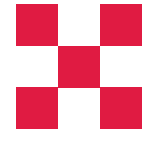
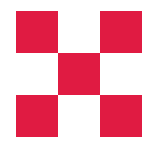


VISUAL BRAND GUIDELINE

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	Introduction	3
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	Color	10
	Typography	15
	Social media	19
	Brochures	23
	Photography	30
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Introduction

About.

Precise, a high-precision GNSS technology brand under MCT, is committed to empowering global industries through advanced spatial intelligence solutions. With core competencies in proprietary chipsets, algorithmic frameworks, and integrated positioning systems, Precise delivers centimeter-level real-time positioning and millimeter-level post-processing accuracy across diverse application scenarios.

Our products and solutions are engineered to meet the evolving demands of autonomous mobility, robotics, precision agriculture, intelligent transportation, and geospatial analytics. Backed by more than a decade of industry experience, Precise is trusted by professionals in over 200 countries and regions for its reliability, scalability, and technological leadership.

Lynn Xing

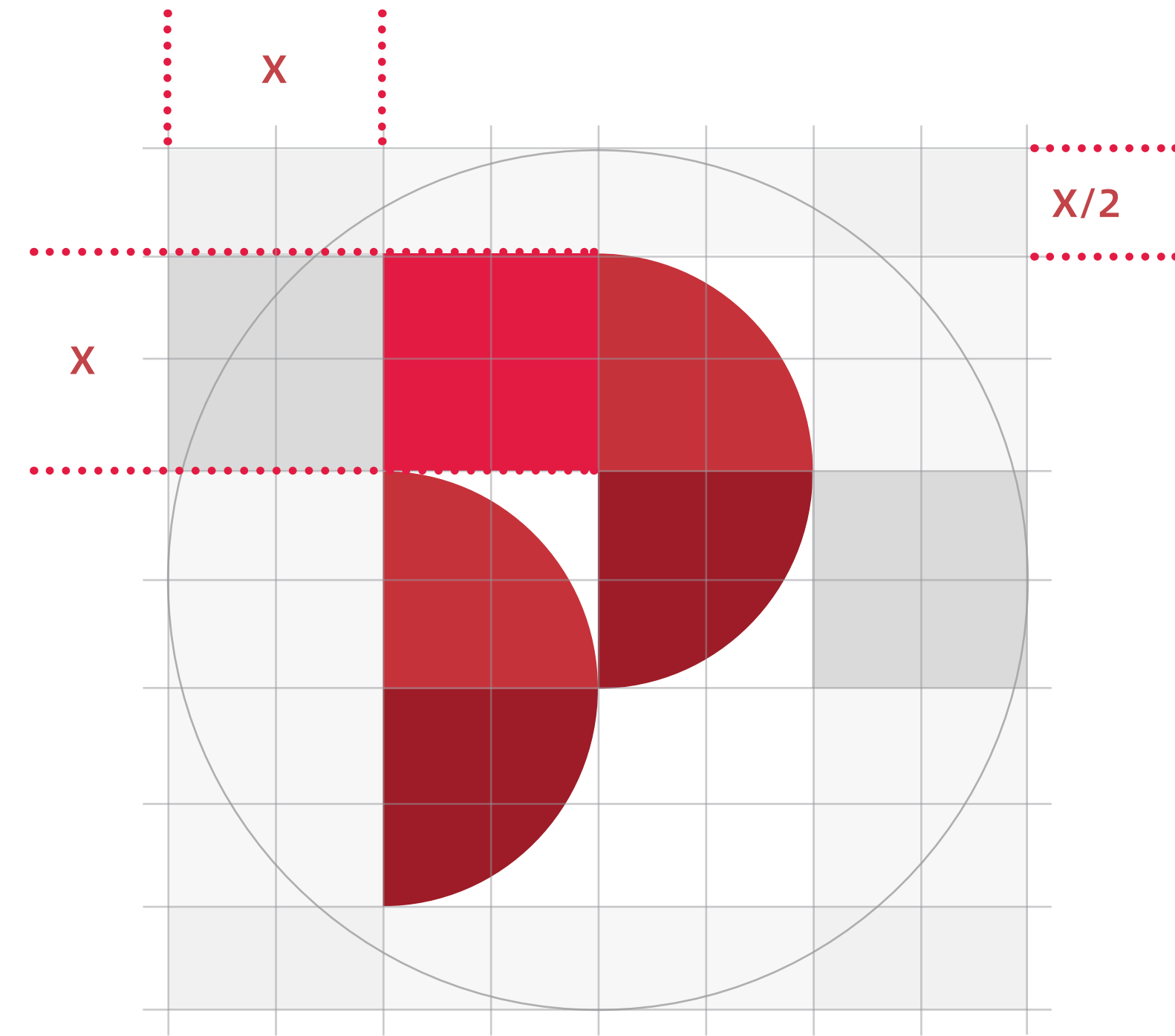
CEO



Logo

Brandmark Philosophy

The Precise logo is built on the principles of spatial logic, structural minimalism, and dimensional clarity. The primary symbol—derived from geometric modules and refined curves—encapsulates the brand's focus on precision, control, and intelligent spatial measurement.

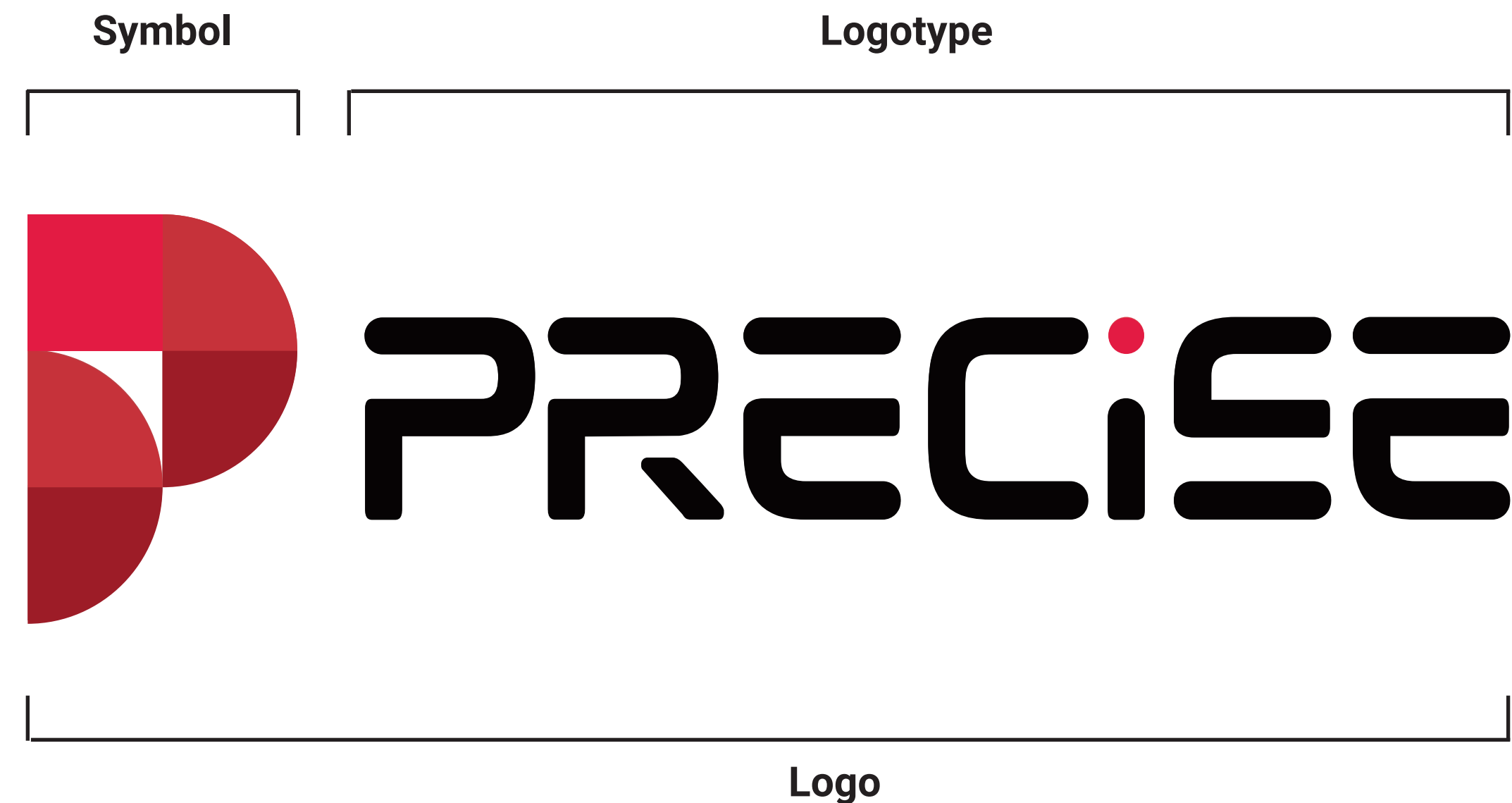


Composition Rules

The masterbrand logo consists of two inseparable components:

1. **Symbol** – the visual identifier
2. **Logotype** – the wordmark in custom typography

These elements must always appear in fixed proportion and relative position. Only official master artwork may be used. Independent use, reconstruction, or modification of any part of the logo is strictly prohibited.



