



TECHKING SERVICE CENTER

VISUAL IDENTIFICATION SYSTEM

A-1-01 Logo and Definition



A-1-02 Logos in Color, Grayscale and Reverse Type

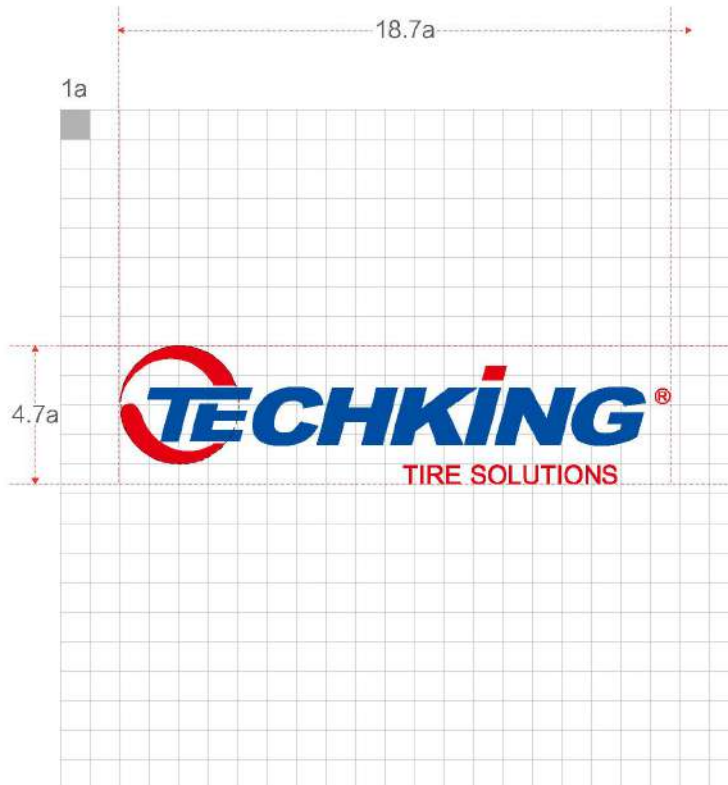
A brand logo is the concentrated embodiment of corporate spirit, culture and characteristics, and it is also the core of corporate visual identification system. The improper use of a brand logo will cause confusion in the public's impression, thus weakening or damaging the corporate image.

Therefore, it's crucial to follow a standard to prepare brand logos. Drawings mentioned in this guidebook stipulate the scale of our brand logo and its reverse type. The process of preparing it should strictly follow these drawings to achieve the purpose of unification and standardization



A-1-03 Logo Scale & Reverse Type

In order to meet the needs of the media release, the logo should be prepared not only in color but also in reverse type to ensure the uniformity of the external image. Below is an example of the standard reverse type of our logo. It's mainly used in single color printing, for example, on newspaper advertisements. Please use it in strict accordance with below specification.



A-1-04 Specification of Minimum Safe Distance in Logo Use

The following is the minimum safe distance specification of our logo. Please do not make any change when you use it.

In order to avoid any mistake, please always strictly follow below standards when you use our logo.



A-4-01 Standard Color of Our Logo

The corporate color standard is an important tool to identify the corporate visual image. In order to maintain the unity of the corporate visual image and the continuity of visual communication, one should always carry out the visual communication work strictly in accordance with the color standard.

In the process of preparing a logo, due to the manufacture craft (plate making, printing, printing ink, material and processing, etc.), there may be a certain degree of difference between the designed color and the finished color. The designer should take this into consideration in advance and use the international standard color cards to evaluate and check colors of original designs, prints and so on.



C:100 M:70 Y:0 K:0



A-4-02 Specification of Wordmark Color

The corporate color standard is an important tool to identify the corporate visual image. In order to maintain the unity of the corporate visual image and the continuity of visual communication, one should always carry out the visual communication work strictly in accordance with the color standard.

In the process of preparing a logo, due to the manufacture craft (plate making, printing, printing ink, material and processing, etc.), there may be a certain degree of difference between the designed color and the finished color. The designer should take this into consideration in advance and use the international standard color cards to evaluate and check colors of original designs, prints and so on.



C:100 M:70 Y:0 K:0
R:0 G:78 B:162

C:0 M:100 Y:100 K:0
R:230 G:0 B:18

A-4-03 Specification of Background Color

The corporate color standard is an important tool to identify the corporate visual image. In order to maintain the unity of the corporate visual image and the continuity of visual communication, one should always carry out the visual communication work strictly in accordance with the color standard.

In the process of preparing a logo, due to the manufacture craft (plate making, printing, printing ink, material and processing, etc.), there may be a certain degree of difference between the designed color and the finished color. The designer should take this into consideration in advance and use the international standard color cards to evaluate and check colors of original designs, prints and so on.



A-6-02 Special Printing Fonts of Our English Logo

The visual function of the special printing fonts has the same symbolic features as brand logos in standard fonts. The following fonts can be selected according to the characteristics of the media in practice. If it's for the special media, fonts should be selected under professional guidance.

The ratio of length to width can be changed in practice to get a better visual effect.

Fonts of the words used in the title and in the text should be in consistency.

Title fonts

TECHKING TIRE SOLUTIONS ----- FZ DaHei

TECHKING TIRE SOLUTIONS ----- FZ Hei

TECHKING TIRE SOLUTIONS ----- FZ XiaoBiaoSong

TECHKING TIRE SOLUTIONS ----- Arial

TECHKING TIRE SOLUTIONS ----- FZ SongHei

Text fonts

TECHKING TIRE SOLUTIONS ----- FZ LanTingHei

TECHKING TIRE SOLUTIONS ----- FZ ZhengZhunHei

TECHKING TIRE SOLUTIONS ----- Georgia

TECHKING TIRE SOLUTIONS ----- Italics

TECHKING TIRE SOLUTIONS ----- Helvetica

A-7-01 Prohibition of Font and Logo Combination

The standard of font and logo combination is a systematic regulation on some basic elements such as logos and standard characters of Chinese and English corporate names. It is the basic point of application design and must be strictly implemented.

The following figures show some common wrong cases of font and logo combination. Please pay attention and implement strictly in accordance with the provisions:



A-1-01 Logo and Definition



Interpretation: The overall logo shape is mainly in a simple style. The use of three initials of TECHKING SERVICE CENTER can further deepen the impression, which can give people a clear visual transmission effect.

The deformation of the letter C looks like a tire. The design adopts the effect of overprint, which is simple and atmospheric.

The overall sense of heaviness gives people a solid sense of security. The overall inclination symbolizes the fast arrival of the service.

A-1-02 Logos in Color, Grayscale and Reverse Type

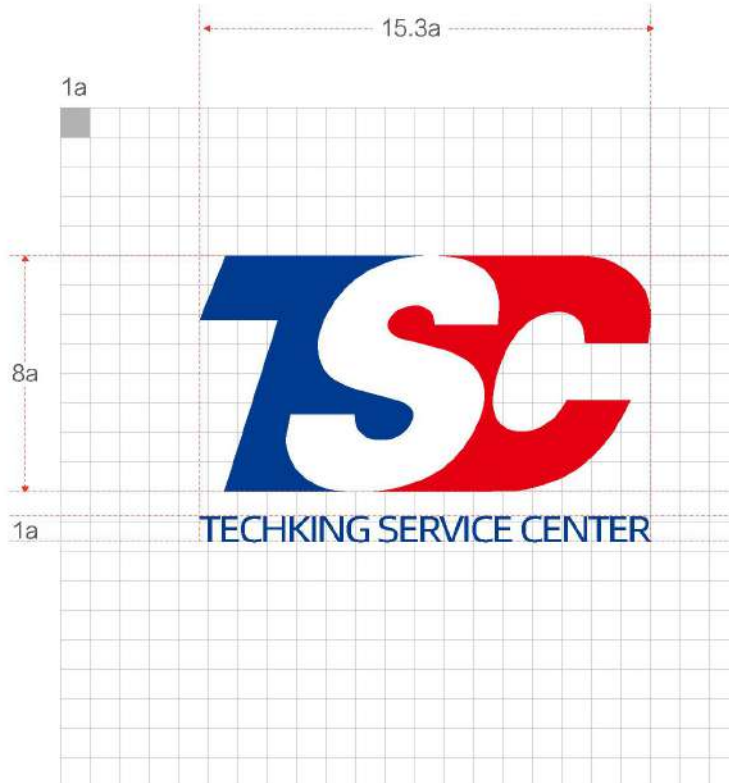
A brand logo is the concentrated embodiment of corporate spirit, culture and characteristics, and it is also the core of corporate visual identification system. The improper use of a brand logo will cause confusion in the public's impression, thus weakening or damaging the corporate image. Therefore, it's crucial to follow a standard to prepare brand logos.

Drawings mentioned in this guidebook stipulate the scale of our brand logo and its reverse type. The process of preparing it should strictly follow these drawings to achieve the purpose of unification and standardization.



A-1-03 Logos in Color, Grayscale and Reverse Type

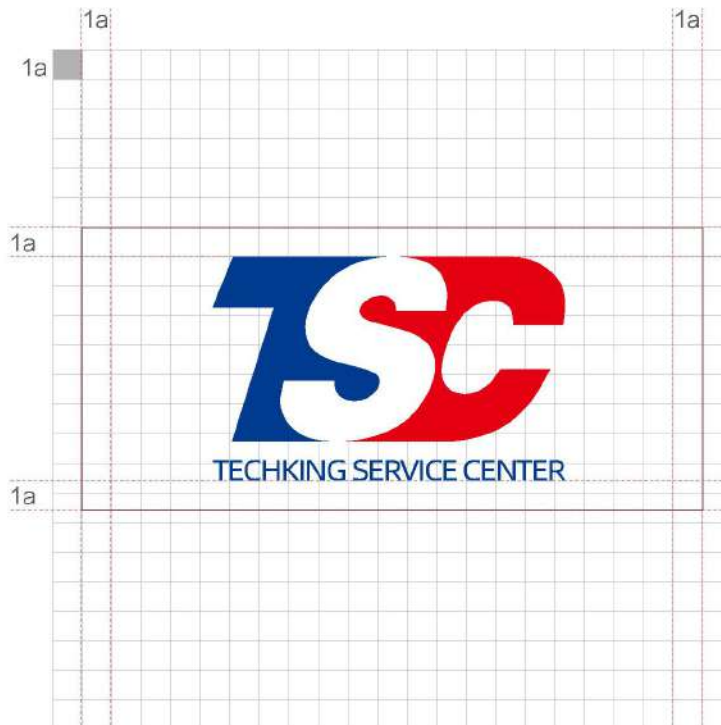
In order to meet the needs of the media release, the logo should be prepared not only in color but also in reverse type to ensure the uniformity of the external image. Below is an example of the standard reverse type of our logo. It's mainly used in single color printing, for example, on newspaper advertisements. Please use it in strict accordance with below specification.



A-1-04 Specification of Minimum Safe Distance in Logo Use

The following is the minimum safe distance specification of our logo. Please do not make any change when you use it.

In order to avoid any mistake, please always strictly follow below standards when you use our logo.



A-4-01 Standard Color of Our Logo

The corporate color standard is an important tool to identify the corporate visual image. In order to maintain the unity of the corporate visual image and the continuity of visual communication, one should always carry out the visual communication work strictly in accordance with the color standard.

In the process of preparing a logo, due to the manufacture craft (plate making, printing, printing ink, material and processing, etc.), there may be a certain degree of difference between the designed color and the finished color. The designer should take this into consideration in advance and use the international standard color cards to evaluate and check colors of original designs, prints and so on.



