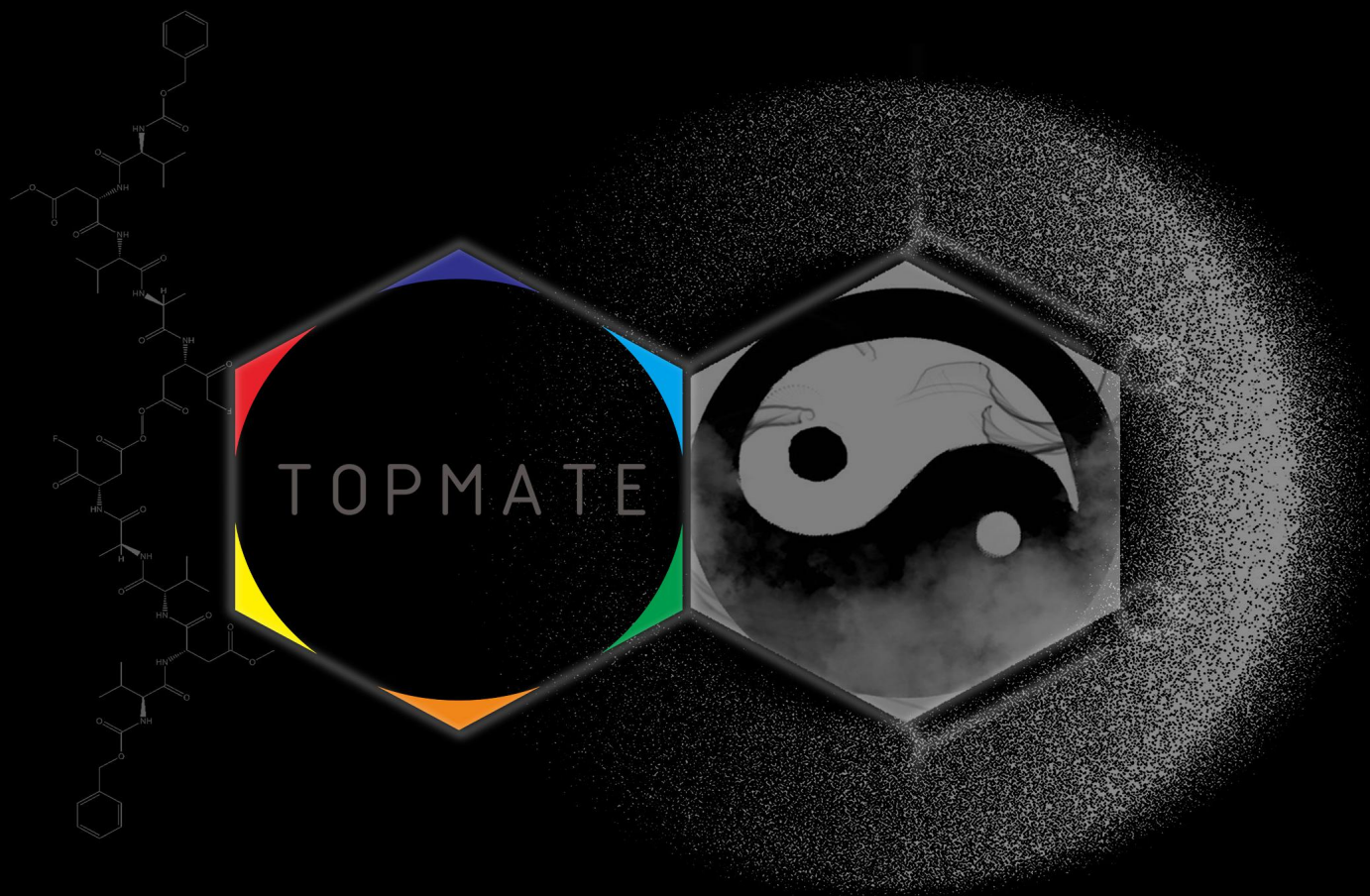




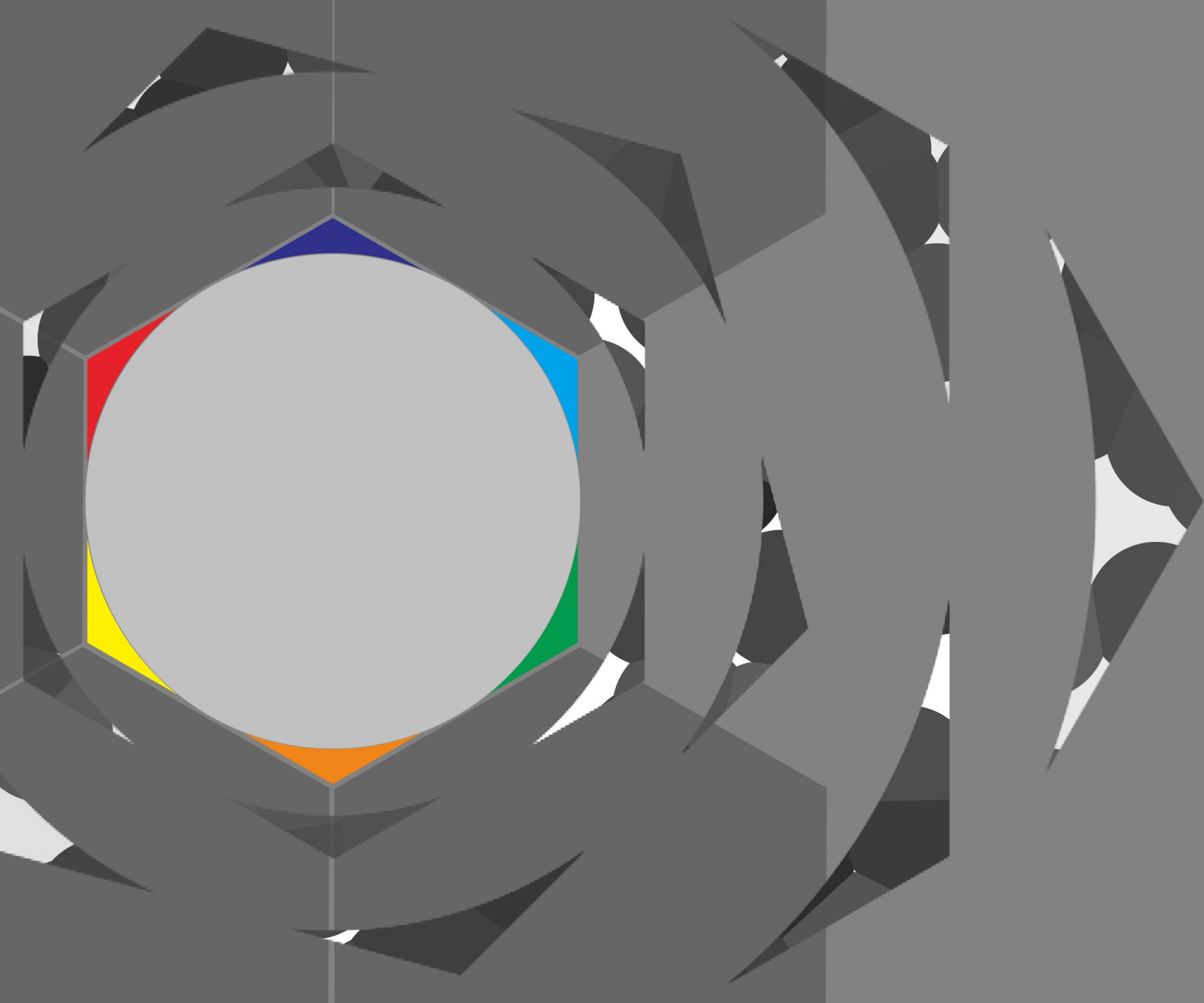
TOPMATE CHEMICAL

Visual Corporate Logo Design 形象化的企业Logo设计



TOPMATE CHEMICAL is a logo design centered around the corporate image, constructed with hexagonal frames to present the beauty of golden mean between round and square shapes. The hexagonal benzene ring formula and the combination of six colors reflect the image and attributes of the company, which is specialized in dyes, intermediates, and fine chemicals. Inspired by Eastern philosophy, TOPMATE CHEMICAL expresses an attitude of being open-minded and harmonious, inviting consumers to explore the unknown and freely express themselves in the world of TOPMATE CHEMICAL.

