Branding a Movement

04 - 14

Packaging 15-18

Re-branding

19 - 25

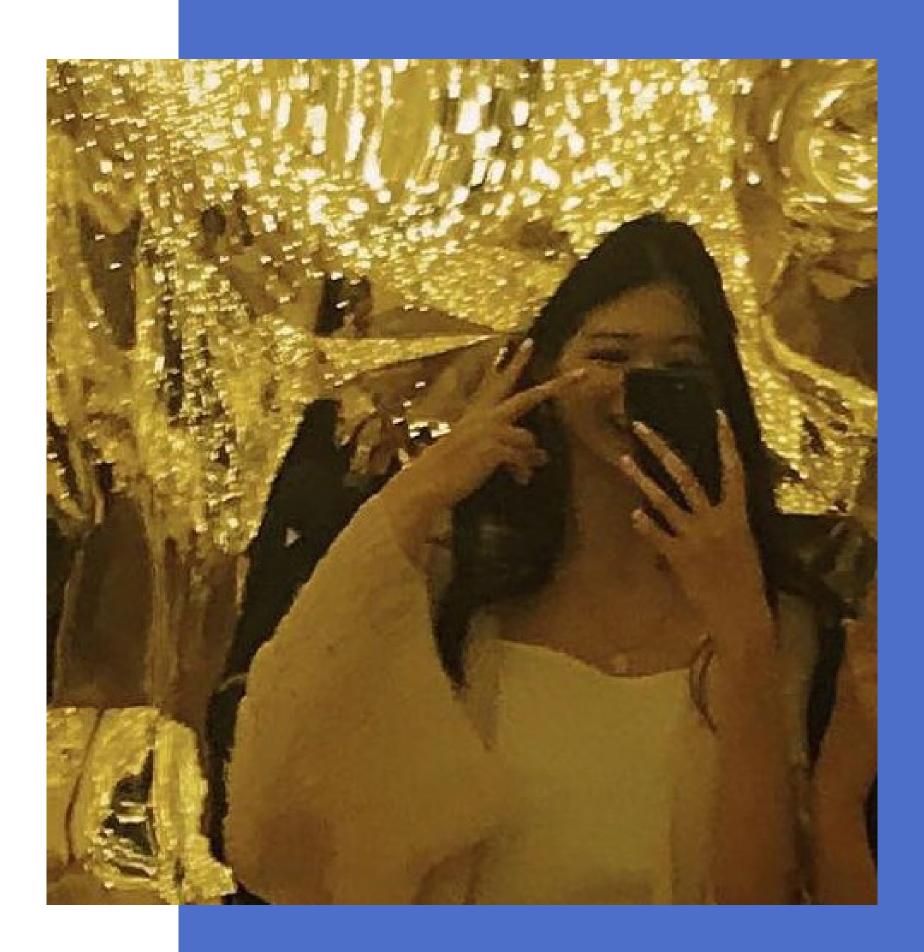
Contact

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I'm Yuki a graphic designer located in Langley. I specialize in Illustrations, Branding and Visual Identity. I love to create conceptual designs and on occasion some good old nonsense.

I am currenting working my way towards getting a Bachelor in graphic design and a minor in (TBD).

I would love to share some of my projects I've done so far, so continue on your way through this bizarre portfolio...





BRANDING A MOVEMENT



FRASER VALLEY BRANDING

Your journey to one of British Columbia's hidden gems. The Fraser Valley 'Make Your Mark' movement presents a unified, and cultivating aura that the Fraser Valley has to offer.

With inter-connective design elements, this project showcases how a small valley has so much more that what you initial perceive.





