



Image Design
Guide V3.0

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Design concept

- 1.1 Design theme
- 1.2 Design style
- 1.3 Design elements
- 1.4 Design show

I 、 Design concept

Theme

CONCISE

HUMANIZED

MODULAR

TECHNOLOGICAL

Style

Concision

Fashion

Geniality

Technology

Elements

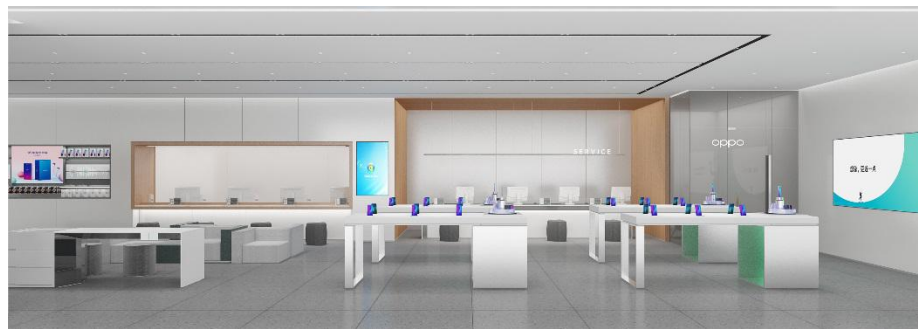
Texture

Service

Interaction

Experience

Show



A Design standard

- Store level
- Construction process

B Design module

- Functional partition
- Partition principle

C Principles of space design

- Principles of ichnography design
- Principles of facade design
- Design principle of ceiling, ground, metope

II、Design principle - Design standard

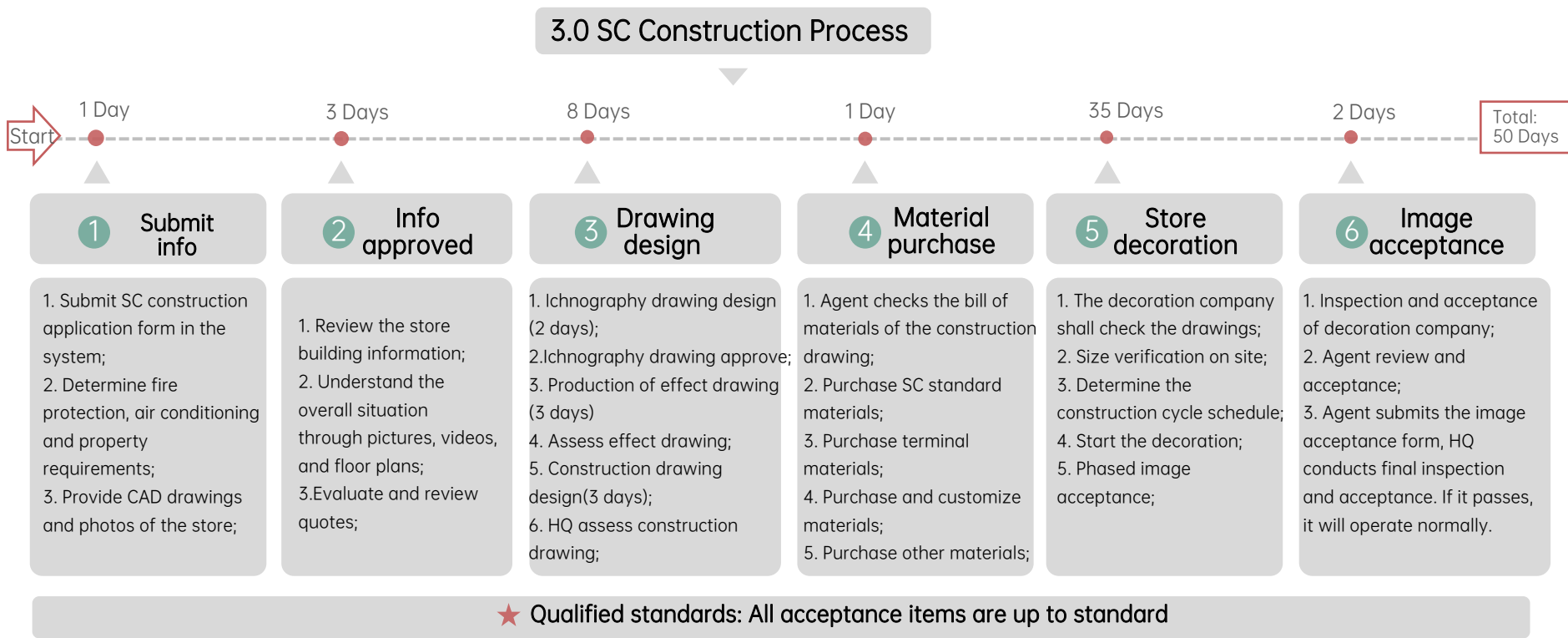
2.1.1 Store level

3.0 SC image grading standards

Type	Store category	Image version	City level	Area (m²)	Height	Store require
Flagship store	Shopping mall	The flagship store is precisely designed according to the characteristics of the regional society with high-end customized materials and technological equipment. It's not limited to HQ standard.	A	≥ 200 m²	≥ 3.6m	L ≥ 10m W ≥ 10m
Experience & Service	Shopping mall, Street stores	Refer to the image standard of OPPO EXPERIENCE & SERVICE. All display and standard items are based on the HQ terminal standards. Total store area is ≥ 100 m², and customer service area is ≥ 40 m²	A、B	≥ 100 m²	≥ 3.2m	L ≥ 10m W ≥ 8m
Service Center	Shopping mall, Street stores, Office buildings	According to the OPPO HQ SC image standard, using the SC standard parts of HQ, the store area is ≥ 40 m²	A、B、C	≥ 40 m²	≥ 2.8m	L ≥ 8m W ≥ 4.5m

II、Design principle - Design standard

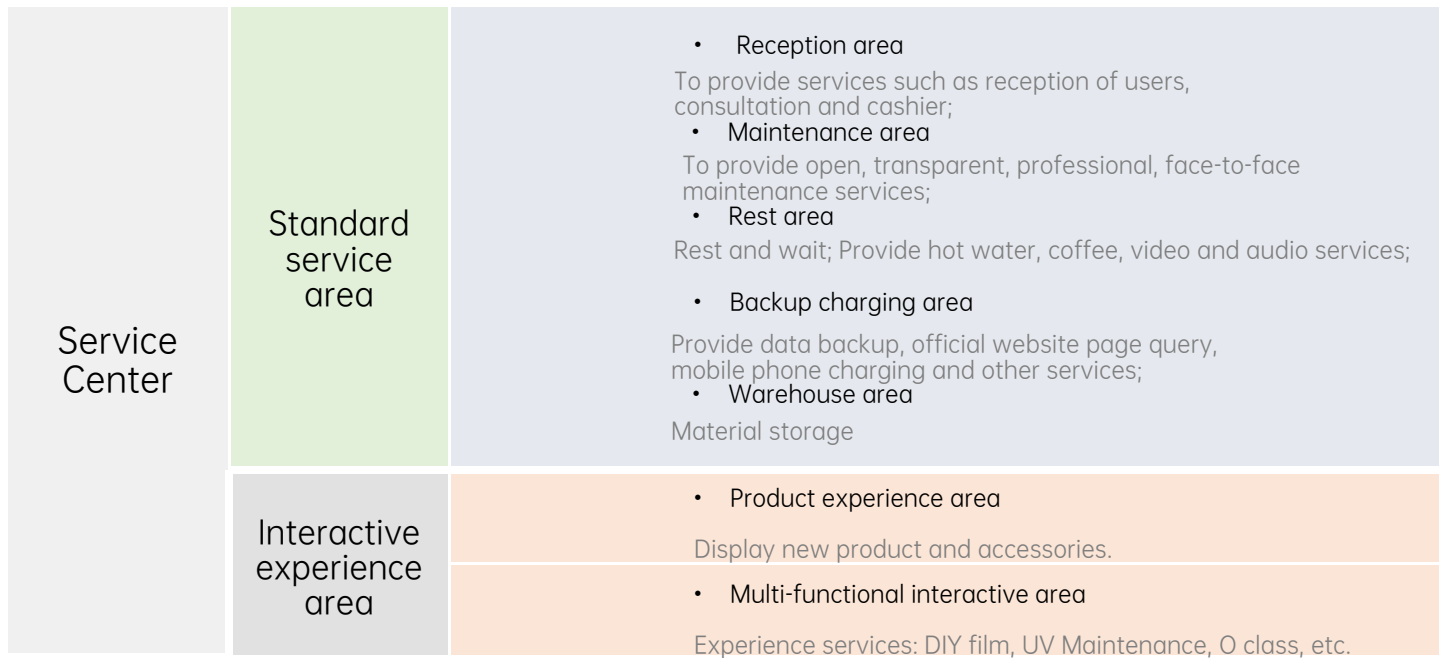
2.1.2 Construction Process



II、Design principle - Design module

2.2.1 Functional partition

A、Functional partition:



2.2.2 Partition principle

Reception area: Facing the main entrance, not blocked by wall pillars, close to maintenance area;

Maintenance area: Close to the reception area to facilitate communication with receptionist;

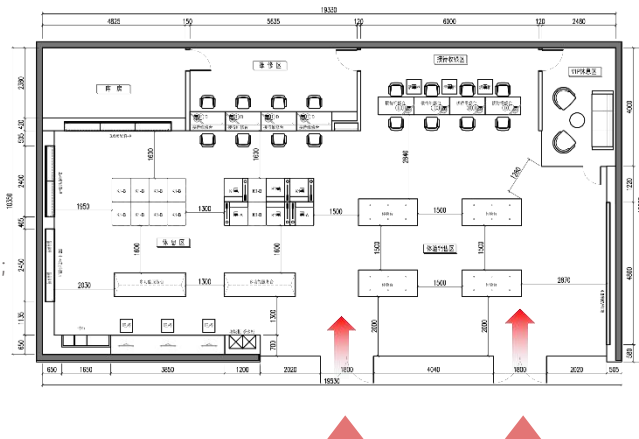
Rest area: Located in the visible area of the reception and maintenance area;

Backup charging area: The wall is embedded in the left or right side to make full use of the space;

Warehouse area: Designed near the maintenance area and accessed through a hidden door;

Product experience area : Close to entrance, is preferably consistent with the direction of entrance;;

Multi-functional interactive area : Located on both sides of the rest area.



