

# 美团 生活小店

MEITUAN LIFE STORE



2024

CINEMA 4D  
DESIGN



# 2024



CINEMA  
4D DESIGN



以美团品牌色为主色调, 构建出可爱的多层“美团小店”。屋顶“美团”标识醒目, 融合外卖, 网购超市, 打车业务元素, 店内细节丰富, 搭配蔬菜生鲜、共享单车, 网约车, 外卖站等元素营造出童趣又充满品牌辨识度的 3D 世界, 展现美团业务场景, 是创意与品牌的生动融合。

Create a lovely multi-layered "Meituan Shop" with Meituan's brand color as the main tone. The roof features a prominent "Meituan" logo, integrating elements of food delivery, online grocery shopping, and ride-hailing. Rich in details, the shop combines fresh produce, shared bikes, ride-hailing cars, and delivery stations to build a playful 3D world with strong brand identity, vividly showcasing Meituan's business scenarios as a creative brand integration.



## 细节展示



### DETAIL SHOW



# 色彩规范

COLOR CODE



#FFC300

#FFE5BB

#FF8A29

#FFE300

#49831C

#D2F29B

#FF99F3

#7A4095

#FF99F3

#7A4095



美团

外卖

# 主要元素

KEY ELEMENTS



购物篮



网约车



共享单车



水果架



储藏铺



置物架



快递柜



花坛



通告栏

