

YULIN

JIANG

GRAPHIC DESIGNER

Project Overview

TASK

Create a corporate identity for Conference company in Hangzhou, China, as well as relating deliverables to match the personality of the brand.

This project is trying to create a new visual system for the company. Let people understand the company in a better way base on the spirit of the company.

TOPIC

Yuan Zheng Ming Yang is a conference & exhibition Company that is a full-service company providing tourism, visiting, investigation, reception arrangement, and conference organization services nationwide for teachers, students, and social needs.

They create a harmonious environment for the national education system and the public to communicate with the university personnel and conduct academic exchanges and solves everything except academic specialties in the process of travel and conference, which reflects the expert level of travel and conference from the university.

CONTROVERSY

The current logo they are using comes for the Zhejiang university Yuan Zheng holding co. LTD. Therefore, Yuan Zheng Ming Yang doesn't have their logo and vision system. Also, the current logo is only present the meaning of the name, and it doesn't show the spirit of the company.



Current logo

Project Overview

CONCEPT DESCRIPTION:

Yuan Zheng Ming Yang is a conference & exhibition Company that is a full-service company providing tourism, visiting, investigation, reception arrangement, and conference organization services nationwide for teachers, students, and social needs. They create a harmonious environment for the national education system and the public to communicate with the university personnel and conduct academic exchanges and solves everything except academic specialties in the process of travel and conference, which reflects the expert level of travel and conference from the university. Therefore, I was trying to rebranding the company to achieve its goal. I will do four deliverables to represent the company, which is a logo, website, stationery, and package design.

The concept for the branding is to show the people, which is Yuan Zheng Ming Yang is a company helping people to present the best event. They are not the shining star at the conference, but it is a necessary part to put all the stuff on the track. They provide a professional event to the people and let clients lead the show.

"Helping customers achieve value is your value." The goal of the company. In other words, they will plan a fantastic trip for you, but the client is the only one to make this trip memorable.

PROJECT GOAL

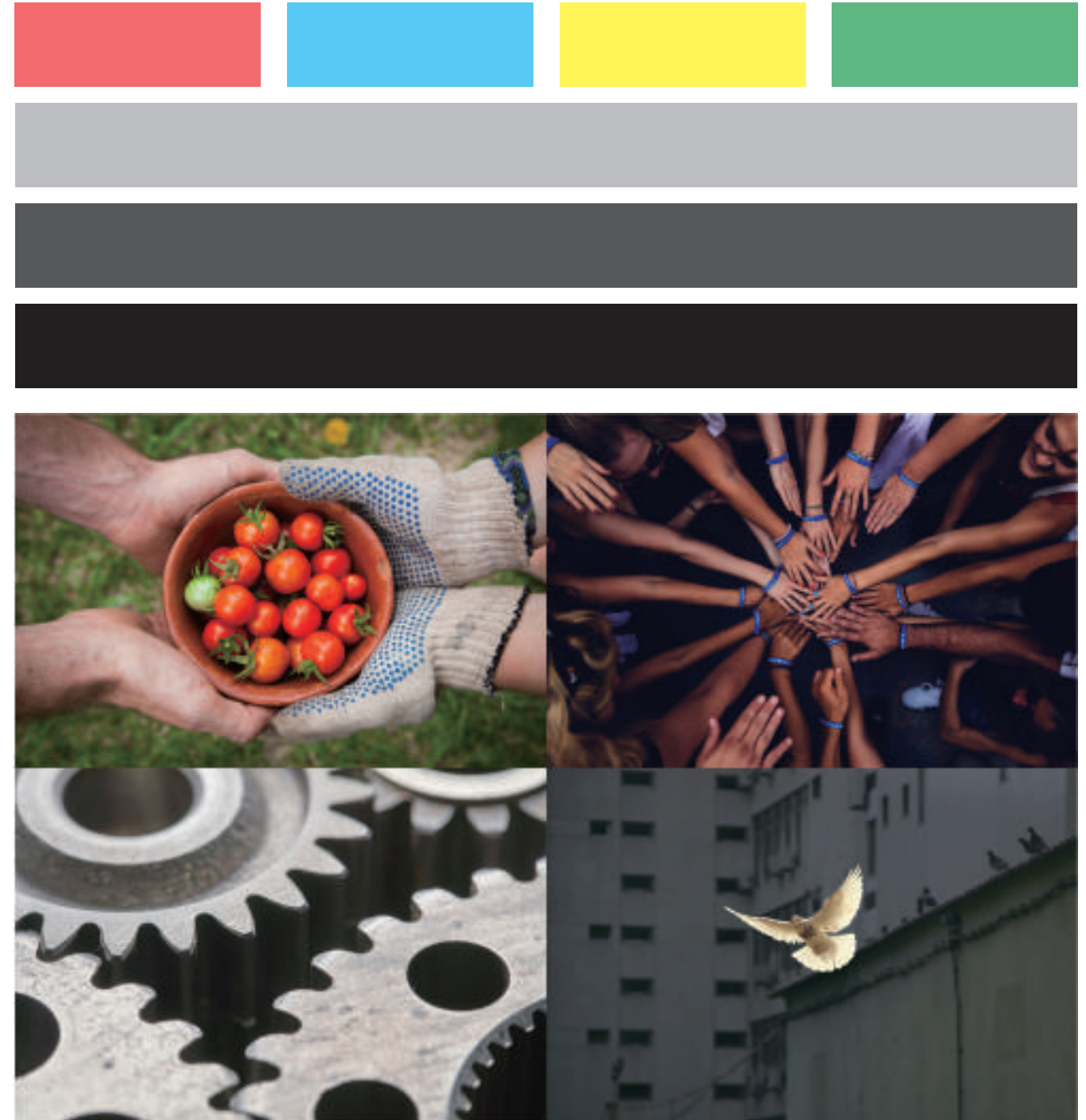
This project is trying to create a better visual system for the company. Let people understand the company in a better way.

