

# PORTFOLIO

Raymond (Zi Feng) Xian

*Contents*

*1. Bachelors of Environmental Design (2014 - 2018)*

.

*15. Graphic Design (2018 - )*

. *Logo*

. *Branding*

*19. Brightenvantage Visual Identity Booklet (2019)*



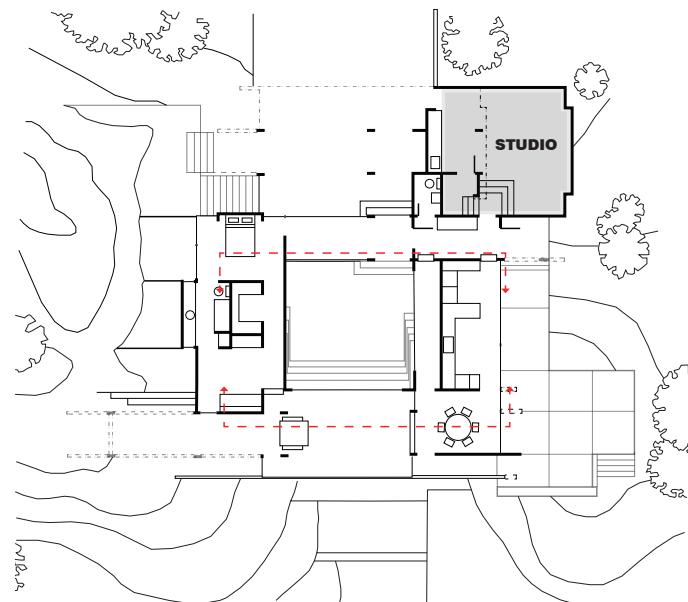
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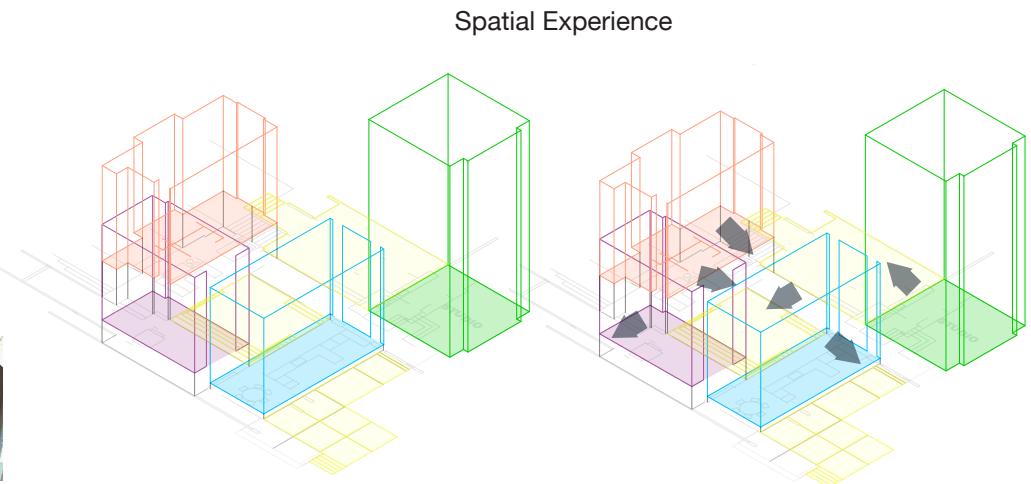
*A tessellation project I did early in the ENDS program whereby I was trying to reimagine the organic form of a heart as shapes and sliders. The final result as an outer shell displaying the more modular tessellation while the inside curves reflect the organic nature of the orginal shape.*

*smith house two*

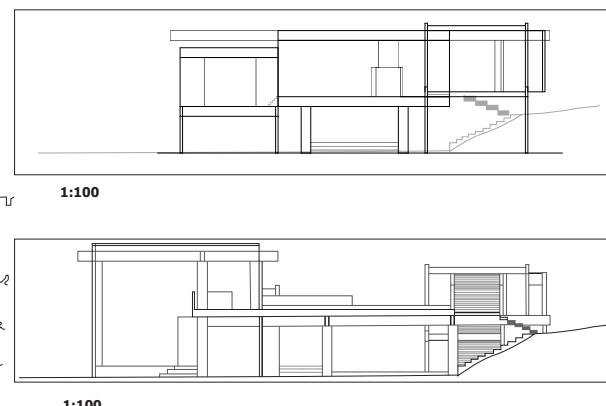
## A STUDY OF SPATIAL EXPERIENCE AND PROGRAMMATIC INTERACTIONS



*Adobe Illustrator*



Sections

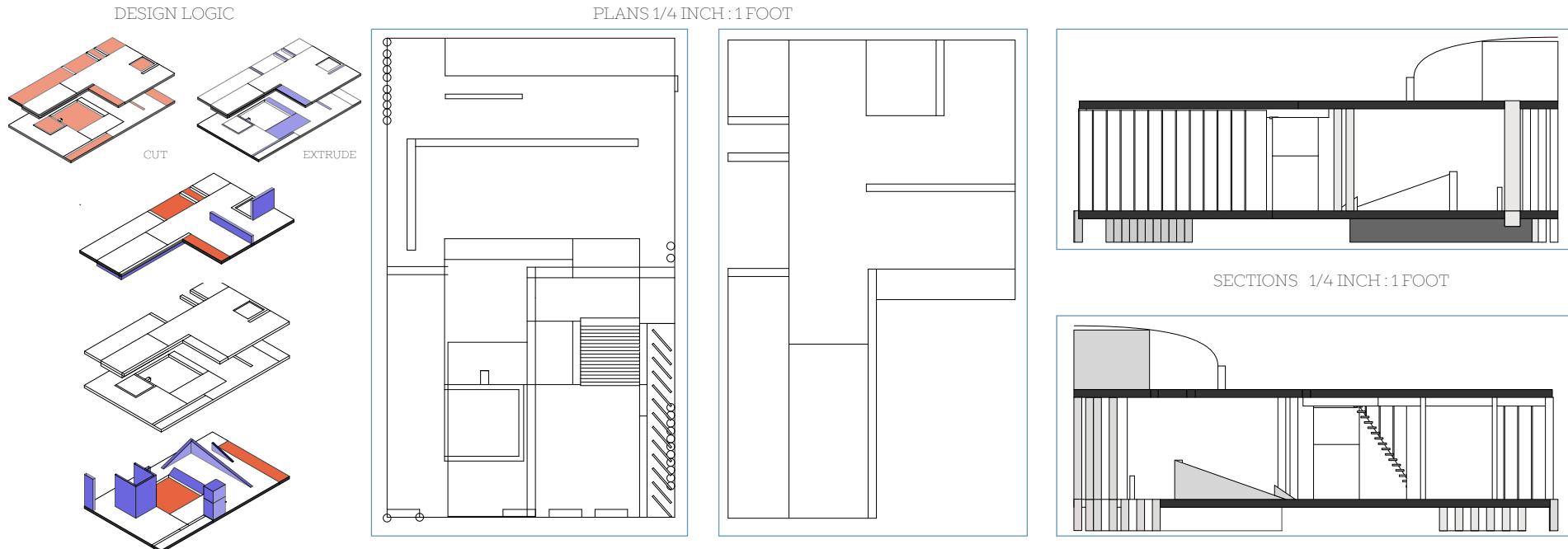


Programmatic Interactions



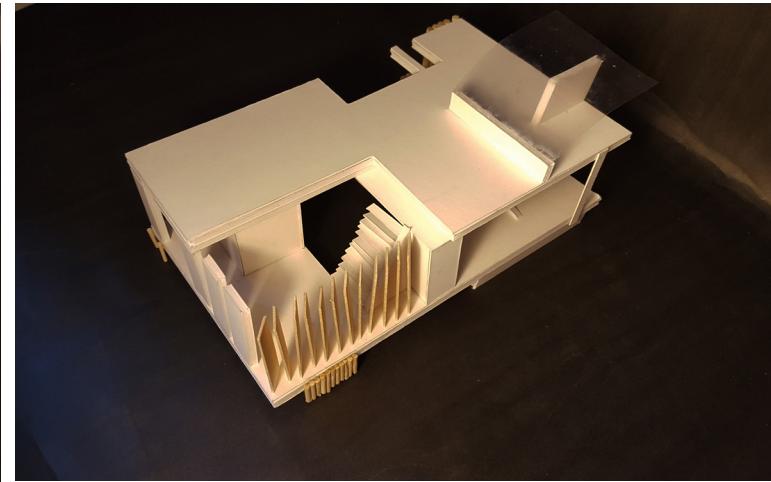
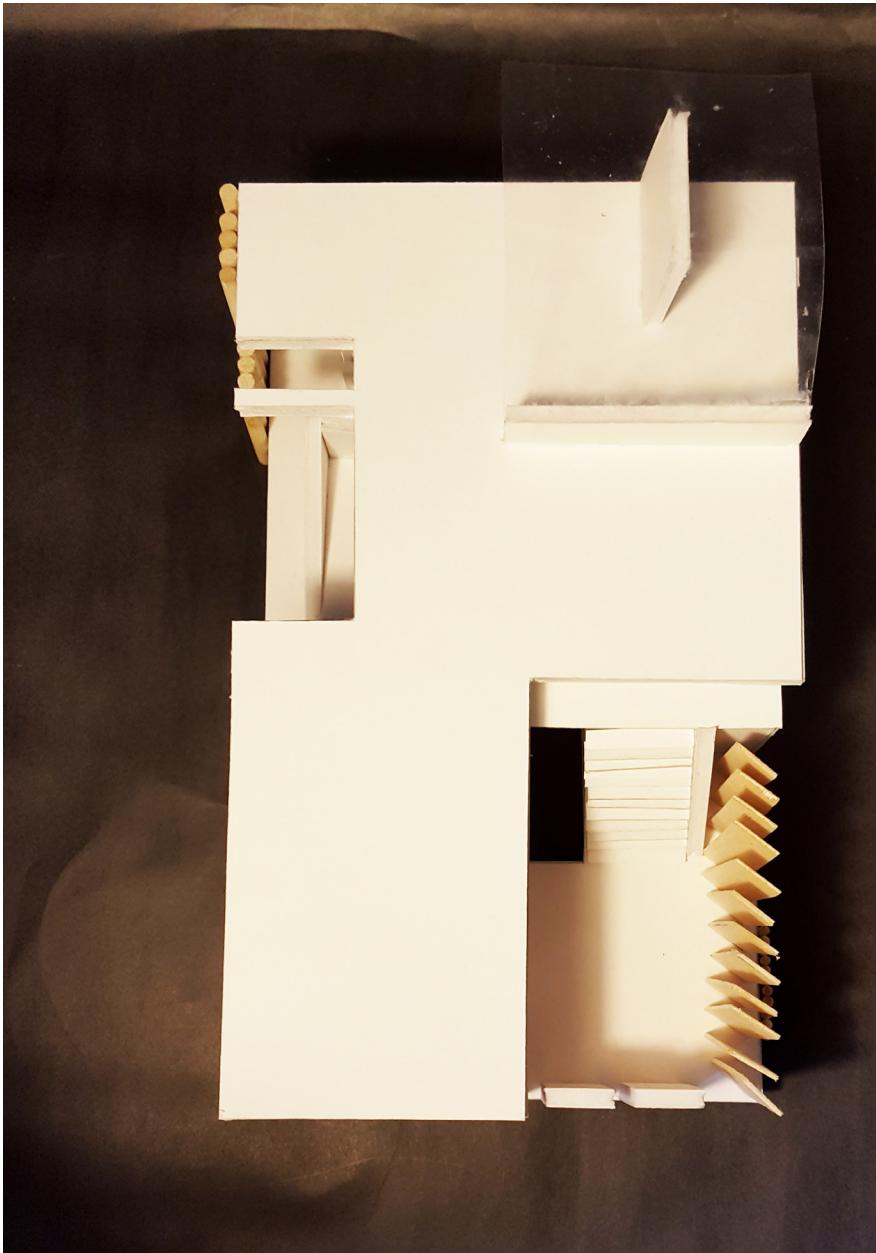
*A personal exploration on an initial collaborative project where I explore the spatial and programmatic dynamics of the Smith House 2; analyzing and comparing the differences between each elevation.*

