

NAVIGATOR INTERNATIONAL GROUP  
VISION SYSTEM



# NIG VISION SYSTEM

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领航集团 品牌视觉系统

# 序

领航集团成立以来，凭借独特的创新精神和强大的企业实力，多元发展，成为中柬经济交流的中坚力量。2018年变革时代下，领航集团也适时推出全新的品牌形象标志，彰显不断攀升的市场地位，和日益提升的全球影响力，以及集团日益多元化的业务发展。

创造全新的、统一的企业形象，最为有效的方式之一就是整合企业视觉识别系统(VIS)，使用一致的设计理念，创造明确界定的、崭新的企业形象。统一的视觉形象是企业创造良好企业品牌的基础，科学、规范、高效使用视觉形象识别系统（VI），有利于提高公司VI对外的辨识性和竞争性。

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Since the founding of the pilot group, with its unique spirit of innovation and strong enterprise strength, diversified development has become the backbone of economic exchanges between China and Cambodia. In the era of change in 2018, the pilotage group also launched a brand new brand logo in time to highlight the rising market position, the increasing global influence, and the increasingly diversified business development of the group.

One of the most effective ways to create a new and unified corporate image is to integrate the enterprise vision identification system (VIS) and use a consistent design concept to create a clearly defined and brand-new corporate image. The unified visual image is the foundation for the enterprise to create a good enterprise brand. The scientific, standardized and efficient use of visual image recognition system (VI) helps to improve the identifiability and competitiveness of the company's VI.

# A 基础系统部分

标识基础要素系统规范，标识基本要素规范是由标志、中英文标准字及标准色等构成，他们是整个标识信息和形象识别的核心，基本要素设计一经确立，即应遵照执行，不容轻易变更修改。因此，所有有关企业的标识应用与表现，均应严格遵循本手册所规范的使用方法，以树立完整统一的企业形象。

The basic specification identifies elements of the system, identifies the basic elements of specification is composed of symbols, in English standard word and standard color, they are the core of the identification information and image recognition, basic design elements have been established, which should follow, not easily alter. Therefore, all the relevant enterprises logo application and performance, should strictly abide by the use of the manual specification, in order to establish a complete and unified corporate image.

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## A1.1

LOGO设计为字母+图形+中文的形式，照顾集团化企业的多元受众，便于理解。NIG为“Navigator International Group”的英文缩写，进行了特殊的绘制和设计。N分成不同规格的两个部分，象征着“领航集团多元化业务齐头并进”；象征集团形象端正、实力坚强；G将上下两个尾端设计成延伸状，并伸向不同的方向，有来有回，象征着集团多元化业务不断延伸并反哺，形成良好的循环发展态势。帆船的图形，不仅具有为梦远航的意思，更具有旭日东升、阳光下发展的寓意。

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LOGO is designed to be an alphabet + graphic + Chinese form. It takes care of diversified audiences of the group enterprise and is easy to understand. NIG has been specially drawn and designed for the abbreviation of "Navigator International Group". N is divided into two parts of different specifications, which symbolizes "the diversified business of the pilot group goes hand in hand"; the image of the symbol group is positive and strong; G designs the upper and lower two ends to be extended, and extends to different directions, and has come back, symbolizing the group diversification business not breaking out and feeding back, forming a good circulation hair. Exhibition situation. The figure of sailing boat not only has the meaning of sailing for a dream, but also has the meaning of rising sun and rising under the sun.

## 标志规范 标志释义



## A1.2

标志标准制图方式主要运用于制作户外识别，在无法通过电脑输出放大的情形下，以确保企业标志的正确、精准。本制图对标志的整体造型比例，空间，位置比例等做了精确的规定，任何情况下，均不得改变标志的造型比例，粗细，弧度，斜角及空间等相互关系。

The standard standard drawing method is mainly used for making outdoor identification, and ensures that the logo is accurate and accurate when it can not be magnified by computer output. This drawing makes a precise regulation on the proportion of the whole modeling, the space and the proportion of the position. In any case, it is not allowed to change the relationship between the shape ratio, the thickness, the arc, the oblique angle and the space.

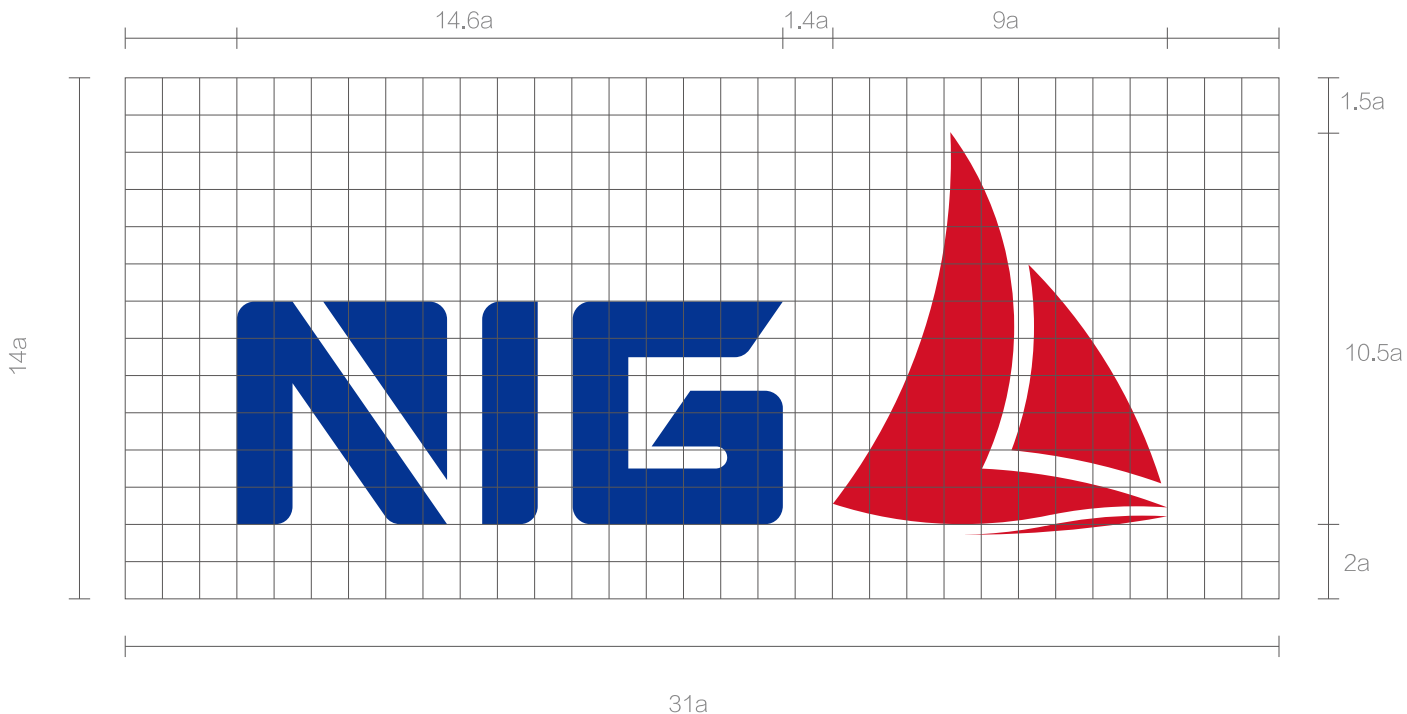
标志规范  
标志标准制图

## A1.3

标志规范  
标志标准网格制图

网格制图是为了在无法通过电脑输出的情况下准确复制企业标志的一种科学方法，该形式主要运用于户外施工等大型宣传项目。该标准网格制图严格规定了标志制作的标准和各部分的比例关系，在制作时应严格参照本图所示的规定。

本图中a不代表具体尺寸，可根据具体情况换算为相应的数值。



Grid mapping is a scientific method for accurately replicating enterprise logo in the absence of computer output. This form is mainly used in large publicity projects, such as outdoor construction. The standard grid drawing strictly stipulates the standard of marking production and the proportions of all parts, and should strictly refer to the requirements specified in this drawing when making.

The A in this picture does not represent the specific size, and can be converted to the corresponding value according to the specific circumstances.

\* 网格制图中"a"代表一个单位符，主要用来释义大小比例，并无具体的单位含义。

\*可通过具体的需求对某一单位进行方格的细分化。

## A1.4

标志规范  
标志不可入侵范围

标志不可入侵范围的规范是为了确保标志不受其他图形的干扰、破坏的一种保护手段，如本土，以a为基础单位，标志的预留空间为0.13a(由标志向边缘扩展)，标志安全范围内不允许任何图形、文字及其他元素出现。



The specification of the inbreak range is a protection means to ensure that the symbol is not disturbed and destroyed by other graphics, such as the native, a based unit, and the reserved space of the logo is 0.13a (extending from the sign to the edge), and the sign is not allowed to appear in any graphics, text, and other elements within the security range.

