

CHARMAINE CHENG

Final Logo Presentation

FINAL LOGO

I chose this as my final concept because it ticked the most boxes for me. It's conceptual and clever, which showcases a bit of my personality and my ability to come up with out of the box solutions. As a mark, it is sophisticated and professional, but with subtle personalities. I think the mark itself fits well inside my moodboard. Overall, this final concept balances my witty/humorous nature with my love for elegant aesthetics. Out of all the concepts, it was more representative of me.



(charmaine cheng)

Brand Essence

INTUITIVE AMBITION

Brand Attributes

**WITTY, DILIGENT, HUMBLE,
AGILE, INTROSPECTIVE**

BUSINESS CARDS

I do a terrible British a(cc)ent.

Don't worry, I'll (cc) you on the important emails.

Ca(cc)iatore is a very amusing word.

778.998.9094

@charmaine.cheng

(charmaine cheng)

is a designer who doesn't pretend to be something she's not.

charmainecheng.com

hi@charmainecheng.com

778.998.9094

@charmaine.cheng

(charmaine cheng)

is a designer you can count on.

charmainecheng.com

hi@charmainecheng.com

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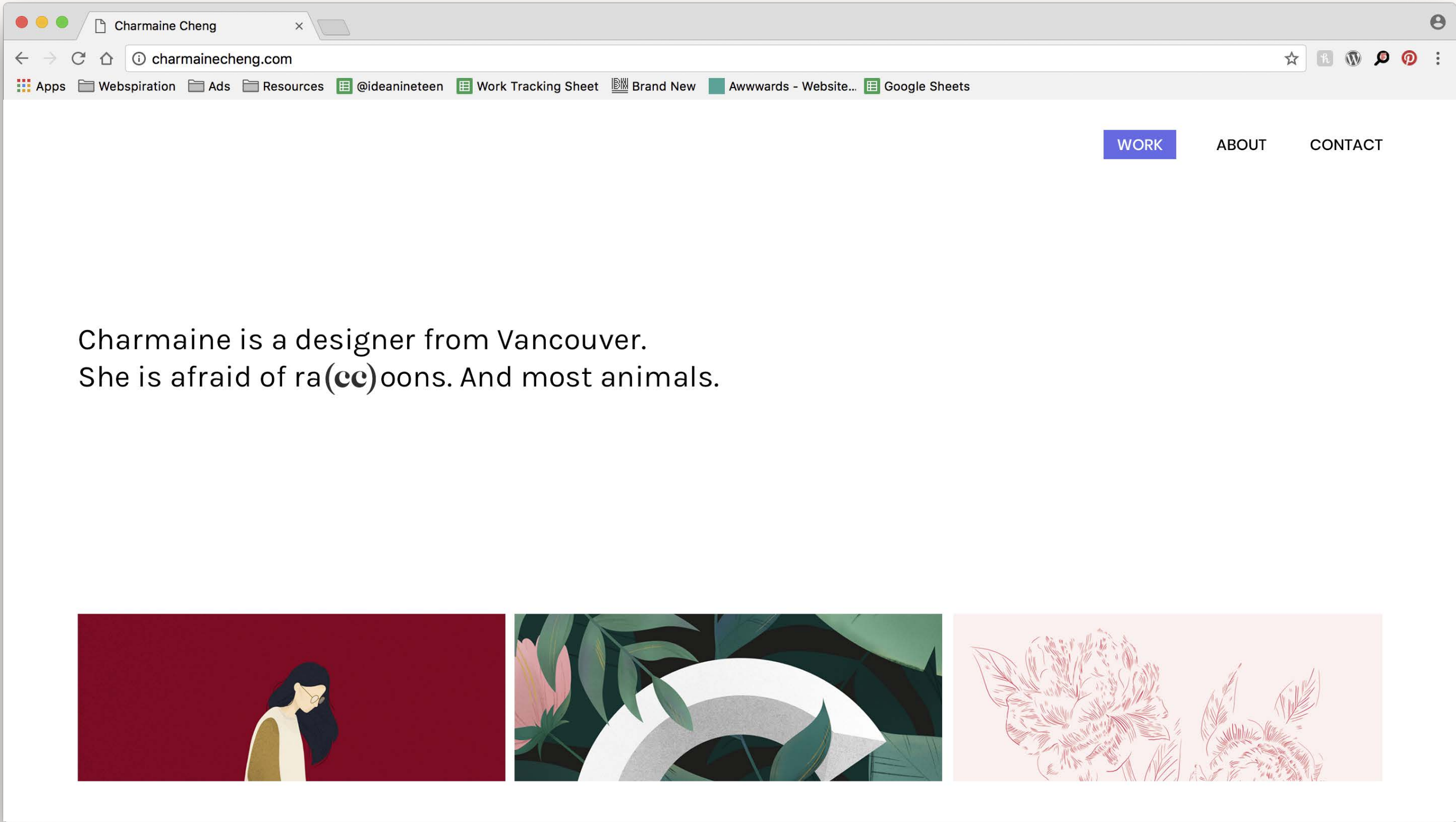
@charmaine.cheng

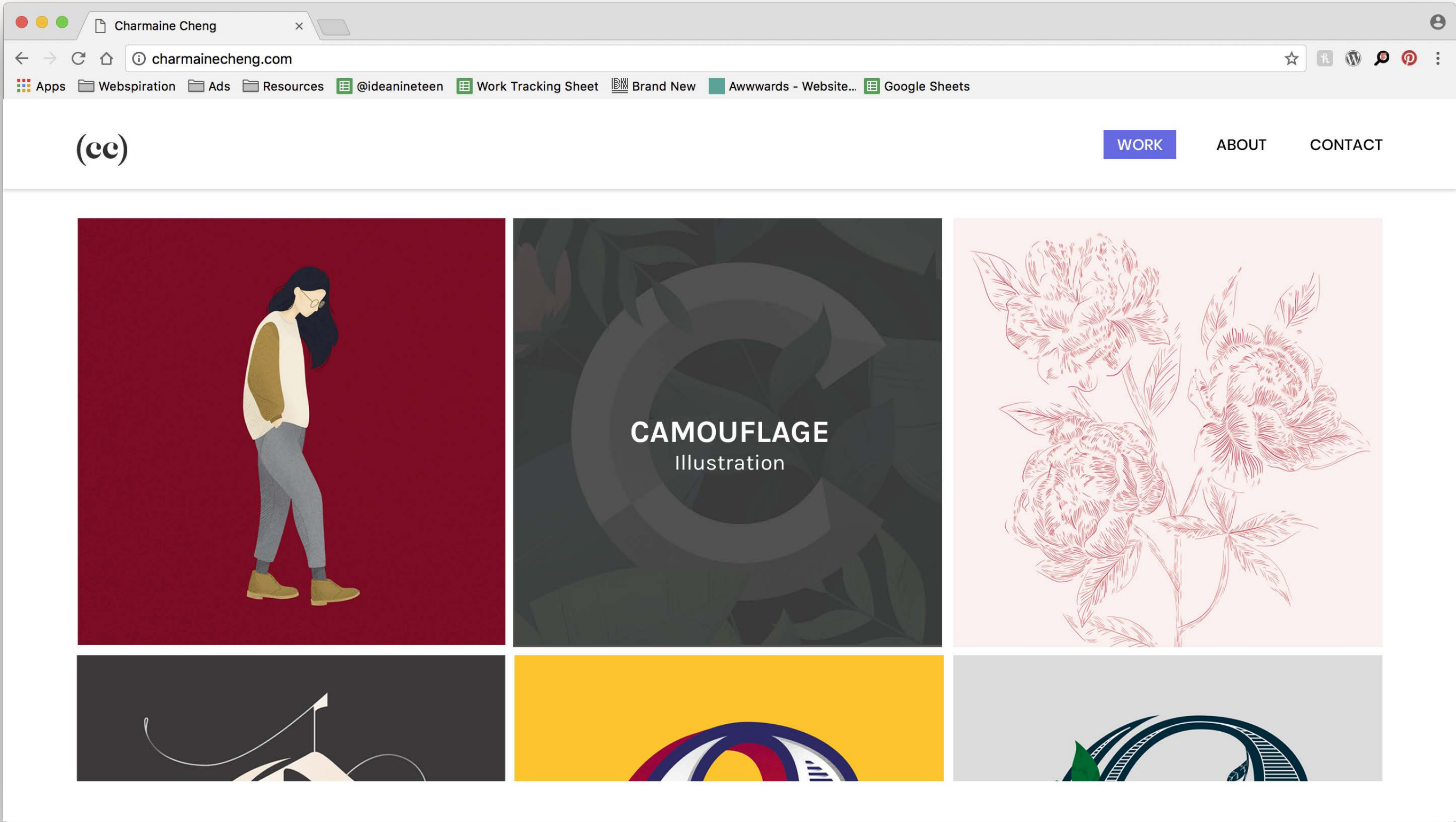
(charmaine cheng)

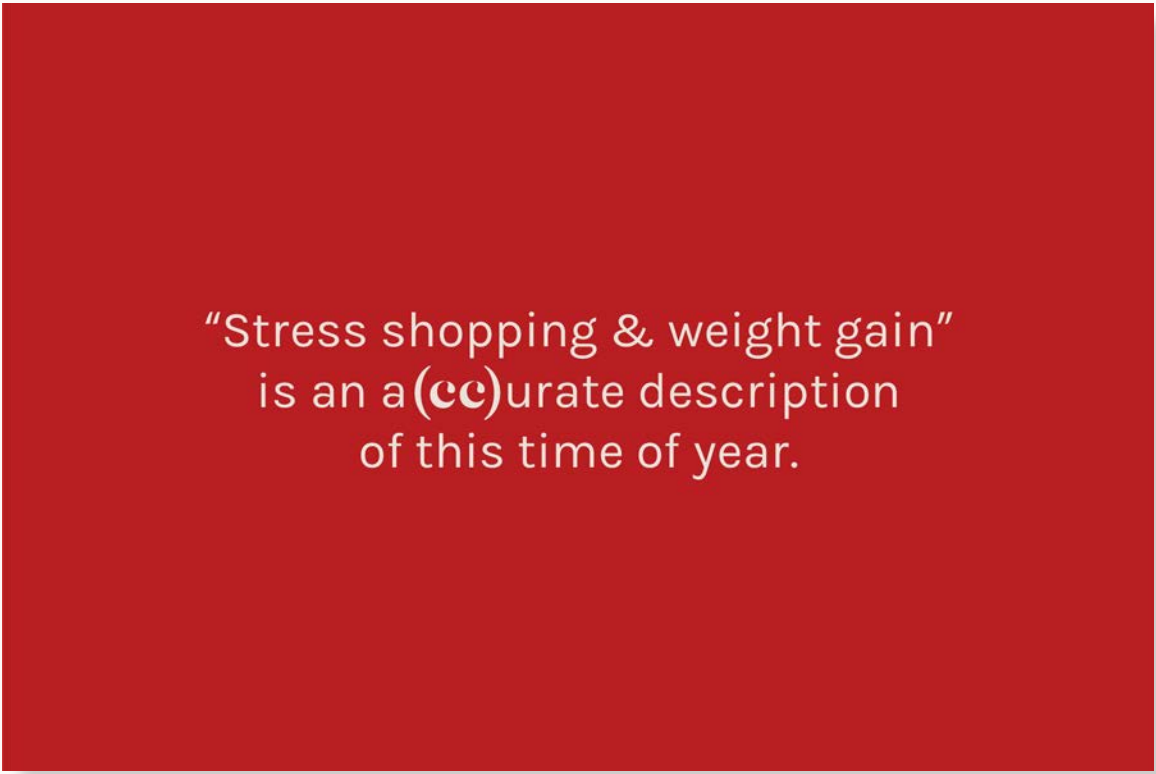
is a designer who finds joy in the little things.

charmainecheng.com

hi@charmainecheng.com







KARLA

Hello my name is Charmaine.

