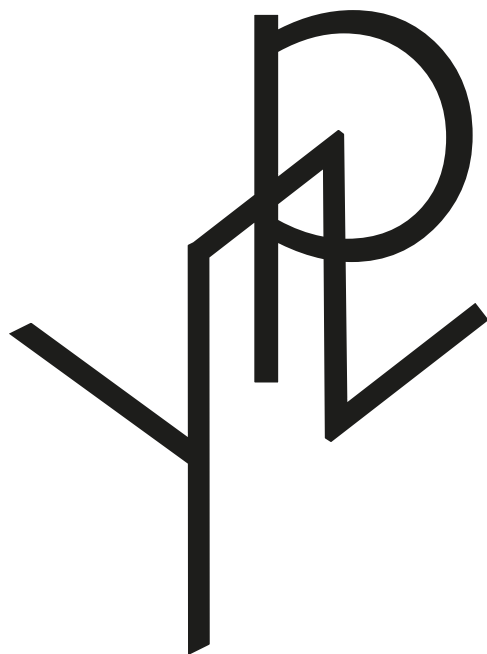


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Brand Identity for Casey Yunzhu Pan

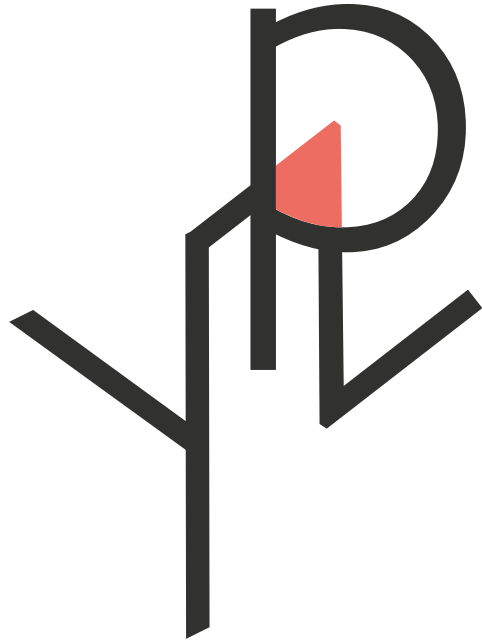
- Logo in black and white ( positive )



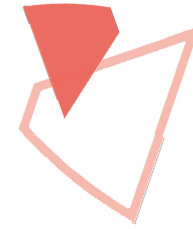
- Logo in black and white ( negative )



- Logo in color
- Black: C-0 Y-0 M-0 K-94
- Grapefruit red: C-0 M-69 Y-55 K-0



# Gill Sans Light



- Used for logo shape

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Typeface info -

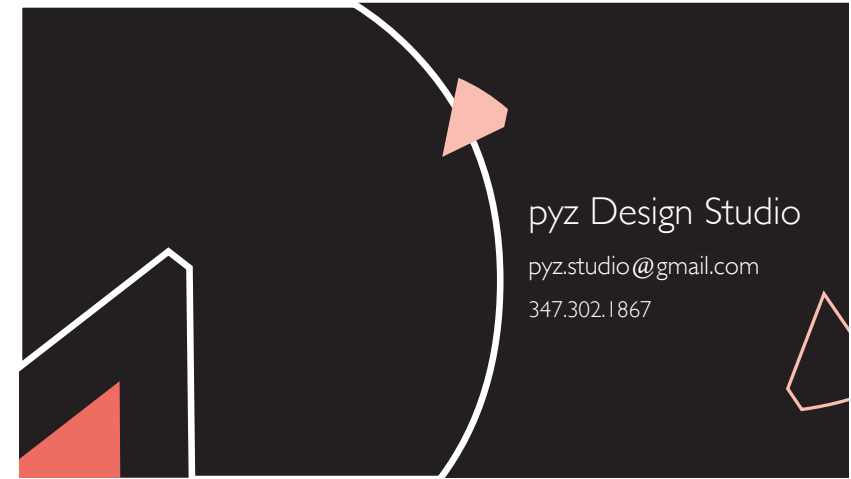
Gill Sans is a sans-serif typeface based on Edward Johnston's 1916 "Underground Alphabet", designed by Eric Gill and released by the British branch of Monotype from 1928 onwards.

## Gill Sans

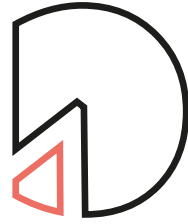
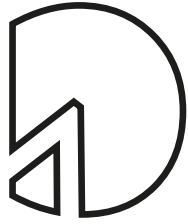
- Used for name text in full logo

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



- Business card ( back and front )



