

Commercial Works

Kabo Lee



Social Media Posts & Graphics

Social Media Stories

inholland
hogeschool

Inholland

inhollandalkmaar ...

LEREN
IS DURVEN

Liked by **inhollandalkmaar** and 1125 others

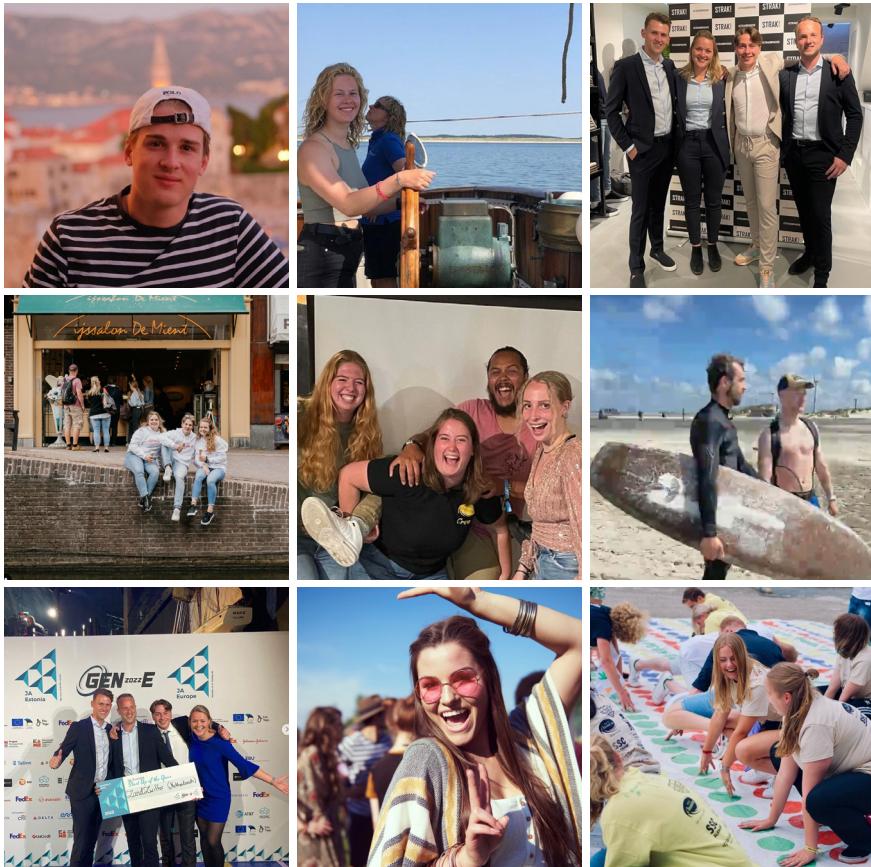
Veel plezier vandaag!

#inhollandalkmaar #studerereninalkmaar

Social Media Brandbook for Inholland

This project showcases a comprehensive social media brand book for Inholland Hogeschool, featuring detailed guidelines, a cohesive visual identity, and a strategic social media approach. From logo usage to content strategy, this brand book ensures a consistent and engaging online presence for the institution.

BEFORE



AFTER



LETTERTYPE

Avenir Next LT Pro
REGULAR

ABCDEFG
abcdefg
1234567

DEMI & REGULAR



Black

White

Avenir Next LT Pro
DEMI

ABCDEFG
abcdefg
1234567

Avenir Next LT Pro
BOLD

ABCDEFG
abcdefg
1234567



LETTERTYPE

DO'S

- Gebruik tekst in wit op een magenta achtergrond.
- Gebruik tekst in zwart op een gele achtergrond.
- Zet de tekst in twee regels. demi (boven) en regular (onder).
- Zorg ervoor dat de volledige copy altijd zichtbaar is.



DONT'S

- Geen copy in kleur.
- Gebruik altijd een vierhoekige element achter de tekst.



KLEURGEBRUIK

We gebruiken dynamische en visueel opvallende foto's in combinatie met de herkenbare stijlelementen. Dit zorgt ervoor dat elke post de uitstraling krijgt van Inholland Alkmaar.

