

BYD

SERVICE

V I S

OVERSEAS BRAND
VISUAL IDENTIFICATION SYSTEM



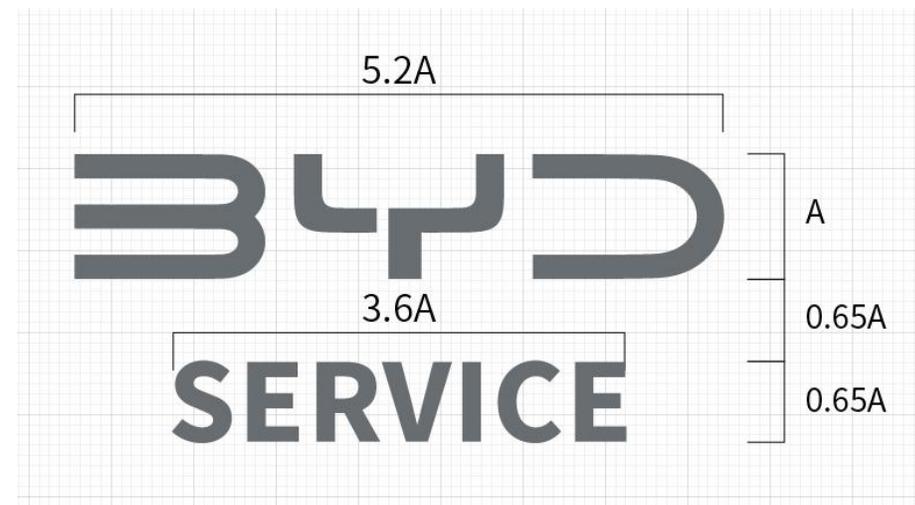
VISUAL IDENTITY BASED SYSTEM

BYD SERVICE Placement and Combination form

It is divided into horizontal version, vertical version and separate use.

Assume the BYD height is “A”, The spatial relationship of other elements is shown in the right figure.

It can be scaled according to the actual situation.



STANDARD COLOR OF AFTER-SALES BRAND

Standard colors symbolize brand spirit and brand culture. It conveys the brand image visually and strengthens the brand image. The three colors **white/ gray / festival red** are the standard colors of our brand.

PANTONE COLOR VALUE

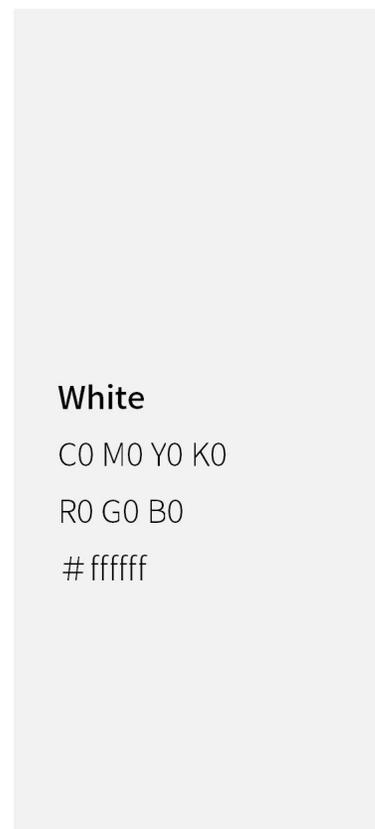
PANTONE color value is an international general printing color standard, which is applied in printing. There should be a unified PANTONE manual between the customer and the printing factory as the only standard for color inspection, which is used in important occasions and projects.

FOUR-COLOR PRINTING VALUE

Four-color printing value is applied in the printing, four-color separation printing is required in use. To ensure the color quality of printing, please follow the standard color value in use.

RGB COLOR VALUE & HEXADECIMAL COLOR VALUE

Using RGB color values in monitors, computer screens, etc., such as PPT, etc. Web pages use the hexadecimal color mode to set colors.





VISUAL IDENTITY APPLICATION SYSTEM



VISUAL IDENTITY APPLICATION SYSTEM

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B1-01

THE STOREFRONT OF THE AFTER-SALES SERVICE CENTER

The storefront of the after-sales service center is the first image element for BYD after-sales service .and its specifications should be kept beautiful and unified.

①The entrance of pre-sale and after-sale is on the same facade, and after-sale VI : SERVICE should be made as shown in Figure 1 on the right.

Material&Size: Acrylic stainless steel SERVICE width 2400mm * (Non-standard case:refer to P3)

Font: Source Sans Pro Bold

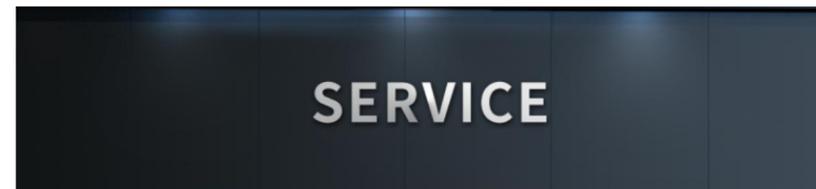
Location: Centered around on the door of the after-sales canopy (specifically adjusted according to the actual structure).

②If the service store is a remodeled store,or a store separated from the factory, the after-sales channel is not on the same side or not integrated with the store,the after-sales VI should be made: BYD SERVICE, as shown in Figure 2 on the right.

Material&Size: Acrylic stainless steel BYD LOGO width 2000mm SERVICE width 1300mm

* (Non-standard case:refer to P3)

Location: Centered around on the door of the after-sales canopy, (specifically adjusted according to the actual structure).



