

CHAOCHAO LI PORTFOLIO PROJECT

Chaochao Li Protfolio

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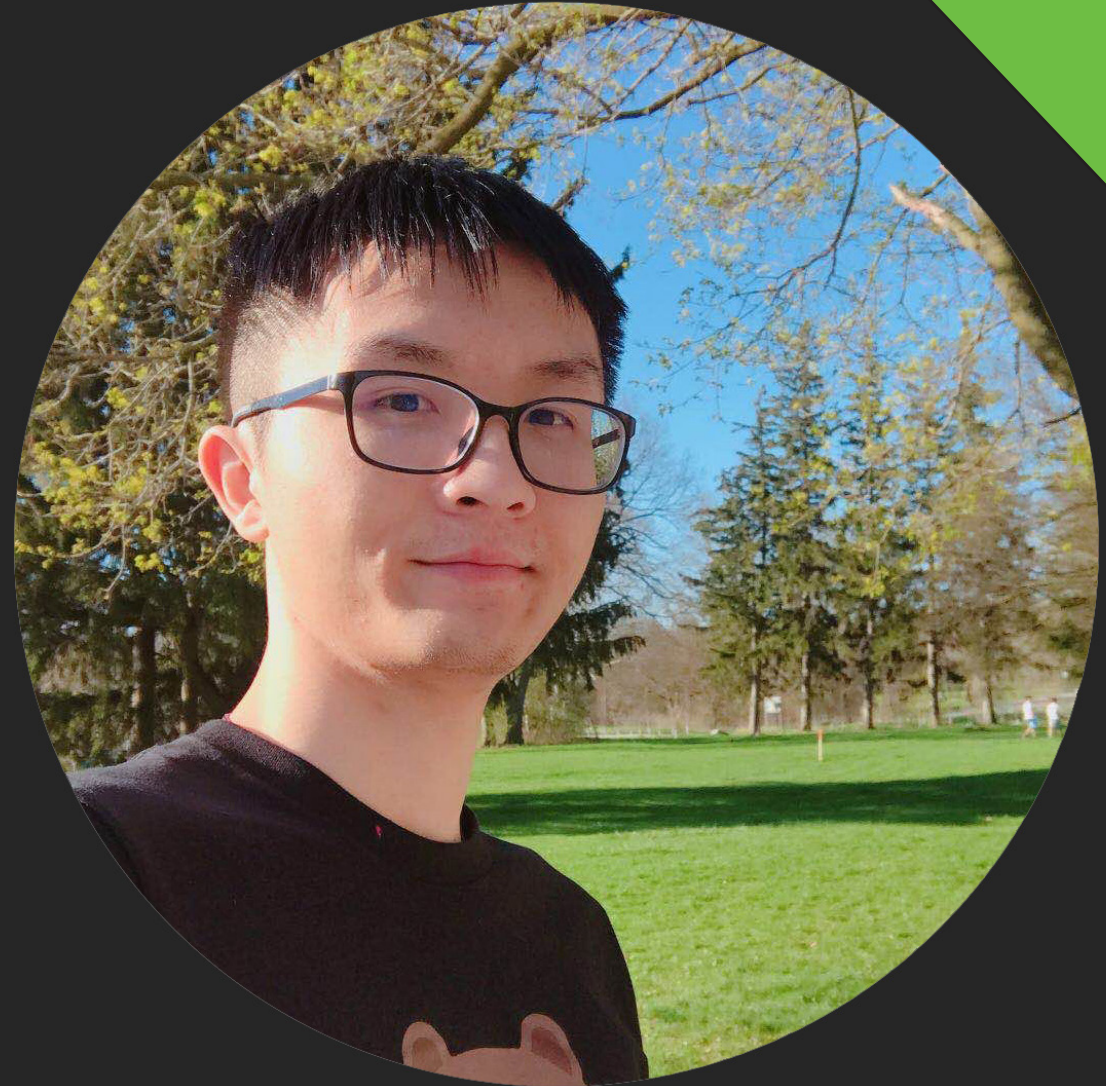
Chaochao Li's Portfolio

Born and raised in China. I would like to tell you more about myself before continuing on, so that you may get a better idea about who I am and what I am all about.

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Chaochao Li Portfolio

Logo variations



Grey



Blue



White

Bookman Old

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-
over jianbing. Artisan blog retro**

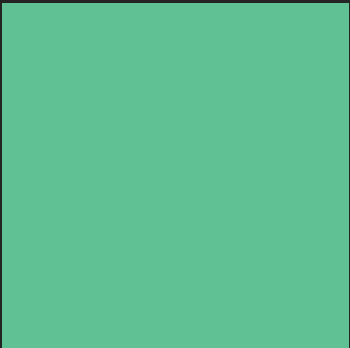
Font Study

It is a redesign of “true old-style” serif faces from the eighteenth century such as Caslon. Like them, it has sloping top serifs and an avoidance of abrupt contrasts in stroke widths.

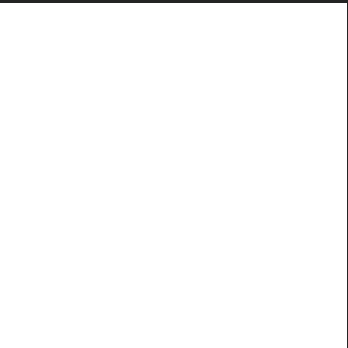
Chaochao Li Protfolio

Color palette

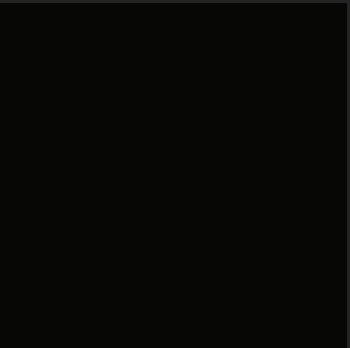
Primary



HEX 60c194
R096 G193 B148
C62 M00 Y55 K00



HEX FFFFFFFF
R255 G255 B255
C00 M00 Y00 K00



HEX 070707
R7 G7 B7
C74 M68 Y67 K87

Secondary



HEX 17e7a4
R23 G231 B164
C062 M00 Y54 K00