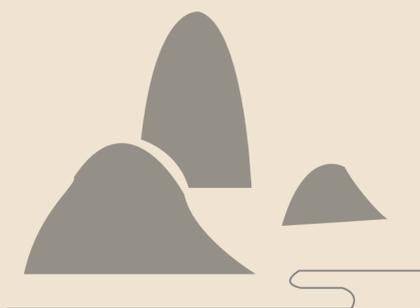




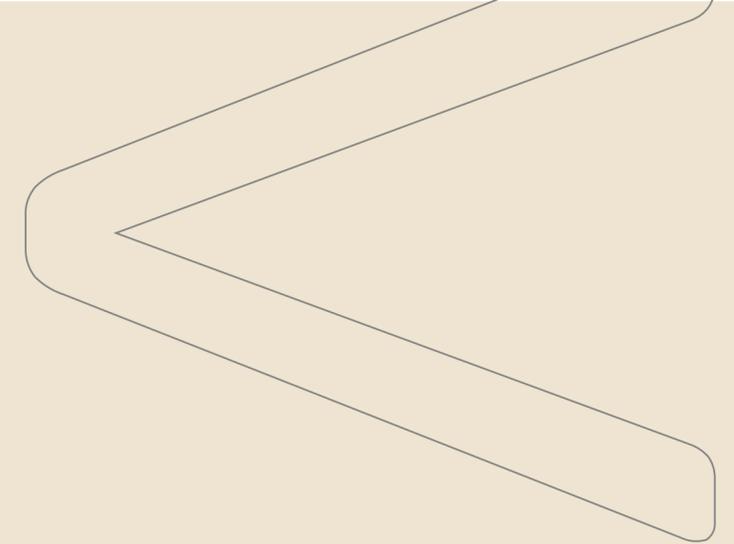
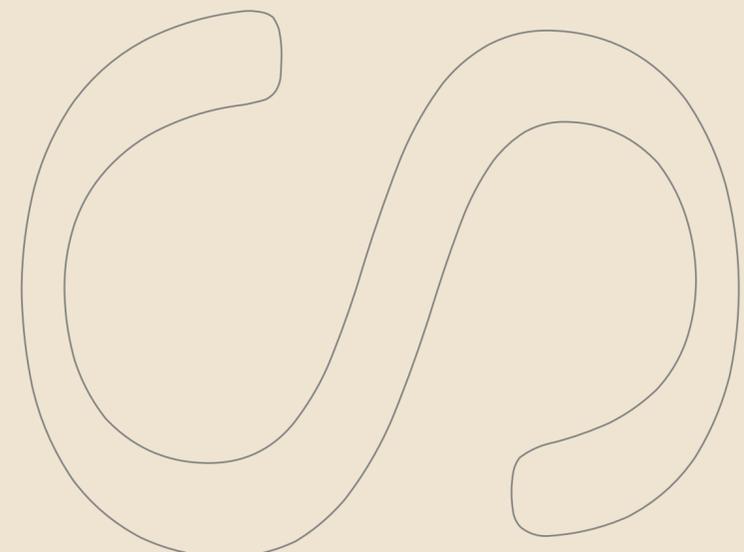
伤心小狗香薰

