

Landscape VIS (Visual Identity System)

VIS

LANDSCAPE

Corporate Identity System Manual

2026.01.22

Introduction

Please read the instructions on the right carefully before using this manual.

This manual is the Landscape Visual Identity System Manual (hereinafter referred to as the VI Manual). Visual Identity refers to the systematic and planned communication of Landscape's philosophy, characteristics, and values through static and tangible visual forms. It is intended to convey a unified corporate image to the public, establish brand recognition, and accumulate brand equity. The VI system represents the most direct and intuitiv expression of the Landscape brand.

During implementation and application, strict attention and a high level of responsibility are required. Particular care should be taken with design specifications, including but not limited to: layout alignment, positioning relationships of all elements, font selection and size variations, letter spacing and line spacing, the use of half-width commas and spaces, and other detailed requirements. Special attention must also be paid to the accuracy and refinement of colors in finished products, ensuring full consistency with the visual effects shown in this manual.

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All design application principles, explanations, and specific implementation standards published in this manual must be strictly followed. Users are also required to fully understand and internalize these principles and specifications, and apply them appropriately to both listed and unlisted design applications.

The AI (Illustrator CS) format files are mainly production files submitted to the advertising agency for use in applications. The accompanying font library must be installed before opening these files.

The AI (Illustrator CS) outlined text files are also production files submitted to the advertising agency, but the fonts are already outlined, so no font installation is required to open them.

The font files provide all the fonts used in this booklet and represent the standard printing typefaces.

Note: The design and application software used is Adobe Illustrator CS.

A

BASIC ELEMENTS OF THE SYSTEM

The Basic Elements System is the core component of the Landscape visual identity. It consists primarily of the logo, standard colors, and standard typefaces. The strict specifications and proper application of this system form the foundation for all subsequent application elements and are essential to ensuring the effective and accurate communication of corporate information.

The Basic Elements System comprises four components: the corporate logo, standard typefaces, standard colors, and symbolic graphics. Among these, the corporate logo, standard typefaces, and standard colors are non-modifiable elements and must be used strictly within the specifications provided in this section. The printing typeface section provides usage guidelines and allows for flexible application within the defined specifications. The symbolic graphics section provides guidance on extracting and applying visual elements in accordance with the specifications outlined in this section, based on the requirements of different application media or environments.

This system establishes standards and specifications for logo structure, standard color parameters, standard typeface design, various combinations, and Chinese and English printing typeface examples. Once the basic design elements are established, they must be implemented as specified and may not be altered or modified arbitrarily. At all times and in all applications, the usage methods defined in this manual must be strictly followed to maintain a complete, consistent, and unified brand image.

All design guidance and instructions provided in this system clearly indicate the requirements for understanding and application. During implementation, these standards must be strictly observed to maximize the effective use of corporate identity and brand value assets. All design files included in this manual are available on the accompanying disc, ensuring the quality, accuracy, and consistency of all finished materials.

Logo Elements

The Landscape logo consists of two components:

1. The lettermark (alphabet logo)
2. The wordmark (text logo)

The relative size and positioning of these elements are fixed, and the wordmark must not be used independently. The Landscape logo must be used by directly copying from the final approved files; it must not be redrawn or arbitrarily recombined.



Standard Logo Style

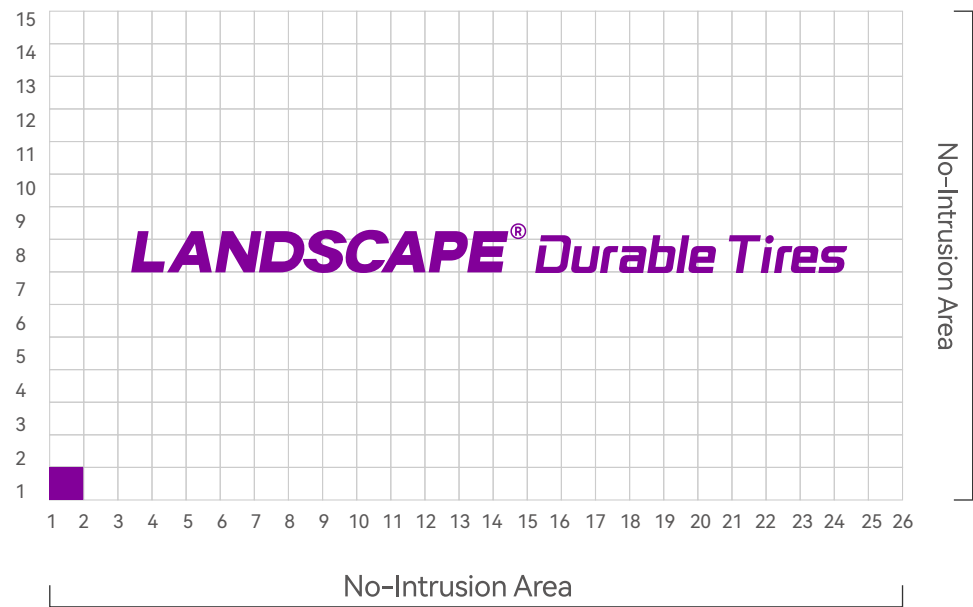
To ensure that the Landscape brand logo is clearly recognizable in all applications, a designated safe area must be reserved around the logo. This area represents the minimum distance that must be maintained between the logo and any other design elements or text. To preserve the integrity and legibility of the logo, the size of this safe area must be strictly observed. When the logo is scaled, the safe area should be proportionally scaled accordingly.