CLEAR SPACE & SIZE SPECIFICATIONS

CLEARSPACE

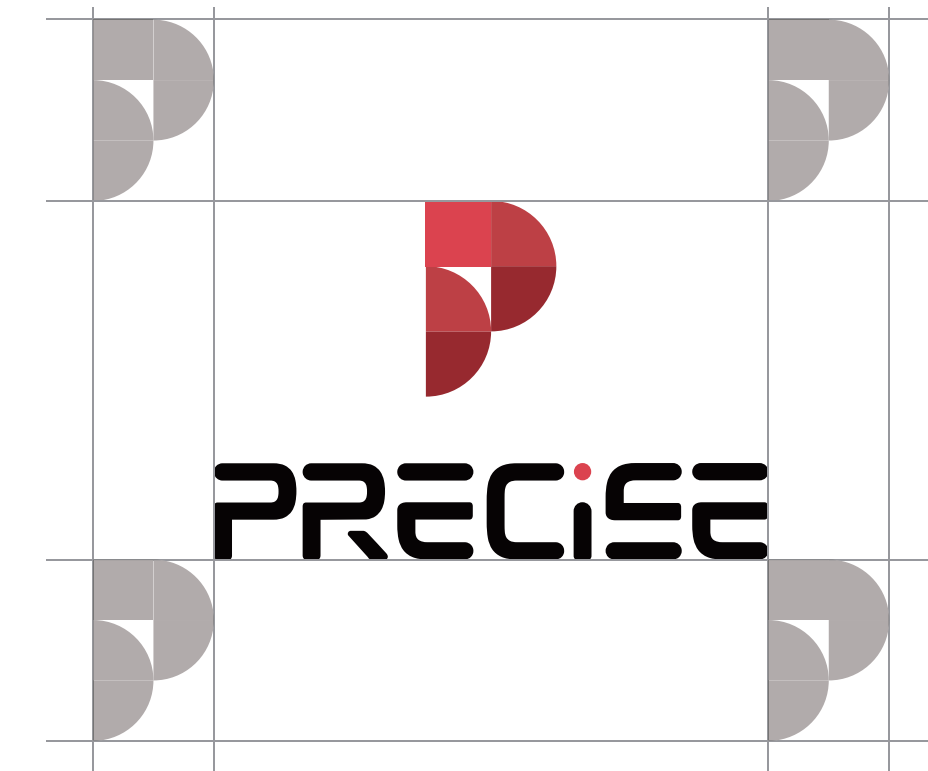
To safeguard brand consistency and legibility, minimum clear space must be preserved around all logo variations.

SIZING

Minimum Usage Guidelines:

- **Print:** 0.175 inch height
- **Digital:** 32 px height
- **Favicon exception:** ≥ 16 px

CLEARSPACE



SIZING



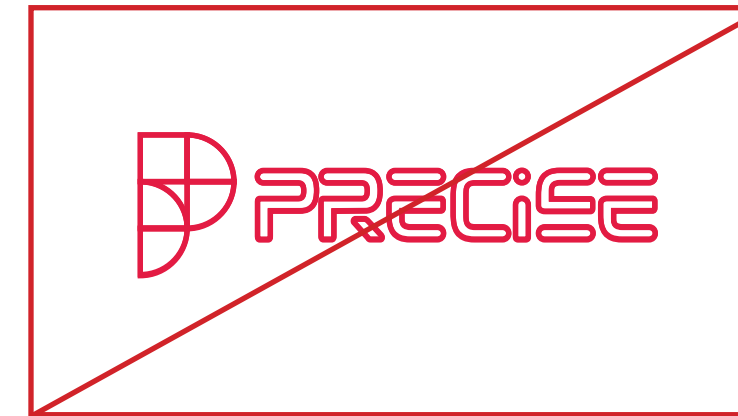
logo Restrictions

NOTE

The logo must never be distorted, recolored outside the approved palette, or accompanied by extraneous visual effects (e.g., shadows, outlines, compressions). Custom lockups and year/version markings are also prohibited.



Don't add a drop shadow to the logo.



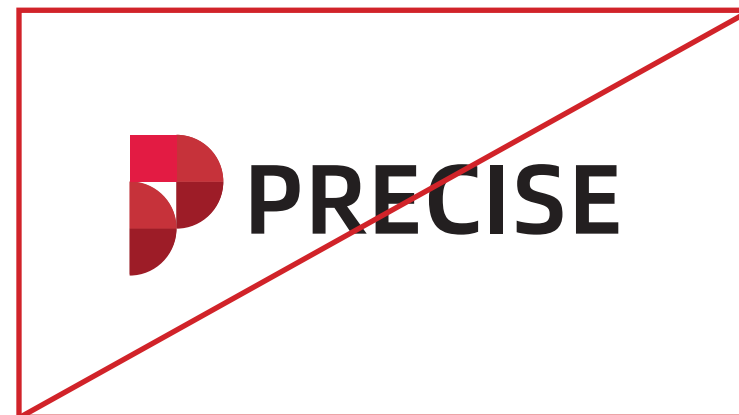
Don't outline the logo.



Don't compress the logo.



Don't change proportions.



Don't change the logotype.



Don't use the logo in a low quality.



Don't alter the color.



Don't rotate the logo.



Don't add a drop shadow to the logo.



Don't add the the year or the version number.



Don't create a logo lockup with text.



The logo shall not use colors that do not conform to the color regulations.

COLOR

COLOR IDENTITY

NOTE

The Precise visual identity system is structured around a calibrated spectrum of red hues, reflecting the brand’s core values in positioning accuracy and intelligent sensing. The red palette is complemented by grayscale neutrals to ensure visual versatility across scenarios. Each red tone carries a specific semantic function within the brand ecosystem:

- **Scarlet Red** – embodies prominence, confidence, and high recognition for primary branding
- **Carmine Red** – conveys technical strength and balance across product and communication layers
- **Ruby Red** – provides depth and stability, suitable for backgrounds, baselines, and foundational elements

All brand colors must strictly adhere to the defined HEX, RGB, CMYK, and Pantone specifications. For mission-critical applications such as printed materials, Pantone spot color reproduction is strongly recommended. Grayscale or monochrome variants may only be used in limited reproduction scenarios, including embroidery, thermal printing, and fax output.

Scarlet Red.

RGB: 227 28 67
HEX: #E31C43
CMYK: 0 95 65 0

PANTONE+ Solid Coated 1787C

Carmine Red.

RGB: 198 53 59
HEX: #C6353B
CMYK: 20 90 75 0

PANTONE+ Solid Coated 1797C

Ruby Red.

RGB: 158 27 8
HEX: #9E1B26
CMYK: 40 100 95 5

PANTONE+ Solid Coated 207C

RGB: 13 9 9
HEX: #E73743
CMYK: 50 50 50 100

RGB: 255 255 255
HEX: #ffffff
CMYK: 0 0 0 0

Logo Usage Guidelines

Use the standard PRECISE logo version that ensures optimal visibility and brand consistency:

- Use the full-color logo on white or light backgrounds.
- Use the white logo on red or dark backgrounds.
- Use black or grayscale logos in single-color or low-resolution print scenarios.

Always follow the recommended combinations to maintain brand clarity across applications.



Typography

Scarlet Red

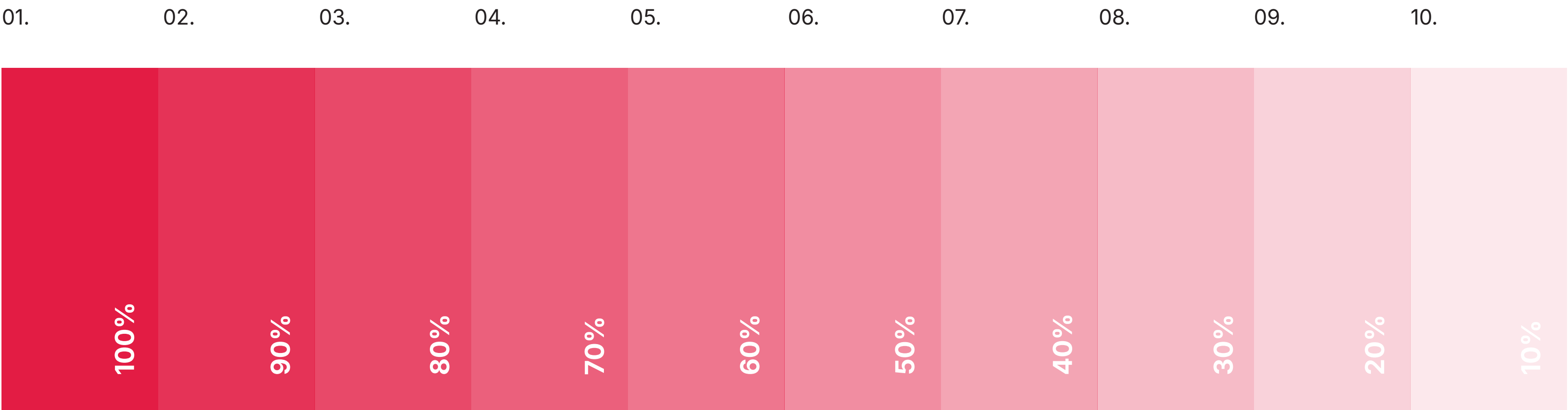
Tint Guidelines

Scarlet Red (#E31C43) is the primary brand color of PRECISE, symbolizing precision, vitality, and brand recognition. To support visual hierarchy and flexible design needs, Scarlet Red is defined in a full tint spectrum ranging from 100% to 10%.

These tint levels are recommended for use across UI backgrounds, data visualizations, charts, and layout accents.

Ensure adequate contrast when applying lighter tints to maintain legibility and accessibility.