# breathe



Adobe Illustrator

*"Breathe" was another individual project done in the first year of ENDS where I was challenged to explore spatial diversity by dipping and extruding different shapes of a flat platform in order to create an occupiable pavillion. Here, I was able to cut, retract, extrude and link various elements of lines on a plane to make an interesting and peculiar spaces for people.*

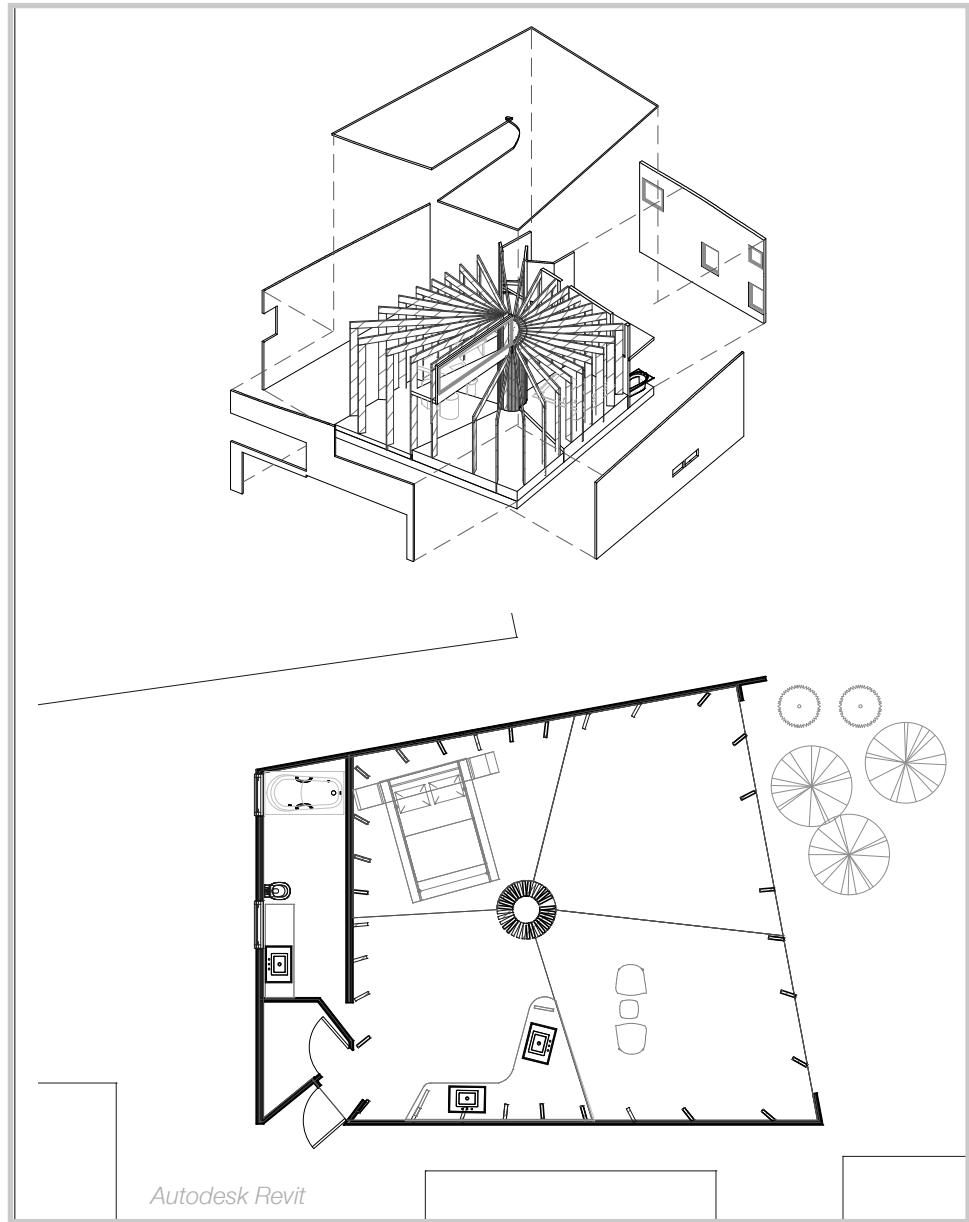
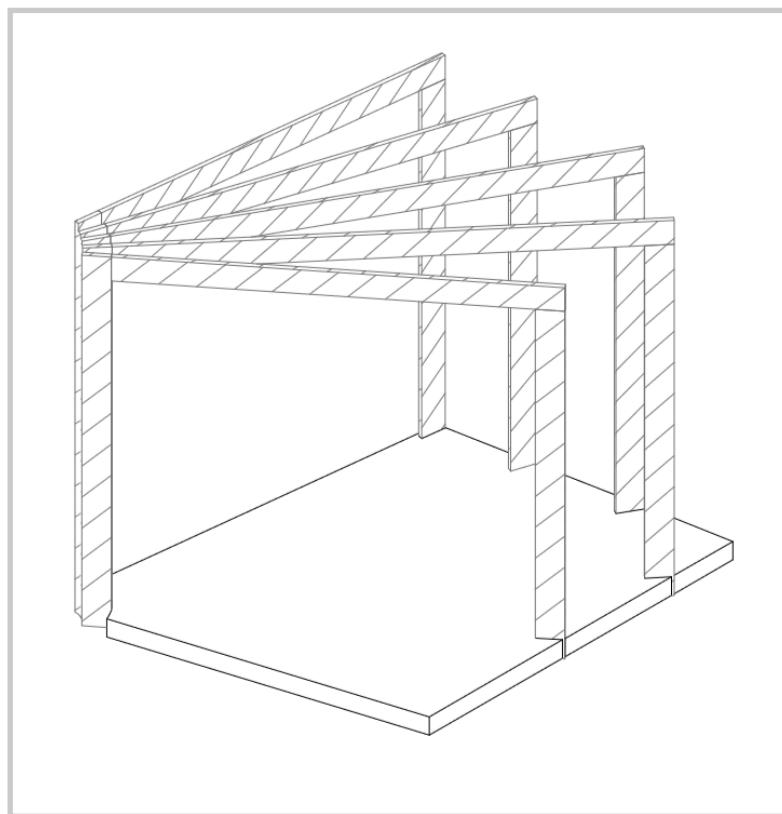


*Foam board  
Wooden dowels  
Thin wood sheets*



## *tree house*

*An exploratory Revit project whereby I was able to unfold the inner workings of Mt.Fuji Architects' "Tree House" in terms of its inner structure as well as its final layout in order to execute a peculiar experience for its residents.*



## *jan shrem and maria manetti shrem museum of art : the skin*

*A collaborative project exploring the ‘skin’ of the manetti shrem museum’s roof whereby I was in charge of model making process; mainly focusing on the perforated roof members and built structure in order to create a small replica of the roof’s influence on lighting on spatial experience.*

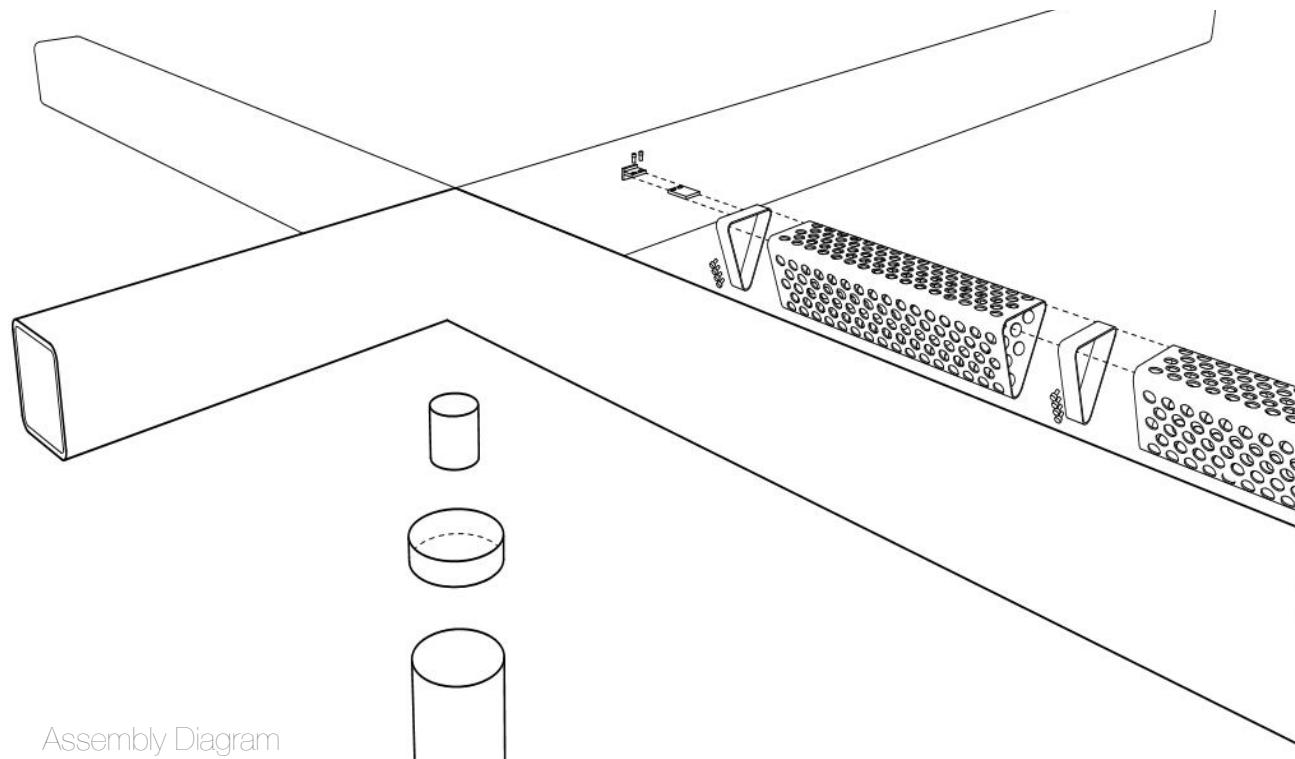


*MDF wood  
Wooden dowels  
Thin acrylic  
Chip board  
White Spray paint  
Construction paper*

