

Logo design portfolio by Nhat Minh

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Chapter one

Background

Resume

About me

Xin chào,

I'm Nhat Minh, a junior logo designer based in Hanoi. Graduated from Hanoi FPT University.

I have passion for Logo and Identity System Design. I'm hard working, always look for new and innovatice ways to push the envelop and create unique design.

For over a year I worked at DC Stywin Branding Agency. I have had the opportunity to work with many companies in different fields. such as restaurant, sport, fashion, agricultural, mining, constructing, etc. In the future, I want to become a Brand Identiy Designer.

Edutation

FPT University

Logo Design Course - The Design Council VN

Skills

Identity System
Design

Experience

Graphic Design Intern | Viglacera company

Freelance Designer

Graphic Designer | DC Stywin Branding Agency

Programs

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Figma

Chapter two

My work

Another Art

01

Who are we?

Another Art sells handmade souvenirs and popular art products with Vietnamese characteristics and culture based in Hanoi.

This is where young local artists and designers gathered to bring unique works of Vietnamese identity to people in and outside of Vietnam.

We want to spread Vietnamese Art Cultural to everyone. As well as remind young people Vietnam's images in the past, present and future.

Brand Values

Cultural
Connection
Rightness
Creative
Original

Mission Statement

A palce for young artists and designers to bring unique works of Vietnamese cultural to art lovers.

No to plagiarism and copying.

Target Audience

Vietnamese youth love Vietnamese art and culture.

Foreign tourists come to visit Hanoi. People from the aged of 18 - 28.

Income level: 4 - 10 million VND per month

Vision Statement

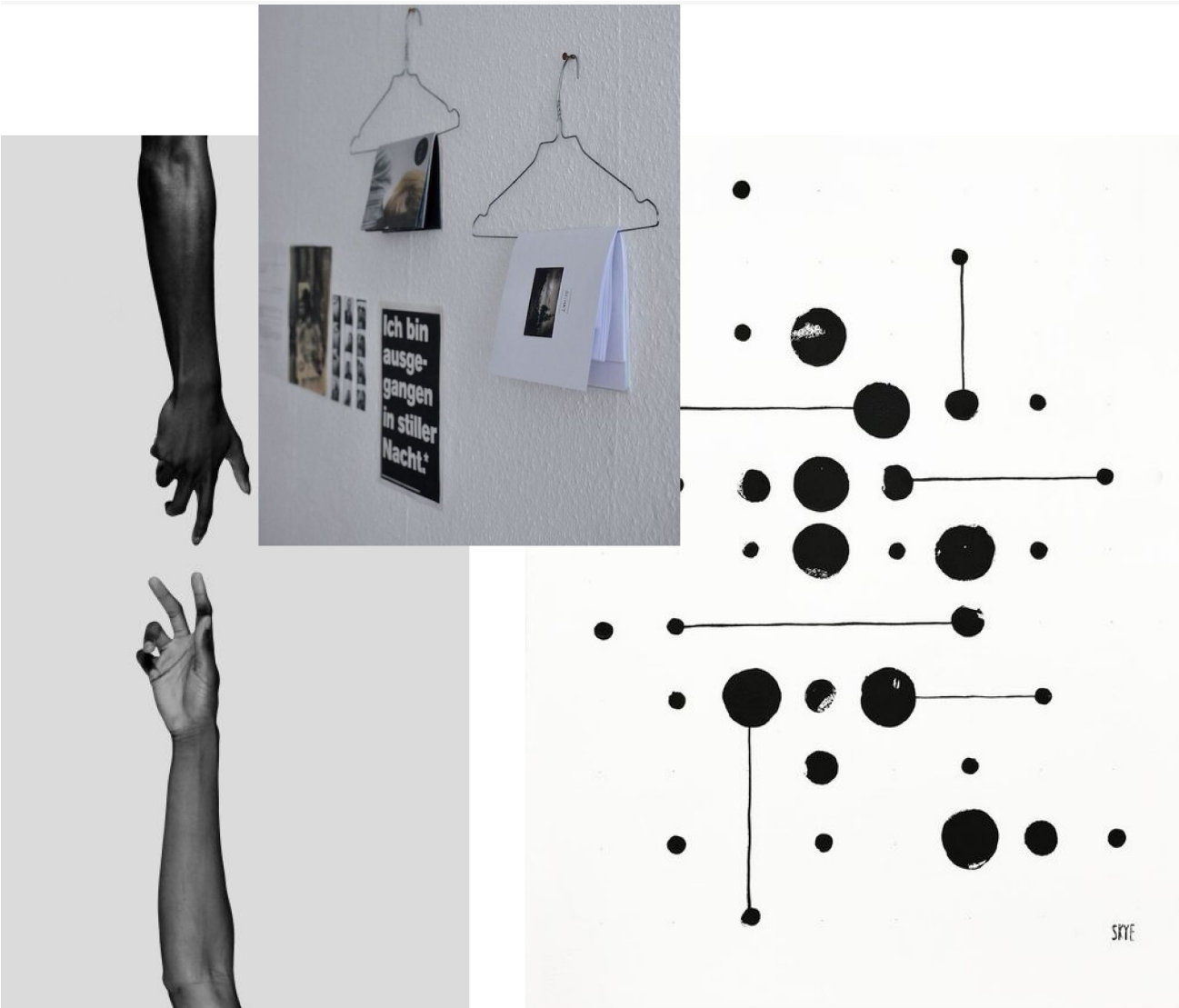
Spreading Vietnamese Cultural Arts to everyone.

