

GRAPHIC DESIGN

G R A P H I C

SIGNAGE

FUTURE GRAPHIC



RESOLUTION

WWW.RESOLUTION-GO.COM

# OVER 60

CASES FOR GLOBAL  
BRANDS

60+国际知名品牌  
服务案例

ONLY、JACK&JONES、SELECTD、  
VERO MODA、IT、H&M、彪马、李  
宁、天梭、周生生、YOOZ、小米、顺  
丰、W酒店、万豪酒店、开元酒店等。



全世界都闪烁着  
萤火虫的光芒



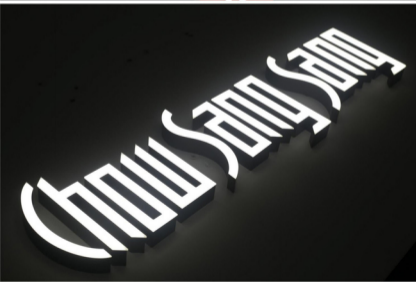


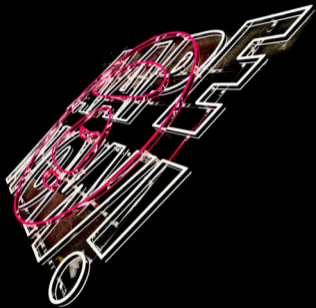
VANS  
THE WAY

adidas®









## DIVERSIFICATION TREND

### 多元化趋势

标识多元化：有二维平面形式，有半立体的浮雕凹凸形式；有立体标识，也有动态的霓虹标识；

标识材料不断的更新，制作材料无限制的设计研发，实心铜铝的材料更能把logo展现得更有生机。

Identification diversity: a two-dimensional plane form, a semi-three-dimensional relief convex form; There are three-dimensional signs and dynamic neon signs;

Logo materials are constantly updated, making materials unlimited design and development, solid copper and aluminum materials can show the logo more vitality.



JUST DO IT



# YOUNG/PERSONALIZED/ SHOW DIVERSIFIED FORMS

年轻化/个性化/展现形式多元化

服装行业广告标识整体呈现出年轻化、个性化、展现形式多元化的趋势，霓虹灯成为新兴热门选择。

例：ONLY、JACK&JONES、SELECTED、VERO MODA和J.LINDBEERG等。

The clothing industry advertising signs as a whole presents a trend of younger, personalized, diversified forms of display, neon has become an emerging popular choice.

Examples: ONLY, JACK&JONES, SELECTED, VERO MODA and J. Lindeberg.



VERO MODA



JACK & JONES



LINDBEERG



ONLY



SELECTED

## CONTINUE LUXURY AND EXQUISITE/ MORE INNOVATIVE MATERIALS AND FORMS

延续奢华精致/材料、形式更多创新

珠宝由于行业的奢华属性，行业广告标识整体依据延续奢华精致的风格，但在材料的选择和表现形式上有更多创新。

例：周生生、六福珠宝、老凤祥、施华洛世奇和谢瑞麟等。

Due to the luxury attribute of the jewelry industry, the overall basis of the industry advertising logo continues the luxury and exquisite style, but there are more innovations in the choice of materials and forms of expression.

Examples: Chow Sang Sang, Lufook Jewelry, Lao Feng Xiang, Swarovski and Tse Sui Lin.

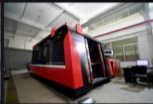


# 110 HIGH-TECH EQUIPMENT

110+高科技设备

引进国内外先进的生产设备与技术。拥有先进的精密度CNC雕刻机60多台、自动数控雕刻机20多台、线切割设备10多台、自动弯字机10多台、迪能激光切割机、麦迪克自动雕刻机、日本京瓷UV机、激光焊字机等高科技设备，突破传统标识工艺，把精品标识推向国际新领域。

We've introduced advanced production equipment and technology at home and abroad, and has more than 60 advanced precision CNC engraving machines, more than 20 automatic CNC engraving machines, more than 10 wire cutting equipment, more than 10 automatic word bending machines, Dinon laser cutting machines, madick automatic engraving machines, Kyocera UV machines, laser welding machines and other high-tech equipment, breaking through the traditional identification process and promoting high-quality identification to a new international field.



