

BRAND

WORK

MORE

Design Portfolio

视觉

湖北工业大学

周陆航

2026

作品集

视觉设计
专业

字体、LOGO设计

VI设计

海报设计

品牌全案

IP BRAND

插画设计

包装设计

BRAND

品牌IP设计

ILLUSTRATION

PACKAGE

About Me

周陆航
ZHOU LUHANG

SCHOOL

湖北工业大学

PHONE

156 2367 5977

EMAIL

2601654678@qq.com

WEBSITE

yuzikong.love

DESIGN

品牌视觉
视觉系统

视觉传达设计本科在读，专注品牌视觉、
数字体验与AI产品设计。

AI

AI产品
Agent开发

持续探索 Design × AI × Code 的融合方式，
致力于创造兼具审美价值与真实用户价值的数字产品体验，
具备从视觉表达、产品思维到原型落地的完整实践能力。

CODE

交互体验
前端实现

DESIGN × AI × CODE

Catalog Of Works

作品目录

品牌全案、VI设计

BRAND SOLUTION

BRAND SOLUTION

字体、LOGO设计

ILLUSTRATION
DESIGN

插画设计

包装设计

PACKAGING
DESIGN

海报设计

BRAND
DESIGN

品牌IP设计

BRAND
IP DESIGN

BRAND SOLUTION

场景化应用适配
CONTEXTUALIZED

字体、LOGO设计

01

ประเทศไทย

泰兰德

THAILAND

曼谷

BANGKOK

大城

AYUTTHAYA

芭提雅

PATTAYA

普吉

PHUKET

甲米

KRABI

丽贝岛

KOH LIPE

华欣

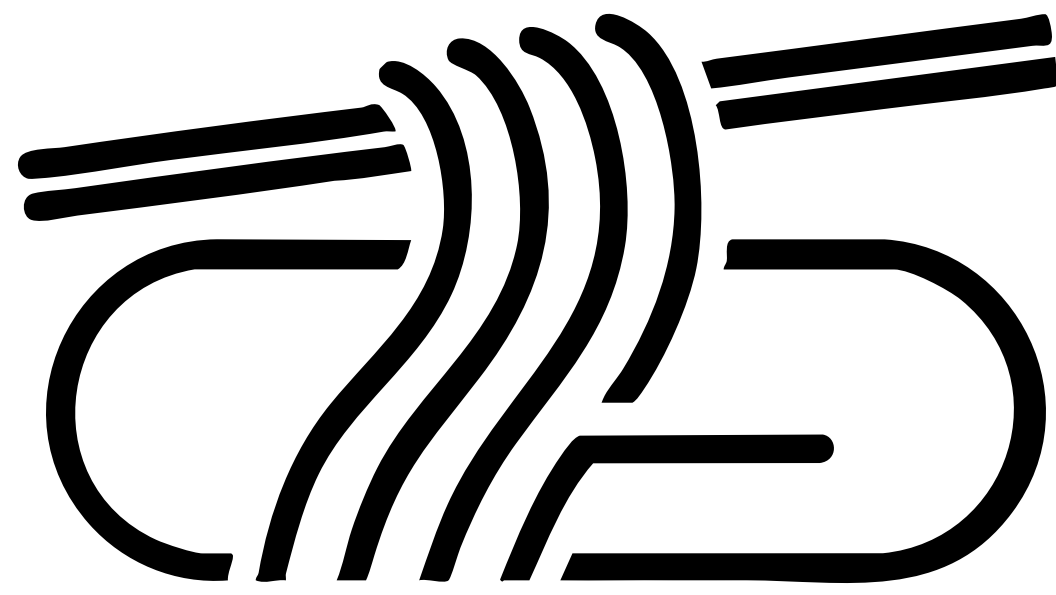
HUA HIN

清迈

CHIANG MAI

苏梅岛

KOH SAMUI


面面具到
MIAN MIAN JU DAO


小 | 弄 | 堂
XAIONONTANG

喵食光
MEOWGO

乐宠派
LE CHONG PAI

云妈妈
Yunmom

莱卡沙拉
LAKA SOLA

ZHIZO
质松

走風

川些
CHUAN
YU

小森甜
Omori


面面具到
MIAN MIAN JU DAO


小|弄|堂
XAIONONTANG

喵食光
MEOWGO

乐宠派
LE CHONG PAI

云妈妈
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莱卡沙拉
LAKA SOLA

ZHIZO
质松

走風

川些
CHUAN
YU

小森甜
Omori

BRAND SOLUTION

视觉调性塑造
VISUAL TONE SHAPING

实用功能适配
FUNCTION ADAPTATION

品牌理念传递
BRAND CONCEPT

品牌全案

02



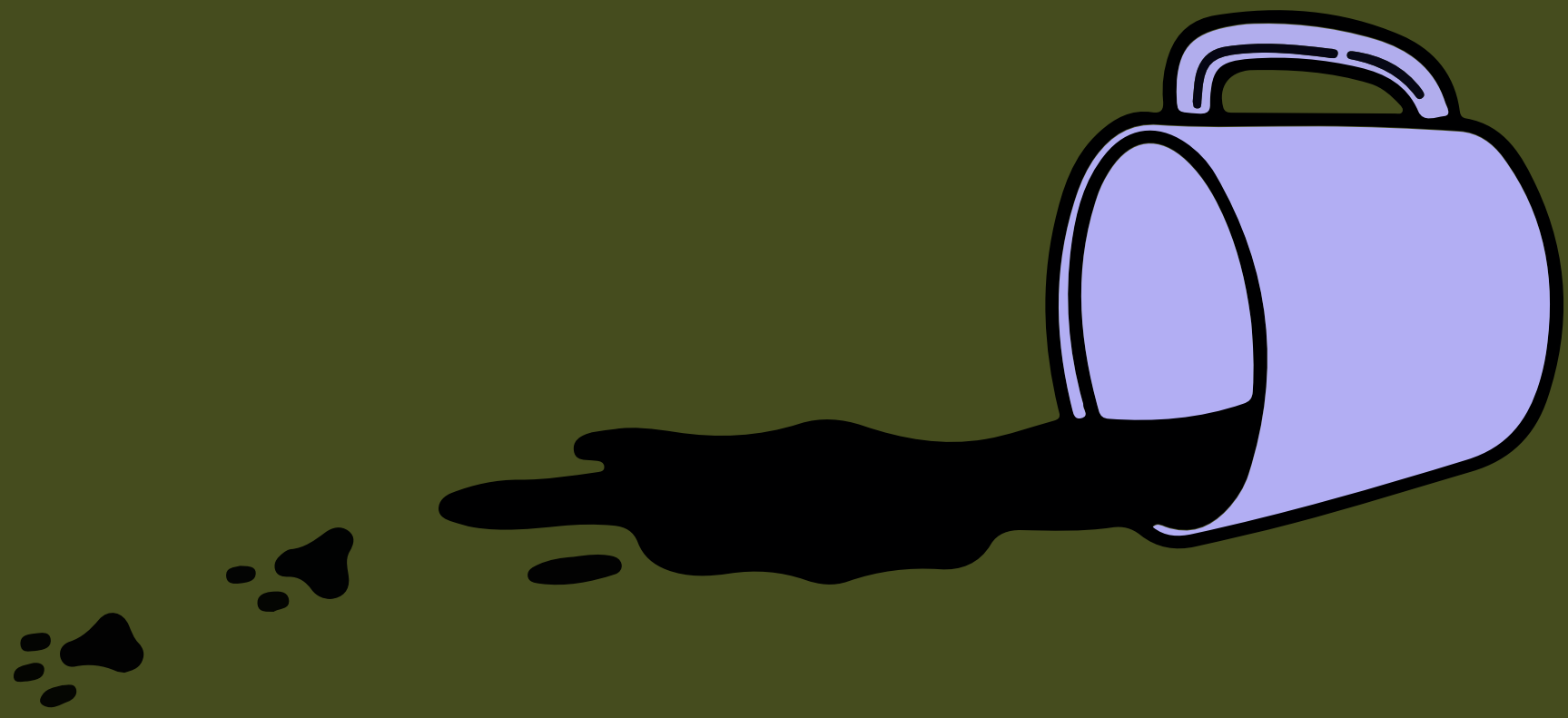
Catpuccino

Paws, Beans & Buns

中高端精品 猫系生活方式咖啡

品牌背景

在快节奏的都市里，猫咪是治愈孤独的陪伴，咖啡是唤醒日常的仪式。创始人希望打破咖啡的“快消感”，用深绿（自然）、卡其（温暖）、黑色（沉稳）、紫色（神秘）的专属色系，打造一个“猫与咖啡共生”的松弛空间 **—— 在这里，每一杯咖啡都承载陪伴，每一次停留都能卸下紧绷。