HEX Code #e31c44	C	5	Elitsed nibh euis-
	M	100	Adipiscing elitsed
RGB Code 227, 28, 68	Y	73	Elitsednibh euismod
	K	0	Euismod tincidunt

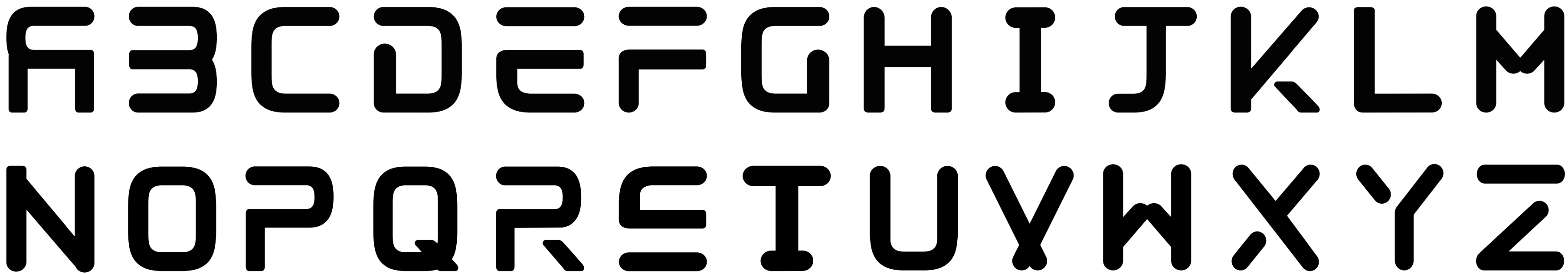


Custom Typeface System

The PRECISE brand features a proprietary display typeface derived directly from the logotype structure. This custom alphabet includes all uppercase Latin letters (A-Z) and numeric characters (0-9), designed to maintain full visual consistency across brand identity applications.

With its geometric structure, rounded terminals, and technical sharpness, this typeface reinforces the brand’s tone of precision, innovation, and spatial clarity.

Recommended for use in display-level communications such as product naming, signage, key visuals, and digital interfaces.



App Icons & Typography

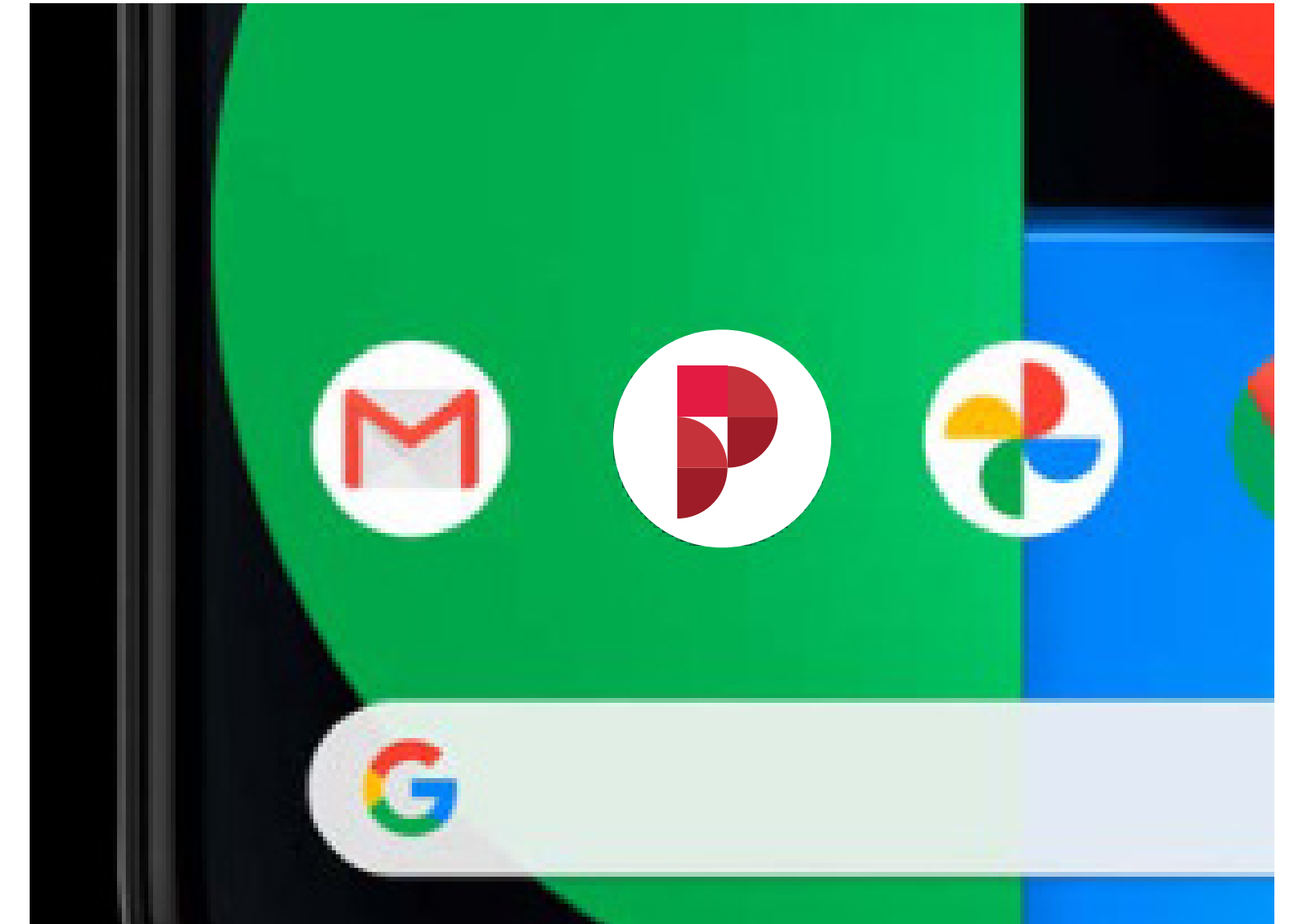
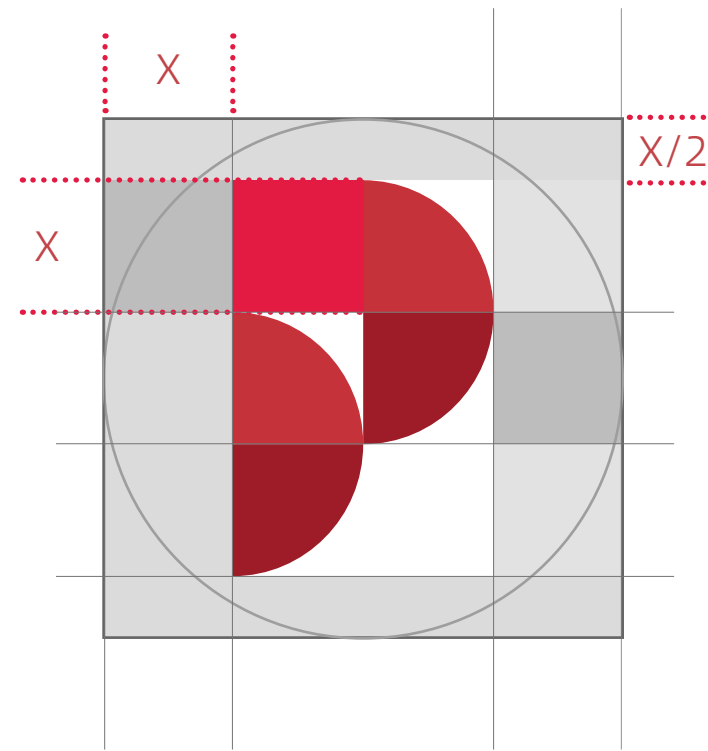
App icons are individually designed, based on specifications, App icons follow fixed spacing rules, with gradient light sourced from the top-right to match UI style.

Use Helvetica fonts on Apple devices, and Roboto fonts on Android.

Font size and weight must follow the specified pairing for principal marks and subtexts.

Font specification

We use Helvetica series fonts for Apple devices and Robot series fonts for Android devices.



Font specification

Helvetica

Light/**Medium/Heavy**
15pt/12pt

Principal mark
Helvetica Heavy 15pt

subscript
Helvetica Medium 12pt

Roboto

Thin/**Medium/Black**
12pt/12pt

Principal mark
Robot black 15pt

subscript
Robot medium 12pt

Icon Design System

The PRECISE icon system is custom-designed to reflect spatial clarity, technical precision, and brand consistency. Icons are applied across app interfaces, including bottom navigation (TAB) and feature modules.