SILK SERIF

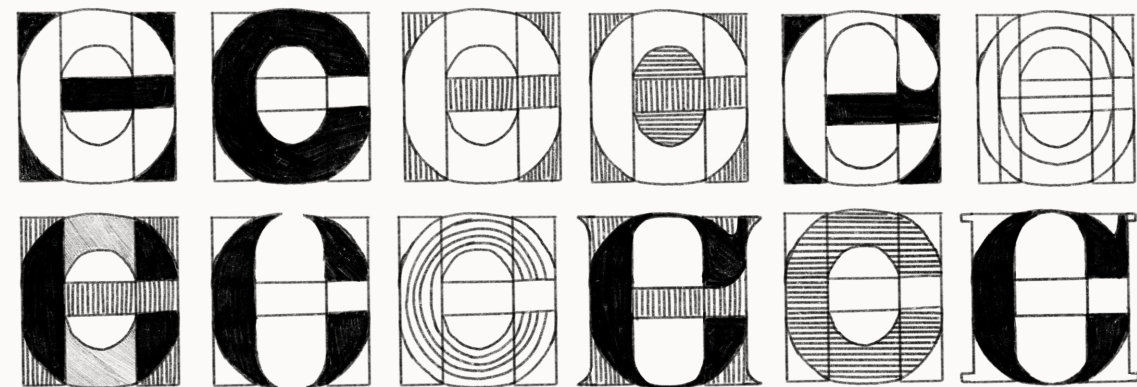
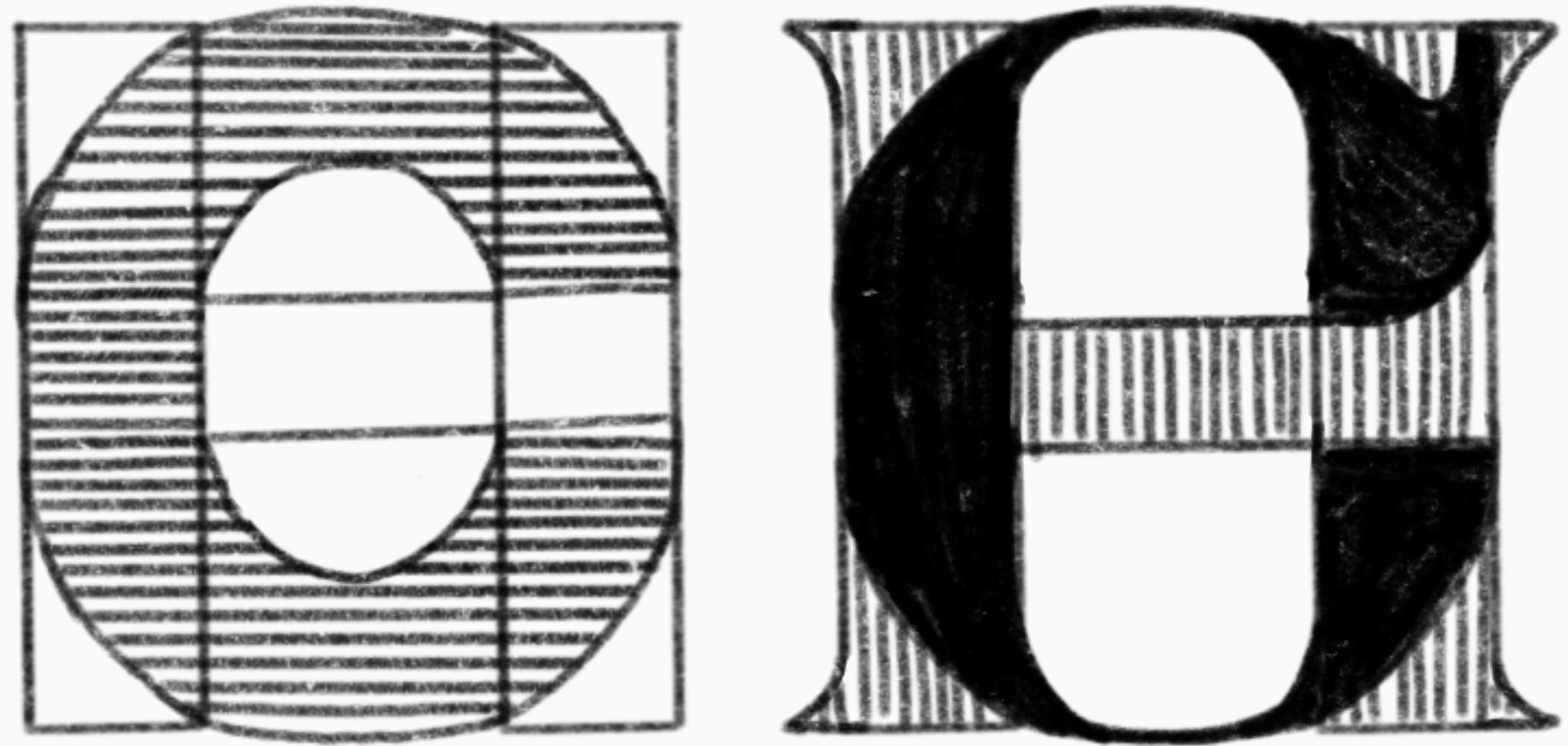
Hello my name is Charmaine

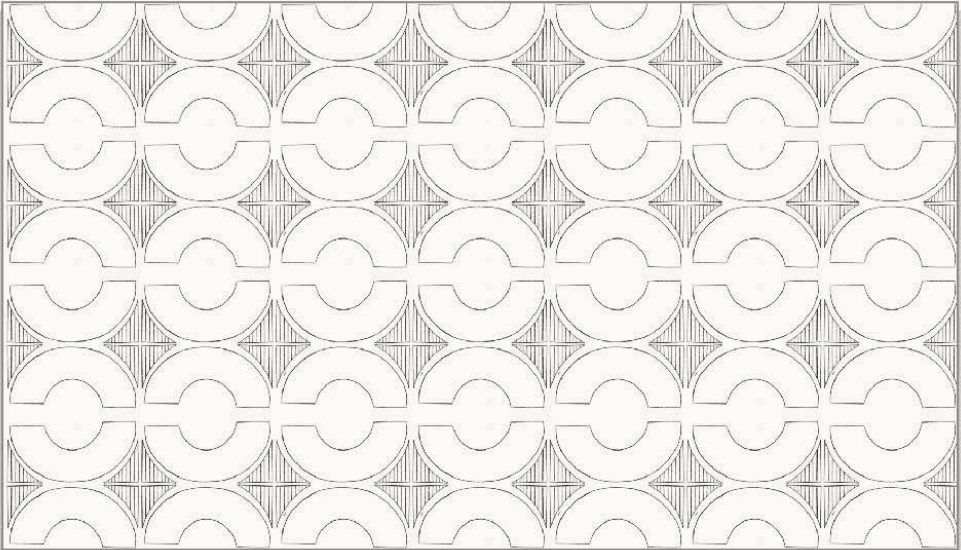
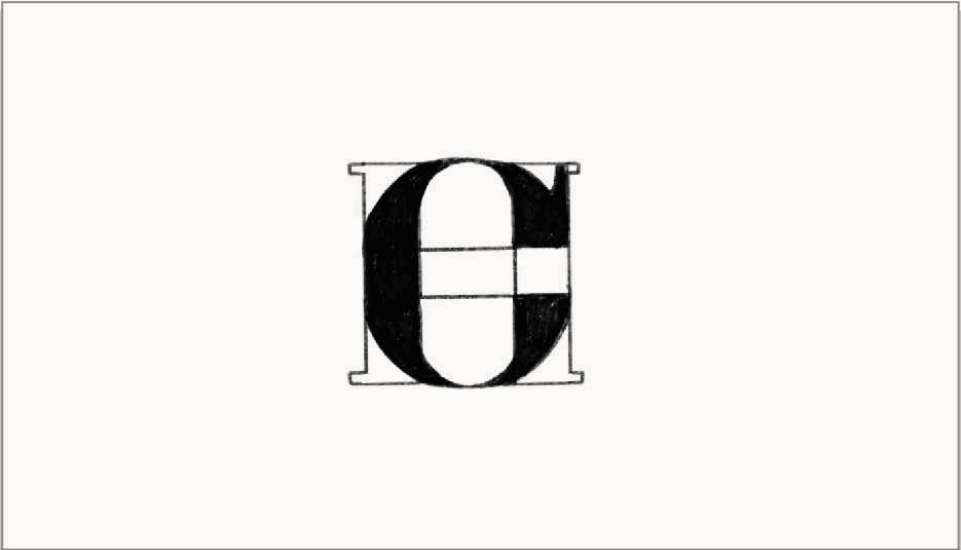




CONCEPT A

Concept A highlights the first two characters of my first and last name, the C and H. The overlapping of the two characters represent harmony and balance, both of which are very important in my life and my work. This logo is a framework that can house many different styles, patterns, typefaces, etc., to show my ability to be versatile.



