矩刻
JU & KE

JU & KE Studio Portfolio

矩刻设计工作室作品集

矩刻
JU&KE

Julien Gueuning

Christophe Branchu

矩刻
JU & KE

Hi海淘 | IKEA | AKG | pepsi | Rowenta | etude | Kaiten | N | M | NINSARE

Conforama | ecojum | logitech | KENWOOD | nevo | OMEGA | solbit | CIGA

TechCrunch | GQ | WIRED | HIGHSNOBIETY™ | WatchPro | LE BON MARCHÉ RIVE GAUCHE

SELECTISM | VOGUE | HYPEBEAST | TOUCH OF MODERN

Located in Shenzhen

矩刻
JU & KE

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矩刻
JU&KE

矩刻创意设计工作室于2016由Julien Gueuning和Christophe Branchu在深圳成立。两位设计师决定创建一个设计工作室，致力于帮助中国公司通过国际化的设计来使其产品获得更高的国际认可。我们专注于提供全球设计服务的支持，因为我们相信当今成功的公司是需要一个具有品牌DNA并且连贯的品牌形象，来体现在该公司的方方面面。

我们主要有3个核心服务：工业设计、品牌设计、空间设计。
为了能够更全面的提供优质的服务，矩刻团队从一开始只有2个设计师创始人，在2018年成长到精简高效的8人团队。

Julien Gueuning
Co-founder
联合创始人

Christophe Branchu
Co-founder
联合创始人

Arnaud Le devehat
Senior graphic designer
高级平面设计师

Allen Li
Graphic designer
平面设计师

Sven Zhang
Industrial designer
工业设计师

Daisy Wei
Project manager
项目管理

Zora Wang
Project development
项目研发

Olivia Hu
Marketing manager
市场推广

LOCATED IN SHENZHEN ...

位于深圳

JU&KE recently moved into its own office, located in shenzhen center, Futian.

Shenzhen is a strategic location for us. One of the most modern city in China, home to countless high tech company, it is today the city bridging China, Europe and USA. Often seen as the Eastern Silicon Valley.
This situation allow JU&KE to work with the latest technology company and be situated close to factories to control the whole design cycle until its mass production.

矩刻创意设计工作室位于深圳中心的福田区的工作室最近正式启用。

深圳是我们重要的战略据点。深圳是中国最现代化的城市之一，拥有无数高科技公司，是当今连接中国、欧洲和美国市场的城市之一，经常被视为东方的硅谷。因此，矩刻可以与拥有最前沿的技术公司进行合作，并可以在靠近生产供应链的主要地区来控制整个产品设计的周期直到其大规模生产。

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... APPRAISED INTERNATIONALLY

获奖荣誉

CES INNOVATION AWARDS 2017

CES INNOVATION AWARDS 2017

CES INNOVATION AWARDS 2017

GERMAN DESIGN AWARD 2018

CES INNOVATION AWARDS 2018

iF DESIGN AWARD 2018

SDA SHENZHEN GLOBAL DESIGN AWARD 深圳环球设计大奖

中国设计智造大奖 Design Intelligence Award

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Our services 我们的服务

We focus on creating new and innovative brand, by providing a global design service. Here are the 3 core elements

我们致力于以国际化的设计服务，来打造全新的具有创造力的品牌。以下是我们三个核心的服务内容。

1

Visual identity 品牌设计

We shape brand starting from their logo and extending to other visual asset. Making sure to provide to each of them a strong and unique identity.
我们通过改良品牌的商标设计以及相关品牌物料，来重新打造和提升整体的品牌形象。确保每一个品牌都具有自己强烈而独特的品牌特性。

2

Industrial design 工业设计

Focusing on developing innovative and appealing product design. Each of them is designed with an enormous attention to details.
我们致力于开发具有创造力和吸引力的产品设计。每一件作品我们都追求细节的极致。

3

Space identity 空间设计

We layout the base and identity of office space and commercial space for our customers. Providing modern and pleasant space design.
我们为客户提供办公环境以及商业环境的空间概念定义以及造型设计。给客户打造一个既具有现代美感又令人愉悦舒适的空间环境。

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01

Intro
简介

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GREYHOURS

由矩刻设计并合作开发的时尚手表独立品牌，在欧洲、韩国以及日本均大受市场欢迎。

我们的理念是“时尚、强大和耐用的手表“。

简单时尚的设计既满足了美学的追求，也表达了强大的实用特性。

GQ WIRED HIGHSNOBIETY™

SELECTISM VOGUE HYPEBEAST

nēvo Time in motion

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简洁设计感的智能手表，可通过APP实现功能切换。

具有瑞士的精湛制作工艺以及现代科技的魅力。

耐腐蚀316L不锈钢以及超强防刮蓝宝石玻璃是同类产品中的佼佼者。

GQ

TWISTEDTIME

TechCrunch

LE BON MARCHÉ RIVE GAUCHE

TOUCH OF MODERN

WatchPro

02

Case study
经典案例

KANDAO
Industrial design

看到360度VR摄像机

Kandao Obsydian is a 360 degree camera, offering one of the best technology on the market in a very compact and durable aluminium housing. We wanted to design a product inspired from the traditional camera design language but also trying to bring int into a new dimension with a unique design signature.

深圳看到科技“黑曜石”系列360度3D摄像机，具有目前市场上最先进的技术，同时它拥有非常紧凑的造型和坚固耐用的铝制外壳。我们希望设计一个从传统相机设计语言中获取灵感的产品，与此同时，也希望把这个独一无二的设计标签带向一个新的维度。

KANDAO

看到 · 科技

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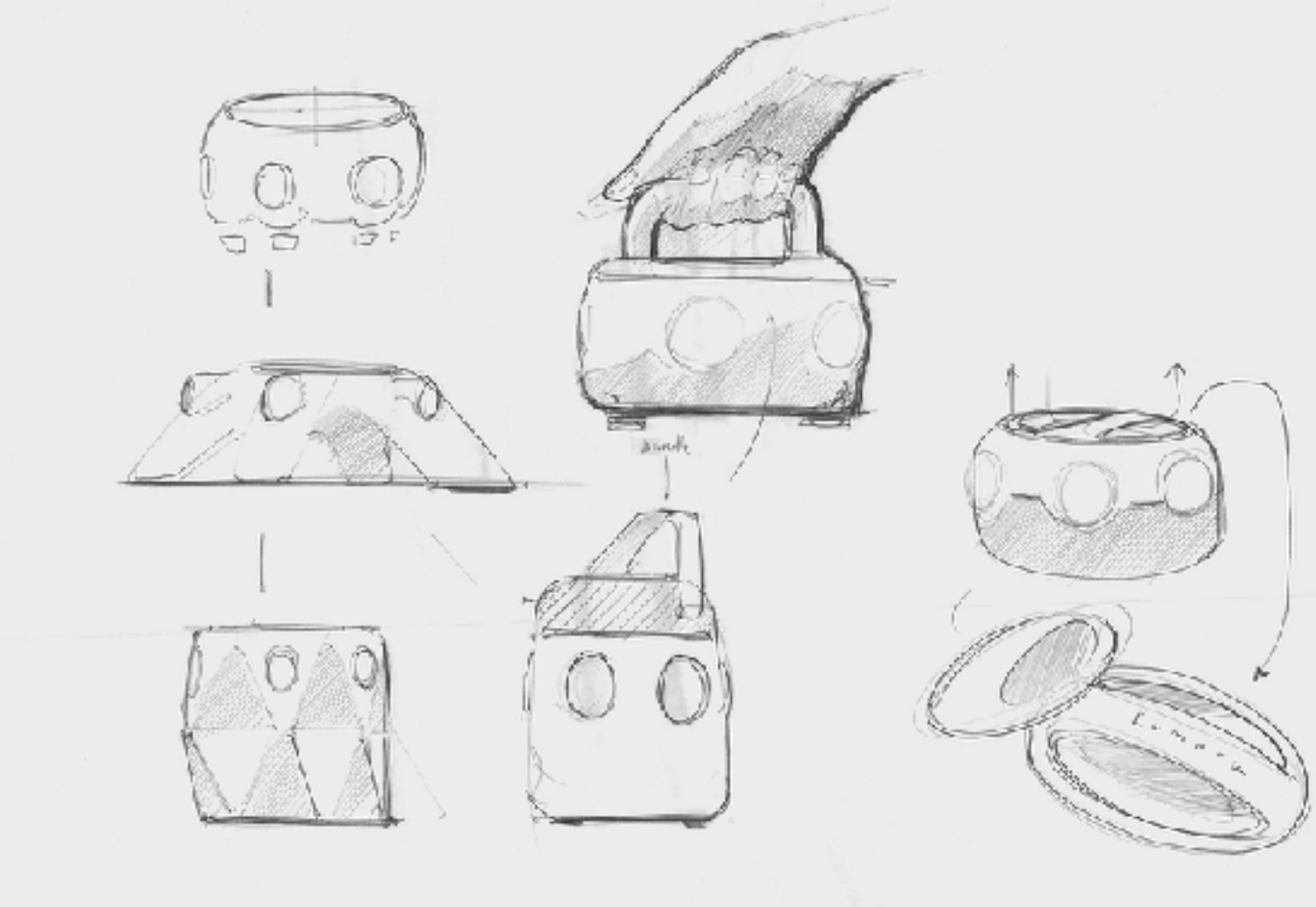

