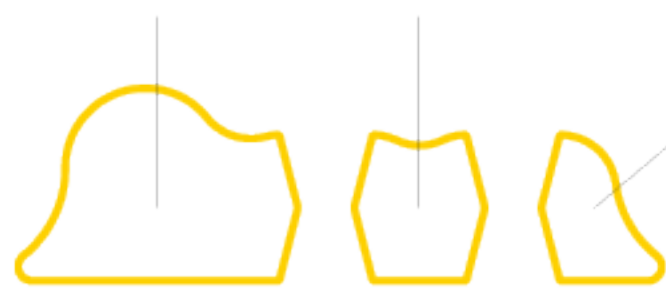


BRAND DESIGN

LOGO / VI PLAN



front part center part back part



join part



Where  Happens

Where *Relationship* Happens

Where

Happens

Where
Relationship
Happens

BRAND VOICE DIRECTION

BRAND DESIGN

LOGO / VI PLAN

What is essential is invisible to the eyes.
Yellow Planet / www.yellowplanet.com.cn

世界的本质 / 是用眼睛看不到的。

EN: Rockwell Nova
CH: Source Han Sans (思源黑体)



What is essential is invisible to the eyes.
Yellow Planet / www.yellowplanet.com.cn

世界的本质 / 是用眼睛看不到的。

EN: Rockwell Nova
CH: Source Han Sans (思源黑体 · 源ノ角ゴ)



Yellow Planet  Where *Relationships* Happens



What is essential is invisible to the eyes.
Yellow Planet / www.yellowplanet.com.cn

EN: Rockwell Nova

What is essential is invisible to the eyes.
Yellow Planet / www.yellowplanet.com.cn

EN: EloquentJF
For Luxury taste



Where *Relationships* Happens Yellow Planet 

What is essential is invisible to the eyes.
Yellow Planet / www.yellowplanet.com.cn

EN: DIN2014
For Childish taste



Yellow Planet 

Yellow Planet



Yellow Planet



BRAND ART DIRECTION