

Khanbaliq Graphic Standards



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Introduction



Khanbaliq is a professional organization which focuses on cultural communication among ethnic minorities in China. The name of Khanbaliq is a Mongolian word. In Chinese history, over the age of the Yuan Dynasty, Mongolian called Beijing “Khanbaliq” which means a golden paradise on earth. It was the capital of the Yuan dynasty, and the main center of the Mongol Empire founded by Kublai Khan. Khanbaliq was founded by several professors from the top university in 2014. The mission of the company is to protect Chinese minority intangible cultural heritages and spread those cultures to the world. Along with the development of Chinese society, the ethnic minority culture has become a hot spot attracting a great number of people’s attention. In Khanbaliq, they have a different focus on the Chinese minority, such as Mongolian, Kazak, Uygur, Tibetan and other minorities in the south of China. Their primary work is to provide a platform to share information with others, such as a museum, a gallery, a performing and an exhibition.

Khanbaliq puts their logo on a variety of different collateral to promote their cultural feature. The logo is consisted with several Mongolian traditional cultural elements, including Mongolian yurt, he ugalj (lucky pattern), horse, costume, Mongolian calligraphy, and Soyombo symbol. Soyombo symbol is an ancient pattern of the Mongolian culture which is made with the sun, moon, and fire. The three flames on the fire symbolize past, present, and future, which implies rising and development of Mongolia.

The logo is shown on the business cards, pillows, posters, and AD. These graphic patterns provide the basic information of how the culture would be like and cultural background about what the mission of the Khanbaliq is directly to the audience.

Glossary



Alignment- Shows all the positions of elements in a straight line or in parallel lines.

Bleed- Printing images or colors that goes beyond the edge of the sheet before trimming.

Collateral- A collection of media is used for marketing and communicating.

Contrast- The difference is among parts of an image in color and light.

Logo- A graphic design is to represent the organization name, trademark, and culture.

Logotype- A single piece of type bears two or more uncombined letters, a syllable, or a word.

Template- The model or standard initiated is for creating the design.

Watermark- A faint colored image or pattern blends into the background of a page.

Logo and Logotype

The logo of Khanbaliq is a representation of the miniature for the organization's culture. As Khanbaliq is devoted to spreading Chinese traditional minority culture to the world, their logo is consisted with rich elements of culture. I designed this logo by painting because I hope this logo not too official and rigid. The idea of the logo is a moving wheel originated from Mongolian culture which means going forward straightly.

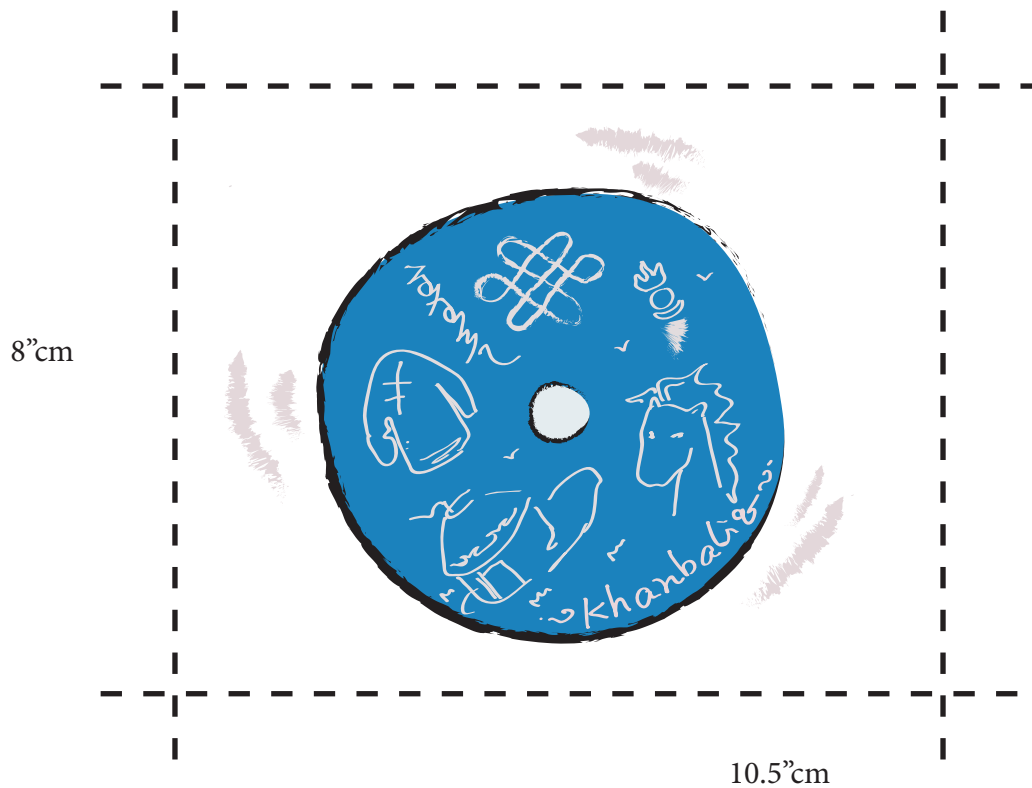
The main color of the logo is blue, which presents blue sky in Mongolian culture. And white is the holy color among Mongolian. I also add moving feature around the wheel, which can give people a dynamic feeling.

