

CORPORATE BRAND VISUAL IDENTITY GUIDELINES

Version 1.0 — Oct. 2024

STANDARD FOR CORPORATE IDENTITY GUIDELINE

This guideline defines the essential visual elements of the CHANGAN brand, ensuring consistent and accurate representation to our global customers. A unified brand identity is crucial for distinguishing CHANGAN and communicating our core values.

To maintain this consistency, strictly adhere to the standards outlined in this document. The CHANGAN corporate brand identity is proprietary and requires authorization for any use, reproduction, or distribution.

For production purposes, always use the official files provided by the CHANGAN marketing communications team.

By utilizing CHANGAN's logos, designs, and brand features, you agree to comply with these guidelines.

For questions or clarifications, please contact the CHANGAN corporate marketing communications team.

TABLE OF CONTENTS

0.

INTRODUCTION

04

| | |
|-----------------|----|
| Our vision | 05 |
| Positioning | 06 |
| Brand archetype | 07 |
| Core values | 08 |

1.

IDENTITY

09

| | |
|----------------------|----|
| Creative concept | 10 |
| Design principles | 11 |
| Core assets overview | 12 |

2.

BRANDMARK

13

| | |
|-------------------------|----|
| Brandmark philosophy | 14 |
| Brandmark version | 15 |
| Brandmark color version | 16 |
| Image background | 17 |
| Gray background | 18 |
| Recognizability | 19 |
| Incorrect uses | 20 |

3.

COMPOSITE LOGO

21

| | |
|-----------------------|----|
| Sub-brands lockup | 22 |
| Branch company lockup | 25 |
| Partner wordmark | 26 |
| Partner brandmark | 27 |
| Partner symbol | 28 |

4.

COLOR

29

| | |
|-----------------------|----|
| Choosing color values | 30 |
| Color concept | 31 |
| Core colors | 32 |
| Color ratio | 33 |
| Accent colors | 34 |
| Color don'ts | 35 |

5.

GRADIENT

36

| | |
|----------------------------|----|
| The evolving gradient | 37 |
| Basic gradient | 38 |
| Creating basic gradient | 39 |
| Extended gradient | 40 |
| Creating extended gradient | 41 |

6.

PHOTOGRAPHY

42

| | |
|------------------------|----|
| Intelligent technology | 43 |
| Subjects | 44 |
| Retouching and color | 45 |

7.

TYPOGRAPHY

46

| | |
|-------------------|----|
| Primary font | 47 |
| Secondary font | 48 |
| Casing styles | 49 |
| Typography don'ts | 50 |

8.

LAYOUT

51

| | |
|-------------------|----|
| Layout system | 52 |
| Layout principles | 53 |
| Logo size | 54 |
| Text positioning | 55 |
| Text size | 56 |
| Text hierarchy | 57 |
| Text color | 58 |

9.

APPLICATIONS

59

| | |
|----------------|-----|
| Stationery | 60 |
| Advertising | 71 |
| Branch company | 75 |
| Multimedia | 85 |
| Event material | 91 |
| Uniforms | 100 |

0. INTRODUCTION

OUR VISION

LEAD SUSTAINABLE MOBILITY AND BENEFIT HUMAN LIFE

SUSTAINABLE MOBILITY INNOVATOR



BRAND ARCHETYPE

INNOVATIVE CONFIDENT AUTHENTIC

A SUSTAINABLE MOBILITY ADVOCATE
WITH A CARING HEART



CORE VALUES

DELIGHTFUL INTELLIGENT TECHNOLOGY



HARMONIOUS DESIGN PHILOSOPHY



PROFESSIONAL HEART-FELT SERVICES THAT TREATS



1.

IDENTITY

CREATIVE CONCEPT

CHANGAN Corporate Brand has always used technology and innovation as a force to drive the continuous development of the industry. We care about the environment and offer clean and sustainable travel solutions. We create communities to enable people to live and travel better. CHANGAN Corporate Brand looks far beyond the horizon to help and inspire our future generations. We are leading the industry into a sustainable future.

As a key source of inspiration, we transformed the brand mission of “Leading automotive civilization and benefiting human life” into a creative concept: “Beyond the Horizon” – to demonstrate our more ambitious goals and vision. Creative concepts not only determine our overall experience, but also run through each of our design elements and brand details.



DESIGN PRINCIPLES

In interplay with our creative concept, the three design and experience principles help shape the overall look, feel, and functionality of products, services, and interactions. The principles are the foundation for all our design elements and expressions.

The principles play a vital role in creating memorable and impactful experiences for our audiences and ensure consistency, coherence, and usability, enabling users to navigate and engage with ease.

EVOLVING

Sustainable
Flexible
Dynamic

HARMONY

Rational
Smart
Responsive

HUMANITY

Authentic
Open
Emotional

CORE ASSETS OVERVIEW

BRANDMARK



COLORS



EVOLVING GRADIENT



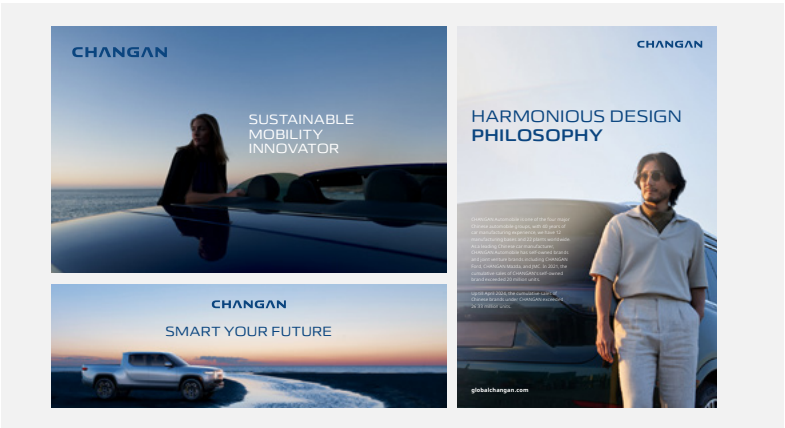
CHANGAN UNI TYPE



PHOTOGRAPHY



LAYOUTS



2. BRANDMARK

BRANDMARK PHILOSOPHY

Born from the corporate brand ethos of CHANGAN, the CHANGAN wordmark is an important evolution for our brand identity. It conveys the CHANGAN name with a modern sense of power, scale, and clarity.

CHANGAN

BRANDMARK VERSION

CHANGAN corporate brandmark is available in two orientations: horizontal and vertical. The horizontal wordmark is preferred for most applications. The Chinese version is only used in the Chinese market, please do not use it outside China.

HORIZONTAL

Horizontal logos are the preferred orientation for regular applications, placed with standard margins around the layout.

VERTICAL

Vertical logos are ideal for narrow and long layouts, centered within the space and maintaining standard margins.

HORIZONTAL English version

The word "CHANGAN" in a bold, blue, sans-serif font, centered horizontally.

VERTICAL English version

The word "CHANGAN" in a bold, blue, sans-serif font, oriented vertically and centered.

VERTICAL Chinese version

The Chinese characters "长安汽车" (Changan Automobile) in a bold, blue, sans-serif font, oriented vertically and centered.

HORIZONTAL Chinese version

The Chinese characters "长安汽车" (Changan Automobile) in a bold, blue, sans-serif font, oriented horizontally and centered, with the English word "CHANGAN" in a smaller, bold, blue, sans-serif font directly below it.

BRANDMARK COLOR VERSION

PRIMARY CHANGAN BLUE

The CHANGAN BLUE logo should be used on white or light-colored backgrounds and images to ensure optimal readability. For reproduction, use CMYK files for digital and offset printing, RGB files for screen displays, and Spot color files for single-color printing.

SECONDARY INVERTED

For optimal brand recognition, the CHANGAN logo is preferably placed on a CHANGAN BLUE background, using its inverted (white) form. While other background colors, images, patterns, and textures are permitted, always ensure optimal logo visibility and impact.

PRIMARY CHANGAN BLUE

The word "CHANGAN" is displayed in a bold, blue, sans-serif typeface. The letters are evenly spaced and centered within a white rectangular area.

We lead with our Primary CHANGAN BLUE landmark on light backgrounds.

SECONDARY INVERTED

The word "CHANGAN" is displayed in a bold, white, sans-serif typeface. The letters are evenly spaced and centered within a dark blue rectangular area.

We use the secondary inverted (white) landmark on dark backgrounds.

IMAGE BACKGROUND

When placing the CHANGAN brandmark on an image background, ensure high contrast in both brightness and color to maintain optimal visibility. Avoid cluttered backgrounds or those too similar in color to the brandmark.



Use the CHANGAN BLUE brandmark on a light-colored image background.



Use the white CHANGAN brandmark on a dark image background.



Don't use the CHANGAN brandmark color that is similar to the background image color.

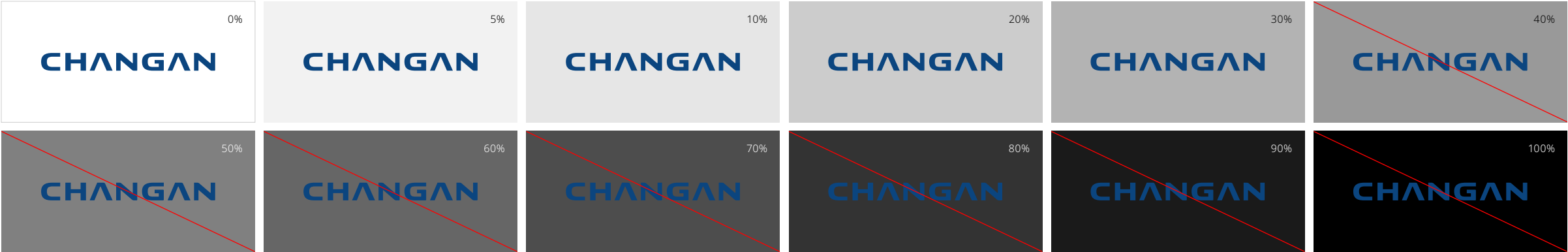


Don't use the CHANGAN brandmark on busy backgrounds.

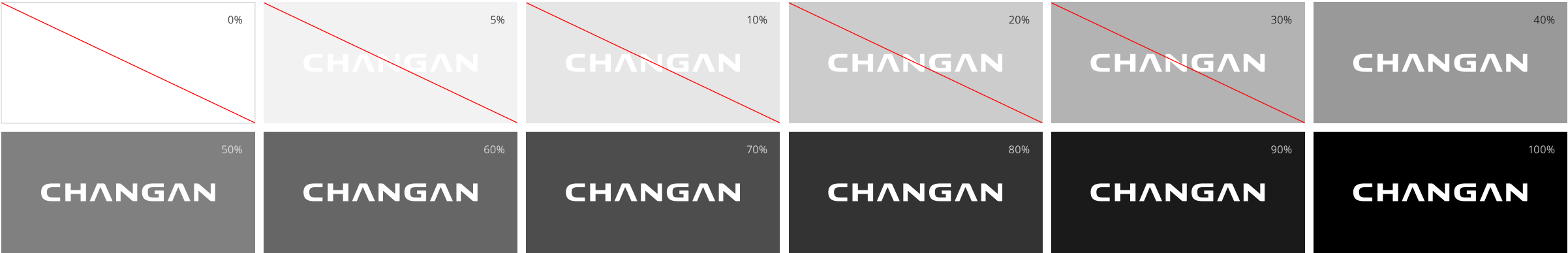
GRAY BACKGROUND

When placing the CHANGAN landmark on a gray or uneven background, prioritize legibility. Refer to the provided grayscale to determine whether the black or white landmark offers optimal contrast. Select the landmark color based on the background's darkness level.

CHANGAN BLUE LOGO GRAYSCALE BACKGROUND



INVERTED LOGO GRAYSCALE BACKGROUNDS



RECOGNIZABILITY

CLEAR SPACE

Maintain a minimum clear space around the CHANGAN landmark, free from any other graphic elements. This ensures its prominence, even in compact layouts. Ideally, allow for more generous spacing whenever

possible. The value of "a" is equal to the cap width of the "C" in the landmark. Always refer to these guidelines when placing the CHANGAN landmark within a composition.

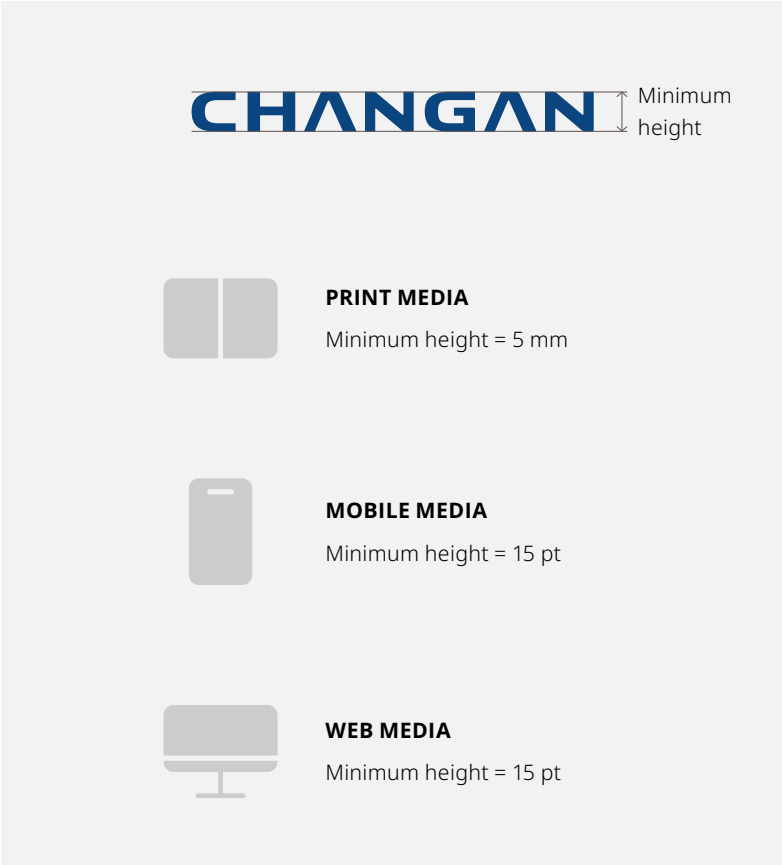
MINIMUM SIZE

The CHANGAN landmark must remain clearly recognizable at its minimum size across all media. To maintain optimal visual impact, always maintain a clear space around the landmark, keeping it separate from text, graphic elements, and the edge of any material.

CLEAR SPACE



MINIMUM SIZE



INCORRECT USES



CHANGAN

Do not substitute the logo for another font.



CHANGAN
CHANGAN

Do not add any effects, such as outlines or shadows, to the logo.



CHANGAN

Do not use colors not listed in the specification.



CHANGAN

Do not stretch or tilt the logo.



CHANGAN

Do not use the logo within a shape.



CHANGAN
CHANGAN

Do not make the logo bold or thin.

3. COMPOSITE LOGO

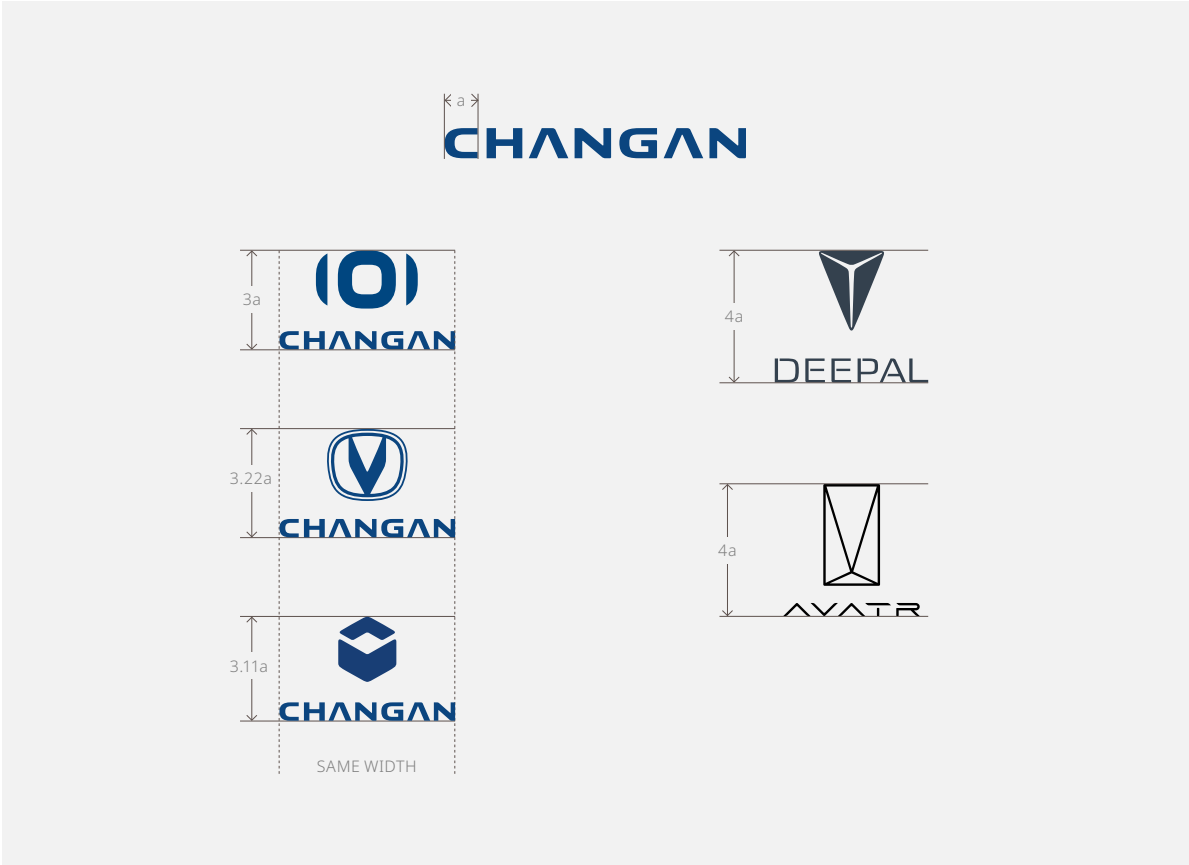
SUB-BRANDS VERTICAL LOCKUP

When creating lockups with the sub-brands, "a" represents the cap width of the letter "C" in the CHANGAN logo. Maintain a consistent spacing of 2a between each sub-brand logo. No more than three sub-brand logos can be used in this lockup at the same time.