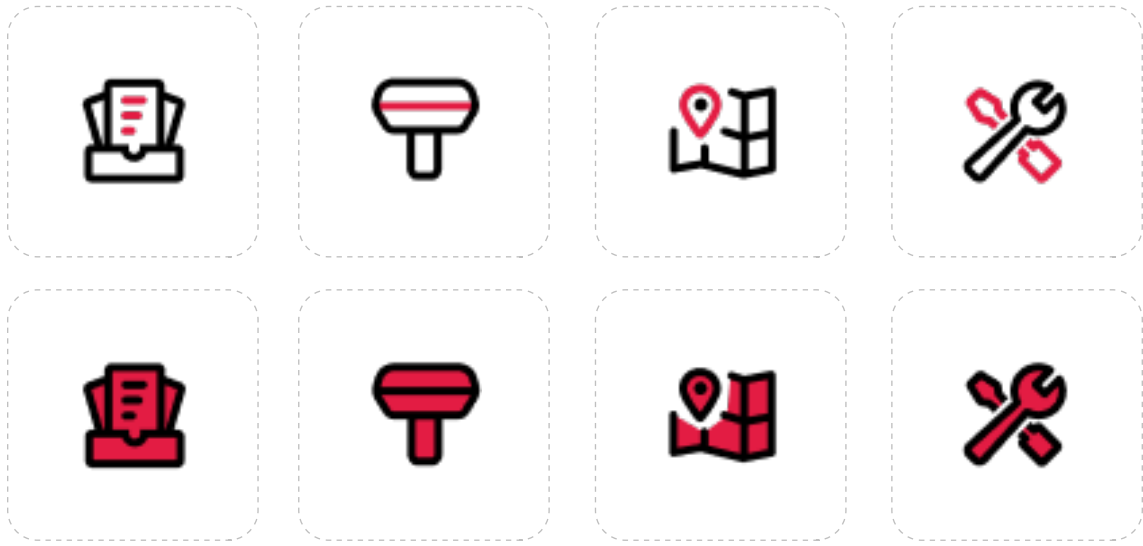
Icons adopt a linear style with geometric consistency. In bottom TABs, unselected icons use grayscale, while selected states combine Scarlet Red (#E31C43) with high-contrast fills.

Color Rules

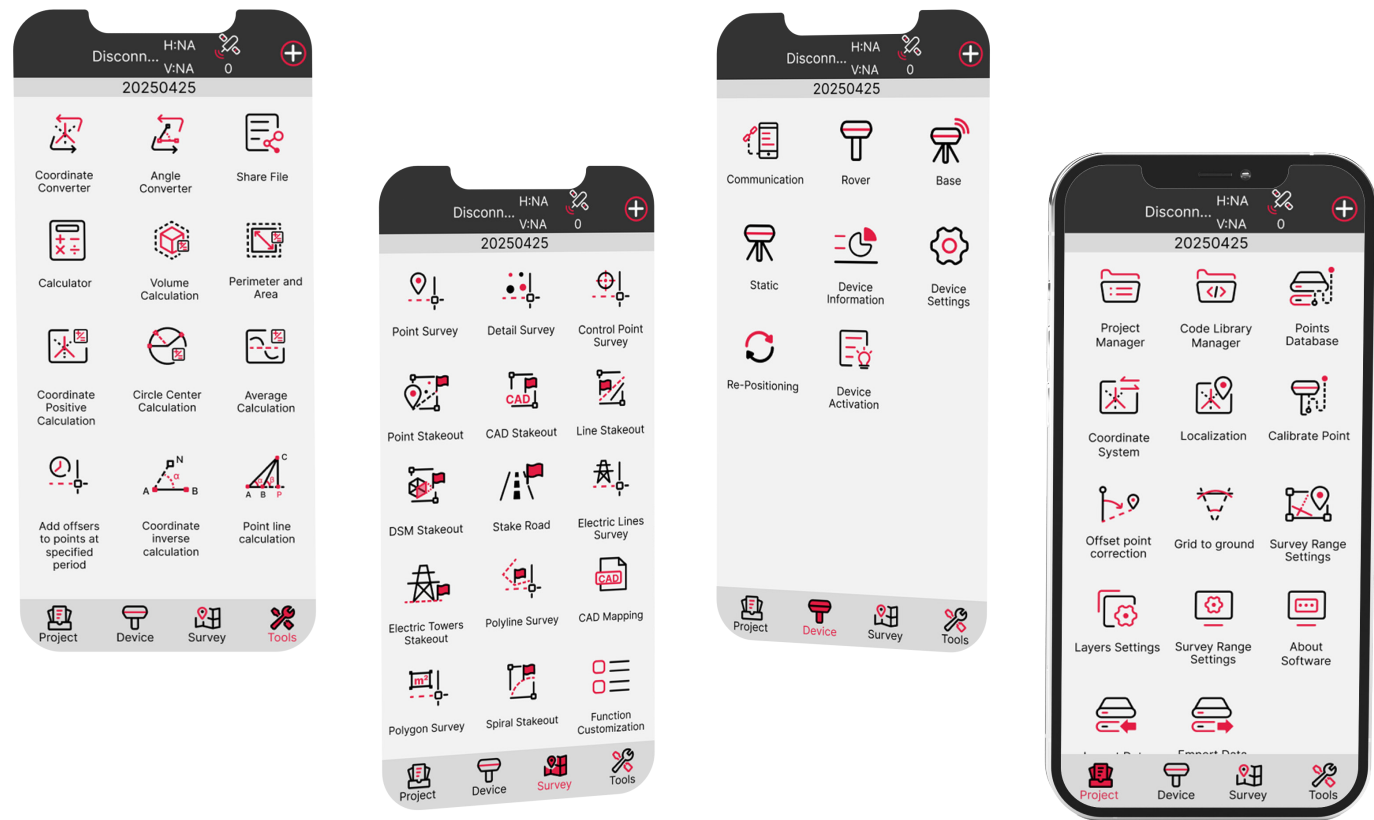
- Click status: Scarlet Red (#E31C43, 70%) + Dark Gray (#2D2D2D, 30%)
- Unclicked state: Neutral Gray (#7D7F81)

Always follow brand color ratios to maintain visual balance and highlight user interaction states.

