

October 2023

Victor Hu

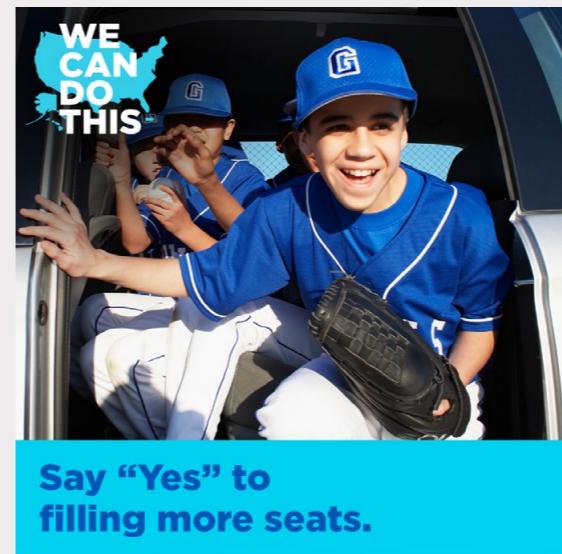
United States HHS COVID branding



United States HHS COVID branding



CÁC NGUỒN LỰC
để tìm hiểu
thêm về Liều
Vắc-xin COVID-19
Tăng Cườn



Say “Yes” to
filling more seats.



您對抗 COVID 的防護能力
剛得到重要的提升



United States HHS COVID (design exploration)

The owner of Midwood Lumber is getting vaccinated for his daughter, his neighbor and his favorite barista down the street.

Let's get back to sharing everything COVID has taken away. FDA-approved COVID-19 vaccines that are proven safe and effective will help us end the pandemic. Get your vaccine when the time comes.

Learn more at combatCOVID.hhs.gov

Paid for by the U.S. Department of Health and Human Services

All in against COVID-19

In 2020, COVID-19 pushed us all to the brink.

Now, we push back.

COVID-19 vaccines are here. This is the moment we've been waiting for. Our chance to rise up, to turn the tide, and this moment could begin with you.

Learn more about vaccines at cdc.gov/coronavirus

Brought to you by the U.S. Department of Health and Human Services.

All in against COVID

Thuốc chủng ngừa covid an toàn, hiệu quả và có sẵn.

Learn more

All in against COVID

We are all necessary.

