



**世纪阳光**

# A 基本要素系统

## A1 企业标志

A1-1  
A1-2  
A1-3  
A1-4

— P.001

## A2 企业色彩

A2-1  
A2-2  
A2-3  
A2-4  
A2-5  
A2-6  
A2-7  
A2-8  
A2-9

— P.005

## A3 企业标准字体

A3-1  
A3-2

— P.017

## A4 标志与标准字体组合规范

A4-1  
A4-2

— P.021

A4-3

A4-4

A4-5

A4-6

A4-7

A4-8

A4-9

A4-10

A4-11

A4-12

A4-13

A4-14

A4-15

## A5 企业辅助图形

A5-1

A5-2

— P.051

## A6 企业应用字体规范

A6-1

A6-2

— P.055

# B 应用设计系统

## B1 办公事务系统

— P.057

B1-01

B1-02 5

B1-03 7

B1-04 9

B1-05 C 5

B1-06

B1-07

B1-08

B1-09

B1-10

B1-11

B1-12

B1-13

B1-14

B1-15

B1-16

B1-17

B1-18

B1-19

B1-20

B1-21

B1-22

B1-23

B1-24

B1-25

B1-26

B1-27

B1-28

B1-29

B1-30

## B2 环境导示系统

— P.087

B2-01

B2-02

B2-03

B2-04

B2-05

B2-06

B2-07

B2-08

B2-09

B2-10

B2-11

B2-12

B2-13

B2-14

B2-15

B2-16

B2-17

B2-18

B2-19

B2-20

B2-21

B2-22

B2-23

B2-24

B2-25

## B3 公关、接待系统

— P.113

B3-01

B3-02

B3-03

B3-04

B3-05

B3-06

B3-07

B3-08 U

B3-09

B3-10

<b>B4 广告、宣传系统</b>	— P.123	B4-23	<b>B7 交通车辆系统</b>	— P.161
B4-01	( )	B4- 24	B7-01	( )
B4-02	( )	<b>B5 包装系统</b>	B7-02	( )
B4-03	( )	— P.147	B7-03	( )
B4-04		B5-01	B7-04	( )
B4-05		B5-02	B7-05	( )
B4-06		B5-03	B7-06	( )
B4-07		B5-04	B7-07	
B4- 08 X		B5-05	B7- 08	
B4-09	( )	B5-06		
B4-10	( )	<b>B6 服装、服饰系统</b>		
B4-11		— P.153		
B4-12		B6-01		
B4-13		( )		
B4-14		B6-02		
B4-15		( )		
B4-16		B6-03		
B4-17		B6-04		
B4-18		( )		
B4-19		B6-05		
B4-20		B6-06		
B4-21 PPT		( )		
B4-22		B6-07		
		( )		
		B6- 08 T		



## 基本要素系统

# Identify Basic Elements System

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A1 企业标志

A2 企业色彩

A3 企业标准字体

A4 标志与标准字体组合

A5 企业辅助图形

A6 企业应用字体

# A1-1



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“ ”

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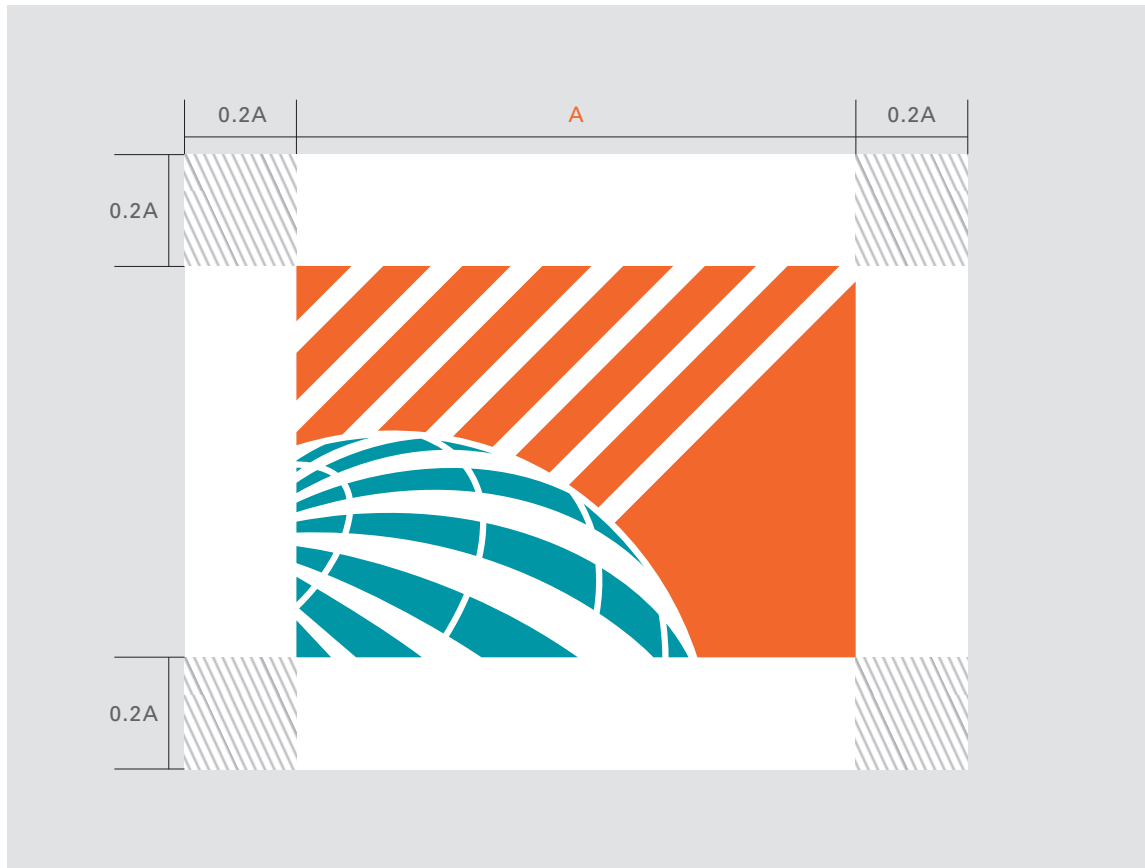
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# A1-3