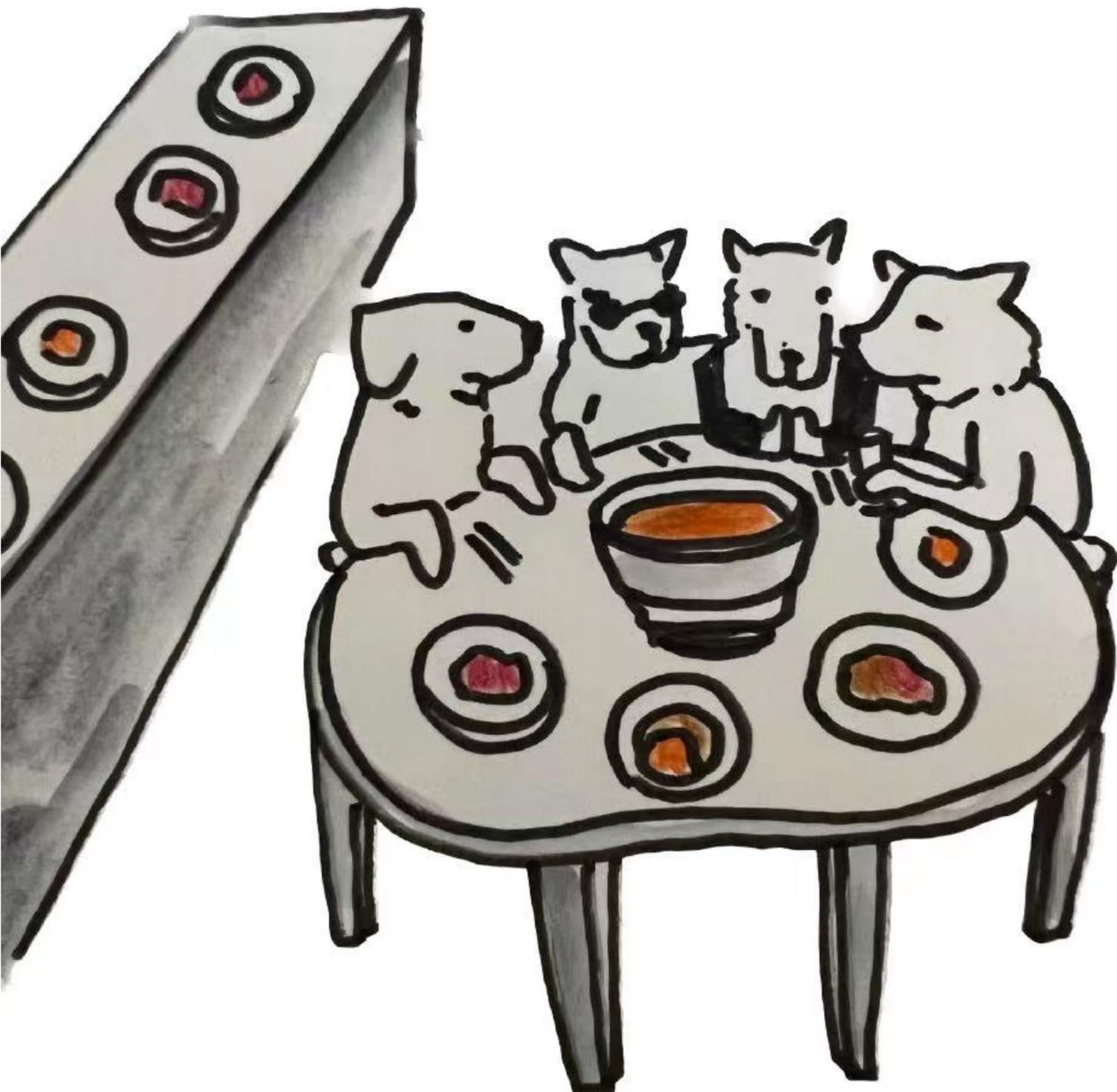
品牌视觉识别手册

Sad puppy aromatherapy visual recognition manual



{偶尔伤心也没关系}
It's okay to be sad sometimes



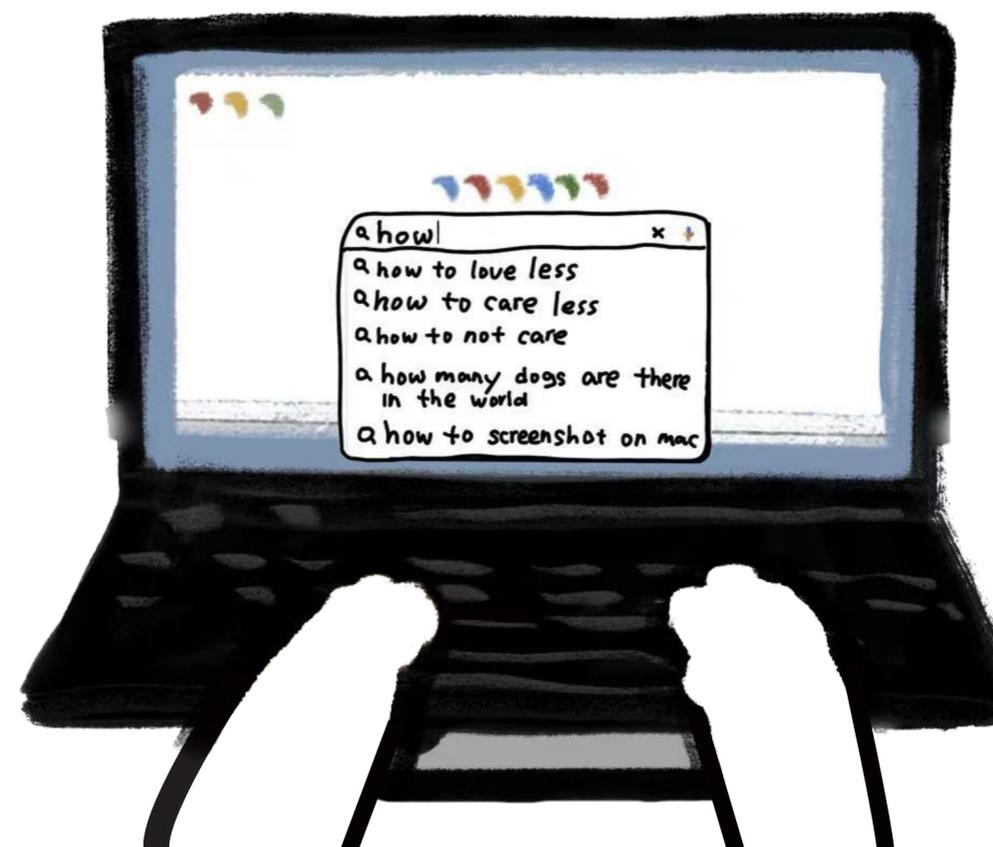


关于几只忧郁小狗在狗大佬的帮助下成立自己的香薰品牌的故事

- 我要的只是荣华和富贵，又不是要天上的星星
- 最近好多人都创业，为什么我们狗狗不可以呢？
不要让主人知道，我们一起闷声发大财吧，
总不能一直伤心吧
- 不要失眠就好了，我想我们需要好闻的香薰蜡烛
- 王军，设计这方面交给你去办，我们去拉赞助



我也想成立我自己的香薰品牌



「狗狗大佬阅读王军的



伤心小狗香薰VI手册」



· 我和我太太时常感到睡眠不好，
你们这方案很好，我愿意资助
你们



- 我今天和主人出门的时候看到我们的香薰广告了
- 我不信
- 我有照片



标志的来源

THE SOURCE OF THE LOGO



小狗

+

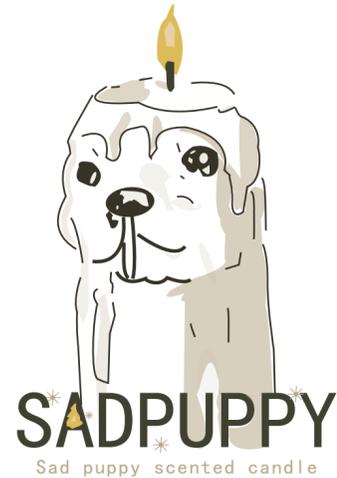
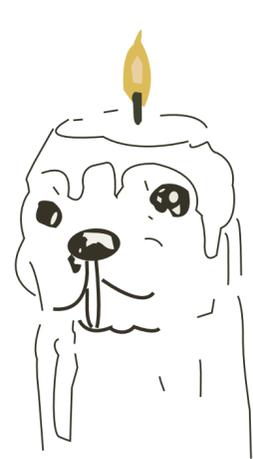


