

Reimagine your solution

Hisense

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HVAC-CA-202203

★ Design and specifications are subject to change without notice. Pictures and diagrams are for reference only and are subject to change without notice.

HisenseHVAC

VIS

Hisense HVAC
VI Guidance

Hisense SINCE 1969

Hisense Group is a well-known large-scale electronic information industry group company. Based on technology and focusing on innovation-oriented culture, its scientific and efficient technological innovation system makes Hisense always be at the forefront of the counterparts. Hisense brand family has continued to grow with Toshiba, Gorenje and ASKO. Multi-brand operations will be defined according to Group's Strategy Management Department.

SINCE 1969

Multimedia

TV and Display Devices
Internet TV Operation
Mobile Communication Devices
Optical Communication
Devices
Chip

Household Appliances

Refrigerator
Freezer
Air-conditioner
Washing Machine
Kitchen Appliance

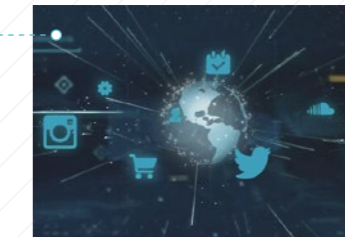
IT Smart Systems

Smart City
Smart Community
Smart Transportation
Smart Business
Medical Electronic Devices
Smart Home System and Service

Real Estate & Modern Services

Real Estate
High-end Plaza Chains
Mould Design and Manufacturing
Finance
Trade

BUSINESS LAYOUT



A | 02-22

Hisense VI Specifications

- A1 Hisense Group logo/ Hisense HVAC logo
- A2 Hisense VRF logo
- A3 Ad Design Specifications-HVAC
- A4 Ad Design Specifications-VRF

B | 23-30

Hisense Image

- B1.Product Image HVAC
- B2.Product Image VRF

C | 31-33

Exhibition Information

- C1.Showroom
- C2.Exhibition

A

Hisense VI Specifications

A1.Hisense Group logo/Hisense HVAC logo

- A1-1 Logo Usage Specification
- A1-2 Standard Fonts and Colors
- A1-3 Logo Combination Use

A2.Hisense VRF logo

- A2-1 Logo Usage Specification
- A2-2 Logo Combination Use

A3.Ad Design Specifications-HAVC

- A3-1 Ad Design Specifications Poster-Vertical
- A3-2 Ad Design Specifications Poster-Horizontal
- A3-3 Ad Design Specifications -X-banner
- A3-4 Ad Design Specifications -Catalogue
- A3-5 Ad Design Specifications -Brochure
- A3-6 Ad Design Specifications -Magazine
- A3-7 Ad Design Specifications -Billboard

A4.Ad Design Specifications-VRF

- A4-1 Ad Design Specifications Poster-Vertical
- A4-2 Ad Design Specifications Poster-Horizontal
- A4-3 Ad Design Specifications -X-banner
- A4-4 Ad Design Specifications -Catalogue
- A4-5 Ad Design Specifications -Brochure
- A4-6 Ad Design Specifications -Magazine
- A4-7 Ad Design Specifications -Billboard

VIS

A1.Hisense Group logo/
Hisense HVAC logo

A1-1

Logo Usage
Specification

Note

Brand logo is the core symbol of all the visual communication system of Hisense brand of Hisense HVAC Company. In order to prevent the image from distortion, it must be made in strict accordance with the standard

【 Hisense HVAC 】

Stands for Hisense HVAC business (overseas), it is more often used for comprehensive product scenarios and combinations, such as comprehensive posters of Hisense HVAC products.



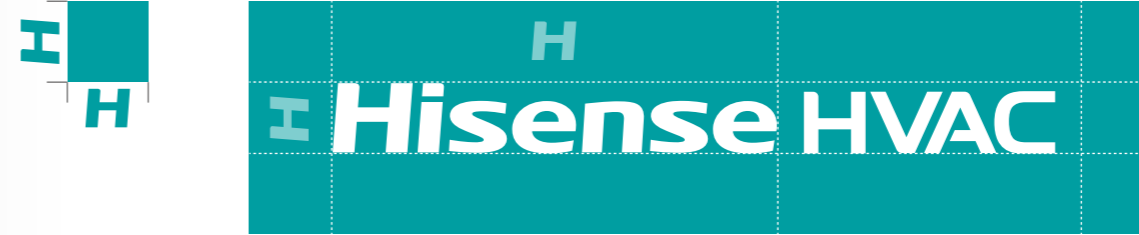
For white Hisense logo, use Hisense green background as brand protection space, extending one unit along the edge of the logo, taking two-way “H” as a unit. Always maintain a minimum clear space around the logo. This clear space insulates our “Hisense” from distracting visual elements, such as other logos, copy, illustrations or photography.



For green Hisense logo, use white background as brand protection space, extending one unit along the edge of the logo, taking two-way “H” as a unit. Always maintain a minimum clear space around the logo. This clear space insulates our “Hisense” from distracting visual elements, such as other logos, copy, illustrations or photography.

Minimum size

In order to ensure the suitability, standardization and convenience of the logo usage in any situation, the minimum length of the logo shall be 20mm and shall not be less than this range when in use:



For white Hisense HVAC logo, use green background as brand protection space, extending one unit along the edge of the logo, taking two-way “H” as a unit. Always maintain a minimum clear space around the logo. This clear space insulates our “Hisense HVAC” from distracting visual elements, such as other logos, copy, illustrations or photography.



For green Hisense HVAC logo, use white background as brand protection space, extending one unit along the edge of the logo, taking two-way “H” as a unit. Always maintain a minimum clear space around the logo. This clear space insulates our “Hisense HVAC” from distracting visual elements, such as other logos, copy, illustrations or photography.

