

PORTFOLIO



THANAKRIT CHAREONJINDAMATR

ILLUSTRATOR/CHARACTER DESIGNER

ABOUT ME

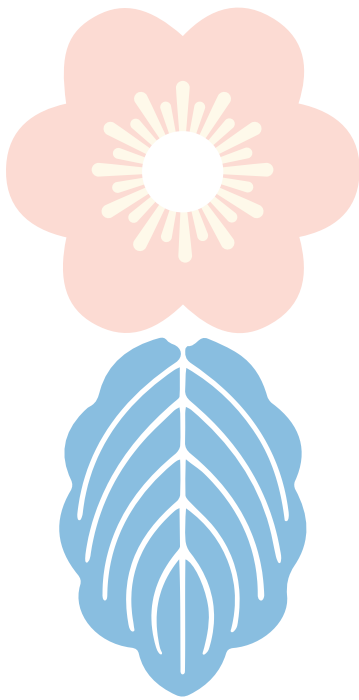
My work can be described as cute and funky with a tad of humor, but that does not mean I'm limited in my range of what I can produce. I get a lot of inspirations of East-Asian cultures and works. I'm experimentative and do not vibe well with conventionals. Most importantly, designing to me has to be fun, I believe that having fun and enjoying the process of designing breathes life and purpose into the work.



