



VI

VI



---

## A1

A1-1	(1)	02
A1-2		03
A1-3		04
A1-4		05
A1-5		06

## A2

A2-1	1	08
A2-2	2	09
A2-3	3	10
A2-4	4	11
A2-5	5	12
A2-6	6	13
A2-7	7	14
A2-8	8	15
A2-9	9	16
A2-10	10	17
A2-11	11	18

## A3

A3-1		20
A3-2		21
A3-3		22
A3-4	1	23
A3-5	2	24
A3-6		25
A3-7		26
A3-8		27
A3-9		28

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## B1

B1-1-1	1	30
B1-1-2	2	31
B1-2		32
B1-3-1	(5 )	33
B1-3-2	(7 )	34
B1-3-3	(9 )	35
B1-4		36
B1-5		37
B1-6		38
B1-7		39
B1-8		40
B1-9		41
B1-10		42
B1-11		43
B1-12		44
B1-13	PPT	45
B1-14-1	1	46
B1-14-2	2	47
B1-14-3	3	48
B1-14-4	4	49
B1-15		50

## B2

B2-1	52
B2-2	53
B2-3	54

## B3

B3-1	56
B3-2	57
B3-3	58

## B4

B4-1	60
B4-2	61
B4-3	62
B4-4	63
B4-5	64
B4-6	65
B4-7	66

## B5

B5	68
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视觉形象识

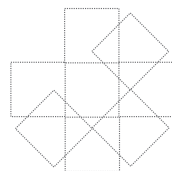
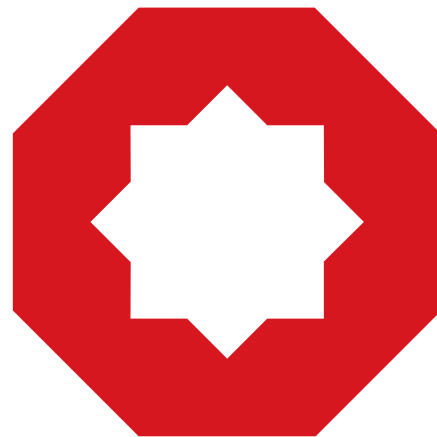
**DESIGN SYSTEM**

China National Building Material Group Co.,Ltd.

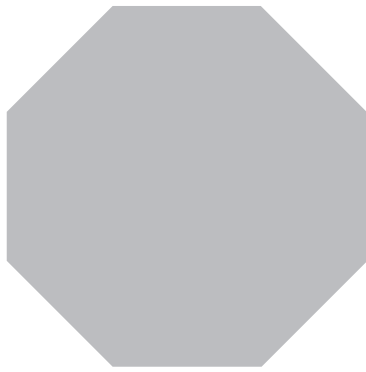
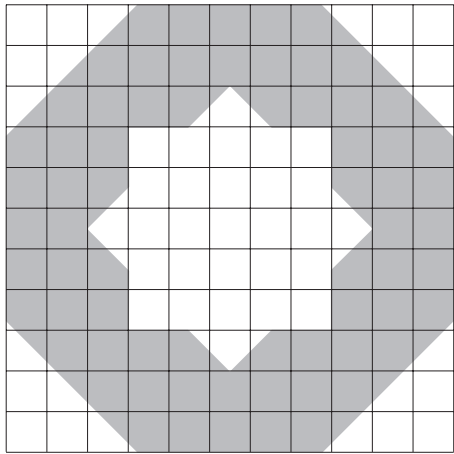


# A1-1

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- ① A
- ②
- ③ A

A 90



1

2

A

A1-4

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中国建材

CNBM

中国建材



30mm

CNBM



7mm

# A1-5

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中国建材

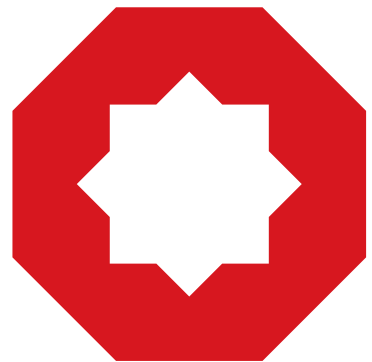
CNBM



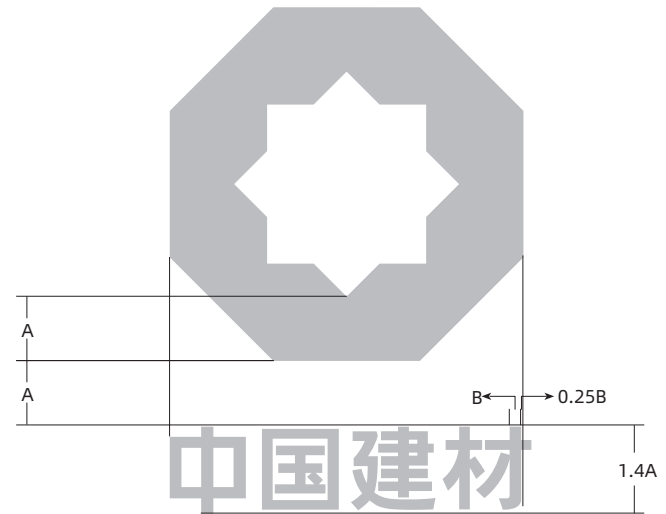
China National Building Material Group Co.,Ltd.

A2-1

1

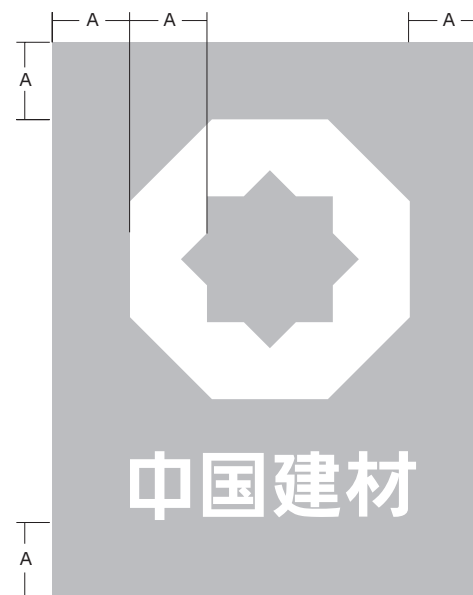


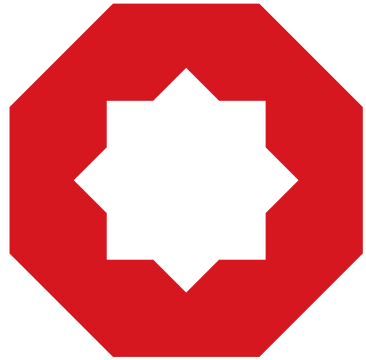
中国建材



A2-2

2

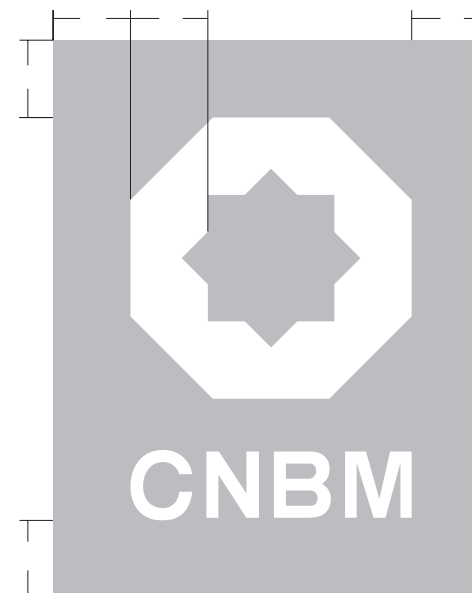






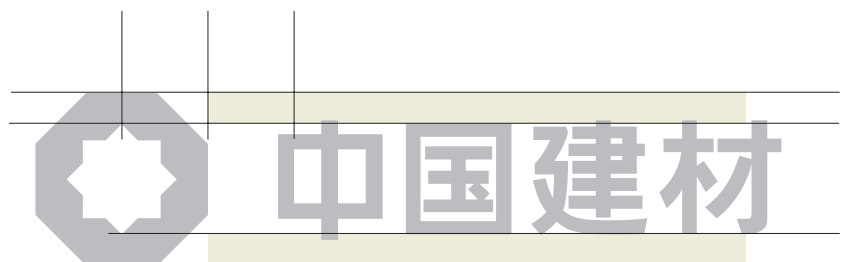
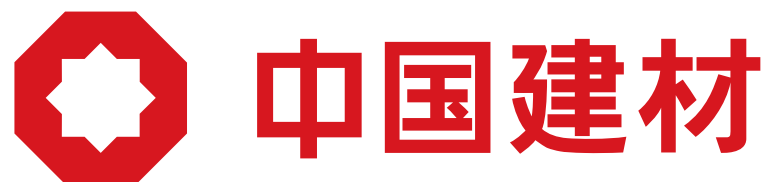
A2-4

4



A2-5

5



A2-6

6

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A2-7

7



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# A2-8

8

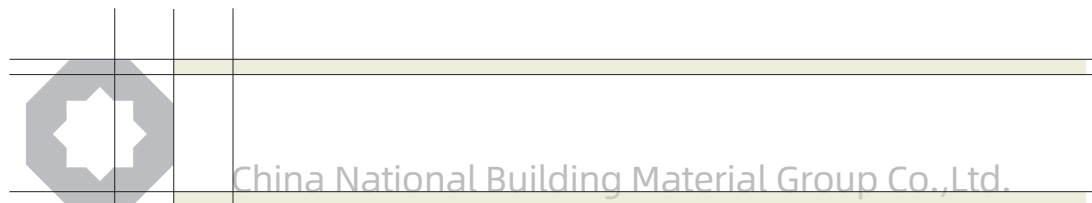
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China National Building Material Group Co.,Ltd.