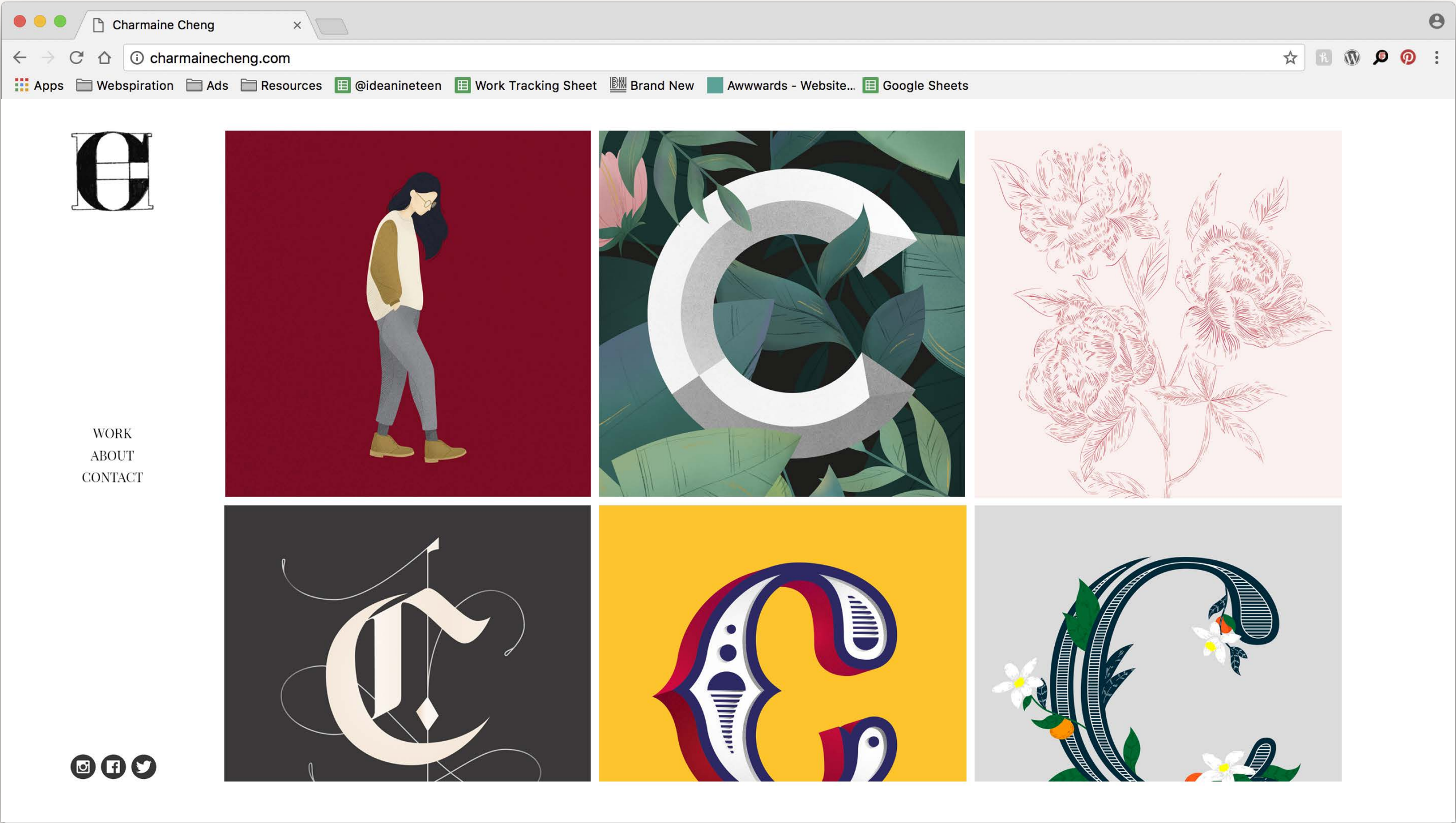


Charmaine Cheng
DESIGN & ART DIRECTION

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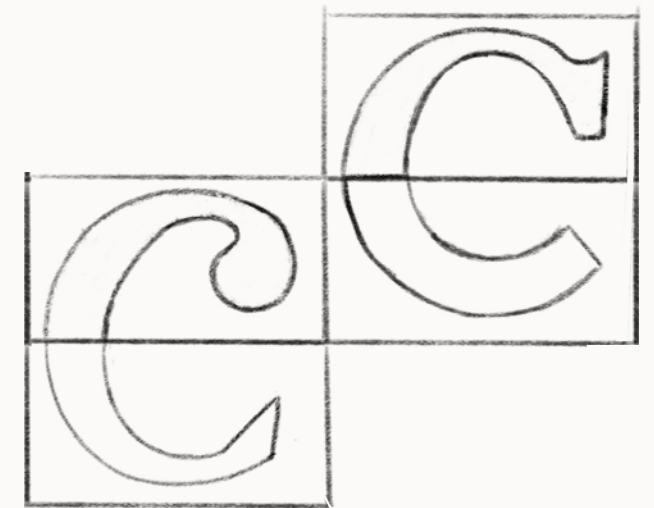
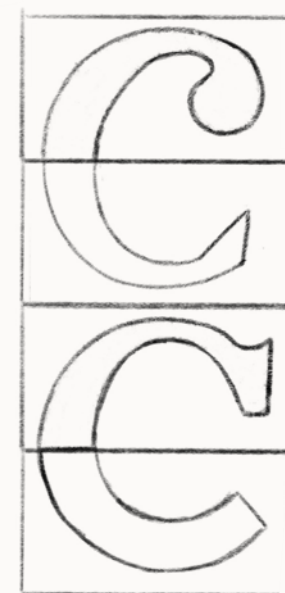
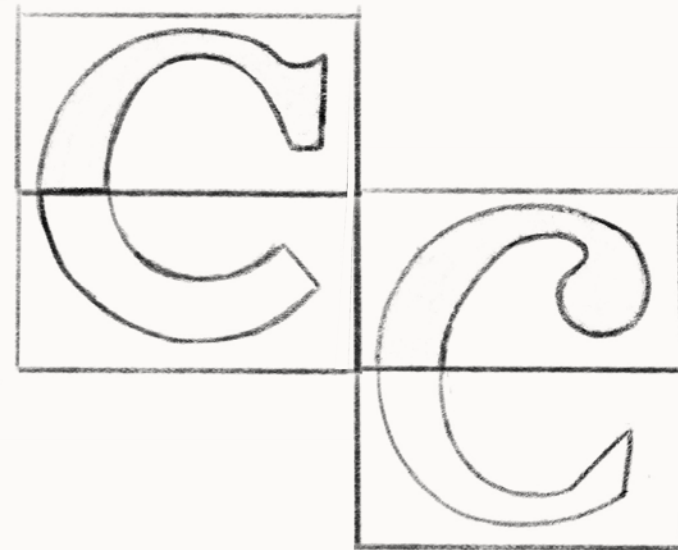
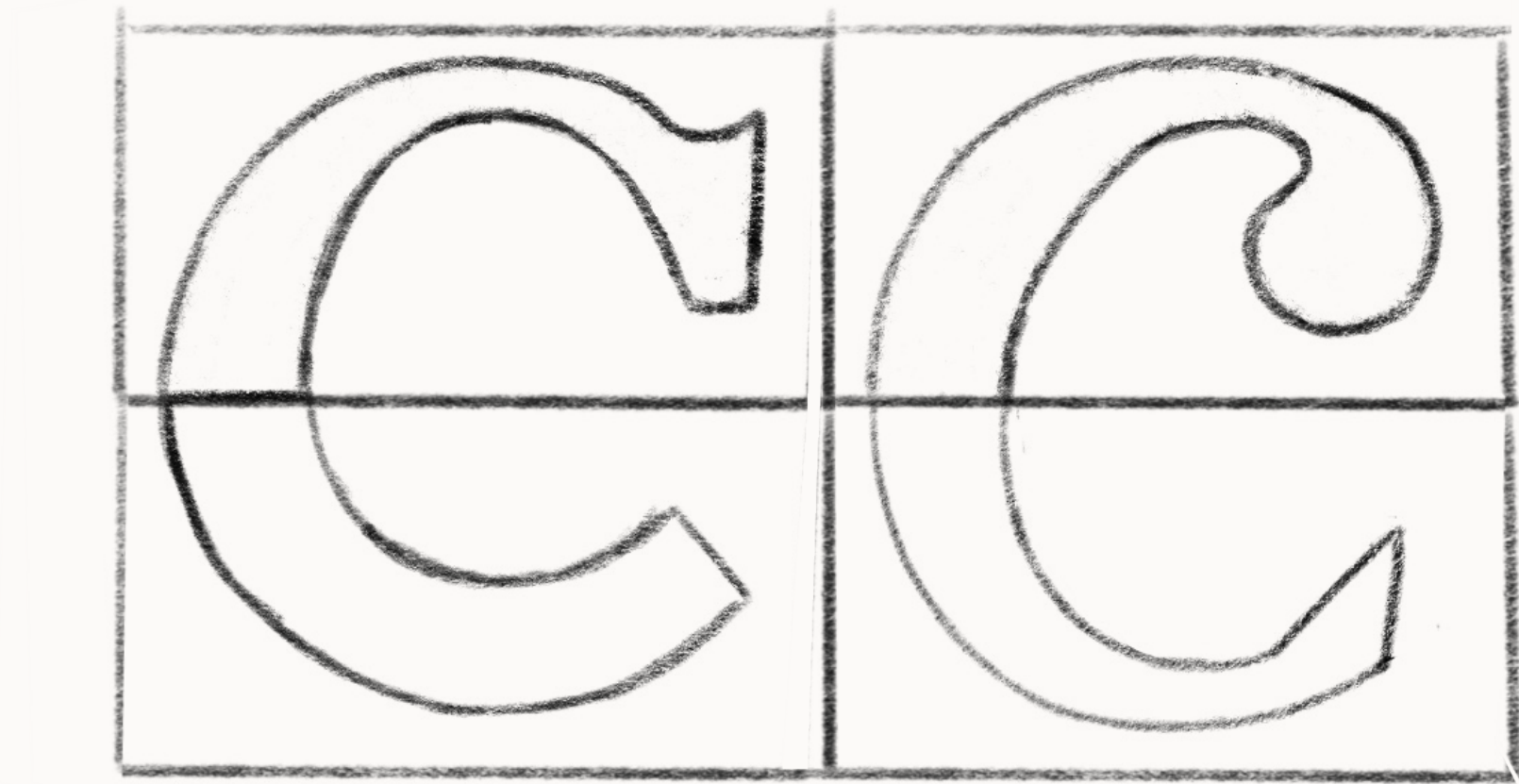
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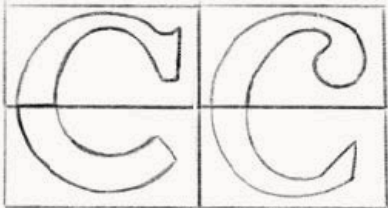


CONCEPT B

Concept B focuses on my initials. It fuses 4 different styles of the letter C. The 4 styles represent not only my love for typography and lettering, but also my skillset and how I am able to do many different things. This concept represents my ability to adapt to whatever situation and my intuitive approach to my design work.

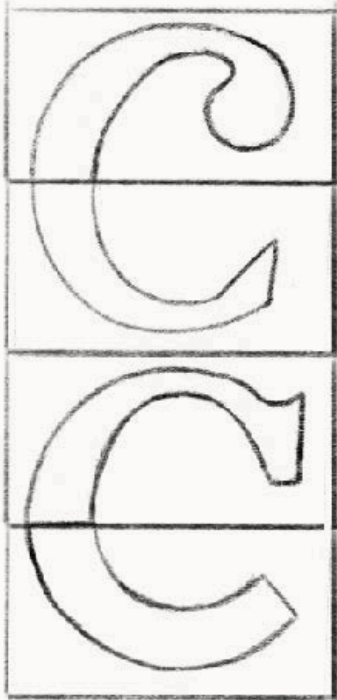


CONCEPT B // BUSINESS CARDS



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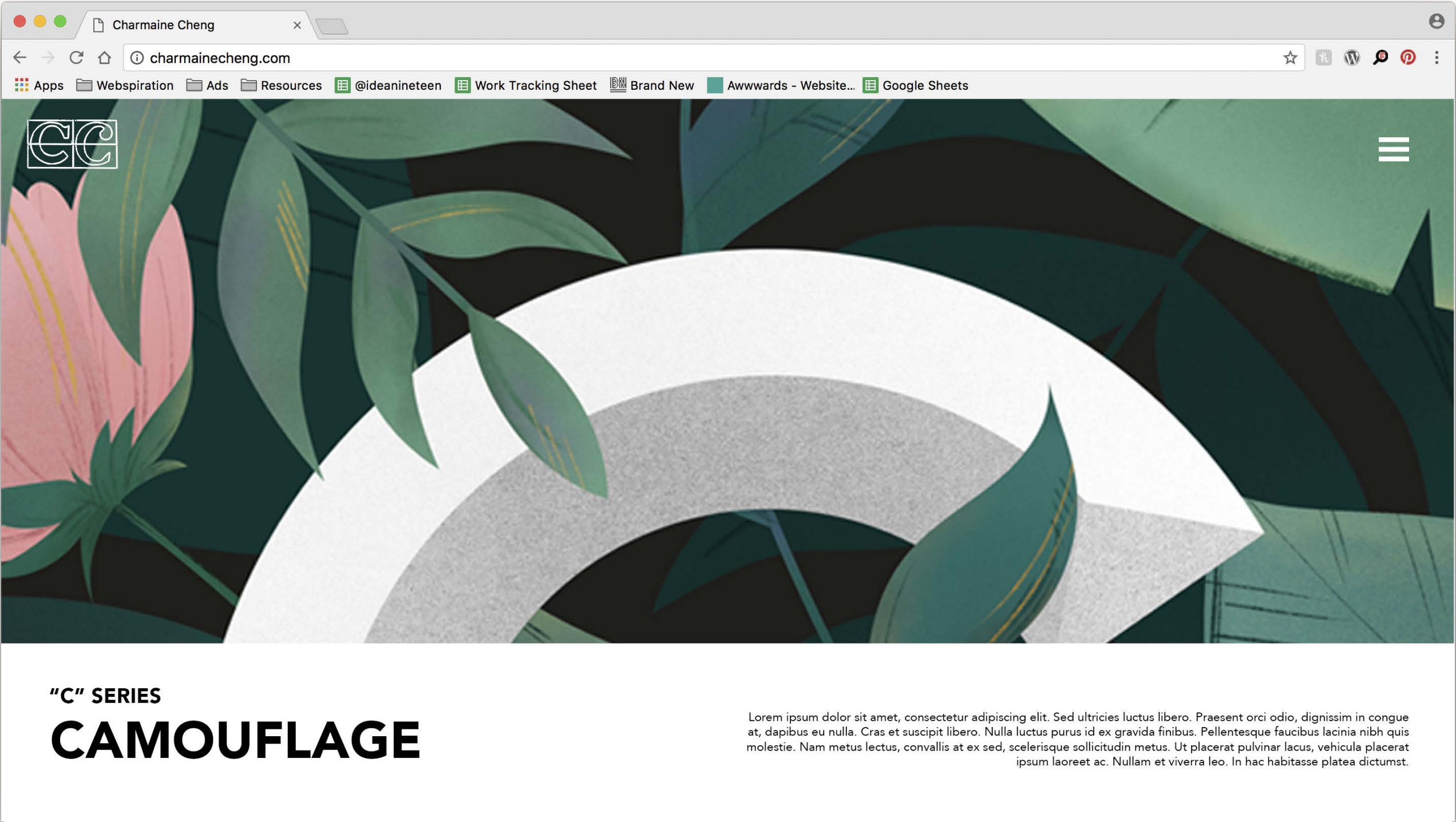
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DESIGN & ART DIRECTION

**CHARMAINE
CHENG**

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CONCEPT C

Concept C also plays on the fact that both my first & last name start with a CH. To exaggerate this, I thought of all the words that start with CH that could apply to me. This concept shows that I have a sense of humour and am able to use my mind to come up with a solution. It also shows how I can be adaptable and make myself fit into certain situations to get the job done.

