CHINA CAR PARTS UAE

IDENTITY SYSTEM / VERSION 1.0

Chinese car parts. Clearly sourced.

A consistent visual and verbal system for useful information, confident quotations and calm, credible commercial content.

PRECISION / CLARITY / CONFIDENCE

Logo. Color. Typography. Content. Motion. Reusable production assets.

Brand foundation

POSITIONING

A clear route to the right part.

China Car Parts UAE helps drivers, workshops and fleets source parts for Chinese-brand vehicles. The starting point is a VIN and the part name; the outcome is a specific, written quote.

MASTER DESCRIPTOR

Chinese car parts, sourced by VIN.

قطع غيار صينية حسب رقم الهيكل

Precise

Name the exact action, vehicle detail or order condition. Avoid vague promises.

Approachable

Use plain English and natural Arabic. Make the next step easy to understand.

Assured

Show clear process, careful packing and real evidence. Confidence comes from specifics.

Logo system

THE RETAINED SYMBOL

The supplied CCP artwork stays intact. Use the original PNG; never recreate the letters with a font.

SOCIAL AVATAR

CHINA CAR PARTS UAE

Horizontal lockup: preferred for headers, documents and wider layouts.

SVG lockups contain the exact 512 px raster symbol and outlined wordmark. They are not a newly traced vector logo.

Clear space and correct use



H = symbol height

Give the symbol room to breathe.

Keep at least 0.25H clear on every side. Keep type, borders, trim and other logos outside this area.

01 / SIZE

Minimum sizes

Symbol: 32 px digital. Full horizontal lockup: 220 px digital. Keep the 512 px source at or below 43 mm for 300 ppi print.

02 / INTEGRITY

Use the supplied shape

No stretching, rotation, shadows, recoloring, outlines or letter replacement. Place it on a calm solid surface.

Use the supplied square avatar for social profile circles. Platform story rings are interface elements, not part of the brand mark.

Color palette

Signal Yellow

#FFF200

Brand recognition / primary CTA

Forest

#17261D

Primary dark surface / text

Ivory

#F5F4EB

Light documents / breathing room

Deep Forest

#0E1C14

Photo panels / dark depth

Slate

#465B4C

Supporting text on light

Mist

#DDE5D9

Lines / secondary light surface

Use approximately 60% Forest or Ivory, 30% photography / the secondary surface and 10% Yellow. This is a composition guide, not a rigid formula.

Legacy #FFDF00: keep in existing published artwork; new work uses #FFF200.

Color combinations and contrast

Choose a tested text / surface pair. Check contrast again after adding photography, transparency, gradients or overlays.

Aa 15.57:1

Light on Forest

PASS / normal text

Aa 13.48:1

Forest on Yellow

PASS / normal text

Aa 14.29:1

Forest on Ivory

PASS / normal text

Aa 6.65:1

Slate on Ivory

PASS / normal text

Aa 8.98:1

Muted on Forest

PASS / normal text

Aa 1.06:1

Yellow on Ivory

AVOID / normal text

Working target: WCAG 2.2 AA. Normal text needs 4.5:1; qualifying large text needs 3:1. Prefer 4.5:1 for social artwork too. Contrast checks are not a full accessibility certification.

Typography

PRIMARY / LATIN + CYRILLIC

Manrope

Precise. Human. Readable.

Aa Θθ Yγ 0123456789

Noto Sans Arabic

قطع غيار السيارات الصينية

وضوح في كل خطوة

DISPLAY	96 px	Weight 800	Line height 0.98-1.08
HEADLINE	64 px	Weight 800	Line height 1.08-1.16
BODY	32 px	Weight 400-600	Line height 1.40-1.55
LABEL / CTA	24 px	Weight 700	Line height 1.25-1.40

Values above refer to a 1080 px social canvas. Web: 16-18 px body; print: 10-11 pt body.

English and Arabic layout

ENGLISH

Send your VIN.
Get a clear quote.

