Visual Ide

VI G

Hu G

G

G

Hu G

G

Ÿ VI ÿ

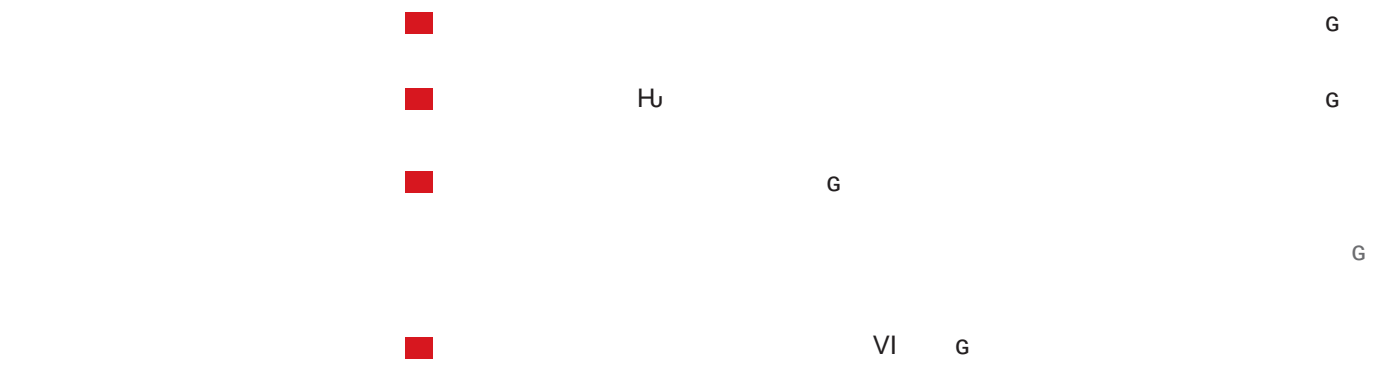
G

G

G

Ÿ ÿ G

G



A1

A1-1	(1)	02
A1-2		03
A1-3		04
A1-4		05
A1-5		06

A2

A2-1	1	08
A2-2	2	09
A2-3	3	10
A2-4	4	11
A2-5	5	12
A2-6	6	13
A2-7	7	14
A2-8	8	15
A2-9	9	16
A2-10	10	17
A2-11	11	18

A3

A3-1		20
A3-2		21
A3-3		22
A3-4	1	23
A3-5	2	24
A3-6		25
A3-7		26
A3-8		27
A3-9		28

B1

B1-1-1 1 30
B1-1-2 2 31
B1-2 32
B1-3-1 (5) 33
B1-3-2 (7) 34
B1-3-3 (9) 35
B1-4 36
B1-5 37
B1-6 38
B1-7 39
B1-8 40
B1-9 41
B1-10 42
B1-11 Hυ 43
B1-12 44
B1-13 PPT 45
B1-14-1 1 46
B1-14-2 2 47
B1-14-3 3 48
B1-14-4 4 49
B1-15 50

B2

B2-1 52
B2-2 53
B2-3 54

B3

B3-1 56
B3-2 57
B3-3 58

B4 Hυ

B4-1 60
B4-2 61
B4-3 62
B4-4 63
B4-5 64
B4-6 65
B4-7 66

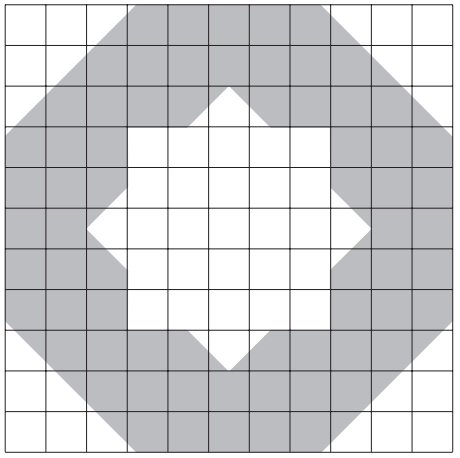
B5

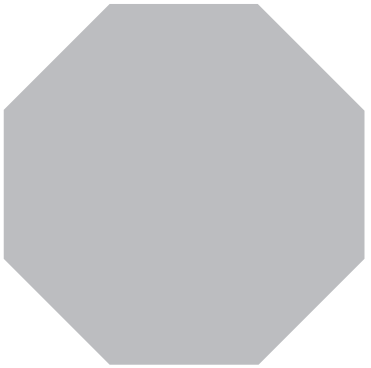
B5 68

视觉形象识

DESIGN SYSTEM

China National Building Material Group Co.,Ltd.





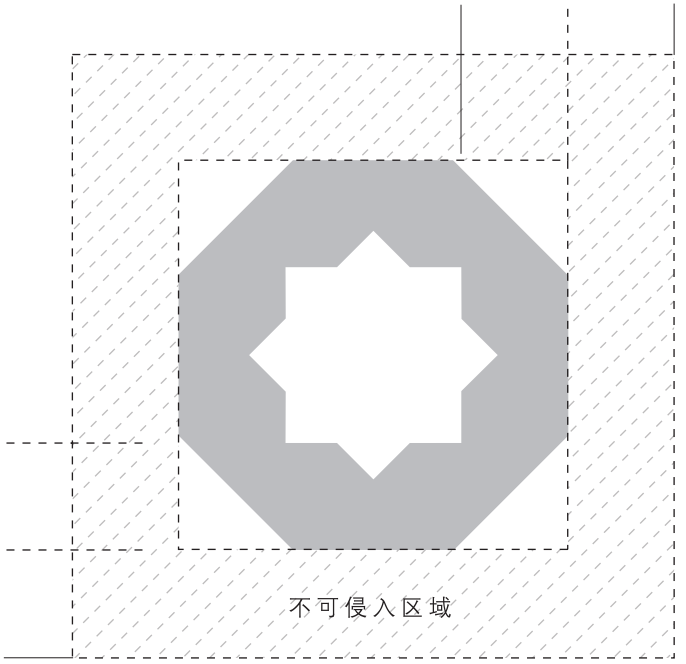
1. A
2. A 90
3. A

A1-3

G

Hυ G

Hυ Hυ Θ]



