

PORTFOLIO

OLIVIA HU

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PEOPLE MAGAZINE REBRAND

Bringing an element of professionalism and classiness to a platform for celebrity news and gossip called People Magazine



*People P*

***People P***

## typefaces

logo

*Lust Script*

*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*

header

*Mazius Script Italic*

*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*

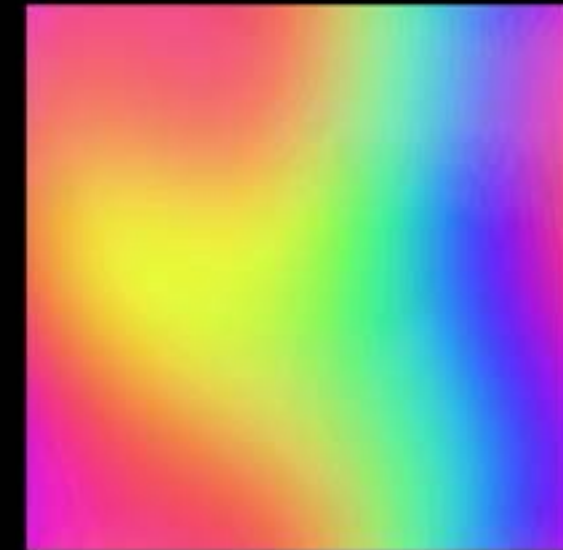
body

Degular

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

## colors

color system in  
printed form varies  
and adapts to each  
person on cover



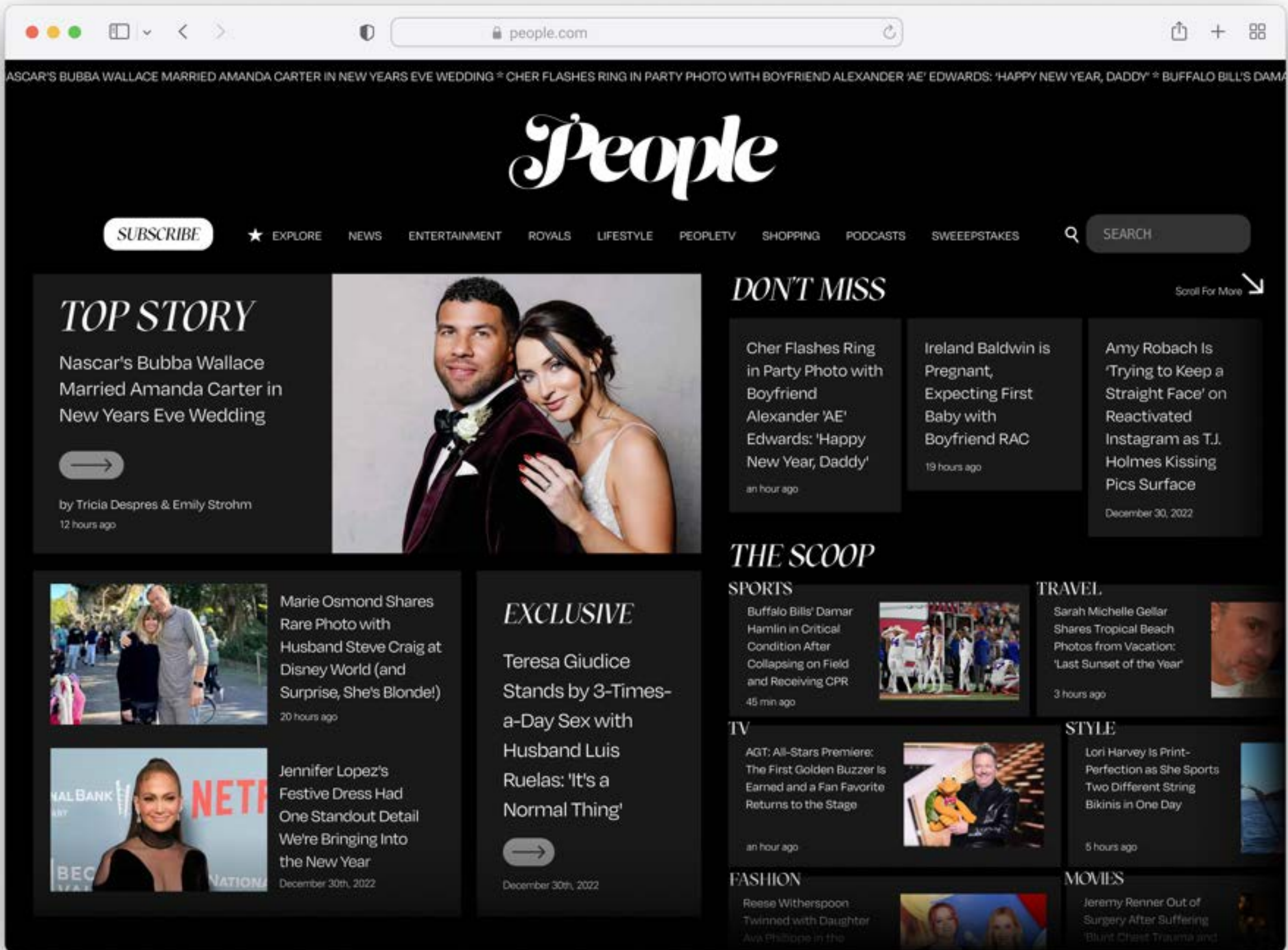
#ffffff

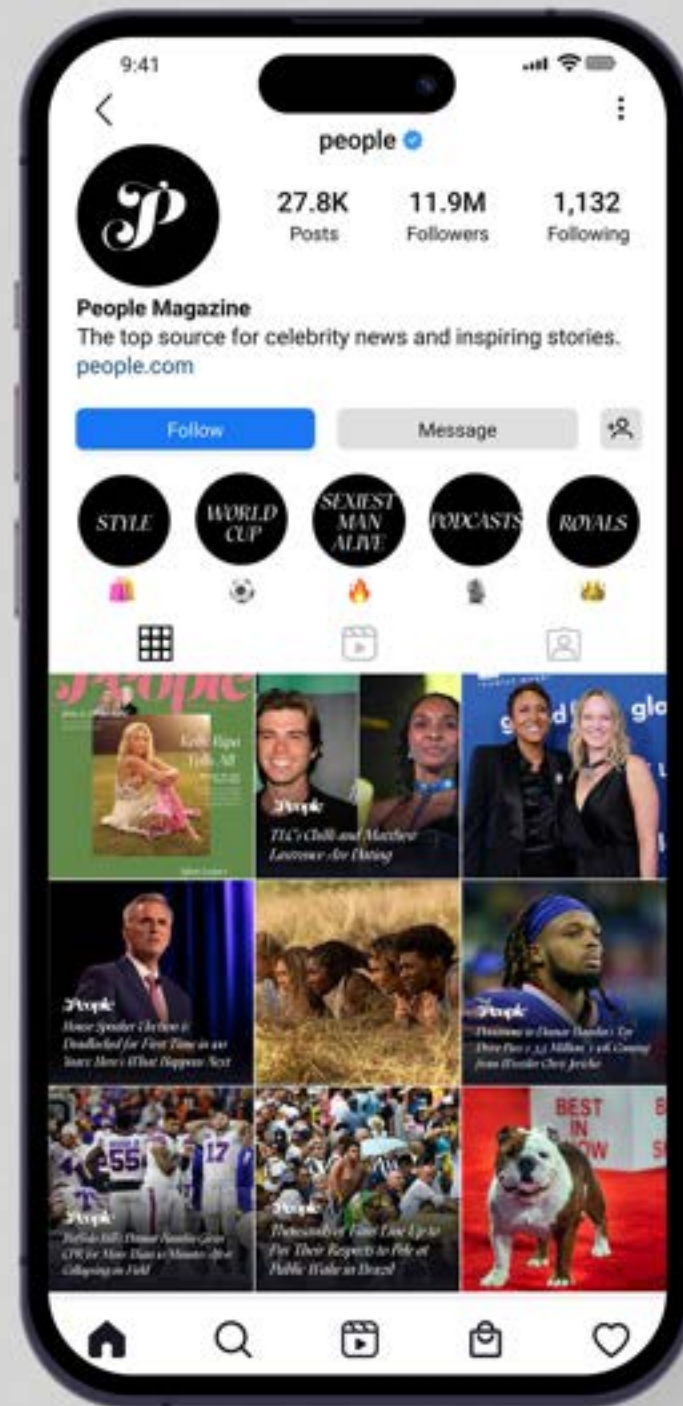
color system is in  
digital form is black  
and white in order  
to promote legibility  
and consistency

#000000

more colors can  
be incorporated in  
motion graphics











People

People



People



# THRIVE BY DESIGN REBRAND

A welcoming and professional website for a career-coaching program, Thrive By Design, that provides help in those who feel stuck in their career



typefaces

colors

logo

body

# Avenir Medium

ABCDEFGHIJ  
KLMNOPQ  
RSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

#495858

#BB8A76

header

# Rufina

ABCDEFGHIJ  
KLMNOPQ  
RSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

#F9F3E9

#FFFFFF

THRIVE BY DESIGN

Powered by  
Yeh IDEology

HomeAboutLog InAPPLY


# Advance your design career to new heights.

Join the Thrive By Design community of leading designers with Angela Yeh to evolve, advance, and transform your career to your highest potential.

Book a Free Career Strategy Call

Where Our Clients Have Been & Gone:

IBM

 BOSCH


Walmart\*

NETFLIX

KOHLER.

