

YIBO LI'S

PORTFOLIO

SENIOR DESIGNER
NIODESIGN@HOTMAIL.COM
+61 406-330-369

C O N T E N T S

RETAILER CAMPAIGN [03]

BRANDING DESIGN [10]

PRINT [20]

OOH [26]

HOMEPAGE TAKEOVER [36]

DIGITAL STORYBOARD [40]

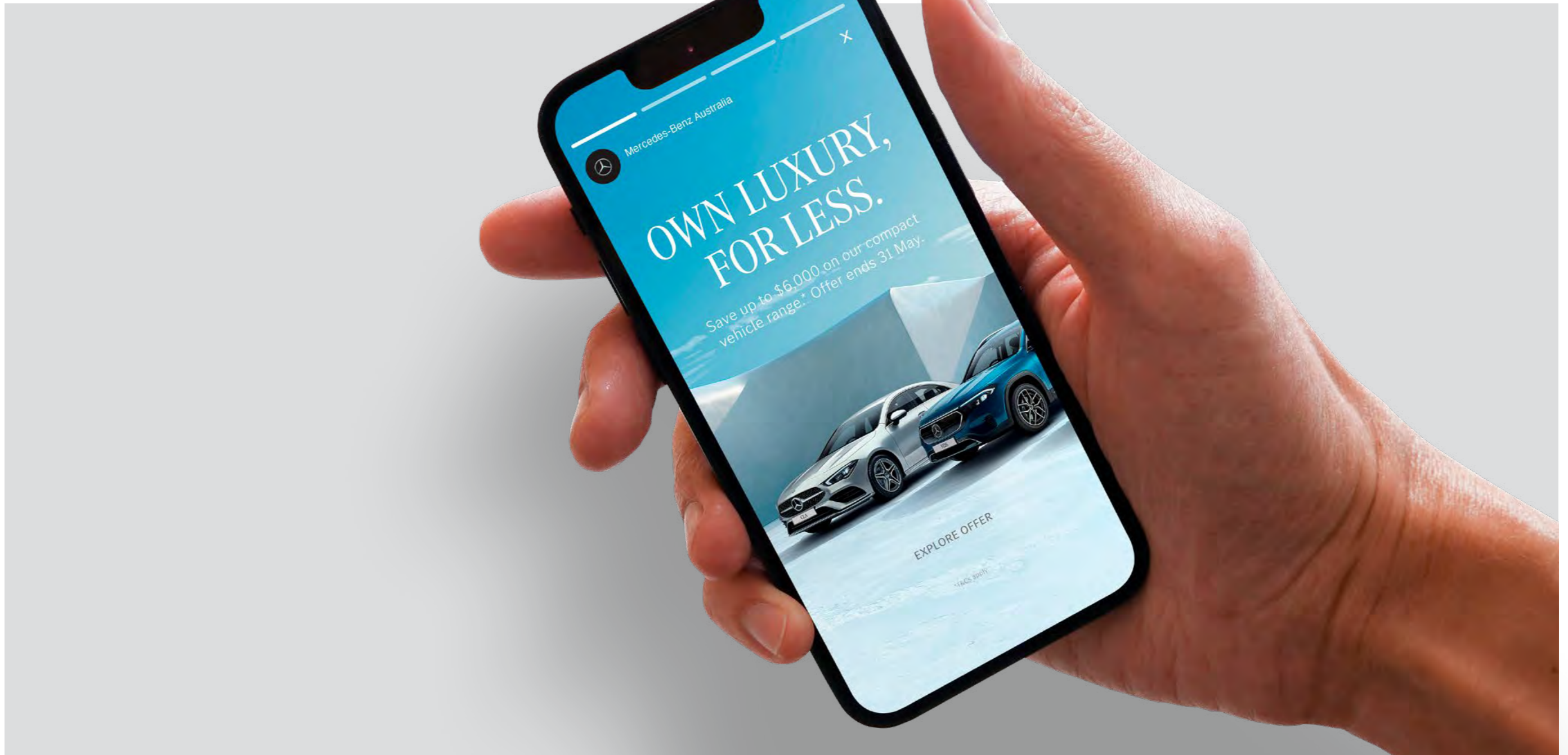
PROJECT - 01

RETAILER CAMPAIGN

M E R C E D E S - B E N Z

RETAILER CAMPAIGN

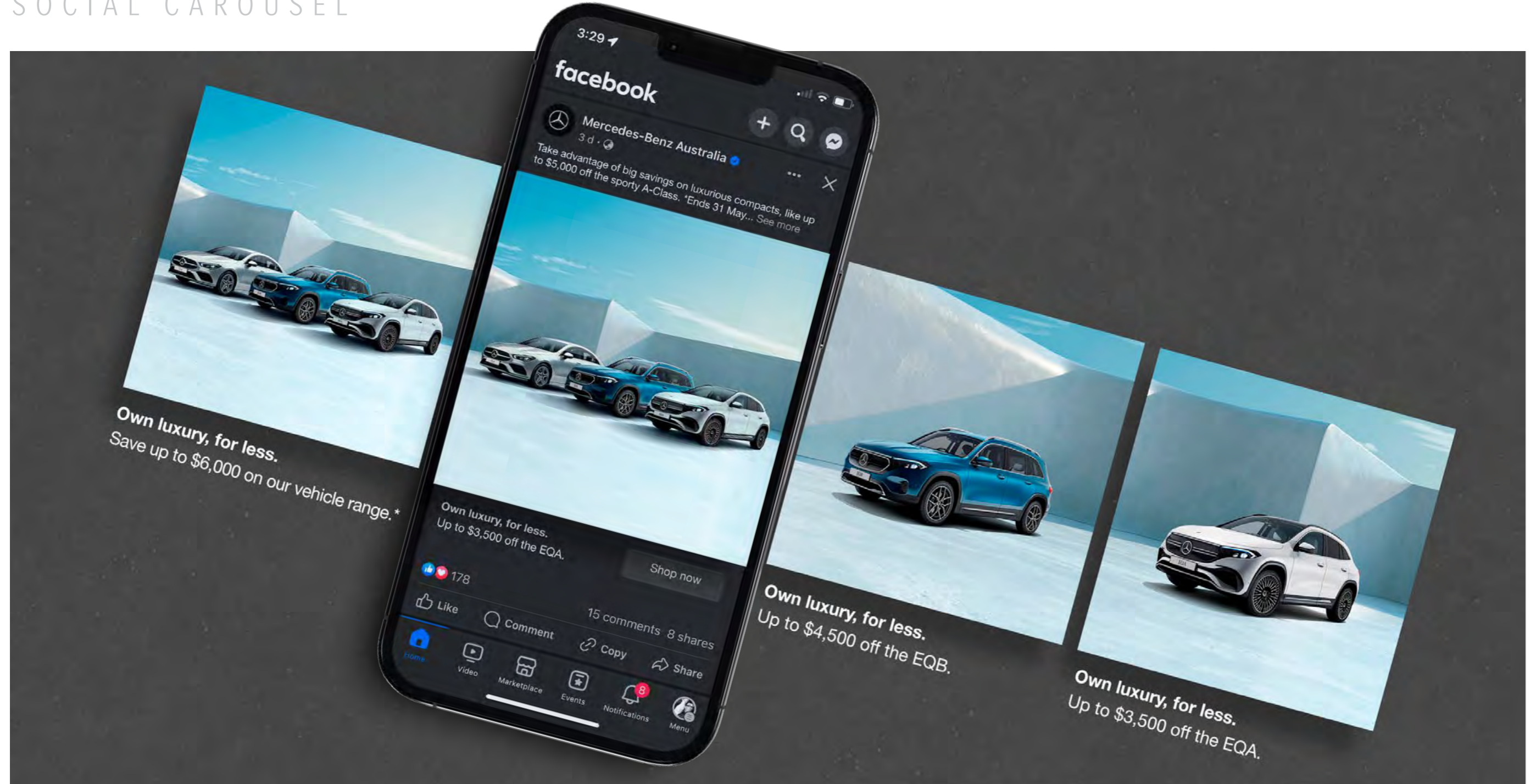
SOCIAL STORIES



RETAILER CAMPAIGN

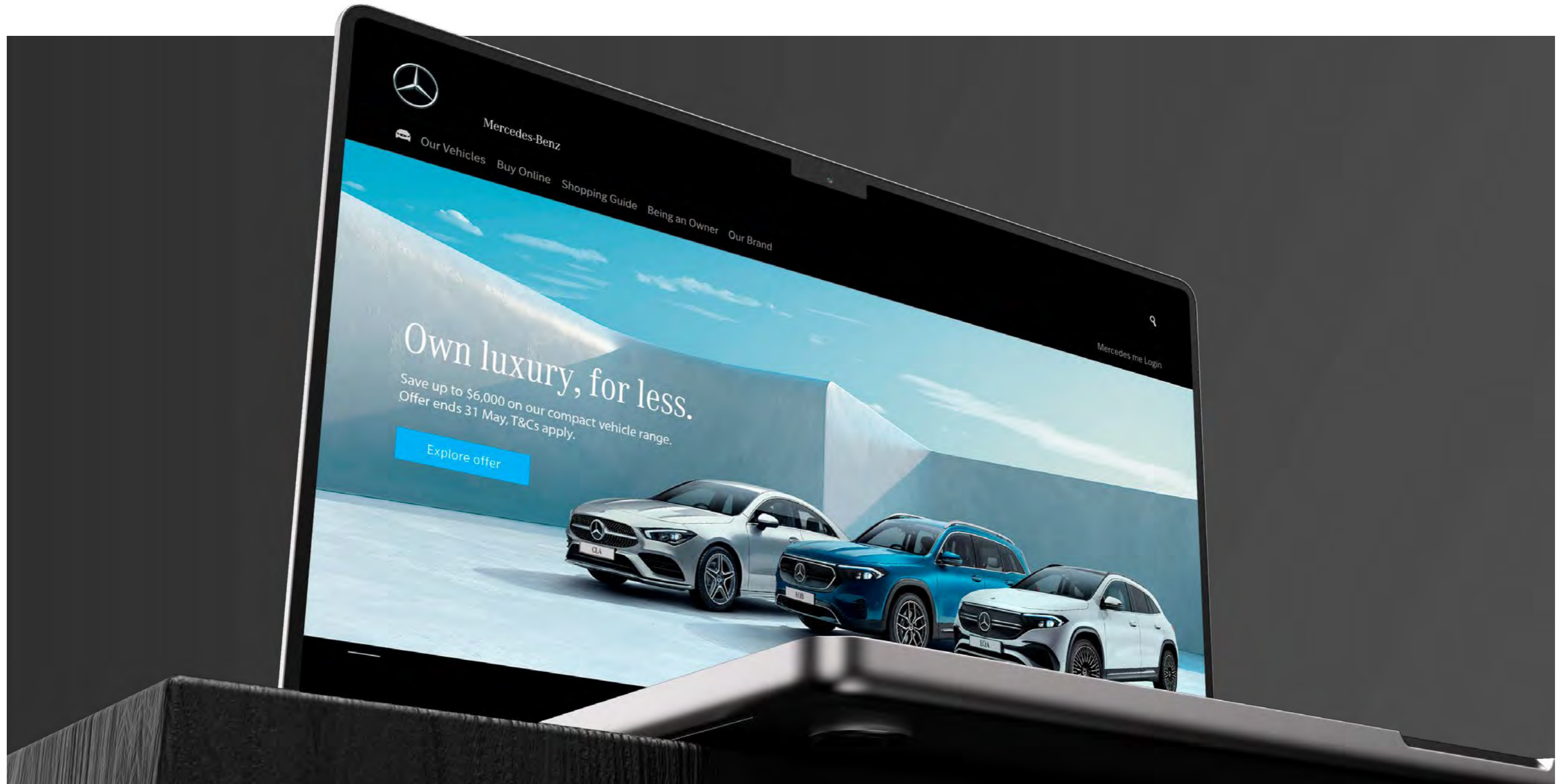
SOCIAL CAROUSEL

YIBO'S PORTFOLIO



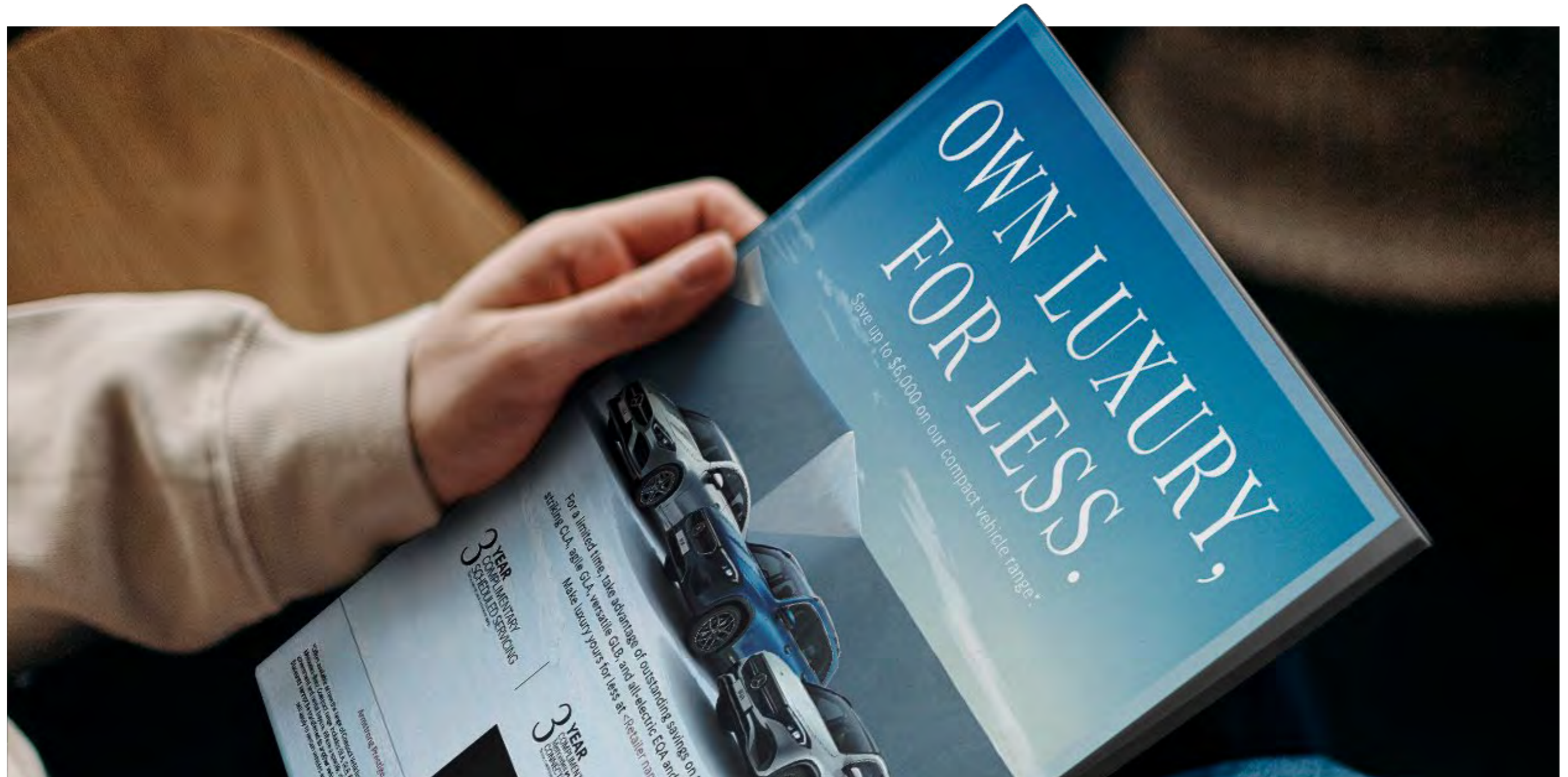
RETAILER CAMPAIGN

WEBSITE



