

Rehome品牌标准规范指南 **VSI** (B版本)  
*Rehome brand standard specification*



美克·美家

**Rehome**

## 使用说明

Rehome作为美克美家旗下家居用品品牌，承载着拓宽美克美家用户群、为美克美家客户提供温馨、雅致、愉悦、便捷的家居用品的责任。在Rehome品牌建设初期，也就是其面向消费者的前三年，需要借助美克美家品牌已经取得的成绩，以美克美家广大的被认知度并且获得的赞誉度加快Rehome的品牌推广速度和提升其美誉度。所以Rehome品牌应当与美克美家品牌紧密联系在一起。

经过讨论，Rehome品牌的标识在建设初期会与美克美家一起出现在大众面前，以展示其与美克美家品牌的关系。这一标准将在Rehome品牌建设初期之后，根据其发展情况再进行讨论或修改。

## *Instructions*

Rehome, as an affiliated household brand of MHF, undertakes the responsibility of expanding customers group, and providing warm, graceful, delightful, and convenient household items. At the first three years of Rehome brand building, it needs to take advantage of the brand achievements, wide brand awareness and reputation that MHF has gained to facilitate Rehome brand promotion and establish high reputation. So Rehome should closely connect with MHF.

After discussion, Rehome brand identity in the early stage will be presented with MHF brand identity's companion, to show its connection with MHF. This standard will continue until the completion of the initial stage of Rehome brand building, and then we will have discussions or modifications in accordance with its development.

为了提高Rehome品牌的辨识度，社会的公众传播力度，进一步增强企业的经济效益，特制定此手册。本手册包括了视觉传达系统规范，连锁店店面形象规范等详细说明。为了使人们方便使用，在这里对一些在应用中必须遵循的原则和易忽略的问题进行说明，所有人必须严格参照和遵循本手册的标准

In order to improve Rehome brand recognition, public communication and further enhance the economic efficiency of the company, we especially develop this book. This book includes details like a visual communication system specifications, chain store image specifications. To make it easy for people to use, we illustrate principles to be followed in the application and the problems easy to ignore. Everyone must strictly follow standards of this book.

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## **Dress**

**VSI** 基础系统  
Basic design system

---





温馨  
Warm



雅致  
Graceful



愉悦  
Delightful



便捷  
Convenient

---

经商标局核准注册的商标为注册商标，包括商品商标、服务商标和集体商标、证明商标；商标注册人享有商标专用权，受法律保护。

---

Rehome

*Standard registered approved trademark*

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Approved by the Trademark Office. registered trademarks including merchandise marks, service marks, collective marks, certification marks; registered trademarks enjoy the exclusive right and protected by law

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Rehome品牌问世之初，需要借助驰名商标、并且已经有较高识别度的美克美家标识的传播力量。所以，在Rehome标识出现的同时，美克美家标识也需要出现（但不需要一定以组合形式出现）在整个的视觉接受当中，Rehome标识应当占主体，至少为与美克美家标识相等的比例出现。美克美家标识以完整版出现，色彩与Rehome统一为黑色。

右图为Rehome标识与美克美家标识的最小可用比例。  
这两个标识在同时出现并且目的是为Rehome品牌传播使用时，要遵照此比例。

①在Rehome标识与竖版美克美家标识同时出现时，Rehome的标识总高度为美克美家总高度的二分之一。

②在Rehome标识与横版美克美家标识同时出现时，Rehome与美克美家标识的总宽度相等。

③在并排使用，并且与最小比例相等时，其间距不可小与其中美克美家标识中的大M图形尺寸。

例外：由于Rehome标识可以出现在内文中，所以当在内文中的Rehome标识小于同版面中的美克美家标识时，必须同时出现一个符合或者高于右侧比例标准的Rehome大标识，以传达品牌。



*Logo combinations that are approved*

Logo is the core element of the company's image, the direct reflection of the management of the company, quality service and quality product and an identification of the company in market competition. As the most important element it cannot be used as an auxiliary graph

## 标识预留空间限定区域与最小尺寸

A-2-05

为更加清晰有效的传播品牌，周边必须保持一个最小尺寸的空白空间，该区域为称为限定区域。该区域内不得出现任何文字、符号、元素。



## *Logo headspace area and its minimum size*

For a more clear and effective promotion of the brand, there should be a limited area of the minimum size blank space, no text, no symbols, and no elements in this area.

标识是合法注册的，不允许有任何形式的修改。不允许变色、旋转、倾斜或随意添加任何效果到标识上。切勿自己尝试创造标识。

1.  
X



2.  
X



3.  
X



4.  
X



5.  
X



6.  
X



*Incorrect Usage*

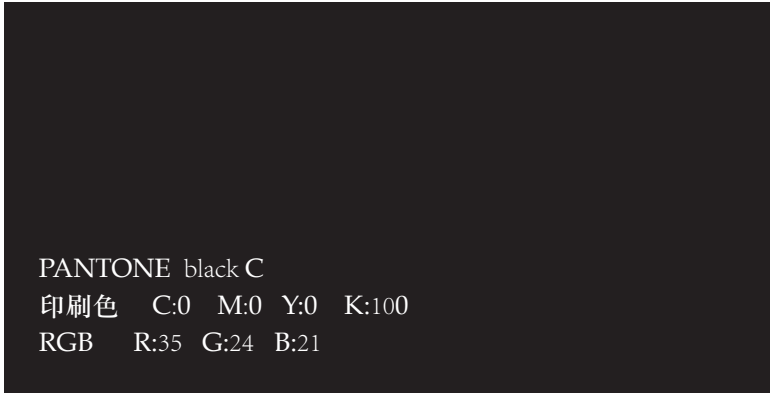
Logo is legally registered and not allowed to have any form of modification. No change for color, rotating, skew or adding any other effects to it. Do not try to create something on it.