+971 55 175 0068

العربية

أرسل رقم الهيكل
واحصل على عرض سعر واضح

+971 55 175 0068

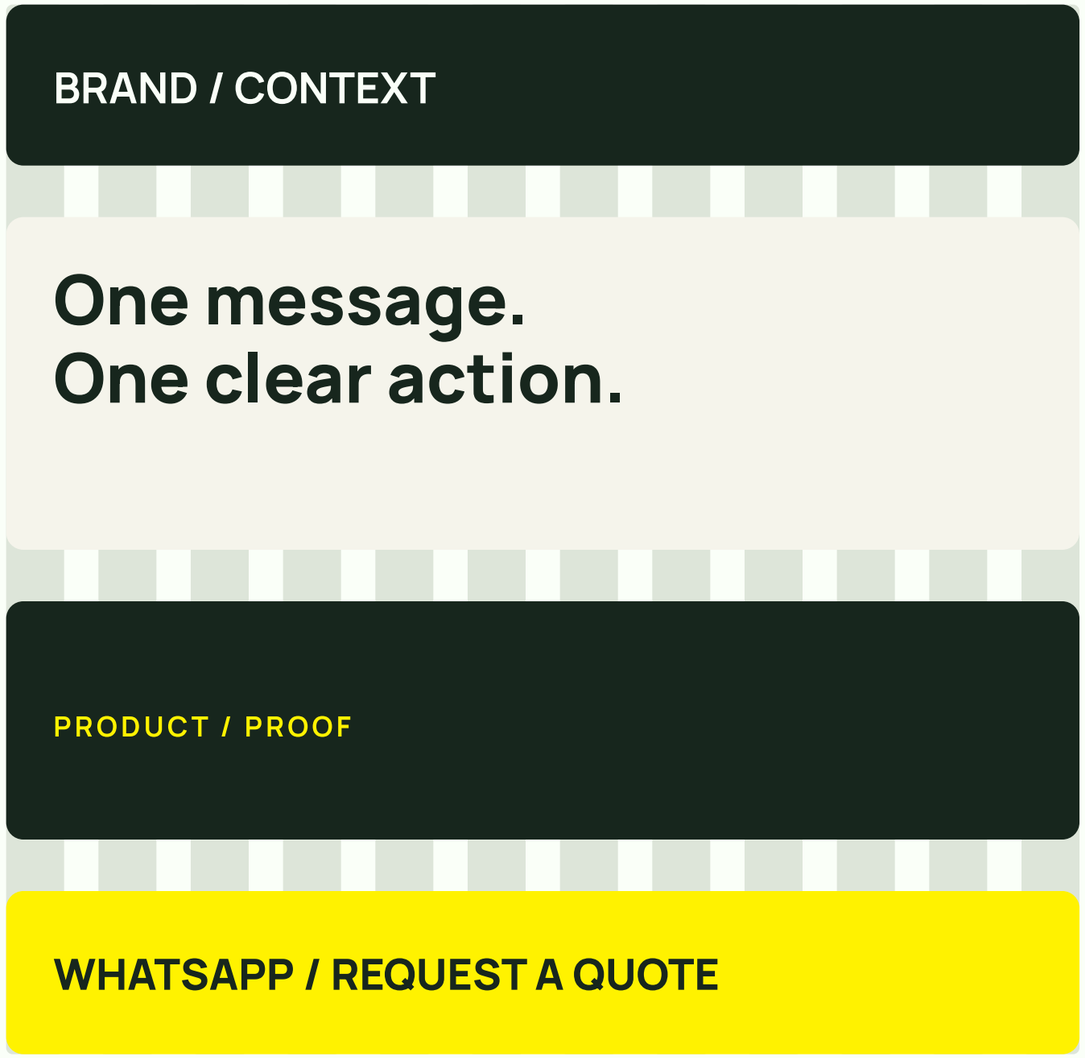
Give each language space

Prefer separate EN / AR artworks. In one design, use separate blocks and consistent hierarchy; do not force literal line-for-line translation.

