

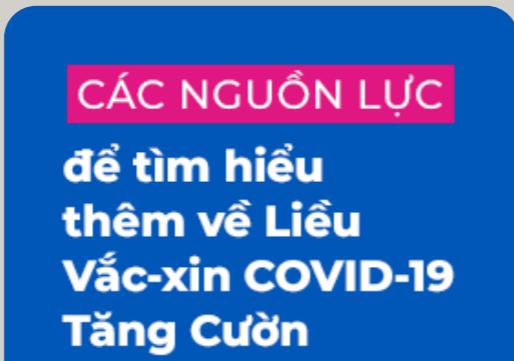
Brand and interface design

Victor Hu

United States HHS COVID branding



United States HHS COVID branding



United States HHS COVID (design exploration)



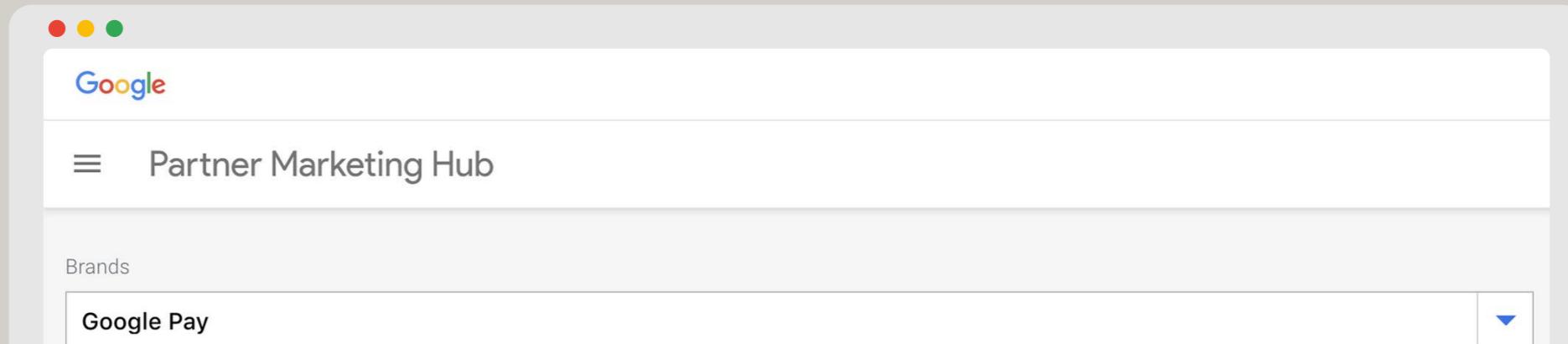
Google Pay visual identity



Buy with Pay



Google Pay guidelines



The screenshot shows the Google Partner Marketing Hub interface. 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". Underneath, a "Brands" section has "Google Pay" selected in a dropdown menu. To the left, a sidebar lists various categories: Overview, Messaging, Visual Identity (with "Logo and identity elements" selected), 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](#)

