



**IPT  
2021**



# PORT- FOLIO

作品集



[avbstudio.com](http://avbstudio.com)

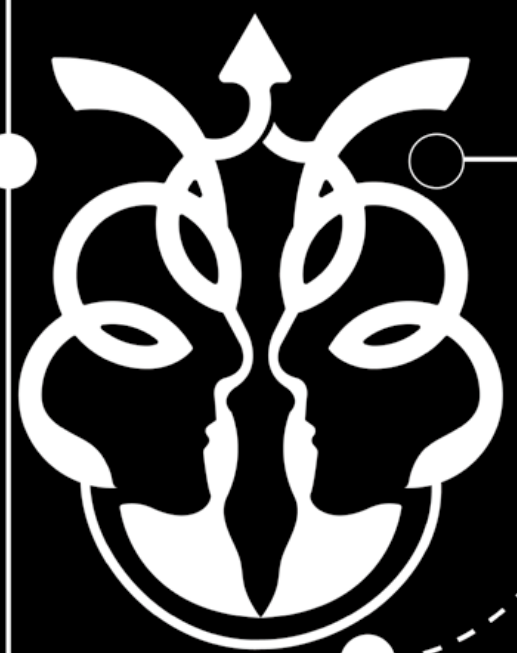
**KEVIN  
CAI YALIANG**

CREATOR ASIA TOP 100  
UBIES (JPN)

COMMERCIAL  
PROJECTS

SG LDN CHI

NYP RCA NWU



ALL RIGHTS RESERVED @KEVIN CAI YALIANG

*a publication that tells what i have been  
doing in the past decade...*

*-Yaliang*

Ubies Asia Top 100 Creator (日本 Ubies 创意设计师)

# Projects

Temple Of Heaven

Culture Creation

Iris Peninsula

Haloch

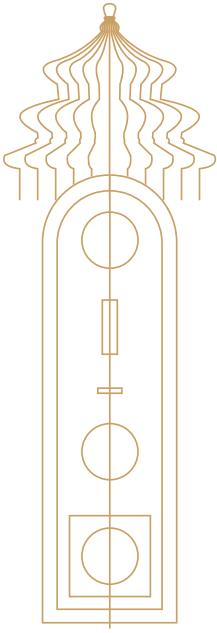
Sunculture

Quarts

Hexin

Wordsearch





# Tiantan, the 600th anniversary -Poster & Identity

Design: Kevin Cai Yaliang

In its 600th anniversary, the Forbidden City cluster has witnessed the historical context of the country and endowed a nation with vitality and creativity for self-improvement. Architecture is a symbol of the height of human civilization. The Forbidden City cluster in Beijing is a silent cultural language and a symbol of Chinese culture that can be widely understood and accepted around the world.

In this design, the theme has given full play to the imagination, so that the Chinese civilization and the world civilization blend into each other, let the creative design show the cultural confidence of the new era.