CH CHARMMAINE
ENG

CH^{IT}_{AT} CH^{EEKY} CH^{ARISMATIC}



CHARMAINE
ENG

Hi! I'm a designer from Vancouver. Let's talk.
hi@charmainecheng.com | 778.998.9094 | charmainecheng.com



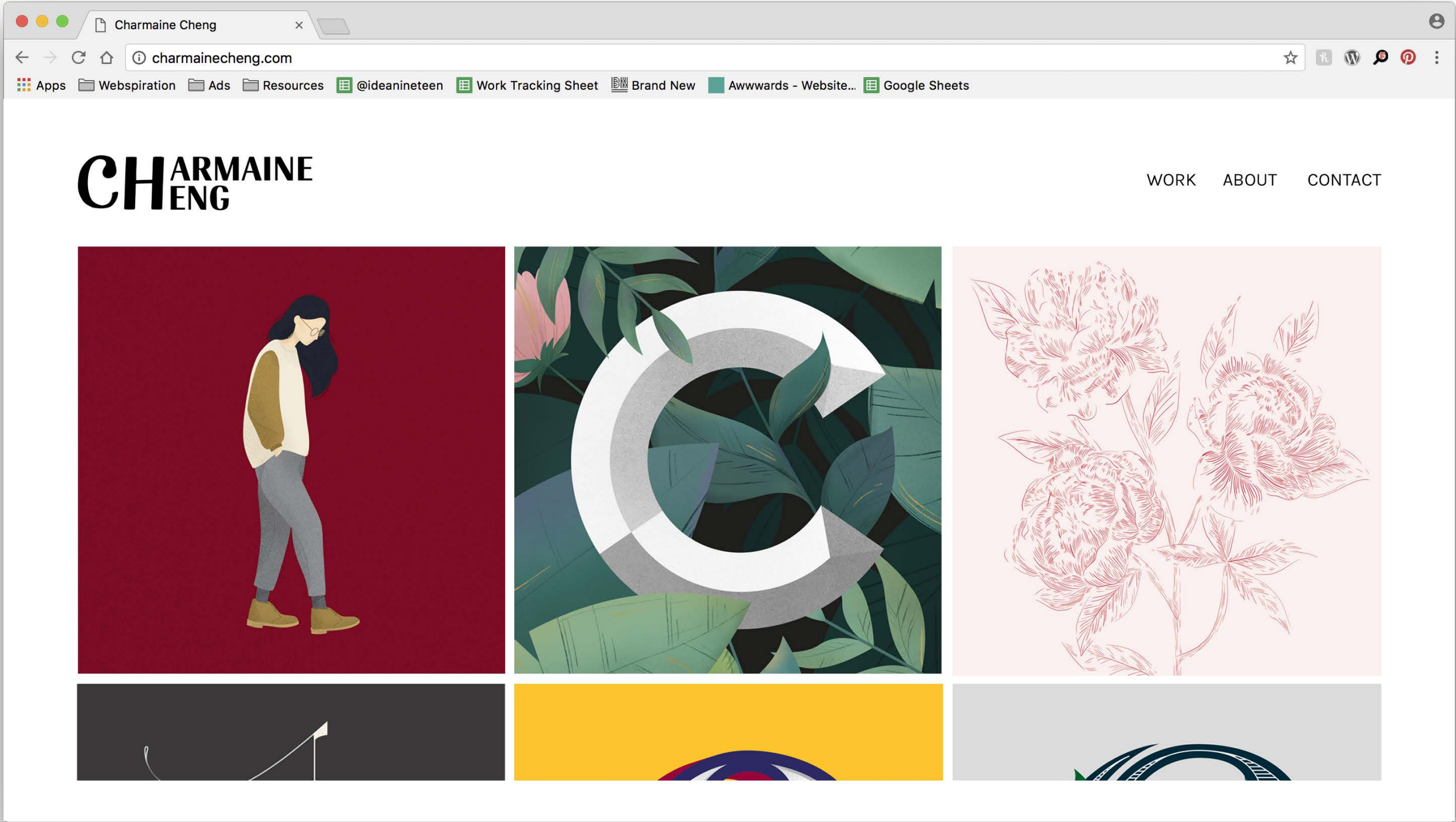
CHARMAINE
ENG

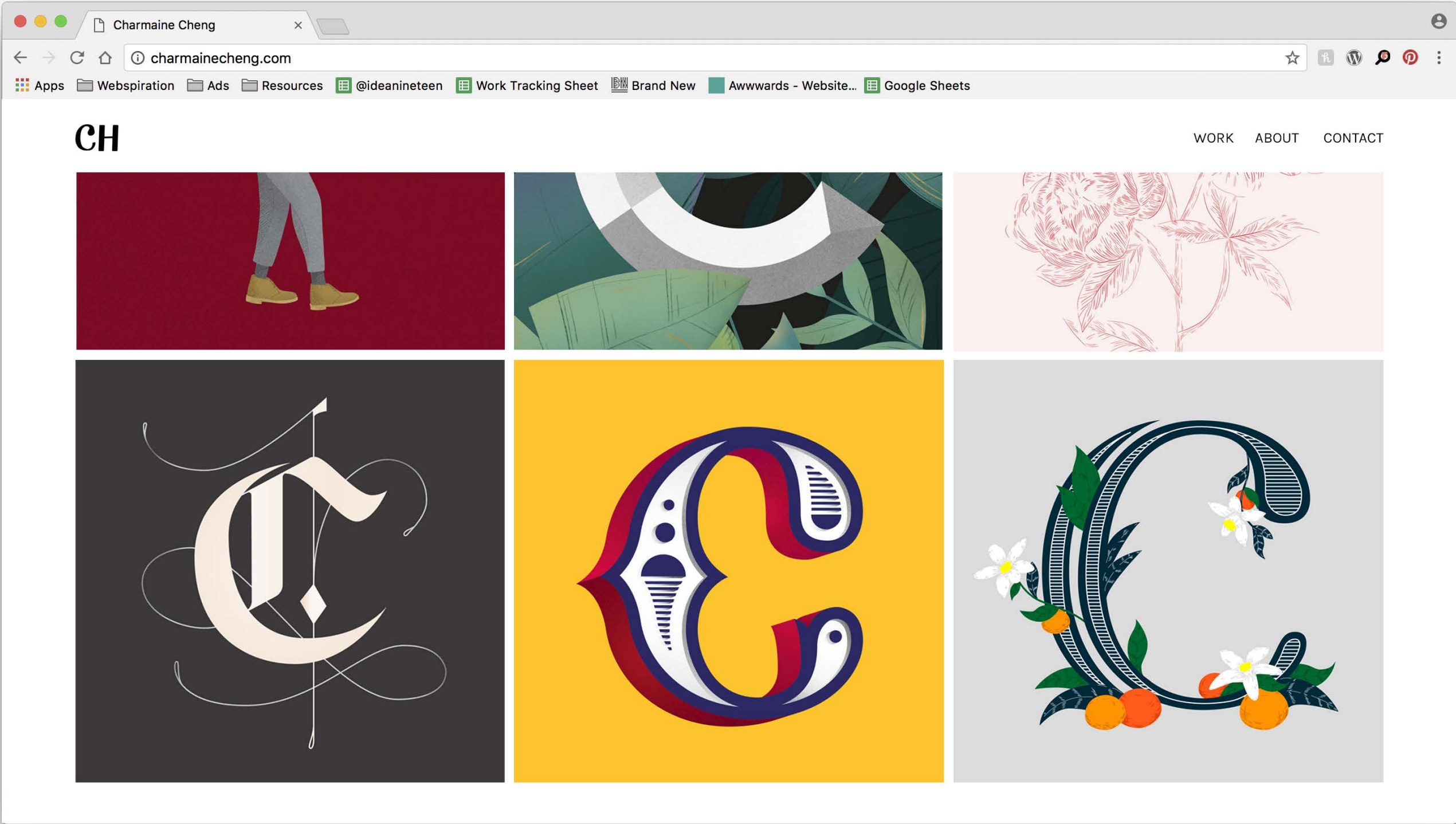
Hi! I'm a designer from Vancouver
who makes a lot of jokes. Let's talk.
hi@charmainecheng.com | 778.998.9094 | charmainecheng.com



CHARMAINE
ENG

Hi! I'm a designer from Vancouver
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CONCEPT D

Concept D is very similar to C. For this concept, I chose to put my initials in brackets, and when the brackets expand out, you see my full name. When the logo is in its "condensed" form, it can be placed within words and phrases. This concept was a way to potentially show my copywriting skills. It also represents my personality in a way, because I start off more to myself, but once you get to know me, more and more comes to the surface. It represents my complexity and being a deep thinker.

(cc)

(Charmaine Cheng)

I DO A TERRIBLE BRITISH A(cc)ENT.

I HOPE SINGERS NEVER GET THE
HI(cc)UPS ON STAGE.

I CAN'T KEEP SU(cc)ULENTS ALIVE.

(Charmaine Cheng)

is a designer who won't pretend to be someone else.

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(Charmaine Cheng)

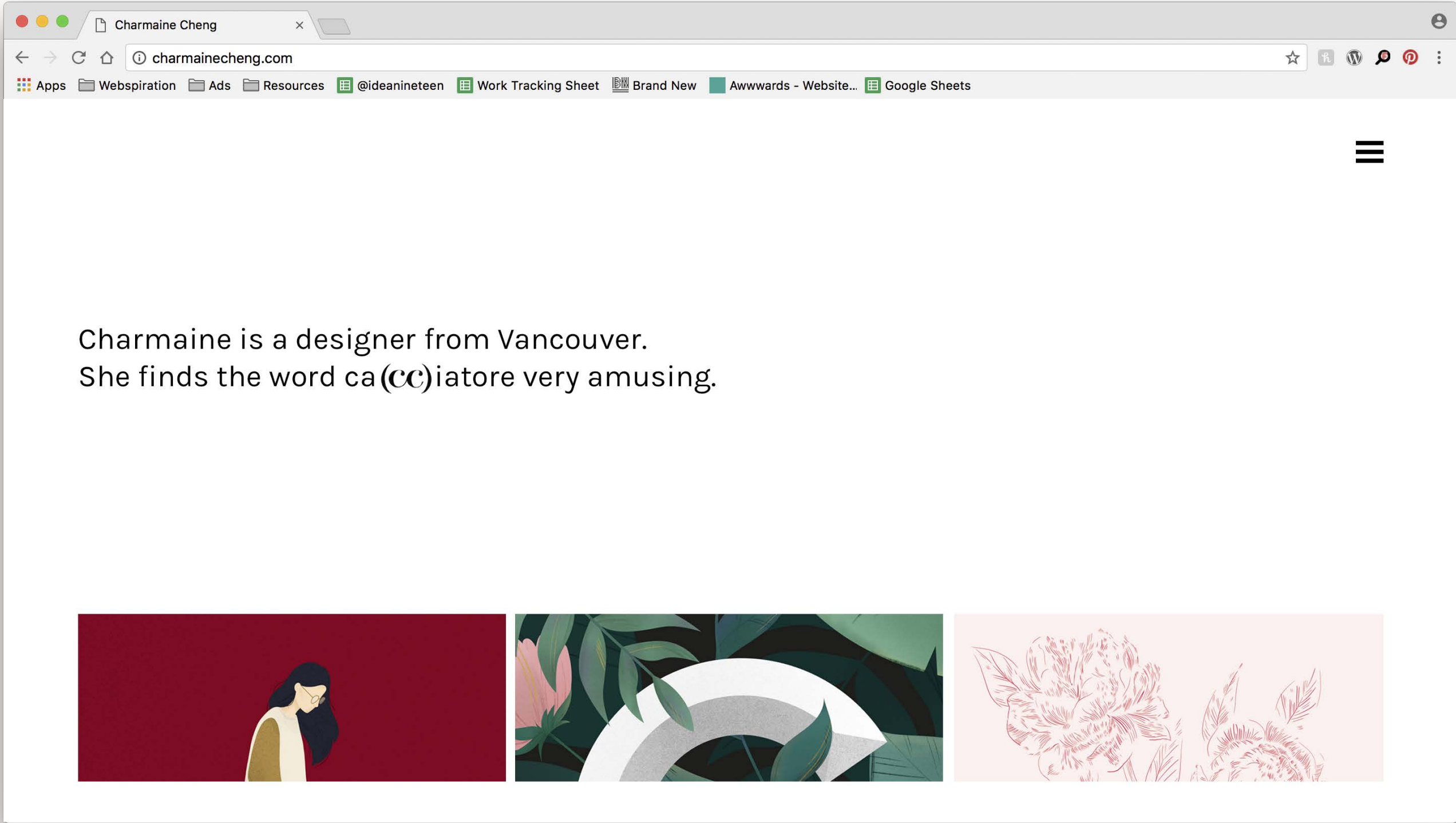
is a very empathetic designer.

