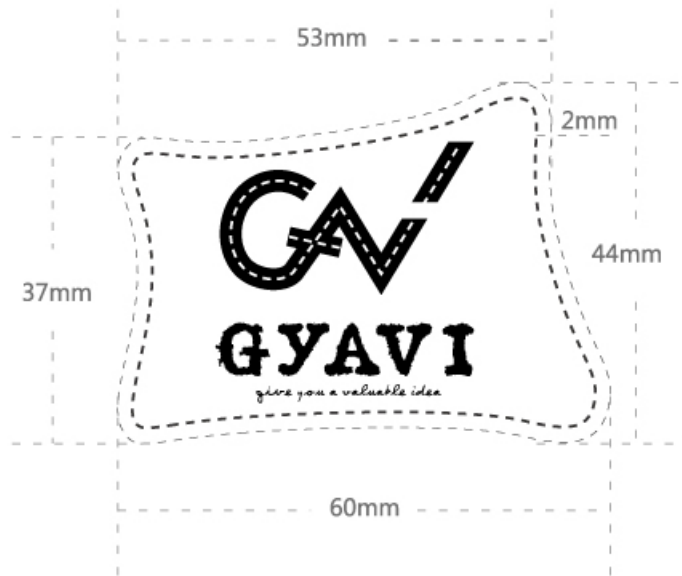


GYAVI Jeans

give you a valuable idea



Above
牛仔皮牌、皮标整合设计
The cowboy hides the label design



01



02

01
The GYAVI Jaens Careers logo.

02
标志在牛仔服和吊牌整合设计应用
The symbol takes and the drop conformity design application in the cowboy

背景 Background

The fashion of jeans advocated by GyaviGyavi is to select a suitable size and then strive to highlight one's charm.

竞争 Challenge

有人说“服装品牌是指企业通过行销和广告在市场和消费者心目中所建立的产品形象和性格，是产品的内在质量和外在特征的综合反映”。也有人说“品牌就像把一种普通的东西，改进后变成更有价值、更有意义的东西”。

而根据美国市场营销协会的定义：作为一种市场概念，“品牌是指打算用来识别一个或一群卖主的货物或劳务的名称、名词、符号、象征或设计，或其组合，并打算用来区别一个或一群卖主和其竞争者。”

所谓定位，是要对潜在消费者的心去作，也就是为品牌在心中找到一席之地、与既存的事实有相关、独特且具有价值感。

品牌的形象化特征最为显著，这是由品牌本身所具有的符号行所决定的。形象化不仅使品牌得到简单明确的区分，而且还生动地折射出了品牌不同的内涵。品牌的形象化具有两重意义，一种是究其外在符号效果而言的，任何品牌总是以文字、图案、符号、产品外形和功能为载体，将其内涵与功能直接表现出来。

解决 Solution

Logo围绕提炼好的“Give You A Valuable Idea”理念为创意原点，从基本元素到创意手法，再由思维发散到思路整合直至客户市场认证，得出一个经典的品牌形象标识。

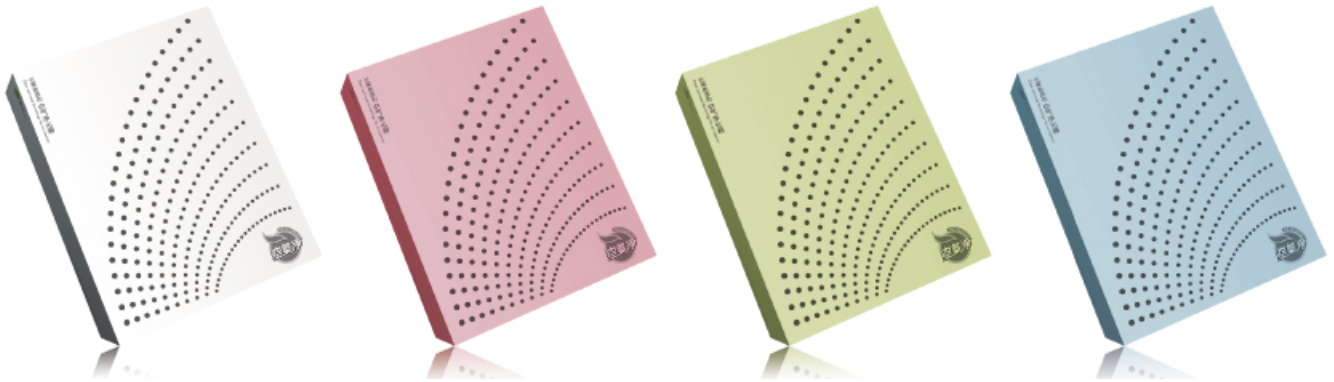
由GYAVI品牌名的“G.Y.A.V.I”字母我们帮整合一条“Give You A Valuable Idea”理念广告语。整个图形的构成元素“GYAVI”和牛仔Cowboy首字母“C”，采用手绘、变形简化，高度抽象概括，同时源于牛仔的历史“帆布制作不易磨损的工装裤”针与线穿梭，引发“趣味性”。汇集“简洁”、“时尚”、“个性”、“国际化”、“识别性强”、“记忆力”特点。