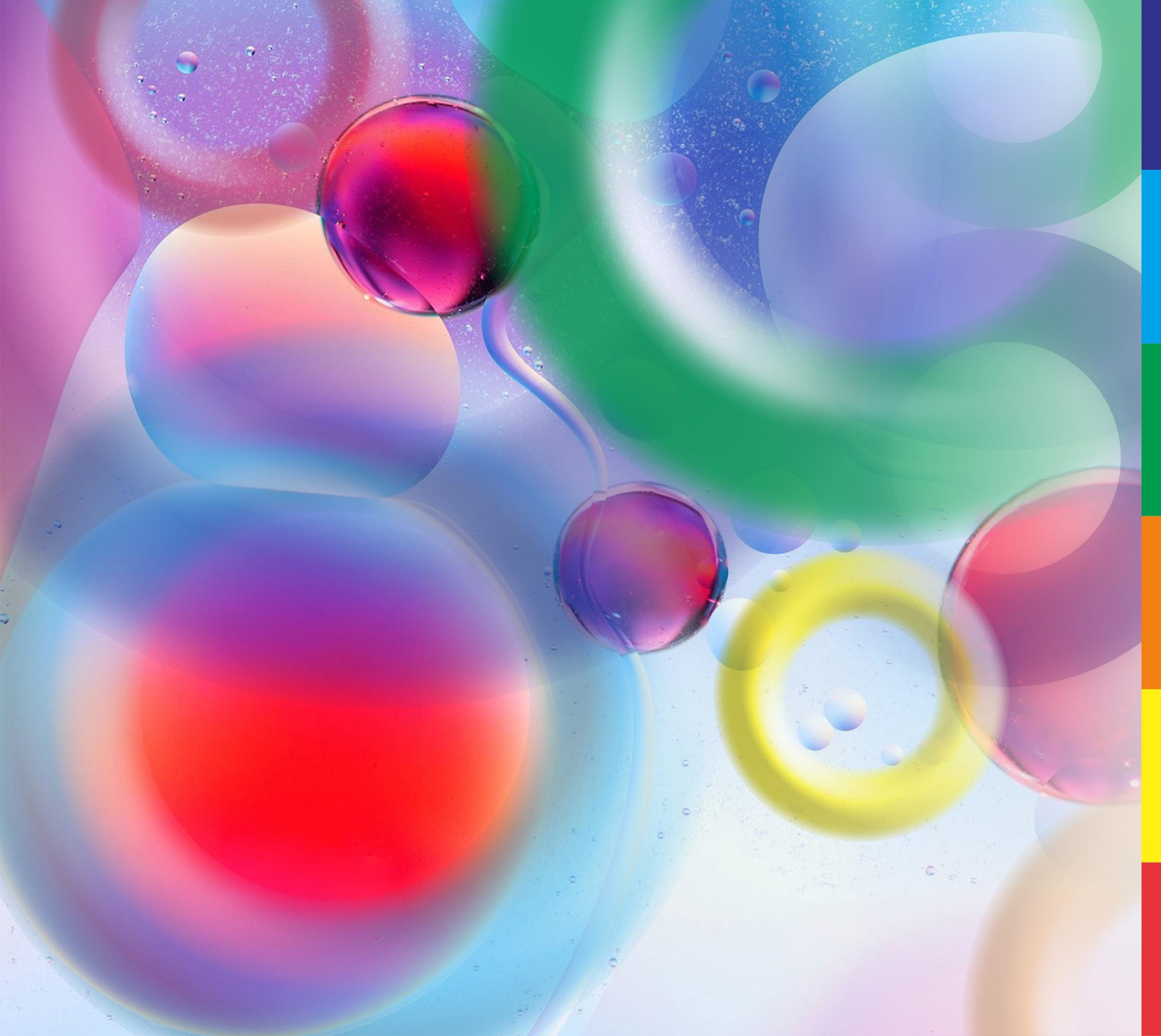
TOPMATE CHEMICAL是一款围绕企业形象而展开的logo设计，以六边形构造出整体框架，呈现介乎圆和方之间“中庸美”的感觉。同时，其六边形苯环分子式结合六色设计，染料、染料中间体、精细化学品相契合，彰显企业的形象与属性。TOPMATE CHEMICAL从东方哲学思想出发，展现虚怀若谷的态度，让消费者在TOPMATE CHEMICAL的世界里探索未知，自由表达。



Ingenious Design Concept 独具匠心设计理念

The logo takes the hexagonal benzene ring molecular formula as the carrier, highlighting the industry and brand attributes. The stable perception mapped by the regular hexagon can give the viewer a safe and reliable impression, establishing the design tone from the first visual angle. The design leaves a large circular blank in the center of the logo, which not only brings visual relief but also interprets the new international trend of globalization. After the circular blank, the six angles of the hexagon seem to be six wings, radiating the state of Wingsuit Flying with six colors to the extreme.