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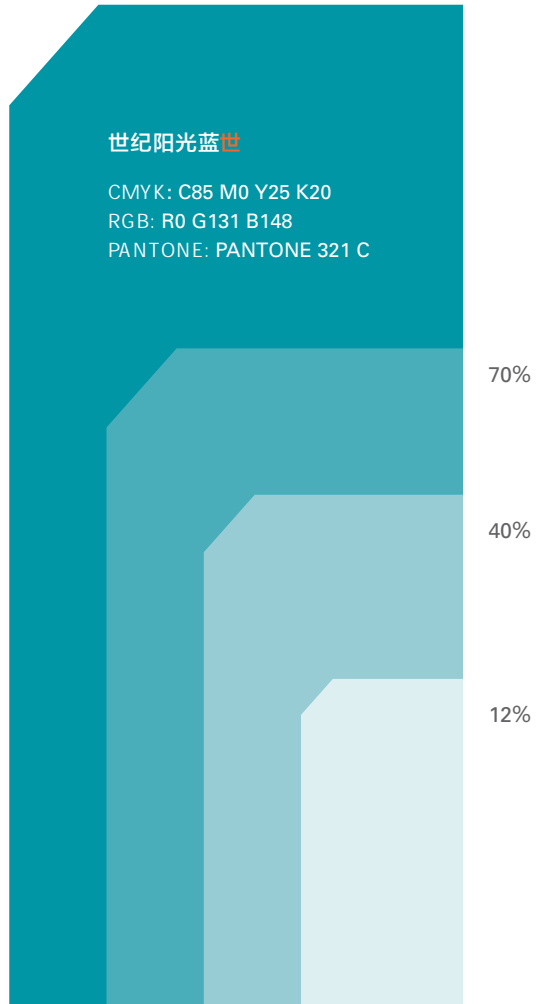
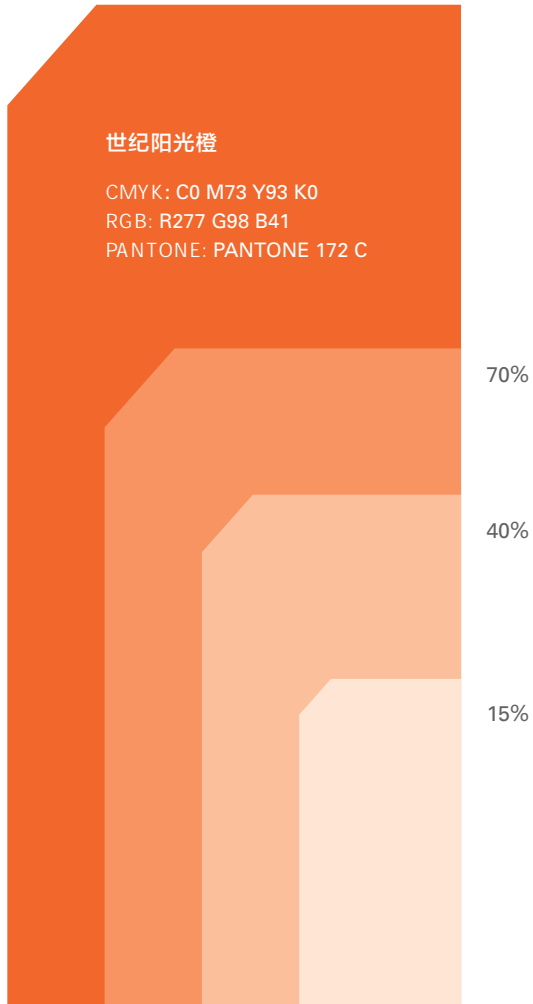


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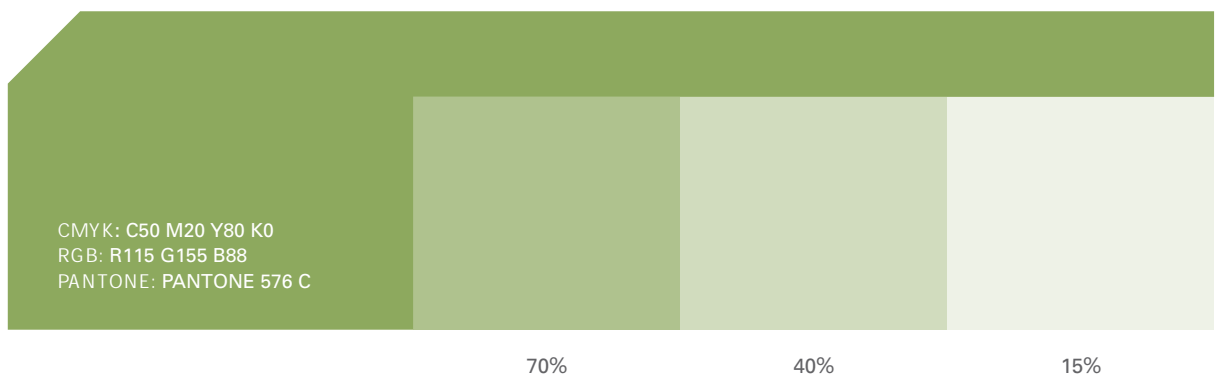
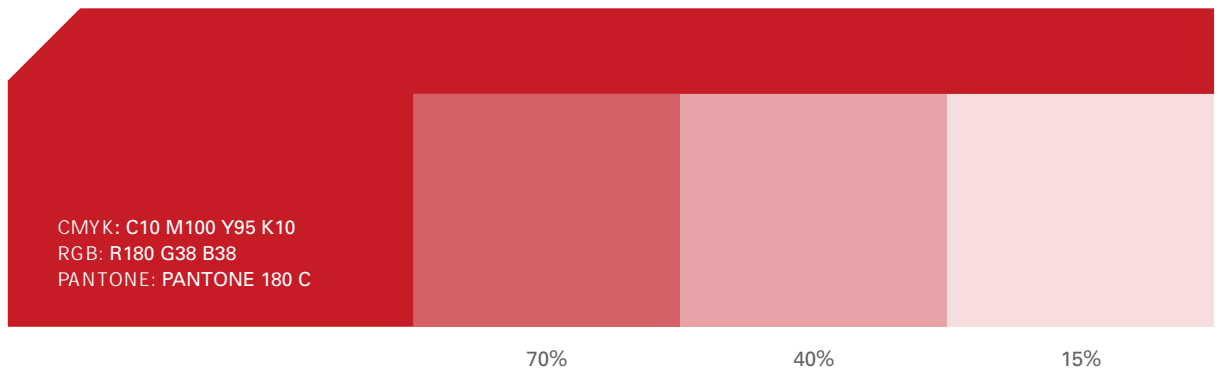