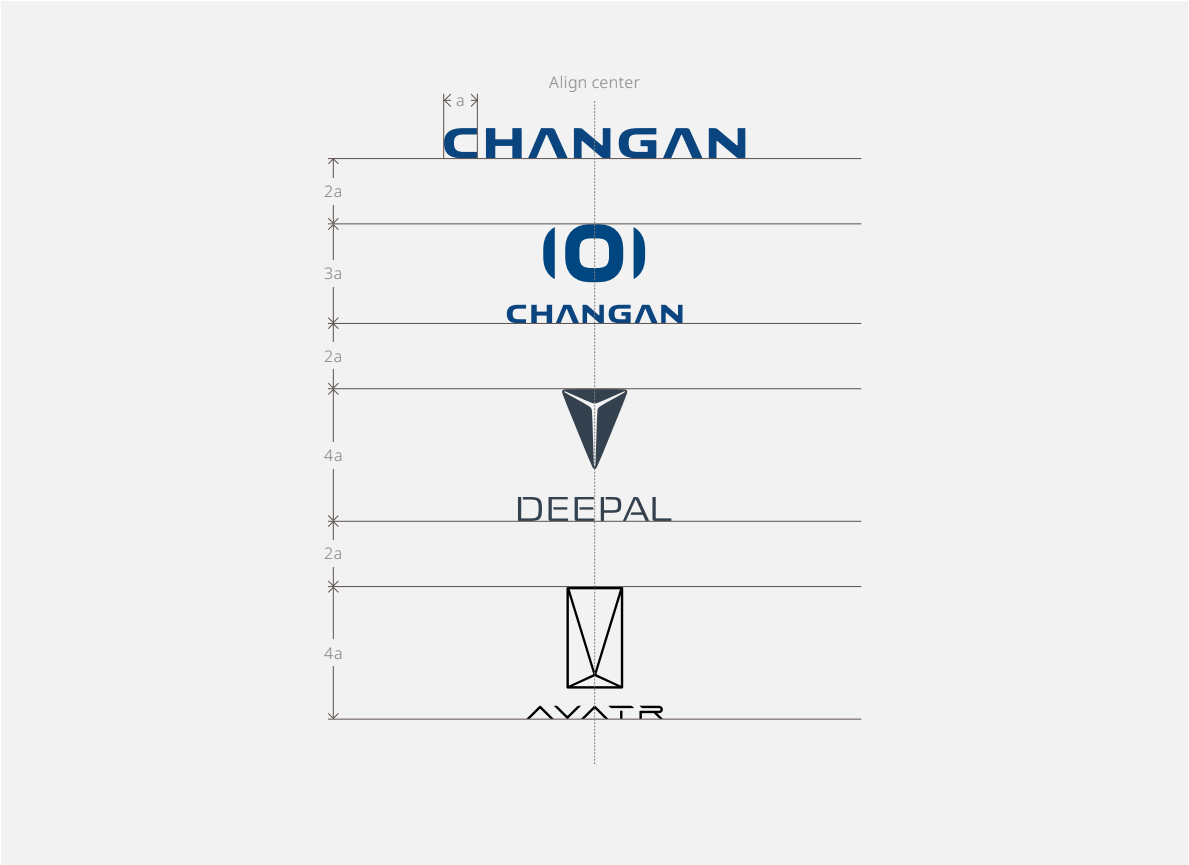
USAGE

This combined logo format is generally preferred. When more than three sub-brands are present, to ensure the legibility of the CHANGAN logo, please refer to the next page for adjusted combination ratios. This logo format can be applied to vertical displays such as pillars or columns, among others.

PROPORTION



EXAMPLE



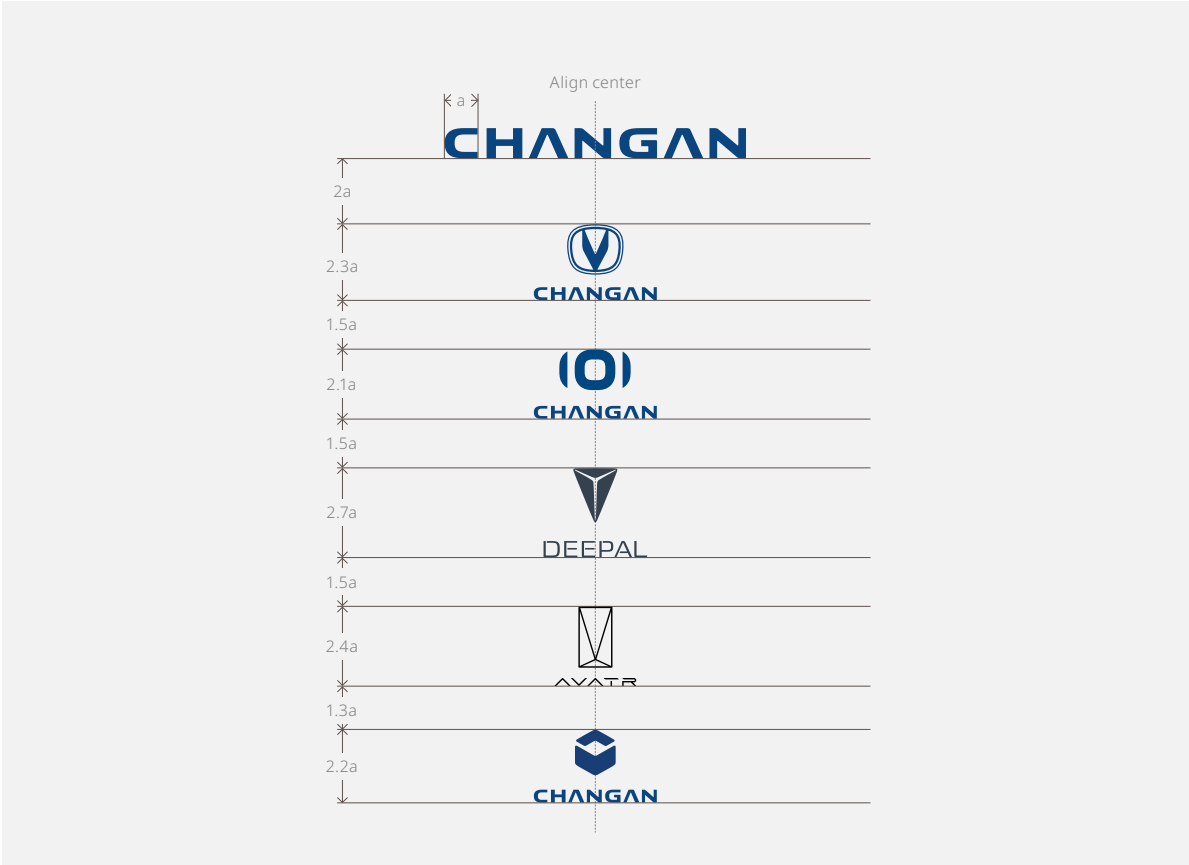
SUB-BRANDS VERTICAL LOCKUP

When creating lockups with the sub-brands, "a" represents the cap width of the letter "C" in the CHANGAN logo. Maintain a consistent spacing of 1.5a between each sub-brand logo.

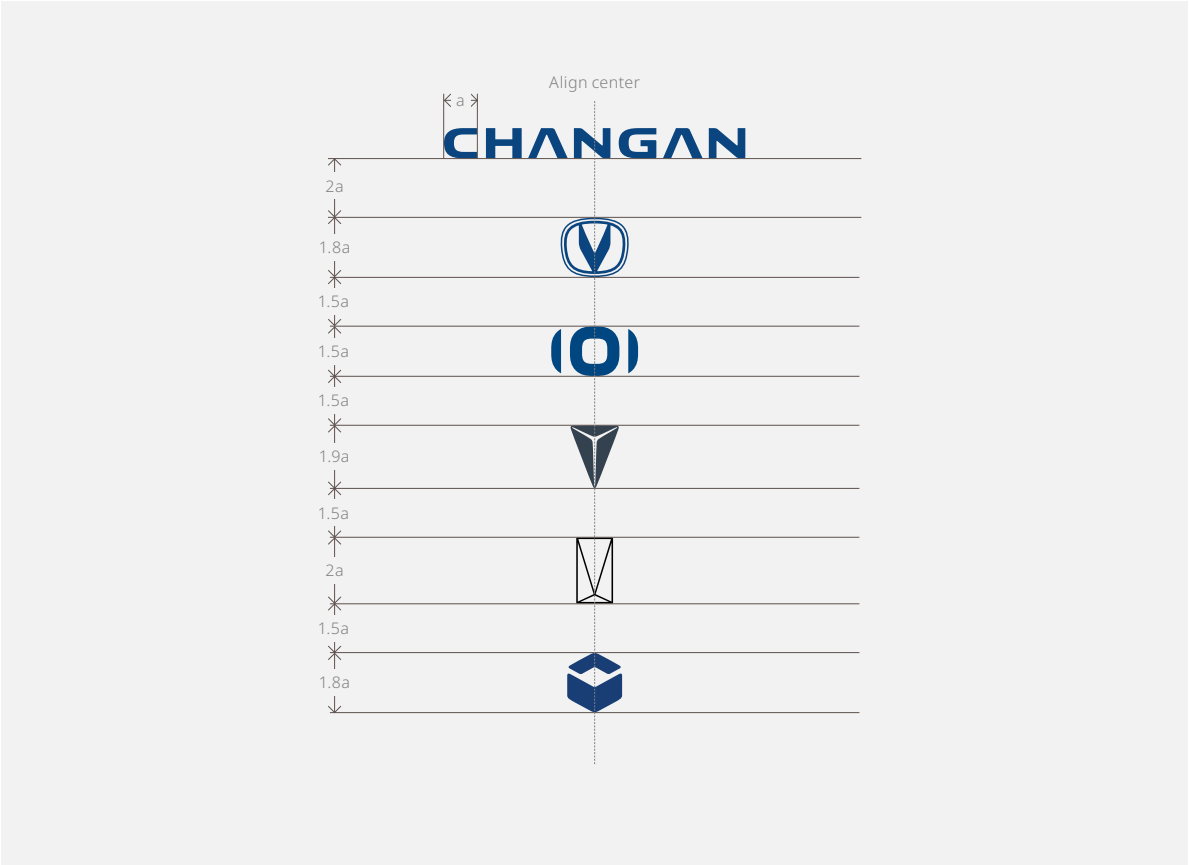
USAGE

To ensure optimal brand recognition, the combined logo version with the wordmark is preferred. This logo format can be applied to vertical displays such as pillars or columns, among others.

BRANDMARK WITH SUB-BRAND LOGOS



BRANDMARK WITH SUB-BRAND SYMBOLS



SUB-BRANDS HORIZONTAL LOCKUP

When creating horizontal lockup with the sub-brands, separate the CHANGAN logo from other logos with a vertical line. This line should be positioned at a distance of $2a$ from the brandmark, where "a" represents the cap width of the letter "C" in the CHANGAN logo. Maintain a consistent spacing of one cap width of "C" between each sub-brand logo.

BRANDMARK WITH SUB-BRAND SYMBOLS



BRANCH COMPANY LOCKUP

On this page you will find an overview of the standards we have established for subsidiaries. The branch company lockup is a fixed-form, with vertical centering alignment. The value of “a” is defined by the cap width of “C”. The font height of branch company name and region/ country is 0.25a.

PROPORTIONALITY



EXAMPLES



PARTNER WORDMARK

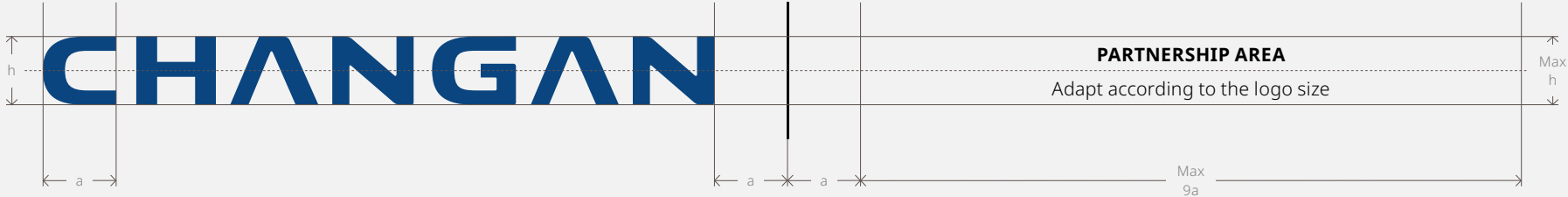
When incorporating a partner wordmark alongside the CHANGAN logo, separate the two with a vertical line positioned "a" from each mark. "a" represents the cap width of the "C" in the CHANGAN logo.

Partner wordmarks, such as CATL or SONY, must be fully contained within a designated partnership area. This area has a width of "9a" and a height of "h".

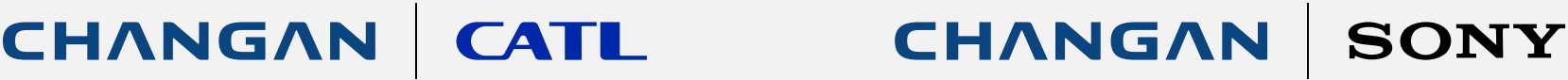
EQUAL BALANCE

Visual harmony between the CHANGAN logo and partner logos is essential. When creating a lockup, carefully consider the overall shape of the partner logo to ensure a balanced and visually appealing composition.

PROPORTIONALITY



EXAMPLES



PARTNER BRANDMARK

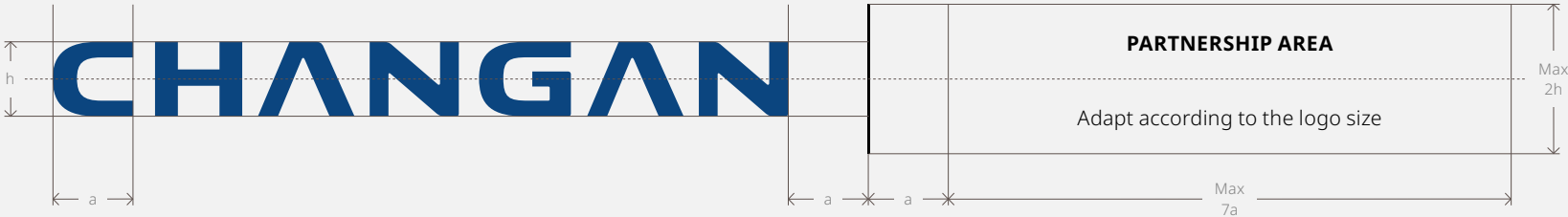
When incorporating a partner logo alongside the CHANGAN logo, separate the two with a vertical line positioned "a" from each mark. "a" represents the cap width of the "C" in the CHANGAN logo.

Partner brandmarks, such as HUAWEI or BOSCH, must be fully contained within a designated partnership area. This area has a width of "9a" and a height of "h".

EQUAL BALANCE

Visual harmony between the CHANGAN logo and partner logos is essential. When creating a lockup, carefully consider the overall shape of the partner logo to ensure a balanced and visually appealing composition.

PROPORTIONALITY



EXAMPLES



PARTNER SYMBOL

When incorporating a partner symbol alongside the CHANGAN logo, separate the two with a vertical line positioned "a" from each mark. "a" represents the cap width of the "C" in the CHANGAN logo.

Partner symbols, such as SHELL, GE and TikTok, must be fully contained within a designated partnership area. This area has a width of "2a" and a height of "2h".

EQUAL BALANCE

Visual harmony between the CHANGAN logo and partner logos is essential. When creating a lockup, carefully consider the overall shape of the partner logo to ensure a balanced and visually appealing composition.

PROPORTIONALITY



EXAMPLES



4.

COLOR

CHOOSING COLOR VALUES

This guide explains the difference in color type and when they should individually be used.

PRINT

PANTONE® MATCHING SYSTEM

The industry standard for consistent color reproduction. Color values in other processes have been matched to their corresponding Pantone reference.

CMYK

(Cyan, Magenta, Yellow, Key) colors are used when preparing artwork for digitally-printed collateral.

DIGITAL

RGB

Color values are used when creating digital brand assets e.g., web banners.

HEX

Color references are direct translations of their equivalent RGB values in a shortened form, used specifically in web development bring up to previous line.

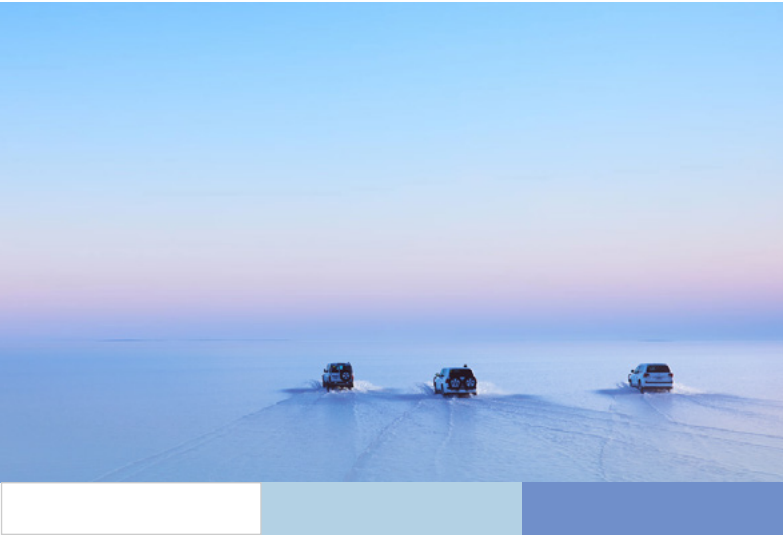
COLOR CONCEPT: BEYOND THE HORIZON

CHANGAN's brand colors are built upon the creative concept of "Beyond the Horizon". Represented by CHANGAN BLUE, a spectrum of blues forms the core of the palette, further defined by supporting warm and neutral tones.

Together, they weave a brand image of steadfast responsibility, leading technology and harmonious warmth. The full spectrum embodies its vision of a brighter future, propelled by automotive advancement.



STEADFAST RESPONSIBILITY



LEADING TECHNOLOGY



HARMONIOUS WARMTH

CORE COLORS

Our brand color system is built upon a foundation of four core colors: CHANGAN BLUE as the primary, complemented by three distinct secondary colors. This curated palette defines the essence of our visual identity.

PRIMARY COLOR

CHANGAN BLUE: The main theme of our brand colors, this technological blue symbolizes intelligence, innovation, and the future. Like the spirit of our brand, it inspires a desire to explore the unknown. Within our visual identity, CHANGAN BLUE represents not only advanced technology but also a sense of stability and reliability, ensuring that every innovation is built on a foundation of technological expertise.

SECONDARY COLOR

Building upon the 'Beyond the Horizon' concept, we've introduced three secondary colors that harmonize with CHANGAN BLUE, reflecting the soft, pure blue hues of the horizon. Like the vastness of the sky, these colors symbolize the brand's pursuit of a natural, technology-driven design experience and its vision of leading the way toward a brighter future for automotive.

