

B 应用系统部分

应用系统在对外交流、沟通中的形象统一起到重要的作用。在各项目实际应用制作时，除了考虑系统性、美观性因素外，还应考虑到功能和材质等实际应用。所有有关部门办公用品的表现，均应严格遵循本手册所规范的作用方法，以树立完整统一的企业形象。

The application system plays an important role in the image unification of foreign exchange and communication. Besides the systematic and aesthetic factors, the practical application of function and material should also be taken into account when making the actual application of each project. The performance of office supplies of all relevant departments should strictly abide by the function and method of this manual, so as to establish a complete and unified corporate image.

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- 1.2 高级名片
- 1.3 信纸
- 1.4 国内DL信封
- 1.5 牛皮纸信封
- 1.6 国内C5信封
- 1.7 国际C4信封
- 1.8 便签纸
- 1.9 传真纸
- 1.10 Word文档
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- 1.15 合同书
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- 1.23 ppt
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- 2.3 海报
- 2.4 报纸广告
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- 2.6 户外广告
- 2.7 DM单页
- 2.8 折页风格设计
- 2.9 样本封套格式
- 2.10 手提袋
- 2.11 挂历
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B3 媒体宣传系统

- 3.1 礼品制作工艺
- 3.2 公文包
- 3.3 包装纸
- 3.4 入场券样式
- 3.5 气球
- 3.6 遮阳伞
- 3.7 请柬及封套
- 3.8 背景板
- 3.9 来宾证
- 3.10 广告衫
- 3.11 安全帽

B4 导视系统

- 4.1 方位指示牌
- 4.2 企业铭牌
- 4.3 公司前台
- 4.4 部门标牌
- 4.5 玻璃警示贴

B5 车辆标识系统

- 5.1 轿车
- 5.2 大巴车
- 5.3 商务接待用车

B1.1

办公事务系统
商务名片

名片是企业信息传达基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Business card is the basic unit of enterprise information transmission. It is one of the most frequent contacts with the outside world. It is a unified and standardized design, which can effectively convey the brand image of the enterprise.

尺寸：90X55mm

印刷：四色印刷

纸张：300g铜版纸覆哑膜

字体：兰亭黑



姓名：
兰亭中黑，17.6pt 色彩 C0 M0 Y0 K90

职位：
兰亭纤黑，6.3pt 色彩 C0 M0 Y0 K90

电话：
兰亭中黑，6.3pt 色彩 C0 M0 Y0 K90

集团全称：
兰亭中黑，8.85pt 色彩 C0 M0 Y0 K90

集团地址等信息：
兰亭纤黑，5.88pt 色彩 C0 M0 Y0 K90
兰亭纤黑，4.43pt 色彩 C0 M0 Y0 K90

集团固话：
兰亭中黑，5.88pt 色彩 C0 M0 Y0 K90

集团邮箱、传真、网址：
兰亭纤黑，4pt 色彩 C0 M0 Y0 K90

姓名：
兰亭中黑，17.6pt 色彩 C0 M0 Y0 K90

职位：
兰亭纤黑，6.3pt 色彩 C0 M0 Y0 K90

电话：
兰亭中黑，6.3pt 色彩 C0 M0 Y0 K90

集团全称：
兰亭中黑，8.85pt 色彩 C0 M0 Y0 K90

集团地址等信息：
兰亭纤黑，5.88pt 色彩 C0 M0 Y0 K90
兰亭纤黑，4.43pt 色彩 C0 M0 Y0 K90

集团固话：
兰亭中黑，5.88pt 色彩 C0 M0 Y0 K90

集团邮箱、传真、网址：
兰亭纤黑，4pt 色彩 C0 M0 Y0 K90

B1.2

办公事务系统
高级名片

名片是企业信息传达基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

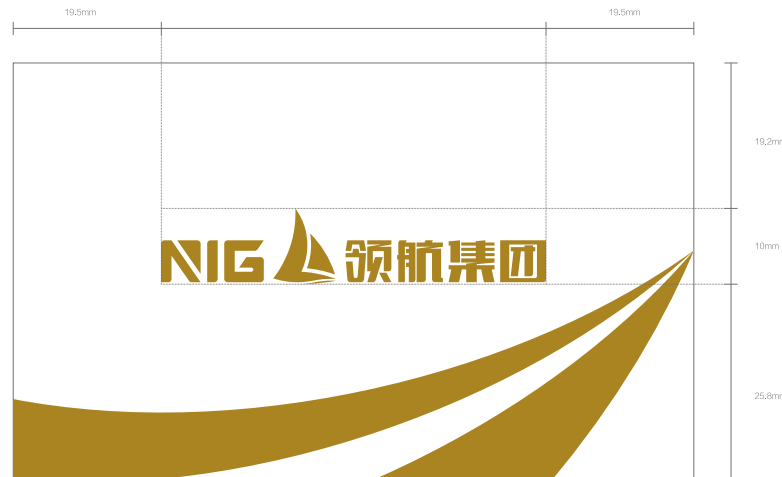
Business card is the basic unit of enterprise information transmission, It is one of the most frequent contacts with the outside world. It is a unified and standardized design, which can effectively convey the brand image of the enterprise.

尺寸: 90X55mm

印刷: 烫金

纸张: 300g珠光纸

字体: 兰亭黑



姓名:
兰亭中黑, 17.6pt 色彩 PANTONE 872C

职位:
兰亭纤黑, 6.3pt 色彩 PANTONE 872C

电话:
兰亭中黑, 6.3pt 色彩 PANTONE 872C

集团全称:
兰亭中黑, 8.85pt 色彩 PANTONE 872C

集团地址等信息:
兰亭纤黑, 5.88pt 色彩 PANTONE 872C
兰亭纤黑, 4.43pt 色彩 PANTONE 872C

集团固话:
兰亭中黑, 5.88pt 色彩 PANTONE 872C

集团邮箱、传真、网址:
兰亭纤黑, 4pt 色彩 PANTONE 872C

LOGO:
色彩 PANTONE 872C

辅助图形:
色彩 PANTONE 872C

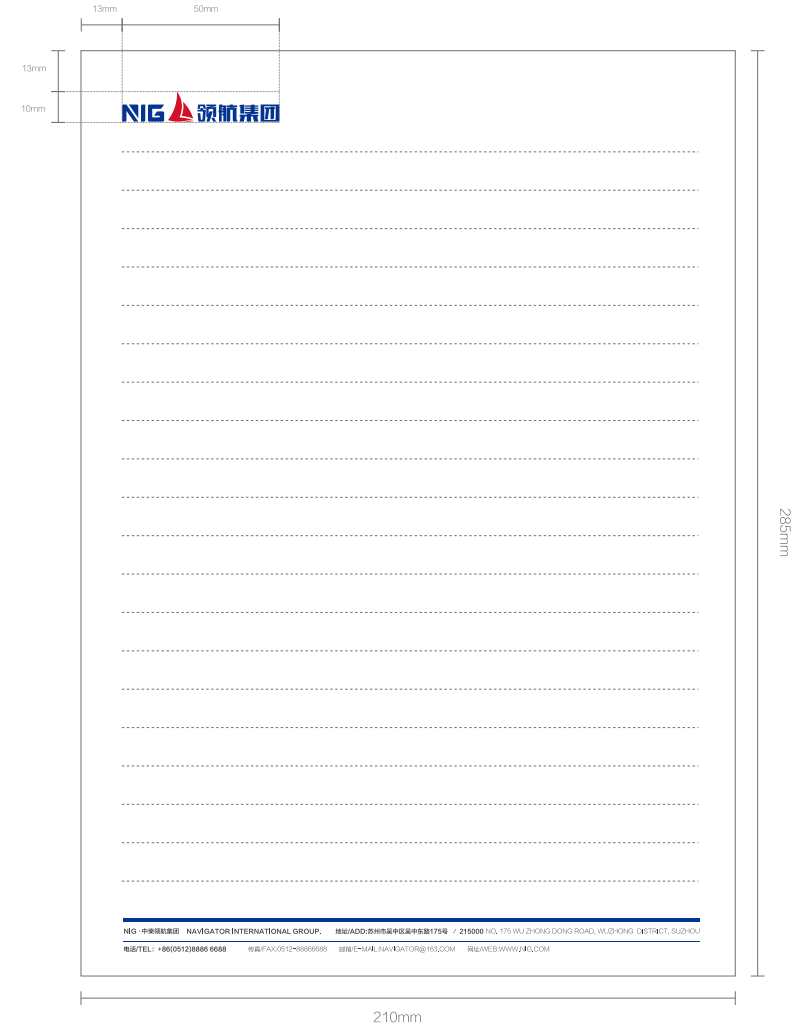
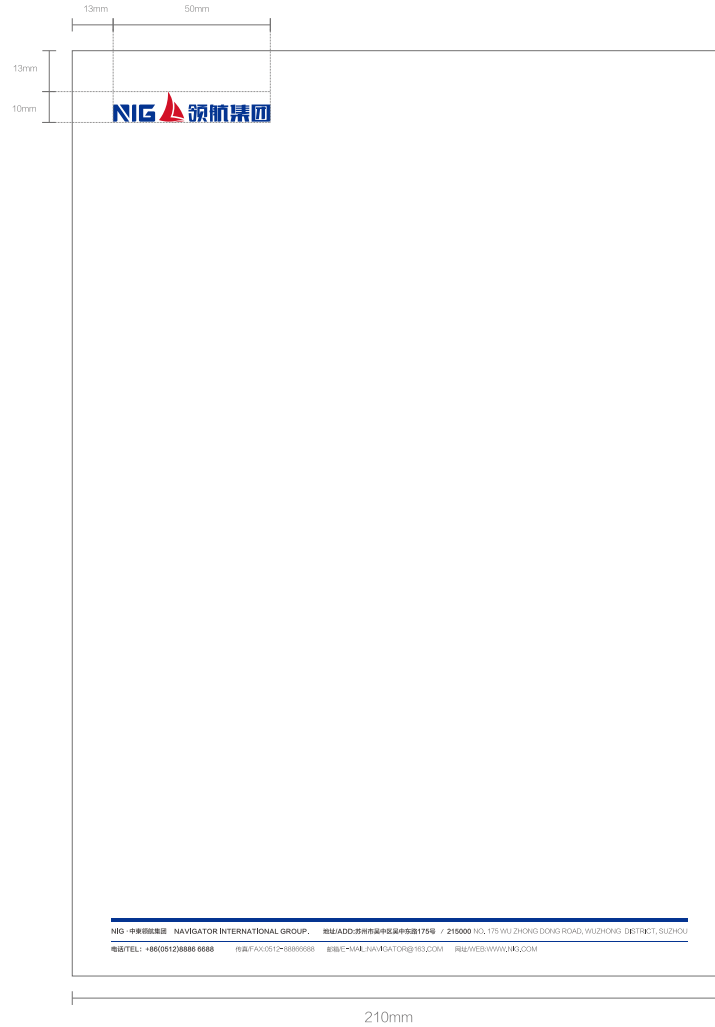
B1.3

办公事务系统 信纸

信纸属于公用纸品，是企业传递信息的基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

The letter paper belongs to the public paper. It is the basic unit of the enterprise to transfer information. It is one of the most frequent media in contact with the outside world. It is a unified and standardized design, which can effectively convey the brand image of the enterprise.