It's time to push back

Learn more

Brought to you by the U.S. Department of Health and Human Services

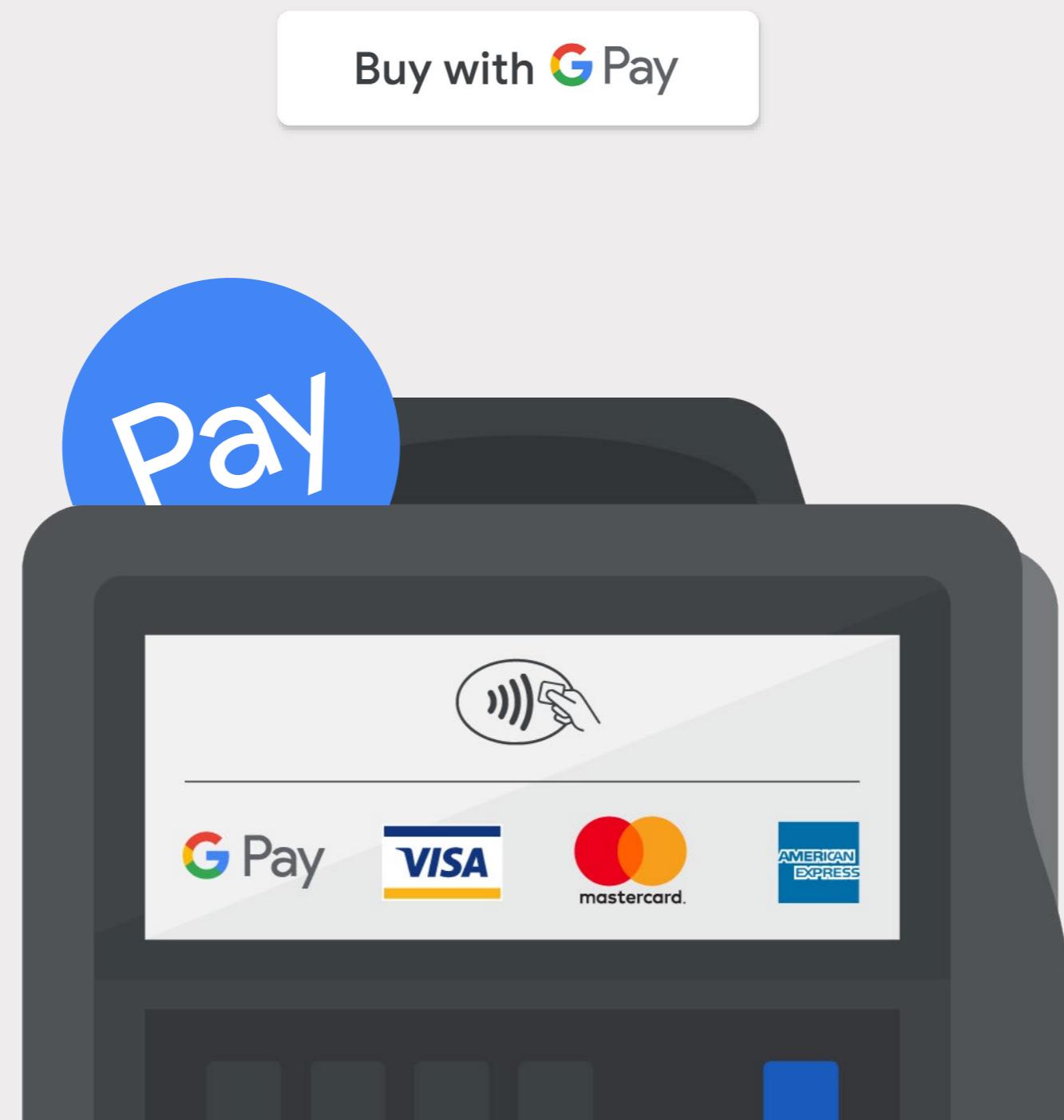
All in against COVID

All in against COVID

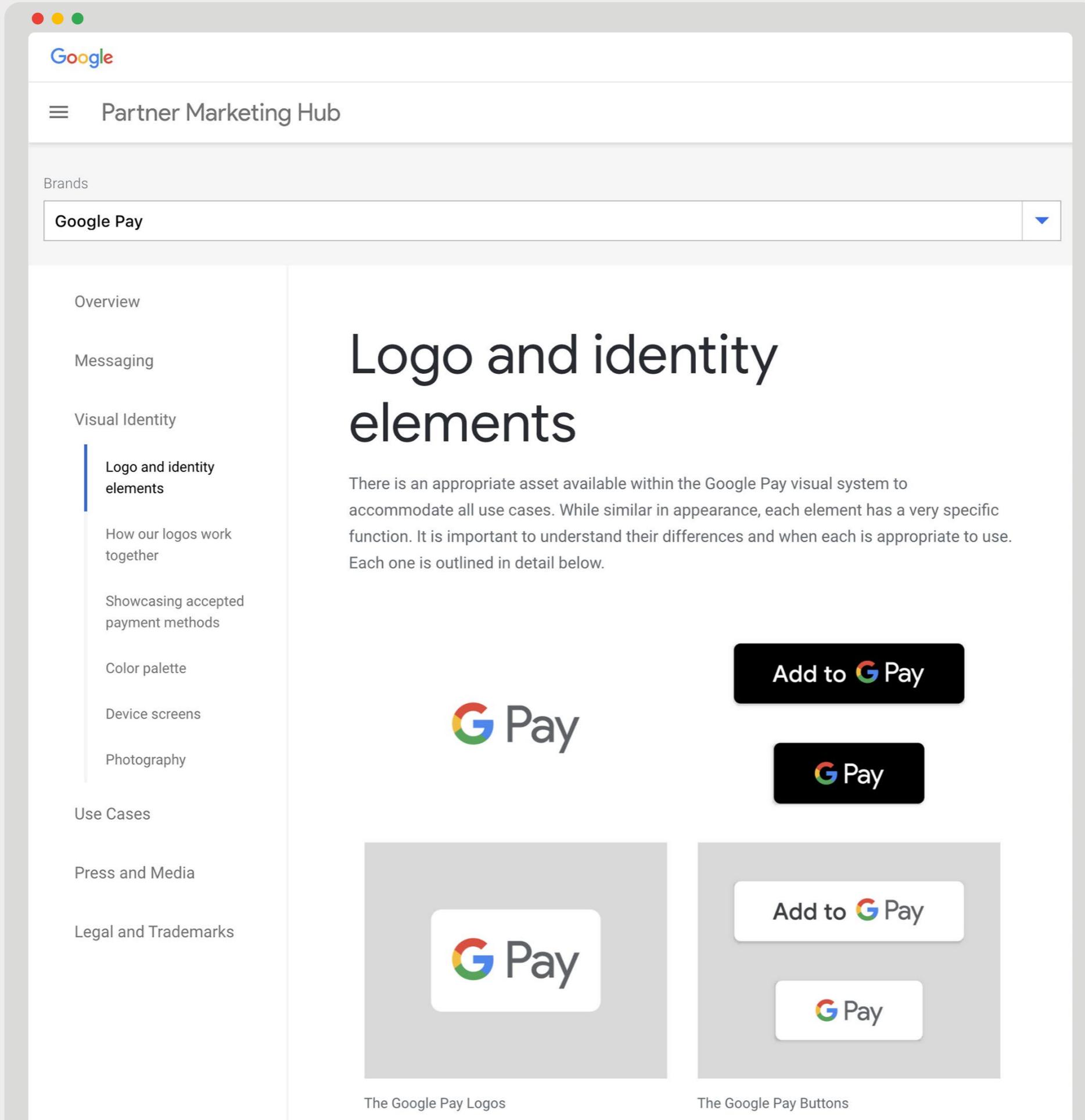
Unidos contra el COVID

全力对抗新冠病毒

Google Pay visual identity



Google Pay guidelines



The screenshot shows a mobile browser interface for the Google Partner Marketing Hub. At the top, there's a navigation bar with three dots (red, yellow, green) and the word "Google". Below it is a header with a menu icon (three horizontal lines) and the text "Partner Marketing Hub". A search bar contains the text "Brands" and "Google Pay". On the left side, there's a sidebar with a vertical list of links: Overview, Messaging, Visual Identity, Logo and identity elements (which is currently selected, indicated by a blue vertical bar), How our logos work together, Showcasing accepted payment methods, Color palette, Device screens, Photography, Use Cases, Press and Media, and Legal and Trademarks.

Logo and identity elements

There is an appropriate asset available within the Google Pay visual system to accommodate all use cases. While similar in appearance, each element has a very specific function. It is important to understand their differences and when each is appropriate to use. Each one is outlined in detail below.