Main

functions Area:

40m²~50m²: Reception, Maintenance, Rest, Backup, Warehouse

50m²~80m²: Reception, Maintenance, Rest, Backup, Warehouse、Experience

80m²~120m²: Reception, Maintenance, Rest, Backup, Warehouse、Experience

≡ 150m²: Reception, Maintenance, Rest, Backup, Warehouse, Experience, Interactive

Functional Partition Ichnography (200m²)

AREA	Reception	Maintenance	Rest	Backup	Warehouse	Experience	Interactive
Main functions	Reception	Maintenance	Sofa、TV	Computer、Chair	Material cabinet	Experience	Service table
	desk	desk		2.0	Table Display	Experience	
Alternative functions	/	/	/	Bookcase	Maintenance	props	props
					desk		

II、Design principle - Principles of space design

2.3.1 Ichnography design principle - User flow direction

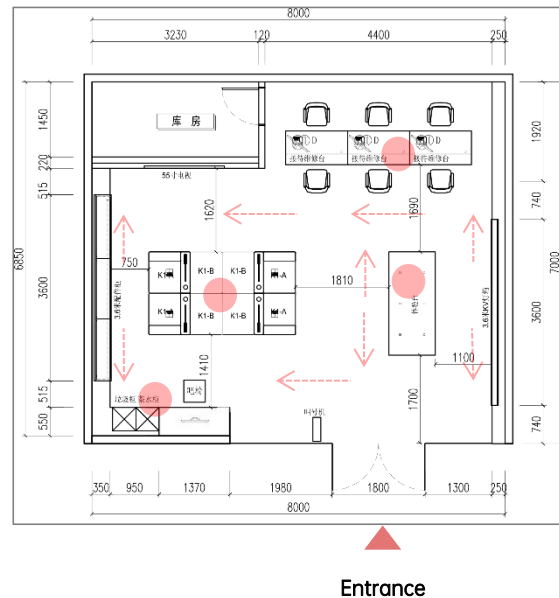
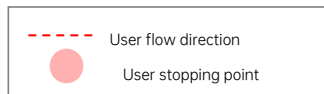
User flow direction:

A、User flow direction

- According to the service process, take the flow of users as the guide to determine the flow of people to improve the convenience of the user experience;
- The layout of plane props needs to ensure a minimum distance to facilitate circulation and experience comfort.

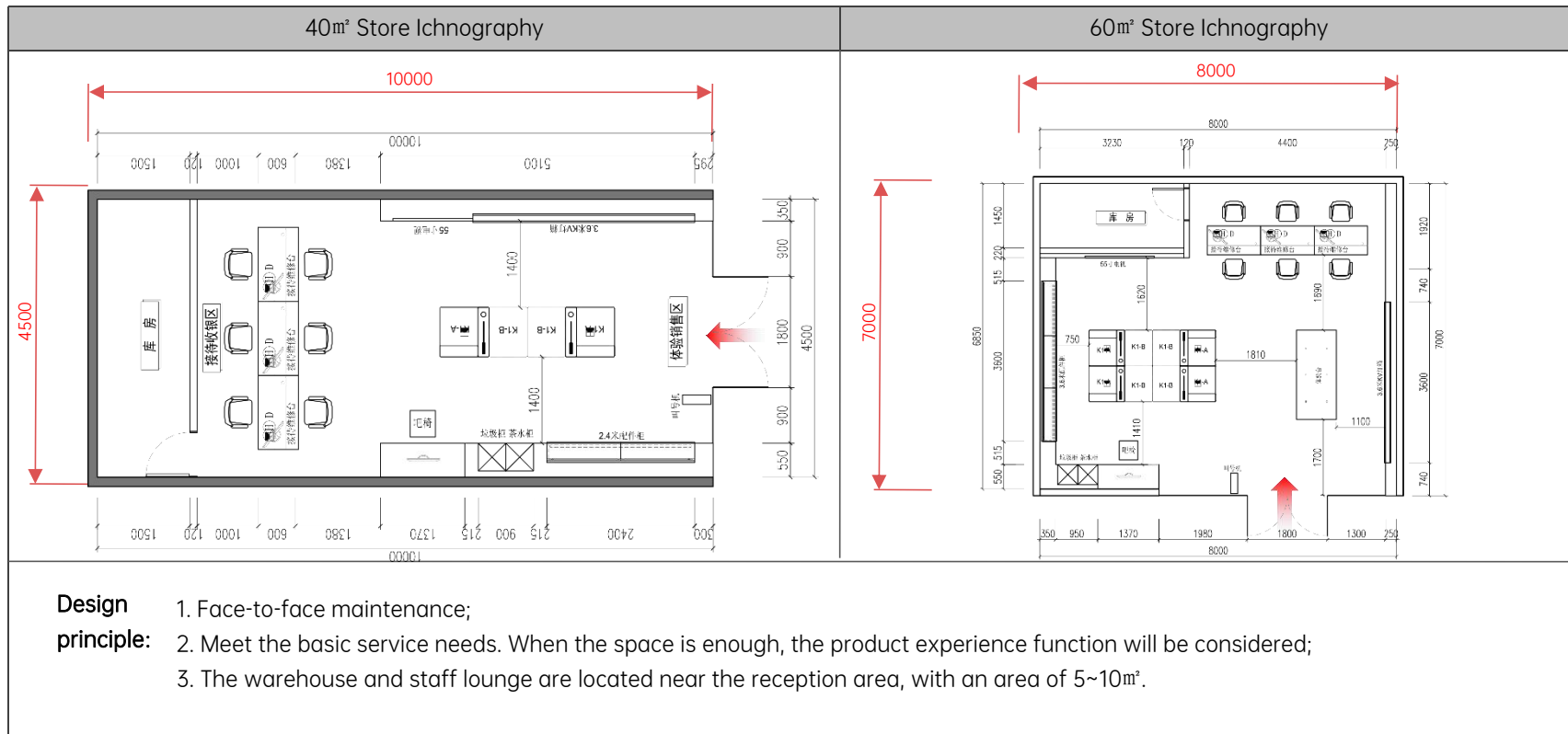
B、User stopping point

- According to the order of entering the store, design the User stopping point , so that the use of functional areas more valuable;
- Ensure the consistency of store design and functional areas according to the principle of standard parts placement



II、Design principle - Principles of space design

2.3.2 Ichnography design principle -Store type extension



II、Design principle - Principles of space design

2.3.3 Ichnography design principle -Store type extension

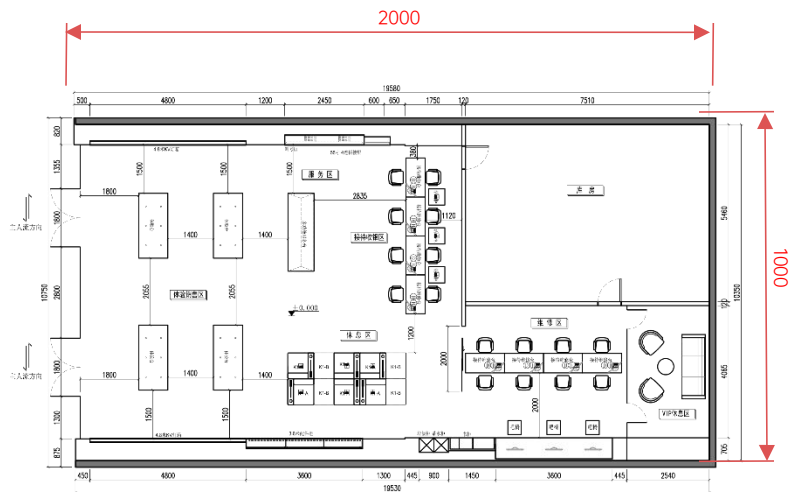
200m² Store Ichnography

Design principle:

1. The reception area and maintenance area are connected with each other, using "L" or "—" ichnography ;
2. When the area is more than 200m², it shall have all functions, including standard service function and interactive experience function;
3. The warehouse shall be located near the maintenance area for the convenience of the engineer to get materials.

AREA	Reception	Maintenance	Backup
Main functions	Reception desk	Maintenance desk	Computer Chair
Alternative functions	/	/	Bookcase

AREA	Rest	Experience	Interactive
Main functions	Sofa、TV	Experience Table	Service table
Alternative functions	/	Display props	Experience props



II、Design principle - Principles of space design

2.3.4 Principle of facade design -design standard

Principle of facade design:

1.LOGO Standard

A. LOGO & Brand color design

B.LOGO Proportion standard

C.LOGO Positioning standard

2. Facade Standard

A. Facade Proportion standard

B. Facade material standard



II、Design principle - Principles of space design

2.3.5 Principle of facade design - Facade proportion & material

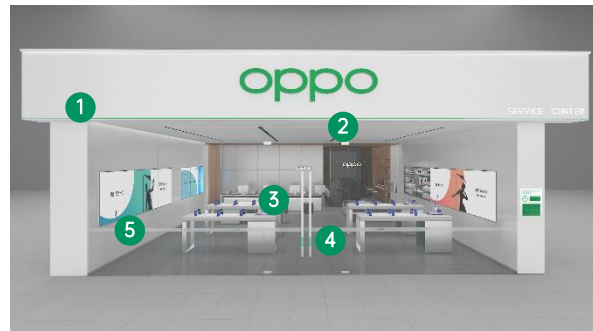
A. Facade Proportion of the standard

1. Proportion requirements: Door head size (X) must be less than gate post size (Y), $X/Y < 1$.
2. Glass door design: when the door height $\leq 2200\text{mm}$, the glass door design to the ceiling top.
3. Door handle:
When the glass door height $\leq 2400\text{mm}$, door handle $H=1200\text{mm}$;
When the glass door is $> 2400\text{mm}$ high, the door handle $H=1800\text{mm}$;
4. Window glass: when a single piece of glass is less than 2400mm , the glass should be kept intact to avoid seams.



B. Facade material standard

1. Door head/post: fluorocarbon white aluminum plastic board
2. Green LED belt: green acrylic + waterproof LED light belt
3. Glass door: 12mm toughened glass
4. Door handle: stainless steel door handle
5. Bumper strip: frosted hollow out



II、Design principle - Principles of space design

2.3.6 Principle of facade design - LOGO Standard

A.LOGO & Brand color design

a. Standard: First Green

b. Outdoor LOGO Protect distance

a

CMYK:
90、33、100、24
RGB:
4、106、56

b



$1:1 \leq \text{Proportion of H \& W} < 1:2$



$1:2 \leq \text{Proportion of H \& W} < 1:3$;

The minimum left and right reserved space of the Logo is 1 "O" in height,
The Logo is located at the center of the cross



$1:3 \leq \text{Proportion of H \& W} < 1:6$;

The minimum left and right reserved space of the Logo is 1 "O" in height,
The Logo is located at the center of the cross



$1:6 \leq \text{Proportion of H \& W}$
The minimum left and right reserved space of the Logo is 1 "O" in height, The Logo is located at the center of the cross

II、Design principle - Principles of space design

2.3.7 Principles of facade design - Positioning standards

A.LOGO positioning standards



Remarks: When the store is adjacent to other mobile phone brands:

- ① The width of the door head should be the ultimate goal to show the best visual effect;
- ② The height of the door heads can be equal to the door heads of adjacent stores to ensure the overall effect.