*Adobe Illustrator*



Shadow Diagram



Assembly Diagram

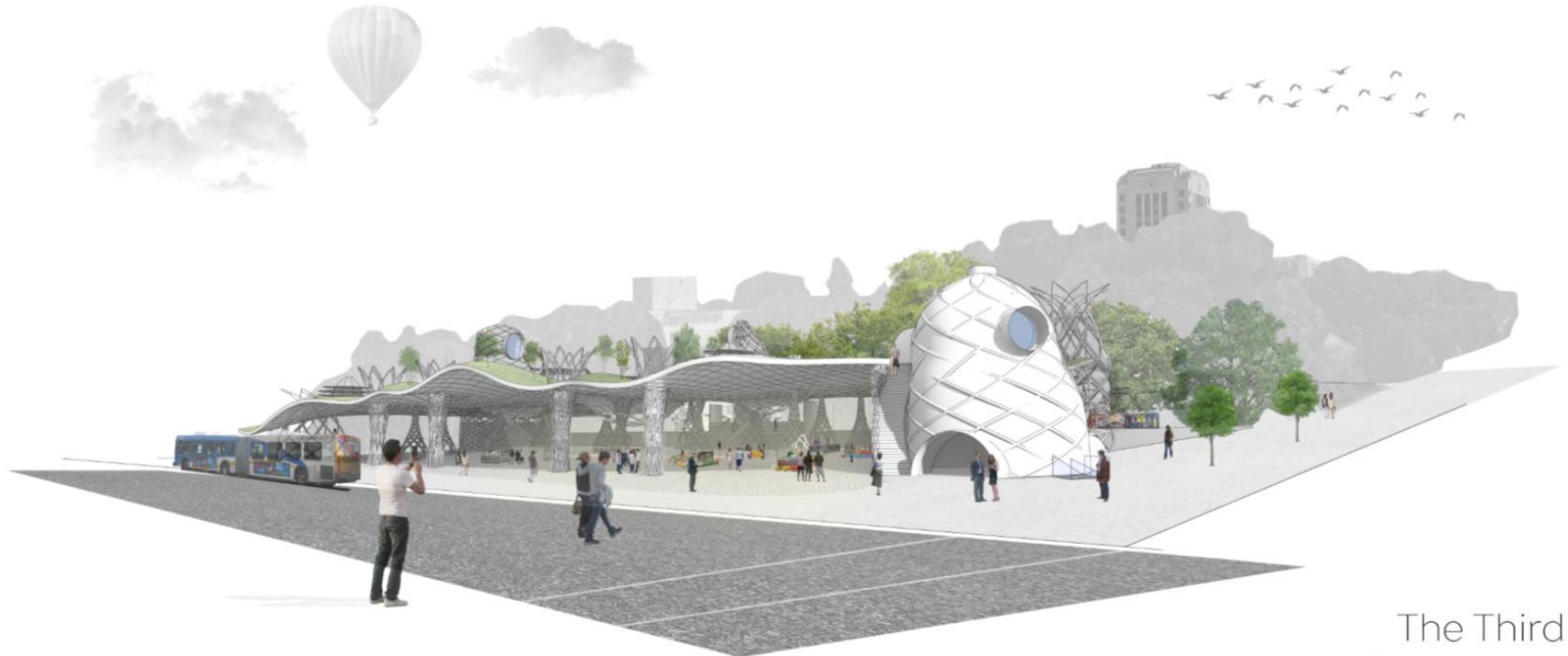
Daylight Interaction



## sound box

*The sound box was an individual project exploring one of the many values of the site in our final project of 4th year ENDS Term 1. In this piece, I was aiming to reimagine both the public and private ways sound could be perceived and how externalities enrich each experience*





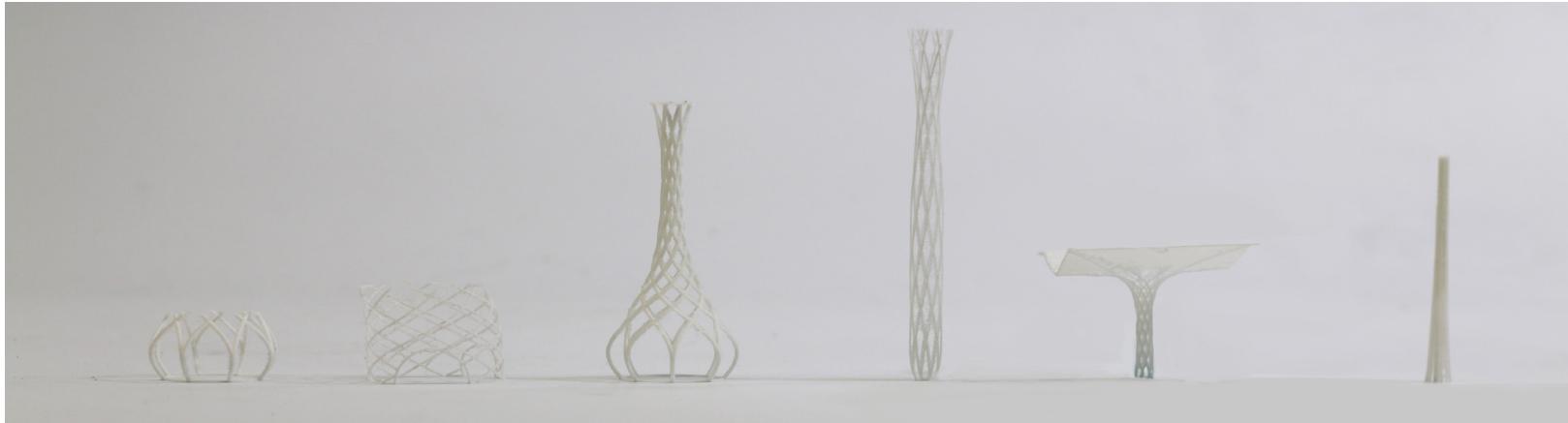
Adobe Photoshop

## The Third Space

Douglas Wright + Raymond Xian

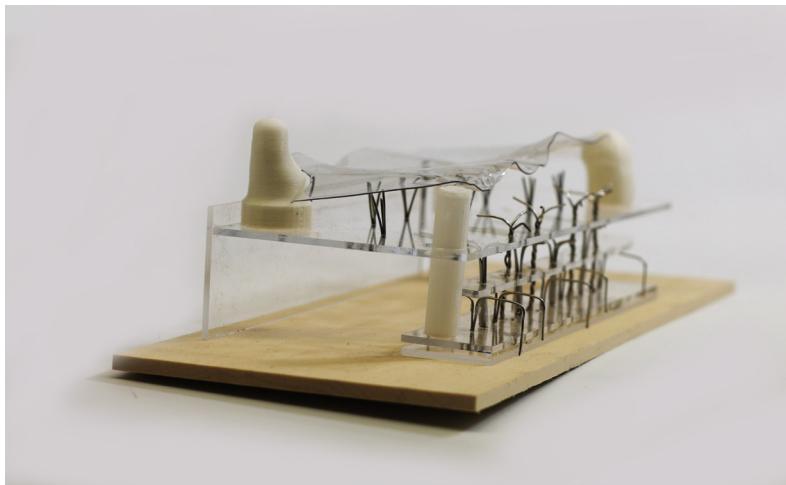
*"The Third Space" was a collaborative project to close out the first semester of 4th Year ENDS. Provided with the knowledge about the skins of buildings throughout the term, Douglas and I set out to design an intrinsic and complex space with the marketplace and performance stages in mind. The end product was a dynamic roof garden with a vibrant market place on the ground level stitched together with modular columns as a space of interaction, commerce and fruition.*