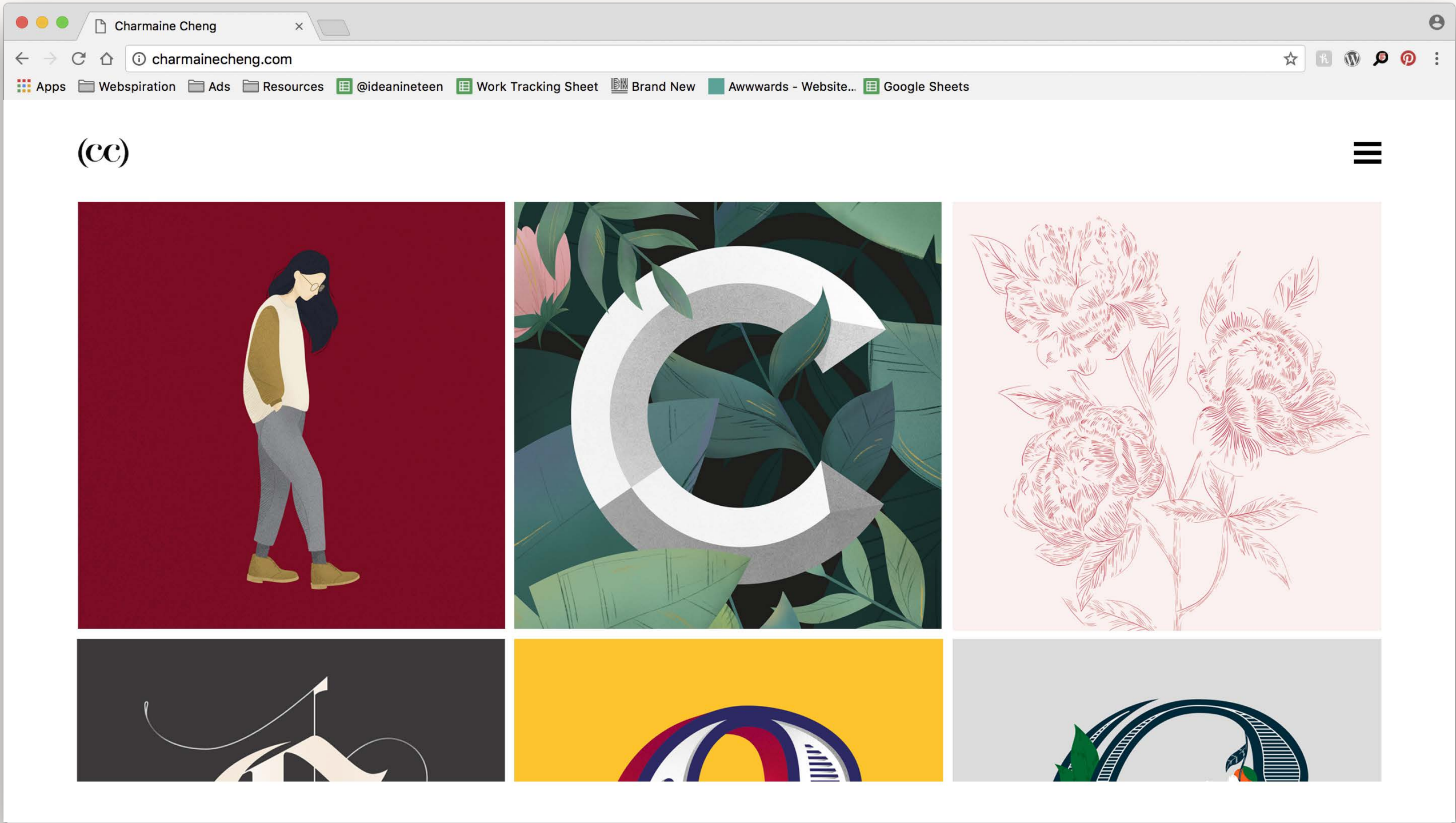
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(Charmaine Cheng)

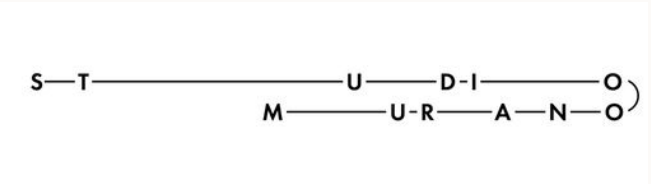
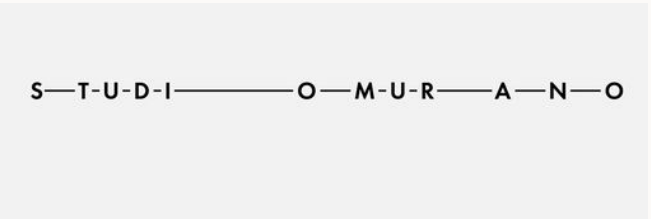
is a very honest designer.

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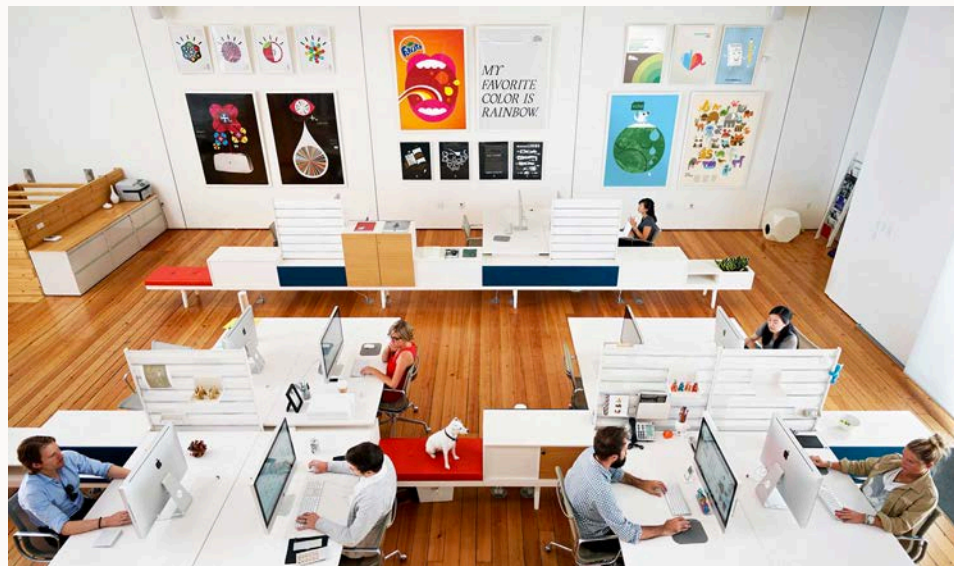
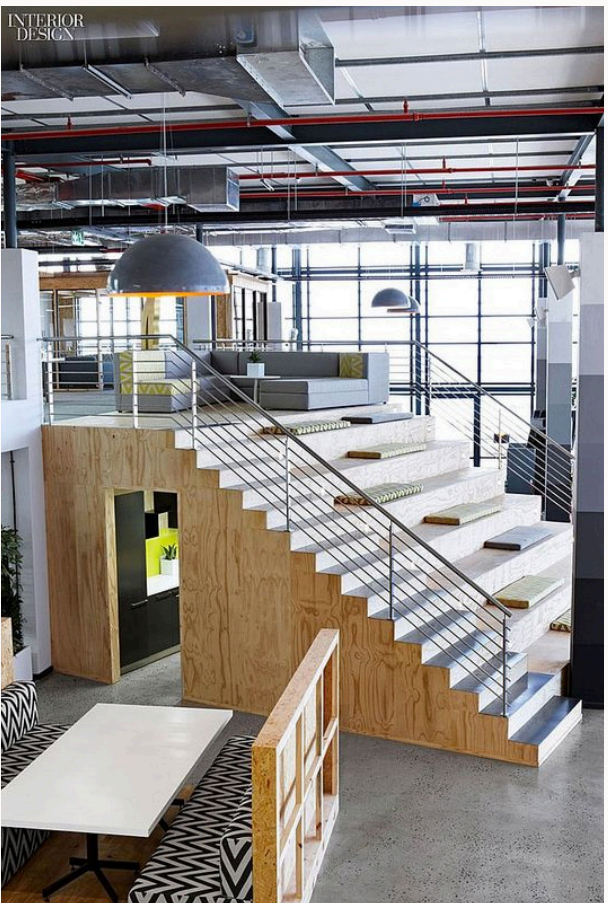
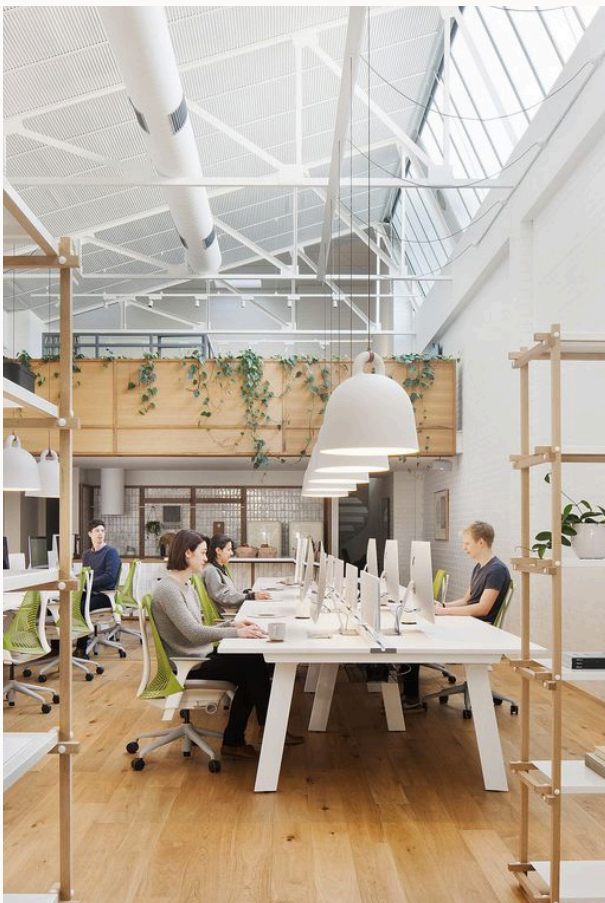
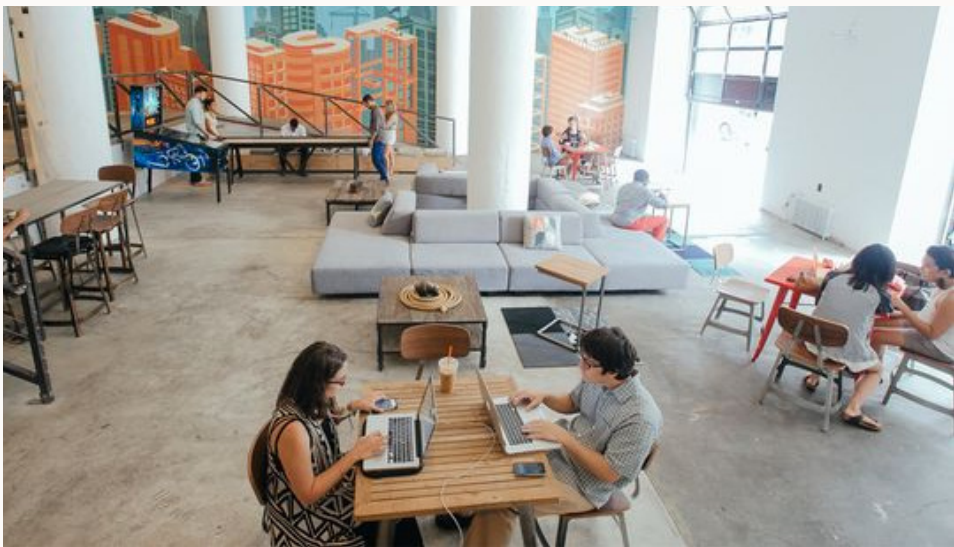