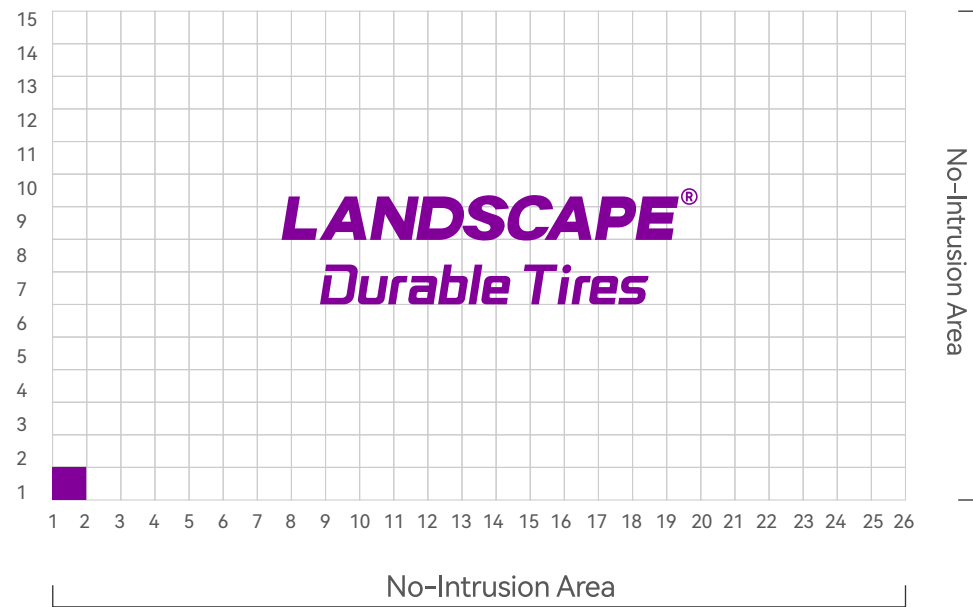
Brand Story Coordinate Diagram

The brand story represents the symbol and spirit of the company, is a concentrated expression of the company's characteristics, and forms the core of the Visual Identity System. The brand story must be used strictly according to the specifications and examples provided in this manual. When applied, it should be reproduced only from the approved sample templates provided in this manual, using methods such as photocopying or scanning, and may be enlarged or reduced as needed.

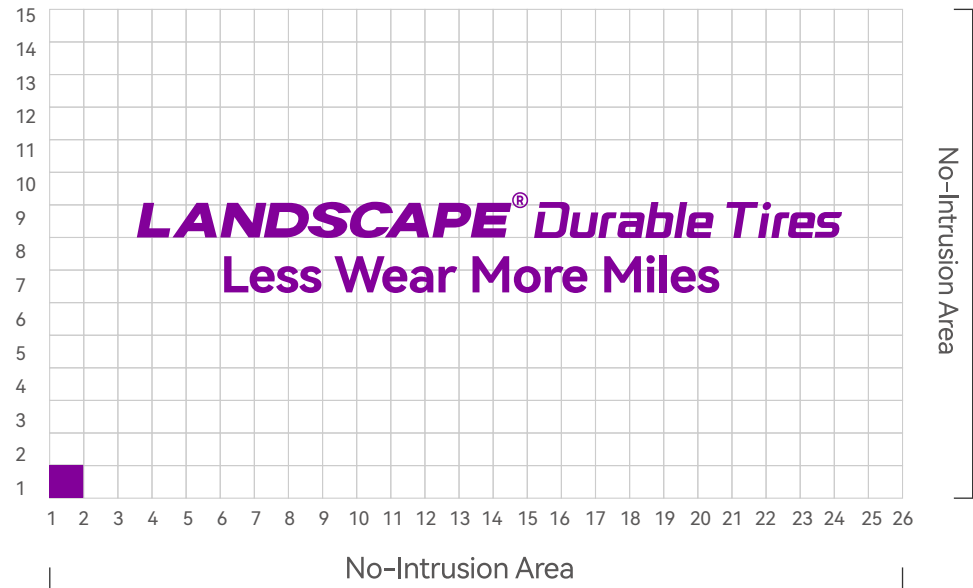
Logo with Tagline (Horizontal Layout)



