



Company Profile

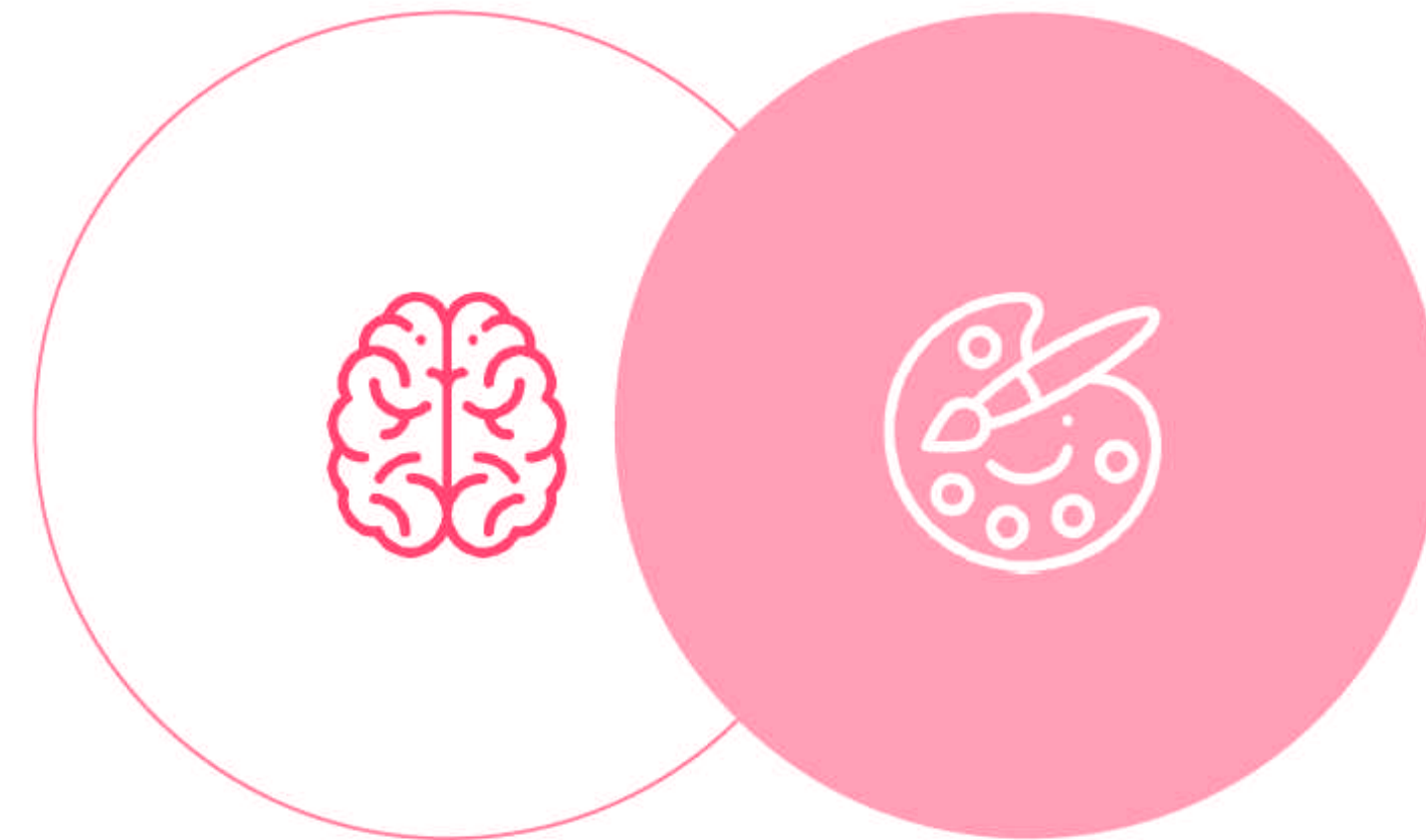
WHO WE ARE

Founded in 2012, Cheee is a team of creatives who collaborate to create stories that help our clients deliver measurable results to their audience. We are specialising in branding and skilled in different areas of design, development, videos, and animation.

We are strategic. We are creative.

Strategy

Strategy is the foundation of our approach. It's the lens we utilize to identify what your brand stands for, to whom it should speak, what it should say and where it should say it.



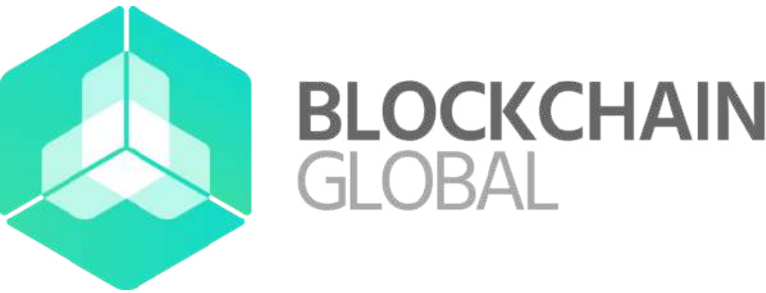
Creativity

Creativity is the platform through which we achieve resonance and elevate brand conversations.

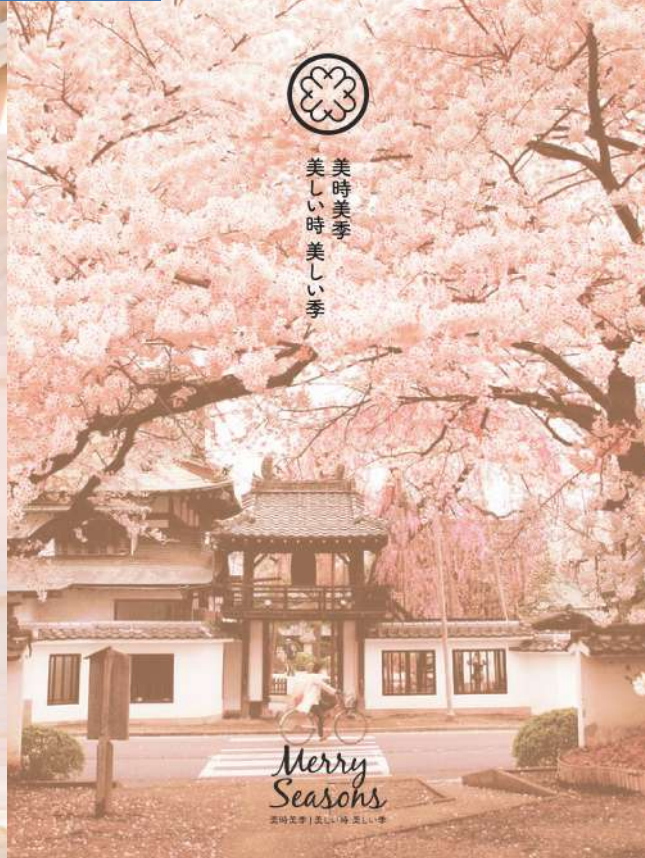
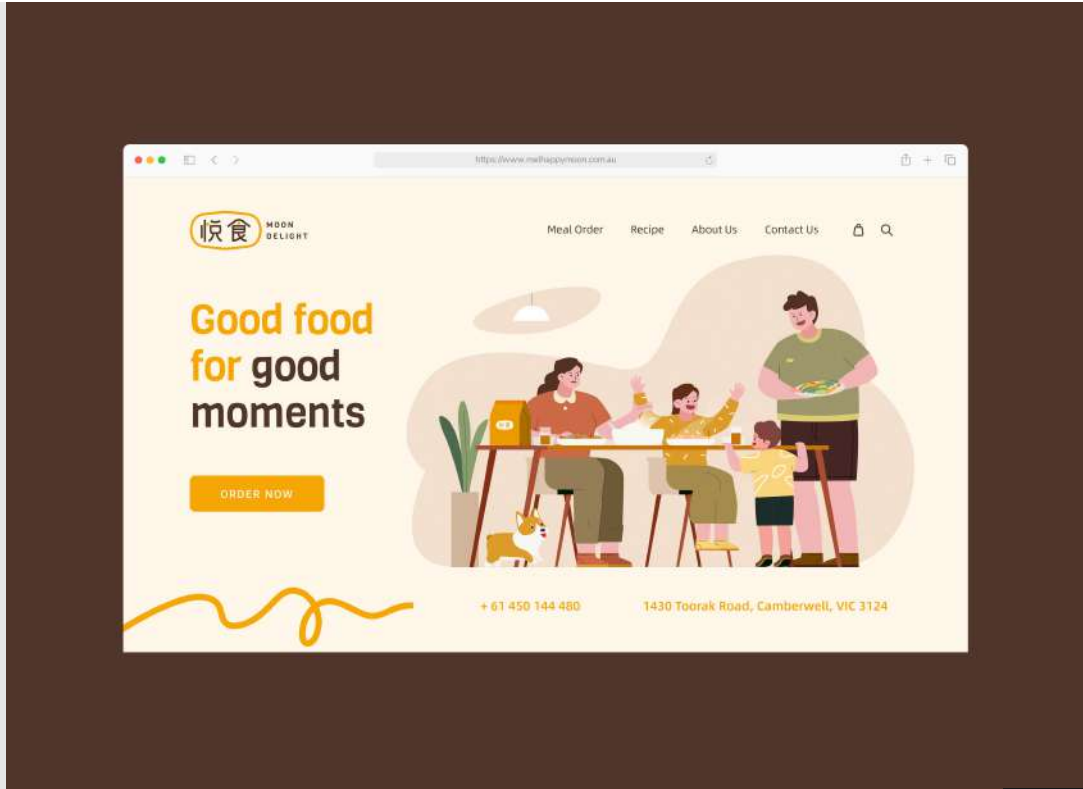
Company Profile

CLIENTS

Since 2012, we have serviced 200+ businesses including Bazzar Harper’s, City of Whitehorse, China Telecom, etc.



Work



Company Profile

AWARDS

2023

Australian Design Awards 2023 Silver

Gov Design Awards 2023 Gold

2022

Melbourne Design Awards 2022 Silver

AGDA (Australian Graphic Design
Association) Design Awards 2022 Finalist



Company Profile

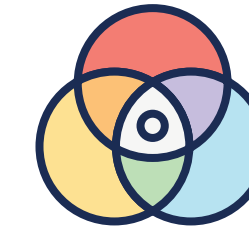
SERVICES

Our services includes Branding, Print and Media Solutions, Web Design, UI & UX Design and Web Development.



Branding

Your brand needs to look good everywhere. We help you to get an attractive brand style which includes Logo, Corporate Identity, Marketing Collateral, Presentation, Exhibition Planning etc.



Print Solution

Consumers buy the products that are beautifully packaged and communicate the brand. We are putting our efforts to make the pack look attractive and useful.



Web and App

Whether you are a startup or well-established company, you must have an online presence. We offer custom professional website-app design, UI & UX design, and development works.



Media Solution

Media are the best way to express, connect and convert online. We create Explainer, Commercial, Corporate, Product videos in multiple formats and style.

Services

BRANDING

Your brand needs to look good everywhere. We help you to get an attractive brand style which includes Logo, Corporate Identity, Marketing Collateral, Exhibition Planning, etc.

Logo Design

Brand Typeface and Colour

Brand Pattern and Icon

Illustration

Corporate Identity

Marketing Collateral

Exhibition Planning

Branding

Logo
Design



Logo Design

Logo Variation

Different logo has different logo variations with normally one primary lock-up, which is either a vertical lock-up or a horizontal lock-up. The other lock-ups include symbol (cameo), ribbon lock-up and emblem, etc.

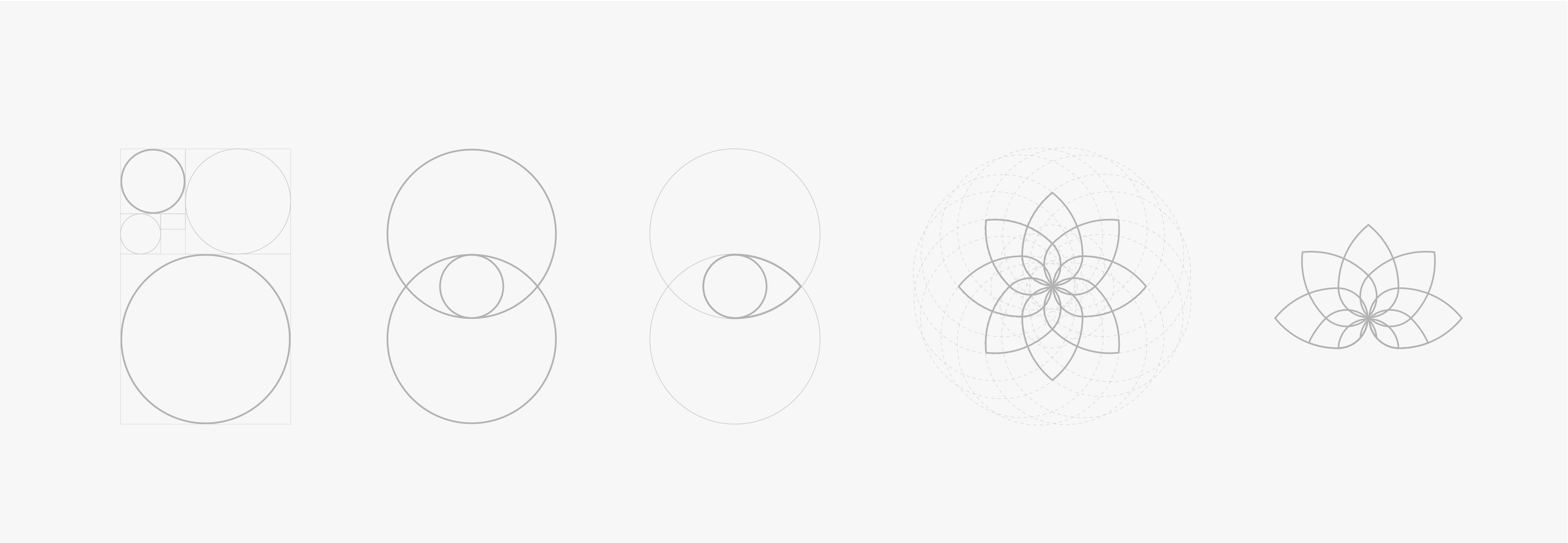
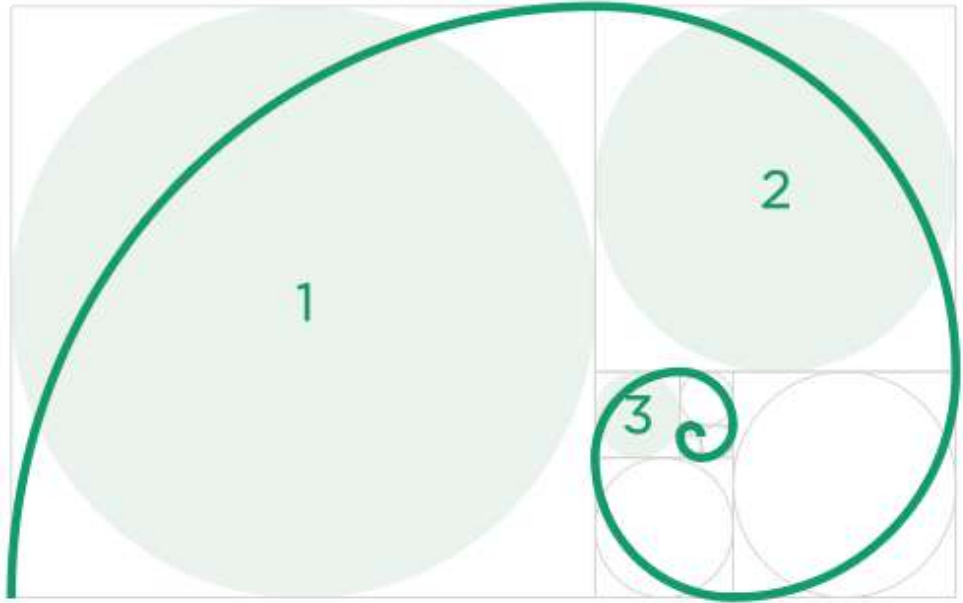
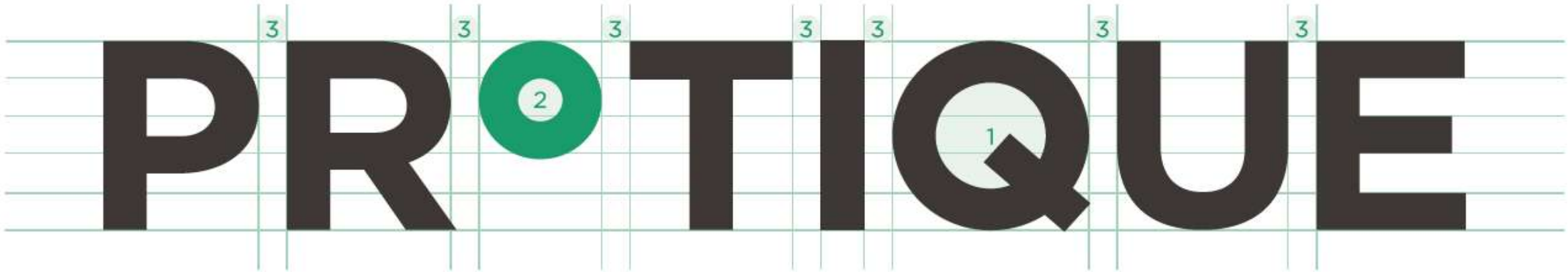


Branding

Logo Design

Logo Construction

It is important to maintain the scale of the logo and understand the grid system of the brand.