尺寸: 210X285mm
 印刷: 四色印刷
 工艺: 侧面涂胶
 纸张: 157g白卡纸 & 80g胶版纸
 字体: 兰亭黑



B1.4

办公事务系统 国内DL信封

信封属于公用纸品，是企业传递信息的基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

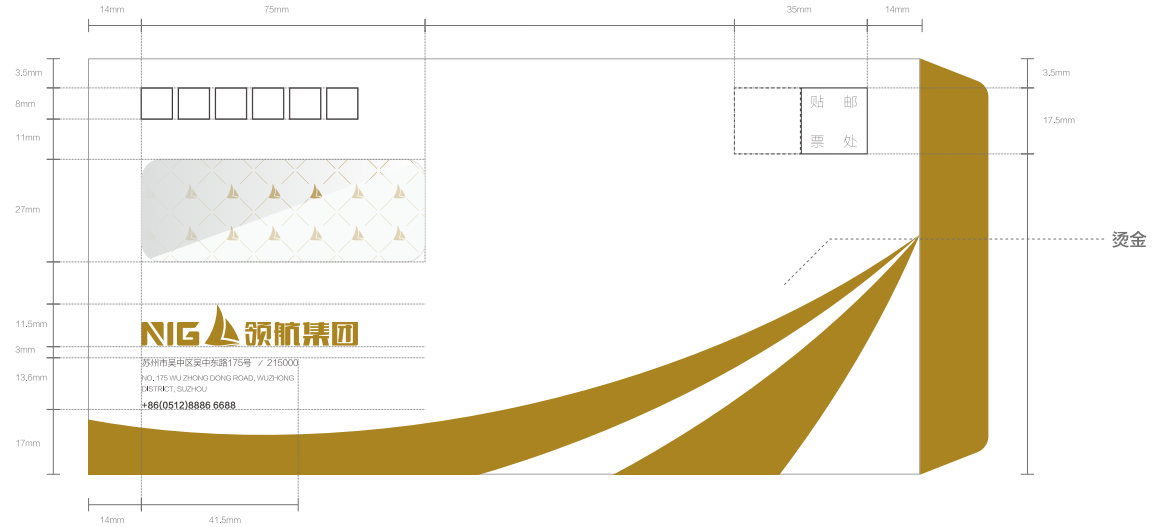
The envelope of public paper products, is the basic unit of enterprise information, contact with the outside world, communication is one of the most frequent media, which is unified and standardized design, can effectively convey the brand image of the enterprise, please refer to the specific implementation of strict.

尺寸: 220X110mm

印刷: LOGO烫金

纸张: 150g双胶纸

字体: 兰亭黑



B1.5

办公事务系统 国内C5信封

信封属于公用纸品，是企业传递信息的基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

The envelope of public paper products, is the basic unit of enterprise information, contact with the outside world, communication is one of the most frequent media, which is unified and standardized design, can effectively convey the brand image of the enterprise, please refer to the specific implementation of strict.

尺寸: 229X162mm

印刷: 单色印刷

纸张: 150g双胶纸

字体: 兰亭黑



size: 229X162mm printing: Four color printing paper:150gDouble adhesive tape

B1.6

办公事务系统 国际C4信封

信封属于公用纸品，是企业传递信息的基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

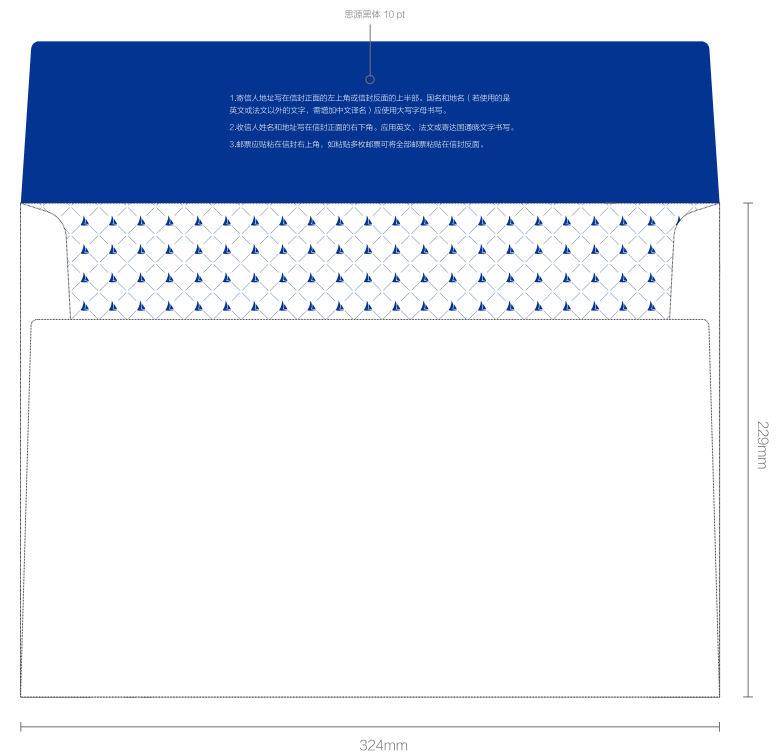
The envelope of public paper products, is the basic unit of enterprise information, contact with the outside world, communication is one of the most frequent media, which is unified and standardized design, can effectively convey the brand image of the enterprise, please refer to the specific implementation of strict.

尺寸：324X229mm

印刷：四色印刷

纸张：150g双胶纸

字体：兰亭黑



B1.7

办公事务系统 牛皮纸信封

信封属于公用纸品，是企业传递信息的基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

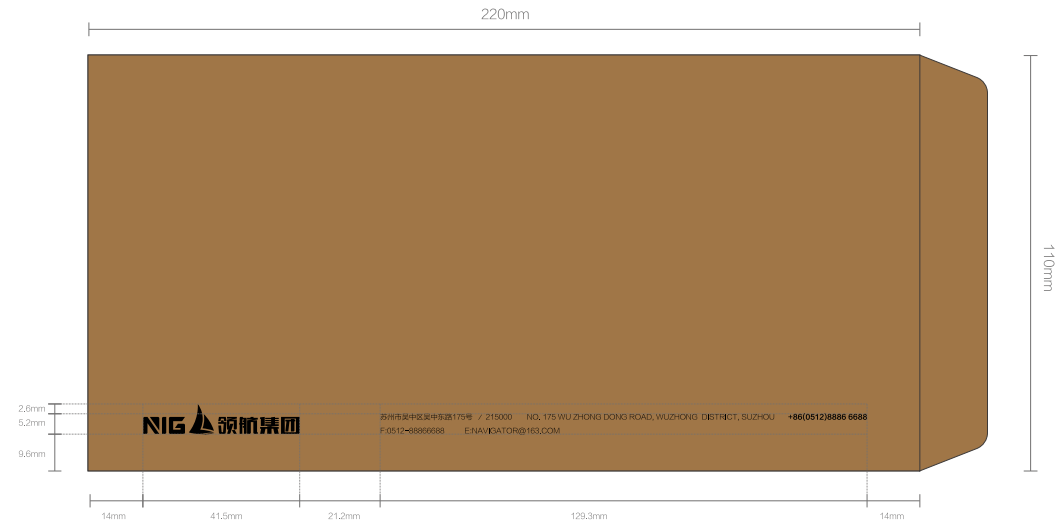
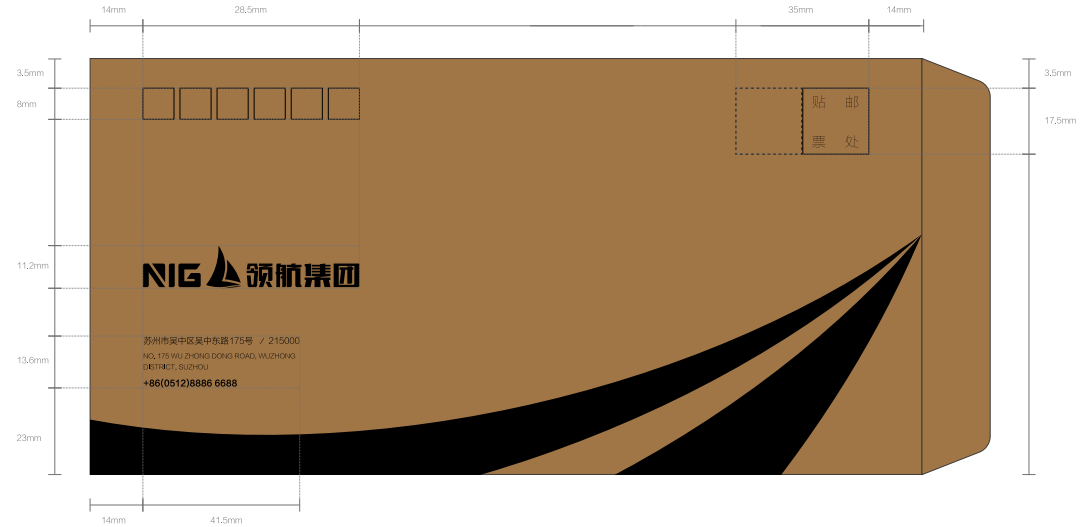
The envelope of public paper products, is the basic unit of enterprise information, contact with the outside world, communication is one of the most frequent media, which is unified and standardized design, can effectively convey the brand image of the enterprise, please refer to the specific implementation of strict.

尺寸: 220X110mm

印刷: 单色印刷

纸张: 150g牛皮纸

字体: 兰亭黑



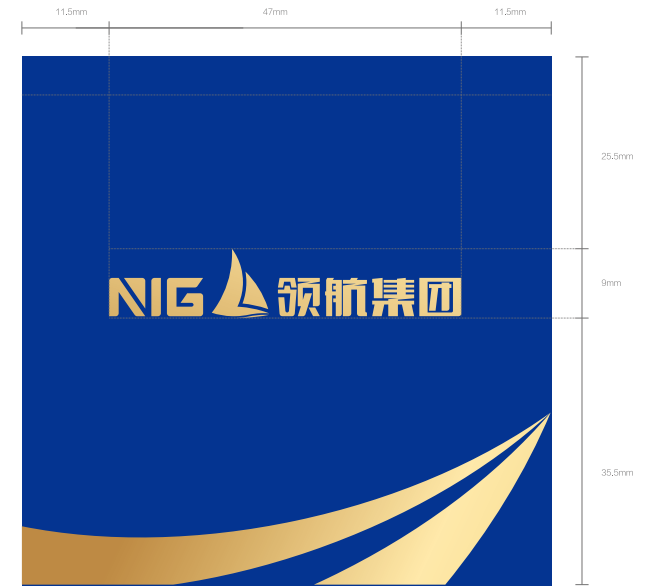
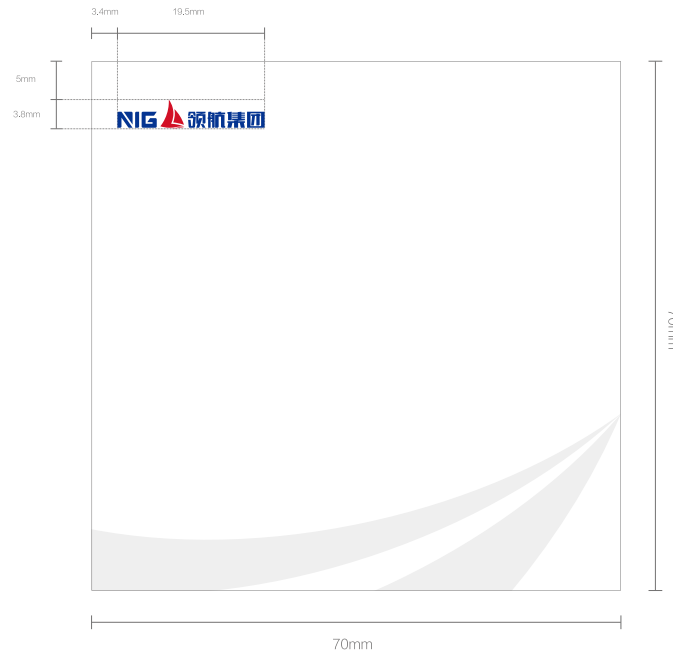
B1.8

办公事务系统
便签纸

便签纸属于公用纸品，是企业传递信息的基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

The note paper is a public paper, It is the basic unit of the enterprise to transfer information. It is one of the most frequent media in contact with the outside world. It is a unified and standardized design, which can effectively convey the brand image of the enterprise.

尺寸: 70X70mm
印刷: 四色印刷
纸张: 80g 双胶纸
字体: 思源黑体
工艺: 顶部涂胶



B1.9

传真纸是企业传递信息的基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Fax paper is the basic unit of information transmission by enterprises. It is one of the most frequent media in contact with the outside world. It is a unified and standardized design, which can effectively communicate the brand image of the enterprise.