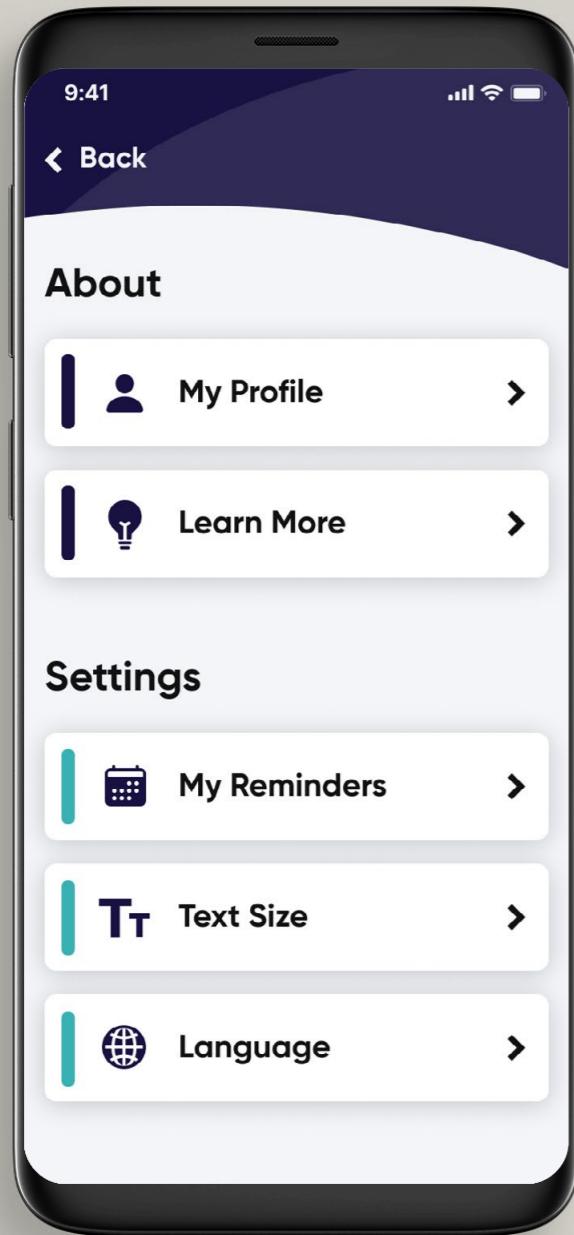
The Google Pay Logos

The Google Pay Buttons

Google Pay Logo

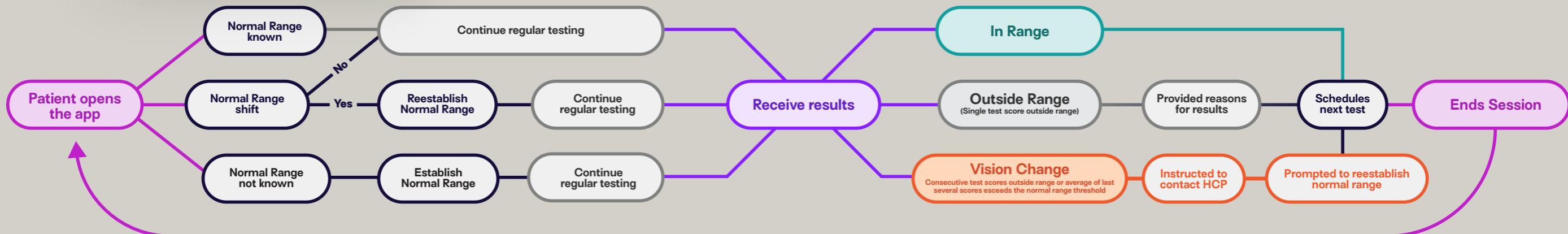
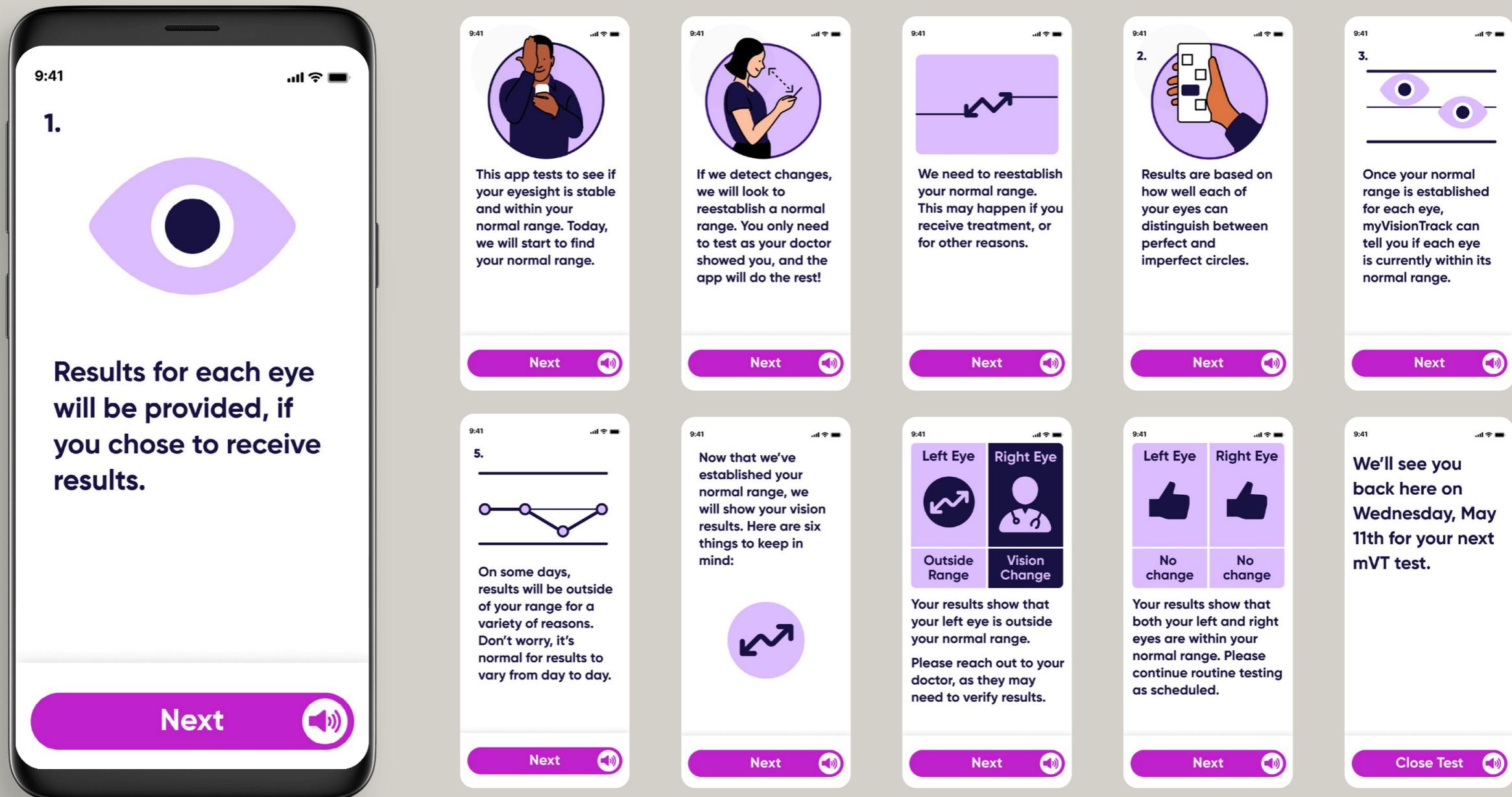


myVisionTrack brand and UI



The website landing page for myVisionTrack features a dark blue header with the logo and navigation links: "What Is myVisionTrack?", "Download App", "Getting Started", and "Contact Us". The main visual is a large eye graphic with a woman standing inside it, holding a magnifying glass over the pupil. The text "Monitor Your Vision at Home" is displayed above the eye graphic. Below the eye graphic, a paragraph explains the app's purpose: "With myVisionTrack, you can help your doctor monitor changes to your vision." A descriptive text block states: "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 instructions to download from the App Store or Google Play, along with a QR code. A call-to-action at the bottom right encourages early vision recognition: "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.