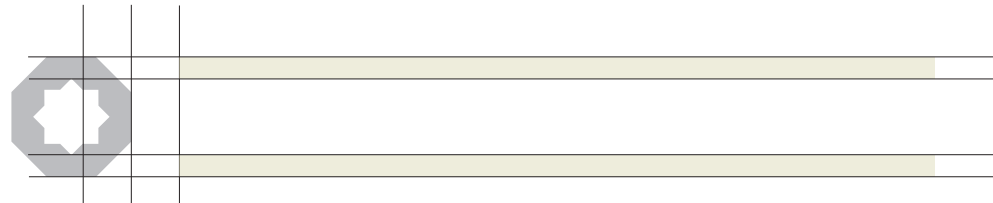
China National Building Material Group Co.,Ltd.



China National Building Material Group Co.,Ltd.

# A2-9

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China National Building Material Group Co.,Ltd.

A2-11

11

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China National Building Material Group Co.,Ltd.

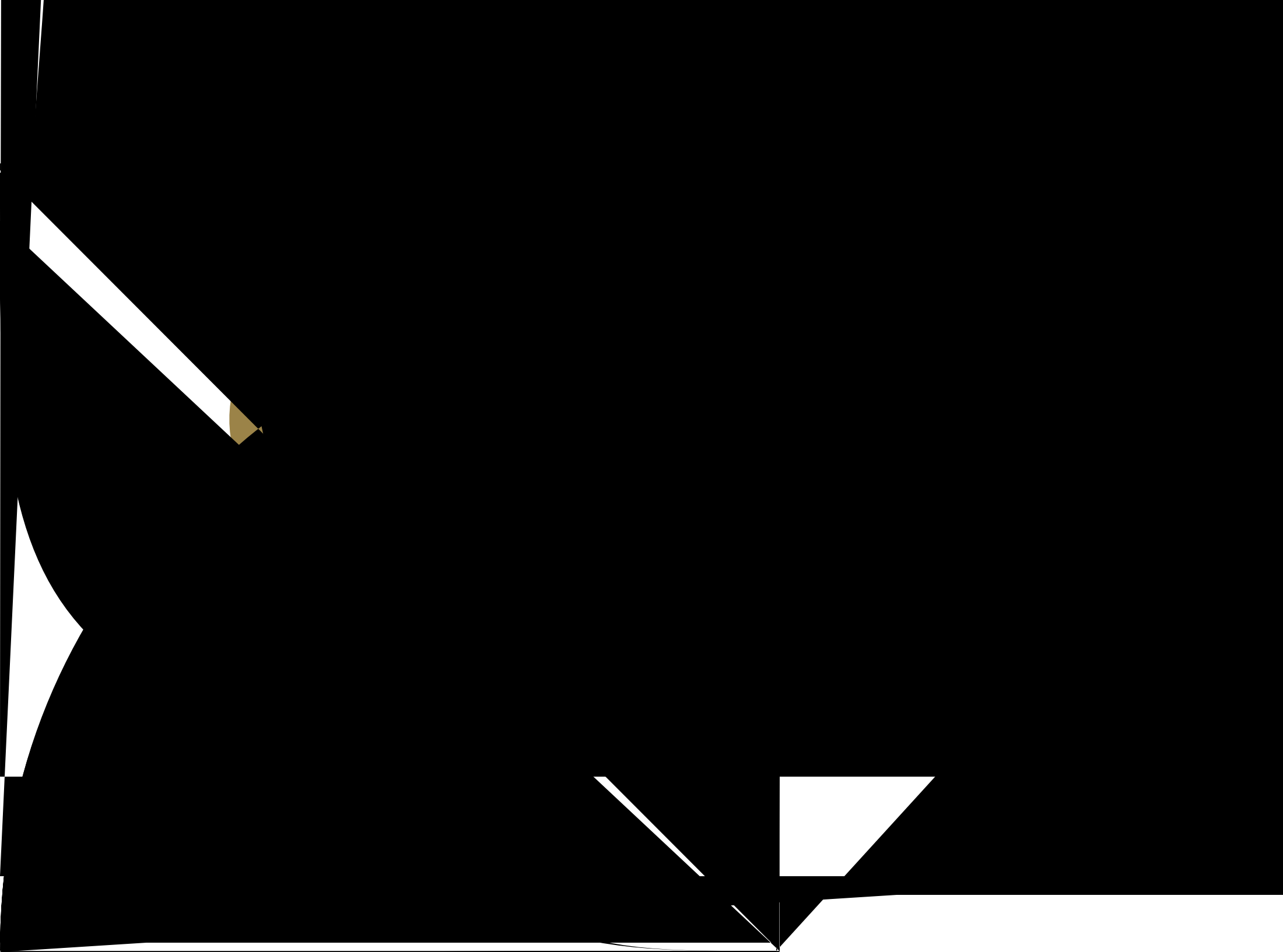


China National Building Material Group Co.,Ltd.