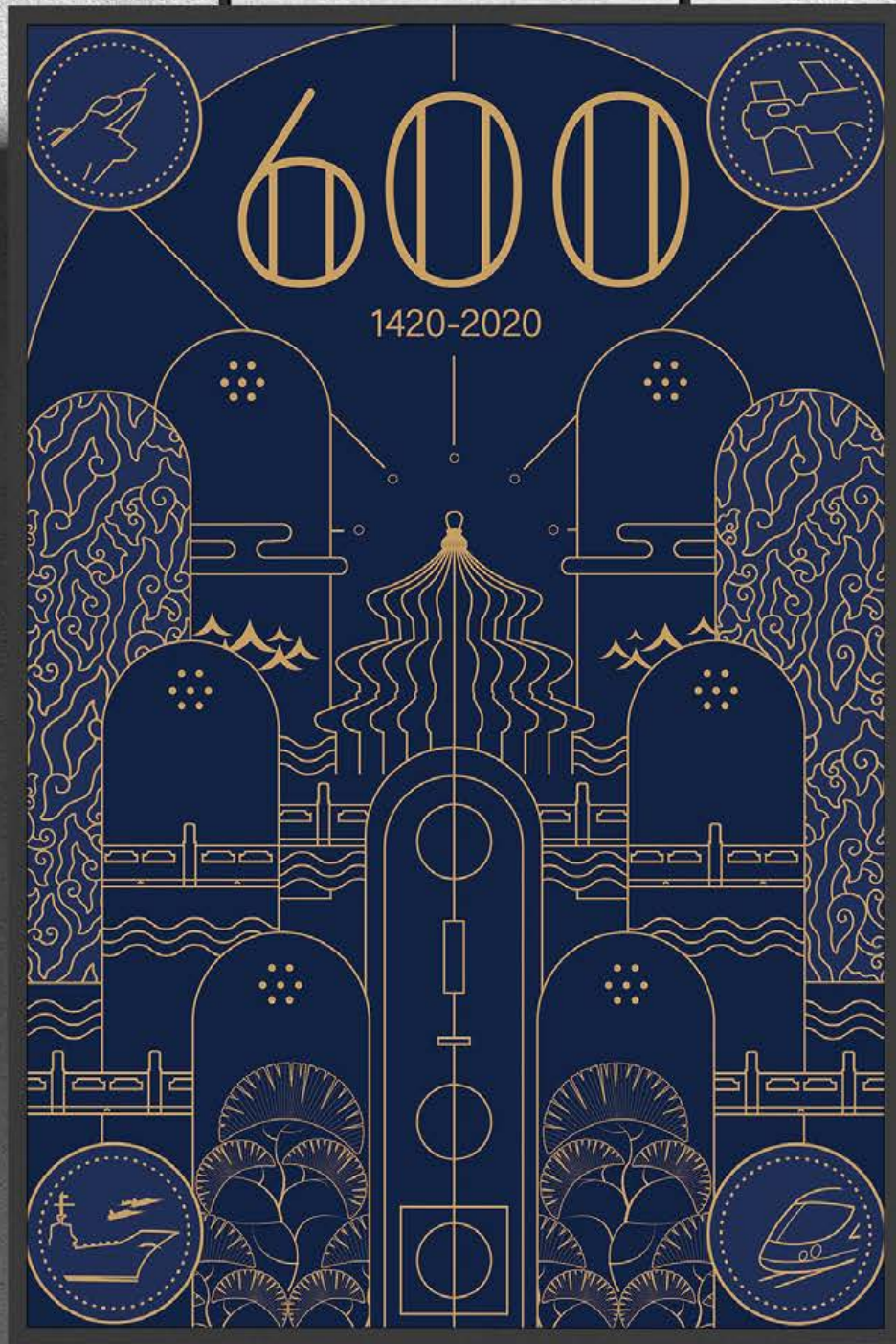
## 天坛礼赞 600 周年纪念







Contest:  
Tiantan, 600th anniversary  
Design Agency:  
Absolute Voltage Branding





不制·不食  
SMASHING  
DELICIOUS

# Culture Creation, Yangcheng Lake & Prosperous GuSu Branding

Design: Kevin Cai Yaliang

"Prosperous Gusu" is the collection brand of gusu culture new economy exploration practice, is the new collection and integration of products, temperament, ecology and technology. This time, we jointly create a high-end hairy crab gift box with Yangcheng Lake brand. Through cooperation, we hope to package Suzhou's excellent cultural and creative products with the "Prosperous Gusu" brand, and jointly develop products in the future. Moreover, with the help of its unique IP resources, it is expected to get through the channel of industry integration and realize the complementing, sharing and circulation of high-quality resources.

- Premium packaging "Delicacy of WuMen" x 1 set
- Ordinary packaging "The Masterpiece Sep" x 2 sets
- Ordinary packaging "The Chanted Frost Oct" x 2 sets



繁華姑蘇  
X  
陽澄湖









Packaging:  
 YangChengLake X Prosperous GuSu  
 Design Agency:  
 Absolute Voltage Branding



SUZHOU  
SEASON  
HAIRY CRAB

阳澄湖  
AUTHENTIC  
YANGCHENGHU

# 吟霜蟹

FULL YELLOW

2020  
HAIRY CRAB  
YANGCHENGHU

AUTUMN  
SEASON

十月  
阳澄湖  
鲜蟹

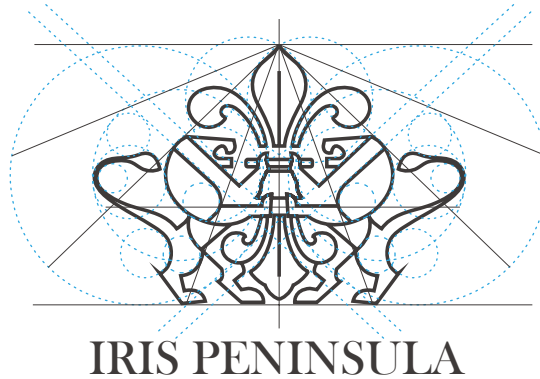




# Iris Peninsula, French Style Residence | Branding | Identity Design

Design: Kevin Cai Yaliang

Iris peninsula is a high-end real estate project of fangheng real estate co., LTD., which focuses on French architectural design style and focuses on urban high-end residential projects. In branding, injected with the concept of loyalty and innovation, so that consumers across the age group can find their own value pursuit.