尺寸: 210X297mm

印刷: 单色印刷

纸张: 80g复印纸

字体: 兰亭黑

办公事务系统 传真纸

NIG 领航集团	
FAX	
收件人: To:	发件人: From:
单位: Office / Company:	部门: Department:
传真: Fax:	传真: Fax:
页数 (包括本页): Number of page(including cover sheet):	日期: Date:
如果您认为该传真有不够清楚或完整的地方, 请与我联系: 电话: (0512) 88888888转1111 E-mail:navigator@163.com To confirm receipt, or if you do not receive all pages, please call:	
<input type="checkbox"/> 紧急 Urgency	<input type="checkbox"/> 请回复 Please reply
<input type="checkbox"/> 请传阅 Please transmit	<input type="checkbox"/> 请批注 Please remark
苏州市吴中区吴中街道175号 / 215000 NO. 175 WU ZHONG DONG ROAD, WUZHONG DISTRICT, SUZHOU +86(0512)8888 6688 F:0512-88886688 E:NAVIGATOR@163.COM	

B1.10

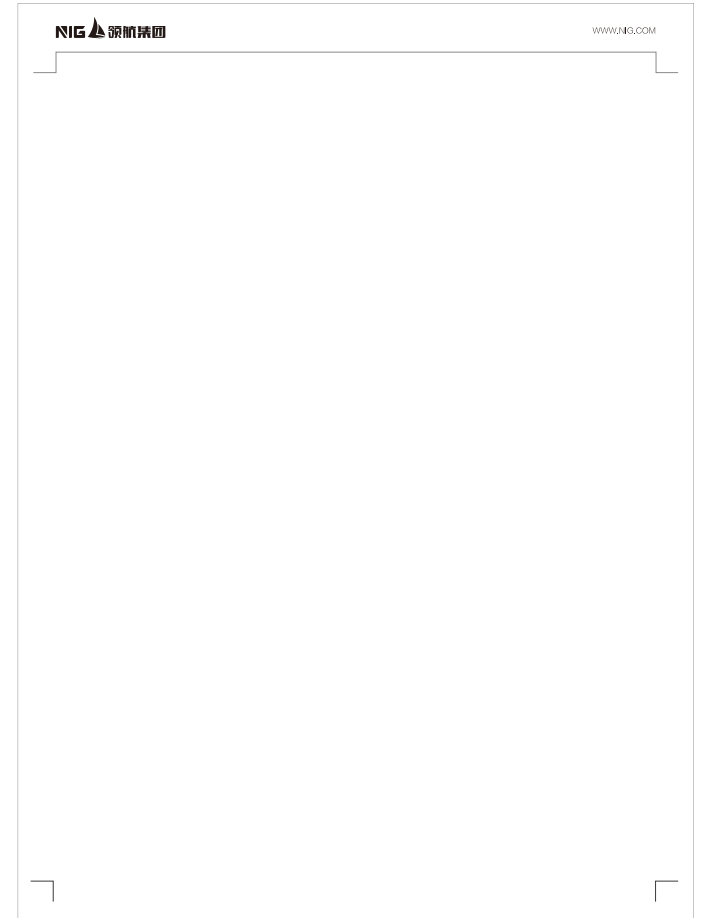
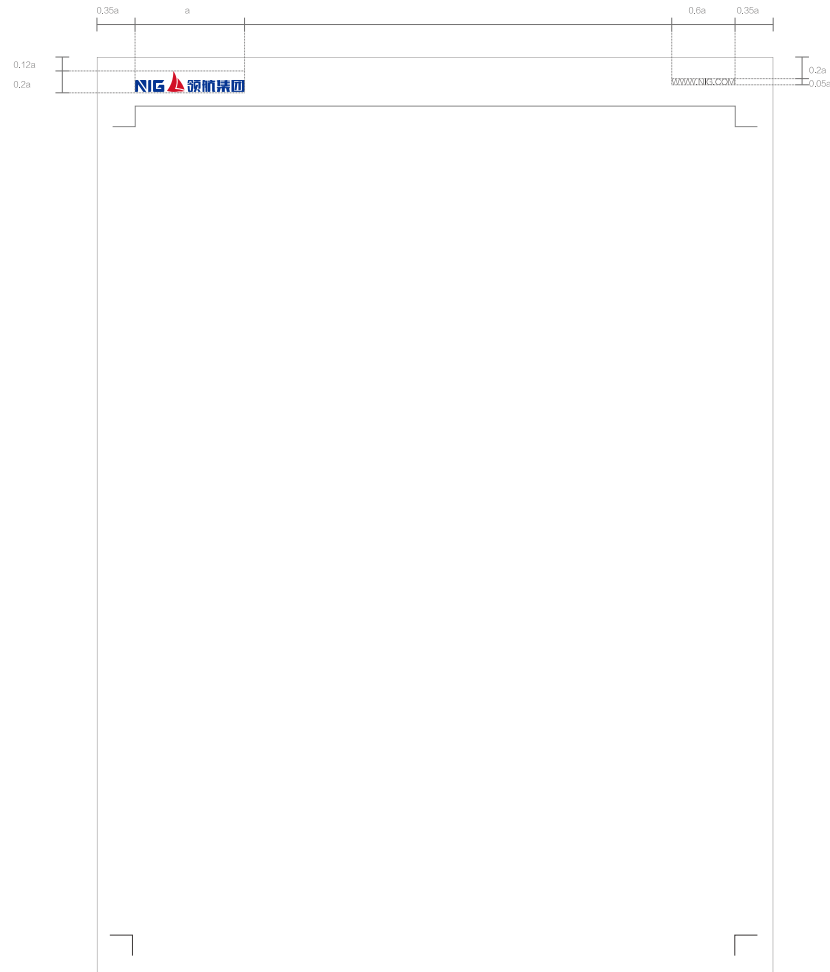
办公事务系统
word文档

word文档是企业信息传达基本单位，主要为内部办公使用，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Word document is the basic unit of enterprise information transmission, mainly for the use of internal office, is also one of the most frequent contacts with the outside world, the unified and standardized design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸: A4

字体: 兰亭纤黑



B1.11

办公事务系统 笔记本

笔记本是企业信息传达基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

The notebook is the basic unit of enterprise information transmission, it is one of the most frequent contacts with the outside world. It is a unified and standardized design, which can effectively communicate the brand image of the enterprise.

尺寸: 210X157mm (成品)

印刷: 烫金

纸张: 80g米黄道林纸

规格: A5 / 25K



B1.12

办公事务系统
应聘表

集团的各式专用表格都应在设计上统一规范，以下以应聘表为例，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

All kinds of special forms of the group should be unified and standardized in the design. The following is the application of the application form as an example, the unified and standardized design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸: 210X285mm

印刷: 单色印刷

纸张: 80g复印纸

字体: 兰亭黑 兰亭中黑


WWW.NIG.COM

应聘登记表

填表日期 / Date: _____

姓名		出生年月		学历		照片
性别		毕业院校		专业		
籍贯		专长		毕业时间		
电话				应聘岗位		
身份证号码						
家庭住址						
个人简历						
工作经历						
家庭状况						
个人特长						
期望薪资						
其他				本人签名		

注: 此表本人应如实填写, 不得虚假, 若查到虚假, 按规定该处理, 此表由人事部存档。

297mm

210mm

B1.14

办公事务系统
文件夹

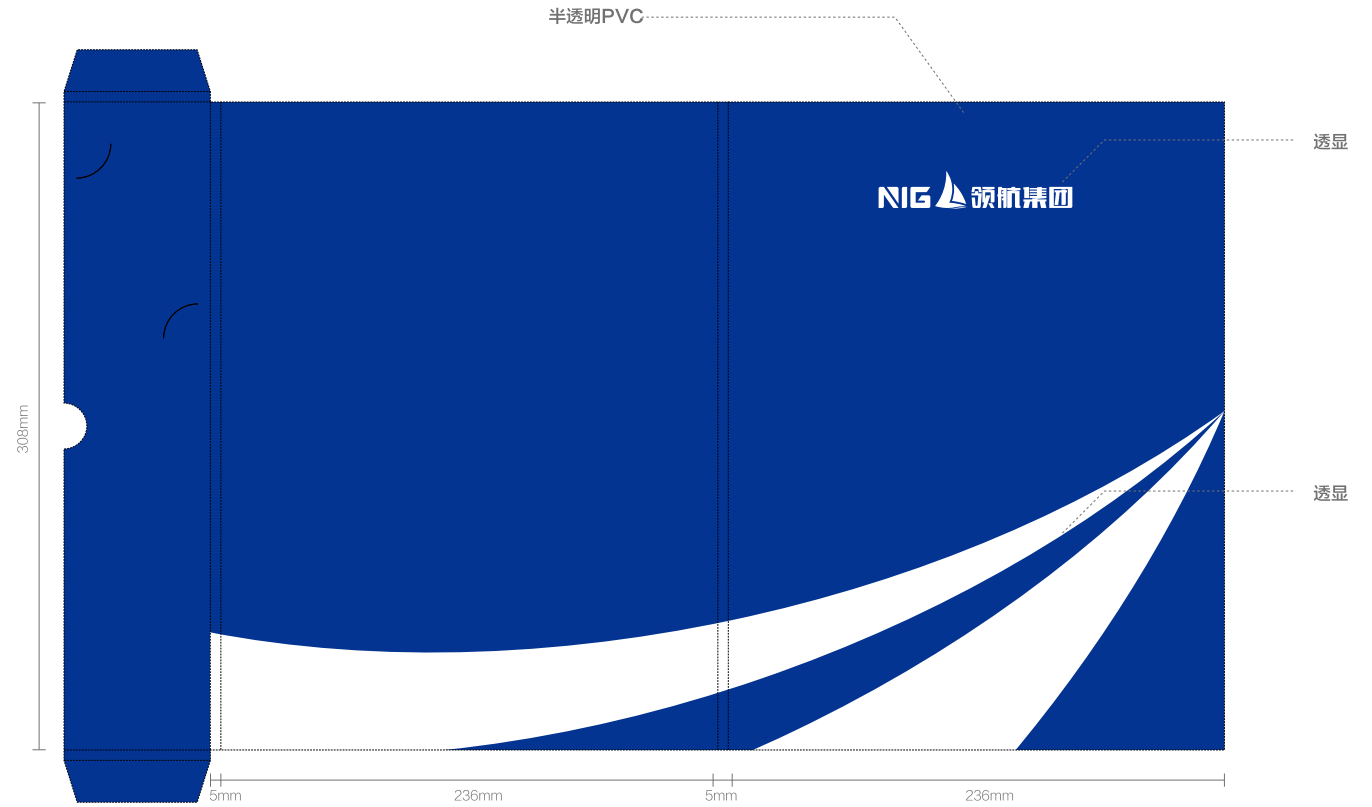
文件夹是主要的对内传达的媒介，主要对内使用，其品质直接影响企业形象的树立，是企业内部形象统一的建立，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Folders are the main medium of internal transmission, mainly to the internal use, its quality directly affects the establishment of enterprise image, is the establishment of the unified image of the internal image of the enterprise, the unified standard design, can effectively convey the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

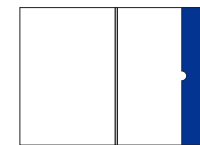
尺寸: 236X308mm

印刷: 单色印刷

材质: 半透PVC材质



背面



内部



折叠

B1.15

办公事务系统
合同书

合同书是主要的对外传达的媒介，主要对外使用，其品质直接影响企业形象的树立，是企业形象统一的建立，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Contract is the main external transmission medium, mainly external use, its quality directly affects the establishment of enterprise image, is the establishment of the unified image of the enterprise, the unified standard design, can effectively convey the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

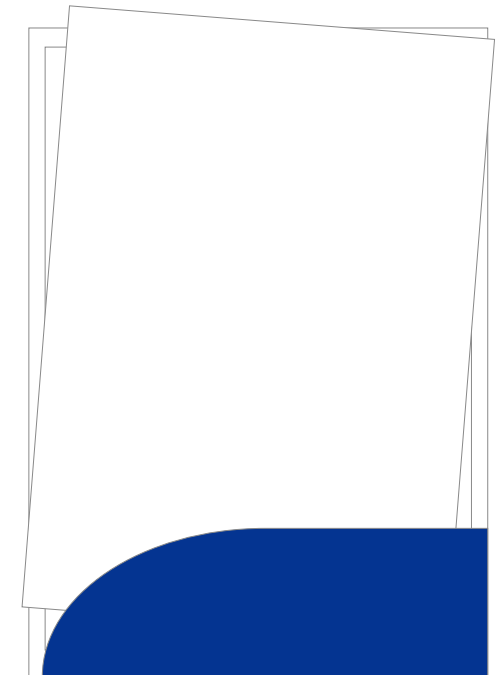
尺寸: 420X297mm

印刷: 四色印刷

纸张: 300g铜版纸

字体: 兰亭中黑、兰亭纤黑

工艺: 烫金或UV



B1.16

办公事务系统
工作证

工作证、胸牌等企业职员随身使用的企业形象标志物，将其规格、字体、色彩统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

The work card, the chest card and so on are the corporate image symbols used by the enterprise staff, and the specifications, fonts and colors are unified and standardized, which can effectively convey the brand image of the enterprise.

