

fugazi

BRANDING / COMMUNICATIONS / DESIGN

# FUNK IT FOR REAL

We are whisky lovers  
who share an affinity for  
bringing brands to life.

We design brand strategies  
and ***tell your stories.***



# Things We Do

## BRANDING

- Brand Guideline
- Positioning
- Messaging
- Brand + Product Naming
- Slogan
- Brand Story

## CREATIVE

- Visual Identity
- Creative Direction
- UI/UX Design
- Packaging Design
- Application Design
- Graphic Design

## COMMUNICATION

- Content Strategy + Creation
- Digital Marketing Strategy
- Social Media Management
- Digital Campaign Execution
- Copywriting + Copyediting
- Content Auditing

# How It's Done

THE PROCESS IS NEVER LINEAR.

DISCOVER

EXPLORE

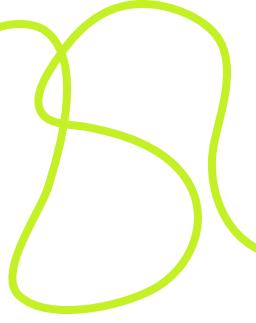
CREATE

TEST

REPEAT

IT KEEPS THINGS EXCITING.

# the WORK

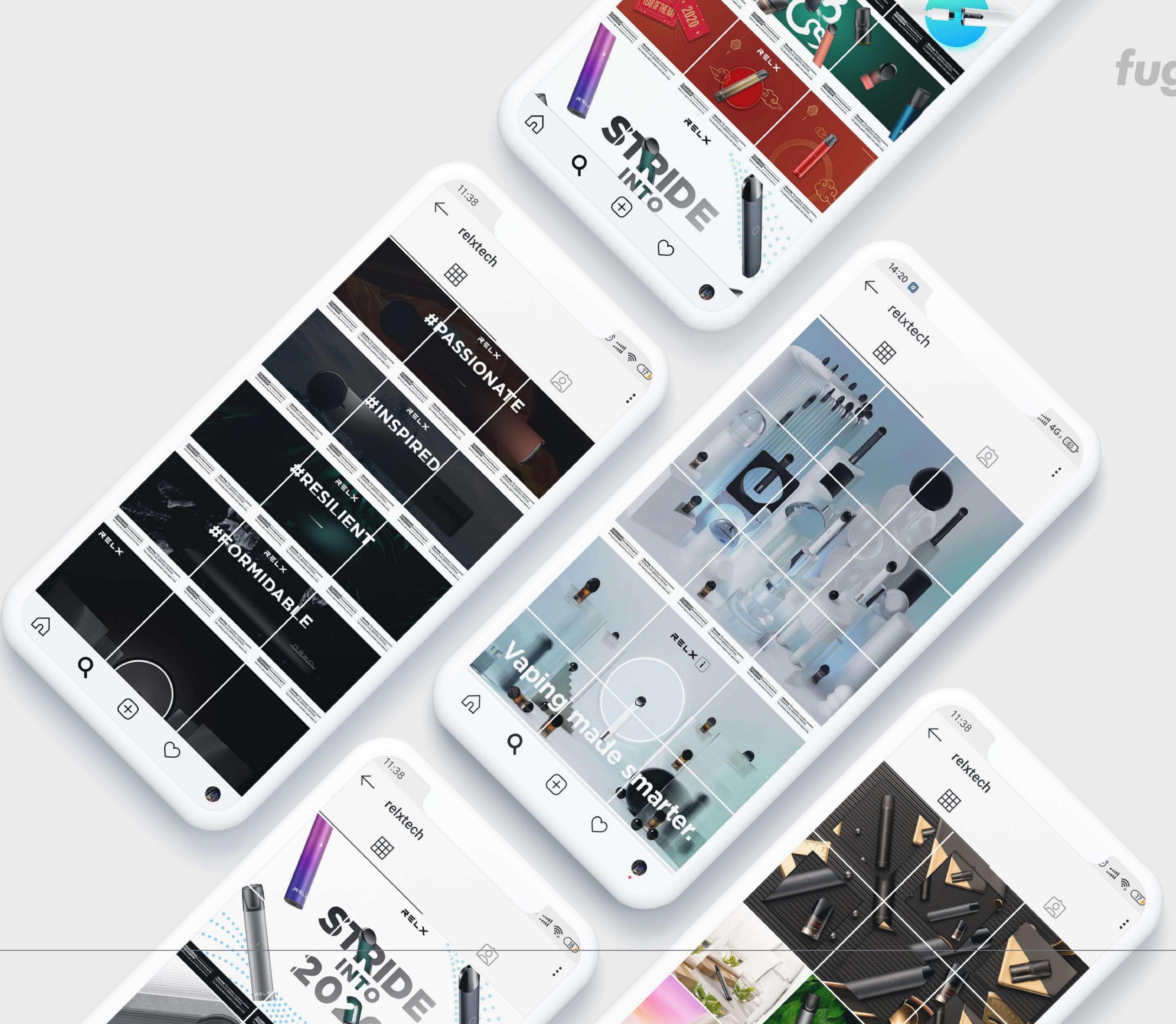


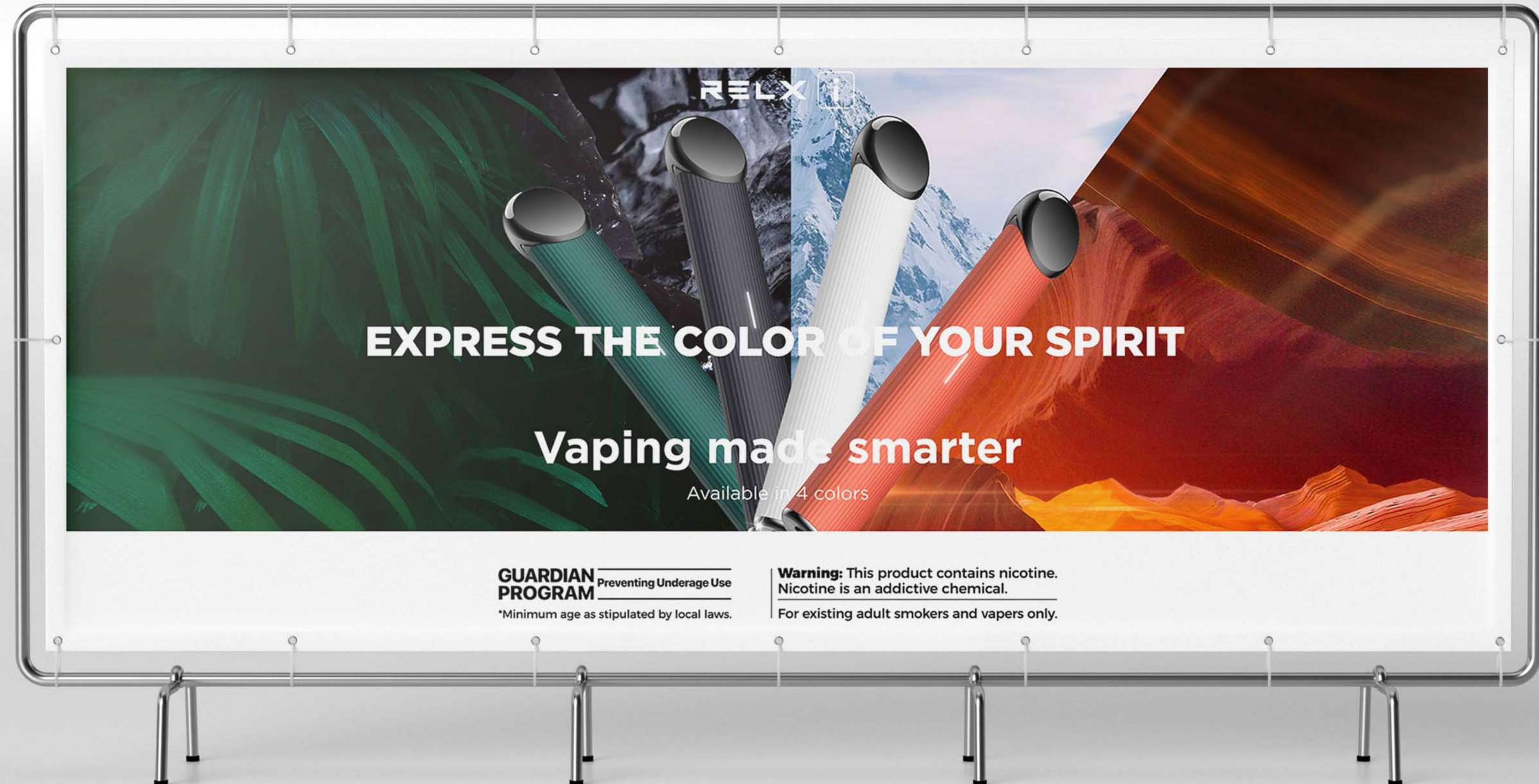
Every brand is different with its own set of rules,  
processes + experiences.

We listen to our clients and their clients to create shared  
aspirations + goals. We translate that into how we  
approach each project's needs.



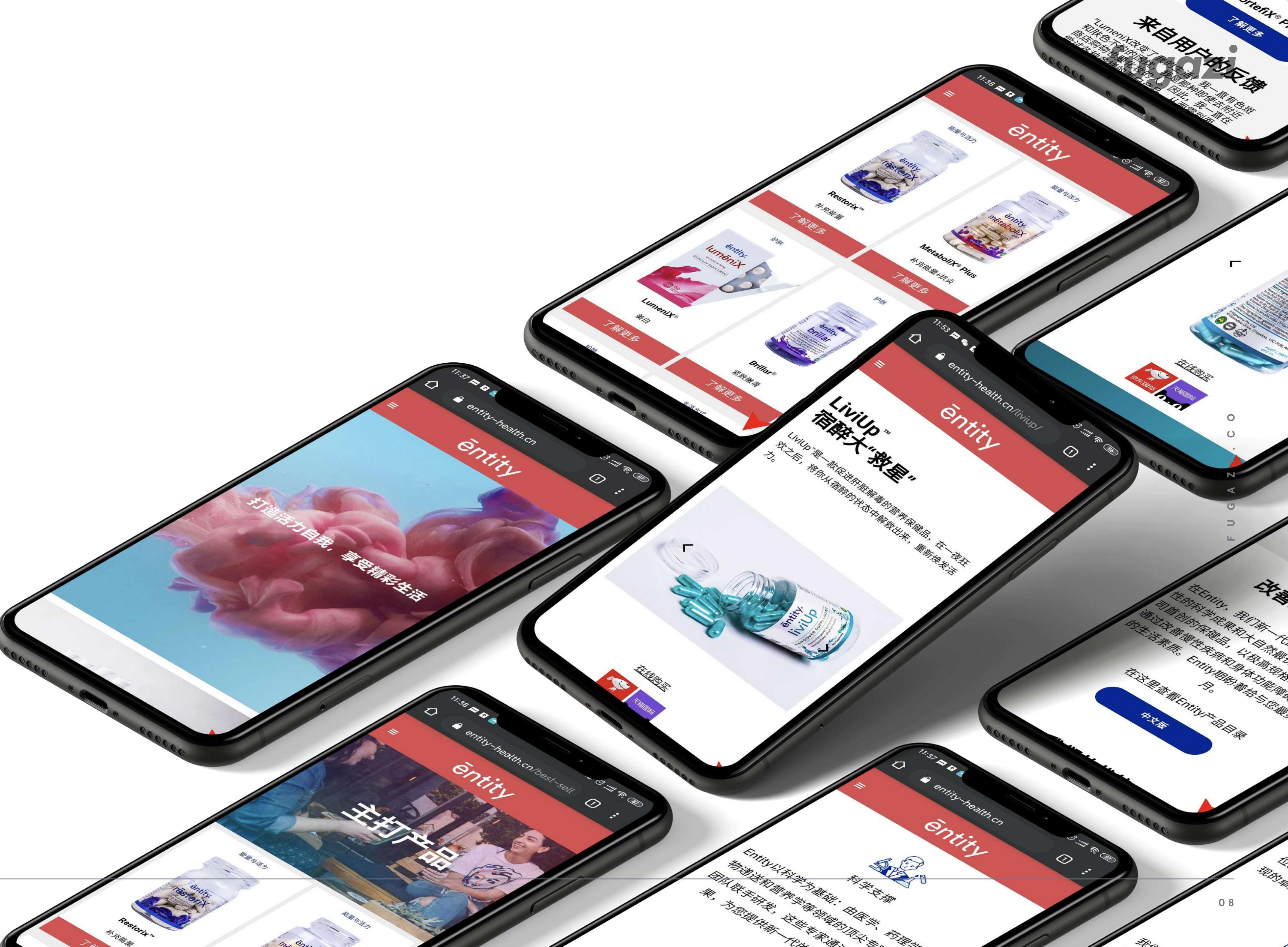
- Social Media Management
- Product Naming
- Content Strategies
- Creative Direction
- Influencer Outreach
- Branding (Corporate + Retail)
- Digital Marketing Campaigns

