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VISUAL IDENTITY SYSTEM BASIC SYSTEM

品牌终端主风格探索与聚焦

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在充分使用标准色的基础上，根据本行业特征与特定的需要，为了达到最佳视觉效果，设定了几种辅助色，在庆典或广告宣传等特殊场合请视情况搭配使用，以起到丰富视觉感受的作用。除所提供的色彩外，其他色彩在系统中不提倡使用。

关于平面/广告印刷物，一般情况下,须使用对应的Pantone色值(单色);若因条件限制无法使用Pantone色彩，选取对应的CMYK色值作为第二选择。关于交互界面、网页、PPT演示文稿等数字应用应用场景，须使用RGB色值或十六进制色值。本规范中提及的品牌色会因不同屏幕和印刷机而产生色差，使用时应尽可能以Pantone色卡作为NPC品牌色的最终参考对象。

On the basis of fully using the standard colors, several auxiliary colors have been set according to the industry characteristics and specific needs to achieve the optimal visual effect. These auxiliary colors may be used in combination as appropriate on special occasions such as celebrations or advertising campaigns to enrich the visual experience. Except for the provided colors, other colors are not recommended for use in the system.

For graphic/advertising printed materials, Pantone color values (solid colors) must be used under normal circumstances. If Pantone colors are unavailable due to conditional constraints, the corresponding CMYK color values shall be adopted as the second choice. For digital application scenarios such as interactive interfaces, webpages, and PPT presentations, RGB color values or hexadecimal color values must be used.

Brand colors mentioned in this specification may have color deviations due to different screens and printers. When in use, the Pantone color card shall be regarded as the final reference for NPC brand colors as much as possible.

 <p>PANTONE 185C NPC红</p>	<p>CMYK C:7 M:100 Y:83 K:0 RGB R:220 G:6 B:43 HEX/HTML #dc062b</p>
 <p>PANTONE Black NPC黑</p>	<p>CMYK C:0 M:0 Y:0 K:100 RGB R:0 G:0 B:0 HEX/HTML 000000</p>
 <p>PANTONE 422C NPC灰</p>	<p>CMYK C:19 M:12 Y:13 K:34 RGB R:158 G:162 B:162 HEX/HTML 9EA2A2</p>
 <p>PANTONE WHITE NPC白</p>	<p>CMYK C:0 M:0 Y:0 K:0 RGB R:255 G:255 B:255 HEX/HTML FFFFFF</p>

终端造型是表现NPC差异化的重要手段，为了保证品牌视觉的统一性，在使用过程中，必须严格按照指定的颜色和尺寸比例执行。根据选择材料的不同会出现一定的色差，既使用指定的颜色与材料是非常重要的。卖场内使用的尺寸比例需严格对照下放标注进行执行，除此之外的颜色严禁使用。

通过对NPC终端体系的应用，在表现品牌视觉差异化的同时，也确保NPC企业形象对外传达的统一性，并提高卖场内的品牌认知度与印象度。为了在多种环境下和销售渠道中保持产品与NPC品牌的统一性，手册中制定了更加有效实施，更具战略性的专区指导方案。标志，材料和固定装置作为视觉要素的核心部分，在制作中应严格遵守规范。

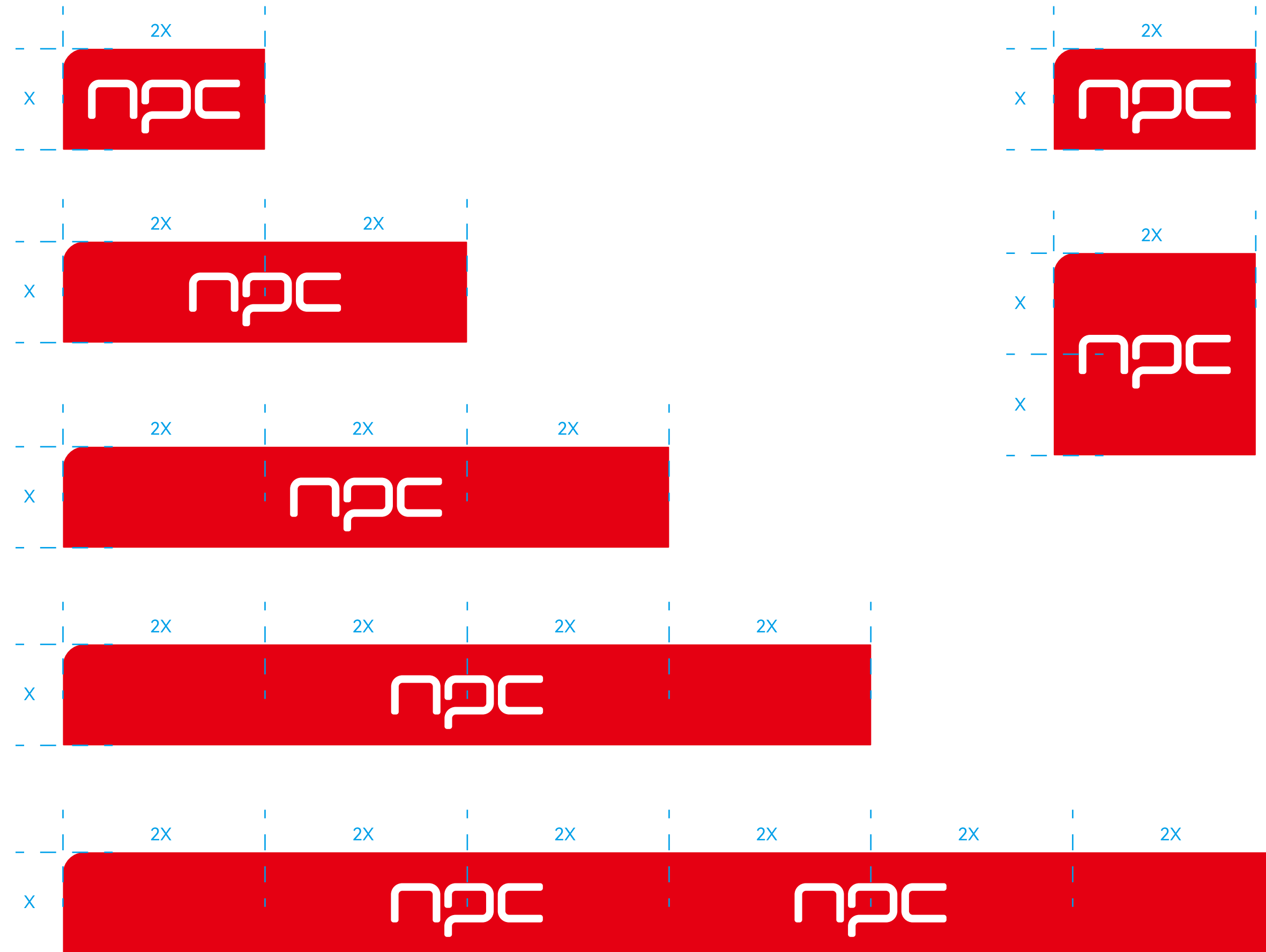
Terminal shape is a key means to reflect NPC's differentiation. To ensure the consistency of the brand's visual identity, the specified colors and size ratios must be strictly followed during application.

Certain color deviations may occur due to differences in selected materials, so it is crucial to use the designated colors and materials. Size ratios used in the store must be strictly implemented in accordance with the provided specifications—no other colors are permitted.

Through the application of the NPC terminal system, while reflecting the brand's visual differentiation, it also ensures the consistency of NPC's corporate image communicated to the outside world and enhances brand recognition and recall in the store.

To maintain the consistency between products and the NPC brand across various environments and sales channels, this manual has formulated more effective and strategic dedicated area guidelines.

As core components of visual elements, logos, materials, and fixtures must be produced in strict compliance with the specifications.



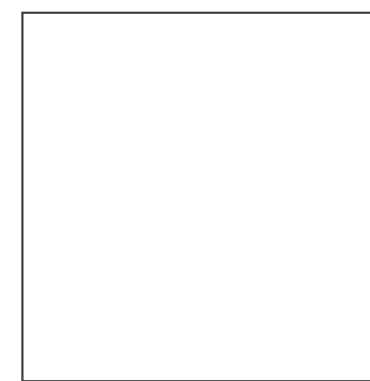
颜色和材料是表现NPC差异化的重要手段，为了保证品牌视觉的统一性，在使用过程中，必须严格按照指定的颜色和材料执行。根据选择材料的不同会出现一定的色差，既使用指定的颜色与材料是非常重要的。卖场内使用的材料需严格对照下放标注进行执行，除此之外的颜色严禁使用。

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Colors and materials are key means to reflect NPC's differentiation. To ensure the consistency of the brand's visual identity, the specified colors and materials must be strictly followed during application. Certain color deviations may occur due to differences in selected materials, so it is crucial to use the designated colors and materials. Materials used in the store must be strictly implemented in accordance with the provided specifications—no other colors are permitted.