HOMELY

温 馨



#01

VITALITY

活 力

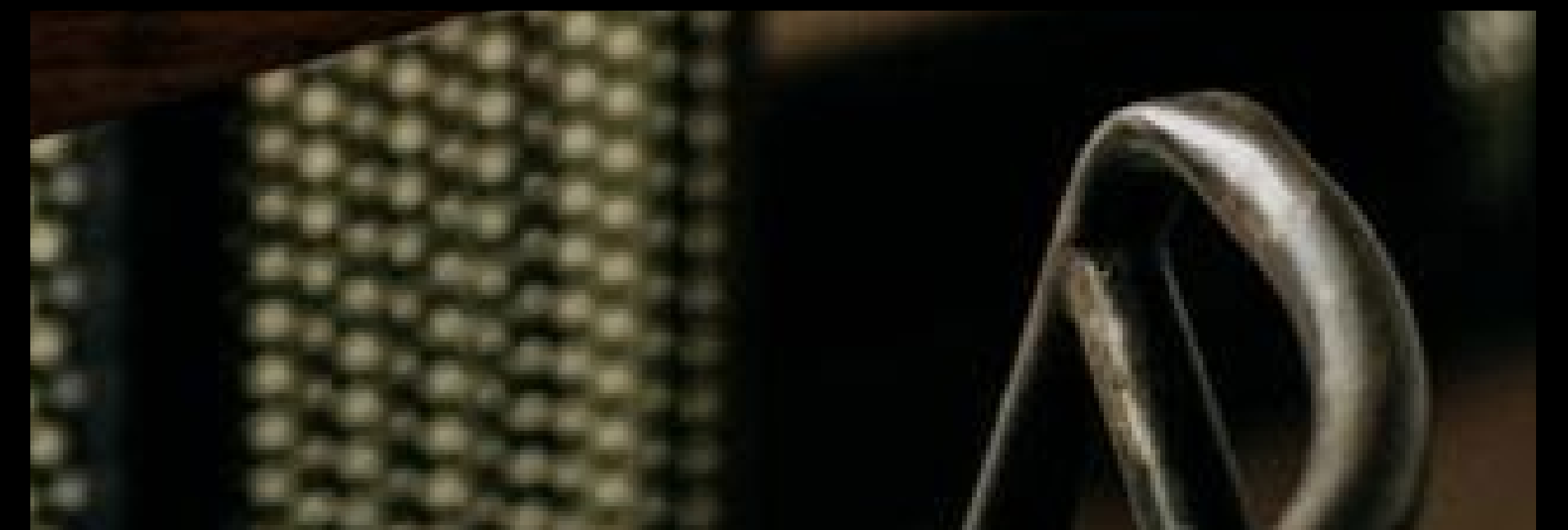


#02

#03

IDENTITY

个 性



- LOGO
标准制图

catpuccino

- BRAND STANDARD COLOR
品牌标准色

#B9D43B
R185 G212 B59
C34 M1 Y87 K0

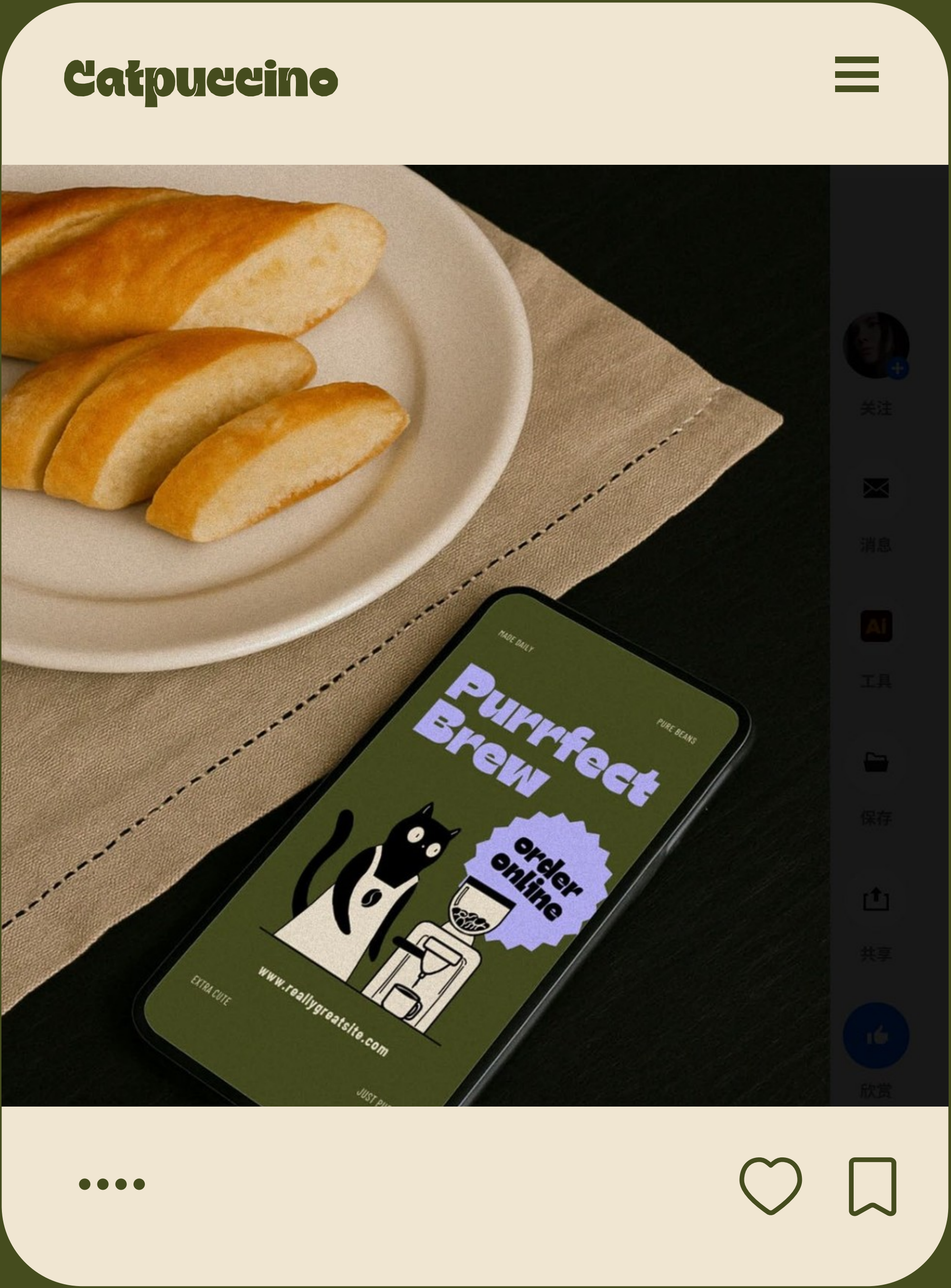
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R185 G212 B59
C34 M1 Y87 K0

#B9D43B
R185 G212 B59
C34 M1 Y87 K0

#B9D43B
R185 G212 B59
C34 M1 Y87 K0



- BRAND MATERIAL EXTENSION
品牌物料延展





Life
Begins

After
Coffee



BRAND SOLUTION

视觉调性塑造
VISUAL TONE SHAPING

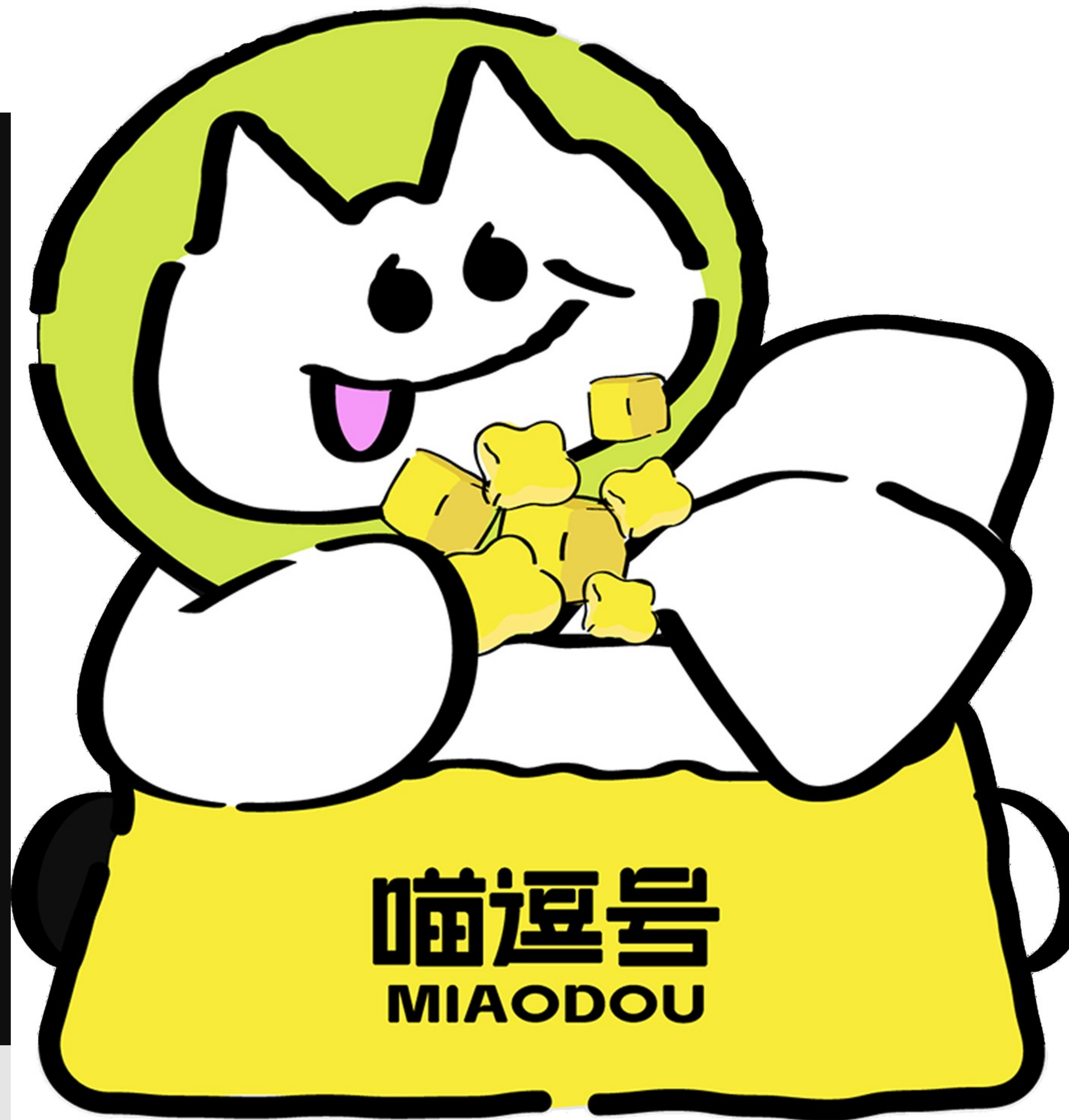
实用功能适配
FUNCTION ADAPTATION

品牌理念传递
BRAND CONCEPT

VI设计

03

MIAODOU



COMMITTED TO BUILDING A BRAND IMAGE THAT CARES FOR PETS, VALUES QUALITY, AND INNOVATION. BY PROVIDING HIGH-QUALITY, HEALTHY, AND NUTRITIONALLY BALANCED CAT FOODS, CATS CAN HAVE A HEALTHIER AND HAPPIER LIFE. AT THE SAME TIME, THE BRAND ACTIVELY PARTICIPATES IN ANIMAL PROTECTION ACTIVITIES, CONVEYING THE BRAND VALUES OF CARE AND

全价！！
(无谷猫粮)

FULL PRICE
GRAINFREE CAT FOOD



每一口
·都是对
健康的承诺 ✨

喵逗号
MIAODOU



FULL PRICE
GRAINFREE CAT FOOD

喵逗号品牌全案设计

FULL PRICE
GRAINFREE CAT FOOD

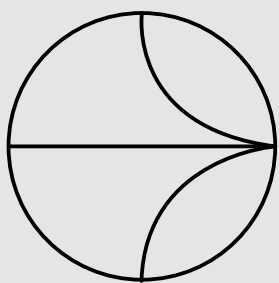


(呵护)&肠道

(减少)&掉毛

(保护)&牙齿

BRAND BACKGROUND



每一口
·都是对
健康的承诺



我们致力于树立关爱宠物、重视质量、追求创新的品牌形象。通过提供高质量、健康、营养均衡的猫粮，让您的爱宠可以过上更健康、更幸福的生活。同时，品牌积极参与动物保护活动，传达关爱和责任的品牌价值观。

We are committed to building a brand image that cares for pets, values quality, and pursues innovation. By providing high-quality, healthy, and nutritionally balanced cat food, cats can have a healthier and happier life. At the same time, the brand actively participates in animal protection activities, conveying the brand values of care and responsibility.



