



NPC: 视觉识别指南

Visual Identification Guide

NPC Brand | V1.0 2025.10

前 言

Foreword

VI作为品牌视觉形象管理的规范
约束对内对外传播的品牌视觉必须具有一以贯之的统一形象
凝聚独有的品牌认知，沉淀品牌的个性与气质
形成具有差异化的品牌力
使用前，请详查各个规范的文字说明与图形示例
不得依个人意志随意更改，避免违反设计
规范的行为，共同维护NPC完整统一的卓越品牌形象

As a standard for brand visual image management, VI (Visual Identity) mandates that all internal and external brand visual communications maintain a consistent and unified image. It consolidates unique brand recognition, accumulates the brand's personality and temperament, and builds differentiated brand strength. Before use, please carefully review the text descriptions and graphic examples of each specification. No arbitrary changes shall be made based on personal will to avoid violations of design specifications. Let us work together to safeguard the complete, unified, and outstanding brand image of NPC.

CONTENTS

目录

一. 品牌基础DNA规范

I. Brand Basic DNA Specifications

Part01 · 核心规范

- LOGO标准化制图 (1 项)
- LOGO比例规范 (1 项)
- 标准色系列 (印刷色、RGB 色) (1 项)
- 辅助色系列 (印刷色、RGB 色) (1 项)
- 标准色与辅助色使用规范 (1 项)
- 标准色与辅助色禁止组合模式 (1 项)
- 色彩搭配组合专用表 (1 项)
- 产品标志颜色 (1 项)
- 产品标志使用规范 (1 项)

Part02 · 品牌名称标准字体设计

- 专用印刷英文体及其使用规范 (1 项)
- 应用尺寸计算公式 (1 项)
- 恒定常用尺寸 (1 项)
- 在版面中的位置 (1 项)
- 门头在版面中的位置 (1 项)

Part03 · 品牌应用规范

- 名片设计及使用规范 (1 款)
- 工作证设计 (含挂绳) (1 项)
- 产品信息牌 (1 项)
- 销售单据规范 (1 项)
- 品牌宣传灯箱规范 (横版、竖版各1 款)
- 立式POP广告规范 (1 款)

Part 01 · Core Specifications

- Standardized Logo Drawing (1 item)
- Logo Proportion Specifications (1 item)
- Standard Color Series (Print Color, RGB Color) (1 item)
- Auxiliary Color Series (Print Color, RGB Color) (1 item)
- Usage Specifications for Standard Colors and Auxiliary Colors (1 item)
- Prohibited Combination Modes of Standard Colors and Auxiliary Colors (1 item)
- Special Table for Color Matching Combinations (1 item)
- Product Logo Color (1 item)
- Product Logo Usage Specifications (1 item)

Part 02 · Standard Font Design for Brand Name

- Special Printing English Fonts and Their Usage Specifications (1 item)
- Application Size Calculation Formula (1 item)
- Fixed Common Sizes (1 item)
- Position in the Layout (1 item)
- Position of the Storefront Sign in the Layout (1 item)

Part 03 · Brand Application Specifications

- Business Card Design and Usage Specifications (1 design)
- Employee ID Card Design (including lanyard) (1 item)
- Product Information Card (1 item)
- Sales Document Specifications (1 item)
- Brand Promotion Lightbox Specifications (1 horizontal design, 1 vertical design)
- Standing POP Advertising Specifications (1 design)



VISUAL IDENTITY SYSTEM BASIC SYSTEM

品牌基础DNA规范

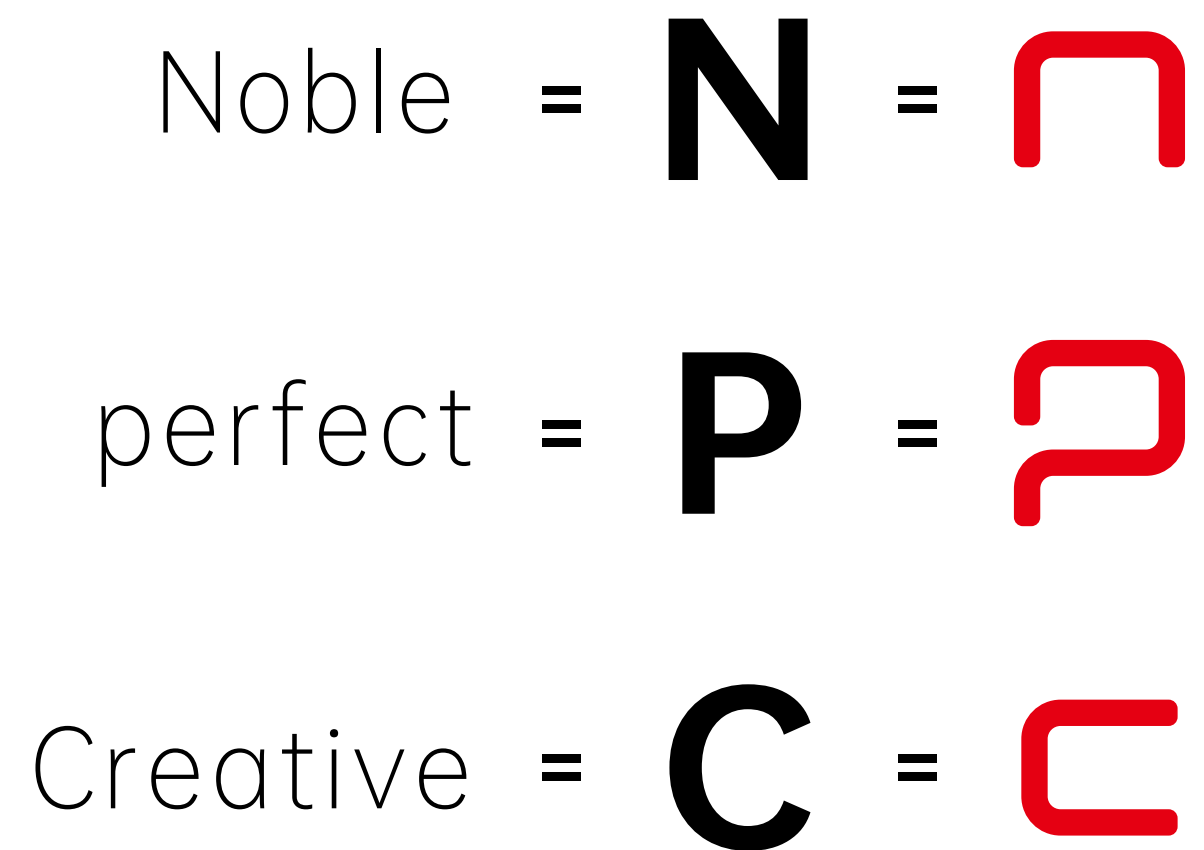
红色的LOGO是品牌最具辨识度的视觉资产。标志性的红色代表了品牌的初心，什么是“NPC”？“N”代表“高贵”，“P”代表“完美”，“C”代表“创意”，而“NPC”则是“高贵”的缩写。

完美与创意。“NPC的品牌精神在于坚持追求，品质完美，价格实惠。

LOGO由白色字标和红色外框组成。为提高品牌辨识度,且将颜色与其他视觉元素密切关联起来，LOGO应尽可能使用红色。

What is "NPC"? "N" stands for "Noble," "P" stands for "Perfect," "C" stands for "Creative," then the "NPC" is the abbreviation of "Noble, Perfect & Creative." The brand spirit of NPC is sticking to pursuing perfect quality and affordable prices.

The logo consists of a white wordmark and a red outer frame. To enhance brand recognition and closely associate the color with other visual elements, the logo should use red as much as possible.



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标志性红色LOGO

应始终使用标志性的红色LOGO来展现NPC富有凝聚力和一致性的品牌内涵。日常使用需以横版LOGO优先。

The iconic red logo should always be used to reflect the cohesive and consistent brand connotation of NPC. For daily use, the horizontal version of the logo shall be given priority.

横版LOGO
Horizontal Version
Of The Logo



LOGO采用大胆红色，突显品牌标志性颜色。只有红色外框的识别性受限时,才可使用单色的LOGO(底色为白色)。The logo adopts a bold red color to highlight the brand's signature hue. The monochrome logo (with a white background) may only be used when the recognition of the red-outlined version is limited.

纯字母LOGO
Letter-only Logo



标志墨稿
Monochrome
Logo



标志墨稿
Monochrome
Logo



为了适应各种媒体的需求，标志除了彩色图例以外，也需要制定黑白图例，保证标志在对外形象中保持一致性。此稿为标志的标准黑白图，主要适用于报纸广告等单色(黑白)印刷范围，使用时请严格按照此规格进行。

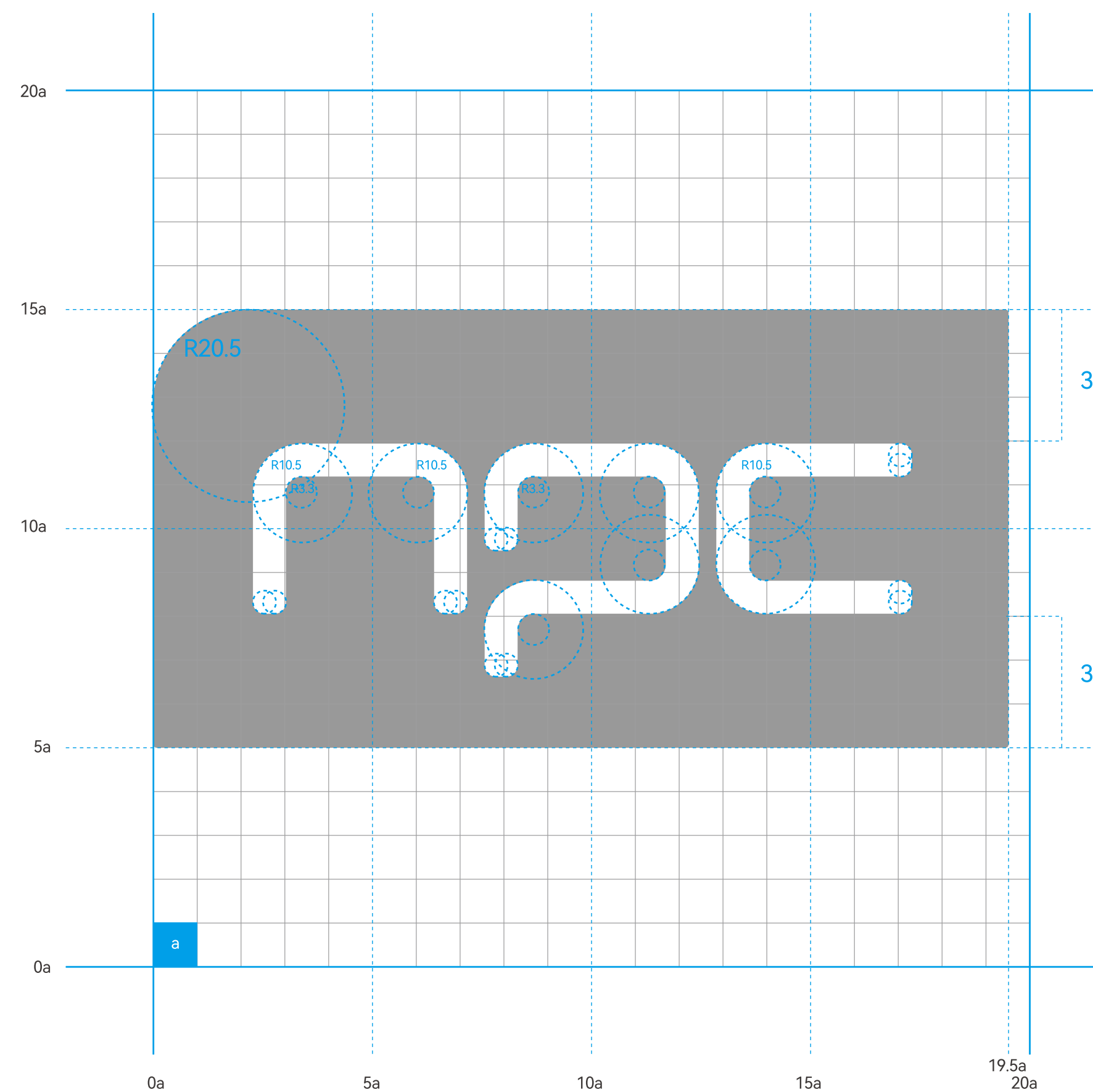
To meet the needs of various media, in addition to the color version, a black-and-white version of the logo must also be formulated to ensure consistency in the brand's external image. This is the standard black-and-white version of the logo, mainly applicable to monochrome (black-and-white) printing scenarios such as newspaper advertisements. It must be used strictly in accordance with this specification.

标志是构筑与塑造公司形象的核心元素，是公司产品、服务、形象的视觉内容的集中体现。为确保公司标志的权威性、识别性与统一性，在应用时不得误用、乱用。采用标志的网格制图方式规范标志的造型比例、结构等位置关系。

标志图形的线条、弧线、角度都经过精确设计,完美呈现几何的律动与美感。使用前,请仔细查看制图规范,并严格遵守。

The logo is the core element for constructing and shaping the company's image, and a concentrated visual representation of the company's products, services and brand identity. To ensure the authority, recognizability and consistency of the company's logo, it must not be misused or arbitrarily used in applications. The grid drawing method of the logo is adopted to standardize the shape proportion, structure and positional relationships of the logo.

The lines, arcs and angles of the logo graphic are precisely designed to perfectly present the rhythm and beauty of geometry. Before use, please carefully review the drawing specifications and strictly comply with them.



为保证标志的最佳视觉传达效果，在使用中，要设定安全区域。

标志周围区域即定义为安全区域，该区域内不得放置任何其他元素。

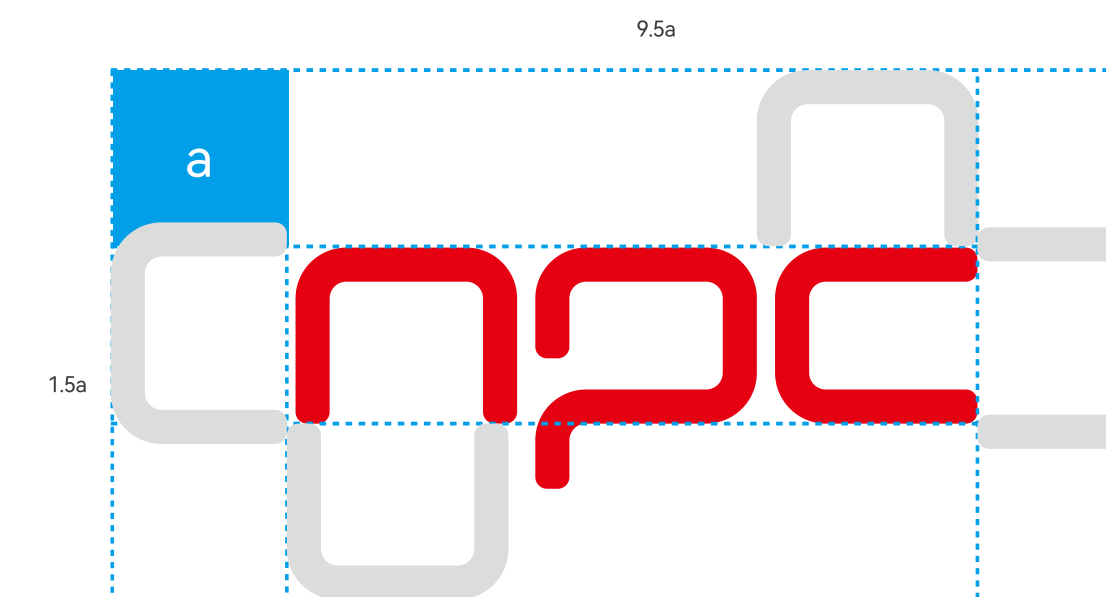
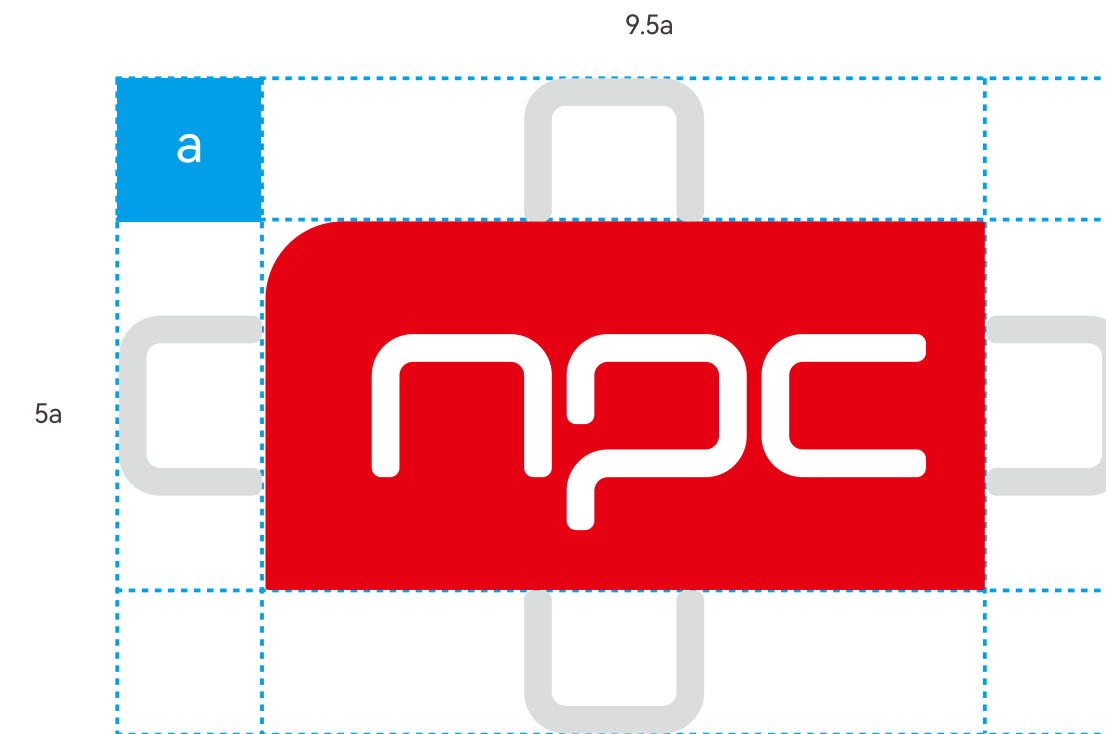
标志图形的线条、弧线、角度都经过精确设计,完美呈现几何的律动与美感。使用前,请仔细查看制图规范，并严格遵守。

To ensure the logo's optimal visual communication effect, a safety zone must be set when in use.

