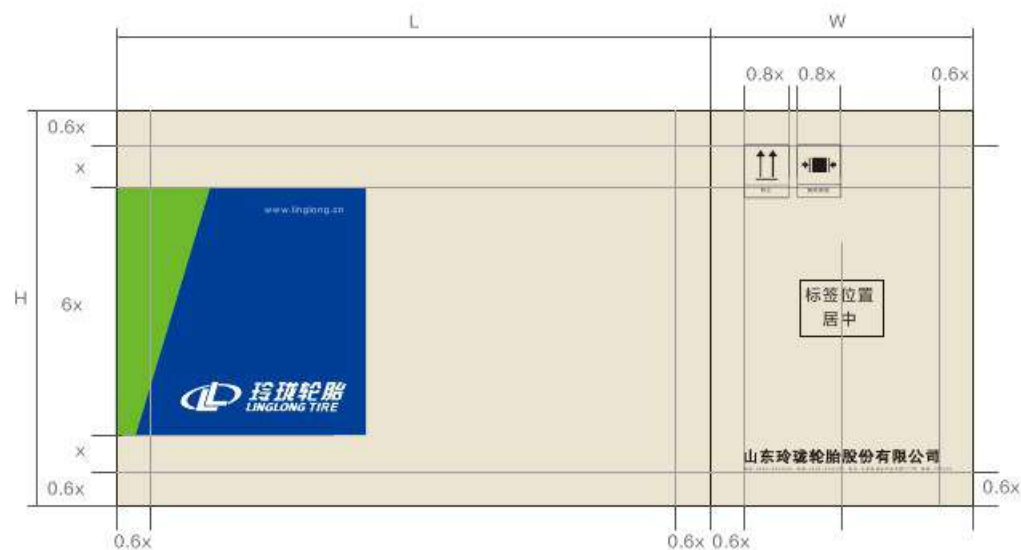
使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

专为礼品设计的硬纸板包装盒。这是用来强调玲珑轮胎品牌形象的重要项目。它应以简约的设计，增强玲珑轮胎的形象，并同时达到节省成本目的。

Cardboard boxes specially designed for gifts. This is an important project to emphasize the brand image of Linglong Tire. It should apply simple design to enhance the image of Linglong Tire and to save cost at the same time.



尺寸: 300mmx400mm

文字: 方正兰亭黑简体 Myriad Pro Regular

纸张: 推荐瓦楞纸双色印刷

Size: 300mmx400mm

Text: Founder Lanting Black Simplified or Myriad Pro Regular

Paper: corrugated paper, two color printing recommended.



2.3.4 配件包装标准样式

STANDARD DESIGNS FOR ACCESSORY PACKING

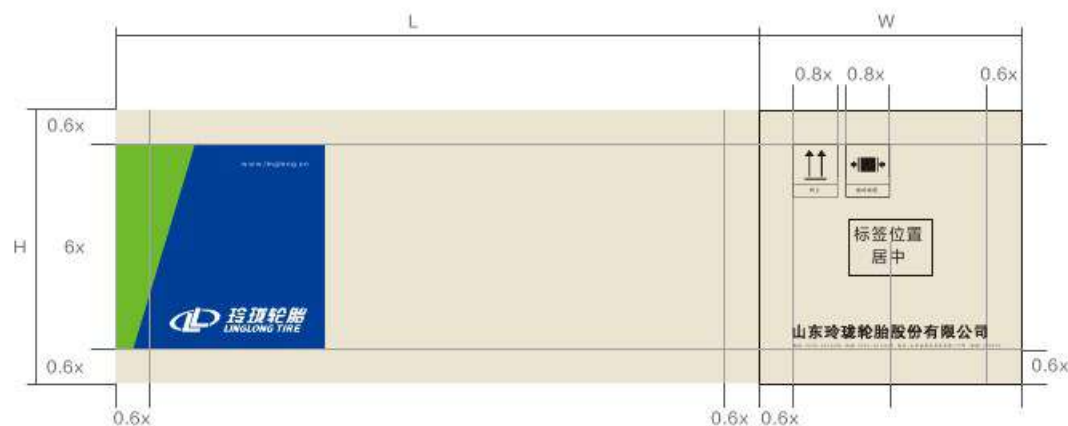
使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

专为礼品设计的硬纸板包装盒。这是用来强调玲珑轮胎品牌形象的重要项目。它应以简约的设计，增强玲珑轮胎的形象，并同时达到节省成本目的。

Cardboard boxes specially designed for gifts. This is an important project to emphasize the brand image of Linglong Tire. It should apply simple design to enhance the image of Linglong Tire and to save cost at the same time.



尺寸: 650mmx1200mm

文字: 方正兰亭黑简体 Myriad Pro Regular

纸张: 推荐瓦楞纸双色印刷

Size: 650mmx1200mm

Text: Founder Lanting Black Simplified or Myriad Pro Regular

Paper: corrugated paper, two color printing recommended.