RETAILER CAMPAIGN MAGAZINE

YIBO'S PORTFOLIO

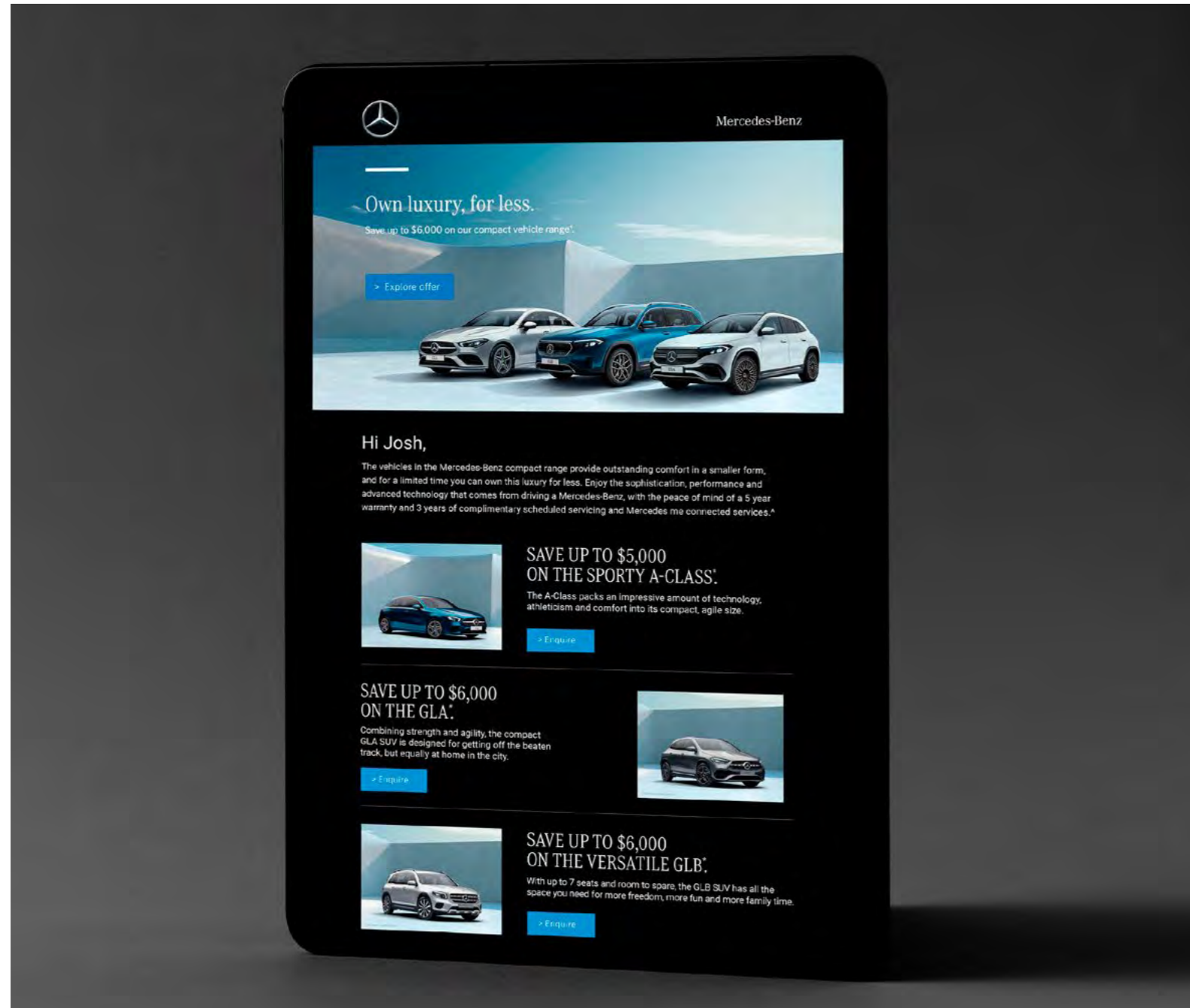




MIHIJO BRANDING

EDM, DECAL & OOH

YIBO'S PORTFOLIO

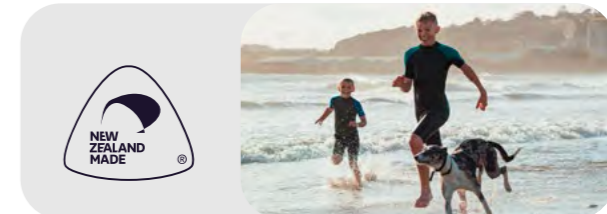
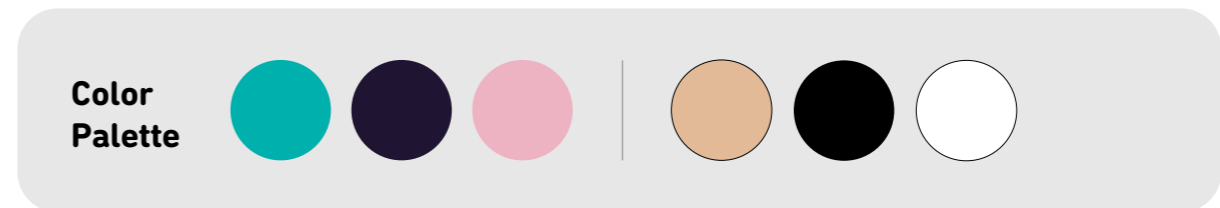
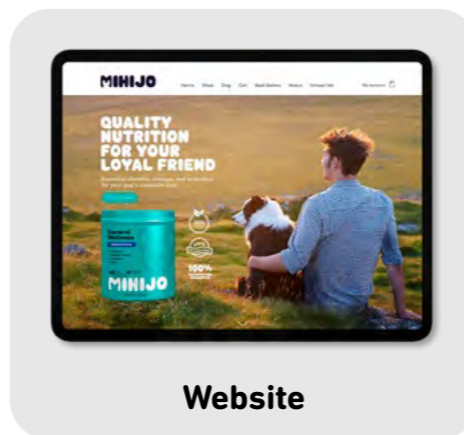
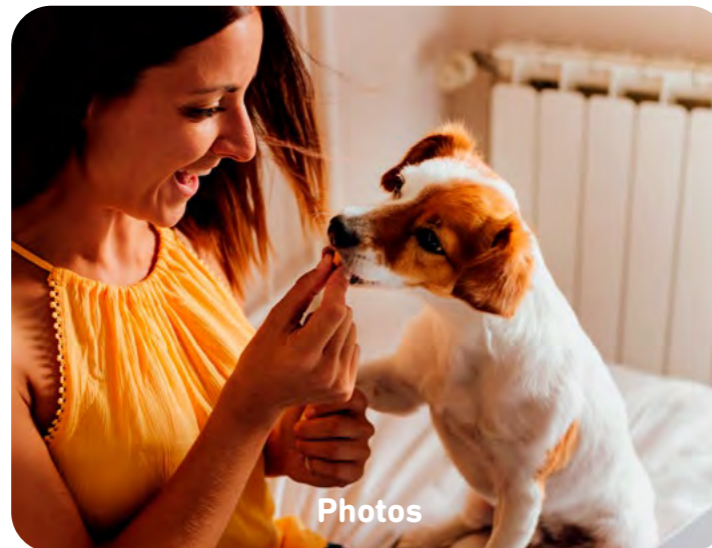
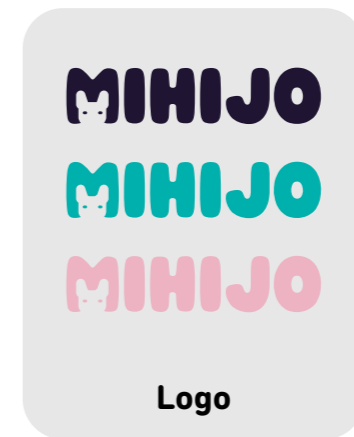
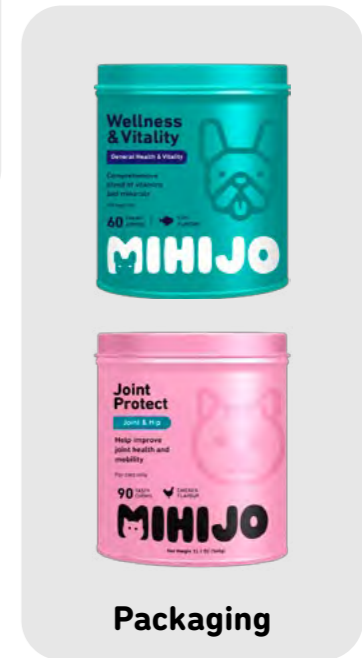
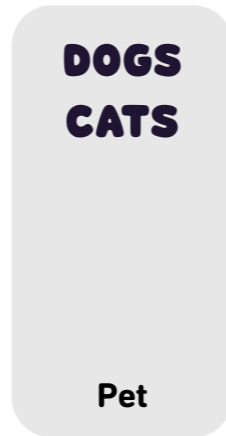
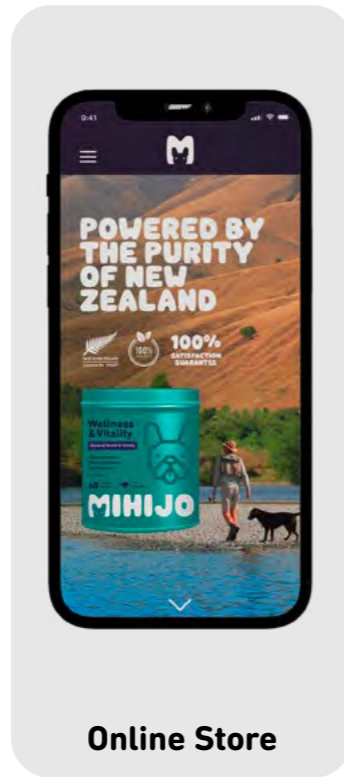
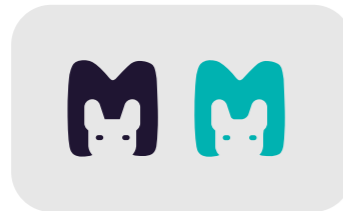
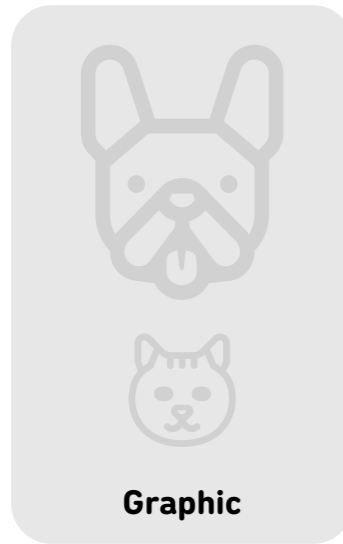


PROJECT - 02