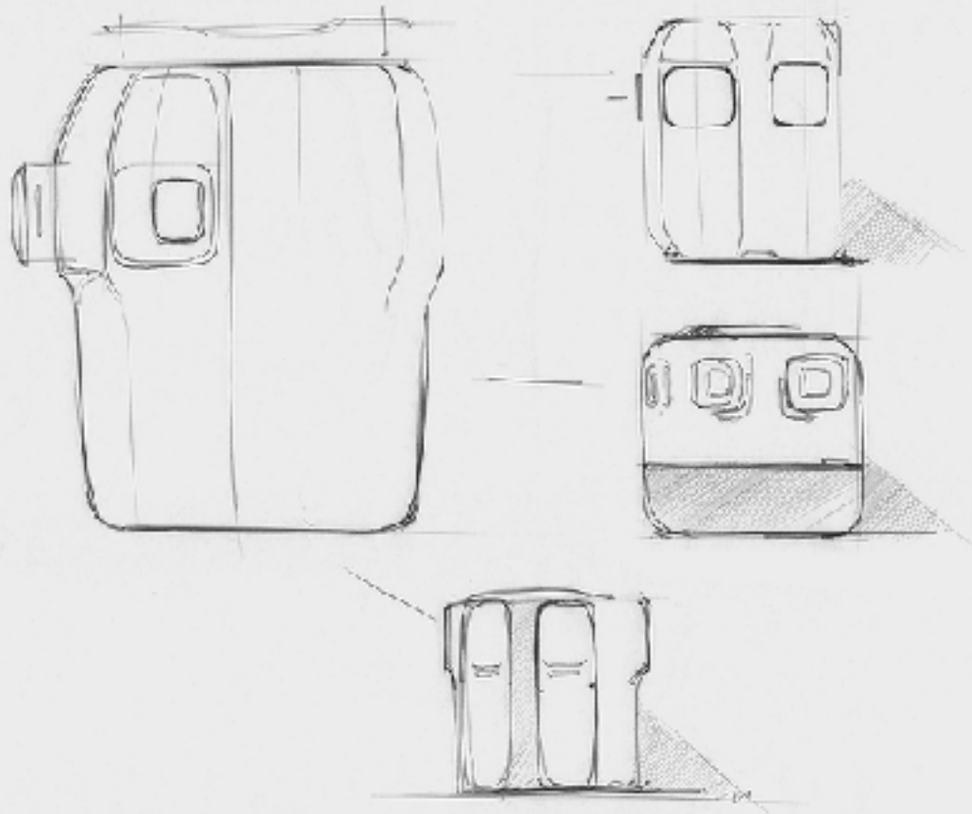

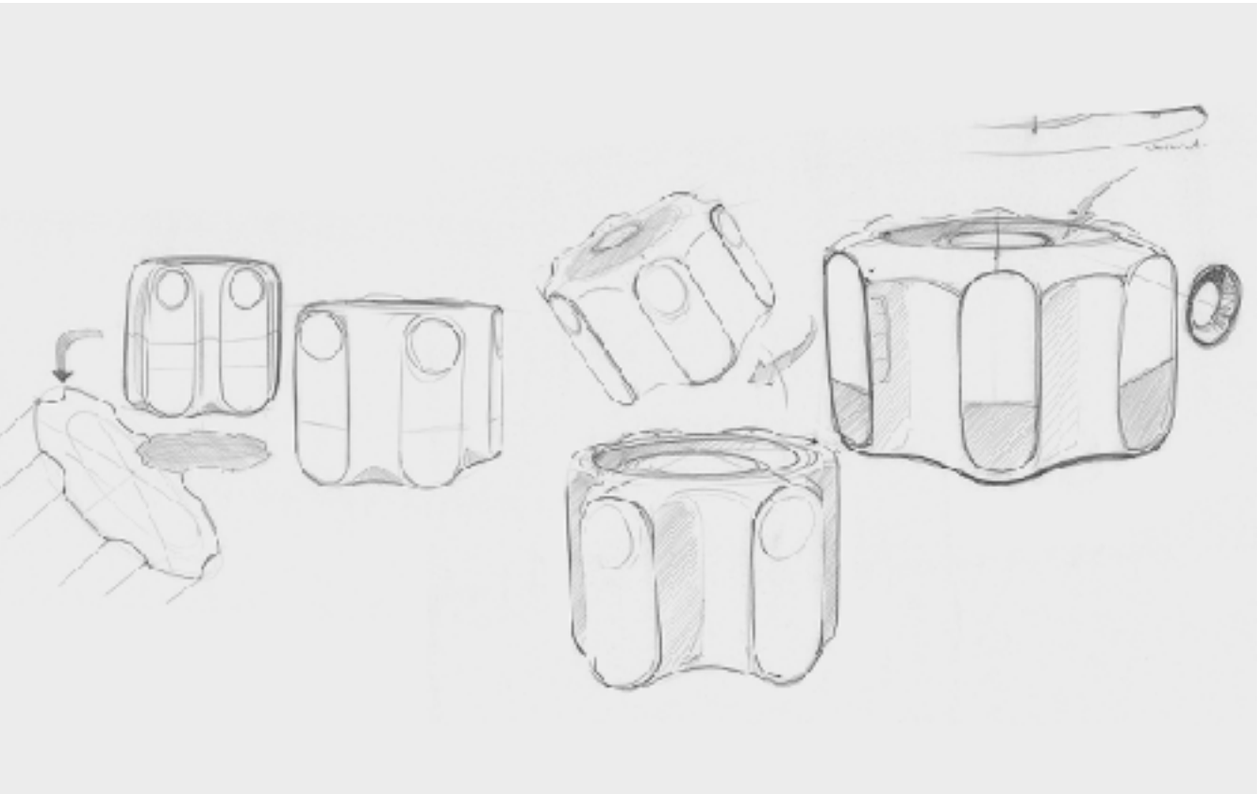

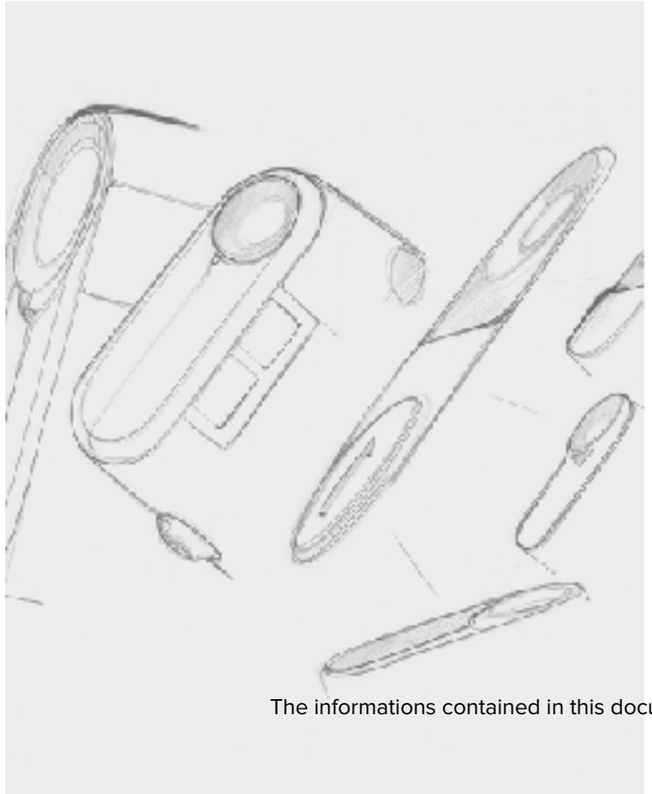

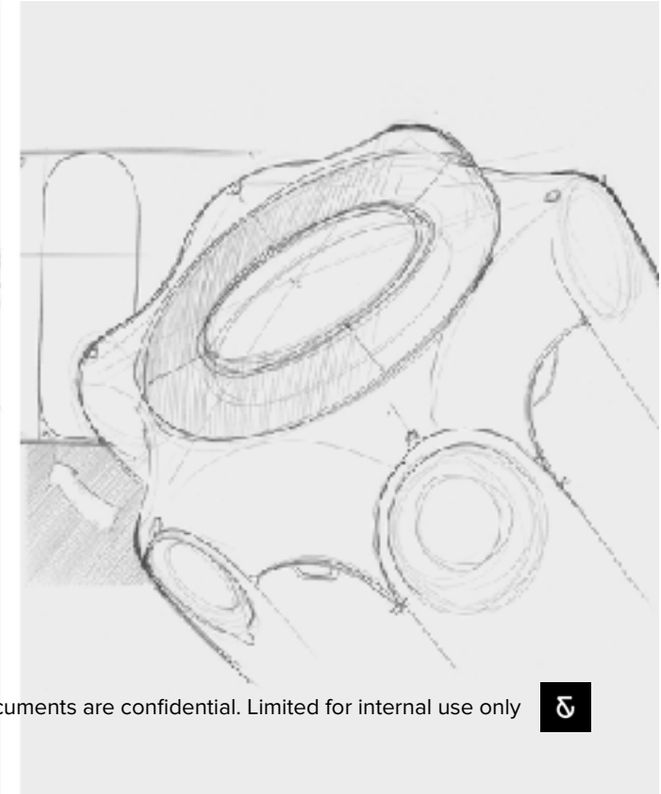

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Play button

+

«K» letter

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KANDAO

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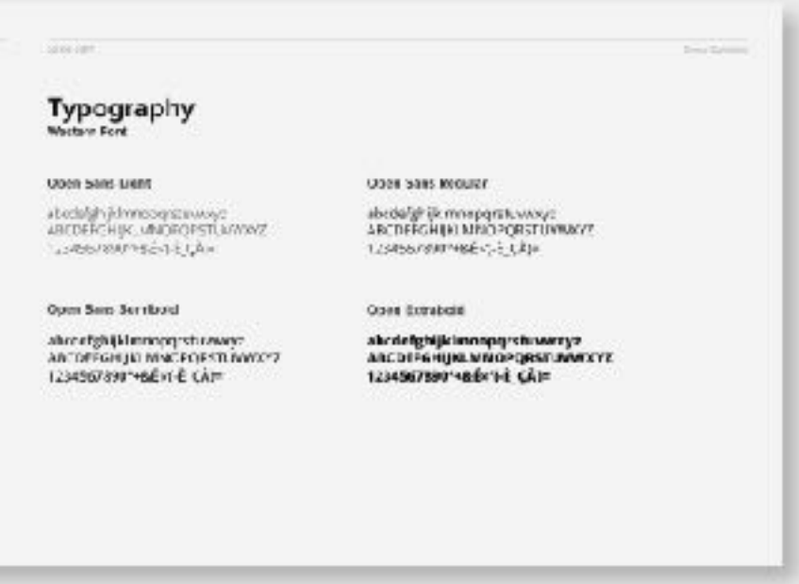

