

TIANA PANYADA TONPIBULSAK

BRAND DESIGN PORTFOLIO

ABOUT ME



HELLO MY NAME IS TIANA, A DESIGNER BORN AND RAISED IN BANGKOK THAILAND. CURRENTLY IN MY FINAL YEAR PURSUING A BACHELORS DEGREE IN GRAPHIC BRANDING & IDENTITY AT UAL.

MY PRACTICE FOCUSES ON CREATING IMPACTFUL AND MEANINGFUL BRANDS THAT RESONATE WITH AUDIENCES, NEVER COMPROMISING ON SUSTAINABILITY. I'M ALWAYS ON THE JOURNEY TO CHALLENGE MYSELF AND AM EAGER TO EXPAND MY KNOWLEDGE AND SKILLS AS A DESIGNER.

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BRANDING & PACKAGING

Breakfast Bento specialising in East Asian cuisine.



1. ACE OF CUPS

REBRANDING & PACKAGING

Ace of Cups is a home-made gelato business I started back in 2022 before starting University. For this self initiated project, my brief was to re-brand Ace of Cups as a disruptive and playful experience, creating a sense of community for people to rediscover the joy of having gelato.

Insight
The ice-cream landscape in Thailand has loss its sense of fun and excitement meanwhile newer generations are embracing the sober curious movement- drinking less but struggling to find a sober friendly community space to connect and hangout after meals.

Proposition & Idea
The Perfect Pairing: Crafting a community where gelato meets play.

Ace of Cups celebrates its unique positioning in the market through a striking and meaningful identity that captures the founding story where the founders were playing a game of card matching at home. The brand name comes from the Tarot card that symbolizes love, compassion, creativity and new beginnings.

BRAND IDENTITY BEFORE

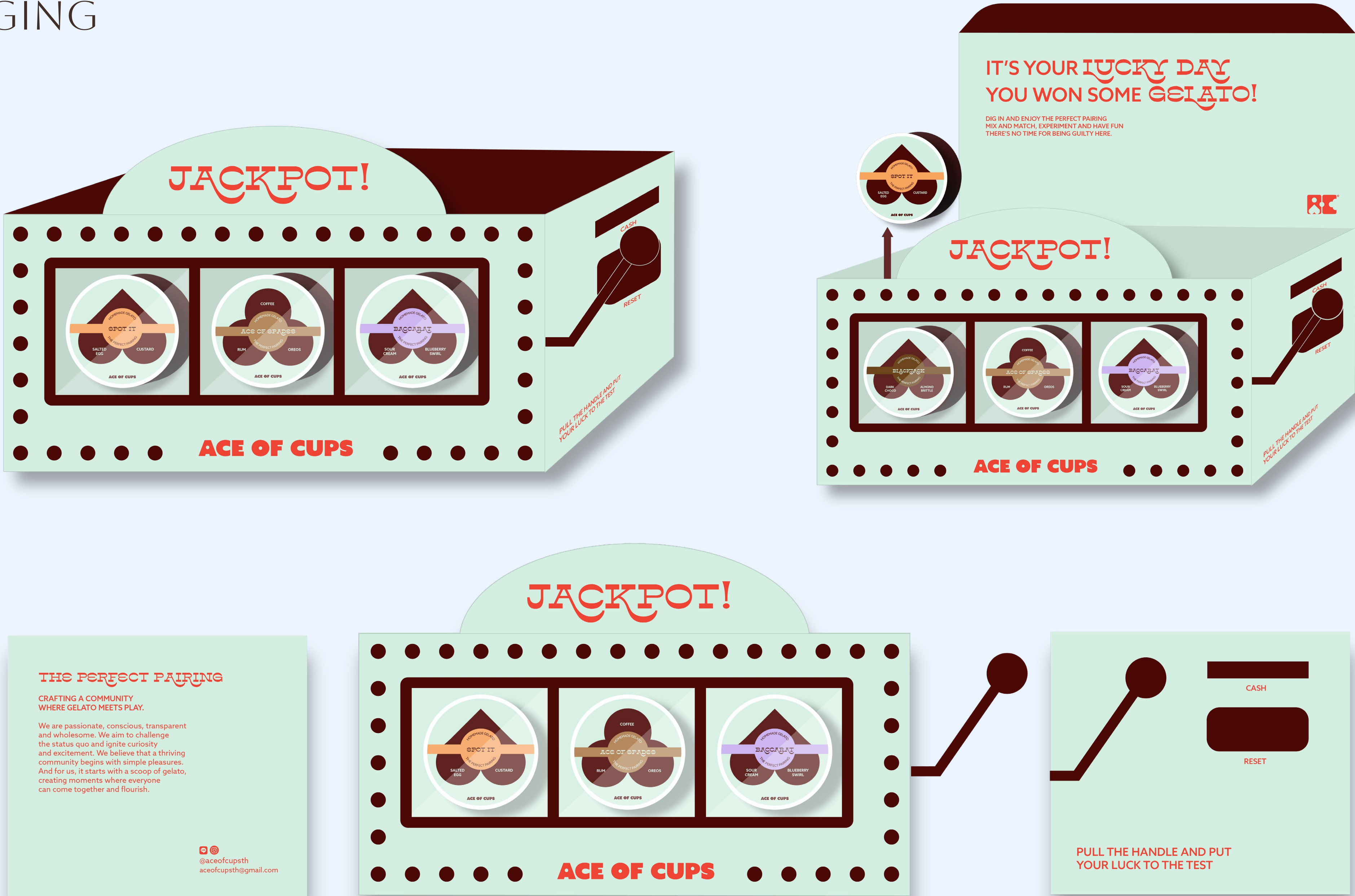


LOGO AND ASSETS



The logo shows a pair of cards cut out with the spades and clubs symbols forming the brand acronyms AOC. The negative space shapes human icons, alluding to our community-driven ethos. A combination of bold colours and distinctive typography set the brand apart, reinforcing a strong DNA deeply rooted in card culture.