HOMEDICS

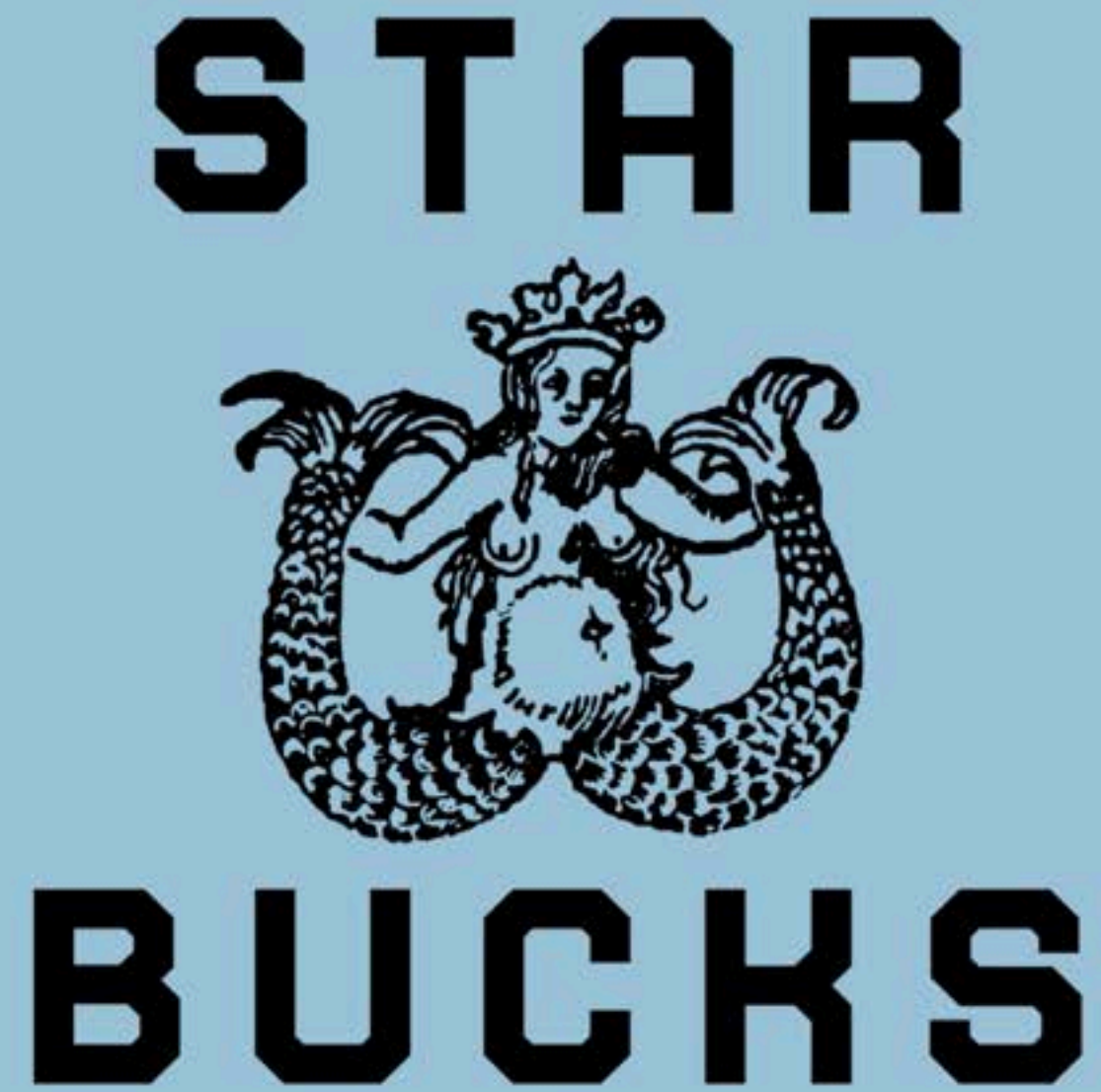
west elm

 Expedia



# STARBUCKS REBRAND

Revisioning Starbucks Coffee with a sense of originality and elements of nostalgia from their first ever store in Pike Place while adding a modern feel



## Typography

### Primary Typeface

**Tourney**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!  
@#\$%^&\*()-=\_+{ }[]  
\|: "; ' < > ? , . / - `**

### Secondary Typeface

**Quincy CF**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$—  
%^&\*()-+=[]{}|<>?.,/~`

### Tertiary Typeface

**Obviously**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZabcdefghijklmnopqrstuvwxyz!  
@#\$%^&\*()-\_+=:"{}|[]\<>./~`