蜡烛

=



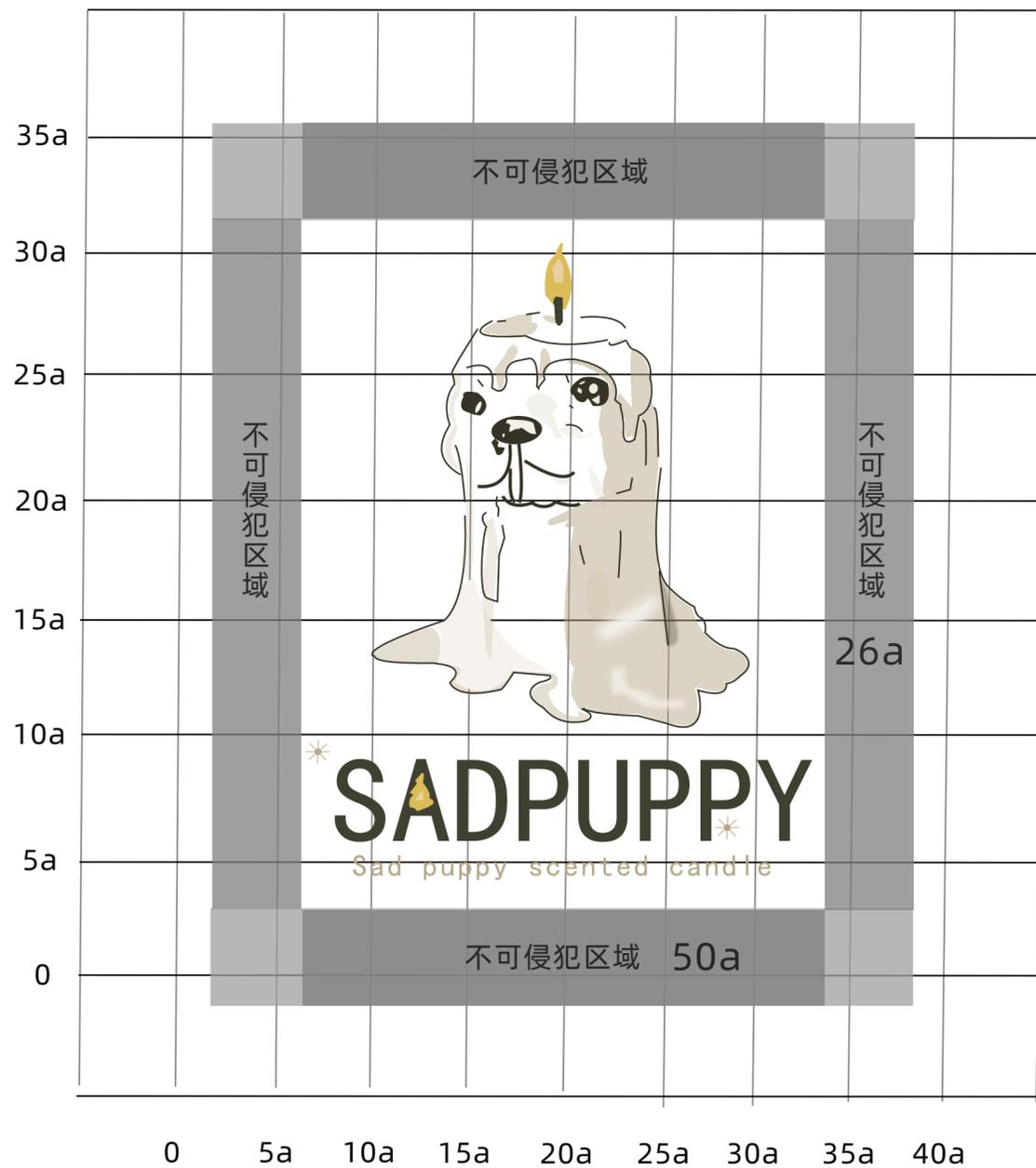
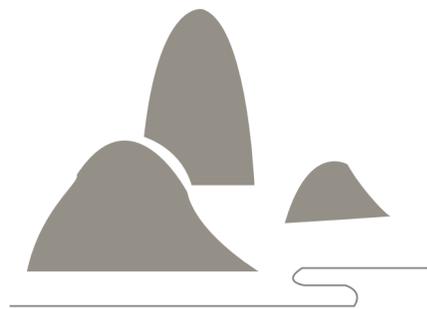
蜡烛小狗



SADPUPPY
Sad puppy scented candle

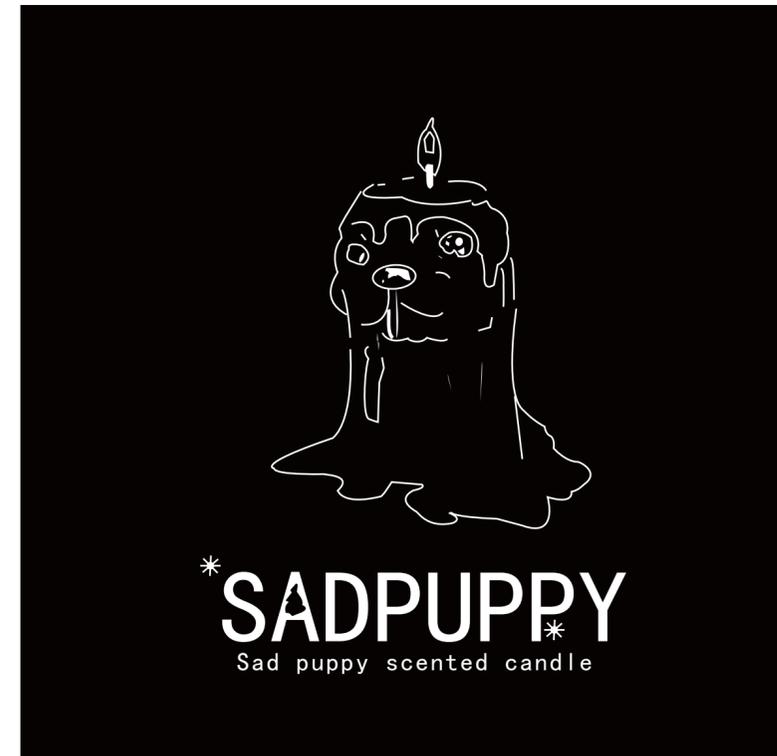
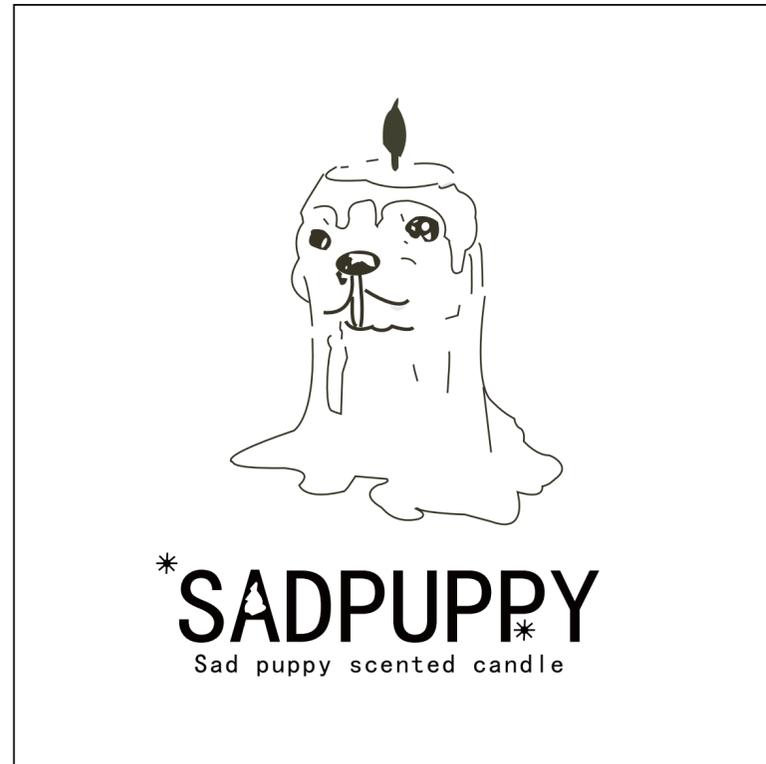
标准使用规范