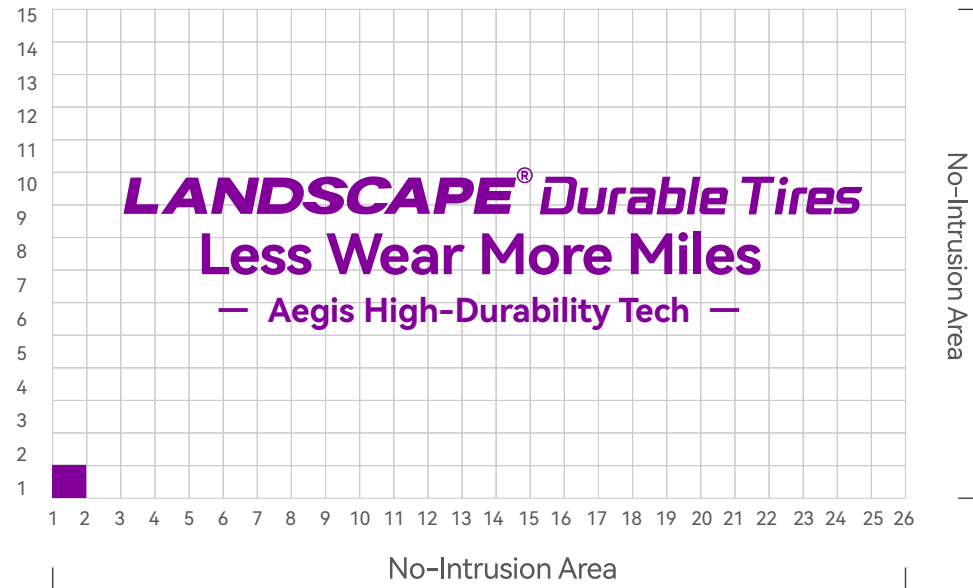
Logo with Tagline (Vertical Layout)



Logo with Tagline and Slogan (Vertical Layout)



Logo with Tagline, Slogan, and Trust Mark (Vertical Layout)



Standard Logo Style

Standard colors are the primary colors of the company and are the most effective for brand recognition. Whenever there are no specific constraints, the standard colors should always be the first choice for use.

LANDSCAPE[®]
Durable Tires

RGB: #820099

C:62 M:100 Y:0 K:0
R:130 G:0 B:153

☐ R:	130	☐ C:	62%
☐ G:	0	☐ M:	100%
☐ B:	153	☐ Y:	0%
#	820099	☐ K:	0%

LANDSCAPE[®]
Durable Tires

RGB: # 050004

C:73 M:69 Y:64 K:88
R:5 G:0 B:4

☐ R:	5	☐ C:	73%
☐ G:	0	☐ M:	69%
☐ B:	4	☐ Y:	64%
#	050004	☐ K:	88%

LANDSCAPE[®]
Durable Tires

RGB: # E6E6E6

C:8 M:6 Y:7 K:0
R:239 G:239 B:239

☐ R:	239	☐ C:	8%
☐ G:	239	☐ M:	6%
☐ B:	239	☐ Y:	7%
#	e6e6e6	☐ K:	0%

Logo Colors

It is recommended to use a single-color logo in the following situations:

When production or technical limitations make it impossible to reproduce the full-color logo.

When the logo is placed alongside a single-color logo of a partner brand.

