



# CellMore Design Standards

Easy Connect, More Expect.

Mobile & accessories retail · Single source of truth for all brand materials | from DESIGN.md · 2026-06-02

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## Brand Impression

ภาพลักษณ์แบรนด์ · บริบทการมองเห็น

品牌形象 · 视觉语境

This standard is drawn from CellMore's physical stores: minimal white space, light-wood display tables, and Klein Blue as the single precise accent. Every digital material should carry the same calm, premium retail character.

本标准源自线下门店的真实视觉语言——极简白空间、浅木展示桌、克莱茵蓝点睛。



## From space to screen

Three visual principles run through everything.

三条视觉原则贯穿始终

- **White-led** · พื้นที่ว่าง

Generous white space, room to breathe 留白主导

- **Warm balance** · โทนอุ่น

Light wood softens the cool palette 暖色平衡

- **Klein accent** · สีเน้น

The only saturated color, used sparingly 克莱茵蓝点睛

Real in-store Thai copy · 门店真实泰语文案 (分期购机卖点 · 泰文待母语者校对)

- บัตรประชาชนใบเดียว  
只需一张身份证
- อนุมัติง่ายรับเครื่องทันที  
审批简单 · 即时取机
- ไม่ต้องใช้บัตรเครดิต  
无需信用卡
- เครื่องแท้รับประกัน  
正品 · 官方保修

01

## Logo & Lockups

Logo 组合规范

These lockups follow the in-store signage: the infinity mark, the CELLMORE wordmark, and the tagline locked at fixed proportions. Reproduce them as supplied — never recreate or rearrange.

以下组合源自门店招牌：图标 + 字标 + Slogan 固定比例锁版，按提供文件使用，不得重组。

### Primary Lockups · 主组合



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### Full Lockup

Mark + Wordmark + Tagline · 招牌主视觉

### Horizontal

Mark + Wordmark · 页头 / 导航

## Single Elements · 单独元素



### Mark only

∞ icon · favicon / app / 小尺寸

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### Wordmark only

CELLMORE · 正式署名 / 文字组合



### Reversed

On dark — use white assets · 深色底用反白  
资源

## Clear Space & Tagline · 留白与 Slogan 组合



**Clear space** · min padding = 50% of  
mark height, all sides  
四周最小留白 = 图标高度的 50%

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**Tagline lockup** · tagline left-aligned  
under the wordmark, ~40% its height

Slogan 置于字标下方左对齐，约字标高 40%

## Misuse · 禁用

✗ Recolor the mark  
改变 Logo 颜色

✗ Stretch / distort  
拉伸变形

✗ Add shadow / outline  
加阴影描边

✗ Rearrange elements  
重组各元素

02

# Color System

s:uuā

色彩系统

Klein Blue is the only high-saturation color allowed — the less it appears, the more precious it feels. White dominates; warm wood adds temperature.

克莱茵蓝是唯一允许的高纯度彩色——用得越少越贵。



## Klein Blue

น้ำเงินโคลน

#002FA7

Brand core · Logo / CTA / links

核心品牌色

## Klein Deep

น้ำเงินเข้ม

#002485

Button hover / pressed

按钮按下态

## Klein Tint

ฟ้าอ่อน

#E5EAF6

Light fill / selected / tags

浅蓝填充

## Pure White

ขาวบริสุทธิ์

#FFFFFF

Primary background 70%+

主背景

## Mist Grey

เทาหมอก

#F7F8FA

Secondary surface / cards

次级背景

## Ink Black

ดำมึก

#111111

Primary text / headings

主文本

## Slate Grey

เทาสด

#6B7280

Secondary text / captions

次要文本

## Maple Warmth

โทนไม้พญา

#E0D0B0

Warm accent (small areas)

材质暖色

# Typography

## ตัวอักษร

字体规范

Montserrat for Latin, Noto Sans Thai for Thai, Noto Sans SC for Chinese — geometric and harmonious. Bold 700 for power, Light 300 for elegant taglines.

