LUXCOB®

众宇光电

VIS

视觉识别系统

Visual Identity System manual

VIS

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visual identify system
/Basis part

INTERIOR DESIGN

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标志释义
Signs Interpretation

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A1.Signs Interpretation

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The overall shape of the logo is based on industrialization, and the combination of letters and ticks conveys a brand-new image of a modern enterprise. The whole logo uses the tick as an element, symbolizing the correct, upward and long-term vision, the heroic momentum, and the company's comprehensive innovation. The color is highlighted by deep red, which represents mature technology and shows the company's good prospects of advancing with the times, thriving and prosperous.

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企业标志墨稿、反白效果图

Enterprise logo ink draft,reverse effect diagram

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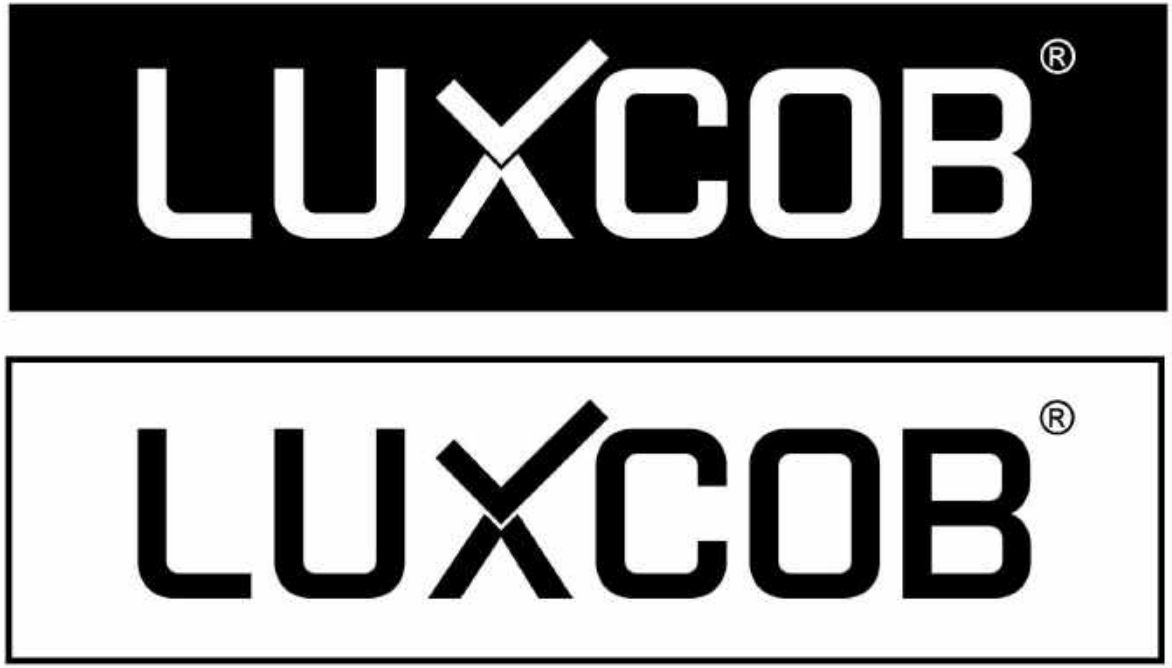
A2 .Ink draft,reverseeffect diagram



In order to meet the needs of media distribution, in addition to the color map, the logo also has black and white legends and anti-white effects.
In the external image, the consistency is reflected. Please strictly follow this specification when using.