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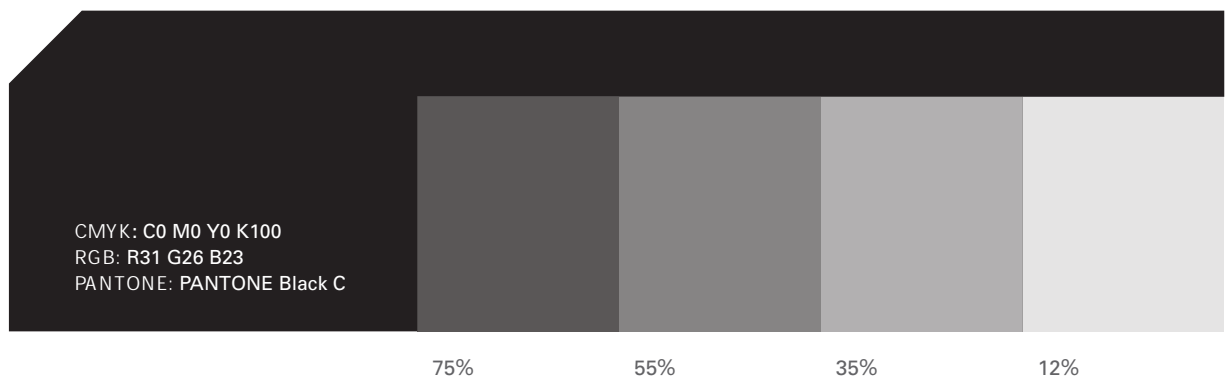
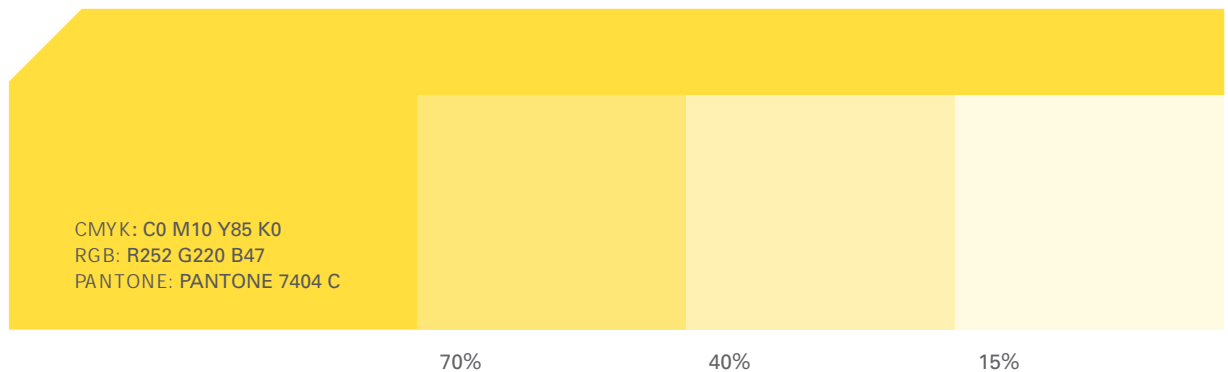