Naast eigen gemaakte foto's van bijvoorbeeld schoolactiviteiten, open dagen en colleges delen we ook foto's die zijn gemaakt door studenten zelf. Op deze manier krijg je in één oogopslag een divers beeld van Inholland Alkmaar en ben je op de hoogte van wat er speelt in en buiten de school.

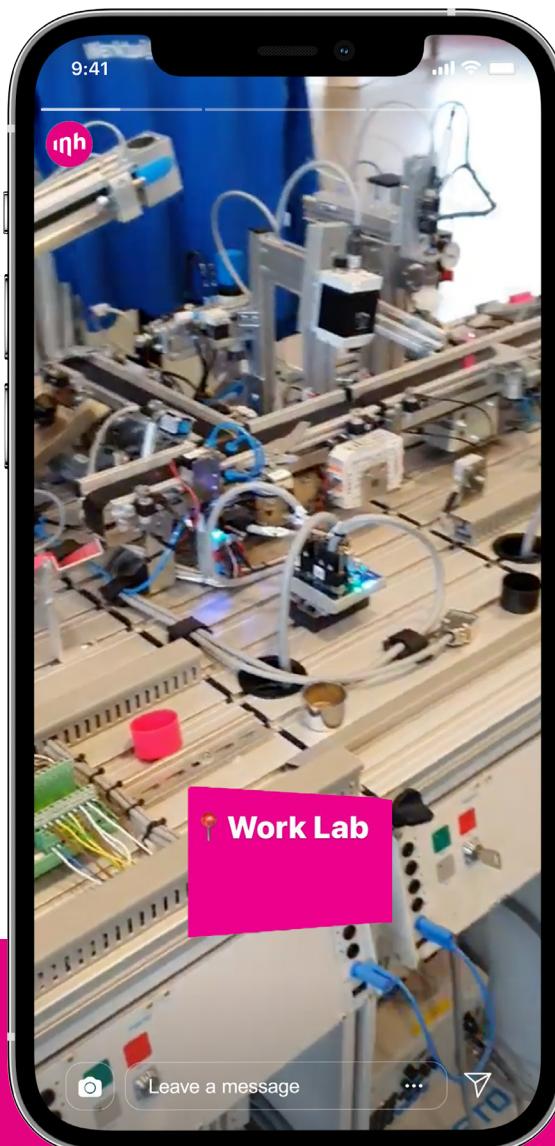
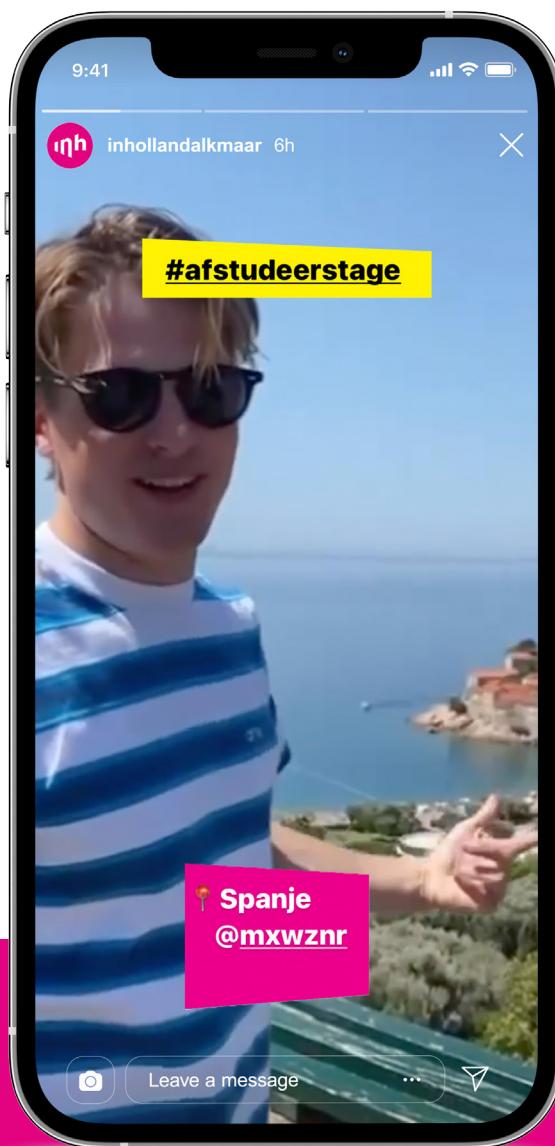
Magenta is de overheersende kleur binnen de socials. Elke post zal dan ook altijd een roze element bevatten als we geen kader of blok gebruiken.