PRIMARY COLOR

| | | | | |
|--------------|---------------|-------------------|---------------|---------------|
| CHANGAN BLUE | PANTONE 2154C | CMYK 100 80 25 10 | RGB 11 69 127 | HEX / #0B457F |
|--------------|---------------|-------------------|---------------|---------------|

SECONDARY COLOR

| | | | | |
|----------------|---------------|----------------|-----------------|---------------|
| SKY WHITE | PANTONE WHITE | CMYK 0 0 0 0 | RGB 255 255 255 | HEX / #FFFFFF |
| INSPIRING BLUE | PANTONE 643C | CMYK 30 10 0 0 | RGB 179 209 228 | HEX / #B3CFE4 |
| EVOLVING BLUE | PANTONE 7452C | CMYK 60 40 0 0 | RGB 112 143 202 | HEX / #708EC9 |

COLOR RATIO

Our brand color system offers three versatile approaches: primary-led, secondary-led, and image-led. Select the approach that best complements your content and desired mood.

When strong brand emphasis is required, prioritize the primary-led. For communications with a more human touch, consider incorporating the secondary-led. When using the image-led approach, ensure text usage adheres to brand guidelines.

PRIMARY-LED Preferred usage



CHANGAN

Anna Li
Planning Director

T: +86 23 12345678
M: +86 12345678909
E: anna.li@changan.com.cn

Building T2, No. 2, Financial City,
No. 61, Dongshengmen Road,
Jiangbei District, Chongqing

CHANGAN


Anna Li
Planning Director

T: +86 23 12345678
M: +86 12345678909
E: anna.li@changan.com.cn

Building T2, No. 2, Financial City,
No. 61, Dongshengmen Road,
Jiangbei District, Chongqing

Primary Color > 70%
Secondary Color < 30%

SECONDARY-LED Secondary application, used for visual richness



CHANGAN

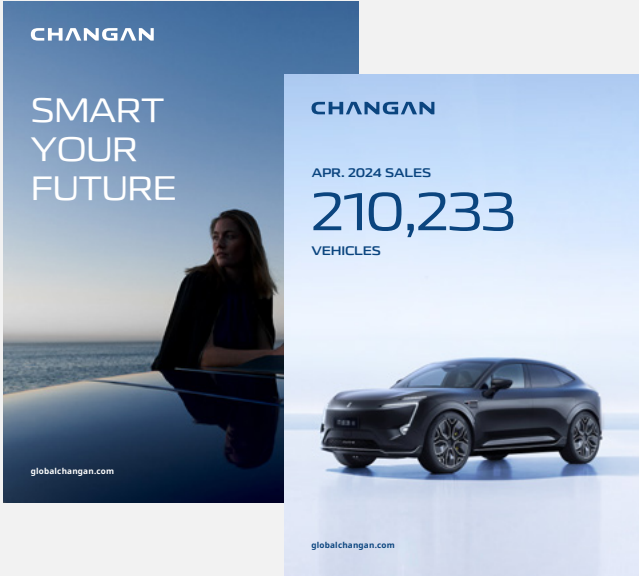
VISITOR CARD

CHANGAN

VISITOR CARD

Primary Color < 40%
Secondary Color > 60%

IMAGE-LED



CHANGAN

SMART
YOUR
FUTURE

CHANGAN

APR. 2024 SALES
210,233
VEHICLES

IMAGE

ACCENT COLORS

Warm and neutral accent colors complement our core palette, bringing depth, versatility, and a reassuring tone to our visual language. They evoke feelings of humanity, warmth, and stability.

WARM

| | | | |
|----------------------|----------------|-----------------|---------------|
| <div></div> CORAL | CMYK 0 70 50 0 | RGB 230 115 100 | HEX / #E67364 |
| <div></div> ORANGE | CMYK 0 40 80 0 | RGB 250 170 60 | HEX / #FAAA3C |
| <div></div> BEIGE | CMYK 0 13 19 0 | RGB 255 231 210 | HEX / #FFE7D2 |
| <div></div> VIOLET | CMYK 27 62 0 0 | RGB 200 130 190 | HEX / #C882BE |
| <div></div> LAVENDER | CMYK 8 19 0 0 | RGB 220 205 240 | HEX / #DCCDF0 |

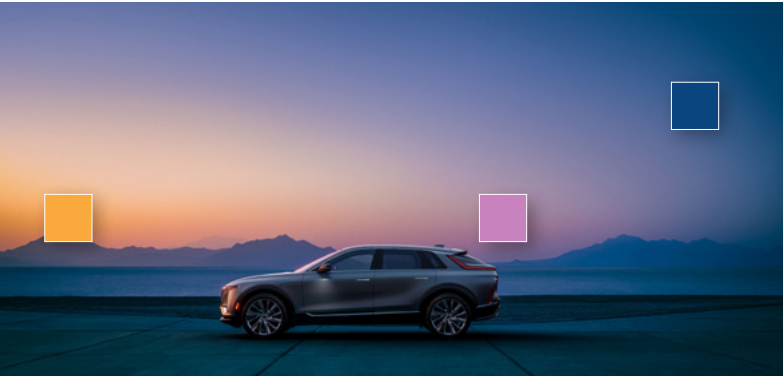
NEUTRAL

| | | | |
|--------------------|----------------|-----------------|---------------|
| <div></div> BLACK | CMYK 0 0 0 100 | RGB 0 0 0 | HEX / #000000 |
| <div></div> GRAY 1 | CMYK 0 0 0 85 | RGB 40 40 40 | HEX / #282828 |
| <div></div> GRAY 2 | CMYK 0 0 0 70 | RGB 80 80 80 | HEX / #505050 |
| <div></div> GRAY 3 | CMYK 0 0 0 40 | RGB 160 160 160 | HEX / #A0A0A0 |
| <div></div> GRAY 4 | CMYK 0 0 0 20 | RGB 210 210 210 | HEX / #D2D2D2 |

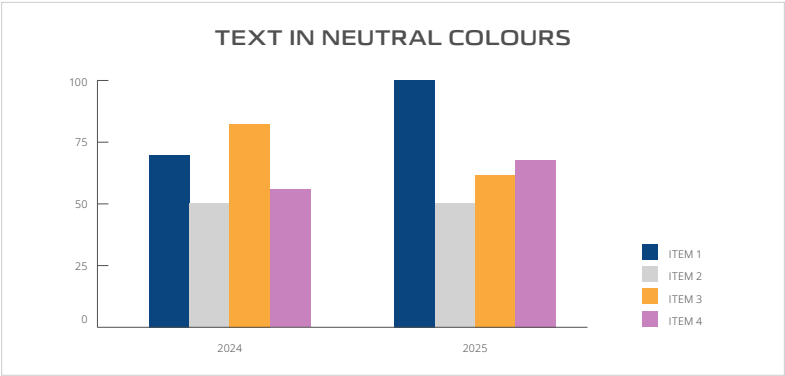
EXAMPLE

This example shows several scenarios where accent colors can be used. These accent colors should not be used extensively. These colors are intended to guide the overall tone of imagery, enrich the content of charts and graphs, and ensure consistent and unified communication.

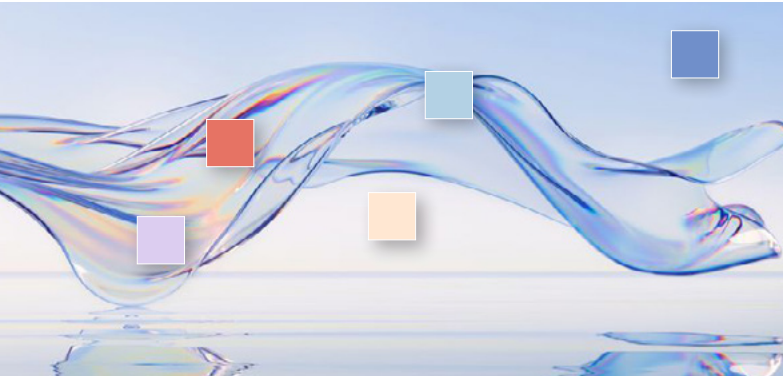
EXAMPLE



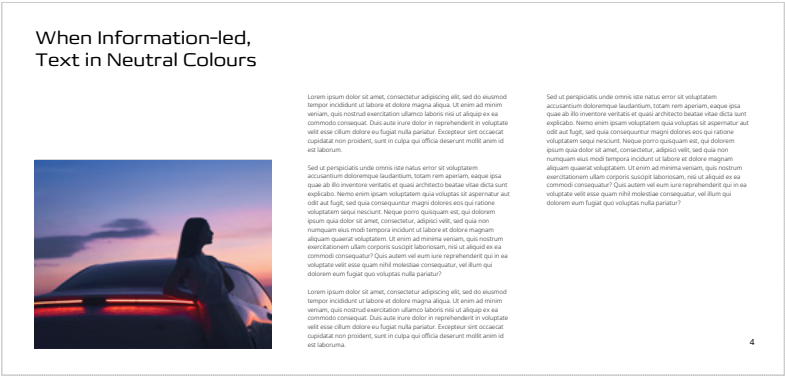
Using accent colors to guide the overall tone of imagery.



Using accent colors to enrich the content of charts.



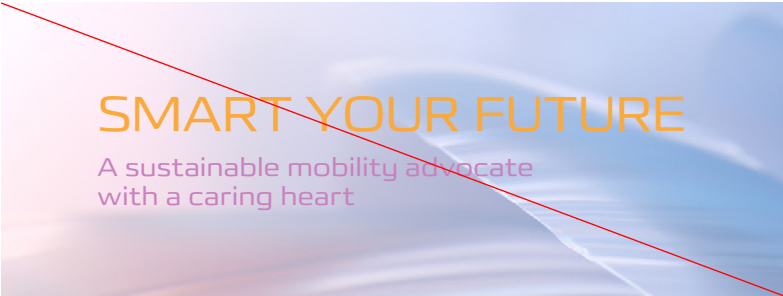
Using accent colors to guide, imagery.



COLOR DON'TS



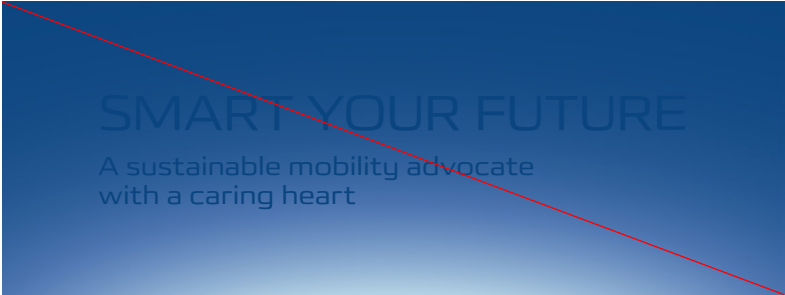
Do not use the brand accent colors or any colors outside of color system for large background.



Do not use colors other than the brand core colors and neutral colors for all th text.



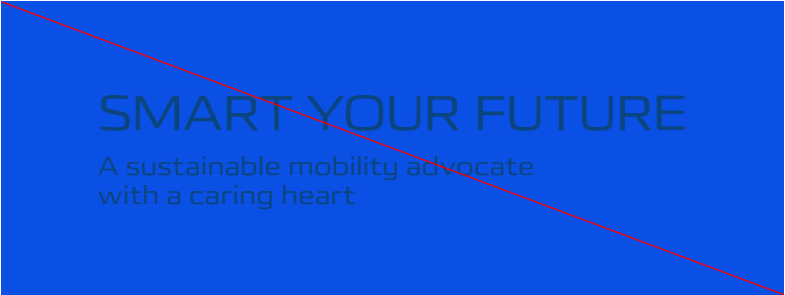
Do not use colors other than the brand core colors to highlight sales.



Do not use font colors that have low contrast with the background color.



Do not use brand accent colors or any colors outside of the color system to create gradients.



Do not use incorrect color values or alter the hue of the colors.

5.

GRADIENT

THE EVOLVING GRADIENT

Inspired by the horizon, our gradients deliver our evolving, inspiring and leading corporate expression. The gradients are a highly flexible and remarkable design element to be used across all touchpoints. Solid and static color blocking should be avoided.

The gradient is composed with the moving curve which adds a certain dynamic. Gradients on various colored backgrounds are available for download in the gradient library. Different templates are created for print (CMYK) and screen applications (RGB).



EVOLVING

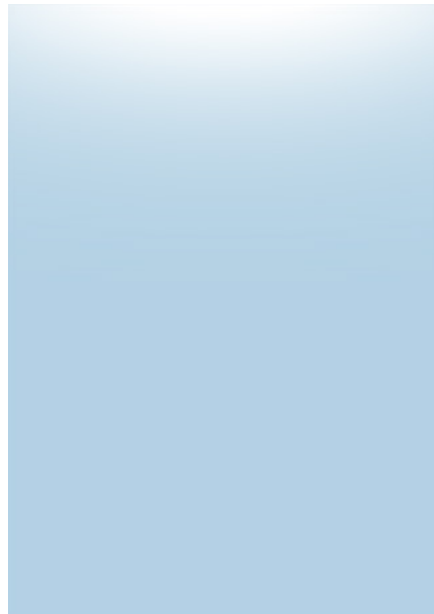
INSPIRING

LEADING

EVOLVING GRADIENT: BASIC GRADIENT

The basic gradient of CHANGAN'S EVOLVING GRADIENT represents the primary level of gradient use and is reserved for institutional communications and initiatives focused on building brand awareness.

When applying the basic gradient, always utilize the full, recognizable shape. Ensure consistent and even scaling to maintain the integrity of the design. Permitted rotation of the basic gradient is limited to 90° increments.



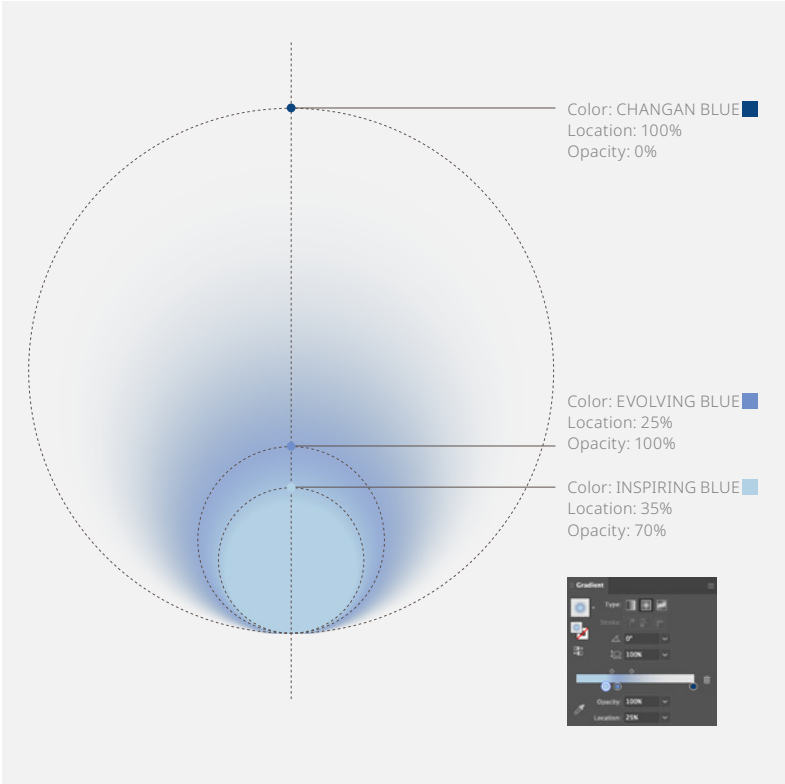
CREATING BASIC GRADIENT

The basic version of the CHANGAN EVOLVING GRADIENT is created using colors selected from the brand color system. Please follow the design parameters and steps shown in the image below to create the layout in Adobe Illustrator, ensuring brand consistency.

NOTE

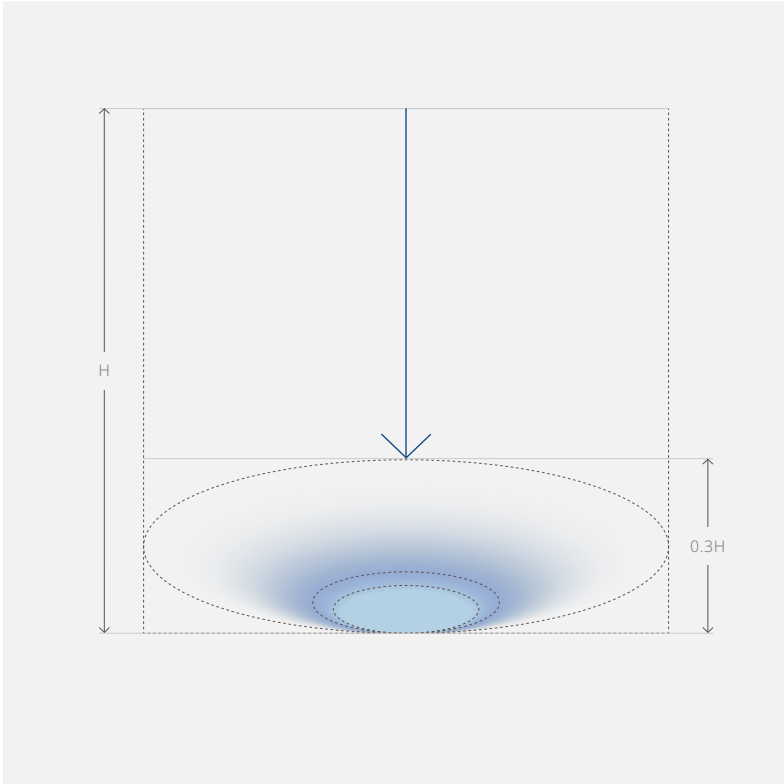
For consistent application, utilize the provided design files for gradient extensions. If custom gradients are required, please consult the brand team and provide comprehensive visual references.