The area surrounding the logo is defined as the safety zone, where no other elements may be placed.

The lines, arcs and angles of the logo graphic are meticulously designed to perfectly embody the rhythm and aesthetic of geometry. Before use, please carefully refer to the drawing specifications and strictly adhere to them.

安全空间
Safety Space



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.

我们在标志组合四周设置一个区域为“不可侵入区域”应用时请避免其他设计元素进入本区域，并确保标志到画面边缘之间的距离不小于该区域，以确保标志组合的清晰识别。

A "no-intrusion zone" is set around the logo combination. During application, other design elements must be kept out of this zone, and the distance from the logo to the edge of the layout must not be less than the width of this zone to ensure the clear recognizability of the logo combination.

我们使用品牌标志时应遵循优先使用标准标志原则,为保证标志的最佳视觉传达效果,标志的最小使用不能低于15mm.本页同时规定了印刷及数字环境中标志的最小应用尺寸。

标志图形的线条、弧线、角度都经过精确设计,完美呈现几何的律动与美感。使用前,请仔细查看制图规范,并严格遵守。

When using the brand logo, the principle of prioritizing the standard version must be followed. To ensure the logo's optimal visual communication effect, its minimum size shall not be less than 15mm. This page also specifies the minimum application sizes of the logo for both print and digital environments.

The lines, arcs and angles of the logo graphic are precisely engineered to perfectly express the rhythm and aesthetic of geometry. Before use, please carefully examine the drawing specifications and strictly adhere to them.

最小尺寸/Minimum Size

印刷应用

LOGO 宽度不得小于15毫米

Print Applications

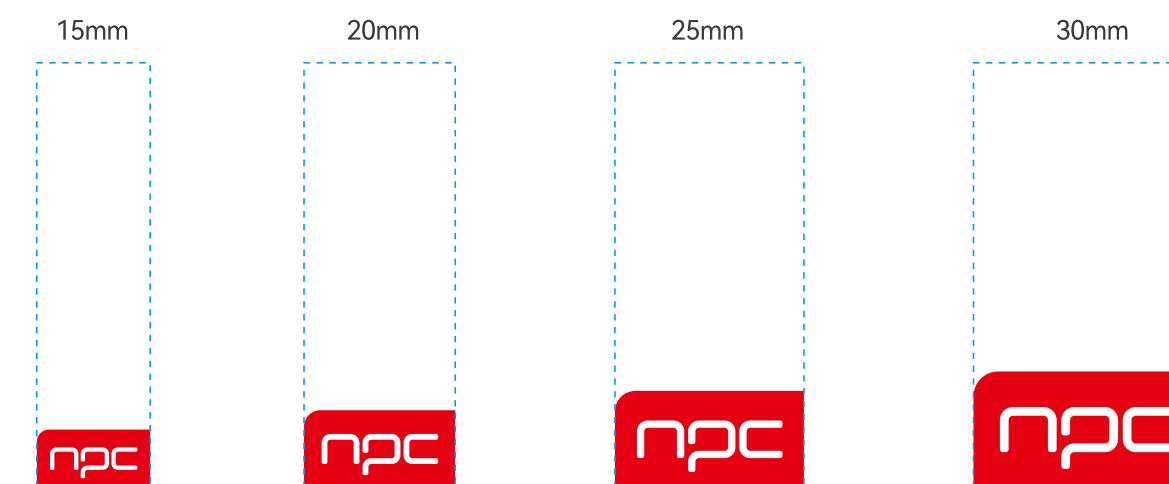
The logo width shall not be less than 15 millimeters.

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.



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.

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。

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。

As our primary color, red shall appear in all NPC brand visuals, especially the iconic red logo. The secondary colors are designed to accentuate the red.

For graphic/advertising prints, use the corresponding Pantone color values (spot colors) normally. If Pantone colors are unavailable due to restrictions, the corresponding CMYK color values serve as the backup. For digital scenarios like interactive interfaces, webpages and PPTs, adopt RGB or hexadecimal color values. Brand colors here may show deviations across different screens and printers; the Pantone color card should be prioritized as the final reference for NPC brand colors.

红色

为了保证标准色在不同印刷材质上的色彩效果，特规定常用纸张的印刷输出精度:1.铜板纸张印刷/175dpi 2.胶印纸张(国产)/133dpi 3.新闻纸张印刷/100dpi 4.胶版纸张(进口)/150dpi

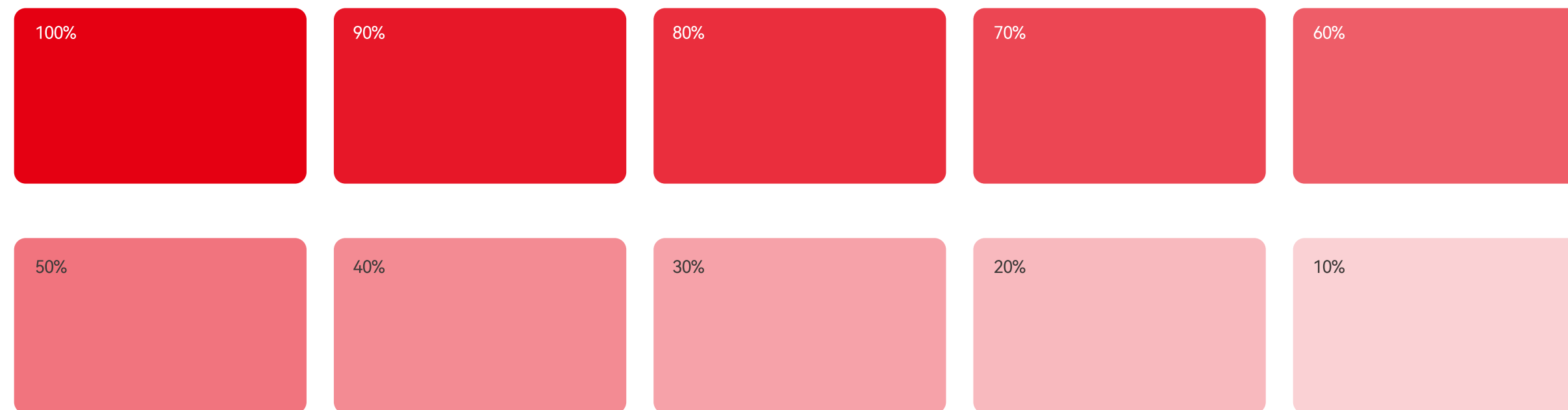
Red

To further ensure the color effect of the standard color on different printing materials, the printing output resolutions for commonly used papers are specifically specified as follows:1.Coated Art Paper Printing / 175 dots per inch (dpi)2.Domestic Offset Paper / 133 dots per inch (dpi)3.Newspint Printing / 100 dots per inch (dpi) 4.Imported Offset Paper / 150 dots per inch (dpi)



标准色:PANTONE185C,CMYK(C:7 M:100 Y:83K:0) RGB(R:220 G:6 B:43)。标准色色阶展示了标准色在不同明度上的色彩感受。

Standard Color: PANTONE 185C; CMYK (C:7, M:100, Y:83, K:0); RGB (R:220, G:6, B:43). The standard color gradations demonstrate the color perception of the standard color at different lightness levels.



辅助色系列 (印刷色、RGB 色)

Standard Color Series (Print Colors, RGB Colors)

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。

On the basis of making full use of the standard color, several secondary colors have been designated according to the characteristics and specific needs of the industry to achieve the optimal visual appeal. These secondary colors shall be matched and applied as appropriate on special occasions such as celebrations and advertising campaigns, so as to enrich the visual experience. Except for the provided colors, the use of other colors within the brand visual system is not recommended.

中性色

中性暖色调的灰色是一种和谐的配色，在背景和版式中应发挥最小的作用。

Neutral Colors

Warm neutral gray is a harmonious color matching choice and should play a minimal role in backgrounds and layouts.

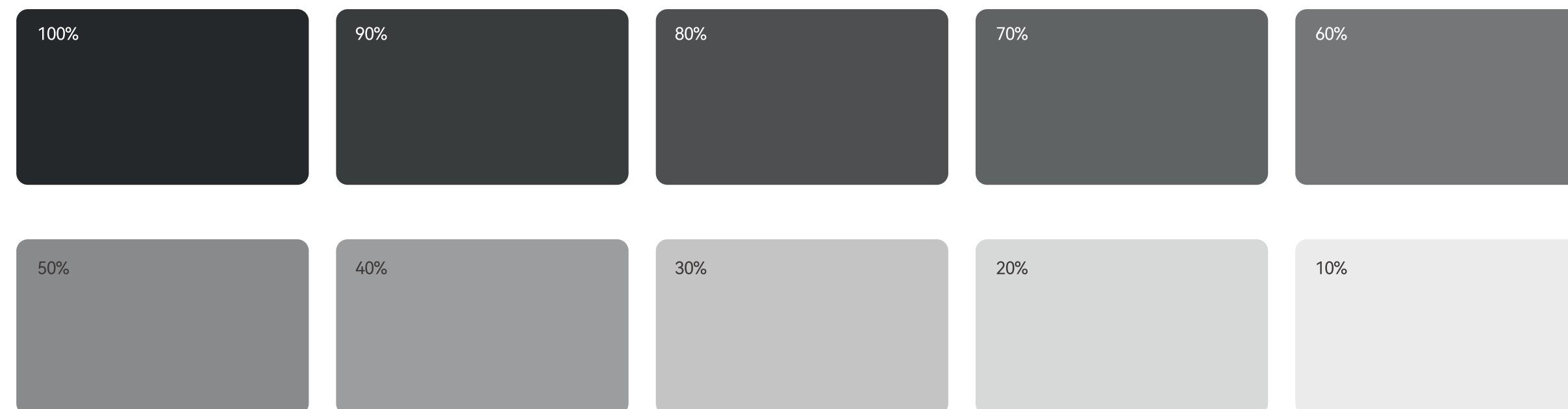
PANTONE
426C

辅助色-1

CMYK
C:94 M:77 Y:53 K:94
RGB
R:37 G:40 B:42
HEX/HTML
25282A

辅助色-1: PANTONE426C,CMYK(C:94 M:77 Y:53 K:94) RGB(R:37 G:40 B:42)。辅助色色阶展示了辅助色在不同明度上的色彩感受

Secondary Color - 1: PANTONE 426C; CMYK (C:94, M:77, Y:53, K:94); RGB (R:37, G:40, B:42). The secondary color gradations demonstrate the color perception of the secondary color at different lightness levels.



辅助色系列 (印刷色、RGB 色)

Standard Color Series (Print Colors, RGB Colors)

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。

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PANTONE
422C

辅助色-2

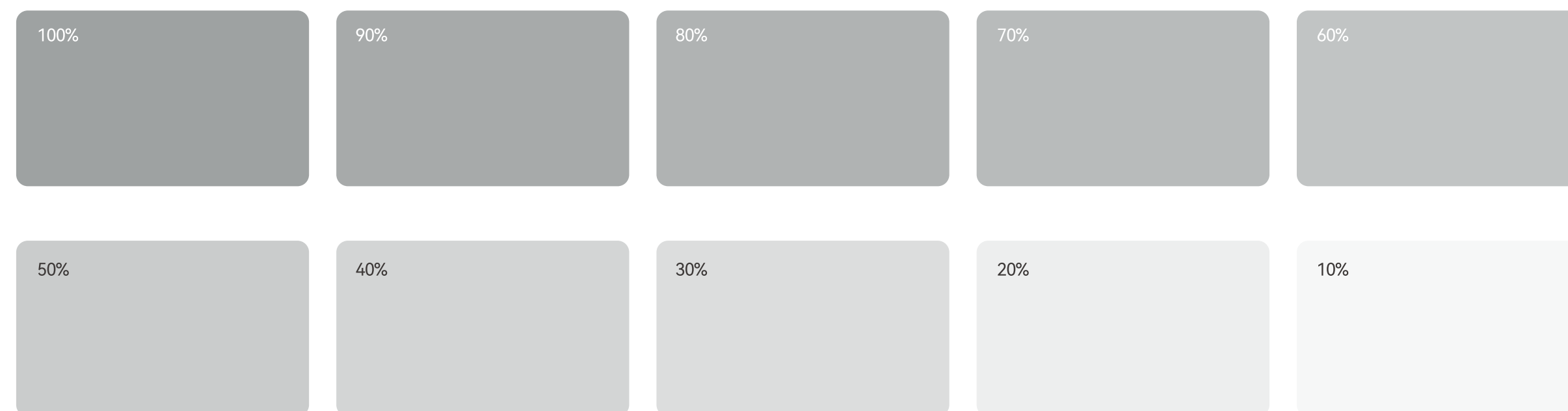
CMYK
C:19 M:12 Y:13 K:34

RGB
R:158 G:162 B:162

HEX/HTML
9EA2A2

辅助色-1: PANTONE422C,CMYK(C:19 M:12 Y:13 K:34) RGB(R:158 G:162 B:162)。辅助色色阶展示了辅助色在不同明度上的色彩感受

Secondary Color - 1: PANTONE 422C; CMYK (C:19, M:12, Y:13, K:34); RGB (R:158, G:162, B:162). The secondary color gradations demonstrate the color perception of the secondary color at different lightness levels.



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	白色/White	标准色/Standard Color	辅助色/Secondary Color	辅助色/Secondary Color	黑色/Black
彩色使用 Color Usage					
反白使用 Reverse Usage					
烫银印银 Hot Stamping & Silver Printing					

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。

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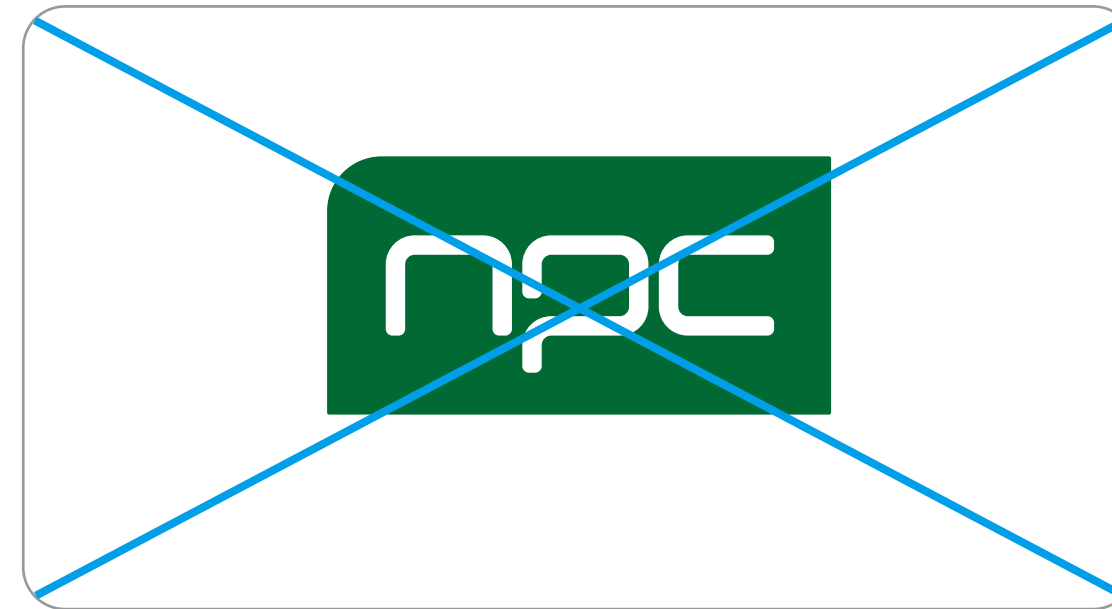
	白色/White	标准色/Standard Color	辅助色/Secondary Color	辅助色/Secondary Color	黑色/Black
彩色使用 Color Usage					
反白使用 Reverse Usage					
烫银印银 Hot Stamping & Silver Printing					

标准色与辅助色禁止组合模式

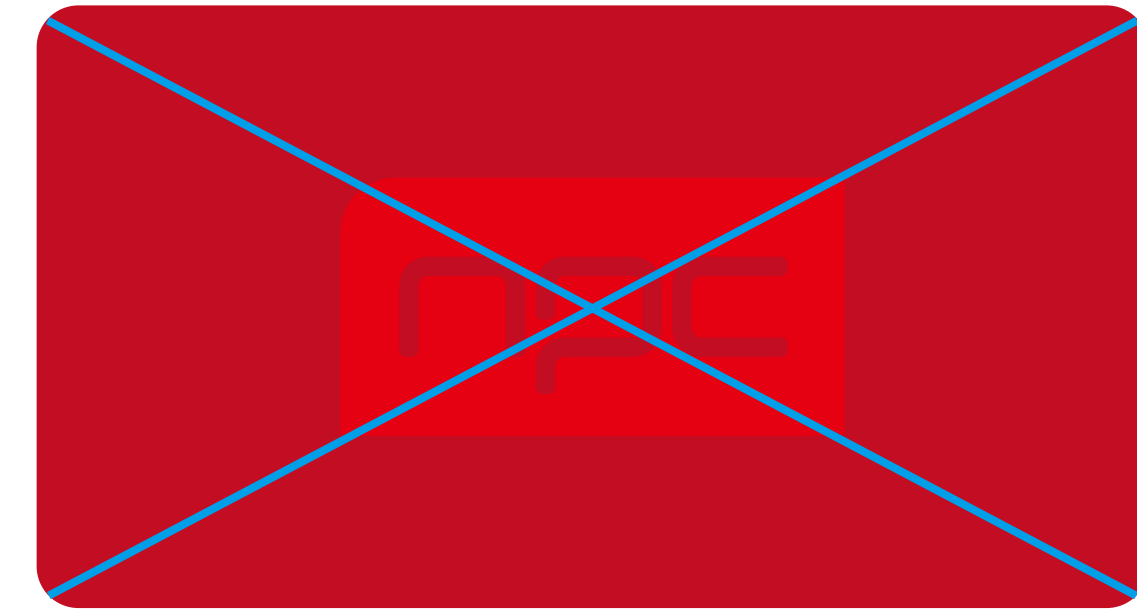
Forbidden Combination Modes of Standard Colors and Secondary Colors

为确保品牌视觉形象的清晰与专业，以下为标准色与辅助色的错误组合示例，请在所有品牌应用中严格避免。

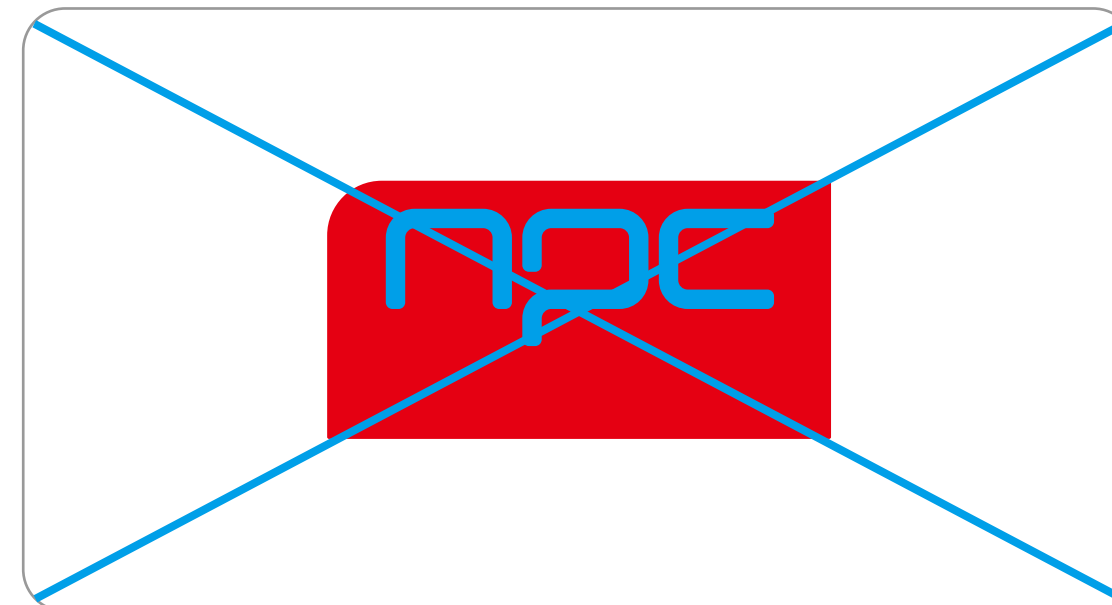
To ensure the clarity and professionalism of the brand visual identity, the following are incorrect combination examples of standard colors and secondary colors. These combinations must be strictly avoided in all brand applications.