# Typography

*Baskerville  
SemiBoldItalic*

Headline

**IRIS  
PENINSULA**

Baskerville  
Regular

Content

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Baskerville  
SemiBold

Content

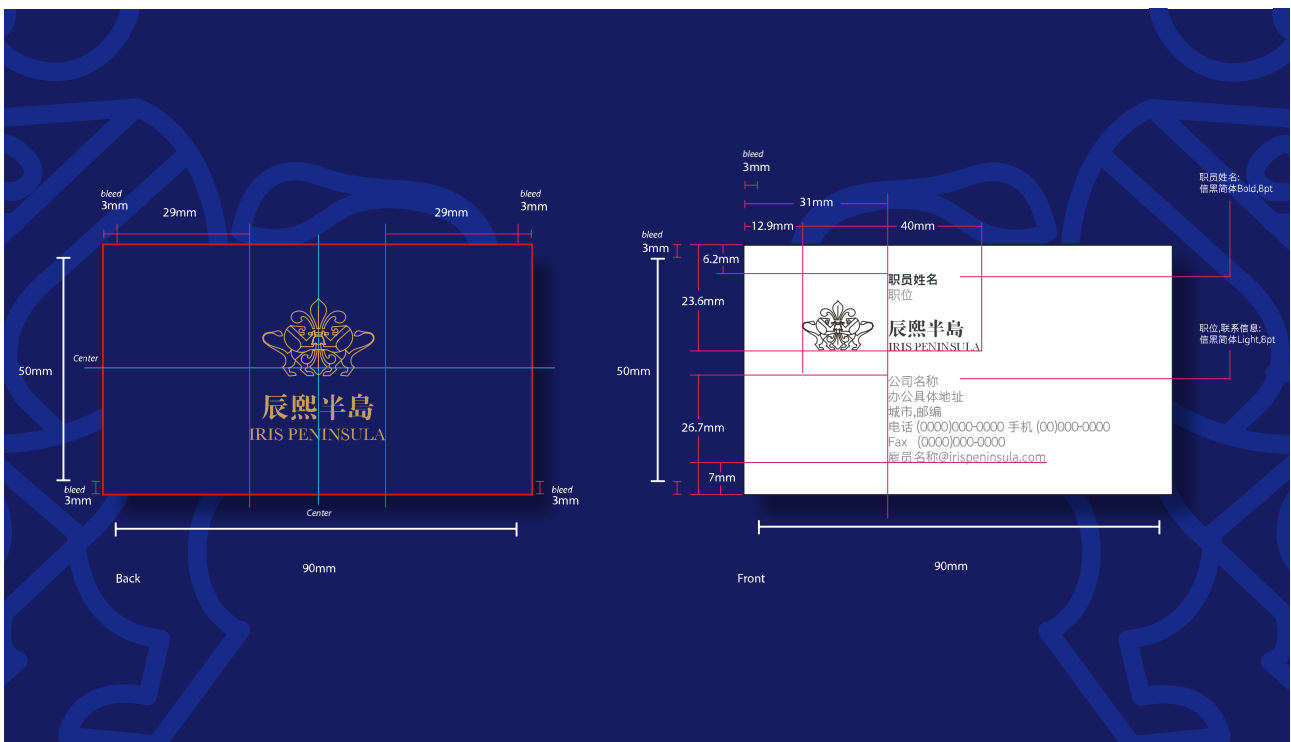
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Baskerville  
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Color Swatch

	CMYK	RGB
Loyalty purple	C26 M100 Y6 K60	R104 G0 B65
Steady blue	C100 M100 Y6 K60	R3 G0 B73
Freshly new pink	C0 M14 Y9 K0	R252 G230 B226
Comfortable pink	C0 M24 Y15 K0	R249 G211 B205







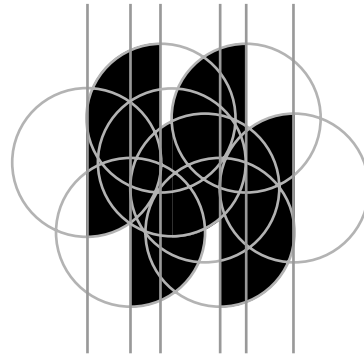
Clients:  
Iris Peninsula  
Design Agency:  
Absolute Voltage Branding



# Haloch, Overseas Education -Campaign Identity

Design: Kevin Cai Yaliang

HALOCH education institution is committed to cultivating young talents with international perspective, and to make specific solutions and implementation for various problems students encounter in their study and life. The design task to create brand with international vision, composed and passion is less achievements of essential elements, study abroad is more than a man's dreams, also for every family expectations, in order to fine the emotional factors into the dreams of the future breakthrough tradition in design and application of the color line, make the visual presents no longer single, filled with the ideal of inspiration!

