

CAPABILITIES

DECK

CREATIVE

DESIGN



WE ARE DESIGNERS AND THINKERS

[ABOUT]

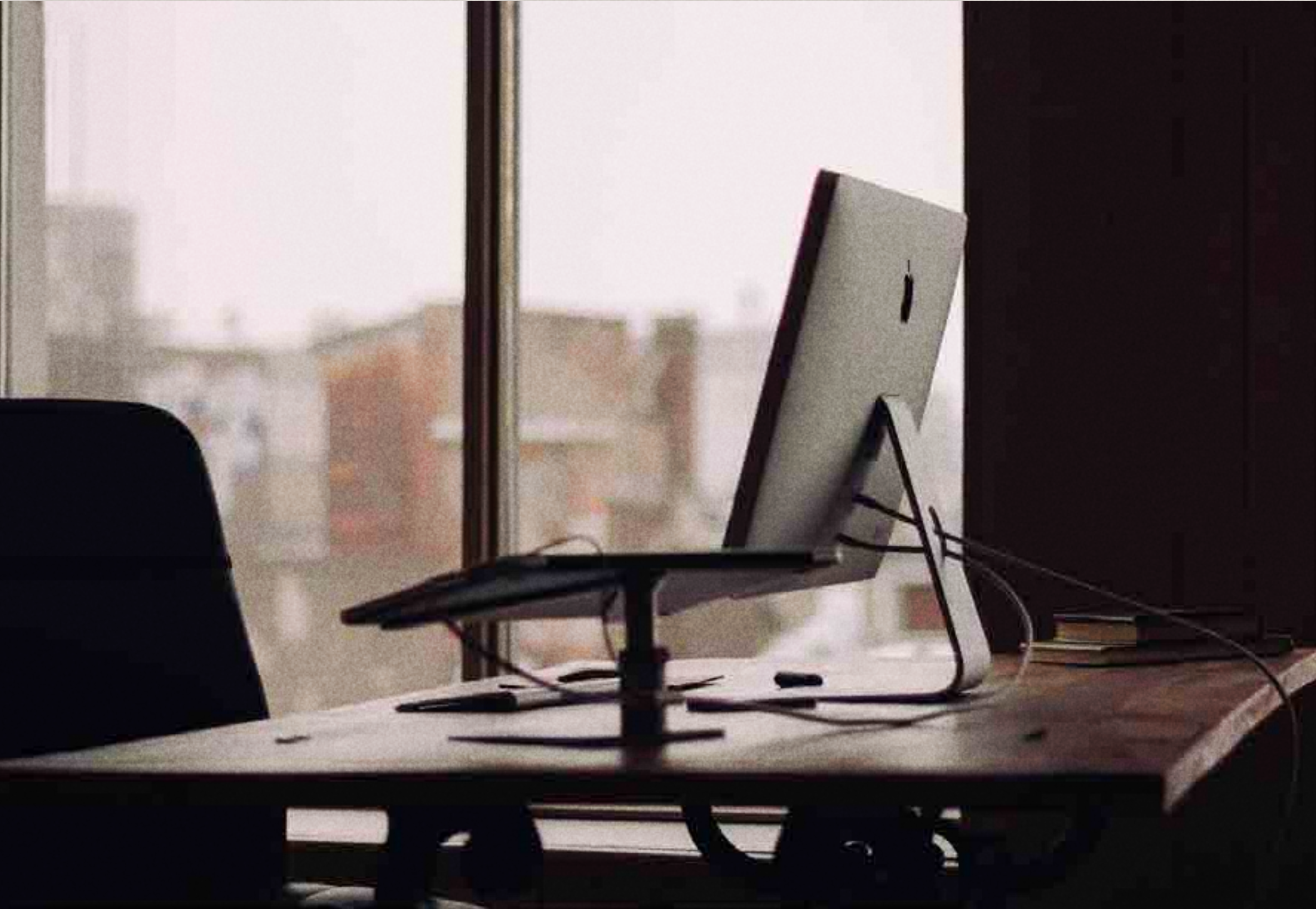
We work to understand your goals, dreams and what you aspire to be. Your success is our goal, whether that means helping spread your ideas or selling your products. We can handle the entire process from the beginning to end with no need for anyone else to get involved.

[PROJECT]

MIHIJO
SYNMETA BIO
MOTPHYS
MERCEDES-BENZ WARRANTY LOGO DESIGN
MERCEDES-BENZ CAMPAIGNS & SOCIAL MEDIA

ABOUT

01 NIODESIGN



WE ARE NIODESIGN™. WE CREATE MEANINGFUL SOLUTIONS FOR THE CLIENT/USER AND NOT FOR OURSELVES. WE BEGIN EVERY PROBLEM WITH AN OPEN MIND, CURIOUS SPIRIT AND WITHOUT PRECONCEIVED IDEAS.

Yibo Li, the Creative Director and founder of NIOdesign, brings a wealth of experience in marketing and design, enabling him to collaborate with companies of all sizes. He is widely regarded as a prominent figure in the creative industry. Yibo's passion for design is evident in his dedication to sharing his expertise with others. He takes a personalized approach to every client, ensuring that the final product not only meets their goals but also reflects their unique identity. Supported by a team of highly skilled designers and thinkers Yibo works closely with clients to deliver tailored solutions that exceed expectations.

02 STUDIO



OUR CLIENTS

WE'VE BEEN LUCKY ENOUGH TO HAVE OUR WORK
FEATURED BY SOME OF THE WORLD'S LEADING
OUTLETS.

01 OUR CLIENTS



MERCEDES-BENZ

WWW.BRANDNAME.COM

ZEEKR

WWW.BRANDNAME.COM

VOLVO

WWW.BRANDNAME.COM

VICTORIA UNIVERSITY

WWW.BRANDNAME.COM

LANCOME

WWW.BRANDNAME.COM

L'OREAL PARIS

WWW.BRANDNAME.COM

MIHIJO

WWW.BRANDNAME.COM

SWISSE

WWW.BRANDNAME.COM

2022

IDA AWARDS

SYNMETA BIO BRANDING

WWW.SYNMETABIO.COM

2022

RED DESIGN AWARD

MIHIJO BRANDING

WWW.MIHIJOPET.COM

2022

THE RIO AWARD

LISTERIEN CAMPAIGN

WWW.LISTERINE.COM.AU

AWARDS

NIO STANDS FOR NEW INPUT OUTPUT, AS A SMALL-SCALE AGENCY WE CAN WORK CLOSELY WITH OUR CLIENTS TO DEVELOP IDEAS TAILORED SPECIFICALLY FOR THEIR NEEDS, OFFERING OUR SPECIALIST KNOWLEDGE IN AREAS SUCH AS BRAND STRATEGY, SOCIAL MEDIA MARKETING AND DESIGN. FRIENDFOLK DELIVERS PROJECTS ACROSS VARIOUS SECTORS; OUR CLIENTS INCLUDE START-UPS & SMALL BUSINESSES THROUGH TO GLOBAL ENTERPRISES.

STUDIO

OUR SKILLS

AT NIODESIGN, WE CRAFT VISUALLY IMPACTFUL AND STRATEGIC DESIGNS THAT HELP BRANDS STAND OUT. OUR EXPERTISE INCLUDES BRAND IDENTITY, DIGITAL AND PRINT DESIGN, SOCIAL MEDIA CONTENT, AND PACKAGING. WE ENSURE CONSISTENCY ACROSS ALL BRANDING ELEMENTS WITH DETAILED GUIDELINES, COVERING LOGOS, TYPOGRAPHY, AND COLOR SCHEMES. ADDITIONALLY, WE EXCEL IN WEBSITE DEVELOPMENT, UX/UI DESIGN, AND CREATING ENGAGING CONTENT FOR SOCIAL PLATFORMS. OUR FOCUS IS ON INNOVATIVE STORYTELLING AND CONNECTING BRANDS WITH THEIR AUDIENCES EFFECTIVELY.

01 SHARPEN THE IDEAS



02 SKETCHING



BRAND DESIGN

Brand Creation & Refresh: Whether building a brand from scratch or refreshing an existing one, we specialize in creating a visual identity that speaks to your audience, incorporating future-forward and premium aesthetics aligned with the electric vehicle industry.

BRAND GUIDELINES

Comprehensive Brand Guidelines: We provide a detailed brand styleguide, including logo usage, color palette, typography, and iconography, ensuring that all your visual elements are consistent and convey your brand's core message across various platforms.

SOCIAL MEDIA DESIGN & CONTENT CREATION

Platform-Specific Social Media Design: Custom graphics for major platforms like Facebook, Instagram, LinkedIn, and Xiaohongshu (Redbook), including profile covers, headers, and ad creatives optimized for engagement.

Content Creation for Zeekr Red: Tailored content for social platforms like Xiaohongshu, aligning with Zeekr's premium and innovation-driven brand tone. We specialize in storytelling through posts, videos, and collaborations with influencers.

DIGITAL ADVERTISING

Social Media Ads & Campaigns: We create and optimize paid advertising campaigns across social media platforms to increase brand visibility and generate leads, targeting both the ANZ market and international audiences.

BRAND PHOTOGRAPHY & VIDEO PRODUCTION

Visual Storytelling through Photography: High-quality, bespoke brand photography or sourcing photography that aligns with Zeekr’s futuristic and luxury brand image.
Video Production for Social Campaigns: Engaging video content, from product showcases to brand narratives, that fits seamlessly into Zeekr’s social media channels and enhances its presence on platforms like Xiaohongshu (Redbook).

WEB DEVELOPMENT

Custom Web Development: Build a dynamic, user-friendly website that aligns with Zeekr’s cutting-edge brand. We can help with everything from updating your current site to launching new pages for specific campaigns or initiatives.

EVENT CAMPAIGN SUPPORT

For upcoming events, we provide branding support, from digital banners and promotional materials to social media coverage that drives attendance and engagement.

OUR

TEAM

OUR TEAM IS MADE UP OF AWARD-WINNING CREATIVE PROFESSIONALS WITH A COMBINED 40YEARS OF EXPERIENCE IN THE BUSINESS. WE CAN LEVEL UP YOUR BRAND AND CREATE SOMETHING ENDURING, ELEGANT, AND ON-BRAND WORKING TOGETHER. YOU'LL BE ABLE TO WORK WITH THE TOP DESIGNERS, ILLUSTRATORS, WRITERS, AND STRATEGISTS IN THE INDUSTRY WHEN YOU COLLABORATE WITH US.

YIBO LI

Creative Director
The Founder of NIOdesign

JOHN BENNETT

Senior Copywriter
Designer

CLAIRE SONG

Senior Designer
UI & UX Designer

DANIEL WALSH

Website
IOS & Android
Developer

01

CREATIVE THINKER

@SOCIALHANDLE



02

CREATIVE THINKER

@NIODESIGN



03

DESIGNER AND THINKER

@NIODESIGN



04

SENIOR DEVELOPER

@NIODESIGN

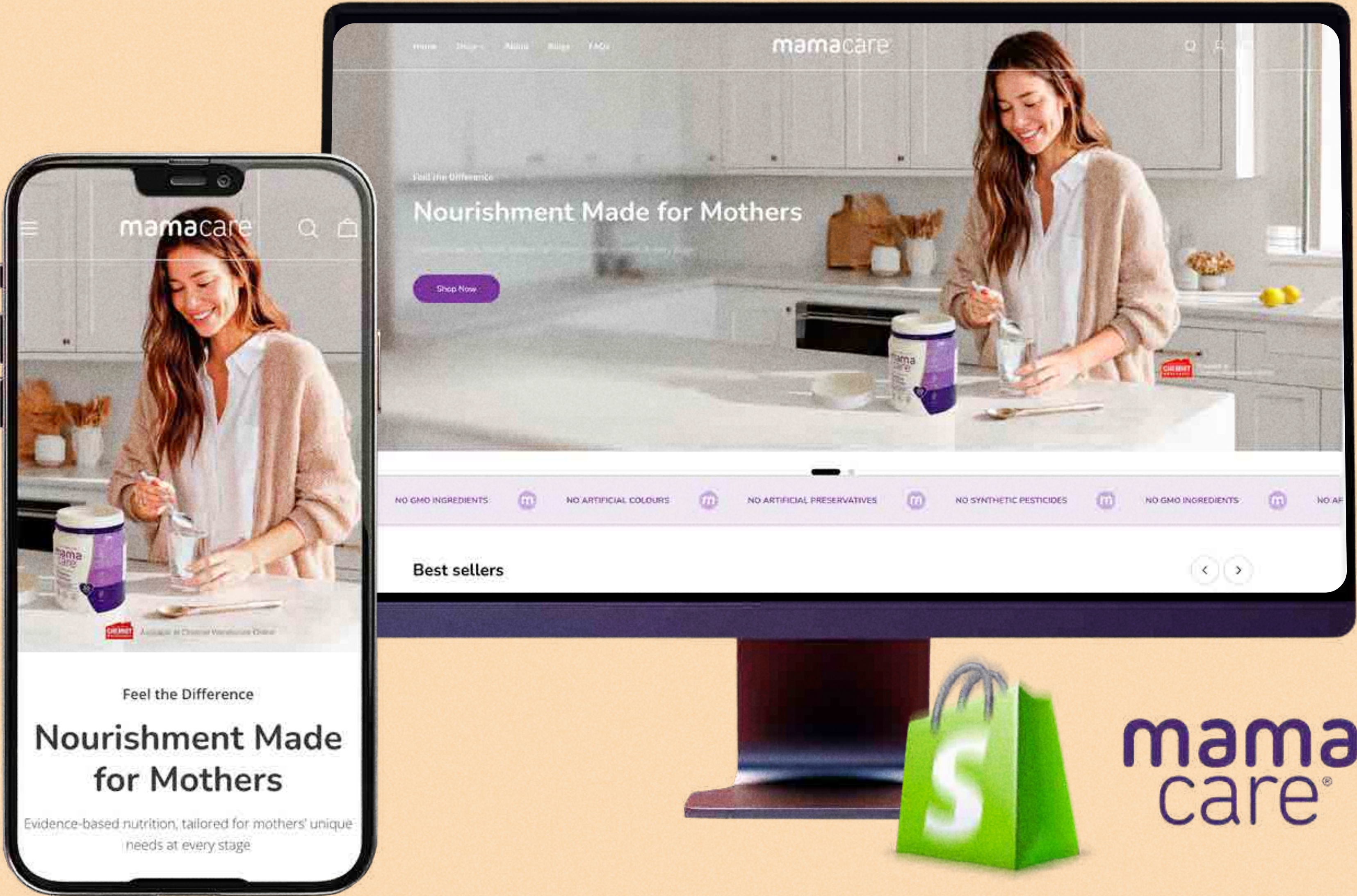


WE DESIGN E-COMMERCE EXPERIENCES THAT COMBINE USABILITY WITH STORYTELLING. FROM UX TO CREATIVE DIRECTION, NIODESIGN STUDIO BUILDS RESPONSIVE SHOPIFY STORES THAT ARE FUNCTIONAL, MEMORABLE, AND BUILT TO GROW.