## A1.5

为了确保标志放大、缩小后的同一性，必须针对标志应用时的大小尺寸制定详尽的规定，如规定标志缩小使用的最小尺寸，以杜绝随意缩小，破坏原有造型特征的情况出现。

In order to ensure the identity of the sign after enlarging and narrowing, the size and size of the sign must be formulated in detail, such as the minimum size of the specified symbol to reduce the use, so as to prevent random reduction and destroy the original modeling features.

## 标志规范 标志最小使用规范

20mm 常规印刷制作



15mm 特殊工艺最小尺寸



10mm 最小印刷尺寸



## A1.6

为适应媒体发布的需要，企业标志除彩色图例外，亦做出墨稿和反白图例的规范，以保证标志在对外形象中，体现一致性。

标志墨稿的值为：C100 M100Y100K100

标志反白的值为：C0 M0 Y0 K0

In order to meet the needs of media release, the enterprise logo, except for the exception of the color map, also makes the specifications of the ink draft and the anti white illustrations, so as to ensure the consistency of the logo in the external image.

The value of the logo is: C100 M100Y100K100

The value of the flag is: C0 M0 Y0 K0

## 标志规范 标志墨稿&反白稿



## A1.7

标志彩色效果即为标志的标准色彩，在具体使用中请严格参照执行，以达到视觉效果的和谐统一，有效传达领航酒店对外形象的一致性。

The symbol color effect is the standard color. In the specific use, please strictly refer to the implementation, in order to achieve the harmonious unity of visual effect and effectively convey the consistency of the hotel's external image.

## 标志规范 标志彩色效果





## A2.2

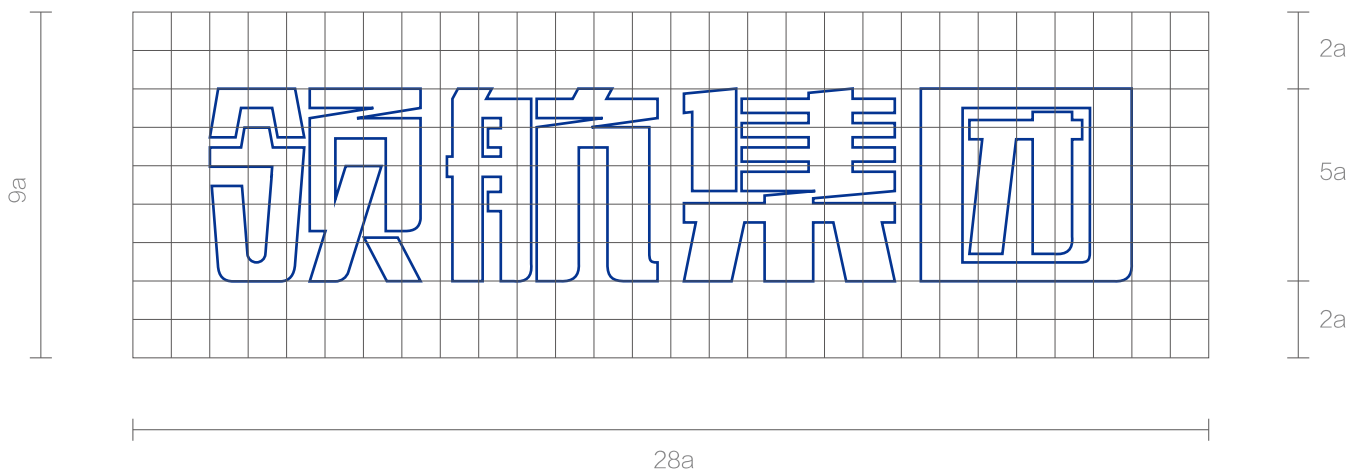
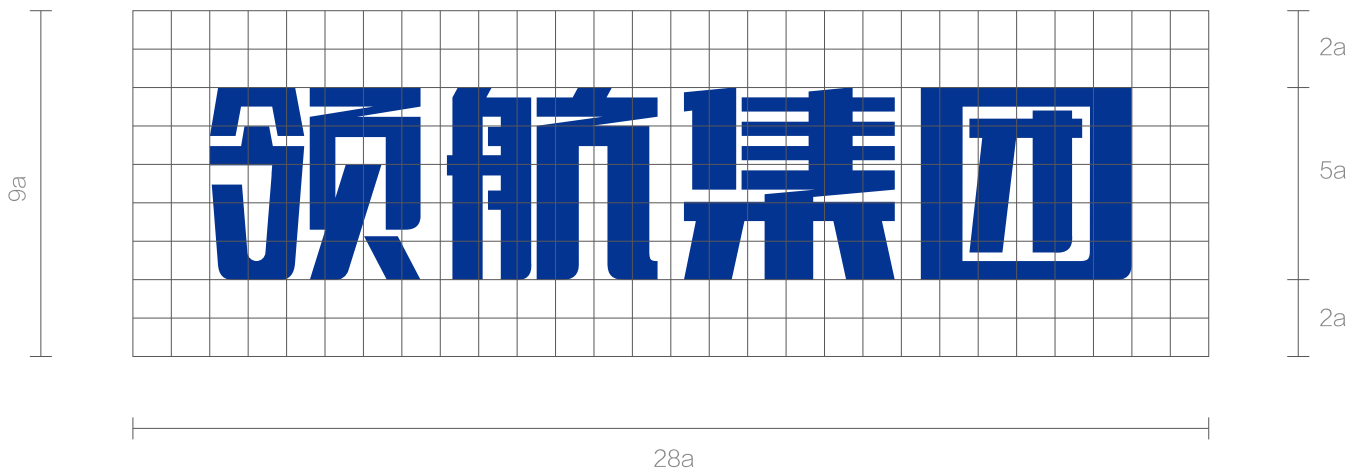
网格制图是为了在无法通过电脑输出的情况下准确复制企业标志的一种科学方法，该形式主要运用于户外施工等大型宣传项目。该标准网格制图严格规定了标准字制作的标准和各部分的比例关系，在制作时应严格参照本图所示的规定。

本图中a不代表具体尺寸，可根据具体情况换算为相应的数值。

Grid mapping is a scientific method for accurately replicating enterprise logo in the absence of computer output. This form is mainly used in large publicity projects, such as outdoor construction. The standard grid drawing strictly stipulated the standard word production standard and the proportion relations of all parts, and should strictly refer to the requirements shown in this picture when making.

The A in this picture does not represent the specific size, and can be converted to the corresponding value according to the specific circumstances.

### 标志字规范 中文标准字网格制图



## A2.2

网格制图是为了在无法通过电脑输出的情况下准确复制企业标志的一种科学方法，该形式主要运用于户外施工等大型宣传项目。该标准网格制图严格规定了标准字制作的标准和各部分的比例关系，在制作时应严格参照本图所示的规定。

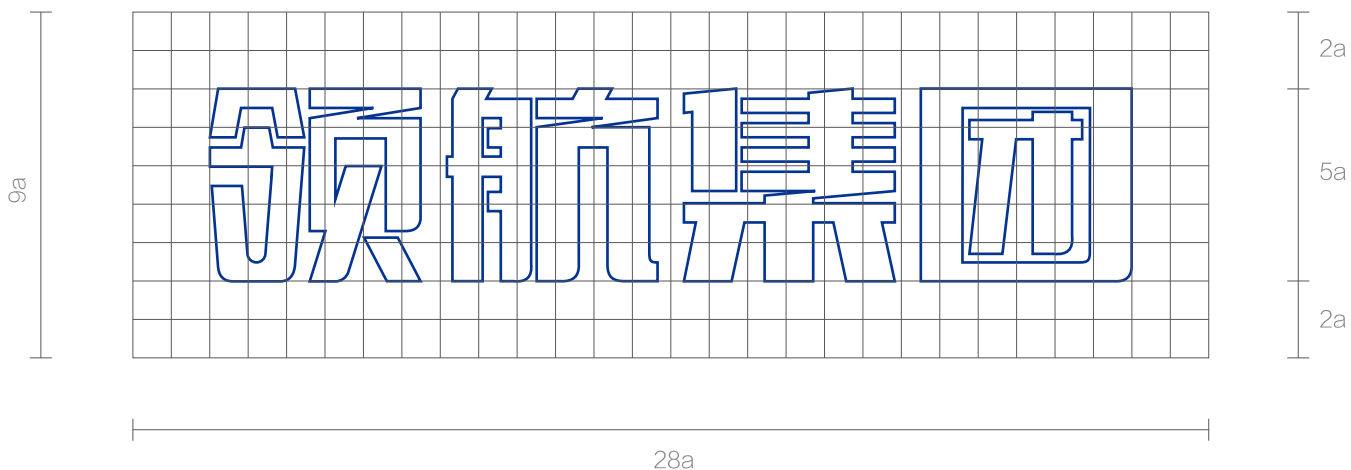
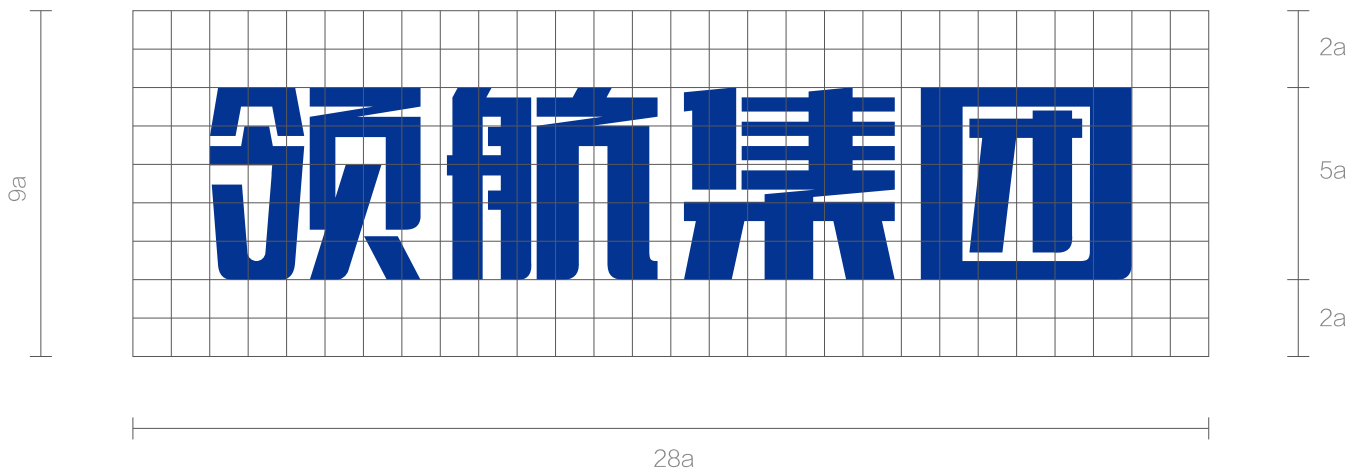
本图中a不代表具体尺寸，可根据具体情况换算为相应的数值。