LOGO USAGE SPECIFICATION



标志墨稿和反白稿

LOGO INK DRAFT AND REVERSE WHITE DRAFT

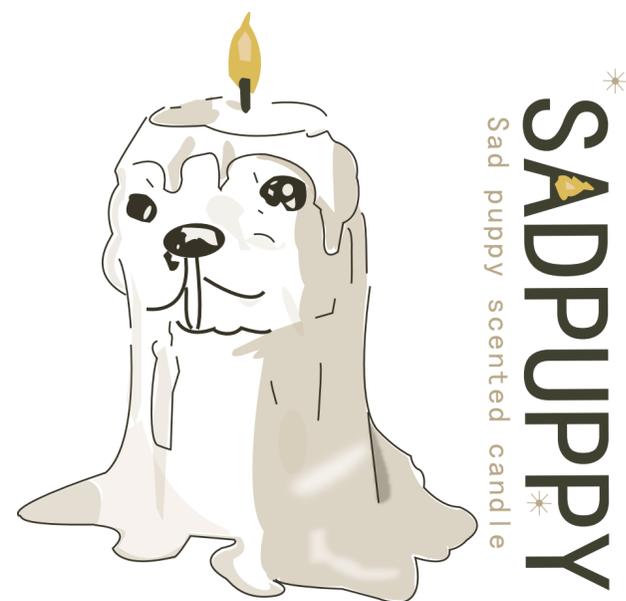


标志与名称组合方式

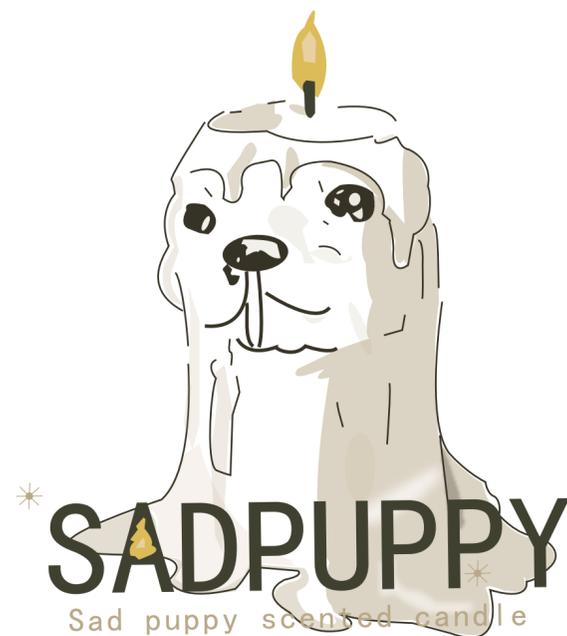
LOGO AND NAME COMBINATION



010



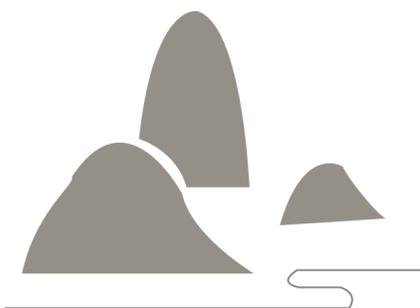
X



X



✓



标准色及辅助色

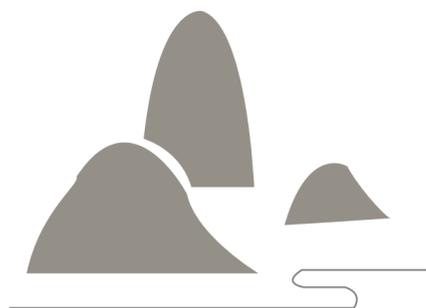
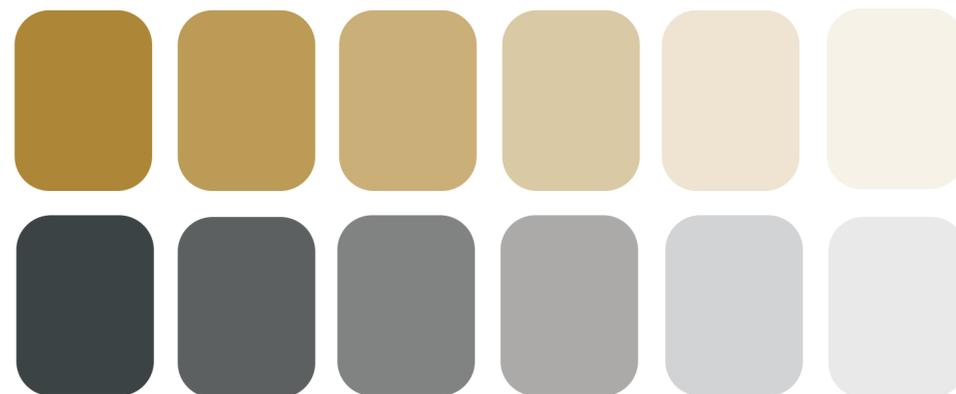
STANDARD COLOR AND AUXILIARY COLOR