Remind young people the images of Vietnam in the past, present and the future.

Service

Online and offline retail system, specializing in distributing creative product lines (including souvenirs, gifts, apparel, stationery, accessories, printing, handicrafts)



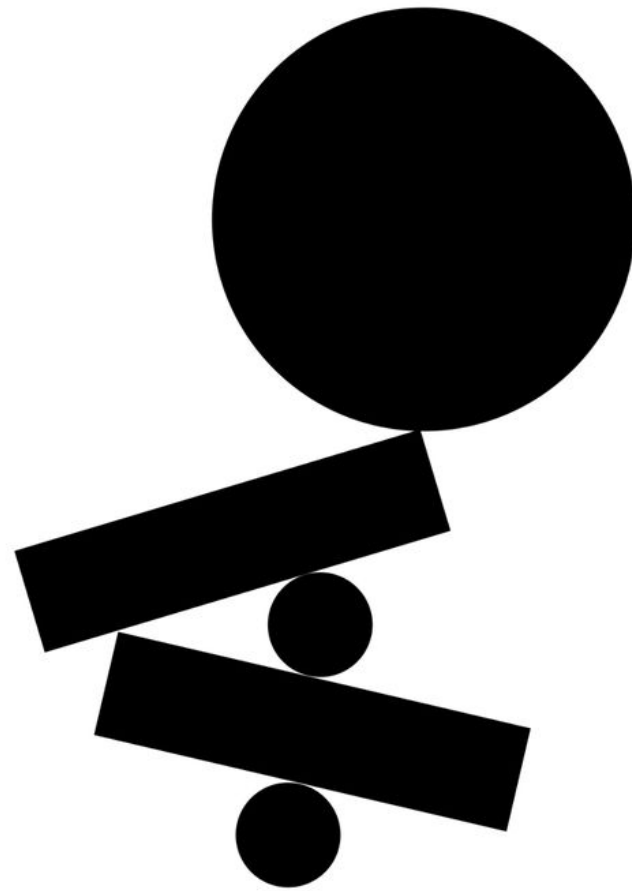


Direction - The Dot

It is the starting point, as well as the ending point of an idea or a painting.

Idea

Combine traditional ways of making art with digital, graphic element together.