西文 Montserrat、泰文 Noto Sans Thai、中文思源黑体，几何协调。

**Montserrat**

Latin · 300 / 400 / 500 / 700

**สวัสดี**

Thai · Noto Sans Thai

**思源黑体**

Chinese · Noto Sans SC

## Type Scale

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Display 48–64

**Aa เชื่อมต่อ**

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H1 32–40

**Aa Page title**

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H2 24–28

**Aa Section title**

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Body 16

Aa Easy Connect, More Expect.

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Small 14

Aa Supporting text

---

Caption 12

Aa Caption / legal

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**04**

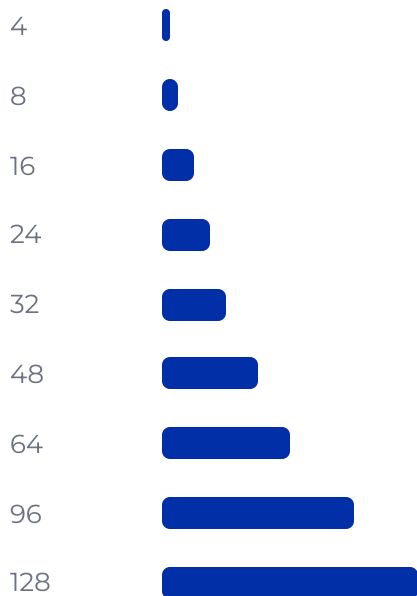
## Spacing & Layout

ระยะห่างและเลย์เอาต์

间距与布局

8px grid base. Major sections breathe with 96–128px vertical padding. Container max 1200px. White space is CellMore's luxury.

8px 栅格，区块留白 96–128px，容器 1200px。



05

## Radius · Shadow · Border

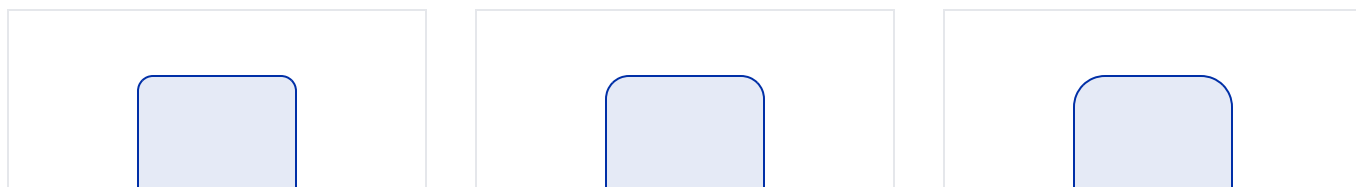
มุมโค้ง เชา และเส้นขอบ

圆角 · 阴影 · 描边

Rounded corners echo the logo's looped connection; shadows stay matte and restrained, with a blue-tinted lift on hover.

圆角呼应 Logo 连接感，阴影克制哑光。

### Radius





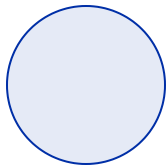
8px  
Input



12px  
Image / container



16px  
Card



Pill  
Button

## Shadow

shadow-sm  
Card default

shadow-md  
Overlay

shadow-lg  
Hover · blue-tinted

06

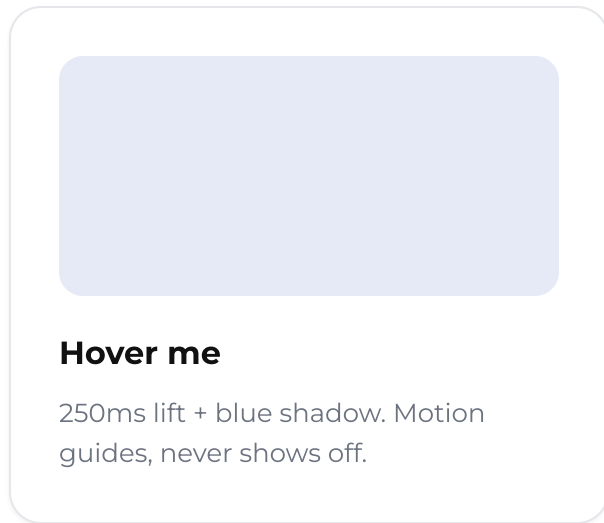
# Motion

การเคลื่อนไหว

动效

Easing cubic-bezier(0.4,0,0.2,1), fluid like an infinite connection. Three durations: 150 / 250 / 400ms. Hover the card below.