不得擅自改变标志色彩
The logo color shall not be altered without authorization.



不得在深色背景中使用同色
Do not use the same color on dark backgrounds.



不得使用其他形式的色彩组合方式
No other forms of color combinations shall be used.



不得应用在同色系渐变色背景中
Do not apply it on monochromatic gradient backgrounds.

色彩搭配组合专用表

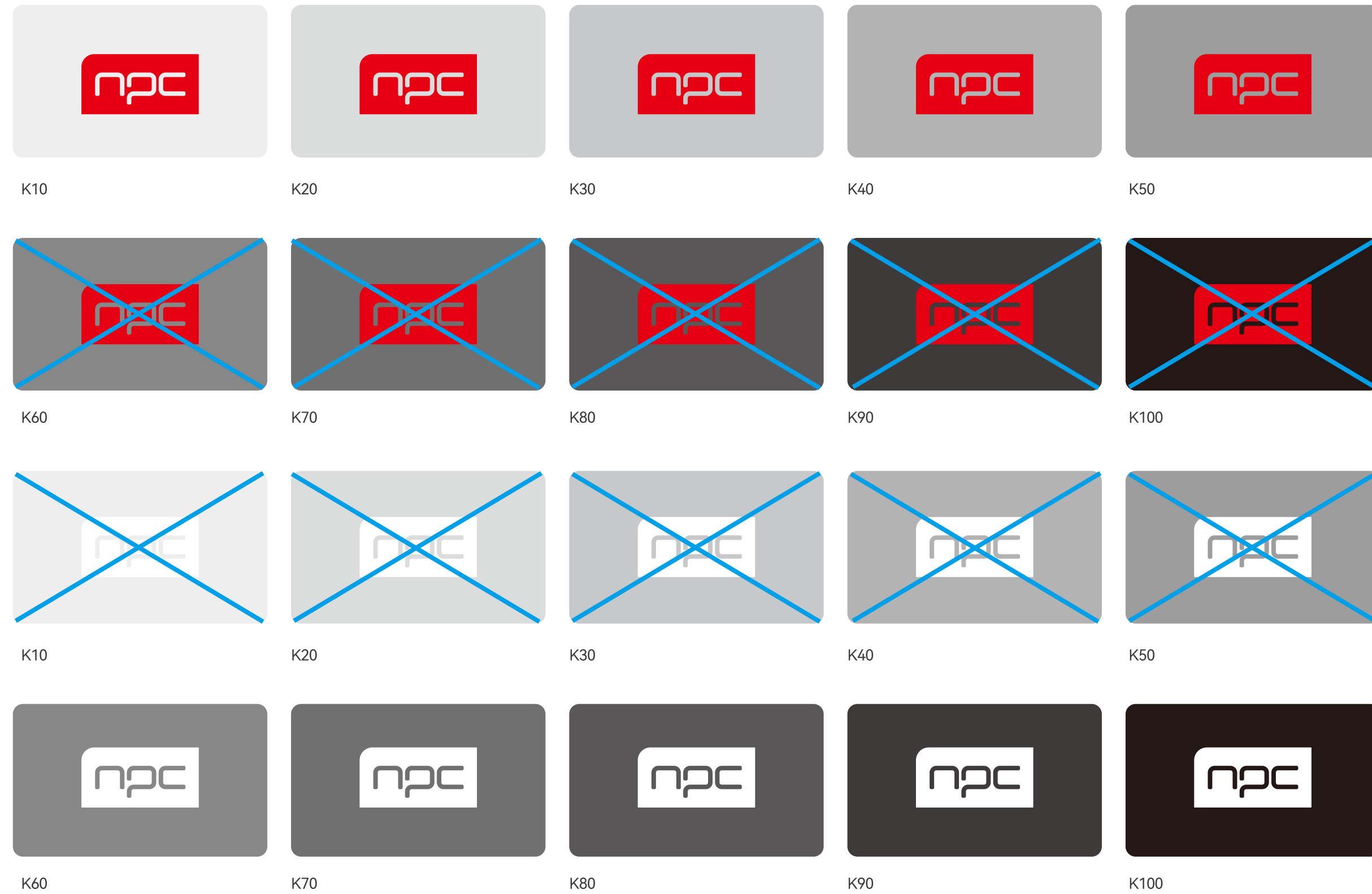
Dedicated Color Matching Table

色彩搭配组合专用表是为了保证品牌标志的完整性以及保持品牌统一性，遵循本规范中所述的使用与限制是很重要的。在使用品牌反白标志时，应尽量避免使用在如图所示的各种色彩明度范围之内。

在一般情况下使用品牌的标志，应尽量使用提供的电子文件，不建议使用标准制图绘制标志。尽量避免在重绘中出现误差。

The special table for color matching combinations is designed to ensure the integrity of the brand logo and maintain brand consistency. It is crucial to comply with the usage rules and restrictions specified in this specification. When using the brand's reverse logo, avoid applying it within the various color lightness ranges as shown in the figures below as much as possible.

In general, when using the brand logo, the provided electronic files shall be prioritized. It is not recommended to draw the logo using standard specifications. Errors during redrawing should be avoided as much as possible.



色彩搭配组合专用表

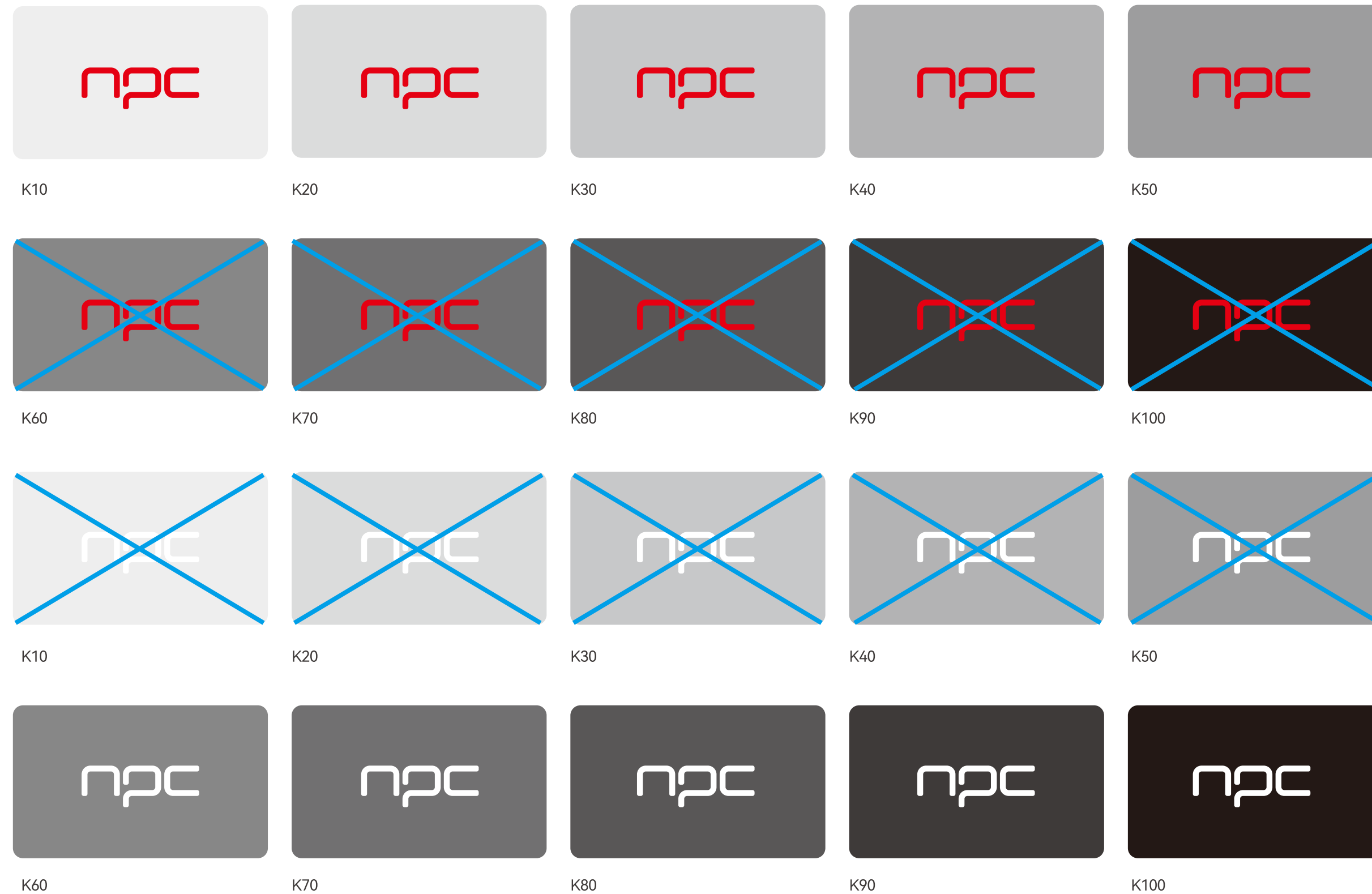
Dedicated Color Matching Table

色彩搭配组合专用表是为了保证品牌标志的完整性以及保持品牌统一性，遵循本规范中所述的使用与限制是很重要的。在使用品牌反白标志时，应尽量避免使用在如图所示的各种色彩明度范围之内。

在一般情况下使用品牌的标志，应尽量使用提供的电子文件，不建议使用标准制图绘制标志。尽量避免在重绘中出现误差。

The special table for color matching combinations is designed to ensure the integrity of the brand logo and maintain brand consistency. It is crucial to comply with the usage rules and restrictions specified in this specification. When using the brand's reverse logo, avoid applying it within the various color lightness ranges as shown in the figures below as much as possible.

In general, when using the brand logo, the provided electronic files shall be prioritized. It is not recommended to draw the logo using standard specifications. Errors during redrawing should be avoided as much as possible.



标准字是企业识别系统中的基本要素之一，由于文字本身具有可读性，说明性及可视性等特征，使其在企业识别系统中的应用十分广泛，为使标准字在应用中达到准确一致，应采用科学的标准制图。

在一般情况下使用品牌的标志，应尽量使用提供的电子文件，不建议使用标准制图绘制标志。尽量避免在重绘中出现误差。

The standard font is one of the basic elements in the Corporate Identity System (CIS). Thanks to its inherent characteristics such as readability, explanatory power, and visibility, it is widely used in the CIS. To ensure the accuracy and consistency of the standard font in applications, scientific standard drawing methods shall be adopted.

In general, when using the brand logo, the provided electronic files shall be prioritized. It is not recommended to draw the logo using standard specifications. Errors during redrawing should be avoided as much as possible.

大标题，主要信息专用字体
HarmonyOS Sans SC Black

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

小标题，副标专用字体
HarmonyOS Sans SC Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

正文，内页专用字体
HarmonyOS Sans SC Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

注释，标注专用字体
HarmonyOS Sans SC Light

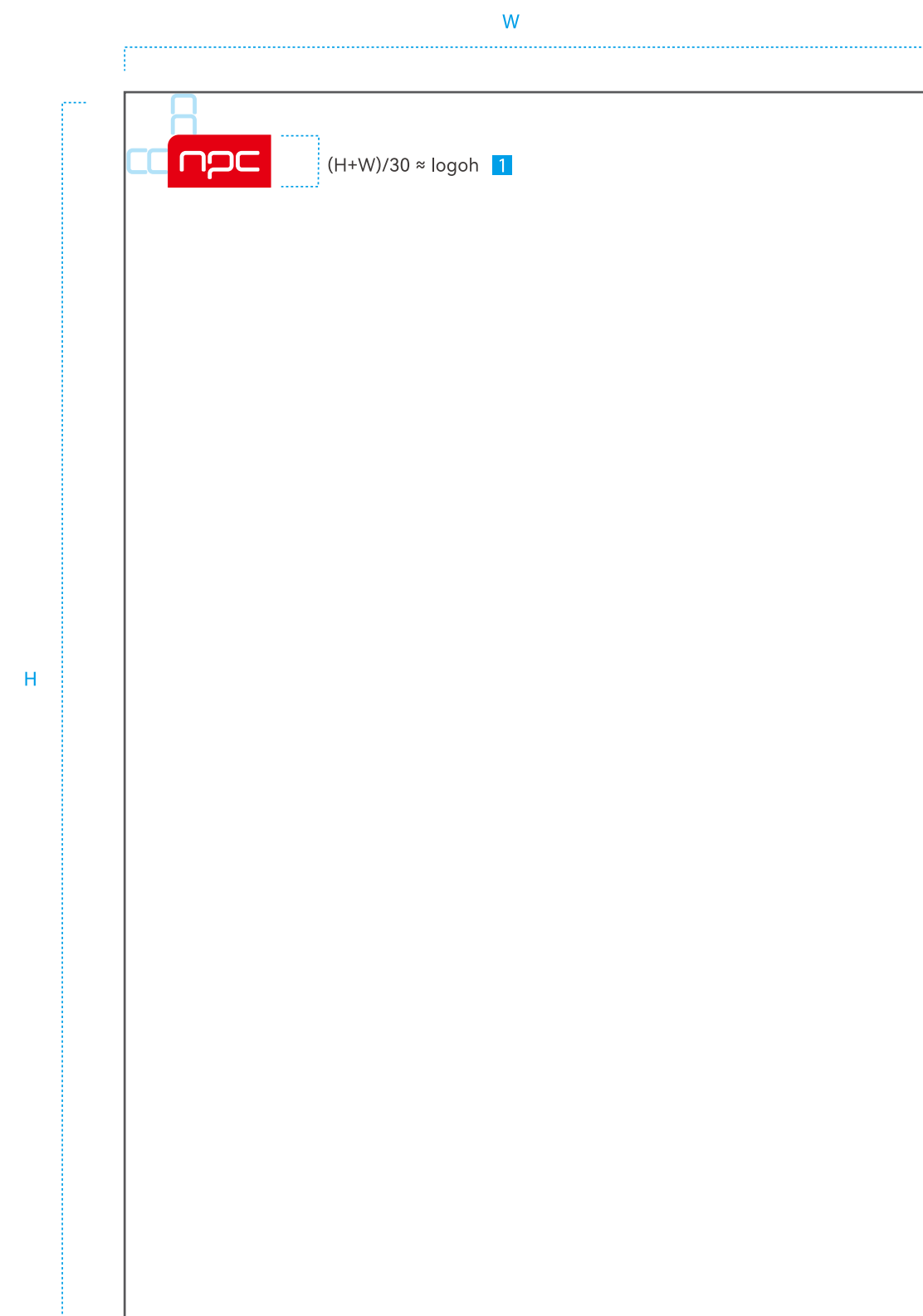
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

在品牌传播中，严格控制品牌标识在版面中的大小，有助于NPC在视觉传播中的统一性。品牌标识在版面中的大小控制方式以实际的版面尺寸的不同而定，常规情况下使用“不小于原则”，特殊情况如超竖、超长尺寸使用“不大于原则”。

在一般情况下使用品牌的标志，应尽量使用提供的电子文件，不建议使用标准制图绘制标志。尽量避免在重绘中出现误差。

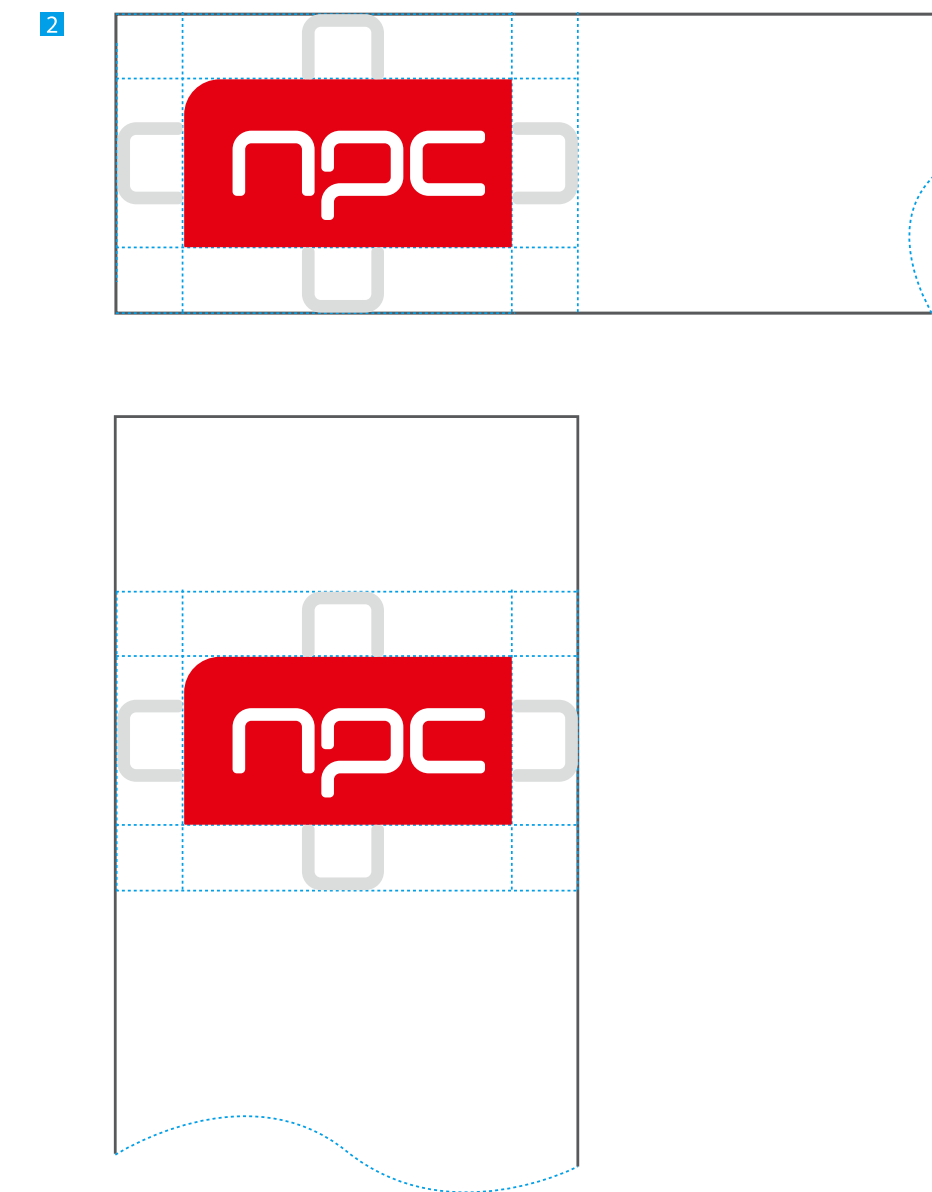
In brand communication, strictly controlling the size of the brand logo in layouts is conducive to maintaining the uniformity of the brand identity in visual communication. The method for controlling the brand logo's size in layouts varies according to the actual layout dimensions. Under normal circumstances, the "minimum size principle" shall be adopted; in special cases such as ultra-vertical or ultra-long dimensions, the "maximum size principle" shall apply.

