Logo Proportion Principle

The endorsement employs a weak-association approach. The logos of the domain brands, category sub-brands, and the corporate brand logo are presented horizontally side by side on the same screen. The corporate brand logo is fixed at the bottom-right corner of the screen.

The size of the logo is determined based on the safety distance unit of the layout.The height of the logo is regarded as a variable. This rule is applicable to all layouts. For the safety distance principle of the layout, refer to the brand layout.

The logos of the domain brands and category sub-brands have three size ratios and can be chosen according to the requirements of the touchpoints.

The corporate brand logo has two combination forms, each corresponding to one ratio.

Vertical Orientation: As the commonly used application form, it utilizes a layout that encompasses all touchpoints.
Horizontal Orientation: As a special application form, it is primarily used for special long-strip layouts.

For detailed proportions, please refer to the illustration on the right.

Logo Height According to the Balance Principle

Logo Size Guidelines

The logo size is defined based on the layout's safe space unit. The logo's height serves as the variable.

Brand Logo Principles of Domain Brands and Category Sub-Brands (Taking soundcore as an Example)

0.75x

x

1.25x

Company Brand Logo Principles

0.75x

0.5x