2.4.1 广告海报规范

SPECIFICATIONS OF ADVERTISEMENT POSTERS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

广告海报是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对站台/灯箱广告进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

Advertising poster is the extension to reflect and spread the brand. We standardize platform and light box advertising to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：推荐使用200克胶版纸

规格：210mmx297mm

色彩：按规定标准色、辅助色应用

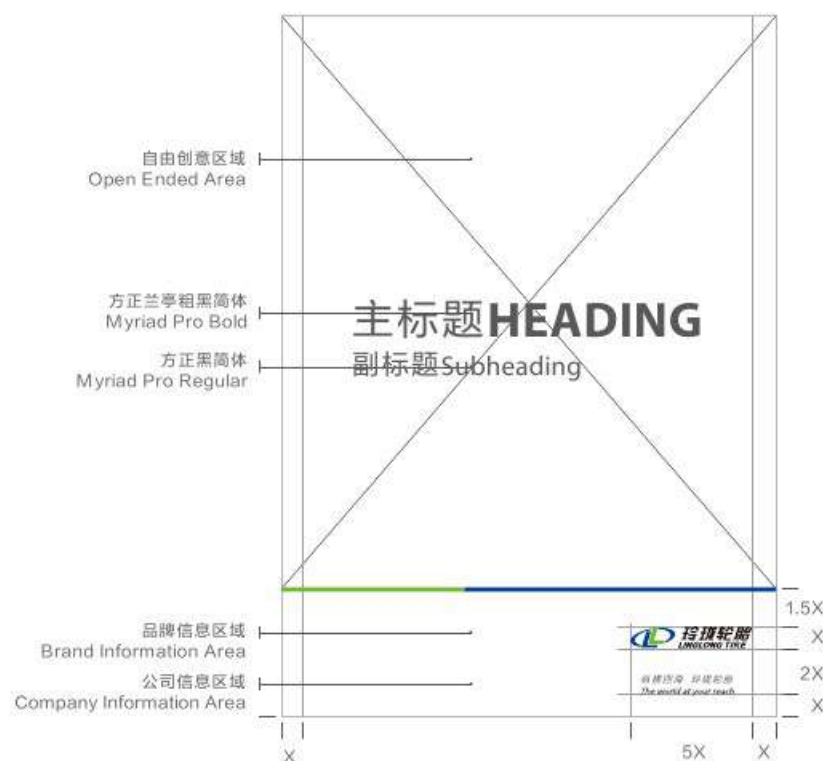
文字：方正兰亭黑简体

Material: 200g offset paper recommended

Specification: 210mmx297mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified



2.4.2 平面广告规范版式

STANDARD FORMATS FOR PRINT ADS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

平面广告是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对站台/灯箱广告进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

Print advertisement is the extension to reflect and spread the brand. We standardize platform and light box advertising to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：推荐使用120克胶版纸

规格：150mmx110mm

色彩：按规定标准色、辅助色应用

文字：方正兰亭黑简体 Myriad Pro Regular

Material: 120g offset paper recommended

Specification: 150mmx110mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular



2.4.3 户外广告灯箱规范

SPECIFICATIONS OF OUTDOOR ADVERTISING LAMP BOX

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

户外广告是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对户外广告进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

Outdoor advertisement is the extension to reflect and spread the brand. We standardize outdoor advertisement to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：推荐画面户外宝丽布喷绘

规格：2000mmx4500mm

色彩：按规定标准色、辅助色应用

文字：方正兰亭黑简体 Myriad Pro Regular

Material: inkjet on outdoor Polaroid cloth recommended

Specification: 2000mmx4500mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular



2.4.4 直邮DM宣传页版式规范

STANDARD FORMATS FOR DIRECT MAIL (DM) LEAFLET

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

直邮DM宣传页是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对站台/灯箱广告进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

Direct mail (DM) leaflet is the extension to reflect and spread the brand. We standardize platform and light box advertising to ensure the correct diffusion of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：推荐使用200克胶版纸

