Project: Huawei Ascend Mate 2

Role: Designer

Service: Assisting Brand Concepting / Typography

Huawei is a Chinese based smartphone company. Looking to bring their brand to the states, Huawei brought on the Bonfire crew. We took on the challenge of executing a an entirely new brand direction, photo shoot, and even a commercial video spot that’s currently in postproduction. I had the privilege of contributing in a more traditional way, creating a handwritten typeface for the Ascend Mate’s product detail page.

See how it’s applied here: http://www.gethuawei.com/detail/huawei-ascend-mate-2/HUA-MT2-L03