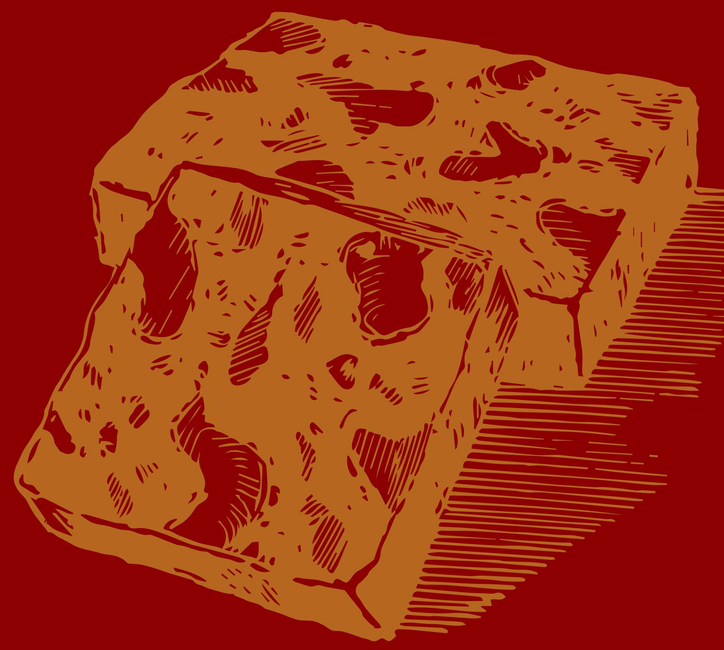
東阿韵

DONG AYUN

DONG AYUN



品牌故事

THE BRAND STORY OF DONG'AYUN

“东阿韵”，植根于阿胶发源地山东东阿，是承载千年养生智慧与地域文化的高端阿胶品牌。以“守正传承，温润养人”为核心理念，从北魏年间的古井传说中汲取灵感，将东阿独有的地下水脉、非遗熬胶工艺与当代健康需求相融，铸就“一口入魂的东方滋补”。

"Dong'e Yun", rooted in Dong'e, the birthplace of ass hide glue, is a high-end ass hide glue brand carrying the wisdom of health care and regional culture for thousands of years. With the core concept of "upholding integrity and inheriting, warming and nurturing people", drawing inspiration from the legend of ancient wells during the Northern Wei Dynasty, the unique underground water veins and intangible cultural heritage of Dong'a are integrated with contemporary health needs, creating an "Eastern nourishing drink that enters the soul in one bite".