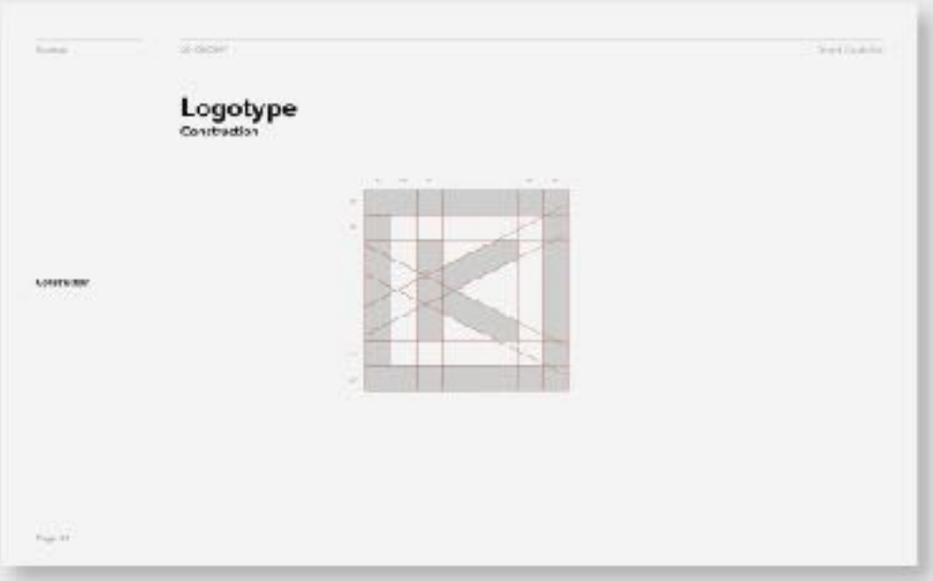

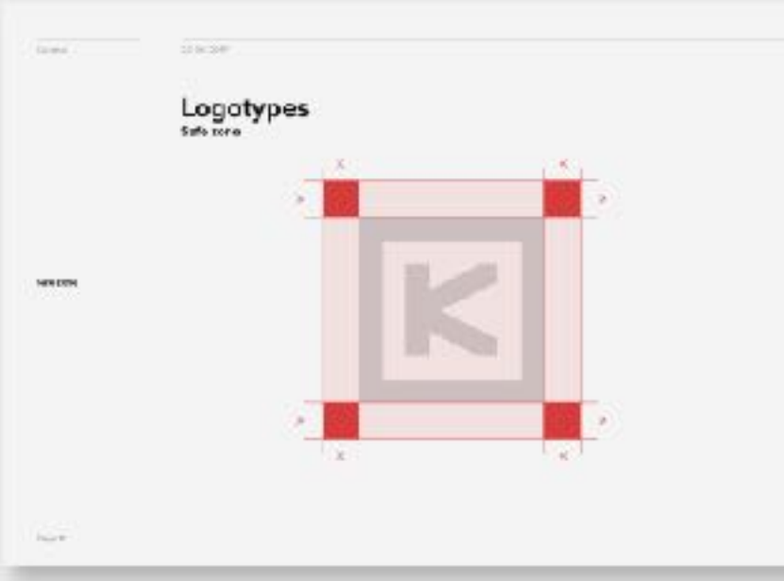

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03

Lifestyle design
时尚生活品类

03 Lifestyle design 时尚生活品类

Product Design
产品设计

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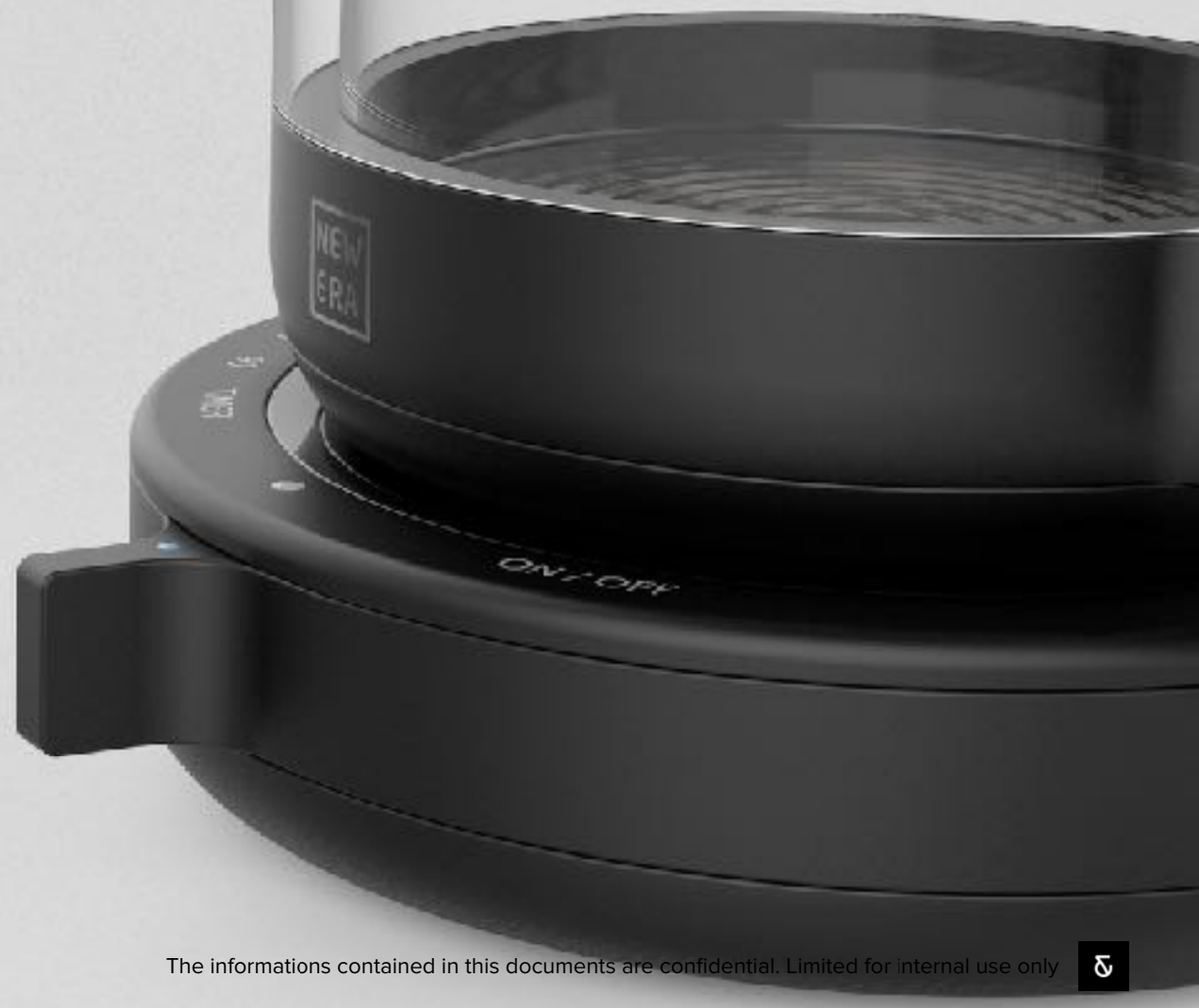

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JIESHENG
Smart kettle

界上智能养生壶

This kettle target the Chinese market offering an elegant way to boil water and cook soup. The design is based in Chinese traditional wood and ceramic.

“界上”是我们为一个中国公司所设计的一个养生水壶项目，该水壶以中国为主要目标市场，提供一种优雅的方式来煮水以及炖煮其他滋补饮品。整个产品的设计灵感是来源于中国传统的木料以及陶瓷材质。

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JIESHENG
Portable kettle

界上便携式养生水杯

We developed a second design for Jiesheng, a travel version of the Kettle. This one is equipped with a battery to keep the water warm for a longer time

我们为“界上”开发了第二款产品，是一款旅行用的养生水杯。它配有一块电池来长时间的保持水的温度。

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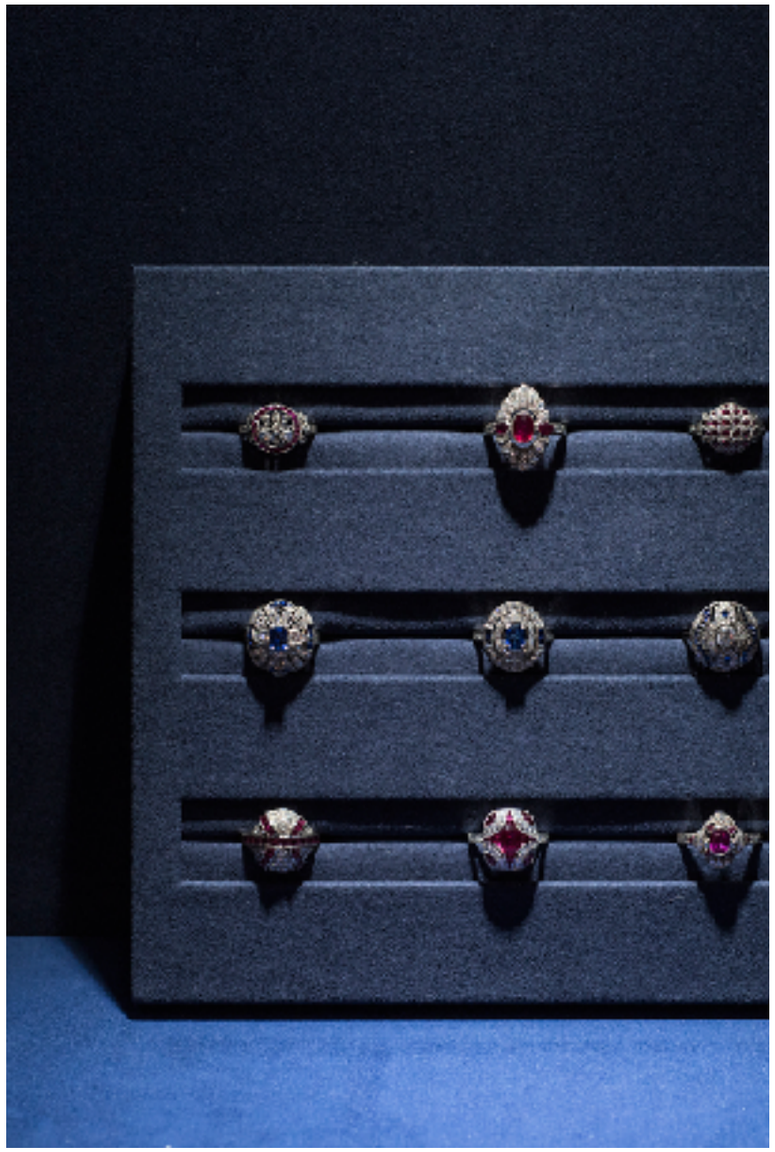
ASULIKEIT
Jewellery displays

ASULIKEIT珠宝展示设计

ASULIKEIT is a new and innovative Beijing jewellery brand. They wanted to develop a display system that could also be used as decorative element and gift to their customers.

ASULIKEIT是一个全新的具有创造性的北京珠宝品牌。这个展示设计我们根据客户的要求，让它在具有装饰性的展示功能外，还能作为一个礼品包装送给客户。



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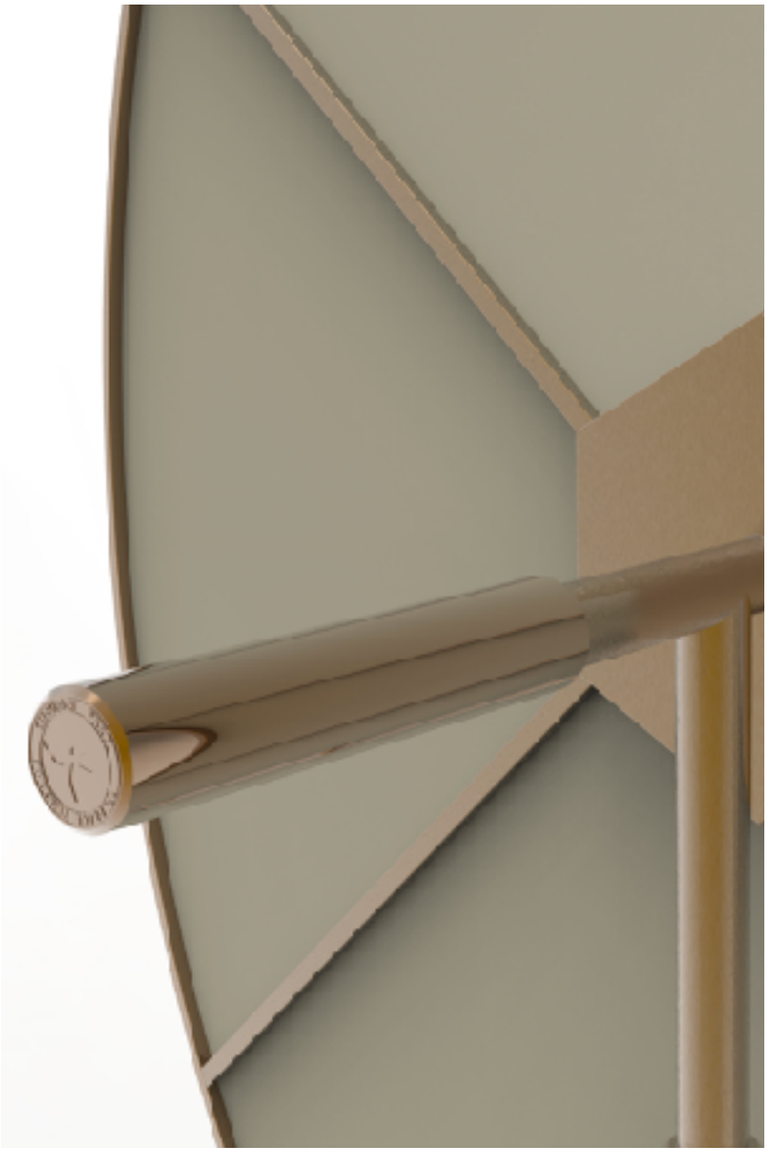
Chaumet
Shop displays

Chaumet店铺展示配件

Design of a tray and mirror for Chaumet, A French jewellery company

为法国知名的珠宝品牌Chaumet设计了一款首饰托盘以及一款妆镜。



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Greyhours Packaging

Greyhours包装设计

Design of packaging system for Greyhours, a new and modern watch brand.

为一个年轻的现代手表品牌Greyhours设计的一整套包装视觉系统。

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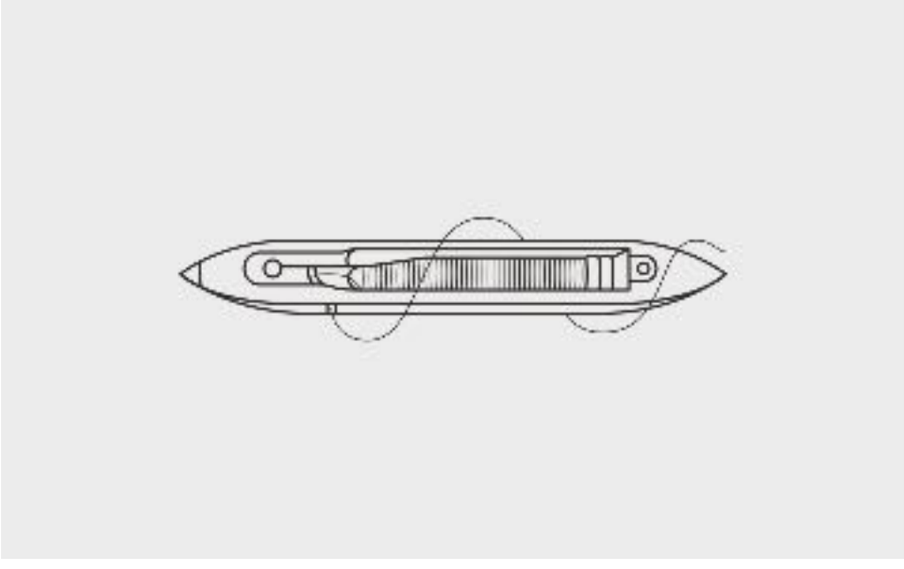
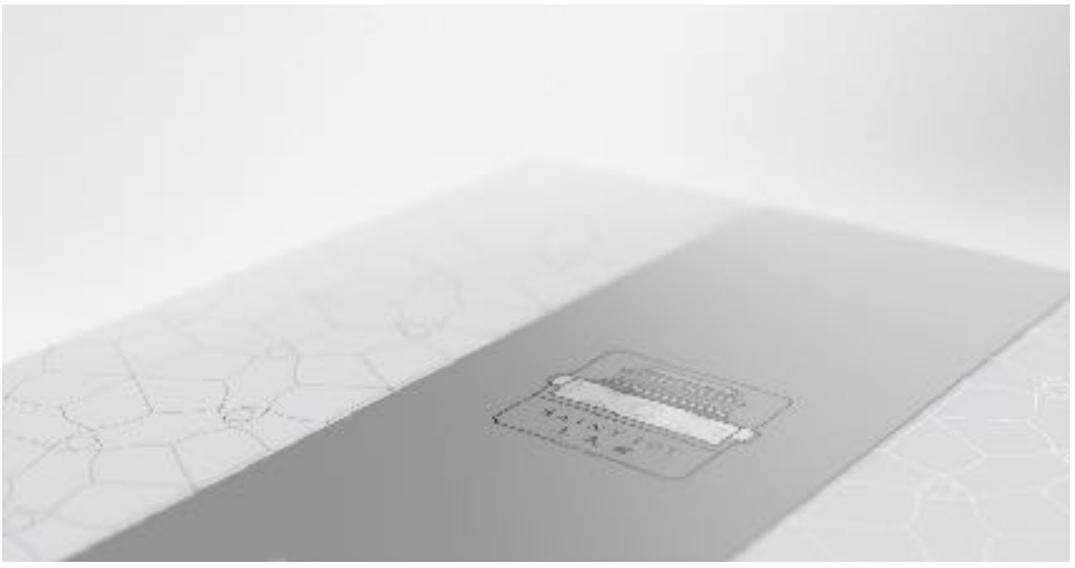
SAINT-JOY Brocade

上久楷宋锦时尚品牌

Proposal of a new icon design and packaging upgrade for Saint Joy, a Suzhou silk brand company.