BRANDING DESIGN

M I H I J O

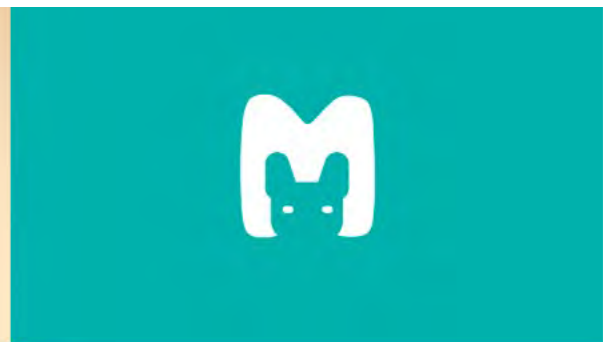
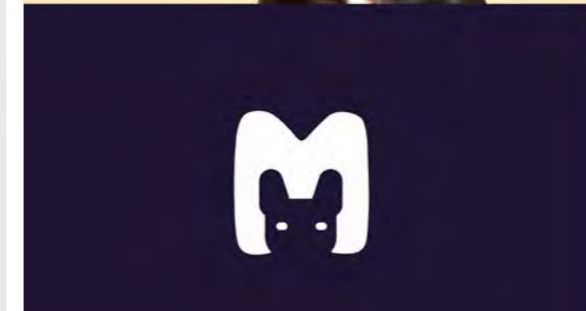
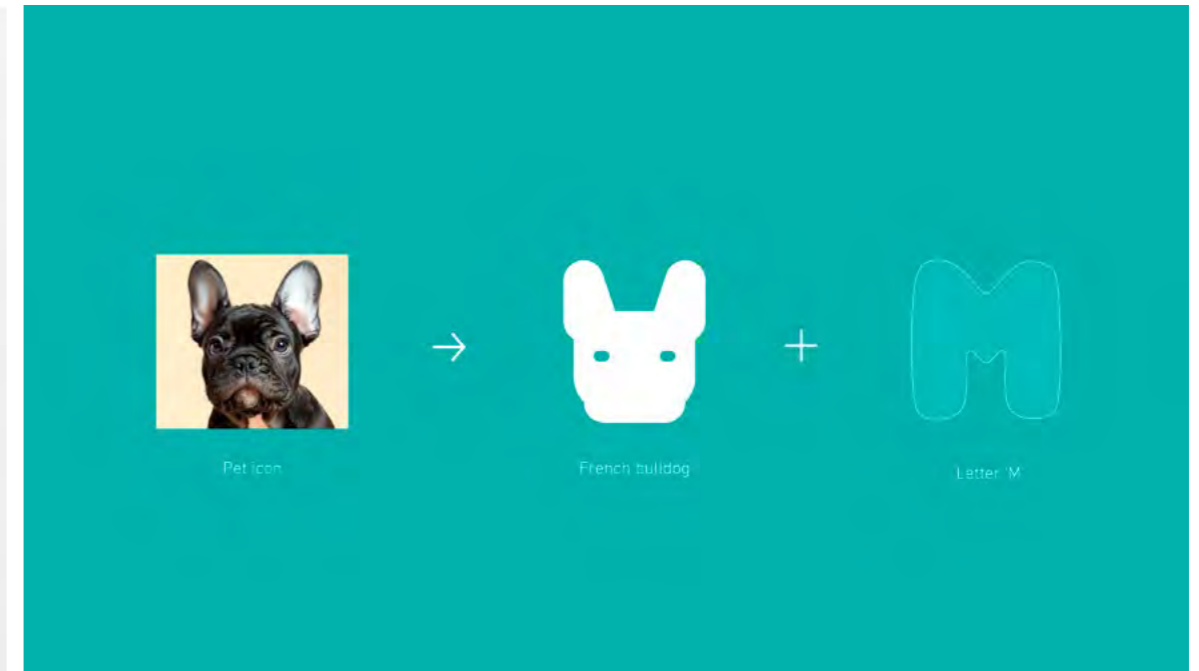
MIHIJO BRANDING OVERVIEW



MIHIJO BRANDING

LOGO

MIHIJO®



MIHIJO

A large, dark blue, rounded letter 'A' is positioned to the left of a smaller, white outline letter 'a'. The 'A' has a thick, rounded body and a small white oval cutout in the center. The 'a' is a simple, rounded outline.

Primary fonts

**TRUSTED BY VETS,
LOVED BY PETS**

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
dolore magna aliqua.