Minimum size

In order to ensure the suitability, standardization and convenience of the logo usage in any situation, the minimum length of the logo shall be 20mm and shall not be less than this range when in use:



VIS

A1.Hisense Group logo/
Hisense HVAC logo

A1-1

Logo Usage
Specification

VIS

A1.Hisense Group logo/
Hisense HVAC logo

A1-2

Standard Fonts and Colors

Note

As one of the most basic and powerful component of brand properties, standard color can be interpreted in a variety of ways. Different color matching and combination methods can completely change the brand image so that the wrong use will cause damage to the overall brand image

10%	20%	30%	40%	50%	60%	70%	80%
Hisense							Hisense
Hisense							Hisense
Hisense							Hisense
Hisense							Hisense
Hisense							Hisense

If the background chroma is under 30%, Hisense brand logo standard color should be selected. If the background chroma is greater than 30%, anti-white will be adopted.

Main Color

Hisense Jade
Pantone 3272C
C100 M0 Y44 K0
R0 G170 B166
#00AAA6

Sub Color

Hisense Gray
C0 M0 Y0 K60
R137 G137 B137
#898989

Hisense standard fonts are used in the titles, forms, as well as printings and copywriters of varieties of visual communication media. When using Hisense brand logo in combination with the company name or when highlighting words, standard fonts should be used as FZLanTingHeiS-DB1-GB. By contrary, the slogan and normal words fonts should be used as FZLanTingHeiS.

FZLanTingHeiS

FZLanTingHeiS-DB1-GB

Slogan

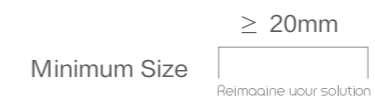
Reimagine your solution

Combination usage of logo and slogan

Hisense HVAC
Reimagine your solution

Minimum size

In order to ensure the suitability, standardization and convenience of the slogan usage in any situation, the minimum length of the slogan shall be 20mm and shall not be less than this range when in use:



VIS

A1.Hisense Group logo/
Hisense HVAC logo

A1-3

Logo Combination Use

Note

Slogan is a highly condensed characteristic of a brand, as well as a unified image for external publicity. Slogan can be used alone or combined with brand logo. It must be made in strict accordance with the standard

VIS

A2.Hisense VRF logo

A2-1

Logo Usage Specification

【 Hisense VRF 】

Only represents Hisense VRF products and business, and is more often used for VRF product scenarios and combinations.



For white Hisense VRF logo, use green background as brand protection space, extending one unit along the edge of the logo, taking two-way “H” as a unit. Always maintain a minimum clear space around the logo. This clear space insulates our “Hisense VRF” from distracting visual elements, such as other logos, copy, illustrations or photography.



For green Hisense VRF logo, use white background as brand protection space, extending one unit along the edge of the logo, taking two-way “H” as a unit. Always maintain a minimum clear space around the logo. This clear space insulates our “Hisense VRF” from distracting visual elements, such as other logos, copy, illustrations or photography.

Minimum size

In order to ensure the suitability, standardization and convenience of the logo usage in any situation, the minimum length of the logo shall be 20mm and shall not be less than this range when in use:



Slogan

Reimagine your solution

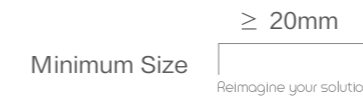
Combination usage of logo and slogan

Hisense VRF

Reimagine your solution

Minimum size

In order to ensure the suitability, standardization and convenience of the slogan usage in any situation, the minimum length of the slogan shall be 20mm and shall not be less than this range when in use:



VIS

A2.Hisense VRF logo

A2-2

Logo Combination Use

Note

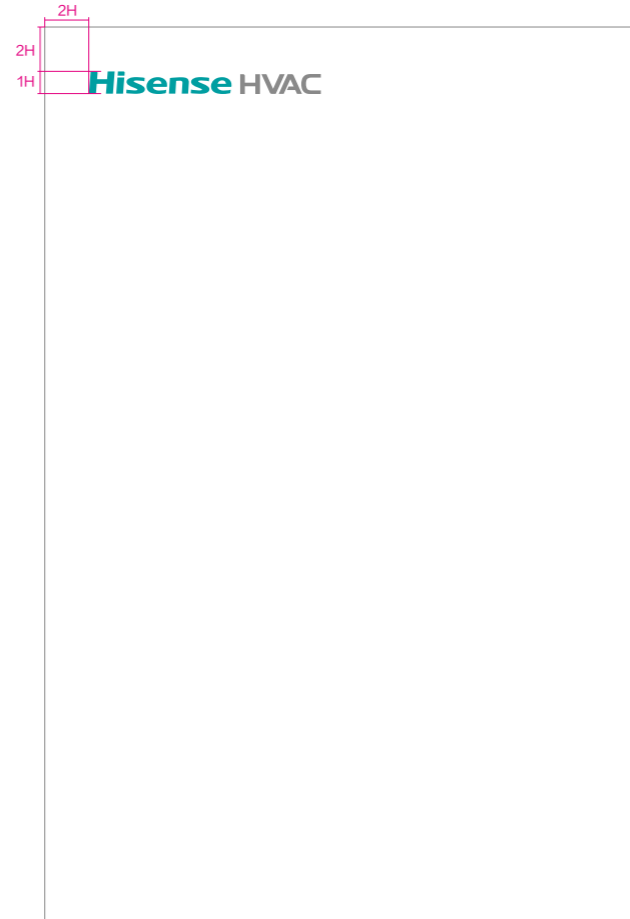
Slogan is a highly condensed characteristic of a brand, as well as a unified image for external publicity. Slogan can be used alone or combined with brand logo. It must be made in strict accordance with the standard