# ENGRAVING

雕刻



百超迪能激光切割机

Baichuodineing laser  
cutting machine



数控自动雕刻机

CNC automatic  
engraving machine



CNC



激光打标机

Laser marking  
machine

# SHAPING

塑形



全功能弯字机  
Full function word  
bending machine



钣金折弯机  
Sheet metal bending  
machine



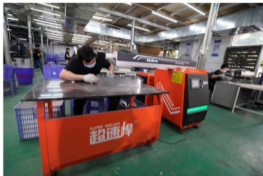
钣金刨坑机  
Sheet metal  
planer

# COMBINATION

组合

激光焊字机

Laser welding machine



日本京瓷平板UV机

Kyocera flat panel UV machine



# TESTING

检测



涂层测厚仪

Coating thickness gauge



电子负载仪

Electronic load meter



红外测温仪

Infrared temperature instrument

色差仪

Color difference meter



钳形表

Clamp meter



全自动耐破强度  
试验机

Automatic bursting strength tester



A modern lounge area with a large window overlooking a lake and trees. The room features a dark, slatted ceiling, a dark floor, and a large window that provides a view of a lake and trees. The furniture includes a dark sofa, a light-colored coffee table, and a chair. The text 'WORKSCASE' is overlaid on the right side of the image.

# WORKSCASE

酒店案例



项目  
地址  
时间

山东潍焦逸康酒店  
山东 / 潍焦  
2021 / 8

project  
address  
time

shandongweijiao yife hotel  
weijiao  
august 2021





项目 长兴博阳开元名庭大酒店  
地址 山东 / 潍坊  
时间 2021 / 8

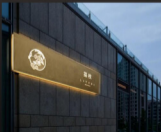
project shandongweijiao yifei hotel  
address weijiao  
time august 2021





项目 荔枝餐厅  
地址 宁波/高新区  
时间 2021 / 6

project Litchi Restaurant  
address gaoxin  
time june 2021





项目 秋水山庄  
地址 杭州/西湖区  
时间 2021 / 6

project QIUSHUI VILLA  
address xihu  
time june 2021



项目  
地址  
时间

老婆大人办公中心  
宁波/江北区  
2019 / 12

project  
address  
time

LAOPODAREN OFFICE WAY FINDING SIGNAGE  
jiangbei  
december 2019

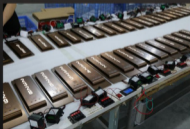






项目 四川成都天府国际健康中心  
地址 四川/成都  
时间 2021 / 8

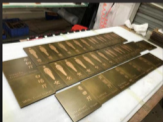
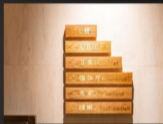
project Sichuan Chengdu Tianfu International Health Center  
address chengdu  
time august 2021





项目 贵州乌江寨国际旅游度假区  
地址 贵州/乌江  
时间 2021 / 8

project address time  
Guizhou wujiangzhai International Tourism Resort  
wujiang  
august 2021





项目 开元名都大酒店  
地址 上海/松江区  
时间 2021 / 8

project New Century Grand Hotel  
address songjiang  
time august 2021



项目  
地址  
时间

茅台国际大酒店  
贵州/仁怀  
2016/ 8

project  
address  
time

Maotai International Hotel  
renhui  
august 2016





其他项目酒店展示  
Other project Hotel display



# Product Chapter one Product

产品矩阵

Luminous signage  
category

发光标识

Solid precision  
engraving category

实心精雕

Guide system

导视系统

New products

新品

A glowing circular ring with a metallic or glass-like texture, centered on a dark background. Inside the ring, the text "Luminous signage category" and "发光标识" is displayed in a light blue color.

Luminous signage  
category

发光标识



## LUMINOUS SIGNAGE CATEGORY

### 无边发光字

无边发光字 Rimless luminous letters

无边发光字产品是2015年至今2022年销量最高的产品，45°倒边无边字更成为了今年主流。

字壳采用金属焊接制作而成，面板使用导光亚克力面板制作。整体给人轻快明亮的感觉，无边的设计让字体更具质感和艺术感。

无边字多色可选，在市场上选择最多的是白色灯光，黑色或者白色字壳。

Rimless Luminous letters products are the popular sales products from 2015 to 2022, 45° inverted edge rimless letters has become the main current this year. The letters shall is made of metal welding, using the acrylic panel as face. Giving us a light and bright feeling, and has more texture and artistic sense.

multiple color options, most choice in the market is white light, black or white color shell.