本logo以六边形苯环分子式为载体，突出行业 and 品牌属性，正六边形映射的稳固观感可以带给观者安全可靠的印象，从第一视觉角度奠定设计基调。设计在logo中心采用大圆形留白，这种去中心化的极简设计不仅带来视觉舒缓，更诠释了世界一体化的新国际思潮。圆形留白之后，六边形的六个角形状仿佛六翼，以六色极限活动“翼装飞行”之态辐射全时空。



The Match of Colors Shows Outstanding Ideas 多彩配色，彰显不凡

The six wings of the Logo are colored red, orange, yellow, green, blue, and purple, which conforms to the public's aesthetic trend in color selection. The unique arrangement of simple colors creates an extraordinary design style and rich visual effects. The diverse colors also reflect the contents in the industry such as dyeing and pigments, making the overall design more in line with the brand's characteristics. The colors are not excessively saturated and are paired with a soft and natural effect, giving the overall visual effect a low-key, introverted, steady, and reliable appearance, highlighting the industry's meticulous and steady value.

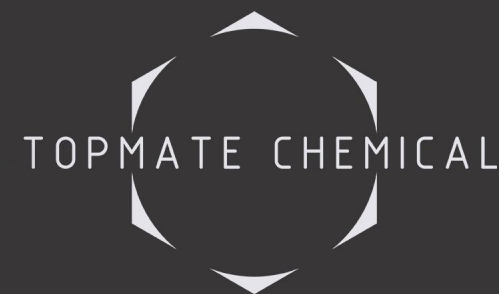
Logo的“六翼”颜色分别为红、橙、黄、绿、蓝、紫，符合大众审美趋势的色彩选择，独特的排列方式使简单的色彩呈现了不凡的设计风格，创造了丰富的视觉效果，多样的色彩也映衬着产业中的染色染料等内容，整体更加符合品牌特性。色彩无过度饱和，搭配柔和自然，整体视觉效果低调内敛沉稳踏实，凸显出了产业一丝不苟严谨沉稳的价值理念。



Integration of Oriental Philosophy and Corporate Culture 东方哲学与企业文化融合

The design team has fully considered traditional Eastern philosophy and combined the idea of “a square earth with a round sky above” with the characteristics of the industry. The design showcases the classical charm of the East with a new style and aesthetic atmosphere. The sharp six-wing design of the logo has strong artistic tension and implies the concept of winged flight, perfectly symbolizing the adventurous spirit and relentless pursuit of challenges and expanding knowledge limits. Additionally, the hexagon also represents the enterprise's multi-faceted development and diplomacy, making globalization a priority. This aspect of the logo design successfully embodies the efficiency of the enterprise's philosophy.

设计团队充分考虑了传统东方哲学思想，将“天圆地方”的思想与行业特性进行结合，虚怀若谷、融汇圆通，以新式设计手法和美学氛围展现东方古典魅力。Logo的六翼造型锐利，具有极强的艺术张力，其暗含的翼装飞行概念，完美寓意了冒险精神，表达对挑战无限可能、拓展认识极限的不懈追求。此外，六边形也象征着企业的多角度发展与多方面外交、将全球化业务的发展定为企业要务，logo设计的这一点体现也成功实现了logo效能企业的理念。



