tianDe®

Beauty and Health Corporation

Basic Principles of TianDe Visual Identifiers
Proper Usage (Elements of Corporate Identity)

- Trademark
- Corporate Colours
- Corporate Font
- Style Graphics
- Image Banners
- TianDe Production Banners
- TianDe Office Entrance General View
- Navigation Signs
- Consumer Information Board
- General Interior View
- Space Planning
- Production Rack Stands
- Reception Desk
- Display Stand
- Production Posters
- Printing Materials

Trademark

BLACK AND WHITE FACE

FUNDAMENTAL COLOUR
BLACK- 100%,
COMPLEMENTARY COLOUR
BLACK - 40%.

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Trademark

TWO-COLOUR FACE

BLACK COLOUR – 40%
(RECOMMENDED
ALTERNATIVE – SILVER),
BLUE COLOUR – PANTONE 293 C.

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Trademark

NEGATIVE DISPENSING

SPECIAL ATTENTION SHOULD
BE PAID TO THE CHANGE OF
COLOUR GRADATION IN A PICTORIAL
ELEMENT - WHITE PLAYS A MORE
ADVANTAGEOUS PART IN THE GIVEN
DISPENSING.

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Trademark

BLUE BASE DISPENSING

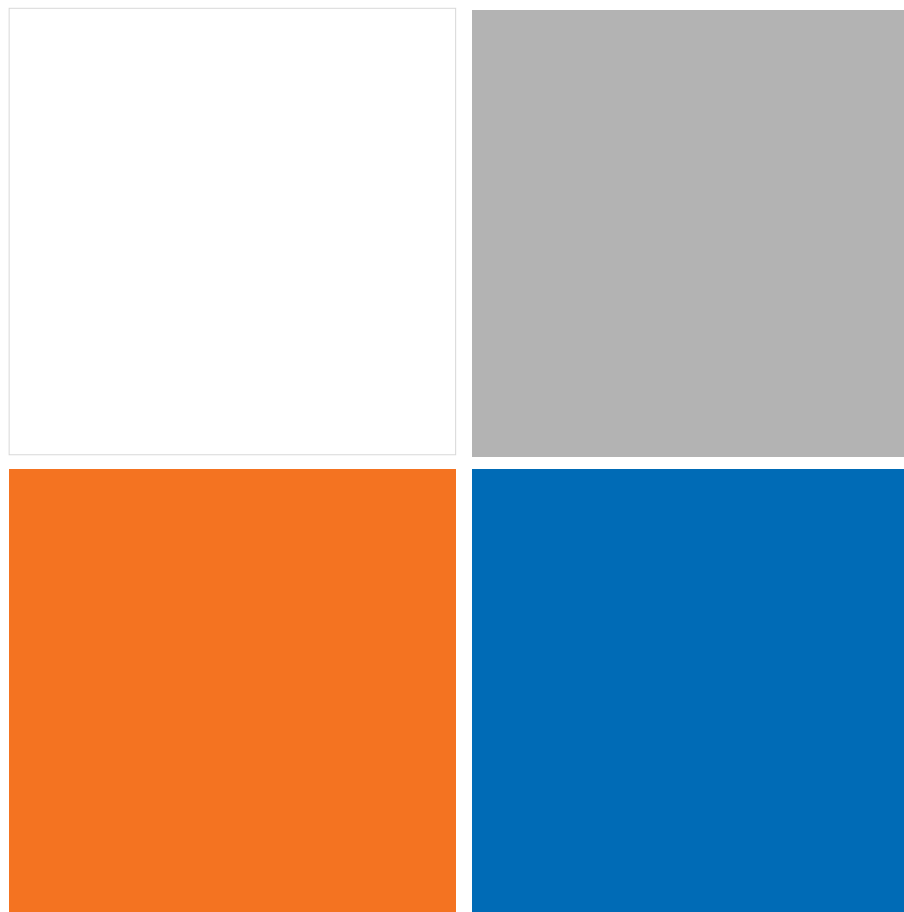tianDe

Beauty and Health Corporation

Corporate Colours

AS THE FUNDAMENTAL COLOUR COMBINATION THE FOLLOWING SET IS EMPLOYED:

BLUE: PANTONE 293 C COLOUR PALETTE, CMYK PALETTE C:100 M:68 Y:0 K:0

ORANGE: PANTONE ORANGE 021 C COLOUR PALETTE, CMYK PALETTE C:0 M:68 Y:100 K:0

SILVER: BLACK – 40%

Corporate Font

AS A CORPORATE FONT FOR BUSINESS CORRESPONDENCE DESIGN THERE IS A RECOMMENDATION TO EMPLOY THE FOLLOWING TYPEFACE

MYRIAD PRO

THE STATED VERSION FACES ARE AS WELL POSSIBLE:

**MYRIAD PRO BLACK,
MYRIAD PRO LIGHT.**

ABCDEFGHIJKLM
NOPQRSTUVXYZ
1234567890!abc
defghijklmnopqr
stuvxyz.,(:)[""]{ }@
#$?!&№%*

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Elements of Graphics Provisioning

FULL-COLOUR IMAGE

IS USED AS A BACKGROUND FOR DISPLAY STANDS AND BANNERS.
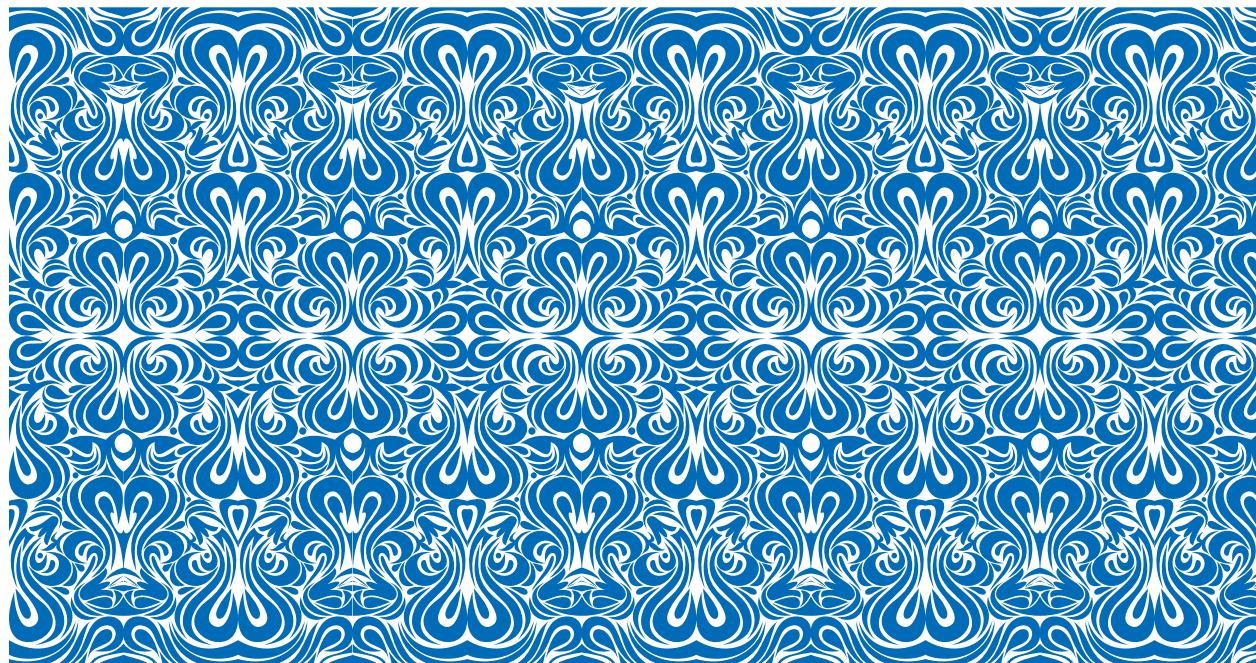
Elements of Graphics
Provisioning

FULL-COLOUR IMAGE
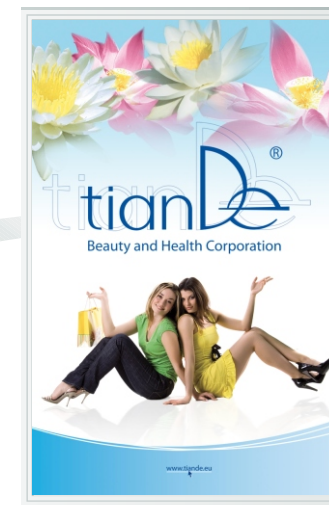
IS USED AS A BACKGROUND FOR
DISPLAY STANDS AND BANNERS.