STEP 1



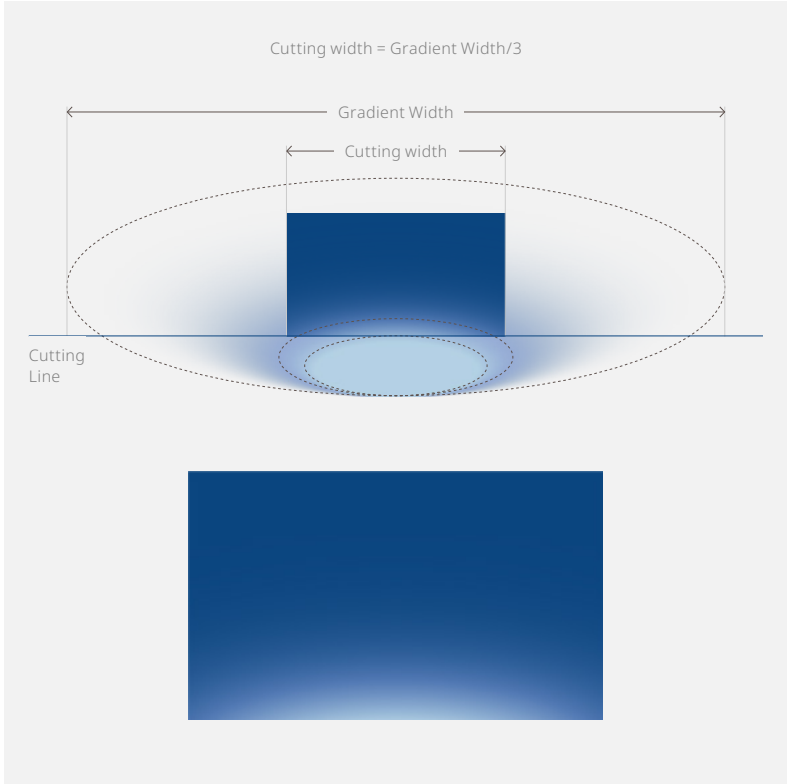
Create a circular gradient

STEP 2



Compress height to 1/3

STEP 3

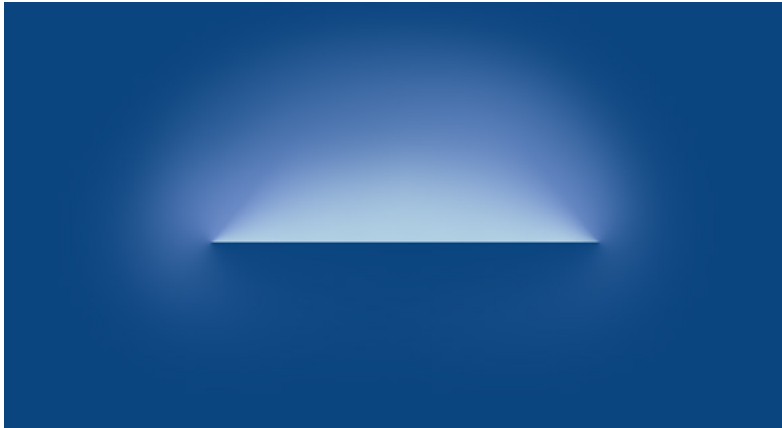


The crop width is 1/3 of the gradient width, the bottom is cropped from the top of the center ring

EXTENDED GRADIENT

The extended gradient is a variation of the CHANGAN basic gradient. It is used to highlight specific content and create visual attention.

The shape can rotate 360° on its own axis.
The minimum value of rotation is 10°.
Use a minimum increment of 5° until 360° is reached.



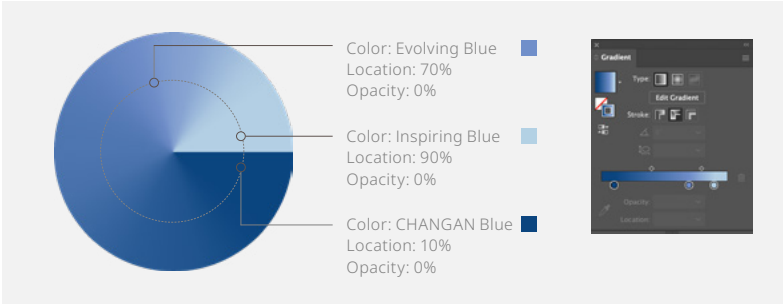
CREATING EXTENDED GRADIENT

This extended version of EVOLVING GRADIENT allows for greater flexibility while maintaining brand consistency. To create your own unique variations, start by selecting colors from the approved brand color system. Then, refer to the design parameters and step-by-step Adobe Illustrator guide below for layout instructions.

NOTE

For consistent application, utilize the provided design files for gradient extensions. If custom gradients are required, please consult the brand team and provide comprehensive visual references.

STEP 1



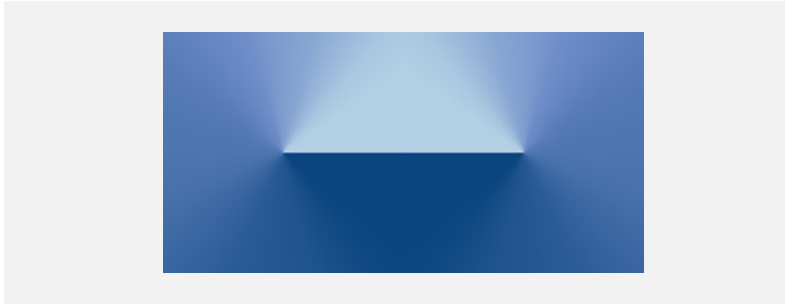
Create a circle, fill the outline with a gradient and tweak the width until there are no gaps in the centre

STEP 2



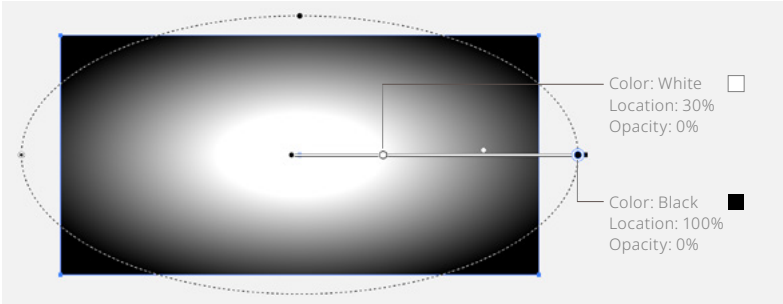
Expand appearance, then create a square clipping mask.

STEP 3



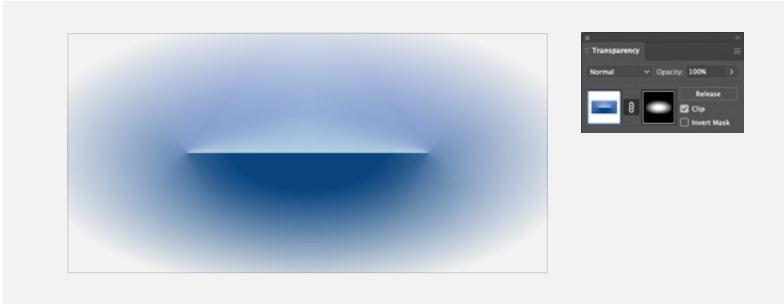
Mirror copying.

STEP 4



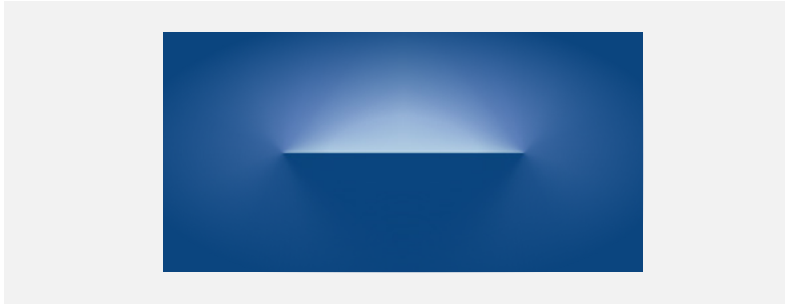
Create a circular gradient in rectangle.

STEP 5



Overlap the two gradients, with the monochrome gradient on top, to create an opaque mask.

STEP 6



Add CHANGAN BLUE as a background color.

6. PHOTOGRAPHY

INTELLIGENT TECHNOLOGY

Our new brand comes with a modern look. An inspiring one, that's what we're here for: to move people in a way that inspires them. Introducing them to real locations and natural settings where our people may get inspired and motivated realistically.

We want to spread our message as direct as possible. That is why we should translate our brand tonality into a visual world. The following pages should give you a clear direction on how we want our photography to reflect the brand.

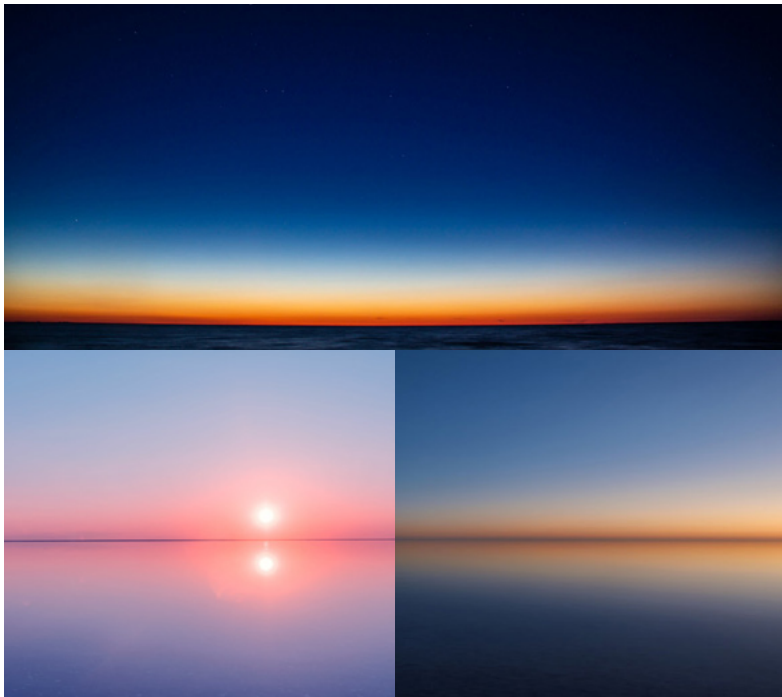
We and our people keep it real. That is why we must portray our true selves in real-life environments. Understanding how we look like is as important as knowing how we definitely shouldn't look like.



SUBJECTS

As a key source of inspiration, we transformed the brand mission of “Leading automotive civilization and benefiting human life” into a creative concept: “Beyond the Horizon” – to demonstrate our more ambitious goals and vision.

PLACES & SPACES



We capture inspirational locations and appreciate the world around us-both natural and urban environments. A moving world, full of wonder.

PRODUCTS & INNOVATION



We celebrate technology and express our innovative spirit through a progressive photographic style.

PEOPLE & INTELLIGENT



We portray CHANGAN as a creator of an intelligent, cleaner travel lifestyle for diverse group of people.

RETOUCHING AND COLOR

The role of retouching and color grading is to enhance the overall aesthetic appeal, consistency, and storytelling of the visuals. Here are the key roles of retouching and color grading:

To ensure overall consistency we establish a premium, contrasty and futuristic look and feel across all images. Additionally, we identify parts which may be infused with our primary or secondary color palette.



7. TYPOGRAPHY

PRIMARY FONT

CHANGAN UNI TYPE is our distinctive brand typeface, perfectly suited for taglines and titles. Its extensive glyph selection, encompassing symbols, numerals, and even iconic elements like arrows, empowers communication across diverse contexts.

From data-rich applications to bold, minimalist headlines, CHANGAN UNI TYPE delivers versatility and visual impact.

CHANGAN UNI TYPE

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

0123456789
@ ¥ % \$ &

SECONDARY FONT

Noto Sans is our secondary typeface for body text in overseas markets, and for all language families not covered by CHANGAN UNI TYPE. Noto Sans includes fonts for nearly all of the world's writing systems (scripts): from Latin, Chinese, Arabic, Hebrew, and all Indic scripts, to Egyptian hieroglyphs and emoji.

All Noto fonts are licensed under the Open Font License. It can be used in all products & projects — print or digital, commercial or otherwise.

NOTO SANS FAMILY

Noto Sans Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789**

Noto Sans Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Noto Sans Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Noto Sans Light Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789*

CASING STYLES

CHANGAN UNI TYPE is our distinctive brand typeface, perfectly suited for taglines and titles. Its extensive glyph selection, encompassing symbols, numerals, and even iconic elements like arrows, empowers communication across diverse contexts.

TITLE

CHANGAN UNI TYPE Regular

SUBTITLE

CHANGAN UNI TYPE Regular

BODY

Noto Sans Light

NOTE

Noto Sans ExtraLight Italic

HIGHLIGHT

Noto Sans Bold

From data-rich applications to bold, minimalist headlines, CHANGAN UNI TYPE delivers versatility and visual impact.

SMART YOUR FUTURE

A sustainable mobility advocate
with a caring heart

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

globalchangan.com

TYPOGRAPHY DON'TS

SMART YOUR FUTURE

Do not use incorrect font weight or non-brand fonts.

SMART YOUR FUTURE

Do not change font shapes (by stretching, rotating, tilting, etc.).

SMART YOUR FUTURE

Do not add any effects or use Aurora green in the text to affect the legibility.

SMART YOUR FUTURE

Do not use inappropriate tracking, as it affects readability.

CHANGAN Automobile is one of the four major Chinese automobile groups, with 40 years of car manufacturing experience, we have 12 manufacturing bases and 22 plants worldwide. As a leading Chinese car manufacturer, CHANGAN Automobile has self-owned brands including CHANGAN, NEVO, DEEPAL, AVATR, KAICHENG, and joint venture brands including CHANGAN Ford, CHANGAN Mazda, and JMC.

Avoid overly tight leading, with crashing ascenders and descenders, for both heading and body text.

CHANGAN Automobile is one of the four major Chinese automobile groups, with 40 years of car manufacturing experience, we have 12 manufacturing bases and 22 plants worldwide. As a leading Chinese car manufacturer, CHANGAN Automobile has self-owned brands including CHANGAN, NEVO, DEEPAL, AVATR, KAICHENG, and joint venture brands including : CHANGAN Ford, CHANGAN Mazda, and JMC.

Do not place punctuation marks at the beginning of a line.

8.

LAYOUT

LAYOUT SYSTEM

CHANGAN's brand identity is brought to life through a dynamic and adaptable design system. Our brand code is expressed through key visual elements, including the brand mark, the gradient graphic, a distinct color palette, photography style and font. These elements work in harmony to create a cohesive and impactful brand experience that is unmistakably CHANGAN.

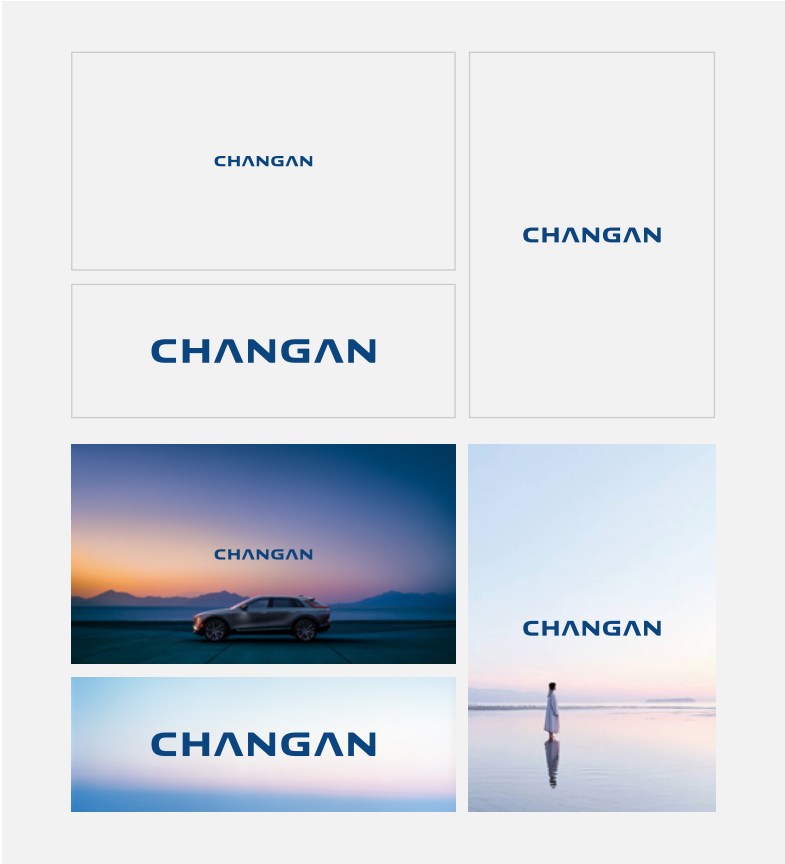


LAYOUT PRINCIPLES

1. BRANDMARK SIZE

While there's no fixed rule for scaling the brand mark, it should always be legible and proportionate to the overall design. It shouldn't overpower the surrounding content or be so small that it becomes difficult to discern. Consider the context of use, the intended viewing distance, and always adhere to the minimum size.

1



2. MARGIN

Margin spacing is typically determined by the brand mark's 'C' width. In most cases, allow for a margin equal to twice the width of the 'C'. However, a single 'C' width margin is acceptable in limited situations. Always base your measurements on the specific brand mark size being used.

2



3. BRANDMARK PLACEMENT

The brand mark should always be horizontally or vertically centered within its designated space. The ideal positioning will depend on the specific context of its use. Consider factors such as the intended viewing experience, the surrounding content, and the overall design aesthetic to determine the most effective placement.

3



LOGO SIZE

FOCUS ON BRAND

When brand communication is the primary focus, the CHANGAN brandmark should be prominently displayed, maximizing its size within the given space.

FOCUS ON BRAND



FOCUS ON IMAGE

Highlights the key visual to enhance visual impact, suitable for most communication purposes.
Applications: Impactful image advertisement.