01



02



B1-02

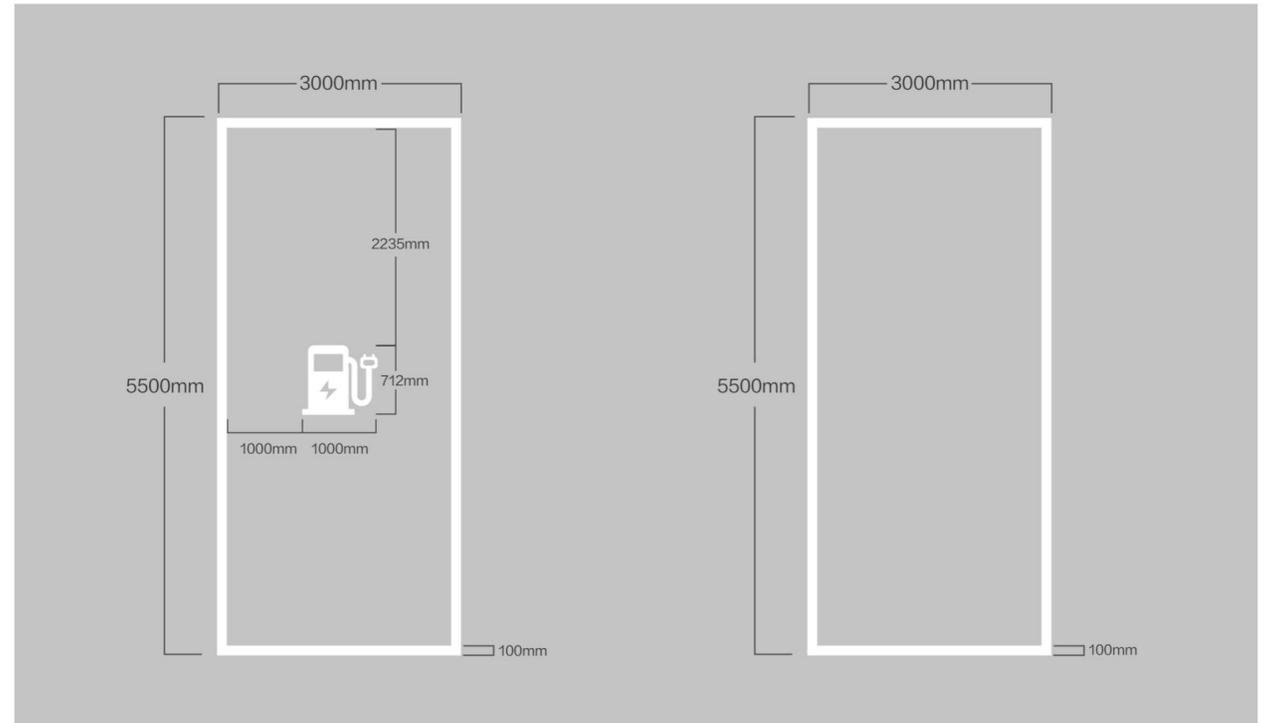
THE FLOOR MARKINGS OF FUNCTIONAL AREA

The floor markings in functional area can effectively guide the parking of customers' vehicles. The specifications should be kept beautiful and unified.

Option 1: The size of the parking space is 5500x3000mm, and the floor markings in functional area is located in the middle of the parking space frame, 2235mm from the edge of the top line.

Option 2: The size of the parking space is 5500x3000mm, without text and icon information.

Both schemes are available, the market can choose one of them according to needs, and the functional area without floor markings needs to place signage.



BACKGROUND WALL OF CUSTOMER RECEPTION ROOM(RECOMMENDED)

The brand on the background wall in the customer reception room is the most eye-catching BYD brand that customers have visual contact with in the service store.

The brand on the background wall of the customer reception desk is acrylic engraved in metallic color. The horizontal position: in the middle of the background ,BYD SERVICE (bottom edge) is 950mm from the ground.

Background Wall Color: Pantone Cool Gray 10C



B1-03

GLASS DOOR FROSTED STRIP

Glass door frosted strip has functions such as customer guidance, glass door safety and advertising, which is an important visual display decoration of service stores. The glass door frosted strip of BYD auto service stores is made of instant stickers and pasted in the after-sales area.

Width of glass barrier: 100mm;

Width of BYD: 162mm

Spacing: 500mm

Distance from bottom edge to the ground: 1200mm



B1-04

SIGNAGE

The signage of the service store mainly has the functions of regional division, guidance and warning, and can reflect the management order of the service store.

Type I sign: 300mm wide and 600mm Length

**(Refer to attachment; signboard application)*

Type II sign: 100mm wide and 300mm Length

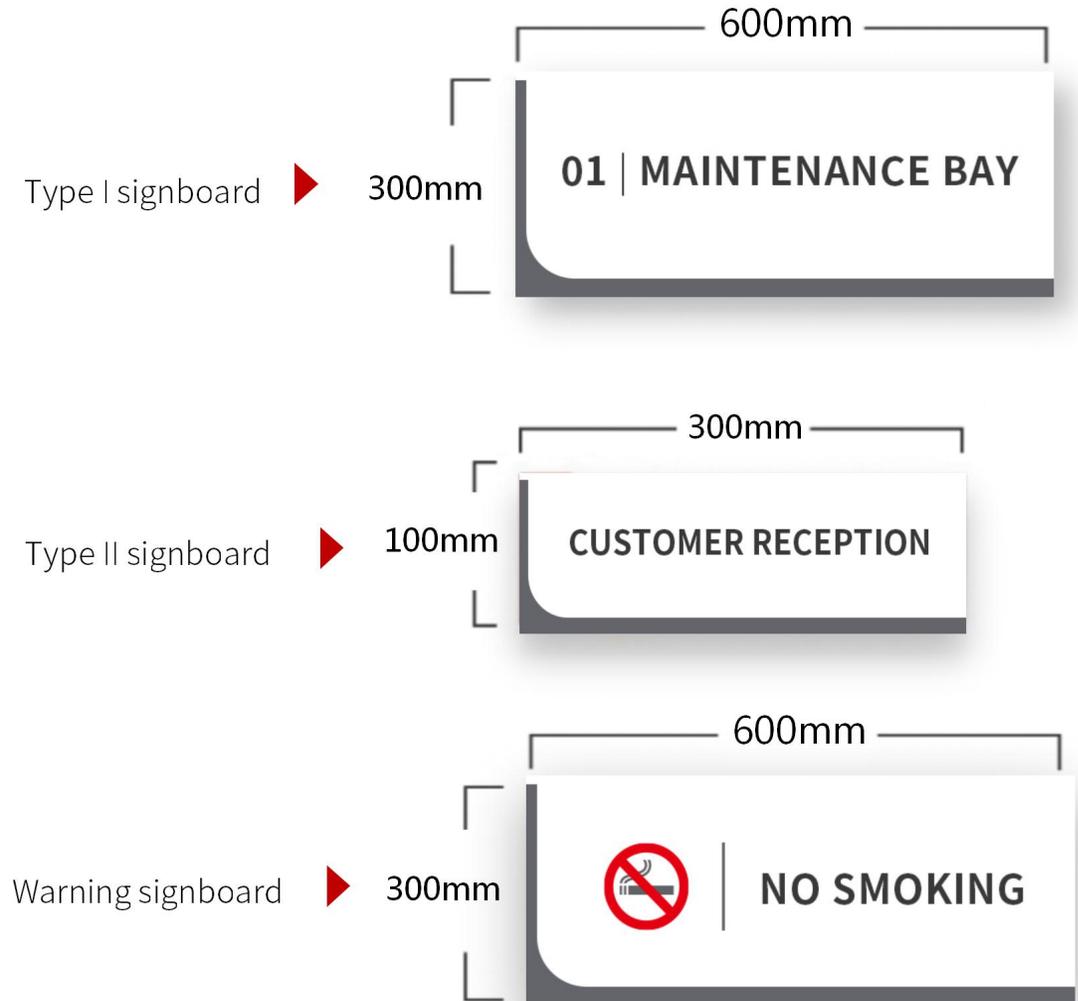
**(Refer to attachment; signboard application)*

Warning sign: 300mm wide and 600mm Length

**(Refer to attachment; signboard application)*

Font: Source Sans Pro Bold

Service shop need to make their own designs based on the provided source files.



B1-05

THE GUIDING SIGNAGE OUTSIDE THE STORE

The outdoor signage of the service store mainly has the guiding function, which can reflect the management order of the service shop.