In general, when using the brand logo, the provided electronic files shall be prioritized. It is not recommended to draw the logo using standard specifications. Errors during redrawing should be avoided as much as possible.



1 不小于原则:
设置变量“H”为版面高度，“W”为版面宽度，“logo h”为标识的高度，
作用于公式： $(H+W)/30 \approx \text{logo h}$

Minimum Size Principle:
Set the variable "H" as the layout height, "W" as the layout width, and
"logo h" as the logo height. Apply the formula: $(H + W) / 30 \approx \text{logo h}$



2 不大于原则:
当应用到及其特殊的超长或超宽版面尺寸，及无法进行测量的版面尺寸时，
标识的应用不大于标识的限制范围，及不破坏到限制区域。

Maximum Size Principle:
When applied to extremely special ultra-long or ultra-wide layout
dimensions, or layout dimensions that cannot be measured, the appli-
cation of the logo shall not exceed its restricted range and shall not
encroach on the restricted area.

应用尺寸计算公式

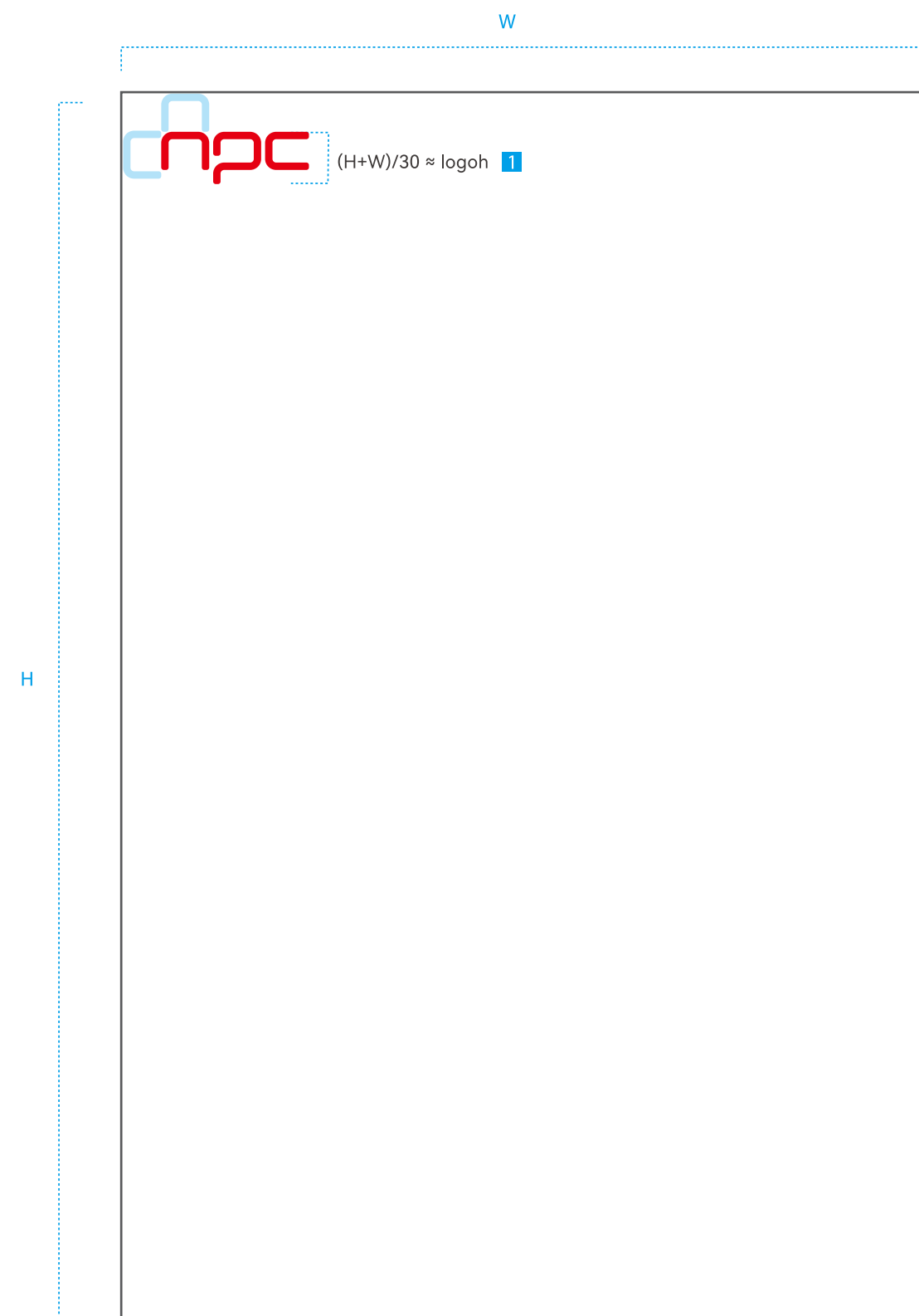
Application Size Calculation Formula

在品牌传播中，严格控制品牌标识在版面中的大小，有助于NPC在视觉传播中的统一性。品牌标识在版面中的大小控制方式以实际的版面尺寸的不同而定，常规情况下使用“不小于原则”，特殊情况如超竖、超长尺寸使用“不大于原则”。

在一般情况下使用品牌的标志，应尽量使用提供的电子文件，不建议使用标准制图绘制标志。尽量避免在重绘中出现误差。

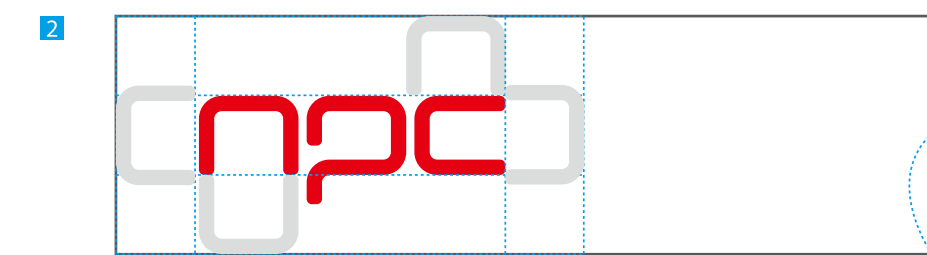
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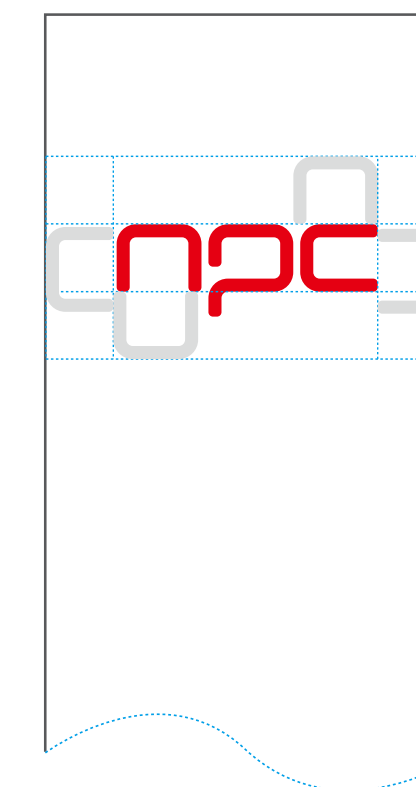


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为了方便操作人员在绝大多数情况下可以快速准确地使用品牌标识，本手册提供在印刷品等应用领域中的品牌标识恒定尺寸，在使用中可根据固定的版面尺寸直接提取或设置参数。

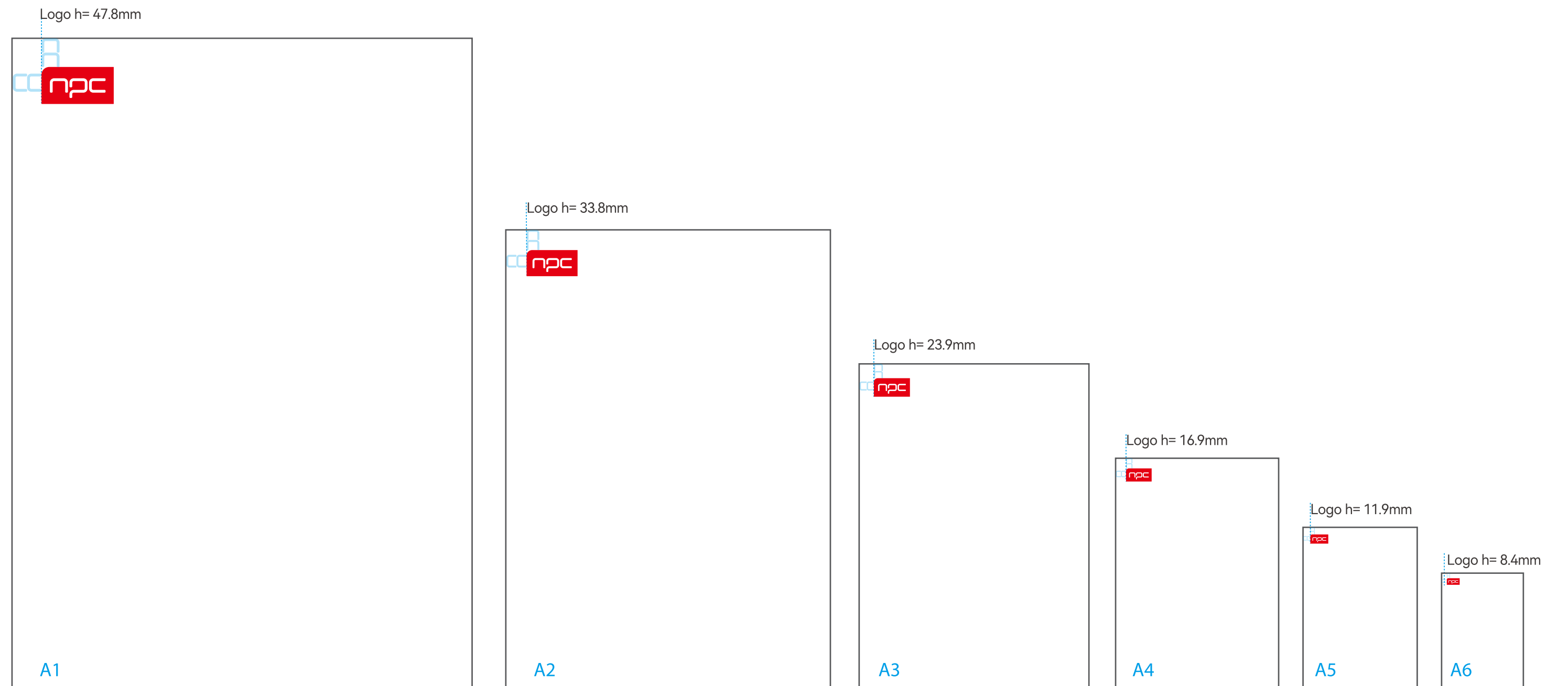
如遇特殊情况，可根据实际需要调整品牌标识的大小。

在一般情况下使用品牌的标志，应尽量使用提供的电子文件，不建议使用标准制图绘制标志。尽量避免在重绘中出现误差。

To facilitate operators in quickly and accurately using the brand logo in most cases, this manual provides the constant dimensions of the brand logo for application fields such as printed materials. In use, parameters can be directly extracted or set according to the fixed layout dimensions.