C:30 M:50 Y:90 K:0



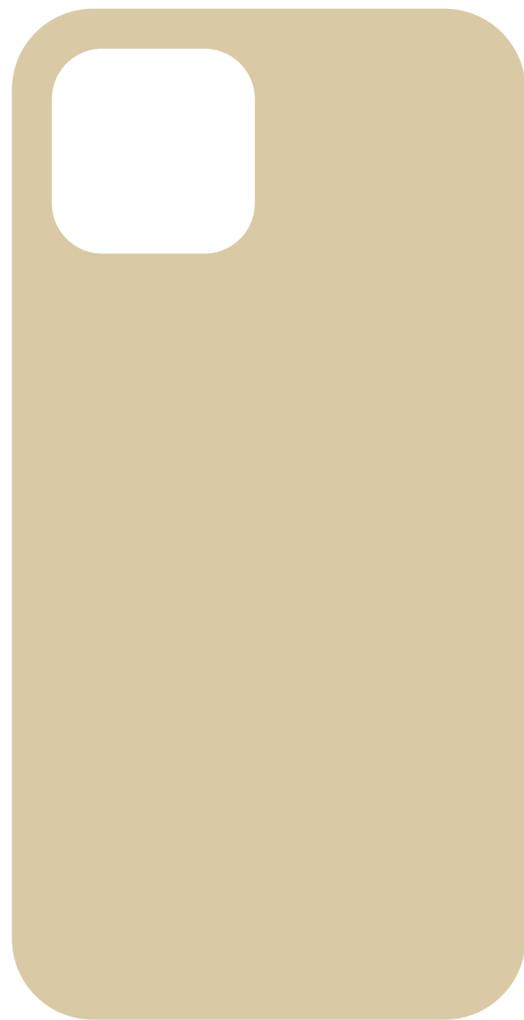
C:65 M:50 Y:50 K:55



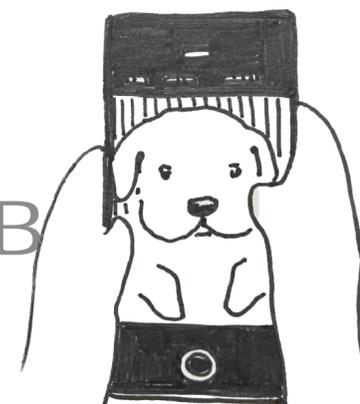


王军经理





应用部分
视觉识别系统

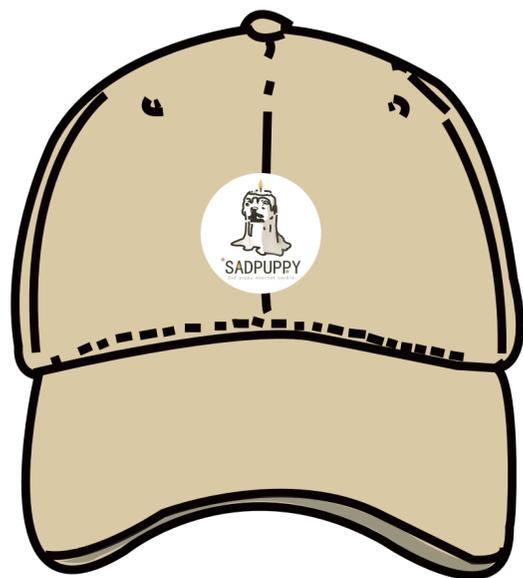


上衣和帽子

JACKET AND HAT



015

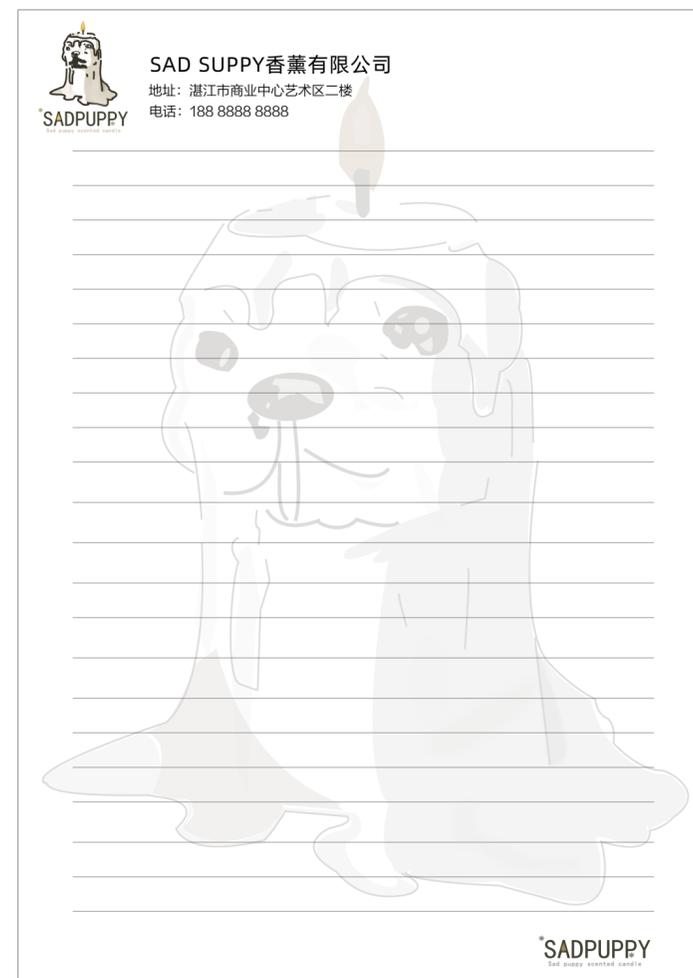


信纸

WRITING PAPER



016



应用部分
视觉识别系统 **B**

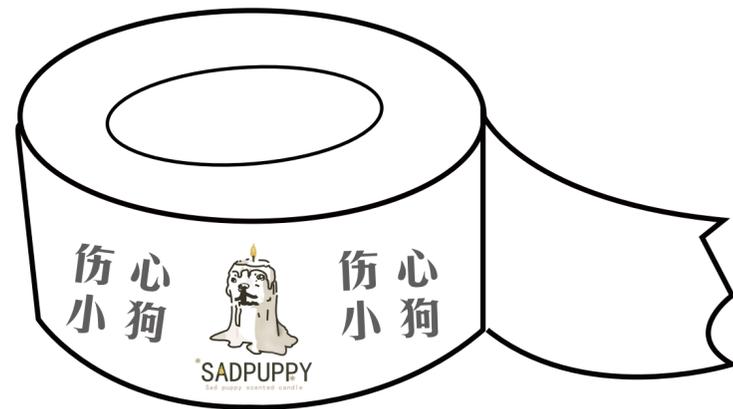
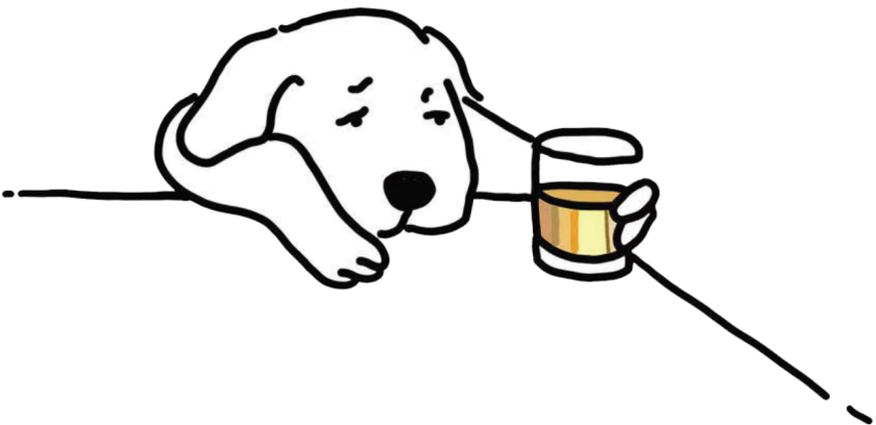
桌旗