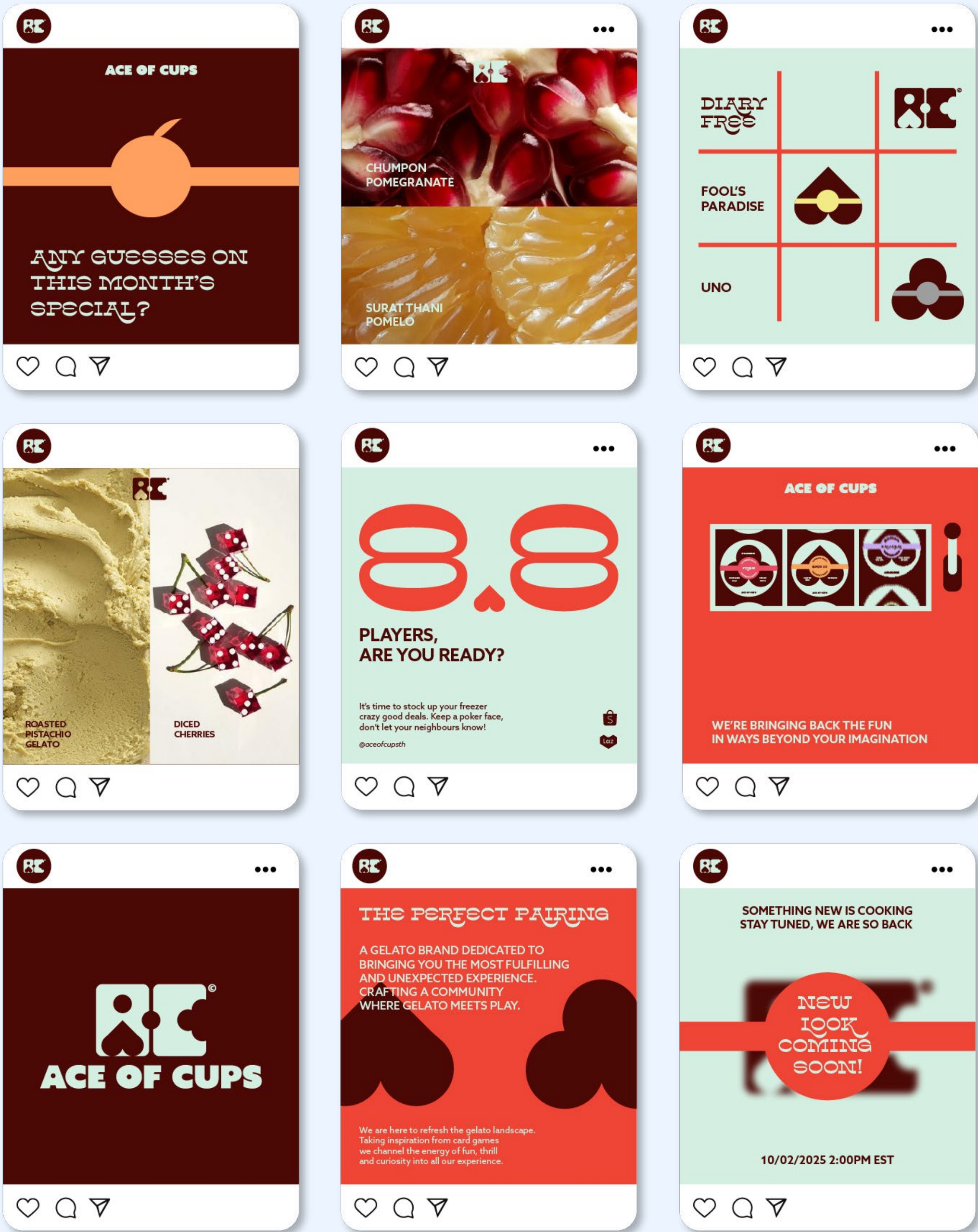
PACKAGING



BRAND BOOK

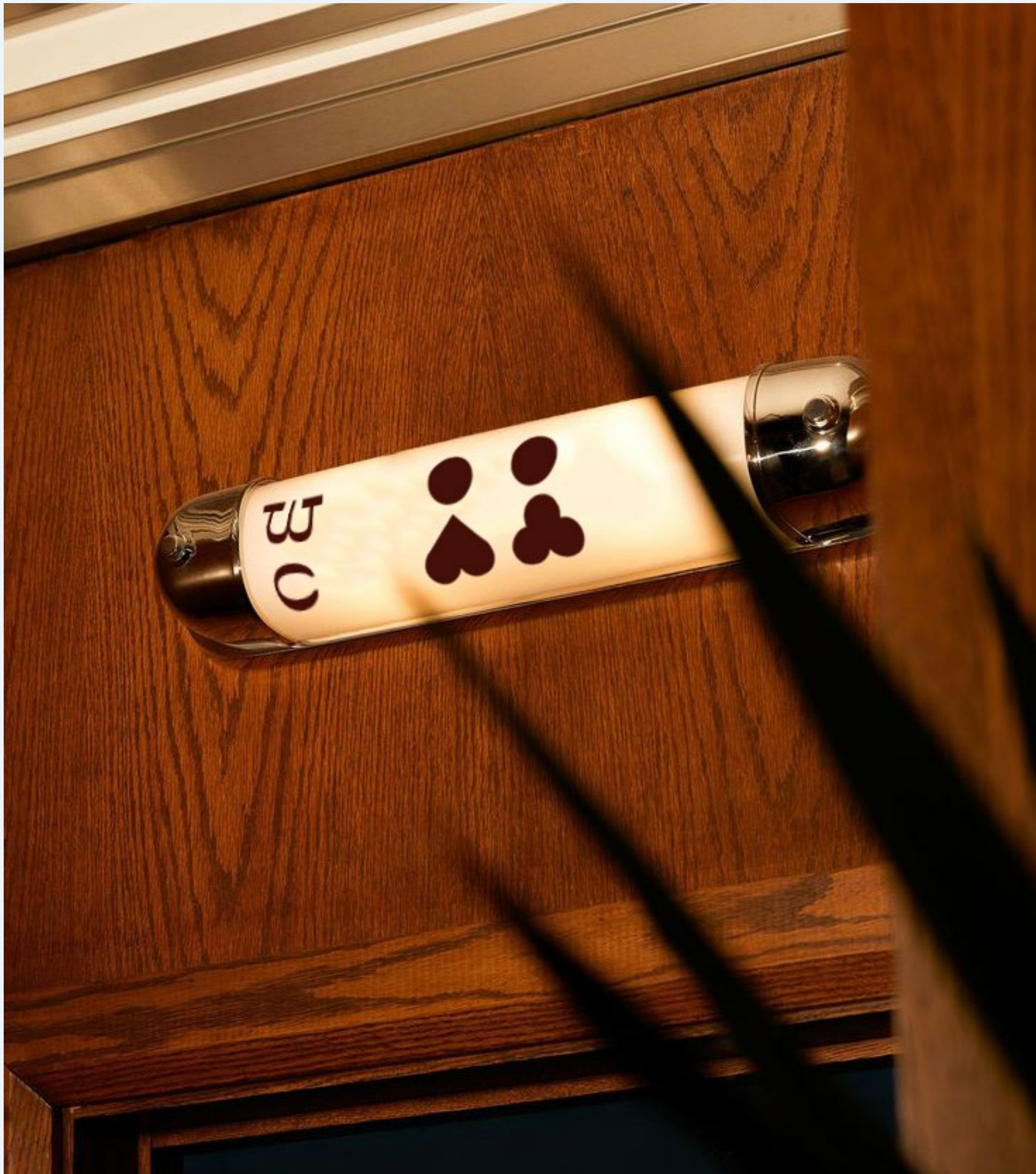


MENU & SOCIAL MEDIA

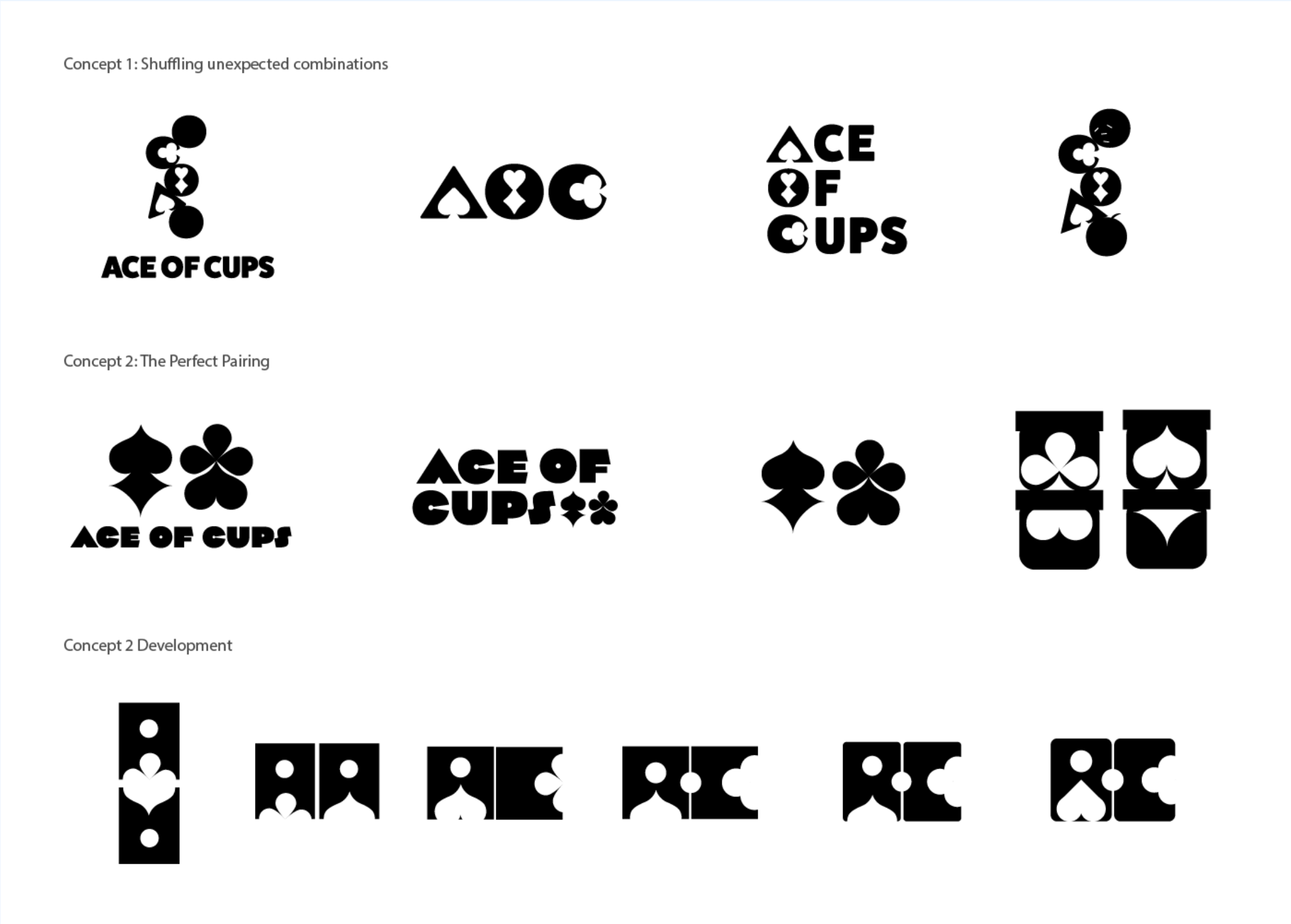




STORE TOUCHPOINTS



IDEATION



mooze

your conversation starter

2. MOOZE

BRANDING, PACKAGING & CAMPAIGN

Mooze is a vodka brand made by females for females; they upcycle surplus milk from local farmers across the UK to reduce waste in the dairy industry.

