

VISUAL  
RECOGNITION  
SYSTEM

# BRAND VISUAL IDENTITY MANUAL

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# INTRODUCTION

As a specification for brand visual identity management, the VI (Visual Identity) system mandates a consistent and unified brand visual image for both internal and external communications. It consolidates unique brand recognition, precipitates the brand's personality and temperament, and forges differentiated brand power. All departments, internal business brands, and employees of UPMOTO must strictly comply with and implement the VI usage specifications. Before use, please carefully review the text descriptions and graphic examples of each specification. No arbitrary modifications are allowed based on personal will, and violations of design standards should be avoided to jointly safeguard the complete and unified brand image of UPMOTO.

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**A** BASIC  
SECTION

## LOGO EXPLANATION



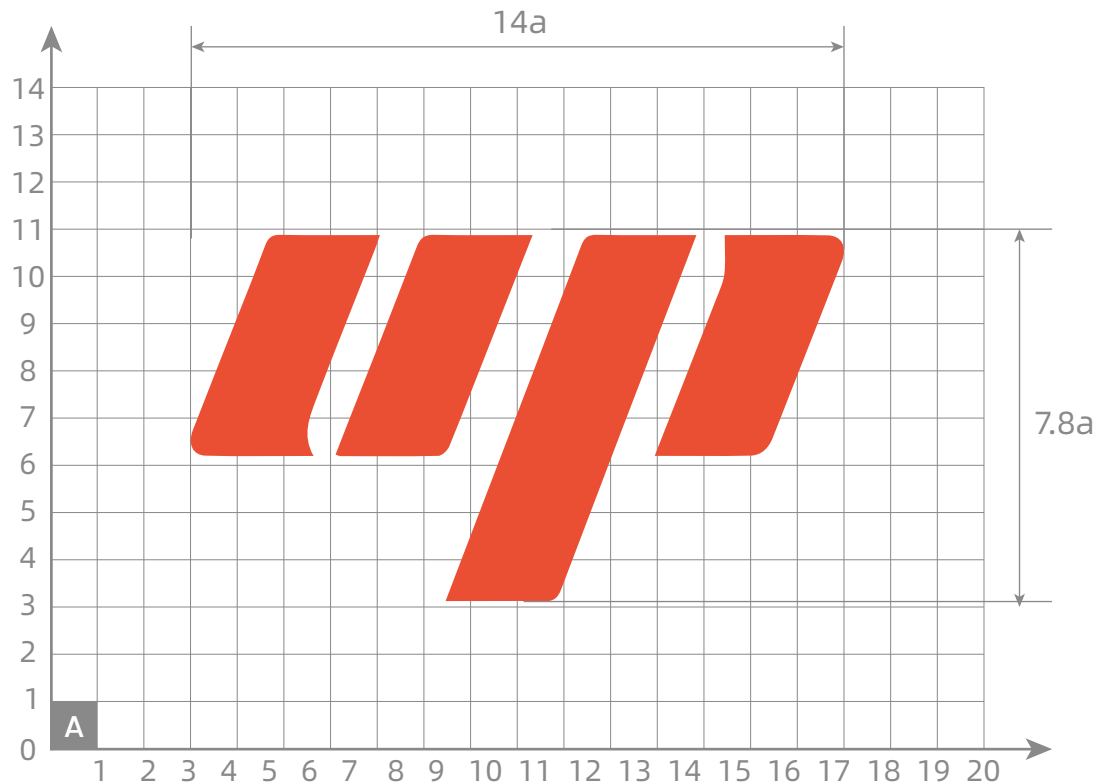
The logo consists of three beveled graphics forming the letters "UP", creating a highly recognizable super symbol. This symbol embodies the brand's spirit of continuous upward breakthrough, while exuding a strong sense of dynamism and international style. The overall design language draws inspiration from racing and industrial visual systems, complemented by a combination of modern and minimalist English fonts, enhancing the brand's presence and impact on the international stage.