缓动如「无限连接」，150/250/400ms 三档。



**micro** 150ms — buttons, tooltips

**normal** 250ms — cards, fade-up

**transition** 400ms — large sections

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07

## Components

คอมโพเนนต์

组件规范

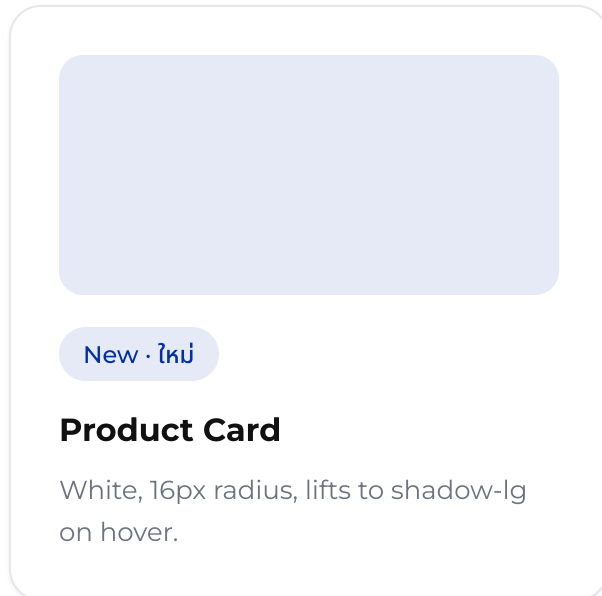
Live, interactive examples — buttons, cards, inputs, tags — all built from the tokens above.