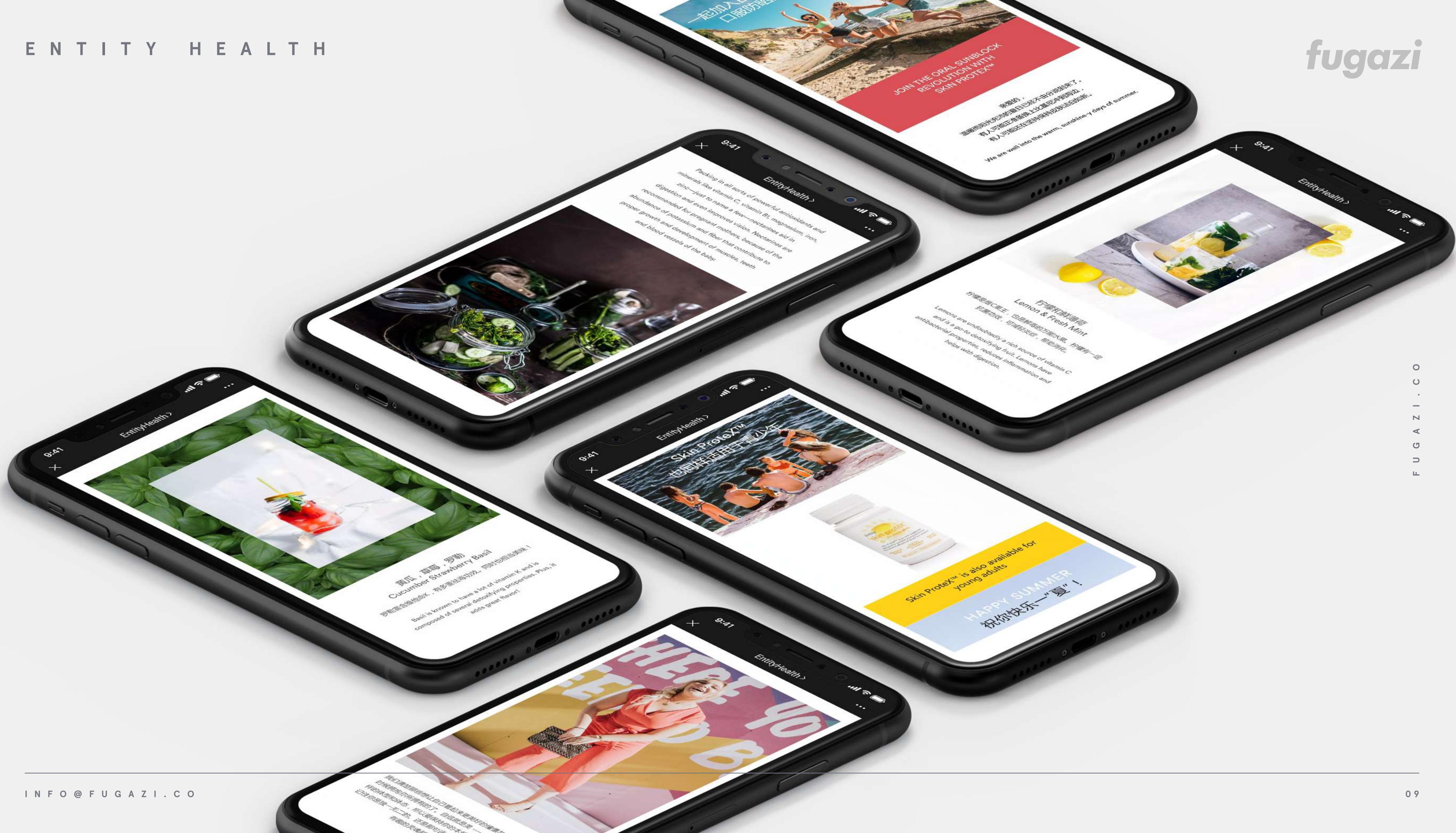






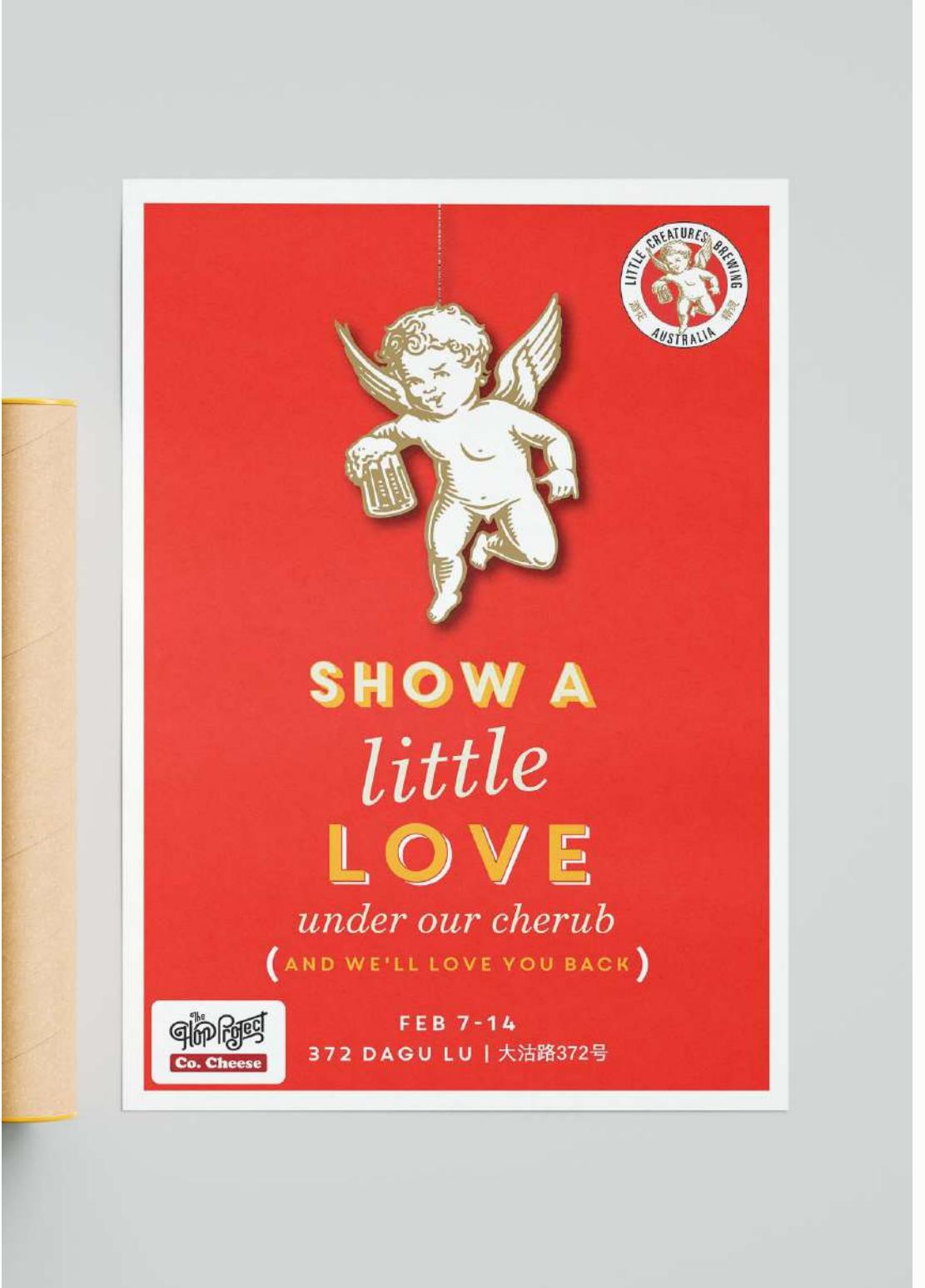
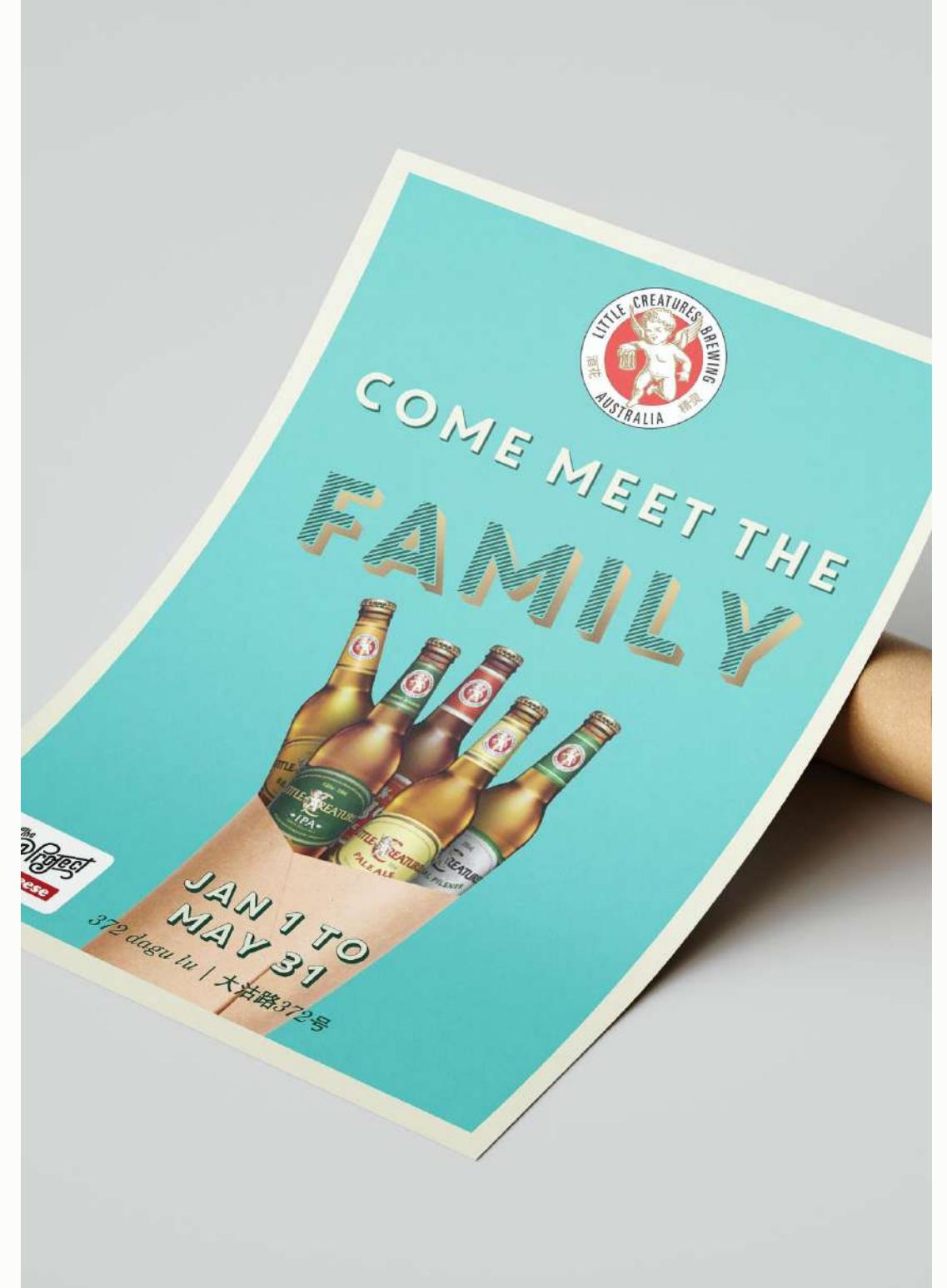
- Content Creation
- WeChat Articles Design
- Bilingual Copywriting
- Product Video Editing
- E-commerce Web UI/UX Design

