

# BRAND DESIGN

LOGO / VI PLAN

What is essential is invisible to the eyes.  
Yellow Planet / [www.yellowplanet.com.cn](http://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)



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Yellow Planet  Where *Relationships* Happens



What is essential is invisible to the eyes.  
Yellow Planet / [www.yellowplanet.com.cn](http://www.yellowplanet.com.cn)

EN: Rockwell Nova

What is essential is invisible to the eyes.  
Yellow Planet / [www.yellowplanet.com.cn](http://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](http://www.yellowplanet.com.cn)

EN: DIN2014  
For Childish taste



Yellow Planet 

Yellow Planet



Yellow Planet



Yellow

BRAND ART DIRECTION

# BRAND DESIGN

LOGO / VI PLAN

THIS IS A BRAND FOR AN AGENCY WHICH FOCUS ON ART.



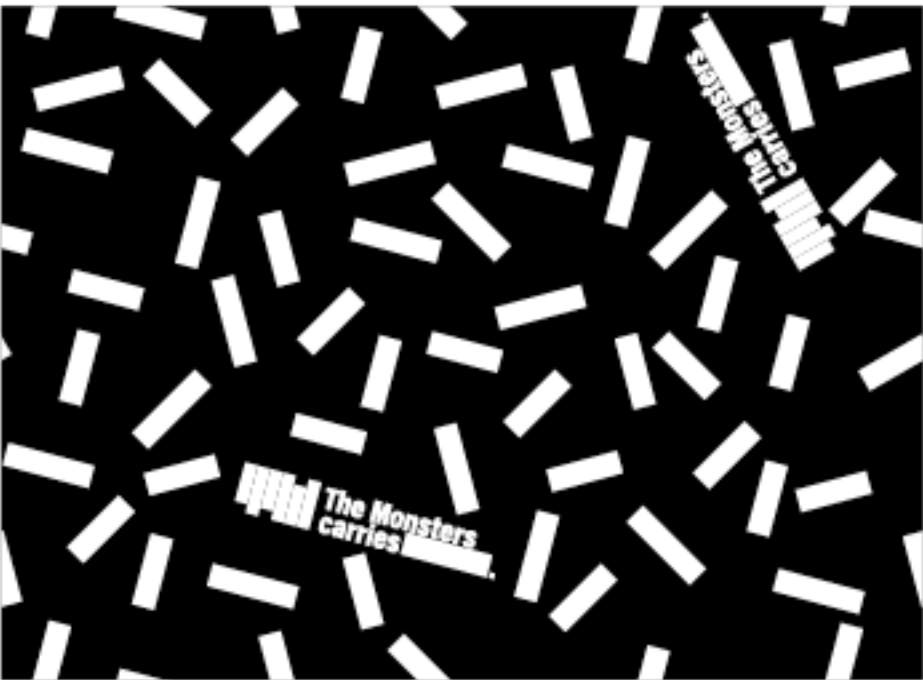
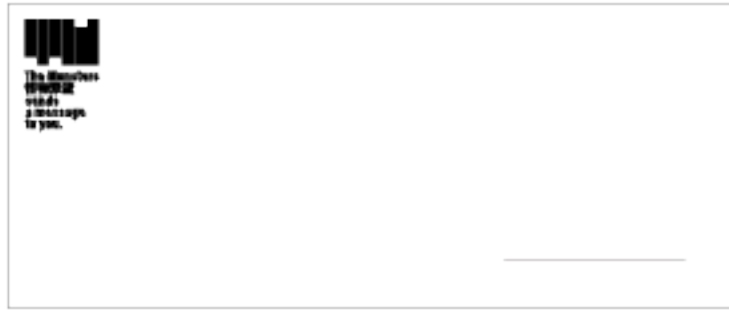
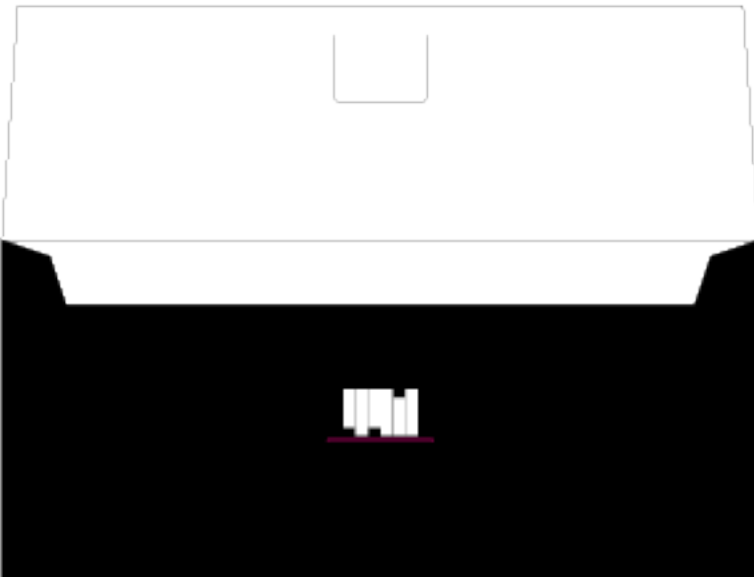
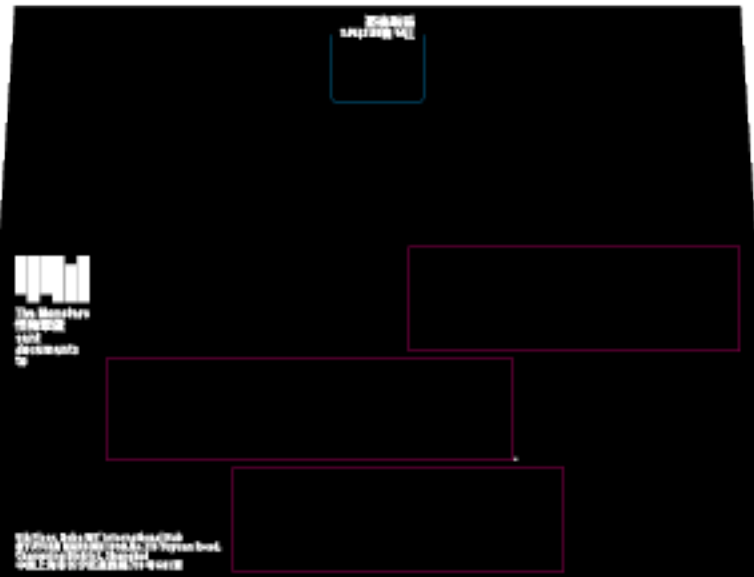
The Monsters  
怪物笨蛋

怪物笨蛋  
他告诉你我的信息。

The Monsters  
怪物笨蛋  
says hello to you.

The Monsters  
怪物笨蛋  
loves Shanghai China  
International Arts  
Festival.

CULTURE LIFE HUNTER TRANSPORTER AND CREATOR



SOCIAL MEDIA

SHOOTING

BRAND CAMPAIGN

BRAND DESIGN & STRATEGY (LOGO & VI)

EXHIBITION