·果青

CFE54B

R:207 G:227 B:95
C:28 M:0 Y:79 K:0

·柠黄

CFE54B

R:207 G:227 B:95
C:28 M:0 Y:79 K:0

BRAND COLOR



·柠黄

#CFE54B

R:207 G:227 B:95
C:28 M:0 Y:79 K:0

·米白

CFE54B

R:207 G:227 B:95
C:28 M:0 Y:79 K:0

BRAND LOGO

Aa

● 阿里妈妈数黑体 Bold

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Aa

● 阿里妈妈数黑体 Bold

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Aa

● Power Grotesk

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

全价无谷猫粮露

每一口都是对健康的承诺

全价无谷猫粮露

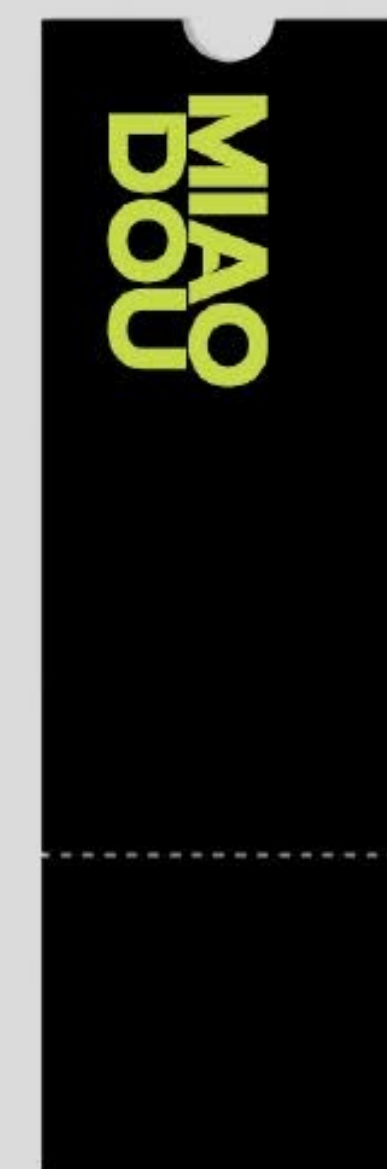
每一口都是对健康的承诺

FULL PRICE CATFOOD