Add to G Pay

G Pay

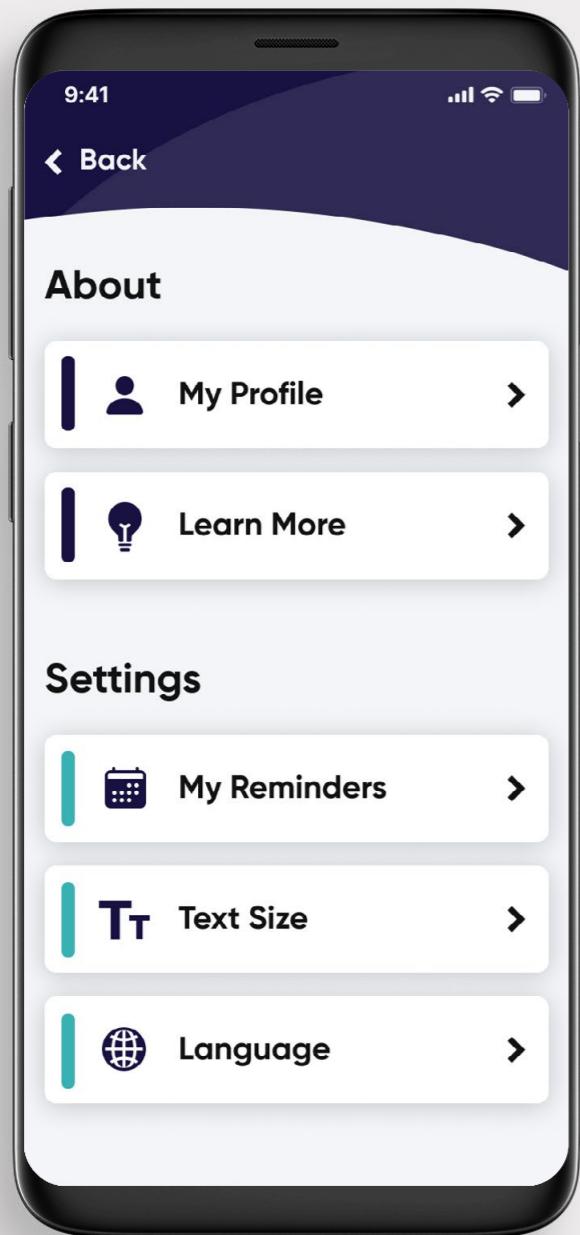
The Google Pay Logos

The Google Pay Buttons

Google Pay Logo

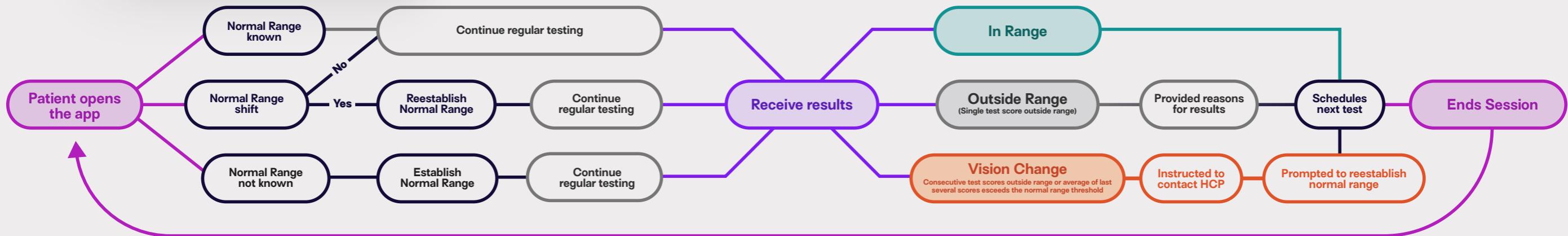
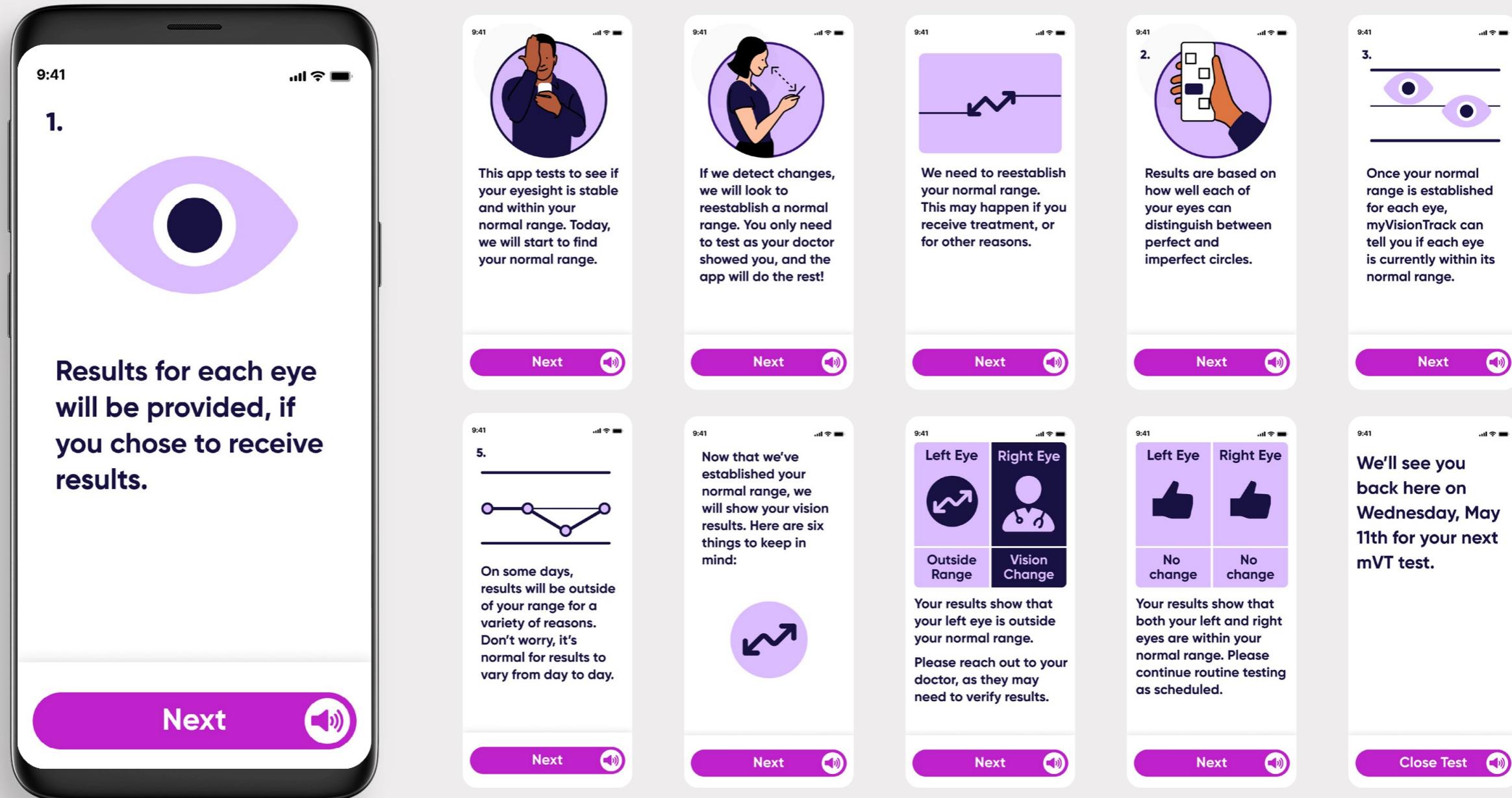


myVisionTrack brand and UI



The website homepage features a dark blue header with the myVisionTrack logo and navigation links: "What Is myVisionTrack?", "Download App", "Getting Started", and "Contact Us". The main content area has a large eye graphic on the right. Inside the eye, a woman in a purple dress is holding a magnifying glass over the iris. The text "Monitor Your Vision at Home" is displayed above the eye, followed by the subtext: "With myVisionTrack, you can help your doctor monitor changes to your vision." Below this, a paragraph explains the app's purpose: "myVisionTrack is an FDA-cleared at-home vision test for people with maculopathy, which may include blurry or dark spots in a person's vision. The myVisionTrack app is used to frequently monitor for changes in vision, but it does not replace regular office visits. myVisionTrack can only be prescribed by an eye care professional and is only available at qualified offices in certain regions." A "Download myVisionTrack" section includes links to the App Store and Google Play, along with a QR code. A call-to-action at the bottom left states: "By recognizing vision changes early, your doctor can help to prevent irreversible vision loss." An illustration of a doctor in a white coat talking to a patient is shown in the bottom right.

myVisionTrack app onboarding



Google Play VIP design development



Google Play VIP brand and guidelines



Blue Nile rebrand



Blue Nile rebrand guidelines

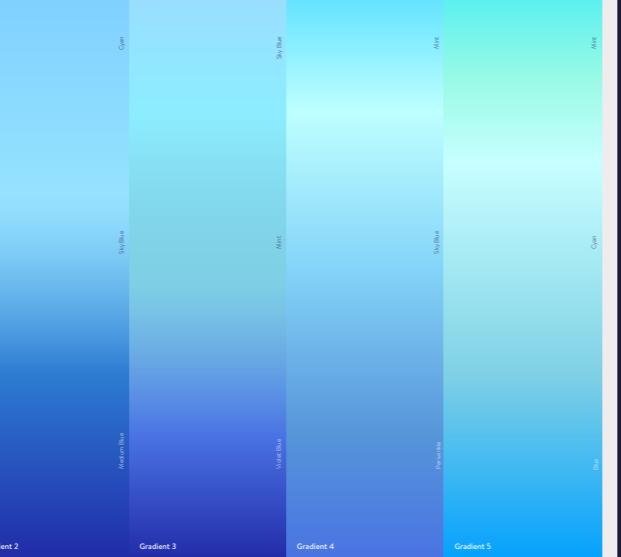
We combine the art of the human touch with the science of technology, to unlock brilliance in every Astor stone.

In the Astor world, GIA and IGI certifications are supporting qualifications. The combination of the two, as well as our proprietary evaluation, are what indicated true superiority.

Diamonds are both mythological and magical – our role is to concentrate nature's intense force of light.

Borrowing language from optics allows us to leverage the idea of technologically advanced diamonds.

Blue Nile hand picks, expertly refines and double-evaluates every Astor diamond to concentrate nature's brilliant artistry, so the diamond's high-fidelity shine captures her eye, magnifies the emotion, and becomes the focal point of your shared promise.



2.0 Typography

Astor leverages the typeface Domaine Sans for title usage because it cues leading edge processes as well as classic elegance and simplicity.

Brandon Text adds a touch of playfulness and serves as the functional sans-serif for text and captions.