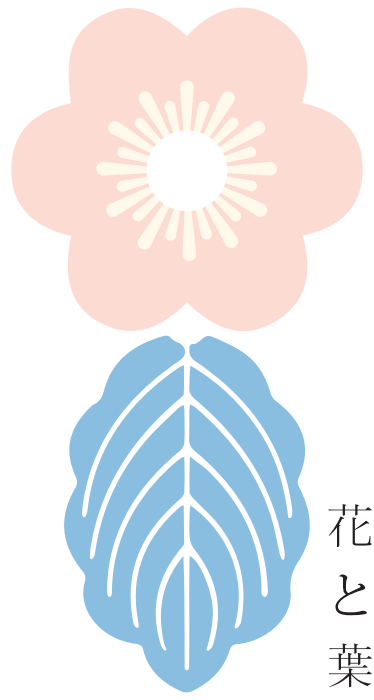
BRANDMARK DESIGN



BRANDMARK



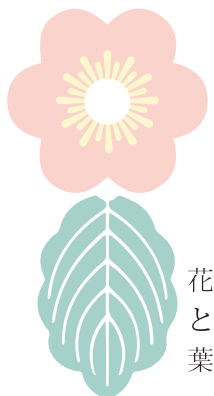
LOGO LOCKUP



Hana to Ha

VARIATIONS

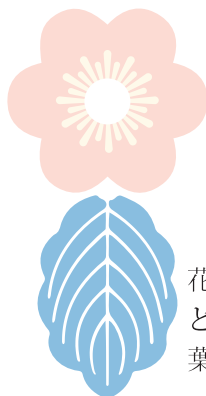
spring



Hana to Ha

花
と
葉

summer



Hana to Ha

花
と
葉

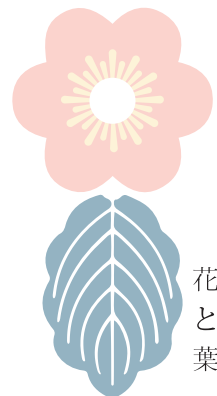
autumn



Hana to Ha

花
と
葉

winter



Hana to Ha

花
と
葉

TYPORGRAPHY

英推行書*

Adobe 명조 Std M*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

“ ” @#\$%^&*

花と葉

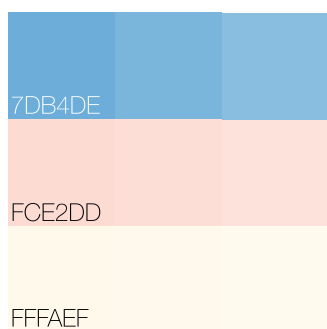
Hana to Ha

Mizu Mochi

Jasminum Sambac

Osmanthus Fragrans

COLOR PALETTE



*from Kobayashi Color themes

*Theme chosen : Delicate

v.1



v.2



v.3



*other colors included



*Color variants diverged from original theme

*color samples



original



v.1



v.2



v.3

original



v.1



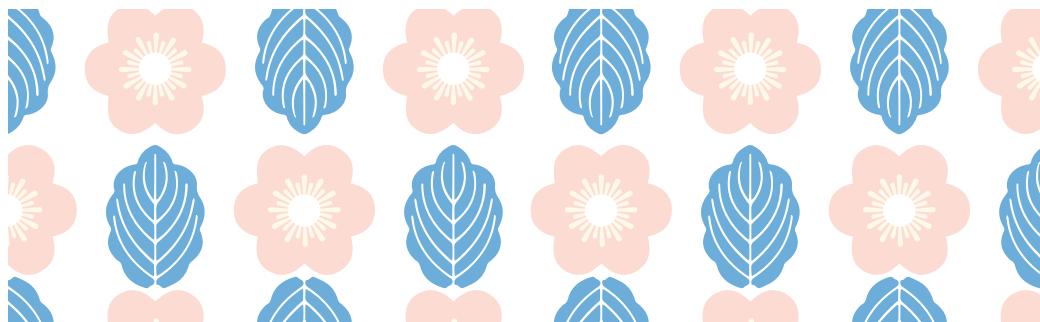
v.2



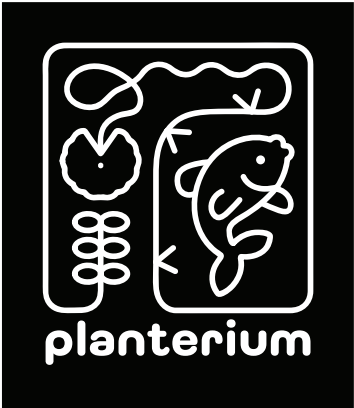
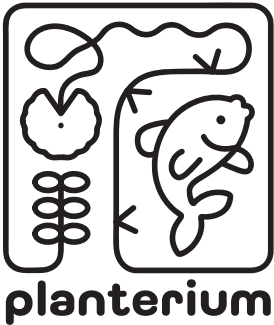
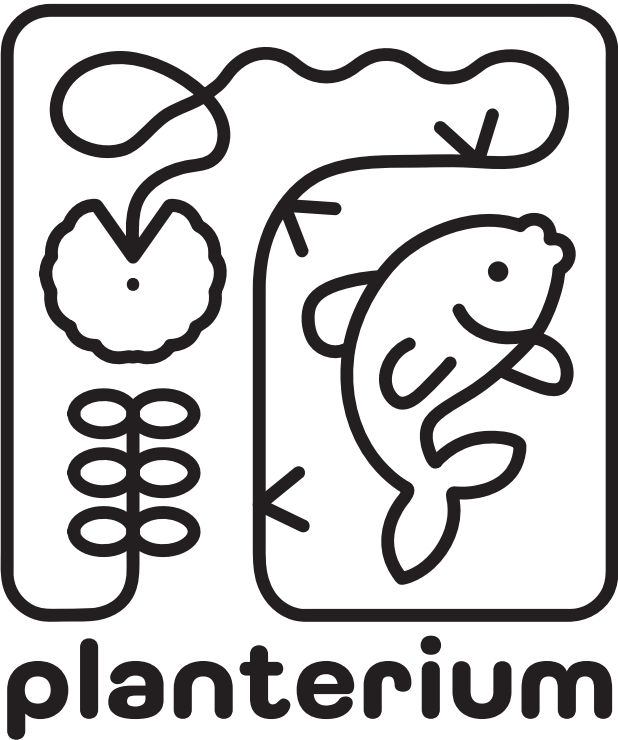
v.3