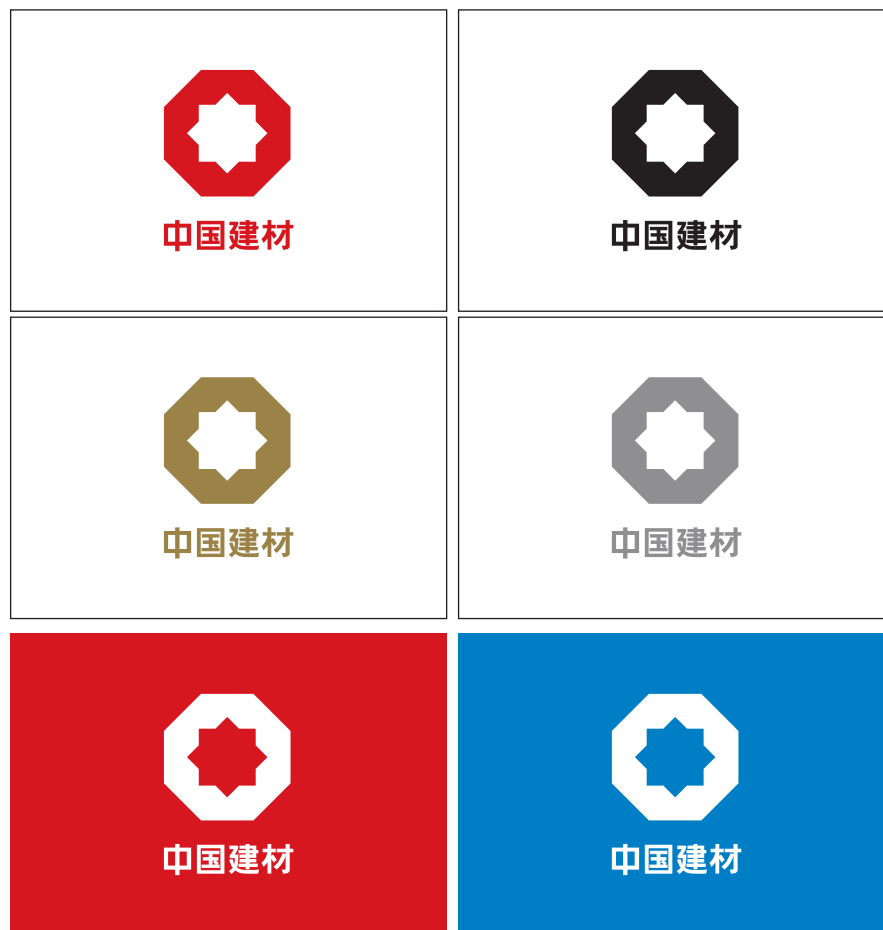


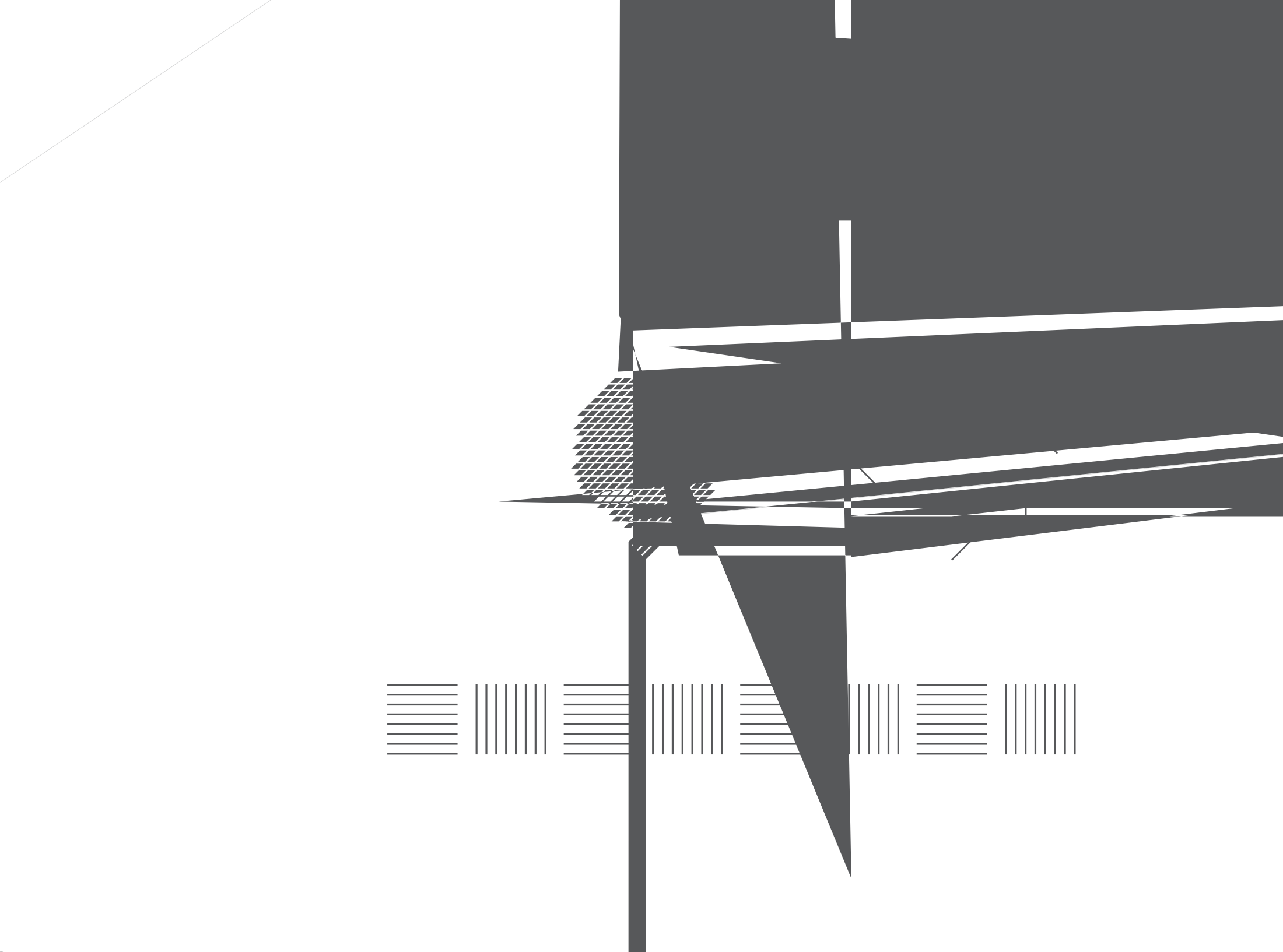






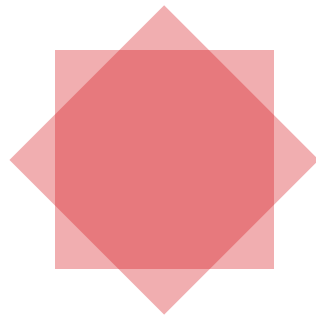
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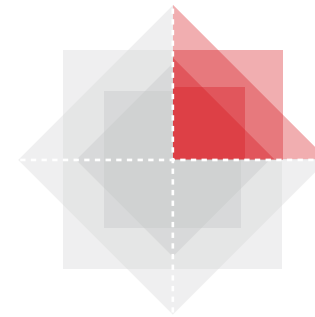


# A3-5

2

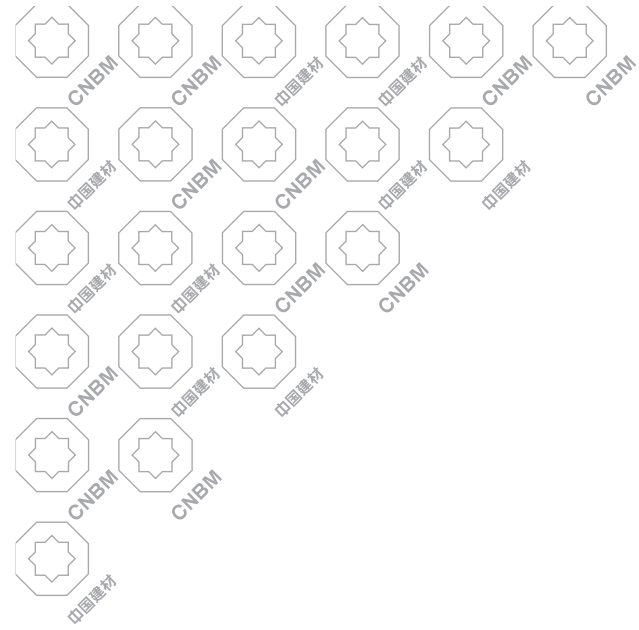


1/2



1/4





# A3-7

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**材料创造美好世界**

Heavy

Bold

Medium

Regular

Light



# A3-8

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789?/::;\$%&\*()[]!**

**A**

**123456789?/::;\$%&\*() !**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ? / : ; \$ % & \* ( ) [ ] !**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789?/::;\$%&\*()[]!**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789?/::;\$%&\*()[]!

**Alibaba Sans Black**

**A**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ? / : ; \$ % & \* ( ) [ ] !**

**Alibaba Sans Medium**

Alibaba Sans Light



视觉形象识别手册 | Visual Identification Standards



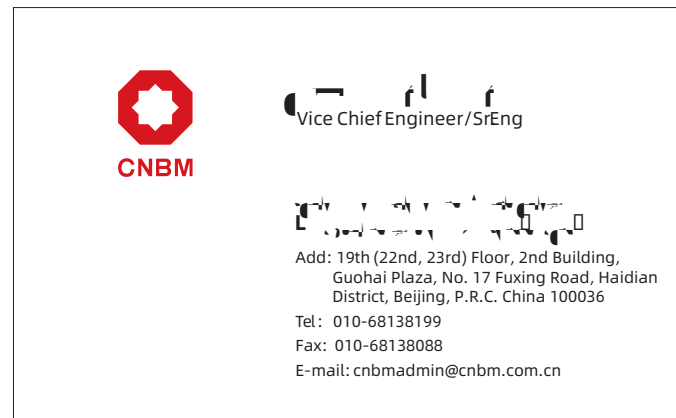
DESIGN  
SYSTEM

China National Building Material Group Co.,Ltd.