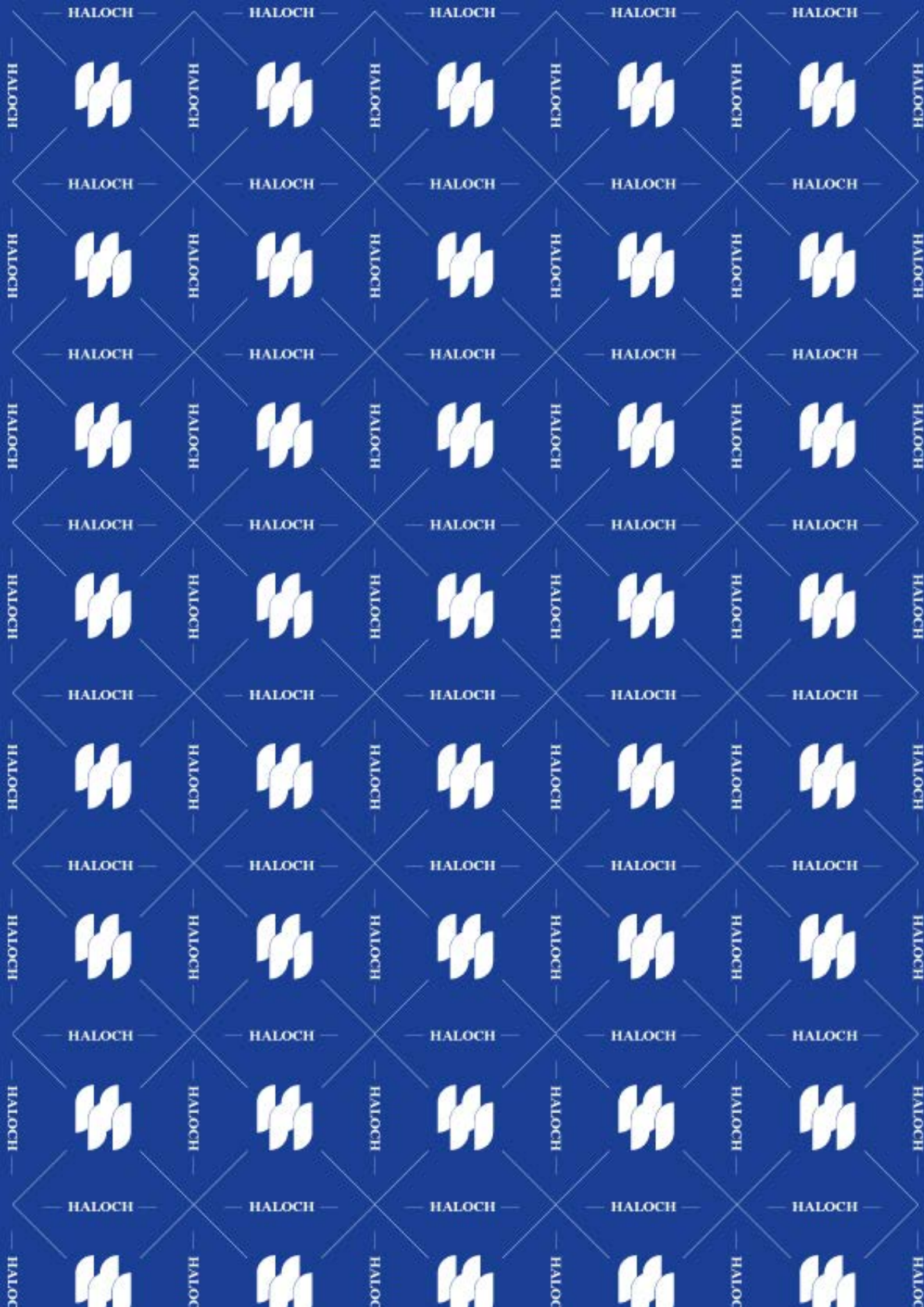








Clients:  
Haloch (Shanghai) Educational Institution  
Design Agency:  
Absolute Voltage Branding

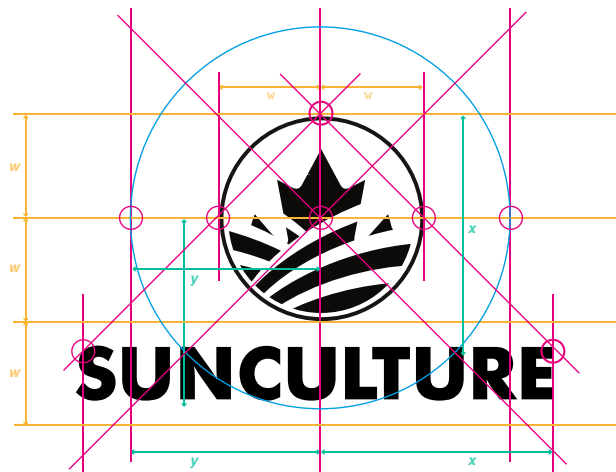




# Sunculture, International Trade | Branding | Identity Design

Design: Kevin Cai Yaliang

SUNCULTURE has taken the lead by bringing natural organic pastures to the table of Chinese consumers and offering high-quality organic food to the vast Chinese market. In order to clarify the brand positioning: "high quality imported agricultural products from Canada", My principle for its tailored to create a complete brand design system. At the beginning of the design, the design concept of "the land of maple leaves, ten thousand mu of fertile land" has retained the traditional impression of the Chinese people on Canada. In the subsequent design, bold use of color to highlight the nature and nature of crops.



## Our Logo

The colors shown below are for illustration purposes only and should not be used for color matching.

	PRIMARY PALETTE	PANTONE	CMYK	RGB	HEX
Green color family		Pantone 380	C30 M9 Y76 K0	R196 G204 B96	#c4cc60
		Pantone 7738	C78 M15 Y90 K0	R110 G159 B71	#6e9f47
		Pantone 7741	C83 M37 Y100 K0	R77 G126 B65	#4d7e41
Gray color family	SECONDARY PALETTE				
		PantoneCool Gray 11	C0 M2 Y0 K68	R82 G80 B81	#525051
		Black	C0 M0 Y0 K100	R0 G0 B0	#000000

# Typography

The typeface families chosen to represent the Sunculture are Helvetica for English and Dongqing for Chinese. These two typefaces have been chosen for their legibility, simplicity, and modernity. To maintain the consistent implementation of our visual identity, it is important to use only these typeface families in their appropriate media environments.

Helvetica is available in a variety of weights, making it extremely flexible, whereas Dongqing is renowned for its on-screen clarity. Roman and italic versions of both typeface families can be used to help add pace to communications, especially those that are relatively copy heavy.

## English

### Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789(%\*!+@+)  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789(%\*!+@+)*

### Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789(%\*!+@+)**  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789(%\*!+@+)***

## Chinese

### 冬青黑体简体中文版

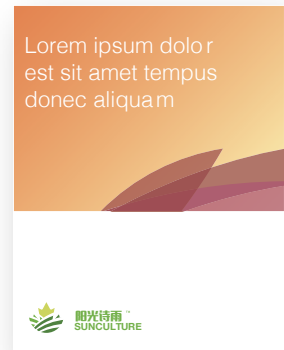
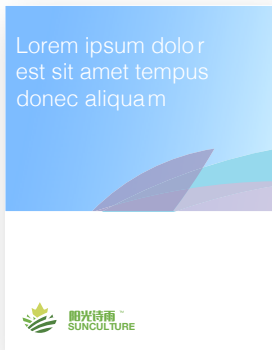
阳光品质 美好生活

