Logo/icons

On the Axis logo

On the Axis is a Australia national conference for Youth Arts and Cultural Development Workers and Artists.

The original concept when I am thinking about this logo is based on "X-Axis" and "Y-Axis", however it's not looking very good, just seems too flat and not young enough and can't stanf out this event. Then I think of adding "Z-Axis" which add the depth to the logo and made it from 2D space into 3D space which the client really like that concept.

ontheaxis

FRESH Communique logo

FRESH Communique is a marketing and public relation company. I was asked to design the logo for them. Client requested some retro-youth feeling for the design but still can catch up with the trend. Finally, a 60's-70's washing power box design style was applied, which the client feel it very suit what they want.

FRESH
COMMUNIQUE

Catalyst logo modification

Catalyst is event organizing company. The word "catalyst" means "expand some little thing in to a big thing", according to thi meaning, I use a small circle and a big circle as the main concept which represent "from small to big". And the handwriting word is the original logo which the client asked to keep it.

catalyst

Spark logo

Spark is a mentorship program for young theatre artists under **Youth Art Queensland.**

One request has made by the client that the logo should have some kind of rough and raw feeling which associate with their main organization logo. So, an hand writing font was chosen and modified as the title wording. The hand draw circle at the back was inspired by the movement of fireworks which associate with the word "spark".

spark

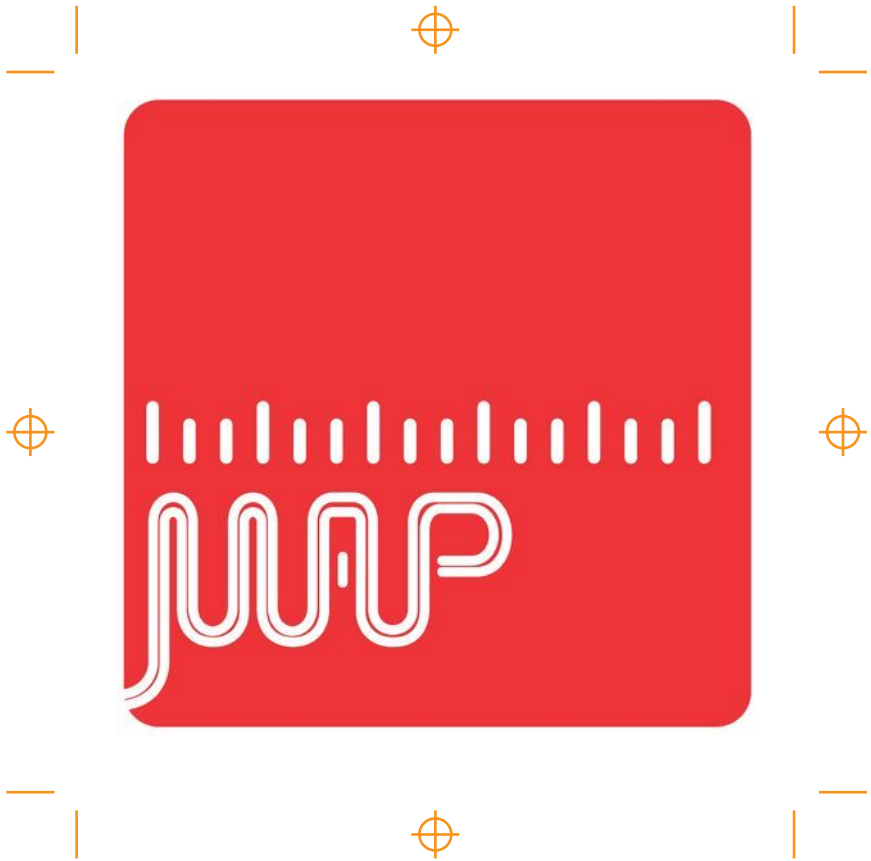
New Generation logo

New Generation is a Russian youth published newsletter. Those thunder in the logo represent a new and energetic generation of Russian. Rather than using traditional Russian revolutionary red as the colour of the logo, I choose yellow and green whcih give a new and fresh feeling.

NEW GENERATION

MAP logo

MAP is the short form of "**M**ake **A P**lan" programme. Inspired by those contour lines from real map, I use it to make the main title of **MAP.** Also, I use the marks on a ruler to associate with the original programme name -- Make A Plan, since ruler is a usually use tools to draw and make a plan.



In Transit logo

In Transit is a project to showcase the pathway to success of some successful artworkers in different sectors, let other followers to see how they transit and change from a stage to another stage.

In that logo, I use a concept of "cell separation of Ameoba" to imply the theme of "transit".

In-transIt

ANZ Academy of Advertising logo

ANZ Academy of Advertising is a new established school for advertising. To stand out their new and young image, a set of bright colour scheme and some cutting edge typography treatments was used, which is quite different to those classic educational institutions. Those little digitalized icons on the top also shown what will covered in their school and are for newest generation.

AUSTRALIA NEW ZEALAND ACADEMY OF ADVERTISING
anzaa

Voice International icons

Voice International is a Christian based radio station operated in Sunshine Coast in Queensland which provided radio programmes in English, Chinese and Indonesia language. A series of icons are made for their website to represent different programmes they have.

VVWeb icons

VVWeb is an online youth community organized by Breakthrough Youth Organization. The main aim of this community is provide a place for youth to share, to communicate and to have fun.

A set of icons were designed for different parts inside the community.