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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

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	ㄱ	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

ㄱ

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

d

d

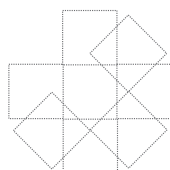
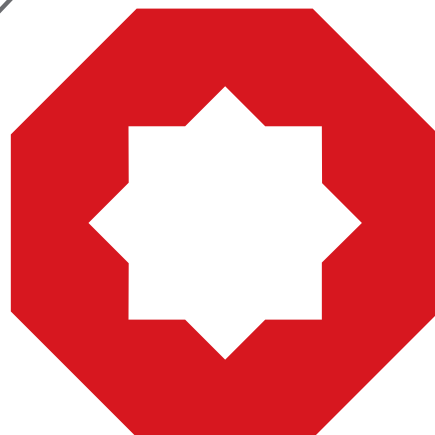
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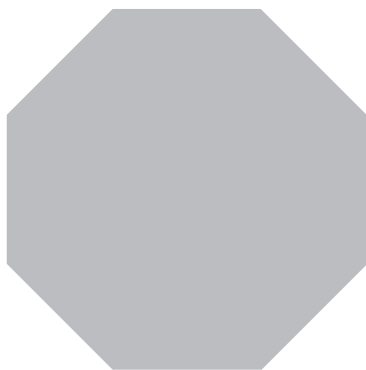
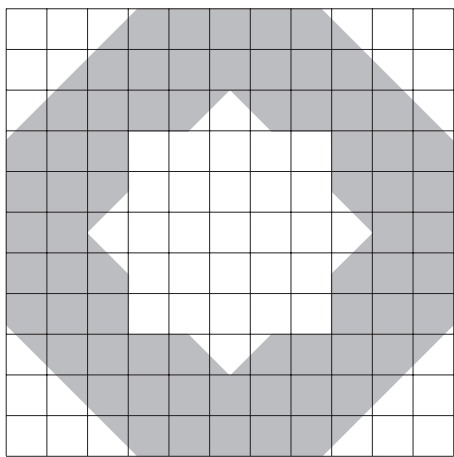
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3mm

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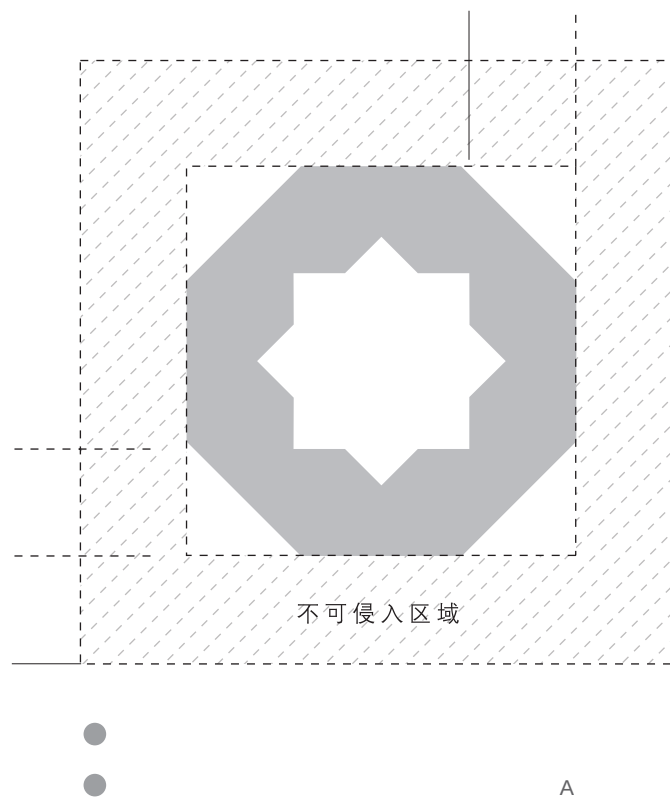
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A1-4