Helvetica family

Dongqing family

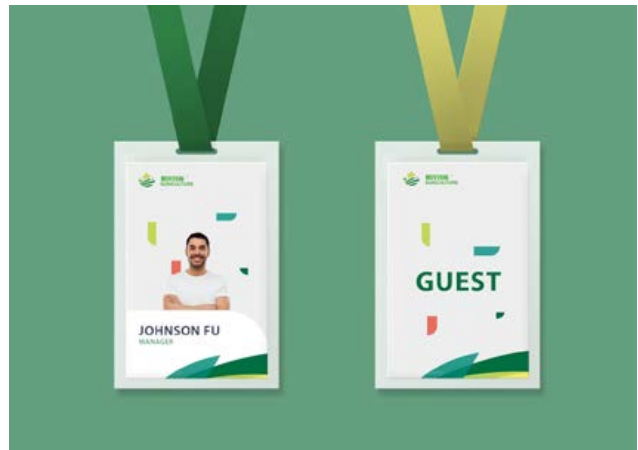
# Brochure

The simple combination of color, graphic elements, and messaging can be an effective form of communication.



# Signage





Clients:  
Suncluture Health & Technology  
Design Agency:  
Absolute Voltage Branding



# Quarts, Private Condominium | Branding | Brouchure

Design: Kevin Cai Yaliang

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Quarts private senior apartment is located in the north of Singapore, with a good location and complete public facilities. The design goal of the project was to create a concept associated with its name "water", which is transparent and clear for high-end enjoyment in the tropical region.

**Clients:**  
Quarts(Singapore) Realestate  
**Design Agency:**  
Absolute Voltage Branding



**quarts**  
Private Condominium

**EVERY PLACE**  
WITH ITS THINGS & **EVERYTHING**  
IN ITS PLACE

REGISTER NOW FOR PRIORITY PREVIEW

quarts.com.cn  
**7843 9898**

CitiEstate Sun Wood

**quarts**  
Private Condominium  
Innovative Occupations

**EVERY PLACE**  
WITH ITS THINGS & **EVERYTHING**  
IN ITS PLACE

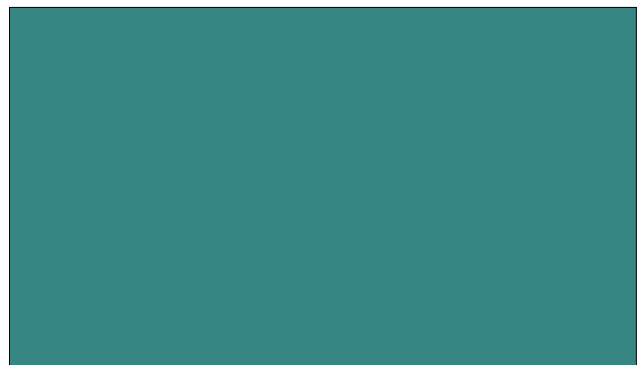
REGISTER NOW FOR PRIORITY PREVIEW

quarts.com.cn  
**7843 9898**

CitiEstate Sun Wood

visit us at:  
**QUARTS GALLERY**  
Hongshuhu 28 Northeast, PO 123000, China

WTI is an index by the International Healthcare Research Center (IHRC), a US-headquartered non-profit research center that provides WTI to an index by the International Healthcare Research Center (IHRC).



# Hexin, Internet Finance Poster & Advertisement

Design: Kevin Cai Yaliang

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The Internet financial industry has developed rapidly and has created a wealth of legends. We are engaged in the preparation period of getting listed by NASDAQ in the States, and are responsible for supervising the design guidance related to the market brand. The challenge of financial products to designers lies in product abstraction and lack of content support, which is challenging for knowledge accumulation of graphic designers.



Clients:  
Hexin E-Commercial & Technology  
Position:  
In-house Branding Designer

也许新年与否  
最大的区别  
就是有一些特别的人  
他们用心告诉你

我又陪了你一年  
还想再陪你一年

#你好  
2018#



和信金融  
hexindai.com

安全运营xxxx天  
累计为和粉赚取收益x亿+

# Wordsearch, Creative Agency Master Plan & Branding Campaign

Design/Editorial Design: Kevin Cai Yaliang

Wordsearch is a design company from London, UK, which serves high-end realestate creativity. It entered the Chinese market in 2014 and won many brand promotion projects of skyscrapers in China. Britain's gentlemanly and meritocratic approach has given the company a distinctive corporate culture that has won it many loyal customers. During this period, I was mainly responsible for project management, creative concept proposal, publication design, etc.

- Sirilanka Master Plan
- The One - Wanda Group Overseas Project
- Fraser Realestate Singapore
- China World Trade Center