这个品牌是国内的一个非常知名的宋代织锦时尚品牌“上久楷”，我们为它提供了一份全新升级的商标以及包装设计方案。





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Jie Shang,
Kettle packaging

界上水壶品牌包装

After designing the kettle for Jie Shang we made a compact and modern packaging design to protect the fragile glass recipient during shipping.

我们在为“界上”做完养生水壶的产品设计之后，也为该产品设计了一个简约现代的包装，用以在运输的过程中保护易碎的玻璃材质。

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Kreate Kitchenware

Kreate 厨房用品品牌

Design of a full packaging solution for a new kitchenware product line.

我们为Kreate品牌下面的一个全新的产品线设计了一整套包装解决方案。

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03 Lifestyle design 时尚生活品类

Graphic design
平面设计

SAINT JOY

上久楷

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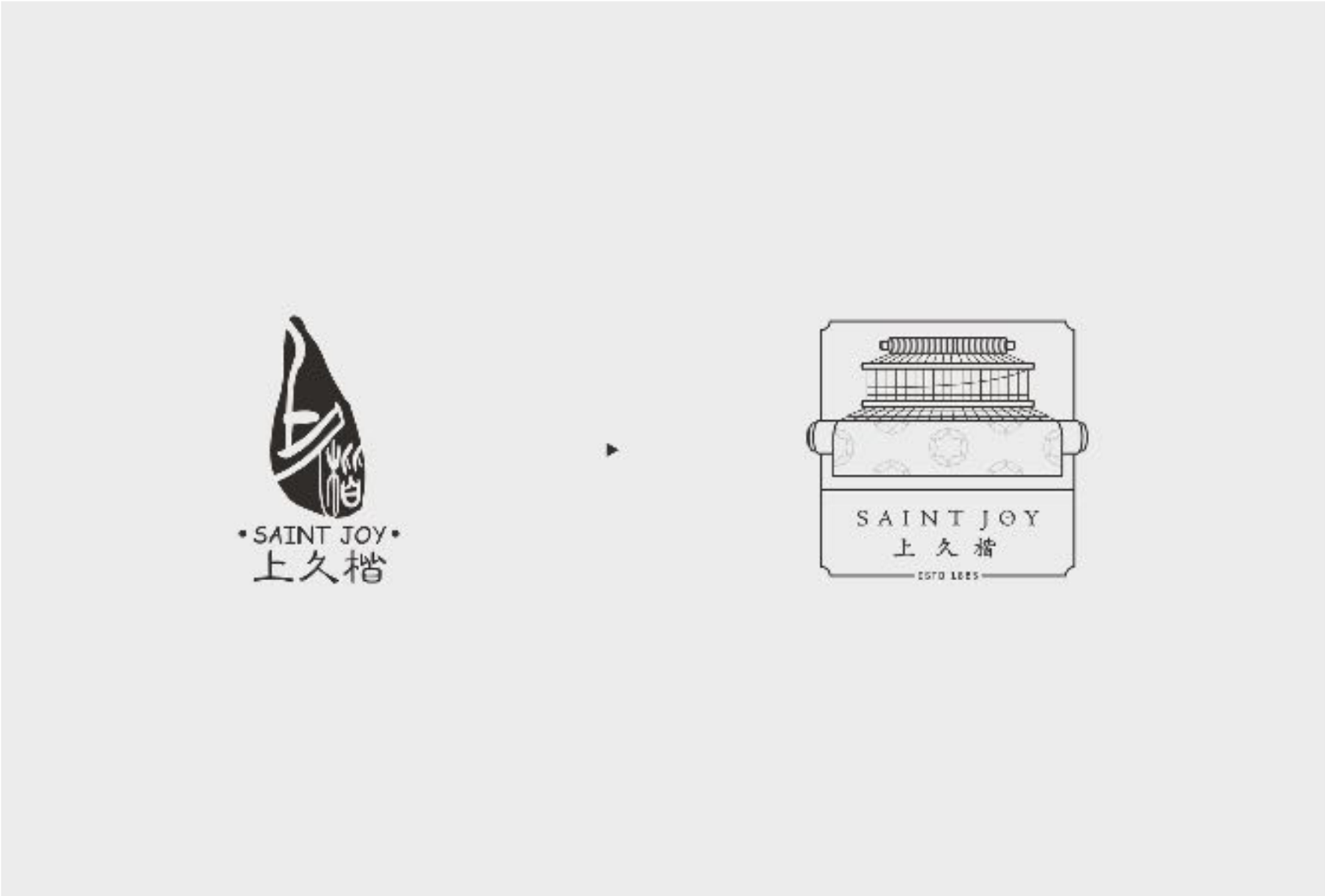
SAINT-JOY
Brocade

上久楷宋锦时尚品牌

Saint joy company was established in 1889. They pursue the long tradition inherited from Song dynasty of Chinese Brocade production. Preserving its know-how and loom technology. Their logo has never been updated and we wanted to propose a new direction to renew their image for a younger generation and international audience, all while keeping the strong value and philosophy of the brand.

上久楷品牌成立于1889。他们追求从宋代继承下来的中国织锦的悠久传统，保留了其技术诀窍和织机技术。他们的品牌商标从未更新过。因此，我们想提出一个全新的方向，向年轻一代和国际客户去更新他们对该品牌的印象。与此同时，品牌能保持原有的强大的价值感和品牌理念。



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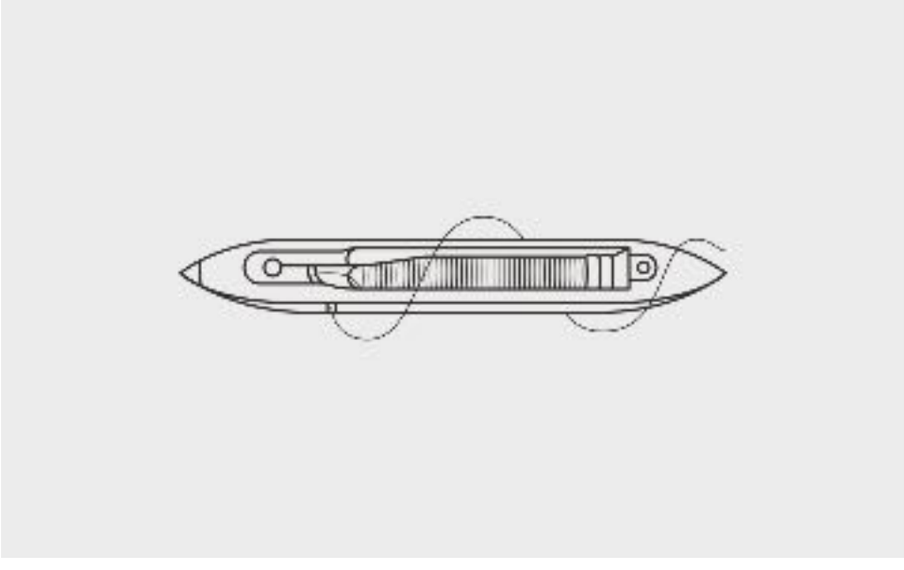
SAINT-JOY, Brocade

上久楷宋锦时尚品牌

The logo has been designed based on multiple historical sources of inspiration. Some references to the traditional Song brocade patterns and a front facing looming machine can be seen in the final logo.

这个商标是基于多个历史灵感的来源而设计的。在最后的确定商标中可以看到一些传统的宋锦图案和宋锦织机的正面视图。



NINSARE

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NINSARE, Skincare

NINSARE护肤品品牌

Ninsare is a skincare brand focused on natural yew extract. We wanted to give a natural and handcrafted feeling for the brand to highlight the health benefits of the product.

Ninsare是一种专注于生产具有天然红豆杉提取物的护肤品牌。我们希望能赋予品牌一种纯天然和手工的感觉来彰显产品的健康优势。

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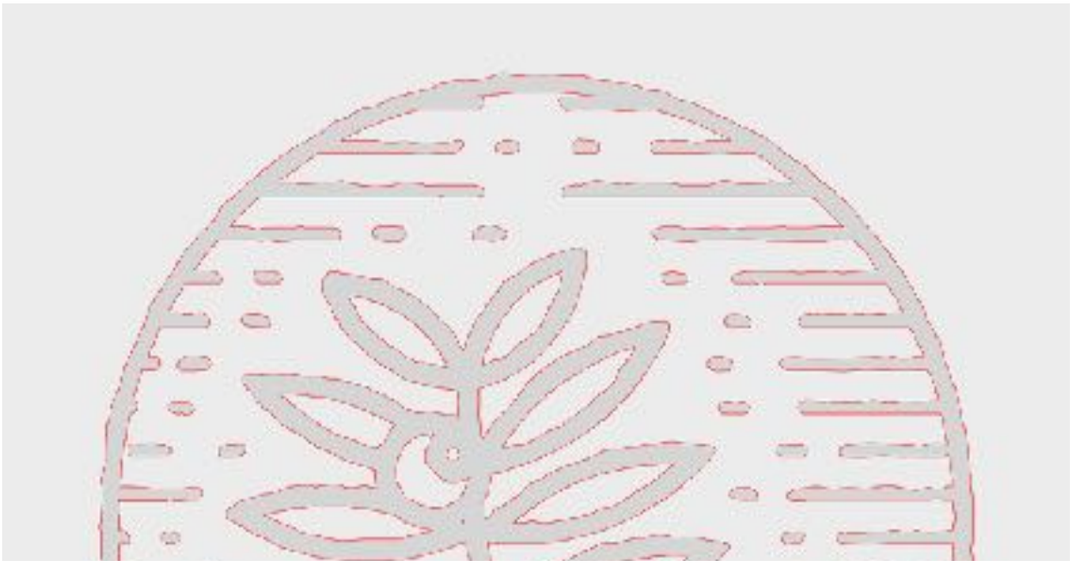
NINSARE, Skincare

NINSARE护肤品品牌

The logo construction is mainly based on a combination of circles to provide a human and harmonious feeling.

