



ASSEMBLE

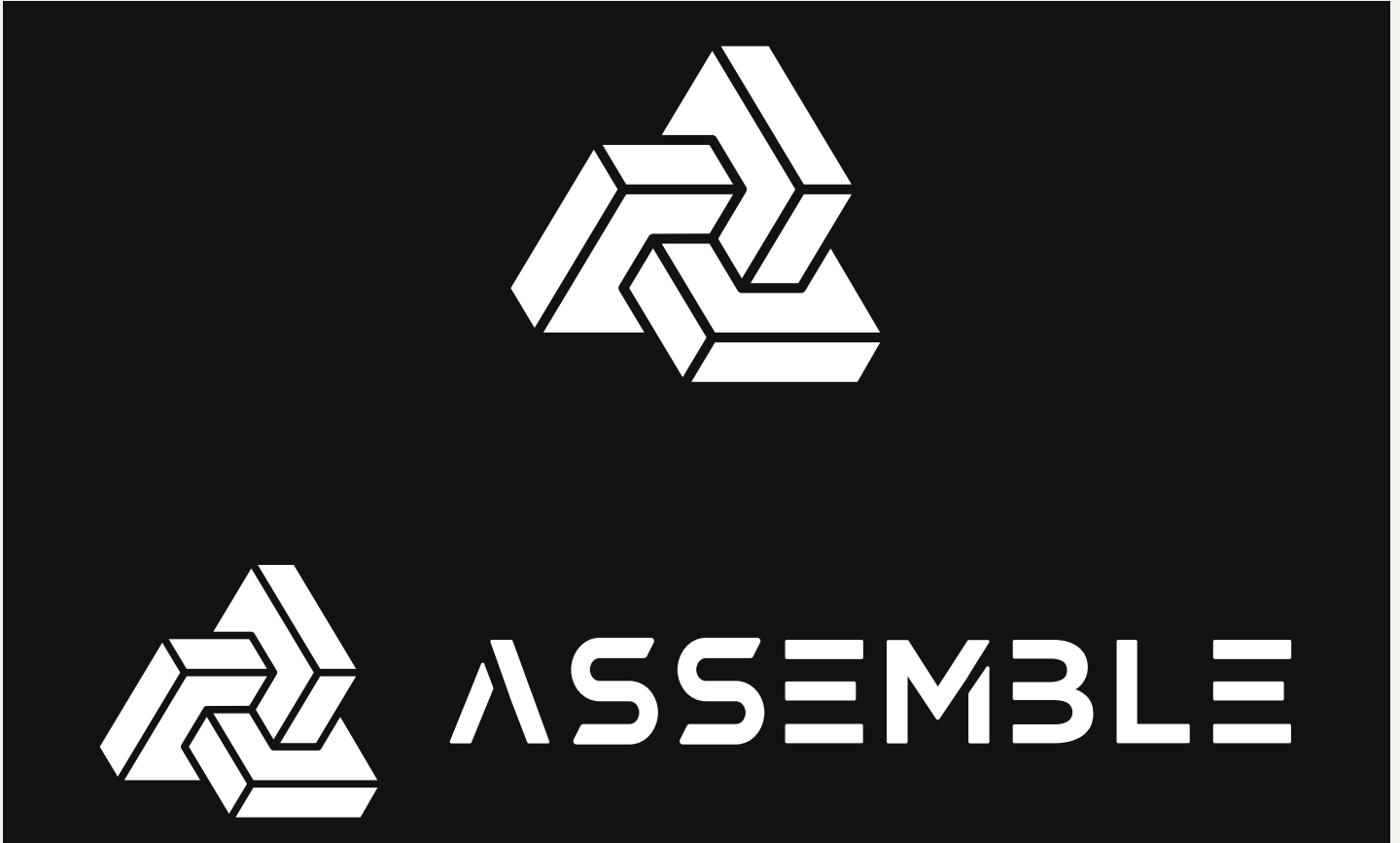
THE DISPLAY EDIT

Ideas take shape.

让想法，立得住。



A continuous idea.



The interlocking symbol and complete wordmark are original paths.

Their geometry and full proportions remain intact.

The new system gives the signature more space and contrast.

Clarity, at every scale.



Ideas take shape.

Archive amber and white, with carbon, paper and aluminium.

Poppins supports the original outlined wordmark.

Make the message stand.



One direct message per composition.

Large type gives the idea a presence before the details.

A place for the brand.



03 / MAKE ROOM FOR THE IDEA

A PLACE FOR YOUR BRAND.



ASSEMBLE / IDEAS TAKE SHAPE.

Freestanding display concept.

Complete graphic, clearly framed.

From graphic to space.



ASSEMBLE

Made to be seen.