E-STORE

MAMACARE

WE PARTNERED WITH MAMACARE TO CREATE THEIR SHOPIFY WEBSITE, LEADING EVERYTHING FROM UX TO UI AND CREATIVE DIRECTION. WE DESIGNED A CLEAN, RESPONSIVE PLATFORM THAT HIGHLIGHTS MAMACARE'S EVIDENCE-BASED NUTRITION WITH WARMTH AND CLARITY. THE RESULT IS A USER-FRIENDLY EXPERIENCE THAT BUILDS TRUST, REFLECTS THE BRAND'S VALUES, AND DRIVES ONLINE SALES.



[CLIENT]
Mamacare

[PROJECT]
Online Store Design

[WEBSITE]
www.mamacare.com.au

[YEAR]
2024

MAMACARE

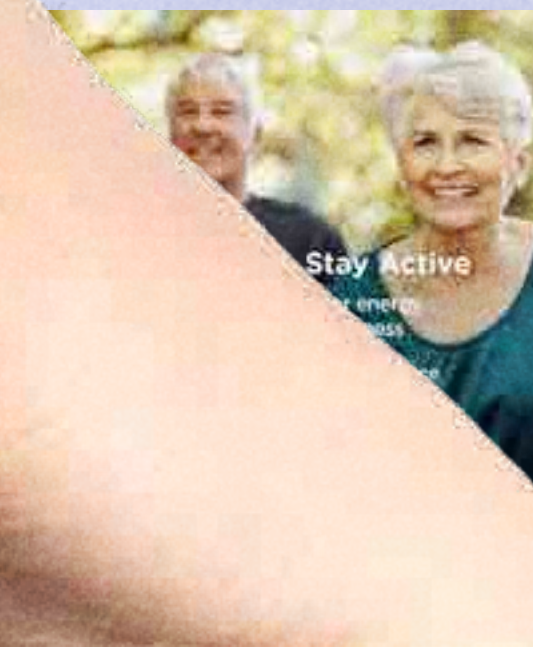
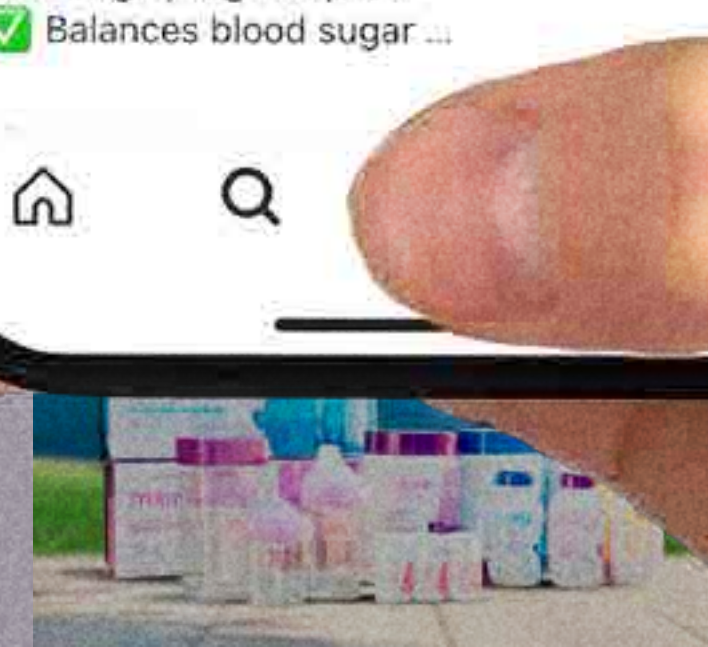
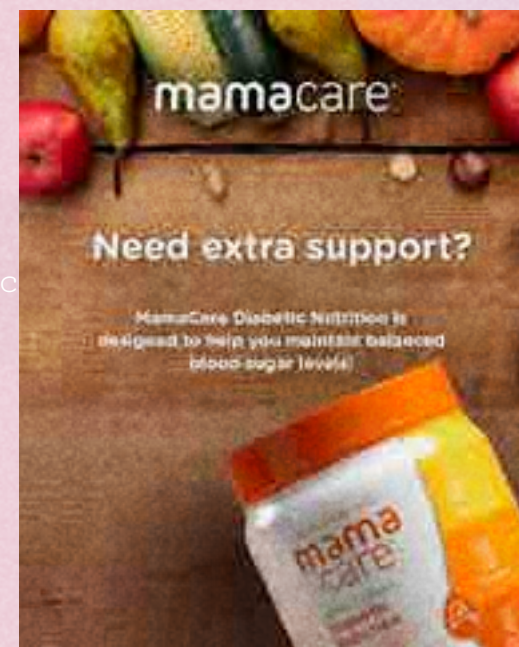
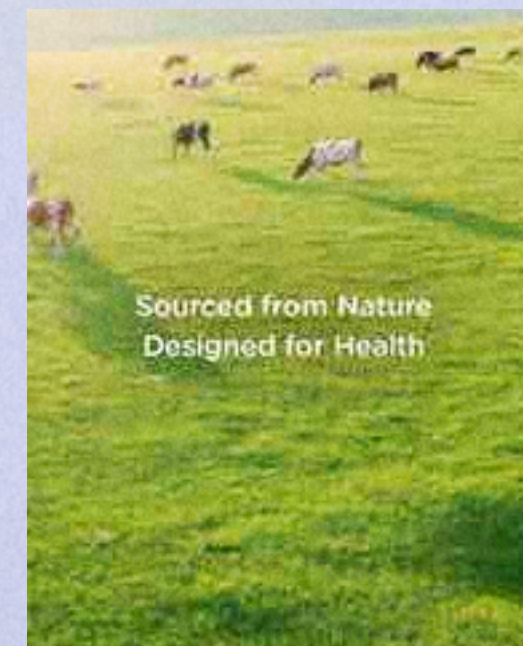
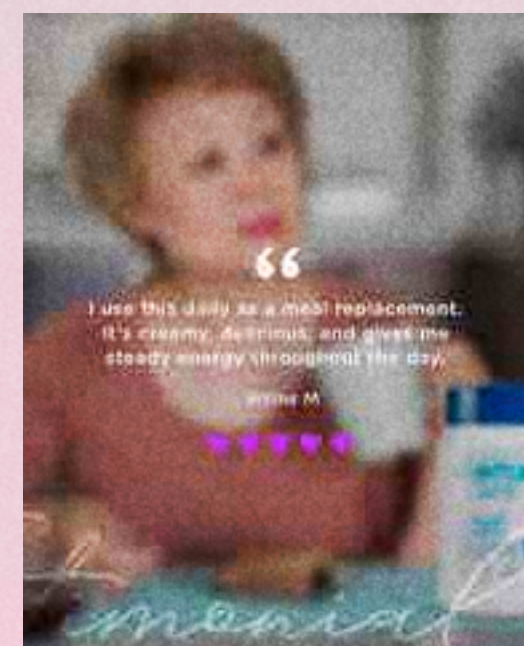
AT NIODESIGN STUDIO, WE CREATE SOCIAL MEDIA CONTENT FOR MAMACARE THAT IS WARM, TRUSTWORTHY, AND ALIGNED WITH THEIR FOCUS ON MOTHERS' HEALTH. FROM CAMPAIGNS TO EDUCATIONAL POSTS AND PROMOS, WE DELIVER CONSISTENT VISUALS AND MESSAGING THAT STRENGTHEN BRAND VOICE, BUILD AWARENESS, AND DRIVE ENGAGEMENT.

[CLIENT]
Mamacare

[PROJECT]
Online Store Design

[WEBSITE]
www.mamacare.com.au

[YEAR]
2024



ARRACARE

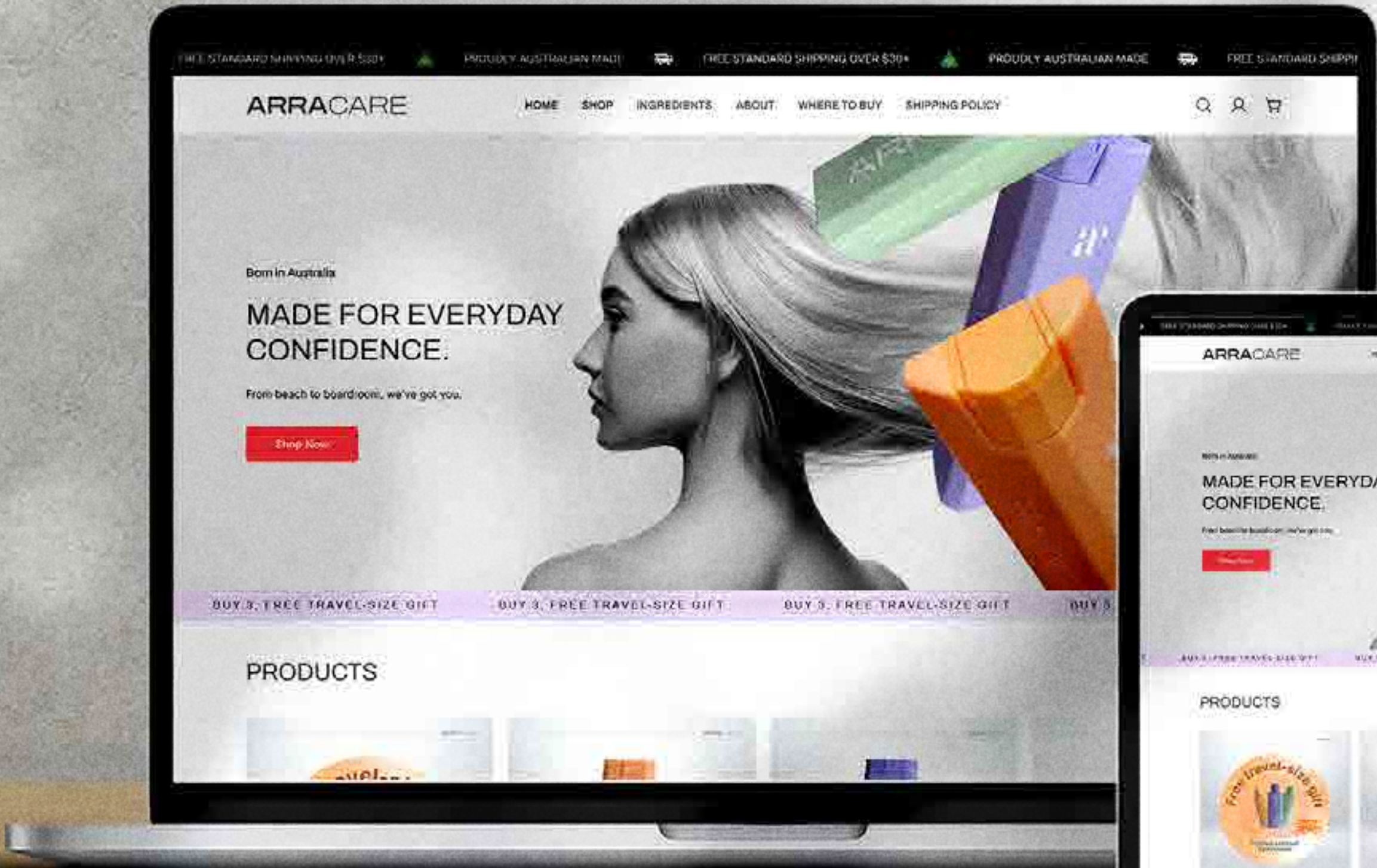
AT NIODESIGN STUDIO, WE PARTNERED WITH ARRACARE TO BUILD THEIR SHOPIFY WEBSITE, LEADING EVERYTHING FROM UX TO UI DESIGN AND CREATIVE EXECUTION. WE CRAFTED A CLEAN, RESPONSIVE PLATFORM TO SHOWCASE ARRACARE'S SCIENCE-BACKED HAIRCARE RANGE, BALANCING CLARITY AND ELEGANCE. THE SITE REFLECTS THE BRAND'S VALUES OF CARE AND EFFECTIVENESS, WHILE SUPPORTING GROWTH AND CUSTOMER TRUST.