Branding

Brand Typeface
and Colour

Brand Typeface

Aa

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}* ,.::;ıı?!\|•¶ @®©™
«»‹›“”‘’„””... ---—_†‡¬+<=>≠≤≥±÷−×∞~≈°
\$¢£¥€§#%‰

风格与字重

Light
Regular
Italic
Medium
SemiBold
Bold
Black

Aa

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}* ,.::;ıı?!\|•¶ @®©™
«»‹›“”‘’„””... ---—_†‡¬+<=>≠≤≥±÷−×∞~≈°
\$¢£¥€§#%‰

Aa

思源黑体

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}* ,.::;ıı?!\|•¶ @®©™
« » ‹ › “ ” ‘ ’ ” ” … - - -
_ † ‡ ¬ + < = > ≠ ≤ ≥ ± ÷ − × ∞ ~ ≈ °
\$ ¢ £ ¥ € § # % ‰

Brand Typeface and Colour

Brand Typographic Hierachy

CONTEXT TEXT
AND INNER HEADLINES

Caption Text

Protique
-
Open Sans Regular
8 pt Type /11 pt Leading

Copy Text

Protique
-
Open Sans Regular
10 pt Type /12 pt Leading

Headlines
Copytext

Protique
-
Open Sans Regular
12pt Type / 16pt Leading

HEADLINES AND
TYPOBREAKS

Sublines
Sections

Protique
-
Open Sans Semibold
16pt Type / 20 pt Leading

Big Headlines
and Title

Protique
-
Open Sans Bold
21pt Type / 26 pt Leading

Sequencer
and Title for
Marketing

Protique
-
Open Sans Bold
32pt Type / 40 pt Leading

Brand Typeface and Colour

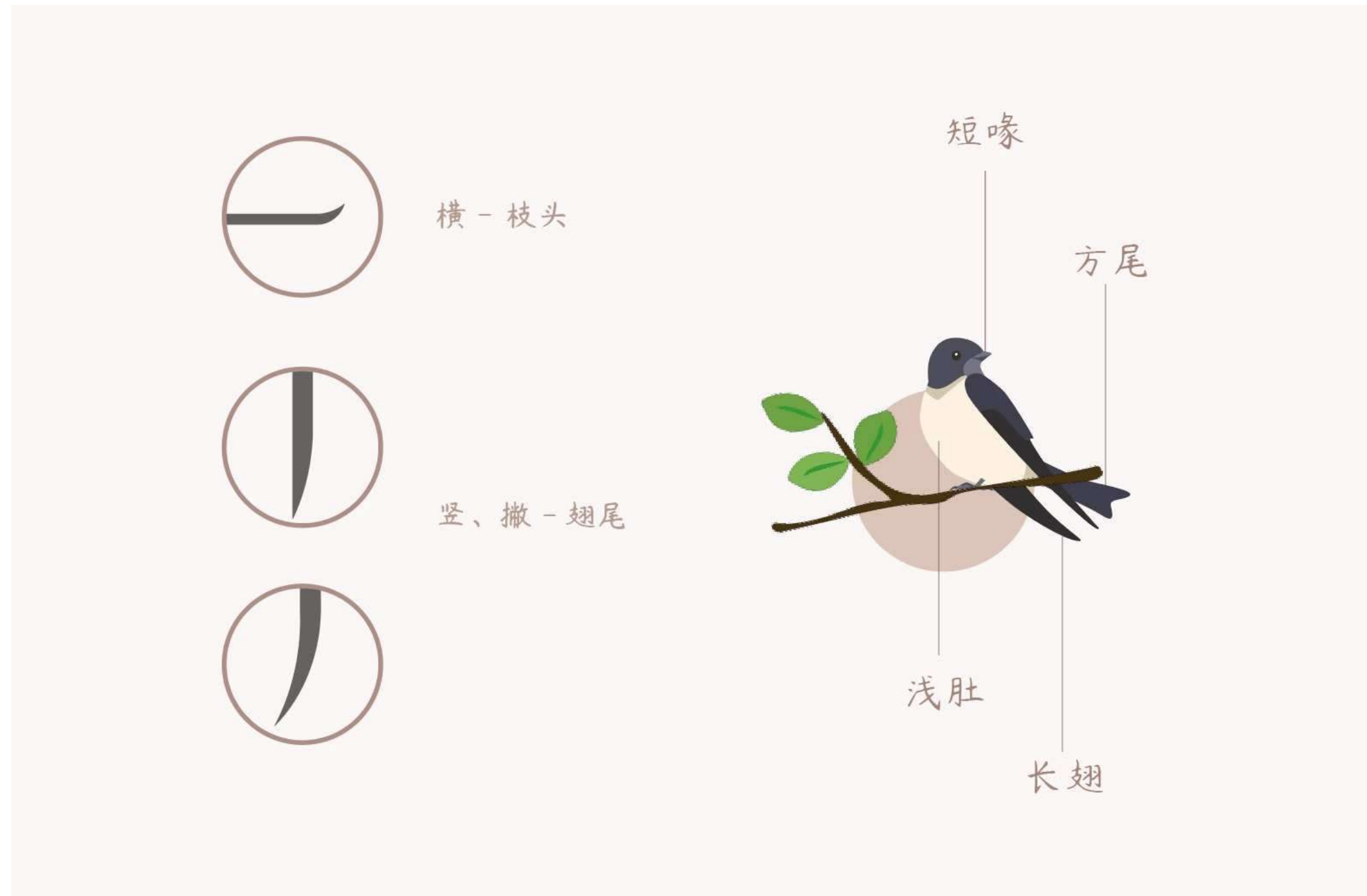
English Typeface (Customised)



Branding

Brand Typeface and Colour

Chinese Typeface (Customised)



Branding

Brand Typeface and Colour

Brand Primary Colour



Brand Typeface and Colour

Brand Secondary Colour

PANTONE 2248 C

CMYK : 59 0 53 0
RGB : 113 183 144
Web : #71B790

PANTONE 2246 C

CMYK : 35 0 33 0
RGB : 168 213 186
Web : #A8D5BA

PANTONE COOL GRAY 10 C

CMYK : 40 30 20 66
RGB : 99 102 106
Web : #63666A

PANTONE COOL GRAY 1 C

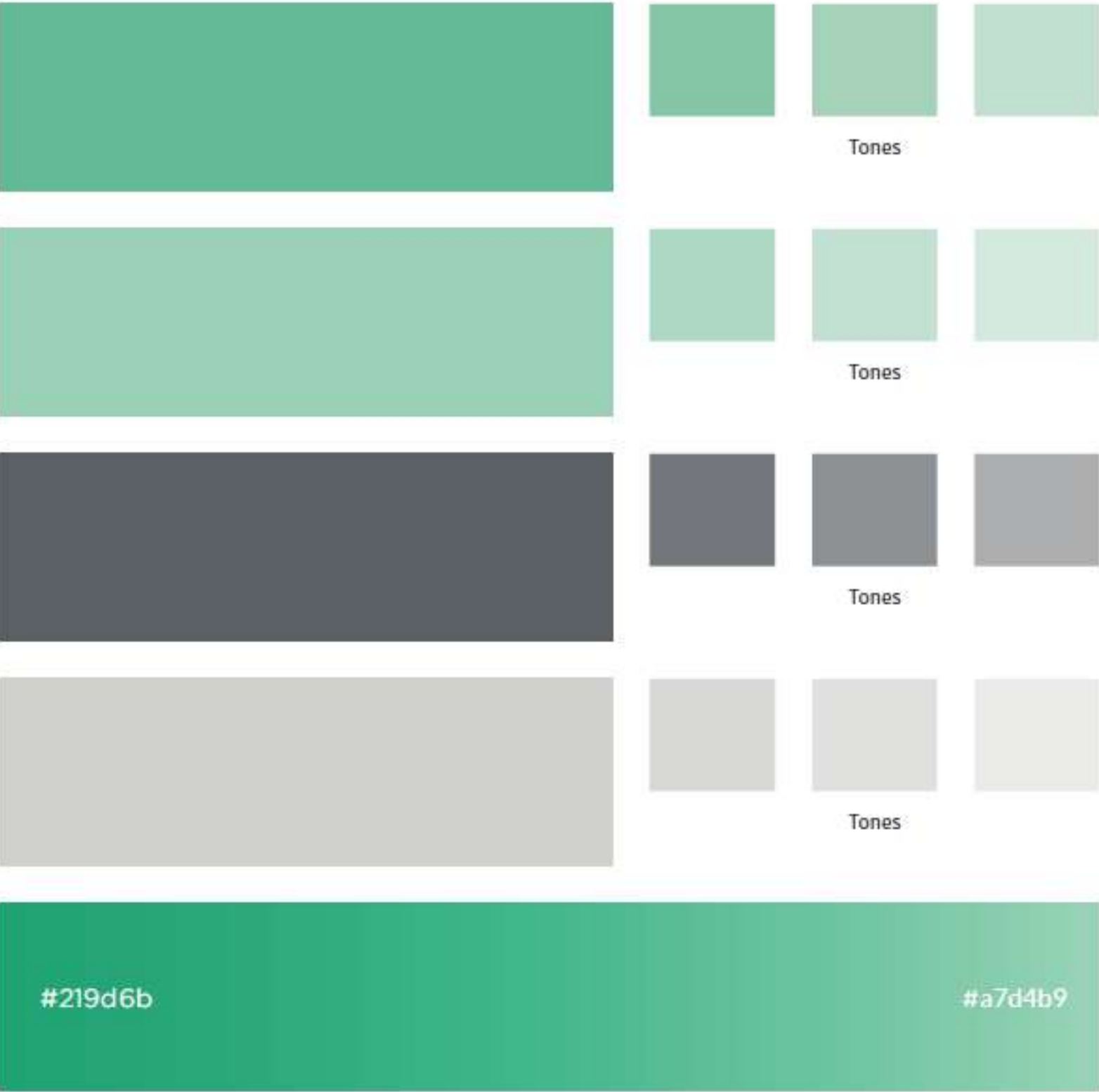
CMYK : 4 2 4 8
RGB : 217 217 214
Web : #D9D9D6

GRADIENT

SECONDARY COLOUR SYSTEM

Explanation:
The Secondary colours are complementary to our official colours, but are not recognisable identifiers for our company. Secondary colours should be used sparingly (less than 10 % of the palette in one piece.)

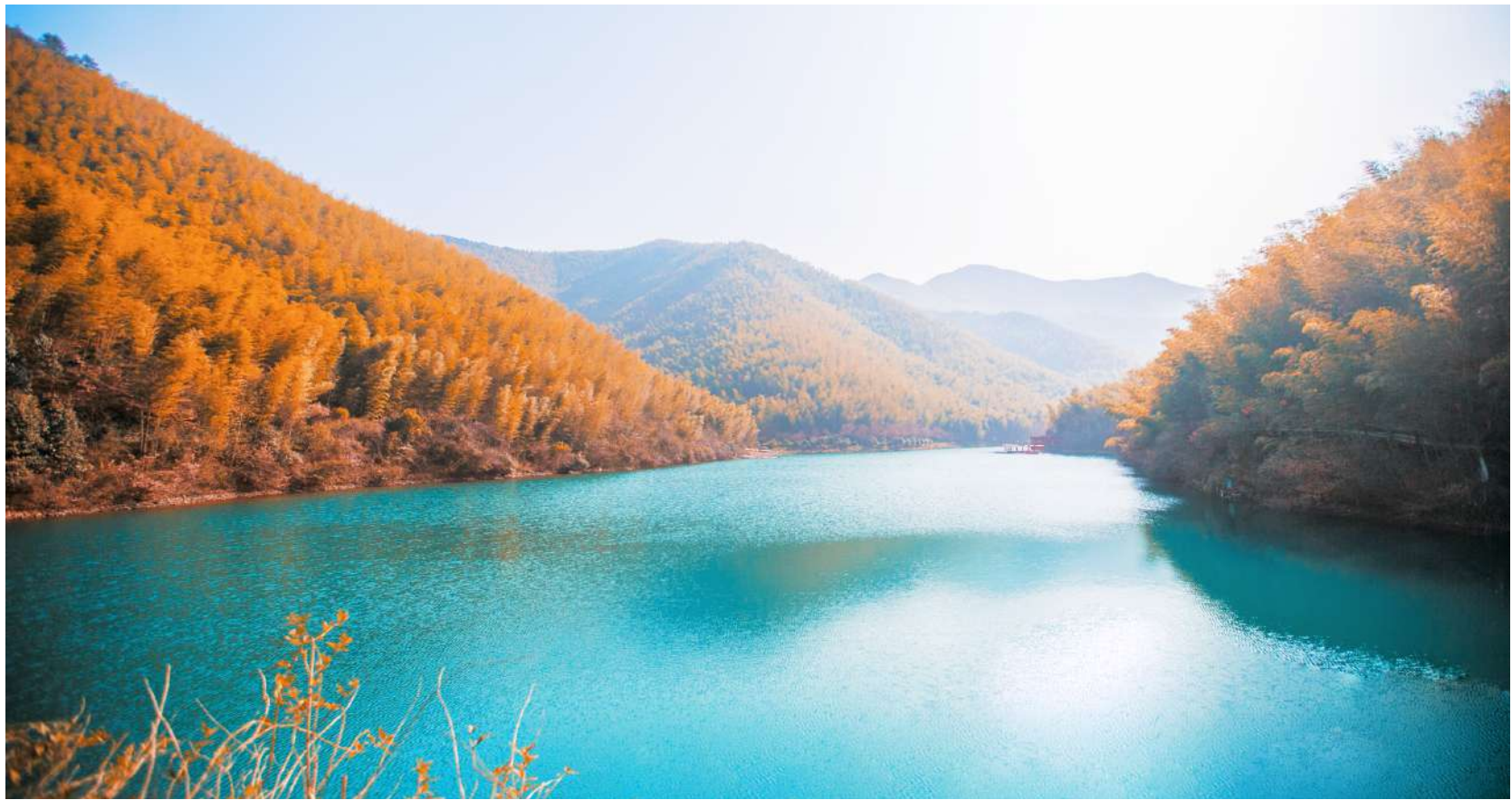
Usage:
Use them to accent and support the primary colour palette.