B.Combination of door head

Note: when the top and bottom width of door head is > 4000mm:

- ① can combine advertisement and logo together, and adjust the size of the ad and logo according to the overall scale;
- ② There is only one combination type: upper(ad) + lower(door head)

Brands advertising	OPPO advertising	Brands advertising
LOGO	LOGO	LOGO

II、 Design principle - Principles of space design

2.3.8 Principle of ceiling design

Principle of ceiling design:

A、 Modelling design

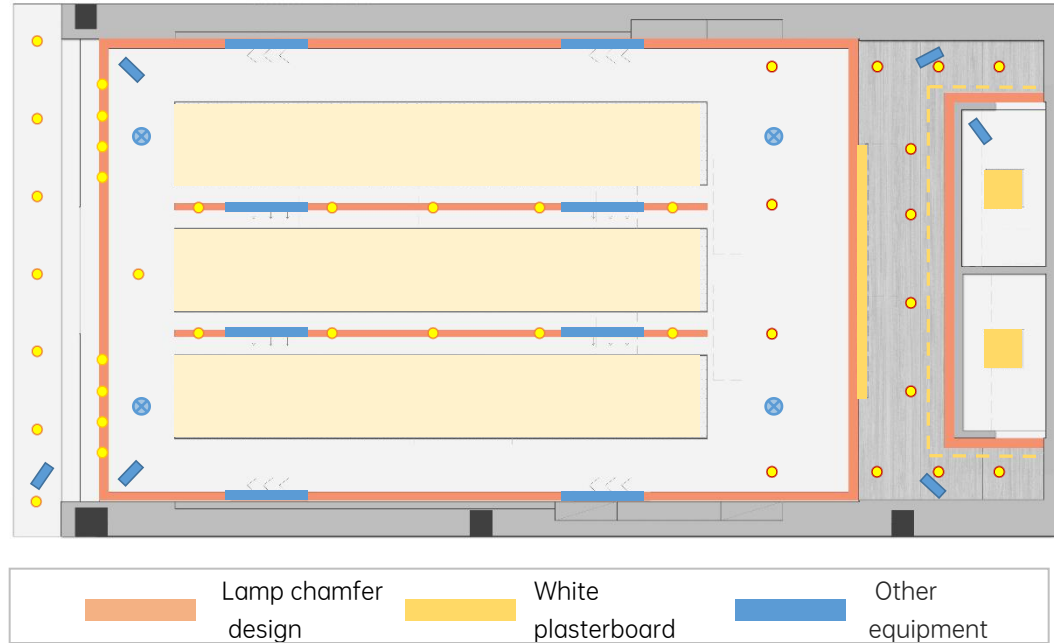
- Ceiling modelling design;
- Ceiling material;

B、 Lighting design

- Accent lighting;
 - a. Bean pot lamp
 - b. Reception desk chandelier
- General lighting;
 - a. Ceiling downlight
 - b. Cashier desk chandelier

C、 Other equipment

- Air conditioning design;
- Other equipment design;



II、Design principle - Principles of space design

2.3.9 Principle of ceiling design

A、Principle of ceiling design:

a) ceiling design

- Layout principle: square, neat, symmetrical;
- Black grooves:
 - a、Designed around a white ceiling;
 - b、Center split arrangement;

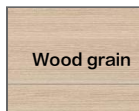
Remarks: Try to avoid pillars (special case, HQ audit);

b) Ceiling material

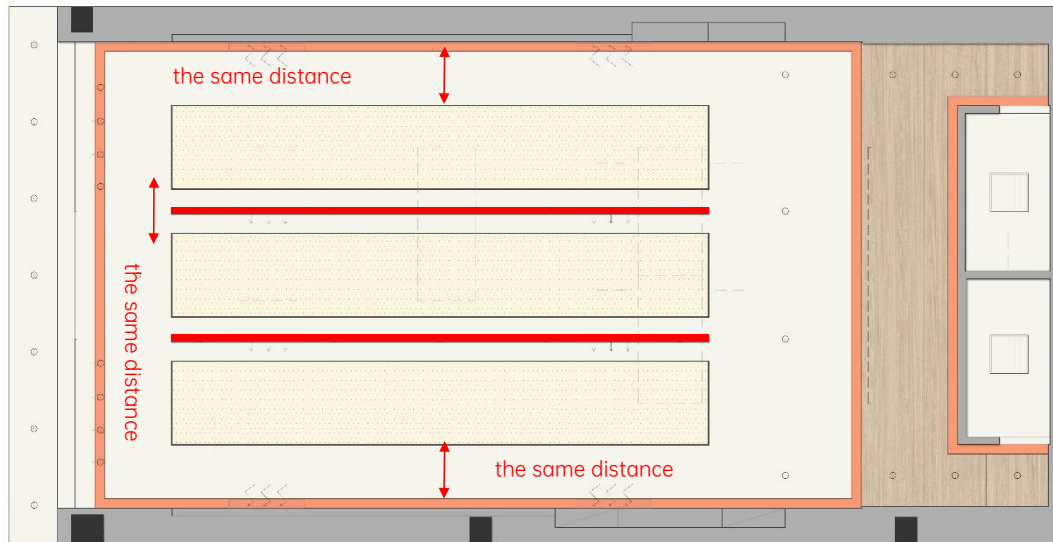
- Ceiling material is mainly white latex paint;
- The reception area is mainly Wood grain



Brand: LI BANG
NO.: NN7107-4
Purpose: Ceiling

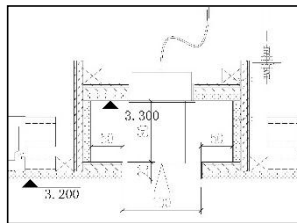


Brand: LG Hausys
NO: CW314
Purpose: Reception area



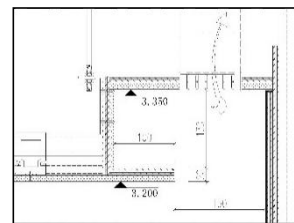
Profile of black
lamp slot

W:100mm,
H:100mm



General lamp
slot profile

W:150mm
H:150mm



II、Design principle - Principles of space design

2.3.10 Principle of ceiling design -Lighting design

B、 Principle of lighting design:

a) Lighting arrangement principle

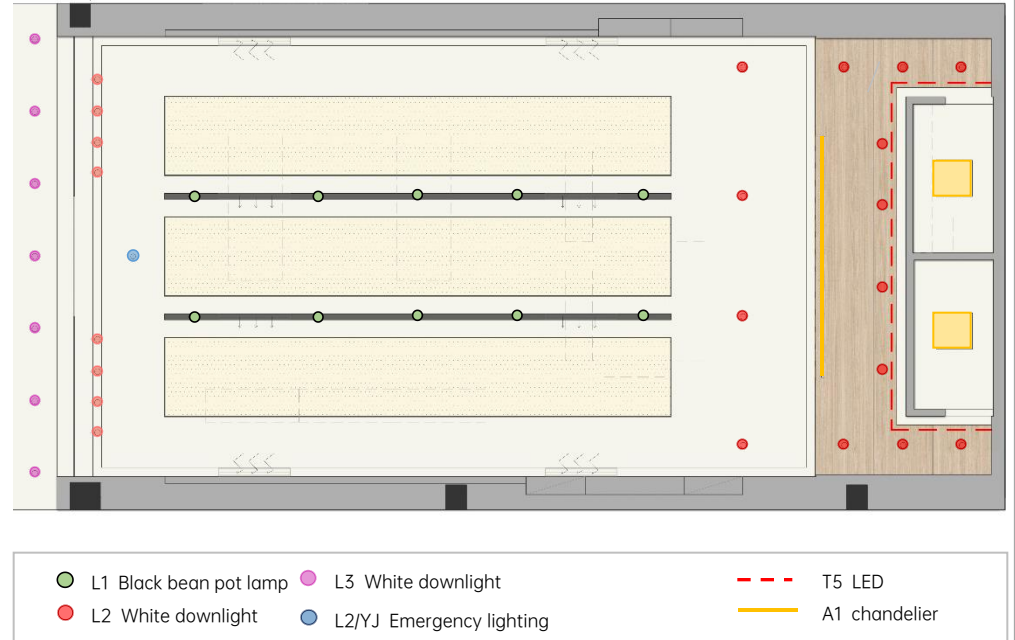
- The position of the lamps must be adapted to the ceiling shape to find a suitable arrangement (centering or alignment, etc.);
- To meet the illumination requirements, there are downlights or other lamps within 1.2 meters in diameter of the ceiling to avoid blank areas of light;

b) Accent lighting

- b1.Black bean pot lamp arrangement principle ;
- b2.Reception desk chandelier;

c) General lighting

- c1. General downlight arrangement principle;



II、Design principle - Principles of space design

2.3.11 Principle of ceiling design -Lamps and lanterns requirements

Lamps and lanterns type	Picture	Power	Color temperature	Application
Black bean pot lamp		25W	6500K	Ceiling black light interior
Celling downlight		25W	6500K	Ceiling plasterboard
Worehouse downlight		18W	6500K	Warehouse
Emergency lighting		20W	6500K	Ceiling plasterboar

II、Design principle - Principles of space design

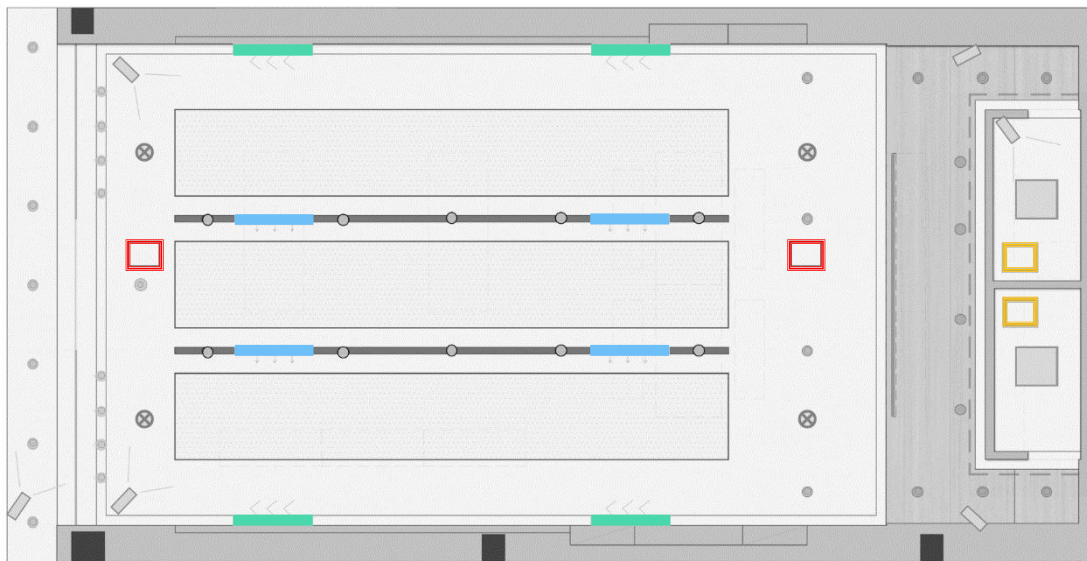
2.3.12 Principle of ceiling design-Other equipment

C、Other equipment design principles:

a) Air conditioning arrangement principle

- Air outlet is placed in the middle of the black lamp groove;
- The air return port is designed in a groove around the ceiling;
- Exhaust fan, please design in the warehouse area;
- In principle, the maintenance port is conveniently located near the fan. Placement position should be flush with the molding line or the fixture

Note: the design drawings shall be submitted to the air conditioning company for evaluation.
(special case, HQ audit)