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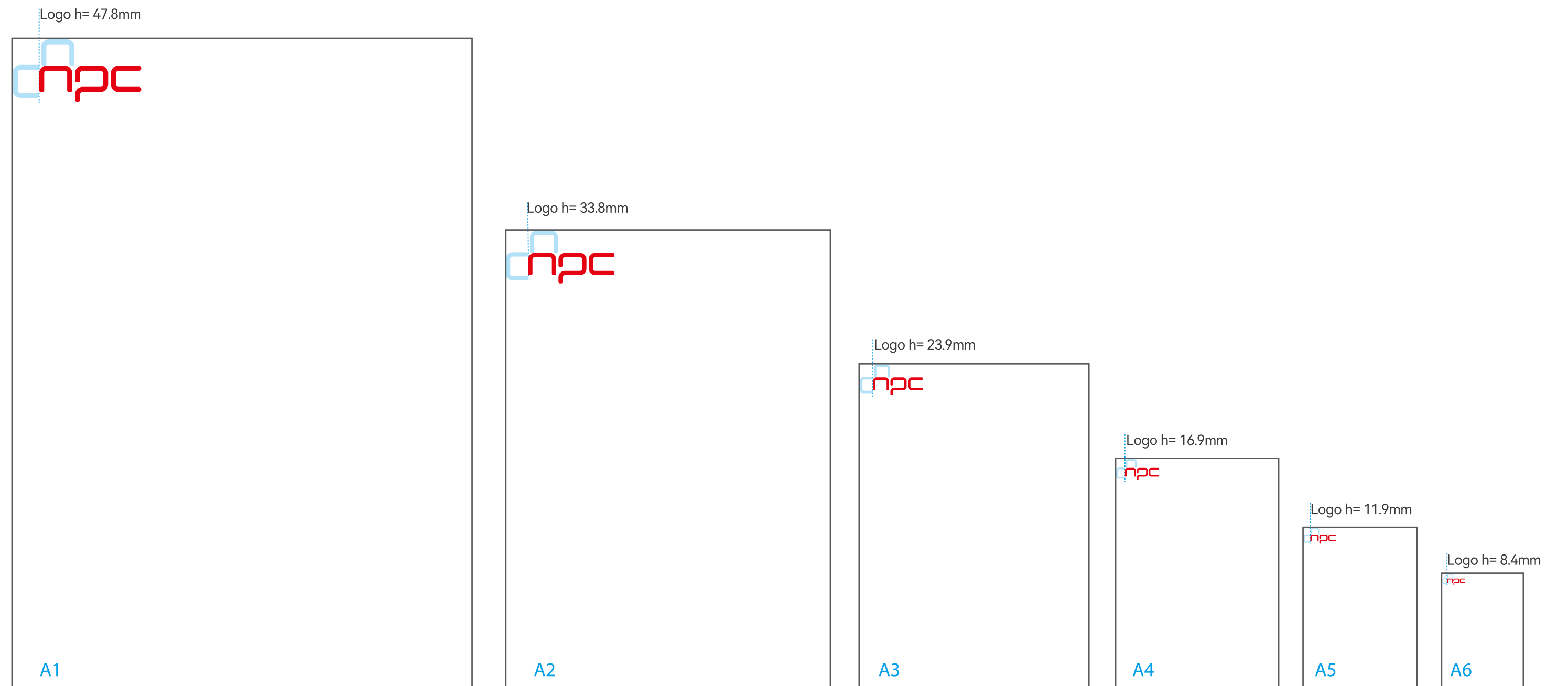
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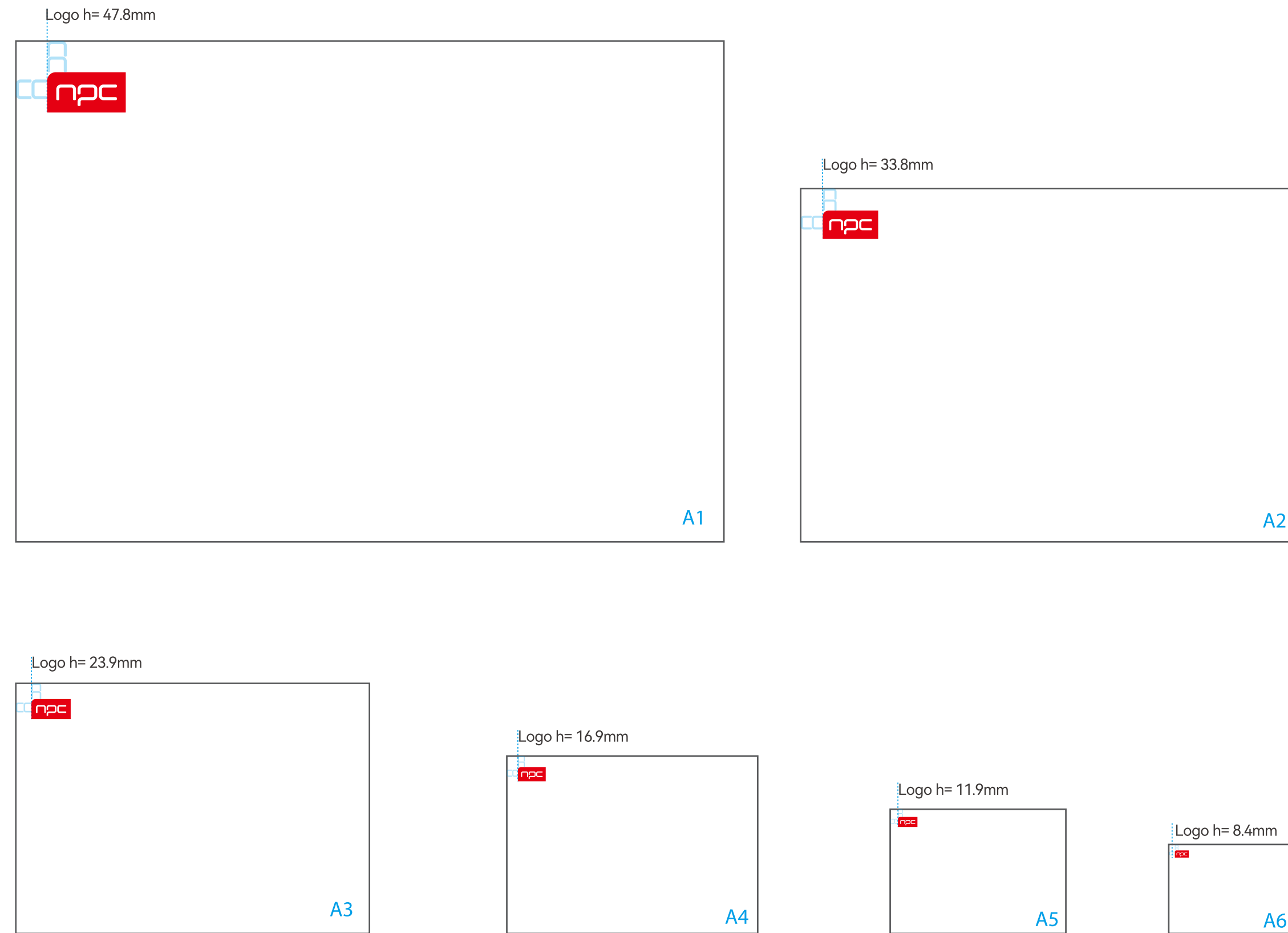
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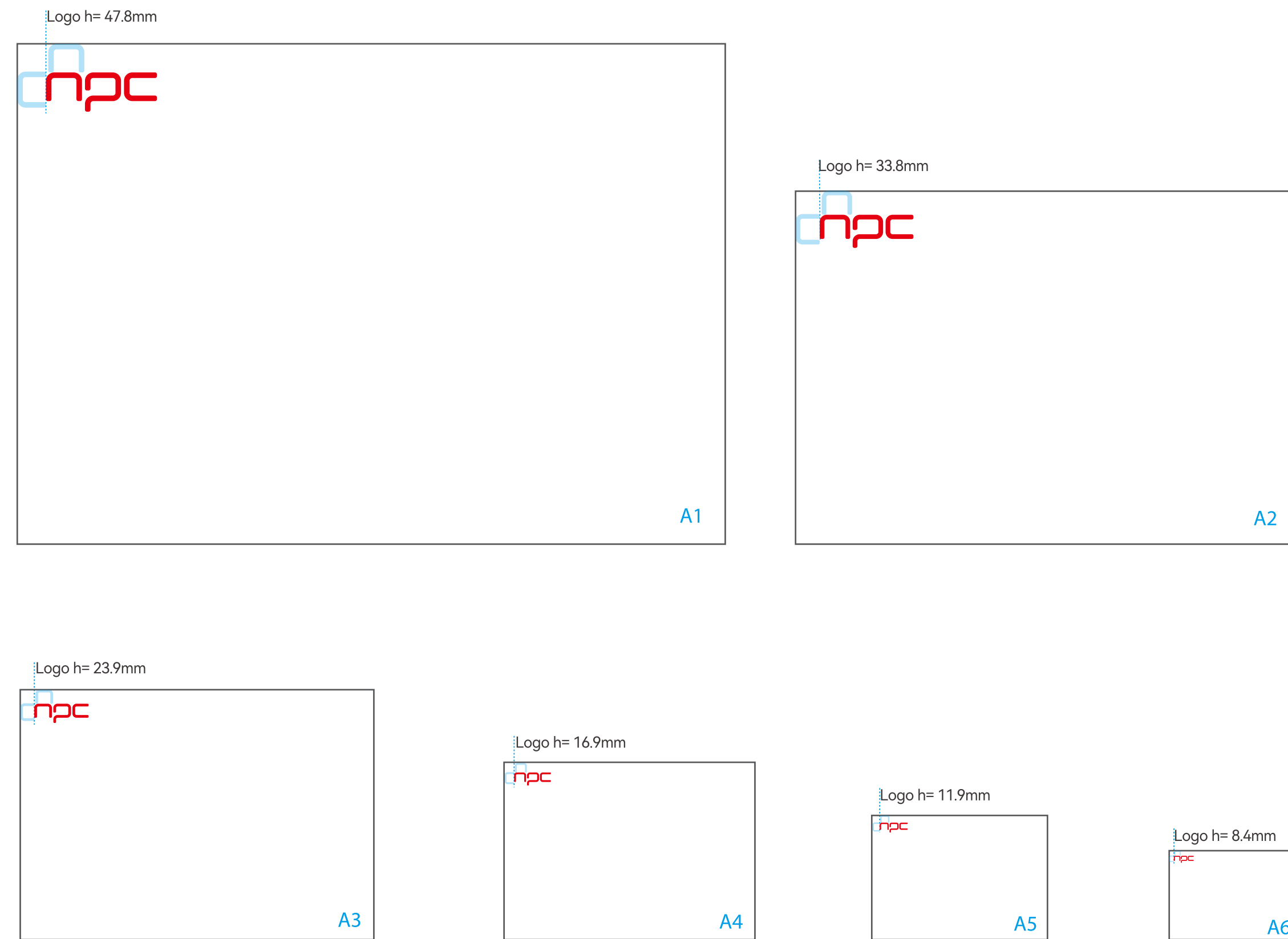
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在NPC的品牌传播中，NPC的品牌标识在版面中的应用位置有统一的设定，如右图所示。

建议：同类应用设计及联合标识的应统一在相同的版面位置。

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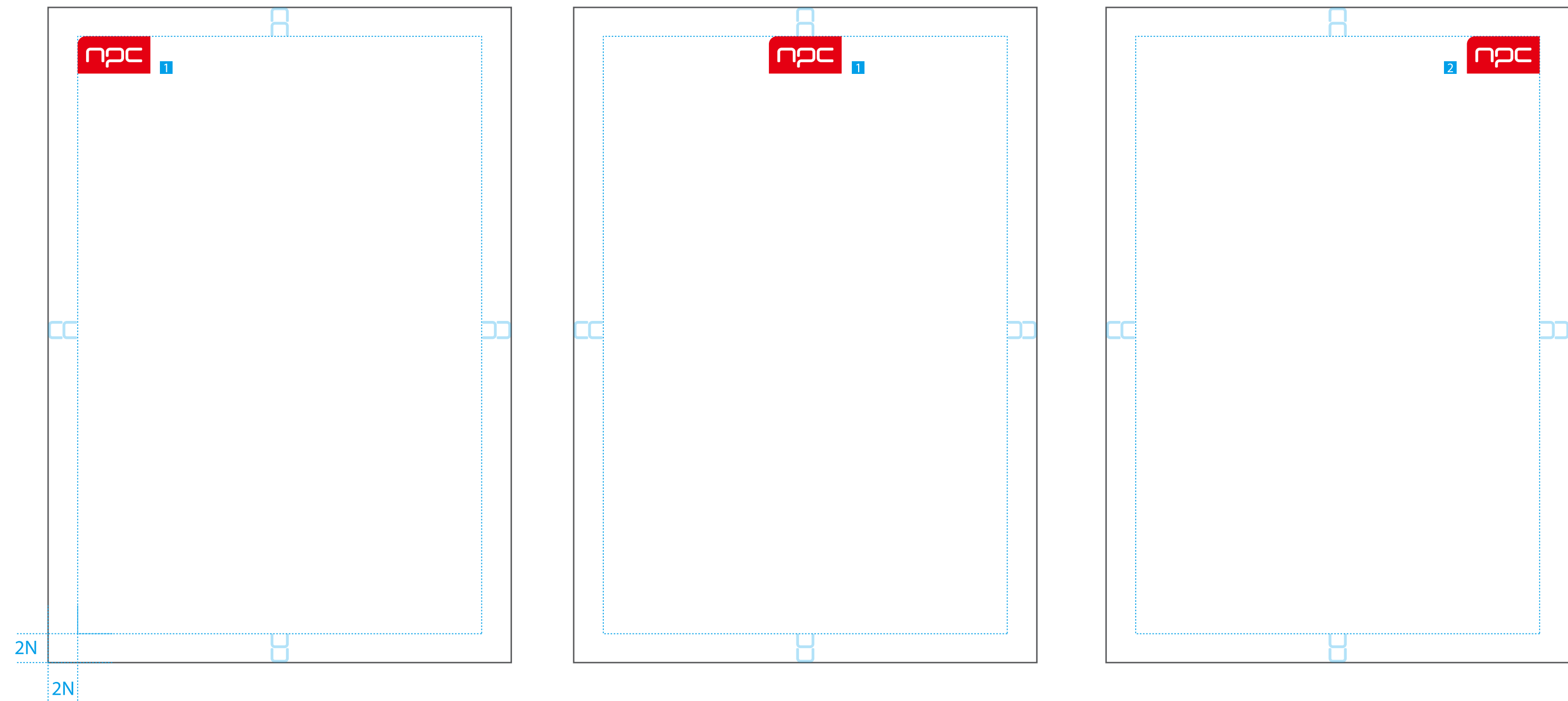
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In NPC's brand communication, the application position of NPC's brand logo in layouts has a unified setting, as shown in the figure on the right.

Recommendation: For designs of the same application type and joint logos, the same layout position shall be consistently adopted.

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1 常规品牌传播中标识的应用位置，例如：广告系统、办公系统等。

Application positions of the brand logo in regular brand communication, such as in the advertising system, office system, and other related systems.

2 特殊品牌传播中标识的应用位置，例如：发布会、导视系统等。

Application positions of the brand logo in special brand communication, such as at press conferences, in wayfinding systems, and other related scenarios.

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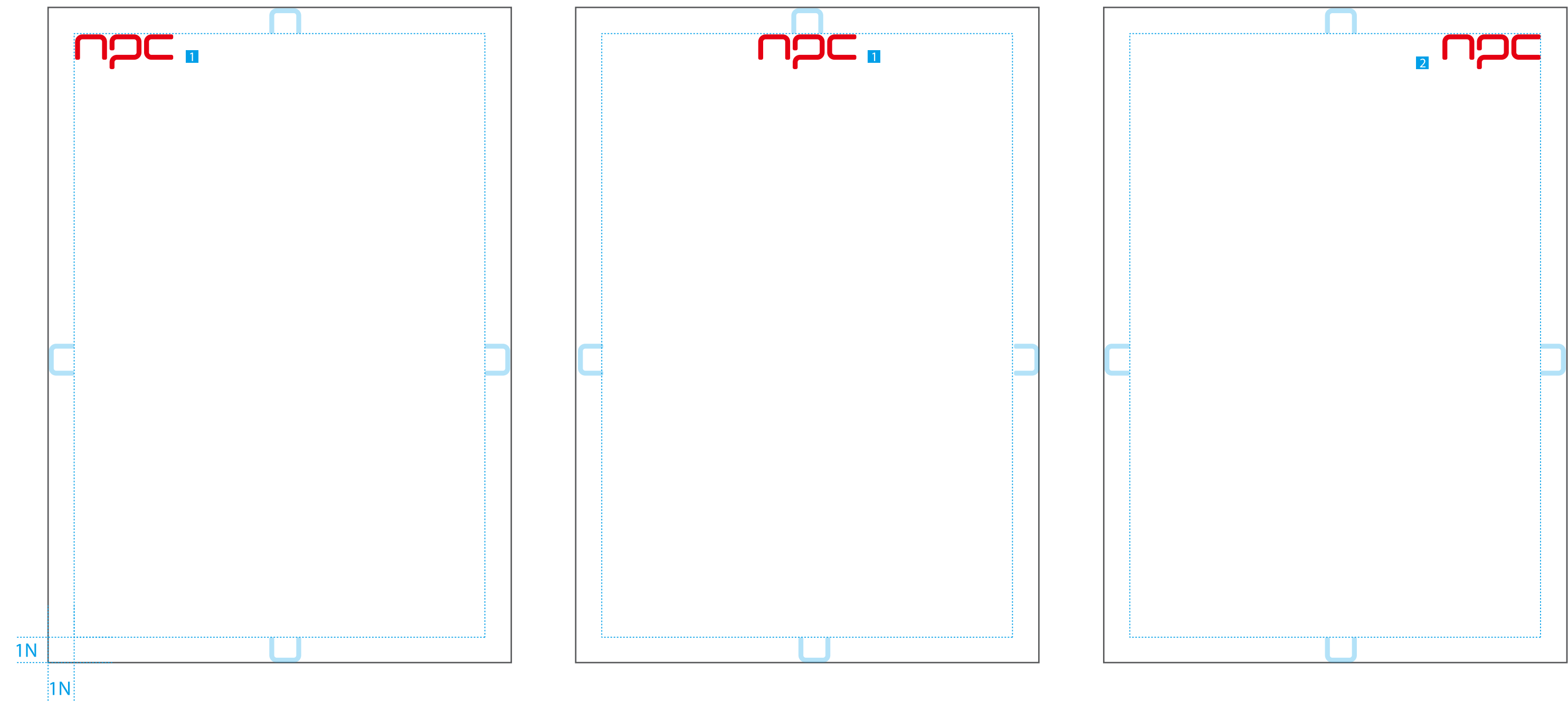
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产品标志颜色

Color Values for the Product Logo

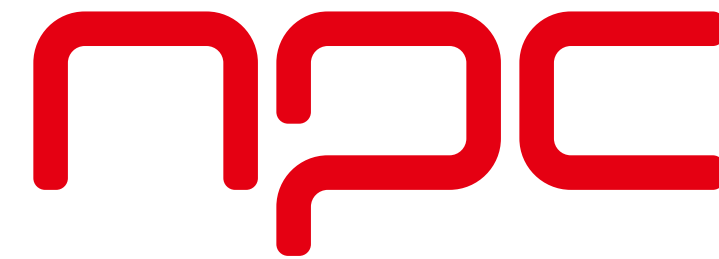
用于产品上的品牌标志，仅使用NPC文字，不添加红色背景图形。标志颜色可选择公司红、单色黑和金属色质感三种。

在一般情况下使用品牌的标志，应尽量使用提供的电子文件，不建议使用标准制图绘制标志。尽量避免在重绘中出现误差。

For the brand logo applied on products, only the text "NPC" shall be used, with no red background graphic added. Three color options are available for the logo, namely the company's signature red, solid black and metallic texture.

In general, when using the brand logo, the provided electronic files shall be prioritized. It is not recommended to draw the logo using standard specifications. Errors during redrawing should be avoided as much as possible.

纯字母LOGO
Letter-only Logo



标志墨稿
Monochrome Logo



金属质感标志
Metallic Texture Logo



用于产品上的品牌标志，仅使用NPC文字，不添加红色背景图形。标志颜色可选择公司红、单色黑和金属质感三种。

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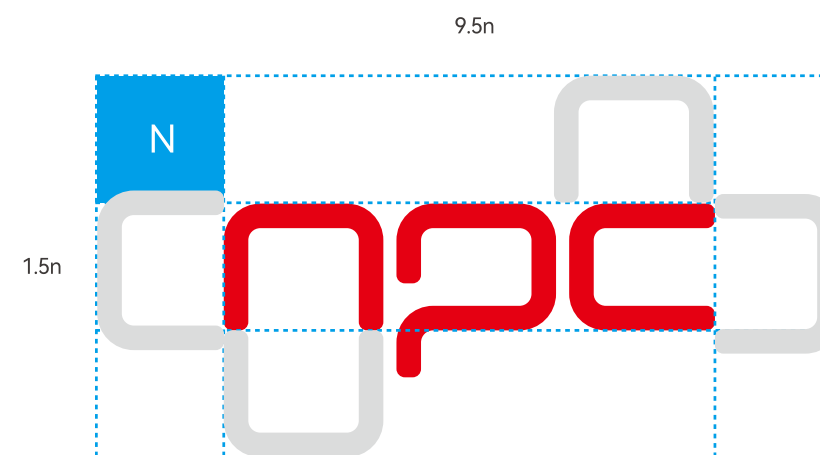
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安全空间

我们在标志组合四周设置一个区域为“不可侵入区域”应用时请避免其他设计元素进入本区域，并确保标志到画面边缘之间的距离不小于该区域，以确保标志组合的清晰识别。

Safety Space

A "No-Invasion Zone" shall be set around the logo combination. During application, other design elements must be avoided from entering this zone, and the distance from the logo to the edge of the layout shall not be less than the width of this zone to ensure the clear recognition of the logo combination.



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.

最小尺寸

印刷制作应用

LOGO 宽度不得小于30 毫米

Minimum Size

Application in Printing and Production

The width of the logo shall not be less than 30 millimeters.