规格：210mmx285mm

色彩：按规定标准色、辅助色应用

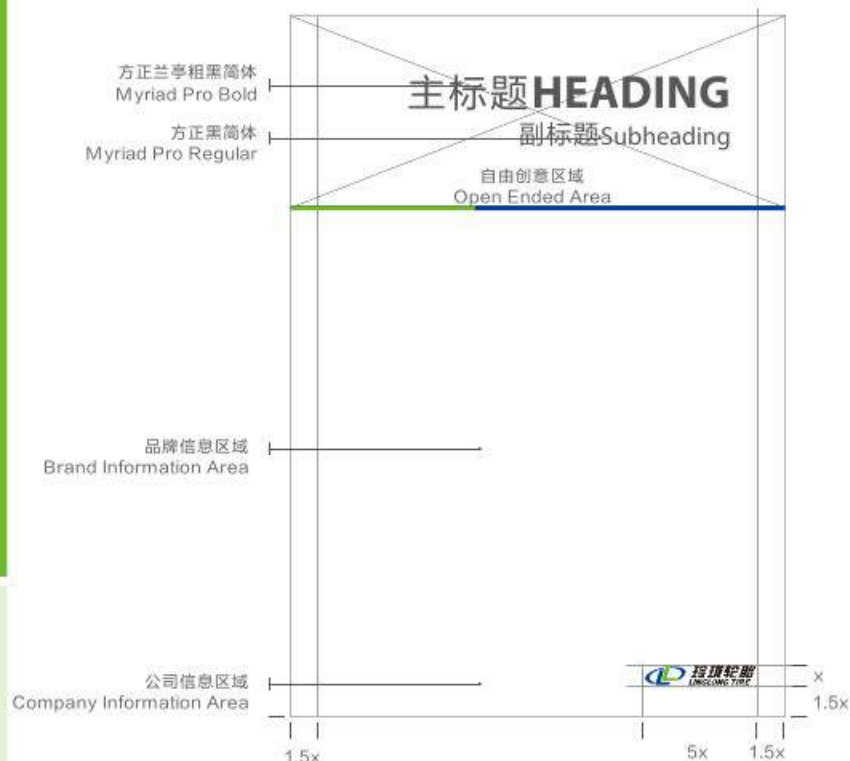
文字：方正兰亭黑简体 Myriad Pro Regular

Material: 200g offset paper recommended

Specification: 210mmx285mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular



2.4.5 活动背景板规范

SPECIFICATIONS OF ACTIVITY BACKDROPS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

活动背景板是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对站台/灯箱广告进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

Activity backdrop is the extension to reflect and spread the brand. We standardize platform and light box advertising to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：推荐画面宝丽布喷绘

规格：3500mmx11000mm

色彩：按规定标准色、辅助色应用

文字：方正兰亭黑简体 Myriad Pro Regular

Material: inkjet on Polaroid cloth recommended

Specification: 3500mmx11000mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular



2.4.6 X-展架规范

SPECIFICATIONS OF X-BANNER

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

X-展架是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对户外广告进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

X-banner is the extension to reflect and spread the brand. We standardize outdoor advertising to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：推荐画面采用pp纸制作

规格：100mmx200mm

色彩：按规定标准色、辅助色应用

文字：方正兰亭黑简体 Myriad Pro Regular

Material: pp paper recommended

Specification: 100mmx200mm

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular



2.4.7 户外挂旗规范

SPECIFICATIONS OF OUTDOOR FLAGS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

户外挂旗是体现和传播品牌的延伸，为保证企业形象的正确传播，我们对站台/灯箱广告进行标准化规范。标志和字体为标准基础组合，长宽为等比使用。

Outdoor flag is the extension to reflect and spread the brand. We standardize platform and light box advertising to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质：推荐使用户外写真布喷绘

规格：80mmx190mm

色彩：按规定标准色、辅助色应用

Material: inkjet on outdoor pictorial cloth recommended

Specification: 80mmx190mm

Color: apply according to the standard and complementary colors



2.5.1 大型运输货车规范

SPECIFICATIONS OF LARGE TRANSPORT TRUCKS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。物流车的应用请根据具体使用需求来进行设计。

This page is designed for visual effects only. Please base your design on specific needs in practical use of delivery trucks.



材质：推荐使用车体喷漆

色彩：按规定标准色、辅助色应用

Material: paint on truck body recommended

Color: apply according to the standard and complementary colors



2.5.2 小型运输货车规范

SPECIFICATIONS OF SMALL TRANSPORT TRUCKS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。物流车的应用请根据具体使用需求来进行设计。

This page is designed for visual effects only. Please base your design on specific needs in practical use of delivery trucks.

材质：推荐使用车体喷漆

色彩：按规定标准色、辅助色应用

Material: paint on truck body recommended

Color: apply according to the standard and complementary colors



2.5.3 集装箱运输车规范

SPECIFICATIONS OF PALLET CARRIERS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。物流车的应用请根据具体使用需求来进行设计。

This page is designed for visual effects only. Please base your design on specific needs in practical use of delivery trucks.



材质：推荐使用车体喷漆

色彩：按规定标准色、辅助色应用

Material: paint on truck body recommended

Color: apply according to the standard and complementary colors



2.6.1 员工工作服 (冬)

EMPLOYEE OVERALLS (FOR WINTER)

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要, 制作时严格参照设计文件的标注规范, 应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。所有员工工作服的应用请根据具体使用需求来进行设计。

This page is designed for visual effects only. Please base your design on specific needs of employee work clothes.

注: 本页的设计内容仅为视觉效果参考。请在实际制作应用中, 由服装公司根据具体需要进行设计制作。

NOTE: This page is designed for visual effects only. The clothing company should base their design on specific needs in practical production.



2.6.2 员工工作服 (夏)

EMPLOYEE OVERALLS (FOR SUMMER)

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。所有员工工作服的应用请根据具体使用需求来进行设计。

This page is designed for visual effects only. Please base your design on specific needs of employee work clothes.

注：本页的设计内容仅为视觉效果参考。请在实际制作应用中，由服装公司根据具体需要进行设计制作。

NOTE: This page is designed for visual effects only. The clothing company should base their design on specific needs in practical production.



2.6.3 零售店销售人员工作服 (冬)

OVERALLS FOR RETAIL STORE SALES STAFF (FOR WINTER)

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要, 制作时严格参照设计文件的标注规范, 应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。所有零售店销售人员工作服的应用请根据具体使用需求来进行设计。

This page is designed for visual effects only. All employees' overalls should be designed according to the specific usage requirements.