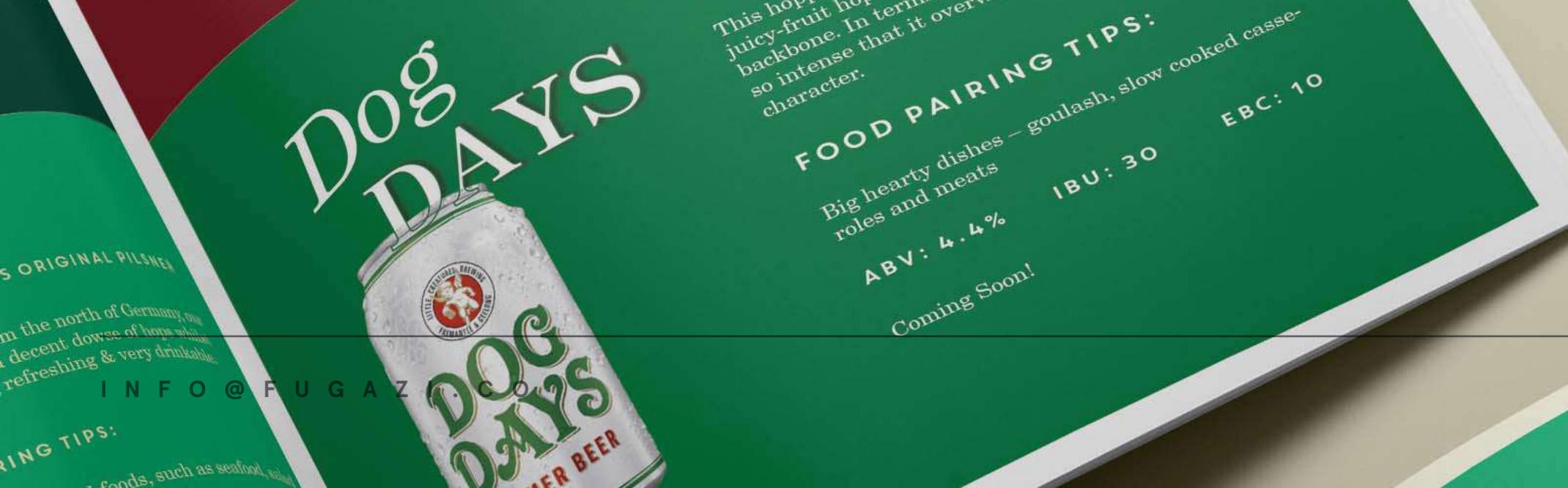






Marketing Collateral Design  
POS Design  
Event Branding  
Graphic Design  
Application Design





FUGAZI . CO

# U BODYCONCEPT

Brand Guideline

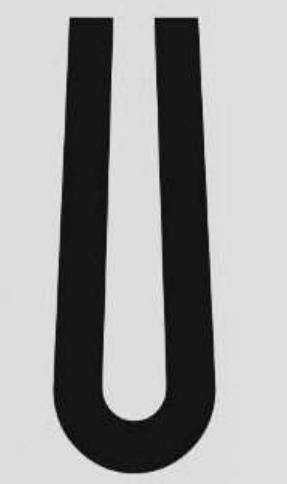
Key Visual Art

Graphic Design

Marketing Collateral Design

Merchandising

Editorial Design



# PORSCHE

## TIMELESS: 70 YEARS



**PORSCHE**

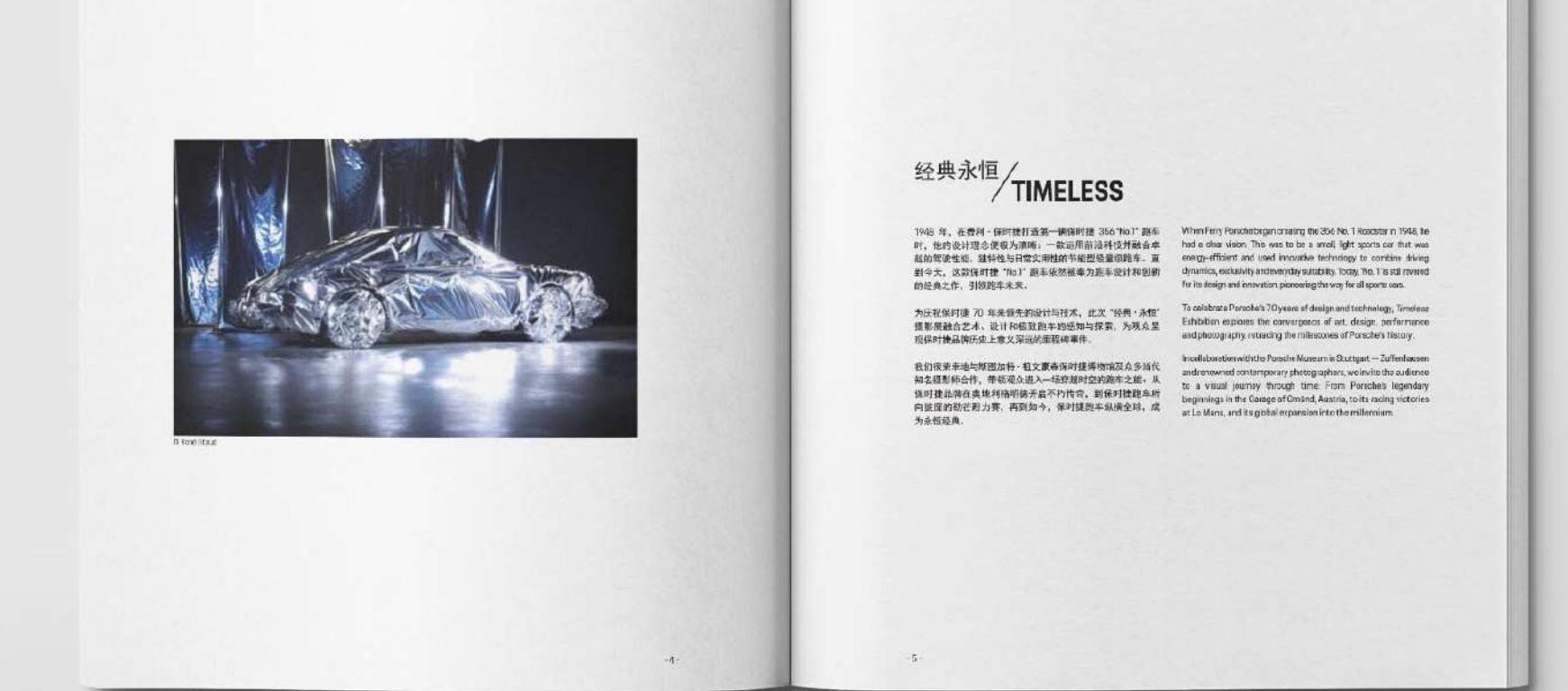
English Copywriting  
 Experiential Storytelling  
 Exhibition Descriptions  
 Audio Tour Script Editing  
 Video Subtitle Editing

2018 PhotoFairs Shanghai

Agency: Freeman XP

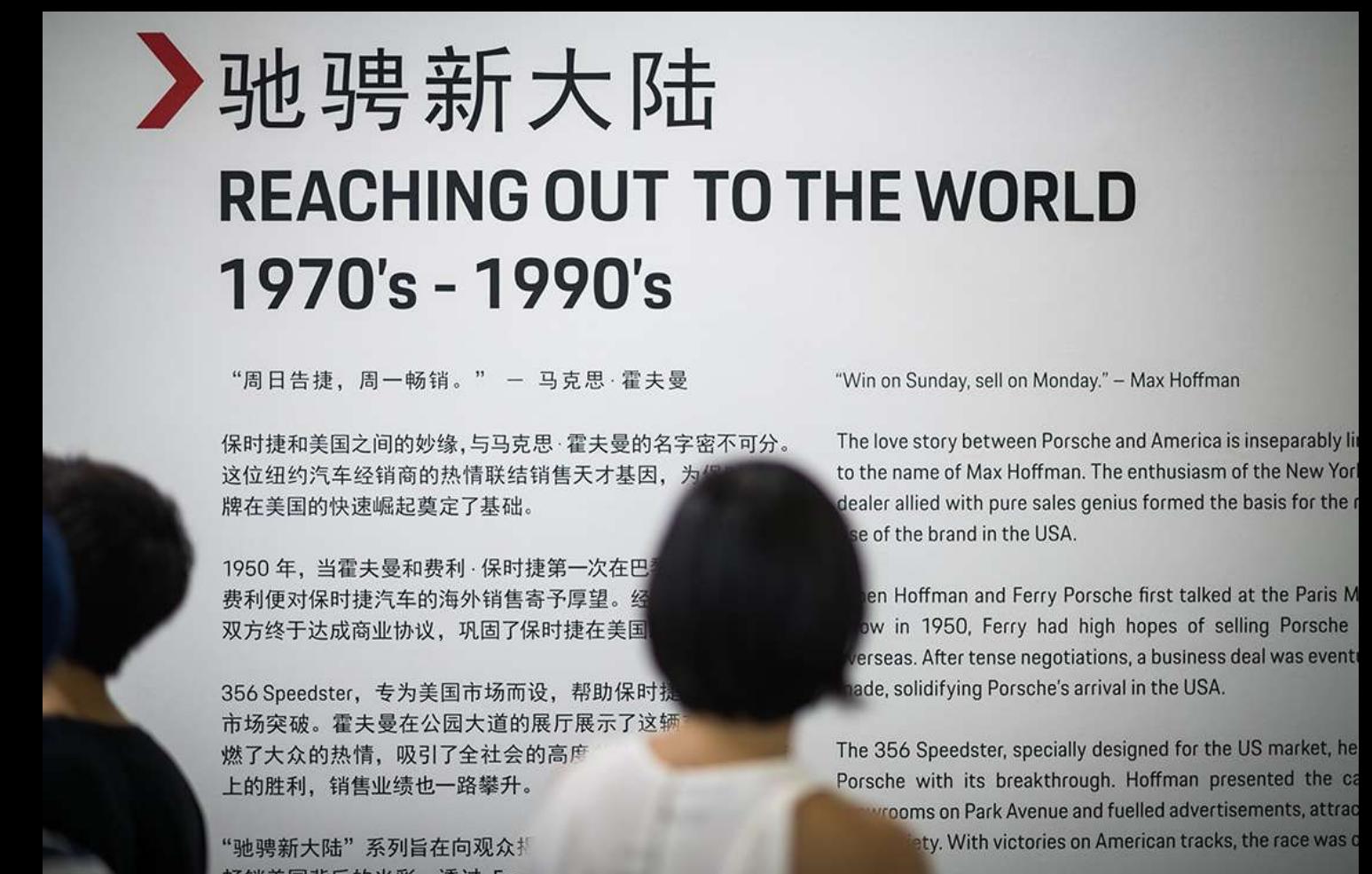
Creative Director: Claire Bayrasy

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B R I G H T E R B E A U T Y

SKINCARE TECHNOLOGY



Company Profile Deck  
Application Design  
Copyediting  
Editorial Design



Today's conversations toggle seamlessly between people and platforms.  
BrighterBeauty engages customers with a High Tech-High Touch service model.



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Store Design **fugazi**  
captures visual DNA of the brand and

High Tech, High Touch  
feeling is achieved by combining clean white surfaces with wood textures to create the environment customers crave.



F U G A Z I C O

**Customer Journey**  
Experienced Through a Meticulously



#### 1. Face Scanned

Customers are scanned using the Canfield Visia Scanner

Device used by dermatologist globally to assess skin health

Measures 8 attributes of skin health and compares individual results to global Visia database



#### 2. Results Analyzed

Scan results linked to recommended active ingredients and personalized treatment plan based on goals

BrighterBeauty collaborates with dermatologists to develop a personalized treatment plan based on individual goals

Results appear real time in cus

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# BRIGHTER BEAUTY

People Make It Happen  
The Numbers  
Brand Positioning  
Appendix - Olio Collection

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55



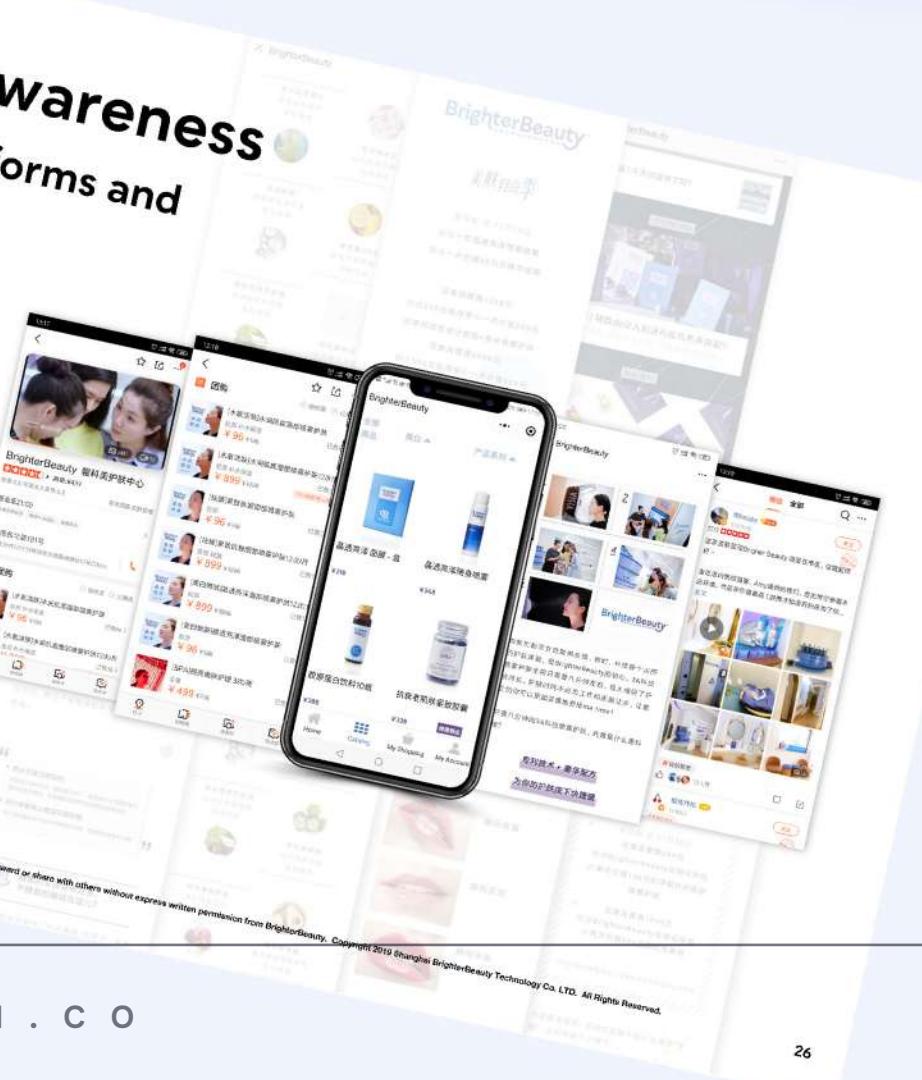
## Building Brand Awareness through social media platforms and customer engagement

Online Conversations Guide Offline Confidence & Conversion

Chinese consumers in off-line stores turn to their on-line peers to assess new brands before making purchase decisions.

