



品牌视觉识别系统

VISUAL IDENTITY
- SYSTEM

The background of the entire image is a scenic landscape of a lake surrounded by tall, rugged mountains. A white dove is captured in flight, its wings spread wide, positioned centrally in the upper half of the image.

FOREST

DOVE

森林鸽 FOREST_D

Forest

森林，寓指富有生命力、繁荣昌盛之意；同时拥有循环、再生之力，代表着自然之道，亦是企业的发展之道，森林鸽“取之于林，还之于林”的公益植树活动，为大众播下生态环保的“绿色希望”，也验证了这一点。

Dove

指生活在森林中的白鸽，在中国文化中，常被视为信义和信使的象征。在这里，鸽子作为诚信的代表，为消费者带来高品质高颜值产品的承诺。鸽子亦作为一种链接，连接自然与人、自然与居住空间、品牌与消费者之间的良好关系。

FOREST_D

森林鸽的英文，我们取森林“Forest”，以及鸽子“Dove”的首字母“D”，寓意森林鸽致力发展是要成为行业头部企业，而弧形元素象征企业与客户、与伙伴的连接桥梁。

自然环保 >
NATURE

东方美学 >
EASTERN

诚信品质 >
INTEGRITY AND QUALITY

森林鸽以“自然环保、东方美学、诚信品质”为设计基础，以健康环保为本质探索产品新趋势，以东方美学的眼光创作产品的颜值，以诚信铸就品质，打造森林鸽健康板，致力改善人类居住环境。

Forest pigeons are designed based on "natural environmental protection, Eastern aesthetics, and advanced quality", exploring new trends in products with the essence of health and environmental protection. They create the appearance of products from the perspective of Eastern aesthetics, create quality with integrity, and create a forest pigeon health board, committed to improving the human living environment.

NATURE

自然环保

以 [自然] 之名，探索环保新可能

“取之于林，还之于林”可持续发展的公益行为，为大众播下生态环保的“绿色希望”
更是森林鸽以健康环保为本质，探索产品新趋势。

The public welfare behavior of "taking it from the forest, returning it to the forest" for sustainable development has sown the "green hope" of ecological and environmental protection for the public. Moreover, forest pigeons take health and environmental protection as their essence, exploring new product trends.

EASTERN

东方美学

打造东方新摩登主义

东方之韵，藏于千年春秋、万里山河。

一砖一瓦一杯茶，皆呈现了弧形元素，中国之美讲究的是圆融中正，柔和迂回之美，沿用至今。在现代设计中，弧形的应用也十分的广泛，包括产品设计、建筑设计、室内设计中都有体现。也代表着一种审美的传承。

森林鸽秉持着高度的爱国主义情怀，将品牌注入东方元素，打造一种东方新摩登主义。

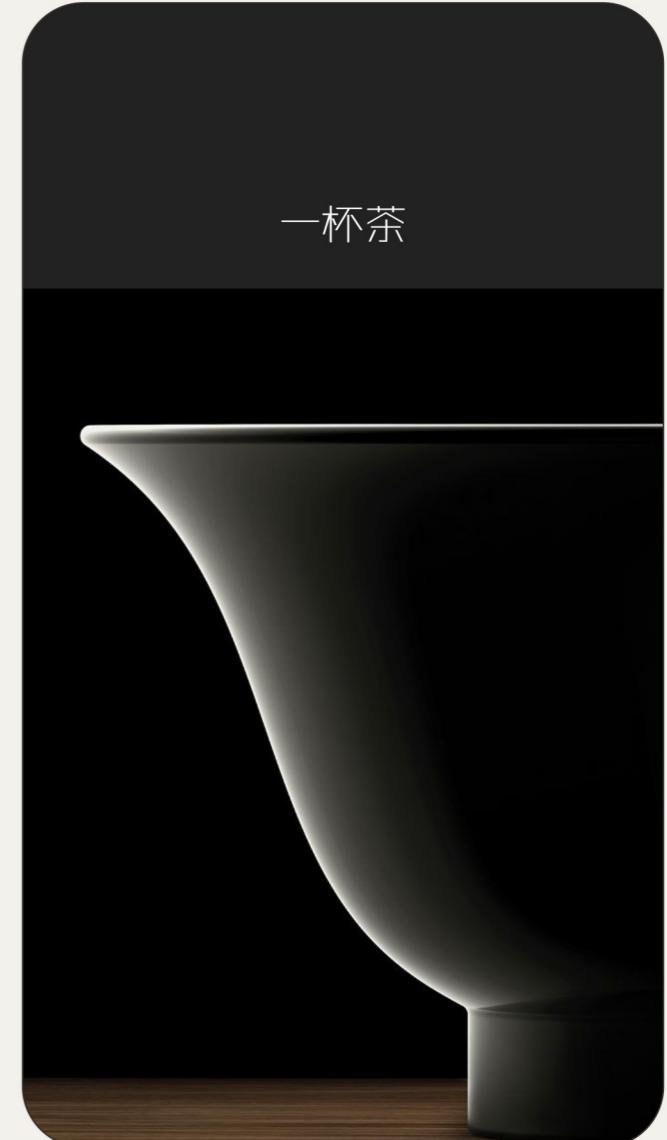
The charm of the east is hidden in thousands of years of spring and autumn, and thousands of miles of mountains and rivers. each brick, tile, and cup of tea presents a curved element, and the beauty of china emphasizes roundness, centrality, and softness. the beauty of detour is still in use today. In modern design, the application of arcs is also very extensive, including products. it is reflected in design, architectural design, and interior design. It also represents an aesthetic inheritance. forest pigeon upholds a high level of patriotism and injects eastern elements into the brand, creating a planting eastern new modernism.