Bottom TAB



APP UI



Click status



70%

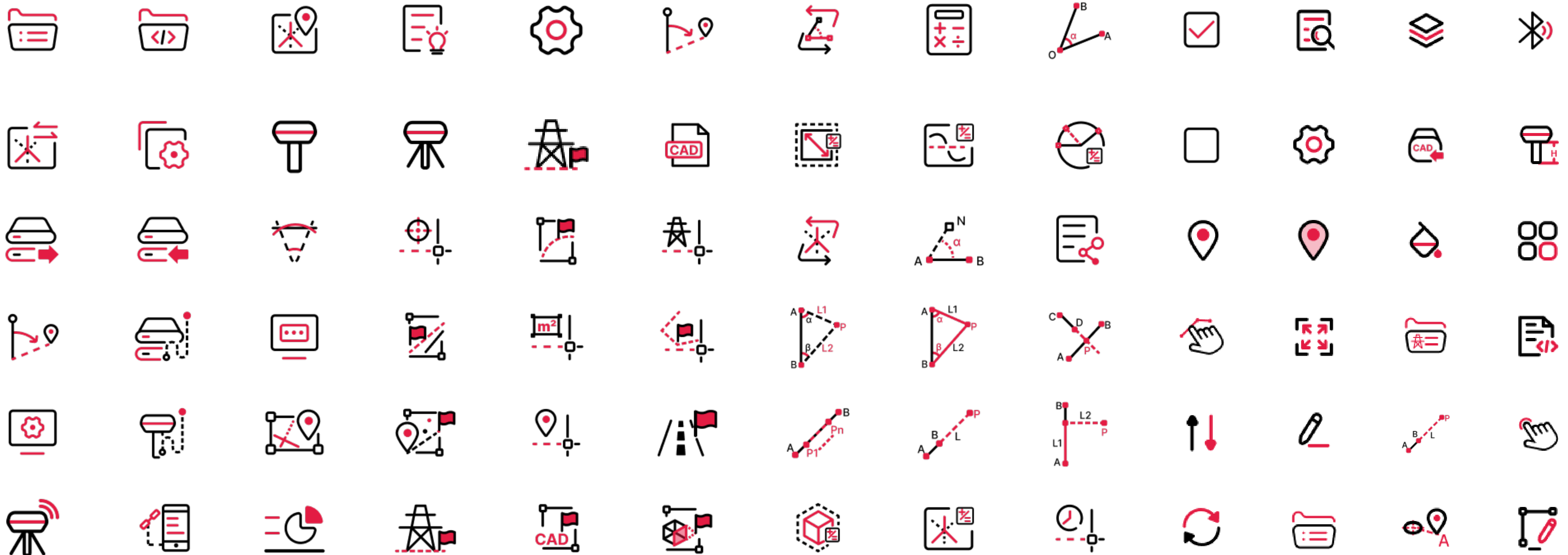
30%

Unclicked state



333333

App Icon



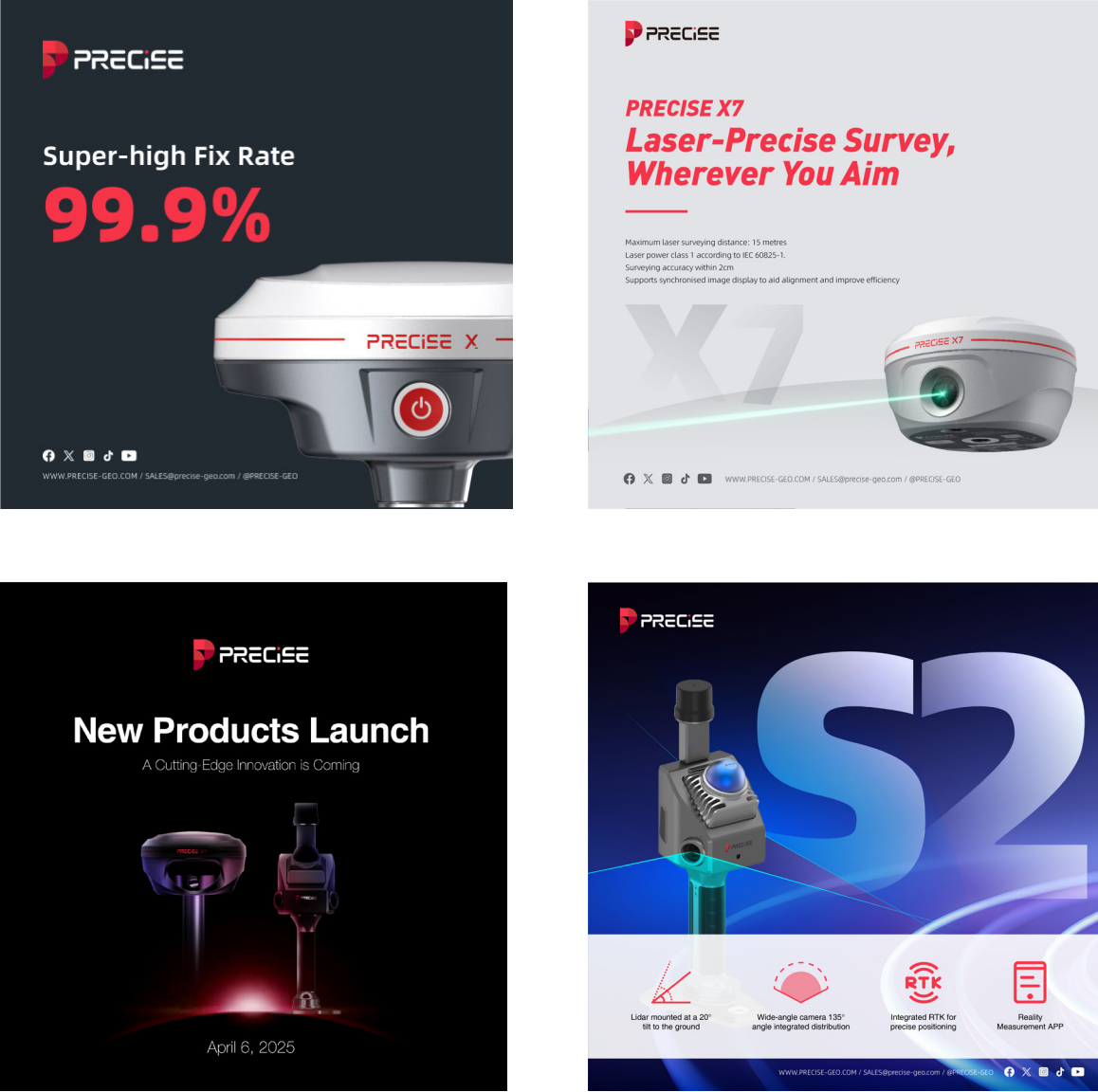
End of Video



Social Media

Instagram

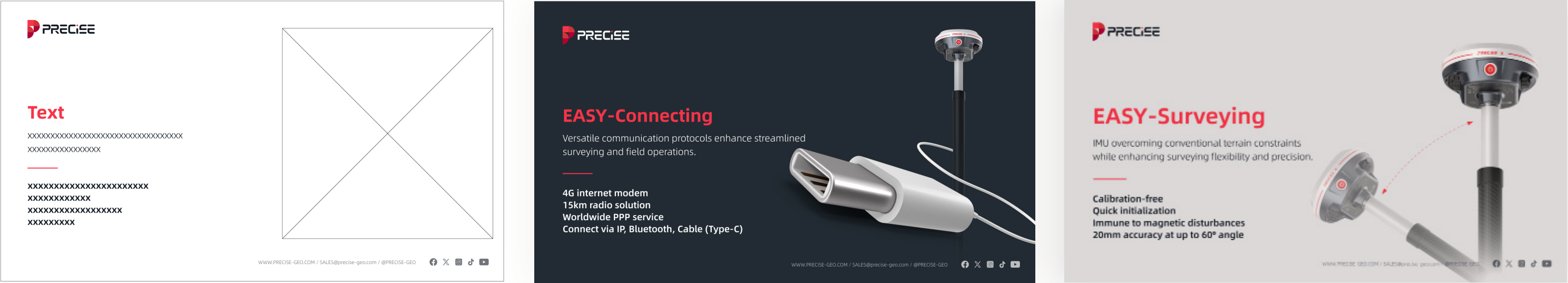
Post banner



Square
1080 × 1080 px
Brick red

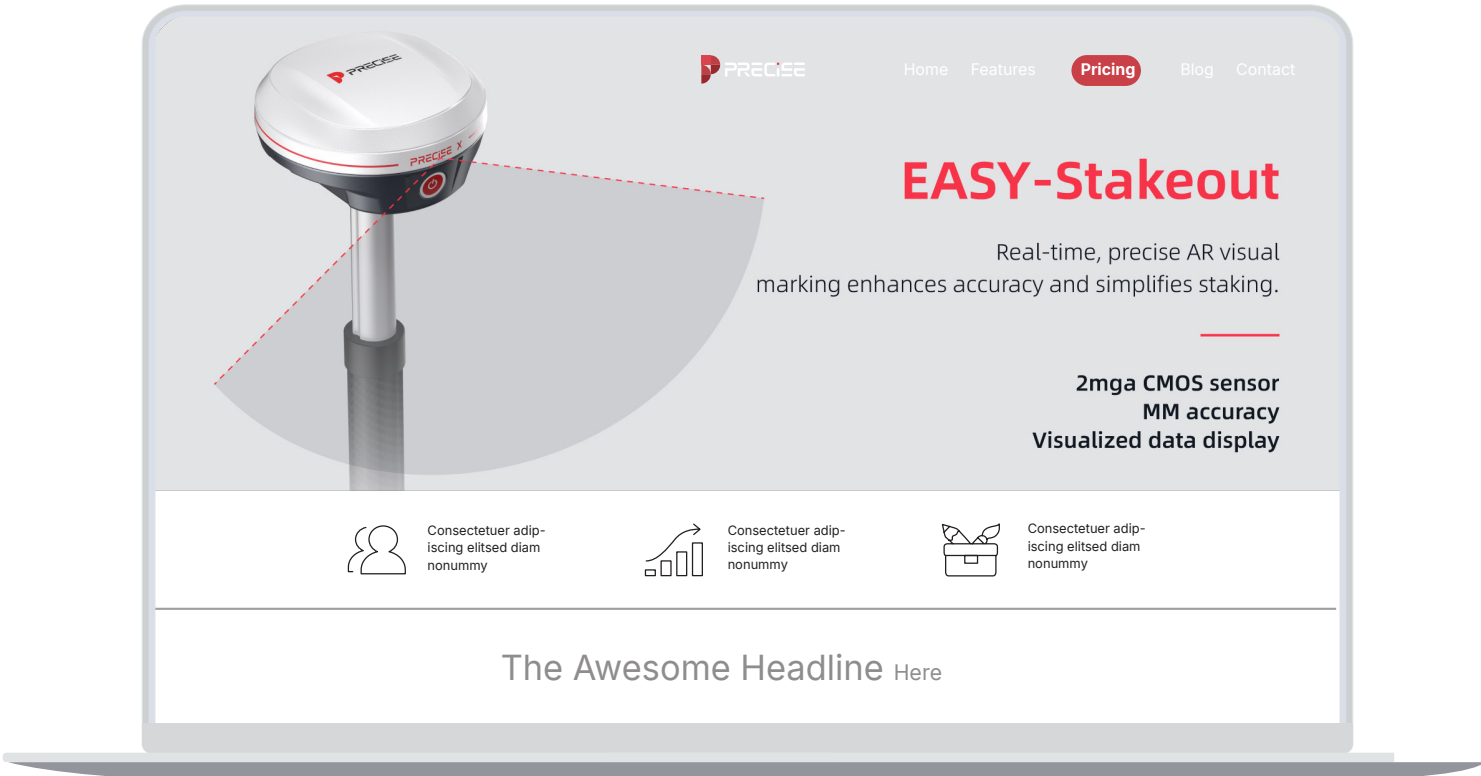
Facebook & Twitter

Poster template



Size
1200 × 627 px
Brick red

Responsive Website

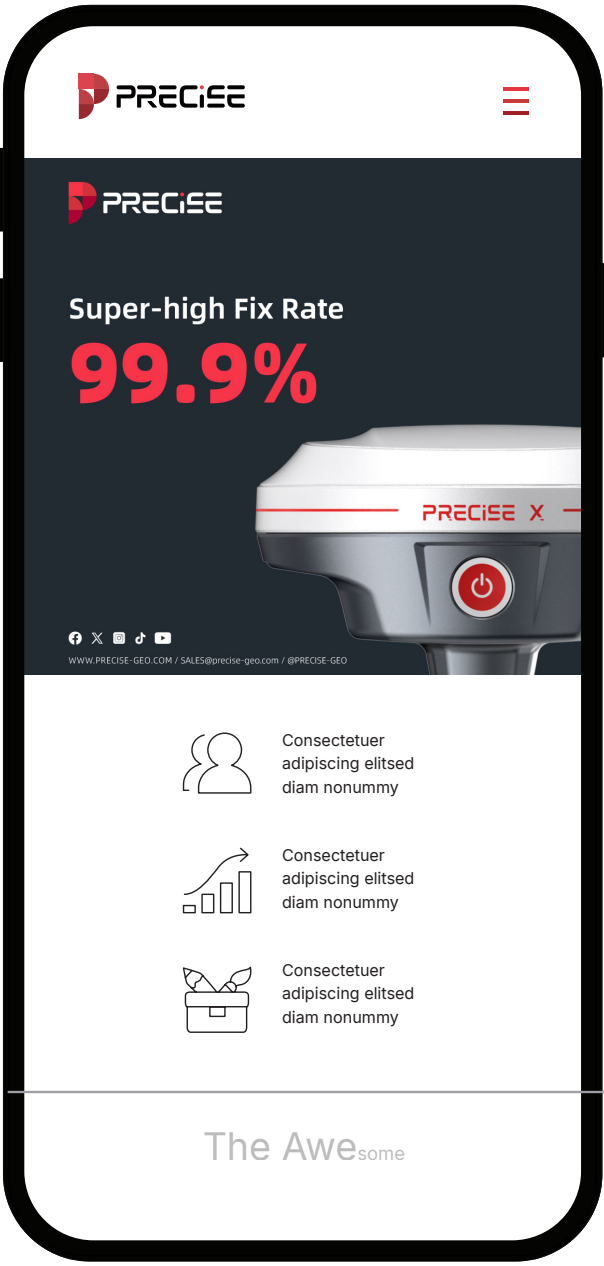


1920 × 1080 pixels



1536 × 2048 px

Portrait



Adipiscing elit sed

Brochures

Sales Brochure Template Cover Page Design

Sales Brochure Template Cover Page Design

This template defines the standard layout for PRECISE's product brochures used in sales, exhibitions, and marketing communications. It emphasizes brand impact, visual clarity, and messaging consistency.

