

浩德悠然居  
园区标识设计方案

HAODE YOURAN RESIDENCE CONCEPTUAL DESIGN  
SCHEME FOR PARK SIGNAGE

Date 2024/07



08-03024179

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浩德悠然居

## 悠然自得

“自不参其神契，略不与交通，是以浮华之士咸轻而笑之。  
猛悠然自得，不以屑怀。”

唐代《晋书·苻坚载记·附王猛》

# OVERVIEW

项目概况



## 区位 LOCATION

洛阳市 洛龙区



## 产品 PRODUCT

浩德地产TOP产品系

# ARCHITECTURE

建筑风格



## 現代簡約 東方美學

提取中式建筑细节  
整体为新现代东方，建筑立面为现代简洁，造型富有美感，  
赋予建筑端庄、高雅的大宅气质既保留独特韵味，又符合现代人的审美取向。  
倡导隐逸哲学与人文情怀，以当代设计语素凝练隋唐古韵与崭新情境  
溯源城市生活底色.....

现代主义/中式美学 礼序归家/色调素雅



# LANDSCAPE

景观风格



隱居傅世大宅  
静謐山水造園

结合建筑风格和区域特色文化  
景观打造是现代东方隐居传世之园，现代东方，隐居传世  
禅意山水内涵 诗意镌刻生活

隱居傅世大宅  
靜謐山水造園

悠然居

结合建筑风格和区域特色文化  
进行景观提炼打造现代东方隐居传世之园，  
代东方、简洁、高雅



如何通过标识  
来表达项目的气质

HOW SIGNAGE DESIGN SHOULD BE CREATED

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現代簡約

東方美學

隱居传世大宅

隱世雅居

靜謐山水

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Environmental  
Graphic  
Design

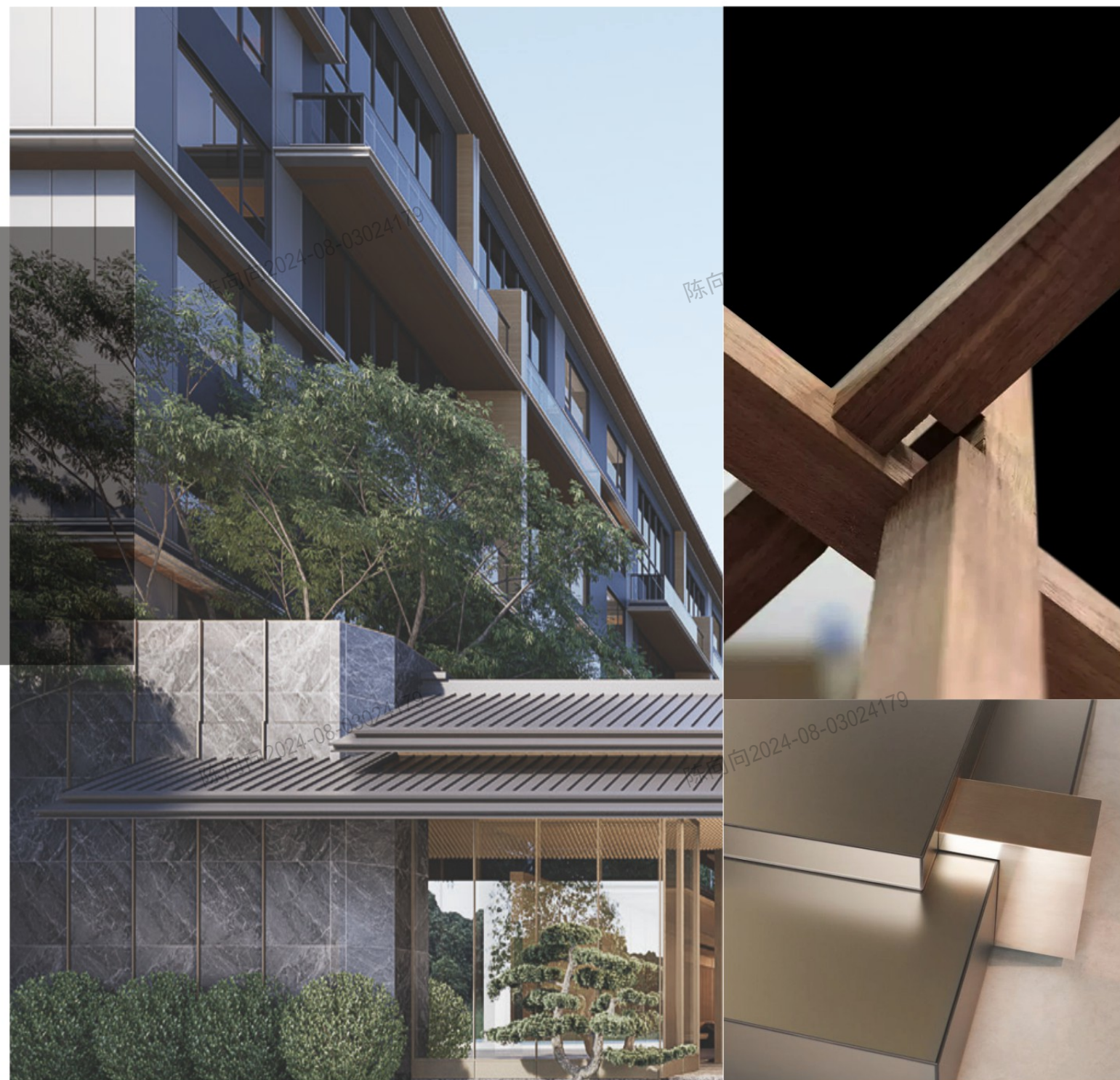
# DESIGN TONE

结构调性

## 结构 美学

经典纯粹的卯榫结构  
雕琢细节提升品质及格调

我们提取  
建筑及门庭  
传统飞檐的榫卯结构  
通过打散与重组  
古为今用以艺术化的  
构成手法  
赋予标识新的生命



Environmental  
Graphic  
Design

# DESIGN TONE

精奢调性

## 精奢 美学

精致与优雅的材质呈现  
精选具有匠心独运的材质表现

采用三维  
金属字精雕的工匠手法，  
对话与建筑的飞檐，  
同时既融入环境又彰显  
匠心独运的工艺效果，  
此精细呈现无不体现了悠然居的  
精工细作，  
同时又赋予一种沉稳不失  
高贵的气质  
东方美学的内敛与宁静。



Environmental  
Graphic  
Design

# DESIGN TONE

格调调性

## 格调 美学

黑的深邃 金的奢华  
极致臻奢美感  
用精致的做旧金属  
传达项目高端定制奢华的品质

自然元素  
将奢华和精工藏于细节之处  
诗意栖居  
天地间 和谐宁静共悠然

自然的材质与低奢的融合



Environmental  
Graphic  
Design

# DESIGN TONE

标识设计

标识系统

追求隐奢的自然之美

以大道至简

发现本来的生活状态最高级的生活境界

大道至简 大道无形 大道无法

只有心情平静的人

方能视见“斜阳照墟落，穷巷牛羊归”的悠闲，

听闻“荷风送秋气，竹露滴清响”的天籁

标识上同样追求“自然”的设计手法

卯榫的结构,精奢的工艺,低饱和的色彩搭配

传达东方的内敛与宁静

赋予一种沉稳不失高贵的气质

活出悠然的生活状态



1 8  
| |  
5 13  
栋 栋



龙 谧 浣  
宝 云 纱  
乐 筑 颂  
园 台 歌

悠然居





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# 3.0

## IMAGE SIGN

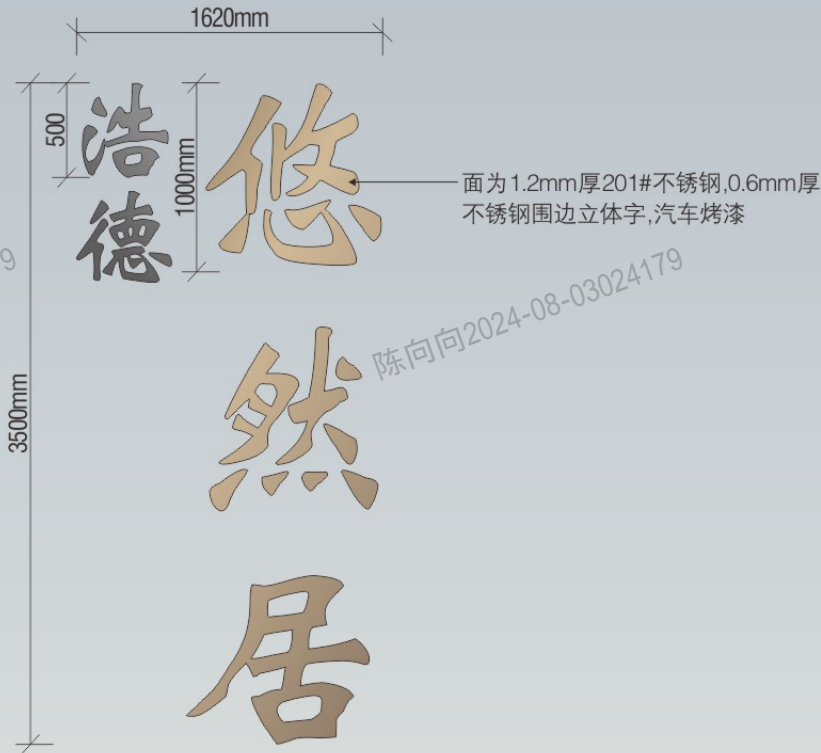
陈向向2024-08-03024179  
形象标识

# 3.1.1

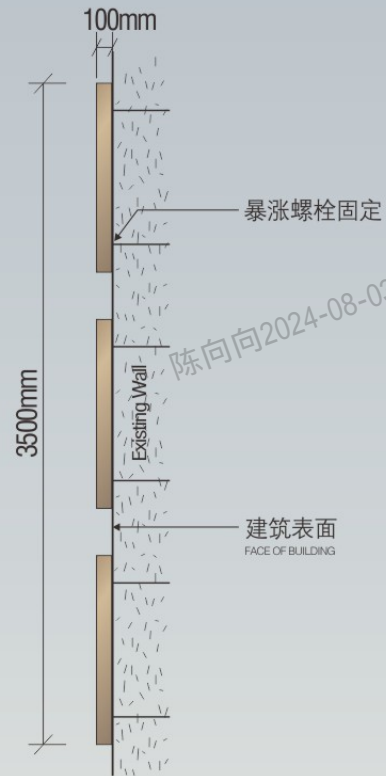
## OUTDOOR SIGN PARTS

楼体形象标识

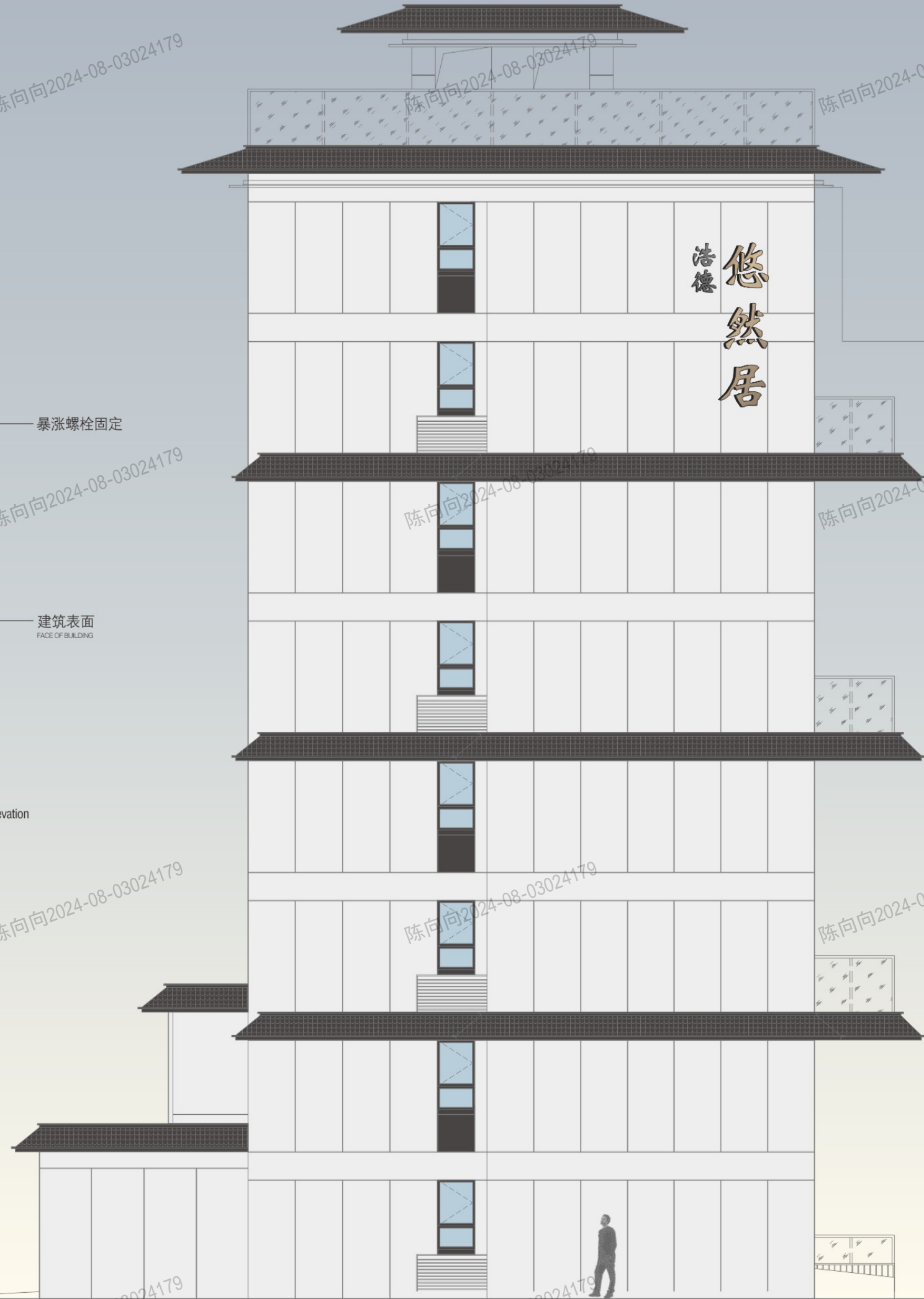
数量:2个



1 正立面 - Front Elevation  
1:10



2 侧立面 - Side Elevation  
1:10



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INFORMATION 设计说明

SCALE 图示

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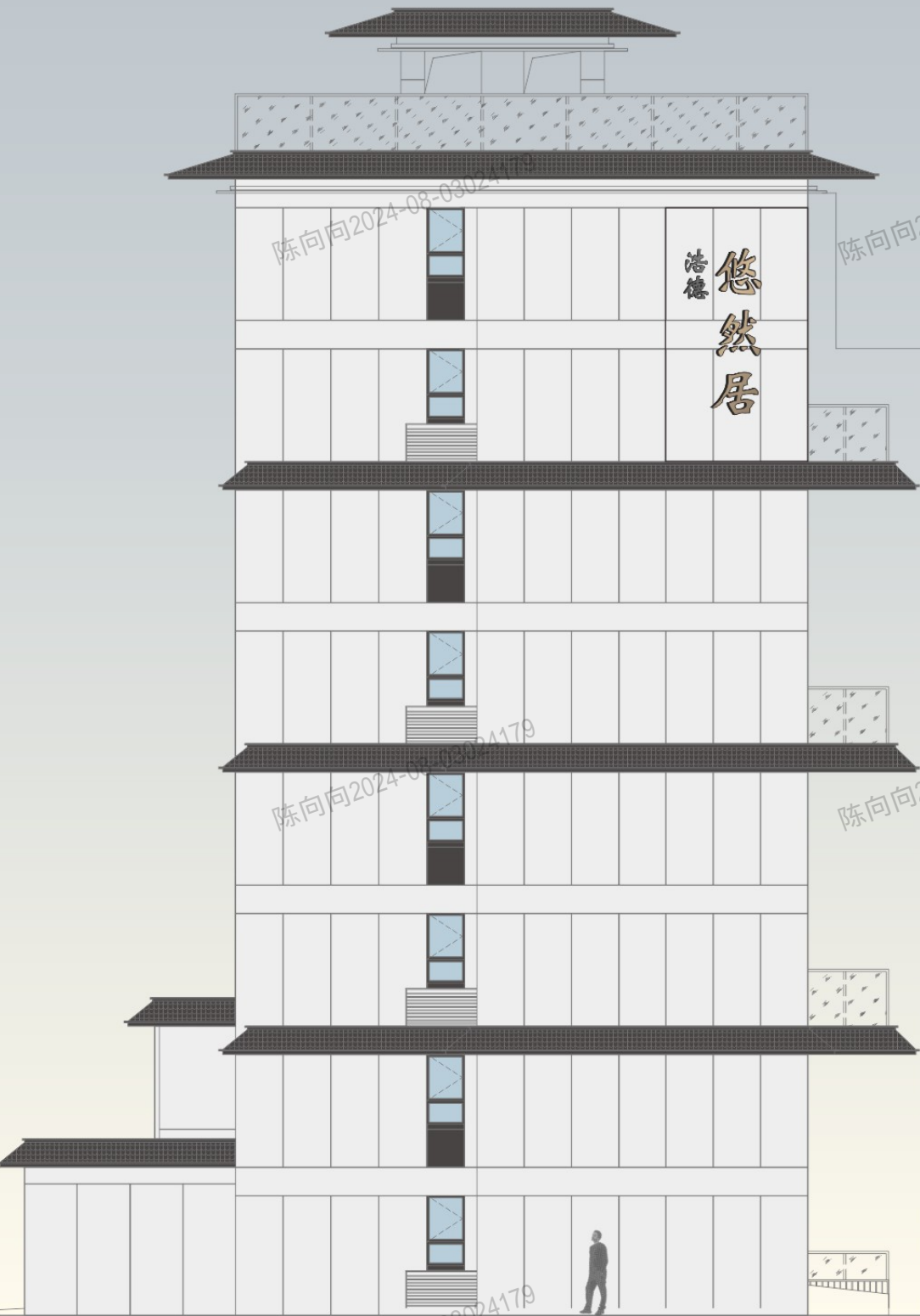
CHARGE 负责人