The panel is 1.2mm galvanized sheet, baked gray paint (Pantone Cool Gray 10C);

The color of the column is consistent with the color of the bottom plate;

The LOGO is affixed with white film, the height is 762mm, and the graphic content is film; the graphic arrow can be rotated.

The height of the guide board from the ground is 3000mm

The service shop can make it by itself according to the actual needs and the draft provided.



B1-06

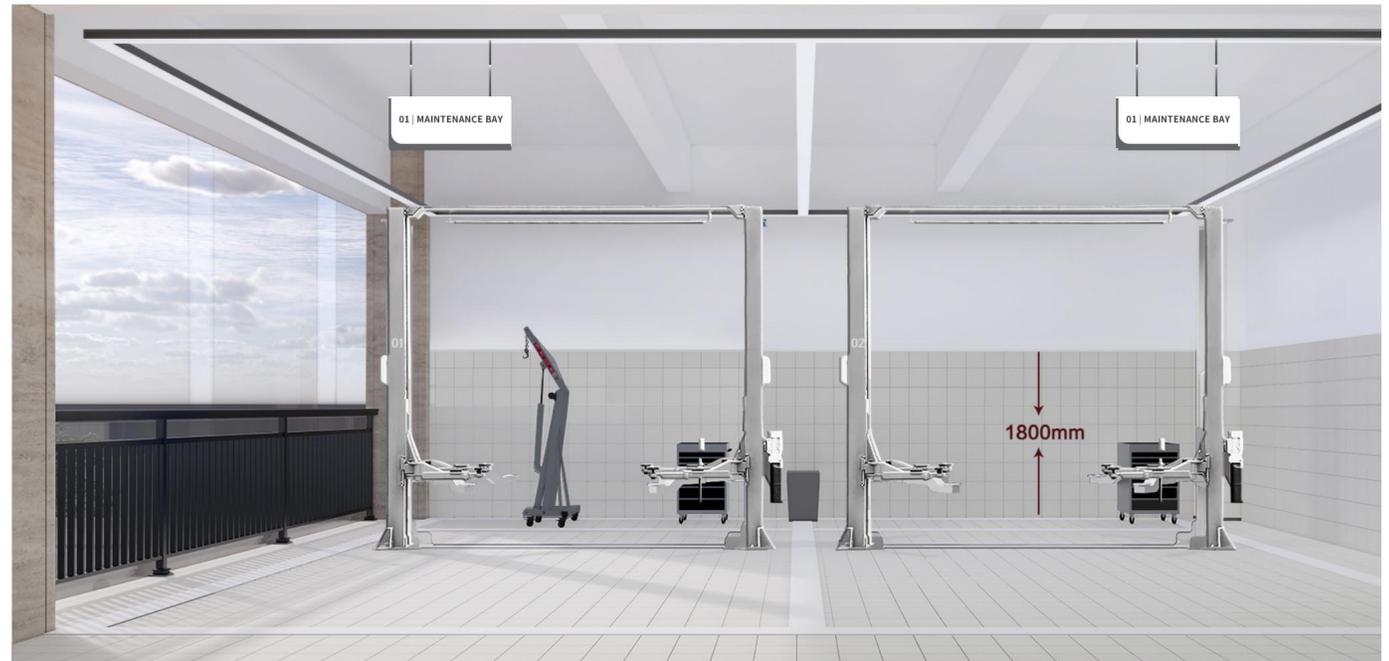
WORKSHOP DADO-FLOOR TILES

The workshop dado, in addition to certain decorative purposes, also has the function of avoiding the dirt or scratches on the pure-colored wall caused by the employees' activities.

Height of wall dado: 1800mm

Color: Pantone Cool Gray 3C

Specification of wall dado: 200×200mm untextured brick



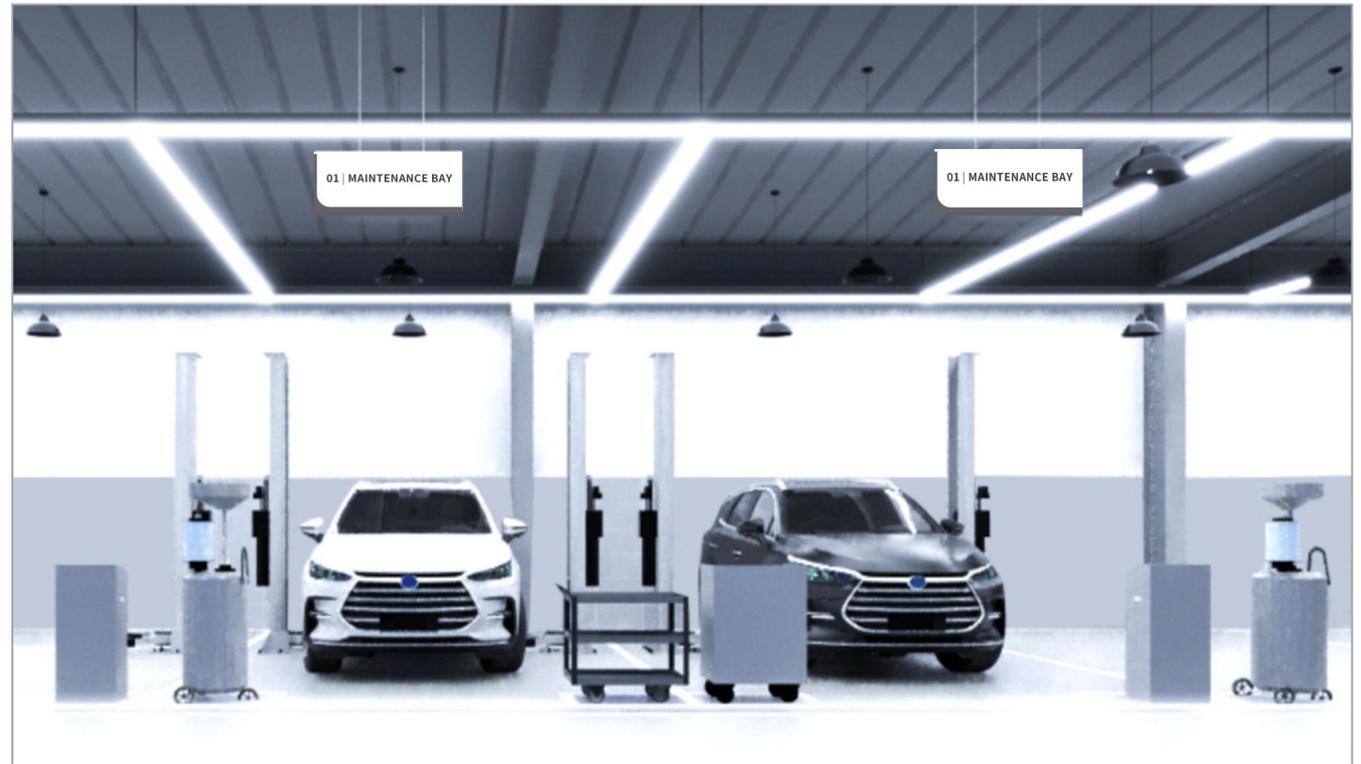
B1-06

WORKSHOP DADO-EPOXY FLOOR PAINT

The workshop dado, in addition to certain decorative purposes, also has the function of avoiding the dirt or scratches on the pure-colored wall caused by the employees' activities .

