

**YUKI
LAM**

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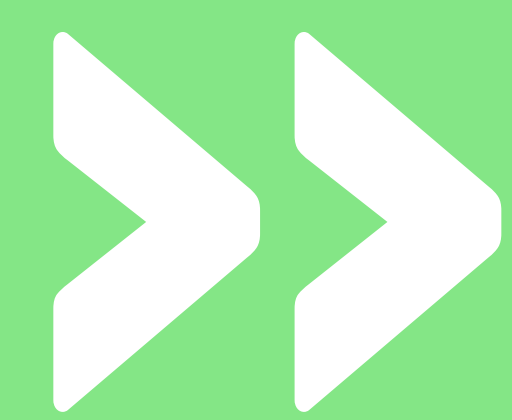
HEYO!

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 than what you initially perceive.





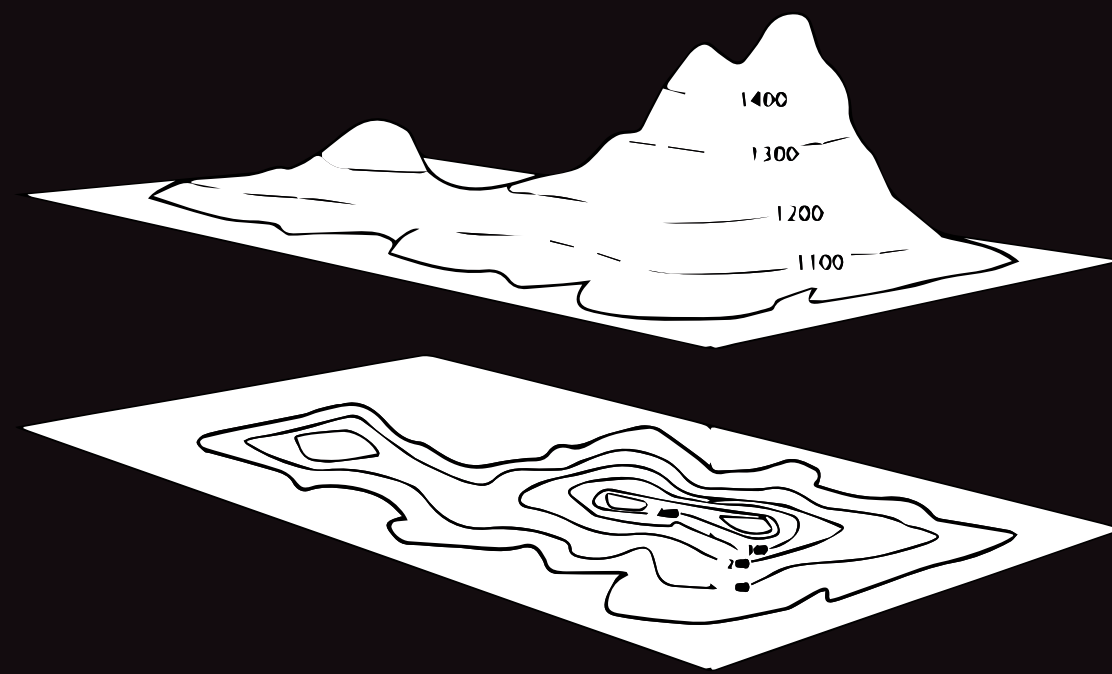
Primary Logo

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



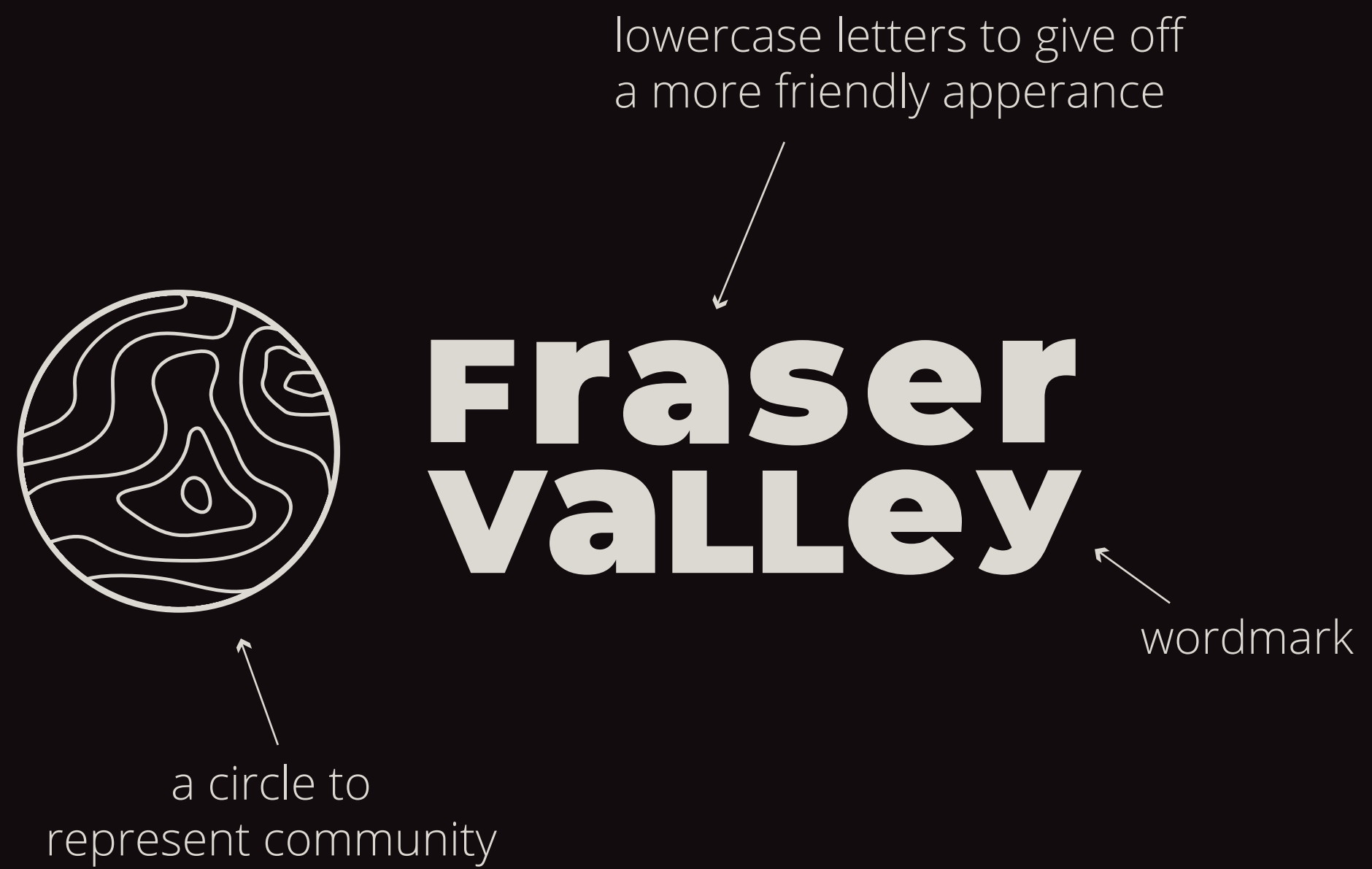
FINGERPRINT

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



LOGO

The end result



Montserrat

Open Sans

HELLO

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**Fraser
valLEY**



**Fraser
valLEY**



**Fraser
valLEY**



**Fraser
valLEY**



**Fraser
valLEY**



Some minimal apparel designs to rep. the Fraser Valley

APPAREL



UP AND AT 'EM.
LET'S GET SOME
BRUNCH IN THE
FRASER VALLEY

Inspired by polaroid 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



BRUNCH TIME
UP AND AT 'EM.
LET'S GET SOME BRUNCH
IN THE FRASER VALLEY.