DELIVERABLES

Logo.
Website.
Stationery.
Environmental

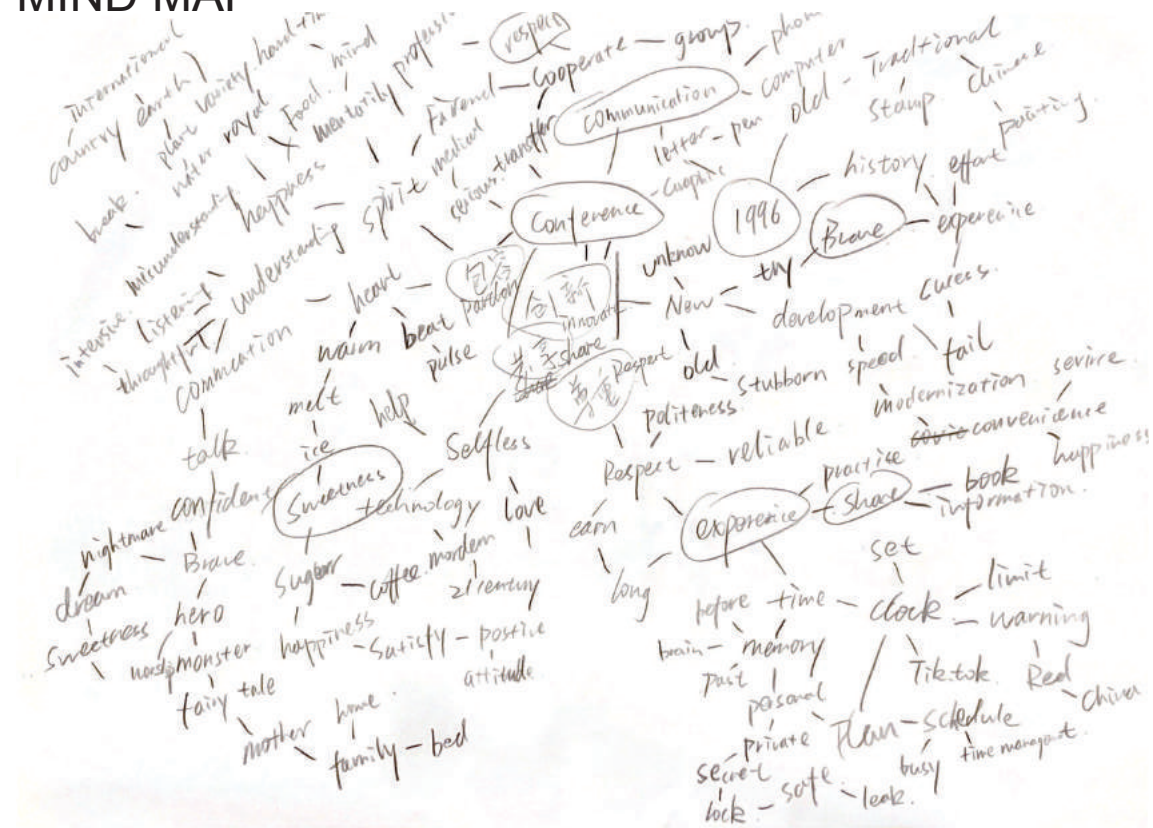
TARGET MARKET:

People of all ages.
People are trying to find a company to help themselves to organize a conference.