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中国建材

CNBM

中国建材

30mm

CNBM

7mm

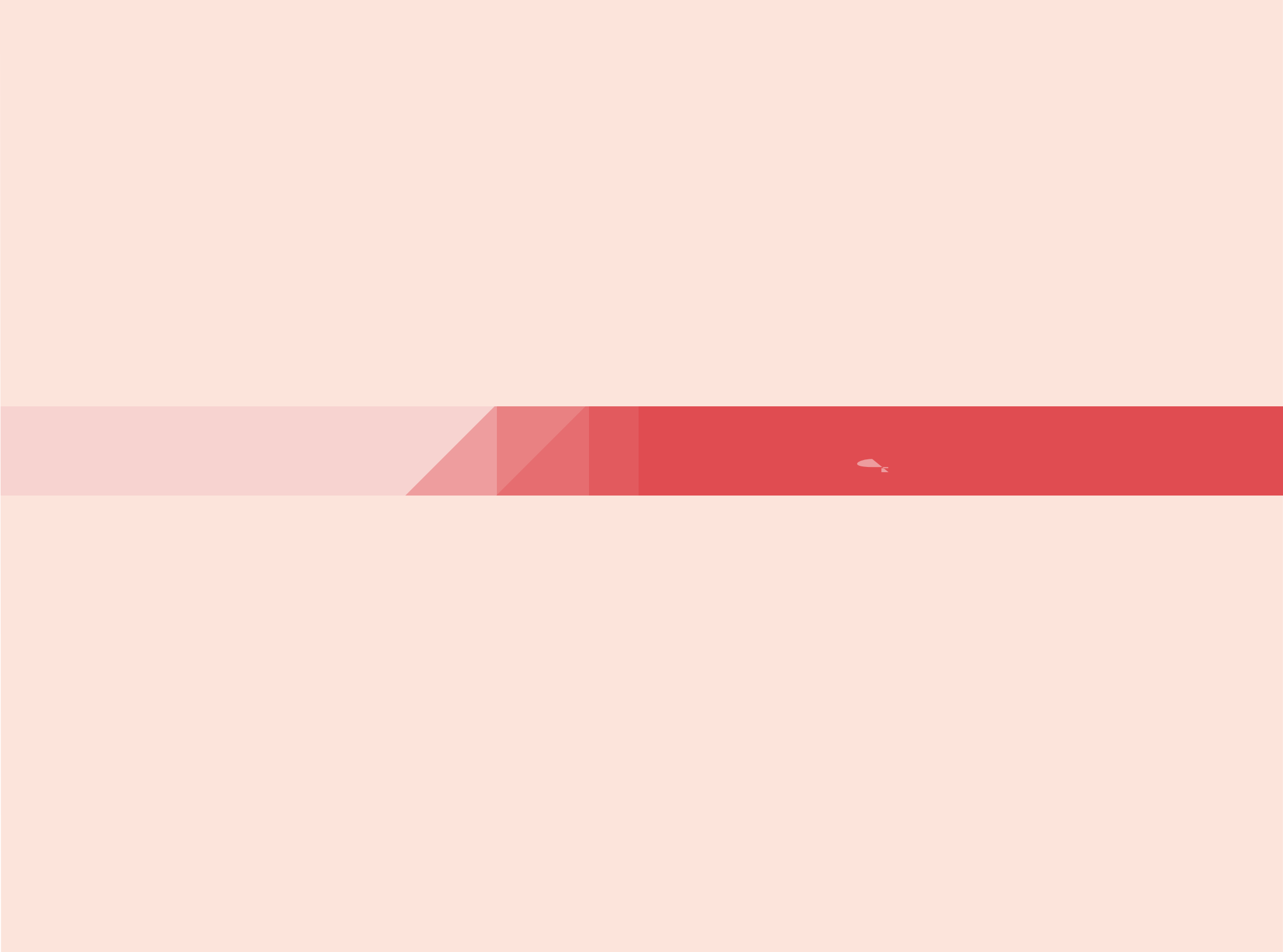
A1-5

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中国建材

CNBM

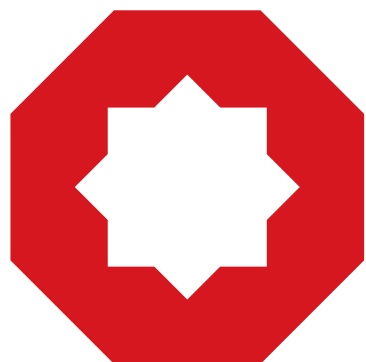


A2-1

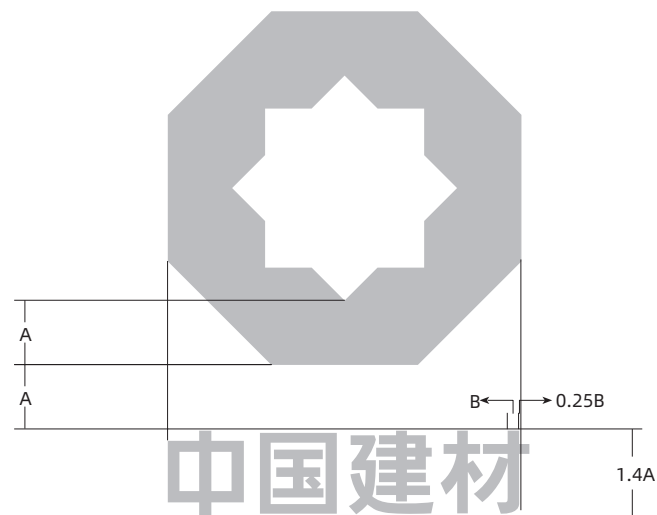
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中国建材

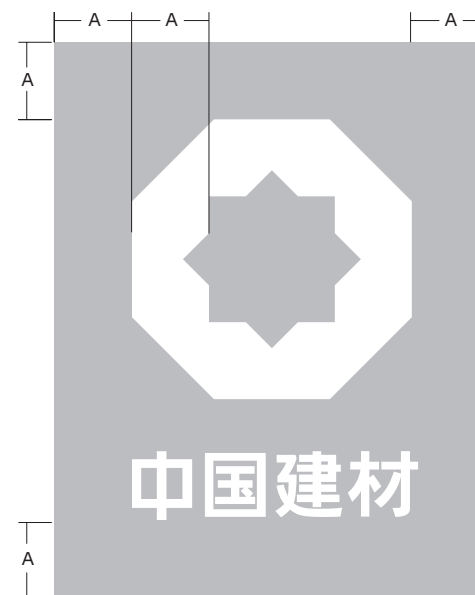


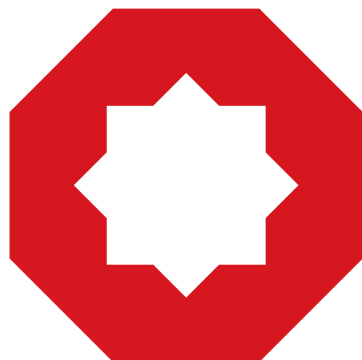
A2-2

H

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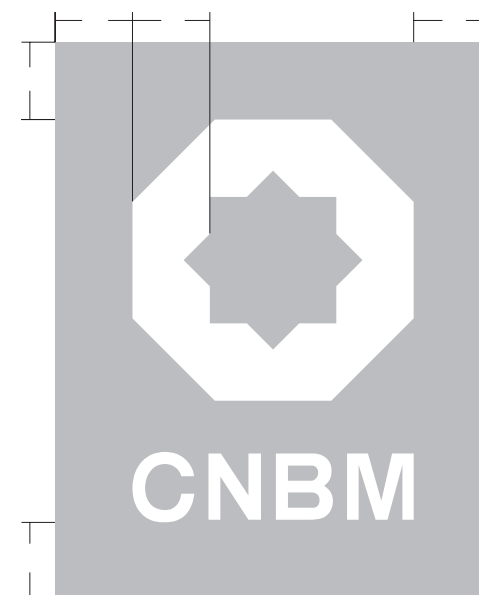


A2-4

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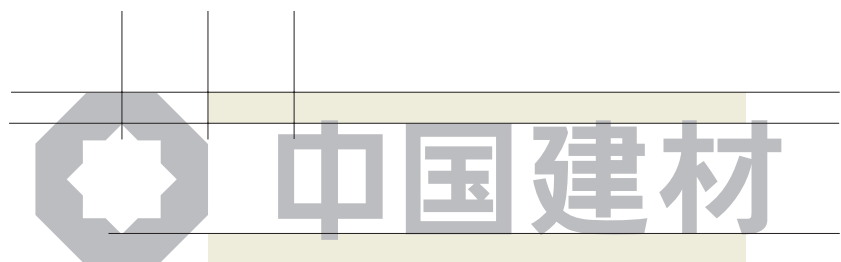
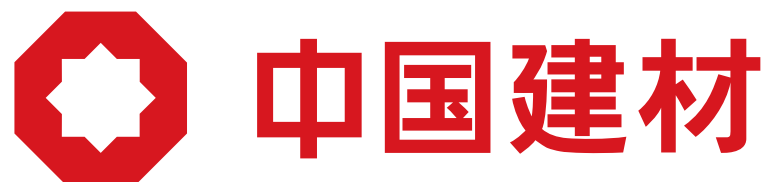