When the background color or brightness of the page prevents the full-color logo

Full-Color Logo



Black-and-White Logo



Anti-White Logo

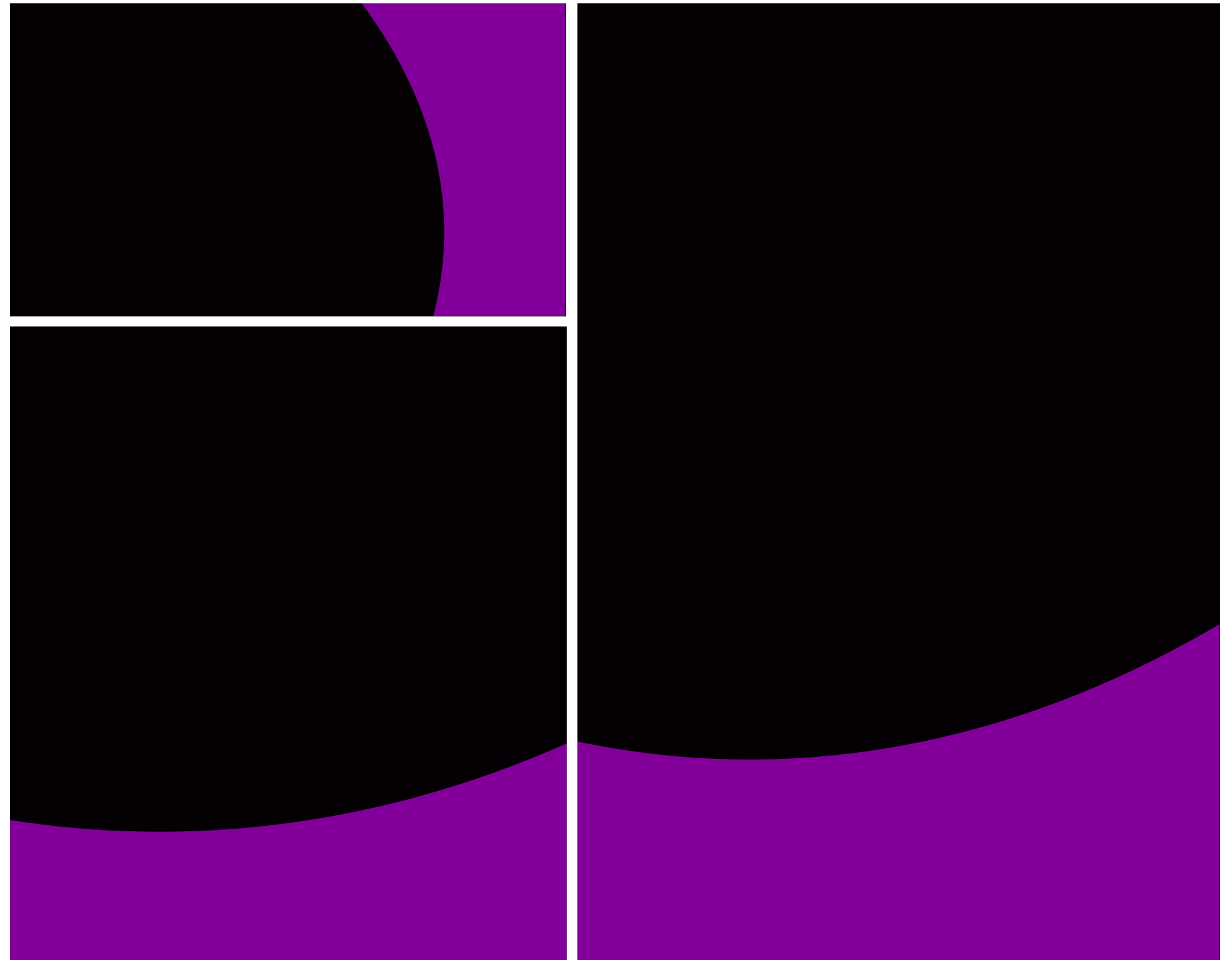


Brand Supporting Graphics

This section explains the brand meanings conveyed by the supporting graphics.

By employing a rich and consistent visual graphic system, each brand communication piece delivers a cohesive brand spirit and philosophy, thereby building a strong Landscape brand image.

As shown, three different sizes of advertising templates are provided and may be selected according to specific application requirements.



English Print Typeface Standards

The product is an important visual element within the Visual Identity System. Using a unified product typeface enhances the visual impact and consistency of the Landscape brand.

The recommended corporate Chinese typeface is the HarmonyOs Sans SC series.

Note:

Italicization up to 20° to the right is allowed.
Extended width: 80%-90% permitted.
Condensed width: 120%-130% permitted.
No other typefaces are allowed, except for special treatments or effects.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HarmonyOS Sans SC Thin

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?+_,<>;{}/

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HarmonyOS Sans SC Medium

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?+_,<>;{}/

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HarmonyOS Sans SC Regular

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?+_,<>;{}/

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HarmonyOS Sans SC Light

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?+_,<>;{}/

THANK YOU