工

指尖辨火候
竹帘捻胶

发场景化产品，突破传统阿胶“通用滋补”的同质化困局。联合中医药大学，挖掘东阿县志中“阿胶＋药食”古方，开

源

入口绵回甘
水波纹断面

阿胶在熬制中自然析出更细腻胶质依托东阿独有地下水脉，富集锶、钙等微量元素，使

蕴

传统养生智慧
东阿地域文化

传承）、养韵（场景化滋补），赋予品牌文化溢价。构建“三韵”品牌哲学——水韵（阿井滋养）、匠韵（非遗

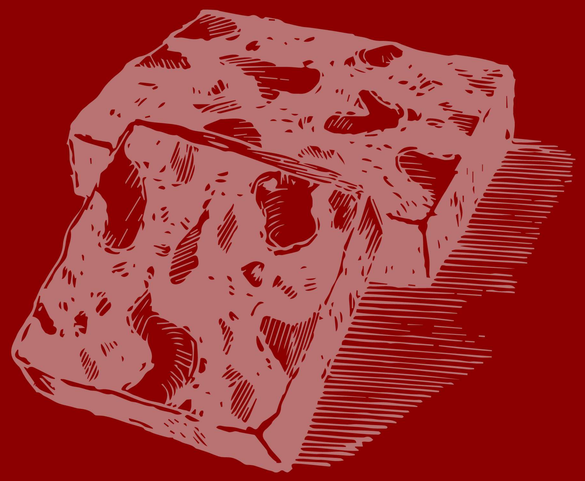
享

传统养生智慧
东阿地域文化

传承）、养韵（场景化滋补），赋予品牌文化溢价。构建“三韵”品牌哲学——水韵（阿井滋养）、匠韵（非遗

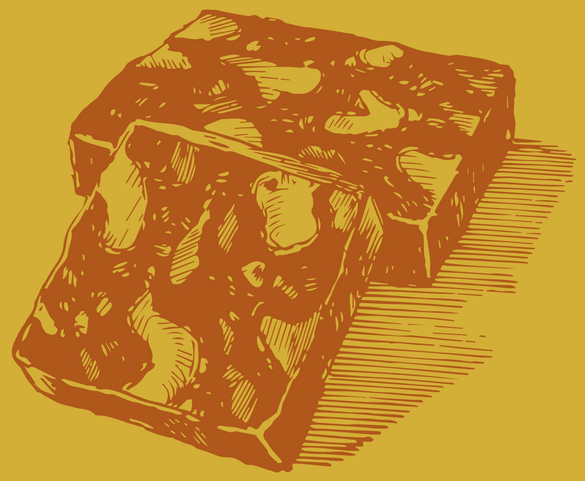
東阿韵
DONG AYUN

COLOR DESIGN



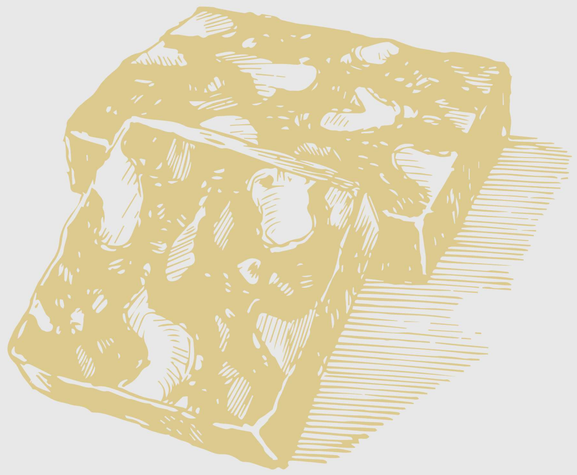
阿胶红

#8B0000
R:139 G:0 B:0
C:48% M:100% Y:100% K:22%



金箔黄

#D4AF37
R:212 G:175 B:55
C:24% M:34% Y:85% K:0%



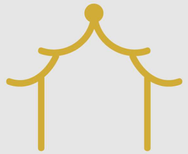
井泉白

#E8E8E8