Cover Page Elements

- **Brand Logo:** Positioned top-left, in full color or white depending on the background
- **Product Photo:** Center-stage visual showcasing the featured device or solution
- **Product Name:** Bold and prominent, aligned near the key visual
- **Brand Slogan:** Includes brand tone words (e.g., PRECISE, RELIABLE, EASY) to convey core value
- **Information Bar:** Placed at the bottom, includes feature highlights, contact info, and branding taglines

Design Guidelines

- **Layout orientation:** Portrait, A4 size recommended
- **Tone:** Confident, precise, solution-driven
- **Visual contrast** between background and text must ensure clarity and readability
- Use Scarlet Red (#E31C43) to highlight key messages and reinforce brand tone
- **Output formats:** High-resolution PDF for print (CMYK) and digital use (RGB)



Sales Brochure Template

Inside Page Design

Sales Brochure Template-Inside Page Design

The inner pages of PRECISE Sales Brochures follow a modular layout structure, adaptable for use across product highlights, specifications, and solution presentations. Each page retains consistent branding and layout logic.

Core Layout Types

- Product Highlight Page

Combines product rendering/photo, key feature icons, and benefit-driven headlines

- Specification Page

Displays detailed parameters in tabular or grouped format, often with supporting visuals

- Solution/Use Case Page

Focuses on application context and performance claims, paired with simplified infographics or callouts

Design Standards

- **Brand Logo:** Top-left fixed position for all pages
- **Contact Bar:** Bottom of every page, including website, email, and social icons
- **Typography:** Titles are bold and clean; technical text uses consistent spacing and font hierarchy
- **Colors:** Scarlet Red (#E31C43) is used for highlight phrases, section titles, and technical icons
- **Grid System:** Visual content and text blocks align to a standard vertical grid for consistency

Each page layout maintains clarity, brand cohesion, and technical credibility.

Brand LOGO



Brand contact information

Brand LOGO



Brand contact information

A4 Onside page layout example

If photographic works are used as the background of the brochure page, black color blocks with 20% transparency need to be superimposed. Both the main text and the title should be in white font, and the title needs to be bold.



Sales Brochure Template

End Page Design

Sales Brochure Template-End Page Design

The end page of the PRECISE Sales Brochure serves as the visual conclusion of the document, reinforcing brand impression and providing contact access. It maintains visual consistency with the cover page while shifting focus from product to brand tone.

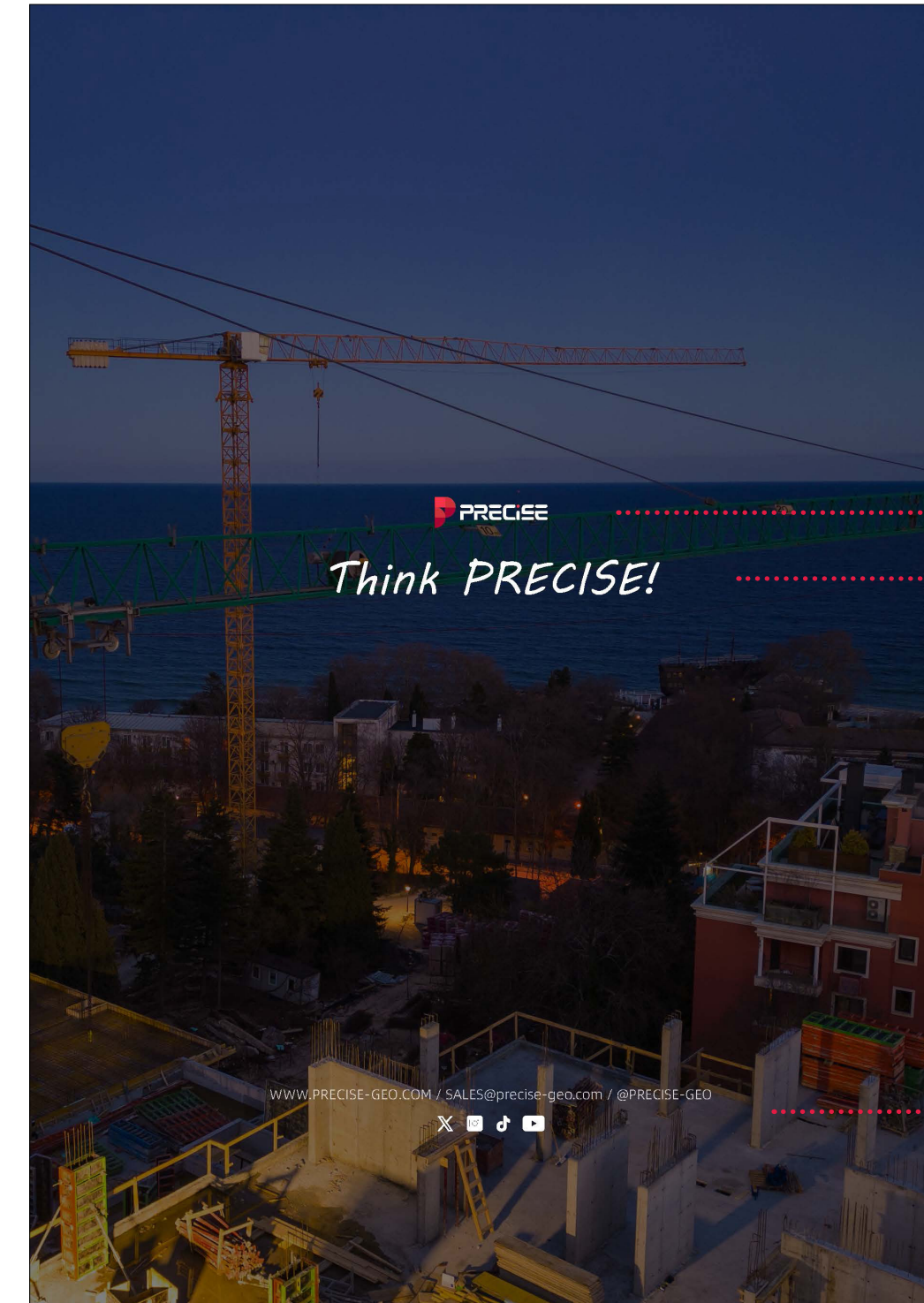
Key Elements

- **Brand Logo:** Positioned at the top, using white or full-color version based on background contrast
- **Brand Slogan:** A core message such as “Think PRECISE!” expressing brand attitude and spirit
- **Contact Information:** Website, email, and social media icons placed neatly at the bottom, aligned with the layout grid

Design Guidelines

- **Background:** Full-page image related to application scenarios or brand atmosphere
- Logo and slogan should maintain clear spacing and contrast from the background
- Text and icon colors must ensure legibility on dark or image-heavy backgrounds
- Social media icons should be unified in style and aligned with baseline grid

The end page functions as both a visual closure and a bridge to further engagement.



PRECISE

Think PRECISE!

WWW.PRECISE-GEO.COM / SALES@PRECISE-GEO.COM / @PRECISE-GEO



Brand LOGO

Brand slogan

Brand contact information

Product Sheet Template

Product Sheet Template

The PRECISE Product Sheet is a single-page promotional material designed for fast communication of a product’s value proposition, technical highlights, and contact channels. It is optimized for sales engagement, digital distribution, and printed handouts.