1

2

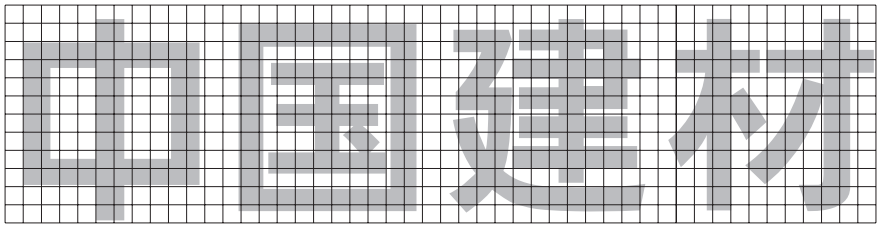
A

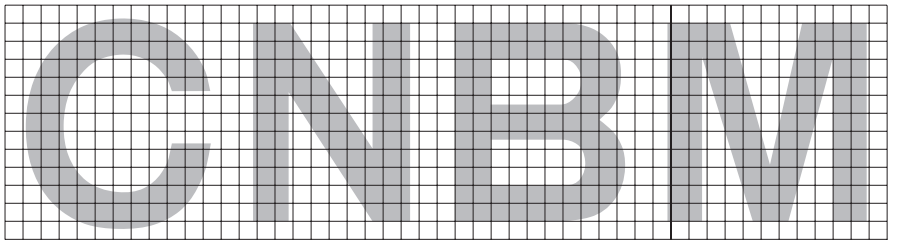
A1-4

中国建材

CNBM

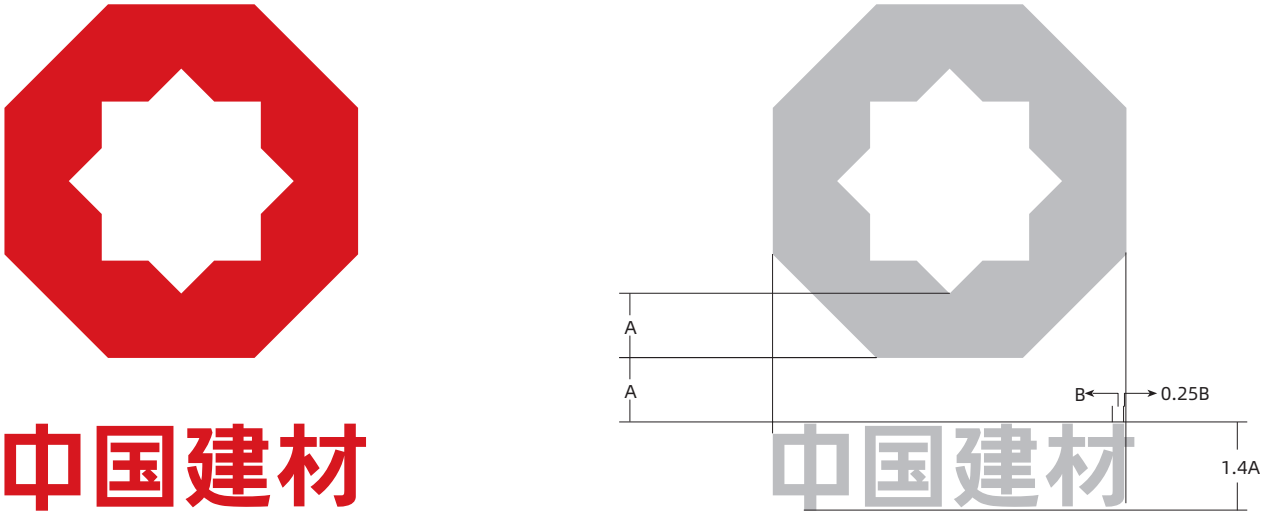
A1-5



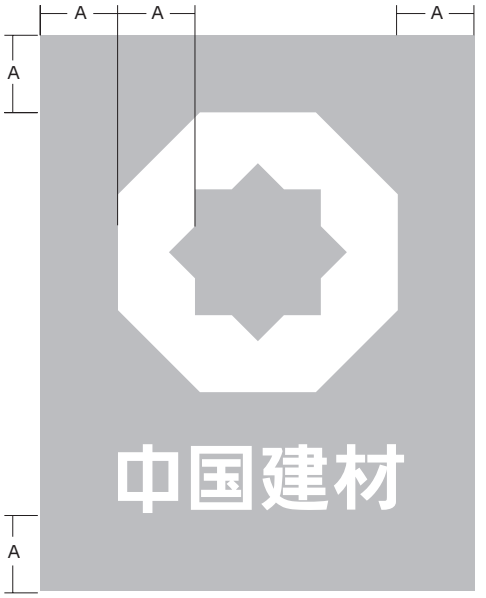


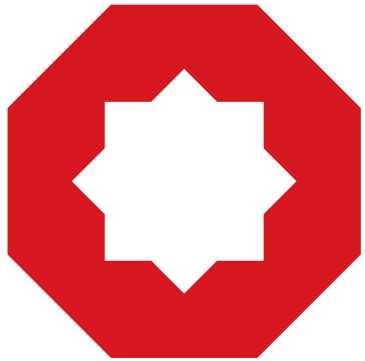
China National Building Material Group Co.,Ltd.

A2-1

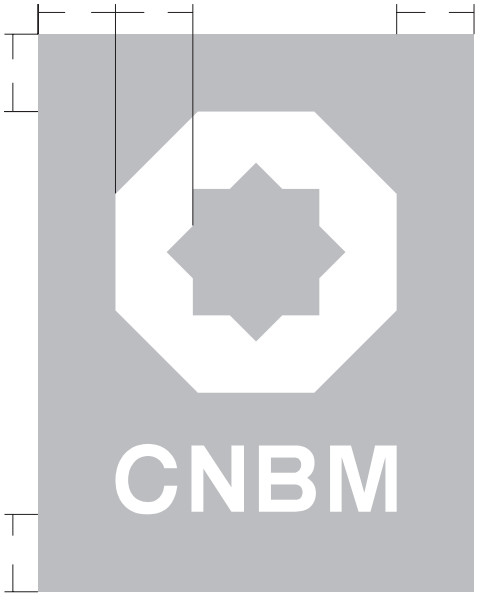


A2-2





A2-4



A2-5

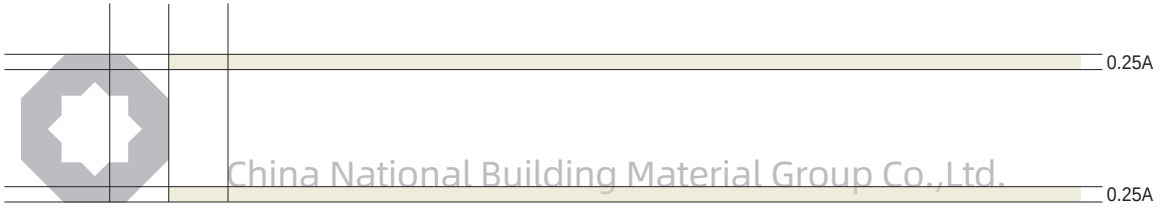
A2-6

A2-7

A2-8

China National Building Material Group Co.,Ltd.

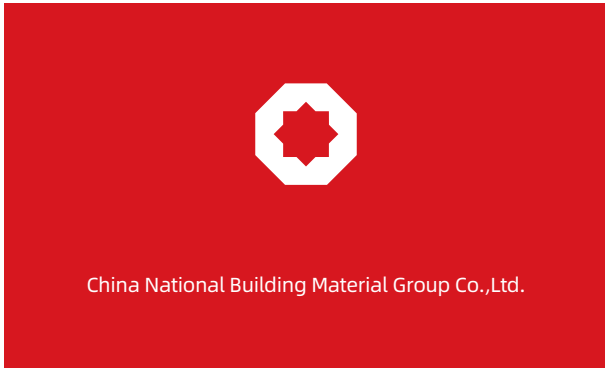
China National Building Material Group Co.,Ltd.



A2-9

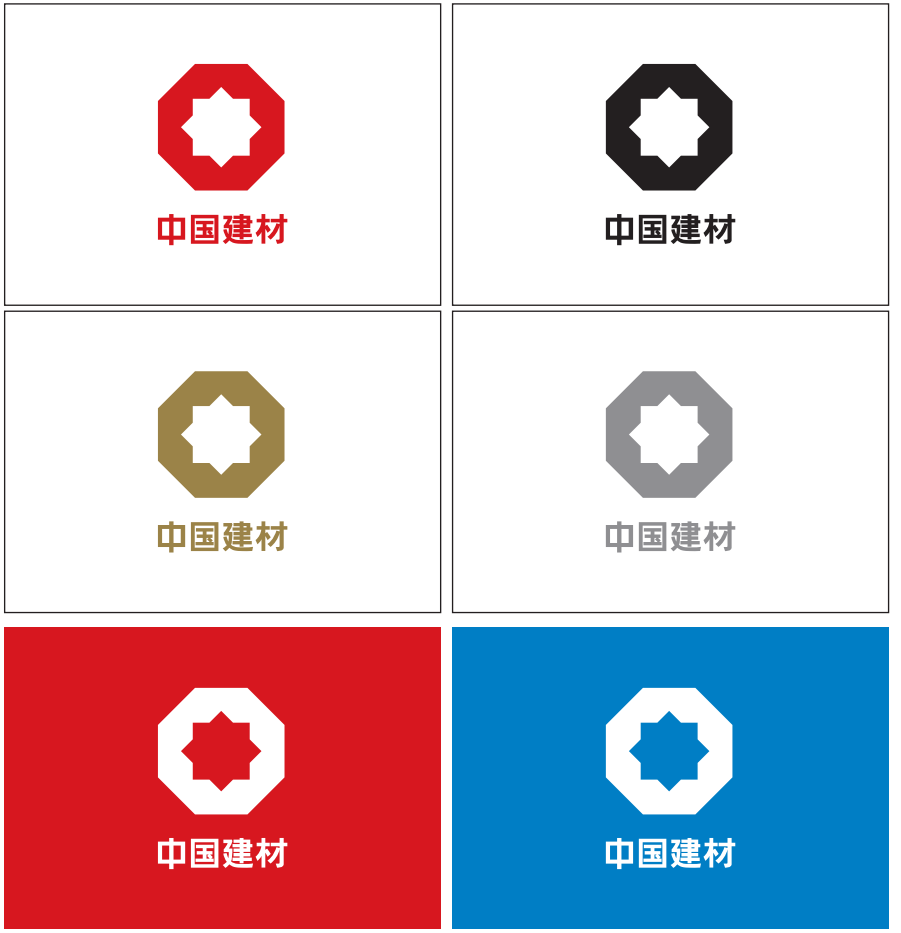
China National Building Material Group Co.,Ltd.