[CLIENT]
Arracare

[PROJECT]
Shopify Online Store

[WEBSITE]
www.arracare.com

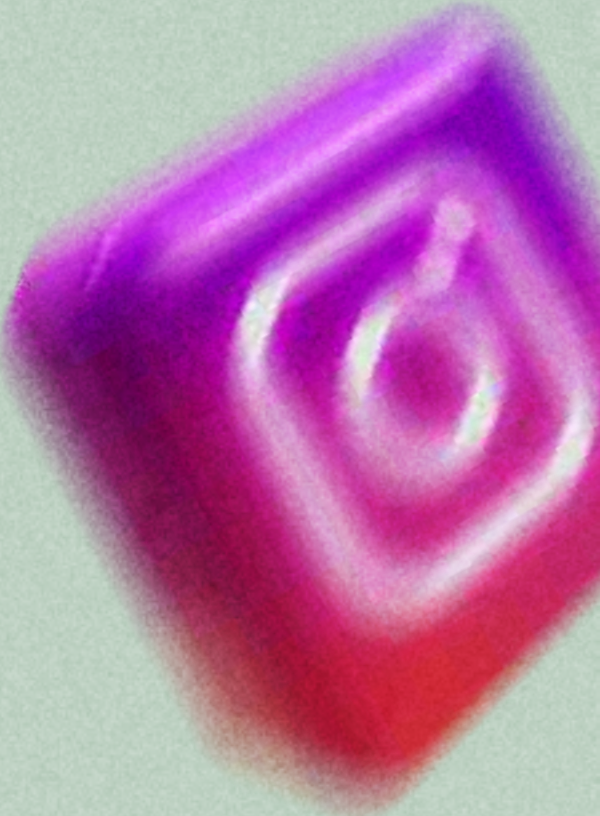
[YEAR]
2024



ARRACARE

NIODESIGN STUDIO DEVELOPED ARRAVITE'S SHOPIFY WEBSITE, COVERING UX, UI, AND CREATIVE DIRECTION. WE BUILT A SLEEK, INTUITIVE E-COMMERCE PLATFORM THAT COMMUNICATES ARRAVITE'S EXPERTISE IN PROBIOTICS AND SUPPLEMENTS, COMBINING CLARITY WITH A MODERN DESIGN AESTHETIC. THE RESULT IS A USER-FRIENDLY SITE THAT BUILDS TRUST AND DRIVES CONVERSION.

[CLIENT]	[PROJECT]
Arravite	Shopify Online Store
[WEBSITE]	[YEAR]
www.arravite.com	2025





WE DEVELOPED ARRAVITE'S SHOPIFY WEBSITE, COVERING UX, UI, AND CREATIVE DIRECTION. WE BUILT A SLEEK, INTUITIVE E-COMMERCE PLATFORM THAT COMMUNICATES ARRAVITE'S EXPERTISE IN PROBIOTICS AND SUPPLEMENTS, COMBINING CLARITY WITH A MODERN DESIGN AESTHETIC. THE RESULT IS A USER-FRIENDLY SITE THAT BUILDS TRUST AND DRIVES CONVERSION.

[CLIENT]

Arravite

[PROJECT]

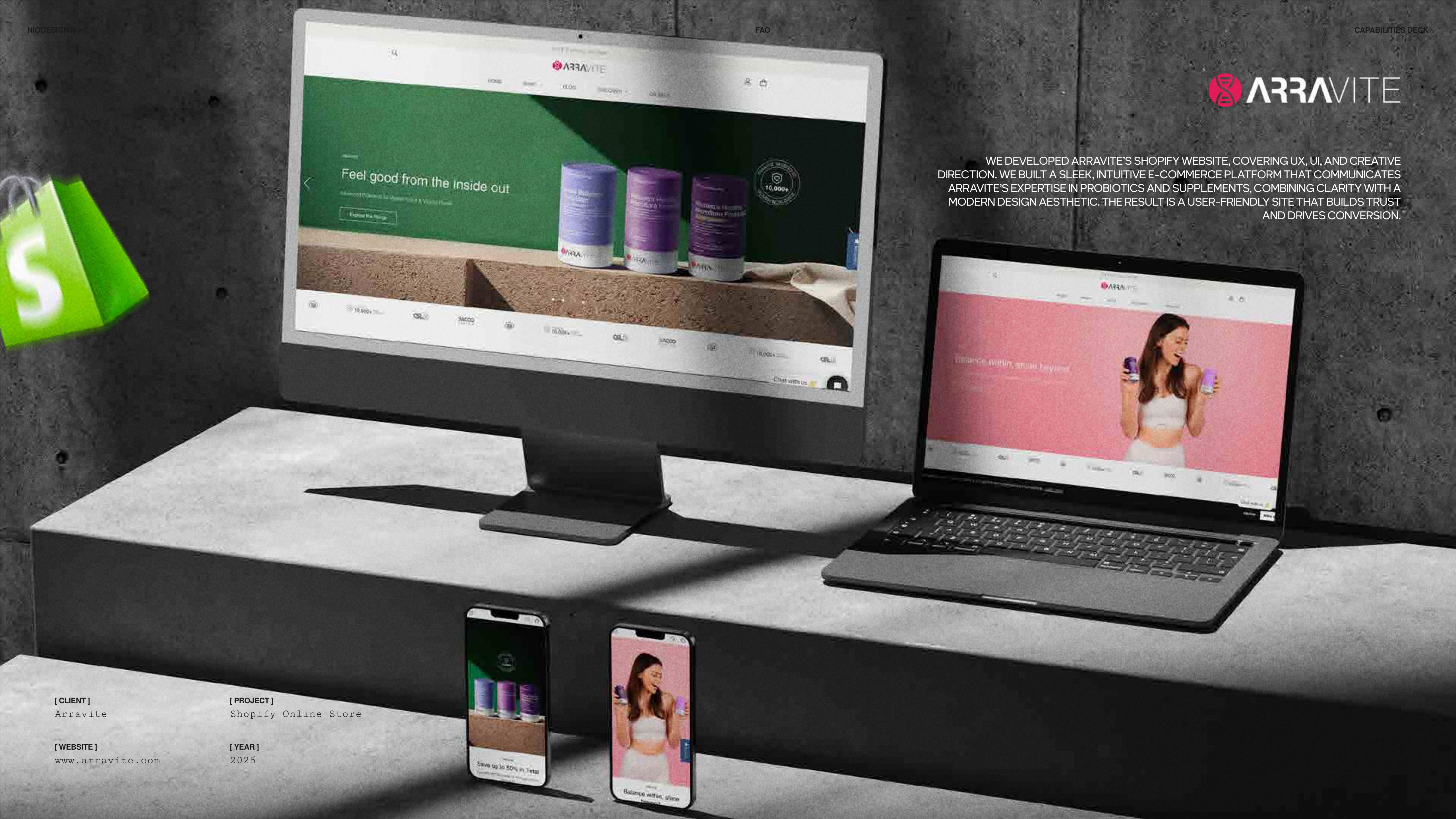
Shopify Online Store

[WEBSITE]

www.arravite.com

[YEAR]

2025



ARRAVITE

FOR ARRAVITE, WE CREATE SOCIAL CONTENT THAT SIMPLIFIES COMPLEX HEALTH CONCEPTS INTO ENGAGING, EASY-TO-DIGEST VISUALS. OUR WORK SPANS PRODUCT CAMPAIGNS, EDUCATIONAL POSTS, AND PROMOTIONAL ASSETS, ENSURING A CONSISTENT BRAND PRESENCE THAT RESONATES WITH HEALTH-CONSCIOUS AUDIENCES AND BUILDS LOYALTY.



WE HELP BRANDS LAUNCH CAMPAIGNS THAT ARE FAST, ON-BRAND, AND BUILT TO CONVERT. FROM SEASONAL PROMOS TO LARGE ACTIVATIONS, NIODESIGN STUDIO DELIVERS AGILE CREATIVE SYSTEMS THAT CAPTURE ATTENTION AND DRIVE RESULTS.