Branding

Brand Pattern and Icon

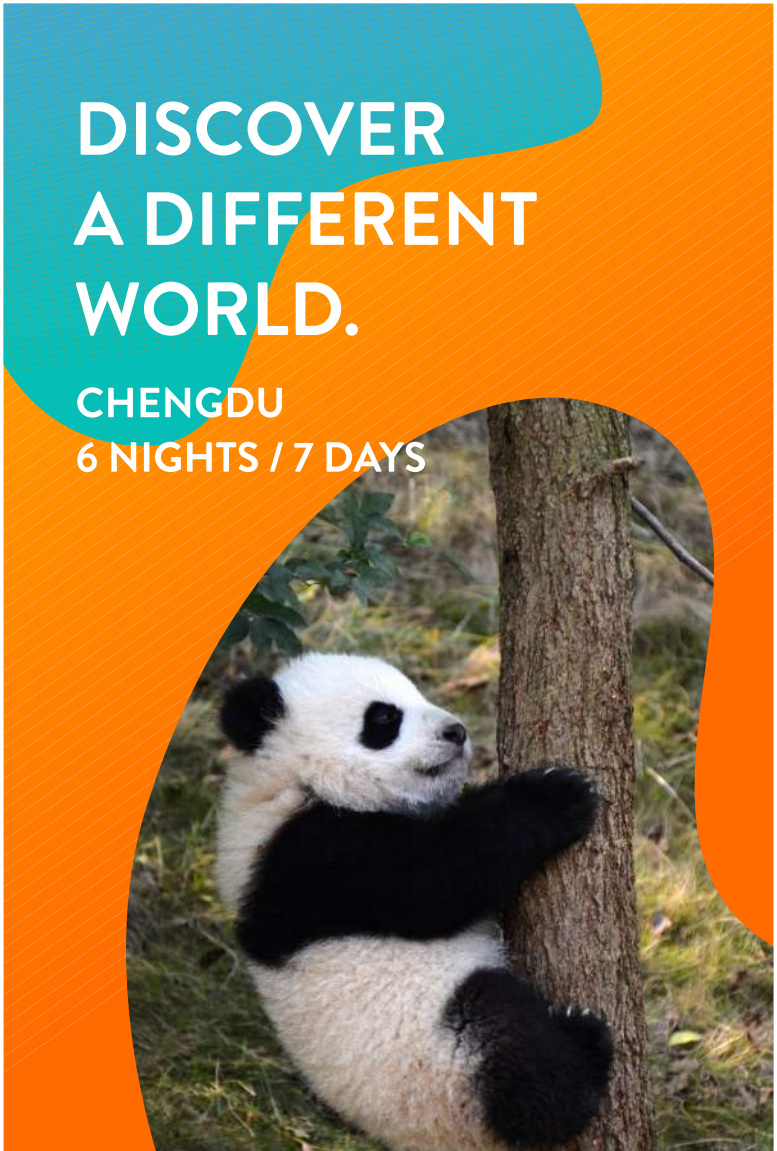
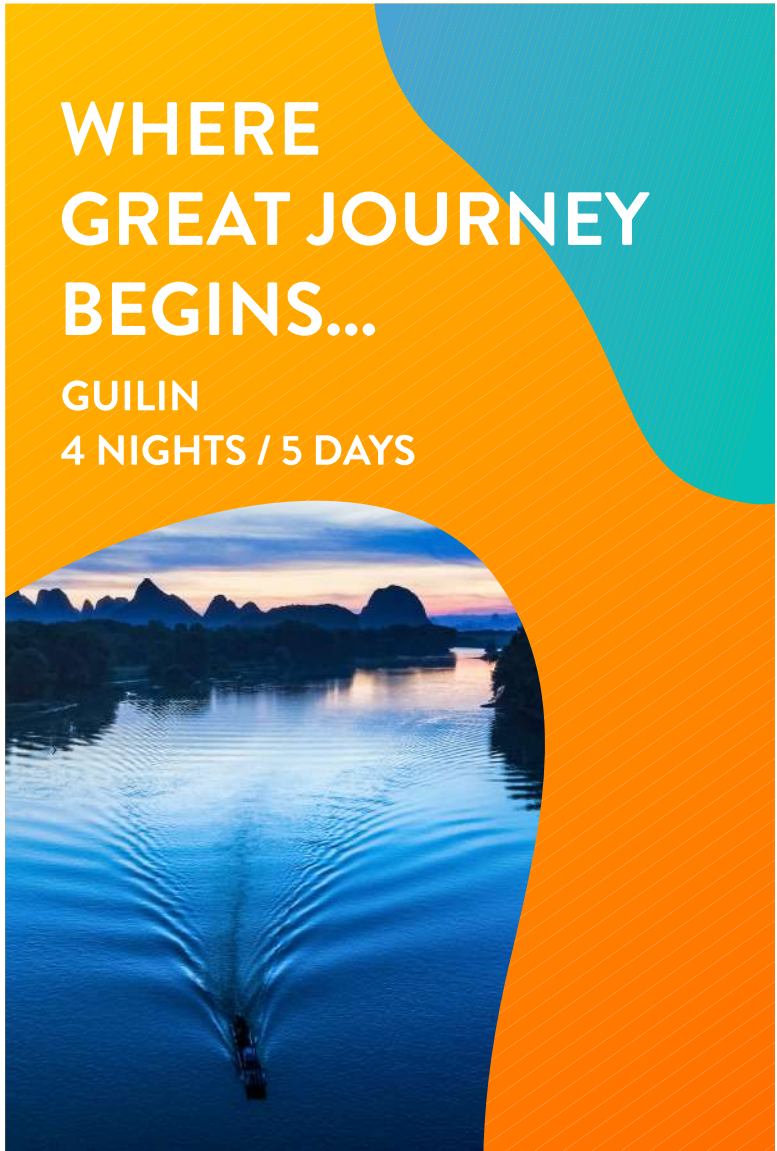
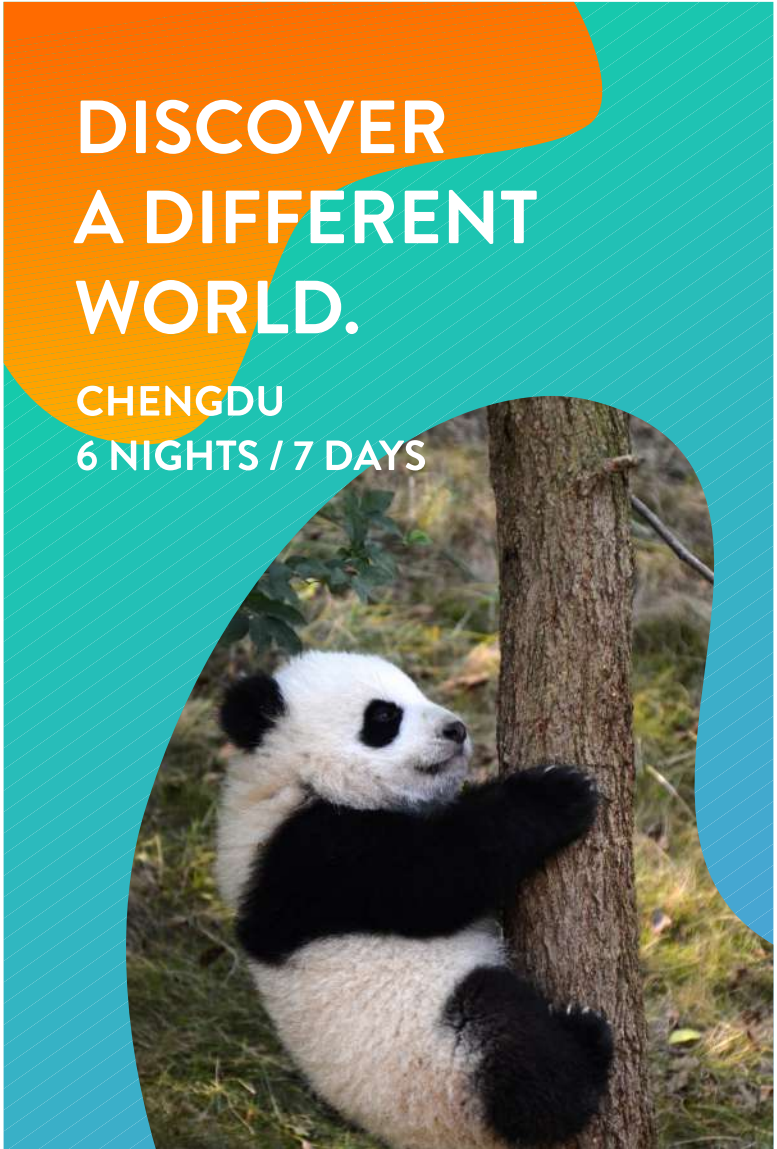
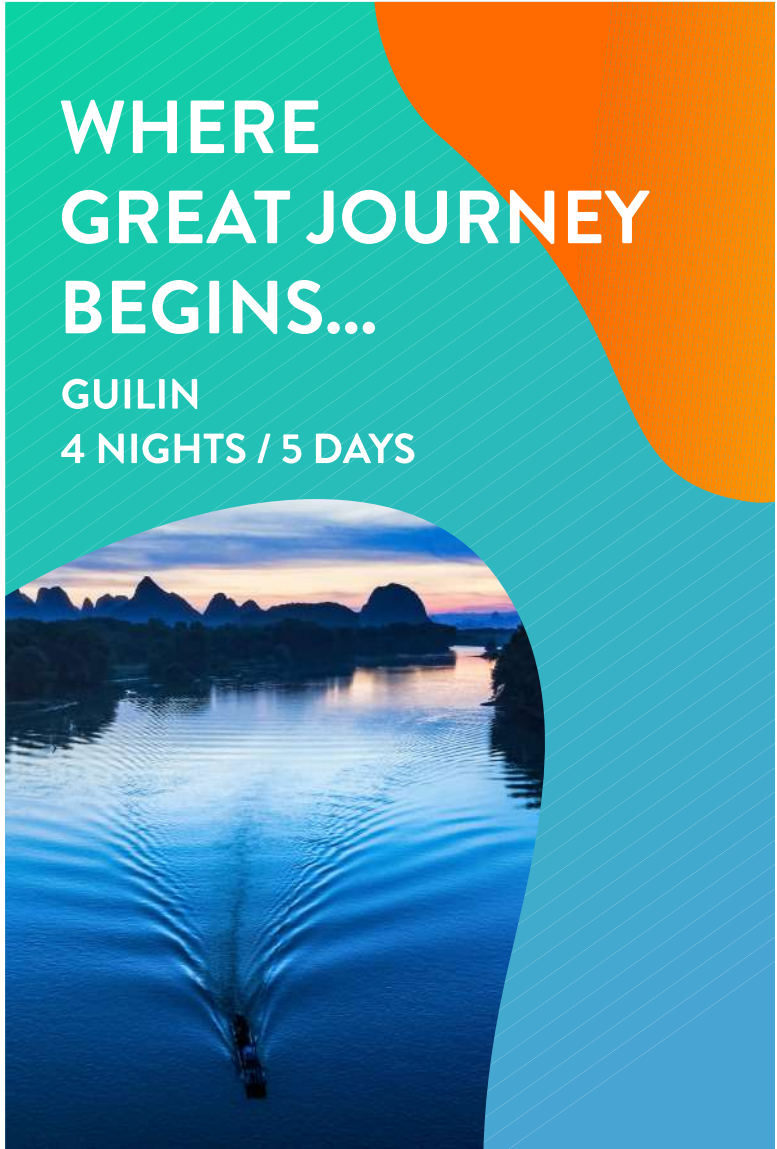
Brand Pattern



Branding

Brand
Pattern
and Icon

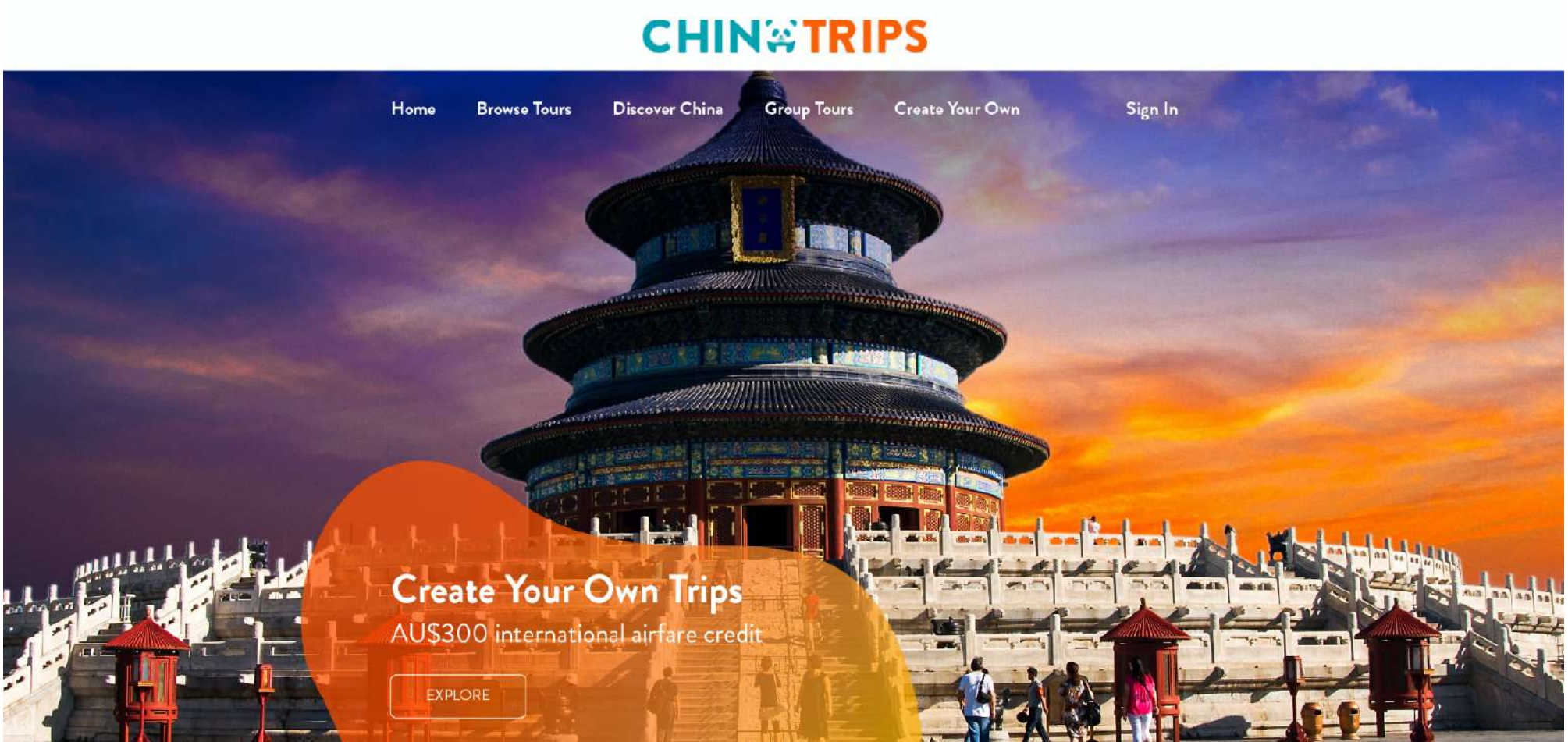
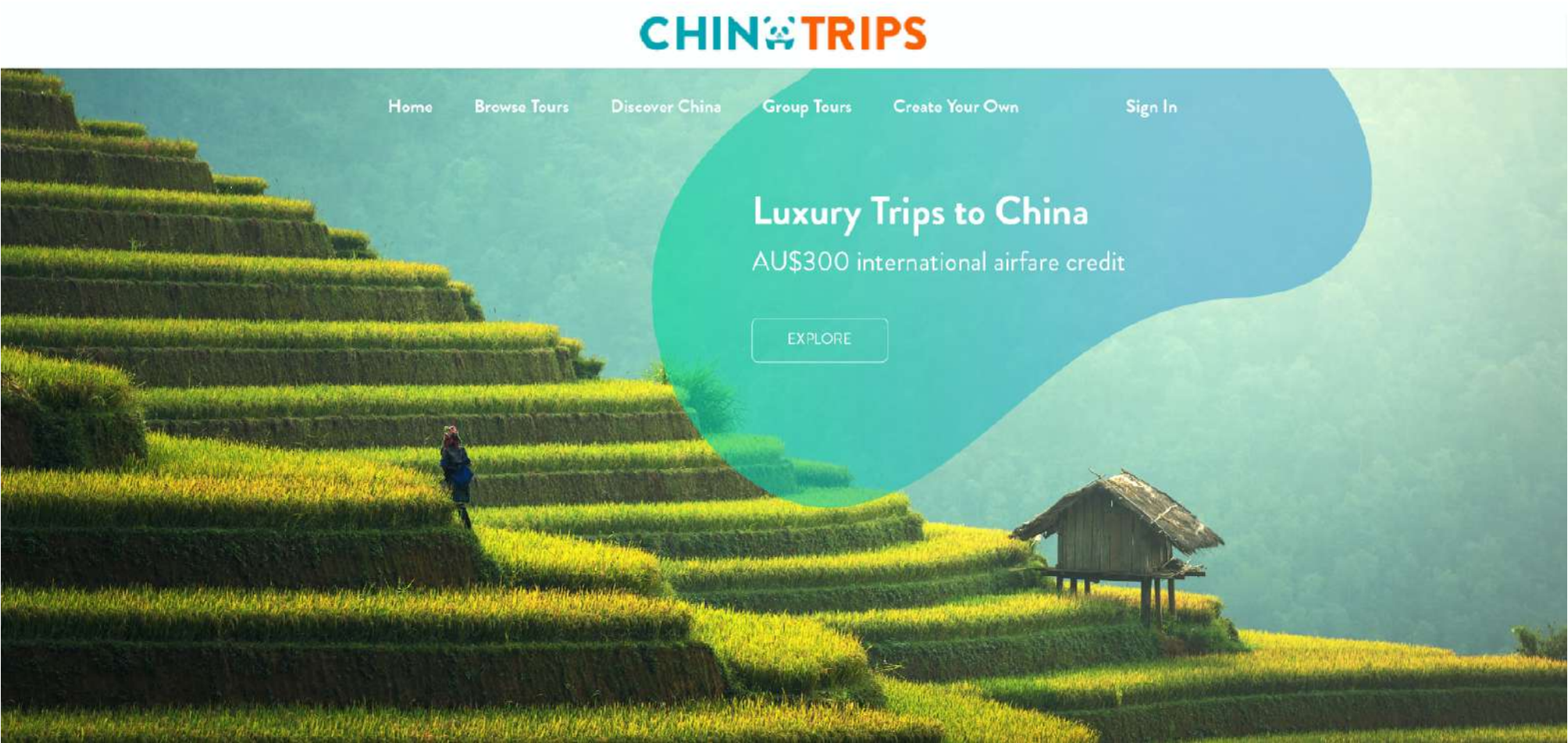
Brand Pattern