销售、行政管理人员佩戴胸徽

注: 本页的设计内容仅为视觉效果参考。请在实际制作应用中, 由服装公司根据具体需要进行设计制作。

Sales and administrative personnel need to wear chest emblem

NOTE: This page is designed for visual effects only. The clothing company should base their design on specific needs in practical production.



2.6.4 零售店销售人员工作服 (夏)

OVERALLS FOR RETAIL STORE SALES STAFF (FOR SUMMER)

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要, 制作时严格参照设计文件的标注规范, 应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。所有零售店销售人员工作服的应用请根据具体使用需求来进行设计。

This page is designed for visual effects only. All employees' overalls should be designed according to the specific usage requirements.

销售、行政管理人员佩戴胸徽

注: 本页的设计内容仅为视觉效果参考。请在实际制作应用中, 由服装公司根据具体需要进行设计制作。

Sales and administrative personnel need to wear chest emblem

NOTE: This page is designed for visual effects only. The clothing company should base their design on specific needs in practical production.



2.7.1 部门指示牌标准样式

STANDARD DESIGNS FOR DEPARTMENT SIGNS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。所有指示牌的应用请根据具体使用需求来进行设计。

This page is designed for visual effects only. All indicators should be designed according to the specific usage requirements.

制作尺寸: 300mmx70mm

字体: 方正兰亭黑简体 Myriad Pro Regular

制作要求: 推荐使用铝板或不锈钢材质, 文字信息可运用腐蚀刻字。备选工艺可为整体丝印。

Production Size: 300mmx70mm

Font: Founder Lanting Black Simplified or Myriad Pro Regular

Production requirements: aluminum or stainless steel for the plate and corrosion lettering technique for the content is recommended. The alternative plan could be overall screen printing.



2.7.2 车间示意图标准样式

STANDARD DESIGNS FOR THE WORKSHOP SCHEMATIC DIAGRAM

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。所有指示牌的应用请根据具体使用需求来进行设计。

This page is designed for visual effects only. All indicators should be designed according to the specific usage requirements.

制作尺寸: 2000mmx700mm

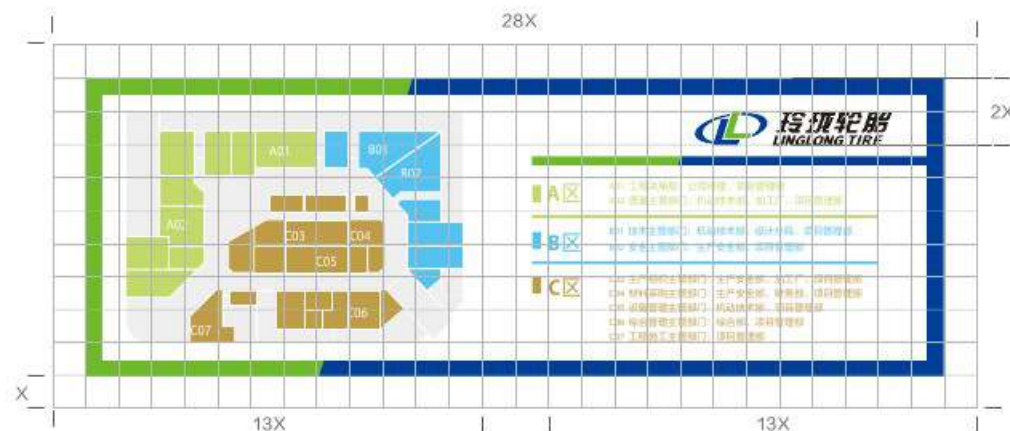
字体: 方正兰亭黑简体 Myriad Pro Regular

制作要求: 推荐使用铝板或不锈钢材质, 文字信息可运用腐蚀刻字。备选工艺可为整体丝印。

Production Size: 2000mmx700mm

Font: Founder Lanting Black Simplified or Myriad Pro Regular

Production requirements: aluminum or stainless steel for the plate and corrosion lettering technique for the content is recommended. The alternative plan could be overall screen printing.



2.7.3 户外路牌范例规范版式

STANDARD DESIGNS FOR THE OUTDOOR BILLBOARD PARADIGM

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。所有指示牌的应用请根据具体使用需求来进行设计。

This page is designed for visual effects only. All indicators should be designed according to the specific usage requirements.