PATTERNS/ STYLIZED LOGOS



Logo



Typeface

Orbit Rounded *BOLD

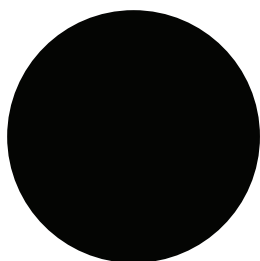
A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

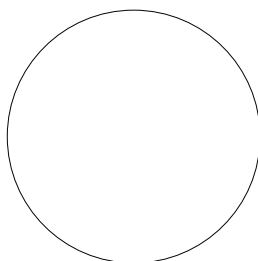
o p q r s t u v w x y z

Colors



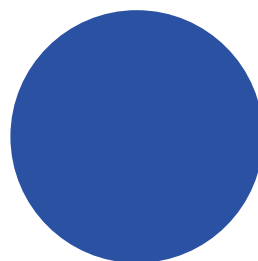
#000000

R: 0 C: 75%
G: 0 M: 68%
B: 0 Y: 67%
K: 90%



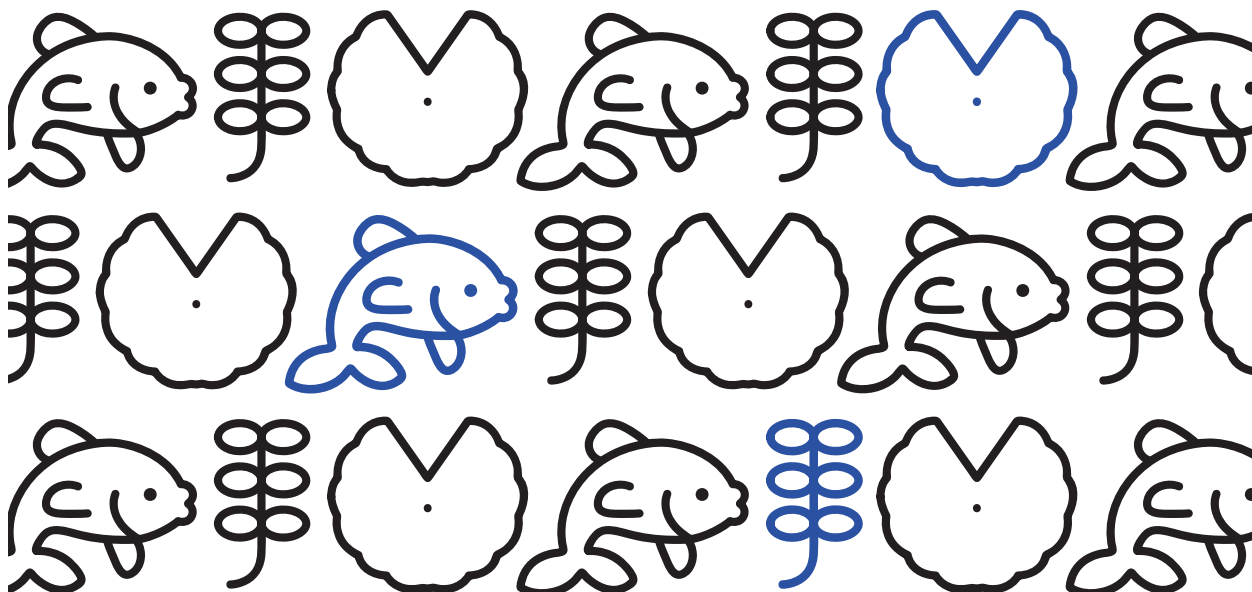
#ffffff

R: 255 C: 0%
G: 255 M: 0%
B: 255 Y: 0%
K: 0%



#2f52a4

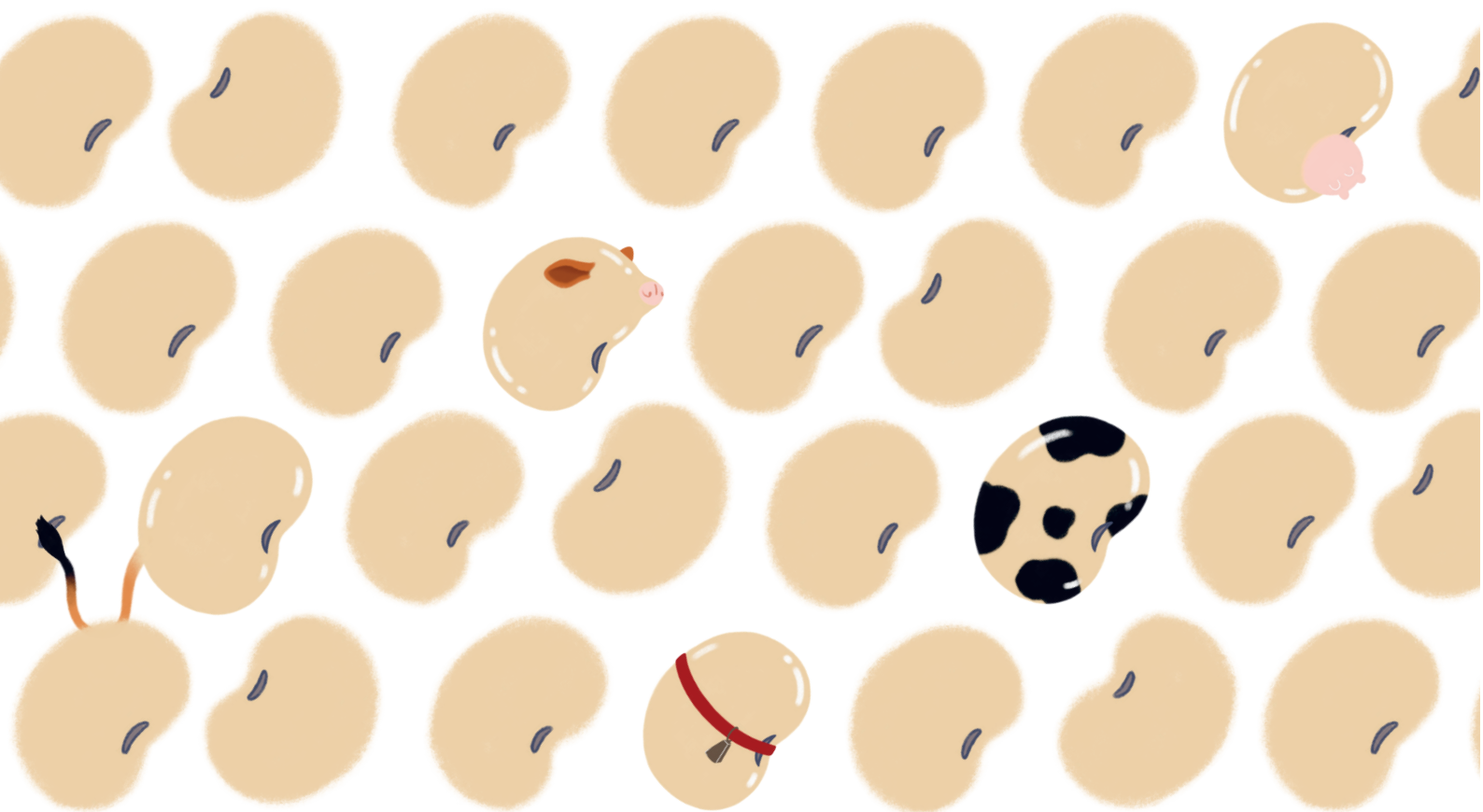
R: 47 C: 91%
G: 82 M: 78%
B: 164 Y: 0%
K: 0%