Space Time Base

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

DIN Next Rounded LT Pro

abcdefghijklmnopqrstuwx
yz
ABCDEFGHIJKLMNOPQRSTUWXY
Z
1234567890

MIHIJO BRANDING

COLOUR PALETTE

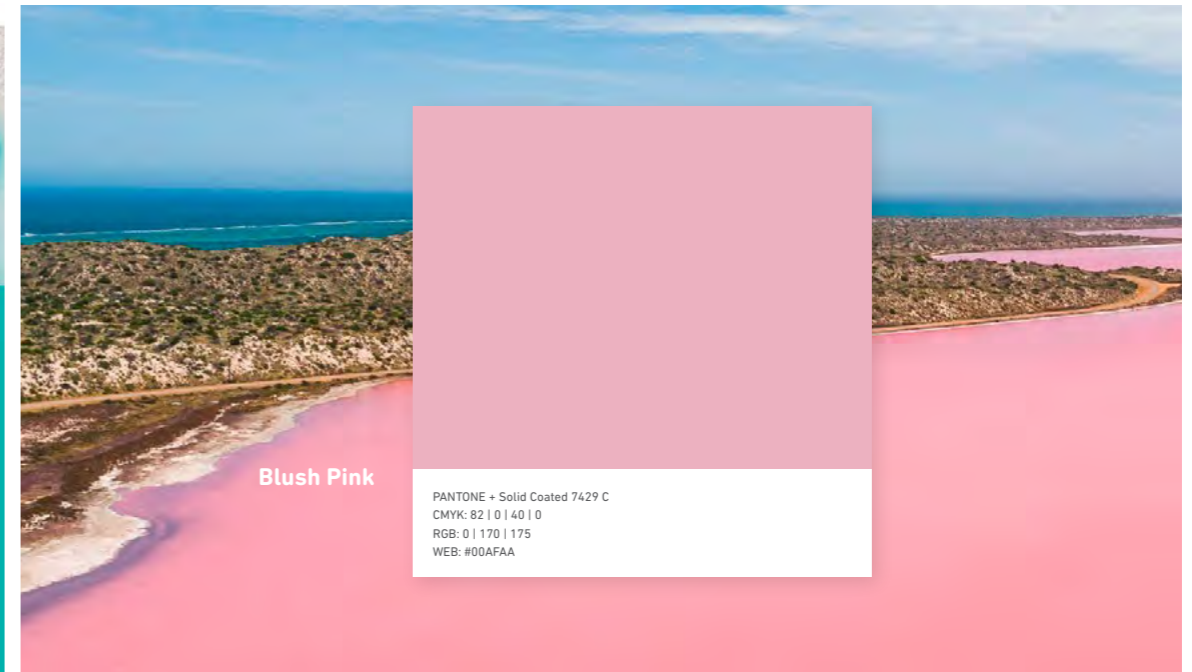
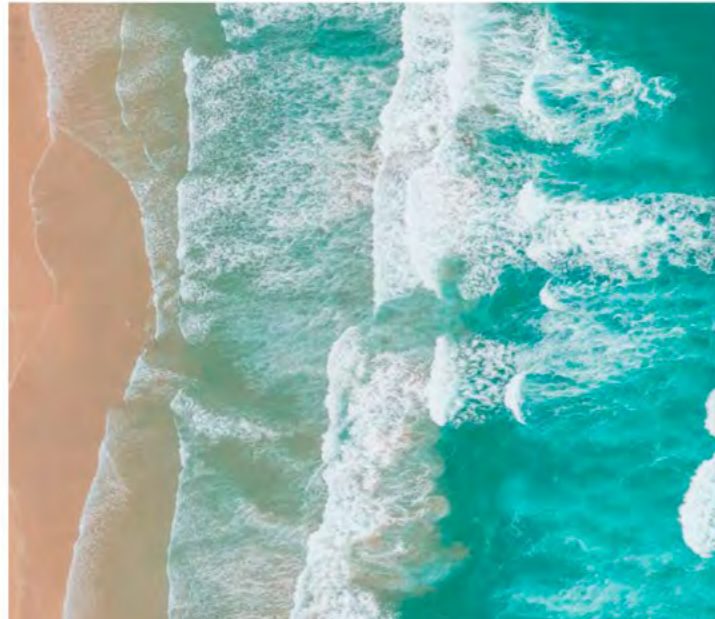
YIBO'S PORTFOLIO



Primary colour

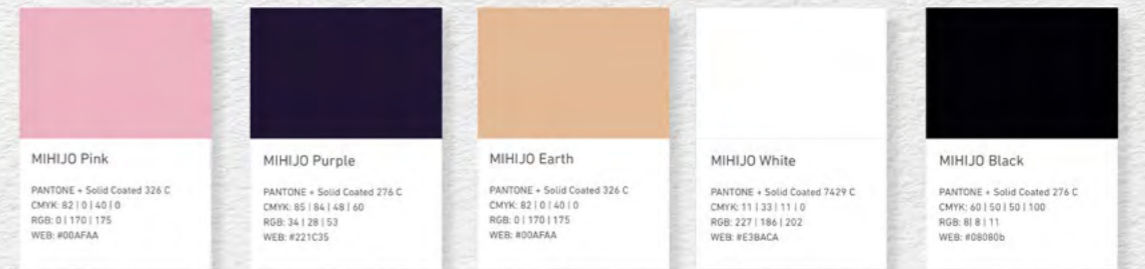
Aqua Blue

PANTONE + Solid Coated 326 C
CMYK: 82 | 0 | 40 | 0
RGB: 0 | 170 | 175
WEB: #00AFAA



Blush Pink

PANTONE + Solid Coated 7429 C
CMYK: 82 | 0 | 40 | 0
RGB: 0 | 170 | 175
WEB: #00AFAA



Secondary Colours

White & Black

MIHIJO BRANDING

PACKAGING

MIHIJO



MIHIJO BRANDING

STATIONERY

YIBO'S PORTFOLIO



MIHIJO BRANDING

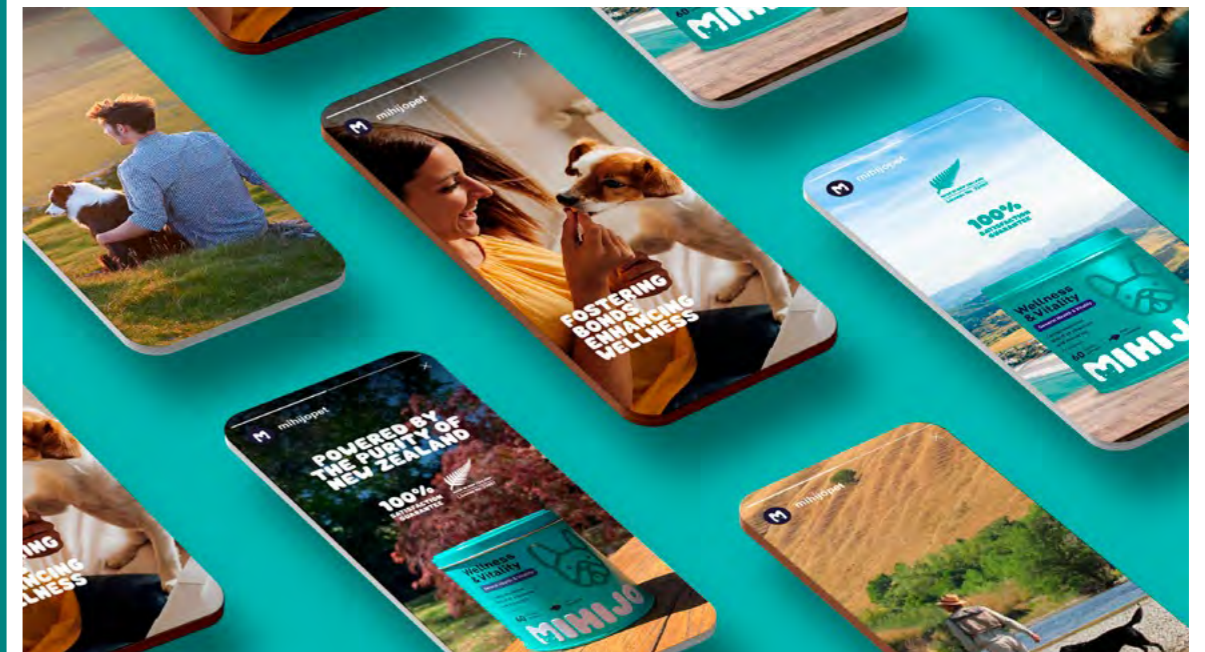
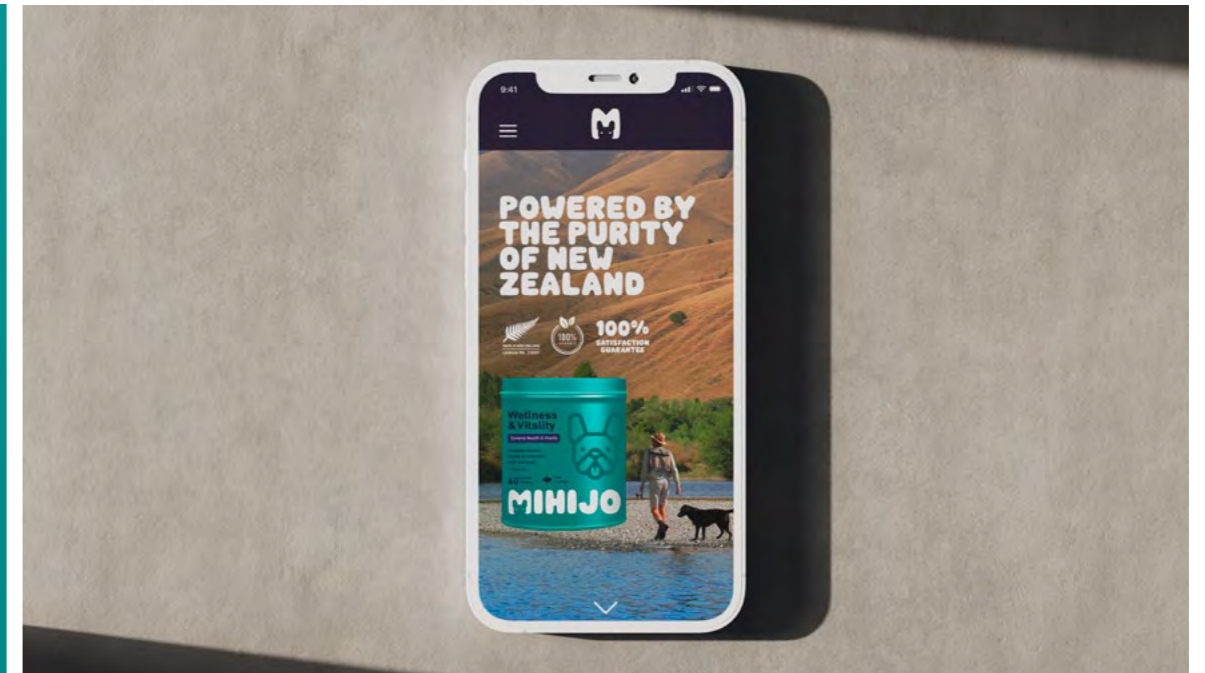
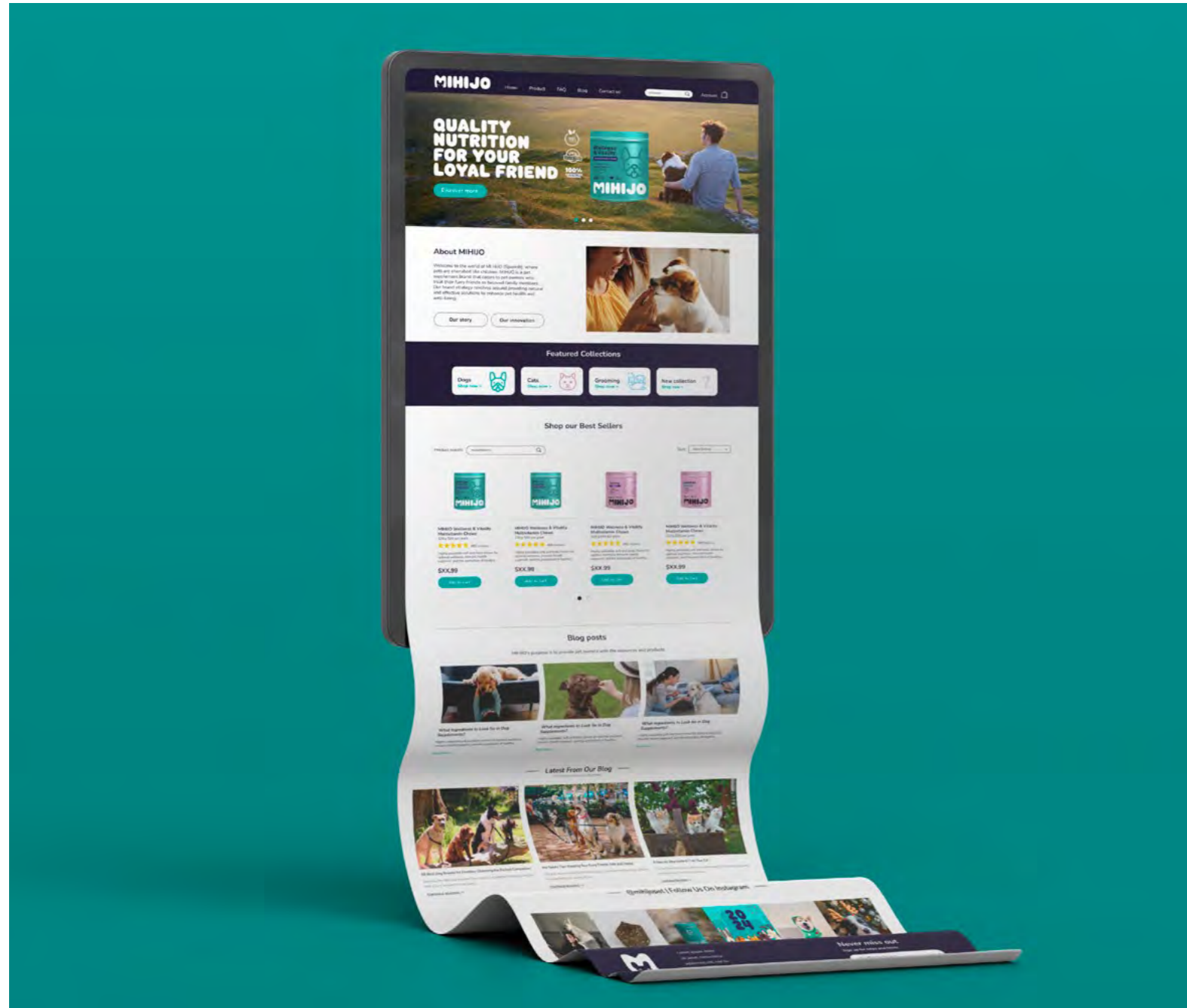
ADVERTISING