Set direction deliberately

Arabic runs RTL. Phone numbers, domains and VINs stay LTR. Do not track Arabic letters. Check shaping, punctuation and mixed text.

Composition and graphic language



01 / RHYTHM

Grid and space

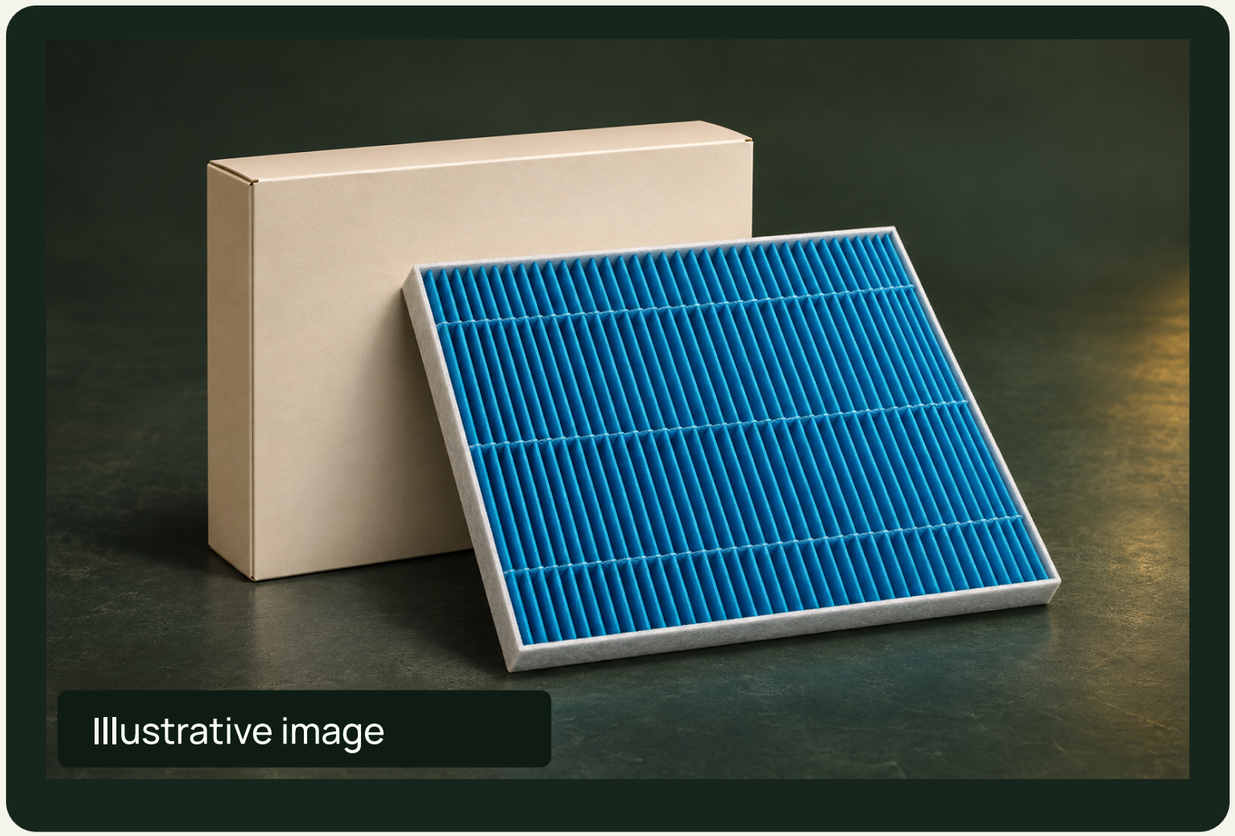
1080 px feed: 64 px side margins, 12 columns, 24 px gutters. Use 8 px spacing increments; 16 / 24 / 32 px for related groups.