制作尺寸: 280mmx120mm

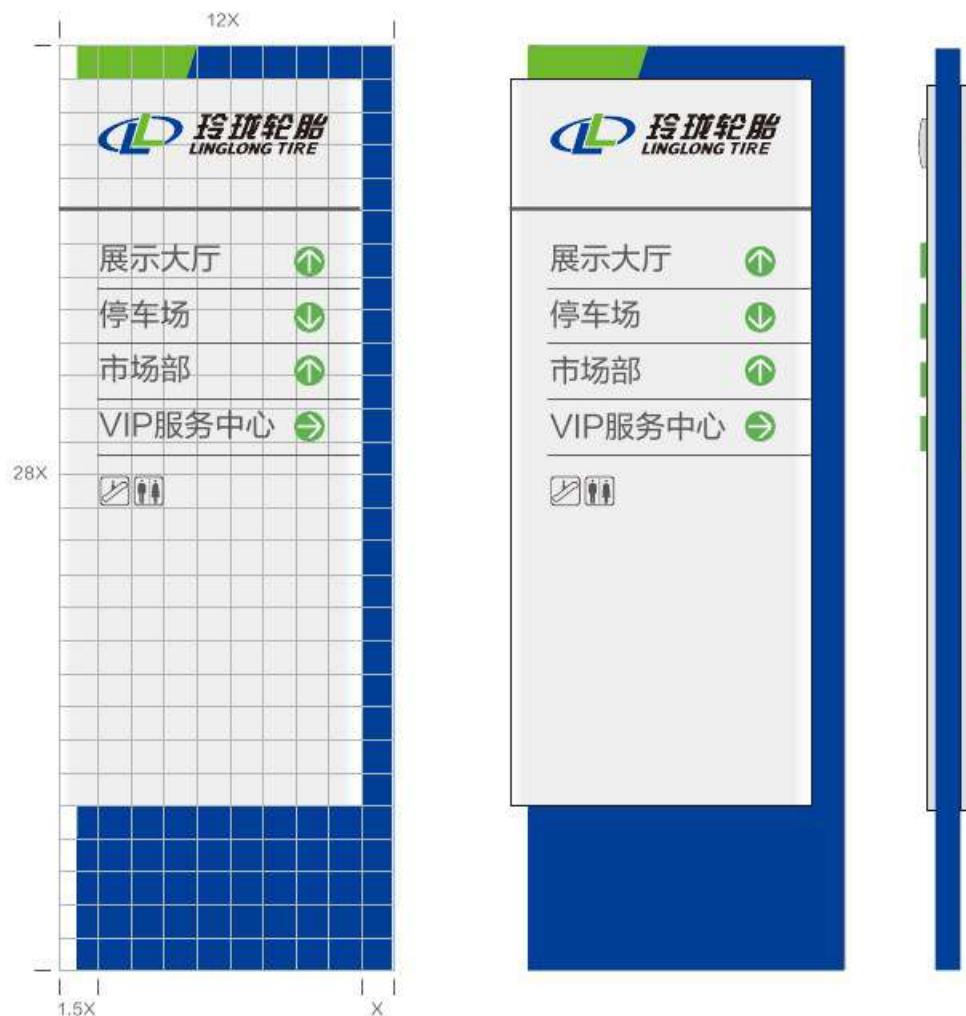
制作要求: 推荐使用铝板或不锈钢材质, 文字信息可运用腐蚀刻字。备选工艺可为整体丝印。

注: 具体制作尺寸大小根据具体环境而定。

Production size: 280mmx120mm

Production requirements: aluminum or stainless steel for the plate and corrosion lettering technique for the content is recommended. The alternative plan could be overall screen printing.

Note: The specific production size is depended on the environment.



2.7.4 厂区指示牌规范

SPECIFICATIONS OF PLANT AREA INDICATORS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页设计仅为视觉效果参考。所有指示牌的应用请根据具体使用需求来进行设计。

This page is designed for visual effects only. All indicators should be designed according to the specific usage requirements.

制作尺寸: 310mm×80mm

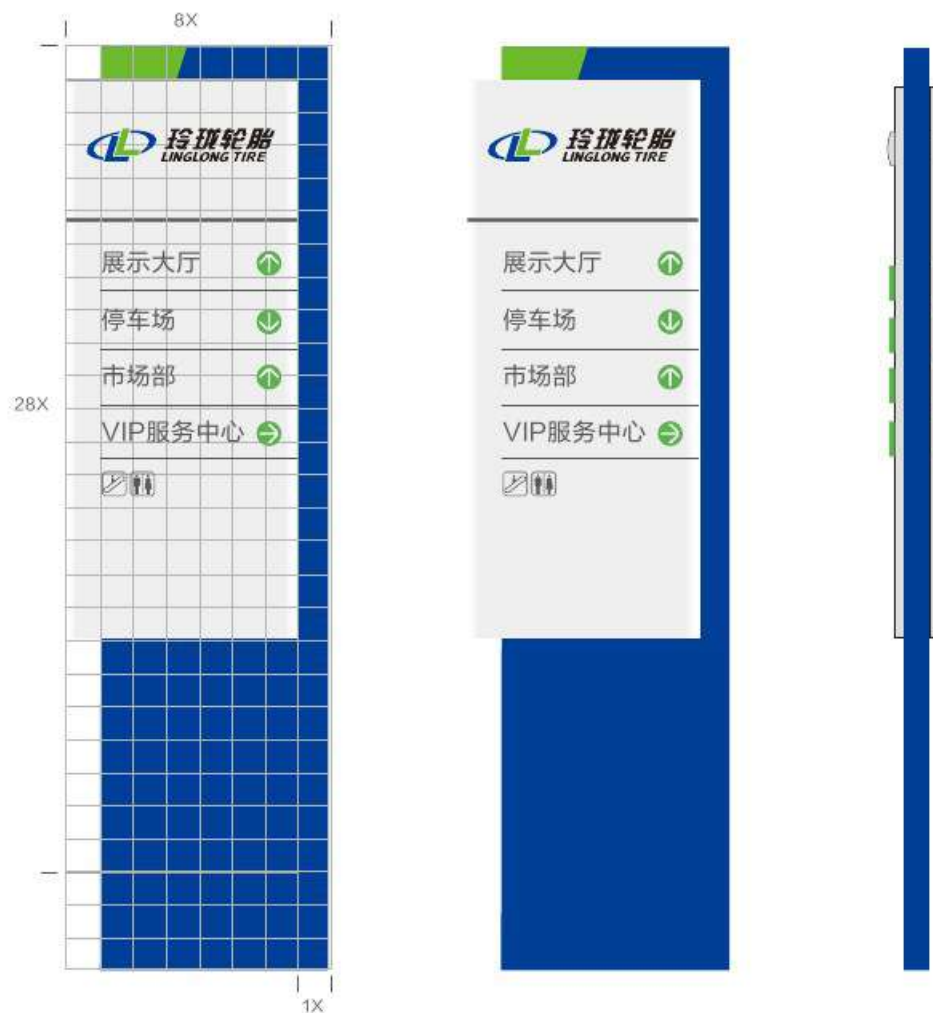
制作要求: 推荐使用铝板或不锈钢材质, 文字信息可运用腐蚀刻字。备选工艺可为整体丝印。