FOCUS ON IMAGE



FOCUS ON INFORMATION

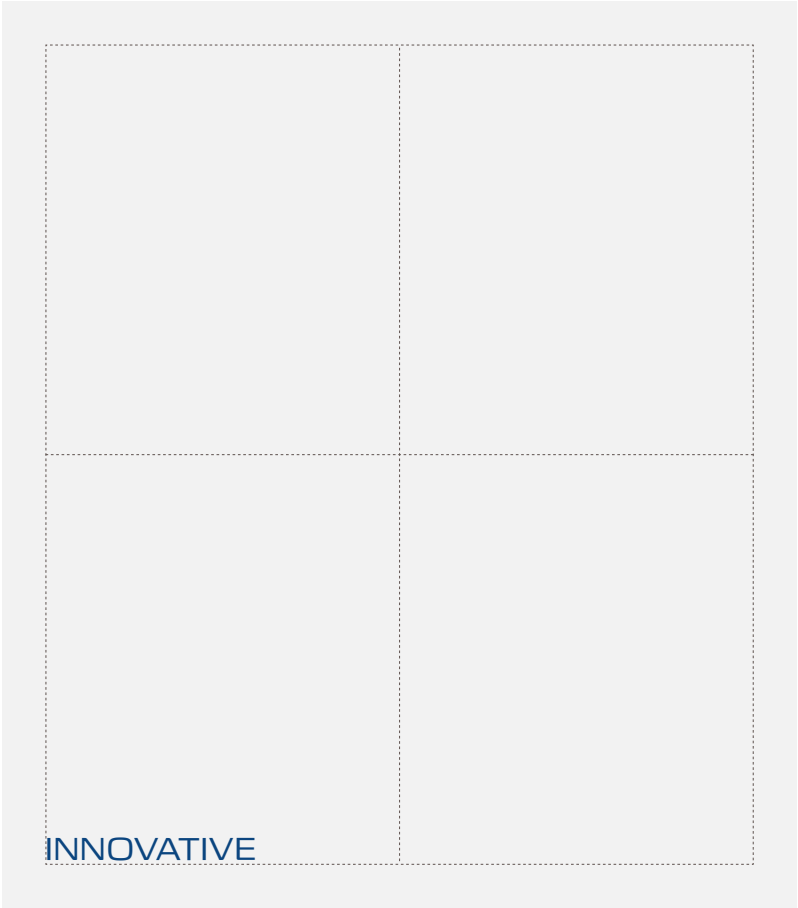
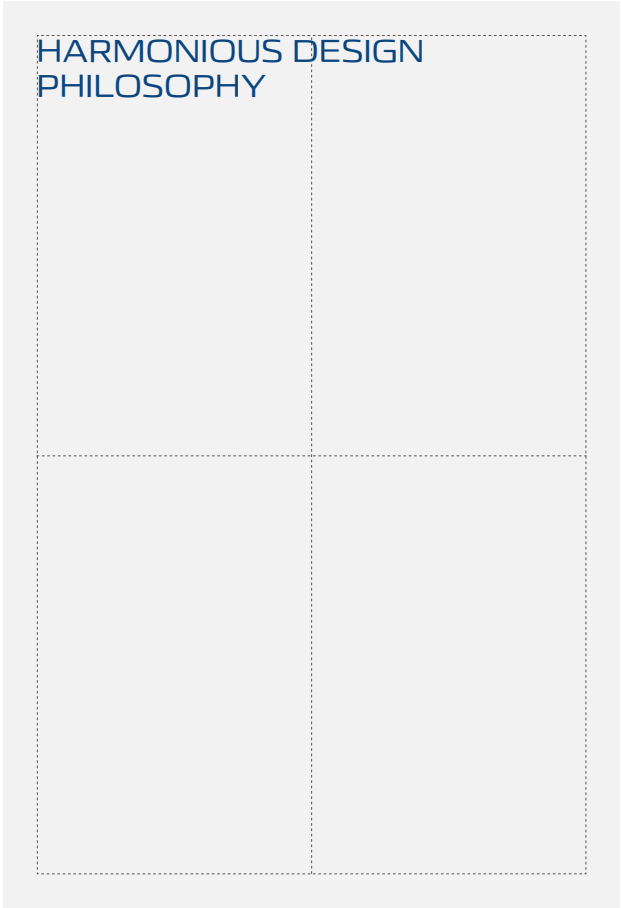
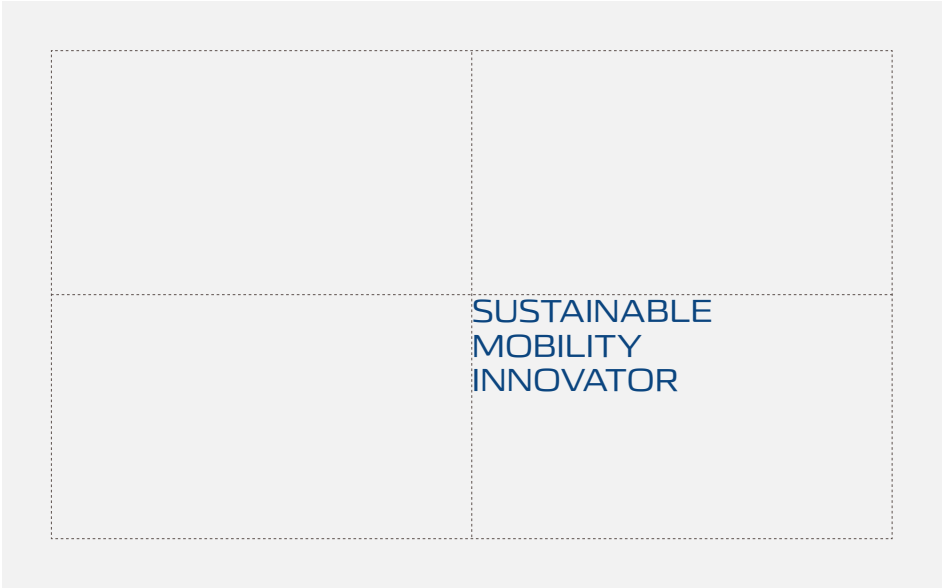
Provides detailed information and dealer contact to further explain the message and encourages consumers to take action.
Applications: Product feature, event information, dealer communication.

FOCUS ON MESSAGE



TEXT POSITIONING

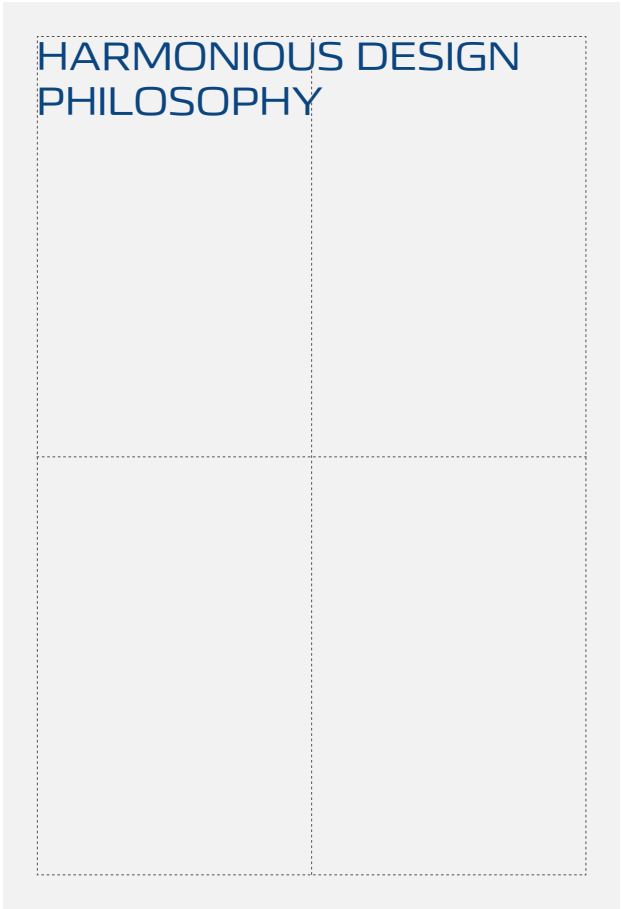
Text elements have layout flexibility, but should always be aligned either to the left or center within the CHANGAN design system. Regardless of placement, all text must maintain consistent margins.



TEXT SIZE

While text sizes within the design are flexible, there are some recommendations to keep in mind. Generally, a font size of 8.5 pt is advised for body text. Line height should be set between 105% and 125%, taking into account the specific typeface and desired readability.

Large headlines generally benefit from tighter line height, while body text in materials like ads or presentations requires more spacing to ensure optimal readability.



TEXT HIERARCHY

For most layouts, prioritize the regular-weight CHANGAN UNI TYPE, especially for titles and prominent headlines. While combining bold and regular weights within a single headline is acceptable for emphasis, clarity and readability using the regular weight should remain paramount.

Throughout all designs, establish a clear visual hierarchy between text levels to guide the user's eye. Achieve this primarily through distinct size and weight variations. Clarity and significant contrast are essential layout principles to maintain throughout.

A sustainable mobility advocate
with a caring heart

CHANGAN Automobile has more than 16,000 engineers
and technicians from 30 countries around the world, and
has established R&D network of ten cities in six countries in
Chongqing, Beijing, Shanghai, Dingzhou in Hebei, Hefei in
Anhui, Turin in Italy, Yokohama in Japan, Birmingham in the
UK, Detroit in the US and Munich in Germany.

globalchangan.com

SUSTAINABLE
MOBILITY
INNOVATOR

SMART YOUR FUTURE

globalchangan.com

HARMONIOUS DESIGN
PHILOSOPHY

CHANGAN Automobile is one of the four major
Chinese automobile groups, with 40 years of
car manufacturing experience, we have 12
manufacturing bases and 22 plants worldwide.
As a leading Chinese car manufacturer,
CHANGAN Automobile has self-owned brands
and joint venture brands including CHANGAN
Ford, CHANGAN Mazda, and JMC. In 2021, the
cumulative sales of CHANGAN's self-owned
brand exceeded 20 million units.

Up till April 2024, the cumulative sales of
Chinese brands under CHANGAN exceeded
26.33 million units.

globalchangan.com

In 2017, CHANGAN Automobile launched its "The Third Business
Venture — Innovation & Entrepreneurship Program" to build
culture, efficiency and software capabilities as core competencies,
and transformation towards an intelligent low-carbon mobility
technology company.

INNOVATIVE

TEXT COLOR

Typography can be set in five distinct colors: CHANGAN BLUE, Inspiring Blue, Evolving Blue, Black, or White. When selecting a color, prioritize high contrast to ensure text legibility. For extensive body copy, particularly in print, use 100% black for optimal readability.

CHANGAN BLUE

SMART YOUR FUTURE

INSPIRING BLUE

SMART YOUR FUTURE

EVOLVING BLUE

SMART YOUR FUTURE

BLACK

SMART YOUR FUTURE

WHITE

SMART YOUR FUTURE

9. APPLICATIONS

STATIONERY

BUSINESS CARD

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

| | | |
|----------------------|--------------------------|-------|
| RECOMMENDED SIZE | | |
| 90 mm X 55 mm | | |
| RECOMMENDED MATERIAL | | |
| 300g specialty paper | | |
| RECOMMENDED PROCESS | | |
| Four-color printing | | |
| FONT | | |
| Name | Changan Uni Type_Regular | 12 pt |
| Job title | Changan Uni Type_Regular | 6 pt |
| Information | Noto Sans_Light | 6 pt |



DL ENVELOPE

The mailing envelope is a key representation of the company's image, making strict adherence to its defined structure and layout essential.

RECOMMENDED SIZE

220 mm X 110 mm

RECOMMENDED MATERIAL

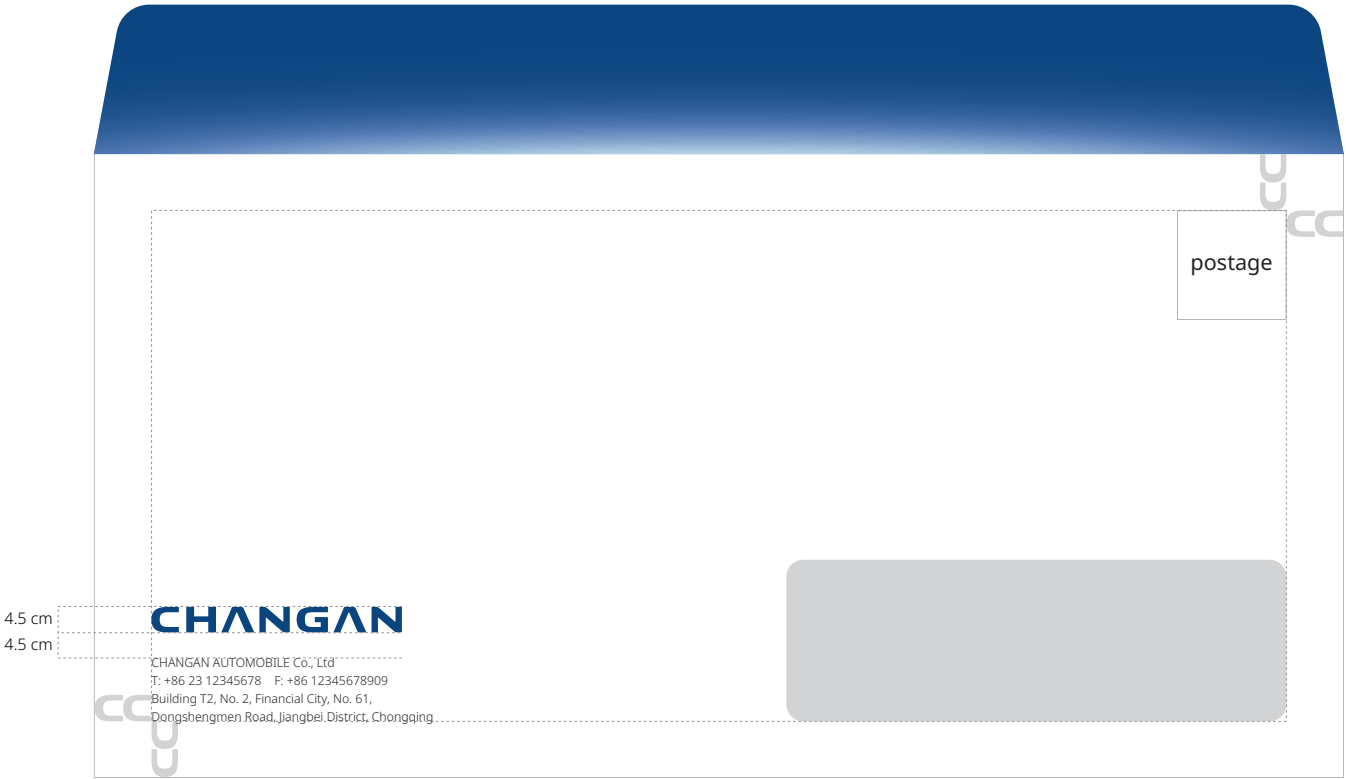
120g two-sided offset paper

RECOMMENDED PROCESS

Four-color printing

FONT

| | | |
|-----------------|-----------------|------|
| Company name | Noto Sans_Light | 6 pt |
| Address | Noto Sans_Light | 6 pt |
| Contact details | Noto Sans_Light | 6 pt |



C4 ENVELOPE

The mailing envelope is a key representation of the company's image, making strict adherence to its defined structure and layout essential.

| | | |
|-----------------------------|-----------------|------|
| RECOMMENDED SIZE | | |
| 324 mm X 229 mm | | |
| RECOMMENDED MATERIAL | | |
| 150g two-sided offset paper | | |
| RECOMMENDED PROCESS | | |
| Four-color printing | | |
| FONT | | |
| Company name | Noto Sans_Light | 6 pt |
| Address | Noto Sans_Light | 6 pt |
| Contact details | Noto Sans_Light | 6 pt |



LETTERHEAD

The letterhead is a central element of the company's and its employees' professional identity. Therefore, strict adherence to its established structure and layout is crucial.

RECOMMENDED SIZE

210 mm X 297 mm

RECOMMENDED MATERIAL

80g coated paper

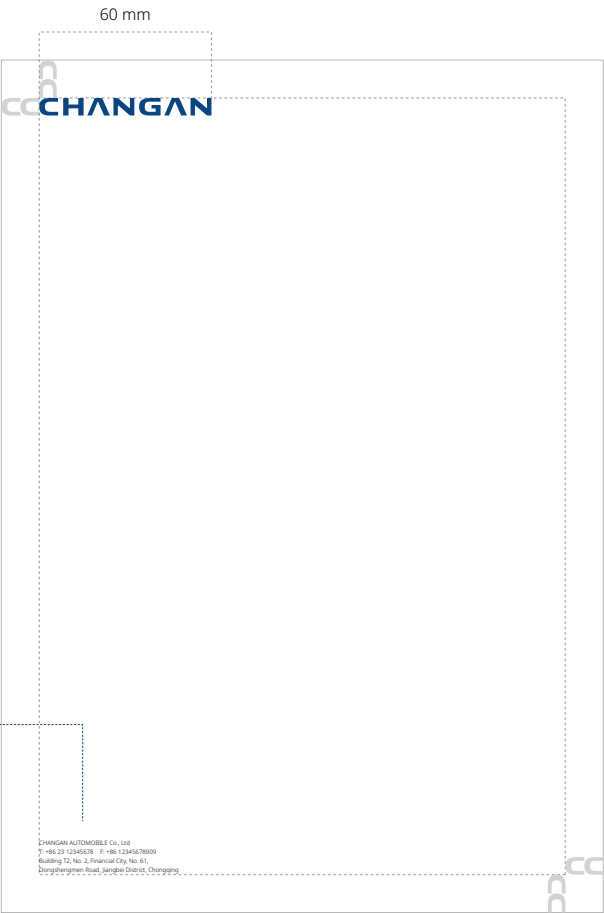
RECOMMENDED PROCESS

Four-color printing

FONT

| | | |
|-----------------|-----------------|------|
| Company name | Noto Sans_Light | 6 pt |
| Address | Noto Sans_Light | 6 pt |
| Contact details | Noto Sans_Light | 6 pt |

CHANGAN AUTOMOBILE Co., Ltd
T: +86 23 12345678 F: +86 12345678909
Building T2, No. 2, Financial City, No. 61,
Dongshengmen Road, Jiangbei District, Chongqing



WORD TEMPLATE

The Word template is a core element of the company's and its employees' professional communication. Therefore, strict adherence to its established structure and layout is essential.