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## 标志字规范

### 中文标准字网格制图



## A2.3

为适应媒体发布的需要，企业简称标准字除彩色图例外，亦做出墨稿和反白图例的规范，以保证领航酒店在对外形象中，体现一致性。

标志墨稿的值为：C100 M100Y100K100

标志反白的值为：C0 M0 Y0 K0

In order to meet the needs of media release, the standard word, except for the exception of the color chart, also makes the specification of the ink draft and the anti white illustrations, so as to ensure the consistency of the navigation hotel in the external image.

The value of the logo is: C100 M100Y100K100

The value of the flag is: C0 M0 Y0 K0

## 标志字规范 中文标准字墨稿&反白



领航集团



领航集团

## A2.4

英文全称标准字为设计字体，在形象传播过程中应保持连续、统一，不可随意更改字型、比例、粗细，也不可倾斜等，以本图为例。

在具体的推广设计中应当以此为准，但在极为特殊的情况下，例如创意画面，可以适当调整字体间距以达到协调画面等效果。

In short, the standard word for the design of the font, in the process of image transmission should be kept continuous, unified, and can not change the font, proportion, thickness, and can not tilt, as an example.

In the specific promotion design, it should be based on this, but in a very special case, for example, creative picture, can properly adjust the spacing of the font to achieve a coordinated picture and other effects.

标志字规范  
英文全称

NAVIGATOR

INTERNATIONAL

GROUP

## A2.5

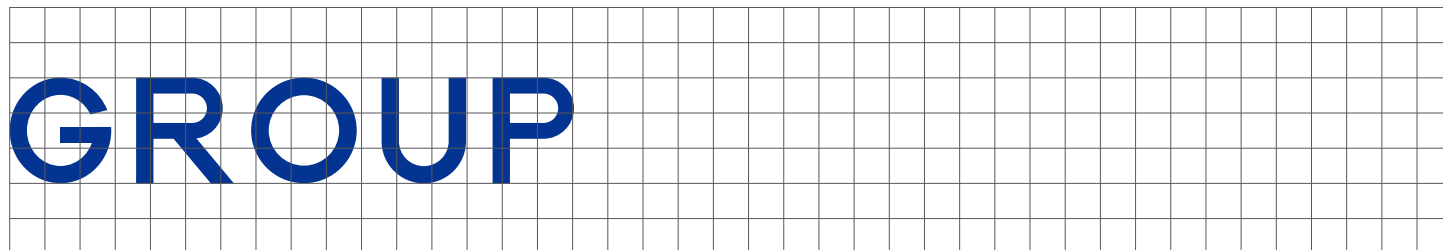
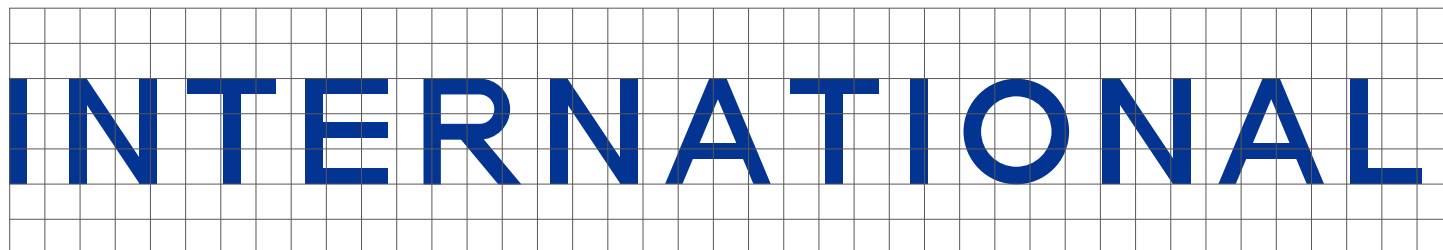
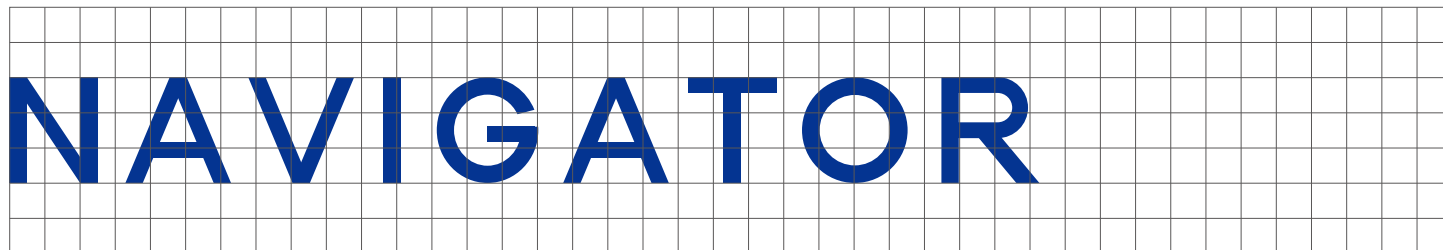
网格制图是为了在无法通过电脑输出的情况下准确复制企业标志的一种科学方法，该形式主要运用于户外施工等大型宣传项目。该标准网格制图严格规定了标准字制作的标准和各部分的比例关系，在制作时应严格参照本图所示的规定。

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Grid mapping is a scientific method for accurately replicating enterprise logo in the absence of computer output. This form is mainly used in large publicity projects, such as outdoor construction. The standard grid drawing strictly stipulated the standard word production standard and the proportion relations of all parts, and should strictly refer to the requirements shown in this picture when making.

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## 标志字规范 英文全称网格制图



## A2.6

为适应媒体发布的需要，企业简称标准字除彩色图例外，亦做出墨稿和反白图例的规范，以保证领航酒店在对外形象中，体现一致性。

标志墨稿的值为：C100 M100Y100K100

标志反白的值为：C0 M0 Y0 K0

In order to meet the needs of media release, the standard word, except for the exception of the color chart, also makes the specification of the ink draft and the anti white illustrations, so as to ensure the consistency of the navigation hotel in the external image.

The value of the logo is: C100 M100Y100K100

The value of the flag is: C0 M0 Y0 K0

## 标志字规范 英文全称墨稿&反白



NAVIGATOR  
INTERNATIONAL  
GROUP



NAVIGATOR  
INTERNATIONAL  
GROUP

## A3.1

企业标准色对强化领航集团的形象至关重要。  
企业专用色广泛应用于传播系统，包括集团内  
用品、印刷品、广告多媒体、办公环境等。

### 领航蓝

来源于柬埔寨国旗色，象征光明和自由，同时  
蓝色又代表了大海的颜色，与领航十分契合。

### 领航红

来源于柬埔寨国旗色，同时红色又是中国国旗  
的主色，象征喜庆和吉祥。代表了中柬双方的  
合作共赢，齐头并进。

Enterprise standard color is very important for strengthening the image  
of navigation group. Enterprise specific colors are widely used in  
communication systems, including group supplies, printed matter,  
advertising multimedia, office environment and so on.

### Pilotage blue

The color of Kampuchea's flag is a symbol of light and freedom. At the  
same time, the color of blue represents the color of the sea.