一砖



一瓦



一杯茶



QUALITY

诚信品质

诚信，人之本，企业立足之本。

森林鸽以诚信为本，以诚信铸就品质，打造森林鸽健康板，致力改善人类居住环境。

Forest pigeons are based on honesty, forged with integrity to create quality, and dedicated to creating a healthy board for forest pigeons Improve the human living environment.

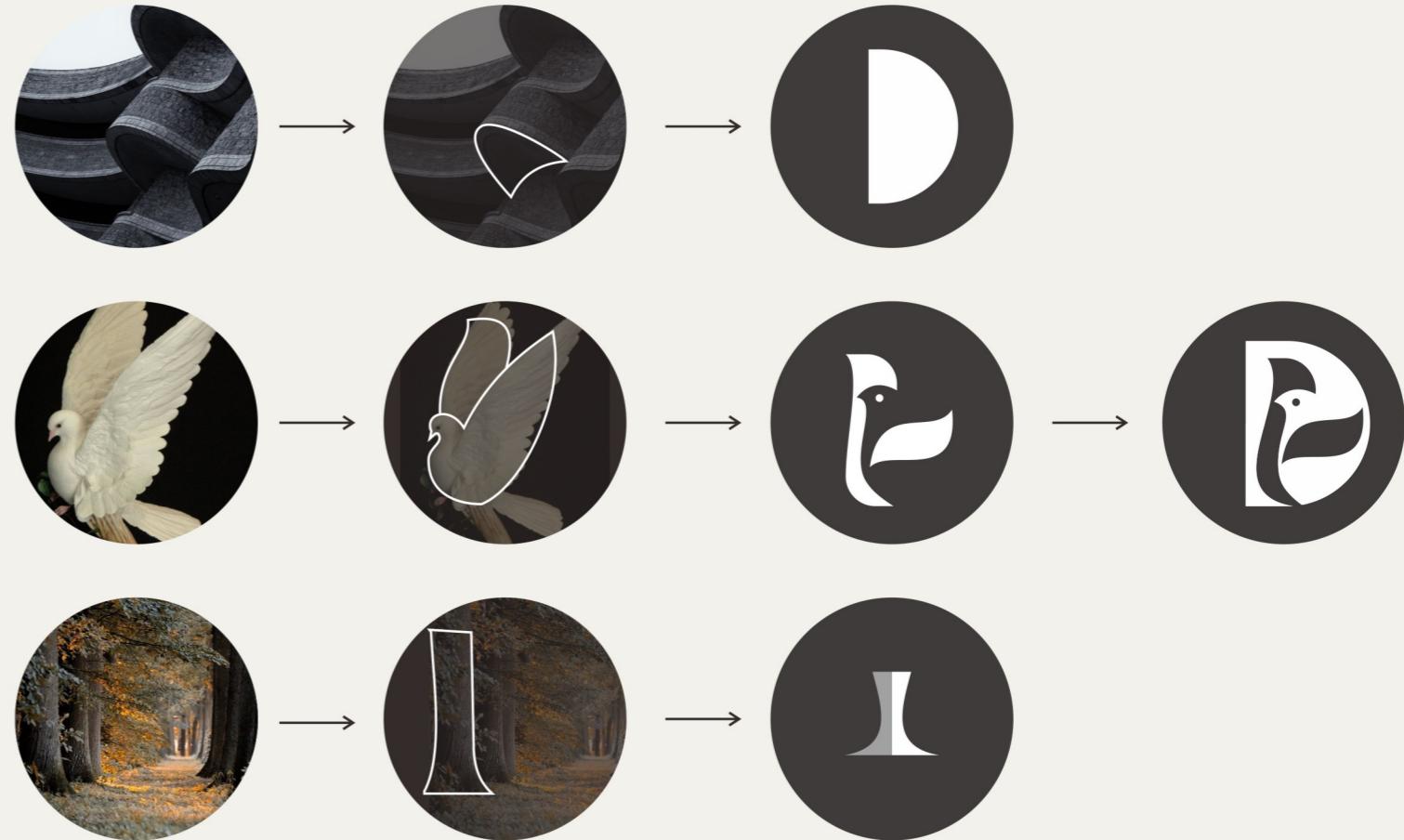
EVOLUTION

元素演变

提炼东方元素——弧形半圆作为基础形态,给人一种灵动和流畅感。

同时将品牌名称森林鸽,取森林中的重要元素“树”的形态以及鸽子的形象,结合东方文化中常提到的中正圆融的概念,加以艺术化处理,具象形态的艺术化延伸,让品牌识别度更高,更易被大众所记忆。

而弧形半圆的衍生形态,既是“Dove”森林中的鸽子的首字母,也是“Duration”首字母“D”,意为持续、持久之意,表达了自然的无限生机,以及森林鸽可持续、长久的为客户带来丰富的高品质高颜值的产品。也体现了森林鸽想要给国人带来健康好板材的诚信之心。





logo的英文部分，我们取森林“POREST”+鸽子“DOVE”的首字母“D”，通过弧线链接起来。寓意森林鸽致力发展是要成为行业头部企业，而弧形元素象征企业与客户、与伙伴的连接桥梁。