商标的构建主要是基于圆圈形状的组合，赋予一种人与人之间和谐的感觉。



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BOA, Nightclub

BOA酒吧

Boa is a new Food and beverage concept opening in Shenzhen. Boa is divided in 2 area. The first part is a lounge offering Asian fusion dinner and cocktail and the other side is a night club opening only on weekend bringing DJ from all over the world to Shenzhen

BOA是一间位于深圳的新概念餐饮酒吧。BOA内分为2个区域。第一区域是一个提供亚洲风味晚餐和鸡尾酒的用餐区域，另一个区域是夜店区域，仅在周末开放，并邀请来自世界各地的DJ到深圳进行表演。

BOA

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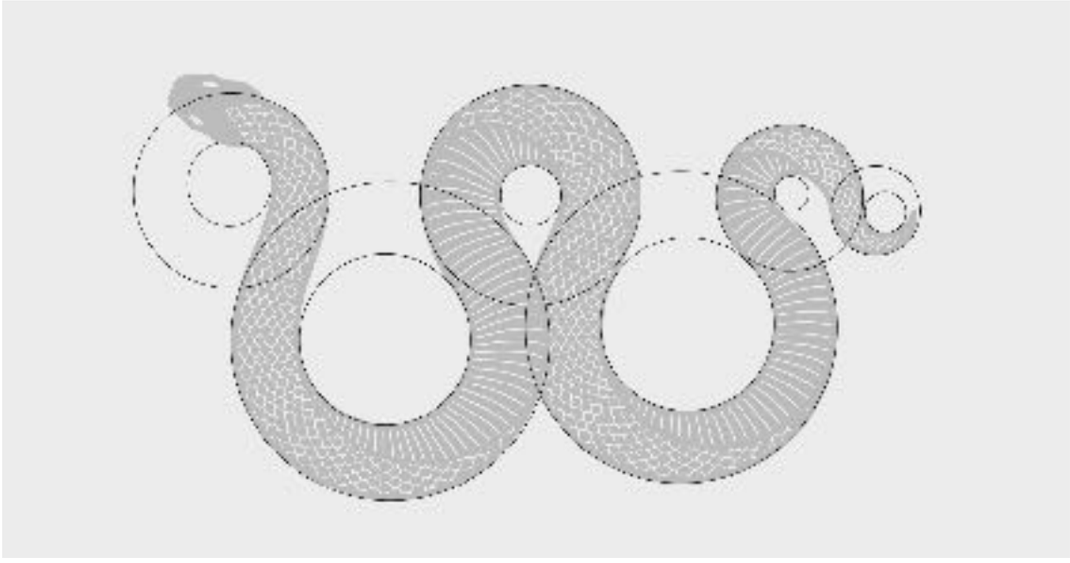
BOA, Nightclub

BOA酒吧

Logo is simple, based on a pure and geometric construction. We associated to the font a snake graphic that we can use to apply to different items as a pattern to bring a continuity across the whole space.

商标是极简的，基于一个纯粹的几何结构。我们在字体上结合了一个蛇的图形，我们可以将该图案应用到不同的项目中，作为一种花纹，使整个空间具有视觉上的连续性。



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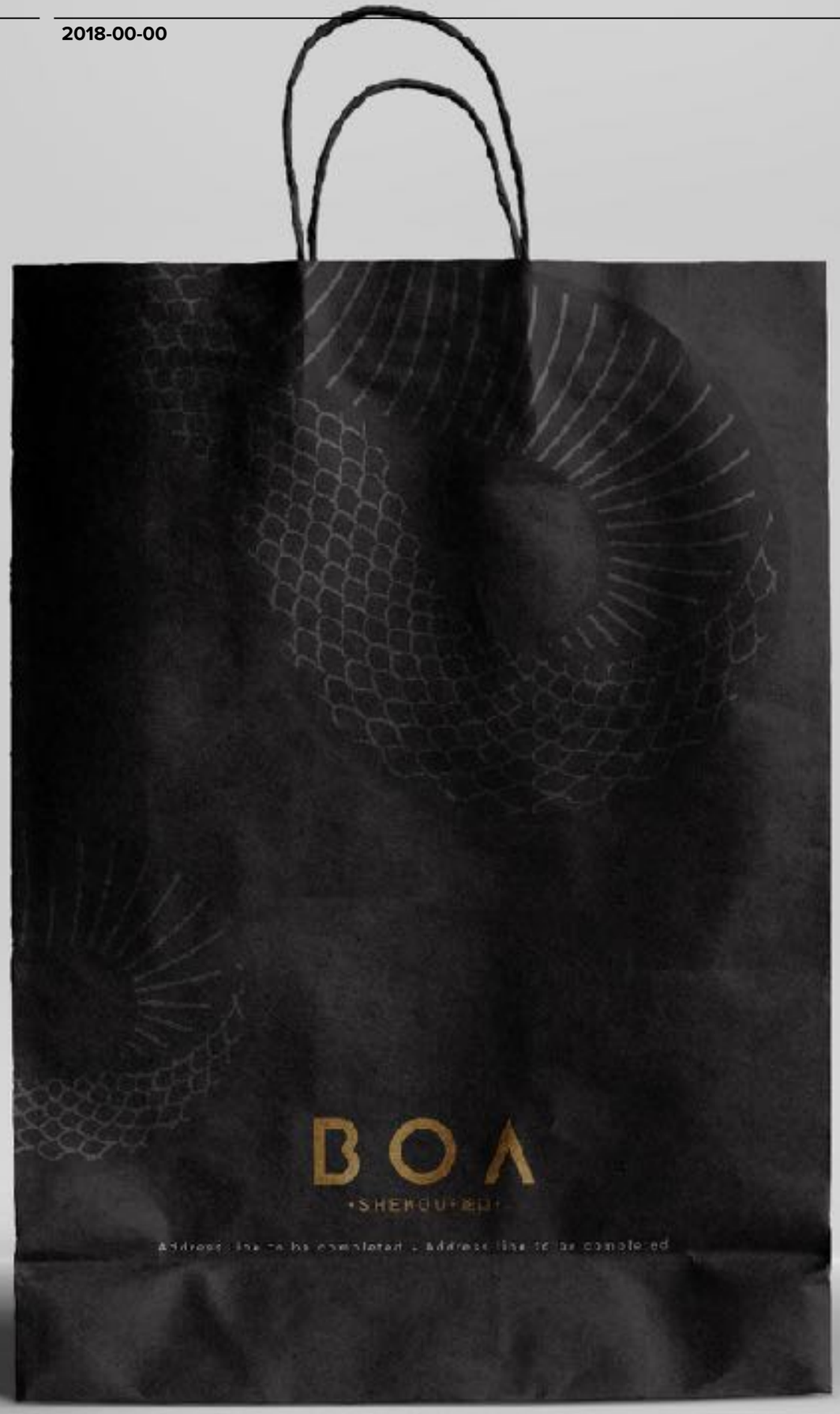

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SIZL

SIZL,
Food delivery

SIZL食品品牌

Sizl is an app and service to deliver Sous-vide cooked meat that just need to be sizzled once it arrive at home before to serve it.

SZL是一个APP应用程序，提供真空包装的熟肉配送服务。客户只需要在收到熟肉之后稍微煎烤一下，即可食用。

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YINUO
意诺

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YINUO,
Door company

意诺门业品牌

Yinuo is a high end door company that sells in China but also is expending its business oversea. This brand target younger customer seeking for a more modern and pure design.

意诺是一个高端的门业品牌，它在中国市场进行销售，也正在扩大海外市场的推广。这个品牌的目标客户是年轻一代的客户群，寻求更现代和更加简洁纯粹的设计。

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YINUO,
Door company

意诺门业品牌

We designed the logo based on the Y shape with a very elegant and premium feeling. Here is an example if different logo declination that we made.

我们设计了基于Y字母形状的商标，非常优雅和轻奢的感觉。这里有一些该商标的应用案例。

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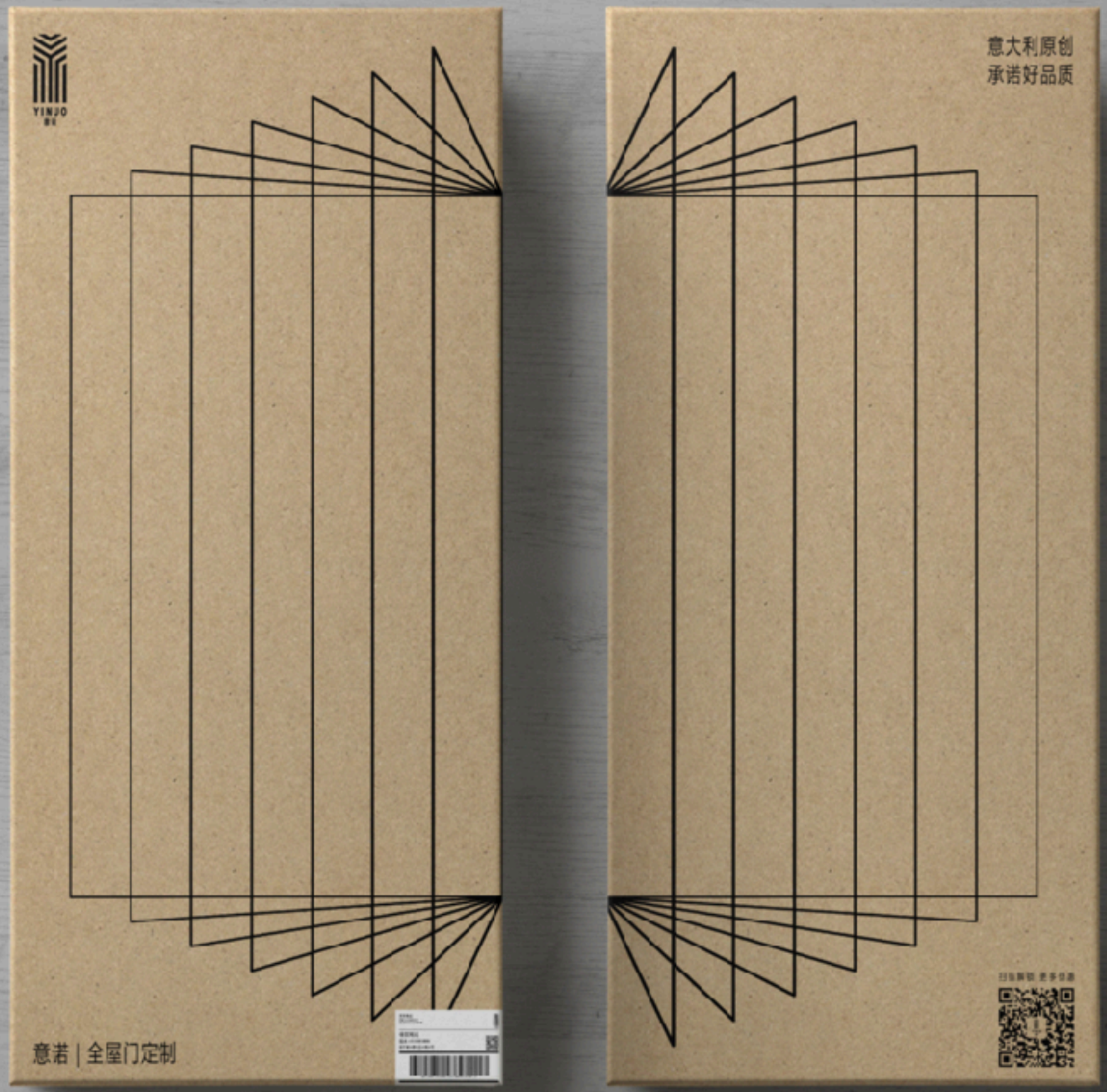

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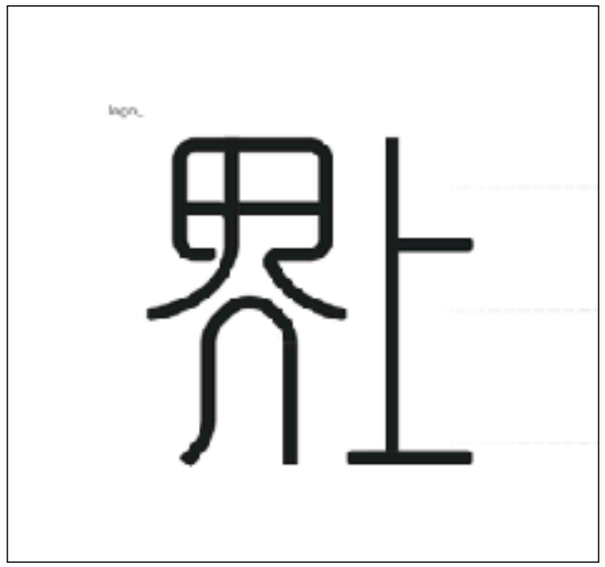
JIESHENG, Visual identity

界上
整体品牌形象



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04

High tech
高新科技品类

04 High-tech 高新科技品类

Product design
产品设计

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JUPL Smartband

JUPL智能穿戴

Jupl is a smart band designed for elderly people in New-zealand. Every elderly person need to wear an emergency tracker in case of health issue or accident. This design was made to propose a more elegant option that Elder person would be interested to wear.

Jupl是我们为一个开发老年人安全追踪器的新西兰公司开发设计的。他们希望该产品能够拥有一个更加时尚的外观，使得佩戴该产品的年长客户能够更加自信并喜爱。整个设计是模块化的，该追踪器可以作为项链或者手环进行佩戴。

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TENCENT
Kid smartwatch

腾讯儿童智能手表

This smartwatch target the kid market, offering a security GPS tracker as well as a communication device for the parent that doesn't want their kid to have a smartphone yet but still would like to have an easy way to keep contact with their kids. The watch have been designed to be comfortable to wear all day long with some modular option to make it more personal and attractive to the kids.