- 尺寸: 86X54mm
- 印刷: 四色印刷
- 纸张: 157g铜版纸
- 字体: 兰亭特黑、兰亭中黑
- 材料: 透明PVC外壳



B1.17

办公事务系统 胸卡

工作证、胸牌等企业职员随身使用的企业形象标志物，将其规格、字体、色彩统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

The work card, the chest card and so on are the corporate image symbols used by the enterprise staff, and the specifications, fonts and colors are unified and standardized, which can effectively convey the brand image of the enterprise.

尺寸：86X54mm
 印刷：四色印刷
 纸张：157g铜版纸
 字体：兰亭特黑、兰亭中黑
 材料：铝合金外框



B1.18

办公事务系统
贵宾卡

贵宾卡是企业信息传达基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

The VIP card is the basic unit of enterprise information transmission. It is one of the most frequent media in contact with the outside world. It is a unified and standardized design, which can effectively communicate the brand image of the enterprise.

尺寸: 90X55mm

印刷: 激光打码 凸码

材料: 磨砂卡&透明卡

工艺: 烫金&UV



B1.19

办公事务系统
名片夹

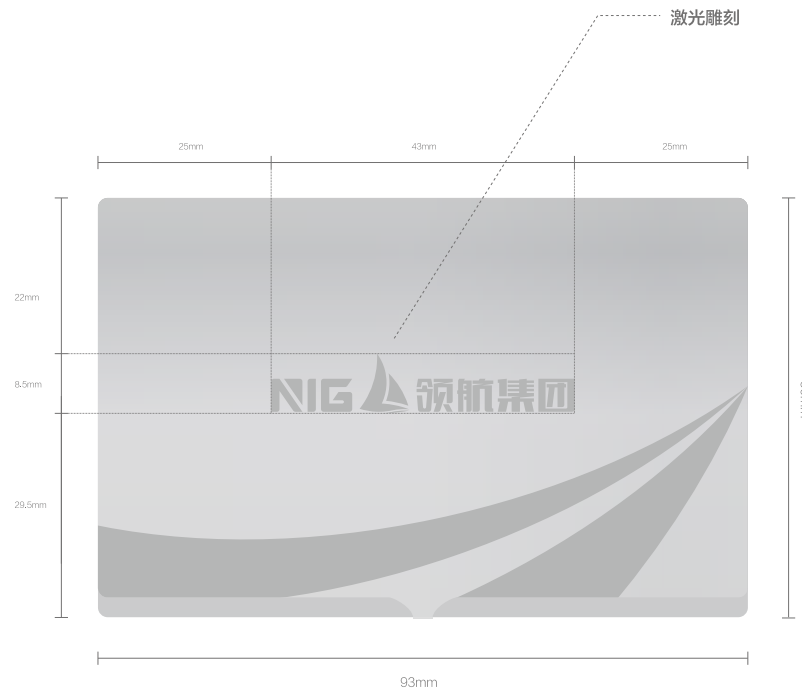
名片夹是企业信息传达基本单位，是与外界接触、沟通最为频繁的媒介之一，名片夹的品质直接影响集团对外形象的传达，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Business card is one of the basic units of enterprise information transmission. It is one of the most frequent contacts with the outside world. The quality of business card clips directly affects the communication of the external image of the group. It will be unified and standardized, and can effectively communicate the brand image of the enterprise.

尺寸：93X60mm

工艺：激光雕刻

材料：铝合金材质



B1.20

办公事务系统 纸杯

纸杯是企业信息传达基本单位主要为内部使用，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Paper cup is the basic unit of enterprise information transmission mainly for internal use, is also one of the most frequent contacts with the outside world, and the unified standard design, can effectively communicate the brand image of the enterprise, the specific implementation, please strictly refer to the implementation.

尺寸：视实际情况而定

印刷：四色印刷

纸张：视实际情况而定



B1.21

办公事务系统
礼品笔

礼品笔是企业信息传达基本单位，主要作为礼品职能使用，是馈赠VIP、高级客户的必备礼品，其品质直接影响集团的形象，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Gift pen is the basic unit of enterprise information transmission. It is used mainly as gift function. It is a necessary gift for VIP and senior customers. Its quality directly affects the image of the group. It is a unified and standardized design, which can effectively convey the brand image of the enterprise.

尺寸: 110X183X40mm(外盒)

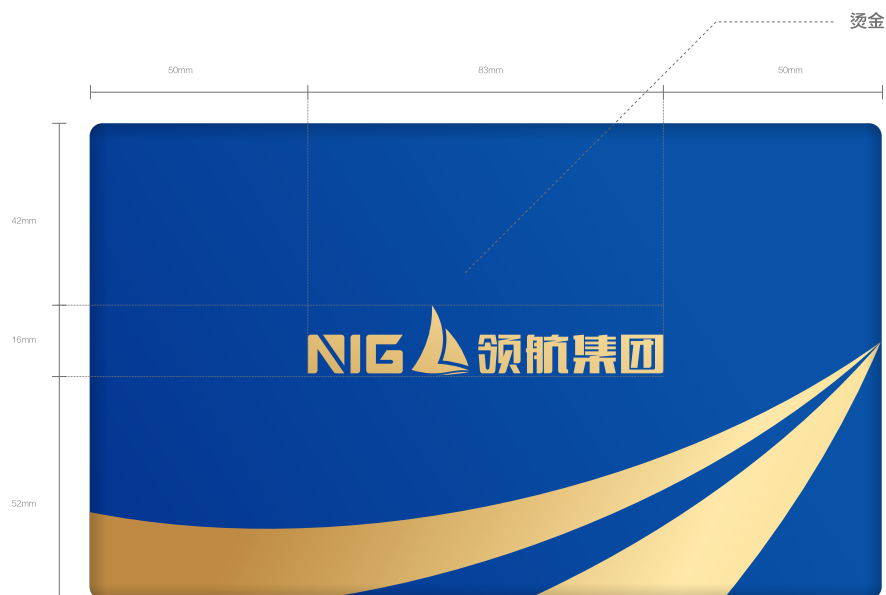
笔: 140X13mm

书签: 30X131X1.5mm

印刷: 烫金

材质: 酸枝&紫檀、金属

包装: 天地盖



B1.22

办公事务系统
会议铭牌

会议铭牌是企业信息传达基本单位，主要作为企业内部使用，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

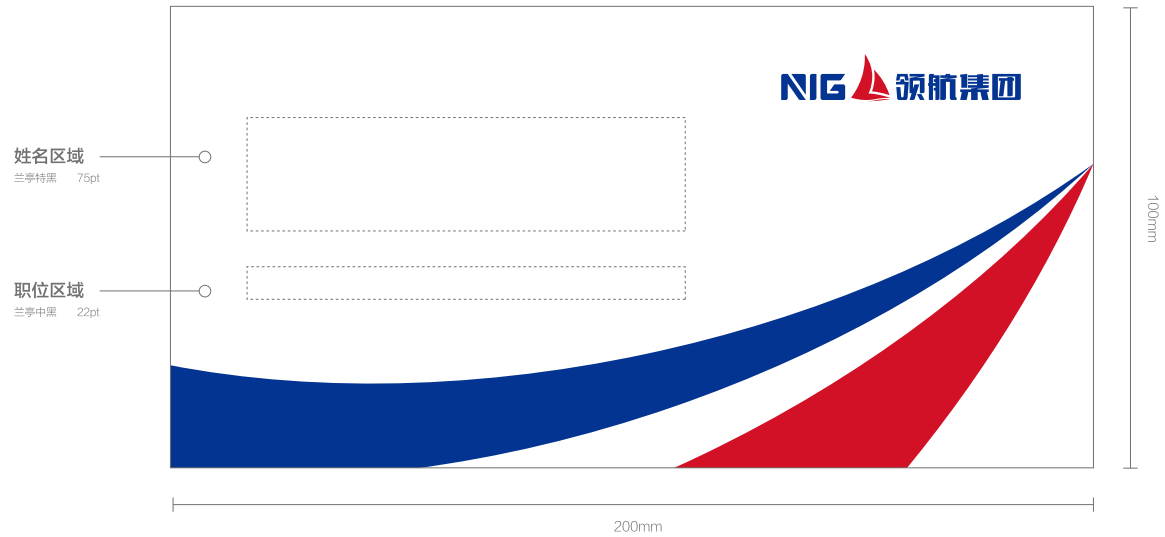
Conference nameplate is the basic unit of enterprise information transmission, mainly as internal use of enterprises, the unified standard design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸：200X100mm

印刷：四色印刷

纸张：300g铜版纸

材料：透明V形亚克力



B1.23

办公事务系统 ppt

ppt是企业信息传达基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

PPT is the basic unit of enterprise information transmission, is one of the most frequent contacts with the outside world, the unified standard design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸: 1920X1080

字体: 兰亭特黑、兰亭纤黑

集团信息区

集团logo
色彩: 标准色

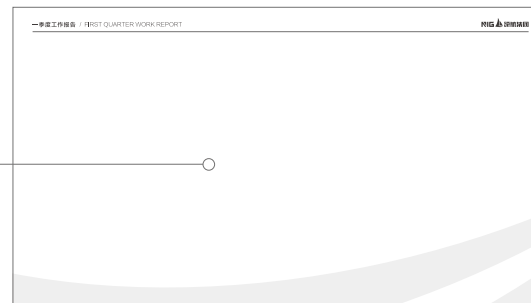
标题区

主标题兰亭特黑
英文&副标题兰亭纤黑
Color:R0 G0 B0

署名&日期区

兰亭纤黑 Color:R0 G0 B0

内容区



B1.24

办公事务系统
车证

车辆通行证是企业信息传达基本单位，是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Vehicle pass is the basic unit of enterprise information transmission. It is one of the most frequent media in contact with the outside world. It is a unified and standardized design, which can effectively convey the brand image of the enterprise.

尺寸：200X150mm

印刷：丝印

材料：5mm非标亚克力

字体：兰亭特黑、兰亭纤黑



B2.1

环境传播系统
集团旗帜

为了展现和提升集团文化，通过一些企业文化活动为载体传播使用，易员工产生职业归属感，强化企业的视觉形象。旗帜主要可作为集团的宣传用品，向外界传播企业形象。

In order to show and promote the culture of the group, through some enterprise cultural activities for the carrier to spread and use, easy staff to create a sense of occupation, strengthen the visual image of the enterprise. The banner can be used as propaganda material of the group to spread the corporate image to the outside world.

尺寸: 2400X1600MM (2号旗)

印刷: 热转印

材料: 春亚纺100D

工艺: 双线缝纫



B2.2

环境传播系统
串旗

为了展现和提升集团文化，通过一些企业文化活动为载体传播使用，易员工产生职业归属感，强化企业的视觉形象。旗帜主要可作为集团的宣传用品，向外界传播企业形象。

In order to show and promote the culture of the group, through some enterprise cultural activities for the carrier to spread and use, easy staff to create a sense of occupation, strengthen the visual image of the enterprise. The banner can be used as propaganda material of the group to spread the corporate image to the outside world.