VIS

A3 Ad Design
Specifications-HVAC

A3-1

Ad Design
Specifications
Poster-Vertical



Standardized the Poster

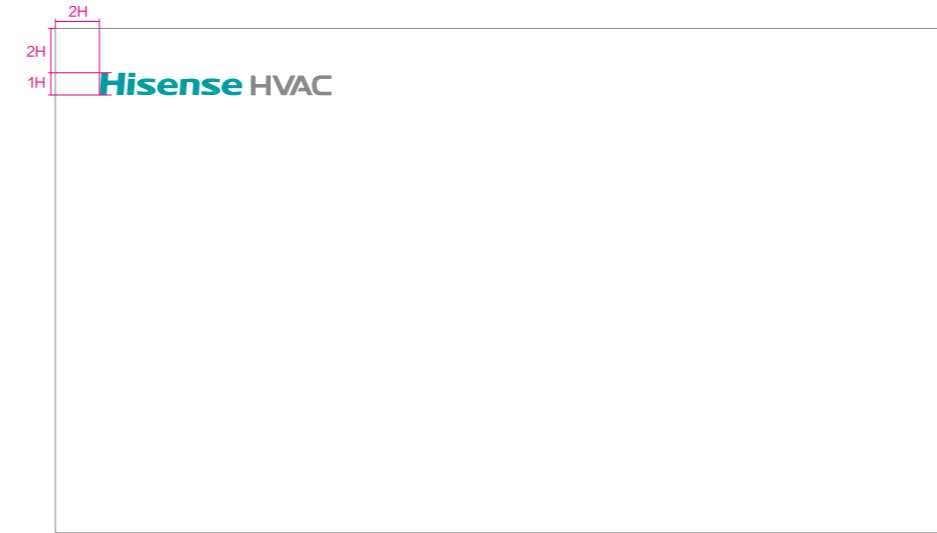
- 1.The H of the Hisense logo represents the height or width, and typically the Hisense HVAC width is about 35% of the total width of the poster.
- 2.The background color of company's name: when brightness is less than 50%, please choose gray (K25). If not, use white.
- 3.Hisense or Hisense HVAC is only allowed as the unique brand showed on the posters. Joint logo is not allowed.

VIS

A3 Ad Design
Specifications-HVAC

A3-2

Ad Design
Specifications
Poster-Horizontal



Standardized the Poster

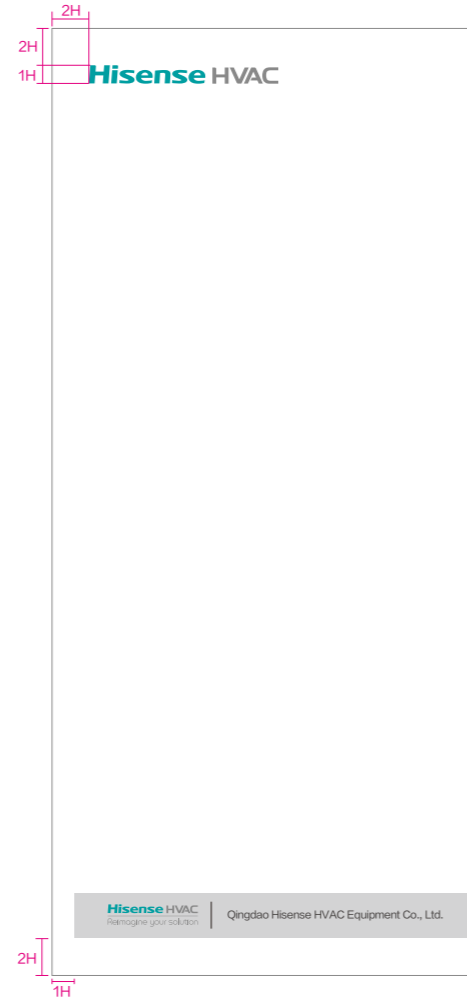
- 1.The H of the Hisense logo represents the height or width, and typically the Hisense HVAC width is about 35% of the total width of the poster.
- 2.The background color of company's name: when brightness is less than 50%, please choose gray (K25). If not, use white.
- 3.Hisense or Hisense HVAC is only allowed as the unique brand showed on the posters. Joint logo is not allowed.