Modular columns present in the project



*3D print from filament*

*Basswood, wire, acrylic*



*Site scale model*

*Chipboard, Acrylic, Rockite*



*Exploratory piece model of the roof*



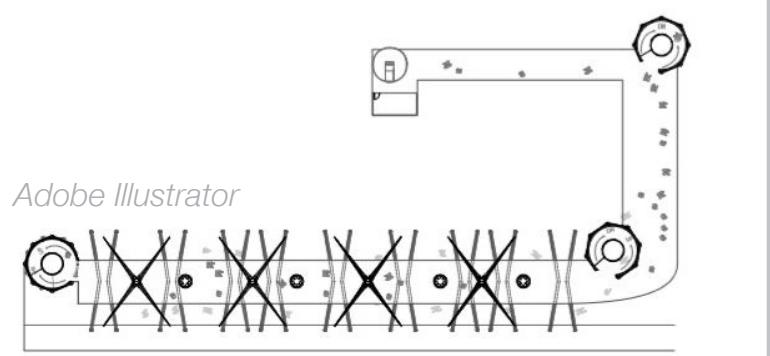
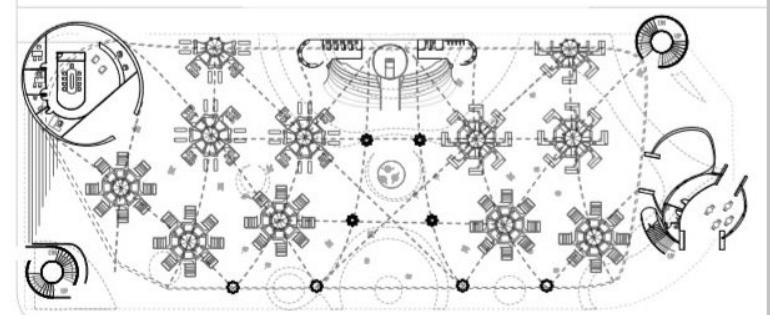
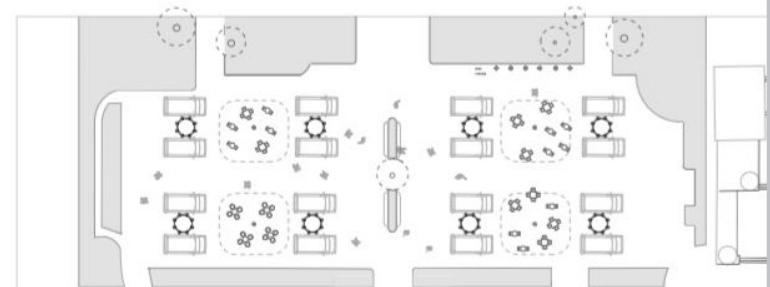
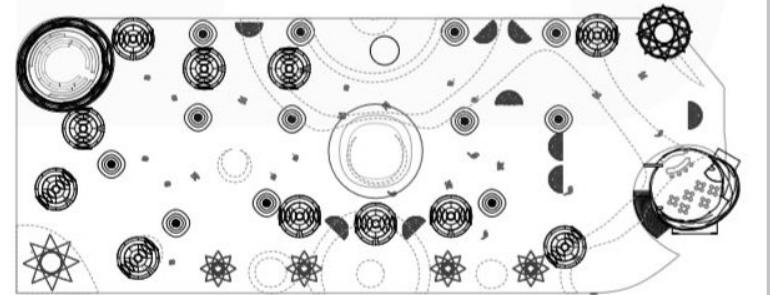
Back of Site Render

Adobe Photoshop



Market Render

Adobe Photoshop

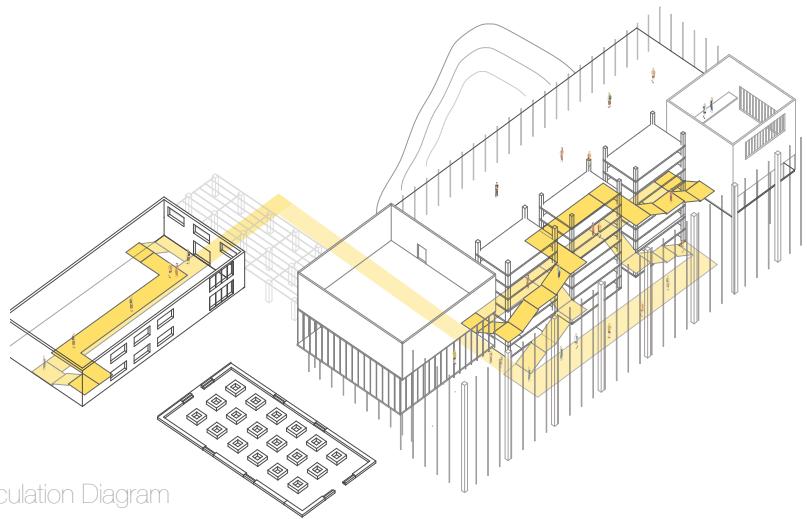


Adobe Illustrator

## *duo vista - library and multimedia space*

*Using the idea of multiple perspectives creating varying experiences for each individual user, the two drastically different libraries were created.*

*Incorporating moments of quiet versus loud, traditional versus contemporary, and spacious versus confined, Duo Vista creates a binary within the site that integrates itself into it's context. The seemingly contrasting areas of the site addresses the various cues to create a dynamic experience.*