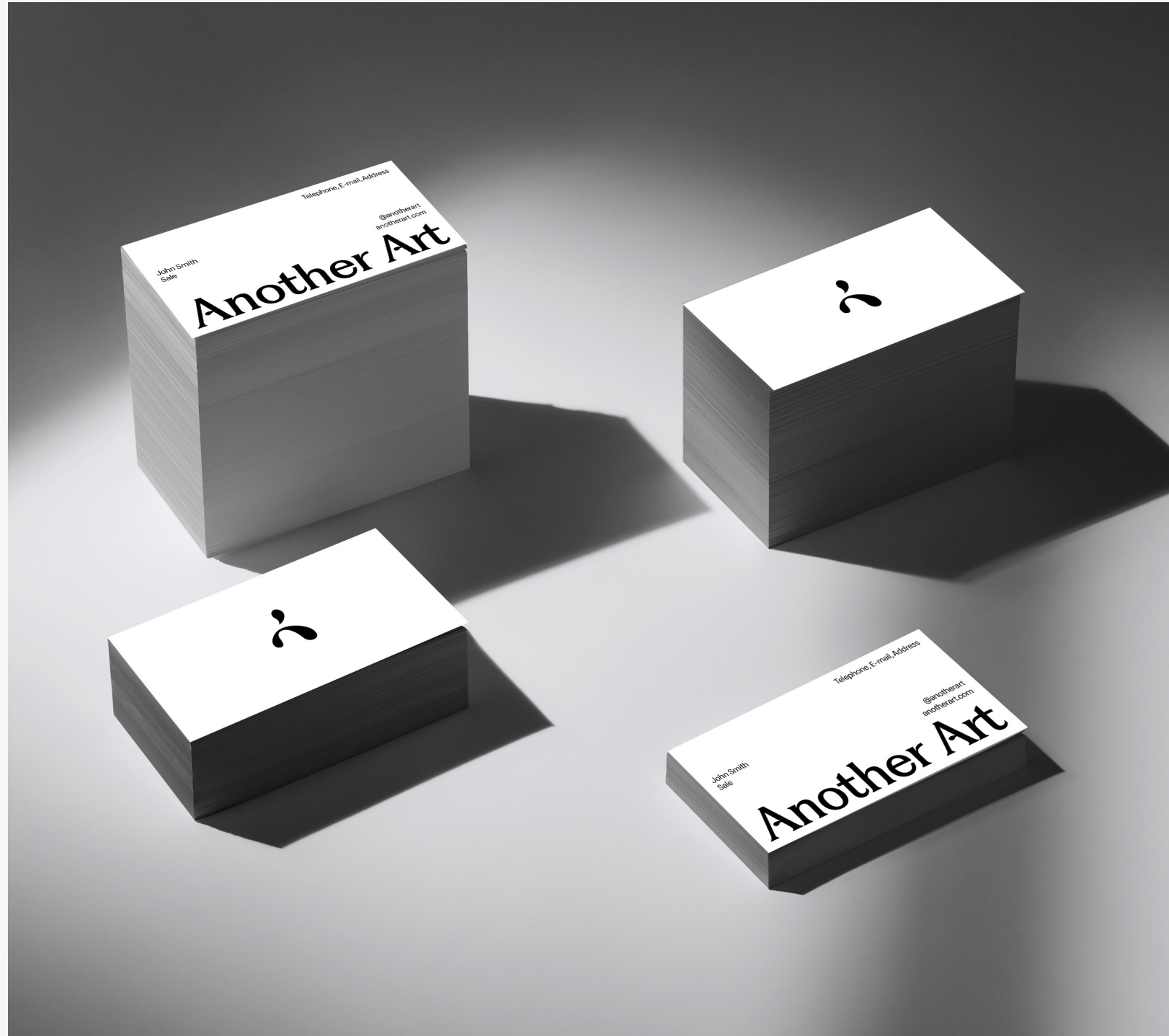


Scope of work

Logo Design

Key word

Simple
Artistic
Creative
Connection
Minimal

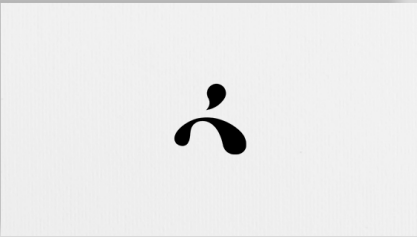
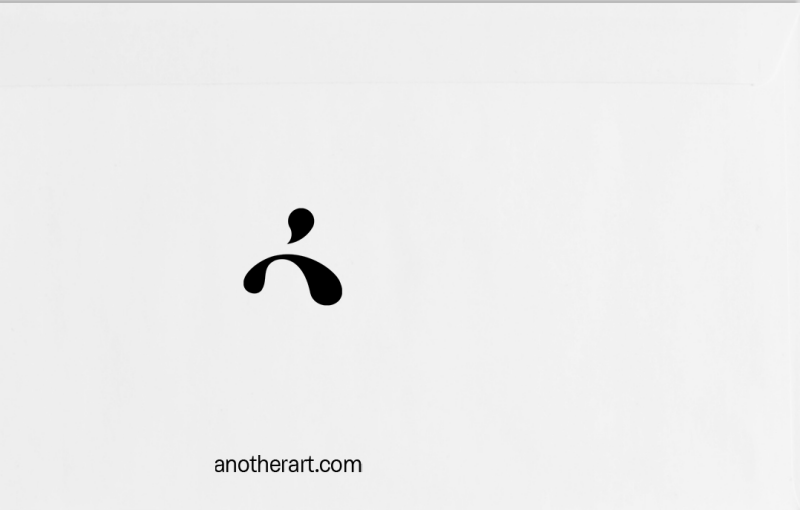


Telephone, E-mail, Address

John Smith
Sale

@anotherart
anotherart.com

Another Art



Telephone, E-mail, Address

@anotherart
anotherart.com

Another Art

Another

Dear Mr,

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DHM

Global Company Limited



Who are we?

DHM is a leading company in the field of import and export of goods. With many years of experience and solid reputation, DHM has built a wide network of partners and is committed to providing customers with quality products that meet international standards.

Mission Statement

Providing high quality and diverse products, meeting the needs of global customers.

Build and maintain long-term, sustainable cooperative relationships with suppliers and partners to ensure a stable and reliable supply.

Vision Statement

DHM strives to become a sustainable import-export company with prestige and position on the regional and world economic map.

Brand Values

Quality
Professional
Caring
Renew

Target Audience

Domestic agent and business market.

Export products to China and Asian countries.

02



Scope of work

Logo Design

Keywords

Simple
 Modern
 Timeless
 Professional
 Reliable
 Environmental

They wanted the logo should be appear for a long time so the design should be contemporary and simple.



Dear Mockup Design User,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse hendrerit mi non nibh mattis, vel eleifend lorem ultricies. Sed ultricies metus neque, ut pellentesque eros gravida sed. Proin euismod velit vitae lacus hendrerit scelerisque. Maecenas ultricies ante dolor, quis commodo erat tincidunt nec. In ornare tortor vitae ligula pharetra, id dapibus leo porttitor. Nunc tincidunt dictum orci. Pellentesque in feugiat purus. Donec sodales lectus ligula, et consectetur diam tempor id. Sed in elit ullamcorper dolor rhoncus ullamcorper.

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Feel free to use it in private and commercial projects.

Yen Sao Vinawings



Who are we?

Yen Sao Vinawings is belongs to DHM company. All products are farm and collected in An Giang and Bac Lieu.

Mission Statement

Become a brand with a foothold in the healthy food industry

Vision Statement

Making Vietnam become one of three big providing quality bird's nest products to international consumers.