B1-1-1 1

90° 55(mm)  
250g



17 2 23 / 100036  
010-68138199 / 010-68138088 / cnbmadmin@cnbm.com.cn

Dai yongming

Sales Manager



CN

# B1-2

210x285mm 70g





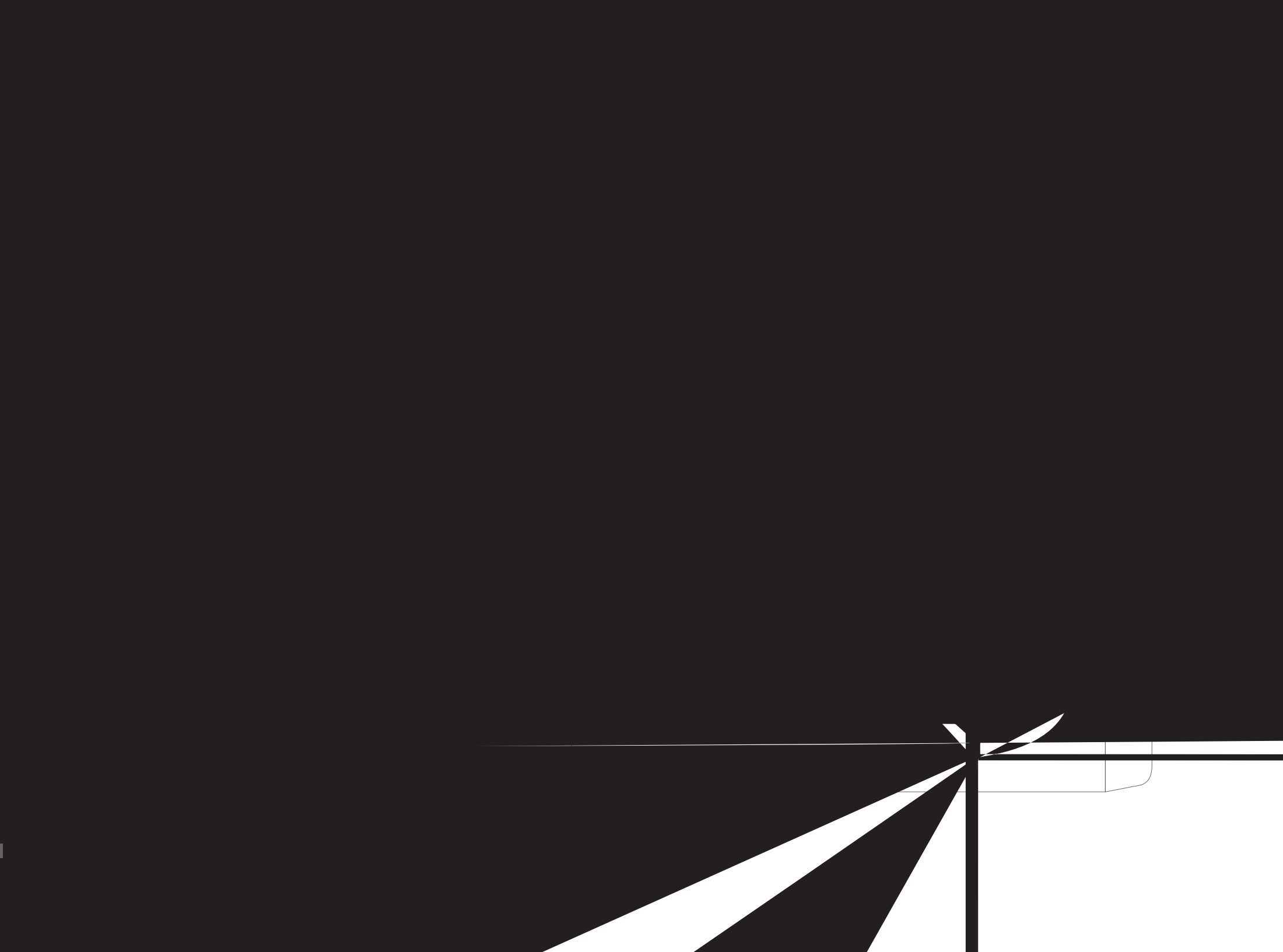


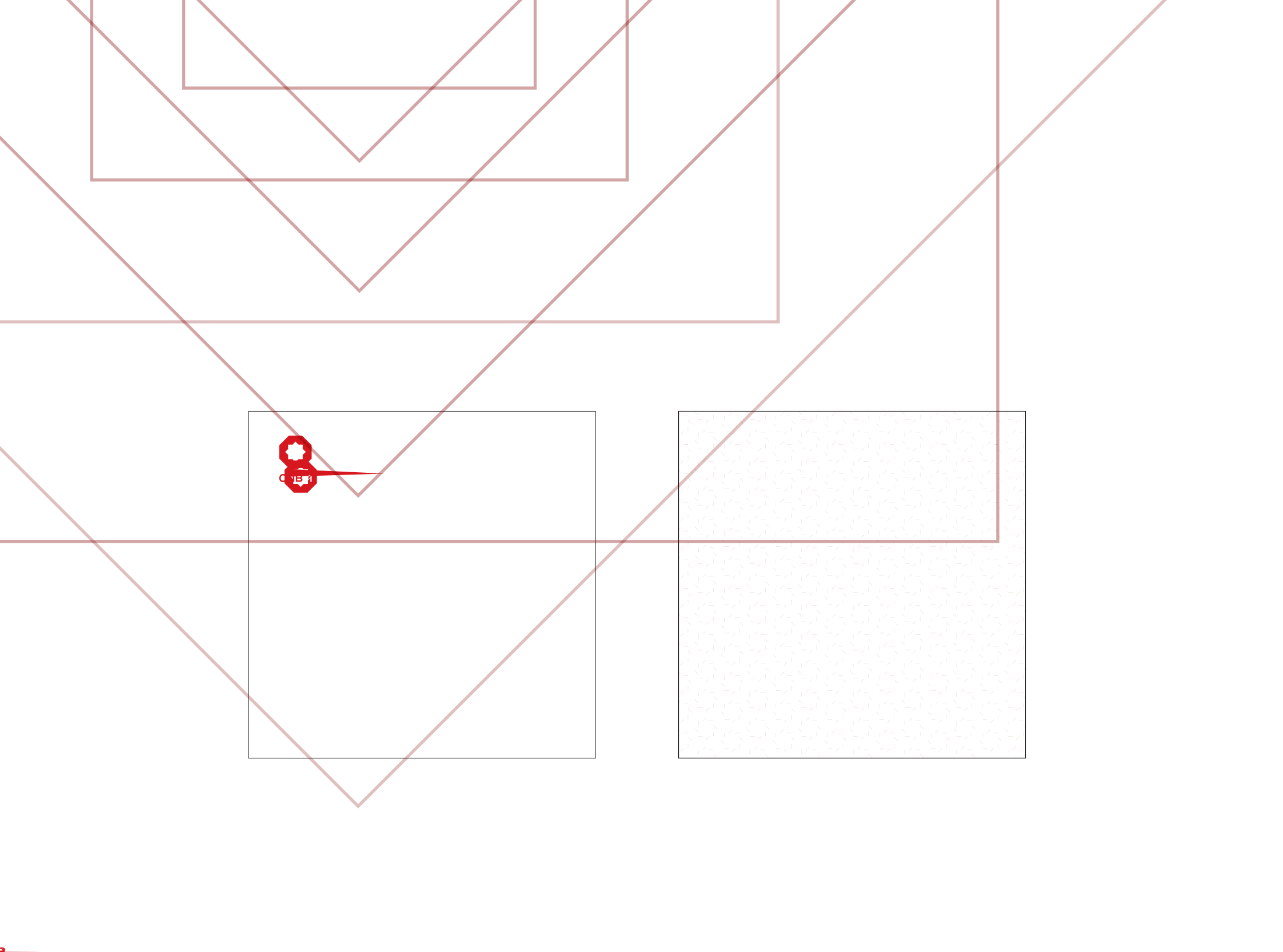


Address: 19th (22nd, 23rd) Floor, 2nd Building, Guohai Plaza, No. 17 Fuxing Road, Haidian District, Beijing, P.R.C. China 100036  
Tel: 86-10-68138199 Fax: 86-10-68138088

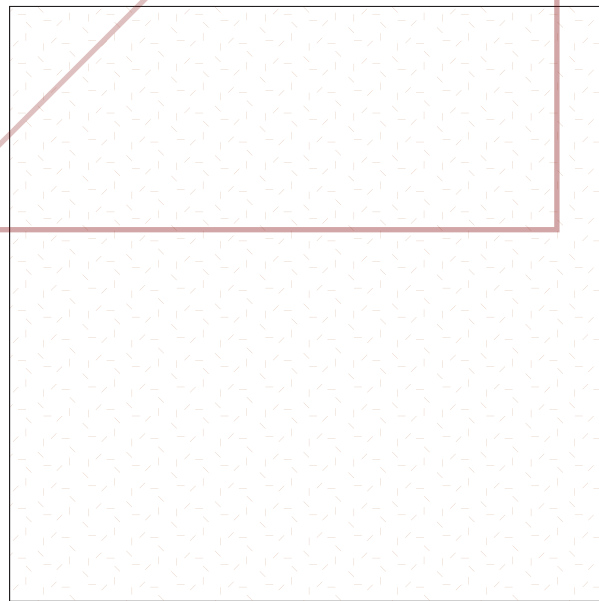
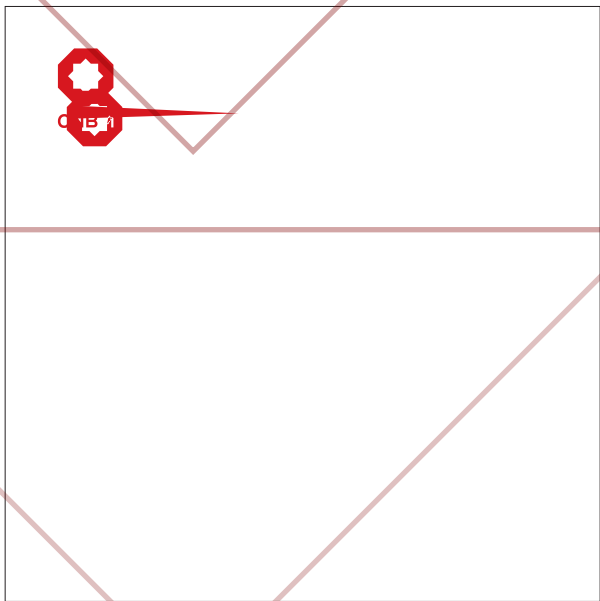
貼 郵