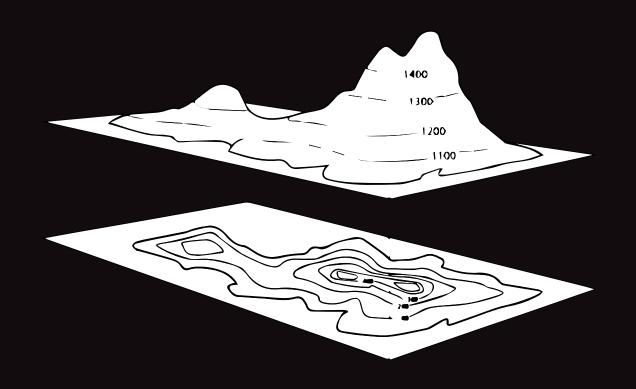
Primary Logo

Fraser Valley

Secondary Logo



Secondary Logo











TERRAIN

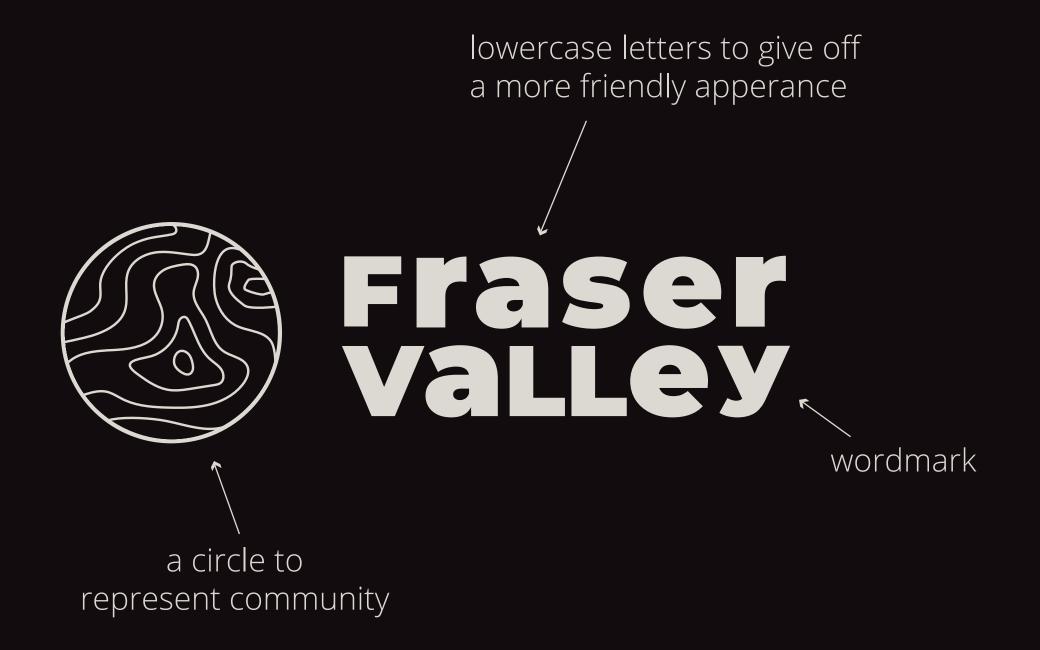
The terrain represents the land, as the majority of the Fraser Valley is filled with farms, nature and large pieces of land

FINGERPRINT

The fingerprint represents each locals' own unique story and perspective of the valley

