



Manual de aplicación de marca

Marzo 2025

Anexo 1

Core Logo

Brand Logo

The brand logo is the core element of corporate image, the symbol of the company's spirit and values. Using the logo correctly and properly can enhance the brand value and awareness of the company.

In practical applications, either the brand graphic logo or the brand circle logo can be selected based on actual needs, while the principle of maintaining the logo unified should be followed.

The logo consists of the letters 'DFS' in a bold, black, sans-serif font, followed by a stylized 'K' that has a red diagonal stroke on its upper right portion.

Brand graphic logo

In the brand VI system, the DFSK graphic logo is one of the most important elements among all core elements in creative executions.



Brand circle logo

It is an essential component of vehicle bodies and other creative execution elements



DFSK

Drive to Future with Sustainability
and customer link

D-Drive

Driving innovation: DFSK is committed to promoting technological innovation in the automotive industry, developing leading intelligent mobility solutions through continuous research and technological breakthroughs.

F-Future

Future travel: DFSK focuses on building future-oriented travel modes. By introducing electric vehicles, intelligent driving technology, and Vehicle networking services, it strives to meet consumers' demands for future travel.

S-Sustainable Development

Sustainable development: following a green and eco-friendly philosophy, DFSK strives to reduce carbon emissions and energy consumption, to provide environmentally friendly products to global consumers, and to promote a sustainable future.

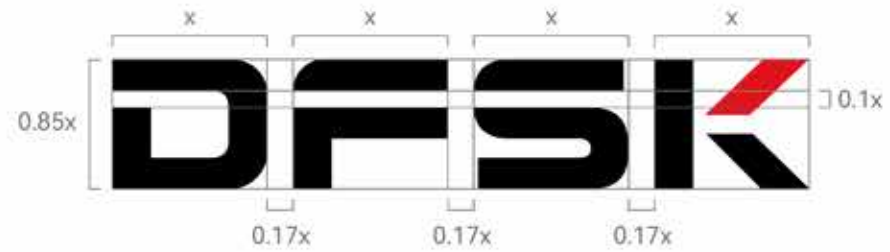
K-Customer-link

Customer-link: DFSK, by centering on users' needs, provides high-quality products and comprehensive after-sales services to ensure a satisfying driving experience.

Standardized Graphics Making of Brand Logo

All elements in the logo are precisely drawn and combined to form a balanced whole. The shape and proportions are not allowed to be altered in use.

The graphic on the right shows the correct proportions of the logo. The width of each letter in the graphic is X , the height is $0.8X$, and the spacing between letters is $0.17X$.



Protected Space and Minimum Size

To spread the brand logo in a clearer and more effective way, a minimum clear space around the logo must be maintained, which is referred to as the restricted area. No text, symbols, or other elements are allowed within this restricted area.

The height and width of the restricted area should be consistent with that of the cross-section of the letter "D" in the logo graphic (as shown in the graphic on the right). When the logo size changes, the size of the restricted area should change accordingly.

Minimum Size:

The height of the logo should not be less than 5mm, as any size smaller than this will easily make the identification difficult to recognize in different application situations.

logo



5mm [**DFSK**

Brand Logo Effects and Application

In practical applications, the brand logo will be subject to several objective factors. There are three applications in total: when the background color is red, the text logo must be entirely reverse in white, while for any background color other than red, the upper-right corner of the letter "K" should always remain red.

For applications of different gray scales, based on the color of the material's background, the corresponding brand graphic logo can be chosen:

logo



Black Logo
Used on light backgrounds



White Logo
Used on dark backgrounds



All-white Logo
Used when the background is red or when influenced by objective factors.



Application of Background Colors

To ensure the brand logo is clearly visible, this page introduces the use of the brand logo on image backgrounds.

When the brand logo is placed on a picture background, make sure there is enough brightness contrast and color contrast between the logo and the background to avoid the logo blending into the background. The background must not be chaotic or too similar in color to the brand logo.



Black Logo
Used on light
backgrounds

White Logo
Used on dark
backgrounds

Do:



Don't:



Examples of Prohibited Uses

This page shows some common incorrect uses of the brand logo, which should be avoided in promotion and applications.

Do:

The correct DFSK logo is displayed in its standard black and red color scheme.