Height of wall dado: 1800mm

Color: Pantone Cool Gray 3C



B1-07

WORKSHOP FLOOR-Special Floor Tiles

Workshop floor: Special floor tiles for workshop

Size of floor tile: 200*200mm

Standard of channel: light gray wear-resistant full-body workshop special brick

Color: Pantone Cool Gray 3C

Standard of workplace: light gray wear-resistant full-body workshop special brick

Color: Pantone Cool Gray 3C

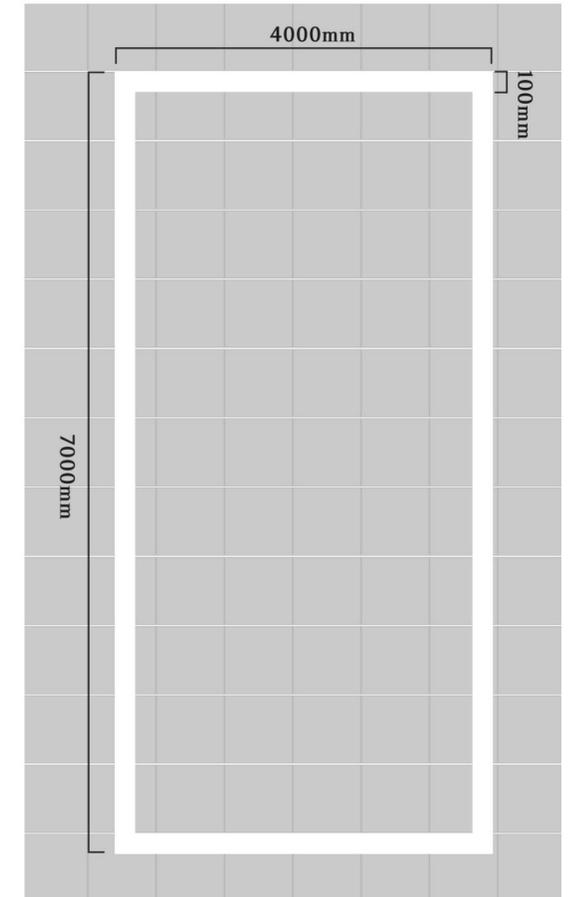
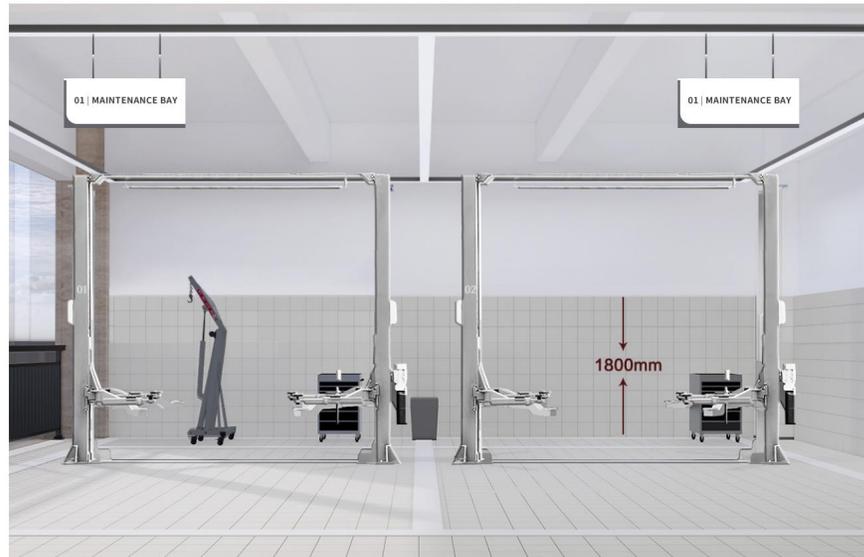
Standard of station line: White line width:100mm(Special floor tiles)

Workplace number: marked on both sides of the lift

Workplace number font/color number: Source Sans Pro
Bold/white

Length of maintenance workplace: 7000mm

Width of maintenance workplace: 4000mm



B1-07

WORKSHOP FLOOR-Epoxy Floor Paint

Requirements of epoxy floor paint:

1. No trowel marks on the surface, good leveling and no seams.
2. The gloss should meet the design requirements (high gloss ≥ 90 , glossy ≥ 70 , semi-gloss 50-70).
3. No floating color, uniform color.
4. Choose big brands.

Standard of channel: light gray epoxy floor paint

Color: Pantone Cool Gray 3C

Standard of workplace: light gray epoxy floor paint

Color: Pantone Cool Gray 3C

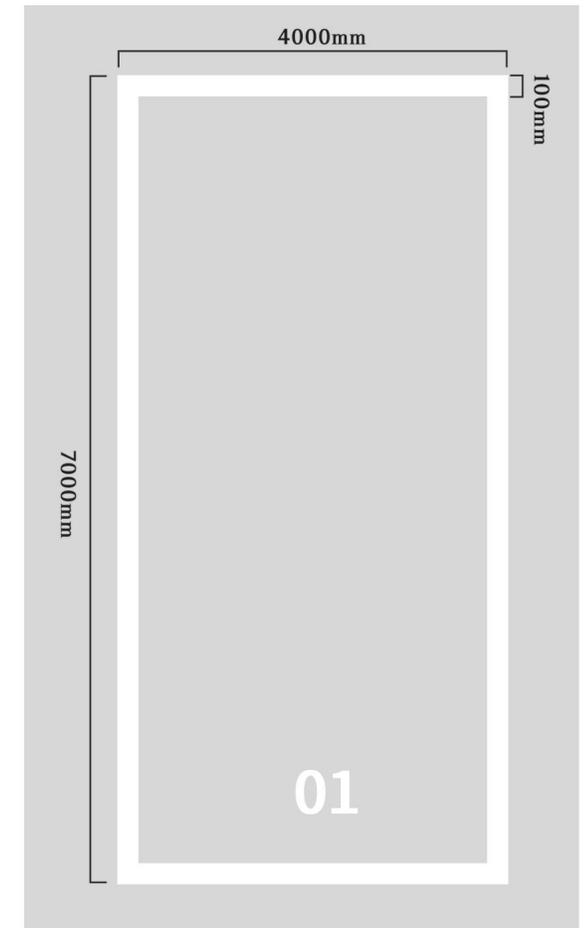
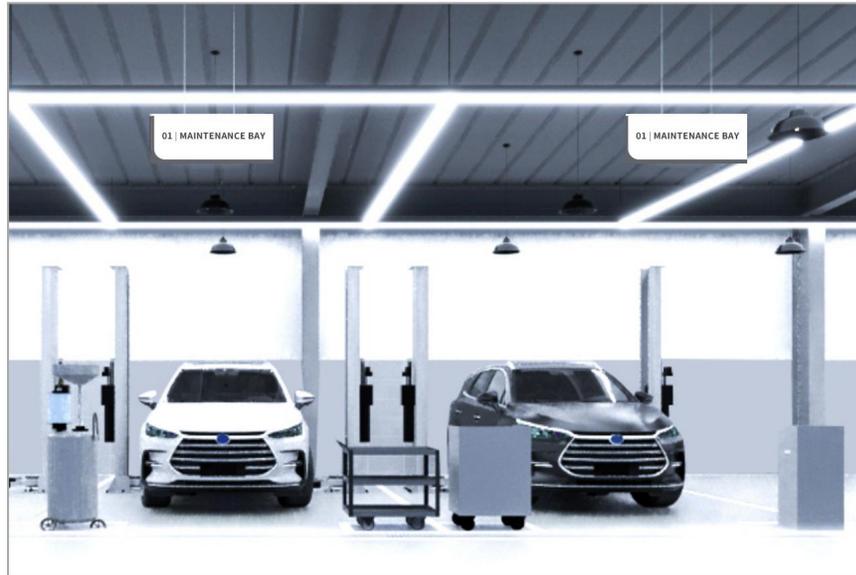
Standard of station line: White line width:100mm

