

— 跃 优 创
JUMPIN
GROUP

MAKE THE
NEXT MOVE.

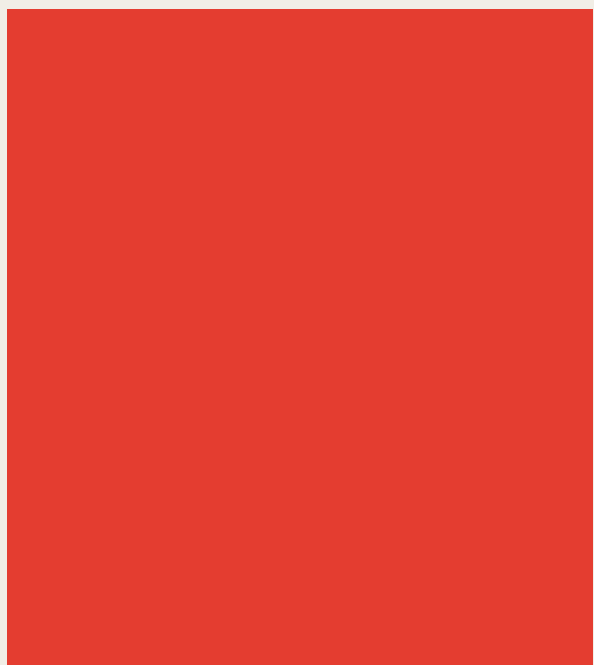


Keep the character.
Give it room.

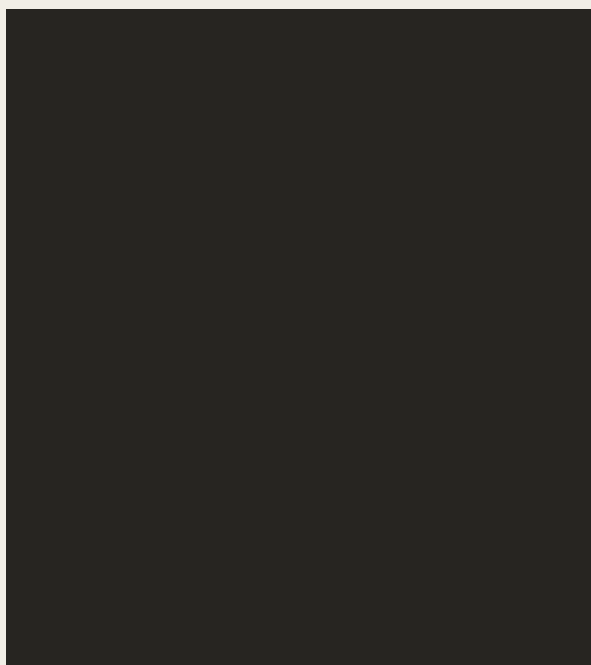


The original Chinese lettering and JUMPIN geometry are retained.
GROUP is newly typeset for a clean, balanced lockup.
Use the complete signature and preserve its proportions.
Leave generous clear space around every side.

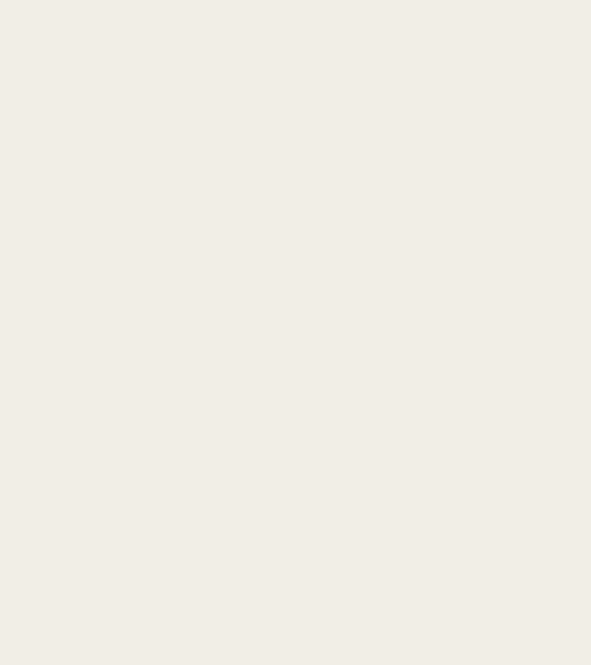
Warm energy. Quiet structure.