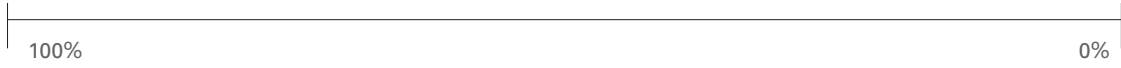
## A2-3



## A2-3



# A2-4



## A2-5

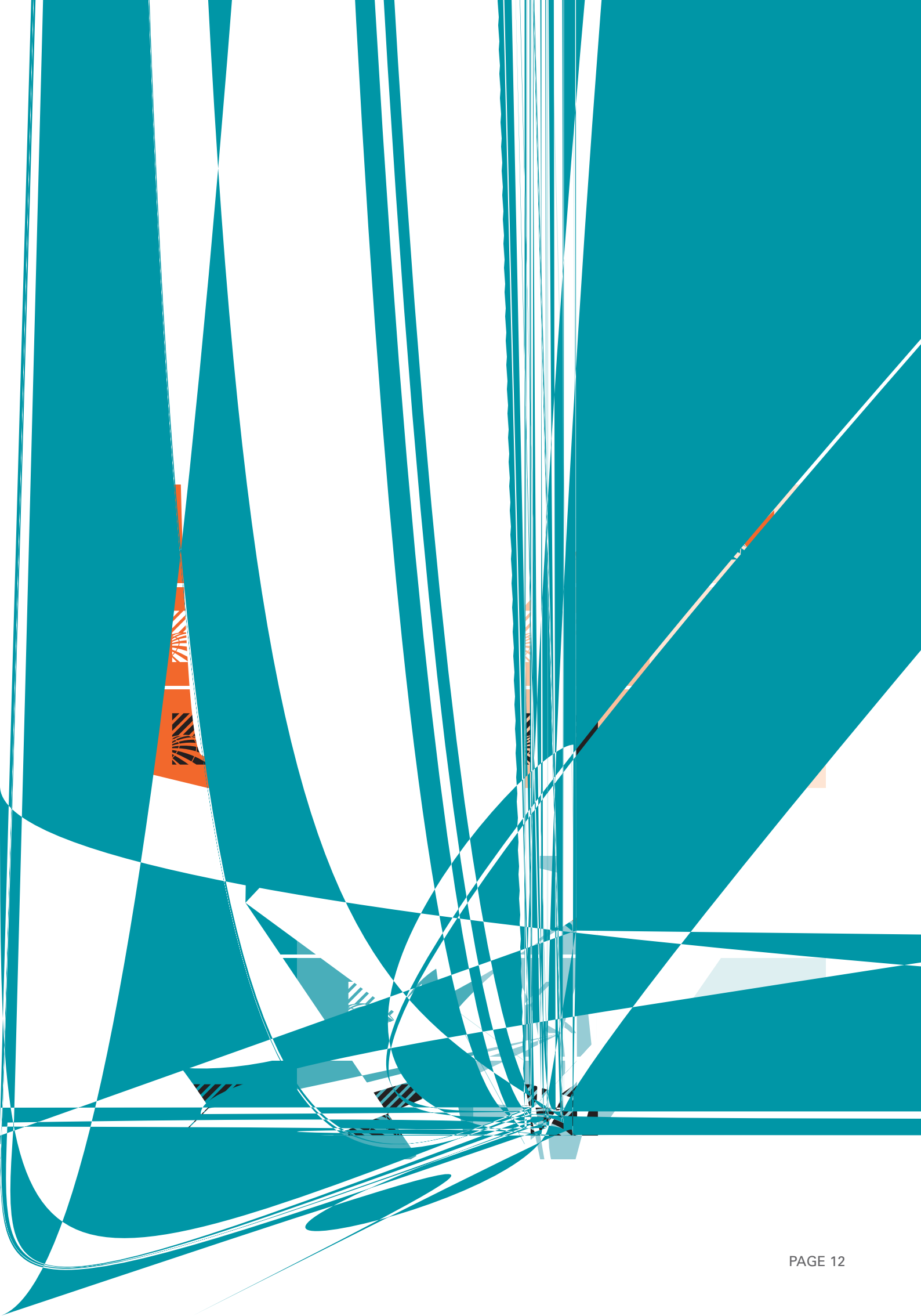
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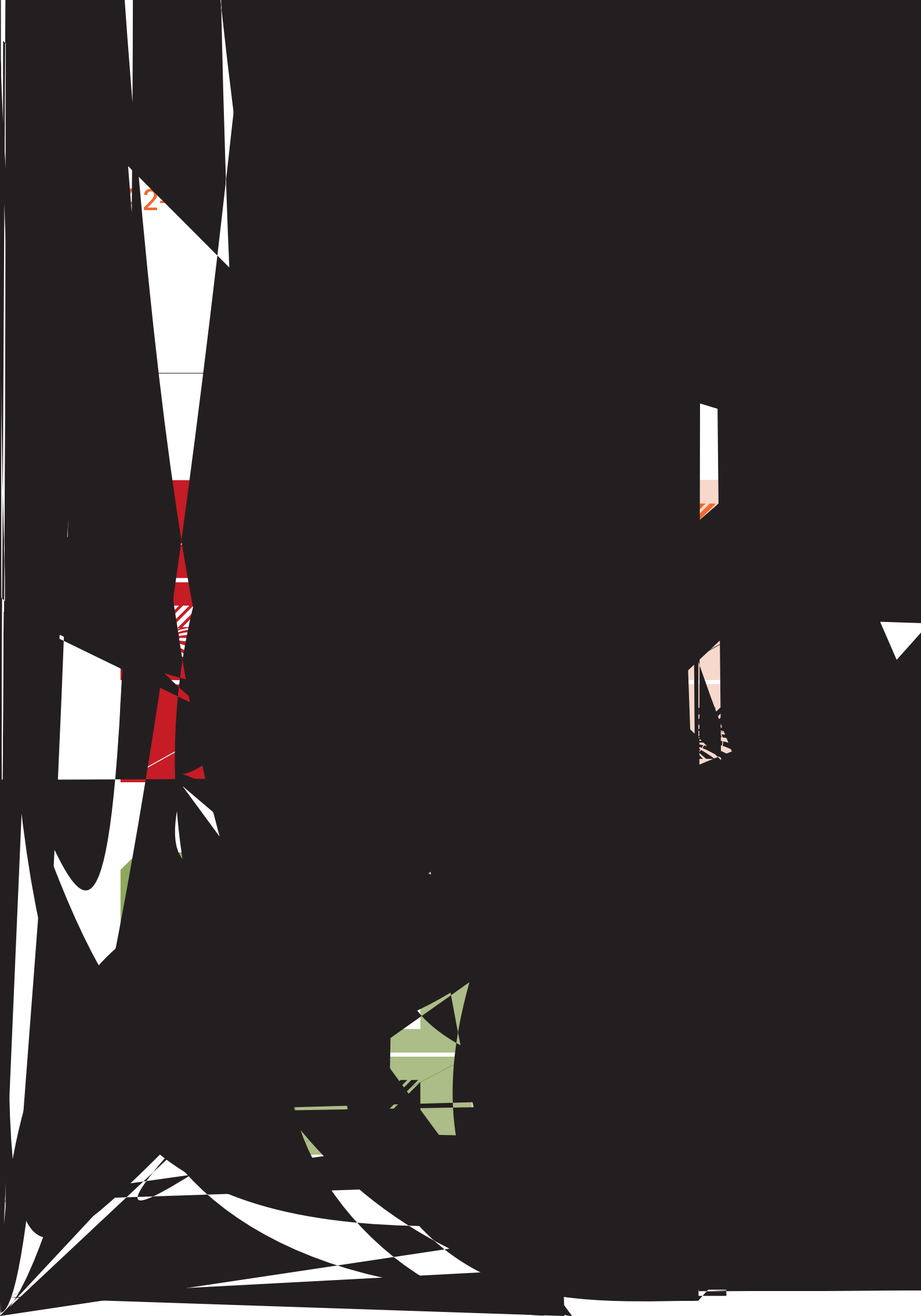