KLEURGEBRUIK

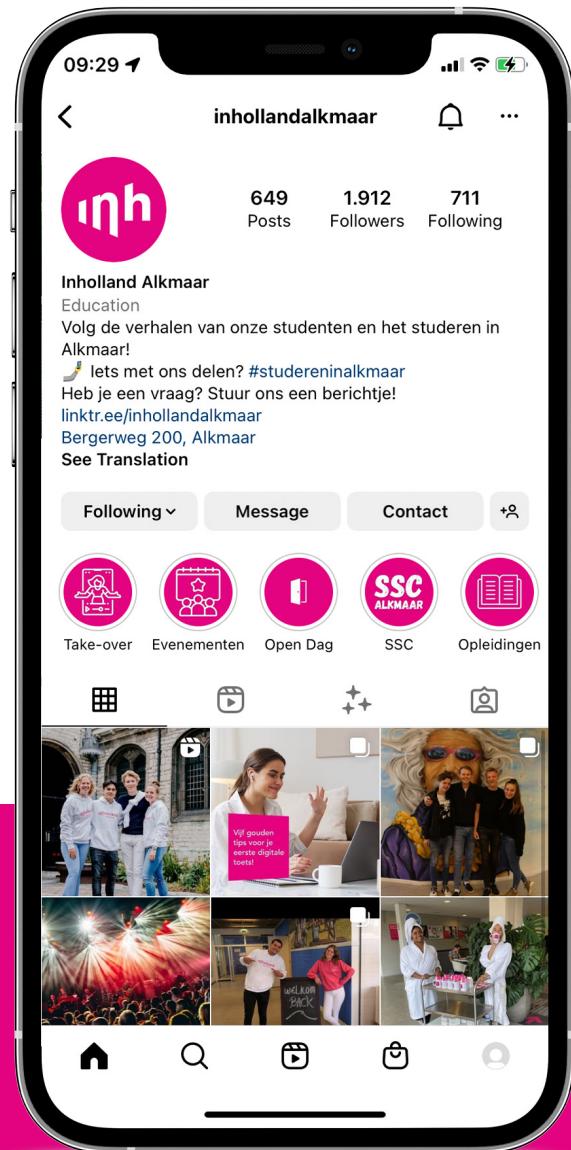


#E3027F #000000 #FFFFFF #FFFF00

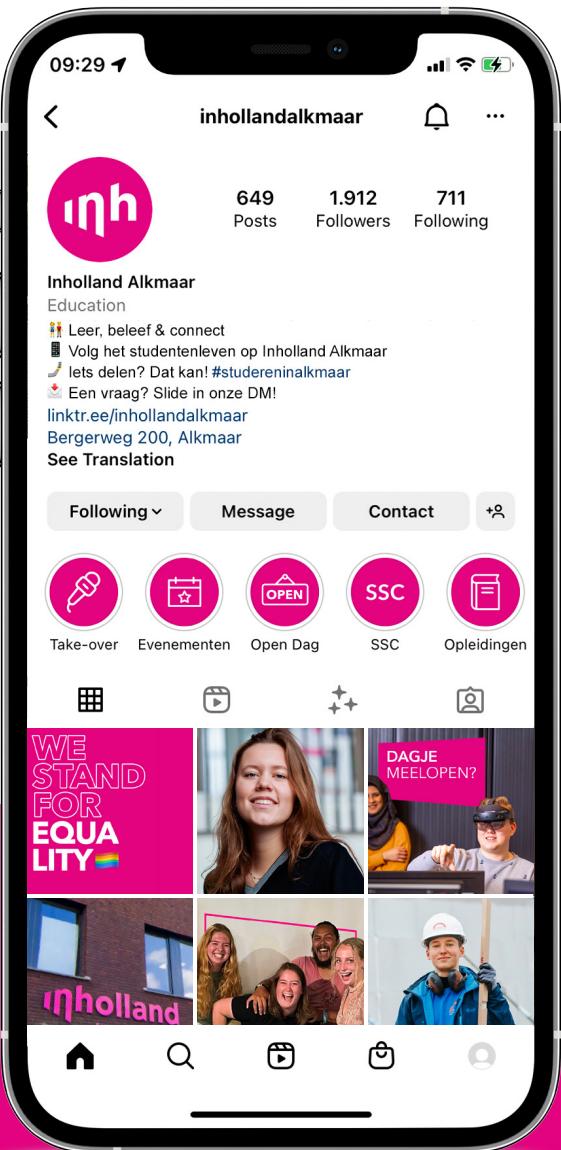




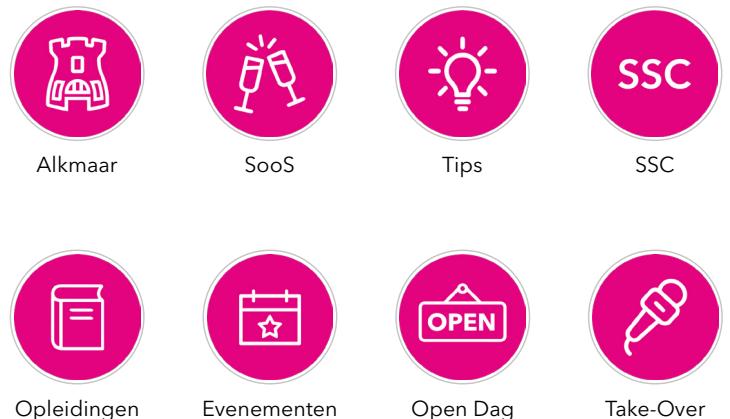
BEFORE



AFTER



INSTAGRAM HIGHLIGHT ICONEN





Amazing Taste

Branding for Amazing Taste

For Amazing Taste, an Asian fusion restaurant, I crafted a bold and modern brand identity that reflects its dynamic flavors and cultural blend. The design features contemporary logo with subtle Asian-inspired elements, a vibrant yet sophisticated color palette, and elegant typography. From menus to packaging, every detail captures the restaurant's fusion of tradition and innovation, creating a visually cohesive and memorable brand.











AMAZING
FOOD

之



東方之味



東

AMAZING
TIME

東方之味



AMAZIN
TASTE







BALR.

Branding for Amazing Taste