VIS

A3 Ad Design Specifications—HVAC

A3-3

Ad Design Specifications—X-banner



Standardized the X-banner

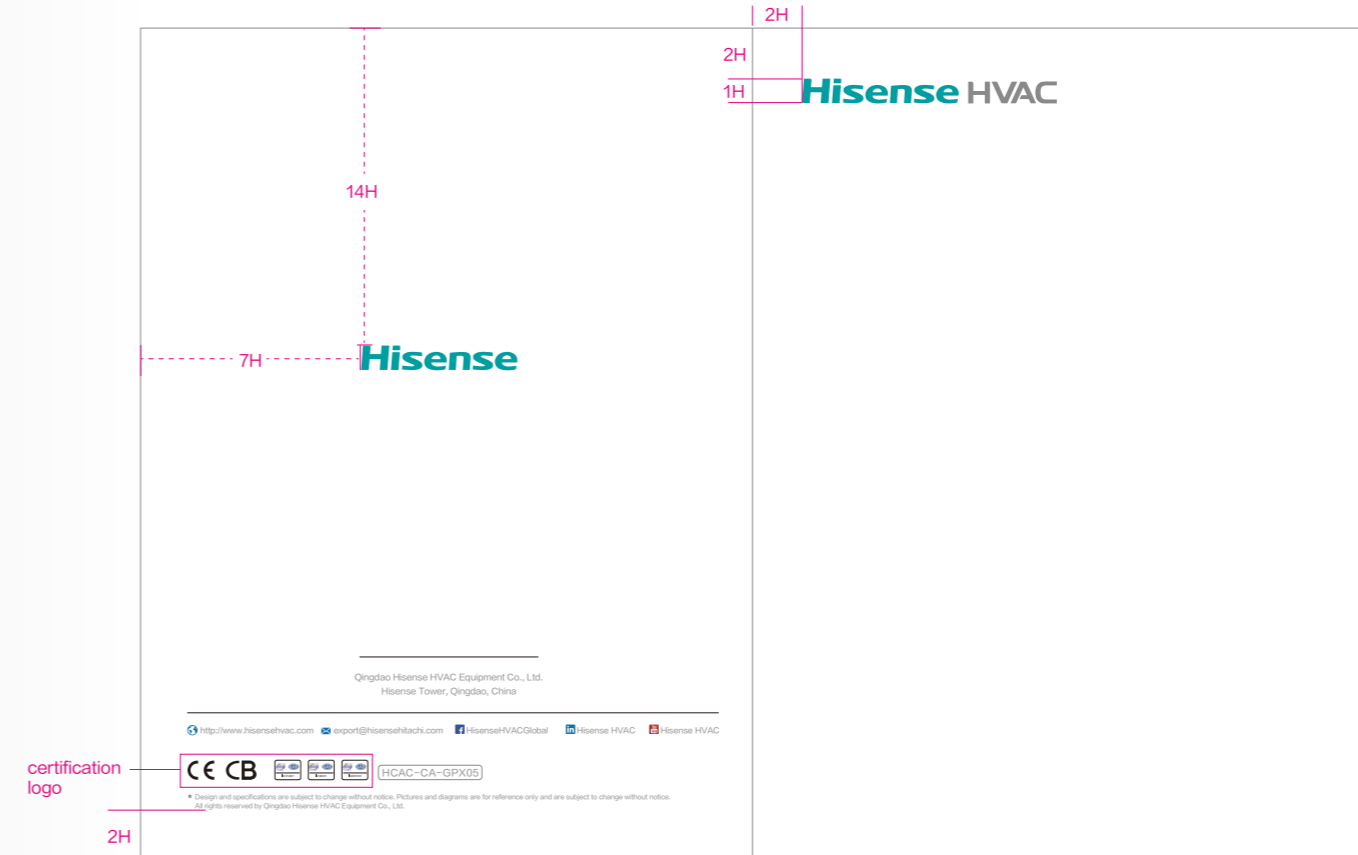
- 1.The H of the Hisense logo represents the height or width.
- 2.The background color of company's name: when brightness is less than 50%, please choose gray (K25). If not, use white.
- 3.Hisense or Hisense HVAC is only allowed as the unique brand showed on the posters. Joint logo is not allowed.

VIS

A3 Ad Design Specifications—HVAC

A3-4

Ad Design Specifications—Catalogue



Standardized the Catalogue

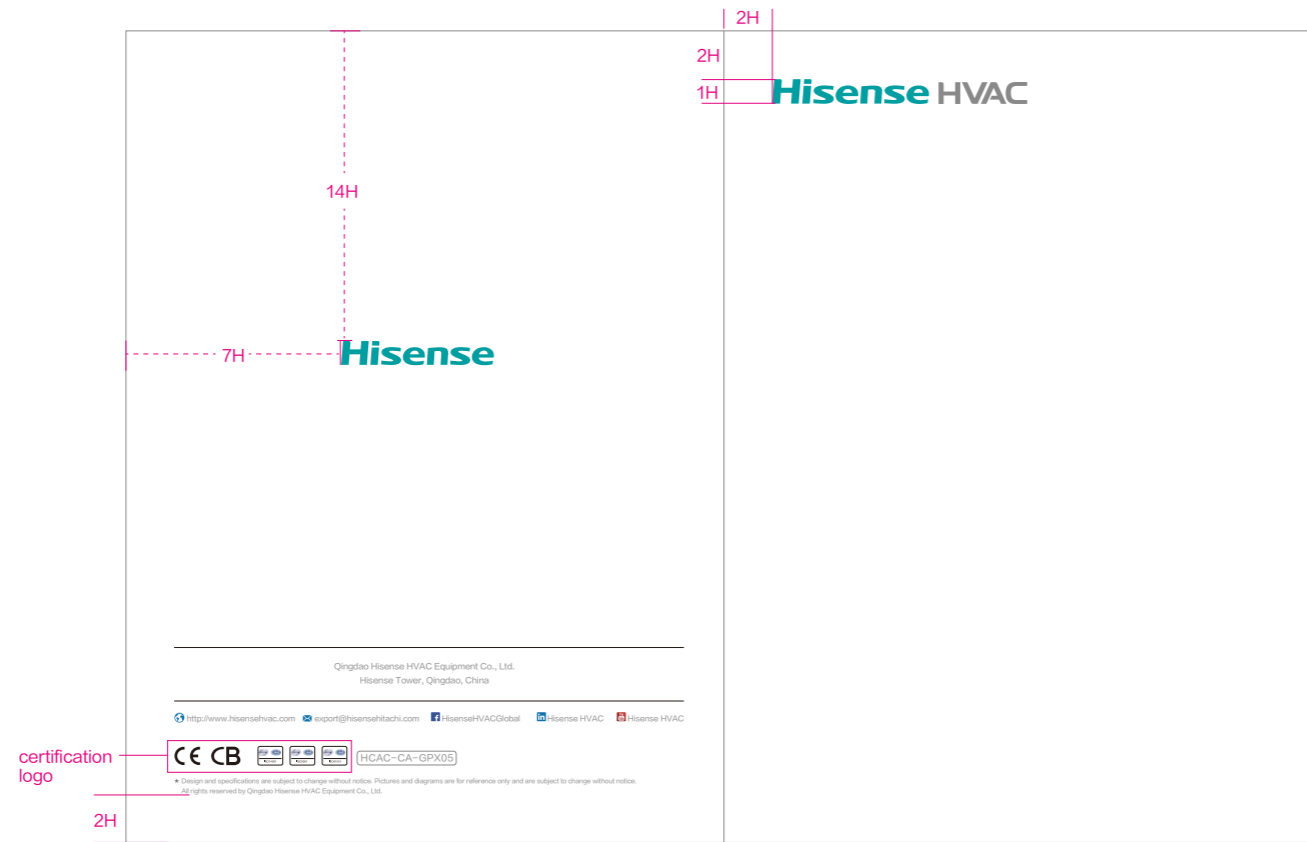
- 1.The H of the Hisense logo represents the height or width.
- 2.Hisense or Hisense HVAC is only allowed as the unique brand showed on the posters. Joint logo is not allowed.