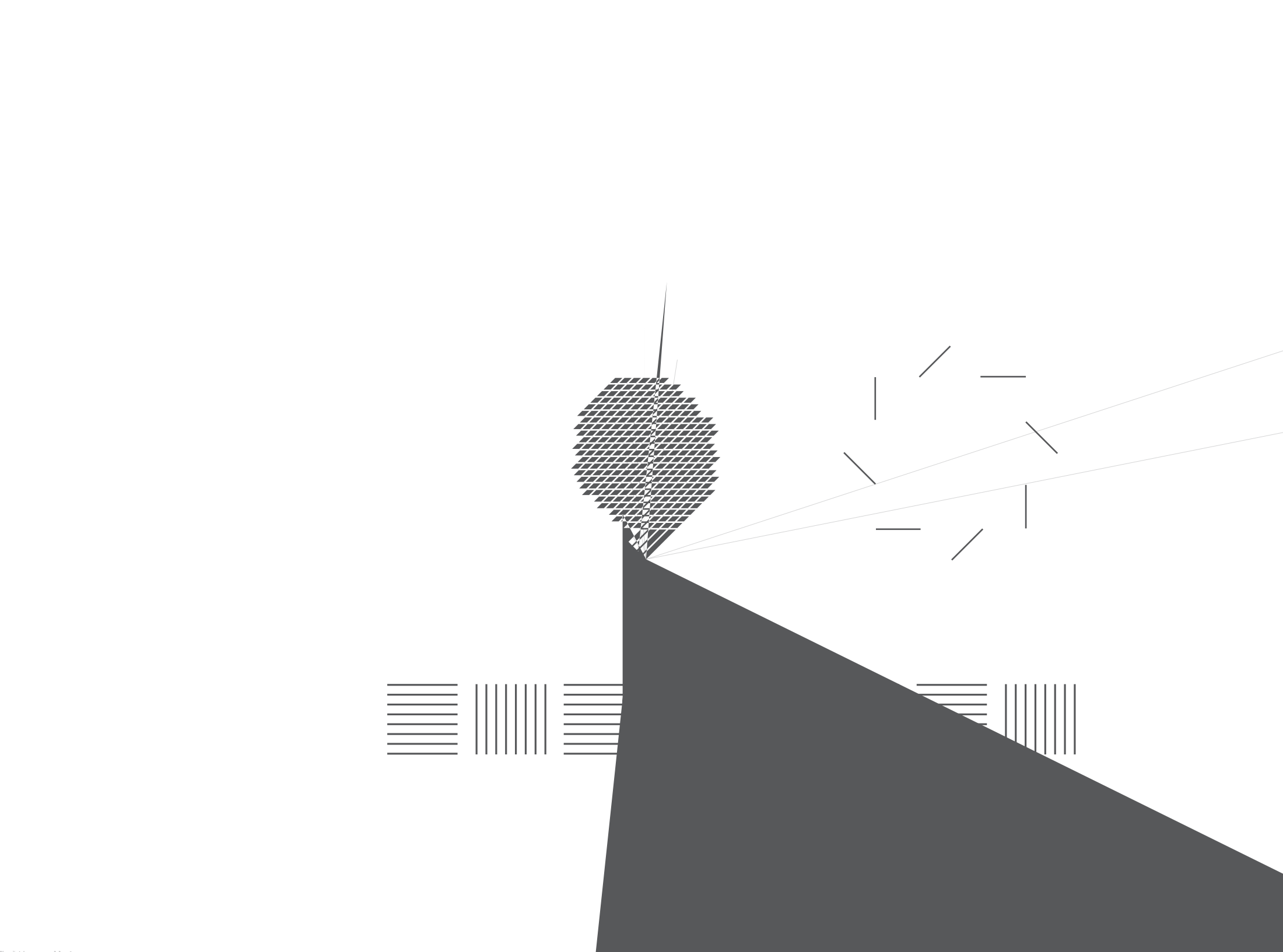
A2-11


China National Building Material Group Co.,Ltd.

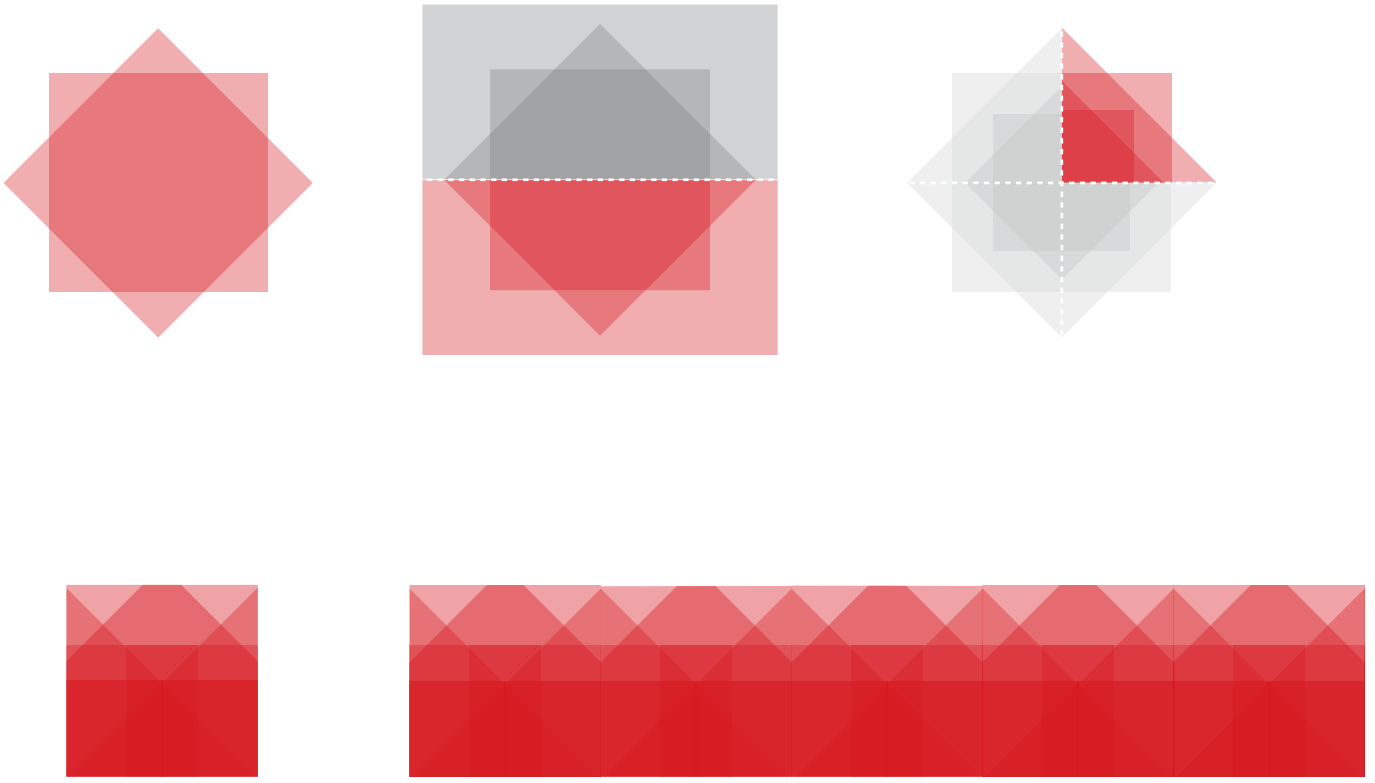
China National Building Material Group Co.,Ltd.