Project Overview

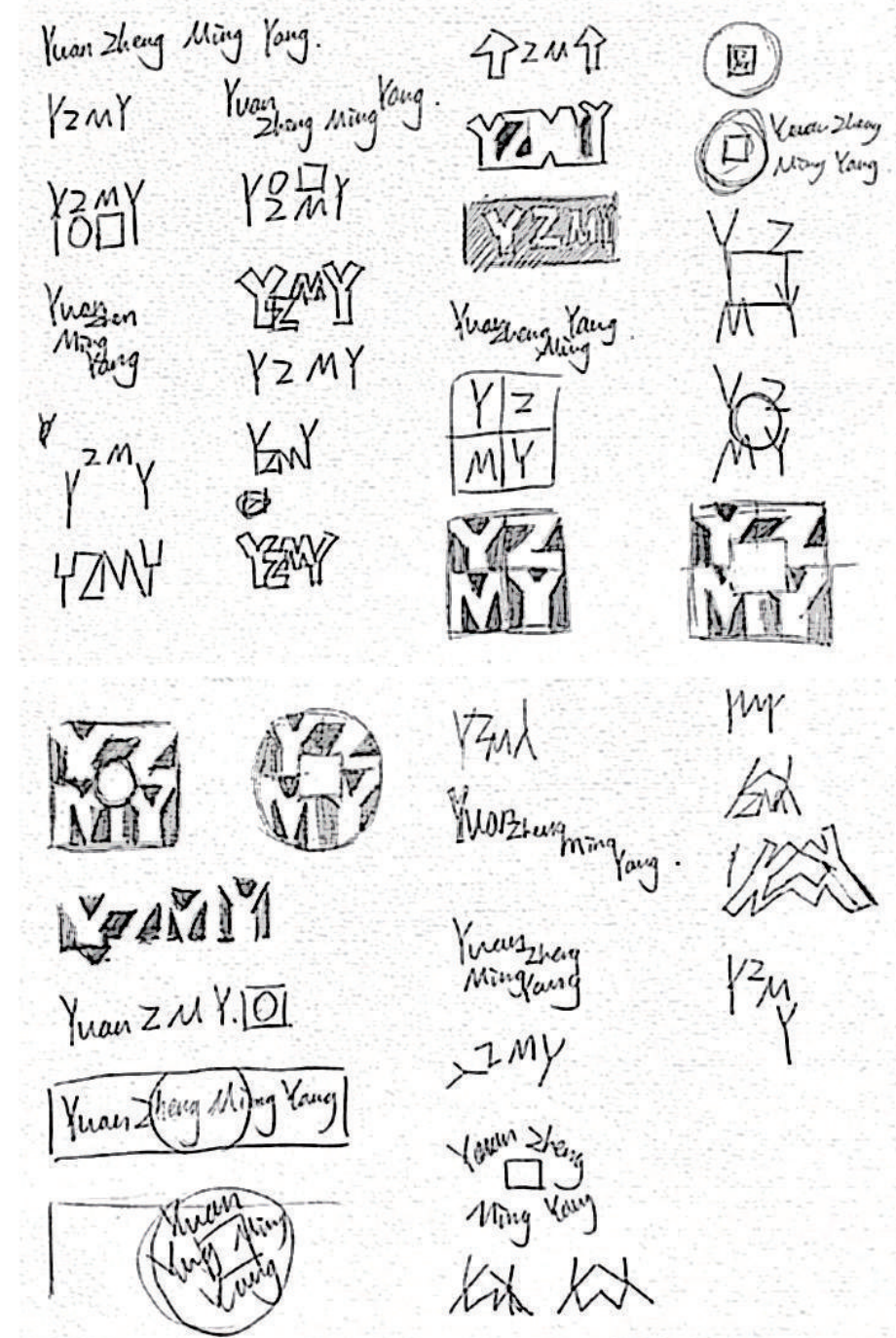
MIND MAP



WORD LIST

- | | |
|---------------|---------------|
| Pardon | Cooperate |
| Innovate | Spirit |
| Share | Confident |
| Respect | Assist |
| Selfless | Comprehensive |
| Communication | New |
| Experience | Politeness |
| Understanding | Reliable |
| Stage | Help |

SKETCHES



Project Overview

TYPE STUDY

Yuan Zheng
Ming Yang

Acumin Pro

Yuan Zheng
Ming Yang

Andale Mono

**Yuan Zheng
Ming Yang**

Arial Rounded MT Bold

**Yuan Zheng
Ming Yang**

Azo Sans

**YUAN ZHENG
MING YANG**

BalboaPlus Fill

Yuan Zheng
Ming Yang

DIN Condensed Bold

**Yuan Zheng
Ming Yang**

Galji

Yuan Zheng
Ming Yang

Georgia

**Yuan Zheng
Ming Yang**

Gotham Black

*Yuan Zheng
Ming Yang*

Apple Chancery

Yuan Zheng
Ming Yang

Arial

Yuan Zheng
Ming Yang

Helvetica

**Yuan Zheng
Ming Yang**

Bely Display

**YUAN ZHENG
MING YANG**

Copperplate

**Yuan Zheng
Ming Yang**

Impact

ROUGH



Deliverable 1 Logo Master logo



The concept behind this logo is the empty space at the center considered as a screen that people can present everything via the company's helping. Since YZMY is a conference & exhibition company, their goal is to build and give a stage to the client and help the client finish the show. The primary color of the logo is black and white. But, once the logo meets with the specific conference or event. The color of the logo will be switch to the color that came from the event. For example, the logo will turn to blue when it's holding a medical conference.