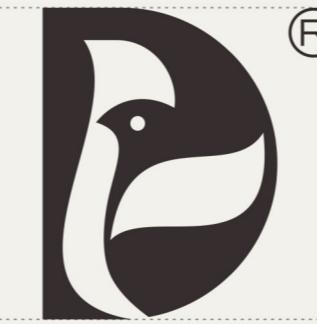


森林鸽

FORESTD







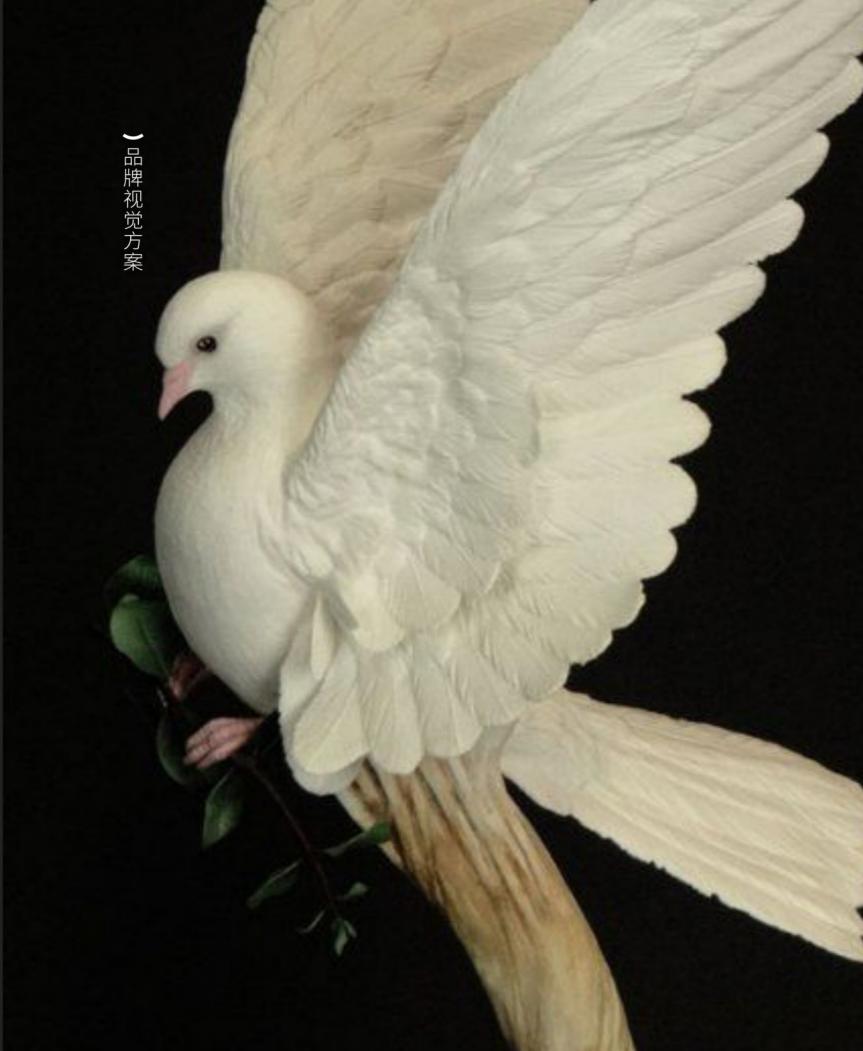
FOREST-D



Eastern New Modernism
东方新摩登主义







PIGEON WHITE

鸽绒白

CMYK:6/5/9/0

RGB:242/241/235