Insight
Female farmers are not given enough recognition for their role in the farming industry.

Proposition
Mooze celebrates womenhood, serving as a catalyst to connect women by sparking conversations.

Big Idea
To reflect pure joy and a genuine spirit where women feel a sense of belonging, the brand identity mirrors the raw and organic features of a cow thriving in its natural habitat.

The brand’s promotional campaign ‘missyoumooze’ aims to reconnect friends through an engaging and interactive phone booth for people to call their friends - a reflection of their values and purpose.

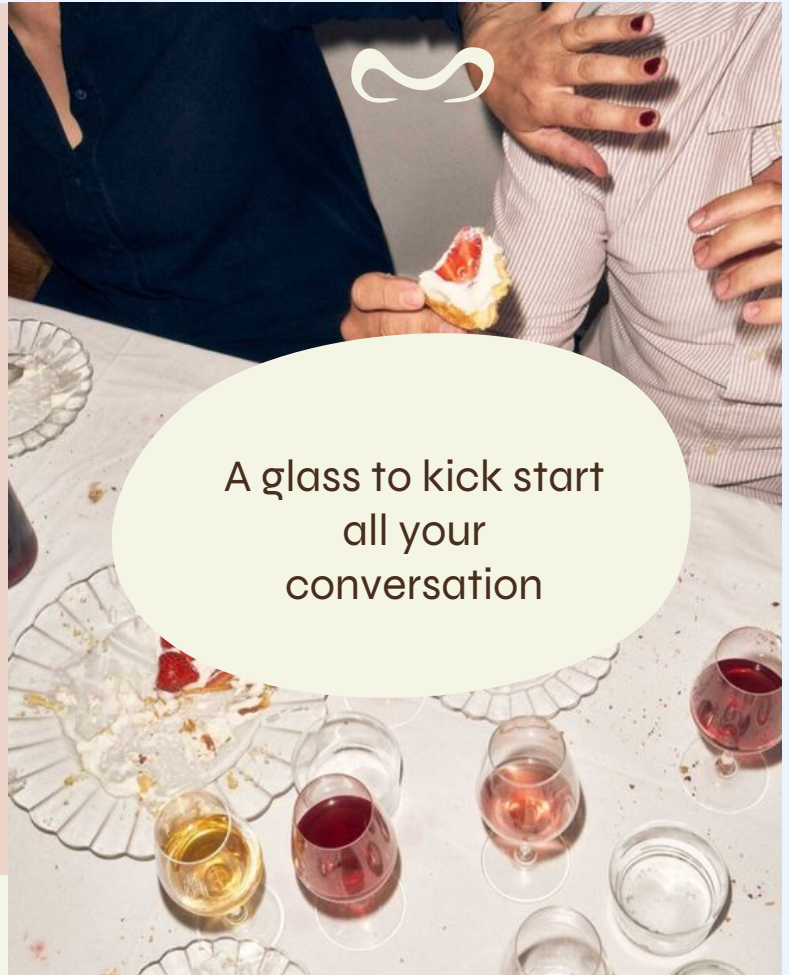
LOGO & ASSETS



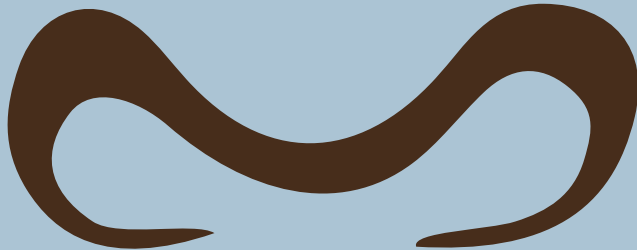
your conversation starter



Authentic
Fresh
Local



A glass to kick start
all your
conversation



Good over *ice*, in *cocktails*, *pastas*, *desserts*
and even better when *shared*



For *moo* information check us out www.mooze.com





This is *Ellie*, one of our
lovely farmers, read her
story in our recent post

Find us on the shelves
of your local Farmer's
Market

Don't forget your stamps!

English Vodka

Made from surplus milk that
would have gone to waste



The logo symbolizes a happy, smiling cow. To strike a balance between sophistication and authenticity, I have combined handdrawn illustrations with a color palette inspired by the natural features of a cow. Paired with chic typography creating a minimal yet youthful and refreshing aesthetic to resonate with young female millennials.