Branding

Brand
Pattern
and Icon

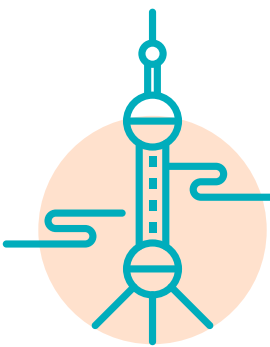
Brand Pattern



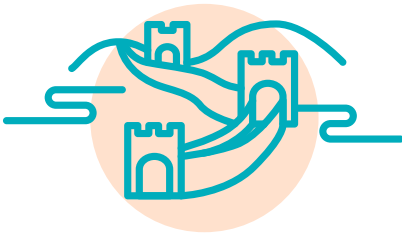
Branding

Brand
Pattern
and Icon

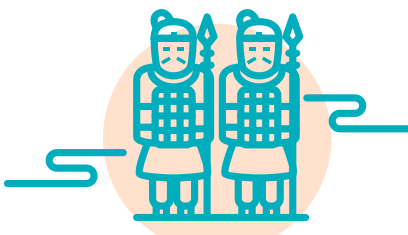
Brand Icon



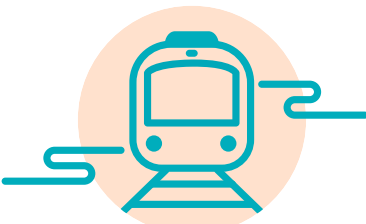
SHANGHAI



BEIJING



XI'AN



TRAIN



GROUP SIZE



EMAIL



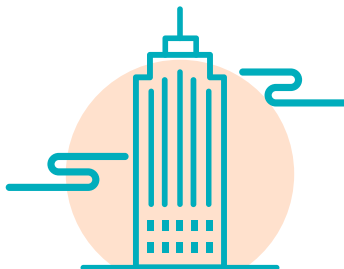
PHONE



TOURS



FLIGHT



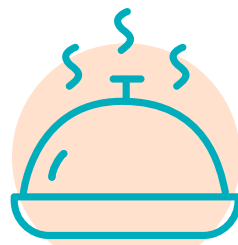
HOTEL



BUS



ITINERARY



MEAL



LOCAL GUIDE



MAP

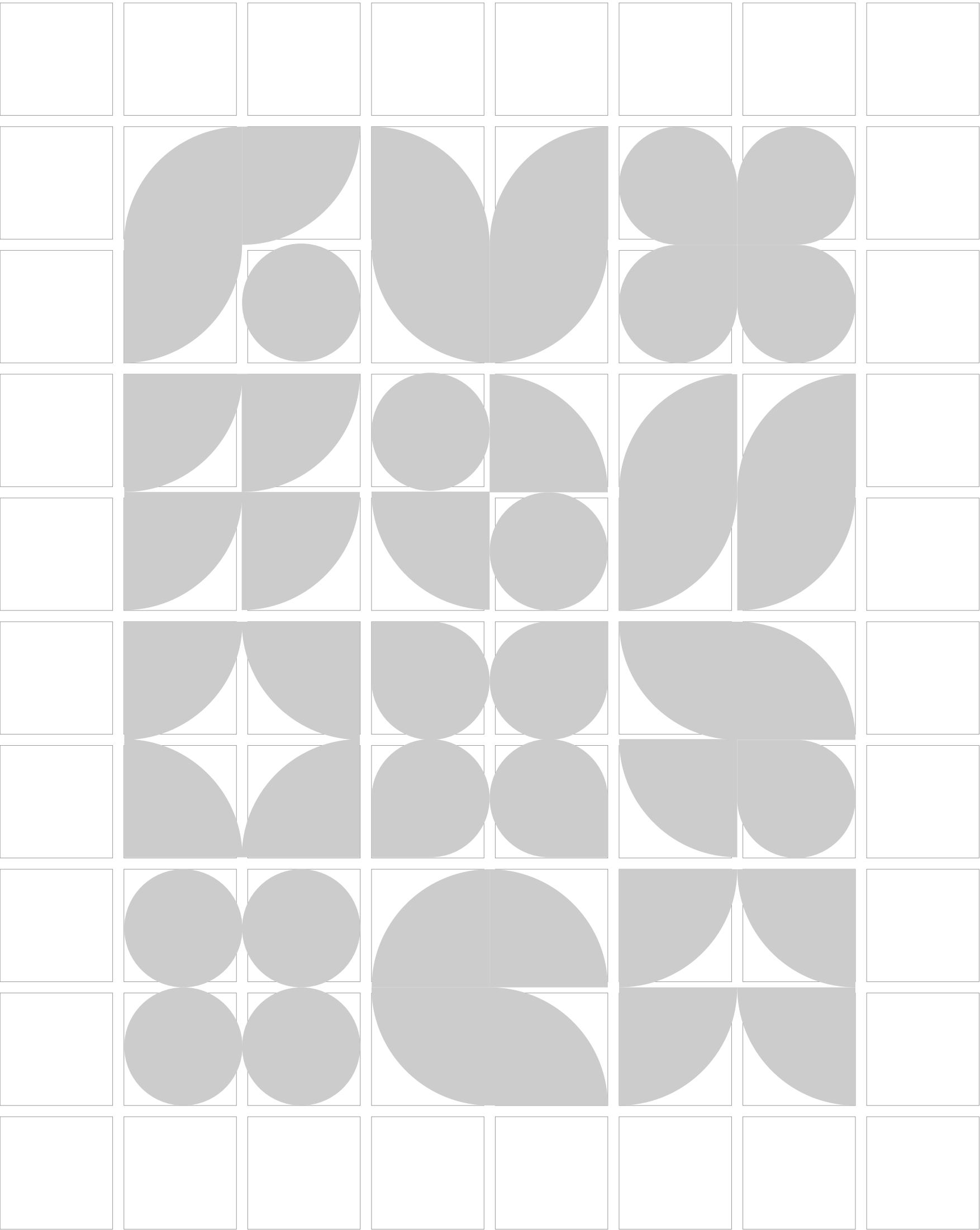
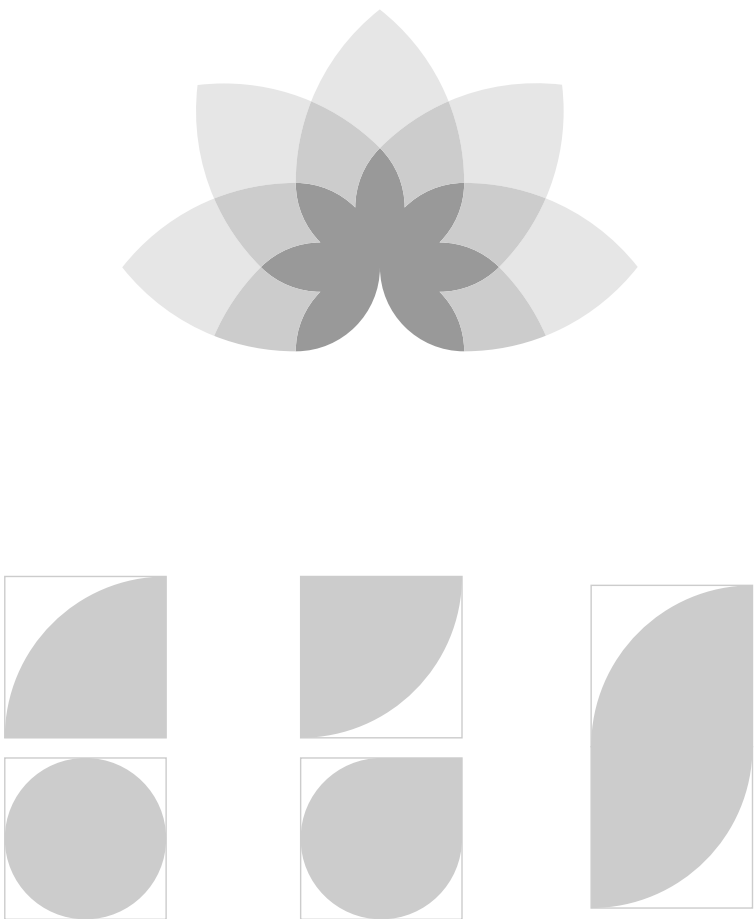


