

Product Do's

Ultimate Leadership

Use focused and immersive visual language to shape a pioneering brand image. Overall brightness is dark, contrast is strong, and color tones are predominantly deep.

Inspiring Exploration

Use dynamic and tension-filled visuals to evoke curiosity and the instinct to explore. Brightness is medium-dark, contrast remains strong, and color tones are on the darker side.

Essence-Driven

Emphasize restraint, clarity, and premium quality. Overall brightness is slightly high, with noticeable light-dark contrast and neutral color tones.

Harmonious Coexistence

Present a warm atmosphere of ecological harmony. Brightness is generally high, contrast is relatively soft, and color tones are light.

Ultimate Pionieering



Inspiring Exploration



Essence-Driven



Harmonious Coexistence