≡ Air return
port

≡ Air outlet

□ Maintenance port

□ Exhaust fan

II、Design principle - Principles of space design

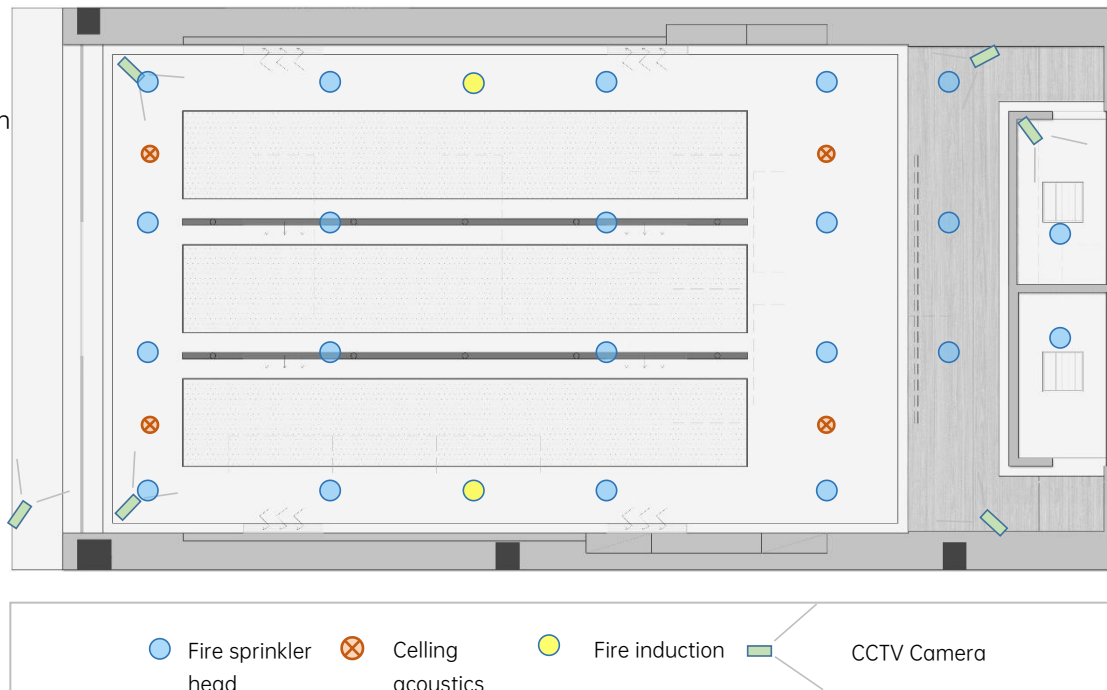
2.3.13 Principle of ceiling design-Other equipment

C、Other equipment:

b) Other equipment design principles:

- Other equipment: Design position and lamp position separate, try to design in the groove inside;
- Ceiling acoustics: average design in the ceiling, aligned with black light slots;
- CCTV Camera: According to the space of the store, cover the entire store;
- Fire induction: designed in the ceiling according to the requirements of the store, aligned with the light slot line;
- Fire sprinkler head: according to the fire requirements for installation, and the lamp line alignment;
- Note: ceiling equipment should be white as far as possible, (concealed type for fire sprinkler)

Note: the design drawings shall be submitted to the air conditioning company for evaluation.
(special case, HQ audit)



II 、 Design principle - Principles of space design

2.3.14 Ground design principle

Ground design standard

1.design standard:

- A. starting point: KV light box near the wall of the entrance;
- B. Dustproof floor mat: the color is the same as the color of floor tile (grey).

2.Ground material:

- A. Color: Sesame gray;
- B. Type: Dongpeng YF800P07
- C. Size: 800mm*800mm*9mm;
- D.Auxiliary materials: The floor tile uses the beauty seaming agent (same color), the gap is less than 2mm;

3.Article edge (mall):

- A. The color is black or silver. The floor tile and wood floor are: 2mm stainless steel border; Floor tiles and other business or aisle edge strip width is about 50mm;
- B. If there are requirements for shopping malls and office buildings, design according to the actual requirements.

4. Location of ground power supply:

- A. Reception desk & maintenance desk: opening position at the bottom and upper left corner;
- B. Cabinet: center at the bottom;
- C.Experience table: table leg position on one side of experience table;
- D. Standby power supply: according to the actual demand, the ground power supply is reserved in advance;
- E: ground safety evacuation signs: increase according to the requirements of the mall.

Note: The ground design is based on the headquarters design drawing. In special cases, it needs to be submitted to the headquarters for approval.



II、Design principle - Principles of space design

2.3.15 Principles of wall design

Wall design standard

1.Design Principle:

- A. Entrance display
- B. Entrance distance
- C. Height above the ground
- D. Wall materials

2. The principle of composition:

- A. Combination of light box and accessory display cabinet
- B. Combination of indoor TV screen

3. Image wall standard

- A. Design location
- B. Design form
- C. Type application
- D. Image wall materials



II、Design principle - Principles of space design

2.3.16 Principles of wall design

1.Design Principle:

A.Entrance display:

Mainly to light box, accessories display cabinet as deputy;
(note: in case of store sales requirements or columns, etc.,
Can be adjusted)

B. The distance from the entrance W: the standard is
600mm or 1200mm, special design can be adopted in
special cases.

C. Height above the ground H:

According to the design requirements, the height above
the ground is divided into:

950mm (2800mm);1000mm(3000mm);

1100mm(H≥3500mm).

D. wall material:

A. Color: matte rice white aluminum-plastic board;

B. Reference Type: 3 series aluminum, polyester paint, no
fire protection;

C. Size: 1220mm*3500mm*4mm.




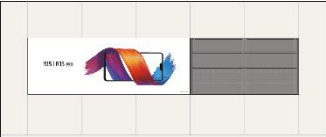
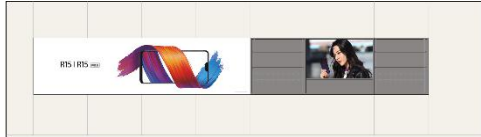
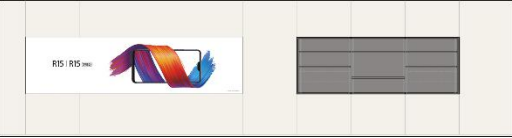
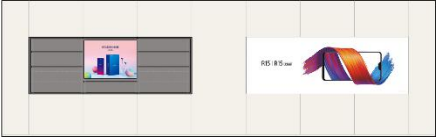




Note: The height of light box and accessory display cabinet must be unified, the wooden base layer needs to reserve 5mm installation space in its original size..

II、Design principle - Principles of space design

2.3.17 Principles of wall design

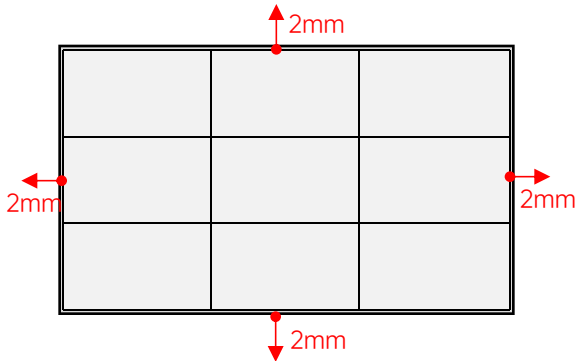
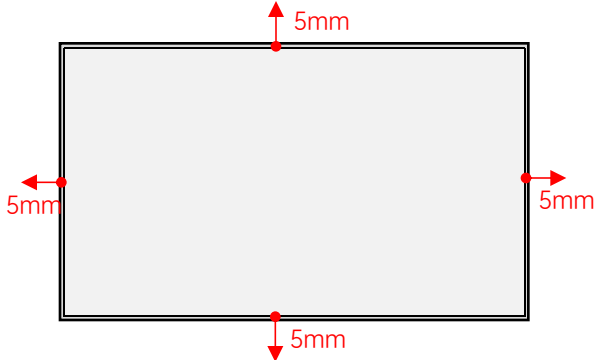
2.Combination principle: light box & accessories cabinet

Combination form	Effect drawing		
A.light box & accessories cabinet-independent Non-entry light box / accessory display cabinet: The middle wall panel is 1200mm, and the left and right wall panels are evenly divided. Entrance light box: a unit of 1200mm middle wall panel, entrance wall panel 600mm / 1200mm, the last board size is subject to actual conditions.			
B. Light box + accessory cabinet - close fitting: One unit of middle wall panel 1200mm, entrance wall panel 600mm/1200mm, Light box and accessories display cabinet closely fit, the size of the last board to the actual.			
C. Light box + accessories cabinet - spacing design: The middle wall panel is 1200mm, and the entrance wall panel is 600mm / 1200mm. If there are obvious protruding columns or fire hydrants on the wall, the distance between the light box and the combination accessories is 1200mm. The size of the last board is subject to actual conditions.			
D. Two light boxes - spacing design: The middle panel is 1200mm, the entrance panel is 600mm/1200mm, the light box is 1200mm apart from the light box, the last panel is subject to the actual size, the size of A screen is ≥ B screen size (the difference between the two screens cannot exceed 1200mm).			

II、Design principle - Principles of space design

2.3.18 Principles of wall design

3. Combination principle: TV screen splicing


TV splicing screen	Independent TV
 <p>1. TV splicing screen: 3*3 splicing (2*2 splicing). 2. Installation of wall bracket: 2mm is reserved for left and right sides 3. Maintenance bracket: 5mm is reserved for upper and lower left sides (the structure is made according to the thickness of products of local suppliers).</p>	 <p>1. Screen: 5mm is reserved for upper and lower left sides. 2. Screen size the final size shall be determined by the box size or bracket size of the screen. 3. The depth is set according to different screens, based on the space required to enter before or after maintenance.</p>

Note: the back of the spliced screen must be a solid wall. In special cases, it should be submitted to HQ for approval.

II、Design principle - Principles of space design

2.3.19 Principles of wall design

4.Image wall : design specification

Design specification	Effect drawing
<p>A.Design location:</p> <ul style="list-style-type: none">•Directly opposite the entrance or obvious location <p>B.Design form:</p> <ol style="list-style-type: none">1.According to the different location, the design is divided into: "—" "L".2.Image wall needs to be used with chandelier (SERVICE), reception table collocation design. <p>C. Type application:</p> <ol style="list-style-type: none">1.Standard image wall :(no luminous LOGO on the wall)2.3000mm ≤ height < 4200mm; 3000mm≤ width ≤6000mm;3.1200mm in the middle, evenly divided; <p>D.Image wall material:</p> <ol style="list-style-type: none">1.Color: ultrafine silver gray aluminum-plastic plate;2. Model: 3 series aluminum, polyester paint, no fire protection;3. Size: 1220mm*3500mm*4mm.	 The effect drawing shows a modern interior space, likely a reception area. On the left, there is a large white image wall featuring a graphic of a person holding a flag and the text 'OPPO Reno 11' and 'HONORARY'. Below the image wall are two low, dark gray rectangular blocks. In the center, there is a long, white reception desk with a counter. Behind the desk, a wall with a wooden slat pattern is visible. To the right of the desk, there is a white wall with a 'SERVICE' sign. Further right, there is a white wall with a display shelf holding various items. The floor is made of light gray tiles.

Note: In special cases, submit the design to HQ for approve.

A Brand image specification

- OPPO logo specification
- OPPO color specification
- OPPO Sans font specification

B SC image specification

- Store type
- Main functional areas

III、Image management - Brand image specification

3.1.1 OPPO logo specification

1. Disable the usage of Logo box

The new logo will be used in the form of a word mark. (except for special cases by vi such as TV commercials).

2. More logo colors

The new logo contains 4 colors of dark green, light green, white and platinum. The preferred use is dark green.

The image shows the word "oppo" in a black, lowercase, sans-serif font.The image shows the word "oppo" in a dark green, lowercase, sans-serif font.

III、Image management - Brand image specification

3.1.2 OPPO logo specification -Location standard

Logo placement standard:

1.The Logo is placed in the upper left corner of the screen by default;

In actual use, it can be placed in different positions according to the layout requirements, and the logo color can be freely selected according to the screen requirements; however, the same project or the same group of images should be kept as consistent as possible.

2.In any case, pay attention to the minimum margin: the height of "O"



III、Image management - Brand image specification

3.1.3 OPPO logo specification-The application case



III、Image management - Brand image specification

3.1.4 OPPO logo specification-Disable the case

Logo disable case:

- ① The original scale must be maintained when scaling the logo;
- ② Do not use outline, rotation or tilt;
- ③ Do not compress, set gradient or color;
- ④ Do not flip or change the fixed position.