EVERY BITE IS A COMMITMENT TO HEALTH

Every bite is
a commitment
to health







(全价) (FULL PRICE GRAIN FREE CAT FOOD)
无谷猫粮

MIAODOU

MIAO
DOU

FULL PRICE
GRAIN FREE CAT FOOD

BRAND IP DESIGN

IP形象塑造
IP CHARACTER BUILDING

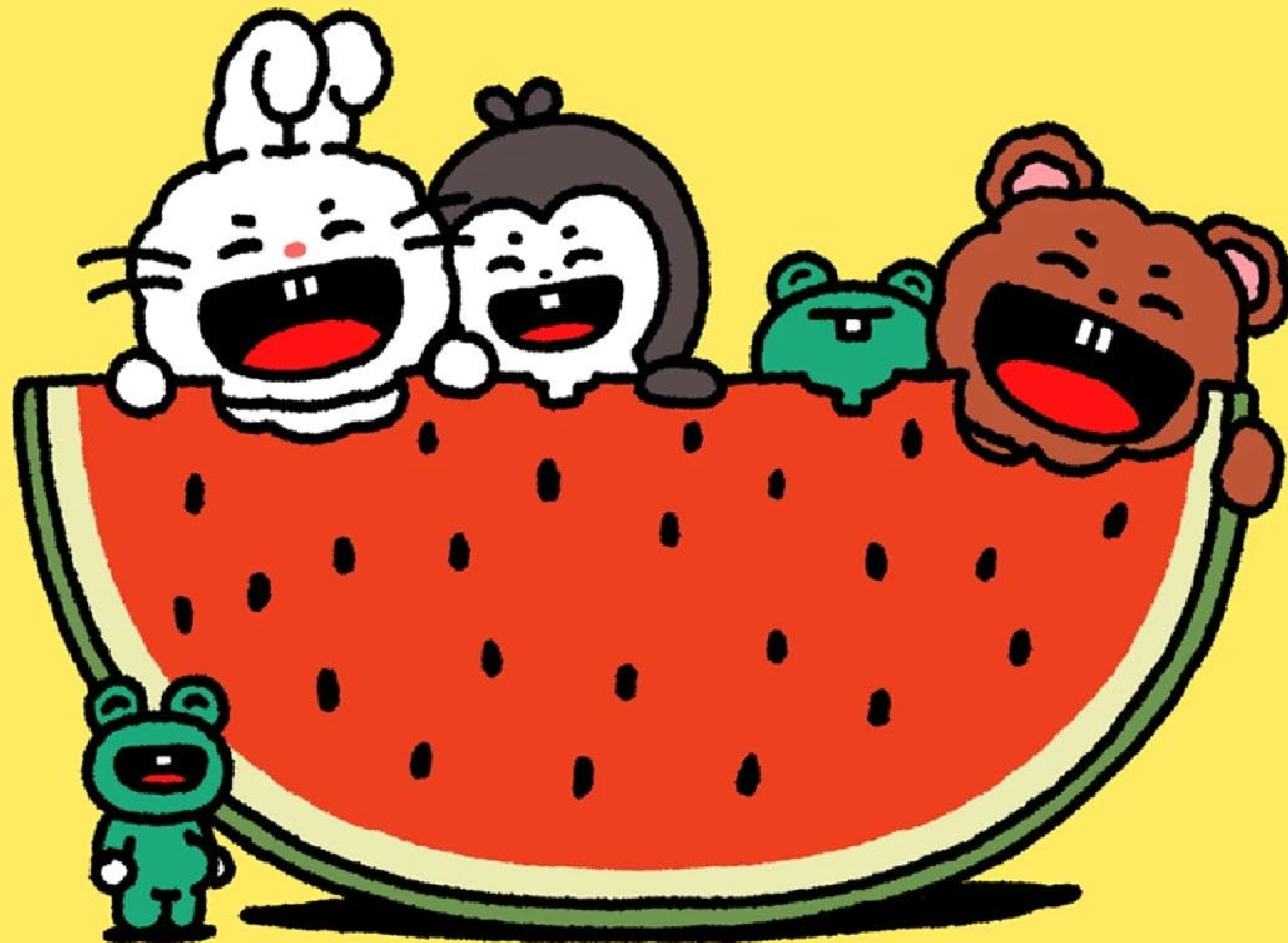
IP视觉延展
IP VISUAL EXTENSION

IP价值赋能
VALUE EMPOWERMENT

IP设计

HAHA CLUB

在你的微笑中
快乐一起分享积极的能量



笑伴朝夕
能量不息

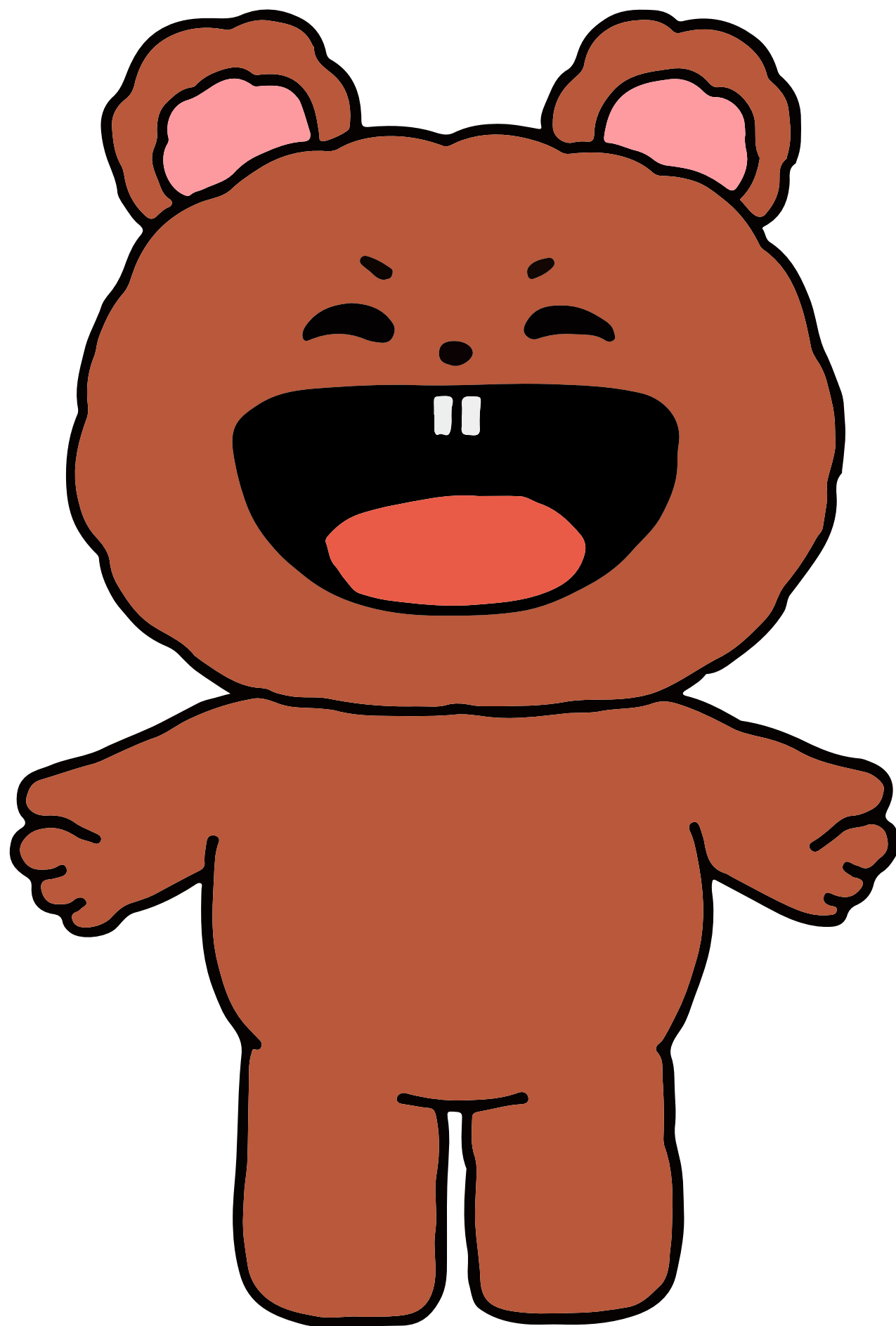
SMILE ENERGY

微笑为契
快乐之约



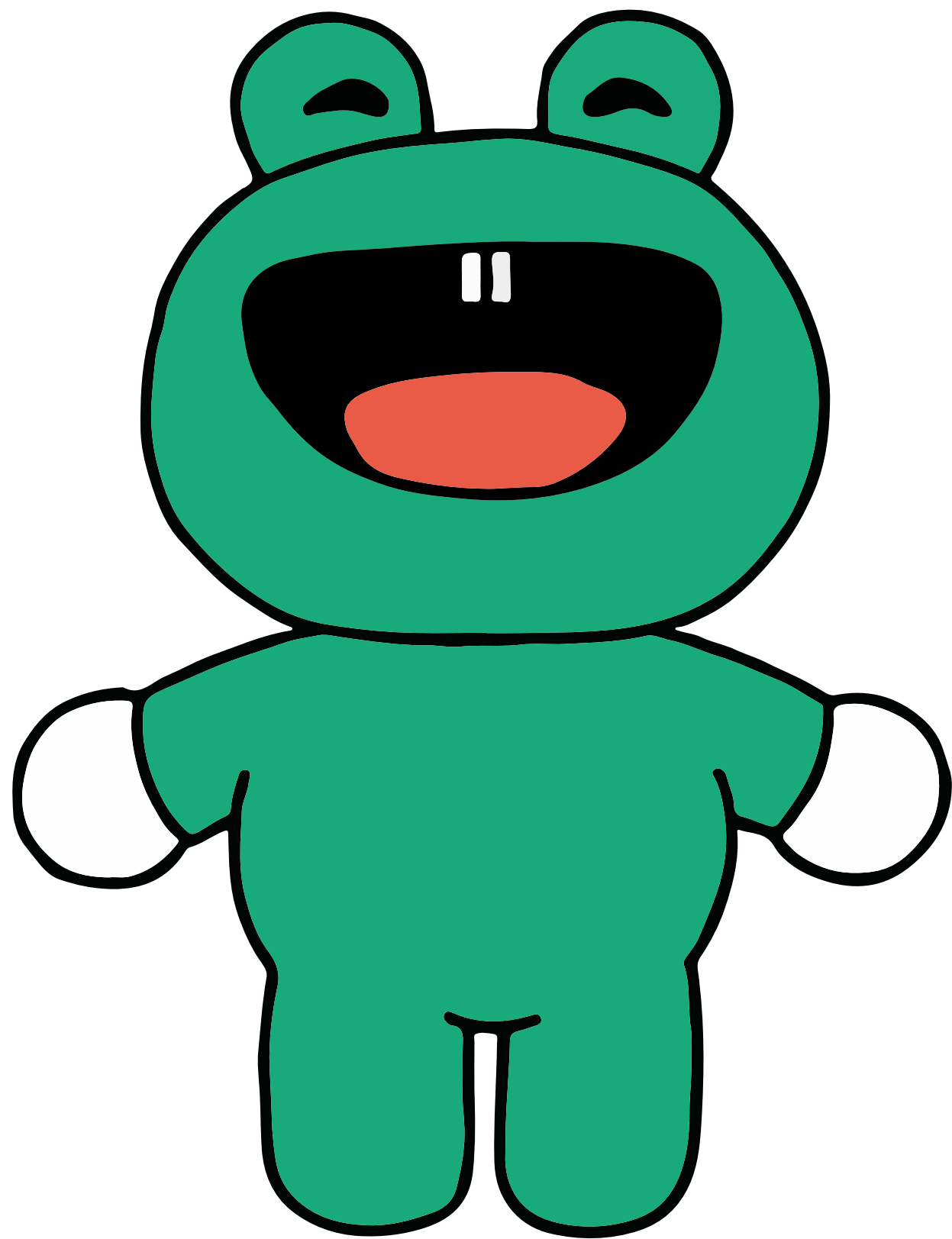
HAROTI

喜欢刷牙
心情总是很好



HAGOMI

喜欢吃东西
胃口很好



HAGOORI

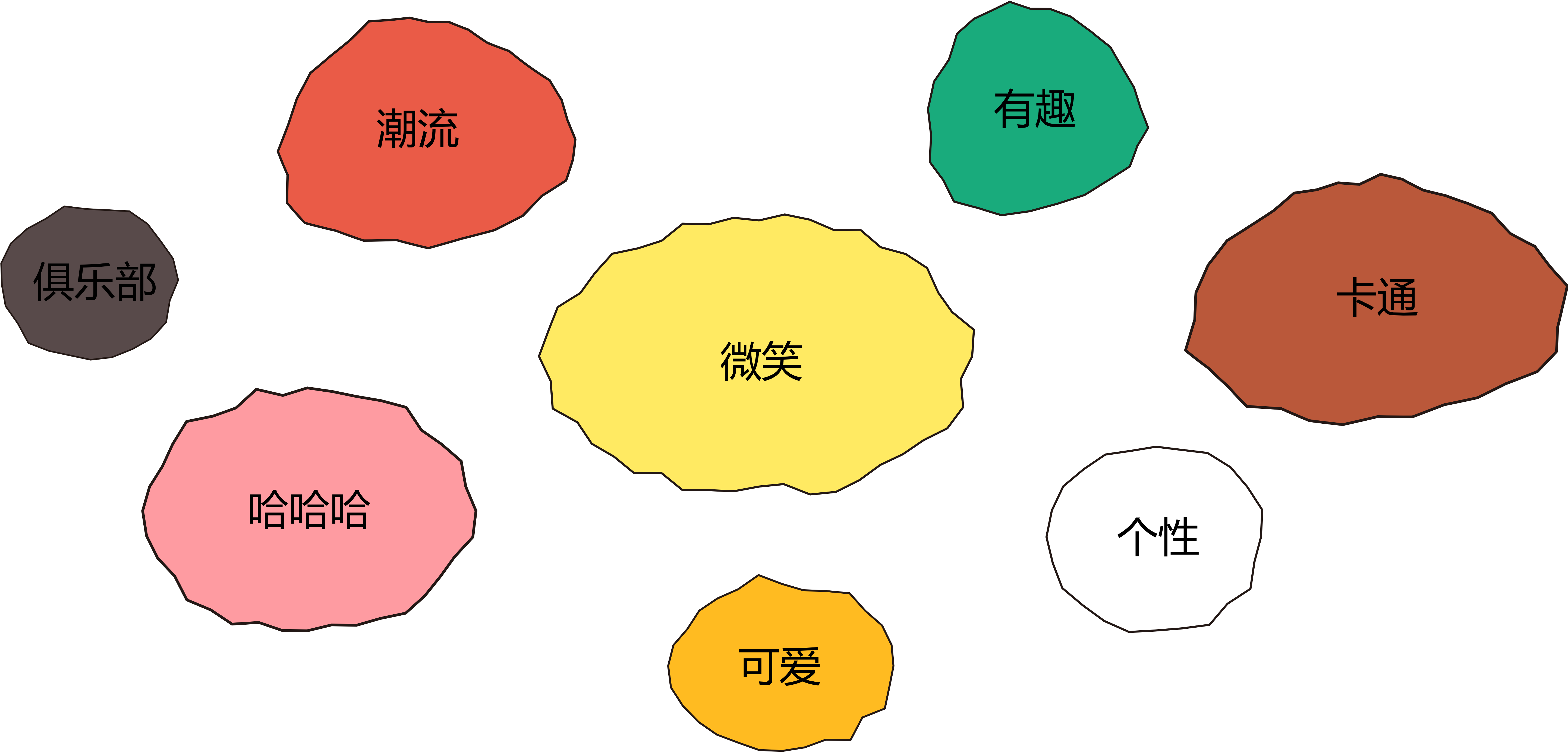