TABLE FLAG



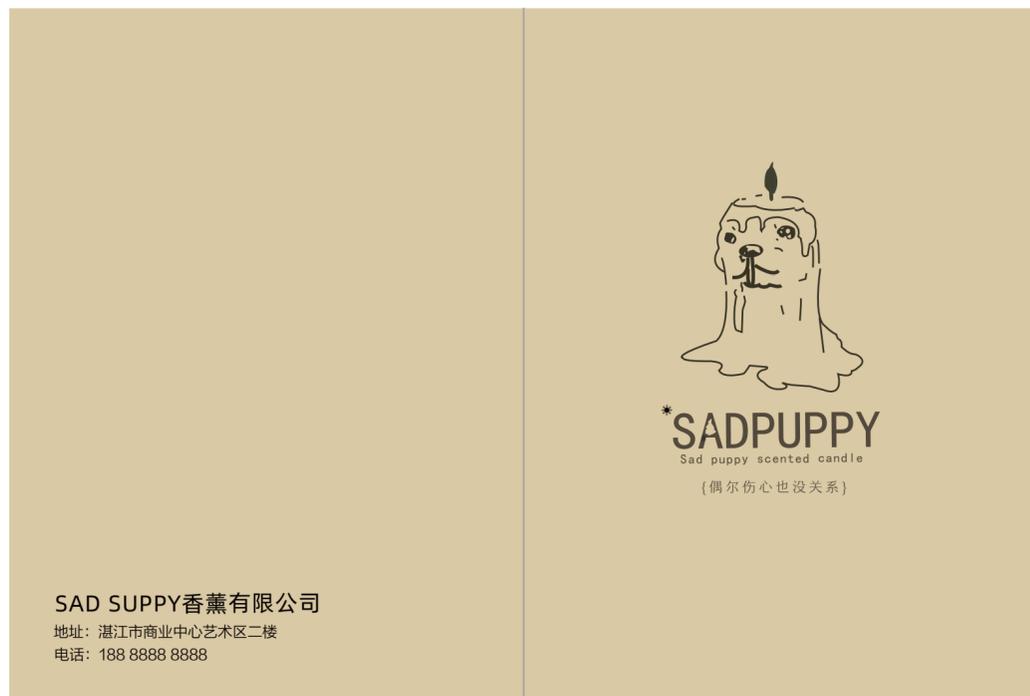
胶带和胶水

TAPE AND GLUE



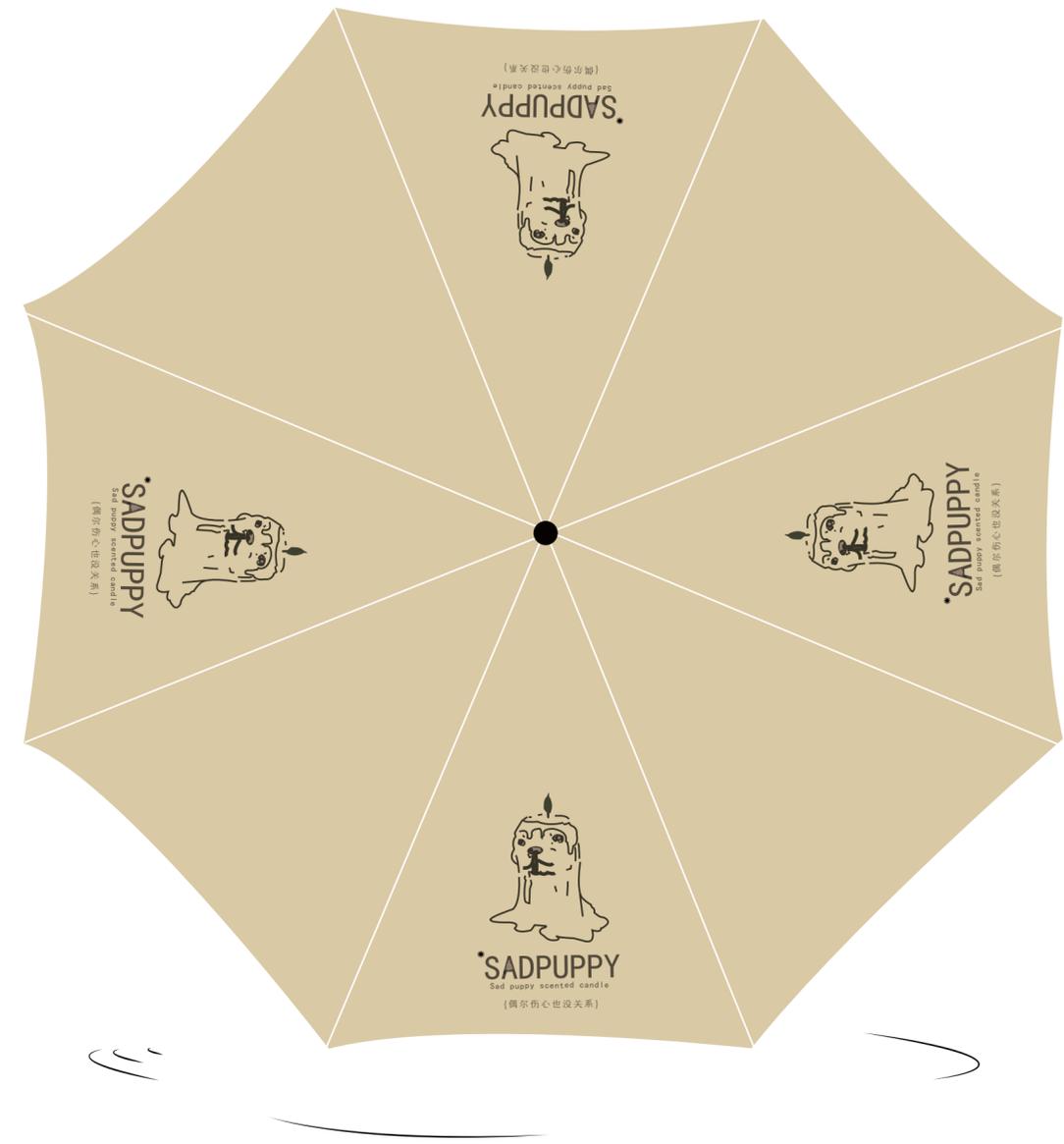
文件封套

FILE ENVELOPE

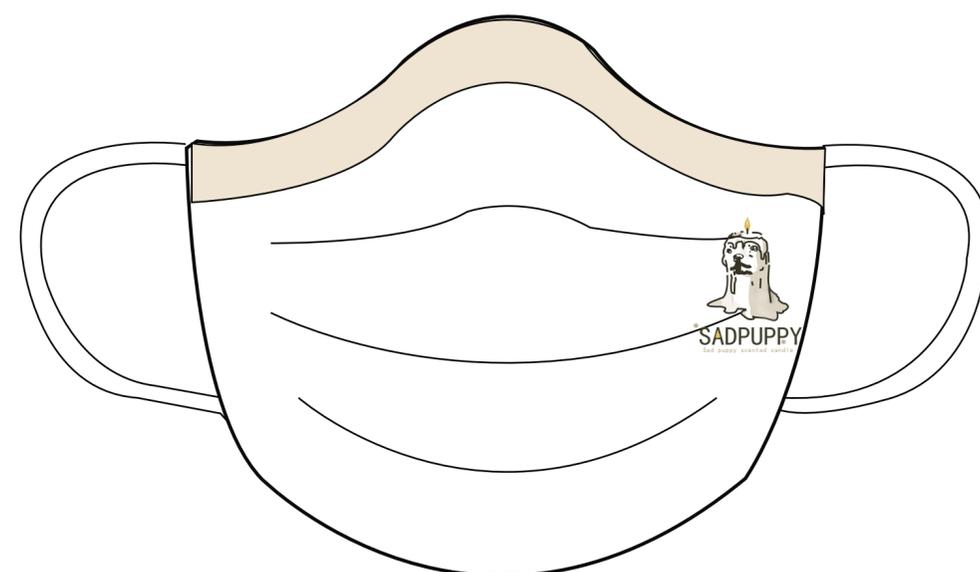
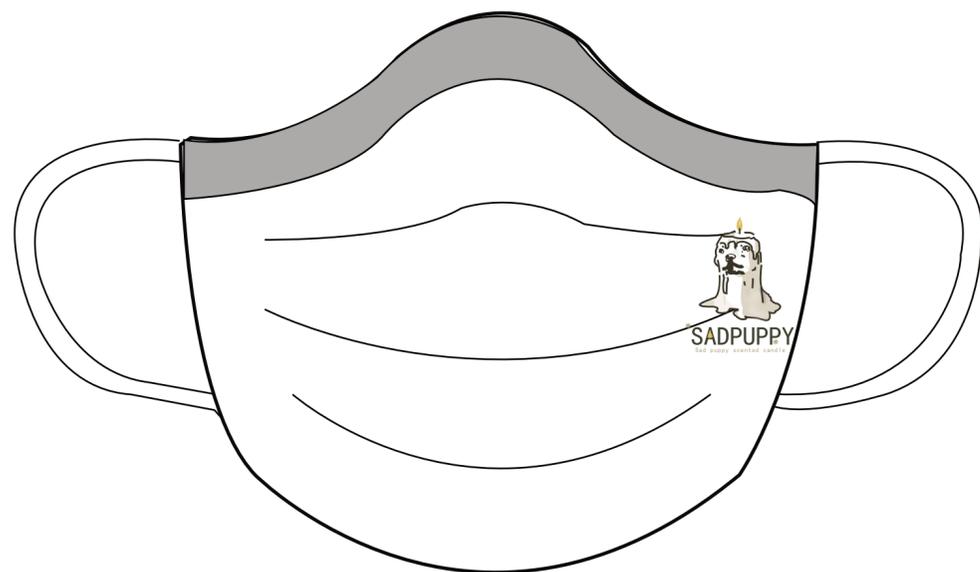