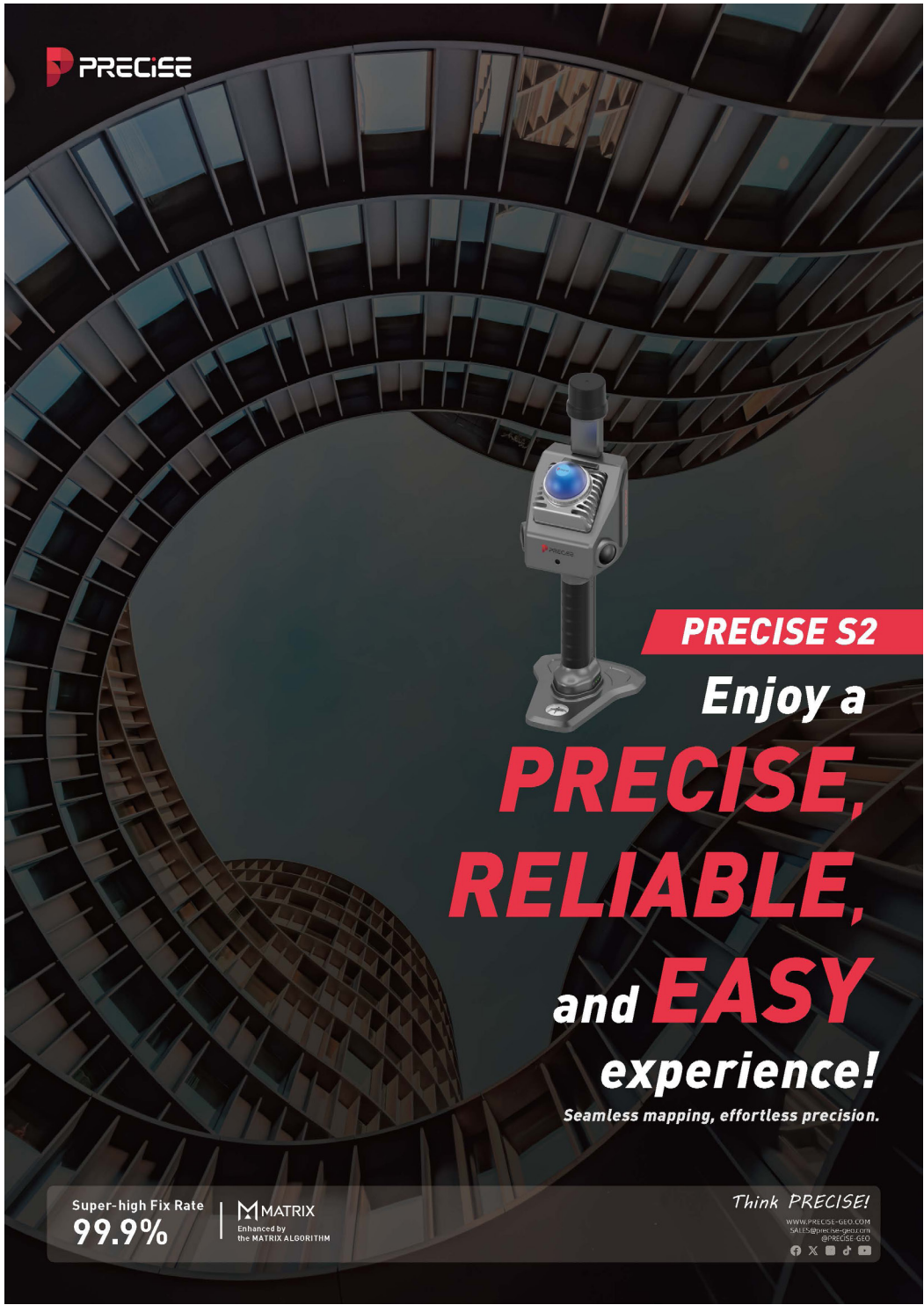
Key Elements

- **Header Zone:** Product name and brand logo, positioned for immediate recognition
- **Hero Visual:** Product rendering or real-world application photo for strong visual impact
- **Value Proposition:** 4–6 key features or benefits listed as bullets or visual icons
- **Tech Specs:** Condensed parameters section for quick technical reference
- **Contact Block:** Includes WhatsApp, website, email, phone, or QR code—tailored for quick response
- **Brand Colors:** Uses Scarlet Red (#E31C43) as highlight for titles and CTAs

Design Guidelines

- **Format:** A4 portrait layout, optimized for print and digital PDF
- **Tone:** Bold, clear, and action-oriented
- **Hierarchy:** Visual flow from product to feature to specs to contact
- **Image Quality:** All photos must be high-resolution and professionally cut

This template is ideal for product launches, campaigns, channel sales, and leave-behind materials.



Support Document Template

Support Document Template

This layout defines the standard for PRECISE’s support documents, including user manuals, quick-start guides, how-to instructions, and FAQs. The template is designed for Word-based editing and PDF output, ensuring consistency across all technical-facing materials.

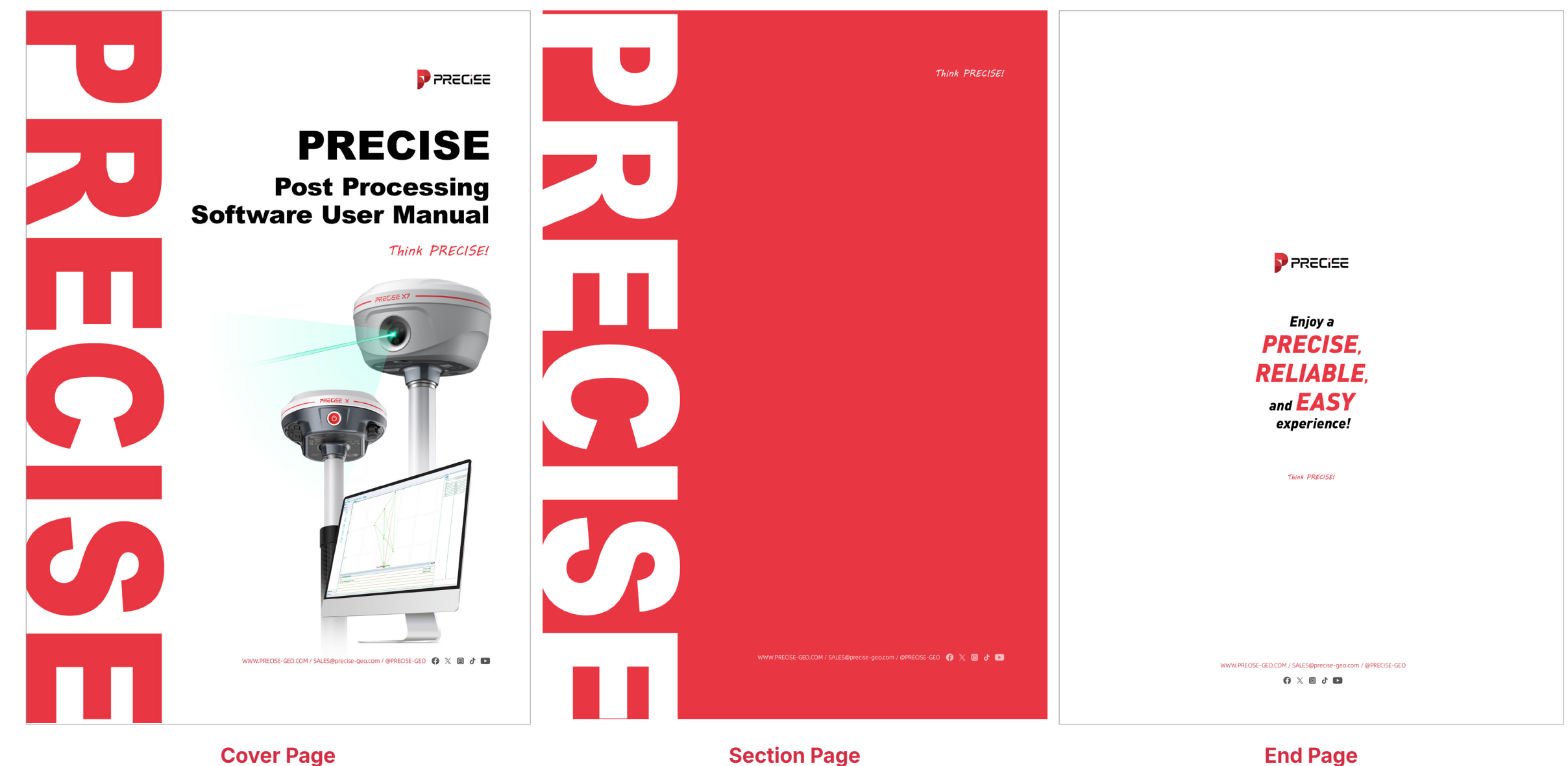
Visual Structure

- **Cover Page:** Features the PRECISE logo, document title, vertical brandmark, and a featured product image, arranged with strong right alignment.
- **Section Page:** Full red background with vertical “PRECISE” type, used to clearly separate content sections.
- **End Page:** Uses center alignment to deliver the brand message, ending with a consistent call to action and contact information.

Design Guidelines

- Use bold typography and spacing to highlight product names and key phrases.
- Maintain right-aligned text on cover and chapter pages to reinforce brand structure.
- Center-align all text on the end page for clean closure.
- Apply a minimalist style, using white space and Scarlet Red to maintain visual clarity and consistency.

This template provides a professional and unified visual system for all PRECISE support communications.



Authorization certificate

Paper size: 210mm x 297mm

Necessary elements:

Brand logo

- Authorized regions
- Authorized company
- Authorized products
- Authorization time
- CEO's signature
- Company contract seal

Layout requirements:

- The font used is "DINPro"
- The main content is centered
- The signature information is left-aligned



Photography

Photographic scale

Through photography, it conveys the wonderful moments of the dialogue between modern surveying and mapping technology and the human living environment, from the jungle to the construction site, from the ridge to the waterfront.



Stylistic considerations

Here are a few stylistic considerations to guide selecting, adjusting or shooting your own photographic content.