喜欢和朋友们相处
性格有点尖锐



HAPENGUIN

喜欢午睡
身体圆润

哈哈俱乐部



HAHA CLUB

IP关键词提取

头部5.5A

躯体4A

腿部2A

A

正视图

侧视图

后视图

COLORT
● SPECIFICATIONS

颜色规范

#B9D43B
R185 G212 B59
C34 M1 Y87 K0

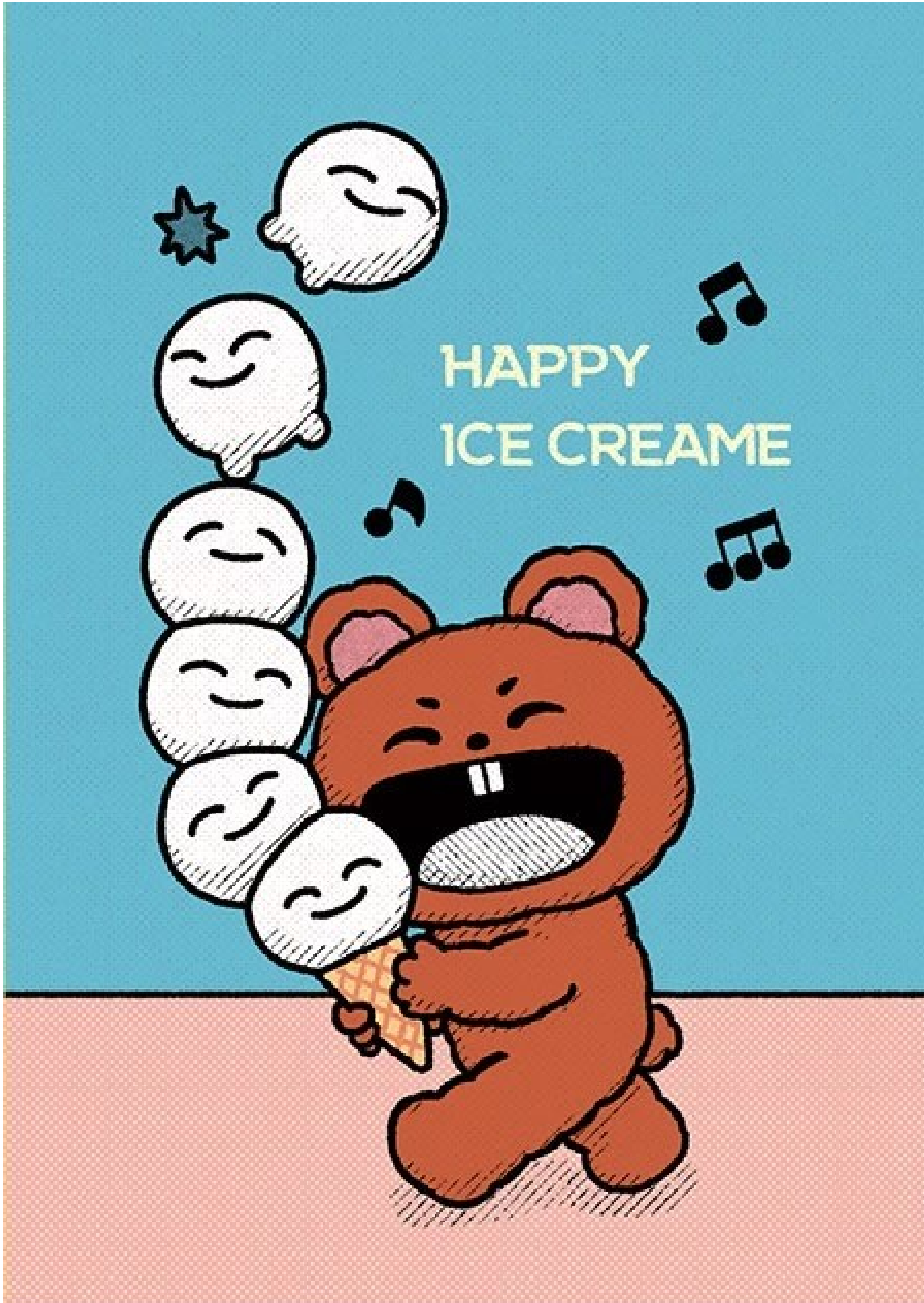
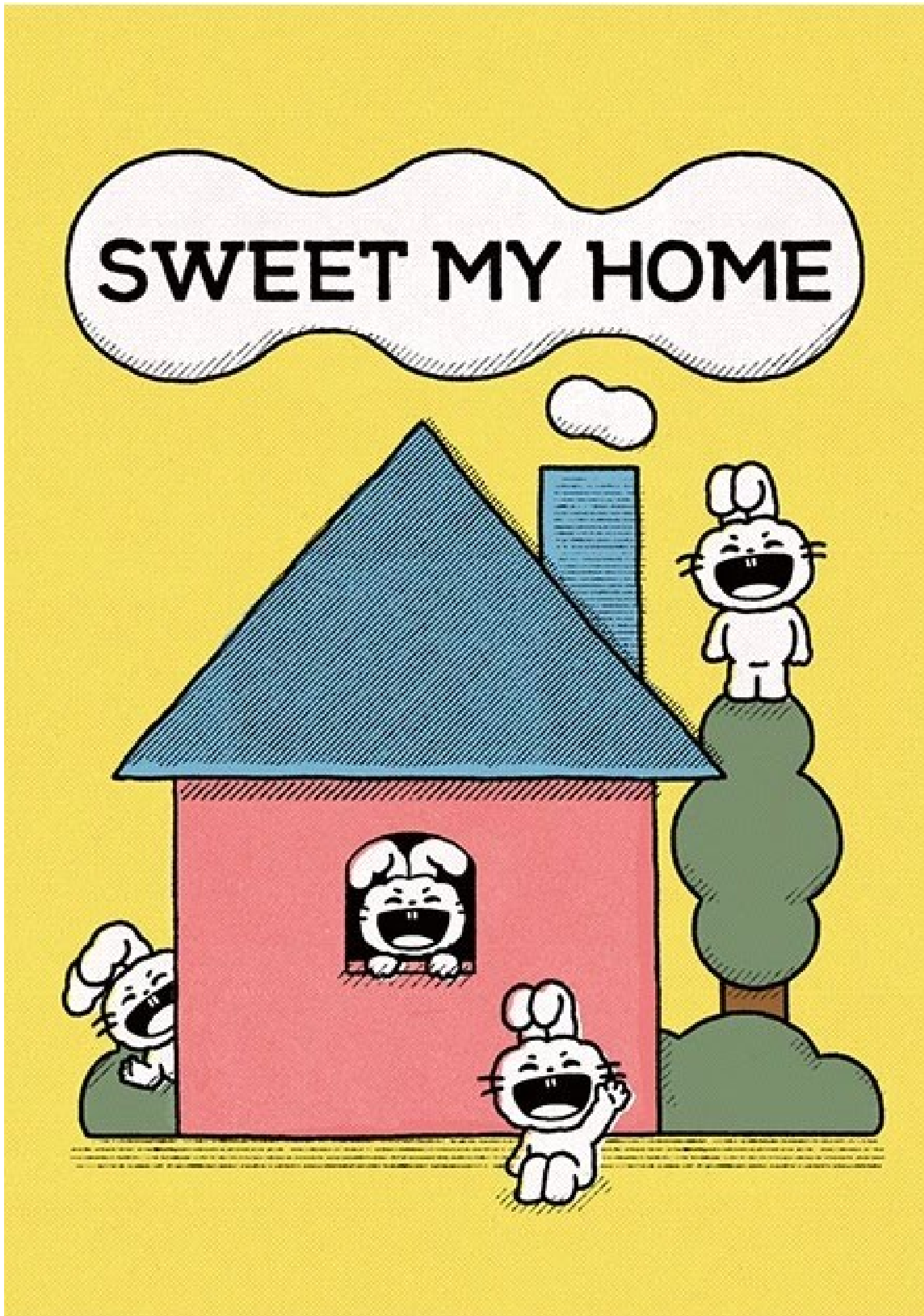
#D6E286
R214 G226 B134
C21 M2 Y58 K0

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

#2B3317
R43 G51 B23
C79 M67 Y100 K52

#F4E131
R244 G225 B49
C7 M8 Y84 K0

#84992B
R132 G153 B43
C55 M29 Y100 K0



HAPPY ICE CREAM

SMILE ENERGY



POSITIVE ENERGY

哈哈俱乐部 我们一起笑一笑吧!

