



# 品牌手册

一家治愈系娃娃屋

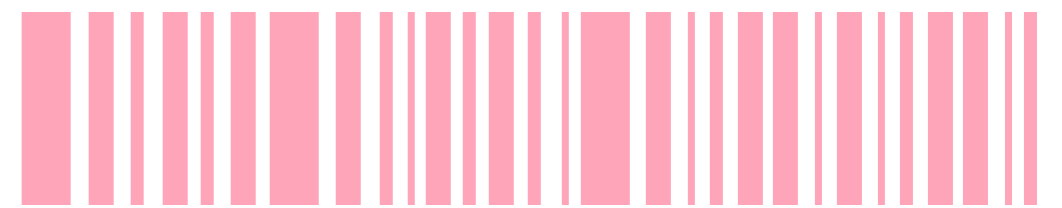




# 海豹之家

— HAI BAO —

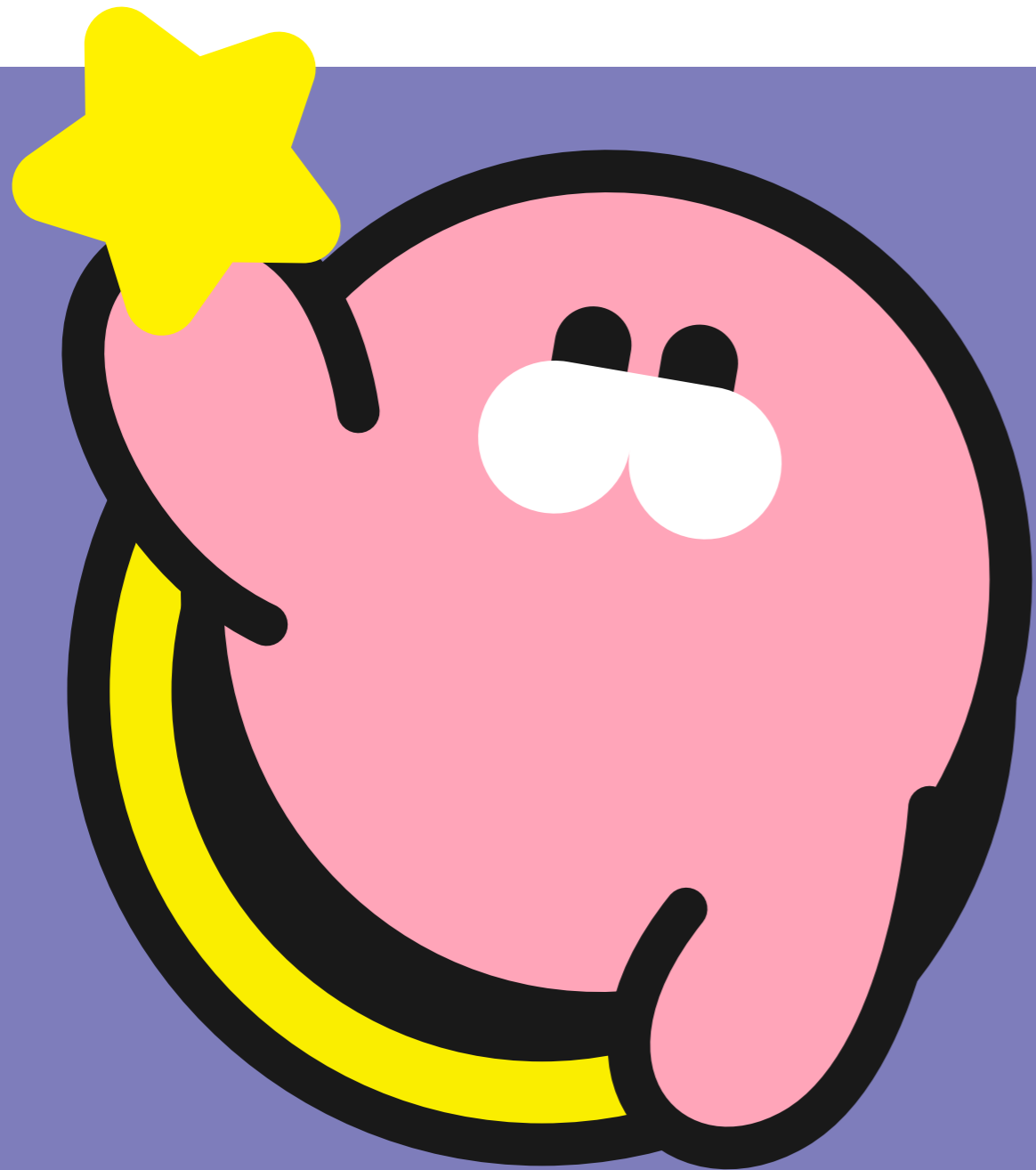
一家治愈不开心的娃娃屋



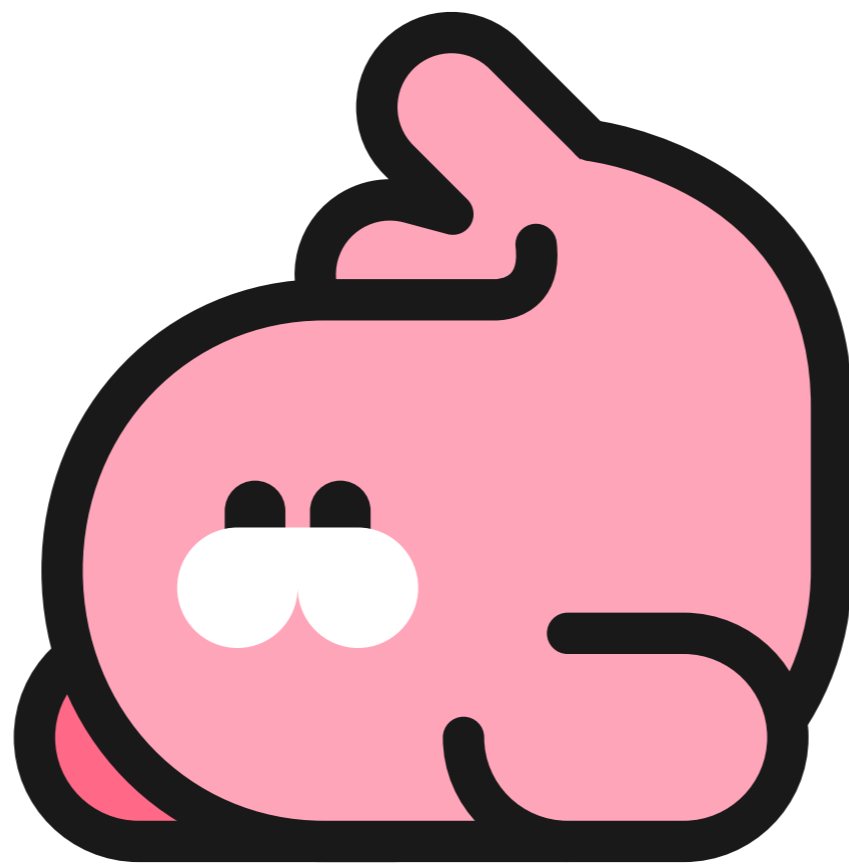
SEAL HOUSE.