C:100 M:80 Y:0 K:10



A-4-02 Specification of Wordmark Color

The corporate color standard is an important tool to identify the corporate visual image. In order to maintain the unity of the corporate visual image and the continuity of visual communication, one should always carry out the visual communication work strictly in accordance with the color standard.

In the process of preparing a logo, due to the manufacture craft (plate making, printing, printing ink, material and processing, etc.), there may be a certain degree of difference between the designed color and the finished color. The designer should take this into consideration in advance and use the international standard color cards to evaluate and check colors of original designs, prints and so on.



C:100 M:80 Y:0 K:10
R:0 G:59 B:144

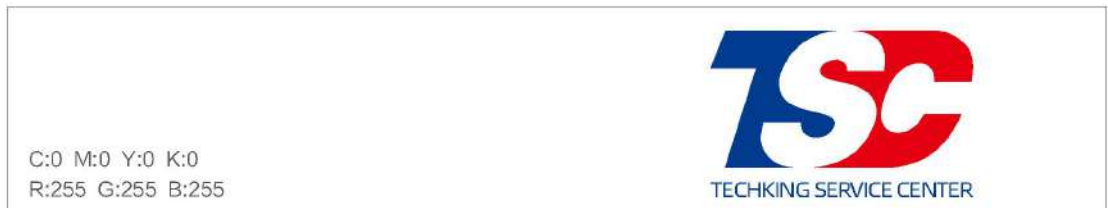
C:0 M:100 Y:100 K:0
R:230 G:0 B:18

C:0 M:100 Y:100 K:0
R:230 G:0 B:18

A-4-03 Specification of Background Color

The corporate color standard is an important tool to identify the corporate visual image. In order to maintain the unity of the corporate visual image and the continuity of visual communication, one should always carry out the visual communication work strictly in accordance with the color standard.

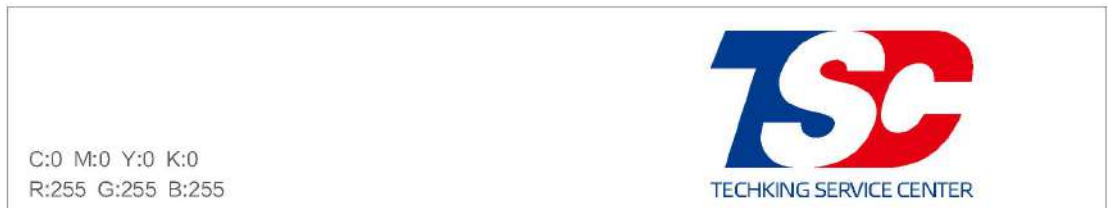
In the process of preparing a logo, due to the manufacture craft (plate making, printing, printing ink, material and processing, etc.), there may be a certain degree of difference between the designed color and the finished color. The designer should take this into consideration in advance and use the international standard color cards to evaluate and check colors of original designs, prints and so on.



A-4-03 Specification of Background Color

The corporate color standard is an important tool to identify the corporate visual image. In order to maintain the unity of the corporate visual image and the continuity of visual communication, one should always carry out the visual communication work strictly in accordance with the color standard.

In the process of preparing a logo, due to the manufacture craft (plate making, printing, printing ink, material and processing, etc.), there may be a certain degree of difference between the designed color and the finished color. The designer should take this into consideration in advance and use the international standard color cards to evaluate and check colors of original designs, prints and so on.



A-6-02 Special Printing Fonts of Our English Logo

The visual function of the special printing fonts has the same symbolic features as brand logos in standard fonts. The following fonts can be selected according to the characteristics of the media in practice. If it's for the special media, fonts should be selected under professional guidance.

The ratio of length to width can be changed in practice to get a better visual effect.

Fonts of the words used in the title and in the text should be in consistency.

Title Fonts

TECHKING SERVICE CENTER FZ DaHei

TECHKING SERVICE CENTER FZ Hei

TECHKING SERVICE CENTER FZ XiaoBiaoSong

TECHKING SERVICE CENTER Arial

TECHKING SERVICE CENTER FZ SongHei

Text Fonts

TECHKING SERVICE CENTER FZ LanTingHei

TECHKING SERVICE CENTER FZ ZhengZhunHei

TECHKING SERVICE CENTER Georgia

TECHKING SERVICE CENTER Italics

TECHKING SERVICE CENTER Helvetica

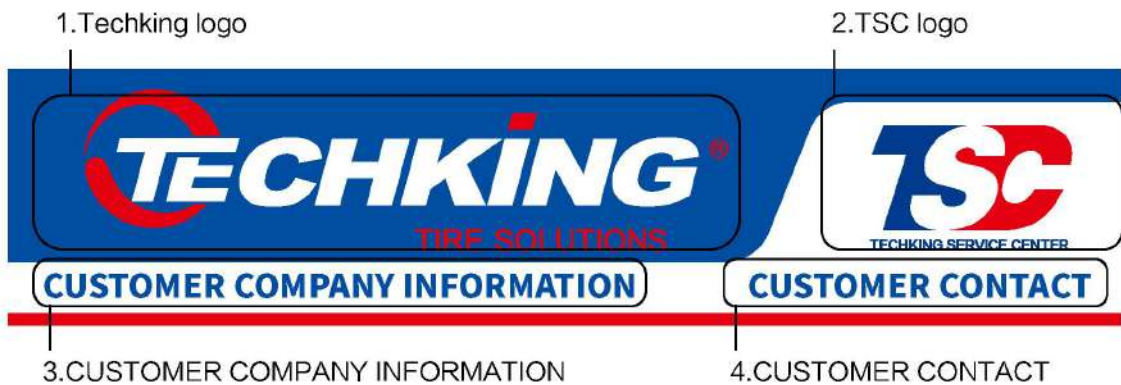
A-7-01 Prohibition of Font and Logo Combination

The standard of font and logo combination is a systematic regulation on some basic elements such as logos and standard characters of Chinese and English corporate names. It is the basic point of application design and must be strictly implemented.

The following figures show some common wrong cases of font and logo combination. Please pay attention and implement strictly in accordance with the provisions.



