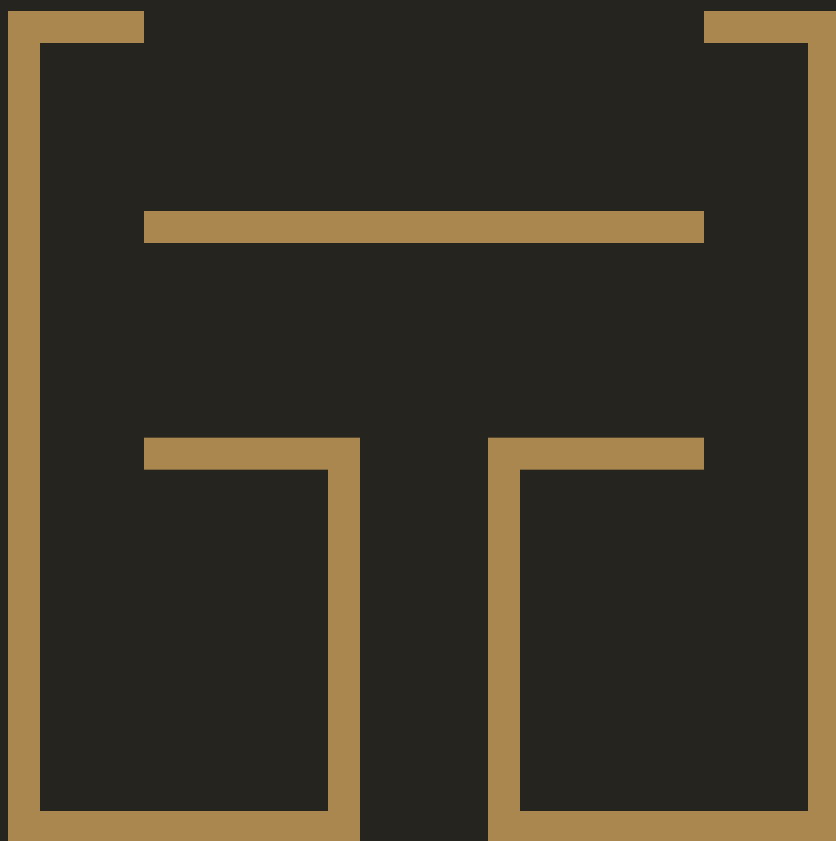


THEA



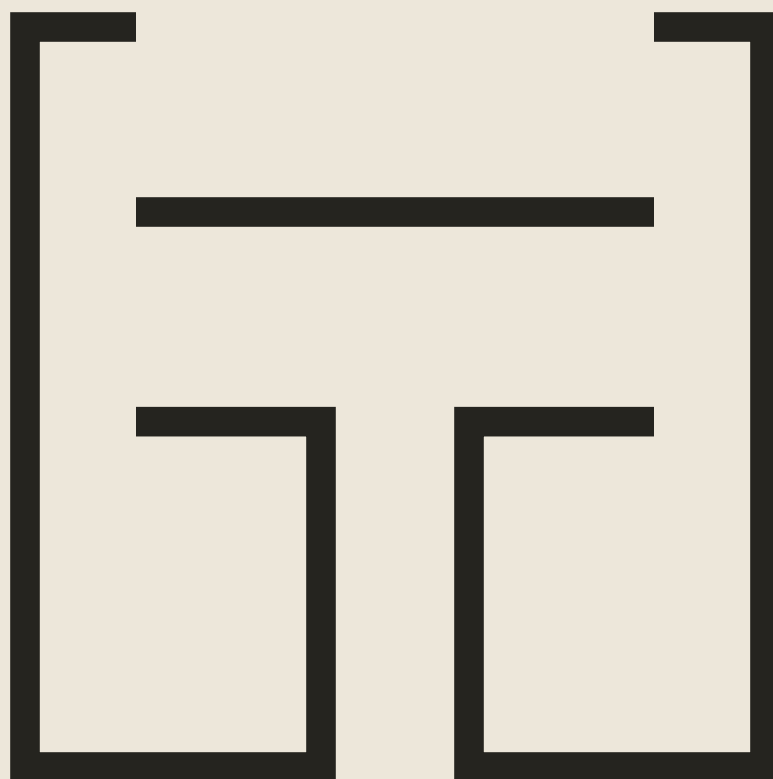
Quiet by design.