PATTERN

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External Banners

IMAGE BANNERS

EN-ROUTE, BILLBOARD AND PILLAR BANNERS.

size 3000x6000 mm

size 1100x1700 mm

External Banners

TianDe PRODUCTION BANNERS

EN-ROUTE, BILLBOARD AND PILLAR BANNERS.

size 3000x6000 mm

size 1100x1700 mm

Office Entrance Design Elements

ENTRANCE GENERAL VIEW OF TianDe DEALER AND SERVICE CENTRES

Daytime View

Nighttime View

Office Entrance Design Elements

**ENTRANCE GENERAL VIEW OF TianDe
DEALER AND SERVICE CENTRES**

FRONT OF THE ILLUMINATED OUTDOOR SIGN:
MATTE ACRYL 3MM IS OVER PASTED WITH A
FILMOLUX SELF-STICKING FILM (BLUE), ORNAMENT,
A SLOGAN "BEING BEAUTIFUL IS EASY" AND A LOGO.

CHANGEABLE IMAGE PICTURE: BANNER
FABRIC OF A FULL COLOUR PRINT DISPENSING
FIXED WITH A METAL FRAMEWORK (SHAPED
TUBE, LOAD DEPENDABLE SECTION).
AT NIGHHTTIME THE HIGHLIGHT IS PROVIDED DUE TO
METAL-HALOGEN FLOODLIGHT PROJECTOR.

SIGN ABUTTING END: COMPOSITE MATERIAL
OF WHITE COLOUR OR PVC 3 MM OVER PASTED
WITH A SELF-STICKING ORACAL 010 (WHITE) FILM.

FRONT ELEVATION FACE:
COMPOSITE MATERIAL OVER PASTED
WITH A SELF-STICKING FILM OF A FULL COLOUR
PRINT.

SIGN ABUTTING END: COMPOSITE MATERIAL
OVER PASTED
WITH A SELF-STICKING ORACAL 049 (BLUE) FILM.

Office Entrance Design Elements

Office Entrance Design Elements

ENTRANCE GENERAL VIEW OF TianDe DEALER AND SERVICE CENTRES

NIGHTTIME VIEW

CANTILEVERED OUTDOOR SIGN

FRONT OF THE ILLUMINATED CANTILEVERED OUTDOOR SIGN IS MANUFACTURED DUE TO THE TECHNOLOGY OF MATTE ACRYL 3 MM OVER PASTED WITH A SELF-STICKING FILMOLUX (BLUE)FILM. ORNAMENT, SLOGAN AND LOGO.

ABUTTING END OF THE ILLUMINATED CANTILEVERED OUTDOOR SIGN: ALUMINUM 2 MM.

Working Schedule

PRODUCTION VARIANTS OF WORKING SCHEDULE SIGNS FOR TianDe DEALER AND SERVICE CENTRES.

MANUFACTURING MATERIALS:
PVC 3 MM OVER PASTED WITH A
SELF-STICKING FILM OF A FULL
COLOUR PRINT.

size 300x215 mm

size 300x215 mm

size 600x400 mm

size 600x400 mm

size 600x400 mm

TianDe Office Design Elements

**NAVIGATION SIGN -
ROUTE-INDICATING BOARD**

MANUFACTURING MATERIALS:
PVC 3MM IS OVER PASTED WITH A
SELF-STICKING FILM OF A FULL
COLOUR PRINT

size 285x170mm

size 285x170mm

Design Elements of TianDe Dealer and Service Centres

**NAVIGATION SIGN -
DOOR PLAQUE**

MANUFACTURING MATERIALS:
PVC 3MM IS OVER PASTED WITH A
SELF-STICKING FILM OF A FULL
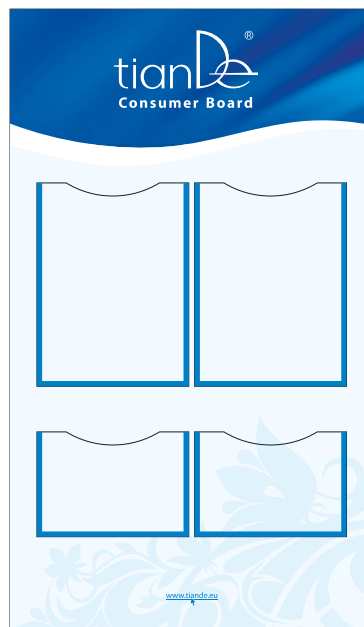COLOUR PRINT

