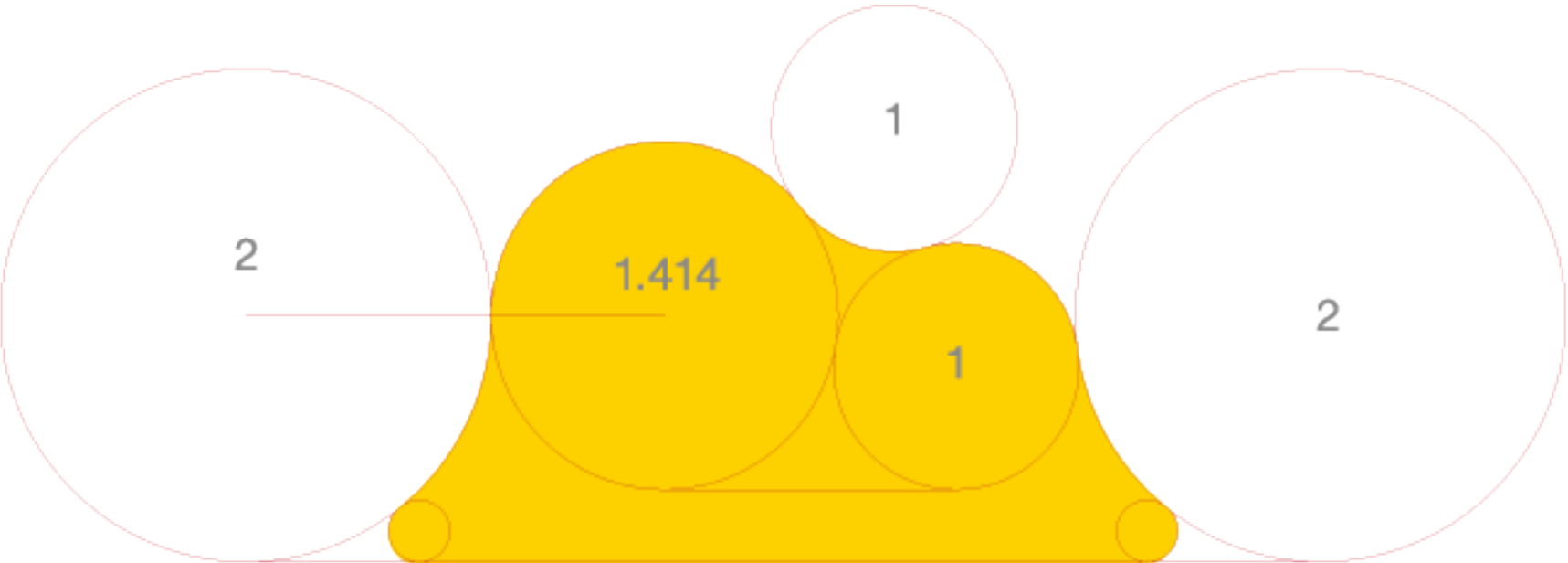


BRAND DESIGN

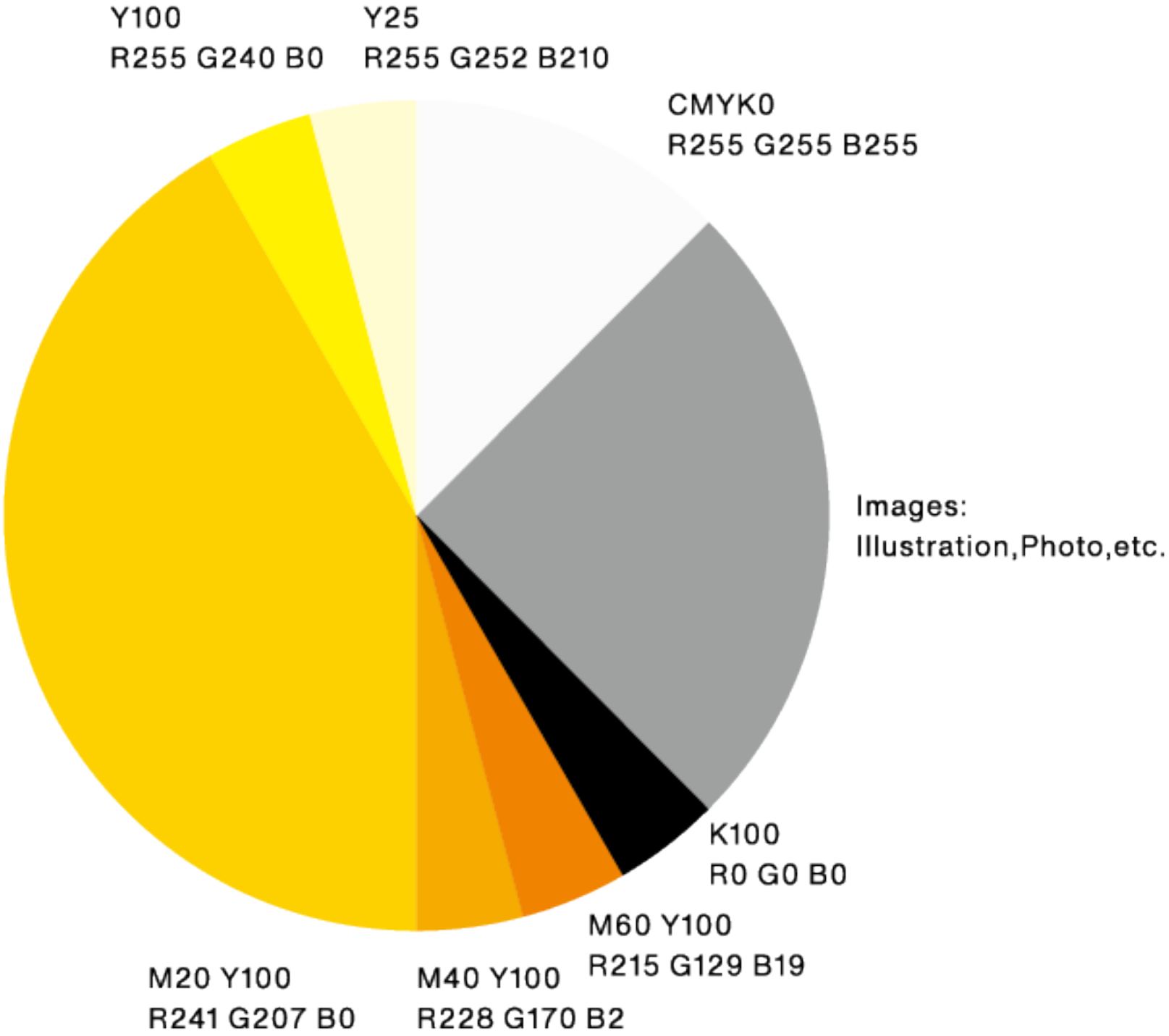
LOGO / VI PLAN

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

Yellow Planet 黄色星球

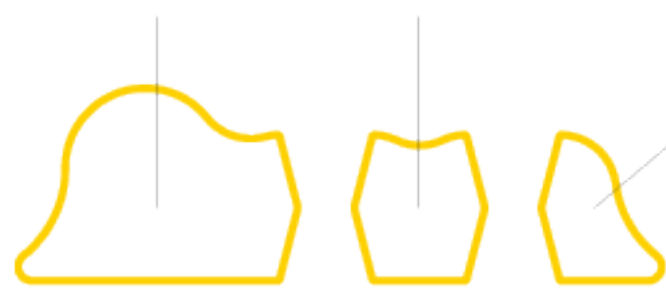


BRAND DESIGN

LOGO / VI PLAN



front part center part back part



join part



Where  Happens

Where *Relationship* Happens

Where

Happens

Where
Relationship
Happens

BRAND VOICE DIRECTION