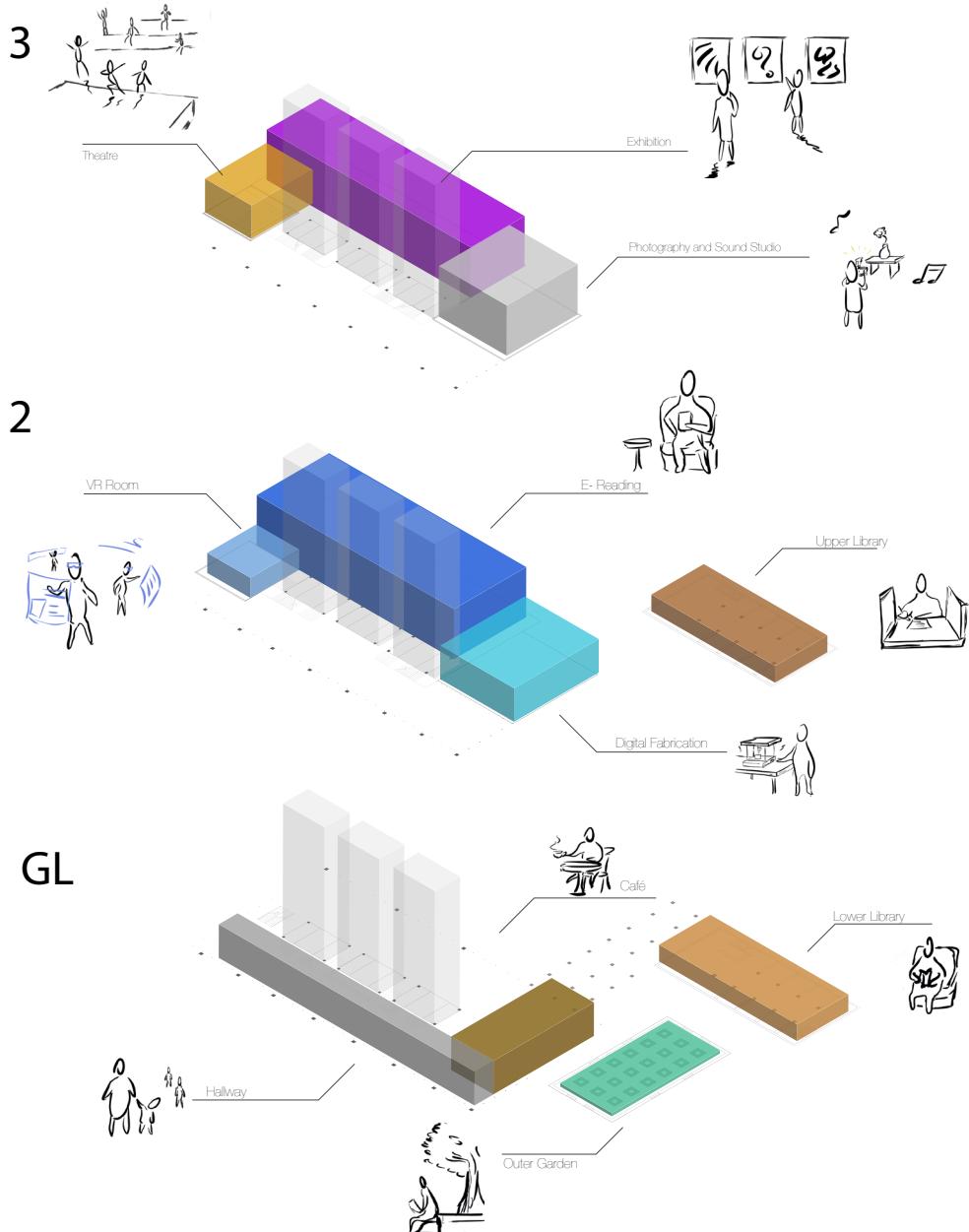


Atrium Render

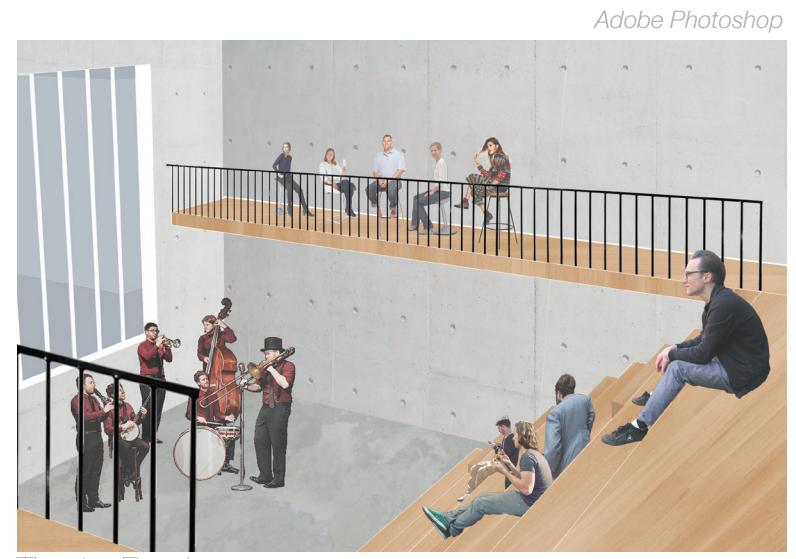


Adobe Photoshop

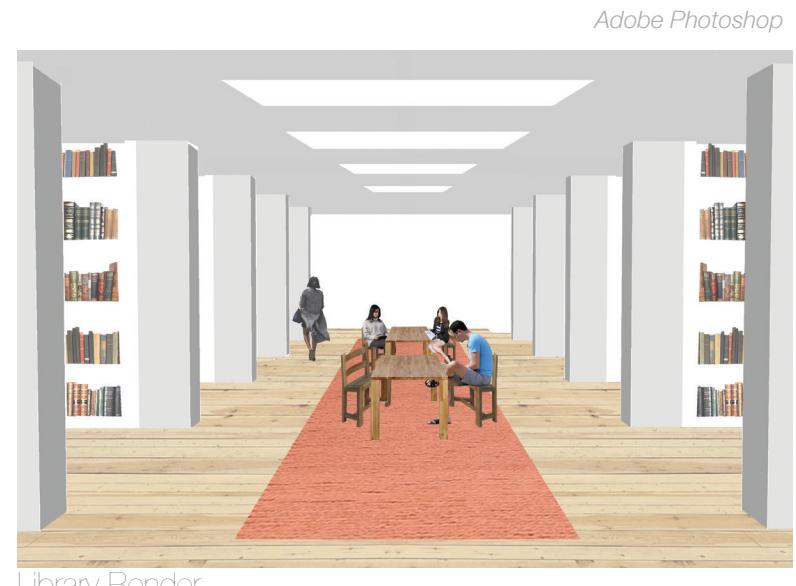
## Programmatic Diagram



Adobe Illustrator



Adobe Photoshop

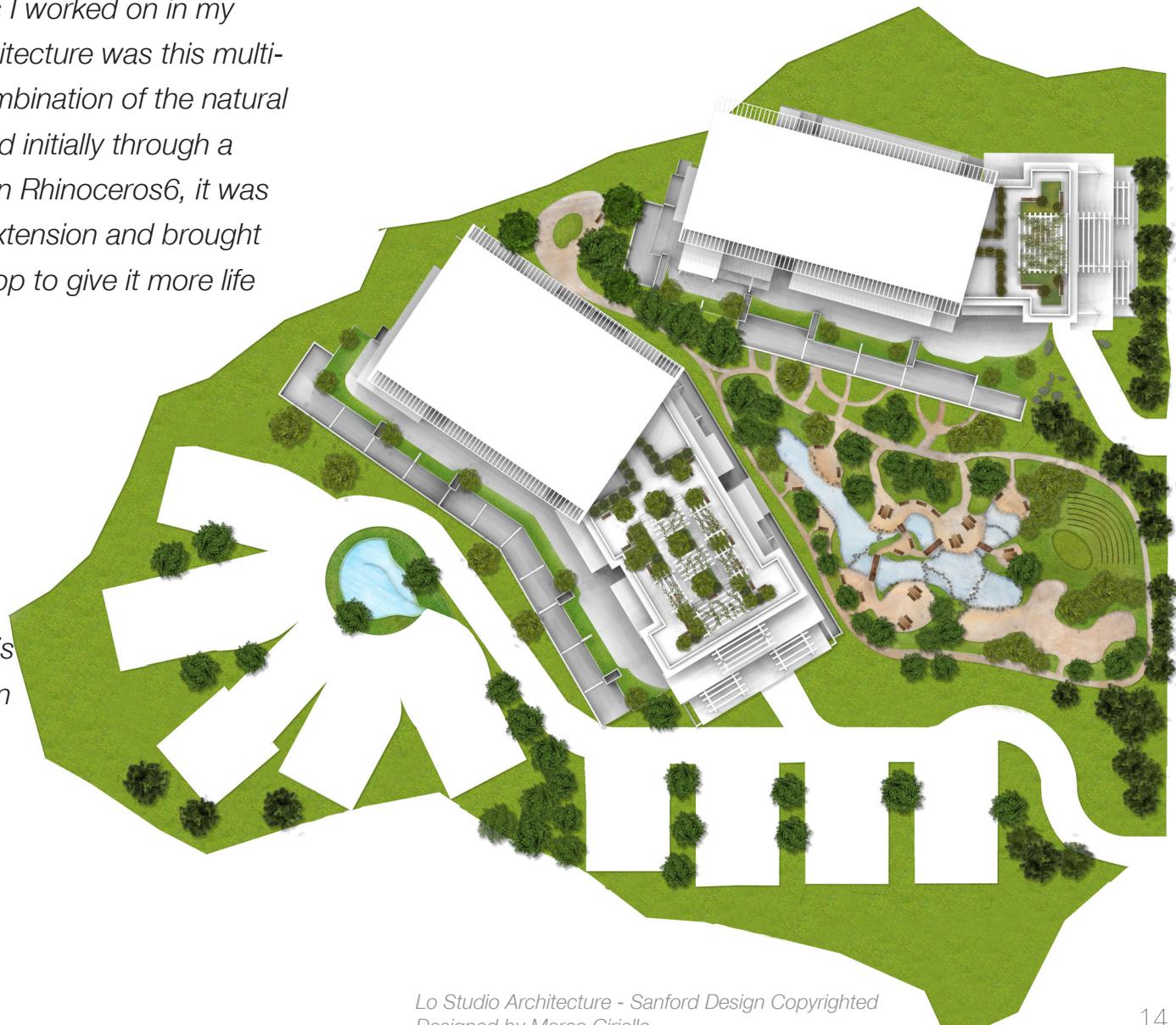


Adobe Photoshop

## 1500 Coast Meridian Road - Lo Studio Architecture - Sanford Design

*One of the more extensive projects I worked on in my time at the office of Lo Studio Architecture was this multi-family complex that exhibited a combination of the natural and the built environment. Executed initially through a 3D modelling of the housing units in Rhinoceros6, it was then rendered with the Flamingo extension and brought into Adobe Illustrator and Photoshop to give it more life through rendering.*

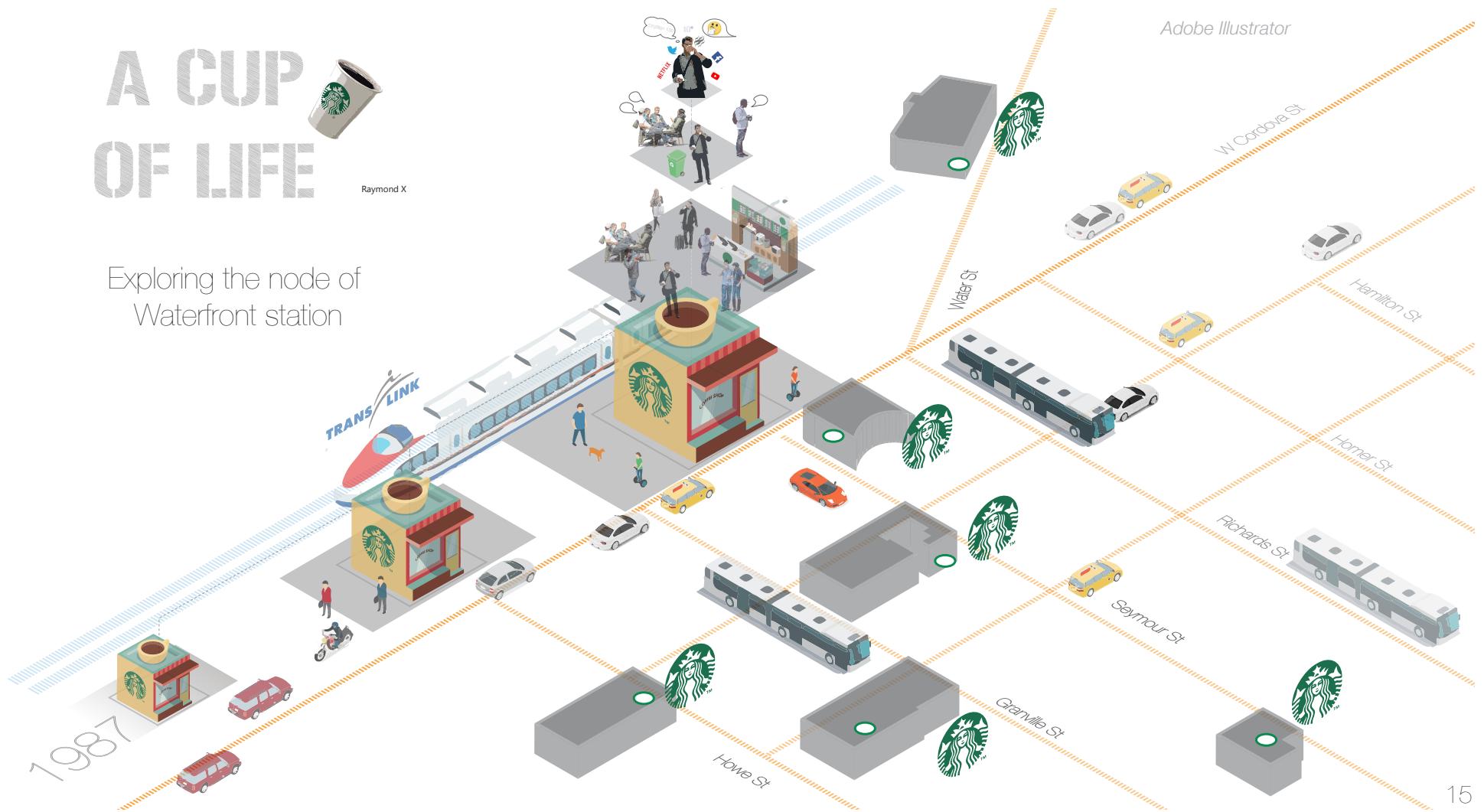
*The final product was a central luscious walking park that encapsulates a water feature while pines and ferns litter around to create a seamless boundary between what is natural and what is man-made. This idea spreads upon the patios and roofs of the garden facing units as the green blends into the units' planters creating a marriage between the building and its surroundings.*



Lo Studio Architecture - Sanford Design Copyrighted  
Designed by Marco Ciriello

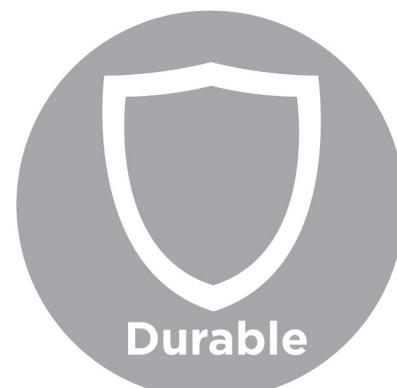
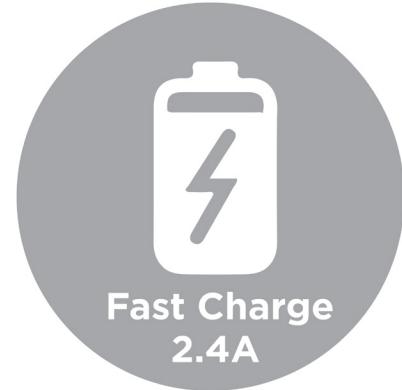
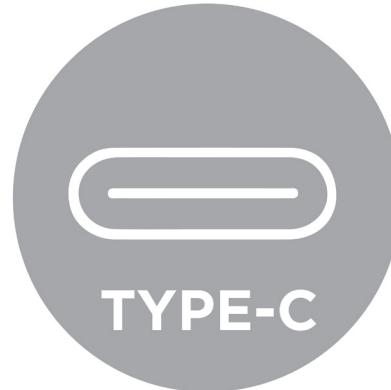
## Transect - The Exploration of the Waterfront node

An infographical study exploring the node of downtown's Waterfront station and the rise of the Starbucks coffee chain since its appearance in Vancouver in 1987 to the present. The diagram illustrates the timeline and the extent of the chain's growth, influencing the public to the personal experience.