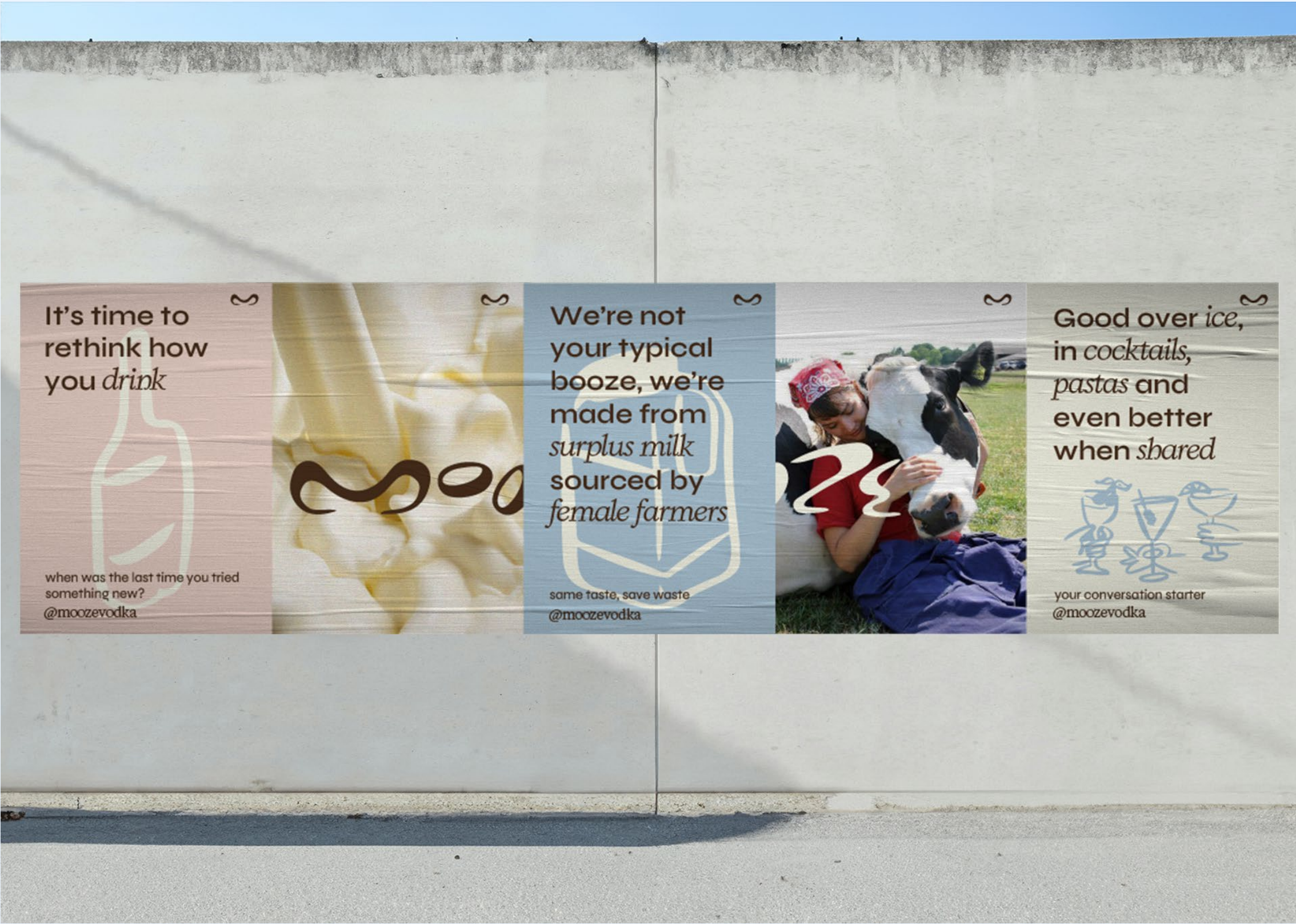
PACKAGING



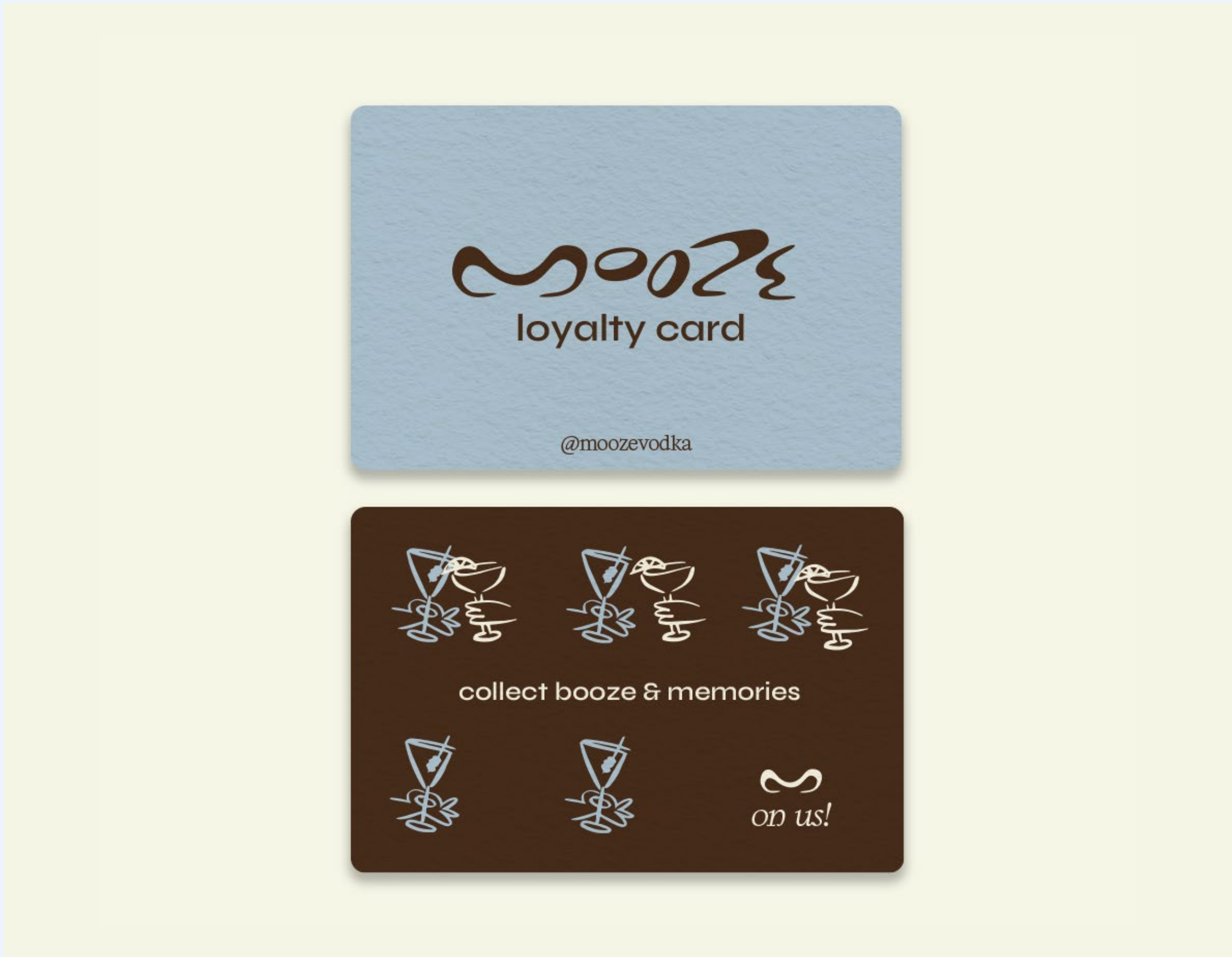
TOUCHPOINTS



[Link to Motion](#)