size 300x210 mm

size 300x210 mm

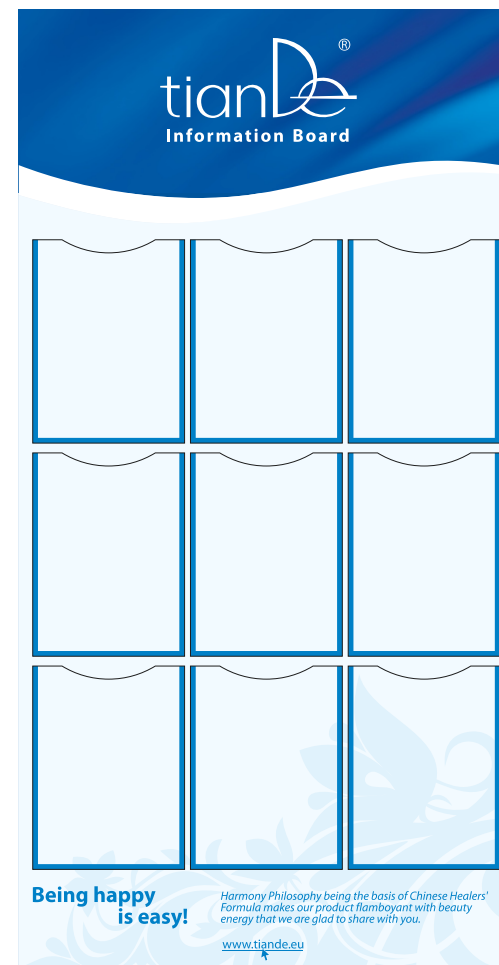# Design Elements of TianDe Dealer and Service Centres

CONSUMER INFORMATION BOARDS

MANUFACTURING MATERIALS:

BASEMENT: PVC 6MM COVERED WITH A FILM OF A FULL COLOUR PRINT

SOCKETS: TRANSPARENT ACRYL 2MM. FIXED WITH A DOUBLE-SIDED ADHISIVE TAPE, WHICH IS CONCEALED BY AN OVER APPLIED ORACAL 049 FILM.

Consumer Board:
over-all size 550x940mm
2 sockets 230x305 mm
space level depth -1mm
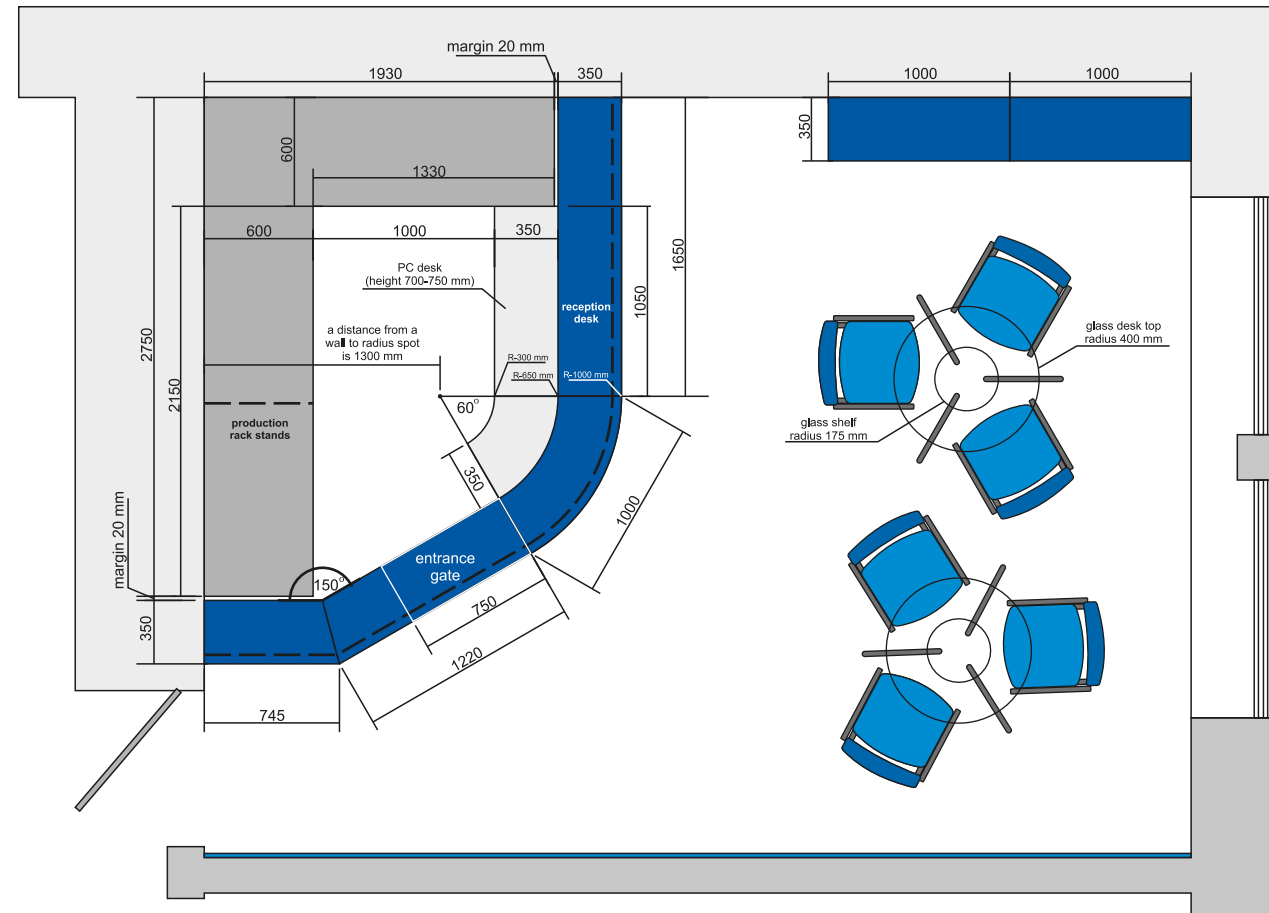2 sockets 230x155 mm
space level depth -1mm