Through the application of the NPC terminal system, while reflecting the brand's visual differentiation, it also ensures the consistency of NPC's corporate image communicated externally and enhances brand recognition and recall in the store.

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NPC红 (Red)

NPC黑 (Black)

NPC灰 (Gray)

NPC白 (White)

Acrylic 亚克力

Steel 不锈钢

Wood 实木

Specifications 规格

PANTONE185C
CMYK:C:7 M:100 Y:83 K:0
RGB:R:220 G:6 B:43

PANTONE Black
CMYK:C:0 M:0 Y:0 K:100
RGB:R:0 G:0 B:0

PANTONE 422C
CMYK:C:19 M:12 Y:13 K:34
RGB:R:158 G:162 B:162

PANTONE WHITE
CMYK:C:0 M:0 Y:0 K:0
RGB:R:255 G:255 B:255

Transparent透明

Brushed Stainless Steel
哑面不锈钢

Solid Wood实木

Materials 适用材料

Steel 不锈钢
Wood 木质
Acrylic 亚克力
Glass 钢化玻璃

Steel 不锈钢
Wood 木质
Acrylic 亚克力
Glass 钢化玻璃

Steel 不锈钢
Wood 木质
Acrylic 亚克力
Glass 钢化玻璃

Steel 不锈钢
Wood 木质
Acrylic 亚克力
Glass 钢化玻璃

Acrylic 亚克力
Glass 钢化玻璃

Steel 不锈钢

Wood木饰面

Applicables 适用对象

Sign 标识
Wall 形象墙
Fixture固定装置
Furniture 附属品

Wall 形象墙
Fixture固定装置
Furniture 附属品

Wall 形象墙
Fixture固定装置
Furniture 附属品

Sign 标识
Wall 形象墙
Fixture固定装置
Furniture 附属品

Wall 形象墙
Fixture固定装置

Wall 形象墙
Fixture固定装置

Wall 形象墙
Fixture固定装置

红色作为我们的主选颜色，应出现在所有NPC品牌画面中，尤其是标志性的红色LOGO，辅助色起到突出红色的作用。

品牌标识是NPC公司所有视觉交流最具核心性的代表物。是造型、文字、色彩的具体结合表现，它不仅具有事物单纯性的指示功能，更是抽象的NPC集团精神内涵，在使用的过程中，必须严格遵照图形比例和结构，使标志精准统一。NPC在导入和应用中应严格遵守，确保企业形象对外传达的权威性、统一性，有效建立社会公众一致认同。

Standard Translation (VI Specification Version): Red, as our primary color, should appear in all NPC brand visuals, especially the iconic red logo. Auxiliary colors serve to highlight the red color.

The brand logo is the core representative of all visual communications of NPC. As a concrete combination of shape, text, and color, it not only has the simple indication function of objects, but also embodies the abstract spiritual connotation of the NPC Group. During application, the graphic proportions and structure must be strictly followed to ensure the logo is accurate and consistent.

NPC must strictly abide by these regulations during the introduction and application process to ensure the authority and consistency of the corporate image communicated externally, and effectively establish consistent recognition among the public.

最小尺寸/Minimum Size

印刷应用

LOGO 宽度不得小于15毫米

Print Applications

The logo width shall not be less than 15 millimeters.

网络应用

LOGO 宽度不得小于150 像素，分辨率至少为72 dpi。

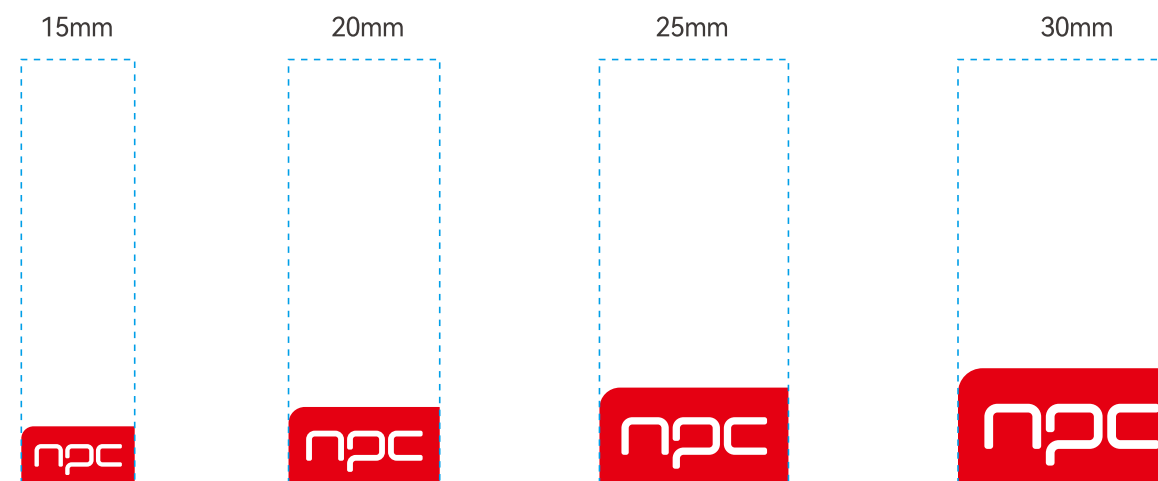
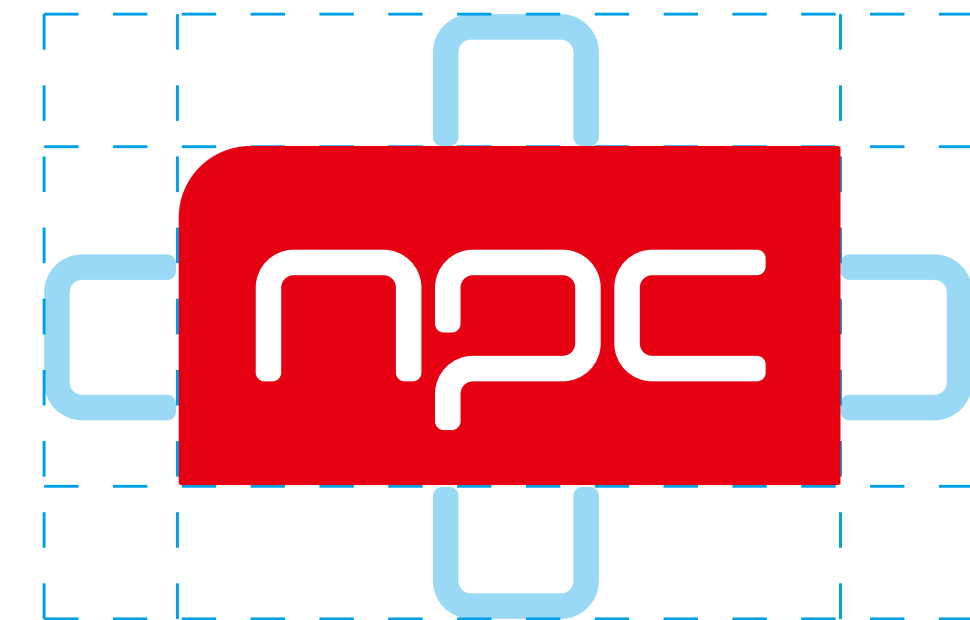
Online Applications

The logo width shall not be less than 150 pixels, and the resolution shall be at least 72 dpi.



安全空间

Safety Space



标志图形小于5毫米时将失去必须的识别性，所以本手册规定标志的最小使用不能低于15mm。使用时应严格按此规范执行。

When the logo graphic is smaller than 5mm, it will lose the necessary recognizability. Therefore, this manual specifies that the minimum size of the logo shall not be less than 15mm, and it must be strictly implemented in accordance with this specification during use.