RETAIL CAMPAIGN



ZEEKR

ZEEKR

WE HELP ZEEKR CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

[CLIENT]
Zeekr AU & NZ

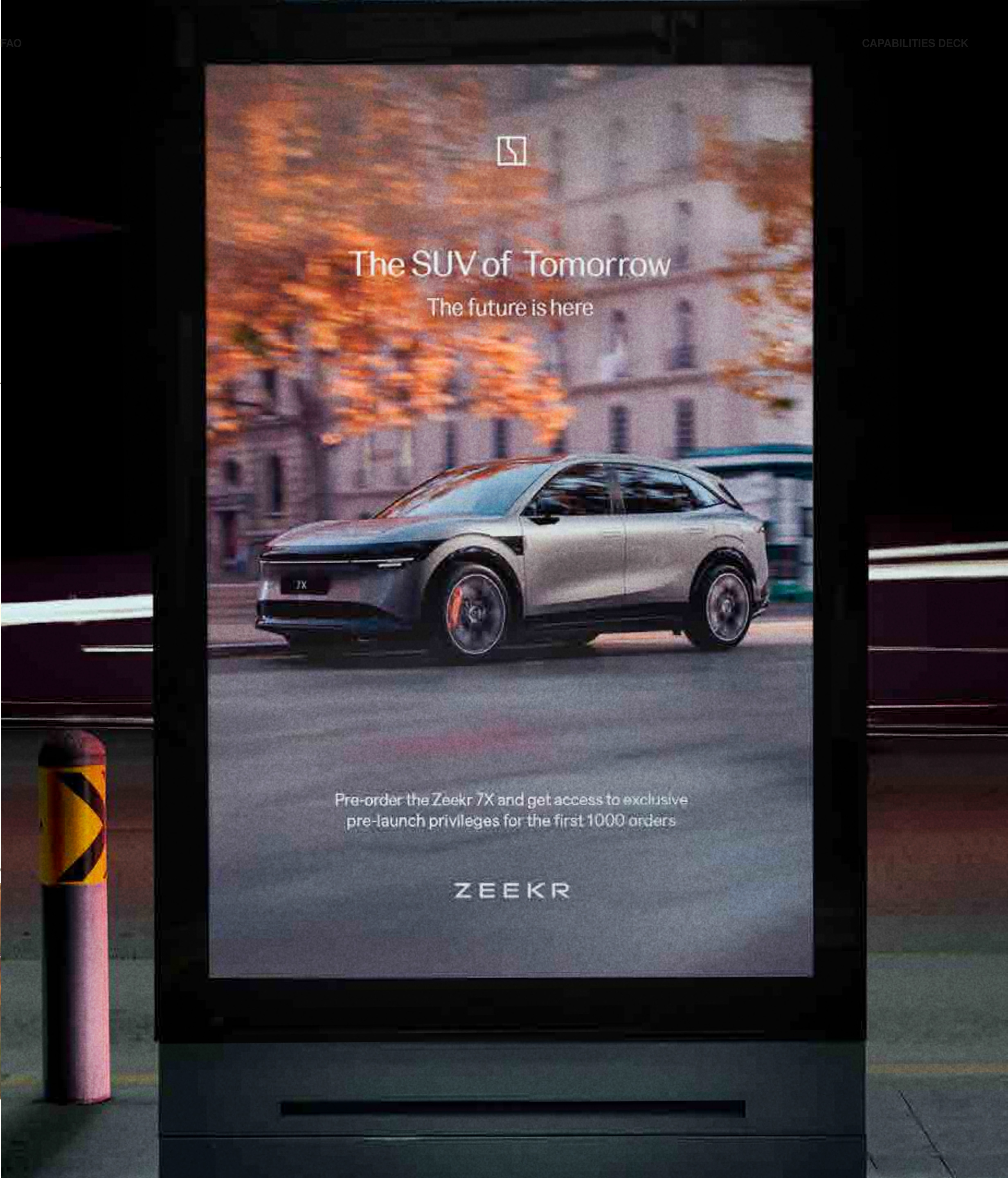
[WEBSITE]
www.zeekrlife.com

[PROJECT]
Social Contents

[YEAR]
2025

01

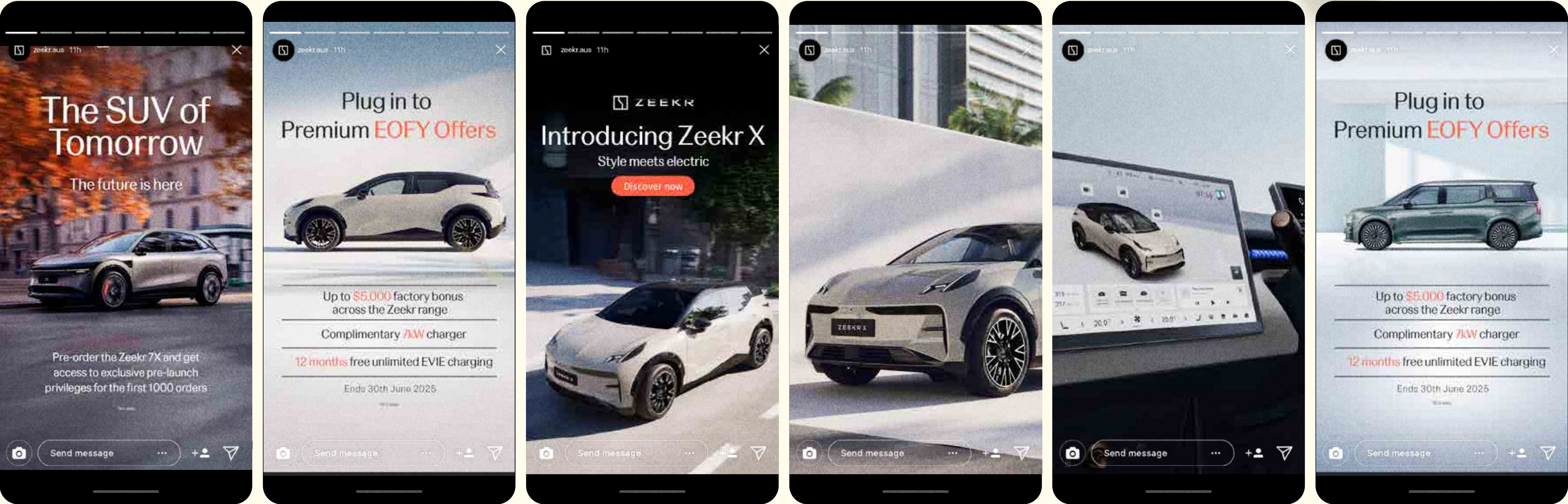
OOH



SOCIAL STORIES



02



WE HELP ZEEKR CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

[CLIENT]
Zeekr AU & NZ

[PROJECT]
Social Contents

[WEBSITE]
www.zeekrlife.com

[YEAR]
2025

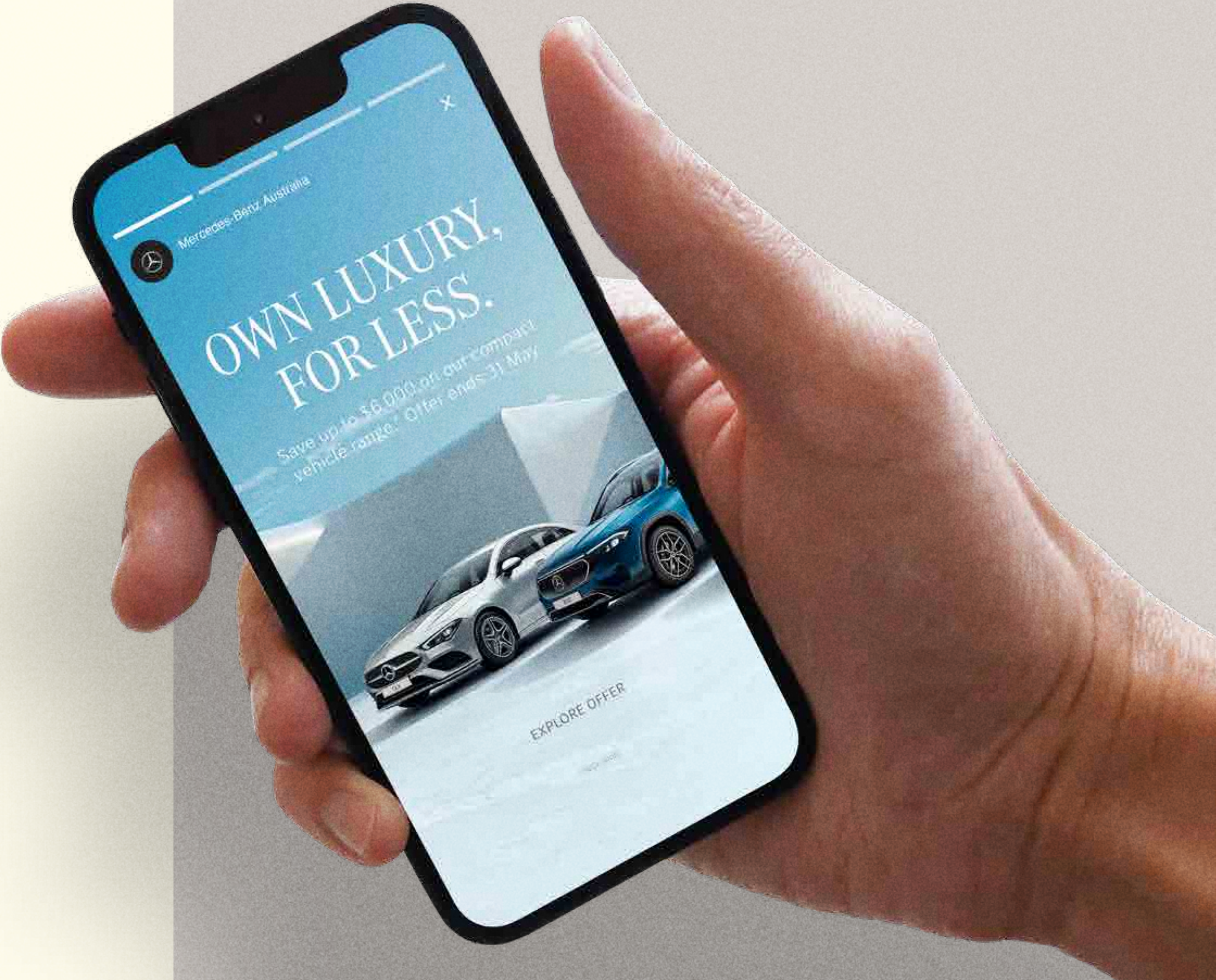


MERCEBENZ

MERCEDES-BENZ RETAIL CAMPAIGN

THE OBJECTIVE WAS TO ASSIST RETAILERS IN PROMOTING COMPACT VEHICLES, ENABLING CUSTOMERS TO EXPERIENCE LUXURY AT AFFORDABLE PRICES. AS THE LEAD CREATIVE AND DESIGNER, I SPEARHEADED THE PROJECT FROM CONCEPTUALIZATION TO IMPLEMENTATION ACROSS ALL TOUCHPOINTS.

[CLIENT] Client Name	[PROJECT] Compact Vehicles Campaign
[WEBSITE] mercedes-benz.com.au	[YEAR] 2022



DURING THE CAMPAIGN, WE SUCCESSFULLY SOLD 26 VEHICLES, WITNESSED A 33% INCREASE IN VISITOR TRAFFIC, AND GAINED 57 FOLLOWERS ACROSS OUR SOCIAL MEDIA PLATFORMS, INCLUDING INSTAGRAM, FACEBOOK, YOUTUBE, AND LINKEDIN.

26

01 26 VEHICLES SOLD DURING THIS CAMPAIGN ACROSS AUSTRALIA AND NEW ZEALAND

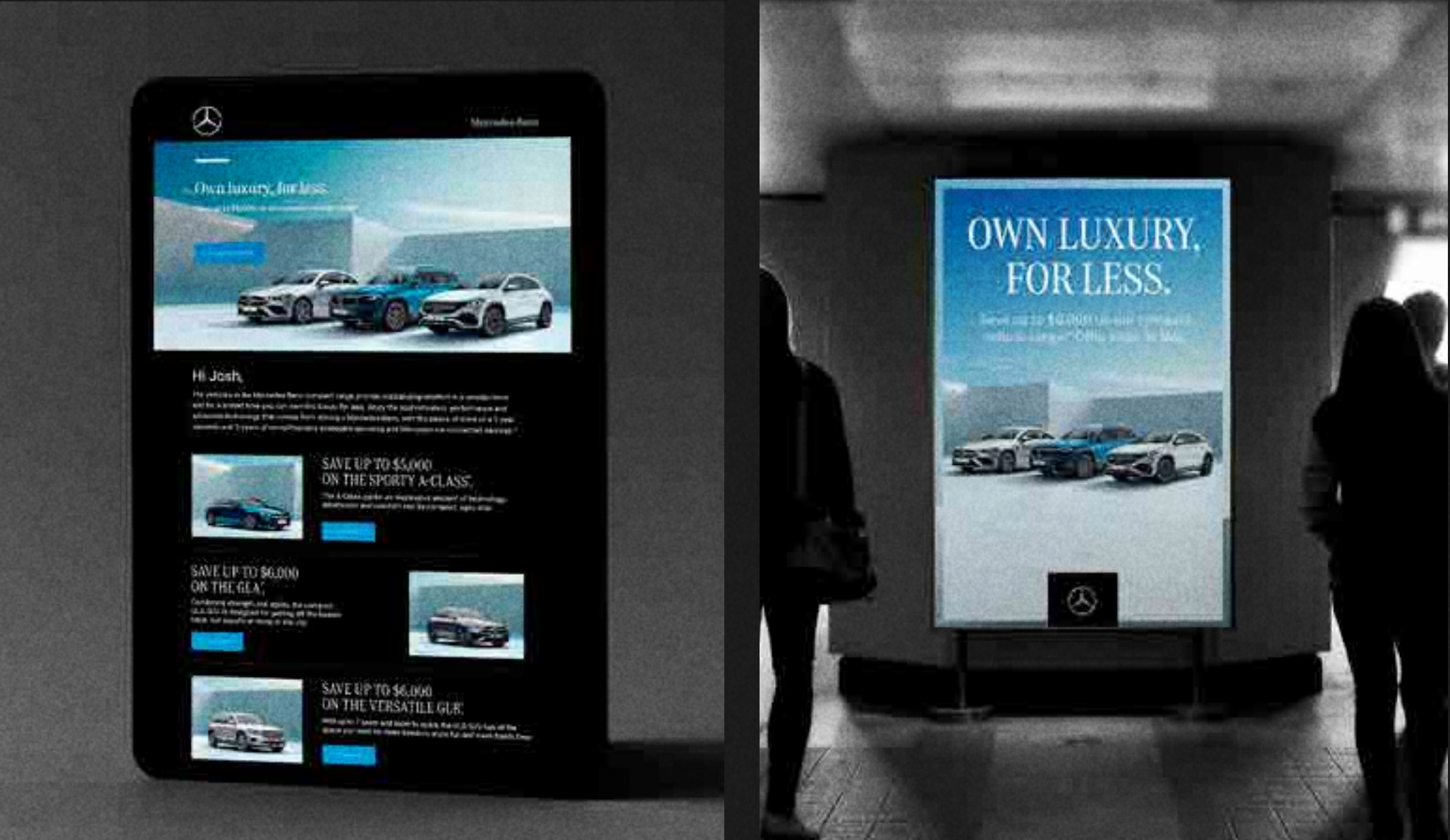
43%

02 THE NUMBER OF VISITORS HAS INCREASED BY 33% DURING TWO WEEKS

57

03 WE HAVE GAINED 57 FOLLOWERS ON SOCIAL MEDIA PLATFORMS INCLUDING INSTAGRAM, FACEBOOK, YOUTUBE, LINKEDIN.

[CLIENT]	[PROJECT]
Client Name	Compact Vehicles Campaign
[WEBSITE]	[YEAR]
mercedes-benz.com.au	2022



MERCEDES-BENZ WARRANTY LOGO DESIGN

MERCEDES-BENZ HAS REACHED OUT TO US, SEEKING A FRESH DESIGN LANGUAGE AND LOOK FOR THEIR WARRANTIES AND SERVICES ACROSS ALL MEDIA CHANNELS.

[CLIENT]

Mercedes-Benz

[PROJECT]

Warranry Logo Design

[WEBSITE]

mercedes-benz.com.au

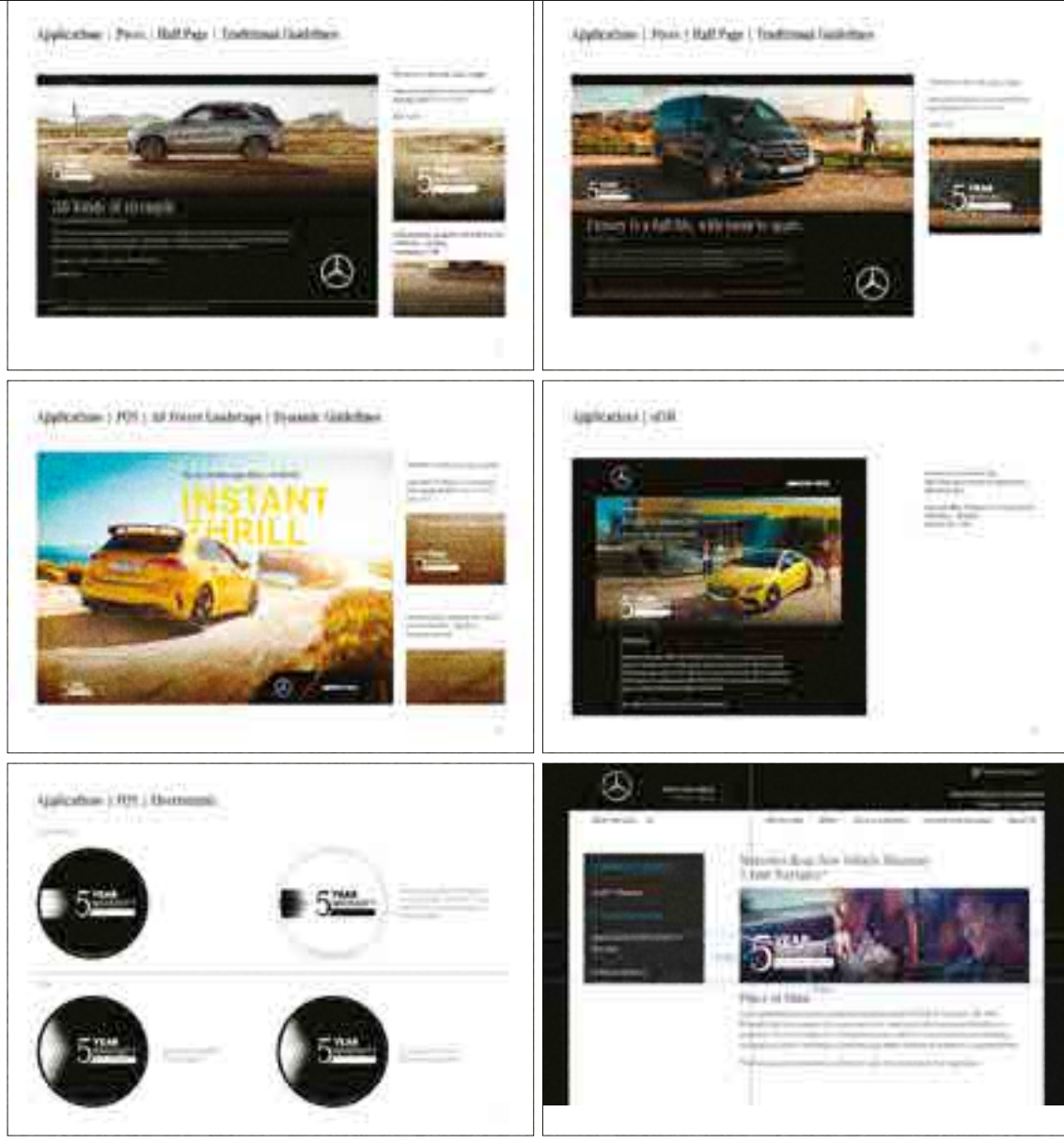
[YEAR]

2022

01 SHOT #1



02 SHOT #2



03 SHOT #3



MERCEDES-BENZ

[CLIENT]
Mercedes-Benz

[PROJECT]
Retailer Assets

[YEAR]
2019-2022

[WEBSITE]
mercedes-benz.com.au

[ABOUT]
We develop and maintain the visual identity of the MB brand, ensuring consistency across all touch-points, including logos, colors, typography, and imagery.

