



Portfolio

JITPHISUT TONG

Hello, I'm Tong :), a junior designer
& illustrator with a bachelor of fine
and applied arts, textile design
Thammasat university – 1ST Class Hons.



about me :)

- 01 **COSTUME DESIGN**
- 02 **BRANDING & PACKAGING**
- 03 **TEXTILE & WEAVING**
- 04 **INSTALLATION & DECORATIVE DESIGN**
- 05 **CREATIVE PAINTING**

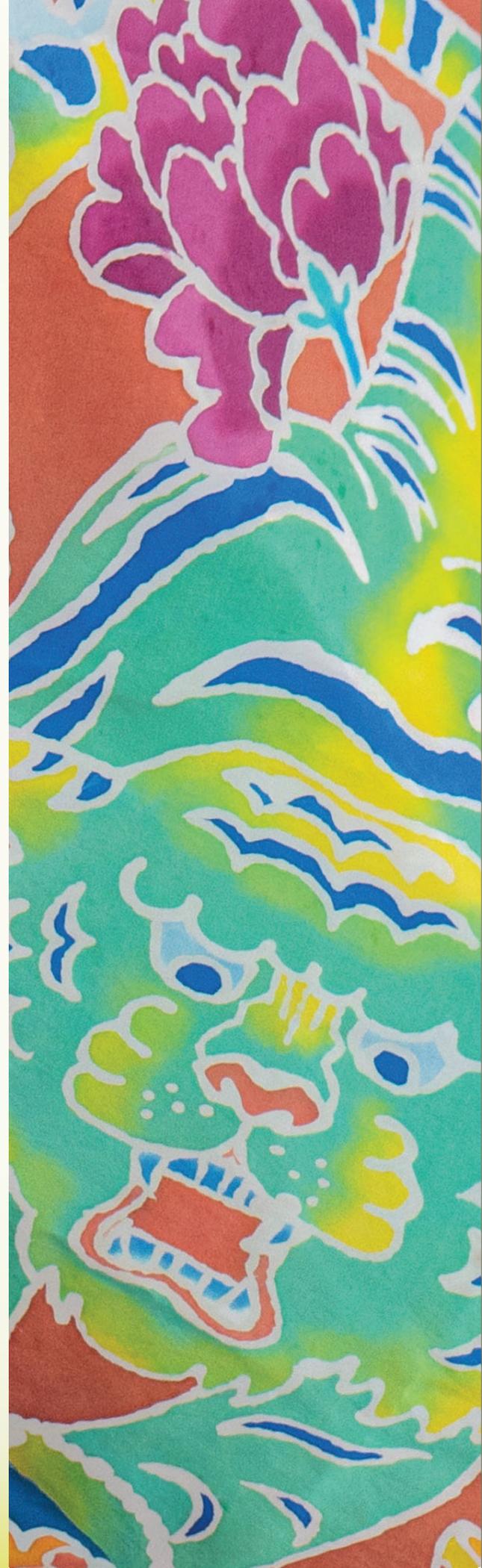
contact

CONTENTS

HENG HENG

costume design
batik

This collection is inspired by Chinese beliefs in superstition and auspiciousness, batik techniques are applied on lightweight Chinese silk to create flowing patterns. The designs aim to convey symbolic meaning through elegant fashion apparel.



SATU



SATU

branding
blessed shawl

SATU blends the art of batik with the auspicious Chinese, delivering the essence of health, success, and wealth into every wear and way of life.

BRAND VOICE AND COPYWRITING GUIDELINE

WEAR
THE BLESSINGS, "SATU"

LOGO USAGE GUIDELINES

PRIMARY:



OTHER BACKGROUND COLOUR:

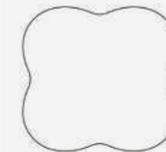


SECONDARY:



COLOUR PALETTES

PRIMARY:

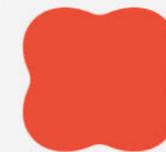


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CMYK: 0 / 0 / 0 / 5

SECONDARY:



#000000
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CMYK: 0 / 7 / 13 / 88