---

色彩的应用在设计及使用环节中受到多种因素影像，为避免因颜色的偏差而影响视觉效果，企业标准色彩按照国际印刷业通用的pantone、四色印刷CMYK和屏幕显示的RGB色彩标准设定。

---



PANTONE black C  
印刷色 C:0 M:0 Y:0 K:100  
RGB R:35 G:24 B:21

*standard colors*

---

The application of color in the design will be influenced by many factors. To avoid color deviations, corporate standard colors should adopt the general standard in international printing industry, four-color printing CMYK and standard RGB setting on screen

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在印刷品系统中只能采用黑色和反白色。背景色的严格界定在黑色和白色，在没有特殊情况下，白色作为背景色首选。

---



Rehome



Rehome

*Right usage*

---

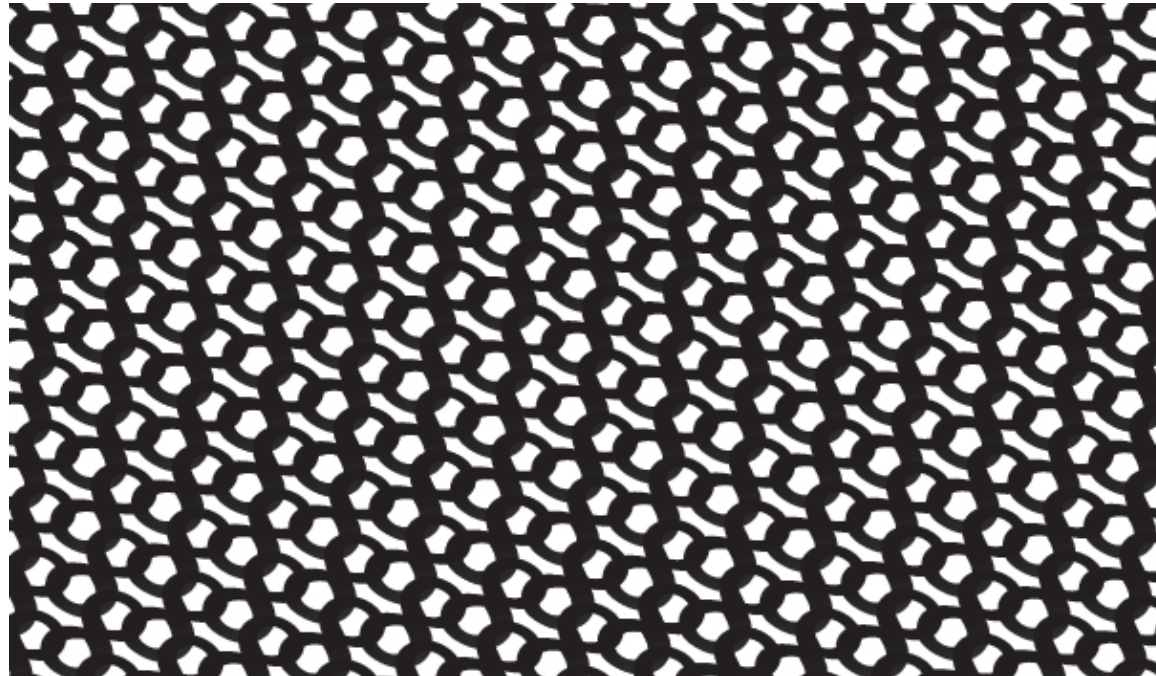
In a printing system , it can only uses. the standard colors and white. The background color should be black or white, and white is preferred

---

---

色彩的应用在设计及使用环节中受到多种因素影像，为避免因颜色的偏差而影响视觉效果，企业标准色彩按照国际印刷业通用的pantone、四色印刷CMYK和屏幕显示的RGB色彩标准设定。

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Graphics that belong only to Rehome are reusable graphics and they will appear on the wall in the store, printings, and office supplies, to assist in conveying the brand visual information.

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为了确保标志清晰可辨，务必严格控制背景色的亮度。应用在不同的亮度背景色上的色板，使用时切记用到以下示例。



*Wrong whitening us*

To ensure the logo clearly visible, brightness of the background should be strictly controlled. When applied in different levels of brightness, palettes should use the following examples(see above).

---

在各类印刷品应用、媒介物料等均应一致使用所设的标准字体，在使用标准字体时不得随意改变字体，以确保品牌形象的一致性。

---

## 专用中文印刷字体

标题 大标宋简体

## 专用中文印刷字体

内文 小标宋简体

## 专用中文印刷字体

标题 大黑简体

## 专用中文印刷字体

标题 微软雅黑

## 专用中文印刷字体

内文 中等线简体

*Standard Chinese font*

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It should be consistent with the set standard font In all types of printed application, media materials, etc. use standard fonts without alteration, to ensure consistency of brand message

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为了确保标志清晰可辨，务必严格控制背景色的亮度。应用在不同的亮度背景色上的色板，使用时切记用到以下示例。

---

**Markor furnishings chain Co., Ltd.**

标题 Times New Roman Bold

Markor furnishings chain Co., Ltd.

内文 Times New Roman Regular

**Markor furnishings chain Co., Ltd.**

标题 Arial Black

Markor furnishings chain Co., Ltd.

内文 Arial

Markor furnishings chain Co., Ltd.

内文 Calibri

*Standard English fonts*

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To ensure the logo clearly visible, brightness of the background should be strictly controlled. When applied in different brightness, palettes should use the following examples(see above).

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# VSI 品牌外部接触点(广告媒体)

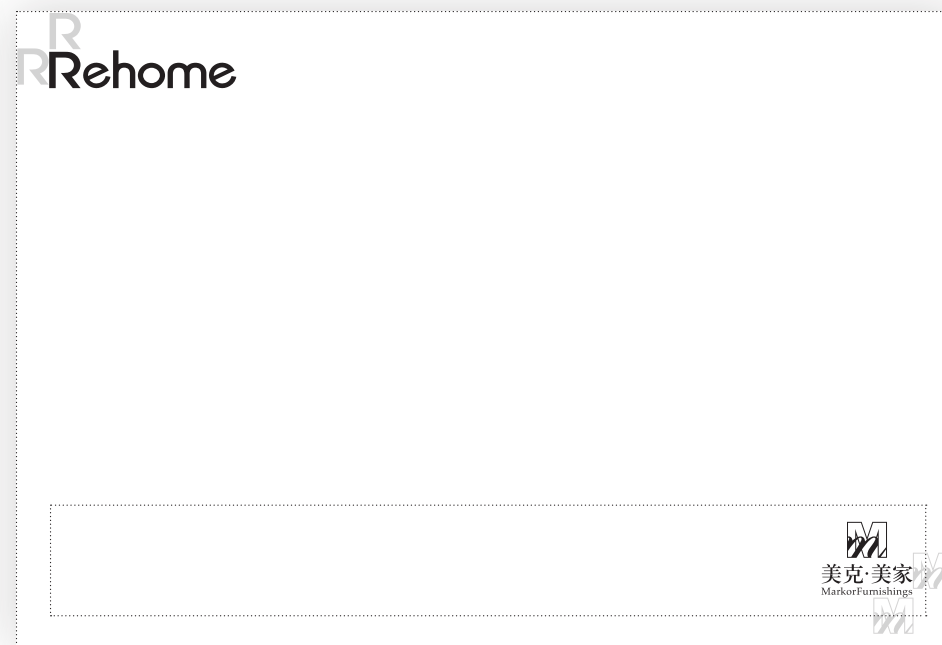
Brand external contact (Ads media)