01

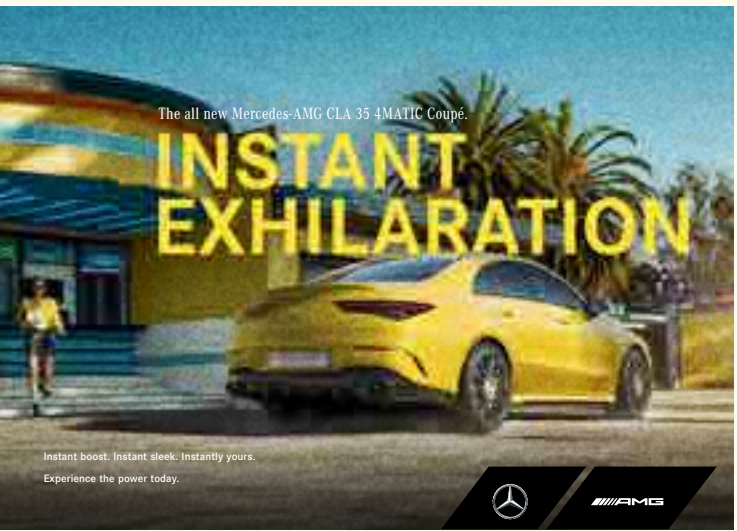
PRINT

WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

A 35



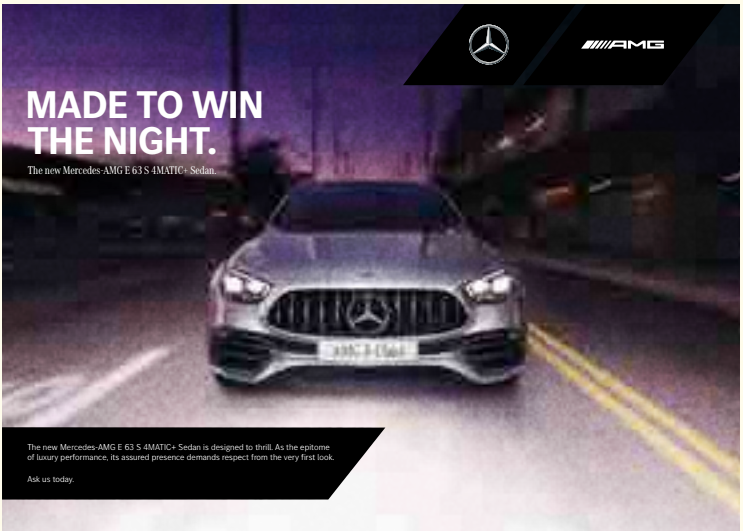
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CLS 53



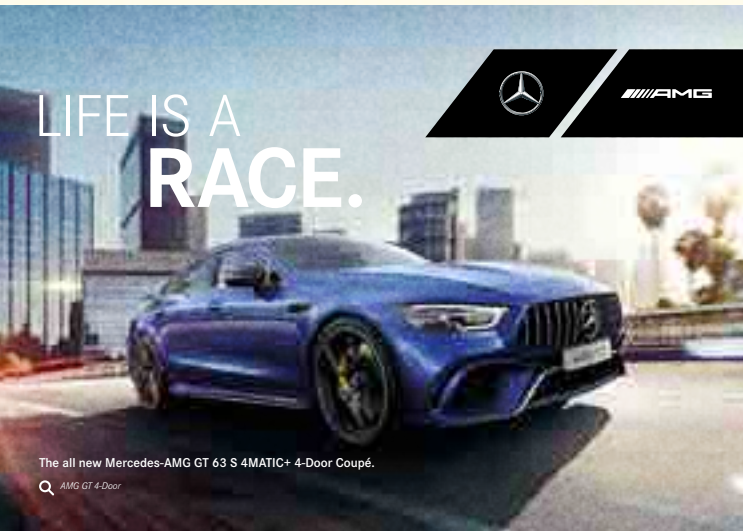
E 63 S



SL 63



GT 63



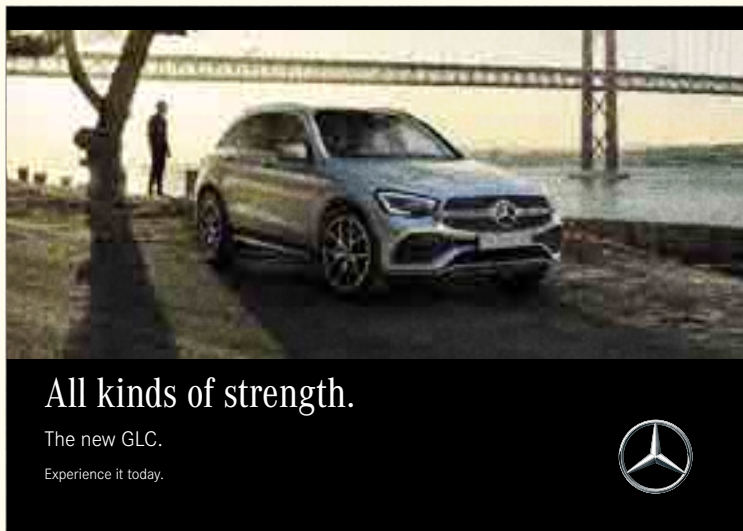
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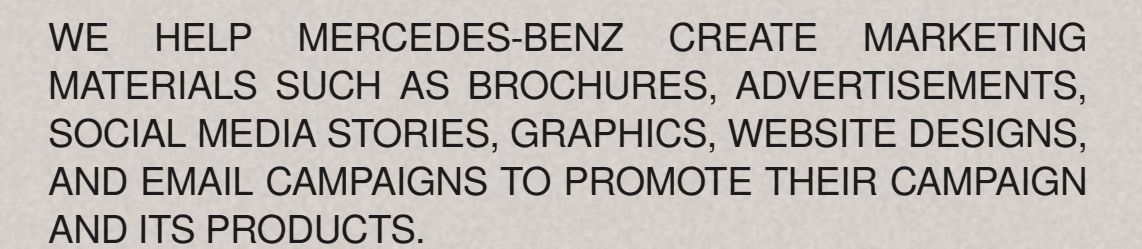
GLB



GLC



04



[WEBSITE]
mercedes-benz.com.au

03

[CLIENT]
Mercedes-Benz

[PROJECT]
Retailer Assets

[YEAR]
2019-2022

[WEBSITE]
www.mercedes-benz.com.au

[ABOUT]
We develop and maintain the visual identity of the MB brand, ensuring consistency across all touch-points, including logos, colors, typography, and imagery.

WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.



ALL NEW GLC SUV LAUNCH | VIC



ALL NEW GLC SUV LAUNCH | NSW



EQE SUV LAUNCH | VIC



AMG CAMPAIGN | VIC



SUV SEASON CAMPAIGN | VIC



EQB LAUNCH | VIC

OOH

WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

- [CLIENT]

Mercedes-Benz
- [PROJECT]

Retailer Assets
- [YEAR]

2019-2022
- [WEBSITE]

www.mercedes-benz.com.au

[ABOUT]

We develop and maintain the visual identity of the MB brand, ensuring consistency across all touch-points, including logos, colors, typography, and imagery.

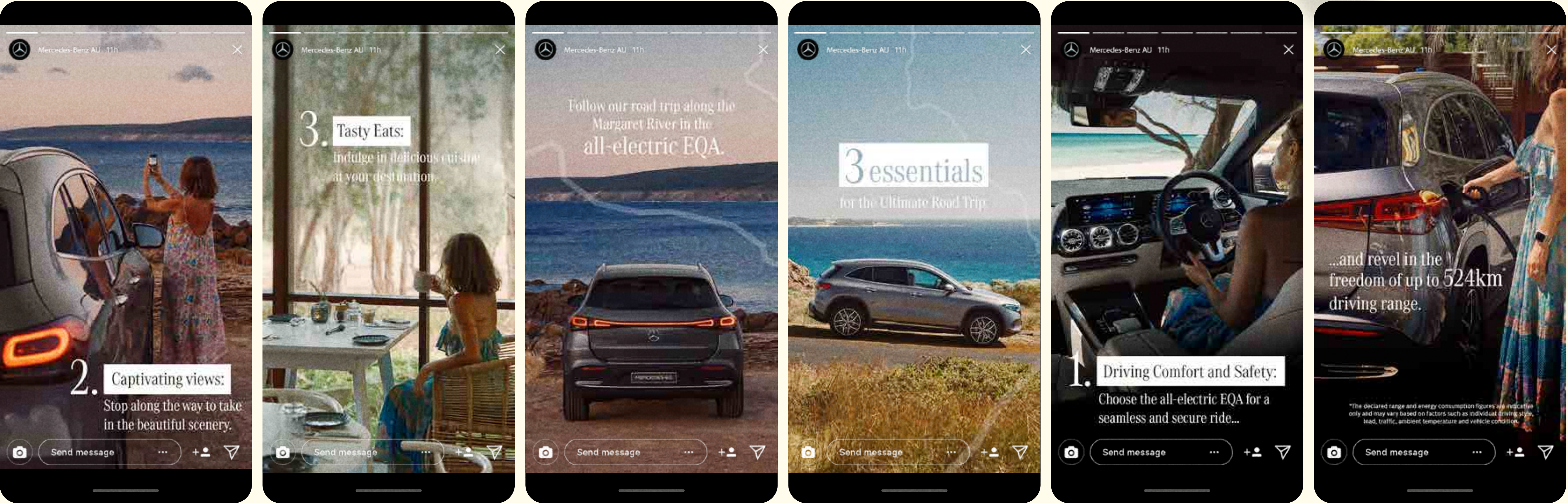
SOCIAL MEDIA

02



SOCIAL STORIES

03



WE HELP MERCEDES-BENZ CREATE MARKETING MATERIALS SUCH AS BROCHURES, ADVERTISEMENTS, SOCIAL MEDIA STORIES, GRAPHICS, WEBSITE DESIGNS, AND EMAIL CAMPAIGNS TO PROMOTE THEIR CAMPAIGN AND ITS PRODUCTS.

[CLIENT]
Mercedes-Benz

[PROJECT]
Social Contents

[WEBSITE]
www.mercedes-benz.com.au

[YEAR]
2019-2022

AT NIODESIGN STUDIO, WE CRAFT BRAND IDENTITIES THAT GO BEYOND LOGOS—BUILDING SYSTEMS OF TONE, VISUALS, AND STORY. OUR WORK CREATES CLARITY, CONSISTENCY, AND EMOTIONAL CONNECTION ACROSS EVERY TOUCHPOINT.

BRANDING

HISTELLA

HISTELLA IS AN INTELLIGENT WORKSPACE FOR WORK AND LIFE. NIODESIGN CRAFTED A FUTURISTIC YET HUMAN IDENTITY, CENTERED ON A MINIMALIST BLINKING STAR. WE DELIVERED A FULL BRAND SYSTEM, INCLUDING LOGO ANIMATION, COLOR PALETTE, TYPOGRAPHY, AND UI/UX.