LORUM IPSUM DOLOR

At vero eos et accusamus et iusto odio dignissimos

Ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa

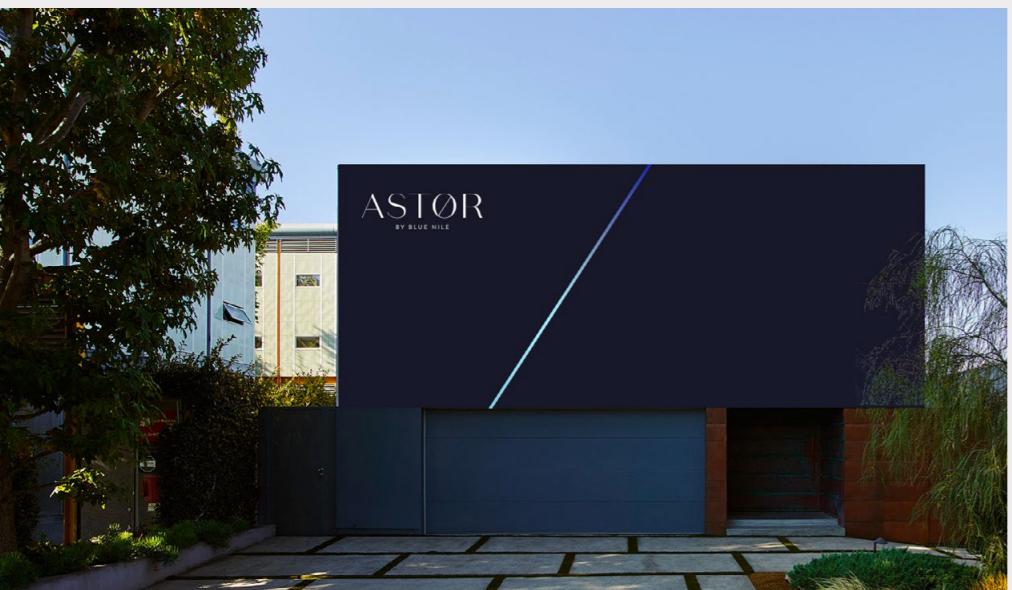
AUT ODISIT AUT FUGIT

At vero eos et accusamus et iusto odio dignissimos qui blanditiis voluptatum deleniti atque corrupti quos dolores et est eligendi optio cumque nihil impedit quo maxime placeat facere possimus, omnis vol-

Diamond no. 8719023

At vero eos et iusto odio ducimus qui b

Ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, et dolorum fuga. Et harum quidem rerum facilis distinctio. Nam libero tempore, cum est eligendi optio cumque nihil impedit quo maxime placeat facere possimus, omnis vol-



1.2 Sizing and Files: Screen and Print

The Astor Logo comes in three different iterations for screen and print, each individually optimized for different resolutions.

Please consult this chart to determine which logo file to apply.

Shared folder for logo files

AstorLogo.pdf/svg/png

Use for logo widths above:
screen: 170px
retina: 240px
print: 1.625"

ASTOR
BY BLUE NILE

AstorLogo_Sm.pdf/svg/png

Use for logo widths between:
screen: 105-170px
retina: 160-240px
print: 0.875-1.625"

ASTOR
BY BLUE NILE

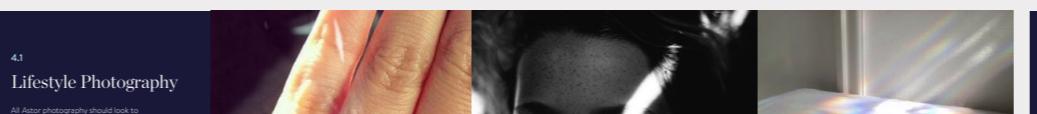
AstorLogo_XS.pdf/svg/png

Use for logo widths between:
screen: 90-105px
retina: 130-160px
print: 0.625-0.875"

ASTOR
BY BLUE NILE

4.1 Lifestyle Photography

All Astor photography should look to emphasize the light source through



2.1 Typefaces

Care should be taken in all applications to preserve the typographic tone and texture outlined in this document. Domaine Sans in particular should be used with care as the thin, elegant, curves can disappear when reproduced at small sizes. Please avoid any applications smaller than 0.625".

In addition, Domaine Sans must always be set in all caps when used within the Astor system and used with tracking set to +30.

Chronicle Display should be used on subtitles and callouts. Brandon text light is the body copy typeface.

To get the full typographic expression, use at least Brandon Text Light and Chronicle on each execution.

Shared folder for font files

DOMAINÉ SANS DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*_+

ABCDEFIGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*_+

Text
Brandon Text Light

ABCDEFIGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*_+

Captioning
Brandon Text Light

Titling

Chronicle Display Light

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*_+

Text
Brandon Text Light

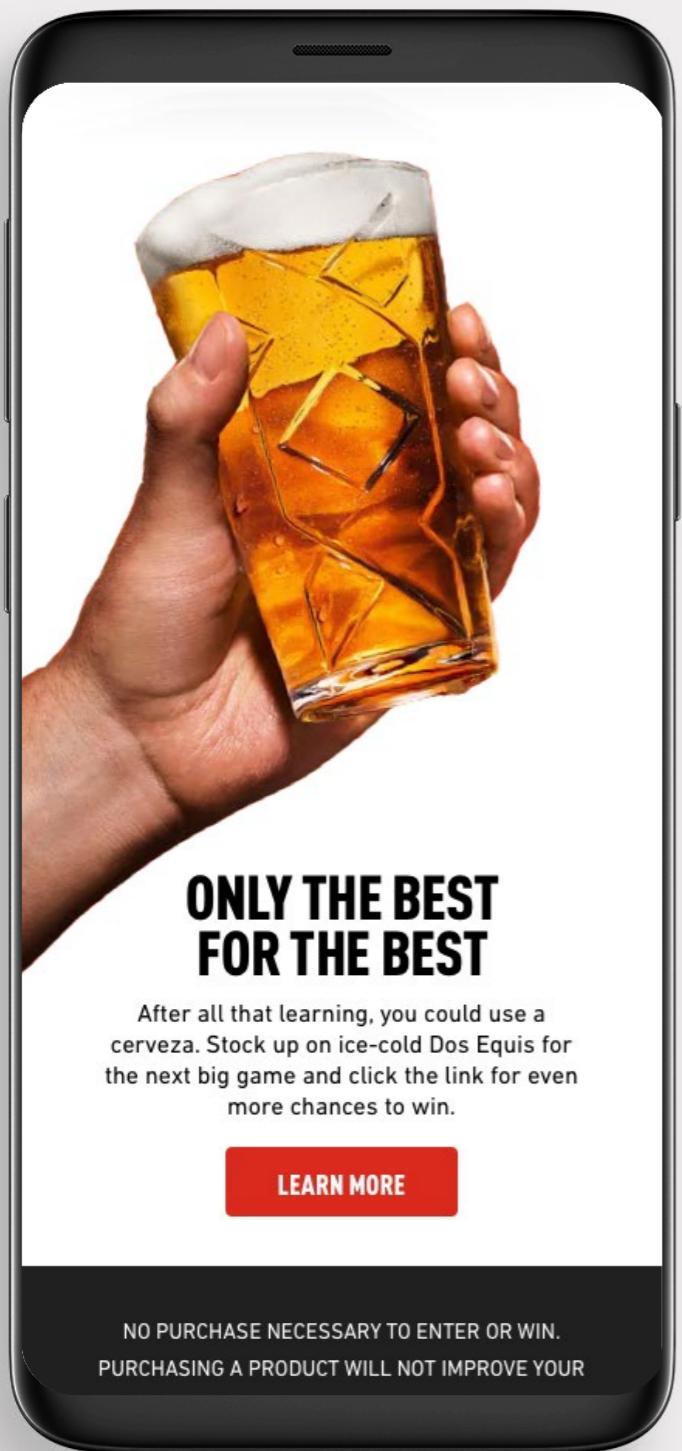
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*_+

5.6 Slash in motion

All slash becomes a live element in motion, which means rules are more



Dos Equis college football campaign



ONLY THE BEST FOR THE BEST

After all that learning, you could use a cerveza. Stock up on ice-cold Dos Equis for the next big game and click the link for even more chances to win.