#E44E39
RGB: 234 / 78 / 57
CMYK: 0 / 67 / 76 / 8



#E4E4E4
RGB: 228 / 228 / 228
CMYK: 0 / 0 / 0 / 11

THPOGRAPHY

Gotham-Black

Aa

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

HEAD - 15

Gotham-Light

Aa

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

CONTENT - 10

PRODUCTS



GOLDEN FAWN



VICTORY FAIR



DIAMOND FANG

MATERIAL: 100% CHINESE SILK
TECHNIQUE: BATIK
PRICE: 2,400 BATH

PACKAGING

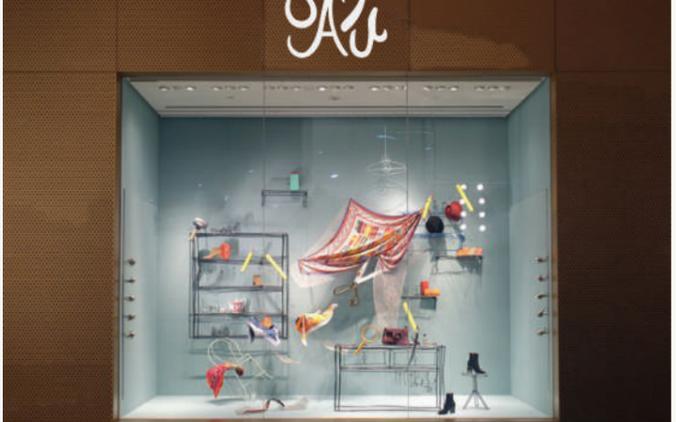


HANG TAG

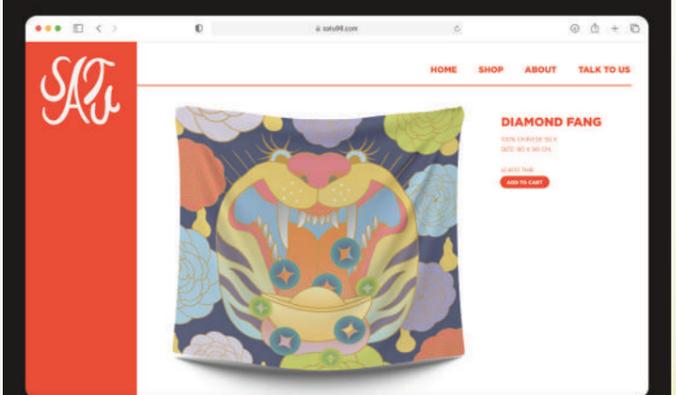


SHOPPING BAG

WINDOW DISPLAY



WEBSITE



CHIM CHIM

branding
local ice pop

This is a local ice pop shop that celebrates the local identity of Phitsanulok through treats loved by both kids and adults. Our "3D ice Pops" capture the spirit of Phitsanulok with three signature inspirations: the Phra Naresuan fighting cock, the Bangkaew dog, and the province's famous sun dried bananas. All ingredients are locally sourced to support farmers and generate income for the community.

kluay tak
chocolate dipped
kluay tak flavor



bangkaew
coconut milk &
mango jello flavor



kai chon
rakam flavor



PRIMARY LOGO:

CHIM CHIM

LOGO VARIATION:

CHIM CHIM

LOGO MARK:



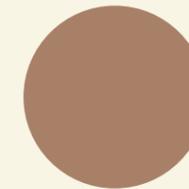
COLOUR PALETTE:



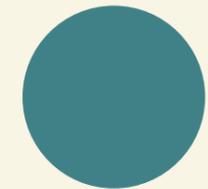
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#F9AE83



#A87F67



#428187

TYPOGRAPHY:

Gotham-Black

**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**

0 1 2 3 4 5 6 7 8 9

Gotham-Light

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

0 1 2 3 4 5 6 7 8 9

MOOD BOARD:





ZAPAOZI

branding
steamed stuff bun

ZAPAOZI was born from the fun vibe of sidecar steamed bun vendors, the ones that roll up with fresh buns and good vibes. We turned that street-side charm into a cozy, permanent spot where everyone can drop by anytime.

Think of ZAPAOZI as a good friend who makes sure you leave full, happy, and already craving your next bun adventure.