A2-5

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A2-6

H_U

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A2-7

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A2-8

H_U

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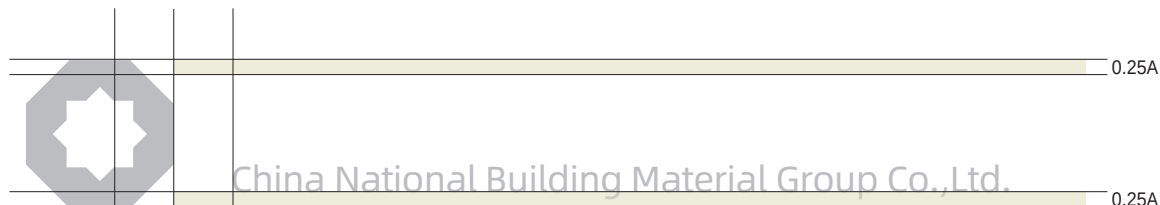
G



China National Building Material Group Co.,Ltd.



China National Building Material Group Co.,Ltd.



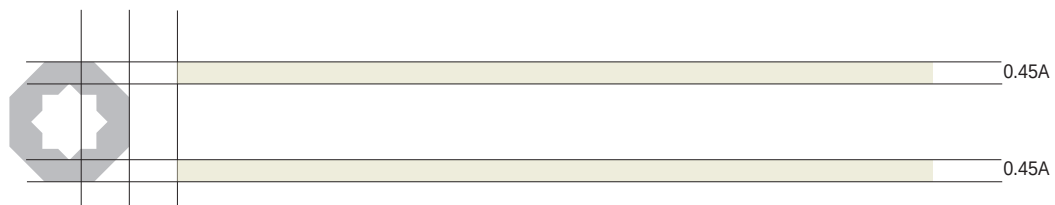
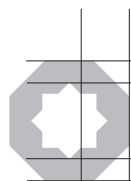
China National Building Material Group Co.,Ltd.

A2-9

H_U

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China National Building Material Group Co.,Ltd.

A2-11

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China National Building Material Group Co.,Ltd.



China National Building Material Group Co.,Ltd.