HAPPY GROWTH



ILLUSTRATION DESIGN

视觉符号塑造

VISUAL SYMBOL SHAPING

场景适配设计

SCENE ADAPTATION DESIGN

品牌价值传递

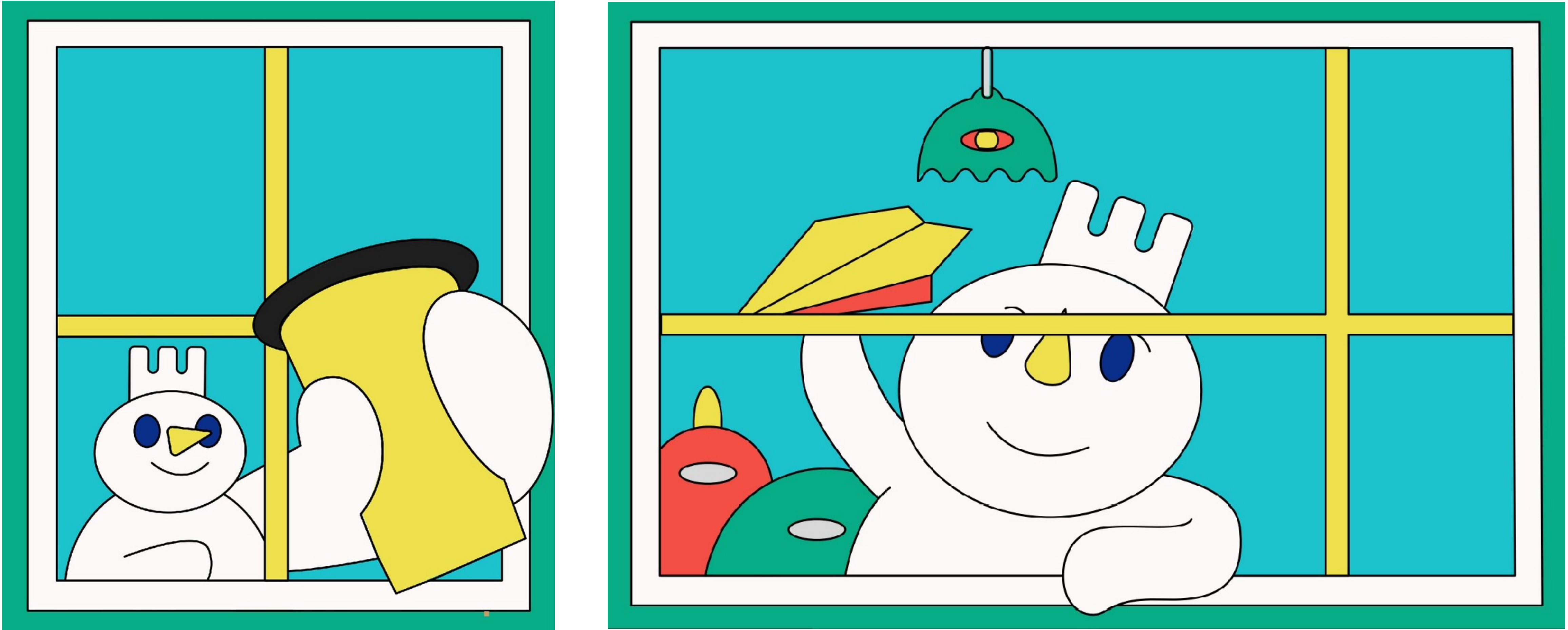
BRAND VALUE DELIVERY

插画设计

05

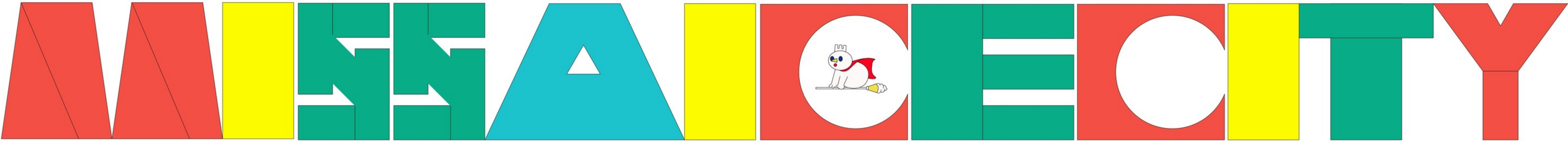


儿童雪王品牌插画设计项目

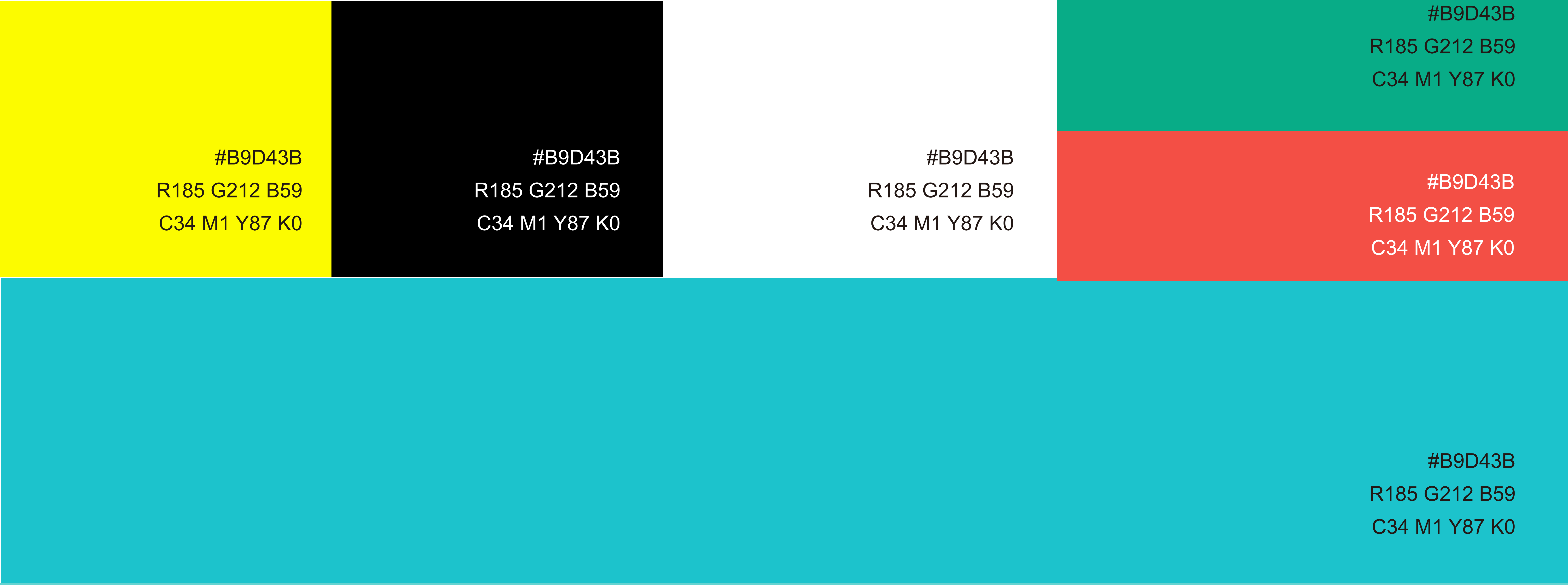


品牌背景

本项目的品牌概念建立在组合理念之上一-类似于一个基于广为人知的童话故事、可被无限变体重述的叙事。与该项目相关的每一种媒介都体现了模块化的理念。开发的商品是海报上所描绘故事的延续,而玩具套装的设计旨在补充或重新诠释这一叙事内容。



COLORT
色彩规范

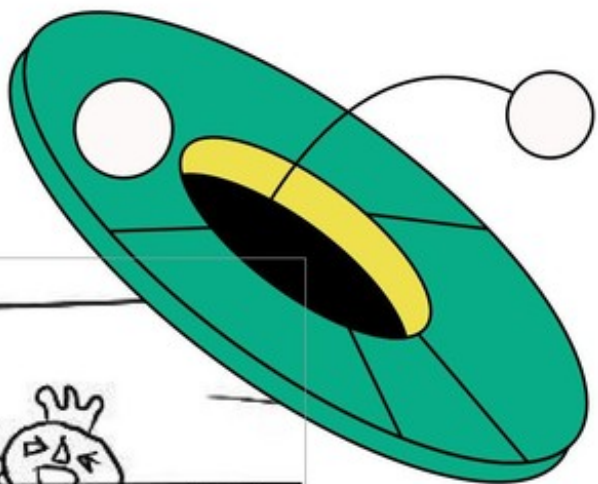
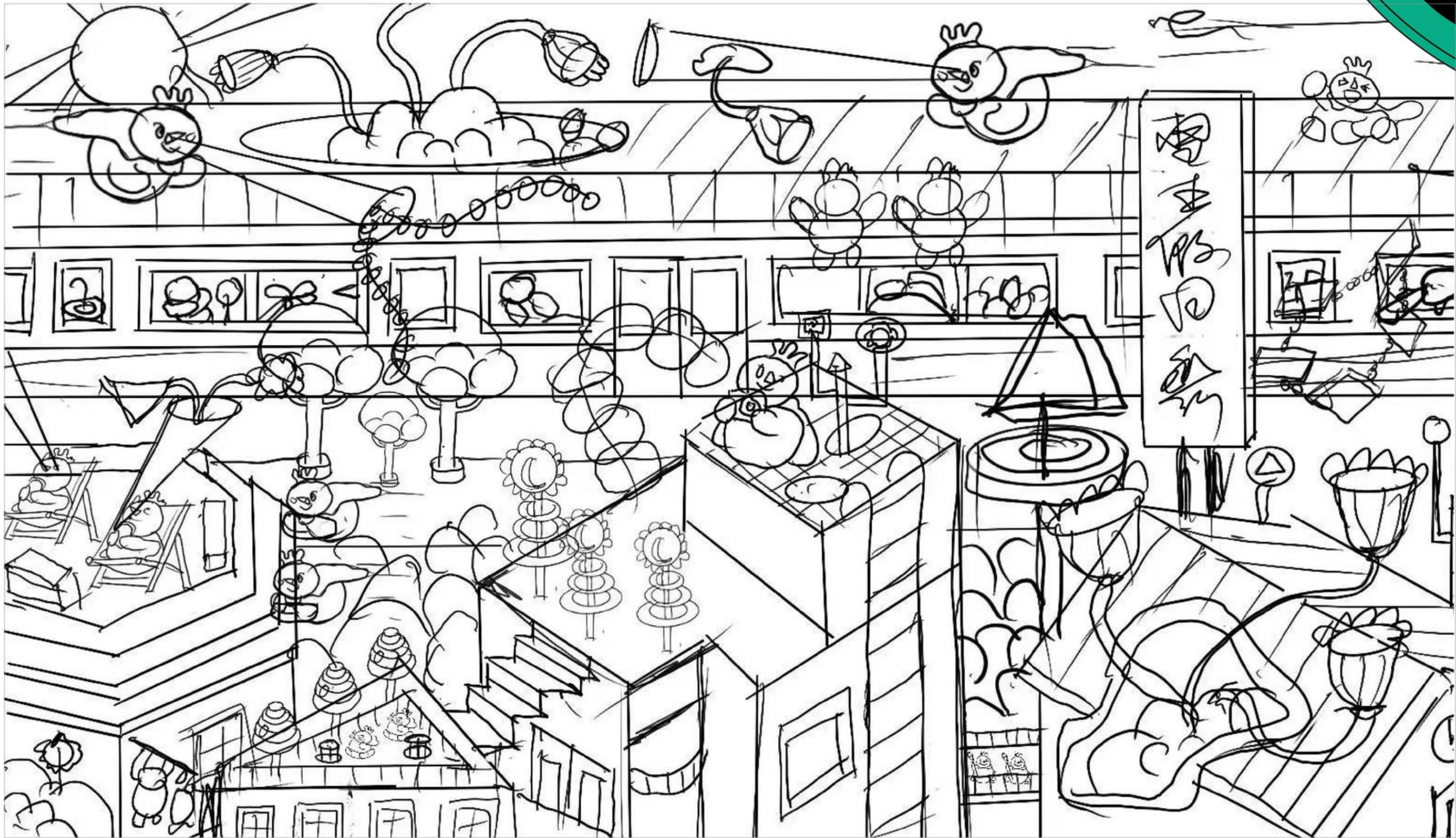