MAIN LOGO



VARIATION A



VARIATION B



SUBMARK A



SUBMARK B



COLOUR PALETTE



TYPOGRAPHY

Monument Extended Regular

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll

MS UI Gothic 標準

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll

INSPIRATION





ผ้าขาวม้า

weaving

This is a handwoven pha khao ma, inspired by a study visit to the Nam Mon handloom group in Cha Son, Lampang, conducted in collaboration with Thai Beverage Plc. The fabric served as a reference to guide the Nam Mon handloom group in choosing patterns and designs for their own creations.



THE GARDEN

costume design
batik

This outfit is inspired by **JOAN MIRÓ** and was designed to express my personal identity. Using the batik technique, the fabric features playful and vibrant patterns that bring a sense of joy and movement. The colorful prints are combined with the refined silhouette of a suit, creating a balance between elegance and cheerful liveliness, just like myself, who embodies both sophistication and playfulness at the same time.



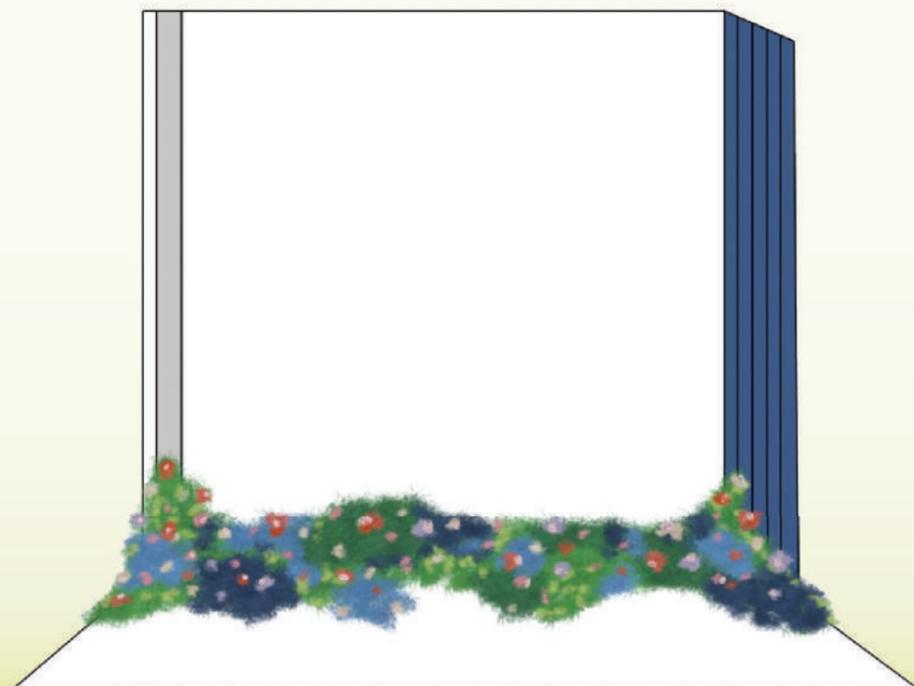
JOURNEY MEMORY

installation

Room number 607 has seen its occupants change over time. Many different people have come and gone from all over the world. This room has become like a temporary refuge, a place where everyone comes to sleep and rest. The surrounding community around this hotel used to be full of diversity, people of different ethnicities, religions, and various occupations. There was constant movement and migration, a sense of hurry, congestion, and a lively atmosphere.

All of this content was collected and recorded to create an image of past memories, recalling the past in the form of photography. These photos were then turned into printed patterns on natural fabric using the cyanotype technique, or by developing the images with natural sunlight, and finally displayed as an art installation.





REBORN

decorative design

REBORN is a concept by **SC GRANG** about giving new life to unused clothing. Old garments are taken apart, reworked, and made into something new.

This idea compares reborn clothing to nature, like flowers of all sizes growing on a green hill. The flowers represent the clothes coming back to life. The main materials used in the designs are these old clothes, showing how something forgotten can return in a new and natural form.





little girl in the garden (50 x 70cm)

CREATIVE PAINTING

acrylic on canvas



lido (40 x 60cm)

CONTACT

THANK U

Gmail: jitphisut.mah@gmail.com IG: [@jitpisuttong](https://www.instagram.com/@jitpisuttong) Tel: +66 992689594