DRAWING 制图

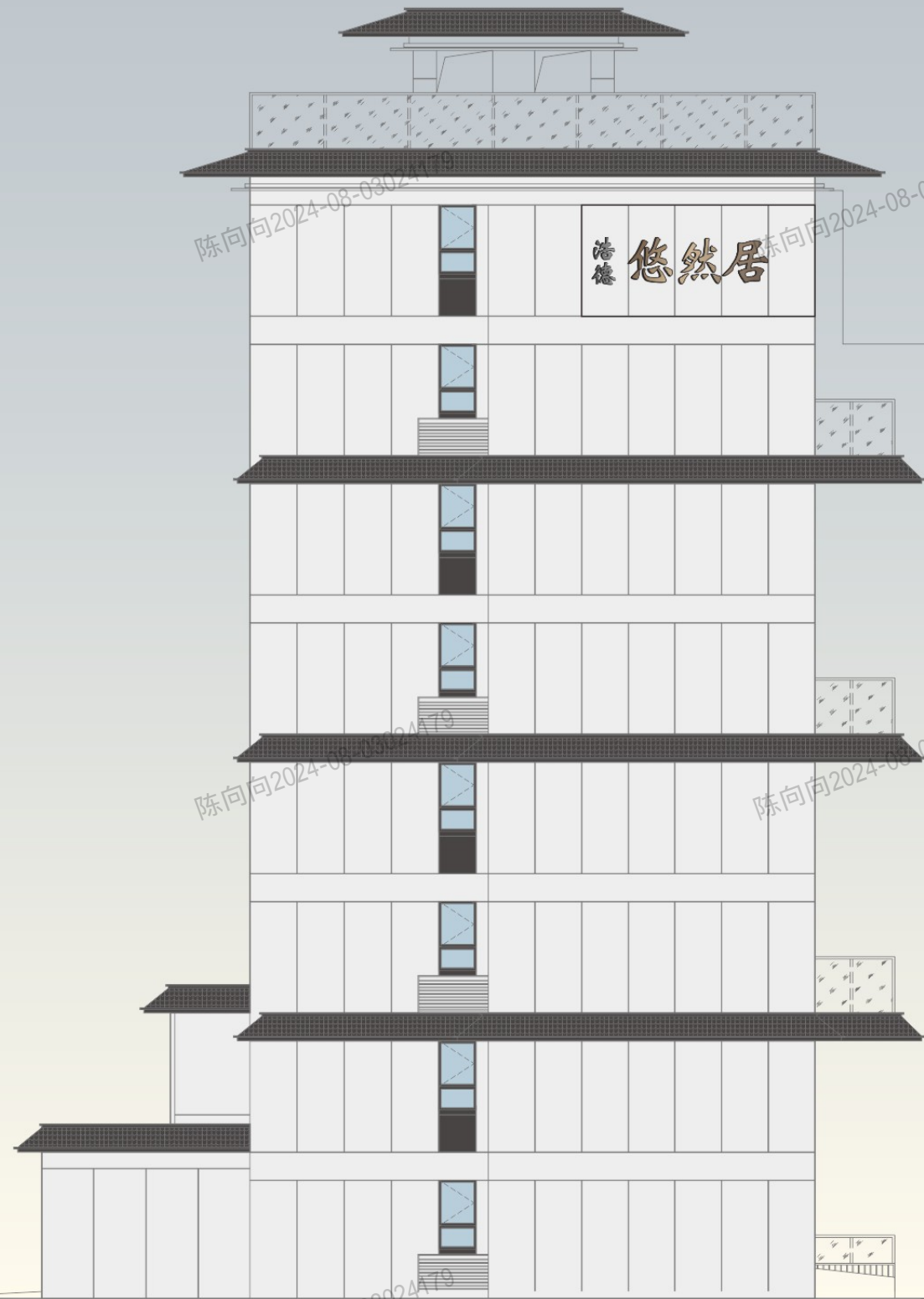
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方案一



方案二



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# 3.2.1

## OUTDOOR SIGN PARTS

南侧地库入口标识

数量:1个



示意图-Sketch Map



古铜



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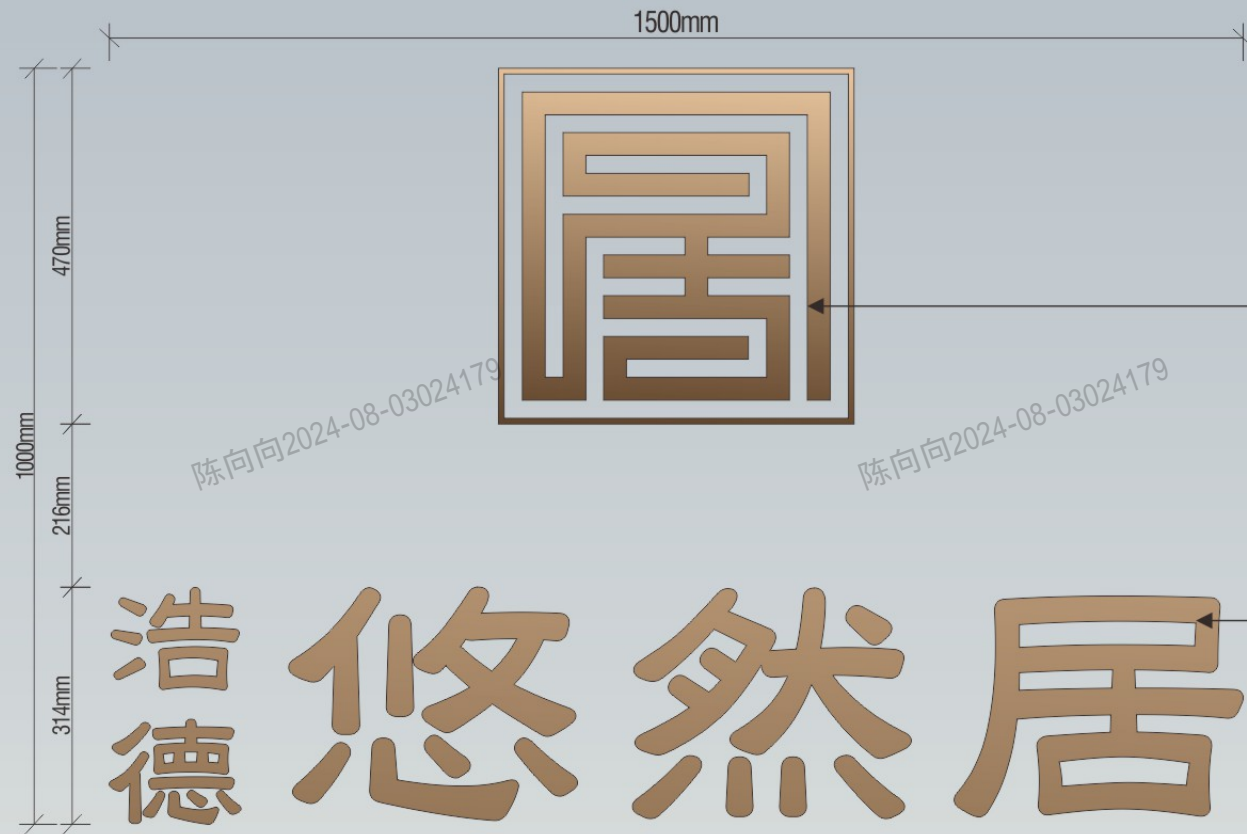
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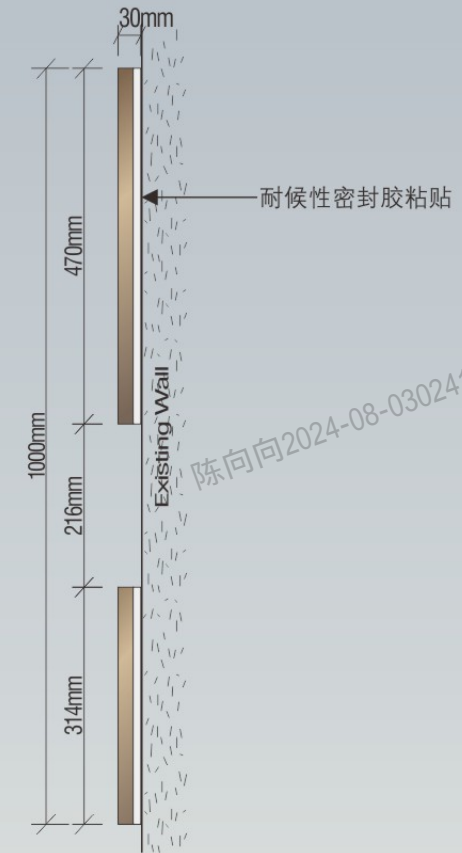
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CONTRACTOR RESPONSIBLE FOR STRUCTURAL CALCULATION. 项目承包商应负责有关结构计算。



1 正立面-Front Elevation  
1:10

面为1.2mm厚201#不锈钢,0.6mm厚不锈钢围边立体字,侧厚20mm,表面做乱纹古铜效果,背衬10厚mm磨砂亚克力,内置LED防水光源,侧发光



2 侧立面-Side Elevation  
1:10



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SCALE 图示

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# 3.3.1

## OUTDOOR SIGN PARTS

西侧地库入口标识

数量:1个



示意图-Sketch Map



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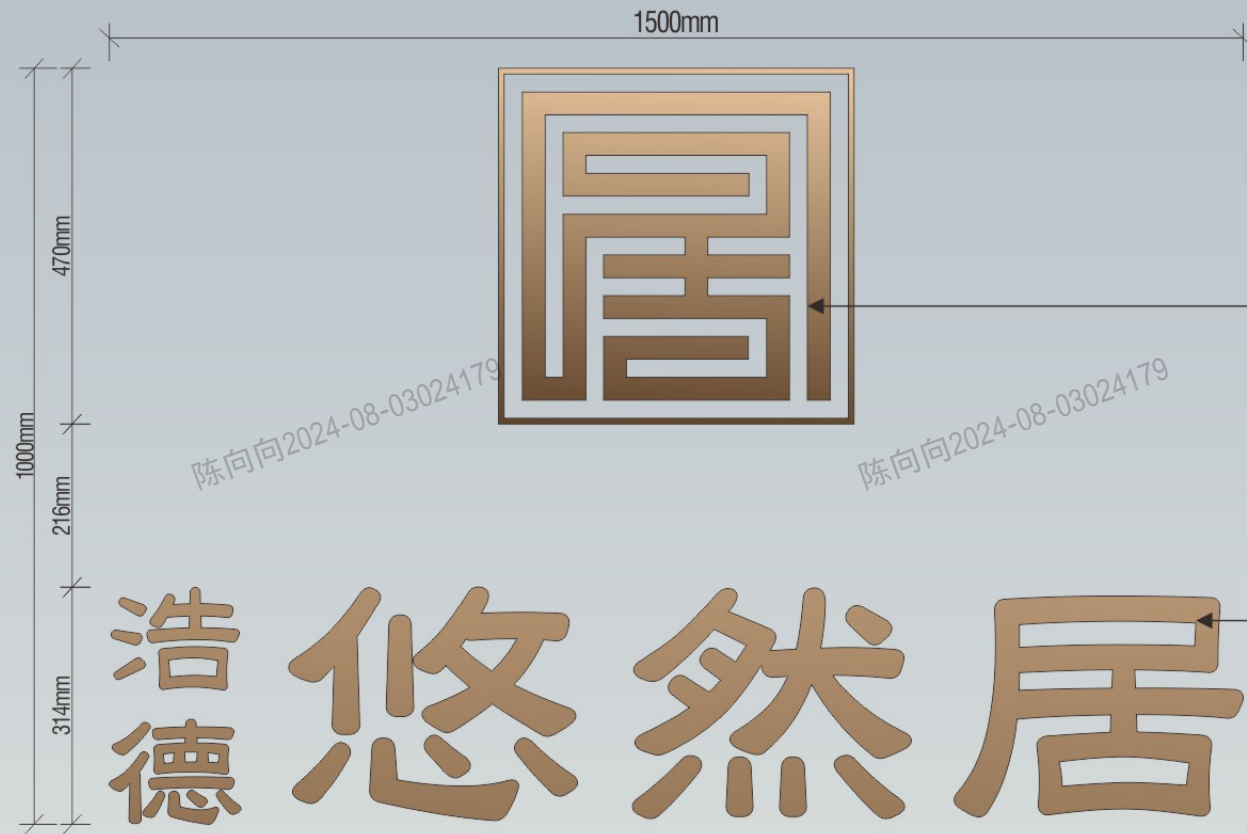
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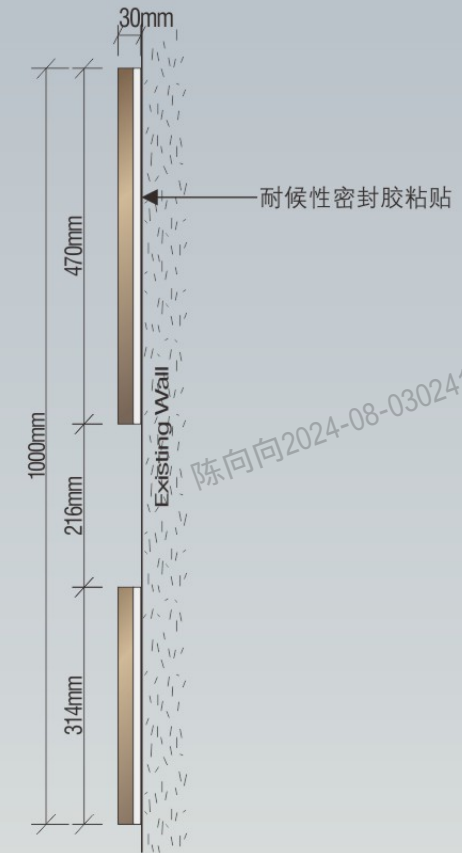
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1 正立面-Front Elevation 1:10

面为1.2mm厚201#不锈钢,0.6mm厚不锈钢围边立体字,侧厚20mm,表面做乱纹古铜效果,背衬10厚mm磨砂亚克力,内置LED防水光源,侧发光



2 侧立面-Side Elevation 1:10



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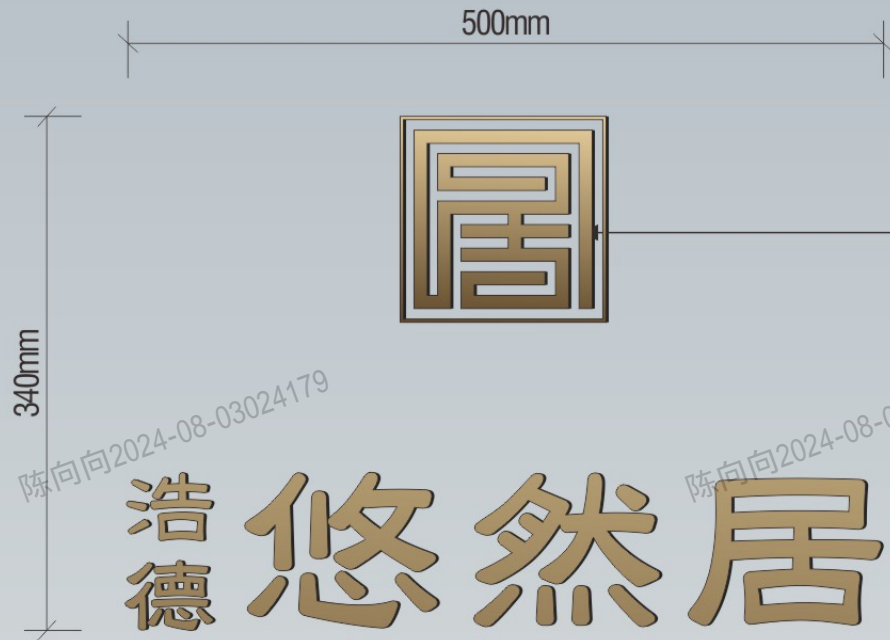


# 3.4.1

## OUTDOOR SIGN PARTS

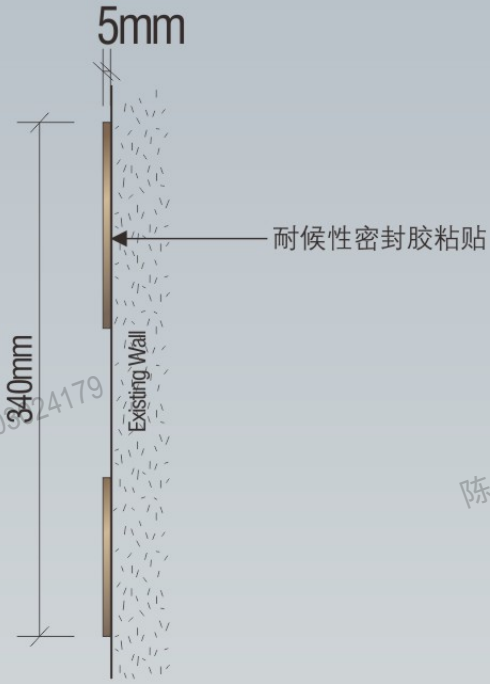
围墙标识

数量:4个



1 正立面 - Front Elevation  
1:5

5mm厚304#不锈钢激光切割成型,  
表面做乱纹古铜效果



2 侧立面 - Side Elevation  
1:5



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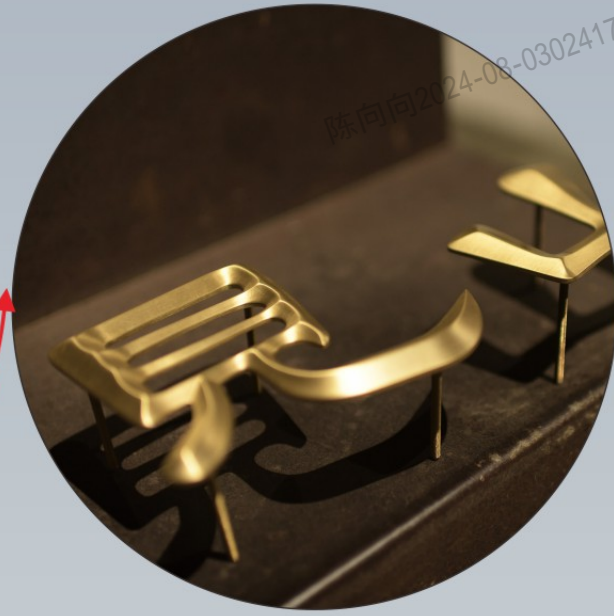
# 3.5.1