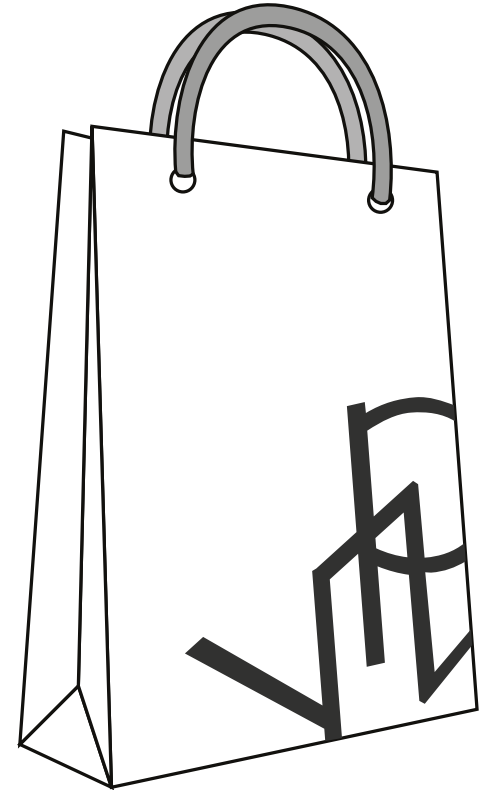
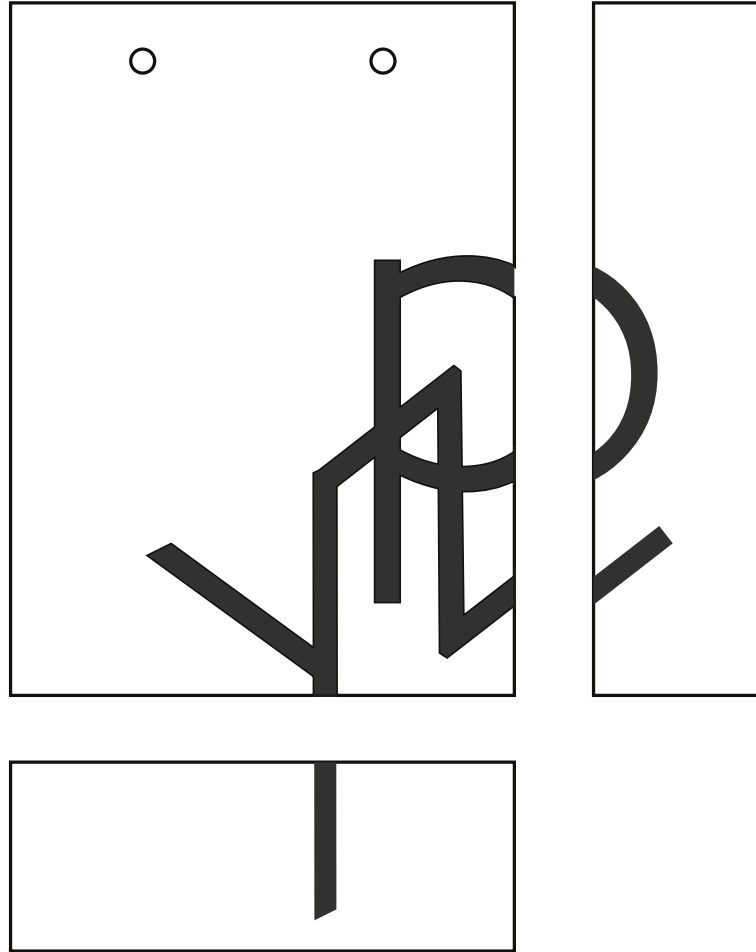
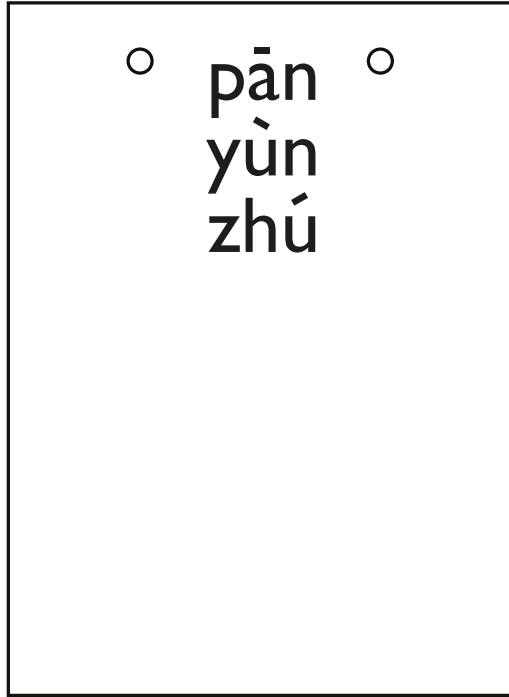
- Social Icons – different versions for different occasions



- Watermelon slices - additional design assets (shape from logo's negative space)
- Peach pink: C-0 M-31 Y-24 K-0

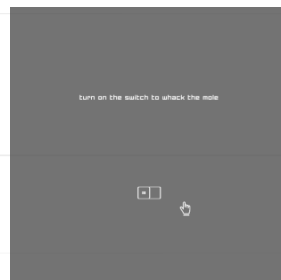


- Paper bag ( multiple sides )





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who am I

web stuff  
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games

photography  
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- Home page ( mobile version )



Thank you