This logo will be widely shown in marketing and in the communication of Khanbaliq. The size and placement of the logo may vary, but the color and shape should remain constant with the logotype.



Use of Space

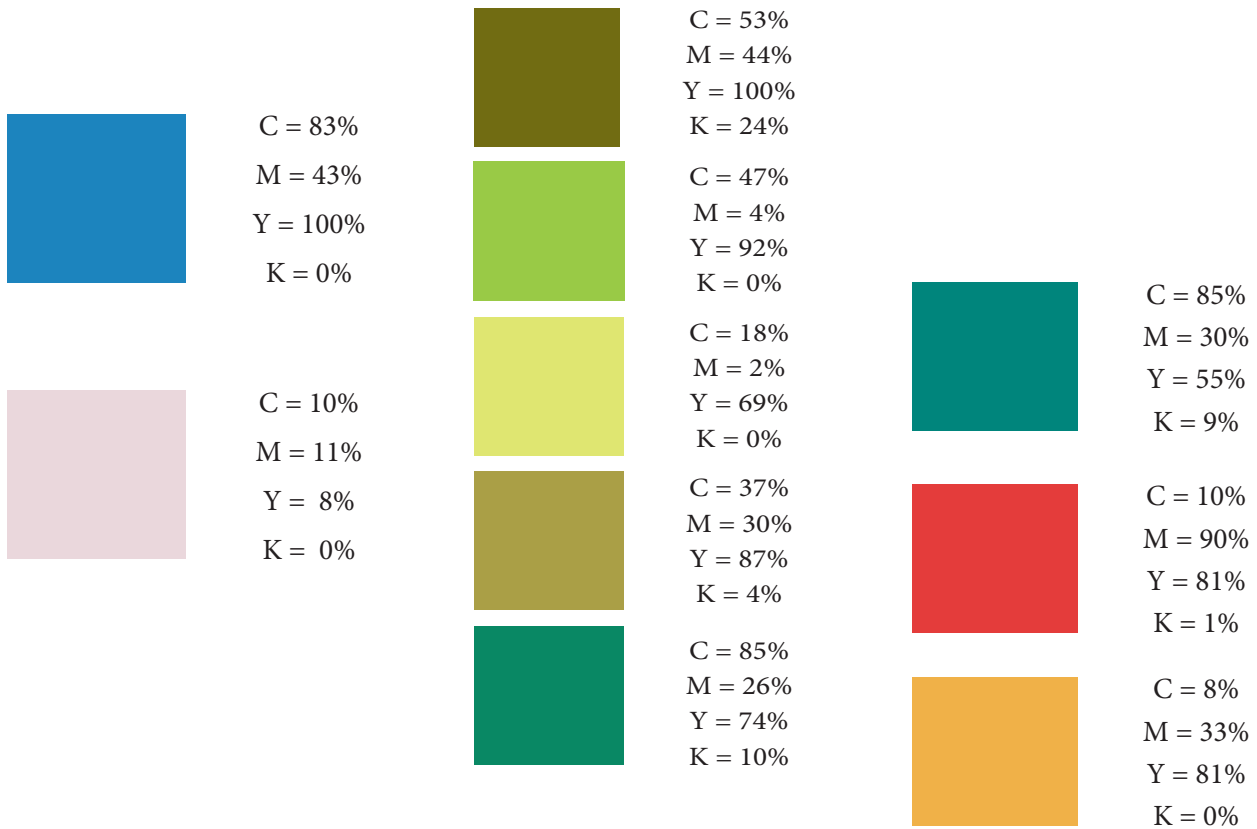
The Khanbaliq logo has several of different focal points, which contains rich culture among Mongolian. The size of the logo can be changed based on the design intent and size of the document but the shape and the color should be remained originally. Since the logo is a circle shape, the space between other elements should be based on the collateral materials.