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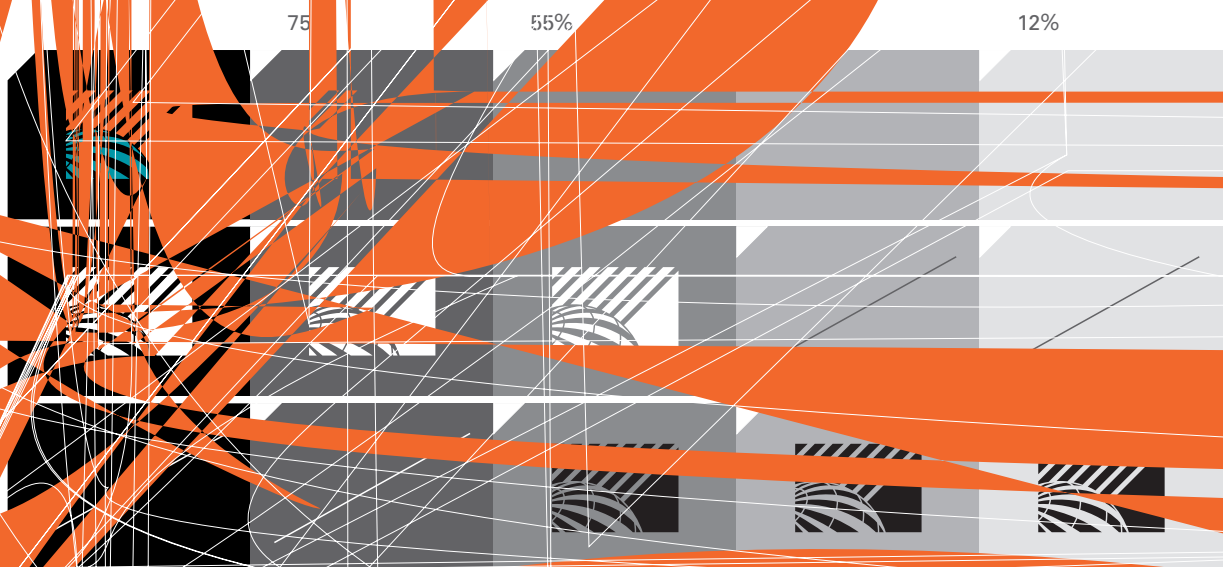
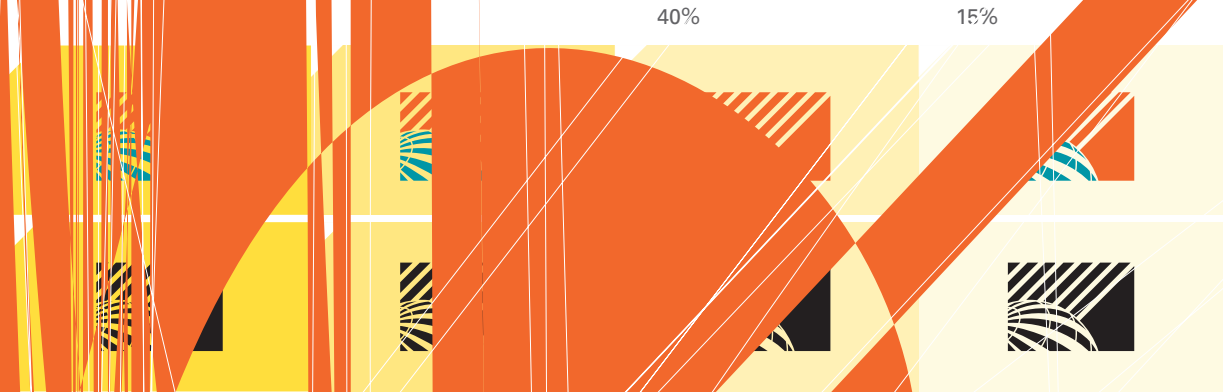
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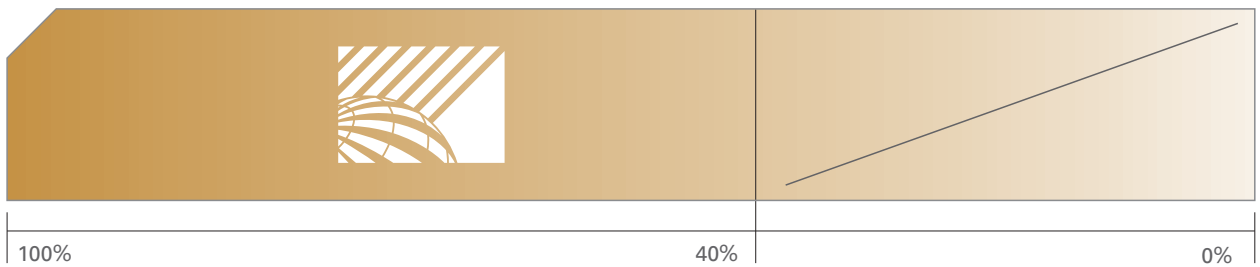
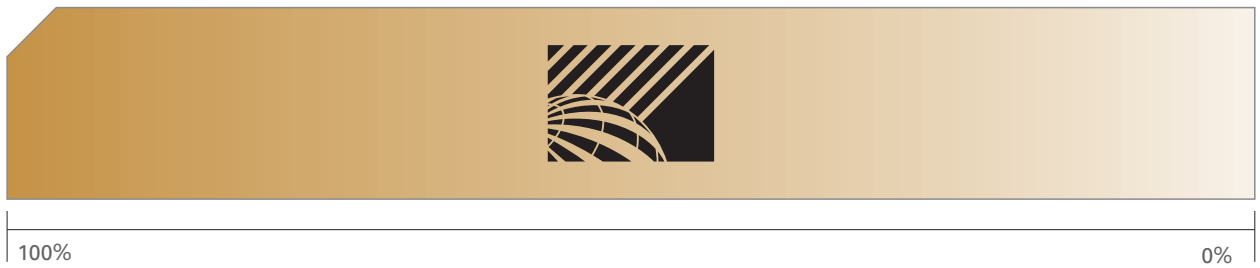
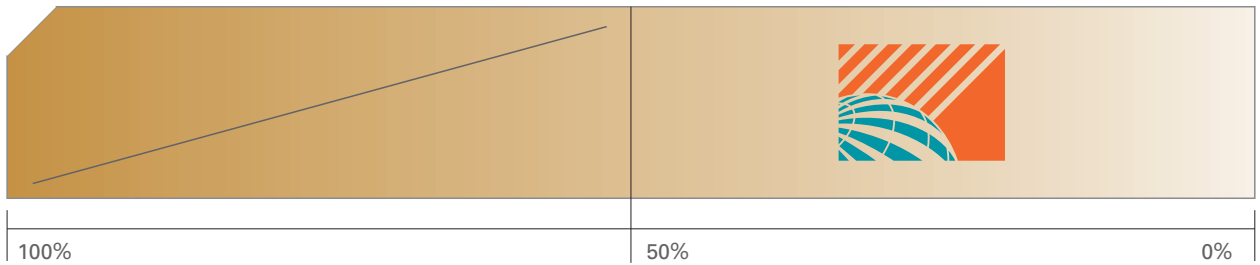