让品牌，被看见。

DISPLAYS & SIGNAGE



ASSEMBLE

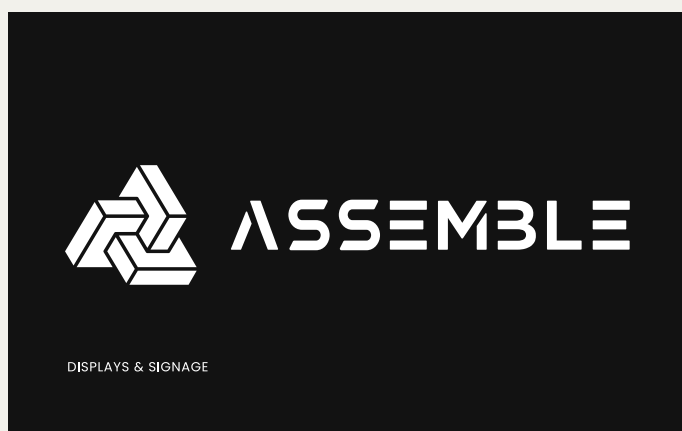
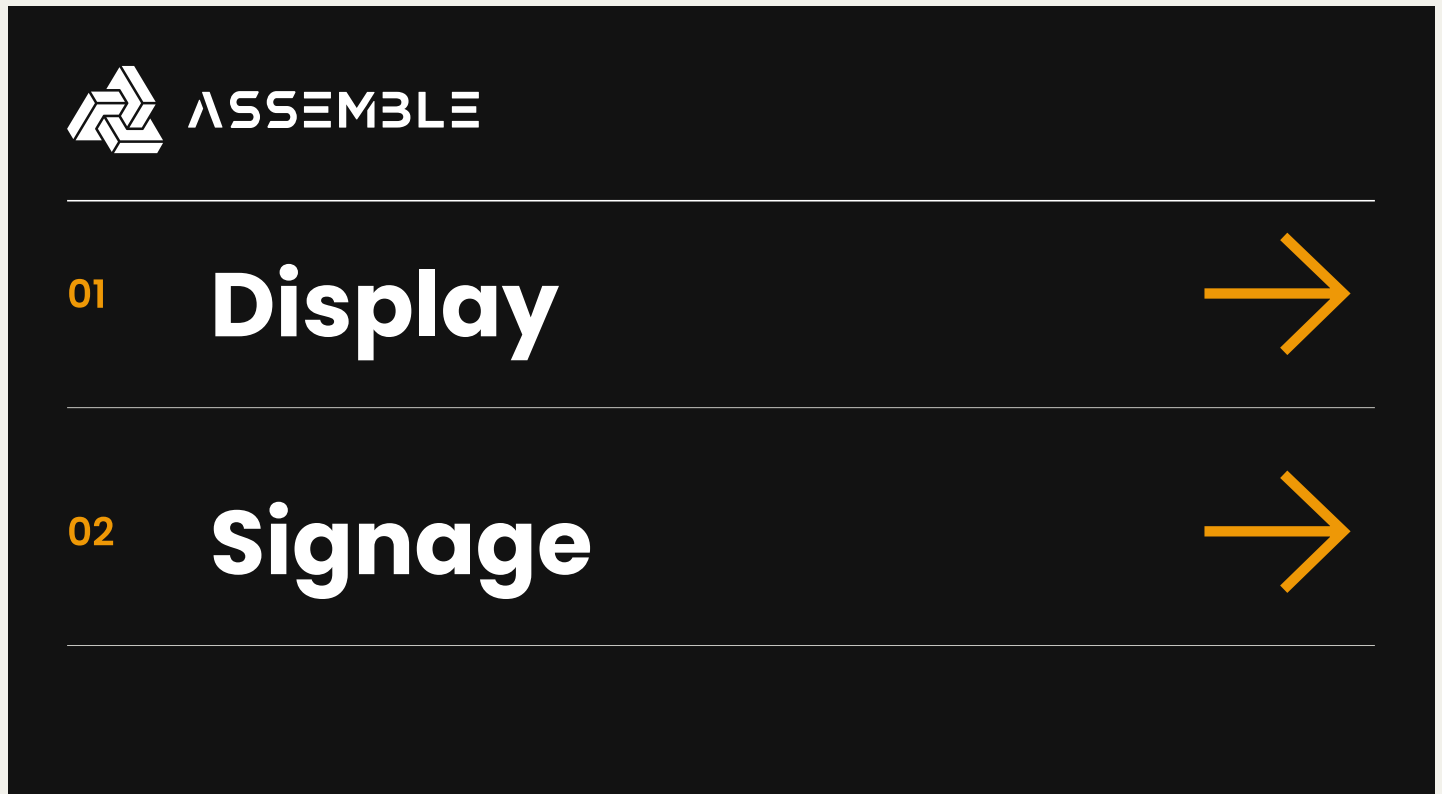
IDEAS TAKE SHAPE.

A wall and a counter.

One recognisable system.

New exhibition concepts.

Details that belong.



Directional panel and identity-card concepts.

Archive into application.

ORIGINAL ARCHIVE / 2023–2025

Logo explorations, exported signatures and a 25–page visual guide.

The source refers to displays, signage and promotional displays.

The selected signature is the later exported black-and-white identity.

VISUAL EDITION / 2026

New layouts, campaign, display and print applications.

Archive stock imagery and mockup references are not used.

New application scenes are labelled as design concepts.

Client adoption, fabrication and installation are unconfirmed.