视觉指南 / 独立设计提案

FORM / SPACE / RHYTHM

2026

01 / IDENTITY 品牌识别

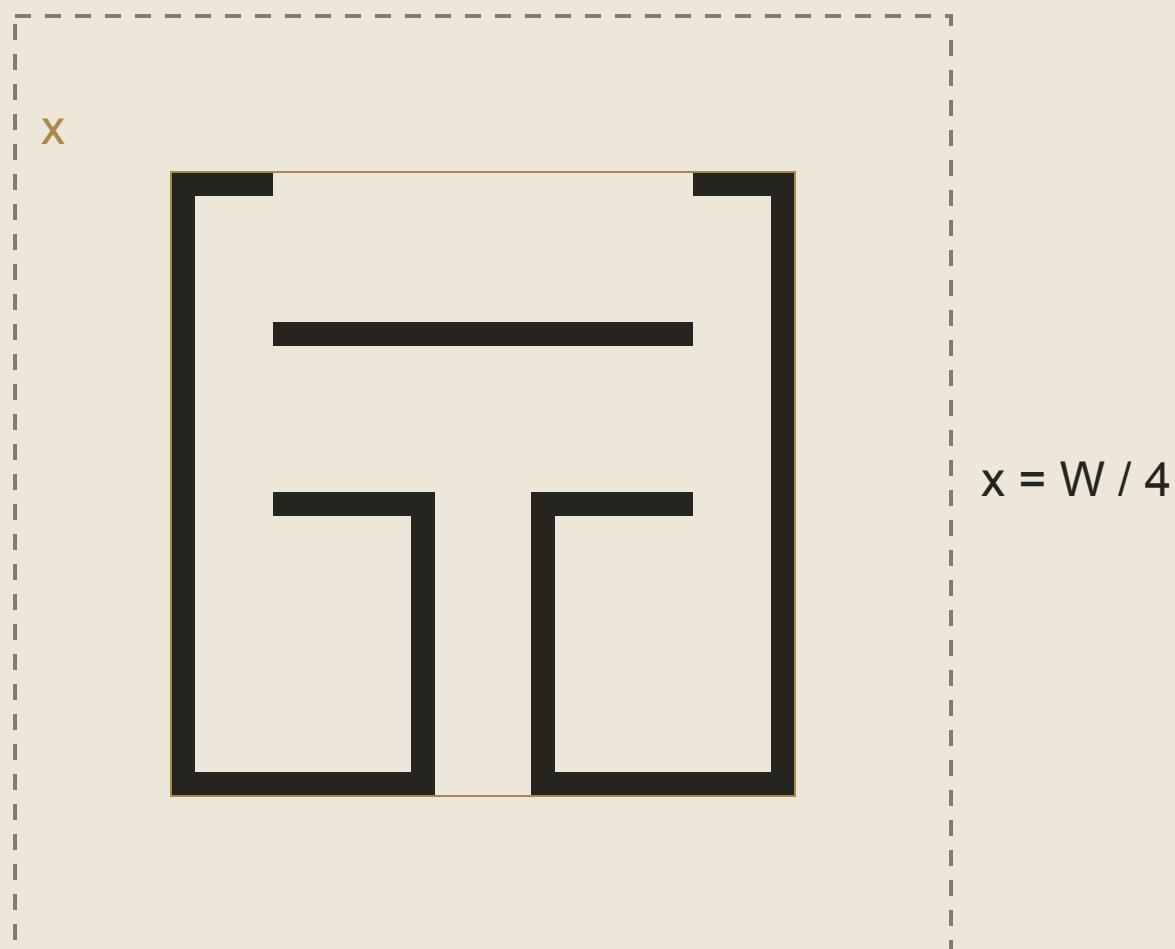


THEA

以 THEA 为识别名称，保持几何结构与字标独立。

Use THEA as the identity name. Keep symbol and wordmark as separate elements with generous surrounding space.