真实可交互组件，全部使用上述 token。

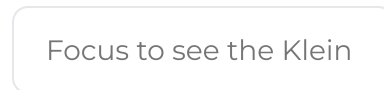
## Buttons



## Card · Input · Tag



Phone number · เบอร์โทร



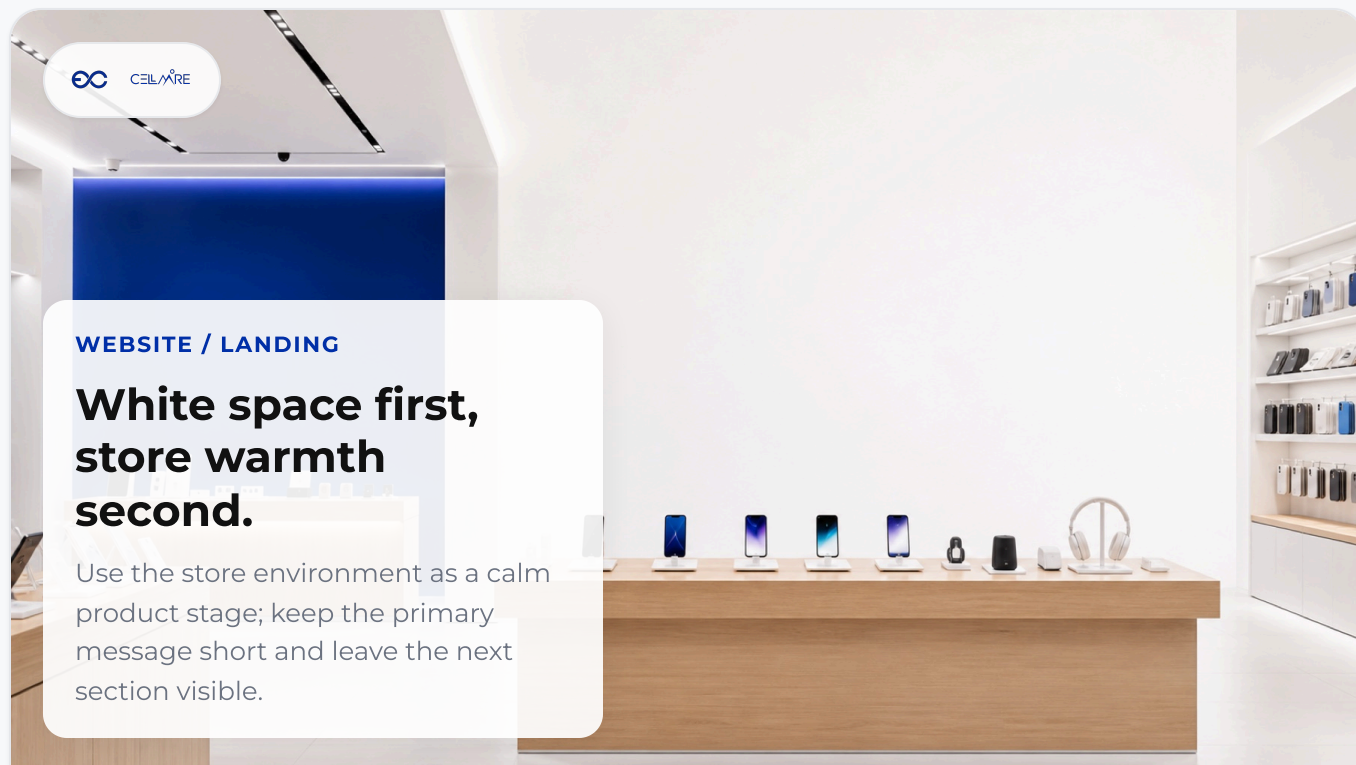
# Application Materials

ตัวอย่างการใช้งานในสื่อ

应用物料规范

Application materials should feel like the store translated into media: white-led, quiet, practical, with Klein Blue as the one decisive brand signal. Generated imagery is used only for environment and product context; exact logo and copy are always placed by the design system.

应用物料应像“把门店搬到媒介里”：白场主导、克制、实用，克莱茵蓝只作为明确品牌信号。生成图只用于场景与产品语境，Logo 与文案必须由设计系统精确叠加。



## Website & Landing Page · 官网与落地页

Use full-width hero or campaign bands. Keep the H1 literal and useful; place product, installment, or service proof below the fold instead of crowding the hero.

### Ratio

16:9 / 21:9 hero

### Logo

Top-left, Klein Blue

### CTA

Primary pill in #002FA7

ADS BANNER

**One offer. One  
action.**

Short benefit copy, no more than two lines, with one clear CTA.



## Digital Advertising · 数字广告

Reserve large empty areas for exact copy overlay. Avoid promotional clutter, multiple badges, and saturated colors beyond Klein Blue.

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### Ratio

16:9 / 2:1 / 1.91:1

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### Copy

1 headline + 1 CTA

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### Blue

One block or one CTA



SOCIAL 1:1

## Product grid, generous air.

Use the upper third for message,  
lower area for products.

### Social Media · 社媒方图

Keep layouts modular: product flat-lay, clean headline zone, small logo. Do not use sticker-like sale bursts or rainbow accessory palettes.

