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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

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Brand - Classification

品牌 分类

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Foreword

This standard was drafted in accordance with the rules given in GB/T 1.1-2009. This standard is proposed and managed by the National Brand Evaluation Standardization Technical Committee (SAC/TC532). This standard was drafted. Shanghai Quality and Standardization Research Institute, China Brand Construction Promotion Association, China National Institute of Standardization, Shenzhen Municipal Standard Quasi-Technology Institute. The main drafters of this standard. Dai Yuxin, Jia Jia, Wu Fang, Lu Anran, Yuan Meng, Kang Jian, Zhang Zhengmin, Shi Nian, Zhou Peng, Duan Qi, Wang Qianqian, Wang Wei, Yang Zhihua. Brand category

1 Scope

China's national standard for classifying brands. It specifies the terms and definitions, the classification principle, the coding method and code structure, and gives classification and code tables by subject and by industry. It belongs to the group of Chinese standards that treat brand as a measurable asset rather than a marketing matter - the same family as the city brand evaluation standard. Classification comes first for the ordinary reason that anything to be counted must first be sorted: a national brand register, an evaluation scheme, or a statistical series on brand value all need agreement on what kinds of brand exist. The two axes are the useful part. By subject separates the brand of a product from that of an enterprise, a region, a service or a place, which are different things valued in different ways; by industry places each in the sector it competes in. Together they produce a code that lets brands be aggregated and compared without arguing each time about what is being counted.

This standard specifies the classification principle, coding method and code structure of the brand, classification by category and code table, classification by industry and code table. This standard applies to all brand related activities.

2 Normative references

The following documents are indispensable for the application of this document. For dated references, only dated versions apply to this article. Pieces. For undated references, the latest edition (including all amendments) applies to this document.

GB/T 4754-2017 National Economic Industry Classification

3 Terms and definitions

The following terms and definitions apply to this document.

3.1 Brand subject The object to which the brand is attached.

Note. The brand main body includes corporate brand, product brand, regional brand and so on.

4 Classification principles

4.1 Scientific Drawing on the relevant classification system, following the theoretical basis and practical support of the classification method, according to the brand value evaluation method, brand strategy and product The similarity of brand marketing is classified.

4.2 Systematic The brand classification system is established according to the main body and the industry, and the classification is clear and reasonable.

4.3 Practicality The classification structure is simple and well-defined, and it is appropriate to take into account differences in industry attributes and key industries, and has strong operability.

5 Coding method and code structure

5.1 Encoding method Divided into one level by subject classification, the code is represented by a Roman numeral. Divided into categories, categories, and sub-categories by industry classification. The code consists of a Latin alphabet and four Arabic numerals. The first Latin The letters indicate the categories, that is, A, B, and F indicate different categories, and the second and third Arabic numerals indicate large categories, that is, with 01, 02, Different major categories, the fourth and fifth digits represent subclasses, that is, 0101, 0102, which respectively represent different subclasses.