尺寸：280X200MM (7号旗)

印刷：热转印

材料：春亚纺100D

工艺：双线缝制



B2.3

环境传播系统 海报

海报为企业对外传播的重要途径，本页以竖版海报为例，展示如何根据视觉识别系统的规范来进行版面布局，如遇到不同比例的画面，可作参照进行设计排版。

The poster is an important way for the enterprise to communicate with the outside world. This page takes the vertical version of the poster as an example to show how to arrange the layout according to the standard of the visual recognition system.

广告语

三字特黑
色彩：根据实际情况而定

创意简标宋（英文）
色彩：根据实际情况而定

图片区域

异形 根据辅助图形弧度裁切

装饰色条

标准色 R4 G52 B145
C100 M88 Y1 K0

标题区域

创意简标宋

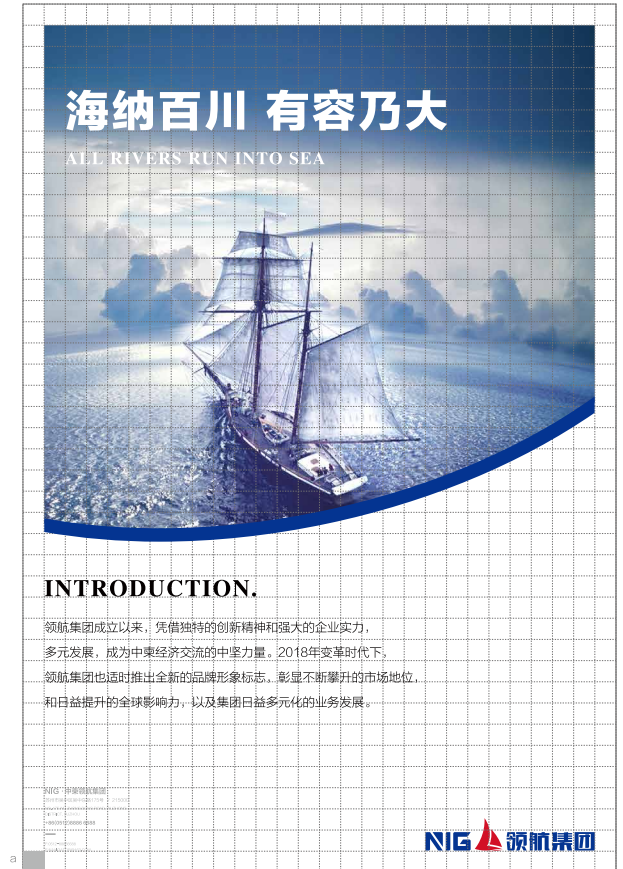
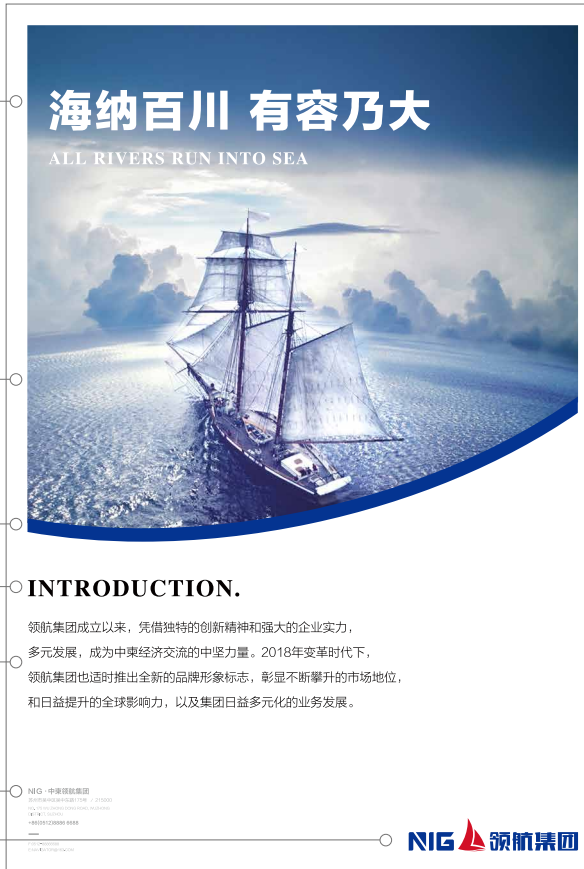
正文区域

兰亭纤黑

集团信息&联系方式

集团标志

标准色



B2.4

环境传播系统 报纸广告

海报为企业对外传播的重要途径，本页以1/2版报纸广告为例，展示如何根据视觉识别系统的规范来进行版面布局，如遇到不同比例的画面，可作参照进行设计排版。

The poster is an important way for the enterprise to communicate with the outside world. This page takes the vertical version of the poster as an example to show how to arrange the layout according to the standard of the visual recognition system.

广告语

兰亭特黑
色彩：根据实际情况而定
创艺筒标宋（英文）
色彩：根据实际情况而定

图片区域

异形 根据辅助图形弧度裁切

装饰色条

标准色 R4 G52 B145
C100 M88 Y1 K0

标题区域

创艺筒标宋

正文区域

兰亭纤黑



集团标志
标准色

100% CMYK

100% CMYK

100% CMYK

100% CMYK

100% CMYK

100% CMYK

100% CMYK

100% CMYK

100% CMYK

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100% CMYK

2a

2a

8a

B2.5

环境传播系统
杂志广告

海报为企业对外传播的重要途径，本页以常规杂志跨页广告为例，展示如何根据视觉识别系统的规范来进行版面布局，如遇到不同比例的画面，可作参照进行设计排版。

The poster is an important way for the enterprise to communicate with the outside world. This page takes the vertical version of the poster as an example to show how to arrange the layout according to the standard of the visual recognition system.

广告语

兰亭特黑

色彩：根据实际情况而定

创艺简标宋（英文）

色彩：根据实际情况而定

图片区域

异形 根据辅助图形弧度裁切

装饰色条

标准色 R4 G52 B145
C100 M88 Y1 K0

标题区域

创艺简标宋

正文区域

兰亭纤黑

集团标志
标准色集团信息&联系方式
兰亭纤黑

B2.6

环境传播系统
户外广告

户外广告是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，本页以户外高炮为例，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Outdoor advertising is the basic unit of enterprise information transmission, is also one of the most frequent contacts with the outside world, the outdoor antiaircraft artillery as an example, the unified standard design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation,

尺寸: 2300X8000mm (模拟尺寸)

印刷: 四色印刷

材料: 喷绘布



B2.7

环境传播系统
DM单页

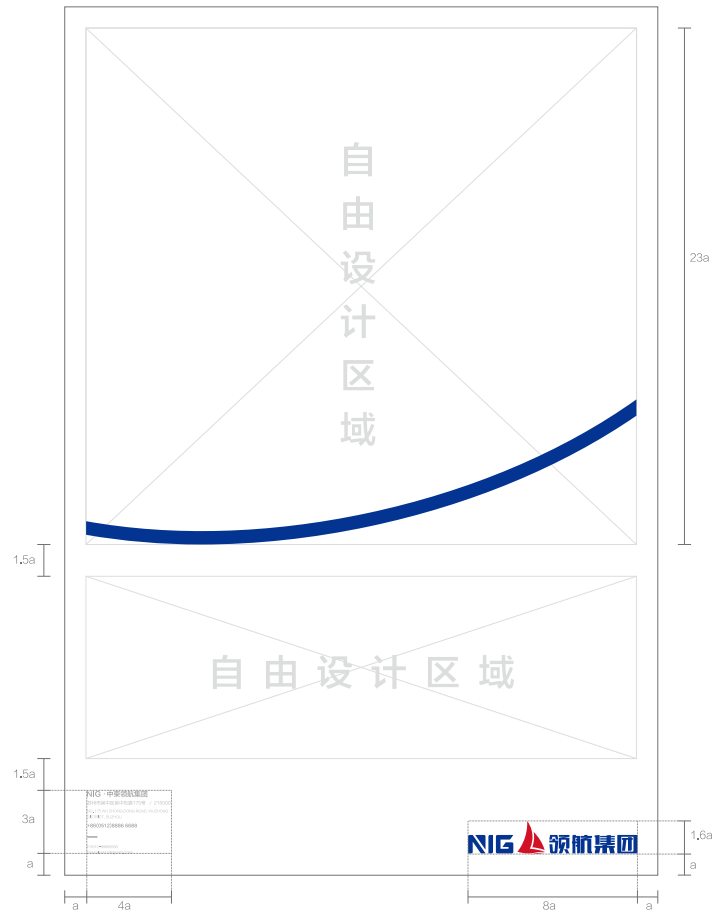
DM单页是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，本页以A4单页为例，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

The page is one of the basic units of enterprise information transmission. It is also one of the most frequent media in contact with the outside world. This page takes A4 single page as an example to integrate them and standardize the design, which can effectively convey the brand image of the enterprise.

尺寸: 210X285mm

印刷: 四色印刷

材料: 200g铜版



B2.8

环境传播系统
折页风格设计

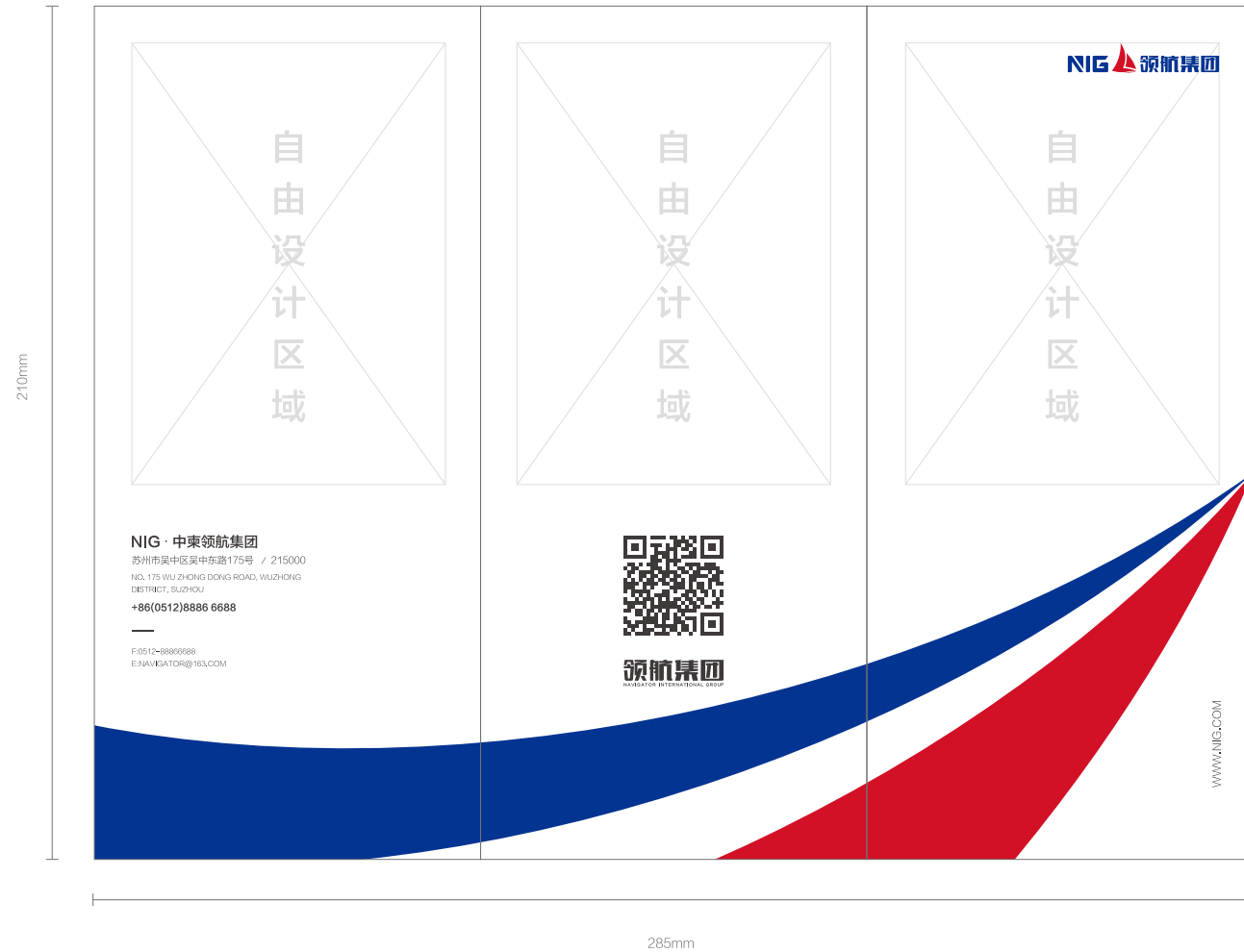
折页是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，本页以三折页为例，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Folding is the basic unit of enterprise information transmission mainly for internal use, and is also one of the most frequent contacts with the outside world. This page takes three folds as an example to integrate them and standardize the design, which can effectively convey the brand image of the enterprise.