[LEARN MORE](#)

NO PURCHASE NECESSARY TO ENTER OR WIN.
PURCHASING A PRODUCT WILL NOT IMPROVE YOUR

The website features a dark green chalkboard-style background. At the top, there's a navigation bar with links to "Official Rules", "Explore Lessons", "Meet the Faculty", and a prominent red button labeled "TAKE THE EXAM". In the center, there's a large image of a stack of books, a red apple, and a can of Dos Equis beer. To the right, the Dos Equis logo is displayed with the text "CERVEZA XX DOS EQUIS" and "OFFICIAL BEER SPONSOR OF THE COLLEGE FOOTBALL PLAYOFF". Below this, the headline "THE BEST IN FOOTBALL FACULTY" is written in large, bold, white letters. To the left of the headline, there's a smaller text block: "See why our faculty has been #1 in beer-sponsored football programs for over 100 years." On the right side of the main image, there's a portrait of John U. Bacon, a man with blonde hair wearing a dark zip-up sweater with a "COLLEGE FOOTBALL" patch on the chest. He is smiling and holding a green can of Dos Equis beer. At the bottom left, there's a section titled "YOUR PRO PROFESSOR" with a bio about John U. Bacon and a "WATCH LESSONS" button.

COLLEGE FOOTBALL
FOOTBALL COLLEGE

Official Rules Explore Lessons Meet the Faculty **TAKE THE EXAM**

CERVEZA
XX
DOS EQUIS
OFFICIAL BEER SPONSOR OF THE COLLEGE FOOTBALL PLAYOFF

THE BEST IN FOOTBALL FACULTY

See why our faculty has been #1 in beer-sponsored football programs for over 100 years.

YOUR PRO PROFESSOR

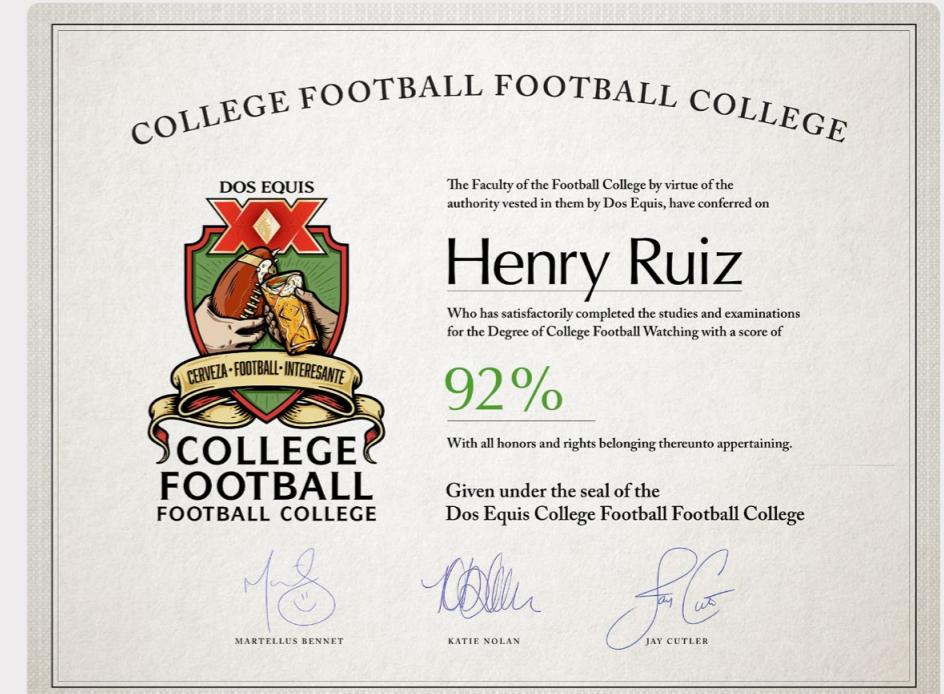
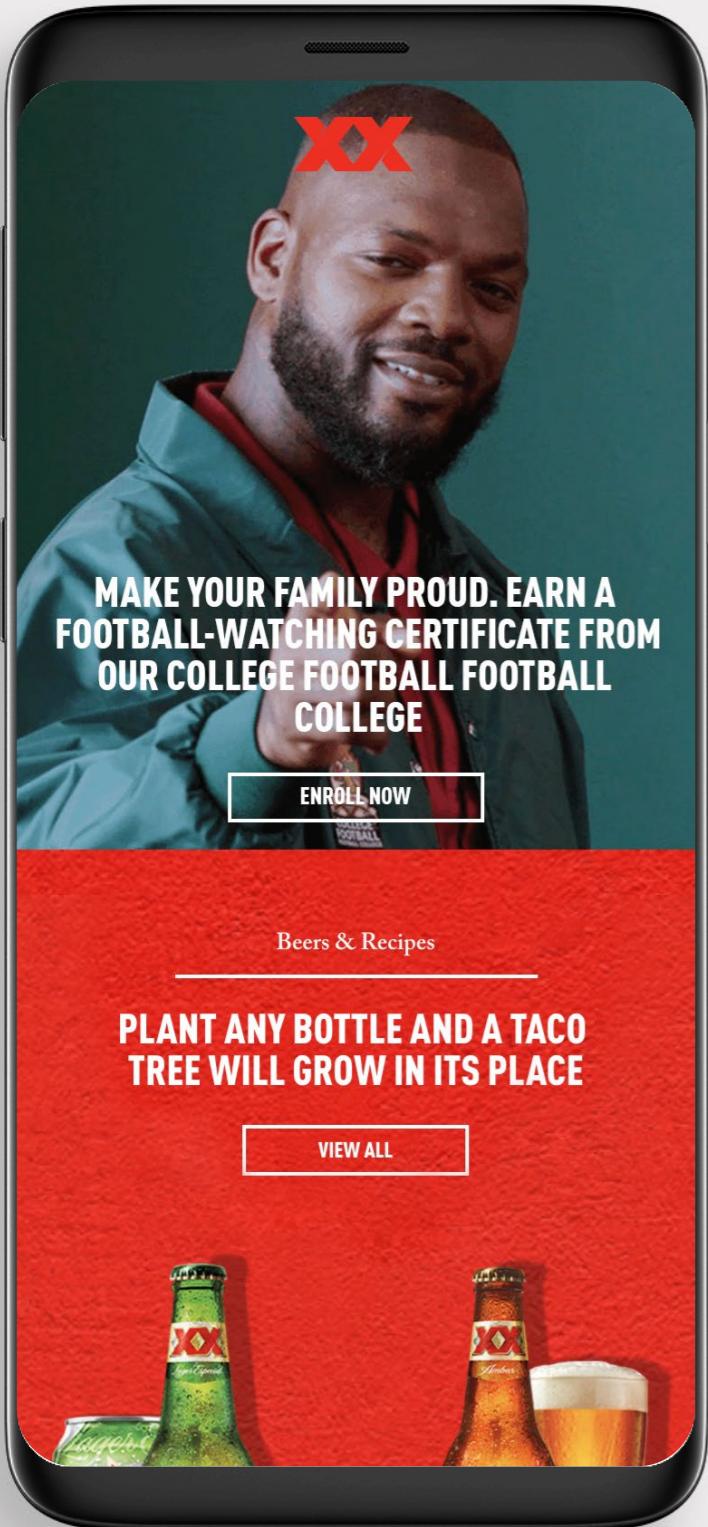
PROFESSOR
JOHN U. BACON

The author of eight books on the sport, John Bacon has been teaching college football for over ten years. He knows the sport like the back of his hand. And now, you can get a taste of the class that has the longest wait-time on campus without turning off the game or putting down your Dos Equis. He literally wrote the book on football, and will transform you from a fan who's yelling nonsense at their television into someone who's yelling at an expert level.