铜版纸印刷

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A3-3

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H H G



中国建材



中国建材



中国建材



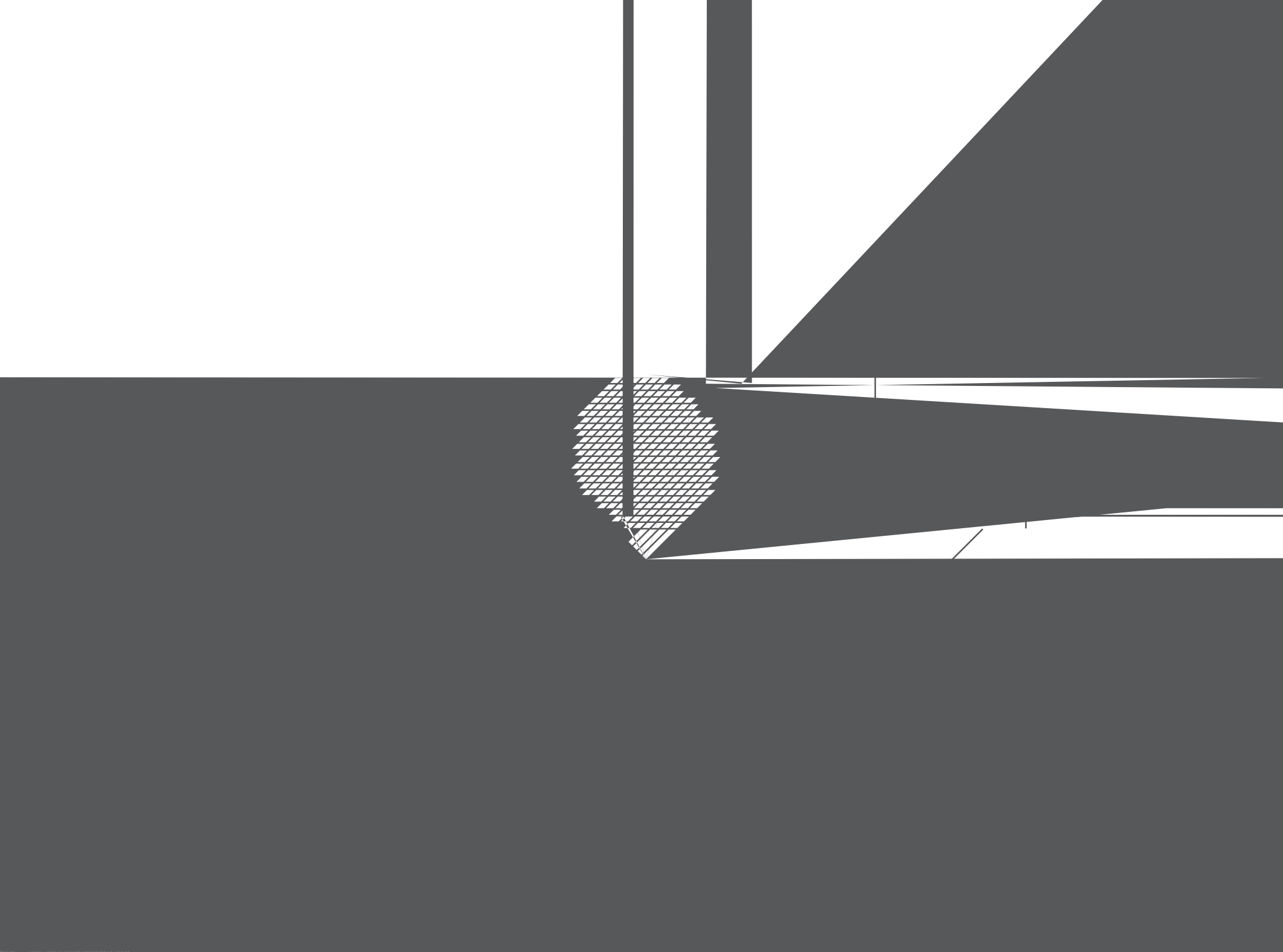
中国建材



中国建材

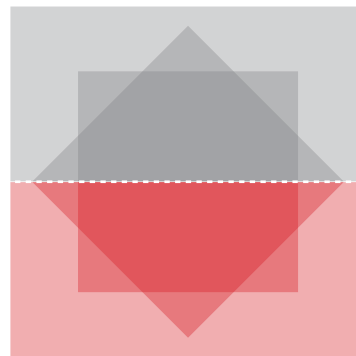
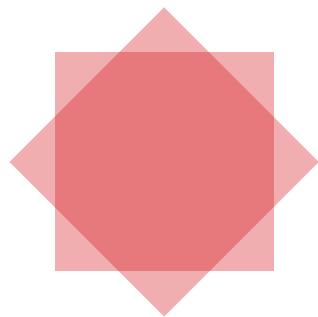


中国建材

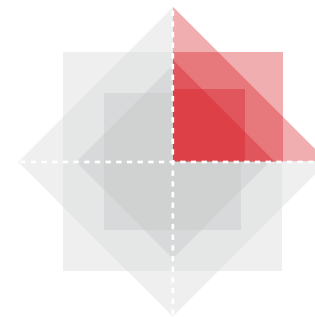


A3-5

H_U H_U G
H_U G



1/2



1/4





A3-7

HuHuG
HuG

材料创造美好世界

ŸHeavyŸff

ŸBoldŸff

ŸMediumŸff

ŸRegularŸff

ŸLightŸff

A3-8

Hu

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

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

Alibaba Sans Black

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

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