B-1-01 Standard Specification of Door Header



| B-1-02 Color Schematics of Door Header



C:100 M:70 Y:0 K:0
R:0 G:78 B:162

C:100 M:80 Y:0 K:10
R:0 G:59 B:144

C:0 M:100 Y:100 K:0
R:230 G:0 B:18

C:0 M:100 Y:100 K:0
R:230 G:0 B:18

B-1-03 Scale Specification of Door Header

1a



B-2-01 External Facade Renderings - OTR



B-2-01 External Facade Renderings - TBR



B-2-01 External Facade Renderings - TBR



B-2-01 External Facade Renderings - TBR



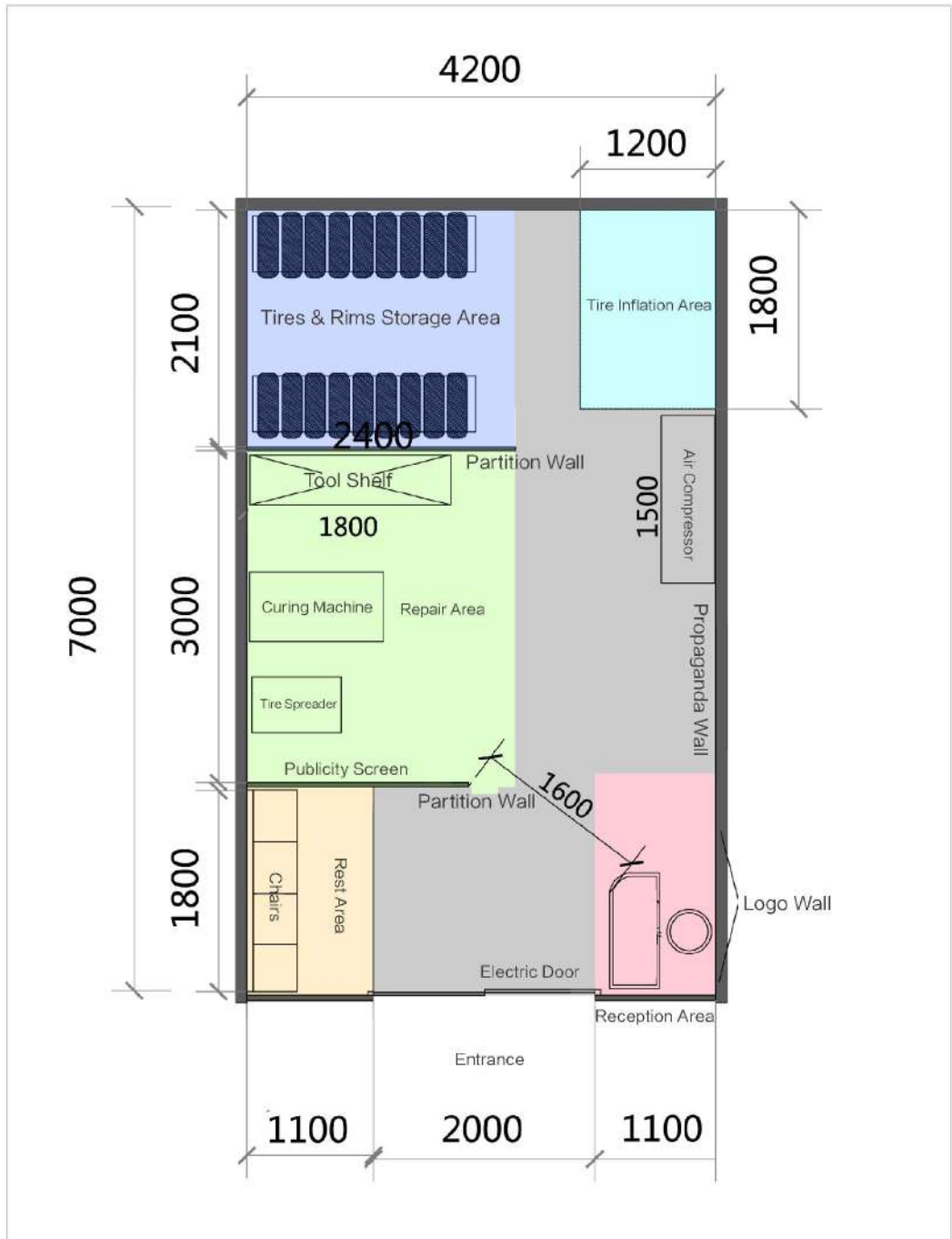
B-3-01 Decorative Rib & Bumper Strip



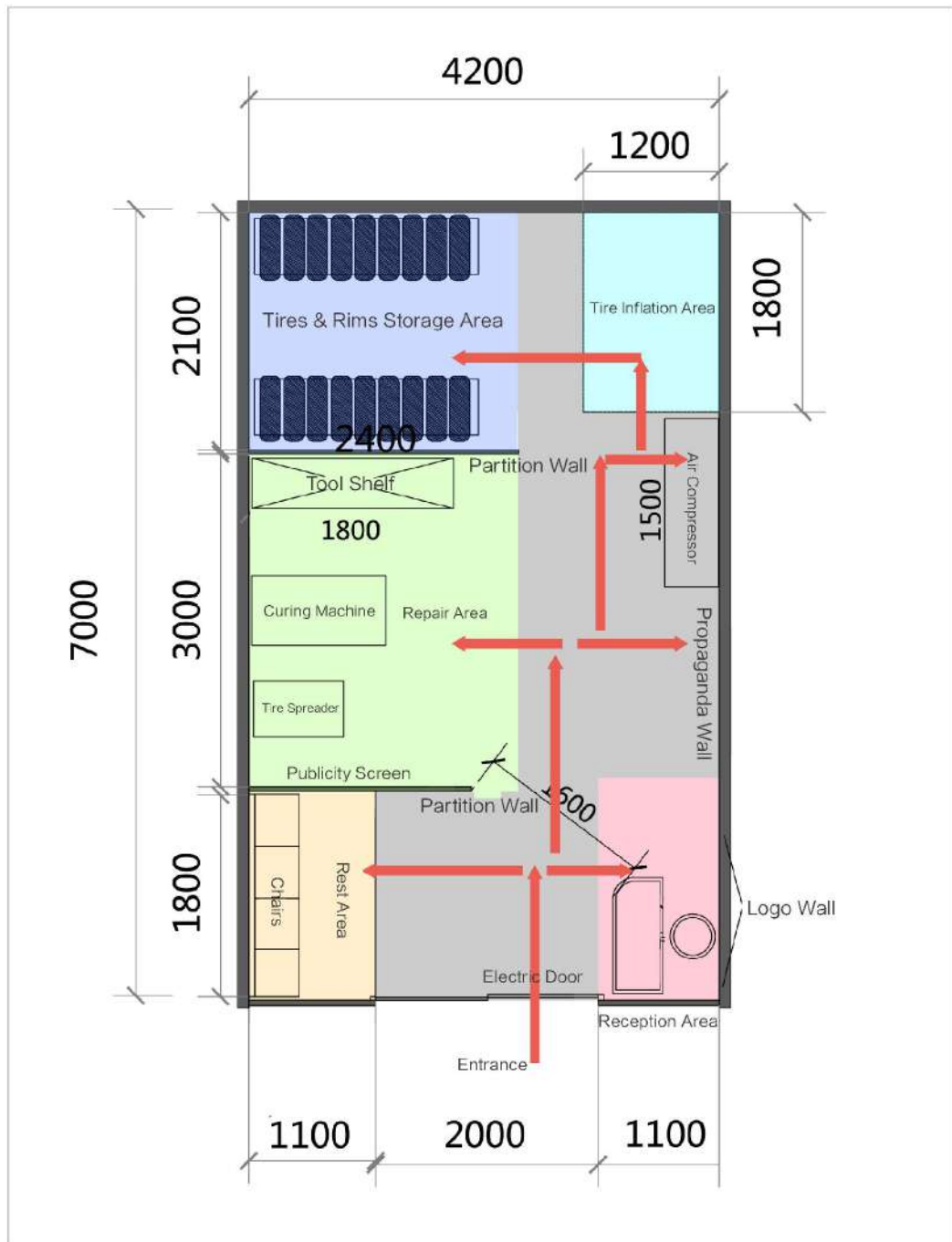
B-4-01 Rendering of Light Box Below Door Head



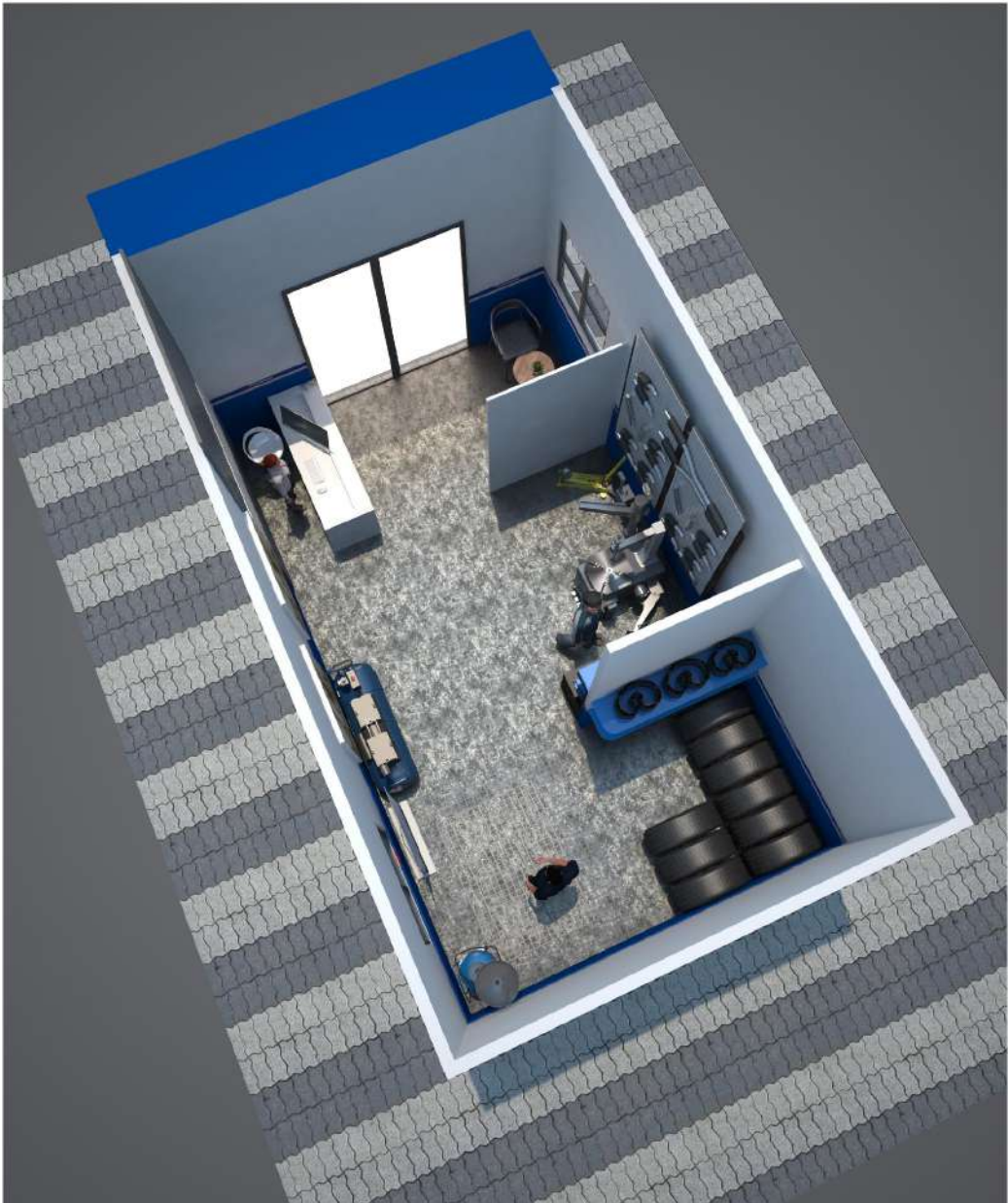
B-5-01 Floor Plan - TBR Basic Decoration



B-5-01 Circulation Analyses - TBR Basic Decoration



B-5-01 3D Renderings - TBR Basic Decoration



B-5-01 3D Renderings - TBR Basic Decoration



B-5-01 3D Renderings - TBR Basic Decoration



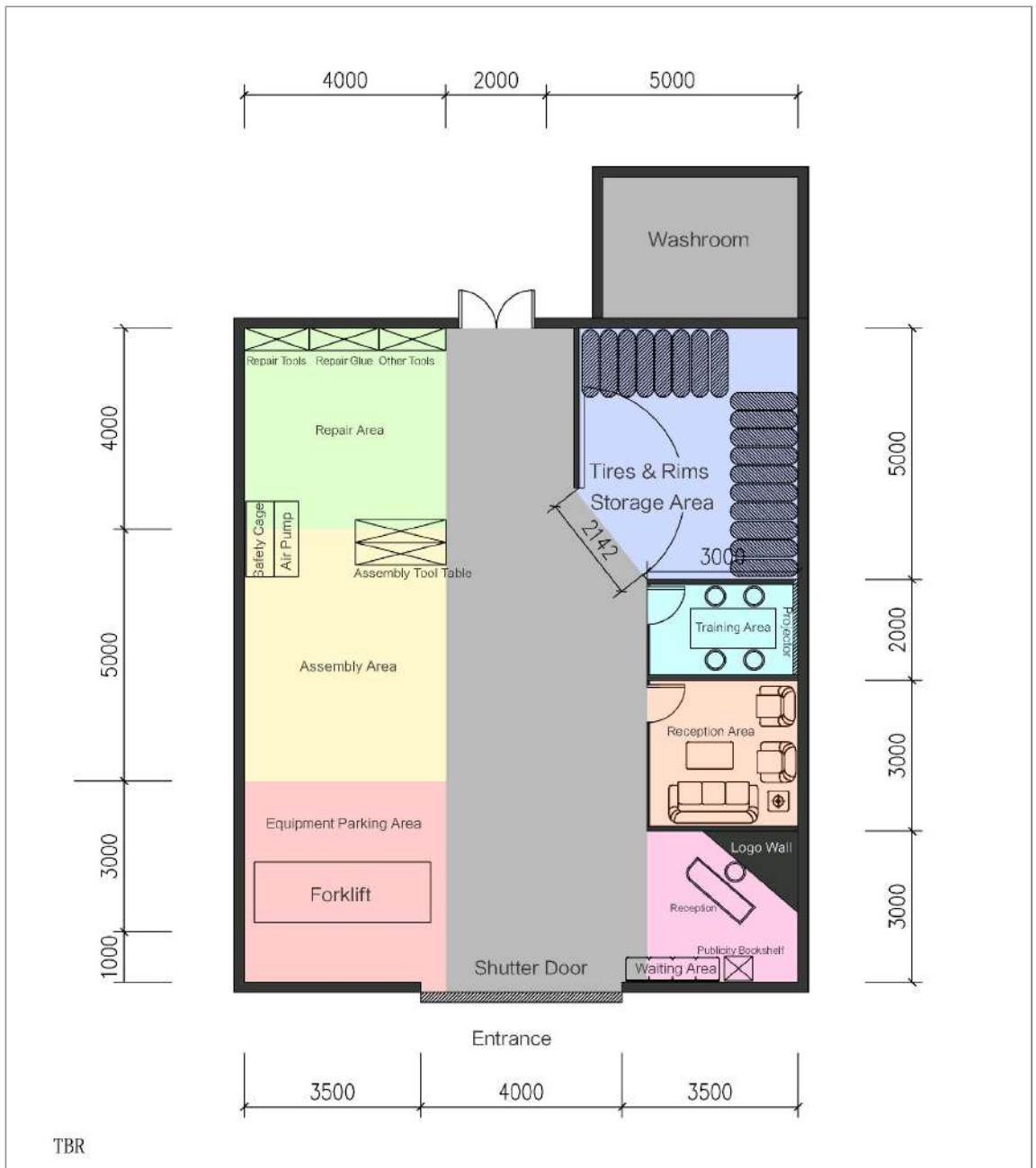
B-5-01 3D Renderings - TBR Basic Decoration