品牌终端标准功能布局规范 (3款/含横竖版不同比例门头规范: 1:2、1:3、1:5)

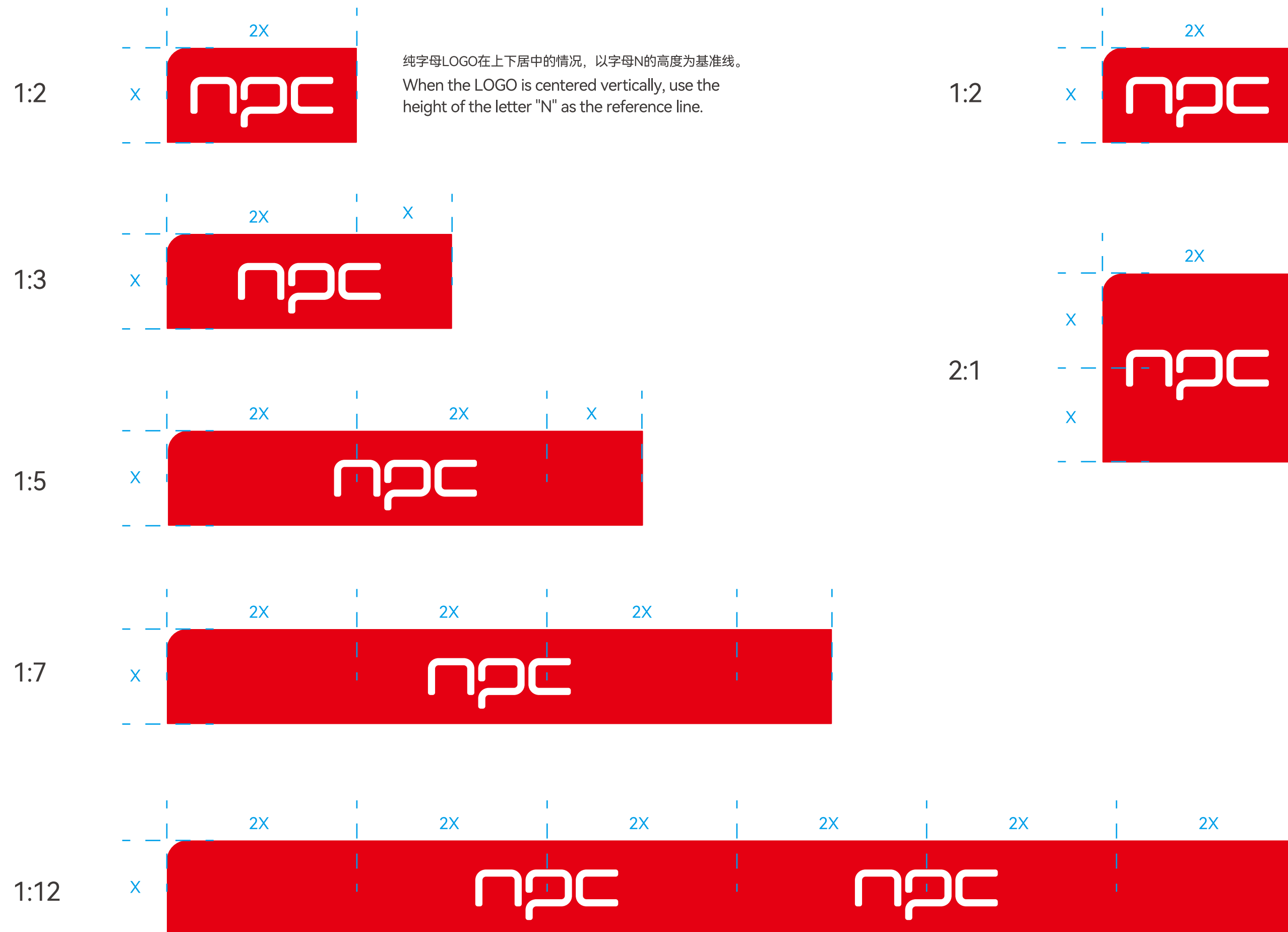
Standard Functional Layout Specifications for Brand Terminals
(3 Types / Including Horizontal & Vertical Storefront Specifications with Different Ratios: 1:2, 1:3, 1:5)

门头是传递品牌信息的渠道, 需实际测量后, 根据环境和现实情况进行灵活应用。

品牌标识是NPC公司所有视觉交流最具核心性的代表物。是造型、文字、色彩的具体结合表现, 它不仅具有事物单纯性的指示功能, 更是抽象的NPC集团精神内涵, 在使用的过程中, 必须严格遵照图形比例和结构, 使标志精准统一。NPC集团在导入和应用中应严格遵守, 确保企业形象对外传达的权威性、统一性, 有效建立社会公众一致认同。

The storefront serves as a channel for conveying brand information and shall be flexibly applied based on the environment and actual conditions after on-site measurement.

The brand logo is the core representative of all visual communications of NPC Corporation. It is a concrete integration of shape, typography and color, embodying not only the simple indicative function but also the abstract spiritual connotation of the NPC Group. In the process of application, the graphic proportions and structure must be strictly followed to ensure the logo's precision and consistency. NPC Group shall strictly adhere to these specifications during the introduction and application stages, so as to safeguard the authority and uniformity of the corporate image in external communications and effectively establish consistent recognition among the public.



品牌终端标准功能布局规范 (3款/含横竖版不同比例门头规范: 1:2、1:3、1:5)

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门面招牌logo偏移位置示意
Storefront Sign Logo Offset Position Diagram



纯字母LOGO在上下居中的情况，以字母N的高度为基准线。
When the LOGO is centered vertically, use the height of the letter "N" as the reference line.

门头：以建筑外立面、主通道、主入口、主人流等为综合参考区域，在该有效区域内将标志水平居中放置，并保持足够的标志保护空间。

Storefront Sign: With comprehensive reference to areas such as the building facade, main passageways, main entrances, and main pedestrian flow, place the logo horizontally centered within this effective area and maintain sufficient logo protection space.





npc

npc





品牌终端展示接待组件设计规范

Design Specifications for Brand Terminal Reception Display Components

品牌终端展示接待组件设计需遵循统一识别、场景适配、体验优先、合规落地四大核心原则，确保组件风格统一、功能实用且符合品牌调性与终端场景需求。

品牌标识是NPC公司所有视觉交流最具核心性的代表物。是造型、文字、色彩的具体结合表现，它不仅具有事物单纯性的指示功能，更是抽象的NPC集团精神内涵，在使用的过程中，必须严格遵照图形比例和结构，使标志精准统一。NPC集团在导入和应用中应严格遵守，确保企业形象对外传达的权威性、统一性，有效建立社会公众一致认同。

The design of brand terminal reception and display components must follow four core principles: Unified Recognition, Scene Adaptation, Experience Priority, and Compliant Implementation. These principles ensure the components maintain a consistent style, offer practical functions, and align with the brand tone as well as terminal scene requirements.

The brand logo serves as the core representative of all visual communications for NPC Corporation. It is a concrete integration of form, typography, and color, embodying not only a simple indicative function but also the abstract spiritual essence of the NPC Group. In the course of application, the graphic proportions and structure must be strictly followed to ensure the logo's precision and consistency. NPC Group shall adhere to these standards rigorously during the implementation and application phases, so as to safeguard the authority and uniformity of the corporate image in external communications and effectively establish consistent public recognition.



标志墙：
在相应空间内左右居中，水平放置于墙体上部二分之一区域内；保持足够的标志保护空间。
Logo Wall: Centered horizontally within the corresponding space, mounted in the upper half of the wall; ensure adequate logo clearance.