## Ratio

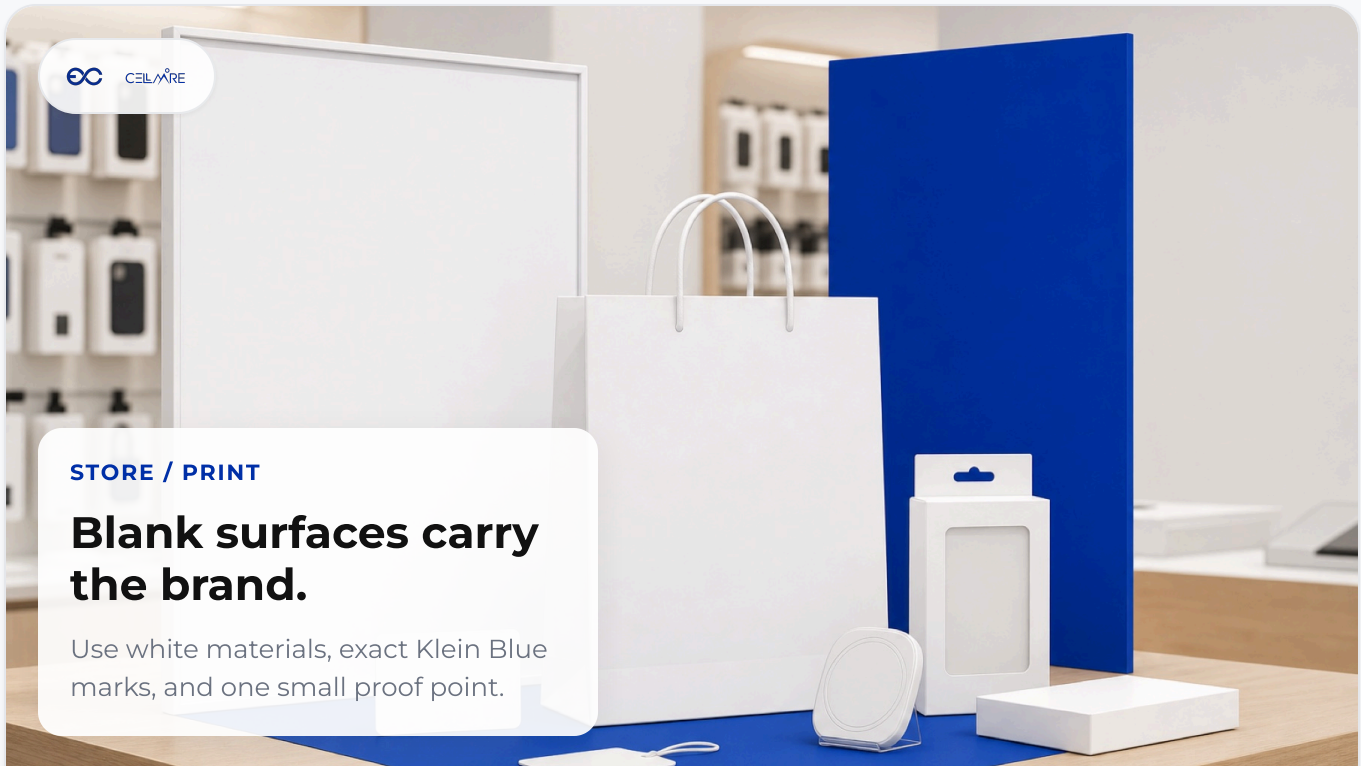
1:1 / 4:5

## Type

Display 32-48

## Safe area

64px min



### STORE / PRINT

## Blank surfaces carry the brand.

Use white materials, exact Klein Blue marks, and one small proof point.

## Store Collateral · 门店海报 / 包装 / 购物袋

Physical materials should stay almost blank. The logo, one blue field, and one service message are enough; material quality and spacing do the rest.

### Print

White stock + Klein Blue

### Logo

Do not stretch or recolor

### Message

One benefit per surface

### Use Generated Imagery Carefully

生成图只做场景、产品和材质氛围，不承载最终 Logo 或可读营销文案。

### Overlay Exact Assets

Logo、Slogan、CTA、价格、条款必须用 HTML / 设计系统资源叠加，避免 AI 生成错字。

### Keep One Blue Signal

每个画面只保留一个强蓝信号：蓝色块、Logo、CTA 三者择主，不要互相抢戏。

### Respect Retail Calm

物料要像门店：明亮、干净、可信赖；避免促销噪音、复杂渐变和多彩装饰。

09

## Do's & Don'ts

### ข้อควรทำและข้อห้าม

规范精髓与反模式

#### ✓ Do

- ✓ Let white lead, Klein Blue be the one highlight  
让白当主角，蓝当那一个亮点
- ✓ Balance the cool palette with warm wood  
用浅木暖色中和冷调
- ✓ Align to the grid, keep generous space  
严格栅格、慷慨留白

#### ✗ Don't

- ✗ Don't mix many saturated colors  
不要多种高饱和色并用
- ✗ Don't use the CELLMORE wordmark as body type  
不要把字标当正文字体
- ✗ Don't stack heavy shadows / gradients  
不要堆叠重阴影渐变

✓ Use only the official #002FA7  
克莱茵蓝只用官方值

✗ Don't cram the layout, kill the  
white space  
不要压缩留白塞满版面



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CellMore Visual Design Standards · follows DESIGN.md · 2026-06-01