YIBO S PORTFOLIO

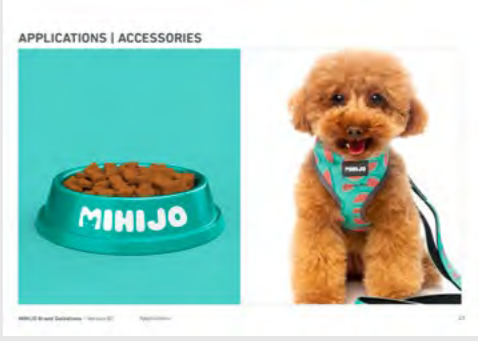
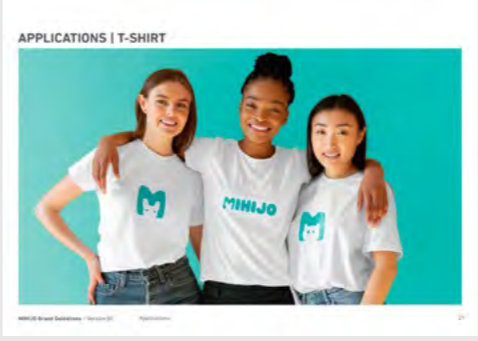
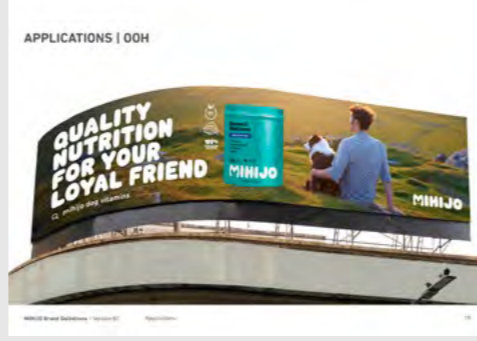
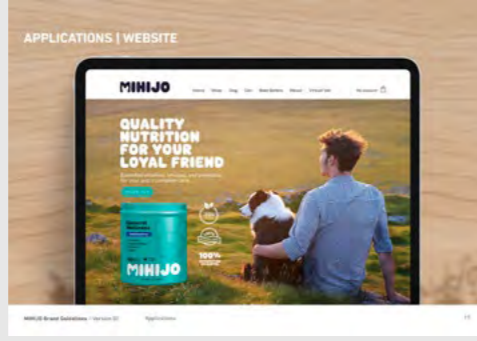
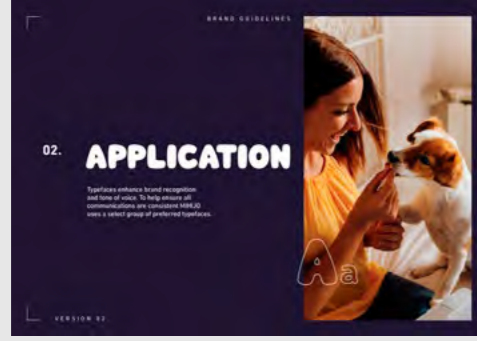
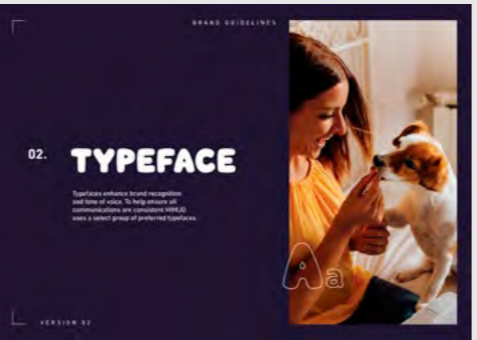
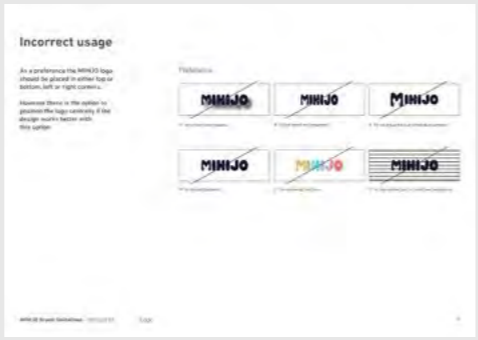
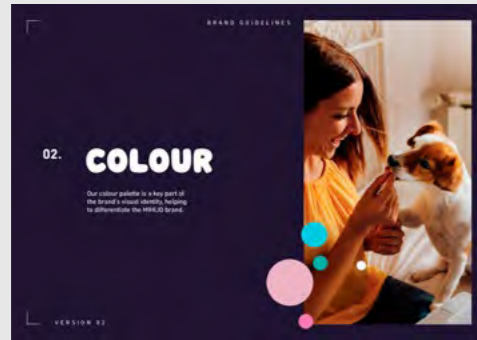
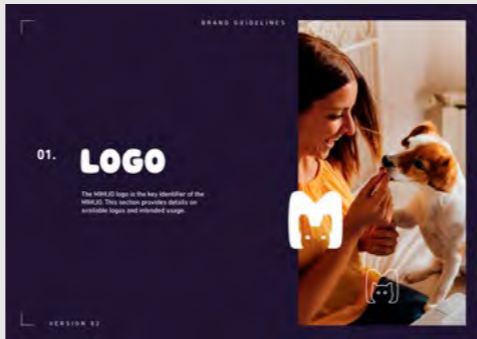
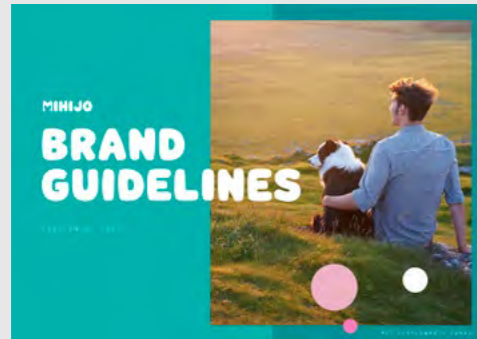


MIHIJO BRANDING

WEBSITE AND SOCIAL



MIHIJO BRANDING GUIDELINES



PRINT

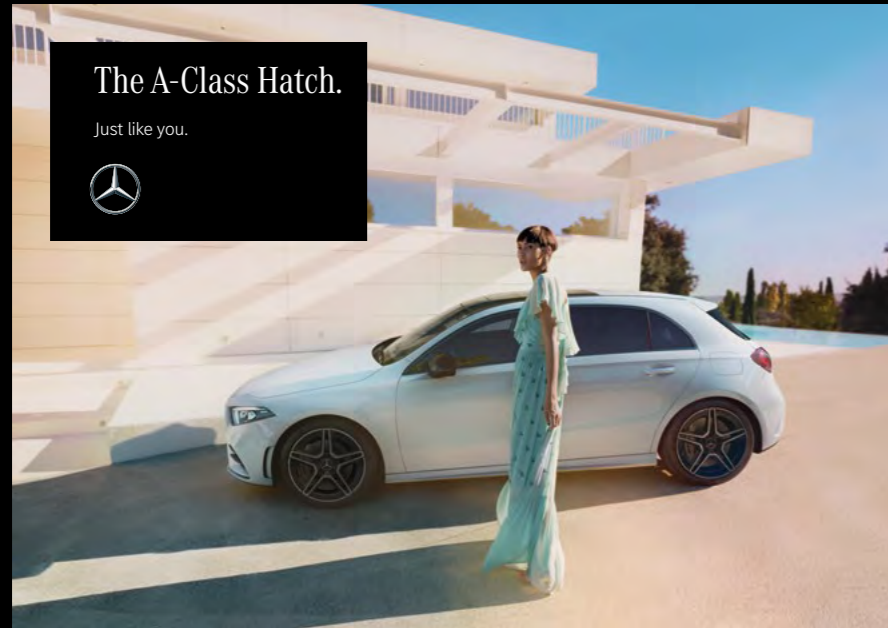
MAGAZINES, PRESS ADS

PRINT | POSTER | MAGAZINE

A-CLASS, B-CLASS, C-CLASS, CLA, E-CLASS, S-CLASS

Mercedes-Benz

YIBO'S PORTFOLIO



The A-Class Hatch.