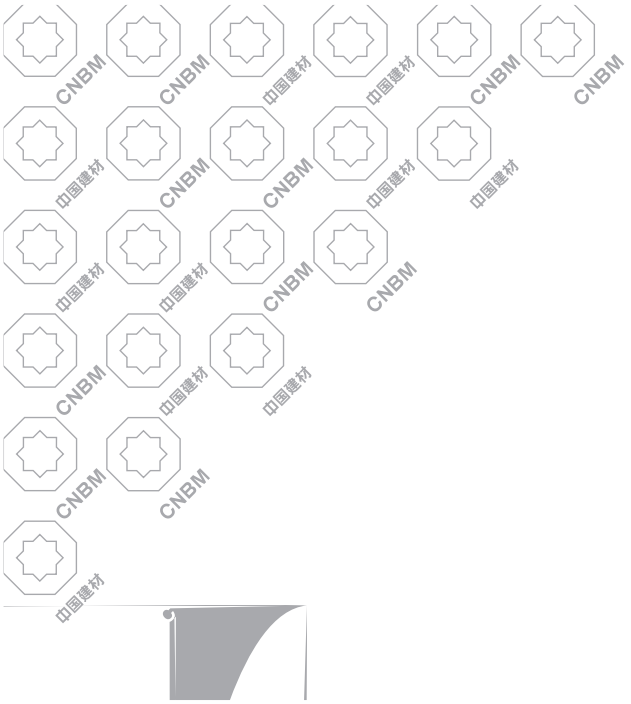
A3-3





A3-5




CNBM
中国建材

A3-7

Ƕ Ƕ G
Ƕ
G

材料创造美好世界

ÿHeavy ÿ Ƒ Ƒ

ÿBold ÿ Ƒ Ƒ

ÿMedium ÿ Ƒ Ƒ

ÿRegular ÿ Ƒ Ƒ

ÿLight ÿ Ƒ Ƒ

A3-8

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
123456789?/:;$%&*()[]!

Alibaba Sans Black

A

123456789?/:;$%&*() !

A

$%&*() !

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
123456789?/:;$%&*()[]!

Alibaba Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghigklmnopqrstuvwxyz
123456789?/:;$%&*()[]!

Alibaba Sans Light

不

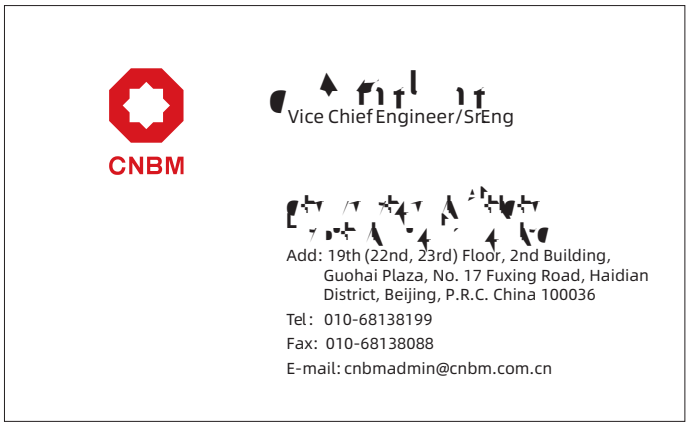
视觉形象识别手册 | Visual Identification Standards

DESIGN SYSTEM

China National Building Material Group Co.,Ltd.

B1-1-1

90×55(mm)
250g



17 2 23 / 100036

010-68138199 / 010-68138088 / cnbmadmin@cnbm.com.cn

Dai yongming

Sales Manager

CN

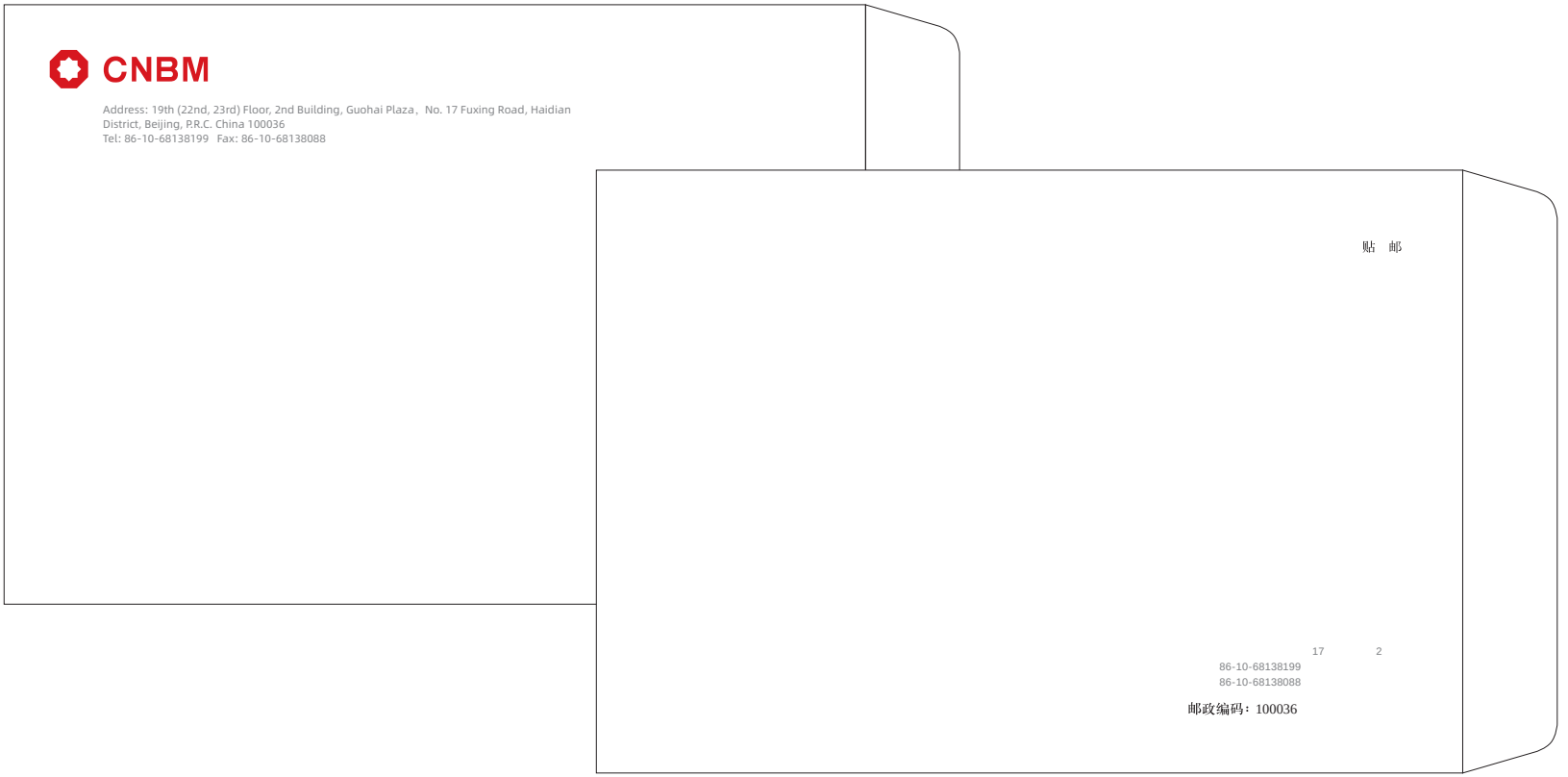
B1-2

Hυ G

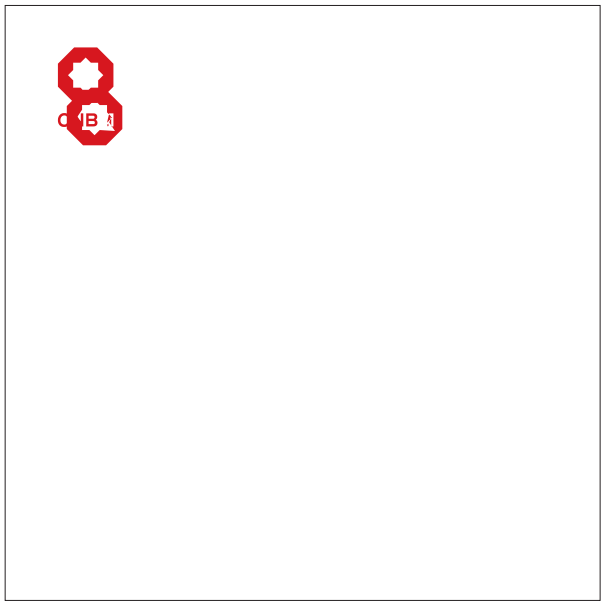
Hυ Hυ G

210x285mm 70g

B1


CNBM
Address: 19th (22nd, 23rd) Floor, 2nd Building, Guohai Plaza，No. 17 Fuxing Road, Haidian District, Beijing, P.R.C. China 100036
Tel: 86-10-68138199 Fax: 86-10-68138088
贴 邮
17 2
86-10-68138199
86-10-68138088
邮政编码：100036