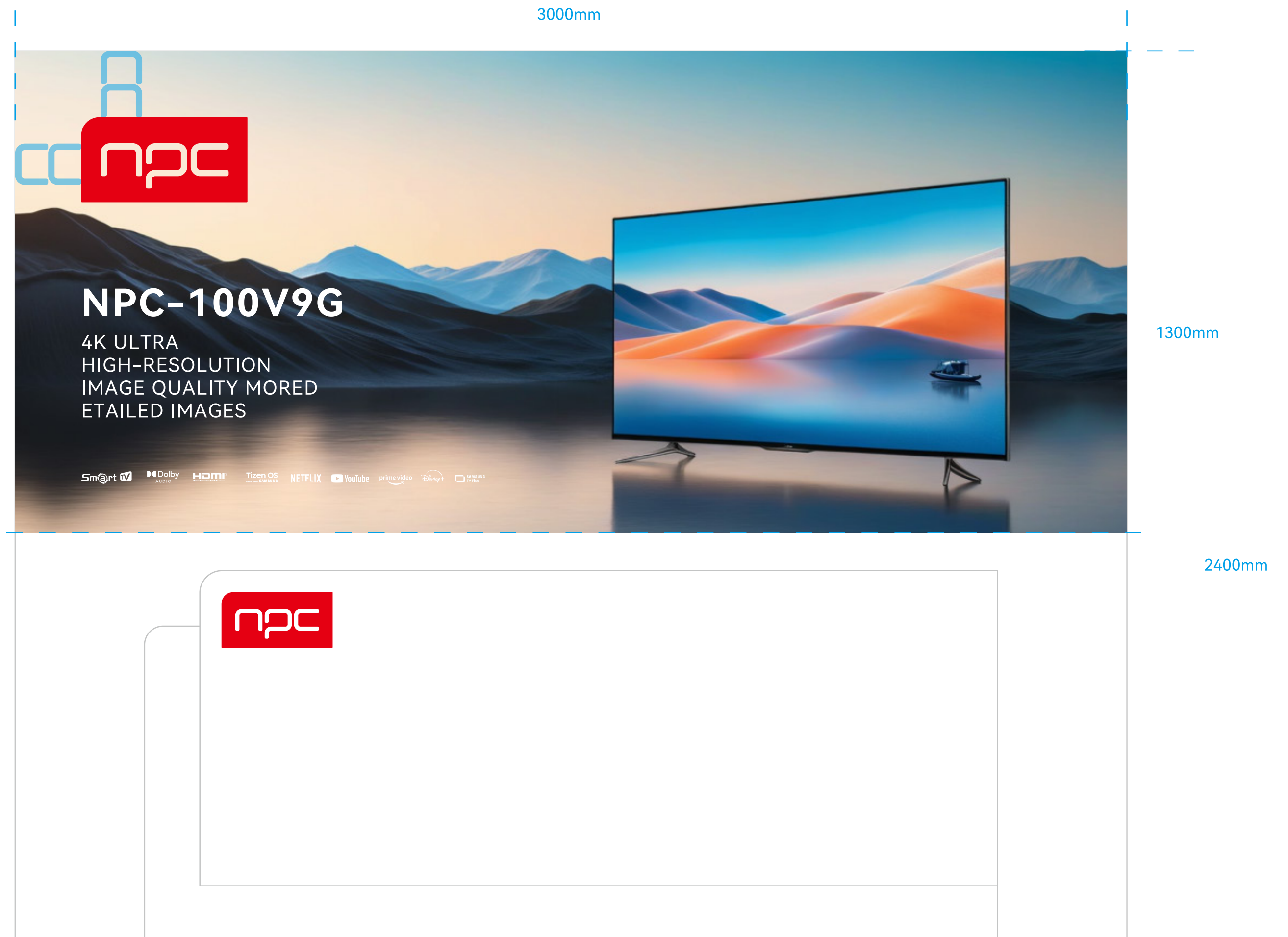


品牌终端展示接待组件设计需遵循统一识别、场景适配、体验优先、合规落地四大核心原则，确保组件风格统一、功能实用且符合品牌调性与终端场景需求。

品牌标识是NPC公司所有视觉交流最具核心性的代表物。是造型、文字、色彩的具体结合表现，它不仅具有事物单纯性的指示功能，更是抽象的NPC集团精神内涵，在使用的过程中，必须严格遵照图形比例和结构，使标志精准统一。NPC集团在导入和应用中应严格遵守，确保企业形象对外传达的权威性、统一性，有效建立社会公众一致认同。

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标志墙：
在相应空间内左右居中，水平放置于墙体上部二分之一区域内；保持足够的标志保护空间。

Logo Wall
Specifications: Centered horizontally within the corresponding space, mounted in the upper half of the wall; sufficient logo protection space must be maintained.



NPC红 (Red)

PANTONE 185C
CMYK: C:7 M:100 Y:83 K:0
RGB: R:220 G:6 B:43

面板5mm厚红色亚克力
白色LOGO 5mm白色亚克力

Panel: 5mm Thick Red Acrylic
White LOGO: 5mm White Acrylic



NPC白 (White)

PANTONE WHITE
CMYK: C:0 M:0 Y:0 K:0
RGB: R:255 G:255 B:255

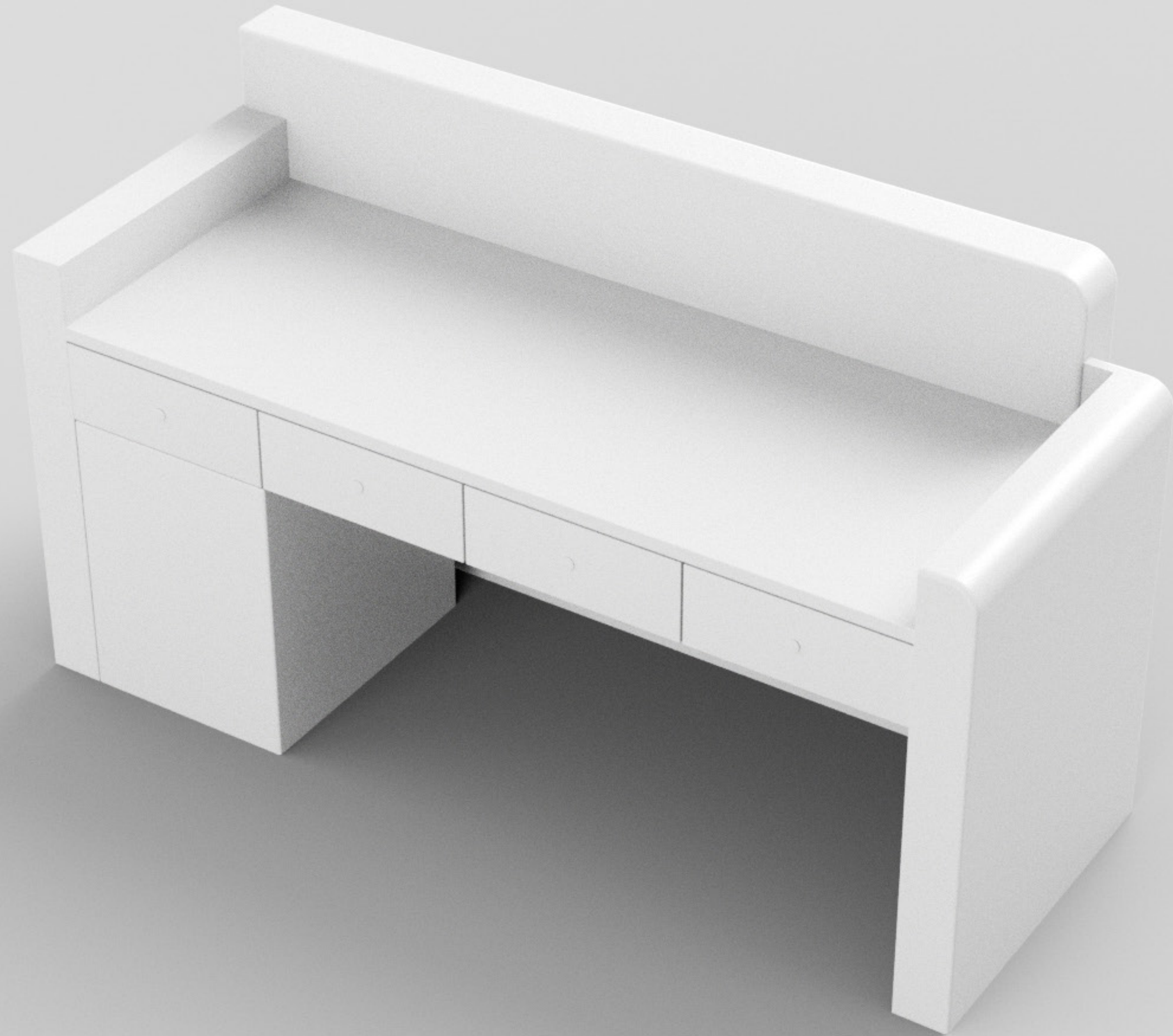
面板
9mm夹板烤漆
5分光

Panel
5mm Plywood with Baking Paint
50% Gloss Finish



NPC白 (White)