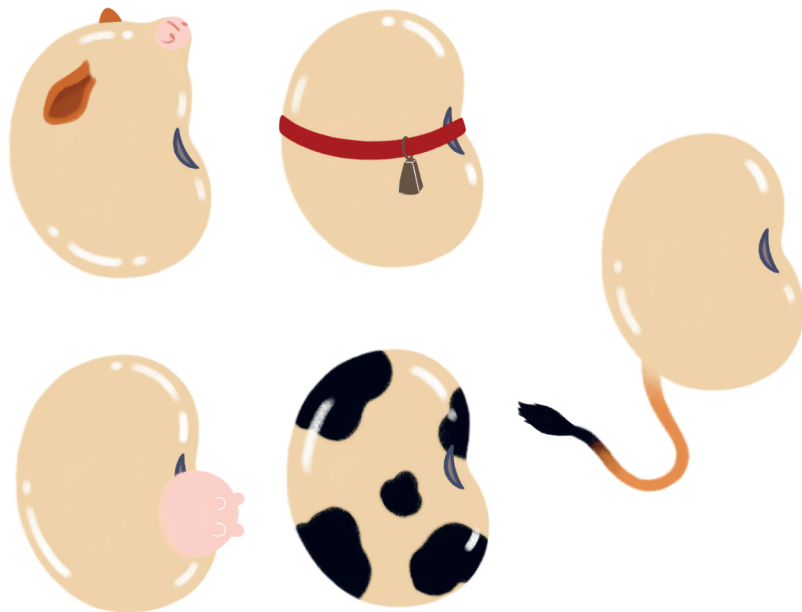
SOY MILK PACKAGING



MILK OF SOY



COLOR PALETTE



TYPOGRAPHY

JUNEGULL*

A B C D E F G H I J K

L M N O P Q R S T U

V W X Y Z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % & * () _ -