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企业标志方格制图

Enterprise mark grid drawing

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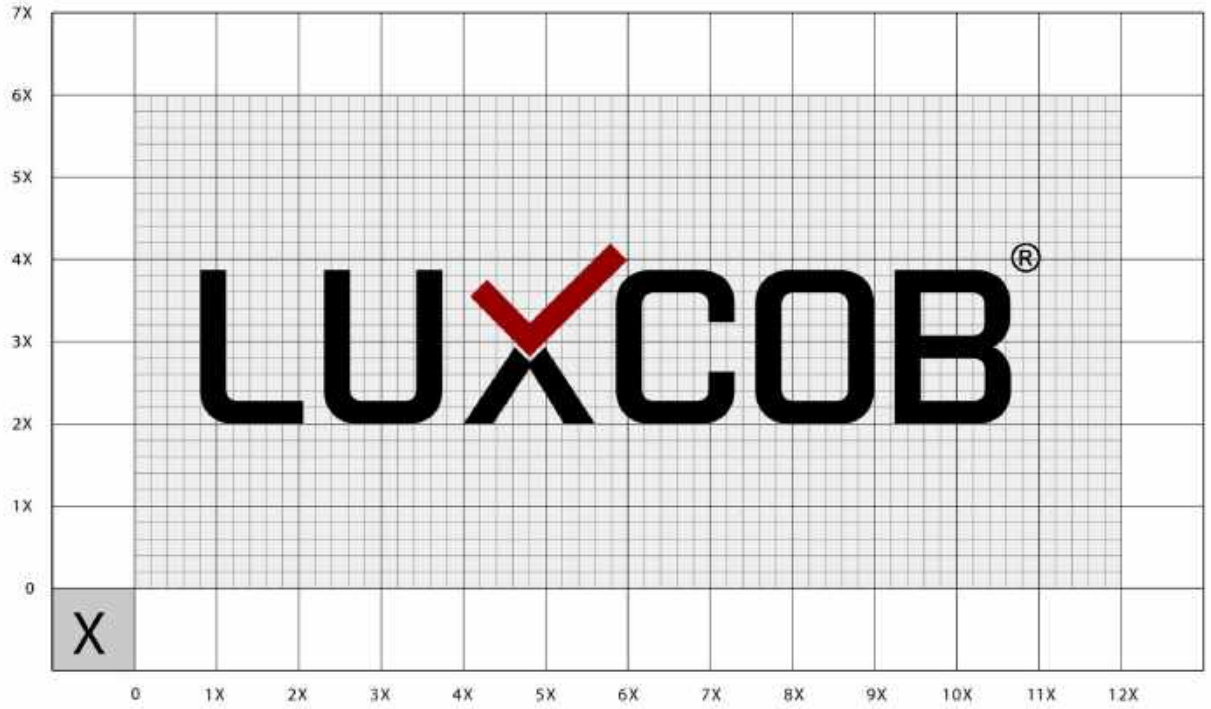
A3 .Enterprise mark grid drawing



The logo is the symbol and spirit of the enterprise, the concentrated expression of the characteristics of the enterprise, and the core of the visual identity system. This figure strictly stipulates that the specifications for the production of the logo and the proportional relationship of each part are strictly in accordance with the provisions of this drafting method.

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最小范围

Minimum range

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A4 .Minimum range

In order to ensure the suitability, standardization and convenience of the logo in any occasion and environment, the purpose is to make the printing visually achieve the same effect.

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企业标准色

Enterprise standard color

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A5 .Enterprise standard color

C :45 M:100 Y:100 K:16

C :100 M:100 Y:100 K:100

Standard color is an important factor that symbolizes the spirit of enterprise and corporate culture. It creates a strong impression through visual communication and achieves the role of color in visual recognition. The choice of deep red is a symbol of mature technology, complementing the main color black, giving a sense of trust.

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辅助色

Enterprise Auxiliary color

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A6 .Enterprise Auxiliary color

Changed in order to unify the company's image. Specially developed auxiliary color series for application.

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色彩搭配专用表

Color matching table

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A7 .Color matching table

Logo color / Background color	White	Standard color	Black
White		LUXCOB	LUXCOB
Standard color	LUXCOB		LUXCOB
Standard color	LUXCOB		
Gold	LUXCOB	LUXCOB	LUXCOB
Silver	LUXCOB	LUXCOB	LUXCOB
Gray black	LUXCOB	LUXCOB	LUXCOB

In order to meet the requirements of different environments and occasions, highlight the corporate logo, when the logo needs to present the standard color, special rules for color matching.

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标准字体中文

Standard font Chinese

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A8 .Standard font Chinese

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In order to form a sense of unity with the logo structure, special provisions for Chinese abbreviated special fonts, special standard words can play a more overall role in the combination of specifications.