### Pilot red

It comes from the color of Kampuchea's flag, and red is the main color  
of the Chinese flag, symbolizing happiness and auspiciousness. It  
represents the win-win cooperation between China and Cambodia  
and goes hand in hand.

## 色彩规范 标准色

### NIG BLUE —— 蓝

R4 G52 B145

C100 M88 Y1 K0

#043491

### NIG RED —— 红

R210 G16 B38

C14 M100 Y9 K0

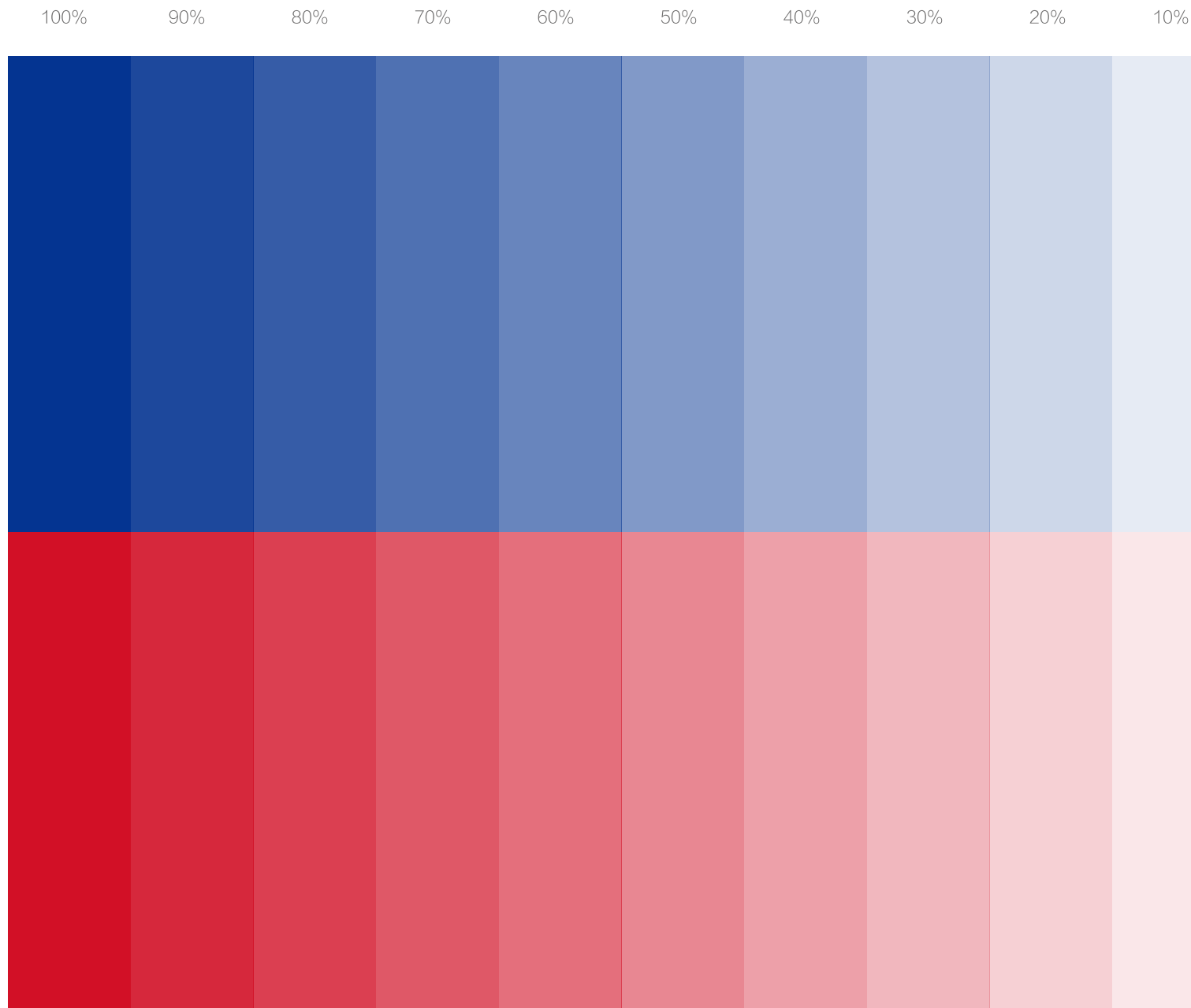
#D21026

### A3.2

### 色彩规范 标准色色阶

企业标准色对强化领航酒店的形象至关重要。  
企业专用色广泛应用于传播系统，包括集团内  
用品、印刷品、广告多媒体、办公环境等。

Enterprise standard color is very important for strengthening the image  
of the leading hotel. Enterprise specific colors are widely used in  
communication systems, including hotel supplies, printed matter,  
advertising multimedia, office environment and so on.



## A3.3

辅助色是对企业标准色的补充和延伸。辅助色使视觉传播系统应用更加灵活，同时也使领航集团品牌形象更加统一和独特。

当使用一种颜色时，可使用本色板中的任何颜色。当组合使用时，请使用（横排）颜色作为搭配使用，以达到视觉效果的一致和谐。

Auxiliary color is the complement and extension of enterprise standard color. Auxiliary color makes the application of visual communication system more flexible, and also makes navigation group brand image more unified and unique.

When using a color, you can use any color in the color board. When combined, please use (horizontal) color as a collocation, so as to achieve visual effect of unity and harmony.

色彩规范  
辅助色

R19 G29 B61 C100 M100 Y61 K34 #131D3D	R43 G92 B170 C85 M63 Y0 K0 #2B5CAA	R197 G206 B221 C26 M16 Y8 K0 #C5CEDD
R232 G55 B70 C0 M90 Y63 K0 #E83746	R128 G25 B30 C48 M100 Y100 K24 #80191E	R236 G236 B235 C9 M9 Y7 K0 #ECECEB
R25 G27 B28 C85 M80 Y78 K64 #191B1C	R163 G105 B69 C42 M65 Y77 K2 #A36945	R251 G243 B232 C2 M6 Y10 K0 #FBF3E8



## A3.5

为了确保特殊印刷效果的有效表达，特殊印刷品采用专色印刷，专金&专银。

专金：PANTONE 872C

专银：PANTONE877C

专色印刷色样饱和、纯正，并且能确保每次印刷色相保持一致，以达到领航酒店的视觉效果的和谐统一。

In order to ensure the effective expression of special printing effect, special prints are printed with spot color, specialized gold and special silver.

Special gold: PANTONE 872C

Special silver: PANTONE877C

Spot color printing is saturated and pure, and ensures consistency of hue in each print to achieve a harmonious and unified visual effect of the navigating hotel.

## 色彩规范 专色/专色色阶

### PANTONE 872C

\*假金 (CMYK) C40 M50 Y100 K0

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

### PANTONE 877C

\*假银 (CMYK) C0 M0 Y0 K30

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

## A3.6

颜色的使用规范对保持领航酒店视觉统一起到至关重要的作用，为了保持印刷效果的统一，特制定以下标志颜色/专色使用规范，具体使用时请严格参照执行。

以下规定了白底、标准色反白、专金、专银以及假金、假银（CMYK色值）印刷时的具体使用规范。

The use of the color standard plays a vital role in maintaining the visual unity of the navigable hotel. In order to maintain the unity of the printing effect, the following logo color / color usage specification is formulated.

The following regulations specify the specific specifications of white, standard color, special gold, special silver, fake gold and counterfeit silver (CMYK value) when printing.

## 色彩规范

### 标志色彩/专色使用规范



## A4.1

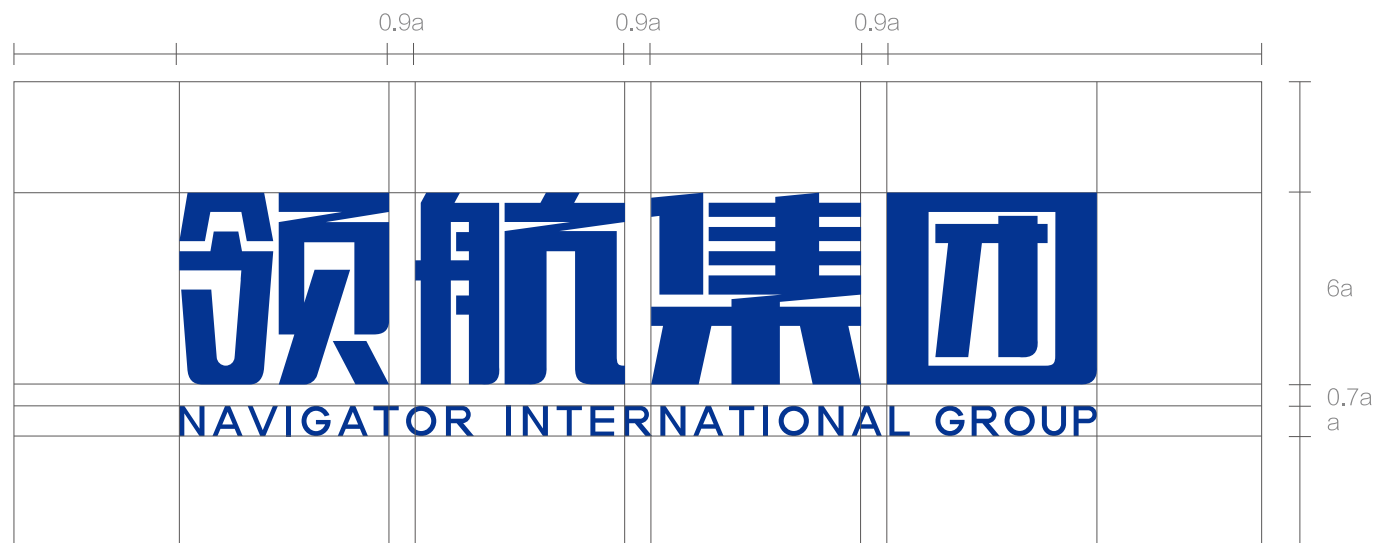
领航集团中文简称可以与英文全称同时使用。在中文简称与英文全称的主要应用中，英文全称只可以出现在中文简称的下方（横版）和左侧（竖版）。