+ = [] \ | ^ ~ < > ? /

MOCKUP



PARROT SOAP PACKAGING REBRAND

LOGO

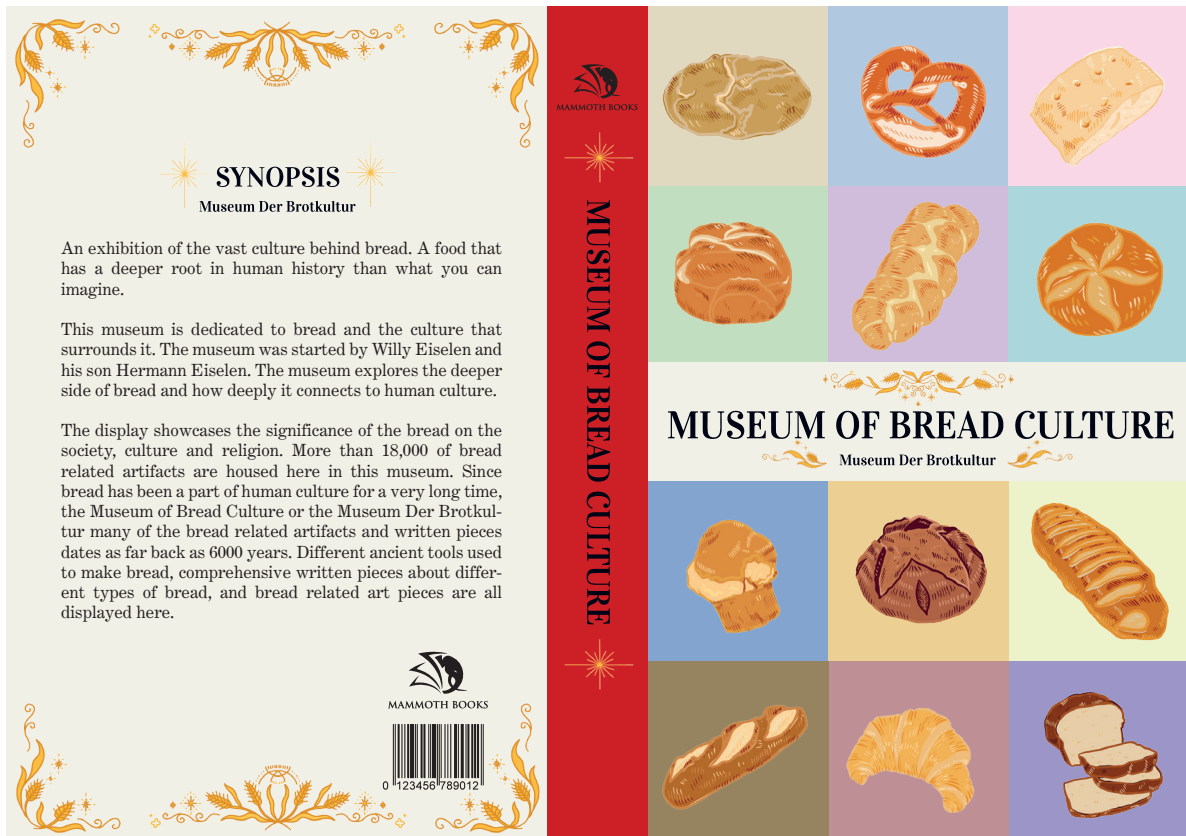
Parrot
Botanicals





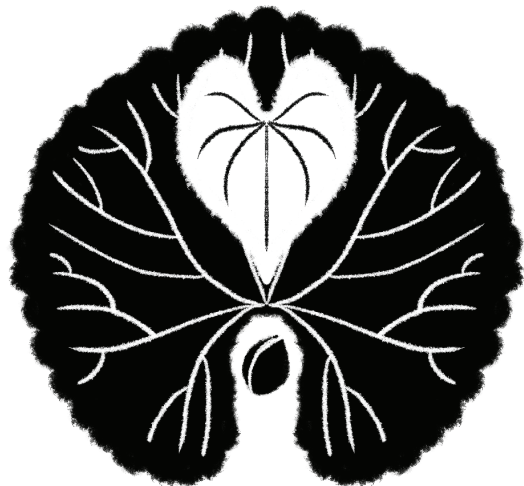
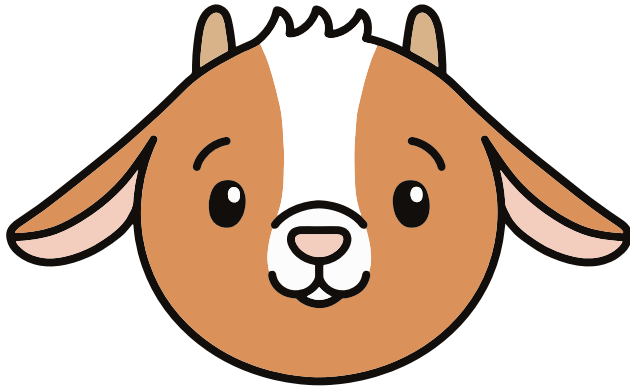
MOCKUP