RECOMMENDED SIZE

210 mm X 297 mm

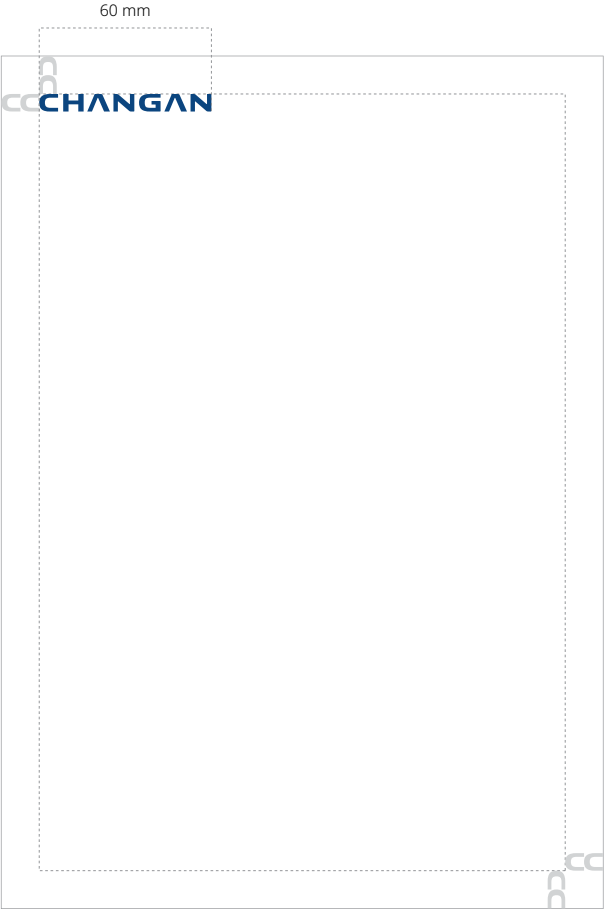
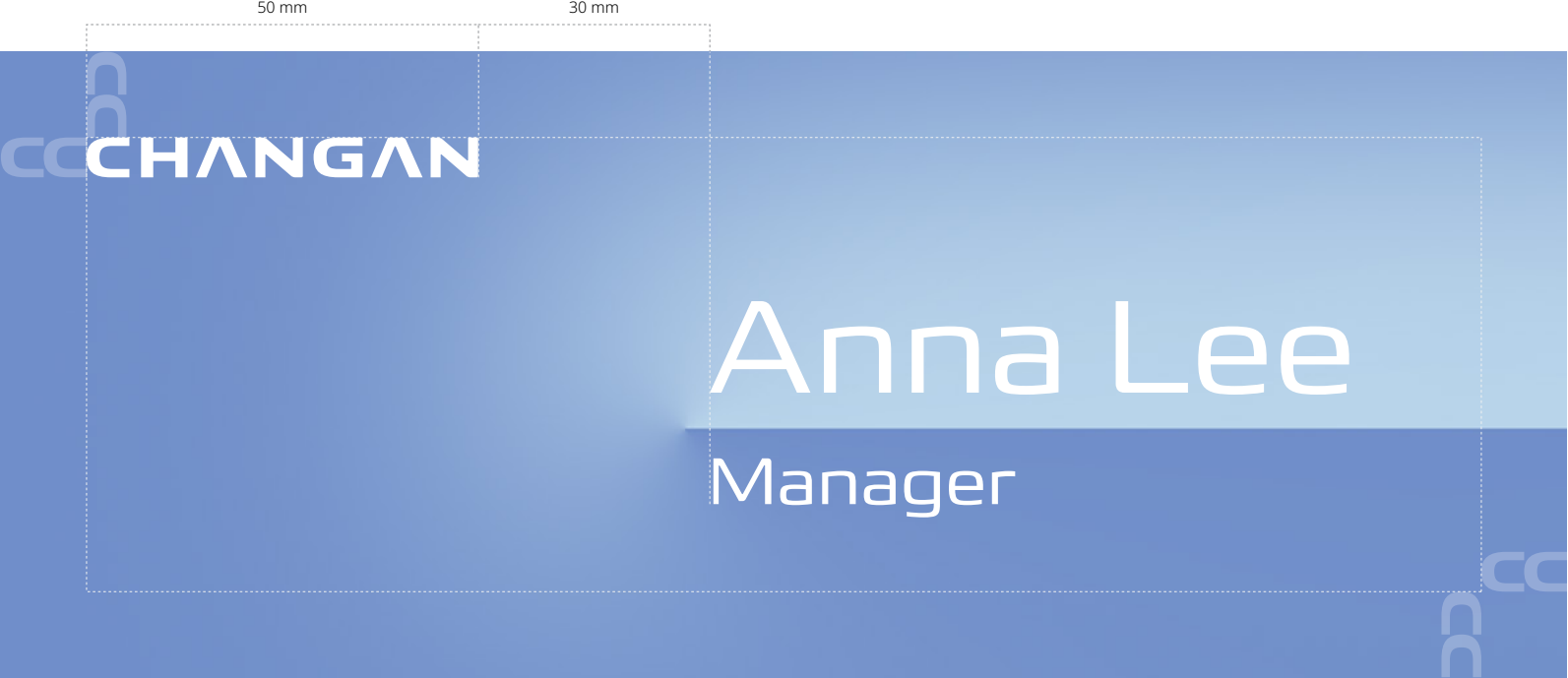


TABLE CARD

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

| | | |
|----------------------|--------------------------|-------|
| RECOMMENDED SIZE | | |
| 200 mm X 80 mm | | |
| RECOMMENDED MATERIAL | | |
| 157g coated paper | | |
| RECOMMENDED PROCESS | | |
| Four-color printing | | |
| FONT | | |
| Name | Changan Uni Type_Regular | 48 pt |
| Job title | Changan Uni Type_Regular | 24 pt |



EMPLOYEE CARD

The employee ID card serves as a clear marker of belonging to CHANGAN, fostering a sense of internal pride, unity, and camaraderie among employees.

RECOMMENDED SIZE

54 mm X 85 mm

RECOMMENDED MATERIAL

157g coated paper

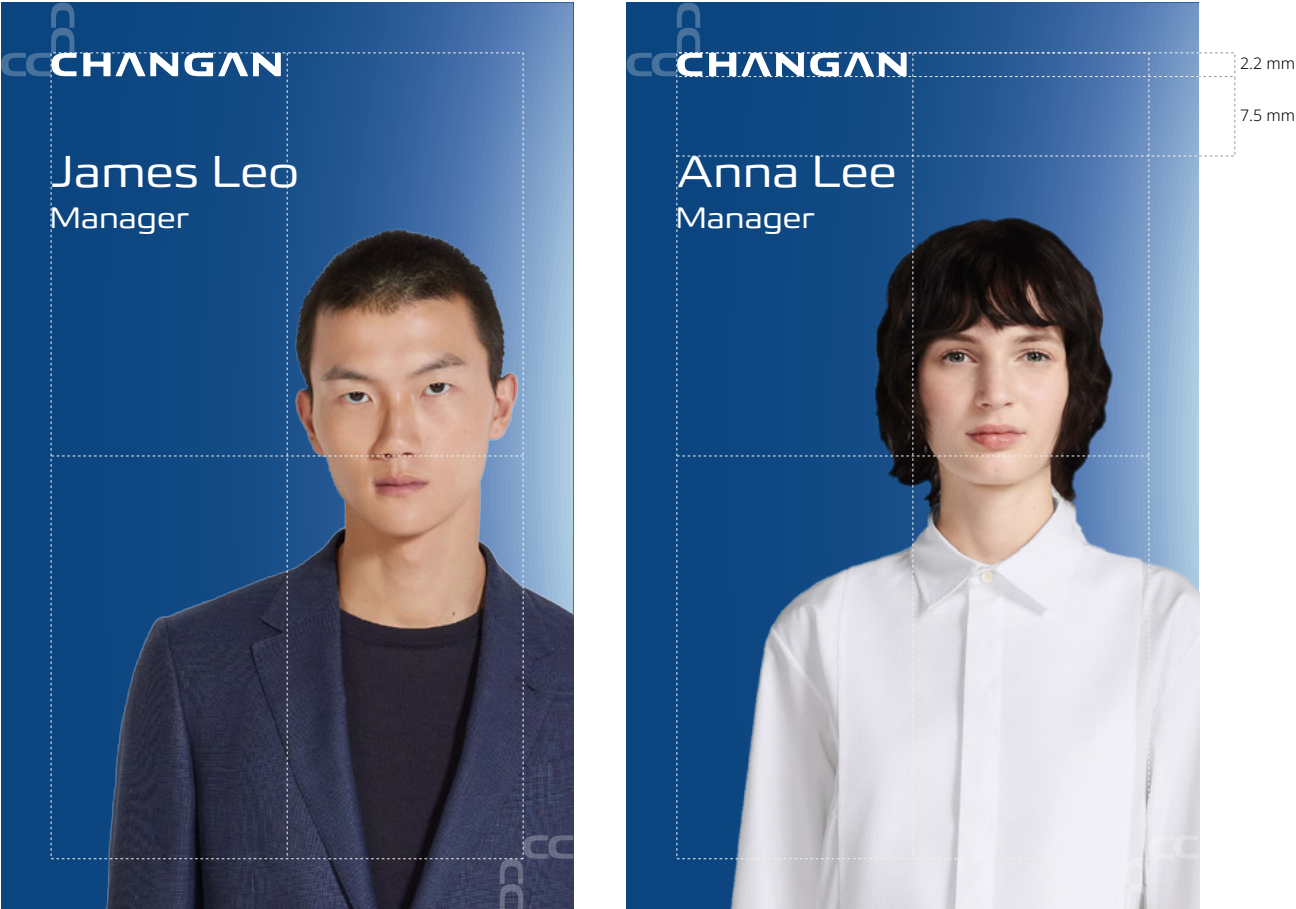
RECOMMENDED PROCESS

Four-color printing

FONT

| | | |
|-----------|--------------------------|-------|
| Name | Changan Uni Type_Regular | 12 pt |
| Job title | Changan Uni Type_Regular | 8 pt |

To ensure accurate brand representation, precise and consistent design and implementation are paramount. The employee ID card must prominently display essential employee information while adhering to the established brand guidelines.



VISITOR CARD

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

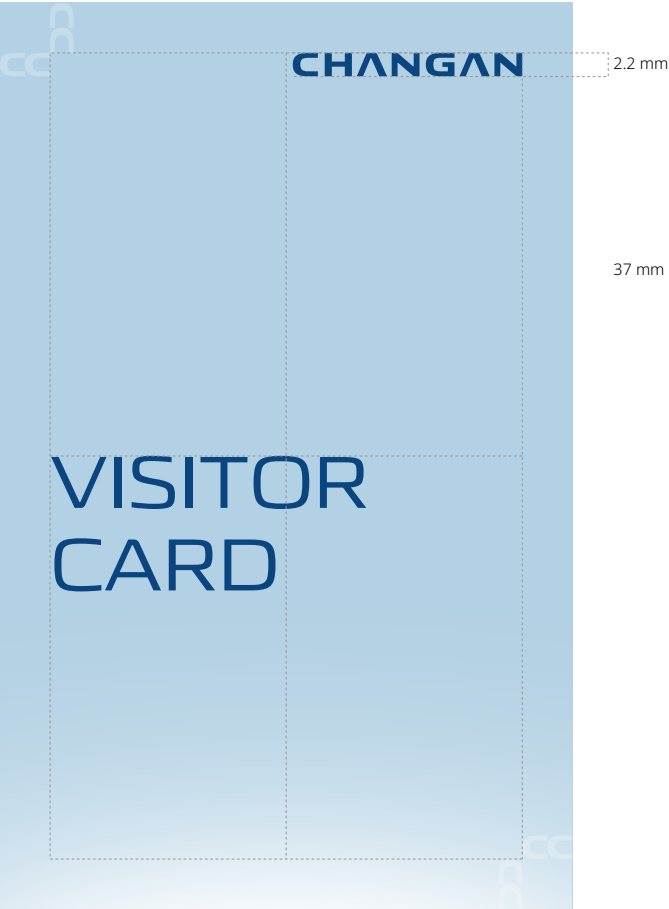
54 mm X 85 mm

RECOMMENDED MATERIAL

157g coated paper

RECOMMENDED PROCESS

Four-color printing



PAPER CUP

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

87 mm X 75 mm

RECOMMENDED MATERIAL

Food-grade wood pulp paper laminated with
food-grade PE film

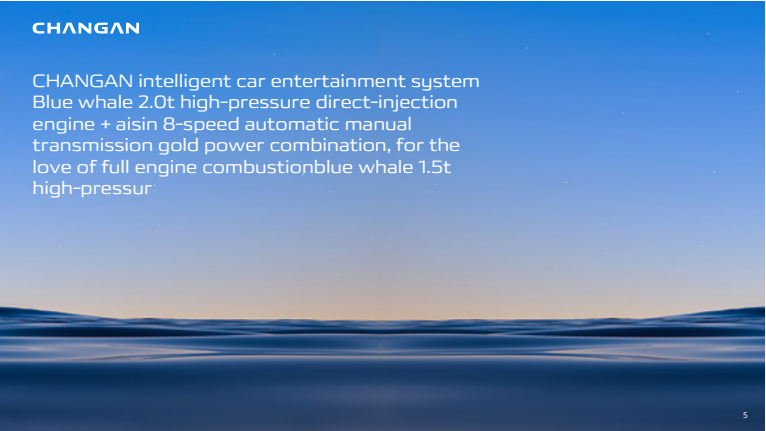
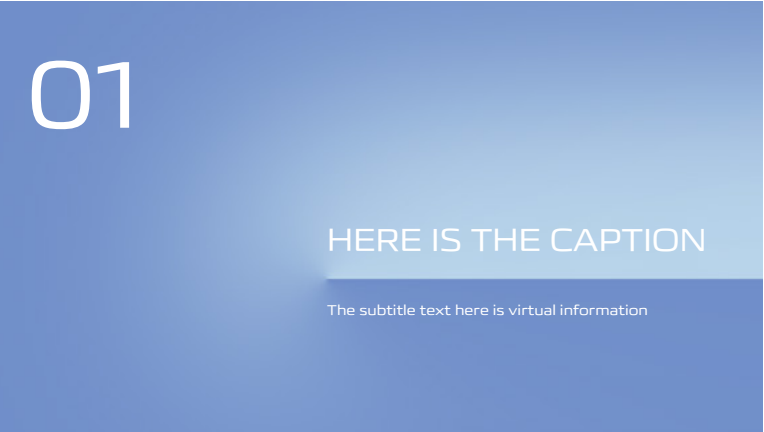
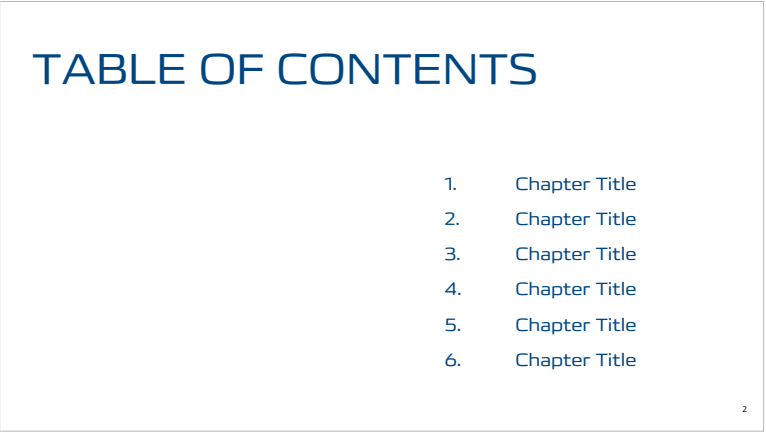
RECOMMENDED PROCESS

Four-color printing



POWERPOINT TEMPLATE

The design shown here is for reference purpose only.
Please make adjustments for your specific application.



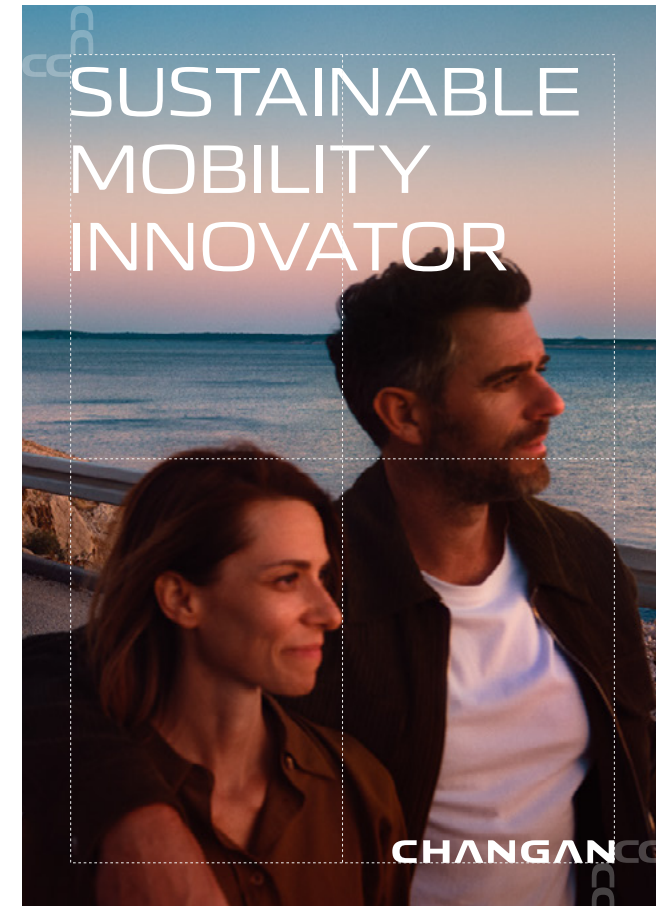
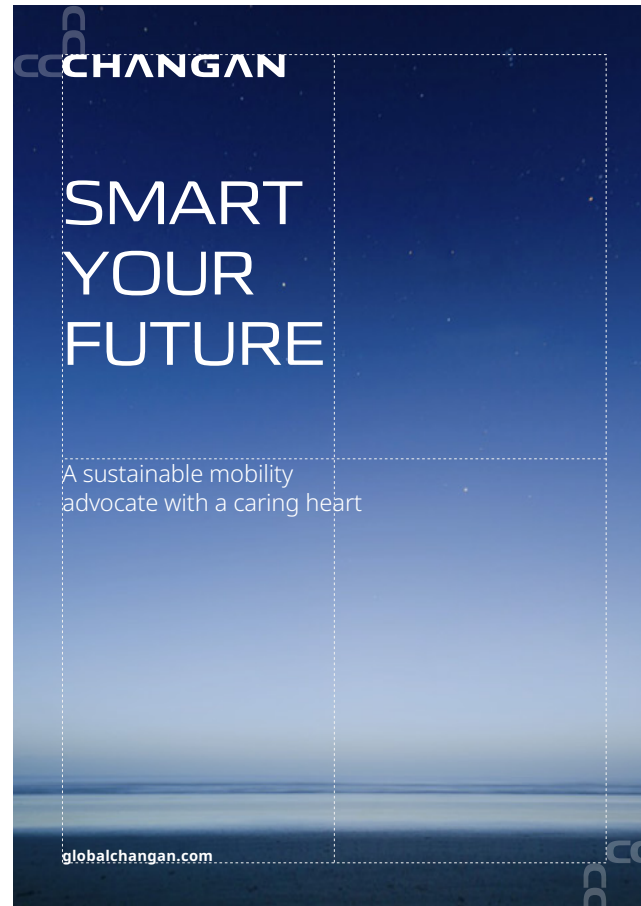
ADVERTISING

