



Logo and Brand Identity design
Client: Center for Cross Culture
Art Director: Jiayan Gu (More Studio)
Collaborative projects

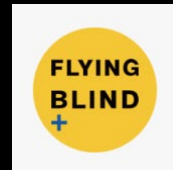
[Full Project Viewing](#)

Center for Cross Culture (CCC) is a multiform, cross-disciplinary creative branding and cultural project center dedicated to multicultural fusion and productivity innovation, and striving to build cluster effects and an organic cultural environment.

Requirement:

Brand transformation: become more formal
-be an arts agency rather than a creative agency

Original logo

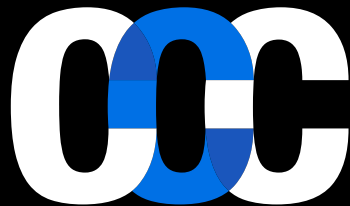


Variable

Flexible

Connected

Linked

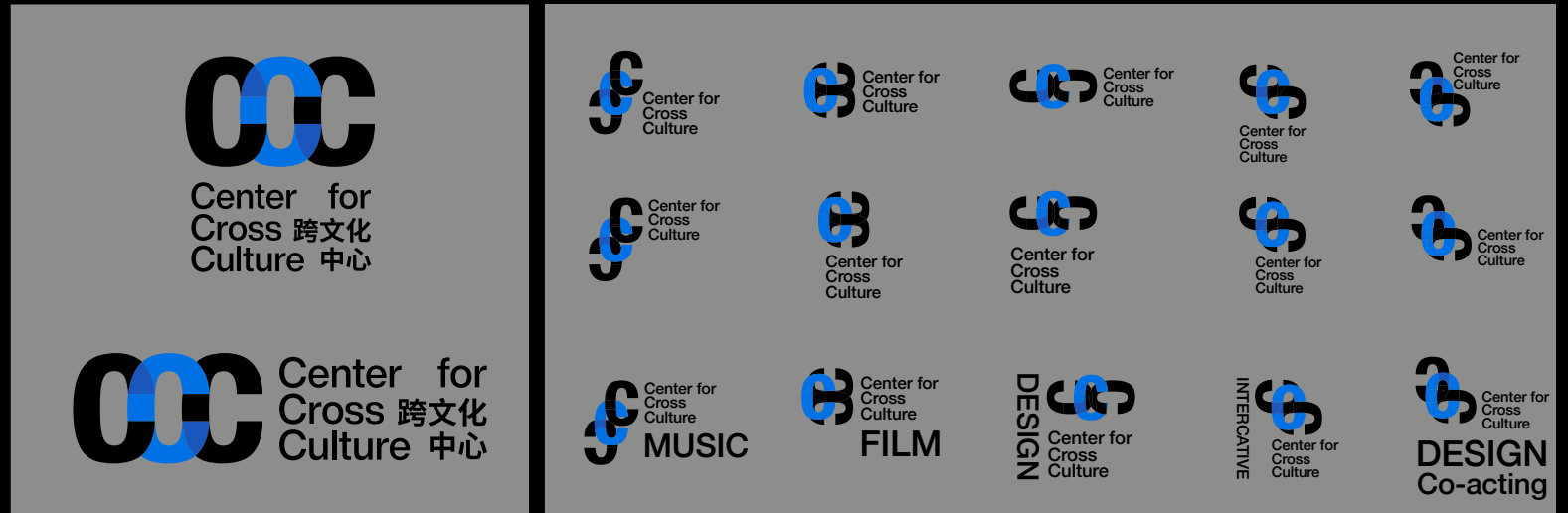


WORDMARK

Helvetica Neue
Medium

Center for Cross Culture

LOGO



SUBTITLE LOGO

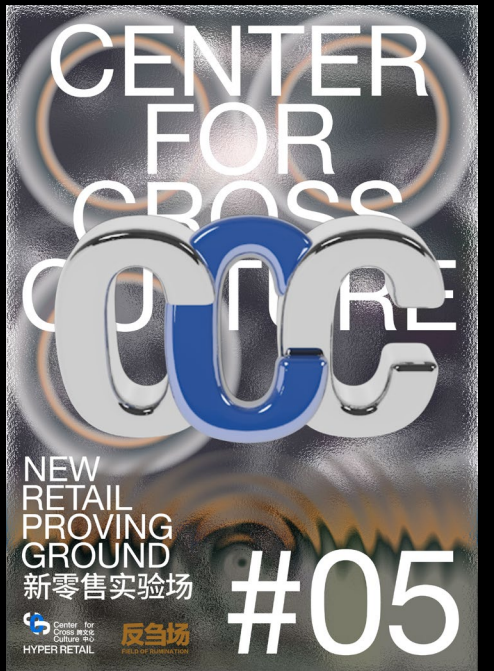
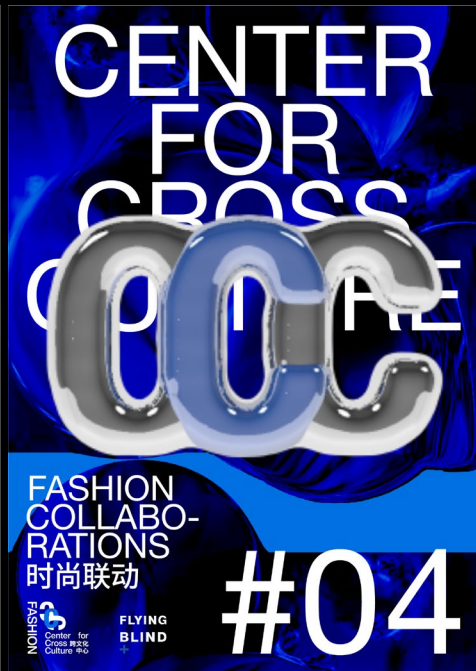


COLOR SYSTEM



WEB 0070E5 PANTONE 2728 C	WEB 000000
WEB 1A56BC PANTONE 2131 C	WEB FFFFFFFF
WEB EEC654 PANTONE 141 C	WEB 000000
WEB E1B400 PANTONE 110 XGC	WEB FFFFFFFF

MOTION POSTERS



CORPORATE PROMOTIONAL VIDEO