## OUTDOOR SIGN PARTS

南入口廊架标识  
数量:3套

100mm

心似白云常自在  
意如流水任东西



15mm厚乱纹铝板CNC三维雕刻锥形立体字  
表面做乱纹古铜效果



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18839776686

PROJECT TITLE 项目

CLIENT TITLE 客户

INFORMATION 设计说明

SCALE 图示

APPROVE 审定

CHECK 审核

CHARGE 负责人

DRAWING 制图

DATE 日期

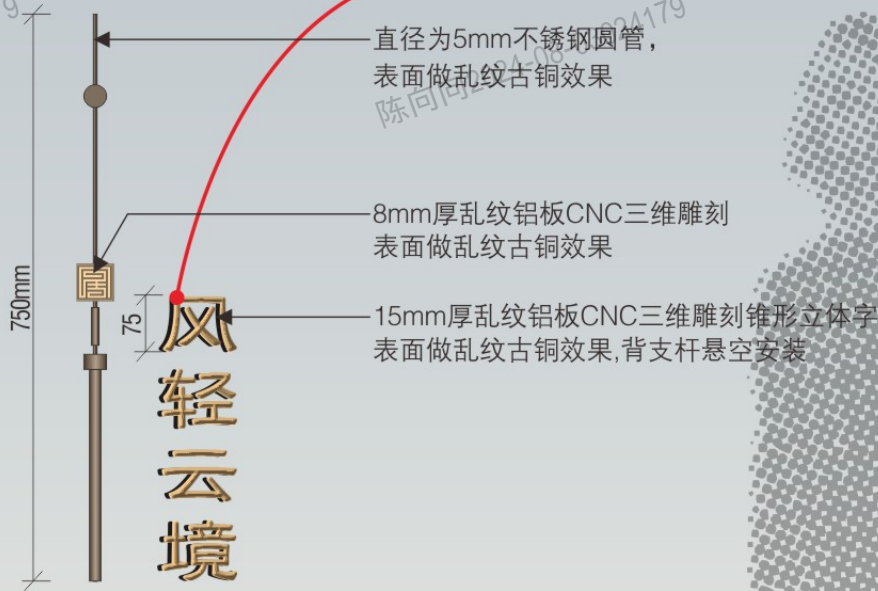
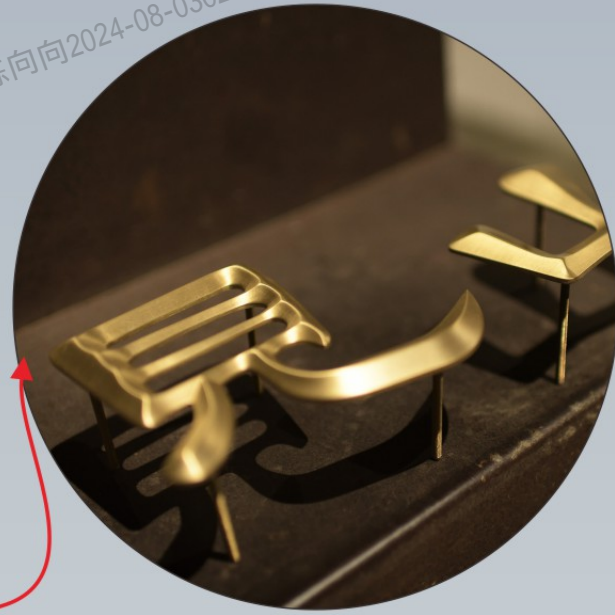
DRAWING NO.

# 3.6.1

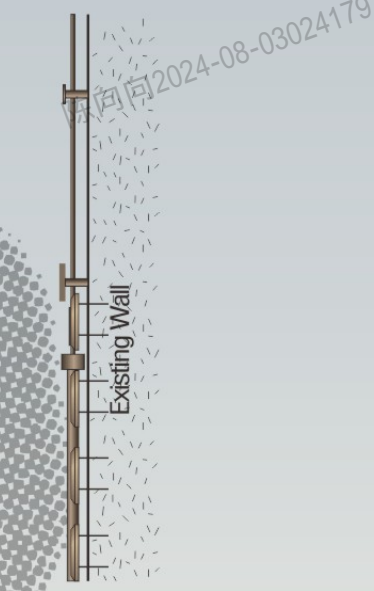
## OUTDOOR SIGN PARTS

风轻云境标识

数量:1个



1 正立面-Front Elevation 1:10



2 侧立面-Side Elevation 1:10



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13949057575  
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CLIENT TITLE 客户

INFORMATION 设计说明

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CHECK 审核

CHARGE 负责人

DRAWING 制图

DATE 日期

DRAWING NO.

08-03024179

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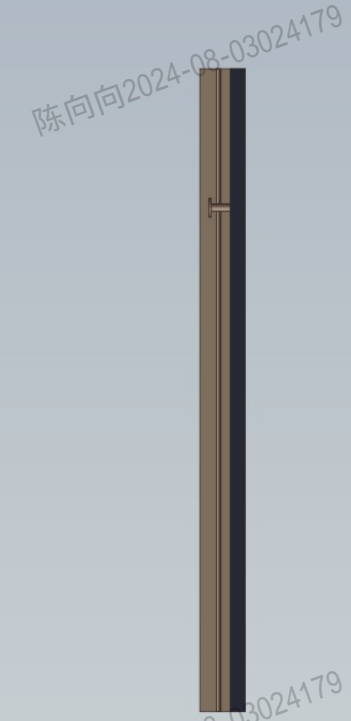
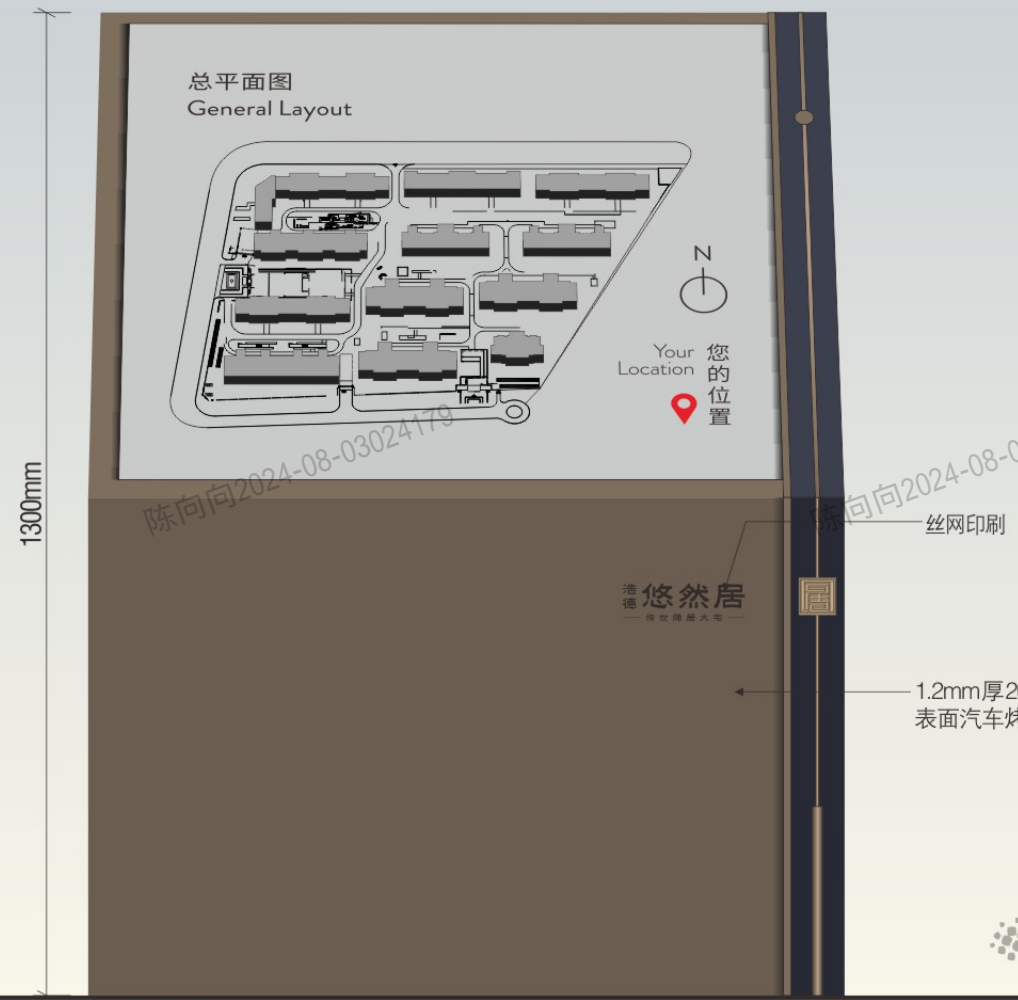
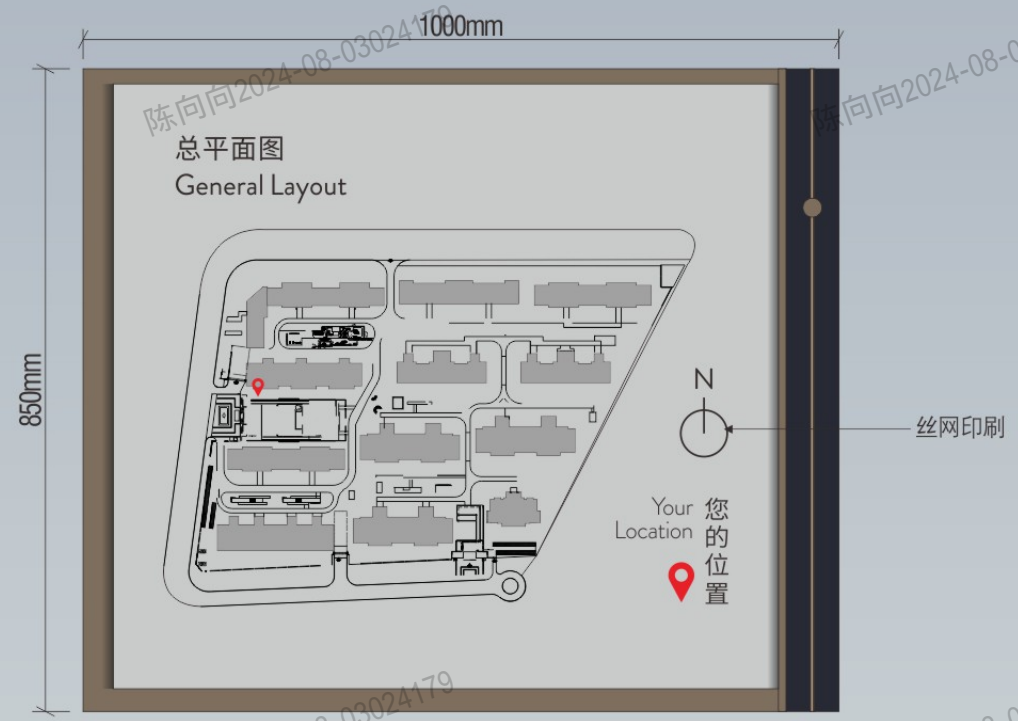
# 4.0

OUTDOOR  
LANDSCAPE SIGN  
景观标识

# 4.1.1

## OUTDOOR SIGN PARTS

平面图标识  
数量:2个



1 正立面-Front Elevation  
1:10

2 侧立面-Side Elevation  
1:10

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### CHECK 审核

### CHARGE 负责人

### DRAWING 制图

### DATE 日期

### DRAWING NO.

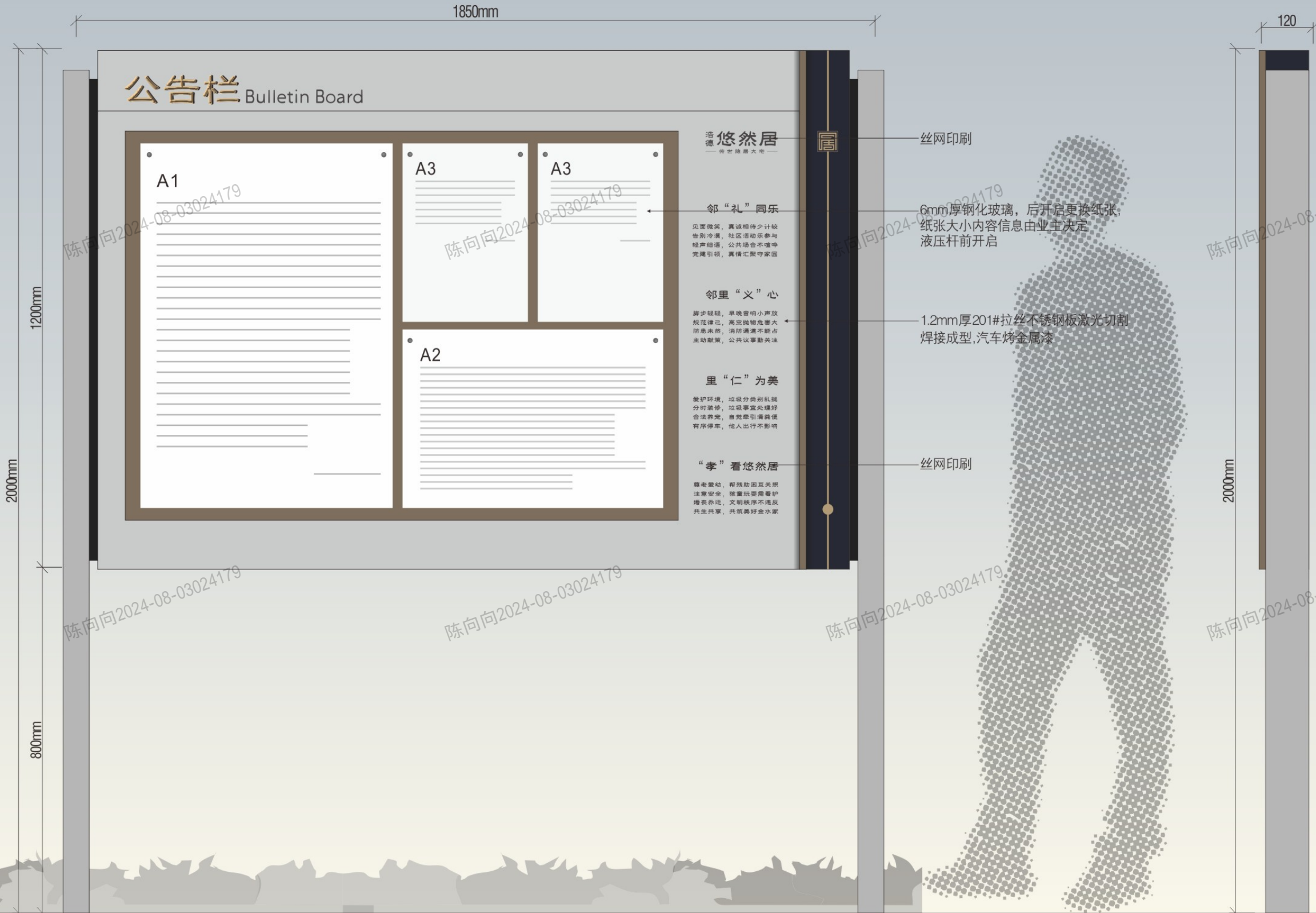
# 4.2.1

## OUTDOOR SIGN PARTS

室外宣传栏  
数量:2个



3 顶立面-Top Elevation  
1:10



1 正立面-Front Elevation  
1:10

2 侧立面-Side Elevation  
1:10

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### SCALE 图示

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### CHECK 审核

### CHARGE 负责人

### DRAWING 制图

### DATE 日期

### DRAWING NO.

# 4.3.1

## OUTDOOR SIGN PARTS

人行指引标识  
数量:8个



5mm厚铝板三维雕刻, 汽车烤金属漆

1.2mm厚201#不锈钢围激光切割焊接成型, 汽车烤金属漆

1.2mm厚201#不锈钢围激光切割焊接成型, 汽车烤金属漆

丝网印刷

5mm厚铝板三维雕刻, 汽车烤金属漆



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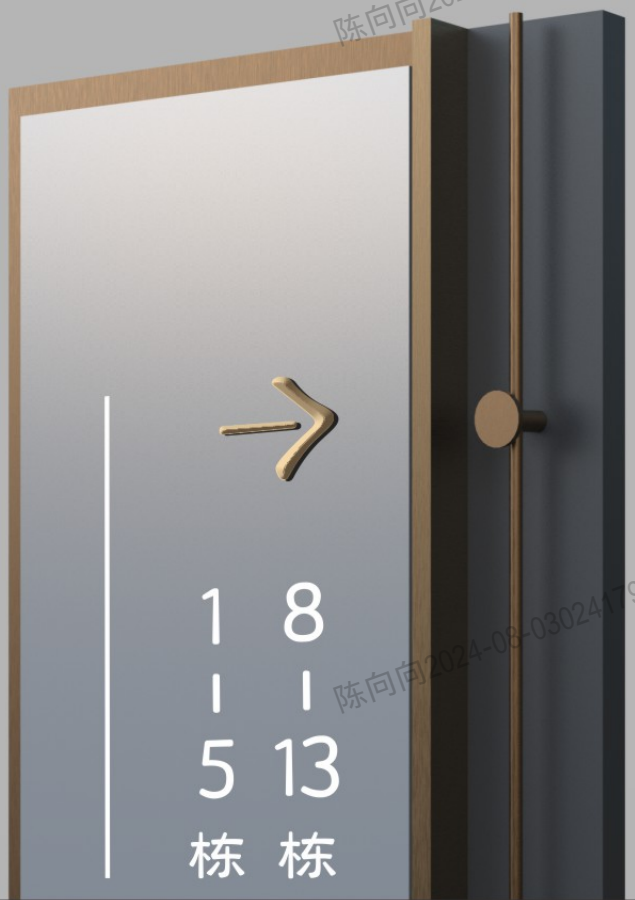
08-03024179