Deliverable 1 Logo

FULL COLOR



Conference event



Ceremony



Art exhibition



Nature event

KNOCKOUT



Deliverable 1 Logo



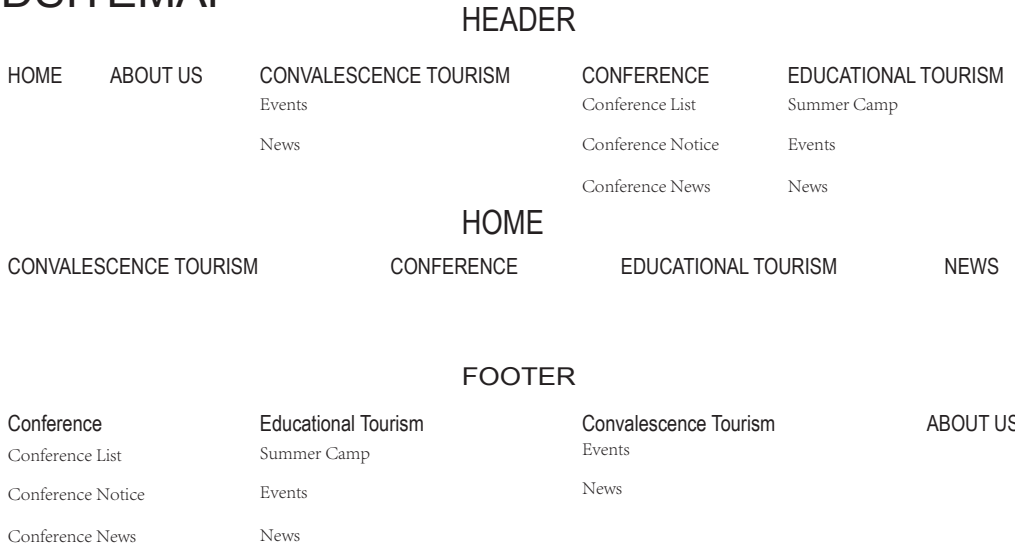
Deliverable 2 Website

EXISTING SITEMAP

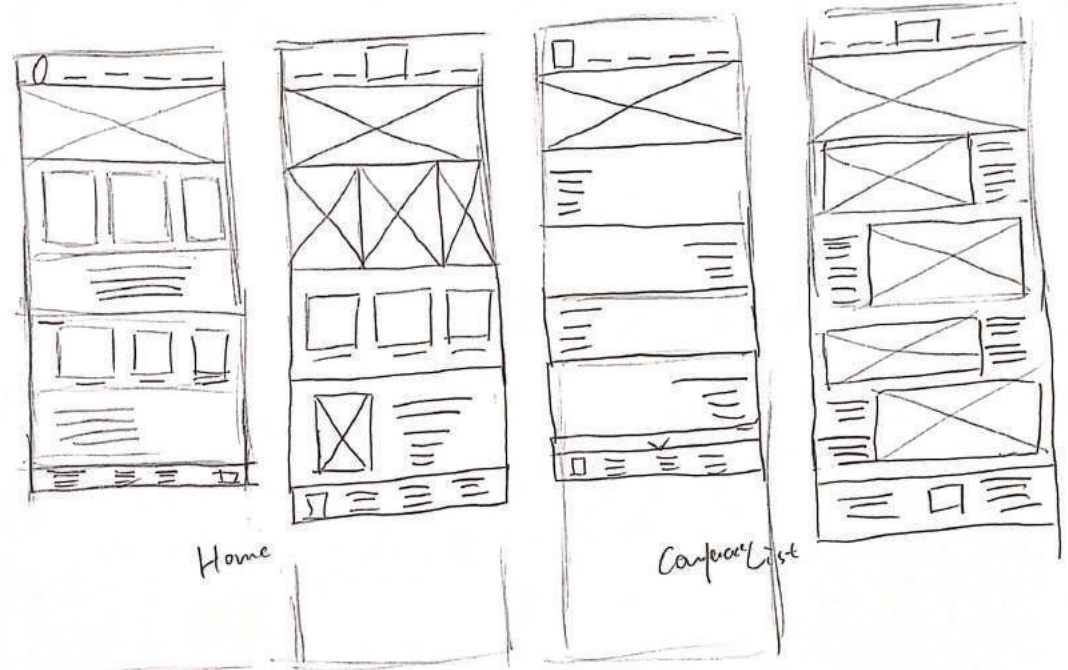
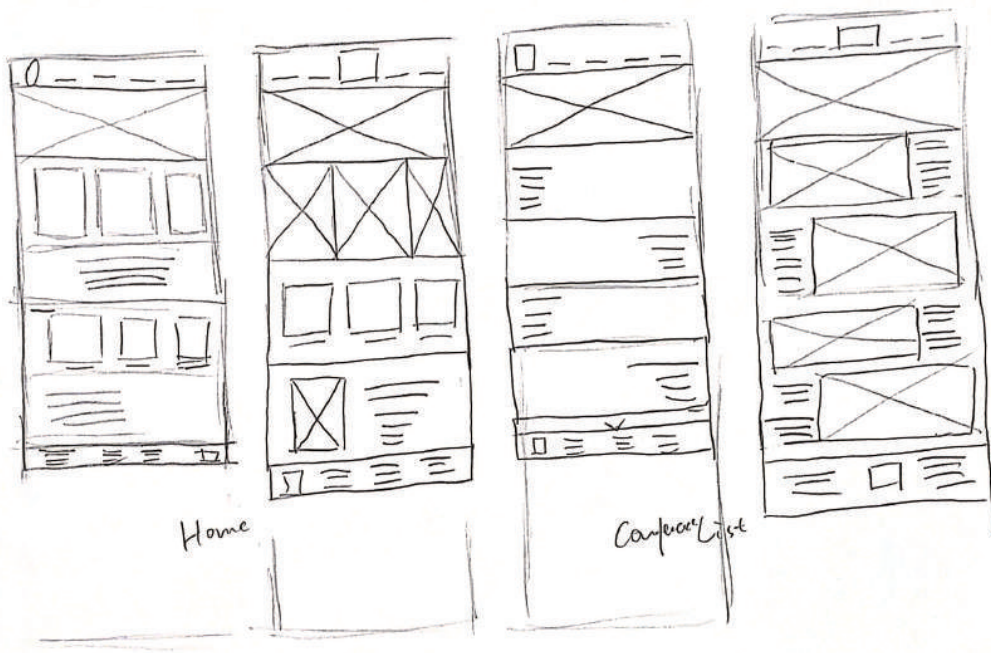
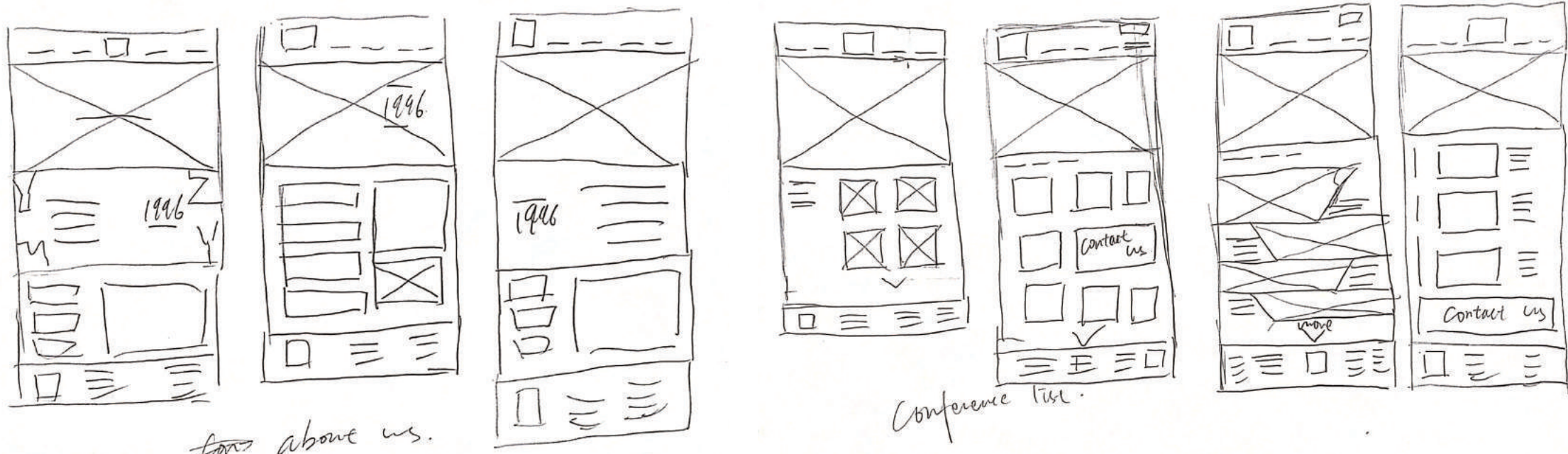


Since YZMY is a conference & exhibition company, The concept behind this website is to build and give a stage to the client and help the client finish the show. And most of the conferences don't have an official media to deliver the message to the audience. Therefore, the website is not only a website for the company but also is a media and information stage for the conference.