---

为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在各类杂志、报纸物料中均应一致使用此标准，以确保品牌形象的一致性



210x285(mm) Double Page Magazine Ad



文本框

*Magazines / newspapers (horizontal version)*

One external voice. In all kinds of magazines, newspapers, consistently use this standard to ensure consistency of brand image

为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在各类杂志、报纸物料中均应一致使用此标准，以确保品牌形象的一致性

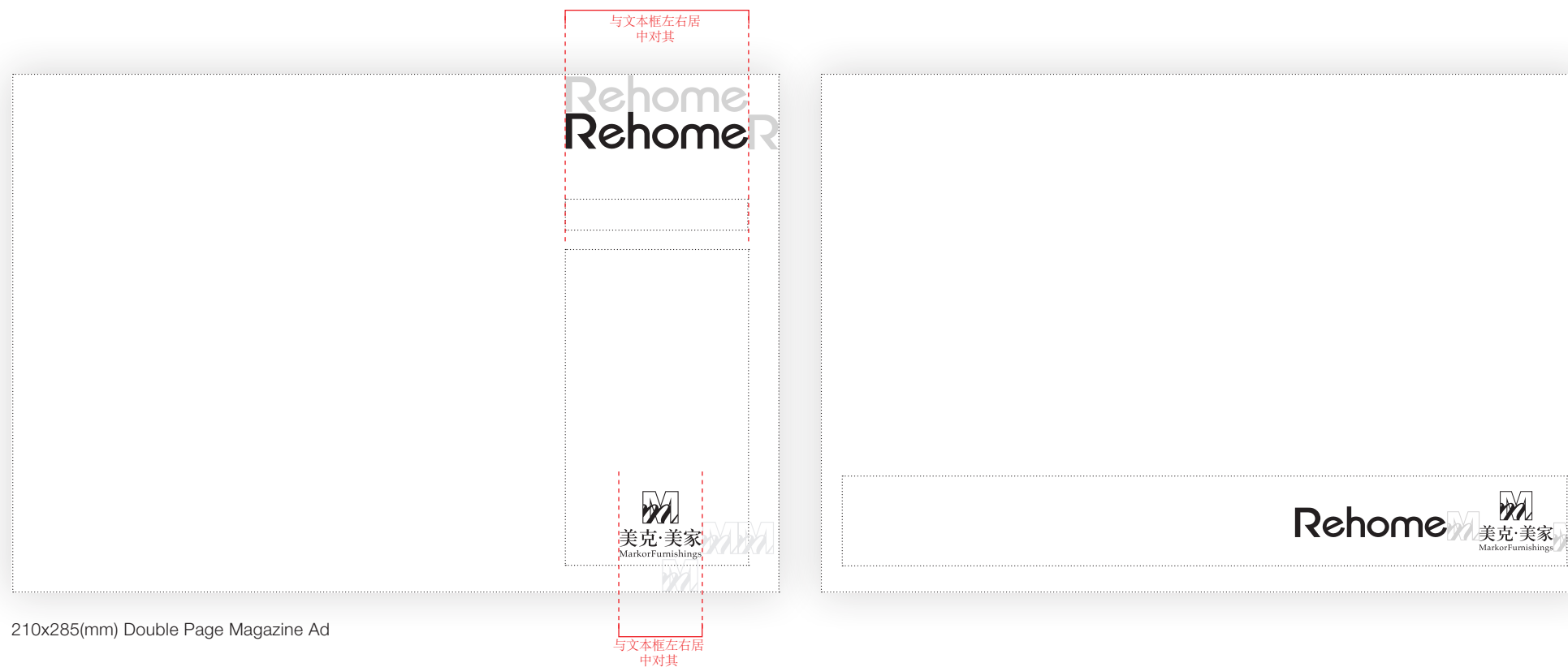


示例

*Magazines / newspapers (horizontal version)*

One external voice. In all kinds of magazines, newspapers, consistently use this standard to ensure consistency of brand image

为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在各类杂志、报纸物料中均应一致使用此标准，以确保品牌形象的一致性



*Magazines / newspapers (horizontal version)*

One external voice. In all kinds of magazines, newspapers, consistently use this standard to ensure consistency of brand image



为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在各类杂志、报纸物料中均应一致使用此标准，以确保品牌形象的一致性



示例

One external voice. In all kinds of magazines, newspapers, consistently use this standard to ensure consistency of brand image



为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在各类杂志、报纸物料中均应一致使用此标准，以确保品牌形象的一致性



*Magazine / Newspaper (vertical version)*

One external voice. In all kinds of magazines, newspapers, consistently use this standard to ensure consistency of brand image

为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在各类杂志、报纸物料中均应一致使用此标准，以确保品牌形象的一致性



