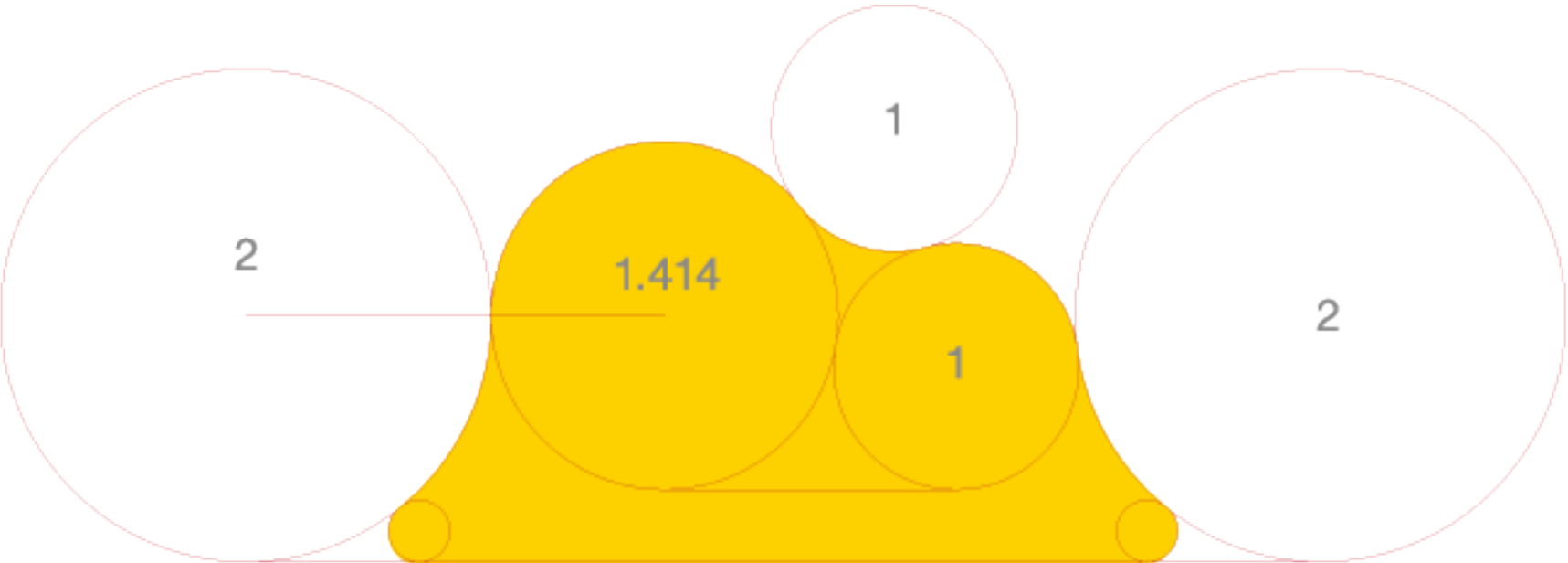


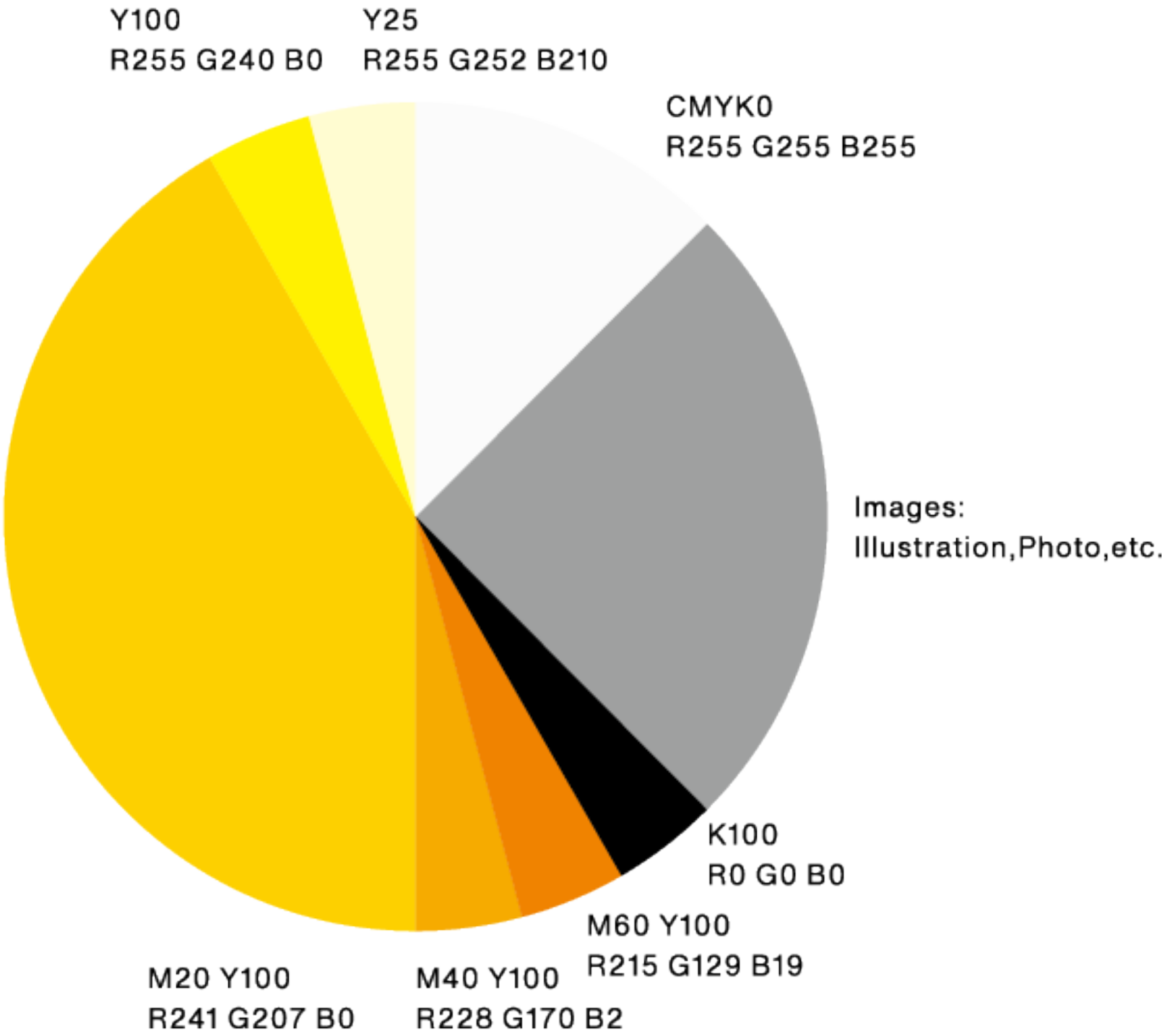
# BRAND DESIGN

LOGO / VI PLAN

THIS IS A PET PRODUCT BRAND.  
THE PRODUCTS HAVE BEEN CREATED BASED ON THE RELATIONSHIP BETWEEN HUMAN AND ANIMAL.



Yellow Planet  
黄色星球

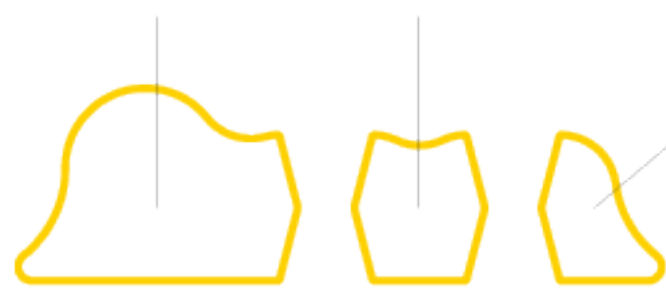


# BRAND DESIGN

LOGO / VI PLAN



front part   center part   back part



join part



Where  Happens

Where *Relationship* Happens

Where  
  
Happens

Where  
*Relationship*  
Happens

BRAND VOICE DIRECTION