本图规定了组合的间距、大小比例等固定关系，不可随意更改。具体使用时请严格参照执行。

The Chinese short name of the hotel can be used in conjunction with the full name of English. In the main application of Chinese abbreviation and English full name, the full name of English can only appear under the Chinese abbreviation (horizontal version) and the left side (vertical version).

This plan specifies the fixed relationship between the distance, size and proportion of the combination, and can not be changed at will. When the use of specific use, please strictly refer to the implementation.

### 标志字规范 中文标准字&英文全称组合方式(横版)



## A4.2

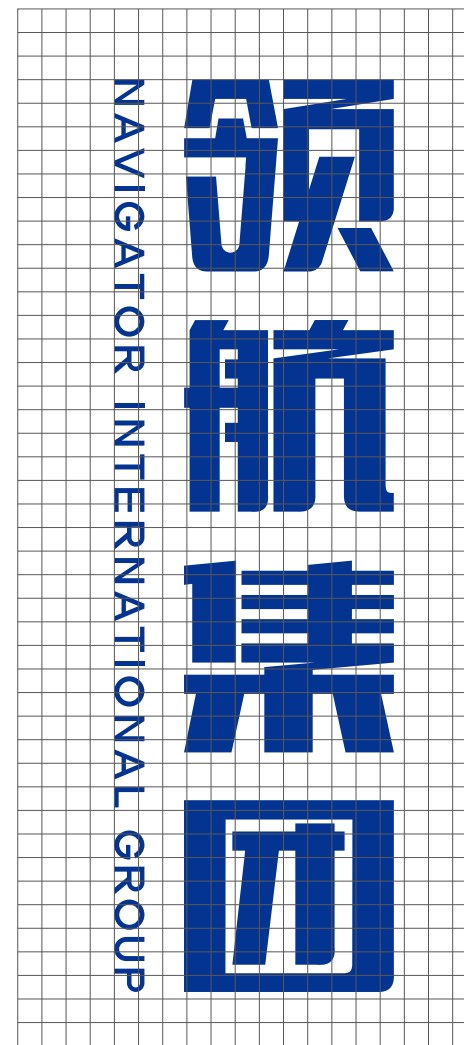
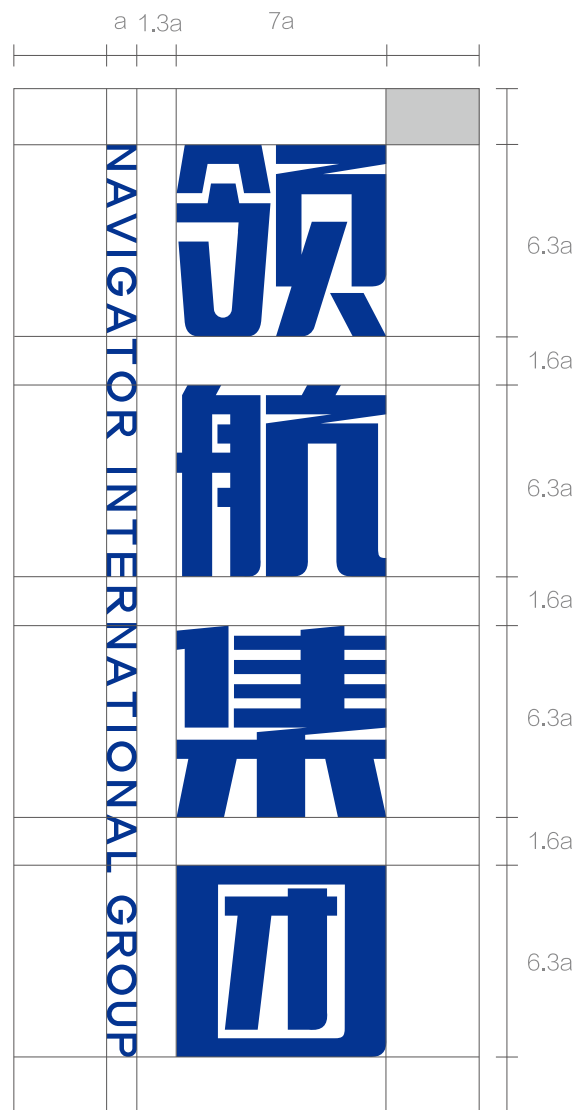
领航集团中文简称可以与英文全称同时使用。在中文简称与英文全称的主要应用中，英文全称只可以出现在中文简称的下方（横版）和左侧（竖版）。

本图规定了组合的间距、大小比例等固定关系，不可随意更改。具体使用时请严格参照执行。

The Chinese short name of the hotel can be used in conjunction with the full name of English. In the main application of Chinese abbreviation and English full name, the full name of English can only appear under the Chinese abbreviation (horizontal version) and the left side (vertical version).

This plan specifies the fixed relationship between the distance, size and proportion of the combination, and can not be changed at will. When the use of specific use, please strictly refer to the implementation.

### 标志字规范 中文标准字&英文全称组合方式(竖版)



## A4.3

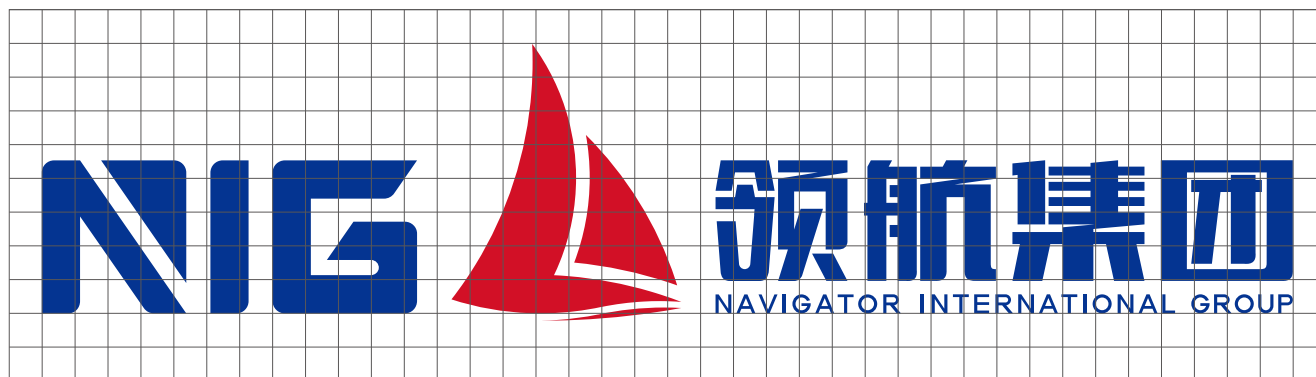
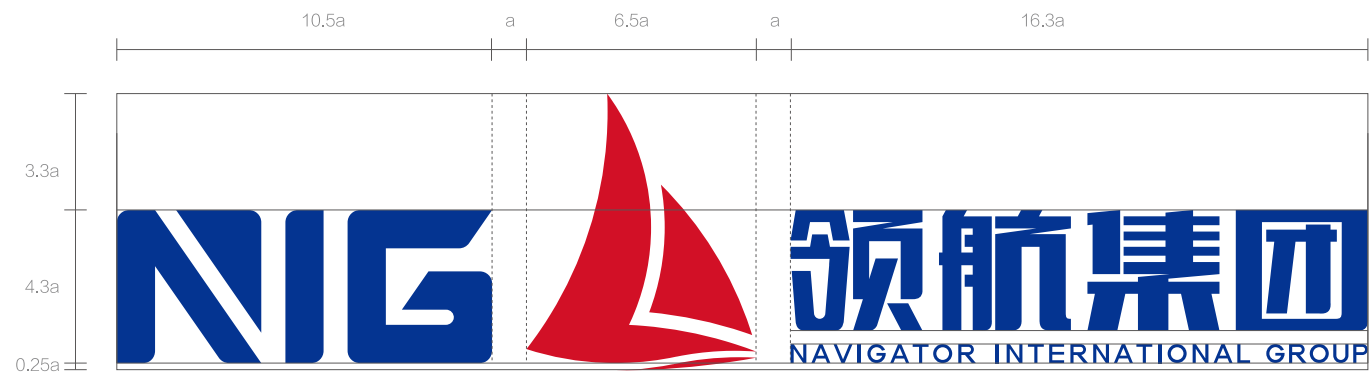
为了确保领航集团对外形象的统一，特规定了标志与标准字的组合规范。在组合的主要应用中，标准字只可以出现在标志的右侧（横版）和下方（竖版）。

本图规定了组合的间距、大小比例等固定关系，不可随意更改。具体使用时请严格参照执行。

In order to ensure the unity of the external image of the navigating Hotel, the combination specification of the logo and standard word is specified. In the main application of combination, standard words can only appear on the right side of the logo (horizontal version) and below (vertical version).

