



**One identity.
Three directions.**

一个母品牌，三条清楚的业务路径。

A mark that holds together.



Proposed clear space: 1/4 of symbol height.

One original silhouette.

Keep the three interlocking parts, their gaps and the pointed stem intact. Scale the symbol proportionally; do not reconstruct it with a typeface.

A distinctive wordmark.

The final A has no crossbar. Use the original vector artwork, including its spacing, instead of typing a replacement.

原始图形保留；留白规则为本次建议。



01 / CAPITAL



02 / STUDENT HOUSING



03 / BEAUTY + MEDICAL TOURISM

The original archive defines the three colour-coded business lines. This refinement aligns their typography, contrast and naming hierarchy. Descriptors are shortened for the application studies.

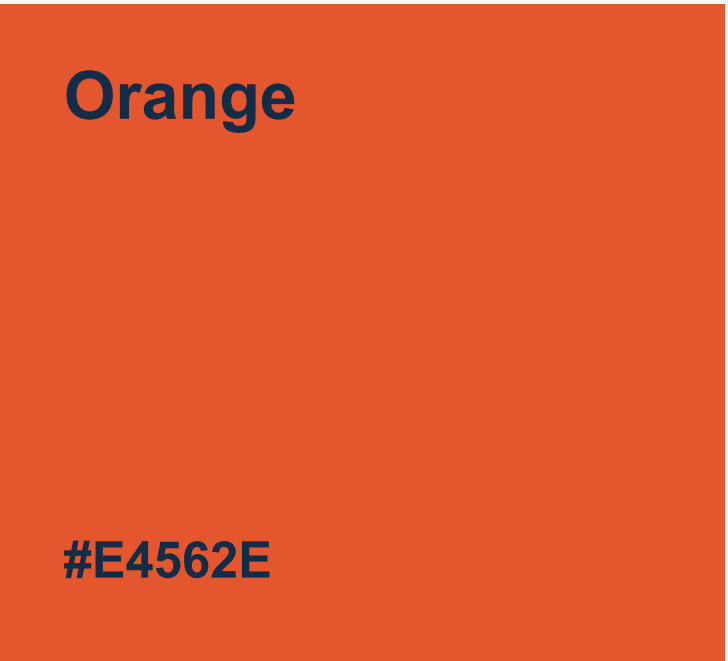
Three colours. Clearly defined.



RGB 255 / 198 / 33



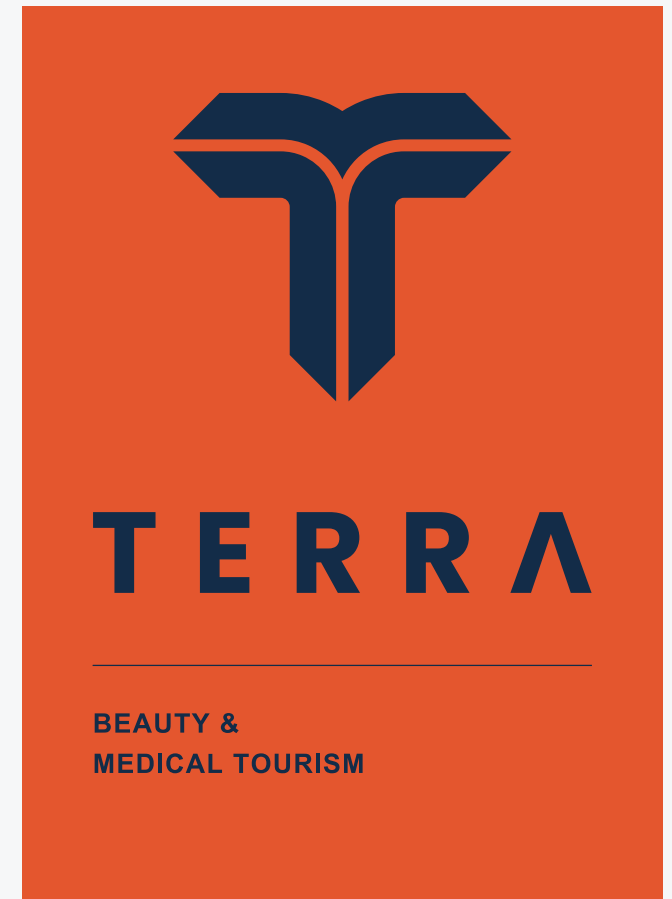
RGB 1 / 80 / 198



RGB 228 / 86 / 46

Values above follow the original SVG fills. The archive PDF repeats the yellow HEX under all three swatches; the blue and orange labels are corrected here. Print colour matching requires a separate proof.

One layout. Three roles.



Consistent mark scale, wordmark position, rule and descriptor baseline. Dark type improves contrast on yellow and orange; white type serves the blue edition.

三款封面为新编视觉研究，不代表已出版文件。

Across materials.



Presentation series / Concept



Environmental identity / Concept

Original identity: 2025. Portfolio refinement: 2026. Logo paths and core colours come from the original client design archive. Application layouts and image concepts are new; photographs are AI-assisted visualizations, not evidence of existing publications or a built office.

以原始标志为依据，统一纸面与空间中的品牌表达。