86-10-68138199 17 2  
86-10-68138088  
郵政編碼: 100036



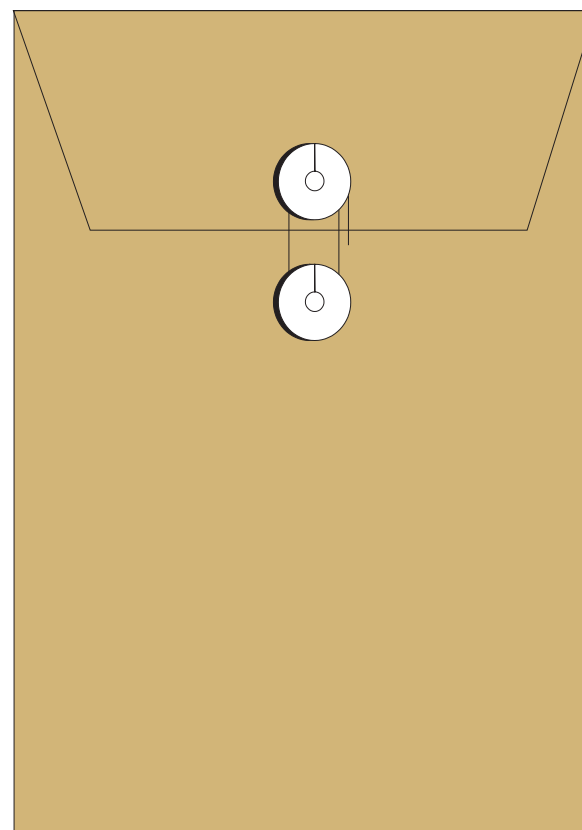
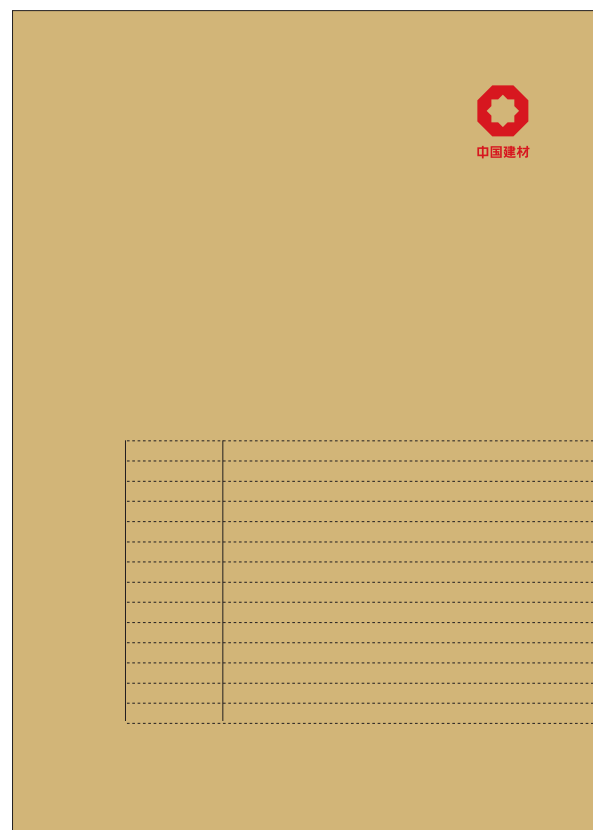


01571



# B1-5

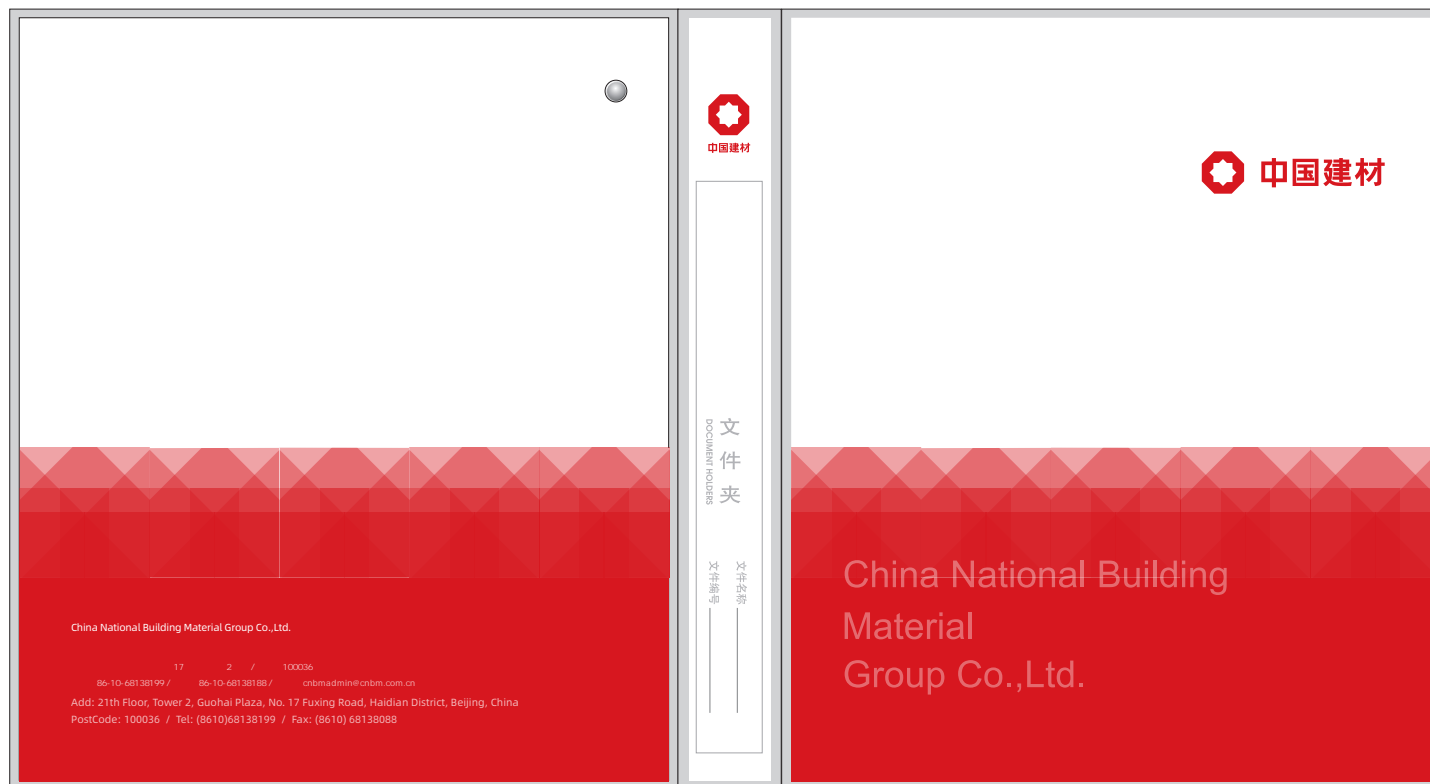
230x330mm  
140g





# B1-7

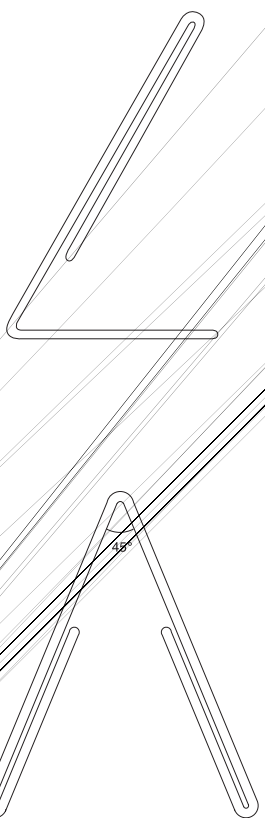
270x315mm  
120g



# B1-8

105x180mm

105x280mm



105x280mm



105x180mm



# B1-9

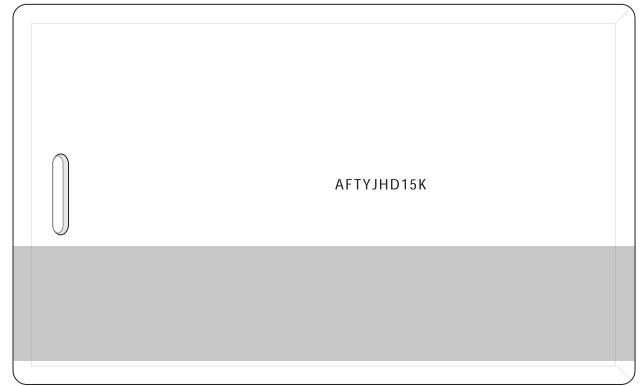
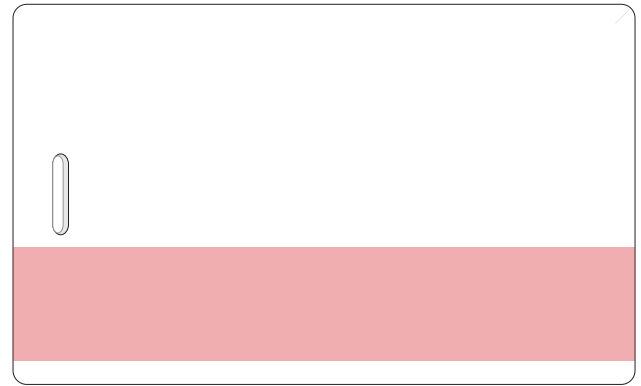
125x125mm