Color



There are two main colors used in the Khanbaliq logo, blue and white. It is a typical color shown in the Mongolian culture. Moreover, I selected a set of color to type Khanbaliq, which represents different seasons of grassland that is another important element in the Mongolian culture. In order to connect those brilliant colors together, I placed red, green, and yellow on the border of documents to attract people's attention. These colors also represent different meaning in Mongolian culture. The red is for glory which means Mongolian history; green is for grassland which means the great hope; and yellow is for the people which means creation and action.



Typography



The standard of typefaces used in publicity materials for the Khanbaliq is Dummy. The font style is like graphite writing, which adds more interest. The size of the font could vary based on different purposes and collateral materials.

Estrangelo Edessa font is another common use in the design for Khanbaliq. It is a kind of very clearly and regular font typing for detailed information, including phone number, email and mail address, and basic introduction.

Dummy

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Estrangelo Edessa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Business Card

The Khanbaliq business card below has two sides. On the front side, it contains the logo, name, phone number, email and website address, and a QR code which can scan to lead to Khanbaliq's official account in WeChat. On the other side, the vector of the blue Mongolian yurt is in the middle of the red base, and the mission of the Khanbaliq is also placed below.



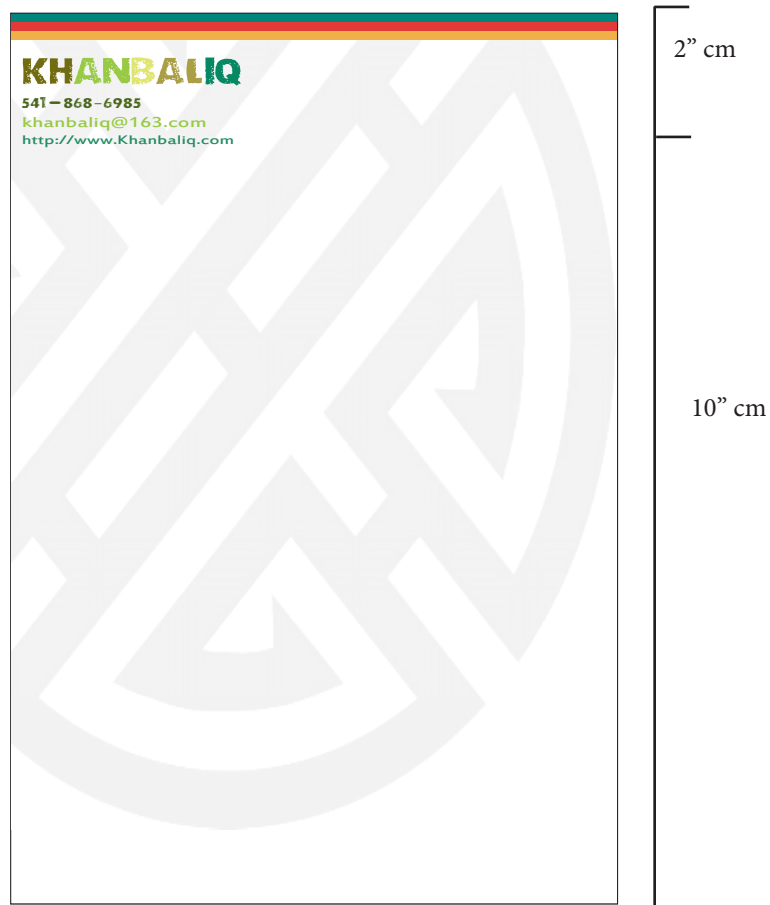
Envelope

The Khanbaliq envelope basically follows the style of the collection of collateral. It is a clearly and simply design full of different colors. Three alignments colored in red, green, and yellow are at the top of the envelope. Basic information of Khanbaliq is placed at the right corner. The design form is authorized by China Post.