产品示意
Product Illustration

用于产品上的品牌标志，仅使用NPC文字，不添加红色背景图形。标志颜色可选择公司红、单色黑和金属色质感三种。

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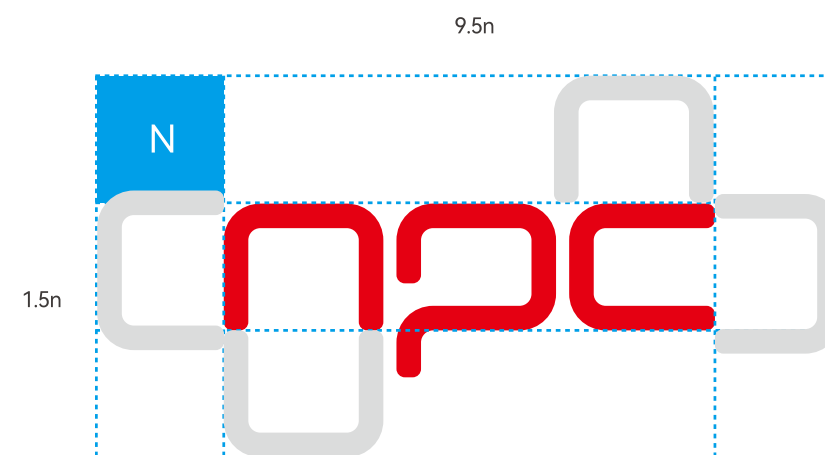
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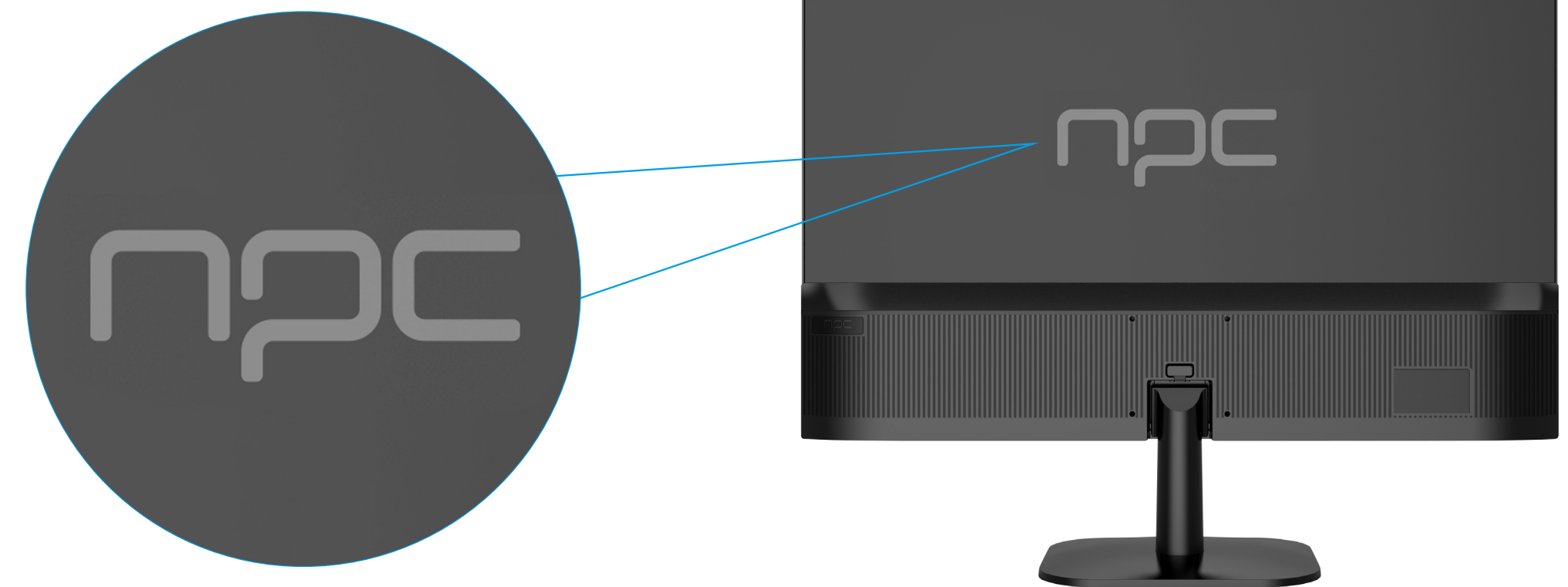
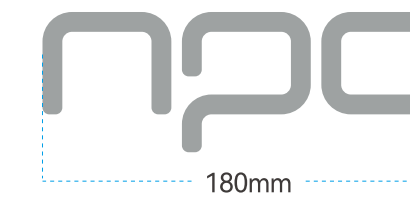
印刷制作应用

LOGO 宽度不得小于180 毫米

Minimum Size

Application in Printing and Production

The width of the logo shall not be less than 180 millimeters.



产品示意
Product Illustration

门头在版面中的位置

在NPC的品牌传播中，NPC的品牌标识在版面中的应用位置有统一的设定，如右图所示。

建议：同类应用设计及联合标识的应统一在相同的版面位置。

如遇特殊情况，可根据实际需要调整品牌标识的大小。

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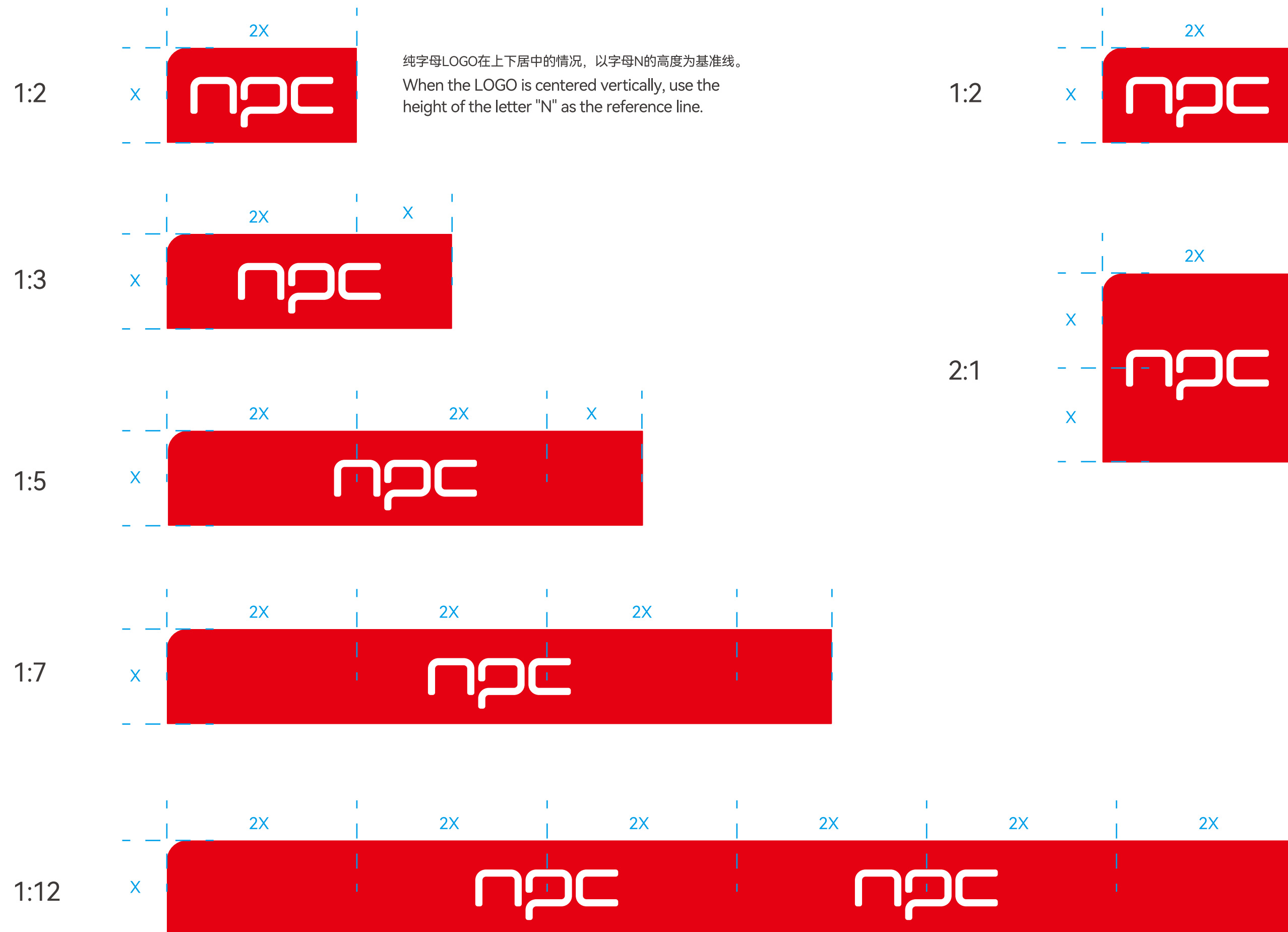
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Recommendation: Designs for the same type of application and joint logos shall adopt a consistent layout position.

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Position of the Storefront Sign in the Layout



注：再通常情况下，NPC标识的位置请以上为准。
但在特殊情况下，例如门面招牌受到周边环境遮挡，店面入口偏向旁边等情况下，应考虑实际情况，以视觉醒目不遮挡为核心，并结合形象美观度，对标识进行重新定位。

Note: Under normal circumstances, the position of the NPC logo shall follow the above specifications.
However, under special circumstances—such as storefront signs being blocked by the surrounding environment or store entrances being offset to the side—actual conditions shall be considered.
The logo shall be repositioned with the core principles of visual prominence and no obstruction, while taking into account the aesthetic appearance.

门头在版面中的位置

Position of the Storefront Sign in the Layout

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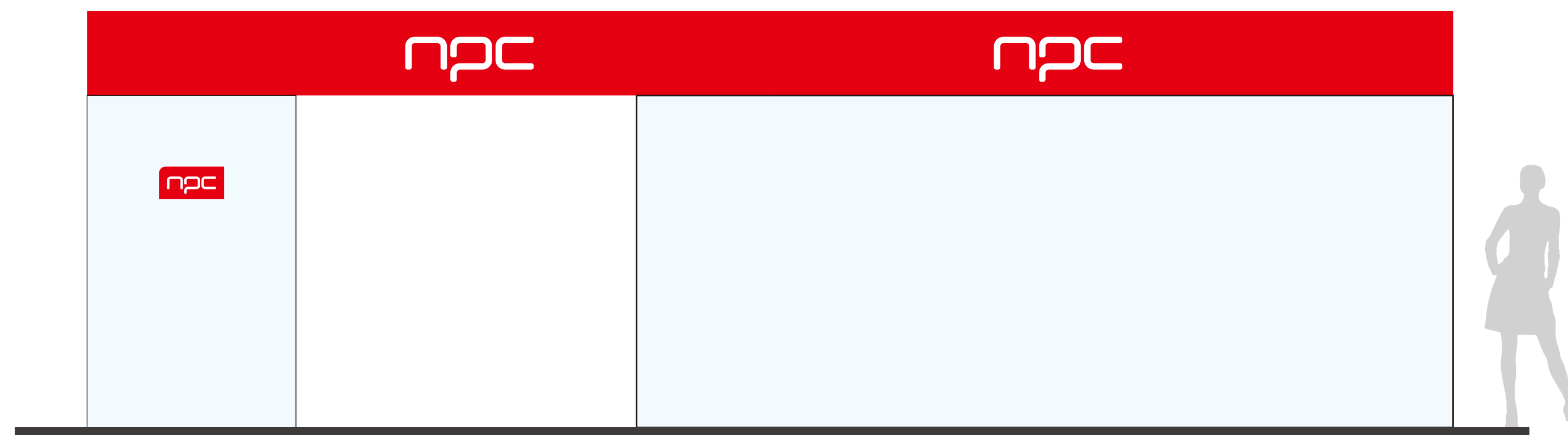
In general, when using the brand logo, the provided electronic files shall be prioritized. It is not recommended to draw the logo using standard specifications. Errors during redrawing should be avoided as much as possible.

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



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.



名片设计及使用规范

Business Card Design and Usage Specifications

名片是企业对内、对外交换信息的最重要的工具之一，它同时也代表了企业的精神风貌，展现了企业的形象。制作时，为了更好地统一企业的视觉形象，必须严格按照以下规定执行。

制作工艺

材质：320g英国雪白纸或其他特种纸（参考）

规格：90mm×54mm

工艺：专色或四色印刷/蓝色线条过UV

色彩：按规定标准色、辅助色应用

Business cards are one of the most important tools for enterprises to exchange information internally and externally. They also represent the spiritual outlook of the enterprise and show its image. During production, in order to better unify the visual image of the enterprise, the following regulations must be strictly implemented.

Production Process

Material: 320g British Snow White Paper or other special papers (for reference)

Specification: 90mm × 54mm

Craftsmanship: Spot color or four-color printing / Blue lines with UV coating

Color: Apply in accordance with the specified standard colors and auxiliary colors



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工作证设计 (含挂绳)

Employee ID Card Design (Including Lanyard)

工牌是企业对内、对外服务形象展示与识别的集中体现之一，同时它又承载了大量的个人信息，具有一定的功能性。制作时，为了更好的统一企业的视觉形象，必须严格按照以下规定执行。

制作工艺

外套：市场采购

证件规格：54mm×85mm

证件材质：PVC

工艺：专色或四色印刷

色彩：按规定标准色、辅助色应用

Employee ID cards are one of the concentrated reflections of an enterprise's service image display and identification both internally and externally. Meanwhile, they carry a large amount of personal information and have certain functionality. During production, to better unify the enterprise's visual image, the following regulations must be strictly implemented.

Production Process

Outer Cover: Purchased from the market

ID Card Specification: 54mm × 85mm

ID Card Material: PVC

Craftsmanship: Spot color or four-color printing

Color: Applied in accordance with the specified standard colors and auxiliary colors



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Employee ID Card Design (Including Lanyard)

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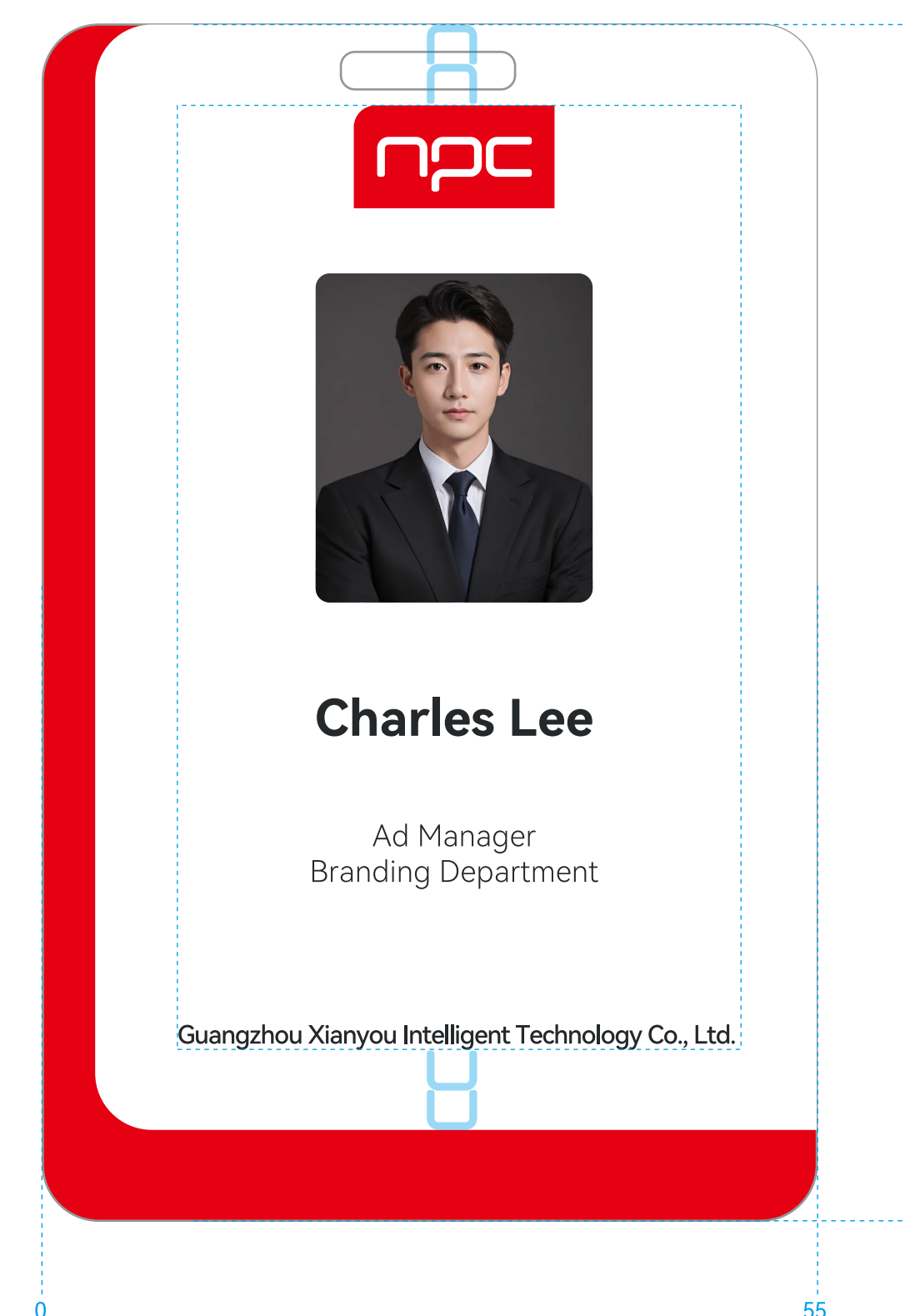
Outer Cover: Purchased from the market

ID Card Specification: 54mm × 85mm

ID Card Material: PVC

Craftsmanship: Spot color or four-color printing

Color: Applied in accordance with the specified standard colors and auxiliary colors



产品信息牌是企业对内、对外交换信息的最重要的工具之一,它同时也代表了企业的精神风貌,展现了企业的形象。制作时,为了更好地统一企业的视觉形象,必须严格按照以下规定执行。

在一般情况下使用品牌的标志,应尽量使用提供的电子文件,不建议使用标准制图绘制标志。尽量避免在重绘中出现误差。

Product information boards are one of the most important tools for enterprises to exchange information internally and externally. They also represent the spiritual outlook of the enterprise and show its image. During production, to better unify the enterprise's visual image, the following regulations must be strictly implemented.

In general, when using the brand logo, the provided electronic files should be used as far as possible. It is not recommended to draw the logo using standard drawings. Efforts should be made to avoid errors in redrawing.