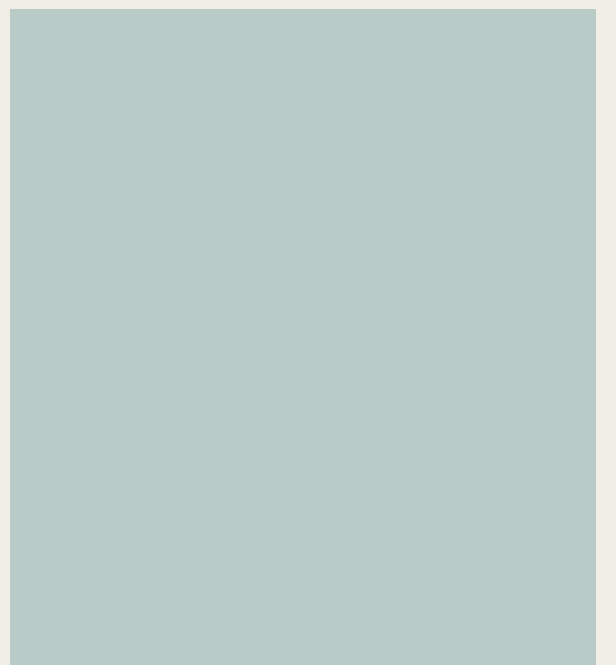
VERMILION
#E43D30



INK
#272521



PAPER
#F1EEE6



SAGE
#B8CBC6

Make the next move.

向前，一跃。

Bold, direct headlines. Calm supporting text.

Use red for emphasis, not for every detail.

Screen colour references are shown above.

A simple shape. A sense of progress.



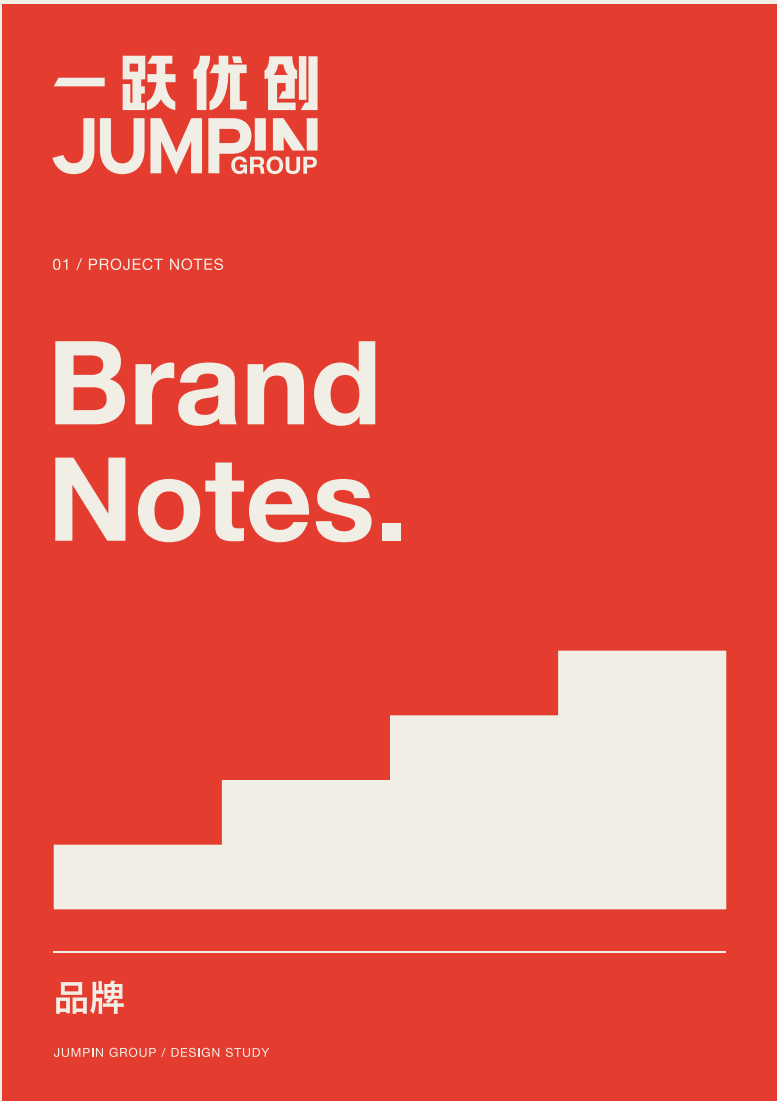
Four steps form one clear gesture.

Use the complete shape, or a deliberate detail at large scale.

Keep the graphic separate from the original signature.

The steps express direction; they do not represent business results.

One system. Room to adapt.



JUMPIN GROUP

MAKE THE
NEXT MOVE.

BRAND / BUSINESS / FINANCE



PROJECT COVERS / BRAND CARD



Make space for what is next.

ABOUT THIS EDITION

Based on the original 2022 Jumpin Group archive.

The Chinese and JUMPIN outlines come from the original identity.

GROUP typography, colours, graphic system and applications
are new portfolio refinements developed in 2026.

The three cover titles organise historical service areas.

These are design studies; adoption is unconfirmed.

No historical price, reach or performance claims are repeated.