PANTONE WHITE
CMYK: C:0 M:0 Y:0 K:0
RGB: R:255 G:255 B:255



品牌终端展示接待组件设计规范

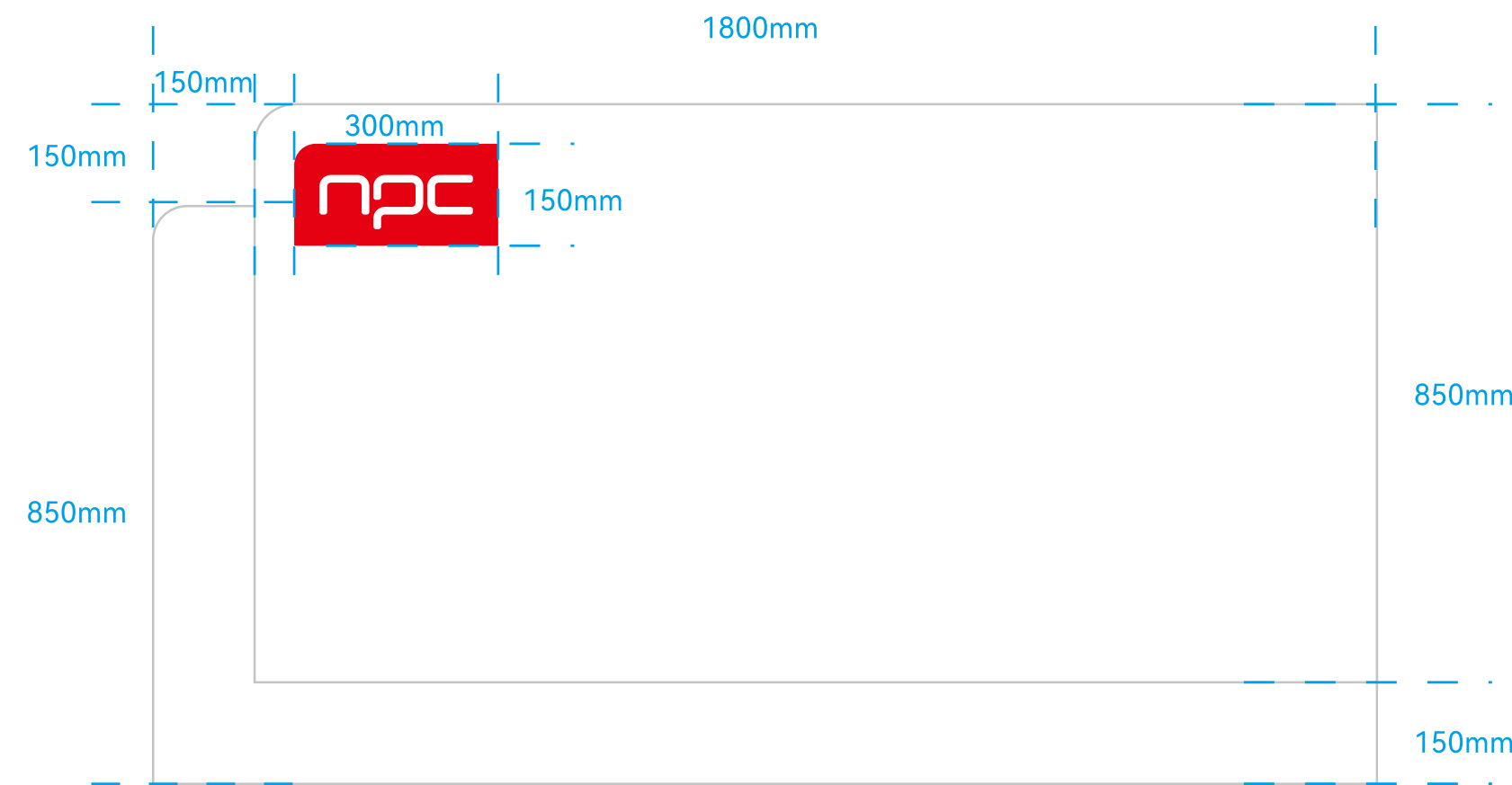
品牌终端展示接待组件设计需遵循统一识别、场景适配、体验优先、合规落地四大核心原则，确保组件风格统一、功能实用且符合品牌调性与终端场景需求。

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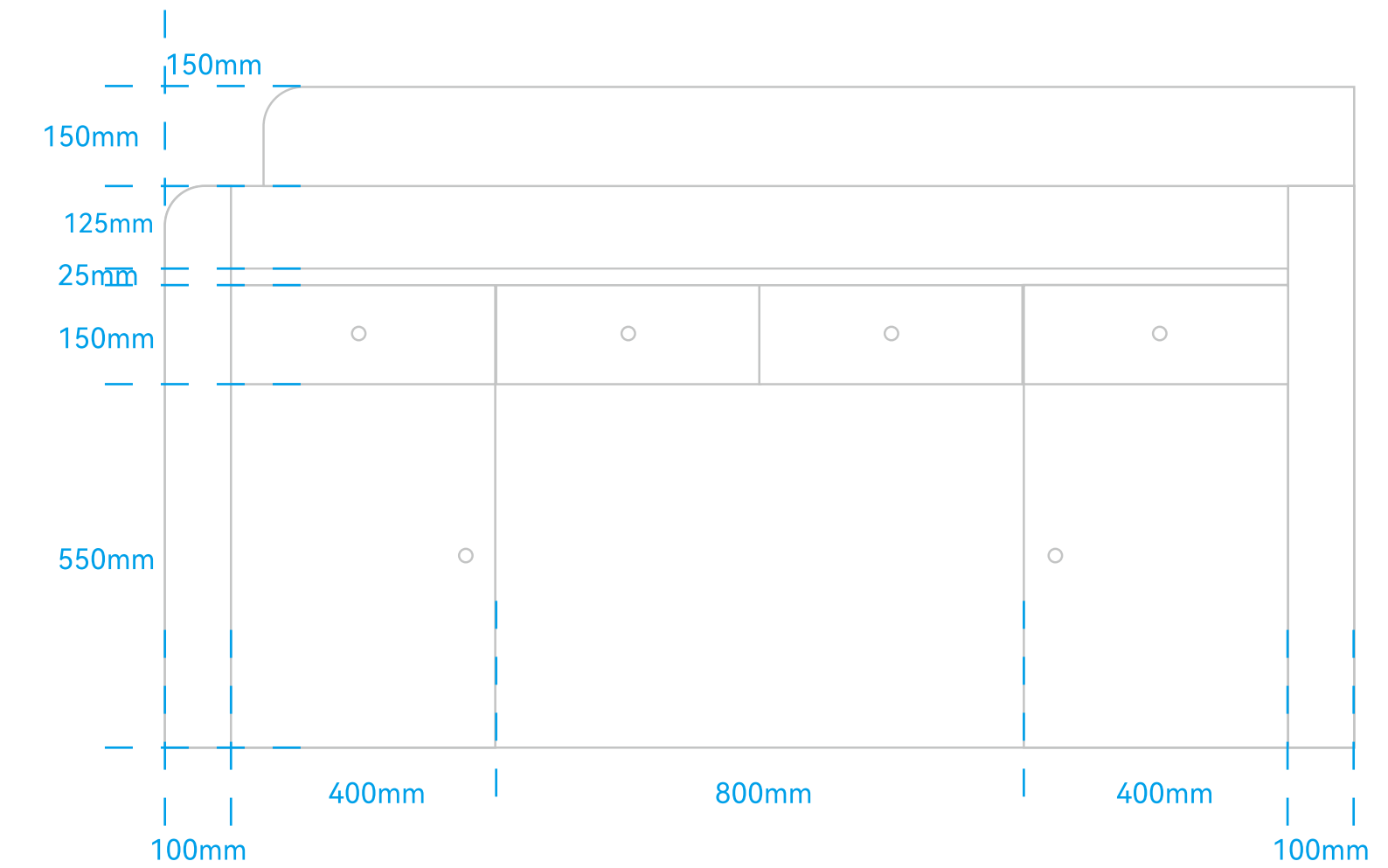
The design of brand terminal reception and display components must follow four core principles: Unified Recognition, Scene Adaptation, Experience Priority, and Compliant Implementation. These principles ensure the components maintain a consistent style, offer practical functions, and align with the brand tone as well as terminal scene requirements.

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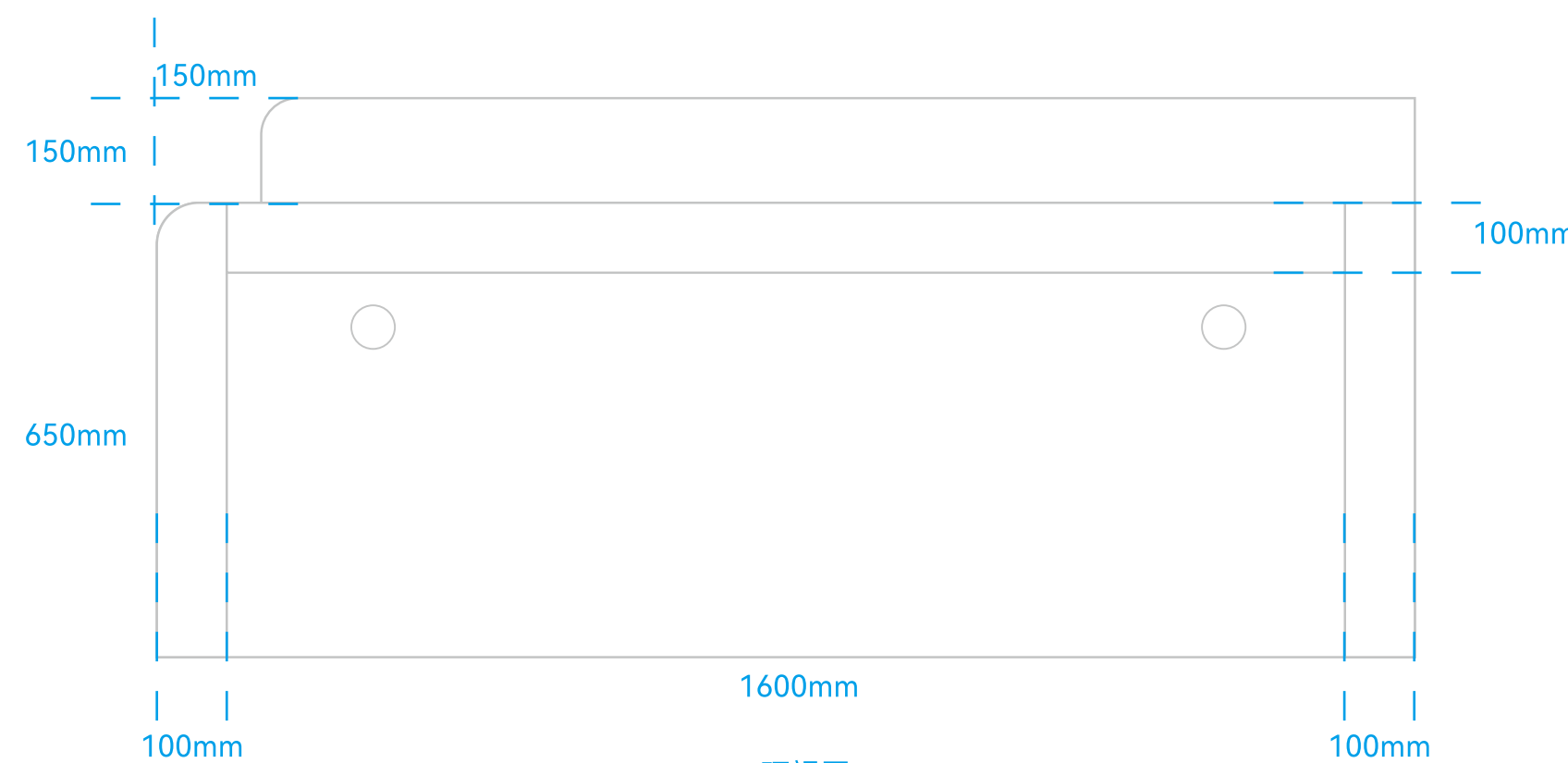
Design Specifications for Brand Terminal Reception Display Components