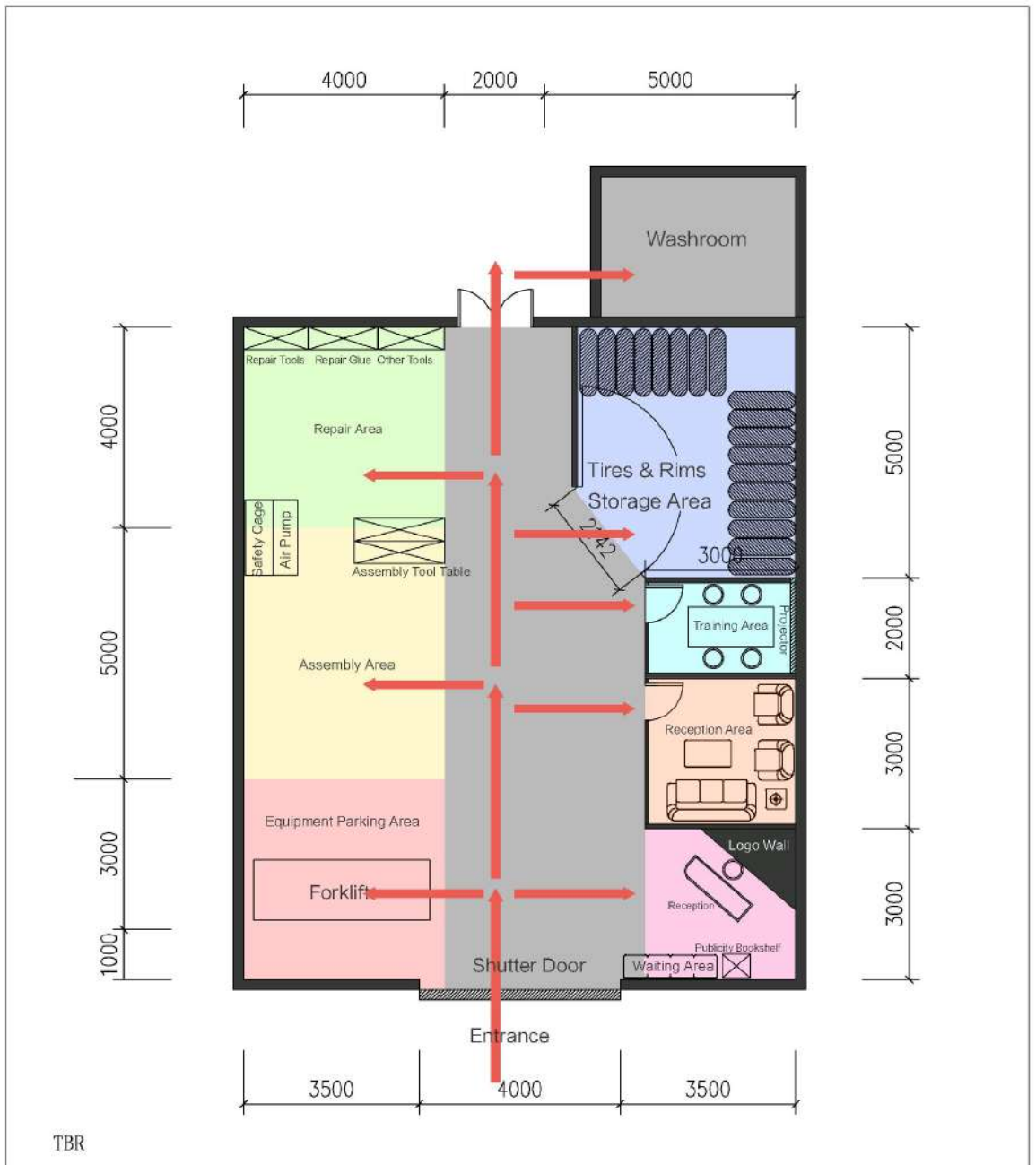
B-5-01 3D Renderings - TBR Basic Decoration



B-6-01 Floor Plan - TBR Fine Decoration



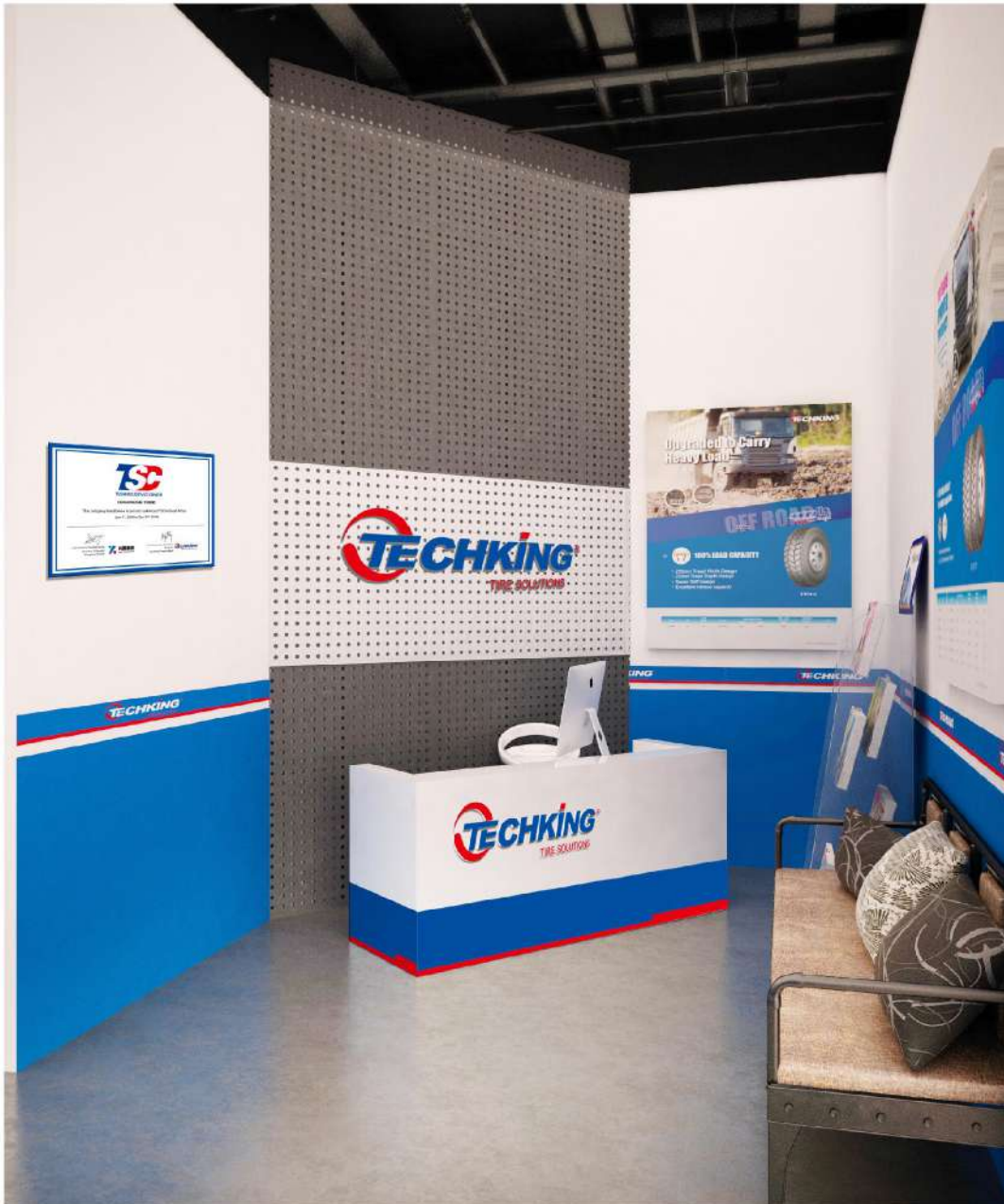
B-6-01 Circulation Analyses - TBR Fine Decoration



B-6-01 3D Renderings - TBR Fine Decoration



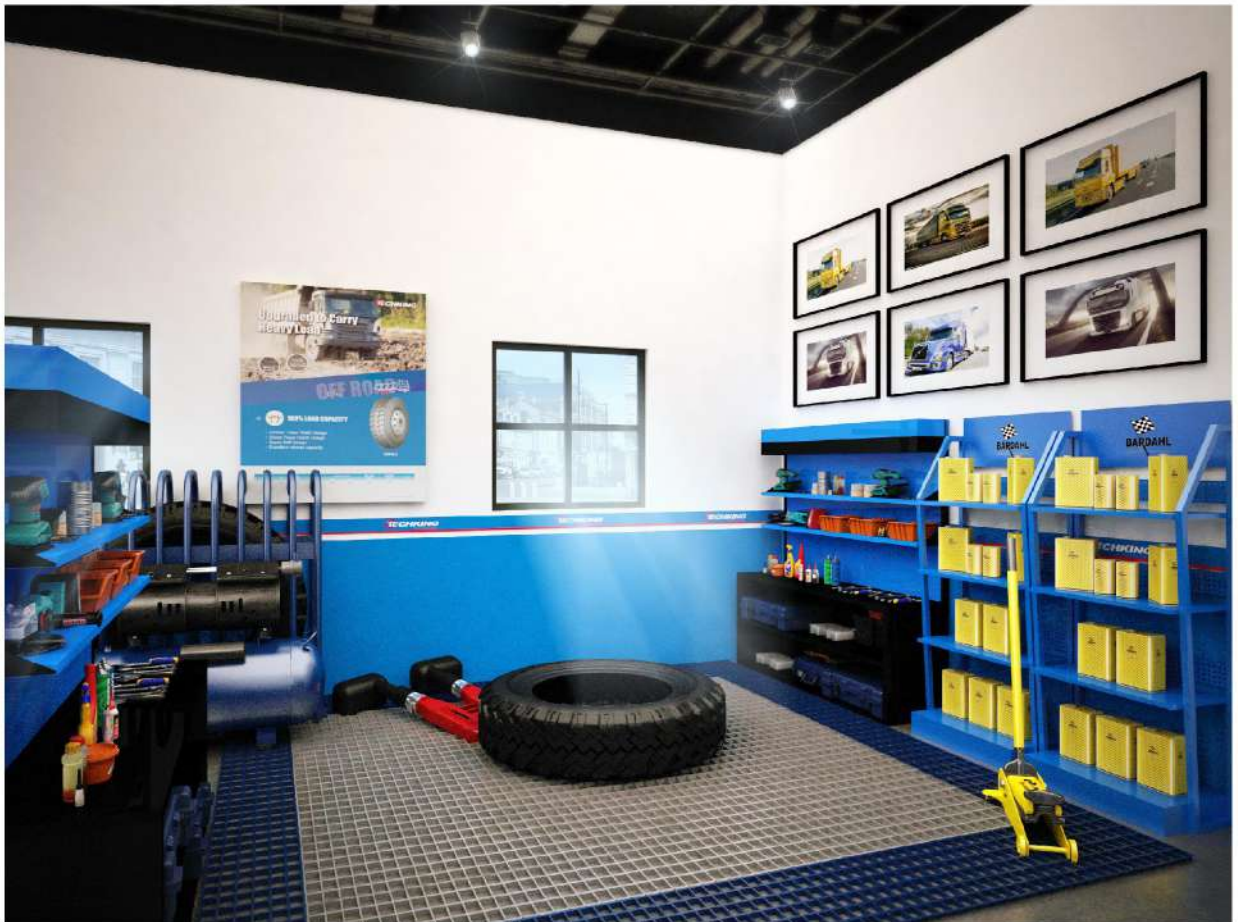
B-6-01 3D Renderings - TBR Fine Decoration