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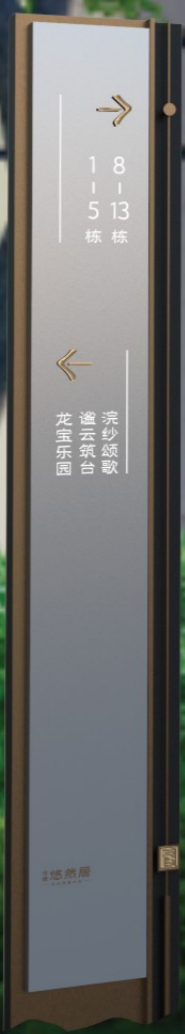
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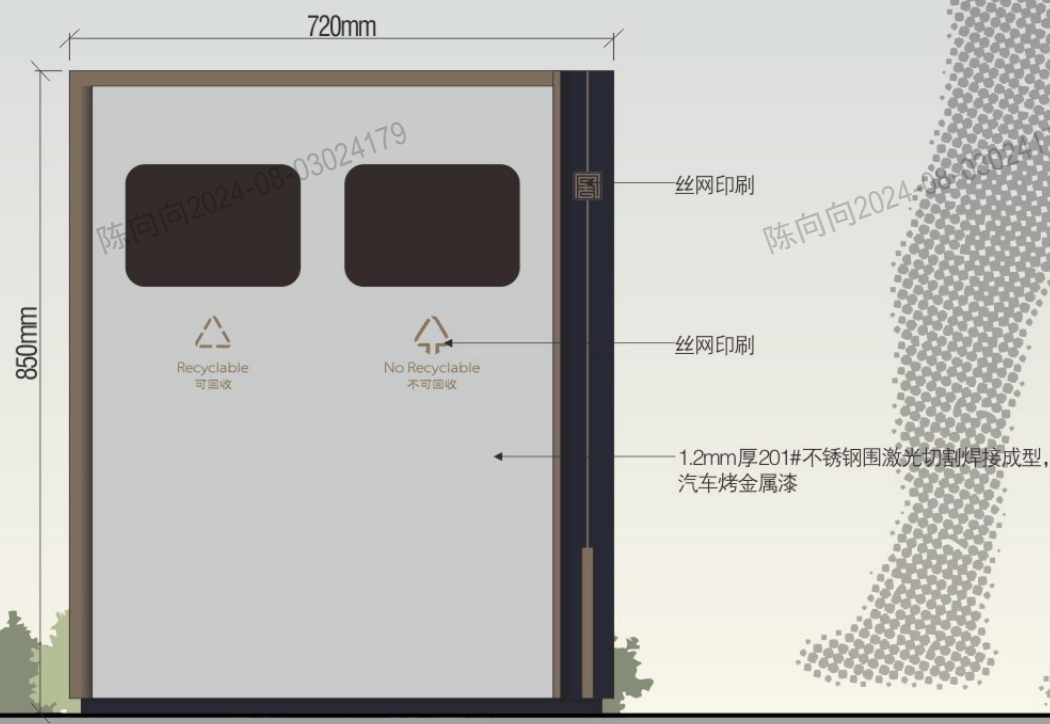
# 4.4.1

## OUTDOOR SIGN PARTS

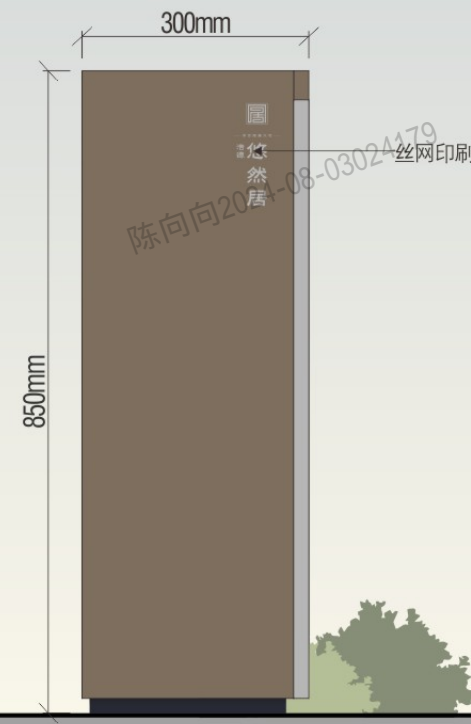
果皮箱  
数量:14个



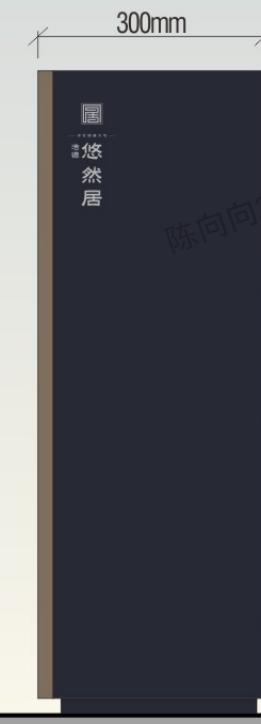
4 顶视图-Top Elevation  
1:10



1 立面-Elevation  
1:10



2 侧立面-Side Elevation  
1:10



3 侧立面-Side Elevation  
1:10



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# 4.5.1

## OUTDOOR SIGN PARTS

草地温馨提示标识

数量:10个



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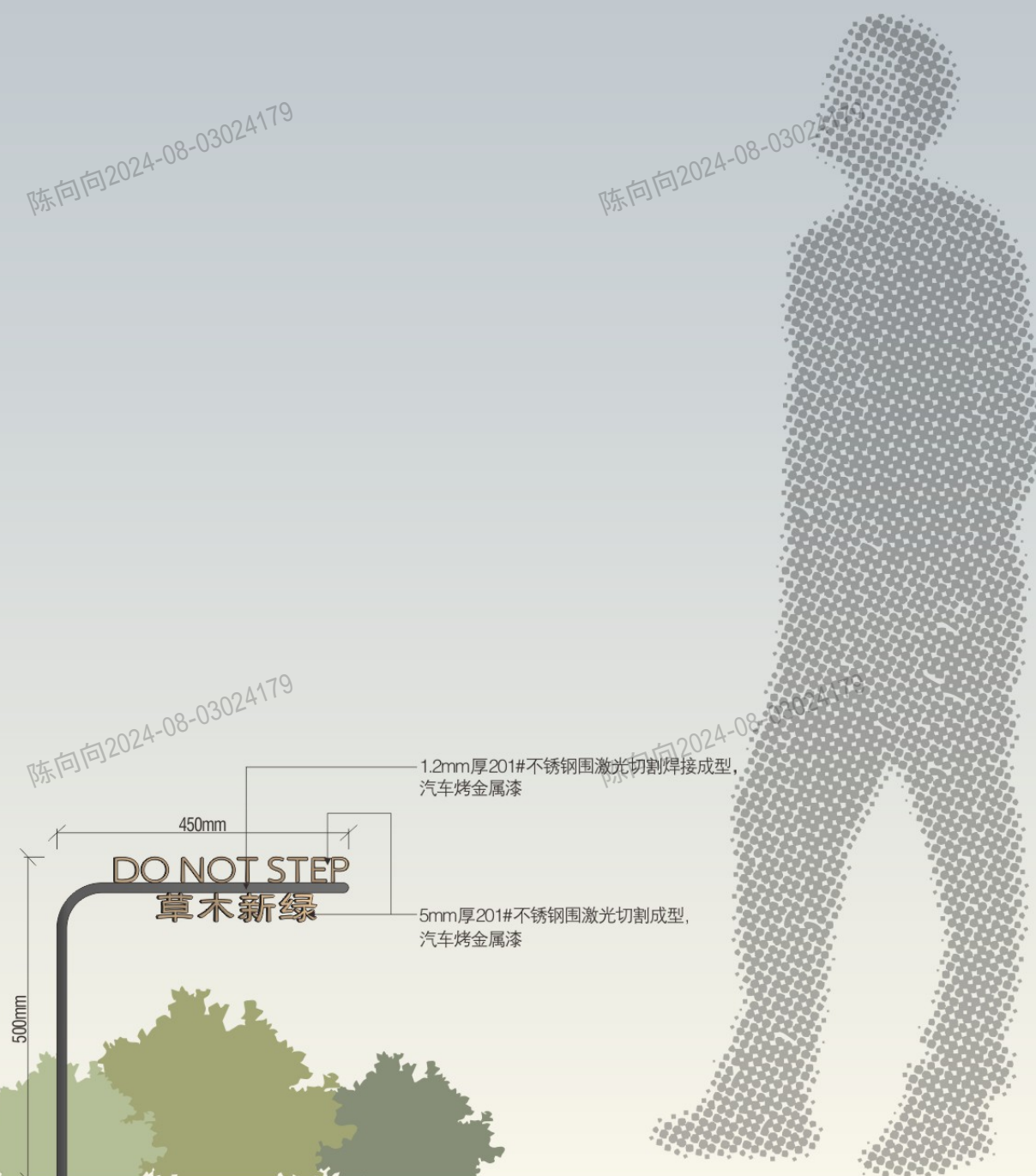
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CHARGE 负责人

DRAWING 制图

DATE 日期

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1 正视图-Elevation  
1:10



2 侧立面-Side Elevation  
1:10

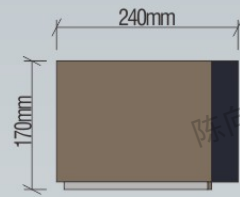


DO NOT STEP  
草木新绿

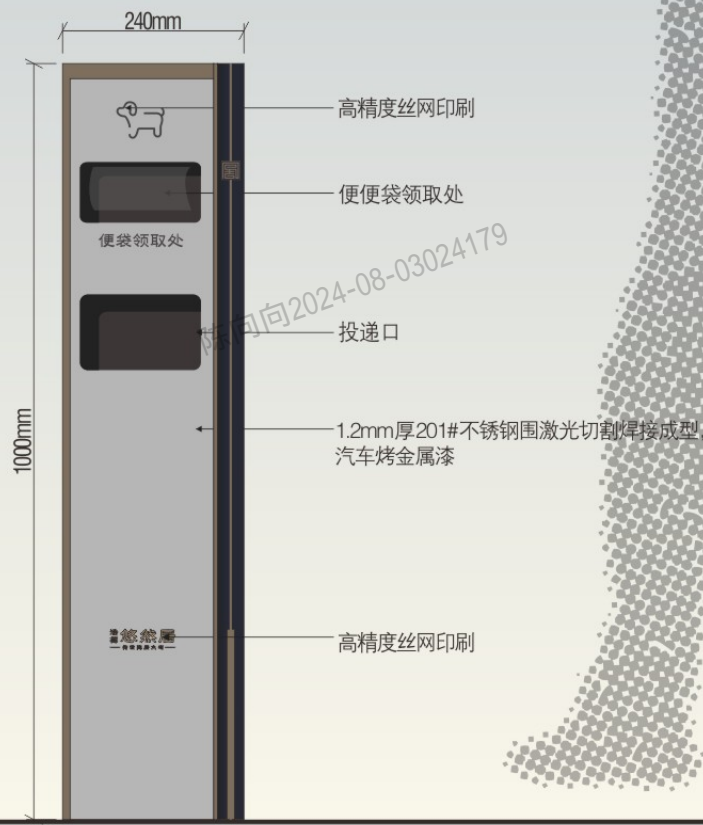
# 4.6.1

## OUTDOOR SIGN PARTS

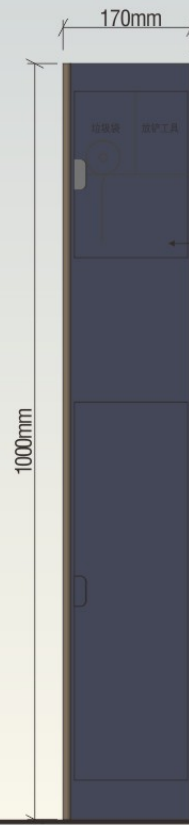
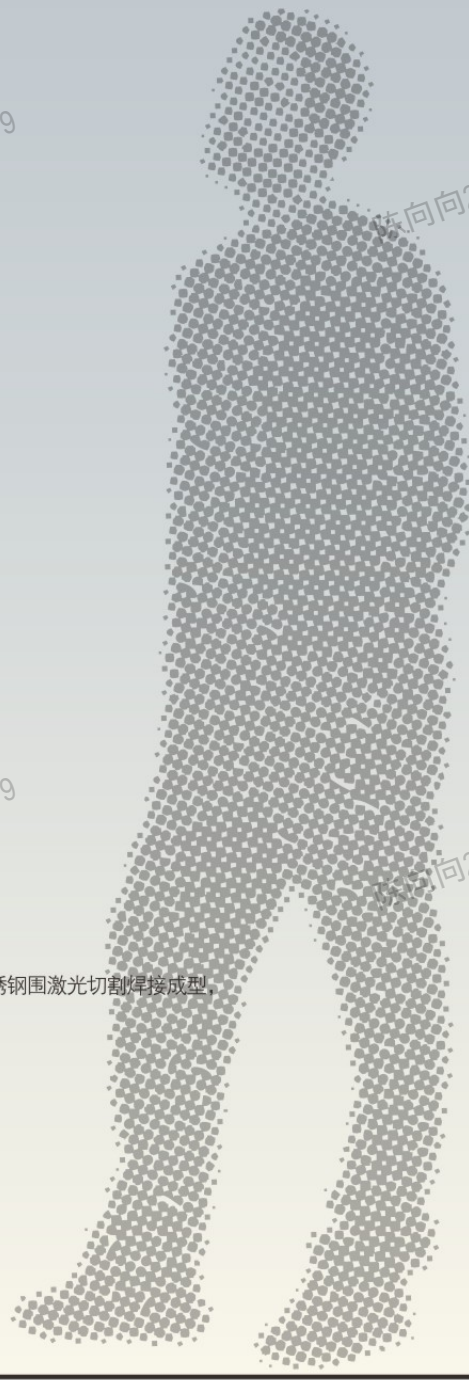
宠物便箱标识  
数量：2个



4 顶视图-Top Elevation  
1:10



1 正立面-Front Elevation  
1:10



2 右侧立面-Right Side Elevation  
1:10



3 左侧立面-Left Side Elevation  
1:10



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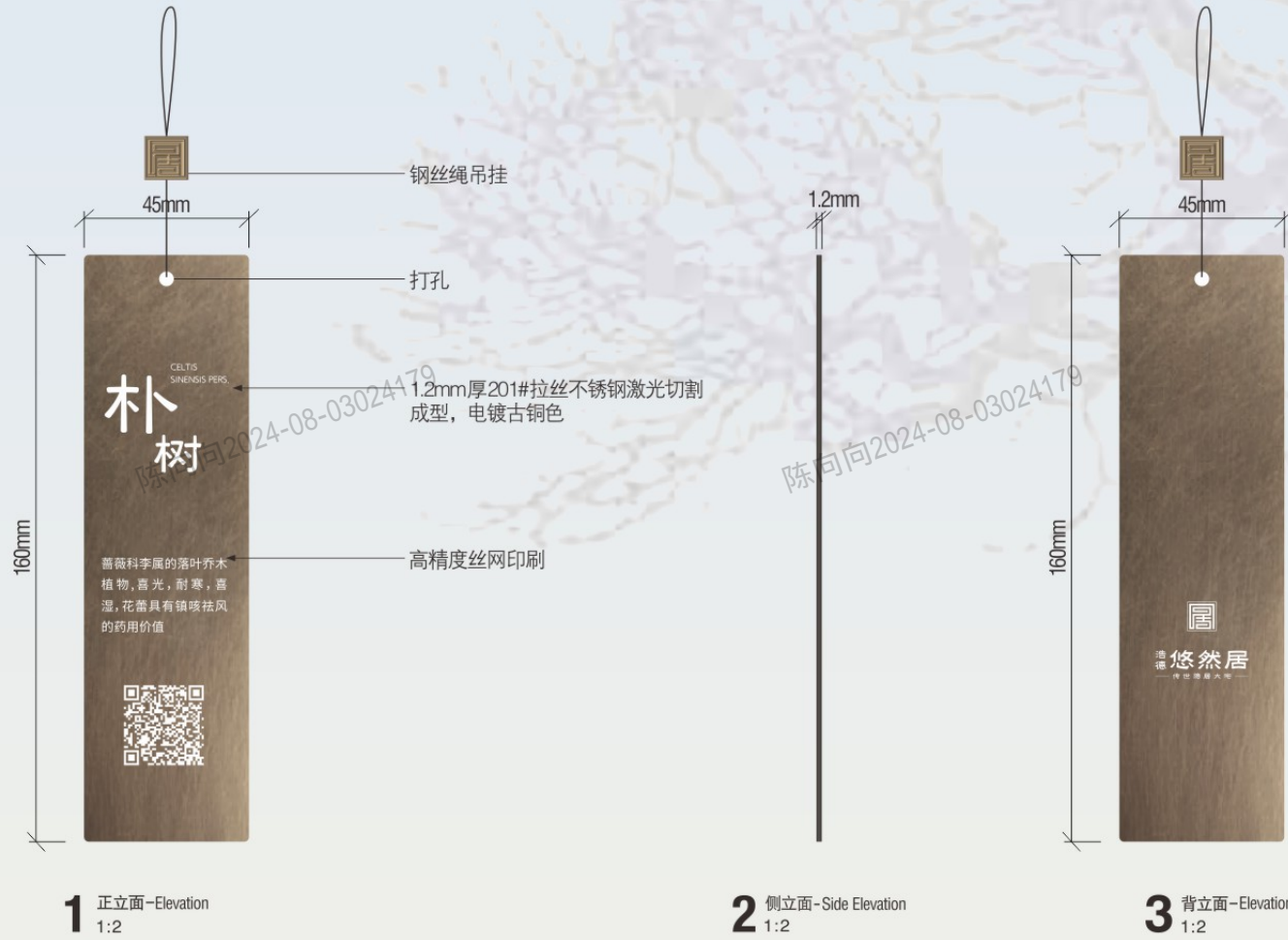
DATE 日期

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# 4.7.1

## OUTDOOR SIGN PARTS

树名牌  
数量: 50个



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### DRAWING 制图

### DATE 日期

### DRAWING NO.

# 4.8.1

## OUTDOOR SIGN PARTS

温馨提示类标识  
[小心台阶,请勿攀爬]

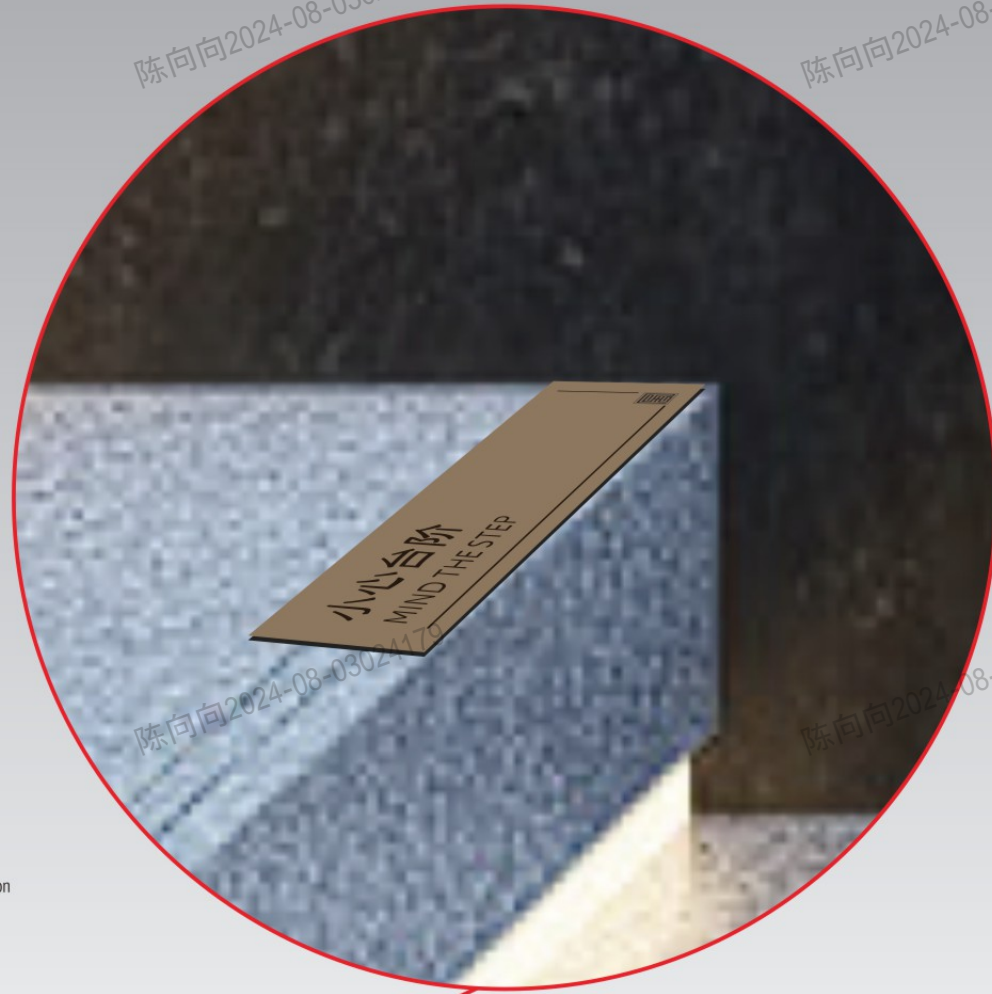
数量: 10个



1 立面 - Elevation  
1:2



2 侧立面 - Side Elevation  
1:2



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13949057575  
18839776686

PROJECT TITLE 项目

CLIENT TITLE 客户

INFORMATION 设计说明

SCALE 图示

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DRAWING 制图

DATE 日期

DRAWING NO.