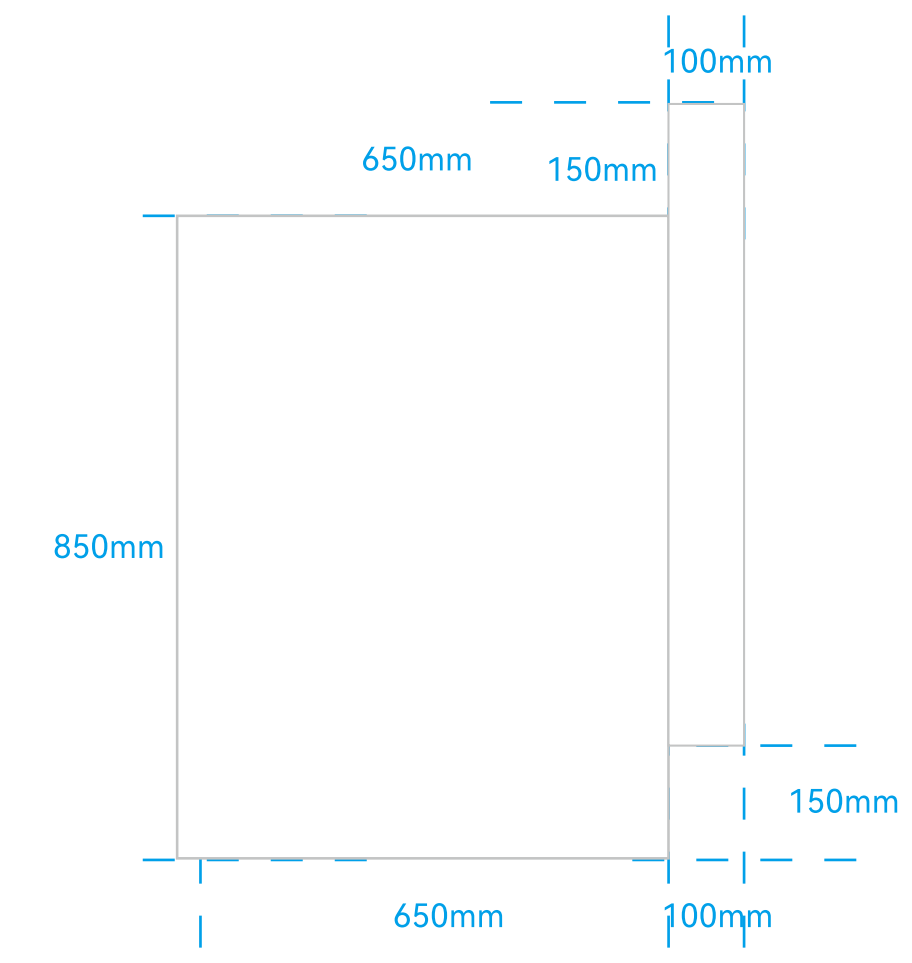
正视图Front View



后视图Front View



顶视图Top View



侧视图Top View

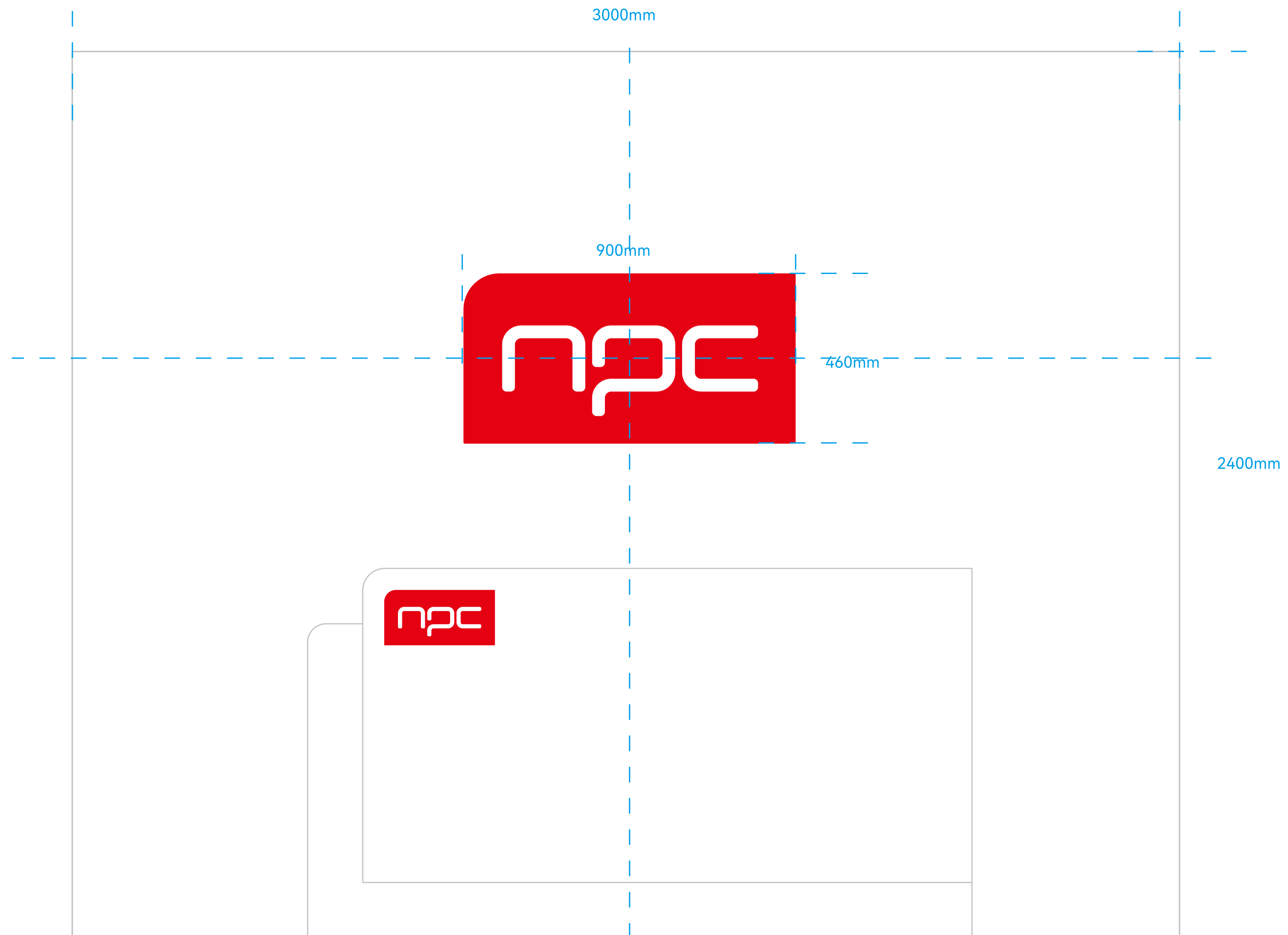


品牌正面灯箱 LOGO 需遵循“视觉清晰、VI 精准落地、光影适配、安全合规”四大核心规范，确保 LOGO 在灯箱载体上识别性强、风格统一且符合终端场景使用要求。

品牌标识是NPC公司所有视觉交流最具核心性的代表物。是造型、文字、色彩的具体结合表现，它不仅具有事物单纯性的指示功能，更是抽象的NPC集团精神内涵，在使用的过程中，必须严格遵照图形比例和结构，使标志精准统一。NPC集团在导入和应用中应严格遵守，确保企业形象对外传达的权威性、统一性，有效建立社会公众一致认同。

For the LOGO on the brand's front lightbox, four core specifications must be followed: Visual Clarity, Accurate VI Implementation, Light & Shadow Adaptation, and Safety Compliance. These specifications ensure the LOGO features strong recognizability, consistent style, and alignment with terminal scene application requirements when displayed on the lightbox carrier.