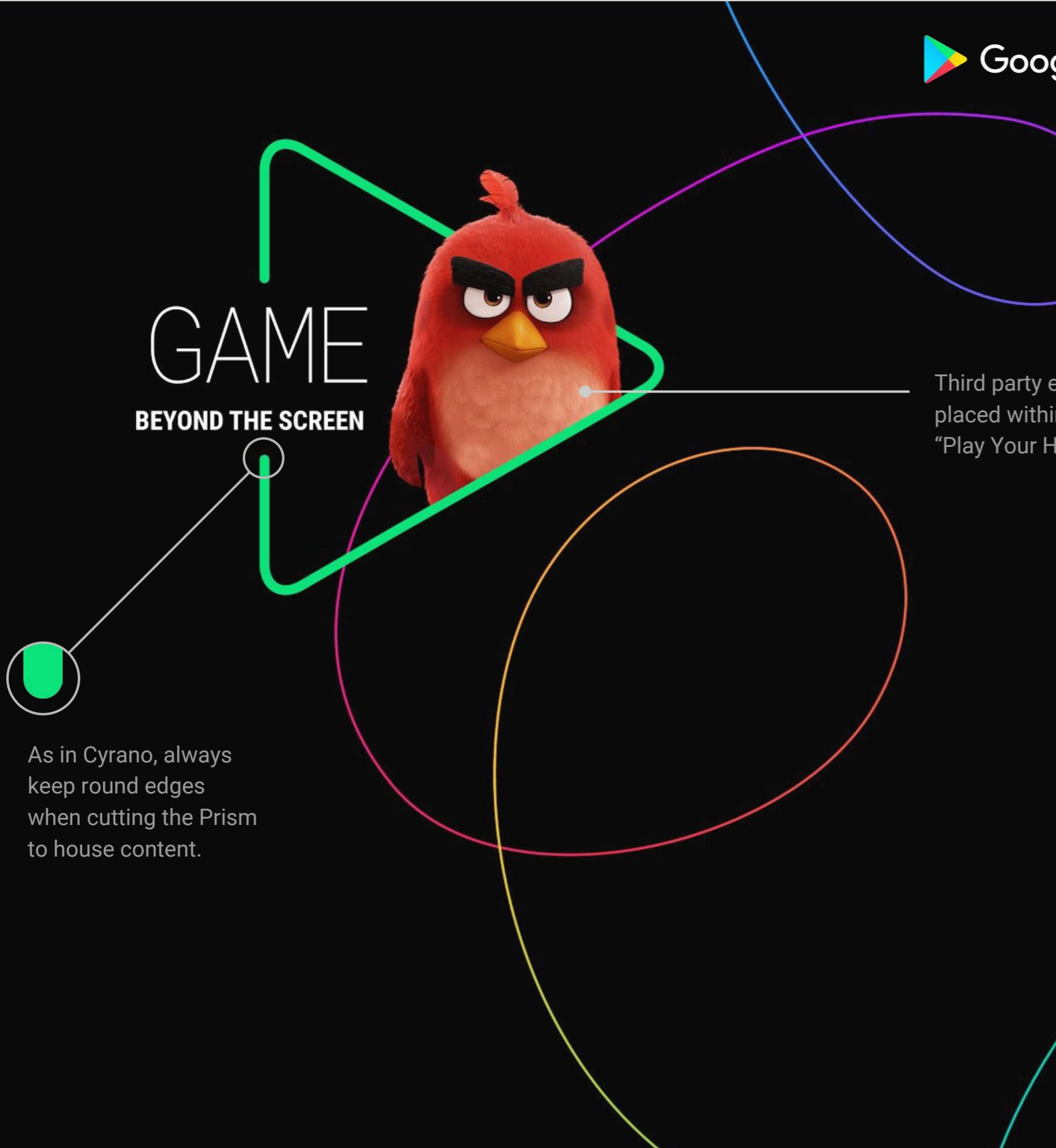
myVisionTrack app onboarding



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, similiq

AUT ODIT AUT FUGIT

At vero eos et acc
iusto odio digniss
mus qui blanditiis
voluptatum delen
rupti quos dolores
lestias excepturi s
cupiditate non pro

Diamond no. 8719023

At vero eos et
et iusto odio di
ducimus qui bl

Ducimus qui blanditiis praesentium voluptatum
atque corrupti quos dolores et quas molestias
ri sint occaecati cupiditate non provident, similiq
in culpa qui officia deserunt mollitia animi, id
et dolorum fuga. Et harum quidem rerum fac
pedita distinctio. Nam libero tempore, cum s
est eligendi optio cumque nihil impedit quo n
maxime placeat facere possimus, omnis volu

94

Brilliance Score

5.5

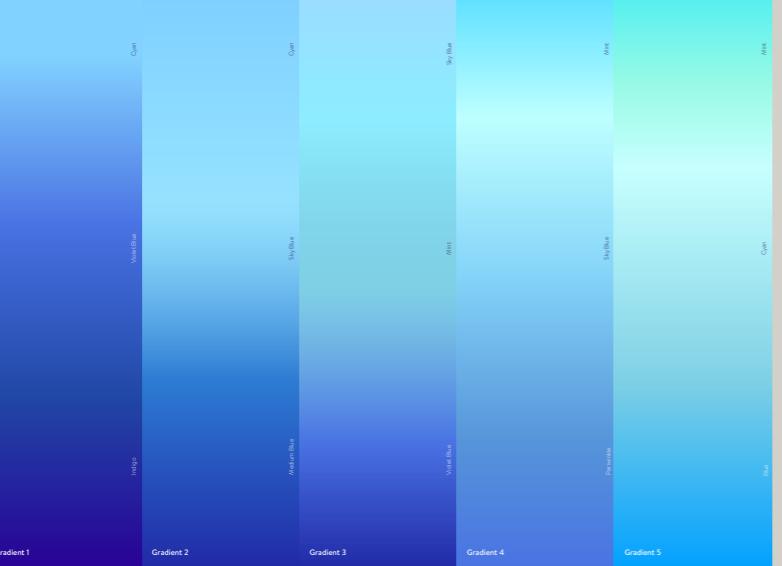
Slash Palette

Gradients come in range of tones dark to light so that one will work for variety of situations. The gradients can only be used on the Slash, and never as a background.

Always pick the background/Slash combo that brings the more contrast to ensure all elements are visible.

Never crop or modify the gradient.

Shared folder for slash gradient swatches



1.3

Logo Do's

The Astor logo cues elegance and exclusivity with its modern, thin

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 iPhone Plus: 517px

retina: 240px XHDPI: 450px

print: 1.625" iPhone: 320px

XHDPI: 300px

ASTOR
BY BLUE NILE

AstorLogo_Sm.pdf/svg/png

Use for logo widths between:

screen: 105-170px iPhone Plus: 245-517px

retina: 160-240px XHDPI: 300-450px

print: 0.875-1.625" iPhone: 210-320px

XHDPI: 200-300px

ASTOR
BY BLUE NILE

AstorLogo_XS.pdf/svg/png

Use for logo widths below:

screen: 90-105px iPhone Plus: 265-345px

retina: 130-160px XHDPI: 230-300px

print: 0.625-0.875" iPhone: 160-210px

XHDPI: 155-200px

ASTOR
BY BLUE NILE

Astor Logo should never be used smaller than:

screen: 90px print: 0.625" iPhone Plus: 265px XHDPI: 230px iPhone: 160px XHDPI: 155px

retina: 130px

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 8pt.

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 bold copy typeface.