China is a Mobile First Economy

China's retail environment is a mobile first QMD world. BrighterBeauty's digital presence and branded WeChat Mini-Program help customers move seamlessly between these worlds and communities.



## 6. Customer Journey

**Design Elements are Modular to enable a consistent customer journey in any shaped site.**

### Designed to Scale Globally

Design elements developed leveraging decades of experience growing brands in sites across Asia and the world.

Elements are designed to scale and flex based on real estate opportunities, customer needs and site attributes.

Custom furniture elements designed for speed of service and operational excellence.

### Format

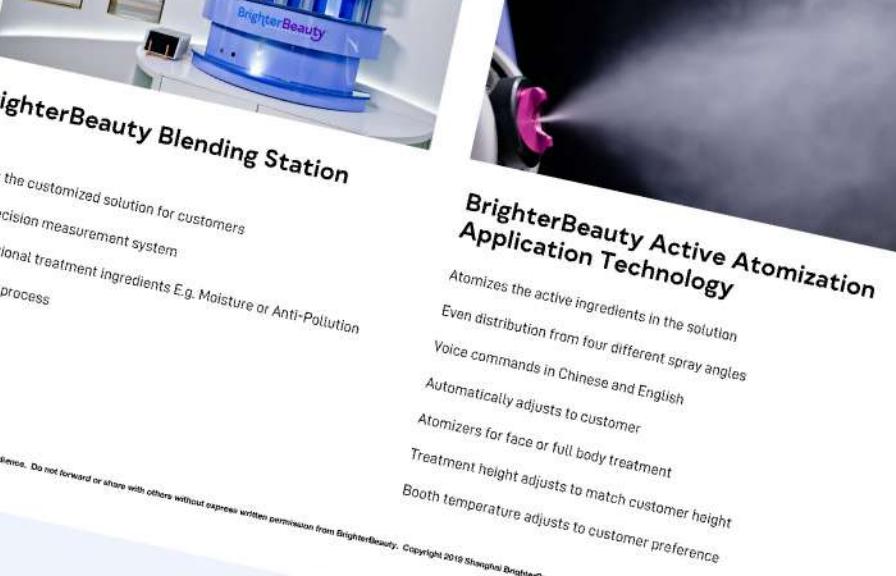
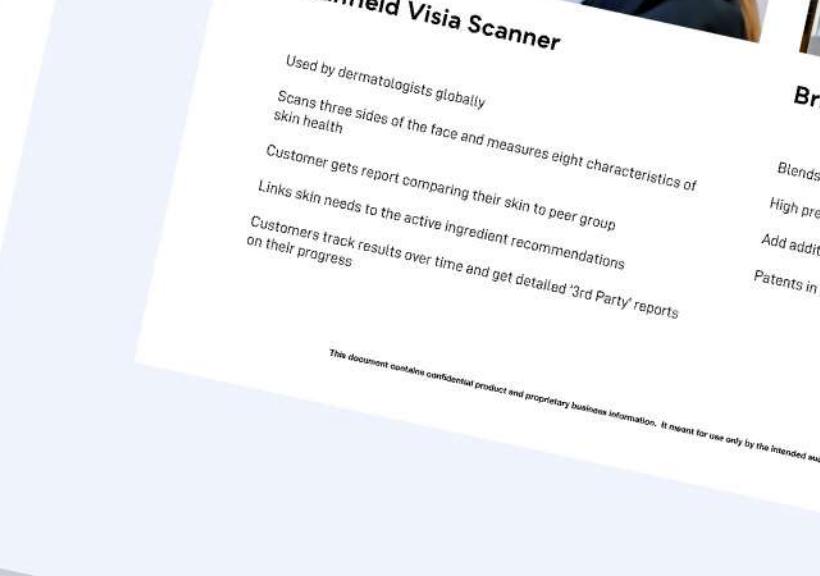
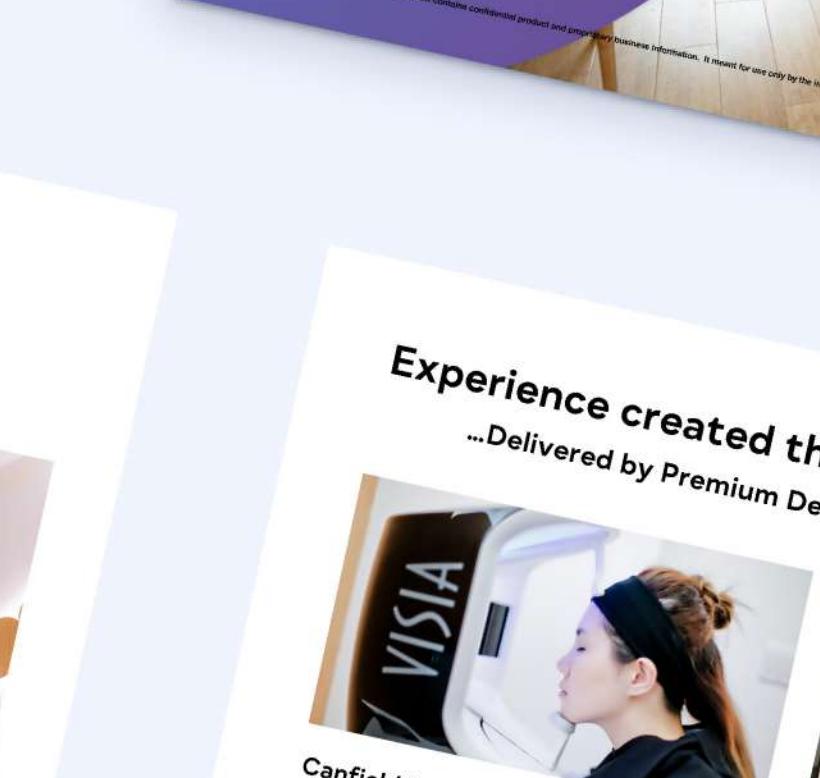
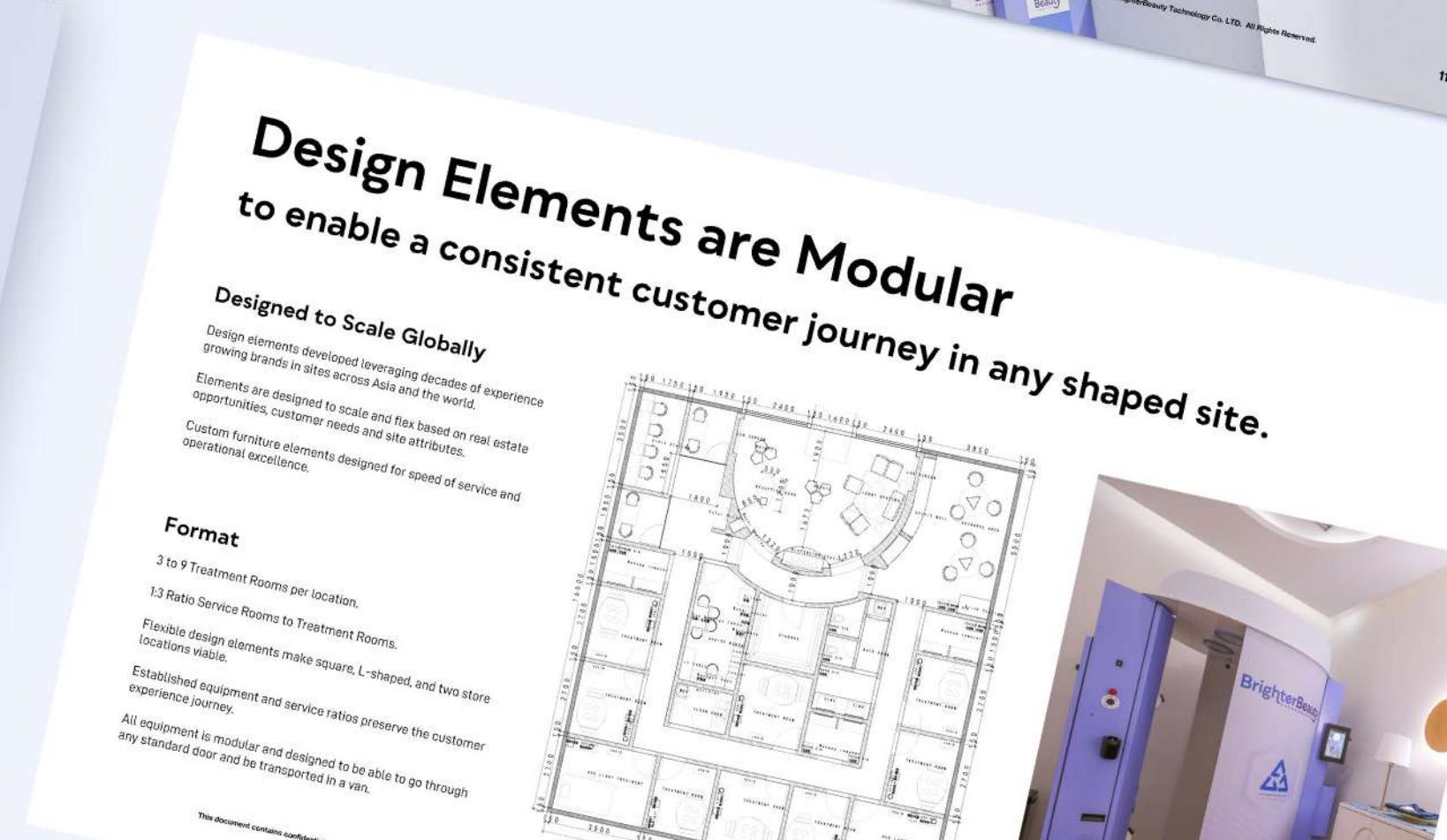
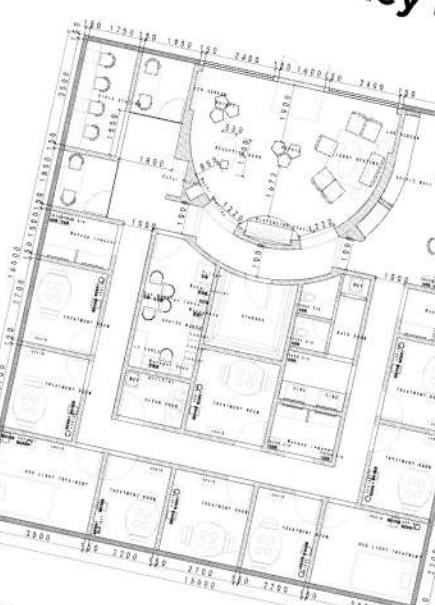
3 to 9 Treatment Rooms per location.

1:3 Ratio Service Rooms to Treatment Rooms.

Flexible design elements make square, L-shaped, and two store locations viable.

Established equipment and service ratios preserve the customer experience journey.

All equipment is modular and designed to be able to go through any standard door and be transported in a van.