For Amazing Taste, an Asian fusion restaurant, I crafted a bold and modern brand identity that reflects its dynamic flavors and cultural blend. The design features contemporary logo with subtle Asian-inspired elements, a vibrant yet sophisticated color palette, and elegant typography. From menus to packaging, every detail captures the restaurant's fusion of tradition and innovation, creating a visually cohesive and memorable brand.



UNIQUE & PLAYFUL

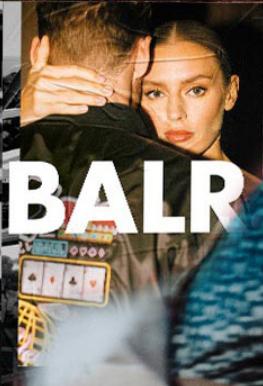
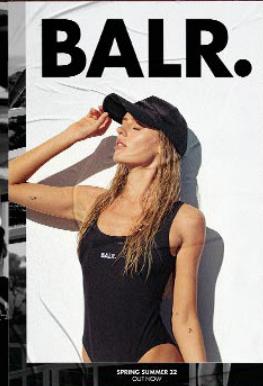
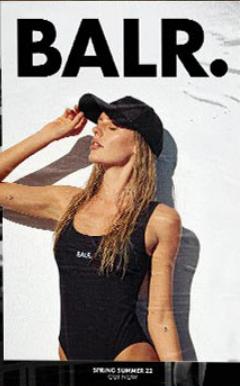
This **Spring Summer 22** items are extroverted, unique and playful with a focus on neon lights, shadow and flair. It's a celebration of the fast-paced lifestyle, where the stakes are high, and you have the chance to take it all.





