



NOVELTY POINT OPTICS



关于辨识度：

英文标志“N O P”简洁易记，辨识度高，结合光学镜头的形态，传递出企业与光学的紧密联系，再辅以Novelty Point Optics”全称：完整表达品牌名称，信息传达准确。以及追求清晰、创新、精准的理念与企业未来全球化发展相契合。

文字LOGO

光学与极简的平衡，字体采用无衬线几何字体，线条简洁硬朗，整体体现科技感，以标准的大写字母“O”为基础，利用其原本圆润的形状，直接对应瞄准镜头。从而在视觉上传达出精准、专注和无限可能的设计理念。

颜色：

将“nop”字母与可见光谱四种颜色---蓝、绿、红、橙用字母分割碰撞，能快速与“光谱”建立联想。视觉冲击力强，科技感十足，能够准确传达企业与光学相关的属性，设计出具有独特视觉符号和高辨识度的企业标识。

The logo consists of the letters 'N', 'P', and 'O' in a stylized, bold font. The 'N' is blue, the 'P' is red, and the 'O' is orange. A dashed grid is overlaid on the logo, with vertical lines separating the letters and horizontal lines defining the height and width of the characters. The 'O' has a small orange dot in its center.

NPO

The text 'NOVELTY POINT OPTICS' is written in a bold, black, sans-serif font. Below the text is a horizontal line composed of four colored segments: blue, green, red, and orange, which correspond to the colors of the letters in the logo above.

NOVELTY POINT OPTICS



COLOR1

RGB:R54 G89 B241

CMYK:C7% M65% Y0% K0%

WEB:3659f1

COLOR1

RGB:R237 G83 B85

CMYK:C7% M81% Y58% K0%

WEB:ed5355

COLOR1

RGB:R96 G210 B89

CMYK:C60% M0% Y80% K0%

WEB:60d259

COLOR1

RGB:R251 G176 B59

CMYK:C3% M40% Y79% K0%

WEB:fb03b