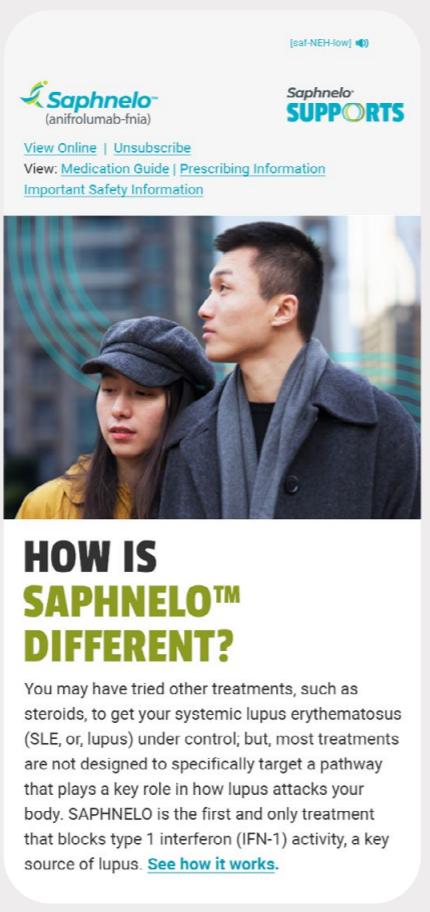
WATCH LESSONS

A portrait of John U. Bacon, a man with blonde hair, wearing a dark zip-up sweater with a "COLLEGE FOOTBALL" patch on the chest. He is smiling and holding a green can of Dos Equis beer.

Dos Equis college football campaign



Saphnelo UI and visual system



A desktop browser window titled "Saphnelo SUPPORTS". The header includes the Saphnelo logo and "Saphnelo SUPPORTS". Below the header, there are links to "View Online", "Unsubscribe", "Medication Guide", "Prescribing Information", and "Important Safety Information". The main title "A GUIDE TO THE SAPHNELO™ JOURNEY AT YOUR FINGERTIPS" is in large green text. To the right, there is a large image of a woman with curly hair looking upwards. Below the title, a paragraph explains the purpose of the guide and links to "Learn more". On the right side, there is a section titled "WHY SAPHNELO MAY BE RIGHT FOR YOU" with a paragraph and a bulleted list of benefits.

Style Guide: Saphnelo CC Emails. US-51315-8

05/05/2021

COLORS:



HEADLINES:

**PASSION ONE REGULAR 38/36PT
#333333; #8D9C21 FOR EMPHASIS**

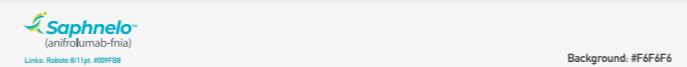
PARAGRAPH:

Roboto Regular 12/18pt #333333

FOOTER:

Roboto 11/14pt, #FFFFFF

Header:



INFOGRAPHICS MODULES:



CTA MODULE:



WHAT YOU CAN EXPECT

You may have a lot of questions when starting a new treatment, and we've got your back. Frequently asked questions may include:

- How will I know SAPHNELO is working?
- When may I expect to see or feel improvements?
- How often will I receive SAPHNELO?
- Are there side effects I should look out for?
- How often should I check in with my healthcare provider after I start treatment?

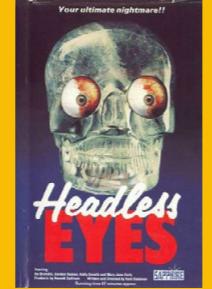
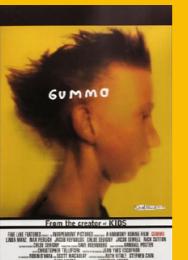
Although you should always discuss any concerns you have with your healthcare provider, the SAPHNELO treatment guide provides a broad overview of what you may expect.

Sam's Club rebrand

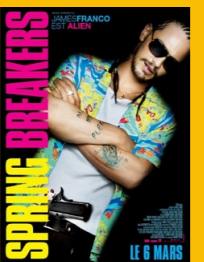


Showtime Networks pitch

SHO



My Collection



Sort by

Most Loved

Most Hated

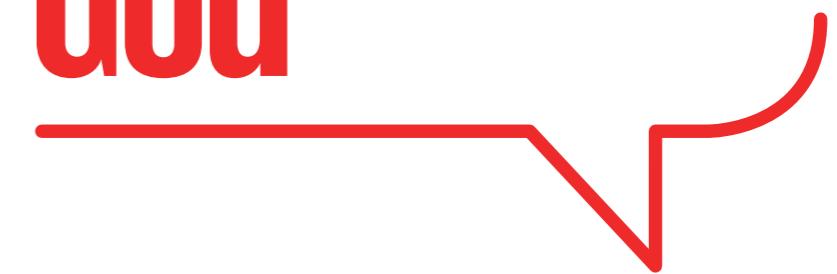
Matt Damon wastes everyone's time by being a dumb ass in need of rescuing

Scarlett Johansson movies with "Ghost" in the title that feature no ghosts

Jake Gyllenhaal movies ranked by how much he creeps everyone tf out

Budget

Lynch is officially God

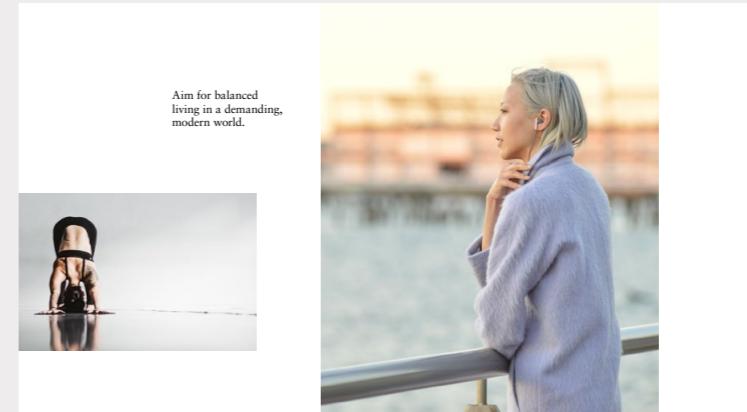


Dennis 'Kaos' Kaun DJ & Producer, Berlin

Caeden brand and design direction



Creative, driven individuals who influence the world around them.

