



品牌指南 2025

BRAND GUIDELINES

标志 LOGO

菱形标志

LOZENGE LOGO

使用场景 (use case)

The logo without text, should only be used in contexts where other CRNMC branding is present, like on a presentation slide where the previous slides already contain the logo with type. Otherwise, the logo should always be used with the CRNMC name.

无文字标志仅应在已有其他 CRNMC 品牌元素的场景中使用，例如在演示文稿中，若前几页幻灯片已包含带文字的标志。在其他情况下，标志必须始终与 CRNMC 名称一起使用。

标志几何结构 (logo geometry)

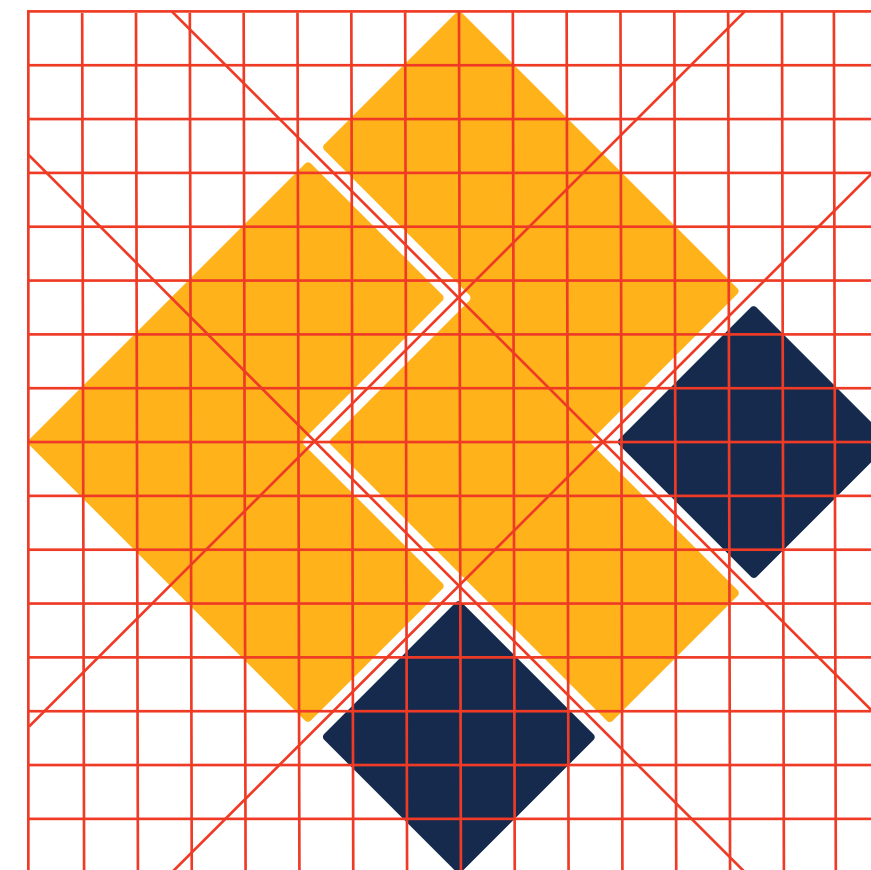
The logo was created using an 18x18 grid to ensure the proper dimensions and spacing. To guarantee brand integrity, the logo's ratio and spacing should never be changed under any context.

标志是使用18×18的网格构建的，以确保其尺寸和间距的准确性。为保证品牌的一致性，无论在任何情况下，标志的比例和间距都不得更改。



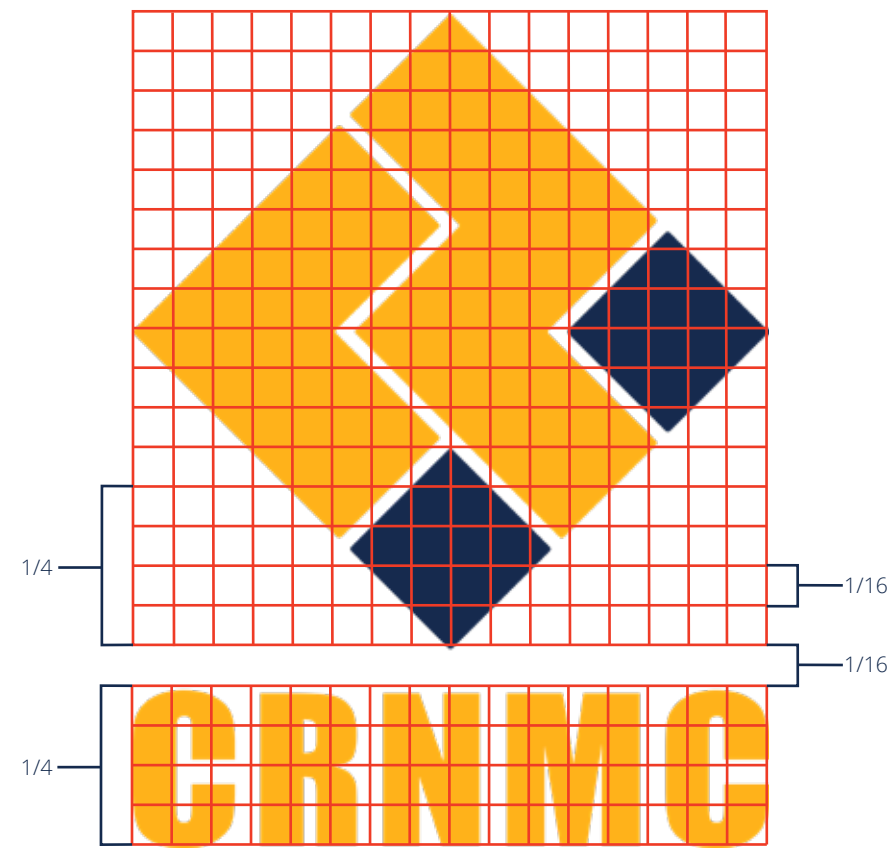
16x16 网格 (grid)

9x9, 45° 斜线网格 (diagonal grid)



竖排标志

STACKED LOGO



使用场景(use case)

The vertically stacked logo should be the default logo, as it is the most bold and recognizable without being too messy or taking up too much space. It can be used on the first page of slideshows and the menu bar of the website.