B-6-01 3D Renderings - TBR Fine Decoration



B-6-01 3D Renderings - TBR Fine Decoration



B-6-01 3D Renderings - TBR Fine Decoration



B-6-01 3D Renderings - TBR Fine Decoration



B-6-01 3D Renderings - TBR Fine Decoration



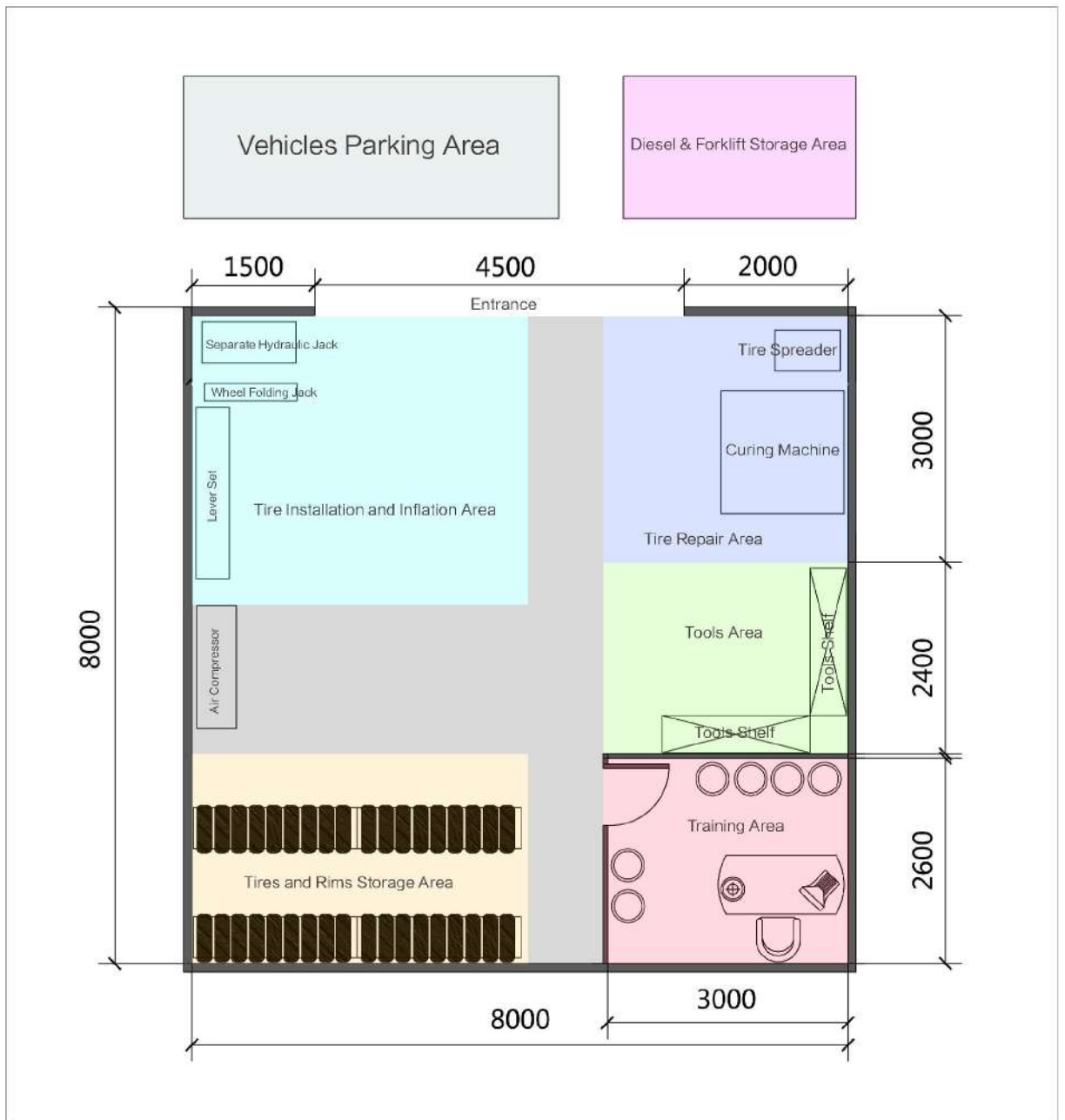
B-6-01 3D Renderings - TBR Fine Decoration



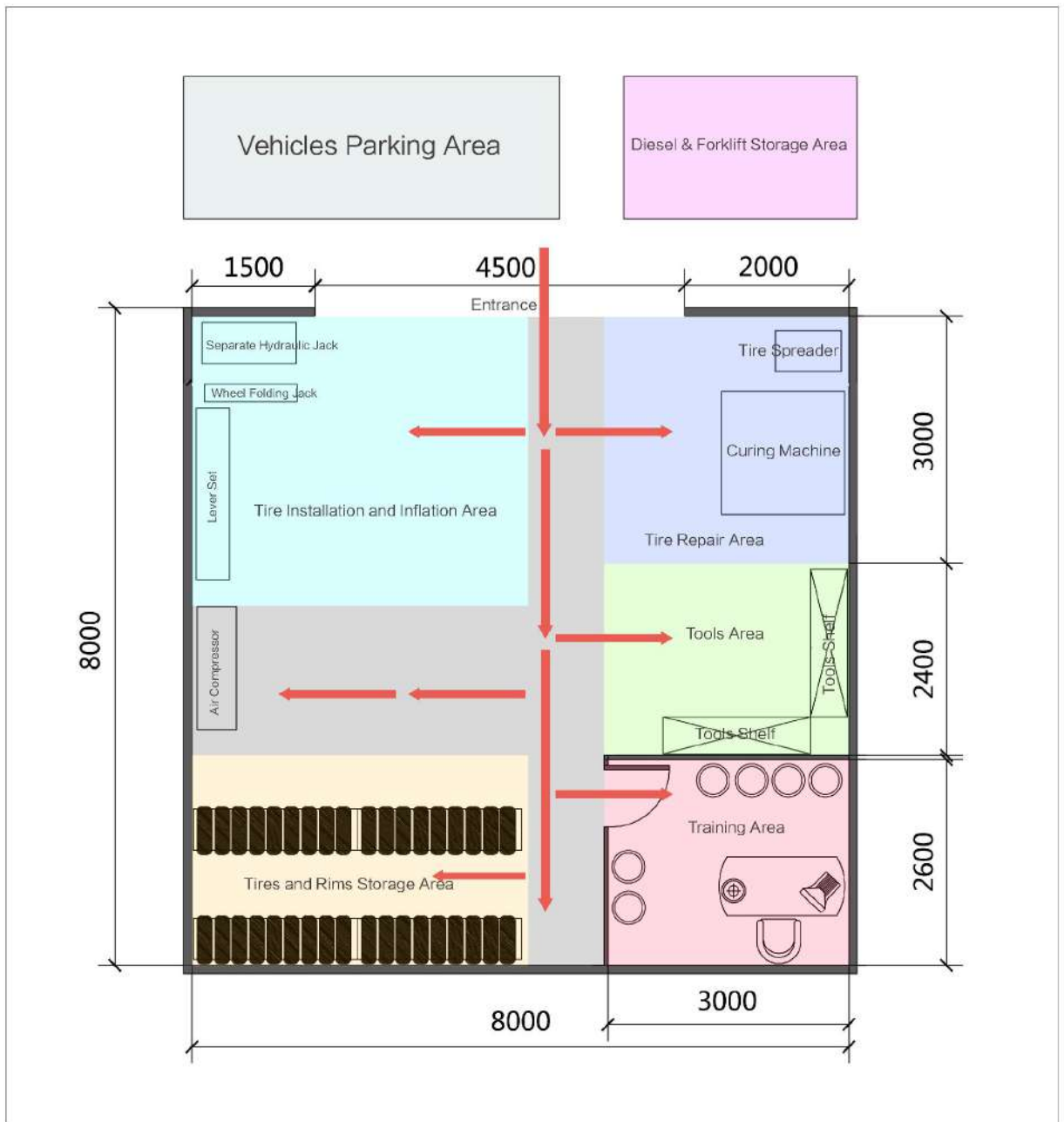
B-6-01 3D Renderings - TBR Fine Decoration



B-7-01 Floor Plan - OTR Basic Decoration



B-7-02 Circulation Analyses - OTR Basic Decoration



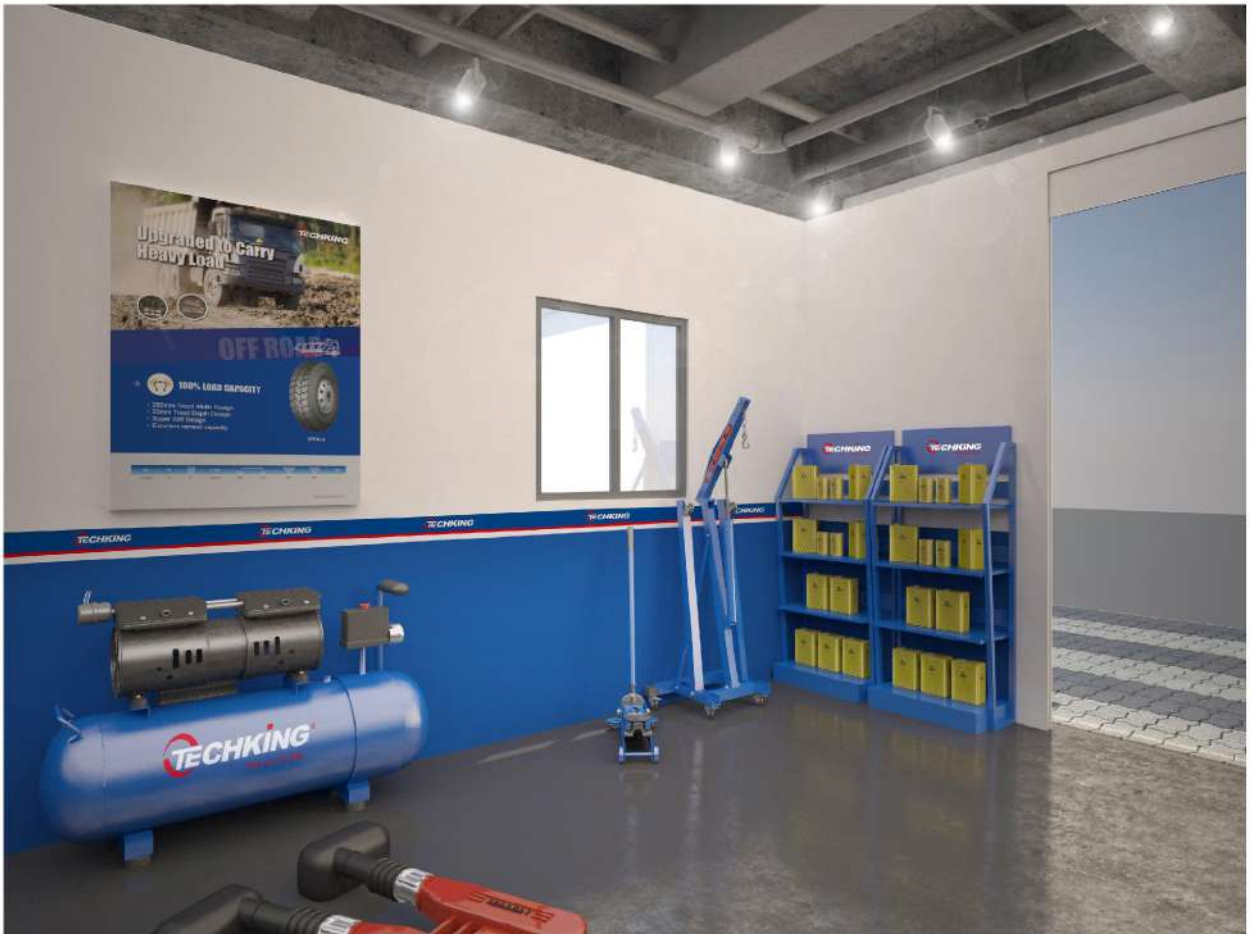
B-7-03 3D Store Layout - OTR Basic Decoration



