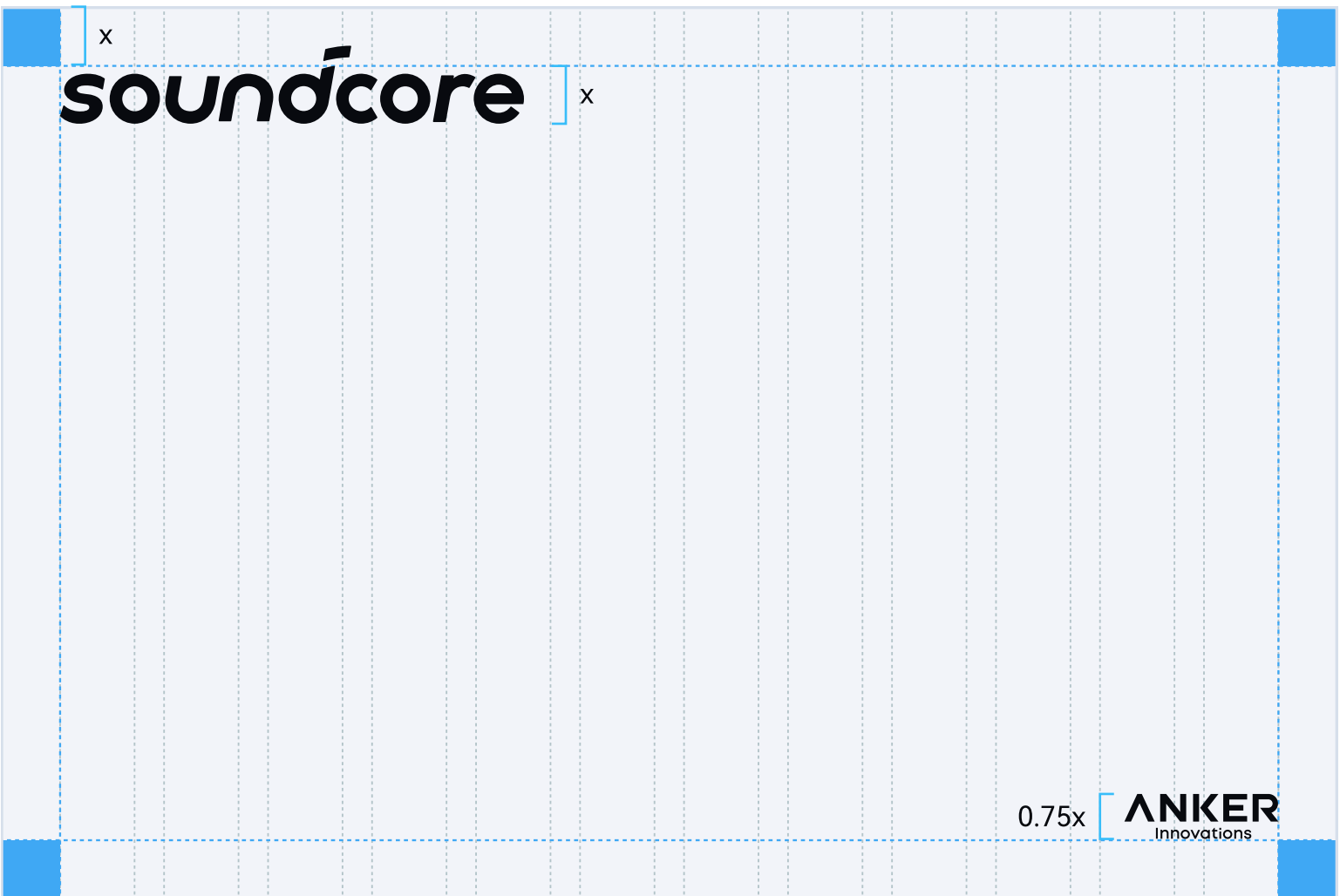# Brand Endorsement Principle

To form a unified brand mental perception, when the domain brands and category sub-brands are applied at touchpoints, the logo of the corporate brand Anker Innovations should be added for endorsement.
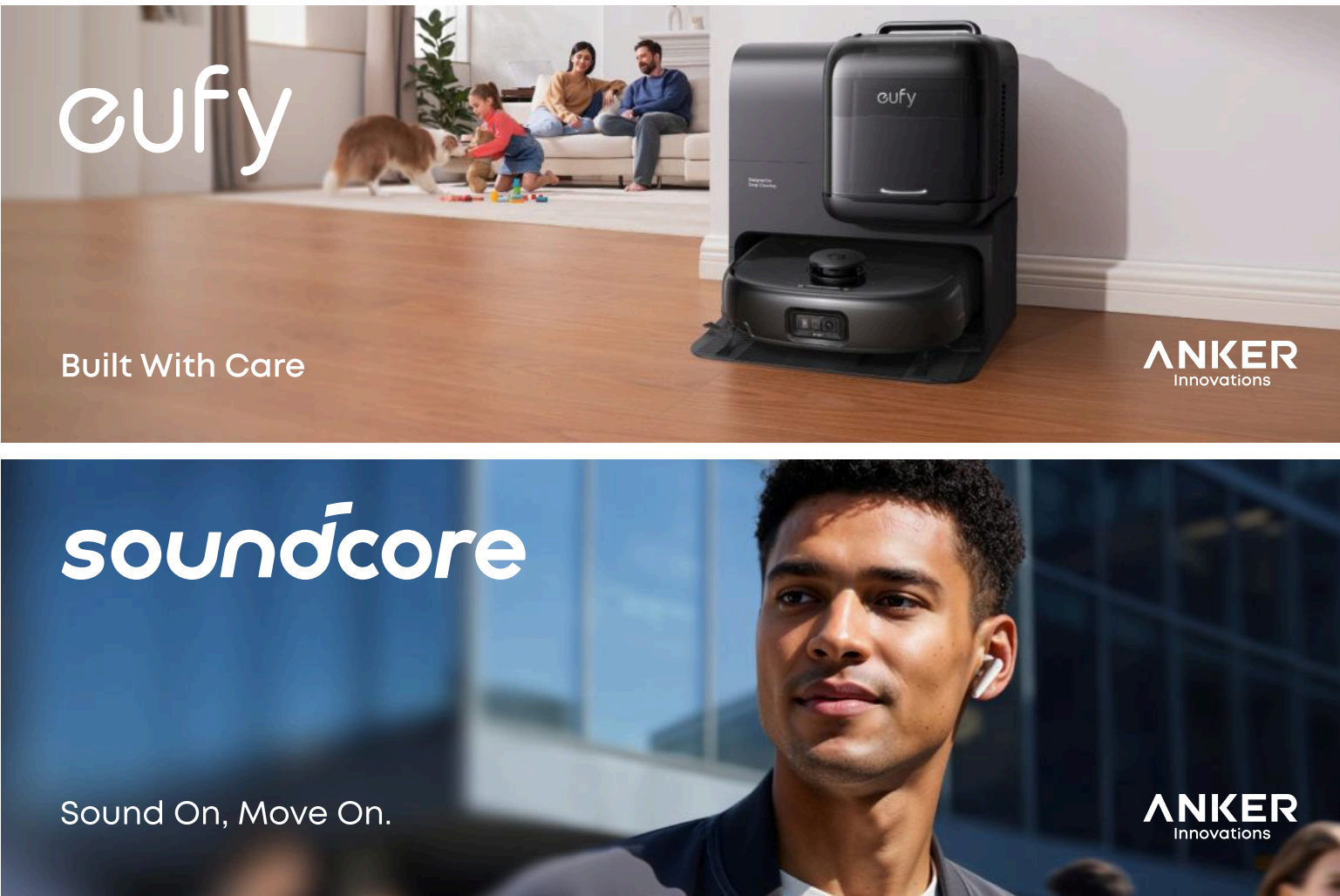

Weak-Association Endorsement Method

The logos of the domain brands and category sub-brands and the corporate brand logo are displayed side-by-side on the same screen. The corporate brand logo is fixed at the bottom-right corner of the screen.

Size Ratio Specification

According to the layouts of different touchpoints, the size ratio relationship of the logos is determined to ensure that the endorsement sizes of the domain brands and category sub-brands at the same touchpoint remain consistent.

Full-Brand Unity Principle

Endorsements are added to the domain brands and category sub-brands to strengthen the corporate image of the group as an enterprise covering multiple brands and categories.