VIS

A3 Ad Design Specifications—HVAC

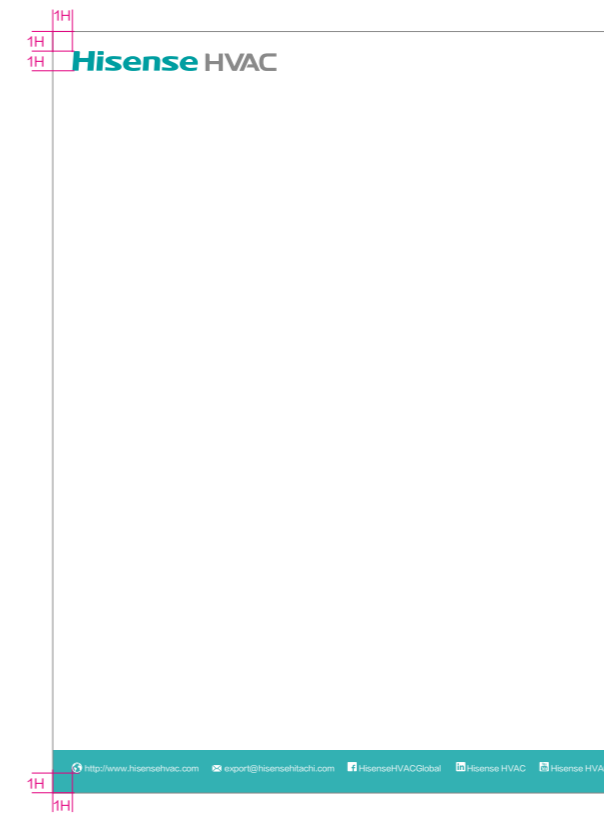
A3-5

Ad Design Specifications—Brochure



Standardized the Brochure

- 1.The H of the Hisense logo represents the height or width.
- 2.Hisense or Hisense HVAC is only allowed as the unique brand showed on the posters. Joint logo is not allowed.



Standardized the Magazine

- 1.The H of the Hisense logo represents the height or width.
- 2.Hisense or Hisense HVAC or Hisense VRF is only allowed as the unique brand showed on the posters. Joint logo is not allowed.
- 3.The layout may vary with different magazine sizes.
- 4.The social media accounts showed at the bottom should be applied to the region accounts (if there is) where magazines issued.