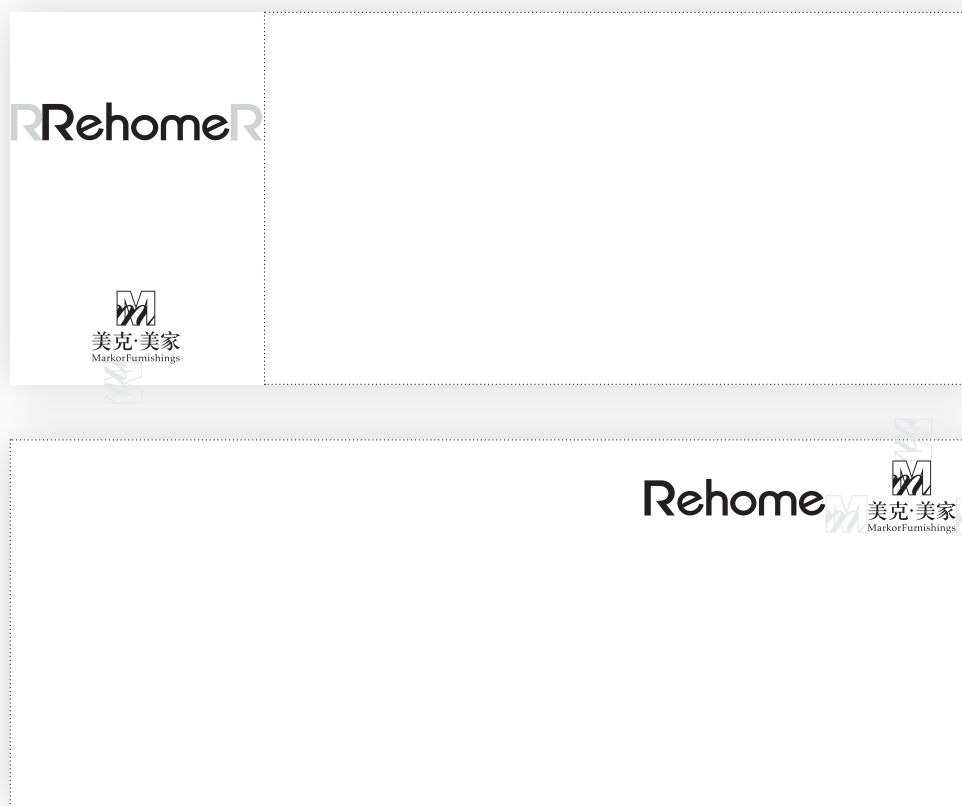
示例



Magazine / Newspaper (vertical version)

One external voice. In all kinds of magazines, newspapers, consistently use this standard to ensure consistency of brand image

为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在户外物料中均应一致使用此标准，以确保品牌形象的一致性



*Outdoor Ads (horizontal version)*

One external voice. In door materials, consistently use this standard to ensure consistency of brand image

为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在户外物料中均应一致使用此标准，以确保品牌形象的一致性