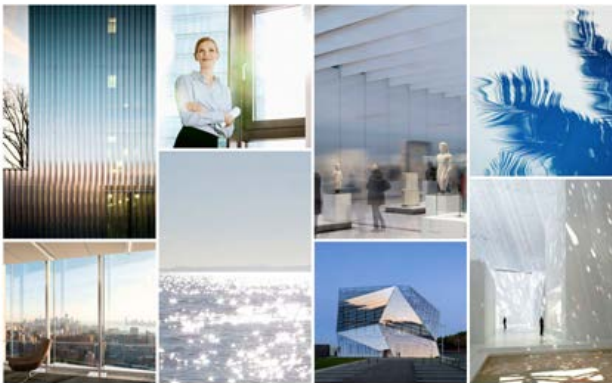
*Botanical*

Fresh & Fusion



*Reflection*

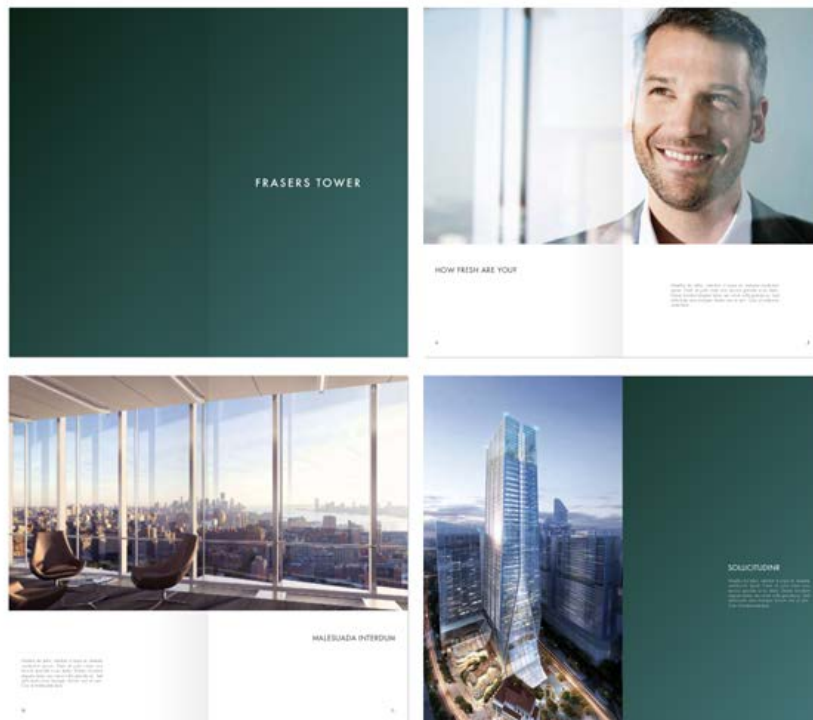
High shine & High contrast



*Stationery*



*Brochure Spreads*



### 中国大酒店 China World Summit Wing

Building 28 offers guests and suites with flexible views across the city. Facilities include a heated infinity swimming pool, dining and bars, landscaped lawn, landscaped indoor swimming pool and Beijing's largest indoor golf course.



# 388

388,000 RMB/USD  
388,000 SQ M OFFICE

388,000 RMB/USD  
388,000 SQ M OFFICE

# 220

220,000 RMB/USD  
220,000 SQ M RETAIL

220,000 RMB/USD  
220,000 SQ M RETAIL

# 407

407 APARTMENTS

407 APARTMENTS

# 1381

1381 HOTEL ROOMS

1381 HOTEL ROOMS

### 中国大酒店 China World Hotel

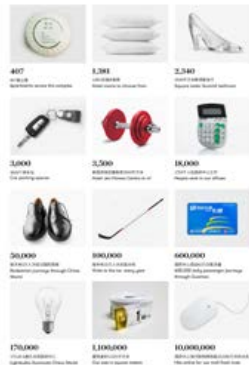
China World Hotel offers 1381 beautifully appointed guestrooms and suites, 407 apartments and 220 retail spaces. Located in the heart of the city, the hotel is a landmark building and a symbol of modern architecture in Beijing. The hotel is a landmark building and a symbol of modern architecture in Beijing.

China World Hotel offers 1381 beautifully appointed guestrooms and suites, 407 apartments and 220 retail spaces. Located in the heart of the city, the hotel is a landmark building and a symbol of modern architecture in Beijing. The hotel is a landmark building and a symbol of modern architecture in Beijing.