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标准中文方格制图

Standard Chinese grid drawing

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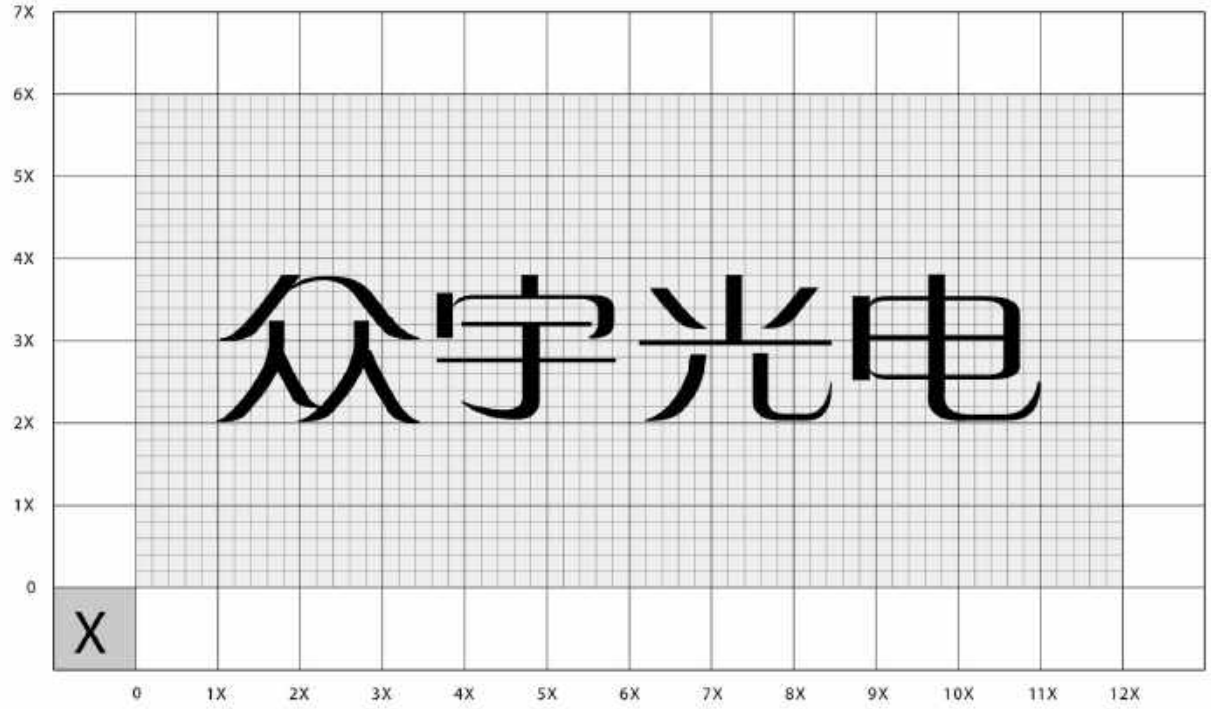
A9 .Standard Chinese grid drawing



In order to form a sense of unity with the logo's styling structure, the standard Chinese font is drawn by square drawing, which reflects the characteristics and connotation of the enterprise.

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标准英中文方格制图

Standard Chinese English grid drawing

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A10 .Chinese English grid drawing

In order to form a sense of unity with the logo's styling structure, special fonts for Chinese and English are specified, and English and Chinese fonts are drawn using the standard drawing standard, which reflects the characteristics and connotation of the enterprise.

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禁止组合形式

Forbidden form

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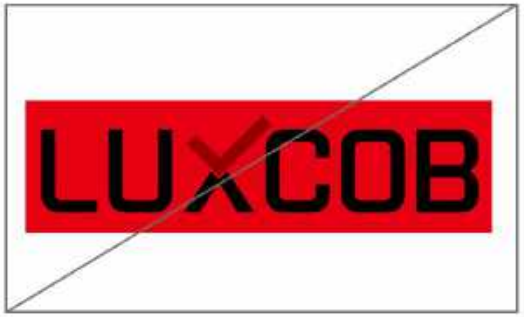
A11 .Forbidden form

Extend or separate the sign at will

Weak contrast

Use non-standard colors



Add any frame at will

The assumed expressions of the above basic element combinations are included in the prohibition range.

