



TEAM

CHARISMA

REAL ESTATE

A clear sense
of direction.

A clear sense of direction.

从容领航。

An architectural mark. A composed bilingual identity.

The 2022 archive combines a roof form with the letters T and C.

This edition brings that symbol into a quieter visual system,
with precise typography, warm colour and generous space.

Retained / The complete four-path symbol.

New / Typography, palette mapping, roofline motif and applications.



The complete roof and TC geometry is preserved.

Four original vector paths, extracted from the delivered logo PDF, page 5. No tracing or reconstruction.



T E A M

CHARISMA

领航地产团队



T E A M

CHARISMA

REAL ESTATE

Chinese / Team Charisma with its Chinese name.

English / Team Charisma with the Real Estate descriptor.

A new typographic signature gives the original mark more space.

Keep complete names and marks clear of edges and hardware.



NAVY / #0A2036



WARM GOLD / #C59B75



#F4F0E7 / PAPER

The archive lists #0A2036 and #C59B75, but its rendered swatches differ. This edition consistently uses the written values, with new warm paper. Metallic finishes are concepts.

Helvetica Neue / Signature and supporting information

Baskerville / Editorial headlines

Hiragino Sans GB / Chinese names and copy

A clear sense of direction.



A presentation folio, brand card and message card.

The new roofline motif echoes the architectural silhouette.

This is an identity system, not a property listing.

One identity. Every direction.



Proposed side-panel artwork, informed by the 2022 trailer study.

Names and marks stay inside a continuous printable surface.

Rear-panel composition is independent of the side design.

Final vehicle dimensions, openings, legal descriptors and production details require project-specific confirmation.

Original character. A new expression.

Source / Team Charisma archive, native dates April 2022.

Reviewed / AI and PDF delivery files, six raster exports, four native documents and a ZIP containing duplicate delivery assets.

Selected / Four complete symbol paths from the delivered PDF.

Rebuilt / Signature, palette, editorial voice, roofline motif, paper applications and independent vehicle-panel layouts.

A 2026 portfolio design concept by Day of Design.

AI-assisted scenes illustrate proposed applications. Adoption, fabrication and installation of this edition are unconfirmed.

Source portraits, property photographs, old contact details, QR codes, commercial terms and sales claims are excluded.