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

Alibaba Sans Medium

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

Alibaba Sans Light

视觉形象识别手册 | Visual Identification Standards

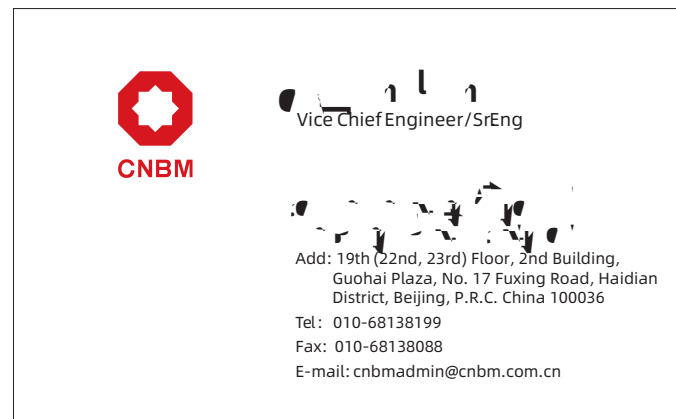


DESIGN
SYSTEM

China National Building Material Group Co.,Ltd.

B1-1-1

90×55(mm)
250g



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

Dai yongming
Sales Manager



B1-2

210x285mm 70g

Hu Hu G G





邮政



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

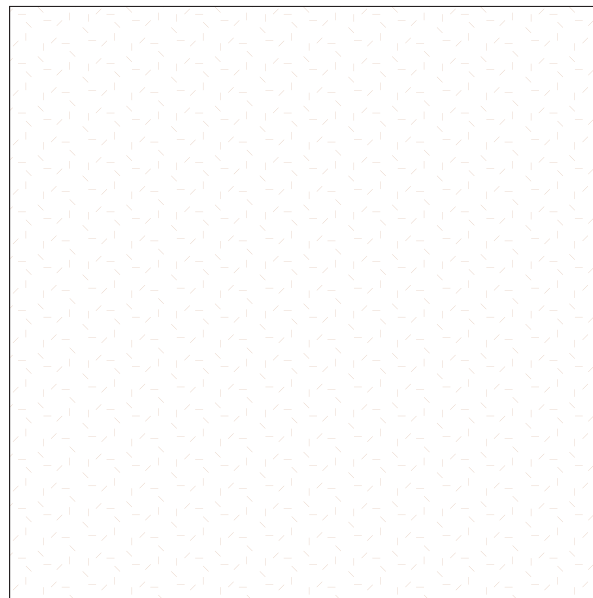
邮 邮

17

86-10-68138199
86-10-68138088

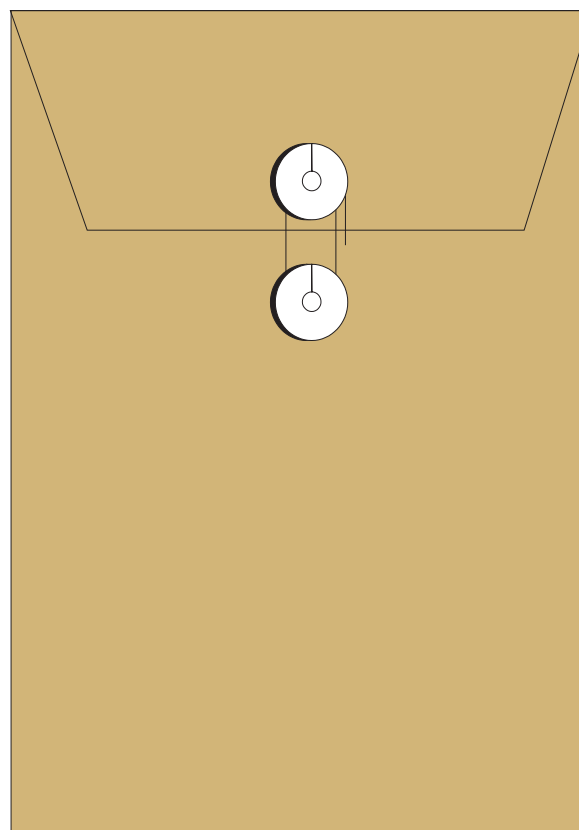
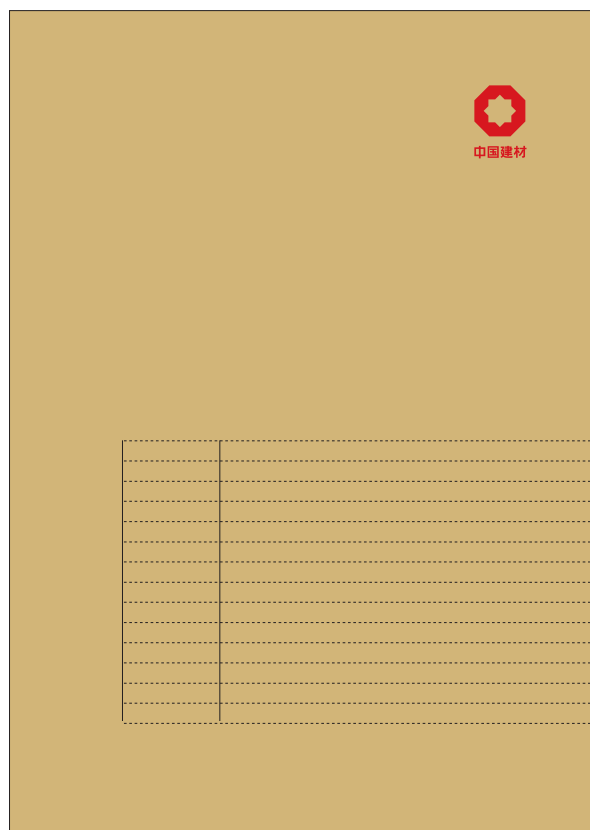
邮政编码: 100036