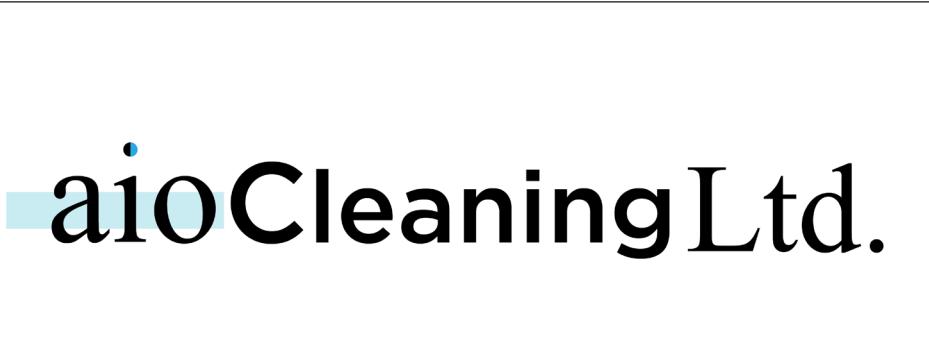


## Icon Project: LPI USB-C Charging cables

A simple yet useful project, the logo project I did with LPI proved to be a good exercise in helping me explore the possible ways I can tackle icons and have them suit the style and detail to the client's needs. As a result, the insight i was able to obtain from this short project allowed me to understand a different perspective of the design world and ultimately, helped me branch out to other forms of commercial design



*Branding Project: AIO Cleaning Ltd.*



aioCleaning Ltd.



AIO Cleaning Ltd.



aioCleaning LTD.



AIO Cleaning LTD.

*My dive into the branding world started with a startup client who was interested in having a clean and modern logo design that is both memorable and pleasing to the eyes. As a result, I branched out from this main idea and came up with 4 designs that fit the same formula while still maintaining creative integrity over the colour and typographical choices.*

*i. clean design*

front

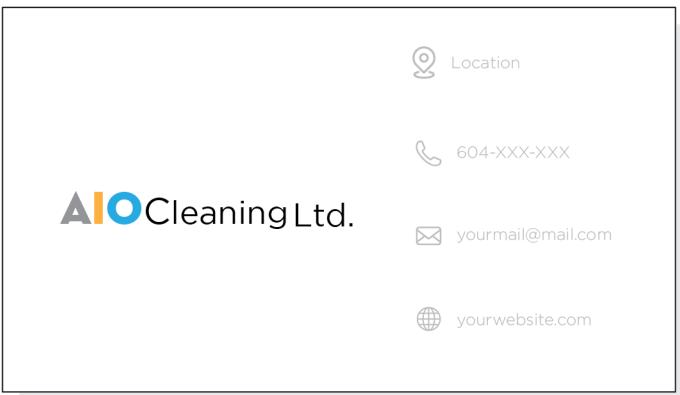


*ii. detailed design*

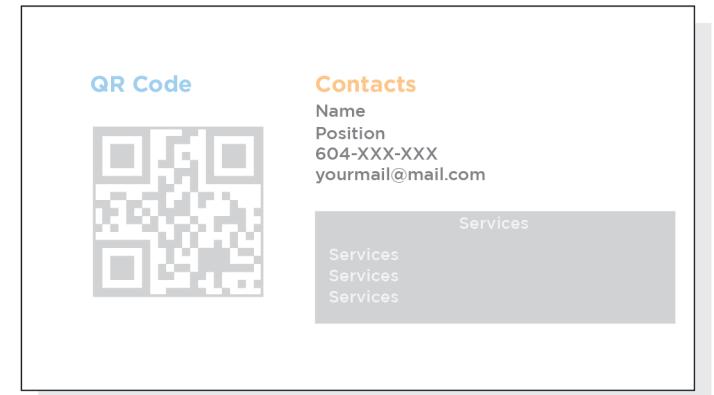
front



back



back



Adobe Illustrator



# JUNHAO TRADING COMPANY

Logistics Products Wholesale Distributor



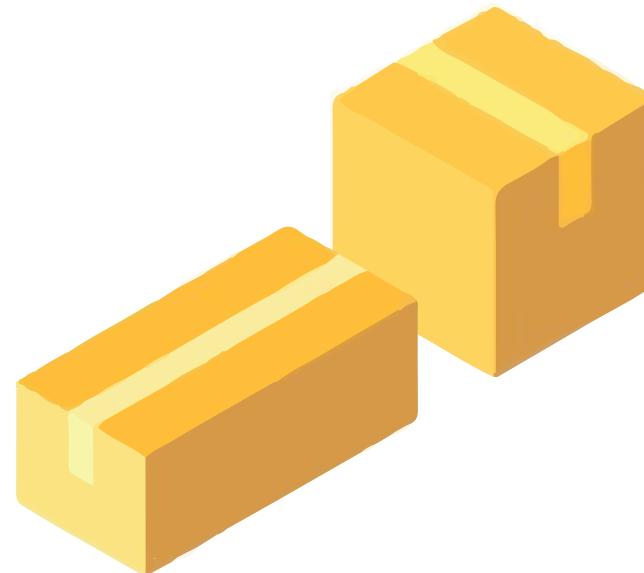
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# The Mission

JUNHAO Trading Company will be a logistics products wholesale distributor, focusing on supplies for packaging, shipping, warehouse storage, safety, and office.



BRAND GUIDELINES



## Brand Name and Logo



**CYAN/TWITTER BLUE #00ACEE**  
RGB: 0,172,231 CMYK: 81,9,0,0



**JUNHAO TRADING COMPANY**



**BLUE-MAGENTA #2F27B**  
RGB: 47,47,123 CMYK: 100,99,18,5



**GREY-BLACK #231F20**  
RGB: 35,31,32 CMYK: 0,0,0,100



## Logo Inking



**JUNHAO TRADING COMPANY**

Greyscale



**JUNHAO TRADING COMPANY**

Black on White



**JUNHAO TRADING COMPANY**

White on Black



# Logo Spacing Specifications

## Minimum Size

not to scale



For its minimum size, please ensure that the logo displayed is at least a length of 5.4in (246px) and a height of 0.5in (36px)

## Minimum Clearing



During use, please ensure a minimum clearing of 0.5 in within the four corners as indicated above.



## Logo Spacing Specifications Cont.

### Size Ratios



Per use, please ensure that the ratio of 11:1 is maintained between the length and height of the logo.

### Logo Font- Myriad Pro-Semibold



### BRAND GUIDELINES

Myriad Pro-Semibold is the only acceptable font for the use of this logo.

Clean and accessible, its legibility and professional look makes it suitable for a clean company forefront.



## Logo - Chinese (中文) Variation

Size Ratios



Per use, please ensure that the ratio of 7.5:1 is maintained between the length and height of the logo respectively.

Logo Font- Myriad Pro-Semibold and Microsoft YaHei UI

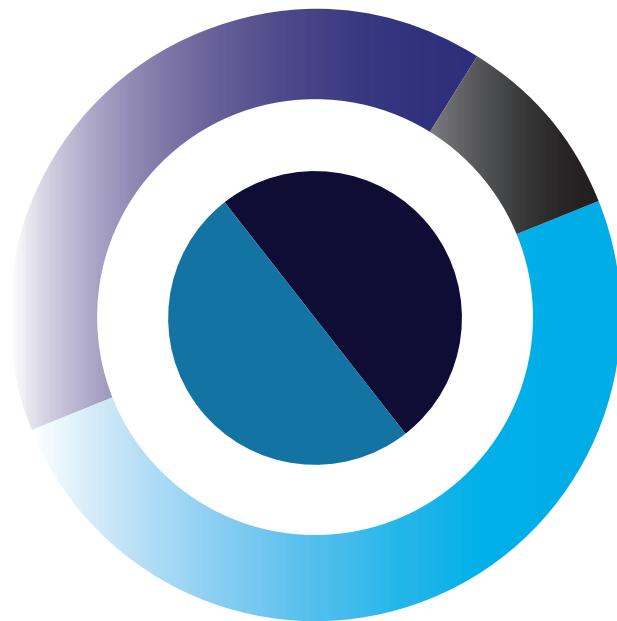


Myriad Pro-Semibold (for the English) and Microsoft YaHei UI (for the Chinese) is the only acceptable font for the use of this logo.

BRAND GUIDELINES



# Colour Palette



## Primary Colours



#00ACE7

RGB: 0,172,231 CMYK: 81,9,0,0  
PANTONE: 2202 U



#2F27B

RGB: 47,47,123 CMYK: 100,99,18,5  
PANTONE: 2118C



#231F20

RGB: 35,31,32 CMYK: 0,0,0,100  
PANTONE: 419 C

## Secondary Colours



#0073A2

RGB: 0,115,162 CMYK: 89,49,18,1  
PANTONE: 307 U



#09003A

RGB: 9,0,58 CMYK: 98,93,38,60  
PANTONE: 20-0142TPM / 296 C



## Unacceptable Colour Variations



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



## Unacceptable Logo Variations



- ✖ Do not stretch the logo in any way



- ✖ Do not rotate/tilt the logo in any way



- ✖ Do not use any other colours other than the indicated



- ✖ Do not resize any elements to be bigger/smaller than indicated



- ✖ Do not stack or recompose the logo other than its horizontal form



- ✖ Do not add any effects ie. a drop shadow, glow, feather



# Typography - English



JUNHAO TRADING COMPANY

## Myriad Pro - Semibold

Titles and Topics

AaBbCc123

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  
1 2 3 4 5 6 7 8 9 0 \$ % & ( , ; : # ! ? )

## Neutra Text - Book

Body text

AaBbCc123

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  
1 2 3 4 5 6 7 8 9 0 \$ % & ( , ; : # ! ? )

## Helvetica Neue- Ultralight

Subtext and footnotes

AaBbCc123

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  
1 2 3 4 5 6 7 8 9 0 \$ % & ( , ; : # ! ? )



# Typography - Chinese (中文)



JUNHAO 贸易公司

**Microsoft YaHei UI - Regular**

Titles and Topics

一二三四五六七

一二三四五六七八九十百千万上  
中下左右大小春夏秋冬东南西北  
金木水火土天地日月星黑白红橙  
黄绿蓝靛紫

**Noto Sans SC - Light**

Body text

一二三四五六七

一二三四五六七八九十百千万上  
中下左右大小春夏秋冬东南西北  
金木水火土天地日月星黑白红橙  
黄绿蓝靛紫

宋体

Subtext and footnotes

一二三四五六七

一二三四五六七八九十百千万上  
中下左右大小春夏秋冬东南西北  
金木水火土天地日月星黑白红橙  
黄绿蓝靛紫



# Design Applications - Business Card

Material:  
Cardstock Gloss

Thickness:  
16pt.