LOGO

The end result



Montserrat

Open Sans

Hello

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla











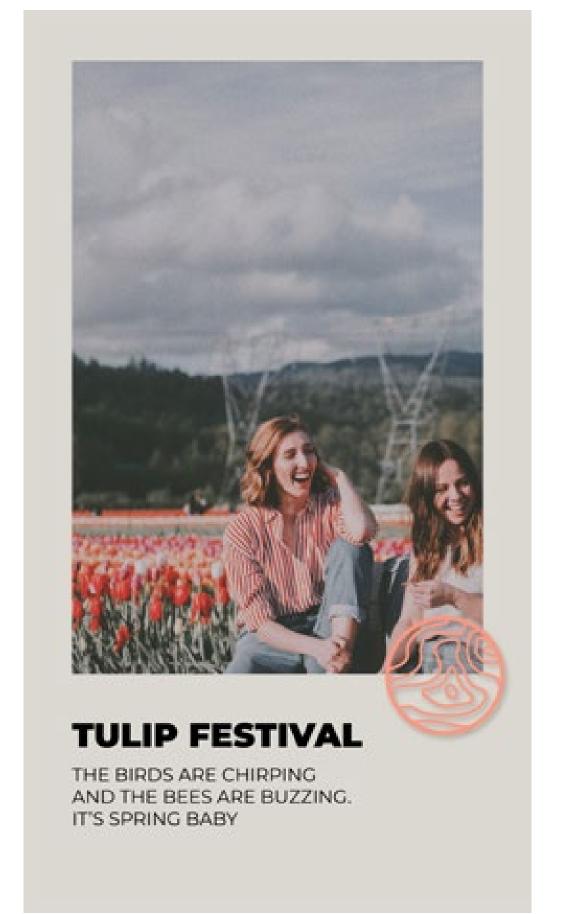








THE JOURNEY FIND YOUR PERFECT TRAIL IN THE FRASER VALLEY



THE BIRDS ARE
CHIRPING AND THE
BEES ARE BUZZING
IT'S SPRING BABY

Inspired by polariod pictures, this instagram story series is a way to encourage people to come on down to the valley and experience all the little things. Because every moment is picture perfect.

INSTAGRAM STORIES

UP AND AT 'EM.