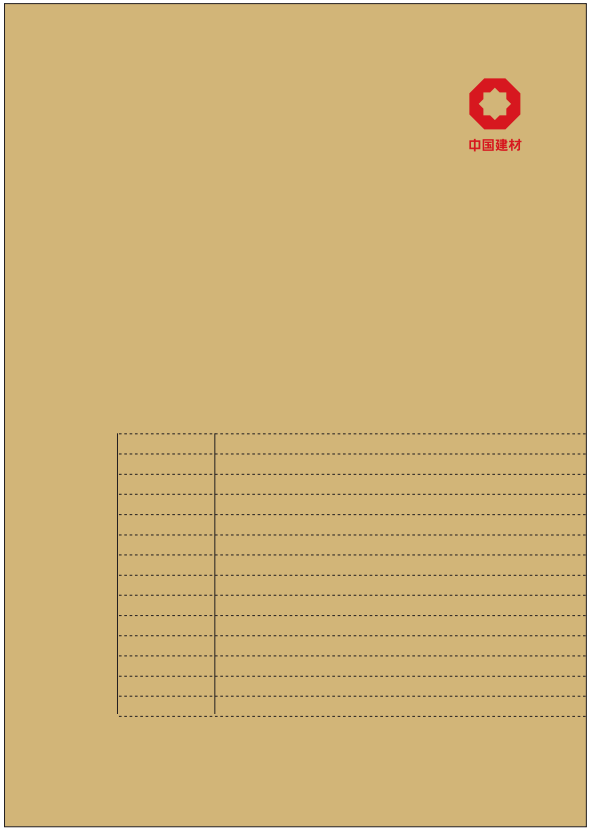
CNBM
Address: 19th (22nd, 23rd) Floor, 2nd Building, Guohai Plaza，No. 17 Fuxing Road, Haidian District, Beijing, P.R.C. China 100036
Tel: 86-10-68138199 Fax: 86-10-68138088
邮政编号