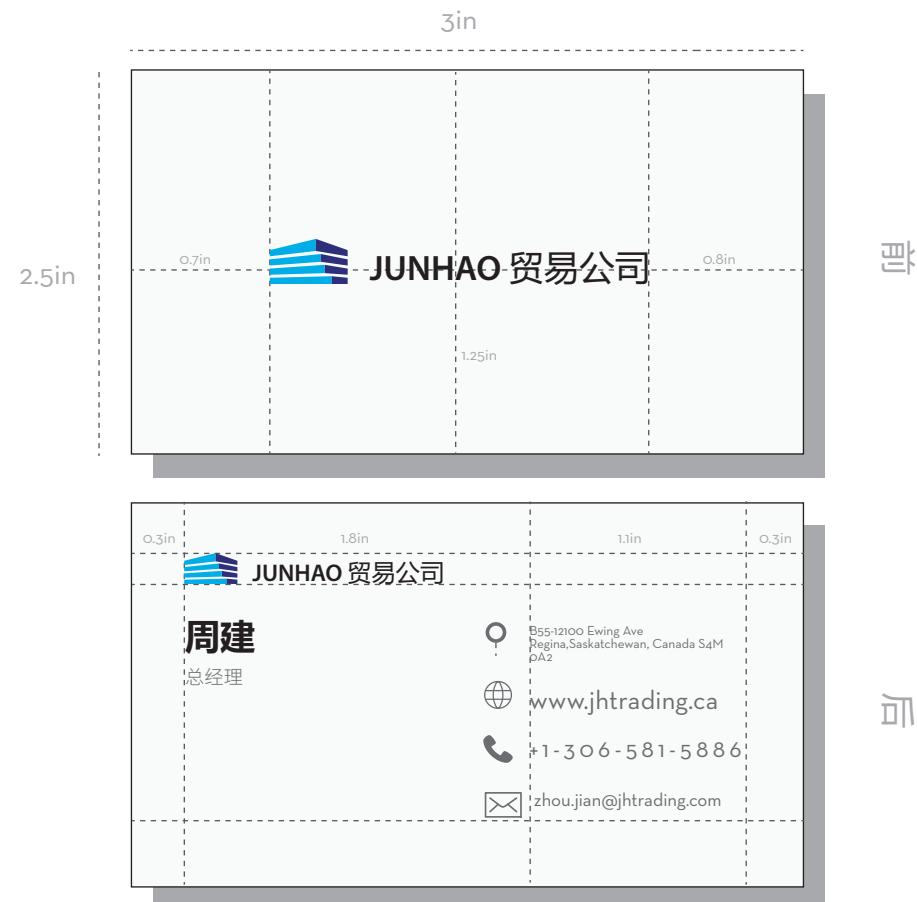


BRAND GUIDELINES

# Design Applications - Business Card (Chinese)

Material:  
Cardstock Gloss

Thickness:  
16pt.





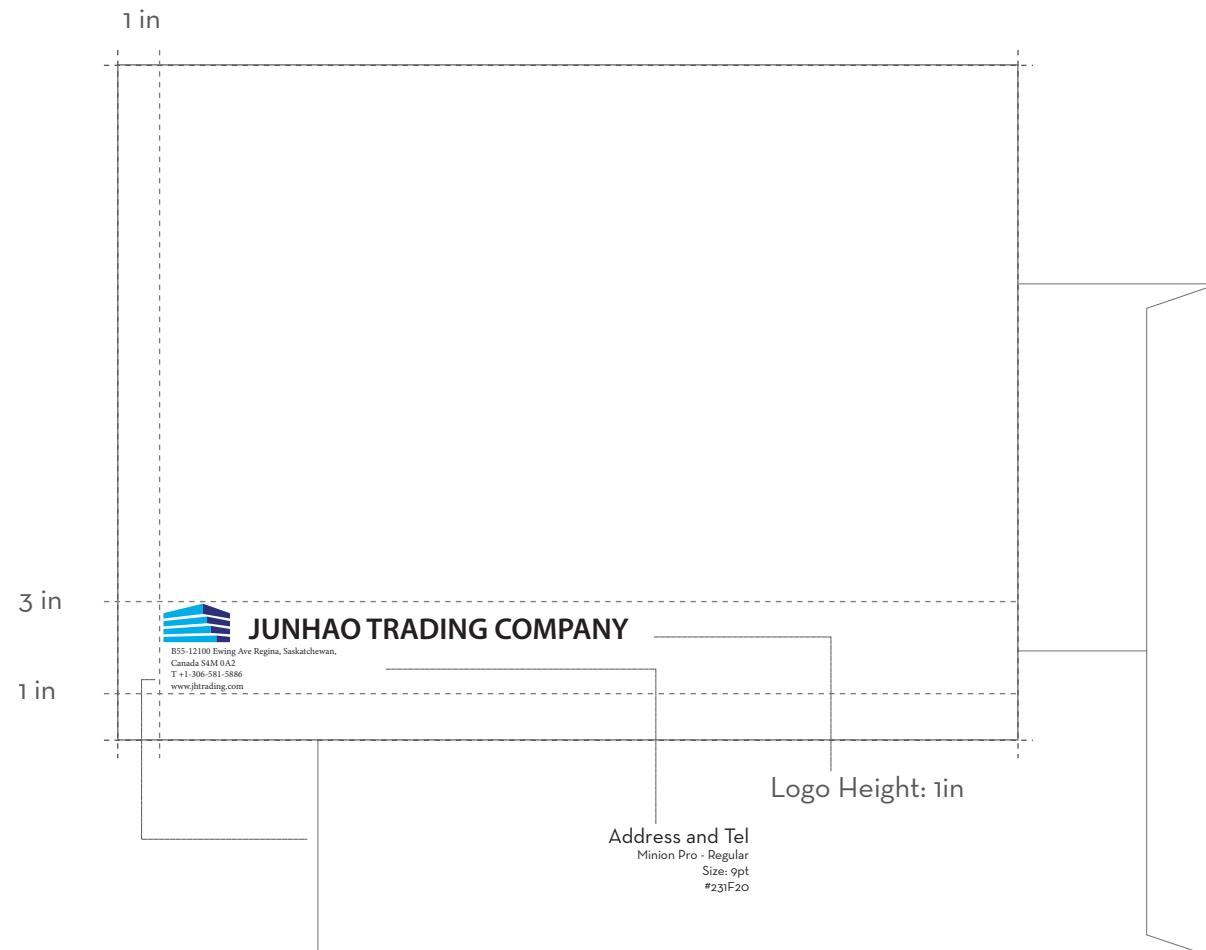
# Design Application - Large Envelope

Measurement :  
380 x285mm

Material :  
Simili paper

Basic Weight :  
147 GSM

Thickness:  
0.21mm



BRAND GUIDELINES



# Design Application - Email Signature

The screenshot shows an email application window titled "Untitled - Brightenvantage". The toolbar includes options like "Message", "Options", "Send", "Paste", "Signature", "Check Names", and "View Templates". The message body contains the following text:

To:  
Cc:  
Subject:

Dear All,

This is how to set the Email Signature.

-  
Best Regards,

Zhou Jian | General Manager

 JUNHAO TRADING COMPANY

Email: zhou.jian@jhtrading.com  
Web: www.jhtrading.com  
Add: B55-12100 Ewing Ave Regina, Saskatchewan, Canada S4M 0A2

The signature area is divided into three columns:

- Address and Tel**  
Times New Roman Regular  
10pt  
Colour: Grey-Black #231F30
- Text body**  
Calibri (Body)  
11pt  
Colour: Grey-Black #231F30
- Name and Title**  
Neutra Text - Bold  
11pt  
Colour: Grey - Black #231F30  
Logo 46px in Height



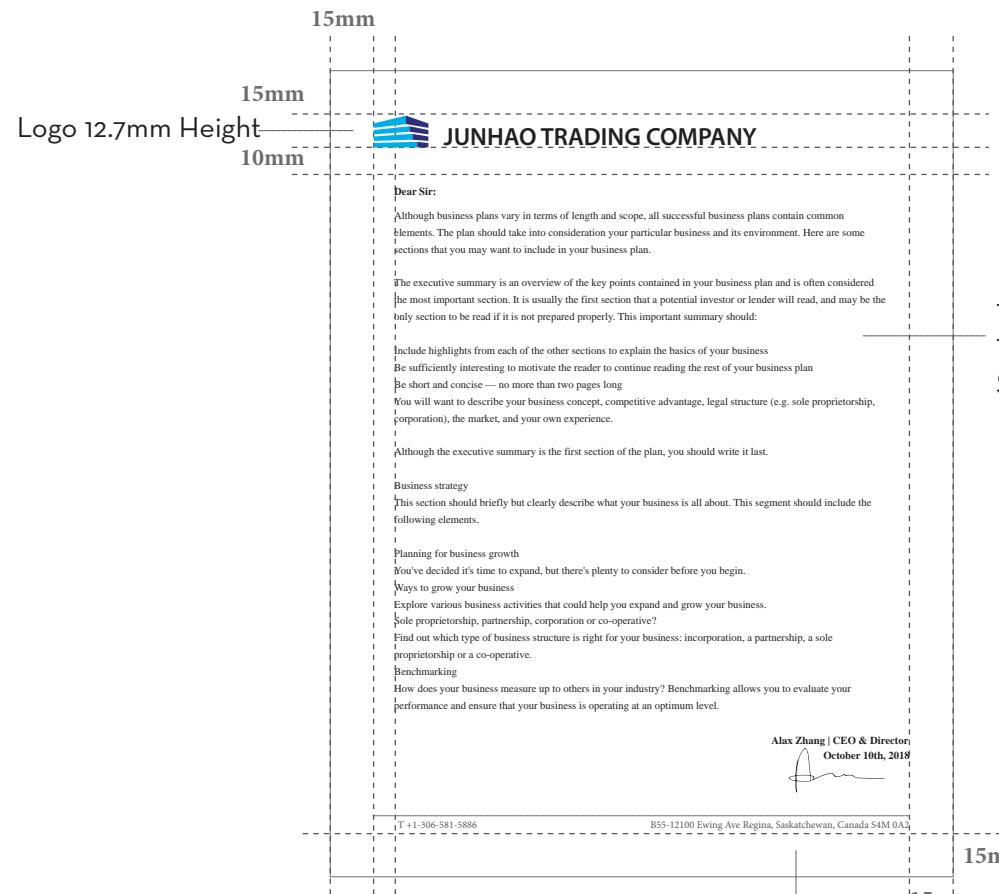
# Document Letterhead

Measurement :  
215.9 x279.4mm  
(8.5x11inch)

Material :  
Simili paper

Basic Weight :  
147 GSM

Thickness:  
0.21mm



Text Body  
Times New Roman  
Size:11 pt

Address and Tel  
Minion Pro Regular  
Size: 10pt



# Website Banner



BRAND GUIDELINES



## Company Official Seal

Make sure to resize official seal to 42mm x 42mm only



## File Binder (Legal)

Please refer to attached file in VI package for details.