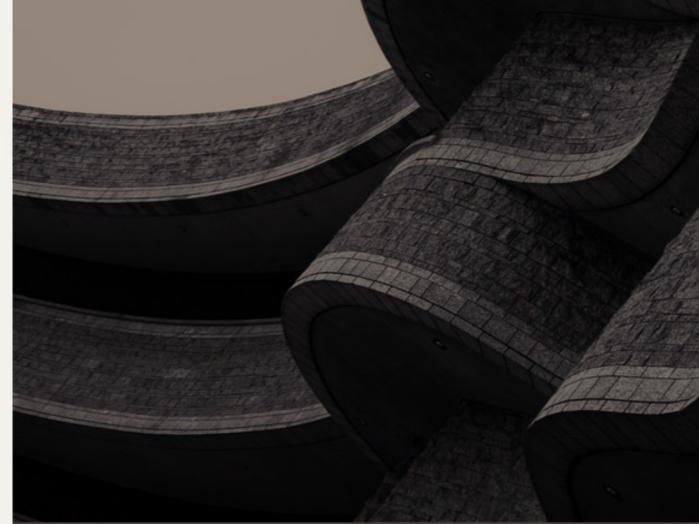


FOREST GREEN

森林绿

CMYK: 21/14/31/0

RGB: 211/211/185



VADER BLACK

瓦黛黑

CMYK:77/76/73/49

RGB:54/46/46



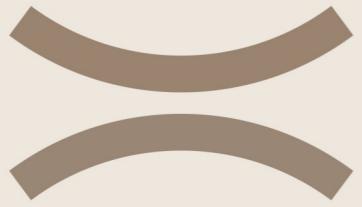
LOG PALM

木质棕

CMYK:47/49/55/0

RGB:154/132/112