02 / RESTRAINT

Graphic language

Simple 2 px line icons, open circles, boxes and a single yellow rule. Rounded cards: 16-24 px at social scale. No ornamental flags or pseudo-industrial clutter.

Photography and image direction



PRODUCT-FOCUSED / NEUTRAL LIGHT

Use clean details, readable packaging and real process photographs. Dark green backgrounds and natural highlights create depth without heavy effects.

01 / TRUST

Real evidence first

Use actual packing, part labels and order progress when consent and confidentiality allow. Remove customer identifiers before publication.

02 / HONESTY

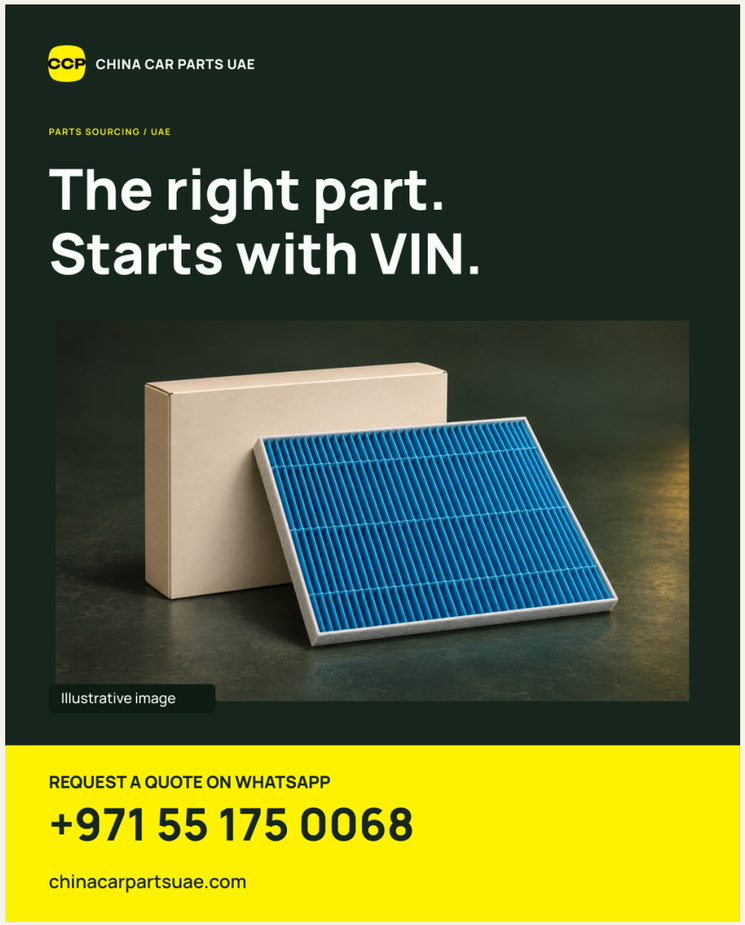
AI imagery has a role

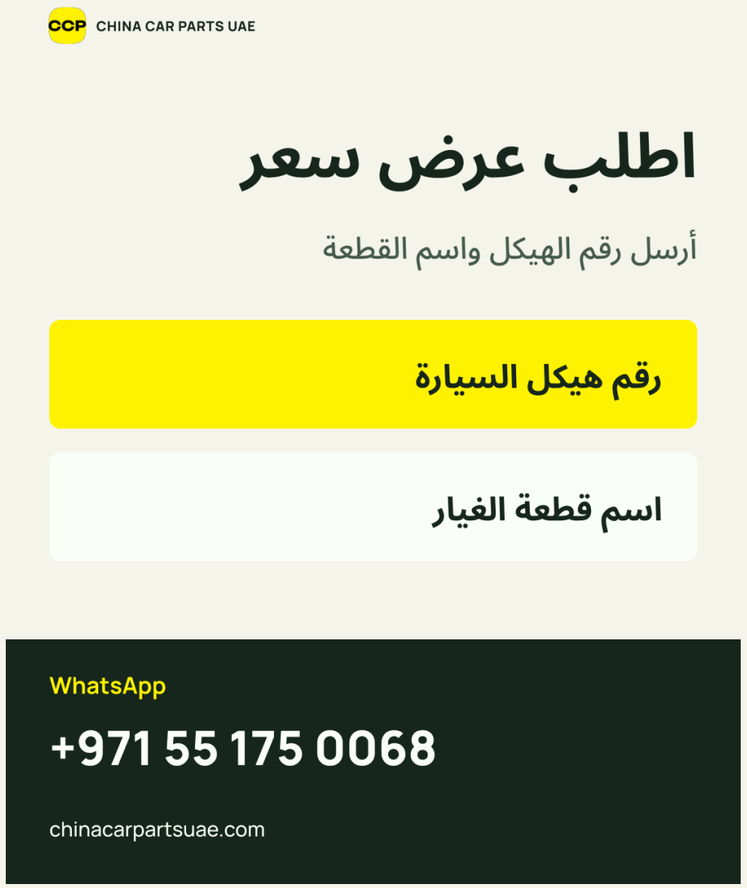
Use it for atmosphere or explained product illustrations. Label it where viewers could confuse it with stock, a customer order or proof of authenticity.

Image prompt: premium automotive parts still life, accurate mechanical detail, neutral studio light, deep forest background, generous negative space, no text, no invented logo.