01

[CLIENT]
hiStella

[WEBSITE]
www.histella.cn

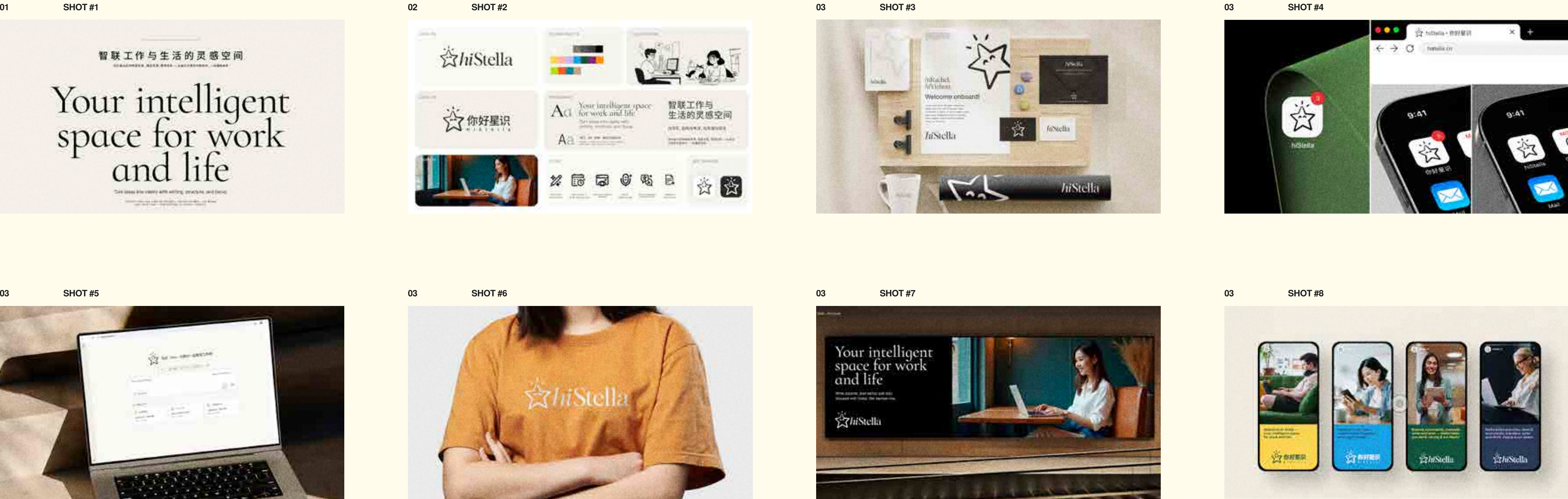
[PROJECT]
Branding and UI Design

[YEAR]
2025



HISTELLA

02



[CLIENT]

hiStella

[PROJECT]

Branding and UI Design

[WEBSITE]

www.histella.cn

[YEAR]

2025

MIHIJO

MIHIJO IS A PET SUPPLEMENT BRAND WHERE WE BLEND LOVE, NATURE AND SCIENCE FROM NEW ZEALAND TO CREATE PRODUCTS THAT ENRICH THE LIVES OF PETS OF ALL AGES AND NEEDS. FROM BRAND POSITIONING, VISUAL IDENTITY AND LOGO, TO TONE OF VOICE AND CREATIVE CAMPAIGN, NIODESIGN IS PROUD TO BE THE ARCHITECT OF THE CONCEPTION OF MIHIJO, DEVELOPED IN PARTNERSHIP WITH OUR CLIENT.

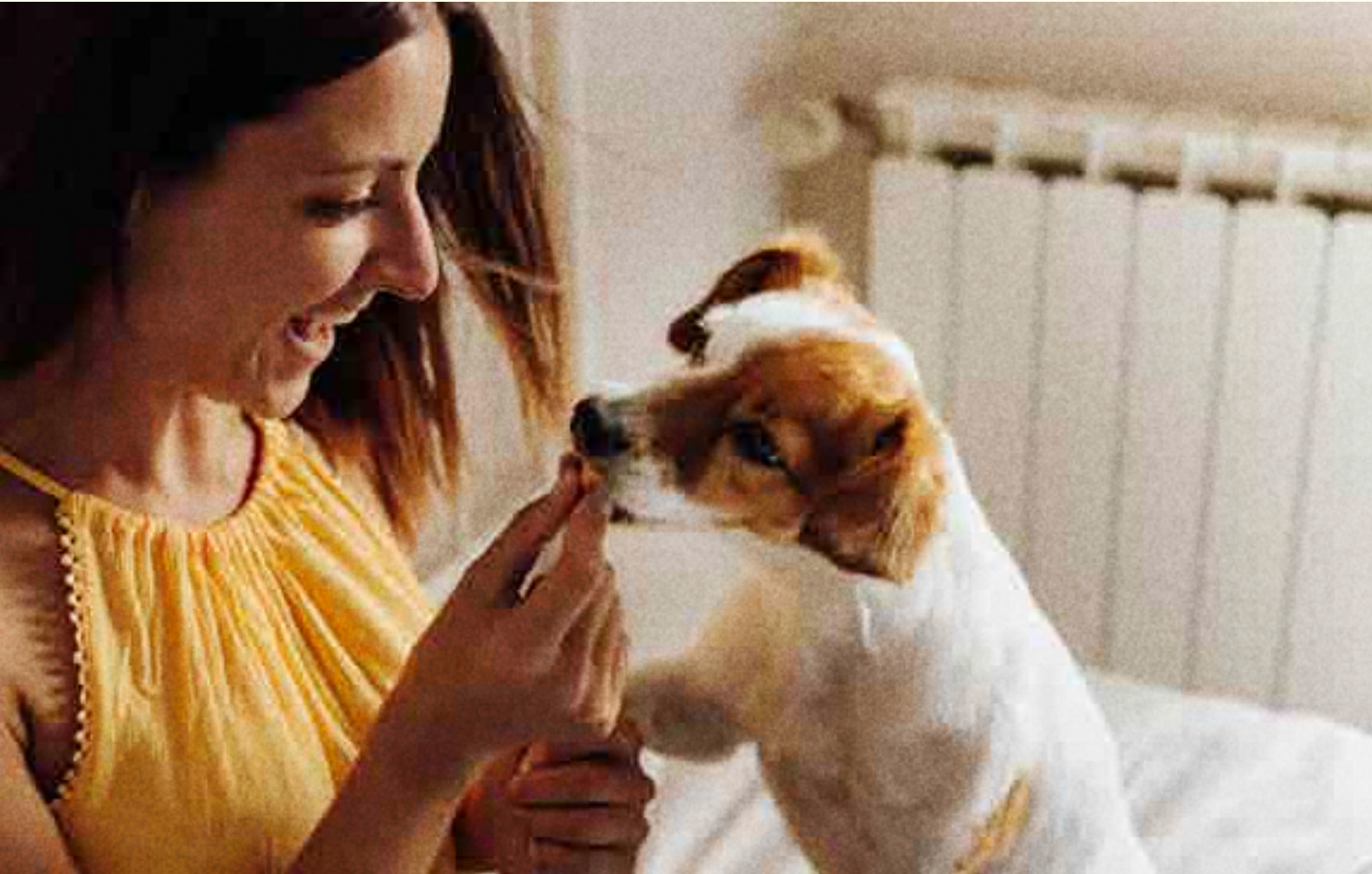
01

[CLIENT]
Mihijo Pet Supplements

[PROJECT]
Branding and Packaging

[WEBSITE]
www.mihijopet.com

[YEAR]
2023

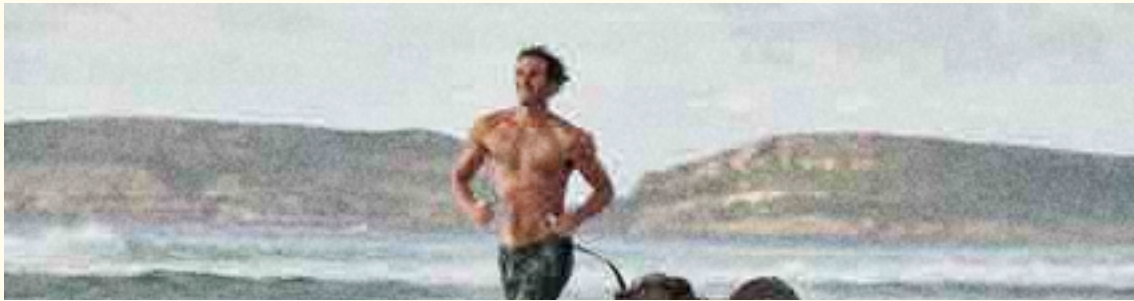


ABOUT



Welcome to the world of MI HIJO (Spanish, translates to 'my son' in English), where pets are cherished like children. MIHIJO is a pet supplement brand where we blend love, nature and science from New Zealand to create products that enrich the lives of pets of all ages and needs.

MIHIJO's brand personality is friendly, knowledgeable, and trustworthy. We want to create a brand that pet owners can rely on for high-quality and effective pet supplements. Our brand voice is informative, empathetic, and approachable.



MIHIJO

02



Graphic



Online Store

DOGS
CATS

Pet

Space
Time
Base

DIN Next
Rounded
LT Pro
Regular
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typeface



MIHIJO



Logo



Packaging



Photos



Website

Color
Palette



TRUSTED BY VETS
LOVED BY PETS



MIHIJO

03

01



02



03



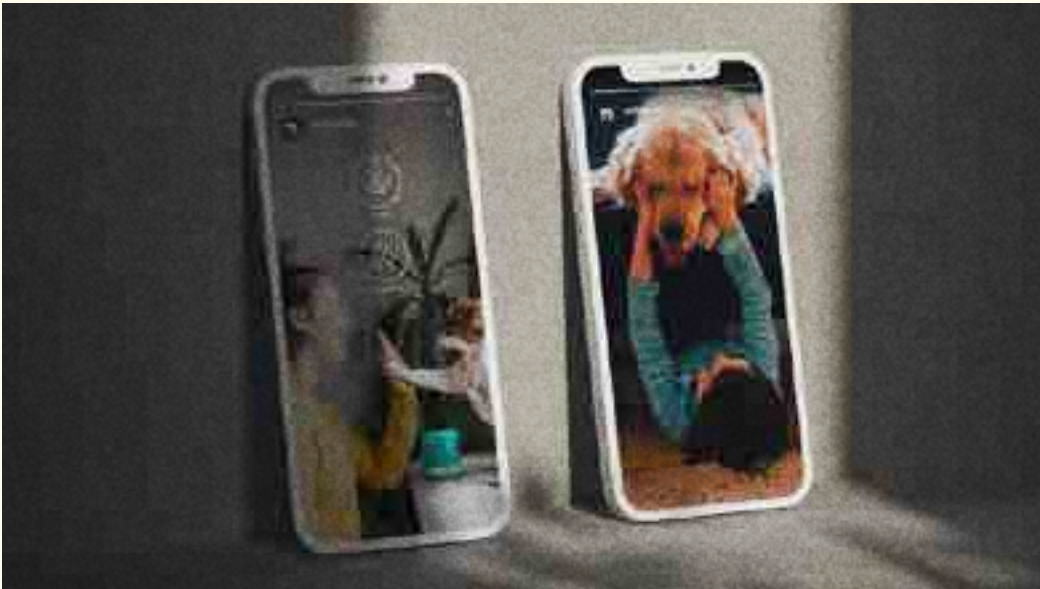
04



05



06



07



08



[CLIENT]
Mihijo

[PROJECT]
Branding and Packaging

[WEBSITE]
www.mihijopet.com

[YEAR]
2023



RUE DE CLÉRY CAMPAIGN

[CLIENT NAME] GOT IN TOUCH WITH US LOOKING FOR A NEW BRAND IDENTITY. THEY HAD OUTGROWN THEIR BRANDING AND WERE LOOKING FOR A WAY TO MODERNIZE THEIR BRAND AND PERHAPS REACH A BROADER CLIENTELE. WE BEGAN WITH A BRAND STRATEGY, LOOKING AT THEIR TARGET AUDIENCE, CURRENT POSITIONING AND LONG-TERM GOALS. WE THEN MOVED ON TO THE LOGO DEVELOPMENT PROCESS, TWEAKING IT UNTIL THEY WERE SATISFIED

[CLIENT]

Client Name

[PROJECT]

Project Name

[YEAR]

2022

[WEBSITE]

www.project.com

[TIMEFRAME]

4-5 Weeks

MIHIJO

01 SHOT #1



02 SHOT #2



03 SHOT #3



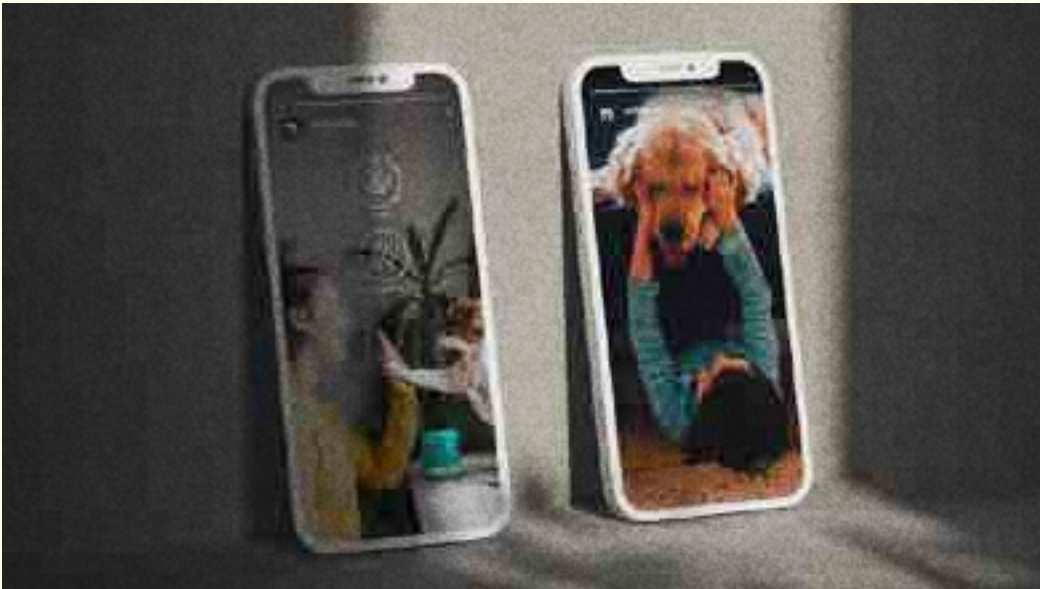
03 SHOT #4



03 SHOT #5



03 SHOT #6



03 SHOT #7



03 SHOT #8



[CLIENT]
Mihijo Pet Supplements

[PROJECT]
Branding and Packaging

[WEBSITE]
www.mihijopet.com

[YEAR]
2023

MOTPHYS ENGINE

MOTPHYS SPECIALIZES IN MOTION PHYSICS SIMULATION, DELIVERING SOFTWARE THAT ACCURATELY MODELS REAL-WORLD PHYSICAL BEHAVIORS FOR INDUSTRIES LIKE ENGINEERING AND GAMING. WE COLLABORATED WITH MOTPHYS TO DEVELOP THEIR COMPREHENSIVE BRANDING STRATEGY, INCLUDING LOGO DESIGN, GRAPHIC ELEMENTS, BRANDING GUIDELINES, APPLICATIONS, AND OVERALL VISUAL IDENTITY.