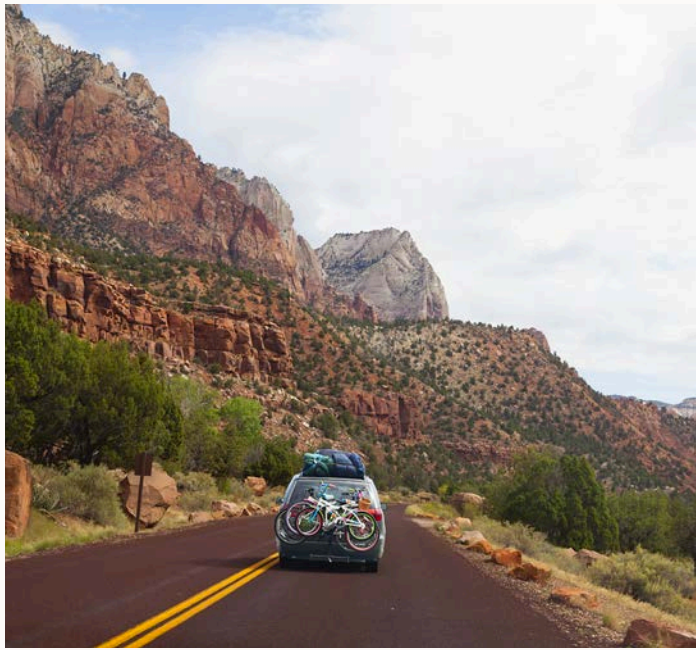
MOODBOARDS // PLACES TO WORK

open, cozy, personal space, common areas, neutral colours, inviting



MOODBOARDS // PLACES TO PLAY

wide open spaces, fun, blissful, euphoric

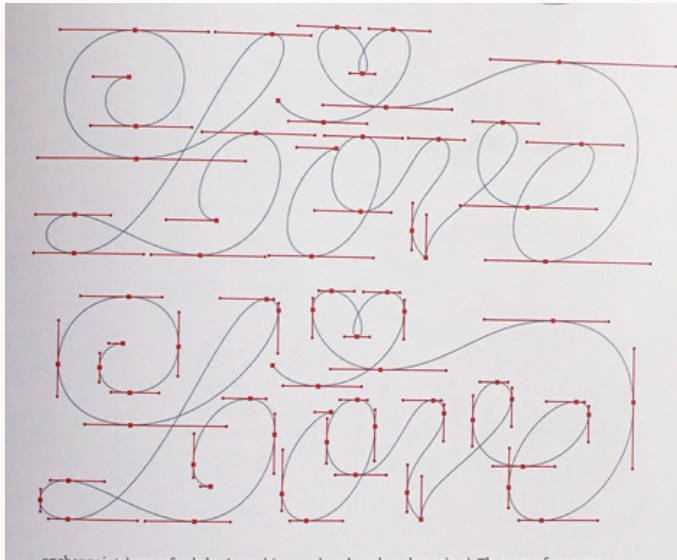




MOODBOARDS // SIGHTS



environment

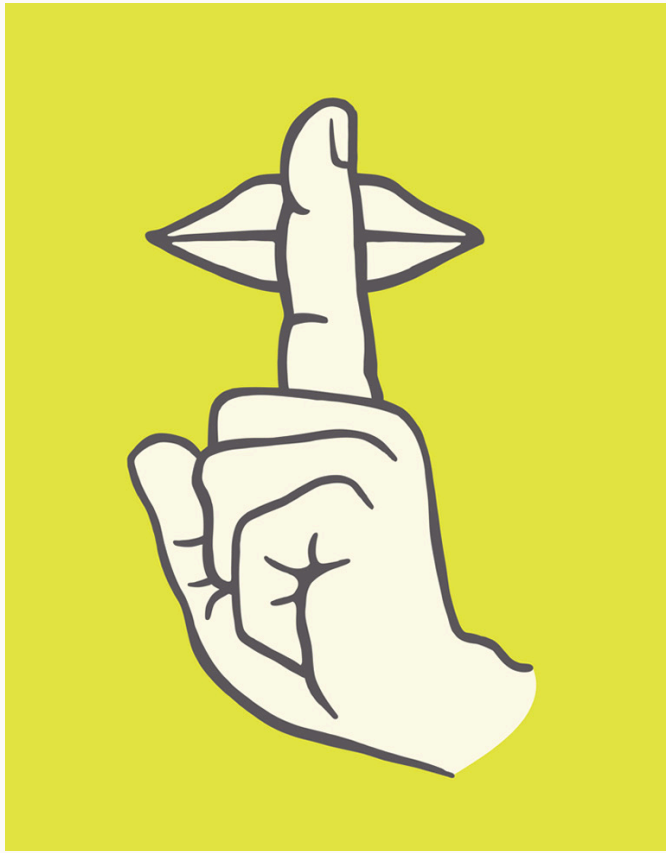
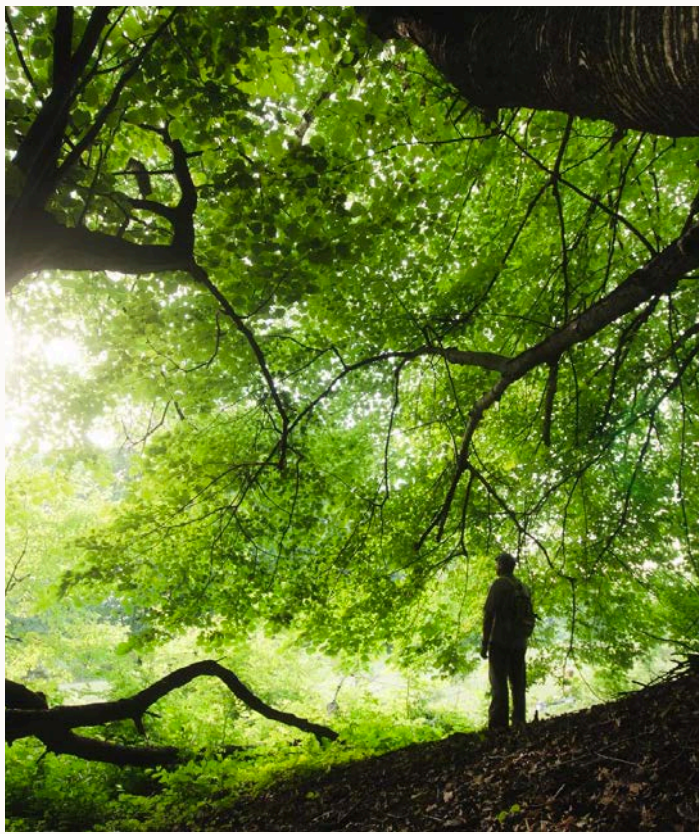


typography, everywhere

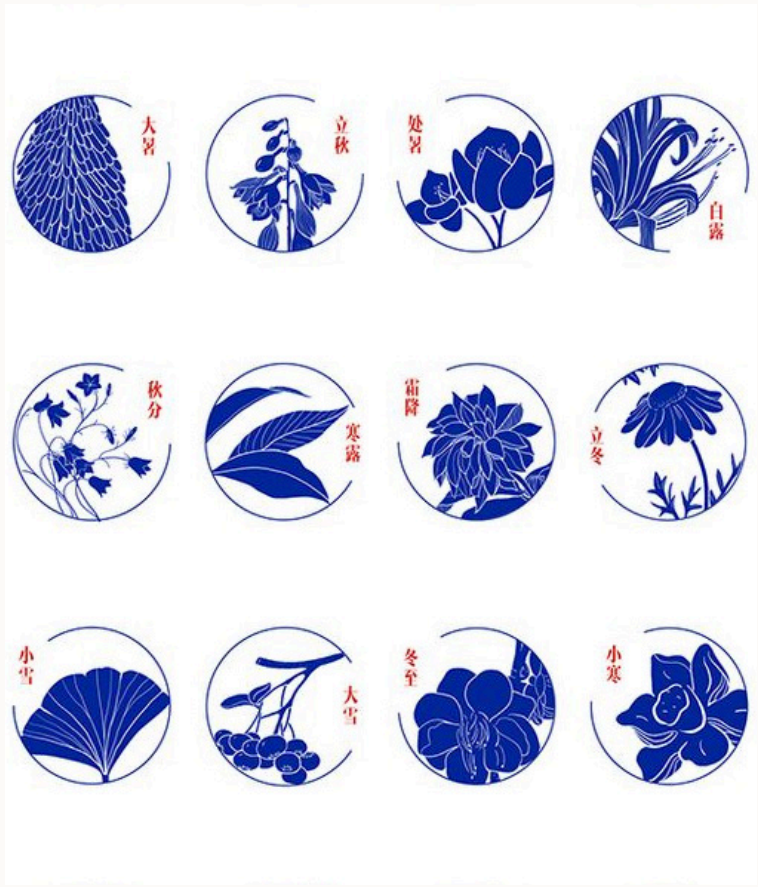


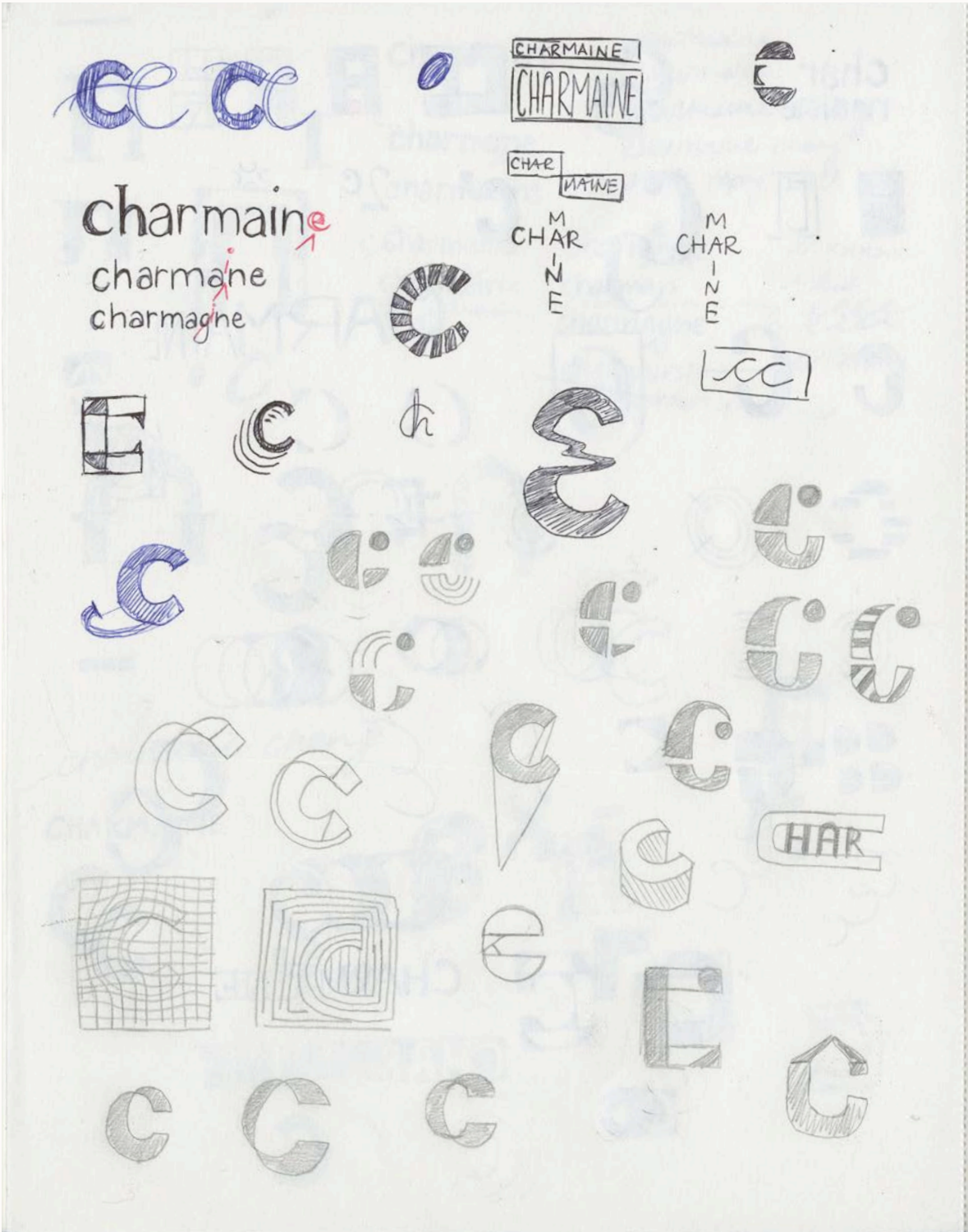
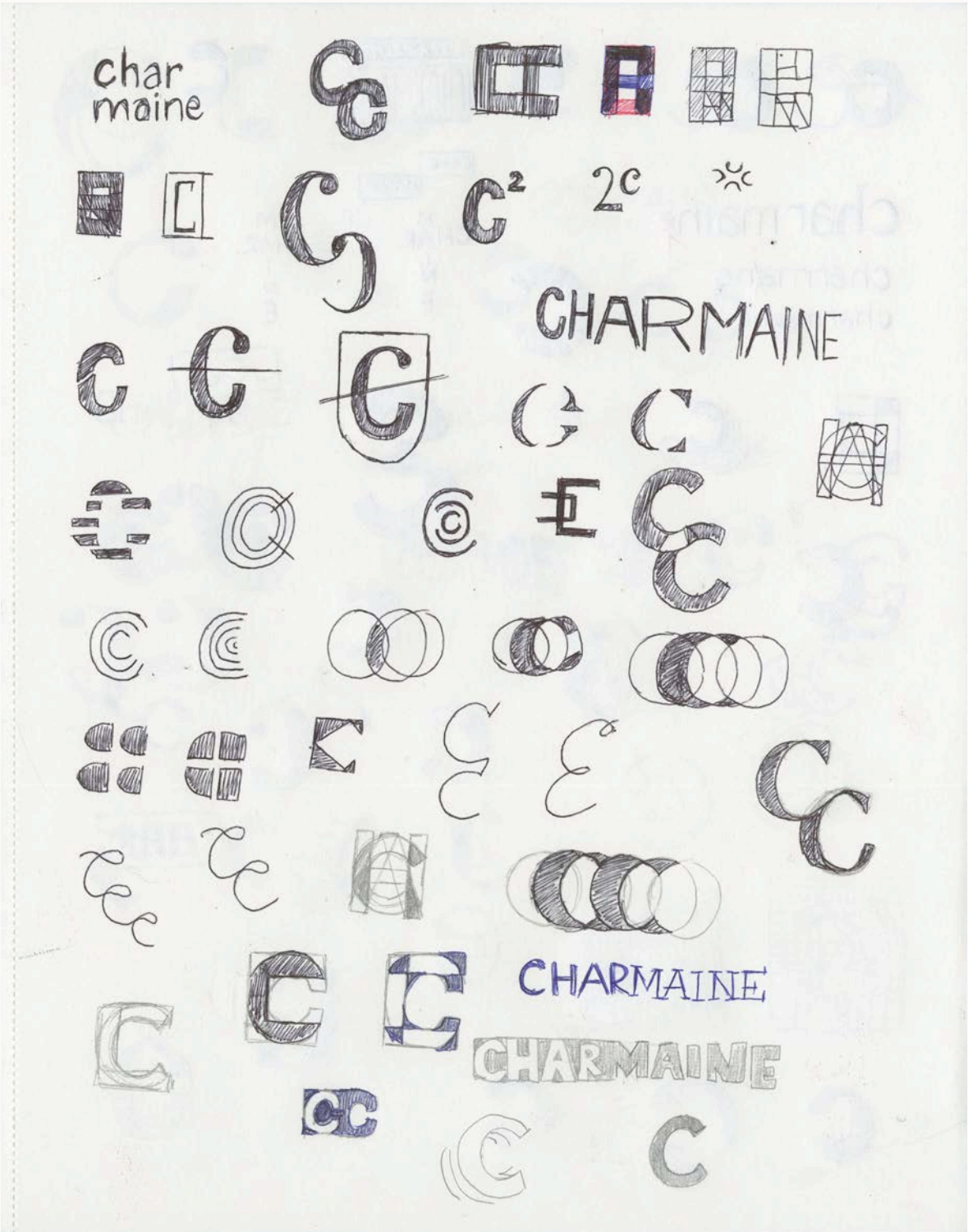
personal representation