Social templates

FEED / 1080 X 1350





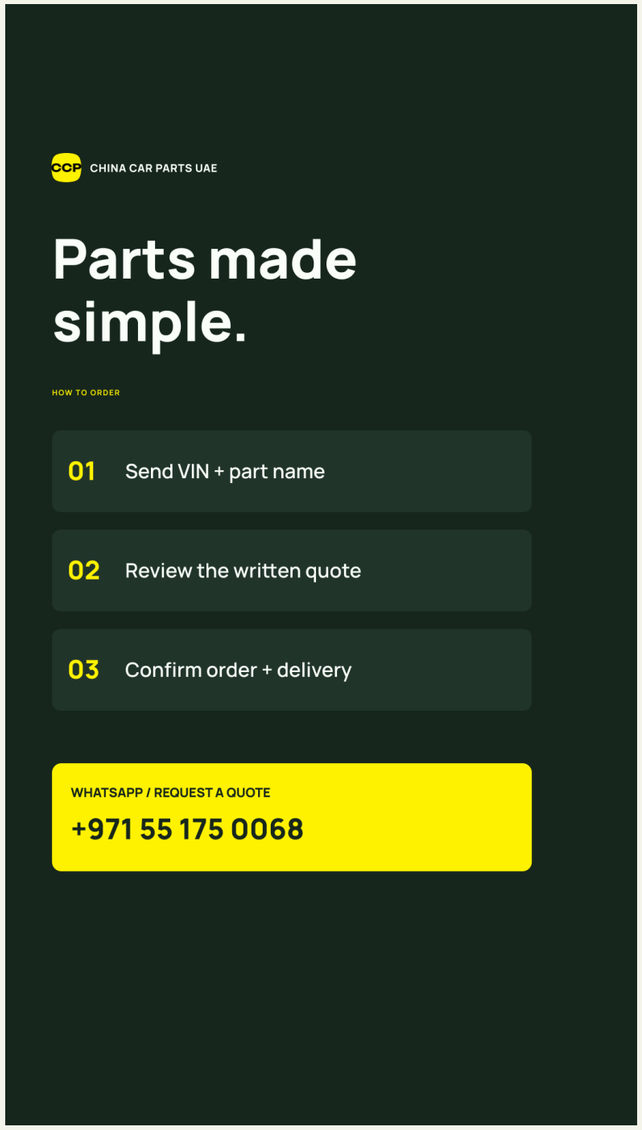
Build a recognizable feed

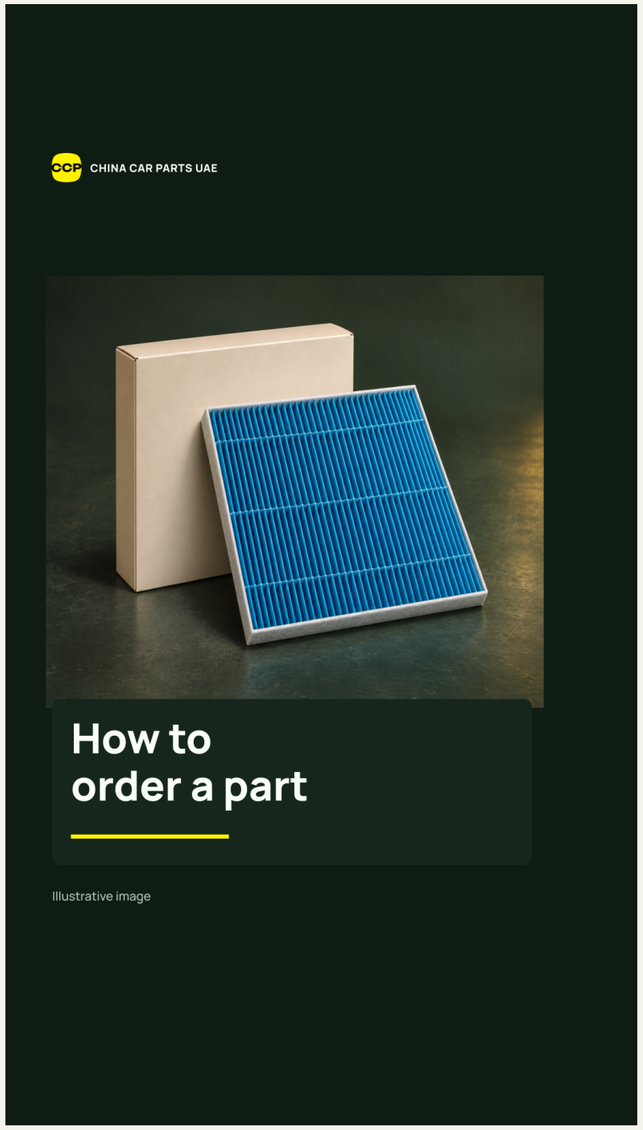
Alternate product proof, how-to information and a clear enquiry action. Use the same logo position, type scale and footer contact pattern.

Captions hold the conditions: exact part, availability, price, delivery and image disclosure where applicable. Do not shrink every detail onto the poster.

Included editable and outlined templates: product feed, Arabic quote, order Story, Reel cover, A4 correspondence and contact card.