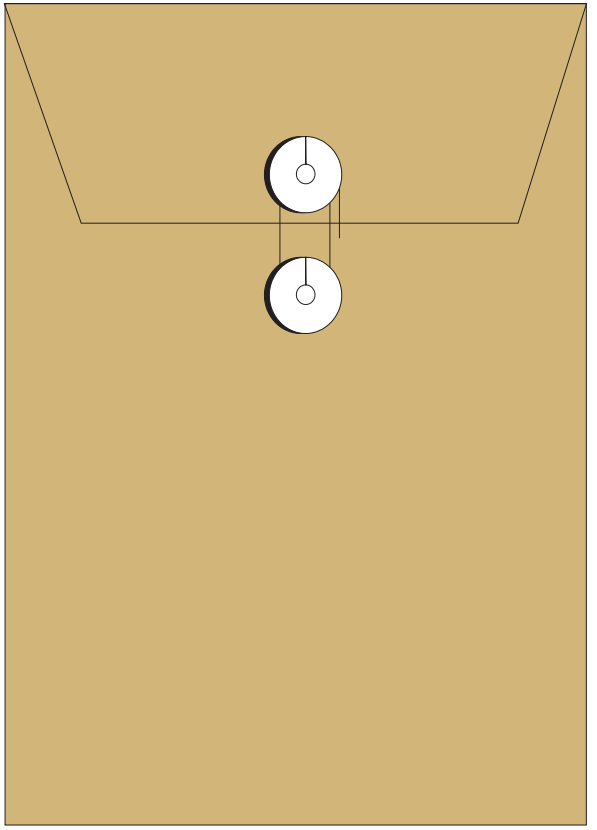


B1-5

230x330mm

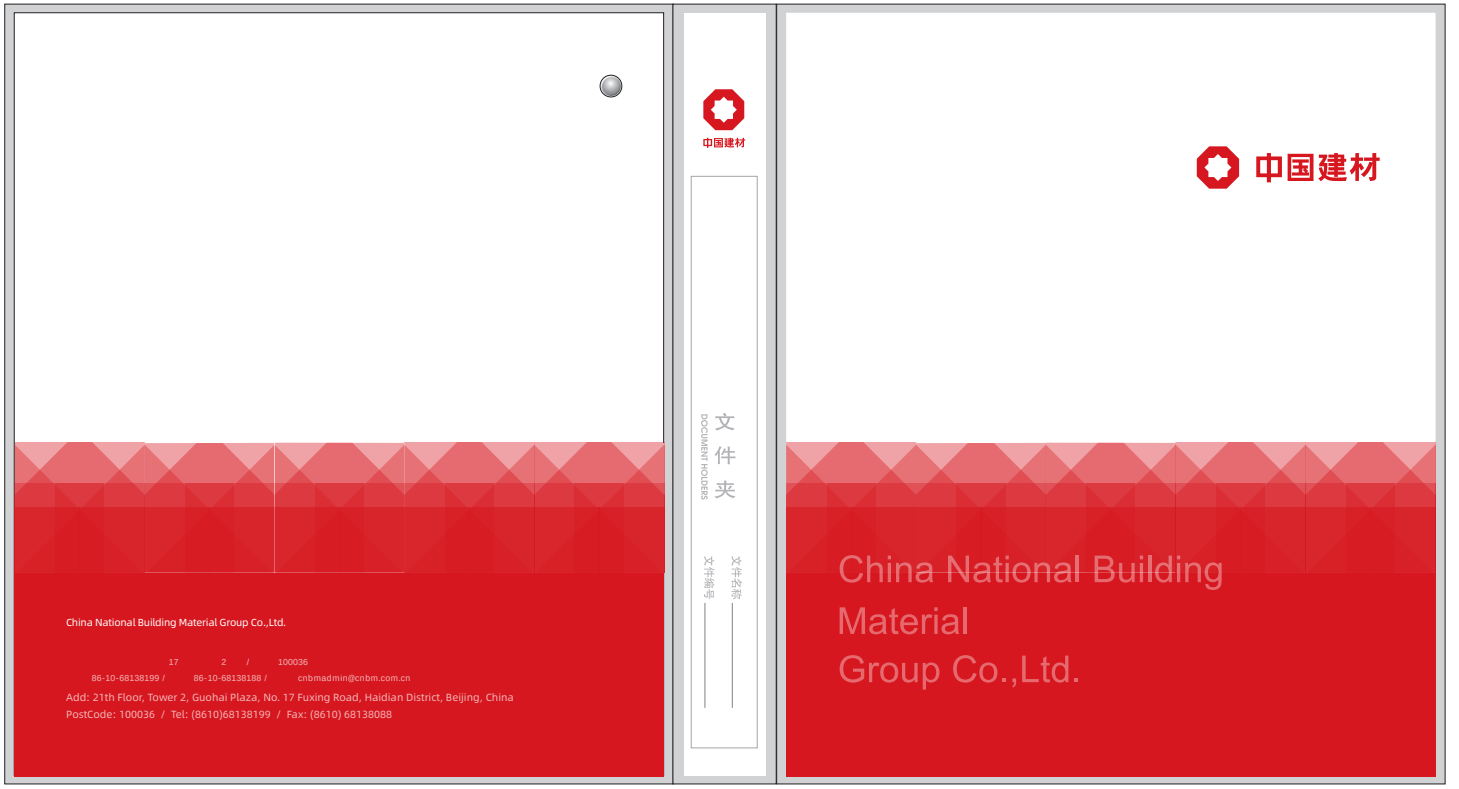
140g





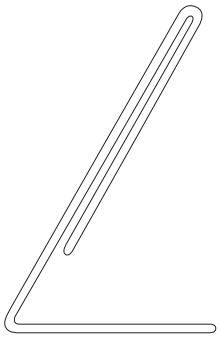
B1-7

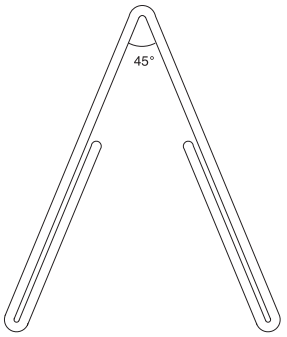
270x315mm
120g



B1-8

105x180mm 105x280mm



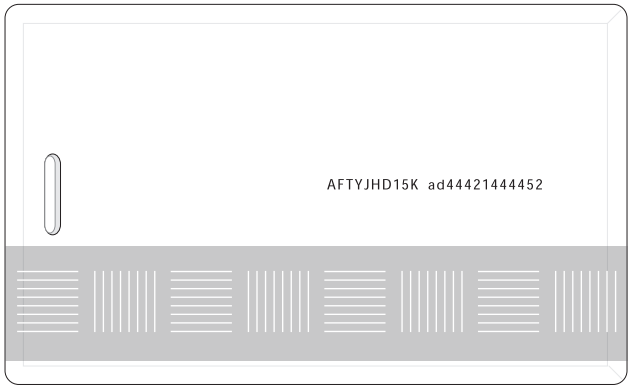


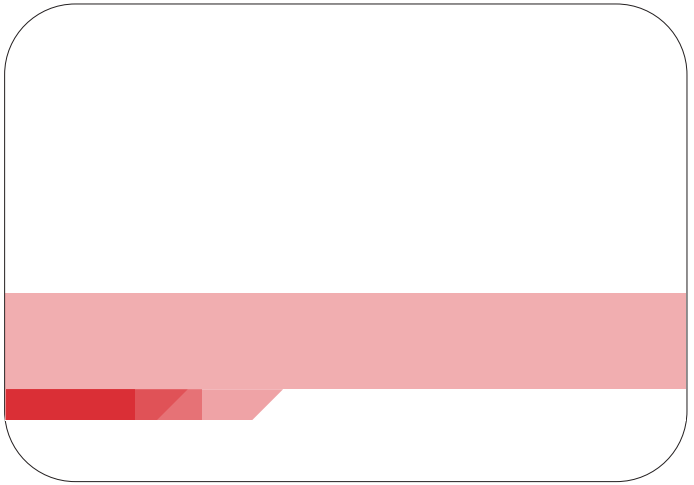
B1-9

125x125mm
119x119mm

B1-11

85x54x0.5mm





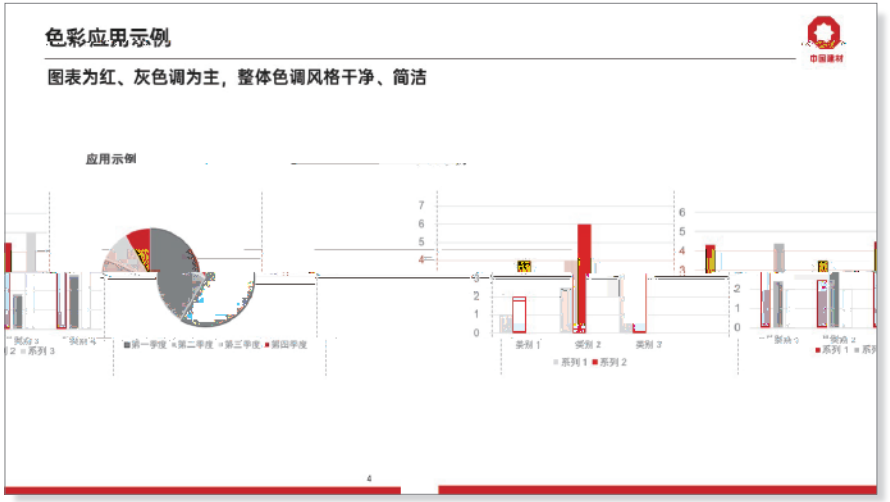