显示器规格书
Monitor Specifications

屏参数		其他特性		输入信号	
面板尺寸	SG2701G03-1	支持自由同步	YES	HDMI输入	x2
面板类型	27	游戏+	/	VGA输入	/
面板制造商	TFT-LCD	曲率	/	DP端口	x1
面板技术	CSOT(华星光电)	HDR功能	YES	耳机输出	x1
背光类型	IPS	滤蓝光模式	YES	USB	/
视角	ELED	灯效	YES	内置扬声器	4Ω3W x2
最大分辨率	178°(H)/178°(V)	壁挂	75*75	内置摄像头/麦克风	/
宽高比(H:V)	2560-1440	电源		附件	
刷新率	16:9	电源方式	External power supply	HDMI信号线	x1
亮度	100Hz	交流输入	100-240V.50/60Hz	DP信号线	/
对比度	250 cd/m ² +20	直流输入	12V-4V	AC电源线	x1
颜色数量	1300:1 (Typ)	电力消耗	<48W	说明书	x1
色域	16.7M (8-bit)	待机模式	<0.5W	合格证	x1
响应时间(Typ)	100% sRGB	关机模式	0.16W	电源适配器	x1

MQ2733-K8

显示器规格书
Monitor Specifications

Panel Spec		Other Features		Output interface	
Panel size	SG2701G03-1	Support Free-Sync (G-Sync)	YES	HDMI input	x2
Panel type	27	Game plus	/	VGA input	/
Panel manufacturer	TFT-LCD	curvature	/	Display port input	x1
Panel technology	CSOT(华星光电)	HDR function	YES	Headphone Output	x1
Backlight type	IPS	Reduce BLU-RAY Mode	YES	USB	/
View angle	ELED		YES	Built -in speaker	4Ω3W x2
Max. Resolution	178°(H)/178°(V)	VESA	75*75	Accessory	
Aspect Ratio (H:V)	2560-1440	Power		HDMI signal line	x1
Refresh rate(Hz)	16:9	Power supply mode	External power supply	DP signal line	/
Brightness	100Hz	AC input	100-240V.50/60Hz	Power line	x1
Contrast Ratio	250 cd/m ² +20	DC input	12V-4V	Manual	x1
Color quantity	1300:1 (Typ)	Power Consumption	<48W	Qualified Certificate	x1
Color gamut	16.7M (8-bit)	Stand by Mode	<0.5W	power adapter	x1
Response time (Typ)	100% sRGB	Off Mode	0.16W		

MQ2733-K8

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品牌宣传灯箱规范（横版）

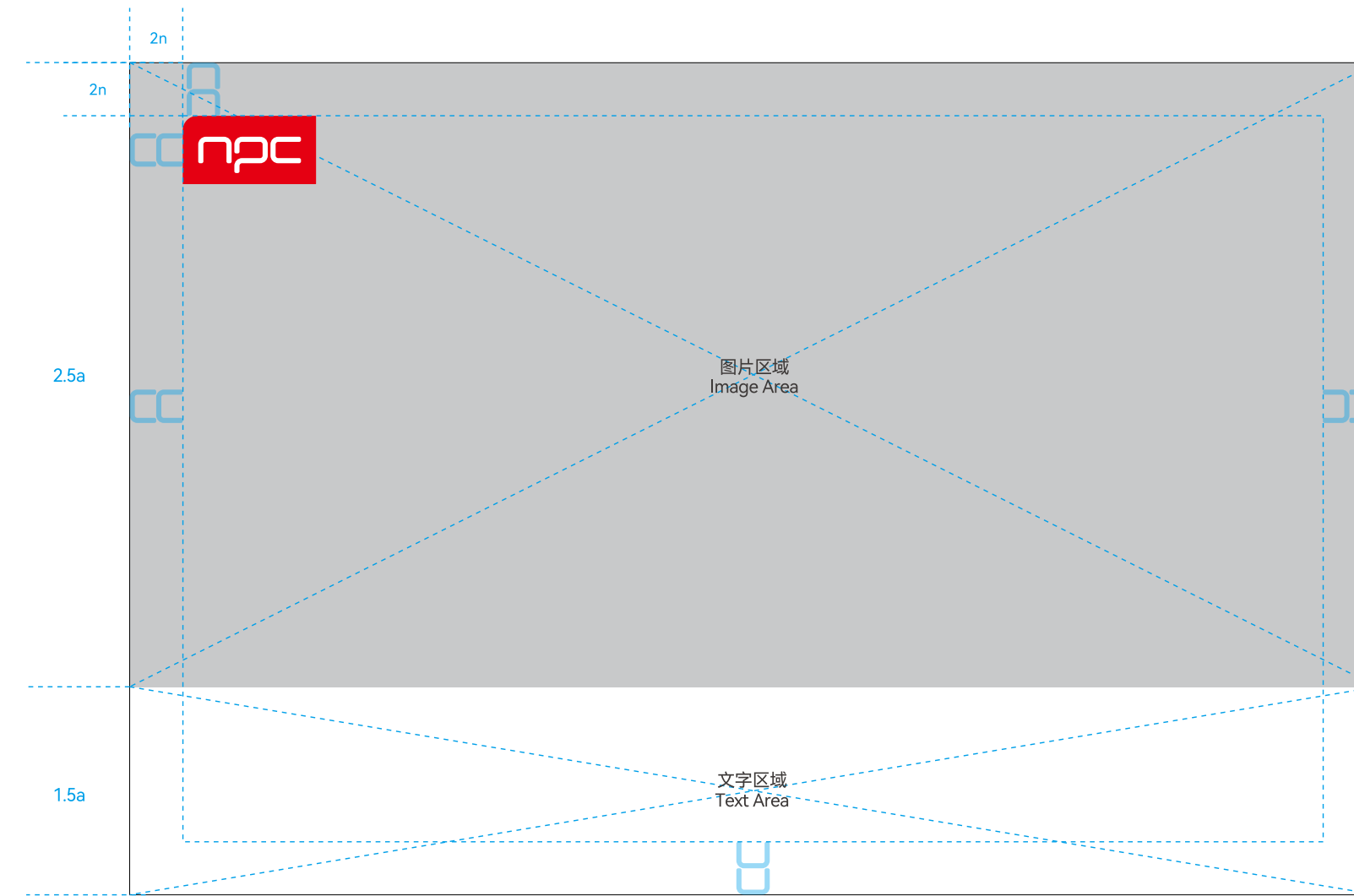
Brand Promotion Lightbox Specifications (Landscape Version)

标志的位置取决于实际设计考虑的样式。为了丰富视觉效果、统一视觉形象标志在与辅助图形组合的版式页面中应优先遵循在顶部左侧的原则。

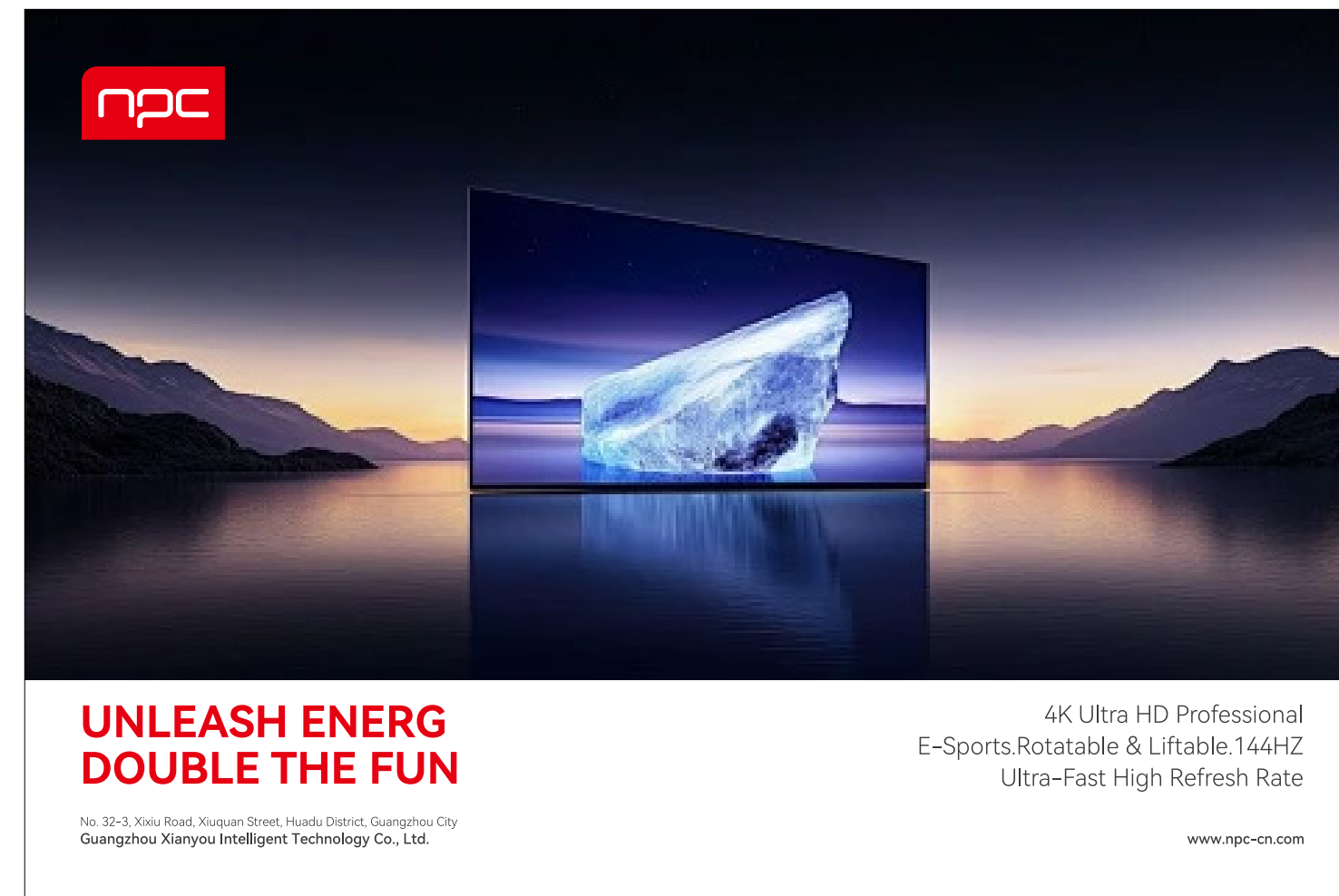
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The position of the logo depends on the style considered in the actual design. To enrich the visual effect and unify the visual image, the logo should prioritize following the top-left principle when combined with auxiliary graphics in layout pages.

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1:1.5 图片占大幅度版面,搭配精简的企业信息
The image occupies a large proportion of the layout, matched with concise corporate information.



1:1.5 示例1 Example 1

品牌宣传灯箱规范（横版）

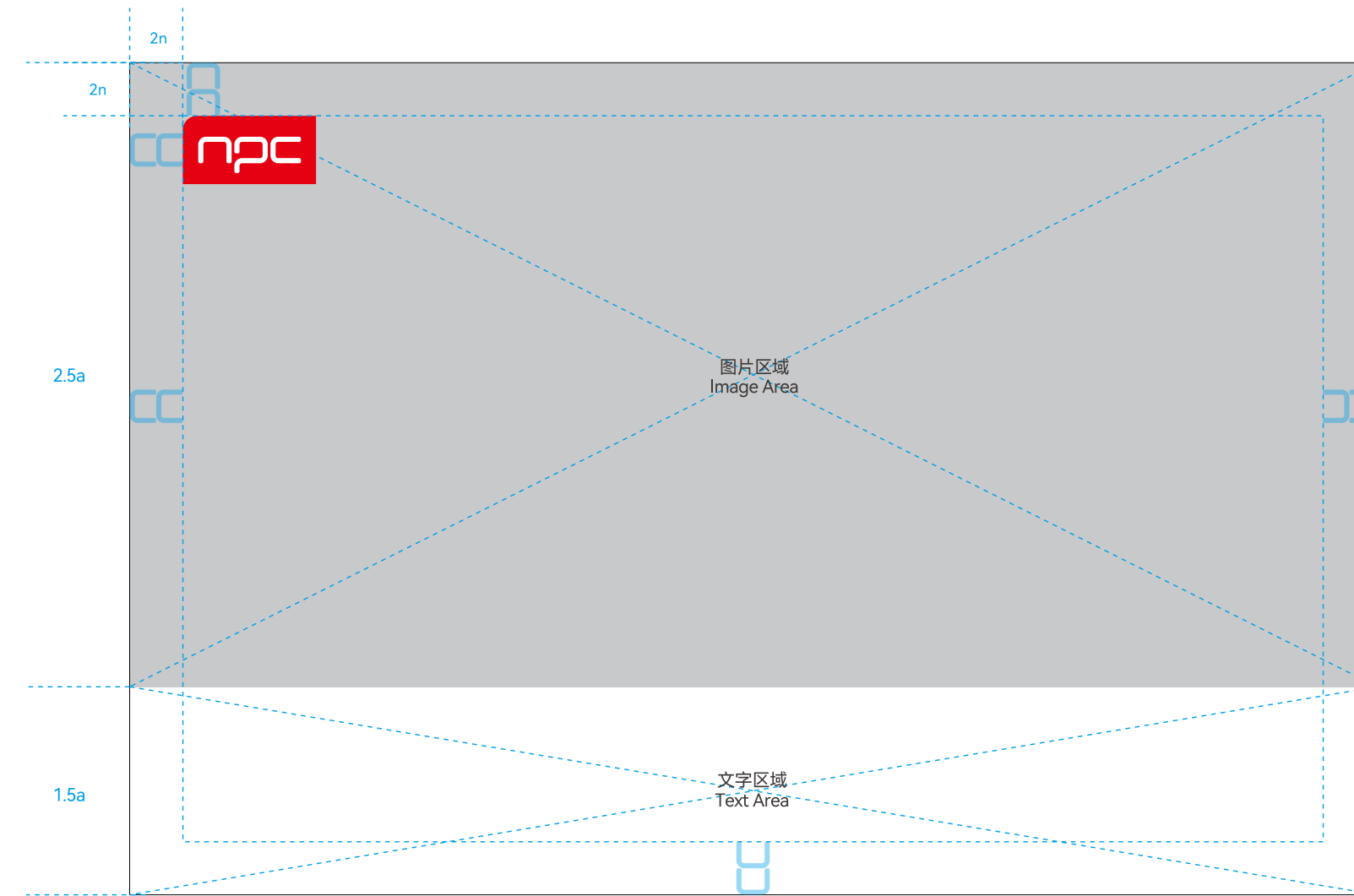
Brand Promotion Lightbox Specifications (Landscape Version)

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品牌宣传灯箱规范（竖版）

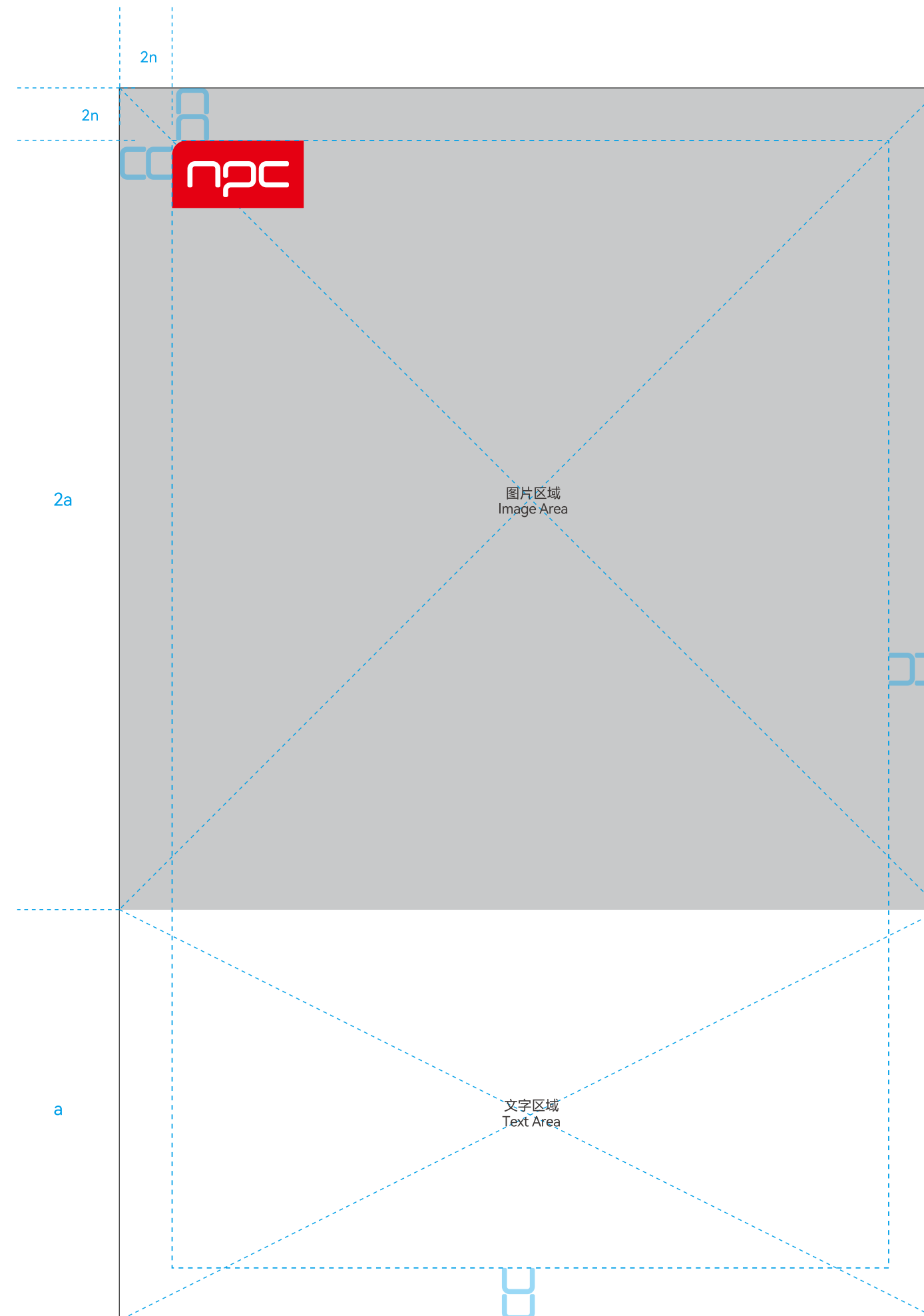
Brand Promotion Lightbox Specifications (Portrait Version)