Just like you.



A-Class



Justify nothing.

Especially not the all new B-Class.

Mercedes-Benz
The best or nothing.



B-Class



A new kind of comfort zone.

Welcome to the C-Class. More than a luxury vehicle, it's a personal oasis where you can enjoy exceptional comfort, seamless connection and complete control.

Experience the C-Class today.

The C-Class.



C-Class



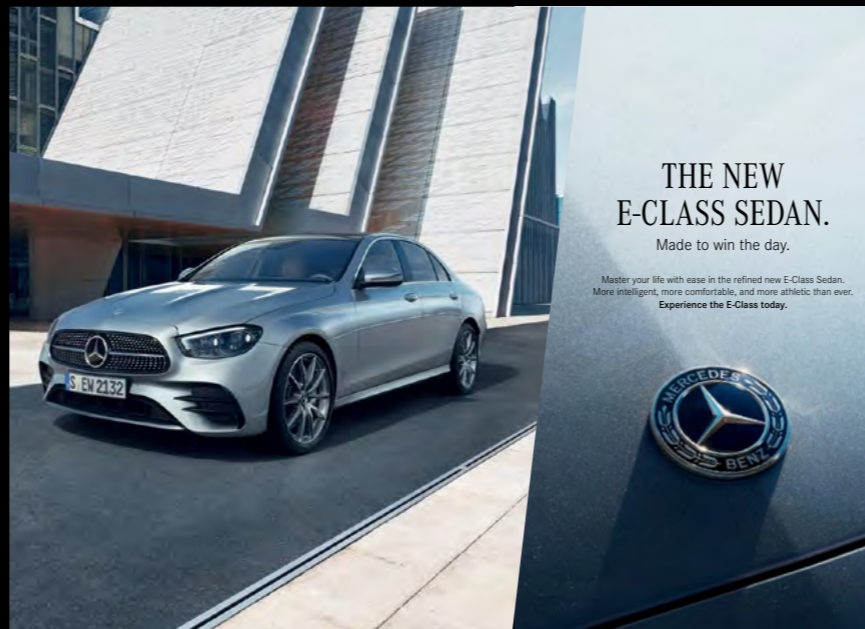
Play by your rules.

Introducing the all new CLA Coupé.



Experience it here today.

CLA



THE NEW
E-CLASS SEDAN.

Made to win the day.

Master your life with ease in the refined new E-Class Sedan. More intelligent, more comfortable, and more athletic than ever. Experience the E-Class today.



E-Class



CARES FOR
WHAT MATTERS.

The S-Class has always been the epitome of the Mercedes-Benz vision. Today, the all new S-Class sets a new benchmark for luxury and innovation. From enhanced comfort and refined aesthetics, to state-of-the-art digital cockpit and advanced safety systems, every thing in the all new S-Class is designed to take care of what's most important: you and those around you.

Experience the all new S-Class today.

The all new S-Class.



S-Class

PRINT | POSTER | MAGAZINE
GLA, GLB, GLC, GLE, GLS, SUV RANGE

Mercedes-Benz

YIBO'S PORTFOLIO



The all new GLA.

Designed for the wilderness. Enjoyed in the city. With added character, added space and added safety, this revolutionised compact SUV is your perfect urban companion - wherever the road takes you. Start your adventure today.



GLA



The first-ever GLB.

Open for what's next.

Space for 7 people and much more. Ask us about the GLB today.

Mercedes-Benz
The best or nothing.



GLB



All kinds of strength.

The new GLC.

Experience it today.



GLC



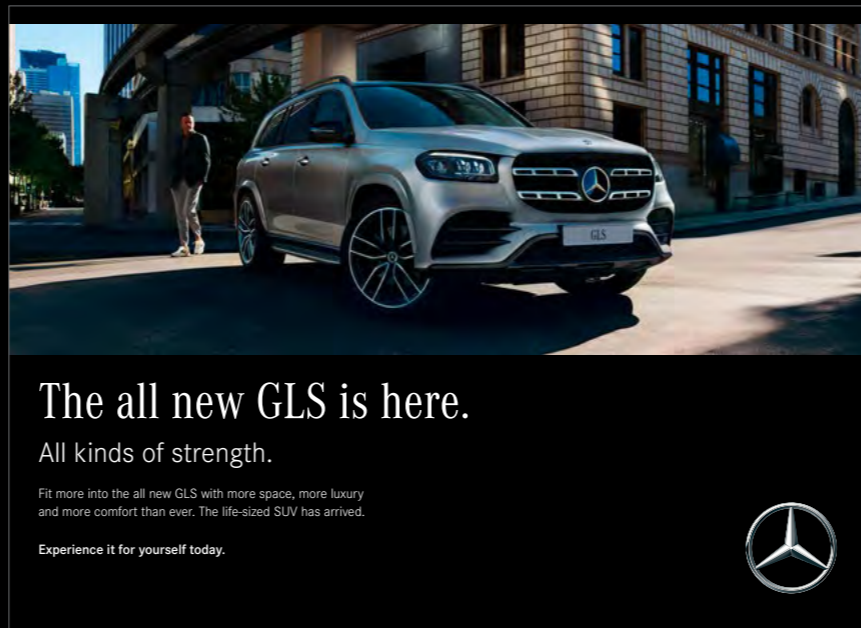
All kinds of strength.

Introducing the all new GLE.

Experience it today.



GLE




The all new GLS is here.

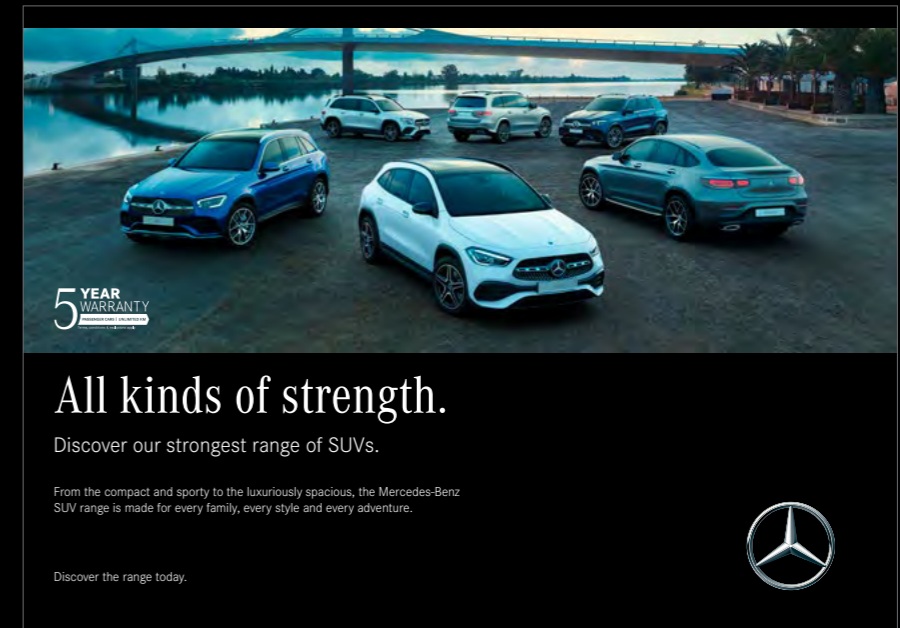
All kinds of strength.

Fit more into the all new GLS with more space, more luxury and more comfort than ever. The life-sized SUV has arrived.

Experience it for yourself today.



GLS




All kinds of strength.

Discover our strongest range of SUVs.

From the compact and sporty to the luxuriously spacious, the Mercedes-Benz SUV range is made for every family, every style and every adventure.

Discover the range today.



SUV Range

PRINT | POSTER | MAGAZINE

A 35, CLA 35, CLS 53, E 63, SL 63, GT 63



YIBO'S PORTFOLIO

The all new Mercedes-AMG A 35 4MATIC.

INSTANT THRILL

Instant kick. Instant cool. Instantly yours.
Experience the power today.

A 35

The all new Mercedes-AMG CLA 35 4MATIC Coupé.

INSTANT EXHILARATION

Instant boost. Instant sleek. Instantly yours.
Experience the power today.

CLA 35

THE NEW CLS 53

RAW ATHLETICISM MEETS REFINED LUXURY

Elevating coupé dynamism with unprecedented levels of luxury, the new CLS 53 combines athletic AMG performance with opulent comfort and progressive design. Featuring an AMG Black Nappa Leather interior, AMG Night Package design highlights and an AMG Performance exhaust system, the new CLS 53 inspires and enthralls with every drive.

Discover the new CLS 53 today.

CLS 53

MADE TO WIN THE NIGHT.

The new Mercedes-AMG E 63 S 4MATIC+ Sedan.

AMG E-Class

The new Mercedes-AMG E 63 S 4MATIC+ Sedan is designed to thrill. As the epitome of luxury performance, its assured presence demands respect from the very first look.

Ask us today.

E 63 S

THE STAR IS REBORN

The all new Mercedes-AMG SL 63 4MATIC+

Mercedes-AMG SL 63

A new era for the SL is here. This iconic luxury roadster has been born again, with unrivalled comfort, classic style and pure performance.

Overseas model shown. Some features may be available as options.

SL 63

LIFE IS A RACE.

AMG GT

The all new Mercedes-AMG GT 63 S 4MATIC+ 4-Door Coupé.

AMG GT 4-Door

GT 63

PRINT | POSTER | MAGAZINE

GLA 45, GLB 35, GLC 63, GLE 63, GLS 63, AMG SUV RANGE



The all new Mercedes-AMG GLA 45 4MATIC+.

EVERYDAY ADVENTURE.

THE AMG SUV RANGE.

Expressive. Powerful. Intuitive. With 20-inch AMG 5 twin-spoke alloy wheels and impressive Burmester® surround sound system, the all new Mercedes-AMG GLA 45 4MATIC+ is designed to turn your daily drive into a breathtaking adventure.

Discover it today.

GLA 45

The all new Mercedes-AMG GLB 35 4MATIC.

EVERYDAY ADVENTURE.

THE AMG SUV RANGE.

Powerful looks. Impressive dynamics. Unmistakable AMG character. Boasting 20-inch AMG 5-Twin-Spoke Alloy Wheels and AMG RIDE CONTROL Sports Suspension, plus 7 seats to fit in all the action, the all new Mercedes-AMG GLB 35 4MATIC is designed to turn your daily drive into a breathtaking adventure.