B-6-01 3D Store Layout - OTR Basic Decoration



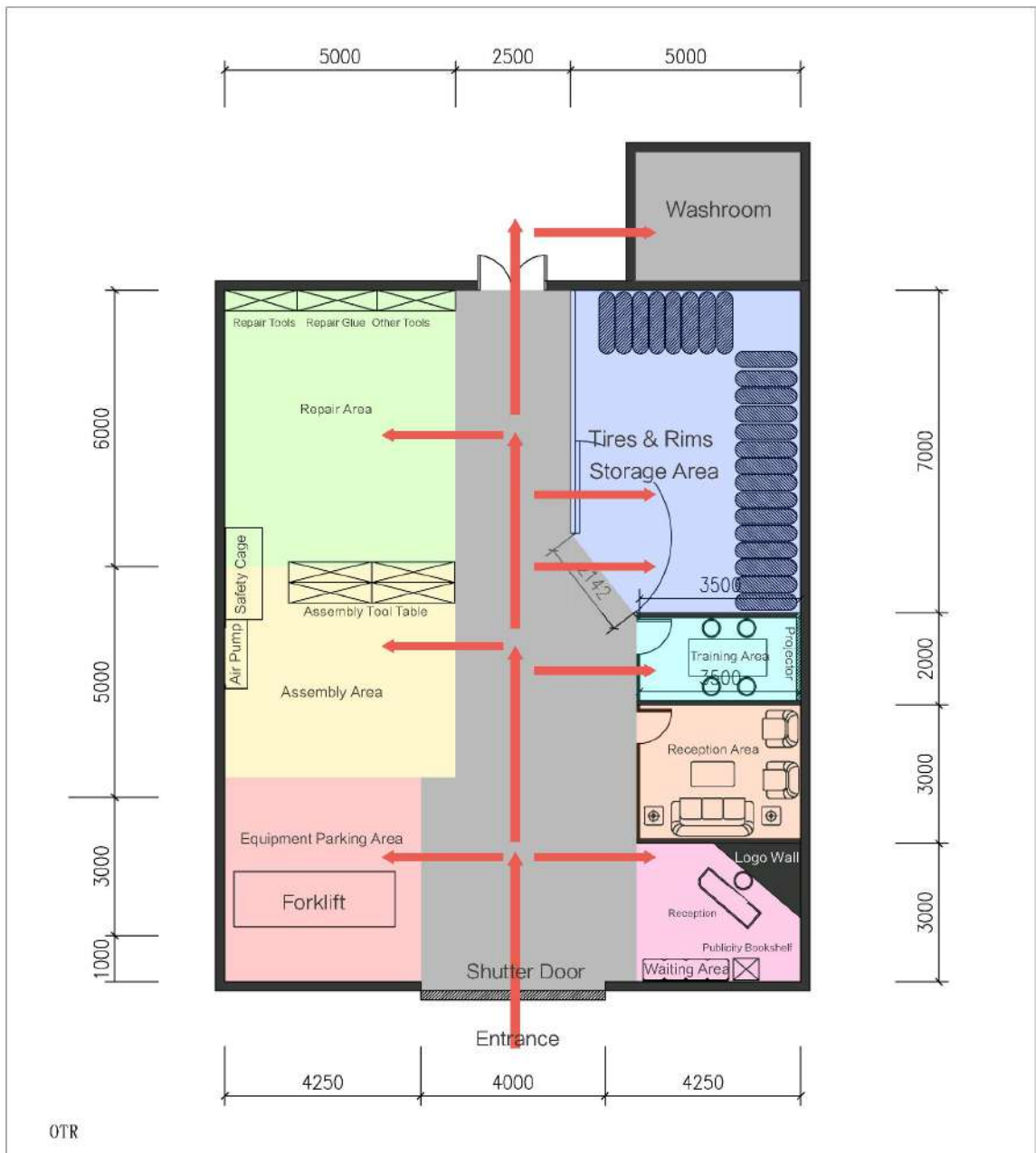
B-6-01 3D Store Layout - OTR Basic Decoration



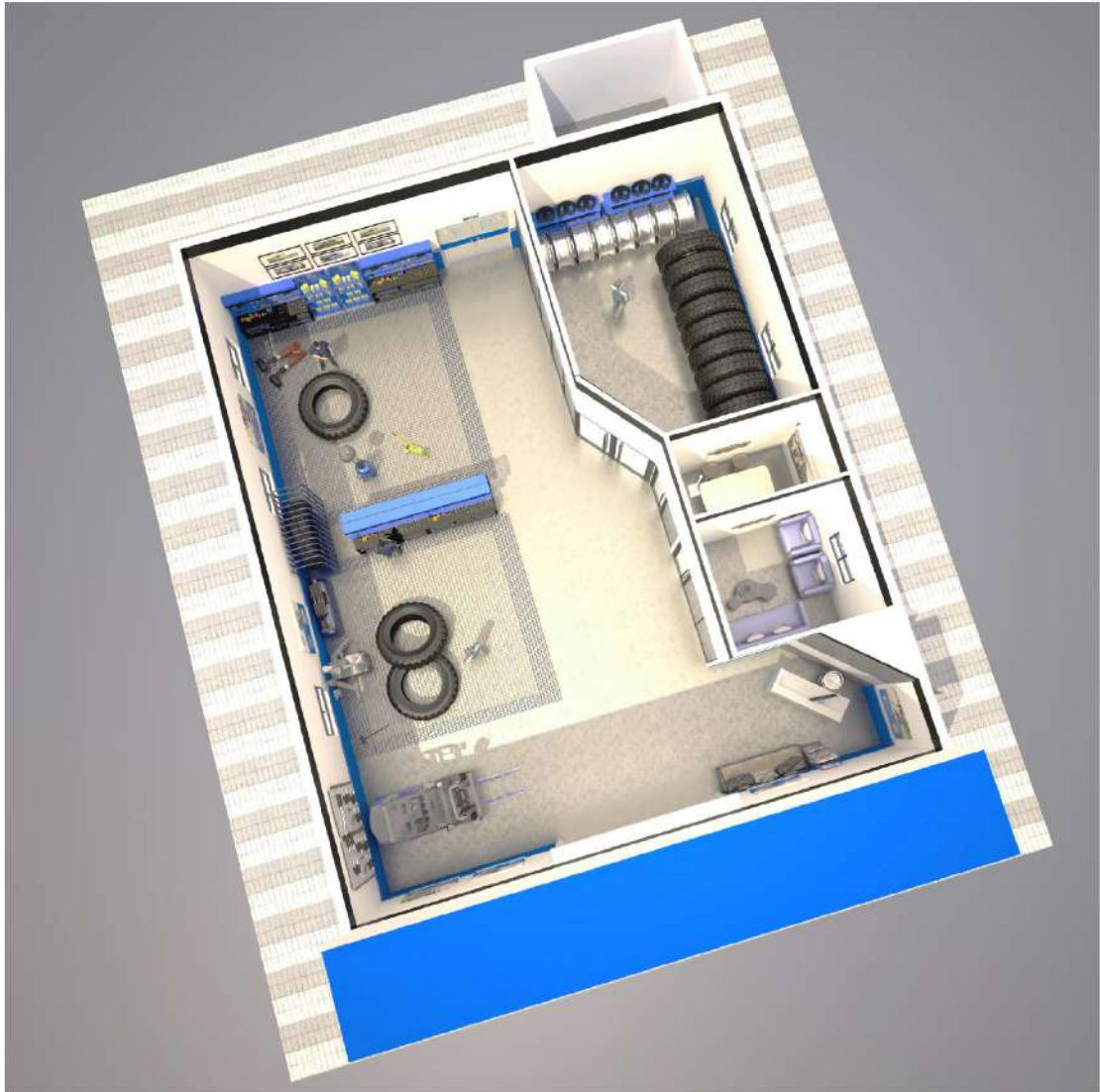
B-8-01 Floor Plan – OTR Fine Decoration



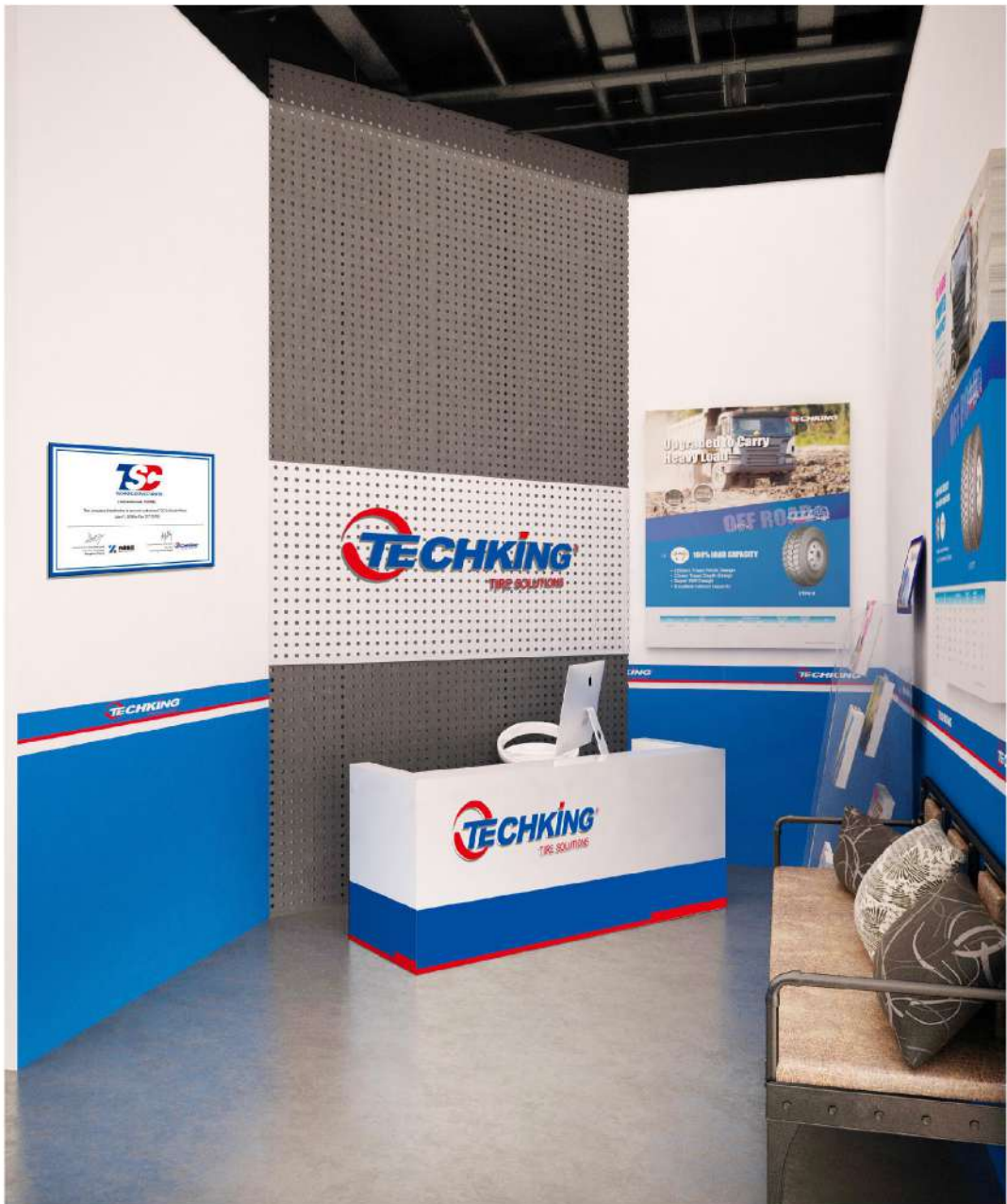
B-8-01 Circulation Analyses – OTR Fine Decoration