Stories, Reels and Highlights





1080 x 1920 / shared vertical asset

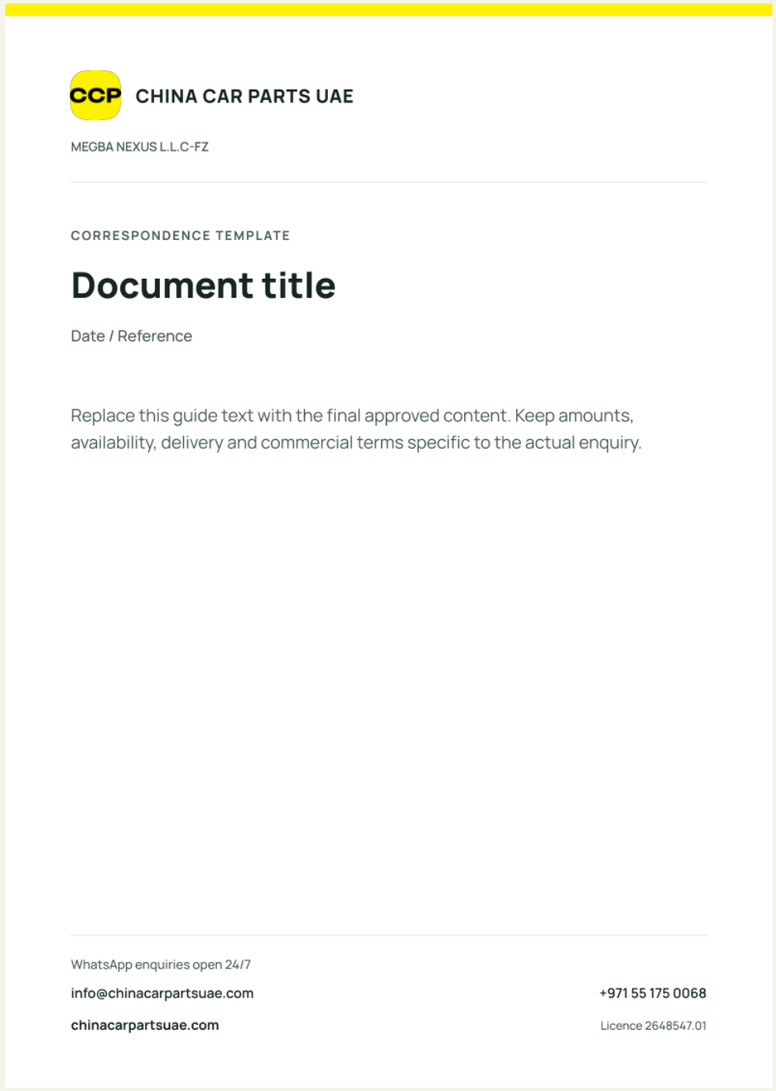
House safe area: x 80-900, y 250-1500. Keep the key message and contact action inside this