注: 具体制作尺寸大小根据具体环境而定。

Production size: 310mm×80mm

Production requirements: aluminum or stainless steel for the plate and corrosion lettering technique for the content is recommended. The alternative plan could be overall screen printing.

Note: The specific production size is depended on the environment.



2.8.1 专卖店门头规范

DOOR HEAD SPECIFICATIONS OF EXCLUSIVE SHOPS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页为视觉效果参考,应用时请根据具体展示环境和需要传达的信息需求进行设计。

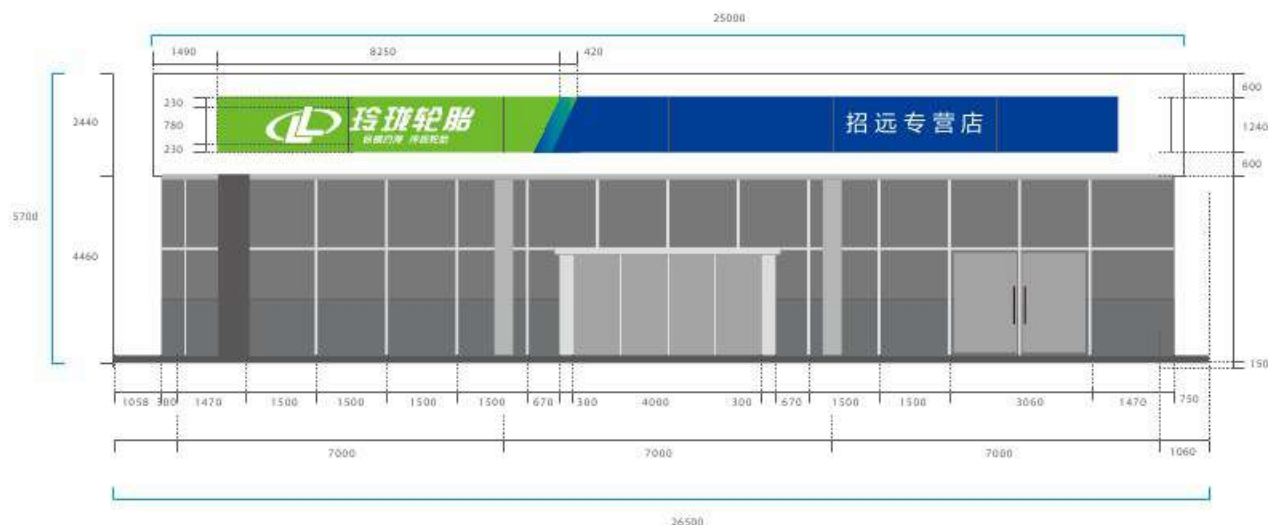
This page is designed for visual effects only. Please adjust the design according to specific display conditions and the intended message that needs to be conveyed.

制作要求: 推荐铝塑板材质, 标识及文字信息可运用背光处理。专卖店整体明装玻璃幕墙。

注: 具体制作尺寸大小根据具体环境而定。

Production requirements: Aluminum-plastic panel for plate and backlight processing for logo and letters is recommended. All facades of the exclusive store should be covered by glass wall.

Note: The specific production size is depended on environment.



2.8.2 标准展台规范

SPECIFICATIONS OF STANDARD BOOTH

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

本页为视觉效果参考,应用时请根据具体展示环境和需要传达的信息需求进行设计。

This page is designed for visual effects only. Please adjust the design according to specific display conditions and the intended message that needs to be conveyed.