This plan specifies the fixed relationship between the distance, size and proportion of the combination, and can not be changed at will. When the use of specific use, please strictly refer to the implementation.

### 标准组合 标志与中英文组合规范

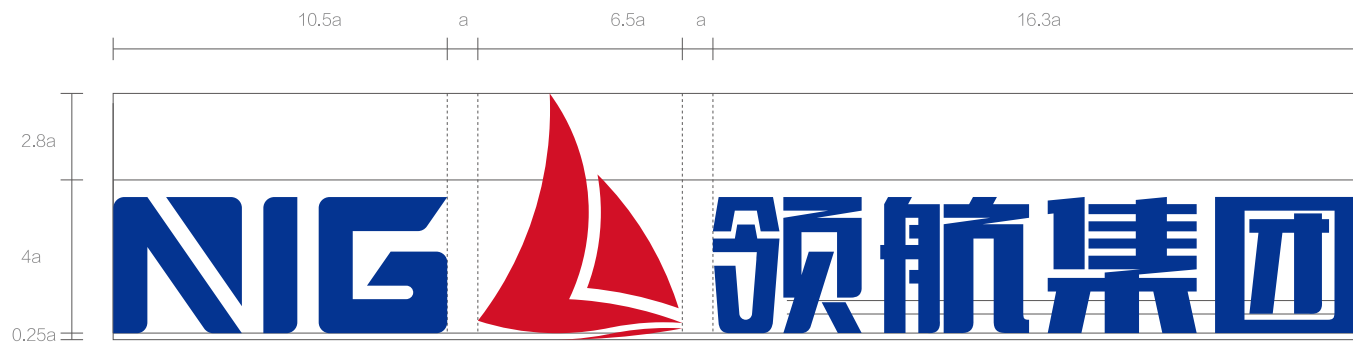


## A4.4

标准组合  
标志与中文组合规范

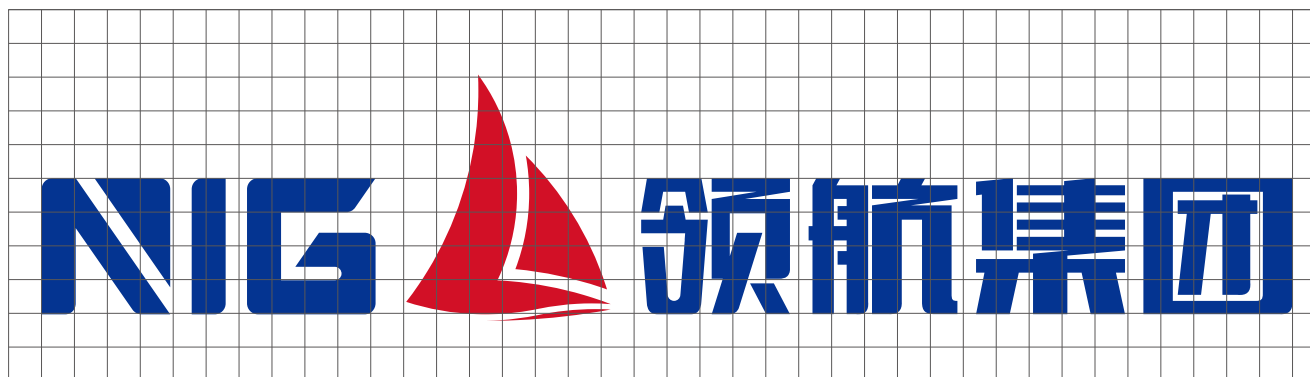
为了确保领航集团对外形象的统一，特规定了标志与标准字的组合规范。在组合的主要应用中，标准字只可以出现在标志的右侧（横版）和下方（竖版）。

本图规定了组合的间距、大小比例等固定关系，不可随意更改。具体使用时请严格参照执行。



In order to ensure the unity of the external image of the navigating Hotel, the combination specification of the logo and standard word is specified. In the main application of combination, standard words can only appear on the right side of the logo (horizontal version) and below (vertical version).

This plan specifies the fixed relationship between the distance, size and proportion of the combination, and can not be changed at will. When the use of specific use, please strictly refer to the implementation.



## A5.1

标准字作为企业形象的核心组成部分，标准字的使用必须规范、连续、统一，任何改变企业标准字的处理都将破坏企业形象对外的传播、推广。以下列出的几组常见的标准字错误应用预演，并不局限于下列几组。

在实际应用中，应当严格禁止并以此作为检验标准字的使用是否规范的标准。

The core component of the image of the standard word seat enterprise, the use of the standard word must be standardized, continuous and unified. Any change in the processing of the standard word will destroy the dissemination and promotion of the enterprise image to the outside world. The following sets of common standard word error previews are not limited to the following groups.

In practice, it should be strictly prohibited and used as a standard for testing the use of standard words.

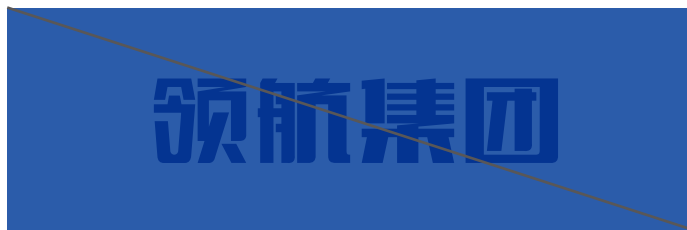
## 错误应用预演 中文标准字禁用



单色应用时，禁止改变标准色彩。



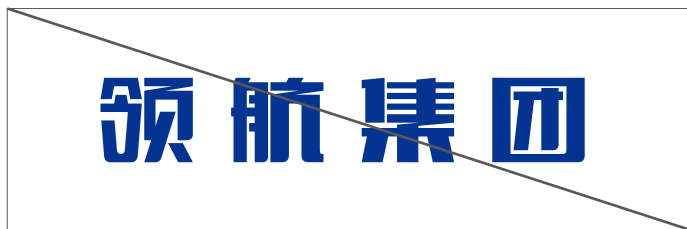
禁止挤压、改变长宽比例等处理。



禁止在任何影响识别的背景上使用标准字。



禁止将标准字倾斜处理。



禁止改变标准字的字间距。



禁止使用标准字以外的其他字体替代。

## A5.2

标志企业形象的核心组成部分，标志的使用必须规范、连续、统一，任何随意改变标志使用的处理都将破坏企业形象对外的传播、推广。以下列出的几组常见的标志使用错误应用预演，并不局限于下列几组。

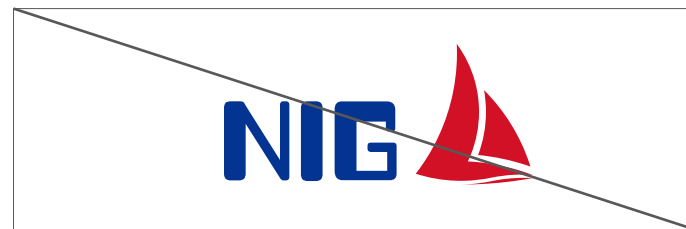
在实际应用中，应当严格禁止并以此作为检验标志的使用是否规范的标准。

Symbol of the core components of the corporate image, the use of signs must be standardized, continuous, unified, any random change of the color of the logo will destroy the image of the corporate image of the spread of the external. The following sets of common logo color error preview applications are not limited to the following groups.

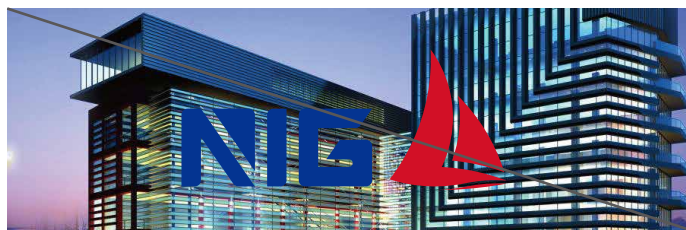
In practice, it should be strictly prohibited and used as a criterion for testing whether the use of logo colors is standardized.