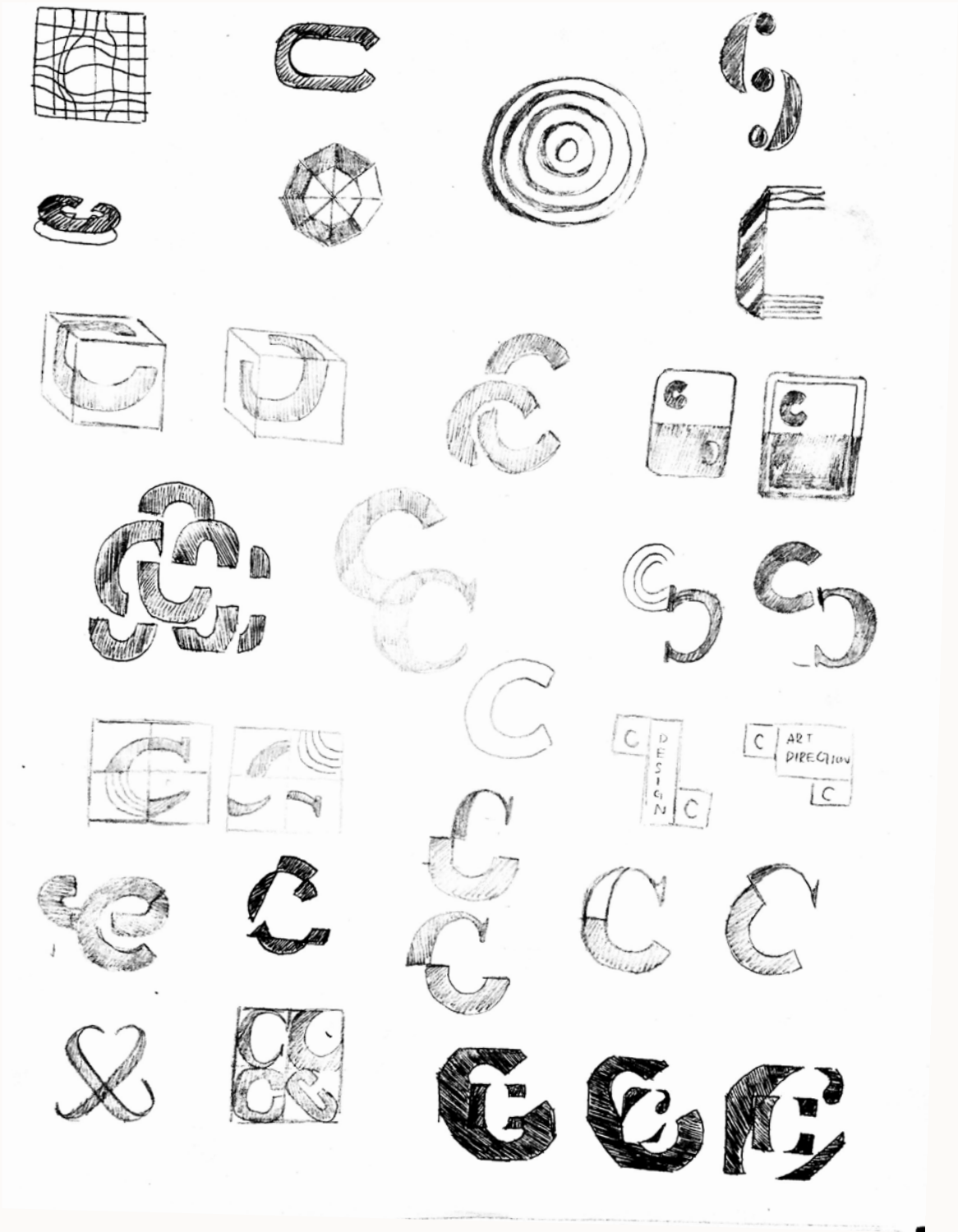
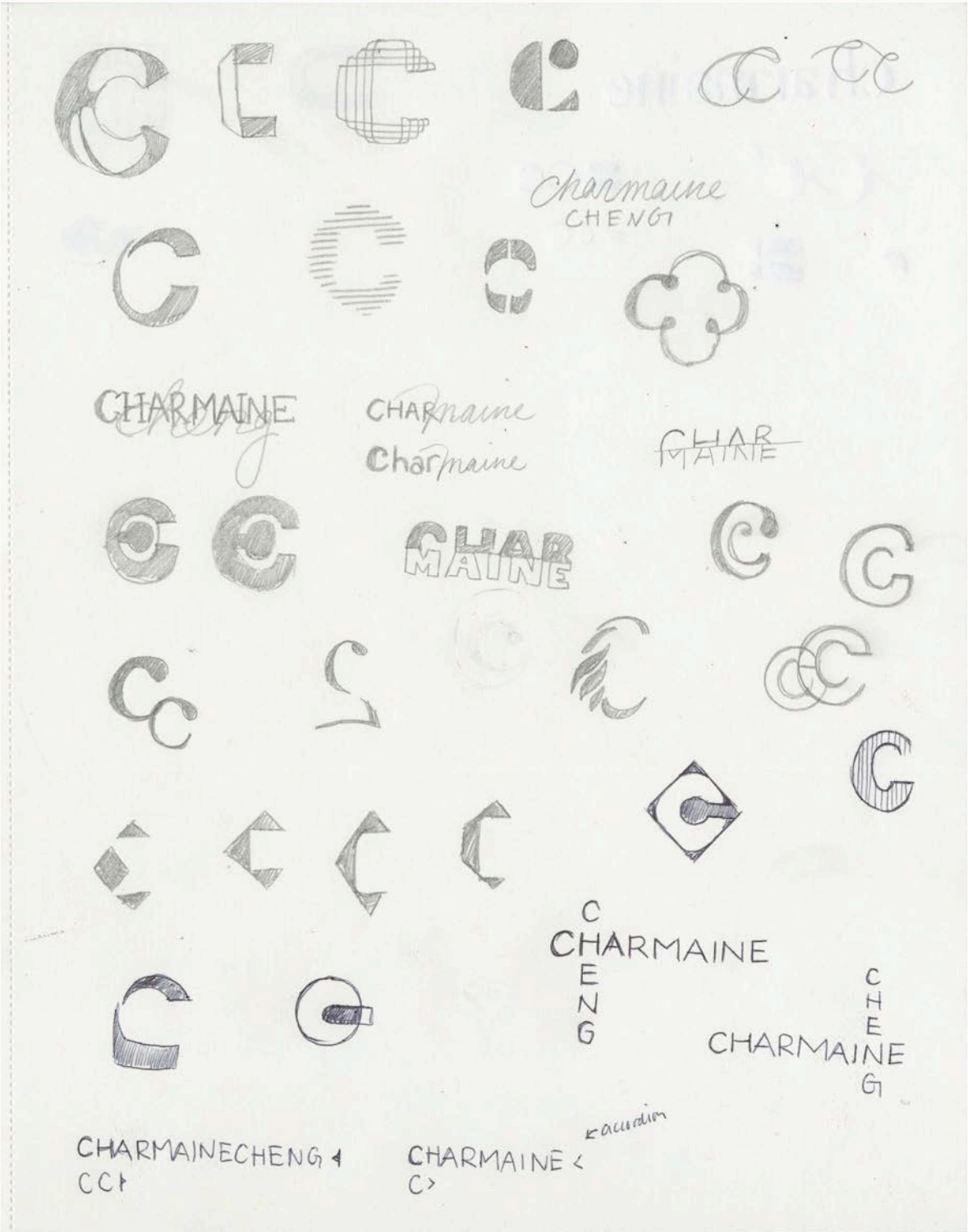