## BASIC RECOGNITION SYSTEM

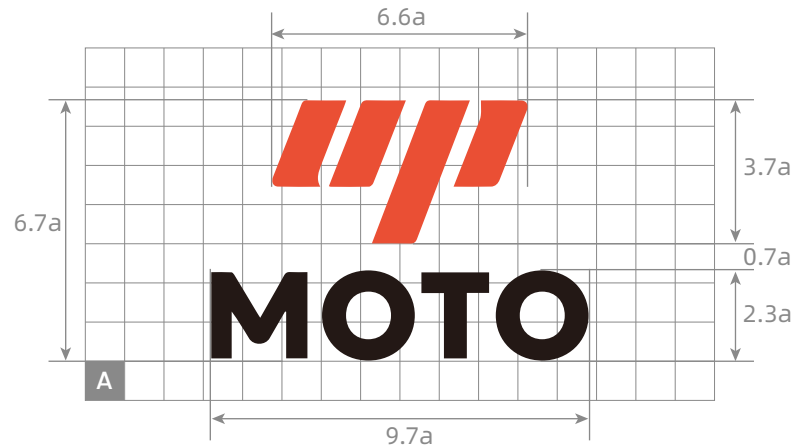
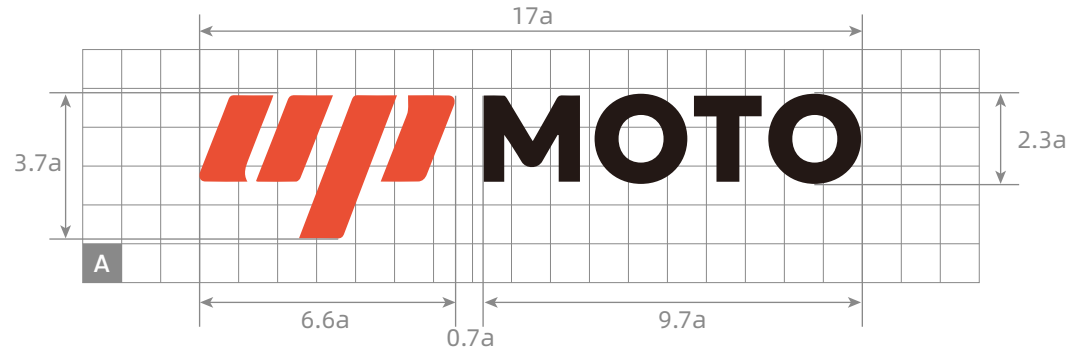
# A-02

## STANDARDIZED ICON MAPPING

The lines and arcs of the logo graphic have been precisely designed to perfectly present the rhythm and aesthetics of geometry. Before use, please carefully review the drawing specifications and strictly adhere to them.



## STANDARDIZED DRAWING



The logo is the symbol and spiritual embodiment of a brand. This diagram strictly specifies the production standards and the proportional relationship of each part for the brand logo combination, and the production process must strictly comply with the provisions of this production diagram.

A grid-based drawing method can be adopted according to specific application scenarios, which ensures the accurate rendering of the brand logo combination.

Before use, please carefully review the drawing specifications and adhere to them strictly.

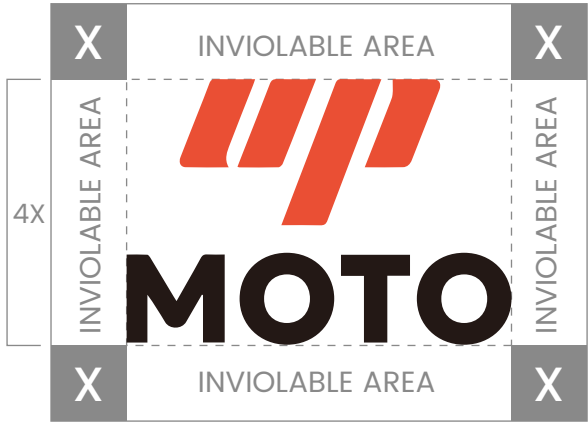
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SAFETY ZONE AND  
MINIMUM SCALE



MINIMUM APPLICATION SCOPE



MINIMUM APPLICATION SCOPE



To communicate the brand logo more clearly and effectively, a minimum-sized blank space must be maintained around the brand logo. This space is designated as a restricted area, within which no text, symbols, or other elements are allowed.

**Minimum Size:**

The combined height of the logo style must not be smaller than the specified minimum usage dimension. If the logo is applied in a size smaller than this, it may easily become difficult to recognize.

**Note:** The letter "X" in the diagram represents an arbitrary unit of measurement.

## BASIC RECOGNITION SYSTEM

|                                                 |  |             |
|-------------------------------------------------|--|-------------|
| #E94D34<br>R:233 G:77 B:52<br>C:0 M:83 Y:78 K:0 |  | Opacity 80% |
|                                                 |  | Opacity 60% |
|                                                 |  | Opacity 40% |
|                                                 |  | Opacity 20% |

|                                                |  |             |
|------------------------------------------------|--|-------------|
| #231815<br>R:35 G:24 B:21<br>C:0 M:0 Y:0 K:100 |  | Opacity 80% |
|                                                |  | Opacity 60% |
|                                                |  | Opacity 40% |
|                                                |  | Opacity 20% |

# A-05

## PRIMARY COLOR SPECIFICATIONS

The company's standard colors are crucial for strengthening the brand image.

The company's standard colors and auxiliary colors are widely used in various communication systems, including printed materials, advertisements, multimedia, office environments, and mobile applications. This color palette is immutable. No colors other than those shown on this page may be used in UPMOTO's designs.

CMYK four-color is suitable for communication materials such as printed publications, advertisements, and promotional items.