The brand logo is the core representative of all visual communications of NPC Corporation. As a concrete integration of form, typography, and color, it embodies not only a simple indicative function but also the abstract spiritual essence of the NPC Group. In the course of application, the graphic proportions and structure must be strictly followed to ensure the logo's precision and consistency. NPC Group shall adhere to these standards rigorously during the implementation and application phases, so as to safeguard the authority and uniformity of the corporate image in external communications and effectively establish consistent public recognition.



标志墙：
在相应空间内左右居中，水平放置于墙体上部二分之一区域内；保持足够的标志保护空间。

Logo Well
Specifications: Centered horizontally within the corresponding space, mounted in the upper half of the wall; sufficient logo protection space must be maintained.



品牌侧立面灯箱（双面）logo规范

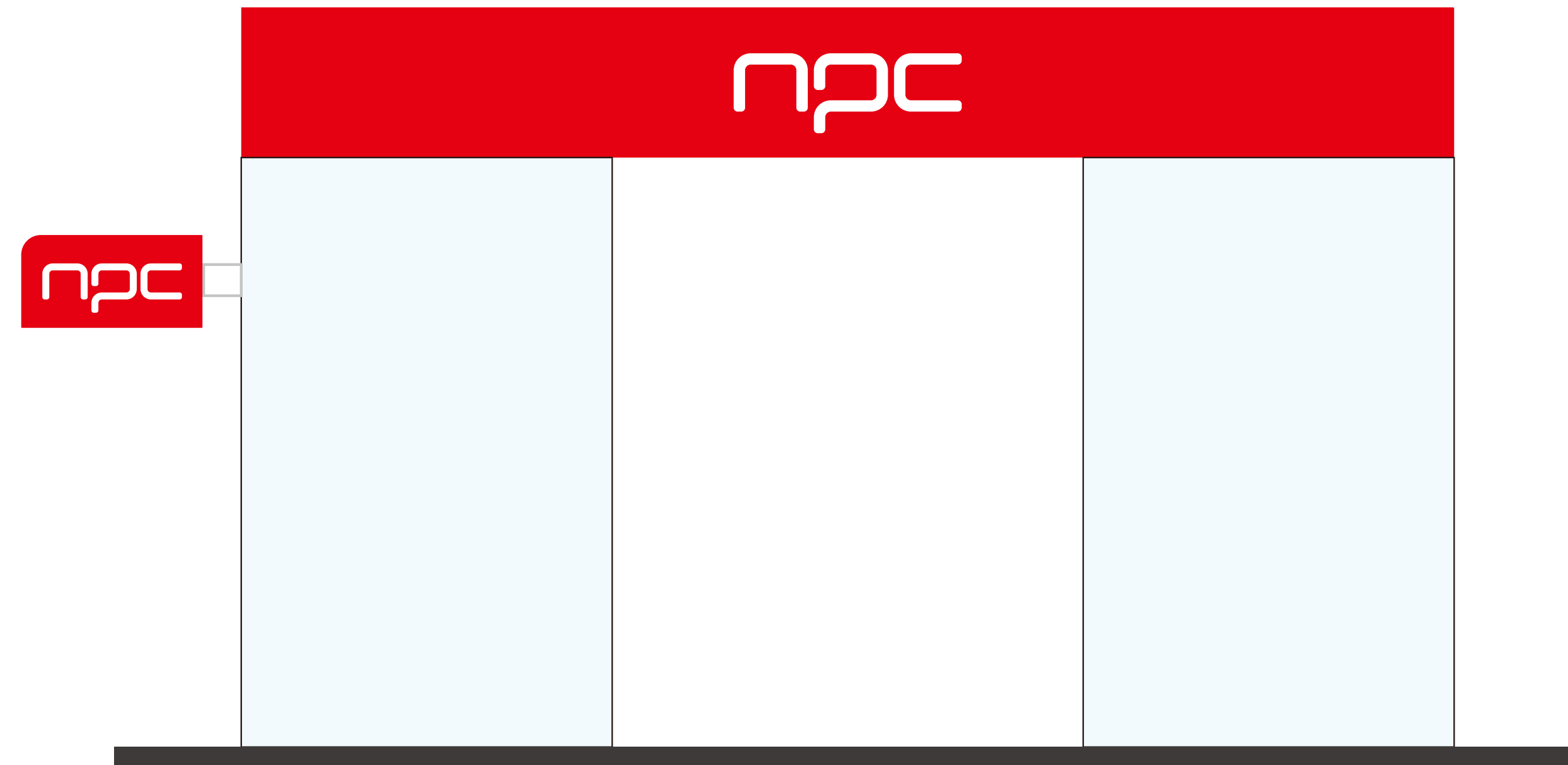
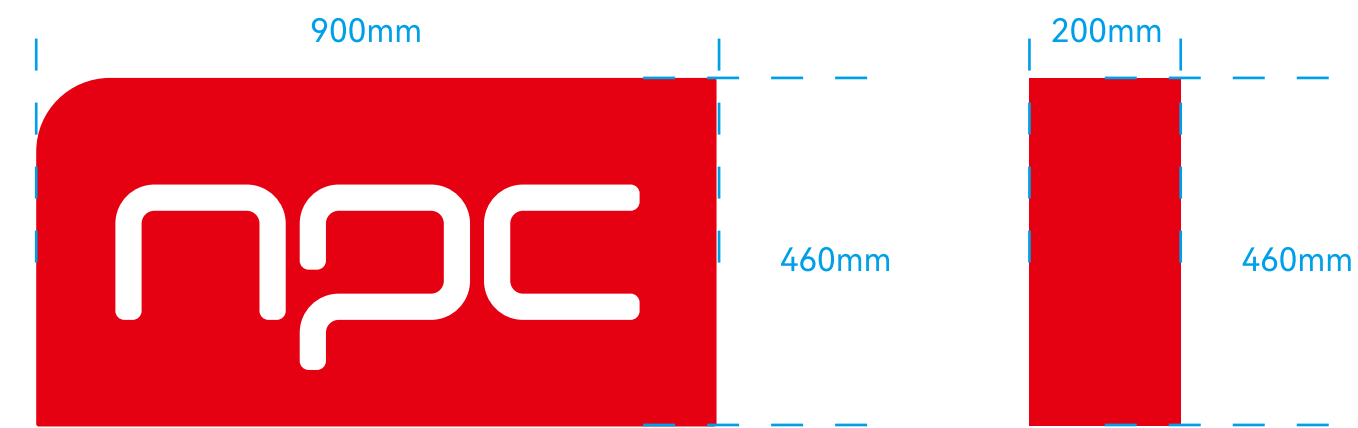
Brand Side-Facade Lightbox (Double-Sided) LOGO Specifications