竖排标志应作为默认标志使用,因为它最醒目且易于识别,同时不会显得杂乱或占用过多空间。可用于幻灯片首页以及网站的菜单栏中。

标志几何结构 (logo geometry)

The vertically stacked logo's spacing and dimensions should remain consistent to maintain brand integrity and cohesion. Never move the letters up, down, or to the side.

垂直堆叠的标志间距和尺寸应保持一致,以维护品牌的完整性和统一性。切勿上下或左右移动字母。

横向标志

HORIZONTAL LOGO

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使用场景(use case)

Logo with horizontal text should be used in cases where the full company name is needed without abbreviation, or when the format requires a horizontal logo to remain visually appealing.

带横排文字的标志应在以下情况下使用：需要展示完整公司名称（不得使用缩写），或在版式设计中，为保持视觉美感而需要使用横向标志

标志几何结构 (logo geometry)

The horizontal ratios should remain consistent throughout the logo regardless of size or context to maintain brand integrity and the most visually appealing

无论标志的尺寸或使用场景如何，其横向比例应始终保持一致，以确保品牌一致性并呈现最佳视觉效果。

标志间距

LOGO SPACING

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横向标志间距 (horizontal logo spacing)

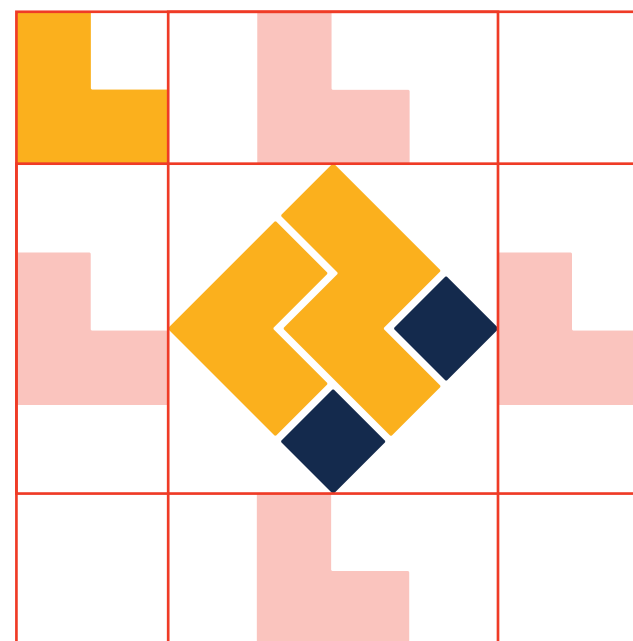
For the horizontal logo, the lozenge is used to determine the MINIMUM spacing between the logo and any surrounding images, illustrations, text, etc. Always preserve this space to give the logo room to shine and breathe.

对于横向标志，菱形用于确定标志与周围元素之间的最小间距。保持这个间距可以让标志有足够的空间，确保其视觉效果突出且清晰。

菱形标志间距(lozenge logo spacing)

The lozenge shape, when used alone, should always have an L-shape's worth of minimum space surrounding it. The L shape is taken from the left corner of the lozenge.

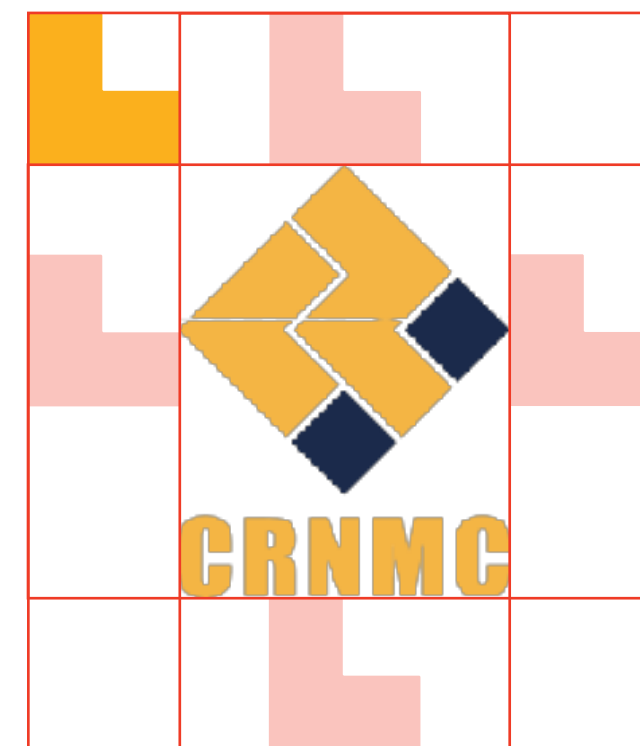
菱形单独使用时，周围应始终保留相当于L形的最小间距。这个L形间距是从菱形的左角开始测量的。



堆叠标志间距(stacked logo spacing)

For the horizontal logo, the left-side L shape within the lozenge is used to determine the MINIMUM spacing between the logo and any surrounding items.

对于横向标志，L形也用于确定标志与周围元素之间的最小间距。



标志与背景

LOGO & BACKGROUNDS

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暗色背景上 (on dark backgrounds)

On dark backgrounds (like on the website), the lozenge should be outlined in white, while the text should remain as it is.

