

ADVENTURE WAITS: EXPLORE CHINA



“DISCOVER CHINA: A JOURNEY THROUGH  
TIMELESS WONDERS AND MODERN MARVELS.”

EXPLORE CHINA



## BRAND GUIDELINES

# EXPLORE CHINA



## ADVENTURE WAITS

“DISCOVER CHINA: A JOURNEY THROUGH TIMELESS WONDERS AND MODERN MARVELS.”

China, a land of breathtaking landscapes, rich cultural heritage, and vibrant cities, offers an unforgettable adventure for travelers. From the ancient wonders of the Great Wall to the futuristic skyline of Shanghai, every corner of China presents a unique blend of history and modernity.

Why Explore China?

- Historical Marvels: Walk through centuries-old palaces, temples, and ancient towns that tell the story of a great civilization.
- Natural Wonders: Experience the stunning beauty of Zhangjiajie's floating mountains, the Li River's karst formations, and the vast landscapes of Tibet.
- Culinary Delights: Indulge in diverse regional cuisines, from spicy Sichuan hotpot to delicate Cantonese dim sum.
- Modern Metropolises: Discover the dazzling cities of Beijing, Shanghai, and Shenzhen, where tradition meets innovation.
- Beijing: Home to the Forbidden City, Summer Palace, and the Great Wall.



Together, these words capture the essence of exploring China—a journey of discovery, embracing diversity, and experiencing pure excitement!.

## ADVENTURE WAITS: EXPLORE CHINA



### DISCOVERY

China is a land of endless wonders, from ancient dynasties to modern marvels. Whether exploring the Great Wall, wandering through the Forbidden City, or experiencing rural traditions, every journey leads to a new discovery.

### DIVERSITY

With its vast landscapes, China offers everything from towering mountains and serene rivers to bustling cities and quiet villages. The culture, food, and people vary from region to region, providing travelers with a diverse and enriching experience.

### EXCITEMENT

From hiking in Zhangjiajie to exploring the neon-lit streets of Shanghai, every moment in China is filled with excitement. The thrill of adventure, the beauty of history, and the pulse of modern life make China an exhilarating destination for travelers.



## LOGO CONCEPTS

THE BOTTOM TWO WITH CHECKED BOX BRINGS CHINA TO LIFE BOTH THE MAIN LOGO AND SECONDARY LOGO

## THE LOGO



## EXPLORE CHINA EXPLORE CHINA EXPLORE CHINA

A pagoda on a logo for "Explore China" makes sense for several reasons:

**Cultural Symbolism** – Pagodas are iconic structures in China, deeply connected to the country's history, architecture, and Buddhist heritage. They symbolize enlightenment, tradition, and historical depth.

**Instant Recognition** – A pagoda is visually distinctive and immediately associated with East Asia, particularly China, making it an effective symbol for tourism, exploration, and cultural discovery.

**Aesthetic Appeal** – Pagodas have intricate designs and are often set in scenic locations, making them a visually attractive element that represents China's natural and architectural beauty.

**Representation of Heritage & Travel** – Since "Explore China" suggests travel and cultural immersion, a pagoda reinforces the idea of exploring ancient landmarks, temples, and historical sites.

**Balance & Harmony** – The tiered design of a pagoda represents balance and harmony, values deeply rooted in Chinese philosophy and aesthetics.

## FONT GUIDE

EXPLORE  
CHINA

LOGO FONT: ARIAL ROUNDED

EXPLORE CHINA

MAGAZINE FONT: GANG OF THREE

“DISCOVER CHINA: A JOURNEY THROUGH  
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REGULAR TEXT FONT: AYUTHAYA



WHITE  
#FFFFFF  
(255,255,255)

GREEN  
#448937  
(68,137,55)

YELLOW ACCENT  
#CE8A02  
(206,138,2)

CHINA RED  
#983D39  
(152,61,57)

BLACK  
#000000  
(255,255,255)

EXPLORE CHINA

COLOR GUIDE

COLORS INSPIRED BY THE  
UNTOUCHED BEAUTY OF  
EXPLORING CHINA



MOODBOARD



EXPLORING CHINA  
AND OPPORTUNITES  
THAT THE COUNTRY  
OFFERS.



EXPLORE CHINA



**PACKAGING**

SHIRTS, HOODEES, AND HATS

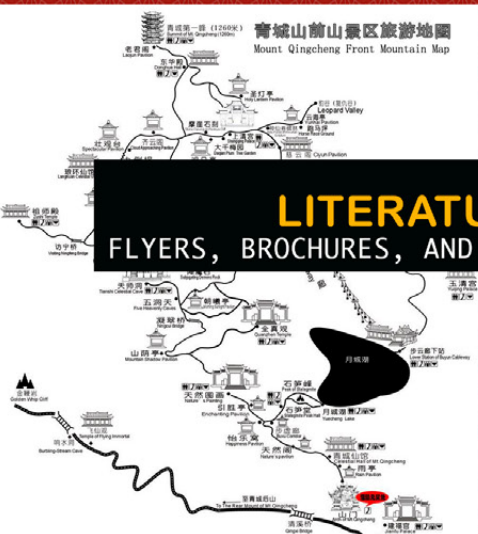
GO WHERE YOU FEEL MOST ALIVE.

ADVENTURE

Zhangjiajie National Forest Park, located in the Hunan Province of China, is a breathtaking natural wonder renowned for its towering sandstone pillars, lush forests, and stunning natural beauty. Covering an area of approximately 1500 hectares, this UNESCO World Heritage Site is a masterpiece of nature's craftsmanship, offering visitors an unparalleled experience in awe-inspiring scenery and ecological diversity.

The park is best known for its unique rock formations, known locally as "stone forests," which are characterized by thousands of towering quartzite sandstone pillars that soar into the sky, creating a surreal landscape reminiscent of a mythical realm. Among its most famous landmarks is the "Avatar Hallelujah Mountain," which served as inspiration for the floating mountains depicted in James Cameron's blockbuster film "Avatar."

Beyond its iconic rock formations, Zhangjiajie National Forest Park is also home to dense subtropical forests, crystal-clear streams, and serene lakes, providing habitats to a rich array of plant and animal species. Visitors can explore the park's numerous hiking trails, offering panoramic views of the dramatic landscape and opportunities to encounter rare wildlife, including macaques, civets, and various bird species and the Tianmen Mountain Scenic Area, known for arch-



LITERATURE FLYERS, BROCHURES, AND MAPS



DIGITAL OR HARD COPY

**CHARMING HOLIDAYS**

10 Days

Day 1: Zhangjiajie National Forest Park

Day 2: Zhangjiajie National Forest Park

Day 3: Zhangjiajie National Forest Park

Day 4: Zhangjiajie National Forest Park

Day 5: Zhangjiajie National Forest Park

Day 6: Zhangjiajie National Forest Park

Day 7: Zhangjiajie National Forest Park

Day 8: Zhangjiajie National Forest Park

Day 9: Zhangjiajie National Forest Park

Day 10: Zhangjiajie National Forest Park

**ADVENTURE**

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Day 10: Zhangjiajie National Forest Park

EXPLORE CHINA

MAGAZINES



**EXPLORE CHINA**

**NOTES**

**SEE YOU  
IN CHINA**

[www.explorechina.com](http://www.explorechina.com)



**EXPLORE CHINA**



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