B1-5

230x330mm
140g



B1-7

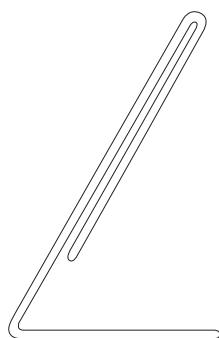
270x315mm
120g



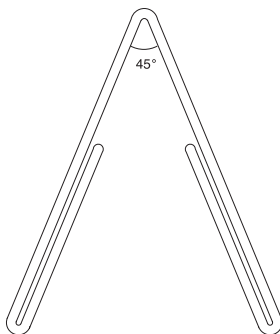
B1-8

105x180mm

105x280mm



105x280mm



105x180mm



B1-9

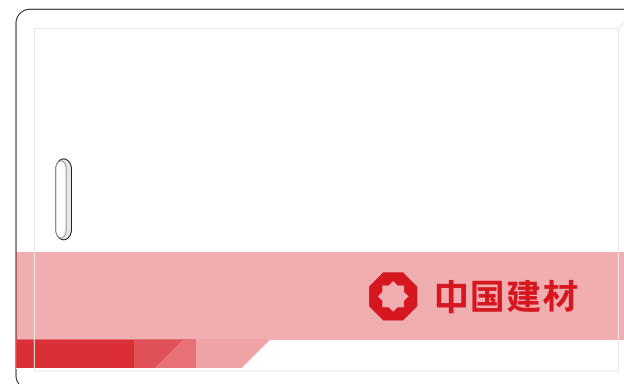
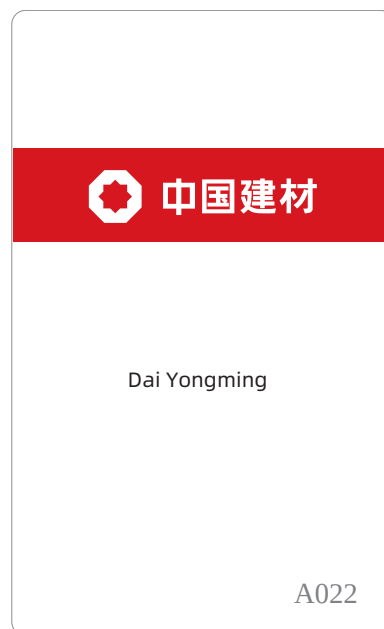
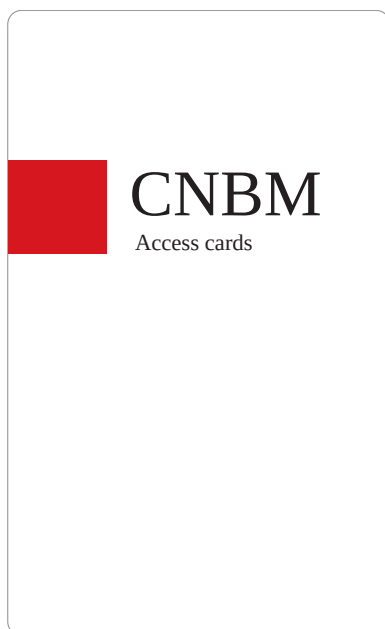
125x125mm

