Brand Style Guide

Kathryne Zhang Yuanxin

Introduction

The logo draws inspiration from my cat, capturing my personality and creative vision. The expressive eyes bring a lively, quirky charm, while the bold pink adds enthusiasm and playfulness.

In the full design, the cat's face subtly incorporates the word 'OK', symbolizing my approach as a designer - representing my open, judgment-free acceptance of ideas and requests, seeing value in every project. This logo embodies my design philosophy: vibrant, adaptable, and a bit unexpected.

Side note: I'm role-playing here as a designer
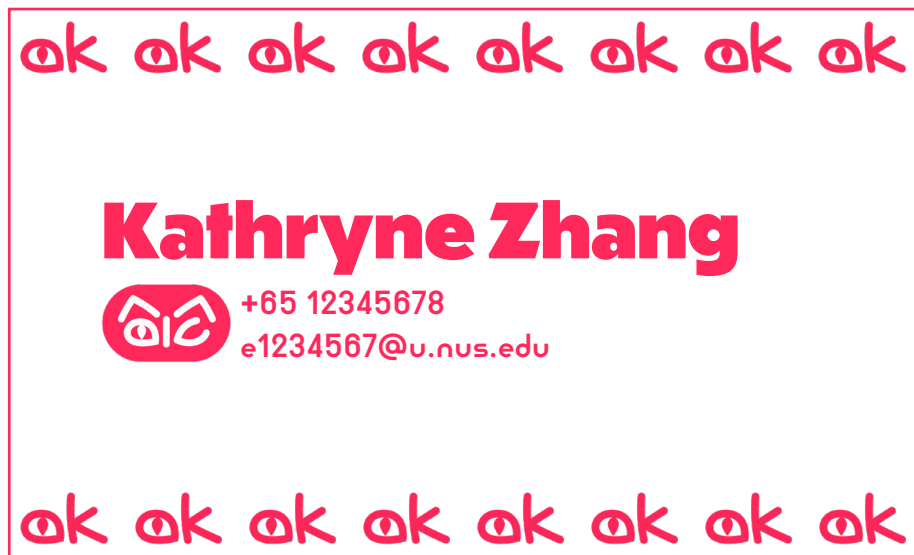
LOGO

On WHITE background

Simplified Version

LOGO

On PINK background

Simplified Version

BUSINESS CARD

ok ok ok ok ok ok ok ok

Kathryne Zhang

+65 12345678
e1234567@u.nus.edu

ok ok ok ok ok ok ok ok

Front

Back

RESUME

Kathryne Z.

Illustrator & graphic designer

More content about me. Lor arum is re et omnisci tatur, adi net eaquassit eos eum volore consequis mos atemquid quat sdoluptatem voluptae exAdi doloritibus

Education

2021-2022
Dunman High School

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2023-2027
National University of Singapore

- Major in Sociology.
- Second major in Communications and New Media.

Skills

Microsoft Office Suite

Adobe Illustrator, Indesign, Ps

Premiere Pro, Lightroom

Experience

2023 Jan-Jul
Ereped modit escium quis acepr

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2024 Apr-Aug
Ereped modit escium quis acepr

- Ibustis iureperchit, sunt a suntiant aut ent aboritiae sum quid.

2025 May-Jul
Ereped modit escium quis acepr

- Ibustis iureperchit, sunt a suntiant aut ent aboritiae.

Languages

ENGLISH   **中文 (CHINESE)**

Native level, both spoken and written.

Logo Guidelines

Exclusion Zone

(x)

Logo Height

(x)

PLEASE DON'T

Change Colours

Change Stroke

Use other colour backgound

Add pixelate effects

Distort or stretch

Add a drop shadow

Change colour of lines

Incomplete the background colour

Overlap

Remove elements

Rotate the logo

Rearrange logo elements

COLOURS

R: 255
G: 40
B: 90

#ff285a

R: 255
G: 255
B: 255

#ffffff

Dunbar Tall

ABCDEFGHIJKLMN
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@#$%^&*()-_+={}[];:"',./?

Avenir Black

ABCDEFGHIJKLMN
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@#$%^&*()-_+={}[];:"',./?

Reross

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$&*()-_{}[];:"',./?

Avenir Medium

ABCDEFGHIJKLMN
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@#$%^&*()-_+={}[];:"',./?

方正亭黑简体

芳树无人花自落,
春山一路鸟空啼。
0123456789
!@#$&*()-_{}[];:"',./?

TYPOGRAPHY