Discover it today.

GLB 35

The new Mercedes-AMG GLC 63 S 4MATIC+ SUV.

EVERYDAY ADVENTURE.

THE AMG SUV RANGE.

Strength. Power. Performance. With an 8-cylinder bi-turbo engine and performance 4MATIC+ all-wheel drive system, the versatile Mercedes-AMG GLC 63 S 4MATIC+ SUV is designed to turn your daily drive into a breathtaking adventure.

Discover it today.

GLC 63

The all new Mercedes-AMG GLE 63 S 4MATIC+ SUV.

EVERYDAY ADVENTURE.

THE AMG SUV RANGE.

Powerful. Exhilarating. Innovative. With a 4.0-litre V8 biturbo engine and AMG Performance 4MATIC+ all-wheel drive capabilities, the all new Mercedes-AMG GLE 63 S 4MATIC+ SUV is designed to turn your daily drive into a breathtaking adventure.

Discover it today.

GLE

The all new Mercedes-AMG GLS 63 4MATIC+ SUV.

EVERYDAY ADVENTURE.

THE AMG SUV RANGE.

Powerful. Spacious. Luxurious. With a powerful 4.0-litre V8 biturbo engine and integrated EQ Boost starter-alternator, the all new Mercedes-AMG GLS 63 4MATIC+ SUV is designed to turn your daily drive into a breathtaking adventure.

Discover it today.

GLS

EVERYDAY ADVENTURE

The Mercedes-AMG SUV range.

From the urban GLA to the luxurious GLS, the impressive Mercedes-AMG SUV line up combines everyday practicality with outstanding performance, to turn every drive into a breathtaking adventure.

Find your own Mercedes-AMG SUV today.

AMG SUV Range

PRINT | POSTER | MAGAZINE
EQA, EQB, EQC, EQE, EQS, EQS SUV

MERCEDES-EQ

YIBO'S PORTFOLIO

EQA
THIS IS FOR A NEW GENERATION.

The EQA takes electric driving to exciting new heights as the first luxurious compact vehicle by Mercedes-EQ. Experience its athletic design, impressive range, high-speed charging capabilities, intelligent MBUX multimedia system and advanced driving assistance systems.

Discover the all-electric EQA.

EQA

EQB
THIS IS FOR NEW DIMENSIONS.

The all-electric EQB.

With seating for up to seven, the all-electric EQB adapts to everything from an outdoor adventure to a family dinner in the city. Add in its impressive range, unprecedented luxury and intuitive technology, and the EQB opens up a new dimension in your electric mobility lifestyle.

Experience the EQB today.

EQB

EQC

The all-electric EQC.
2020 New Zealand Car of the Year.

EQC

EQE
THIS IS FOR ALL SENSES.

With its stunning design, luxurious finishes and 3D acoustic soundscapes, the EQE delivers a symphony of sensations.

Experience the all-electric EQE.

EQE

EQS
THIS IS FOR YOU, WORLD.

Experience a world of difference with the all-electric EQS.

EQS

EQS SUV
ELECTRIC. CRAFTED BY MERCEDES-BENZ.

Whether you have a big family or big plans, the all-new EQS SUV is ready to take on any ambition and every destination. This spacious and powerful all-electric SUV seats 7 in supreme comfort, with a level of performance, technology and capability that makes any adventure possible.

Experience the all-electric EQE SUV at <Retailer name> today.