# 4.8.2

## OUTDOOR SIGN PARTS

请勿嬉水标识  
数量: 10个



3mm厚铜板激光切割,做仿古效果



石材铣刻



镶嵌,面与石材齐平

1 正视图-Elevation  
1:10



SKETCH MAP 示意图

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DATE 日期

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# 4.9.1

## OUTDOOR SIGN PARTS

龙宝乐园安全须知

数量:1个



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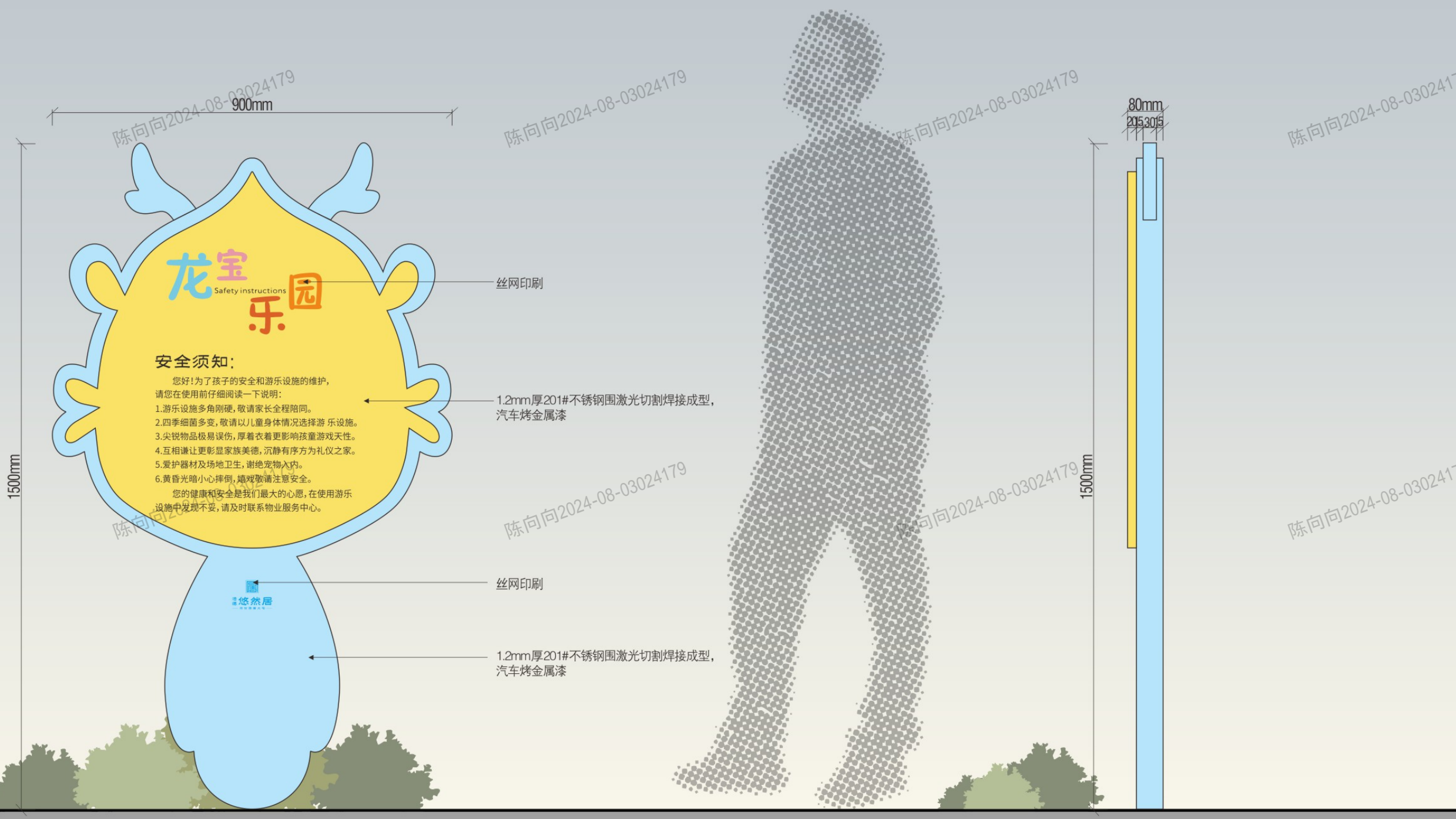
CHECK 审核

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DATE 日期

DRAWING NO.



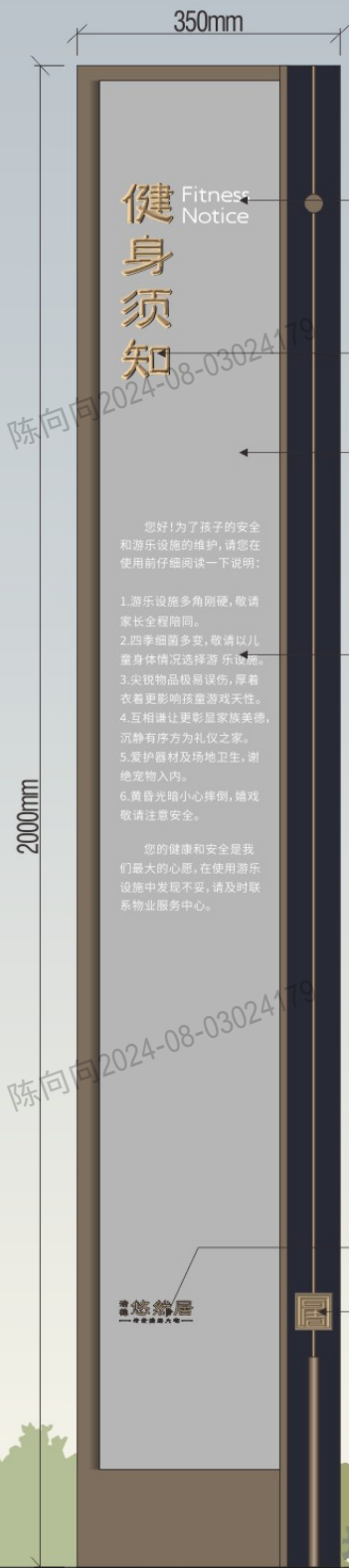
1 立面-Elevation  
1:10

2 侧立面-Side Elevation  
1:10

# 4.10.1

## OUTDOOR SIGN PARTS

健身须知  
数量:2个



- 丝网印刷
- 5mm厚铝板三维雕刻, 汽车烤金属漆
- 1.2mm厚201#不锈钢围激光切割焊接成型, 汽车烤金属漆
- 丝网印刷
- 丝网印刷
- 5mm厚铝板三维雕刻, 汽车烤金属漆



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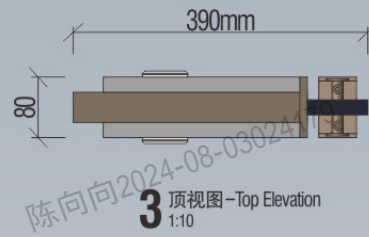
DATE 日期

DRAWING NO.

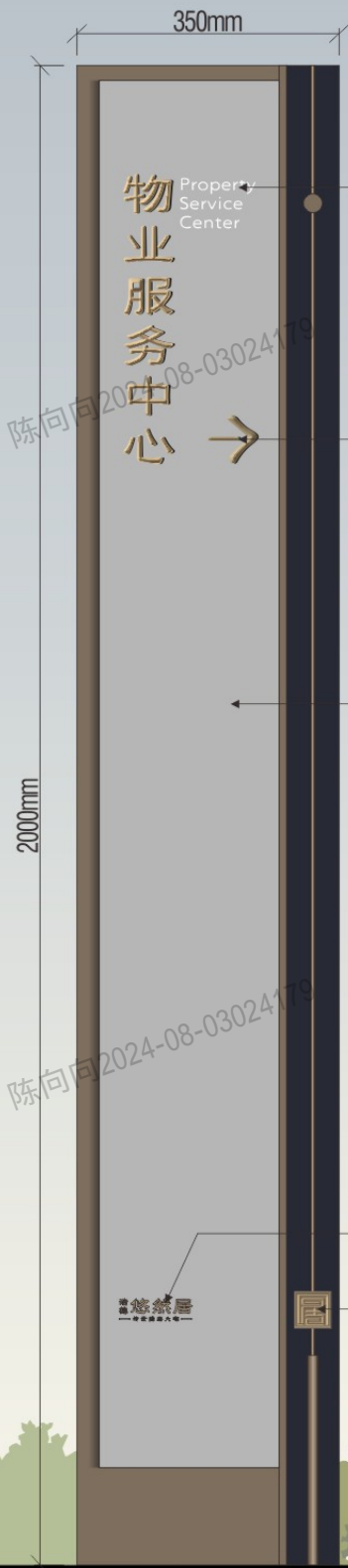
4.11.1

OUTDOOR  
SIGN PARTS

物业服务中心标识  
数量:1个



3 顶视图-Top Elevation  
1:10



1 立面-Elevation  
1:10



2 侧立面-Side Elevation  
1:10



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4.12.1

OUTDOOR  
SIGN PARTS

可移动温馨提示牌  
数量:10个



示意图-Sketch Map

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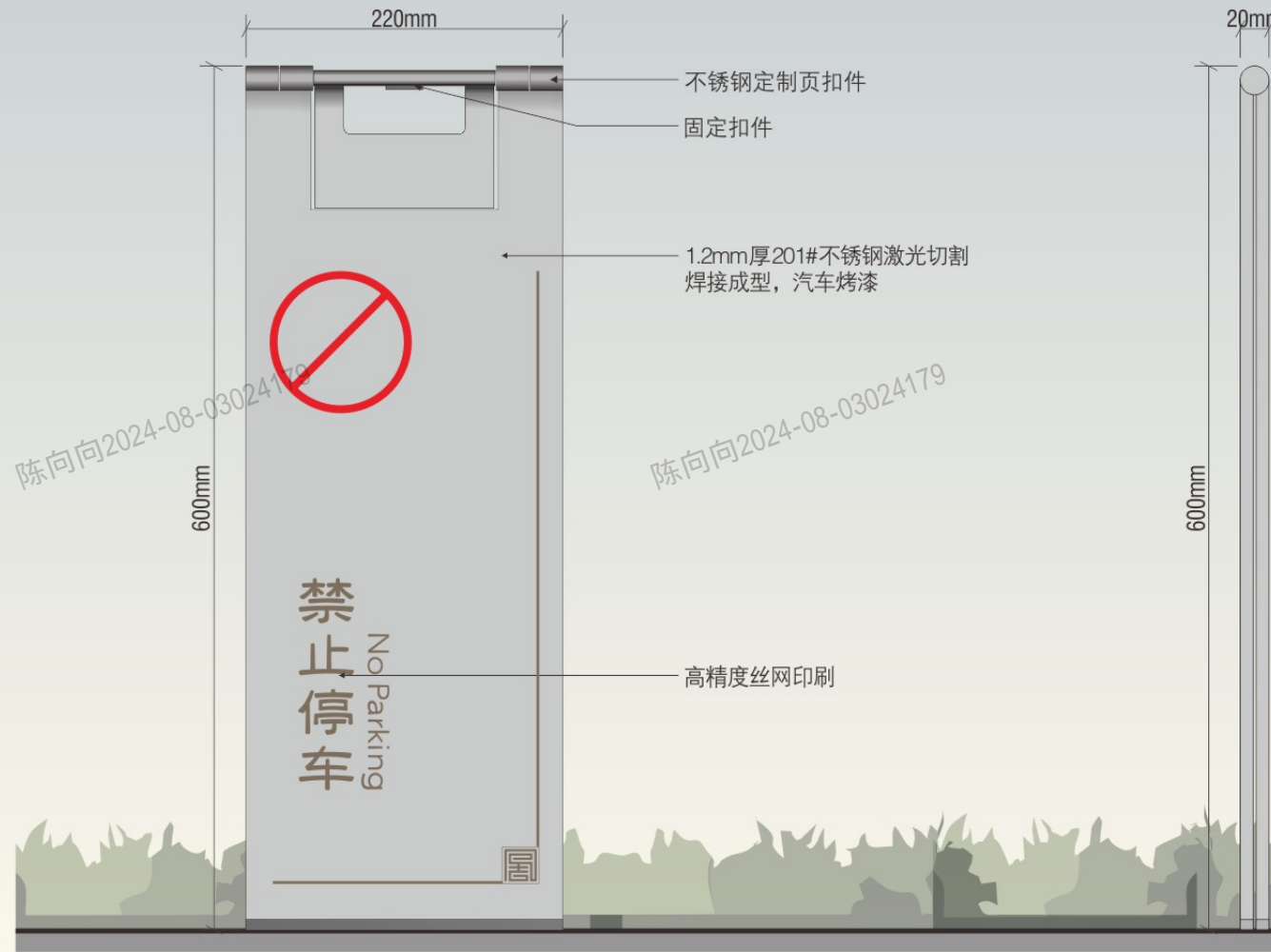
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DATE 日期

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4 效果图-Elevation  
120

08-03024179

陈向向2024-08-03024179

陈向向2024-08-03024179

陈向向2024-08-03024179

陈向向2024-08-03024179

08-03024179

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陈向向2024-08-03024179

08-03024179

08-03024179

08-03024179

08-03024179

08-03024179

# 5.0

## TRAFFIC SIGNS

交通标识

# 5.1.1

## OUTDOOR SIGN PARTS

南侧地库指引标识

数量:1个

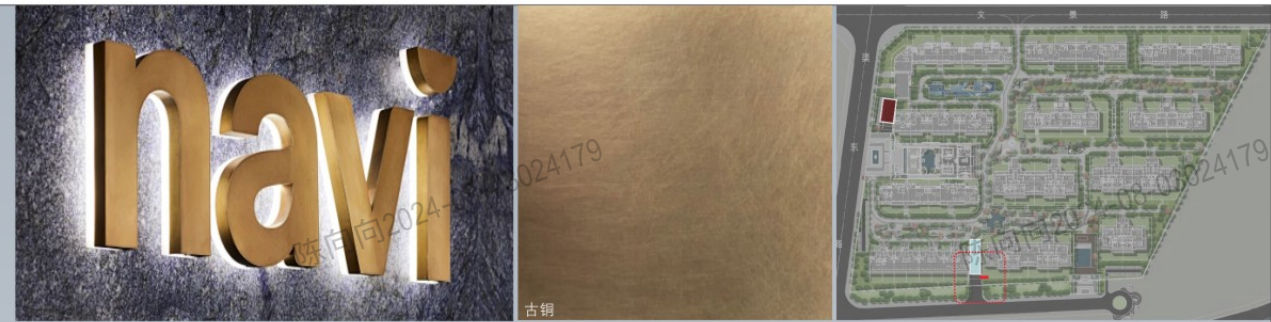
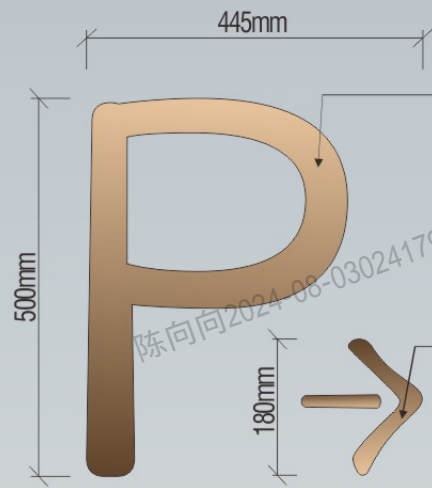


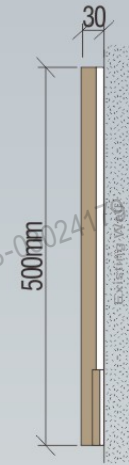
示意图-Sketch Map



1 立面 - Elevation  
1:10

面为1.2mm厚201#不锈钢,0.6mm厚不锈钢围边立体字,侧厚20mm,表面做乱纹古铜效果,背衬10mm厚磨砂亚克力,内置LED防水光源,侧发光

面为1.2mm厚201#不锈钢,0.6mm厚不锈钢围边立体字,侧厚10mm,表面做乱纹古铜效果,背衬5mm厚磨砂亚克力,内置LED防水光源,侧发光



2 侧立面 - Side Elevation  
1:10

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# 5.2.1

## OUTDOOR SIGN PARTS

西侧地库指引标识

数量:1个



示意图-Sketch Map



古铜



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DATE 日期

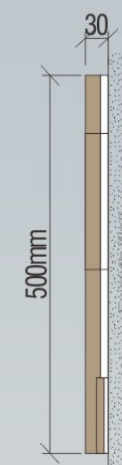
DRAWING NO.



