



"Made in HUICHENG, Made for the World."

Brand Visual Guidelines

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Part 1

INTRODUCTION



HUICHENG was founded with a simple idea: to make better products for better living.

We combine reliable manufacturing with thoughtful design, focusing on quality, sustainability, and the real needs of our customers. From carefully selected materials to flexible customization, every product is made with attention to detail and respect for the people who use it.

We value every inquiry, every order, and every partnership, and we are committed to creating products that are practical, beautiful, and built to last.

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I

Part 2

LOGO



The Icon

The Wordmark



STANDARD STRUCTURE

The Icon

The Wordmark



HORIZONTAL LAYOUT

The Huicheng logo may be used in the standard, horizontal, and vertical layouts shown above. The symbol and wordmark may also be used independently when appropriate. The wordmark must always appear in uppercase letters to ensure maximum legibility and consistent brand recognition. For detailed specifications, please refer to Section 3.2.



The standard spacing between the symbol and the wordmark is based on the height of the letter H in the wordmark. When scaling and applying the logo, its proportions and spacing must always be maintained to ensure clarity, legibility, and a consistent brand appearance. For detailed specifications, please refer to Section **2.5 Logo Placement Guidelines**.



The width and height of the letter **H** in the wordmark are used as the minimum clear space unit. A protected area of at least this size must be maintained around the logo at all times. No text, graphics, or other visual elements may enter this space, ensuring maximum clarity, legibility, and consistent brand recognition.



Correct Usage  	Do Not Alter the Spacing  	Do Not Stretch or Distort  
Do Not Use Low-Resolution Images  	Do Not Blend into the Background  	Do Not Use Multiple Unauthorized Colors  
Do Not Violate the Clear Space  	Do Not Rotate Arbitrarily  	Do Not Add Outlines or Strokes  

The examples above illustrate the correct use of the Huicheng logo, as well as some common misuse cases. We highly value our brand identity, so please follow the guidelines outlined in **Part 2** of this manual to ensure the logo is used accurately, consistently, and appropriately.



Part 3

FONTS

H

Aa

Light

Aa

Regular

Aa

Medium

Aa

Bold

Aa

Black

Aa

LightItalic

Aa

Italic

Aa

MediumItalic

Aa

BoldItalic

Aa

BlackItalic

The Huicheng brand uses **Satoshi** as its primary typeface. This modern sans-serif font features clean and subtly rounded letterforms, conveying a strong sense of technology and contemporary design while reflecting Huicheng's friendly, open, and inclusive brand personality.



HUICHENG METAL	HUICHENG METAL	HUICHENG METAL
HUICHENG		HUICHENG METAL

Huicheng allows the wordmark to be used independently as a standalone brand identifier. The examples above show the approved wordmark layout. When using the Huicheng wordmark, Satoshi Bold must always be used in its standard upright form. Italics and substitute fonts are not permitted, as they may reduce brand recognition and visual consistency.

Typography

Good typography requires patience and consideration for the reader. Always design from the reader's perspective, making information as clear and effortless to read as possible. This may not be a famous quote, but it expresses an important principle: great design is not only about making content look beautiful, but also about communicating information naturally and effectively.

We hope these suggestions inspire you—and encourage you to start creating today.

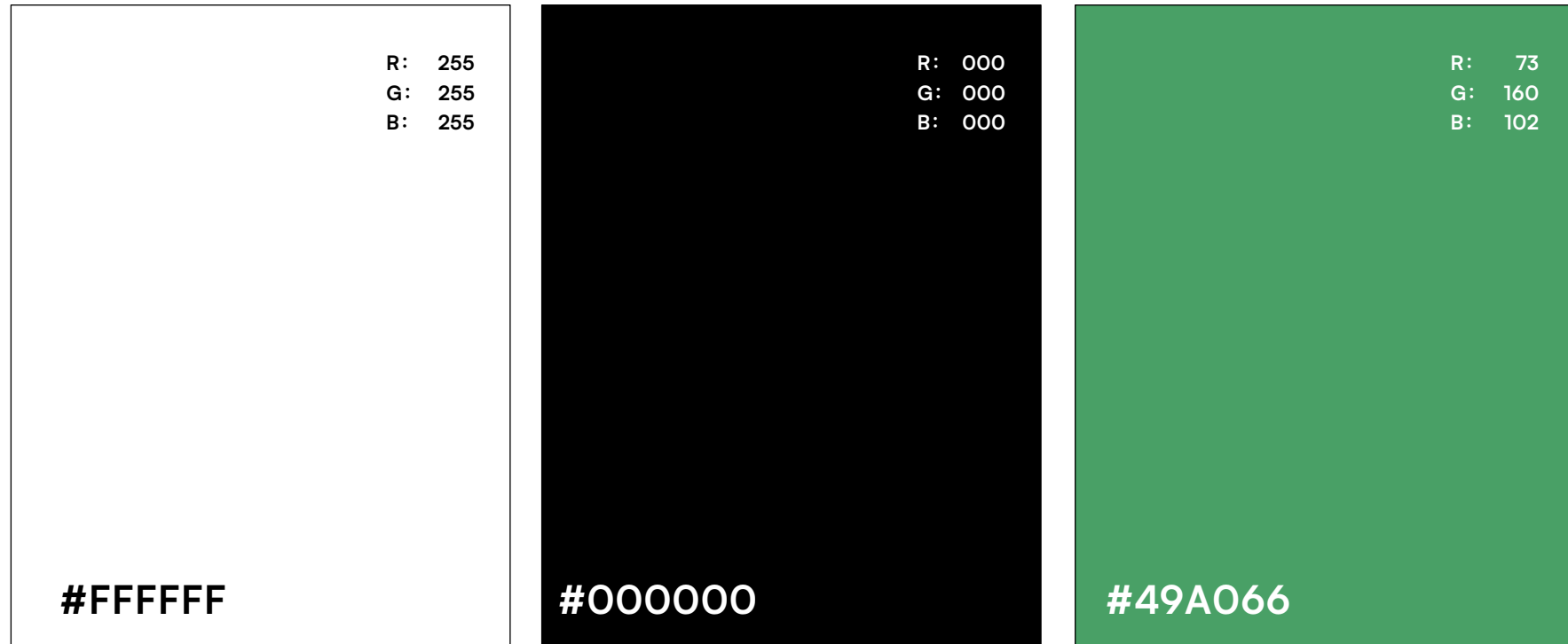
When setting type, letter spacing and line spacing may be adjusted according to different applications. The examples below are recommended layouts and may be used as a reference.

For headings, Bold or Medium weights are recommended to create a clear visual hierarchy and improve readability. Regular weight should be used for body text to maintain clarity and comfort. Italic or Bold may be applied when emphasizing quotations or important information. Black weights can be used selectively for decorative headlines or key visual elements.



Part 4

COLOR



As a metal manufacturer, Huicheng adopts black and white as its core brand colors. These two colors represent the precision and simplicity of industrial manufacturing, while also symbolizing our ability to customize products in virtually any color to meet customer needs. When additional visual emphasis is needed, Huicheng uses **#49A066** as a secondary accent color to enrich the composition and convey our commitment to nature, sustainability, and environmental responsibility.



On backgrounds of different brightness levels, the logo should always use a color that provides strong contrast with the background to ensure maximum clarity and legibility. For example, use the black logo on light or white backgrounds, and the white logo on dark or black backgrounds.



Part 5

APPLICATIONS



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APPLICATIONS

5.0

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APPLICATIONS

5.0