area; platform overlays still need a final check.

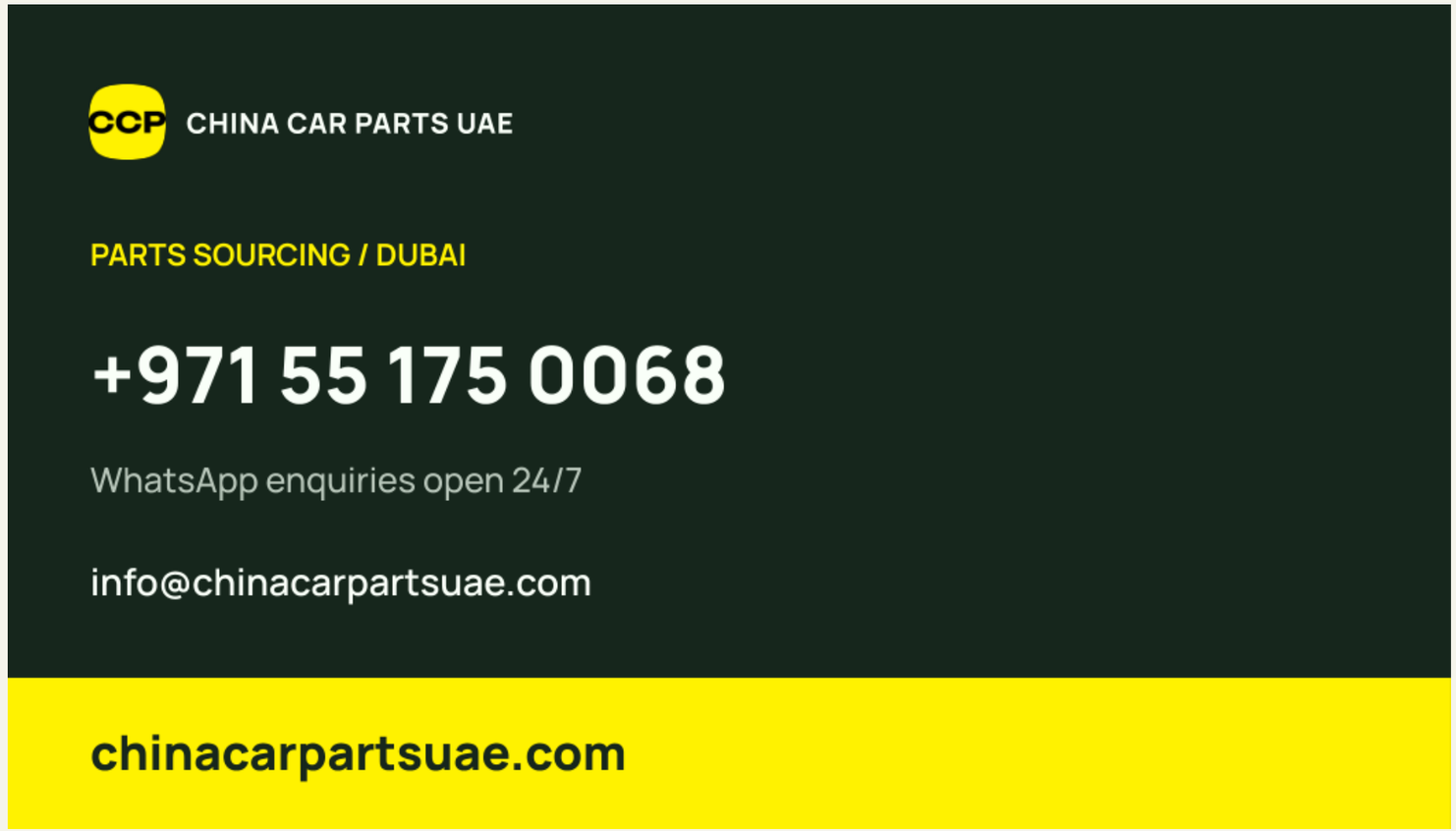
Reel cover: keep the title centered in the feed crop as well as readable in the vertical view. Limit it to two short lines.