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背景色色度、色相

Background color、hue

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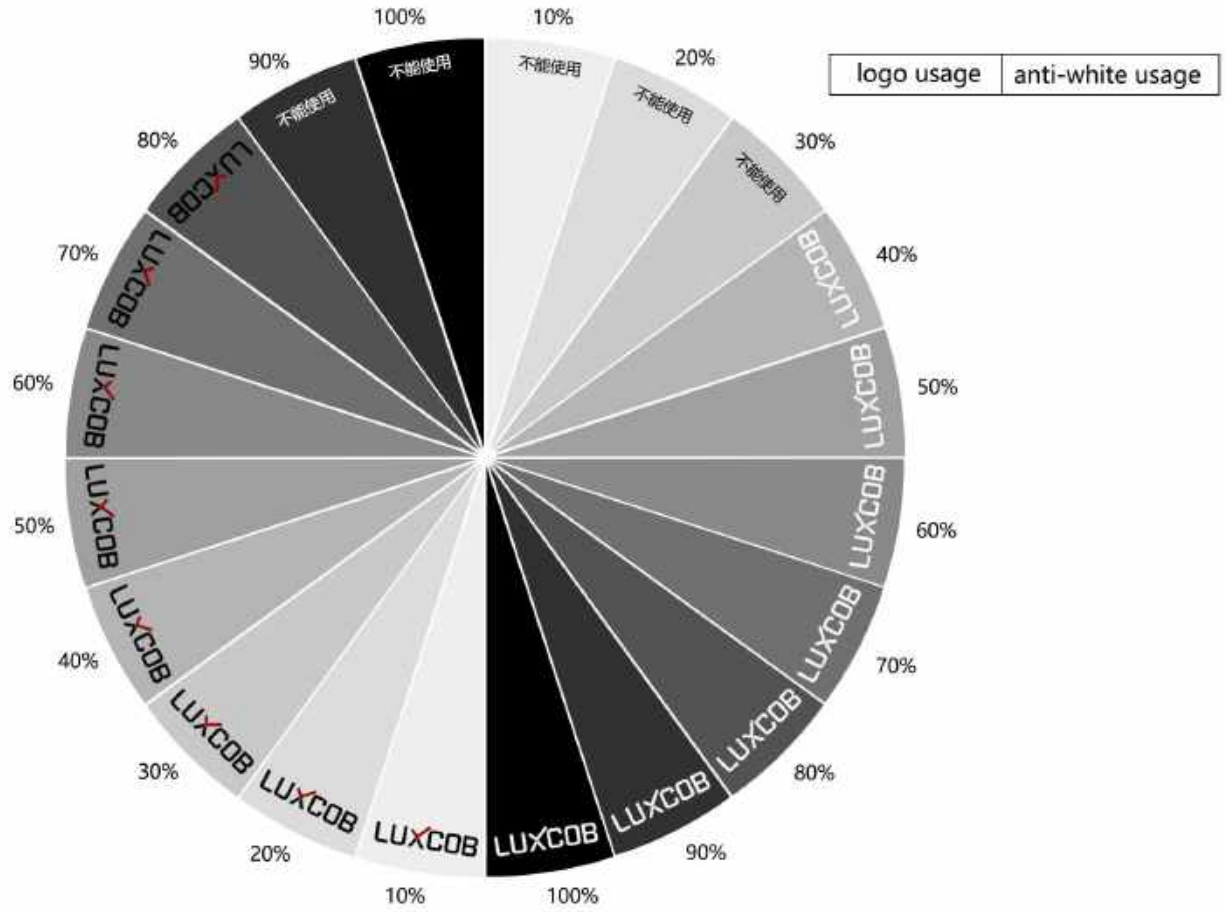
A12 .Background color、hue



In order to ensure the accuracy, clarity and completeness of the corporate logo,
to avoid confusion between the logo and the background color, the impact is recognized.

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Our company has excellent team, can provide perfect solutions,
high quality materials, better service for everyone.