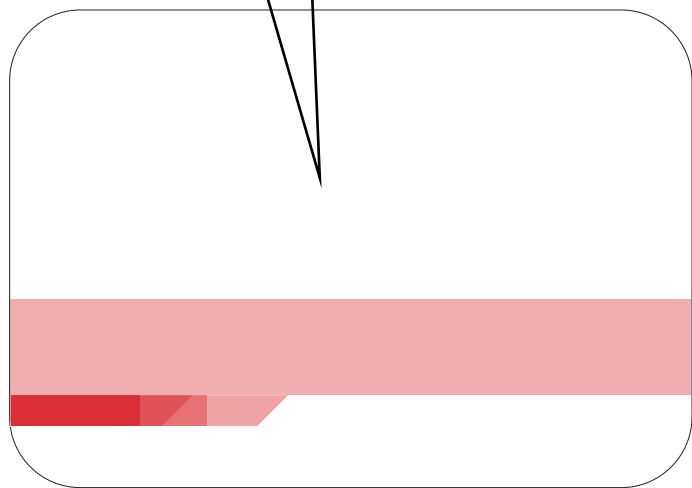
119x119mm











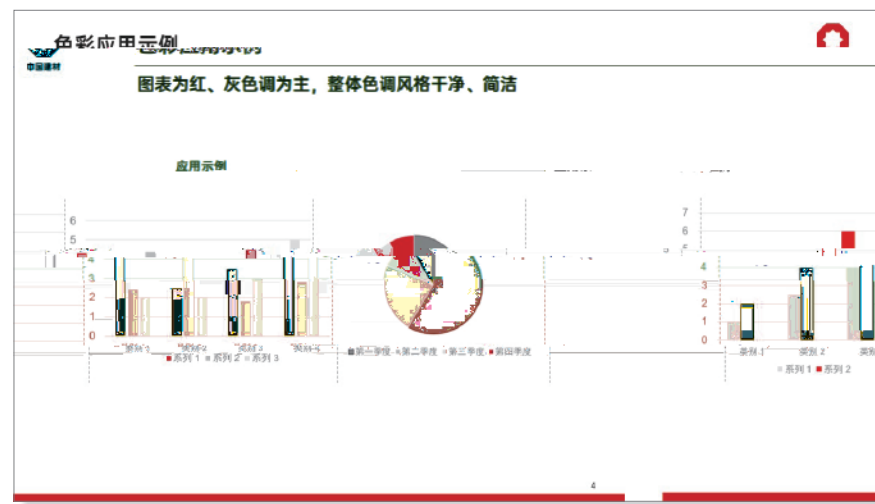
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PPT

4:3



PPT

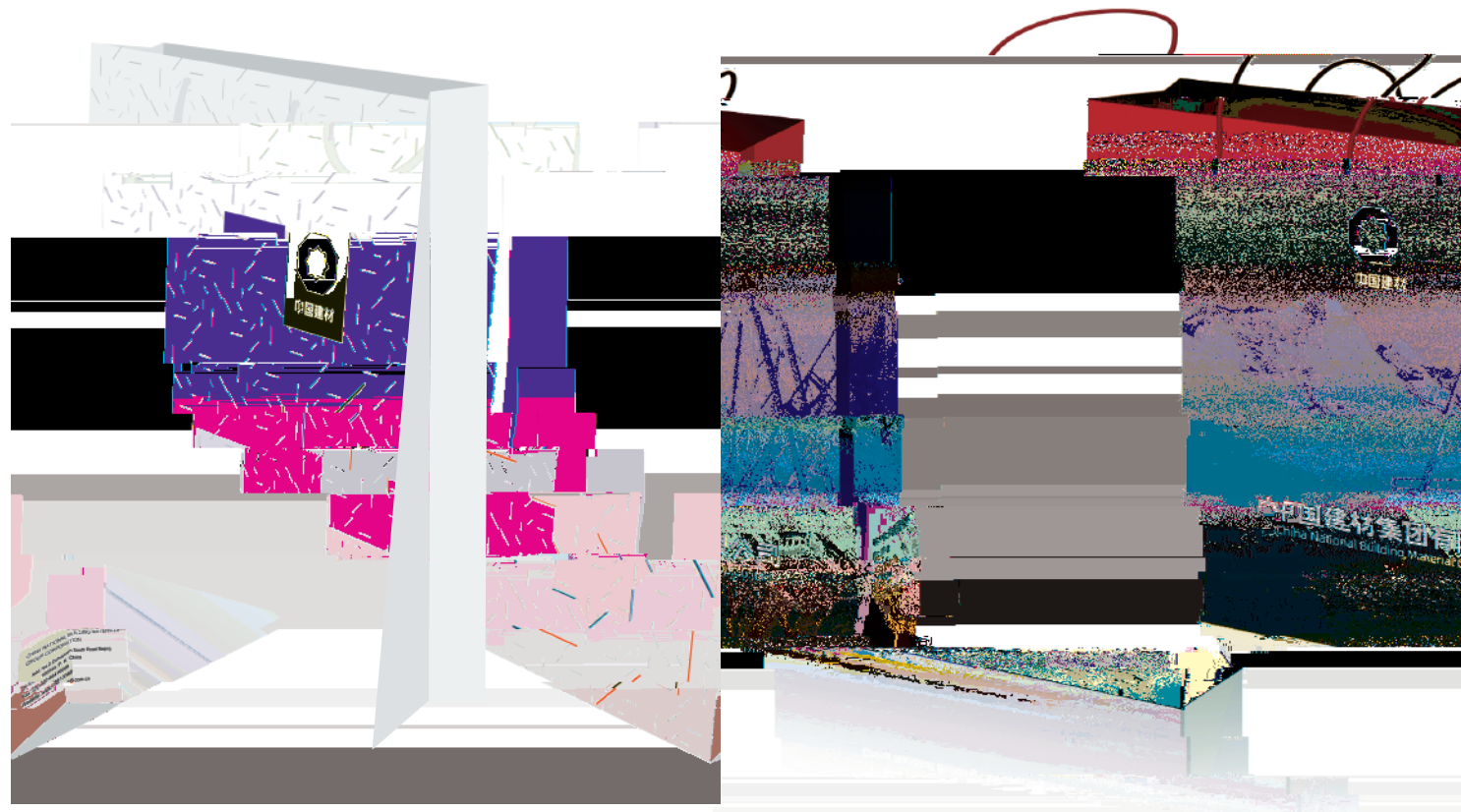


PPT

B1-14-1

-1

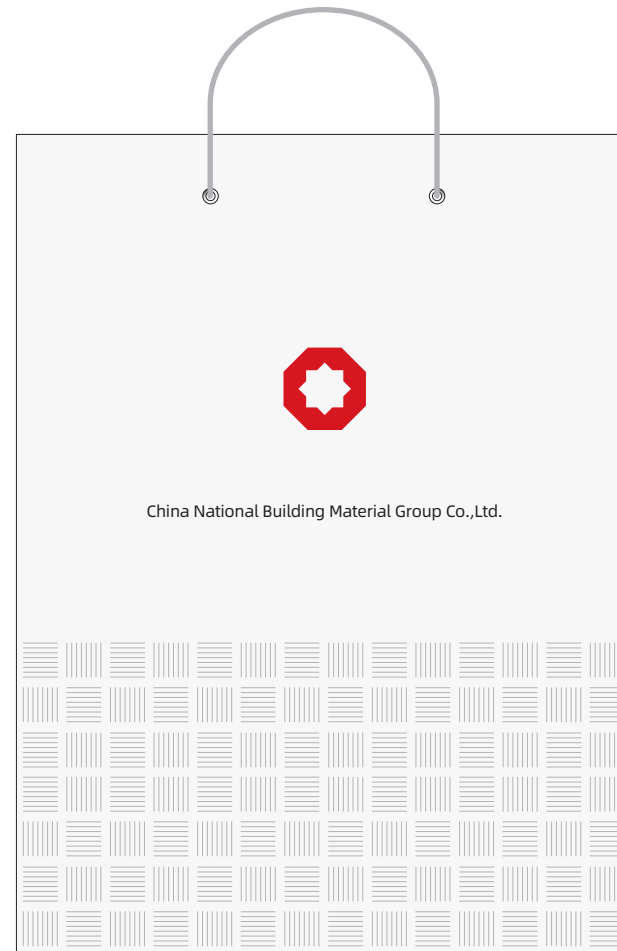
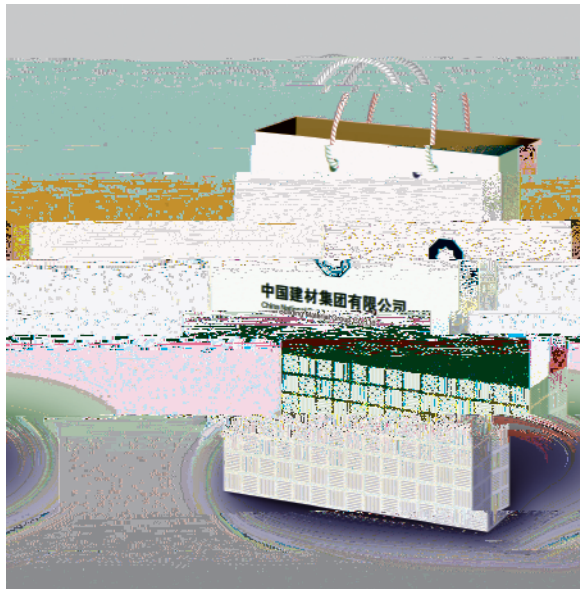
300x400x80mm  
210g