VIS

A3 Ad Design Specifications—HVAC

A3-6

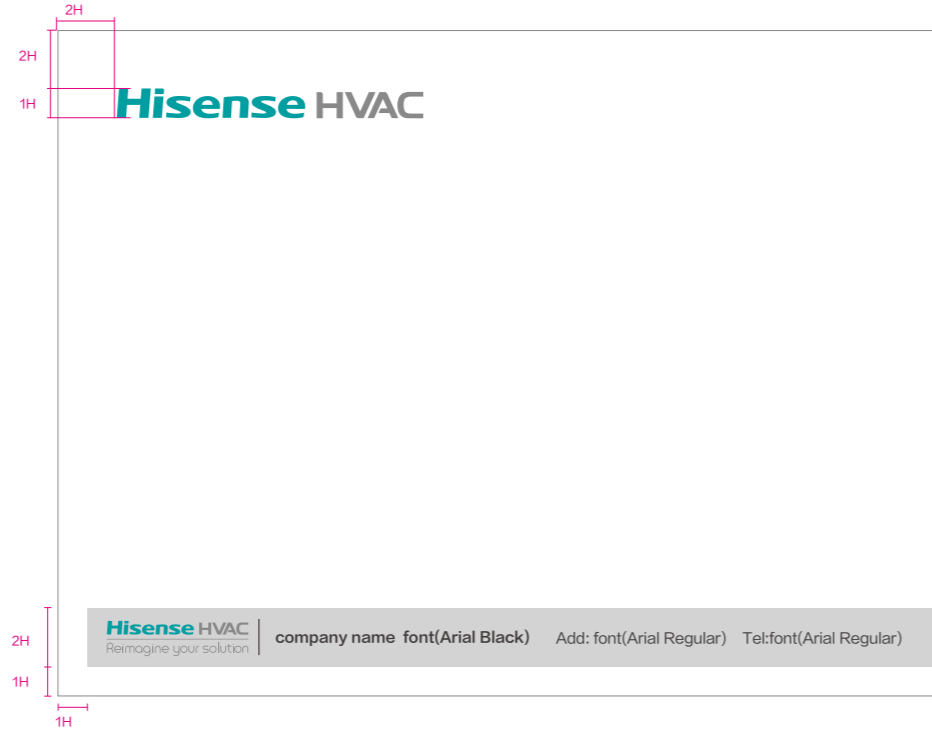
Ad Design Specifications—Magazine

VIS

A3 Ad Design Specifications—HVAC

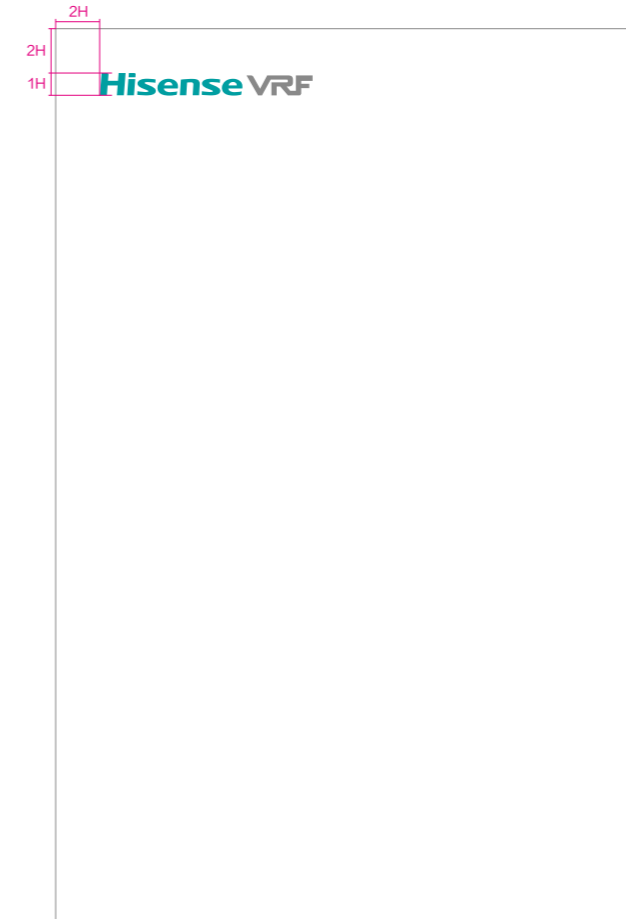
A3-7

Ad Design Specifications—Billboard



Standardized the Billboard

- 1.The H of the Hisense logo represents the height or width.
- 2.Hisense or Hisense HVAC or Hisense VRF is only allowed as the unique brand showed on the posters. Joint logo is not allowed.



Standardized the Poster

- 1.The H of the Hisense logo represents the height or width, and typically the Hisense VRF width is about 35% of the total width of the poster.
- 2.The background color of company's name: when brightness is less than 50%, please choose gray (K25). If not, use white.
- 3.Hisense or Hisense VRF is only allowed as the unique brand showed on the posters. Joint logo is not allowed.

VIS

A4 Ad Design Specifications—VRF

A4-1

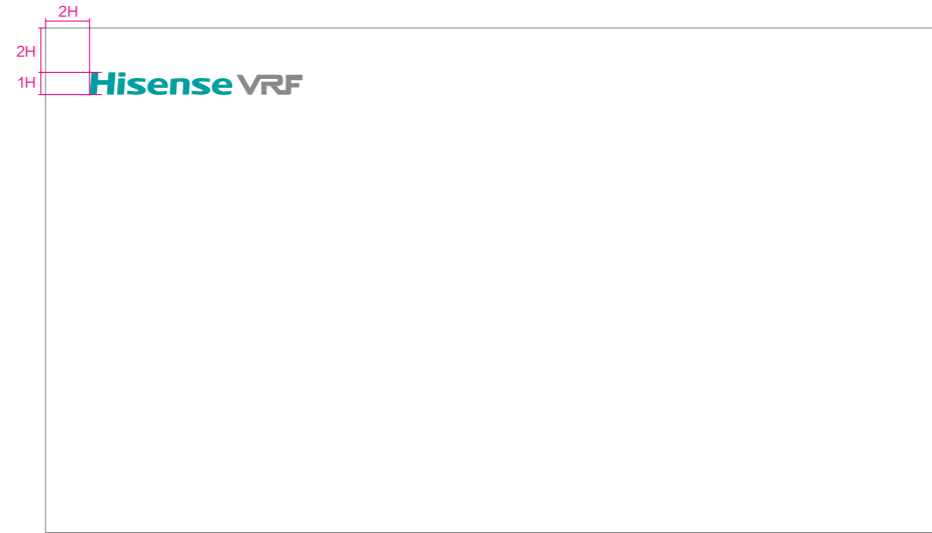
Ad Design Specifications Poster—Vertical

VIS

A4 Ad Design Specifications-VRF

A4-2

Ad Design Specifications
Poster-Horizontal



Standardized the Poster

- 1.The H of the Hisense logo represents the height or width, and typically the Hisense VRF width is about 35% of the total width of the poster.
- 2.The background color of company's name: when brightness is less than 50%, please choose gray (K25). If not, use white.
- 3.Hisense or Hisense VRF is only allowed as the unique brand showed on the posters. Joint logo is not allowed.



Standardized the X-banner

- 1.The H of the Hisense logo represents the height or width.
- 2.The background color of company's name: when brightness is less than 50%, please choose gray (K25). If not, use white.
- 3.Hisense or Hisense VRF is only allowed as the unique brand showed on the posters. Joint logo is not allowed.