THE JOURNEY
FIND YOUR PERFECT TRAIL IN
THE FRASER VALLEY



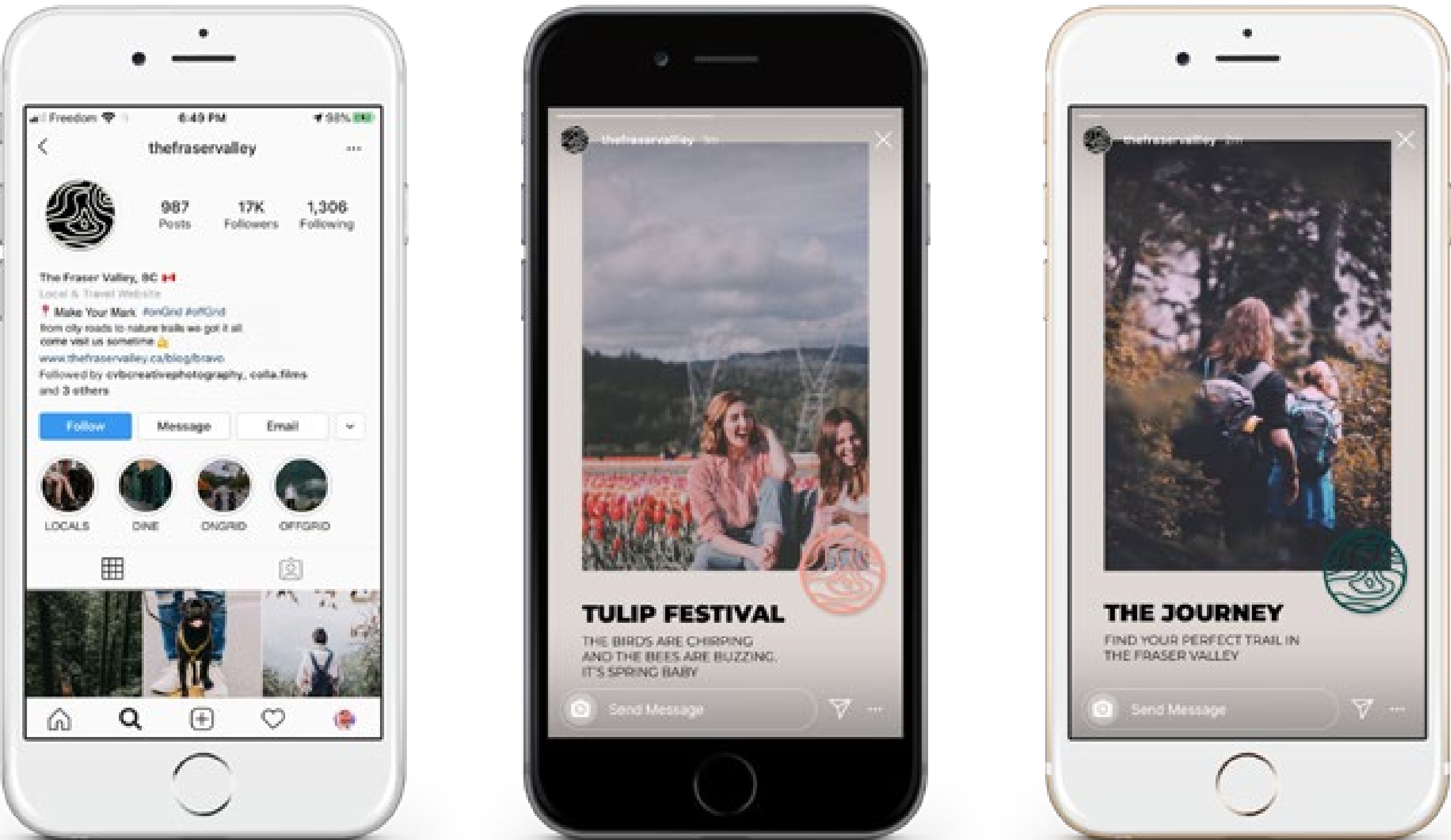
TULIP FESTIVAL
THE BIRDS ARE CHIRPING
AND THE BEES ARE BUZZING.
IT'S SPRING BABY



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

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.





MURALS

Savor the moments with these intoxicating mural designs for all your instagram needs.

With using the #OnGrid for your city love and #OffGrid for all that good nature vibes~



PACKAGING





CHANCE BY CHANEL

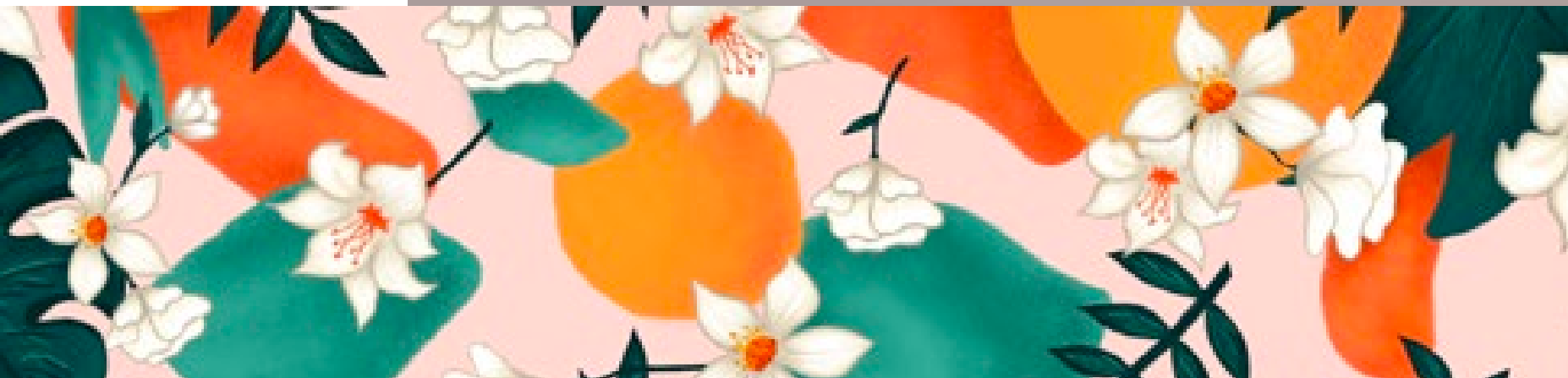
A fresh new look on the infamous Chance by Chanel Perfume.