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

Display

DOMAINE SANS DISPLAY

ABCDEFGHIJ
0123456789!@#\$%&*_+

Text

Brandon Text Light

Captioning

Chronicle Display Lig

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

Brandon Text Light

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

4.1 Lifestyle Photography

All Astor photography should look to

convey a sense of light, sparkle, through

5.6 Slash in motion

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



Dos Equis college football campaign



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

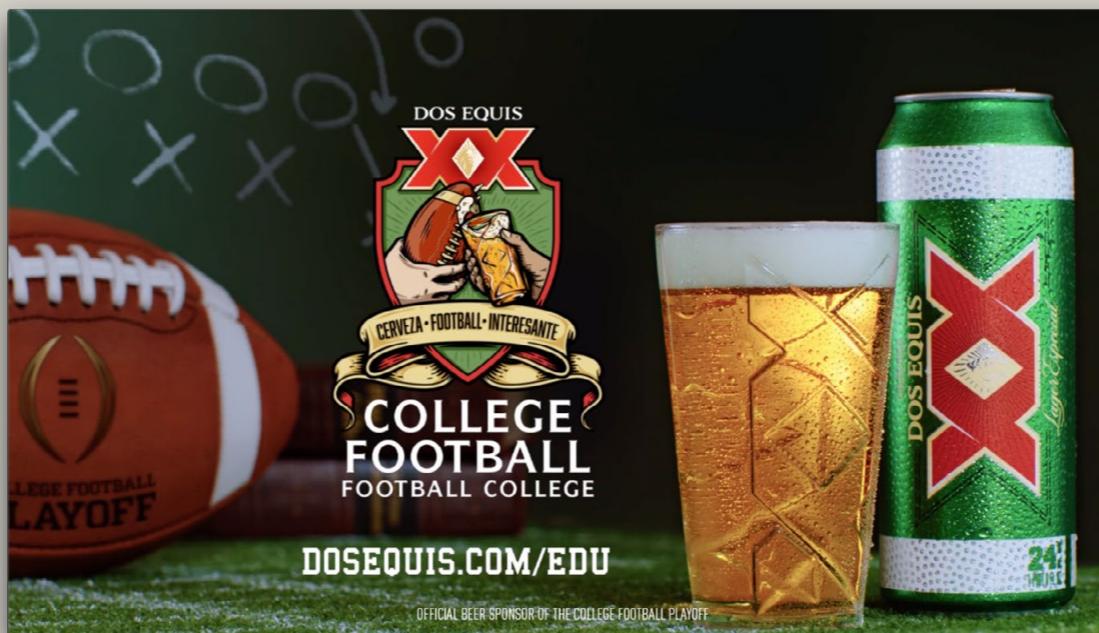
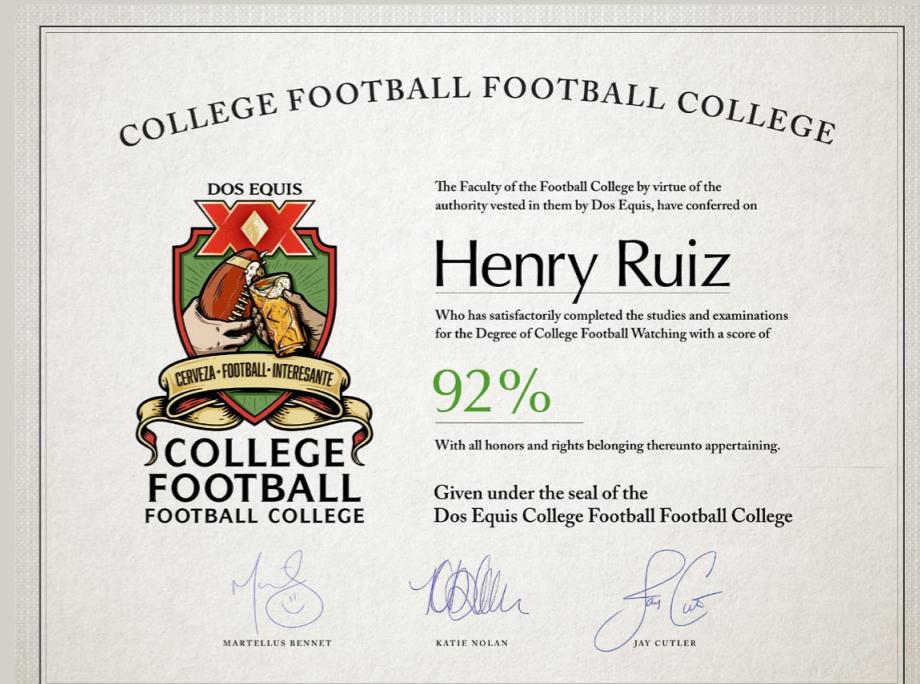
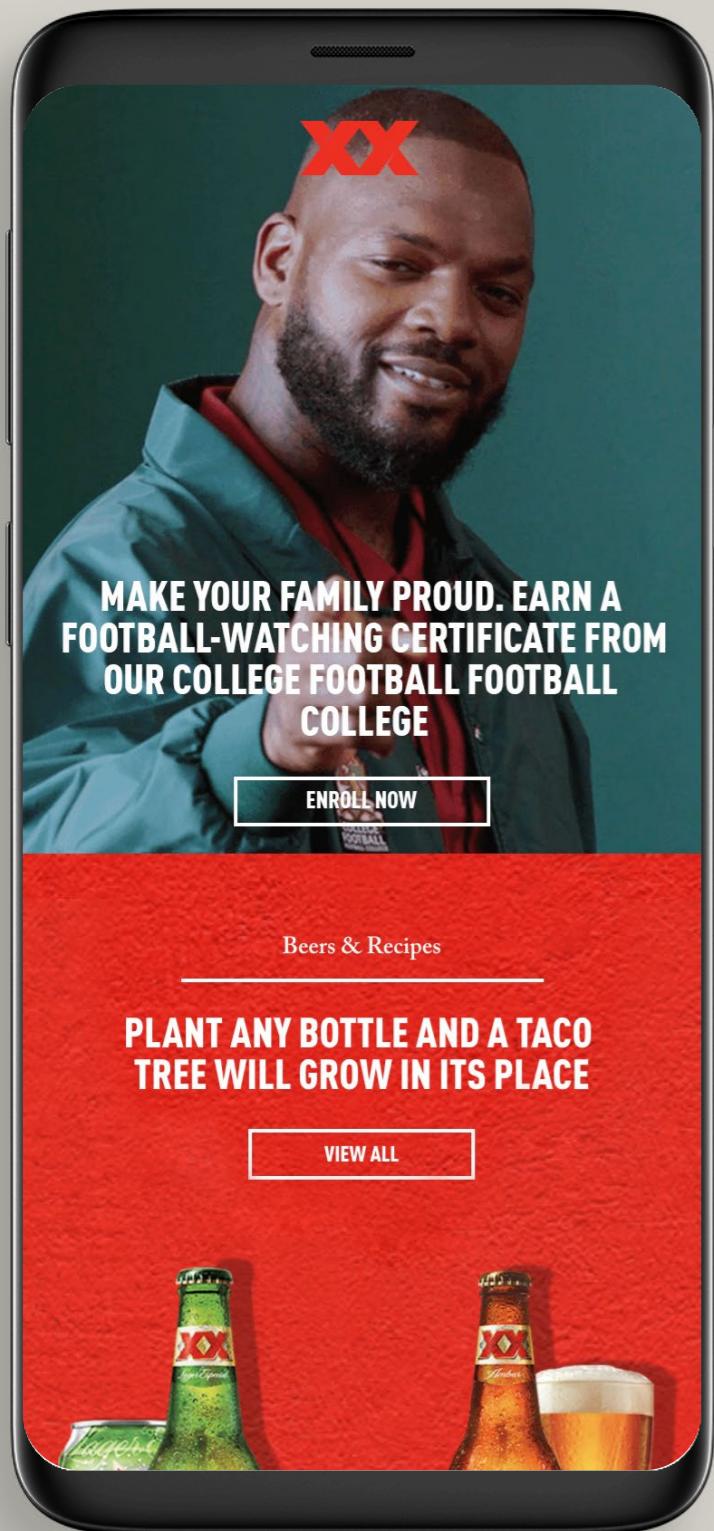
PROFESSOR
JOHN U. BACON