错误应用预演  
标志错误使用

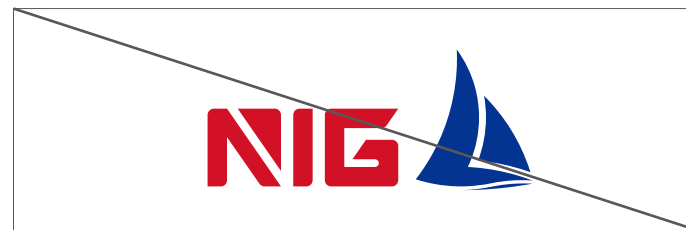
禁止使用标准色或辅助色以外的其他颜色。



禁止使用标准字体以外的其他字体。



禁止在任何复杂的背景上使用。



禁止随意更改标志的色彩搭配。



禁止在倾斜、旋转使用。



禁止随意变更元素的位置、顺序。

## A5.3

标志企业形象的核心组成部分，标志的使用必须规范、连续、统一，任何随意改变标准组合的处理都将破坏企业形象对外的传播、推广。以下列出的几组常见的标志组合错误应用预演，并不局限于下列几组。

在实际应用中，应当严格禁止并以此作为检验标志标准组合的使用是否规范的标准。

Symbol of the core components of the corporate image, the use of signs must be standardized, continuous, unified, any random change of the color of the logo will destroy the image of the corporate image of the spread of the external. The following sets of common logo color error preview applications are not limited to the following groups.

In practice, it should be strictly prohibited and used as a criterion for testing whether the use of logo colors is standardized.

错误应用预演  
标准组合禁用

禁止随意变更标准组合元素的位置。



禁止随意变更标准组合元素的位置。



禁止上下组合使用。



禁止上下组合使用。



禁止随意更改标准组合元素的大小比例。



禁止随意更改标准组合元素的大小比例。

## A6.1

辅助图形是VI系统中不可缺少的一部分，它可以增强领航集团标志在具体视觉设计中其他要素在实际应用中的应用面。辅助图形的使用可以提高视觉的美感，强化视觉冲击力，从而产生视觉上的诱导和亲切感。

尤其在传播媒介中可以丰富整体内容、强化企业形象，明确传达企业的特征，进一步深化品牌传播核心要素的意义。

The auxiliary graphics is an indispensable part of the VI system. It can enhance the application of the navigation hotel logo in the practical application of the other elements in the specific visual design. The use of auxiliary graphics can improve visual beauty and enhance visual impact, resulting in visual induction and intimacy.

Especially in the media, it can enrich the whole content, strengthen the image of the enterprise, clearly convey the characteristics of the enterprise, and further deepen the significance of the core elements of brand communication.

## 辅助图形规范 辅助图形



### 辅助图形 —— “乘风破浪会有时,直挂云帆济沧海”

**辅助图形——海浪。**辅助图形由标志标准形提取而来,抽象的海浪线条和色块,简单醒目的符号化辅助图形,极易识别,简单大气,能够很容易地增强领航集团的品牌识别性。

海浪由大海而来,蕴含了大海海纳百川、博大的胸怀气势,同时海浪寓意永不停歇,坚持不懈,激情澎湃,与领航集团的气质不谋而合。

## A6.2

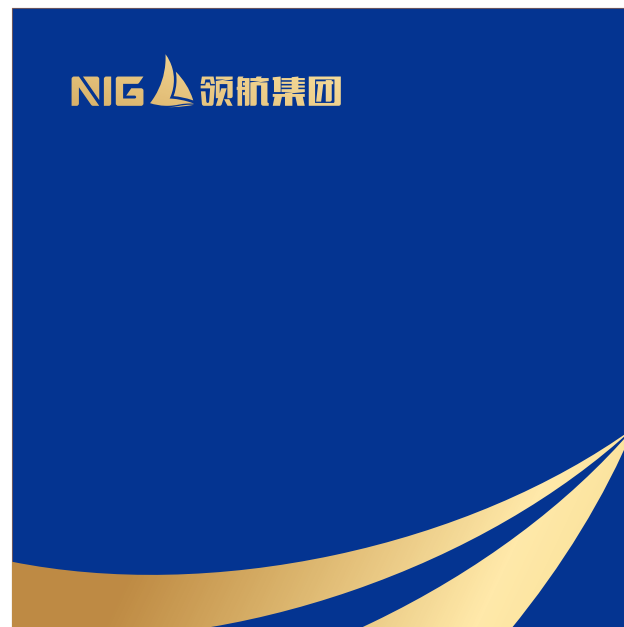
辅助图形是VI系统中不可缺少的一部分，它可以增强领航集团标志在具体视觉设计中其他要素在实际应用中的应用面。辅助图形的使用可以提高视觉的美感，强化视觉冲击力，从而产生视觉上的诱导和亲切感。

尤其在传播媒介中可以丰富整体内容、强化企业形象，明确传达企业的特征，进一步深化品牌传播核心要素的意义。

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## 辅助图形规范 辅助图形延展



## A6.3

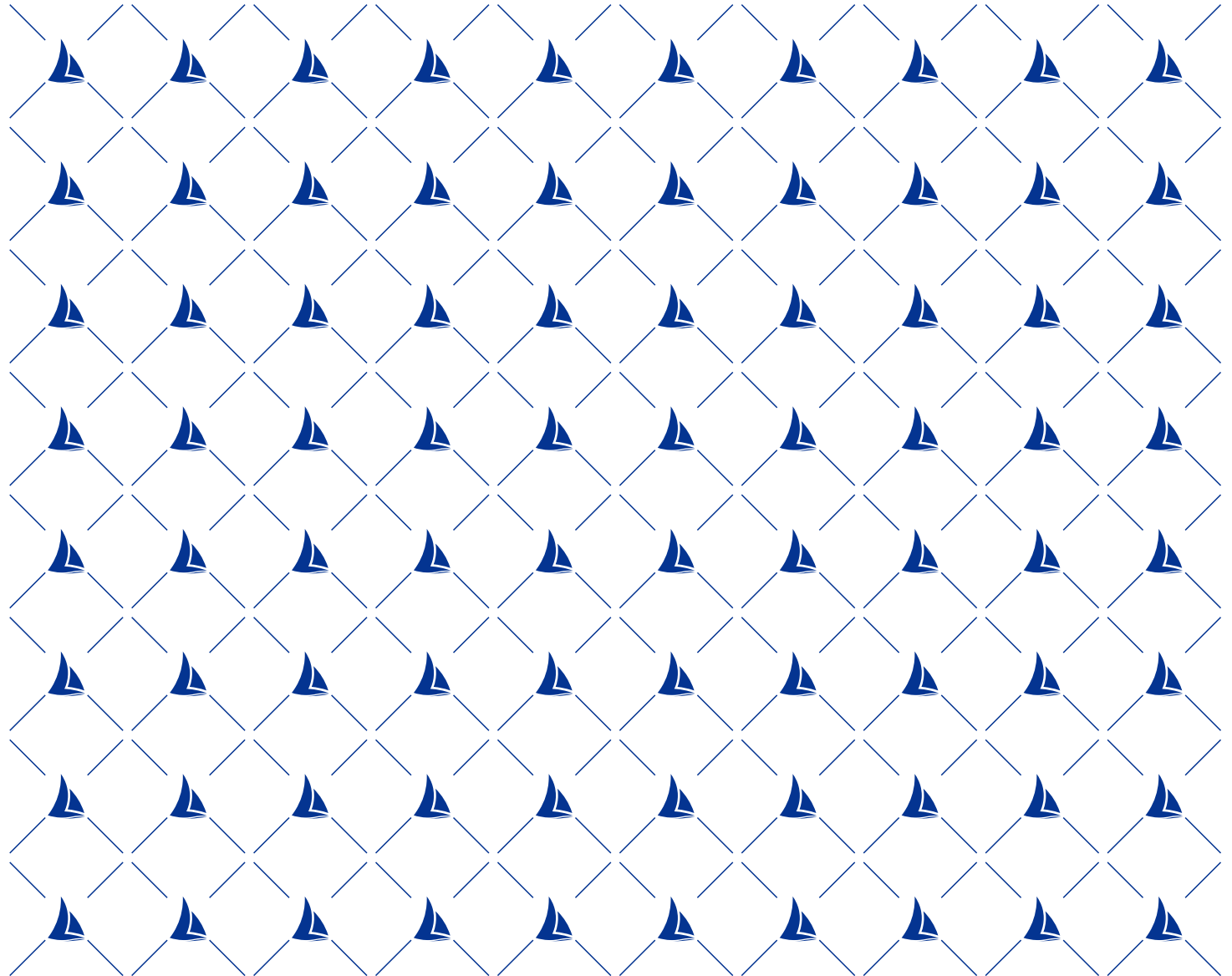
### 辅助图形规范 辅助底纹

辅助底纹是VI系统中不可缺少的一部分，它可以增强领航酒店标志在具体视觉设计中其他要素在实际应用中的应用面。辅助图形的使用可以提高视觉的美感，强化视觉冲击力，从而产生视觉上的诱导和亲切感。

尤其在传播媒介中可以丰富整体内容、强化企业形象，明确传达企业的特征，进一步深化品牌传播核心要素的意义。

The auxiliary graphics is an indispensable part of the VI system. It can enhance the application of the navigation hotel logo in the practical application of the other elements in the specific visual design. The use of auxiliary graphics can improve visual beauty and enhance visual impact, resulting in visual induction and intimacy.