VERTICAL POSTER

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

Depend on actual situation



SUBWAY POSTER

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

Depend on actual situation



BILLBOARD

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

Depend on actual situation



BRANCH COMPANY

LOGO ON OFFICE BUILDING

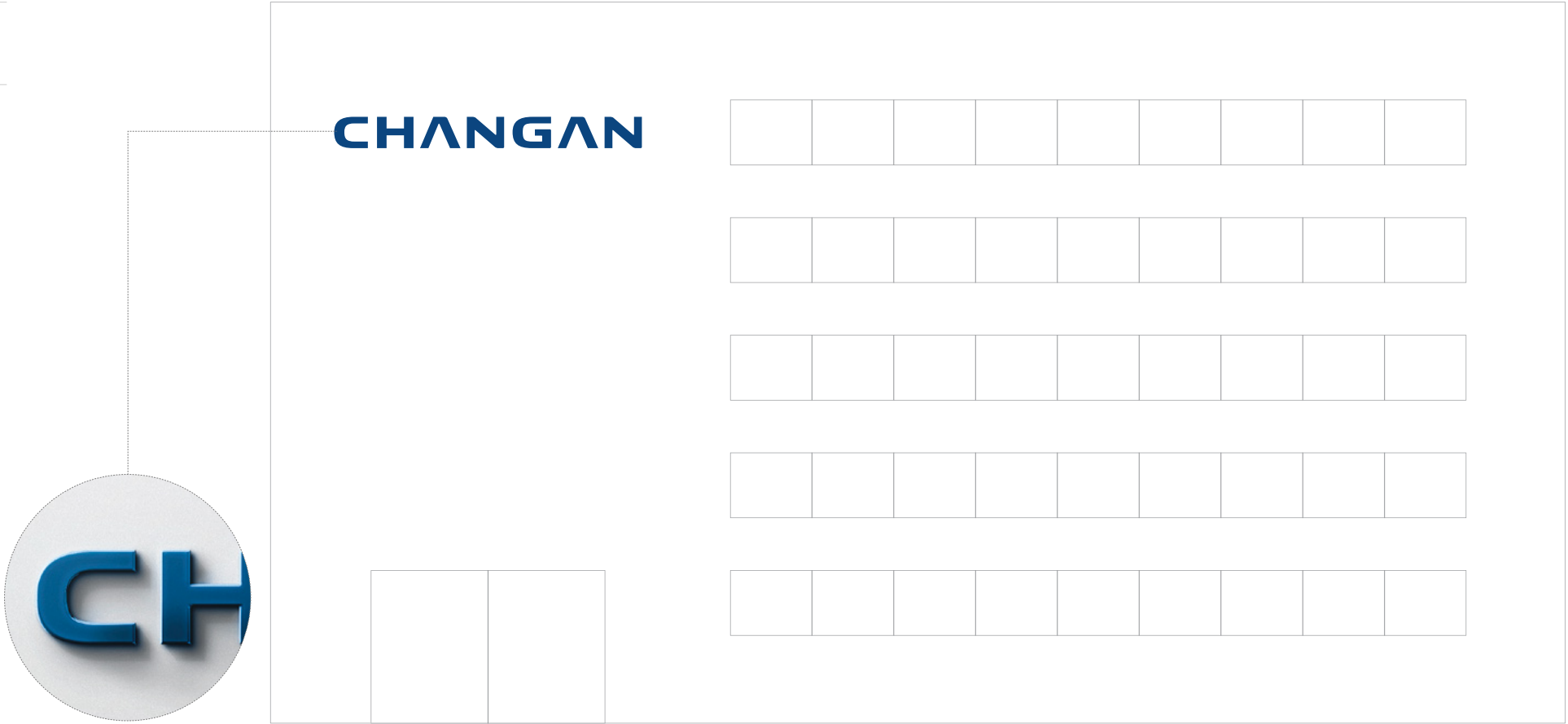
The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

Depend on actual situation

RECOMMENDED MATERIAL

Stainless steel logo with painting, transparent acrylic base with back lighting.



OFFICE RECEPTION WALL

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

Depend on actual situation

RECOMMENDED MATERIAL

Stainless steel logo with painting, transparent acrylic base with back lighting

RECEPTION DESK

Embedded lighting, simulating our branded gradient effect



OFFICE FLOOR GUIDE

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

400 mm X 700 mm X 15 mm

RECOMMENDED MATERIAL

Plate: stainless steel with blue painting
Content: stainless steel with white painting

FONT

Information Changan Uni Type_Regular



OFFICE DOORPLATE

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

360 mm X 150 mm X 15 mm

RECOMMENDED MATERIAL

Plate: stainless steel with blue painting
Content: stainless steel with white painting

FONT

Information Changan Uni Type_Regular

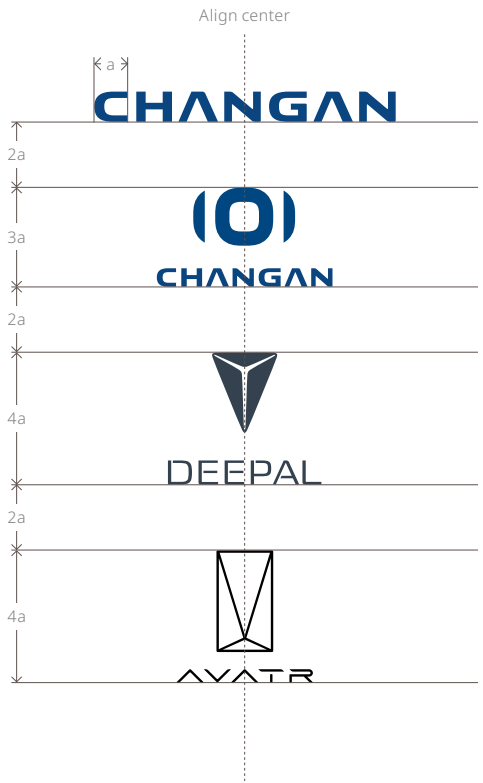


STORE SPACE (EXTERIOR) 1

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED PLATE MATERIAL

Acrylic logo with white painting and side lighting

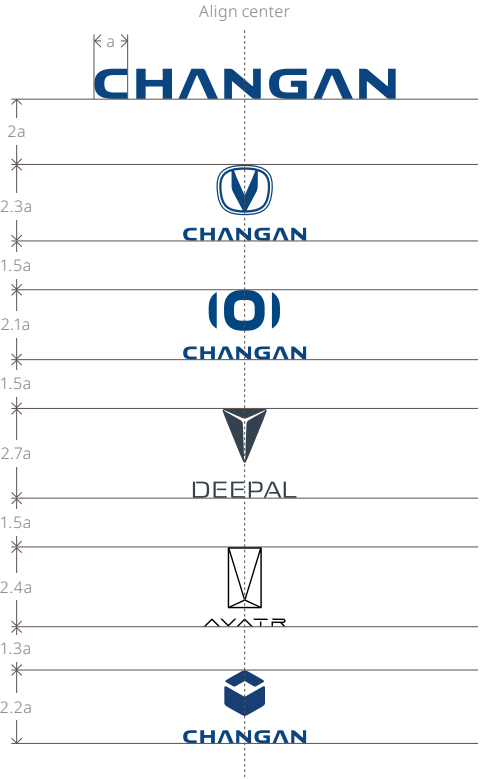


STORE SPACE (EXTERIOR) 2

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED PLATE MATERIAL

Acrylic logo with white painting and side lighting

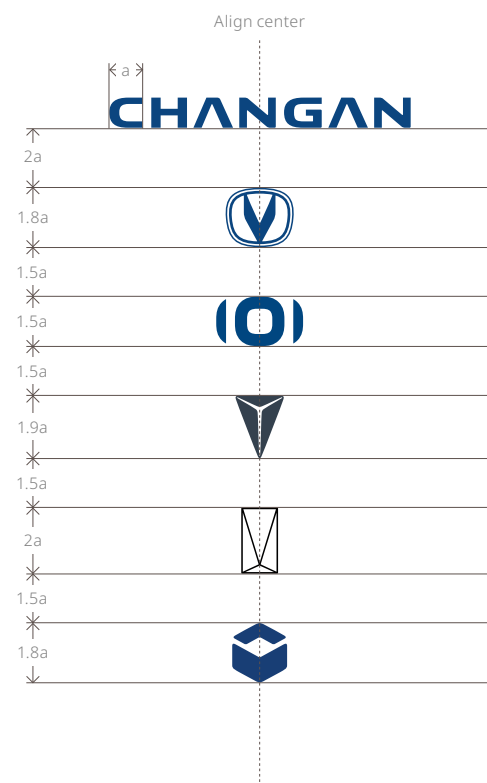


STORE SPACE (EXTERIOR) 3

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED PLATE MATERIAL

Acrylic logo with white painting and side lighting



STORE SPACE (EXTERIOR) 4

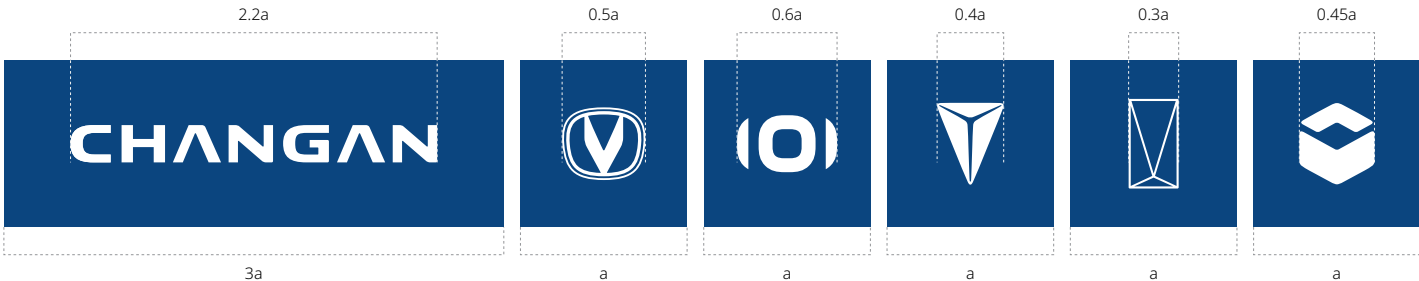
The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

Depend on actual situation

RECOMMENDED MATERIAL

Acrylic logo with white painting and side lighting



STORE SPACE (INTERIOR) 1

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

Depend on actual situation

RECOMMENDED MATERIAL

Stainless steel logo with painting, transparent acrylic base with back lighting

RECEPTION DESK

Embedded lighting, simulating our branded gradient effect



MULTIMEDIA

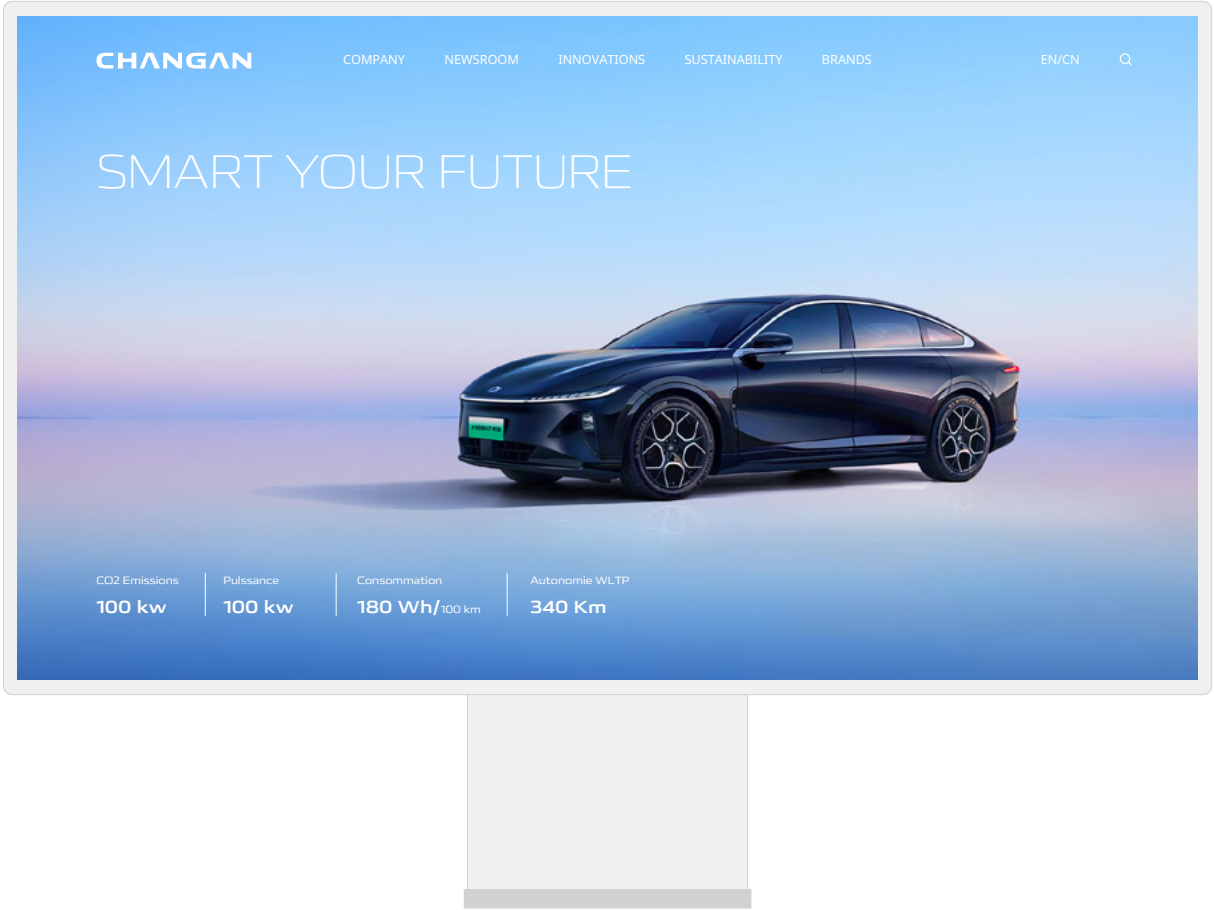
WEBSITE HOMEPAGE STYLE

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

The website homepage should have a clean and minimalist design
that effectively showcases our brand identity.

RECOMMENDED SIZE

1920 px X 1080 px

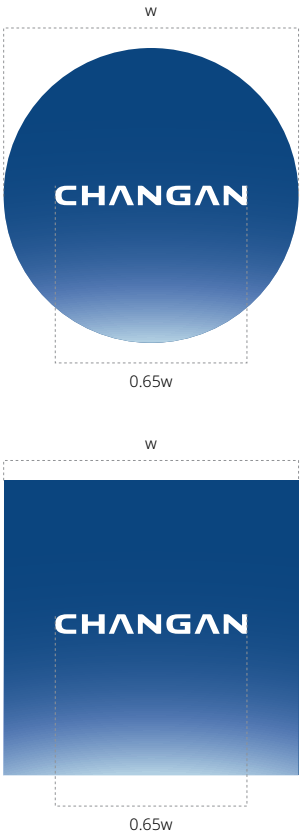
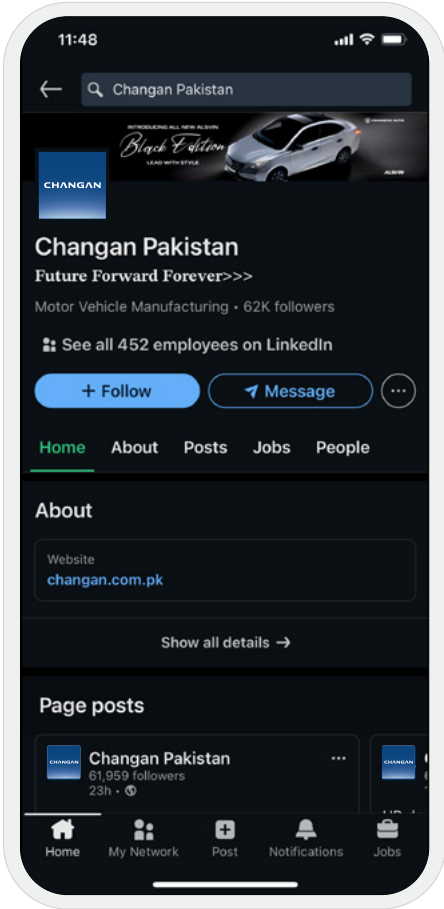
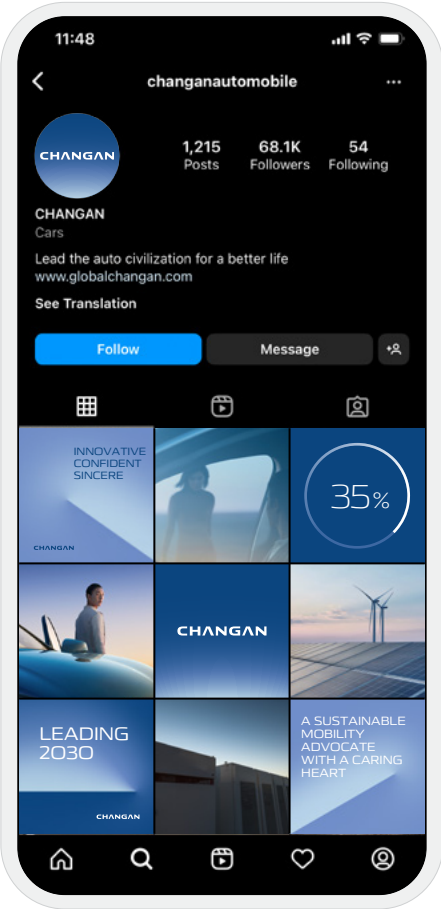


SOCIAL MEDIA ACCOUNT PAGE

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

Depend on actual situation



DIGITAL BUSINESS CARD

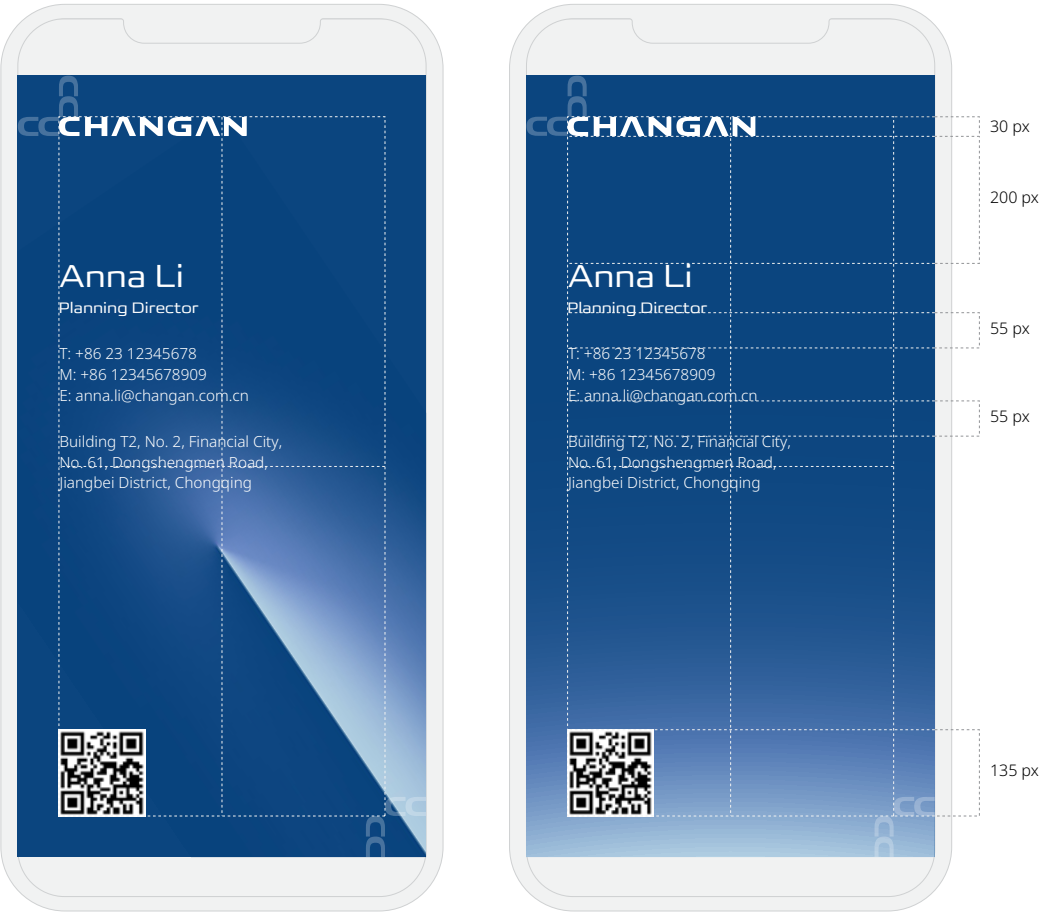
The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

640 px X 1225 px

FONT

| | | |
|-------------|--------------------------|-------|
| Name | Changan Uni Type_Regular | 50 pt |
| Job title | Changan Uni Type_Regular | 24 pt |
| Information | Noto Sans_Regular | 24 pt |



DIGITAL INVITATION LETTER

The design shown here is for reference purpose only.
The inclusion of a QR code is optional and can be determined based on specific requirements.