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.

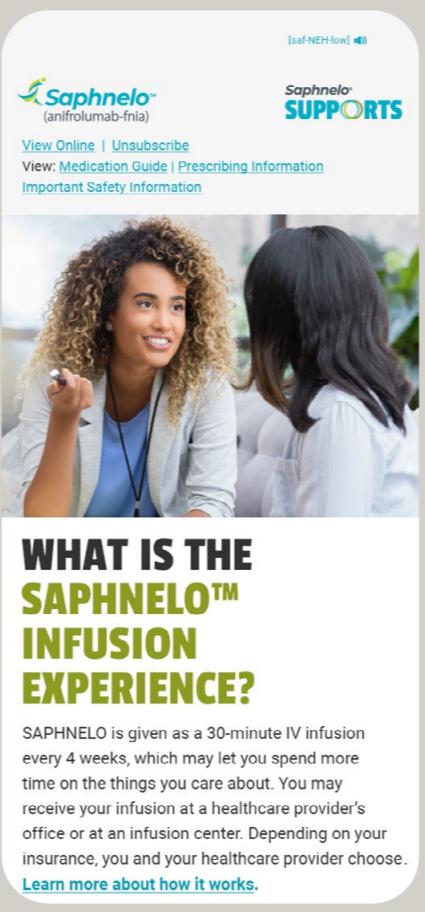
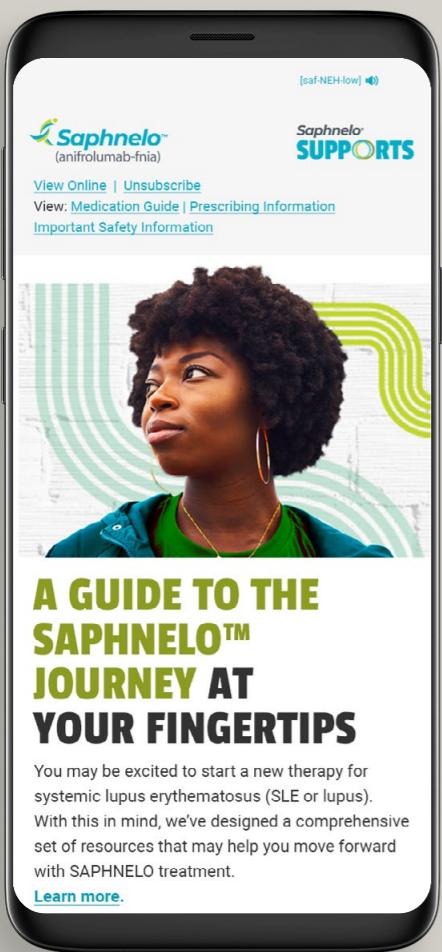
WATCH LESSONS

COLLEGE FOOTBALL
FOOTBALL COLLEGE

Dos Equis college football campaign



Saphnelo UI and visual system



An email preview of the main guide page titled "A GUIDE TO THE SAPHNELO™ JOURNEY AT YOUR FINGERTIPS". The header includes the Saphnelo logo and "Saphnelo SUPPORTS". The main title is "A GUIDE TO THE SAPHNELO™ JOURNEY AT YOUR FINGERTIPS". Below the title, there is a paragraph of text about the purpose of the guide. A "Learn more" button is present. To the right, there is a large image of a woman with curly hair looking upwards. Below the main title, there is a section titled "WHY SAPHNELO MAY BE RIGHT FOR YOU" with a photo of a smiling woman. A bulleted list of benefits follows. At the bottom, there is a "SEE THE GUIDE >" button.

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

05/05/2021

COLORS:



HEADLINES:

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

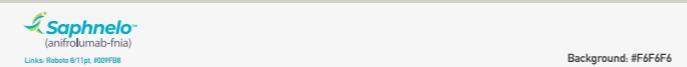
PARAGRAPH:

Roboto Regular 12/18pt #333333

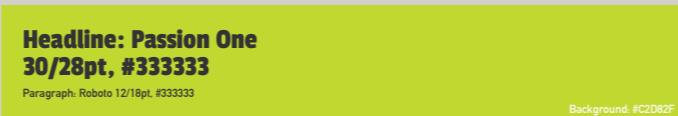
FOOTER:

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

Sort by

Most Loved

Most Hated

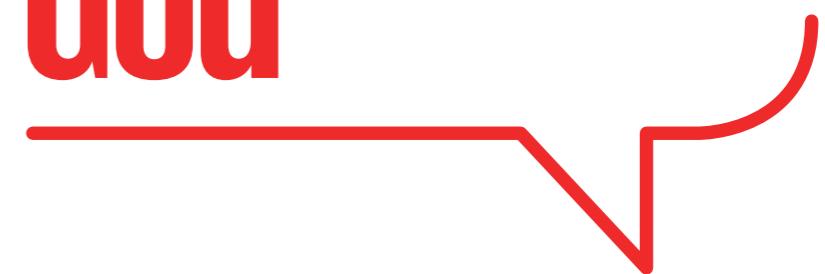
Matt Damon wastes everyone's time by being a dumb ass in need of rescuing