REVISED SITEMAP



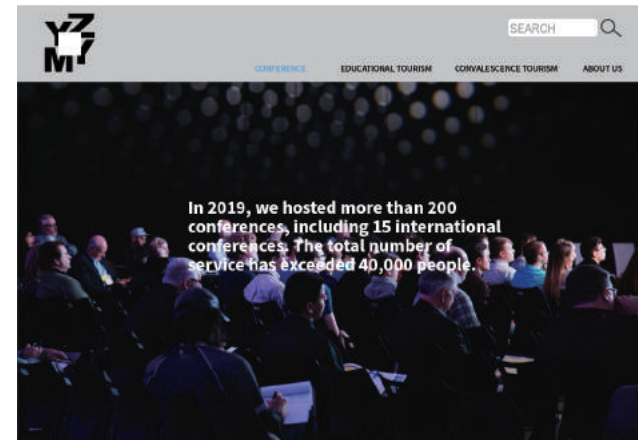
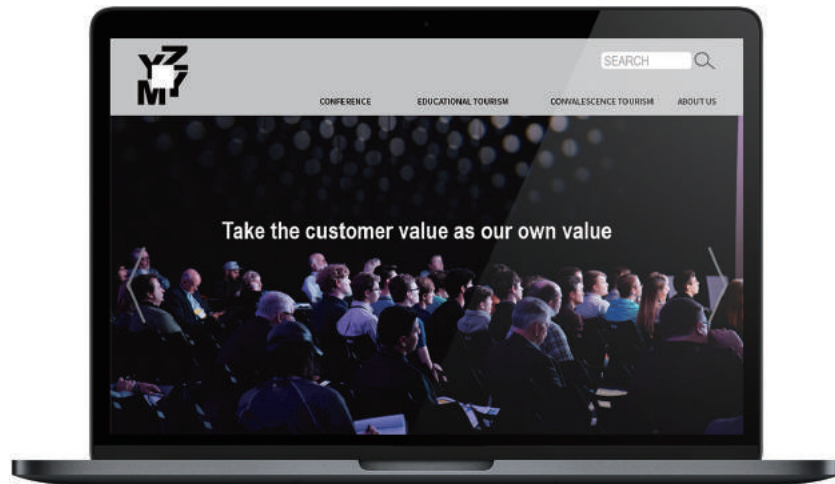
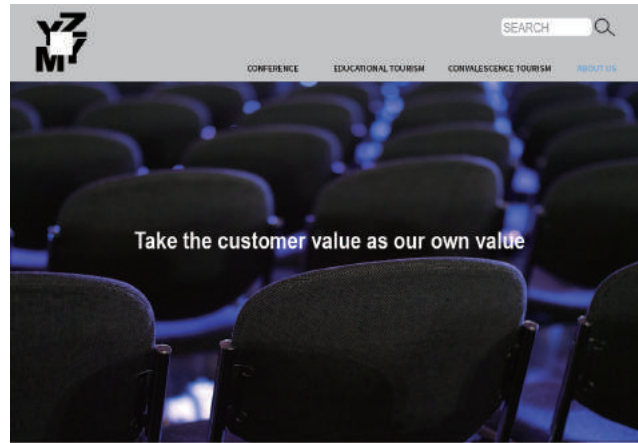
Deliverable 2 Website



Deliverable 2 Website Rough



Final Deliverable 2 Website



The benchmark of China's Conference Industry

Yuanhang kongyang, from zhejiang university yuanhang kongyang group, consists of yuanhang imaging travel agency and yuanhang conference and exhibition, LTD. It is a comprehensive service company specialized in providing public relations, visiting, investigation, reception, arrangement and conference organization services for university teachers, students and social needs.

Established in
1996



Contact Us

Name

Phone Number

E-mail Address

Text

| | | | |
|-----------------|---------------------|-----------------------|--------------------|
| Conference | Educational Tourism | Convalescence Tourism | About Us |
| Conference List | Summer Camp | Events | 0571-87834302 |
| Conference News | News | News | 9 Pincun Road |
| | | | 3F Cultural Plaza |
| | | | Hangzhou, Zhejiang |
| | | | China |



NEWS



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Conference List



The 7th Qianjiang International Conference of medical imaging
The 7th Qianjiang International Conference of medical imaging and annual meeting of respiratory imaging of radiologists branch of Chinese medical association, the academic meeting of magnetic resonance professional committee of imaging technology branch of Chinese medical association, and the annual meeting of radiology professional committee of Zhejiang biomedical engineering society were held in Hangzhou, Zhejiang province.



The 2nd China Conference on Autophagy (Hangzhou)
The 2nd China Conference on Autophagy will be held in Hangzhou on October 12, 2019, in order to further understand the research trends of Autophagy at home and abroad, enhance academic exchanges in the field of Autophagy in China, and promote the development of research in Autophagy related fields, and the cultivation of young talents.



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Educational Tourism List



At the forum, the second school of Zhejiang university and the Shanghai brain science and brain 3.0 research center jointly announced the establishment of the "Qianjiang Laboratory of brain disease imaging", making it the first brain disease imaging laboratory in Zhejiang province oriented to comprehensive brain disease.

Qianjiang laboratory has established the "clinical multimodal image brainpool", Zhejiang university chairman of the CNS 2 hospital radiology professor reaming zhong director introduces, brainpool the core is the study of the human brain, but other brainpool, multimodal image and the biggest difference is that said in the form of a "human brain", "domestic local spots brain disease mainly comes from body donation, the study of the people after the death of brain tissue, the lack of before and after the 30-year-old embryo to adult pathological tissue, histological focus more on the living human brain tissue, the subjects have no health requirements and age limit." Zhang said.