### Artefacts 数字国贸

数字国贸是国贸中心的重要组成部分，是国贸中心的重要组成部分。数字国贸是国贸中心的重要组成部分，是国贸中心的重要组成部分。



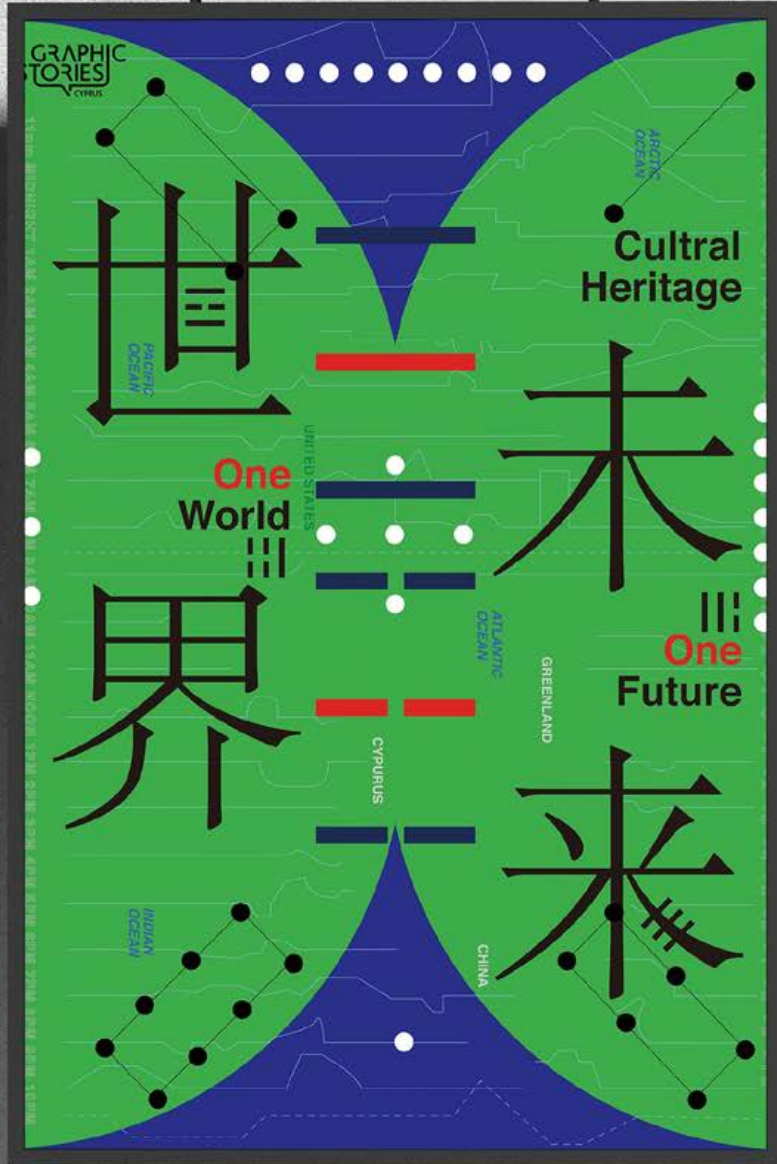






## Side-Projects

Poster Contest  
VOSS Summer  
Products' Labels  
Visuals of Amazon  
Visuals of LITB