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



Influenced by the jasmine and the citrus grapefruit notes, this packaging was designed to showcase the customers what kind of perfume they will be obtaining when purchasing Chance by Chanel.

Without reading the customer can already gage the type of fragrance it is.





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





Primary Logo



Secondary Logo



Logo Translated



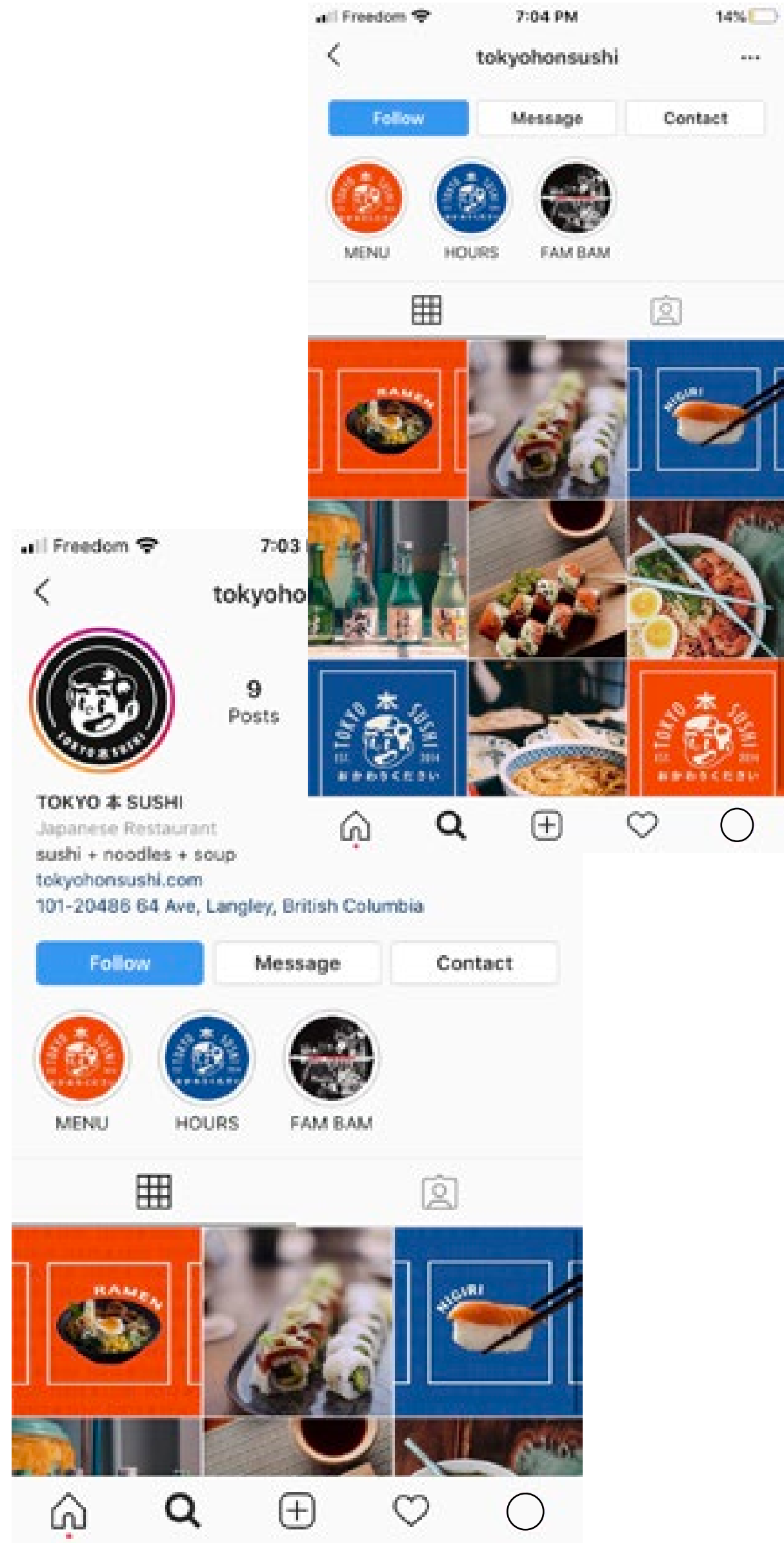
FRONT



BACK

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



SOCIAL MEDIA



Some instagram post to display the various dishes you can order at Tokyo Hon Sushi. Using the brand colors to bring it all to life.

**YUKI
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**THANK
YOU**