# ACRYLIC NEON LUMINOUS LETTERS

## 亚克力霓虹发光字

亚克力霓虹灯是16年的萤火虫广告深入研发的产品，在推出市场后反馈良好。相较于玻璃霓虹灯，亚克力霓虹灯有更高的安全性，表面采用进口亚克力原料进行三维雕刻，纯手工抛光打磨的工艺，让亚克力霓虹灯在达到玻璃霓虹灯透亮性的同时，还具有软性霓虹灯的线条感。我们共研发了180° 270° 和360°的三种发光面积。

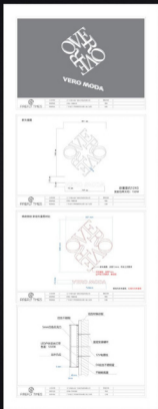
Acrylic neon is frefly advertising in 2016 in-depth research and development of the product, we got a good response after the launch of the market. Compared with glass neon signs, acrylic neon has a higher security, three-dimensional sculpture surface using imported acrylic material, pure manual polishing grinding process, let the Acrylic neon lights have glass neon lights transparent and soft neon lights line sense this feature. Wehave developed a total





360 DEGREE  
ACRYLIC  
NEON LUMINOUS  
LETTERS





## SEIKO SIDE-LIT LUMINOUS LETTERS

### 精工侧发光字

金属侧发光字一直以来的都是奢侈品店的首选，表面的金属光泽度堪比黄金珠宝般璀璨。喷漆侧光字在商场也是比较常见的广告标识之一，一般用在前台背面。侧发光字的表面字壳是金属焊接制作或者雕刻制作，主要光源在底部侧面导光，表面的颜色处理比较常用的是电镀处理、氧化处理和喷漆处理。侧面发光让光线呈现比较柔和，避免刺眼，同时侧发光字还能在表面做更多异形效果。

Metal side-lit letters have long been the first choice of luxury stores, the surface of the metal as bright as gold jewelry. Painted side light in the shopping mall is also one of the more common advertising logo, generally used in the front desk of the back. Side-lit luminous letter surface shell is made of metal welding or engraving, the main light source in the bottom side guide light, surface color treatment is more commonly used is electroplating treatment, oxidation treatment and paint treatment. Side light makes the light appear soft, avoid dazzling, at the same time side light letters can also do more special-shaped effect on the surface.

j'adore

Dior



**CLUB MONACO**

**FENDI**



Cartier

Ferragamo





# ACRYLIC MINI LUMINOUS LETTERS

## 迷你发光字

迷你字是指能做很小的发光字，应用范围广泛，是市面能见度极高的产品。

Acrylic Mini luminous letters refers to a small luminous letters can be made, a wide range of applications, is the market visibility of high products.

MEICON  
MEICON

Estrella  
Galicia

MEICON  
MEICON

JUUL  
IQOS

El Corte Inglés

# STAINLESS STEEL WORD

## 不锈钢字

不锈钢焊接字亮字，多应用在背景墙或橱窗玻璃上的产品，表面处理可以做亮面和拉丝，电镀颜色，不用接电发光也能很好体现质感。

For products that are mostly used on the background wall or window glass, surface treatment can be used to make bright surface and wire drawing, electroplating color, and texture can be well reflected without electric luminescence.



# HK TYPE LIGHT BOX LETTERS / JAPANESE LUMINOUS LETTERS

港式灯箱字 / 日式发光字



港式灯箱字和日式发光字表面与市场上常见的平面发光字相似，但整体结构区别大有所不同。精工港式灯箱字，四周平整不割手，正面细扣处理，适合用在商场。大型的也有精工港式灯箱字，又称日式发光字，常用在楼顶外墙。日式发光字容易拆分，安装螺丝可以在字内固定，安装完毕后组装，现场看不到任何安装螺丝。整体采用金属制作外壳，表面采用亚克力导光板导光，多色可选。

HK type light box letters and Japanese luminous letters, is similar as the market common plane luminous letters, but the overall structure is very different. Seiko HK type light box letters, smooth around do not cut hands, and with a thin edge on the front, suitable for use in shopping malls. Large size seiko HK type light box letters, also known as Japanese luminous letters, Often used on the outer walls of buildings. Japanese light letters are easy to install, the mounting screws can be fixed in the letter inner, after the installation of assembly, do not see any mounting screws on site. The overall shell use of metal material, with acrylic light guide plate as face plate, multi-color optional.