01

[CLIENT]
Motphys

[WEBSITE]
www.motphys.com

[PROJECT]
Branding Design

[YEAR]
2024

01

SHOT #1



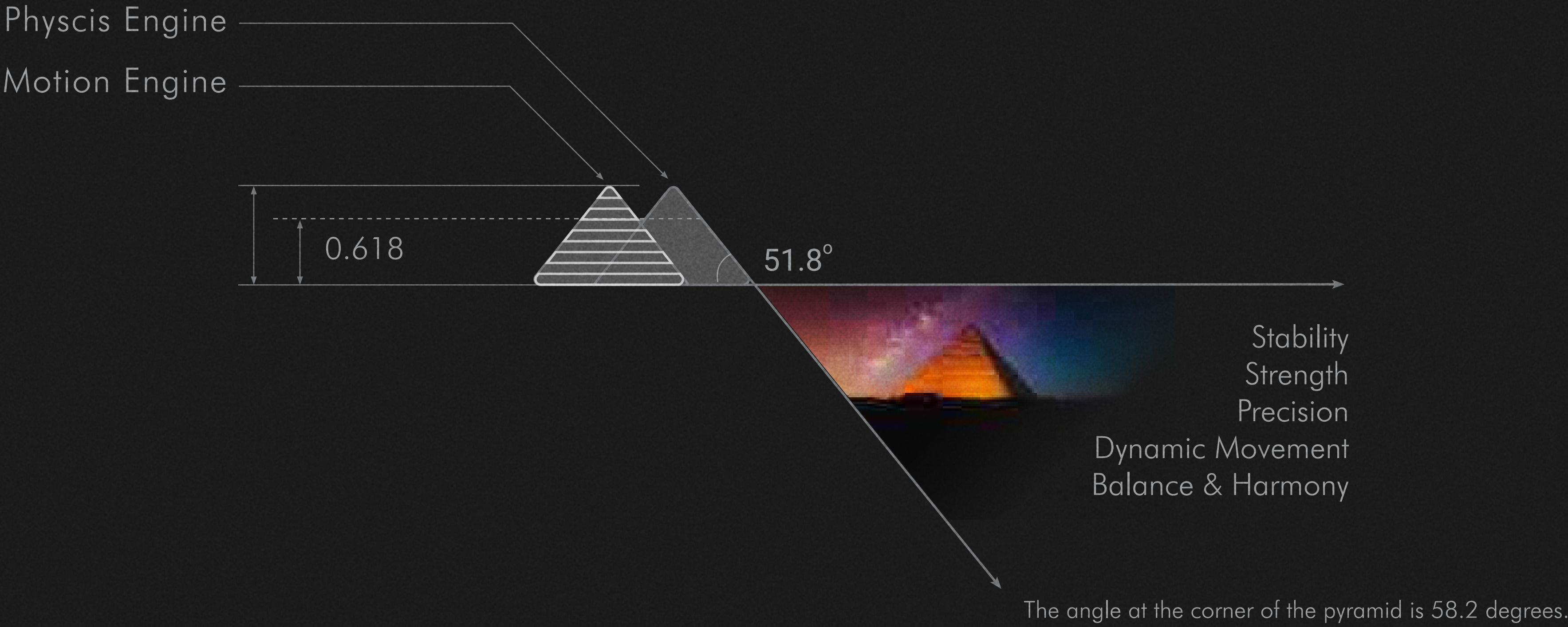
02

SHOT #2



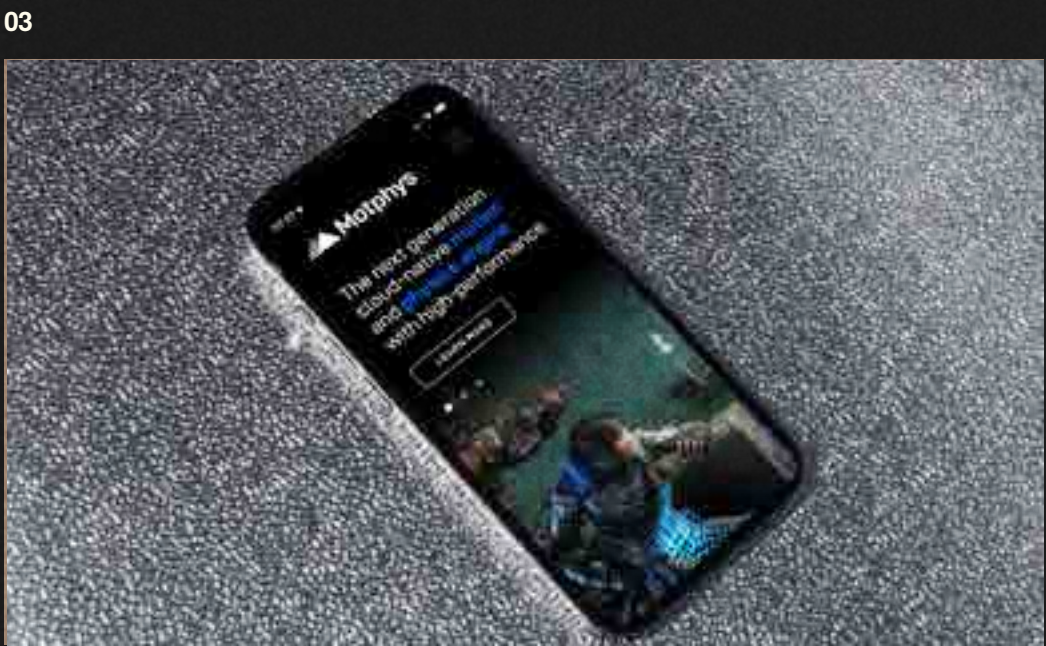
MOTPHYS

02



MOTPHYS ENGINE

02



[CLIENT]
Motphys

[PROJECT]
Branding Design

[WEBSITE]
www.motphys.com

[YEAR]
2024

JETLIFE

INSPIRED BY THE PRECISION OF HEXAGONAL MOLECULAR STRUCTURES AND THE RHYTHM OF DNA, THE JETLIFE IDENTITY REFLECTS A FUSION OF SCIENCE AND INNOVATION. THE LOGO’S TRANSITION FROM BOLD TO THIN TYPE AND THE GRADIENT ARC OF HEXAGONS SYMBOLIZE TRANSFORMATION, CONNECTION, AND FUTURE-FOR-WARD BIOTECHNOLOGY. OUR SCOPE INCLUDED THE DESIGN OF THE LOGO, PRODUCT BROCHURE, POWERPOINT TEMPLATE, PRODUCT EXTERIOR CONCEPT, BRANDING GUIDELINES, AND A WEBSITE CONCEPT, DELIVERING A COHESIVE AND MODERN VISUAL SYSTEM FOR THIS BIOTECH STARTUP.

01

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JetLife

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www.jetlife.lab

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[YEAR]
2024

01

SHOT #1



Hexagon
Structure

DNA
Rhythm

Hexagon
Technology



Rhythm
Bridge
Transformation

Dark - Middle - Light Tech Blue



JETLIFE

03

01



02

LOGO

PRIMARY

SECONDARY

TYPOGRAPHY

FONTS

DIN Regular | Bold

HEADLINE

HEADLINE

SUB HEADLINE

Subtitle

Body Copy

Disclaimer

Headline

Headline

Sub headline

Intelligence

Manufacturing

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut aliqua.

COLOUR PALETTE

COLOURS

Dark Tech Blue

C:100 M:78Y:20 K:5
R:46 G:78 B:133
WEB: 2e4e85

Middle Tech Blue

C:88 M:54 Y:0 K:0
R:66 G:111 B:180
WEB: 426fb4

Light Tech Blue

C:91 M:7 Y:2 K:0
R:42 G:167 B:224
WEB: 2aa7e0

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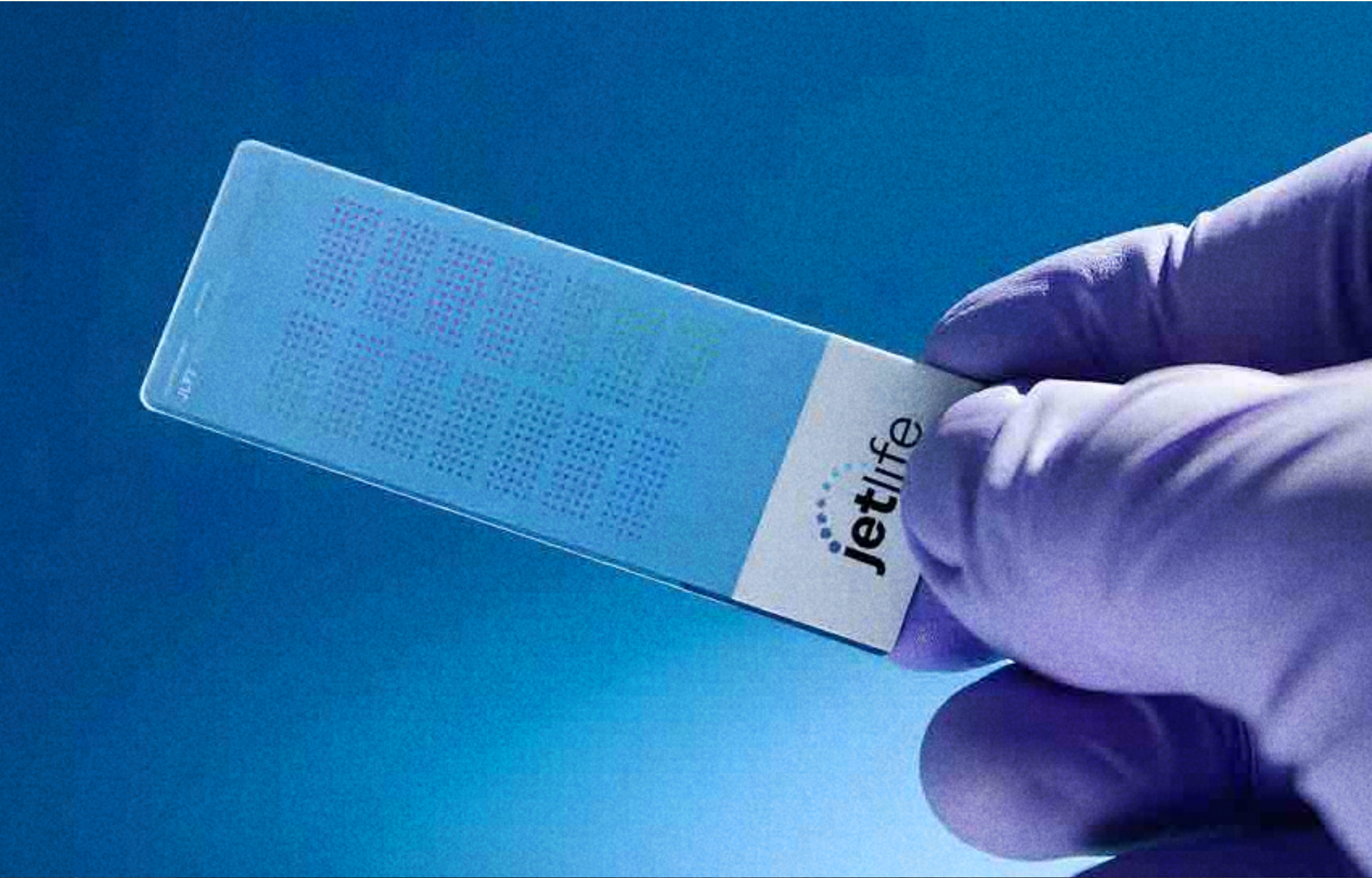
[YEAR]

2024

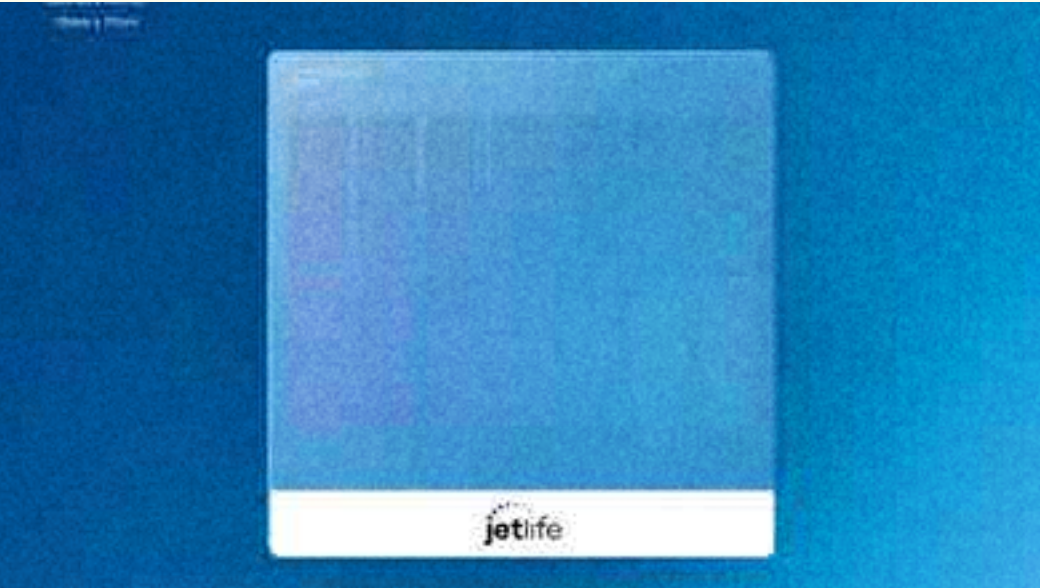
JETLIFE

03

01



02



04



03



05



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JETLIFE

03

01

Cover Visual Option 1



APPLICATION NOTE

Using Hydrogel for
Colorectal Cancer Organoid
Drug Sensitivity Screen Test

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Cover Visual Option 1



APPLICATION NOTE

Using Hydrogel for
Colorectal Cancer Organoid
Drug Sensitivity Screen Test

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03

Cover Visual Option 4



APPLICATION NOTE

Using Hydrogel for
Colorectal Cancer Organoid
Drug Sensitivity Screen Test

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04

INTRODUCTION

Two-dimensional (2D) culturing has applied in basic medical researches, drug screening and toxicity studied for decades as it is affordable and easy to operate[1]. With the heterogeneity of tumor and retaining the molecular and morphological characteristics, patient-derived xenograft (PDX) model becomes the prevalent tool for personalized cancer therapy[2]. In recent years, organoid shows the potentials as it overcomes the shortages of 2D culturing and PDX including more mimic functions of primary tissue, less expensive, less time-consuming and less labor intensive [3, 4], which are the important features of being a high-throughput tool.