# IP简介

## IP主形象“海豹”

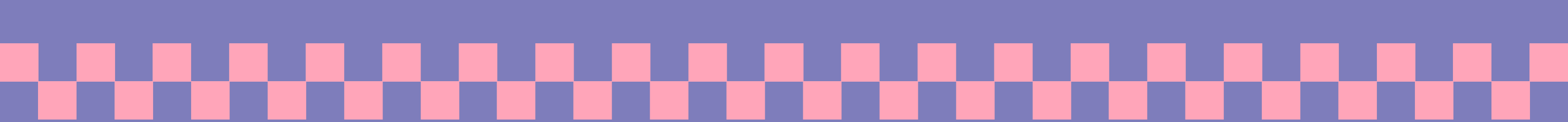


“饭粒酱”是一只天性温顺，外形可爱的粉色小海豹，饭粒酱性格开朗，乐于助人，是人见人爱的“开心果”，他的梦想就是时刻给人们带去“快乐”！

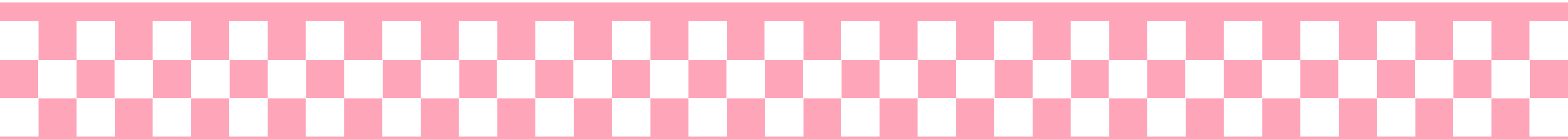


海豹之屋  
HAI BRO

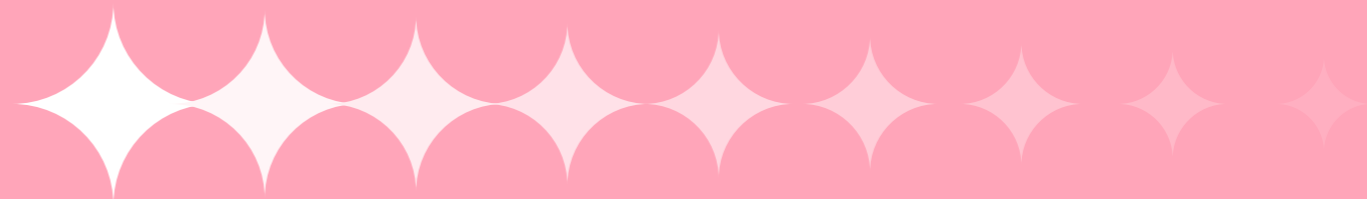
/ SEAL HOUSE / 娃娃与快乐都在这



门店案例



Seal House





一家治愈不开心的娃娃屋



# SEAL HOUSE



海豹之屋

抓娃常态 越抓越可爱







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海豹之屋



消防栓

Seal House



ASS

SHOW



海豹之屋

SHOW



Seal House