02 / CLEAR SPACE 标志留白



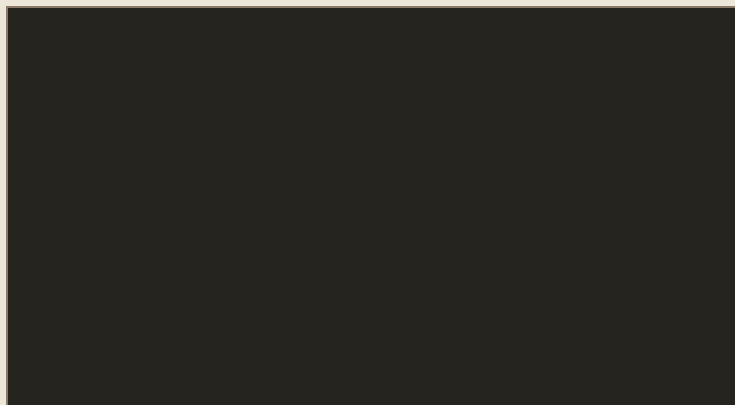
W 为标志可见宽度；四周至少留出 $1/4 W$ 。

Set x to one quarter of the visible symbol width W.

Reserve at least x on every side. Scale proportionally;
keep the three paths and their openings unchanged.

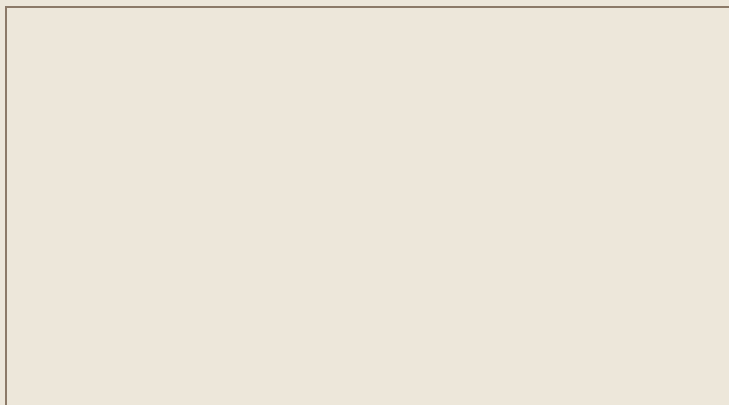
等比缩放；保留三段路径与原定开口。

03 / COLOUR 配色



CHARCOAL

#25241F



LIMESTONE

#EDE7DA



TAUPE

#8C7A68



BRASS

#AB8750

炭黑与暖白为主，灰褐与黄铜色作为辅助。

HEX values define digital colours. Metallic foil is a material, not a HEX colour. Confirm print and foil with physical proofs.

04 / TYPOGRAPHY 字体层级

Quiet by design.

GEORGIA / DISPLAY

Form. Space. Rhythm.