×



×



×



×



×



×

III、Image management - Brand image specification

3.1.5 OPPO color specification

Preferred green: OPPO's dark green color reflects the health and longevity of the brand, so it is the main color of the brand.

Secondary Green: OPPO's light green is vibrant, warm, and youthful. It excites and gives OPPO's brand new life.

Platinum: Platinum is a precious metal, the color speaks to beauty, product materials, and strength over time.

White: White is one of the most valuable assets to OPPO's brand color palette. It activates the key colors used by OPPO and creates space and breathing room.

Remarks: When using green, please remember: the principle: "less is more"!

CMYK	RGB
C 90	R 4
M 33	G 106
Y 100	B 56
K 24	

✓

CMYK	RGB
C 61	R 45
M 0	G 200
Y 73	B 77
K 0	

✓

CMYK	RGB
C 4	R 202
M 3	G 202
Y 6	B 200
K 9	

✓

RGB	HEX
R 250	#FFFFFF
G 250	
B 250	

✓

III、Image management - Brand image specification

3.1.6 OPPO color specification-The application case



✓



✓

Note: when it comes to using green, remember the "less is more" !

III、Image management - Brand image specification

3.1.7 OPPO color specification-Disable the case

Disable the case:

Do not use light green on platinum, because the contrast is not good,

Do not use platinum color on the preferred green, and avoid the use of large areas of green.

Do not use black on platinum.



×



×



×

III、Image management - Brand image specification

3.1.8 OPPO Sans font specification

Layout Principles:

OPPO Sans is a multilingual integrated font type, with the first batch in both Chinese and English. The 5 versions of font weight correspond to the needs in varied scenarios. The designer shall be responsible for the choice of proper font weight to guarantee the correct and effective delivery of image information.

The designer will follow the basic principles set out on the right side to ensure consistency in brand visual communications.

In the event of text layout, the principle of left alignment should be followed.

编辑排版

OPPO Sans Heavy
适用于大标题



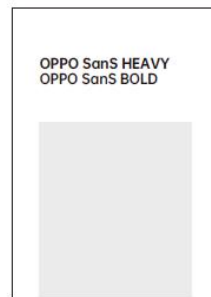
OPPO Sans Bold
适用于小标题



OPPO Sans Medium
适用于注解类文本

OPPO Sans Regular
适用于注解类文本

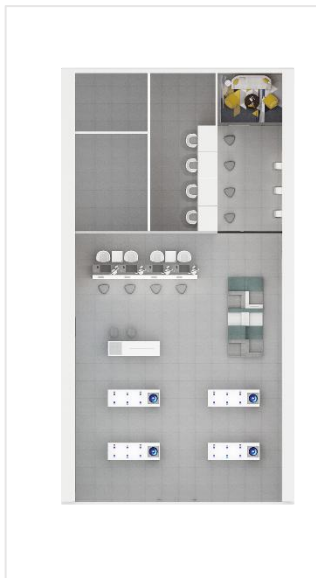
广告



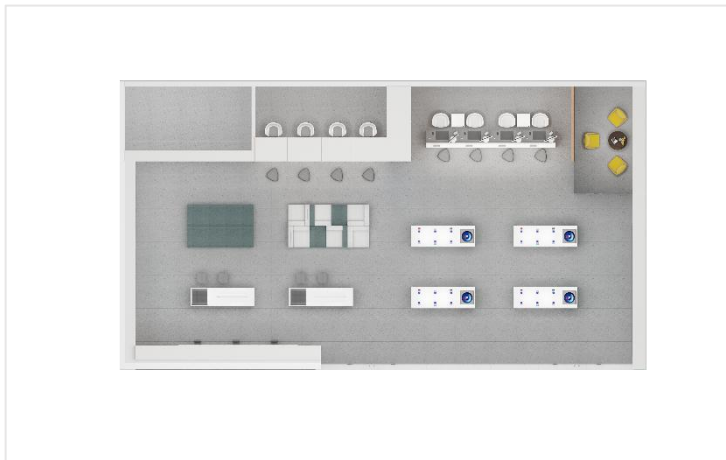
III、Image management - SC image specification

3.2.1 Store type

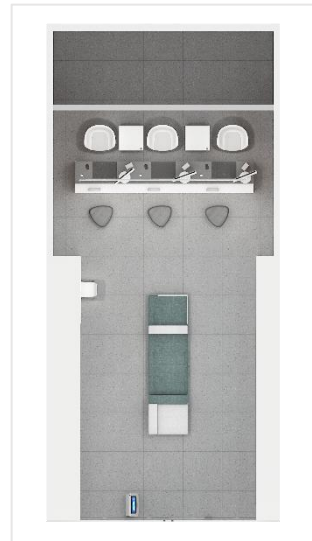
Conventional ✓



Horizontal ✓



Irregularity ✗

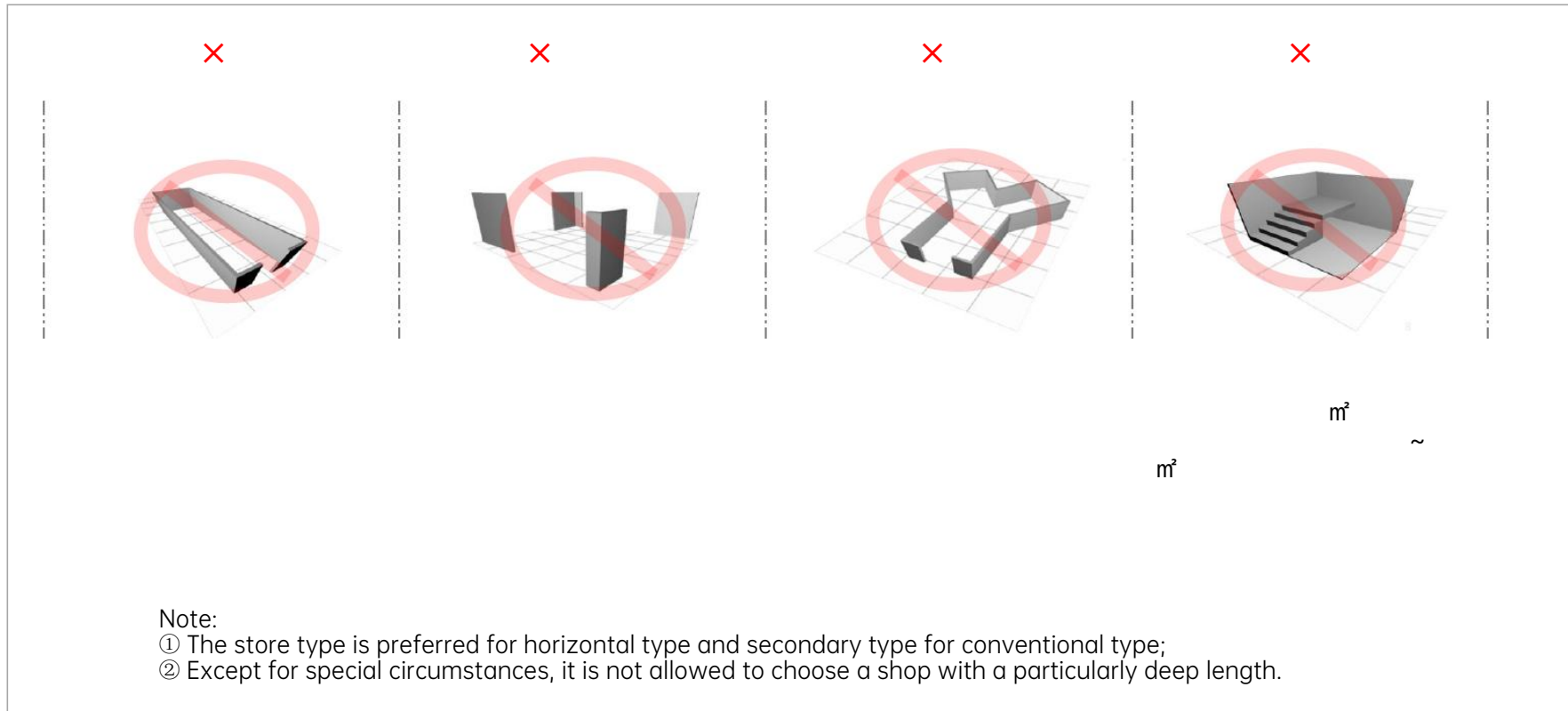


Note:

- ① The store type is preferred for horizontal type and secondary type for conventional type;
- ② Except for special circumstances, it is not allowed to choose a shop with a particularly deep length.

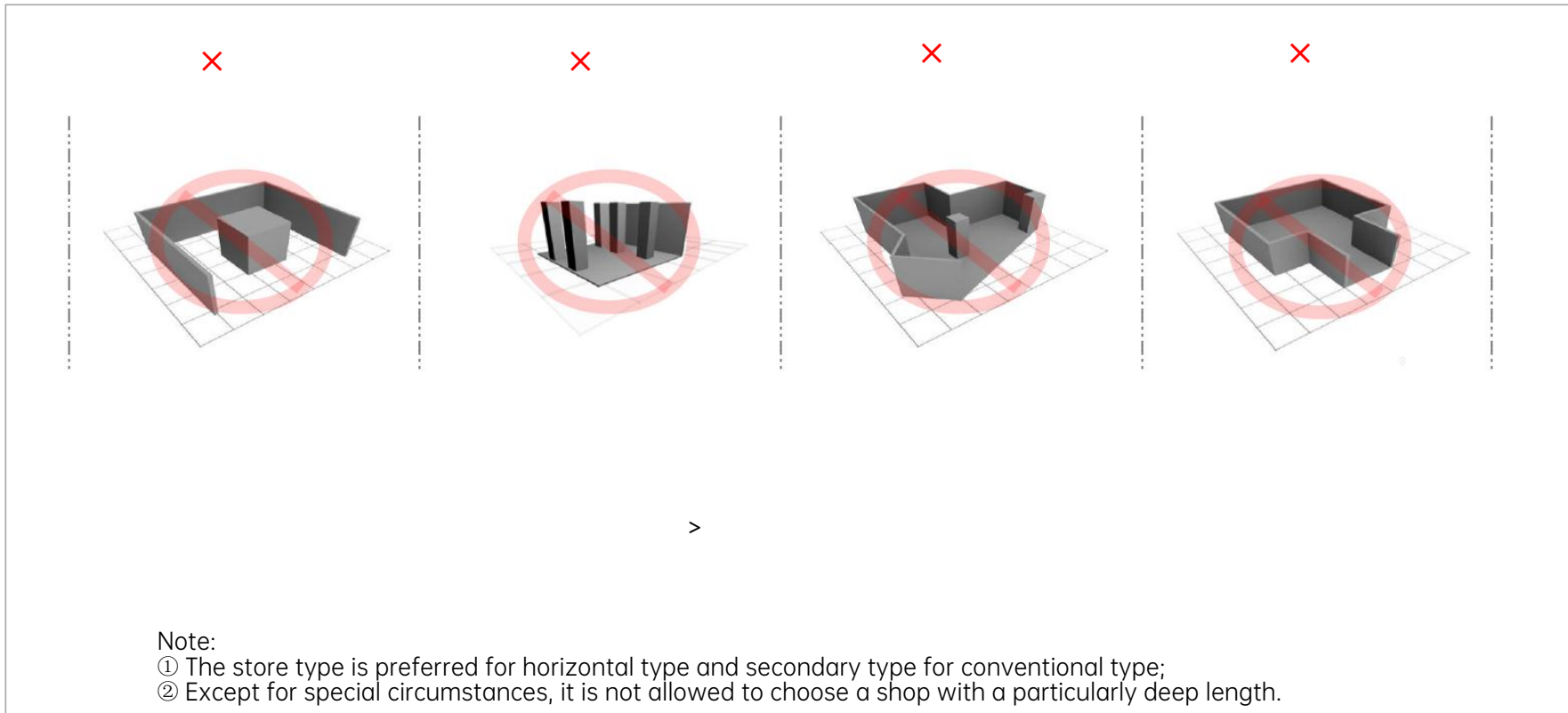
III、Image management - SC image specification