LET'S GET SOME

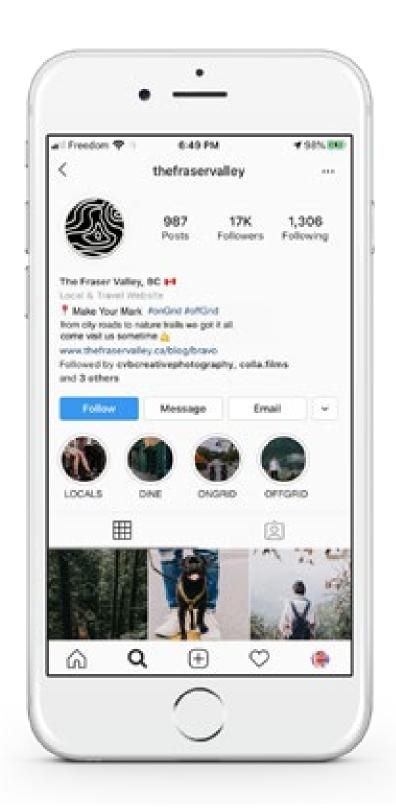
BRUNCH IN THE

FRASER VALLEY

FIND YOUR
PERFECT TRAIL IN
THE FRASER VALLEY

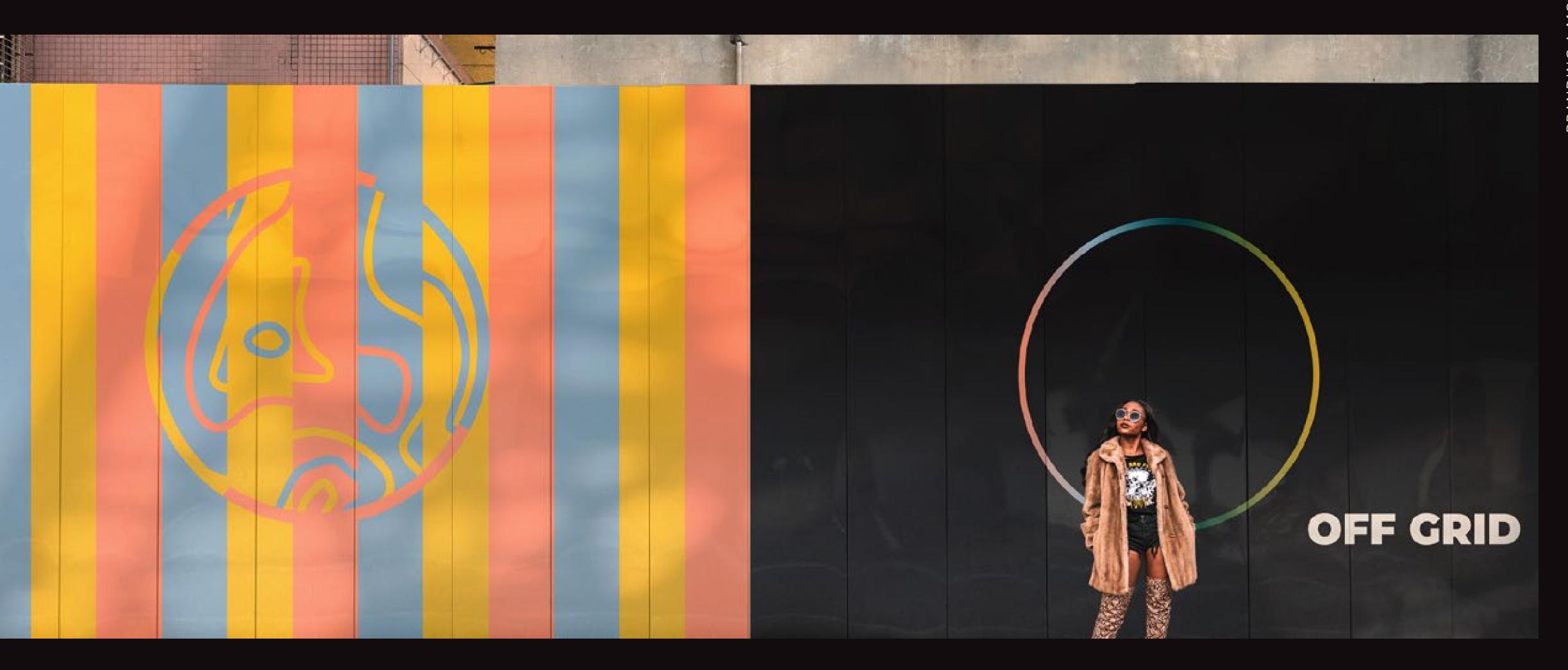
The feed consist of warm, relaxing tones to every picture.

With a gritty texture overlaid on top to give off an rustic feeling like it's been through the hustle and bustle of life. Because every picture has a story behind it.











PACKAGING



CHANCE BY CHANEL

A fresh new look on the infamous Chance by Chanel Perfume.

Bright spring tones, this dazzling packaging design captures the breathtaking floral and fruity notes encompassed within a delicate yet intense composition.





RE-BRANDING



TOKYO HON SUSHI

Looking for delicious, rich, flavorful Japanese cuisine?

Look no further Tokyo Hon Sushi aims to create authentic tasty dishes while bring a lively and friendly atmosphere for customers. Located in Langley, BC. Experience a one-of-a-kind Japanese restaurant in the lower mainland