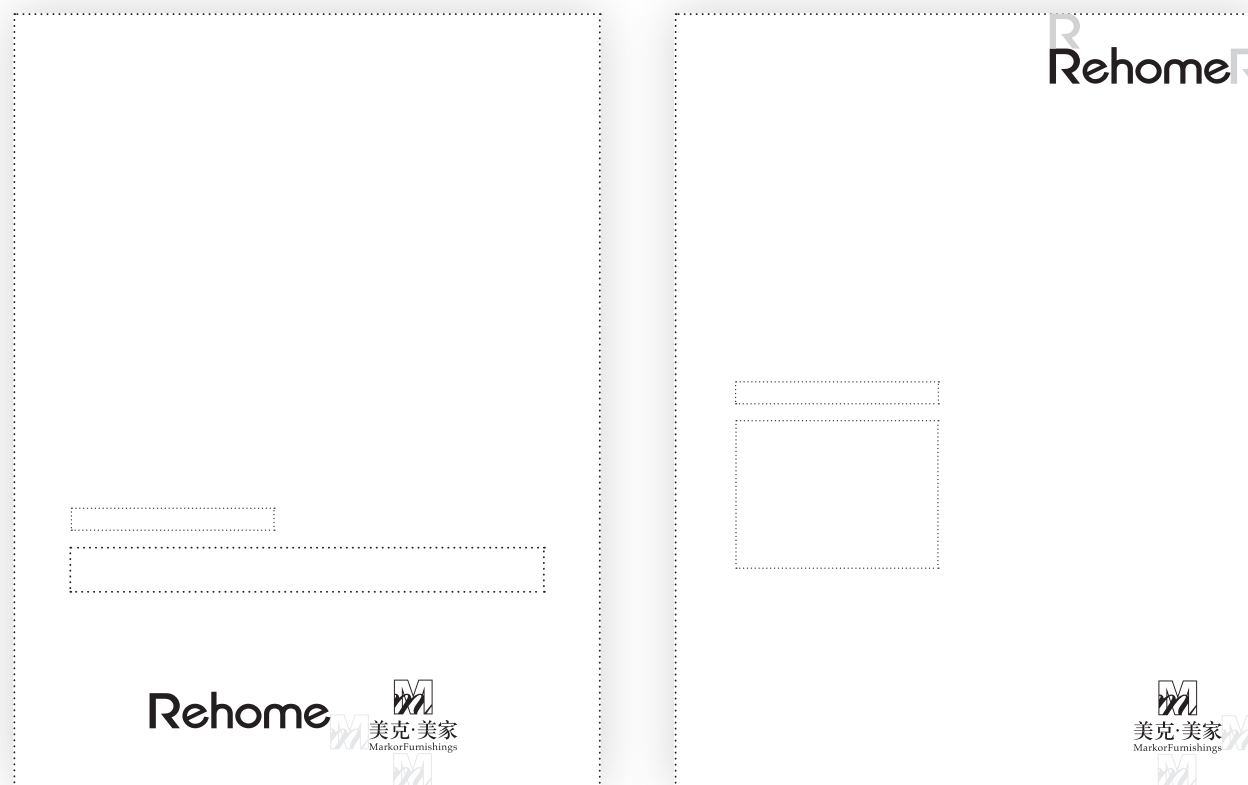


示例

*Outdoor Ads (Horizontal version)*

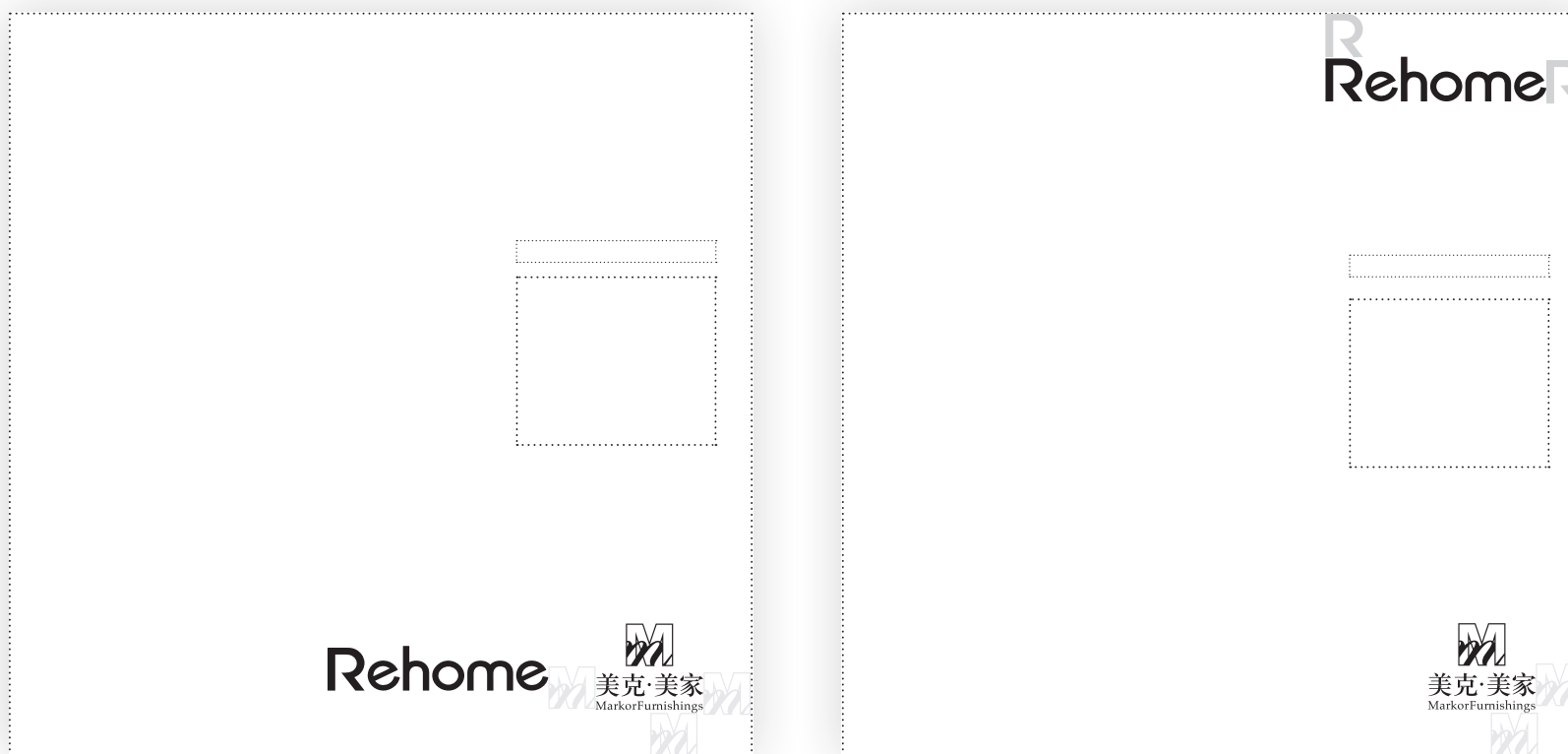
One external voice. In out door materials, consistently use this standard to ensure consistency of brand image

为了确保客户在外美克美家品牌外部接触点时，我们发出的是同一个声音。在灯箱物料中均应一致使用此标准，以确保品牌形象的一致性



One external voice. In lightbox materials, consistently use this standard to ensure consistency of brand image

为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在灯箱物料中均应一致使用此标准，以确保品牌形象的一致性



One external voice. In lightbox materials, consistently use this standard to ensure consistency of brand image



为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在灯箱物料中均应一致使用此标准，以确保品牌形象的一致性



示例

lightbox

One external voice. In lightbox materials, consistently use this standard to ensure consistency of brand image

为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在灯箱物料中均应一致使用此标准，以确保品牌形象的一致性