BLACK AND WHITE LINE ART
黑白线稿

ILLUSTRATION

VERSION

@
蔬爱菜了喂



@
罐头



@
猫九



@
昨四非



@
好运莲莲

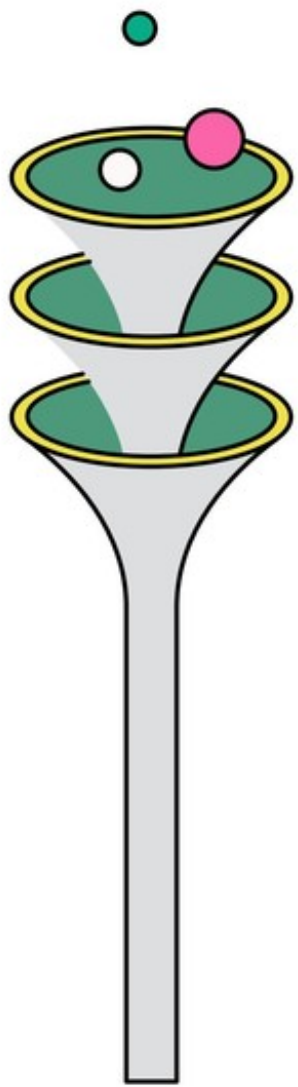


COLOR SCHEME

配色稿件

ILLUSTRATION

COLORT



配色初衷

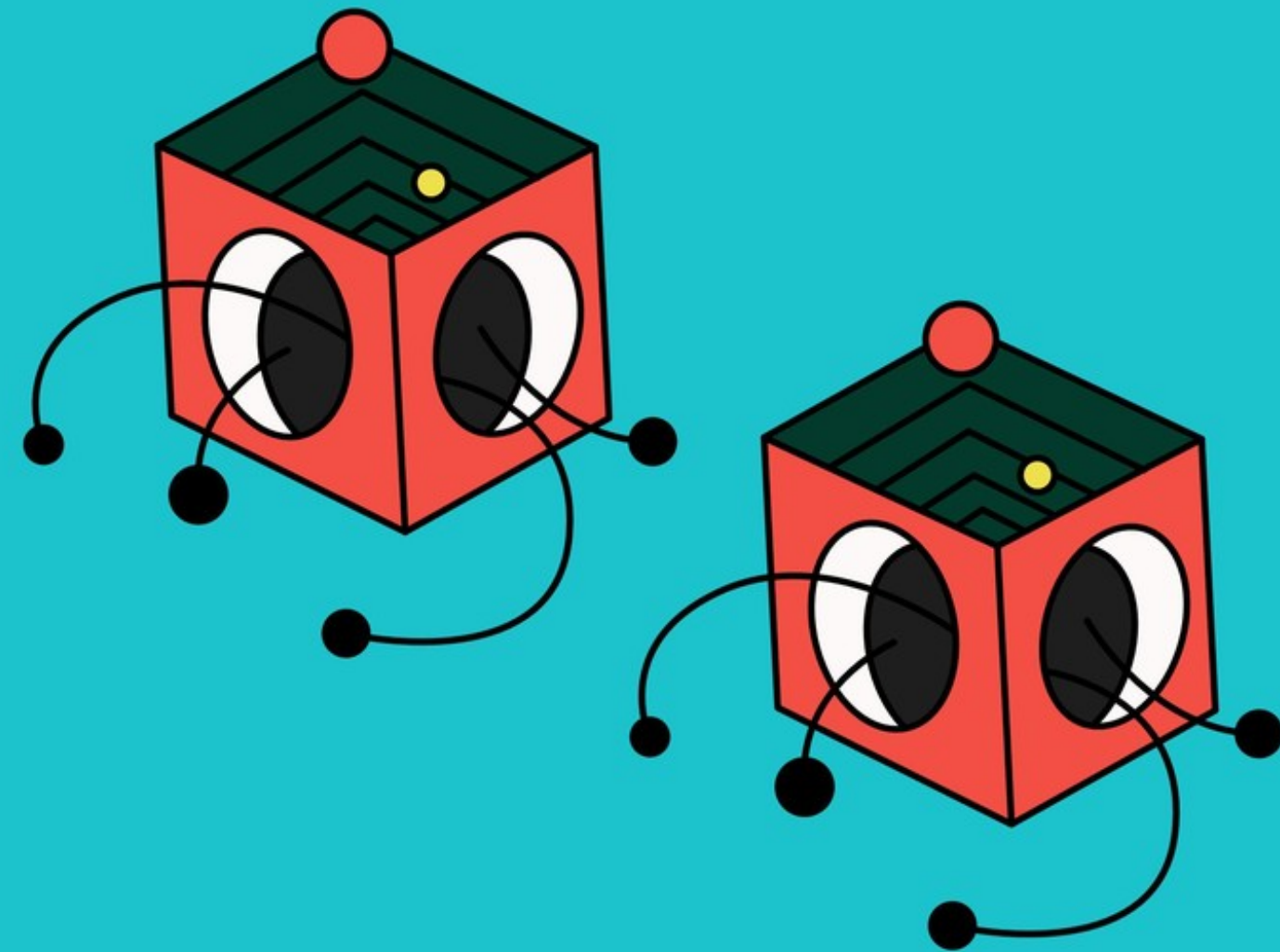
针对雪王狂欢节画面来说，直入第一眼画面元素丰富、内容饱满、可重复性。秉持着元素丰富颜色少的核心理念，保持画面的简洁和谐稳定。最中定下来了以绿橙色、灰绿色为主来呈现画面。

The Snow King Carnival is characterized by numerous, complex, and highly repetitive visual elements at first glance. Adhering to the core concept of having more elements and fewer colors, Zhongzhong has decided to present the image mainly in green, orange, and gray green.



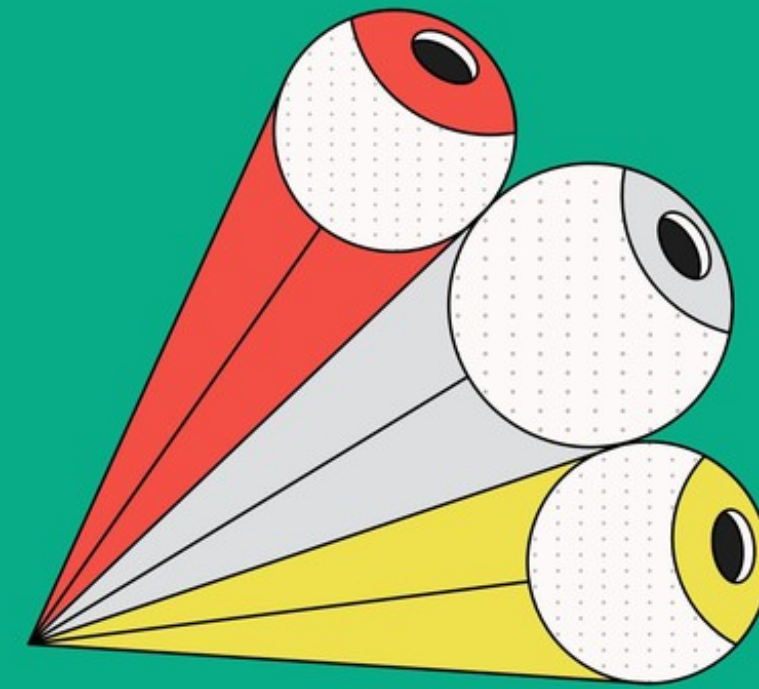


MISSA ICE CITY.®



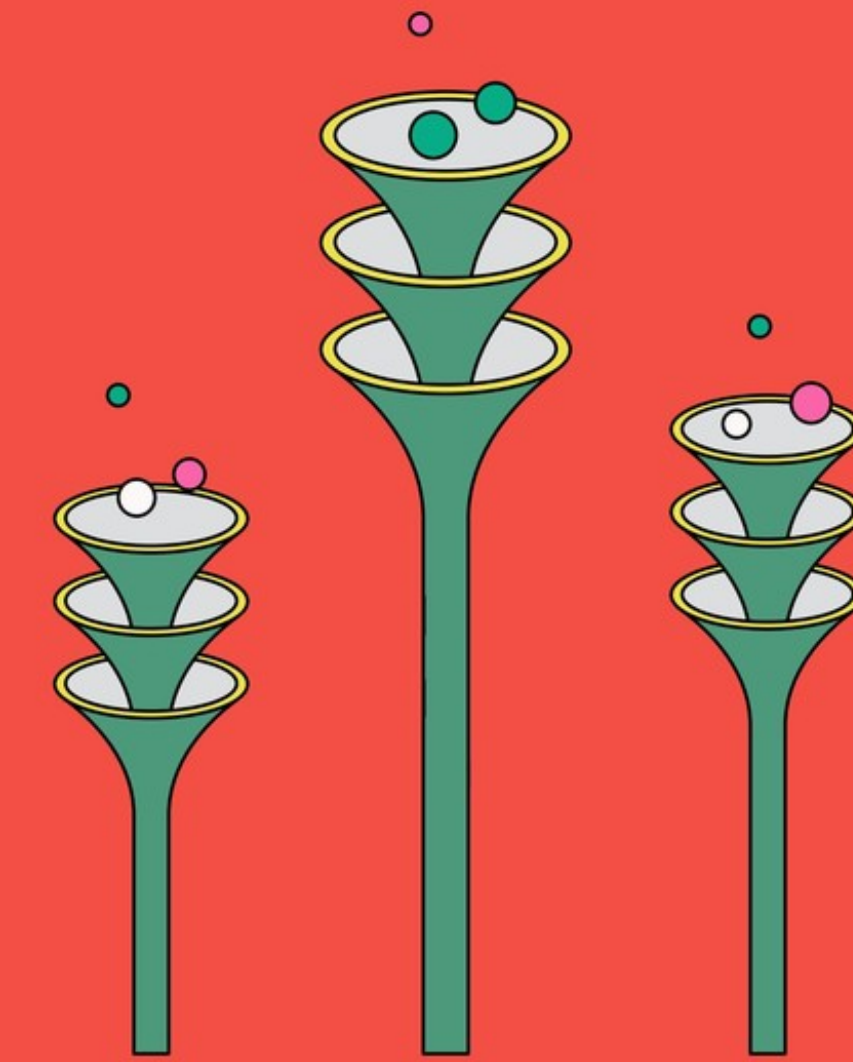
蜜雪冰城
Sac!w Group ©

MISSA ICE CITY.®



蜜雪冰城
Sac!w Group ©

MISSA ICE CITY.®



蜜雪冰城
Sac!w Group ©

MISSA ICE CITY.®



蜜雪冰城
Sac!w Group ©

MISSA ICE CITY.®



蜜雪冰城
Sac!w Group ©

MISSA ICE CITY.®



蜜雪冰城
Sac!w Group ©

PACKAGING DESIGN

视觉调性塑造
VISUAL TONE SHAPING

实用功能适配
FUNCTION ADAPTATION

品牌理念传递
BRAND CONCEPT

包装设计

06



简而精 净而雅

迪莉可
极简主义·
轻奢基础款T恤品牌

○ 品牌背景 BRAND BACKGROUND

主打无 LOGO、高质感、全场景适配的白T恤及纯色T恤，面向追求质感与简约生活方式的都市人群，区别于快时尚与街头潮牌，是小众设计师型极简生活方式品牌。



○ 市场调研 MARKET RESEARCH

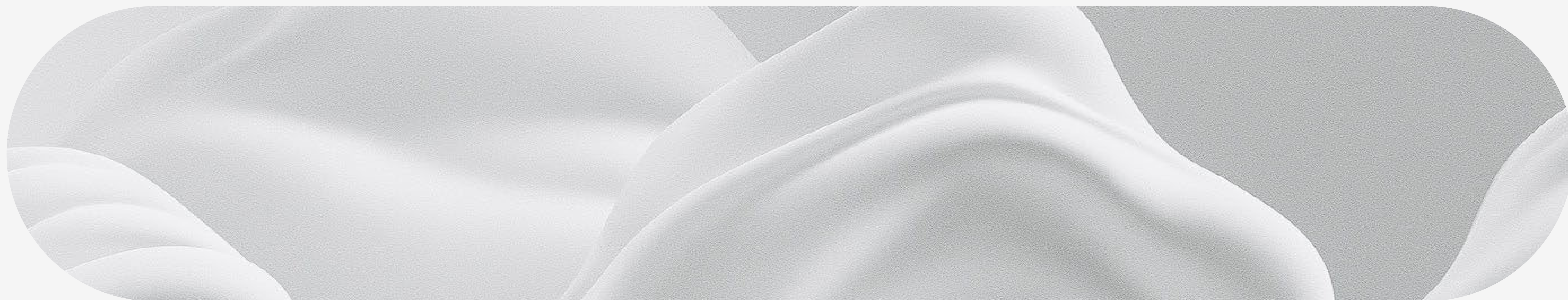
25-38 岁都市白领、创意工作者、极简主义爱好者、品质敏感型消费者;高学历、中高收入、注重生活质感、反感浮夸设计、喜欢简约高级感、愿意为面料 / 版型 / 包装溢价;

专注做的基础款T恤

品牌旨在传达一种
真正的奢侈是简约与舒适

聚焦
核心目标人群

白色主盒包装, 如白纸般纯粹
呼应品牌“干净、克制、本真”的美学主张





☐ 干净
CLEAN

☐ 克制
RESTRAIN

☐ 本真
AUTHENTICITY

BRAND
KEYWORDS

品牌关键词

GREEN

#B9D43B

R185 G212 B59

C34 M1 Y87 K0

BLUE

#B9D43B

R185 G212 B59

C34 M1 Y87 K0

ORANGE

#B9D43B

R185 G212 B59

C34 M1 Y87 K0

BLACK

#B9D43B

R185 G212 B59

C34 M1 Y87 K0

WHITE

#B9D43B

R185 G212 B59

C34 M1 Y87 K0



包 bāo
bag

精 致
特 别

EXQUISITE
MESSAGE OLI DI

#5 23





PACKAGING DESIGN

视觉调性塑造
VISUAL TONE SHAPING

实用功能适配
FUNCTION ADAPTATION

品牌理念传递
BRAND CONCEPT

海报设计

07

项目海报设计

○项目概述 Project Overview

本次设计为奇萌主奶香奶味混合猫砂电商详情长图，面向养猫铲屎官消费群体，是商品线上核心视觉宣传物料。整体视觉采用柔和奶白、暖棕大地色系营造温和治愈养宠氛围，兼顾数据可视化、场景实拍、材质特写，吸引养猫用户阅读，提升商品信任感与下单转化。