AIR SCAVENGER

Life · Health · Air

We only pay attention to the health

生命·健康·空气 / 我们只关注健康



Above
AIR SCAVENGER Brand
“空气净”品牌形象及包装设计整合应用



01



02

01
AIR SCAVENGER Careers logo.

02
“空气净”品牌形象及推广物料设计印刷
AIR SCAVENGER Brand image and promoted
material design printing

背景 Background

上海颂杰空气净化科技有限公司依托中国环境学院、同济大学、解放军第二军医大学等知名学府汇集了一大批高素质、高水准的科研人才，致力于人类“生命·健康·空气”为主旨、空气净化产品、杀菌解毒产品为主体产品，集产品研发、生产与销售为一体的高科技环保企业。

竞争 Challenge

您是哪类人？
美国环保局和加拿大卫生署证实，人类68%的疾病是由空气污染引起的。这就表明，如果没有空气污染，世界上的医院可以减少2/3，人类的健康水平可以提高2/3，人类可以多活三十年。
人每分每秒都在呼吸，但人类似乎不注意自己呼吸的空气质量。我们根据人类对于空气污染的态度，划分成五类人。

解决 Solution

“空气净”品牌标志创意主旨“生命·健康·空气”。
在色彩元素运用上采用象征和谐，真实，自然，和平，生机勃勃的浅草绿；绿色有准许行动之意，交通讯号中绿色代表可行，和“空气净”为延年益寿延续生命有异曲同工之妙。

EAST WEAT BRIDGE

“To Develop the East-West Bridge through Positive Business Experiences”



Above
EAST WEAT BRIDGE
Visual Identity System design



01

背景 Background

East West Bridge has over 20 years history in buying, building, and selling in Asia. The skills and systems formed around each service have matured into three reputable companies now housed under one roof. The combination of having a central Western management and access to skilled local teams gave our company the same advantage to grow that we now afford to our clients; experienced teams, professional management, a healthy company culture and smart strategy. This attractive combination pushed our success and East West Bridge incorporated in America in 2002.

Headquartered in Las Vegas and Shanghai, East West Bridge Inc. also has partner offices in San Diego, Seattle, and Guangzhou.

Under one umbrella of experience and vision, the three services are now distinctly represented in our network below.



02

01
EAST WEAT BRIDGE Logo design.

02
EAST WEAT BRIDGE 标志在网站上的应用
Sign up in the web application

竞争 Challenge

For over 20 years we have serviced US companies to help them BUY, BUILD and SELL product in Greater China and Asia. Our customers seek the cost-savings in manufactured goods or a slice of the growing markets but they are deficient in talent and resources to implement a confident strategy. Here at East West Bridge, we have learned to do three things really well.

The VALUE of our service allows clients to reduce all costs and risks while improving outcome by leveraging our world class teams and experience. This eliminates staffing, build out, and ramp up investments while providing access to seasoned professionals otherwise not available.

The success stories of all our clients are a testimony to the importance of good partners. Our success in business between North American and Asia has enlarged the East West Bridge and continues to be our proud contribution to the global business society. Join the growing family of companies using East-West Bridge...

解决 Solution

“To Develop the East-West Bridge through Positive Business Experiences”