SHOPPING

Branding

Brand
Pattern
and Icon

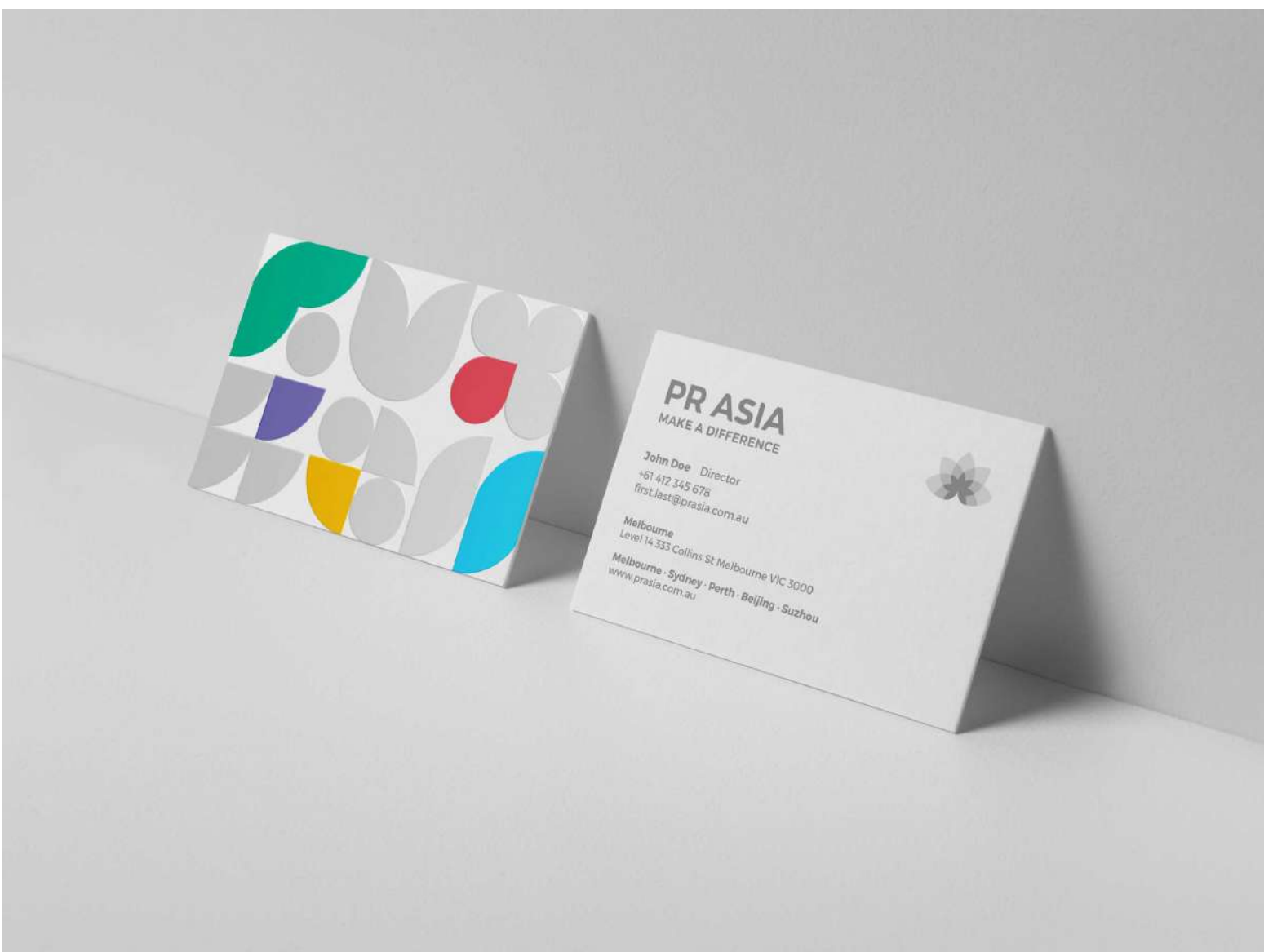
Brand Pattern



Branding

Brand
Pattern
and Icon

Brand Pattern



Branding

Brand
Pattern
and Icon

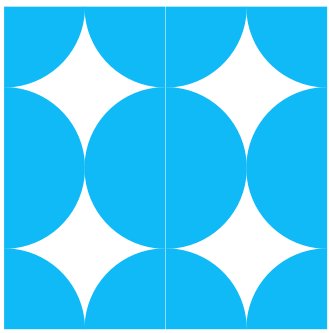
Brand Icon



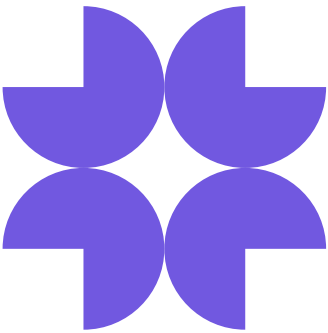
Personality



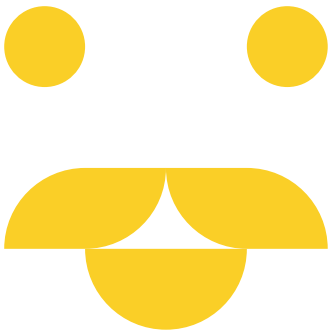
Enlighten



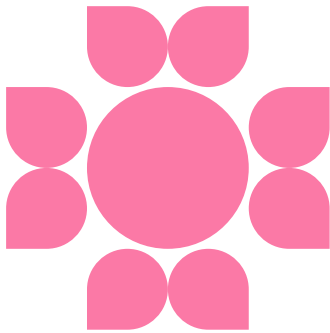
Energy



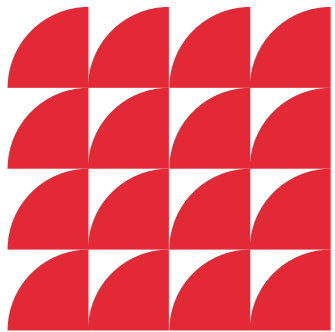
Relax



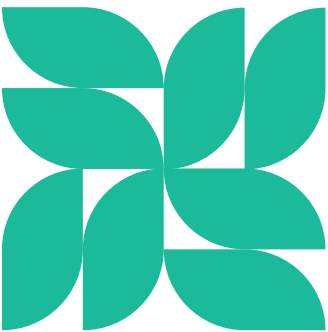
Humor



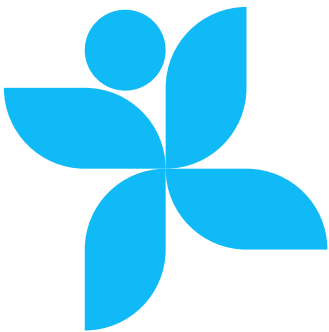
Lifestyle



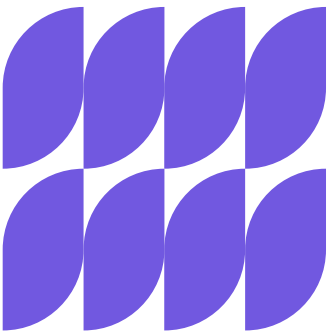
Trend



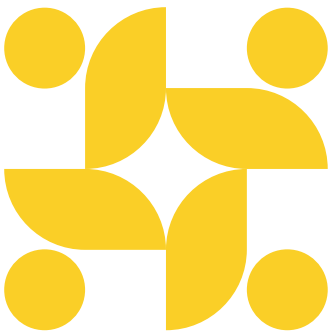
Explore



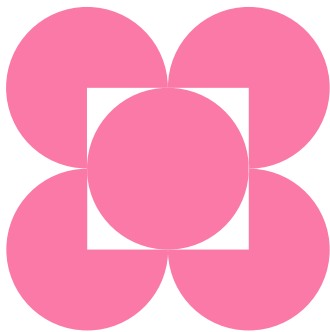
Health



Memory



Social



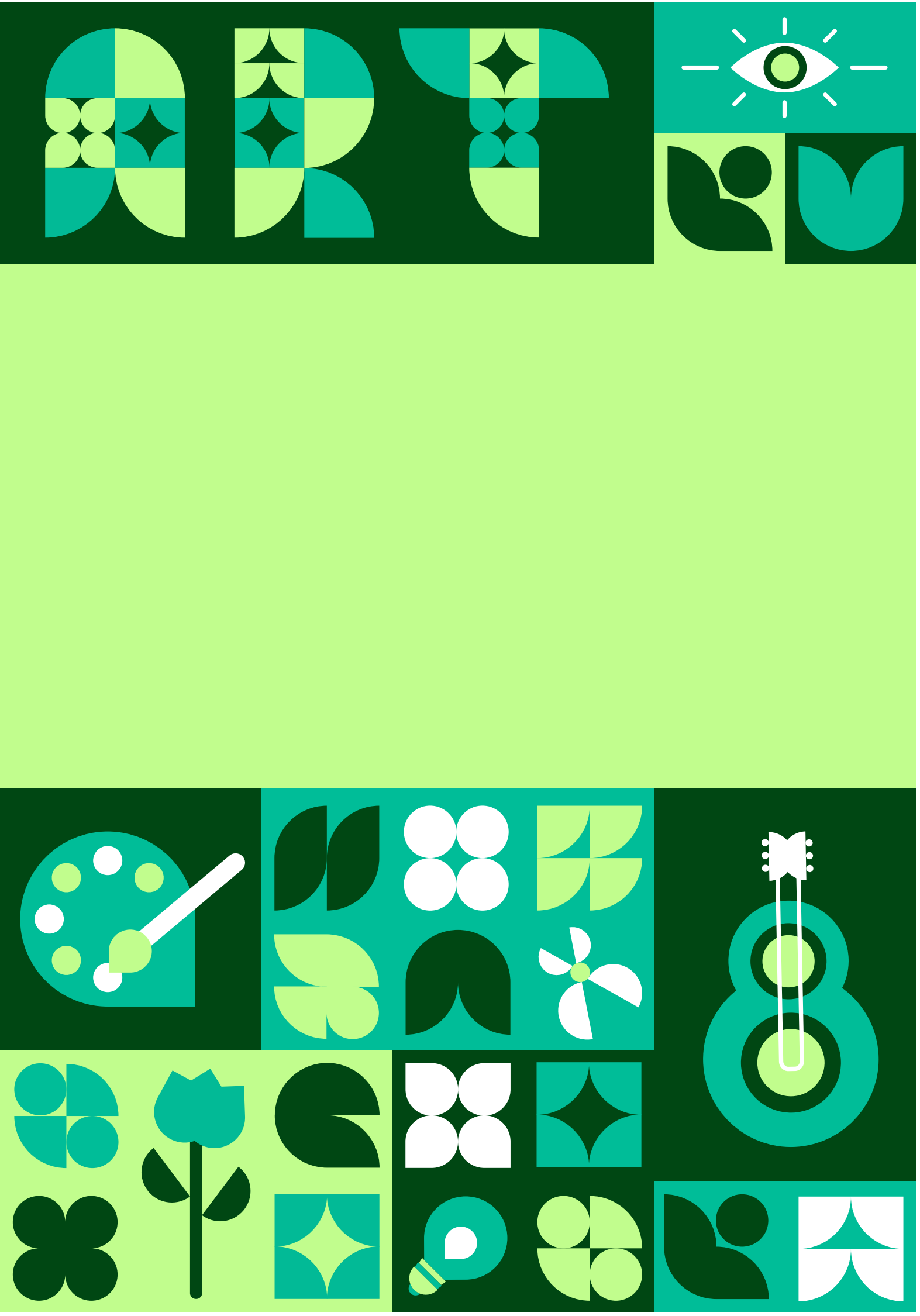
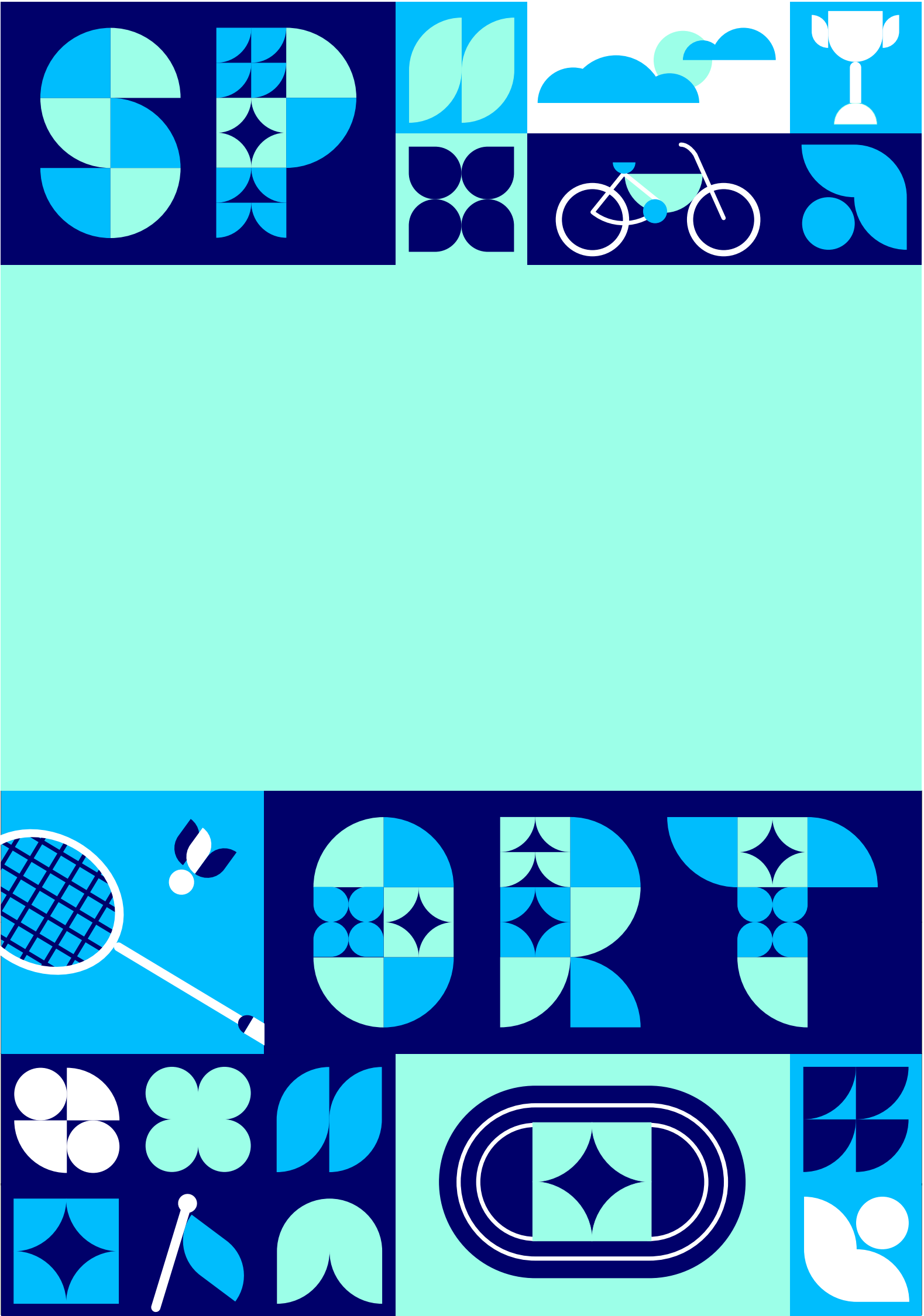
Share



Branding

Brand Pattern and Icon

Brand Icon



Branding

Illustration



Branding

Illustration



Branding

Corporate Identity

Also known as VI, visual identity, it includes business card, letterhead, envelope and presentation folder.

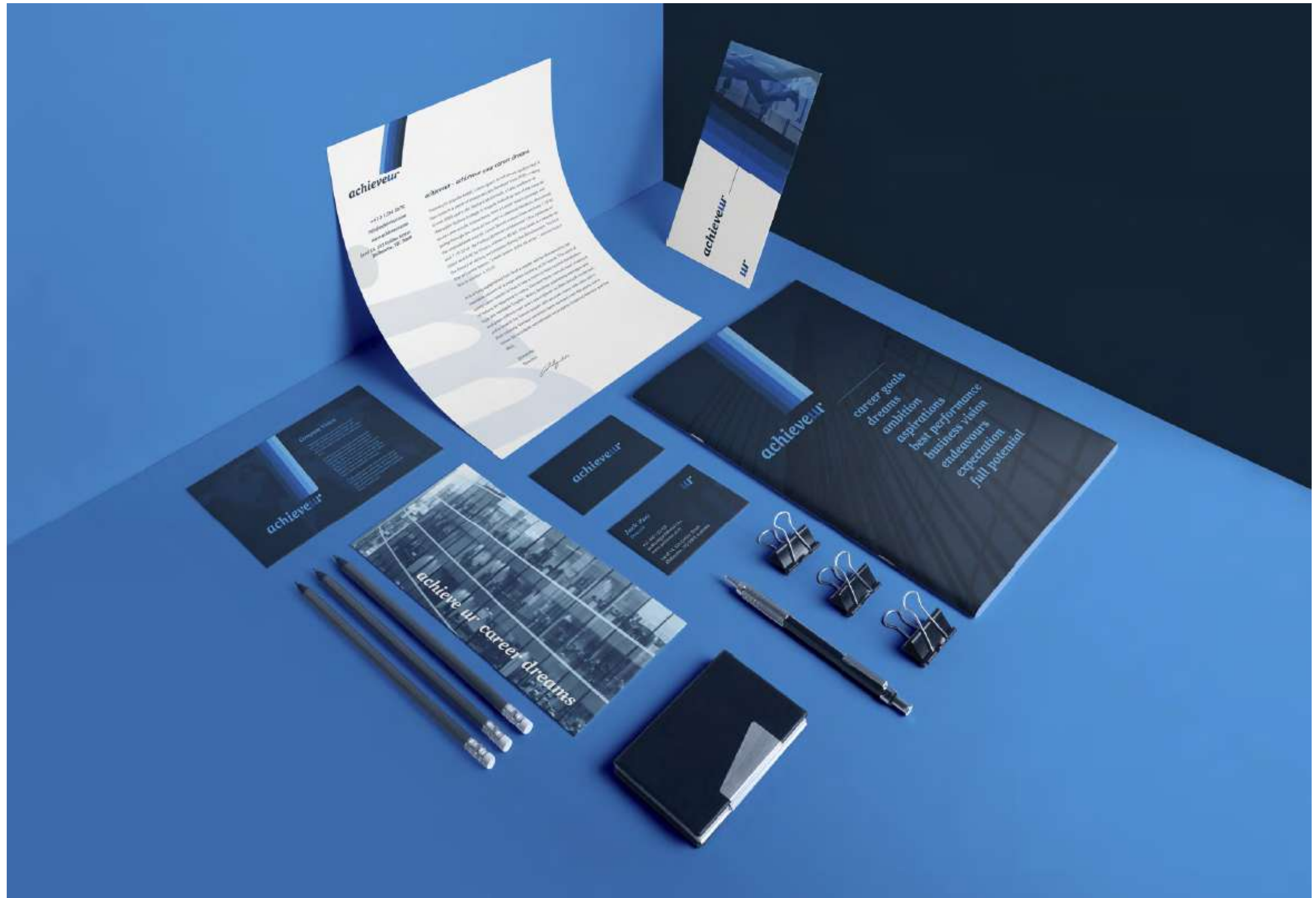




Branding

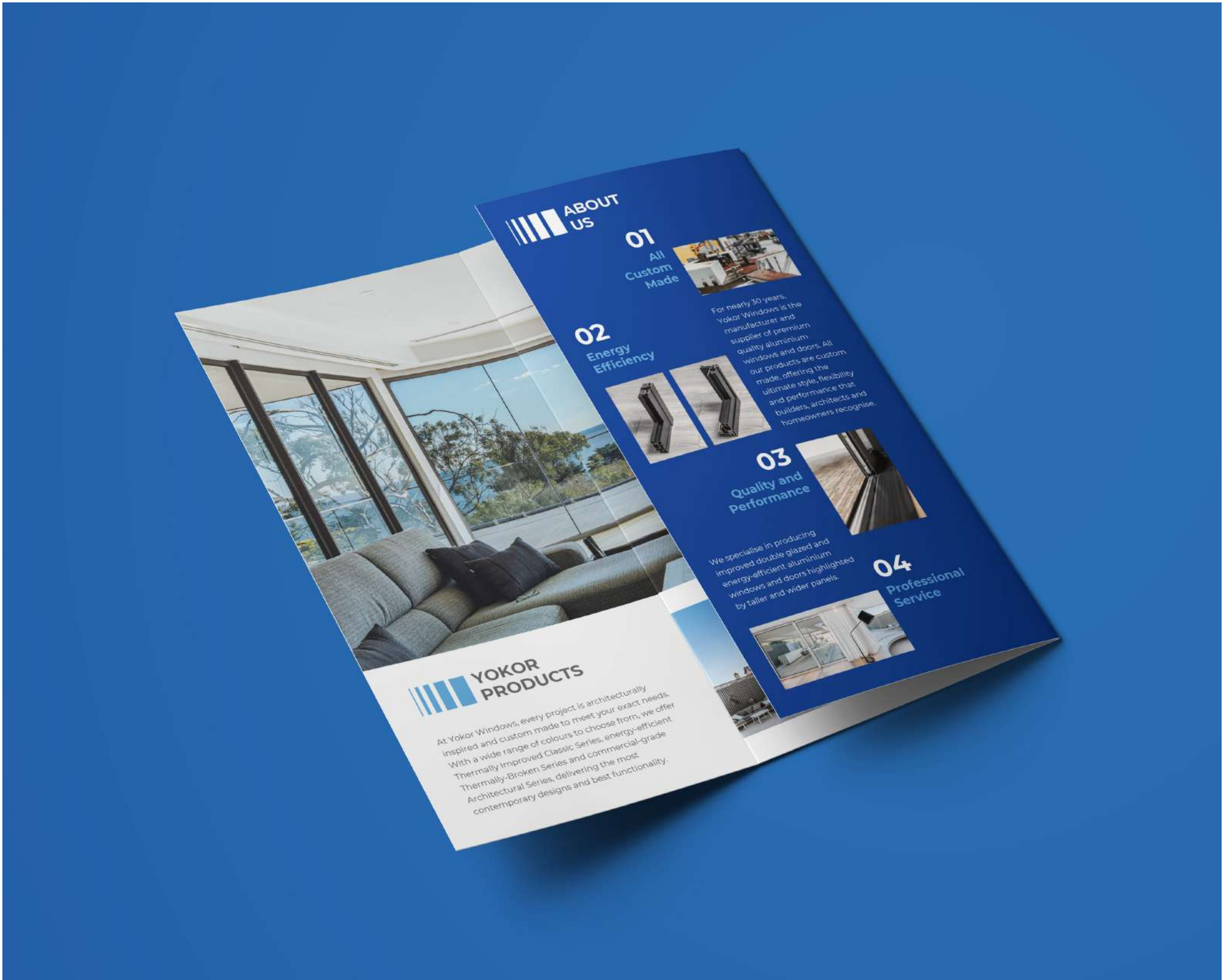
Marketing Collateral

Marketing collateral design includes brochure, flyer, pull-up banner, invitation, outdoor signage, flag, etc.



Branding

Marketing Collateral



Branding

Marketing Collateral



Cheee Creative Studio



Branding

Marketing
Collateral



Branding

Marketing Collateral



Branding

Exhibition Planning



Branding

Exhibition Planning



Services

PRINT SOLUTION

Consumers buy the products that are beautifully packaged and communicate the brand. We are putting our efforts to make the pack look attractive and useful.

Package Design

Menu Design

Card Design

Signage Design

Other Design

Print Solution

Package Design



Print Solution

Package Design



Print Solution

Package Design

SCENT OF

Cheee Creative Studio



Menu Design



Print Solution

Printing Specification

Matte Gold Foiled Logo

Artwork Specification

3mm bleeding

Matte Gold Foiled Logo

Paper General Requirement

White Buckram Cover

Recycled | ACID Free | ISO 14001 EMS

This design concept is produced by CHEEE Creative Studio.

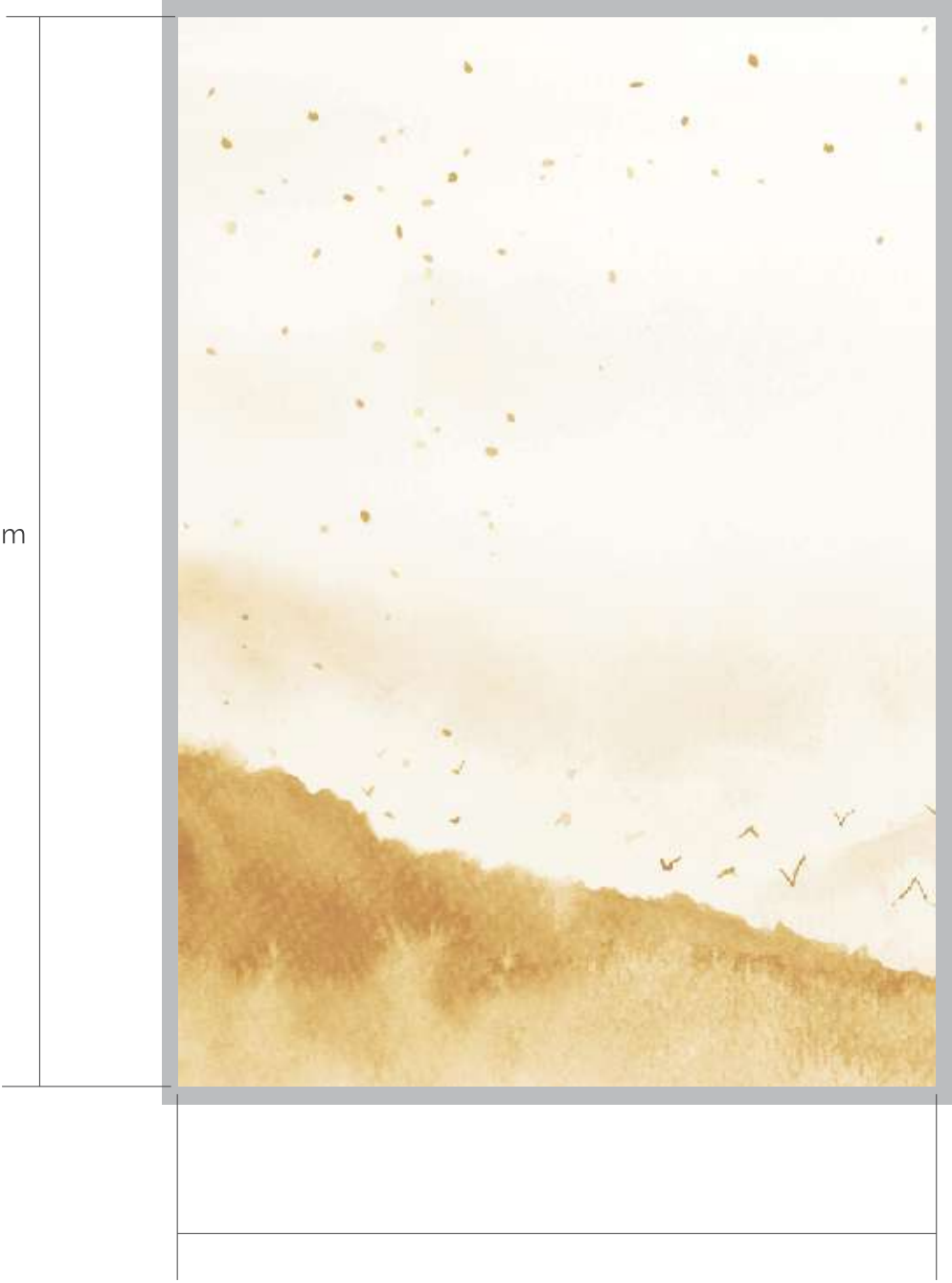
For Further Information Please Contact:

CHEEE Creative Studio

info@cheee.com.au

www.cheee.com.au


Back



325 mm

230 mm

Front




325 mm

230 mm

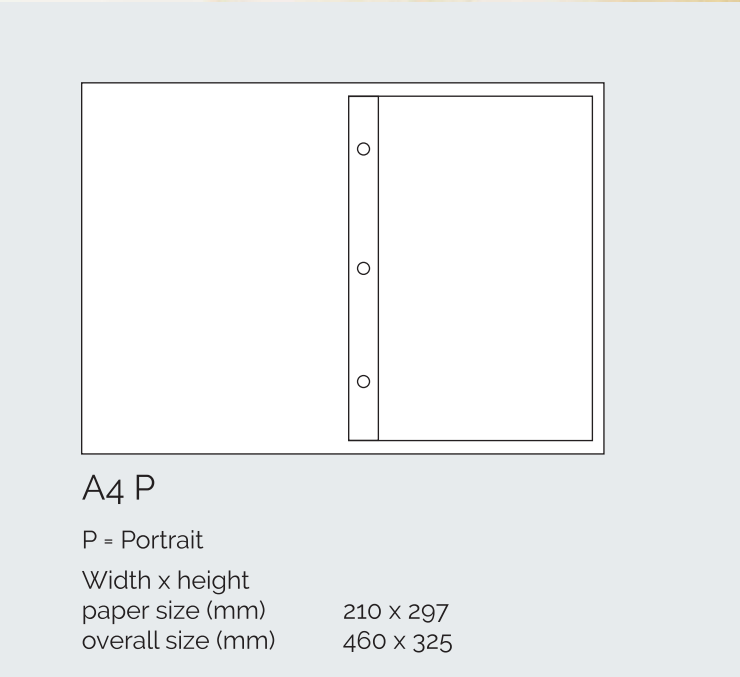
3 mm bleeding

Matte Gold Foiled Logo



Three Golden Screws


Casebound Screw Binding
Three Golden Screws
Print On White Buckram Cover
Matte Gold Foiled Logo



A4 P

P = Portrait

Width x height
paper size (mm) 210 x 297
overall size (mm) 460 x 325



GLOSS GOLD

MATTE GOLD

GLOSS PALE GOLD

CHEEE ♥

Card Design



	COTTON & LINEN	WOOL, MOHAIR, CASHMERE, & ANGORA	SILK, & SILK BLENDS (50% OR MORE)	POLYESTER, NYLON	MODAL	VISCOSE, RAYON	LYCRA, SPANDEX	ACETATE	RAMIE
WASHING	<ul style="list-style-type: none">- all water temperatures- separate colours	<ul style="list-style-type: none">- cold water temperatures- separate colours- use mesh bag	<ul style="list-style-type: none">- cold water temperatures- use mesh bag	<ul style="list-style-type: none">- warm water temperatures- separate colours	<ul style="list-style-type: none">- all water temperatures- separate colours	<ul style="list-style-type: none">- cold water temperatures- use mesh bag	<ul style="list-style-type: none">- all water temperatures- separate colours	<ul style="list-style-type: none">- cold water temperatures- use mesh bag	<ul style="list-style-type: none">- cold water temperatures- separate colours- use mesh bag
DRYING	<ul style="list-style-type: none">- Linen: dryer on low or line dry- Cotton: dryer on high or hang dry	<ul style="list-style-type: none">- don't use dryer- press out water with a towel	<ul style="list-style-type: none">- don't use dryer- reshape & lay flat to dry or hang dry	<ul style="list-style-type: none">- tumble dry on low- or line dry- or hang dry	<ul style="list-style-type: none">- dryer on high or hang dry	<ul style="list-style-type: none">- don't use dryer- don't wring or twist	<ul style="list-style-type: none">- tumble dry on low- or line dry	<ul style="list-style-type: none">- don't use dryer- lay flat to dry or line dry	<ul style="list-style-type: none">- tumble dry on low- don't wring or twist
IRONING	<ul style="list-style-type: none">- Linen: press when damp- Cotton: iron on hot or steam	<ul style="list-style-type: none">- steam only	<ul style="list-style-type: none">- steam or iron on low- press inside-out	<ul style="list-style-type: none">- steam or press on low to medium heat	<ul style="list-style-type: none">- steam or iron on hot	<ul style="list-style-type: none">- steam or turn inside out while slightly damp	<ul style="list-style-type: none">- steam or iron on low	<ul style="list-style-type: none">- press while damp with cool iron on the wrong side	<ul style="list-style-type: none">- steam or iron on low- or iron on med or high while damp
CAUTION	<ul style="list-style-type: none">- don't use bleach unless garment is white- overbleaching can cause yellowing or damage	<ul style="list-style-type: none">- don't use bleach- check care tag to see if dry cleaning is recommended	<ul style="list-style-type: none">- don't use bleach- don't use hot water	<ul style="list-style-type: none">- don't use bleach	<ul style="list-style-type: none">- don't use bleach	<ul style="list-style-type: none">- don't use bleach- don't use hot water	<ul style="list-style-type: none">- don't use bleach- don't use dryer sheets	<ul style="list-style-type: none">- don't use bleach sheets- don't use fabric conditioner	<ul style="list-style-type: none">- don't use bleach- don't use hot water

Print Solution

Card Design



Print Solution

Signage Design



Print Solution

Other Design

Certificate Design



Print Solution

Other Design

Vehicle Sticker



Services

WEB & APP

Whether you are a startup or well-established company, you must have an online presence. We offer custom professional website-app design, UI & UX design, and development works.

Website Design & Development

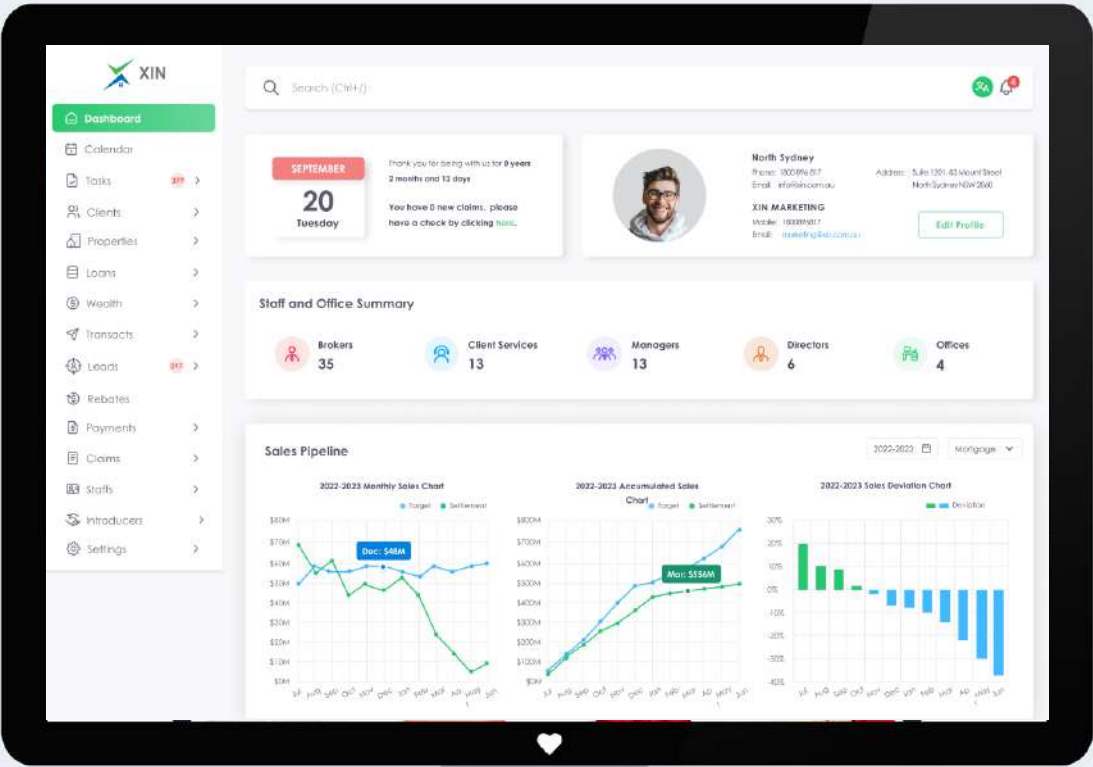
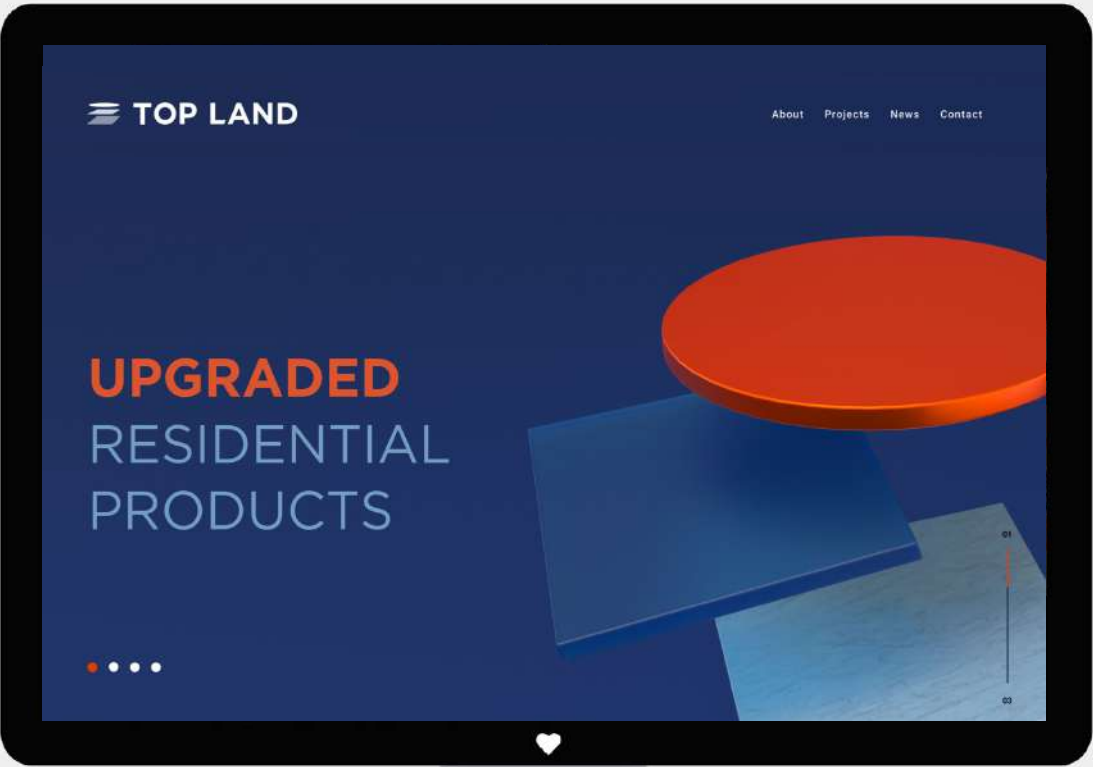
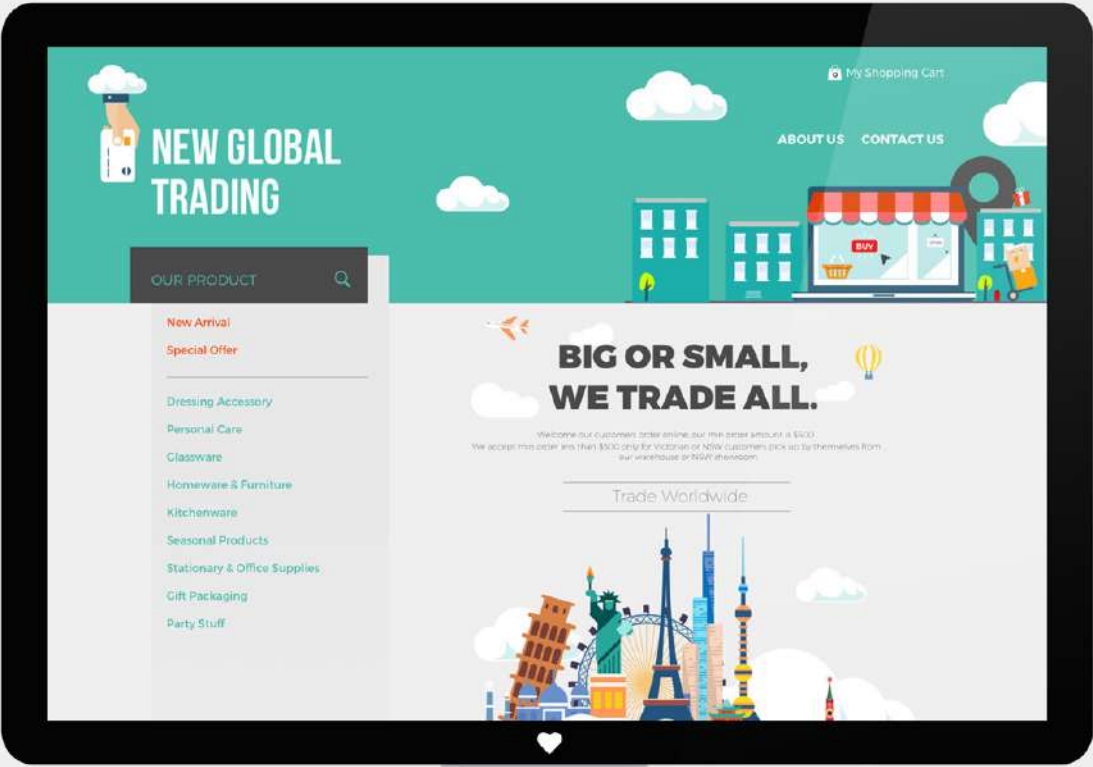
Responsive & APP Design