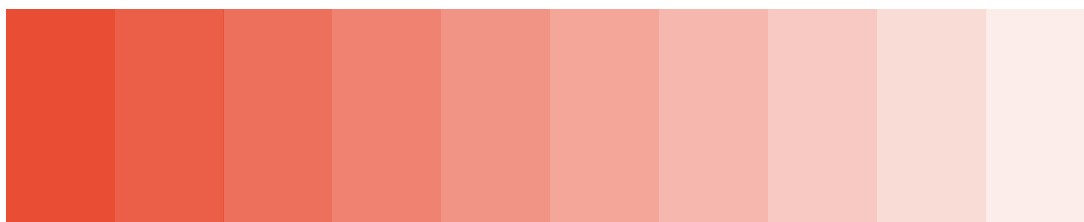
The Pantone spot color version of the logo is suitable for communication materials including tools and physical supplies.

## BASIC RECOGNITION SYSTEM

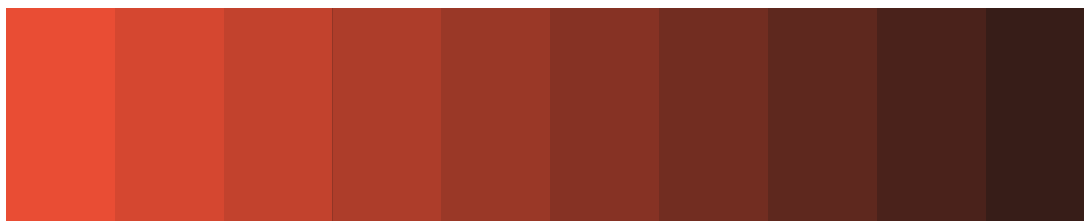
# A-06

## SECONDARY COLOR SPECIFICATIONS

Corporate standard colors and secondary colors are widely applied in various communication systems, including printed materials, advertisements, multimedia, office environments, and mobile applications. In scenarios requiring richer hierarchical expression (such as UI design), secondary colors can be integrated into the design.



0 -1 -2 -3 -4 -5 -6 -7 -8 -9



0 +1 +2 +3 +4 +5 +6 +7 +8 +9

## BASIC RECOGNITION SYSTEM

# A-07

### REVERSE WHITE VERSION



### BLACK VERSION



## BLACK VERSION & REVERSE WHITE VERSION

During the process of brand promotion, we may encounter various carrier environments. For instance, when colored versions of the logo cannot be used on certain carriers due to conditional constraints, we have specifically developed the black version and reverse white version of the logo to ensure the consistent and accurate communication of the logo. In practical application, the specifications on this page must be strictly followed to avoid visual confusion. When applying the logo with different color combinations, attention should be paid to the color contrast relationship and brightness contrast relationship.

**Note:** In environments with different background colors, the standard color logo format should be the first choice, so as to maintain the original version of the logo as much as possible.

## BASIC RECOGNITION SYSTEM

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## SPECIFIC COLOR EFFECT SPECIFICATIONS



The company's standard colors are crucial for enhancing the brand image. These standard colors and auxiliary colors are widely applied in various communication systems, including printed materials, advertisements, multimedia, office environments, and mobile applications. In scenarios that require presenting richer hierarchical levels such as UI design, auxiliary colors can be integrated into the design process.

This color palette is immutable. No colors other than those shown on this page shall be used in UPMOTO's design.

# BASIC RECOGNITION SYSTEM

## CHINESE PRINTING EXCLUSIVE TYPEFACE

阿里巴巴普惠体  
阿里巴巴普惠体  
阿里巴巴普惠体  
阿里巴巴普惠体  
阿里巴巴普惠体

Heavy

Bold

Medium

Regular

Light

# A-09

## BRAND TYPEFACE

**Alibaba PuHui Ti** is adopted. It features rich and unique styles, a clear structure, and excellent recognition and readability. As a sans-serif font, it boasts a strong sense of modernity, youthfulness, and dynamism, enabling it to better convey the brand concept.

**Applicable to:** Headlines and Inner Text

**Notes:** Its application, size, position, and color selection depend on the background color of the layout.

## BASIC RECOGNITION SYSTEM

### ENGLISH PRINTING EXCLUSIVE TYPEFACE

**Poppins**

**Bold**

**Poppins**

**SemiBold**

**Poppins**

**Medium**

**Poppins**

**Regular**

**Poppins**

**Light**

**Arial**

**Black**

**Arial**

**Bold**

**Arial**

**Regular**

# A-10

### BRAND TYPEFACE

**Poppins** and **Arial** fonts are adopted. They feature rich and unique styles, a clear structure, and excellent recognition and readability. As sans-serif fonts, they boast a strong sense of modernity, youthfulness, and dynamism, enabling them to better convey the brand concept.

**Applicable to:** Headlines and Inner Text

**Notes:** Its application, size, position, and color selection depend on the background color of the layout.

## BASIC RECOGNITION SYSTEM

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## AUXILIARY FIGURE



The UPMOTO auxiliary graphics are professionally designed elements. They offer great flexibility and versatility in practical applications, and when used in conjunction with the brand logo, they can further enhance the UPMOTO brand image.

