



A clearer
way
forward.



2019 IDENTITY / 2026 VISUAL REFINEMENT

Protection. Direction.



ORIGINAL SHIELD, ARROW AND BILINGUAL LETTERING

The original mark joins a protective shield with an upward arrow. Both bilingual lockups are recovered from the original logo PDF. Each lockup retains its eleven original outline paths, including the supplied Chinese and English lettering.



Space to be clear.



CLEAR SPACE / 1/4 OF THE COMPLETE LOGO HEIGHT

The 2019 guide specifies a minimum clear space of one quarter of the complete logo height. Keep that margin free of text and imagery. Preserve the lockup as a unit; never stretch or rearrange its parts. The horizontal bilingual layout suits wide formats; use the vertical version where a compact, centred signature is needed.

Application sizes and production proofs require testing for the final medium and viewing distance.

Grounded. Then bright.



Blue and orange follow the original 2019 master guide.
Blue establishes the field; orange introduces moments of emphasis.
A warm paper neutral is added for this portfolio refinement.
Confirm print colours against physical material proofs.

A composed voice.

A clearer way
forward.

看清方向。
从容向前。

OPEN SANS / HIRAGINO SANS GB

Open Sans is supplied in the original archive and specified in the 2019 guide. Light headlines and regular supporting text give the new edition a calm hierarchy. Chinese display copy uses Hiragino Sans GB; original logo lettering remains unchanged. The separate chevron motif extends the idea of direction.

One considered system.



FROM ARCHIVE TO A NEW VISUAL EDITION

60 source paths across Leo and Leo Insurance were reviewed and consolidated into 57 distinct files. The original identity and 45-page master guide establish the 2019 brand system.

Original: shield-and-arrow geometry, bilingual lockups, blue/orange colour values, clear-space rule and supplied Open Sans family.

2026 refinement: typography hierarchy, paper neutral, new copy, chevron graphics, stationery, posters and signage presentation.

AI-assisted scenes illustrate design concepts. Adoption, installation and production have not been confirmed. Historical rates, promotions, personal contacts, stock photos and unrelated brands are excluded.