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

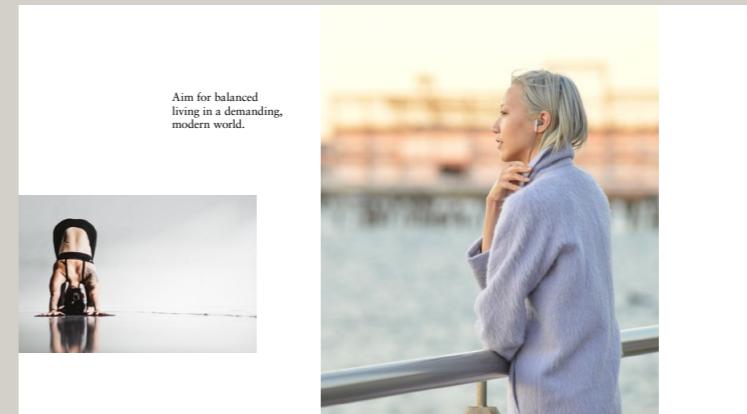


Dennis 'Kaos' Kaun DJ & Producer, Berlin

Caeden brand and design direction



Creative, driven individuals who influence the world around them.

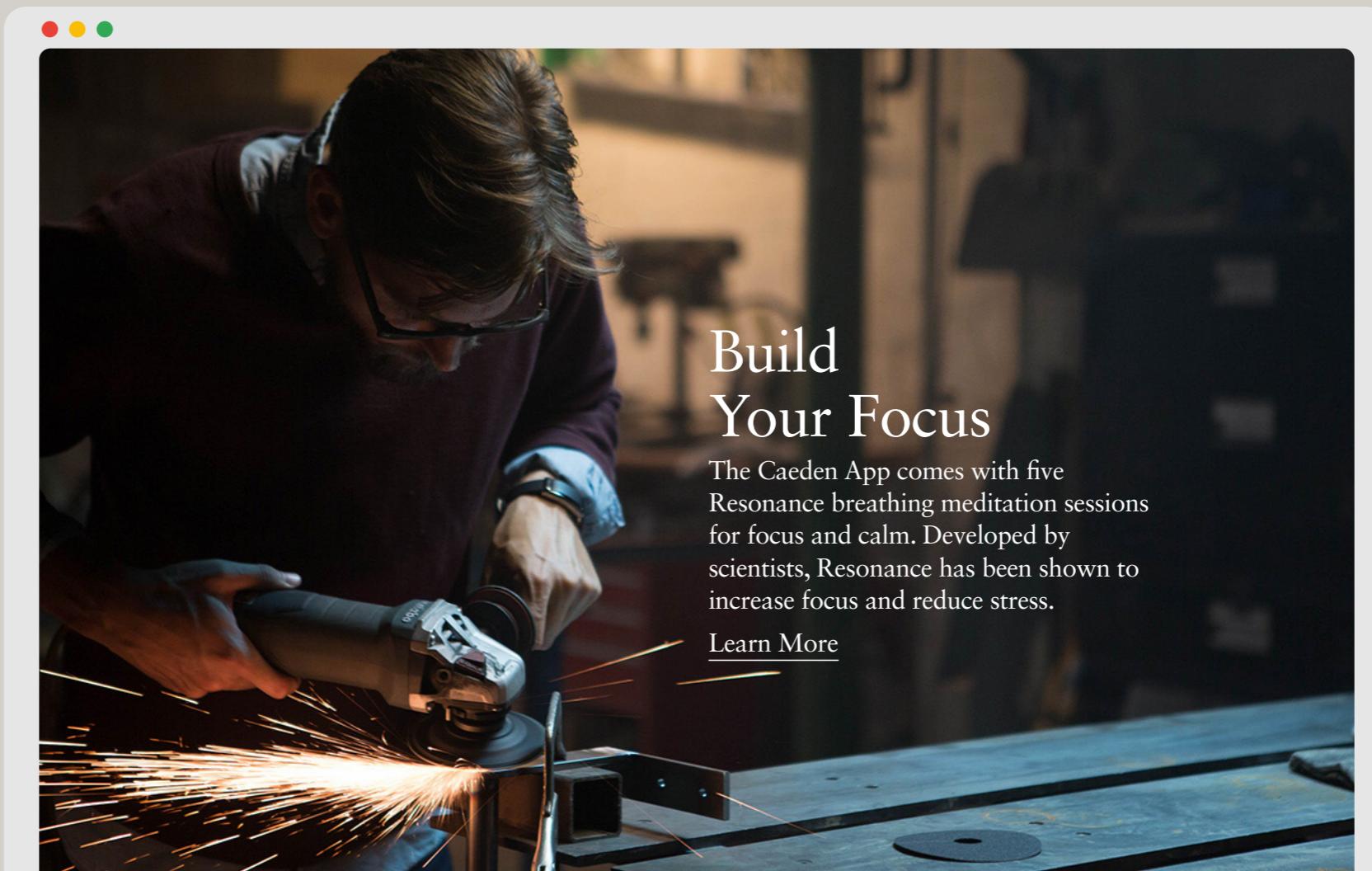
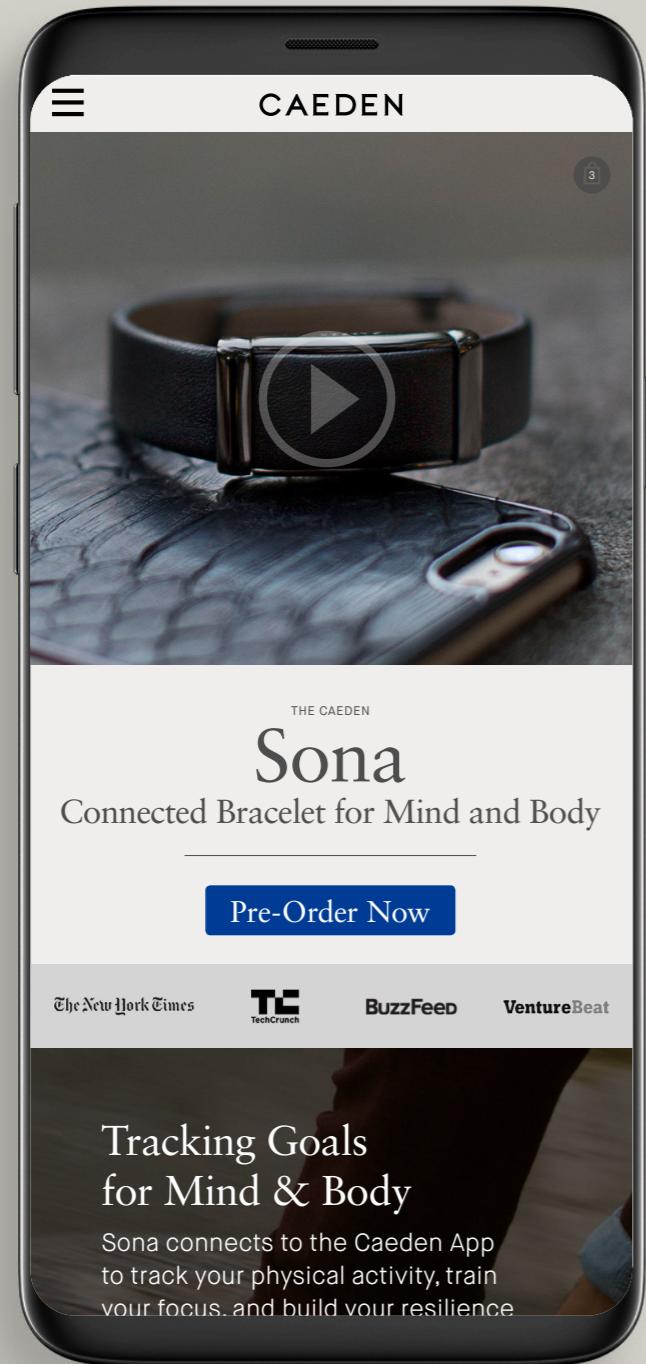