VISUAL IDENTITY
- SYSTEM

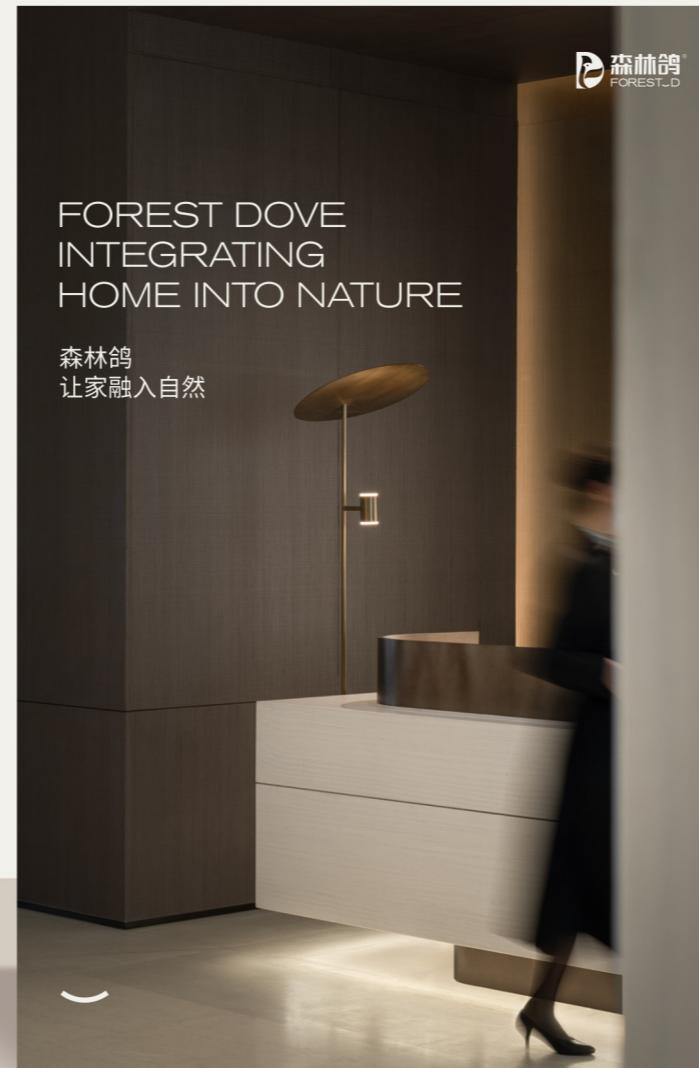


采用弧形作为辅助图形，重复平铺寓意无限生机，以及森林鸽可持续、
长久地为客户带来丰富的高品质高颜值的产品。



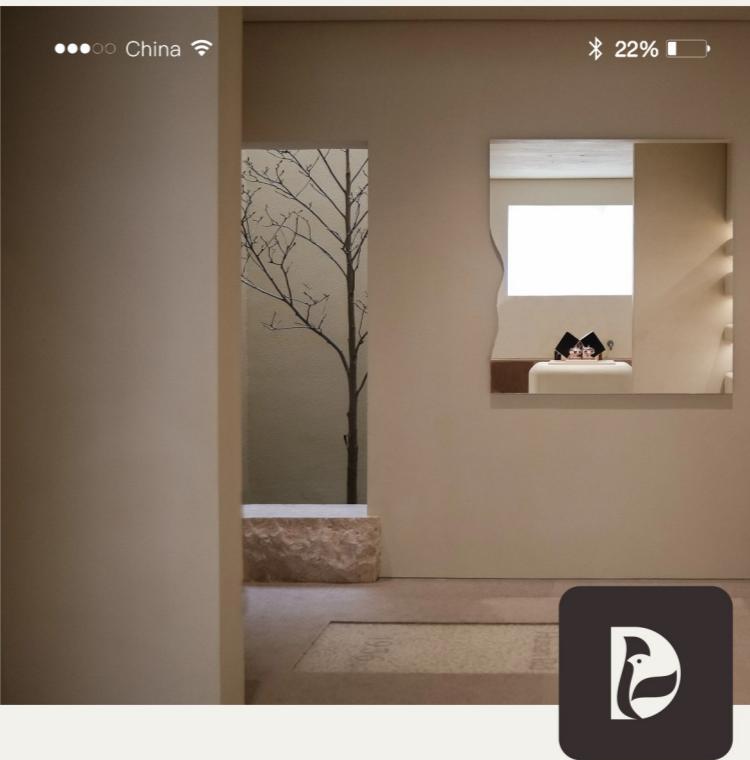
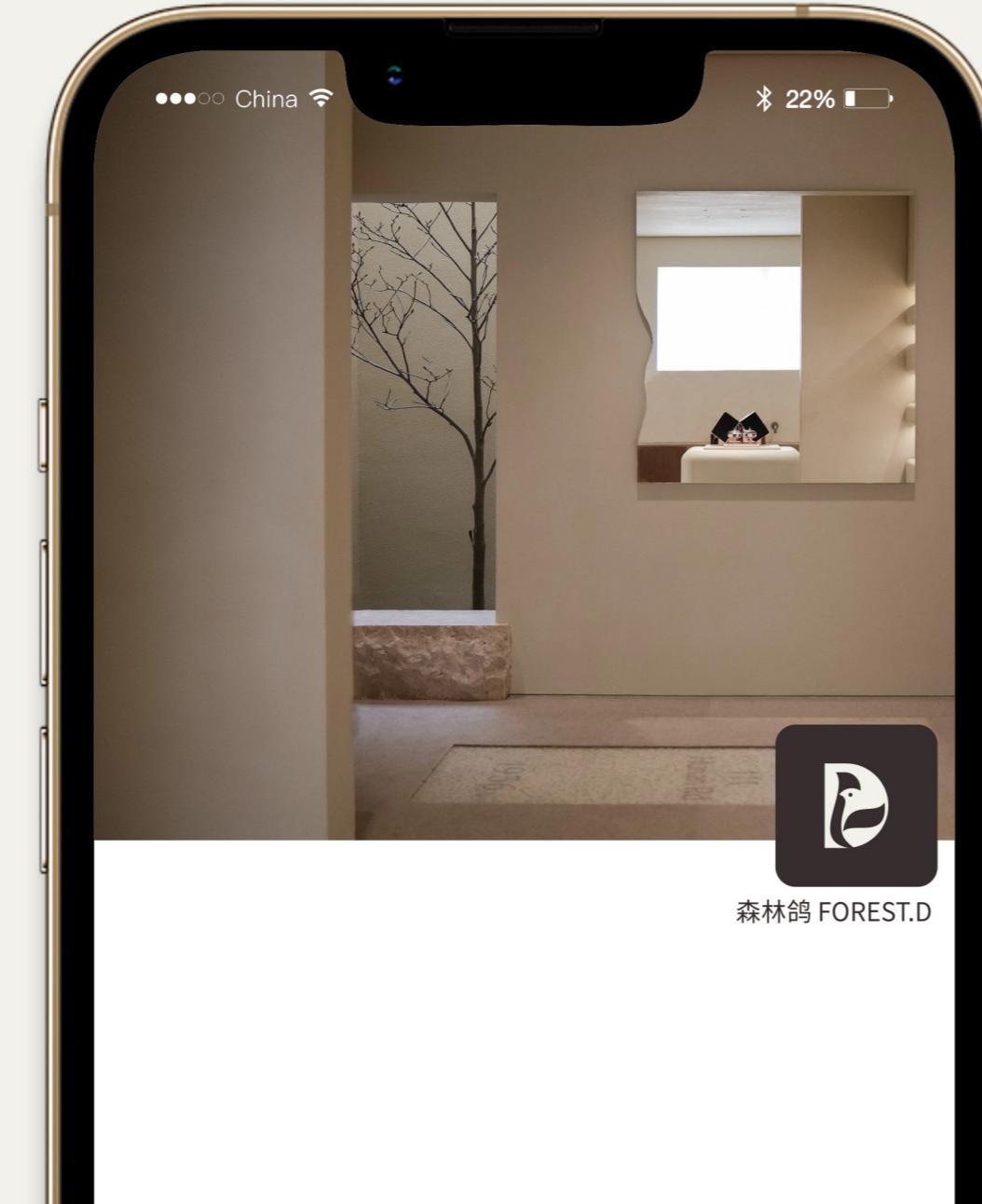