Wireframe

Digital Styleguide

Web & APP

Website Design & Development



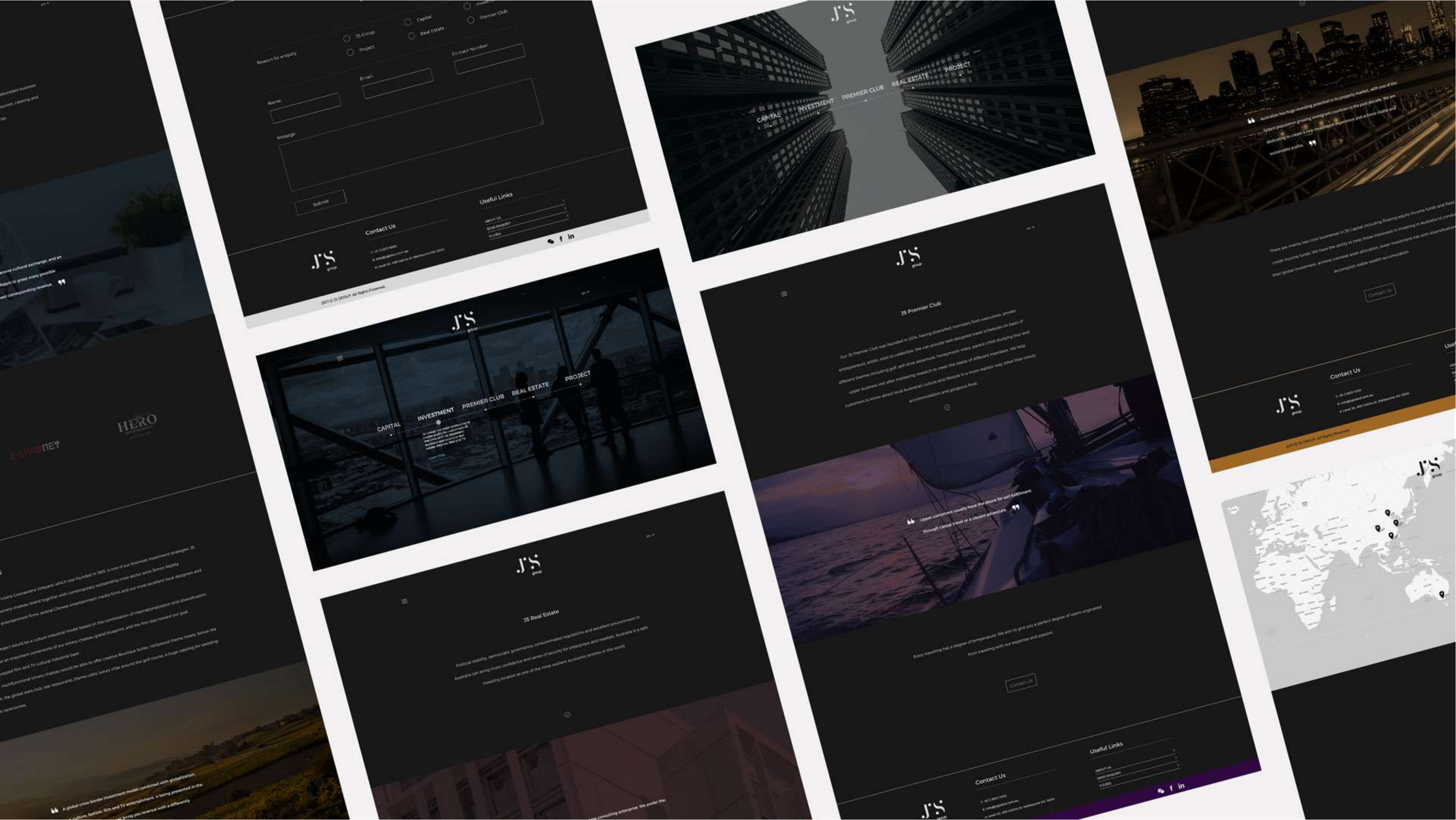
Web & APP

Website Design & Development

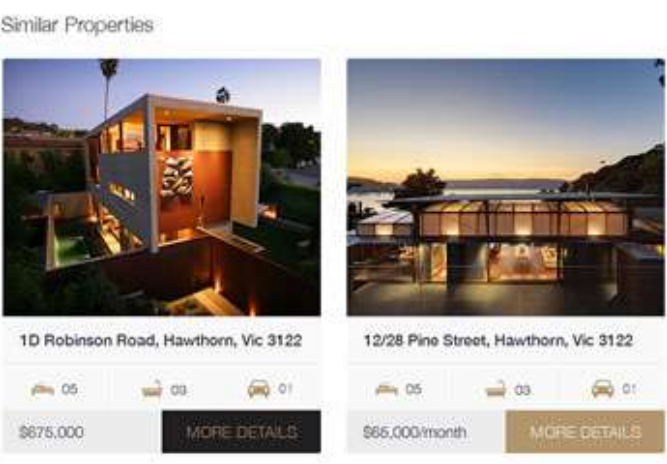
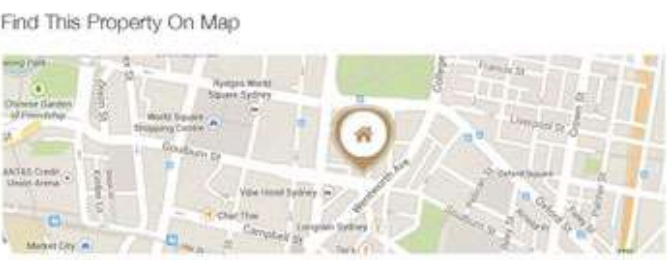
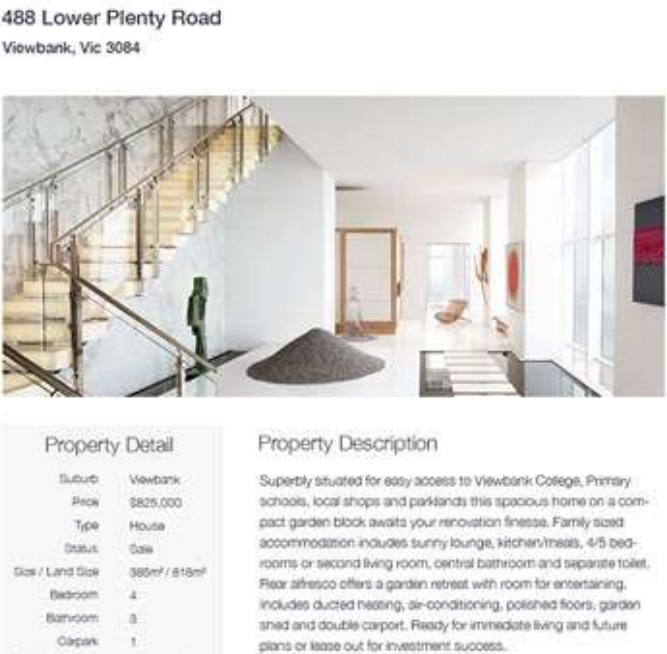
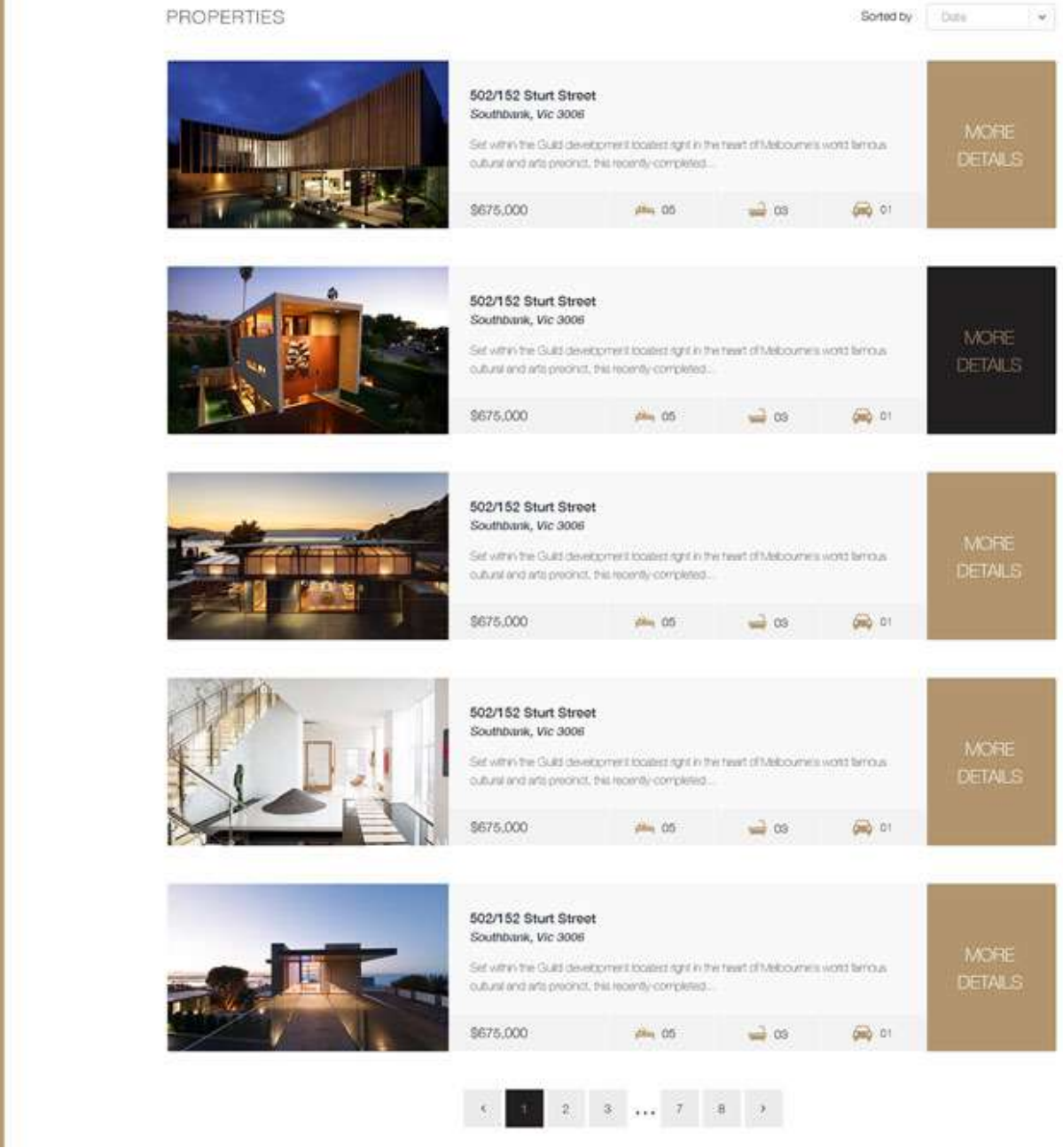
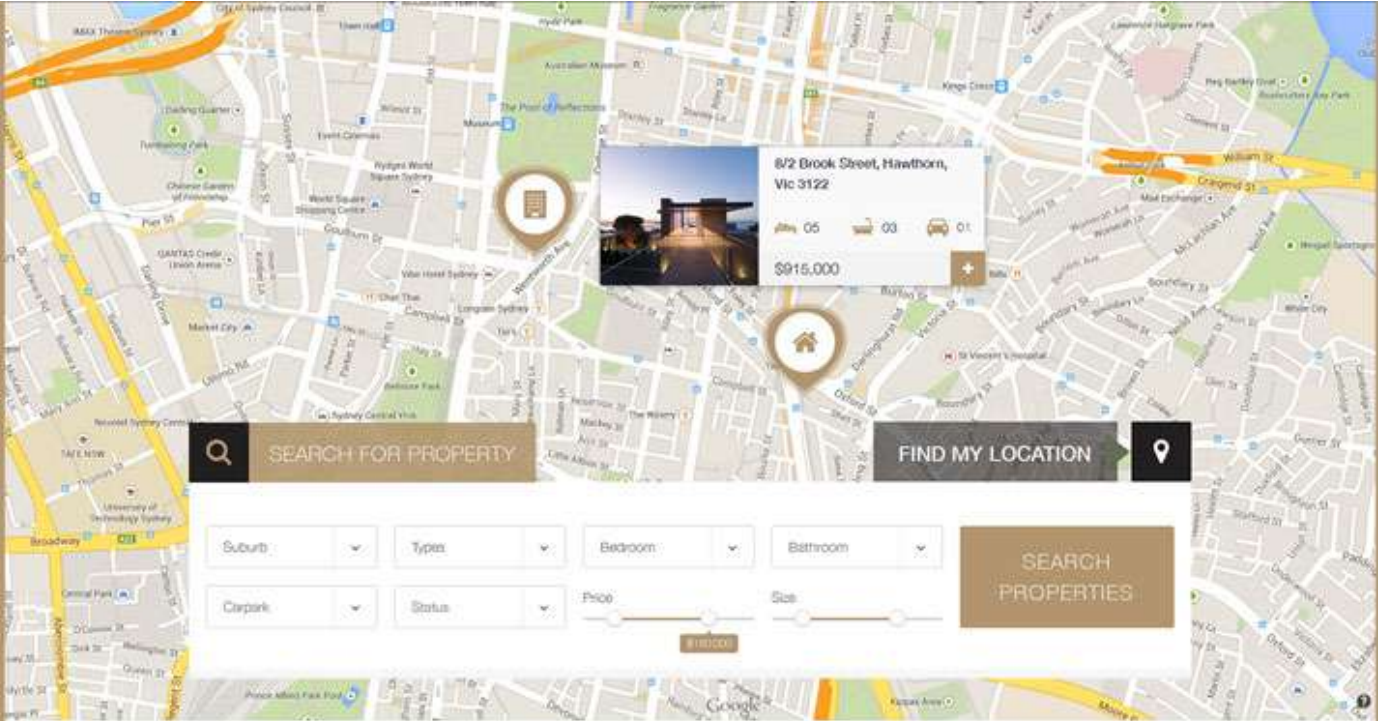
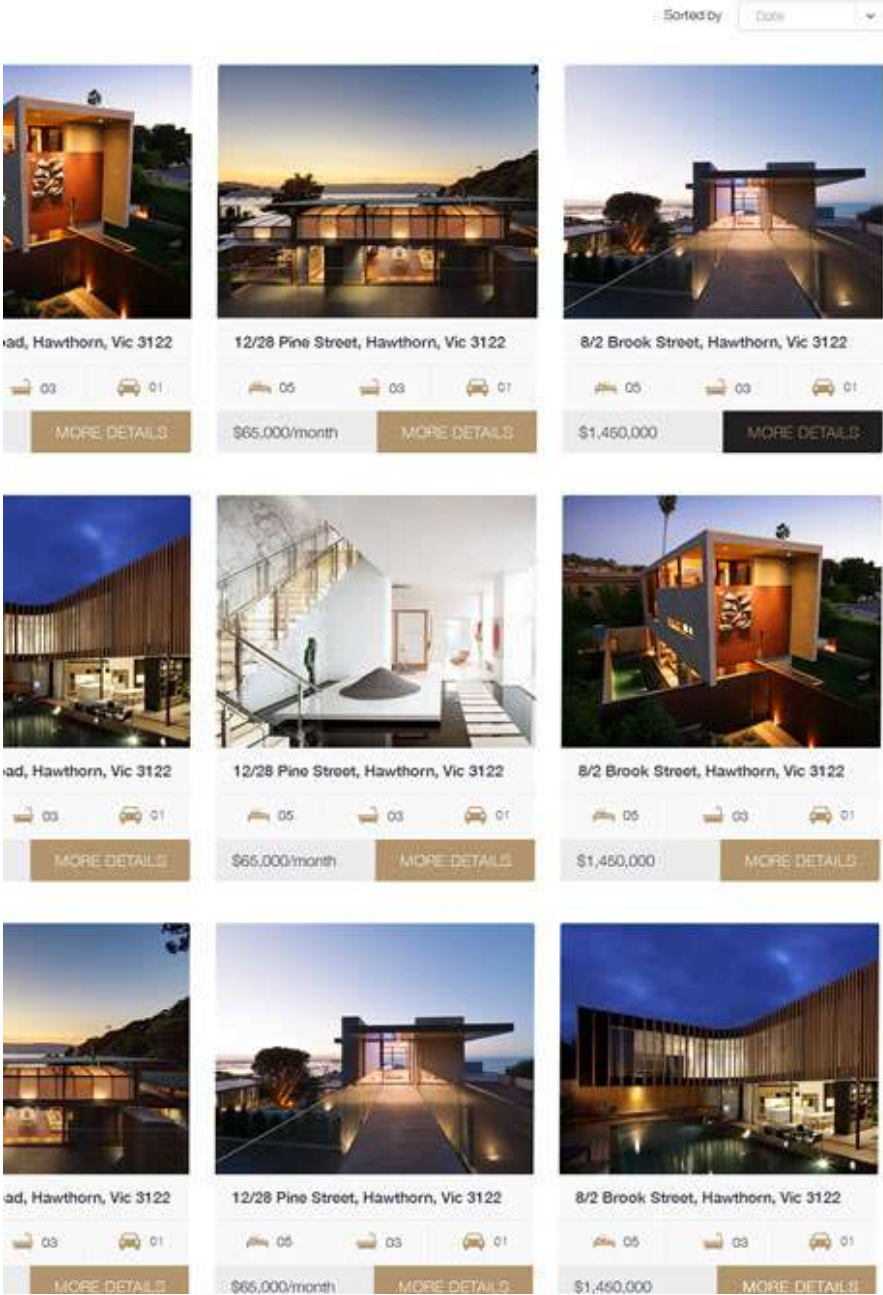
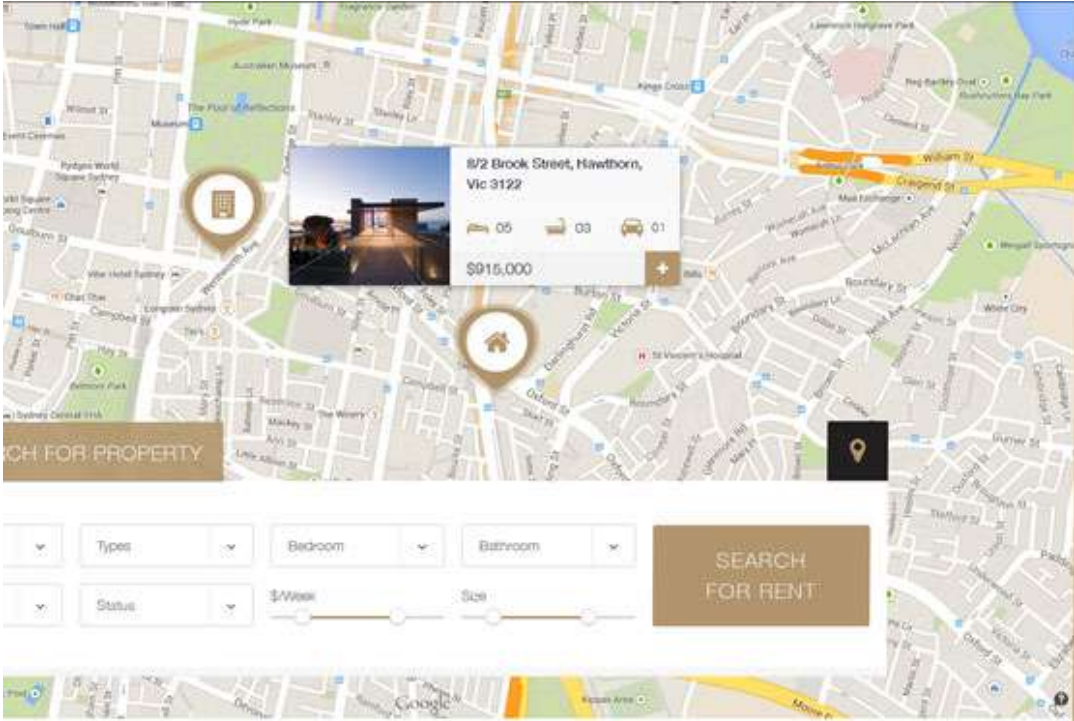