VIS

A4 Ad Design Specifications-VRF

A4-3

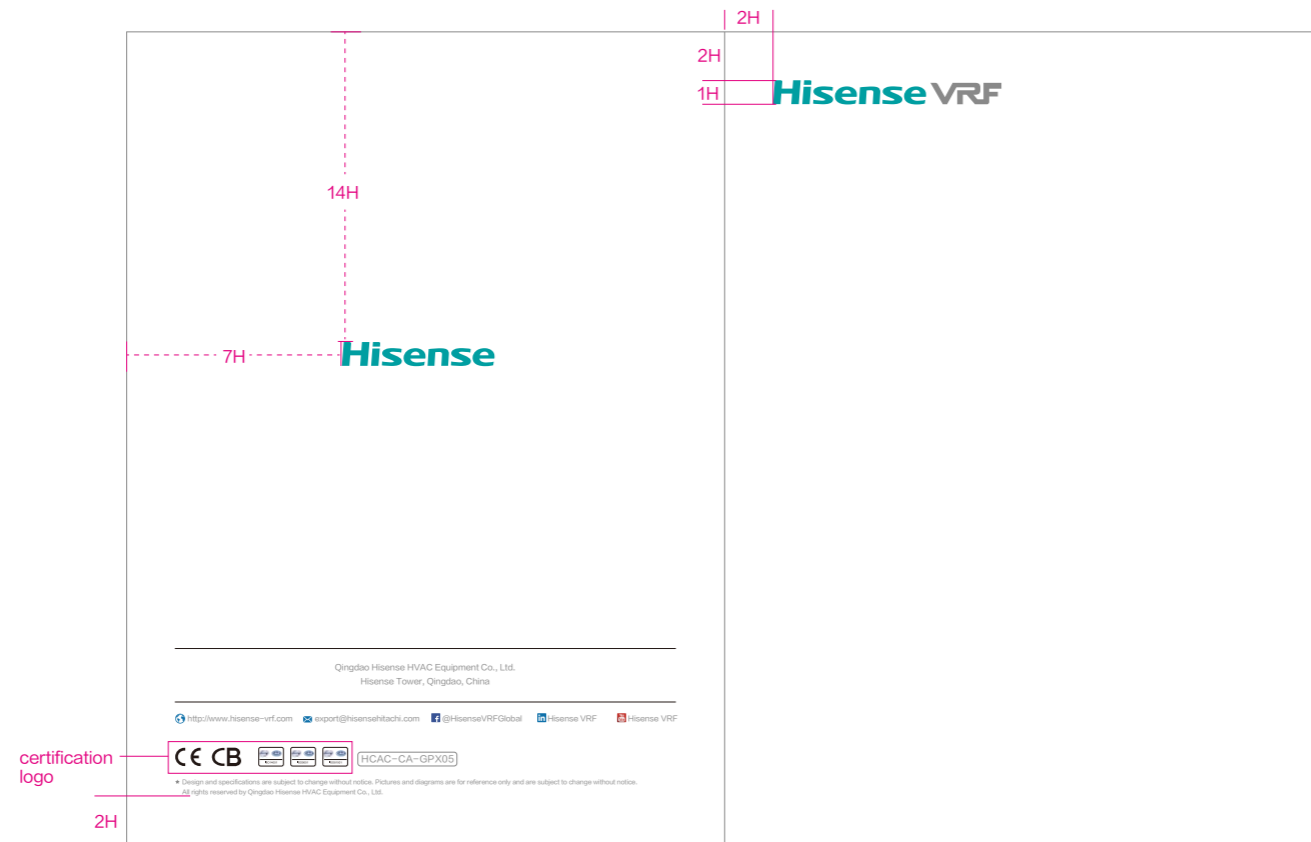
Ad Design Specifications
-X-banner

VIS

A4 Ad Design Specifications—VRF

A4-4

Ad Design Specifications—Magazine



Standardized the Catalogue

- 1.The H of the Hisense logo represents the height or width.
- 2.Hisense or Hisense VRF is only allowed as the unique brand showed on the posters. Joint logo is not allowed.

VIS

A4 Ad Design Specifications—VRF

A4-5

Ad Design Specifications—Brochure



Standardized the Brochure

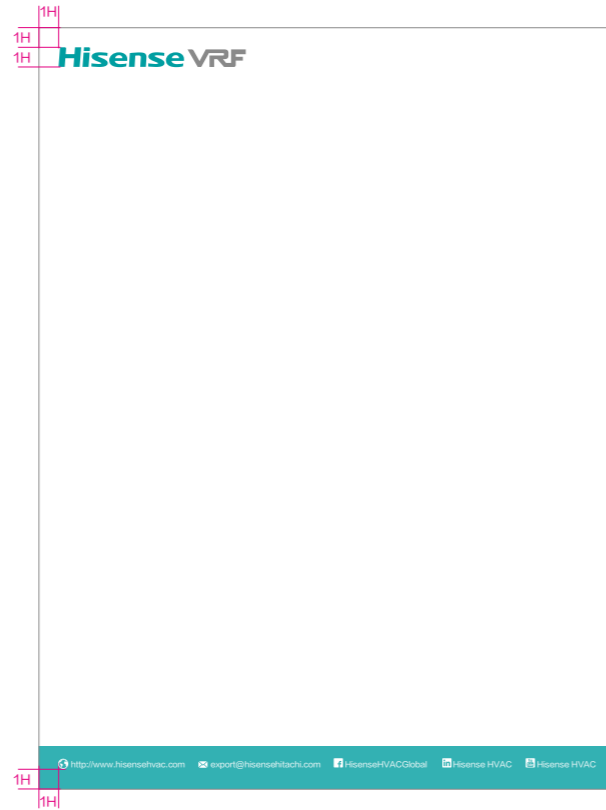
- 1.The H of the Hisense logo represents the height or width.
- 2.Hisense or Hisense HVAC is only allowed as the unique brand showed on the posters. Joint logo is not allowed.