3.2.2 Store type-Disable the case-1



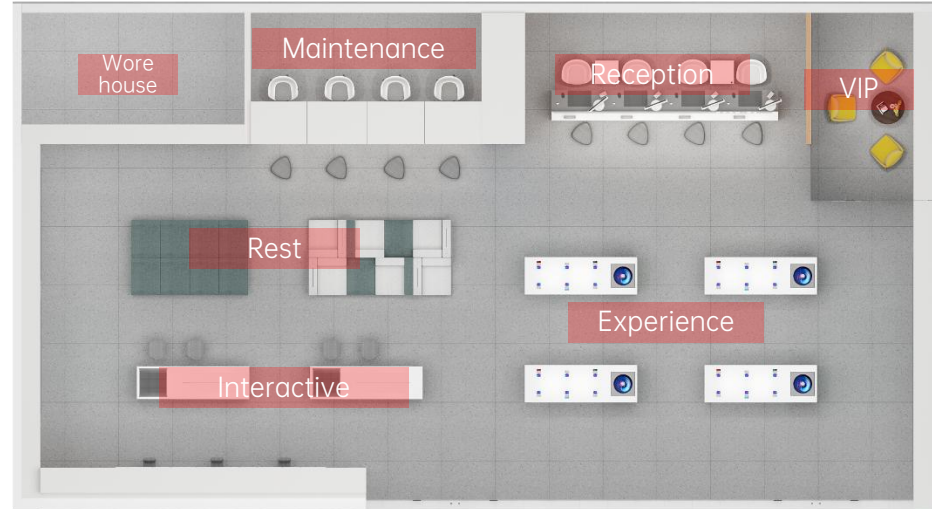
III、Image management - SC image specification

3.2.3 Store type-Disable the case-2



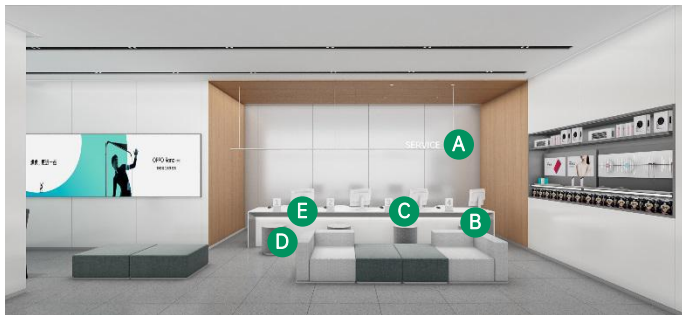
III、Image management - SC image specification

3.2.4 Main functional areas



III、Image management - SC image specification

3.2.5 Main functional areas -Reception & Maintenance



A.SERVICE Ceiling Lamp;

B. Reception computer (desktop computer) : unified direction, oblique 45°, the back can not paste sundry,C. Number sign board ; D. Triangular stool; E. Reception desk

Notes:

1. The reception desk should be placed in the center, and no debris can be placed in the aisle between the reception area and the image wall
2. Triangular round stools are placed in the middle of the reception desk, neatly arranged side by side, the corners of the round stools are facing the reception desk;
3. During working hours, the SERVICE chandelier must be turned on;
4. The reception desk should be kept clean and tidy. There should be no pen stains on the table and no footprints on the front.
5. The printer cannot be placed on the table;

F. Maintenance desk

G. Triangular stool

H. Engineer computer (desktop computer) : unified direction, oblique 45°, the back can not paste sundry

Notes:

1. Maintenance desk can not put sundries, such as cup; desk is only allowed to put: static tray, alcohol, ion fan, tweezers and other maintenance tools can only be placed on the static tray;
2. The maintenance desk should be clean and tidy, and the front side should not be dirty like footprints;
3. The triangle stool must be placed in the middle of the reception table, arranged neatly, the corner of the stool is opposite to the reception table;



III、Image management - SC image specification

3.2.6 Main functional areas-Rest & Interactive

A. Service table

B.K1-A sofa

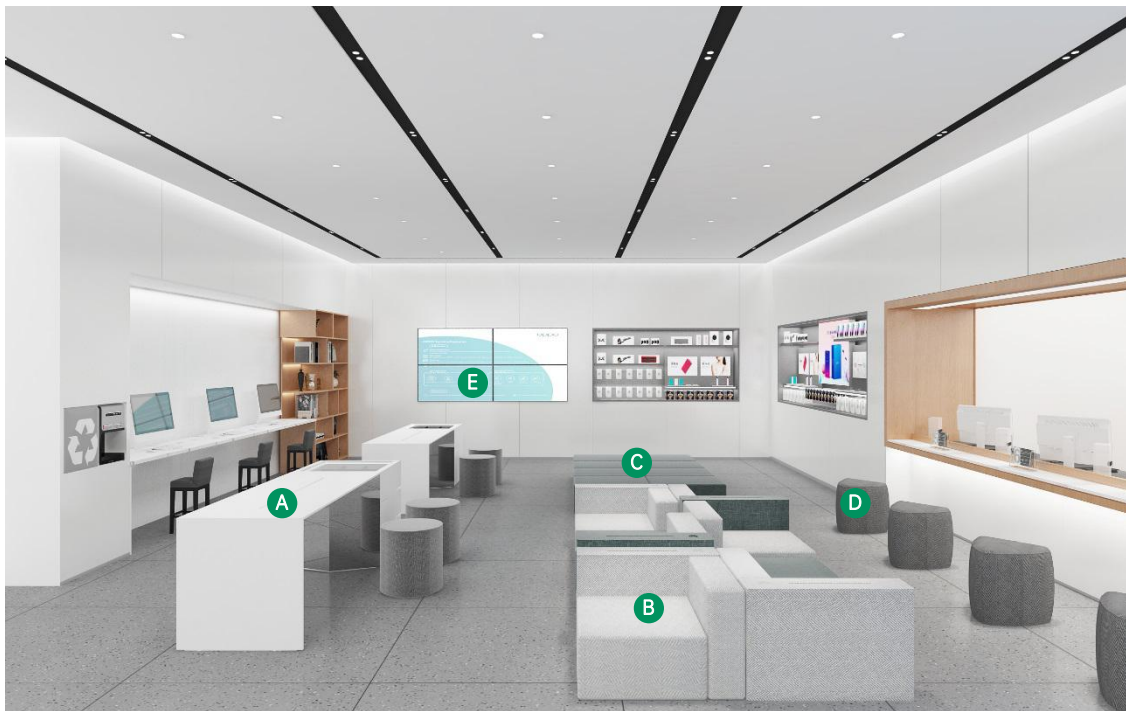
C.K1-B sofa

D.Triangular stool

E.TV

Note:

1. The sofa should be kept tidy, no damage, wrinkles, water stains; Cannot place sundry at will on sofa, for example: magazine, dress, water cup;
2. The service table shall be in order, and no sundries can be placed, such as packaging bags, water cups, etc., and the internal decoration items shall be kept in good order;
3. The triangular stools are arranged side by side and the corners of the stools face the service table;
4. During the working period, TV need to be on. and the service policy and other information should be showed at irregular times;



III、Image management - SC image specification

3.2.7 Main functional areas -Backup & Charge

A. All-in-one computer (white)

B. Chair

C. The bookcase

D. Trash can (built-in)

E. Water dispenser (built-in)

Notes:

1. The backup computer needs to use all-in-one computer, which must be installed with lock screen animation and looping service policy info.; the desktop wallpaper must be the wallpaper required by HQ;

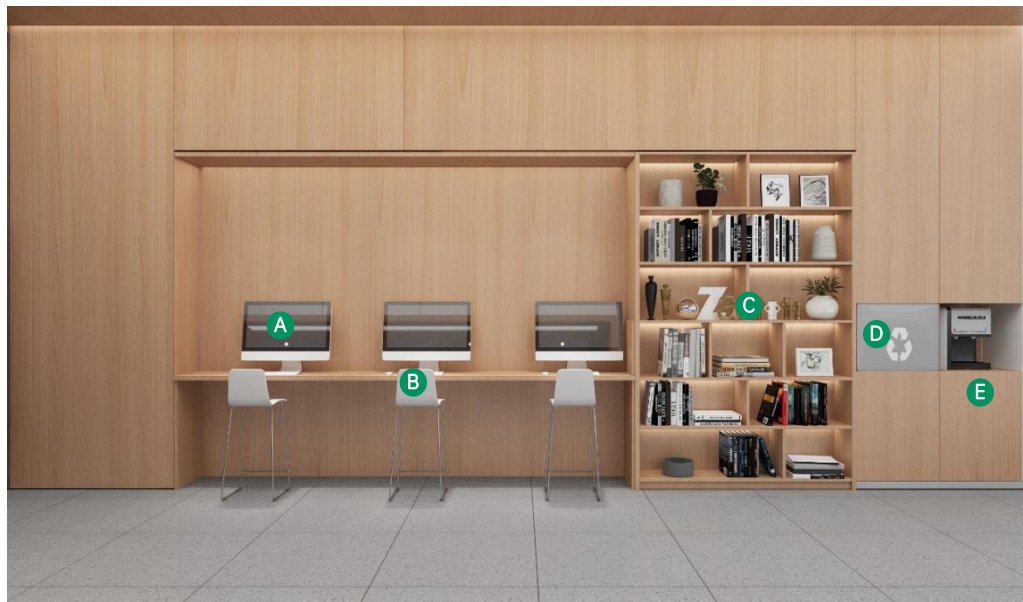
2. The bar chair should be directly facing the backup table. It cannot be placed randomly and cannot be damaged.