Web & APP

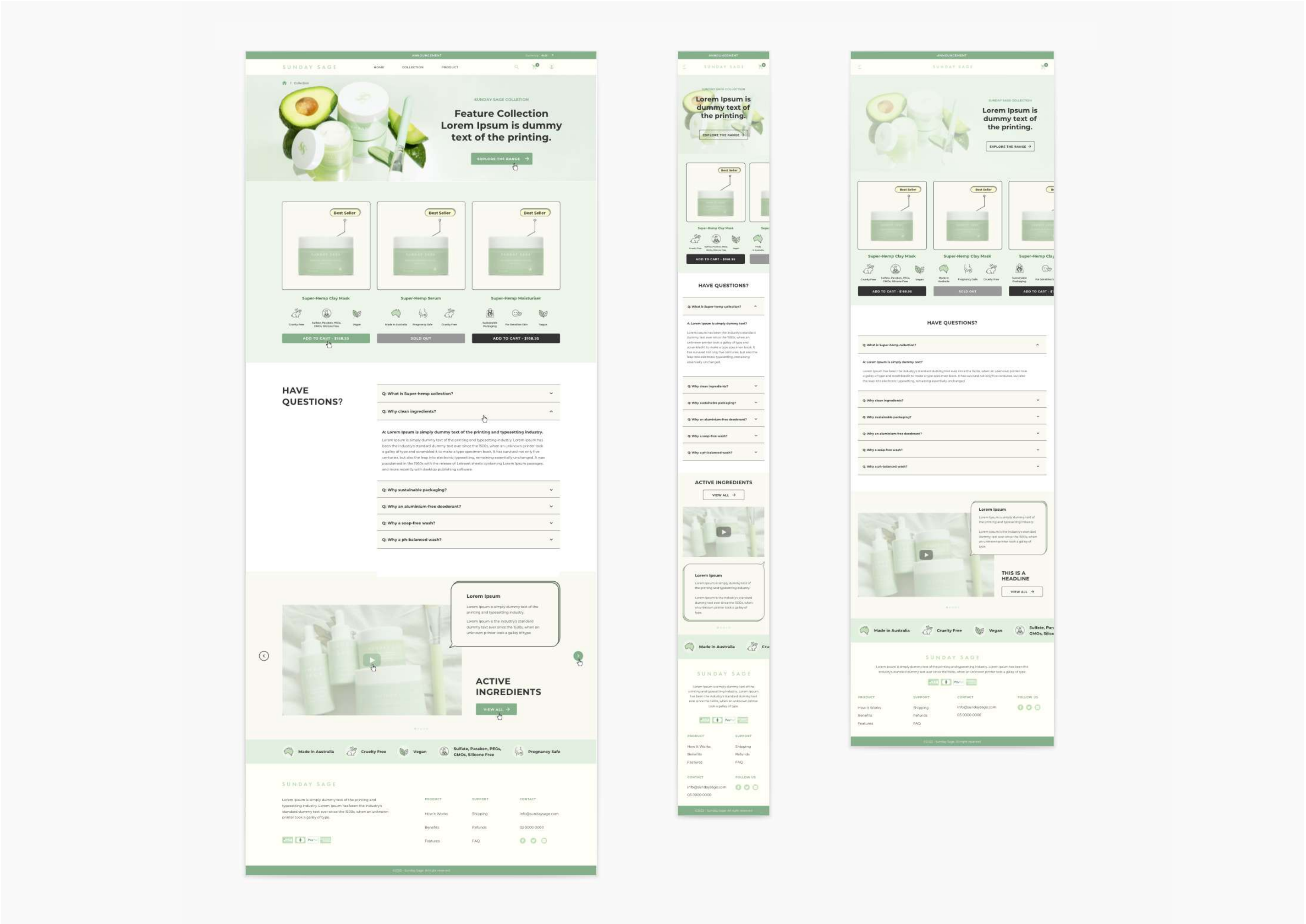
Website
Design &
Develop-
ment



Website
Design &
Develop-
ment



Responsive & APP Design

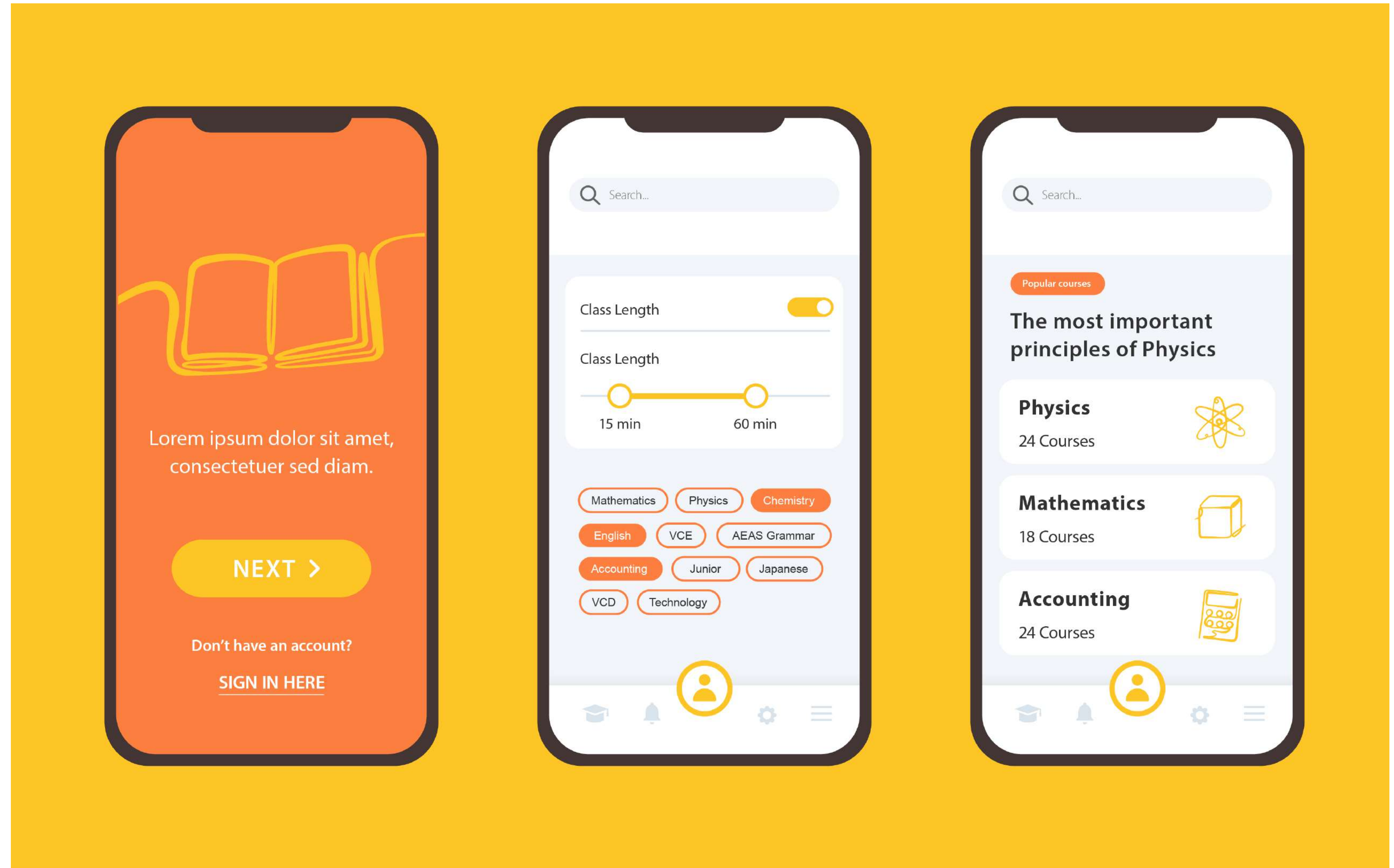


Responsive & APP Design



SCENT OF

Responsive & APP Design



Wireframe

Homepage1 / 7

EVERLAND

AboutProjectsNewsContact中文

Full Screen Video (Albert Lake)

Featured Projects

5%

7 cherry

Blackburn

Project 1 - Lorem Ipsum

Project 2 - Lorem Ipsum

Project 3 - Lorem Ipsum

Full Screen Slider (Details of Garden / Kitchen)

Everland - An Everlasting Legacy

Latest News

News 1 - Lorem Ipsum

News 2 - Lorem Ipsum

News 3 - Lorem Ipsum

Privacy Policy / Disclaimer

Project2 / 7

EVERLAND

AboutProjectsNewsContact中文

Project Introduction

Development View

Project

Filter: AllApartmentsHouses

Project 1 - Lorem Ipsum

Project 2 - Lorem Ipsum

Project 3 - Lorem Ipsum

Project 4 - Lorem Ipsum

Project 5 - Lorem Ipsum

Project 6 - Lorem Ipsum

Privacy Policy / Disclaimer

Project Single3 / 7

EVERLAND

AboutProjectsNewsContact中文

Slider (Single Project Images + Video)

Single Project - Lorem Ipsum

Project Logo

Register Interest

Privacy Policy / Disclaimer

News4 / 7

EVERLAND

AboutProjectsNewsContact中文

News

News 1 - Lorem Ipsum

News 2 - Lorem Ipsum

News 3 - Lorem Ipsum

News 4 - Lorem Ipsum

News 5 - Lorem Ipsum

News 6 - Lorem Ipsum

News 7 - Lorem Ipsum

News 8 - Lorem Ipsum

News 9 - Lorem Ipsum

1 of 7

Privacy Policy / Disclaimer

Contact7 / 7

EVERLAND

AboutProjectsNewsContact中文

Map (Office Location)

COMPANY ADDRESS
RIALTO SOUTH TOWERS
LEVEL 40, 525 COLLINS STREET
MELBOURNE VIC 3000

CONTACT NUMBER
+61 3 8362 1011

Contact Us

We will respond to every email within 48 hours, Mon - Fri, exclude public holidays. Items marked with * are required.

First Name*

Last Name*

Email*

Phone

Topic

I am looking to purchase an apartment

Message

☐ Subscribe to our newsletters

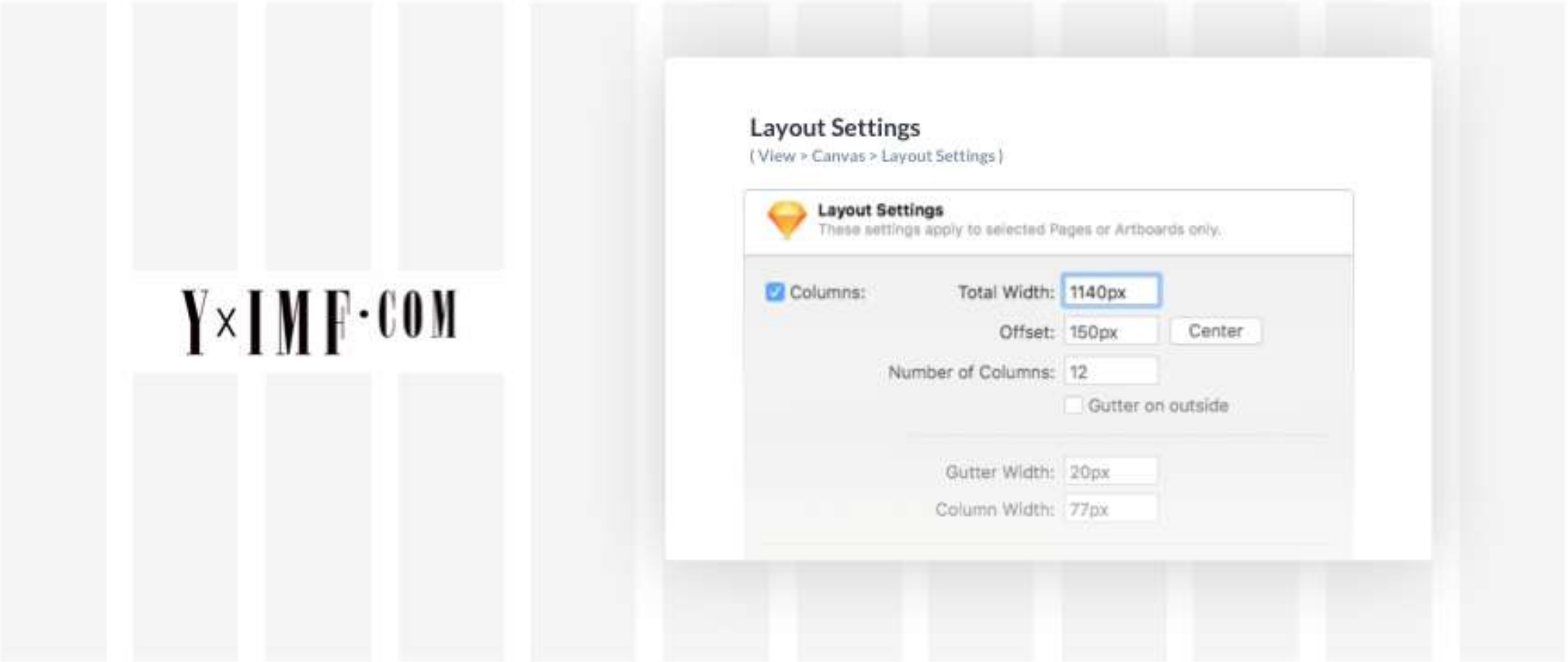
Send

Privacy Policy / Disclaimer

Digital Styleguide

http://cheee.com.au/yximf/Cheee_YXIMF_style%20guide.html

GRID



COLOURS



TYPEFACE



Digital Styleguide

http://cheee.com.au/yximf/Cheee_YXIMF_style%20guide.html

TYPOGRAPHY

Heading 1

font-family: Lato-Bold;
font-size: 44px;
color: #000000;
letter-spacing: 0;
line-height: 48px;

Heading 2

font-family: Lato-Bold;
font-size: 28px;
color: #333333;
letter-spacing: 0;
line-height: 32px;

Large Paragraph

font-family: Lato-Regular;
font-size: 22px;
color: #333333;
letter-spacing: 0;
line-height: 28px;

Small Paragraph

font-family: Lato-Light;
font-size: 14px;
color: #333333;
letter-spacing: 0;
line-height: 19px;

We used to look up at the sky and wonder at our place in the stars. Now we just look down, and worry about our place in the dirt.

Do not go gentle into that good night; Old age should burn and rave at close of day. Rage, rage against the dying of the light.

We've always defined ourselves by the ability to overcome the impossible. And we count these moments. These moments when we dare to aim higher, to break barriers, to reach for the stars, to make the unknown known. We count these moments as our proudest achievements. But we lost all that. Or perhaps we've just forgotten that we are still pioneers. And we've barely begun. And that our greatest accomplishments cannot be behind us, because our destiny lies above us.

Maybe it means something more - something we can't yet understand. Maybe it's some evidence, some artifact of a higher dimension that we can't consciously perceive. I'm drawn across the universe to someone I haven't seen in a decade, who I know is probably dead. Love is the one thing we're capable of perceiving that transcends dimensions of time and space, Maybe we should trust that, even if we can't understand it, All right Cooper. Yes. The tiniest possibility of seeing Wolf again excites me. That doesn't mean I'm wrong.

BUTTONS

Regular

BUTTON

Hover / Active

BUTTON


Regular

ADD TO BAG 

Hover / Active

ADD TO BAG 

Regular

ADD TO WISHLIST 

Hover / Active

ADD TO WISHLIST 

TEXT INPUT

Normal

Before you move mouse here


Hover

After you move mouse here

Active

When you start typing!

Success

Yaaaay! You did it! 

Error

mymailgmail.com 

DROPDOWN


Normal

Before you move mouse here 

Hover

After you move mouse here 

Active

- When you click on me 
- First Option
- Second Option
- Third Option
- Fourth Option

Digital Styleguide

http://cheee.com.au/yximf/Cheee_YXIMF_style%20guide.html

HEADER & NAVI

Header Regular



Header Hover / Active



Navi Bar Regular



Navi Bar Hover / Active



Services

MEDIA SOLUTION

Media are the best way to express, connect and convert online. We create Explainer, Commercial, Corporate, Product videos in multiple formats and style.

Animation

Video

Social Media Solution


Other Media Solution

Print Solution

Social Media Solution

SCENT OF

Cheee Creative Studio



SCENT OF

Scent Of Melbourne

Follow

Scent Of Lorem ipsum dolor sit amet, consec sectetur adipiscing elit, sed do eiusmod tempor illa incididunt ut labore et dolore magna aliqua. Quisat ipsum suspendisse ultrices gravida.

Load more comments


Melissa Dino Great products!

Ines Bronson Beautiful perfume.

1,234 likes

4 DAYS AGO

Add a comment...



1,234 likes

Share

4 DAYS AGO

Scent Of Lorem ipsum dolor sit amet, con sec sec tet urak adipiscing elit, sed do eiusmod tempor illa inci did unt ut linobel et dolore magna al iqua. Quisat ipsum suspen disse ultrices anil


Load more comments

Melissa Dino Great inspiration, thank you for sharing.

Stacey Micheals Beautiful photogarphy!

Share

05/05/2022



SCENT OF

Saved from Scent Of

Visit

Add a comment...