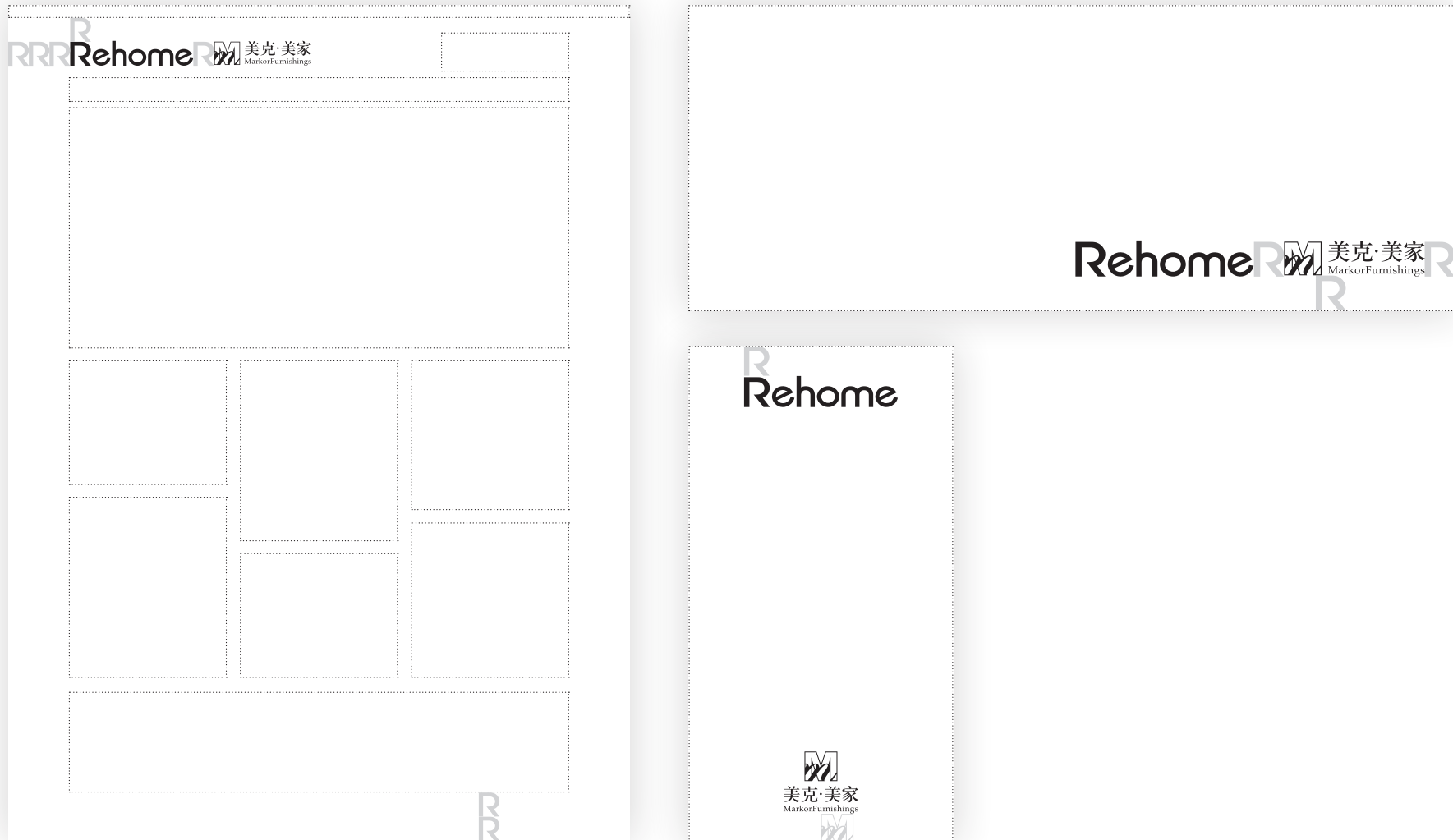


示例

One external voice. In lightbox materials, consistently use this standard to ensure consistency of brand image



为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在网络物料中均应一致使用此标准，以确保品牌形象的一致性



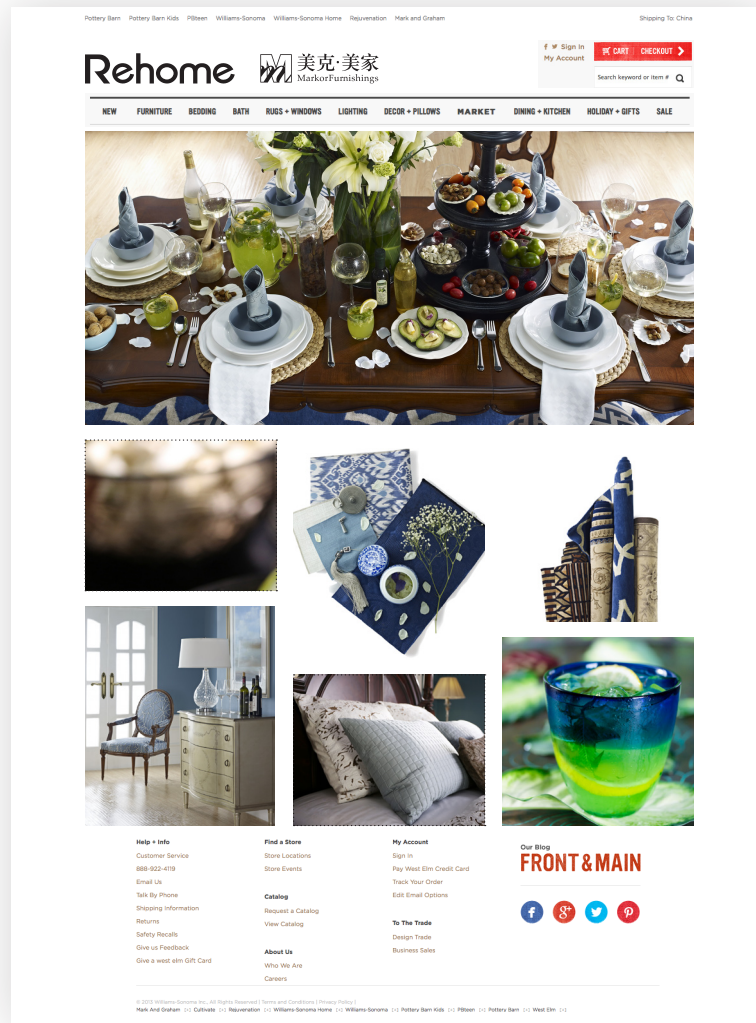
Website

One external voice. In network materials, consistently use this standard to ensure consistency of brand image

网络

B-3-02

为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在网络物料中均应一致使用此标准，以确保品牌形象的一致性



示例

Website

One external voice. In network materials, consistently use this standard to ensure consistency of brand image

为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在视频 / TVC物料中LOGO呈现均应一致使用此标准，以确保品牌形象的一致性



16:9



6:4

One external voice. In Video / TVC materials, consistently use this standard to ensure consistency of brand image

# VSI 店面品牌接触点(外部建筑环境)

The brand contact points (external environment)

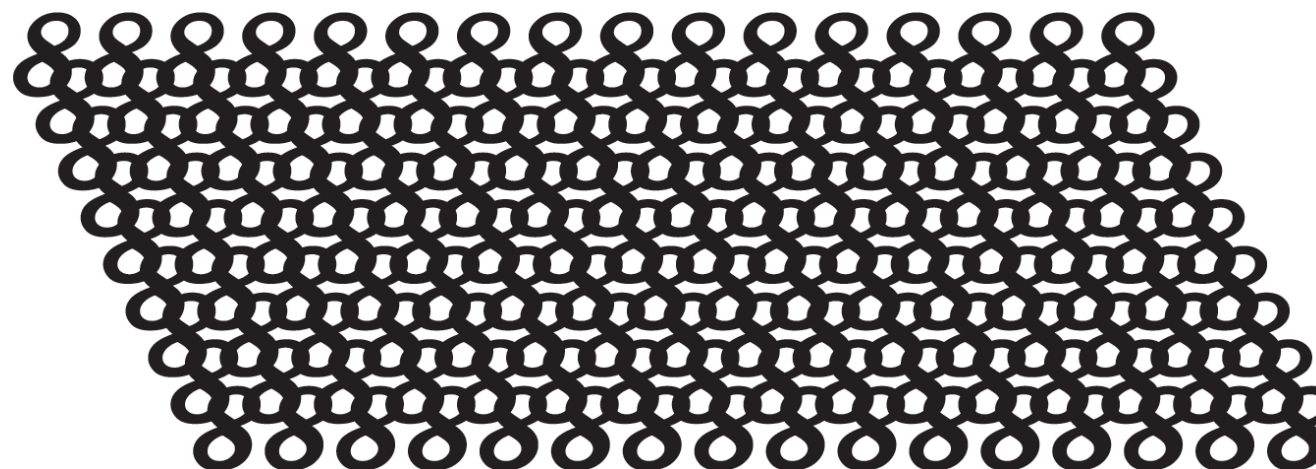
---

店面门头如同Rehome核心品牌形象，直接关系到Rehome的品牌调性以及定位，鉴于全国连锁店较多，每个店面由于环境不同所致不同形态，所以在这对于不同形态店面进行规范并制定标准，在执行时不得随意修改，以此方案比例为准