TOKYO ***** SUSHI



Primary Logo Secondary Logo Logo Translated





SUNOMONO 3.95 - 5.50

cold noodles veggie // 3.95 | ebi // 4.99 | take // 5.50

SPRING ROLL 5.50

6 pcs deep fried veggie rolls w/ sweet chilli sauce

EDAMAME 4.99 steamed green bean

GARLIC BUTTER EDAMAE 6.99

stir fried w/ gorlic and butter

AGEDASHI SAMPLER 6.99

agedosshi tafu w/ 3 kinds of flavours

GYOZA 5.50

6 pcs deep fried gyozo | pork pr veggie

ANGRY JALAPENO 7.99

deep fried jalapena wil spricy tuna and cream cheese

EBI MAYONNAISE 10.99

prawn tempura w/ creamy house sauce

SOFT SHELL CRAB 10,99

deep fried soft shell crob w/ souce

AGEDASHI TOFU 5.50 - 5.99

deep fried tofu w/ sweet say souce // 5.50 | w/ spicy souce // 5.99

EBI GYOZA 7.99

4 pcs pan fried stuffed w/ prown

TAKOYAKI 6.50

7 pcs deep fried octupus and veggie ball

CHICKEN KARAGE 7.50 - 7.99

regular # 7.50 | spicy # 7.99

YAKITORI 6.99

2 grilled chicken skewers w/ teriyaki sauce

EBI KUSHIYAKI 7.99

2 griffed prown and scallop skewers

OYSTER MOTOYAKI 7.50

baked byster w/ mayo and cheese souce

SPICY TUNA TATAKI 9.99

4 pcs 3 kinds of flavours dizzled on top

APPETIZER SASHIMI 8.99

2 salmon pcs, 2 tuna, 1 ebi

MONKEY BRAIN 9.50

deep fired avocade w/ crobmeat and spicy tuna

PPETIZERS

TOKYO ★ SUSHI

DRAGON 10.99

2 pcs prawn tempura, avocado, crabmeat, cucumber | top w/ avocado, tobiko and sauce | comes w/ seaweed solad

GODZILLA 10.99

jalapeno, spicy tuna, cream cheese, avocado | top w/ seet pototo and spicy sauce

PILLOW 11.50

2 prawns tempura, crabmeat, avacado, cucumber | top wi seared tuna and spicy sauce

SHRIMP KILLER 11.99

prawn tempura, avocado, crabmeat, cucumber | top w/ cooked ebi

CRAZY GURL 12.50

prawn, salmon, avocada, crabmeat, cucumber | top w/ chapped scallop, crunch and sauce

VOLCANO 12.50

deep fried roll, tuna, crabmeat | top w/ spicy tuna or salmon and sauce

PAY DAY 12.99

deep fried roil, salmon, avocado, crabmeant, cucumber (top w/ prawn tako kushiyaki

TOKYO DRAGON 14.50

prawn tempura, avocada, crabmeat, cucmber | top w/ sockeye salmon, BBQ eel, mosago 10pcs

POPCORN 12.50

prawn tempura, crabmeot, ayocado, cucmber | top w/ crunch, shrimp tempura

BLACK DRAGON 12.99

prawn tempura, avocado, crabmeat, cucumber | top w/ BBQ eel, avocado

FRENCH KISS 12.99

cream cheese, avocado, cucumber, crabmeat | top w/ chopped scallop, toblip and spicy mayo sauce

PINK LADY 11.99

asparagus, evocado, cucumber, radish | top w/ salmon , avocado, tobiko

S

ROL

ECIA

△

SUMMER VEGGIE 11.99

mango, asparagus, avocado, cucumber, radish, beat, carrot | top w/ wropped soybean paper

RAINBOW 10.99

avocado, cucumber, crabmeat | top w/ wropped sasalmon, tuna, ebi toi, avocado, mango and sauce

HOT NIGHT 10.99

deep fried roll, avocado, crabmeot, cucumber | top w/ sply chopped tuna masago and crunch flakes

ALASKA 7.99

avocado, crabmeat, cucumber | top w/ smoked salmon

BOSTON 11.49

prawn tempura, asparagus, crabmeat, avocado, cucumber | top w/ smoked salmon, tobiko

CRUNCH or SPICY CRUNCH 8.69

prown tempura, avacado | top w/ crunch and speacial souce

JALAPENO BACON 10.99

bacan, deep fried jalapena, canot, cucumber

A simple minimal menu design. Crafted to make it easier for customers to naviagte the menu using the colors bars on the side.

MENU





FRONT

A T-shirt / uniform design for the staff at Tokyo Hon Sushi. Black was chosen for this design in consideration of accidents during the job (stains)

APPAREL