尺寸: 285X210mm

印刷: 四色印刷

材料: 200g铜版覆哑膜



B2.9

环境传播系统
样本封套格式

样本是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，本页以横版样本封套为例，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Sample is the basic unit of enterprise information transmission mainly for internal use, is also one of the most frequent contacts with the outside world, and the most frequent communication with the outside world. This page takes the horizontal plate sample cover as an example, the unified standard design, can effectively communicate the brand image of the enterprise, the specific implementation, please strictly participate in the implementation.

尺寸: 210x285MM

印刷: 四色印刷

材料: 300g铜版(封面)200g铜版(内页)

工艺: 骑马钉



B2.10

环境传播系统
手提袋

手提袋是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Handbag is the basic unit of enterprise information transmission, it is also one of the most frequent contacts and communication with the outside world. It will be unified and standardized design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸：400X300X100mm

印刷：四色印刷

材料：300g白卡纸

提绳：银色三股绳



B2.11

环境传播系统 挂历

挂历是企业信息传达基本单位，亦可作为礼品使用，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Calendar is the basic unit of enterprise information transmission. It can also be used as a gift gift. It is also one of the most frequent media in contact with the outside world. It is a unified and standardized design to effectively convey the brand image of the enterprise.

尺寸: 420X297MM

印刷: 四色印刷

材料: 300g特种纸

工艺: 顶部双线圈

420mm



B2.12

环境传播系统 台历

台历是企业信息传达基本单位，亦可作为礼赠品使用，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

The calendar is the basic unit of enterprise information transmission. It can also be used as a gift gift. It is also one of the most frequent contacts with the outside world. It is a unified and standardized design, which can effectively communicate the brand image of the enterprise.

尺寸：286X220mm
内页280X17mm
材料：480g厚牛皮卡纸
内页250g艺术纸
装订：白色圈装



B3.1

媒体宣传系统 礼品制作工艺

为了展现和提升集团文化，通过一些企业文化活动为载体传播使用，易员工产生职业归属感，强化企业的视觉形象。礼品主要可作为集团的宣传用品，向外界传播企业形象。

In order to show and promote the culture of the group, through some enterprise cultural activities for the carrier to spread and use, easy staff to create a sense of occupation, strengthen the visual image of the enterprise. Gifts can be used as propaganda products of the group to spread the corporate image to the outside world.

尺寸：根据实际情况而定

工艺：烫金&UV

材质：根据实际情况而定

内衬：黑色海绵

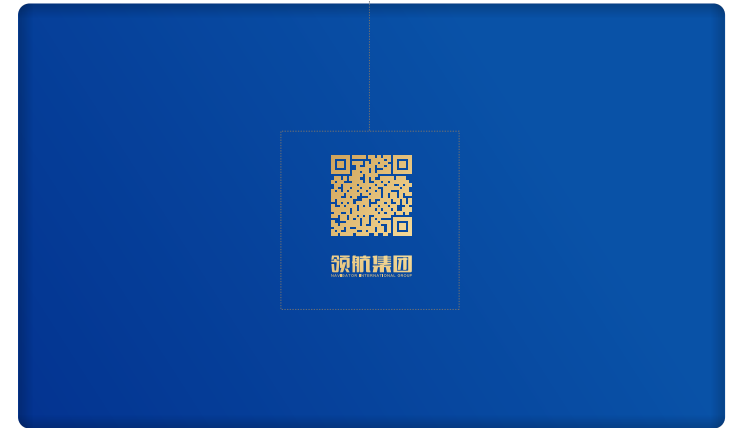
外盒顶面
可根据实际需求决定是否使用辅助图形



礼盒内部
黑色海绵内衬



外盒底面
自由设计区域 可放置slogan、寄语等内容



礼盒侧面
金色内封线



天地盖盒型 (可根据实际需要配上礼品袋)

工艺：logo&辅助图形烫金,也可选择UV工艺

外盒材质可选：纸类&皮革类

内衬：黑色海绵内衬

B3.2

媒体宣传系统 公文包

公文包是企业信息传达基本单位，主要作为内部员工使用，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Briefcase is the basic unit of enterprise information transmission, mainly used as the internal staff, is also one of the most frequent contacts with the outside world, the unified and standardized design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸：根据实际情况而定

材质：人造皮革

标志：金属材质

正面



金属材质

背面



皮质包身



B3.3

媒体宣传系统 包装纸

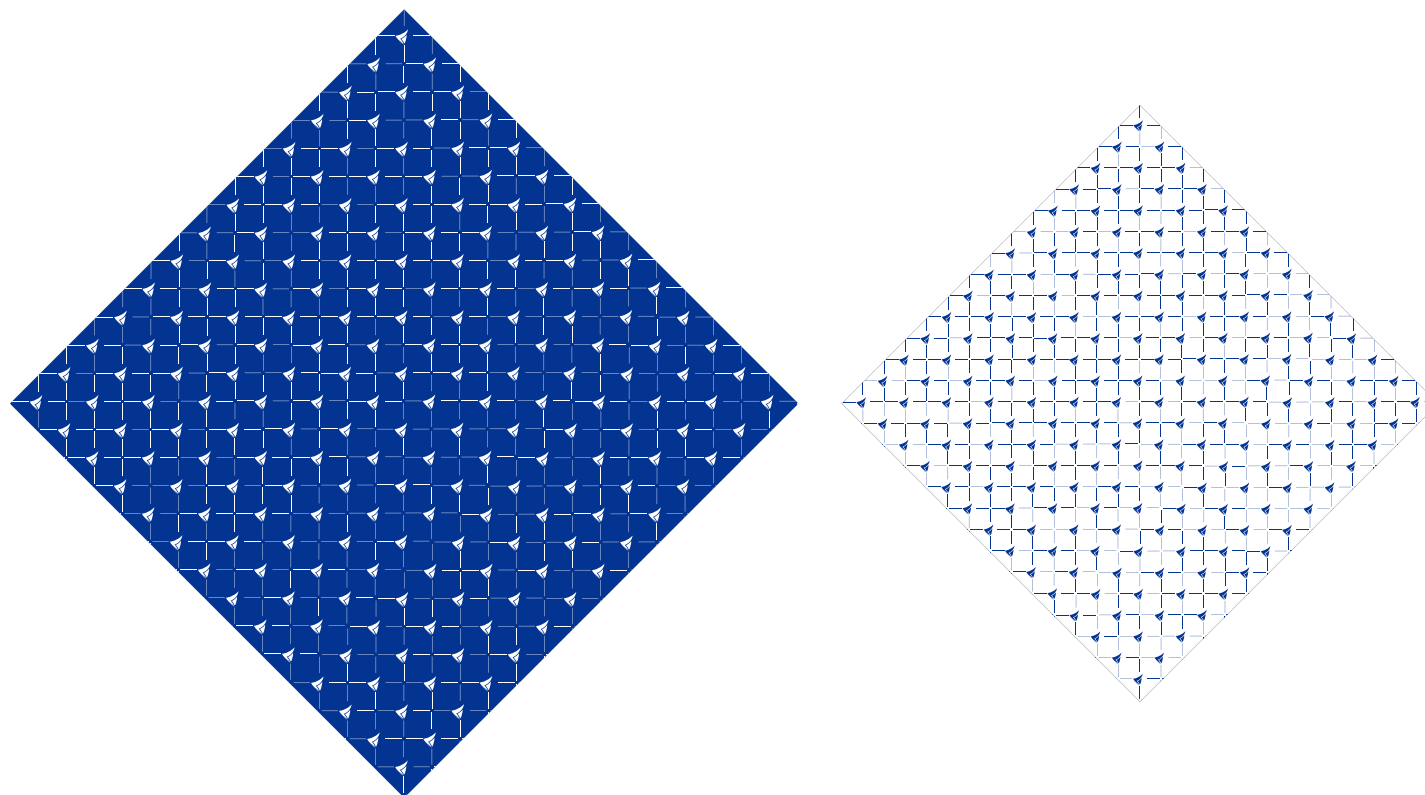
包装纸是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Packaging paper is the basic unit of enterprise information transmission, it is also one of the most frequent contacts with the outside world. It is a unified and standardized design, which can effectively convey the brand image of the enterprise.

尺寸: 600X600mm

印刷: 四色印刷

材料: 纸+PVC复合工艺



B3.4

媒体宣传系统 入场券样式

入场券是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Admission ticket is the basic unit of enterprise information transmission, it is also one of the most frequent contacts with the outside world. It is a unified and standardized design, which can effectively communicate the brand image of the enterprise.

尺寸: 200MMX80MM

印刷: 四色印刷

工艺: 压痕打码

纸张: 250g铜版



B3.5

媒体宣传系统 气球

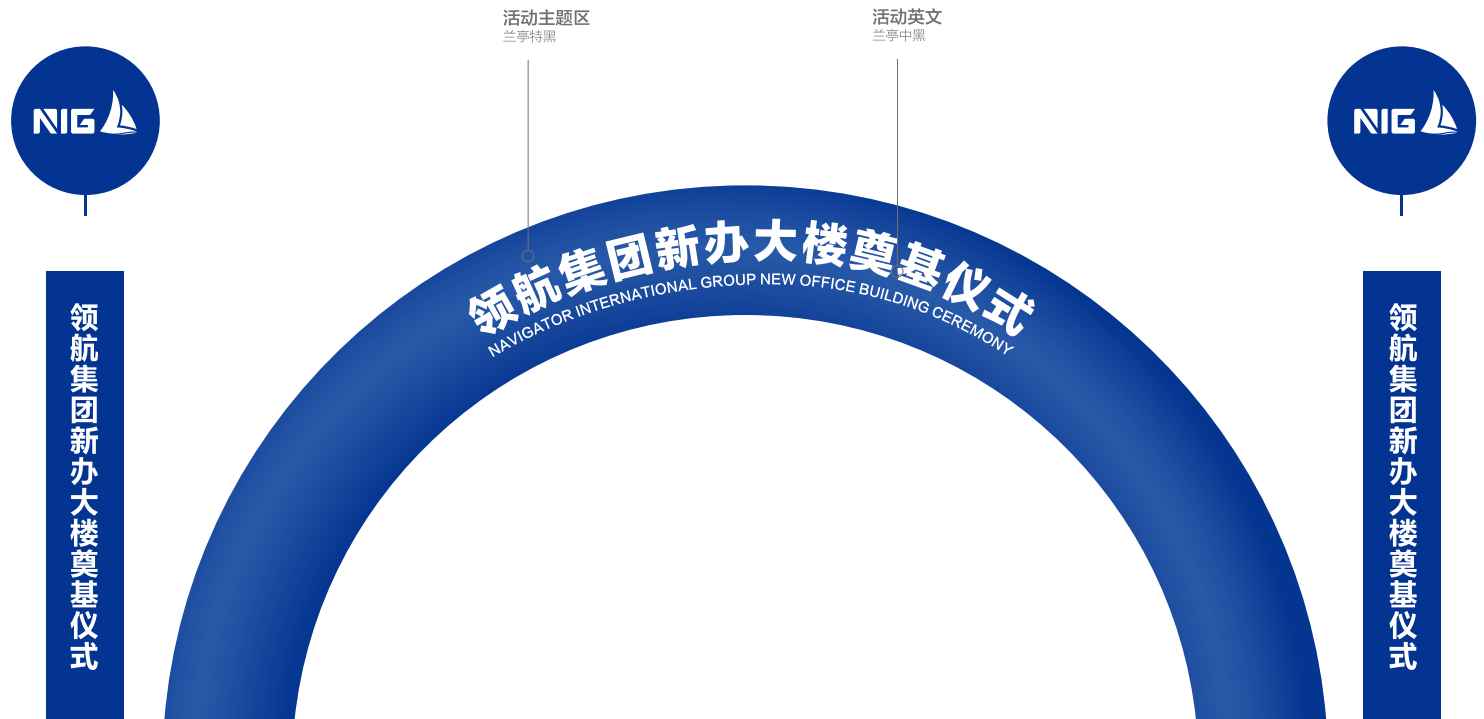
为了展现和提升集团文化，通过一些企业文化活动为载体传播使用，易员工产生职业归属感，强化企业的视觉形象。气球、拱门主要可作为集团的活动宣传用品，向外界传播企业形象。

In order to show and promote the culture of the group, through some enterprise cultural activities for the carrier to spread and use, easy staff to create a sense of occupation, strengthen the visual image of the enterprise. Balloons and arches are mainly used as promotional materials for group activities to spread the corporate image to the outside world.