BOOK COVER

MISCELLANEOUS

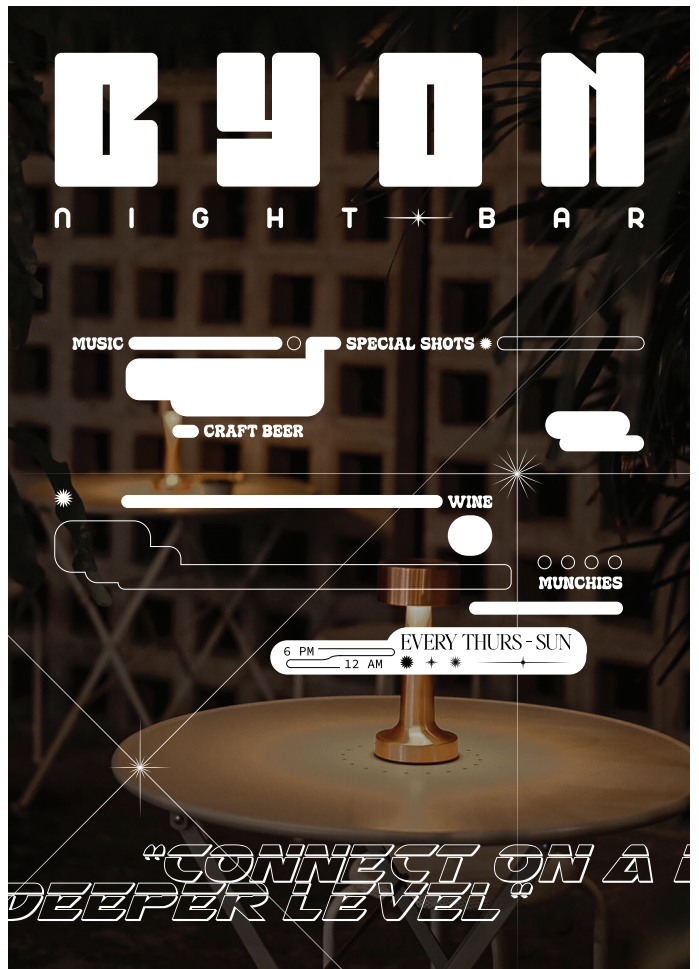






GRAPHICS

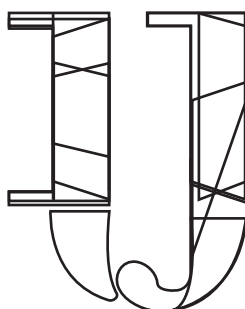
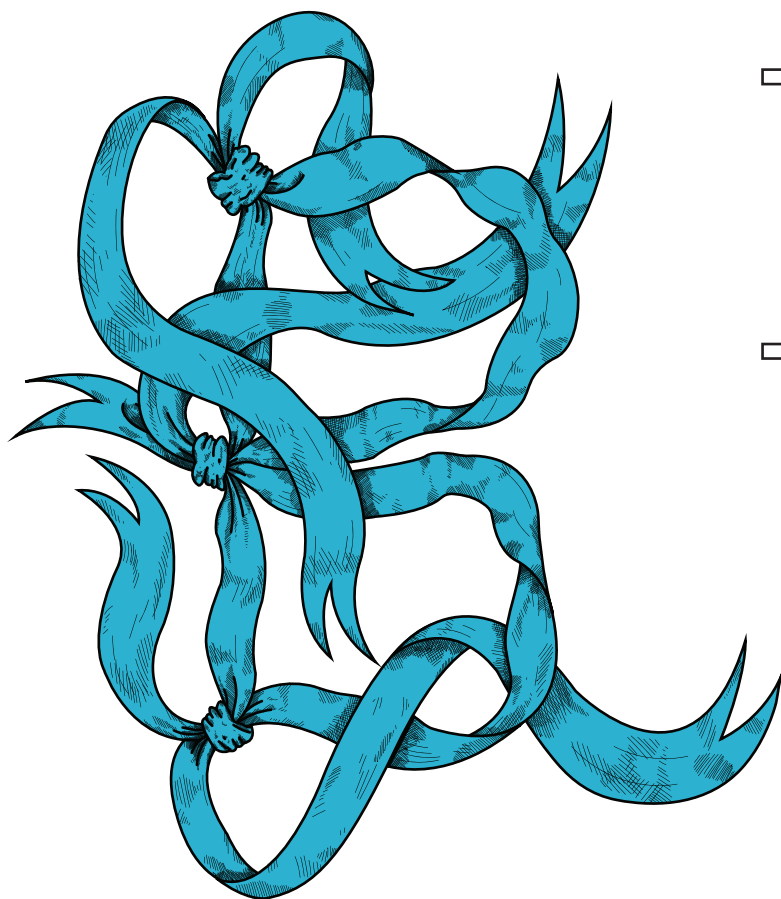






POSTER





TYPE DESIGN