在深色背景上(比如网站上), 菱形应使用白色描边, 而文字保持原样。



浅色背景上 (on light backgrounds)

On light backgrounds, use the logo as is.

在浅色背景上, 保持标志原样使用。



照片底上 (on photos)

On photo backgrounds, use the white outlined lozenge when logo does not contrast enough with photo. Otherwise use the normal logo.

在照片背景上, 当标志与照片对比度不足时, 使用白色描边的菱形; 否则使用普通标志。



标志与背景

LOGO & BACKGROUNDS

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浅色背景上 (on light backgrounds)

On light backgrounds, use the logo as is.

在浅色背景上, 保持标志原样使用。

照片底上 (on photos)

Do not use the horizontal photo on photos, as it will look messy. It may only appear on solid backgrounds.

不要在照片背景上使用横向照片, 因为会显得杂乱。它只能出现在纯色背景上。



暗色背景上 (on dark backgrounds)

On dark backgrounds the lozeneg outline and text should be white.

在深色背景上, 菱形描边和文字应为白色。

标志须知

LOGO DO'S & DON'TS

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不要裁剪 (do not crop)



不要打乱 (do not shuffle)

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不要旋转 (do not rotate)



不要更改颜色 (do not change colors)



标志须知

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不要扭曲 (do not distort)



不要更改字体 (do not change type)



不要描边 (do not outline)



不要添加阴影 (do not add a shadow)



颜色 COLORS

色彩方案

COLOR PALETTE

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主色 (primary colors)

辅助色 (secondary colors)

蓝色 - Industrial Blue
Hex: #142A4D
RGB: 20, 43, 77
CMYK: 74%, 55%, 0%, 70%

白色 - White
Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0%, 0%, 0%, 0%

深蓝色 - Midnight Blue
Hex: #0D1220
RGB: 13, 18, 32
CMYK: 59%, 44%, 0%, 87%

黄色 - Molten Gold
Hex: #FFB21A
RGB: 255, 178, 26
CMYK: 0%, 30%, 90%, 0%

红色 - Ember Red
Hex: #EF3B26
RGB: 239, 59, 38
CMYK: 0%, 75%, 84%, 6%

浅灰色 - Silver Haze
Hex: #F3F3F3
RGB: 243, 243, 243
CMYK: 0%, 0%, 0%, 5%

颜色比例

COLOR RATIOS

深蓝白比例 (midnight blue and white ratio)

Midnight blue and white should be seen in 25% of the material. They are used as backgrounds for the website, brochures, and other promotional material. White is also the font color on dark backgrounds. NEVER use midnight blue as font.

深蓝色和白色应占材料的25%。它们用于网站、宣传册及其他推广材料的背景。白色也用作深色背景上的字体颜色。切勿将深蓝色用作字体颜色。

蓝色比例 (industrial blue ratio)

Industrial blue can be used for some backgrounds, but mostly for text on dark backgrounds. It is also the blue used in the logo.

蓝色可以用于部分背景，但主要用作深色背景上的文字颜色。它也是标志中使用的蓝色。

黄色比例(molten gold ratio)

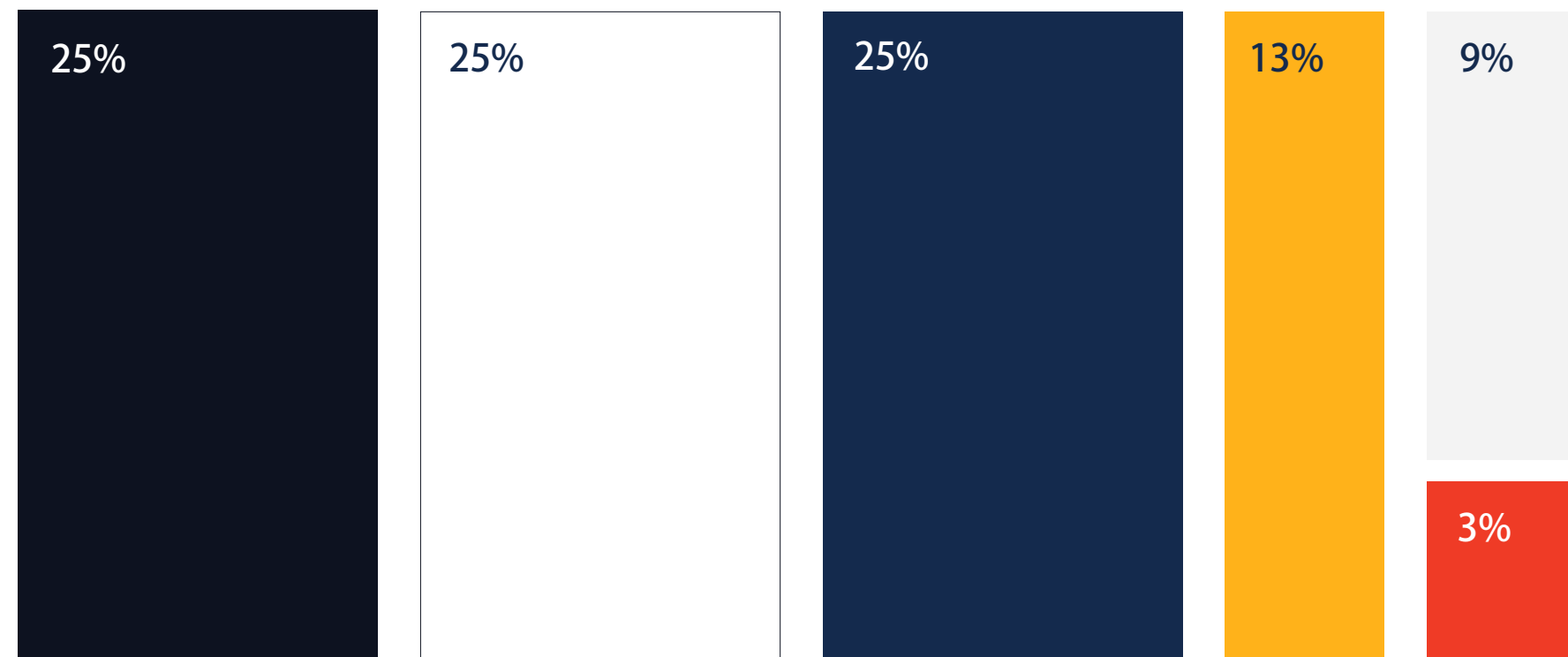
Molten gold should make up 13% of the color composition. It is used for arrows, decorative elements, and mainly in the logo.