## 店面门头元素以及规范

Storefront elements and norms

造型元素/装饰雨棚



## Store doorhead

Stores are directly related to Markor brand tone and positioning. Given the large national chain stores number, different stores has the different forms in different environments, so in this respect we regulate this and make standards for them, no modifications at execution, take this proportion as standard

店面门头如同Rehome核心品牌形象，直接关系到美克美家的品牌调性以及定位，鉴于全国连锁店较多，每个店面由于环境不同所致不同形态，所以在这对于不同形态店面进行规范并制定标准，在执行时不得随意修改，以此方案比例为准



## *Store doorhead*

Stores are directly related to Markor brand tone and positioning. Given the large national chain stores number, different stores has the different forms in different environments, so in this respect we regulate this and make standards for them, no modifications at execution, take this proportion as standard



## 店面门头

C-1-03

店面门头如同Rehome核心品牌形象，直接关系到Rehome的品牌调性以及定位，鉴于全国连锁店较多，每个店面由于环境不同所致不同形态，所以在这对于不同形态店面进行规范并制定标准，在执行时不得随意修改，以此方案比例为准



## Store doorhead

Stores are directly related to Markor brand tone and positioning. Given the large national chain stores number, different stores has the different forms in different environments, so in this respect we regulate this and make standards for them, no modifications at execution, take this proportion as standard

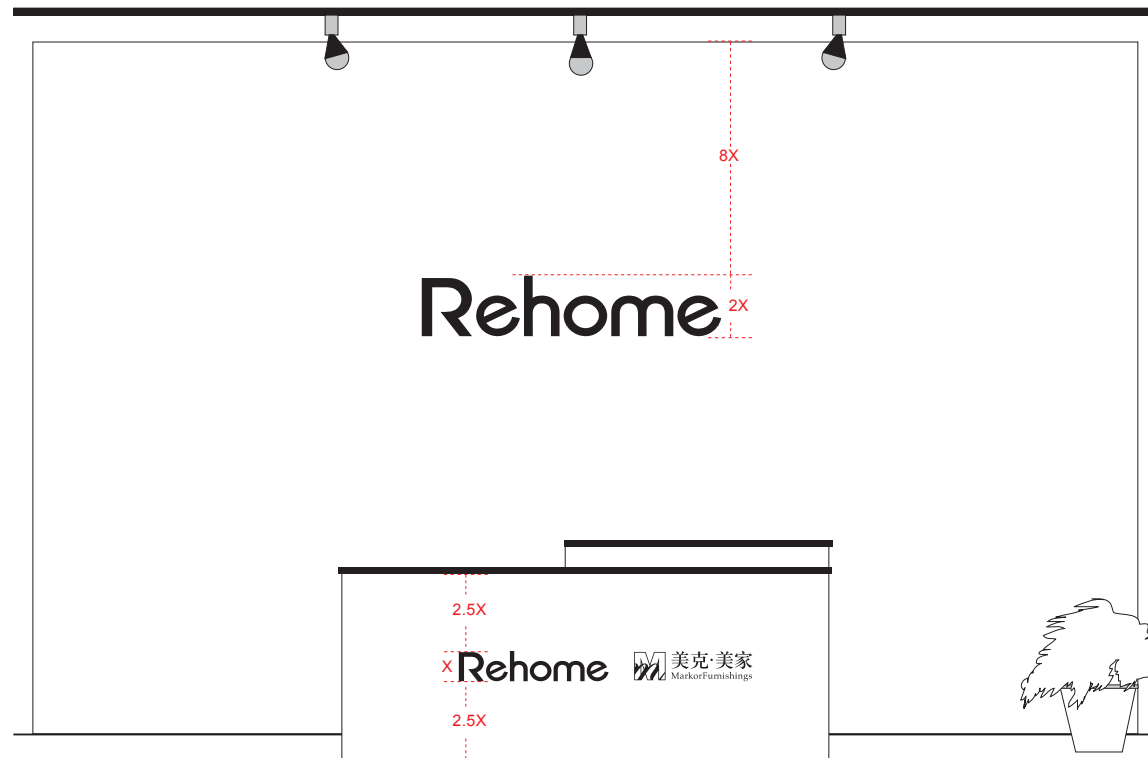
# VSI 品牌接触点(店内体验)

The brand contact points (in-store experience)