3. The backup table must be kept neat and placed: computer, mouse, charging keyboard, charging data cable; optional placement: mouse pad (not required), small potted plant (not required), A4 card (not required) ;

4. The data cable can be connected to the power supply through the wire hole to provide users with charging services. The charger can be fixed to the socket below the countertop to avoid loss;

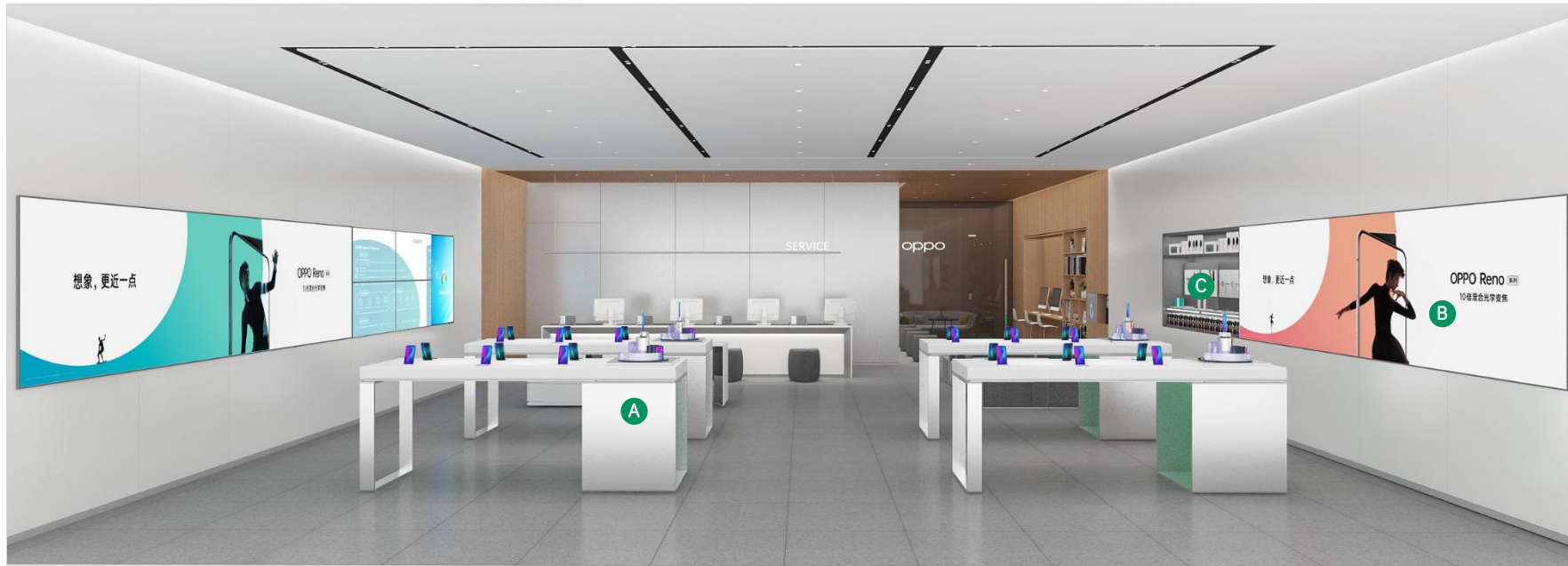
5. Trash can and water dispenser must be built into the wall. There must be no water shortage. The surface must be tidy and free of water stains and dirt. The trash can cover must be able to close automatically.

6. Magazines and books placed in the bookcase need to be updated from time to time without dust;



III、Image management - SC image specification

3.2.8 Main functional areas -The product experience



A. Experience table:

Must put the mobile phone, must install alarm;
Keep the table clean and tidy

B.KV Light box:

Must be the latest advertising picture;
Light boxes must be turned on during
working hours

C. Accessories cabinet:

Accessories cabinet shall have accessories or IoT products;
No vacancy, no dust

A Regular standard parts

- SC standard parts
- Terminal standard parts

B Customize the material specification

- Handbag, paper cup
- Umbrella, insulated water cup
- Bumper strip

C Agent purchase - material specification

- Water dispenser, coffee machine
- TV, computer
-

IV、Material specification- Regular standard

4.1.1 Regular standard parts-SC standard parts

1.Reception desk:

Specifications: L1200mm*W650mm*H800mm

Color: White countertop + gray border;

Material: Faux marble countertop + hardware frame;

Type: There are three types of reception desk. The left side is type A reception desk, with the left border, as shown in the red box. In the middle is the reception desk of type B with no edge. On the right is the C desk with the right border.

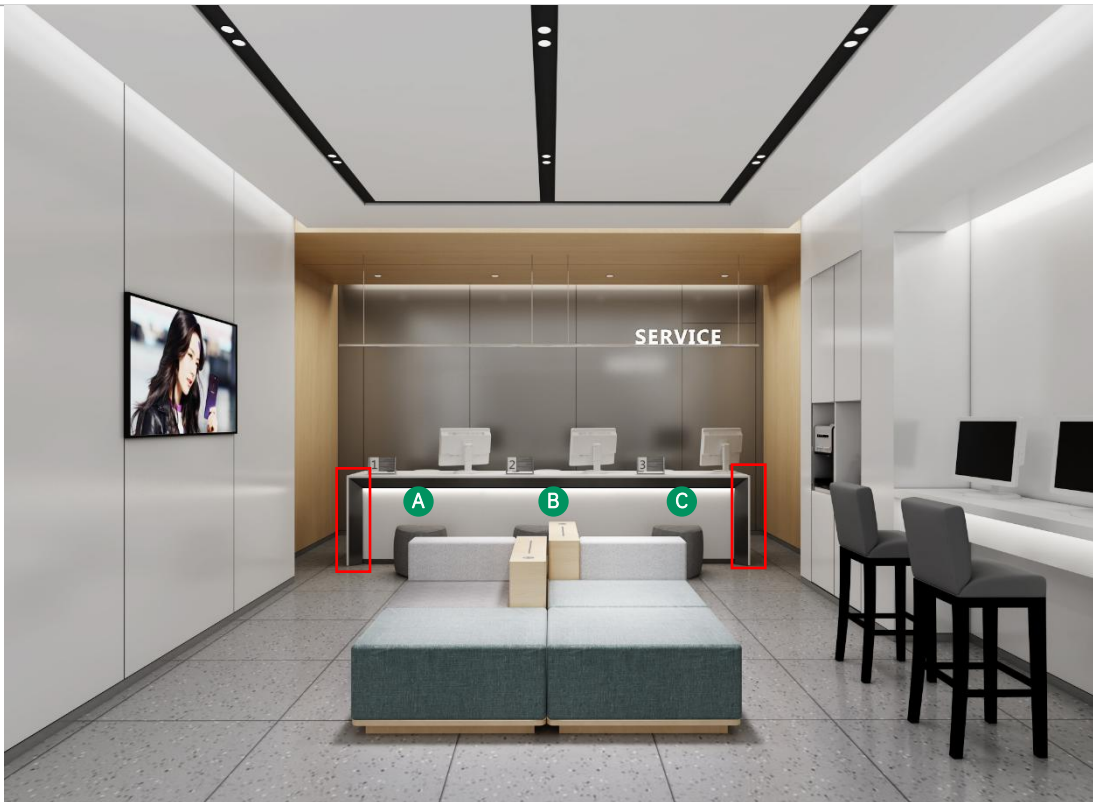
Note:

1. The reception desk should be cleaned every day, and stains such as pen stains and footprints can be cleaned with alcohol

2. The front light belt of the reception desk is not allowed to be damaged

Remarks:

The style and specifications of the reception desk and maintenance desk are basically the same, which is convenient for combination and use.



IV、Material specification- Regular standard

4.1.2 Regular standard parts-SC standard parts

2.Maintenance desk:

Specification: L1200mm*W650mm*H800mm

Color: Countertop (grey + white) + white facade + gray border;

Material: Faux marble countertop + hardware table-board;

Type: There are three types of maintenance desk. The left side is type A maintenance desk, with the left border, as shown in the red box. In the middle is the maintenance desk of type B with no edge. On the right is the C desk with the right border.

Notes:

1. The external surface of the maintenance desk can be cleaned with alcohol to clean pen stains and footprints
2. The front light belt of the maintenance desk is not allowed to be damaged
3. Maintenance desk yellow electrostatic buckle is not allowed to damage the fall
4. When the maintenance desk and reception desk are placed side by side, the frosted baffle must be installed; When the service center uses the design scheme of the maintenance window, the maintenance desk must remove the frosted baffle and install the gray metal strip (with: frosted baffle + gray metal strip, which can be used according to the actual situation).

Remarks:

The style and specifications of the reception desk and maintenance desk are basically the same, which is convenient for combination and use.



IV、Material specification- Regular standard

4.1.3 Regular standard parts-SC standard parts

Maintenance desk



A



B



C

Remarks:

The style and specifications of the reception desk and maintenance desk are basically the same, which is convenient for combination and use.

IV、Material specification- Regular standard

4.1.4 Regular standard parts-SC standard parts

3.K1-A sofa:

Specification: L800mm*W800mm*H630mm

Color: Dark grey & light grey cloth surface + wood border;

Material: Cotton fabric + composite plywood frame;

4.K1-B sofa:

Specification: L800mm*W620mm*H410mm

Color: Dark grey & light grey cloth surface + wood border;

Material: Cotton fabric + composite plywood frame;

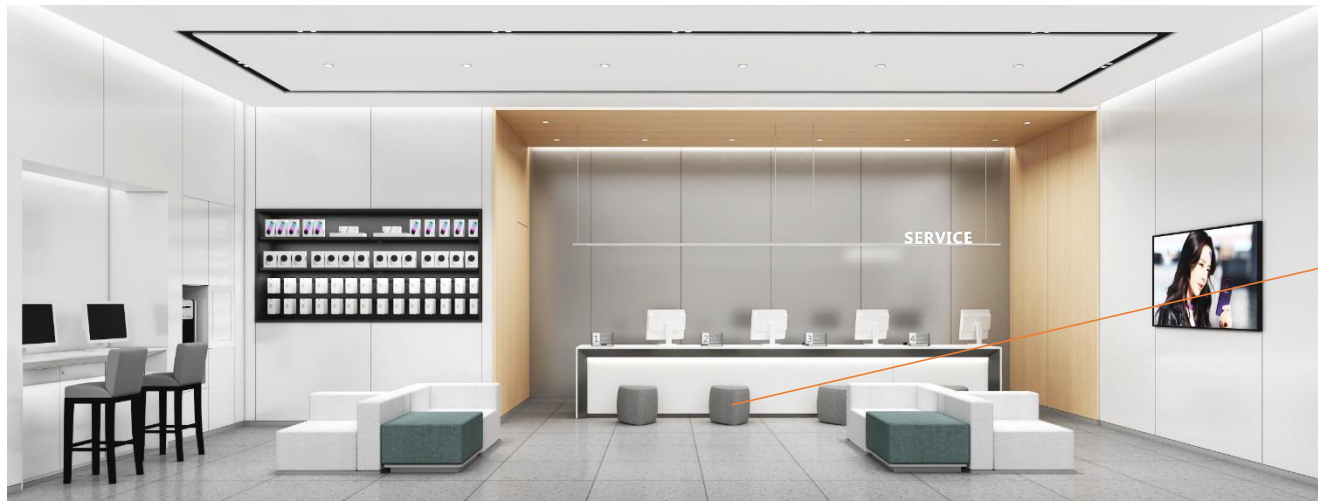
Note:

k1-A and k1-B can be used in combination; 2 sets of fabric for each sofa. It must be changed and washed every half a month.



IV、Material specification- Regular standard

4.1.5 Regular standard parts-SC standard parts



5.Triangle stool:

Specification: L435mm*W435mm*H400mm Color: Dark grey cloth; Material: Cotton fabric + composite plywood frame;

Notes:

1. The triangular stool is used as the user seat at the service site, and is used in combination with the reception desk, maintenance desk and multi-functional service desk;
2. Two sets of fabric for each triangular stool. It must be changed and washed every half a month.

IV、Material specification- Regular standard

4.1.6 Regular standard parts-SC standard parts

6.Number sign board:

Specification: L260mm*W165mm*H70mm

Color: gray;

Material: Transparent extra-thick acrylic;;

Type: A&B; Type A is No. 1-5, type ;B is No. 1-8, according to the quantity of reception desk & maintenance desk arbitrary collocation;

Note:

1. In the service center, the number plates of reception desk and maintenance desk cannot be repeated.

2. Serving ——"Number

Leaving——"Service Unavailable"



IV、Material specification- Regular standard

4.1.7 Regular standard parts-SC standard parts

7.SC acrylic fonts:

Specification:

Type A: L930mm*W80mm*H2mm

Type B: L440mm*W38mm*H2mm

Color: gray;

Material: acrylic;

Note:

1. SC acrylic fonts are divided into two types: ;

type A- large door head,

type B - small door head;

2. Type A font is 110mm away from the lower right edge of the door head;

Type B small font is 80mm away from the lower right edge of the door head

Note: SC font specifications and pasting positions are based on the requirements of the design drawings, and are precisely used.