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BOOMI

SUSTAINABILITY-DRIVEN E-COMMERCE PLATFORM

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BOOMI

- Brand Design
- Packaging Design
- E-commerce Design
- Brand Guideline (Rebrand)
- WeChat Mini-Program Design Consulting





BOOMI

## INTRODUCTION

Design Rationale  
Brand Positioning

## LOGO USAGE

Primary Logo  
Minimum Size  
Minimum Clearance  
Color Variation  
Incorrect Logo Usage

## BRAND ELEMENTS

Color Palette  
English Font  
Chinese Font  
Creating Graphics

Super Graphics  
Image Style  
Illustration Style  
Creating Super Graphics  
Super Graphic Usage  
Image style

## APPLICATIONS

Email Signature  
Powerpoint  
Newsletter  
Instagram  
Posters  
Thank You Card  
Wechat

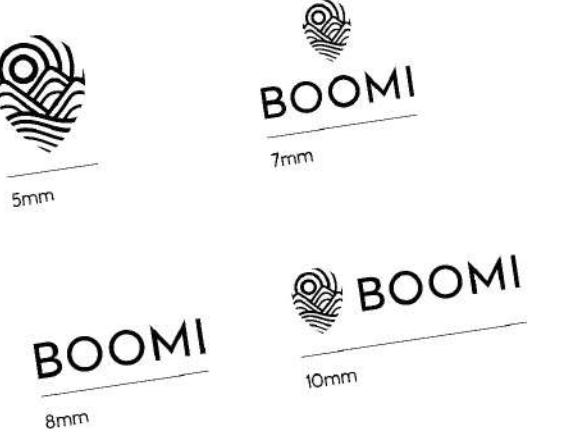
# LOGO USAGE



TS

## UM SIZE

size refers to the allowable logo size. The numbers beside indicate the viable size that logos appear. Please always in the logo's aspect ratio scaling.



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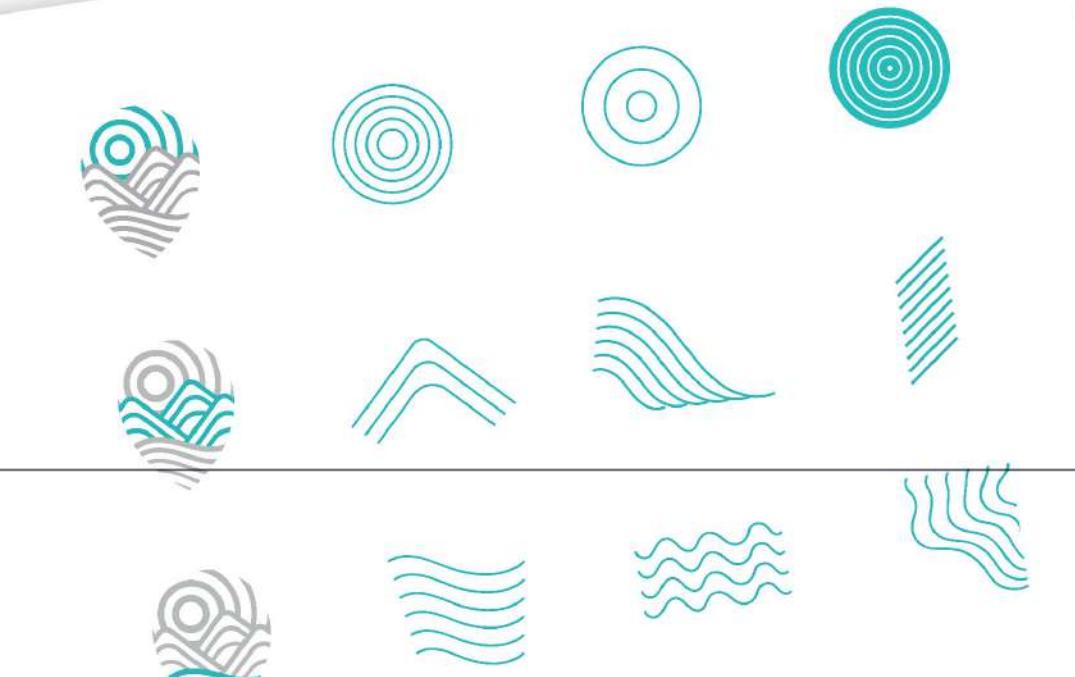
BRAND ELEMENT



## BRAND GUIDELINE

### CREATING GRAPHIC

All graphic elements are extracted from the logo. The main elements that make up the ecosystem within the logo (i.e. the Sun, the Earth, the Sea) can be modified to create decorative key art.



### COLOR VARIATION

The logo may appear on colored backgrounds, though when possible, a white background is most preferable. If the logo appears on a black/dark background or on an image, the logo should be treated as shown on the right. When the logo is overlaid on photography, the area surrounding the logo should be relatively uncluttered to ensure legibility and clarity.



PRIMARY LOGO  
Logos 1 + 2 are primary logos that include a combination of both the logomark and the type logo. Logos 3 + 4 can be used sparingly when there is no space for logos 1 + 2, or if the logo appears in the same application.

**fugazi**  
LOGO

### COLOR PALETTE

Boomi's color palette is bright, youthful, and reflects a forward-thinking momentum. To ensure consistent color applications, always use the color specification assigned for Pantone, CMYK and RGB color usage. For print applications on varying materials, it is suggested to visually match the color test with Pantone Chips.

CMYK  
71 5 29 0  
RGB  
47 182 188  
Hex  
#2FB6BC  
Pantone 7472 c

CMYK  
2 12 88 0  
RGB  
249 218 25  
Hex  
#F9DA19  
Pantone 115 c

CMYK  
1 37 33 0  
RGB  
244 179 203  
Hex  
#F4B3CB  
Pantone 1895 c

CMYK  
100 77 33 18  
RGB  
0 68 111  
Hex  
#00446F  
Pantone 7694 c

CMYK  
46 2 28 0  
RGB  
136 202 192  
Hex  
#88CAC0  
Pantone 564 c

CMYK  
3 83 54 0  
RGB  
233 81 96  
Hex  
#E95160  
Pantone 198 c

### SECONDARY ENGLISH FONT

Montserrat, Didot and Better Works are secondary brand fonts. These fonts are to be used decoratively and where the primary font cannot be used.

F U G A Z I . C O

### POSTERS

Posters should be bright and clean to complement the message being conveyed. Use clean, solid backgrounds when possible and ensure typography is properly aligned with consistent spacing. Photography and all visual elements should always relate to the content of the poster.

### SUPER GRAPHIC

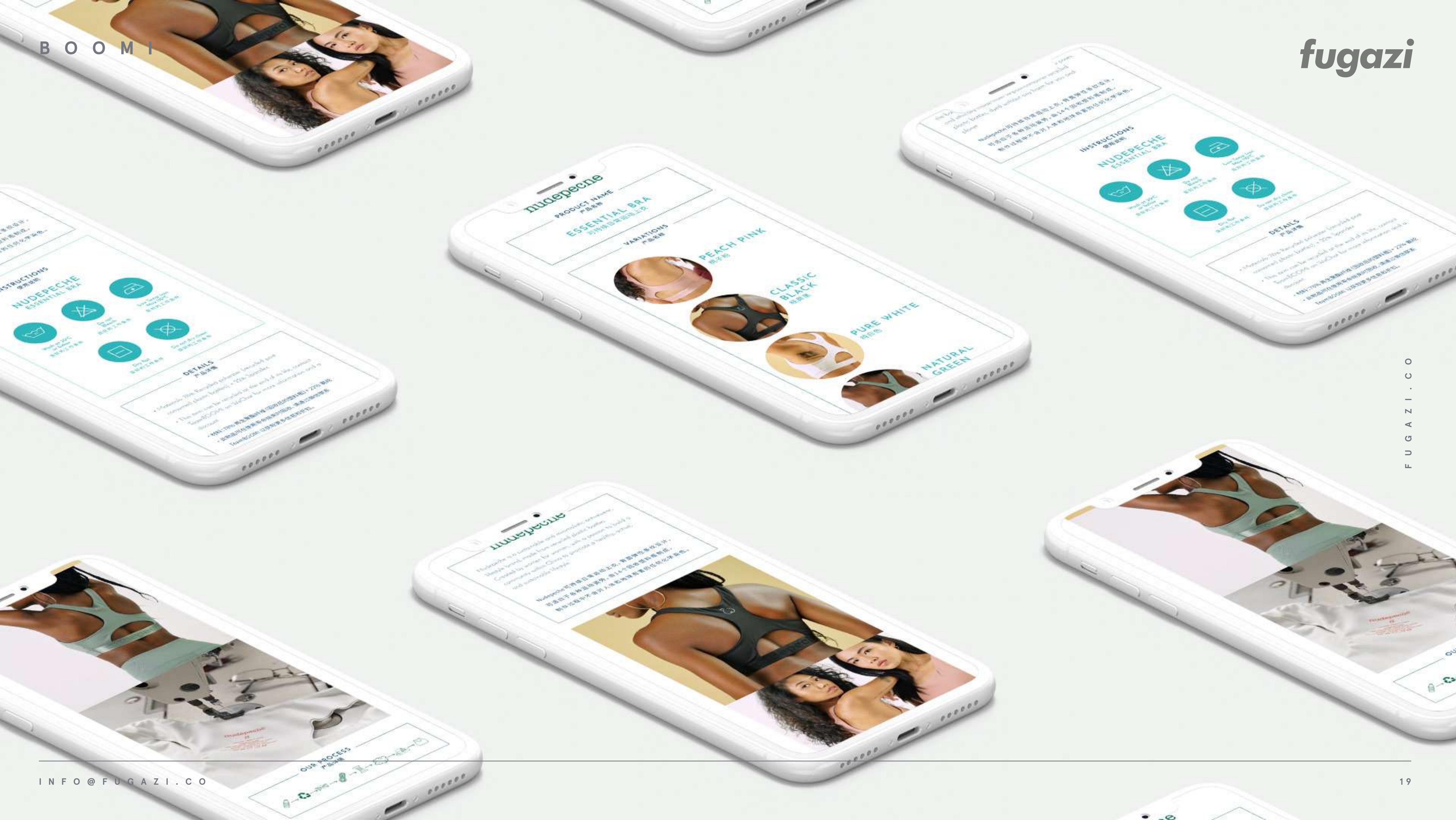
Super graphics are created for editorial purposes, especially for PowerPoint presentations, company profiles and WeChat articles.

They can also be placed on images and/or backgrounds with 20% transparency.



BOOMI

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FUGAZI.CO



Web UI/UX Design

Web Development

Copyediting

Lifeline  
Confidential support across China

It's okay not to be okay

Call 400 821 1215

Our community is available to provide a safe source of support for individuals in times of emotional distress or crisis.

If you'd like to chat with us, please use the two links below.

Chat Online Chat on Wechat

How Talking Helps

We all experience tough times. Asking for help can be hard, however getting support during those difficult times can help you to find strategies to get through the situation and support.

Useful Contacts

We are committed to supporting you and your needs. Here are some useful contacts and resources that support our mission of care and support.



**ACYPI**  
Australia - China Young  
Professionals Initiative

Visual Identity

Brand Guideline

Web UI/UX Design

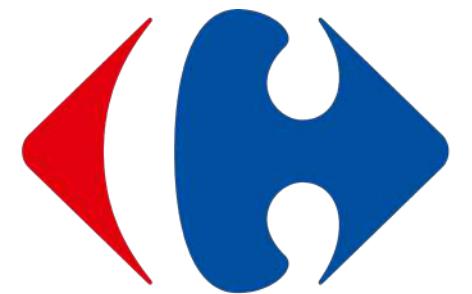
Web Development

Copyediting

The screenshot displays the ACYPI website homepage. At the top, the ACYPI logo is on the left, followed by a navigation bar with links: ABOUT US (with dropdown sub-links: OUR VISION, OUR TEAM, OUR STORY), EVENTS, RESOURCES, CONTACT, and JOIN US (highlighted with a blue background). Below the navigation is a large banner image showing a street scene with people and flags. Overlaid on the banner is the text: CONNECTING YOUNG PROFESSIONALS, ENTERPRENEURS TO OPPORTUNITIES, COMPASSING AUSTRALIA AND CHINA. A blue button labeled JOIN THE ACYPI COMMUNITY is visible. To the left of the main content area, there's a sidebar with sections: OUR STRATEGIC PILLARS (showing two people), OUR EVENTS (showing a street scene), and BROWSE OUR EVENTS. The main content area features a red map of Australia and a white section titled AUSTRALIA CHINA YOUNG PROFESSIONALS INITIATIVE with a 'FIND OUT MORE ABOUT THE ACYPI STORY' button. To the right, there are three vertical cards: THE ACYPI STORY (with a photo of a person), OUR MISSION (with a photo of a building), and OUR FOUNDER (with a photo of a person). The footer of the page includes the ACYPI logo and the text: 'INFO@FUGAZI.CO'.