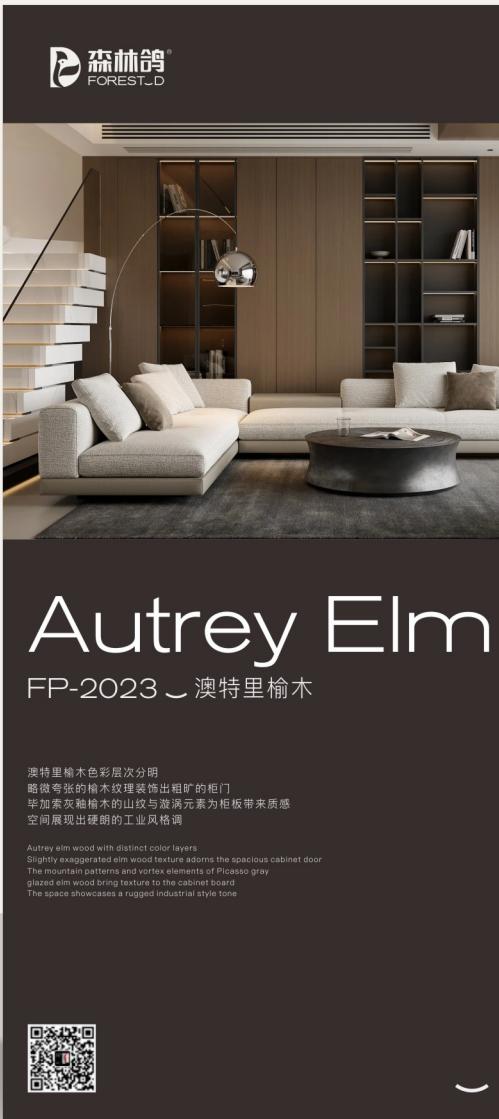






森林鸽[®]
FOREST_D

FP-2023
澳特里榆木 Autrey Elm