1 立面- Elevation  
1:10

面为1.2mm厚201#不锈钢,0.6mm厚不锈钢围边立体字,侧厚20mm,表面做乱纹古铜效果,背衬10mm厚磨砂亚克力,内置LED防水光源,侧发光

面为1.2mm厚201#不锈钢,0.6mm厚不锈钢围边立体字,侧厚10mm,表面做乱纹古铜效果,背衬5mm厚磨砂亚克力,内置LED防水光源,侧发光



2 侧立面-Side Elevation  
1:10



# 5.3.1

## OUTDOOR SIGN PARTS

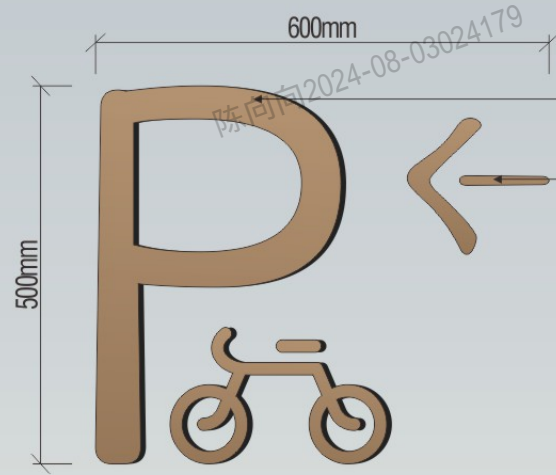
非机动车指引标识

数量:3个



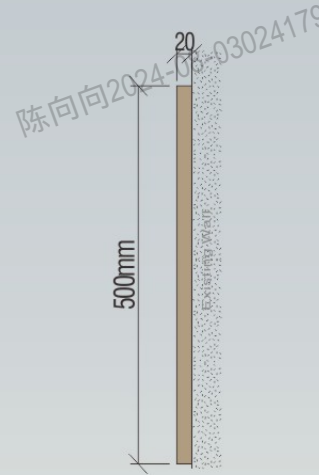
古铜

示意图-Sketch Map



1 立面 - Elevation  
1:10

面为1.2mm厚201#不锈钢,0.6mm厚不锈钢  
围边立体字,侧厚20mm,表面做乱纹古铜效果



2 侧立面 - Side Elevation  
1:10

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# 5.4.1

## OUTDOOR SIGN PARTS

消防通道 请勿阻塞标识  
数量: 2个



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18337166686  
13949057575  
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PROJECT TITLE 项目

CLIENT TITLE 客户

INFORMATION 设计说明

SCALE 图示

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CHARGE 负责人

DRAWING 制图

DATE 日期

DRAWING NO.

08-03024179

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# 6.0

BUILDING SIGNAGE

楼宇标识

室内分析  
INDOOR ANALYSIS

质美

EXQUISITE  
WARM ELEGANT

精致/温润/雅致

构成 色彩 细节

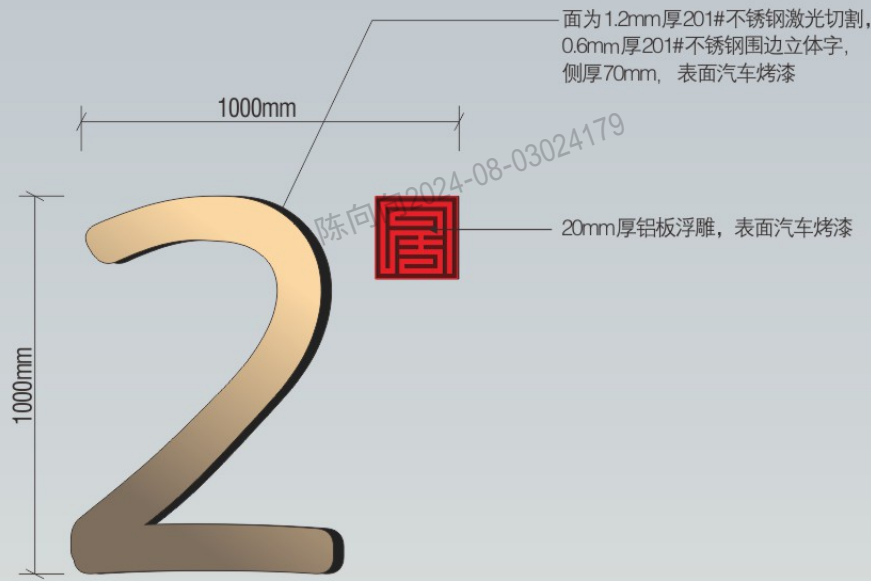


# 6.1.1

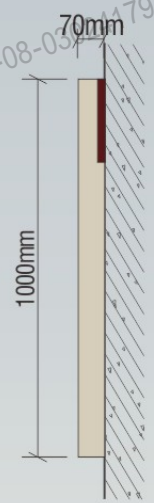
## OUTDOOR SIGN PARTS

楼栋号标识

数量: 24个[共计12栋]



1 立面 - Elevation  
1:10



2 侧立面 - Side Elevation  
1:10



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CLIENT TITLE 客户

INFORMATION 设计说明

SCALE 图示

APPROVE 审定

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CHARGE 负责人

DRAWING 制图

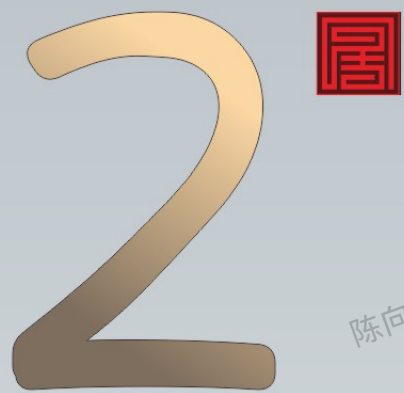
DATE 日期

DRAWING NO.

6.1.2

OUTDOOR  
SIGN PARTS

楼栋号标识-其他字体



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CLIENT TITLE 客户

INFORMATION 设计说明

SCALE 图示

APPROVE 审定

CHECK 审核

CHARGE 负责人

DRAWING 制图

DATE 日期

DRAWING NO.



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陈向向2024-08-03024179

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08-03024179

08-03024179

2



# 6.2.1

## OUTDOOR SIGN PARTS

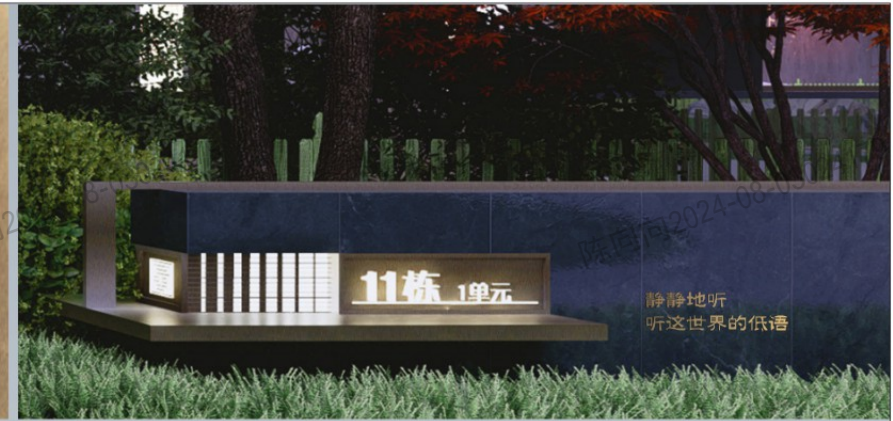
单元号标识  
数量: 28个



示意图-SKETCH MAP



古铜



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PROJECT TITLE 项目

CLIENT TITLE 客户

INFORMATION 设计说明

SCALE 图示

APPROVE 审定

CHECK 审核

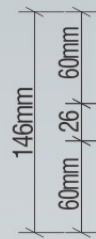
CHARGE 负责人

DRAWING 制图

DATE 日期

DRAWING NO.