黄色应占颜色组成的13%。它用于箭头、装饰元素，主要出现在标志中。

灰红比例 (silver haze & ember red ratio)

Silver haze and ember red should be used the least. Silver haze can be used for backgrounds occasionally, or for framing elements, while ember red should be used for rare decorative elements.

灰色和红色应最少使用。灰色可偶尔用作背景或边框元素，红色则应仅用于少量装饰元素。



薄纱与渐变

SHEERS & GRADIENTS

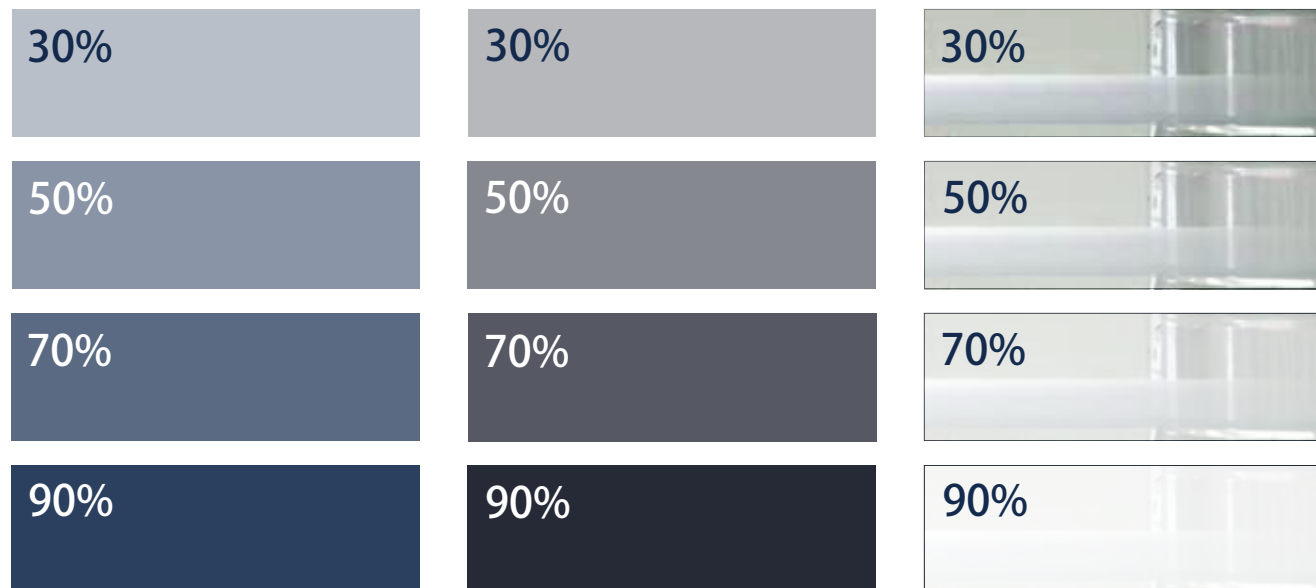
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薄纱 (sheers)

Sheers are used over differing background colors or photos to add interest or provide a more solid surface to place text or logos, especially on busier photos. Sheers start at 30% opacity, and increase at increments of 20% until 90%.

薄纱叠层用于不同背景颜色或照片之上，以增加视觉趣味，或为文本和标志提供更稳固的承载面，尤其是在较复杂的照片上。薄纱的透明度从30%起步，按20%的递增幅度，直到90%。

渐变 (gradients)

Gradients can be used in the 3 primary colors over photos to provide interest and a solid base for text over busier photos. The gradients can only come from the top right, bottom right, bottom left, or bottom of the overlay, and can only go from 100% opacity to 0% opacity.

渐变色可在照片上使用三种主色调，为复杂照片提供视觉趣味和稳固的文字底色。渐变方向仅限于叠层的右上角、右下角、左下角或底部，且渐变透明度只能从100%逐渐过渡到0%。渐变色可在照片上使用三种主色调，为复杂照片提供视觉趣味和稳固的文字底色。渐变方向仅限于叠层的右上角、右下角、左下角或底部，且渐变透明度只能从100%逐渐过渡到0%。



字体设 **TYPOGRAPHY**

英文展示体

ENGLISH DISPLAY & LOGO FONT

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字体(font)

Our display font is Impact, a bold font that reflects CRNMC's drive and innovative spirit. Strong, thick lines also mirror CRNMC's actual products, which are comprised of hefty metal blocks, ingots, and plates.

我们的展示字体是 Impact, 这是一种粗体字体, 反映了 CRNMC 的动力和创新精神。粗壮厚实的线条也映射出 CRNMC 实际产品的特点, 这些产品由沉重的金属块、锭和板材组成。

使用场景 (use case)

Impact should only be used in all caps for the stacked logo and main titles/headers that are not on the website. Never use Impact in blocks of long text, for text in small sizes, on the website, or for text in Chinese. For Chinese display fonts, use 思源黑体 CN instead.