Workplace number: 400mm from the lower edge of the station
the height of the text is 400mm

Workplace number font/color number: Source Sans
Pro/white

Length of maintenance workplace: 7000mm

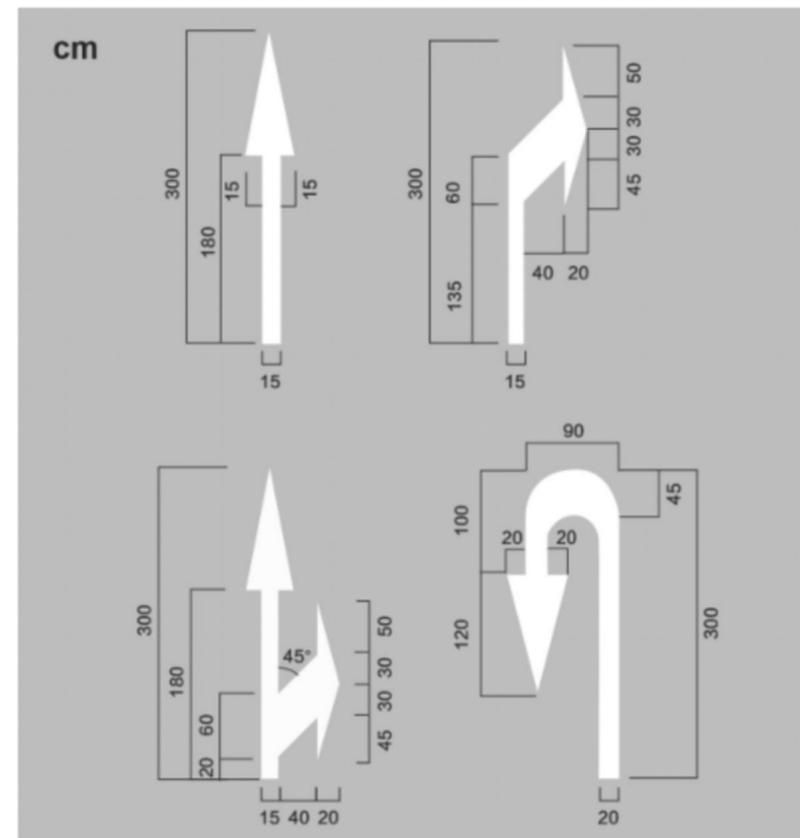
Width of maintenance workplace: 4000mm



B1-08

STANDARD GUIDE ARROW ON THE GROUND

The standard guide arrows on the ground in the after-sales area of BYD should be kept clean, clear and uniform.



B1-09

BUSINESS CARD 01

Business card is a piece of paper that indicates the name, organization, company unit and contact information. Business card is the fastest and most effective way for new friends to meet each other and introduce themselves. The exchange of business cards is the first official act of business interaction. The layout should be consistent to emphasize the brand and organization that staff belongs to.

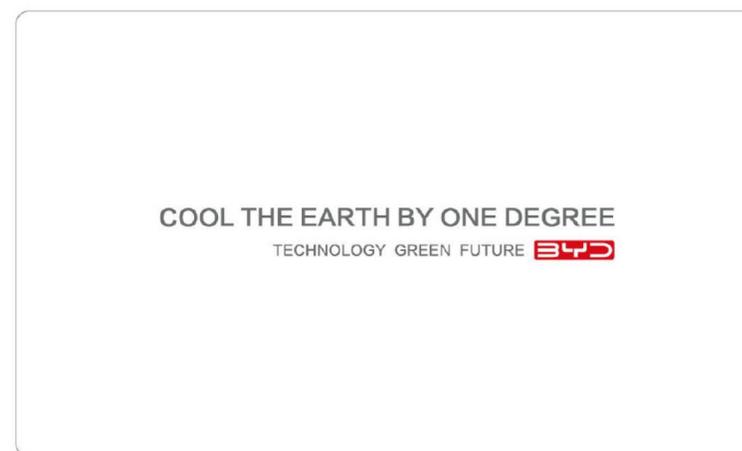
Size: 90mm x 54mm

Font: Source Sans Pro Bold/Regular

Material: 270g recycled paper or 210g Gangku paper

Requirements of production: four-color printing

Business cards need to be modified according to the standard electronic version provided and made by stores themselves.



B1-09

BUSINESS CARD 02

Business card is a piece of paper that indicates the name, organization, company unit and contact information. Business card is the fastest and most effective way for new friends to meet each other and introduce themselves. The exchange of business cards is the first official act of business interaction. The layout should be consistent to emphasize the brand and organization that staff belongs to.

Size: 54mm x 90mm

Font: Source Sans Pro Bold/Regular

Material: 270g recycled paper or 210g Gangku paper

Requirements of production: four-color printing

Business cards need to be modified according to the standard electronic version provided and made by stores themselves.