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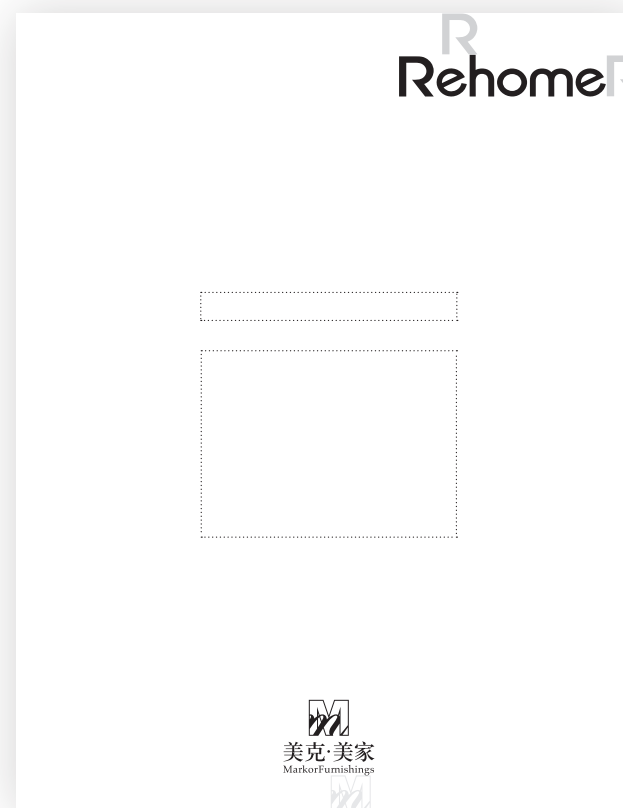
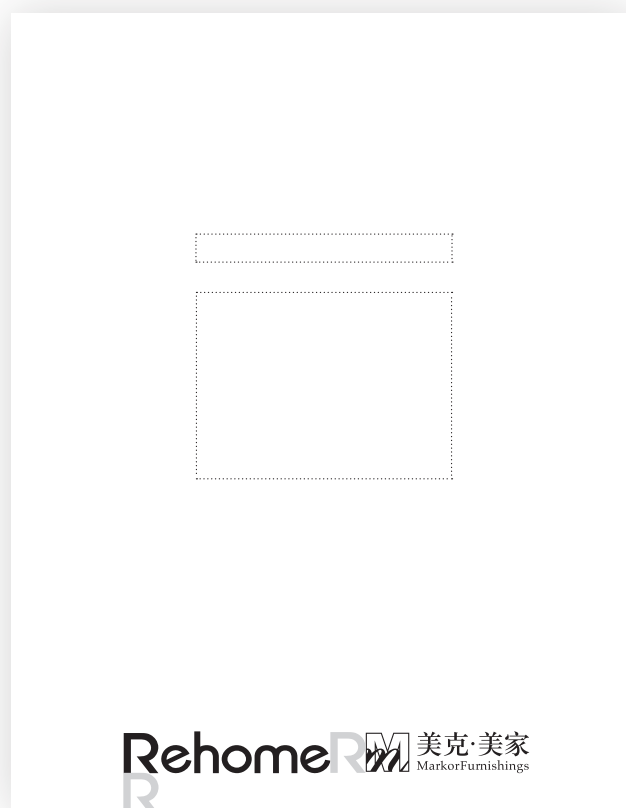
店面前台如同Rehome店内核心品牌形象，直接关系到Rehome的品牌调性以及定位，鉴于全国连锁店较多，所以在这对前台形象进行规范并制定标准，在执行时不得随意修改，以此方案比例为准



*Front desk logo image*

Front desk are directly related to Rehome brand tone and positioning. Given the large national chain stores number, different stores has the different forms in different environments, so in this respect we regulate and make standards for front desk ads, no modifications at execution, take this one as standard

水牌的作用是让进店客户第一时间知道我们当季活动主题详情，起到告知信息的作用，为了确保客户在店内逛店时，我们发出的是同一个声音。在水牌物料中均应一致使用此标准，以确保品牌形象的一致性



固定尺寸位54CM×69CM

Posters are aiming to let the customers know details of our seasonal theme, as an indication role. Poster materials should be consistently using this standard in order to ensure consistency of brand image

水牌的作用是让进店客户第一时间知道我们当季活动主题详情，起到告知信息的作用，为了确保客户在店内逛店时，我们发出的是同一个声音。在水牌物料中均应一致使用此标准，以确保品牌形象的一致性



示例 example

Posters are aiming to let customers know details of our seasonal theme, as an indication role. Poster materials should be consistently using this standard in order to ensure consistency of brand image

价签的作用是让进店客户在关注产品同时，更加直观的了解产品信息以及价格。为了确保客户在店内逛店时，我们发出的是同一个声音。产品价签均应一致使用此标准，以确保品牌形象的一致性

### 产品价签

内容：品牌标志、产品信息、条码、价格

尺寸：80MM×30mm 孔直径3mm

材质：正背400克铜版纸

内页：200克哑粉纸

工艺：正背双面亚膜，表面过UV，打孔

配绳：黑色吊绳

正面



背面



形式

## Product Price tag

The price tags allow customers a better understanding of the product information and price. Price tags materials should be consistently using this standard in order to ensure consistency of brand image

## 名牌

D-4-01

为塑造店面统一的形象，方便客户记录导购员信息，特设计店面导购员名牌。名牌的规格、字体、颜色、材质及组合形式为标准规范，不得随意更改

店面名牌  
材质：金属  
尺寸：60mm×20mm  
工艺：雕刻  
①姓名字体：大标宋  
②编号字体：Times New Roman



*name tag*

To create a unified corporate image, strengthen internal management, we specially design a range of office supplies to meet to a variety of daily and business needs. Specifications, font, color and composition are the standards forms, no modifications allowed

**VSI** 内部应用  
Internal application

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为塑造统一的企业形象，加强内部管理，特设计一系列办公系统用品，以适应各种日常、商务活动需要。名片中的规格、字体、颜色及组合形式为标准规范，不得随意更改；名片中的姓名、职位、联系方式等资料根据实际情况更换

店面名片：用于发放给顾客，  
传播品牌和店面网址、  
店面地址等联系方式

材质：250g特种纸  
尺寸：90mm×50mm  
工艺：单色印刷、背面过UV

- ① 中文字体：微软雅黑 字号：7pt  
色彩：单黑
- ② 英文字体：Calibri 字号：7pt  
色彩：单黑

Rehome官方网站二维码



## Business card

To create a unified corporate image, strengthen internal management, we specially design a range of office supplies to meet to a variety of daily and business needs. Business card specifications, font, color and composition are the standards forms, no modifications allowed; changes on the name, job title, contact information and other information are made based on the actual situation

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行政名片：商业用途

材质：250g特种纸

尺寸：90mm×50mm

工艺：单色印刷、背面过UV

- ① 中文字体：微软雅黑  
姓名字号：14pt  
职位地址字号：6pt  
色彩：单黑
- ② 英文字体：Calibri  
姓名字号：8pt  
职位地址电话网址字号：6pt  
色彩：单黑
- ③ 手机号码字体：Calibri  
字号14pt  
色彩：单黑

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## 手提袋

E-1-03

为了确保客户在外Rehome品牌外部接触点时，我们发出的是同一个声音。在手提袋物料中LOGO呈现均应一致使用此标准，以确保品牌形象的一致性



示例

*handbag*

one voice in external contacts. In handbag materials, consistently use this standard to ensure consistency of brand image

Rehome



美克·美家  
MarkorFurnishings