Impact 字体仅应以全大写形式用于堆叠标志以及非网站上的主要标题/页眉。切勿在长段文字、小字号文字、网站上的文字或中文文本中使用 Impact。对于中文展示字体, 请改用 思源黑体 CN。

IMPACT

**Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy**

1 2 3 4 5 6 7 8 9 0



标志字体 (logo font)

The font has been customized for the logo. DO NOT use anything but the vector image of the logo with revised font.

字体已为标志定制。请务必只使用带有修订字体的矢量标志图像, 禁止使用其他版本。

过渡字体

TRANSITIONAL FONT

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Adobe Heiti Std R

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

中文示例文本以展示字体

字体 (font)

Adobe Heiti Std R is our transitional font between display and text. It has a softer look than Impact, but still maintains a strong, bold presence.

Adobe Heiti Std R 是我们介于展示字体和正文字体之间的过渡字体。它比 Impact 更柔和, 但依然保持强劲、粗犷的视觉效果。

使用场景 (use case)

Adobe Heiti Std R has the most diverse use cases out of all CRNMC fonts, though it is mainly seen in the website and horizontal logo. It can be used as a display font in titles, headers, posters, etc. However, when used as text font, it should only be when text is large and short, like for a slogan or very short paragraph. Adobe Heiti Std R can also be used in both english and Chinese, making it ideal for instances when both languages must be present.

Adobe Heiti Std R 在所有 CRNMC 字体中用途最广, 但主要出现在网站和水平标志中。它可以作为标题、页眉、海报等的展示字体使用。然而, 当用作正文字体时, 仅适用于文字较大且篇幅较短的情况, 例如标语或非常短的段落。Adobe Heiti Std R 可同时用于英文和中文, 因此非常适合需要同时呈现两种语言的场景。

英文正文体

ENGLISH TEXT FONT

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字体 (font)

Open Sans Light and Open Sans Regular are the english language text font. They are easy to read without being bulky.

Open Sans Light 和 Open Sans Regular 是英文正文字体, 易于阅读且不显笨重。

使用场景 (use case)

Open Sans Light and Regular should only be used for text font in english, never in Chinese. They should also never be used for titles or very large font. Open Sans Regular should only be used to bold words within a paragraph written in Open Sans Light, or when the background makes thinner font difficult to read.

Open Sans Light 和 Regular 仅限用作英文正文字体, 绝不可用于中文文本, 也不得用于标题或超大字号。Open Sans Regular 应仅用于加粗 Open Sans Light 段落中的词语, 或在背景使细体字体难以阅读时使用。

Open Sans

细体 (light)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

常规体 (regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
1 2 3 4 5 6 7 8 9 0

中文展示字

CHINESE DISPLAY FONT

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字体 (font)

思源黑体 CN Heavy is the display font, as it is aesthetically similar to its english counterpart, Impact.

思源黑体 CN 特粗体是展示字体, 因为它在美感上与英文对应字体 Impact 相似。

使用场景 (use case)

思源黑体 CN Bold is the display font used in place of Impact when writing in Chinese. It should be used for headers and titles for all materials that are not the website. The website will use Adobe Heiti Std R.

思源黑体 CN 粗体是用来替代 Impact 的中文展示字体。它应用于非网站的所有材料的标题和页眉。网站上将使用 Adobe Heiti Std R。

思源黑体 CN

特粗 (heavy)

一 | 丿 丶 ㄣ ㄥ ㄨ ㄩ

1 2 3 4 5 6 7 8 9 0

示例文本, 用于查看此字体的外观

中文字体

CHINESE TEXT FONT

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字体 (font)

思源黑体 CN Extra Light, and 思源黑体 CN Regular is used for the Chinese text font, as it is light and modern as well as easy to read. It also aligns well aesthetically with Open Sans, the english text font.

中文字体使用思源黑体 CN Extra Light 与 思源黑体 CN Regular, 既轻盈现代, 又易于阅读。同时在美学上与英文字体 Open Sans 相得益彰。

使用场景 (use case)

思源黑体 CN Extra Light should always be used for bodies of text, especially long bodies of text, while 思源黑体 CN Regular should be used to bold words within paragraphs to emphasize importance, or on backgrounds that make thinner font too difficult to read. Never use these fonts for headers or titles or for english text.

思源黑体 CN Extra Light 应始终用于正文, 尤其是篇幅较长的正文内容; 思源黑体 CN Regular 应用于段落中需要加粗以强调的重要词语, 或用于背景使较细字体难以辨认的情况。切勿将这两种字体用于标题或英文文本。

思源黑体 CN

超细 (extra light)

— | 丿 ㇏ 丶 ㇀ ㇁ ㇂ ㇃ ㇄

1 2 3 4 5 6 7 8 9 0

示例文本, 用于查看此字体的外观

常规体 (regular)

— | 丿 ㇏ 丶 ㇀ ㇁ ㇂ ㇃ ㇄

1 2 3 4 5 6 7 8 9 0

示例文本, 用于查看此字体的外观

摄影PHOTOGRAPHY

产品照片

PRODUCT PHOTOS

产品照片指南 (product photo guidelines)

When photographing products, make sure the product is in the center with a plain background, good lighting, and good image quality. The product's key qualities should be displayed.

拍摄产品时, 确保产品居中, 背景简洁, 光线充足, 且图像质量好。产品的核心特点应得到充分展示。



特写照片指南 (close-up photo guidelines)

When photographing products close up, make sure it exceeds the borders of the photo, and that photo is in good lighting, plain background, and good quality.

拍摄产品特写时, 确保产品超出照片边框, 光线充足, 背景简洁, 且图像质量良好。



产品照片

PRODUCT PHOTOS

简洁锭子照 (clean background ingot photo)

Ingot photos that are photoshopped onto a plain background should be centered, with no other details on the background of foreground except the ingot.