VIS

A4 Ad Design Specifications—VRF

A4-6

Ad Design Specifications—Magazine



Standardized the Magazine

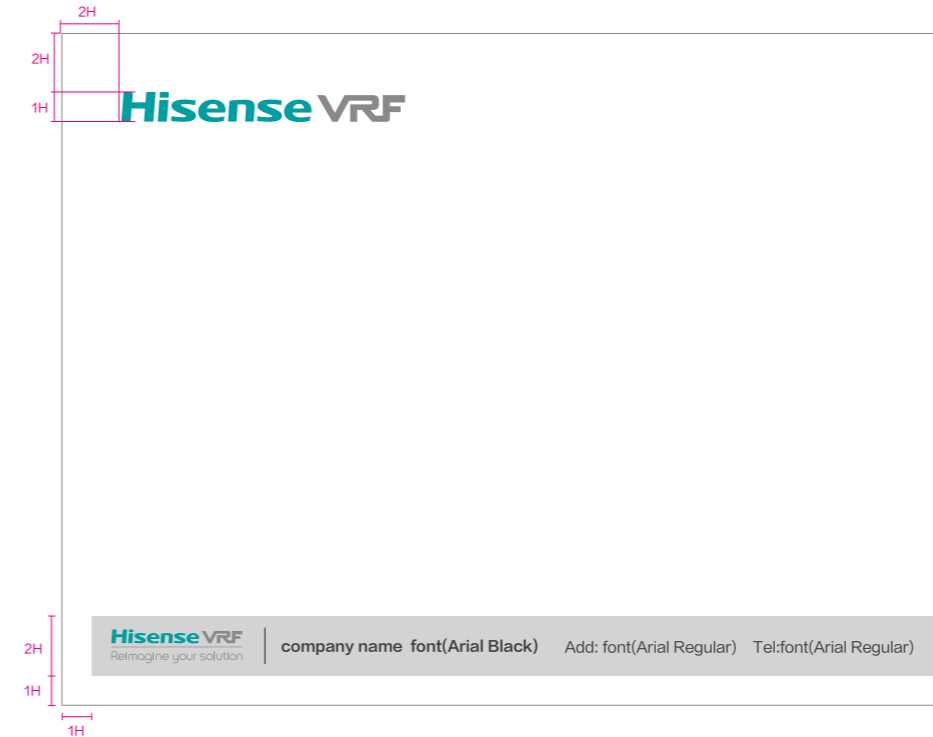
- 1.The H of the Hisense logo represents the height or width.
- 2.Hisense or Hisense HVAC or Hisense VRF is only allowed as the unique brand showed on the posters. Joint logo is not allowed.
- 3.The layout may vary with different magazine sizes.
- 4.The social media accounts showed at the bottom should be applied to the region accounts (if there is) where magazines issued.

VIS

A4 Ad Design Specifications—VRF

A4-7

Ad Design Specifications—Billboard



Standardized the Billboard

- 1.The H of the Hisense logo represents the height or width.
- 2.Hisense or Hisense HVAC or Hisense VRF is only allowed as the unique brand showed on the posters. Joint logo is not allowed.

Hisense Image

B1.Product Image HVAC

- B1-1 Product lines
- B1-2 Outdoor Unit
- B1-3 Indoor unit
- B1-4 Control System&Accessory

B2.Product Image VRF

- B2-1 Outdoor unit
- B2-2 Indoor unit

Note

This manual contains some old design styles, please refer only to the content of these advertisements while using. Printing specifications such as the usage of logo and contact information should be followed the latest version.

B1-1 Product lines



B1-1-1 Product Line(ODU)



B1-1-2 Product Line(IDU)



B1-1-3 Product Line(Chiller)



B1-1-4 Product Line

VIS

B1.Product Image HVAC

B1-1
Product lines

VIS

B1.Product Image
HVAC

B1-1
Product lines

B1-1 Product lines



B1-1-4 Product Line(ODU)



B1-1-5 Product Line(Controller)



B1-1-6 Product Line

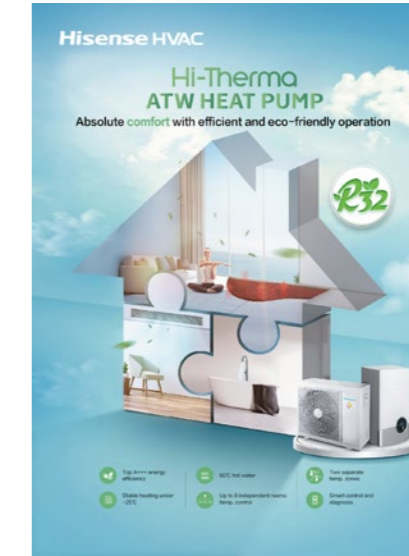
B1-2 Outdoor Unit



B1-2-1 H Series



B1-2-2 S Standard Series



B1-2-3 Air To Water

VIS

B1.Product Image
HVAC

B1-2
Outdoor Unit

VIS

B1.Product Image
HVAC

B1-3
Indoor unit

B1-3 Indoor unit



B1-3-1 4-Way Cassette Type



B1-3-2 Console Type-2



B1-3-3 Ceiling Ducted Type
(AC/DC Low Height)

B1-4 Control System&Accessory



B1-4-1 Hi-Mit



B1-4-2 HYXM-VB01A



B1-4-3 HYJM-S01H

VIS

B1.Product Image
HVAC

B1-4
Control System
&Accessory

VIS

B2.Product Image
VRF

B2-1
Outdoor unit

B2-1 Outdoor unit



B2-1-1 S Heat Recovery Series



B2-1-2 S mavo Series



B2-1-3 S Heat Recovery Series

B2-2 Indoor unit



B2-2-1 Wall Mounted Type



B2-2-2 All Fresh Air Indoor Unit



B2-2-3 Ceiling & Floor Type

VIS

B2.Product Image
VRF

B2-2
Indoor unit

Exhibition Information

C1.Showroom

C2.Exhibition



VIS

C1.Showroom





VIS

C2.Exhibition