静静地听  
听这世界的低语

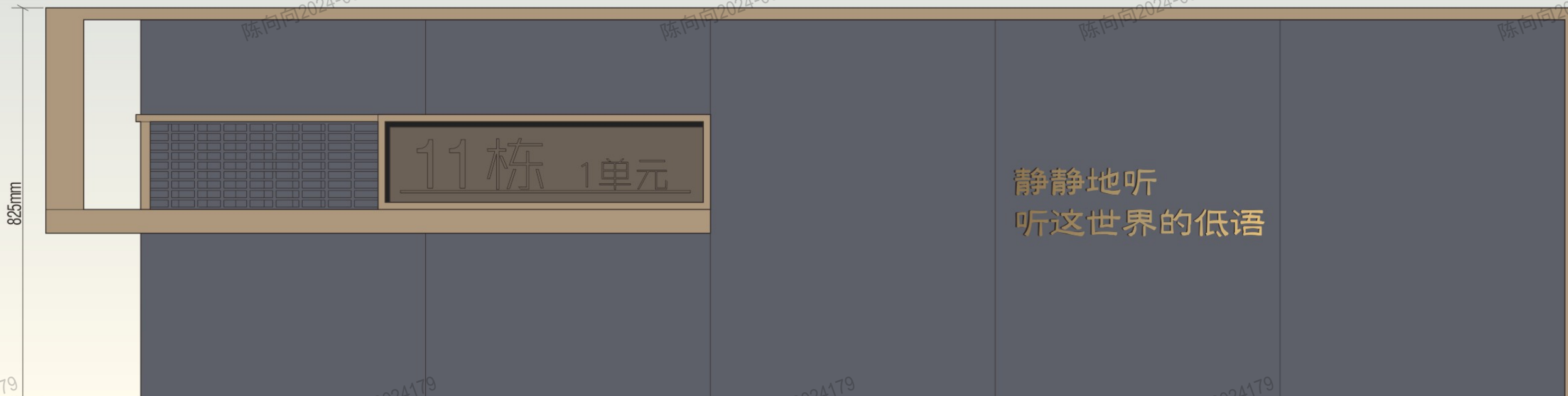


1 正立面-Side Elevation  
1:10

5mm厚201#不锈钢激光切割成型  
表面做乱纹古铜效果



2 侧立面-Side Elevation  
1:10



825mm

# 6.3.1

## INDOOR SIGN PARTS

室内公告栏标识  
数量: 28个



示意图-SKETCH MAP

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### PROJECT TITLE 项目

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### INFORMATION 设计说明

### SCALE 图示

### APPROVE 审定

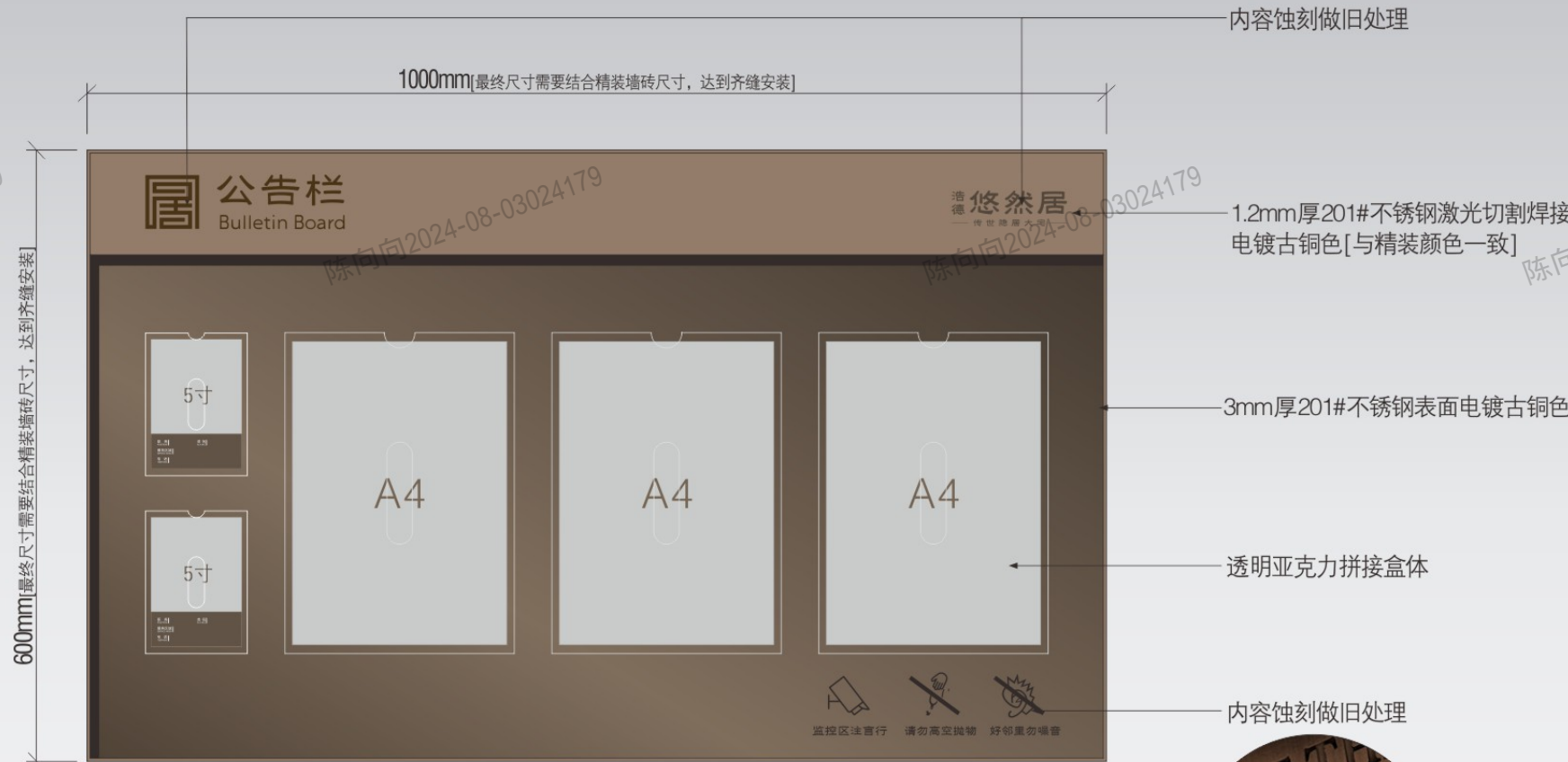
### CHECK 审核

### CHARGE 负责人

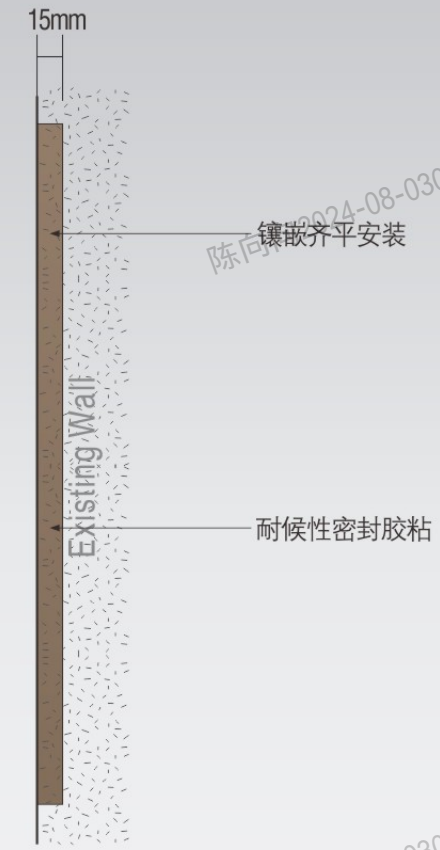
### DRAWING 制图

### DATE 日期

### DRAWING NO.



1 正立面-Side Elevation  
1:10



2 侧立面-Side Elevation  
1:10



# 6.4.1

## INDOOR SIGNS PARTS

玻璃防撞条标识  
数量：200米



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### SCALE 图示

### APPROVE 审定

### CHECK 审核

### CHARGE 负责人

### DRAWING 制图

### DATE 日期

### DRAWING NO.



# 6.5.1

## INDOOR SIGNS PARTS

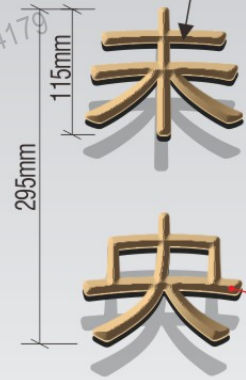
单元入口标识  
数量: 28个

陈向向2024-08-03024179

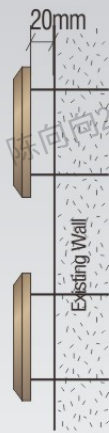
陈向向2024-08-03024179

陈向向2024-08-03024179

15mm厚乱纹铝板CNC三维雕刻锥形立体字  
表面做乱纹古铜效果,背支杆悬空安装

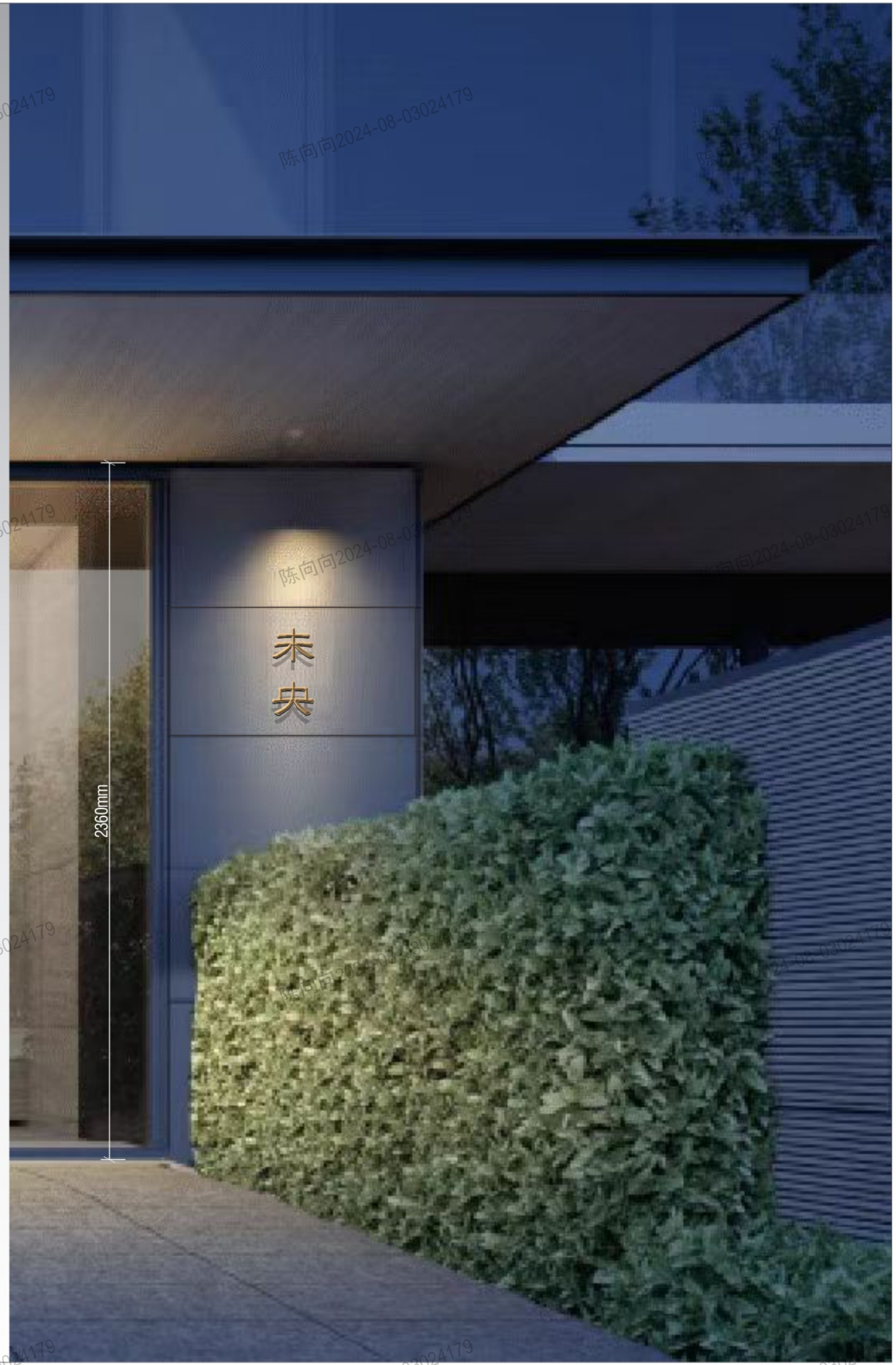


1 正立面 - Front Elevation  
1:10



2 侧立面 - Side Elevation  
1:10

2360mm



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2024-08-03024179

2024-08-03024179

未央

# 6.6.1

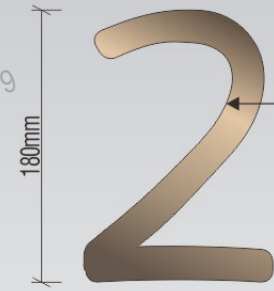
## INDOOR SIGNS PARTS

电梯楼层标识

数量: 220个



示意图-Sketch Map



1 立面- Elevation 1:5

面为1.2mm厚201#不锈钢,0.6mm厚不锈钢围边立体字,侧厚10mm,表面电镀古铜色



2 侧立面-Side Elevation 1:5

0 1 2 3 4 5 6 7 8 9



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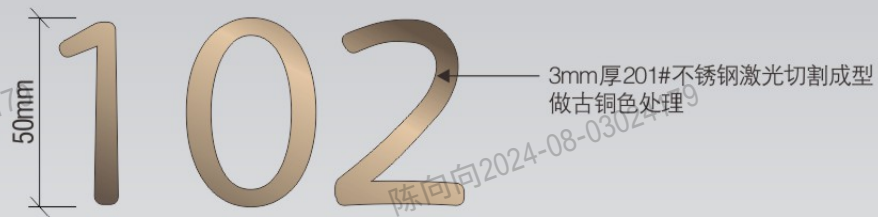
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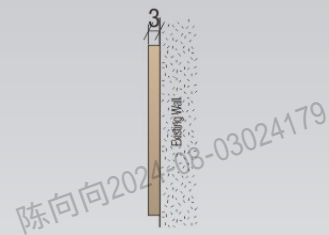
## INDOOR SIGNS PARTS

门牌号标识

数量: 250个



1 立面 - Elevation  
1:2



2 侧立面 - Side Elevation  
1:2

0 1 2 3 4 5 6 7 8 9



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DRAWING 制图

DATE 日期

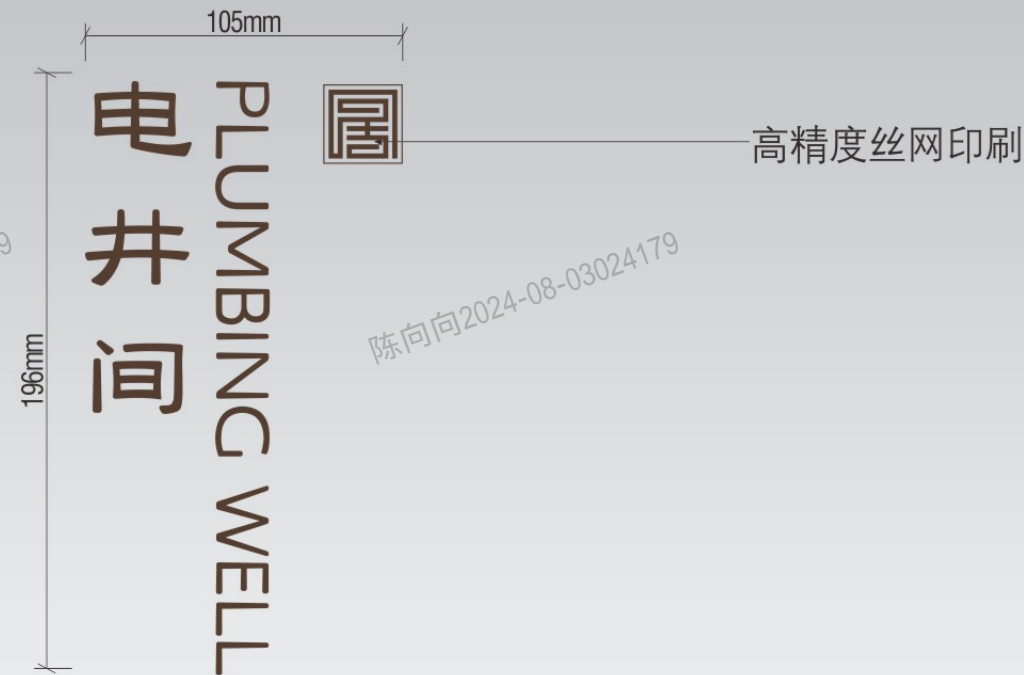
DRAWING NO.

# 6.8.1

## INDOOR SIGNS PARTS

设备间标识

数量: 351个



1 立面 - Elevation  
1:2

电井间  
ELECTRIC WELL ROOM

数量: 173个

水暖井  
WATER HEATING WELL

数量: 177个

配电间  
Power distribution room

数量: 1个



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项目承包商负责提交防水细节  
CONTRACTOR RESPONSIBLE FOR STRUCTURAL CALCULATION  
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13949057575  
18839776686

PROJECT TITLE 项目

CLIENT TITLE 客户

INFORMATION 设计说明

SCALE 图例

APPROVE 审定

CHECK 审核

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DRAWING 制图

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DRAWING NO.

# 6.9.1

## INDOOR SIGNS PARTS

消火栓标识

数量:184个



1 立面 - Elevation  
1:3



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# 6.10.1

## INDOOR SIGNS PARTS

如遇火警  
请勿使用电梯  
数量:285个



1 立面- Elevation  
1:1



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SCALE 图例

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DRAWING 制图

DATE 日期

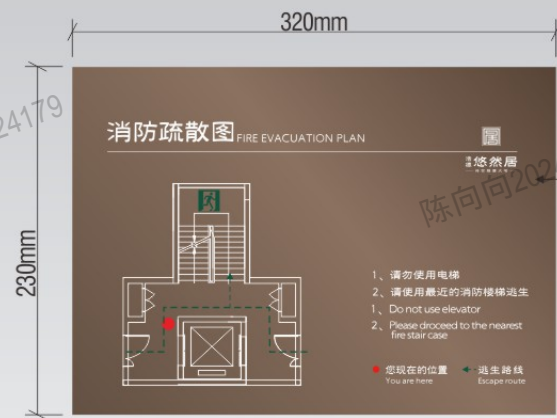
DRAWING NO.

6.11.1

INDOOR  
SIGNS PARTS

消防疏散图标识

数量:240个



3mm厚亚克力激光切割,  
背喷漆背丝印



2 侧立面-Side Elevation  
1:5



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CLIENT TITLE 客户

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DRAWING 制图

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# 6.12.1

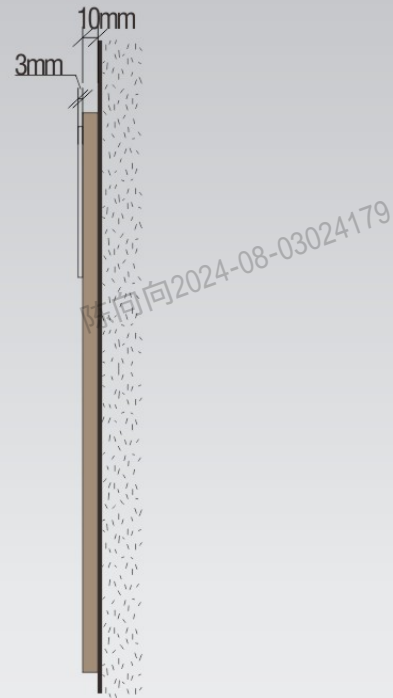
## INDOOR SIGNS PARTS

电梯内温馨提示牌

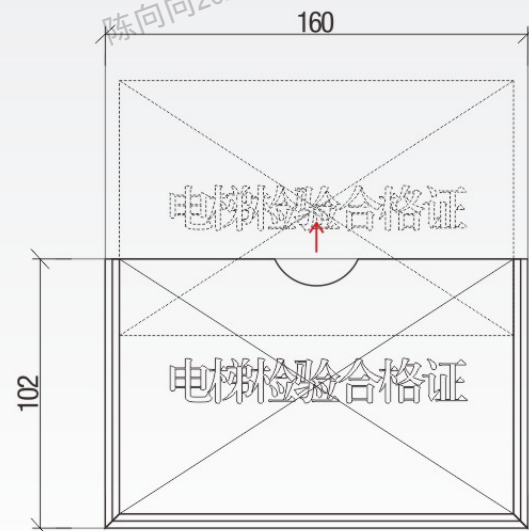
数量:39个



1 正立面- Front Elevation  
1:5



2 侧立面- Side Elevation  
1:5



3 尺寸详图- Section Detail  
1:5



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08-03024179

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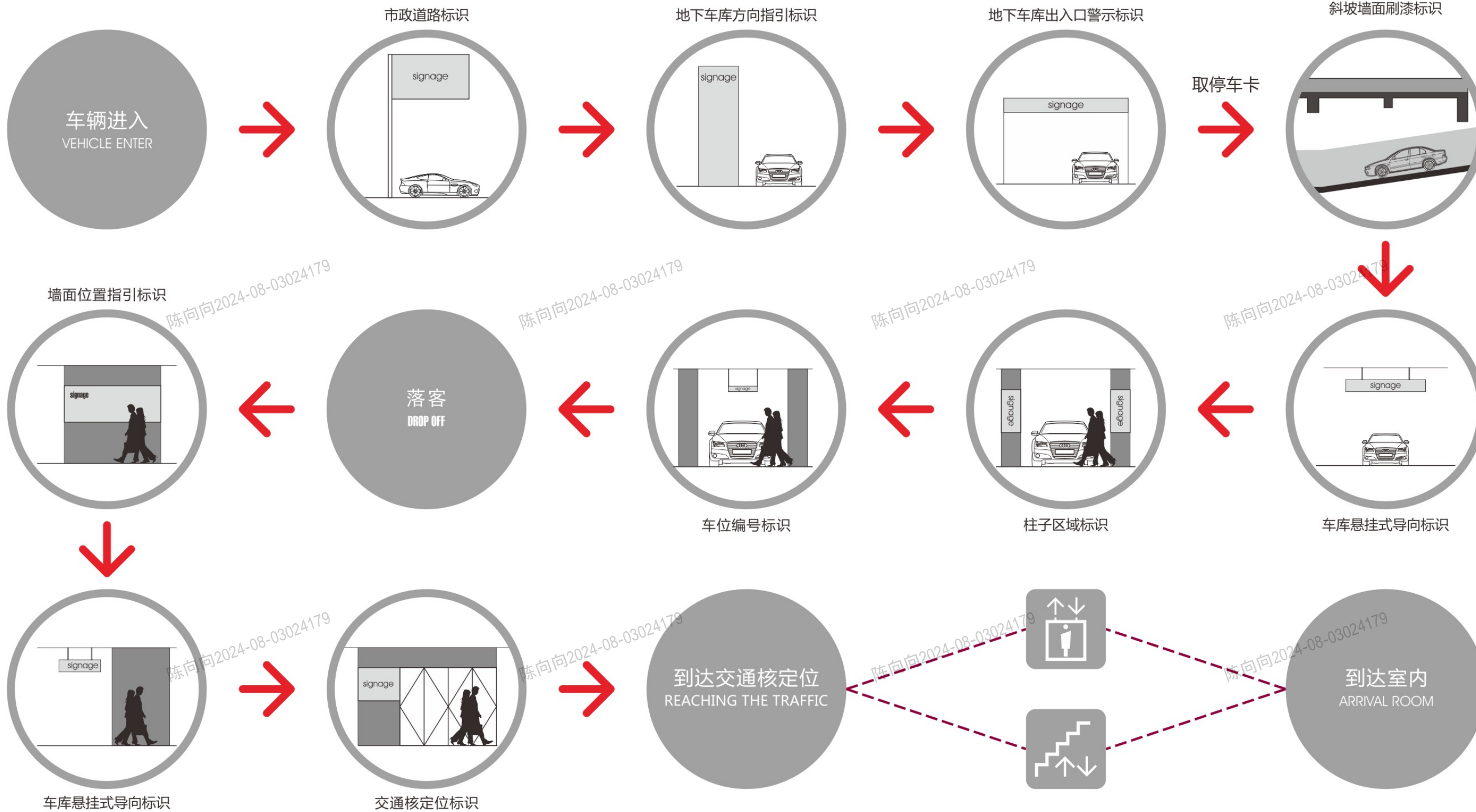
# 7.0

BASEMENT SIGNAGE

地库标识

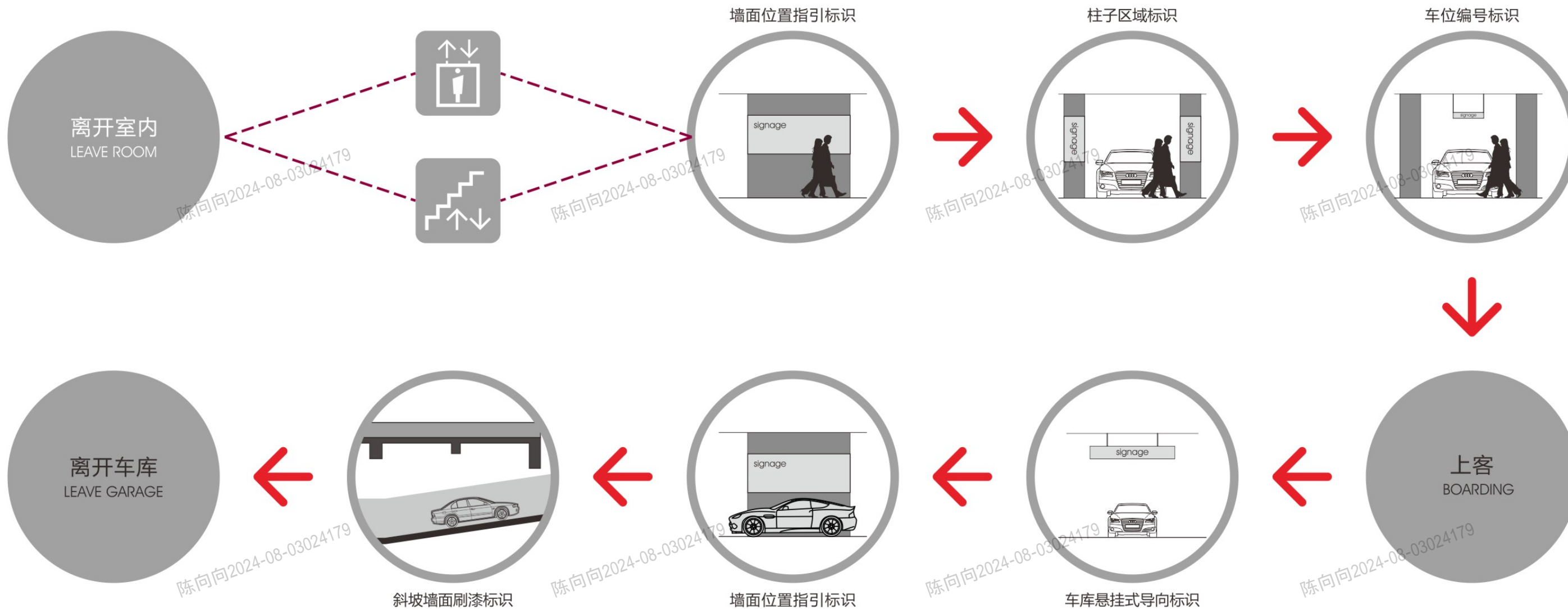
# 地库引导进入流程

PARKING GUIDANCE INTO THE PROCESS



# 地库引导离去流程

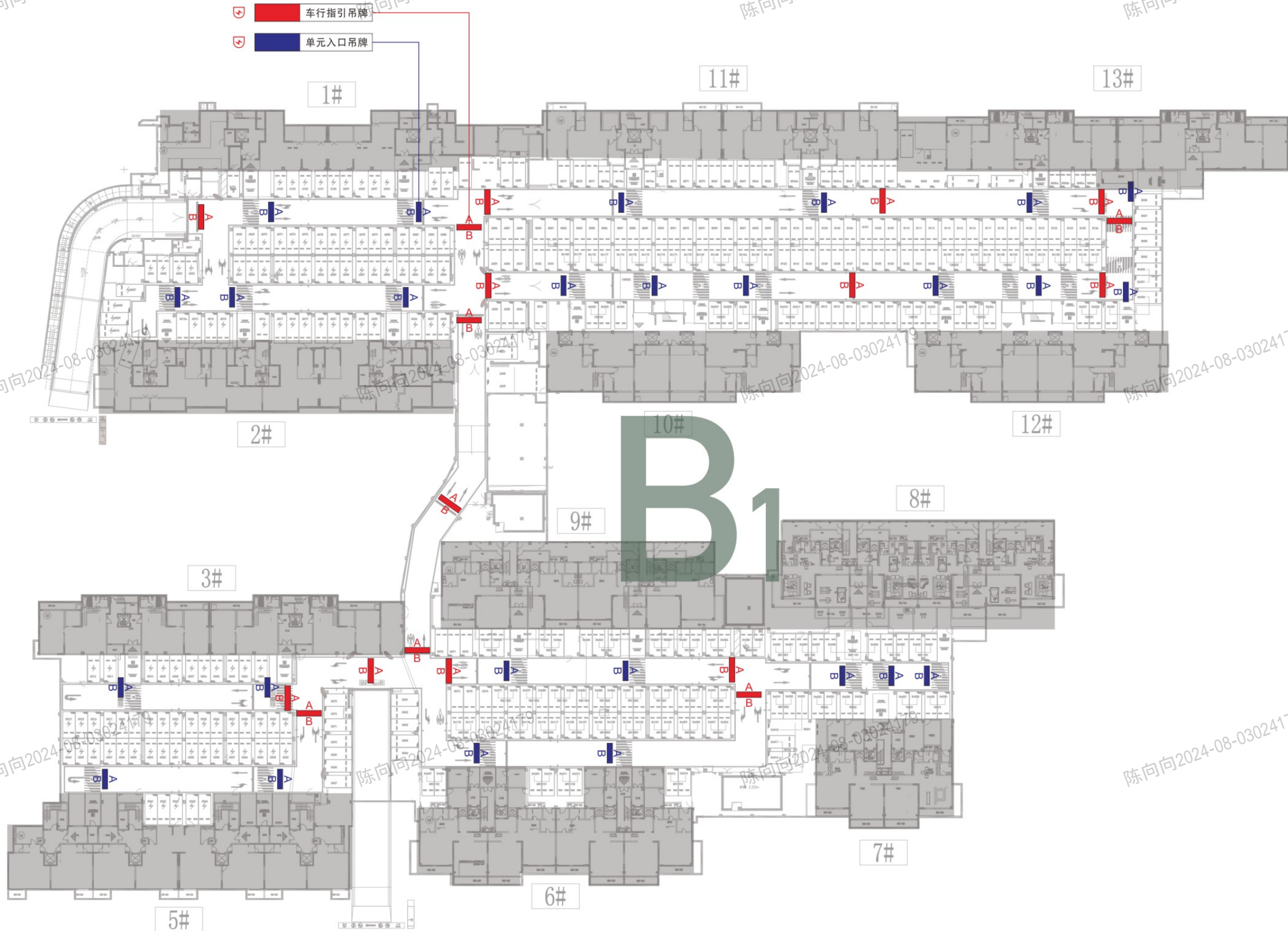
PARKING GUIDANCE  
TO LEAVE PROCESS



UNDERGROUND GARAGE CAR ACTION LINE ANALYSIS

地下车库-负一层 车行动线分析

- 7.1.1 车行指引吊牌 数量:18个
- 7.2.1 单元入口吊牌 数量:26个



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图例 LEGEND



- Ground reserved power supply 地面预留电源
- Reserved wall power supply 墙面预留电源
- Reserved power supply for ceiling 吊顶预留电源