R:232 G:232 B:232
C:11% M:8% Y:8% K:0%

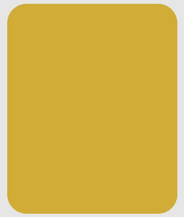
LOGO DESIGN

设计灵感

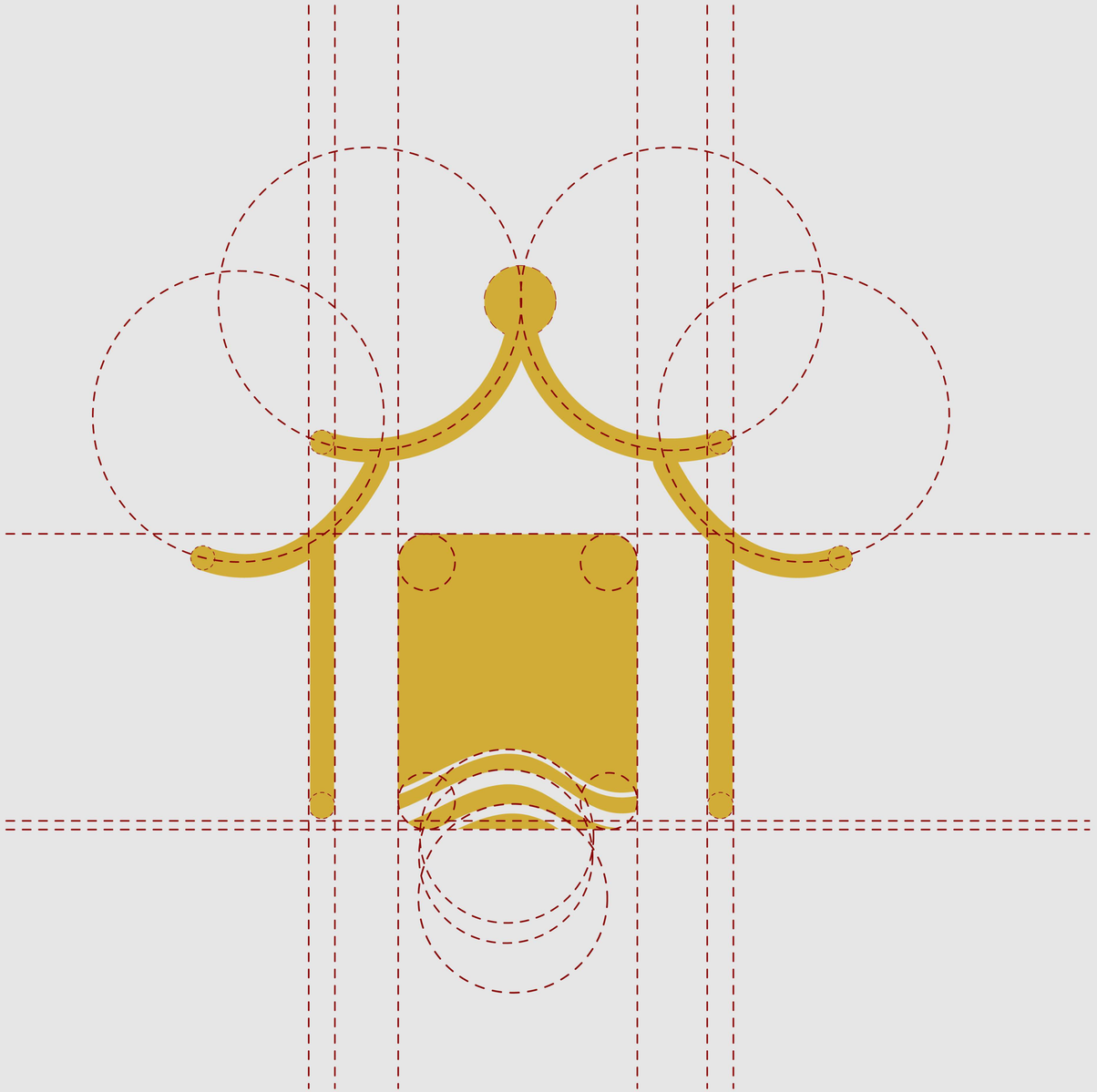
东阿井



阿胶



阿井水



FONT DESIGN

中文标准字

/

楷体-简

汲古井水泡皮　用桑木火熬胶

守正传承　温润养人　东阿水土酿出滋补韵

Noto Sans S Chinese

汲古井水泡皮　用桑木火熬胶

守正传承　温润养人　东阿水土酿出滋补韵

英文标准字

/

标小智无界黑 REGULAR

Upholding integrity and inheriting tradition
Warm and nurturing people
The water and soil of Dong'a nourish and enhance the body

Noto Sans S Chinese

Upholding integrity and inheriting tradition
Warm and nurturing people
The water and soil of Dong'a nourish and enhance the body