将锭子照片抠图放置在简洁背景上时, 应保证居中, 背景和前景除锭子外不得有其他细节。

现场锭子照片 (on-site ingot photos)

When photographing ingots on-site, make sure the background is straight, not at an angle, and that the back wall is plain with little shine from lighting. The ingot should also be centered along the x-axis.

拍摄现场锭子照片时, 确保背景平直、不倾斜, 后墙简洁且光线反光较少。锭子应沿水平方向居中。



团队照片

TEAM PHOTOS

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团队活动照片 (activity photos)

合照 (group photos)

抓拍照片 (candid photos)

照片指南 (team photo guidelines)

Photos should display the welcoming and collaborative spirit of CRNMC. They should be in good lighting, and should not focus on a single individual. There must be 2 or more CRNMC team members.

Team photos are separated into 3 categories: team building/extracurricular activity photos, posed group photos, and candid work photos.

照片应体现 CRNMC 欢迎且合作的精神, 光线充足, 不应只聚焦于单个个体。照片中必须有两名或以上的 CRNMC 团队成员。

团队照片分为三类: 团队建设/课外活动照片、摆拍合照和工作抓拍照片。



单人照片

INDIVIDUAL PHOTOS

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肖像照片 (portrait photos)

个人照指南 (individual photo guide)

These photos should only be used for the Employee of the Month post on the website or social media, and nowhere else. Permission must also be obtained from employee. Employee must always be centered, and formal portrait photo must have a plain contrasting background.

Individual photos are separated into 3 **categories**: formal portrait photos, posed photo at workplace, and candid photo at workplace.

这些照片仅限于网站或社交媒体上的“月度员工”发布, 严禁用于其他场合。拍摄前须获得员工许可。员工应始终居中, 正式肖像照须使用简洁且有对比度的背景。

个人照片分为三类: 正式肖像照、工作场所摆拍照和工作场所抓拍照。



工作摆拍照 (posed work photo)



工作抓拍照 (candid work photo)



设施照片

FACILITY PHOTOS

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现场镜头照片 (external building photo)

Photos of the outside of the building should have a level horizon line with clear foreground, middleground, and background.

建筑外观照片应保证地平线平直, 且前景、中景和背景清晰可见。



广角室内照 (wide-shot interior photo)

Wide-shot photos of the interior of the building should have a level horizon line with a clear foreground, middleground, and background. Photos of confidential equipment should be indicated in the photo name.

建筑内部的广角照片应保证地平线平直, 且前景、中景和背景清晰可见。涉及机密设备的照片须在文件名中注明。



中景室内照 (medium-shot interior photo)

Medium shots of the interior are meant to show a more detailed display of CRNMC facilities without zooming in on specific equipment. These compositions can be more varied. Again, photos including confidential equipment should indicate so in the photo file name.

建筑内部的中景照片旨在展示 CRNMC 设施的更多细节, 但不聚焦于具体设备。构图可以更加多样化。同样, 包含机密设备的照片须在文件名中注明。

设备照片

EQUIPMENT PHOTOS

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大型设备拍摄指南 (large equipment photo guidelines)

Large equipment photos should display the entire machine and should be centered. Any confidential processes or equipment should be labeled as such in the photo file name.

大型设备照片应展示整台机器，并且居中拍摄。涉及机密工艺或设备的照片，文件名中须注明。



小型设备拍摄指南 (small equipment photo guidelines)

small equipment photography should have a transparent background to clearly display all machine details.

小型设备拍摄应使用透明背景，以清晰展示机器的所有细节。



标志须知

PHOTO DO'S & DON'TS

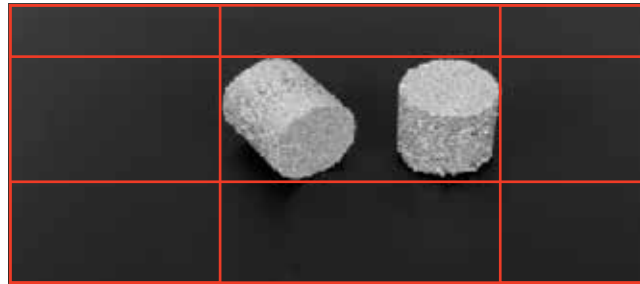
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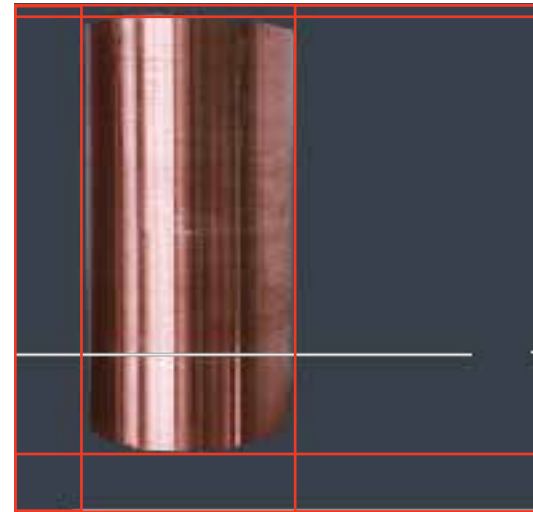
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请勿将产品拍摄成偏离中心 (do not depict product off center)



请勿将产品置于透明背景上 (do not put products on a transparent background)



请勿将锭子置于低对比度且未居中的背景上 (do not put ingot on low-contrast background, uncentered)



现场拍摄锭子时, 切勿出现不水平的地平线或偏离中心的情况 (do not show ingot on-site with a non-level horizon line, or uncentered)

除非是建筑内部场景拍摄, 切勿将锭子成组拍摄, 产品照应单独拍摄 (do not depict ingots as a group unless it is for an interior building shot, not a product shot)