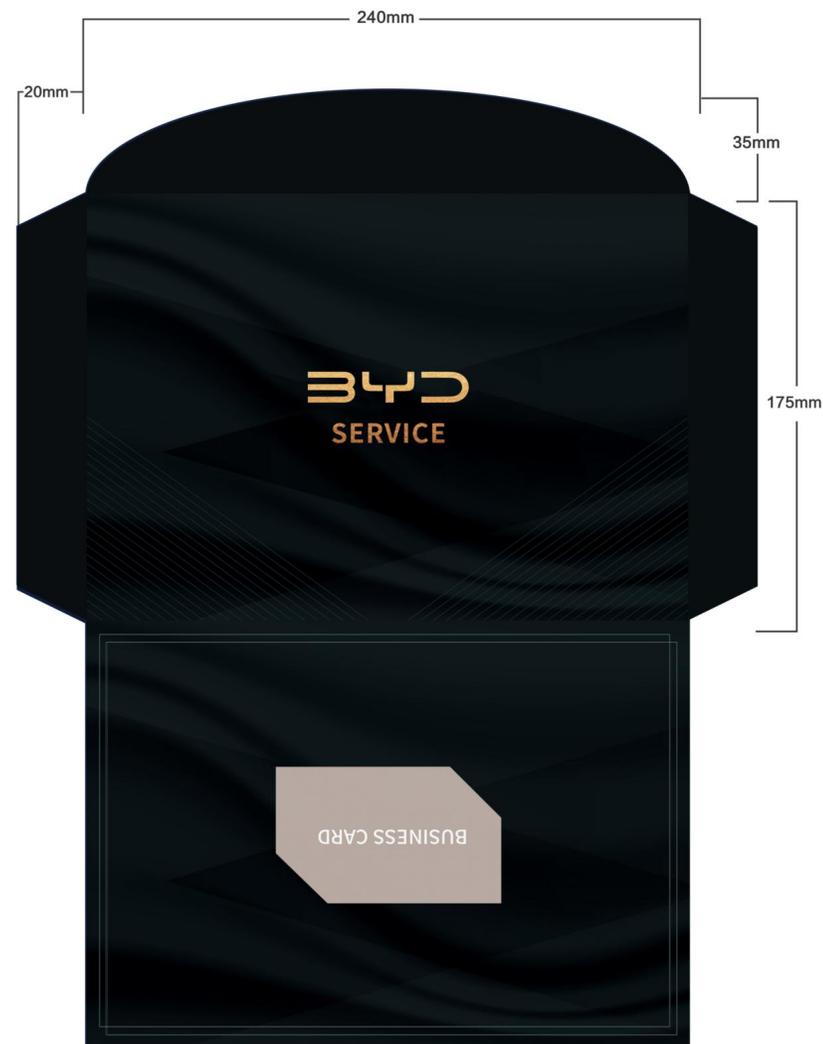


B1-10

DELIVERY ENVELOPE

When the car is delivered, we will put the maintenance manual, keys, driving license, receipts and other items into the delivery envelope, which is convenient for customers to carry.

Dimensions: 175mm x 240mm

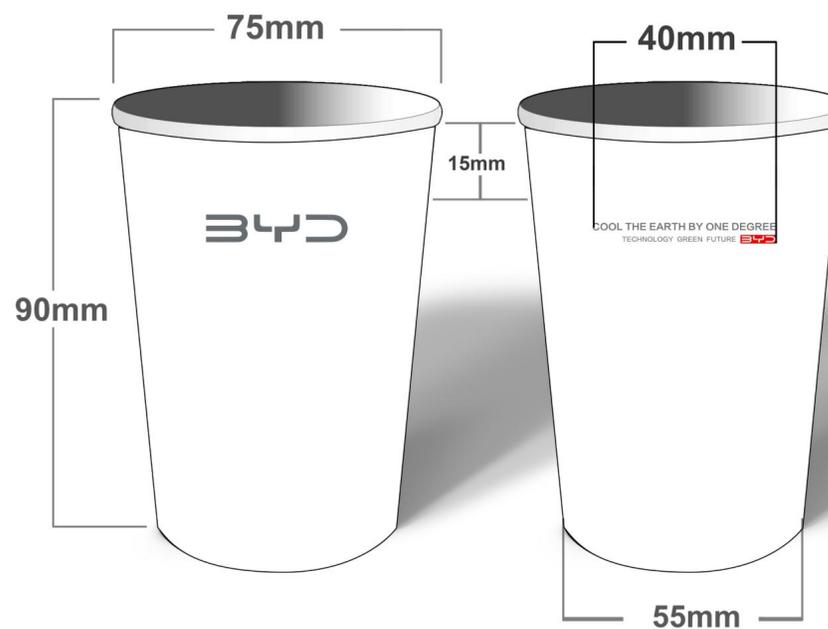


B1-11

DISPOSABLE CUPS

Disposable water cups are drinking utensils when providing beverage services to customers. The size is 75 × 55 × 90mm / 250ml.

Environmentally friendly materials are required



B1-12

COFFEE CUP

Coffee cups are drinking utensils used to provide customers with better free drink service.

Saucers and mixing spoons are required

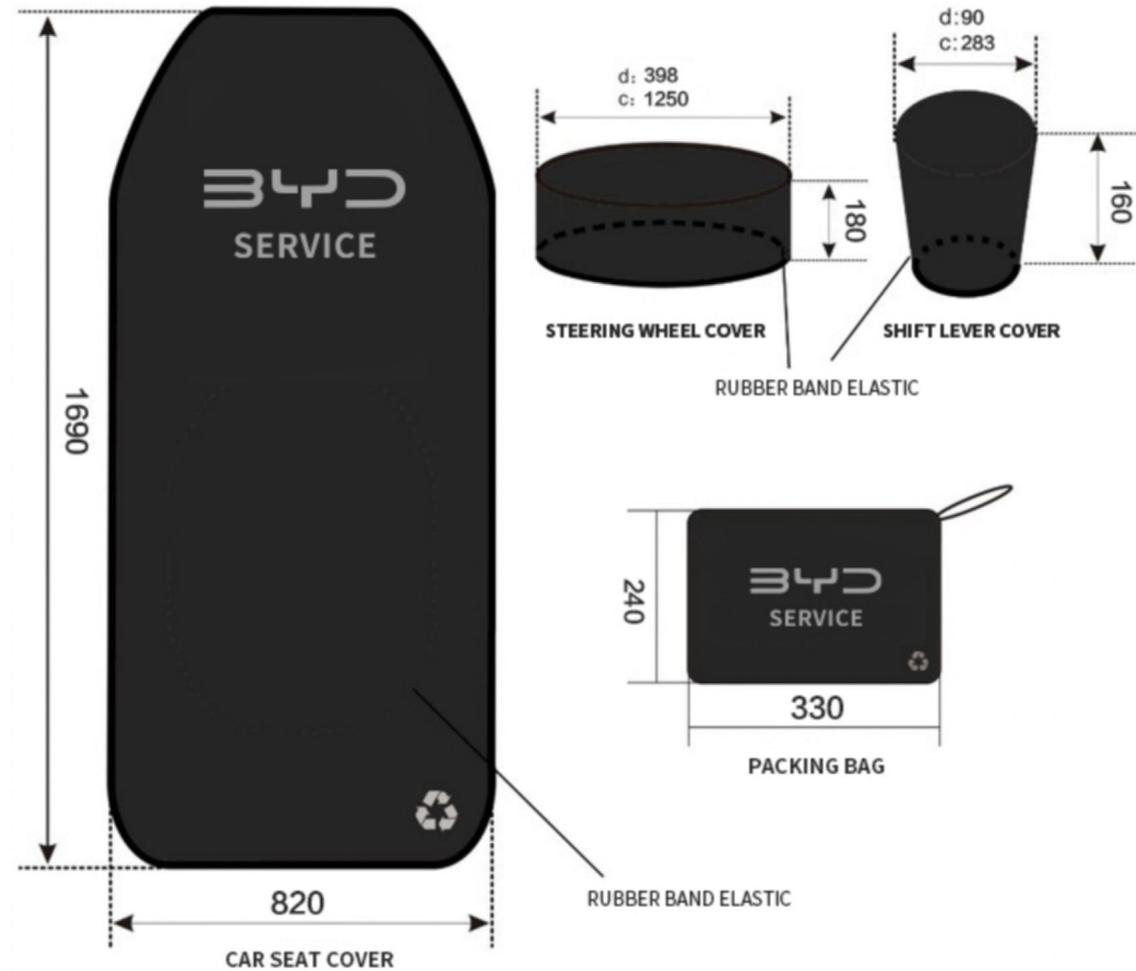
Ceramic material, the capacity of 230ml is required