Don't:



Proportional Relationship in Co-Branding Logo

The combined use of the brand logo and slogan is the primary application, widely used in various scenarios.

logo



Co-Branding Logo

(Combined with the third-party's logo)

In combinations with the brand logo and partner or customers, the co-branded logo should be used.

The shape, structure, and proportions of the logos must not be altered during use.

logo



Minimum height must not be less than 5mm

Co-Branding Logo

(Combined with the country name)

In the combination of the brand logo and the country name, the co-branded logo should be used.

The shape, structure, and proportions of the logos must not be altered during use.

logo

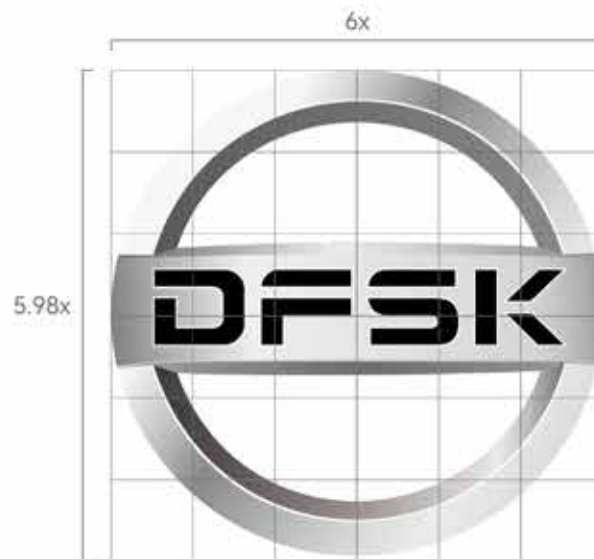


* The pictures above are only for layout illustration purposes only.

Standardized Graphics Making of Circle Logo

All elements in the logo are precisely drawn and combined to form a balanced whole. The shape and proportions are not allowed to be altered in use.

logo



Protected Space and Minimum Size

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The height and width of the restricted area should be consistent with that of the cross-section of the letter "D" in the logo graphic (as shown in the graphic on the right). When the logo size changes, the size of the restricted area should change accordingly.

The height of the logo should not be less than 5mm, as any size smaller than this will easily make the identification difficult to recognize in different application situations.

logo



Application of Background Colors

To ensure the brand logo is clearly visible, this page introduces the use of the brand logo on image backgrounds.

When the brand logo is placed on a picture background, make sure there is enough brightness contrast and color contrast between the logo and the background to avoid the logo blending into the background. The background must not be chaotic or too similar in color to the brand logo.

Do:



Don't:



Examples of Prohibited Uses

This page shows some common incorrect uses of the brand logo, which should be avoided in promotion and applications.



logo

Don't:



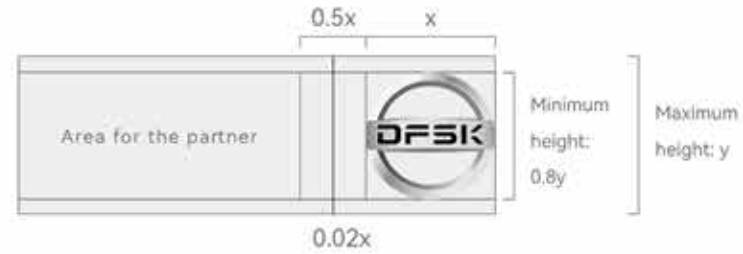
Co-Branding Logo

(Combined with the third-party's logo)

In combinations with the brand logo and partner or customers, the co-branded logo should be used.

The shape, structure, and proportions of the logos must not be altered during use.

logo



Expansion of Color Scale (Flexible Expansion for Digital Use)

For digital brand communication, based on the brand's primary color, the color scale can be further extended in practical applications while maintaining visual consistency. Proper adjustments can be made to ensure optimal visual effects if necessary.

This is only for digital use such as UI interfaces, PowerPoint charts, and illustrations.

Color

Interstellar Black	Flame Red	Moon-rock Gray	White
R0 G0 B0	R230 G0 B18	R60 G69 B82	
R37 G31 B29	R222 G56 B56	R74 G86 B101	
R73 G66 B63	R222 G105 B105	R98 G115 B132	
R113 G109 B107	R236 G162 B162	R127 G148 B166	
R159 G160 B160	R247 B193 B193	R198 B215 B231	R255 G255 B255

Brand Standard Fronts

The brand's standard front is an important visual element in visual identity. Standardizing and consistently using the brand's exclusive Fronts help create a unified brand experience.