During the whole process of cancer organoid culturing, the extracellular matrix (ECM) plays an important role in cell proliferation and differentiation. Nevertheless, animal-derived ECM causes erratic results due to the endogenous cytokines and batch-to-batch variance[5]. Here, we have demonstrated a workflow using synthetic hydrogel for colorectal cancer (CRC) organoid drug screen with high reproducibility and consistency.

WORKFLOW

STEP 1

HYDROGEL PREPARATION



1. Add proper volume of culture medium into the vial and make sure
2. Move the solution to a centrifuge tube and put in 4°C.

STEP 2

ORGANOID SEEDING



1. Add hydrogel to cell pellet and mix thoroughly (1-2*10⁶ cells/mL).
2. Add 1uL hydrogel per well and put in 37°C for 10mins.

STEP 3

ORGANOID CULTURE



Add 100uL culture medium to each well and culture in 37°C for 3-7 days.

STEP 4

DRUG SCREEN



Add drug and detect cell status at different time point.

METHODS

HYDROGEL PREPARATION

Depends on target stiffness of hydrogel, proper volume of colorectal cancer (CRC) culture medium was added into the vial to dissolve the powder to 10-15mg/mL. Move completely dissolved solution to a sterilized 1.5mL centrifuge tube and put in 4°C at least 4 hours (finish using within 1 week).

ORGANOID SEEDING

Single cells from CRC organoids were collected, and add hydrogel to 1*10⁶ cells/mL. After thoroughly mixing, the mixture was seeded to 96 well plate at 1uL/well and move to incubator for solidification at 37°C for 10mins immediately.

ORGANOID CULTURE

Add 100uL/well CRC organoid culture medium and culture in incubator at 37°C 5%CO₂, observe the organoid structure every day.

DRUG SCREEN

Dilute the drug to target concentration by culture medium and add 100uL/well after discard old culture medium. Use CellTiter-Glo® 3D cell viability assay and/or live/dead staining assay to detect the drug efficiency at proper timepoints.

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SYNMETA BIO

OUR BRANDING FOR SYNMETA BIO REFLECTS THEIR INNOVATIVE APPROACH TO BIO-MATERIALS. INSPIRED BY BIOTECHNOLOGY, WE CRAFTED A PRECISE LOGO IN BLUE AND GREEN HUES, REFLECTING HARMONY WITH NATURE. USING SERIF SANS TYPOGRAPHY, WE ENSURED CLARITY AND PROFESSIONALISM. OUR WORK EXTENDED TO COMPREHENSIVE BRAND GUIDELINES AND COLLATERAL, ALIGNING EVERY ASPECT WITH THEIR FUTURE-FOCUSED VISION.

01



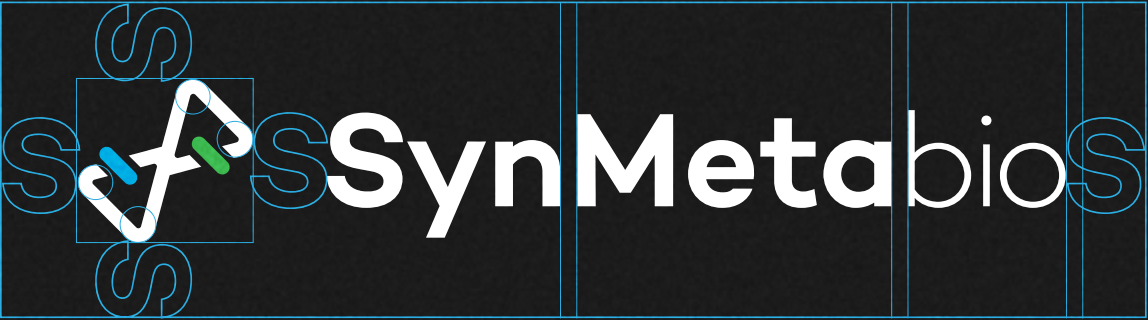
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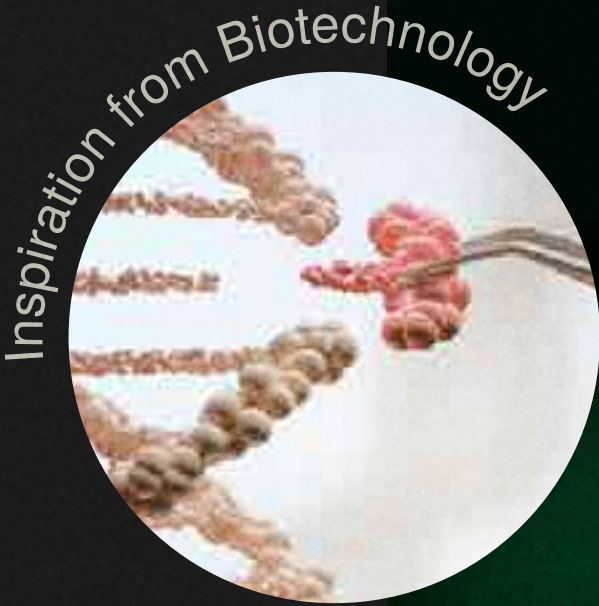
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01 SHOT #1



02 SHOT #2

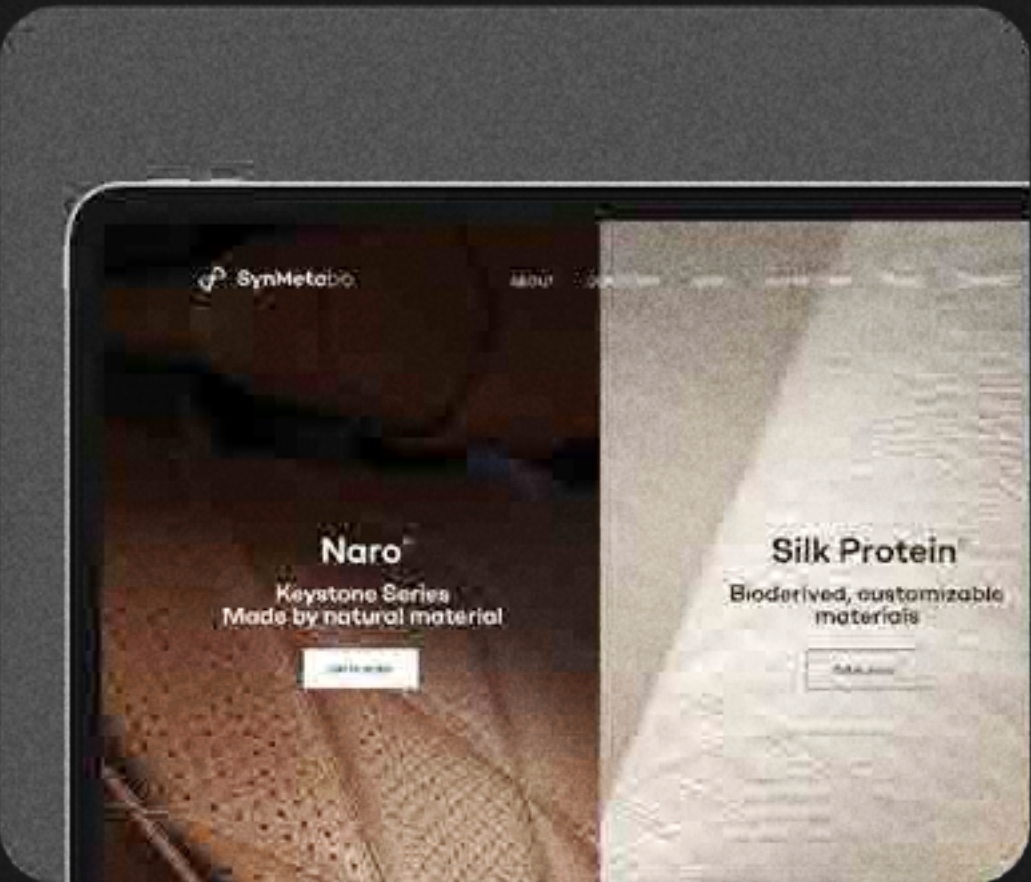


03 SHOT #3

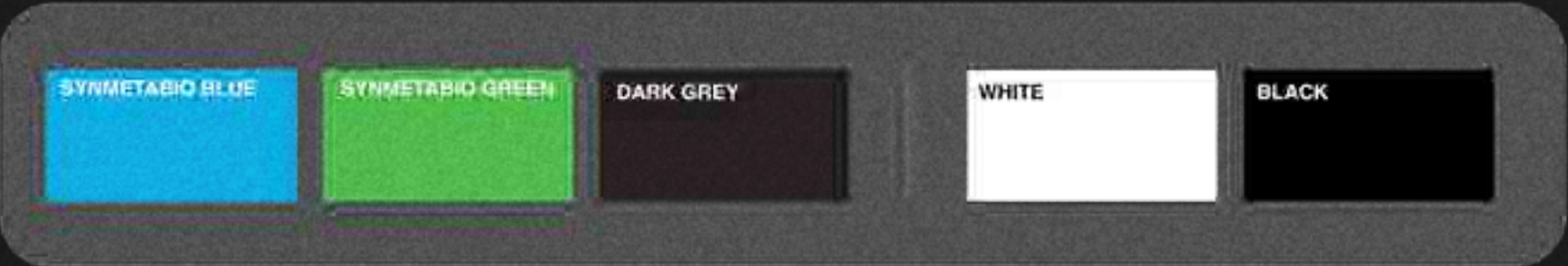


SYNMETA BIO

02



- RB Campton Neue Thin
- RB Campton Neue ExtraLight
- RB Campton Neue Light
- RB Campton Neue Regular
- RB Campton Neue Medium
- RB Campton Neue SemiBold
- RB Campton Neue Bold
- RB Campton Neue ExtraBold
- RB Campton Neue Black



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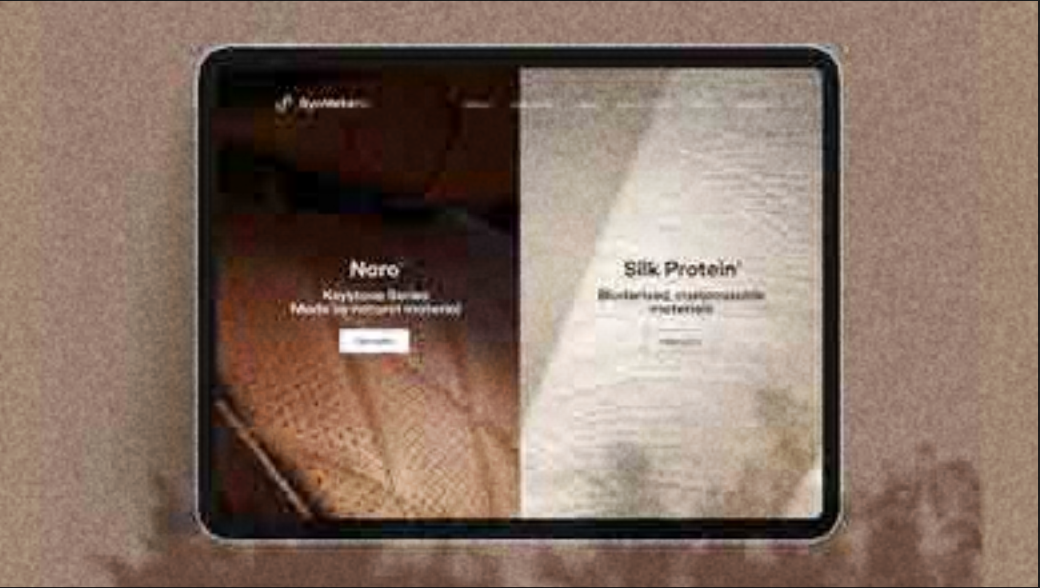
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THANKS

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