東阿韵
DONG AYUN

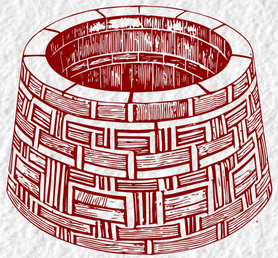
東阿韵
DONG AYUN

東阿韵
DONG AYUN
东阿阿胶

東阿韵
东阿阿胶
DONG AYUN

东阿有韵 滋补有源
DONG'A YOUYUN NOURISHING ACTIVE SOURCE

优材严选质



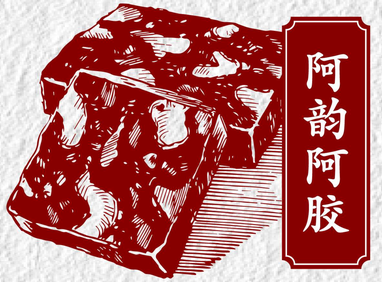
阿井汲甘源

捣舀循古法

慢熬凝胶韵

晾收日月精

切分见真章



阿韵阿胶

东阿韵藏 滋补有方

DONG AYUN

东阿韵 润古今

DONG AYUN

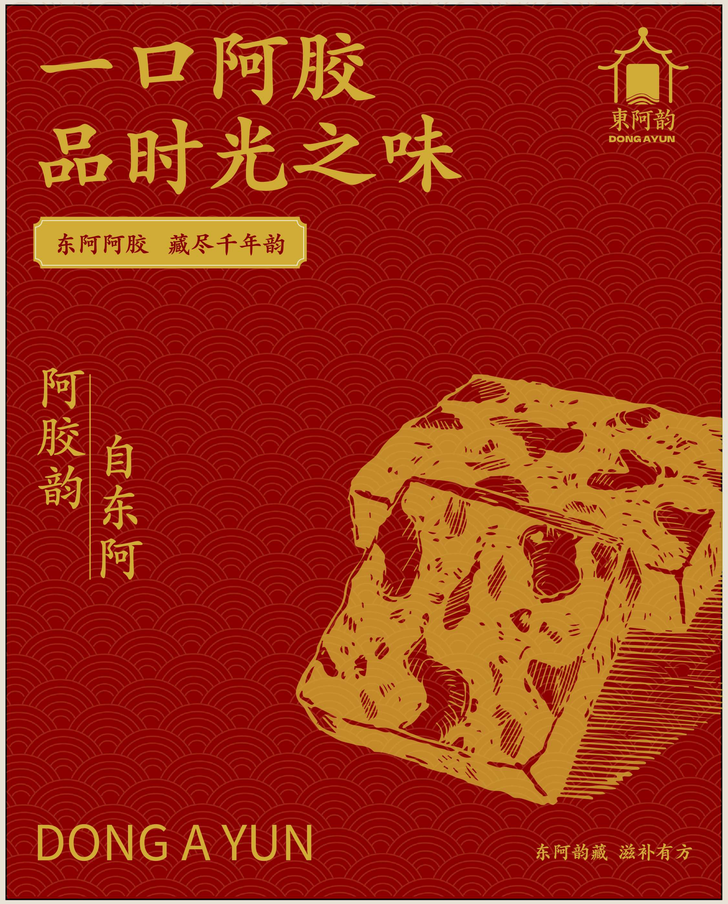
东阿一井韵　千年阿胶香

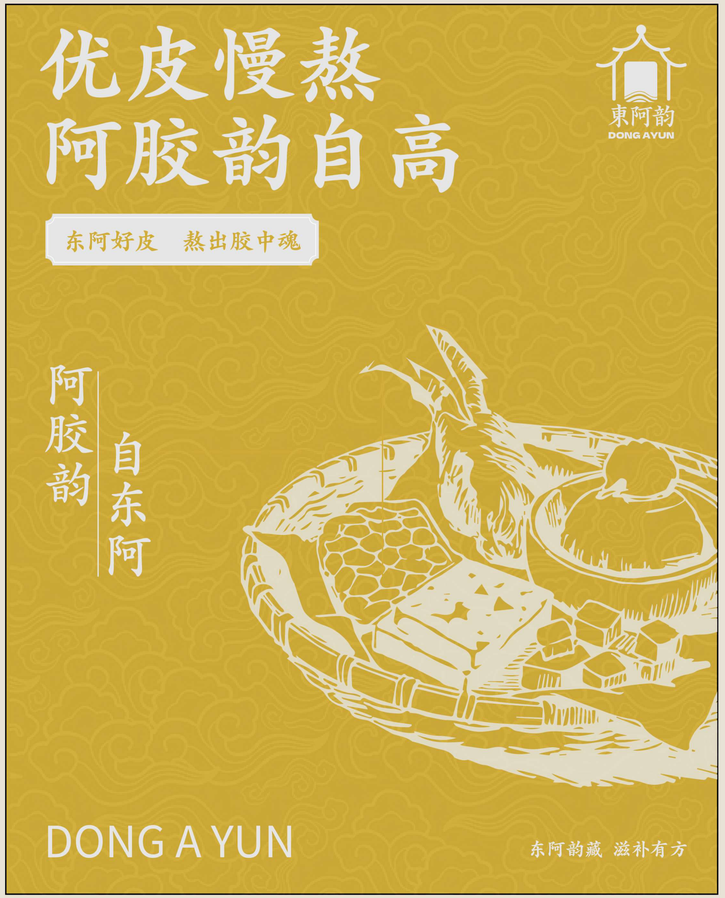
汲阿井灵泉　酿东方滋补韵

DONKEY-HIDE GELATIN

四季养身心

一笺东阿韵


一口阿胶
品时光之味
東阿韵
DONG A YUN
东阿阿胶 藏尽千年韵
阿胶韵
自东阿
DONG A YUN
东阿韵藏 滋补有方


优皮慢熬
阿胶韵自高
東阿韵
DONG A YUN
东阿好皮 熬出胶中魂
阿胶韵
自东阿
DONG A YUN
东阿韵藏 滋补有方

阿井甘泉
养出阿胶韵
東阿韵
DONG A YUN
一口井水 熬出千年胶
阿胶韵
自东阿
DONG A YUN
东阿韵藏 滋补有方