## Color



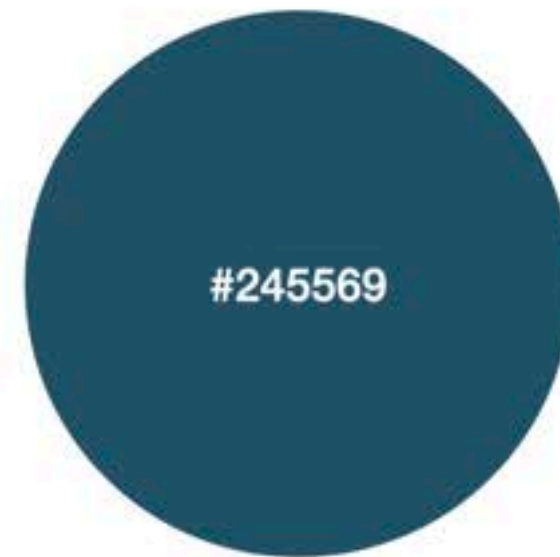
#90BBD3

Sea Blue



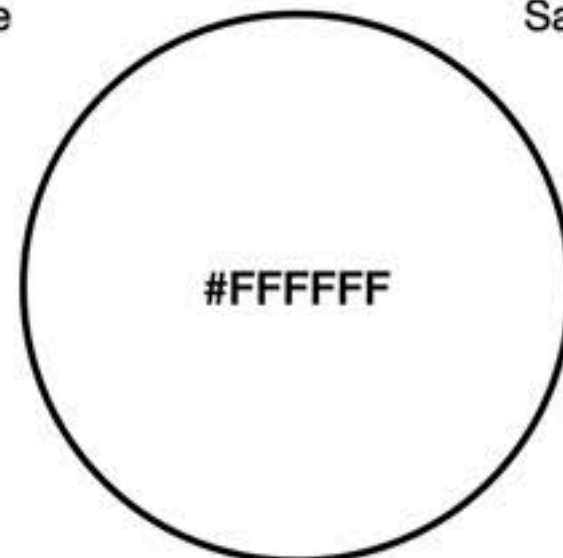
#DFD6C4

Sand Tan



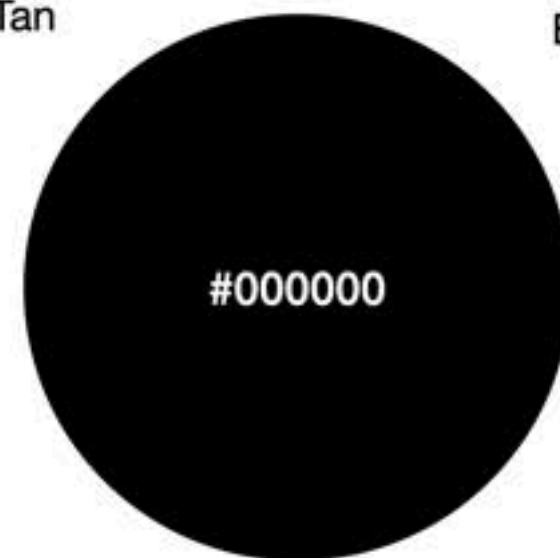
#245569

Blue Algae



#FFFFFF

White



#000000

Black

## Coffee Cup Mockup





## Coffee Beans Packaging



**Paper Bag**



  
STARBUCKS

# Sips of Cool



salted cream  
cold brew

VISIT [WWW.STARBUCKS.COM](http://WWW.STARBUCKS.COM) OR DOWNLOAD THE FREE STARBUCKS APP

Poster Mockup

  
STARBUCKS

# Sips of Cool



salted cream  
cold brew

VISIT [WWW.STARBUCKS.COM](http://WWW.STARBUCKS.COM) OR DOWNLOAD THE FREE STARBUCKS APP



Sticker Assets

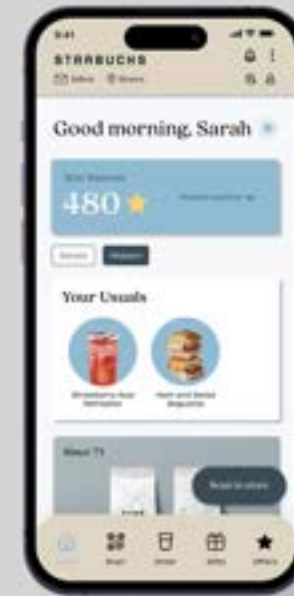




Sign



Mobile App Mockup



YOUTH & SUSTAINABILITY

A free platform for easy access and knowledge on how to live more sustainability, Youth & Sustainability is a straight-forward and educational website for those in young generations who want to learn more about Earth’s environment and how we can help

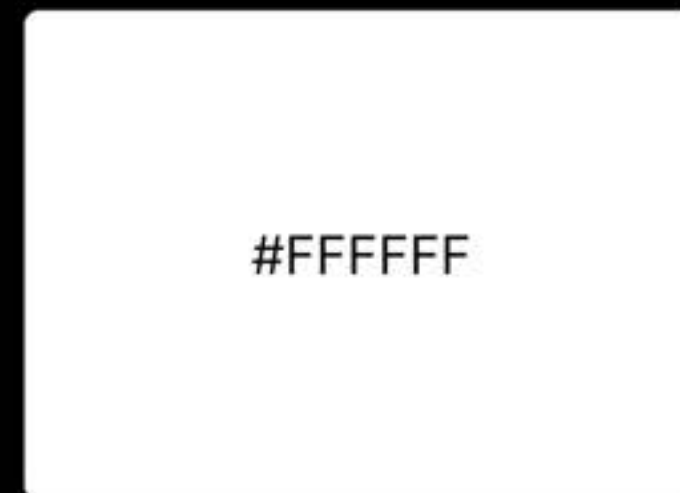
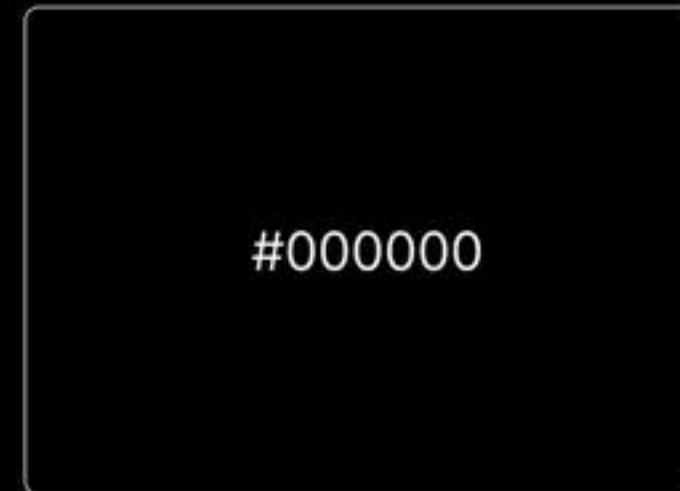
LOGO

YOUTH  
& SUSTAINABILITY

Y&S

COLOR

RADIAL GRADIENTS





# BEBAS NEUE

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ1234567

890!@#\$%^&\*()-

=\_+~`[]\{}|;':",./<>?

ABCDEFGHIJKLMNO P Q R

STUVWXYZ123456789

0!@#\$%^&\*()-

=\_+~`[]\{}|;':",./<>?

## MOBILE WEBSITE







# & YOUTH a SUSTAINABILITY

VISIT OUR WEBSITE BY SCANNING OUR QR CODE  
WHERE YOU CAN LEARN MORE ABOUT THE  
CRISIS HAPPENING TO OUR PLANET AND HOW  
WE CAN LIVE A MORE SUSTAINABLE LIFESTYLE.