Sabon
Maison
Neue

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



Sona Connected Bracelet

Wearable technology to optimize mind and body performance. Connects to the Caeden App to help you achieve your wellness goals. For iOS.

Select a Size:

Small/Med circumference 5-7.5"	Med/Large circumference 7.5-10"
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Select a Color:

Rose Gold	Gold	Gunmetal
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\$149

Add to Cart

Pre-Order now for \$149

MSRP \$199.99

Ships in June

Art Against Displacement brand, creative direction, UI



ABOUT

Based in Manhattan's Chinatown and Lower East Side, Art Against Displacement (AAD) is a coalition of artists and arts professionals that seeks to amplify the demands of those whose lives and livelihoods are placed at risk by predatory development and resettlement, and to work in solidarity with grassroots organizations toward community-led rezoning. The group affirms that gentrification is not an inevitable effect of urban development, and refuses to let the work of cultural producers be instrumentalized towards the displacement of long-term residents and businesses.

AAD is a member of the [Coalition to Protect Chinatown & the Lower East Side](#). AAD supports the passing of the [Chinatown Working Group's Rezoning Plan](#) in full.

Contact us at aad.nyc@riseup.net

Follow us:

**Elecciones Municipales
Tu voz cuenta!**

Registrarse para votar

Fecha límite 13 de octubre

En línea en dmv.ny.gov

Arte Contra el Desplazamiento

紐約選
民登記
十月
十三日

艺术
反
迁离

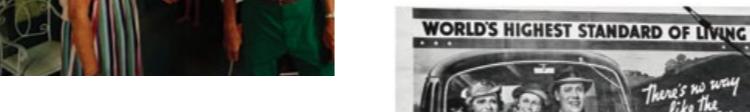
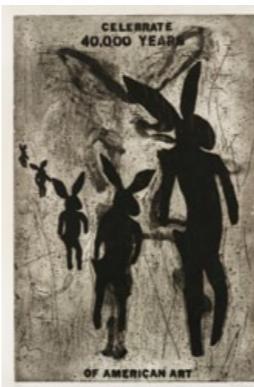
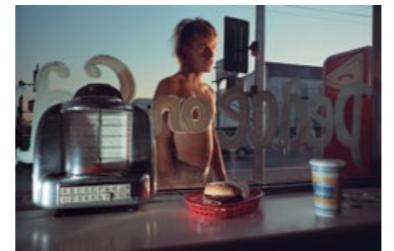
**Elecciones Municipales
Tu voz cuenta!**