Brand Values

Quality
Professional
Nature
Health

Target Audience

Directed towards everyone

03



YEN SAO VINAWINGS is a new brand on the market so needs to gain trust from customers.

They produce high quality bird's nest products, however oriented to be usable by everyone. So I believe that they wanted to be seen as "luxury" even though the price is average.

RENÜ23

Who are we?

RENÜ 23 is a adaptogen elixir/juice company. It has a tremendous health benefits to help you achieve balance and stability in your body. The idea is "beauty from the inside out".

Keywords

Substances
Compounds
Science

The idea is to give the medicine, science feeling to the logo.

Mission Statement

Help women to achieve the beauty from the inside.

Target Audience

Western women care about beauty in scientific ways.



RENÜ²³

Gmail: info.renu23@gmail.com
Address: S Saint Heller Bay Road
Sydney Australia
Direct: +61 555 132 789
Mobile: +61 552 888 652

To client.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

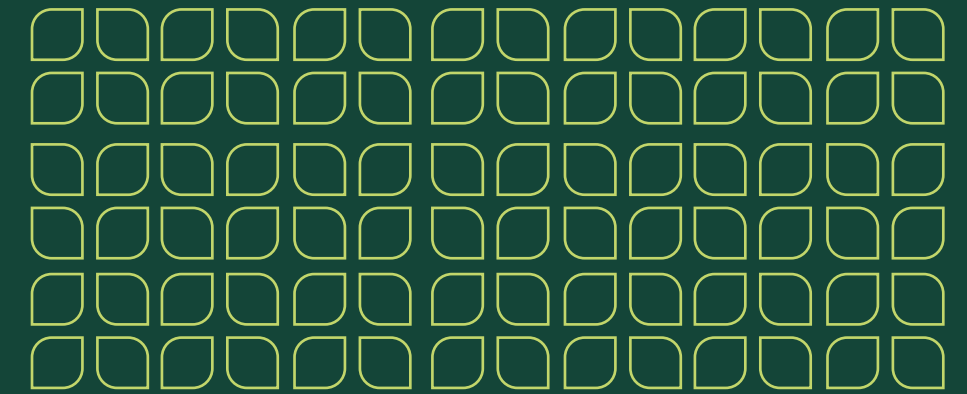
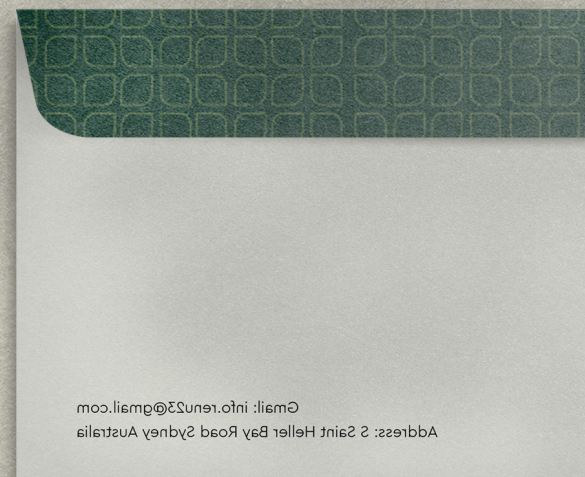
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy.

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc.

Regards.

Florence Stellagio
Manager

J 23



The graphic visual is use base on the logo. Brings the natural feeling.



Florence Stellagio
Manager

Direct: +61 555 132 789
Mobile: +61 552 888 652

RENÜ²³

Gmail: info.renu23@gmail.com
Address: S Saint Heller Bay Road Sydney Australia



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typeset-

RENU²³

Daily Stress management

Original Green

Organic, fermented pea and rice protein, activated with super greens, adaptogens, and our unique blend of supportive herbs.

RENU²³

Organic, fermented pea and rice protein, activated with super greens, adaptogens, and our unique blend of supportive herbs.

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Thank you for watching.