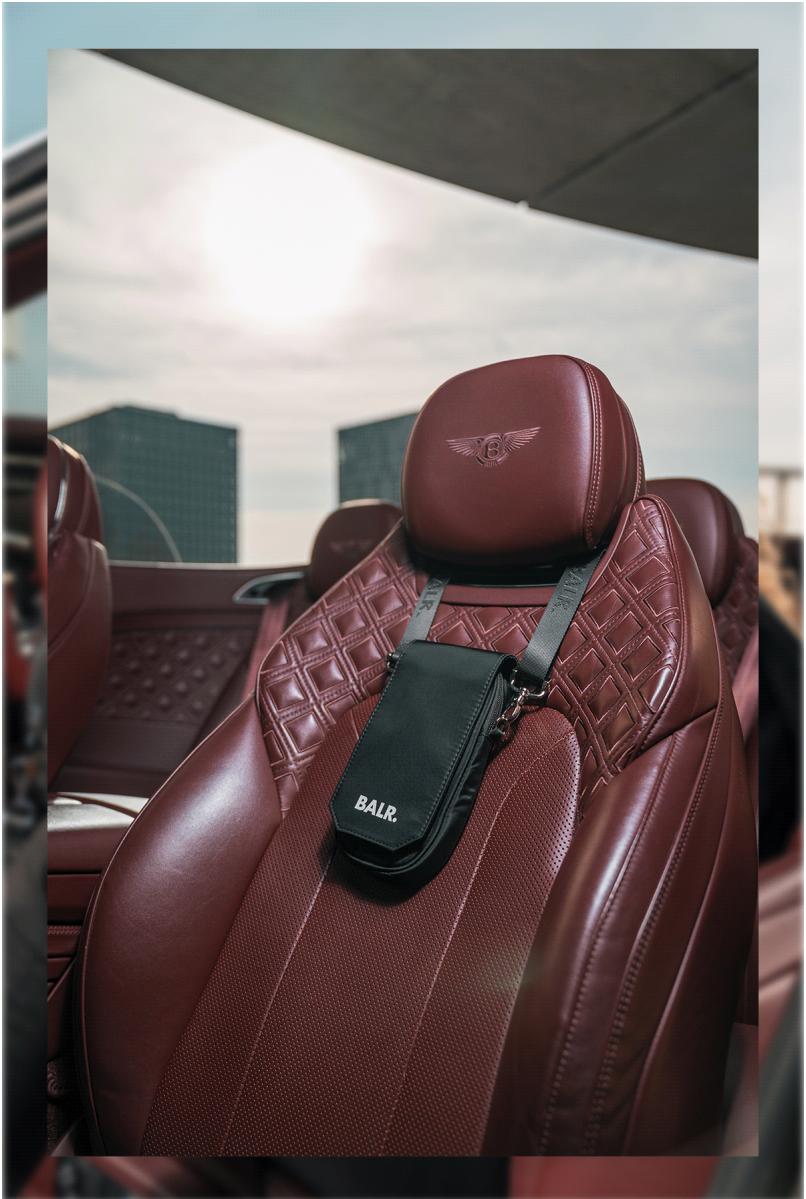
BALR.

V8





Whether you hit the road for business or just to relax, the **BALR.** accessoires are there for you. Get the latest gear to finish your look.



Whether you hit the road for business or just to relax, the **BALR.** accessoires are there for you. Get the latest gear to finish your look.



433 Football

Branding for Amazing Taste

For Amazing Taste, an Asian fusion restaurant, I crafted a bold and modern brand identity that reflects its dynamic flavors and cultural blend. The design features contemporary logo with subtle Asian-inspired elements, a vibrant yet sophisticated color palette, and elegant typography. From menus to packaging, every detail captures the restaurant's fusion of tradition and innovation, creating a visually cohesive and memorable brand.



Circus

Circus

Branding for Amazing Taste

For Amazing Taste, an Asian fusion restaurant, I crafted a bold and modern brand identity that reflects its dynamic flavors and cultural blend. The design features contemporary logo with subtle Asian-inspired elements, a vibrant yet sophisticated color palette, and elegant typography. From menus to packaging, every detail captures the restaurant's fusion of tradition and innovation, creating a visually cohesive and memorable brand.