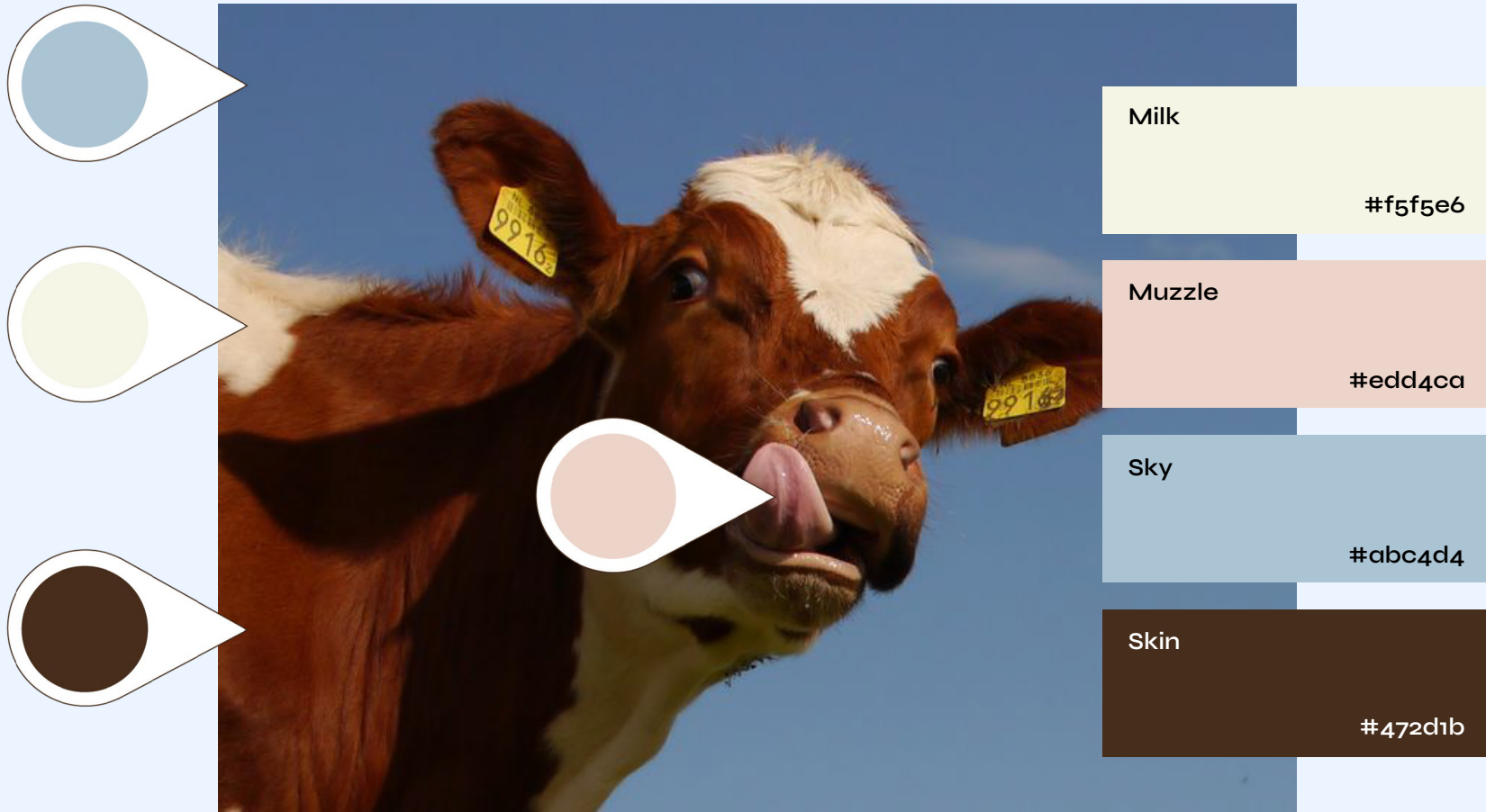
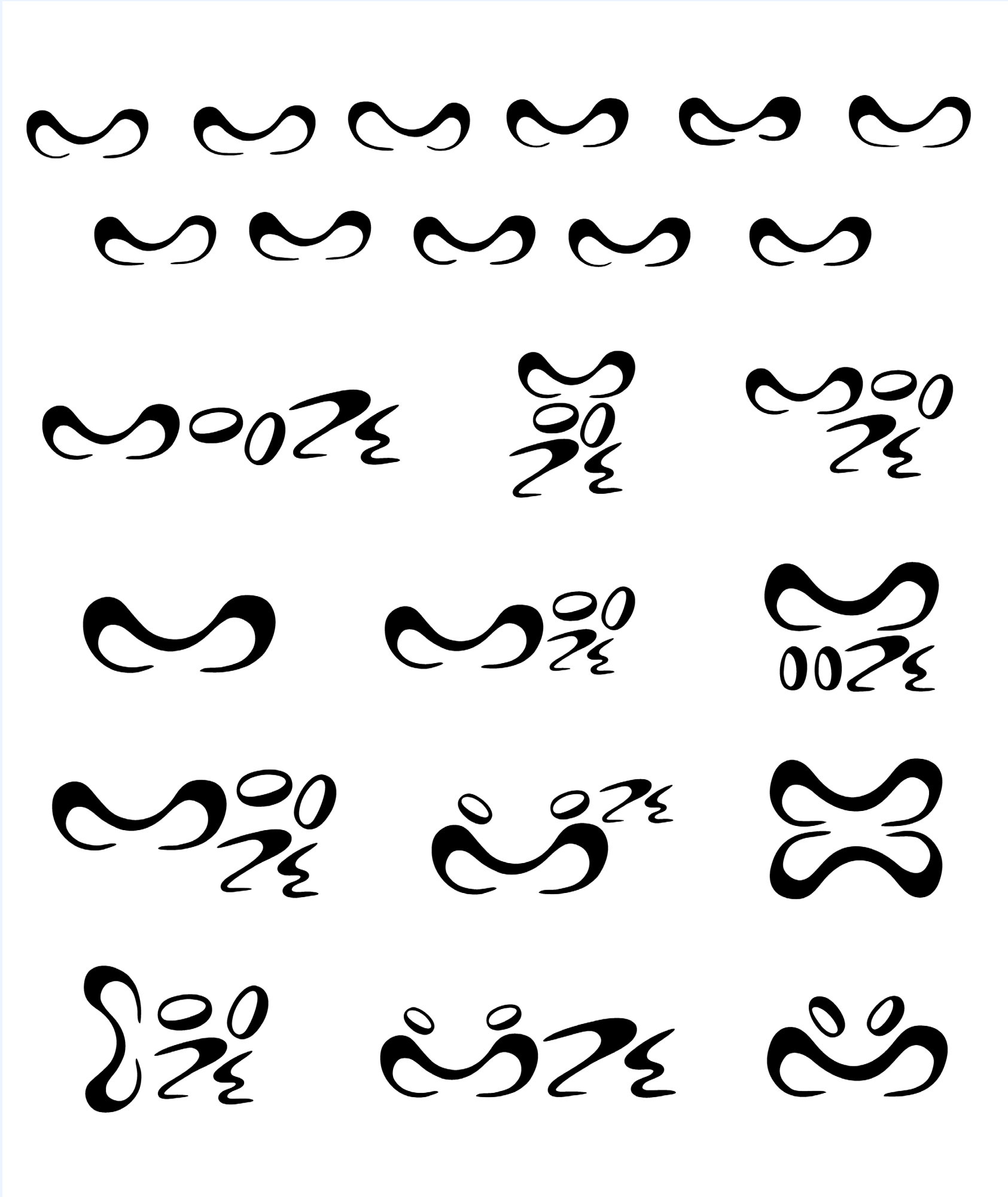
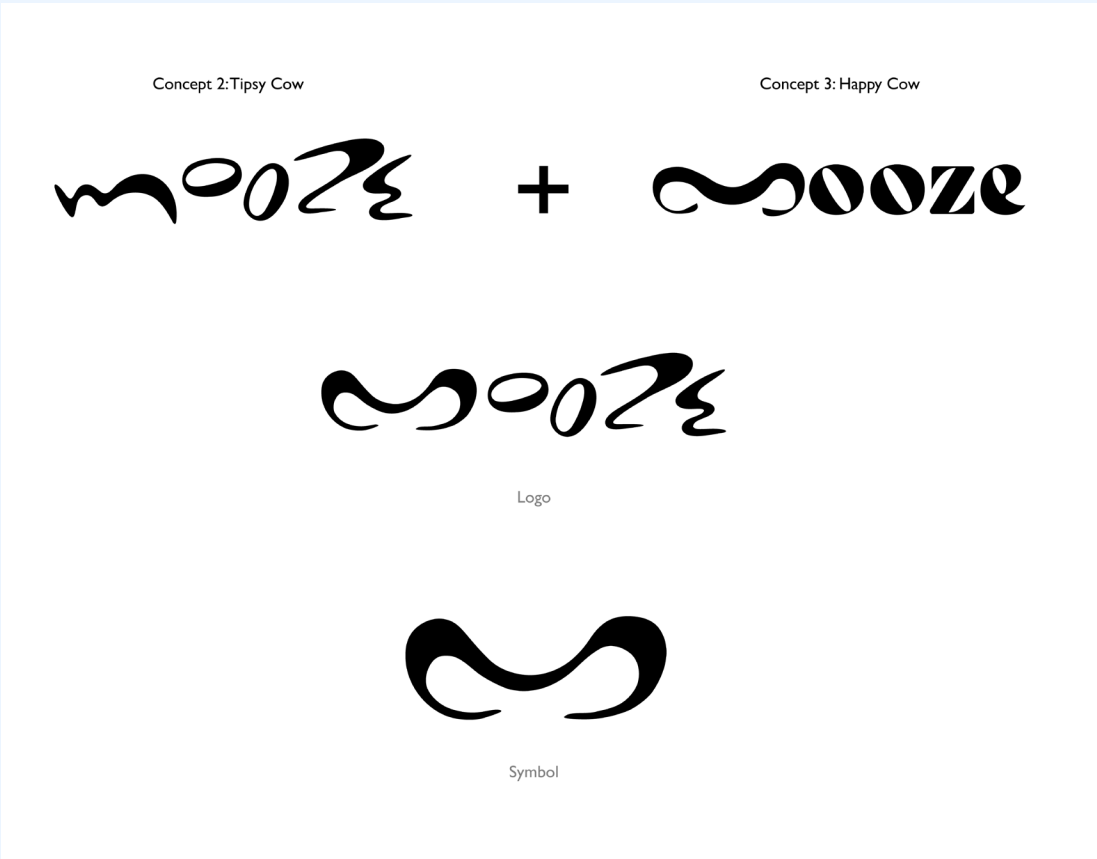
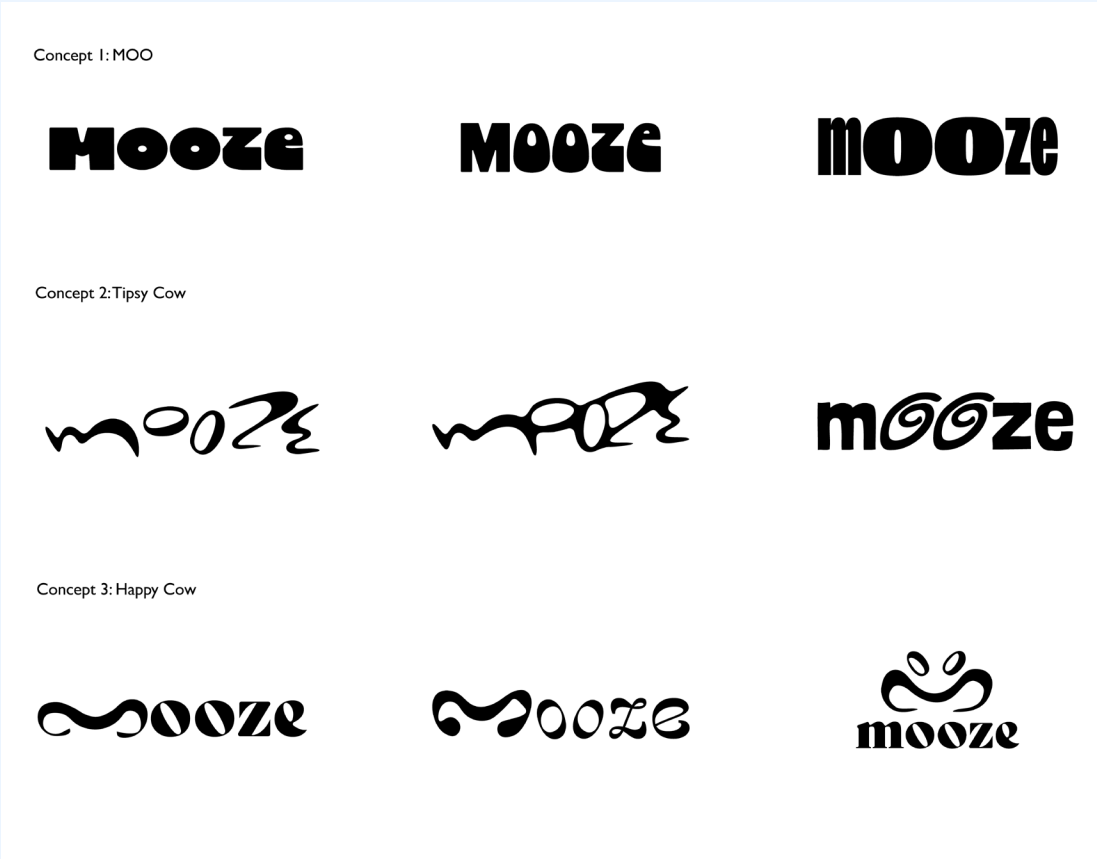
TOUCHPOINTS