标志须知

PHOTO DO'S & DON'TS

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外景拍摄切勿出现奇怪角度、过曝天空以及前景、中景和背景不清晰的情况 (do not depict exterior shots with strange angles, overexposed sky, and no clear foreground, middleground, or background)



外景拍摄切勿距离过远导致建筑主体模糊, 或出现倾斜的地平线 (do not depict exterior shots from too far, where focus on building is lost, or with tilted horizon line)



请勿拍摄低分辨率或未居中的单个团队成员照片 (do not depict individual team members in low resolution or uncentered)



请勿拍摄背对镜头的单个团队成员照片 (do not depict individual team members with back turned to camera)

图标与元素 ICONS & ELEMENTS

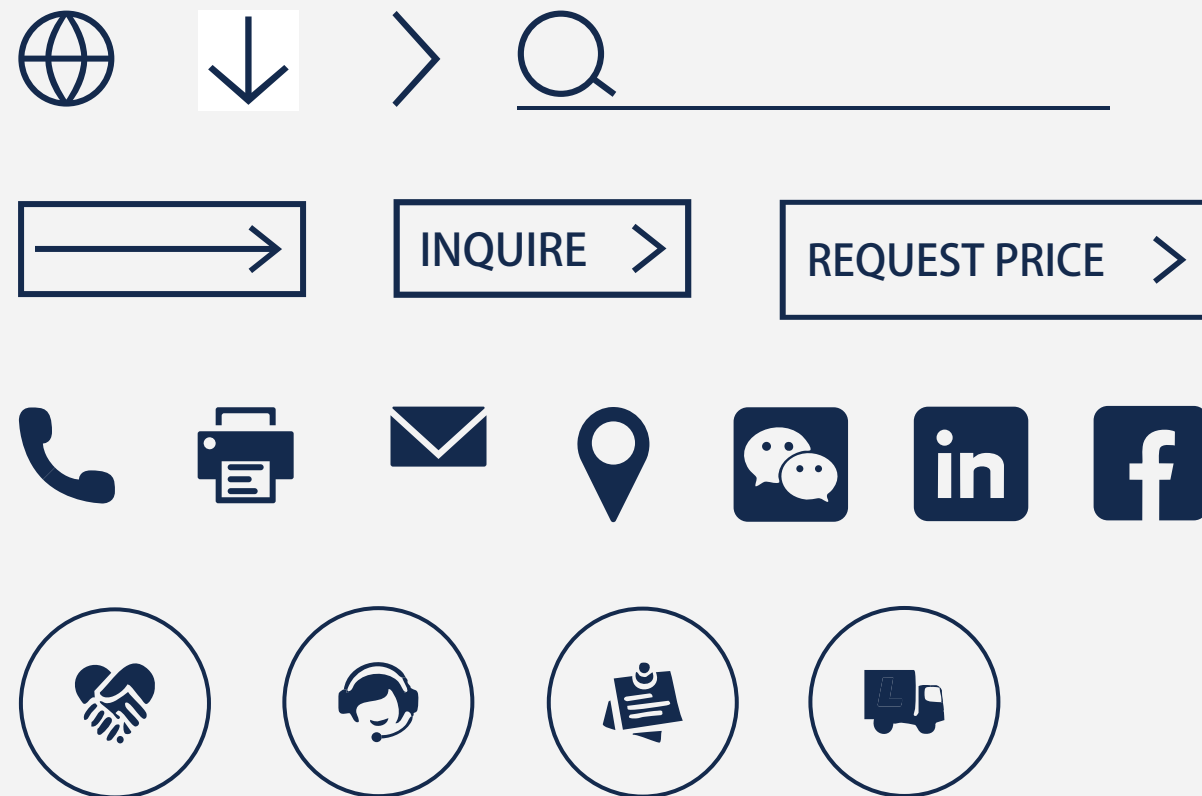
图标与按钮

ICONS & BUTTONS

按钮与图标指南 (button & icon guidelines)

These icons are all to be used on the website. Non-button icons can be used in white, industrial blue, or molten gold, depending on the background and context. Buttons must follow specific color guidelines that are listed on next page.