**10次大气泡泡深层清洁**  
原价6880元  
店庆特惠价 **2666元**

另赠送  
价值888元的90度大开花美睫1次

**10次高周波身体管理**  
原价4980元  
店庆特惠价 **2266元**

另赠送  
价值1280元的高贵女王焕肤1次

**10次高女王焕肤管理**  
原价9880元  
店庆特惠价 **4288元**

另赠送  
价值2094元的纤体管理3次

**5次90度大开花美睫**  
原价4940元  
店庆特惠价 **2288元**

另赠送  
价值1280元的高贵女王焕肤1次

**20次高女王焕肤管理**  
原价19760元  
店庆特惠价 **7988元**

另赠送  
价值4188元的纤体管理6次

**周年**  
YIYUAN

**艺源**  
TWO YEARS ANNIVERSARY

**特别推出**

5.1-5.31

CELEBRATION EVENT 店庆活动  
SPECIAL RECOMMENDATION

Work submitted for  
the 4th Cyprus Poster Contest  
第四届塞浦路斯海报展参赛作品

Poster campaign for commercial  
events  
商业系列海报

**IPT  
2021**

The 13th  
International Poster  
Triennial in Toyama



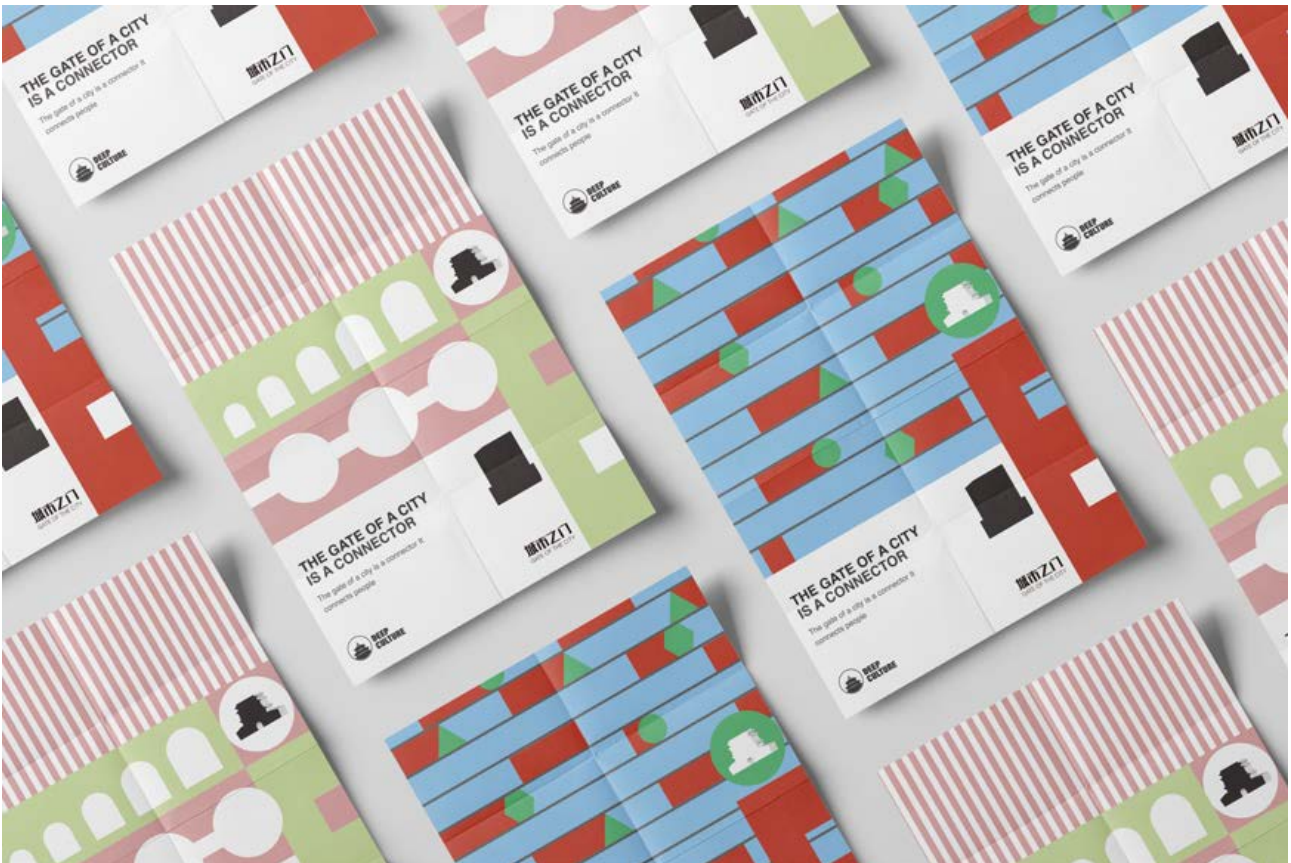
**富  
山**

The  
Invisible  
Of  
Identity



**?**

**INVISIBLE**



Work submitted for  
the 13th Toyama / Japan Poster Contest  
第 13 届日本富山海报展参赛作品

Poster campaign for Taipei design  
awards 2020  
2020 台北设计奖海报



VOSS®

purity from within

此刻净享纯粹

**MOST  
DESIRED** 

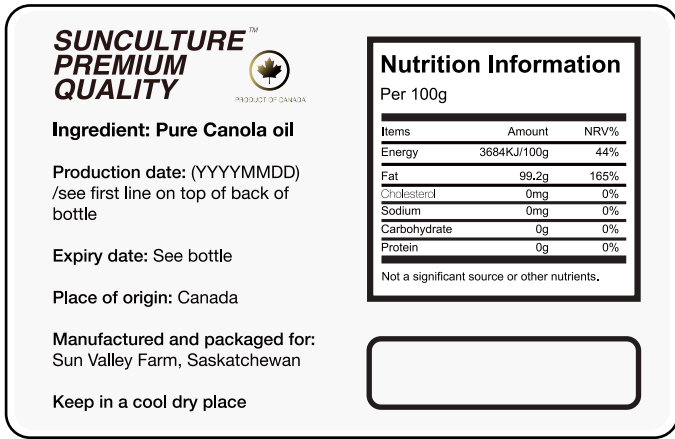
we can't promise inner peace.  
but inner purity?  
yeah, every bottle comes with that.





2.25"

3.5"



2.25"

3.5"

**CANOLA CANADA**  
**OIL** HUILE DE CANOLA



**SUNCULTURE**<sup>TM</sup>  
**PREMIUM**  
**QUALITY**



PRODUCT OF CANADA

**946ML**

**SUNCULTURE**<sup>TM</sup>  
**PREMIUM**  
**QUALITY**



**Ingredient: Pure Canola oil**

**Production date:** (YYYYMMDD)  
/see first line on top of back of bottle

**Expiry date:** See bottle

**Place of origin:** Canada

**Manufactured and packaged for:**  
Sun Valley Farm, Saskatchewan

**Keep in a cool dry place**

Nutrition Information		
Per 100g		
Items	Amount	NRV%
Energy	3684KJ/100g	44%
Fat	99.2g	165%
Cholesterol	0mg	0%
Sodium	0mg	0%
Carbohydrate	0g	0%
Protein	0g	0%

Not a significant source or other nutrients.





5.75 in

6 in



Left Panel  
1.875 in

Front Panel  
2 in

Right Panel  
1.875 in

# MORE SOUND ALL AROUND

NEW SOUNDLINK REVOLVE+



SHOP

THE  
SEASON'S  
**NEW** BRIGHT

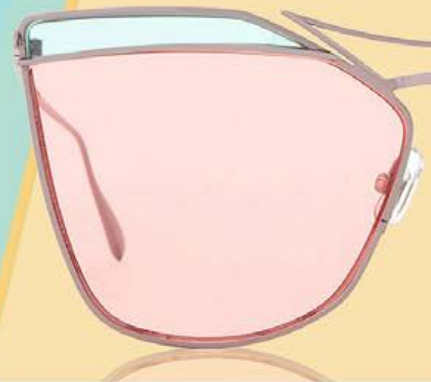
SHOP



*Summer  
Colors*

TITANIUM FRAME IN SILVER  
100% UV PROTECTION

SHOP







High Quality Tattoo Kits  
**50% off** SHIPPING  
Lasts: Apr 29-may 2

ALL YOU NEED CAN BE FOUND IN OUR TATTOO KITS  
**BUY MORE SAVE MORE**  
ON SHIPPING FEE  
UP TO **90% off** SHIPPING  
LASTS: APR 18-19



*Express Yourself*  
**This Summer**

---

- Tattoo Machines  
Free Grip On Machines Over US\$ 30 ▶
- Tattoo Kits  
Up To 75% OFF + Free Shipping ▶
- Tattoo Ink  
20% OFF On Orders Over US\$ 50 ▶
- Tattoo Transfer & Supplies  
Hot Selling ▶
- Temporary Tattoos & Lip Tattoos  
20% OFF On Orders Over US\$ 50 ▶



NEW ARRIVAL TATTOO KITS  
UP TO **60%** off  
+ Free Shipping Lasts: August 3-4



FIND THE BEST DEALS  
On Tattoo Kits Right Here  
UP TO **60%** off  
Lasts: June 6-7  
+ FREE SHIPPING

*End*