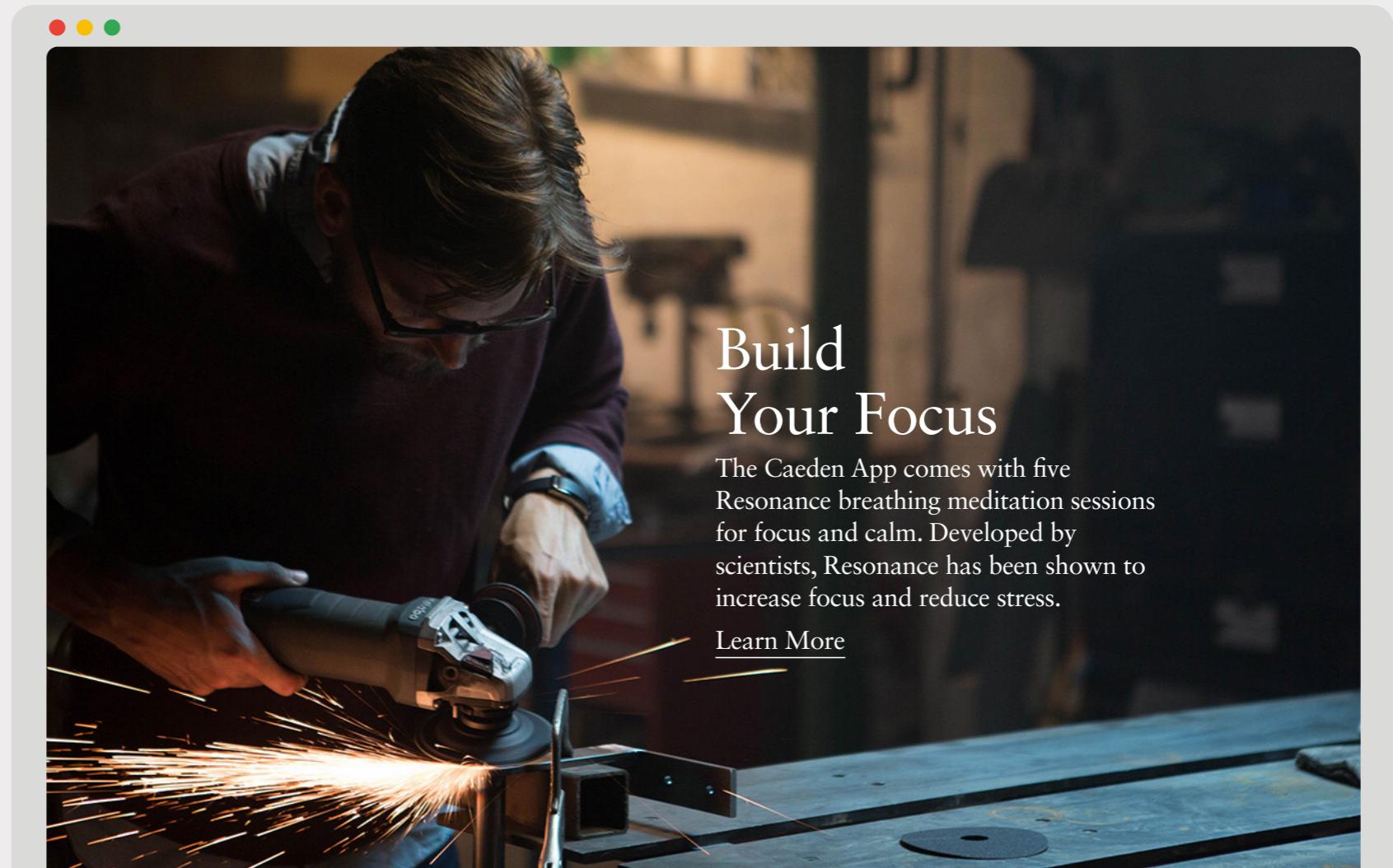
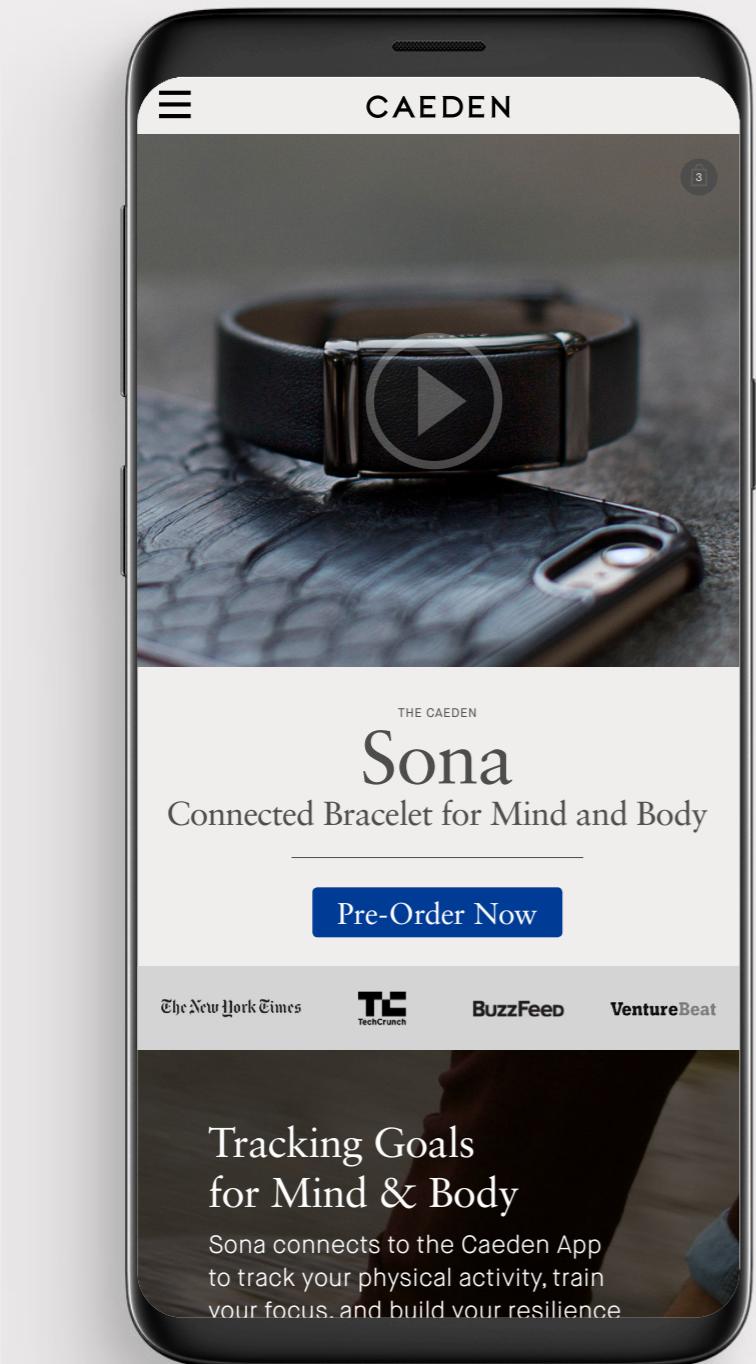


Sabon
Maison Neue

Old-style serif typeface designed by the German born typographer Jan Tschichold from 1964-67 as a font to modernize the classics, and hone each letter's fine details.

A functional typeface with roots in an nonfunctional ideology, straddling geometric principles and usability in a peculiar, but pleasurable, and highly contemporary, design.

Caeden website and UI



In-house

Pre-Order now for \$149 MSRP \$199.99
Ships in June

Art Against Displacement brand, creative direction, UI



The website page for Art Against Displacement (AAD) is shown. The 'ABOUT' section describes AAD as a coalition of artists and arts professionals seeking to amplify the demands of long-term residents and businesses. It mentions AAD's membership in the Coalition to Protect Chinatown & the Lower East Side and support for the Chinatown Working Group's Rezoning Plan. Contact information and social media links (Twitter, Instagram, Are.na) are provided. Below the text are three graphic cards:

- Elecciones Municipales Tu voz cuenta!** (Municipal Elections Your voice counts!) in Spanish. It includes a call to register to vote by October 13, a link to dmv.ny.gov, and the logo 'Arte Contra el Desplazamiento'.
- 紐約選民登記十月十三日** (New York Voter Registration October 13th) in Chinese. It features a cartoon character and the '反迁离' (Against Displacement) logo.
- Elecciones Municipales Tu voz cuenta!** (Municipal Elections Your voice counts!) in Spanish, identical to the first card but with a different background color.

Rauschenberg Foundation exhibition poster

Yesterdays
People



Art in America

12 issues—only \$34⁹⁵!

I prefer 24 issues for \$64.95, a savings of \$167 off the cover price.
 Send me 12 issues for \$34.95, a savings of \$81 off the cover price.