Note

Advertising page must have:

- Brand logo
- Brand slogan
- Brand information at the bottom (product model diagrams can be added)
- The font used is “DIN-BlackItalic”



Stationery

letterheads

A4 Letterhead

Paper size: 210mm x 297mm

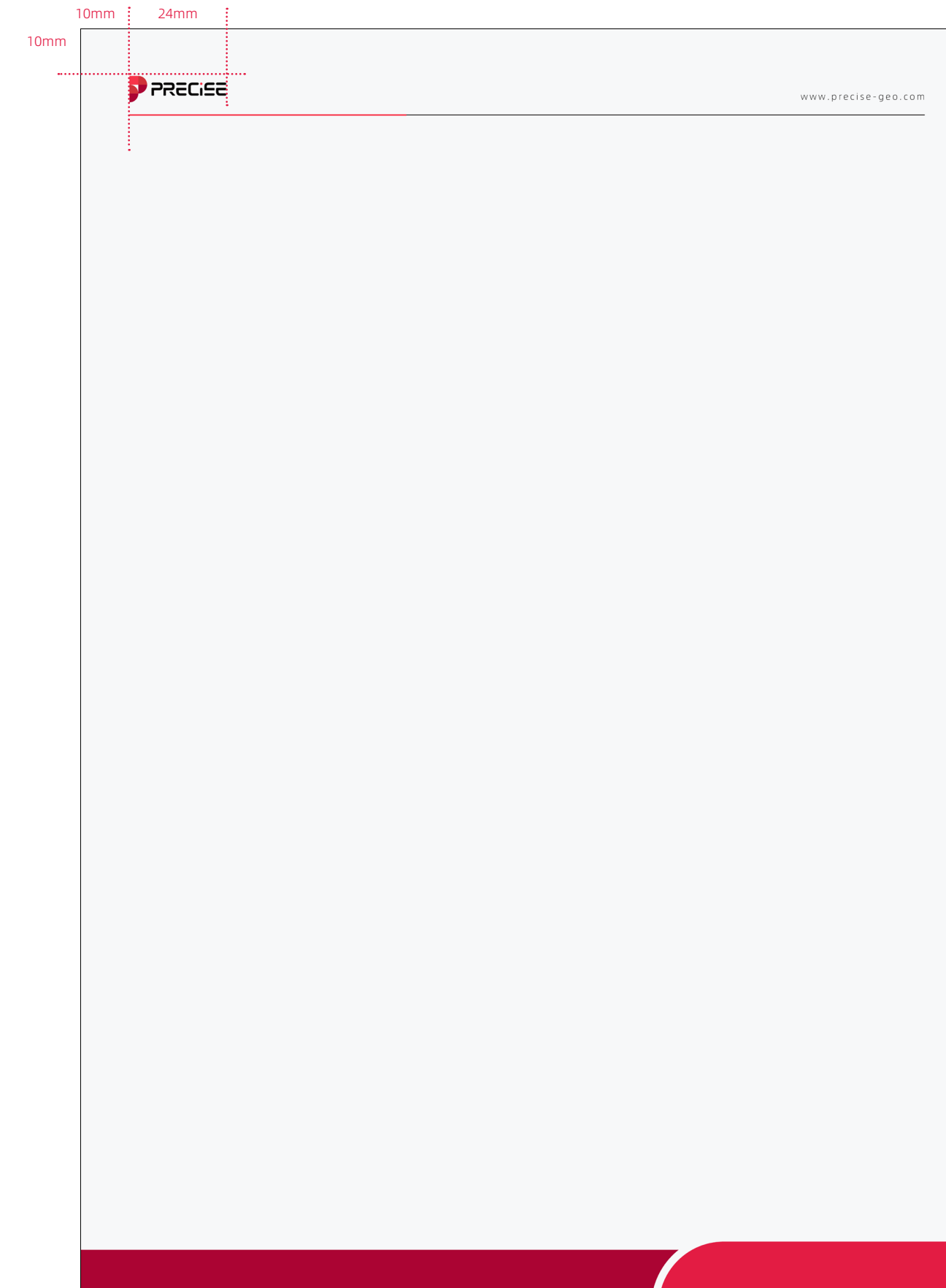
The brand logo is in the upper left corner, the company website is in the lower left corner, and various contact information of the company is in the lower right corner.

Typesetting strategy

The contact information at the bottom is evenly divided into five columns, with colons aligned to form an invisible axis. The 8pt small text maintains the breathing sense of the layout.

Cross-media compatibility

Key elements avoid a 10mm bleed area, and the contact column can adaptively switch between A4 and Letter paper types.



business cards

Business cards

Size:85mm x 50mm

The bottom of the business card adopts irregular patterns.The front features the brand logo and website address, while the back shows the vertical brand logo on the left and the personal information of the employees on the right.



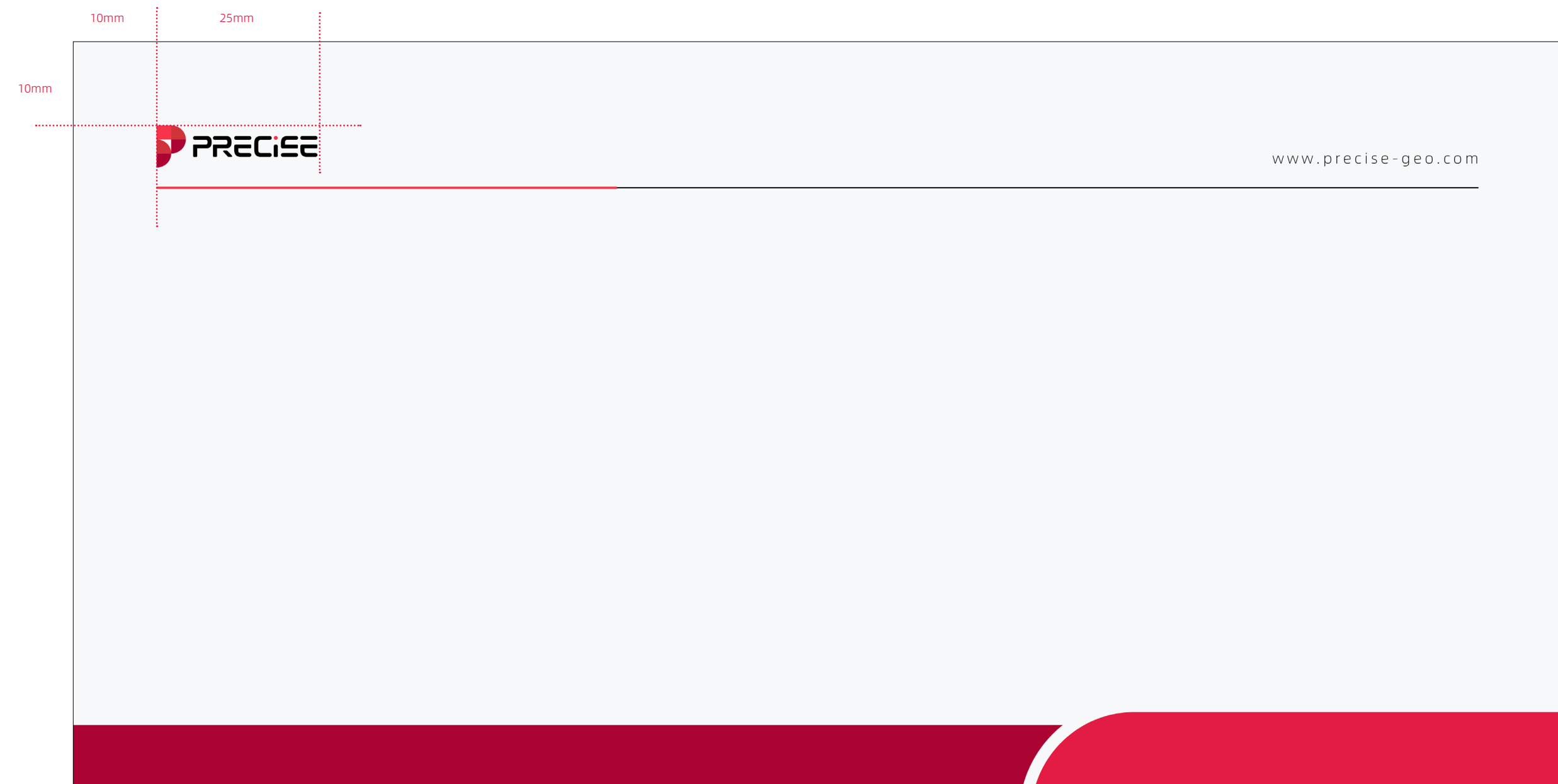
envelopes

DL Envelope

Size: 220mm x 110mm

Logo size: 25mm wide

The bottom of the business card adopts irregular patterns. The brand logo is in the upper left corner and the website address is in the lower right corner.



Special paper for postcards



Exhibition display



Brand Merchandise Applications

Brand peripherals help extend the PRECISE identity into physical touchpoints—whether used internally or shared externally. These include office stationery, promotional giveaways, and functional accessories.

Design Principles

- Use primary brand elements: logo, Scarlet Red (#E31C43), and modular graphics
- Maintain consistency in placement, spacing, and color tone
- Keep the tone clean, modern, and technically confident
- Avoid visual noise, overcrowded layouts, or color misuse

These applications not only enhance brand recognition but also reinforce identity in day-to-day interactions.



cap



Office pillow



Official t-shirt



 PRECISE

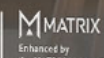


PRECISE S2

Enjoy a
**PRECISE,
RELIABLE,
and EASY**
experience!

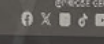
Seamless mapping, effortless precision.

Super-high Fix Rate
99.9%

 **MATRIX**
Powered by
MATERIALS DESIGN

Think PRECISE!

Manufactured exclusively
for customers by
PRECISE GEO



 PRECISE



PRECISE S2

Enjoy a
**PRECISE,
RELIABLE,
and EASY**
experience!

Seamless mapping, effortless precision.

Super-high Fix Rate
99.9%

 **MATRIX**
Powered by
MATERIALS DESIGN

Think PRECISE!

Manufactured exclusively
for customers by
PRECISE GEO



Adhesive tape