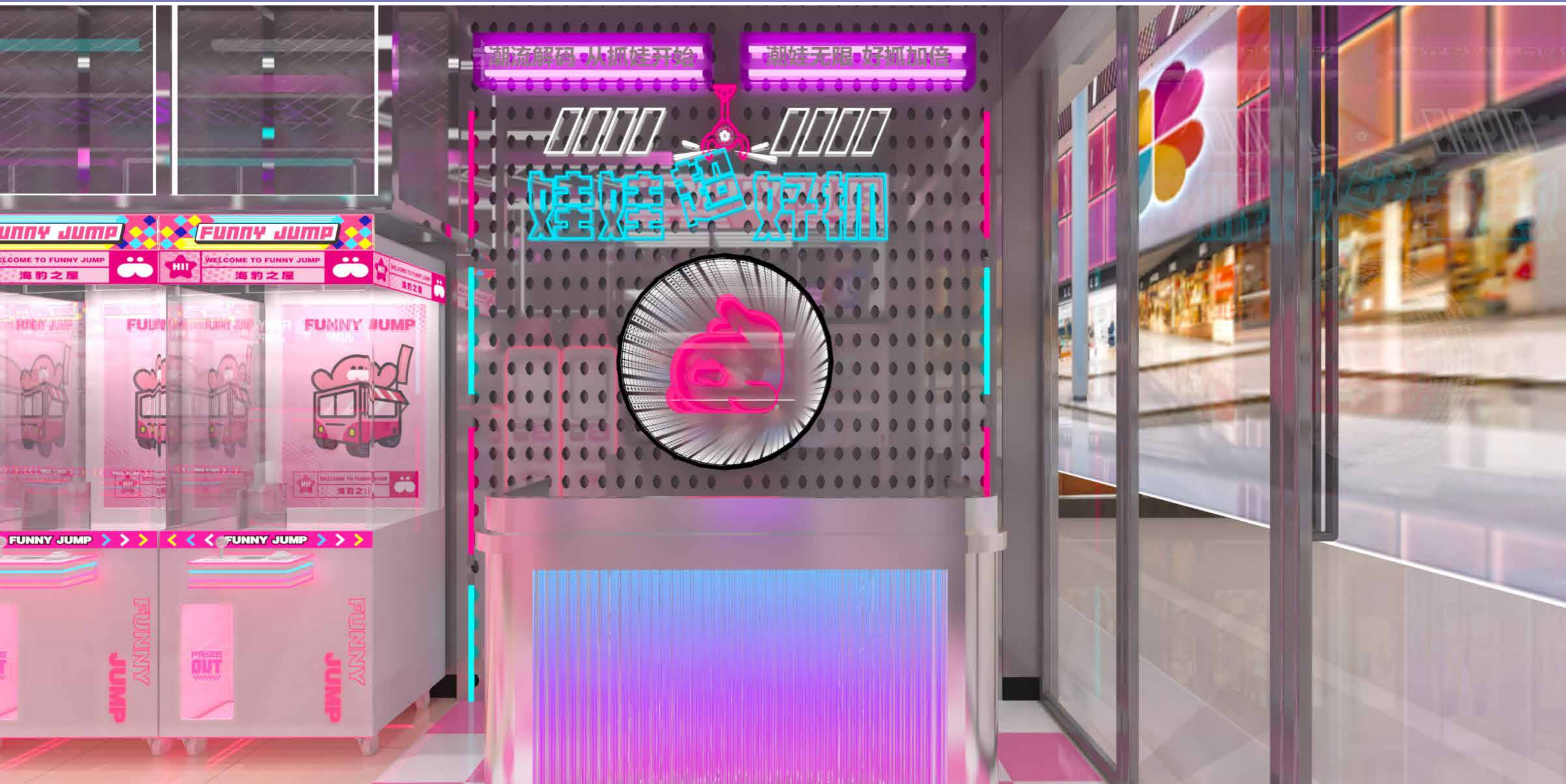


海豹之屋



Seal House





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# Seal House



欢迎光临



服务台 | GIFT EXCHANGE  
礼品兑换



万物皆



WELCOME  
HAPPY GAME  
WELCOME



Seal House



# Seal House





Seal House



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# Seal House



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# Seal House



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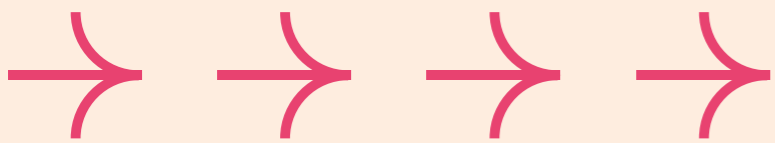