标志的位置取决于实际设计考虑的样式。为了丰富视觉效果、统一视觉形象标志在与辅助图形组合的版式页面中应优先遵循在顶部左侧的原则。

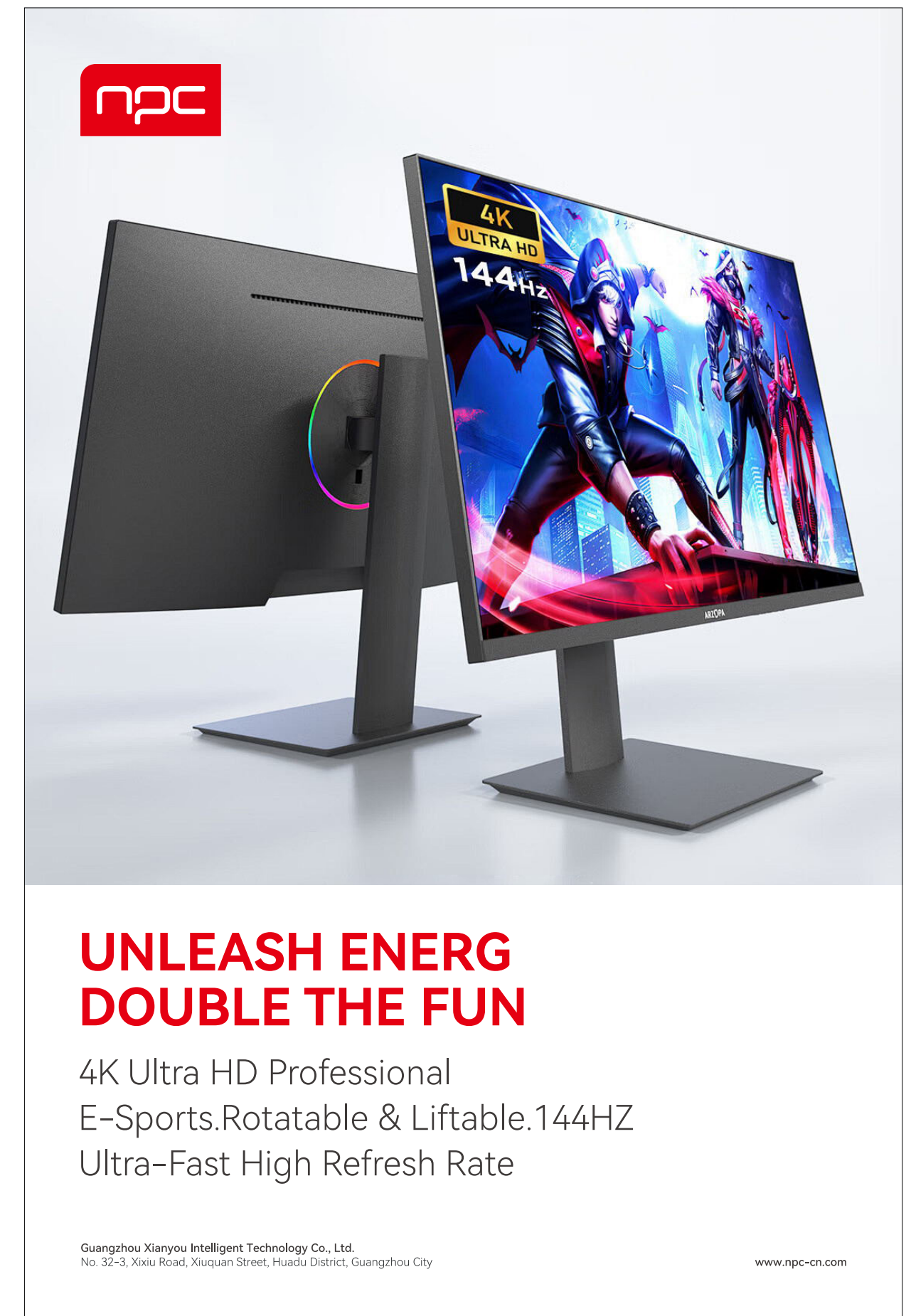
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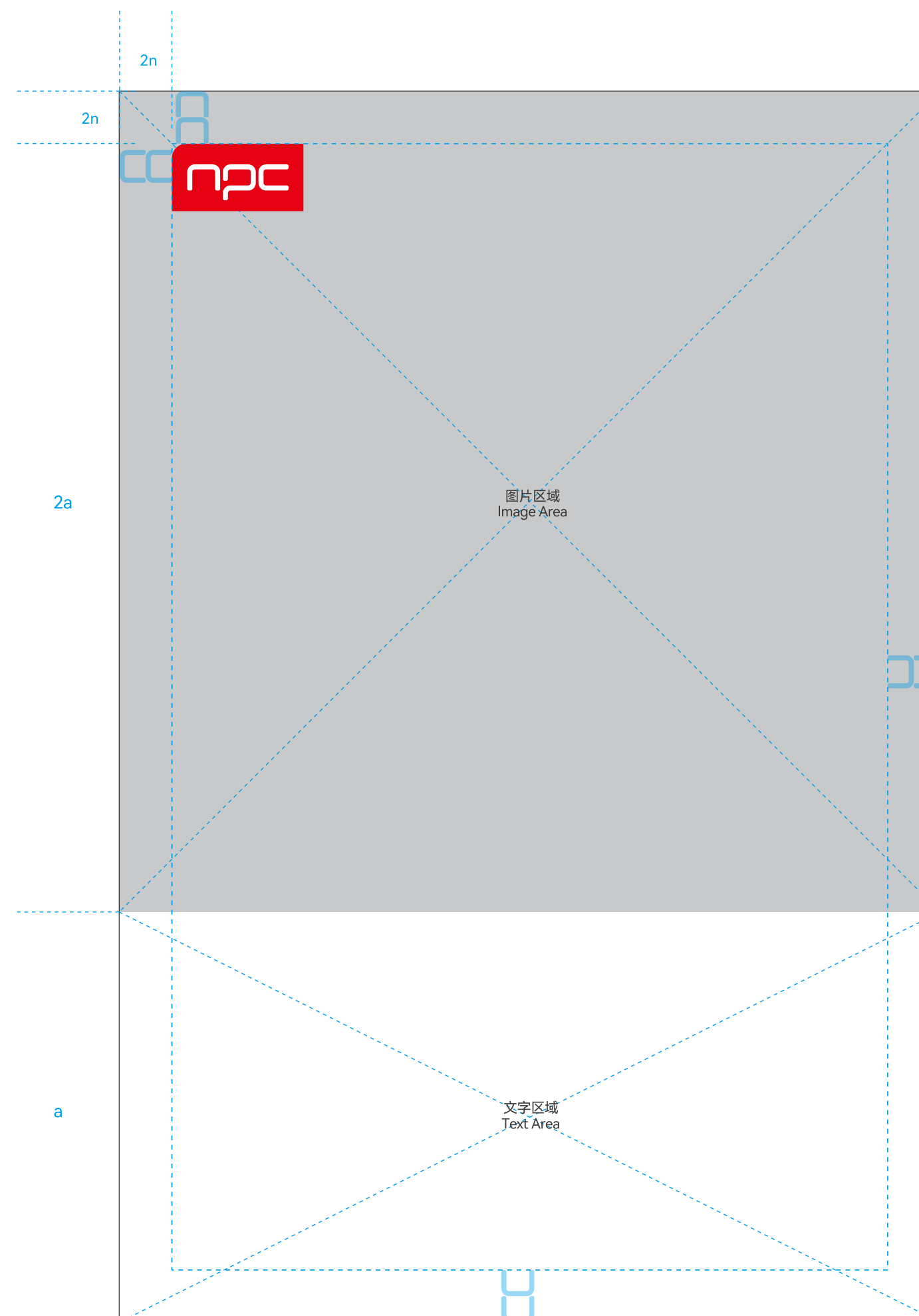
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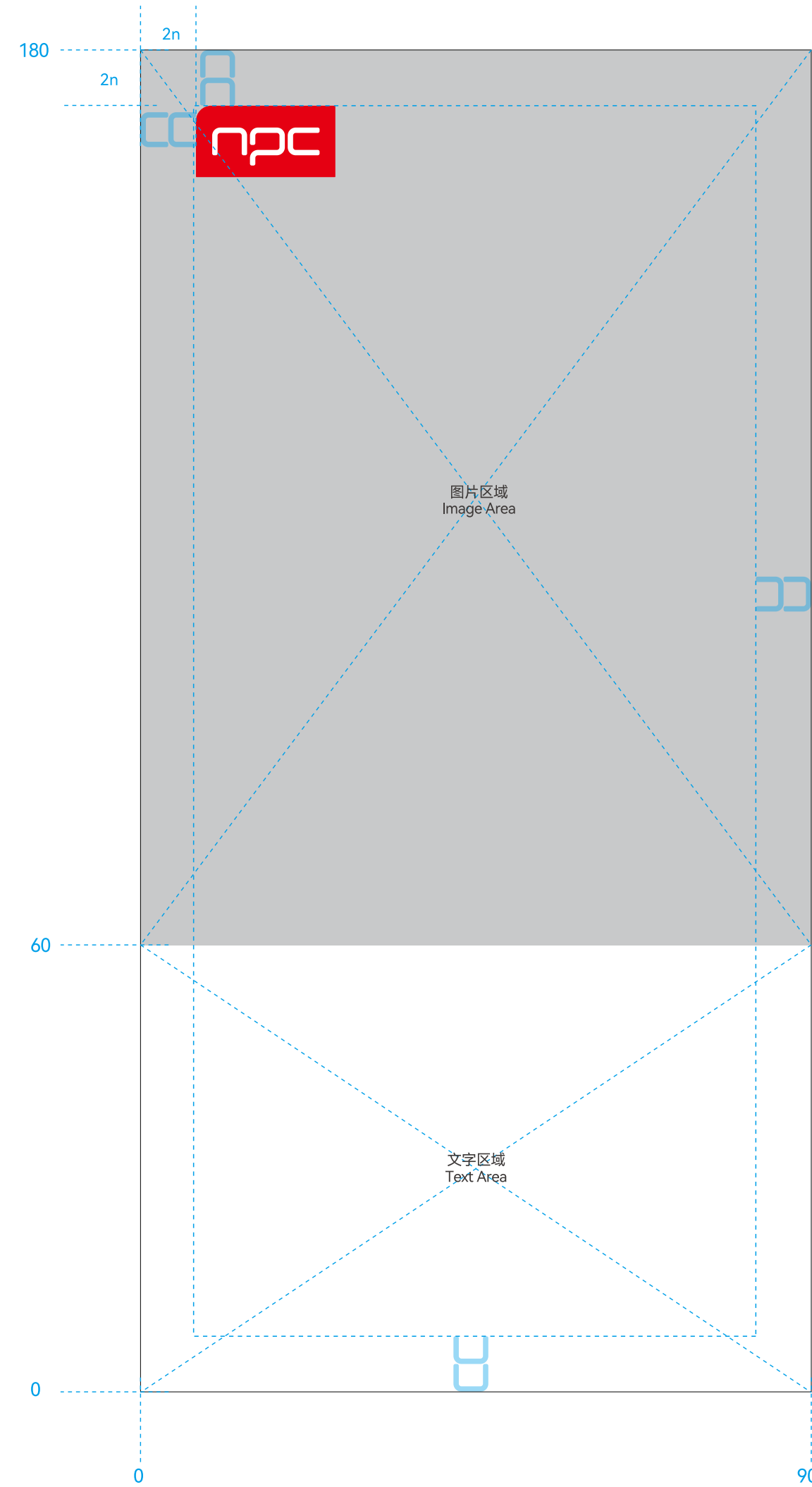
立式POP广告规范

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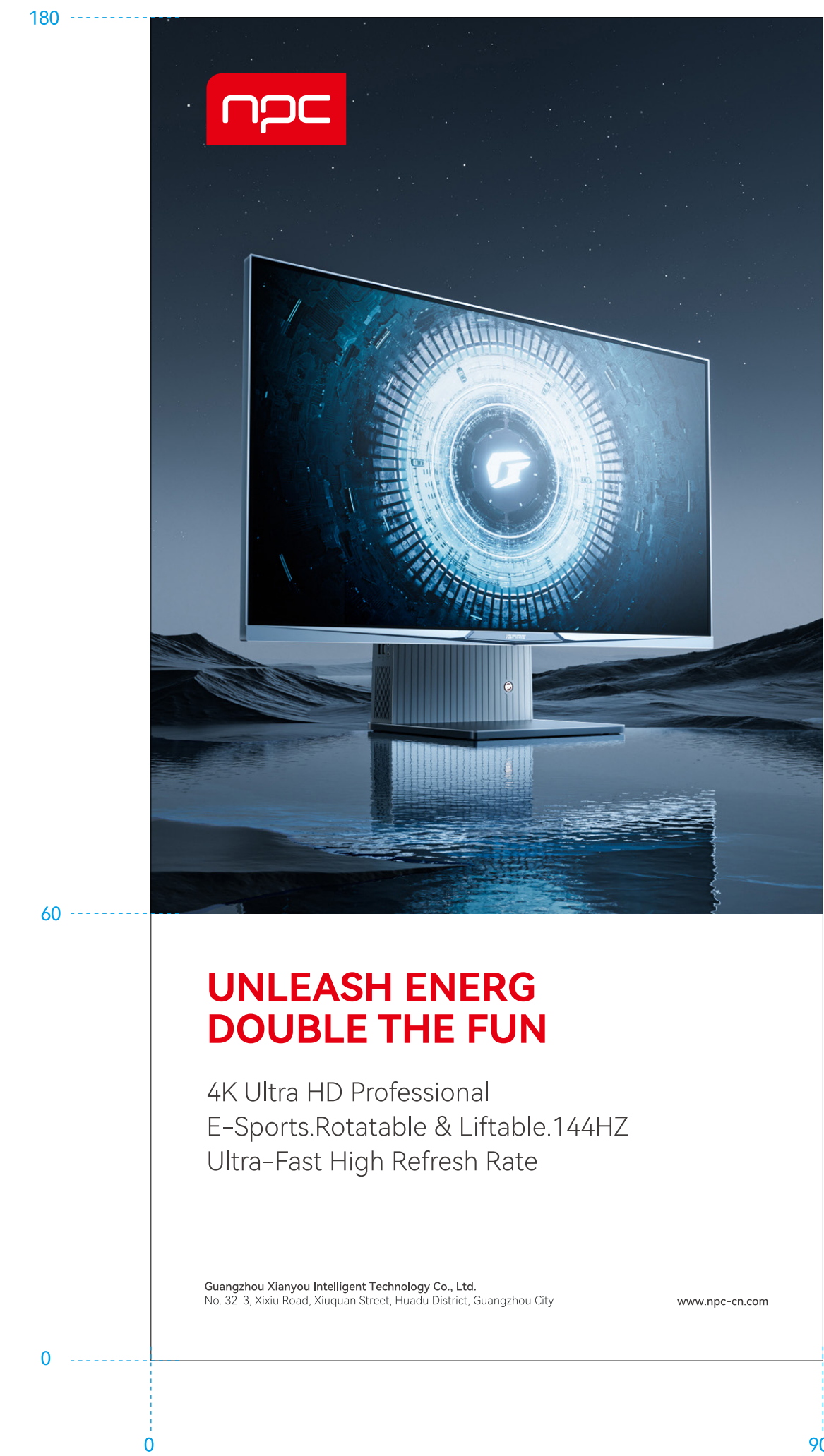
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Point-of-Purchase Standee Advertising Specifications



示例1 Example 1

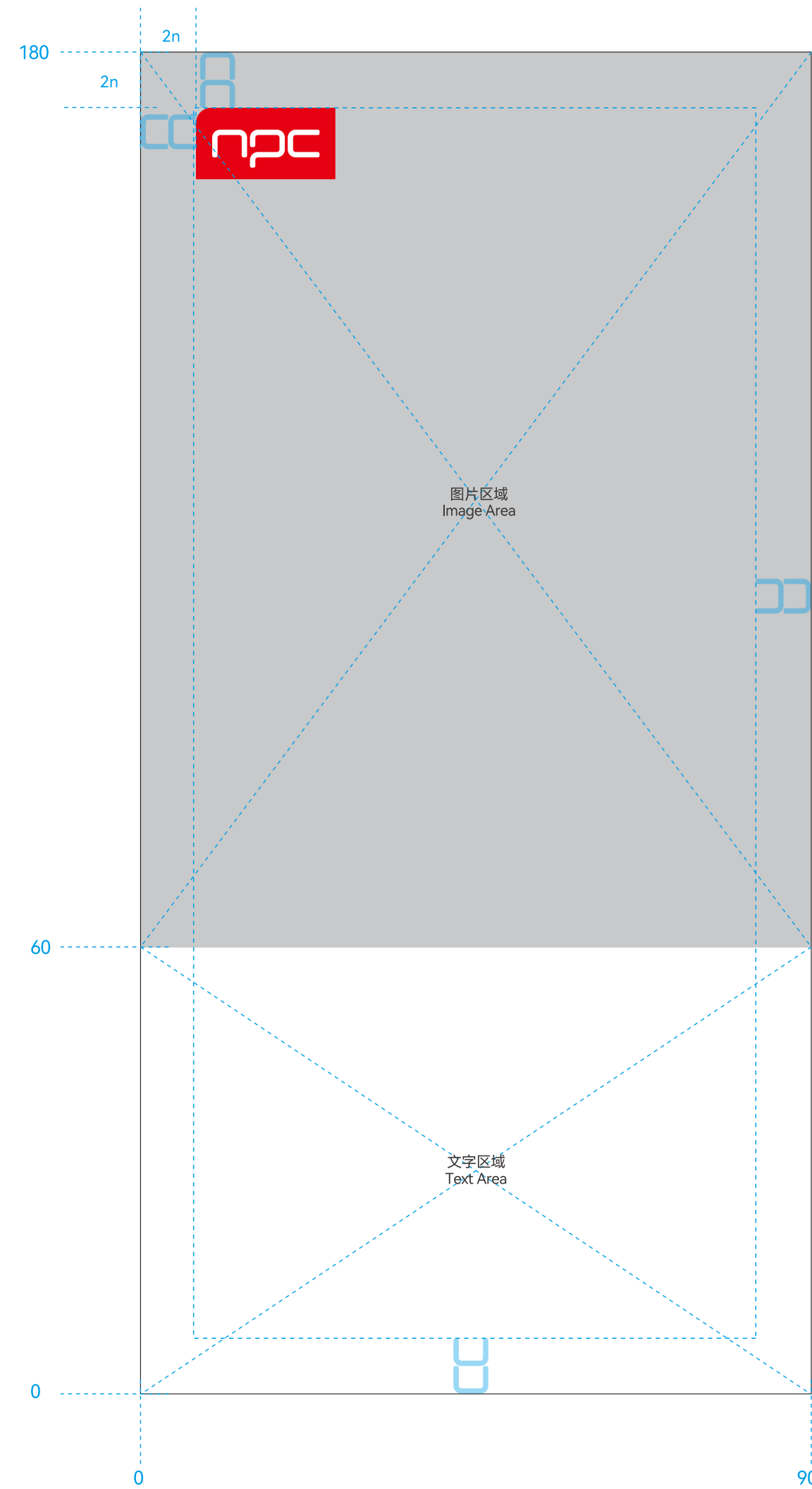
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