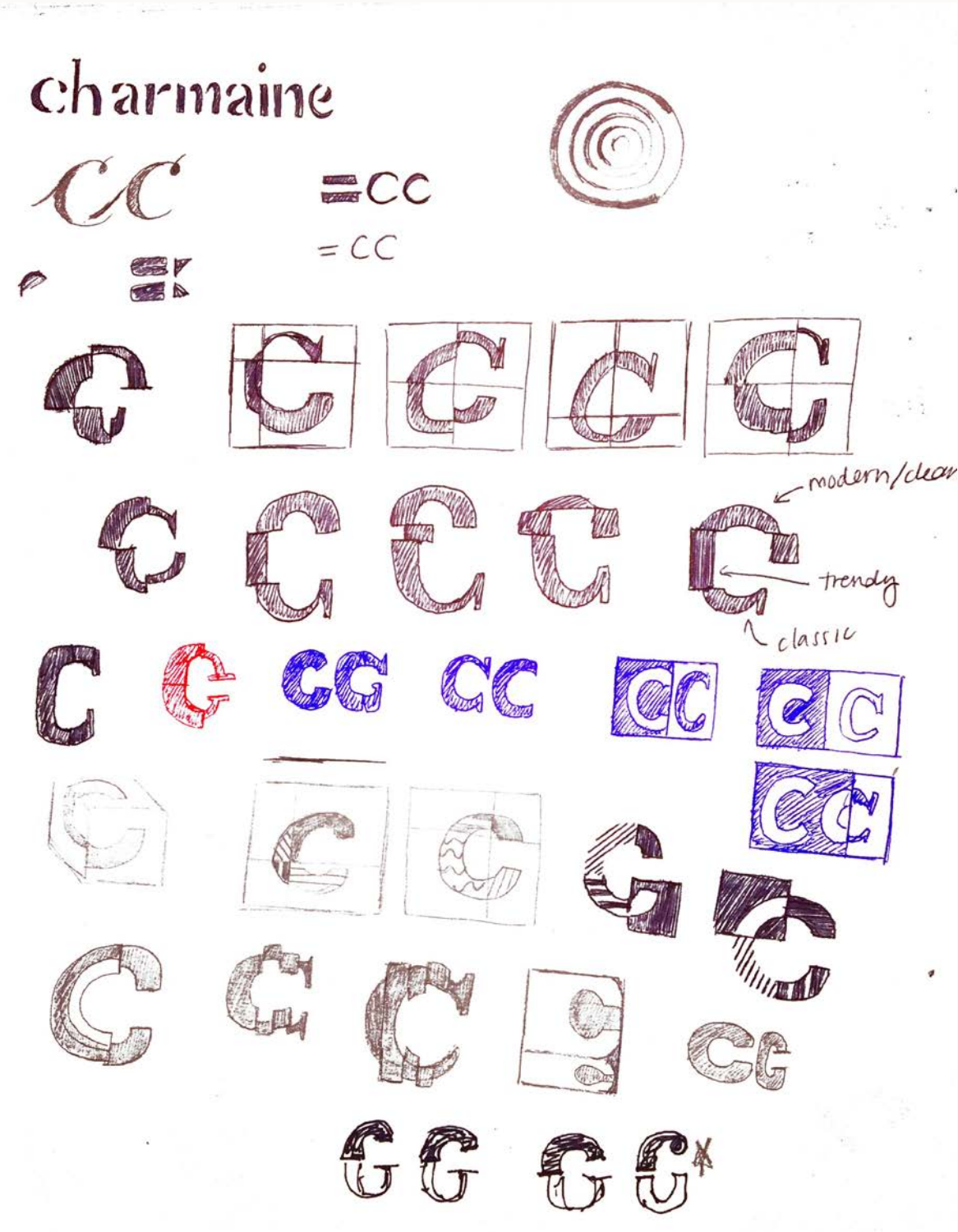




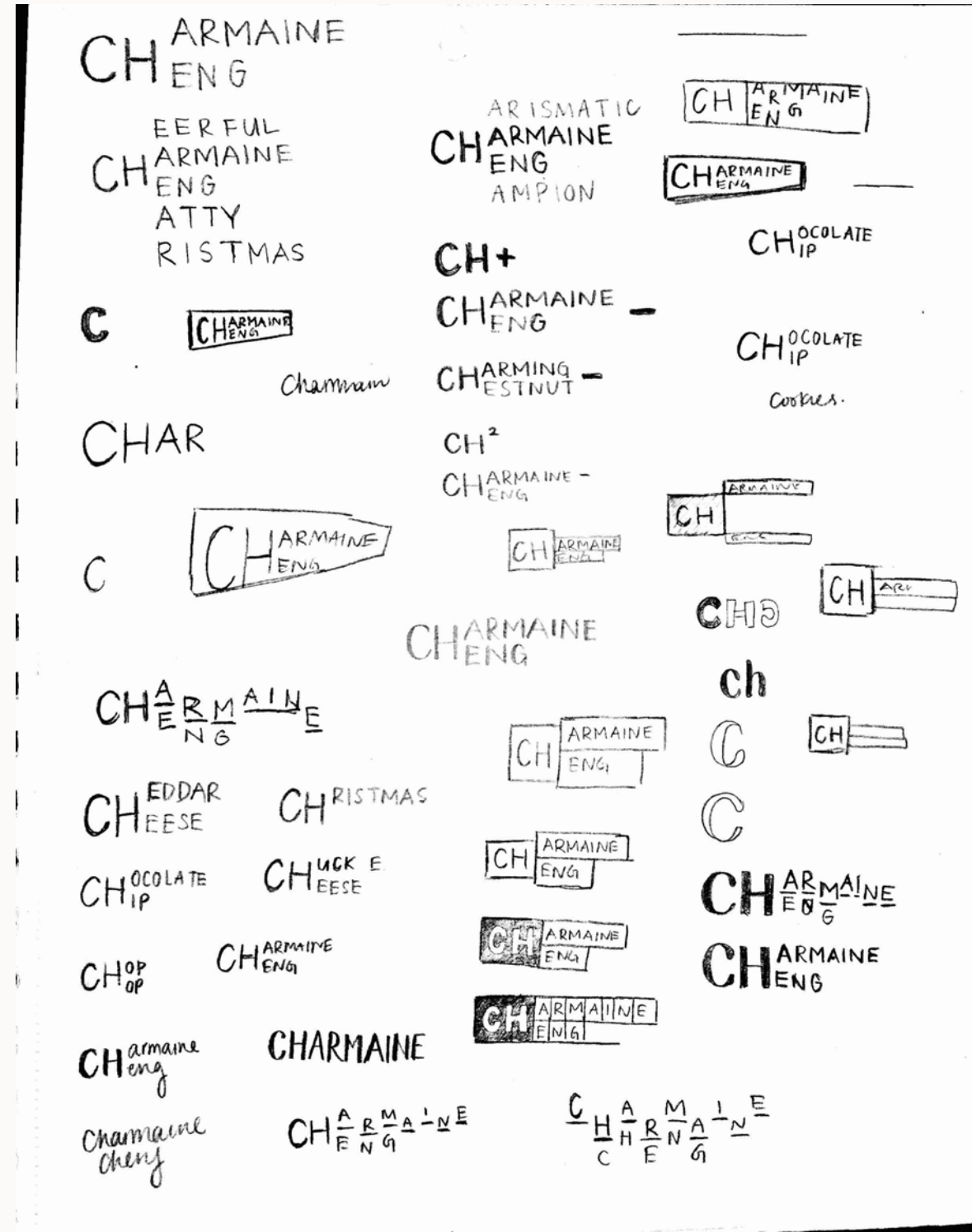
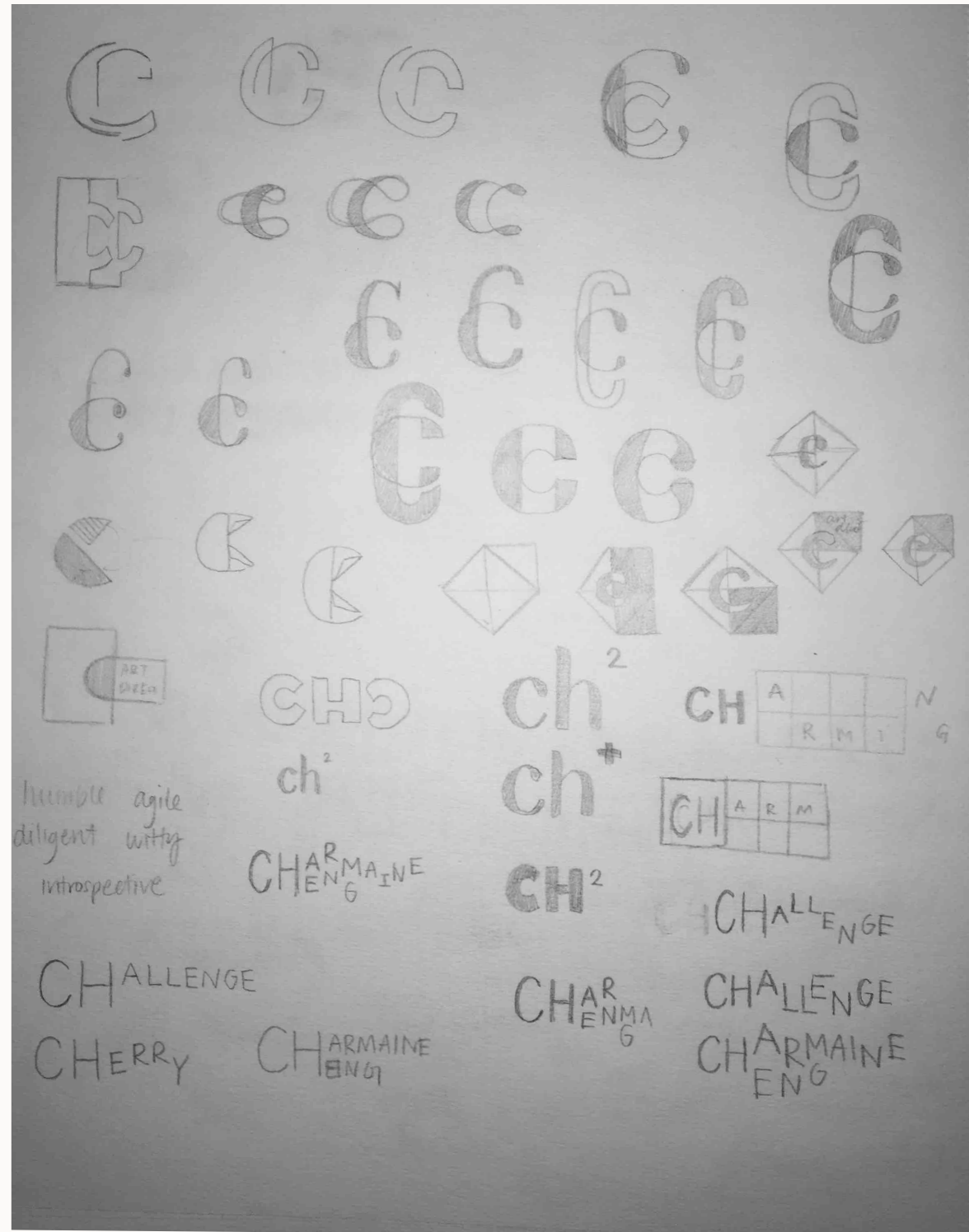


SKETCHES

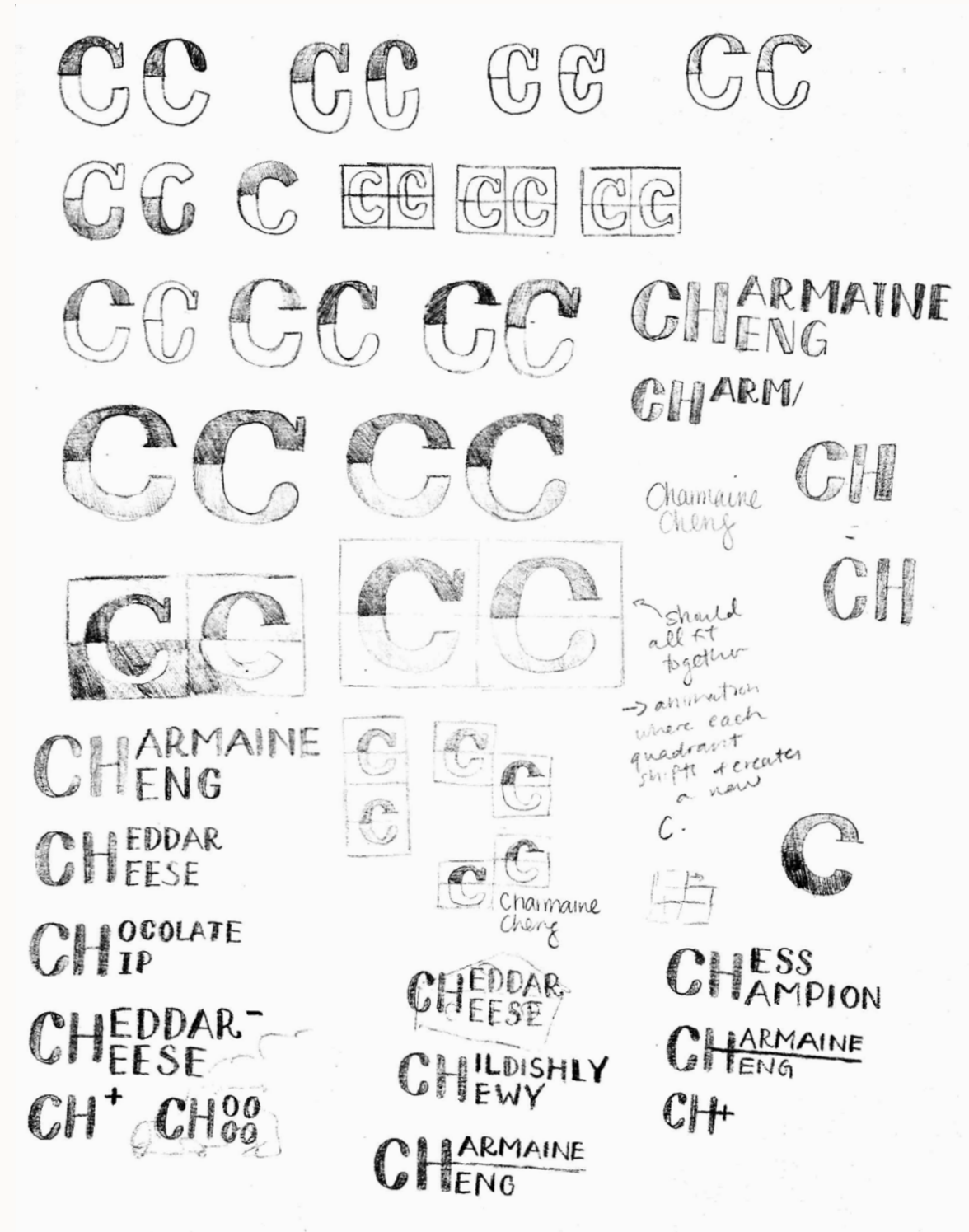




SKETCHES



SKETCHES



CLIENT

Charmaine Cheng

PROJECT OVERVIEW

Charmaine Cheng is an up & coming designer from Vancouver, BC. Her specialties lie in branding and design thinking, however she is a versatile creative who is able to work in many different streams. She is ambitious and willing to put in the extra mile to make sure she is doing the best work she can. She is constantly pushing herself to grow as a designer and a person. Her branding should reflect her determination and work ethic, yet still showcase her personality.

BRAND OVERVIEW

Essence:

Intuitive Ambition

Keywords:

Witty, Diligent, Humble, Agile, Introspective

Personal Statement:

I am someone who is constantly pushing myself to be the best I can be. I strive to come up with clever solutions and create memorable design. I feel every emotion to its fullest yet my mind is always preoccupied with ideas and thoughts. God, talking about myself like I'm some hot-shot is so weird—am I allowed to say something sarcastic now?

OBJECTIVE

To create a brand system that reflects who Charmaine Cheng is not only as a designer, but as a person. A potential employer should be able to look at the brand system and instantly have a mental picture of who Charmaine is.

USP

Charmaine designs, she does not decorate.

TONE OF VOICE

Straightforward, clever, thought-provoking, sophisticated

TARGET AUDIENCE

Creative Directors at agencies that are aligned with Charmaine's views and interests. These agencies specialize in branding and strategy, such as Rethink, Carter Hales, Camp Pacific and Toolbox.

STRENGTHS

Determination/work ethic, versatility, creative thinking, technical skills