Name _____

Address _____ Apt. _____

City _____ State _____ Zip _____

email _____

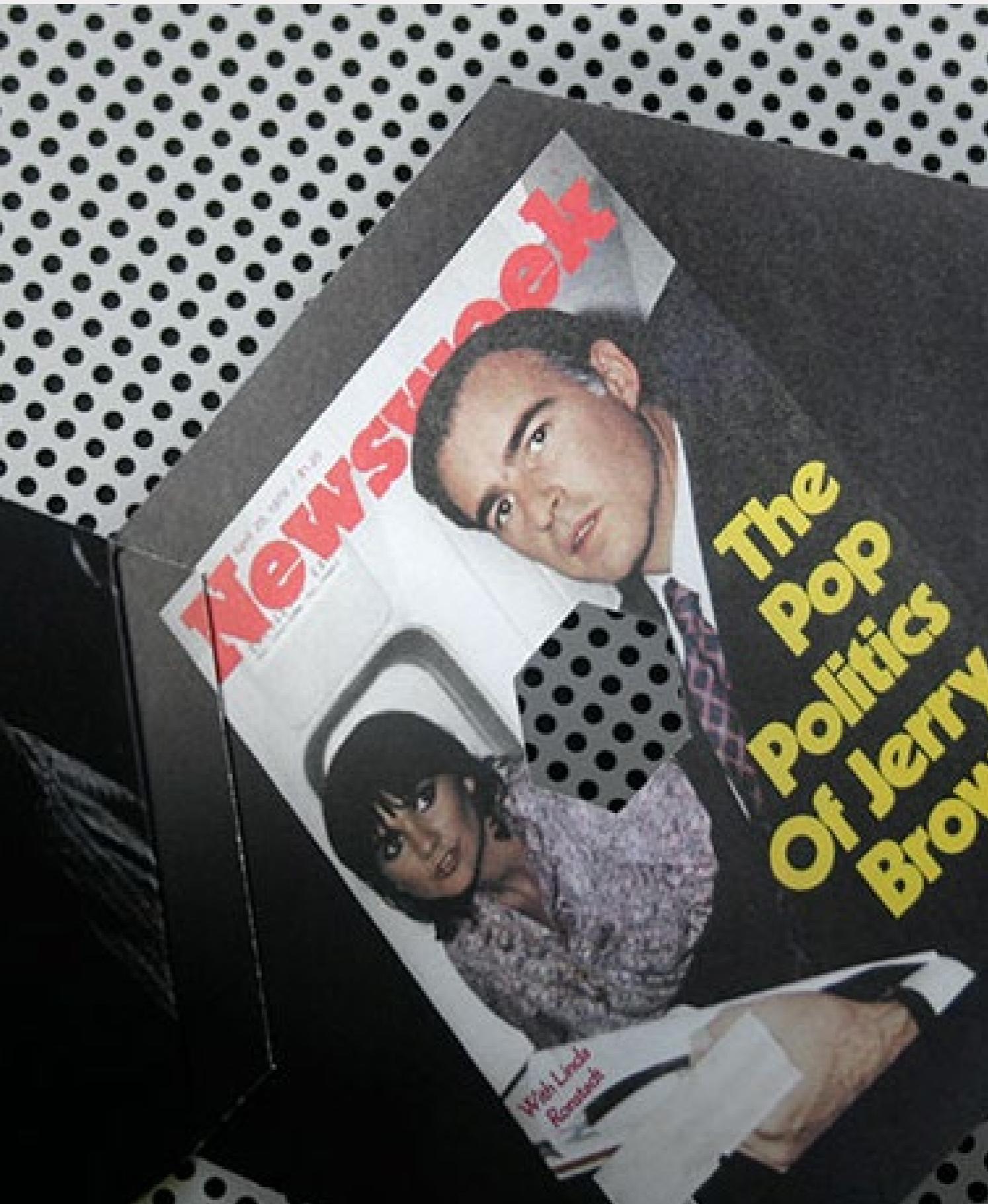
Payment enclosed Bill me later

Canada subscriptions are \$79.95/year (includes GST), Foreign, \$95/year, payable in advance, in U.S. dollars. Allow 6-8 weeks for delivery of first issue. Newsstand price is \$116/year. Art in America is published monthly, including the June/July double issue.

UCLA Department of Art announcement cards



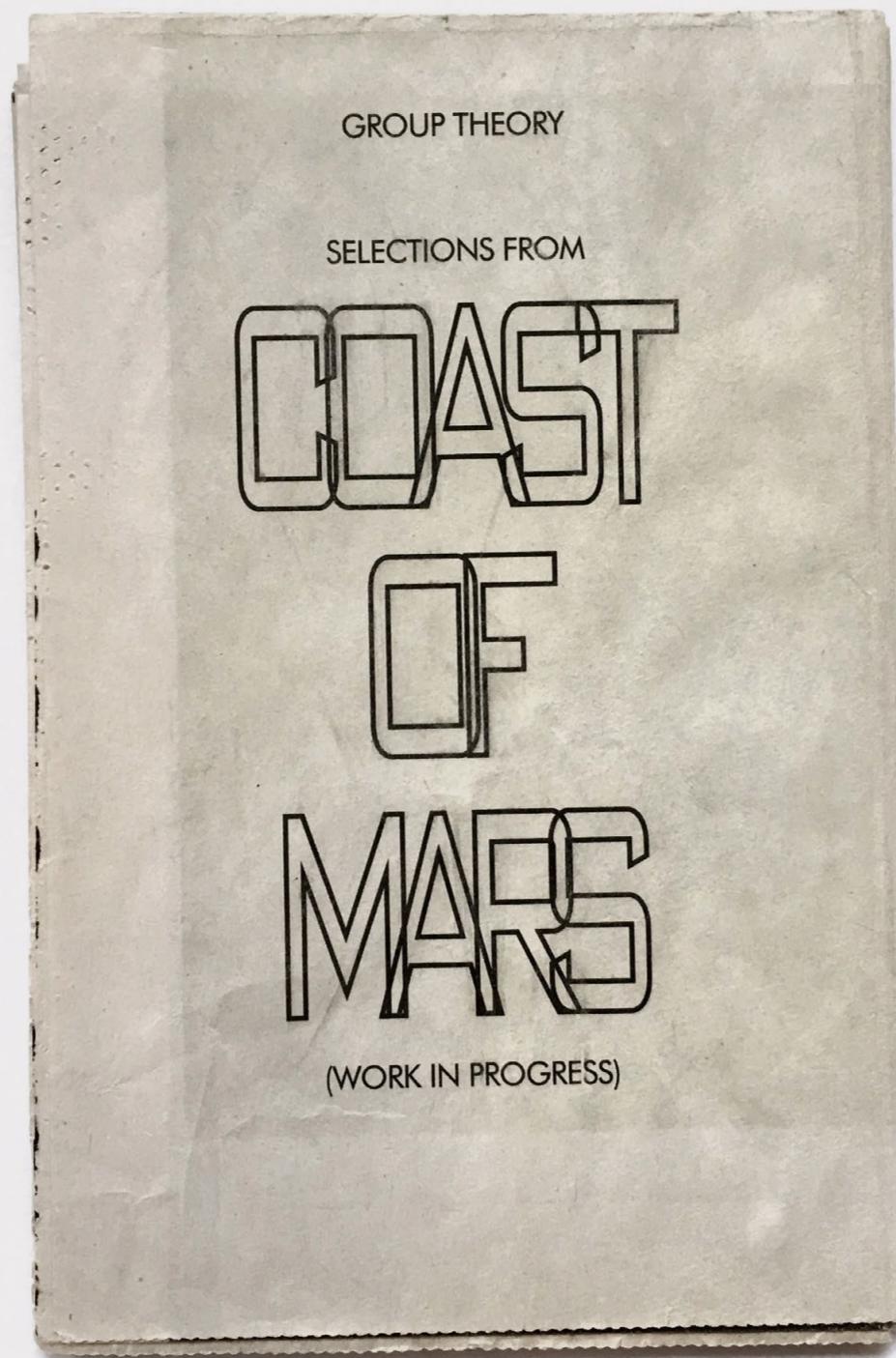
Doug Aitken artist book for Museum of Modern Art



Doug Aitken artist book for Museum of Modern Art



Coast of Mars theatrical script



Coast of Mars theatrical script



factis identity and print design



MS Sans Type Specimen