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SCALE 图示

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CHARGE 负责人

DRAWING 制图

DATE 日期

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# 7.1.1

## INTERIOR SIGN DESIGN

车行指引吊牌  
数量:共18个



示意图-SKETCH MAP

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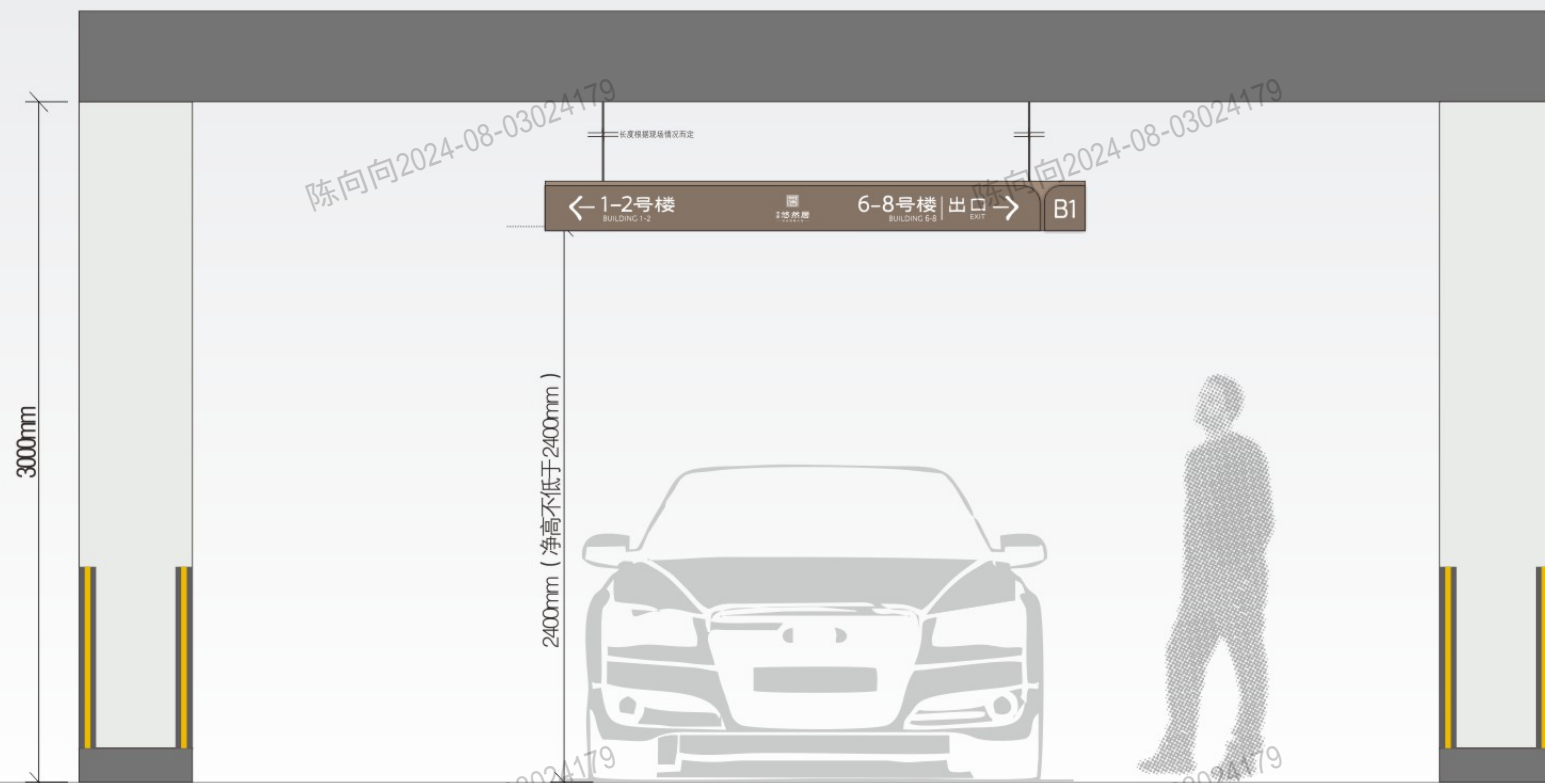
DRAWING 制图

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### 安装示意



# 7.2.1

## INDOOR SIGN PARTS

单元入口标识  
数量:共26个



示意图-SKETCH MAP

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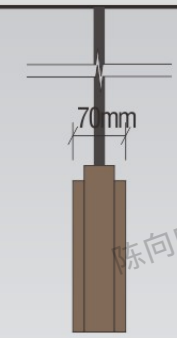


1 立面 - Elevation  
1:10

φ 15mm 201# 不锈钢圆管激光切割  
焊接成型, 汽车烤金属漆

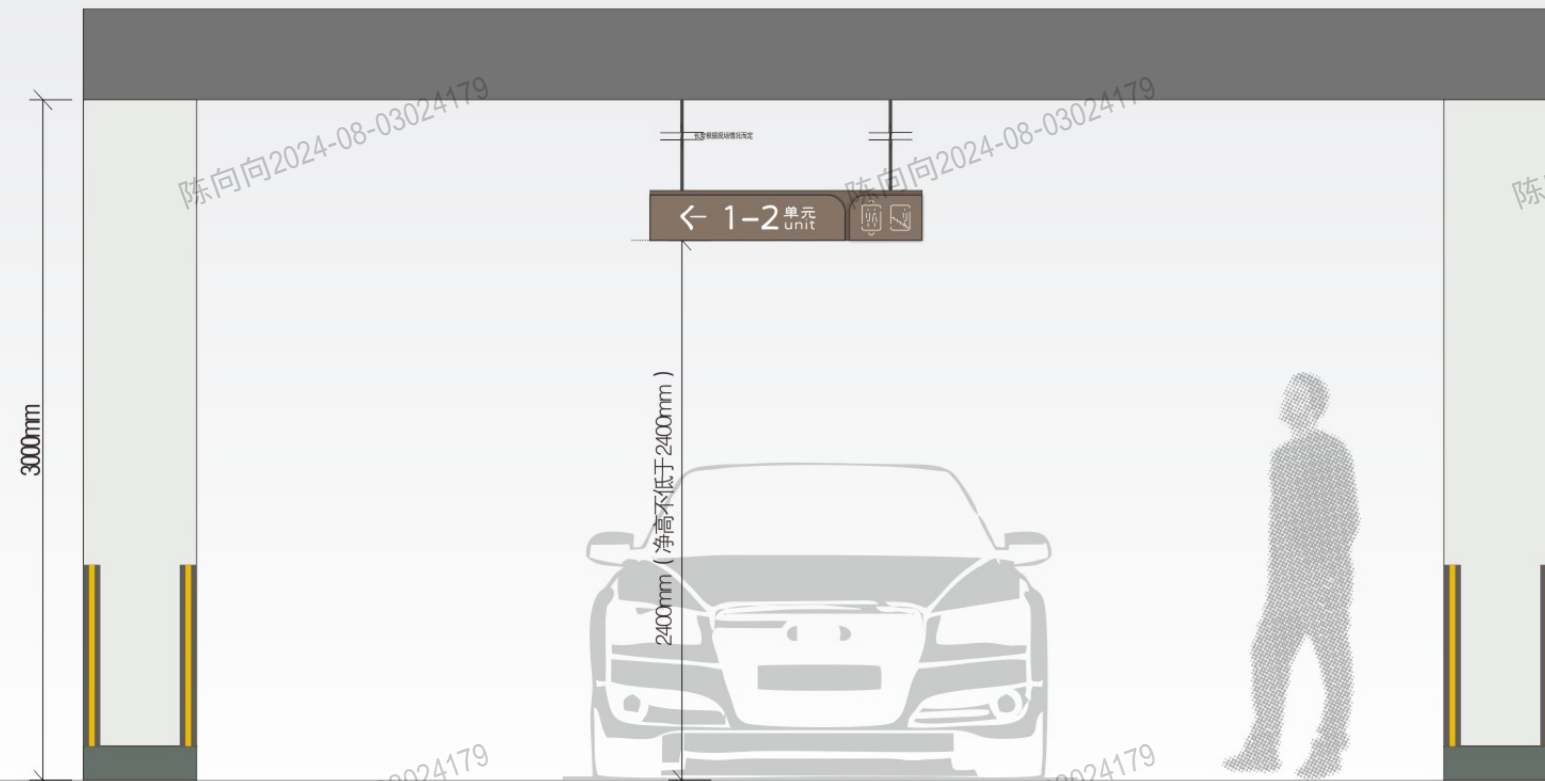
1.2mm 厚 201 拉丝不锈钢板激光切割  
焊接成型, 汽车烤金属漆

镂空, 内衬乳白亚克力,  
内置 LED 白色光源



2 侧立面 - Side Elevation  
1:10

### 安装示意



# 7.3.1

## INDOOR SIGN PARTS

私家车位标识吊牌  
数量:400个

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SCALE 图示

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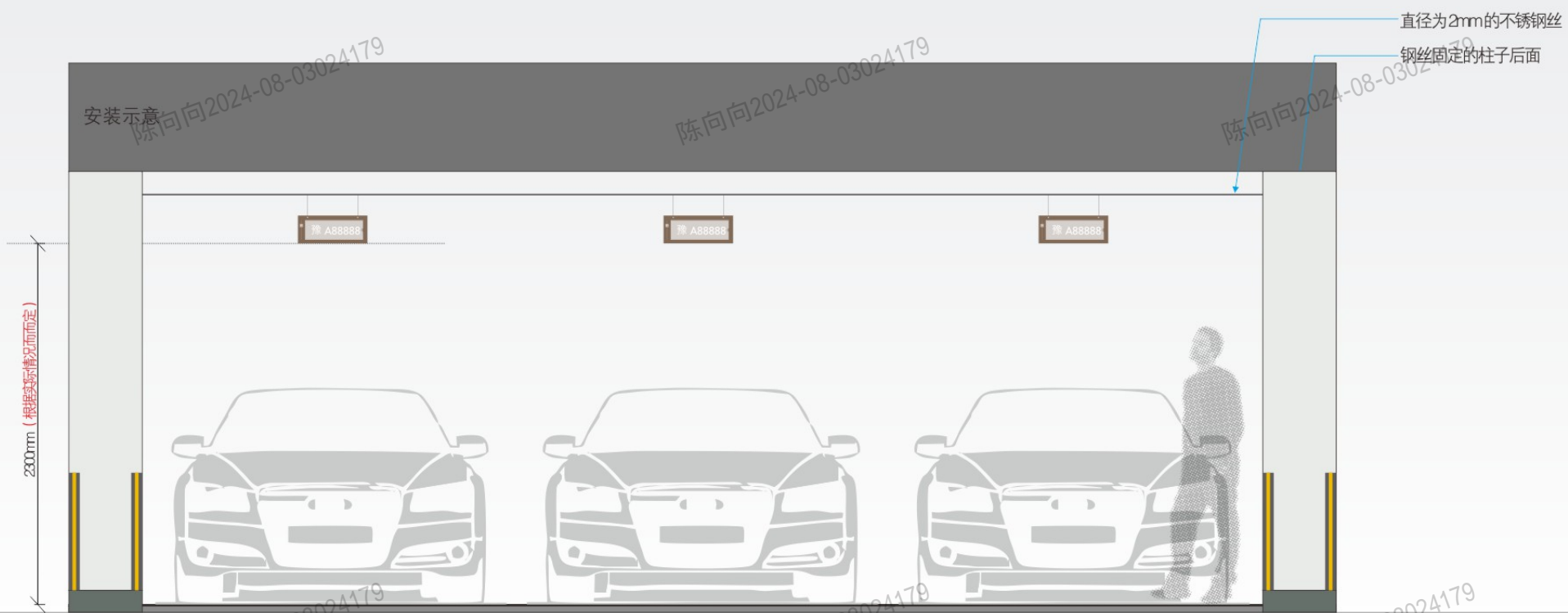
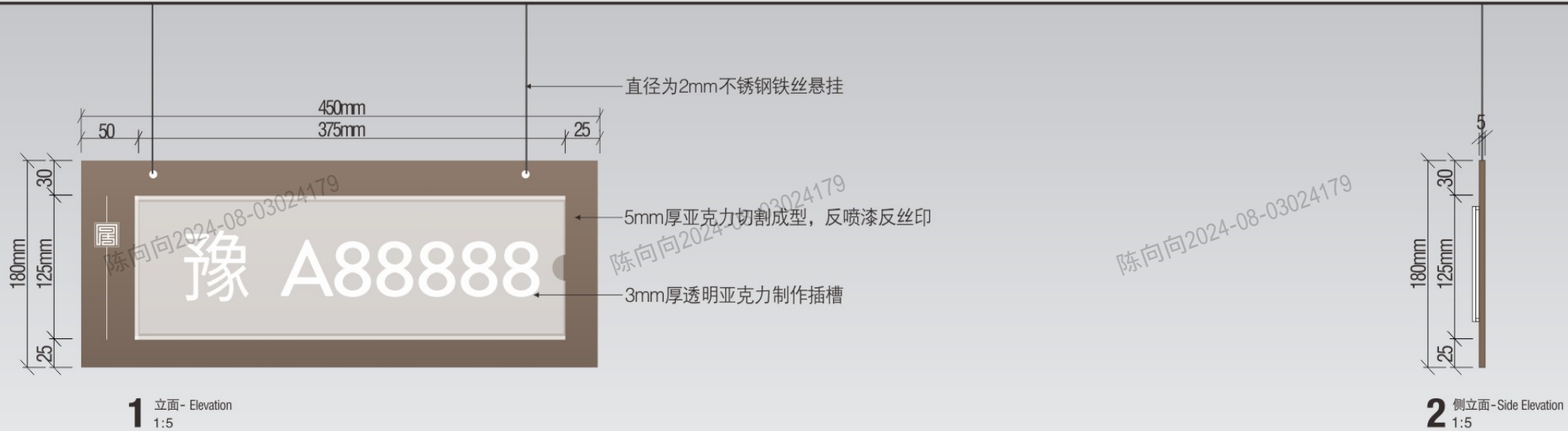
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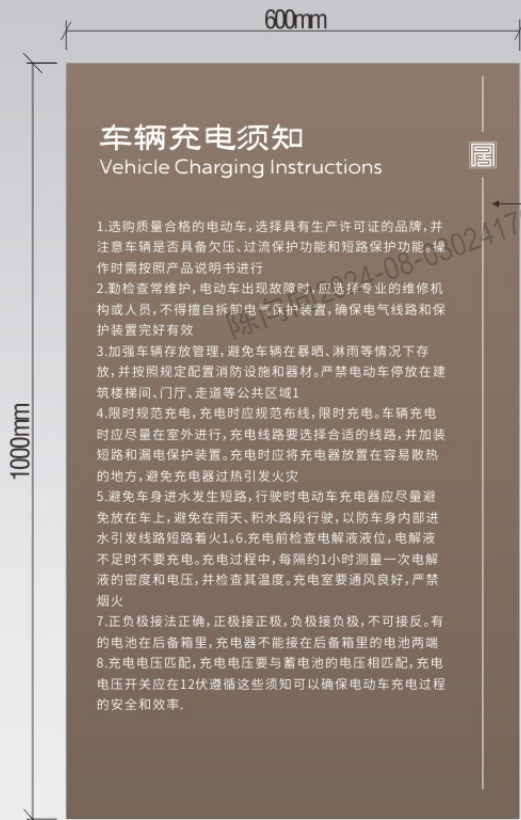
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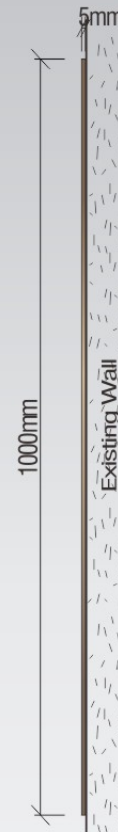
## INDOOR SIGN PARTS

地库充电须知  
数量:1个



1 立面 - Elevation  
1:10

5mm厚亚克力切割成型, 反喷漆反丝印



2 侧立面 - Side Elevation  
1:10

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PROJECT TITLE 项目

CLIENT TITLE 客户

INFORMATION 设计说明

SCALE 图例

APPROVE 审定

CHECK 审核

CHARGE 负责人

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# Thanks!



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