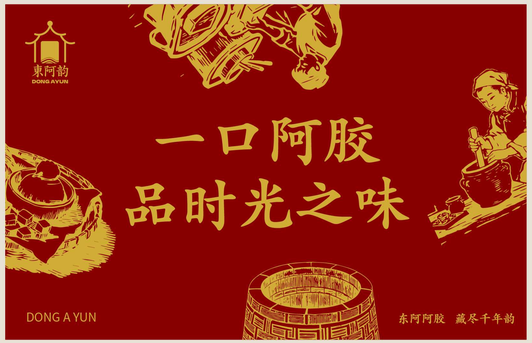
東阿韵
DONG AYUN

東阿韵
DONG AYUN

東阿韵
DONG AYUN
阿井甘泉
养出阿胶韵
Ah Well Sweet Spring
Nurturing the Flavor of Ejiao

東阿韵
DONG AYUN
阿胶韵自高
优皮慢熬
enhance the body
The water and soil of Dong'a nourish and

東阿韵
DONG AYUN
品时光之味
一口阿胶
A SIP OF EJIAO
TASTE THE ESSENCE OF TIME


東阿韵
DONG AYUN
一口阿胶
品时光之味
DONG A YUN
东阿阿胶 藏尽千年韵

東阿韵
DONG AYUN
东阿韵的滋味
是井水的甘
是炉火的暖
是匠人掌心的
温度

東阿韵
DONG AYUN
MIKE
ID:000000000001
职务:项目总监
部门:设计部

优材严选质
阿井汲甘源
捣臼循古法
晾收日月精
切分见真章
東阿韵
DONG AYUN
东阿阿胶

东阿韵藏 滋补有方
DONG AYUN

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温度

一品阿胶
口时光之味
A SIP OF E-JIAO
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