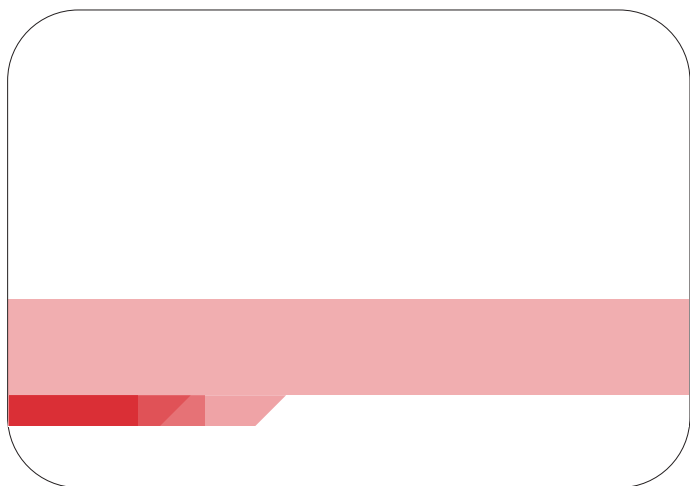
119x119mm



B1-11

85x54x0.5mm





B1-13

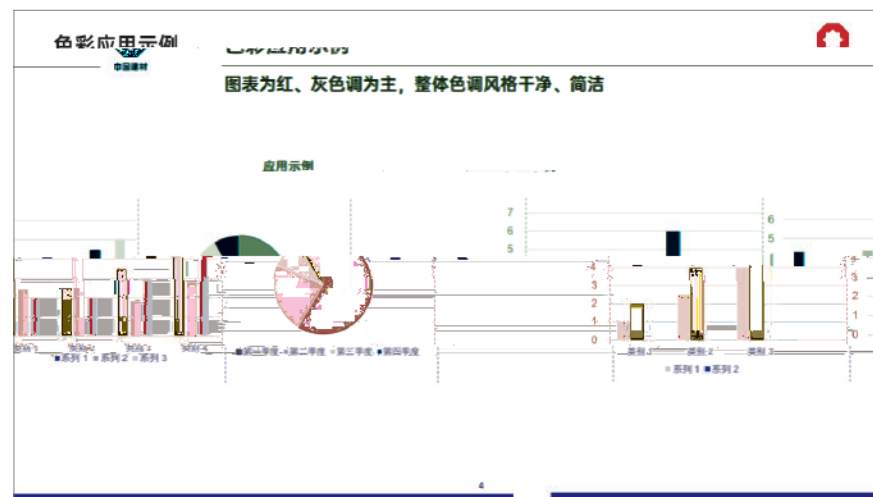
PPT

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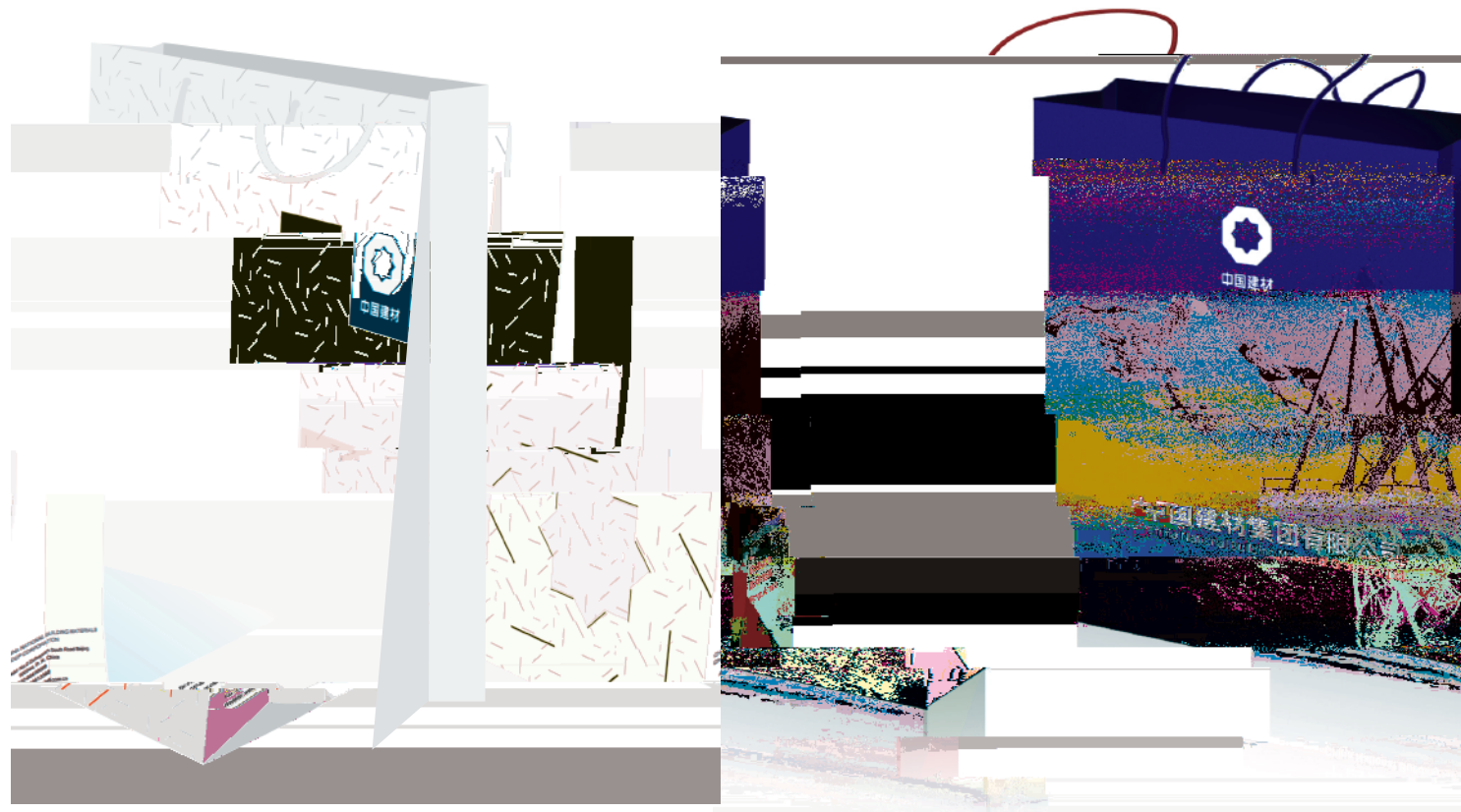
PPT



PPT

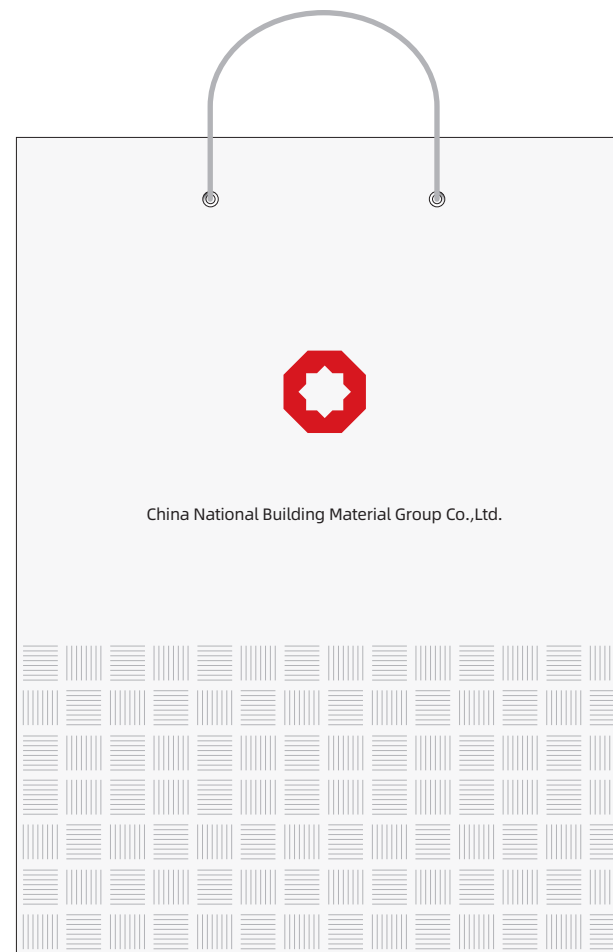
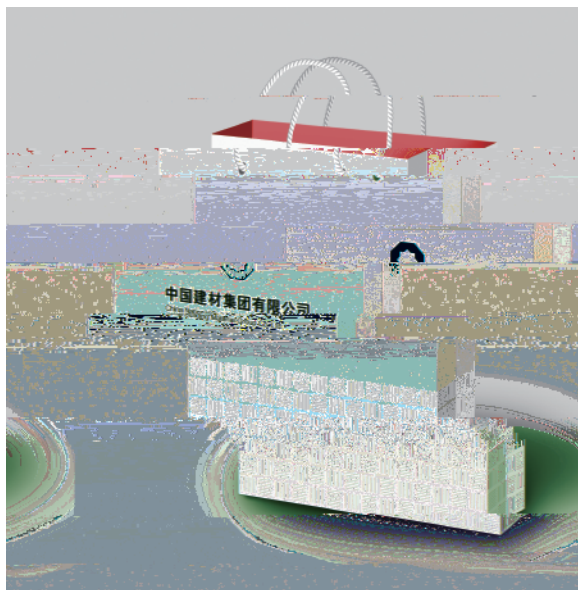
B1-14-1