B1-14-2

2

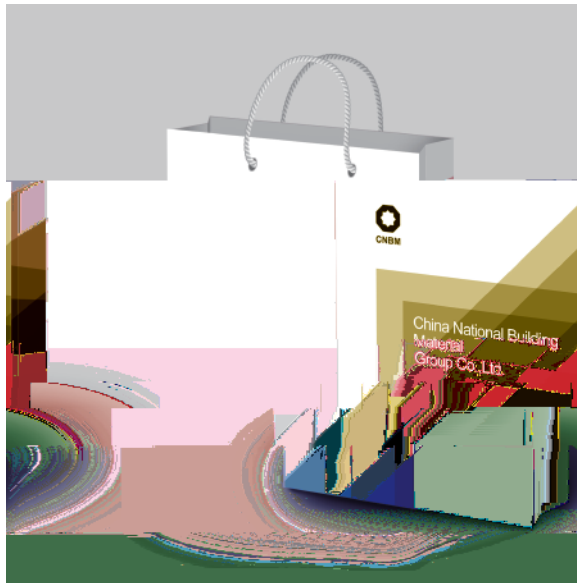
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210g



B1-14-3

3

300x400x80mm  
210g



B1-14-4

4

210g

UV



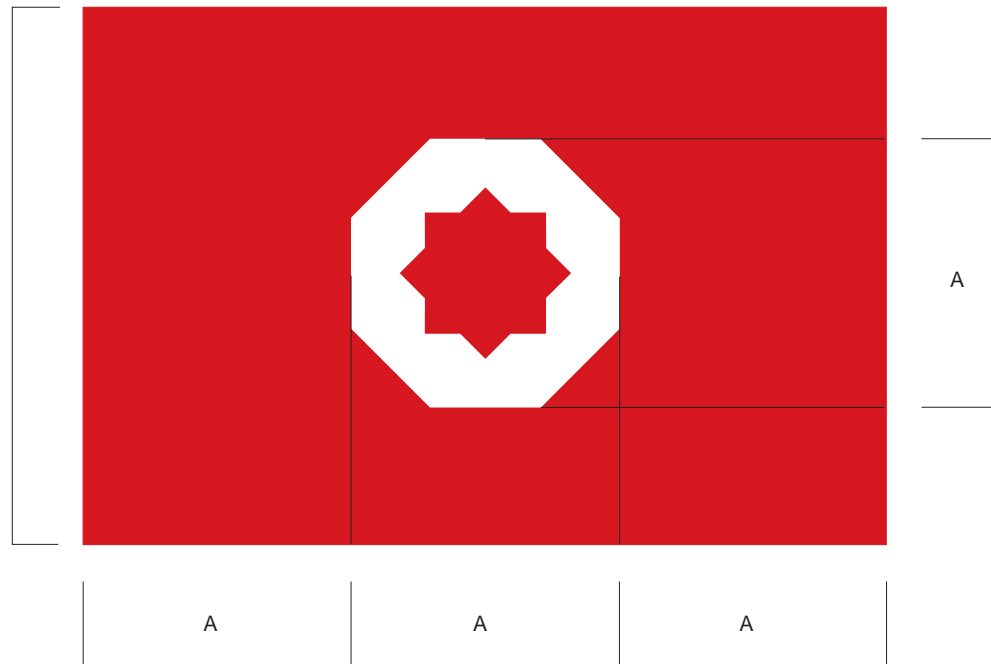


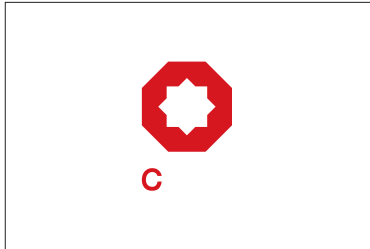


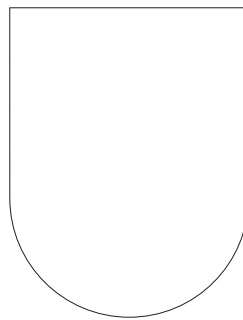
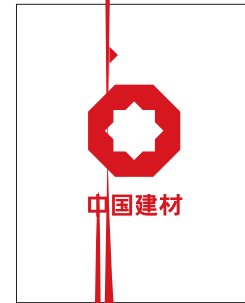


# B2-1

2 2400x1600mm











# B3-2

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CNBM makes the world better







# B4-1

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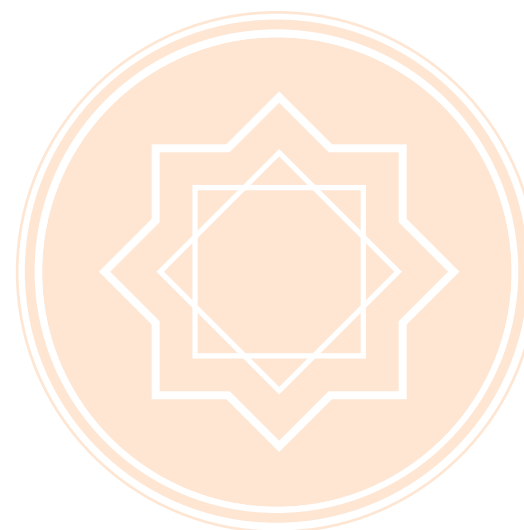


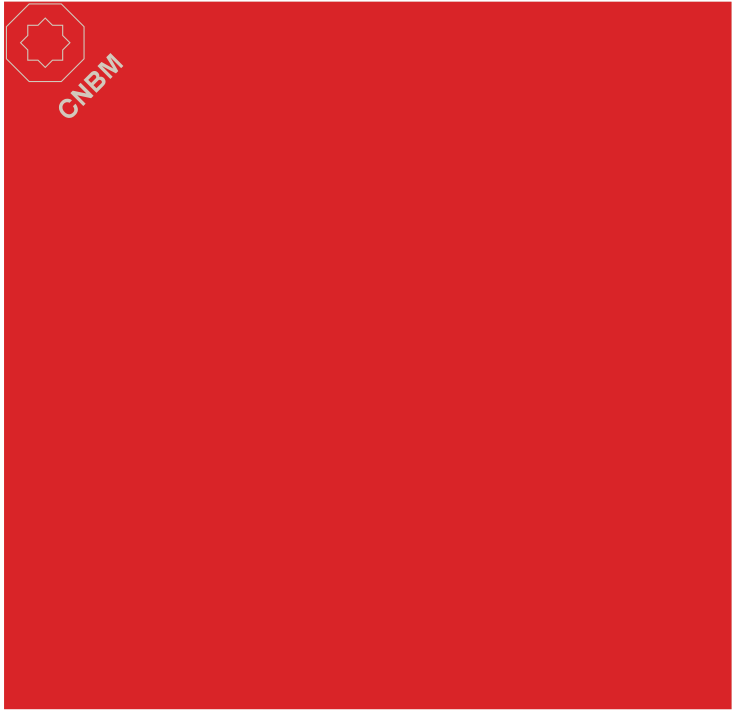
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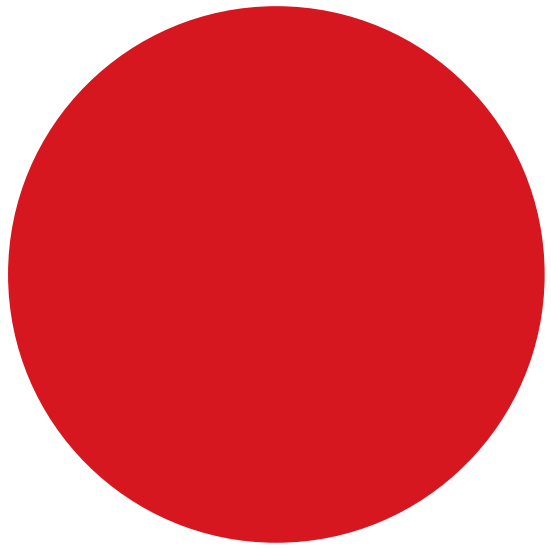