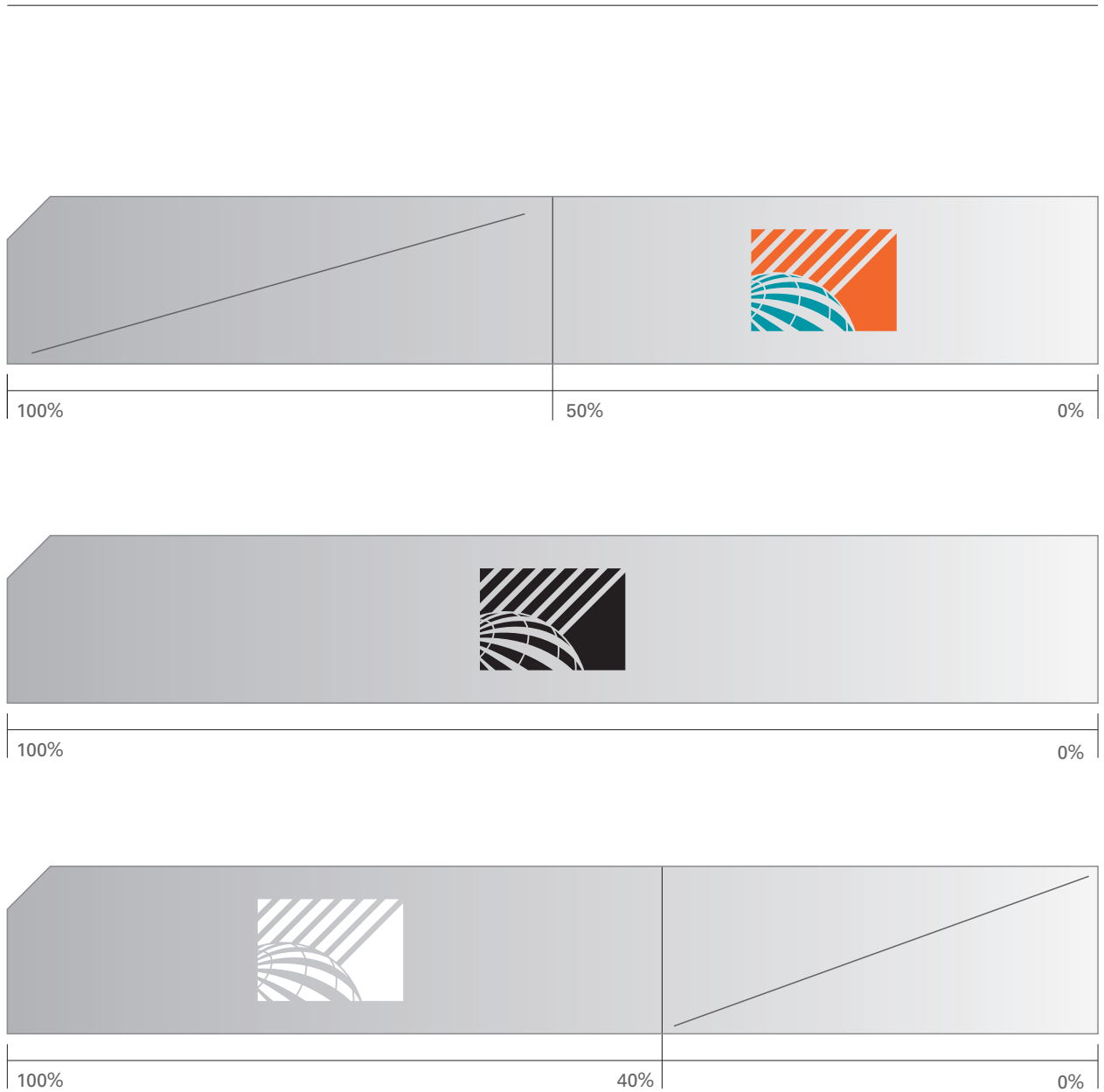
2-7



## A2-8



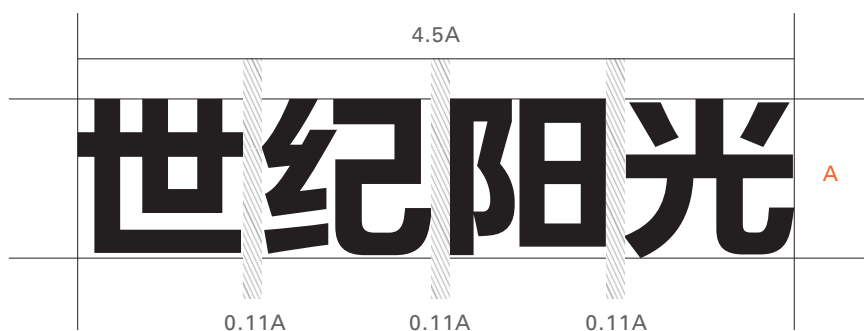
## A2-9



## A3-1



# 世纪阳光



Century Sunshine

Century  
Sunshine

• - 5      Univers 65

• - 5      75      Univers 65

## A3-2



### 公司中文简称标准字体

世纪阳光



• 英文简称标准字体 Univers 65  
字距1.5，行距75，首字母大写。

Century  
Sunshine

• 英文简称标准字体 Univers 65  
字距1.5，首字母大写。

Century Sunshine

### 公司英文简称标准字体

东 亚 有限公司

## A3-4



山东世纪阳光纸业集团有限公司

0.11A  
(等间距)