ACT NOW  
ACT NOW  
ACT NOW





# FLOWER POWER

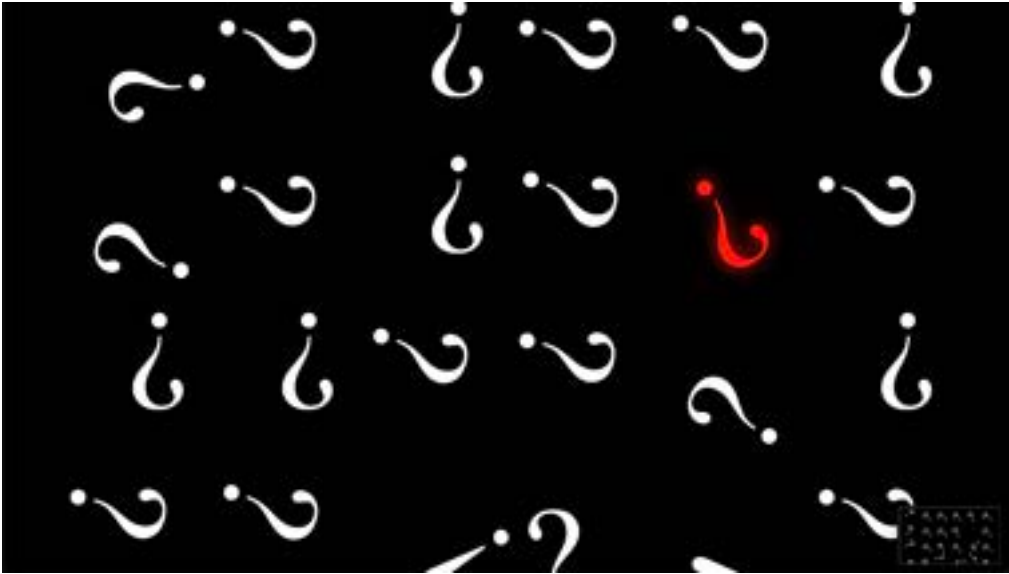
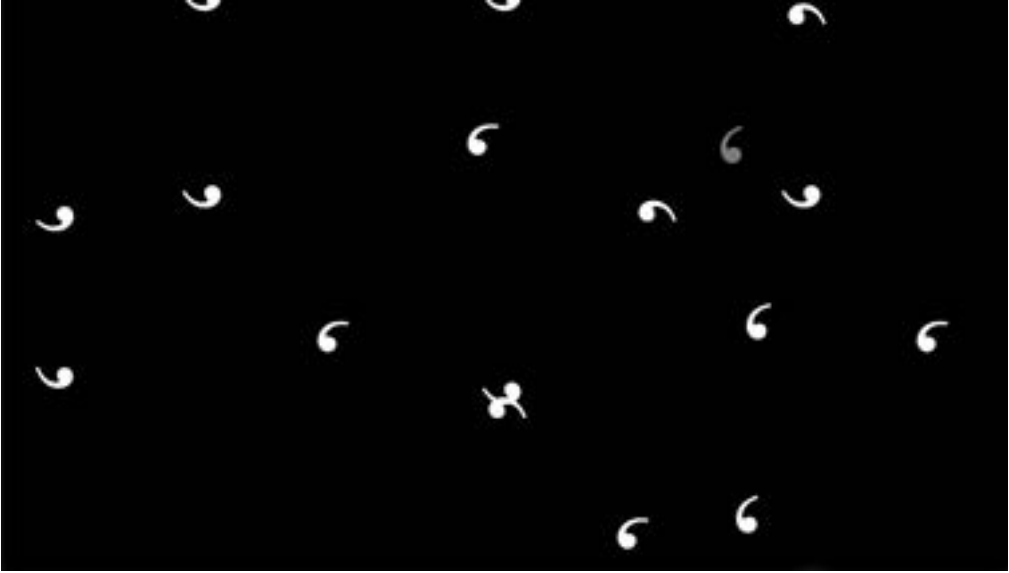
A fun and interactive site where a user creates their own flower composition with a move of their mouse.





# ON PUNCTUATION

An interactive site that immerses the user into Gertrude Stein's essay *On Punctuation*