B1-13

ENVIRONMENTALLY FRIENDLY SET OF AFTER-SALES SERVICE

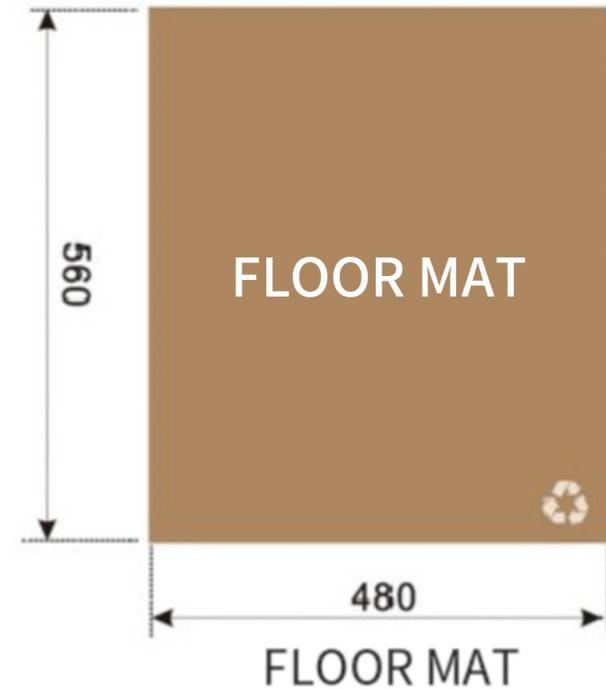
The environmentally friendly three-piece set of after-sales service are cleaning tools used for the steering wheel, shift handle, and driver's seat when picking up the car. The unified specifications are shown in the figure on the right.



B1-14

ENVIRONMENTAL PROTECTION MAT

After-sales service environmental protection floor mat is a cleaning tool used in the position of the floor mat when picking up the car. It needs to be used together with the after-sales service environmental protection three-piece set. Its unified specifications are shown in the right picture.

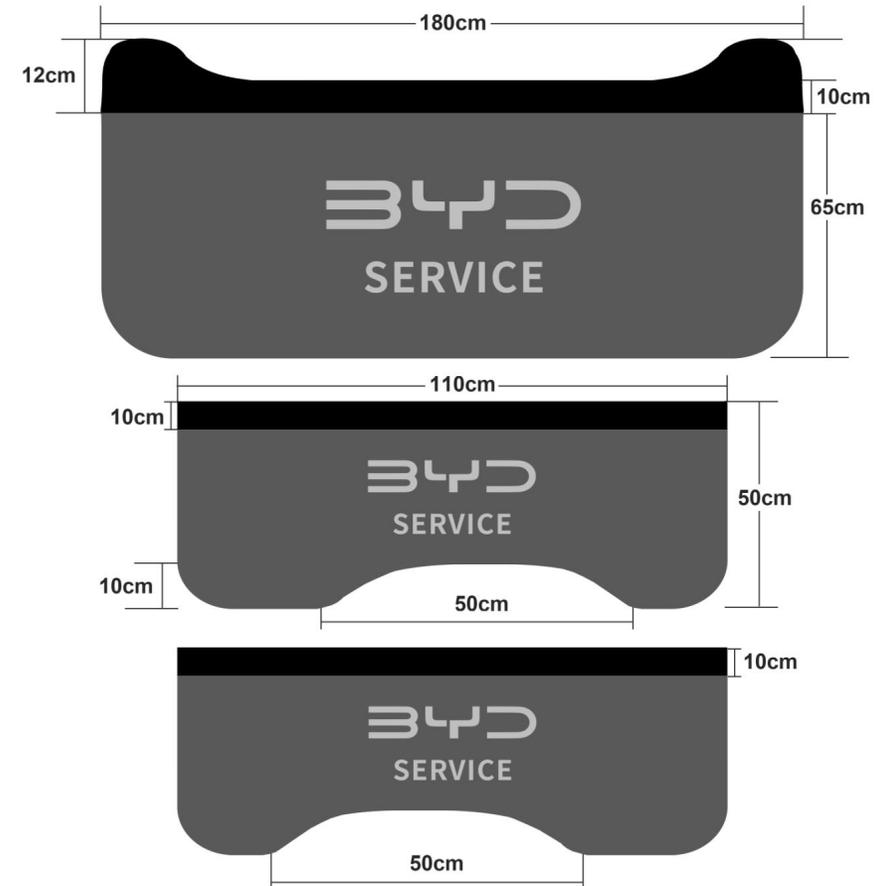


B1-15

MAINTAINCE THREE PIECE SET

The maintenance three-piece set is a protection tool used for wing panel and front bumper during car maintenance, and its uniform style is shown in the picture on the right.

The maintenance three-piece set shall be made by ourselves according to the design draft provided.



Material: PU and PVC synthetic fabric (artificial leather)

B1-16

NAME PLATE

The name plate is a card placed on the chest of the staff to show their identity. It is made by themselves according to the template. It's made of metal, with job information and name.

Size: Length70mm Width11mm

Font: Name--Source Sans Pro Bold 14pt
Position--Source Sans Pro Regular 10pt



B1-17

WORK CAR STICKER

Byd after-sale service work car stickers are made according to the standard electronic version provided.

Size: 300mm wide

Material: Plato fastness does not fade

Font: Source Sans Pro Bold

Requirements: The top surface is a transparent transfer positioning film. The transfer film should be able to completely transfer the car patch layer at one time. After the car patch is attached, the transfer film should be removed.



B1-18

RESCUE BOX STICK

The rescue box is the emergency materials, including water, warm clothes and medicine, which are equipped with BYD's work car when carrying out rescue missions. The packing box must keep the image of unity.

The service shop shall purchase its own storage box and make the box stickers according to the standard electronic version provided.

Carton Size: Length 300mm Width 150mm



B1-19

POWERPOINT

PowerPoint (Microsoft PowerPoint) is a common display auxiliary tool in daily work. The unity of its template ensures the consistency of visual information transmission when using PowerPoint.