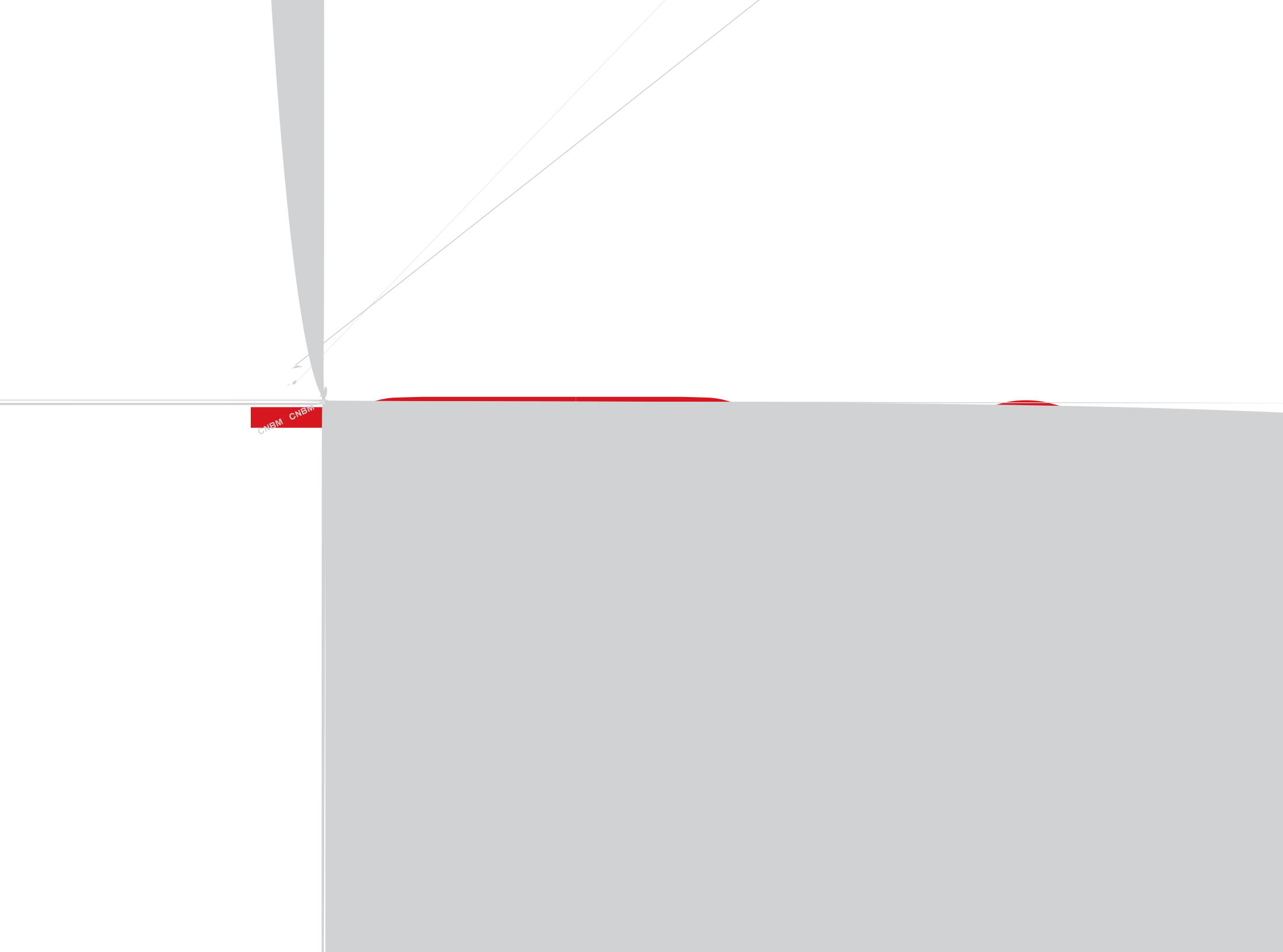
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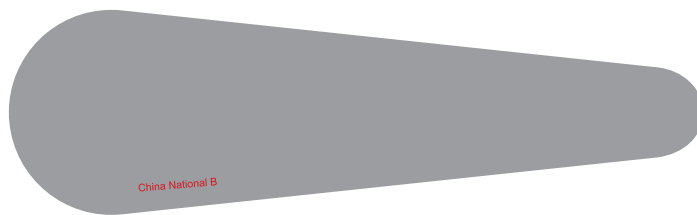
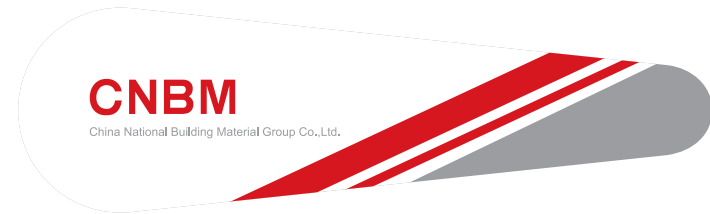


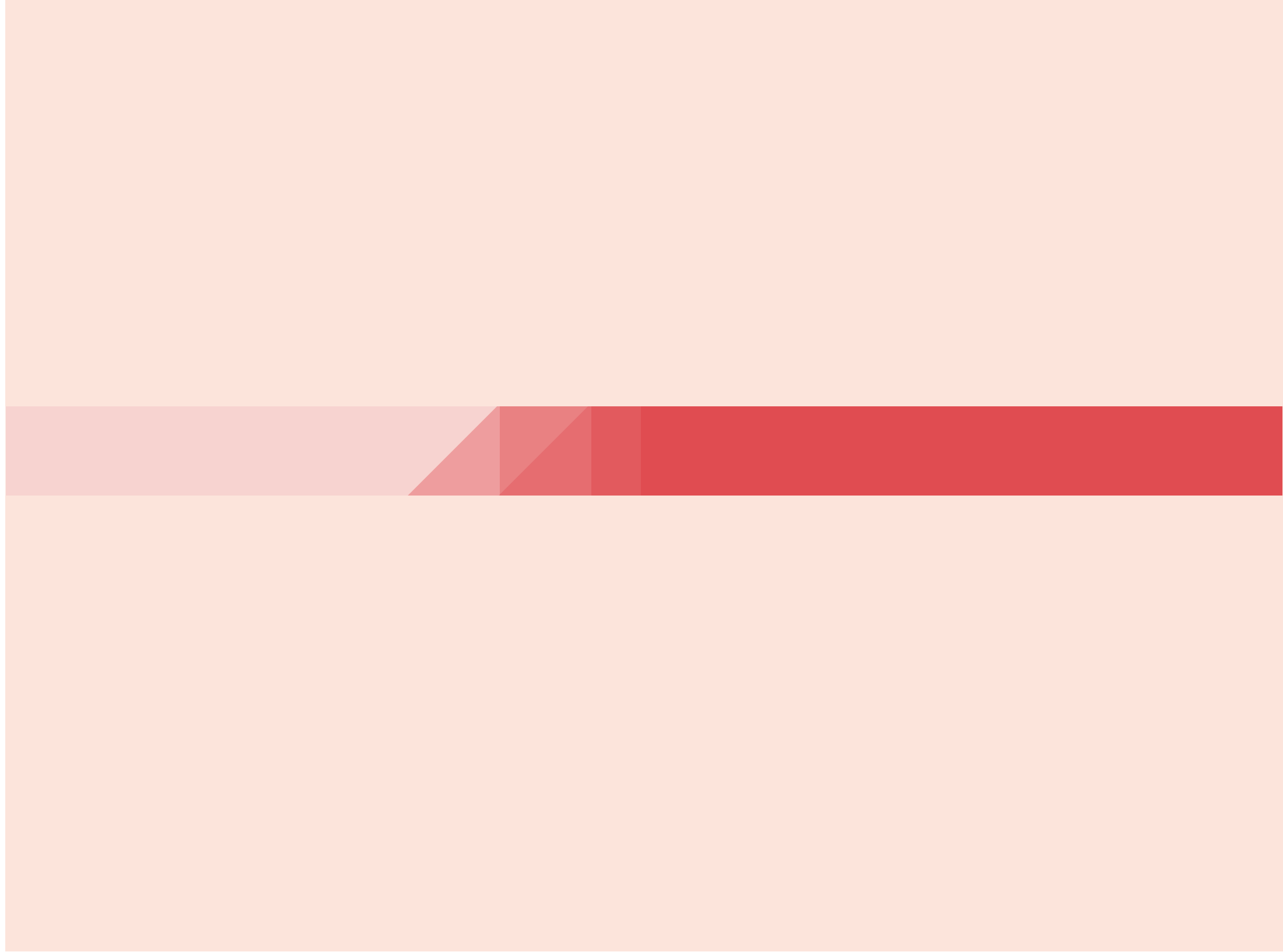












# B5

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