# SHEET METAL LIGHT BOX

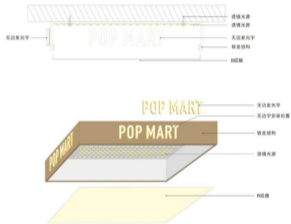
## 钣金灯箱

异型制作还是首选钣金灯箱，最大尺寸可做4m，在服装行业、饮食行业、3C行业、机场、地图、商场常见。

钣金灯箱优势：灯箱造型多样化，发光部分不受限制，根据相应结构可选择使用B级膜/A级膜或者亚克力板。

In Special-shaped light box production, sheet metal light box is the first choice, because of the largest size can do 4m, in the clothing industry, catering industry, 3C industry, airports, maps, shopping malls common.

Sheet metal light box advantages: Variety of modeling, light emitting part is not limited, according to the corresponding structure can choose to use B film /A film or acrylic plate.



POP MART



# LED LIGHT BOX

## 卡布灯箱

大画面制作还是首选卡布灯箱，最大尺寸可做5m-10m，在服装行业、饮食行业、3C行业、机场、地图、商场常见。

卡布灯箱拥有5大优势：

更换画面最方便，尺寸最大，亮度最高，最高清，最轻量。

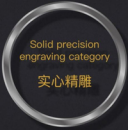
Big picture production is the first choice of LED light box, the largest size can be 5m to 10m, in the clothing industry, catering industry, 3C industry, airports, maps, shopping malls common.

Led light box has 5 advantages: the most convenient replacement screen, the largest size, the highest brightness, the highest clarity, the lightest weight.



Dior



A glowing, metallic circular ring is centered on a dark background. Inside the ring, the text "Solid precision engraving category" is written in a light, sans-serif font.

Solid precision  
engraving category

实心精雕

# THREE

DIMENSIONAL

SOLID ALUMINUM OXIDATION

LETTERS

/

OXIDATION ALUMINUM SIDE-LIT

LUMINOUS LETTERS

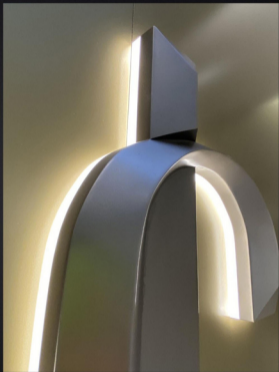
三维实心铝氧化字/侧发光铝氧化字

2017年新研发的产品，经过稳定的测试，2019-2021年全面推广市场。

表面采用氧化处理，铝抗氧化、抗酸性极高，可代替传统金属字，做工更精细，能实现不锈钢做不到的三维效果。酒店项目采用最多，多用于门牌号和指引标识。可以选择发光和不发光的做法。

In 2017, we newly developed this product, and after stable tests, we fully promoted it to the market in 2019-2021.

Surface oxidation treatment, aluminum oxidation resistance, high acid resistance, can replace the traditional metal word, work more fine, can achieve stainless steel can not do three-dimensional effect. Hotel projects use the most, mostly used for the number and guide signs, can choose to light and not light.





# THREE

## DIMENSIONAL SOLID BRASS SIGN

### 实心铜三维标识

24k黄金的效果，璀璨闪烁，黄铜给人的直观感觉就是高端与奢华，实心铜三维标识多适用于奢侈品店，与奢侈品店高端、大气的品牌形象相统一。

The effect of 24K gold, bright flashing, brass gives people a high-end and luxury feeling, solid brass sign is more suitable for luxury stores, showing the high-end and atmospheric impression.