300x400x80mm
210g
H_u



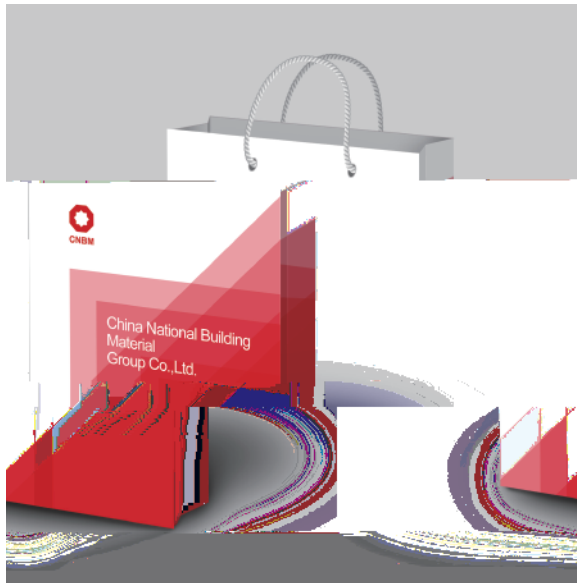
B1-14-2

300x400x80mm
210g
H_u



B1-14-3

300x400x80mm
210g
H_u



B1-14-4

210g
H_U

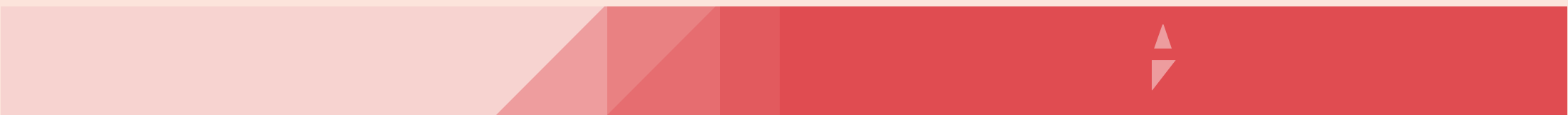
H_U

H_U

H_{UV}

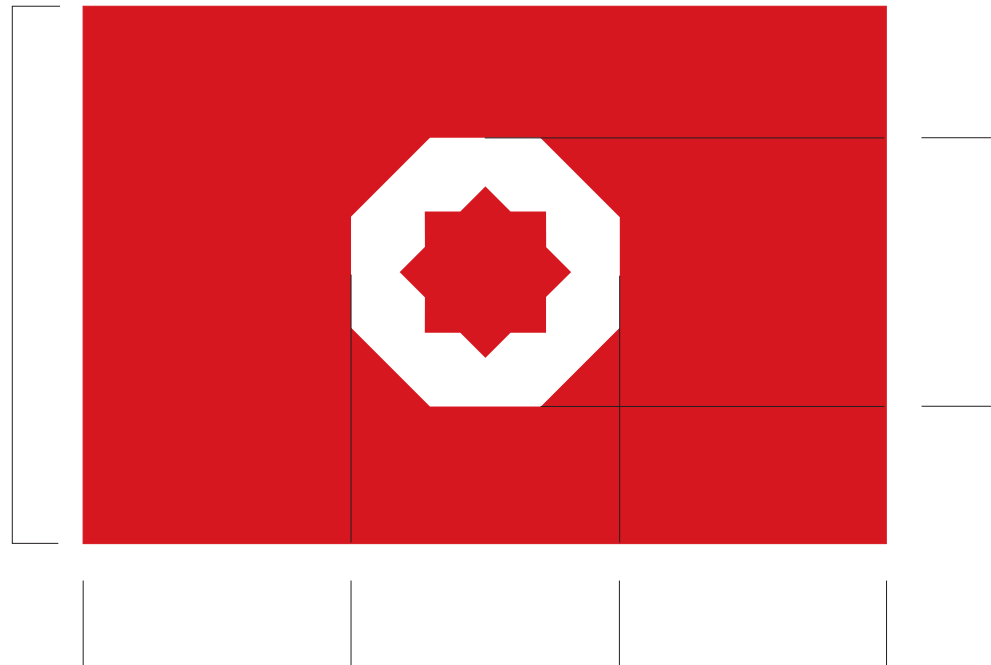
G

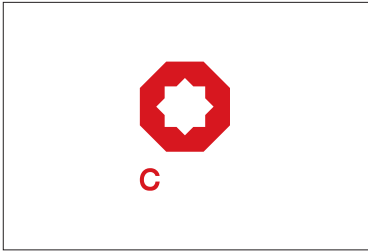


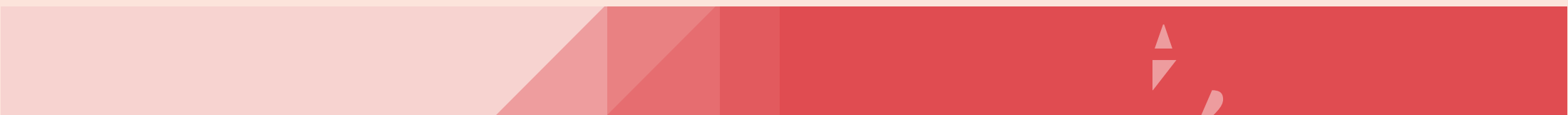


B2-1

2 2400x1600mm





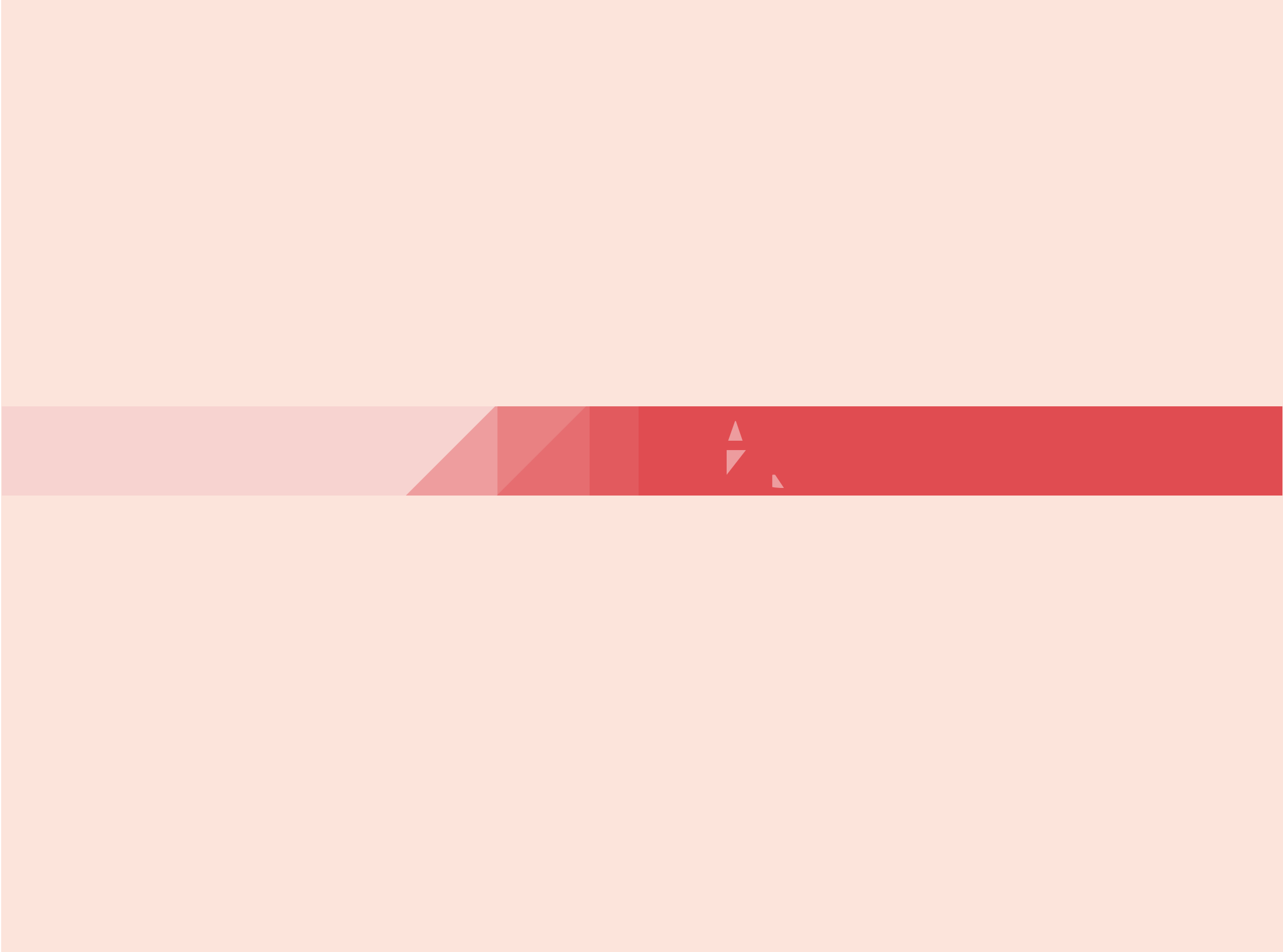




B3-2



CNBM makes the world better



B4-1

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B4-2

H₁ H₂
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B4-3

H

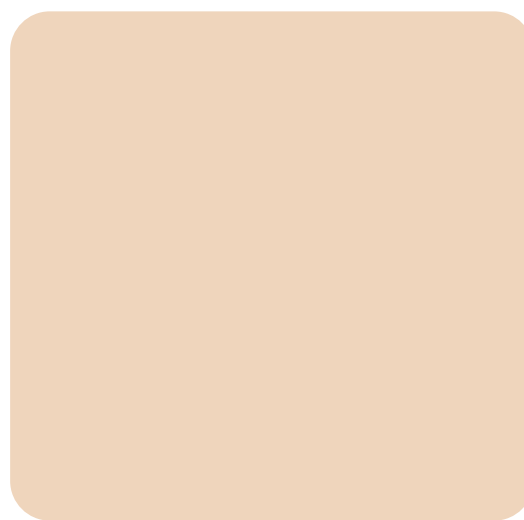
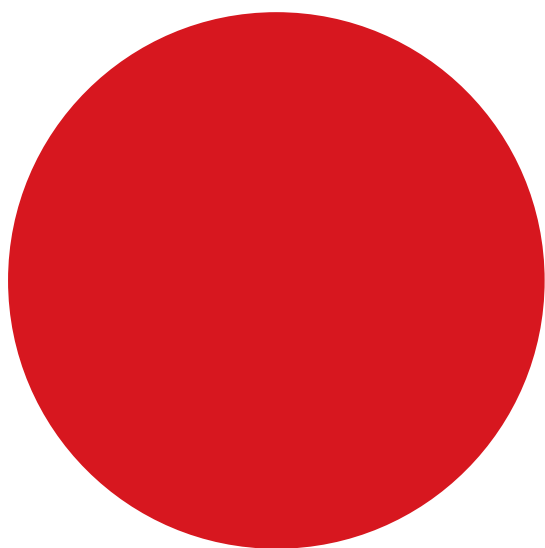
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China National



B5