ARIAL / INFORMATION

让秩序，成为气质。

SOURCE HAN SANS SC / CHINESE

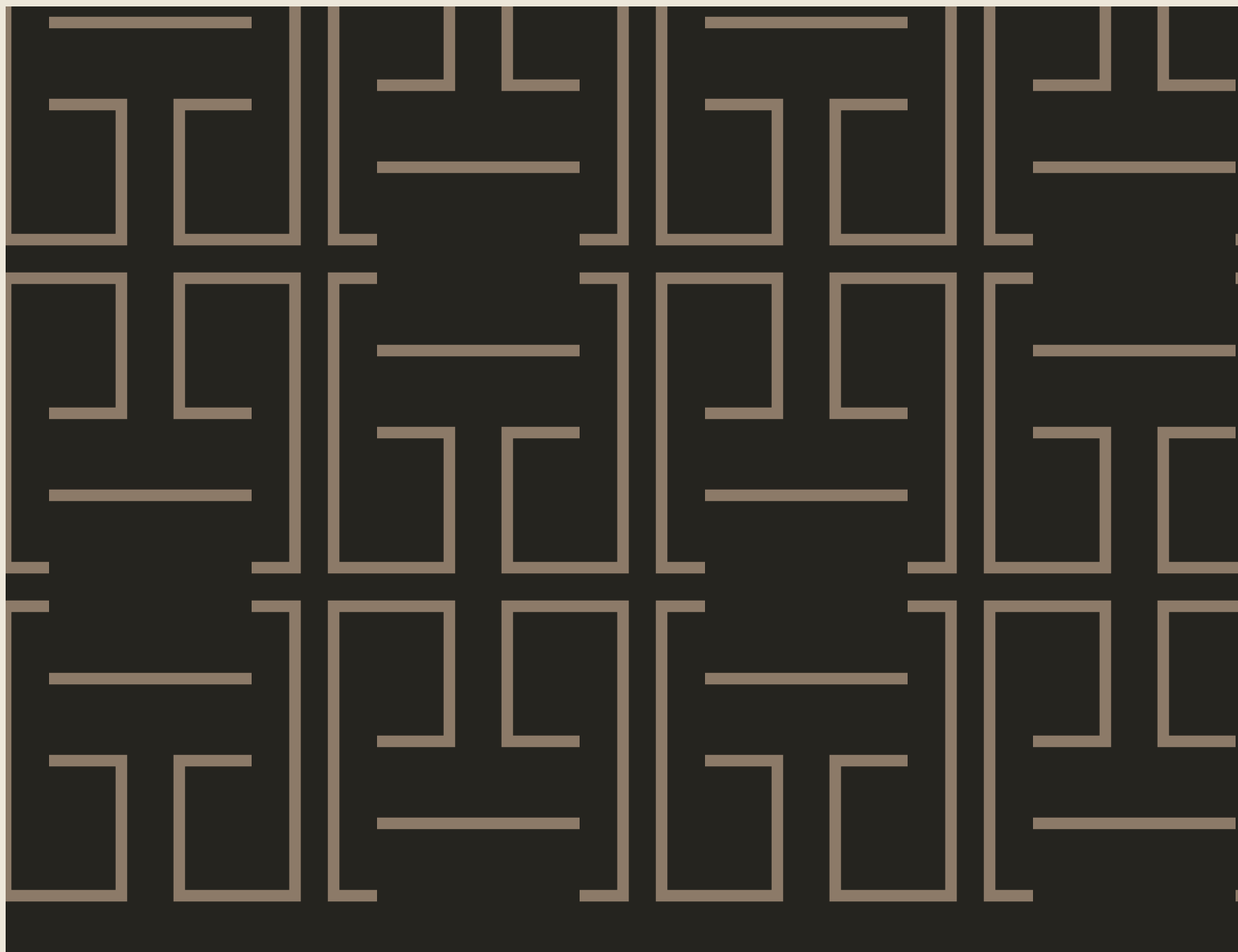
标题用衬线字体，说明文字用清楚的无衬线字体。

Use Georgia for display and the wordmark; Arial for details.

Use Source Han Sans SC for Chinese text. Keep headlines brief and body copy comfortably spaced.

实际交付前，核对使用场景所需的字体授权。

05 / PATTERN 纹样



以同一标志重复排列，相邻单元旋转 180 度。

Repeat on a regular grid with alternating 180-degree turns.

Keep motif scale and line weight consistent. Treat the pattern as a supporting field; keep text in clear space.

文字放在独立留白区，避免覆盖密集纹样。

06 / APPLICATION 资料封面



3:4 资料封面，以标志、字标与细线建立层级。

A 3:4 folio cover separates symbol, wordmark and fine rule.

This is a format and material proposal, not a production dieline or evidence of historical client adoption.

烫印与纸张需通过实物打样确认。

07 / USE & PROVENANCE 使用与来源

使用原则

Keep proportions, openings and line weight intact.

Use high-contrast solid or reversed versions.

Avoid stretching, extra effects and crowded backgrounds.

Proof small sizes and metallic applications before production.

历史依据与提案范围

Source: DOD logo.pdf (2018), page 21. THEA is repeated

in the historical panel. The header also reads THEA MALTHY;

the script descriptor appears to contain a spelling error.

Full official naming, business scope and adoption are unverified.

本册是 2026 年独立重设计提案，并非历史原始规范。

This 2026 guide documents a new independent interpretation,
not recovered original vectors or an adopted client manual.

No historical photography or mockups are reused.