CARREFOUR

GLOBAL HYPERMARKET



Carrefour

Interior Design

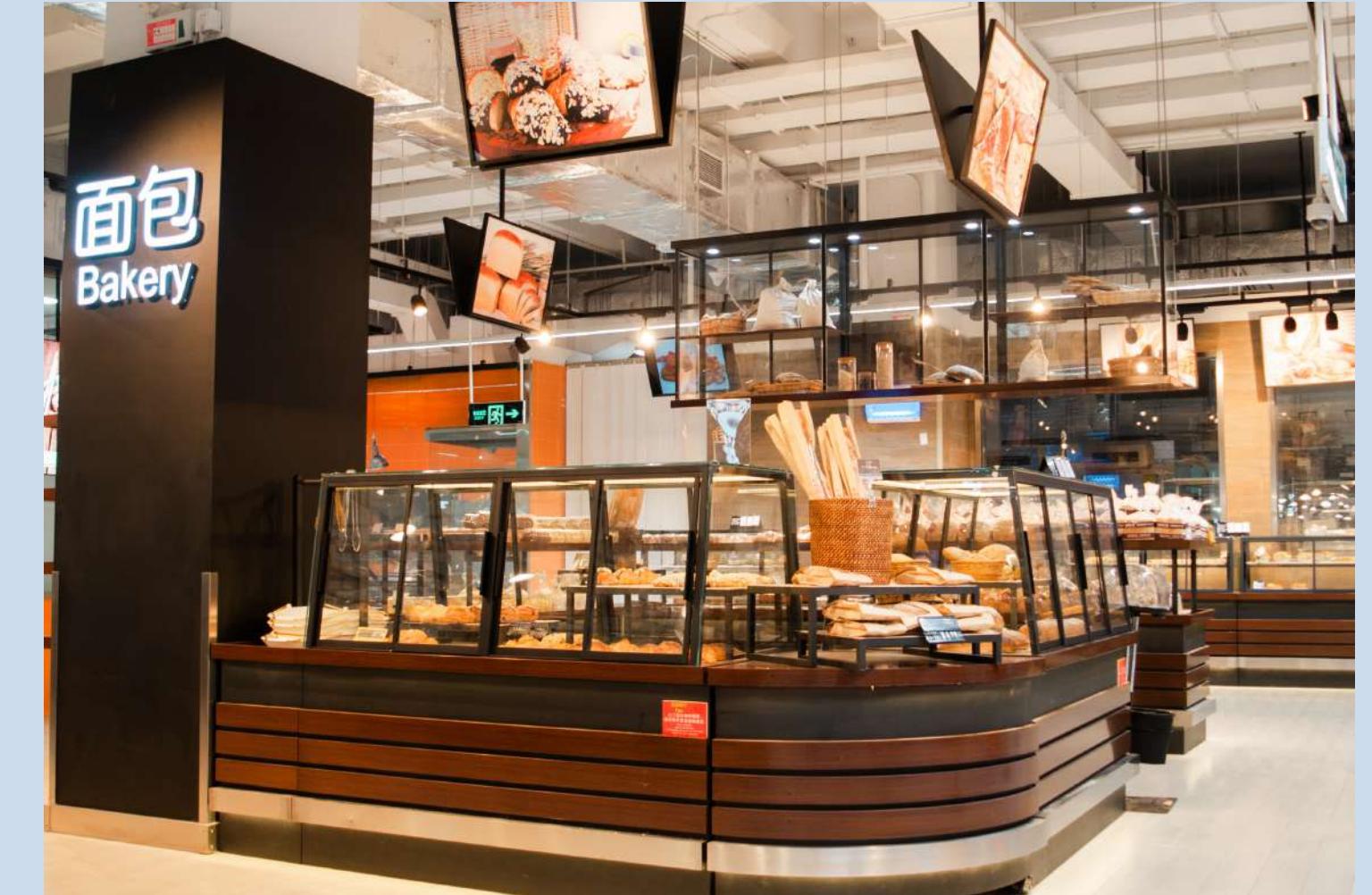
3D Rendering

UX Consulting

INFO@FUGAZI.CO

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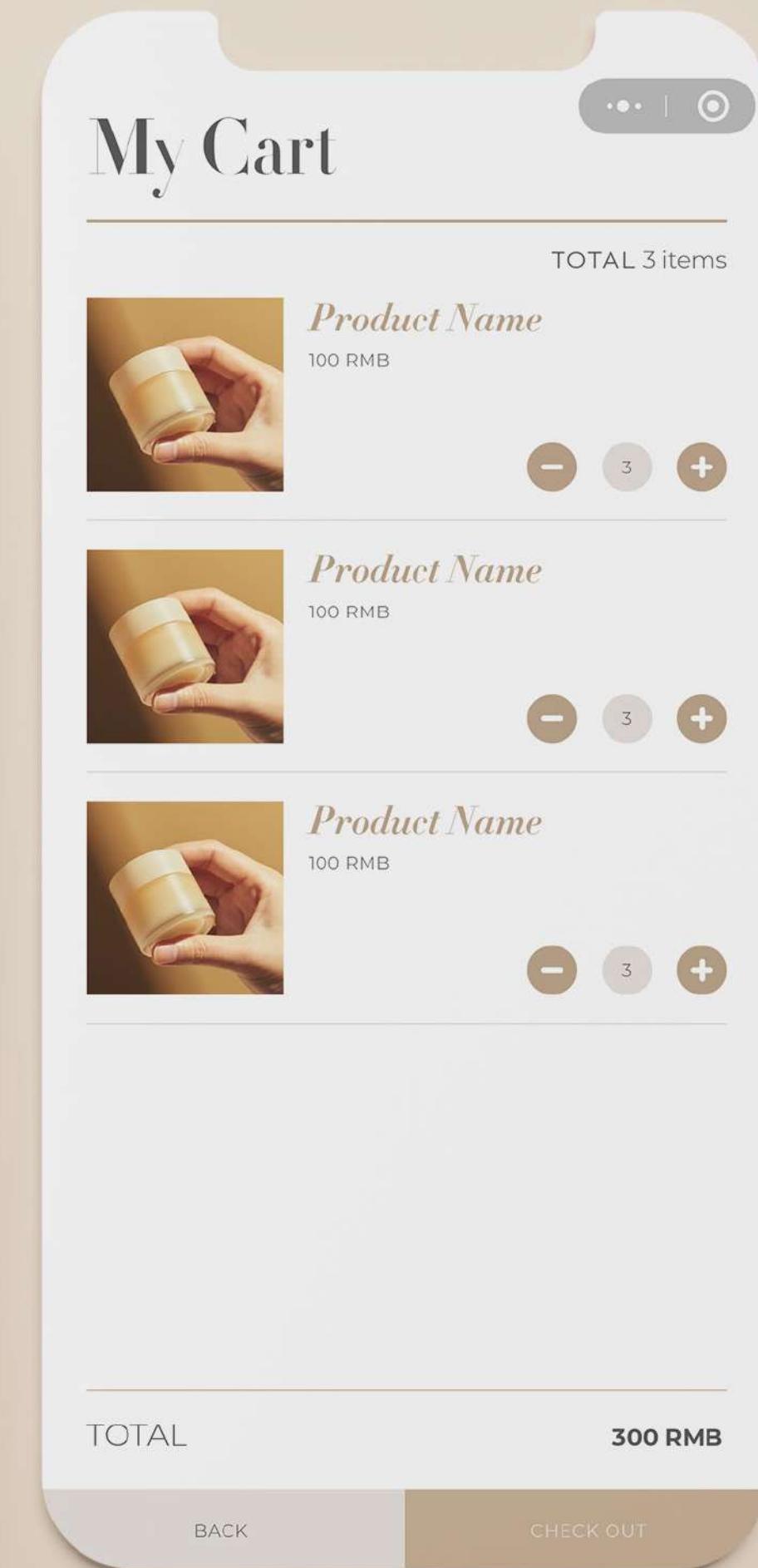
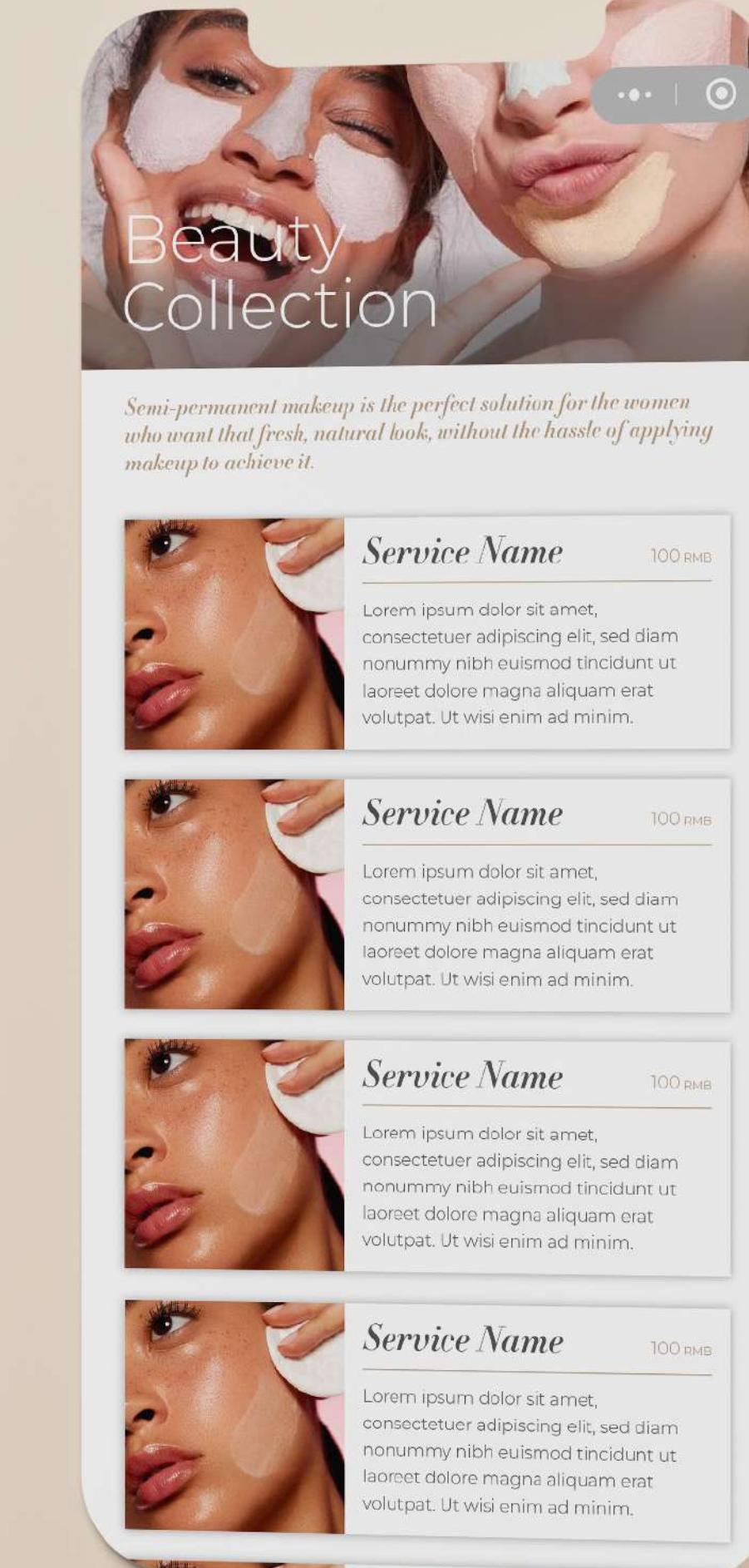
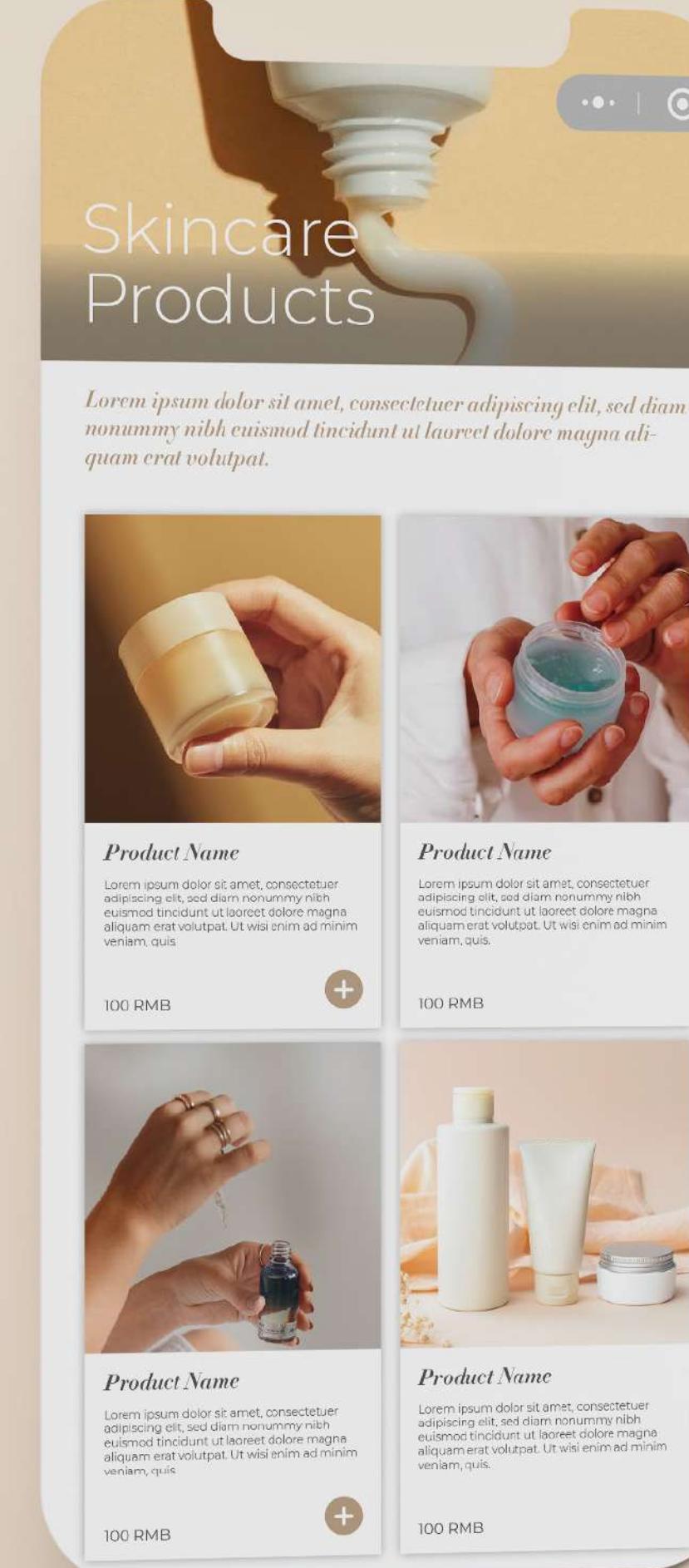
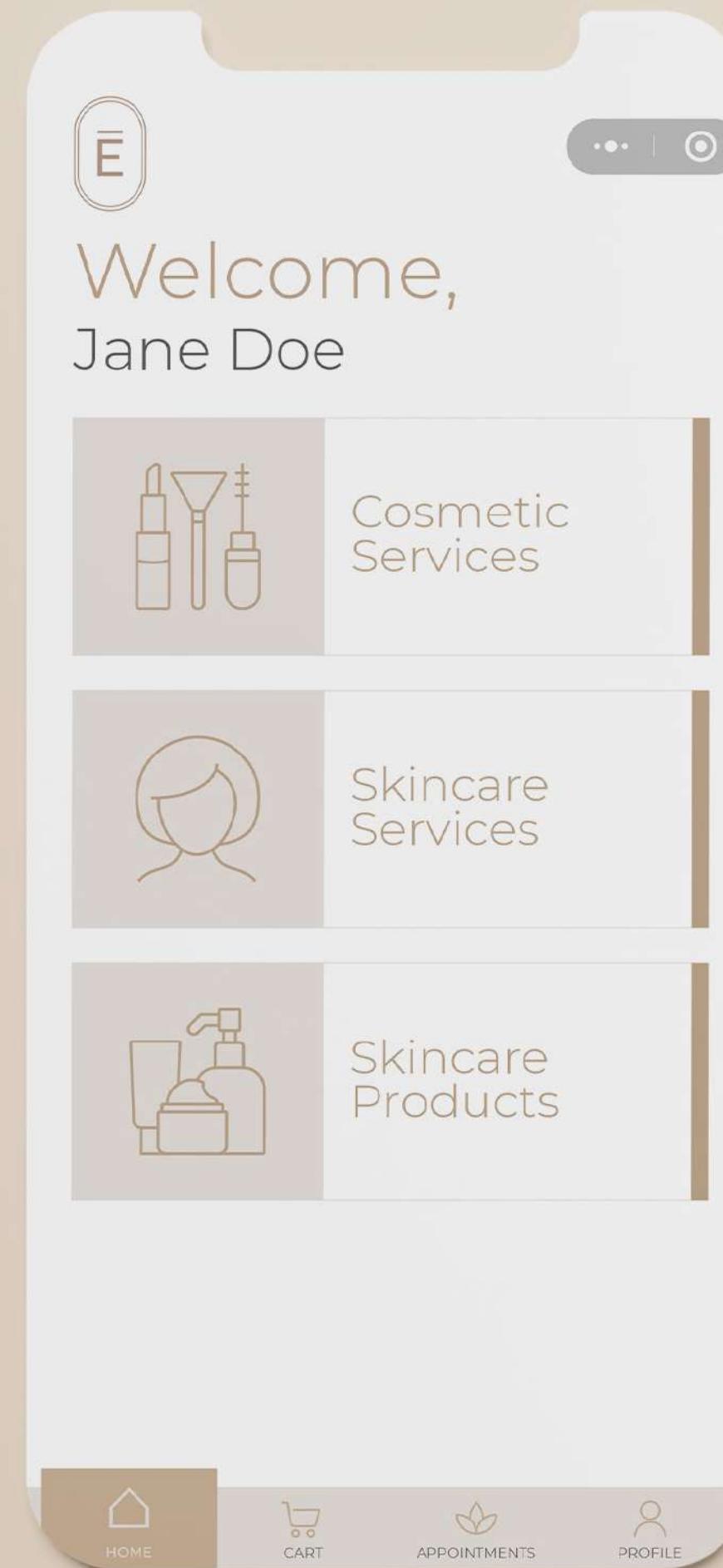
**ESTHÈTE**  
PARIS