Highlights: Order, Brands, VIN Check, Delivery, Contact. Use the existing yellow covers with one consistent line icon.

These safe zones are production defaults, not guaranteed platform specifications.

Documents and contact material





Documents use a light surface, restrained yellow rule and readable body copy. Use the operator name and verified contact information once.

Commercial templates remain authoritative for invoices, quotations and receipts. A4 / 18 mm margins / 3 mm bleed only where artwork reaches the trim.

Voice and message rules

VOICE / CLEAR, SPECIFIC, REASSURING

Confidence comes from the details.

Lead with the customer need. Ask for the minimum useful information. State what will be checked and what the customer should do next.

USE

Send your VIN and part name privately on WhatsApp. We will check the specification, availability and quote for your request.

AVOID

Guaranteed genuine, all parts in stock, same-day delivery, lowest price, official dealer - unless the exact statement is supported for that offer.

Primary CTA: Send VIN + part name on WhatsApp.

Arabic CTA: **أرسل رقم الهيكل واسم القطعة عبر واتساب**

Motion and audio identity

CALM INTERNATIONAL COMMERCIAL

Measured motion. Refined sound.

Use gentle product moves, slow crops and clean transitions. Keep the parts and message in focus. Avoid aggressive flashes, strobe cuts or decorative effects.

TEMPO

82-106 BPM

MUSIC ONLY

Around -20 LUFS

TRUE PEAK

At or below -1 dBTP

TRANSITION

0.25-0.45 seconds

Preview first. Publish after owner approval.

New or changed music/video needs explicit approval. Keep licence evidence, attribution and each video code. Free organic-post rights do not automatically cover paid ads or boosts.

Production and governance

PRODUCTION / ONE MAINTAINED SOURCE

01 Start with the brief

Audience, language, purpose, one CTA and verified facts.

02 Use the kit

Load the retained logo, supplied fonts, tokens and closest template.

03 Check the output

Phone-size legibility, Arabic shaping, crop, contrast, links and confidentiality.

04 Approve and publish

Preview changed video/music; keep publication authority separate from creation.

05 Archive the evidence

Save editable source, export, caption, licence, approval and final platform URL.

File pattern: CCP_[Campaign]_[Asset]_[EN-AR]_[Size]_v01.ext