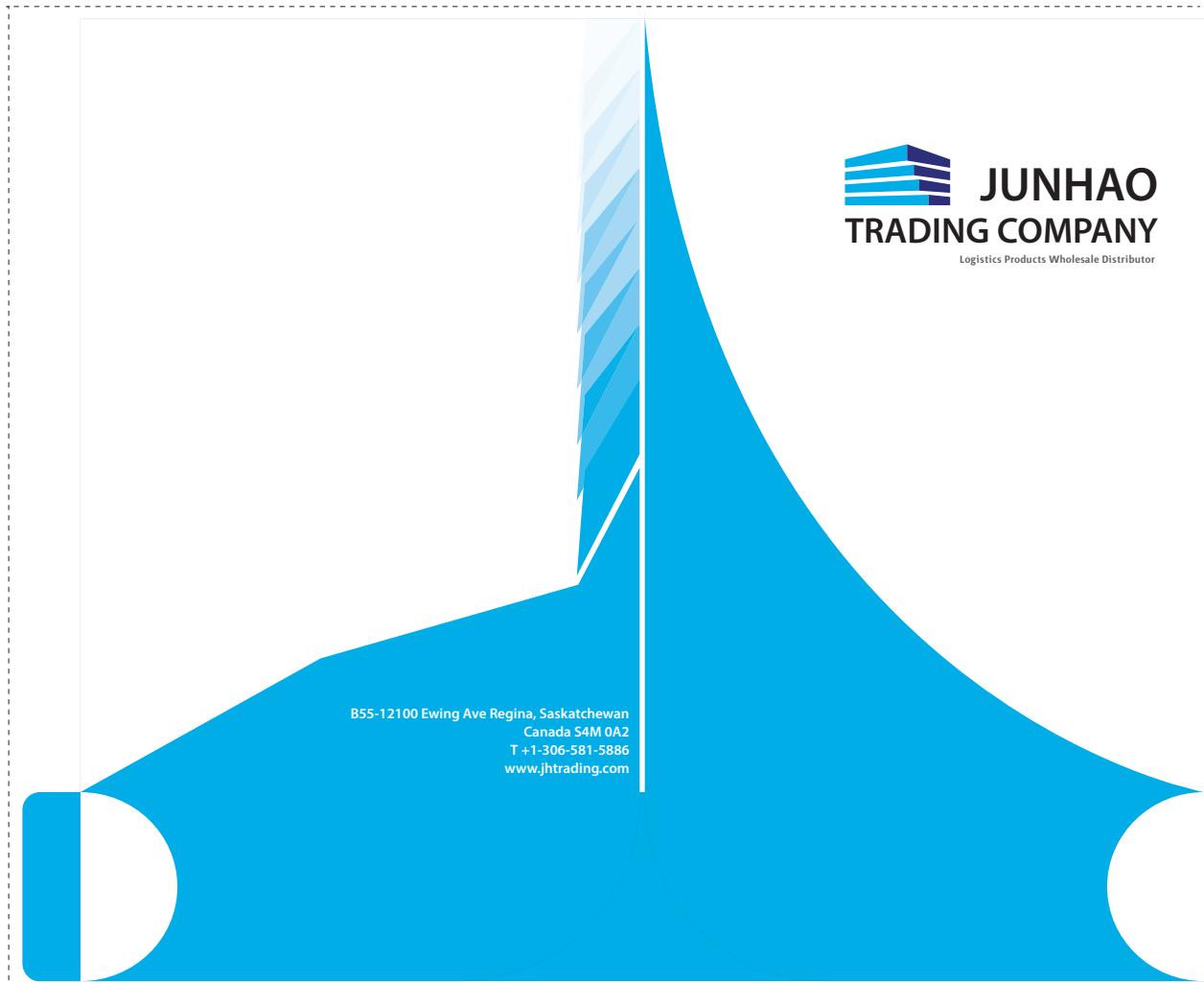


## Folder (Legal)

Please refer to attached file in VI package for details.

712mm (28.0 in)

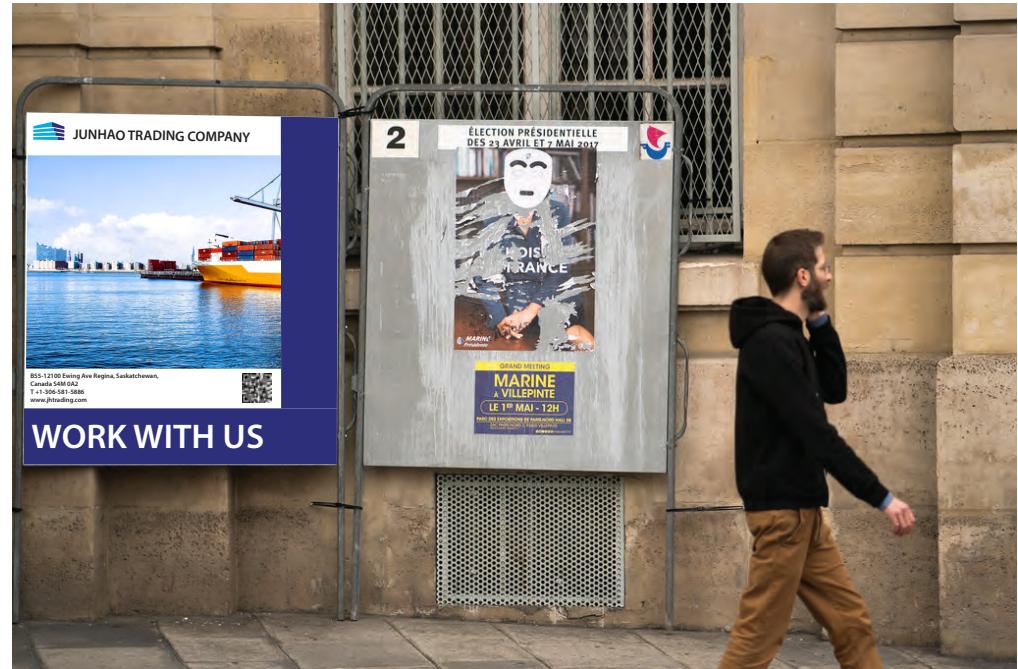
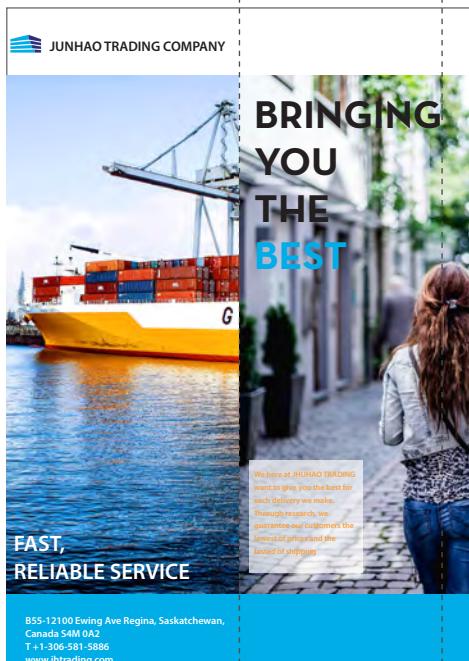
432 (17 in)





# Marketing Materials

Flyer



Poster



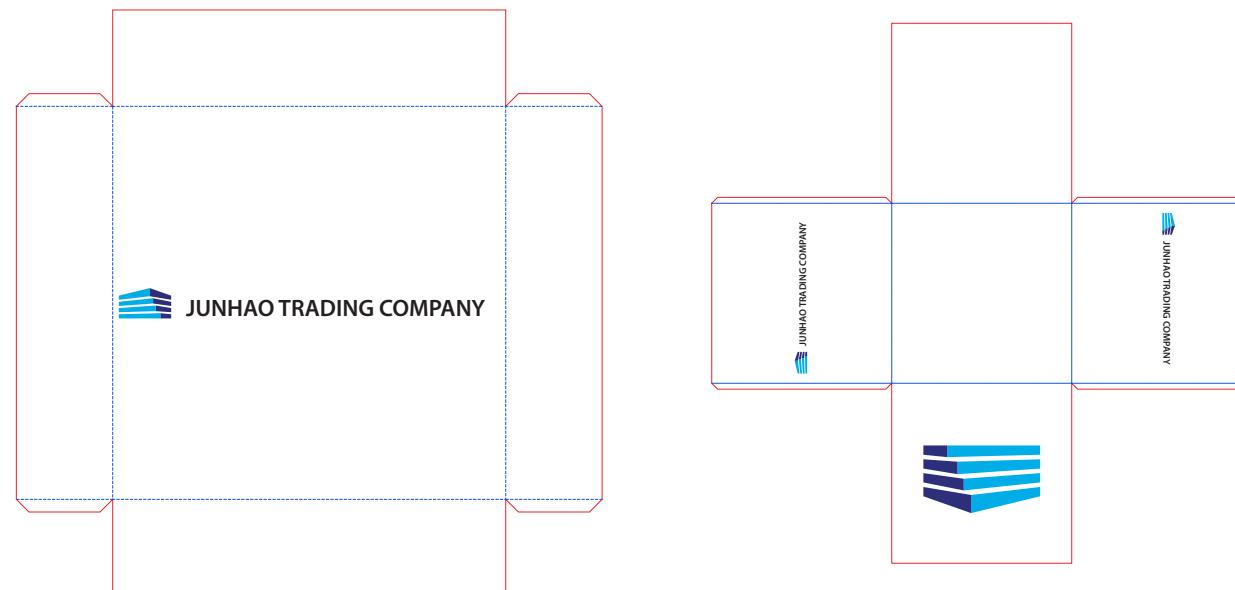
# Storage Box Design

Measurement :  
12in x 12in x 12in

Material :  
Cardboard

Basis Weight :  
300 GSM

Thickness:  
 $11/64$  in



BRAND GUIDELINES