Visual Identity

Brand Guideline

App UI/UX Design

Design Consulting



C D E F G H  
3 4 5 6 7 8 9 0

ESTHÈTE PARIS

most preferred background colors are black, dark background colors. Logos should be treated as shown in the examples below. When the logo is overlaid on photographs, the areas surrounding the logo should be relatively uncluttered to ensure legibility and clarity.

ESTHÈTE PARIS fugazi



W POSTS  
Templates are also included in the style guide. Use photography styles as well as above.

INFO@FUGAZI.CO



- WeChat Articles
- Bilingual Copywriting
- Packaging + Menu Design
- Marketing Collateral Design
- Social Media Management
- Event Branding

**STB In The Clouds**  
STB 云端漫步

**Our cloud kitchen is opening on Thurs Nov, 5 in Xujiahui**

**We're expanding our delivery range to continue our mission to Spread the Bagel!**

**Post a photo of your STB bagel combo on WeChat and/or IG (tag @spreadthebagel) and get another treat on your next visit! Just show us your post**

**STB In The Clouds**  
STB 云端漫步

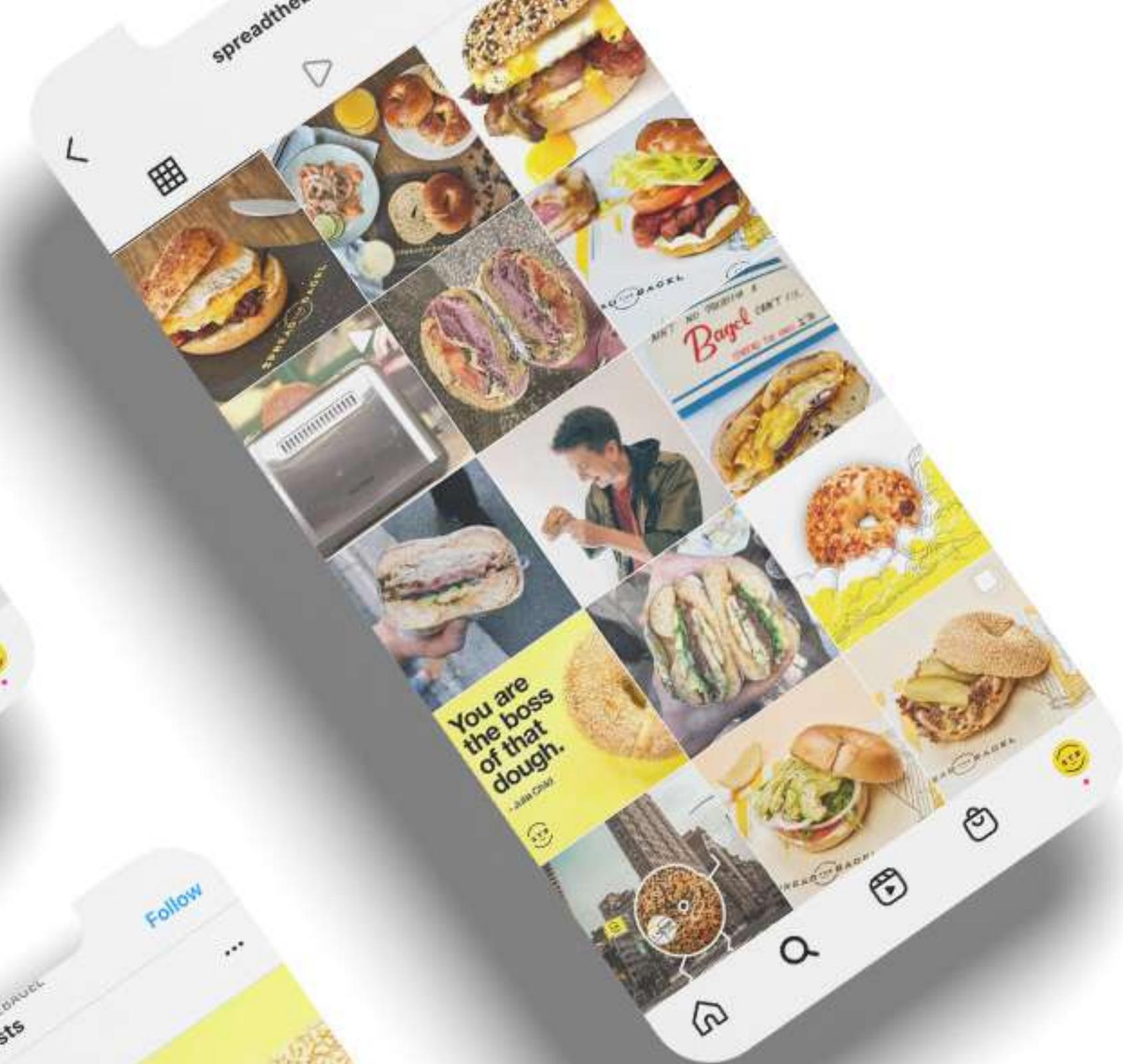
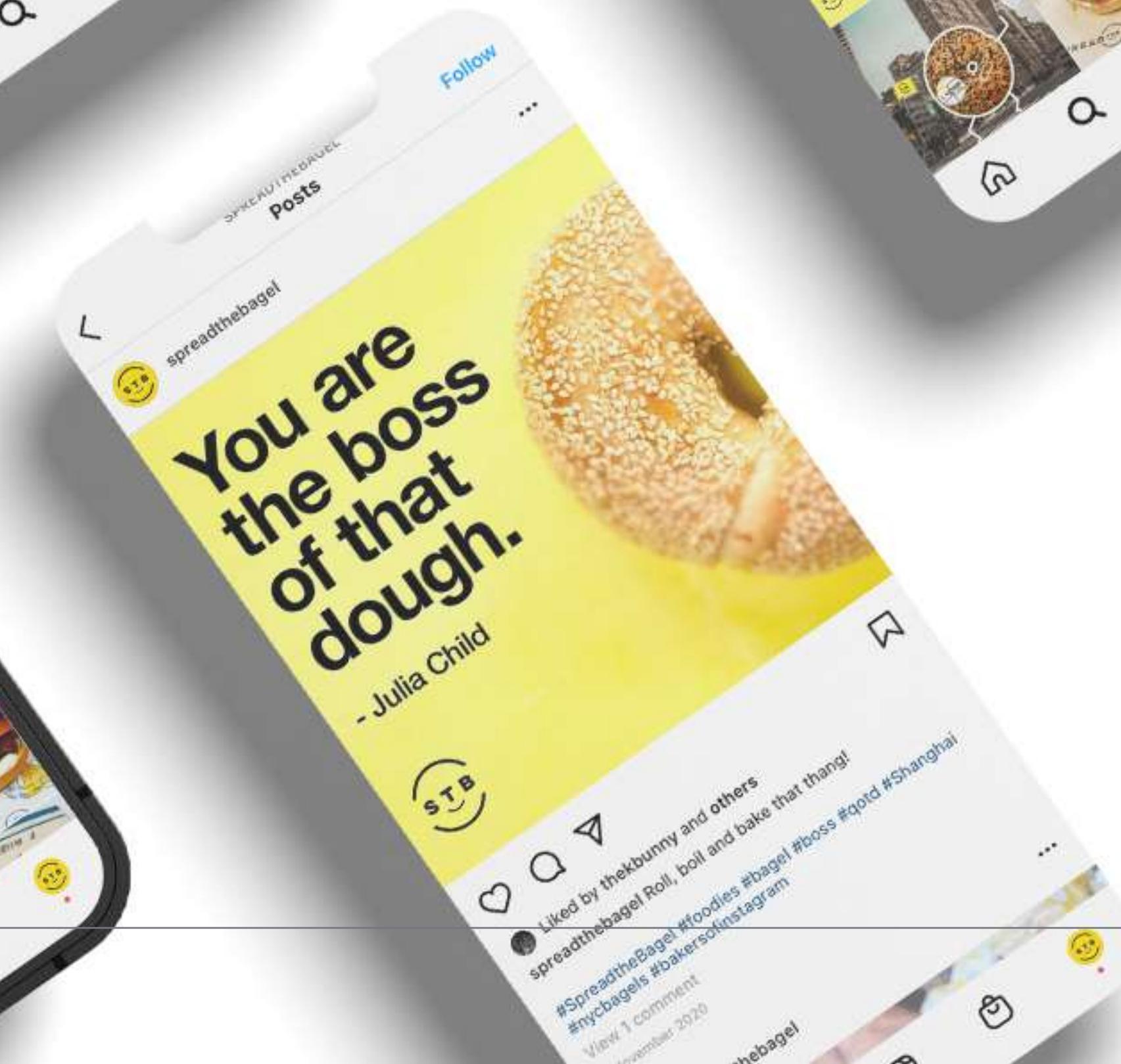
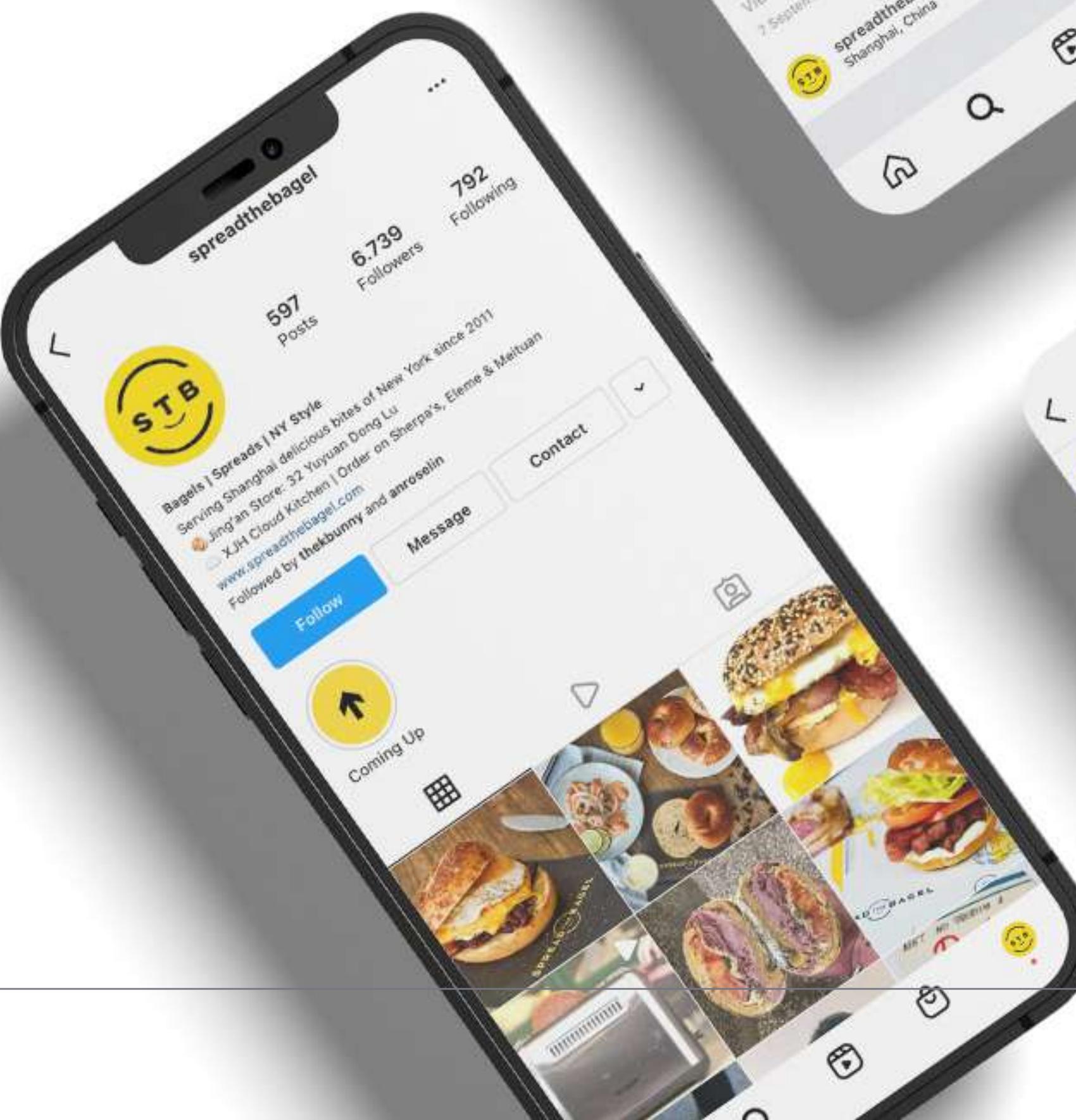
**Our cloud kitchen is opening on Thurs Nov, 5 in Xujiahui**