RECOMMENDED SIZE

640 px wide; no height limitation

FONT

Tagline Changan Uni Type_Regular
Information Noto Sans_Light



LOGO ENDFRAME

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

LOGO SIZE

Its the recommended width of the brand mark is 0.5x the scene width. On mobile, the recommended width of the brand mark is 0.7x the scene width. The brand mark should be centered vertically and horizontally within the frame.

RECOMMENDED SIZE

Depend on actual situation



EVENT MATERIAL

STREAMER BANNER

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

Depend on actual situation

RECOMMENDED MATERIAL

Polyester pongee

RECOMMENDED PROCESS

Heat transfer printing

FONT

Tagline Changan Uni Type_Regular



FLAG

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

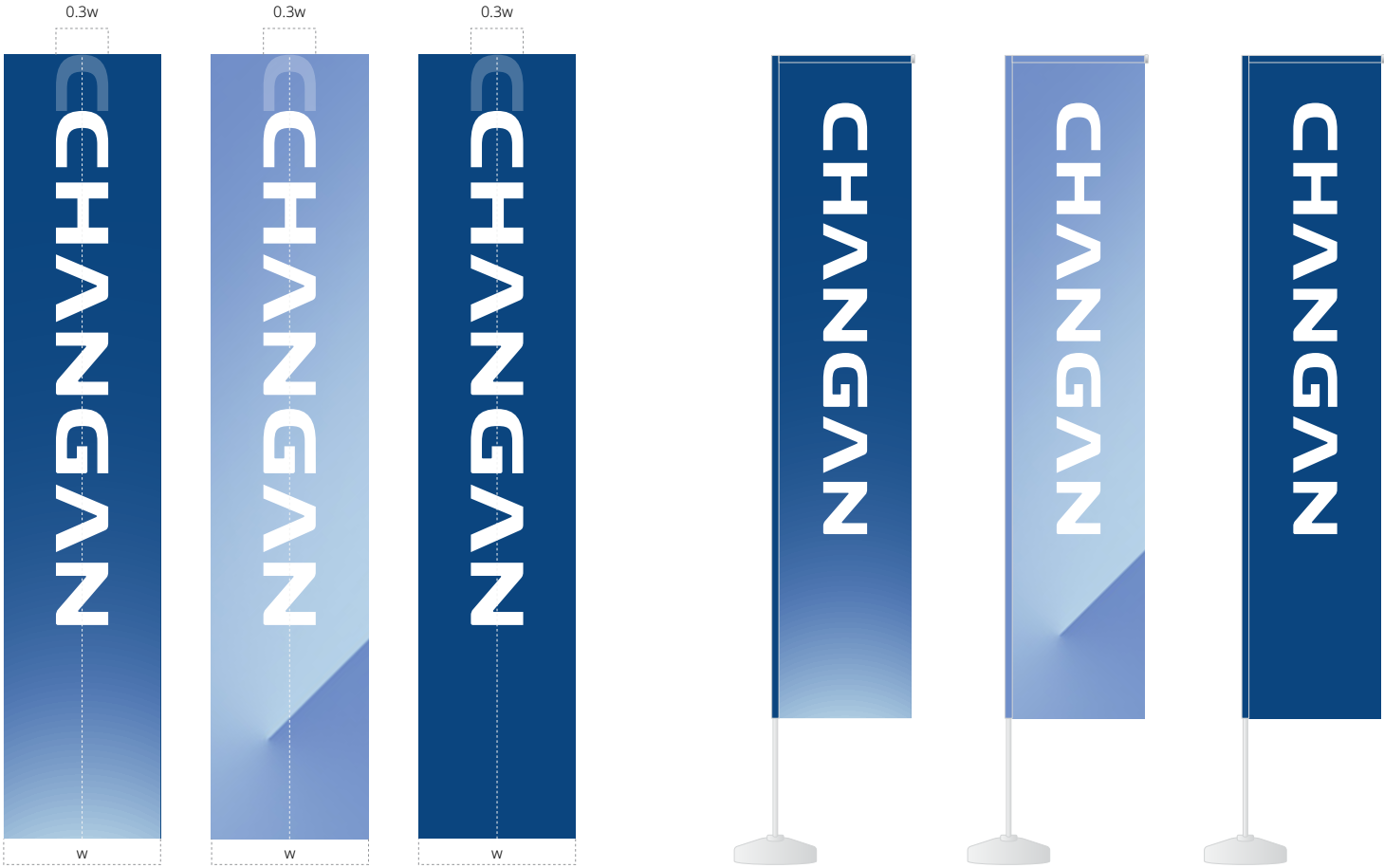
Depend on actual situation

RECOMMENDED MATERIAL

Polyester fabric

RECOMMENDED PROCESS

Heat transfer printing



T-SHIRT

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

Depend on actual situation

RECOMMENDED MATERIAL

Pure cotton

RECOMMENDED PROCESS

Heat transfer printing



CARRIER BAG

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

390 mm X 270 mm X 80 mm

RECOMMENDED MATERIAL

250g white board

RECOMMENDED PROCESS

Four-color printing and hot-stamped (silver) logo



UMBRELLA

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

LOGO SIZE

Its recommended high is approximately 0.6x the width of an edge. The logo should be centered vertically within the frame.

RECOMMENDED SIZE

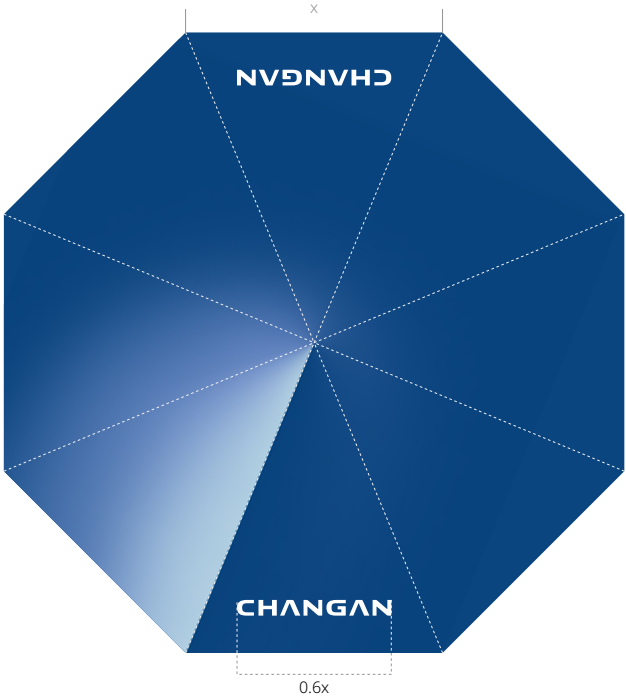
Umbrella canopy diameter: 1370 mm
Umbrella case diameter: 685 mm X 60 mm

RECOMMENDED MATERIAL

Nylon fabric

RECOMMENDED PROCESS

Heat transfer printing



MICROPHONE COVER

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

60 mm X 60 mm

RECOMMENDED MATERIAL

Gummed paper

RECOMMENDED PROCESS

Four-color printing



HAND CARD FOR HOST

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

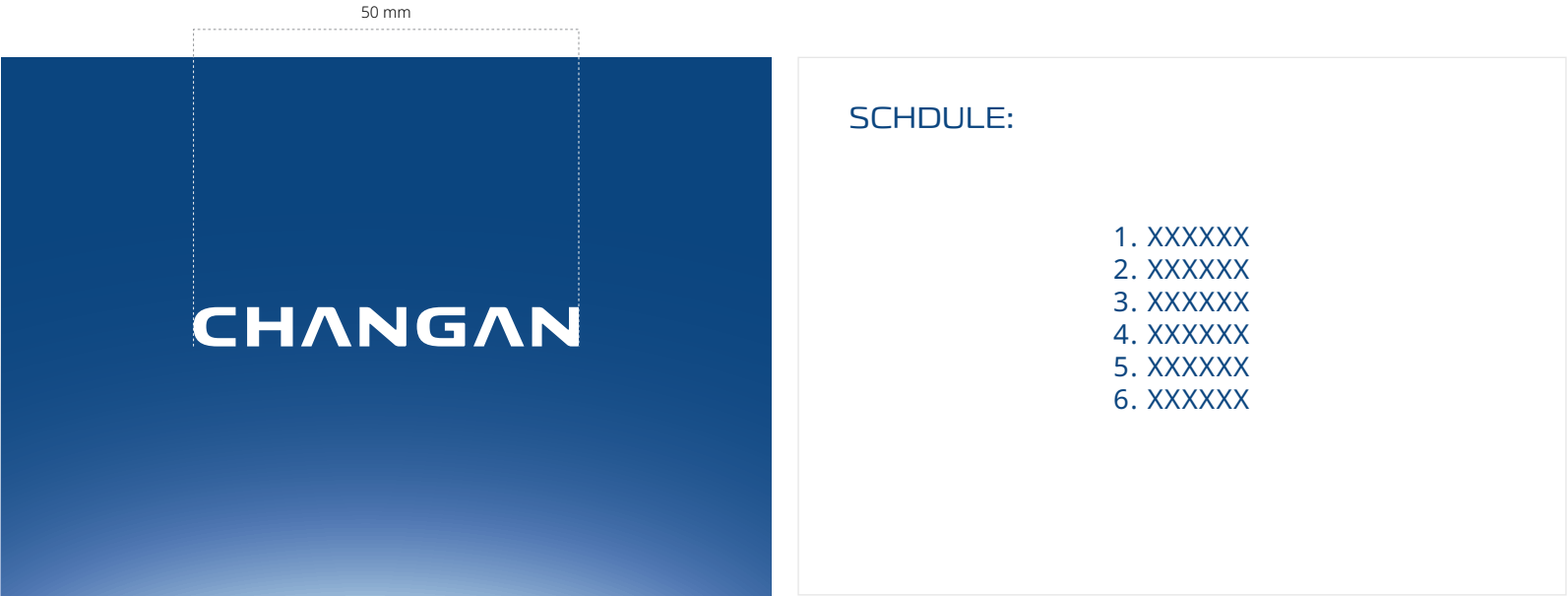
100 mm X 70 mm

RECOMMENDED MATERIAL

Coated paper; 200 gsm - 250 gsm

RECOMMENDED PROCESS

Four-color printing



PHYSICAL INVITATION LETTER

The design shown here is for reference purpose only.
Please make adjustments for your specific application.

RECOMMENDED SIZE

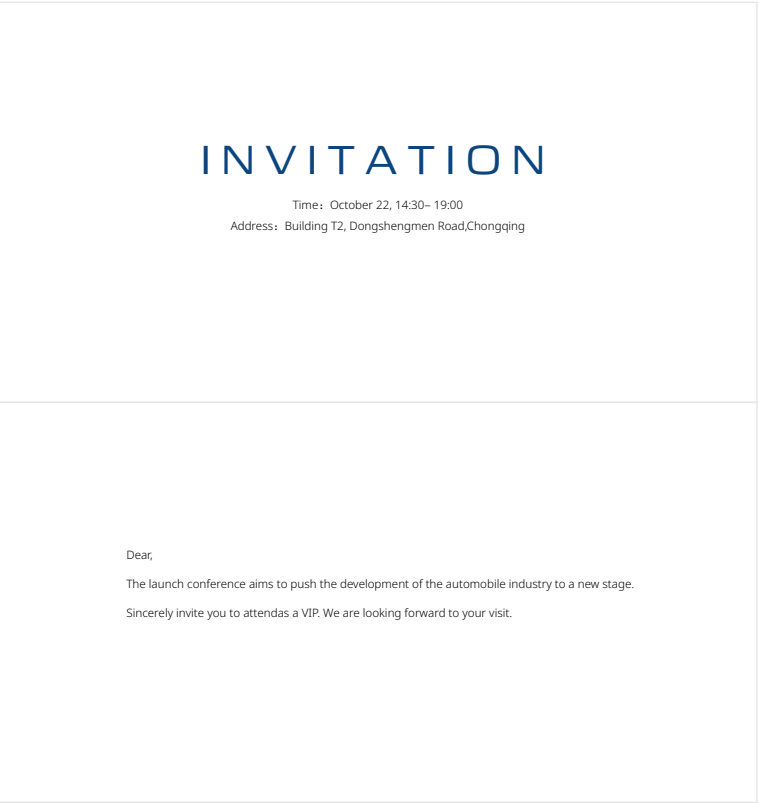
90 mm X 170 mm

RECOMMENDED MATERIAL

200g specialty paper

RECOMMENDED PROCESS

Four-color printing, hot stamped (silver) logo



UNIFORMS

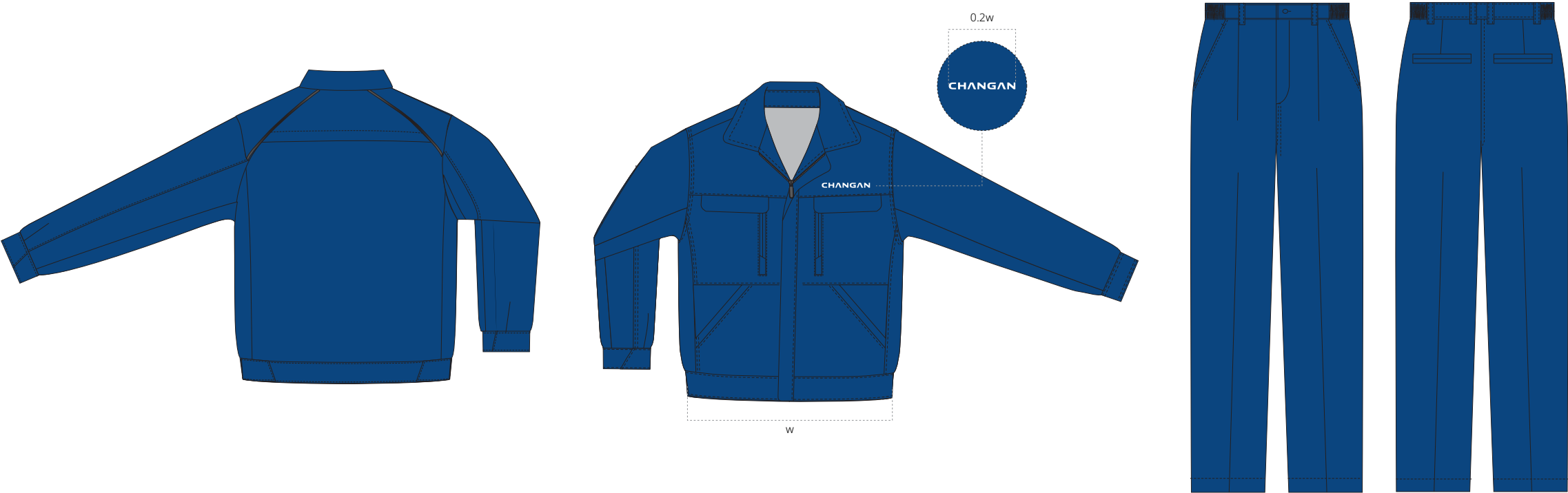
PLANT UNIFORM

The design shown here is for reference purpose only.
Please make adjustments for your specific application.



PLANT UNIFORM

The design shown here is for reference purpose only.
Please make adjustments for your specific application.



INTELLECTUAL PROPERTY RIGHTS

This corporate visual identity system specification manual, including all logos, imagery, and brand principles contained within, is exclusively for communications related to the CHANGAN brand. Any use of elements from this manual or associated with the CHANGAN brand requires explicit permission. Unauthorized use is strictly prohibited.

The images, illustrations, and fonts presented in this manual are sourced from photographers, font providers, and online resources, and are intended solely for illustrative purposes to demonstrate relevant design principles. Unauthorized commercial use is strictly prohibited. Any party seeking commercial usage must obtain permission from the respective copyright holders. This may involve direct contact with the copyright holder or purchasing licenses through official channels, including CHANGAN's designated channels or those specified by the copyright holder.

If the copyright holder cannot be determined or contacted, clear attribution must be provided on the design product or through other appropriate means. Additionally, the user must disclose a valid contact method for addressing copyright inquiries or disputes. Unauthorized use of these materials may constitute copyright infringement and expose the company to significant legal and intellectual property risks.

To minimize the risk of copyright infringement when using images, always secure a detailed license agreement with the copyright holder before using the image. This agreement should clearly outline usage rights, fees, and any restrictions. Remember that separate licenses are required for each unique use case and media format, and that image licenses have limited timeframes. Always refer to your agreement with the copyright holder for specifics on duration and renewal options.

This manual is confidential and proprietary to CHANGAN. It may not be disclosed or distributed to any third party without express written permission from CHANGAN. Third-party use is only permitted through a signed agreement that clearly outlines ownership, intellectual property rights, and user responsibilities related to the content, including images and fonts. CHANGAN and the manual's designers assume no liability for copyright infringement arising from unauthorized use of the materials contained herein.

For any questions regarding the use of this brand manual, intellectual property rights, or the content contained within, please contact us.

CHANGAN