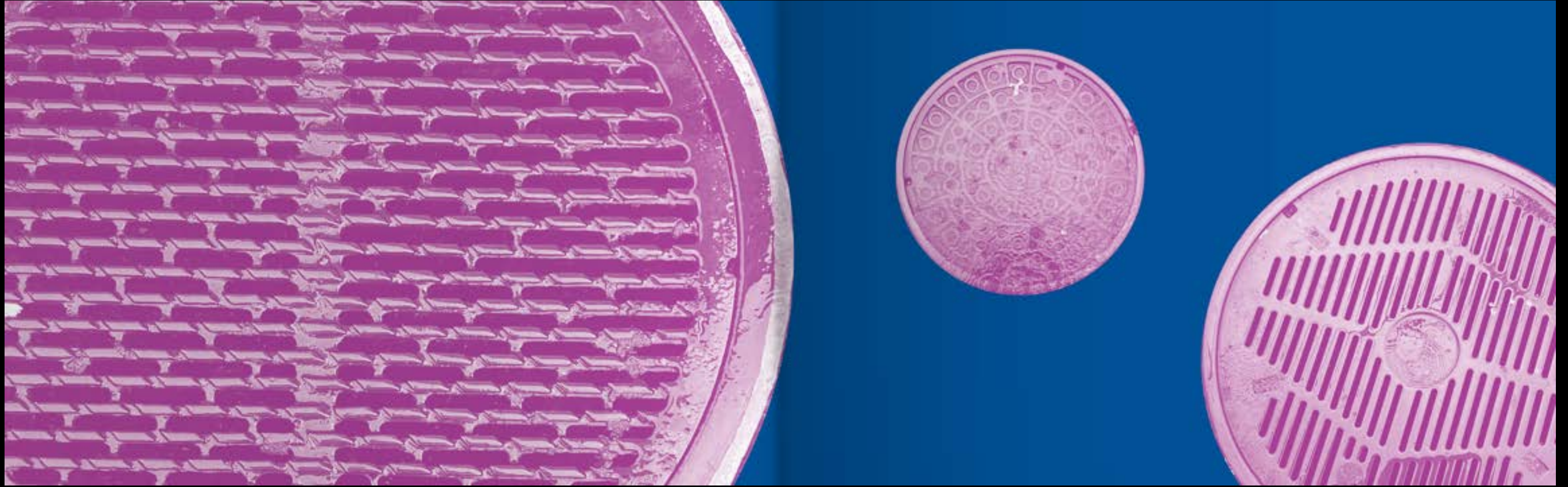


# 14TH STREET TO 5TH AVE

A book encapsulating the manholes I see on my way to school in New York Cityw

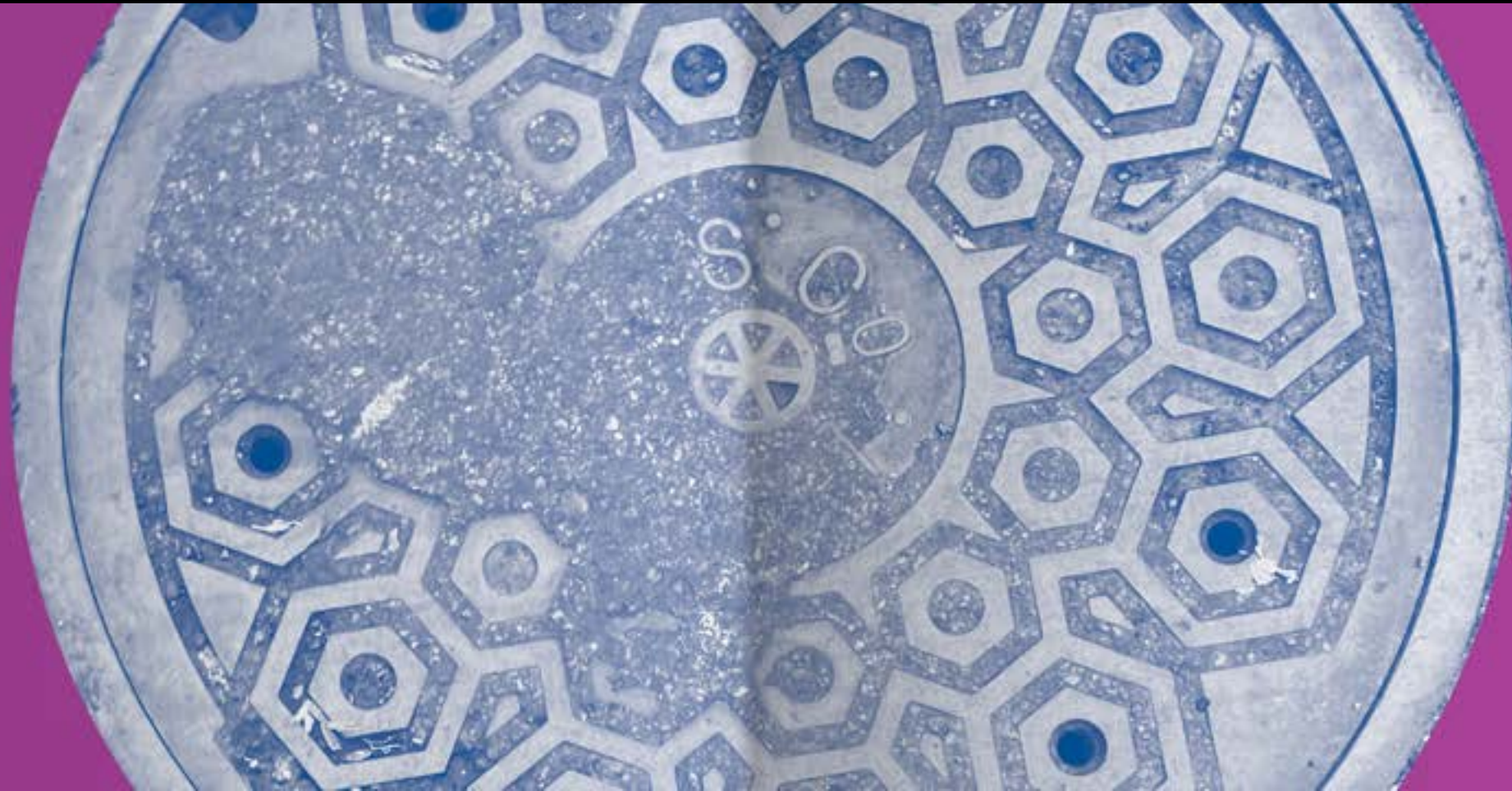


14TH STREET TO 5TH AVE



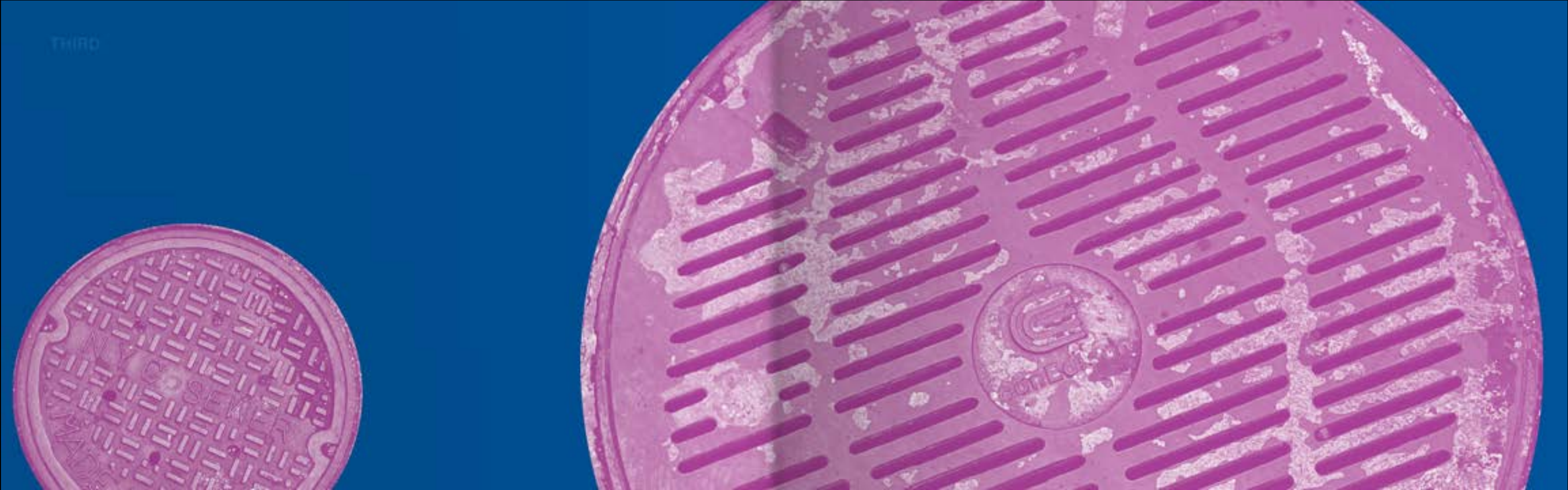


SECOND





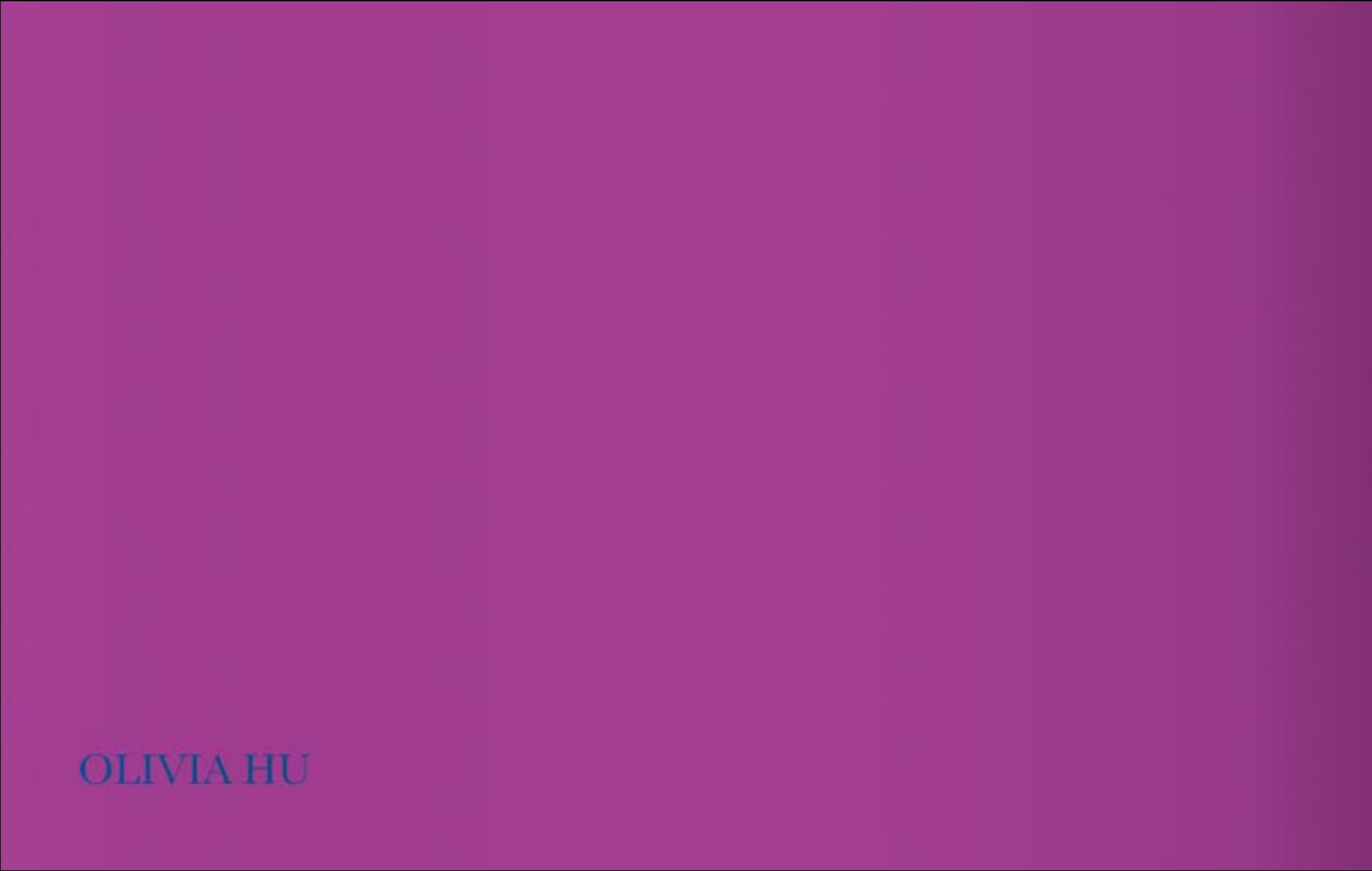








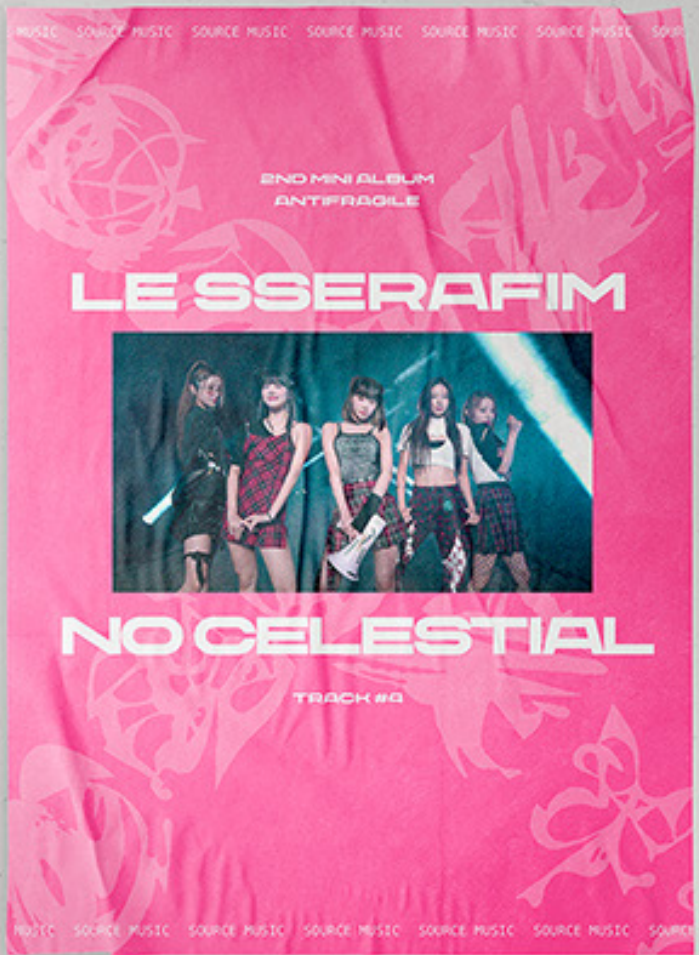
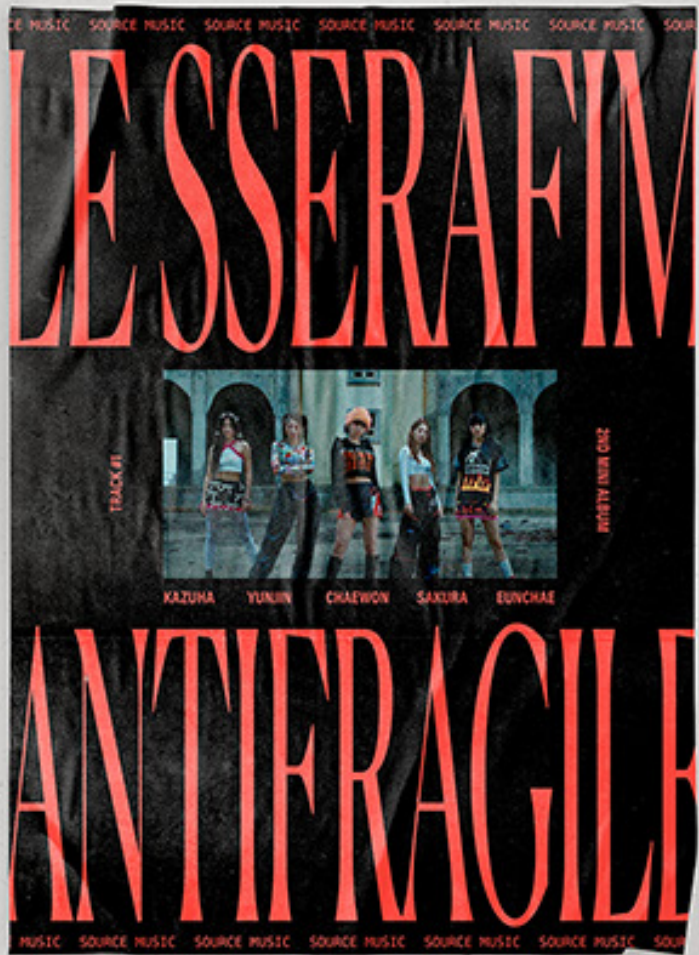




OLIVIA HU

# ANTIFRAGILE BY LESSERAFIM

A fun independent project where I designed tryptic posters promoting LE SSERAFIM's latest album *Antifragile*





RCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE

# LESSERAFIM

TRACK #1



2ND MINI ALBUM

KAZUHA YUNJIN CHAEWON SAKURA EUNCHAE

# ANTIFRAGILE

CE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE M



YUNJIN  
KAZUHA  
CHAEWON  
EUNCHAE  
SAKURA

2ND MINI ALBUM *ANTIFRAGILE*  
TRACK #5

# GOOD PARTS

(when the quality is bad but I am)

by LE SSERAFIM



CE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE

2ND MINI ALBUM  
ANTIFRAGILE

LESSERAFIM



NO CELESTIAL

TRACK #4

CE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE MUSIC SOURCE



TREE  
AMONG  
SHRUBS  
BY MEN I  
TRUST

Designed album cover  
and promotional post-  
ers for one of my favorit  
songs off of *Untourable  
Album* by Men I Trust





2021

*Untourable*

Album

by

*Men*

*I*

Track 5

*Trust*

*Tree  
Among  
Shrubs*

*Tree  
Among  
Shrubs*