**We're expanding our delivery range to continue our mission to Spread the Bagel!**

**Post a photo of your STB bagel combo on WeChat and/or IG (tag @spreadthebagel) and get another treat on your next visit! Just show us your post**

S P R E A D T H E B A G E L

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Web UI/UX Design  
Web Development  
Copywriting  
Graphic Design  
Digital Content Marketing



# BRAND ELEMENTS





Visual Identity

Application Design

Marketing Collateral Design

Copyediting

Event Branding



**Color Palette**

To ensure consistent colour applications, always use the color specifications designed from Pantone, CMYK and RGB colour usage. For applications on different materials, it is suggested to use a color match test with Pantone Chips.

CMYK  
00 90 50 00  
RGB  
259 64 96  
Hex  
#ef4600  
Pantone  
215 c

CMYK  
00 90 50 00  
RGB  
259 64 96  
Hex  
#ef4600  
Pantone  
215 c

CMYK  
00 45 85 00  
RGB  
249 157 62  
Hex  
#99633e  
Pantone  
159 c

CMYK  
20 75 20 00  
RGB  
201 98 141  
Hex  
#99628d  
Pantone  
239 c

CMYK  
80 10 90 00  
RGB  
41 164 87  
Hex  
#296457  
Pantone  
802 c

CMYK  
20 10 61 00  
RGB  
209 208 130  
Hex  
#d1d8c2  
Pantone  
366 c

CMYK  
10 00 100 00  
RGB  
238 252 9  
Hex  
#ee8099  
Pantone  
396 c

CMYK  
80 15 50 00  
RGB  
13 161 147  
Hex  
#000193  
Pantone  
244 c

**Illustration Style**

The illustration style is characterized by hand-drawn lines combined with fun copy and splashes of colors.



- Brand Elements**
- Color Palette
- Primary English font
- Secondary English font
- Primary Chinese font
- Secondary Chinese font
- Image Style
- Illustration Style

**Design Rationale**

The Curry Gaeng is an artisanal home-made recipe for using traditional home-made recipes for curries in molding. The logo is in the same font, hand-drawn, using organic shapes and handwritten type. There is also a chili pepper in the negative space of the logo type or small cutout to the sides used in the process.



- Image Style**
- Use bright and colorful photography that makes the food look appetizing. Use some random spice or ingredients for decorative purposes in the photography. The plating should have some aesthetic elements.

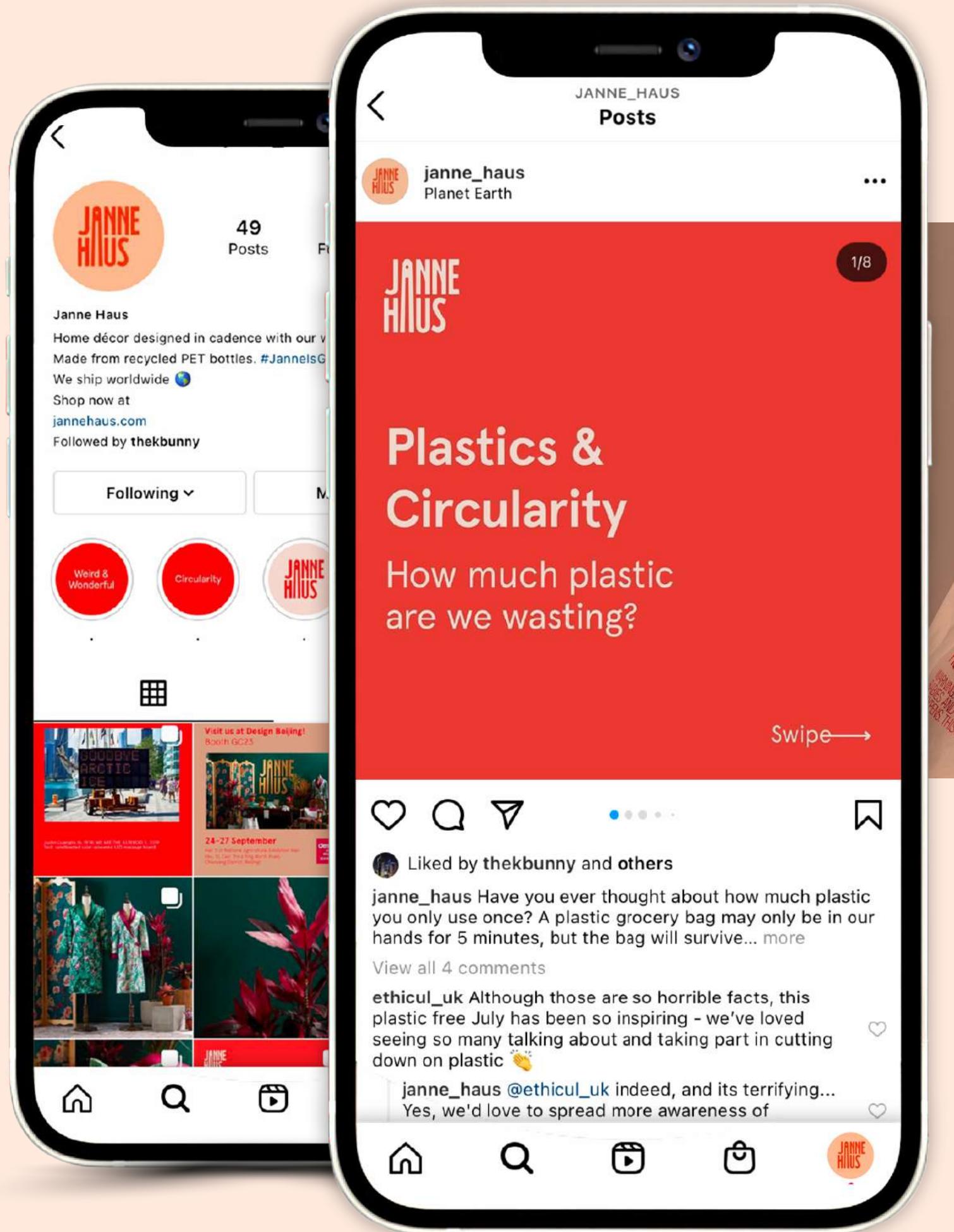


Kulim Park  
a b c d e f g h i j k l m n o p q r s t u v w  
A B C D E F G H I J K L M N O P Q R S T  
1234567890  
31

Quicksand  
a b c d e f g h i j k l m n o p q r s t u v w  
A B C D E F G H I J K L M N O P Q R S T  
Font  
fugazi

# JANNE HAUS

- Content Strategy
- Brand Consulting
- Social Media Planning + Management
- Wechat Articles
- Bilingual Copywriting
- Motion Graphics
- UI/UX Design



Rede  
Reduc  
Reus  
Recy  
#Janne



M O M E N T   C O F F E E

FOOD + BEVERAGE

**fugazi**

**MOMENT  
COFFEE**

- Visual Identity
- Packaging Design
- Application Design
- E-commerce Design





# DAL CUORE

Visual Identity (Rebrand)

Packaging Design

Application Design



谢谢

Merci

감사합니다

Terima Kasih

Danke schön

**Thank You**