The establishment of "clinical multimodal image brainpool" can better solve the clinical diagnosis and treatment of major brain diseases. To study and observe living brain tissue by means of magnetic resonance examination and consciously pay attention to dynamic brain map so as to find out the roots of brain tissue problems, which is conducive to discovering the physiological functions and neuropathological mechanisms of the human brain such as Alzheimer's disease, Parkinson's disease, schizophrenia, manic depression and so on.

In addition to the field of brain disease, the accelerated application of new neuroimaging technology will traverse into the education and better improve the clinical practice of neuroimaging. Zhang said the key to neuroimaging is to quantify brain structure, function and metabolism in an in vivo environment. To promote the rapid application of new neuroimaging techniques requires the cooperation of multidisciplinary teams. "Therefore, the neuroimaging committee of Zhejiang neuroscience society was newly established during the forum to actively promote neuroimaging research in Zhejiang province and promote the development of neuroscience in Zhejiang province.

"This is a dialogue between imaging and clinical practice, a discussion of the concept and working mode of MDT (multidisciplinary diagnosis and treatment model), which reflects the core role of radiology in multidisciplinary diagnosis and treatment model," Zhang said.

In addition, the forum also held the first "preliminary imaging MDT concert". Eight teams including chest hospital affiliated to Shanghai Jiao Tong University, the first people's hospital of Hangzhou, and the fourth hospital affiliated to Zhejiang university school of medicine participated in the concert, and conducted a knowledge contest and debate on respiratory diseases and pathology.

