



决胜金融

FINANCIAL INC.

A clearer
way forward.



Three letters.
One connection.



决胜金融

FINANCIAL INC.

The two original vector paths are retained, together with their relative placement. Navy and copper come from the supplied SVG. The bilingual name setting is newly designed.

A shared identity.

01



决胜金融

FINANCIAL INC.

02



智胜财富

INSURANCE SERVICE INC.

03



鼎胜财险

GENERAL INSURANCE INC.

Names follow the original 2022 group artwork.

These lockups are a 2026 design study; current corporate structure and adoption have not been independently verified.

Room for clarity.



Clear space / x = one quarter of the symbol height.

Keep other content outside this space.

Suggested full lockup width / at least 50 mm in print
or 220 px on screen. Proof bilingual text at actual size.

The symbol may stand alone when the company name
is clear from context. Preserve the paths and proportions.
The open-frame motif is a new supporting graphic.

Quiet confidence.

NAVY / #26335B

#C8826A

PAPER / #F4F0E8

Original navy and copper. A new warm-paper support.

Flat master colours; metallic materials are mockup concepts.

Georgia / Editorial headlines

Helvetica Neue / English names and supporting text

Hiragino Sans GB / Chinese names and text

让每一步，更有方向。

An original mark. A renewed system.

Original material / Identity, group names and applications

Archive / 2019–2023, including a later guide adaptation

Retained / Two symbol paths and original navy/copper

New / Typography, paper tone, frames, layouts and stationery

This six-page guide records a 2026 visual design concept.

The three names follow the original 2022 group artwork.

Historical promotions, contact details, portraits, references and unrelated-client artwork are excluded from this edition.

AI-assisted scenes illustrate print and spatial applications.

Current corporate status, client adoption, physical production and completed installation are not asserted.