色彩: 按规定标准色、辅助色应用

Color: apply according to the standard and complementary colors



2.8.3 轮胎展架1规范

SPECIFICATIONS OF TIRE DISPLAY RACK (1)

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要,制作时严格参照设计文件的标注规范,应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

为保证企业形象的正确传播,我们对轮胎展架进行标准化规范。标志和字体为标准基础组合,长宽为等比使用。

本页为视觉效果参考,应用时请根据具体展示环境和需要传达的信息需求进行设计。

We standardize tire display racks to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

This page is designed for visual effects only. Please adjust the design according to specific display conditions and the intended message that needs to be conveyed.

色彩: 按规定标准色、辅助色应用

Color: apply according to the standard and complementary colors



正面
Front



侧面
Side

2.8.3 轮胎展架2规范

SPECIFICATIONS OF TIRE DISPLAY RACK (2)

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要, 制作时严格参照设计文件的标注规范, 应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

为保证企业形象的正确传播, 我们对轮胎展架进行标准化规范。标志和字体为标准基础组合, 长宽为等比使用。

本页为视觉效果参考, 应用时请根据具体展示环境和需要传达的信息需求进行设计。

We standardize tire display racks to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

This page is designed for visual effects only. Please adjust the design according to specific display conditions and the intended message that needs to be conveyed.

色彩: 按规定标准色、辅助色应用

Color: apply according to the standard and complementary colors



侧面
Side



正面
Front

2.8.4 轮胎介绍展示牌

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要,制作时严格参照设计文件的标注规范,应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

为保证企业形象的正确传播,我们对轮胎介绍展示牌进行标准化规范。标志和字体为标准基础组合,长宽为等比使用。

本页为视觉效果参考,应用时请根据具体展示环境和需要传达的信息需求进行设计。

色彩：按规定标准色、辅助色应用

Color: apply according to the standard and complementary colors



1.5x

1.5x

2.8x

SP SPORT 300

175/65R15

84T

175/65R15

84T

185/65R15

88H

185/65R15

88H

195/65R15

91H

195/65R15

91H

花纹介绍

轮胎的主要功能是恢复轮胎原有的崭新面目，阻止紫外线侵袭，避免橡胶老化，龟裂和失色，有效延长轮胎寿命。能彻底去除轮胎上的油污，污垢，并具保护作用。防止轮胎硬化，喷后可使轮胎恢复原有的黑色，光洁亮丽不沾土。

轮胎性能

轮胎能集清洁、上光、保护轮胎于一体，能彻底祛除轮胎上的各种污渍、油污；特有的特殊的橡胶润滑剂，抗紫外线剂，能滋润轮胎壁，并能最大程度地防止轮胎表面老化，龟裂和褪色等。可用于各种机动车辆橡胶轮胎侧面的清洁上光，令轮胎表面增亮变亮，还原如新。

轮胎参数

类型：汽车泡沫清洗剂 型号：QJL-102 主要成分：光亮剂
保质期：三年 执行质量标准：QX-406

www.linglong.cn

X

1.5x

1.5x

2.8.5 玻璃墙或门防撞装饰贴规范

SPECIFICATIONS OF ANTI-COLLISION STICKERS FOR GLASS WALLS OR DOORS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

为保证企业形象的正确传播,我们对玻璃门或墙防撞装饰贴进行标准化规范。标志和字体为标准基础组合,长宽为等比使用。

We standardize anti-collision stickers of glass walls or doors to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

材质: 刻字贴纸或者喷绘打印

规格: 150mm高

色彩: 按规定标准色、辅助色应用

文字: 方正兰亭黑简体 Myriad Pro Regular

Material: Lettering sticker or inkjet printing

Specification: 150mm high

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular



2.8.6 工位标志牌规范

SPECIFICATIONS OF STATION INDICATORS

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

为保证企业形象的正确传播,我们对工位标志牌进行标准化规范。标志和字体为标准基础组合,长宽为等比使用。

We standardize the station indicators to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