14A

A

公司中文全称标准字体

• 英文全称标准字体 Univers 65, 字距-5, 大写, 与标志组合使用时不得任意改变字形和字距。

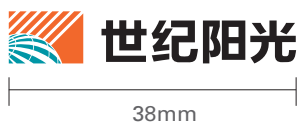
SHANDONG CENTURY SUNSHINE PAPER GROUP COMPANY LIMITED

公司英文全称标准字体

A4-1



## A4-1





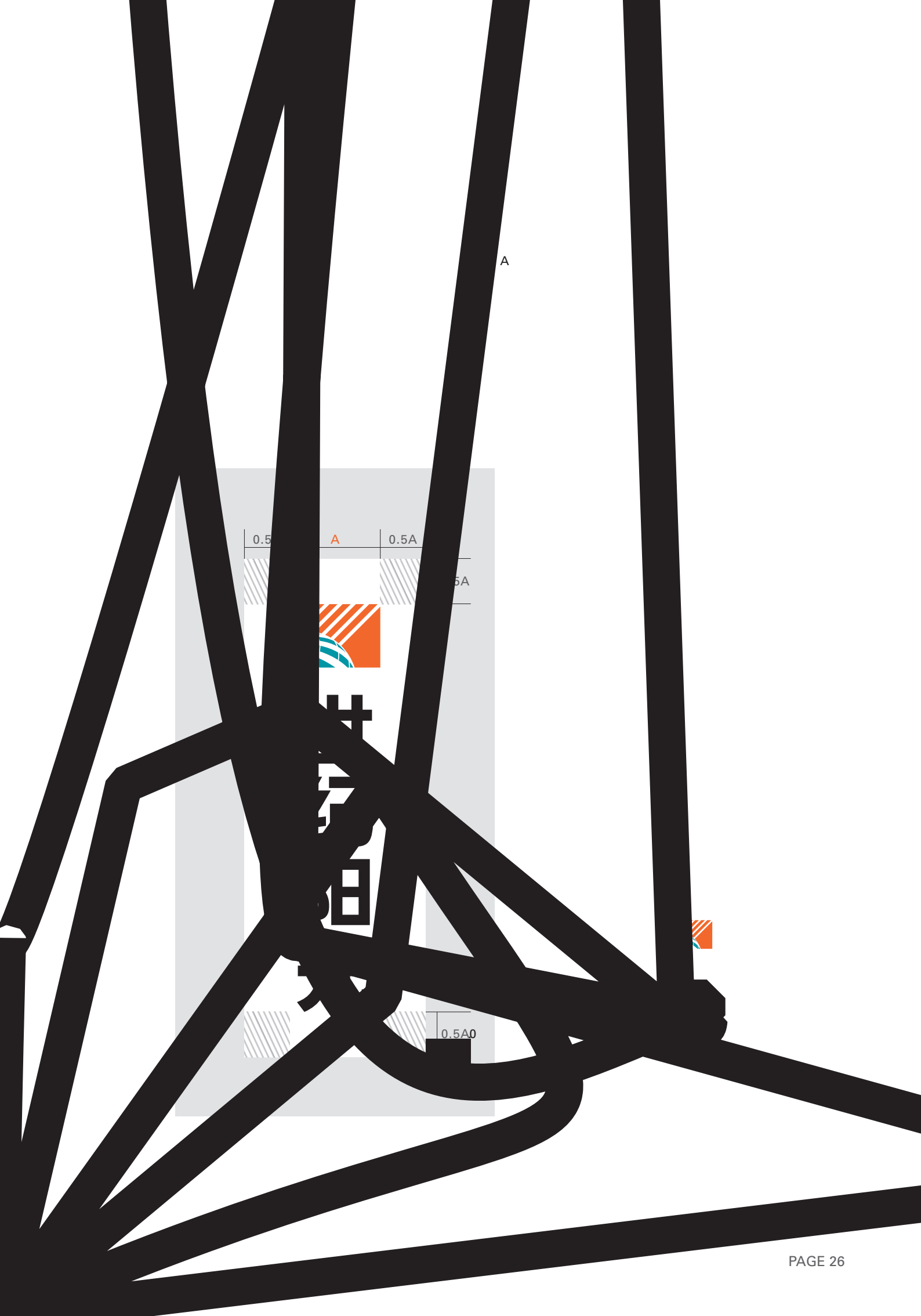
**世纪阳光**

## A4-2



## A4-3





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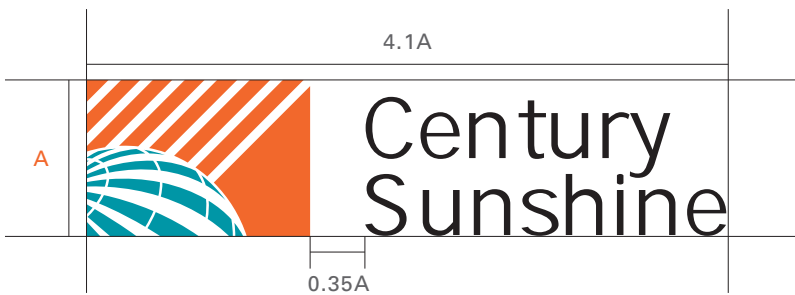
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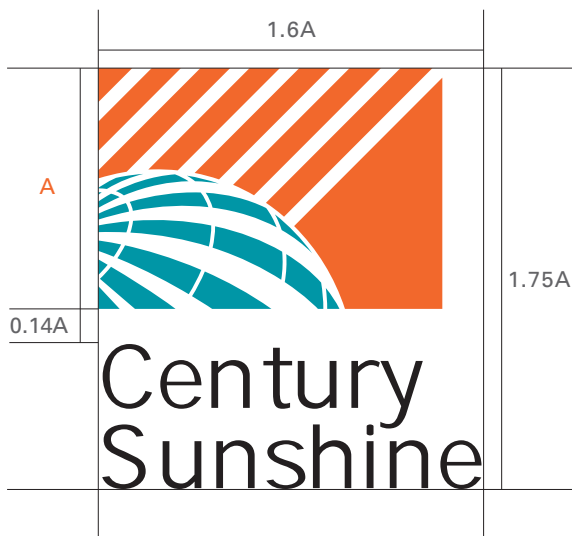
## A4-4