B

IV、Material specification- Regular standard

4.1.8 Regular standard parts-SC standard parts

8.Cabinet:

Specification: L500mm*W500mm*H500mm

Color: white;

Material: Hardware cold board;

Note:

1. It is mainly placed between the reception desk or maintenance desk, and the printer or maintenance tool (heating platform) is placed. The wired hole in the activity cabinet can be directly connected to the ground socket through the wire hole to ensure the power supply line is neat.
2. The activity cabinet is placed in the middle of the reception desk or maintenance desk. It is strictly prohibited to be placed in the corridor of the image wall;

Remarks: Because the production process of the movable cabinet is not difficult, the area can choose whether to produce locally according to the actual situation. HQ will provide the design drawing of the movable cabinet. The principle of localization: must meet the design standards of the HQ.



IV、Material specification- Regular standard

4.1.9 Regular standard parts-SC standard parts

9.a.Business hours glass paste:

Specification: L600mm*H135mm

Color: White;

Material: White hollow glass paste;

Note:

1. Business hours stickers are printed and produced locally by the agent according to the actual business hours of the service center. Please contact the HQ SC image docker for the source files of glass stickers;

2. The size and specification of the glass sticker can be adjusted appropriately according to the actual situation of the glass door, but it can only be reduced and not enlarged;

Remarks: The service center has priority to use the business hours-glass stickers, non-compliant glass stickers are strictly prohibited!

9.b.Business hours board:

Specification: L400mm*W300mm*H15mm

Color: white+green;

Material: acrylic;

Note:

1. 25 sheets of inner pages are included in the package, one of which is a "service concept" leaflet with white text on a green background. The specifications of the attached inner page are unified to A4. The agent can print the business hours and cut the paper according to the actual situation. ;

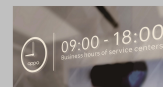
2. As shown on the right, it must be unified with green text on a white background, small squares show business hours, and large squares are notification bars. If there is no notification content, a "service concept" leaflet must be displayed;

3. The printing paper needs to be cut and adapted according to the grid specifications. Wrinkles and uneven edges are not allowed.

Remarks: Must use standard paper, not ordinary A4 paper



09:00 - 18:00
Business hours of service centers



600mm X 135mm
WHITE



IV、Material specification- Regular standard

4.1.10 Regular standard parts-SC standard parts

10.Chandelier:

Specification:

Type A: L2300mm (SERVICE Chandelier)

Type B: L1900mm (SERVICE Chandelier)

Type C: L1900mm (No luminous word)

Color: silver;

Material: aluminum;

Usage: There are three types of chandeliers, which are respectively used in different store types and need to be installed according to the design drawing;

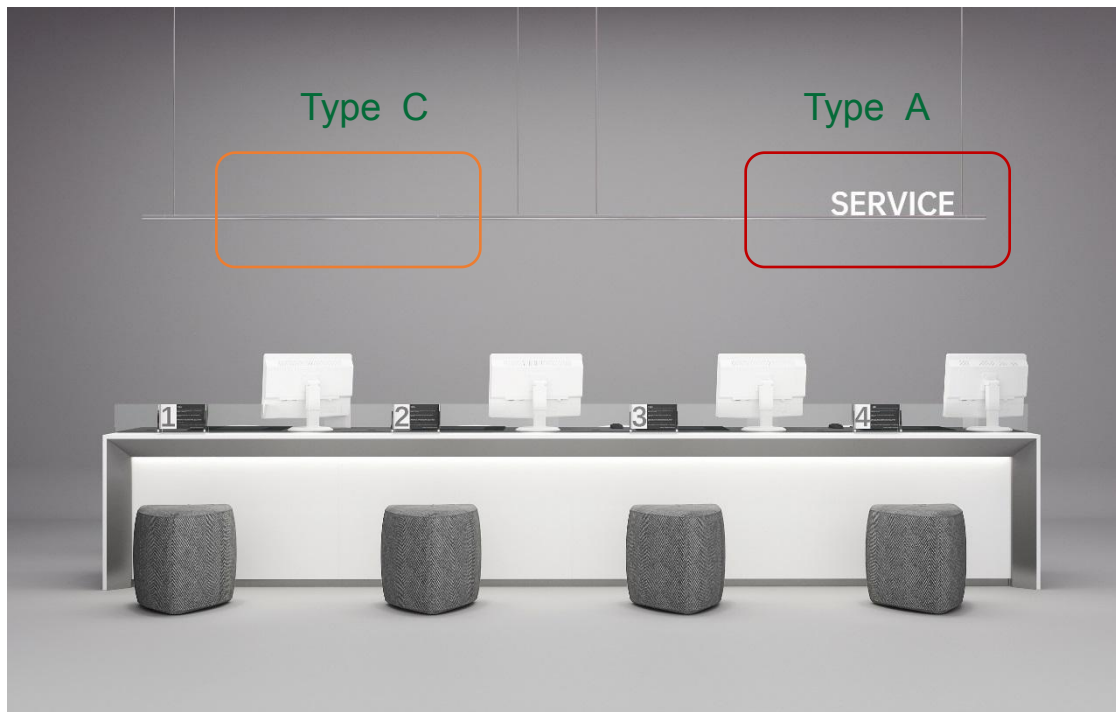
Installation specification: 1.9m above the ground;

Note:

1, Type A/B two chandeliers with SERVICE luminous word, but the length is not the same;

2. Type C chandelier belongs to terminal sales material, SC can be used;

Remarks: Because the chandelier is specially customized and the price is high, the Agent should apply according to the demand to avoid overstocking.



IV、Material specification- Regular standard

4.1.11 Regular standard parts-SC standard parts

11.Multi-function service table:

Specification: L1800mm*W650mm*H700mm

Color: white;

Material: Hardware cold board + super thick glass;


Note:

1. It is mainly used in a large service center of more than 150 square meters to provide users with charging service and intimate activities on service day (such as: free film patch, DIY mobile phone case, etc.);
2. The multi-functional service table is divided into long and short styles, which must be combined and not allowed to be placed separately.
3. During working hours, the service table must turn on the power and light up;

Remarks: The multi-function service table mainly aims at the characteristic service of OPPO. The Agent needs to submit the application according to the actual demand of the service center.



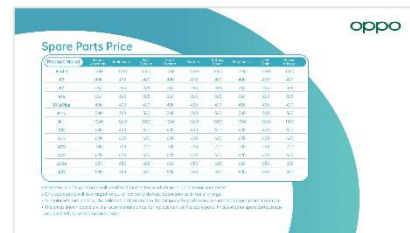
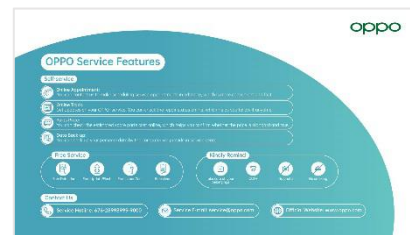
4.1.12 Regular standard parts-SC standard parts



oppo

Friendly Convenient Professional

- Treat customers as our friends.
- Care customers' phones as our phones.
- Value customers' time as our time.



IV、Material specification- Regular standard

4.1.13 Regular standard parts-terminal standard parts

1.Experience table:

Specification:

Experience table-long version: L1800mm*W800mm*H900mm

Experience table-short version: L600mm*W800mm*H900mm

Color: white + gray;

Material: Hardware cold board + faux marble;

Usage: mainly used in the product experience area of the service center to provide users with product experience, sales & maintenance services;

Remarks: the long and short type of the experience desk should be used together according to the design drawing, and the application should be made through the POP system.



IV、Material specification- Customize the material specification

4.2.1 Customize the material specification

- A. Paper carrier bag
- B. Insulated water glass
- C. Disposable paper cups
- D. The umbrella

Important note: OPPO logo is not allowed to be added to the customized materials of the Agent SC team; OPPO standard parts delivered by the HQ can be used normally.



IV、Material specification- Customize the material specification

4.2.2 Customize the material specification

Bumper strip:

Type: Use of the scrub hollow logo;

Specification:

Bumper strip H=80mm, away from the ground 1200mm, the height of logo letter "P": 40mm

logo distance is 600mm.







When encountering a cut or corner, the integrity of the logo must be maintained and the logo is strictly prohibited from being cut.

Note: When encountering cuts or corners, the integrity of the logo must be maintained. It is strictly prohibited to cut the logo.






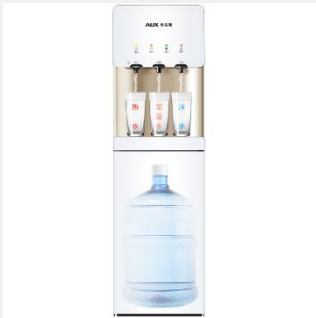
IV、Material specification- Agent purchase-material specification

4.3.1 Agent purchase material specification

Name	Photo	Name	Photo	Remarks
Staff chair (First choose)		Staff chair (Second choose)		The staff seat is selected according to the actual situation of the agent, which requires unified standards. For special cases, HQ must be informed in advance.
Bar chair (First choose)		Bar chair (Second choose)		The bar chair is purchased by the agent, the style can be adjusted, but it must be submitted to HQ for review before it can be purchased and used.
All-in-one computer (white display screen 21 inches)		Desktop computer (white display screen 21 inches)		<p>All-in-one computer for backup desk; Desktop computer for: reception area, maintenance area; The receptionist and engineers can use to desktop computers, the display screen must be white or silver, there is no requirement for the color of the computer host.</p> <p>There are no configuration requirements for integrated computers and front desk computers. Engineer computer configuration requirements: memory 8G+128G&1T mechanical hard disk; I5 processor; Win10 system; Resolution >1920*1080.</p>





IV、Material specification- Agent purchase-material specification

4.3.2 Agent purchase material specification

Name	Photo	Name	Photo	Remarks
The coffee machine (First choose)		The coffee machine (Second choose)		<p>The agent chooses whether to use the coffee machine according to the demand of the service center.</p> <p>The size specification of coffee machine is suggested to be approximately equal to:H60mm,L50mm,W40mm</p>
Water dispenser (First choose)		Water dispenser (Second choose)		<p>The water bucket needs to be placed under the water dispenser. The agent can choose the style according to the regional situation.</p> <p>However, the color should be: white, gray and black, not large areas of blue and red.</p>





IV、Material specification- Agent purchase-material specification

4.3.3 Agent purchase material specification

Name	Photo	Name	Photo	Remarks
TV (55 inches)		Splicing screen		According to the actual needs of the service center, with the corresponding TV, the specific specifications are subject to the design drawings.
Fixed telephone		Printer (wireless bluetooth)		<p>The Fixed telephone color should be white.</p> <p>Printer must be able to support wireless connection printing!</p>

IV、Material specification- Agent purchase-material specification

4.3.4 Agent purchase material specification

Name	Photo	Name	Photo	Remarks
Wireless router		Network switch		A wireless router needs at least 3 antennas to ensure wireless coverage
				The service center must be equipped with network switches to ensure that internal staff computer networks and backup computer networks are used separately!
Tissue Box		Mouse Pad		The tissue box can be light-toned. Once selected, all service centers must uniformly style it.
				Mouse pad choose light color, do not allow to add OPPO logo; The mouse pad can be alternatively used or not used.

T H A N K S