广告伞

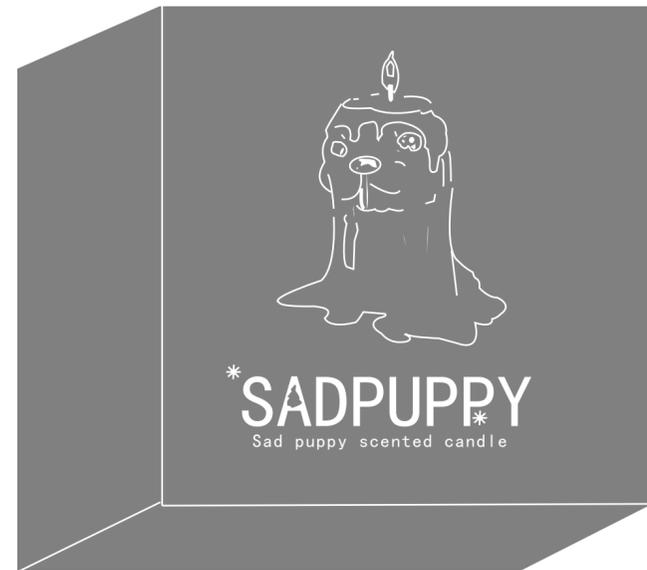
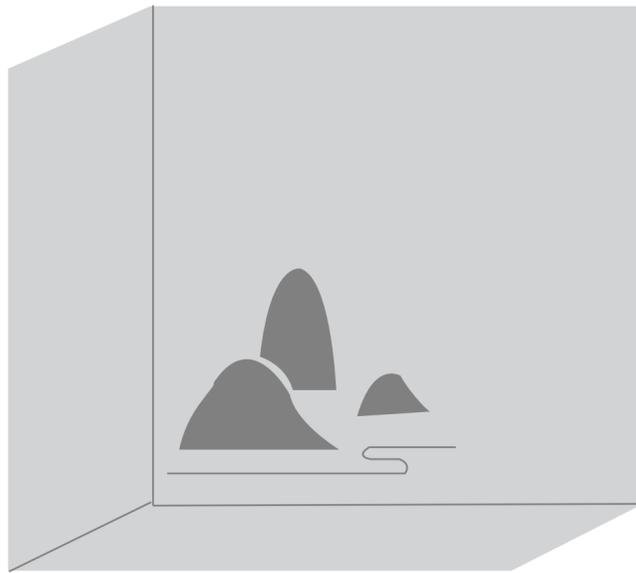
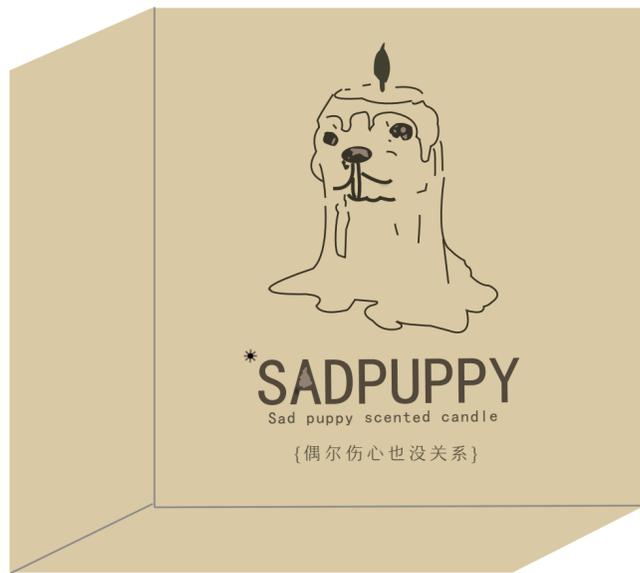
ADVERTISING UMBRELLA