该智能手表是一款儿童智能手表，它拥有一个安全性的GPS跟踪器以及一个简单的通讯装置，能够满足家长不希望自己的孩子拥有一个智能手机的前提下，仍然能够与孩子们保持联系。该手表的设计是十分舒适的，能够进行一整天的佩戴。而且模块化的选择使它对于孩子们来说，更具有个性和吸引力。

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English text here

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FLYRINGWINGS
Industrial design

弗徕威智能机器人

This robot is sold directly with the apartment, offering a full and autonomous control of the house (controls of security, emergency alert, shaders, light...) but also a smart assistant and communication device. The design is simple and easy to customize to ensure an easy fit in any kind of design environment.

这一款机器人是弗徕威维拉3代家用智能机器人。该机器人是直接销售给地产商，在高级公寓里所配备的。其具有强大的语音识别引擎，具有全自动的家居控制系统（安保系统、紧急系统、照明系统等），以及智能助手与通话交流的强大功能。其独具创新的多模态设计，自由切换形态，在机器人造型设计上是全新的突破，而且能够非常容易的适用于不同设计风格的空间。

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矩刻
JU & KE

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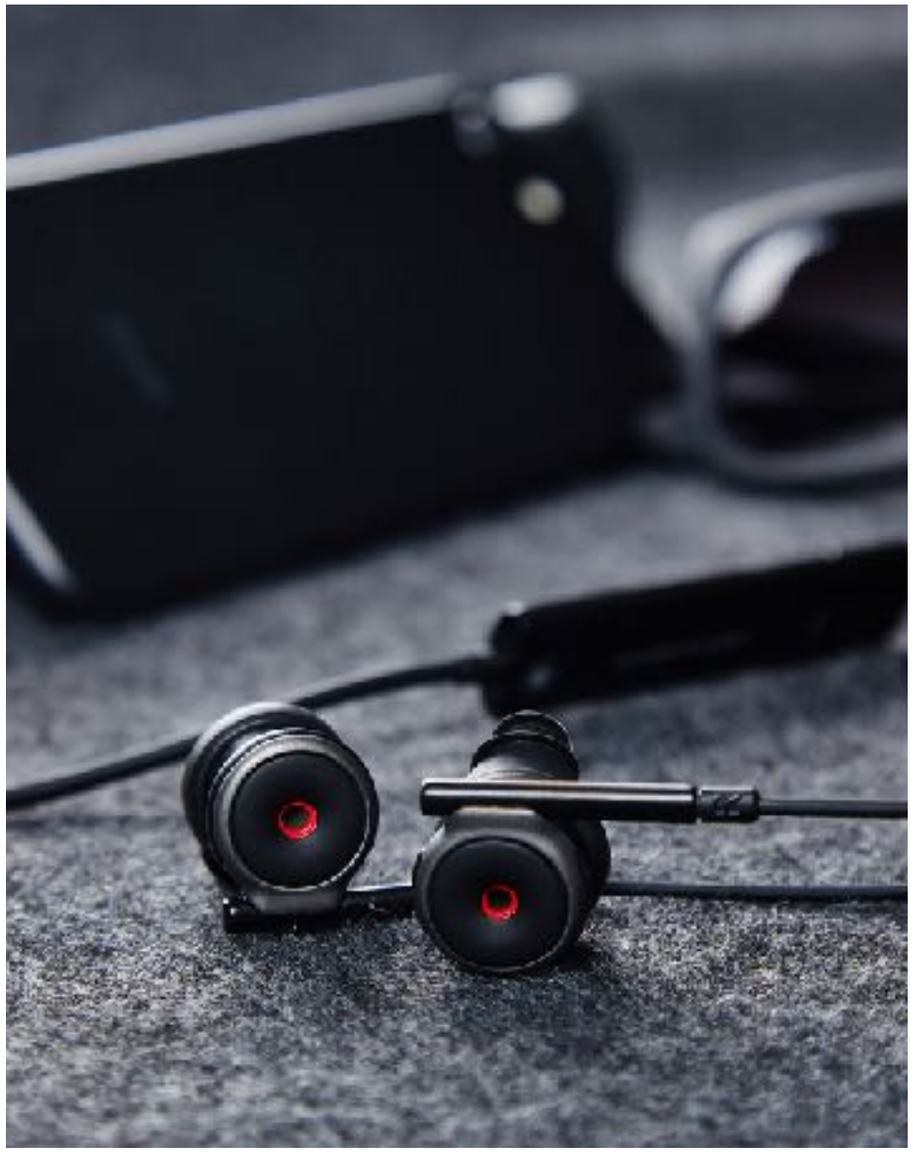
SCENES
Headphone design
森声3D全景录音耳机

Scenes is the first affordable and mass market device that is equipped with 3D sound recording. It need to simply be plugged into the iPhone to record tri-dimentional sound. It can also offer a high quality audio listening experience as well.

森声3D全景录音耳机是我们为深圳森声科技设计的一款耳机，该产品是目前市场上第一款提供3D录音功能的大众消费级别的智能耳机。该耳机只需要连接到iPhone上，就可以简单轻松的实现3D录音功能。除此之外，该耳机也能提供高质量的听觉体验。



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RELYNC,
Foldable scooter

RELYNC折叠式电动车

Relync one is a 3 wheel foldable scooter offering an attractive mobility option for elderly and people with limited movements. The scooter can become very compact with an easy folding mechanism to reduce the space in the car or at home while not in use.

Relync电动车是一个3轮的折叠式电动车，它给年长的人以及不良于行的人群提供了一个非常具有吸引力的出行方式。该电动车可以非常容易地折叠成为一个比较小的物件，来减少在车后备箱或者家庭里的占用空间。

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MOLN
Baby thermometer

"萌护云”婴儿体温计

Moln is a smart baby thermometer with a checking device and a sleep tracker that can alert the parent in case of rapid temperature change. The different product can be charged and stored on their base that also offer some night light and animation in the baby’s room.

“萌护云”婴儿体温计是一款智能婴幼儿体温计。它拥有检测装置和睡眠追踪器，可以在宝宝体温剧烈变化的情况下向家长报警。不同的产品可以在该产品的底座上进行充电和存放。该产品还可以在宝宝的房间里提供一些夜间灯光和简单的动画效果。

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这一款机器人是弗徕威维拉3代家用智能机器人。该机器人是直接销售给地产商，在高级公寓里所配备的。其具有强大的语音识别引擎，具有全自动的家居控制系统（安保系统、紧急系统、照明系统等），以及智能助手与通话交流的强大功能。其独具创新的多模态设计，自由切换形态，在机器人造型设计上是全新的突破，而且能够非常容易的适用于不同设计风格的空间。

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KANDAO
Industrial design

看到360度VR摄像机

Kandao Obsydian is a 360 degree camera, offering one of the best technology on the market in a very compact and durable aluminium housing. We wanted to design a product inspired from the traditional camera design language but also trying to bring int into a new dimension with a unique design signature.

深圳看到科技“黑曜石”系列360度3D摄像机，具有目前市场上最先进的技术，同时它拥有非常紧凑的造型和坚固耐用的铝制外壳。我们希望设计一个从传统相机设计语言中获取灵感的产品，与此同时，也希望把这个独一无二的设计标签带向一个新的维度。

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04 High-tech 高新科技品类

Graphic design
平面设计

SUPREME · 兆利

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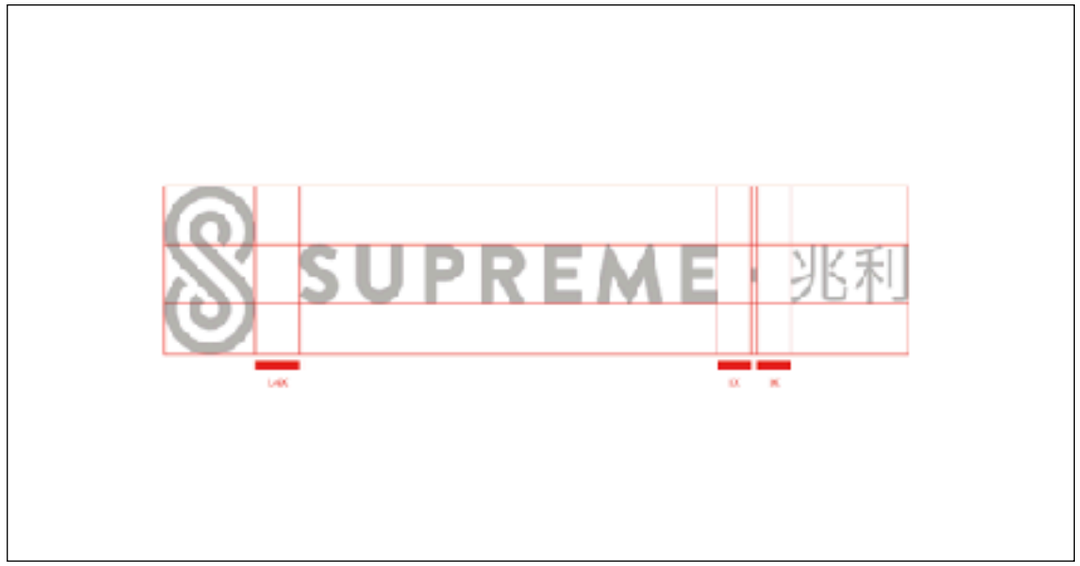
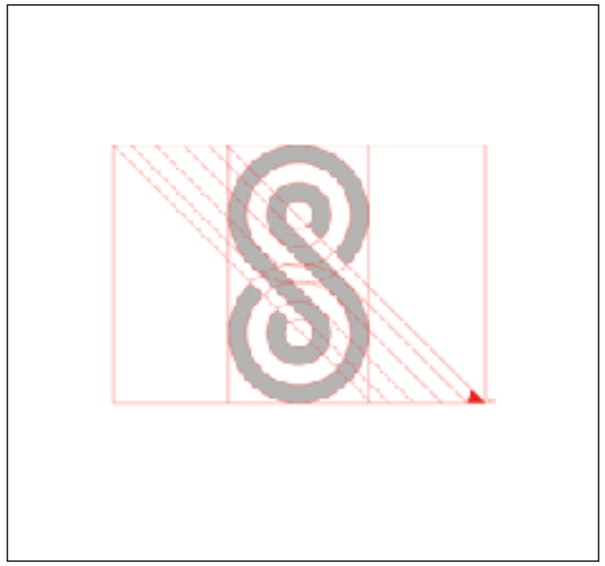
SUPREME,
Logo design

兆利
商标设计





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Waltonchain

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WALTONCHAIN, Cryptocurrency

沃尔顿链区块链品牌

Waltonchain is a blockchain company that combines blockchain technology with IoT. They introduced the concept of the Value Internet of Things to describe the combination of their proprietary RFID chips with blockchain technology. They can store physical items (or at least data representations of them) on-chain.