Chinese front is: HarmonyOS Sans SC, while English front is the one that correspond to the Chinese one.

If the Chinese or English fronts are unavailable, use the system default fronts. For Chinese text, the Microsoft Yahei series can be used, and for English text, the Arial series can be used.

HarmonyOS Sans SC-Thin

DFSK Brand Standard Front

Brand Standard Font

HarmonyOS Sans SC-Light

DFSK Brand Standard Front

Brand Standard Font

HarmonyOS Sans SC-Regular

DFSK Brand Standard Front

Brand Standard Font

HarmonyOS Sans SC-Medium

DFSK Brand Standard Front

Brand Standard Font

HarmonyOS Sans SC-Bold

DFSK Brand Standard Front

Brand Standard Font

Information Hierarchy of Brand Standard Fronts

In daily use of documents, the principles of font pairing should be followed and different hierarchy information should be used.

Use suggestions:

- The line spacing for headings should be 1.2 times the font size of the headings.
- The line spacing for body text and description text should be 1.2 to 1.5 times the font size (which can be adjusted flexibly in practical application).

Main heading
HarmonyOS Sans SC-Bold

Example of main heading

Subheading
HarmonyOS Sans SC-Medium

Example of subheading

Heading
HarmonyOS Sans SC-Regular

Heading of body text

Body text
HarmonyOS Sans SC-Regular

Example of heading of body text Example of heading of body text

Description text
HarmonyOS Sans SC-Thin

Example of body text Example of body textExample of body textExample of body textExample of body text
Example of body textExample of body textExample of body textExample of body textExample of body text
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Auxiliary Graphic A

Auxiliary graphics are an extended application of the brand logo, serving to enhance visual effects and unify the brand image in practical applications.

In later use, they can be applied flexibly based on the environment and occasion, as long as the principles are followed.

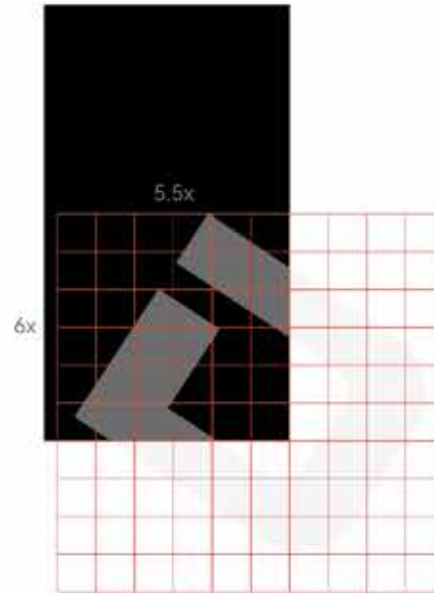


Standardized Graphics Making of Auxiliary Graphic

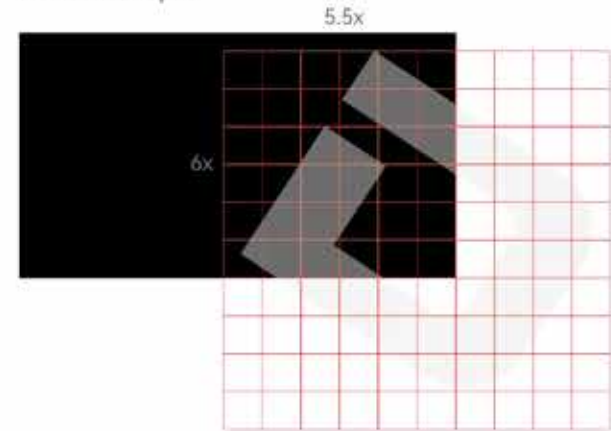
Auxiliary graphics are an extended application of the brand logo, serving to enhance visual effects and unify the brand image in practical applications.

In later use, they can be applied flexibly based on the environment and occasion, as long as the principles are followed.

Vertical Split



Horizontal Split



Application of Auxiliary Graphics

Auxiliary graphics are an extended application of the brand logo, serving to enhance visual effects and unify the brand image in practical applications.

In later use, they can be applied flexibly based on the environment and occasion, as long as the principles are followed.



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Gracias

Marzo 2025