

Brand Logo Application Matrix

To strengthen brand recognition, specific logo formats are assigned to various scenarios. This table outlines the appropriate combination for each use case. Please follow the reference strictly when selecting which version to apply.

<div><div><div>✓</div><div>Commonly Used</div></div><div><div>○</div><div>A Small Amount</div></div></div>	Regular Use		Chinese Context		Slogan Application
					
Building / Retail Store	✓	○	✓	○	○
Exhibition / Launch Event	✓	○	○	○	○
Online Website / Material	✓	○			○
Offline Material	✓	○			○
PPT	✓	○			○
Corporate Cultural Merchandise	✓	○			
Brand Collaboration	✓				
Domain Brand Endorsement	✓	○			