Especially in the media, it can enrich the whole content, strengthen the image of the enterprise, clearly convey the characteristics of the enterprise, and further deepen the significance of the core elements of brand communication.

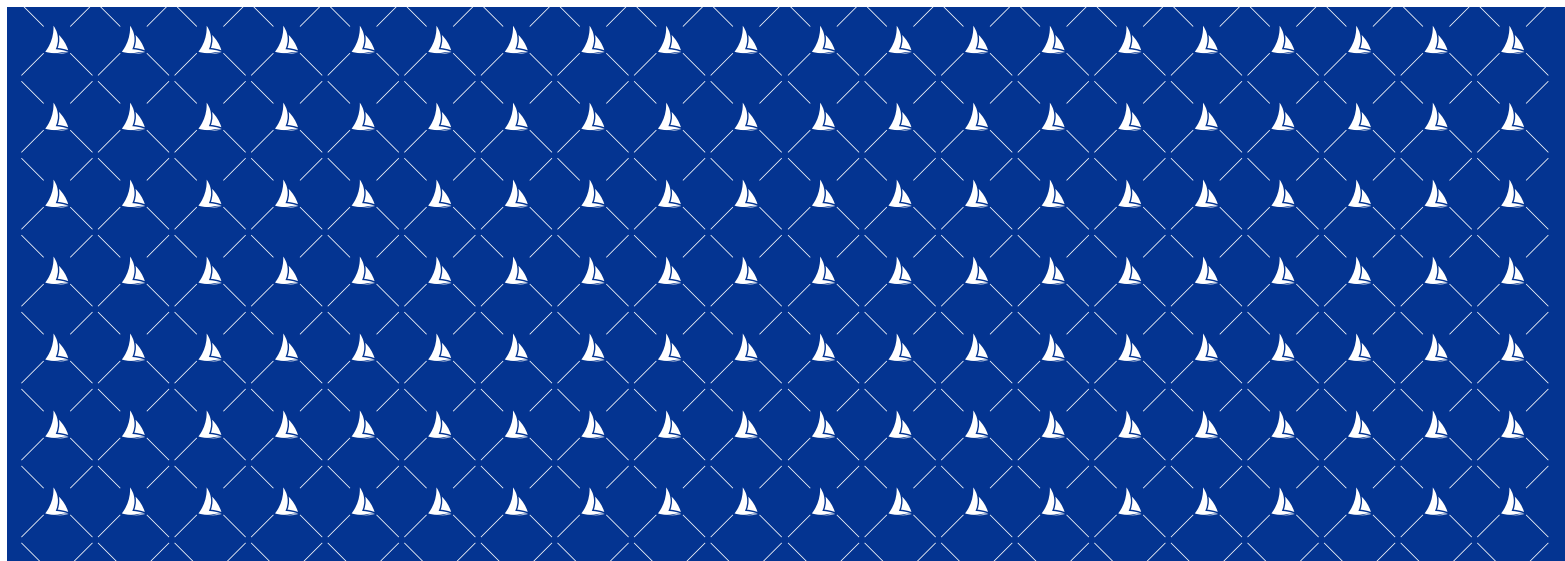


## A6.4

## 辅助图形规范 辅助底纹延展

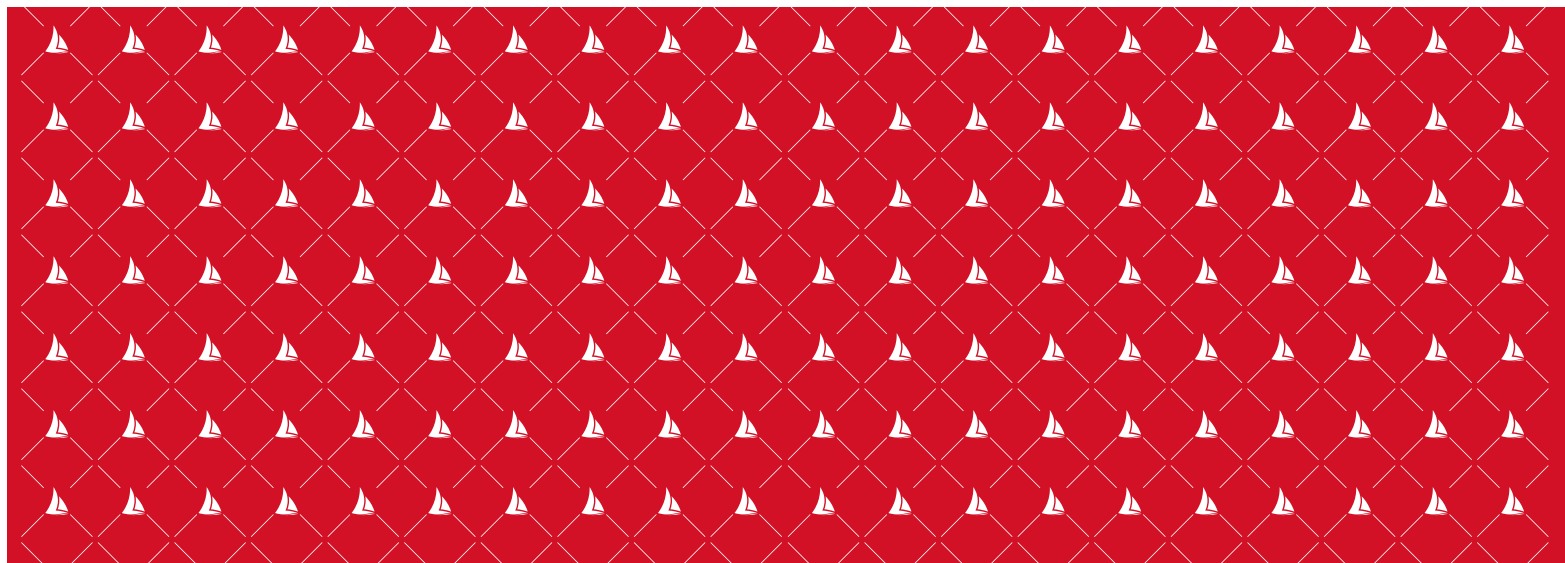
辅助底纹是VI系统中不可缺少的一部分，它可以增强领航集团标志在具体视觉设计中其他要素在实际应用中的应用面。辅助图形的使用可以提高视觉的美感，强化视觉冲击力，从而产生视觉上的诱导和亲切感。

尤其在传播媒介中可以丰富整体内容、强化企业形象，明确传达企业的特征，进一步深化品牌传播核心要素的意义。



The auxiliary graphics is an indispensable part of the VI system. It can enhance the application of the navigation hotel logo in the practical application of the other elements in the specific visual design. The use of auxiliary graphics can improve visual beauty and enhance visual impact, resulting in visual induction and intimacy.

Especially in the media, it can enrich the whole content, strengthen the image of the enterprise, clearly convey the characteristics of the enterprise, and further deepen the significance of the core elements of brand communication.



## A7.1

企业中文印刷字体规范，适用于各种品牌的文字表达系统，印刷字体在对外传播及公司内部使用中涉及范围非常广泛，适用于部门名称、设施名称、对外宣传公文等场合。建议先使用以下字体。

The standard of Chinese printing font is applicable to the text expression system of all kinds of brands. It is widely used in the external communication and the internal use of the company. It is suitable for the Department name, the name of the facilities, the publicity of the public documents and so on. It is suggested that the following font is used first.

### 印刷字体规范 企业中文印刷字体规范

# 领航集团

思源宋体 一二三四五六七八九十 1234567890! @# ¥ % & \*

# 领航集团

Light/Regular/Medium/Heavy

兰亭黑 一二三四五六七八九十 1234567890! @# ¥ % & \*

# 领航集团

迷你简综艺 一二三四五六七八九十 1234567890! @# ¥ % & \*

## A7.2

企业英文印刷字体规范，适用于各种品牌的文字表达系统，印刷字体在对外传播及公司内部使用中涉及范围非常广泛，适用于部门名称、设施名称、对外宣传公文等场合。建议先使用以下字体。

The standard of English printing font is applicable to the text expression system of all kinds of brands. It is widely used in the external communication and the internal use of the company. It is suitable for the Department name, the name of the facilities, the publicity of the public documents and so on. It is suggested that the following font is used first.

## 印刷字体规范 企业英文印刷字体规范

**NIG**

**Franklin Gothic Heavy**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmnop  
qrstuvwxyz**

**1234567890  
!@#%&\***

**NIG**

**SI YUAN SONG TI**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmnop  
qrstuvwxyz**

**1234567890  
!@#%&\***

**NIG**

**XI YUAN**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmnop  
qrstuvwxyz**

**1234567890  
!@#%&\***