应用部分
视觉识别系统 **B**





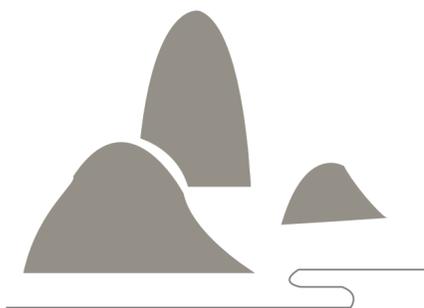


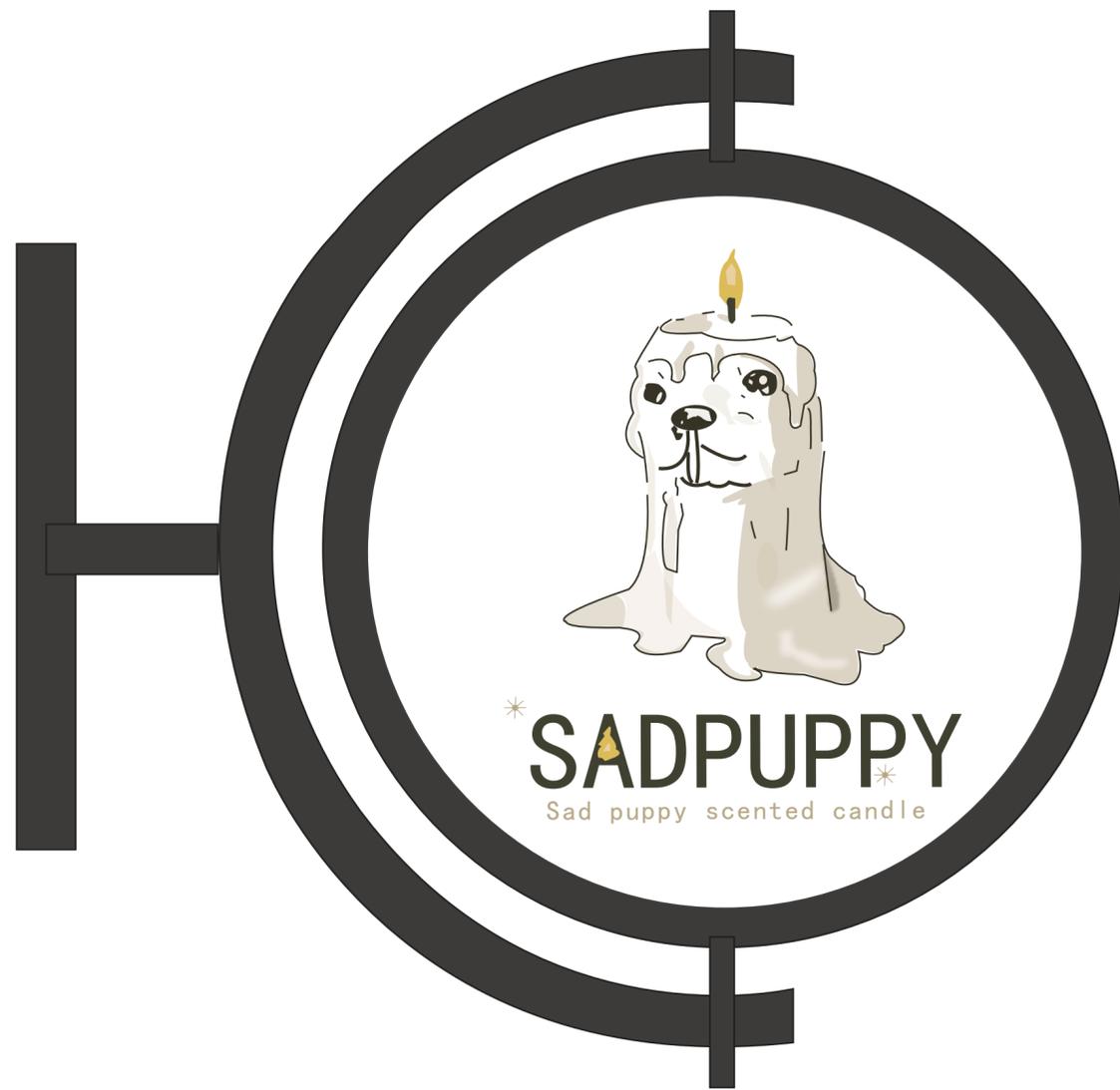
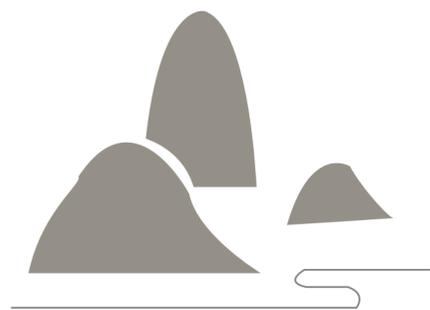
纸巾盒

PAPER TOWEL BOX









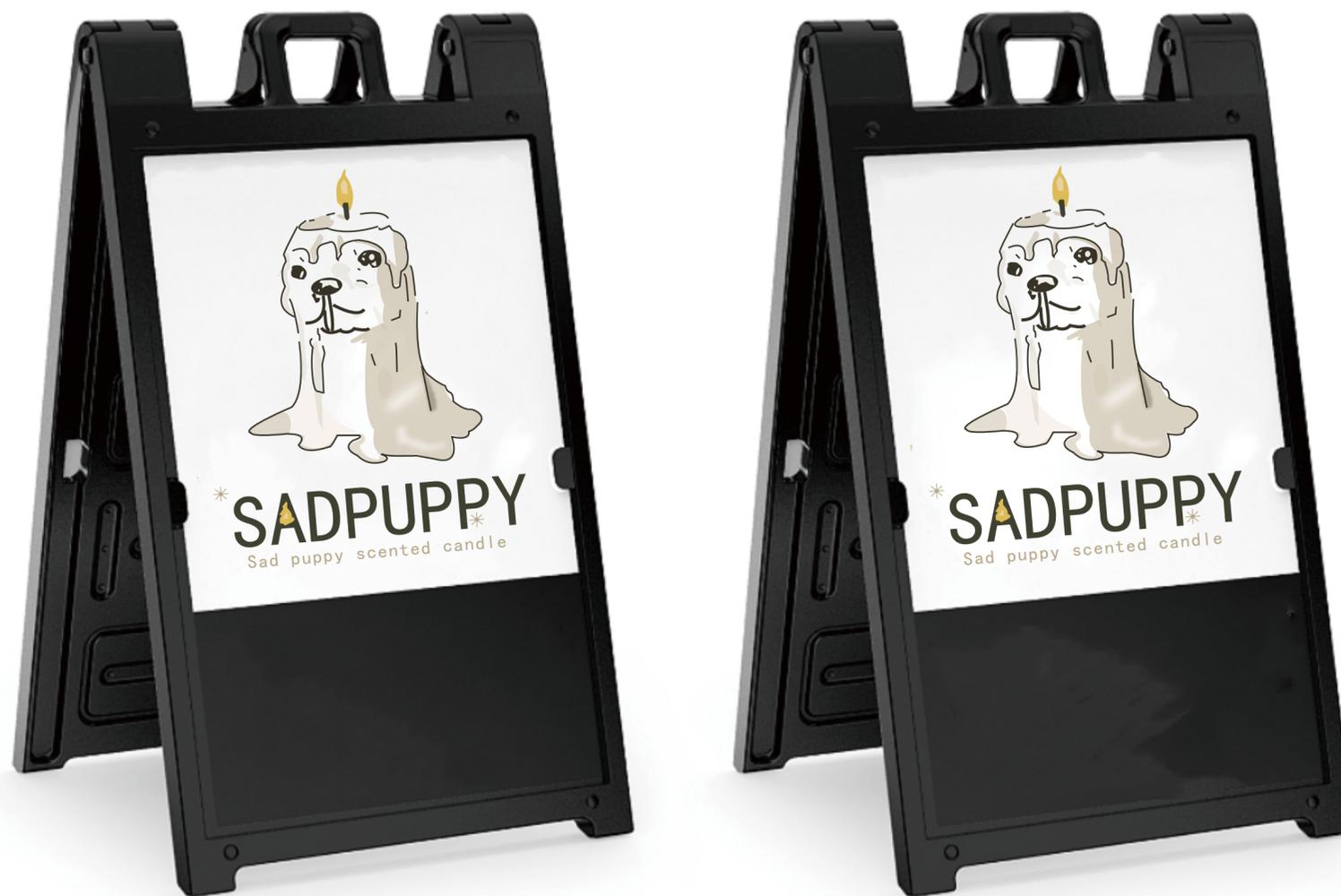
标识牌

INFORMATION SIGN



SADPUPPY

027



应用部分
视觉识别系统 **B**

货车广告

AN ADVERTISEMENT



SADPUPPY

028



应用部分
视觉识别系统 B



谢谢观赏