EQS SUV

OOH

PRINT, DIGITAL

PRINT | OOH
ALL NEW GLC SUV LAUNCH

MERCEDES-EQ

YIBO'S PORTFOLIO



Bourke St, Melbourne, Victoria

PRINT | OOH
ALL NEW GLC SUV LAUNCH

MERCEDES-EQ

YIBO'S PORTFOLIO



Sydney, NSW

PRINT | OOH
ALL NEW GLC SUV LAUNCH

MERCEDES-EQ

YIBO'S PORTFOLIO



Sydney, NSW



Innovation - Tullamarine Fwy - Dean & Dawson Overpass

PRINT | OOH
GLC SUV, GLC COUPE

MERCEDES-EQ

YIBO'S PORTFOLIO



VIC



NSW

31



PRINT | OOH

AMG TACTICAL CAMPAIGN

MERCEDES-AMG

YIBO'S PORTFOLIO



Bridge Road, Richmond, Victoria

PRINT | OOH

SUV SEASON TACTICAL CAMPAIGN

MERCEDES-EQ

YIBO'S PORTFOLIO



Hoddle St, Victoria



Cnr Flinders & Elizabeth street CBD, Victoria

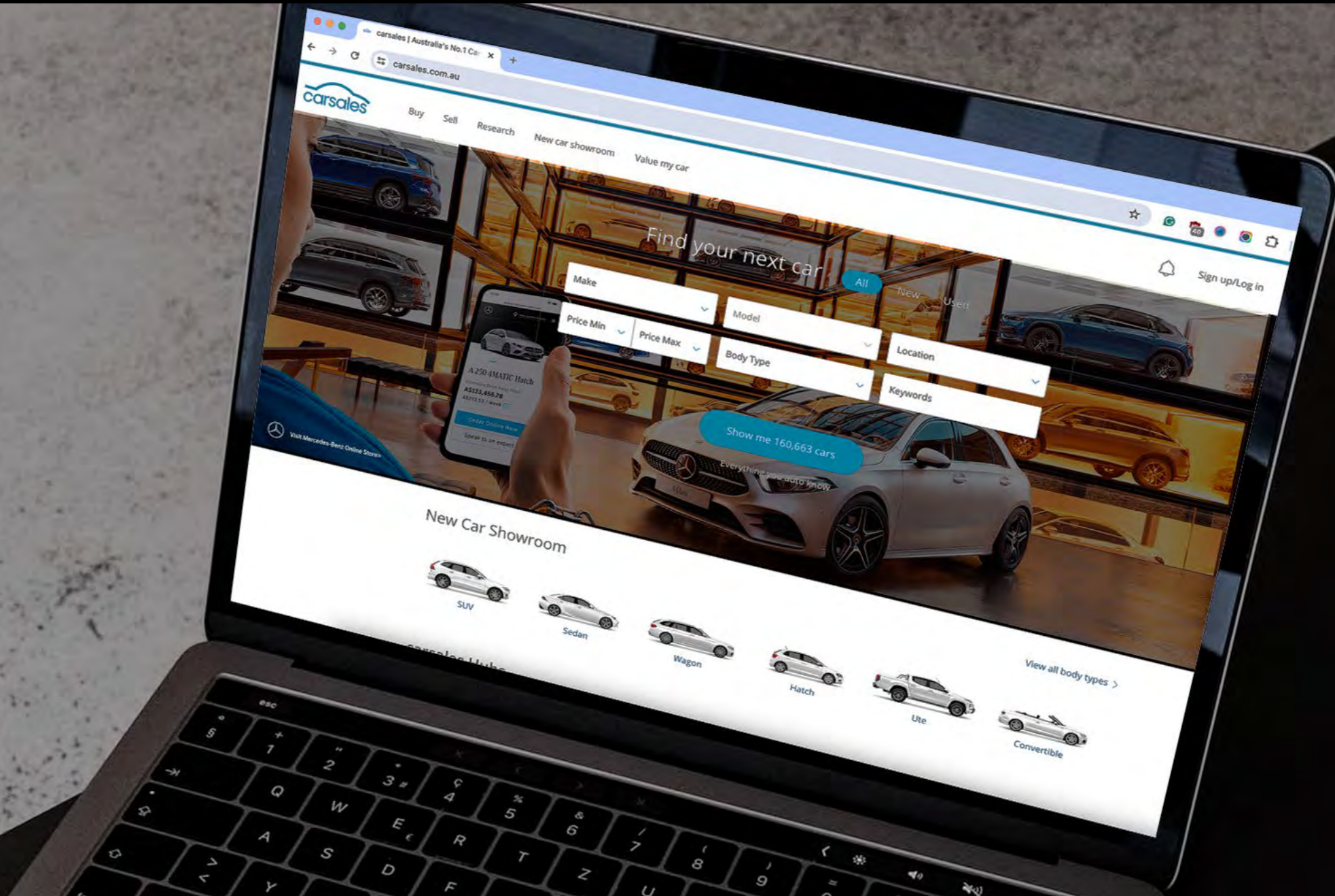
EQC

DIGITAL

HOMEPAGE TAKEOVER & HIGH IMPACT BANNER

HOMEPAGE HIGH IMPACT

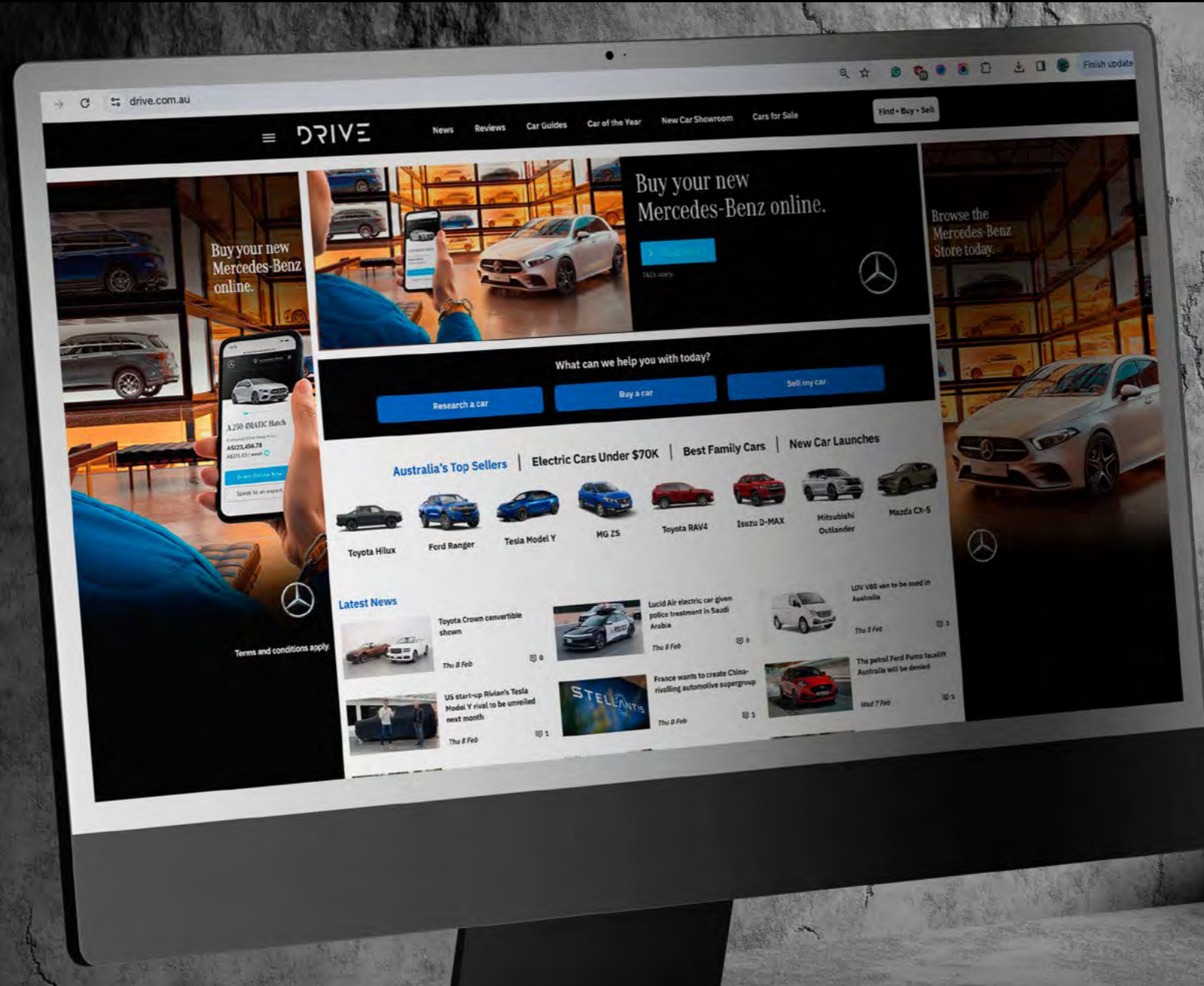
CARSALES



HOMEPAGE FIREPLACE

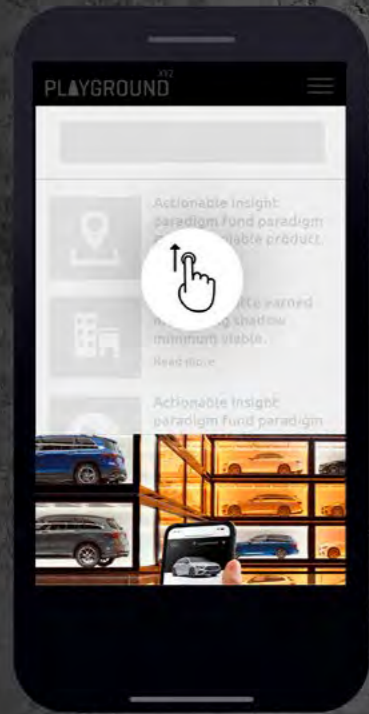
DRIVE.COM.AU

DRIVE



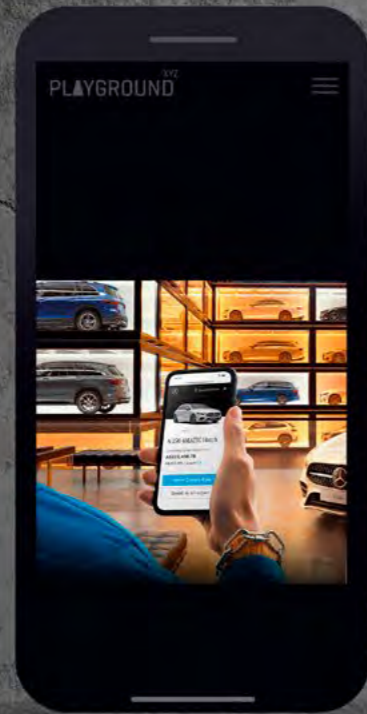
HANGTIME PLACEMENTS

PLAYGROUND XYZ

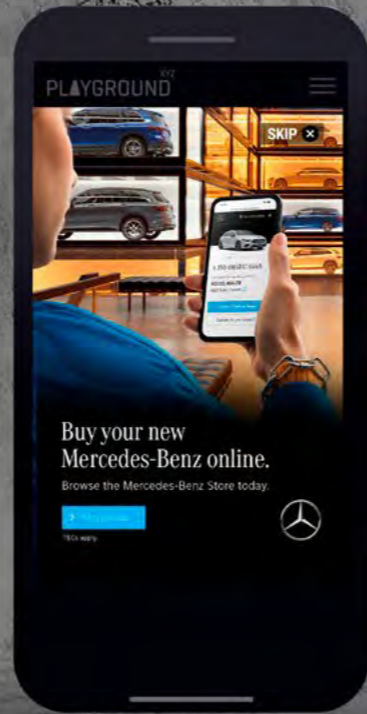


1

Scrolling up reveals the ad.



2



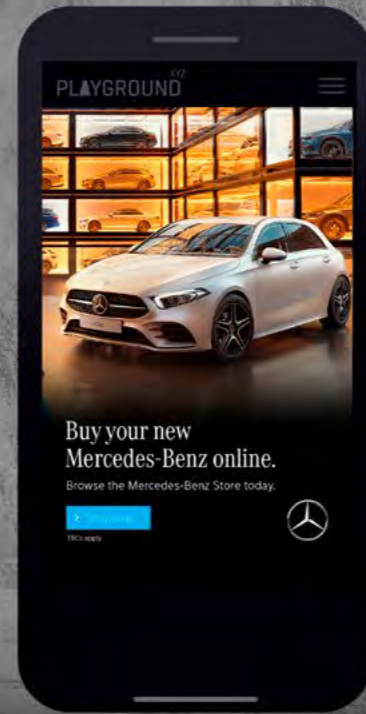
3

The full ad is revealed. The headline, subline and CTA appear on screen.



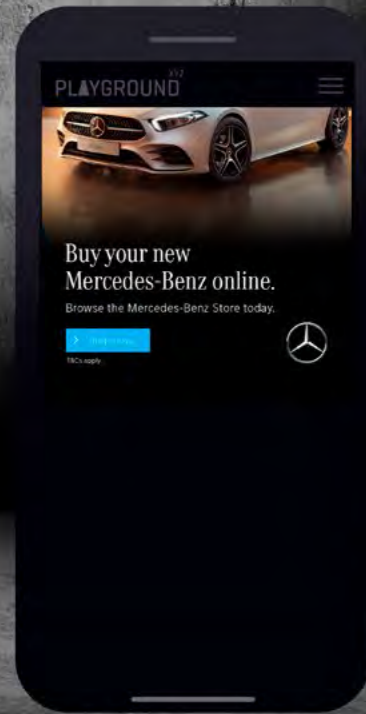
4

Viewers can now interact with the ad. Swiping up or down moves the image within the screen, revealing the artwork not originally in view.



5

Swiping up, the vehicle is now in full view. To leave the ad, viewers continue scrolling.



6

Scrolling up more moves the ad to the top of the page.

DIGITAL

HOMEPAGE TAKEOVER & HIGH IMPACT BANNER

DIGITAL BANNER STORYBOARD

PRODUCT LAUNCH



Play by your rules.



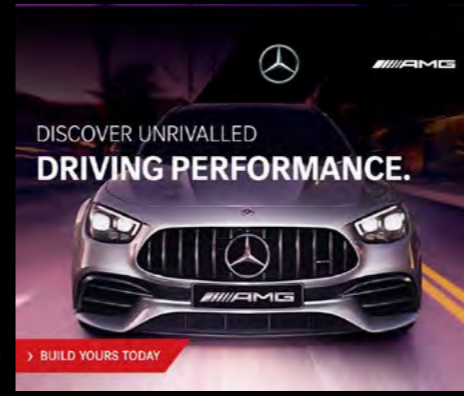
Set the vibe with intuitive tech.



The all new CLA Coupé.



> Discover more



DISCOVER UNRIVALLED DRIVING PERFORMANCE.

> BUILD YOURS TODAY



CUSTOMISE YOUR FAVOURITE MERCEDES-AMG.

> BUILD YOURS TODAY



CUSTOMISE YOUR FAVOURITE MERCEDES-AMG.

> BUILD YOURS TODAY

CLA

E 63

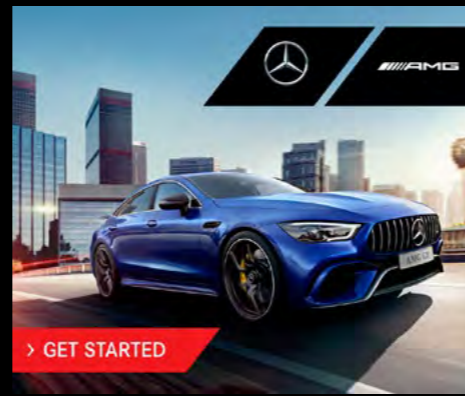
YIBO'S PORTFOLIO



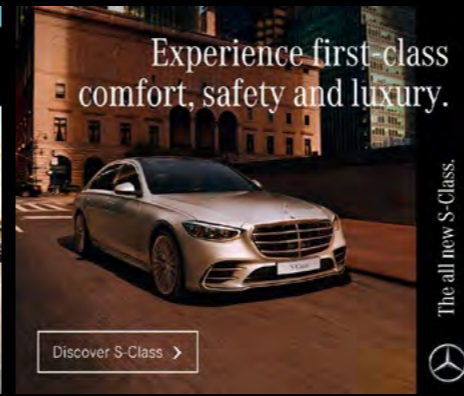
LIFE IS A RACE.



The all new Mercedes-AMG GT 4-Door Coupé.



> GET STARTED



Experience first-class comfort, safety and luxury.

Discover S-Class >



For you and those around you.

Discover S-Class >



Cares for what matters.

Discover S-Class >

GT 4-Door

S-Class



EQA YOUR FUTURE IS WITHIN REACH.



EQA EXPERIENCE THE ALL-ELECTRIC EQA.



EQA RECHARGE YOUR LIFESTYLE TODAY.

Experience EQA



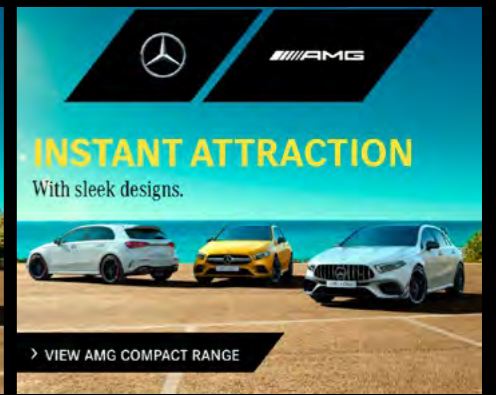
INSTANT THRILL With exhilarating performance.

> VIEW AMG COMPACT RANGE



INSTANT CONNECTION With intelligent MBUX.

> VIEW AMG COMPACT RANGE



INSTANT ATTRACTION With sleek designs.


> VIEW AMG COMPACT RANGE

EQA

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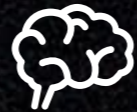
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