Registrarse para votar

Fecha límite 13 de

Rauschenberg Foundation exhibition poster

100 Best & New 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 _____

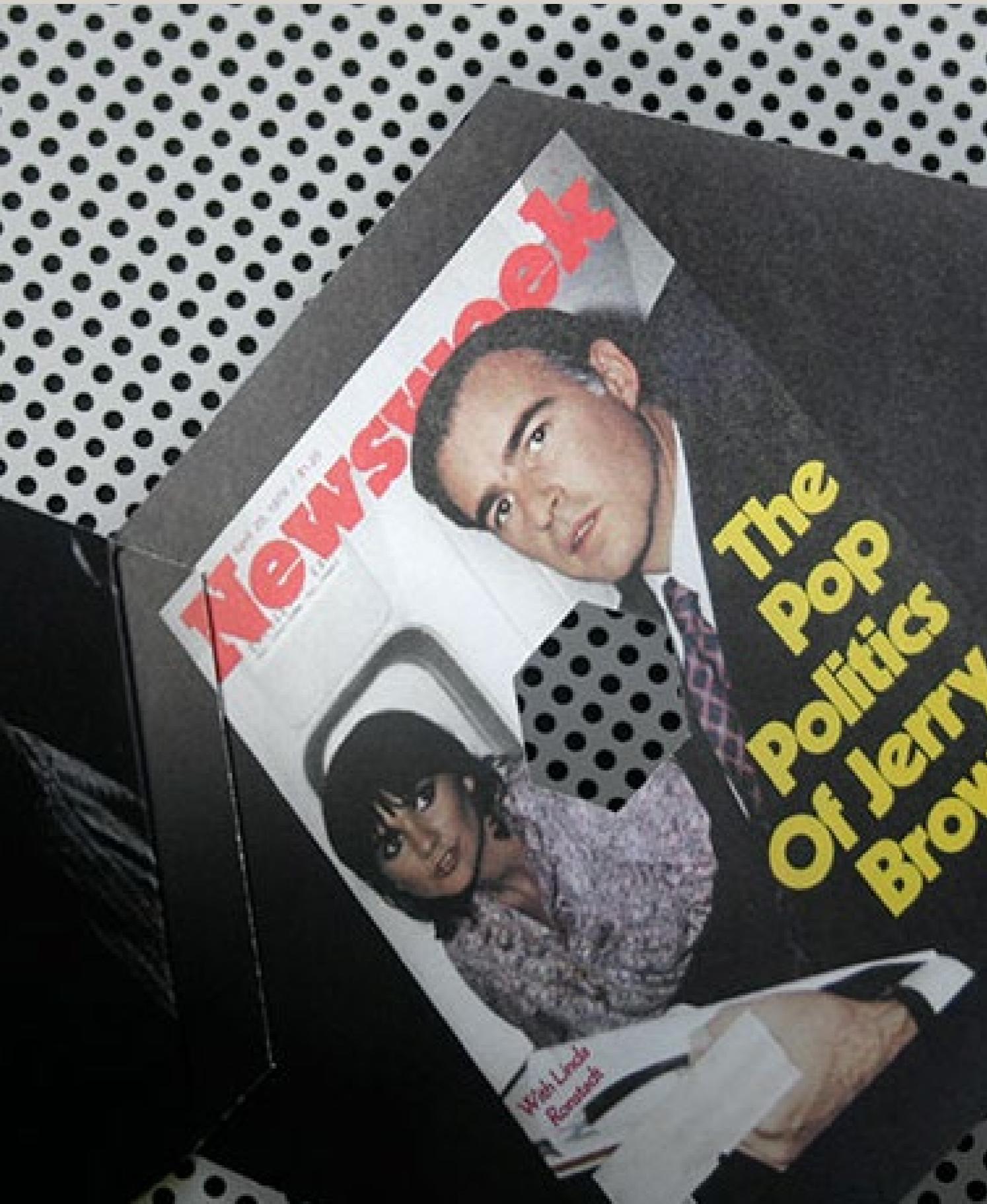
Payment enclosed Bill me later

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

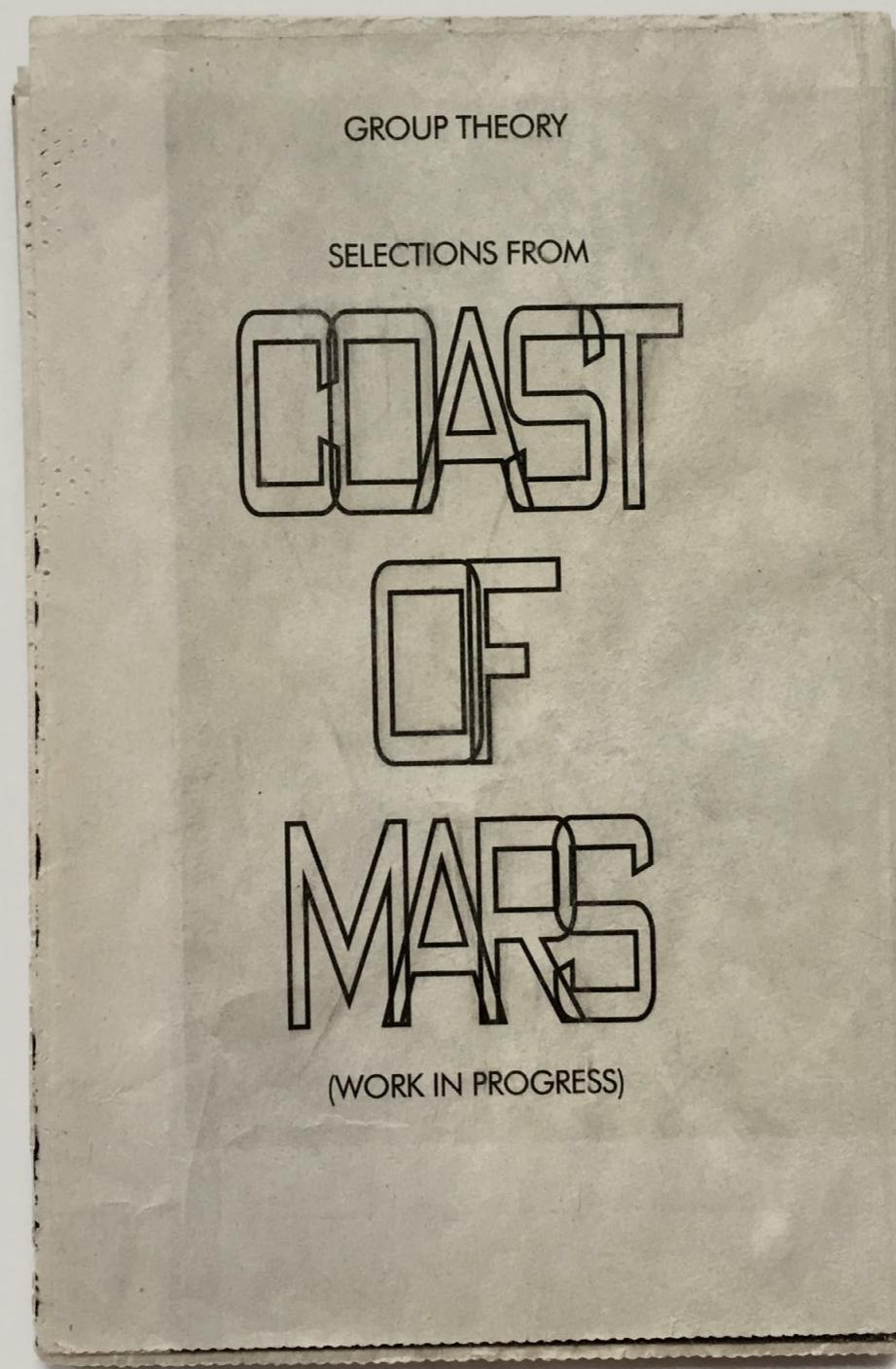


Doug Aitken artist book for Museum of Modern Art



I think we have to walk with humility.
I think we have to realize that our technology
can only take us so far; that our government
can only give us so much.

Coast of Mars theatrical script



Coast of Mars theatrical script



factís identity and print design



MS Sans Type Specimen