PROMOTIONAL CAMPAIGN



IDEATION





3. AMABEN

London design agency WMH&I tasked us to find a creative and distinctive solution to the problem of school aged children choosing to skip breakfast.

Insight
International University students love nothing more than the taste of home-cooked food. Studying in the UK, they are sick of Tesco Meal Deals, Pret sandwiches and cereal for breakfast.

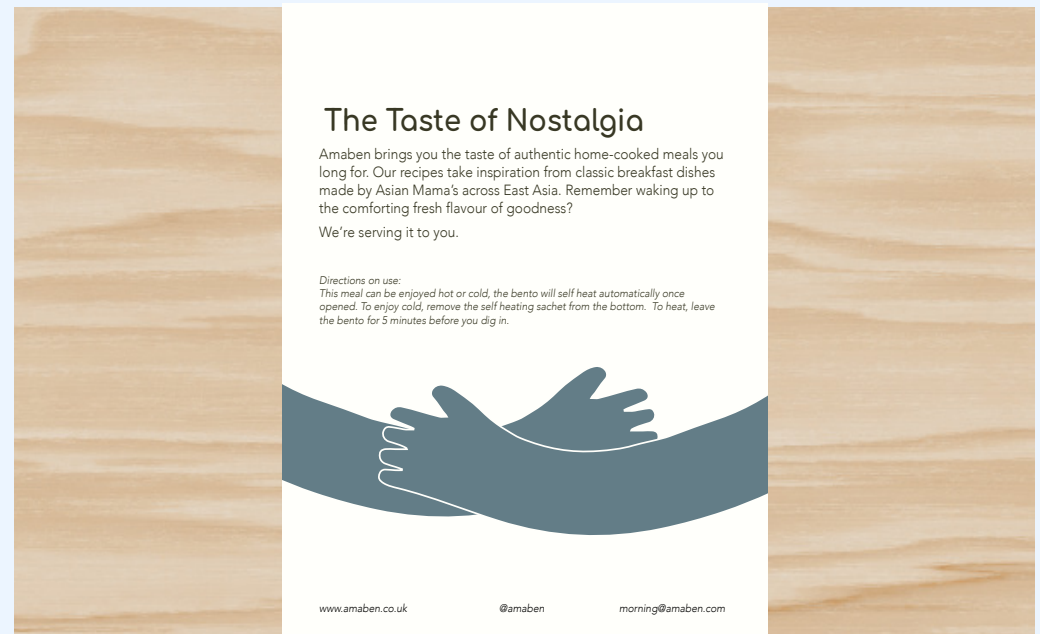