尺寸：根据实际情况而定

材料：根据实际情况而定

字体：兰亭特黑、兰亭中黑



B3.6

媒体宣传系统
遮阳伞

为了展现和提升集团文化，通过一些企业文化活动为载体传播使用，易员工产生职业归属感，强化企业的视觉形象。遮阳伞主要可作为集团的户外宣传用品，向外界传播企业形象。

In order to show and promote the culture of the group, through some enterprise cultural activities for the carrier to spread and use, easy staff to create a sense of occupation, strengthen the visual image of the enterprise, Sun umbrellas can be used as outdoor publicity materials for the group to spread the corporate image to the outside world.

尺寸：3000mmX3000mm

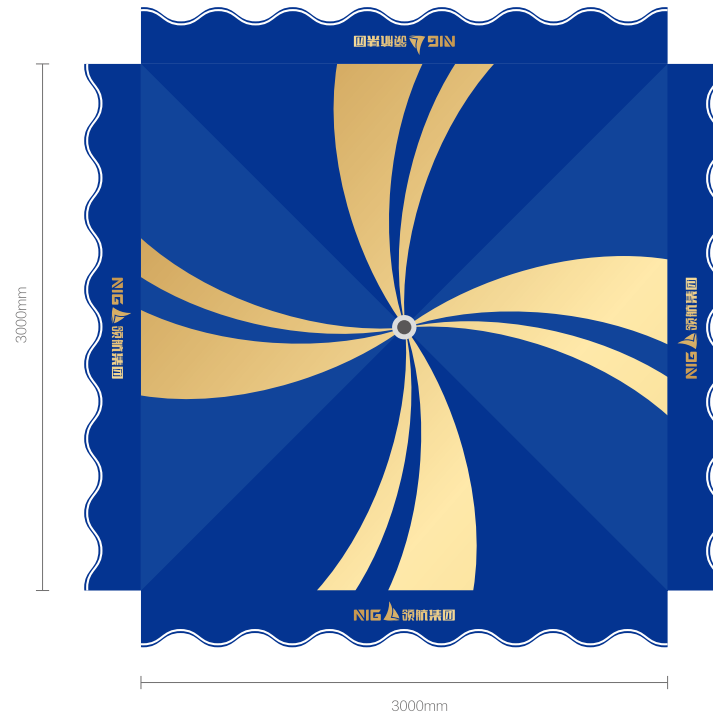
材料：防水涤纶布伞面

铝合金伞架

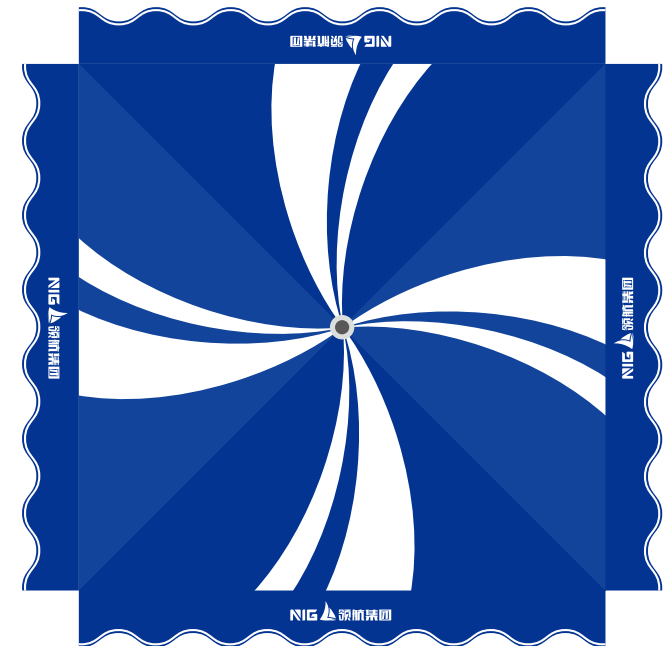
大理石底座

形式：双层透气顶棚

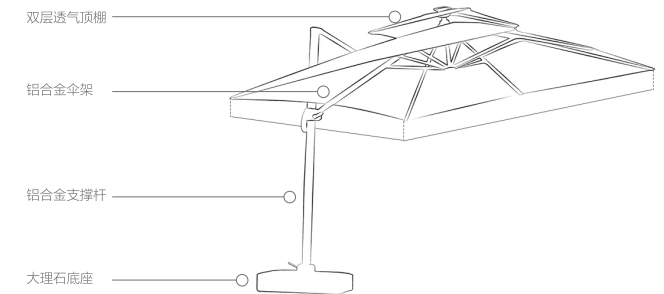
波浪边方形遮阳伞 金色



波浪边方形遮阳伞 白色



size: 3000X3000mm material: Waterproof polyester fabric



B3.7

媒体宣传系统 请柬及封套

请柬是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

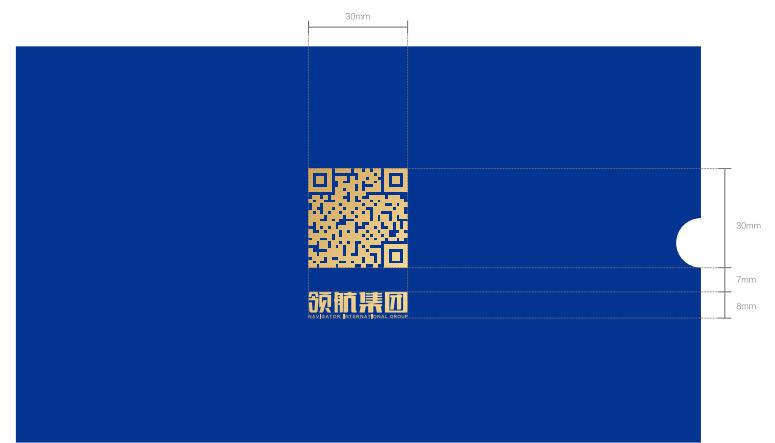
The invitation card is the basic unit of enterprise information transmission. It is also one of the most frequent contacts with the outside world. It is a unified and standardized design, which can effectively communicate the brand image of the enterprise.

- 尺寸: 207X117MM
- 内页200X110MM
- 材料: 封套300g珠光纸
- 内页200g木棉纸
- 工艺: 烫金、模切

封套 正面



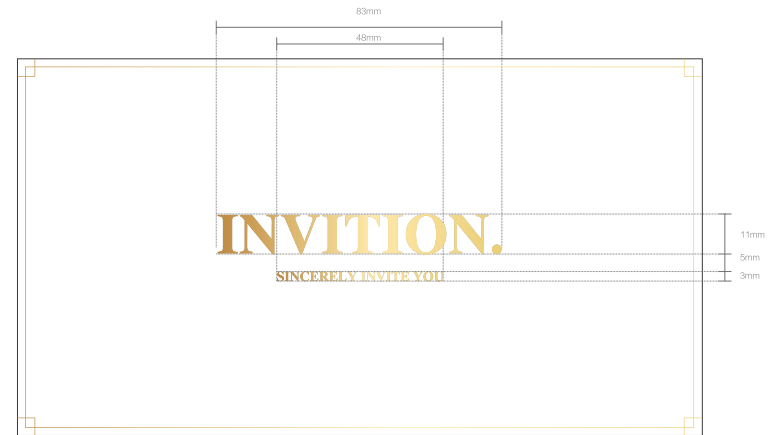
封套 背面



内页 正面



内页 背面



B3.8

媒体宣传系统
背景板

活动背景板是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Active background board is the basic unit of enterprise information transmission, it is also one of the most frequent contacts and communication with the outside world. It will be unified and standardized design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸: 2:1

材料: 根据实际情况而定

字体: 兰亭黑



*模拟场景：领航集团 新闻发布会 / 具体设计风格根据实际活动需要而定

B3.9

媒体宣传系统 来宾证

来宾证是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Guest card is the basic unit of enterprise information transmission, it is also one of the most frequent contacts with the outside world. It is a unified and standardized design, which can effectively convey the brand image of the enterprise.

尺寸: 86X54mm
 印刷: 四色印刷
 纸张: 157g铜版纸
 字体: 兰亭特黑、兰亭中黑
 材料: 透明PVC外壳



B3.10

媒体宣传系统
广告衫

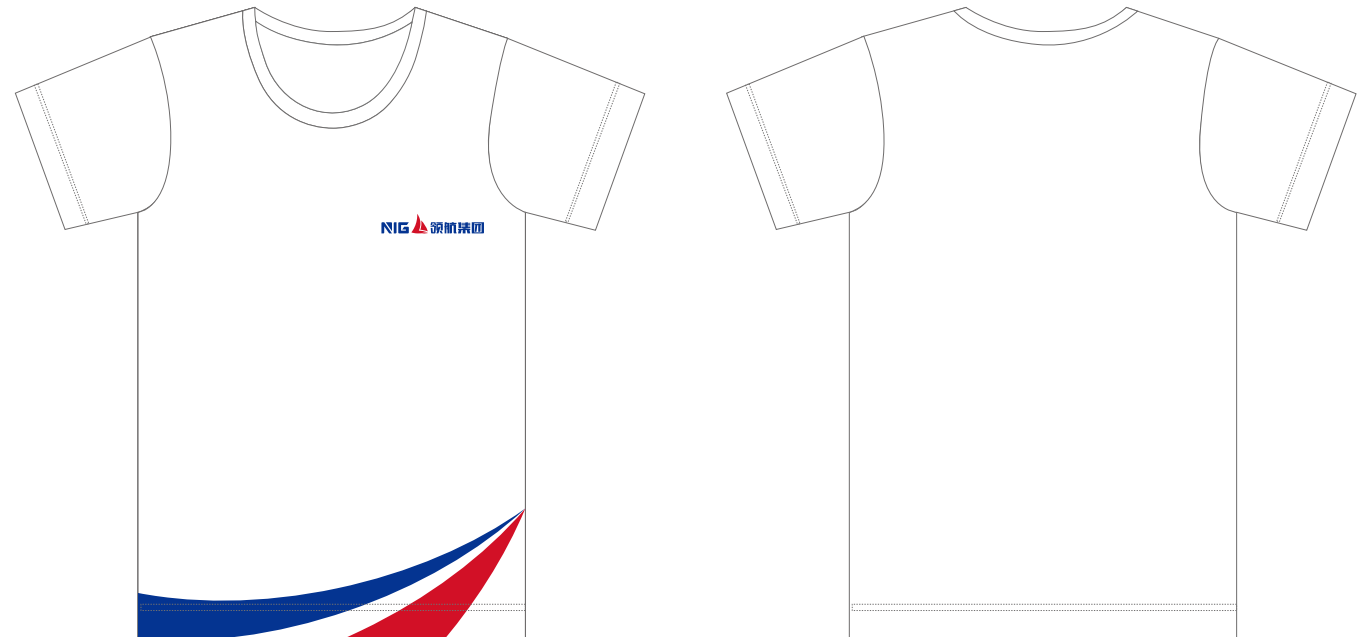
为了展现和提升集团文化，通过一些企业文化活动为载体传播使用，易员工产生职业归属感，强化企业的视觉形象。广告衫主要可作为集团的宣传用品，主要作为企业内部使用，向外界传播企业形象。

In order to show and promote the culture of the group, through some enterprise cultural activities for the carrier to spread and use, easy staff to create a sense of occupation, strengthen the visual image of the enterprise, Advertising shirts can be used as propaganda products of the group, mainly as internal use of the enterprise, to spread the corporate image to the outside world.