Being happy is easy!

Harmony Philosophy being the basis of Chinese Healers' Formula makes our product flamboyant with beauty energy that we are glad to share with you.

www.tiande.eu

Information Board:
over-all size 750x1450mm
9 sockets 230x305 mm
space level depth -1mm

GENERAL INTERIOR VIEW

SPACE PLANNING

margin 20 mm

1930 350 1000 1000

600 350

1330

600 1000 350

PC desk (height 700-750 mm)

reception desk

1050

1650

a distance from a wall to radius spot is 1300 mm

R-300 mm
R-650 mm
R-1000 mm

2750

2150

60°

350

production rack stands

glass desk top radius 400 mm

glass shelf radius 175 mm

margin 20 mm

150°

entrance gate

1000

350

745

750

1220

PRODUCTION RACK STANDS

CUSTOM MANUFACTURING OUT OF LAMINATED CHIP BOARD.

LAMINATED CHIP BOARD COLOURS: BLUE AND LIGHT GREY.
PVC'S EDGE IS BLUE. TOP EDGE LOGOS ARE PRODUCED OF ORACAL 010 (WHITE) SELF-STICKING FILM
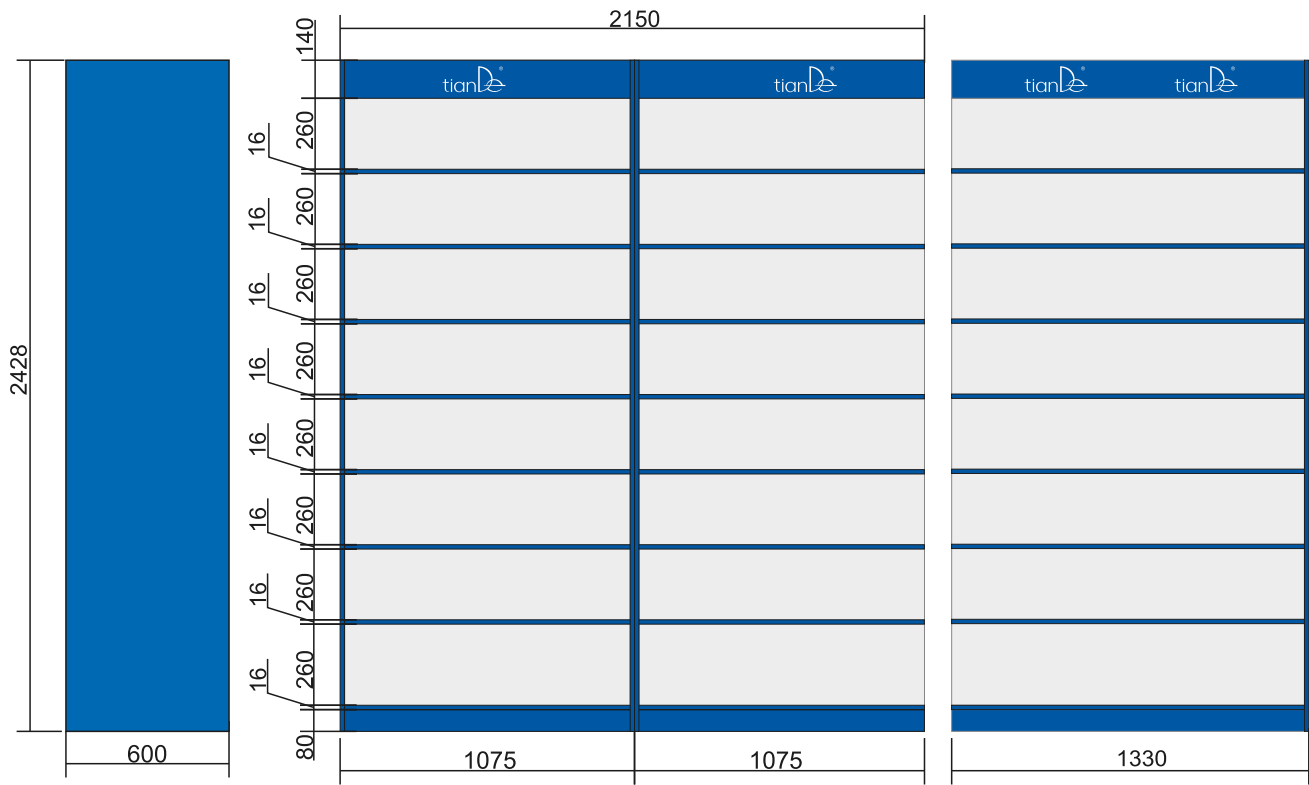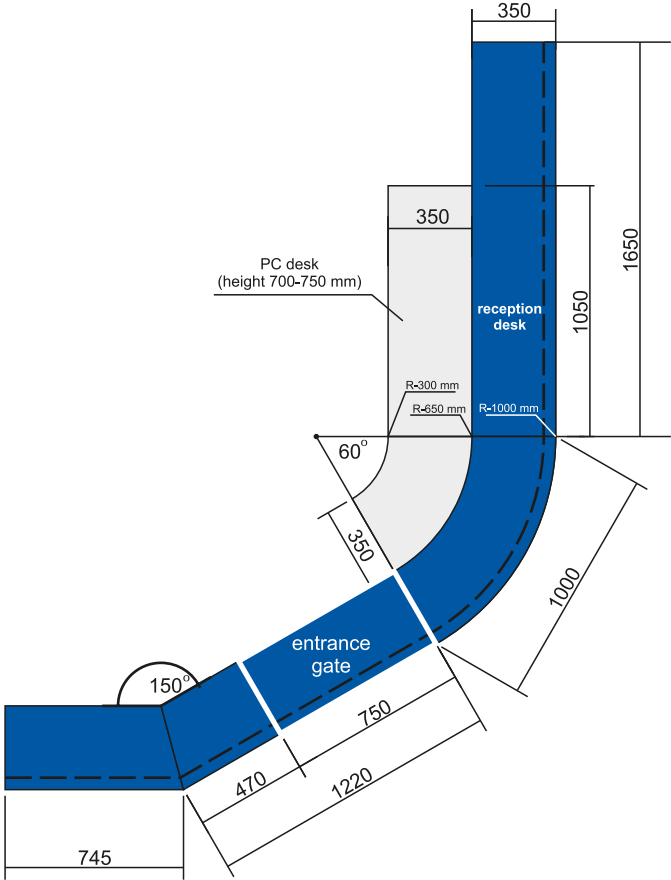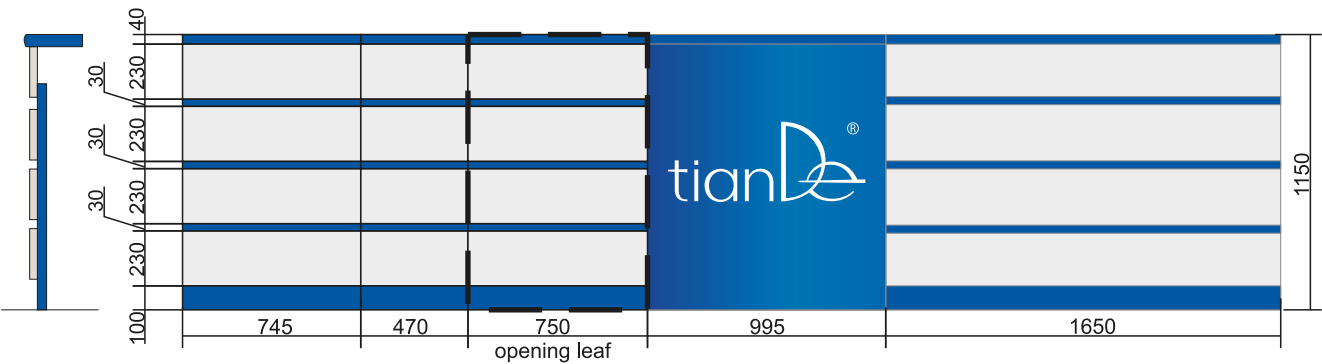
RECEPTION DESK