沃尔顿链是一家区块链技术与物联网相结合的区块链公司。他们通过他们专有的RFID芯片与区块链技术的结合，体现了“物联网”概念的价值所在。它们可以在区块链上存储物理状态（或至少是它们的数据表示）。

walton ▸ Waltonchain

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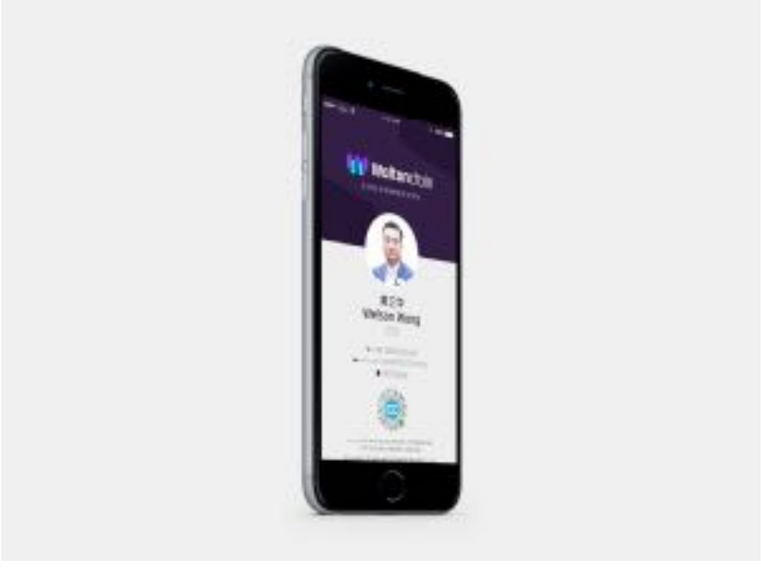
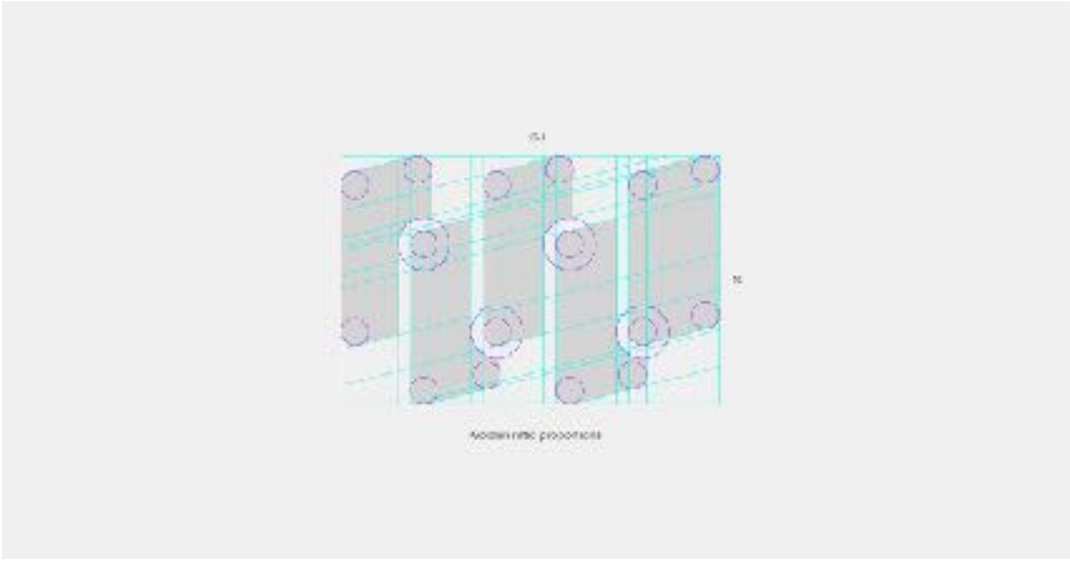
WALTONCHAIN, Cryptocurrency

沃尔顿链区块链品牌

To redesign their logo we wanted to simplify the message and focus on two key elements: The combination of hardware blocks and software (Rfid and blockchain) that once combined together create the W of waltonchain. Its construction is based on 13 degree angle diagonal lines and the logo's dimensions are based on the golden ration proportions. Rounded corners make a fresh and digital. We selected Rajdhani font to match the icon for its squared and condensed appearance that gives a technical and futuristic impression.

为了重新设计品牌的商标，我们希望简化商标表达的信息并把重点放在两个关键元素上：硬件块和软件（RFID芯片和区块链）的组合，两者组合在一起，就创建了沃尔顿链的W字样。商标的构造是基于13度角对角线,也是基于黄金比例。圆角的应用赋予商标新鲜感和数码感。我们选择了Rajdhani字体来匹配图标的方形和压缩感的外观，这赋予了商标一种技术感和未来感的印象。





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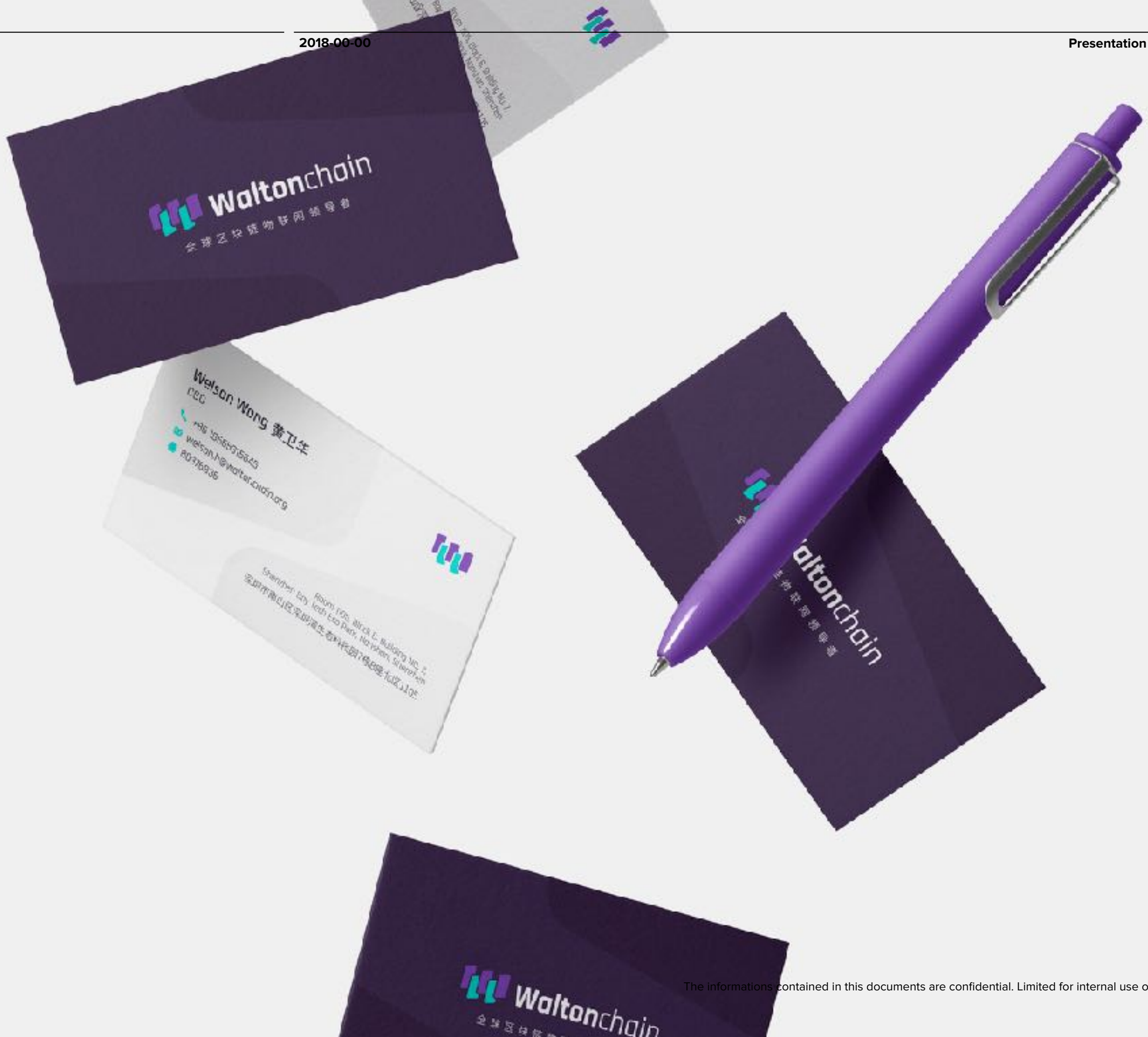

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tangem

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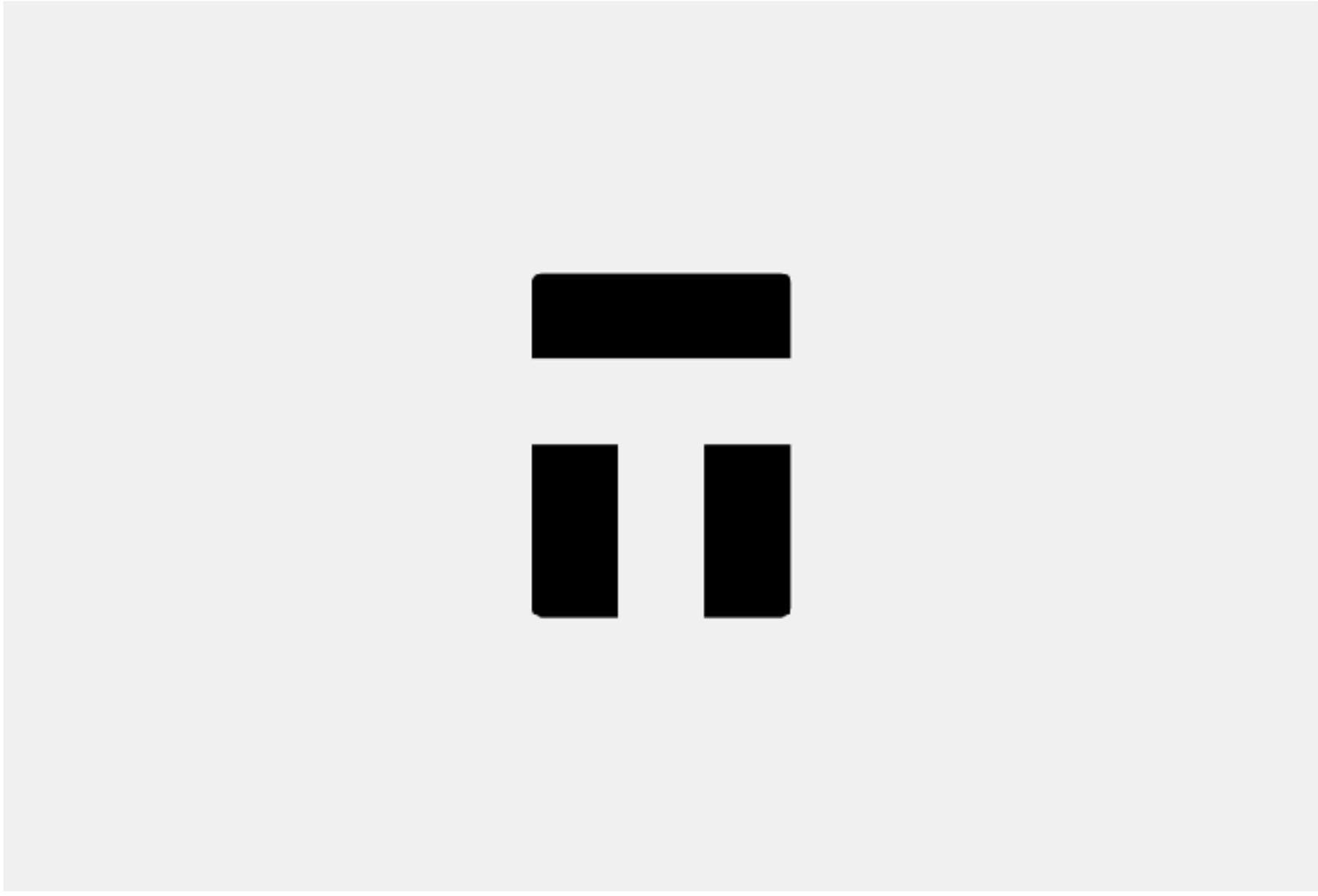
TANGEM,
Digital bank notes

TANGEM电子货币

Tangem is a new company looking to develop banknote that carry digital assets such as Bitcoins or Etherum.

Tangem是一家创新公司，致力于开发携带式比特币或以太坊等数字资产的纸币。



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TANGEM,
Digital bank notes

TANGEM电子货币

We wanted their logo to be simple and powerful to inspire trust and performance. We also designed the graphic for their smart banknotes.

我们希望他们的商标是简洁又强烈的，能够给予客户信任感和美感。我们还为他们的智能钞票做了平面设计。

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bitcoin
0.01 BITCOIN
ethereum
0.2 ETHEREUM
EAL6+ compliant secure element.
tangem
App Store
Google Play
0.01 BITCOIN
bitcoin
0.05
BITCOIN
tangem
0.05 BITCOIN
0.05
BTC
This note carries digital value in an advanced new secure chip inside.
Always verify the authenticity and value using an official app via NFC.
Keep the note physically secure. Redeemable to blockchain at any time.
No recourse or recovery if lost, destroyed, or critically damaged.
Tangem
tangem.com
1234 5678 9012 3456
bitcoin
0.05
0.1

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KANDAO

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KANDAO,
360 camera

看到360全景相机

KanDao Technology is a Shenzhen based company that redefines VR camera Hardware & Software. After designing their first product, a 360 Vr camera called Obsidian, we handled their rebranding.

看到科技是一家位于深圳的公司，他们重新定义了VR摄像机的硬件和软件。我们在给他们设计了第一款产品“黑曜石”的360度VR摄像机之后，我们负责给他们品牌进行重新设计。

KANDAO

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KANDAO,
360 camera

看到360全景相机

We played with the combination of the unmistakable "play" button every video device has and the "K" of KanDao. The result is a strong and emblematic logo that has the strength to carry the company forward.