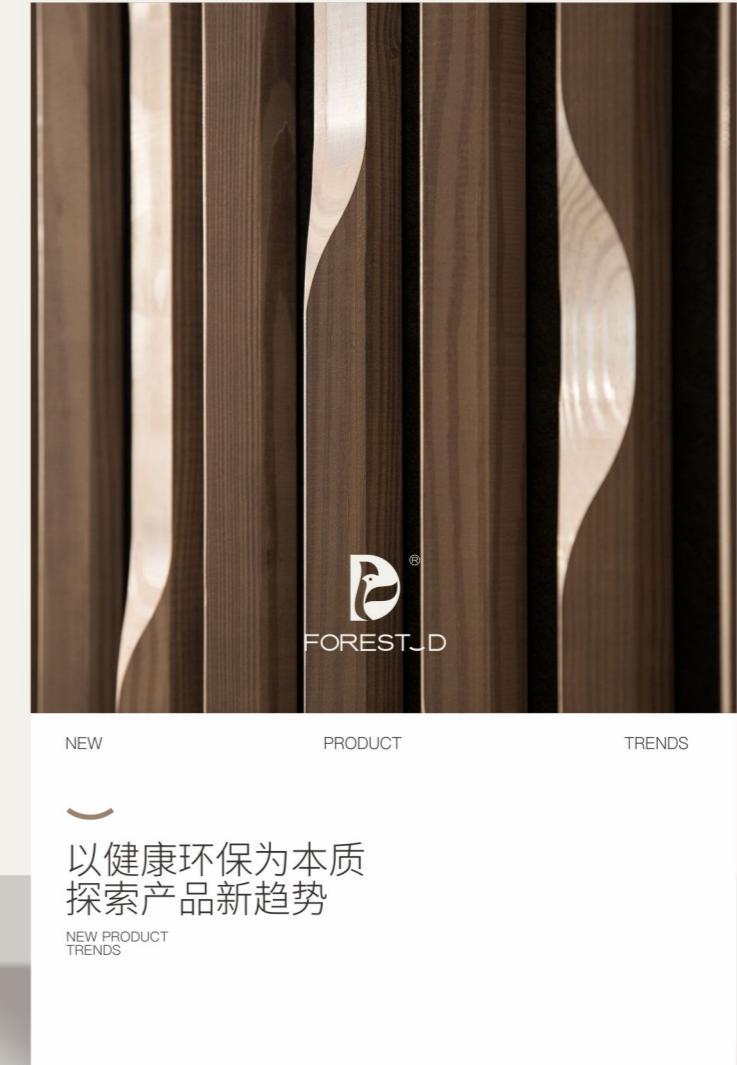
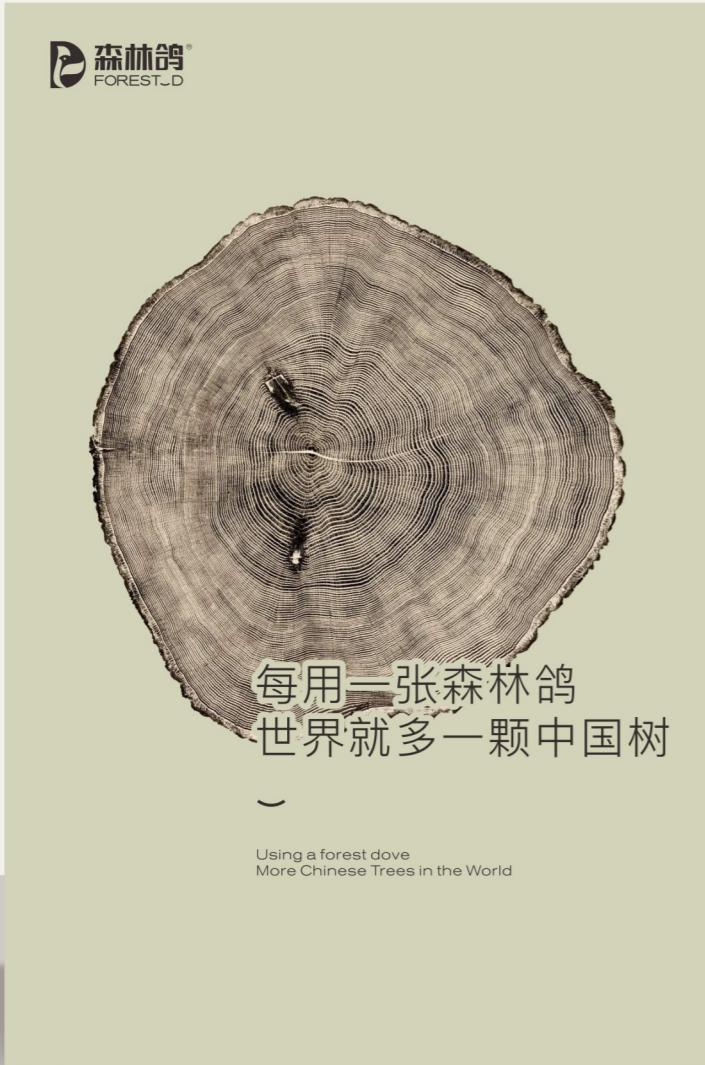