SCHEME OF RECEPTION DESK
MANUFACTURING OUT OF LAMINATED
CHIP BOARD

opening leaf

PC desk
(height 700-750 mm)

reception
desk

R-300 mm
R-650 mm R-1000 mm

entrance
gate

Interior Design Elements of TianDe Dealer and Service Centres

DISPLAY STAND MANUFACTURED UNDER INDIVIDUAL ORDER

APPROXIMATE DIMENSIONS 1000x2240 MM. SHELVES ARE GLASS, BACK WALL IS A MIRROR, PANELS ARE LAMINATED CHIP BOARD, GLASS SHUTS WITH LOCKS, INSIDE HIGHLIGHT BAR.

Interior Design Elements of TianDe Dealer and Service Centres

PRODUCTION POSTERS

MANUFACTURING MATERIALS:
PVC 3 MM IS OVER PASTED WITH A
SELF-STICKING FILM OF A FULL
COLOUR PRINT.

size 550x1100 mm

size 550x1100 mm

Interior Design Elements of TianDe Dealer and Service Centres

PRODUCTION POSTERS

MANUFACTURING MATERIALS:
PVC 3 MM IS OVER PASTED WITH A
SELF-STICKING FILM OF A FULL
COLOUR PRINT.

size 550x1100 mm

size 550x1100 mm

Interior Design Elements of TianDe Dealer and Service Centres

PRODUCTION POSTERS

MANUFACTURING MATERIALS:
PVC 3 MM IS OVER PASTED WITH A
SELF-STICKING FILM OF A FULL
COLOUR PRINT.

size 550x1100 mm

size 550x1100 mm

Interior Design Elements of TianDe Dealer and Service Centres

IMAGE BANNERS

MANUFACTURING MATERIALS:
1) PVC 3 MM IS OVER PASTED WITH A SELF-STICKING FILM OF A FULL COLOUR PRINT.
2) BANNER FABRIC OF A FULL COLOUR PRINT FIXED WITH A METAL FRAMEWORK.

size 1500x1800 mm

size 1220x2000 mm

IMAGE BANNERS

MANUFACTURING MATERIALS:
1) PVC 3 MM IS OVER PASTED WITH A SELF-STICKING FILM OF A FULL COLOUR PRINT.
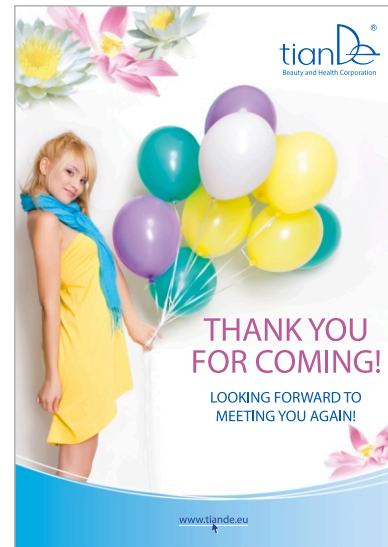2) BANNER FABRIC OF A FULL COLOUR PRINT FIXED WITH A METAL FRAMEWORK.

size 2530x1800 mm

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TianDe Printing Materials

"THANK YOU FOR COMING" LEAFLET

297x420 mm(A3)

size 297x420 mm(A3)

size 297x420 mm(A3)

size 297x420 mm(A3)