色彩: 按规定标准色、辅助色应用

文字: 方正兰亭黑简体 Myriad Pro Regular

Color: apply according to the standard and complementary colors

Text: Founder Lanting Black Simplified or Myriad Pro Regular



2.8.7 产品中LOGO的应用规范

APPLICATION SPECIFICATIONS OF PRODUCT LOGO

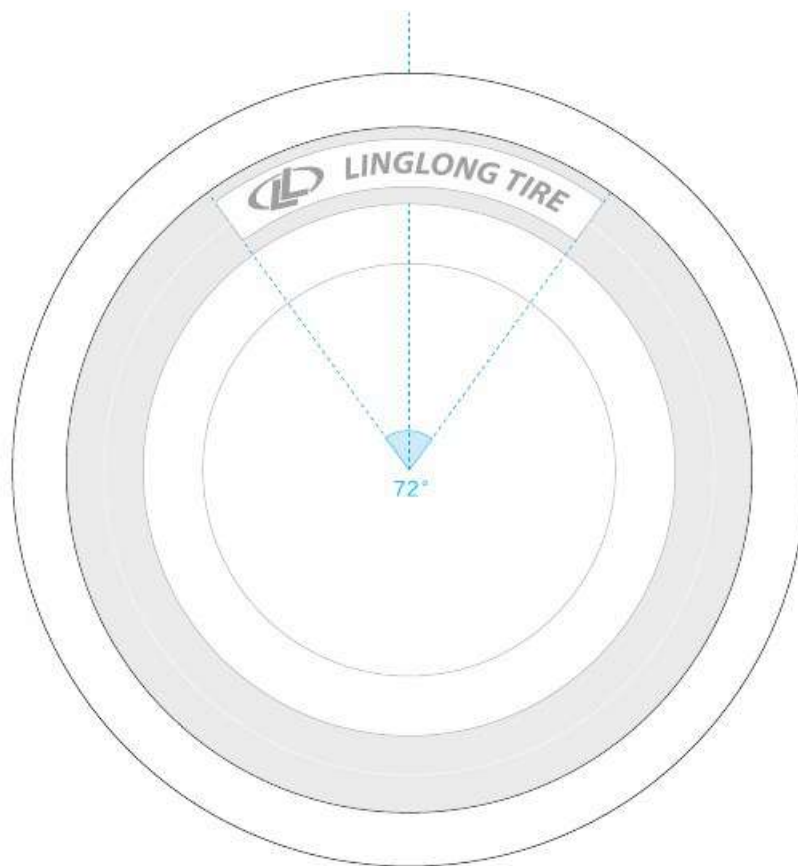
使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

为保证企业形象的正确传播,我们对产品中LOGO的应用进行标准化规范。标志和字体为标准基础组合,长宽为等比使用。

We standardize the application of logo on products to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.



2.8.8 车间宣传看板模板规范

TEMPLATE SPECIFICATIONS OF WORKSHOP BULLETIN BOARD

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

为保证企业形象的正确传播,我们对车间宣传看板模板进行标准化规范。标志和字体为标准基础组合,长宽为等比使用。

We standardize the workshop bulletin board template to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

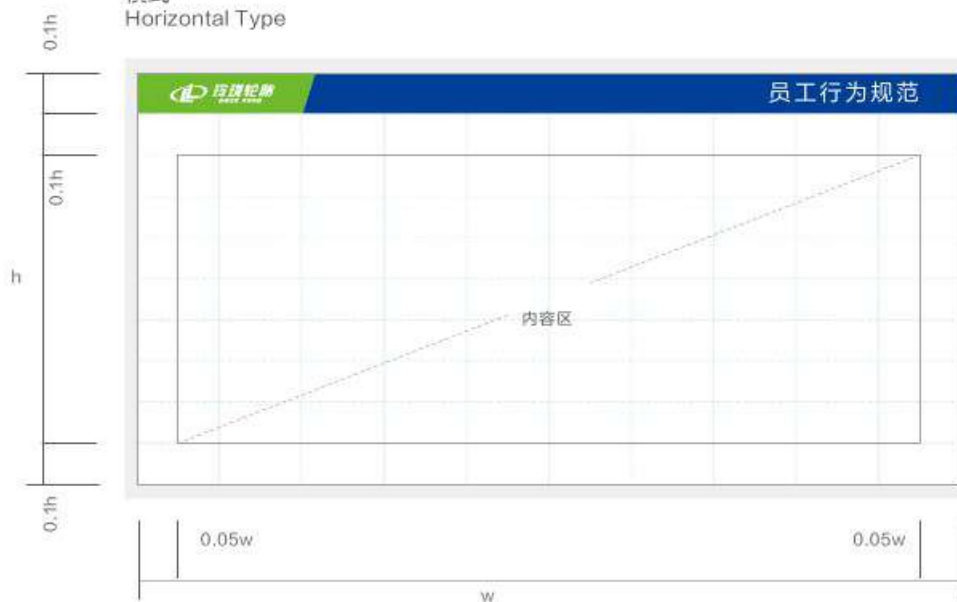
色彩: 按规定标准色、辅助色应用

文字: 方正兰亭黑简体 Myriad Pro Regular

Color: apply according to the standard and complementary colors

Text: Founder Lanling Black Simplified or Myriad Pro Regular

横式
Horizontal Type



竖式
Vertical Type



2.8.9 车间宣传栏模板规范

TEMPLATE SPECIFICATIONS OF WORKSHOP BULLETIN BOARD

使用说明 INSTRUCTION

应用设计系统对于品牌整体的视觉系统非常重要，制作时严格参照设计文件的标注规范，应用时应使用所附光盘中的电子文件。

Application design system is very important for the overall brand vision system, therefore it's required to strictly follow the design profile and its specifications in production session and refer to the electronic file in the enclosed CD when in application.

为保证企业形象的正确传播,我们对车间宣传看板模板进行标准化规范。标志和字体为标准基础组合,长宽为等比使用。

We standardize the workshop bulletin board template to ensure the correct communication of the corporate image. The logo and font are the standard combinations, and the length and width are of equal ratio.

色彩: 按规定标准色、辅助色应用

文字: 方正兰亭黑简体 Myriad Pro Regular

Color: apply according to the standard and complementary colors

Text: Founder Lanling Black Simplified or Myriad Pro Regular