尺寸：根据实际情况而定

材料：高支棉

颜色：纯白



B3.11

媒体宣传系统 安全帽

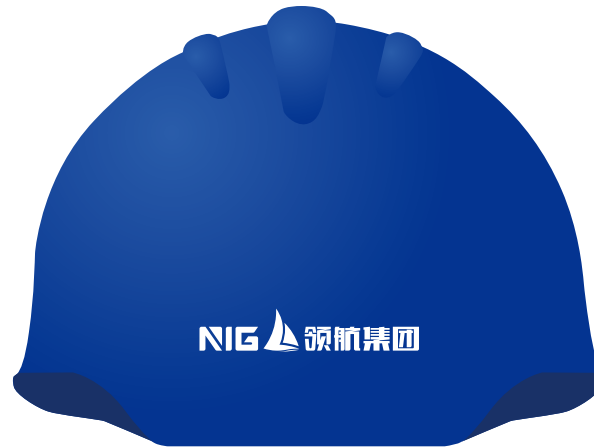
安全帽是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Safety helmet is the basic unit of enterprise information transmission, it is also one of the most frequent contacts and communication with the outside world. It will be unified and standardized design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸：根据实际情况而定

材料：根据实际情况而定

颜色：企业标准色



正面



背面

B4.1

导视系统 方位指示牌

指示牌是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

The indicator is the basic unit of enterprise information transmission, It is also one of the most frequent media in contact with the outside world. It will be unified and standardized, and can effectively communicate the brand image of the enterprise.

尺寸：根据实际情况而定

材料：根据实际情况而定

字体：兰亭特黑、兰亭中黑

*建议材质为不锈钢烤漆或透明亚克力，图案丝印

*尺寸视实际情况而定，在此不做具体要求。

外环境指示牌



内部方位指示吊牌



吊牌(侧面)



功能性指示牌



公共区域图标

楼层指示牌



B4.2

导视系统
企业铭牌

企业铭牌是企业信息传达基本单位，主要作为企业内部使用，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

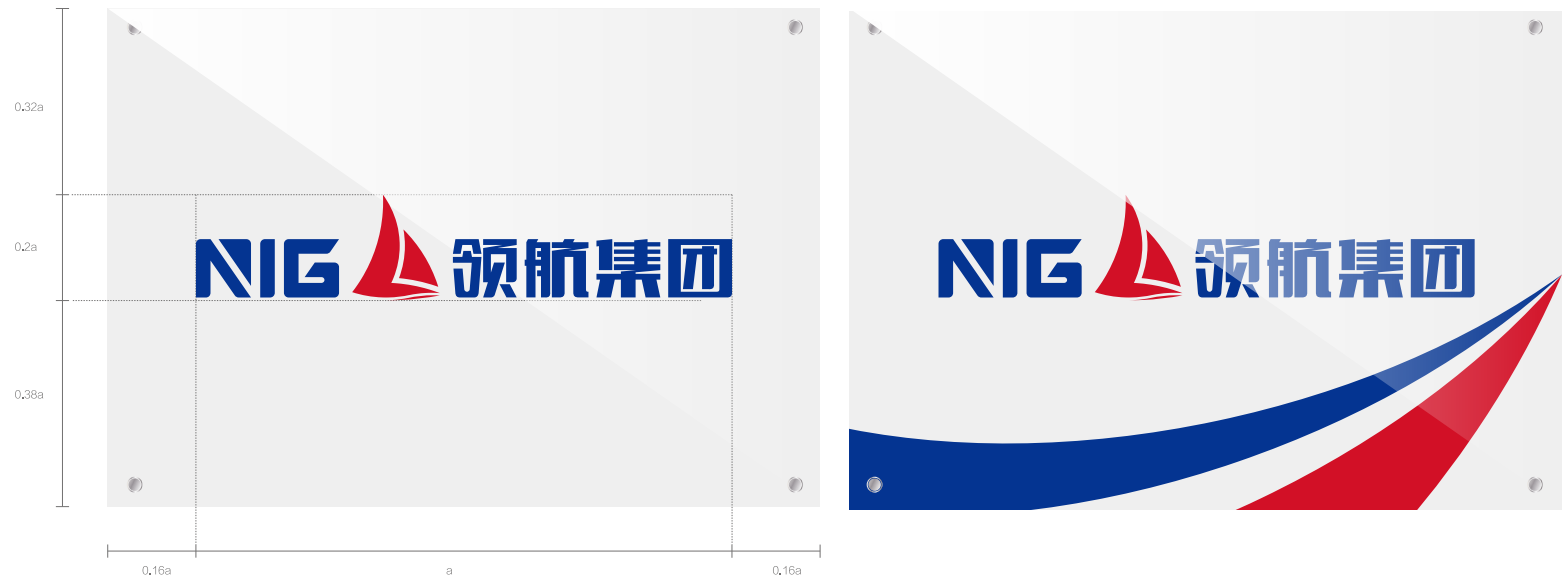
Enterprise nameplate is the basic unit of enterprise information transmission, mainly as the internal use of enterprises, is also one of the most frequent contacts with the outside world, the unified and standardized design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸：根据实际情况而定

材料：亚克力

印刷：丝印

安装：建议广告钉固定



B4.4

导视系统 公司前台

公司前台主要作为展现和提升集团文化的职能，能够有效的强化企业的视觉形象。将其统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

As a function of displaying and enhancing group culture, the company's front desk can effectively enhance the visual image of the company. The unified and standardized design can effectively convey the brand image of the enterprise.

尺寸：根据实际情况而定

材料：根据实际情况而定

工艺：根据实际情况而定



B4.5

导视系统 部门标牌

为了展现和提升集团文化，方便企业内部导视，易员工产生职业归属感，强化企业的视觉形象。部门标牌主要可作为集团的导视用品，向外界传播企业形象。

In order to display and enhance the group culture, facilitate the internal guidance of the enterprise, easy employees have a sense of belonging and strengthen the visual image of the enterprise. The department signs can be used as the guidance products of the group to spread the corporate image to the outside world.

尺寸：120X300MM

材料：3+3亚克力(双层)

字体：兰亭特黑、兰亭中黑

印刷：丝印



B4.6

导视系统

玻璃警示贴

为了展现和提升集团文化，易员工产生职业归属感，强化企业的视觉形象。玻璃警示贴主要作为集团内部使用，向外界传播企业形象。

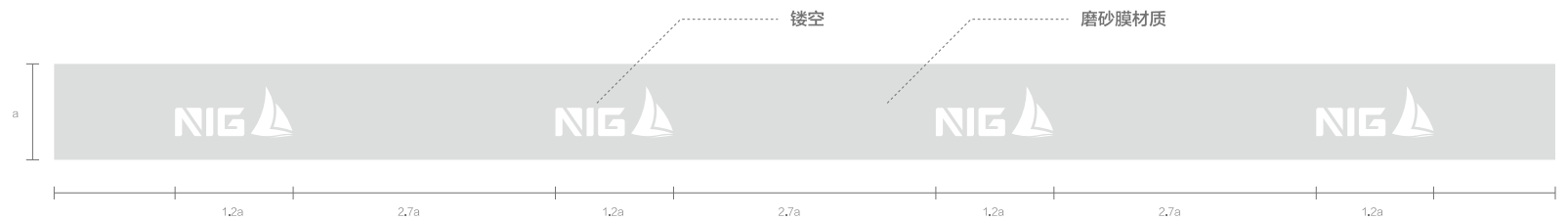
In order to show and enhance group culture, Yi employees have a sense of belonging and strengthen their visual image. Glass warning stickers are mainly used inside the group to propagate the corporate image to the outside world.

尺寸：高度12MM 宽度根据实际情况而定

材料：透明磨砂膜

工艺：LOGO镂空

安装：离地110CM高度



size: 12mm printing: Hollow out material: Transparent abrasive film

B5.1

车辆标识系统 轿车

车辆是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Vehicle is the basic unit of enterprise information transmission, is also one of the most frequent contacts with the outside world, the unified standard design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸：根据实际情况而定

材料：车贴



B5.2

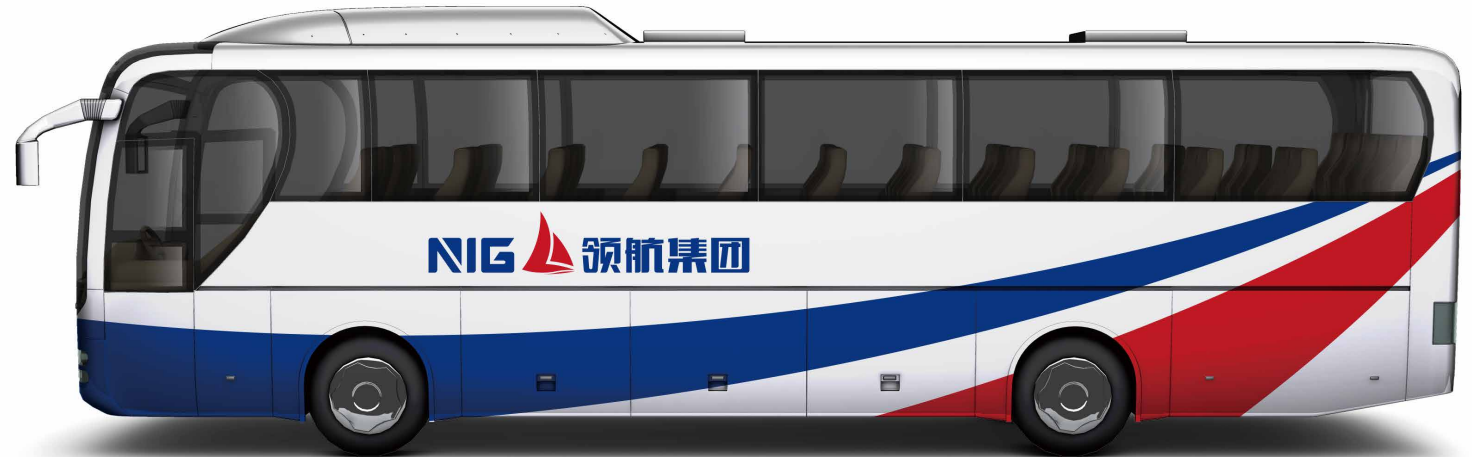
车辆标识系统 大巴车

车辆是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Vehicle is the basic unit of enterprise information transmission, is also one of the most frequent contacts with the outside world, the unified standard design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸：根据实际情况而定

材料：车贴



B5.3

车辆标识系统 商务接待用车

车辆是企业信息传达基本单位，也是与外界接触、沟通最为频繁的媒介之一，将它们统一规范设计，能有效的传达企业的品牌形象，具体实施请严格参照执行。

Vehicle is the basic unit of enterprise information transmission, is also one of the most frequent contacts with the outside world, the unified standard design, can effectively communicate the brand image of the enterprise, specific implementation, please strictly refer to the implementation.

尺寸：根据实际情况而定

材料：车贴