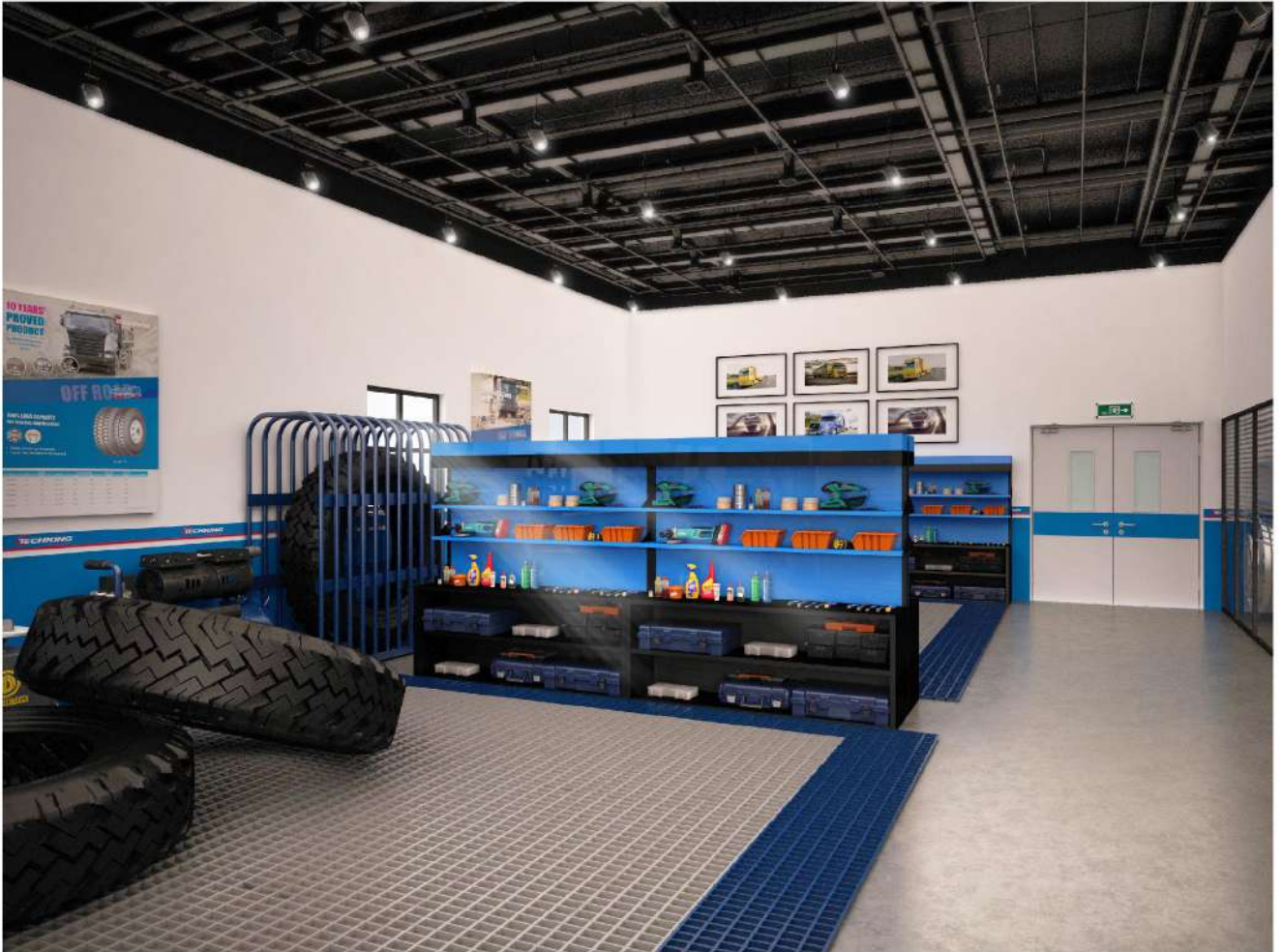
B-8-01 3D Renderings - OTR Fine Decoration



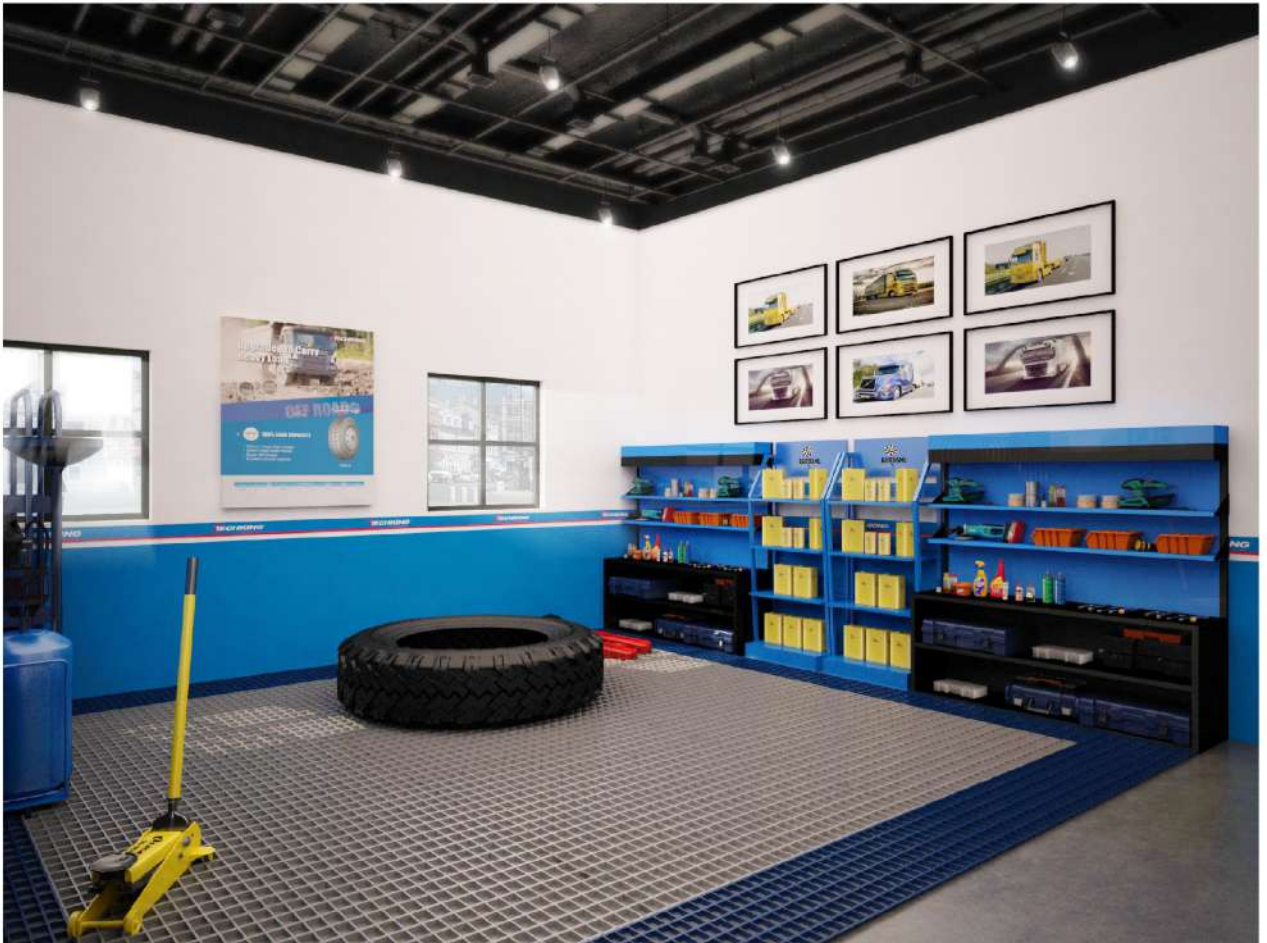
B-8-01 3D Renderings - OTR Fine Decoration



B-8-01 3D Renderings - OTR Fine Decoration



B-8-01 3D Renderings - OTR Fine Decoration



B-8-01 3D Renderings - OTR Fine Decoration



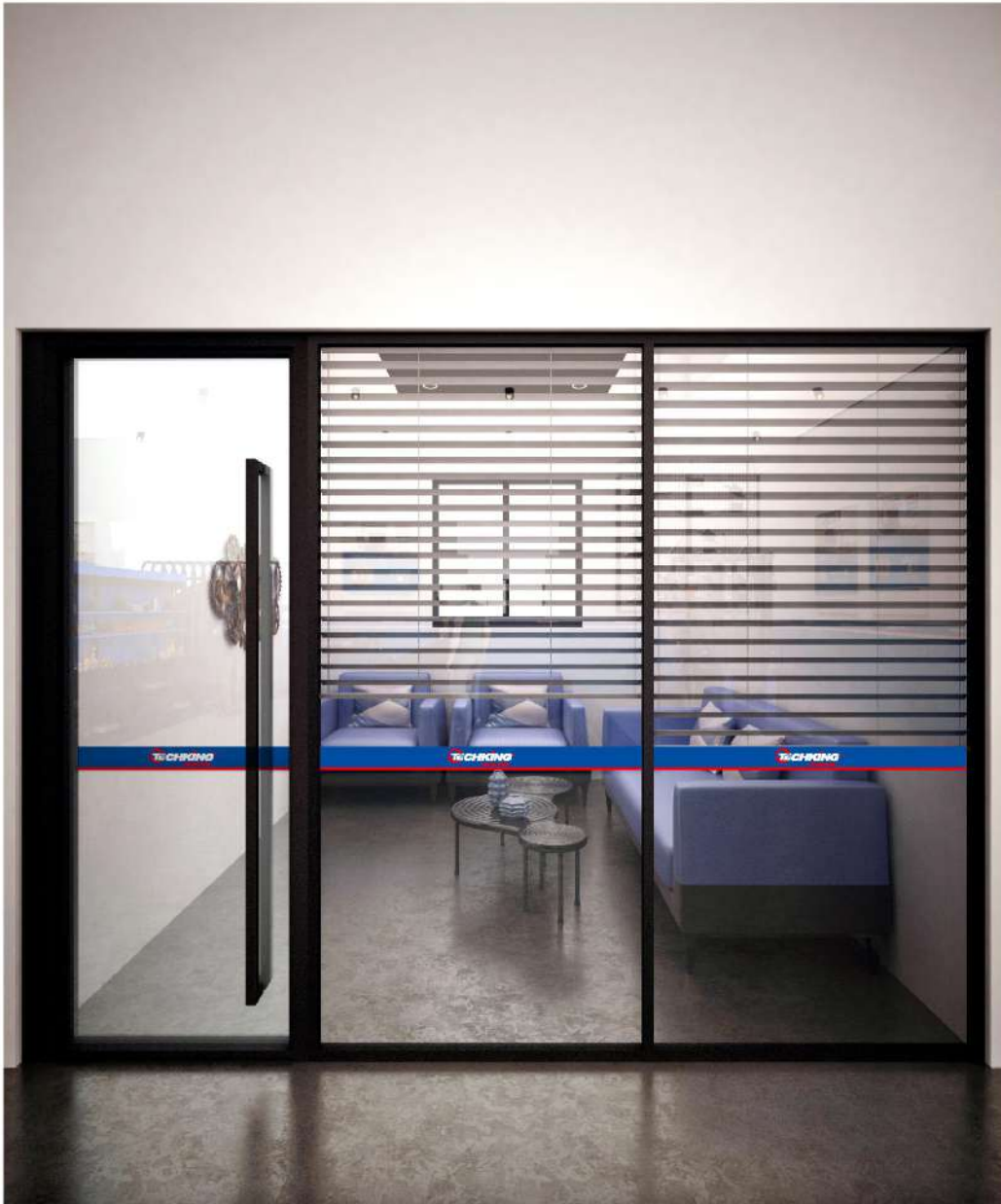
B-8-01 3D Renderings - OTR Fine Decoration