B1-13

PPT

4:3

G

PPT



PPT

B1-14-1

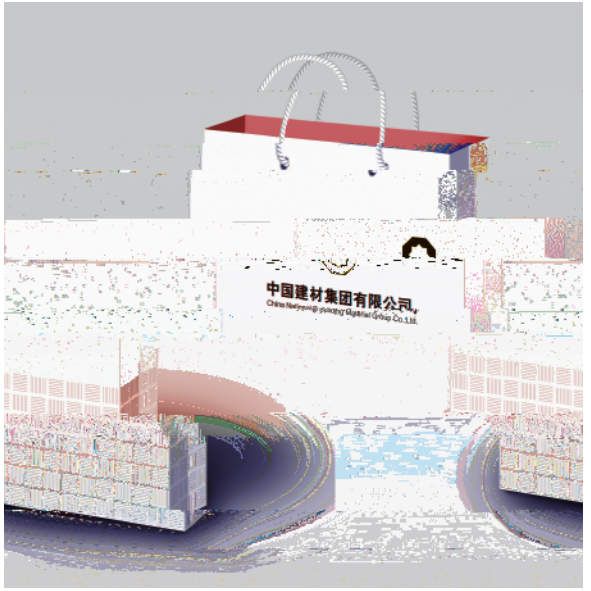
300x400x80mm

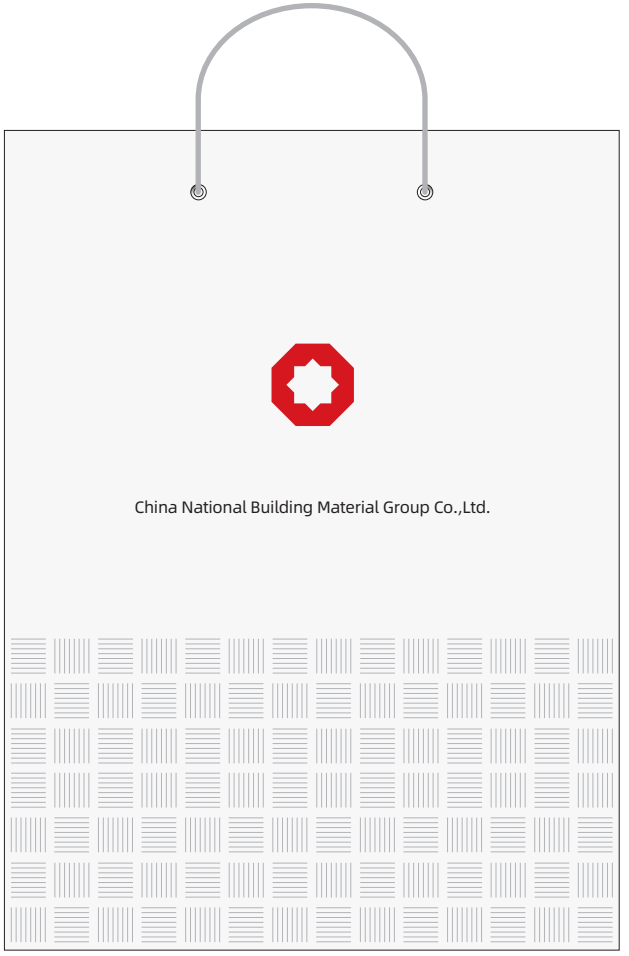
210g

Hu

B1-14-2

300x400x80mm
210g
Hu





B1-14-3

300x400x80mm

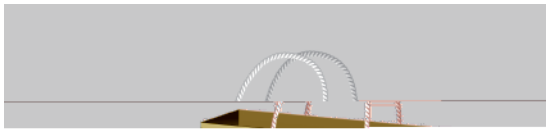
210g

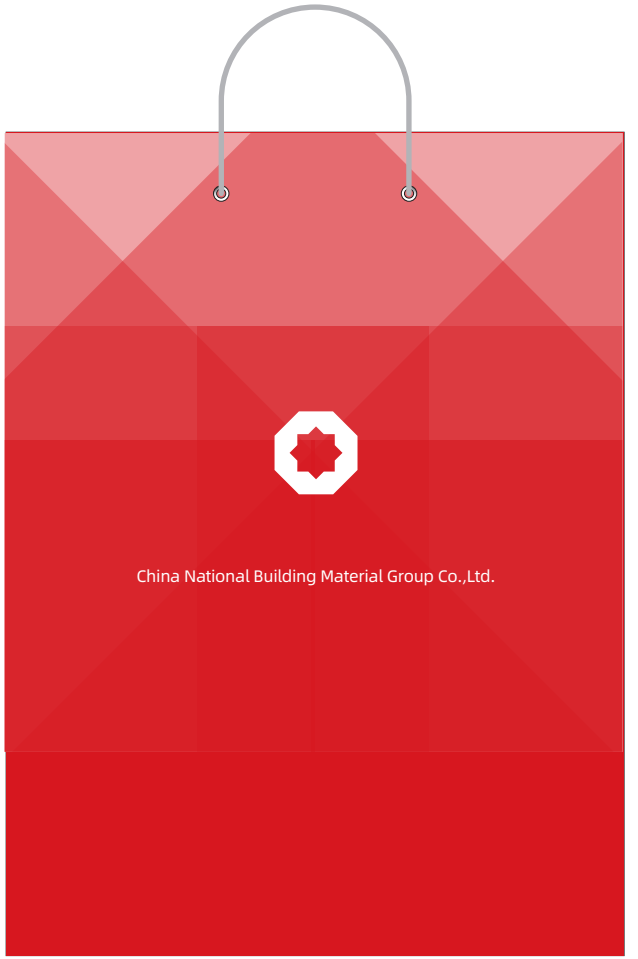
B1-14-4

G

210g

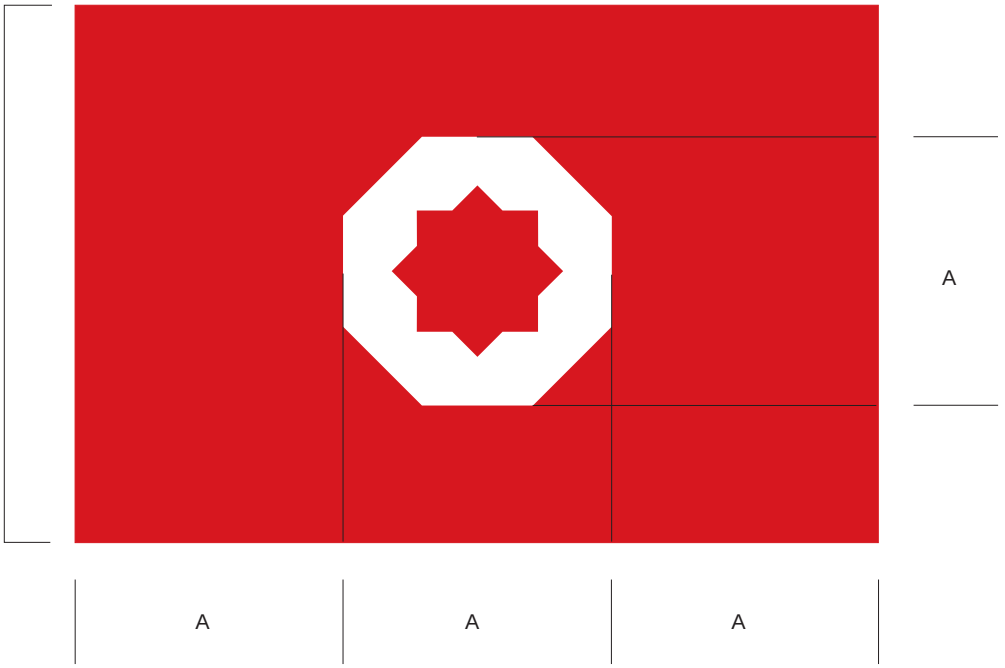
Hυ Hυ Hυ HυUV

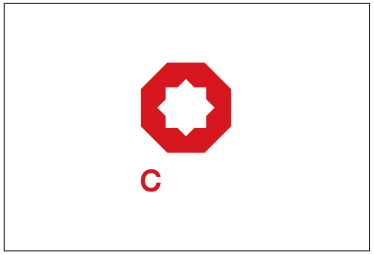