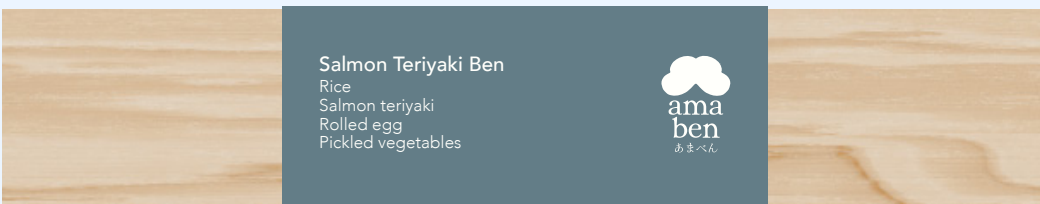
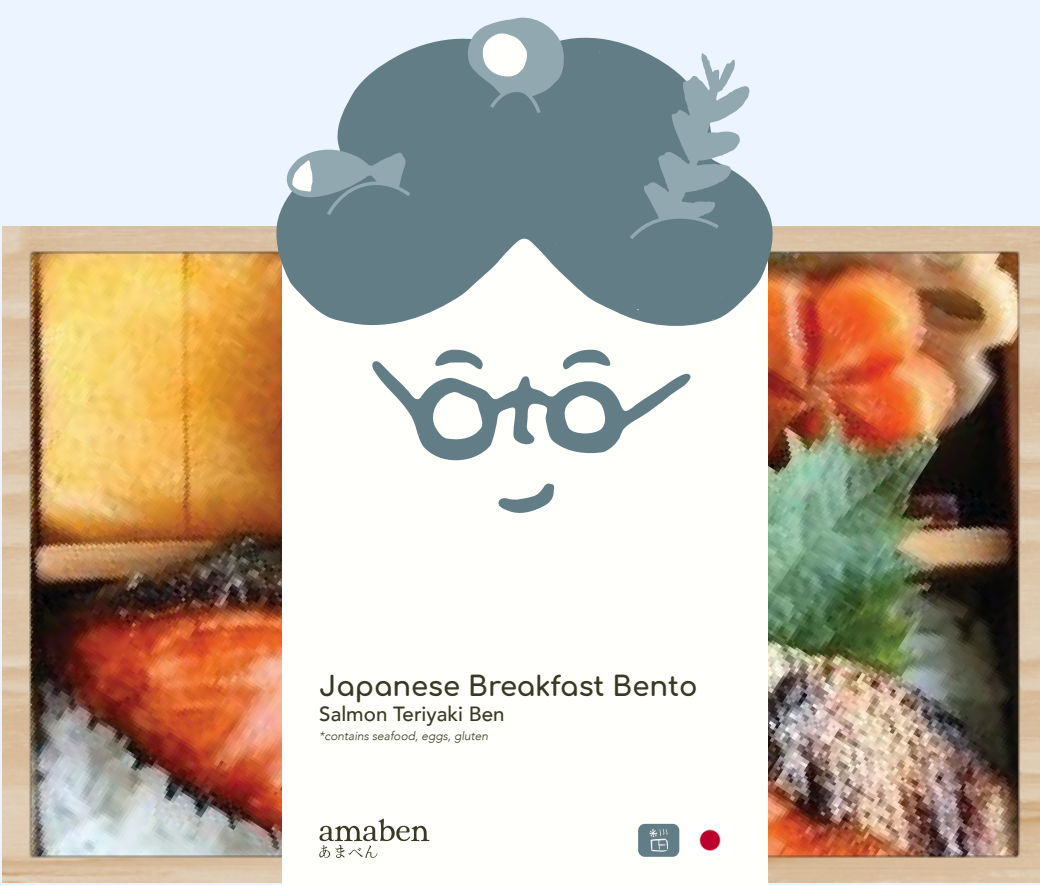
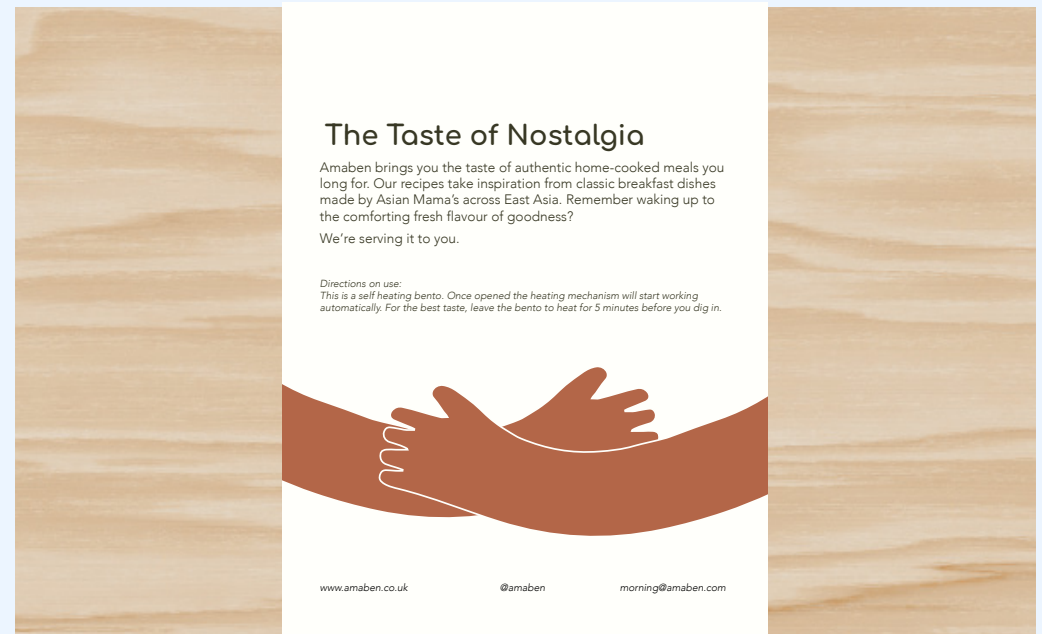
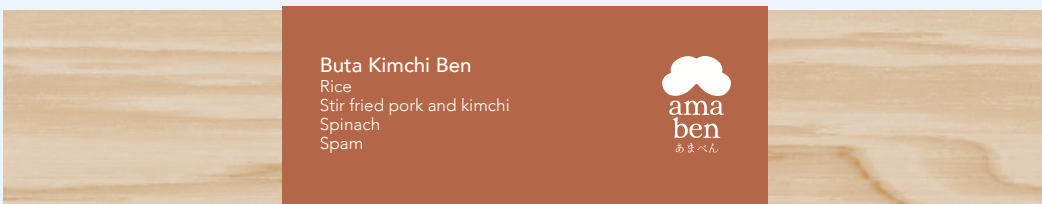
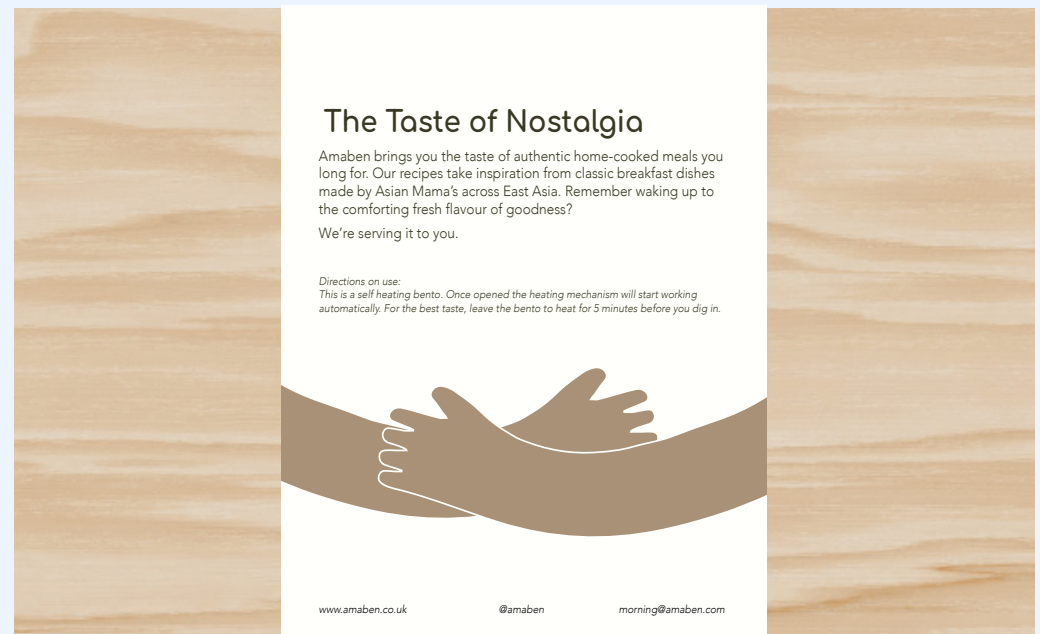
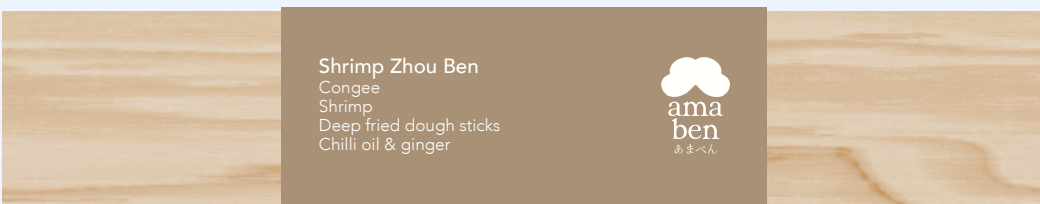
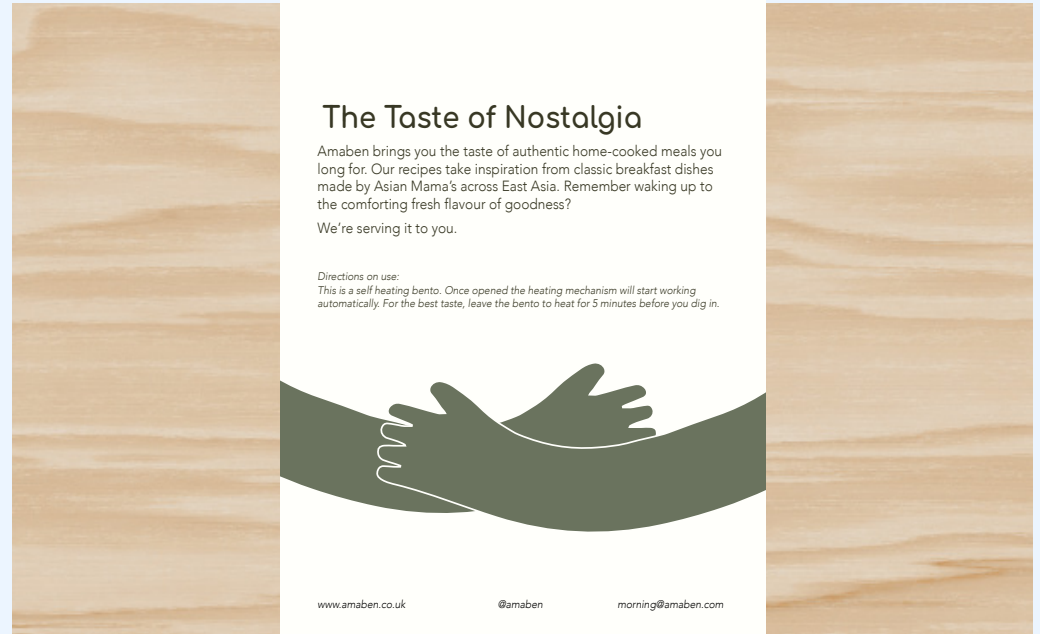
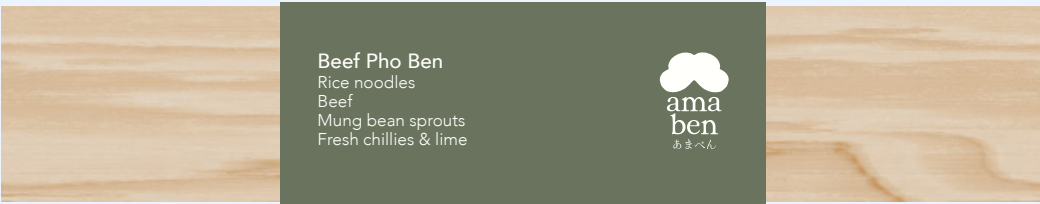
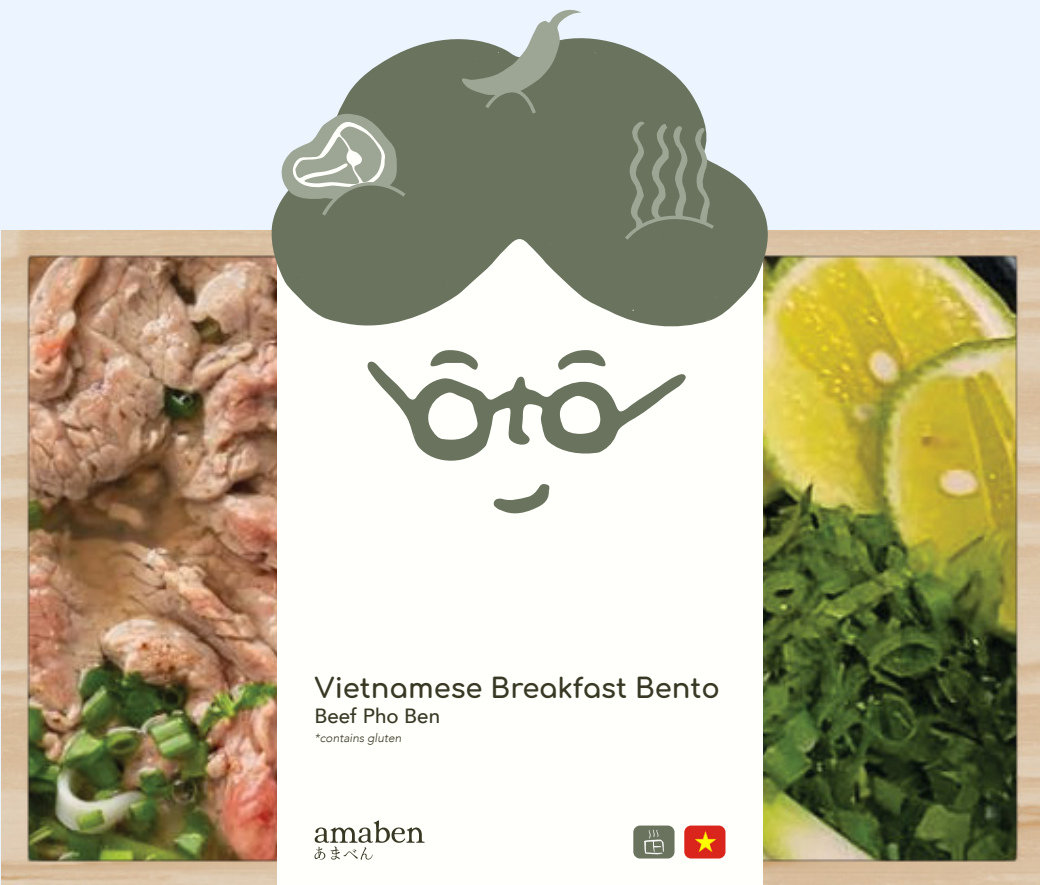
Proposition
The taste of nostalgia, that makes every morning worth getting out of bed for.