Letterhead

The Khanbaliq letterhead is an official used in all written documentations related to market and advertisement. The main style also follows the style of the collection of collateral. The name and basic information are placed on the upper right corner of the paper. There is a traditional Mongolian lucky pattern called He ugaj put in 20% opacity watermarks at the base of the paper.



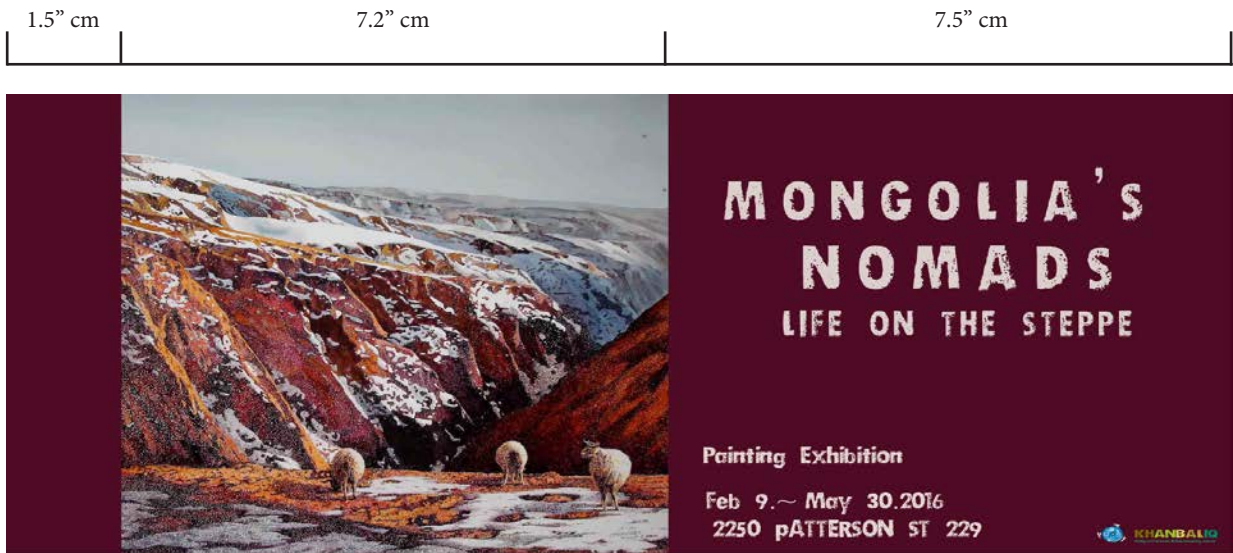
Pillow

This is one of the collateral design examples for the pillows. I choose pillows because this idea is quite common in China for promoting an organization. A pillow can be placed anywhere, including home, car, and office. It is a fun idea that the white base in the pillow will be highlighted in a logo, which gives people direct visual information. People usually put pillows up car's back window. When they drive their car, the pillow will show others, which is a good strategy for advertisement. Also, a pillow is commonly used in decoration, which gives people a comfortable feeling.



Display Ad

This is an ad in a painting display for a grassland school. The base is claret-red, which represents a classical and official design. There is a painting of a grassland school placed on the left of the middle picture. This painting shows the theme of this exhibition, which is to attract people's attention. All of the information about the event schedule is in the middle of the right column. The logo is in the bottom of the right side corner.



Poster

The poster design is very simple and classical. It uses similar information as a display Ad but the size is 11" x 17". In the middle, I placed a Mongolian grassland painting to be a focal part, which brings people a feeling of how Mongolian culture would be like. The design of the poster just exactly presents that kind of feeling. The logo of Khanbaliq is placed in the bottom of the right side corner.