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Deliverable 3 Stationery

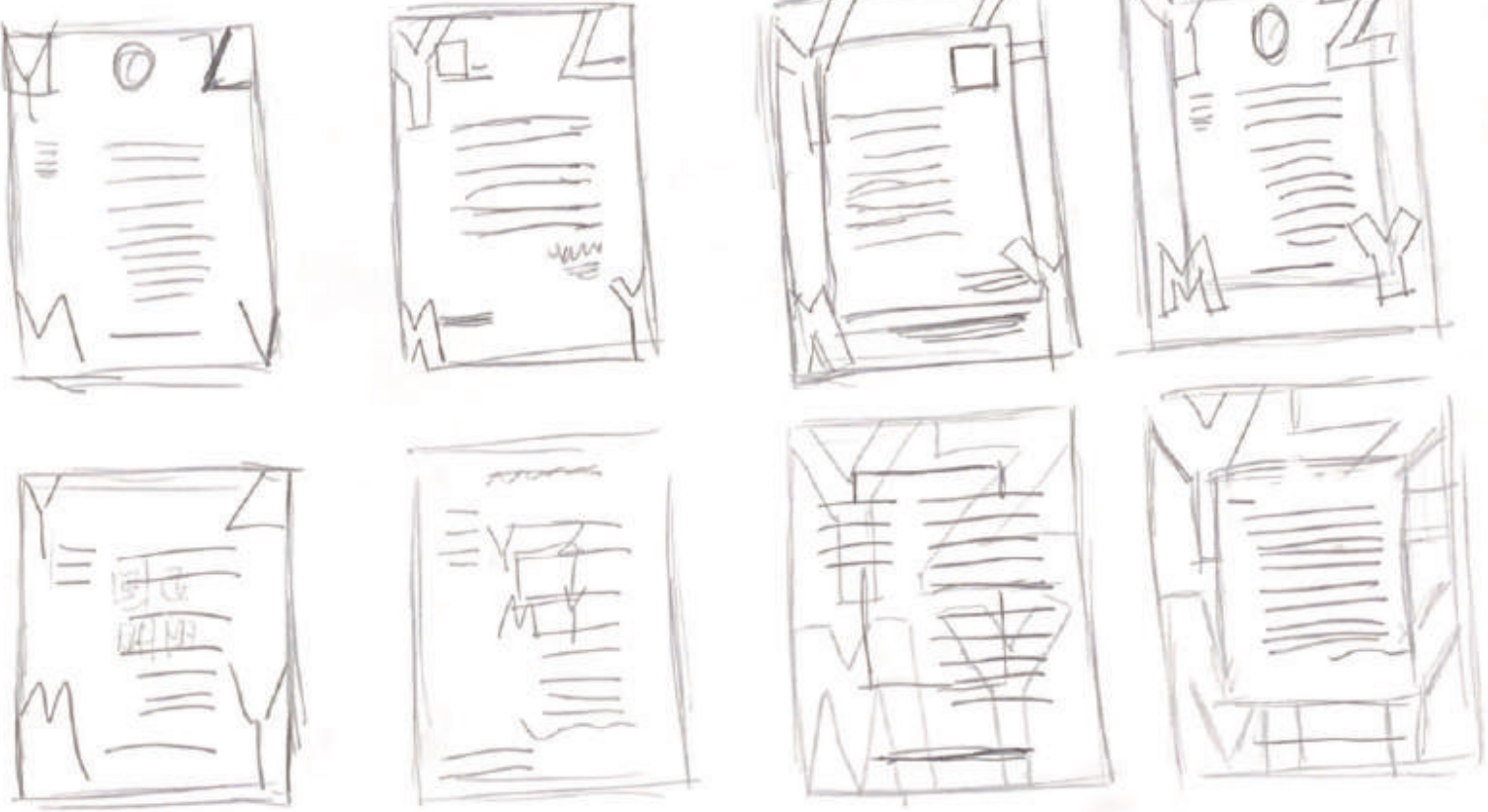
Name card



email



Letter page



Deliverable 3 Stationery



To: Nanzhen Chen
79 Qingchun Road,
Shangcheng District,
Hangzhou
Zhejiang
China

Hello Ms. Chen,

Thank you for considering Yuan Zheng Ming Yang for your conference needs. After learning more about the event, I'm confident that our team can deliver fantastic results on time and within budget. This conference design proposal outlines the scope of work and pricing of our services. If you have any questions, please contact me directly over email or phone.

Client is looking to revamp its brand identity, which includes tourism, visiting, investigation, reception arrangement, and conference organization services. Our work has demonstrated significant achievements in business growth and brand development helping our clients to garner lasting results. We hope to provide Client with similar success through our outstanding graphic design services.

Yuan Zheng Ming Yang is a conference & exhibition Company that is a full-service company providing tourism, visiting, investigation, reception arrangement, and conference organization services nationwide for teachers, students, and social needs. They create a harmonious environment for the national education system and the public to communicate with the university personnel and conduct academic exchanges and solves everything except academic specialties in the process of travel and conference, which reflects the expert level of travel and conference from the university. We have consulted multiple companies in the area of conderence design. It is crucial that your brand speaks to the end customer, causes positive emotions, and expresses the values of your company. When working with Yuan Zheng Ming Yang, you're in good hands.

Best regards

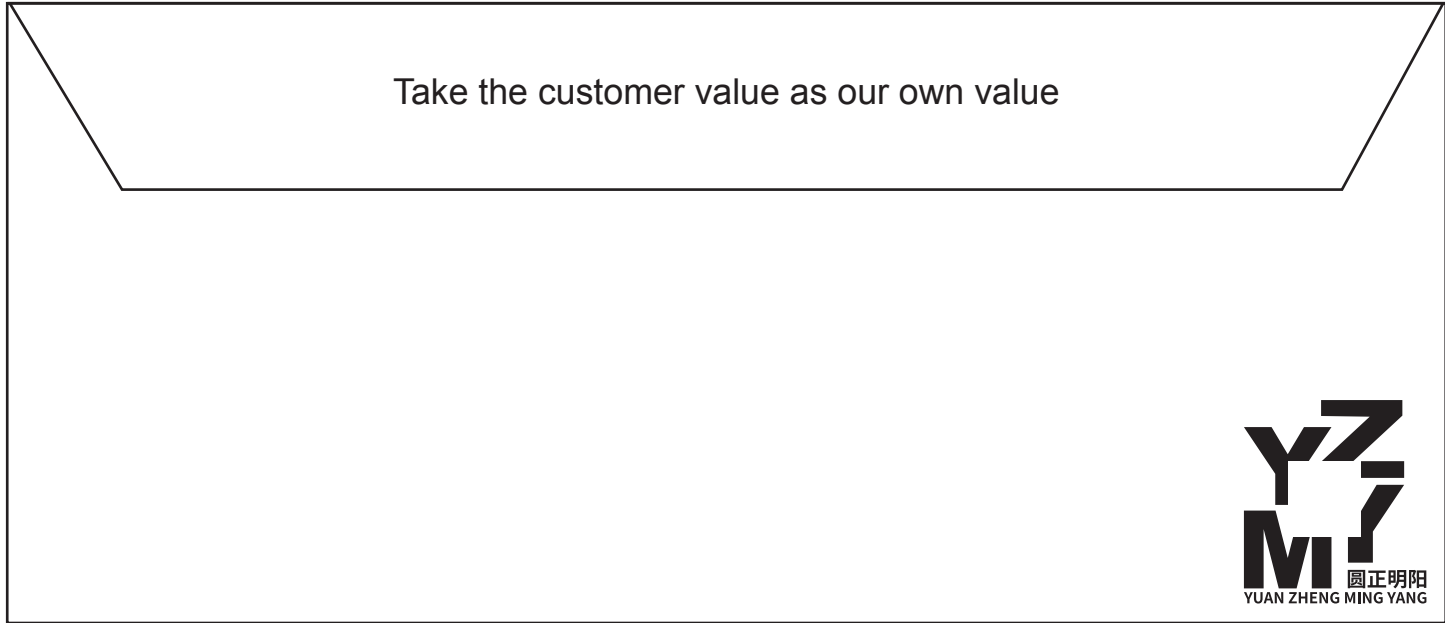
Yulin Jiang



☎ 0571-87830423 📍 9 Provost Road, 1F Cultural Plaza, Hangzhou, Zhejiang, China



Deliverable 3 Stationery



Deliverable 3 Stationery



Final Deliverable 4