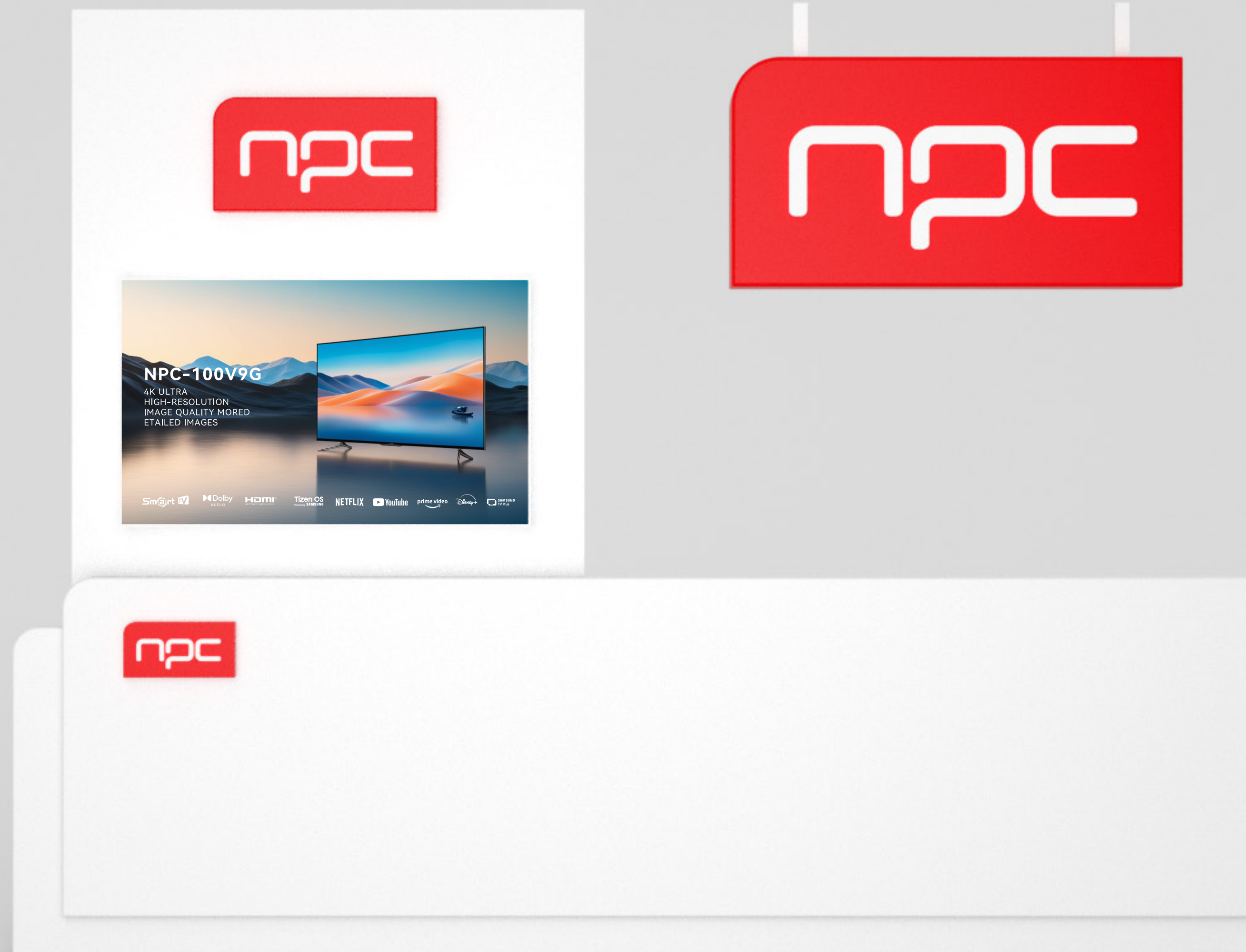
品牌侧立面灯箱 LOGO 需遵循“视觉清晰、VI 精准落地、光影适配、安全合规”四大核心规范，确保 LOGO 在灯箱载体上识别性强、风格统一且符合终端场景使用要求。

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For the LOGO on the brand's side-facade lightbox, four core specifications must be followed: Visual Clarity, Accurate VI Implementation, Light & Shadow Adaptation, and Safety Compliance. These specifications ensure the LOGO maintains strong recognizability, consistent style, and alignment with terminal scene application requirements when displayed on the lightbox carrier.

The brand logo is the core representative of all visual communications of NPC Corporation. As a concrete integration of form, typography, and color, it embodies not only a simple indicative function but also the abstract spiritual essence of the NPC Group. In the course of application, the graphic proportions and structure must be strictly followed to ensure the logo's precision and consistency. NPC Group shall adhere to these standards rigorously during the implementation and application phases, so as to safeguard the authority and uniformity of the corporate image in external communications and effectively establish consistent public recognition.





品牌吊顶灯箱logo规范

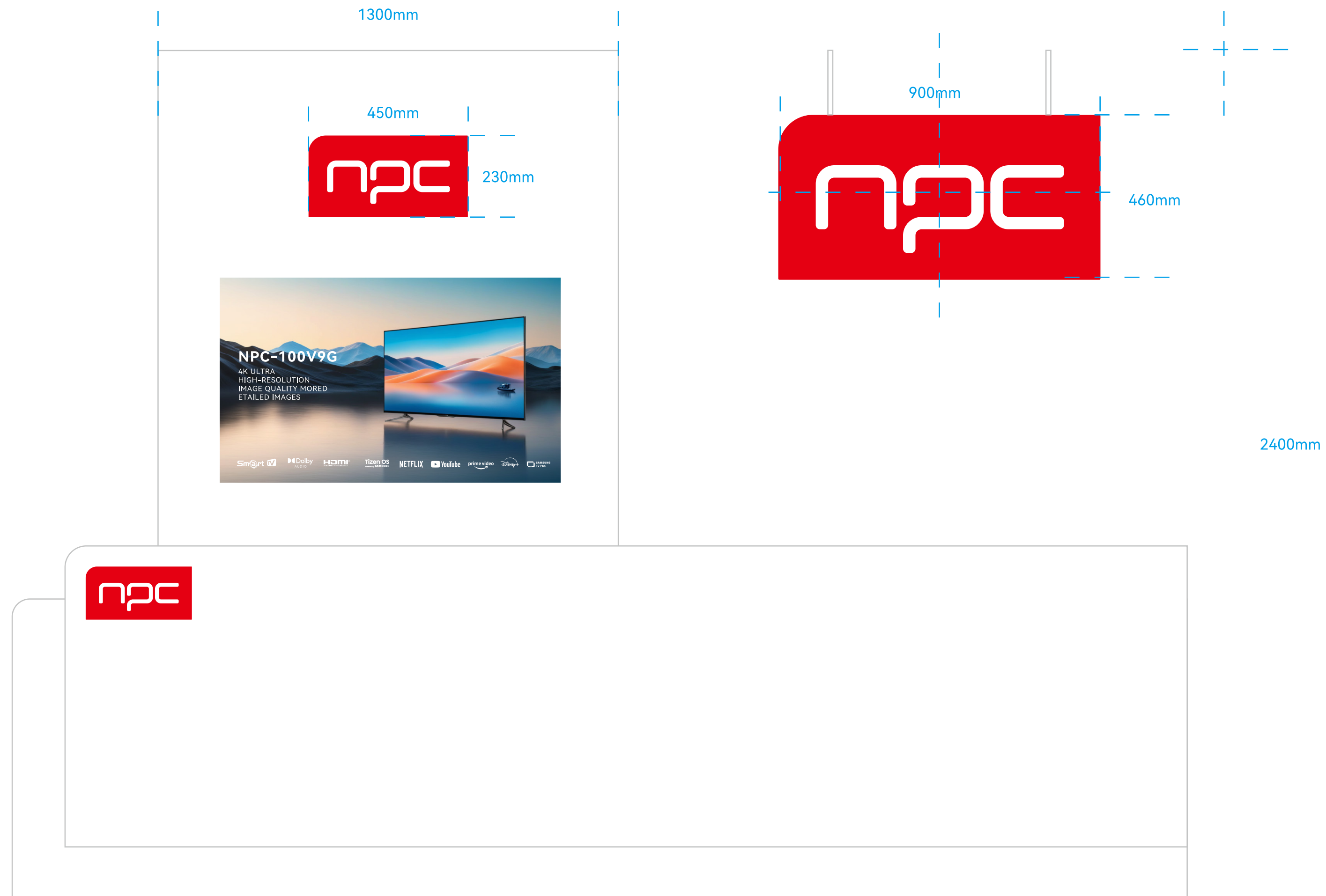
品牌吊顶灯箱 LOGO 需遵循“视觉清晰、VI 精准落地、光影适配、安全合规”四大核心规范，确保 LOGO 在灯箱载体上识别性强、风格统一且符合终端场景使用要求。

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For the LOGO on the brand's ceiling lightbox, four core specifications must be followed: Visual Clarity, Accurate VI Implementation, Light & Shadow Adaptation, and Safety Compliance. These specifications ensure the LOGO maintains strong recognizability, consistent style, and alignment with terminal scene application requirements when displayed on the lightbox carrier.

The brand logo is the core representative of all visual communications of NPC Corporation. As a concrete integration of form, typography, and color, it embodies not only a simple indicative function but also the abstract spiritual essence of the NPC Group. In the course of application, the graphic proportions and structure must be strictly followed to ensure the logo's precision and consistency. NPC Group shall adhere to these standards rigorously during the implementation and application phases, so as to safeguard the authority and uniformity of the corporate image in external communications and effectively establish consistent public recognition.

Brand Ceiling Lightbox LOGO Specifications



悬挂式：居中对齐，水平放置。保持足够的标志保护空间。

Suspended Type: Align centrally and place horizontally. Maintain sufficient logo protection space.