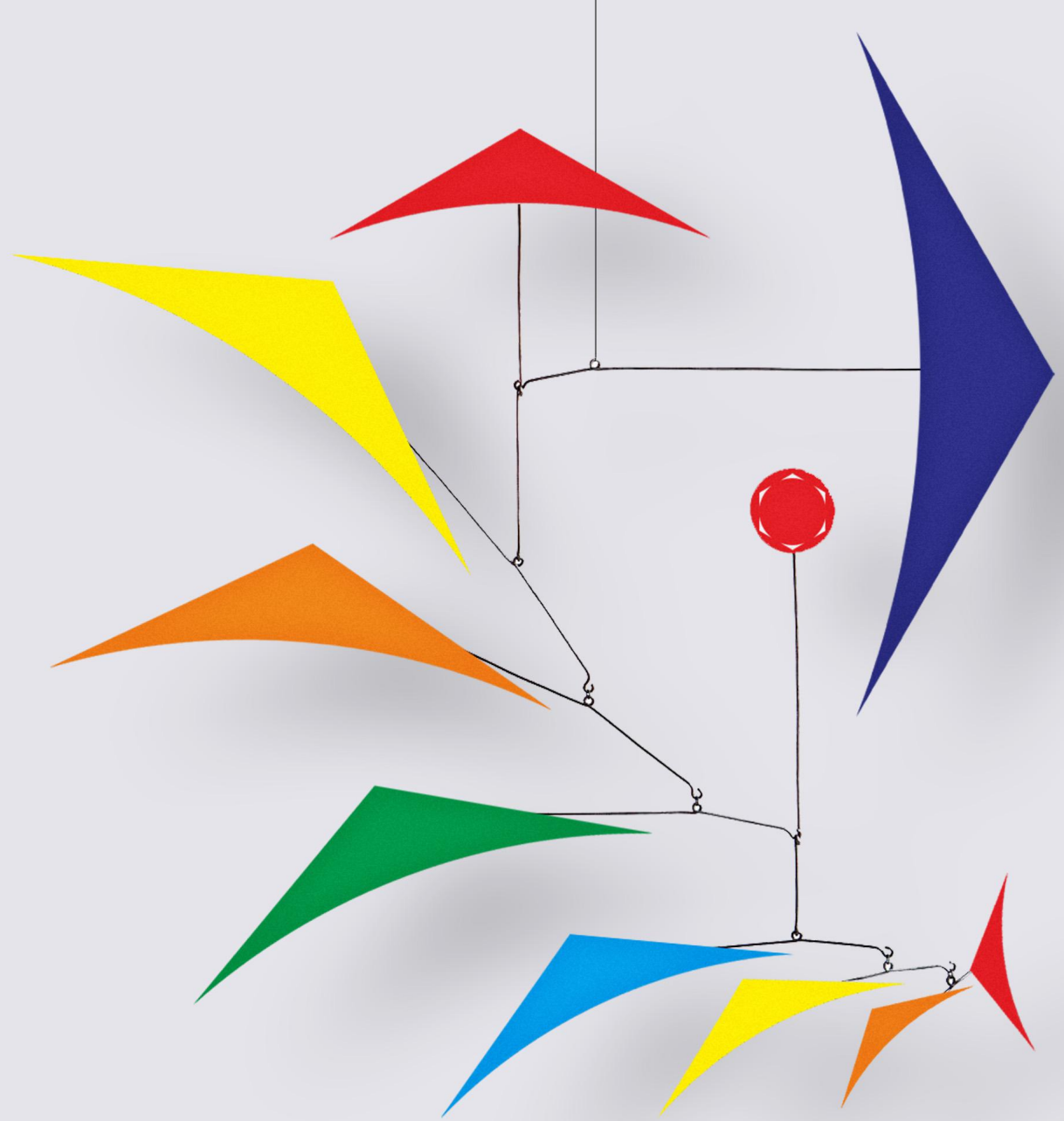


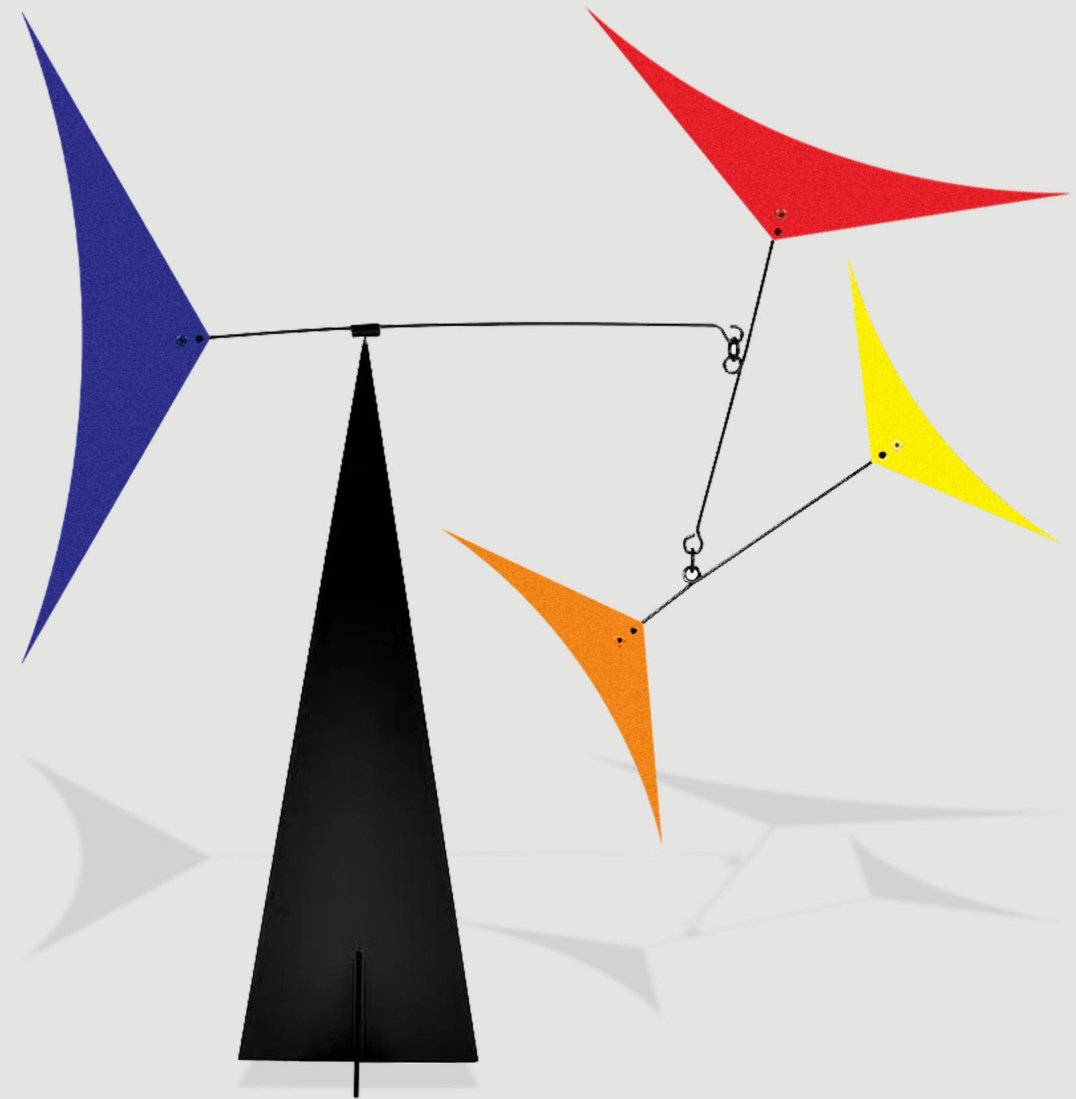
Enhance Brand Identity in An All-round Way 全面提升品牌的认同感



A logo serves as a symbol of the brand, captivating consumers through its initial visual impact and shaping the brand's image. This logo is suitable for various industries such as printing and dyeing, digital stamping, and plastics, supporting the development of raw materials, market expansion, and the allocation of resources for products that have a higher demand for color. As a result, it presents the product and industry concept more perfectly and adds a touch of sophisticated aesthetics to the packaging.

Logo 作为品牌的象征，通过第一眼的视觉冲击来打动消费者，从而塑造品牌形象。本款logo 适用于印染、数码印花以及塑胶等多个行业，支持原材料研发、市场开拓以及针对颜色需求更高的定向产品进行资源配置，从而更完美地呈现产品和行业理念，为包装增添精致美观的美学效果。









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TODAY'S AGENDA	
6:30 AM	4:00
9:00	4:30
9:30	
10:00	
10:30	
11:00	
12:00 PM	
12:30	
1:00	
1:30	
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