The cover

Main title: Source Sans Pro Bold 100pt;

Subtitle: Source Sans Pro Medium 48pt;

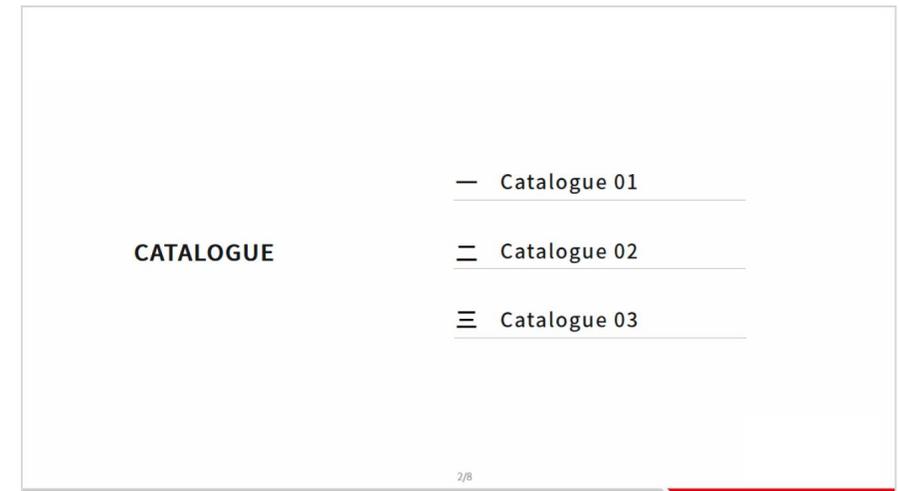
Time: Source Sans Pro Regular 44pt;

Text

Text titles: Source Sans Pro Bold 36pt;

Body content: Source Sans Pro Regular 30pt.

Copy according to the standard electronic version provided for use.



B1-20

CORRESPONDENCE

Correspondence is a communication tool commonly used in our daily work. The unity of its template ensures the consistency of visual information transmission when using correspondence.

Font: Source Sans Pro

Title Source Sans Pro Bold
TEXT Source Sans Pro Regular.....

B2-01

TECHNICAL STAFF SUMMER DRESS

CODE--SPLIT CLOTHES

Summer dress code for split clothing

Dark grey BYD jackets

Dark grey bib overalls

Cargo shoes (labor protection shoes)

Technician

Summer

Spring/Autumn

Winter



B2-02

TECHNICAL STAFF SUMMER DRESS

CODE--JUMPSUIT

Jumpsuit summer dress code

Dark grey BYD jumpsuit

Cargo shoes (labor protection shoes)

Technician

Summer

Spring/Autumn

Winter



B2-03

TECHNICAL STAFF SUMMER DRESS

CODE - BRACES

Wearing standard of braces in summer

Dark grey braces

Navy POLO short sleeve inside

Cargo shoes (labor protection shoes)

Technician

Summer

Spring/Autumn

Winter



B2-04

TECHNICAL STAFF SPRING/AUTUMN DRESS CODE - SPLIT CLOTHES

Split clothes spring/autumn dress code

Dark grey split coat

Dark grey overalls

Cargo shoes (labor protection shoes)

Technician		
Summer	Spring/Autumn	Winter



B2-05

TECHNICAL STAFF SPRING/AUTUMN DRESS CODE - JUMPSUIT

Jumpsuit spring/autumn dress code

Dark grey jumpsuit

Cargo shoes (labor protection shoes)

Technician

Summer

Spring/Autumn

Winter



B2-06

TECHNICAL STAFF SPRING/AUTUMN DRESS CODE - BRACES

Wearing standard of braces in spring/autumn

Dark grey braces

Navy POLO long sleeve inside

Cargo shoes (labor protection shoes)

Technician		
Summer	Spring/Autumn	Winter



B2-07

TECHNICAL STAFF WINTER DRESS CODE

winter dress code

Dark grey cotton coat

Dark grey overalls

Cargo shoes (labor protection shoes)

Technician		
Summer	Spring/Autumn	Winter



B2-10

SA MEN'S SUMMER DRESS CODE - SHIRT

Wearing standard of shirt in SUMMER

light shirt

Brunet pants

Brunet leather shoes

SA		
Summer	Spring/Autumn	Winter



B2-11

SA MEN'S SUMMER DRESS CODE - CASUAL WEAR

Wearing standard of Casual wear in SUMMER

(Dark) Polo shirts with short sleeves

Leisure pants

White casual shoes

SA		
Summer	Spring/Autumn	Winter



B2-12

SA LADIES SUMMER DRESS CODE - SHIRT

Wearing standard of shirt in SUMMER

light shirt

Brunet pants/skirt

Brunet leather shoes

SA		
Summer	Spring/Autumn	Winter



B2-13

SA LADIES SUMMER DRESS CODE - CASUAL WEAR

Wearing standard of Casual wear in SUMMER

(Dark) Polo shirts with short sleeves

Dark jeans

White casual shoes

SA

Summer

Spring/Autumn

Winter



B2-14

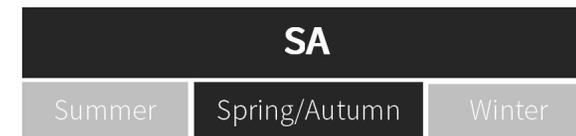
SA MEN'S SPRING/AUTUMN DRESS CODE - FORMAL WEAR

Wearing standard of Formal wear in Spring/Autumn

Haze blue wool suit

Light color shirt

Brunet leather shoes



B2-15

SA MEN'S SPRING/AUTUMN DRESS CODE -CASUAL WEAR

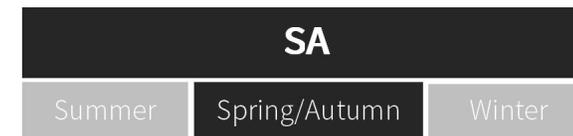
Wearing standard of Casual wear in Spring/Autumn

Dark suit jacket/business casual jacket

Light shirt on the inside

Leisure pants

White casual shoes



B2-16

SA LADIES SPRING/AUTUMN DRESS CODE - FORMAL WEAR

Wearing standard of Formal wear in Spring/Autumn

Dark wool suit

Light color shirt

Brunet leather shoes

SA		
Summer	Spring/Autumn	Winter



B2-17

SA LADIES SPRING/AUTUMN DRESS CODE - CASUAL WEAR

Wearing standard of Casual wear in Spring/Autumn

Dark suit jacket/business casual jacket

Light shirt on the inside

Leisure pants

White casual shoes

SA		
Summer	Spring/Autumn	Winter



B2-18

SA WINTER DRESS CODE

Wearing standard in WINTER

long medium coat in dark colour

Formal suit/casual suit

Brunet leather shoes

Market can choose coats or other dark clothes according to the temperature, and the style of single store should be consistent.

SA

Summer

Spring/Autumn

Winter



THANK YOU

V I S

OVERSEAS BRAND
VISUAL IDENTIFICATION SYSTEM