我们尝试着把每一个视频设备中都具备的“播放”按钮和的“K”字母进行组合，其结果是一个具有强烈个性的标志性的图案，是一个能够适应公司未来发展需求的标志。

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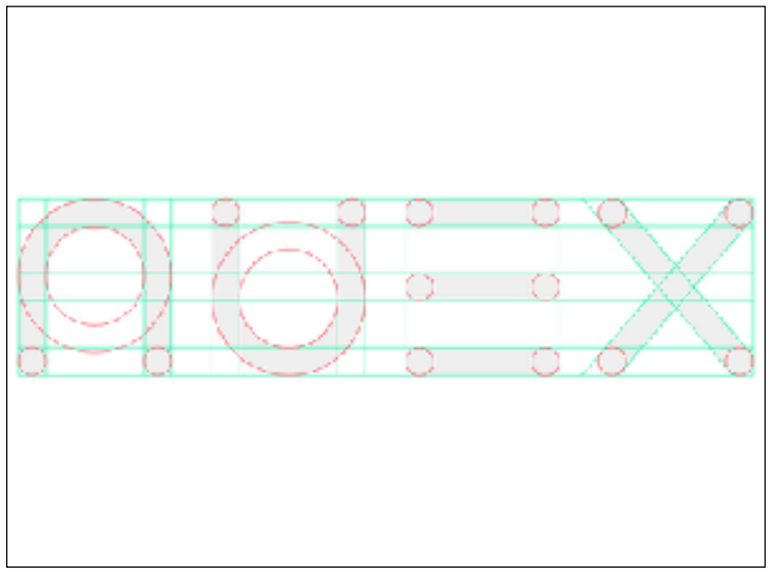
NUEX,
Visual identity

钮克思品牌形象

Nuex is a new brand focused on offering a New User experience to their customer. They focus mainly into consumer electronic product with their first product being a wireless charging modular battery system.

钮克思科技是一个全新的科技公司，专注于为客户提供新的用户体验。他们主要的产品集中在消费电子产品，他们的第一个产品是无线充电模块电池系统。



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a-eye

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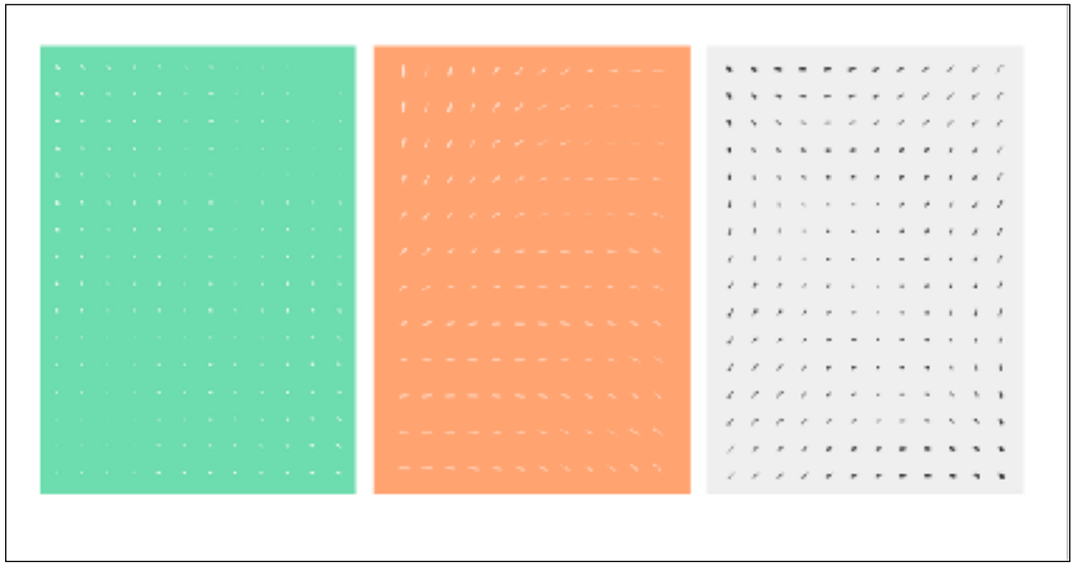
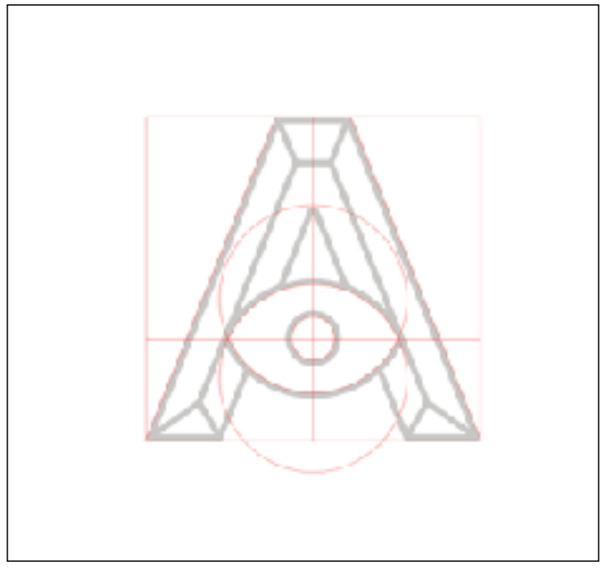
A-EYE,
Visual identity

A-EYE品牌形象

A-Eye is a Augmented reality technology company developing some cutting edge augmented reality glasses, we designed their visual identity system and their first product range.

AEYE是北京的一个增强现实技术公司，他们开发一些先进的增强现实的AR眼镜产品，我们为他们设计了整套品牌的视觉识别系统和他们的第一个产品。





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05

Space Design
空间设计

Marisfrolg shop design
(project made before JU&KE launch)

Marisfrolg 时装店设计
（矩刻工作室成立前设计作品）

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Marisfrolg shop design

(project made before JU&KE launch)

Marisfrolg 时装店设计

（矩刻工作室成立前设计作品）

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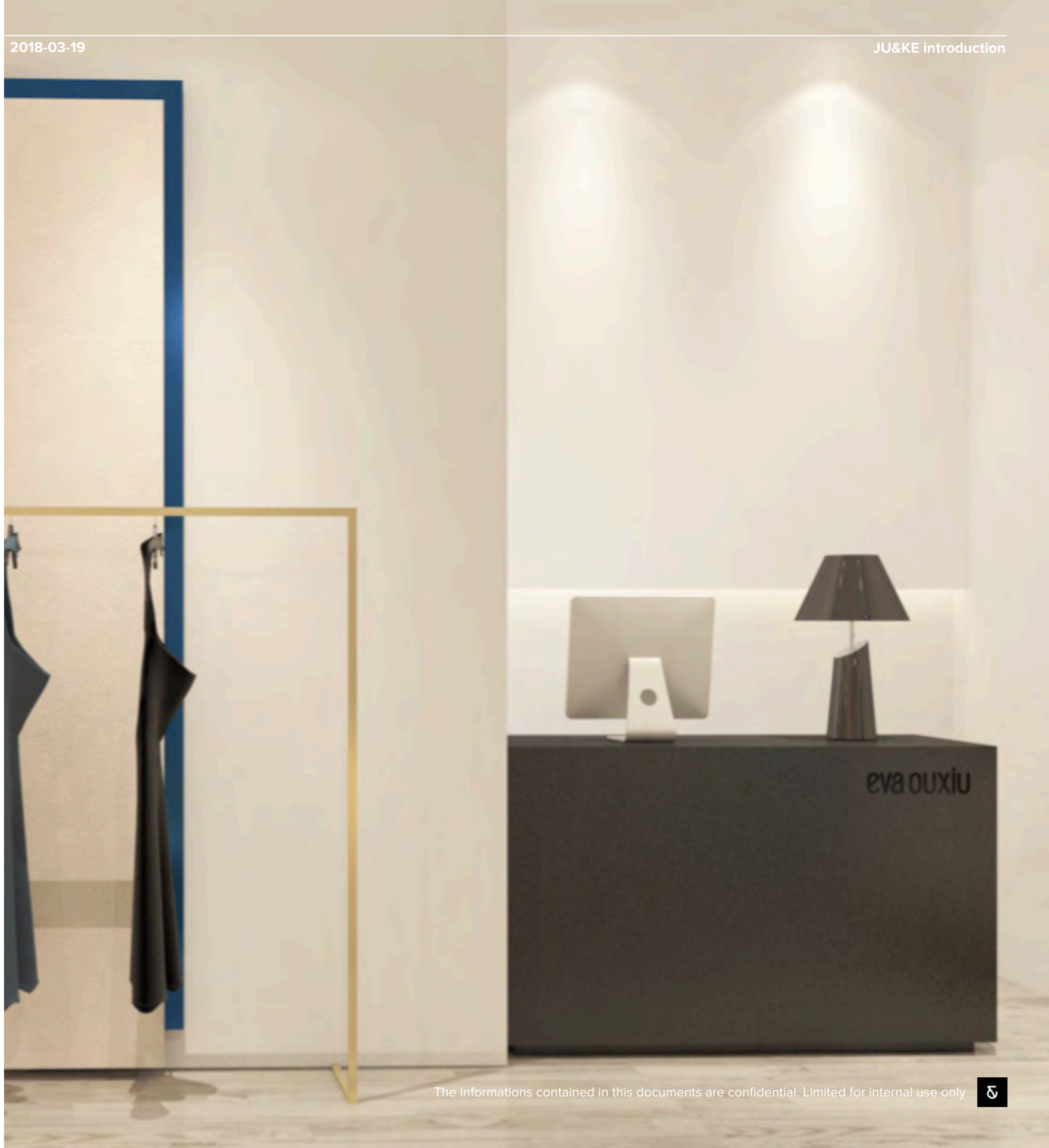
Eva ouxiu shop design

(project made before JU&KE launch)

Eva ouxiu时装店设计

（矩刻工作室成立前设计作品）



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Eva ouxiu shop design

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Eva ouxiu时装店设计

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Nlutea, teashop design

(project made before JU&KE launch)

Nlutea茶饮店设计

（矩刻工作室成立前设计作品）

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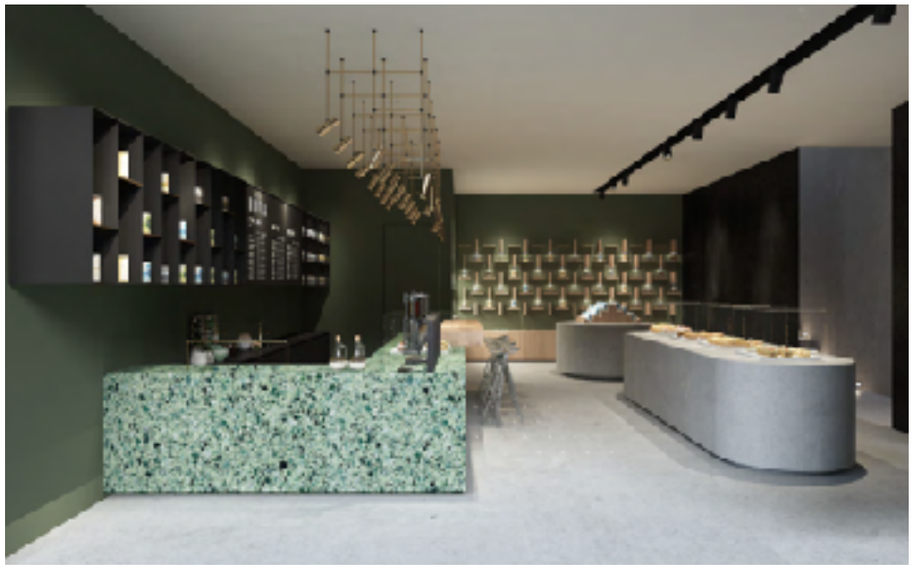
Nlutea, tea shop design

(project made before JU&KE launch)

Nlutea茶饮店设计

（矩刻工作室成立前设计作品）



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Yixi, restaurant design

(project made before JU&KE launch)

YIXI餐厅设计

（矩刻工作室成立前设计作品）

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Yixi, restaurant design

YIXI餐厅设计

（矩刻工作室成立前设计作品）

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Boa, lounge restaurant

BOA酒吧餐厅设计

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Boa, lounge design

BOA酒吧包间设计

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JU&KE office

矩刻设计工作室

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JU&KE office

矩刻设计工作室

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THANK YOU

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