Big Idea
Amaben short for Asian Mama’s bento draws inspiration from Japanese Ekiben (train bento) and the term “ama” which translates to grandma in Chinese. The visual identity captures Ama’s love language to cook the best heart warming bento.

LOGO & ASSETS



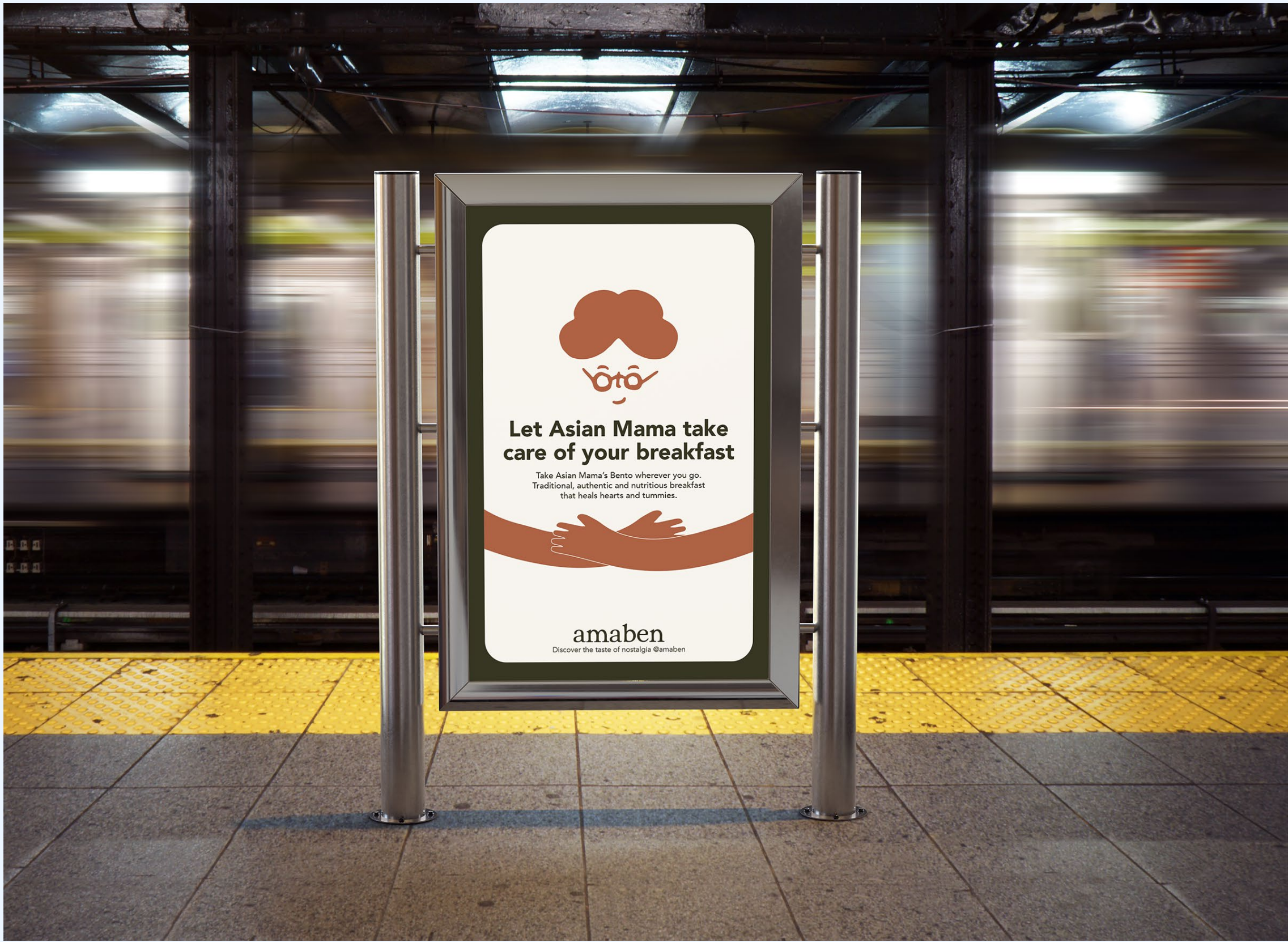
The brand takes you on ama's culinary journey- she is so concentrated in cooking you the best dishes that she doesn't realize there are bits of food stuck to her hair. These elements become the visual language of the brand to help consumers identify the main ingredients used in each dish.



TOUCHPOINTS



TOUCHPOINTS



SOCIAL MEDIA



THANK YOU

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