MIDO®

SWISS WATCHES SINCE 1918

瑞士美度表

商丘万达港汇店

官方授权经销商



Guide system

导视系统

博富同学的学问社

少年强则国强  
——梁启超

疑者，觉悟之机也  
——陈白沙

人生百年，立于幼学  
——梁启超

人之个性乃即我民族之性格  
——梁启超

书痴又兼精笔生云烟  
——李贽

# GUIDE SIGN

## 导向

导向是指引导地方标牌指向是比较大的立牌和模型吊牌。

通常应用在商场的中岛位置，用于指引方向。广告行业制作的导向都以异形定制为主，设计制作出很多独一无二的造型。根据场景设计，可以定制从1m~20m的导向制作。整体采用金属制作外壳，内部龙骨结构为主要，表面颜色采用防腐汽车油漆，经久耐用。

Guidance sign refers to the guide local signs pointing to the larger brand and horizontal hanging tag. Usually used on the middle island of a shopping mall to give directions. The guidance of the advertising industry is mainly customized to special-shaped, designed and produced a lot of unique shapes. According to the scene design, it can customize the design from 1m to 20m. The overall use of metal shell, internal keel structure is the main, the surface color of anticorrosive car paint, long service life.





# HANGING GUIDANCE

## 吊挂导向

吊挂导向整体采用金属制作外壳，表面采用亚克力导光板导光，发光颜色选择性比较多。

造型会根据现场和VI进行设计，在商场、酒店、机场等场所应用居多。可根据要求制作吊挂的造型，我们可以做出深化结构。

The whole hanging guide adopts metal shell, acrylic light guide plate as face to guide light, and the luminous color is more selective.

Modelling will according to the scene and VI design, in shopping malls, hotels, airports and other places mostly in the application.

Can be made according to the requirements of the hanging shape, we can make the





娛樂場

Casino

餐廳

Cafe - 88





# HOTEL DOOR PLATE SYSTEM

## 酒店门牌系统

门牌和指引导向牌、洗手间、楼层指引牌是酒店项必备项目。我们2017年开始研发制作酒店项目的材质配合作用，引进了一系列跨行业设备，研发了铜铝门牌、发光和浮雕的结合、各材料的结合应用。

门牌的材料广泛，采用最多的材料是：铜、铝、不锈钢、亚克力、木材、玻璃。同时还提供门铃等电子元器件，弱电设备。

Door plate and guide board, bathroom, floor guide board are necessary items of the hotel. In 2017, we began to research and develop the material coordination effect of the hotel project, introduced a series of cross-industry equipment, developed the combination of brass and aluminum door plate, light and relief, and the combined application of various materials.

Widely materials, with most of the materials are: brass, aluminum, stainless steel, acrylic, wooden, glass. At the same time, we also provide doorbell and other electronic components, weak current equipment.



椿萱乐  
/  
CHUN  
XUANLE

16



A glowing green ring is centered on a dark background. Inside the ring, the text 'New products' is written in a light green, sans-serif font. Below it, the Chinese characters '新品' are written in a similar font and color. The ring has a slight 3D effect with a shadow on the right side.

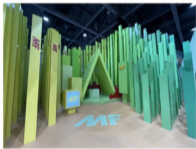
New products

新品

# MATERIAL

## APPLICATION ANALYSIS

### 材料应用分析



亚克力材料: Acrylic materials

根据产品造型, 利用切割板材、粘合、浮雕、UV、热弯等工艺, 制作成发光道具, 展示品等。

According to the shape of the product, the use of cutting plate, bonding, relief, UV, hot bending and other processes, made into luminous props, exhibits, etc.



玻璃发光: luminescent glass

玻璃做循环镜子, 玻璃内雕、玻璃表面UV, 做发光层。

Using the Glass to make the circulation mirror effect, carving the glass, glass surface UV, do luminous layer.



石头: Stone  
超薄仿石头板, 制作成整体灯箱

Ultra-thin imitation stone board, made into a whole light box.



原木: Wood

原木工艺雕刻、原木发光字、原木标识门牌等。

Wood carving craft, wood luminous letters, wood door plate, etc.



铜铝: Brass and aluminum materials

铜铝三维字、铜铝牌匾、铜铝摆件、铜铝发光字、铜铝装饰件和铜铝门牌等。

Brass aluminum three-dimensional letters, plaque, decoration parts, luminous letters, metal door plate, etc.

# SIMPLIFY DIGITIZE

## 简约化/数字化

家居行业广告标识整体受到极简现代装修风格和智能家居浪潮的影响。行业广告标识整体呈现出简约化、数字化。

例：迪欧、健威、和宜家家居等。

As a whole, the advertising signs in the home furnishing industry are influenced by the minimalist modern decoration style and the wave of smart home furnishing. The advertising signs in the industry as a whole show simplicity and digitalization.

Examples: Teo, Jianwei, Boloni and IKEA.



# THANKS!



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