B-8-01 3D Renderings - OTR Fine Decoration



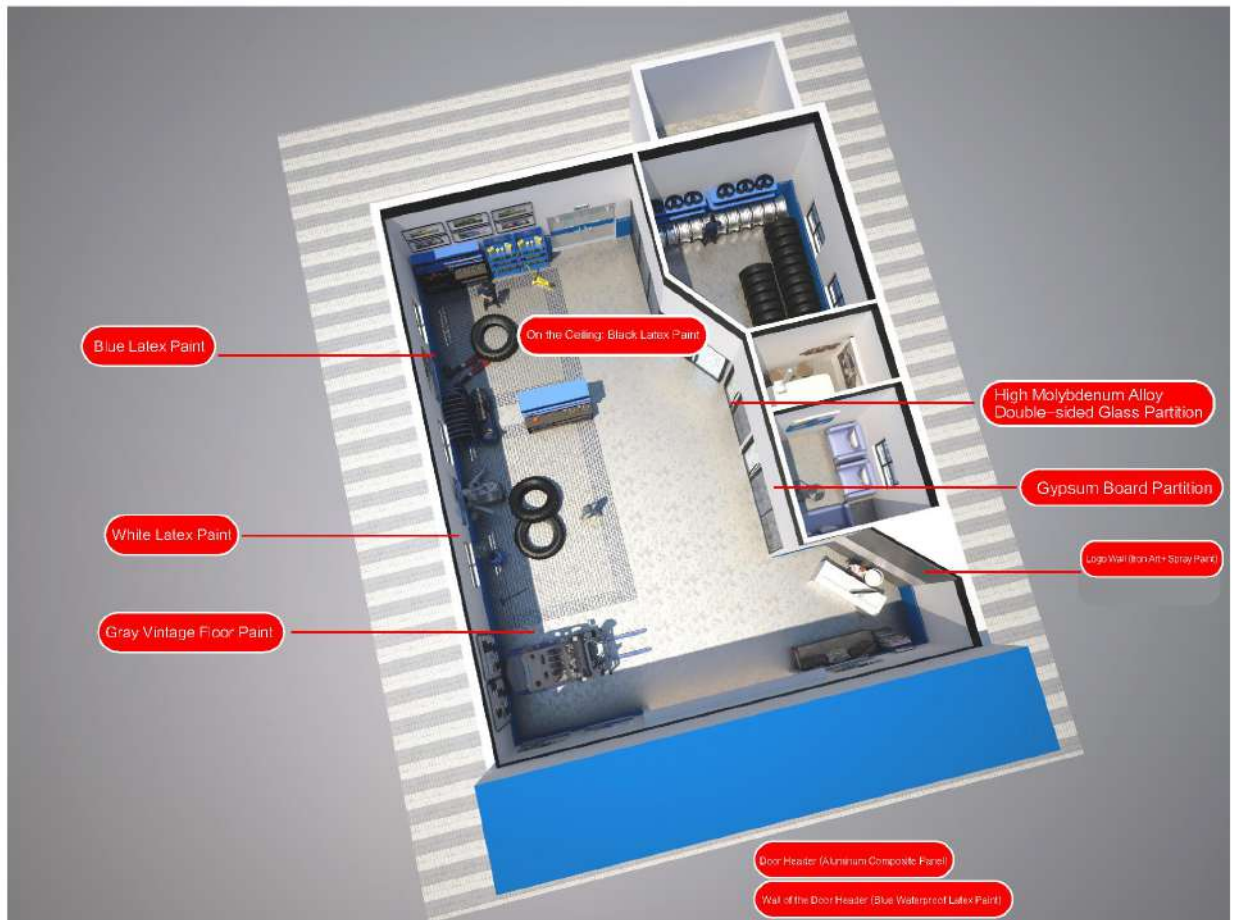
B-8-01 3D Renderings - OTR Fine Decoration



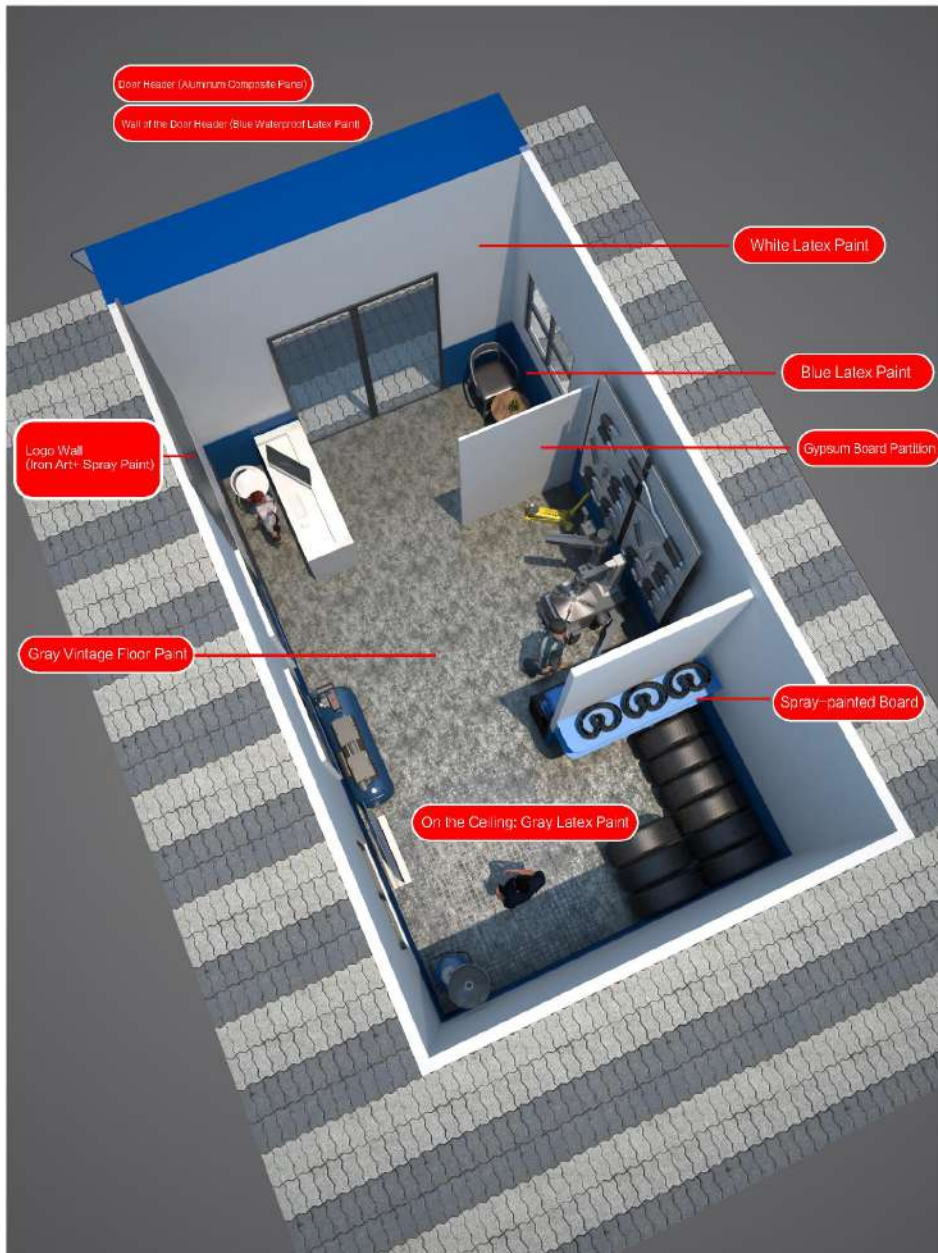
B-8-01 3D Renderings - OTR Fine Decoration



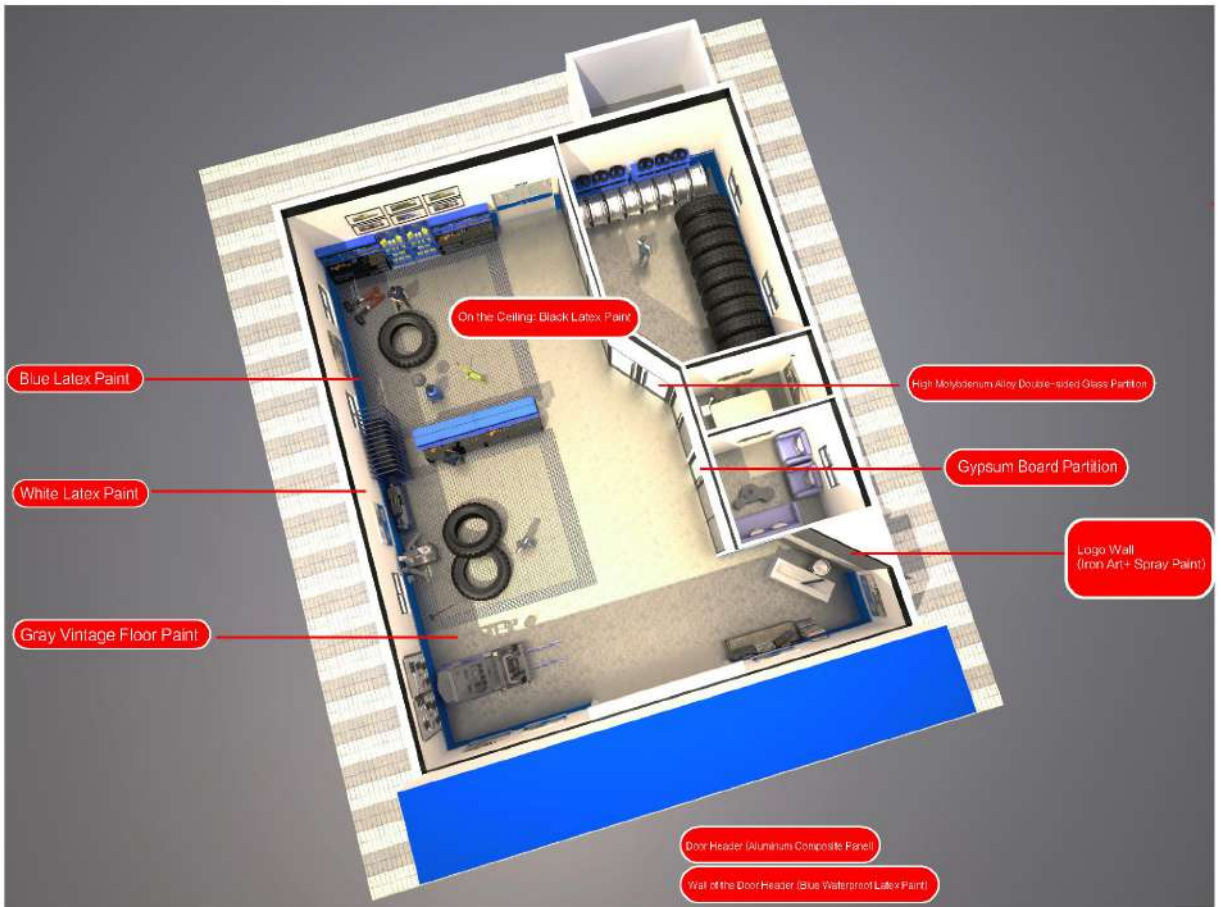
C-1-01 Suggestions on Store Decoration Materials



C-1-01 Suggestions on Store Decoration Materials



C-1-01 Suggestions on Store Decoration Materials



C-1-01 Suggestions on Store Decoration Materials