这些图标均用于网站。非按钮类图标可根据背景和使用情境采用白色、工业蓝或熔金色。按钮必须遵循下一页所列的特定配色指南。



按钮颜色

BUTTON COLORS

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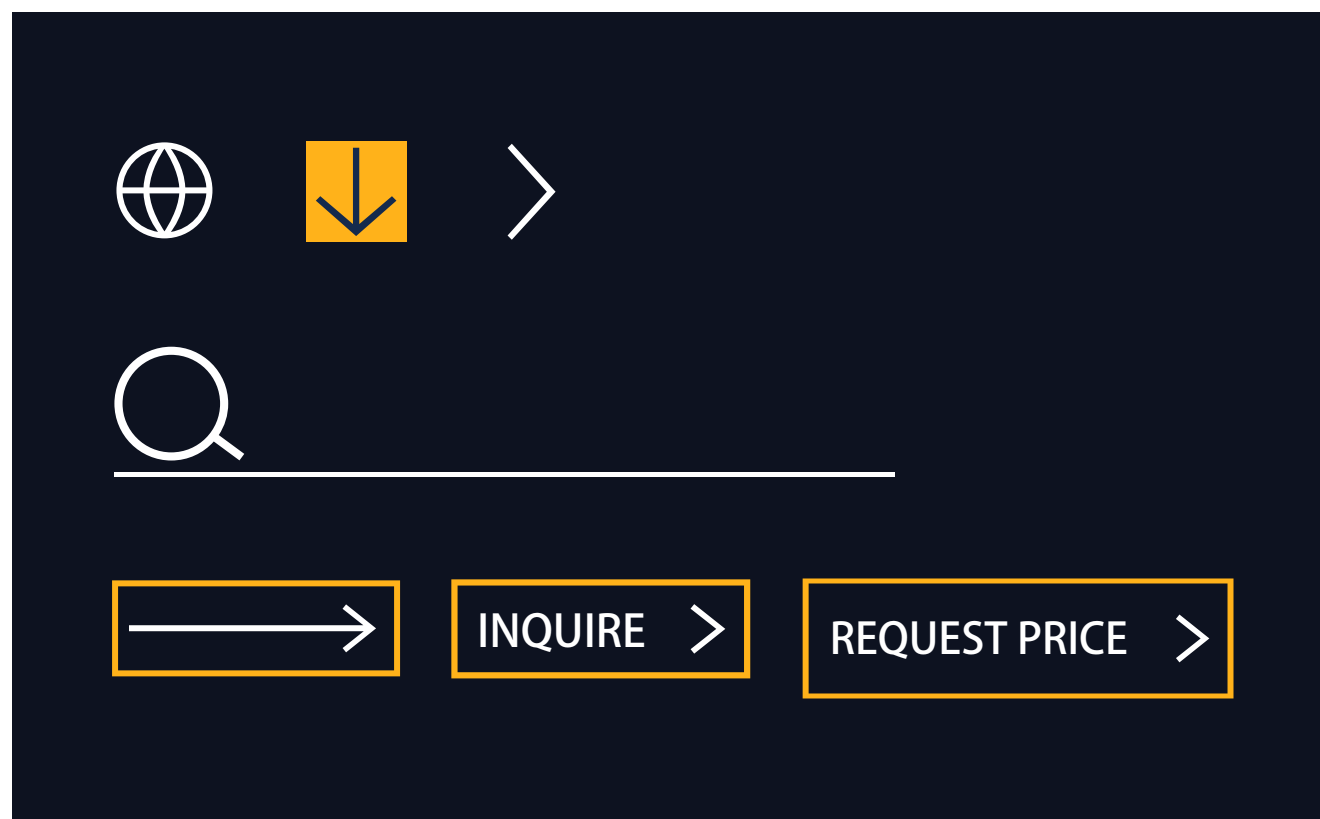
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品牌指南

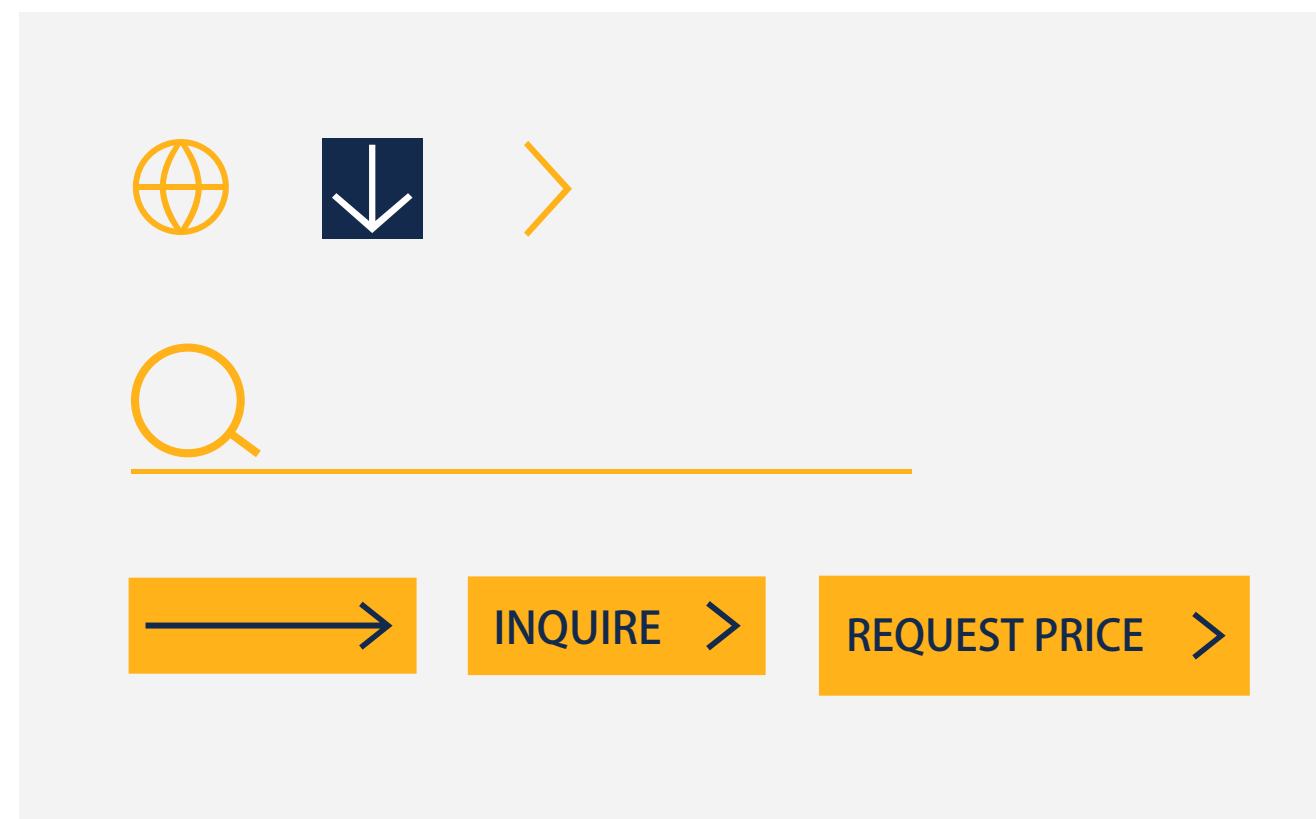
BRAND GUIDELINES

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静态 (static)



悬停/点击 (hover/clicked)





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