2025 | 个人独立完成

奶香四溢 奶味混合猫砂

好猫砂「混」然天成

NATURAL MIXED CAT LITTER

Milk



○设计思路

Project.
Overview

海报关键词

奶香| 混合猫砂 | 温暖氛围 |植物安全

设计思路

目标人群为年轻铲屎官，偏爱柔和治愈、干净简约的视觉风格，主色调选用奶白、浅棕、米黄暖色系，搭配牛奶流体、绿植、猫咪实拍元素，弱化工业感，营造居家温馨养猫氛围，贴合奶香味产品调性。



○长图海报

Brand identity
Label & packaging design
Editorials
Typography

Graphic
Designer

Poster
Design

12:10

奶香四溢
奶味混合猫砂

好猫砂「混」然天成

NATURAL MIXED CAT LITTER

奇萌主

混合3猫砂X

植物成分 使用安全

1.5kg

新升级
奶味猫砂

90%
植物成分

奇萌主

奶香四溢
奶味混合猫砂

好猫砂「混」然天成

NATURAL MIXED CAT LITTER

奇萌主

混合3猫砂X

植物成分 使用安全

1.5kg

新升级
奶味猫砂

90%
植物成分

奇萌主

奶香四溢 全新配方

猫科浪漫也是奶香味

混合3猫砂X

植物成分 使用安全

1.5kg

新升级
奶味猫砂

90%
植物成分

奇萌主

SAP

科技除尘 畅快呼吸

5道除尘工艺 近乎无尘

混合3猫砂X

植物成分 使用安全

1.5kg

新升级
奶味猫砂

90%
植物成分

奇萌主

遇水即溶 轻松冲桶

轻松铲屎 省心省力

TIPS

混合3猫砂X

植物成分 使用安全

1.5kg

新升级
奶味猫砂

90%
植物成分

奇萌主

产品信息

产品名称
植物混合猫砂

生产日期
见包装背面喷码

产品规格
2.4kg/包

保质期
24个月

产品原料
豌豆纤维, 玉米淀粉, 膨润土, 除臭因子

使用方法

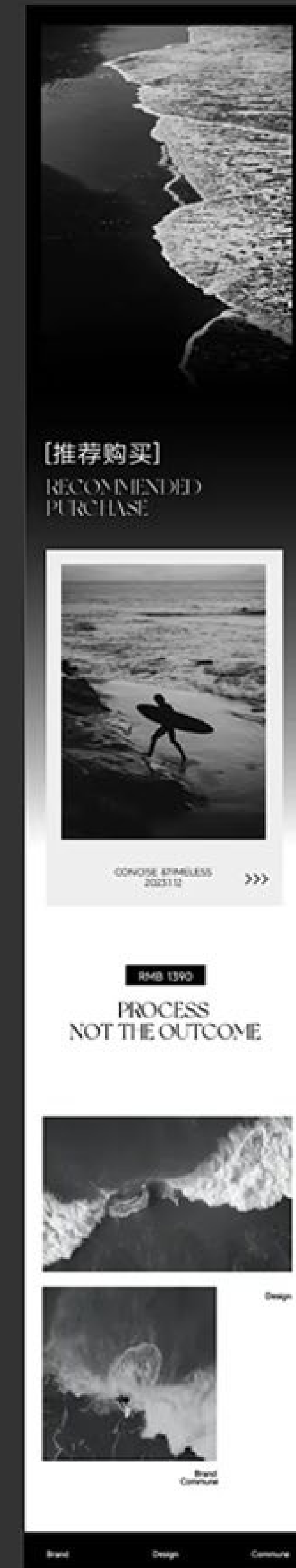
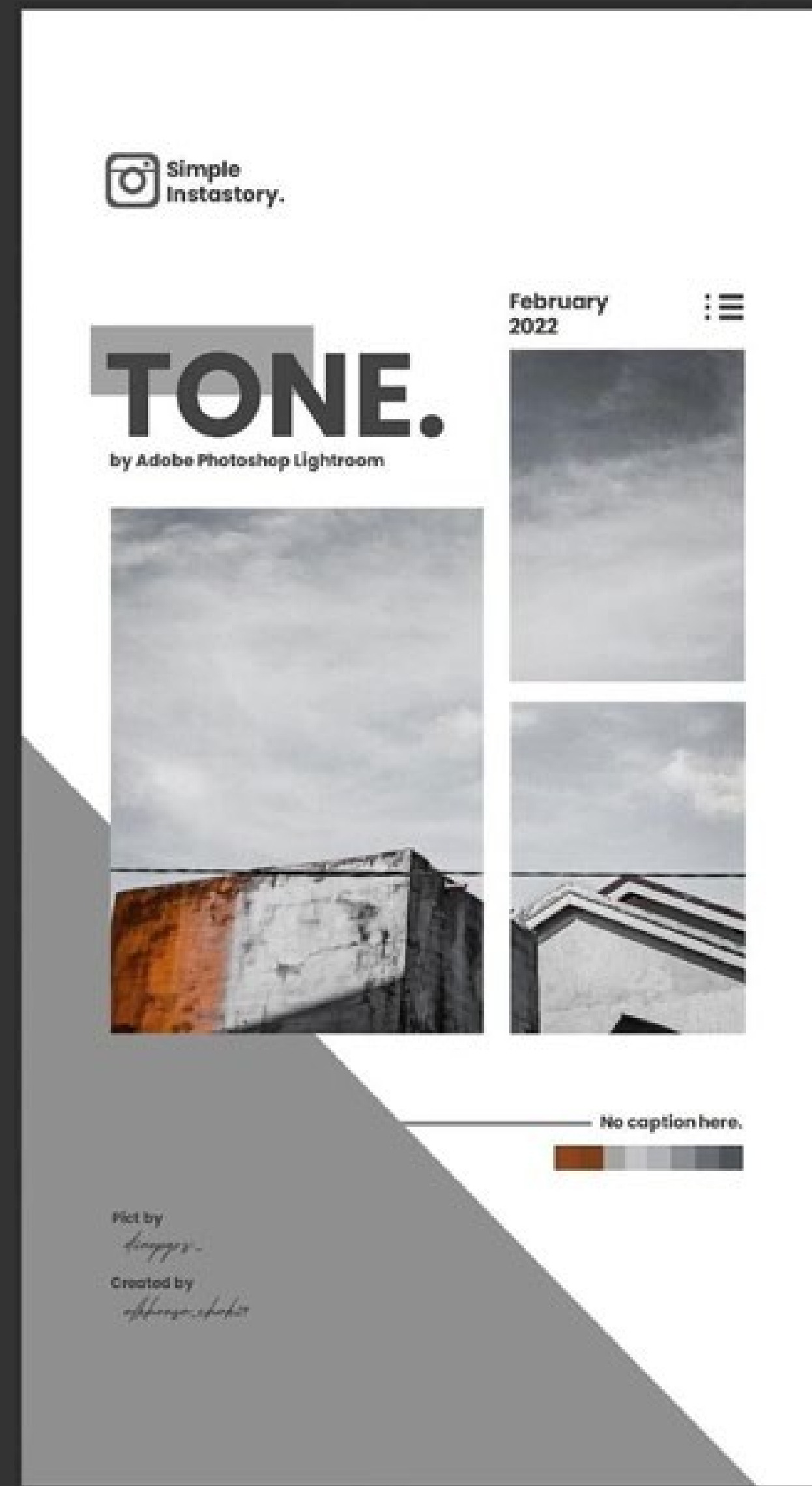
1. 将猫砂倒入猫砂盆中

2. 猫咪使用后, 及时清理猫砂

3. 将结团猫砂倒入马桶冲走

4. 将未结团猫砂倒入垃圾桶

○海报设计 Poster Design



○其他海报设计

Other Poster Design



○其他海报设计

Other Poster Design



○其他海报设计

Other Poster Design

SECRETS of SAKE:
MEETING
of TASTES

WE INVITE YOU TO A TASTING
EVENT FULL OF THE SAKE
RESTAURANT, DISCOVER THE
UNIQUE FLAVORS, AND
EXPERIENCE THE EXTRAORDINARY
TASTE AND CULTURE
ESTABLISHMENT.

DATE/TIME

24/12
19:00

ABOUT

HARMONY - SUNTORY
THE JAPANESE CRAFTSMANSHIP
CLASSIC ELEGANCE - GREEN MAX
CONTINUITY OF TIME - OZEN

日本酒の
秘密：
味との出会い



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BERRY FARE OF THE SWEET
HAWKLAND, BECOMES THE
SERIES KENNEDY, THE
COMPARISON OF THE KENNEDY
THE AND OTHER.
SERIES KENNEDY.

EXHIBITURE

24/12
19:00

ABOUT

MOUNTAIN · SUMMIT
 THE JOBBING CONTINUATION
 CLASSIC DANCE · GREETING
 CONTINUITY OF TONE · DANCE

日本酒の
秘密：
味との出会い

NE CARES TOO TO A LANDING
QUEST ROLE OF THE FACTS
RECKONING. PROOFING THE
BYONE. REASONED. HIS
EMPHATIC FOR REPRODUCTION
EYES AND OYSTERS.
GOOD FORGET

BOOKING

24/12
19:00

ADECF

BALEORY • BUSTORY
 THE CONSCIENCE CLATTERSHIP
 CLASSIC ELEGANCE • CREDULITY™
 COSTERLITY OF TIME • OPEN

日本酒の
秘密：
味との出会い

WE INVITE YOU TO A TALKING
QUEST MEET OF THE ELDERLY
BOOKS BY. FOLLOWER ONE
THOMAS J. COOPER. THE
EXPERIENCE OF EXCELLENCE
TALKING QUEST.
THEY ARE

DRIVE TYPE

24/12
19:00

ABODY

BADMYN · SENDORS
DNE MESSINE TOUTIANDONP
CLASSEO BLECANCE · CELESTERA
CONTENCITY OF TIVE · ROSS

日本酒の
秘密：
味との出会い

设计师 周陆航



Thank You For Watching

TEL/EMAIL 156 2367 5977 2601654678@qq.com

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