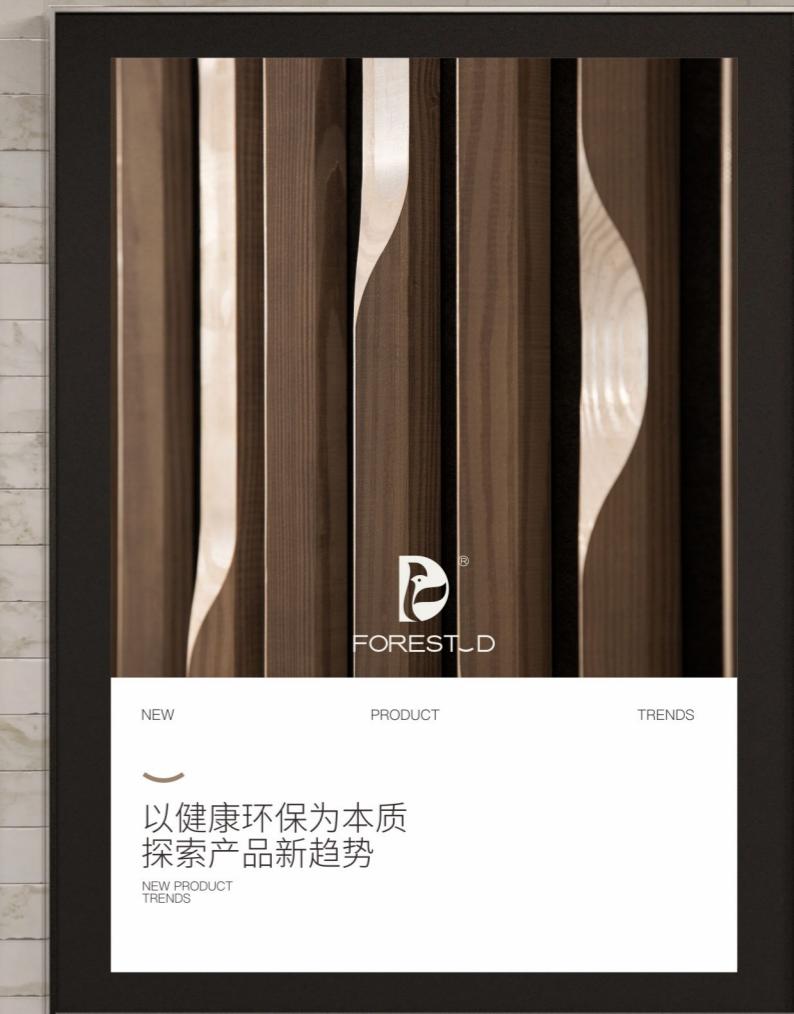
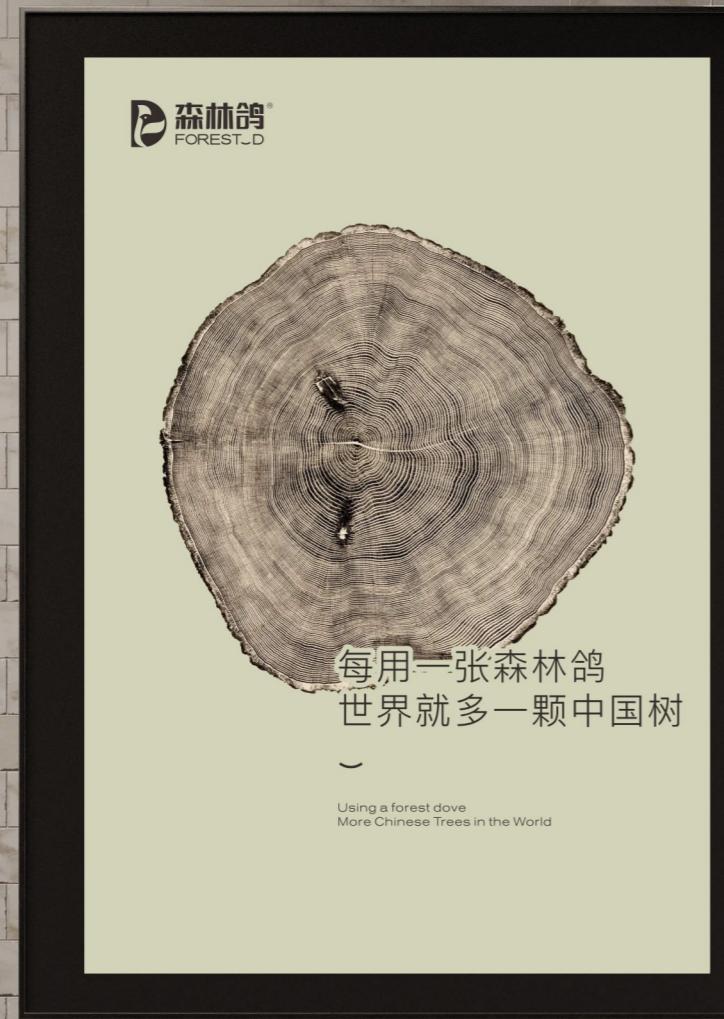




每用一张森林鸽
世界就多一颗中国树

Using a forest dove
More Chinese Trees in the World







THANKS

谢谢观看