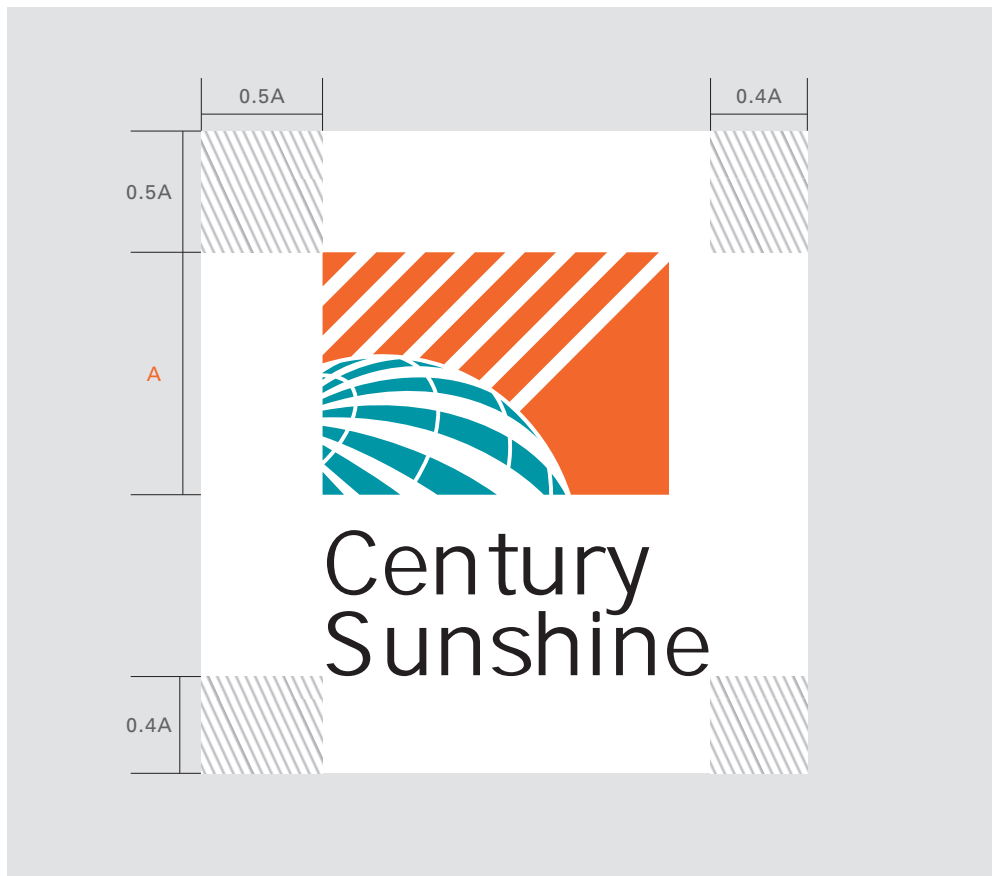
## A4-4



## A4-5



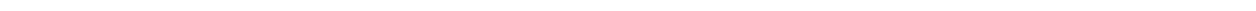
## A4-5







## A4-7





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## A4-8







## A4-10



## A4-10



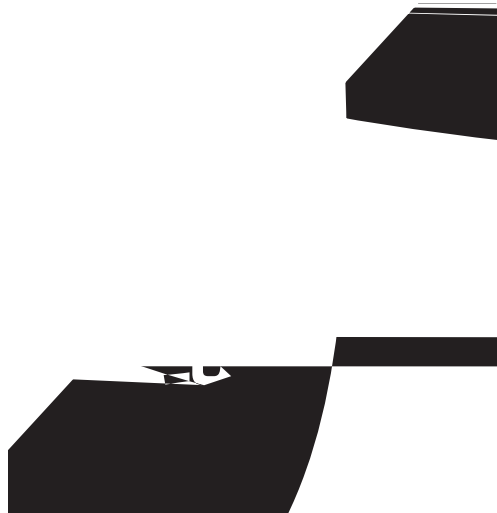


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Shandong Century Sunshine Paper Group Company Limited

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**山东世纪阳光纸业集团有限公司**  
Shandong Century Sunshine Paper Group Company Limited

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**山东世纪阳光纸业集团有限公司**  
Shandong Century Sunshine Paper Group Company Limited



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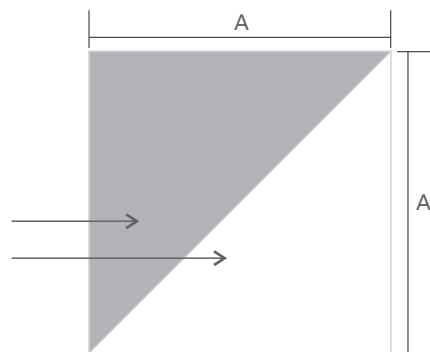
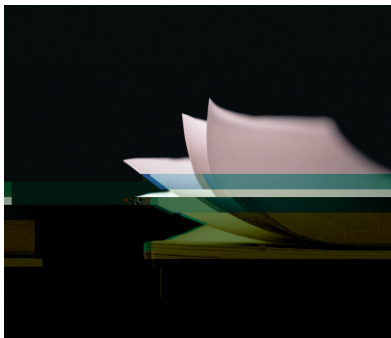
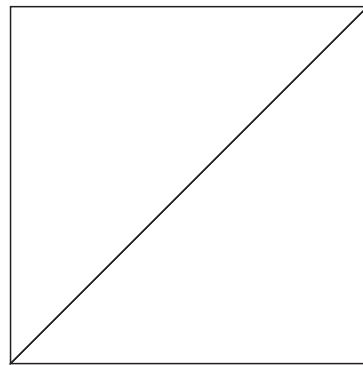
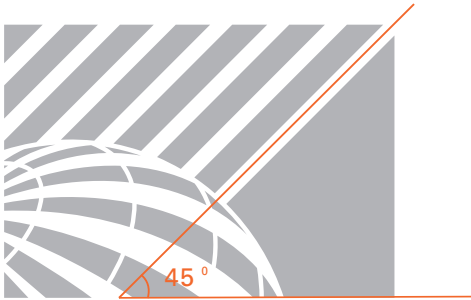




## A4-15



# A5-1



## A5-1





## A5-2



## A6-1



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**山东世纪阳光纸业集团有限公司**

山东世纪阳光纸业集团有限公司

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山东世纪阳光纸业集团有限公司

## A6-2



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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers LT Std 45 Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Times New Roman

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abcdefghijklmnopqrstuvwxyz  
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Times New Roman