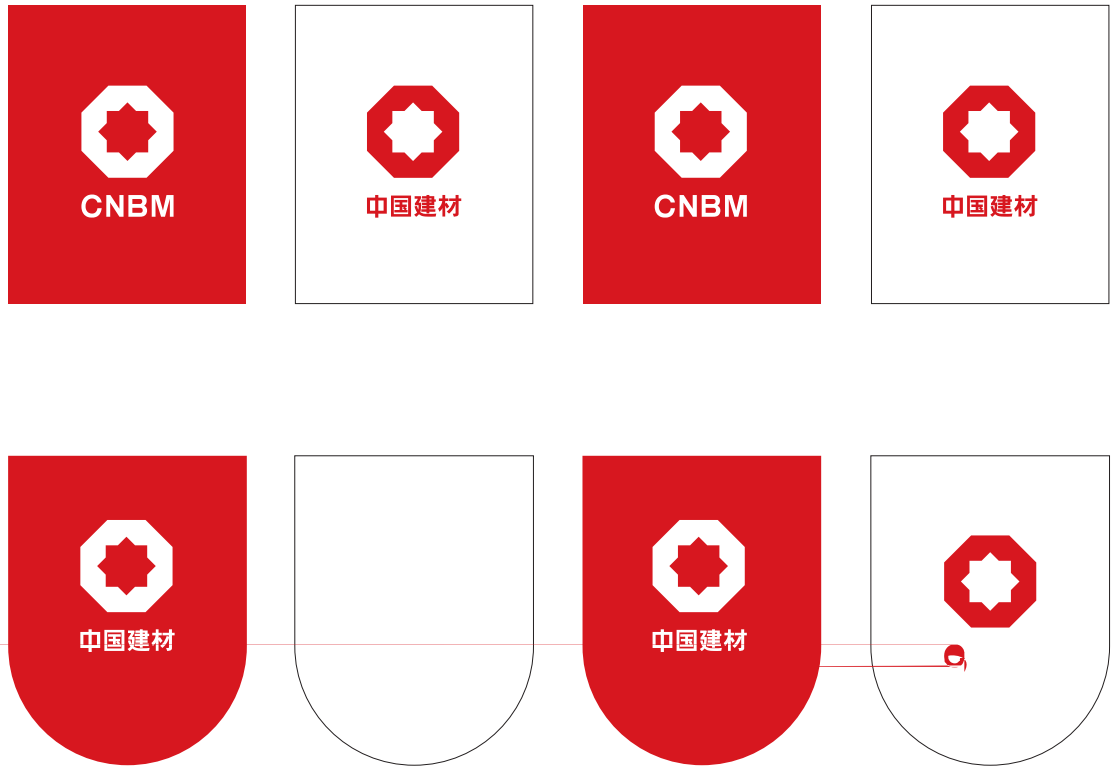


B2-1

2 2400x1600mm




C

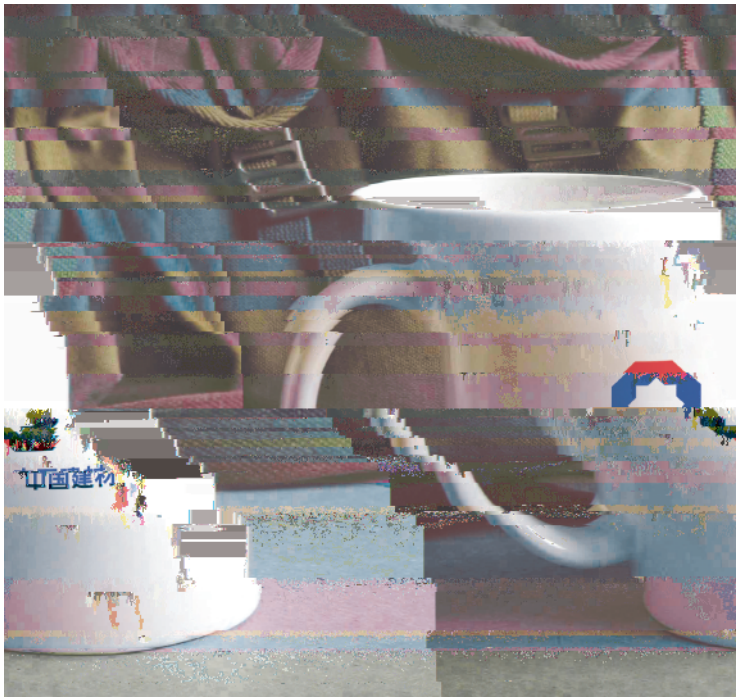

CNBM
中国建材
CNBM
中国建材
中国建材
中国建材

B3-2

B3-3

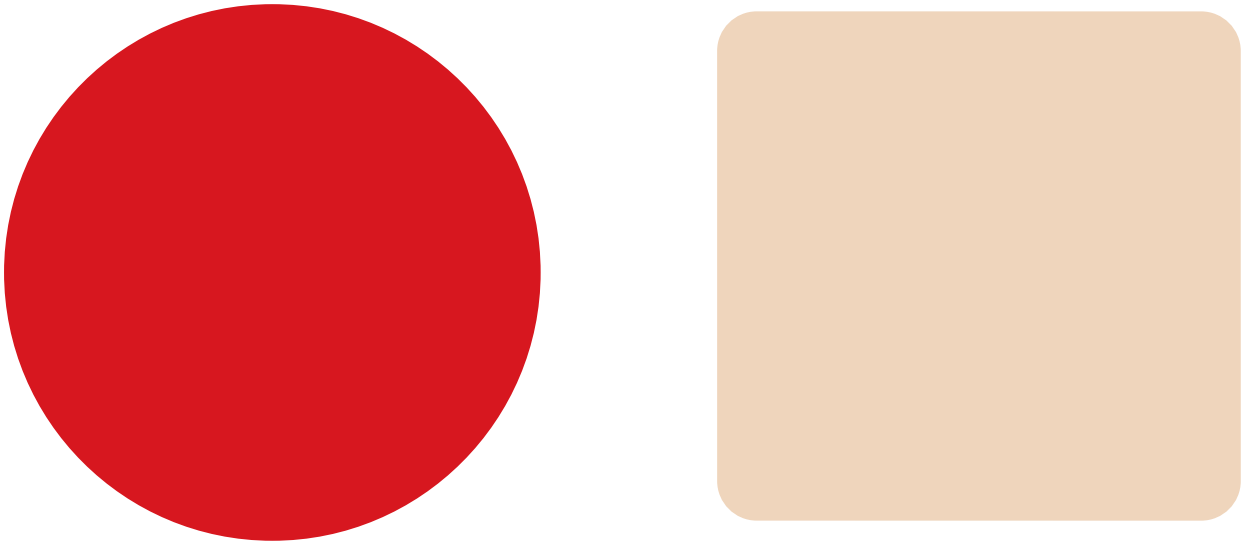
B4-1

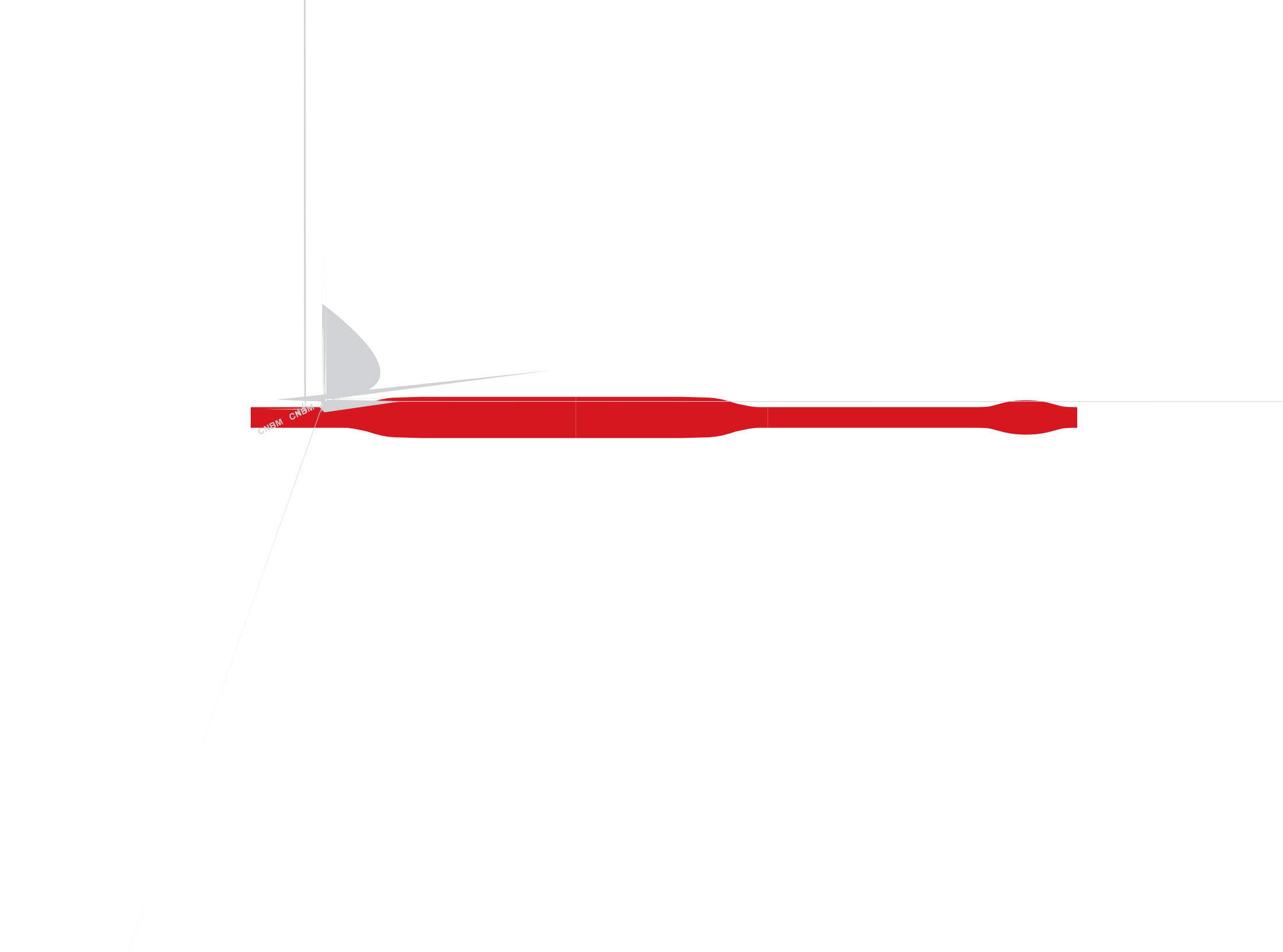
B4-2



B4-3

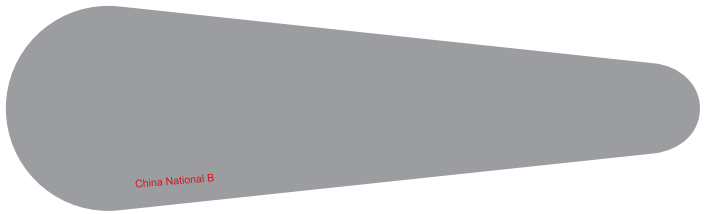
CNBM




CNBM
CNBM

CNBM
www.cnbm.com.cn

CNBM
China National Building Material Group Co.,Ltd.


China National B

B5