◆◆ Seal House ◆◆

欢迎光临

SEAL  
HOUSE



WELCOME

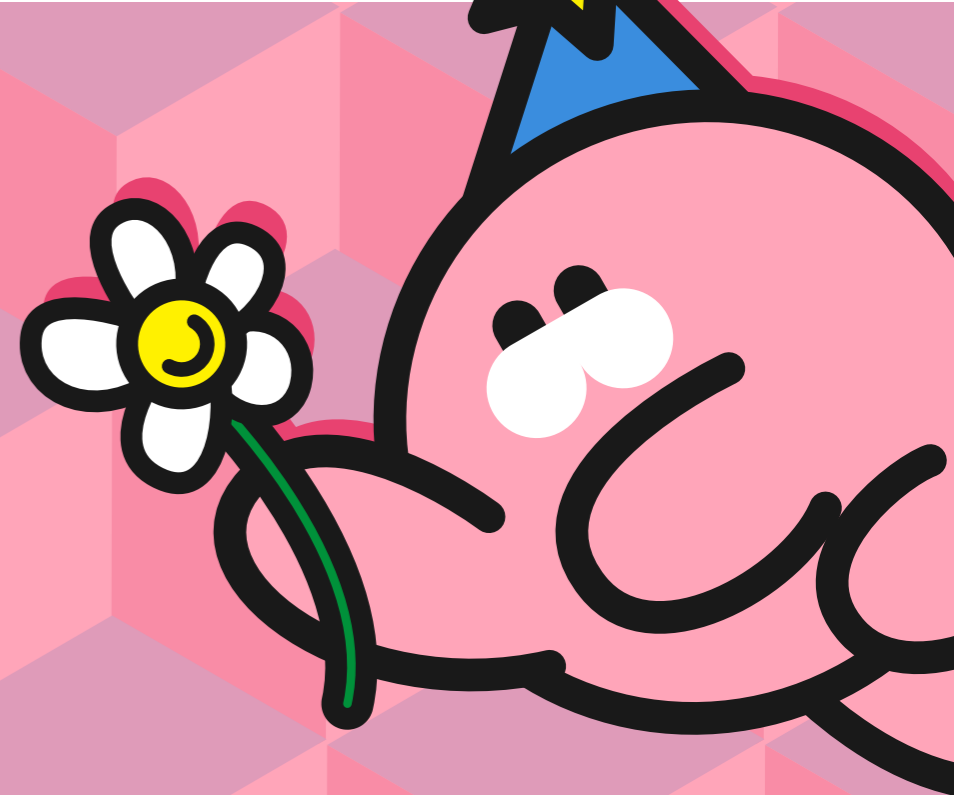


HAI BAO



零食主题抓机店

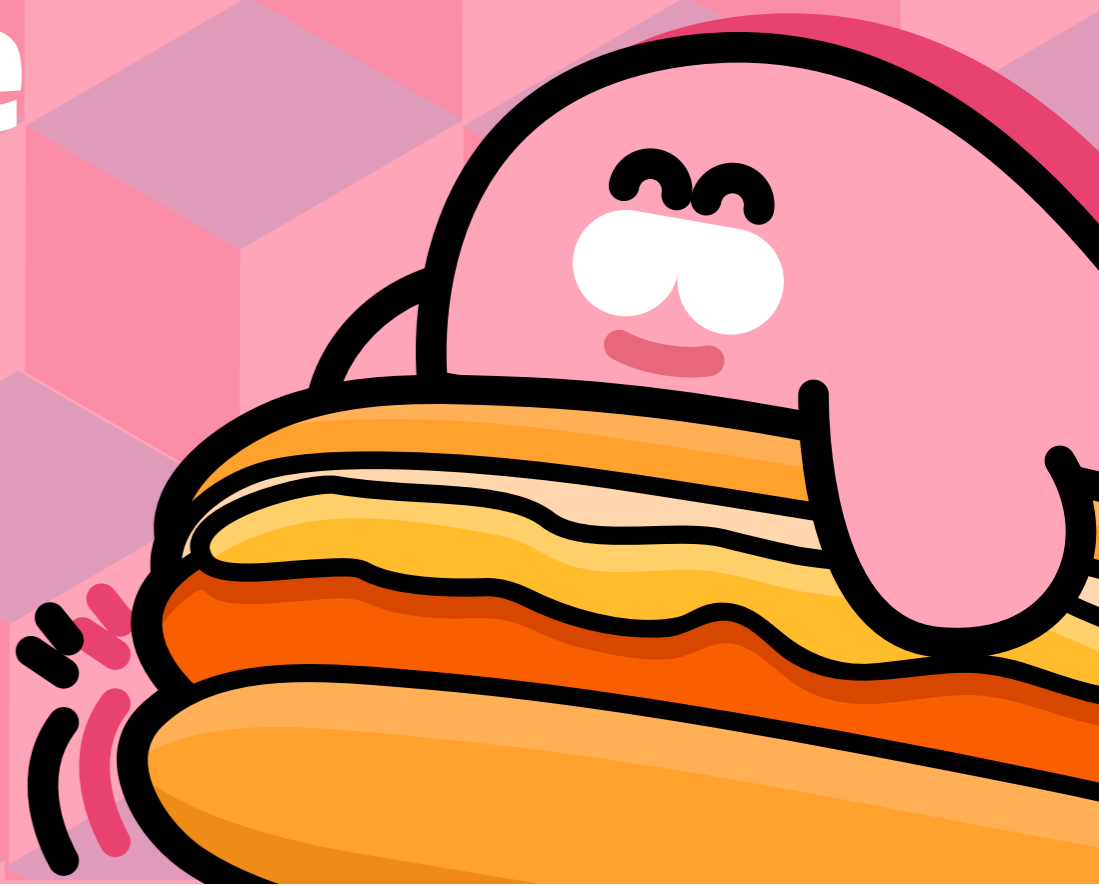
海豹之屋



海豹之家  
— HAI BAO —

一家治愈不开心的娃娃屋

Seal House



SEAL

海豹之家  
HAI BAO

HOOSES



一家治愈

不开心的娃娃屋

WAWWAWU

WELCOME

# 开店 标准

## 开店面积

- 1、10—60m 多经点位
- 2、60—300m 门店

## 开店场景

娱乐聚集地、餐饮聚集地、  
年轻人聚地、文创聚集地、  
网红街区、文旅街区、餐  
饮街区

T H A N K

谢谢观看